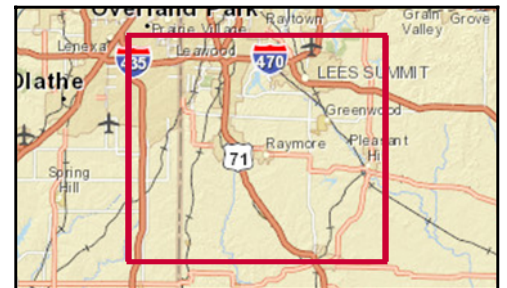
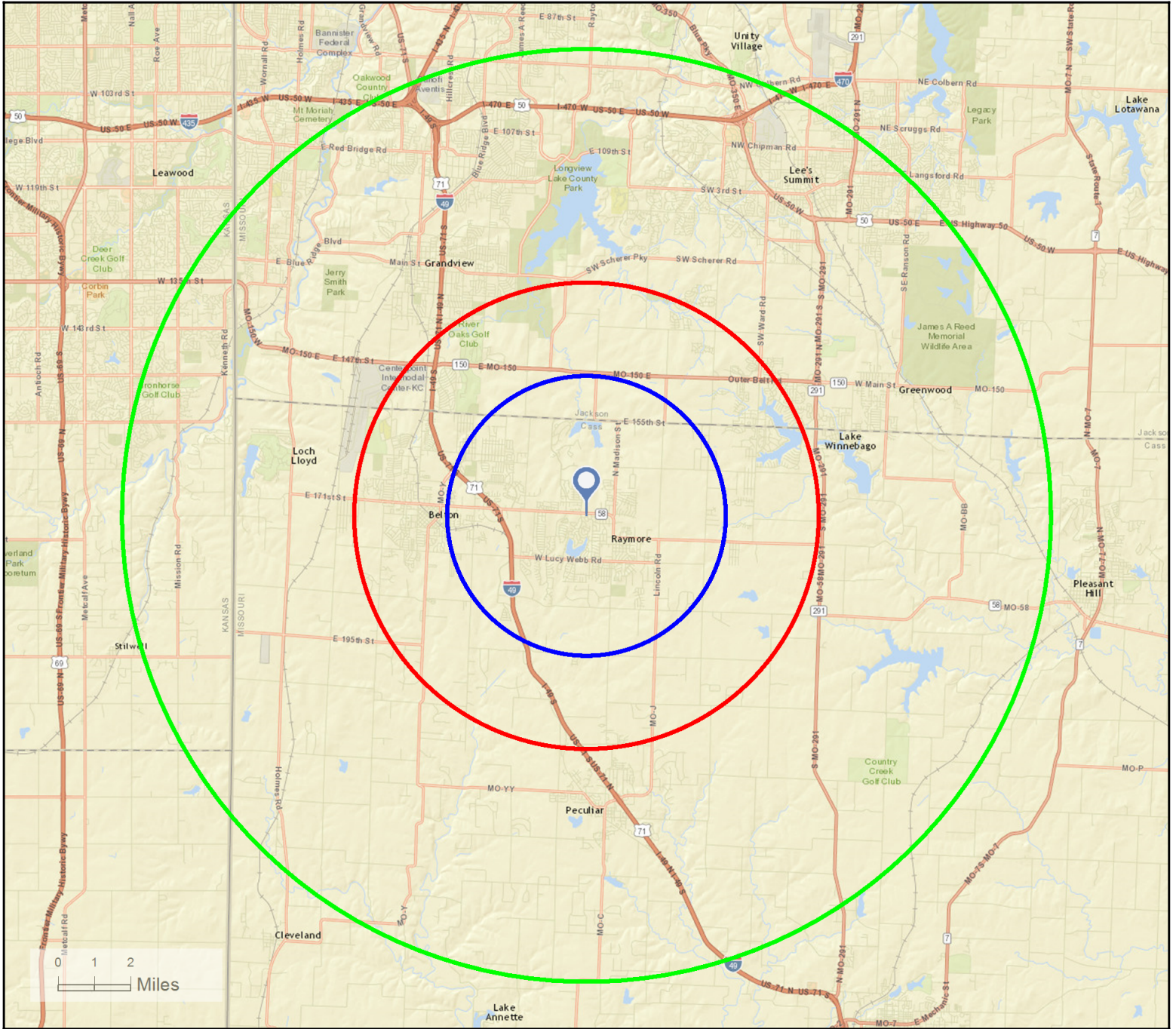




Site Map

Raymore, Missouri
100 Municipal Circle, Raymore, Missouri, 64083
Rings: 3, 5, 10 mile radii

Latitude: 38.810740
Longitude: -94.46744



May 06, 2015



Demographic and Income Comparison Profile

Raymore, Missouri
100 Municipal Circle, Raymore, Missouri, 64083
Rings: 3, 5, 10 mile radii

Latitude: 38.81074
Longitude: -94.46744

	3 mile	5 mile	10 mile
Census 2010 Summary			
Population	27,754	60,493	207,762
Households	10,239	22,429	78,756
Families	7,607	16,372	55,320
Average Household Size	2.69	2.67	2.61
Owner Occupied Housing Units	8,002	16,576	56,076
Renter Occupied Housing Units	2,237	5,853	22,680
Median Age	36.4	35.4	36.4
2015 Summary			
Population	28,983	62,726	212,238
Households	10,696	23,329	80,503
Families	7,895	16,896	56,358
Average Household Size	2.69	2.67	2.61
Owner Occupied Housing Units	8,266	16,999	56,873
Renter Occupied Housing Units	2,430	6,331	23,630
Median Age	37.5	36.3	37.3
Median Household Income	\$64,515	\$60,155	\$60,460
Average Household Income	\$77,937	\$74,996	\$79,878
2020 Summary			
Population	29,895	64,526	217,128
Households	11,037	24,019	82,290
Families	8,115	17,314	57,512
Average Household Size	2.69	2.67	2.61
Owner Occupied Housing Units	8,527	17,408	58,151
Renter Occupied Housing Units	2,509	6,611	24,139
Median Age	38.2	36.9	38.0
Median Household Income	\$75,775	\$69,652	\$70,654
Average Household Income	\$88,142	\$85,237	\$90,473
Trends: 2015-2020 Annual Rate			
Population	0.62%	0.57%	0.46%
Households	0.63%	0.58%	0.44%
Families	0.55%	0.49%	0.41%
Owner Households	0.62%	0.48%	0.45%
Median Household Income	3.27%	2.98%	3.17%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

2015 Households by Income	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	654	6.1%	1,770	7.6%	7,026	8.7%
\$15,000 - \$24,999	785	7.3%	1,760	7.5%	6,621	8.2%
\$25,000 - \$34,999	931	8.7%	2,236	9.6%	7,668	9.5%
\$35,000 - \$49,999	1,376	12.9%	3,329	14.3%	10,569	13.1%
\$50,000 - \$74,999	2,369	22.1%	5,036	21.6%	16,131	20.0%
\$75,000 - \$99,999	2,004	18.7%	3,668	15.7%	11,270	14.0%
\$100,000 - \$149,999	1,612	15.1%	3,504	15.0%	12,301	15.3%
\$150,000 - \$199,999	656	6.1%	1,369	5.9%	5,228	6.5%
\$200,000+	309	2.9%	658	2.8%	3,689	4.6%
Median Household Income	\$64,515		\$60,155		\$60,460	
Average Household Income	\$77,937		\$74,996		\$79,878	
Per Capita Income	\$28,848		\$28,025		\$30,394	

2020 Households by Income	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	577	5.2%	1,636	6.8%	6,447	7.8%
\$15,000 - \$24,999	586	5.3%	1,322	5.5%	4,972	6.0%
\$25,000 - \$34,999	787	7.1%	1,864	7.8%	6,455	7.8%
\$35,000 - \$49,999	1,236	11.2%	3,113	13.0%	9,731	11.8%
\$50,000 - \$74,999	2,223	20.1%	4,833	20.1%	15,512	18.9%
\$75,000 - \$99,999	2,381	21.6%	4,344	18.1%	13,419	16.3%
\$100,000 - \$149,999	1,970	17.8%	4,173	17.4%	14,573	17.7%
\$150,000 - \$199,999	910	8.2%	1,917	8.0%	6,753	8.2%
\$200,000+	367	3.3%	818	3.4%	4,428	5.4%
Median Household Income	\$75,775		\$69,652		\$70,654	
Average Household Income	\$88,142		\$85,237		\$90,473	
Per Capita Income	\$32,626		\$31,866		\$34,387	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

2010 Population by Age	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,060	7.4%	4,654	7.7%	15,022	7.2%
Age 5 - 9	2,258	8.1%	4,901	8.1%	16,032	7.7%
Age 10 - 14	2,201	7.9%	4,622	7.6%	16,107	7.8%
Age 15 - 19	1,919	6.9%	4,219	7.0%	14,670	7.1%
Age 20 - 24	1,251	4.5%	3,358	5.6%	11,664	5.6%
Age 25 - 34	3,649	13.1%	8,144	13.5%	26,461	12.7%
Age 35 - 44	3,915	14.1%	8,399	13.9%	28,228	13.6%
Age 45 - 54	3,951	14.2%	8,801	14.5%	30,823	14.8%
Age 55 - 64	2,883	10.4%	6,275	10.4%	22,931	11.0%
Age 65 - 74	1,785	6.4%	3,811	6.3%	13,722	6.6%
Age 75 - 84	1,247	4.5%	2,342	3.9%	8,450	4.1%
Age 85+	635	2.3%	964	1.6%	3,652	1.8%

