



Retail MarketPlace Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Summary Demographics

2021 Population	23,988
2021 Households	11,694
2021 Median Disposable Income	\$52,607
2021 Per Capita Income	\$42,098

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

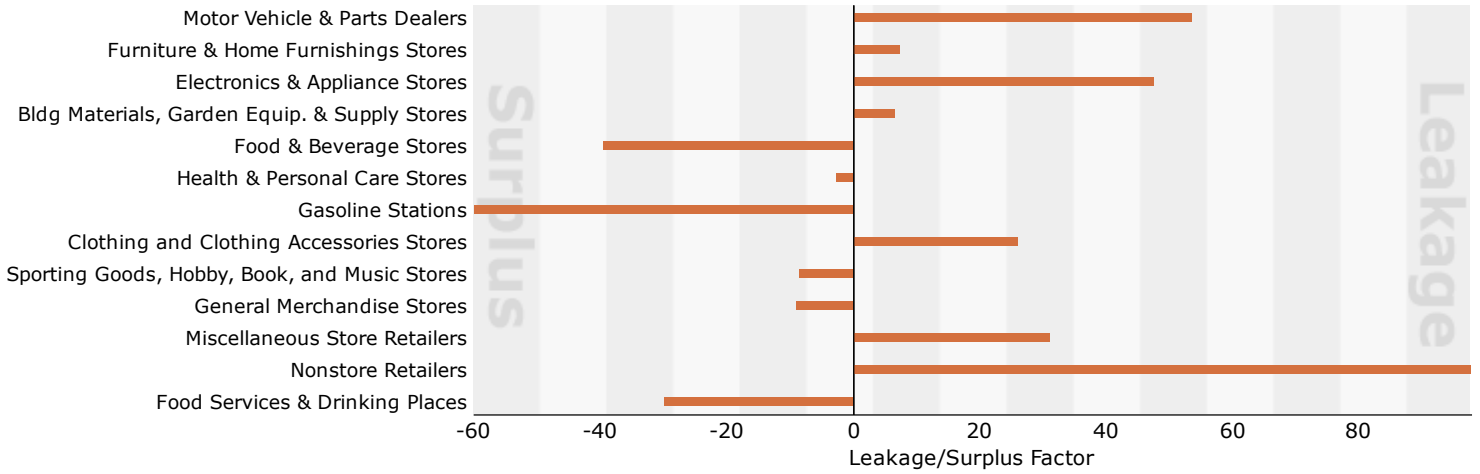
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$369,670,423	\$510,373,528	-\$140,703,105	-16.0	214
Total Retail Trade	44-45	\$335,113,868	\$446,341,801	-\$111,227,933	-14.2	146
Total Food & Drink	722	\$34,556,555	\$64,031,727	-\$29,475,172	-29.9	69
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$71,324,997	\$21,357,867	\$49,967,130	53.9	16
Automobile Dealers	4411	\$56,550,320	\$4,961,311	\$51,589,009	83.9	1
Other Motor Vehicle Dealers	4412	\$8,306,217	\$10,397,901	-\$2,091,684	-11.2	8
Auto Parts, Accessories & Tire Stores	4413	\$6,468,460	\$5,998,654	\$469,806	3.8	6
Furniture & Home Furnishings Stores	442	\$12,285,634	\$10,549,609	\$1,736,025	7.6	10
Furniture Stores	4421	\$6,568,576	\$3,386,561	\$3,182,015	32.0	4
Home Furnishings Stores	4422	\$5,717,058	\$7,163,047	-\$1,445,989	-11.2	6
Electronics & Appliance Stores	443	\$9,631,793	\$3,397,950	\$6,233,843	47.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,072,907	\$21,053,730	\$3,019,177	6.7	15
Bldg Material & Supplies Dealers	4441	\$22,342,968	\$20,198,932	\$2,144,036	5.0	12
Lawn & Garden Equip & Supply Stores	4442	\$1,729,940	\$854,798	\$875,142	33.9	4
