

101 Main St, Heath Springs, SC 29058
Ring: 5 miles radius

Latitude: 34.592067
Longitude: -80.675162

Summary Demographics

2010 Population	4,789
2010 Households	1,892
2010 Median Disposable Income	\$34,335
2010 Per Capita Income	\$18,163

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)	\$36,906,591	\$8,438,065	\$28,468,526	62.8	20
Total Retail Trade (NAICS 44-45)	\$31,825,646	\$8,134,966	\$23,690,680	59.3	18
Total Food & Drink (NAICS 722)	\$5,080,945	\$303,099	\$4,777,846	88.7	2

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$8,162,420	\$2,471,304	\$5,691,116	53.5	3
Automobile Dealers (NAICS 4411)	\$6,929,722	\$2,318,435	\$4,611,287	49.9	2
Other Motor Vehicle Dealers (NAICS 4412)	\$744,899	\$0	\$744,899	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$487,799	\$152,869	\$334,930	52.3	1
Furniture & Home Furnishings Stores (NAICS 442)	\$775,058	\$0	\$775,058	100.0	0
Furniture Stores (NAICS 4421)	\$511,641	\$0	\$511,641	100.0	0
Home Furnishings Stores (NAICS 4422)	\$263,417	\$0	\$263,417	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$913,601	\$6,250	\$907,351	98.6	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,458,143	\$348,476	\$1,109,667	61.4	1
Building Material and Supplies Dealers (NAICS 4441)	\$1,396,332	\$348,476	\$1,047,856	60.1	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$61,811	\$0	\$61,811	100.0	0
Food & Beverage Stores (NAICS 445)	\$6,334,078	\$3,524,820	\$2,809,258	28.5	6
Grocery Stores (NAICS 4451)	\$5,851,367	\$3,346,358	\$2,505,009	27.2	5
Specialty Food Stores (NAICS 4452)	\$221,855	\$0	\$221,855	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$260,856	\$178,462	\$82,394	18.8	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,432,326	\$0	\$1,432,326	100.0	0
Gasoline Stations (NAICS 447/4471)	\$6,217,894	\$1,255,850	\$4,962,044	66.4	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$839,768	\$60,924	\$778,844	86.5	1
Clothing Stores (NAICS 4481)	\$509,307	\$60,924	\$448,383	78.6	1
Shoe Stores (NAICS 4482)	\$167,179	\$0	\$167,179	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$163,282	\$0	\$163,282	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$264,976	\$61,496	\$203,480	62.3	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$68,343	\$61,496	\$6,847	5.3	1
Book, Periodical, and Music Stores (NAICS 4512)	\$196,633	\$0	\$196,633	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.

