



Retail MarketPlace Profile

1801 State Road 559, Polk City, Florida, 33868 2
1801 State Road 559, Polk City, Florida, 33868
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.15597
Longitude: -81.80212

Summary Demographics

2021 Population	1,468
2021 Households	662
2021 Median Disposable Income	\$54,265
2021 Per Capita Income	\$31,762

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.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$17,648,724	\$14,208,344	\$3,440,380	10.8	4
Total Retail Trade	44-45	\$16,107,264	\$13,216,885	\$2,890,379	9.9	2
Total Food & Drink	722	\$1,541,461	\$991,460	\$550,001	21.7	1
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$3,689,497	\$0	\$3,689,497	100.0	0
Automobile Dealers	4411	\$2,942,099	\$0	\$2,942,099	100.0	0
Other Motor Vehicle Dealers	4412	\$447,578	\$0	\$447,578	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$299,820	\$0	\$299,820	100.0	0
Furniture & Home Furnishings Stores	442	\$532,135	\$0	\$532,135	100.0	0
Furniture Stores	4421	\$287,900	\$0	\$287,900	100.0	0
Home Furnishings Stores	4422	\$244,236	\$0	\$244,236	100.0	0
Electronics & Appliance Stores	443	\$422,804	\$0	\$422,804	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,220,065	\$0	\$1,220,065	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,117,086	\$0	\$1,117,086	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$102,979	\$0	\$102,979	100.0	0
Food & Beverage Stores	445	\$2,751,478	\$0	\$2,751,478	100.0	0
Grocery Stores	4451	\$2,510,983	\$0	\$2,510,983	100.0	0
Specialty Food Stores	4452	\$114,787	\$0	\$114,787	100.0	0
Beer, Wine & Liquor Stores	4453	\$125,709	\$0	\$125,709	100.0	0
Health & Personal Care Stores	446,4461	\$1,100,889	\$0	\$1,100,889	100.0	0
Gasoline Stations	447,4471	\$1,716,388	\$12,940,063	-\$11,223,675	-76.6	1
Clothing & Clothing Accessories Stores	448	\$707,647	\$0	\$707,647	100.0	0
Clothing Stores	4481	\$481,831	\$0	\$481,831	100.0	0
Shoe Stores	4482	\$108,789	\$0	\$108,789	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$117,027	\$0	\$117,027	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$365,494	\$0	\$365,494	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$306,544	\$0	\$306,544	100.0	0
Book, Periodical & Music Stores	4512	\$58,950	\$0	\$58,950	100.0	0
General Merchandise Stores	452	\$2,486,555	\$0	\$2,486,555	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,705,380	\$0	\$1,705,380	100.0	0
Other General Merchandise Stores	4529	\$781,175	\$0	\$781,175	100.0	0
Miscellaneous Store Retailers	453	\$675,248	\$0	\$675,248	100.0	0
Florists	4531	\$27,145	\$0	\$27,145	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$128,557	\$0	\$128,557	100.0	0
Used Merchandise Stores	4533	\$128,454	\$0	\$128,454	100.0	0
Other Miscellaneous Store Retailers	4539	\$391,092	\$0	\$391,092	100.0	0
Nonstore Retailers	454	\$439,064	\$0	\$439,064	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$349,333	\$0	\$349,333	100.0	0
Vending Machine Operators	4542	\$6,680	\$0	\$6,680	100.0	0
Direct Selling Establishments	4543	\$83,052	\$0	\$83,052	100.0	0
Food Services & Drinking Places	722	\$1,541,461	\$991,460	\$550,001	21.7	1
Special Food Services	7223	\$26,377	\$0	\$26,377	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$112,574	\$0	\$112,574	100.0	0
Restaurants/Other Eating Places	7225	\$1,402,509	\$966,353	\$436,156	18.4	1

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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October 03, 2022

