

Shawnee Polygon Density Study
Area: 3,451.14 Square miles
Custom Polygon

Summary Demographics

2010 Population	176,121
2010 Households	67,066
2010 Median Disposable Income	\$29,597
2010 Per Capita Income	\$18,016

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,277,378,041	\$1,142,606,366	\$134,771,675	5.6	1,401
Total Retail Trade (NAICS 44-45)	\$1,107,393,645	\$1,005,172,719	\$102,220,926	4.8	1,082
Total Food & Drink (NAICS 722)	\$169,984,396	\$137,433,647	\$32,550,749	10.6	319

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$276,938,599	\$176,795,085	\$100,143,514	22.1	204
Automobile Dealers (NAICS 4411)	\$240,042,431	\$147,672,765	\$92,369,666	23.8	115
Other Motor Vehicle Dealers (NAICS 4412)	\$21,068,639	\$14,477,551	\$6,591,088	18.5	21
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$15,827,529	\$14,644,769	\$1,182,760	3.9	68
Furniture & Home Furnishings Stores (NAICS 442)	\$27,891,812	\$18,821,859	\$9,069,953	19.4	51
Furniture Stores (NAICS 4421)	\$21,951,767	\$13,033,283	\$8,918,484	25.5	23
Home Furnishings Stores (NAICS 4422)	\$5,940,045	\$5,788,576	\$151,469	1.3	28
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$25,714,258	\$15,290,280	\$10,423,978	25.4	46
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$43,645,636	\$49,928,143	-\$6,282,507	-6.7	81
Building Material and Supplies Dealers (NAICS 4441)	\$39,482,343	\$42,905,060	-\$3,422,717	-4.2	64
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,163,293	\$7,023,083	-\$2,859,790	-25.6	17
Food & Beverage Stores (NAICS 445)	\$167,479,672	\$110,201,078	\$57,278,594	20.6	110
Grocery Stores (NAICS 4451)	\$159,229,405	\$93,575,350	\$65,654,055	26.0	71
Specialty Food Stores (NAICS 4452)	\$1,581,306	\$9,084,813	-\$7,503,507	-70.3	15
Beer, Wine, and Liquor Stores (NAICS 4453)	\$6,668,961	\$7,540,915	-\$871,954	-6.1	24
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$39,881,068	\$35,823,279	\$4,057,789	5.4	77
Gasoline Stations (NAICS 447/4471)	\$248,287,819	\$305,223,133	-\$56,935,314	-10.3	121
Clothing and Clothing Accessories Stores (NAICS 448)	\$29,621,565	\$21,755,517	\$7,866,048	15.3	73
Clothing Stores (NAICS 4481)	\$21,912,675	\$16,547,724	\$5,364,951	13.9	49
Shoe Stores (NAICS 4482)	\$3,710,880	\$2,131,971	\$1,578,909	27.0	10
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,998,010	\$3,075,822	\$922,188	13.0	14
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,421,417	\$12,057,822	-\$636,405	-2.7	61
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,579,872	\$4,232,507	\$2,347,365	21.7	42
Book, Periodical, and Music Stores (NAICS 4512)	\$4,841,545	\$7,825,315	-\$2,983,770	-23.6	19

