



Retail MarketPlace Profile

Fairwinds - West Branch 2
 6329 W Colonial Dr, Orlando, Florida, 32818
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 28.55226
 Longitude: -81.46822

Summary Demographics

2015 Population	33,660
2015 Households	11,648
2015 Median Disposable Income	\$31,497
2015 Per Capita Income	\$15,970

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	\$292,574,578	\$595,420,505	-\$302,845,927	-34.1	312
Total Retail Trade	44-45	\$263,882,231	\$524,491,726	-\$260,609,495	-33.1	225
Total Food & Drink	722	\$28,692,347	\$70,928,779	-\$42,236,432	-42.4	87

Industry Group

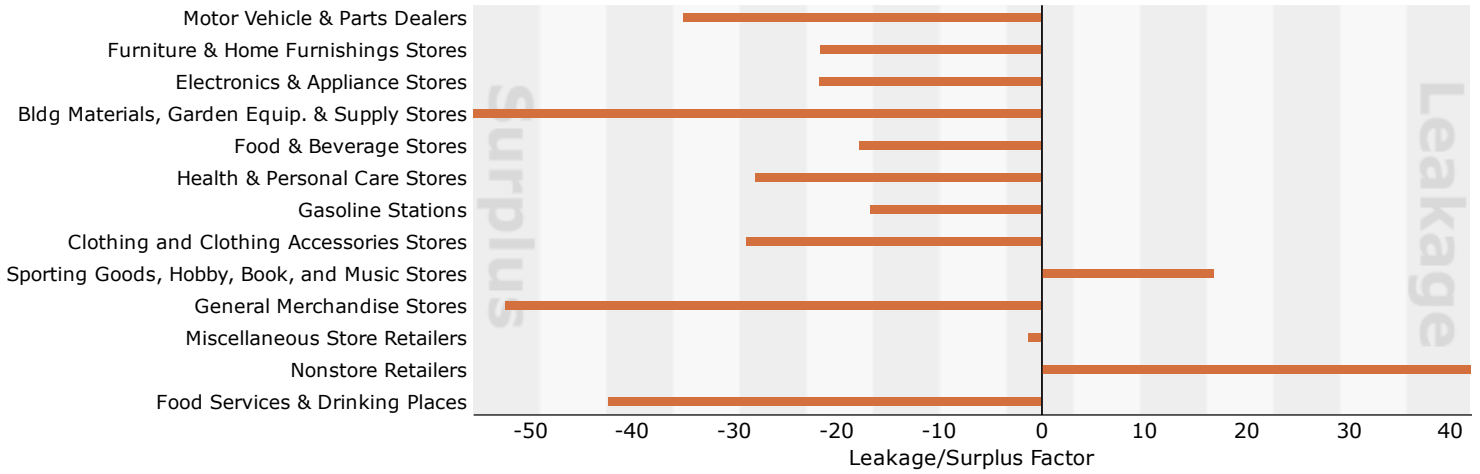
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,397,911	\$129,888,501	-\$67,490,590	-35.1	44
Automobile Dealers	4411	\$50,469,328	\$106,047,879	-\$55,578,551	-35.5	21
Other Motor Vehicle Dealers	4412	\$7,792,710	\$7,714,389	\$78,321	0.5	3
Auto Parts, Accessories & Tire Stores	4413	\$4,135,874	\$16,126,232	-\$11,990,358	-59.2	19
Furniture & Home Furnishings Stores	442	\$8,360,118	\$12,974,800	-\$4,614,682	-21.6	14
Furniture Stores	4421	\$5,079,141	\$10,969,234	-\$5,890,093	-36.7	8
Home Furnishings Stores	4422	\$3,280,977	\$2,005,566	\$1,275,411	24.1	6
Electronics & Appliance Stores	443	\$11,219,087	\$17,482,403	-\$6,263,316	-21.8	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,345,667	\$39,745,397	-\$28,399,730	-55.6	12
Bldg Material & Supplies Dealers	4441	\$10,048,771	\$39,447,835	-\$29,399,064	-59.4	11
Lawn & Garden Equip & Supply Stores	4442	\$1,296,897	\$297,562	\$999,335	62.7	1
Food & Beverage Stores	445	\$49,224,417	\$70,677,008	-\$21,452,591	-17.9	30
Grocery Stores	4451	\$43,564,486	\$65,454,877	-\$21,890,391	-20.1	22
Specialty Food Stores	4452	\$3,573,034	\$2,227,879	\$1,345,155	23.2	5
Beer, Wine & Liquor Stores	4453	\$2,086,896	\$2,994,252	-\$907,356	-17.9	3
Health & Personal Care Stores	446,4461	\$15,834,940	\$28,205,097	-\$12,370,157	-28.1	14
Gasoline Stations	447,4471	\$18,911,817	\$26,565,995	-\$7,654,178	-16.8	12
