



**Publix Area**

Site Type: Custom Polygon

**Summary Demographics**

2009 Population	4,223
2009 Households	1,495
2009 Median Disposable Income	\$71,191
2009 Per Capita Income	\$40,390

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$61,645,375	\$29,013,451	\$32,631,924	36.0	13
Total Retail Trade (NAICS 44-45)	\$52,310,763	\$27,266,310	\$25,044,453	31.5	11
Total Food & Drink (NAICS 722)	\$9,334,612	\$1,747,141	\$7,587,471	68.5	2

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$13,302,078	\$44,379	\$13,257,699	99.3	1
Automobile Dealers (NAICS 4411)	\$11,447,144	\$44,379	\$11,402,765	99.2	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,051,304	\$0	\$1,051,304	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$803,630	\$0	\$803,630	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$1,722,628	\$262,361	\$1,460,267	73.6	2
Furniture Stores (NAICS 4421)	\$1,260,094	\$0	\$1,260,094	100.0	0
Home Furnishings Stores (NAICS 4422)	\$462,534	\$262,361	\$200,173	27.6	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$855,032	\$0	\$855,032	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,403,358	\$357,832	\$2,045,526	74.1	1
Building Material and Supplies Dealers (NAICS 4441)	\$2,316,266	\$357,832	\$1,958,434	73.2	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$87,092	\$0	\$87,092	100.0	0
Food & Beverage Stores (NAICS 445)	\$10,796,188	\$1,770,814	\$9,025,374	71.8	3
Grocery Stores (NAICS 4451)	\$10,466,880	\$1,431,040	\$9,035,840	75.9	2
Specialty Food Stores (NAICS 4452)	\$62,879	\$339,774	-\$276,895	-68.8	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$266,429	\$0	\$266,429	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,237,196	\$0	\$1,237,196	100.0	0
Gasoline Stations (NAICS 447/4471)	\$8,186,735	\$2,933,041	\$5,253,694	47.2	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,595,362	\$169,812	\$1,425,550	80.8	1
Clothing Stores (NAICS 4481)	\$1,011,420	\$169,812	\$841,608	71.2	1
Shoe Stores (NAICS 4482)	\$265,070	\$0	\$265,070	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$318,872	\$0	\$318,872	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$900,900	\$69,672	\$831,228	85.6	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$237,502	\$69,672	\$167,830	54.6	1
Book, Periodical, and Music Stores (NAICS 4512)	\$663,398	\$0	\$663,398	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.

