

Summary Demographics

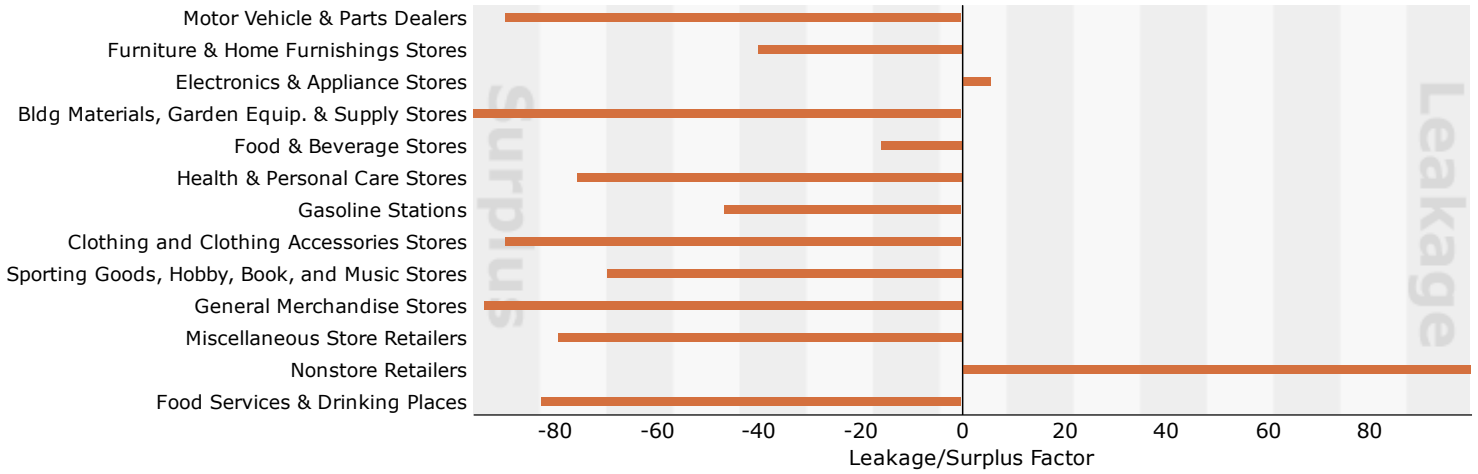
2016 Population	1,468
2016 Households	633
2016 Median Disposable Income	\$29,813
2016 Per Capita Income	\$18,374

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	\$15,599,365	\$232,508,754	-\$216,909,389	-87.4	64
Total Retail Trade	44-45	\$14,192,184	\$217,559,366	-\$203,367,182	-87.8	50
Total Food & Drink	722	\$1,407,181	\$14,949,388	-\$13,542,207	-82.8	15