Clothing & Clothing Accessories Stores	448	\$14,595,834	\$26,495,409	-\$11,899,575	-29.0	38
Clothing Stores	4481	\$10,487,145	\$19,552,033	-\$9,064,888	-30.2	27
Shoe Stores	4482	\$1,826,888	\$5,791,140	-\$3,964,252	-52.0	8
Jewelry, Luggage & Leather Goods Stores	4483	\$2,281,801	\$1,152,236	\$1,129,565	32.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$6,534,904	\$4,641,841	\$1,893,063	16.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,661,467	\$4,641,841	\$19,626	0.2	5
Book, Periodical & Music Stores	4512	\$1,873,437	\$0	\$1,873,437	100.0	0
General Merchandise Stores	452	\$47,851,879	\$153,420,237	-\$105,568,358	-52.5	17
Department Stores Excluding Leased Depts.	4521	\$34,922,657	\$79,267,167	-\$44,344,510	-38.8	6
Other General Merchandise Stores	4529	\$12,929,222	\$74,153,070	-\$61,223,848	-70.3	11
Miscellaneous Store Retailers	453	\$11,639,178	\$11,962,330	-\$323,152	-1.4	23
Florists	4531	\$431,684	\$354,246	\$77,438	9.9	3
Office Supplies, Stationery & Gift Stores	4532	\$2,286,586	\$4,406,299	-\$2,119,713	-31.7	5
Used Merchandise Stores	4533	\$1,130,444	\$779,793	\$350,651	18.4	6
Other Miscellaneous Store Retailers	4539	\$7,790,463	\$6,421,992	\$1,368,471	9.6	9
Nonstore Retailers	454	\$5,966,478	\$2,432,708	\$3,533,770	42.1	5
Electronic Shopping & Mail-Order Houses	4541	\$5,036,929	\$1,643,109	\$3,393,820	50.8	2
Vending Machine Operators	4542	\$156,767	\$595,689	-\$438,922	-58.3	2
Direct Selling Establishments	4543	\$772,783	\$193,910	\$578,873	59.9	1
Food Services & Drinking Places	722	\$28,692,347	\$70,928,779	-\$42,236,432	-42.4	87
Full-Service Restaurants	7221	\$16,201,734	\$34,064,681	-\$17,862,947	-35.5	55
Limited-Service Eating Places	7222	\$10,640,528	\$34,632,339	-\$23,991,811	-53.0	26
Special Food Services	7223	\$455,303	\$1,206,742	-\$751,439	-45.2	4
Drinking Places - Alcoholic Beverages	7224	\$1,394,783	\$1,025,017	\$369,766	15.3	2

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.

