

Retail MarketPlace Profile

2104 Rock Springs Rd N, Apopka, Florida, 32712
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.71523
Longitude: -81.50929

Summary Demographics

2016 Population	5,233
2016 Households	1,750
2016 Median Disposable Income	\$45,605
2016 Per Capita Income	\$21,799

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	\$61,971,089	\$60,606,535	\$1,364,554	1.1	26
Total Retail Trade	44-45	\$56,165,741	\$53,099,936	\$3,065,805	2.8	18
Total Food & Drink	722	\$5,805,348	\$7,506,600	-\$1,701,252	-12.8	8

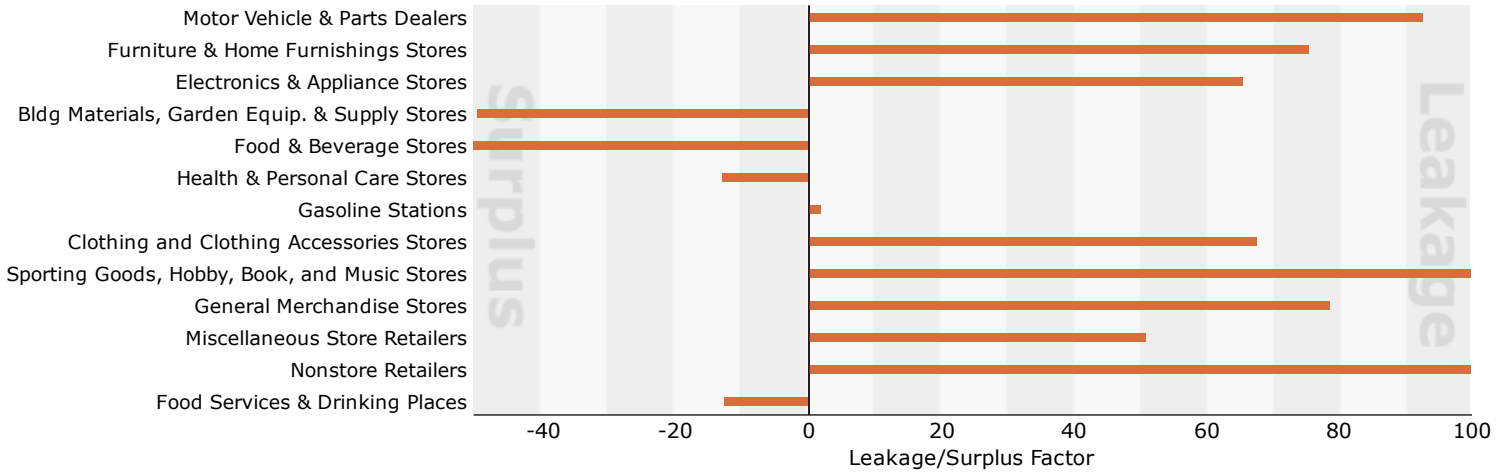
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,399,896	\$510,230	\$12,889,666	92.7	1
Automobile Dealers	4411	\$10,912,475	\$0	\$10,912,475	100.0	0
Other Motor Vehicle Dealers	4412	\$1,617,542	\$0	\$1,617,542	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$869,880	\$494,807	\$375,073	27.5	1
Furniture & Home Furnishings Stores	442	\$1,877,611	\$262,641	\$1,614,970	75.5	1
Furniture Stores	4421	\$1,075,631	\$0	\$1,075,631	100.0	0
Home Furnishings Stores	4422	\$801,980	\$262,641	\$539,339	50.7	1
Electronics & Appliance Stores	443	\$2,531,679	\$524,569	\$2,007,110	65.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,500,232	\$10,525,266	-\$7,025,034	-50.1	6
Bldg Material & Supplies Dealers	4441	\$3,201,606	\$1,585,385	\$1,616,221	33.8	1
Lawn & Garden Equip & Supply Stores	4442	\$298,626	\$8,939,881	-\$8,641,255	-93.5	5
Food & Beverage Stores	445	\$10,096,535	\$30,810,103	-\$20,713,568	-50.6	2
Grocery Stores	4451	\$9,114,480	\$30,810,103	-\$21,695,623	-54.3	2
Specialty Food Stores	4452	\$568,104	\$0	\$568,104	100.0	0
Beer, Wine & Liquor Stores	4453	\$413,951	\$0	\$413,951	100.0	0
Health & Personal Care Stores	446,4461	\$3,396,392	\$4,426,360	-\$1,029,968	-13.2	1
