



Retail MarketPlace Profile

Niceville Retail Trade Area 2016
Area: 165.62 square miles

Prepared by Esri

Summary Demographics

2015 Population	85,143
2015 Households	35,232
2015 Median Disposable Income	\$46,501
2015 Per Capita Income	\$30,637

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	\$1,385,723,061	\$1,140,286,832	\$245,436,229	9.7	691
Total Retail Trade	44-45	\$1,249,468,322	\$1,035,340,401	\$214,127,921	9.4	486
Total Food & Drink	722	\$136,254,738	\$104,946,432	\$31,308,306	13.0	205

Industry Group

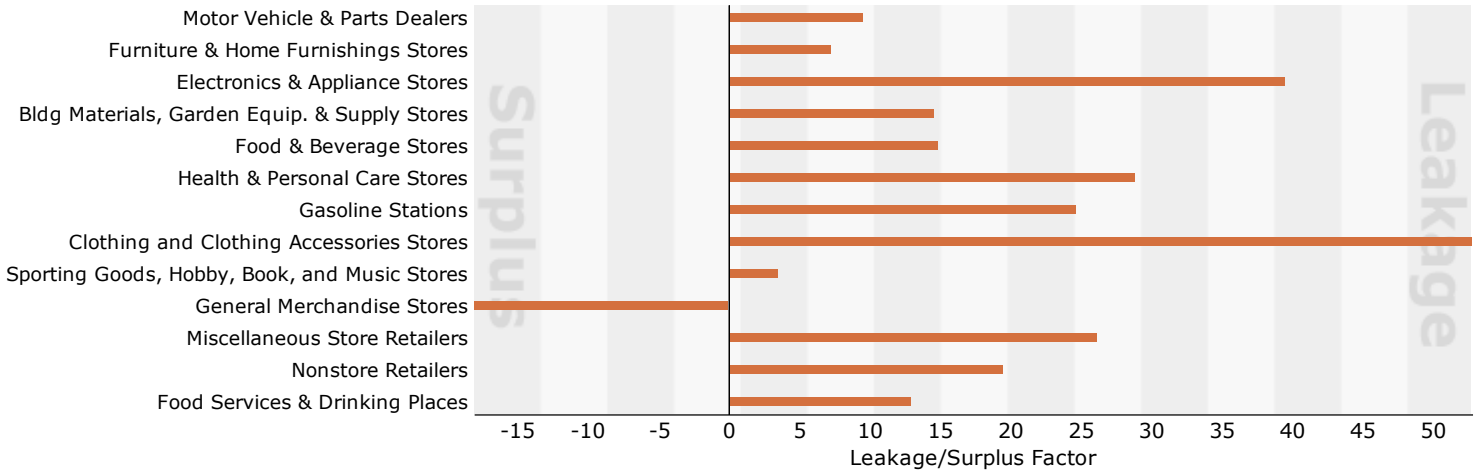
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$297,621,356	\$245,778,126	\$51,843,230	9.5	84
Automobile Dealers	4411	\$235,635,207	\$199,920,532	\$35,714,675	8.2	32
Other Motor Vehicle Dealers	4412	\$42,060,708	\$25,472,190	\$16,588,518	24.6	21
Auto Parts, Accessories & Tire Stores	4413	\$19,925,440	\$20,385,405	-\$459,965	-1.1	31
Furniture & Home Furnishings Stores	442	\$39,320,681	\$33,944,587	\$5,376,094	7.3	33
Furniture Stores	4421	\$23,205,508	\$20,328,641	\$2,876,867	6.6	14
Home Furnishings Stores	4422	\$16,115,172	\$13,615,946	\$2,499,226	8.4	19
Electronics & Appliance Stores	443	\$53,738,437	\$23,290,150	\$30,448,287	39.5	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,572,893	\$46,622,245	\$15,950,648	14.6	42
Bldg Material & Supplies Dealers	4441	\$55,542,428	\$36,994,628	\$18,547,800	20.0	29
Lawn & Garden Equip & Supply Stores	4442	\$7,030,465	\$9,627,616	-\$2,597,151	-15.6	13
Food & Beverage Stores	445	\$227,947,308	\$168,930,508	\$59,016,800	14.9	43
Grocery Stores	4451	\$201,356,351	\$158,069,853	\$43,286,498	12.0	27
Specialty Food Stores	4452	\$16,523,957	\$3,246,739	\$13,277,218	67.2	10
Beer, Wine & Liquor Stores	4453	\$10,066,999	\$7,613,917	\$2,453,082	13.9	5
Health & Personal Care Stores	446,4461	\$75,760,371	\$41,820,947	\$33,939,424	28.9	35
Gasoline Stations	447,4471	\$84,842,707	\$51,227,960	\$33,614,747	24.7	28
Clothing & Clothing Accessories Stores	448	\$67,886,629	\$20,957,168	\$46,929,461	52.8	46
Clothing Stores	4481	\$48,455,380	\$12,832,059	\$35,623,321	58.1	32
Shoe Stores	4482	\$8,157,096	\$1,733,389	\$6,423,707	64.9	3
Jewelry, Luggage & Leather Goods Stores	4483	\$11,274,152	\$6,391,721	\$4,882,431	27.6	11
Sporting Goods, Hobby, Book & Music Stores	451	\$31,497,997	\$29,388,416	\$2,109,581	3.5	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,701,084	\$19,885,273	\$2,815,811	6.6	29
Book, Periodical & Music Stores	4512	\$8,796,913	\$9,503,143	-\$706,230	-3.9	8
General Merchandise Stores	452	\$221,907,662	\$320,171,059	-\$98,263,397	-18.1	30
Department Stores Excluding Leased Depts.	4521	\$162,160,794	\$218,974,948	-\$56,814,154	-14.9	9
Other General Merchandise Stores	4529	\$59,746,868	\$101,196,111	-\$41,449,243	-25.8	20
Miscellaneous Store Retailers	453	\$56,285,955	\$32,939,772	\$23,346,183	26.2	71
Florists	4531	\$2,350,849	\$1,512,225	\$838,624	21.7	8
Office Supplies, Stationery & Gift Stores	4532	\$10,978,719	\$7,683,890	\$3,294,829	17.7	15
Used Merchandise Stores	4533	\$5,417,974	\$6,142,941	-\$724,967	-6.3	19
Other Miscellaneous Store Retailers	4539	\$37,538,412	\$17,600,715	\$19,937,697	36.2	28
Nonstore Retailers	454	\$30,086,326	\$20,269,463	\$9,816,863	19.5	12
Electronic Shopping & Mail-Order Houses	4541	\$24,227,411	\$5,455,296	\$18,772,115	63.2	5
Vending Machine Operators	4542	\$725,375	\$209,032	\$516,343	55.3	1
Direct Selling Establishments	4543	\$5,133,540	\$14,605,135	-\$9,471,595	-48.0	6
Food Services & Drinking Places	722	\$136,254,738	\$104,946,432	\$31,308,306	13.0	205
Full-Service Restaurants	7221	\$76,836,182	\$49,107,254	\$27,728,928	22.0	127
Limited-Service Eating Places	7222	\$50,162,085	\$51,763,540	-\$1,601,455	-1.6	69
Special Food Services	7223	\$2,222,845	\$164,142	\$2,058,703	86.2	4
Drinking Places - Alcoholic Beverages	7224	\$7,033,626	\$3,911,496	\$3,122,130	28.5	5

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

