



# Retail MarketPlace Profile

68 AC Fruitland Park  
 Timbertop Ln, Fruitland Park, Florida, 34731  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 28.87299  
 Longitude: -81.93675

## Summary Demographics

2018 Population	1,947
2018 Households	749
2018 Median Disposable Income	\$54,040
2018 Per Capita Income	\$31,067

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	\$29,272,403	\$397,606	\$28,874,797	97.3	1
Total Retail Trade	44-45	\$26,654,611	\$397,606	\$26,257,005	97.1	1
Total Food & Drink	722	\$2,617,792	\$0	\$2,617,792	100.0	0

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,973,430	\$0	\$5,973,430	100.0	0
Automobile Dealers	4411	\$4,746,223	\$0	\$4,746,223	100.0	0
Other Motor Vehicle Dealers	4412	\$734,314	\$0	\$734,314	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$492,893	\$0	\$492,893	100.0	0
Furniture & Home Furnishings Stores	442	\$908,878	\$0	\$908,878	100.0	0
Furniture Stores	4421	\$491,399	\$0	\$491,399	100.0	0
Home Furnishings Stores	4422	\$417,479	\$0	\$417,479	100.0	0
Electronics & Appliance Stores	443	\$693,842	\$0	\$693,842	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,039,852	\$350,492	\$1,689,360	70.7	1
Bldg Material & Supplies Dealers	4441	\$1,859,857	\$350,492	\$1,509,365	68.3	1
Lawn & Garden Equip & Supply Stores	4442	\$179,996	\$0	\$179,996	100.0	0
Food & Beverage Stores	445	\$4,600,549	\$0	\$4,600,549	100.0	0
Grocery Stores	4451	\$4,195,179	\$0	\$4,195,179	100.0	0
Specialty Food Stores	4452	\$192,461	\$0	\$192,461	100.0	0
Beer, Wine & Liquor Stores	4453	\$212,909	\$0	\$212,909	100.0	0
Health & Personal Care Stores	446,4461	\$1,822,354	\$0	\$1,822,354	100.0	0
Gasoline Stations	447,4471	\$2,775,021	\$0	\$2,775,021	100.0	0
Clothing & Clothing Accessories Stores	448	\$1,201,496	\$0	\$1,201,496	100.0	0
Clothing Stores	4481	\$826,793	\$0	\$826,793	100.0	0
Shoe Stores	4482	\$183,250	\$0	\$183,250	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$191,454	\$0	\$191,454	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$621,282	\$0	\$621,282	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$518,574	\$0	\$518,574	100.0	0
Book, Periodical & Music Stores	4512	\$102,708	\$0	\$102,708	100.0	0
General Merchandise Stores	452	\$4,186,536	\$0	\$4,186,536	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,882,751	\$0	\$2,882,751	100.0	0
Other General Merchandise Stores	4529	\$1,303,785	\$0	\$1,303,785	100.0	0
Miscellaneous Store Retailers	453	\$1,104,544	\$47,114	\$1,057,430	91.8	1
Florists	4531	\$52,193	\$0	\$52,193	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$216,106	\$0	\$216,106	100.0	0
Used Merchandise Stores	4533	\$221,473	\$47,114	\$174,359	64.9	1
Other Miscellaneous Store Retailers	4539	\$614,772	\$0	\$614,772	100.0	0
Nonstore Retailers	454	\$726,824	\$0	\$726,824	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$572,554	\$0	\$572,554	100.0	0
Vending Machine Operators	4542	\$11,180	\$0	\$11,180	100.0	0
Direct Selling Establishments	4543	\$143,090	\$0	\$143,090	100.0	0
Food Services & Drinking Places	722	\$2,617,792	\$0	\$2,617,792	100.0	0
Special Food Services	7223	\$50,203	\$0	\$50,203	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$199,417	\$0	\$199,417	100.0	0
Restaurants/Other Eating Places	7225	\$2,368,172	\$0	\$2,368,172	100.0	0

