



Retail MarketPlace Profile

Lincoln County, KS (20105)

Geography: County

Summary Demographics

2015 Population	3,123
2015 Households	1,383
2015 Median Disposable Income	\$36,427
2015 Per Capita Income	\$22,538

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$32,016,341	\$12,623,500	\$19,392,841	43.4	33
Total Retail Trade	44-45	\$29,081,205	\$12,117,389	\$16,963,816	41.2	30
Total Food & Drink	722	\$2,935,136	\$506,111	\$2,429,025	70.6	3

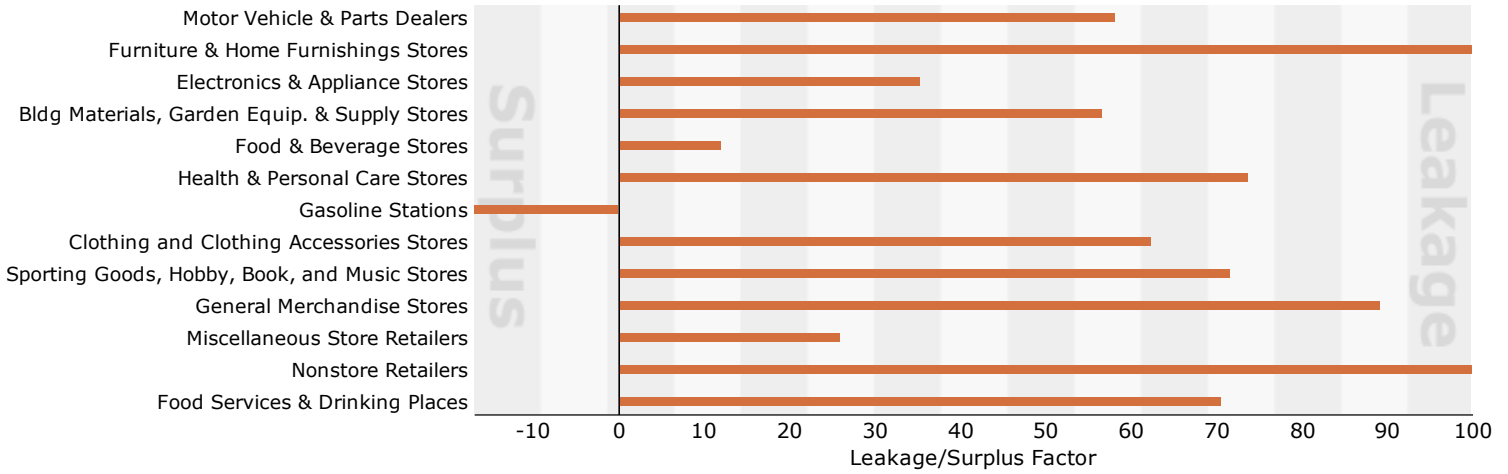
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,371,896	\$1,682,172	\$4,689,724	58.2	5
Automobile Dealers	4411	\$5,468,356	\$1,346,194	\$4,122,162	60.5	2
Other Motor Vehicle Dealers	4412	\$507,919	\$0	\$507,919	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$395,621	\$335,978	\$59,643	8.2	3
Furniture & Home Furnishings Stores	442	\$595,318	\$0	\$595,318	100.0	0
Furniture Stores	4421	\$381,999	\$0	\$381,999	100.0	0
Home Furnishings Stores	4422	\$213,319	\$0	\$213,319	100.0	0
Electronics & Appliance Stores	443	\$694,677	\$331,722	\$362,955	35.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,154,144	\$319,200	\$834,944	56.7	3
Bldg Material & Supplies Dealers	4441	\$811,705	\$319,200	\$492,505	43.5	3
Lawn & Garden Equip & Supply Stores	4442	\$342,439	\$0	\$342,439	100.0	0
Food & Beverage Stores	445	\$4,691,294	\$3,676,954	\$1,014,340	12.1	6
Grocery Stores	4451	\$4,170,687	\$3,393,299	\$777,388	10.3	5
Specialty Food Stores	4452	\$105,267	\$0	\$105,267	100.0	0
Beer, Wine & Liquor Stores	4453	\$415,340	\$283,655	\$131,685	18.8	1
Health & Personal Care Stores	446,4461	\$2,005,805	\$303,322	\$1,702,483	73.7	1
Gasoline Stations	447,4471	\$3,277,235	\$4,611,973	-\$1,334,738	-16.9	3
Clothing & Clothing Accessories Stores	448	\$1,178,846	\$273,034	\$905,812	62.4	2
Clothing Stores	4481	\$847,085	\$273,034	\$574,051	51.2	2
Shoe Stores	4482	\$213,670	\$0	\$213,670	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$118,091	\$0	\$118,091	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$568,726	\$94,103	\$474,623	71.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$446,507	\$94,103	\$352,404	65.2	1
Book, Periodical & Music Stores	4512	\$122,219	\$0	\$122,219	100.0	0
General Merchandise Stores	452	\$5,666,881	\$322,485	\$5,344,396	89.2	2
Department Stores Excluding Leased Depts.	4521	\$1,789,456	\$238,966	\$1,550,490	76.4	1
Other General Merchandise Stores	4529	\$3,877,425	\$83,519	\$3,793,906	95.8	1
Miscellaneous Store Retailers	453	\$855,471	\$502,424	\$353,047	26.0	4
Florists	4531	\$26,056	\$0	\$26,056	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$186,954	\$62,234	\$124,720	50.1	2
Used Merchandise Stores	4533	\$92,389	\$0	\$92,389	100.0	0
Other Miscellaneous Store Retailers	4539	\$550,072	\$440,190	\$109,882	11.1	2
Nonstore Retailers	454	\$2,020,912	\$0	\$2,020,912	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,640,051	\$0	\$1,640,051	100.0	0
Vending Machine Operators	4542	\$75,234	\$0	\$75,234	100.0	0
Direct Selling Establishments	4543	\$305,627	\$0	\$305,627	100.0	0
Food Services & Drinking Places	722	\$2,935,136	\$506,111	\$2,429,025	70.6	3
Full-Service Restaurants	7221	\$911,141	\$421,951	\$489,190	36.7	2
Limited-Service Eating Places	7222	\$1,761,502	\$84,160	\$1,677,342	90.9	1
Special Food Services	7223	\$81,140	\$0	\$81,140	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$181,353	\$0	\$181,353	100.0	0

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

