



Retail MarketPlace Profile

1820 Anderson Rd, Petoskey, Michigan, 49770
Ring: 1 mile radius

Prepared by Esri
Latitude: 45.34959
Longitude: -84.97091

Summary Demographics

2016 Population	2,504
2016 Households	1,205
2016 Median Disposable Income	\$25,963
2016 Per Capita Income	\$25,896

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	\$32,733,262	\$244,235,838	-\$211,502,576	-76.4	50
Total Retail Trade	44-45	\$29,681,887	\$233,736,822	-\$204,054,935	-77.5	41
Total Food & Drink	722	\$3,051,375	\$10,499,017	-\$7,447,642	-55.0	9

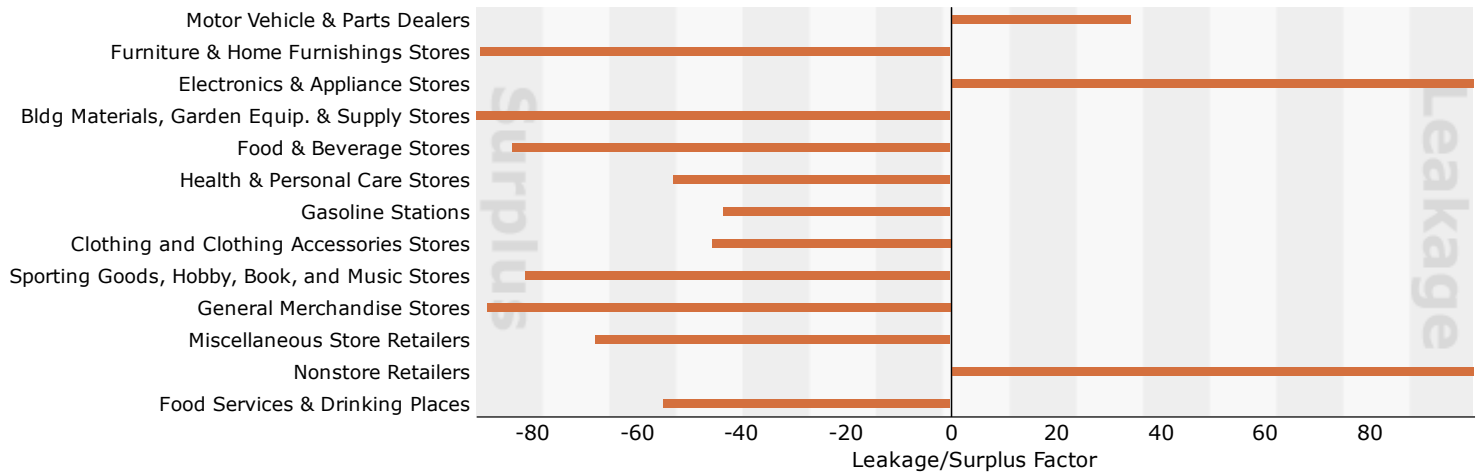
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,782,601	\$3,310,731	\$3,471,870	34.4	2
Automobile Dealers	4411	\$5,643,341	\$0	\$5,643,341	100.0	0
Other Motor Vehicle Dealers	4412	\$595,399	\$0	\$595,399	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$543,861	\$535,351	\$8,510	0.8	1
Furniture & Home Furnishings Stores	442	\$887,273	\$16,661,296	-\$15,774,023	-89.9	5
Furniture Stores	4421	\$570,747	\$16,303,612	-\$15,732,865	-93.2	4
Home Furnishings Stores	4422	\$316,526	\$357,684	-\$41,158	-6.1	1
Electronics & Appliance Stores	443	\$1,507,176	\$0	\$1,507,176	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,771,899	\$36,396,456	-\$34,624,557	-90.7	3
Bldg Material & Supplies Dealers	4441	\$1,596,252	\$36,067,892	-\$34,471,640	-91.5	3
Lawn & Garden Equip & Supply Stores	4442	\$175,646	\$0	\$175,646	100.0	0
Food & Beverage Stores	445	\$5,596,850	\$64,054,583	-\$58,457,733	-83.9	2
Grocery Stores	4451	\$4,867,561	\$63,951,907	-\$59,084,346	-85.9	2
Specialty Food Stores	4452	\$370,108	\$0	\$370,108	100.0	0
Beer, Wine & Liquor Stores	4453	\$359,180	\$0	\$359,180	100.0	0
Health & Personal Care Stores	446,4461	\$1,997,722	\$6,521,833	-\$4,524,111	-53.1	7