2015 Population by Age	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,039	7.0%	4,573	7.3%	14,452	6.8%
Age 5 - 9	2,152	7.4%	4,727	7.5%	15,131	7.1%
Age 10 - 14	2,300	7.9%	4,783	7.6%	15,969	7.5%
Age 15 - 19	1,931	6.7%	4,100	6.5%	14,373	6.8%
Age 20 - 24	1,632	5.6%	3,868	6.2%	13,384	6.3%
Age 25 - 34	3,388	11.7%	8,150	13.0%	26,670	12.6%
Age 35 - 44	4,069	14.0%	8,601	13.7%	27,214	12.8%
Age 45 - 54	3,857	13.3%	8,207	13.1%	29,057	13.7%
Age 55 - 64	3,455	11.9%	7,418	11.8%	26,013	12.3%
Age 65 - 74	2,214	7.6%	4,713	7.5%	16,937	8.0%
Age 75 - 84	1,253	4.3%	2,504	4.0%	8,956	4.2%
Age 85+	693	2.4%	1,080	1.7%	4,080	1.9%

2020 Population by Age	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,060	6.9%	4,648	7.2%	14,600	6.7%
Age 5 - 9	2,131	7.1%	4,674	7.2%	14,722	6.8%
Age 10 - 14	2,287	7.7%	4,776	7.4%	15,742	7.3%
Age 15 - 19	2,069	6.9%	4,339	6.7%	14,688	6.8%
Age 20 - 24	1,462	4.9%	3,508	5.4%	12,209	5.6%
Age 25 - 34	3,670	12.3%	8,650	13.4%	27,836	12.8%
Age 35 - 44	4,108	13.7%	8,826	13.7%	28,256	13.0%
Age 45 - 54	3,780	12.6%	7,843	12.2%	27,062	12.5%
Age 55 - 64	3,509	11.7%	7,689	11.9%	27,311	12.6%
Age 65 - 74	2,645	8.8%	5,507	8.5%	19,853	9.1%
Age 75 - 84	1,463	4.9%	2,892	4.5%	10,392	4.8%
Age 85+	710	2.4%	1,174	1.8%	4,455	2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

2010 Race and Ethnicity	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,108	86.9%	50,529	83.5%	155,624	74.9%
Black Alone	2,169	7.8%	6,019	10.0%	37,703	18.1%
American Indian Alone	142	0.5%	318	0.5%	877	0.4%
Asian Alone	264	1.0%	605	1.0%	3,343	1.6%
Pacific Islander Alone	17	0.1%	48	0.1%	216	0.1%
Some Other Race Alone	355	1.3%	1,304	2.2%	4,393	2.1%
Two or More Races	700	2.5%	1,669	2.8%	5,606	2.7%
Hispanic Origin (Any Race)	1,247	4.5%	3,444	5.7%	11,065	5.3%

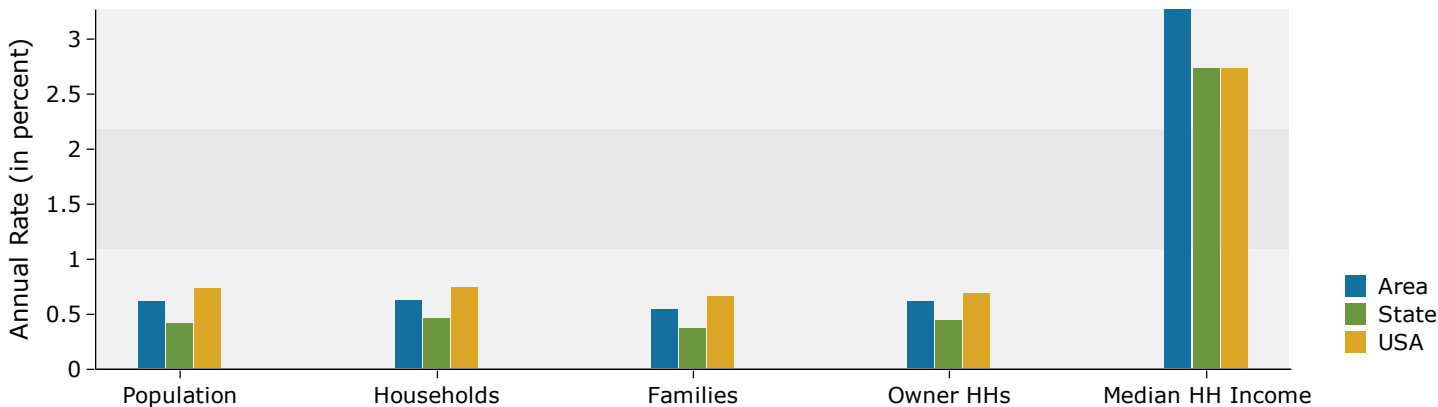
2015 Race and Ethnicity	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,641	85.0%	51,338	81.8%	157,329	74.1%
Black Alone	2,602	9.0%	6,791	10.8%	38,566	18.2%
American Indian Alone	150	0.5%	332	0.5%	879	0.4%
Asian Alone	300	1.0%	693	1.1%	3,829	1.8%
Pacific Islander Alone	22	0.1%	60	0.1%	261	0.1%
Some Other Race Alone	406	1.4%	1,495	2.4%	4,869	2.3%
Two or More Races	863	3.0%	2,016	3.2%	6,505	3.1%
Hispanic Origin (Any Race)	1,410	4.9%	3,888	6.2%	12,268	5.8%

2020 Race and Ethnicity	3 mile		5 mile		10 mile	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,855	83.1%	51,704	80.1%	158,728	73.1%
Black Alone	3,015	10.1%	7,514	11.6%	39,678	18.3%
American Indian Alone	157	0.5%	346	0.5%	901	0.4%
Asian Alone	340	1.1%	788	1.2%	4,417	2.0%
Pacific Islander Alone	30	0.1%	77	0.1%	317	0.1%
Some Other Race Alone	453	1.5%	1,682	2.6%	5,503	2.5%
Two or More Races	1,047	3.5%	2,416	3.7%	7,584	3.5%
Hispanic Origin (Any Race)	1,596	5.3%	4,406	6.8%	13,944	6.4%

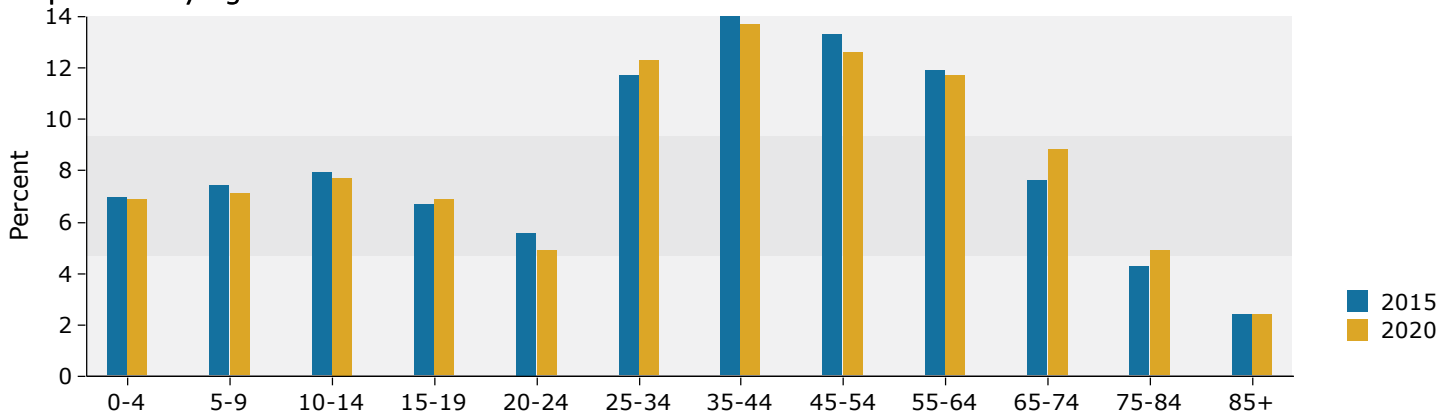
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

