



Retail MarketPlace Profile

DeKalb County, AL (01049)

Geography: County

Summary Demographics

2020 Population	73,275
2020 Households	27,490
2020 Median Disposable Income	\$32,280
2020 Per Capita Income	\$22,025

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

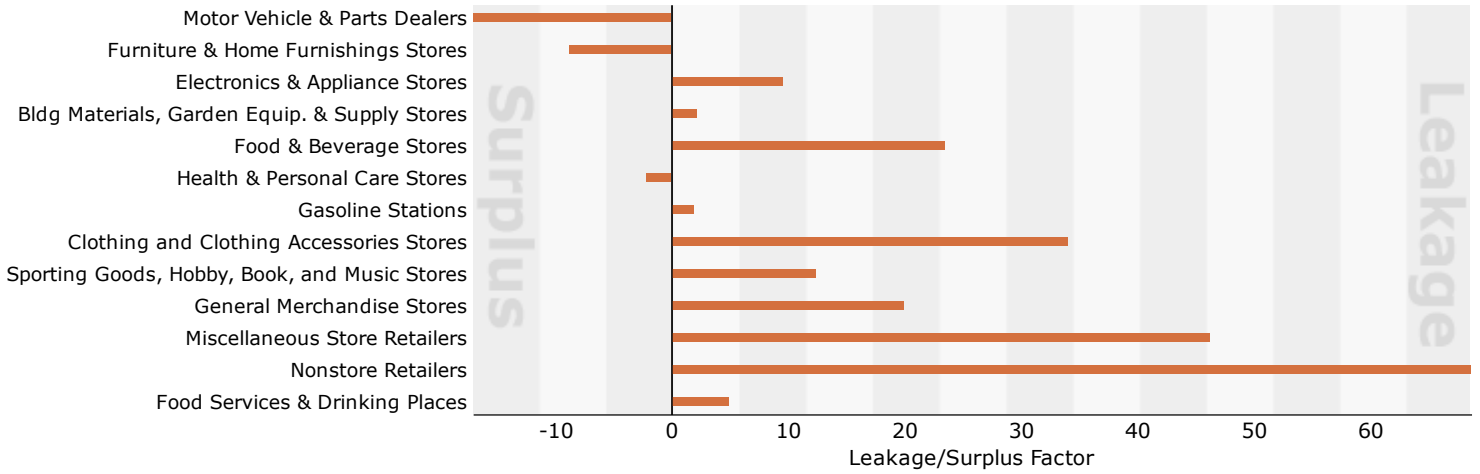
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$725,914,636	\$665,575,091	\$60,339,545	4.3	478
Total Retail Trade	44-45	\$663,590,810	\$609,122,609	\$54,468,201	4.3	380
Total Food & Drink	722	\$62,323,826	\$56,452,482	\$5,871,344	4.9	98
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$154,967,472	\$218,890,581	-\$63,923,109	-17.1	65
Automobile Dealers	4411	\$121,517,678	\$71,535,576	\$49,982,102	25.9	32
Other Motor Vehicle Dealers	4412	\$19,588,512	\$4,729,885	\$14,858,627	61.1	6
Auto Parts, Accessories & Tire Stores	4413	\$13,861,282	\$142,625,120	-\$128,763,838	-82.3	27
Furniture & Home Furnishings Stores	442	\$21,108,081	\$25,203,943	-\$4,095,862	-8.8	15
Furniture Stores	4421	\$12,238,378	\$21,383,421	-\$9,145,043	-27.2	9
Home Furnishings Stores	4422	\$8,869,703	\$3,820,522	\$5,049,181	39.8	6
Electronics & Appliance Stores	443	\$17,616,572	\$14,559,621	\$3,056,951	9.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$46,170,171	\$44,242,476	\$1,927,695	2.1	40
Bldg Material & Supplies Dealers	4441	\$43,037,667	\$40,834,182	\$2,203,485	2.6	35
Lawn & Garden Equip & Supply Stores	4442	\$3,132,504	\$3,408,294	-\$275,790	-4.2	5
Food & Beverage Stores	445	\$101,196,242	\$62,671,218	\$38,525,024	23.5	51
Grocery Stores	4451	\$93,524,936	\$60,187,322	\$33,337,614	21.7	43
Specialty Food Stores	4452	\$3,659,122	\$850,977	\$2,808,145	62.3	5
Beer, Wine & Liquor Stores	4453	\$4,012,184	\$1,632,919	\$2,379,265	42.1	3
Health & Personal Care Stores	446,4461	\$41,783,998	\$43,760,912	-\$1,976,914	-2.3	26
Gasoline Stations	447,4471	\$84,929,871	\$81,768,146	\$3,161,725	1.9	41
Clothing & Clothing Accessories Stores	448	\$20,501,169	\$10,064,944	\$10,436,225	34.1	23
Clothing Stores	4481	\$13,631,364	\$7,725,738	\$5,905,626	27.7	18
Shoe Stores	4482	\$3,097,957	\$982,511	\$2,115,446	51.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,771,848	\$1,356,695	\$2,415,153	47.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$19,904,457	\$15,520,684	\$4,383,773	12.4	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,366,799	\$15,424,991	\$1,941,808	5.9	22
Book, Periodical & Music Stores	4512	\$2,537,658	\$95,693	\$2,441,965	92.7	1
General Merchandise Stores	452	\$121,218,414	\$80,834,816	\$40,383,598	20.0	33
Department Stores Excluding Leased Depts.	4521	\$83,271,229	\$53,914,099	\$29,357,130	21.4	7
Other General Merchandise Stores	4529	\$37,947,185	\$26,920,717	\$11,026,468	17.0	26
Miscellaneous Store Retailers	453	\$29,056,947	\$10,652,656	\$18,404,291	46.3	56
Florists	4531	\$1,110,795	\$1,003,914	\$106,881	5.1	9
Office Supplies, Stationery & Gift Stores	4532	\$4,759,811	\$1,531,981	\$3,227,830	51.3	10
Used Merchandise Stores	4533	\$4,201,680	\$2,739,332	\$1,462,348	21.1	18
Other Miscellaneous Store Retailers	4539	\$18,984,661	\$5,377,429	\$13,607,232	55.9	19
Nonstore Retailers	454	\$5,137,416	\$952,612	\$4,184,804	68.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,466,549	\$0	\$1,466,549	100.0	0
Vending Machine Operators	4542	\$802,769	\$952,612	-\$149,843	-8.5	1
Direct Selling Establishments	4543	\$2,868,098	\$0	\$2,868,098	100.0	0
Food Services & Drinking Places	722	\$62,323,826	\$56,452,482	\$5,871,344	4.9	98
Special Food Services	7223	\$362,226	\$0	\$362,226	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,227,460	\$0	\$1,227,460	100.0	0
Restaurants/Other Eating Places	7225	\$60,734,140	\$56,452,482	\$4,281,658	3.7	98

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 Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