Gasoline Stations	447,4471	\$2,156,721	\$5,486,994	-\$3,330,273	-43.6	2
Clothing & Clothing Accessories Stores	448	\$1,400,453	\$3,764,597	-\$2,364,144	-45.8	4
Clothing Stores	4481	\$944,981	\$3,764,597	-\$2,819,616	-59.9	4
Shoe Stores	4482	\$189,588	\$0	\$189,588	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$265,885	\$0	\$265,885	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$749,250	\$7,266,092	-\$6,516,842	-81.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$617,056	\$7,245,298	-\$6,628,242	-84.3	4
Book, Periodical & Music Stores	4512	\$132,194	\$0	\$132,194	100.0	0
General Merchandise Stores	452	\$4,996,784	\$83,321,415	-\$78,324,631	-88.7	5
Department Stores Excluding Leased Depts.	4521	\$3,605,479	\$82,429,740	-\$78,824,261	-91.6	4
Other General Merchandise Stores	4529	\$1,391,304	\$891,676	\$499,628	21.9	1
Miscellaneous Store Retailers	453	\$1,217,674	\$6,375,961	-\$5,158,287	-67.9	6
Florists	4531	\$49,519	\$221,016	-\$171,497	-63.4	1
Office Supplies, Stationery & Gift Stores	4532	\$209,376	\$2,280,968	-\$2,071,592	-83.2	1
Used Merchandise Stores	4533	\$159,550	\$1,267,472	-\$1,107,922	-77.6	2
Other Miscellaneous Store Retailers	4539	\$799,230	\$2,606,505	-\$1,807,275	-53.1	2
Nonstore Retailers	454	\$617,484	\$0	\$617,484	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$464,919	\$0	\$464,919	100.0	0
Vending Machine Operators	4542	\$37,427	\$0	\$37,427	100.0	0
Direct Selling Establishments	4543	\$115,138	\$0	\$115,138	100.0	0
Food Services & Drinking Places	722	\$3,051,375	\$10,499,017	-\$7,447,642	-55.0	9
Special Food Services	7223	\$85,290	\$0	\$85,290	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$167,352	\$0	\$167,352	100.0	0
Restaurants/Other Eating Places	7225	\$2,798,732	\$10,468,494	-\$7,669,762	-58	9

