



# Retail MarketPlace Profile

Raulerson 2  
 2014 Rock Springs Rd N, Apopka, Florida, 32712  
 Ring: 1 mile radius

Latitude: 28.71406  
 Longitude: -81.50989

## Summary Demographics

2014 Population	5,136
2014 Households	1,737
2014 Median Disposable Income	\$40,238
2014 Per Capita Income	\$21,190

## 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	\$46,314,528	\$59,553,533	-\$13,239,005	-12.5	53
Total Retail Trade	44-45	\$41,676,007	\$55,187,009	-\$13,511,002	-13.9	47
Total Food & Drink	722	\$4,638,521	\$4,366,523	\$271,998	3.0	6

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,009,817	\$2,626,977	\$6,382,840	54.9	3
Automobile Dealers	4411	\$7,708,855	\$1,767,360	\$5,941,495	62.7	1
Other Motor Vehicle Dealers	4412	\$632,279	\$803,380	-\$171,101	-11.9	2
Auto Parts, Accessories & Tire Stores	4413	\$668,683	\$56,237	\$612,446	84.5	1
Furniture & Home Furnishings Stores	442	\$1,061,859	\$1,223,438	-\$161,579	-7.1	7
Furniture Stores	4421	\$545,156	\$141,534	\$403,622	58.8	1
Home Furnishings Stores	4422	\$516,703	\$1,081,904	-\$565,201	-35.4	7
Electronics & Appliance Stores	443	\$1,142,487	\$290,478	\$852,009	59.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,422,494	\$1,006,597	\$415,897	17.1	3
Bldg Material & Supplies Dealers	4441	\$1,200,459	\$69,869	\$1,130,590	89.0	1
Lawn & Garden Equip & Supply Stores	4442	\$222,035	\$936,727	-\$714,692	-61.7	2
Food & Beverage Stores	445	\$6,971,930	\$41,124,680	-\$34,152,750	-71.0	4
Grocery Stores	4451	\$6,447,781	\$41,118,343	-\$34,670,562	-72.9	4
Specialty Food Stores	4452	\$207,397	\$0	\$207,397	100.0	0
Beer, Wine & Liquor Stores	4453	\$316,753	\$0	\$316,753	100.0	0
Health & Personal Care Stores	446,4461	\$3,220,999	\$1,530,854	\$1,690,145	35.6	2
Gasoline Stations	447,4471	\$4,282,045	\$3,298,018	\$984,027	13.0	1
Clothing & Clothing Accessories Stores	448	\$2,779,813	\$836,296	\$1,943,517	53.7	4
Clothing Stores	4481	\$2,096,136	\$703,282	\$1,392,854	49.8	4
Shoe Stores	4482	\$338,793	\$0	\$338,793	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$344,884	\$133,014	\$211,870	44.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$887,570	\$775,875	\$111,695	6.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$598,230	\$773,739	-\$175,509	-12.8	2
Book, Periodical & Music Stores	4512	\$289,340	\$0	\$289,340	100.0	0
General Merchandise Stores	452	\$6,571,821	\$180,240	\$6,391,581	94.7	1
Department Stores Excluding Leased Depts.	4521	\$2,276,379	\$128,867	\$2,147,512	89.3	1
Other General Merchandise Stores	4529	\$4,295,442	\$0	\$4,295,442	100.0	0
Miscellaneous Store Retailers	453	\$1,133,216	\$1,131,954	\$1,262	0.1	14
Florists	4531	\$41,676	\$70,191	-\$28,515	-25.5	1
Office Supplies, Stationery & Gift Stores	4532	\$357,351	\$110,182	\$247,169	52.9	3
Used Merchandise Stores	4533	\$89,033	\$0	\$89,033	100.0	0
Other Miscellaneous Store Retailers	4539	\$645,155	\$951,582	-\$306,427	-19.2	10
Nonstore Retailers	454	\$3,191,957	\$1,161,602	\$2,030,355	46.6	3
Electronic Shopping & Mail-Order Houses	4541	\$2,833,475	\$0	\$2,833,475	100.0	0
Vending Machine Operators	4542	\$103,946	\$689,089	-\$585,143	-73.8	2
Direct Selling Establishments	4543	\$254,535	\$217,787	\$36,748	7.8	1
Food Services & Drinking Places	722	\$4,638,521	\$4,366,523	\$271,998	3.0	6
Full-Service Restaurants	7221	\$2,130,255	\$2,117,171	\$13,084	0.3	2
Limited-Service Eating Places	7222	\$2,000,329	\$2,150,334	-\$150,005	-3.6	3
Special Food Services	7223	\$158,499	\$81,171	\$77,328	32.3	1
Drinking Places - Alcoholic Beverages	7224	\$349,438	\$0	\$349,438	100.0	0

