

Ring: 5 miles radius: Town of Kershaw

Summary Demographics

2010 Population	7,717
2010 Households	2,524
2010 Median Disposable Income	\$32,761
2010 Per Capita Income	\$18,034

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)	\$53,728,728	\$33,299,745	\$20,428,983	23.5	50
Total Retail Trade (NAICS 44-45)	\$46,316,827	\$30,597,918	\$15,718,909	20.4	38
Total Food & Drink (NAICS 722)	\$7,411,901	\$2,701,827	\$4,710,074	46.6	12

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$11,763,827	\$6,156,725	\$5,607,102	31.3	7
Automobile Dealers (NAICS 4411)	\$9,981,930	\$5,442,360	\$4,539,570	29.4	3
Other Motor Vehicle Dealers (NAICS 4412)	\$1,082,677	\$512,446	\$570,231	35.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$699,220	\$201,919	\$497,301	55.2	3
Furniture & Home Furnishings Stores (NAICS 442)	\$1,143,503	\$0	\$1,143,503	100.0	0
Furniture Stores (NAICS 4421)	\$776,153	\$0	\$776,153	100.0	0
Home Furnishings Stores (NAICS 4422)	\$367,350	\$0	\$367,350	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,289,411	\$332,968	\$956,443	59.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,128,510	\$792,930	\$1,335,580	45.7	3
Building Material and Supplies Dealers (NAICS 4441)	\$2,033,152	\$781,050	\$1,252,102	44.5	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$95,358	\$11,880	\$83,478	77.8	1
Food & Beverage Stores (NAICS 445)	\$9,004,356	\$11,328,382	-\$2,324,026	-11.4	9
Grocery Stores (NAICS 4451)	\$8,320,491	\$11,001,201	-\$2,680,710	-13.9	8
Specialty Food Stores (NAICS 4452)	\$310,572	\$0	\$310,572	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$373,293	\$327,181	\$46,112	6.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,055,539	\$1,586,543	\$468,996	12.9	2
Gasoline Stations (NAICS 447/4471)	\$9,163,397	\$5,877,068	\$3,286,329	21.8	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,207,982	\$108,909	\$1,099,073	83.5	1
Clothing Stores (NAICS 4481)	\$750,542	\$108,909	\$641,633	74.7	1
Shoe Stores (NAICS 4482)	\$222,975	\$0	\$222,975	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$234,465	\$0	\$234,465	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$399,188	\$26,612	\$372,576	87.5	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$105,064	\$26,612	\$78,452	59.6	1
Book, Periodical, and Music Stores (NAICS 4512)	\$294,124	\$0	\$294,124	100.0	0

