



Retail MarketPlace Profile

Pontiac, Michigan, United States
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Summary Demographics

2016 Population	11,600
2016 Households	4,002
2016 Median Disposable Income	\$18,292
2016 Per Capita Income	\$13,276

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	\$72,039,507	\$90,407,184	-\$18,367,677	-11.3	103
Total Retail Trade	44-45	\$65,456,397	\$82,032,468	-\$16,576,071	-11.2	76
Total Food & Drink	722	\$6,583,110	\$8,374,716	-\$1,791,606	-12.0	27

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,911,501	\$7,426,709	\$7,484,792	33.5	6
Automobile Dealers	4411	\$12,484,420	\$4,910,039	\$7,574,381	43.5	2
Other Motor Vehicle Dealers	4412	\$1,249,435	\$0	\$1,249,435	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,177,646	\$2,516,670	-\$1,339,024	-36.2	4
Furniture & Home Furnishings Stores	442	\$1,942,051	\$1,284,469	\$657,582	20.4	2
Furniture Stores	4421	\$1,268,053	\$1,284,469	-\$16,416	-0.6	2
Home Furnishings Stores	4422	\$673,999	\$0	\$673,999	100.0	0
Electronics & Appliance Stores	443	\$3,249,583	\$1,446,587	\$1,802,996	38.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,705,751	\$16,549,870	-\$12,844,119	-63.4	13
Bldg Material & Supplies Dealers	4441	\$3,348,756	\$15,317,822	-\$11,969,066	-64.1	11
Lawn & Garden Equip & Supply Stores	4442	\$356,995	\$1,232,048	-\$875,053	-55.1	1
Food & Beverage Stores	445	\$12,601,124	\$19,520,943	-\$6,919,819	-21.5	16
Grocery Stores	4451	\$10,974,365	\$16,211,775	-\$5,237,410	-19.3	11
Specialty Food Stores	4452	\$839,465	\$468,745	\$370,720	28.3	1
Beer, Wine & Liquor Stores	4453	\$787,294	\$2,840,423	-\$2,053,129	-56.6	4
Health & Personal Care Stores	446,4461	\$4,425,517	\$5,331,326	-\$905,809	-9.3	4
Gasoline Stations	447,4471	\$4,932,967	\$10,136,348	-\$5,203,381	-34.5	4
Clothing & Clothing Accessories Stores	448	\$3,033,265	\$5,269,371	-\$2,236,106	-26.9	9
Clothing Stores	4481	\$2,063,020	\$3,515,382	-\$1,452,362	-26.0	7
Shoe Stores	4482	\$420,435	\$1,380,877	-\$960,442	-53.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$549,810	\$373,112	\$176,698	19.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,612,243	\$4,124,858	-\$2,512,615	-43.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,326,161	\$4,119,516	-\$2,793,355	-51.3	5
Book, Periodical & Music Stores	4512	\$286,082	\$0	\$286,082	100.0	0
General Merchandise Stores	452	\$11,039,863	\$1,090,548	\$9,949,315	82.0	2
Department Stores Excluding Leased Depts.	4521	\$7,908,114	\$634,996	\$7,273,118	85.1	1
Other General Merchandise Stores	4529	\$3,131,749	\$455,552	\$2,676,197	74.6	1
Miscellaneous Store Retailers	453	\$2,683,230	\$3,896,935	-\$1,213,705	-18.4	13
Florists	4531	\$100,625	\$248,114	-\$147,489	-42.3	1
Office Supplies, Stationery & Gift Stores	4532	\$446,193	\$821,294	-\$375,101	-29.6	5
Used Merchandise Stores	4533	\$353,744	\$1,302,145	-\$948,401	-57.3	5
Other Miscellaneous Store Retailers	4539	\$1,782,669	\$1,525,382	\$257,287	7.8	2
Nonstore Retailers	454	\$1,319,301	\$5,954,504	-\$4,635,203	-63.7	2
Electronic Shopping & Mail-Order Houses	4541	\$1,009,239	\$5,837,409	-\$4,828,170	-70.5	1
Vending Machine Operators	4542	\$83,985	\$0	\$83,985	100.0	0
Direct Selling Establishments	4543	\$226,077	\$0	\$226,077	100.0	0
Food Services & Drinking Places	722	\$6,583,110	\$8,374,716	-\$1,791,606	-12.0	27
Special Food Services	7223	\$185,190	\$829,581	-\$644,391	-63.5	1
Drinking Places - Alcoholic Beverages	7224	\$349,587	\$3,384,140	-\$3,034,553	-81.3	10
Restaurants/Other Eating Places	7225	\$6,048,333	\$4,160,995	\$1,887,338	18	16

