



Retail MarketPlace Profile

Phelps County, NE (31137)
Geography: County

Summary Demographics

2015 Population	9,236
2015 Households	3,848
2015 Median Disposable Income	\$43,971
2015 Per Capita Income	\$30,123

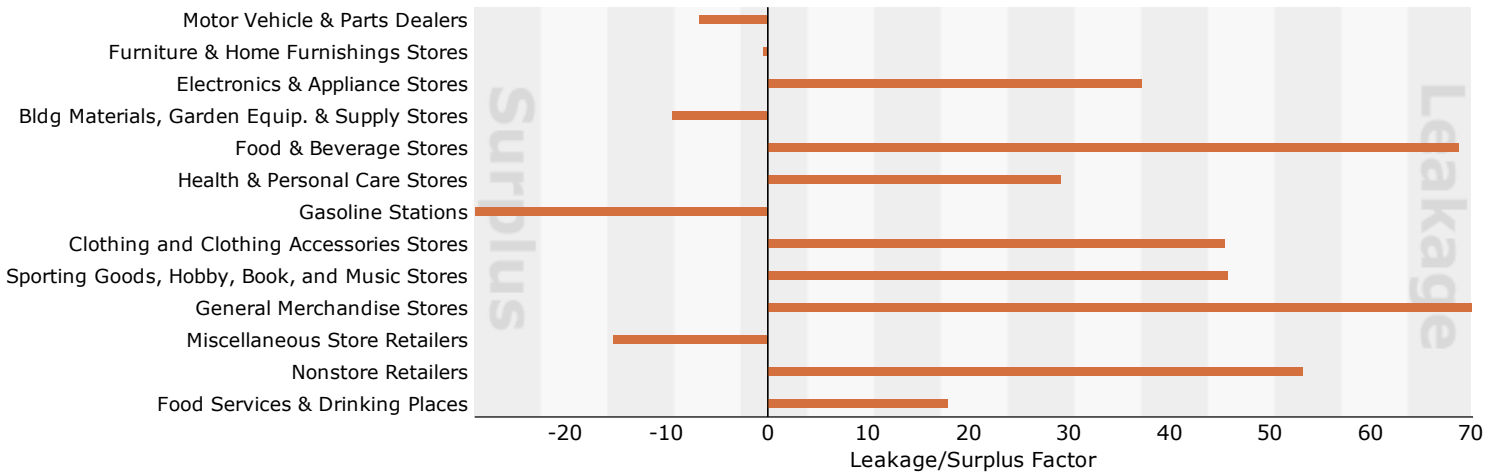
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$117,062,120	\$81,434,293	\$35,627,827	17.9	95
Total Retail Trade	44-45	\$107,235,180	\$74,618,749	\$32,616,431	17.9	80
Total Food & Drink	722	\$9,826,940	\$6,815,544	\$3,011,396	18.1	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,822,867	\$25,002,000	-\$3,179,133	-6.8	13
Automobile Dealers	4411	\$18,901,348	\$21,522,025	-\$2,620,677	-6.5	5
Other Motor Vehicle Dealers	4412	\$1,571,496	\$931,042	\$640,454	25.6	4
Auto Parts, Accessories & Tire Stores	4413	\$1,350,023	\$2,548,933	-\$1,198,910	-30.7	4
Furniture & Home Furnishings Stores	442	\$1,740,486	\$1,759,657	-\$19,171	-0.5	6
Furniture Stores	4421	\$1,093,876	\$1,265,902	-\$172,026	-7.3	2
Home Furnishings Stores	4422	\$646,610	\$493,755	\$152,855	13.4	4
Electronics & Appliance Stores	443	\$3,130,141	\$1,429,950	\$1,700,191	37.3	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,972,596	\$4,807,257	-\$834,661	-9.5	8
Bldg Material & Supplies Dealers	4441	\$2,813,908	\$1,035,047	\$1,778,861	46.2	4
Lawn & Garden Equip & Supply Stores	4442	\$1,158,688	\$3,772,210	-\$2,613,522	-53.0	4
Food & Beverage Stores	445	\$14,813,847	\$2,725,319	\$12,088,528	68.9	6
Grocery Stores	4451	\$13,811,285	\$2,160,944	\$11,650,341	72.9	5
Specialty Food Stores	4452	\$481,754	\$0	\$481,754	100.0	0
Beer, Wine & Liquor Stores	4453	\$520,808	\$564,375	-\$43,567	-4.0	1
Health & Personal Care Stores	446,4461	\$8,917,924	\$4,874,690	\$4,043,234	29.3	5
Gasoline Stations	447,4471	\$11,539,010	\$21,010,474	-\$9,471,464	-29.1	2
Clothing & Clothing Accessories Stores	448	\$4,213,141	\$1,572,668	\$2,640,473	45.6	6
Clothing Stores	4481	\$2,879,578	\$772,270	\$2,107,308	57.7	4
Shoe Stores	4482	\$707,710	\$0	\$707,710	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$625,853	\$800,398	-\$174,545	-12.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,062,660	\$764,830	\$1,297,830	45.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,502,708	\$568,730	\$933,978	45.1	3
Book, Periodical & Music Stores	4512	\$559,952	\$196,100	\$363,852	48.1	1
General Merchandise Stores	452	\$15,312,382	\$2,680,089	\$12,632,293	70.2	3
Department Stores Excluding Leased Depts.	4521	\$5,613,899	\$2,210,386	\$3,403,513	43.5	2
Other General Merchandise Stores	4529	\$9,698,483	\$469,703	\$9,228,780	90.8	1
Miscellaneous Store Retailers	453	\$1,893,164	\$2,576,526	-\$683,362	-15.3	15
Florists	4531	\$79,253	\$0	\$79,253	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$372,437	\$186,156	\$186,281	33.3	5
Used Merchandise Stores	4533	\$190,067	\$307,708	-\$117,641	-23.6	3
Other Miscellaneous Store Retailers	4539	\$1,251,407	\$2,082,662	-\$831,255	-24.9	7
Nonstore Retailers	454	\$17,816,962	\$5,415,289	\$12,401,673	53.4	6
Electronic Shopping & Mail-Order Houses	4541	\$16,391,255	\$4,776,423	\$11,614,832	54.9	2
Vending Machine Operators	4542	\$281,572	\$0	\$281,572	100.0	0
Direct Selling Establishments	4543	\$1,144,135	\$638,866	\$505,269	28.3	4
Food Services & Drinking Places	722	\$9,826,940	\$6,815,544	\$3,011,396	18.1	15
Full-Service Restaurants	7221	\$3,785,338	\$2,092,667	\$1,692,671	28.8	7
Limited-Service Eating Places	7222	\$5,101,747	\$4,477,075	\$624,672	6.5	7
Special Food Services	7223	\$531,072	\$0	\$531,072	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$408,783	\$245,802	\$162,981	24.9	1

