



# Retail MarketPlace Profile

VDF  
Area: 5.56 square miles

VDF BAO Request

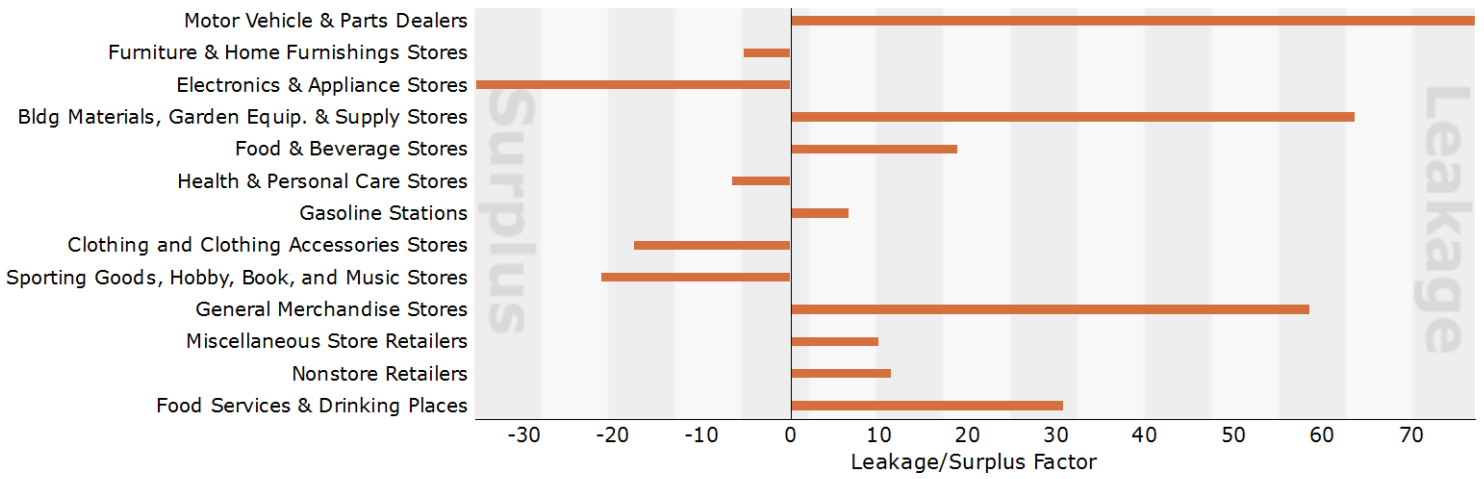
Summary Demographics						
2016 Population						18,215
2016 Households						6,698
2016 Median Disposable Income						\$93,133
2016 Per Capita Income						\$68,404
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$606,422,338	\$390,469,629	\$215,952,709	21.7	187
Total Retail Trade	44-45	\$545,835,453	\$358,425,584	\$187,409,869	20.7	151
Total Food & Drink	722	\$60,586,885	\$32,044,045	\$28,542,840	30.8	36
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,047,501	\$15,739,545	\$107,307,956	77.3	4
Automobile Dealers	4411	\$103,557,003	\$13,629,749	\$89,927,254	76.7	2
Other Motor Vehicle Dealers	4412	\$10,855,890	\$0	\$10,855,890	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$8,634,608	\$1,895,430	\$6,739,178	64.0	2
Furniture & Home Furnishings Stores	442	\$17,082,977	\$19,048,225	-\$1,965,248	-5.4	15
Furniture Stores	4421	\$10,219,468	\$13,330,160	-\$3,110,692	-13.2	6
Home Furnishings Stores	4422	\$6,863,509	\$5,718,065	\$1,145,444	9.1	8
Electronics & Appliance Stores	443	\$33,510,985	\$70,573,558	-\$37,062,573	-35.6	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,704,494	\$8,127,326	\$28,577,168	63.7	6
Bldg Material & Supplies Dealers	4441	\$32,768,501	\$8,061,546	\$24,706,955	60.5	6
Lawn & Garden Equip & Supply Stores	4442	\$3,935,993	\$0	\$3,935,993	100.0	0
Food & Beverage Stores	445	\$89,155,202	\$60,644,359	\$28,510,843	19.0	11
Grocery Stores	4451	\$77,162,063	\$52,149,719	\$25,012,344	19.3	3
Specialty Food Stores	4452	\$6,105,050	\$8,064,161	-\$1,959,111	-13.8	7
Beer, Wine & Liquor Stores	4453	\$5,888,090	\$430,479	\$5,457,611	86.4	1
Health & Personal Care Stores	446,4461	\$32,680,963	\$37,284,472	-\$4,603,509	-6.6	9
Gasoline Stations	447,4471	\$32,699,128	\$28,577,135	\$4,121,993	6.7	9
Clothing & Clothing Accessories Stores	448	\$27,236,070	\$38,908,878	-\$11,672,808	-17.6	34
Clothing Stores	4481	\$18,418,149	\$32,095,199	-\$13,677,050	-27.1	25
Shoe Stores	4482	\$3,590,819	\$3,341,879	\$248,940	3.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$5,227,102	\$3,471,801	\$1,755,301	20.2	5
Sporting Goods, Hobby, Book & Music Stores	451	\$13,531,960	\$20,909,599	-\$7,377,639	-21.4	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,029,234	\$13,118,975	-\$2,089,741	-8.7	11
Book, Periodical & Music Stores	4512	\$2,502,726	\$7,790,624	-\$5,287,898	-51.4	4
General Merchandise Stores	452	\$99,892,044	\$26,084,450	\$73,807,594	58.6	5
Department Stores Excluding Leased Depts.	4521	\$75,688,470	\$24,237,872	\$51,450,598	51.5	1
Other General Merchandise Stores	4529	\$24,203,574	\$1,846,577	\$22,356,997	85.8	4
Miscellaneous Store Retailers	453	\$21,941,312	\$17,954,655	\$3,986,657	10.0	20
Florists	4531	\$1,398,413	\$1,145,584	\$252,829	9.9	1
Office Supplies, Stationery & Gift Stores	4532	\$3,372,218	\$2,298,695	\$1,073,523	18.9	9
Used Merchandise Stores	4533	\$1,744,674	\$0	\$1,744,674	100.0	0
Other Miscellaneous Store Retailers	4539	\$15,426,007	\$14,510,376	\$915,631	3.1	10
Nonstore Retailers	454	\$18,352,818	\$14,573,382	\$3,779,436	11.5	5
Electronic Shopping & Mail-Order Houses	4541	\$13,437,193	\$10,739,272	\$2,697,921	11.2	3
Vending Machine Operators	4542	\$465,404	\$871,974	-\$406,570	-30.4	1
Direct Selling Establishments	4543	\$4,450,221	\$2,962,136	\$1,488,085	20.1	2
Food Services & Drinking Places	722	\$60,586,885	\$32,044,045	\$28,542,840	30.8	36
Special Food Services	7223	\$1,569,873	\$571,984	\$997,889	46.6	1
Drinking Places - Alcoholic Beverages	7224	\$1,888,452	\$0	\$1,888,452	100.0	0
Restaurants/Other Eating Places	7225	\$57,128,560	\$31,284,529	\$25,844,031	29	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>



### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group