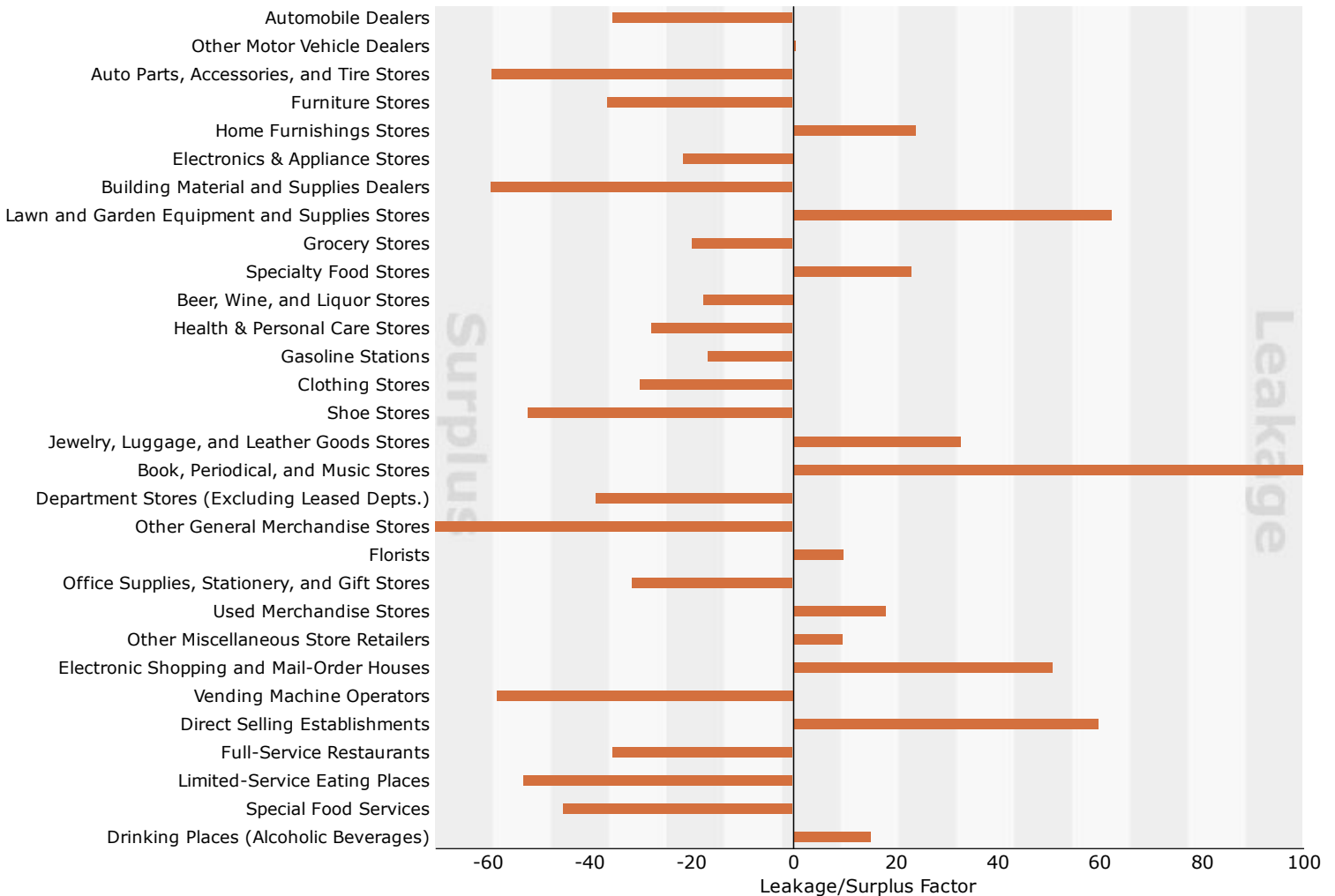
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Fairwinds - West Branch 2
 6329 W Colonial Dr, Orlando, Florida, 32818
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.55226
 Longitude: -81.46822