Gasoline Stations	447,4471	\$3,727,905	\$3,583,517	\$144,388	2.0	1
Clothing & Clothing Accessories Stores	448	\$2,459,318	\$473,144	\$1,986,174	67.7	2
Clothing Stores	4481	\$1,682,864	\$473,144	\$1,209,720	56.1	2
Shoe Stores	4482	\$355,809	\$0	\$355,809	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$420,645	\$0	\$420,645	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,247,929	\$0	\$1,247,929	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,016,238	\$0	\$1,016,238	100.0	0
Book, Periodical & Music Stores	4512	\$231,691	\$0	\$231,691	100.0	0
General Merchandise Stores	452	\$9,813,290	\$1,161,735	\$8,651,555	78.8	1
Department Stores Excluding Leased Depts.	4521	\$7,196,195	\$0	\$7,196,195	100.0	0
Other General Merchandise Stores	4529	\$2,617,095	\$1,161,735	\$1,455,360	38.5	1
Miscellaneous Store Retailers	453	\$2,530,921	\$822,369	\$1,708,552	51.0	3
Florists	4531	\$100,311	\$0	\$100,311	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$457,535	\$0	\$457,535	100.0	0
Used Merchandise Stores	4533	\$453,390	\$217,248	\$236,142	35.2	1
Other Miscellaneous Store Retailers	4539	\$1,519,685	\$603,373	\$916,312	43.2	1
Nonstore Retailers	454	\$1,584,033	\$0	\$1,584,033	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,312,059	\$0	\$1,312,059	100.0	0
Vending Machine Operators	4542	\$28,304	\$0	\$28,304	100.0	0
Direct Selling Establishments	4543	\$243,671	\$0	\$243,671	100.0	0
Food Services & Drinking Places	722	\$5,805,348	\$7,506,600	-\$1,701,252	-12.8	8
Special Food Services	7223	\$99,921	\$0	\$99,921	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$438,409	\$0	\$438,409	100.0	0
Restaurants/Other Eating Places	7225	\$5,267,018	7,506,600	-2,239,582	-18	8

