



# Retail MarketPlace Profile

211 N Broad St, Clinton, South Carolina, 29325  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 34.47431  
 Longitude: -81.88090

## Summary Demographics

2019 Population	34,876
2019 Households	13,133
2019 Median Disposable Income	\$29,568
2019 Per Capita Income	\$18,024

## 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	\$336,809,350	\$474,446,886	-\$137,637,536	-17.0	276
Total Retail Trade	44-45	\$307,137,093	\$432,352,254	-\$125,215,161	-16.9	206
Total Food & Drink	722	\$29,672,258	\$42,094,632	-\$12,422,374	-17.3	71

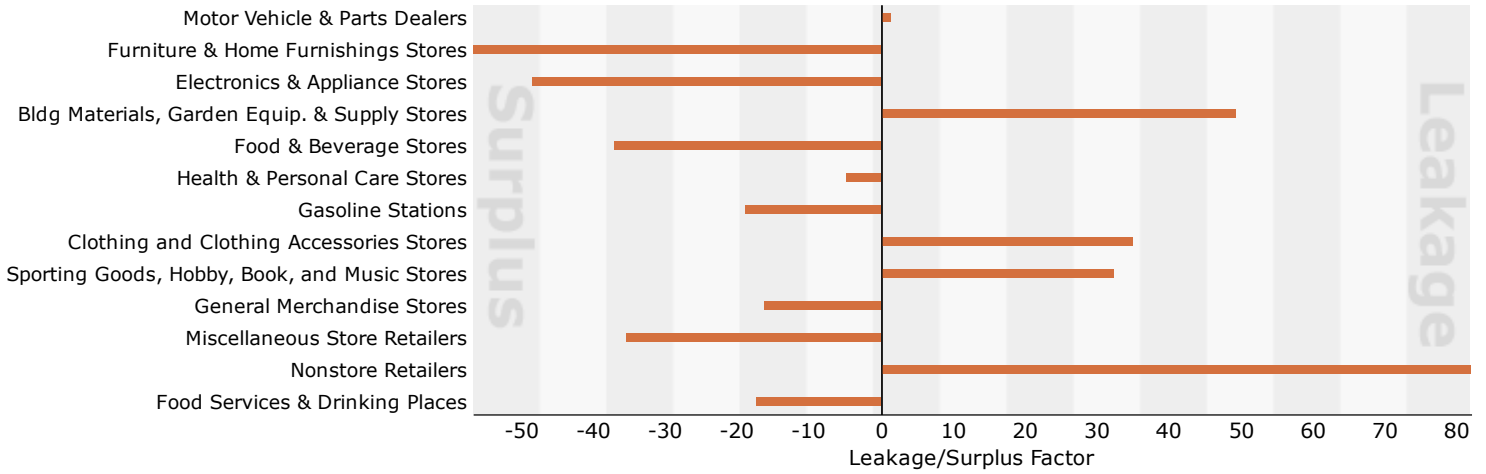
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$69,777,262	\$67,704,128	\$2,073,134	1.5	33
Automobile Dealers	4411	\$56,707,804	\$54,345,869	\$2,361,935	2.1	18
Other Motor Vehicle Dealers	4412	\$6,384,679	\$1,749,475	\$4,635,204	57.0	2
Auto Parts, Accessories & Tire Stores	4413	\$6,684,779	\$11,608,784	-\$4,924,005	-26.9	13
Furniture & Home Furnishings Stores	442	\$9,828,802	\$35,574,081	-\$25,745,279	-56.7	9
Furniture Stores	4421	\$6,332,019	\$4,378,868	\$1,953,151	18.2	5
Home Furnishings Stores	4422	\$3,496,783	\$31,195,213	-\$27,698,430	-79.8	4
Electronics & Appliance Stores	443	\$7,977,547	\$23,059,168	-\$15,081,621	-48.6	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,023,860	\$7,467,138	\$14,556,722	49.4	16
Bldg Material & Supplies Dealers	4441	\$20,869,690	\$6,608,300	\$14,261,390	51.9	14
Lawn & Garden Equip & Supply Stores	4442	\$1,154,170	\$858,838	\$295,332	14.7	2
Food & Beverage Stores	445	\$53,750,496	\$117,296,035	-\$63,545,539	-37.2	43
Grocery Stores	4451	\$49,428,800	\$114,948,037	-\$65,519,237	-39.9	35
Specialty Food Stores	4452	\$1,885,183	\$1,008,220	\$876,963	30.3	4
Beer, Wine & Liquor Stores	4453	\$2,436,513	\$1,339,778	\$1,096,735	29.0	5
Health & Personal Care Stores	446,4461	\$20,463,341	\$22,599,297	-\$2,135,956	-5.0	17
Gasoline Stations	447,4471	\$37,597,439	\$55,203,100	-\$17,605,661	-19.0	14
Clothing & Clothing Accessories Stores	448	\$12,075,061	\$5,796,792	\$6,278,269	35.1	13
Clothing Stores	4481	\$8,030,091	\$3,684,737	\$4,345,354	37.1	8
Shoe Stores	4482	\$1,951,050	\$615,958	\$1,335,092	52.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,093,920	\$1,496,097	\$597,823	16.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$7,945,399	\$4,048,261	\$3,897,138	32.5	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,806,199	\$3,951,639	\$2,854,560	26.5	5
Book, Periodical & Music Stores	4512	\$1,139,200	\$96,622	\$1,042,578	84.4	1
General Merchandise Stores	452	\$48,578,424	\$67,448,154	-\$18,869,730	-16.3	21
Department Stores Excluding Leased Depts.	4521	\$35,262,095	\$53,313,842	-\$18,051,747	-20.4	6
Other General Merchandise Stores	4529	\$13,316,328	\$14,134,312	-\$817,984	-3.0	15
Miscellaneous Store Retailers	453	\$12,205,132	\$25,674,280	-\$13,469,148	-35.6	24
Florists	4531	\$389,124	\$486,045	-\$96,921	-11.1	4
Office Supplies, Stationery & Gift Stores	4532	\$2,327,529	\$641,392	\$1,686,137	56.8	3
Used Merchandise Stores	4533	\$1,265,593	\$2,616,698	-\$1,351,105	-34.8	8
Other Miscellaneous Store Retailers	4539	\$8,222,886	\$21,930,145	-\$13,707,259	-45.5	10
Nonstore Retailers	454	\$4,914,330	\$481,819	\$4,432,511	82.1	1
Electronic Shopping & Mail-Order Houses	4541	\$3,161,011	\$481,819	\$2,679,192	73.5	1
Vending Machine Operators	4542	\$188,444	\$0	\$188,444	100.0	0
Direct Selling Establishments	4543	\$1,564,875	\$0	\$1,564,875	100.0	0
Food Services & Drinking Places	722	\$29,672,258	\$42,094,632	-\$12,422,374	-17.3	71
Special Food Services	7223	\$428,319	\$0	\$428,319	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,790,567	\$322,431	\$1,468,136	69.5	1
Restaurants/Other Eating Places	7225	\$27,453,371	\$41,772,201	-\$14,318,830	-20.7	70

