

Retail MarketPlace Profile

1609 N Wickham Rd, Melbourne, Florida, 32935
Drive Time: 5 minute radius

Prepared by James Flint
Latitude: 28.13325
Longitude: -80.67167

Summary Demographics

2018 Population	24,863
2018 Households	10,903
2018 Median Disposable Income	\$38,148
2018 Per Capita Income	\$27,367

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	\$722,423,072	\$259,381,811	\$54,041,260	9.4	202
Total Retail Trade	44-45	\$284,528,153	\$227,566,252	\$56,961,901	11.1	145
Total Food & Drink	722	\$28,894,918	\$31,815,559	-\$2,920,641	-4.8	56

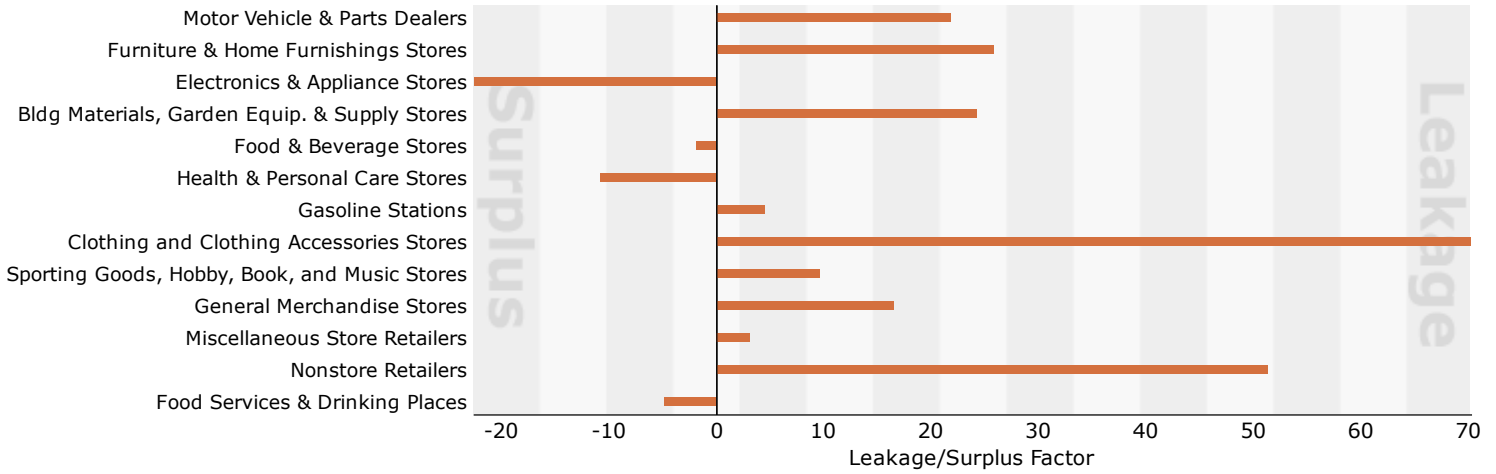
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,408,845	\$39,907,293	\$22,501,552	22.0	25
Automobile Dealers	4411	\$49,701,884	\$23,629,251	\$26,072,633	35.6	14
Other Motor Vehicle Dealers	4412	\$7,388,340	\$9,220,365	-\$1,832,025	-11.0	4
Auto Parts, Accessories & Tire Stores	4413	\$5,318,622	\$7,057,677	-\$1,739,055	-14.1	6
Furniture & Home Furnishings Stores	442	\$9,899,626	\$5,828,121	\$4,071,505	25.9	6
Furniture Stores	4421	\$5,487,703	\$0	\$5,487,703	100.0	0
Home Furnishings Stores	4422	\$4,411,923	\$5,556,586	-\$1,144,663	-11.5	5
Electronics & Appliance Stores	443	\$7,809,931	\$12,362,559	-\$4,552,628	-22.6	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,905,513	\$12,084,555	\$7,820,958	24.4	17
Bldg Material & Supplies Dealers	4441	\$18,249,218	\$10,691,506	\$7,557,712	26.1	13
Lawn & Garden Equip & Supply Stores	4442	\$1,656,295	\$1,393,049	\$263,246	8.6	4
Food & Beverage Stores	445	\$50,119,405	\$52,080,355	-\$1,960,950	-1.9	25
Grocery Stores	4451	\$45,660,801	\$39,683,032	\$5,977,769	7.0	13
Specialty Food Stores	4452	\$2,099,706	\$3,416,619	-\$1,316,913	-23.9	4
Beer, Wine & Liquor Stores	4453	\$2,358,898	\$8,980,703	-\$6,621,805	-58.4	7
Health & Personal Care Stores	446,4461	\$19,383,896	\$24,080,900	-\$4,697,004	-10.8	10
Gasoline Stations	447,4471	\$29,876,050	\$27,269,574	\$2,606,476	4.6	9
Clothing & Clothing Accessories Stores	448	\$13,417,314	\$2,331,767	\$11,085,547	70.4	6
Clothing Stores	4481	\$9,126,183	\$1,578,146	\$7,548,037	70.5	3
Shoe Stores	4482	\$2,039,780	\$283,670	\$1,756,110	75.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,251,351	\$469,951	\$1,781,400	65.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,716,602	\$5,527,564	\$1,189,038	9.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,555,585	\$5,513,318	\$42,267	0.4	8
Book, Periodical & Music Stores	4512	\$1,161,018	\$0	\$1,161,018	100.0	0
General Merchandise Stores	452	\$45,620,657	\$32,656,626	\$12,964,031	16.6	4
Department Stores Excluding Leased Depts.	4521	\$31,569,097	\$0	\$31,569,097	100.0	0
Other General Merchandise Stores	4529	\$14,051,560	\$3,250,495	\$10,801,065	62.4	4
Miscellaneous Store Retailers	453	\$11,742,792	\$10,989,800	\$752,992	3.3	23
Florists	4531	\$508,112	\$406,114	\$101,998	11.2	2
Office Supplies, Stationery & Gift Stores	4532	\$2,375,950	\$2,007,394	\$368,556	8.4	4
Used Merchandise Stores	4533	\$2,457,889	\$2,366,213	\$91,676	1.9	8
Other Miscellaneous Store Retailers	4539	\$6,400,841	\$6,210,079	\$190,762	1.5	9
Nonstore Retailers	454	\$7,627,522	\$2,447,138	\$5,180,384	51.4	6
Electronic Shopping & Mail-Order Houses	4541	\$6,211,689	\$2,316,849	\$3,894,840	45.7	4
Vending Machine Operators	4542	\$122,289	\$0	\$122,289	100.0	0
Direct Selling Establishments	4543	\$1,293,544	\$126,079	\$1,167,465	82.2	2
Food Services & Drinking Places	722	\$28,894,918	\$31,815,559	-\$2,920,641	-4.8	56
Special Food Services	7223	\$506,509	\$0	\$506,509	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,243,262	\$1,154,473	\$1,088,789	32.0	3
Restaurants/Other Eating Places	7225	\$26,145,147	\$30,661,086	-\$4,515,939	-7.9	53