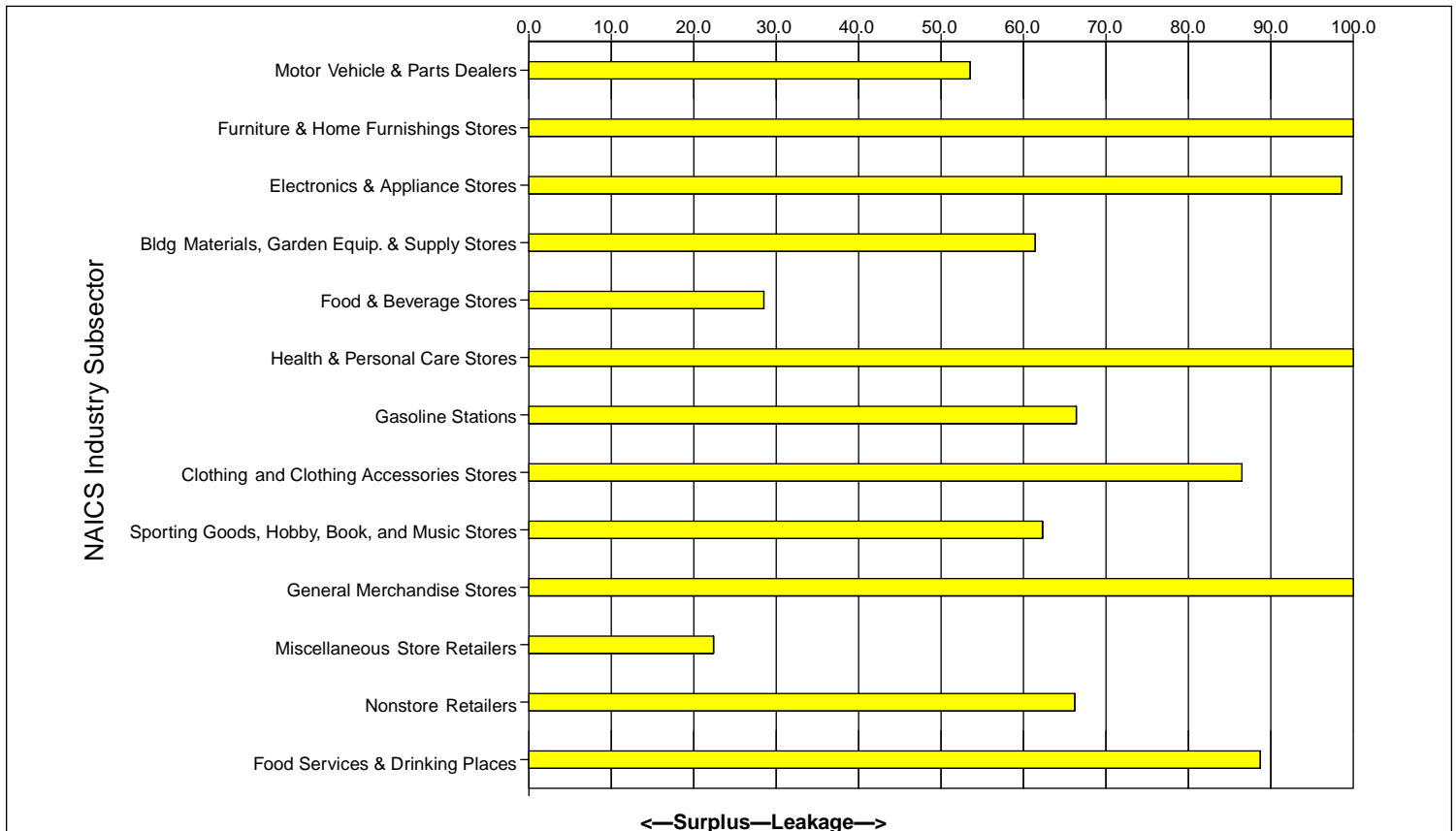
Sources: Esri and Infogroup

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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)	\$4,751,513	\$0	\$4,751,513	100.0	0
Department Stores Excluding Leased Depts. (NAICS 4521)	\$2,993,636	\$0	\$2,993,636	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$1,757,877	\$0	\$1,757,877	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$624,049	\$395,293	\$228,756	22.4	5
Florists (NAICS 4531)	\$107,915	\$0	\$107,915	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$246,040	\$182,723	\$63,317	14.8	3
Used Merchandise Stores (NAICS 4533)	\$80,702	\$25,998	\$54,704	51.3	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$189,392	\$186,572	\$2,820	0.8	1
onstore Retailers (NAICS 454)	\$51,820	\$10,553	\$41,267	66.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$7,810	\$0	\$7,810	100.0	0
Direct Selling Establishments (NAICS 4543)	\$44,010	\$10,553	\$33,457	61.3	1
Food Services & Drinking Places (NAICS 722)	\$5,080,945	\$303,099	\$4,777,846	88.7	2
Full-Service Restaurants (NAICS 7221)	\$3,266,585	\$303,099	\$2,963,486	83.0	2
Limited-Service Eating Places (NAICS 7222)	\$1,158,950	\$0	\$1,158,950	100.0	0
Special Food Services (NAICS 7223)	\$461,807	\$0	\$461,807	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$193,603	\$0	\$193,603	100.0	0