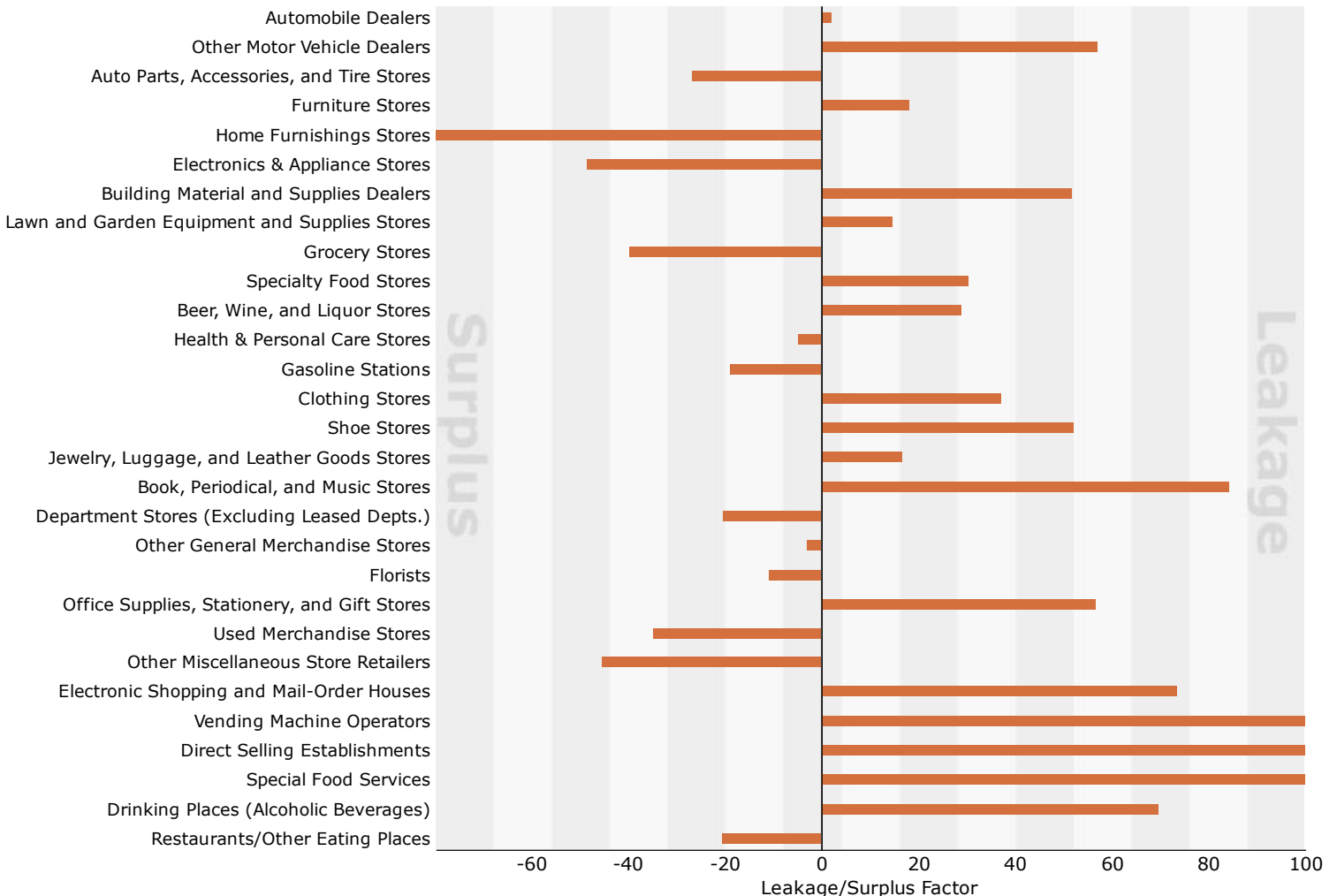
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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