



Boone County, NE (31011), Pierce County, NE (31139) et al.
 Geography: County

Summary Demographics

2020 Population	224,818
2020 Households	88,783
2020 Median Disposable Income	\$44,084
2020 Per Capita Income	\$27,417

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

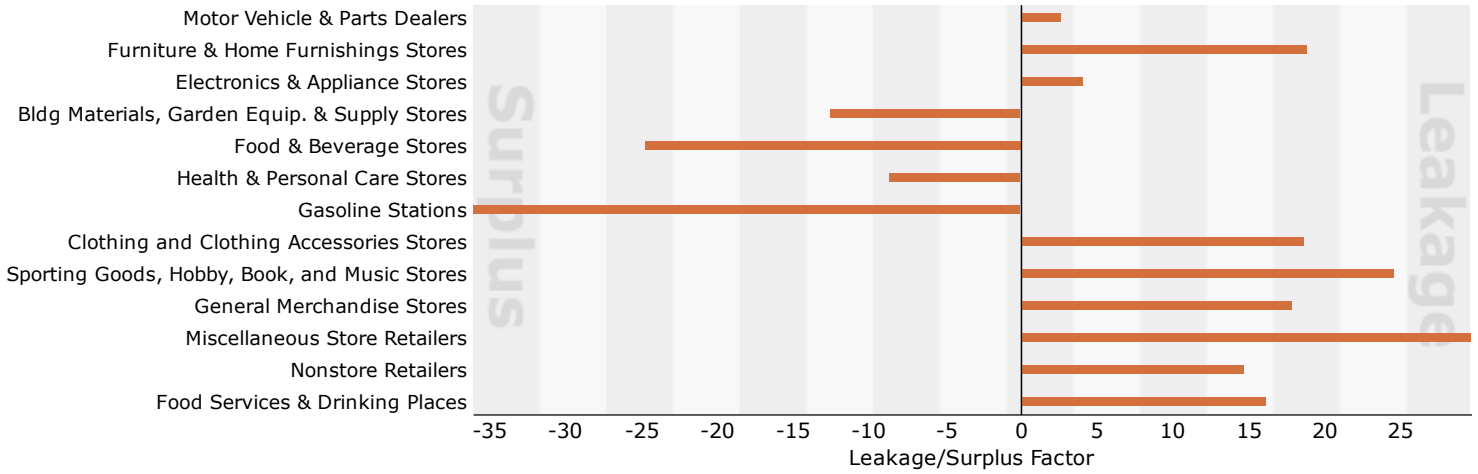
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,973,295,744	\$3,331,975,127	-\$358,679,383	-5.7	1,956
Total Retail Trade	44-45	\$2,715,515,125	\$3,146,260,912	-\$430,745,787	-7.3	1,487
Total Food & Drink	722	\$257,780,619	\$185,714,215	\$72,066,404	16.2	469
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$600,847,809	\$569,329,800	\$31,518,009	2.7	274
Automobile Dealers	4411	\$505,869,541	\$431,096,365	\$74,773,176	8.0	145
Other Motor Vehicle Dealers	4412	\$43,545,720	\$78,619,229	-\$35,073,509	-28.7	31
Auto Parts, Accessories & Tire Stores	4413	\$51,432,548	\$59,614,206	-\$8,181,658	-7.4	98
Furniture & Home Furnishings Stores	442	\$66,032,993	\$45,008,151	\$21,024,842	18.9	42
Furniture Stores	4421	\$49,377,408	\$31,877,766	\$17,499,642	21.5	20
Home Furnishings Stores	4422	\$16,655,585	\$13,130,385	\$3,525,200	11.8	22
Electronics & Appliance Stores	443	\$95,117,174	\$87,672,358	\$7,444,816	4.1	57
Bldg Materials, Garden Equip. & Supply Stores	444	\$197,541,669	\$254,320,402	-\$56,778,733	-12.6	220
Bldg Material & Supplies Dealers	4441	\$176,675,993	\$222,870,892	-\$46,194,899	-11.6	171
Lawn & Garden Equip & Supply Stores	4442	\$20,865,676	\$31,449,510	-\$10,583,834	-20.2	49
Food & Beverage Stores	445	\$493,375,058	\$819,014,301	-\$325,639,243	-24.8	182
Grocery Stores	4451	\$443,787,761	\$754,608,446	-\$310,820,685	-25.9	124
Specialty Food Stores	4452	\$24,652,997	\$35,758,415	-\$11,105,418	-18.4	31
Beer, Wine & Liquor Stores	4453	\$24,934,300	\$28,647,440	-\$3,713,140	-6.9	27
Health & Personal Care Stores	446,4461	\$171,089,929	\$203,506,878	-\$32,416,949	-8.7	100
Gasoline Stations	447,4471	\$305,865,035	\$650,919,704	-\$345,054,669	-36.1	137
Clothing & Clothing Accessories Stores	448	\$90,235,034	\$61,793,813	\$28,441,221	18.7	89
Clothing Stores	4481	\$59,985,256	\$42,124,563	\$17,860,693	17.5	61
Shoe Stores	4482	\$12,056,258	\$11,340,628	\$715,630	3.1	15
Jewelry, Luggage & Leather Goods Stores	4483	\$18,193,520	\$8,328,622	\$9,864,898	37.2	13
Sporting Goods, Hobby, Book & Music Stores	451	\$98,321,072	\$59,510,884	\$38,810,188	24.6	89
Sporting Goods/Hobby/Musical Instr Stores	4511	\$88,867,867	\$58,474,093	\$30,393,774	20.6	85
Book, Periodical & Music Stores	4512	\$9,453,205	\$1,036,791	\$8,416,414	80.2	4
General Merchandise Stores	452	\$421,834,182	\$293,746,800	\$128,087,382	17.9	77
Department Stores Excluding Leased Depts.	4521	\$343,355,562	\$252,430,564	\$90,924,998	15.3	20
Other General Merchandise Stores	4529	\$78,478,620	\$41,316,236	\$37,162,384	31.0	57
Miscellaneous Store Retailers	453	\$142,966,214	\$77,461,424	\$65,504,790	29.7	203
Florists	4531	\$4,475,114	\$7,043,811	-\$2,568,697	-22.3	46
Office Supplies, Stationery & Gift Stores	4532	\$31,359,239	\$17,669,858	\$13,689,381	27.9	33
Used Merchandise Stores	4533	\$13,187,643	\$11,401,544	\$1,786,099	7.3	43
Other Miscellaneous Store Retailers	4539	\$93,944,218	\$41,346,211	\$52,598,007	38.9	81
Nonstore Retailers	454	\$32,288,956	\$23,976,397	\$8,312,559	14.8	17
Electronic Shopping & Mail-Order Houses	4541	\$22,520,946	\$5,850,273	\$16,670,673	58.8	2
Vending Machine Operators	4542	\$1,033,359	\$374,817	\$658,542	46.8	3
Direct Selling Establishments	4543	\$8,734,651	\$17,751,307	-\$9,016,656	-34.0	12
Food Services & Drinking Places	722	\$257,780,619	\$185,714,215	\$72,066,404	16.2	469
Special Food Services	7223	\$7,336,118	\$1,136,835	\$6,199,283	73.2	8
Drinking Places - Alcoholic Beverages	7224	\$24,063,960	\$11,686,127	\$12,377,833	34.6	88
Restaurants/Other Eating Places	7225	\$226,380,541	\$172,891,253	\$53,489,288	13.4	373

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

