



Retail MarketPlace Profile

Bullock County, AL
 Bullock County, AL (01011)
 Geography: County

Prepared by Esri

Summary Demographics

2020 Population	10,857
2020 Households	3,763
2020 Median Disposable Income	\$27,246
2020 Per Capita Income	\$17,656

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	\$94,606,036	\$61,673,219	\$32,932,817	21.1	40
Total Retail Trade	44-45	\$87,164,395	\$58,713,610	\$28,450,785	19.5	31
Total Food & Drink	722	\$7,441,641	\$2,959,609	\$4,482,032	43.1	9

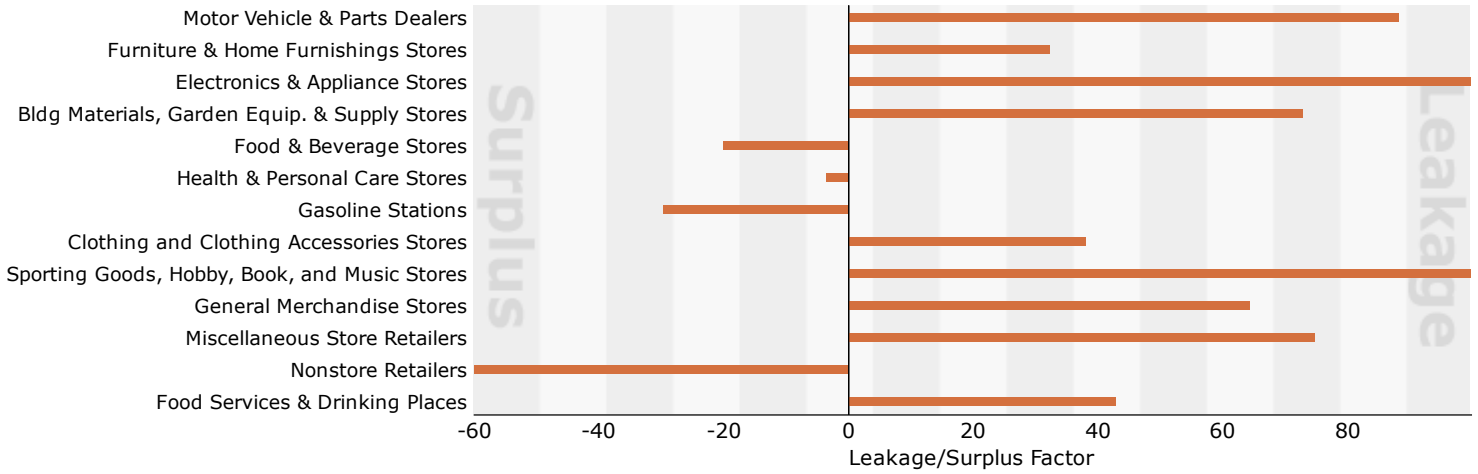
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,204,303	\$1,288,301	\$19,916,002	88.5	4
Automobile Dealers	4411	\$16,741,840	\$329,499	\$16,412,341	96.1	1
Other Motor Vehicle Dealers	4412	\$2,670,941	\$0	\$2,670,941	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,791,522	\$958,802	\$832,720	30.3	3
Furniture & Home Furnishings Stores	442	\$2,498,127	\$1,276,815	\$1,221,312	32.4	1
Furniture Stores	4421	\$1,456,630	\$1,276,815	\$179,815	6.6	1
Home Furnishings Stores	4422	\$1,041,497	\$0	\$1,041,497	100.0	0
Electronics & Appliance Stores	443	\$2,110,164	\$0	\$2,110,164	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,126,353	\$955,431	\$5,170,922	73.0	1
Bldg Material & Supplies Dealers	4441	\$5,691,055	\$955,431	\$4,735,624	71.3	1
Lawn & Garden Equip & Supply Stores	4442	\$435,298	\$0	\$435,298	100.0	0
Food & Beverage Stores	445	\$13,200,686	\$19,865,320	-\$6,664,634	-20.2	7
Grocery Stores	4451	\$12,248,618	\$19,258,542	-\$7,009,924	-22.2	5
Specialty Food Stores	4452	\$475,814	\$67,303	\$408,511	75.2	1
Beer, Wine & Liquor Stores	4453	\$476,254	\$539,475	-\$63,221	-6.2	1
Health & Personal Care Stores	446,4461	\$5,599,852	\$6,028,881	-\$429,029	-3.7	4
Gasoline Stations	447,4471	\$11,583,953	\$21,410,434	-\$9,826,481	-29.8	6
Clothing & Clothing Accessories Stores	448	\$2,393,873	\$1,072,871	\$1,321,002	38.1	2
Clothing Stores	4481	\$1,624,000	\$0	\$1,624,000	100.0	0
Shoe Stores	4482	\$374,946	\$0	\$374,946	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$394,927	\$1,072,871	-\$677,944	-46.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,450,894	\$0	\$2,450,894	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,161,547	\$0	\$2,161,547	100.0	0
Book, Periodical & Music Stores	4512	\$289,347	\$0	\$289,347	100.0	0
General Merchandise Stores	452	\$15,264,185	\$3,307,556	\$11,956,629	64.4	2
Department Stores Excluding Leased Depts.	4521	\$10,282,279	\$0	\$10,282,279	100.0	0
Other General Merchandise Stores	4529	\$4,981,906	\$3,307,556	\$1,674,350	20.2	2
Miscellaneous Store Retailers	453	\$4,002,076	\$571,910	\$3,430,166	75.0	2
Florists	4531	\$133,537	\$0	\$133,537	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$568,912	\$0	\$568,912	100.0	0
Used Merchandise Stores	4533	\$498,710	\$0	\$498,710	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,800,917	\$571,910	\$2,229,007	66.1	2
Nonstore Retailers	454	\$729,929	\$2,936,091	-\$2,206,162	-60.2	2
Electronic Shopping & Mail-Order Houses	4541	\$191,186	\$0	\$191,186	100.0	0
Vending Machine Operators	4542	\$104,695	\$0	\$104,695	100.0	0
Direct Selling Establishments	4543	\$434,048	\$2,936,091	-\$2,502,043	-74.2	2
Food Services & Drinking Places	722	\$7,441,641	\$2,959,609	\$4,482,032	43.1	9
Special Food Services	7223	\$43,686	\$0	\$43,686	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$130,788	\$36,281	\$94,507	56.6	1
Restaurants/Other Eating Places	7225	\$7,267,167	\$2,923,328	\$4,343,839	42.6	8

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



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