



# Retail MarketPlace Profile

32754, Mims, Florida  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 28.77083  
Longitude: -80.89158

## Summary Demographics

2018 Population	122
2018 Households	56
2018 Median Disposable Income	\$47,562
2018 Per Capita Income	\$32,170

## 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	\$1,982,999	\$3,897,443	-\$1,914,444	-32.6	2
Total Retail Trade	44-45	\$1,804,419	\$3,852,769	-\$2,048,350	-36.2	2
Total Food & Drink	722	\$178,580	\$44,674	\$133,906	60.0	0

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$409,928	\$0	\$409,928	100.0	0
Automobile Dealers	4411	\$328,402	\$0	\$328,402	100.0	0
Other Motor Vehicle Dealers	4412	\$48,548	\$0	\$48,548	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$32,978	\$0	\$32,978	100.0	0
Furniture & Home Furnishings Stores	442	\$61,977	\$0	\$61,977	100.0	0
Furniture Stores	4421	\$33,922	\$0	\$33,922	100.0	0
Home Furnishings Stores	4422	\$28,056	\$0	\$28,056	100.0	0
Electronics & Appliance Stores	443	\$46,795	\$0	\$46,795	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$135,405	\$0	\$135,405	100.0	0
Bldg Material & Supplies Dealers	4441	\$125,033	\$0	\$125,033	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$10,372	\$0	\$10,372	100.0	0
Food & Beverage Stores	445	\$308,001	\$0	\$308,001	100.0	0
Grocery Stores	4451	\$281,264	\$0	\$281,264	100.0	0
Specialty Food Stores	4452	\$12,871	\$0	\$12,871	100.0	0
Beer, Wine & Liquor Stores	4453	\$13,866	\$0	\$13,866	100.0	0
Health & Personal Care Stores	446,4461	\$121,603	\$0	\$121,603	100.0	0
Gasoline Stations	447,4471	\$193,985	\$0	\$193,985	100.0	0
Clothing & Clothing Accessories Stores	448	\$82,391	\$0	\$82,391	100.0	0
Clothing Stores	4481	\$56,380	\$0	\$56,380	100.0	0
Shoe Stores	4482	\$13,135	\$0	\$13,135	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$12,876	\$0	\$12,876	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$41,070	\$0	\$41,070	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,436	\$0	\$34,436	100.0	0
Book, Periodical & Music Stores	4512	\$6,634	\$0	\$6,634	100.0	0
General Merchandise Stores	452	\$283,537	\$0	\$283,537	100.0	0
Department Stores Excluding Leased Depts.	4521	\$195,676	\$0	\$195,676	100.0	0
Other General Merchandise Stores	4529	\$87,861	\$0	\$87,861	100.0	0
Miscellaneous Store Retailers	453	\$73,540	\$0	\$73,540	100.0	0
Florists	4531	\$2,986	\$0	\$2,986	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$14,722	\$0	\$14,722	100.0	0
Used Merchandise Stores	4533	\$14,523	\$0	\$14,523	100.0	0
Other Miscellaneous Store Retailers	4539	\$41,309	\$0	\$41,309	100.0	0
Nonstore Retailers	454	\$46,186	\$0	\$46,186	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$38,456	\$0	\$38,456	100.0	0
Vending Machine Operators	4542	\$751	\$0	\$751	100.0	0
Direct Selling Establishments	4543	\$6,980	\$0	\$6,980	100.0	0
Food Services & Drinking Places	722	\$178,580	\$0	\$178,580	100.0	0
Special Food Services	7223	\$3,125	\$0	\$3,125	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$13,086	\$0	\$13,086	100.0	0
Restaurants/Other Eating Places	7225	\$162,369	\$0	\$162,369	100.0	0