3 mile

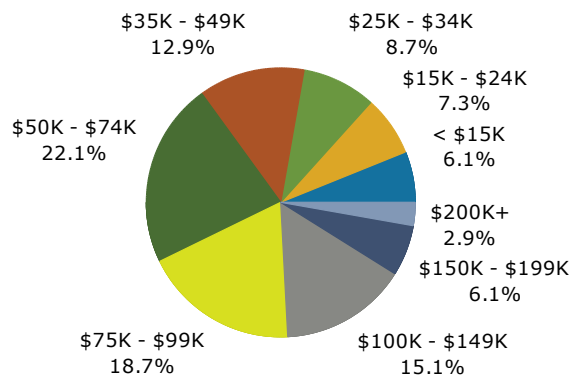
Trends 2015-2020



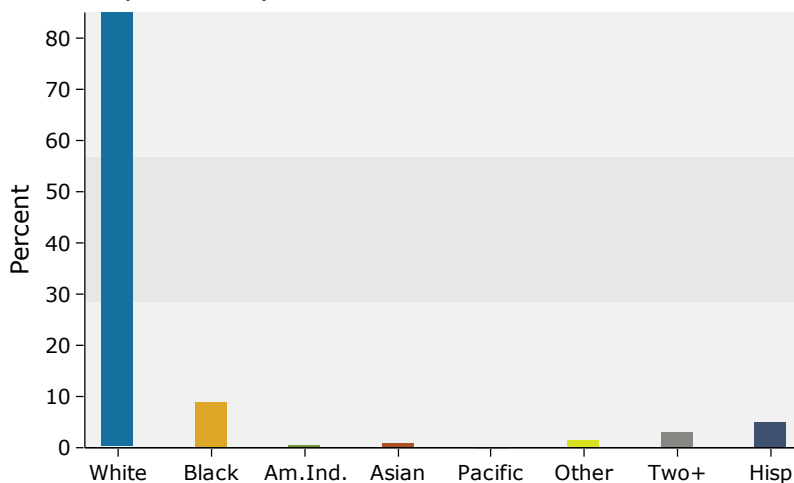
Population by Age



2015 Household Income



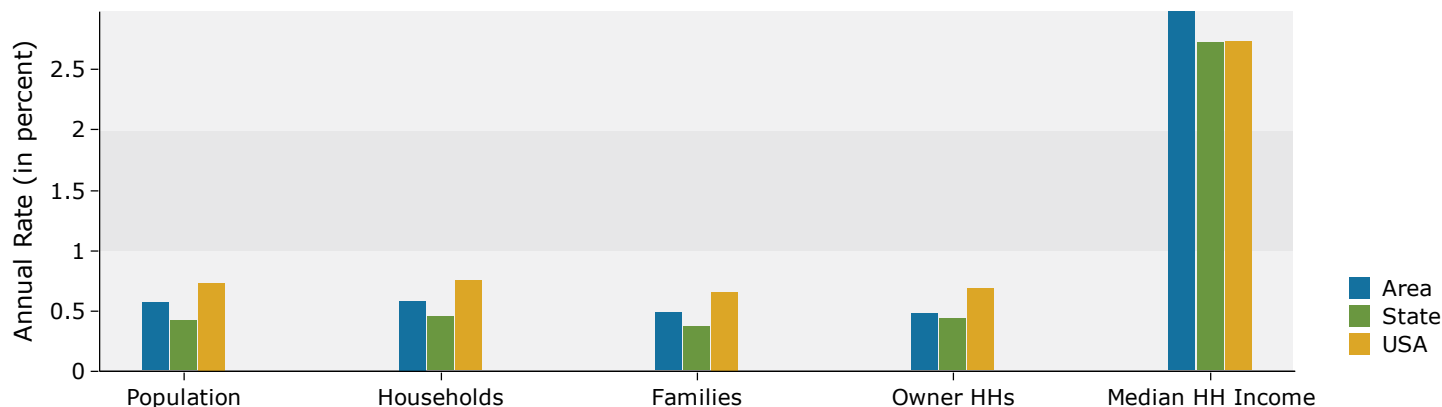
2015 Population by Race



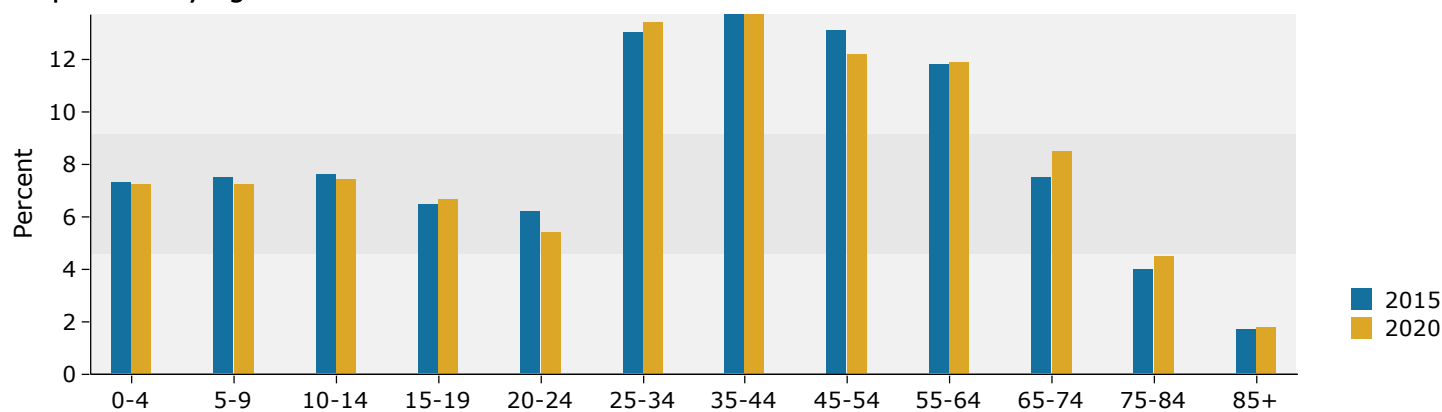
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

