



# Retail MarketPlace Profile

Edgewater FL 5-10-15 Minute Drivetime  
Retail Market Analysis  
Drive Time: 5 minutes

Prepared by Decision Data Resources

Latitude: 28.972892  
Longitude: -80.895872

## Summary Demographics

2013 Population	13,465
2013 Households	5,961
2013 Median Disposable Income	\$34,081
2013 Per Capita Income	\$21,486

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	\$116,862,659	\$115,398,585	\$1,464,074	0.6	152
Total Retail Trade	44-45	\$106,268,543	\$106,448,480	-\$179,937	-0.1	137
Total Food & Drink	722	\$10,594,116	\$8,950,105	\$1,644,011	8.4	15

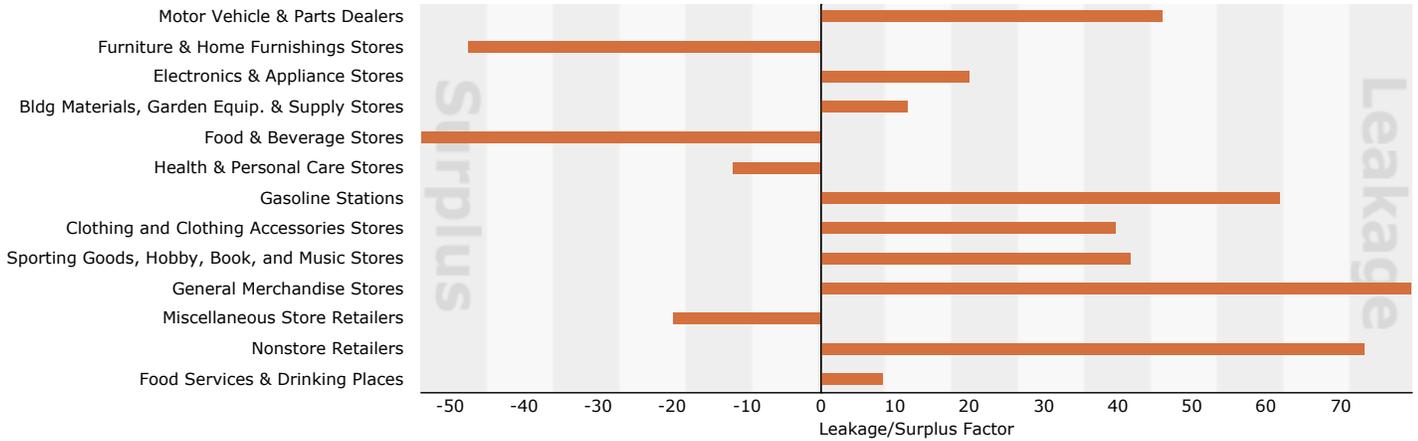
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,485,432	\$7,538,051	\$12,947,381	46.2	12
Automobile Dealers	4411	\$17,217,894	\$2,850,808	\$14,367,086	71.6	3
Other Motor Vehicle Dealers	4412	\$1,463,030	\$1,738,295	-\$275,265	-8.6	5
Auto Parts, Accessories & Tire Stores	4413	\$1,804,508	\$2,948,948	-\$1,144,440	-24.1	5
Furniture & Home Furnishings Stores	442	\$2,469,630	\$6,940,046	-\$4,470,416	-47.5	13
Furniture Stores	4421	\$1,290,097	\$3,785,544	-\$2,495,447	-49.2	3
Home Furnishings Stores	4422	\$1,179,533	\$3,154,502	-\$1,974,969	-45.6	10
Electronics & Appliance Stores	4431	\$2,836,142	\$1,885,982	\$950,160	20.1	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,821,530	\$3,016,858	\$804,672	11.8	13
Bldg Material & Supplies Dealers	4441	\$3,206,790	\$1,826,895	\$1,379,894	27.4	10
Lawn & Garden Equip & Supply Stores	4442	\$614,741	\$1,189,963	-\$575,222	-31.9	4
Food & Beverage Stores	445	\$18,211,789	\$60,845,853	-\$42,634,064	-53.9	16
Grocery Stores	4451	\$17,035,437	\$58,986,302	-\$41,950,865	-55.2	10
Specialty Food Stores	4452	\$465,951	\$501,298	-\$35,346	-3.7	5
Beer, Wine & Liquor Stores	4453	\$710,401	\$1,358,253	-\$647,852	-31.3	1
Health & Personal Care Stores	446,4461	\$9,419,025	\$11,956,463	-\$2,537,439	-11.9	7