Source: ESRI and infoUSA®

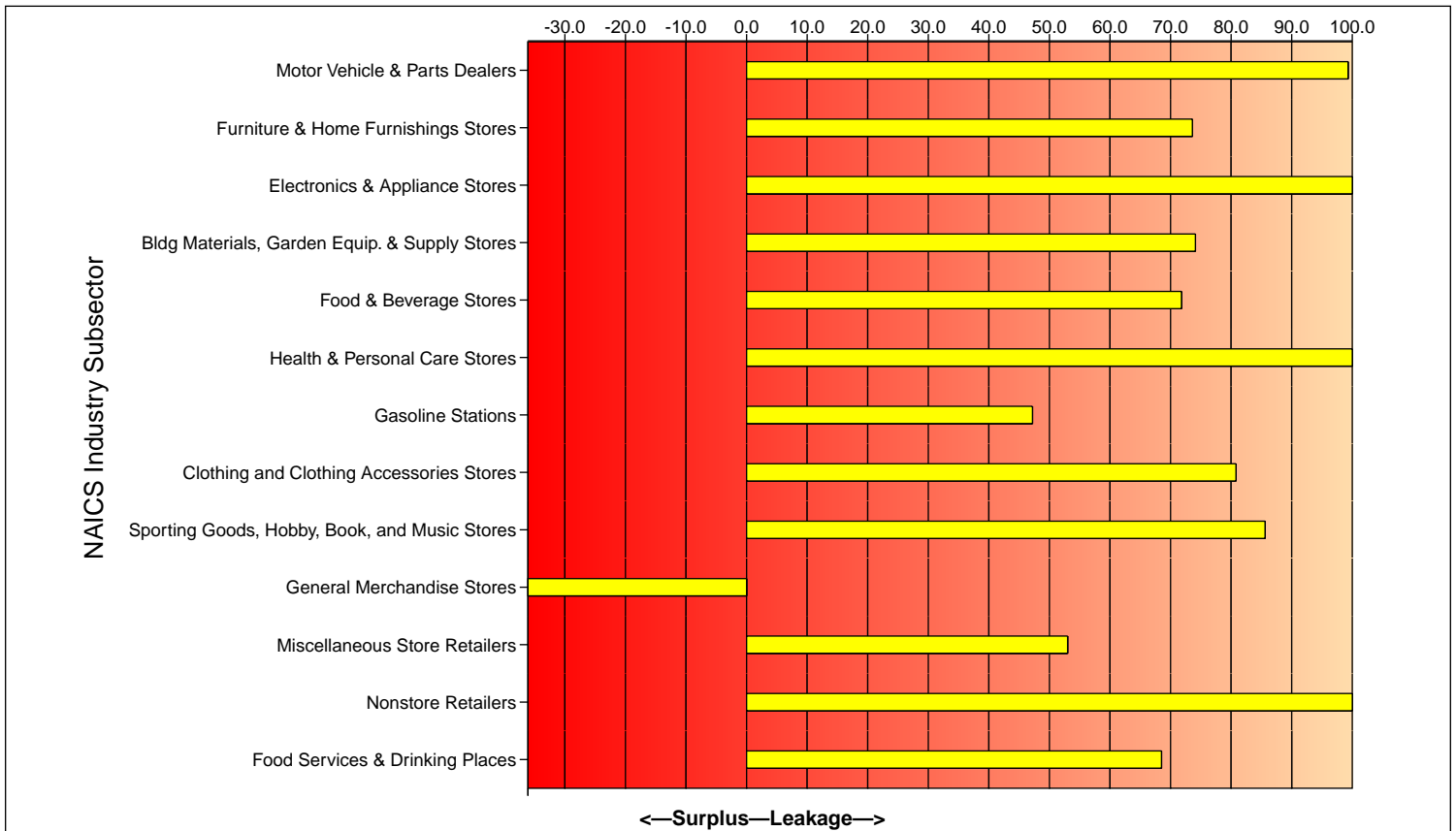


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$10,013,987	\$21,340,394	\$-11,326,407	-36.1	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,253,286	\$20,855,538	\$-11,602,252	-38.5	2
Other General Merchandise Stores (NAICS 4529)	\$760,701	\$484,856	\$275,845	22.1	1
Miscellaneous Store Retailers (NAICS 453)	\$1,035,550	\$318,005	\$717,545	53.0	1
Florists (NAICS 4531)	\$124,950	\$306,128	\$-181,178	-42.0	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$514,432	\$0	\$514,432	100.0	0
Used Merchandise Stores (NAICS 4533)	\$154,565	\$3,918	\$150,647	95.1	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$241,603	\$7,959	\$233,644	93.6	1
Nonstore Retailers (NAICS 454)	\$261,749	\$0	\$261,749	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$7,457	\$0	\$7,457	100.0	0
Direct Selling Establishments (NAICS 4543)	\$254,292	\$0	\$254,292	100.0	0
Food Services & Drinking Places (NAICS 722)	\$9,334,612	\$1,747,141	\$7,587,471	68.5	2
Full-Service Restaurants (NAICS 7221)	\$3,096,428	\$24,011	\$3,072,417	98.5	1
Limited-Service Eating Places (NAICS 7222)	\$5,531,755	\$1,477,345	\$4,054,410	57.8	1
Special Food Services (NAICS 7223)	\$342,769	\$245,785	\$96,984	16.5	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$363,660	\$0	\$363,660	100.0	0