5 mile

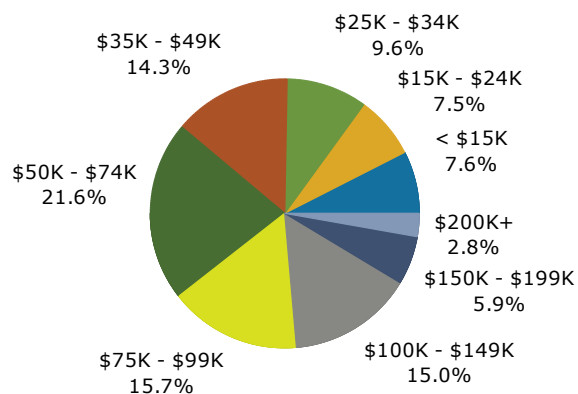
Trends 2015-2020



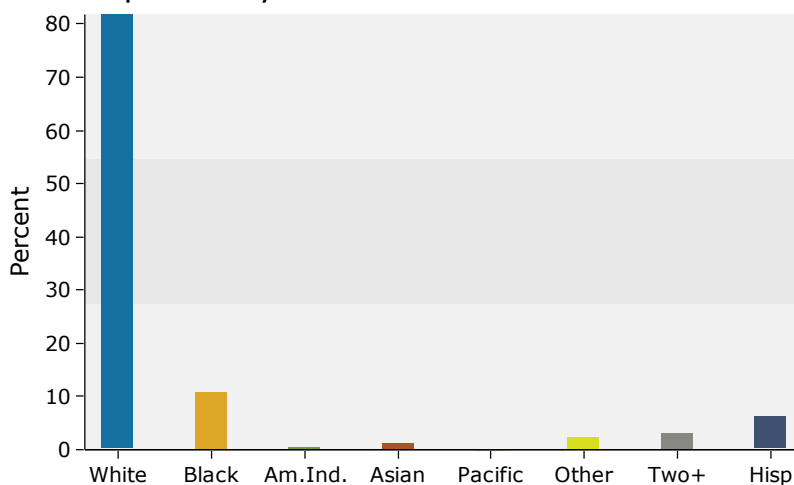
Population by Age



2015 Household Income



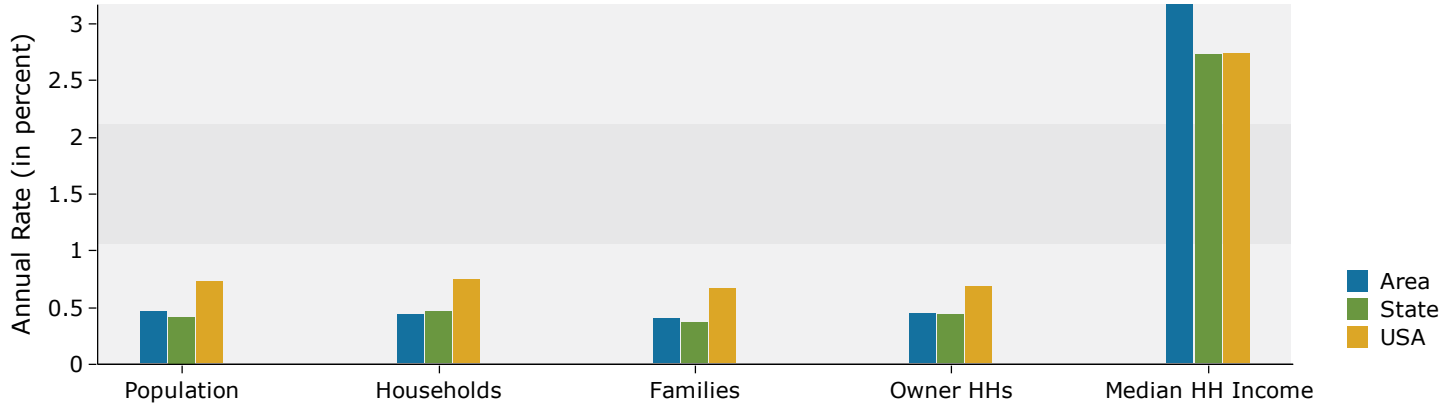
2015 Population by Race



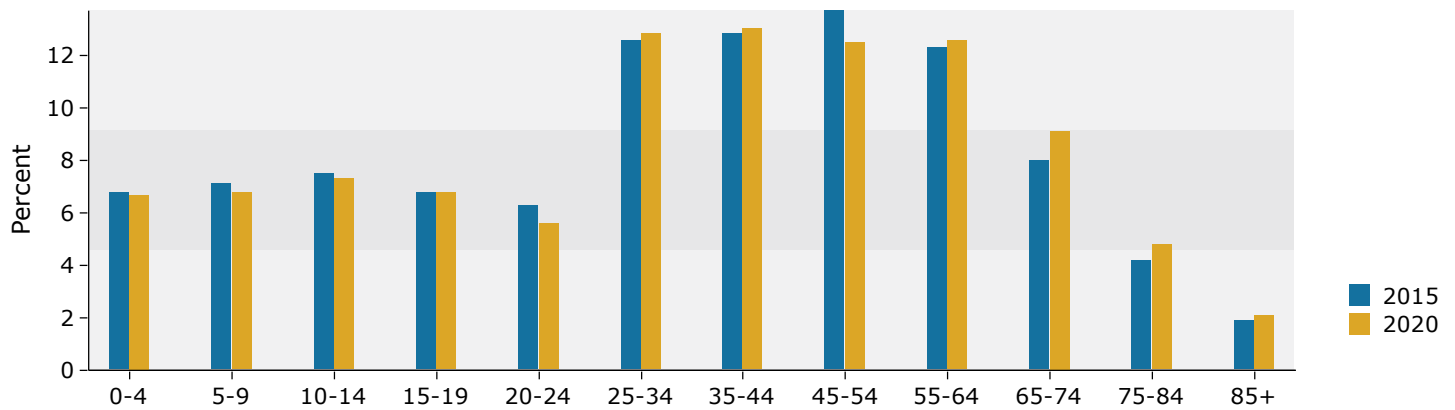
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

10 mile

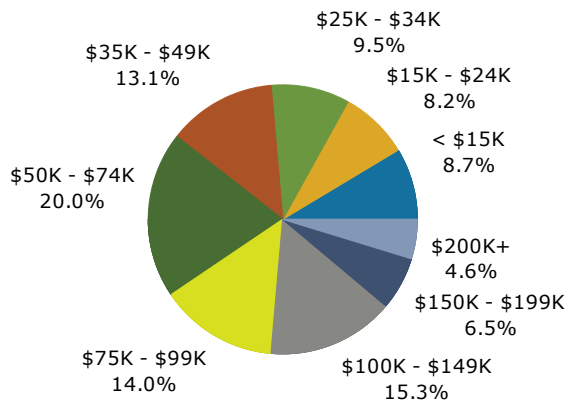
Trends 2015-2020



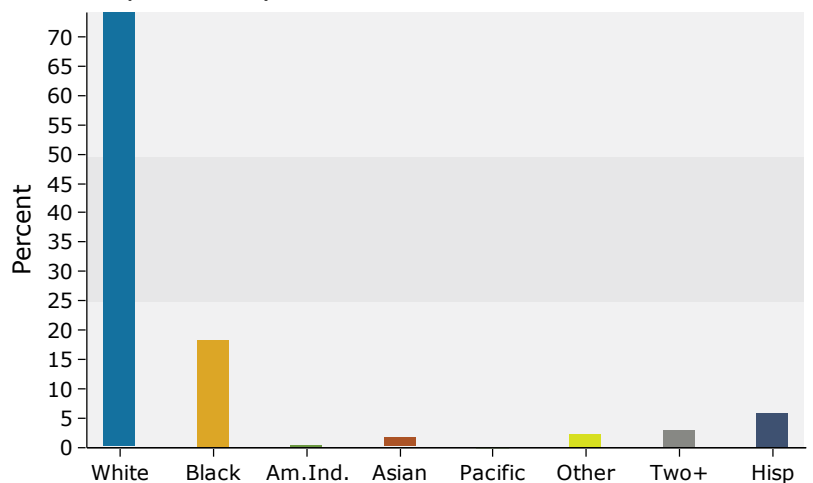
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	18,332	45,032	172,757
2010 Total Population	27,754	60,493	207,762
2015 Total Population	28,983	62,726	212,238
2015 Group Quarters	251	504	2,249
2020 Total Population	29,895	64,526	217,128
2015-2020 Annual Rate	0.62%	0.57%	0.46%
Household Summary			
2000 Households	6,642	16,390	65,735
2000 Average Household Size	2.70	2.72	2.59
2010 Households	10,239	22,429	78,756
2010 Average Household Size	2.69	2.67	2.61
2015 Households	10,696	23,329	80,503
2015 Average Household Size	2.69	2.67	2.61
2020 Households	11,037	24,019	82,290
2020 Average Household Size	2.69	2.67	2.61
2015-2020 Annual Rate	0.63%	0.58%	0.44%
2010 Families	7,607	16,372	55,320
2010 Average Family Size	3.13	3.13	3.11
2015 Families	7,895	16,896	56,358
2015 Average Family Size	3.14	3.13	3.11
2020 Families	8,115	17,314	57,512
2020 Average Family Size	3.14	3.13	3.12
2015-2020 Annual Rate	0.55%	0.49%	0.41%
Housing Unit Summary			
2000 Housing Units	6,873	17,190	68,776
Owner Occupied Housing Units	78.9%	72.8%	69.0%
Renter Occupied Housing Units	17.7%	22.5%	26.6%
Vacant Housing Units	3.4%	4.6%	4.4%
2010 Housing Units	10,931	24,213	85,835
Owner Occupied Housing Units	73.2%	68.5%	65.3%
Renter Occupied Housing Units	20.5%	24.2%	26.4%
Vacant Housing Units	6.3%	7.4%	8.2%
2015 Housing Units	11,357	25,137	87,957
Owner Occupied Housing Units	72.8%	67.6%	64.7%
Renter Occupied Housing Units	21.4%	25.2%	26.9%
Vacant Housing Units	5.8%	7.2%	8.5%
2020 Housing Units	11,762	25,955	89,901
Owner Occupied Housing Units	72.5%	67.1%	64.7%
Renter Occupied Housing Units	21.3%	25.5%	26.9%
Vacant Housing Units	6.2%	7.5%	8.5%
Median Household Income			
2015	\$64,515	\$60,155	\$60,460
2020	\$75,775	\$69,652	\$70,654
Median Home Value			
2015	\$186,294	\$179,689	\$186,506
2020	\$221,713	\$217,679	\$223,907
Per Capita Income			
2015	\$28,848	\$28,025	\$30,394
2020	\$32,626	\$31,866	\$34,387
Median Age			
2010	36.4	35.4	36.4
2015	37.5	36.3	37.3
2020	38.2	36.9	38.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
2015 Households by Income			
Household Income Base	10,696	23,329	80,503
<\$15,000	6.1%	7.6%	8.7%
\$15,000 - \$24,999	7.3%	7.5%	8.2%
\$25,000 - \$34,999	8.7%	9.6%	9.5%
\$35,000 - \$49,999	12.9%	14.3%	13.1%
\$50,000 - \$74,999	22.1%	21.6%	20.0%
\$75,000 - \$99,999	18.7%	15.7%	14.0%
\$100,000 - \$149,999	15.1%	15.0%	15.3%
\$150,000 - \$199,999	6.1%	5.9%	6.5%
\$200,000+	2.9%	2.8%	4.6%
Average Household Income	\$77,937	\$74,996	\$79,878
2020 Households by Income			
Household Income Base	11,037	24,019	82,290
<\$15,000	5.2%	6.8%	7.8%
\$15,000 - \$24,999	5.3%	5.5%	6.0%
\$25,000 - \$34,999	7.1%	7.8%	7.8%
\$35,000 - \$49,999	11.2%	13.0%	11.8%
\$50,000 - \$74,999	20.1%	20.1%	18.9%
\$75,000 - \$99,999	21.6%	18.1%	16.3%
\$100,000 - \$149,999	17.8%	17.4%	17.7%
\$150,000 - \$199,999	8.2%	8.0%	8.2%
\$200,000+	3.3%	3.4%	5.4%
Average Household Income	\$88,142	\$85,237	\$90,473
2015 Owner Occupied Housing Units by Value			
Total	8,266	16,998	56,872
<\$50,000	1.6%	2.4%	1.9%
\$50,000 - \$99,999	3.8%	10.8%	10.7%
\$100,000 - \$149,999	18.7%	21.0%	20.8%
\$150,000 - \$199,999	35.7%	26.6%	22.7%
\$200,000 - \$249,999	20.6%	16.5%	16.1%
\$250,000 - \$299,999	10.1%	10.1%	10.5%
\$300,000 - \$399,999	6.5%	8.7%	9.4%
\$400,000 - \$499,999	2.0%	2.3%	4.0%
\$500,000 - \$749,999	0.9%	1.3%	2.8%
\$750,000 - \$999,999	0.1%	0.2%	0.6%
\$1,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$202,510	\$198,963	\$218,481
2020 Owner Occupied Housing Units by Value			
Total	8,527	17,407	58,150
<\$50,000	0.6%	1.2%	1.2%
\$50,000 - \$99,999	1.5%	6.4%	6.6%
\$100,000 - \$149,999	6.9%	10.5%	11.0%
\$150,000 - \$199,999	29.2%	24.2%	21.1%
\$200,000 - \$249,999	27.3%	21.9%	21.1%
\$250,000 - \$299,999	17.6%	15.8%	14.9%
\$300,000 - \$399,999	11.3%	12.9%	12.6%
\$400,000 - \$499,999	3.1%	3.4%	4.9%
\$500,000 - \$749,999	2.1%	3.0%	4.8%
\$750,000 - \$999,999	0.2%	0.5%	1.3%
\$1,000,000 +	0.2%	0.2%	0.5%
Average Home Value	\$241,890	\$239,674	\$258,236