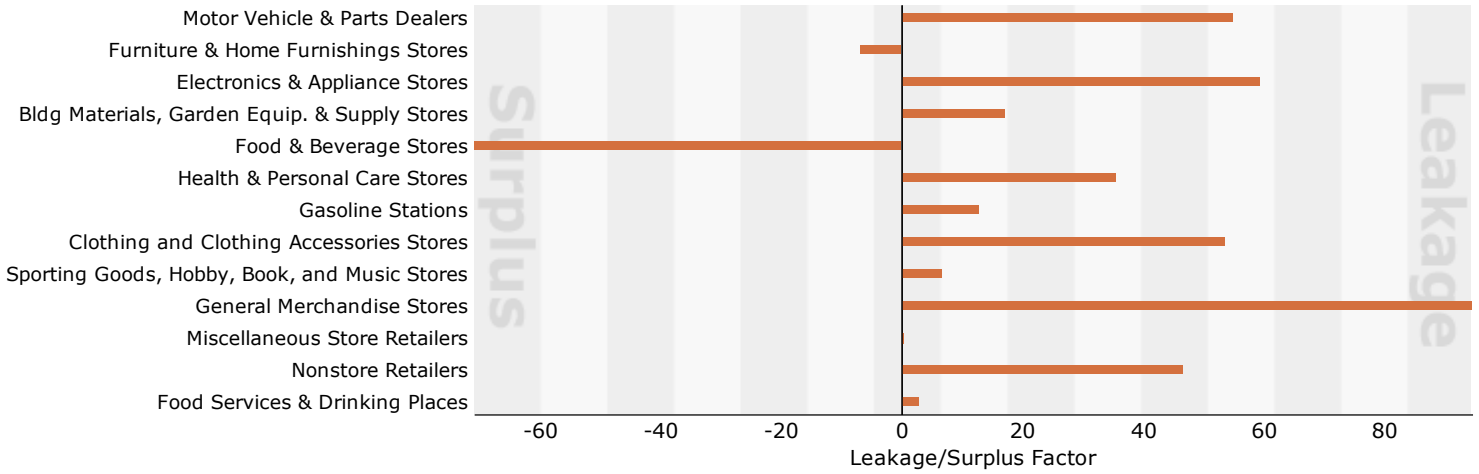
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. 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>.