Summary Demographics

2015 Population	154,088
2015 Households	54,249
2015 Median Disposable Income	\$33,135
2015 Per Capita Income	\$17,875

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	\$1,489,919,050	\$2,467,498,318	-\$977,579,268	-24.7	1,110
Total Retail Trade	44-45	\$1,342,804,452	\$2,239,076,210	-\$896,271,758	-25.0	817
Total Food & Drink	722	\$147,114,598	\$228,422,108	-\$81,307,510	-21.7	293

Industry Group

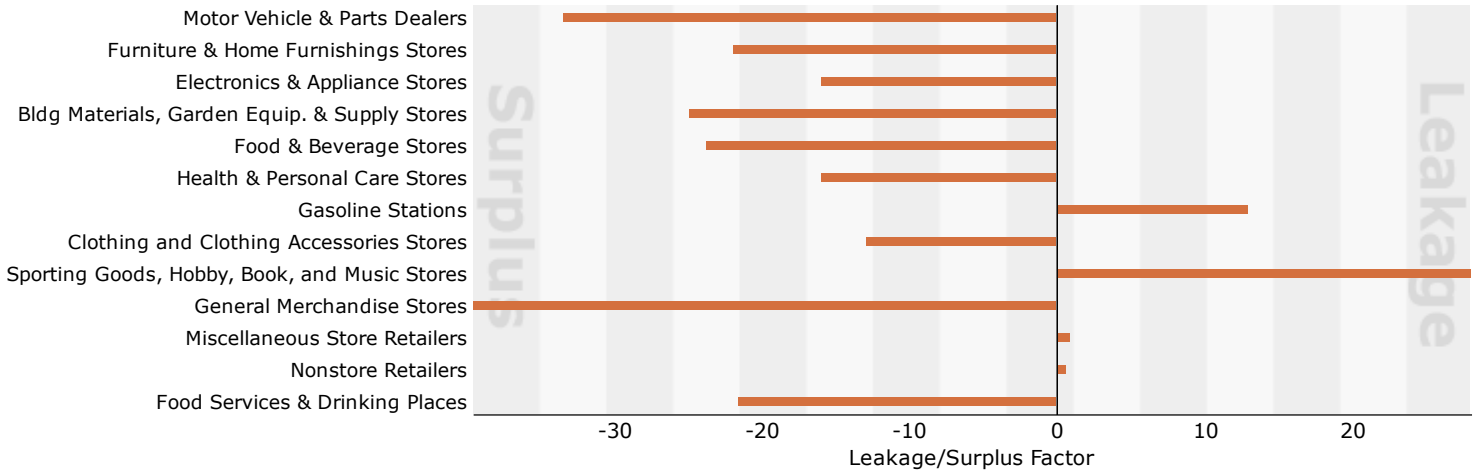
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$318,699,478	\$640,674,077	-\$321,974,599	-33.6	152
Automobile Dealers	4411	\$256,178,656	\$572,706,788	-\$316,528,132	-38.2	85
Other Motor Vehicle Dealers	4412	\$41,403,088	\$21,790,265	\$19,612,823	31.0	9
Auto Parts, Accessories & Tire Stores	4413	\$21,117,734	\$46,177,024	-\$25,059,290	-37.2	58
Furniture & Home Furnishings Stores	442	\$42,584,955	\$66,600,088	-\$24,015,133	-22.0	52
Furniture Stores	4421	\$25,706,087	\$40,342,039	-\$14,635,952	-22.2	33
Home Furnishings Stores	4422	\$16,878,868	\$26,258,049	-\$9,379,181	-21.7	20
Electronics & Appliance Stores	443	\$57,503,386	\$79,451,971	-\$21,948,585	-16.0	43
Bldg Materials, Garden Equip. & Supply Stores	444	\$60,061,192	\$100,054,078	-\$39,992,886	-25.0	55
Bldg Material & Supplies Dealers	4441	\$53,402,421	\$97,522,132	-\$44,119,711	-29.2	49
Lawn & Garden Equip & Supply Stores	4442	\$6,658,771	\$2,531,947	\$4,126,824	44.9	6
Food & Beverage Stores	445	\$248,535,226	\$403,821,508	-\$155,286,282	-23.8	119
Grocery Stores	4451	\$219,792,605	\$356,357,570	-\$136,564,965	-23.7	84
Specialty Food Stores	4452	\$18,044,860	\$31,358,471	-\$13,313,611	-26.9	21
Beer, Wine & Liquor Stores	4453	\$10,697,761	\$16,105,466	-\$5,407,705	-20.2	14
Health & Personal Care Stores	446,4461	\$79,778,390	\$110,175,135	-\$30,396,745	-16.0	72
Gasoline Stations	447,4471	\$94,799,313	\$73,005,044	\$21,794,269	13.0	32
Clothing & Clothing Accessories Stores	448	\$74,557,641	\$96,844,309	-\$22,286,668	-13.0	114