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
2010 Population by Age			
Total	27,751	60,491	207,763
0 - 4	7.4%	7.7%	7.2%
5 - 9	8.1%	8.1%	7.7%
10 - 14	7.9%	7.6%	7.8%
15 - 24	11.4%	12.5%	12.7%
25 - 34	13.1%	13.5%	12.7%
35 - 44	14.1%	13.9%	13.6%
45 - 54	14.2%	14.5%	14.8%
55 - 64	10.4%	10.4%	11.0%
65 - 74	6.4%	6.3%	6.6%
75 - 84	4.5%	3.9%	4.1%
85 +	2.3%	1.6%	1.8%
18 +	72.0%	72.1%	72.8%
2015 Population by Age			
Total	28,983	62,724	212,236
0 - 4	7.0%	7.3%	6.8%
5 - 9	7.4%	7.5%	7.1%
10 - 14	7.9%	7.6%	7.5%
15 - 24	12.3%	12.7%	13.1%
25 - 34	11.7%	13.0%	12.6%
35 - 44	14.0%	13.7%	12.8%
45 - 54	13.3%	13.1%	13.7%
55 - 64	11.9%	11.8%	12.3%
65 - 74	7.6%	7.5%	8.0%
75 - 84	4.3%	4.0%	4.2%
85 +	2.4%	1.7%	1.9%
18 +	73.4%	73.5%	74.4%
2020 Population by Age			
Total	29,894	64,526	217,126
0 - 4	6.9%	7.2%	6.7%
5 - 9	7.1%	7.2%	6.8%
10 - 14	7.7%	7.4%	7.3%
15 - 24	11.8%	12.2%	12.4%
25 - 34	12.3%	13.4%	12.8%
35 - 44	13.7%	13.7%	13.0%
45 - 54	12.6%	12.2%	12.5%
55 - 64	11.7%	11.9%	12.6%
65 - 74	8.8%	8.5%	9.1%
75 - 84	4.9%	4.5%	4.8%
85 +	2.4%	1.8%	2.1%
18 +	73.9%	73.9%	75.1%
2010 Population by Sex			
Males	13,334	29,214	99,628
Females	14,420	31,279	108,134
2015 Population by Sex			
Males	13,993	30,395	102,108
Females	14,990	32,330	110,130
2020 Population by Sex			
Males	14,474	31,349	104,765
Females	15,421	33,178	112,363

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
2010 Population by Race/Ethnicity			
Total	27,755	60,492	207,762
White Alone	86.9%	83.5%	74.9%
Black Alone	7.8%	10.0%	18.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.0%	1.0%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	2.2%	2.1%
Two or More Races	2.5%	2.8%	2.7%
Hispanic Origin	4.5%	5.7%	5.3%
Diversity Index	30.5	36.8	46.6
2015 Population by Race/Ethnicity			
Total	28,984	62,725	212,238
White Alone	85.0%	81.8%	74.1%
Black Alone	9.0%	10.8%	18.2%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.0%	1.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	2.4%	2.3%
Two or More Races	3.0%	3.2%	3.1%
Hispanic Origin	4.9%	6.2%	5.8%
Diversity Index	33.7	39.8	48.1
2020 Population by Race/Ethnicity			
Total	29,897	64,527	217,128
White Alone	83.1%	80.1%	73.1%
Black Alone	10.1%	11.6%	18.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.1%	1.2%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	2.6%	2.5%
Two or More Races	3.5%	3.7%	3.5%
Hispanic Origin	5.3%	6.8%	6.4%
Diversity Index	36.9	42.8	50.0
2010 Population by Relationship and Household Type			
Total	27,754	60,493	207,762
In Households	99.1%	99.2%	98.9%
In Family Households	88.0%	87.1%	85.1%
Householder	27.4%	27.1%	26.6%
Spouse	21.9%	20.7%	19.8%
Child	34.0%	34.1%	33.5%
Other relative	2.6%	2.8%	2.9%
Nonrelative	2.1%	2.4%	2.2%
In Nonfamily Households	11.1%	12.1%	13.8%
In Group Quarters	0.9%	0.8%	1.1%
Institutionalized Population	0.9%	0.6%	0.8%
Noninstitutionalized Population	0.0%	0.3%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
2015 Population 25+ by Educational Attainment			
Total	18,929	40,675	138,928
Less than 9th Grade	1.1%	1.5%	1.8%
9th - 12th Grade, No Diploma	4.2%	4.9%	4.5%
High School Graduate	26.1%	25.0%	23.0%
GED/Alternative Credential	2.7%	3.7%	3.3%
Some College, No Degree	28.0%	27.0%	24.9%
Associate Degree	10.5%	9.8%	8.7%
Bachelor's Degree	18.8%	19.5%	21.6%
Graduate/Professional Degree	8.6%	8.6%	12.3%
2015 Population 15+ by Marital Status			
Total	22,493	48,644	166,685
Never Married	22.9%	26.9%	28.9%
Married	57.8%	55.5%	53.8%
Widowed	6.2%	4.7%	5.2%
Divorced	13.1%	13.0%	12.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.9%	94.8%
Civilian Unemployed	3.6%	4.1%	5.2%
2015 Employed Population 16+ by Industry			
Total	14,180	31,600	104,971
Agriculture/Mining	0.7%	0.8%	0.5%
Construction	7.4%	7.7%	6.6%
Manufacturing	9.7%	9.4%	8.8%
Wholesale Trade	3.2%	2.8%	2.6%
Retail Trade	13.6%	13.6%	12.3%
Transportation/Utilities	4.6%	4.3%	4.4%
Information	3.7%	3.3%	3.3%
Finance/Insurance/Real Estate	8.3%	7.5%	8.4%
Services	44.4%	46.0%	48.6%
Public Administration	4.5%	4.4%	4.5%
2015 Employed Population 16+ by Occupation			
Total	14,178	31,600	104,971
White Collar	65.1%	62.1%	65.9%
Management/Business/Financial	17.8%	16.1%	17.3%
Professional	19.8%	21.2%	22.5%
Sales	12.7%	11.2%	11.9%
Administrative Support	14.8%	13.7%	14.1%
Services	14.6%	16.3%	15.6%
Blue Collar	20.3%	21.6%	18.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	5.7%	6.1%	5.0%
Installation/Maintenance/Repair	3.0%	3.2%	3.0%
Production	5.5%	5.8%	4.9%
Transportation/Material Moving	6.1%	6.4%	5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
2010 Households by Type			
Total	10,238	22,429	78,757
Households with 1 Person	22.1%	22.6%	24.7%
Households with 2+ People	77.9%	77.4%	75.3%
Family Households	74.3%	73.0%	70.2%
Husband-wife Families	59.3%	55.7%	52.2%
With Related Children	28.6%	26.6%	24.3%
Other Family (No Spouse Present)	15.0%	17.3%	18.0%
Other Family with Male Householder	4.1%	4.6%	4.5%
With Related Children	2.7%	3.1%	2.8%
Other Family with Female Householder	10.9%	12.7%	13.5%
With Related Children	7.8%	9.0%	9.5%
Nonfamily Households	3.6%	4.4%	5.0%
All Households with Children	39.5%	39.1%	37.1%
Multigenerational Households	3.2%	3.4%	3.6%
Unmarried Partner Households	5.3%	6.1%	5.7%
Male-female	4.8%	5.6%	5.2%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	10,237	22,429	78,756
1 Person Household	22.1%	22.6%	24.7%
2 Person Household	32.8%	33.1%	32.9%
3 Person Household	17.5%	17.5%	16.6%
4 Person Household	15.8%	15.2%	14.6%
5 Person Household	7.6%	7.4%	7.0%
6 Person Household	3.0%	2.8%	2.7%
7 + Person Household	1.2%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	10,239	22,429	78,756
Owner Occupied	78.2%	73.9%	71.2%
Owned with a Mortgage/Loan	61.8%	57.6%	55.8%
Owned Free and Clear	16.3%	16.3%	15.4%
Renter Occupied	21.8%	26.1%	28.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Rings: 3, 5, 10 mile radii