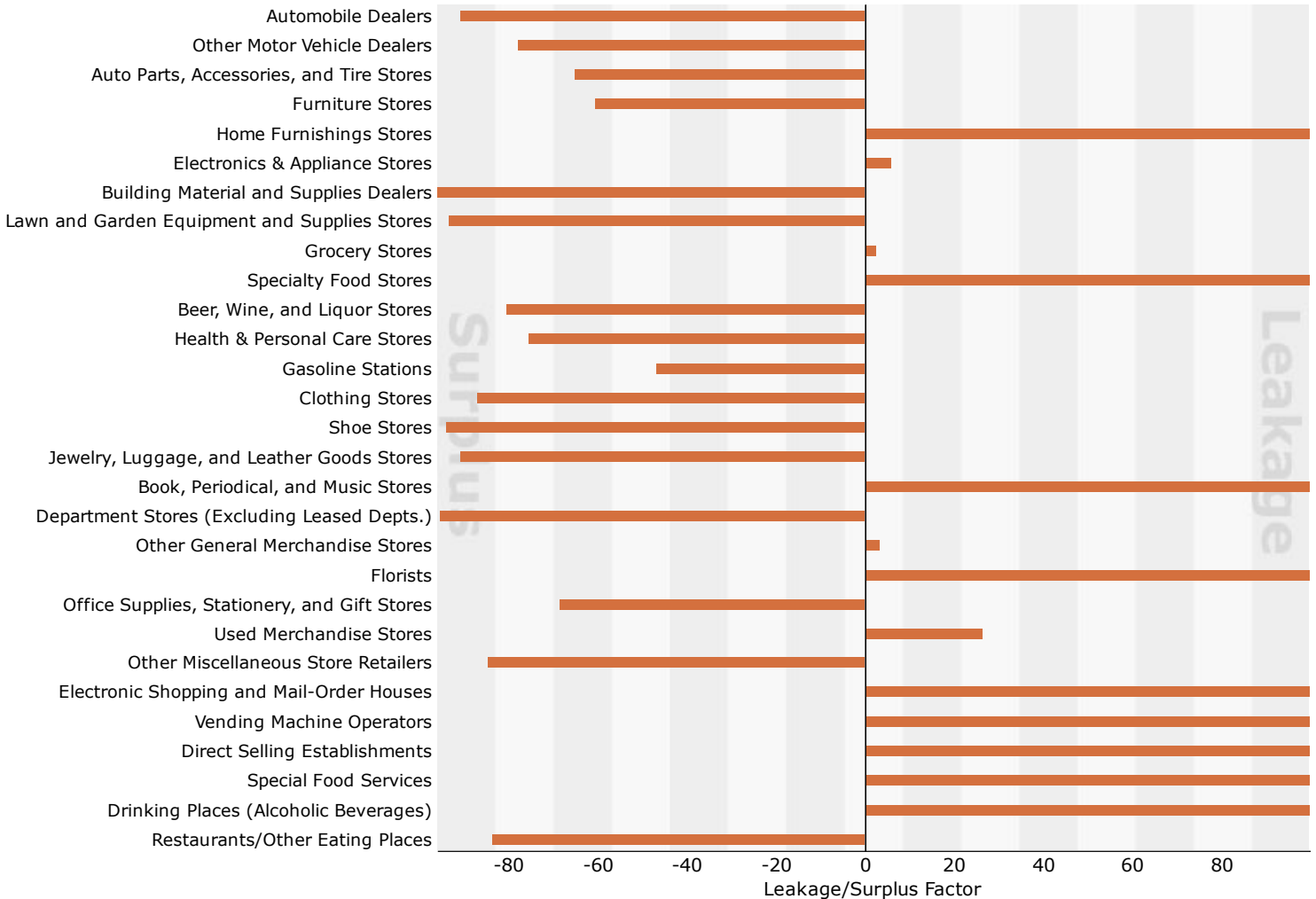
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,345,154	\$61,831,702	-\$58,486,548	-89.7	6
Automobile Dealers	4411	\$2,724,573	\$57,540,654	-\$54,816,081	-91.0	3
Other Motor Vehicle Dealers	4412	\$400,943	\$3,246,190	-\$2,845,247	-78.0	1
Auto Parts, Accessories & Tire Stores	4413	\$219,637	\$1,044,858	-\$825,221	-65.3	2
Furniture & Home Furnishings Stores	442	\$442,132	\$1,038,961	-\$596,829	-40.3	1
Furniture Stores	4421	\$253,211	\$1,038,961	-\$785,750	-60.8	1
Home Furnishings Stores	4422	\$188,921	\$0	\$188,921	100.0	0
Electronics & Appliance Stores	443	\$602,007	\$536,424	\$65,583	5.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$842,424	\$42,166,081	-\$41,323,657	-96.1	3
Bldg Material & Supplies Dealers	4441	\$763,463	\$39,781,390	-\$39,017,927	-96.2	1
Lawn & Garden Equip & Supply Stores	4442	\$78,961	\$2,384,690	-\$2,305,729	-93.6	1
Food & Beverage Stores	445	\$2,626,919	\$3,634,118	-\$1,007,199	-16.1	3
Grocery Stores	4451	\$2,374,911	\$2,261,257	\$113,654	2.5	2
Specialty Food Stores	4452	\$147,528	\$0	\$147,528	100.0	0
Beer, Wine & Liquor Stores	4453	\$104,481	\$972,257	-\$867,776	-80.6	1
Health & Personal Care Stores	446,4461	\$903,123	\$6,534,949	-\$5,631,826	-75.7	8
Gasoline Stations	447,4471	\$981,078	\$2,715,073	-\$1,733,995	-46.9	1
Clothing & Clothing Accessories Stores	448	\$603,544	\$11,152,720	-\$10,549,176	-89.7	16
Clothing Stores	4481	\$418,586	\$6,113,675	-\$5,695,089	-87.2	8
Shoe Stores	4482	\$88,622	\$2,986,063	-\$2,897,441	-94.2	4