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>

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January 11, 2019

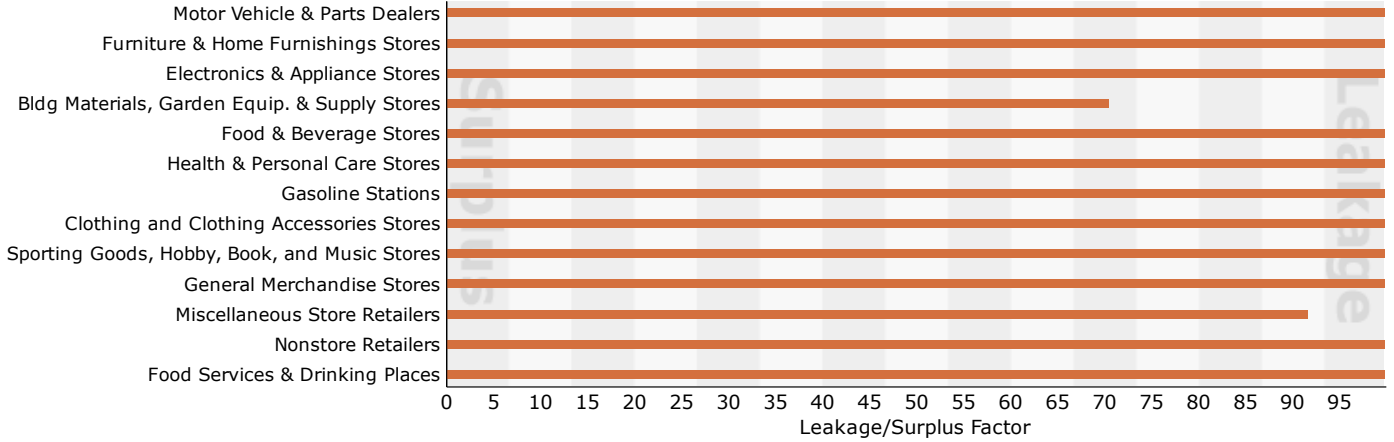


# Retail MarketPlace Profile

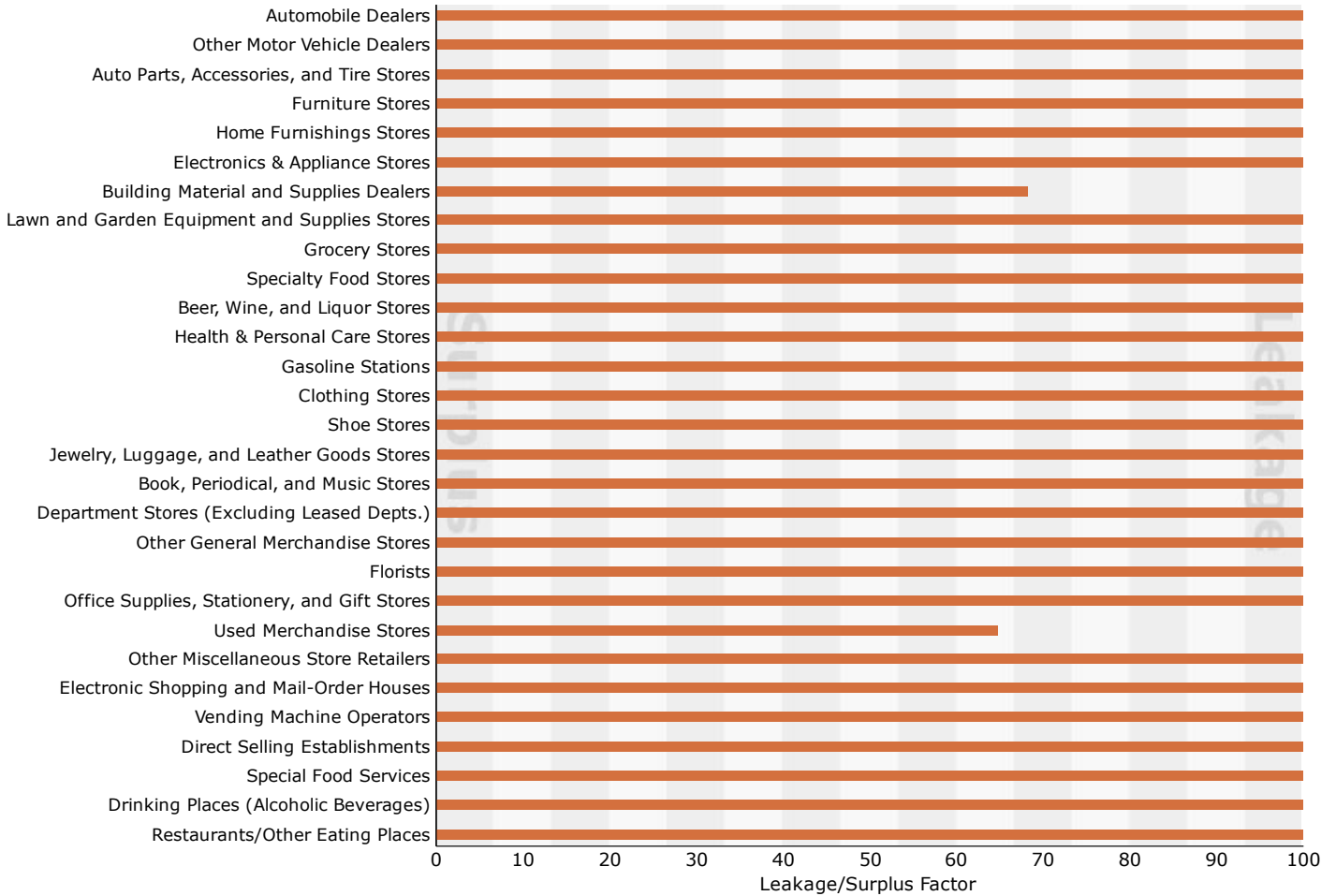
68 AC Fruitland Park  
 Timbertop Ln, Fruitland Park, Florida, 34731  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 28.87299  
 Longitude: -81.93675

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

68 AC Fruitland Park  
 Timbertop Ln, Fruitland Park, Florida, 34731  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.87299  
 Longitude: -81.93675

## Summary Demographics

2018 Population	41,045
2018 Households	18,569
2018 Median Disposable Income	\$43,803
2018 Per Capita Income	\$31,970

## 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	\$565,099,785	\$155,597,131	\$409,502,654	56.8	115
Total Retail Trade	44-45	\$512,427,060	\$142,246,038	\$370,181,022	56.5	89
Total Food & Drink	722	\$52,672,725	\$13,351,093	\$39,321,632	59.6	26