Clothing Stores	4481	\$53,436,385	\$66,403,017	-\$12,966,632	-10.8	71
Shoe Stores	4482	\$9,250,922	\$15,223,436	-\$5,972,514	-24.4	20
Jewelry, Luggage & Leather Goods Stores	4483	\$11,870,334	\$15,217,856	-\$3,347,522	-12.4	23
Sporting Goods, Hobby, Book & Music Stores	451	\$33,779,492	\$18,967,013	\$14,812,479	28.1	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,180,056	\$16,787,783	\$7,392,273	18.0	20
Book, Periodical & Music Stores	4512	\$9,599,437	\$2,179,229	\$7,420,208	63.0	3
General Merchandise Stores	452	\$242,833,539	\$561,264,232	-\$318,430,693	-39.6	50
Department Stores Excluding Leased Depts.	4521	\$177,596,808	\$450,780,673	-\$273,183,865	-43.5	18
Other General Merchandise Stores	4529	\$65,236,731	\$110,483,559	-\$45,246,828	-25.7	32
Miscellaneous Store Retailers	453	\$59,222,293	\$58,149,175	\$1,073,118	0.9	88
Florists	4531	\$2,222,178	\$2,777,654	-\$555,476	-11.1	10
Office Supplies, Stationery & Gift Stores	4532	\$11,710,495	\$9,966,810	\$1,743,685	8.0	19
Used Merchandise Stores	4533	\$5,812,013	\$4,948,028	\$863,985	8.0	21
Other Miscellaneous Store Retailers	4539	\$39,477,607	\$40,456,682	-\$979,075	-1.2	38
Nonstore Retailers	454	\$30,449,547	\$30,069,580	\$379,967	0.6	17
Electronic Shopping & Mail-Order Houses	4541	\$25,582,519	\$25,508,354	\$74,165	0.1	6
Vending Machine Operators	4542	\$792,655	\$1,770,637	-\$977,982	-38.2	8
Direct Selling Establishments	4543	\$4,074,373	\$2,790,590	\$1,283,783	18.7	3
Food Services & Drinking Places	722	\$147,114,598	\$228,422,108	-\$81,307,510	-21.7	293
Full-Service Restaurants	7221	\$83,053,939	\$101,254,675	-\$18,200,736	-9.9	181
Limited-Service Eating Places	7222	\$54,479,022	\$98,122,143	-\$43,643,121	-28.6	87
Special Food Services	7223	\$2,353,181	\$6,689,697	-\$4,336,516	-48.0	15
Drinking Places - Alcoholic Beverages	7224	\$7,228,457	\$22,355,594	-\$15,127,137	-51.1	10

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.