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>

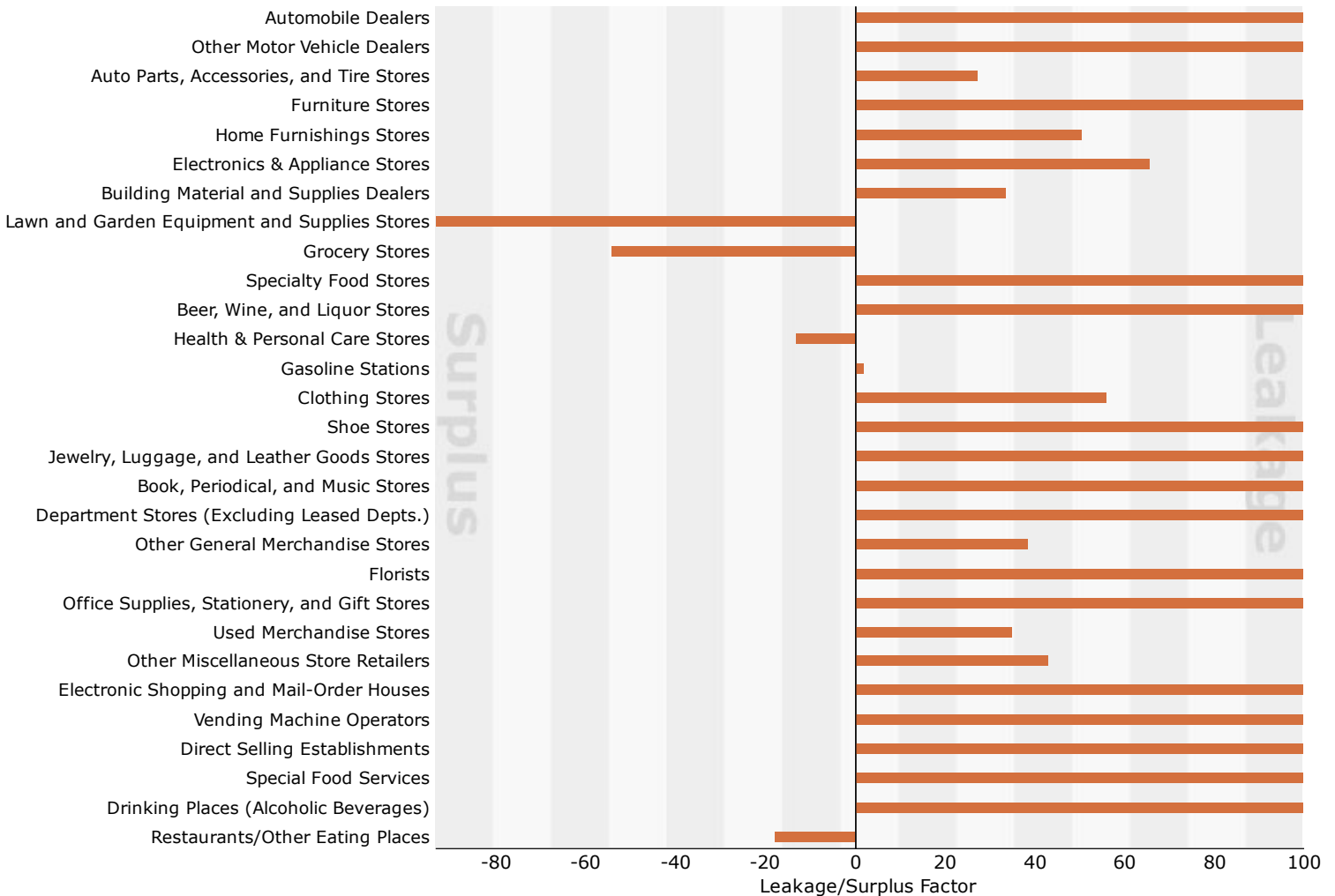
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

January 20, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

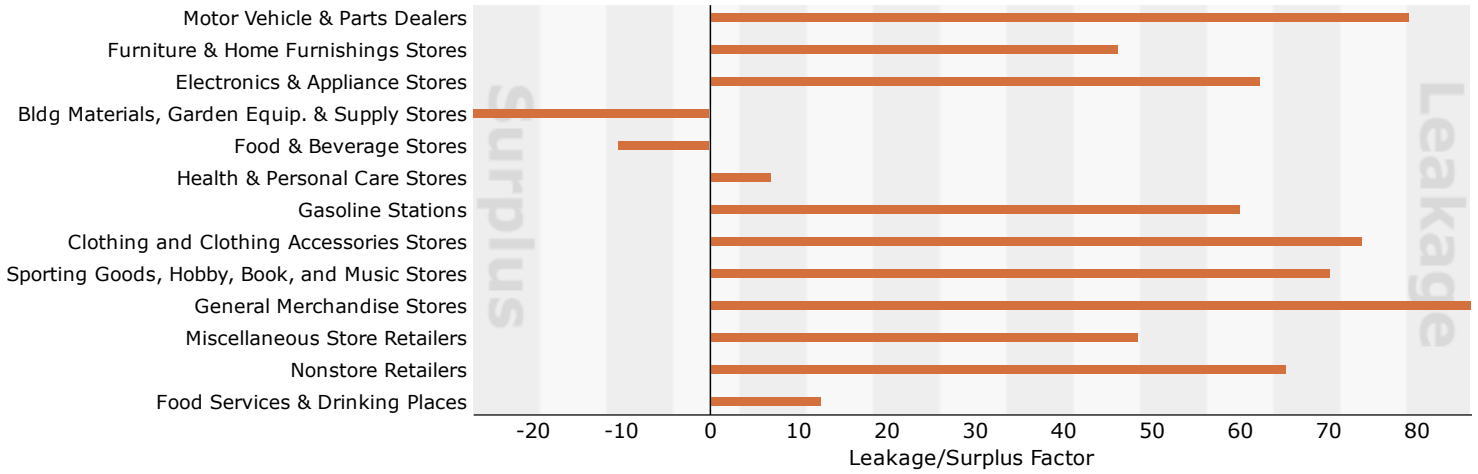
2016 Population	43,916
2016 Households	15,163
2016 Median Disposable Income	\$52,251
2016 Per Capita Income	\$27,122