Jewelry, Luggage & Leather Goods Stores	4483	\$96,336	\$2,052,982	-\$1,956,646	-91.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$306,314	\$1,738,537	-\$1,432,223	-70.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$251,641	\$1,738,537	-\$1,486,896	-74.7	2
Book, Periodical & Music Stores	4512	\$54,673	\$0	\$54,673	100.0	0
General Merchandise Stores	452	\$2,468,635	\$80,465,308	-\$77,996,673	-94.0	4
Department Stores Excluding Leased Depts.	4521	\$1,791,459	\$79,829,851	-\$78,038,392	-95.6	3
Other General Merchandise Stores	4529	\$677,176	\$635,457	\$41,719	3.2	1
Miscellaneous Store Retailers	453	\$658,208	\$5,745,493	-\$5,087,285	-79.4	6
Florists	4531	\$25,249	\$0	\$25,249	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$112,134	\$603,525	-\$491,391	-68.7	1
Used Merchandise Stores	4533	\$108,299	\$63,086	\$45,213	26.4	1
Other Miscellaneous Store Retailers	4539	\$412,526	\$5,078,882	-\$4,666,356	-85.0	4
Nonstore Retailers	454	\$412,647	\$0	\$412,647	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$337,652	\$0	\$337,652	100.0	0
Vending Machine Operators	4542	\$7,342	\$0	\$7,342	100.0	0
Direct Selling Establishments	4543	\$67,654	\$0	\$67,654	100.0	0
Food Services & Drinking Places	722	\$1,407,181	\$14,949,388	-\$13,542,207	-82.8	15
Special Food Services	7223	\$21,798	\$0	\$21,798	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$96,200	\$0	\$96,200	100.0	0
Restaurants/Other Eating Places	7225	\$1,289,182	14,949,388	-\$13,660,206L/	-84	15