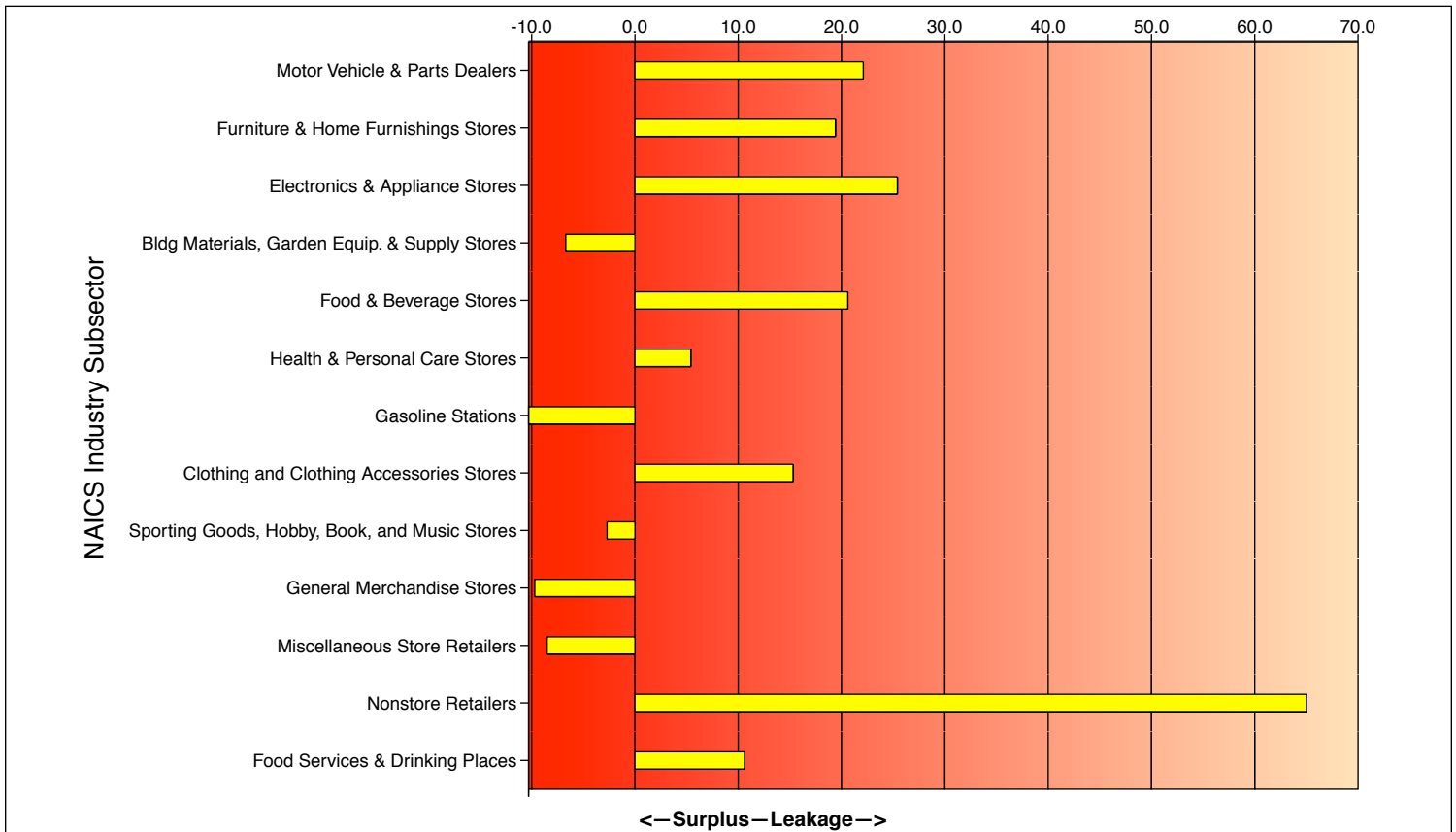
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$175,941,990	\$213,880,334	\$-37,938,344	-9.7	60
Department Stores Excluding Leased Depts.(NAICS 4521)	\$112,711,088	\$109,056,922	\$3,654,166	1.6	22
Other General Merchandise Stores (NAICS 4529)	\$63,230,902	\$104,823,412	\$-41,592,510	-24.7	38
Miscellaneous Store Retailers (NAICS 453)	\$33,386,148	\$39,620,392	\$-6,234,244	-8.5	186
Florists (NAICS 4531)	\$4,241,127	\$2,667,338	\$1,573,789	22.8	36
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$9,201,903	\$18,789,464	\$-9,587,561	-34.3	36
Used Merchandise Stores (NAICS 4533)	\$4,041,825	\$2,093,269	\$1,948,556	31.8	47
Other Miscellaneous Store Retailers (NAICS 4539)	\$15,901,293	\$16,070,321	\$-169,028	-0.5	67
Nonstore Retailers (NAICS 454)	\$27,183,661	\$5,775,797	\$21,407,864	65.0	12
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$53,570	\$1,884,266	\$-1,830,696	-94.5	3
Vending Machine Operators (NAICS 4542)	\$10,001,407	\$898,050	\$9,103,357	83.5	4
Direct Selling Establishments (NAICS 4543)	\$17,128,684	\$2,993,481	\$14,135,203	70.2	5
Food Services & Drinking Places (NAICS 722)	\$169,984,396	\$137,433,647	\$32,550,749	10.6	319
Full-Service Restaurants (NAICS 7221)	\$16,313,009	\$50,170,188	\$-33,857,179	-50.9	180
Limited-Service Eating Places (NAICS 7222)	\$129,046,328	\$69,186,807	\$59,859,521	30.2	103
Special Food Services (NAICS 7223)	\$9,616,818	\$14,713,282	\$-5,096,464	-20.9	12
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$15,008,241	\$3,363,370	\$11,644,871	63.4	24