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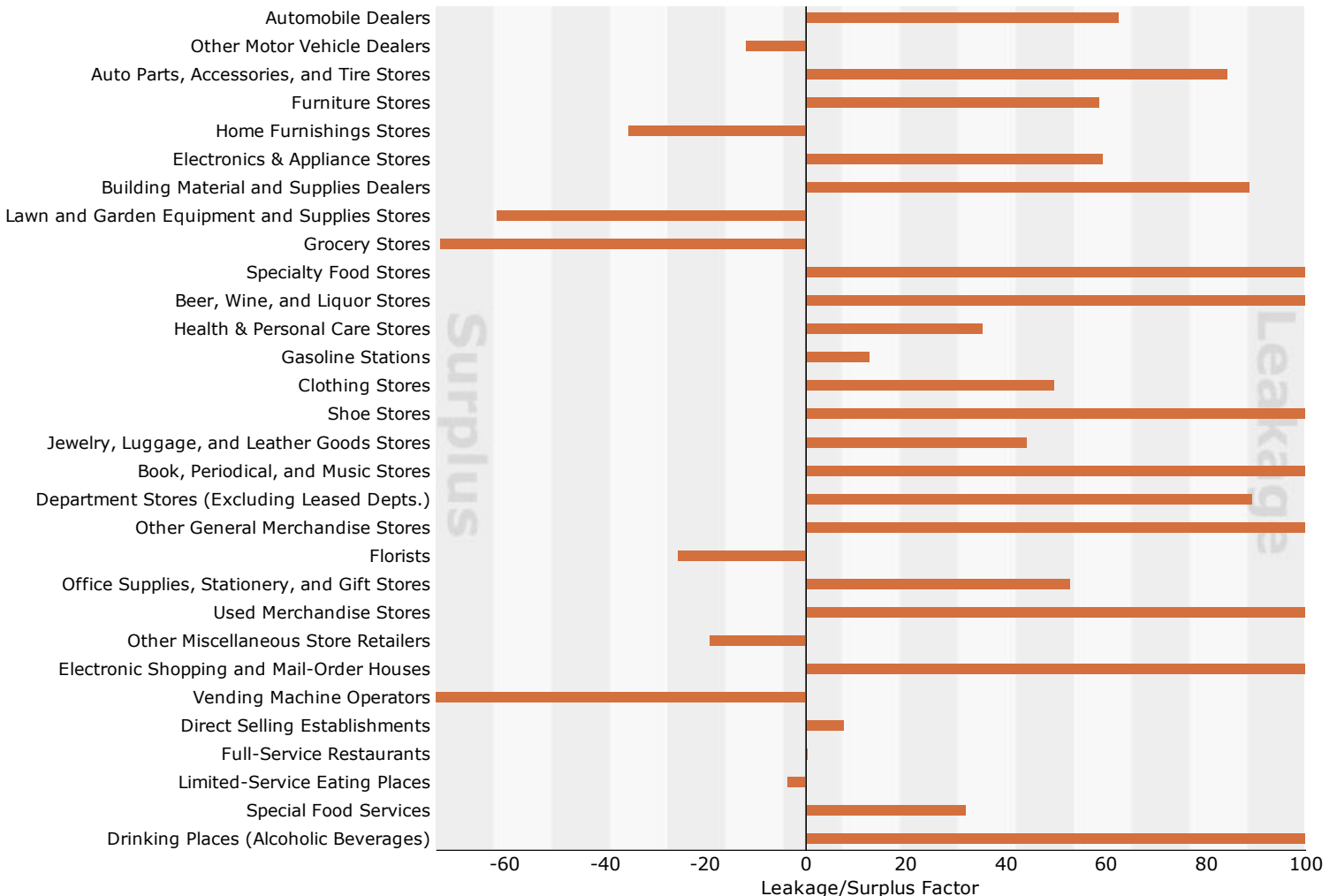
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Raulerson 2  
 2014 Rock Springs Rd N, Apopka, Florida, 32712  
 Ring: 3 mile radius

Latitude: 28.71406  
 Longitude: -81.50989

## Summary Demographics

2014 Population	42,439
2014 Households	14,847
2014 Median Disposable Income	\$50,340
2014 Per Capita Income	\$26,385

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	\$474,443,590	\$317,851,664	\$156,591,926	19.8	374
Total Retail Trade	44-45	\$427,095,338	\$279,318,811	\$147,776,527	20.9	332
Total Food & Drink	722	\$47,348,252	\$38,532,853	\$8,815,399	10.3	42

