



Retail MarketPlace Profile

VDF
Area: 5.56 square miles

Prepared by Esri

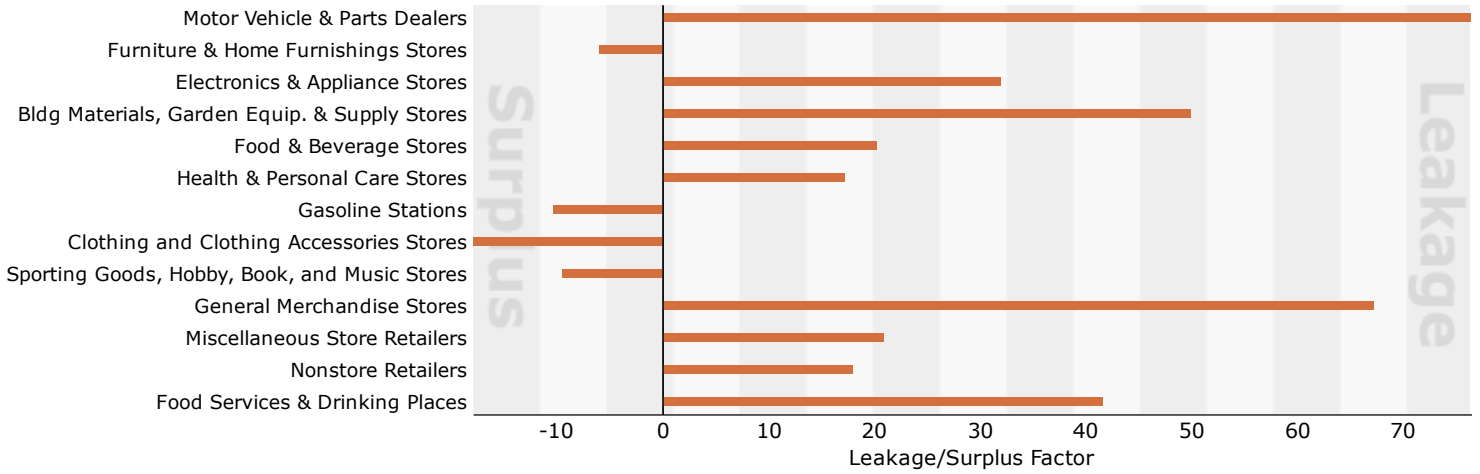
Summary Demographics						
2018 Population						18,966
2018 Households						7,021
2018 Median Disposable Income						\$104,571
2018 Per Capita Income						\$72,937
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$594,111,554	\$332,246,856	\$261,864,698	28.3	166
Total Retail Trade	44-45	\$532,612,170	\$306,918,503	\$225,693,667	26.9	133
Total Food & Drink	722	\$61,499,384	\$25,328,353	\$36,171,031	41.7	33
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$109,893,540	\$14,616,652	\$95,276,888	76.5	6
Automobile Dealers	4411	\$90,589,502	\$10,659,423	\$79,930,079	78.9	1
Other Motor Vehicle Dealers	4412	\$9,216,183	\$0	\$9,216,183	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$10,087,855	\$3,729,013	\$6,358,842	46.0	4
Furniture & Home Furnishings Stores	442	\$18,634,094	\$21,012,742	-\$2,378,648	-6.0	15
Furniture Stores	4421	\$10,574,699	\$14,748,316	-\$4,173,617	-16.5	6
Home Furnishings Stores	4422	\$8,059,395	\$6,264,426	\$1,794,969	12.5	9
Electronics & Appliance Stores	443	\$21,244,917	\$10,916,154	\$10,328,763	32.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,617,911	\$13,532,877	\$27,085,034	50.0	8
Bldg Material & Supplies Dealers	4441	\$36,724,604	\$13,478,217	\$23,246,387	46.3	8
Lawn & Garden Equip & Supply Stores	4442	\$3,893,307	\$0	\$3,893,307	100.0	0
Food & Beverage Stores	445	\$84,754,163	\$56,135,572	\$28,618,591	20.3	10
Grocery Stores	4451	\$73,816,151	\$49,808,757	\$24,007,394	19.4	3
Specialty Food Stores	4452	\$4,315,337	\$5,852,493	-\$1,537,156	-15.1	6
Beer, Wine & Liquor Stores	4453	\$6,622,675	\$474,321	\$6,148,354	86.6	1
Health & Personal Care Stores	446,4461	\$34,552,556	\$24,362,388	\$10,190,168	17.3	7
Gasoline Stations	447,4471	\$51,419,456	\$63,401,320	-\$11,981,864	-10.4	10
Clothing & Clothing Accessories Stores	448	\$30,906,954	\$44,407,745	-\$13,500,791	-17.9	30
Clothing Stores	4481	\$20,407,818	\$37,281,677	-\$16,873,859	-29.2	23
Shoe Stores	4482	\$4,260,423	\$3,332,718	\$927,705	12.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$6,238,713	\$3,793,349	\$2,445,364	24.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$14,519,657	\$17,553,029	-\$3,033,372	-9.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,051,062	\$10,560,763	\$1,490,299	6.6	9
Book, Periodical & Music Stores	4512	\$2,468,595	\$6,992,266	-\$4,523,671	-47.8	3
General Merchandise Stores	452	\$91,788,890	\$17,951,844	\$73,837,046	67.3	3
Department Stores Excluding Leased Depts.	4521	\$66,503,302	\$17,078,310	\$49,424,992	59.1	1
Other General Merchandise Stores	4529	\$25,285,588	\$873,534	\$24,412,054	93.3	3
Miscellaneous Store Retailers	453	\$19,061,930	\$12,445,388	\$6,616,542	21.0	17
Florists	4531	\$1,724,638	\$1,318,644	\$405,994	13.3	2
Office Supplies, Stationery & Gift Stores	4532	\$3,529,023	\$1,612,978	\$1,916,045	37.3	6
Used Merchandise Stores	4533	\$1,903,511	\$0	\$1,903,511	100.0	0
Other Miscellaneous Store Retailers	4539	\$11,904,758	\$9,513,767	\$2,390,991	11.2	10
Nonstore Retailers	454	\$15,218,104	\$10,582,791	\$4,635,313	18.0	6
Electronic Shopping & Mail-Order Houses	4541	\$11,896,236	\$8,336,596	\$3,559,640	17.6	3
Vending Machine Operators	4542	\$393,290	\$739,289	-\$345,999	-30.5	1
Direct Selling Establishments	4543	\$2,928,578	\$1,506,905	\$1,421,673	32.1	2
Food Services & Drinking Places	722	\$61,499,384	\$25,328,353	\$36,171,031	41.7	33
Special Food Services	7223	\$1,492,953	\$536,380	\$956,573	47.1	1
Drinking Places - Alcoholic Beverages	7224	\$2,002,080	\$0	\$2,002,080	100.0	0
Restaurants/Other Eating Places	7225	\$58,004,350	\$24,605,469	\$33,398,881	40.4	31