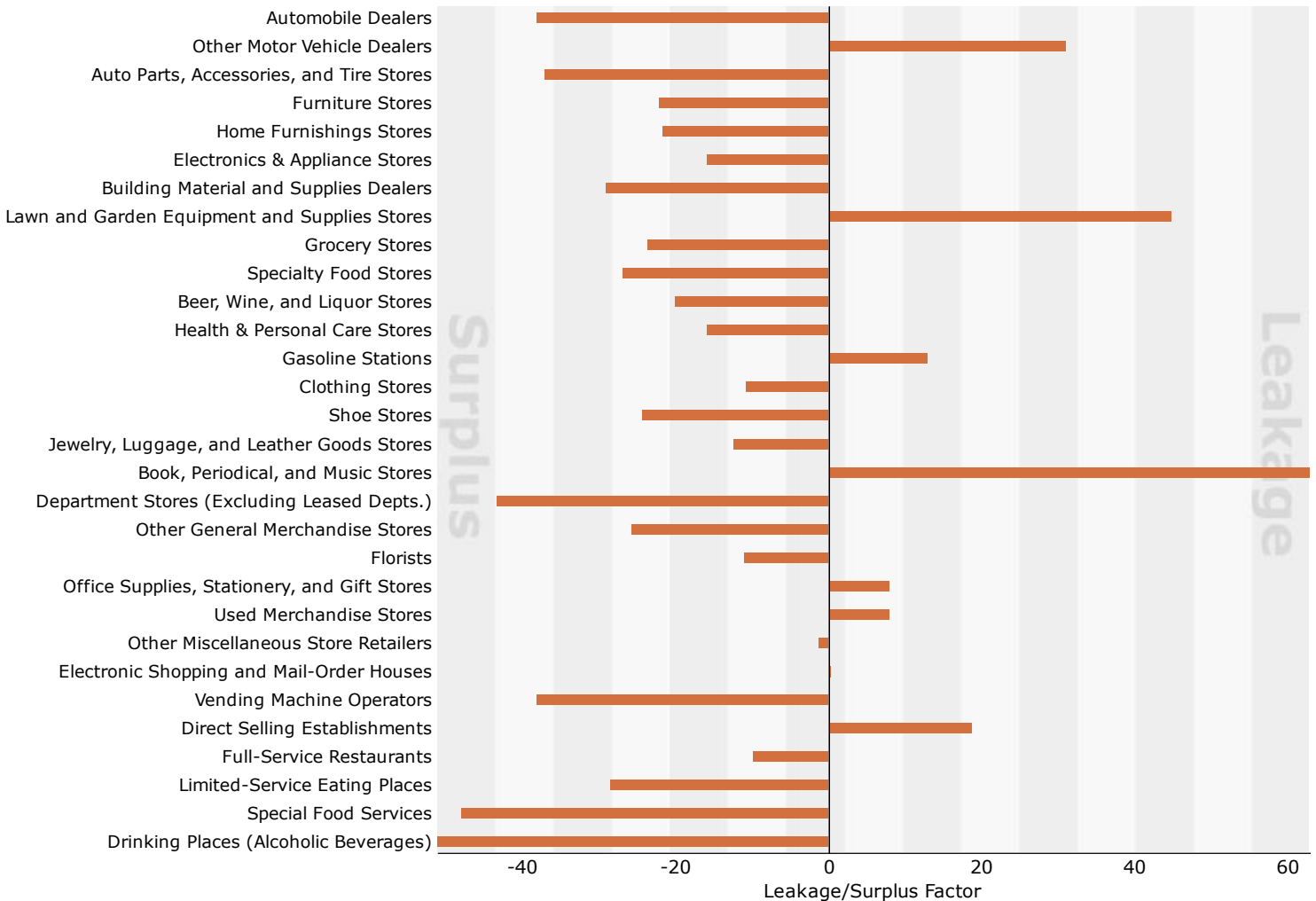
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Fairwinds - West Branch 2
 6329 W Colonial Dr, Orlando, Florida, 32818
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 28.55226
 Longitude: -81.46822