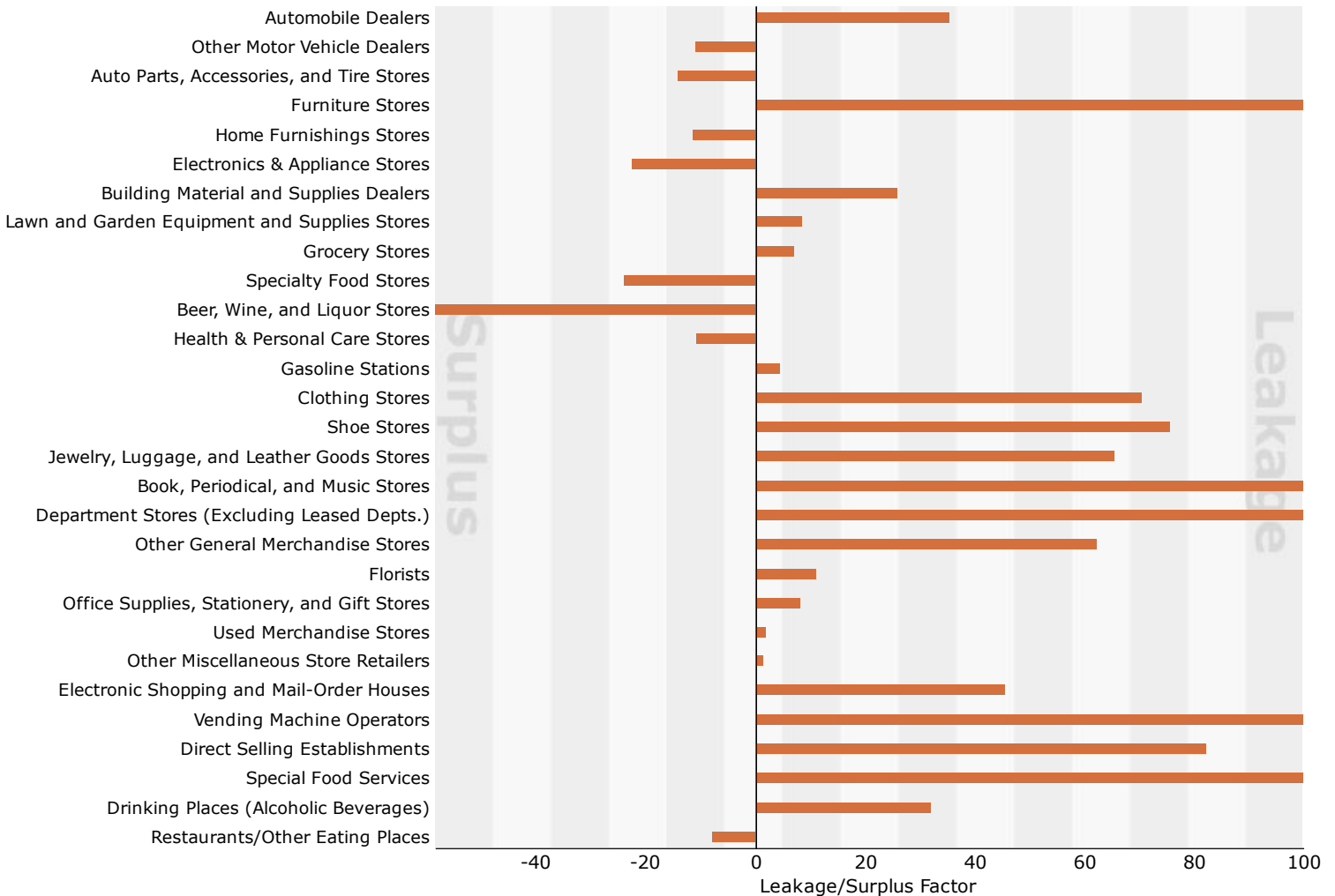
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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Prepared by James Flint
Latitude: 28.13325
Longitude: -80.67167