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	\$642,444,388	\$335,415,074	\$307,029,314	31.4	197
Total Retail Trade	44-45	\$582,425,070	\$288,805,524	\$293,619,546	33.7	147
Total Food & Drink	722	\$60,019,317	\$46,609,550	\$13,409,767	12.6	50

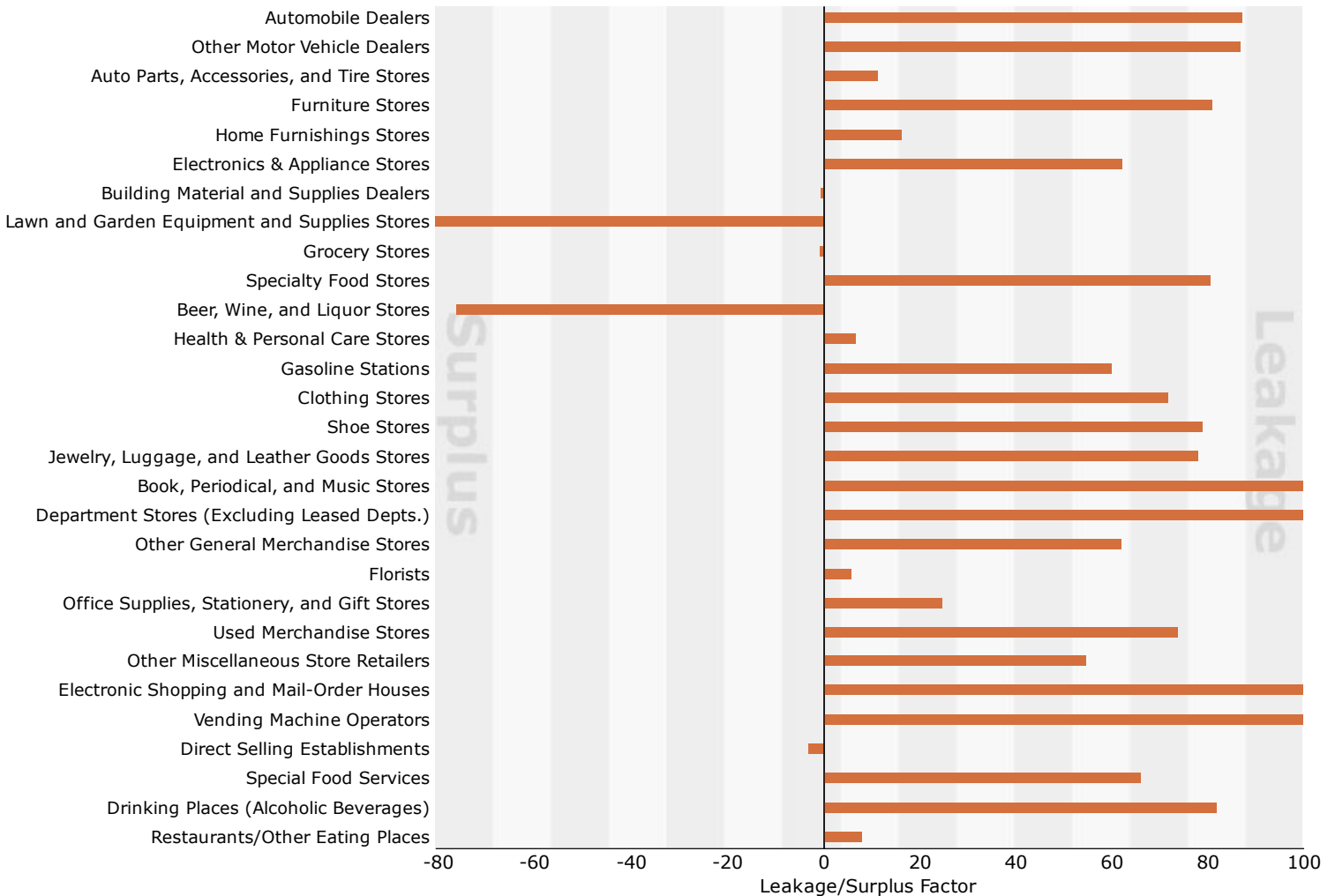
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$138,416,231	\$16,063,924	\$122,352,307	79.2	16
Automobile Dealers	4411	\$112,726,497	\$7,719,122	\$105,007,375	87.2	7
Other Motor Vehicle Dealers	4412	\$16,679,365	\$1,173,525	\$15,505,840	86.9	1
Auto Parts, Accessories & Tire Stores	4413	\$9,010,369	\$7,171,277	\$1,839,092	11.4	8
Furniture & Home Furnishings Stores	442	\$19,384,600	\$7,130,148	\$12,254,452	46.2	9
Furniture Stores	4421	\$11,086,774	\$1,165,856	\$9,920,918	81.0	2
Home Furnishings Stores	4422	\$8,297,827	\$5,964,292	\$2,333,535	16.4	7
Electronics & Appliance Stores	443	\$26,061,507	\$6,060,238	\$20,001,269	62.3	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,815,468	\$63,813,574	-\$26,998,106	-26.8	34
Bldg Material & Supplies Dealers	4441	\$33,656,608	\$34,103,061	-\$446,453	-0.7	13
Lawn & Garden Equip & Supply Stores	4442	\$3,158,860	\$29,710,513	-\$26,551,653	-80.8	22
Food & Beverage Stores	445	\$104,804,116	\$129,175,190	-\$24,371,074	-10.4	20
Grocery Stores	4451	\$94,603,598	\$96,115,055	-\$1,511,457	-0.8	18
Specialty Food Stores	4452	\$5,897,002	\$629,856	\$5,267,146	80.7	1
Beer, Wine & Liquor Stores	4453	\$4,303,517	\$32,430,279	-\$28,126,762	-76.6	1
Health & Personal Care Stores	446,4461	\$35,307,814	\$30,766,543	\$4,541,271	6.9	14
Gasoline Stations	447,4471	\$38,431,719	\$9,566,894	\$28,864,825	60.1	4
Clothing & Clothing Accessories Stores	448	\$25,526,610	\$3,823,587	\$21,703,023	73.9	11