Food & Beverage Stores	445	\$59,140,672	\$136,845,650	-\$77,704,978	-39.6	20
Grocery Stores	4451	\$53,816,314	\$130,593,967	-\$76,777,653	-41.6	13
Specialty Food Stores	4452	\$2,451,153	\$1,845,336	\$605,817	14.1	4
Beer, Wine & Liquor Stores	4453	\$2,873,205	\$4,406,347	-\$1,533,142	-21.1	3
Health & Personal Care Stores	446,4461	\$24,893,348	\$26,309,040	-\$1,415,692	-2.8	20
Gasoline Stations	447,4471	\$34,152,836	\$137,247,129	-\$103,094,293	-60.1	8
Clothing & Clothing Accessories Stores	448	\$15,755,898	\$9,207,581	\$6,548,317	26.2	16
Clothing Stores	4481	\$10,567,619	\$5,394,937	\$5,172,682	32.4	9
Shoe Stores	4482	\$2,292,446	\$1,926,225	\$366,221	8.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,895,833	\$1,886,419	\$1,009,414	21.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$7,892,830	\$9,396,798	-\$1,503,968	-8.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,609,093	\$6,349,107	\$259,986	2.0	9
Book, Periodical & Music Stores	4512	\$1,283,737	\$0	\$1,283,737	100.0	0
General Merchandise Stores	452	\$53,114,525	\$63,671,093	-\$10,556,568	-9.0	8
Department Stores Excluding Leased Depts.	4521	\$36,917,232	\$60,791,502	-\$23,874,270	-24.4	5
Other General Merchandise Stores	4529	\$16,197,293	\$2,879,591	\$13,317,702	69.8	4
Miscellaneous Store Retailers	453	\$13,779,718	\$7,212,376	\$6,567,342	31.3	18
Florists	4531	\$587,704	\$66,242	\$521,462	79.7	1
Office Supplies, Stationery & Gift Stores	4532	\$2,991,155	\$2,394,761	\$596,394	11.1	7