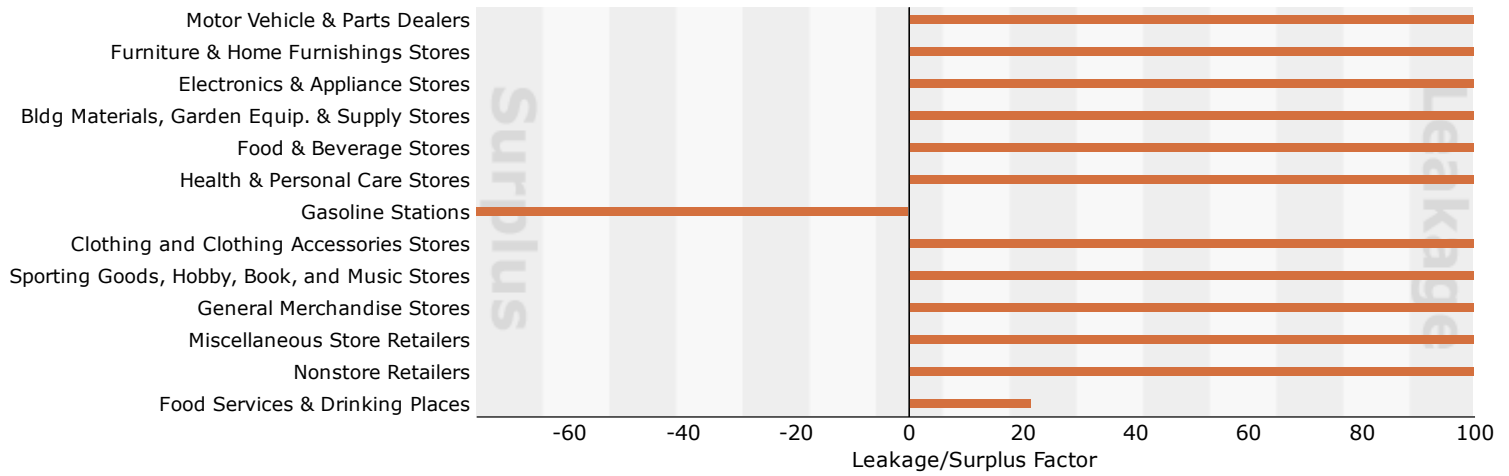


Retail MarketPlace Profile

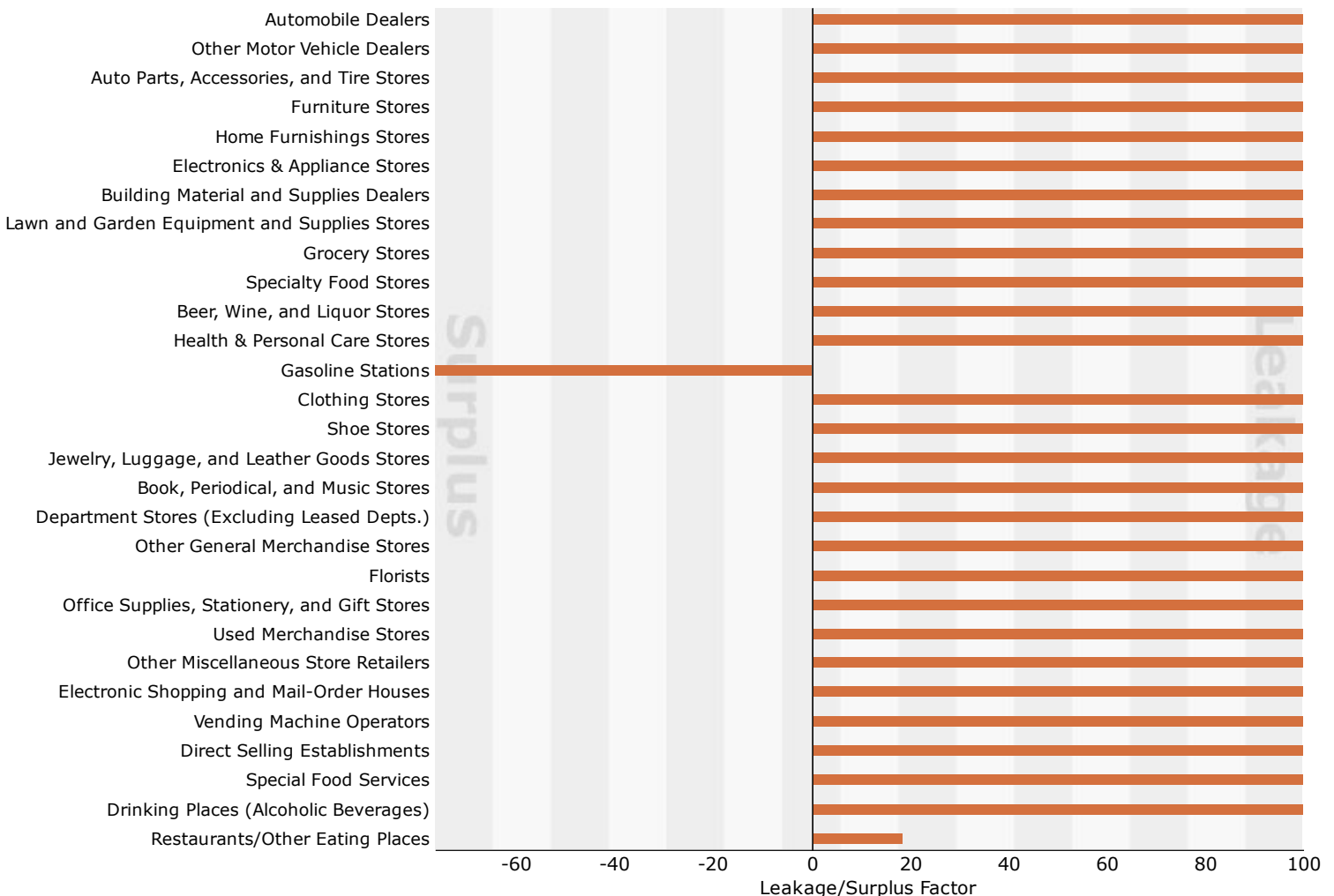
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

