



# Retail MarketPlace Profile

Lincoln County, KS (20105)

Geography: County

## Summary Demographics

2016 Population	3,174
2016 Households	1,387
2016 Median Disposable Income	\$36,940
2016 Per Capita Income	\$23,837

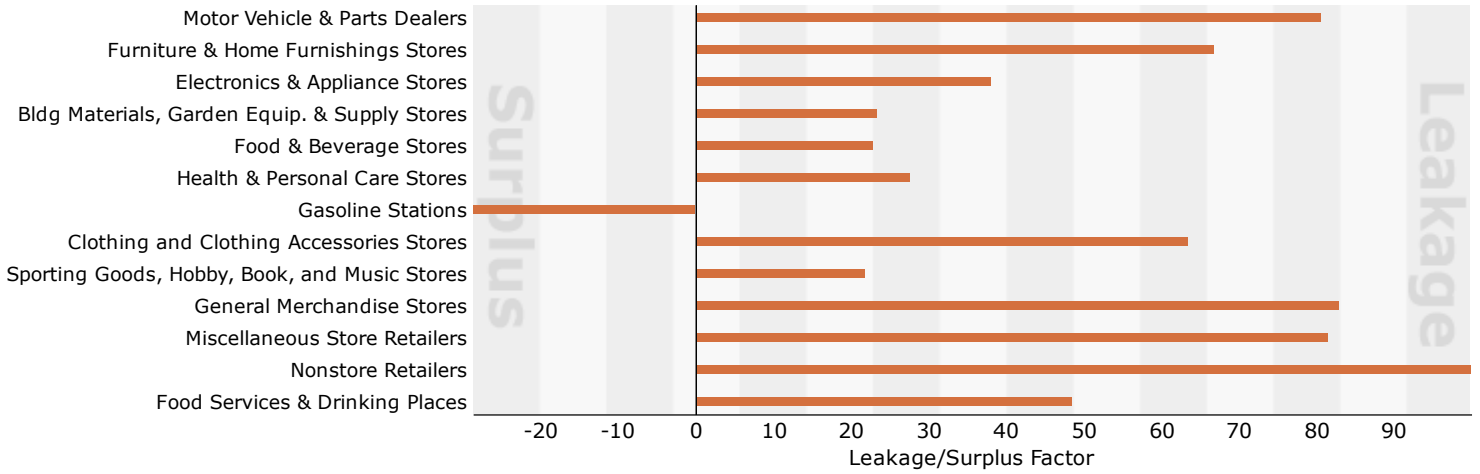
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$45,609,911	\$17,470,957	\$28,138,954	44.6	31
Total Retail Trade	44-45	\$42,032,285	\$16,230,996	\$25,801,289	44.3	24
Total Food & Drink	722	\$3,577,626	\$1,239,961	\$2,337,665	48.5	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,518,762	\$1,230,773	\$10,287,989	80.7	2
Automobile Dealers	4411	\$7,385,260	\$0	\$7,385,260	100.0	0
Other Motor Vehicle Dealers	4412	\$3,540,345	\$0	\$3,540,345	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$593,157	\$1,230,773	-\$637,616	-35.0	2
Furniture & Home Furnishings Stores	442	\$1,016,437	\$202,211	\$814,226	66.8	2
Furniture Stores	4421	\$713,657	\$0	\$713,657	100.0	0
Home Furnishings Stores	4422	\$302,780	\$202,211	\$100,569	19.9	2
Electronics & Appliance Stores	443	\$1,523,402	\$681,679	\$841,723	38.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,637,804	\$1,638,320	\$999,484	23.4	3
Bldg Material & Supplies Dealers	4441	\$2,319,291	\$1,638,320	\$680,971	17.2	3
Lawn & Garden Equip & Supply Stores	4442	\$318,513	\$0	\$318,513	100.0	0
Food & Beverage Stores	445	\$7,898,577	\$4,959,508	\$2,939,069	22.9	3
Grocery Stores	4451	\$7,064,834	\$4,597,174	\$2,467,660	21.2	2
Specialty Food Stores	4452	\$251,365	\$0	\$251,365	100.0	0
Beer, Wine & Liquor Stores	4453	\$582,378	\$362,334	\$220,044	23.3	1
Health & Personal Care Stores	446,4461	\$1,952,034	\$1,104,907	\$847,127	27.7	1
Gasoline Stations	447,4471	\$2,593,470	\$4,676,757	-\$2,083,287	-28.7	3
Clothing & Clothing Accessories Stores	448	\$1,205,219	\$268,458	\$936,761	63.6	1
Clothing Stores	4481	\$830,919	\$268,458	\$562,461	51.2	1
Shoe Stores	4482	\$143,758	\$0	\$143,758	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$230,542	\$0	\$230,542	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$826,526	\$529,160	\$297,366	21.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$677,373	\$529,160	\$148,213	12.3	2
Book, Periodical & Music Stores	4512	\$149,153	\$0	\$149,153	100.0	0
General Merchandise Stores	452	\$7,833,733	\$727,475	\$7,106,258	83.0	1
Department Stores Excluding Leased Depts.	4521	\$5,904,630	\$0	\$5,904,630	100.0	0
Other General Merchandise Stores	4529	\$1,929,103	\$727,475	\$1,201,628	45.2	1
Miscellaneous Store Retailers	453	\$2,081,234	\$211,748	\$1,869,486	81.5	3
Florists	4531	\$101,239	\$42,044	\$59,195	41.3	1
Office Supplies, Stationery & Gift Stores	4532	\$373,107	\$42,059	\$331,048	79.7	1
Used Merchandise Stores	4533	\$163,674	\$0	\$163,674	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,443,214	\$127,645	\$1,315,569	83.7	1
Nonstore Retailers	454	\$945,087	\$0	\$945,087	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$538,232	\$0	\$538,232	100.0	0
Vending Machine Operators	4542	\$63,618	\$0	\$63,618	100.0	0
Direct Selling Establishments	4543	\$343,237	\$0	\$343,237	100.0	0
Food Services & Drinking Places	722	\$3,577,626	\$1,239,961	\$2,337,665	48.5	7
Special Food Services	7223	\$42,657	\$0	\$42,657	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$230,992	\$0	\$230,992	100.0	0
Restaurants/Other Eating Places	7225	\$3,303,977	\$1,239,961	\$2,064,016	45	7

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 click the link below to view the Methodology Statement. [http://www.esri.com/data/esri\\_data/methodology-statements](http://www.esri.com/data/esri_data/methodology-statements)

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