Gasoline Stations	447,4471	\$12,283,541	\$2,883,306	\$9,400,235	62.0	1
Clothing & Clothing Accessories Stores	448	\$6,521,692	\$2,803,294	\$3,718,398	39.9	9
Clothing Stores	4481	\$4,918,909	\$1,696,773	\$3,222,135	48.7	3
Shoe Stores	4482	\$827,902	\$222,578	\$605,324	57.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$774,881	\$883,943	-\$109,061	-6.6	5
Sporting Goods, Hobby, Book & Music Stores	451	\$2,222,718	\$910,357	\$1,312,362	41.9	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,543,261	\$759,248	\$784,013	34.1	8
Book, Periodical & Music Stores	4512	\$679,457	\$151,109	\$528,349	63.6	2
General Merchandise Stores	452	\$16,902,828	\$1,906,331	\$14,996,497	79.7	4
Department Stores Excluding Leased Depts.	4521	\$6,090,188	\$1,742,501	\$4,347,687	55.5	3
Other General Merchandise Stores	4529	\$10,812,640	\$163,830	\$10,648,810	97.0	1
Miscellaneous Store Retailers	453	\$3,017,678	\$4,520,592	-\$1,502,914	-19.9	36
Florists	4531	\$150,548	\$403,256	-\$252,708	-45.6	3
Office Supplies, Stationery & Gift Stores	4532	\$934,629	\$388,138	\$546,491	41.3	11
Used Merchandise Stores	4533	\$213,031	\$596,093	-\$383,062	-47.3	7
Other Miscellaneous Store Retailers	4539	\$1,719,470	\$3,133,105	-\$1,413,635	-29.1	14
Nonstore Retailers	454	\$8,076,536	\$1,241,346	\$6,835,190	73.4	6
Electronic Shopping & Mail-Order Houses	4541	\$6,584,930	\$634,601	\$5,950,329	82.4	1
Vending Machine Operators	4542	\$330,082	\$321,498	\$8,584	1.3	1
Direct Selling Establishments	4543	\$1,161,525	\$285,247	\$876,278	60.6	4
Food Services & Drinking Places	722	\$10,594,116	\$8,950,105	\$1,644,011	8.4	15
Full-Service Restaurants	7221	\$5,051,438	\$3,623,093	\$1,428,345	16.5	6
Limited-Service Eating Places	7222	\$4,449,071	\$4,554,521	-\$105,450	-1.2	5
Special Food Services	7223	\$402,151	\$94,484	\$307,667	62.0	0
Drinking Places - Alcoholic Beverages	7224	\$691,456	\$678,007	\$13,449	1.0	4