1801 State Road 559, Polk City, Florida, 33868 2
1801 State Road 559, Polk City, Florida, 33868
Ring: 3 mile radius

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Summary Demographics

2021 Population	9,875
2021 Households	3,770
2021 Median Disposable Income	\$50,805
2021 Per Capita Income	\$29,055

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.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$103,868,639	\$61,332,718	\$42,535,921	25.7	21
Total Retail Trade	44-45	\$94,676,528	\$56,393,101	\$38,283,427	25.3	13
Total Food & Drink	722	\$9,192,111	\$4,939,617	\$4,252,494	30.1	8
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$21,349,766	\$3,774,513	\$17,575,253	70.0	2
Automobile Dealers	4411	\$17,014,846	\$703,067	\$16,311,779	92.1	1
Other Motor Vehicle Dealers	4412	\$2,569,181	\$0	\$2,569,181	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,765,739	\$0	\$1,765,739	100.0	0
Furniture & Home Furnishings Stores	442	\$3,169,589	\$0	\$3,169,589	100.0	0
Furniture Stores	4421	\$1,710,057	\$0	\$1,710,057	100.0	0
Home Furnishings Stores	4422	\$1,459,532	\$0	\$1,459,532	100.0	0
Electronics & Appliance Stores	443	\$2,507,639	\$0	\$2,507,639	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,099,473	\$1,452,635	\$5,646,838	66.0	1
Bldg Material & Supplies Dealers	4441	\$6,518,222	\$1,452,635	\$5,065,587	63.6	1
Lawn & Garden Equip & Supply Stores	4442	\$581,251	\$0	\$581,251	100.0	0
Food & Beverage Stores	445	\$16,293,893	\$0	\$16,293,893	100.0	0
Grocery Stores	4451	\$14,864,365	\$0	\$14,864,365	100.0	0
Specialty Food Stores	4452	\$679,506	\$0	\$679,506	100.0	0
Beer, Wine & Liquor Stores	4453	\$750,022	\$0	\$750,022	100.0	0
Health & Personal Care Stores	446,4461	\$6,531,795	\$0	\$6,531,795	100.0	0
Gasoline Stations	447,4471	\$10,069,228	\$47,191,918	-\$37,122,690	-64.8	6
Clothing & Clothing Accessories Stores	448	\$4,238,496	\$280,184	\$3,958,312	87.6	1
Clothing Stores	4481	\$2,884,456	\$280,184	\$2,604,272	82.3	1
Shoe Stores	4482	\$651,377	\$0	\$651,377	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$702,663	\$0	\$702,663	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,166,338	\$129,015	\$2,037,323	88.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,818,434	\$129,015	\$1,689,419	86.8	1
Book, Periodical & Music Stores	4512	\$347,904	\$0	\$347,904	100.0	0
General Merchandise Stores	452	\$14,742,377	\$2,721,852	\$12,020,525	68.8	1
Department Stores Excluding Leased Depts.	4521	\$10,137,757	\$0	\$10,137,757	100.0	0
Other General Merchandise Stores	4529	\$4,604,620	\$850,602	\$3,754,018	68.8	1
Miscellaneous Store Retailers	453	\$3,955,914	\$85,345	\$3,870,569	95.8	1
Florists	4531	\$160,541	\$0	\$160,541	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$769,570	\$0	\$769,570	100.0	0
Used Merchandise Stores	4533	\$761,081	\$0	\$761,081	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,264,723	\$0	\$2,264,723	100.0	0
Nonstore Retailers	454	\$2,552,020	\$0	\$2,552,020	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,066,955	\$0	\$2,066,955	100.0	0
Vending Machine Operators	4542	\$39,571	\$0	\$39,571	100.0	0
Direct Selling Establishments	4543	\$445,493	\$0	\$445,493	100.0	0
Food Services & Drinking Places	722	\$9,192,111	\$4,939,617	\$4,252,494	30.1	8
Special Food Services	7223	\$153,510	\$103,565	\$49,945	19.4	1
Drinking Places - Alcoholic Beverages	7224	\$678,279	\$0	\$678,279	100.0	0
Restaurants/Other Eating Places	7225	\$8,360,322	\$4,836,052	\$3,524,270	26.7	7

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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October 03, 2022

