



Retail MarketPlace Profile

Pendleton County, KY
Geography: County

Prepared by Esri

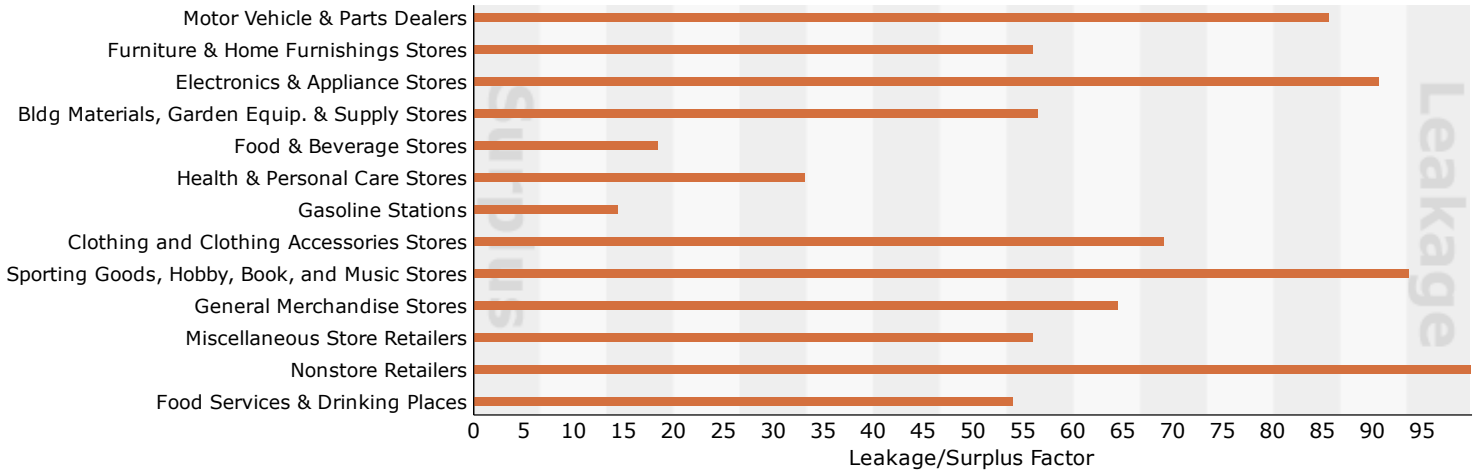
Summary Demographics						
2016 Population						14,701
2016 Households						5,462
2016 Median Disposable Income						\$38,010
2016 Per Capita Income						\$21,211
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$181,610,249	\$57,576,666	\$124,033,583	51.9	63
Total Retail Trade	44-45	\$166,094,474	\$52,958,760	\$113,135,714	51.6	48
Total Food & Drink	722	\$15,515,775	\$4,617,906	\$10,897,869	54.1	15
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,589,036	\$3,037,541	\$36,551,495	85.7	7
Automobile Dealers	4411	\$32,829,226	\$439,305	\$32,389,921	97.4	1
Other Motor Vehicle Dealers	4412	\$4,252,242	\$508,441	\$3,743,801	78.6	1
Auto Parts, Accessories & Tire Stores	4413	\$2,507,568	\$2,089,795	\$417,773	9.1	5
Furniture & Home Furnishings Stores	442	\$4,149,652	\$1,163,847	\$2,985,805	56.2	3
Furniture Stores	4421	\$2,547,006	\$679,312	\$1,867,694	57.9	1
Home Furnishings Stores	4422	\$1,602,646	\$484,535	\$1,118,111	53.6	2
Electronics & Appliance Stores	443	\$6,187,448	\$298,190	\$5,889,258	90.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,725,144	\$2,134,203	\$5,590,941	56.7	6
Bldg Material & Supplies Dealers	4441	\$6,560,814	\$1,943,032	\$4,617,782	54.3	5
Lawn & Garden Equip & Supply Stores	4442	\$1,164,330	\$191,171	\$973,159	71.8	1
Food & Beverage Stores	445	\$29,604,965	\$20,327,293	\$9,277,672	18.6	5
Grocery Stores	4451	\$26,905,021	\$17,510,165	\$9,394,856	21.2	3
Specialty Food Stores	4452	\$787,682	\$0	\$787,682	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,912,262	\$2,817,128	-\$904,866	-19.1	2
Health & Personal Care Stores	446,4461	\$10,805,529	\$5,395,752	\$5,409,777	33.4	3
Gasoline Stations	447,4471	\$13,010,022	\$9,691,652	\$3,318,370	14.6	3
Clothing & Clothing Accessories Stores	448	\$6,082,806	\$1,103,846	\$4,978,960	69.3	4
Clothing Stores	4481	\$3,913,925	\$945,956	\$2,967,969	61.1	3
Shoe Stores	4482	\$981,401	\$0	\$981,401	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,187,480	\$157,890	\$1,029,590	76.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,131,756	\$130,525	\$4,001,231	93.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,028,163	\$130,525	\$2,897,638	91.7	1
Book, Periodical & Music Stores	4512	\$1,103,593	\$0	\$1,103,593	100.0	0
General Merchandise Stores	452	\$35,004,305	\$7,529,922	\$27,474,383	64.6	6
Department Stores Excluding Leased Depts.	4521	\$27,494,278	\$5,868,464	\$21,625,814	64.8	3
Other General Merchandise Stores	4529	\$7,510,027	\$1,661,458	\$5,848,569	63.8	3
Miscellaneous Store Retailers	453	\$7,639,097	\$2,145,989	\$5,493,108	56.1	9
Florists	4531	\$302,351	\$306,142	-\$3,791	-0.6	3
Office Supplies, Stationery & Gift Stores	4532	\$1,747,922	\$0	\$1,747,922	100.0	0
Used Merchandise Stores	4533	\$510,366	\$290,705	\$219,661	27.4	3
Other Miscellaneous Store Retailers	4539	\$5,078,458	\$1,549,142	\$3,529,316	53.3	3
Nonstore Retailers	454	\$2,164,714	\$0	\$2,164,714	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$960,643	\$0	\$960,643	100.0	0
Vending Machine Operators	4542	\$274,980	\$0	\$274,980	100.0	0
Direct Selling Establishments	4543	\$929,091	\$0	\$929,091	100.0	0
Food Services & Drinking Places	722	\$15,515,775	\$4,617,906	\$10,897,869	54.1	15
Full-Service Restaurants	7221	\$7,590,699	\$2,193,726	\$5,396,973	55.2	9
Limited-Service Eating Places	7222	\$7,315,851	\$2,248,211	\$5,067,640	53.0	3
Special Food Services	7223	\$313,544	\$0	\$313,544	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$295,681	\$175,969	\$119,712	25.4	3

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>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