Leakage/Surplus Factor by Industry Subsector



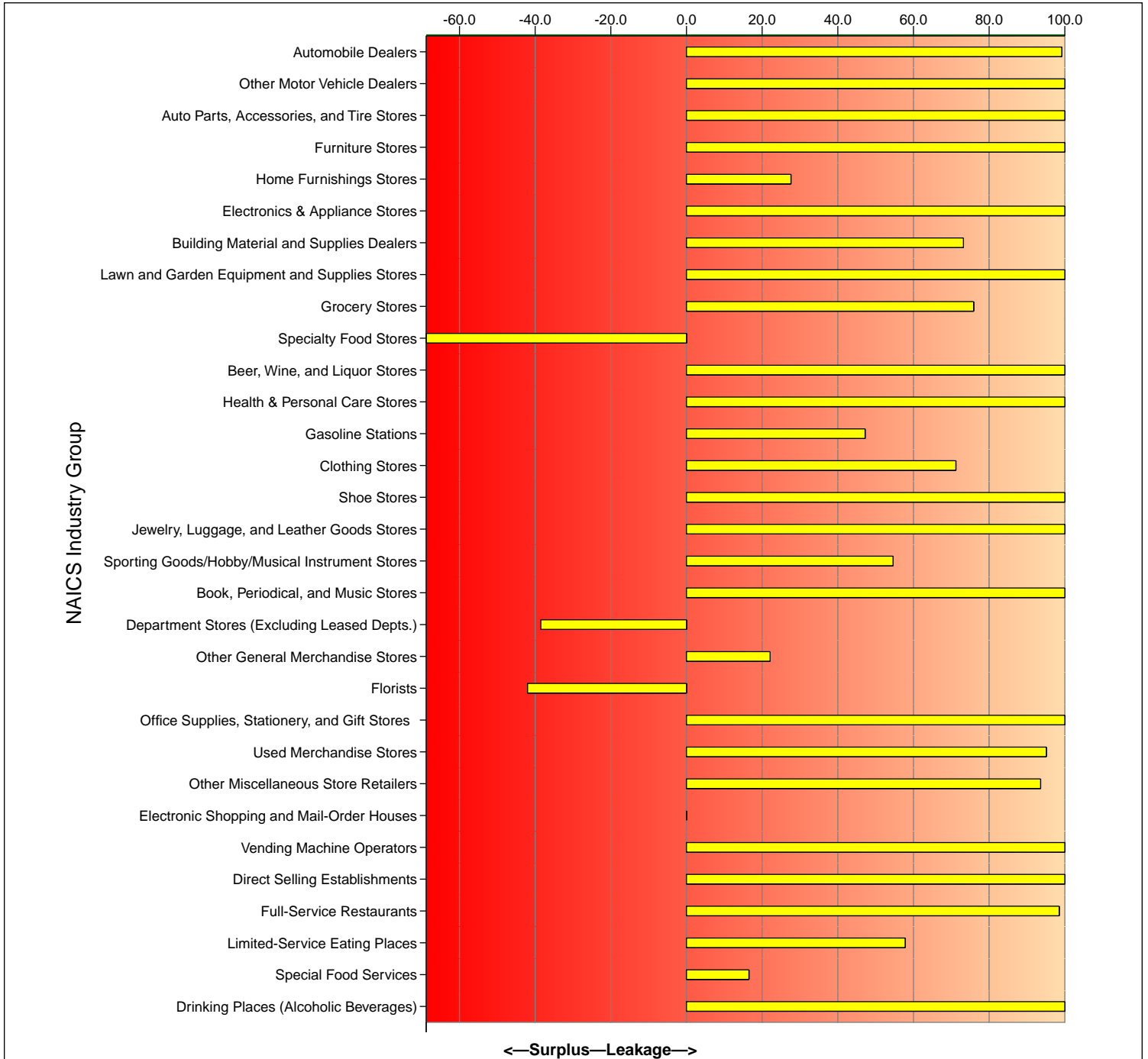
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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®