

101 N Main St, Lancaster, SC 29720-2409  
Ring: 5 miles radius

Latitude: 34.720232  
Longitude: -80.770548

## Summary Demographics

2010 Population	32,467
2010 Households	12,579
2010 Median Disposable Income	\$33,321
2010 Per Capita Income	\$19,135

## Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$254,023,397	\$279,416,575	\$-25,393,178	-4.8	360
Total Retail Trade (NAICS 44-45)	\$217,346,596	\$244,021,262	\$-26,674,666	-5.8	280
Total Food & Drink (NAICS 722)	\$36,676,801	\$35,395,313	\$1,281,488	1.8	80

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$54,510,192	\$52,050,780	\$2,459,412	2.3	53
Automobile Dealers (NAICS 4411)	\$46,763,387	\$47,717,652	\$-954,265	-1.0	34
Other Motor Vehicle Dealers (NAICS 4412)	\$4,250,676	\$1,108,337	\$3,142,339	58.6	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,496,129	\$3,224,791	\$271,338	4.0	15
Furniture & Home Furnishings Stores (NAICS 442)	\$5,738,396	\$3,910,652	\$1,827,744	18.9	11
Furniture Stores (NAICS 4421)	\$3,802,827	\$2,470,583	\$1,332,244	21.2	6
Home Furnishings Stores (NAICS 4422)	\$1,935,569	\$1,440,069	\$495,500	14.7	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,500,174	\$3,843,332	\$2,656,842	25.7	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$9,921,252	\$22,464,703	\$-12,543,451	-38.7	24
Building Material and Supplies Dealers (NAICS 4441)	\$9,541,170	\$22,377,558	\$-12,836,388	-40.2	22
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$380,082	\$87,145	\$292,937	62.7	2
Food & Beverage Stores (NAICS 445)	\$44,281,883	\$42,630,318	\$1,651,565	1.9	39
Grocery Stores (NAICS 4451)	\$40,734,891	\$39,948,118	\$786,773	1.0	24
Specialty Food Stores (NAICS 4452)	\$1,554,378	\$391,935	\$1,162,443	59.7	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,992,614	\$2,290,265	\$-297,651	-6.9	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,793,389	\$10,954,333	\$-1,160,944	-5.6	22
Gasoline Stations (NAICS 447/4471)	\$40,860,606	\$62,662,172	\$-21,801,566	-21.1	30
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,022,029	\$5,261,228	\$760,801	6.7	26
Clothing Stores (NAICS 4481)	\$3,683,941	\$2,556,164	\$1,127,777	18.1	12
Shoe Stores (NAICS 4482)	\$1,168,535	\$1,788,161	\$-619,626	-21.0	7
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,169,553	\$916,903	\$252,650	12.1	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,961,919	\$490,382	\$1,471,537	60.0	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$467,515	\$326,675	\$140,840	17.7	6
Book, Periodical, and Music Stores (NAICS 4512)	\$1,494,404	\$163,707	\$1,330,697	80.3	1