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



Retail MarketPlace Profile

1400 Chalet Suzanne Rd, Lake Wales, Florida, 33859
Ring: 5 mile radius

Prepared by Esri
Latitude: 27.95737
Longitude: -81.61888

Summary Demographics

2016 Population	47,907
2016 Households	19,507
2016 Median Disposable Income	\$36,725
2016 Per Capita Income	\$23,348

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	\$627,921,520	\$840,467,195	-\$212,545,675	-14.5	330
Total Retail Trade	44-45	\$572,616,897	\$771,045,086	-\$198,428,189	-14.8	244
Total Food & Drink	722	\$55,304,623	\$69,422,109	-\$14,117,486	-11.3	87

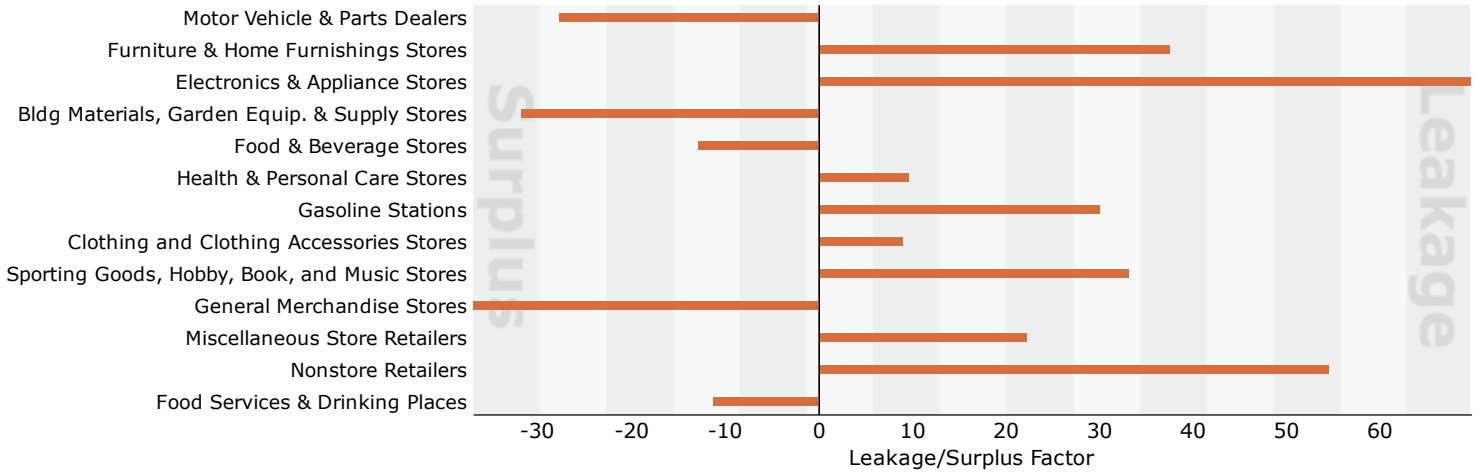
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$136,835,964	\$242,465,646	-\$105,629,682	-27.8	43
Automobile Dealers	4411	\$111,604,676	\$217,213,394	-\$105,608,718	-32.1	21
Other Motor Vehicle Dealers	4412	\$16,348,001	\$11,992,855	\$4,355,146	15.4	8
Auto Parts, Accessories & Tire Stores	4413	\$8,883,287	\$13,259,397	-\$4,376,110	-19.8	14
Furniture & Home Furnishings Stores	442	\$17,863,066	\$8,080,669	\$9,782,397	37.7	11
Furniture Stores	4421	\$10,170,016	\$5,834,996	\$4,335,020	27.1	5
Home Furnishings Stores	4422	\$7,693,050	\$2,245,673	\$5,447,377	54.8	5
Electronics & Appliance Stores	443	\$23,837,282	\$4,241,397	\$19,595,885	69.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,592,568	\$70,885,728	-\$34,293,160	-31.9	16
Bldg Material & Supplies Dealers	4441	\$33,017,256	\$63,915,195	-\$30,897,939	-31.9	7
Lawn & Garden Equip & Supply Stores	4442	\$3,575,312	\$6,970,533	-\$3,395,221	-32.2	9
Food & Beverage Stores	445	\$103,962,161	\$134,417,508	-\$30,455,347	-12.8	30
Grocery Stores	4451	\$93,988,008	\$128,471,239	-\$34,483,231	-15.5	22
Specialty Food Stores	4452	\$5,825,692	\$3,067,656	\$2,758,036	31.0	5
Beer, Wine & Liquor Stores	4453	\$4,148,461	\$2,878,613	\$1,269,848	18.1	3
Health & Personal Care Stores	446,4461	\$36,732,760	\$30,249,752	\$6,483,008	9.7	26
Gasoline Stations	447,4471	\$38,925,545	\$20,912,271	\$18,013,274	30.1	10
Clothing & Clothing Accessories Stores	448	\$23,661,468	\$19,749,460	\$3,912,008	9.0	33
Clothing Stores	4481	\$16,274,221	\$12,208,457	\$4,065,764	14.3	21
Shoe Stores	4482	\$3,413,336	\$4,031,178	-\$617,842	-8.3	6
Jewelry, Luggage & Leather Goods Stores	4483	\$3,973,911	\$3,509,825	\$464,086	6.2	6
Sporting Goods, Hobby, Book & Music Stores	451	\$12,228,536	\$6,123,184	\$6,105,352	33.3	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,975,446	\$6,123,184	\$3,852,262	23.9	13
Book, Periodical & Music Stores	4512	\$2,253,090	\$0	\$2,253,090	100.0	0
General Merchandise Stores	452	\$97,574,524	\$211,817,563	-\$114,243,039	-36.9	20
Department Stores Excluding Leased Depts.	4521	\$70,578,230	\$200,449,766	-\$129,871,536	-47.9	8
Other General Merchandise Stores	4529	\$26,996,294	\$11,367,797	\$15,628,497	40.7	12
Miscellaneous Store Retailers	453	\$26,590,984	\$16,870,740	\$9,720,244	22.4	35
Florists	4531	\$1,043,628	\$1,000,785	\$42,843	2.1	5
Office Supplies, Stationery & Gift Stores	4532	\$4,408,628	\$1,653,437	\$2,755,191	45.4	4
Used Merchandise Stores	4533	\$4,435,958	\$1,213,559	\$3,222,399	57.0	9
Other Miscellaneous Store Retailers	4539	\$16,702,770	\$13,002,960	\$3,699,810	12.5	16
Nonstore Retailers	454	\$17,812,039	\$5,231,167	\$12,580,872	54.6	2
Electronic Shopping & Mail-Order Houses	4541	\$13,649,440	\$0	\$13,649,440	100.0	0
Vending Machine Operators	4542	\$289,238	\$0	\$289,238	100.0	0
Direct Selling Establishments	4543	\$3,873,361	\$5,231,167	-\$1,357,806	-14.9	2
Food Services & Drinking Places	722	\$55,304,623	\$69,422,109	-\$14,117,486	-11.3	87
Special Food Services	7223	\$943,787	\$109,109	\$834,678	79.3	1
Drinking Places - Alcoholic Beverages	7224	\$3,955,650	\$1,122,805	\$2,832,845	55.8	6
Restaurants/Other Eating Places	7225	\$50,405,186	\$68,190,195	-\$17,785,009L/	-15	80

