

Retail MarketPlace Profile

The Beaches and Barrier Islands
Area: 241.07 square miles

Prepared by Esri

Summary Demographics

2017 Population	25,854
2017 Households	13,428
2017 Median Disposable Income	\$52,909
2017 Per Capita Income	\$53,092

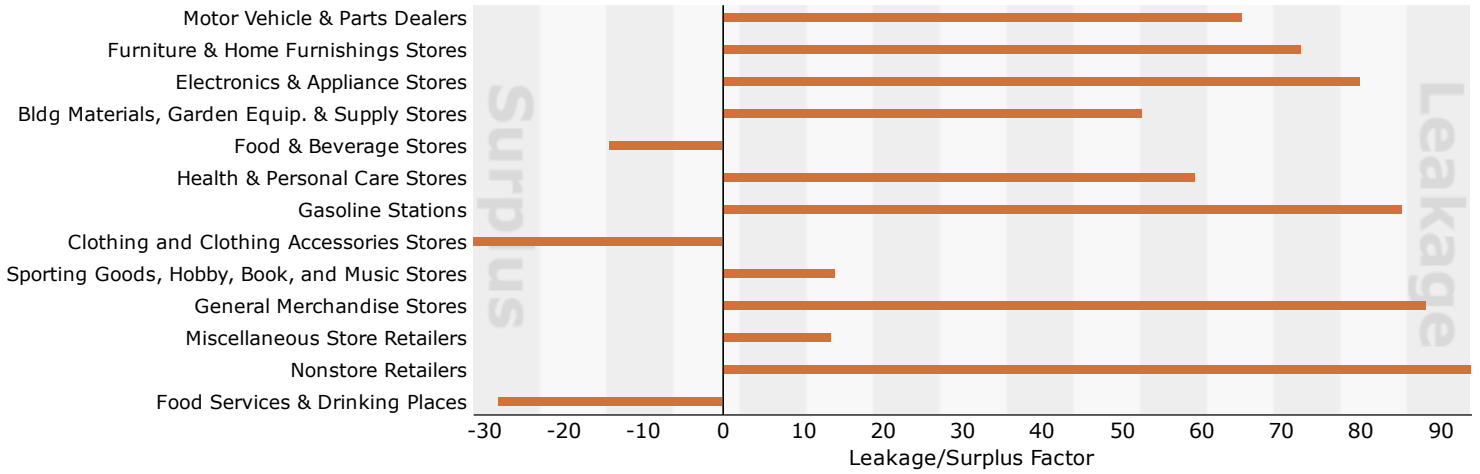
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$664,145,524	\$399,615,081	\$264,530,443	24.9	437
Total Retail Trade	44-45	\$603,676,148	\$291,058,206	\$312,617,942	34.9	269
Total Food & Drink	722	\$60,469,376	\$108,556,875	-\$48,087,499	-28.4	168

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$134,310,241	\$28,415,420	\$105,894,821	65.1	10
Automobile Dealers	4411	\$106,793,897	\$0	\$106,793,897	100.0	0
Other Motor Vehicle Dealers	4412	\$16,020,519	\$28,415,420	-\$12,394,901	-27.9	10
Auto Parts, Accessories & Tire Stores	4413	\$11,495,824	\$0	\$11,495,824	100.0	0
Furniture & Home Furnishings Stores	442	\$21,624,350	\$3,425,667	\$18,198,683	72.6	5
Furniture Stores	4421	\$11,526,126	\$1,761,844	\$9,764,282	73.5	2
Home Furnishings Stores	4422	\$10,098,224	\$1,663,823	\$8,434,401	71.7	3
Electronics & Appliance Stores	443	\$16,684,873	\$1,859,149	\$14,825,724	79.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$45,920,813	\$14,246,904	\$31,673,909	52.6	24
Bldg Material & Supplies Dealers	4441	\$42,387,034	\$11,080,067	\$31,306,967	58.6	14
Lawn & Garden Equip & Supply Stores	4442	\$3,533,779	\$3,166,837	\$366,942	5.5	10
Food & Beverage Stores	445	\$103,413,635	\$138,255,854	-\$34,842,219	-14.4	45
Grocery Stores	4451	\$94,111,683	\$124,319,253	-\$30,207,570	-13.8	24
Specialty Food Stores	4452	\$4,275,117	\$3,620,524	\$654,593	8.3	8
Beer, Wine & Liquor Stores	4453	\$5,026,835	\$10,316,077	-\$5,289,242	-34.5	13
Health & Personal Care Stores	446,4461	\$43,429,358	\$11,124,251	\$32,305,107	59.2	8
Gasoline Stations	447,4471	\$61,436,474	\$4,878,319	\$56,558,155	85.3	1
Clothing & Clothing Accessories Stores	448	\$27,576,161	\$52,780,631	-\$25,204,470	-31.4	79
Clothing Stores	4481	\$18,551,471	\$38,878,911	-\$20,327,440	-35.4	60
Shoe Stores	4482	\$4,035,667	\$2,102,582	\$1,933,085	31.5	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,989,022	\$11,799,138	-\$6,810,116	-40.6	14
Sporting Goods, Hobby, Book & Music Stores	451	\$14,010,661	\$10,548,135	\$3,462,526	14.1	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,766,987	\$9,102,097	\$2,664,890	12.8	18
Book, Periodical & Music Stores	4512	\$2,243,674	\$1,446,038	\$797,636	21.6	5
General Merchandise Stores	452	\$93,716,705	\$5,838,230	\$87,878,475	88.3	6
Department Stores Excluding Leased Depts.	4521	\$64,946,837	\$3,703,972	\$61,242,865	89.2	2
Other General Merchandise Stores	4529	\$28,769,867	\$2,134,258	\$26,635,609	86.2	4
Miscellaneous Store Retailers	453	\$25,167,296	\$19,166,784	\$6,000,512	13.5	62
Florists	4531	\$1,081,618	\$839,886	\$241,732	12.6	5
Office Supplies, Stationery & Gift Stores	4532	\$5,156,946	\$3,418,816	\$1,738,130	20.3	20
Used Merchandise Stores	4533	\$4,982,896	\$888,432	\$4,094,464	69.7	6
Other Miscellaneous Store Retailers	4539	\$13,945,835	\$14,019,650	-\$73,815	-0.3	31
Nonstore Retailers	454	\$16,385,582	\$518,862	\$15,866,720	93.9	4
Electronic Shopping & Mail-Order Houses	4541	\$13,615,588	\$303,169	\$13,312,419	95.6	1
Vending Machine Operators	4542	\$249,633	\$69,855	\$179,778	56.3	1
Direct Selling Establishments	4543	\$2,520,362	\$145,838	\$2,374,524	89.1	2
Food Services & Drinking Places	722	\$60,469,376	\$108,556,875	-\$48,087,499	-28.4	168
Special Food Services	7223	\$918,113	\$102,860	\$815,253	79.9	1
Drinking Places - Alcoholic Beverages	7224	\$5,066,085	\$2,945,141	\$2,120,944	26.5	7
Restaurants/Other Eating Places	7225	\$54,485,178	\$105,508,874	-\$51,023,696	-31.9	160

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