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

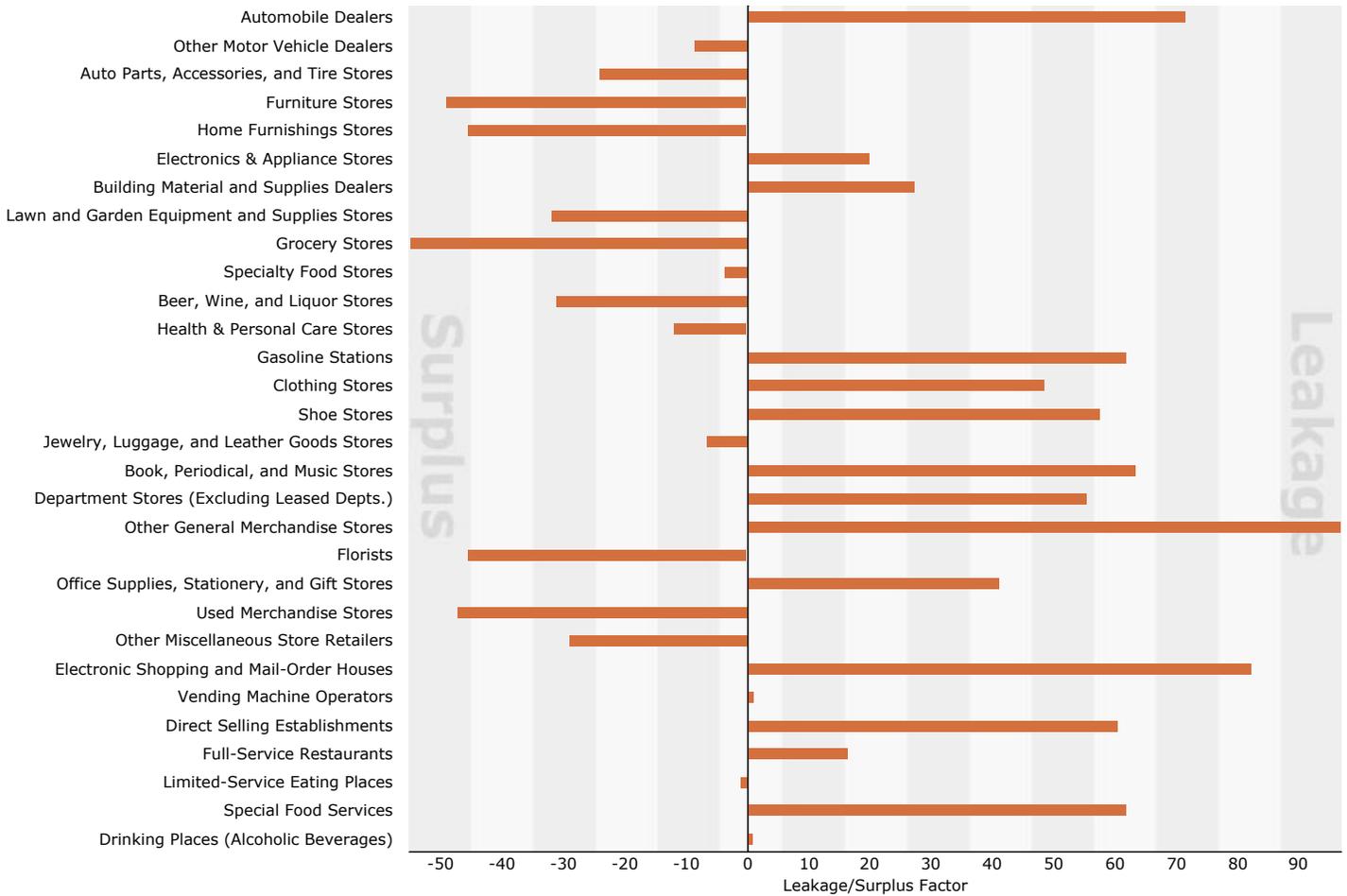
**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 05, 2014

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Edgewater FL 5-10-15 Minute Drivetime  
Retail Market Analysis  
Drive Time: 10 minutes

Prepared by Decision Data Resources  
Latitude: 28.972892  
Longitude: -80.895872

## Summary Demographics

2013 Population	33,903
2013 Households	15,075
2013 Median Disposable Income	\$34,638
2013 Per Capita Income	\$22,521

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	\$300,918,861	\$278,380,588	\$22,538,273	3.9	379
Total Retail Trade	44-45	\$273,600,543	\$248,861,694	\$24,738,849	4.7	337
Total Food & Drink	722	\$27,318,318	\$29,518,893	-\$2,200,576	-3.9	42