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>

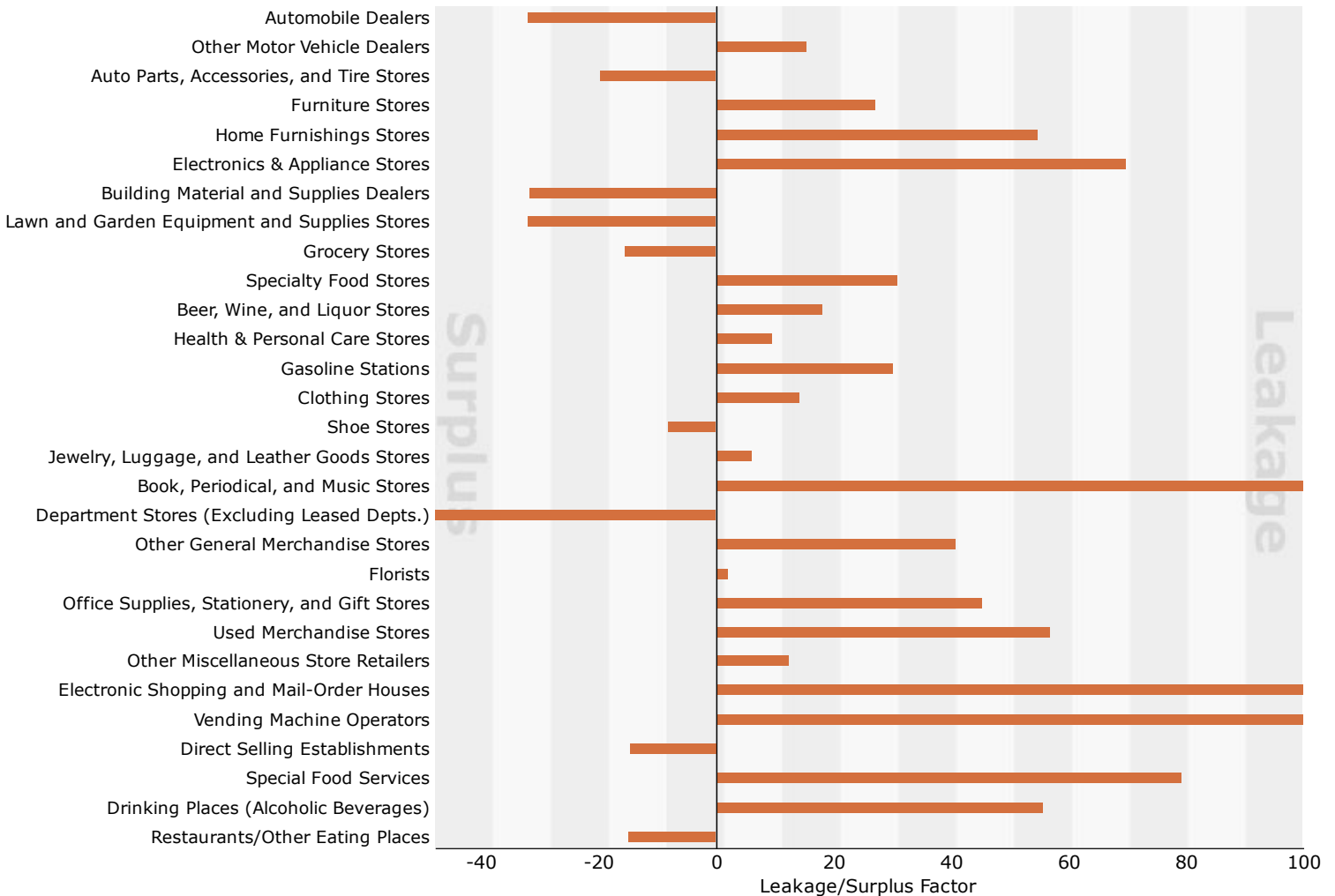
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January 12, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Retail MarketPlace Profile