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$109,733,736	\$55,504,394	\$54,229,342	32.8	20
Automobile Dealers	4411	\$87,074,685	\$31,866,227	\$55,208,458	46.4	6
Other Motor Vehicle Dealers	4412	\$12,874,891	\$21,270,511	-\$8,395,620	-24.6	11
Auto Parts, Accessories & Tire Stores	4413	\$9,784,159	\$2,367,656	\$7,416,503	61.0	3
Furniture & Home Furnishings Stores	442	\$18,562,780	\$8,664,766	\$9,898,014	36.4	13
Furniture Stores	4421	\$10,046,314	\$2,793,922	\$7,252,392	56.5	6
Home Furnishings Stores	4422	\$8,516,466	\$5,870,844	\$2,645,622	18.4	8
Electronics & Appliance Stores	443	\$14,564,406	\$2,051,143	\$12,513,263	75.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,349,456	\$6,742,449	\$29,607,007	68.7	7
Bldg Material & Supplies Dealers	4441	\$33,585,409	\$5,951,138	\$27,634,271	69.9	4
Lawn & Garden Equip & Supply Stores	4442	\$2,764,047	\$791,311	\$1,972,736	55.5	3
Food & Beverage Stores	445	\$90,592,584	\$18,786,954	\$71,805,630	65.6	8
Grocery Stores	4451	\$82,466,380	\$17,908,653	\$64,557,727	64.3	6
Specialty Food Stores	4452	\$3,770,836	\$330,762	\$3,440,074	83.9	1
Beer, Wine & Liquor Stores	4453	\$4,355,369	\$0	\$4,355,369	100.0	0
Health & Personal Care Stores	446,4461	\$37,067,448	\$8,964,256	\$28,103,192	61.1	8
Gasoline Stations	447,4471	\$52,612,377	\$14,686,564	\$37,925,813	56.4	3
Clothing & Clothing Accessories Stores	448	\$24,138,506	\$2,600,527	\$21,537,979	80.5	4
Clothing Stores	4481	\$16,296,553	\$1,839,907	\$14,456,646	79.7	3
Shoe Stores	4482	\$3,551,378	\$543,033	\$3,008,345	73.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$4,290,576	\$217,586	\$4,072,990	90.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$12,141,746	\$3,515,949	\$8,625,797	55.1	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,114,365	\$2,073,972	\$8,040,393	66.0	4
Book, Periodical & Music Stores	4512	\$2,027,381	\$0	\$2,027,381	100.0	0
General Merchandise Stores	452	\$81,744,043	\$13,603,408	\$68,140,635	71.5	3
Department Stores Excluding Leased Depts.	4521	\$56,748,280	\$11,568,019	\$45,180,261	66.1	1
Other General Merchandise Stores	4529	\$24,995,764	\$2,035,389	\$22,960,375	84.9	2
Miscellaneous Store Retailers	453	\$21,088,995	\$7,093,172	\$13,995,823	49.7	17
Florists	4531	\$912,287	\$388,145	\$524,142	40.3	2
Office Supplies, Stationery & Gift Stores	4532	\$4,481,845	\$797,584	\$3,684,261	69.8	4
Used Merchandise Stores	4533	\$4,411,791	\$3,545,463	\$866,328	10.9	7
Other Miscellaneous Store Retailers	4539	\$11,283,073	\$2,361,980	\$8,921,093	65.4	4
Nonstore Retailers	454	\$13,830,980	\$32,457	\$13,798,523	99.5	1
Electronic Shopping & Mail-Order Houses	4541	\$11,633,479	\$0	\$11,633,479	100.0	0
Vending Machine Operators	4542	\$220,109	\$0	\$220,109	100.0	0
Direct Selling Establishments	4543	\$1,977,392	\$32,457	\$1,944,935	96.8	1
Food Services & Drinking Places	722	\$52,672,725	\$13,351,093	\$39,321,632	59.6	26
Special Food Services	7223	\$812,504	\$464,611	\$347,893	27.2	1
Drinking Places - Alcoholic Beverages	7224	\$4,312,288	\$48,588	\$4,263,700	97.8	1
Restaurants/Other Eating Places	7225	\$47,547,933	\$12,837,894	\$34,710,039	57.5	23

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>

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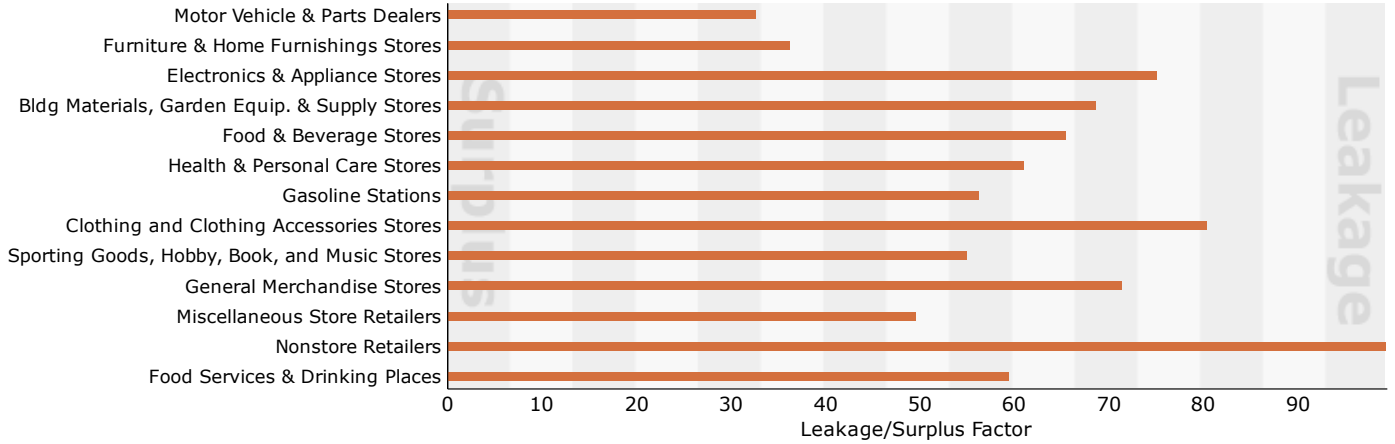