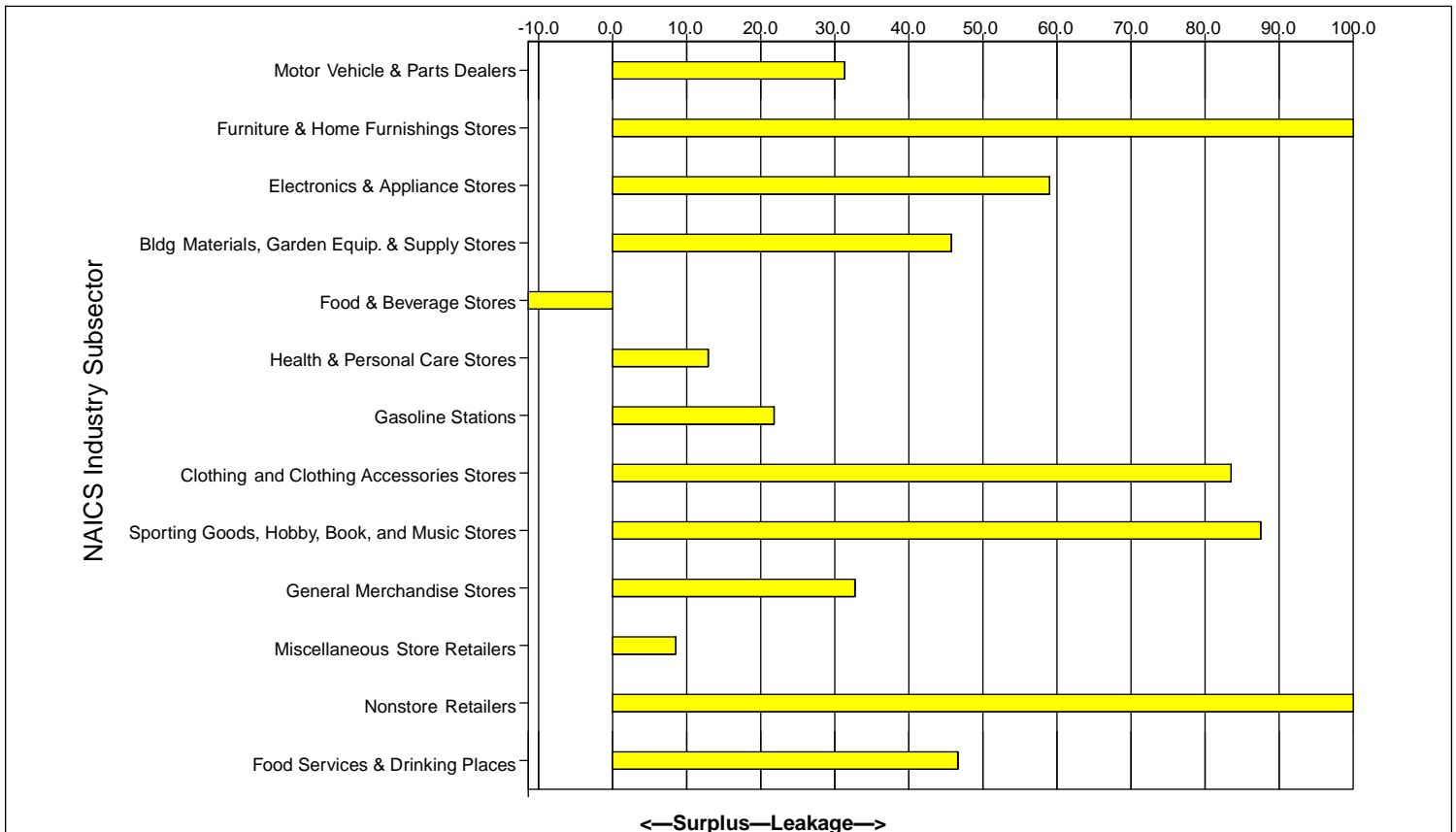
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