Summary Demographics

2018 Population	66,666
2018 Households	29,303
2018 Median Disposable Income	\$40,986
2018 Per Capita Income	\$30,028

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	\$906,998,989	\$1,281,066,497	-\$374,067,508	-17.1	694
Total Retail Trade	44-45	\$822,300,707	\$1,176,411,700	-\$354,110,993	-17.7	532
Total Food & Drink	722	\$84,698,282	\$104,654,797	-\$19,956,515	-10.5	162

2017 Industry Group

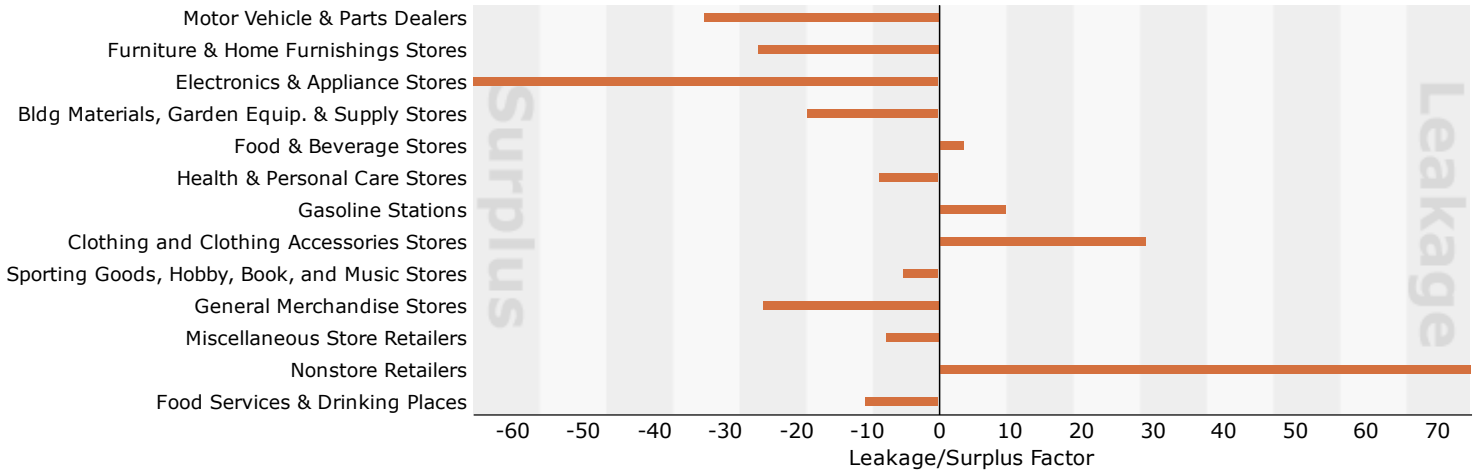
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$179,068,077	\$356,471,164	-\$177,403,087	-33.1	95
Automobile Dealers	4411	\$142,453,787	\$249,104,092	-\$106,650,305	-27.2	43
Other Motor Vehicle Dealers	4412	\$21,193,982	\$88,348,553	-\$67,154,571	-61.3	26
Auto Parts, Accessories & Tire Stores	4413	\$15,420,309	\$19,018,519	-\$3,598,210	-10.4	26
Furniture & Home Furnishings Stores	442	\$29,081,155	\$49,082,620	-\$20,001,465	-25.6	42
Furniture Stores	4421	\$16,028,612	\$29,547,321	-\$13,518,709	-29.7	16
Home Furnishings Stores	4422	\$13,052,543	\$19,535,300	-\$6,482,757	-19.9	26
Electronics & Appliance Stores	443	\$22,840,716	\$109,435,716	-\$86,595,000	-65.5	35
Bldg Materials, Garden Equip. & Supply Stores	444	\$58,037,813	\$84,605,479	-\$26,567,666	-18.6	68
Bldg Material & Supplies Dealers	4441	\$53,265,503	\$82,691,649	-\$29,426,146	-21.6	63
Lawn & Garden Equip & Supply Stores	4442	\$4,772,310	\$1,913,831	\$2,858,479	42.8	6
Food & Beverage Stores	445	\$144,551,607	\$134,174,957	\$10,376,650	3.7	61
Grocery Stores	4451	\$131,564,125	\$113,049,450	\$18,514,675	7.6	40
Specialty Food Stores	4452	\$6,044,274	\$11,700,275	-\$5,656,001	-31.9	13
Beer, Wine & Liquor Stores	4453	\$6,943,208	\$9,425,232	-\$2,482,024	-15.2	8
Health & Personal Care Stores	446,4461	\$56,080,611	\$66,505,298	-\$10,424,687	-8.5	29
Gasoline Stations	447,4471	\$85,352,610	\$70,487,111	\$14,865,499	9.5	23