**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.

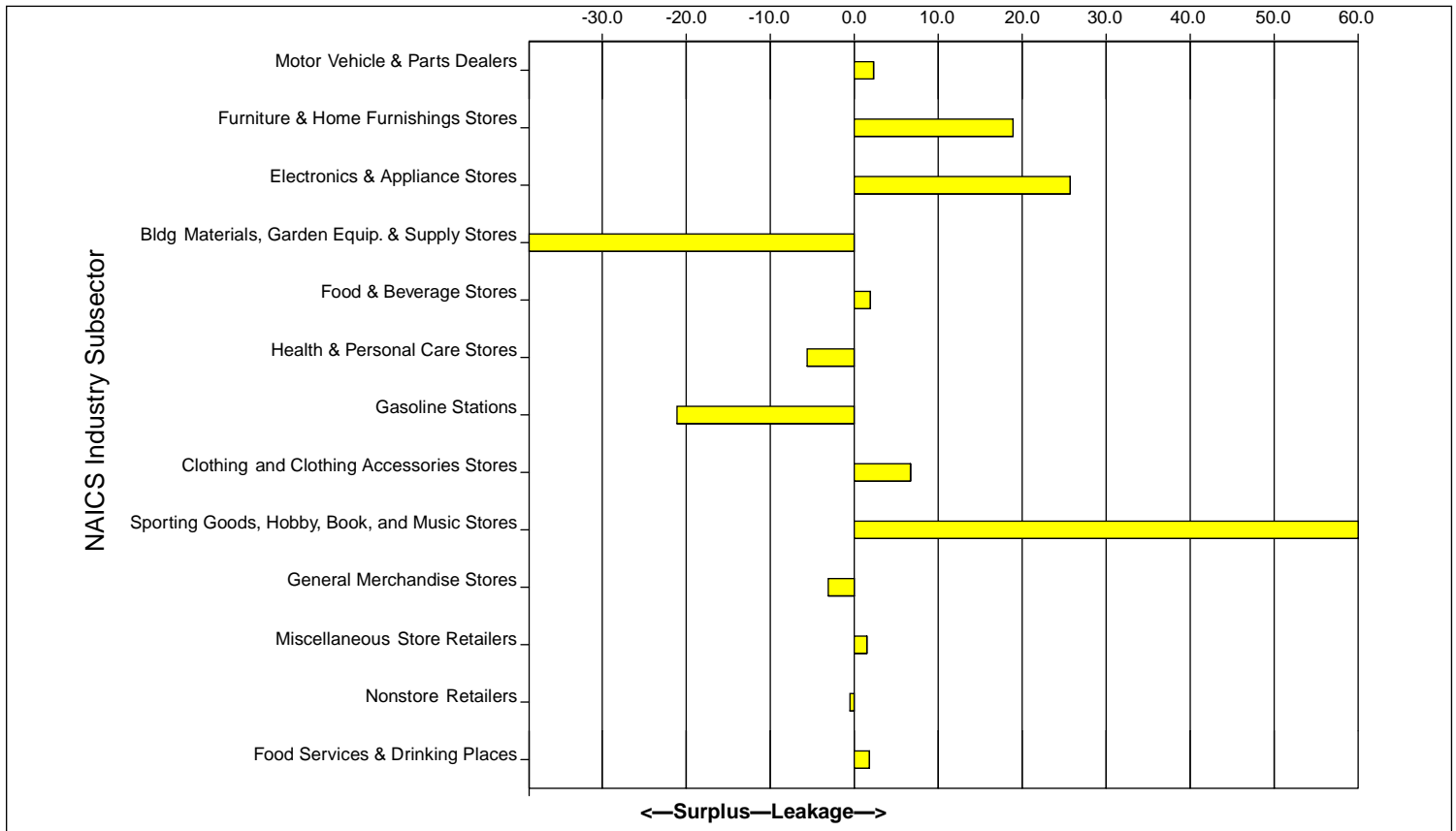
**Sources:** Esri and Infogroup

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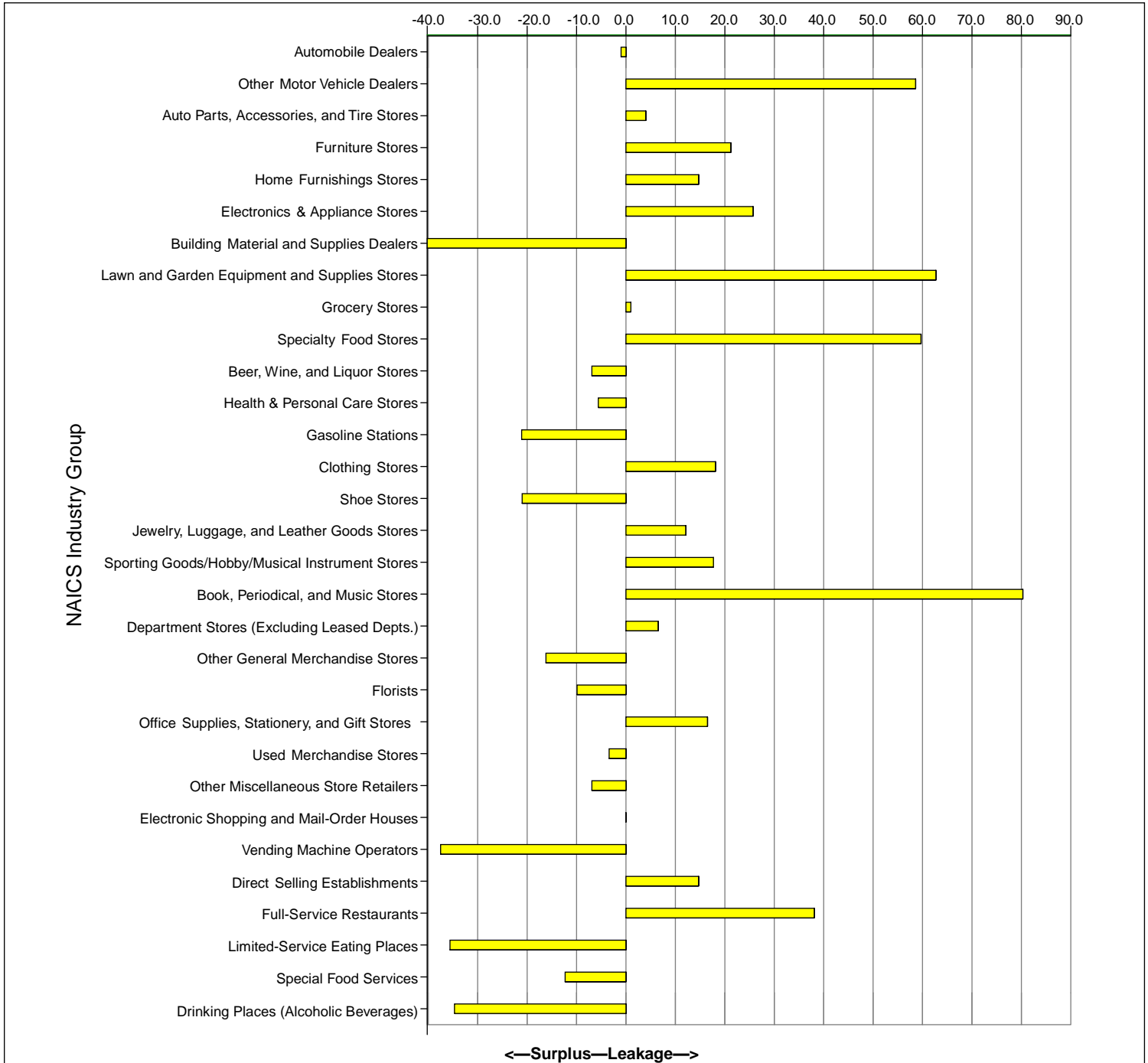
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$33,202,788	\$35,319,732	\$-2,116,944	-3.1	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$21,049,983	\$18,470,450	\$2,579,533	6.5	4
Other General Merchandise Stores (NAICS 4529)	\$12,152,805	\$16,849,282	\$-4,696,477	-16.2	7
Miscellaneous Store Retailers (NAICS 453)	\$4,251,647	\$4,128,360	\$123,287	1.5	44
Florists (NAICS 4531)	\$660,889	\$806,332	\$-145,443	-9.9	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,743,681	\$1,249,316	\$494,365	16.5	12
Used Merchandise Stores (NAICS 4533)	\$598,450	\$640,328	\$-41,878	-3.4	12
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,248,627	\$1,432,384	\$-183,757	-6.9	13
onstore Retailers (NAICS 454)	\$302,321	\$305,270	\$-2,949	-0.5	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$55,251	\$121,592	\$-66,341	-37.5	1
Direct Selling Establishments (NAICS 4543)	\$247,070	\$183,678	\$63,392	14.7	2
Food Services & Drinking Places (NAICS 722)	\$36,676,801	\$35,395,313	\$1,281,488	1.8	80
Full-Service Restaurants (NAICS 7221)	\$23,554,095	\$10,555,731	\$12,998,364	38.1	40
Limited-Service Eating Places (NAICS 7222)	\$8,273,812	\$17,418,987	\$-9,145,175	-35.6	22
Special Food Services (NAICS 7223)	\$3,298,168	\$4,223,265	\$-925,097	-12.3	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,550,726	\$3,197,330	\$-1,646,604	-34.7	10