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>

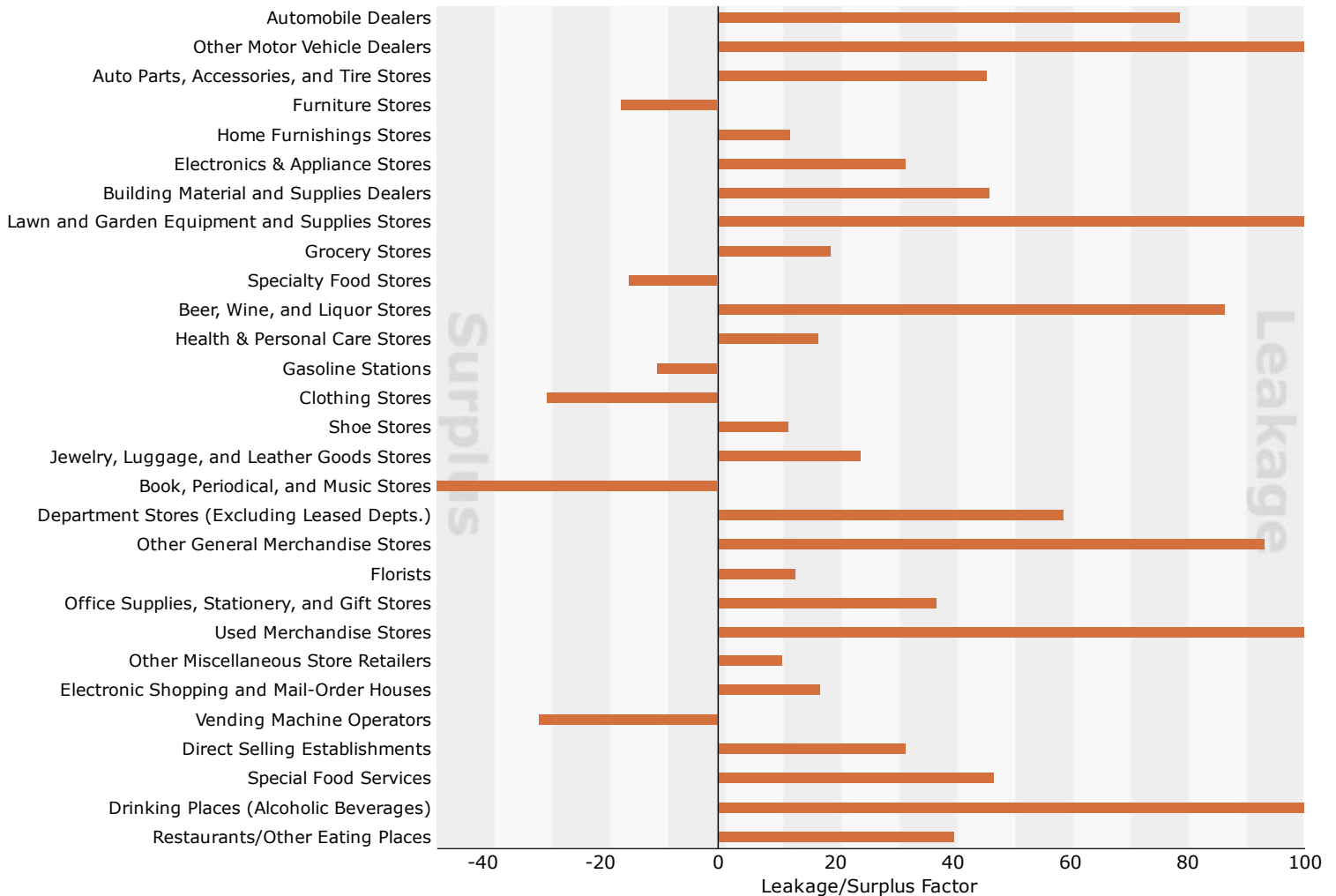
Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

June 06, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.