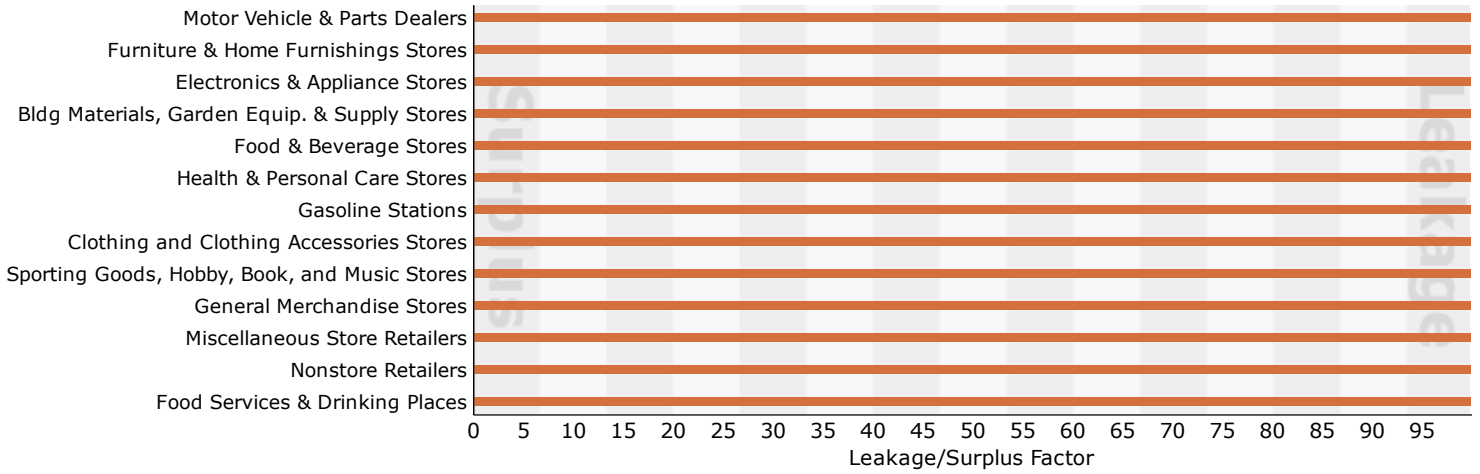
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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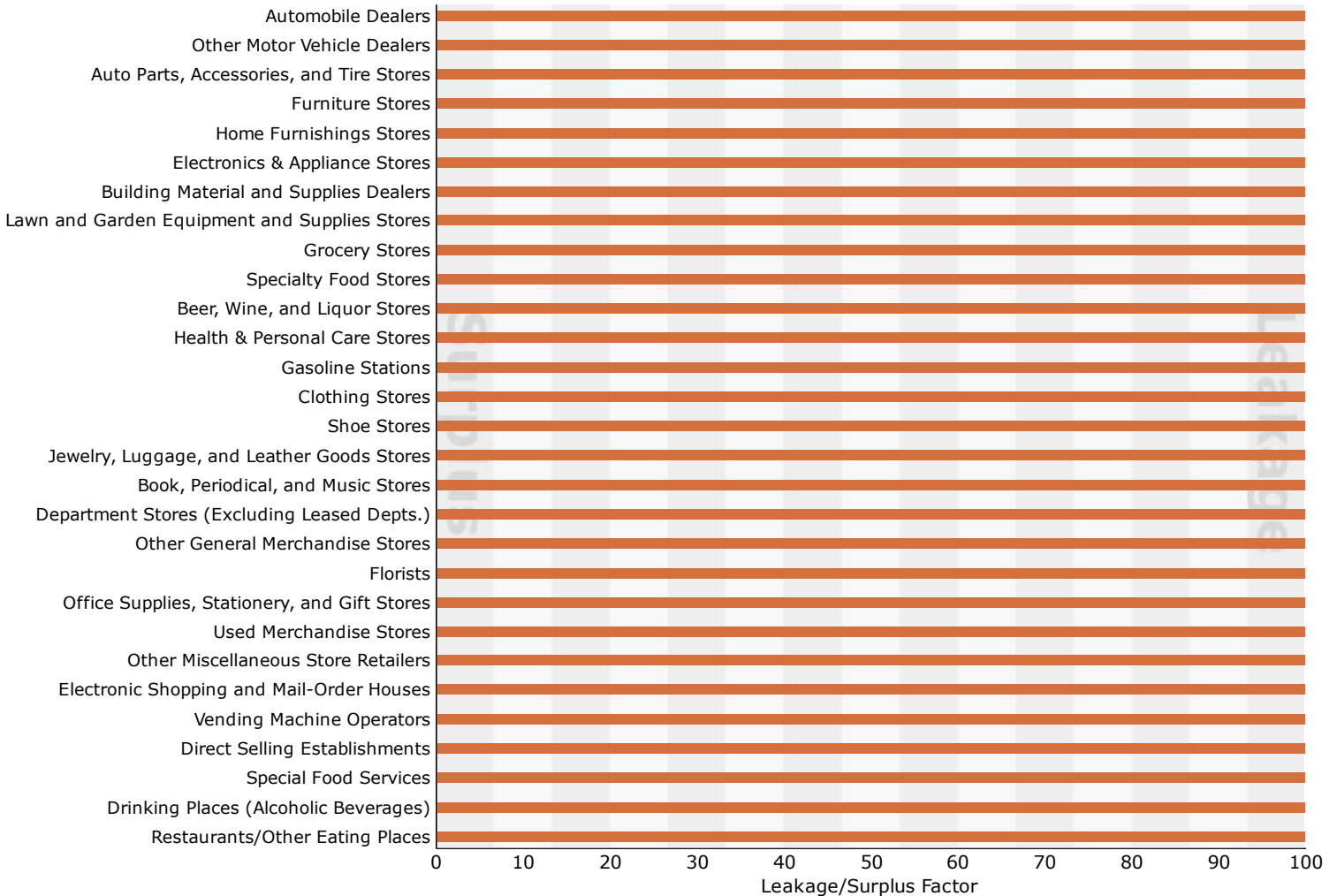
February 27, 2019