Summary Demographics

2015 Population	378,648
2015 Households	143,406
2015 Median Disposable Income	\$36,607
2015 Per Capita Income	\$23,434

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	\$4,755,357,747	\$6,953,948,900	-\$2,198,591,153	-18.8	3,486
Total Retail Trade	44-45	\$4,281,019,790	\$6,108,353,863	-\$1,827,334,073	-17.6	2,436
Total Food & Drink	722	\$474,337,957	\$845,595,037	-\$371,257,080	-28.1	1,050

Industry Group

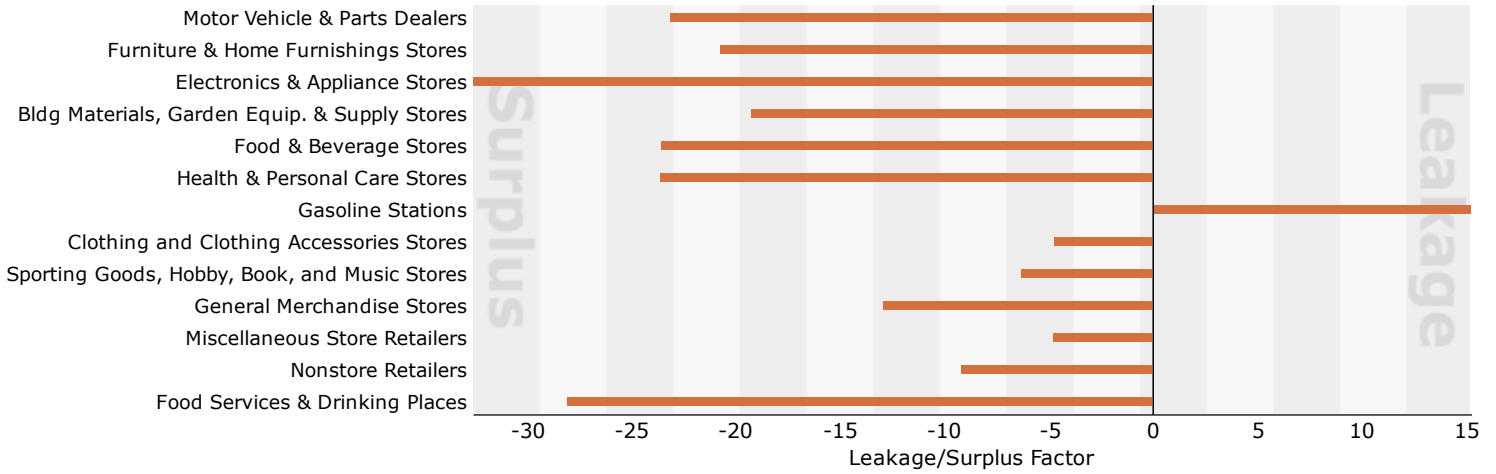
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,014,685,021	\$1,625,604,415	-\$610,919,394	-23.1	384
Automobile Dealers	4411	\$812,260,930	\$1,314,587,544	-\$502,326,614	-23.6	208
Other Motor Vehicle Dealers	4412	\$134,966,114	\$211,821,913	-\$76,855,799	-22.2	48
Auto Parts, Accessories & Tire Stores	4413	\$67,457,976	\$99,194,957	-\$31,736,981	-19.0	127
Furniture & Home Furnishings Stores	442	\$136,104,322	\$207,405,784	-\$71,301,462	-20.8	146
Furniture Stores	4421	\$81,816,218	\$119,936,102	-\$38,119,884	-18.9	78
Home Furnishings Stores	4422	\$54,288,104	\$87,469,682	-\$33,181,578	-23.4	68
Electronics & Appliance Stores	443	\$184,376,035	\$362,843,523	-\$178,467,488	-32.6	158
Bldg Materials, Garden Equip. & Supply Stores	444	\$195,105,284	\$288,274,892	-\$93,169,608	-19.3	204
Bldg Material & Supplies Dealers	4441	\$173,609,056	\$253,790,637	-\$80,181,581	-18.8	170
Lawn & Garden Equip & Supply Stores	4442	\$21,496,228	\$34,484,254	-\$12,988,026	-23.2	33
Food & Beverage Stores	445	\$790,515,730	\$1,277,845,619	-\$487,329,889	-23.6	332
Grocery Stores	4451	\$698,649,716	\$1,139,565,995	-\$440,916,279	-24.0	232
Specialty Food Stores	4452	\$57,437,812	\$83,909,327	-\$26,471,515	-18.7	66
Beer, Wine & Liquor Stores	4453	\$34,428,202	\$54,370,297	-\$19,942,095	-22.5	34
Health & Personal Care Stores	446,4461	\$252,913,018	\$409,426,208	-\$156,513,190	-23.6	215
Gasoline Stations	447,4471	\$297,256,137	\$218,495,782	\$78,760,355	15.3	91
Clothing & Clothing Accessories Stores	448	\$239,387,833	\$263,116,483	-\$23,728,650	-4.7	291