Latitude: 38.81074
 Longitude: -94.46744

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
1.	Green Acres (6A)	Green Acres (6A)	Old and Newcomers (8F)
2.	Middleburg (4C)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
3.	Soccer Moms (4A)	Rustbelt Traditions (5D)	Soccer Moms (4A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$25,653,402	\$54,320,610	\$199,012,372
Average Spent	\$2,398.41	\$2,328.46	\$2,472.11
Spending Potential Index	104	101	107
Computers & Accessories: Total \$	\$2,919,140	\$6,157,481	\$22,556,584
Average Spent	\$272.92	\$263.94	\$280.20
Spending Potential Index	107	104	110
Education: Total \$	\$16,742,006	\$35,329,825	\$131,712,309
Average Spent	\$1,565.26	\$1,514.42	\$1,636.12
Spending Potential Index	103	99	107
Entertainment/Recreation: Total \$	\$36,990,978	\$77,412,143	\$284,098,713
Average Spent	\$3,458.39	\$3,318.28	\$3,529.05
Spending Potential Index	104	100	107
Food at Home: Total \$	\$56,927,967	\$120,646,413	\$443,123,837
Average Spent	\$5,322.36	\$5,171.52	\$5,504.44
Spending Potential Index	102	99	105
Food Away from Home: Total \$	\$36,746,701	\$77,433,369	\$283,055,071
Average Spent	\$3,435.56	\$3,319.19	\$3,516.08
Spending Potential Index	105	101	107
Health Care: Total \$	\$53,008,755	\$110,230,299	\$406,751,094
Average Spent	\$4,955.94	\$4,725.03	\$5,052.62
Spending Potential Index	105	100	107
HH Furnishings & Equipment: Total \$	\$20,896,397	\$43,752,532	\$159,884,398
Average Spent	\$1,953.66	\$1,875.46	\$1,986.07
Spending Potential Index	106	102	108
Investments: Total \$	\$26,100,634	\$54,479,168	\$202,876,339
Average Spent	\$2,440.22	\$2,335.26	\$2,520.11
Spending Potential Index	89	85	91
Retail Goods: Total \$	\$283,429,108	\$595,050,399	\$2,178,502,962
Average Spent	\$26,498.61	\$25,506.90	\$27,061.14
Spending Potential Index	104	100	106
Shelter: Total \$	\$181,424,911	\$383,569,527	\$1,417,336,821
Average Spent	\$16,961.94	\$16,441.75	\$17,606.01
Spending Potential Index	103	100	107
TV/Video/Audio: Total \$	\$14,377,527	\$30,401,029	\$112,046,119
Average Spent	\$1,344.20	\$1,303.14	\$1,391.83
Spending Potential Index	103	100	106
Travel: Total \$	\$22,348,231	\$46,291,223	\$170,166,974
Average Spent	\$2,089.40	\$1,984.28	\$2,113.80
Spending Potential Index	107	102	108
Vehicle Maintenance & Repairs: Total \$	\$12,513,456	\$26,287,766	\$96,294,900
Average Spent	\$1,169.92	\$1,126.83	\$1,196.17
Spending Potential Index	105	101	107

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Ring: 3 mile radius

Latitude: 38.81074
 Longitude: -94.46744

Summary Demographics

2015 Population	28,983
2015 Households	10,696
2015 Median Disposable Income	\$52,260
2015 Per Capita Income	\$28,848

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	\$332,103,171	\$261,315,057	\$70,788,114	11.9	177
Total Retail Trade	44-45	\$297,530,057	\$232,376,283	\$65,153,774	12.3	136
Total Food & Drink	722	\$34,573,114	\$28,938,773	\$5,634,341	8.9	41

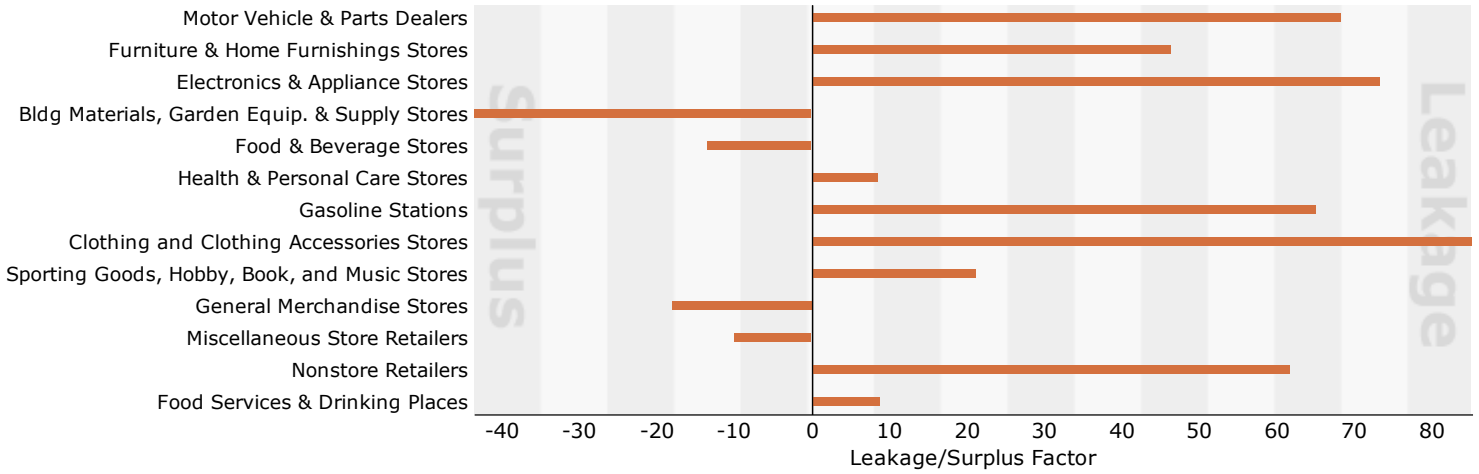
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,581,695	\$11,717,105	\$50,864,590	68.5	13
Automobile Dealers	4411	\$54,161,671	\$2,664,133	\$51,497,538	90.6	4
Other Motor Vehicle Dealers	4412	\$3,833,930	\$5,609,789	-\$1,775,859	-18.8	4
Auto Parts, Accessories & Tire Stores	4413	\$4,586,094	\$3,443,183	\$1,142,911	14.2	6
Furniture & Home Furnishings Stores	442	\$6,689,463	\$2,441,873	\$4,247,590	46.5	11
Furniture Stores	4421	\$3,773,475	\$1,657,917	\$2,115,558	39.0	4
Home Furnishings Stores	4422	\$2,915,988	\$783,956	\$2,132,032	57.6	7
Electronics & Appliance Stores	443	\$8,622,583	\$1,320,065	\$7,302,518	73.4	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,870,779	\$27,690,452	-\$16,819,673	-43.6	8
Bldg Material & Supplies Dealers	4441	\$8,918,209	\$27,325,002	-\$18,406,793	-50.8	7
Lawn & Garden Equip & Supply Stores	4442	\$1,952,570	\$365,450	\$1,587,120	68.5	1
Food & Beverage Stores	445	\$39,185,822	\$51,377,293	-\$12,191,471	-13.5	10
Grocery Stores	4451	\$36,735,616	\$51,114,188	-\$14,378,572	-16.4	7
Specialty Food Stores	4452	\$834,050	\$263,105	\$570,945	52.0	4
Beer, Wine & Liquor Stores	4453	\$1,616,157	\$0	\$1,616,157	100.0	0
Health & Personal Care Stores	446,4461	\$24,228,244	\$20,351,356	\$3,876,888	8.7	12
Gasoline Stations	447,4471	\$32,604,491	\$6,890,456	\$25,714,035	65.1	4
Clothing & Clothing Accessories Stores	448	\$17,537,156	\$1,393,640	\$16,143,516	85.3	5
Clothing Stores	4481	\$12,250,650	\$1,066,288	\$11,184,362	84.0	5
Shoe Stores	4482	\$2,532,450	\$327,352	\$2,205,098	77.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,754,056	\$0	\$2,754,056	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,890,220	\$3,175,973	\$1,714,247	21.3	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,520,498	\$3,135,341	\$1,385,157	18.1	12
Book, Periodical & Music Stores	4512	\$369,722	\$40,632	\$329,090	80.2	1
General Merchandise Stores	452	\$62,699,175	\$90,499,257	-\$27,800,082	-18.1	7
Department Stores Excluding Leased Depts.	4521	\$21,855,997	\$23,658,932	-\$1,802,935	-4.0	4
Other General Merchandise Stores	4529	\$40,843,178	\$66,840,325	-\$25,997,147	-24.1	2
Miscellaneous Store Retailers	453	\$9,107,761	\$11,160,345	-\$2,052,584	-10.1	38
Florists	4531	\$346,378	\$154,180	\$192,198	38.4	2
Office Supplies, Stationery & Gift Stores	4532	\$2,840,618	\$2,664,096	\$176,522	3.2	11
Used Merchandise Stores	4533	\$568,124	\$1,361,734	-\$793,610	-41.1	8
Other Miscellaneous Store Retailers	4539	\$5,352,642	\$6,980,335	-\$1,627,693	-13.2	16
Nonstore Retailers	454	\$18,512,667	\$4,358,467	\$14,154,200	61.9	6
Electronic Shopping & Mail-Order Houses	4541	\$15,335,749	\$3,858,073	\$11,477,676	59.8	2
Vending Machine Operators	4542	\$891,750	\$393,421	\$498,329	38.8	2
Direct Selling Establishments	4543	\$2,285,168	\$106,973	\$2,178,195	91.1	3
Food Services & Drinking Places	722	\$34,573,114	\$28,938,773	\$5,634,341	8.9	41
Full-Service Restaurants	7221	\$12,851,837	\$9,991,751	\$2,860,086	12.5	16
Limited-Service Eating Places	7222	\$16,919,459	\$16,399,816	\$519,643	1.6	18
Special Food Services	7223	\$1,561,821	\$1,983,311	-\$421,490	-11.9	4
Drinking Places - Alcoholic Beverages	7224	\$3,239,997	\$563,896	\$2,676,101	70.4	3

