



Retail MarketPlace Profile

Okaloosa County, FL
 Okaloosa County, FL (12091)
 Geography: County

Prepared by Esri

Summary Demographics

2015 Population	189,816
2015 Households	76,632
2015 Median Disposable Income	\$44,442
2015 Per Capita Income	\$28,432

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	\$2,888,927,104	\$3,553,889,251	-\$664,962,147	-10.3	2,155
Total Retail Trade	44-45	\$2,607,827,858	\$3,145,751,170	-\$537,923,312	-9.3	1,498
Total Food & Drink	722	\$281,099,246	\$408,138,081	-\$127,038,835	-18.4	657

Industry Group

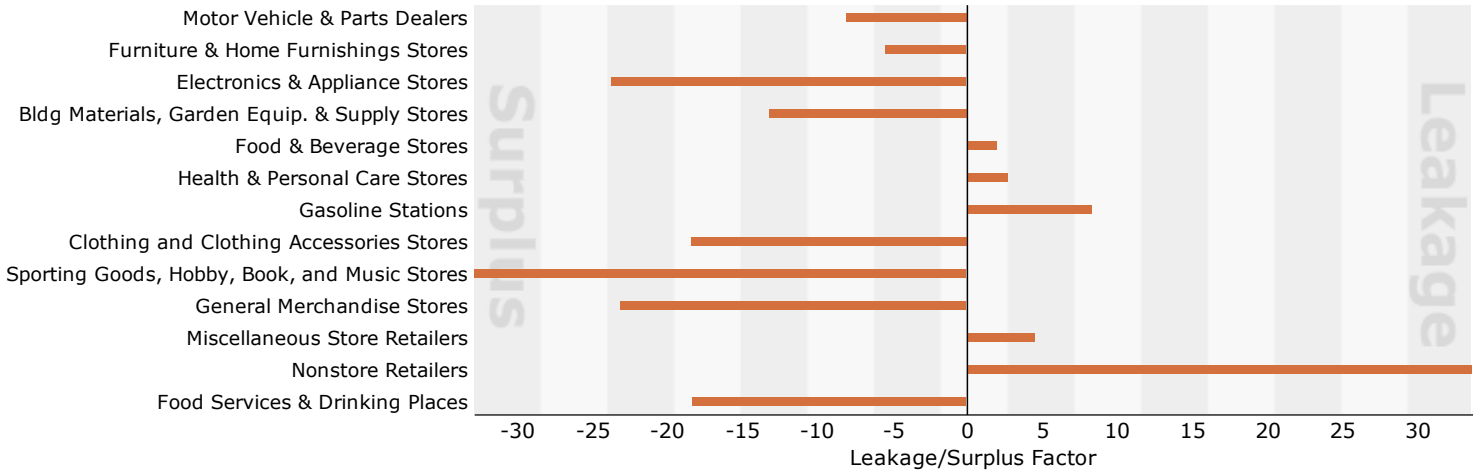
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$625,242,038	\$735,314,983	-\$110,072,945	-8.1	209
Automobile Dealers	4411	\$496,455,353	\$552,380,067	-\$55,924,714	-5.3	69
Other Motor Vehicle Dealers	4412	\$87,783,077	\$140,423,142	-\$52,640,065	-23.1	71
Auto Parts, Accessories & Tire Stores	4413	\$41,003,608	\$42,511,774	-\$1,508,166	-1.8	69
Furniture & Home Furnishings Stores	442	\$81,827,063	\$91,287,807	-\$9,460,744	-5.5	89
Furniture Stores	4421	\$48,382,332	\$48,952,850	-\$570,518	-0.6	41
Home Furnishings Stores	4422	\$33,444,731	\$42,334,957	-\$8,890,226	-11.7	48
Electronics & Appliance Stores	443	\$110,858,152	\$179,927,944	-\$69,069,792	-23.8	73
Bldg Materials, Garden Equip. & Supply Stores	444	\$127,163,685	\$166,331,979	-\$39,168,294	-13.3	119
Bldg Material & Supplies Dealers	4441	\$112,346,778	\$150,375,629	-\$38,028,851	-14.5	93
Lawn & Garden Equip & Supply Stores	4442	\$14,816,907	\$15,956,350	-\$1,139,443	-3.7	26
Food & Beverage Stores	445	\$476,098,426	\$456,987,327	\$19,111,099	2.0	151
Grocery Stores	4451	\$420,927,186	\$384,567,562	\$36,359,624	4.5	74
Specialty Food Stores	4452	\$34,512,508	\$24,438,855	\$10,073,653	17.1	45
Beer, Wine & Liquor Stores	4453	\$20,658,732	\$47,980,910	-\$27,322,178	-39.8	32
Health & Personal Care Stores	446,4461	\$158,247,664	\$149,490,878	\$8,756,786	2.8	106
Gasoline Stations	447,4471	\$179,710,963	\$152,132,796	\$27,578,167	8.3	75