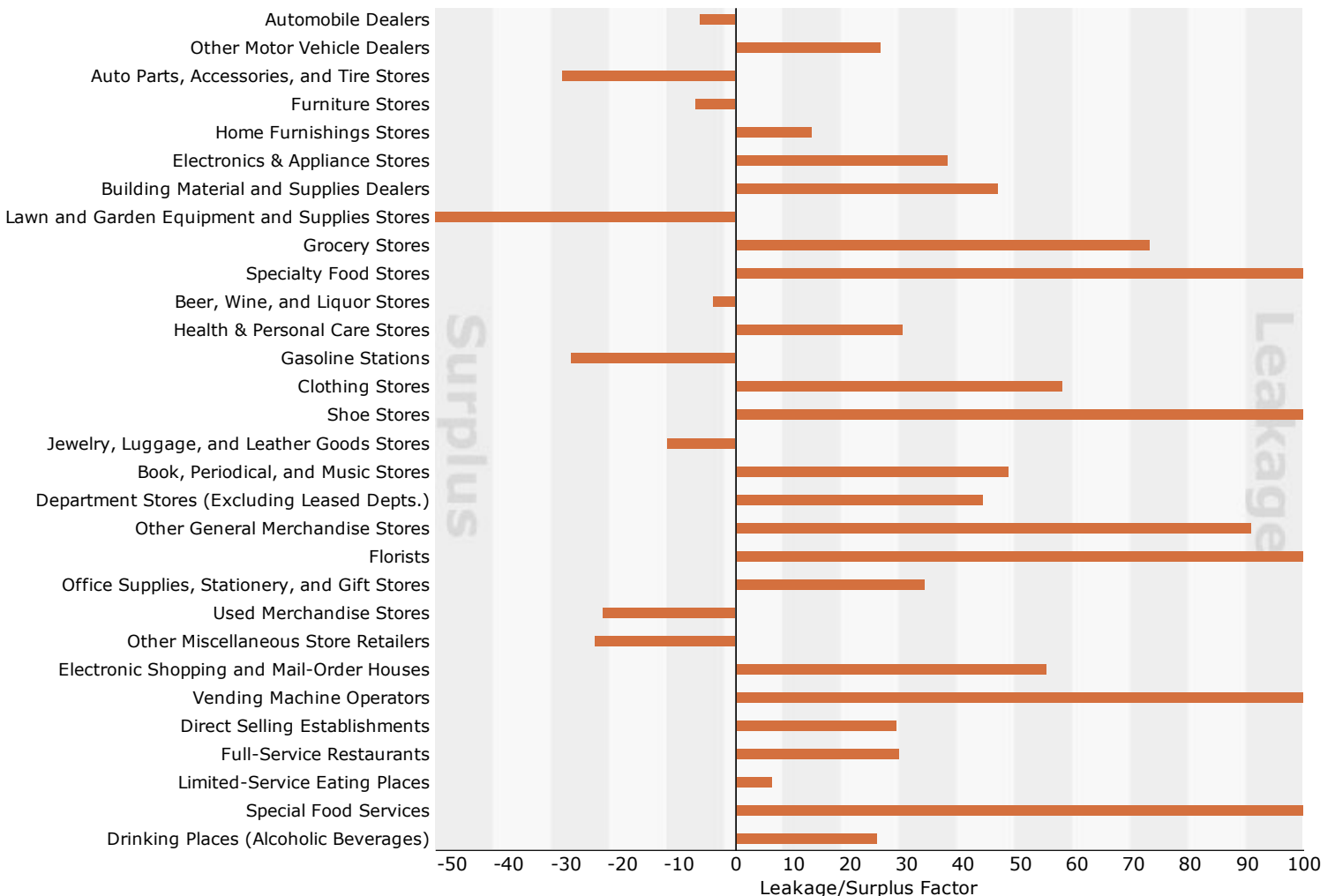
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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



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