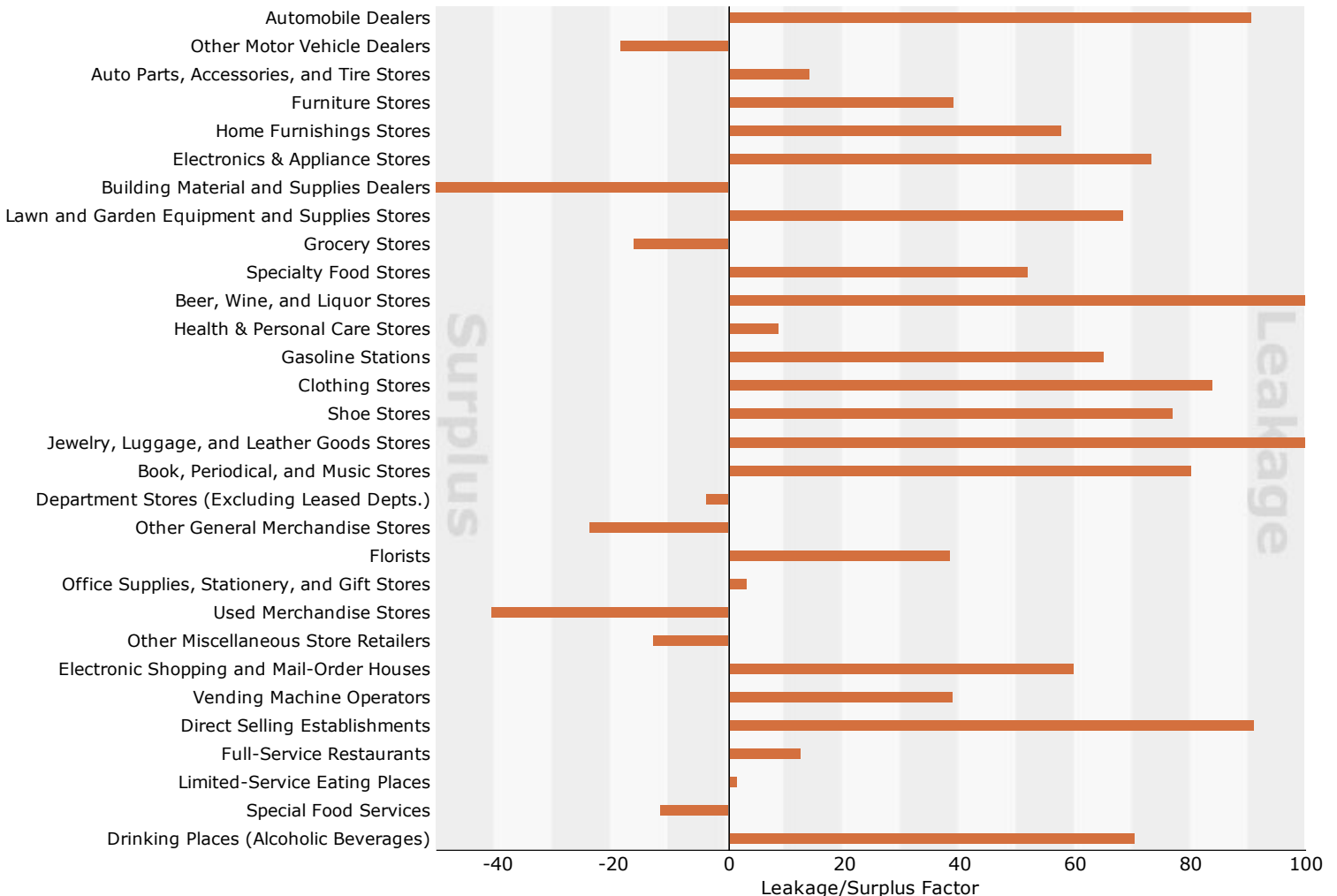
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Ring: 5 mile radius

Latitude: 38.81074
 Longitude: -94.46744

Summary Demographics

2015 Population	62,726
2015 Households	23,329
2015 Median Disposable Income	\$49,936
2015 Per Capita Income	\$28,025

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	\$699,269,901	\$421,169,669	\$278,100,232	24.8	341
Total Retail Trade	44-45	\$626,331,358	\$371,756,630	\$254,574,728	25.5	282
Total Food & Drink	722	\$72,938,543	\$49,413,039	\$23,525,504	19.2	59

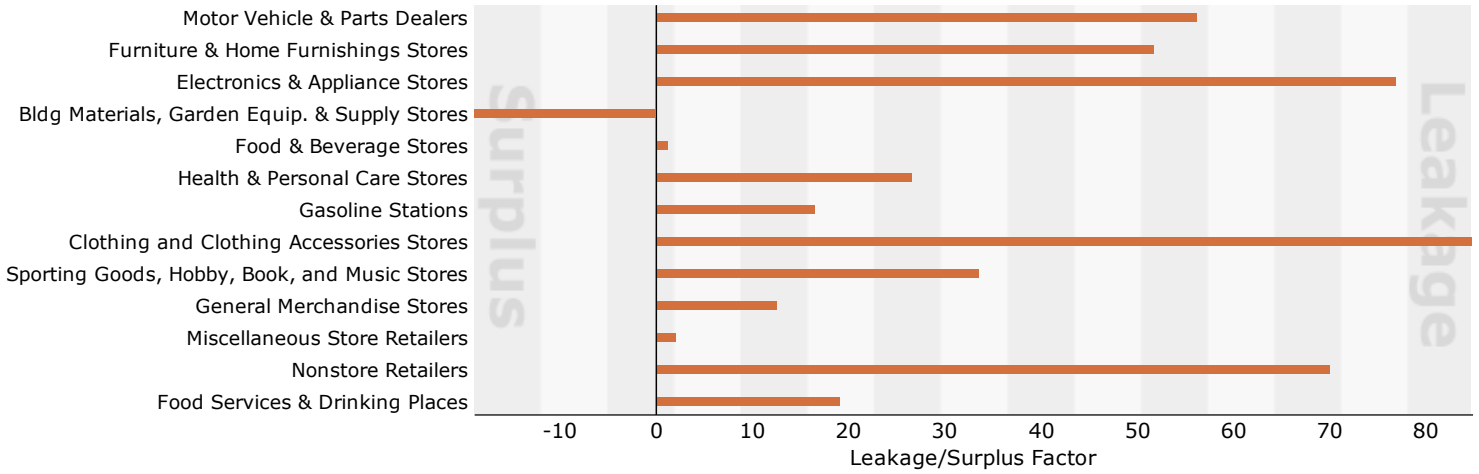
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$131,324,534	\$36,697,587	\$94,626,947	56.3	33
Automobile Dealers	4411	\$113,619,027	\$15,142,474	\$98,476,553	76.5	13
Other Motor Vehicle Dealers	4412	\$8,040,800	\$14,357,106	-\$6,316,306	-28.2	6
Auto Parts, Accessories & Tire Stores	4413	\$9,664,706	\$7,198,008	\$2,466,698	14.6	13
Furniture & Home Furnishings Stores	442	\$14,102,529	\$4,467,971	\$9,634,558	51.9	18
Furniture Stores	4421	\$7,960,971	\$2,298,220	\$5,662,751	55.2	5
Home Furnishings Stores	4422	\$6,141,559	\$2,169,751	\$3,971,808	47.8	13
Electronics & Appliance Stores	443	\$18,179,063	\$2,355,276	\$15,823,787	77.1	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,803,050	\$33,446,255	-\$10,643,205	-18.9	21
Bldg Material & Supplies Dealers	4441	\$18,745,461	\$32,528,412	-\$13,782,951	-26.9	19
Lawn & Garden Equip & Supply Stores	4442	\$4,057,589	\$917,843	\$3,139,746	63.1	2
Food & Beverage Stores	445	\$82,677,198	\$80,490,140	\$2,187,058	1.3	25
Grocery Stores	4451	\$77,512,525	\$79,637,473	-\$2,124,948	-1.4	18
Specialty Food Stores	4452	\$1,761,079	\$377,302	\$1,383,777	64.7	5
Beer, Wine & Liquor Stores	4453	\$3,403,594	\$475,365	\$2,928,229	75.5	2
Health & Personal Care Stores	446,4461	\$50,777,765	\$29,399,250	\$21,378,515	26.7	22
Gasoline Stations	447,4471	\$68,641,334	\$49,108,342	\$19,532,992	16.6	10
Clothing & Clothing Accessories Stores	448	\$37,094,110	\$3,035,040	\$34,059,070	84.9	16
Clothing Stores	4481	\$25,921,828	\$2,376,549	\$23,545,279	83.2	13
Shoe Stores	4482	\$5,365,940	\$466,958	\$4,898,982	84.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,806,343	\$191,533	\$5,614,810	93.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$10,329,856	\$5,128,365	\$5,201,491	33.6	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,546,179	\$4,766,115	\$4,780,064	33.4	19
Book, Periodical & Music Stores	4512	\$783,676	\$362,250	\$421,426	36.8	4
General Merchandise Stores	452	\$132,243,226	\$102,424,897	\$29,818,329	12.7	10
Department Stores Excluding Leased Depts.	4521	\$46,105,946	\$33,736,054	\$12,369,892	15.5	6
Other General Merchandise Stores	4529	\$86,137,280	\$68,688,843	\$17,448,437	11.3	4
Miscellaneous Store Retailers	453	\$19,139,612	\$18,346,211	\$793,401	2.1	79
Florists	4531	\$719,051	\$231,918	\$487,133	51.2	3
Office Supplies, Stationery & Gift Stores	4532	\$5,973,435	\$2,951,675	\$3,021,760	33.9	17
Used Merchandise Stores	4533	\$1,198,483	\$1,950,680	-\$752,197	-23.9	15
Other Miscellaneous Store Retailers	4539	\$11,248,644	\$13,211,939	-\$1,963,295	-8.0	43
Nonstore Retailers	454	\$39,019,080	\$6,857,296	\$32,161,784	70.1	15
Electronic Shopping & Mail-Order Houses	4541	\$32,363,899	\$5,849,475	\$26,514,424	69.4	3
Vending Machine Operators	4542	\$1,882,717	\$624,911	\$1,257,806	50.2	4
Direct Selling Establishments	4543	\$4,772,464	\$382,911	\$4,389,553	85.1	7
Food Services & Drinking Places	722	\$72,938,543	\$49,413,039	\$23,525,504	19.2	59
Full-Service Restaurants	7221	\$27,114,167	\$14,730,326	\$12,383,841	29.6	21
Limited-Service Eating Places	7222	\$35,672,172	\$31,609,117	\$4,063,055	6.0	29
Special Food Services	7223	\$3,298,352	\$2,305,819	\$992,533	17.7	4
Drinking Places - Alcoholic Beverages	7224	\$6,853,852	\$767,778	\$6,086,074	79.9	5