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/data/esri_data/methodology-statements

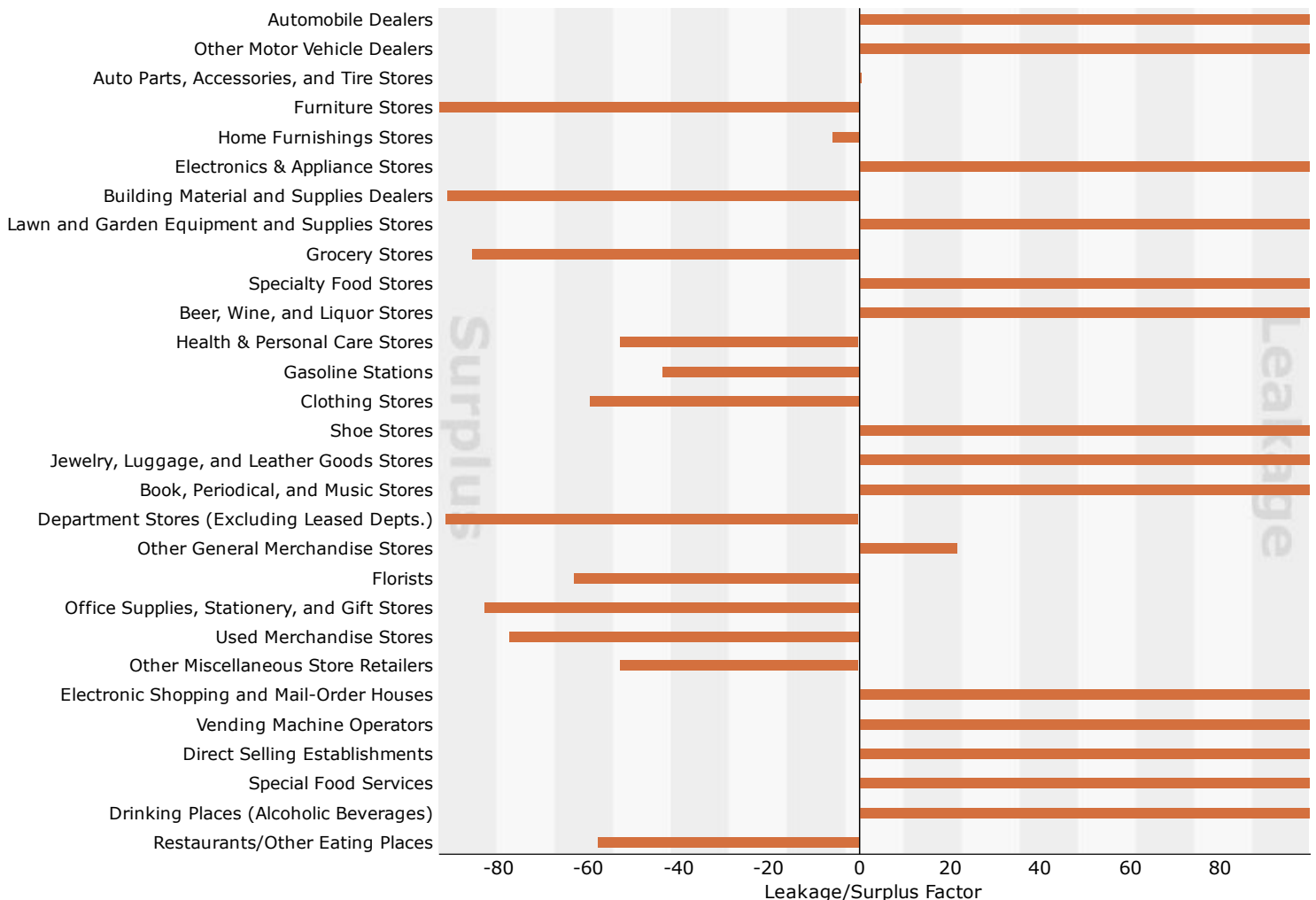
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April 17, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1820 Anderson Rd, Petoskey, Michigan, 49770
Ring: 3 mile radius

Prepared by Esri
Latitude: 45.34959
Longitude: -84.97091

Summary Demographics

2016 Population	10,396
2016 Households	4,512
2016 Median Disposable Income	\$36,712
2016 Per Capita Income	\$28,908

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	\$160,142,838	\$515,182,297	-\$355,039,459	-52.6	257
Total Retail Trade	44-45	\$145,166,666	\$465,132,650	-\$319,965,984	-52.4	196
Total Food & Drink	722	\$14,976,172	\$50,049,646	-\$35,073,474	-53.9	61