Clothing & Clothing Accessories Stores	448	\$39,448,262	\$21,661,419	\$17,786,843	29.1	29
Clothing Stores	4481	\$26,740,278	\$13,133,063	\$13,607,215	34.1	17
Shoe Stores	4482	\$5,971,510	\$4,481,847	\$1,489,663	14.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$6,736,474	\$4,046,509	\$2,689,965	24.9	8
Sporting Goods, Hobby, Book & Music Stores	451	\$19,594,824	\$21,671,552	-\$2,076,728	-5.0	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,224,040	\$21,096,886	-\$4,872,846	-13.1	29
Book, Periodical & Music Stores	4512	\$3,370,784	\$574,665	\$2,796,119	70.9	3
General Merchandise Stores	452	\$132,394,481	\$219,740,884	-\$87,346,403	-24.8	19
Department Stores Excluding Leased Depts.	4521	\$92,004,458	\$179,760,073	-\$87,755,615	-32.3	6
Other General Merchandise Stores	4529	\$40,390,023	\$39,980,811	\$409,212	0.5	13
Miscellaneous Store Retailers	453	\$33,832,609	\$39,420,244	-\$5,587,635	-7.6	87
Florists	4531	\$1,519,592	\$2,433,952	-\$914,360	-23.1	10
Office Supplies, Stationery & Gift Stores	4532	\$6,972,161	\$7,335,573	-\$363,412	-2.5	14
Used Merchandise Stores	4533	\$7,160,962	\$7,118,463	\$42,499	0.3	24
Other Miscellaneous Store Retailers	4539	\$18,179,894	\$22,532,256	-\$4,352,362	-10.7	38
Nonstore Retailers	454	\$22,017,941	\$3,155,256	\$18,862,685	74.9	11
Electronic Shopping & Mail-Order Houses	4541	\$18,011,262	\$2,862,691	\$15,148,571	72.6	6
Vending Machine Operators	4542	\$352,324	\$59,227	\$293,097	71.2	1
Direct Selling Establishments	4543	\$3,654,354	\$233,338	\$3,421,016	88.0	3
Food Services & Drinking Places	722	\$84,698,282	\$104,654,797	-\$19,956,515	-10.5	162
Special Food Services	7223	\$1,467,928	\$354,689	\$1,113,239	61.1	2
Drinking Places - Alcoholic Beverages	7224	\$6,754,456	\$2,614,942	\$4,139,514	44.2	9
Restaurants/Other Eating Places	7225	\$76,475,898	\$101,685,166	-\$25,209,268	-14.1	151