Clothing Stores	4481	\$17,445,923	\$2,853,594	\$14,592,329	71.9	9
Shoe Stores	4482	\$3,702,637	\$432,120	\$3,270,517	79.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$4,378,051	\$537,873	\$3,840,178	78.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$12,974,870	\$2,269,956	\$10,704,914	70.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,570,959	\$2,269,956	\$8,301,003	64.6	2
Book, Periodical & Music Stores	4512	\$2,403,911	\$0	\$2,403,911	100.0	0
General Merchandise Stores	452	\$101,766,664	\$7,559,517	\$94,207,147	86.2	7
Department Stores Excluding Leased Depts.	4521	\$74,611,670	\$0	\$74,611,670	100.0	0
Other General Merchandise Stores	4529	\$27,154,994	\$6,340,773	\$20,814,221	62.1	7
Miscellaneous Store Retailers	453	\$26,254,396	\$9,075,822	\$17,178,574	48.6	20
Florists	4531	\$1,041,328	\$922,670	\$118,658	6.0	4
Office Supplies, Stationery & Gift Stores	4532	\$4,738,065	\$2,854,620	\$1,883,445	24.8	3
Used Merchandise Stores	4533	\$4,713,864	\$703,985	\$4,009,879	74.0	5
Other Miscellaneous Store Retailers	4539	\$15,761,139	\$4,594,547	\$11,166,592	54.9	8
Nonstore Retailers	454	\$16,681,075	\$3,500,130	\$13,180,945	65.3	2
Electronic Shopping & Mail-Order Houses	4541	\$13,595,463	\$0	\$13,595,463	100.0	0
Vending Machine Operators	4542	\$293,594	\$0	\$293,594	100.0	0
Direct Selling Establishments	4543	\$2,792,019	\$2,976,863	-\$184,844	-3.2	2
Food Services & Drinking Places	722	\$60,019,317	\$46,609,550	\$13,409,767	12.6	50
Special Food Services	7223	\$1,052,417	\$213,780	\$838,637	66.2	1
Drinking Places - Alcoholic Beverages	7224	\$4,555,589	\$454,888	\$4,100,701	81.8	1
Restaurants/Other Eating Places	7225	\$54,411,312	45,940,882	8,470,430	8	48