Industry Group

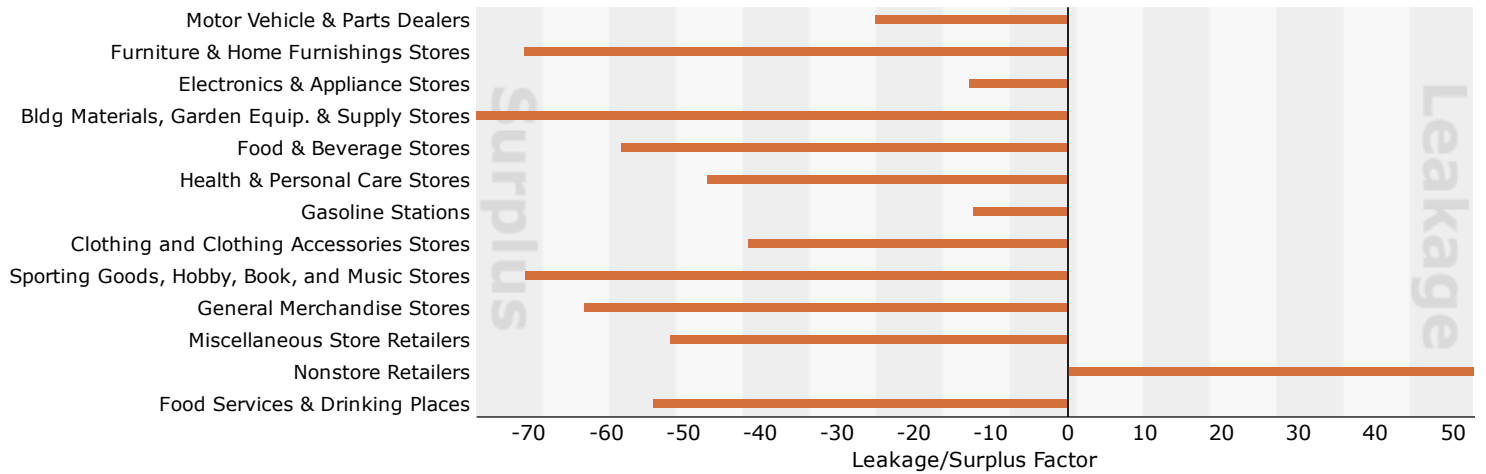
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,137,448	\$55,301,010	-\$22,163,562	-25.1	16
Automobile Dealers	4411	\$27,568,358	\$48,937,588	-\$21,369,230	-27.9	4
Other Motor Vehicle Dealers	4412	\$2,908,636	\$1,833,295	\$1,075,341	22.7	3
Auto Parts, Accessories & Tire Stores	4413	\$2,660,454	\$4,530,128	-\$1,869,674	-26.0	9
Furniture & Home Furnishings Stores	442	\$4,350,522	\$25,308,132	-\$20,957,610	-70.7	15
Furniture Stores	4421	\$2,799,533	\$21,464,679	-\$18,665,146	-76.9	10
Home Furnishings Stores	4422	\$1,550,989	\$3,843,453	-\$2,292,464	-42.5	6
Electronics & Appliance Stores	443	\$7,396,308	\$9,571,278	-\$2,174,970	-12.8	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,677,967	\$66,501,560	-\$57,823,593	-76.9	17
Bldg Material & Supplies Dealers	4441	\$7,822,516	\$61,072,406	-\$53,249,890	-77.3	15
Lawn & Garden Equip & Supply Stores	4442	\$855,450	\$5,429,154	-\$4,573,704	-72.8	3
Food & Beverage Stores	445	\$27,358,951	\$103,094,932	-\$75,735,981	-58.1	16
Grocery Stores	4451	\$23,791,115	\$93,552,915	-\$69,761,800	-59.5	9
Specialty Food Stores	4452	\$1,809,389	\$7,286,922	-\$5,477,533	-60.2	5
Beer, Wine & Liquor Stores	4453	\$1,758,447	\$2,255,095	-\$496,648	-12.4	2
Health & Personal Care Stores	446,4461	\$9,734,466	\$26,975,438	-\$17,240,972	-47.0	20
Gasoline Stations	447,4471	\$10,518,077	\$13,470,161	-\$2,952,084	-12.3	5
Clothing & Clothing Accessories Stores	448	\$6,876,357	\$16,687,738	-\$9,811,381	-41.6	30
Clothing Stores	4481	\$4,638,021	\$13,611,293	-\$8,973,272	-49.2	25
Shoe Stores	4482	\$931,534	\$879,315	\$52,219	2.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,306,802	\$2,197,129	-\$890,327	-25.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$3,675,831	\$21,246,996	-\$17,571,165	-70.5	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,026,694	\$16,219,994	-\$13,193,300	-68.5	15
Book, Periodical & Music Stores	4512	\$649,136	\$5,027,002	-\$4,377,866	-77.1	4
General Merchandise Stores	452	\$24,469,942	\$107,365,163	-\$82,895,221	-62.9	11
Department Stores Excluding Leased Depts.	4521	\$17,669,441	\$103,571,459	-\$85,902,018	-70.9	7
Other General Merchandise Stores	4529	\$6,800,501	\$3,793,704	\$3,006,797	28.4	5
Miscellaneous Store Retailers	453	\$5,941,313	\$18,677,608	-\$12,736,295	-51.7	39
Florists	4531	\$241,483	\$1,098,318	-\$856,835	-64.0	6
Office Supplies, Stationery & Gift Stores	4532	\$1,025,923	\$4,973,123	-\$3,947,200	-65.8	9
Used Merchandise Stores	4533	\$782,632	\$2,278,246	-\$1,495,614	-48.9	7
Other Miscellaneous Store Retailers	4539	\$3,891,275	\$10,327,921	-\$6,436,646	-45.3	18
Nonstore Retailers	454	\$3,029,486	\$932,635	\$2,096,851	52.9	1
Electronic Shopping & Mail-Order Houses	4541	\$2,277,566	\$932,635	\$1,344,931	41.9	1
Vending Machine Operators	4542	\$183,109	\$0	\$183,109	100.0	0
Direct Selling Establishments	4543	\$568,812	\$0	\$568,812	100.0	0
Food Services & Drinking Places	722	\$14,976,172	\$50,049,646	-\$35,073,474	-53.9	61
Special Food Services	7223	\$420,684	\$518,710	-\$98,026	-10.4	2
Drinking Places - Alcoholic Beverages	7224	\$826,445	\$1,762,241	-\$935,796	-36.1	3
Restaurants/Other Eating Places	7225	\$13,729,043	\$47,768,696	-\$34,039,653	-55	55