Leakage/Surplus Factor by Industry Subsector

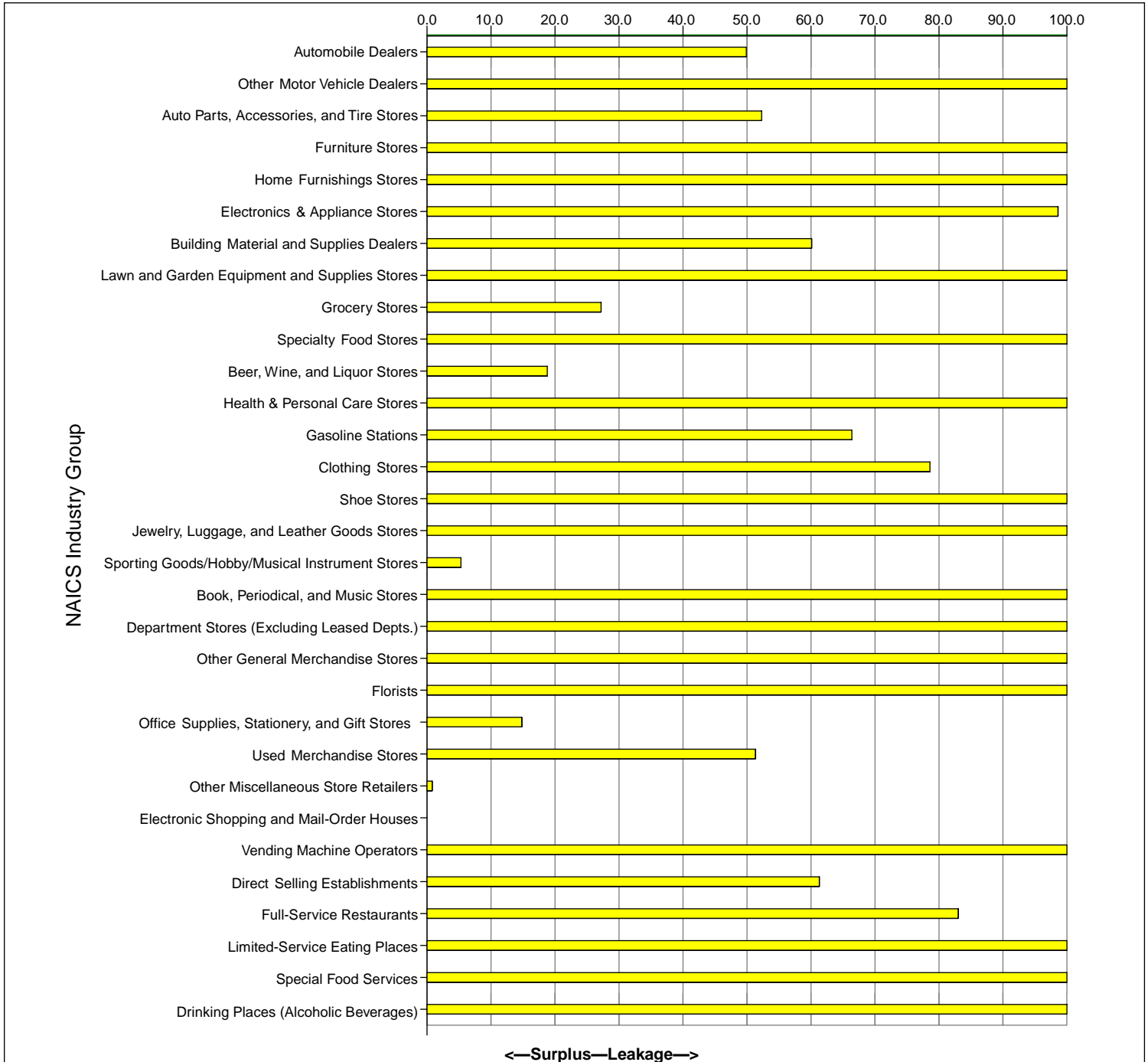


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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

101 Main St, Heath Springs, SC 29058
Ring: 10 miles radius

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Summary Demographics

2010 Population	33,476
2010 Households	12,356
2010 Median Disposable Income	\$34,354
2010 Per Capita Income	\$18,317

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)	\$246,614,767	\$135,624,440	\$110,990,327	29.0	224
Total Retail Trade (NAICS 44-45)	\$212,004,429	\$127,730,331	\$84,274,098	24.8	182
Total Food & Drink (NAICS 722)	\$34,610,338	\$7,894,109	\$26,716,229	62.9	42