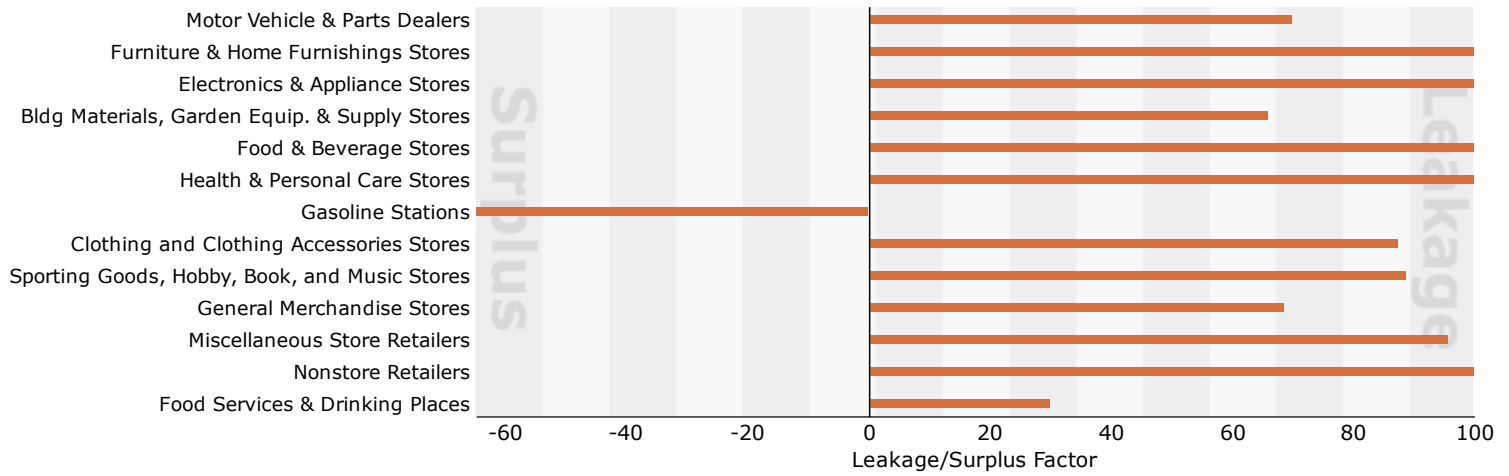


Retail MarketPlace Profile

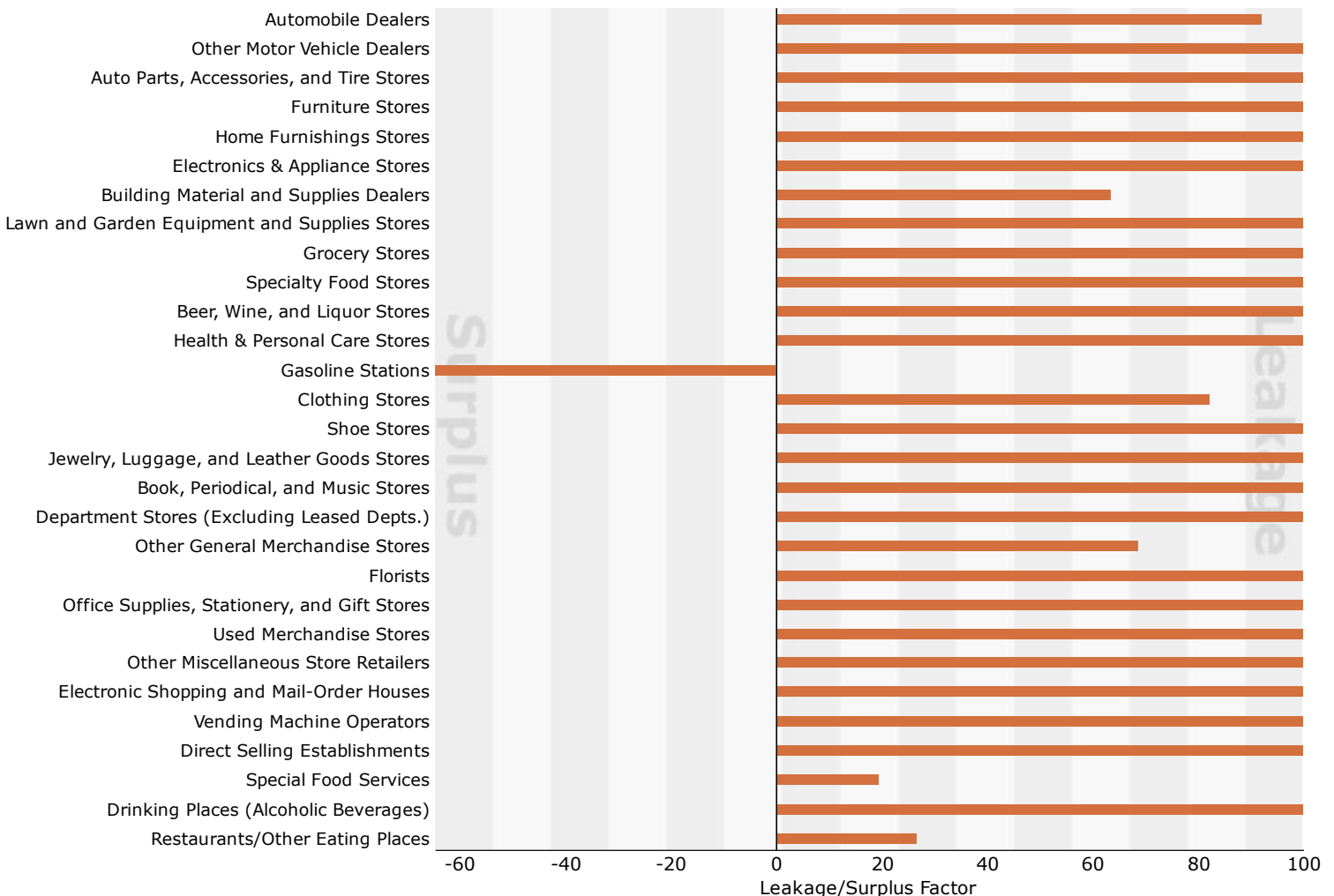
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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1801 State Road 559, Polk City, Florida, 33868
Ring: 5 mile radius