**Leakage/Surplus Factor by Industry Subsector**



Sources: Esri and Infogroup

**Leakage/Surplus Factor by Industry Group**



Sources: Esri and Infogroup

101 N Main St, Lancaster, SC 29720-2409  
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## Summary Demographics

2010 Population	51,364
2010 Households	19,680
2010 Median Disposable Income	\$35,223
2010 Per Capita Income	\$19,274

## Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$409,752,011	\$307,585,525	\$102,166,486	14.2	422
Total Retail Trade (NAICS 44-45)	\$352,080,544	\$270,321,278	\$81,759,266	13.1	331
Total Food & Drink (NAICS 722)	\$57,671,467	\$37,264,247	\$20,407,220	21.5	91

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$88,532,071	\$54,001,222	\$34,530,849	24.2	59
Automobile Dealers (NAICS 4411)	\$75,915,910	\$49,108,543	\$26,807,367	21.4	38
Other Motor Vehicle Dealers (NAICS 4412)	\$7,199,888	\$1,465,962	\$5,733,926	66.2	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,416,273	\$3,426,717	\$1,989,556	22.5	16
Furniture & Home Furnishings Stores (NAICS 442)	\$9,741,150	\$5,795,742	\$3,945,408	25.4	15
Furniture Stores (NAICS 4421)	\$5,892,031	\$3,791,886	\$2,100,145	21.7	7
Home Furnishings Stores (NAICS 4422)	\$3,849,119	\$2,003,856	\$1,845,263	31.5	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,266,436	\$4,160,635	\$6,105,801	42.3	12
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$15,838,791	\$23,396,441	\$-7,557,650	-19.3	29
Building Material and Supplies Dealers (NAICS 4441)	\$15,134,608	\$23,193,536	\$-8,058,928	-21.0	26
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$704,183	\$202,905	\$501,278	55.3	3
Food & Beverage Stores (NAICS 445)	\$69,225,939	\$48,829,232	\$20,396,707	17.3	50
Grocery Stores (NAICS 4451)	\$64,080,034	\$46,051,462	\$18,028,572	16.4	34
Specialty Food Stores (NAICS 4452)	\$2,250,022	\$391,935	\$1,858,087	70.3	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,895,883	\$2,385,835	\$510,048	9.7	11
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,384,001	\$11,004,667	\$4,379,334	16.6	22
Gasoline Stations (NAICS 447/4471)	\$67,154,281	\$74,708,452	\$-7,554,171	-5.3	36
Clothing and Clothing Accessories Stores (NAICS 448)	\$9,936,934	\$5,501,944	\$4,434,990	28.7	29
Clothing Stores (NAICS 4481)	\$6,228,555	\$2,792,545	\$3,436,010	38.1	15
Shoe Stores (NAICS 4482)	\$1,867,322	\$1,788,161	\$79,161	2.2	7
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,841,057	\$921,238	\$919,819	33.3	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,983,011	\$709,828	\$2,273,183	61.6	12
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$785,402	\$546,121	\$239,281	18.0	11
Book, Periodical, and Music Stores (NAICS 4512)	\$2,197,609	\$163,707	\$2,033,902	86.1	1