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$53,785,907	\$21,005,240	\$32,780,667	43.8	44
Automobile Dealers (NAICS 4411)	\$45,889,034	\$17,469,423	\$28,419,611	44.9	26
Other Motor Vehicle Dealers (NAICS 4412)	\$4,610,223	\$763,231	\$3,846,992	71.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,286,650	\$2,772,586	\$514,064	8.5	17
Furniture & Home Furnishings Stores (NAICS 442)	\$5,325,426	\$1,144,428	\$4,180,998	64.6	3
Furniture Stores (NAICS 4421)	\$3,551,588	\$281,059	\$3,270,529	85.3	1
Home Furnishings Stores (NAICS 4422)	\$1,773,838	\$863,369	\$910,469	34.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,135,297	\$1,536,928	\$4,598,369	59.9	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$9,593,818	\$9,896,860	\$-303,042	-1.6	13
Building Material and Supplies Dealers (NAICS 4441)	\$9,193,705	\$9,889,019	\$-695,314	-3.6	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$400,113	\$7,841	\$392,272	96.2	1
Food & Beverage Stores (NAICS 445)	\$42,344,712	\$35,050,570	\$7,294,142	9.4	39
Grocery Stores (NAICS 4451)	\$39,065,237	\$33,223,977	\$5,841,260	8.1	30
Specialty Food Stores (NAICS 4452)	\$1,478,873	\$267,634	\$1,211,239	69.4	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,800,602	\$1,558,959	\$241,643	7.2	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,510,198	\$3,334,383	\$6,175,815	48.1	7
Gasoline Stations (NAICS 447/4471)	\$41,092,346	\$44,439,626	\$-3,347,280	-3.9	20
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,693,785	\$311,628	\$5,382,157	89.6	3
Clothing Stores (NAICS 4481)	\$3,484,674	\$264,153	\$3,220,521	85.9	3
Shoe Stores (NAICS 4482)	\$1,107,202	\$11,709	\$1,095,493	97.9	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,101,909	\$35,766	\$1,066,143	93.7	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,841,934	\$361,009	\$1,480,925	67.2	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$461,444	\$361,009	\$100,435	12.2	8
Book, Periodical, and Music Stores (NAICS 4512)	\$1,380,490	\$0	\$1,380,490	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.

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General Merchandise Stores (NAICS 452)	\$32,195,241	\$7,646,868	\$24,548,373	61.6	6
Department Stores Excluding Leased Depts. (NAICS 4521)	\$20,222,736	\$82,091	\$20,140,645	99.2	1
Other General Merchandise Stores (NAICS 4529)	\$11,972,505	\$7,564,777	\$4,407,728	22.6	5
Miscellaneous Store Retailers (NAICS 453)	\$4,135,689	\$2,418,458	\$1,717,231	26.2	31
Florists (NAICS 4531)	\$679,088	\$624,391	\$54,697	4.2	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,655,364	\$777,544	\$877,820	36.1	11
Used Merchandise Stores (NAICS 4533)	\$558,005	\$206,010	\$351,995	46.1	7
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,243,232	\$810,513	\$432,719	21.1	7
onstore Retailers (NAICS 454)	\$350,076	\$584,333	-\$234,257	-25.1	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$51,539	\$0	\$51,539	100.0	0
Direct Selling Establishments (NAICS 4543)	\$298,537	\$584,333	-\$285,796	-32.4	4
Food Services & Drinking Places (NAICS 722)	\$34,610,338	\$7,894,109	\$26,716,229	62.9	42
Full-Service Restaurants (NAICS 7221)	\$21,926,912	\$3,433,177	\$18,493,735	72.9	25
Limited-Service Eating Places (NAICS 7222)	\$8,089,263	\$2,683,218	\$5,406,045	50.2	7
Special Food Services (NAICS 7223)	\$3,193,426	\$786,546	\$2,406,880	60.5	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,400,737	\$991,168	\$409,569	17.1	7