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





Retail MarketPlace Profile

Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Ring: 10 mile radius

Latitude: 38.81074
 Longitude: -94.46744

Summary Demographics

2015 Population	212,238
2015 Households	80,503
2015 Median Disposable Income	\$50,139
2015 Per Capita Income	\$30,394

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	\$2,597,425,664	\$2,486,508,189	\$110,917,475	2.2	1,382
Total Retail Trade	44-45	\$2,324,339,289	\$2,232,538,208	\$91,801,081	2.0	1,139
Total Food & Drink	722	\$273,086,375	\$253,969,980	\$19,116,395	3.6	243

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$484,952,478	\$264,304,587	\$220,647,891	29.4	124
Automobile Dealers	4411	\$418,916,861	\$206,848,225	\$212,068,636	33.9	57
Other Motor Vehicle Dealers	4412	\$29,835,442	\$30,696,207	-\$860,765	-1.4	25
Auto Parts, Accessories & Tire Stores	4413	\$36,200,175	\$26,760,155	\$9,440,020	15.0	41
Furniture & Home Furnishings Stores	442	\$53,457,218	\$31,438,141	\$22,019,077	25.9	82
Furniture Stores	4421	\$30,736,186	\$9,707,580	\$21,028,606	52.0	24
Home Furnishings Stores	4422	\$22,721,032	\$21,730,561	\$990,471	2.2	59
Electronics & Appliance Stores	443	\$67,485,460	\$36,970,615	\$30,514,845	29.2	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$85,917,273	\$93,231,705	-\$7,314,432	-4.1	72
Bldg Material & Supplies Dealers	4441	\$70,020,837	\$85,880,139	-\$15,859,302	-10.2	64
Lawn & Garden Equip & Supply Stores	4442	\$15,896,436	\$7,351,566	\$8,544,870	36.8	9
Food & Beverage Stores	445	\$316,991,517	\$220,962,826	\$96,028,691	17.9	117
Grocery Stores	4451	\$293,186,398	\$210,696,546	\$82,489,852	16.4	69
Specialty Food Stores	4452	\$6,806,721	\$3,855,379	\$2,951,342	27.7	32
Beer, Wine & Liquor Stores	4453	\$16,998,397	\$6,410,901	\$10,587,496	45.2	16
Health & Personal Care Stores	446,4461	\$183,354,968	\$117,889,445	\$65,465,523	21.7	70
Gasoline Stations	447,4471	\$251,598,234	\$223,143,738	\$28,454,496	6.0	35
Clothing & Clothing Accessories Stores	448	\$136,175,158	\$72,922,614	\$63,252,544	30.3	116
Clothing Stores	4481	\$95,588,109	\$56,912,403	\$38,675,706	25.4	85
Shoe Stores	4482	\$19,966,410	\$9,905,399	\$10,061,011	33.7	15
Jewelry, Luggage & Leather Goods Stores	4483	\$20,620,639	\$6,104,812	\$14,515,827	54.3	17
Sporting Goods, Hobby, Book & Music Stores	451	\$39,888,118	\$42,012,866	-\$2,124,748	-2.6	111
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,578,439	\$38,736,692	-\$3,158,253	-4.2	84
Book, Periodical & Music Stores	4512	\$4,309,679	\$3,276,174	\$1,033,505	13.6	27
General Merchandise Stores	452	\$487,699,944	\$499,505,245	-\$11,805,301	-1.2	39
Department Stores Excluding Leased Depts.	4521	\$170,320,168	\$98,686,144	\$71,634,024	26.6	20
Other General Merchandise Stores	4529	\$317,379,777	\$400,819,101	-\$83,439,324	-11.6	19
Miscellaneous Store Retailers	453	\$69,909,477	\$59,812,137	\$10,097,340	7.8	255
Florists	4531	\$2,578,550	\$1,570,553	\$1,007,997	24.3	14
Office Supplies, Stationery & Gift Stores	4532	\$21,371,582	\$12,587,488	\$8,784,094	25.9	62
Used Merchandise Stores	4533	\$5,185,560	\$7,996,946	-\$2,811,386	-21.3	41
Other Miscellaneous Store Retailers	4539	\$40,773,785	\$37,657,151	\$3,116,634	4.0	138
Nonstore Retailers	454	\$146,909,444	\$570,344,289	-\$423,434,845	-59.0	70
Electronic Shopping & Mail-Order Houses	4541	\$121,912,365	\$552,250,918	-\$430,338,553	-63.8	16
Vending Machine Operators	4542	\$6,860,609	\$11,345,590	-\$4,484,981	-24.6	16
Direct Selling Establishments	4543	\$18,136,470	\$6,747,781	\$11,388,689	45.8	38
Food Services & Drinking Places	722	\$273,086,375	\$253,969,980	\$19,116,395	3.6	243
Full-Service Restaurants	7221	\$98,898,257	\$100,563,916	-\$1,665,659	-0.8	79
Limited-Service Eating Places	7222	\$137,109,179	\$134,844,112	\$2,265,067	0.8	112
Special Food Services	7223	\$11,619,080	\$11,196,974	\$422,106	1.9	13
Drinking Places - Alcoholic Beverages	7224	\$25,459,859	\$7,364,979	\$18,094,880	55.1	39

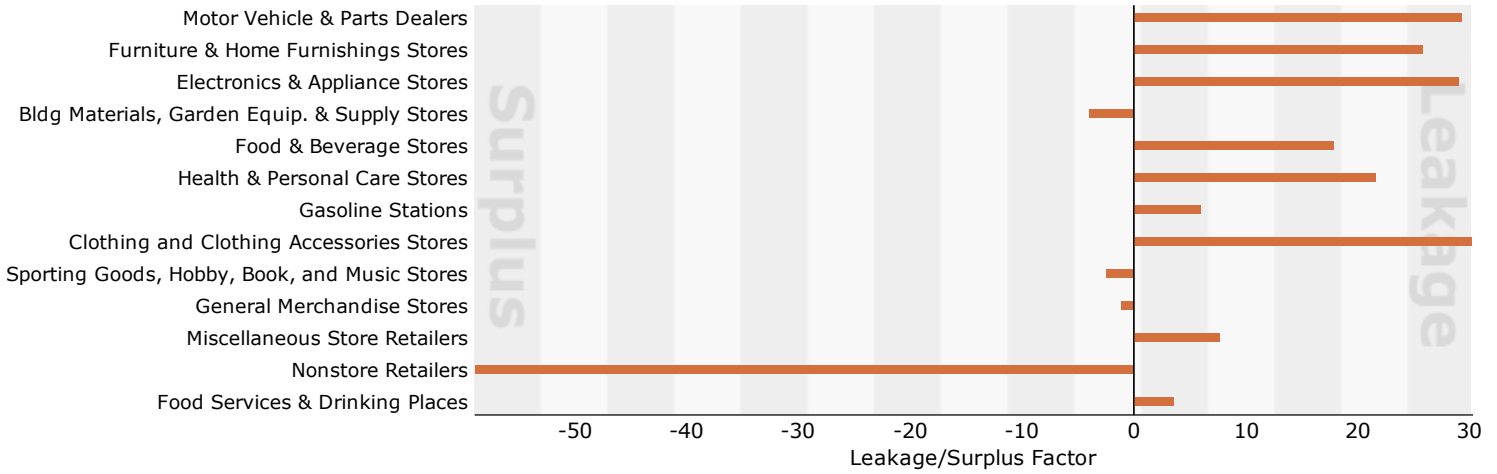
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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Raymore, Missouri
 100 Municipal Circle, Raymore, Missouri, 64083
 Ring: 10 mile radius

Latitude: 38.81074
 Longitude: -94.46744

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