**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.

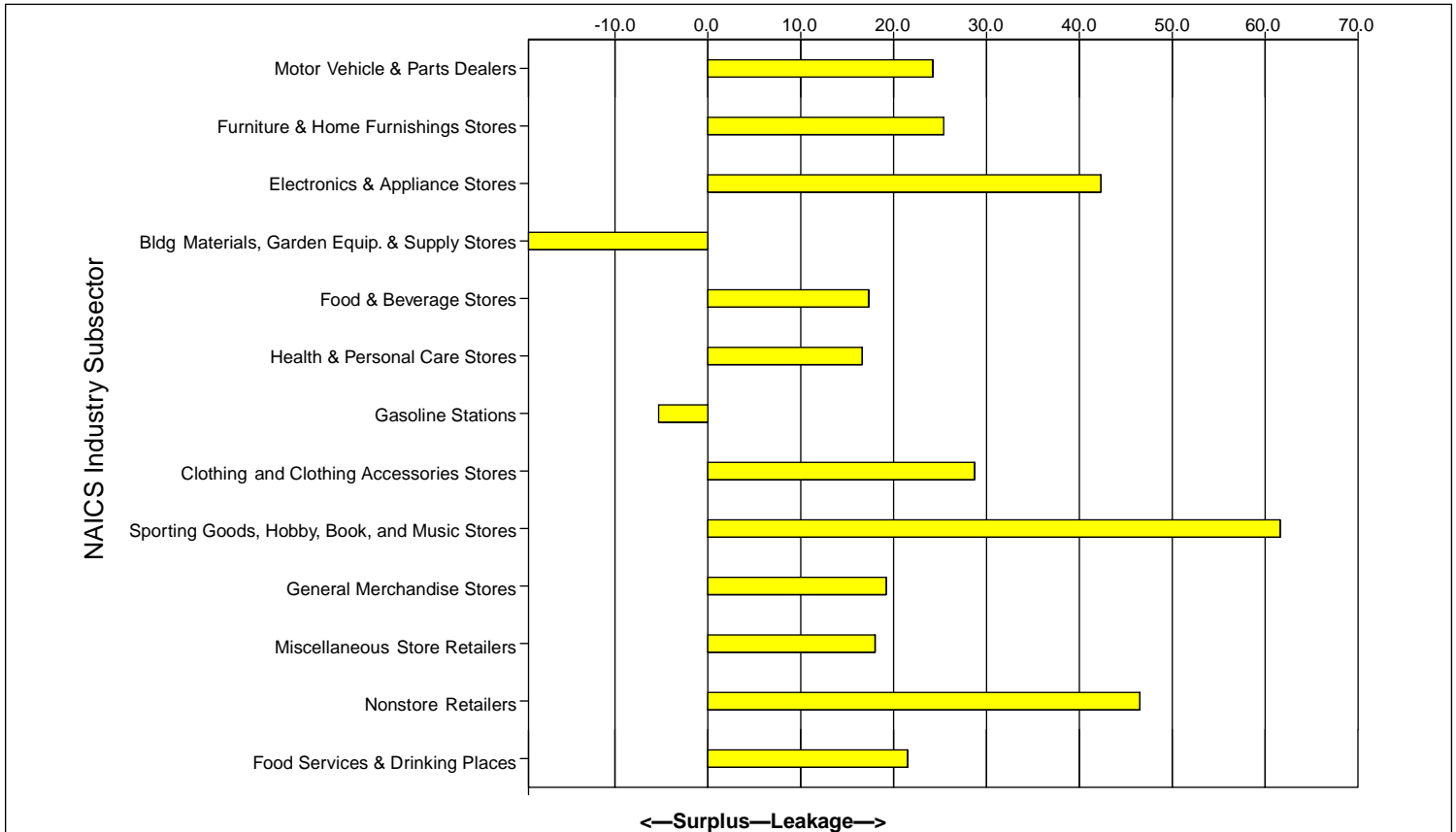
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General Merchandise Stores (NAICS 452)	\$54,516,305	\$36,955,754	\$17,560,551	19.2	12
Department Stores Excluding Leased Depts. (NAICS 4521)	\$32,484,020	\$18,470,450	\$14,013,570	27.5	4
Other General Merchandise Stores (NAICS 4529)	\$22,032,285	\$18,485,304	\$3,546,981	8.8	8
Miscellaneous Store Retailers (NAICS 453)	\$6,516,757	\$4,532,743	\$1,984,014	18.0	50
Florists (NAICS 4531)	\$1,055,777	\$838,585	\$217,192	11.5	8
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,609,268	\$1,372,918	\$1,236,350	31.0	15
Used Merchandise Stores (NAICS 4533)	\$911,013	\$674,538	\$236,475	14.9	13
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,940,699	\$1,646,702	\$293,997	8.2	14
onstore Retailers (NAICS 454)	\$1,984,868	\$724,618	\$1,260,250	46.5	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$506,793	\$0	\$506,793	100.0	0
Vending Machine Operators (NAICS 4542)	\$776,939	\$140,285	\$636,654	69.4	1
Direct Selling Establishments (NAICS 4543)	\$701,136	\$584,333	\$116,803	9.1	4
Food Services & Drinking Places (NAICS 722)	\$57,671,467	\$37,264,247	\$20,407,220	21.5	91
Full-Service Restaurants (NAICS 7221)	\$35,275,164	\$12,203,206	\$23,071,958	48.6	48
Limited-Service Eating Places (NAICS 7222)	\$14,947,033	\$17,418,987	\$-2,471,954	-7.6	22
Special Food Services (NAICS 7223)	\$4,903,136	\$4,330,114	\$573,022	6.2	9
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,546,134	\$3,311,940	\$-765,806	-13.1	12