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>

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Summary Demographics

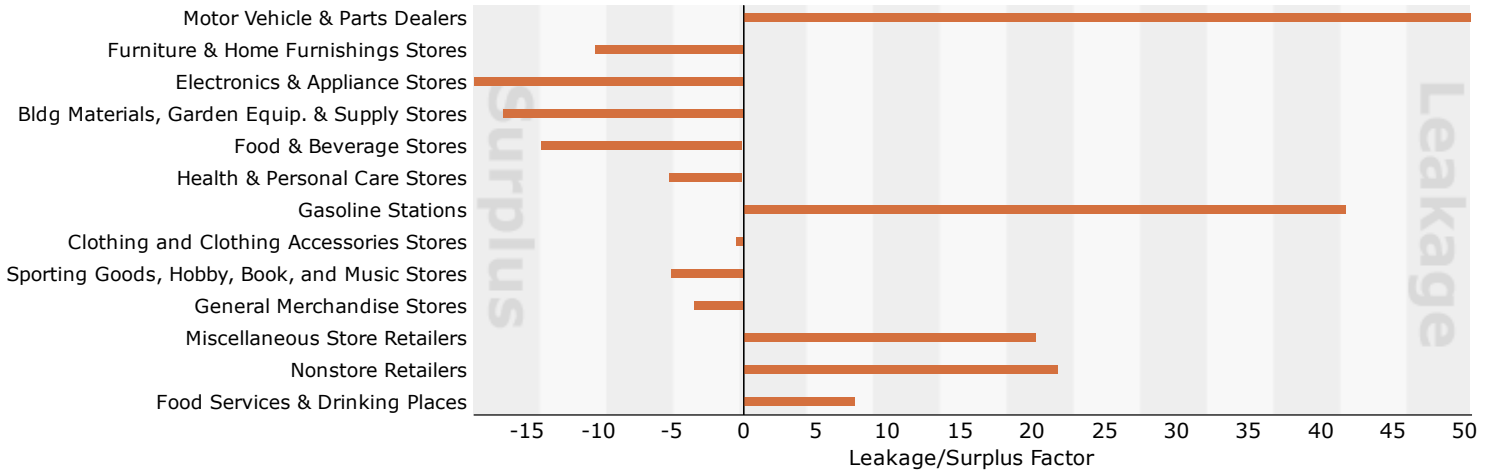
2016 Population	374,958
2016 Households	137,767
2016 Median Disposable Income	\$45,118
2016 Per Capita Income	\$27,437

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	\$5,426,232,680	\$4,917,055,904	\$509,176,776	4.9	2,309
Total Retail Trade	44-45	\$4,912,486,064	\$4,477,257,665	\$435,228,399	4.6	1,736
Total Food & Drink	722	\$513,746,616	\$439,798,239	\$73,948,377	7.8	572