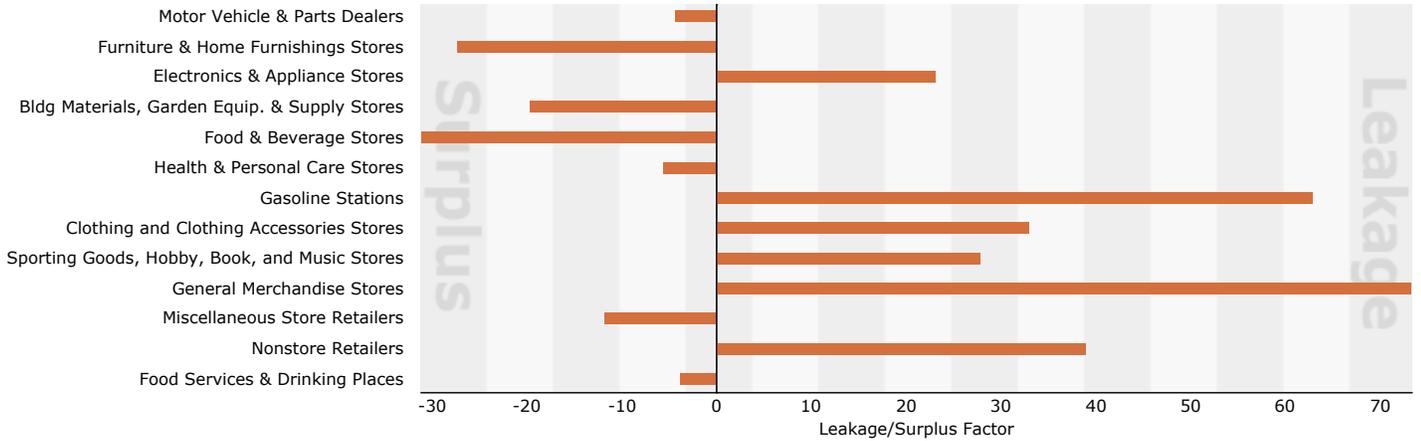
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,631,302	\$57,557,973	-\$4,926,671	-4.5	40
Automobile Dealers	4411	\$44,252,891	\$39,528,600	\$4,724,291	5.6	10
Other Motor Vehicle Dealers	4412	\$3,742,252	\$10,831,496	-\$7,089,244	-48.6	17
Auto Parts, Accessories & Tire Stores	4413	\$4,636,159	\$7,197,877	-\$2,561,718	-21.6	13
Furniture & Home Furnishings Stores	442	\$6,345,478	\$11,165,359	-\$4,819,881	-27.5	29
Furniture Stores	4421	\$3,323,894	\$6,113,965	-\$2,790,071	-29.6	7
Home Furnishings Stores	4422	\$3,021,584	\$5,051,394	-\$2,029,810	-25.1	22
Electronics & Appliance Stores	4431	\$7,294,576	\$4,536,846	\$2,757,730	23.3	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,732,959	\$14,534,494	-\$4,801,535	-19.8	32
Bldg Material & Supplies Dealers	4441	\$8,166,184	\$11,716,627	-\$3,550,443	-17.9	24
Lawn & Garden Equip & Supply Stores	4442	\$1,566,775	\$2,817,867	-\$1,251,092	-28.5	8
Food & Beverage Stores	445	\$46,992,892	\$89,586,328	-\$42,593,436	-31.2	33
Grocery Stores	4451	\$43,961,455	\$86,100,527	-\$42,139,072	-32.4	19
Specialty Food Stores	4452	\$1,203,529	\$1,076,384	\$127,145	5.6	10
Beer, Wine & Liquor Stores	4453	\$1,827,908	\$2,409,417	-\$581,509	-13.7	3
Health & Personal Care Stores	446,4461	\$24,091,547	\$26,969,004	-\$2,877,457	-5.6	17
Gasoline Stations	447,4471	\$31,776,360	\$7,178,909	\$24,597,451	63.1	7
Clothing & Clothing Accessories Stores	448	\$16,863,506	\$8,470,243	\$8,393,263	33.1	27
Clothing Stores	4481	\$12,721,859	\$5,374,300	\$7,347,560	40.6	13
Shoe Stores	4482	\$2,145,977	\$771,300	\$1,374,677	47.1	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,995,670	\$2,324,643	-\$328,974	-7.6	12
Sporting Goods, Hobby, Book & Music Stores	451	\$5,772,880	\$3,256,365	\$2,516,515	27.9	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,000,385	\$2,406,046	\$1,594,339	24.9	21
Book, Periodical & Music Stores	4512	\$1,772,495	\$850,319	\$922,176	35.2	3
General Merchandise Stores	452	\$43,624,270	\$6,692,160	\$36,932,109	73.4	7
Department Stores Excluding Leased Depts.	4521	\$15,703,425	\$5,972,898	\$9,730,527	44.9	5
Other General Merchandise Stores	4529	\$27,920,845	\$719,262	\$27,201,583	95.0	2
Miscellaneous Store Retailers	453	\$7,758,309	\$9,839,990	-\$2,081,681	-11.8	89
Florists	4531	\$381,123	\$956,982	-\$575,859	-43.0	8
Office Supplies, Stationery & Gift Stores	4532	\$2,403,448	\$1,422,054	\$981,394	25.7	27
Used Merchandise Stores	4533	\$550,415	\$1,631,277	-\$1,080,862	-49.5	18
Other Miscellaneous Store Retailers	4539	\$4,423,323	\$5,829,677	-\$1,406,354	-13.7	37
Nonstore Retailers	454	\$20,716,466	\$9,074,023	\$11,642,442	39.1	16
Electronic Shopping & Mail-Order Houses	4541	\$16,883,395	\$6,871,619	\$10,011,776	42.1	2
Vending Machine Operators	4542	\$851,981	\$898,066	-\$46,086	-2.6	4
Direct Selling Establishments	4543	\$2,981,090	\$1,304,338	\$1,676,752	39.1	10
Food Services & Drinking Places	722	\$27,318,318	\$29,518,893	-\$2,200,576	-3.9	42
Full-Service Restaurants	7221	\$13,027,663	\$15,835,270	-\$2,807,607	-9.7	17
Limited-Service Eating Places	7222	\$11,469,990	\$10,493,905	\$976,085	4.4	13
Special Food Services	7223	\$1,045,166	\$1,134,755	-\$89,589	-4.1	3
Drinking Places - Alcoholic Beverages	7224	\$1,775,498	\$2,054,963	-\$279,465	-7.3	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