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

32754, Mims, Florida  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 28.77083  
Longitude: -80.89158

## Summary Demographics

2018 Population	2,054
2018 Households	840
2018 Median Disposable Income	\$49,195
2018 Per Capita Income	\$31,265

## 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	\$28,716,959	\$12,462,812	\$16,254,147	39.5	7
Total Retail Trade	44-45	\$26,073,360	\$12,049,234	\$14,024,126	36.8	6
Total Food & Drink	722	\$2,643,599	\$413,578	\$2,230,021	72.9	1

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,809,895	\$0	\$5,809,895	100.0	0
Automobile Dealers	4411	\$4,633,580	\$0	\$4,633,580	100.0	0
Other Motor Vehicle Dealers	4412	\$693,861	\$0	\$693,861	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$482,453	\$0	\$482,453	100.0	0
Furniture & Home Furnishings Stores	442	\$916,797	\$0	\$916,797	100.0	0
Furniture Stores	4421	\$498,050	\$0	\$498,050	100.0	0
Home Furnishings Stores	4422	\$418,747	\$0	\$418,747	100.0	0
Electronics & Appliance Stores	443	\$699,360	\$0	\$699,360	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,954,383	\$197,252	\$1,757,131	81.7	1
Bldg Material & Supplies Dealers	4441	\$1,800,387	\$0	\$1,800,387	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$153,996	\$0	\$153,996	100.0	0
Food & Beverage Stores	445	\$4,474,467	\$1,218,869	\$3,255,598	57.2	1
Grocery Stores	4451	\$4,077,123	\$1,218,869	\$2,858,254	54.0	1
Specialty Food Stores	4452	\$186,727	\$0	\$186,727	100.0	0
Beer, Wine & Liquor Stores	4453	\$210,617	\$0	\$210,617	100.0	0
Health & Personal Care Stores	446,4461	\$1,757,276	\$0	\$1,757,276	100.0	0
Gasoline Stations	447,4471	\$2,734,735	\$9,365,200	-\$6,630,465	-54.8	2
Clothing & Clothing Accessories Stores	448	\$1,226,894	\$170,712	\$1,056,182	75.6	1
Clothing Stores	4481	\$834,606	\$143,106	\$691,500	70.7	1
Shoe Stores	4482	\$191,203	\$0	\$191,203	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$201,085	\$0	\$201,085	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$610,775	\$0	\$610,775	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$510,871	\$0	\$510,871	100.0	0
Book, Periodical & Music Stores	4512	\$99,904	\$0	\$99,904	100.0	0
General Merchandise Stores	452	\$4,143,422	\$633,064	\$3,510,358	73.5	1
Department Stores Excluding Leased Depts.	4521	\$2,877,957	\$0	\$2,877,957	100.0	0
Other General Merchandise Stores	4529	\$1,265,465	\$633,064	\$632,401	33.3	1
Miscellaneous Store Retailers	453	\$1,066,230	\$354,282	\$711,948	50.1	1
Florists	4531	\$46,893	\$0	\$46,893	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$217,945	\$0	\$217,945	100.0	0
Used Merchandise Stores	4533	\$217,161	\$350,016	-\$132,855	-23.4	1
Other Miscellaneous Store Retailers	4539	\$584,231	\$0	\$584,231	100.0	0
Nonstore Retailers	454	\$679,124	\$0	\$679,124	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$561,110	\$0	\$561,110	100.0	0
Vending Machine Operators	4542	\$10,892	\$0	\$10,892	100.0	0
Direct Selling Establishments	4543	\$107,122	\$0	\$107,122	100.0	0
Food Services & Drinking Places	722	\$2,643,599	\$413,578	\$2,230,021	72.9	1
Special Food Services	7223	\$46,424	\$0	\$46,424	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$204,140	\$0	\$204,140	100.0	0
Restaurants/Other Eating Places	7225	\$2,393,035	\$413,578	\$1,979,457	70.5	1