Used Merchandise Stores	4533	\$2,844,509	\$1,139,950	\$1,704,559	42.8	4
Other Miscellaneous Store Retailers	4539	\$7,356,350	\$3,611,424	\$3,744,926	34.1	5
Nonstore Retailers	454	\$9,068,710	\$92,977	\$8,975,733	98.0	2
Electronic Shopping & Mail-Order Houses	4541	\$7,741,829	\$0	\$7,741,829	100.0	0
Vending Machine Operators	4542	\$143,311	\$0	\$143,311	100.0	0
Direct Selling Establishments	4543	\$1,183,569	\$92,977	\$1,090,592	85.4	2
Food Services & Drinking Places	722	\$34,556,555	\$64,031,727	-\$29,475,172	-29.9	69
Special Food Services	7223	\$487,411	\$0	\$487,411	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,887,930	\$400,688	\$2,487,242	75.6	1
Restaurants/Other Eating Places	7225	\$31,181,214	\$63,519,763	-\$32,338,549	-34.1	67

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.

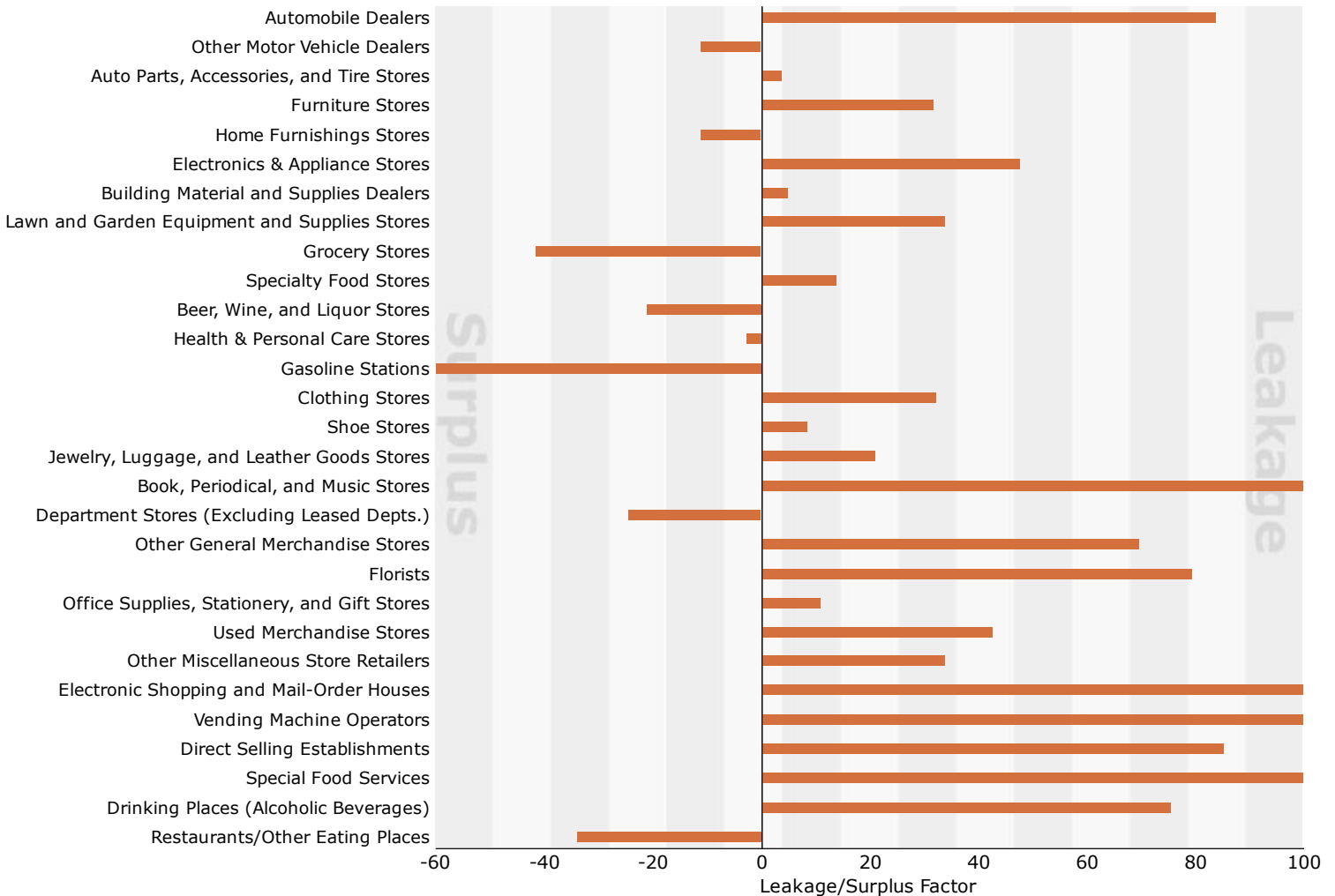
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Summary Demographics

2021 Population	194,794
2021 Households	93,372
2021 Median Disposable Income	\$50,159
2021 Per Capita Income	\$36,836

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

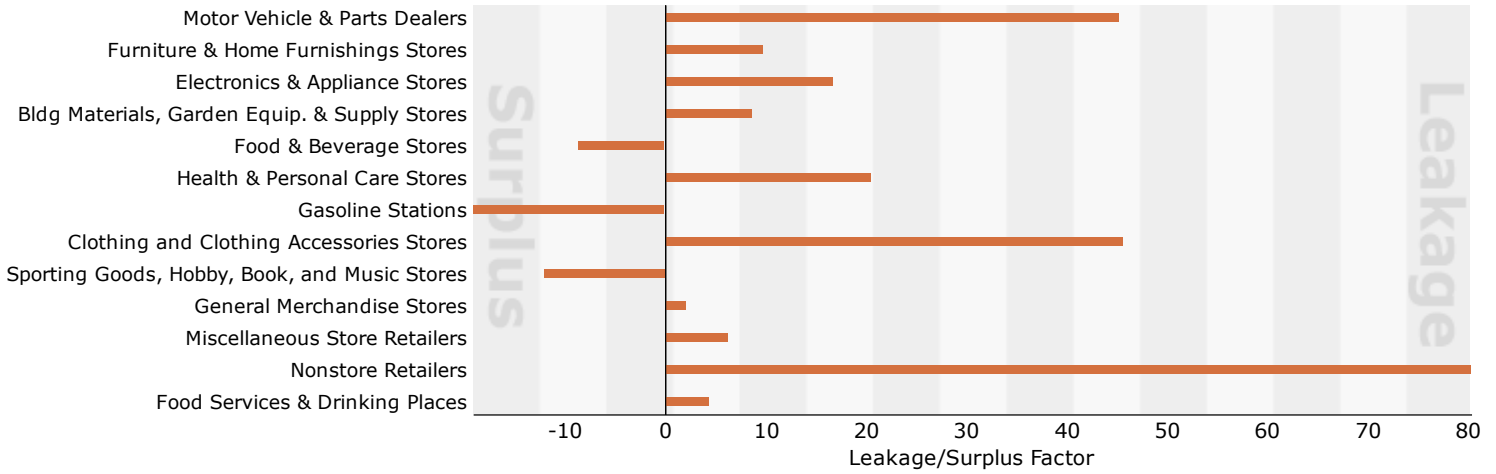
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,588,603,445	\$2,192,352,423	\$396,251,022	8.3	968
Total Retail Trade	44-45	\$2,347,930,254	\$1,971,871,523	\$376,058,731	8.7	716
Total Food & Drink	722	\$240,673,191	\$220,480,901	\$20,192,290	4.4	252
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$502,743,084	\$189,482,258	\$313,260,826	45.3	94