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/data/esri_data/methodology-statements

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March 16, 2017

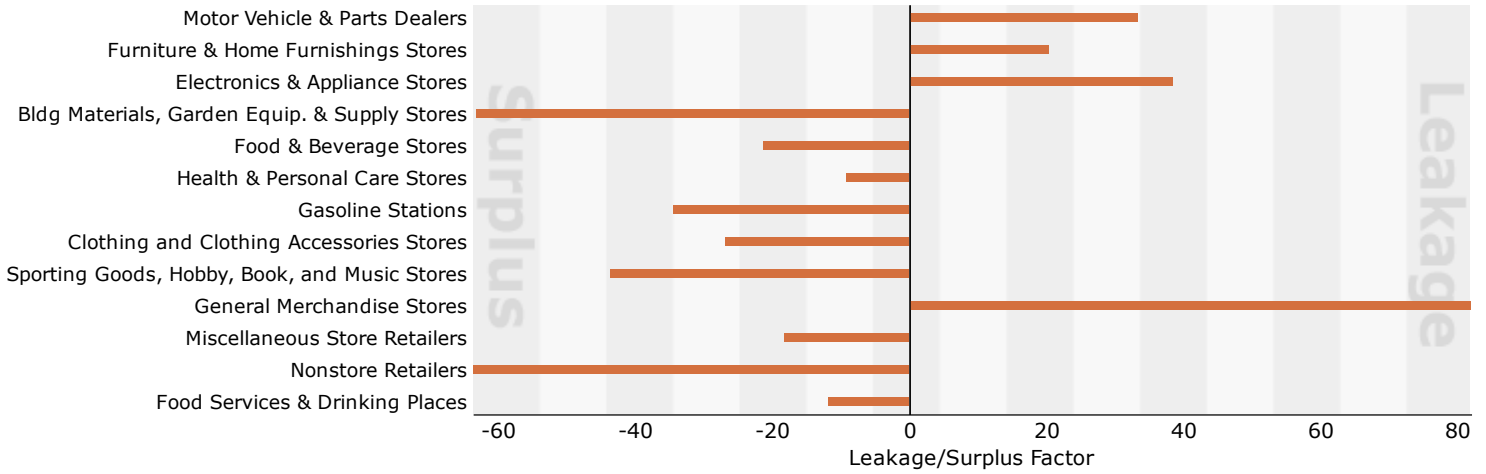


Retail MarketPlace Profile

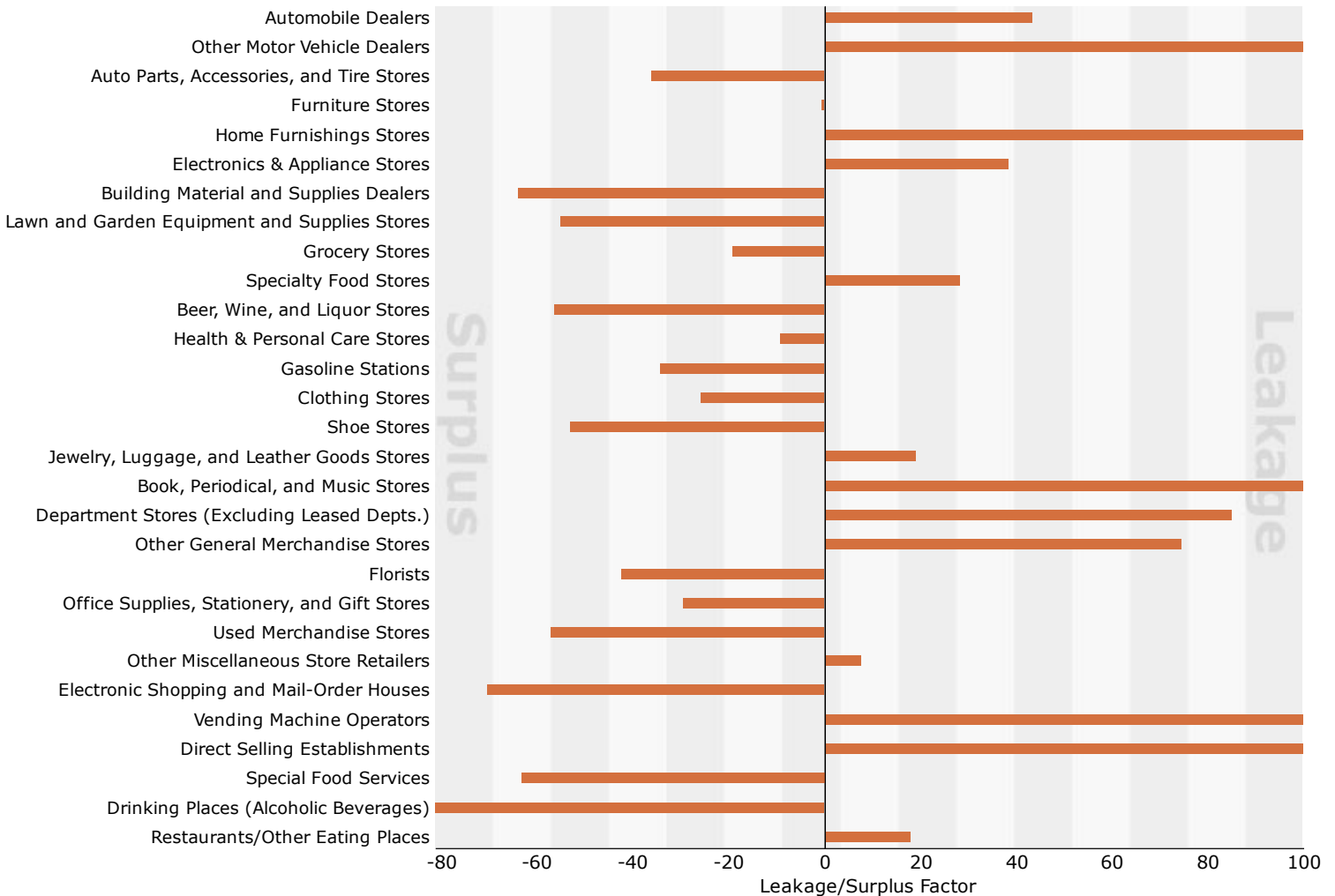
Pontiac, Michigan, United States
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Pontiac, Michigan, United States
Ring Band: 1 - 3 mile radius

Prepared by Esri
Latitude: 42.63892
Longitude: -83.29105

Summary Demographics

2016 Population	61,146
2016 Households	23,972
2016 Median Disposable Income	\$30,939
2016 Per Capita Income	\$23,004

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	\$733,621,021	\$1,304,418,149	-\$570,797,128	-28.0	554
Total Retail Trade	44-45	\$665,974,415	\$1,201,000,405	-\$535,025,990	-28.7	390
Total Food & Drink	722	\$67,646,606	\$103,417,744	-\$35,771,138	-20.9	164