Ring: 5 miles radius: Town of Kershaw

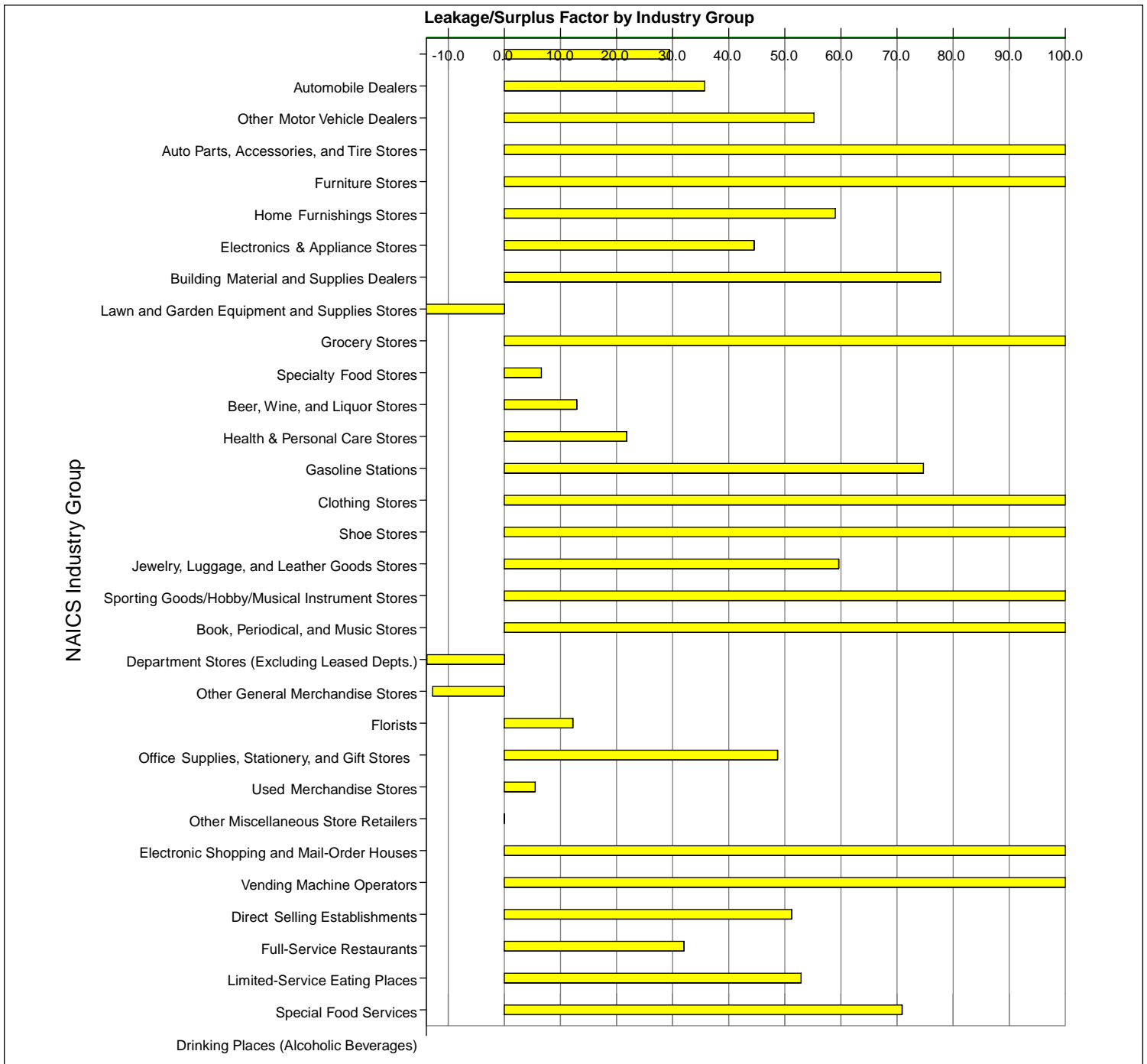
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,160,764	\$3,629,990	\$3,530,774	32.7	3
Department Stores Excluding Leased Depts. (NAICS 4521)	\$4,412,926	\$0	\$4,412,926	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$2,747,838	\$3,629,990	\$-882,152	-13.8	3
Miscellaneous Store Retailers (NAICS 453)	\$897,761	\$757,791	\$139,970	8.5	8
Florists (NAICS 4531)	\$149,497	\$193,520	\$-44,023	-12.8	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$356,615	\$279,103	\$77,512	12.2	3
Used Merchandise Stores (NAICS 4533)	\$119,267	\$41,192	\$78,075	48.7	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$272,382	\$243,976	\$28,406	5.5	1
onstore Retailers (NAICS 454)	\$102,589	\$0	\$102,589	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$10,230	\$0	\$10,230	100.0	0
Direct Selling Establishments (NAICS 4543)	\$92,359	\$0	\$92,359	100.0	0
Food Services & Drinking Places (NAICS 722)	\$7,411,901	\$2,701,827	\$4,710,074	46.6	12
Full-Service Restaurants (NAICS 7221)	\$4,465,125	\$1,442,963	\$3,022,162	51.2	8
Limited-Service Eating Places (NAICS 7222)	\$1,901,304	\$980,371	\$920,933	32.0	2
Special Food Services (NAICS 7223)	\$729,288	\$224,567	\$504,721	52.9	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$316,184	\$53,926	\$262,258	70.9	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Ring: 5 miles radius