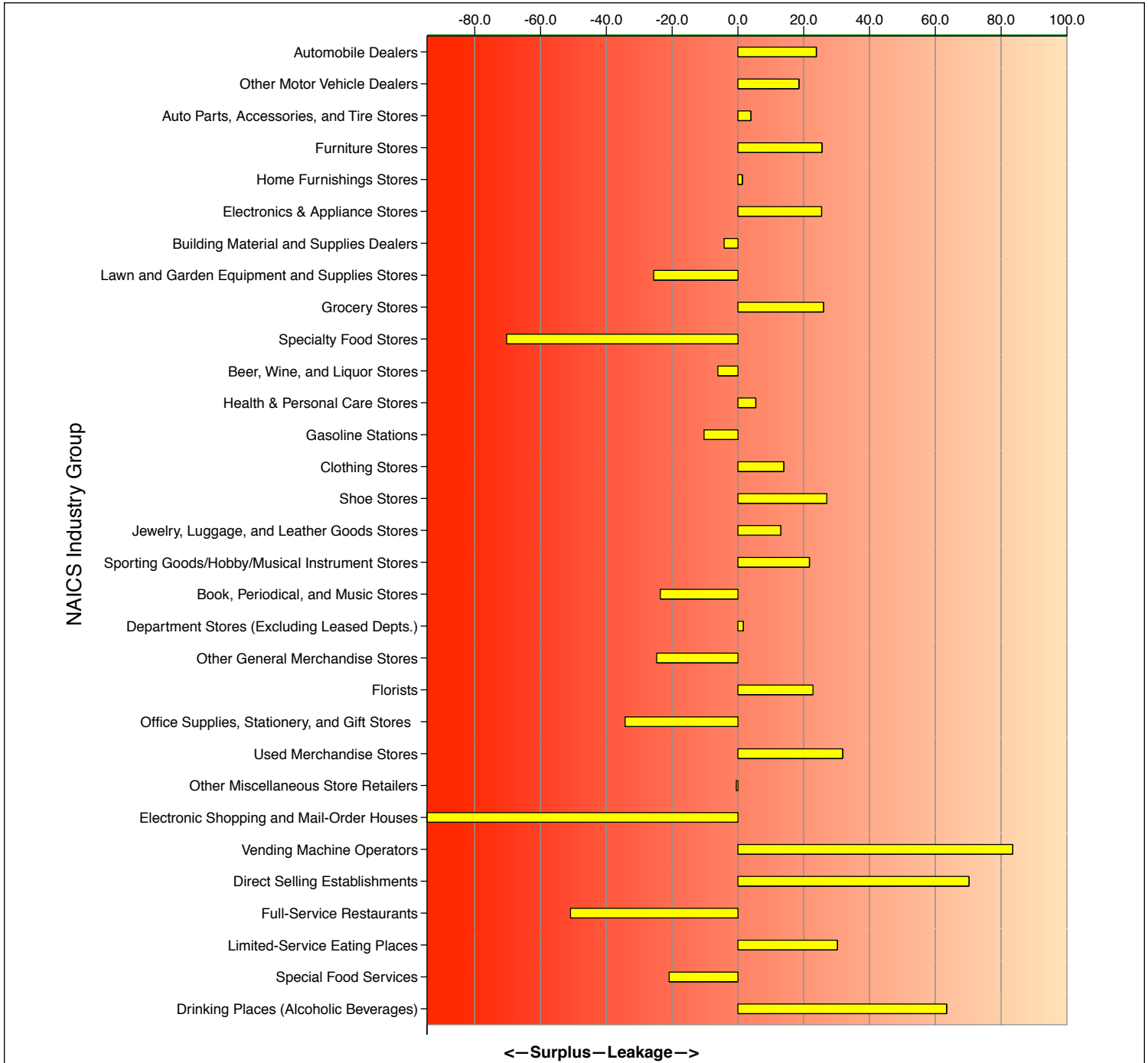
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup