



Retail MarketPlace Profile

Chambers County, AL (01017)
Geography: County

Summary Demographics

2020 Population	33,421
2020 Households	13,763
2020 Median Disposable Income	\$34,149
2020 Per Capita Income	\$23,238

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.

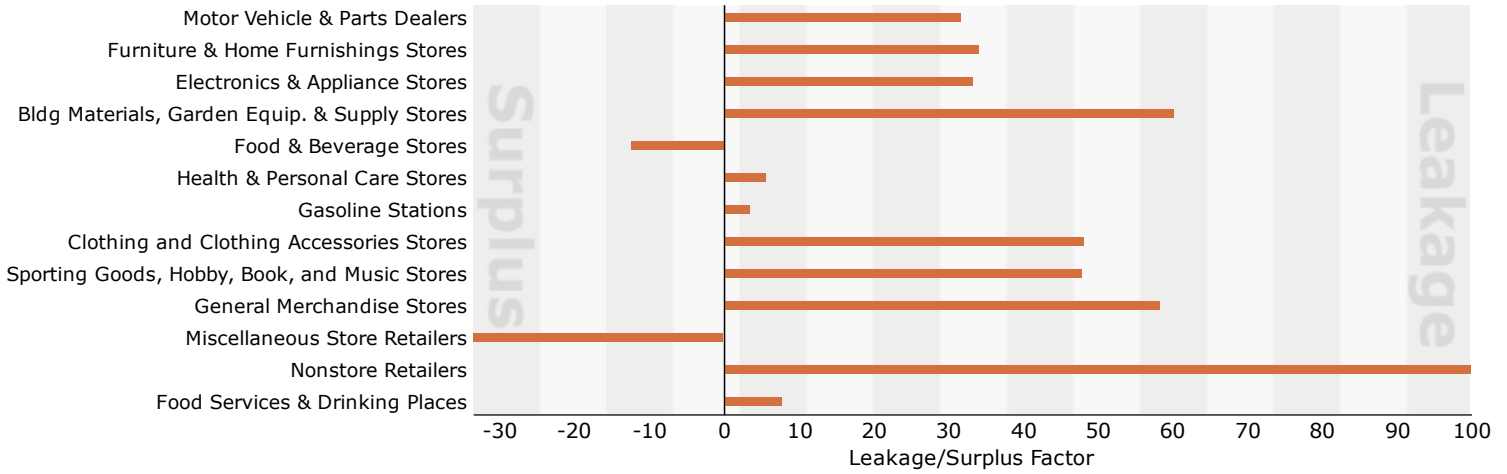
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$354,138,741	\$252,252,605	\$101,886,136	16.8	227
Total Retail Trade	44-45	\$324,437,718	\$226,923,701	\$97,514,017	17.7	164
Total Food & Drink	722	\$29,701,023	\$25,328,904	\$4,372,119	7.9	63
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$76,463,944	\$39,587,062	\$36,876,882	31.8	37
Automobile Dealers	4411	\$60,084,319	\$30,518,693	\$29,565,626	32.6	21
Other Motor Vehicle Dealers	4412	\$9,606,773	\$2,156,540	\$7,450,233	63.3	3
Auto Parts, Accessories & Tire Stores	4413	\$6,772,852	\$6,911,829	-\$138,977	-1.0	13
Furniture & Home Furnishings Stores	442	\$10,051,113	\$4,922,488	\$5,128,625	34.3	6
Furniture Stores	4421	\$5,884,447	\$3,501,297	\$2,383,150	25.4	3
Home Furnishings Stores	4422	\$4,166,666	\$1,421,191	\$2,745,475	49.1	3
Electronics & Appliance Stores	443	\$8,442,965	\$4,216,519	\$4,226,446	33.4	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,184,301	\$5,486,776	\$16,697,525	60.3	8
Bldg Material & Supplies Dealers	4441	\$20,636,851	\$4,489,240	\$16,147,611	64.3	5
Lawn & Garden Equip & Supply Stores	4442	\$1,547,450	\$997,536	\$549,914	21.6	3
Food & Beverage Stores	445	\$49,679,671	\$63,881,090	-\$14,201,419	-12.5	22
Grocery Stores	4451	\$45,964,471	\$62,478,863	-\$16,514,392	-15.2	18
Specialty Food Stores	4452	\$1,794,886	\$469,917	\$1,324,969	58.5	2
Beer, Wine & Liquor Stores	4453	\$1,920,314	\$932,310	\$988,004	34.6	2
Health & Personal Care Stores	446,4461	\$20,633,459	\$18,397,667	\$2,235,792	5.7	11
Gasoline Stations	447,4471	\$42,113,608	\$39,184,049	\$2,929,559	3.6	16
Clothing & Clothing Accessories Stores	448	\$9,696,183	\$3,388,428	\$6,307,755	48.2	8
Clothing Stores	4481	\$6,487,090	\$1,913,655	\$4,573,435	54.4	5
Shoe Stores	4482	\$1,472,872	\$700,926	\$771,946	35.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,736,221	\$773,847	\$962,374	38.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$9,530,215	\$3,356,262	\$6,173,953	47.9	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,317,540	\$2,249,429	\$6,068,111	57.4	5
Book, Periodical & Music Stores	4512	\$1,212,675	\$1,106,833	\$105,842	4.6	1
General Merchandise Stores	452	\$58,620,174	\$15,459,933	\$43,160,241	58.3	15
Department Stores Excluding Leased Depts.	4521	\$39,996,868	\$11,296,326	\$28,700,542	56.0	3
Other General Merchandise Stores	4529	\$18,623,306	\$4,163,607	\$14,459,699	63.5	12
Miscellaneous Store Retailers	453	\$14,429,994	\$29,043,427	-\$14,613,433	-33.6	26
Florists	4531	\$531,296	\$728,126	-\$196,830	-15.6	7
Office Supplies, Stationery & Gift Stores	4532	\$2,264,579	\$0	\$2,264,579	100.0	0
Used Merchandise Stores	4533	\$2,013,400	\$2,443,188	-\$429,788	-9.6	9
Other Miscellaneous Store Retailers	4539	\$9,620,719	\$25,872,113	-\$16,251,394	-45.8	10
Nonstore Retailers	454	\$2,592,091	\$0	\$2,592,091	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$717,507	\$0	\$717,507	100.0	0
Vending Machine Operators	4542	\$394,163	\$0	\$394,163	100.0	0
Direct Selling Establishments	4543	\$1,480,421	\$0	\$1,480,421	100.0	0
Food Services & Drinking Places	722	\$29,701,023	\$25,328,904	\$4,372,119	7.9	63
Special Food Services	7223	\$173,343	\$58,167	\$115,176	49.7	1
Drinking Places - Alcoholic Beverages	7224	\$579,002	\$124,538	\$454,464	64.6	1
Restaurants/Other Eating Places	7225	\$28,948,678	\$25,146,199	\$3,802,479	7.0	61

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

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