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Summary Demographics

2021 Population	25,226
2021 Households	8,565
2021 Median Disposable Income	\$53,892
2021 Per Capita Income	\$27,615

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.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$264,303,566	\$101,396,338	\$162,907,228	44.5	41
Total Retail Trade	44-45	\$240,021,680	\$94,499,381	\$145,522,299	43.5	30
Total Food & Drink	722	\$24,281,885	\$6,896,958	\$17,384,927	55.8	10
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$53,135,679	\$12,165,947	\$40,969,732	62.7	6
Automobile Dealers	4411	\$42,298,277	\$5,512,790	\$36,785,487	76.9	3
Other Motor Vehicle Dealers	4412	\$6,363,912	\$6,349,039	\$14,873	0.1	1
Auto Parts, Accessories & Tire Stores	4413	\$4,473,491	\$304,119	\$4,169,372	87.3	1
Furniture & Home Furnishings Stores	442	\$8,389,017	\$0	\$8,389,017	100.0	0
Furniture Stores	4421	\$4,543,697	\$0	\$4,543,697	100.0	0
Home Furnishings Stores	4422	\$3,845,319	\$0	\$3,845,319	100.0	0
Electronics & Appliance Stores	443	\$6,531,716	\$0	\$6,531,716	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,765,566	\$5,215,682	\$12,549,884	54.6	4
Bldg Material & Supplies Dealers	4441	\$16,353,794	\$4,726,471	\$11,627,323	55.2	3
Lawn & Garden Equip & Supply Stores	4442	\$1,411,772	\$489,211	\$922,561	48.5	1
Food & Beverage Stores	445	\$41,469,594	\$758,656	\$40,710,938	96.4	1
Grocery Stores	4451	\$37,776,808	\$669,067	\$37,107,741	96.5	1
Specialty Food Stores	4452	\$1,731,154	\$89,589	\$1,641,565	90.2	1
Beer, Wine & Liquor Stores	4453	\$1,961,632	\$0	\$1,961,632	100.0	0
Health & Personal Care Stores	446,4461	\$16,295,116	\$1,329,471	\$14,965,645	84.9	2
Gasoline Stations	447,4471	\$25,148,333	\$68,970,823	-\$43,822,490	-46.6	9
Clothing & Clothing Accessories Stores	448	\$11,255,706	\$505,734	\$10,749,972	91.4	2
Clothing Stores	4481	\$7,638,661	\$505,734	\$7,132,927	87.6	2
Shoe Stores	4482	\$1,736,976	\$0	\$1,736,976	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,880,069	\$0	\$1,880,069	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,657,119	\$180,621	\$5,476,498	93.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,730,897	\$180,621	\$4,550,276	92.6	1
Book, Periodical & Music Stores	4512	\$926,222	\$0	\$926,222	100.0	0
General Merchandise Stores	452	\$38,147,847	\$4,630,408	\$33,517,439	78.4	2
Department Stores Excluding Leased Depts.	4521	\$26,472,562	\$3,648,943	\$22,823,619	75.8	1
Other General Merchandise Stores	4529	\$11,675,285	\$981,465	\$10,693,820	84.5	1
Miscellaneous Store Retailers	453	\$9,906,877	\$631,186	\$9,275,691	88.0	3
Florists	4531	\$425,591	\$0	\$425,591	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$2,015,966	\$373,739	\$1,642,227	68.7	1
Used Merchandise Stores	4533	\$2,008,969	\$230,992	\$1,777,977	79.4	1
Other Miscellaneous Store Retailers	4539	\$5,456,351	\$0	\$5,456,351	100.0	0
Nonstore Retailers	454	\$6,319,109	\$0	\$6,319,109	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,221,097	\$0	\$5,221,097	100.0	0
Vending Machine Operators	4542	\$100,954	\$0	\$100,954	100.0	0
Direct Selling Establishments	4543	\$997,058	\$0	\$997,058	100.0	0
Food Services & Drinking Places	722	\$24,281,885	\$6,896,958	\$17,384,927	55.8	10
Special Food Services	7223	\$415,008	\$106,703	\$308,305	59.1	1
Drinking Places - Alcoholic Beverages	7224	\$1,864,408	\$0	\$1,864,408	100.0	0
Restaurants/Other Eating Places	7225	\$22,002,469	\$6,790,255	\$15,212,214	52.8	9