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>

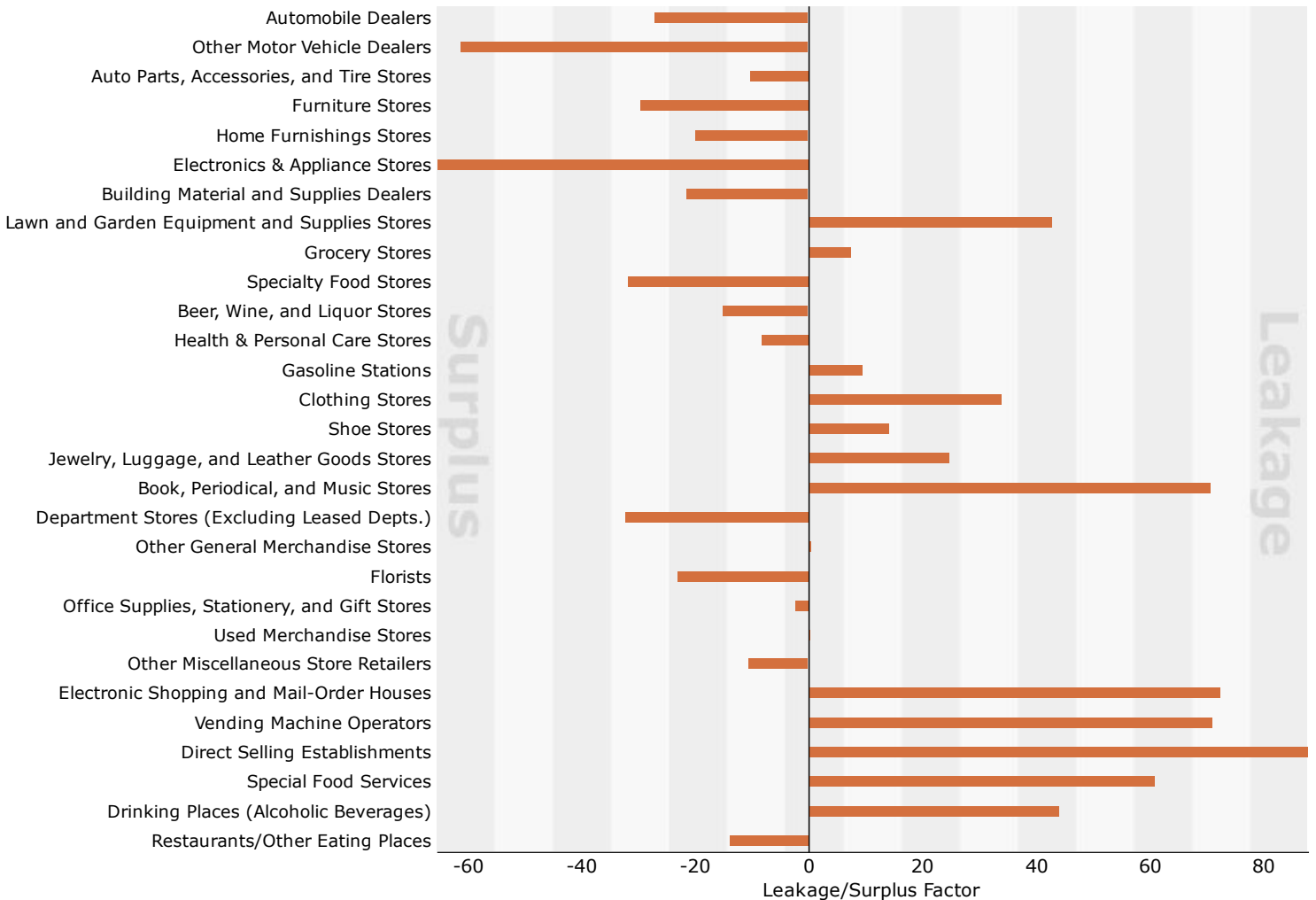
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April 03, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