Clothing & Clothing Accessories Stores	448	\$140,264,379	\$203,997,909	-\$63,733,530	-18.5	227
Clothing Stores	4481	\$100,341,269	\$157,619,224	-\$57,277,955	-22.2	166
Shoe Stores	4482	\$17,030,876	\$17,036,608	-\$5,732	0.0	22
Jewelry, Luggage & Leather Goods Stores	4483	\$22,892,234	\$29,342,077	-\$6,449,843	-12.3	39
Sporting Goods, Hobby, Book & Music Stores	451	\$65,283,540	\$129,320,954	-\$64,037,414	-32.9	131
Sporting Goods/Hobby/Musical Instr Stores	4511	\$47,285,330	\$107,276,388	-\$59,991,058	-38.8	110
Book, Periodical & Music Stores	4512	\$17,998,210	\$22,044,566	-\$4,046,356	-10.1	21
General Merchandise Stores	452	\$462,500,123	\$742,358,598	-\$279,858,475	-23.2	76
Department Stores Excluding Leased Depts.	4521	\$337,423,830	\$614,187,527	-\$276,763,697	-29.1	30
Other General Merchandise Stores	4529	\$125,076,293	\$128,171,071	-\$3,094,778	-1.2	46
Miscellaneous Store Retailers	453	\$117,965,075	\$107,498,261	\$10,466,814	4.6	218
Florists	4531	\$4,865,900	\$4,998,876	-\$132,976	-1.3	21
Office Supplies, Stationery & Gift Stores	4532	\$22,774,908	\$25,195,271	-\$2,420,363	-5.0	58
Used Merchandise Stores	4533	\$11,139,043	\$16,946,295	-\$5,807,252	-20.7	64
Other Miscellaneous Store Retailers	4539	\$79,185,224	\$60,357,819	\$18,827,405	13.5	75
Nonstore Retailers	454	\$62,666,750	\$31,101,734	\$31,565,016	33.7	24
Electronic Shopping & Mail-Order Houses	4541	\$50,357,154	\$14,002,904	\$36,354,250	56.5	11
Vending Machine Operators	4542	\$1,513,396	\$1,043,889	\$469,507	18.4	5
Direct Selling Establishments	4543	\$10,796,200	\$16,054,941	-\$5,258,741	-19.6	8
Food Services & Drinking Places	722	\$281,099,246	\$408,138,081	-\$127,038,835	-18.4	657
Full-Service Restaurants	7221	\$158,513,325	\$222,794,463	-\$64,281,138	-16.9	400
Limited-Service Eating Places	7222	\$103,825,124	\$171,298,171	-\$67,473,047	-24.5	212
Special Food Services	7223	\$4,609,745	\$877,376	\$3,732,369	68.0	10
Drinking Places - Alcoholic Beverages	7224	\$14,151,052	\$13,168,071	\$982,981	3.6	35

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