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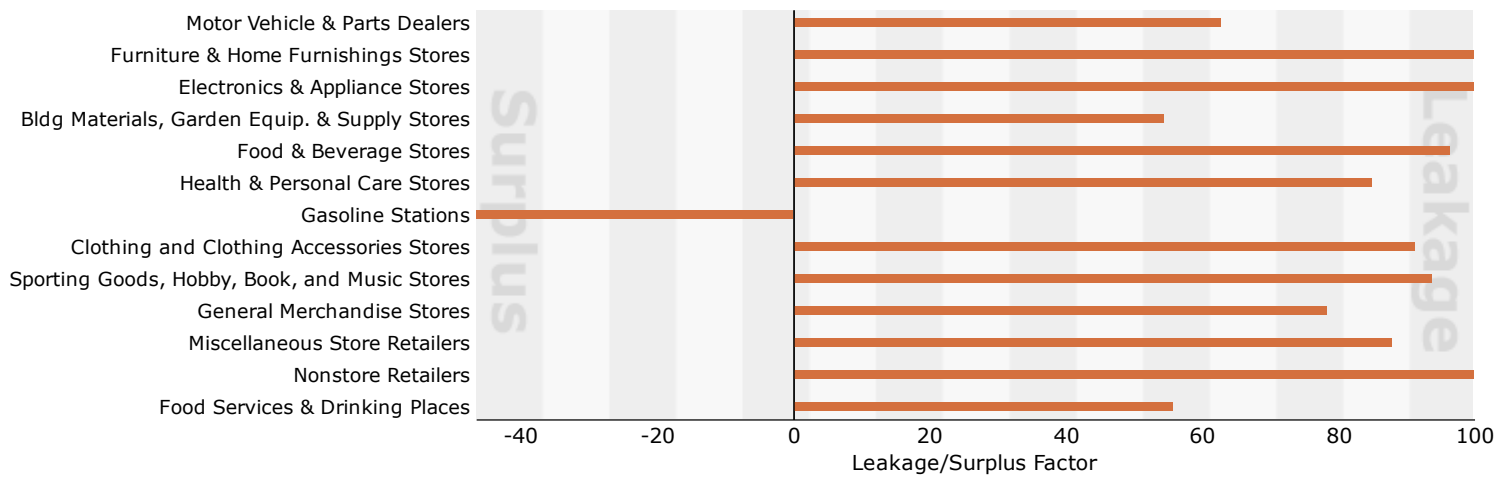