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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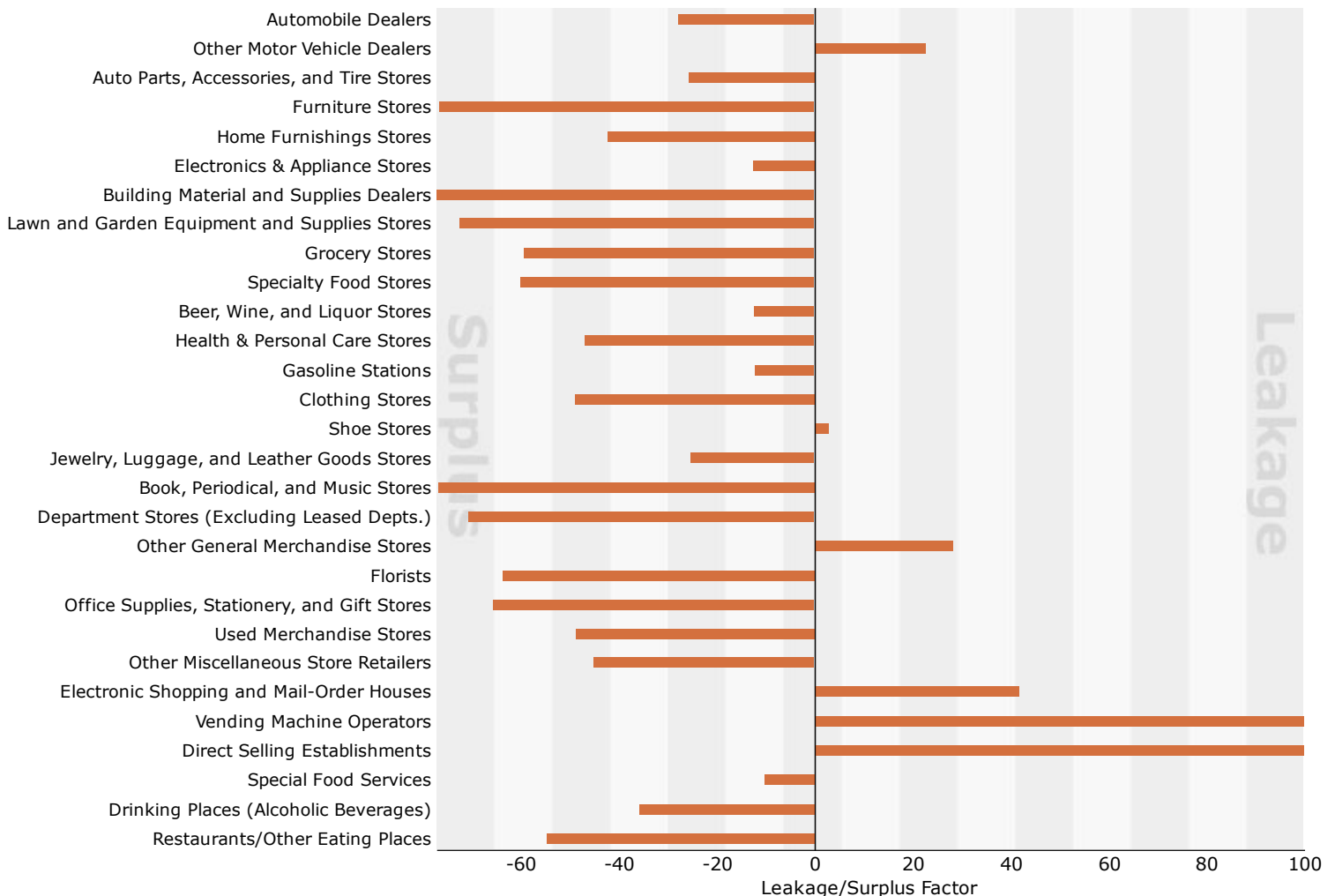
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April 17, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1820 Anderson Rd, Petoskey, Michigan, 49770
Ring: 5 mile radius