1400 Chalet Suzanne Rd, Lake Wales, Florida, 33859
Ring: 10 mile radius

Prepared by Esri
Latitude: 27.95737
Longitude: -81.61888

Summary Demographics

2016 Population	141,441
2016 Households	54,307
2016 Median Disposable Income	\$34,874
2016 Per Capita Income	\$21,552

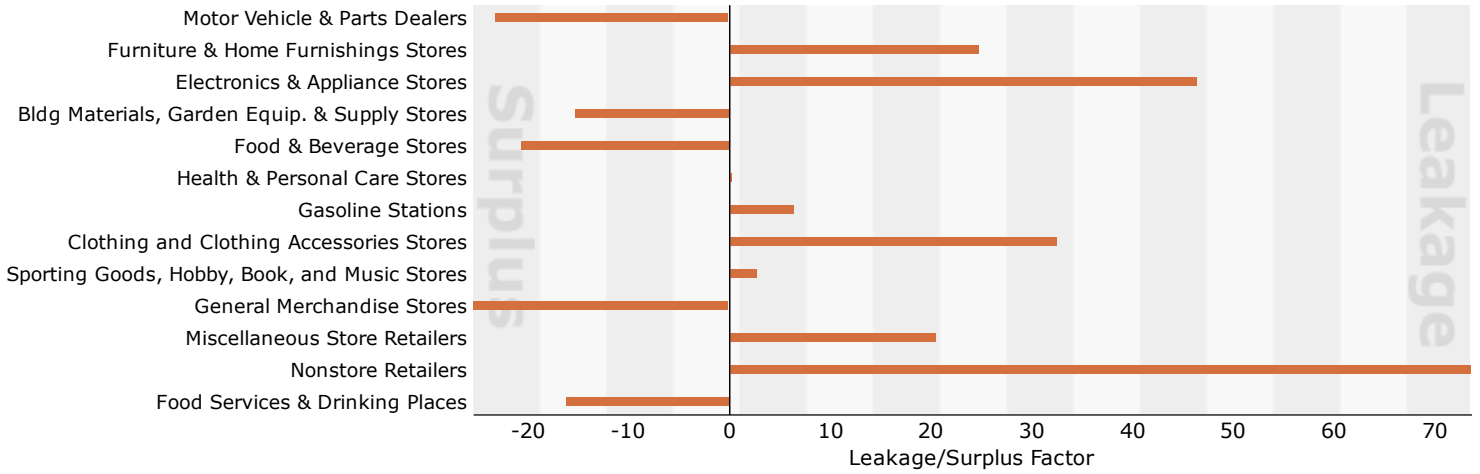
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,675,452,897	\$2,140,325,287	-\$464,872,390	-12.2	990
Total Retail Trade	44-45	\$1,526,032,727	\$1,932,572,758	-\$406,540,031	-11.8	704
Total Food & Drink	722	\$149,420,169	\$207,752,528	-\$58,332,359	-16.3	286