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$92,066,326	\$35,050,969	\$57,015,357	44.9	36
Automobile Dealers	4411	\$78,736,018	\$27,935,720	\$50,800,298	47.6	16
Other Motor Vehicle Dealers	4412	\$6,503,439	\$3,296,182	\$3,207,257	32.7	7
Auto Parts, Accessories & Tire Stores	4413	\$6,826,869	\$3,819,067	\$3,007,802	28.3	13
Furniture & Home Furnishings Stores	442	\$10,866,743	\$7,086,369	\$3,780,374	21.1	33
Furniture Stores	4421	\$5,531,463	\$1,021,100	\$4,510,363	68.8	3
Home Furnishings Stores	4422	\$5,335,280	\$6,065,270	-\$729,990	-6.4	30
Electronics & Appliance Stores	443	\$11,630,675	\$2,473,445	\$9,157,230	64.9	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,534,799	\$30,946,257	-\$16,411,458	-36.1	33
Bldg Material & Supplies Dealers	4441	\$12,170,616	\$21,398,413	-\$9,227,797	-27.5	17
Lawn & Garden Equip & Supply Stores	4442	\$2,364,183	\$9,547,844	-\$7,183,661	-60.3	17
Food & Beverage Stores	445	\$71,616,266	\$104,384,430	-\$32,768,164	-18.6	30
Grocery Stores	4451	\$66,260,840	\$102,632,121	-\$36,371,281	-21.5	23
Specialty Food Stores	4452	\$2,133,829	\$341,745	\$1,792,084	72.4	5
Beer, Wine & Liquor Stores	4453	\$3,221,596	\$1,410,563	\$1,811,033	39.1	2
Health & Personal Care Stores	446,4461	\$33,149,103	\$34,066,256	-\$917,153	-1.4	16
Gasoline Stations	447,4471	\$43,735,668	\$23,194,357	\$20,541,311	30.7	7
Clothing & Clothing Accessories Stores	448	\$28,377,558	\$6,589,067	\$21,788,491	62.3	29
Clothing Stores	4481	\$21,444,876	\$4,972,489	\$16,472,387	62.4	23
Shoe Stores	4482	\$3,466,123	\$0	\$3,466,123	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,466,559	\$1,616,578	\$1,849,981	36.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$9,074,608	\$4,750,108	\$4,324,500	31.3	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,132,124	\$4,242,448	\$1,889,676	18.2	17
Book, Periodical & Music Stores	4512	\$2,942,484	\$507,660	\$2,434,824	70.6	5
General Merchandise Stores	452	\$67,341,857	\$3,683,491	\$63,658,366	89.6	6
Department Stores Excluding Leased Depts.	4521	\$23,218,639	\$3,465,957	\$19,752,682	74.0	5
Other General Merchandise Stores	4529	\$44,123,218	\$217,534	\$43,905,684	99.0	1
Miscellaneous Store Retailers	453	\$11,630,731	\$11,264,098	\$366,633	1.6	80
Florists	4531	\$440,895	\$604,050	-\$163,155	-15.6	5
Office Supplies, Stationery & Gift Stores	4532	\$3,657,245	\$6,030,307	-\$2,373,062	-24.5	19
Used Merchandise Stores	4533	\$905,226	\$293,222	\$612,004	51.1	3
Other Miscellaneous Store Retailers	4539	\$6,627,366	\$4,336,520	\$2,290,846	20.9	52
Nonstore Retailers	454	\$33,071,003	\$15,829,964	\$17,241,039	35.3	22
Electronic Shopping & Mail-Order Houses	4541	\$29,040,576	\$12,771,632	\$16,268,944	38.9	5
Vending Machine Operators	4542	\$1,066,452	\$2,209,599	-\$1,143,147	-34.9	8
Direct Selling Establishments	4543	\$2,963,975	\$848,734	\$2,115,241	55.5	10
Food Services & Drinking Places	722	\$47,348,252	\$38,532,853	\$8,815,399	10.3	42
Full-Service Restaurants	7221	\$21,730,893	\$11,711,555	\$10,019,338	30.0	15
Limited-Service Eating Places	7222	\$20,385,336	\$25,587,317	-\$5,201,981	-11.3	20
Special Food Services	7223	\$1,648,965	\$826,370	\$822,595	33.2	4
Drinking Places - Alcoholic Beverages	7224	\$3,583,058	\$407,611	\$3,175,447	79.6	3

**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>.

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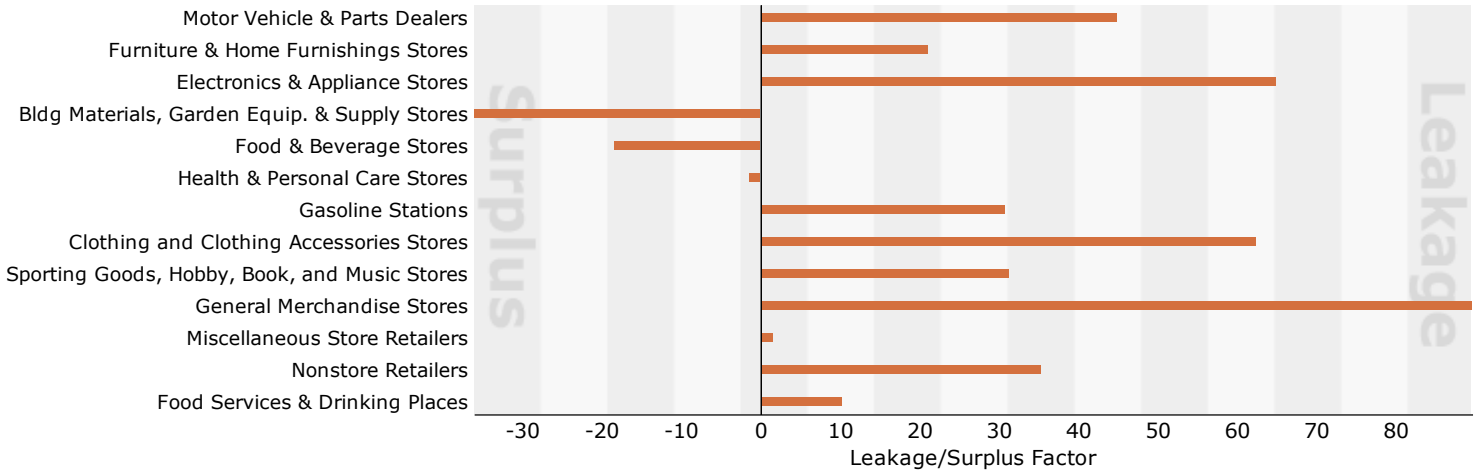