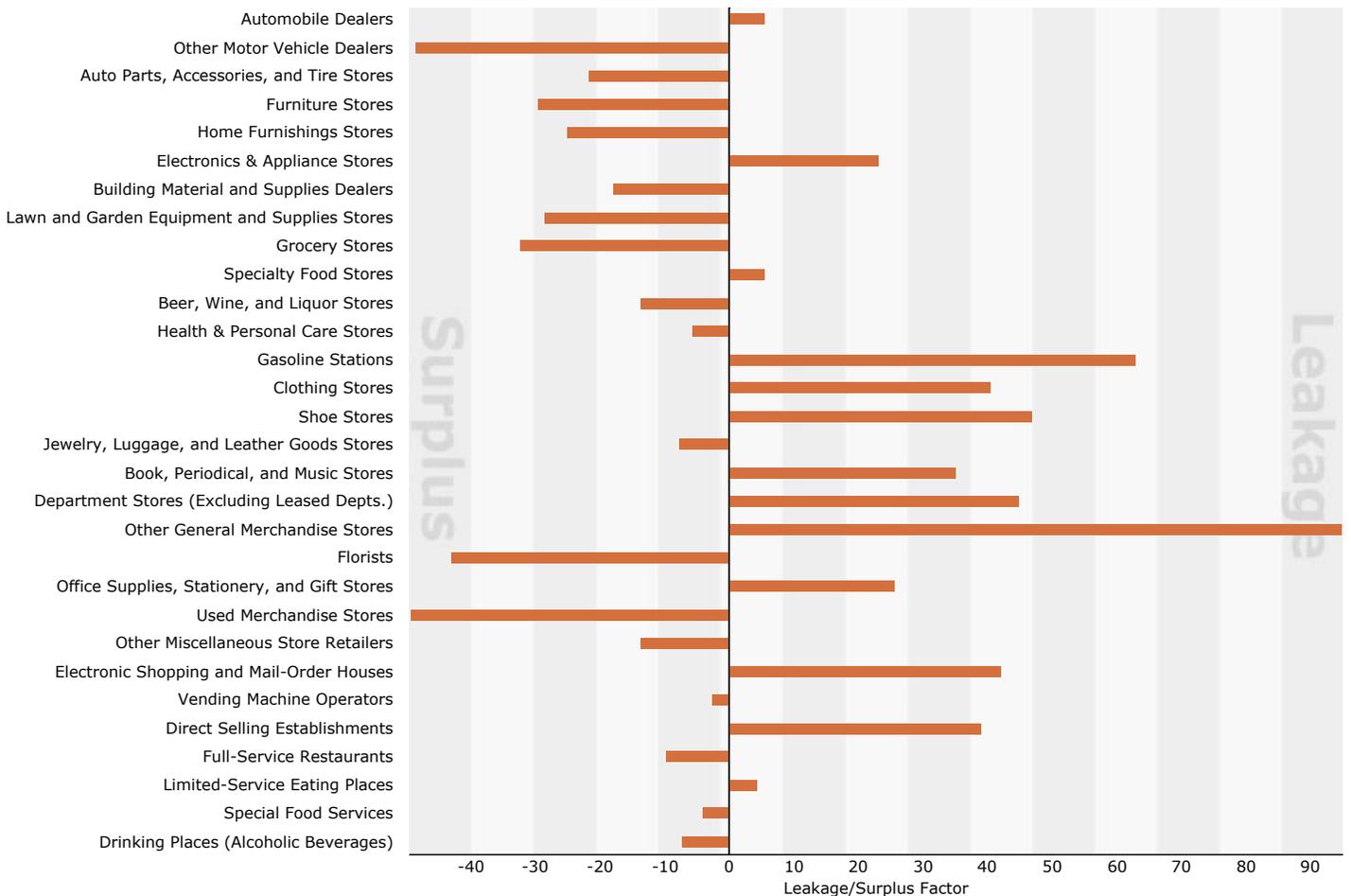
**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 05, 2014