Sources: Esri and Infogroup

Ring: 10 miles radius

Summary Demographics

2010 Population	15,922
2010 Households	5,767
2010 Median Disposable Income	\$33,871
2010 Per Capita Income	\$18,169

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)	\$119,993,127	\$44,409,346	\$75,583,781	46.0	82
Total Retail Trade (NAICS 44-45)	\$103,606,621	\$41,273,025	\$62,333,596	43.0	66
Total Food & Drink (NAICS 722)	\$16,386,506	\$3,136,321	\$13,250,185	67.9	16

Industry Group

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$26,391,360	\$6,536,176	\$19,855,184	60.3	9
Automobile Dealers (NAICS 4411)	\$22,430,697	\$5,442,360	\$16,988,337	60.9	3
Other Motor Vehicle Dealers (NAICS 4412)	\$2,466,938	\$624,986	\$1,841,952	59.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,493,725	\$468,830	\$1,024,895	52.2	5
Furniture & Home Furnishings Stores (NAICS 442)	\$2,586,774	\$0	\$2,586,774	100.0	0
Furniture Stores (NAICS 4421)	\$1,836,309	\$0	\$1,836,309	100.0	0
Home Furnishings Stores (NAICS 4422)	\$750,465	\$0	\$750,465	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,694,700	\$411,087	\$2,283,613	73.5	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,692,650	\$2,012,404	\$2,680,246	40.0	6
Building Material and Supplies Dealers (NAICS 4441)	\$4,463,441	\$1,951,342	\$2,512,099	39.2	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$229,209	\$61,062	\$168,147	57.9	2
Food & Beverage Stores (NAICS 445)	\$19,214,369	\$15,675,248	\$3,539,121	10.1	16
Grocery Stores (NAICS 4451)	\$17,804,500	\$15,348,067	\$2,456,433	7.4	15
Specialty Food Stores (NAICS 4452)	\$646,835	\$0	\$646,835	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$763,034	\$327,181	\$435,853	40.0	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,480,956	\$1,586,543	\$2,894,413	47.7	2
Gasoline Stations (NAICS 447/4471)	\$21,080,898	\$9,505,967	\$11,574,931	37.8	6
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,636,553	\$171,232	\$2,465,321	87.8	2
Clothing Stores (NAICS 4481)	\$1,686,374	\$171,232	\$1,515,142	81.6	2
Shoe Stores (NAICS 4482)	\$442,877	\$0	\$442,877	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$507,302	\$0	\$507,302	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$894,178	\$218,167	\$676,011	60.8	5
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$250,278	\$218,167	\$32,111	6.9	5
Book, Periodical, and Music Stores (NAICS 4512)	\$643,900	\$0	\$643,900	100.0	0