Leakage/Surplus Factor by Industry Subsector

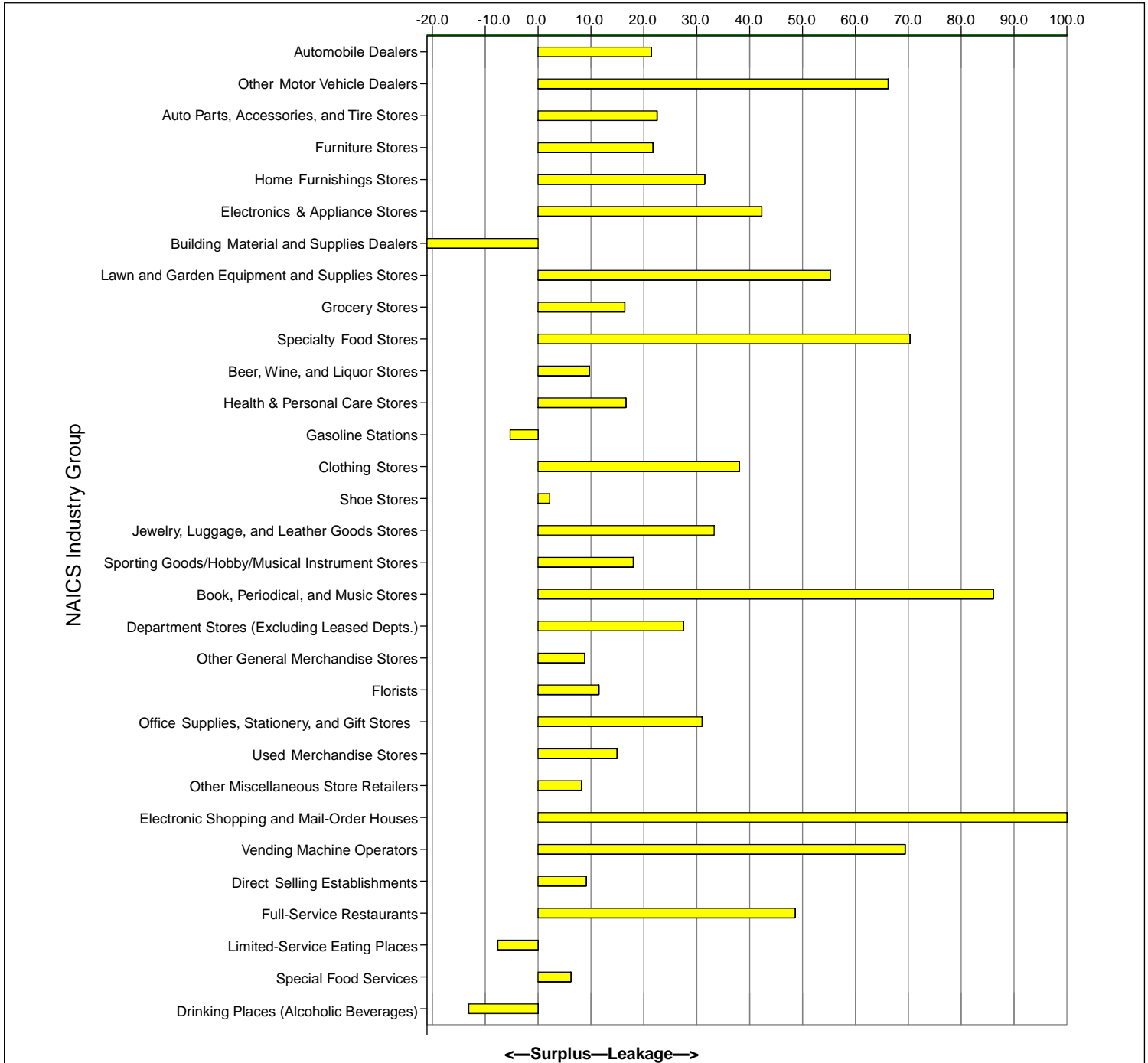


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**Leakage/Surplus Factor by Industry Group**



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