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Edgewater FL 5-10-15 Minute Drivetime  
Retail Market Analysis  
Drive Time: 15 minutes

Prepared by Decision Data Resources  
Latitude: 28.972892  
Longitude: -80.895872

## Summary Demographics

2013 Population	51,506
2013 Households	23,480
2013 Median Disposable Income	\$35,778
2013 Per Capita Income	\$24,945

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	\$499,495,436	\$467,751,624	\$31,743,811	3.3	583
Total Retail Trade	44-45	\$454,193,493	\$407,524,447	\$46,669,046	5.4	509
Total Food & Drink	722	\$45,301,943	\$60,227,177	-\$14,925,235	-14.1	74

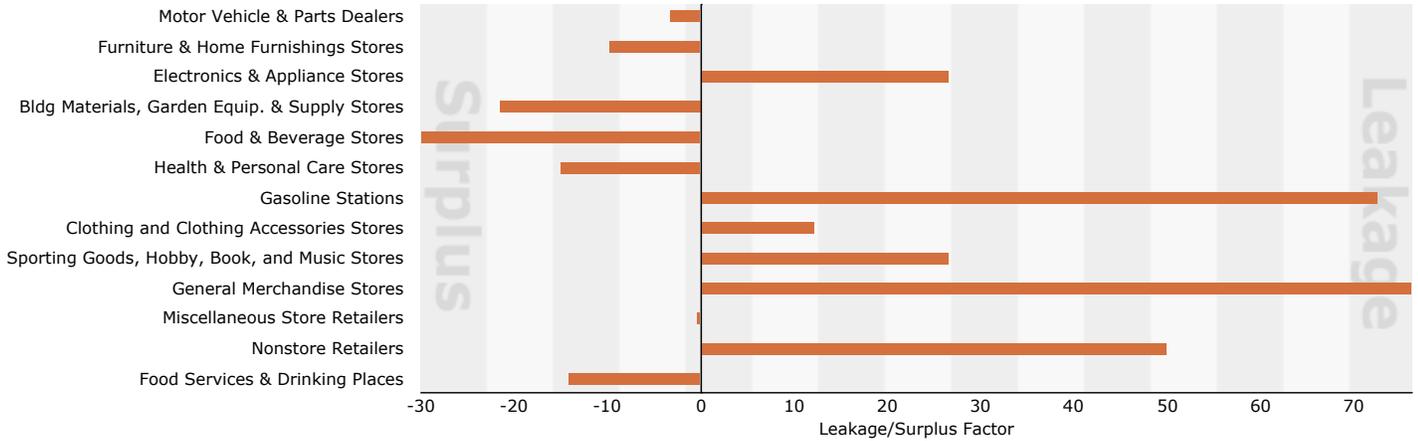
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$87,152,907	\$92,894,638	-\$5,741,731	-3.2	52
Automobile Dealers	4411	\$73,173,305	\$66,671,625	\$6,501,680	4.6	13
Other Motor Vehicle Dealers	4412	\$6,274,168	\$18,874,967	-\$12,600,799	-50.1	25
Auto Parts, Accessories & Tire Stores	4413	\$7,705,435	\$7,348,046	\$357,389	2.4	14
Furniture & Home Furnishings Stores	442	\$10,499,953	\$12,769,835	-\$2,269,882	-9.8	42
Furniture Stores	4421	\$5,482,721	\$6,726,688	-\$1,243,967	-10.2	9
Home Furnishings Stores	4422	\$5,017,232	\$6,043,147	-\$1,025,915	-9.3	33
Electronics & Appliance Stores	4431	\$12,118,586	\$7,013,751	\$5,104,835	26.7	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,600,664	\$25,672,684	-\$9,072,020	-21.5	45
Bldg Material & Supplies Dealers	4441	\$13,970,712	\$22,083,082	-\$8,112,370	-22.5	34
Lawn & Garden Equip & Supply Stores	4442	\$2,629,953	\$3,589,603	-\$959,650	-15.4	11
Food & Beverage Stores	445	\$77,853,223	\$144,679,330	-\$66,826,107	-30.0	51
Grocery Stores	4451	\$72,808,044	\$139,199,044	-\$66,391,000	-31.3	30
Specialty Food Stores	4452	\$1,987,158	\$1,733,225	\$253,933	6.8	15
Beer, Wine & Liquor Stores	4453	\$3,058,021	\$3,747,061	-\$689,040	-10.1	6
Health & Personal Care Stores	446,4461	\$40,502,712	\$54,793,921	-\$14,291,210	-15.0	27
Gasoline Stations	447,4471	\$52,492,895	\$8,285,398	\$44,207,498	72.7	9