Automobile Dealers	4411	\$398,847,385	\$77,617,111	\$321,230,274	67.4	20
Other Motor Vehicle Dealers	4412	\$58,822,286	\$81,305,378	-\$22,483,092	-16.0	42
Auto Parts, Accessories & Tire Stores	4413	\$45,073,413	\$30,559,769	\$14,513,644	19.2	32
Furniture & Home Furnishings Stores	442	\$85,170,645	\$69,998,899	\$15,171,746	9.8	65
Furniture Stores	4421	\$45,699,383	\$37,063,549	\$8,635,834	10.4	30
Home Furnishings Stores	4422	\$39,471,263	\$32,935,350	\$6,535,913	9.0	34
Electronics & Appliance Stores	443	\$66,861,228	\$47,655,515	\$19,205,713	16.8	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$168,642,508	\$141,716,663	\$26,925,845	8.7	61
Bldg Material & Supplies Dealers	4441	\$156,207,605	\$131,833,146	\$24,374,459	8.5	44
Lawn & Garden Equip & Supply Stores	4442	\$12,434,903	\$9,883,518	\$2,551,385	11.4	18
Food & Beverage Stores	445	\$413,896,358	\$493,243,900	-\$79,347,542	-8.7	77
Grocery Stores	4451	\$376,758,435	\$401,717,624	-\$24,959,189	-3.2	50
Specialty Food Stores	4452	\$17,183,015	\$6,844,827	\$10,338,188	43.0	16
Beer, Wine & Liquor Stores	4453	\$19,954,908	\$84,681,449	-\$64,726,541	-61.9	10
Health & Personal Care Stores	446,4461	\$172,378,004	\$113,689,059	\$58,688,945	20.5	84
Gasoline Stations	447,4471	\$240,649,204	\$355,331,041	-\$114,681,837	-19.2	37
Clothing & Clothing Accessories Stores	448	\$109,929,989	\$40,999,201	\$68,930,788	45.7	53
Clothing Stores	4481	\$73,945,023	\$23,008,469	\$50,936,554	52.5	33