# Retail MarketPlace Profile

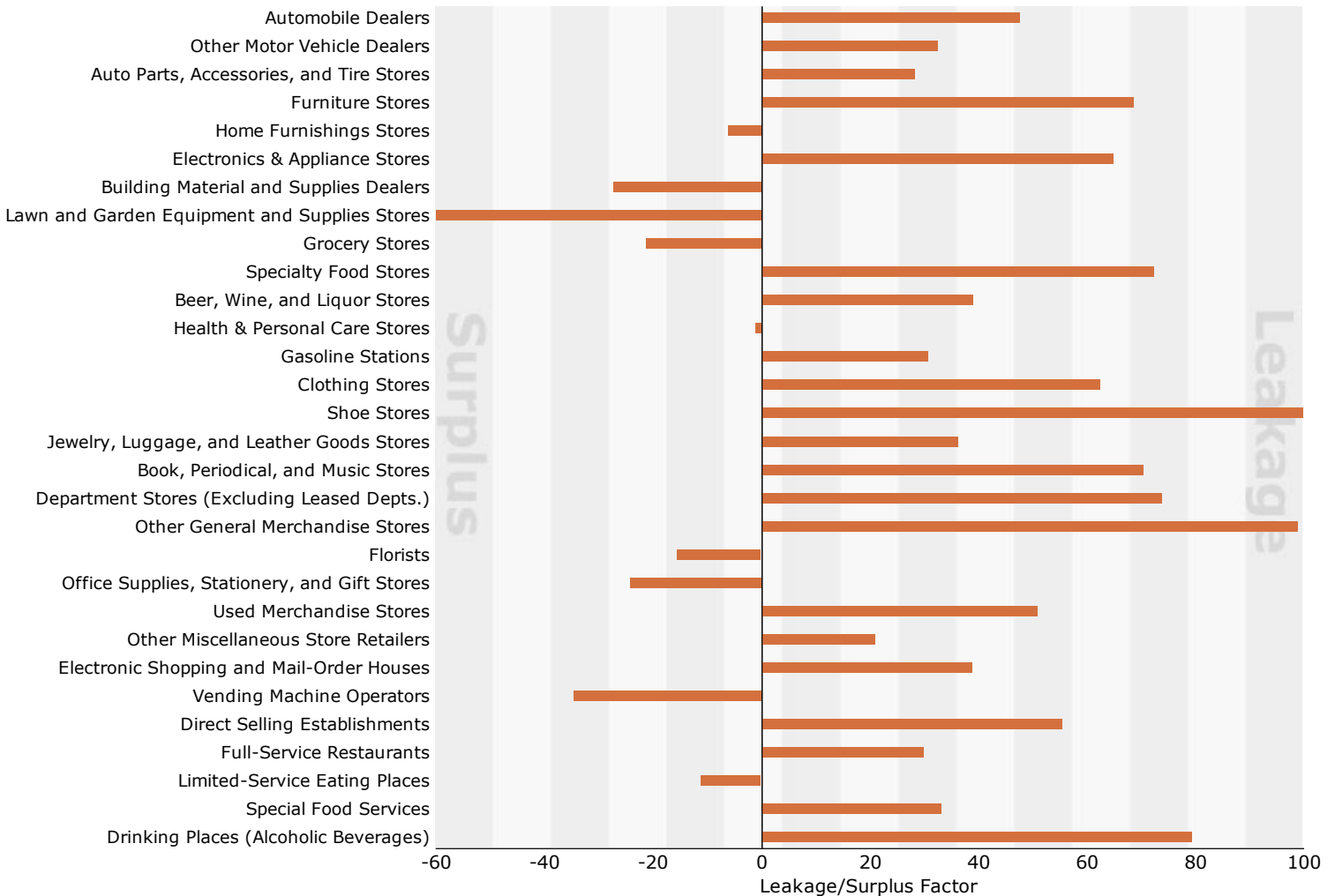
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Raulerson 2  
 2014 Rock Springs Rd N, Apopka, Florida, 32712  
 Ring: 10 mile radius