Prepared by Esri
Latitude: 45.34959
Longitude: -84.97091

Summary Demographics

2016 Population	14,037
2016 Households	5,907
2016 Median Disposable Income	\$41,023
2016 Per Capita Income	\$29,916

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	\$224,907,276	\$581,728,955	-\$356,821,679	-44.2	308
Total Retail Trade	44-45	\$204,046,077	\$520,603,707	-\$316,557,630	-43.7	235
Total Food & Drink	722	\$20,861,199	\$61,125,248	-\$40,264,049	-49.1	73

Industry Group

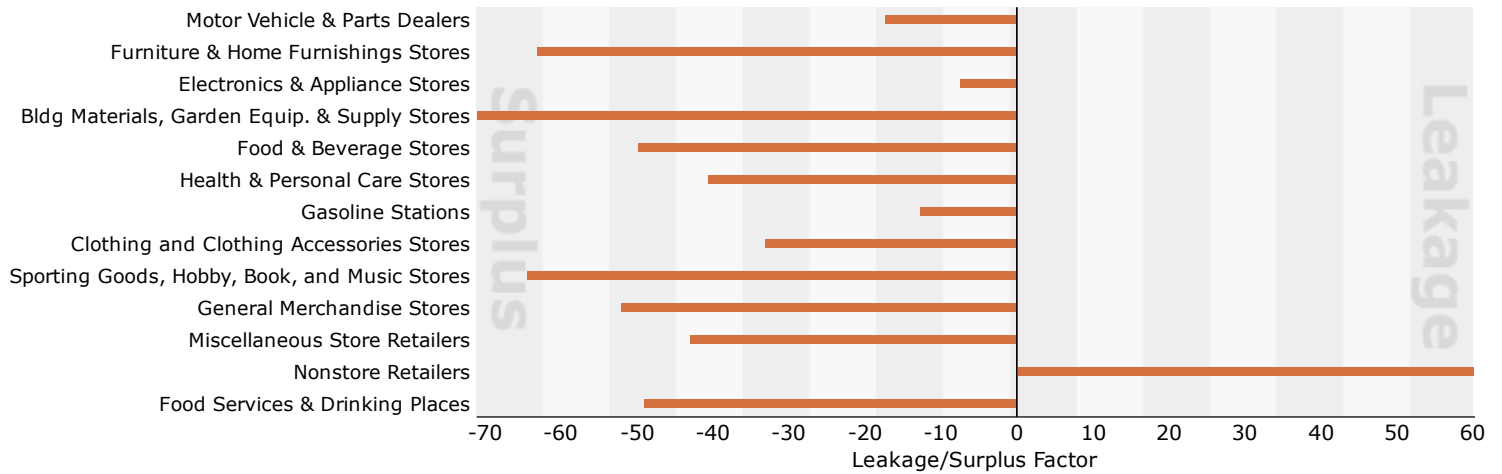
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$46,727,987	\$66,360,195	-\$19,632,208	-17.4	19
Automobile Dealers	4411	\$38,821,605	\$58,315,168	-\$19,493,563	-20.1	5
Other Motor Vehicle Dealers	4412	\$4,155,399	\$2,358,827	\$1,796,572	27.6	3
Auto Parts, Accessories & Tire Stores	4413	\$3,750,983	\$5,686,200	-\$1,935,217	-20.5	10
Furniture & Home Furnishings Stores	442	\$6,105,222	\$27,080,959	-\$20,975,737	-63.2	18
Furniture Stores	4421	\$3,895,497	\$21,722,370	-\$17,826,873	-69.6	10
Home Furnishings Stores	4422	\$2,209,725	\$5,358,589	-\$3,148,864	-41.6	8
Electronics & Appliance Stores	443	\$10,298,085	\$11,958,235	-\$1,660,150	-7.5	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,675,573	\$75,259,146	-\$62,583,573	-71.2	22
Bldg Material & Supplies Dealers	4441	\$11,404,549	\$68,231,945	-\$56,827,396	-71.4	18
Lawn & Garden Equip & Supply Stores	4442	\$1,271,024	\$7,027,202	-\$5,756,178	-69.4	4
Food & Beverage Stores	445	\$38,150,597	\$114,572,409	-\$76,421,812	-50.0	19
Grocery Stores	4451	\$33,179,929	\$103,766,486	-\$70,586,557	-51.5	10
Specialty Food Stores	4452	\$2,519,215	\$8,385,721	-\$5,866,506	-53.8	6
Beer, Wine & Liquor Stores	4453	\$2,451,453	\$2,420,202	\$31,251	0.6	2
Health & Personal Care Stores	446,4461	\$13,777,227	\$32,707,593	-\$18,930,366	-40.7	24
Gasoline Stations	447,4471	\$14,763,701	\$19,125,103	-\$4,361,402	-12.9	7