Shoe Stores	4482	\$16,107,629	\$9,032,291	\$7,075,338	28.1	9
Jewelry, Luggage & Leather Goods Stores	4483	\$19,877,338	\$8,958,441	\$10,918,897	37.9	11
Sporting Goods, Hobby, Book & Music Stores	451	\$55,260,411	\$70,624,130	-\$15,363,719	-12.2	49
Sporting Goods/Hobby/Musical Instr Stores	4511	\$46,221,940	\$61,909,445	-\$15,687,505	-14.5	45
Book, Periodical & Music Stores	4512	\$9,038,471	\$8,714,685	\$323,786	1.8	4
General Merchandise Stores	452	\$372,187,256	\$357,122,804	\$15,064,452	2.1	38
Department Stores Excluding Leased Depts.	4521	\$258,341,433	\$253,455,850	\$4,885,583	1.0	18
Other General Merchandise Stores	4529	\$113,845,823	\$103,666,954	\$10,178,869	4.7	21
Miscellaneous Store Retailers	453	\$96,736,332	\$85,093,899	\$11,642,433	6.4	121
Florists	4531	\$4,118,747	\$3,102,896	\$1,015,851	14.1	12
Office Supplies, Stationery & Gift Stores	4532	\$20,704,394	\$14,068,327	\$6,636,067	19.1	23
Used Merchandise Stores	4533	\$19,916,021	\$24,041,016	-\$4,124,995	-9.4	43
Other Miscellaneous Store Retailers	4539	\$51,997,169	\$43,881,660	\$8,115,509	8.5	43
Nonstore Retailers	454	\$63,475,235	\$6,914,154	\$56,561,081	80.4	11
Electronic Shopping & Mail-Order Houses	4541	\$53,787,156	\$6,345,725	\$47,441,431	78.9	5
Vending Machine Operators	4542	\$1,003,869	\$0	\$1,003,869	100.0	0
Direct Selling Establishments	4543	\$8,684,210	\$568,429	\$8,115,781	87.7	6
Food Services & Drinking Places	722	\$240,673,191	\$220,480,901	\$20,192,290	4.4	252