Leakage/Surplus Factor by Industry Subsector

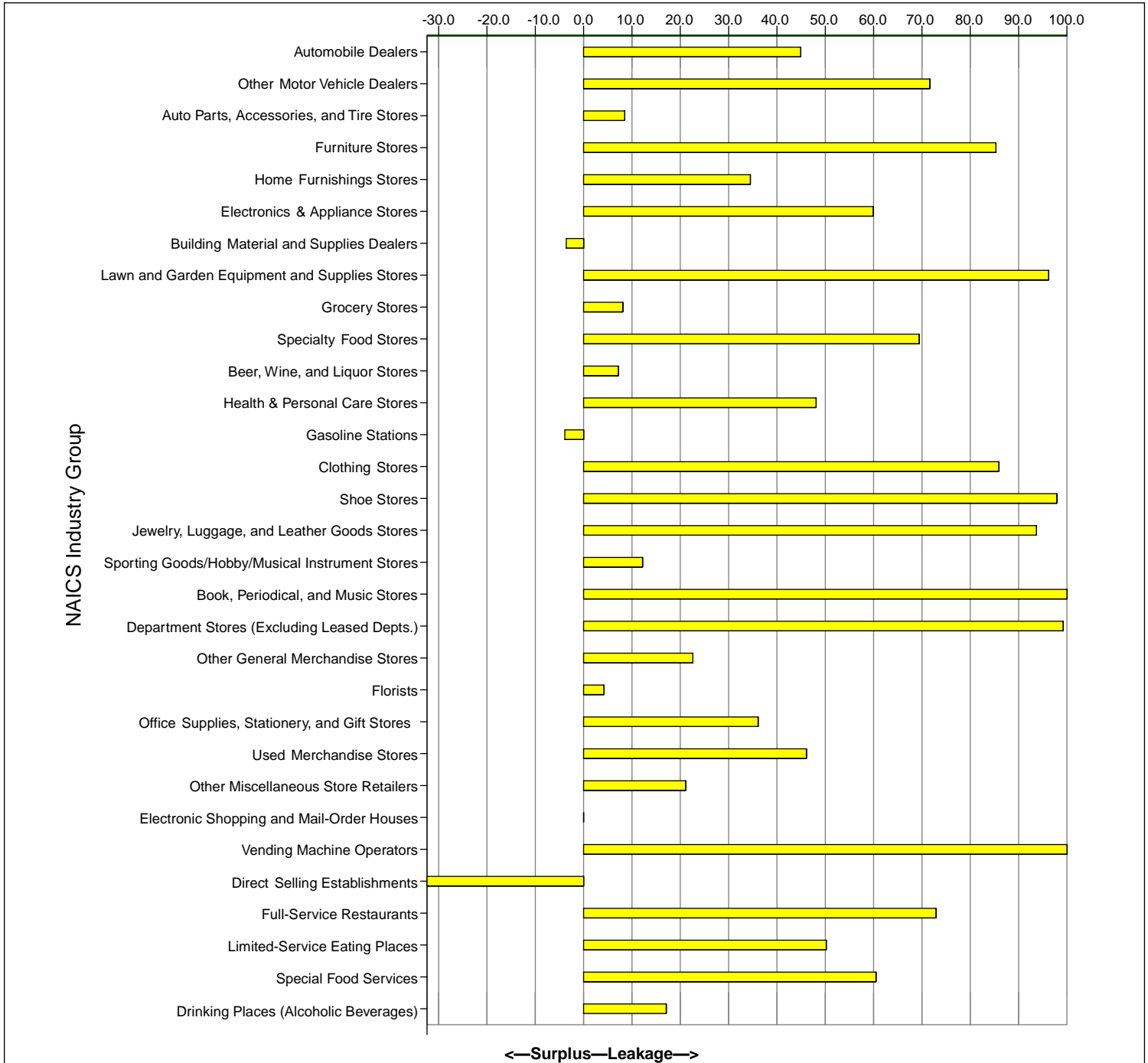


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Leakage/Surplus Factor by Industry Group



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