# Retail MarketPlace Profile

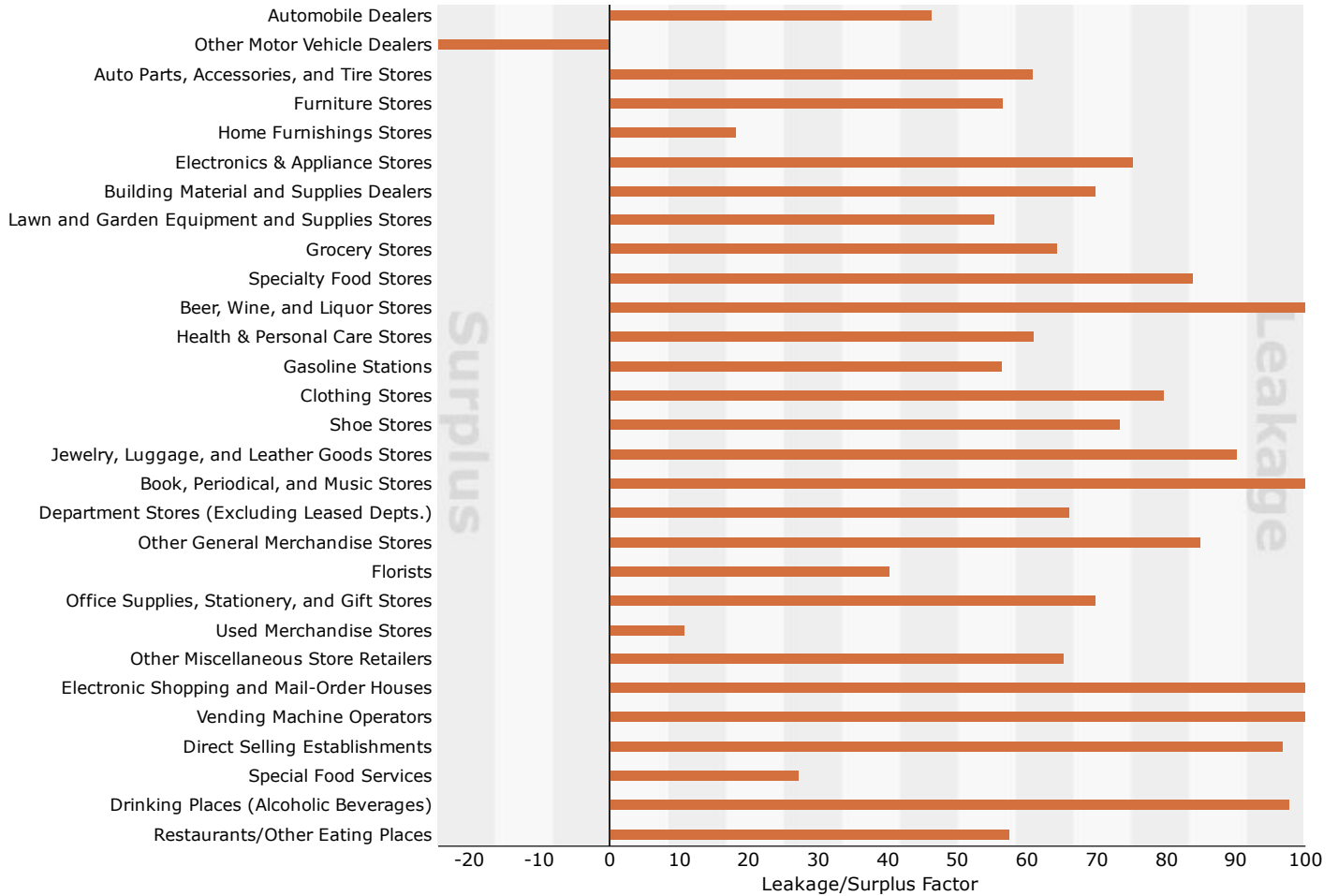
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 Ring: 3 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

