





# Retail MarketPlace Profile

Grand Gulf-Raymond Scenic Bywy, Hermanville  
Ring: 3 mile radius

Latitude: 31.9613  
Longitude: -90.84116

## Summary Demographics

2012 Population	910
2012 Households	349
2012 Median Disposable Income	\$21,167
2012 Per Capita Income	\$14,623

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	\$5,853,847	\$784,067	\$5,069,780	76.4	1
Total Retail Trade	44-45	\$5,392,157	\$758,013	\$4,634,144	75.3	1
Total Food & Drink	722	\$461,690	\$26,054	\$435,636	89.3	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$980,304	\$0	\$980,304	100.0	0
Automobile Dealers	4411	\$845,756	\$0	\$845,756	100.0	0
Other Motor Vehicle Dealers	4412	\$60,141	\$0	\$60,141	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$74,407	\$0	\$74,407	100.0	0
Furniture & Home Furnishings Stores	442	\$94,093	\$0	\$94,093	100.0	0
Furniture Stores	4421	\$62,975	\$0	\$62,975	100.0	0
Home Furnishings Stores	4422	\$31,118	\$0	\$31,118	100.0	0
Electronics & Appliance Stores	4431	\$96,723	\$0	\$96,723	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$191,660	\$615,823	-\$424,163	-52.5	0
Bldg Material & Supplies Dealers	4441	\$146,654	\$615,823	-\$469,169	-61.5	0
Lawn & Garden Equip & Supply Stores	4442	\$45,006	\$0	\$45,006	100.0	0
Food & Beverage Stores	445	\$686,350	\$142,191	\$544,159	65.7	0
Grocery Stores	4451	\$641,915	\$142,191	\$499,724	63.7	0
Specialty Food Stores	4452	\$16,498	\$0	\$16,498	100.0	0
Beer, Wine & Liquor Stores	4453	\$27,936	\$0	\$27,936	100.0	0
Health & Personal Care Stores	446,4461	\$444,496	\$0	\$444,496	100.0	0
Gasoline Stations	447,4471	\$764,829	\$0	\$764,829	100.0	0
Clothing & Clothing Accessories Stores	448	\$224,560	\$0	\$224,560	100.0	0
Clothing Stores	4481	\$162,071	\$0	\$162,071	100.0	0
Shoe Stores	4482	\$40,778	\$0	\$40,778	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$21,711	\$0	\$21,711	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$80,561	\$0	\$80,561	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$65,023	\$0	\$65,023	100.0	0
Book, Periodical & Music Stores	4512	\$15,538	\$0	\$15,538	100.0	0
General Merchandise Stores	452	\$1,152,140	\$0	\$1,152,140	100.0	0
Department Stores Excluding Leased Depts.	4521	\$277,771	\$0	\$277,771	100.0	0
Other General Merchandise Stores	4529	\$874,369	\$0	\$874,369	100.0	0
Miscellaneous Store Retailers	453	\$139,465	\$0	\$139,465	100.0	0
Florists	4531	\$6,679	\$0	\$6,679	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$28,635	\$0	\$28,635	100.0	0
Used Merchandise Stores	4533	\$11,393	\$0	\$11,393	100.0	0
Other Miscellaneous Store Retailers	4539	\$92,759	\$0	\$92,759	100.0	0
Nonstore Retailers	454	\$536,977	\$0	\$536,977	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$479,639	\$0	\$479,639	100.0	0
Vending Machine Operators	4542	\$5,866	\$0	\$5,866	100.0	0
Direct Selling Establishments	4543	\$51,472	\$0	\$51,472	100.0	0
Food Services & Drinking Places	722	\$461,690	\$26,054	\$435,636	89.3	0
Full-Service Restaurants	7221	\$160,728	\$26,054	\$134,674	72.1	0
Limited-Service Eating Places	7222	\$260,377	\$0	\$260,377	100.0	0
Special Food Services	7223	\$15,995	\$0	\$15,995	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$24,590	\$0	\$24,590	100.0	0

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

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