Clothing & Clothing Accessories Stores	448	\$27,781,884	\$21,659,094	\$6,122,790	12.4	53
Clothing Stores	4481	\$20,893,692	\$17,220,676	\$3,673,015	9.6	34
Shoe Stores	4482	\$3,521,464	\$1,074,128	\$2,447,336	53.3	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,366,729	\$3,364,290	\$2,438	0.0	16
Sporting Goods, Hobby, Book & Music Stores	451	\$9,441,710	\$5,462,787	\$3,978,922	26.7	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,561,308	\$3,901,420	\$2,659,888	25.4	35
Book, Periodical & Music Stores	4512	\$2,880,402	\$1,561,368	\$1,319,034	29.7	6
General Merchandise Stores	452	\$72,150,628	\$9,677,983	\$62,472,644	76.3	9
Department Stores Excluding Leased Depts.	4521	\$25,967,352	\$8,470,923	\$17,496,429	50.8	6
Other General Merchandise Stores	4529	\$46,183,276	\$1,207,060	\$44,976,216	94.9	3
Miscellaneous Store Retailers	453	\$12,981,375	\$13,081,181	-\$99,805	-0.4	131
Florists	4531	\$642,034	\$1,288,788	-\$646,753	-33.5	10
Office Supplies, Stationery & Gift Stores	4532	\$4,003,842	\$2,064,872	\$1,938,970	32.0	39
Used Merchandise Stores	4533	\$913,747	\$1,910,069	-\$996,322	-35.3	21
Other Miscellaneous Store Retailers	4539	\$7,421,752	\$7,817,452	-\$395,700	-2.6	61
Nonstore Retailers	454	\$34,616,955	\$11,533,844	\$23,083,110	50.0	25
Electronic Shopping & Mail-Order Houses	4541	\$28,309,585	\$7,837,828	\$20,471,757	56.6	3
Vending Machine Operators	4542	\$1,410,637	\$1,448,536	-\$37,899	-1.3	7
Direct Selling Establishments	4543	\$4,896,733	\$2,247,480	\$2,649,252	37.1	16
Food Services & Drinking Places	722	\$45,301,943	\$60,227,177	-\$14,925,235	-14.1	74
Full-Service Restaurants	7221	\$21,616,043	\$36,880,692	-\$15,264,649	-26.1	32
Limited-Service Eating Places	7222	\$19,053,088	\$15,832,718	\$3,220,370	9.2	21
Special Food Services	7223	\$1,681,257	\$1,754,397	-\$73,139	-2.1	4
Drinking Places - Alcoholic Beverages	7224	\$2,951,554	\$5,759,371	-\$2,807,817	-32.2	17

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 05, 2014

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