1609 N Wickham Rd, Melbourne, Florida, 32935
Drive Time: 15 minute radius

Prepared by James Flint
Latitude: 28.13325
Longitude: -80.67167

Summary Demographics

2018 Population	136,536
2018 Households	59,260
2018 Median Disposable Income	\$46,055
2018 Per Capita Income	\$34,045

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	\$2,060,633,211	\$2,854,178,586	-\$793,545,375	-16.1	1,502
Total Retail Trade	44-45	\$1,865,346,531	\$2,580,467,031	-\$715,120,500	-16.1	1,102
Total Food & Drink	722	\$195,286,680	\$273,711,555	-\$78,424,875	-16.7	400

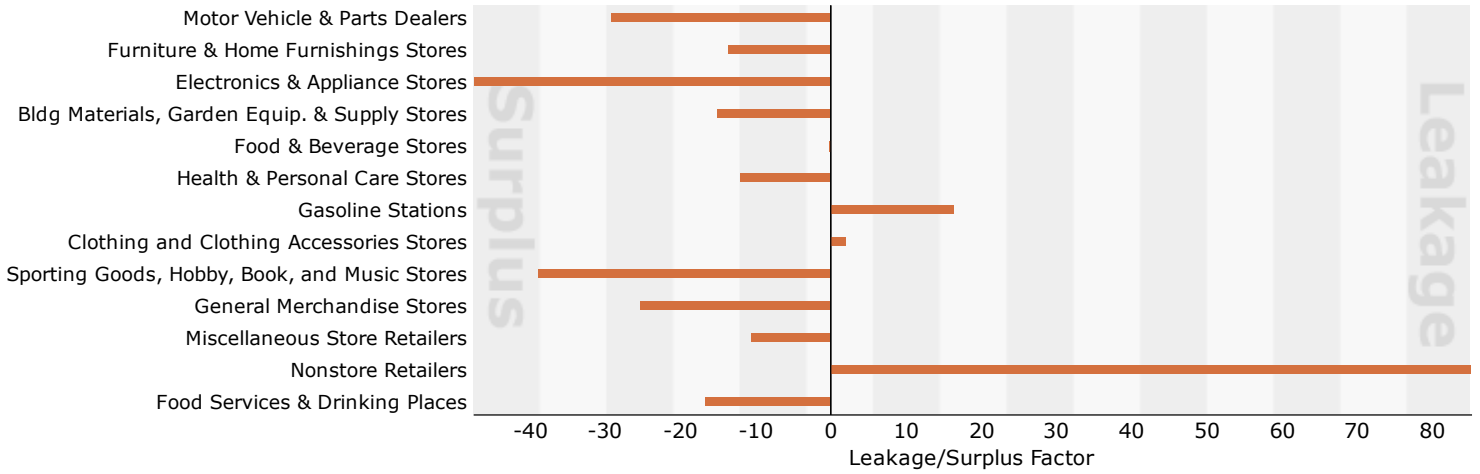
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$402,951,676	\$738,220,200	-\$335,268,524	-29.4	176
Automobile Dealers	4411	\$320,139,456	\$460,443,890	-\$140,304,434	-18.0	74
Other Motor Vehicle Dealers	4412	\$47,712,166	\$237,086,103	-\$189,373,937	-66.5	52
Auto Parts, Accessories & Tire Stores	4413	\$35,100,054	\$40,690,207	-\$5,590,153	-7.4	51
Furniture & Home Furnishings Stores	442	\$67,143,747	\$88,457,770	-\$21,314,023	-13.7	80
Furniture Stores	4421	\$36,792,576	\$54,933,869	-\$18,141,293	-19.8	41
Home Furnishings Stores	4422	\$30,351,171	\$33,523,901	-\$3,172,730	-5.0	38
Electronics & Appliance Stores	443	\$52,604,778	\$148,157,959	-\$95,553,181	-47.6	58
Bldg Materials, Garden Equip. & Supply Stores	444	\$133,003,840	\$181,161,988	-\$48,158,148	-15.3	108
Bldg Material & Supplies Dealers	4441	\$122,265,818	\$177,609,328	-\$55,343,510	-18.5	96
Lawn & Garden Equip & Supply Stores	4442	\$10,738,022	\$3,552,661	\$7,185,361	50.3	12
Food & Beverage Stores	445	\$327,064,113	\$329,021,523	-\$1,957,410	-0.3	111
Grocery Stores	4451	\$297,306,457	\$289,402,078	\$7,904,379	1.3	67
Specialty Food Stores	4452	\$13,644,983	\$20,975,029	-\$7,330,046	-21.2	26
Beer, Wine & Liquor Stores	4453	\$16,112,673	\$18,644,416	-\$2,531,743	-7.3	19
Health & Personal Care Stores	446,4461	\$127,030,185	\$161,949,416	-\$34,919,231	-12.1	81