Clothing & Clothing Accessories Stores	448	\$9,564,561	\$19,127,372	-\$9,562,811	-33.3	36
Clothing Stores	4481	\$6,444,985	\$15,232,202	-\$8,787,217	-40.5	28
Shoe Stores	4482	\$1,292,728	\$1,222,716	\$70,012	2.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,826,848	\$2,672,454	-\$845,606	-18.8	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,137,099	\$23,972,976	-\$18,835,877	-64.7	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,235,161	\$18,432,980	-\$14,197,819	-62.6	18
Book, Periodical & Music Stores	4512	\$901,938	\$5,539,996	-\$4,638,058	-72.0	4
General Merchandise Stores	452	\$34,158,865	\$108,318,507	-\$74,159,642	-52.1	13
Department Stores Excluding Leased Depts.	4521	\$24,653,137	\$103,923,139	-\$79,270,002	-61.7	7
Other General Merchandise Stores	4529	\$9,505,728	\$4,395,368	\$5,110,360	36.8	6
Miscellaneous Store Retailers	453	\$8,378,092	\$21,054,935	-\$12,676,843	-43.1	46
Florists	4531	\$350,058	\$1,169,787	-\$819,729	-53.9	7
Office Supplies, Stationery & Gift Stores	4532	\$1,433,782	\$5,850,365	-\$4,416,583	-60.6	10
Used Merchandise Stores	4533	\$1,085,639	\$2,425,884	-\$1,340,245	-38.2	8
Other Miscellaneous Store Retailers	4539	\$5,508,614	\$11,608,899	-\$6,100,285	-35.6	21
Nonstore Retailers	454	\$4,309,069	\$1,066,278	\$3,242,791	60.3	1
Electronic Shopping & Mail-Order Houses	4541	\$3,189,985	\$1,051,125	\$2,138,860	50.4	1
Vending Machine Operators	4542	\$254,662	\$0	\$254,662	100.0	0
Direct Selling Establishments	4543	\$864,422	\$0	\$864,422	100.0	0
Food Services & Drinking Places	722	\$20,861,199	\$61,125,248	-\$40,264,049	-49.1	73
Special Food Services	7223	\$598,677	\$654,683	-\$56,006	-4.5	3
Drinking Places - Alcoholic Beverages	7224	\$1,155,193	\$2,050,132	-\$894,939	-27.9	4
Restaurants/Other Eating Places	7225	\$19,107,329	\$58,420,433	-\$39,313,104	-51	66

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