Latitude: 28.71406  
 Longitude: -81.50989

## Summary Demographics

2014 Population	356,148
2014 Households	133,250
2014 Median Disposable Income	\$43,886
2014 Per Capita Income	\$26,654

## 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	\$3,920,747,959	\$4,225,761,798	-\$305,013,839	-3.7	3,450
Total Retail Trade	44-45	\$3,522,545,494	\$3,839,222,950	-\$316,677,456	-4.3	3,066
Total Food & Drink	722	\$398,202,465	\$386,538,848	\$11,663,617	1.5	384

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$743,643,871	\$549,973,423	\$193,670,448	15.0	272
Automobile Dealers	4411	\$633,232,999	\$458,687,489	\$174,545,510	16.0	116
Other Motor Vehicle Dealers	4412	\$53,259,378	\$45,227,699	\$8,031,679	8.2	72
Auto Parts, Accessories & Tire Stores	4413	\$57,151,494	\$46,058,234	\$11,093,260	10.7	84
Furniture & Home Furnishings Stores	442	\$90,524,133	\$131,147,077	-\$40,622,944	-18.3	348
Furniture Stores	4421	\$45,535,554	\$76,735,266	-\$31,199,712	-25.5	84
Home Furnishings Stores	4422	\$44,988,579	\$54,411,811	-\$9,423,232	-9.5	264
Electronics & Appliance Stores	443	\$97,066,977	\$123,361,526	-\$26,294,549	-11.9	173
Bldg Materials, Garden Equip. & Supply Stores	444	\$121,482,370	\$150,977,307	-\$29,494,937	-10.8	217
Bldg Material & Supplies Dealers	4441	\$102,994,352	\$115,378,536	-\$12,384,184	-5.7	166
Lawn & Garden Equip & Supply Stores	4442	\$18,488,018	\$35,598,771	-\$17,110,753	-31.6	51
Food & Beverage Stores	445	\$596,669,811	\$1,009,402,515	-\$412,732,704	-25.7	358
Grocery Stores	4451	\$551,572,581	\$973,118,247	-\$421,545,666	-27.6	264
Specialty Food Stores	4452	\$17,789,102	\$20,913,909	-\$3,124,807	-8.1	73
Beer, Wine & Liquor Stores	4453	\$27,308,129	\$15,370,358	\$11,937,771	28.0	21
Health & Personal Care Stores	446,4461	\$271,474,935	\$316,705,449	-\$45,230,514	-7.7	203
Gasoline Stations	447,4471	\$355,697,036	\$542,269,556	-\$186,572,520	-20.8	73
Clothing & Clothing Accessories Stores	448	\$241,385,522	\$241,453,300	-\$67,778	0.0	366
Clothing Stores	4481	\$182,381,795	\$184,075,328	-\$1,693,533	-0.5	269
Shoe Stores	4482	\$29,605,963	\$17,661,555	\$11,944,408	25.3	25
Jewelry, Luggage & Leather Goods Stores	4483	\$29,397,765	\$39,716,417	-\$10,318,652	-14.9	72
Sporting Goods, Hobby, Book & Music Stores	451	\$75,887,869	\$86,613,534	-\$10,725,665	-6.6	215
Sporting Goods/Hobby/Musical Instr Stores	4511	\$50,949,709	\$68,460,825	-\$17,511,116	-14.7	160
Book, Periodical & Music Stores	4512	\$24,938,160	\$18,152,710	\$6,785,450	15.7	55
General Merchandise Stores	452	\$558,389,515	\$447,710,255	\$110,679,260	11.0	58
Department Stores Excluding Leased Depts.	4521	\$192,591,066	\$175,000,724	\$17,590,342	4.8	37
Other General Merchandise Stores	4529	\$365,798,448	\$272,709,531	\$93,088,917	14.6	21
Miscellaneous Store Retailers	453	\$95,107,007	\$127,256,834	-\$32,149,827	-14.5	605
Florists	4531	\$3,474,484	\$2,812,734	\$661,750	10.5	34
Office Supplies, Stationery & Gift Stores	4532	\$30,393,829	\$36,224,338	-\$5,830,509	-8.8	134
Used Merchandise Stores	4533	\$7,620,191	\$9,413,328	-\$1,793,137	-10.5	52
Other Miscellaneous Store Retailers	4539	\$53,618,503	\$78,806,435	-\$25,187,932	-19.0	385
Nonstore Retailers	454	\$275,216,447	\$112,352,174	\$162,864,273	42.0	177
Electronic Shopping & Mail-Order Houses	4541	\$239,788,429	\$70,613,580	\$169,174,849	54.5	30
Vending Machine Operators	4542	\$8,911,808	\$11,224,486	-\$2,312,678	-11.5	52
Direct Selling Establishments	4543	\$26,516,210	\$30,514,107	-\$3,997,897	-7.0	96
Food Services & Drinking Places	722	\$398,202,465	\$386,538,848	\$11,663,617	1.5	384
Full-Service Restaurants	7221	\$182,858,061	\$134,324,281	\$48,533,780	15.3	137
Limited-Service Eating Places	7222	\$171,018,103	\$216,434,166	-\$45,416,063	-11.7	168
Special Food Services	7223	\$13,544,842	\$19,659,250	-\$6,114,408	-18.4	27
Drinking Places - Alcoholic Beverages	7224	\$30,781,460	\$16,121,150	\$14,660,310	31.3	52