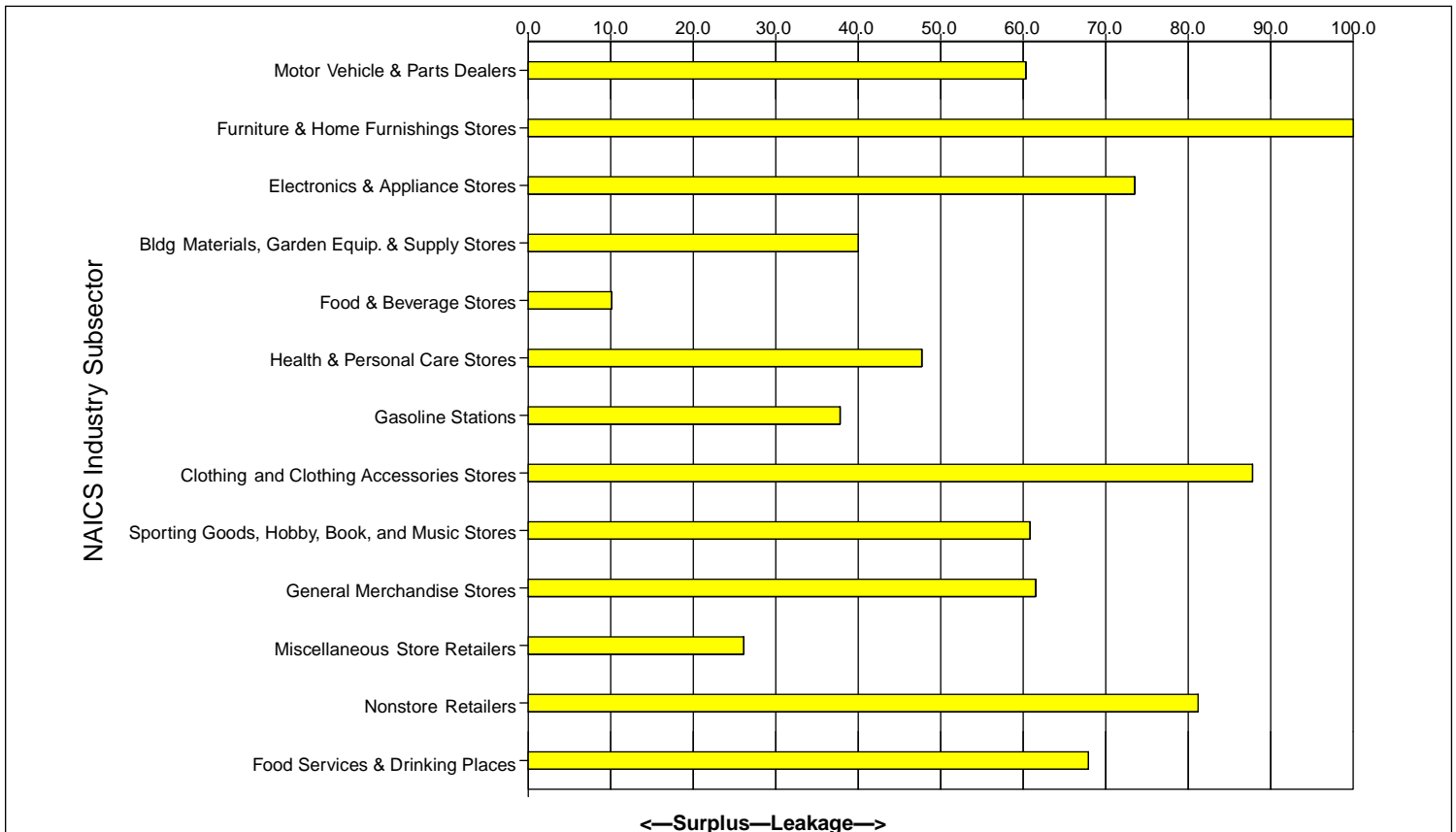
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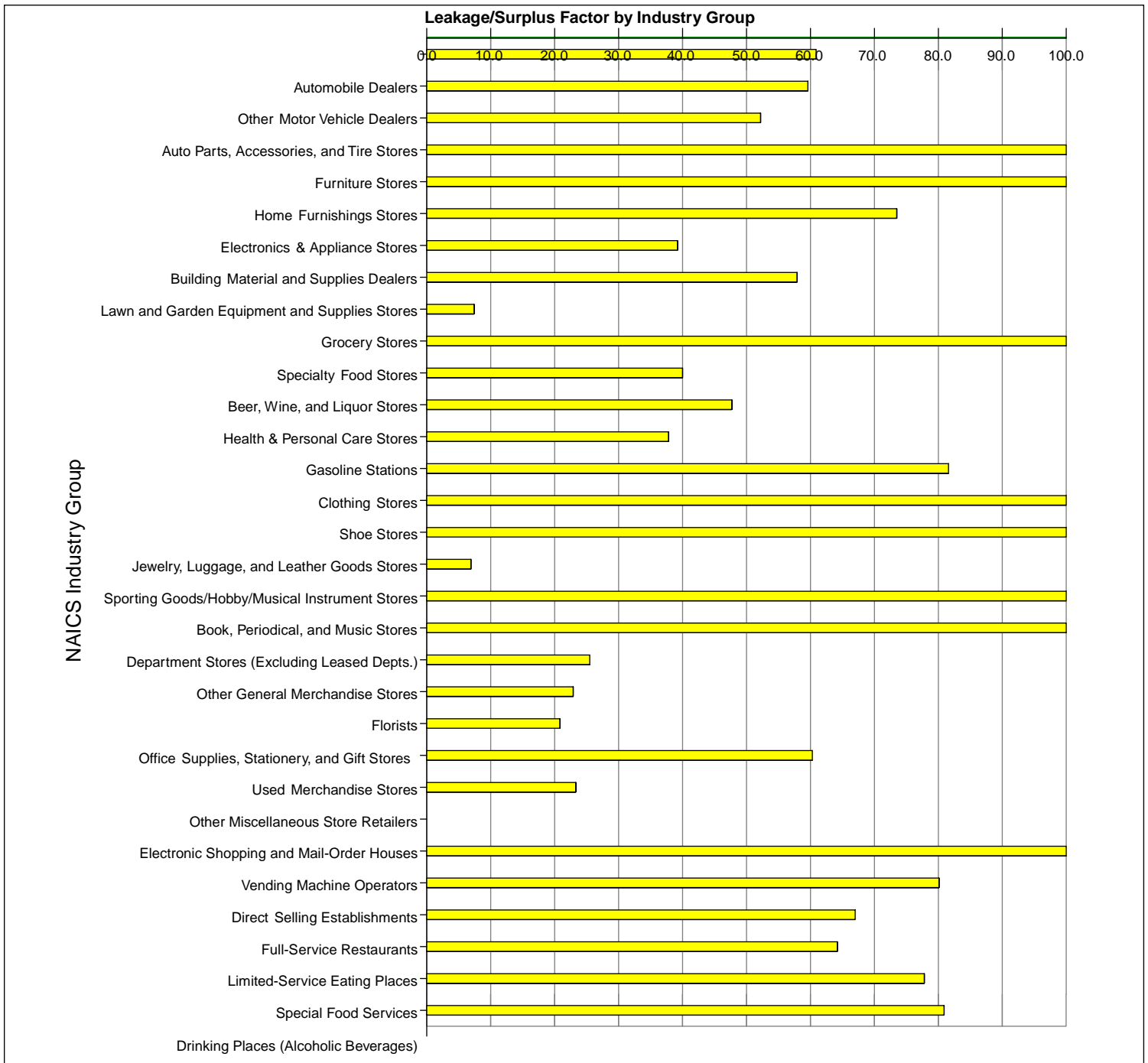
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$16,670,889	\$3,977,389	\$12,693,500	61.5	3
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,972,031	\$0	\$9,972,031	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$6,698,858	\$3,977,389	\$2,721,469	25.5	3
Miscellaneous Store Retailers (NAICS 453)	\$1,958,326	\$1,147,154	\$811,172	26.1	15
Florists (NAICS 4531)	\$308,592	\$193,520	\$115,072	22.9	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$784,405	\$514,583	\$269,822	20.8	7
Used Merchandise Stores (NAICS 4533)	\$264,167	\$65,397	\$198,770	60.3	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$601,162	\$373,654	\$227,508	23.3	3
onstore Retailers (NAICS 454)	\$304,968	\$31,658	\$273,310	81.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$19,048	\$0	\$19,048	100.0	0
Direct Selling Establishments (NAICS 4543)	\$285,920	\$31,658	\$254,262	80.1	1
Food Services & Drinking Places (NAICS 722)	\$16,386,506	\$3,136,321	\$13,250,185	67.9	16
Full-Service Restaurants (NAICS 7221)	\$8,915,636	\$1,763,240	\$7,152,396	67.0	12
Limited-Service Eating Places (NAICS 7222)	\$4,890,680	\$1,065,621	\$3,825,059	64.2	2
Special Food Services (NAICS 7223)	\$1,796,505	\$224,567	\$1,571,938	77.8	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$783,685	\$82,893	\$700,792	80.9	1

Leakage/Surplus Factor by Industry Subsector



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Ring: 10 miles radius



Sources: Esri and Infogroup