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,159,628,326	\$381,190,781	\$778,437,545	50.5	191
Automobile Dealers	4411	\$944,608,982	\$274,911,544	\$669,697,438	54.9	94
Other Motor Vehicle Dealers	4412	\$138,565,429	\$40,191,917	\$98,373,512	55.0	23
Auto Parts, Accessories & Tire Stores	4413	\$76,453,916	\$66,087,321	\$10,366,595	7.3	74
Furniture & Home Furnishings Stores	442	\$163,338,794	\$200,978,104	-\$37,639,310	-10.3	108
Furniture Stores	4421	\$94,876,673	\$99,266,144	-\$4,389,471	-2.3	51
Home Furnishings Stores	4422	\$68,462,121	\$101,711,960	-\$33,249,839	-19.5	57
Electronics & Appliance Stores	443	\$222,964,120	\$325,443,300	-\$102,479,180	-18.7	174
Bldg Materials, Garden Equip. & Supply Stores	444	\$296,562,184	\$415,635,570	-\$119,073,386	-16.7	218
Bldg Material & Supplies Dealers	4441	\$271,434,509	\$228,685,353	\$42,749,156	8.5	126
Lawn & Garden Equip & Supply Stores	4442	\$25,127,676	\$186,950,217	-\$161,822,541	-76.3	92
Food & Beverage Stores	445	\$893,416,804	\$1,184,060,197	-\$290,643,393	-14.0	226
Grocery Stores	4451	\$805,486,798	\$1,065,676,211	-\$260,189,413	-13.9	159
Specialty Food Stores	4452	\$50,238,632	\$29,985,725	\$20,252,907	25.2	42
Beer, Wine & Liquor Stores	4453	\$37,691,374	\$88,398,260	-\$50,706,886	-40.2	25
Health & Personal Care Stores	446,4461	\$297,055,130	\$329,120,131	-\$32,065,001	-5.1	156
Gasoline Stations	447,4471	\$319,657,655	\$131,127,186	\$188,530,469	41.8	55
Clothing & Clothing Accessories Stores	448	\$220,111,103	\$222,435,112	-\$2,324,009	-0.5	183
Clothing Stores	4481	\$150,512,878	\$165,766,435	-\$15,253,557	-4.8	121
Shoe Stores	4482	\$31,931,111	\$24,131,356	\$7,799,755	13.9	26
Jewelry, Luggage & Leather Goods Stores	4483	\$37,667,115	\$32,537,321	\$5,129,794	7.3	36
Sporting Goods, Hobby, Book & Music Stores	451	\$110,563,550	\$122,247,246	-\$11,683,696	-5.0	73
Sporting Goods/Hobby/Musical Instr Stores	4511	\$89,881,270	\$102,623,977	-\$12,742,707	-6.6	60
Book, Periodical & Music Stores	4512	\$20,682,279	\$19,623,269	\$1,059,010	2.6	13
General Merchandise Stores	452	\$865,993,218	\$927,341,861	-\$61,348,643	-3.4	96
Department Stores Excluding Leased Depts.	4521	\$636,690,374	\$539,925,898	\$96,764,476	8.2	28
Other General Merchandise Stores	4529	\$229,302,843	\$387,415,963	-\$158,113,120	-25.6	68
Miscellaneous Store Retailers	453	\$220,617,700	\$146,168,406	\$74,449,294	20.3	216
Florists	4531	\$8,451,634	\$6,453,869	\$1,997,765	13.4	26
Office Supplies, Stationery & Gift Stores	4532	\$40,517,813	\$39,569,237	\$948,576	1.2	46
Used Merchandise Stores	4533	\$40,285,909	\$9,294,983	\$30,990,926	62.5	40
Other Miscellaneous Store Retailers	4539	\$131,362,344	\$90,850,316	\$40,512,028	18.2	104
Nonstore Retailers	454	\$142,577,481	\$91,509,772	\$51,067,709	21.8	41
Electronic Shopping & Mail-Order Houses	4541	\$114,861,712	\$53,180,638	\$61,681,074	36.7	21
Vending Machine Operators	4542	\$2,502,885	\$12,530,293	-\$10,027,408	-66.7	4
Direct Selling Establishments	4543	\$25,212,884	\$25,798,840	-\$585,956	-1.1	16
Food Services & Drinking Places	722	\$513,746,616	\$439,798,239	\$73,948,377	7.8	572
Special Food Services	7223	\$8,761,613	\$6,029,457	\$2,732,156	18.5	18
Drinking Places - Alcoholic Beverages	7224	\$40,060,386	\$16,607,262	\$23,453,124	41.4	26
Restaurants/Other Eating Places	7225	\$464,924,616	417,161,521	47,763,095	5	528

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