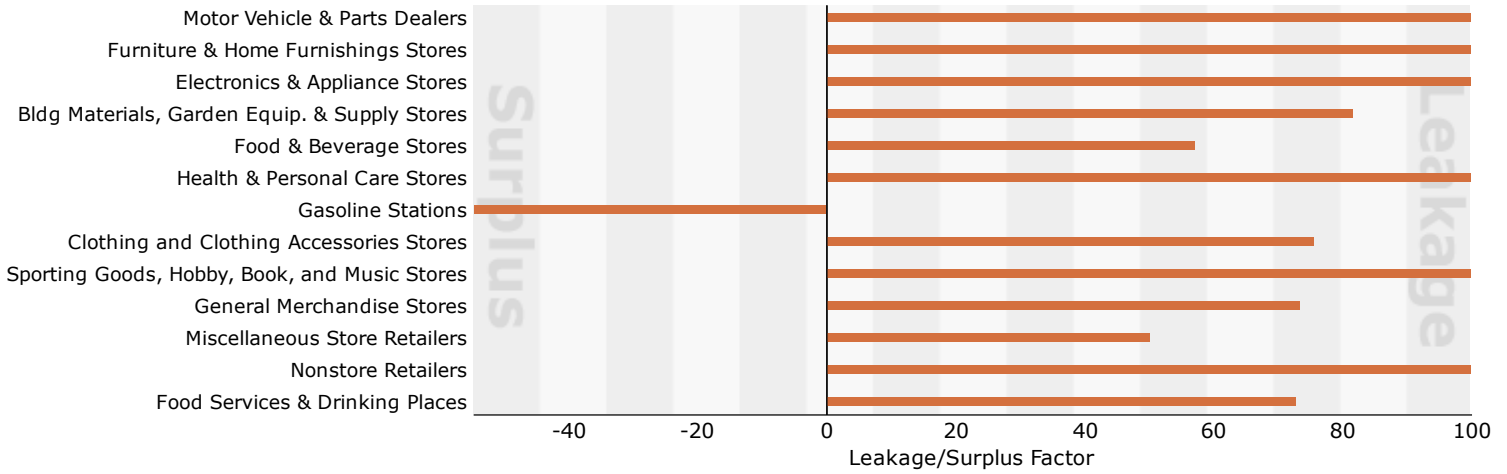
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 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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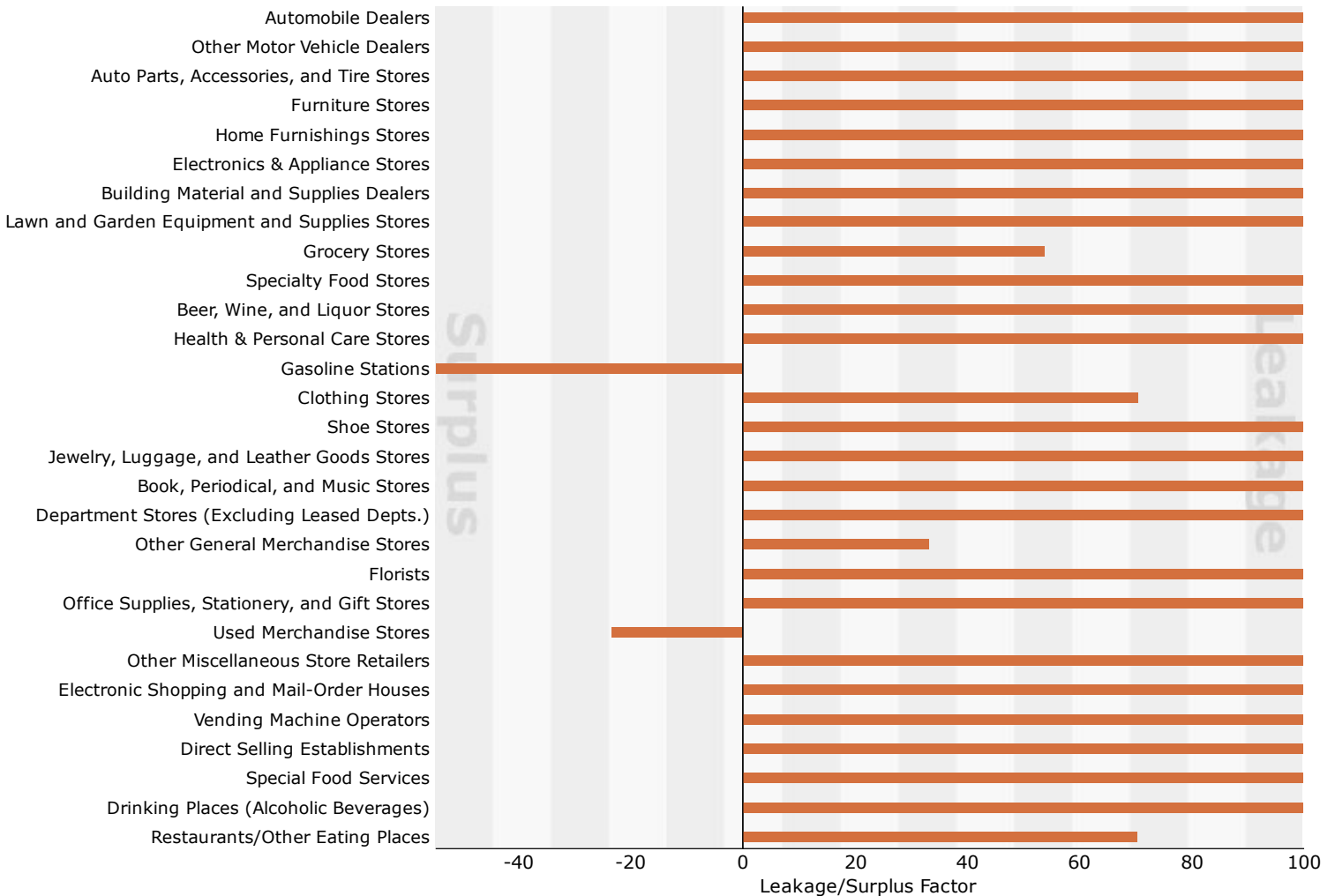
February 27, 2019