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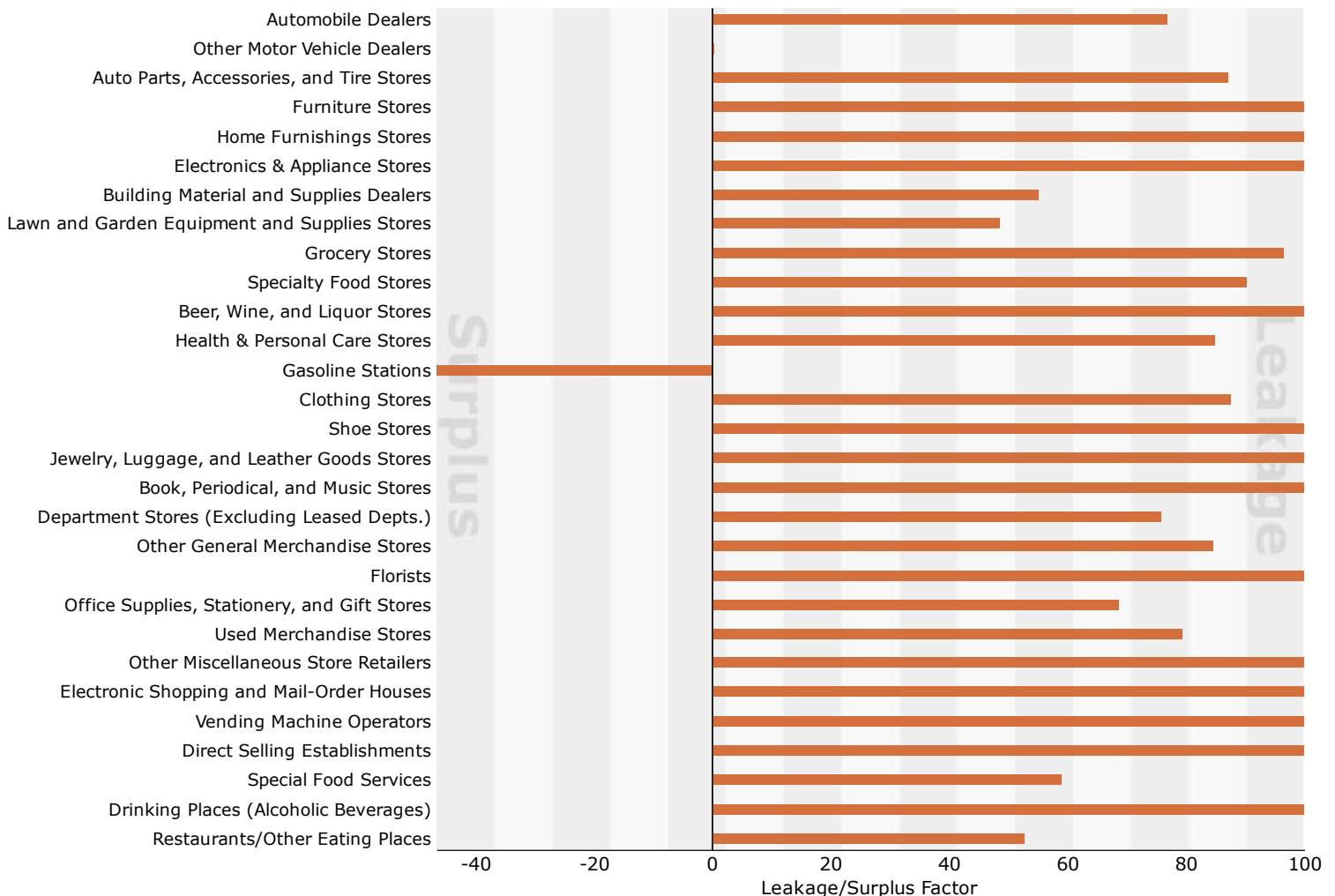
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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