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$362,222,874	\$580,542,905	-\$218,320,031	-23.2	131
Automobile Dealers	4411	\$295,541,944	\$458,286,211	-\$162,744,267	-21.6	63
Other Motor Vehicle Dealers	4412	\$43,023,312	\$88,471,202	-\$45,447,890	-34.6	25
Auto Parts, Accessories & Tire Stores	4413	\$23,657,618	\$33,785,492	-\$10,127,874	-17.6	43
Furniture & Home Furnishings Stores	442	\$47,990,568	\$28,871,350	\$19,119,218	24.9	37
Furniture Stores	4421	\$27,523,918	\$20,444,723	\$7,079,195	14.8	19
Home Furnishings Stores	4422	\$20,466,649	\$8,426,627	\$12,040,022	41.7	18
Electronics & Appliance Stores	443	\$64,622,850	\$23,569,406	\$41,053,444	46.5	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$95,224,274	\$129,849,782	-\$34,625,508	-15.4	46
Bldg Material & Supplies Dealers	4441	\$86,177,124	\$119,000,138	-\$32,823,014	-16.0	30
Lawn & Garden Equip & Supply Stores	4442	\$9,047,150	\$10,849,644	-\$1,802,494	-9.1	16
Food & Beverage Stores	445	\$279,242,065	\$424,946,890	-\$145,704,825	-20.7	100
Grocery Stores	4451	\$252,381,824	\$388,546,556	-\$136,164,732	-21.2	68
Specialty Food Stores	4452	\$15,677,039	\$26,992,586	-\$11,315,547	-26.5	24
Beer, Wine & Liquor Stores	4453	\$11,183,201	\$9,407,748	\$1,775,453	8.6	8
Health & Personal Care Stores	446,4461	\$97,193,443	\$96,323,639	\$869,804	0.4	65
Gasoline Stations	447,4471	\$103,104,783	\$90,522,120	\$12,582,663	6.5	49
Clothing & Clothing Accessories Stores	448	\$64,066,322	\$32,597,861	\$31,468,461	32.6	63
Clothing Stores	4481	\$44,069,458	\$18,911,130	\$25,158,328	39.9	42
Shoe Stores	4482	\$9,273,950	\$4,433,766	\$4,840,184	35.3	7
Jewelry, Luggage & Leather Goods Stores	4483	\$10,722,914	\$9,252,966	\$1,469,948	7.4	14
Sporting Goods, Hobby, Book & Music Stores	451	\$32,894,498	\$31,092,067	\$1,802,431	2.8	48
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,804,097	\$23,756,190	\$3,047,907	6.0	43
Book, Periodical & Music Stores	4512	\$6,090,401	\$7,335,877	-\$1,245,476	-9.3	5
General Merchandise Stores	452	\$262,335,275	\$440,893,728	-\$178,558,453	-25.4	46
Department Stores Excluding Leased Depts.	4521	\$190,165,814	\$406,842,929	-\$216,677,115	-36.3	16
Other General Merchandise Stores	4529	\$72,169,461	\$34,050,799	\$38,118,662	35.9	30
Miscellaneous Store Retailers	453	\$70,292,965	\$46,258,176	\$24,034,789	20.6	89
Florists	4531	\$2,708,725	\$2,471,267	\$237,458	4.6	12
Office Supplies, Stationery & Gift Stores	4532	\$11,900,633	\$13,458,621	-\$1,557,988	-6.1	13
Used Merchandise Stores	4533	\$11,957,407	\$5,598,420	\$6,358,987	36.2	29
Other Miscellaneous Store Retailers	4539	\$43,726,201	\$24,729,867	\$18,996,334	27.7	35
Nonstore Retailers	454	\$46,842,810	\$7,104,835	\$39,737,975	73.7	4
Electronic Shopping & Mail-Order Houses	4541	\$36,280,853	\$0	\$36,280,853	100.0	0
Vending Machine Operators	4542	\$778,689	\$174,389	\$604,300	63.4	1
Direct Selling Establishments	4543	\$9,783,268	\$6,930,446	\$2,852,822	17.1	3
Food Services & Drinking Places	722	\$149,420,169	\$207,752,528	-\$58,332,359	-16.3	286
Special Food Services	7223	\$2,528,722	\$413,656	\$2,115,066	71.9	4
Drinking Places - Alcoholic Beverages	7224	\$10,807,489	\$4,936,097	\$5,871,392	37.3	21
Restaurants/Other Eating Places	7225	\$136,083,959	202,402,775	-\$66,318,816L/	-20	261

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