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

32754, Mims, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.77083  
Longitude: -80.89158

## Summary Demographics

2018 Population	4,194
2018 Households	1,661
2018 Median Disposable Income	\$47,824
2018 Per Capita Income	\$30,489

## 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	\$56,250,838	\$25,946,899	\$30,303,939	36.9	15
Total Retail Trade	44-45	\$51,125,253	\$25,249,200	\$25,876,053	33.9	14
Total Food & Drink	722	\$5,125,584	\$697,699	\$4,427,885	76.0	1

## 2017 Industry Group

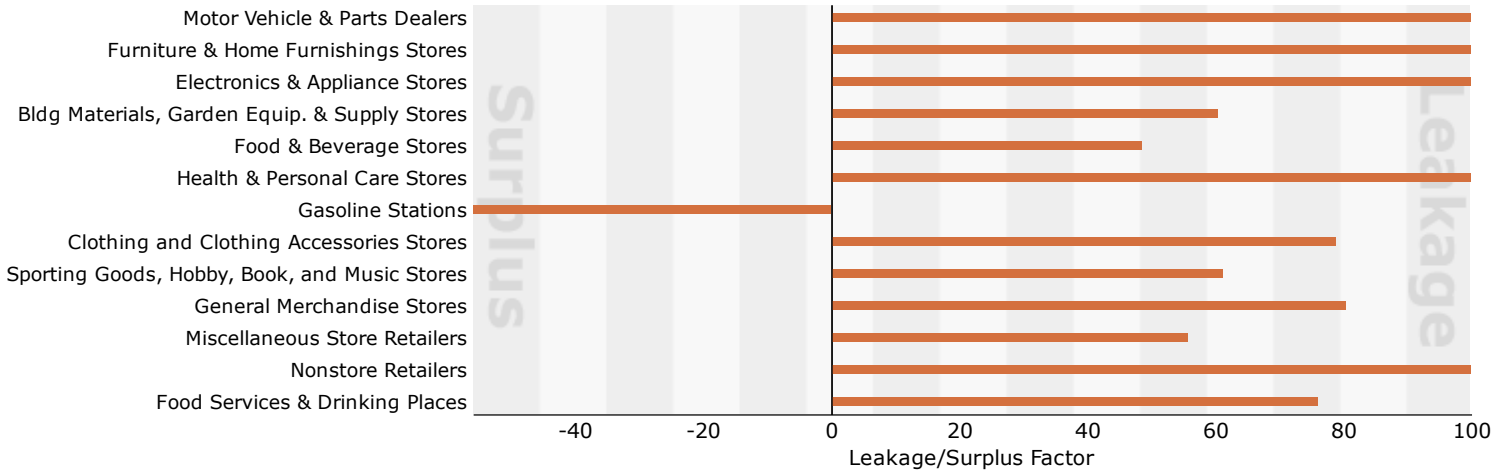
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,432,329	\$0	\$11,432,329	100.0	0
Automobile Dealers	4411	\$9,119,729	\$0	\$9,119,729	100.0	0
Other Motor Vehicle Dealers	4412	\$1,365,582	\$0	\$1,365,582	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$947,018	\$0	\$947,018	100.0	0
Furniture & Home Furnishings Stores	442	\$1,775,851	\$0	\$1,775,851	100.0	0
Furniture Stores	4421	\$963,498	\$0	\$963,498	100.0	0
Home Furnishings Stores	4422	\$812,353	\$0	\$812,353	100.0	0
Electronics & Appliance Stores	443	\$1,363,962	\$0	\$1,363,962	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,832,036	\$947,463	\$2,884,573	60.4	2
Bldg Material & Supplies Dealers	4441	\$3,529,254	\$853,085	\$2,676,169	61.1	1
Lawn & Garden Equip & Supply Stores	4442	\$302,781	\$94,378	\$208,403	52.5	1
Food & Beverage Stores	445	\$8,778,164	\$3,038,138	\$5,740,026	48.6	3
Grocery Stores	4451	\$8,002,278	\$3,031,364	\$4,970,914	45.1	3
Specialty Food Stores	4452	\$366,262	\$0	\$366,262	100.0	0
Beer, Wine & Liquor Stores	4453	\$409,624	\$0	\$409,624	100.0	0
Health & Personal Care Stores	446,4461	\$3,469,698	\$0	\$3,469,698	100.0	0
Gasoline Stations	447,4471	\$5,391,503	\$19,046,678	-\$13,655,175	-55.9	3