Gasoline Stations	447,4471	\$190,848,830	\$136,885,645	\$53,963,185	16.5	46
Clothing & Clothing Accessories Stores	448	\$91,428,273	\$87,485,050	\$3,943,223	2.2	97
Clothing Stores	4481	\$61,673,198	\$65,521,539	-\$3,848,341	-3.0	63
Shoe Stores	4482	\$13,757,610	\$10,503,129	\$3,254,481	13.4	14
Jewelry, Luggage & Leather Goods Stores	4483	\$15,997,465	\$11,460,382	\$4,537,083	16.5	20
Sporting Goods, Hobby, Book & Music Stores	451	\$44,965,632	\$102,509,859	-\$57,544,227	-39.0	93
Sporting Goods/Hobby/Musical Instr Stores	4511	\$37,275,546	\$97,674,622	-\$60,399,076	-44.8	85
Book, Periodical & Music Stores	4512	\$7,690,086	\$4,835,237	\$2,854,849	22.8	8
General Merchandise Stores	452	\$301,789,914	\$507,712,577	-\$205,922,663	-25.4	44
Department Stores Excluding Leased Depts.	4521	\$210,779,205	\$376,825,562	-\$166,046,357	-28.3	18
Other General Merchandise Stores	4529	\$91,010,710	\$130,887,016	-\$39,876,306	-18.0	26
Miscellaneous Store Retailers	453	\$76,582,316	\$94,932,173	-\$18,349,857	-10.7	190
Florists	4531	\$3,553,555	\$4,154,197	-\$600,642	-7.8	19
Office Supplies, Stationery & Gift Stores	4532	\$16,082,381	\$24,977,119	-\$8,894,738	-21.7	43
Used Merchandise Stores	4533	\$16,395,775	\$20,714,094	-\$4,318,319	-11.6	49
Other Miscellaneous Store Retailers	4539	\$40,550,605	\$45,086,763	-\$4,536,158	-5.3	80
Nonstore Retailers	454	\$49,933,225	\$3,972,871	\$45,960,354	85.3	19
Electronic Shopping & Mail-Order Houses	4541	\$41,009,874	\$3,310,739	\$37,699,135	85.1	9
Vending Machine Operators	4542	\$796,185	\$215,999	\$580,186	57.3	3
Direct Selling Establishments	4543	\$8,127,166	\$446,133	\$7,681,033	89.6	6
Food Services & Drinking Places	722	\$195,286,680	\$273,711,555	-\$78,424,875	-16.7	400
Special Food Services	7223	\$3,338,447	\$502,720	\$2,835,727	73.8	4
Drinking Places - Alcoholic Beverages	7224	\$16,062,103	\$11,006,850	\$5,055,253	18.7	27
Restaurants/Other Eating Places	7225	\$175,886,130	\$262,201,985	-\$86,315,855	-19.7	368