Special Food Services	7223	\$3,519,715	\$1,883,184	\$1,636,531	30.3	3
Drinking Places - Alcoholic Beverages	7224	\$19,808,674	\$4,819,729	\$14,988,945	60.9	15
Restaurants/Other Eating Places	7225	\$217,344,802	\$213,777,988	\$3,566,814	0.8	234

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.

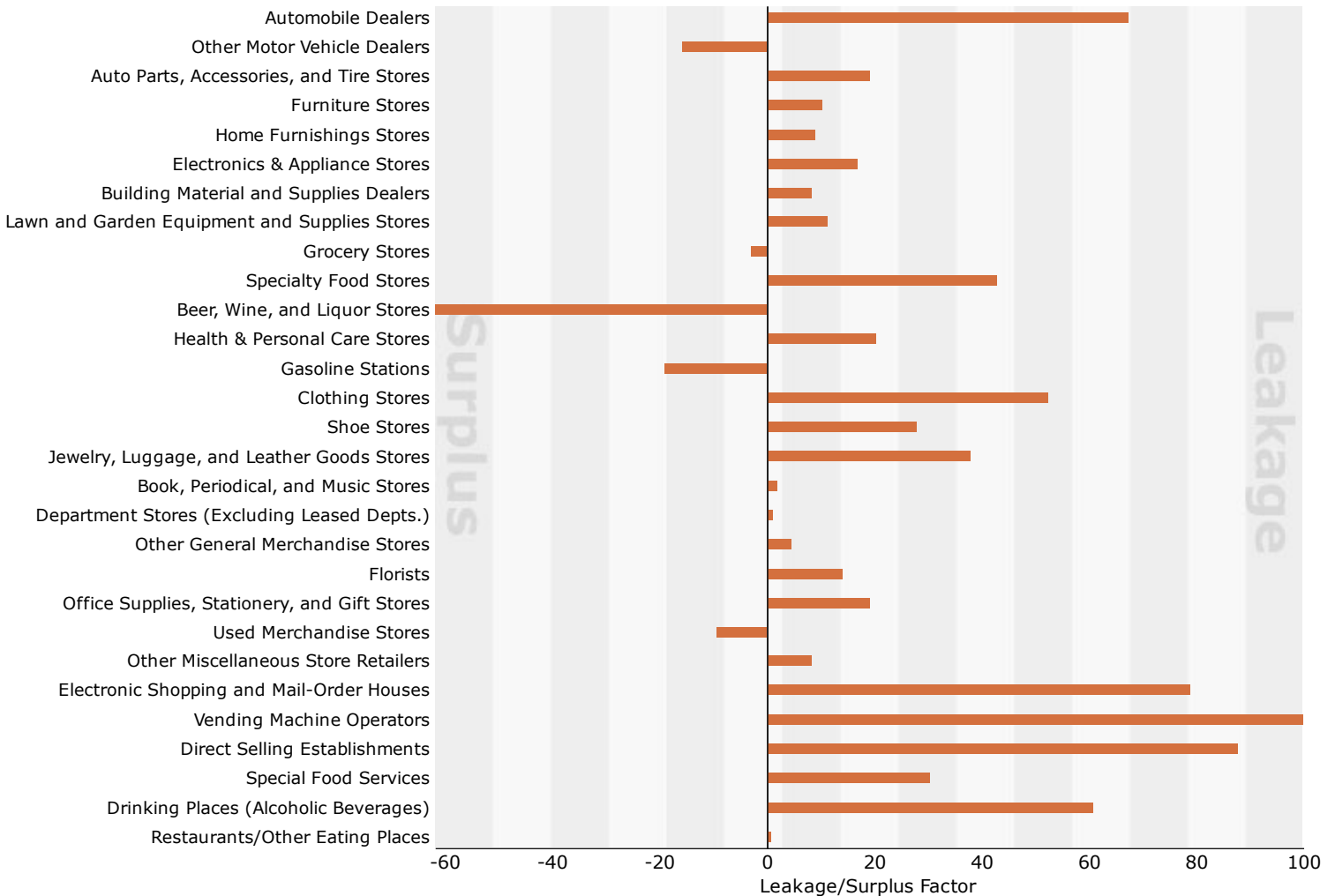
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Summary Demographics

2021 Population	377,728
2021 Households	166,309
2021 Median Disposable Income	\$46,638
2021 Per Capita Income	\$32,284

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 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	\$4,632,165,039	\$4,127,254,502	\$504,910,537	5.8	2,043
Total Retail Trade	44-45	\$4,203,236,129	\$3,738,224,660	\$465,011,469	5.9	1,520
Total Food & Drink	722	\$428,928,910	\$389,029,842	\$39,899,068	4.9	522
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$908,659,945	\$552,905,610	\$355,754,335	24.3	220
Automobile Dealers	4411	\$721,769,910	\$306,575,826	\$415,194,084	40.4	75
Other Motor Vehicle Dealers	4412	\$106,885,349	\$180,139,547	-\$73,254,198	-25.5	72
Auto Parts, Accessories & Tire Stores	4413	\$80,004,686	\$66,190,237	\$13,814,449	9.4	73
Furniture & Home Furnishings Stores	442	\$150,411,811	\$111,651,616	\$38,760,195	14.8	106
Furniture Stores	4421	\$81,128,067	\$57,226,397	\$23,901,670	17.3	50
Home Furnishings Stores	4422	\$69,283,744	\$54,425,219	\$14,858,525	12.0	56