68 AC Fruitland Park  
 Timbertop Ln, Fruitland Park, Florida, 34731  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.87299  
 Longitude: -81.93675

## Summary Demographics

2018 Population	102,325
2018 Households	48,743
2018 Median Disposable Income	\$41,862
2018 Per Capita Income	\$32,024

## 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	\$1,427,901,706	\$1,135,067,125	\$292,834,581	11.4	510
Total Retail Trade	44-45	\$1,295,456,328	\$1,017,287,684	\$278,168,644	12.0	380
Total Food & Drink	722	\$132,445,378	\$117,779,442	\$14,665,936	5.9	130

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$277,783,517	\$155,321,773	\$122,461,744	28.3	50
Automobile Dealers	4411	\$220,386,639	\$89,504,809	\$130,881,830	42.2	14
Other Motor Vehicle Dealers	4412	\$32,583,210	\$54,609,174	-\$22,025,964	-25.3	22
Auto Parts, Accessories & Tire Stores	4413	\$24,813,668	\$11,207,790	\$13,605,878	37.8	14
Furniture & Home Furnishings Stores	442	\$46,787,966	\$48,909,874	-\$2,121,908	-2.2	39
Furniture Stores	4421	\$25,196,675	\$23,781,134	\$1,415,541	2.9	18
Home Furnishings Stores	4422	\$21,591,291	\$25,128,741	-\$3,537,450	-7.6	21
Electronics & Appliance Stores	443	\$36,781,533	\$31,327,791	\$5,453,742	8.0	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$92,566,347	\$105,987,716	-\$13,421,369	-6.8	34
Bldg Material & Supplies Dealers	4441	\$85,576,398	\$104,117,412	-\$18,541,014	-9.8	26
Lawn & Garden Equip & Supply Stores	4442	\$6,989,949	\$1,870,304	\$5,119,645	57.8	8
Food & Beverage Stores	445	\$228,709,212	\$223,282,494	\$5,426,718	1.2	39
Grocery Stores	4451	\$208,210,915	\$143,085,035	\$65,125,880	18.5	24
Specialty Food Stores	4452	\$9,506,434	\$4,179,220	\$5,327,214	38.9	8
Beer, Wine & Liquor Stores	4453	\$10,991,863	\$76,018,239	-\$65,026,376	-74.7	7
Health & Personal Care Stores	446,4461	\$94,574,537	\$60,457,265	\$34,117,272	22.0	49
Gasoline Stations	447,4471	\$132,974,594	\$39,264,590	\$93,710,004	54.4	12
Clothing & Clothing Accessories Stores	448	\$60,560,761	\$26,213,246	\$34,347,515	39.6	26
Clothing Stores	4481	\$40,809,622	\$13,954,591	\$26,855,031	49.0	15
Shoe Stores	4482	\$8,880,017	\$6,577,997	\$2,302,020	14.9	5
Jewelry, Luggage & Leather Goods Stores	4483	\$10,871,123	\$5,680,658	\$5,190,465	31.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$30,527,893	\$37,233,649	-\$6,705,756	-9.9	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,487,106	\$31,471,727	-\$5,984,621	-10.5	26
Book, Periodical & Music Stores	4512	\$5,040,787	\$5,761,922	-\$721,135	-6.7	2
General Merchandise Stores	452	\$205,611,263	\$232,423,135	-\$26,811,872	-6.1	21
Department Stores Excluding Leased Depts.	4521	\$142,589,554	\$136,229,684	\$6,359,870	2.3	10
Other General Merchandise Stores	4529	\$63,021,709	\$96,193,452	-\$33,171,743	-20.8	11
Miscellaneous Store Retailers	453	\$53,484,160	\$54,766,758	-\$1,282,598	-1.2	68
Florists	4531	\$2,293,101	\$2,294,845	-\$1,744	0.0	7
Office Supplies, Stationery & Gift Stores	4532	\$11,347,772	\$9,351,793	\$1,995,979	9.6	14
Used Merchandise Stores	4533	\$11,040,947	\$8,250,274	\$2,790,673	14.5	18
Other Miscellaneous Store Retailers	4539	\$28,802,340	\$34,869,845	-\$6,067,505	-9.5	29
Nonstore Retailers	454	\$35,094,546	\$2,099,392	\$32,995,154	88.7	3
Electronic Shopping & Mail-Order Houses	4541	\$29,569,400	\$2,054,946	\$27,514,454	87.0	2
Vending Machine Operators	4542	\$555,020	\$0	\$555,020	100.0	0
Direct Selling Establishments	4543	\$4,970,126	\$44,446	\$4,925,680	98.2	1
Food Services & Drinking Places	722	\$132,445,378	\$117,779,442	\$14,665,936	5.9	130
Special Food Services	7223	\$1,988,143	\$1,712,902	\$275,241	7.4	3
Drinking Places - Alcoholic Beverages	7224	\$10,851,330	\$1,959,639	\$8,891,691	69.4	4
Restaurants/Other Eating Places	7225	\$119,605,905	\$114,106,901	\$5,499,004	2.4	124