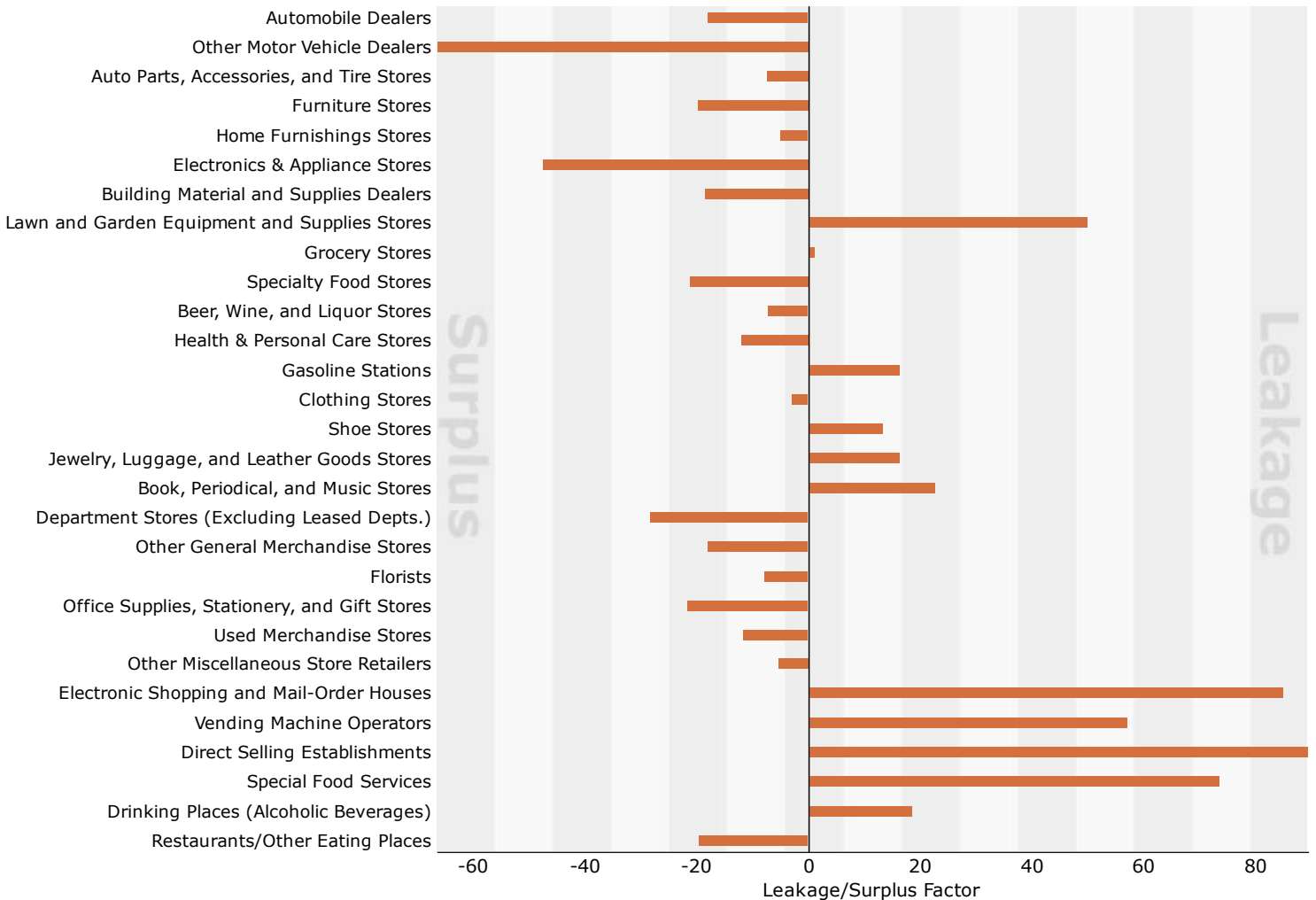
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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