Electronics & Appliance Stores	443	\$118,269,590	\$71,237,827	\$47,031,763	24.8	59
Bldg Materials, Garden Equip. & Supply Stores	444	\$302,377,084	\$269,307,668	\$33,069,416	5.8	143
Bldg Material & Supplies Dealers	4441	\$279,551,871	\$248,789,209	\$30,762,662	5.8	100
Lawn & Garden Equip & Supply Stores	4442	\$22,825,214	\$20,518,459	\$2,306,755	5.3	43
Food & Beverage Stores	445	\$737,949,386	\$826,725,722	-\$88,776,336	-5.7	173
Grocery Stores	4451	\$671,893,322	\$712,419,354	-\$40,526,032	-2.9	119
Specialty Food Stores	4452	\$30,695,548	\$10,761,582	\$19,933,966	48.1	29
Beer, Wine & Liquor Stores	4453	\$35,360,516	\$103,544,786	-\$68,184,270	-49.1	25
Health & Personal Care Stores	446,4461	\$301,519,367	\$277,633,320	\$23,886,047	4.1	172
Gasoline Stations	447,4471	\$434,620,325	\$608,260,290	-\$173,639,965	-16.7	93
Clothing & Clothing Accessories Stores	448	\$196,994,334	\$73,340,644	\$123,653,690	45.7	103
Clothing Stores	4481	\$132,856,423	\$43,869,595	\$88,986,828	50.4	66
Shoe Stores	4482	\$29,304,198	\$11,962,532	\$17,341,666	42.0	12
Jewelry, Luggage & Leather Goods Stores	4483	\$34,833,712	\$17,508,517	\$17,325,195	33.1	25
Sporting Goods, Hobby, Book & Music Stores	451	\$98,937,596	\$97,576,306	\$1,361,290	0.7	98
Sporting Goods/Hobby/Musical Instr Stores	4511	\$82,675,093	\$88,608,668	-\$5,933,575	-3.5	93
Book, Periodical & Music Stores	4512	\$16,262,503	\$8,967,638	\$7,294,865	28.9	5
General Merchandise Stores	452	\$667,241,528	\$668,210,193	-\$968,665	-0.1	86
