



# Retail MarketPlace Profile

Calloway County, Kentucky  
 Calloway County, KY (21035)  
 Geography: County

Prepared by Esri

## Summary Demographics

2016 Population	39,247
2016 Households	16,256
2016 Median Disposable Income	\$32,550
2016 Per Capita Income	\$21,965

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$479,178,458	\$496,104,674	-\$16,926,216	-1.7	334
Total Retail Trade	44-45	\$436,010,483	\$445,830,384	-\$9,819,901	-1.1	258
Total Food & Drink	722	\$43,167,975	\$50,274,290	-\$7,106,315	-7.6	76

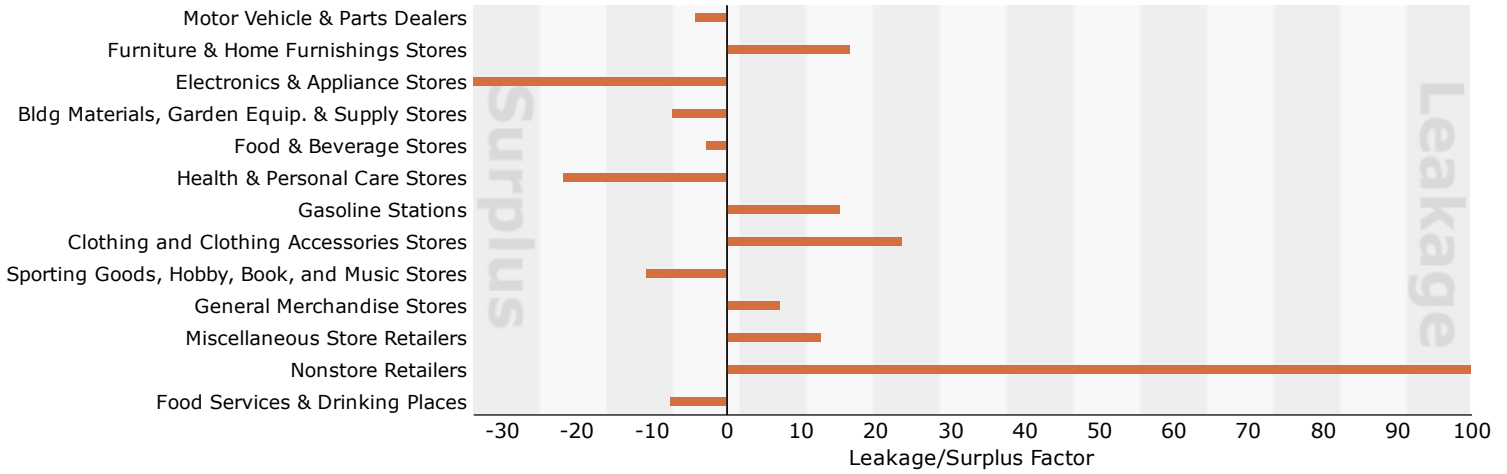
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$104,529,510	\$113,875,883	-\$9,346,373	-4.3	50
Automobile Dealers	4411	\$86,173,979	\$99,965,042	-\$13,791,063	-7.4	31
Other Motor Vehicle Dealers	4412	\$10,605,819	\$8,401,220	\$2,204,599	11.6	7
Auto Parts, Accessories & Tire Stores	4413	\$7,749,712	\$5,509,621	\$2,240,091	16.9	12
Furniture & Home Furnishings Stores	442	\$11,311,360	\$8,086,387	\$3,224,973	16.6	9
Furniture Stores	4421	\$7,214,963	\$8,086,387	-\$871,424	-5.7	9
Home Furnishings Stores	4422	\$4,096,397	\$0	\$4,096,397	100.0	0
Electronics & Appliance Stores	443	\$15,416,065	\$31,301,759	-\$15,885,694	-34.0	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,164,633	\$30,371,605	-\$4,206,972	-7.4	22
Bldg Material & Supplies Dealers	4441	\$24,652,239	\$27,362,999	-\$2,710,760	-5.2	15
Lawn & Garden Equip & Supply Stores	4442	\$1,512,394	\$3,008,606	-\$1,496,212	-33.1	7
Food & Beverage Stores	445	\$80,133,421	\$84,533,156	-\$4,399,735	-2.7	18
Grocery Stores	4451	\$70,632,617	\$77,789,078	-\$7,156,461	-4.8	9
Specialty Food Stores	4452	\$3,633,315	\$1,317,977	\$2,315,338	46.8	3
Beer, Wine & Liquor Stores	4453	\$5,867,489	\$5,426,101	\$441,388	3.9	6
Health & Personal Care Stores	446,4461	\$26,640,745	\$41,683,550	-\$15,042,805	-22.0	22
Gasoline Stations	447,4471	\$33,868,325	\$24,884,199	\$8,984,126	15.3	12
Clothing & Clothing Accessories Stores	448	\$16,415,935	\$10,170,113	\$6,245,822	23.5	22
Clothing Stores	4481	\$10,576,004	\$6,306,507	\$4,269,497	25.3	15
Shoe Stores	4482	\$2,963,109	\$2,536,633	\$426,476	7.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,876,822	\$1,326,973	\$1,549,849	36.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$8,710,295	\$10,817,965	-\$2,107,670	-10.8	20
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,673,595	\$8,747,838	-\$2,074,243	-13.5	15
Book, Periodical & Music Stores	4512	\$2,036,700	\$2,070,127	-\$33,427	-0.8	5
General Merchandise Stores	452	\$84,943,785	\$73,465,477	\$11,478,308	7.2	13
Department Stores Excluding Leased Depts.	4521	\$65,017,044	\$64,253,698	\$763,346	0.6	5
Other General Merchandise Stores	4529	\$19,926,741	\$9,211,779	\$10,714,962	36.8	8
Miscellaneous Store Retailers	453	\$21,486,051	\$16,640,290	\$4,845,761	12.7	47
Florists	4531	\$677,137	\$713,454	-\$36,317	-2.6	6
Office Supplies, Stationery & Gift Stores	4532	\$2,884,129	\$4,325,637	-\$1,441,508	-20.0	9
Used Merchandise Stores	4533	\$1,679,153	\$3,853,997	-\$2,174,844	-39.3	18
Other Miscellaneous Store Retailers	4539	\$16,245,632	\$7,747,202	\$8,498,430	35.4	14
Nonstore Retailers	454	\$6,390,358	\$0	\$6,390,358	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,644,183	\$0	\$2,644,183	100.0	0
Vending Machine Operators	4542	\$875,649	\$0	\$875,649	100.0	0
Direct Selling Establishments	4543	\$2,870,526	\$0	\$2,870,526	100.0	0
Food Services & Drinking Places	722	\$43,167,975	\$50,274,290	-\$7,106,315	-7.6	76
Special Food Services	7223	\$1,159,186	\$180,515	\$978,671	73.1	2
Drinking Places - Alcoholic Beverages	7224	\$887,434	\$250,348	\$637,086	56.0	1
Restaurants/Other Eating Places	7225	\$41,121,355	\$49,843,427	-\$8,722,072	-10	73

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