Clothing Stores	4481	\$171,340,136	\$192,510,361	-\$21,170,225	-5.8	195
Shoe Stores	4482	\$29,479,195	\$27,656,725	\$1,822,470	3.2	33
Jewelry, Luggage & Leather Goods Stores	4483	\$38,568,501	\$42,949,398	-\$4,380,897	-5.4	63
Sporting Goods, Hobby, Book & Music Stores	451	\$109,005,629	\$123,768,939	-\$14,763,310	-6.3	106
Sporting Goods/Hobby/Musical Instr Stores	4511	\$78,060,782	\$87,914,551	-\$9,853,769	-5.9	82
Book, Periodical & Music Stores	4512	\$30,944,847	\$35,854,389	-\$4,909,542	-7.3	25
General Merchandise Stores	452	\$774,302,388	\$1,005,126,087	-\$230,823,699	-13.0	124
Department Stores Excluding Leased Depts.	4521	\$567,082,331	\$783,049,464	-\$215,967,133	-16.0	42
Other General Merchandise Stores	4529	\$207,220,058	\$222,076,623	-\$14,856,565	-3.5	81
Miscellaneous Store Retailers	453	\$189,186,315	\$208,256,535	-\$19,070,220	-4.8	328
Florists	4531	\$7,192,046	\$10,348,312	-\$3,156,266	-18.0	42
Office Supplies, Stationery & Gift Stores	4532	\$37,602,148	\$39,665,206	-\$2,063,058	-2.7	70
Used Merchandise Stores	4533	\$18,733,262	\$16,538,658	\$2,194,604	6.2	75
Other Miscellaneous Store Retailers	4539	\$125,658,859	\$141,704,358	-\$16,045,499	-6.0	141
Nonstore Retailers	454	\$98,182,077	\$118,189,596	-\$20,007,519	-9.2	57
Electronic Shopping & Mail-Order Houses	4541	\$81,571,098	\$105,784,890	-\$24,213,792	-12.9	30
Vending Machine Operators	4542	\$2,524,137	\$4,239,875	-\$1,715,738	-25.4	16
Direct Selling Establishments	4543	\$14,086,842	\$8,164,831	\$5,922,011	26.6	12
Food Services & Drinking Places	722	\$474,337,957	\$845,595,037	-\$371,257,080	-28.1	1,050
Full-Service Restaurants	7221	\$267,773,708	\$445,916,112	-\$178,142,404	-25.0	646
Limited-Service Eating Places	7222	\$175,047,850	\$301,493,087	-\$126,445,237	-26.5	289
Special Food Services	7223	\$7,686,891	\$13,106,206	-\$5,419,315	-26.1	40
Drinking Places - Alcoholic Beverages	7224	\$23,829,509	\$85,079,631	-\$61,250,122	-56.2	75

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