Department Stores Excluding Leased Depts.	4521	\$462,910,902	\$498,479,915	-\$35,569,013	-3.7	28
Other General Merchandise Stores	4529	\$204,330,626	\$169,730,278	\$34,600,348	9.2	58
Miscellaneous Store Retailers	453	\$173,436,269	\$161,213,278	\$12,222,991	3.7	244
Florists	4531	\$7,335,036	\$5,978,243	\$1,356,793	10.2	21
Office Supplies, Stationery & Gift Stores	4532	\$36,481,198	\$23,950,074	\$12,531,124	20.7	39
Used Merchandise Stores	4533	\$35,576,959	\$36,250,806	-\$673,847	-0.9	92
Other Miscellaneous Store Retailers	4539	\$94,043,076	\$95,034,157	-\$991,081	-0.5	92
Nonstore Retailers	454	\$112,818,893	\$20,162,186	\$92,656,707	69.7	23
Electronic Shopping & Mail-Order Houses	4541	\$94,901,353	\$17,563,557	\$77,337,796	68.8	8
Vending Machine Operators	4542	\$1,792,254	\$233,030	\$1,559,224	77.0	3
Direct Selling Establishments	4543	\$16,125,287	\$2,365,600	\$13,759,687	74.4	13
Food Services & Drinking Places	722	\$428,928,910	\$389,029,842	\$39,899,068	4.9	522
Special Food Services	7223	\$6,561,738	\$2,545,075	\$4,016,663	44.1	10
Drinking Places - Alcoholic Beverages	7224	\$34,518,749	\$8,693,207	\$25,825,542	59.8	30
Restaurants/Other Eating Places	7225	\$387,848,423	\$377,791,561	\$10,056,862	1.3	482

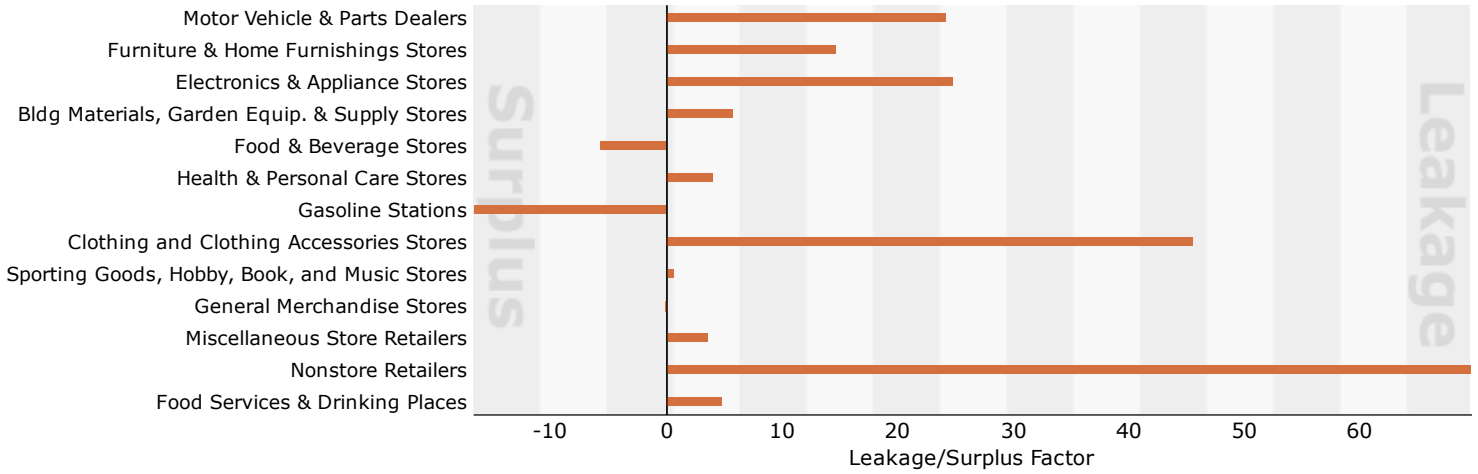
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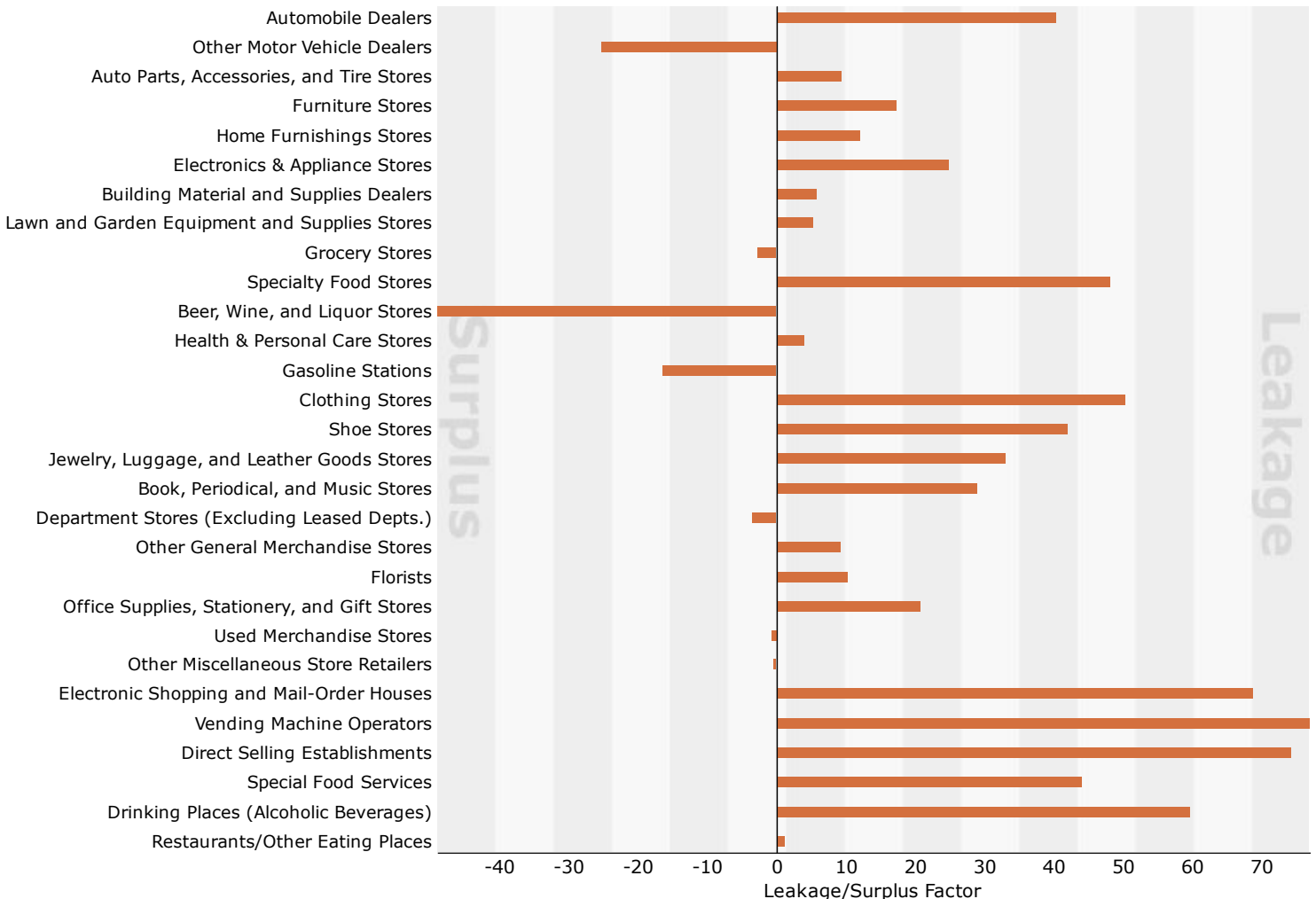
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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