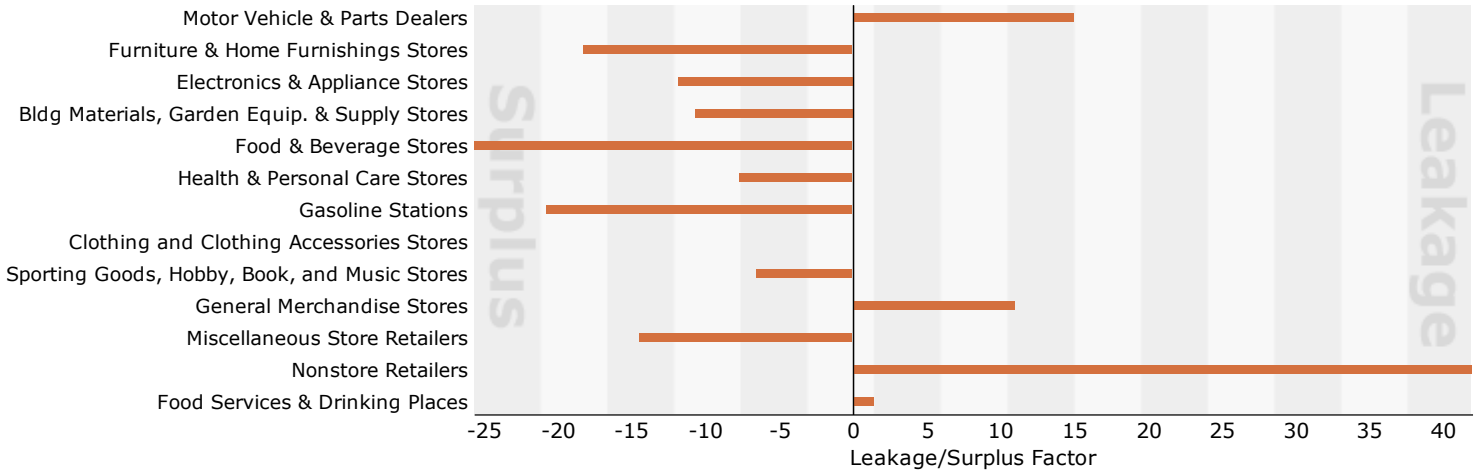
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