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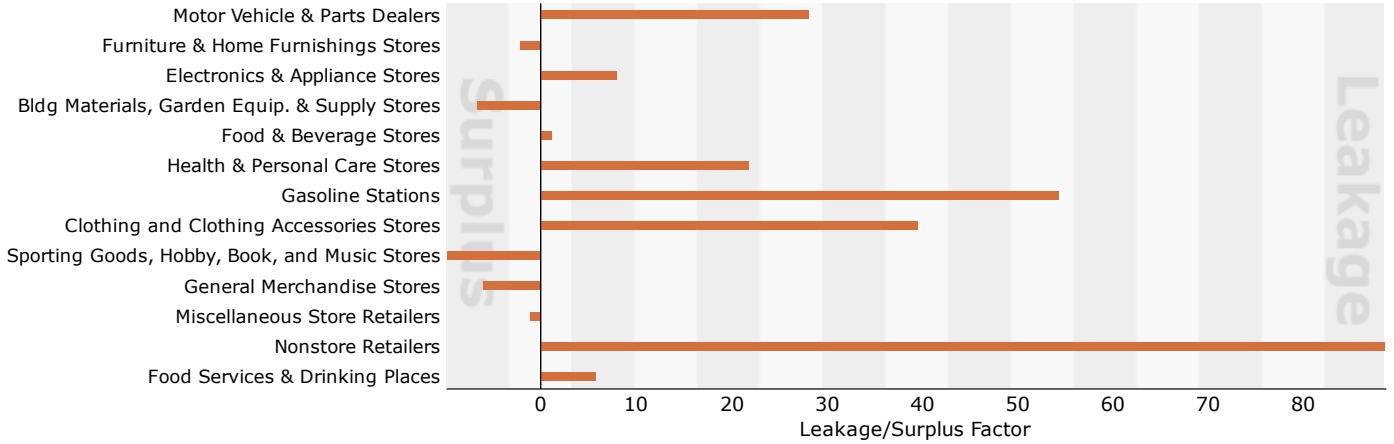