Clothing & Clothing Accessories Stores	448	\$2,374,053	\$281,467	\$2,092,586	78.8	1
Clothing Stores	4481	\$1,615,714	\$184,845	\$1,430,869	79.5	1
Shoe Stores	4482	\$369,512	\$0	\$369,512	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$388,827	\$0	\$388,827	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,188,154	\$285,295	\$902,859	61.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$994,983	\$0	\$994,983	100.0	0
Book, Periodical & Music Stores	4512	\$193,171	\$199,446	-\$6,275	-1.6	1
General Merchandise Stores	452	\$8,080,293	\$874,589	\$7,205,704	80.5	1
Department Stores Excluding Leased Depts.	4521	\$5,597,078	\$0	\$5,597,078	100.0	0
Other General Merchandise Stores	4529	\$2,483,215	\$874,589	\$1,608,626	47.9	1
Miscellaneous Store Retailers	453	\$2,100,044	\$594,850	\$1,505,194	55.9	1
Florists	4531	\$90,026	\$0	\$90,026	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$424,323	\$0	\$424,323	100.0	0
Used Merchandise Stores	4533	\$421,066	\$469,289	-\$48,223	-5.4	1
Other Miscellaneous Store Retailers	4539	\$1,164,629	\$0	\$1,164,629	100.0	0
Nonstore Retailers	454	\$1,339,167	\$0	\$1,339,167	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,103,935	\$0	\$1,103,935	100.0	0
Vending Machine Operators	4542	\$21,357	\$0	\$21,357	100.0	0
Direct Selling Establishments	4543	\$213,875	\$0	\$213,875	100.0	0
Food Services & Drinking Places	722	\$5,125,584	\$697,699	\$4,427,885	76.0	1
Special Food Services	7223	\$88,709	\$0	\$88,709	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$390,375	\$0	\$390,375	100.0	0
Restaurants/Other Eating Places	7225	\$4,646,500	\$697,699	\$3,948,801	73.9	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 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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February 27, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