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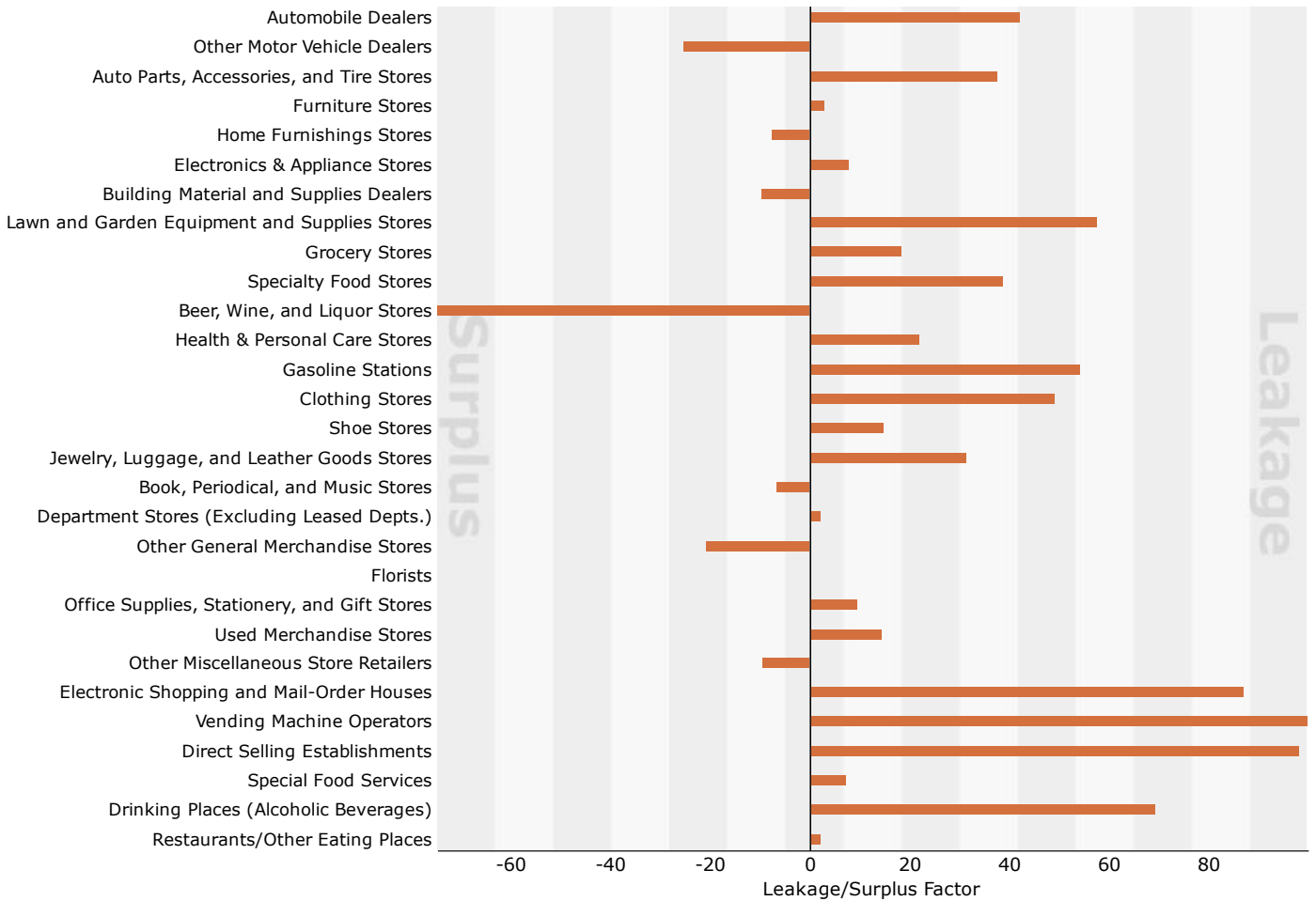
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 Ring: 5 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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