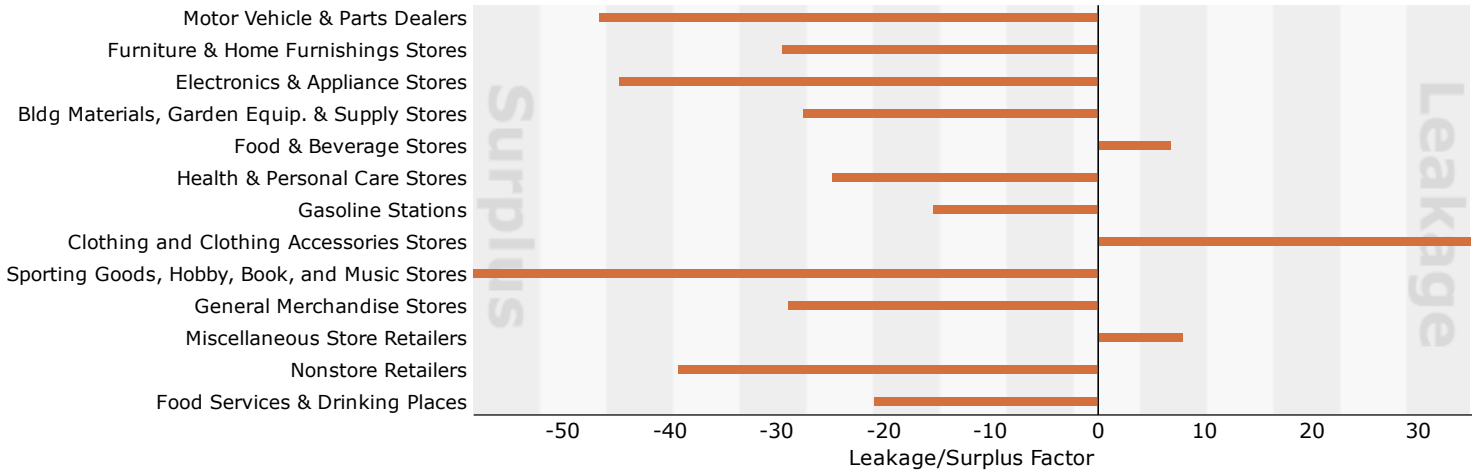
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$152,287,400	\$418,769,017	-\$266,481,617	-46.7	73
Automobile Dealers	4411	\$126,862,435	\$330,186,319	-\$203,323,884	-44.5	36
Other Motor Vehicle Dealers	4412	\$13,263,864	\$57,354,192	-\$44,090,328	-62.4	8
Auto Parts, Accessories & Tire Stores	4413	\$12,161,101	\$31,228,507	-\$19,067,406	-43.9	29
Furniture & Home Furnishings Stores	442	\$19,962,648	\$36,734,799	-\$16,772,151	-29.6	15
Furniture Stores	4421	\$12,861,919	\$15,105,006	-\$2,243,087	-8.0	6
Home Furnishings Stores	4422	\$7,100,730	\$21,629,793	-\$14,529,063	-50.6	9
Electronics & Appliance Stores	443	\$33,661,512	\$88,352,865	-\$54,691,353	-44.8	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,202,034	\$70,736,031	-\$30,533,997	-27.5	31
Bldg Material & Supplies Dealers	4441	\$36,269,419	\$62,536,481	-\$26,267,062	-26.6	21
Lawn & Garden Equip & Supply Stores	4442	\$3,932,615	\$8,199,549	-\$4,266,934	-35.2	10
Food & Beverage Stores	445	\$125,640,053	\$109,273,405	\$16,366,648	7.0	46
Grocery Stores	4451	\$109,317,048	\$86,301,901	\$23,015,147	11.8	23
Specialty Food Stores	4452	\$8,324,913	\$1,931,400	\$6,393,513	62.3	3
Beer, Wine & Liquor Stores	4453	\$7,998,093	\$21,040,104	-\$13,042,011	-44.9	20
Health & Personal Care Stores	446,4461	\$44,800,352	\$74,575,928	-\$29,775,576	-24.9	47
Gasoline Stations	447,4471	\$48,868,156	\$66,674,722	-\$17,806,566	-15.4	31
Clothing & Clothing Accessories Stores	448	\$31,065,083	\$14,956,104	\$16,108,979	35.0	25
Clothing Stores	4481	\$20,991,231	\$8,685,048	\$12,306,183	41.5	16
Shoe Stores	4482	\$4,233,176	\$3,918,172	\$315,004	3.9	5
Jewelry, Luggage & Leather Goods Stores	4483	\$5,840,676	\$2,352,883	\$3,487,793	42.6	3
Sporting Goods, Hobby, Book & Music Stores	451	\$16,639,240	\$63,362,675	-\$46,723,435	-58.4	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,699,726	\$61,230,861	-\$47,531,135	-63.4	20
Book, Periodical & Music Stores	4512	\$2,939,513	\$2,131,814	\$807,699	15.9	2
General Merchandise Stores	452	\$111,727,455	\$202,541,666	-\$90,814,211	-28.9	29
Department Stores Excluding Leased Depts.	4521	\$80,442,997	\$42,833,715	\$37,609,282	30.5	7
Other General Merchandise Stores	4529	\$31,284,459	\$159,707,950	-\$128,423,491	-67.2	22
Miscellaneous Store Retailers	453	\$27,247,180	\$23,216,729	\$4,030,451	8.0	35
Florists	4531	\$1,097,097	\$4,345,464	-\$3,248,367	-59.7	5
Office Supplies, Stationery & Gift Stores	4532	\$4,632,655	\$6,752,490	-\$2,119,835	-18.6	9
Used Merchandise Stores	4533	\$3,575,591	\$3,486,339	\$89,252	1.3	7
Other Miscellaneous Store Retailers	4539	\$17,941,837	\$8,632,436	\$9,309,401	35.0	14
Nonstore Retailers	454	\$13,873,302	\$31,806,465	-\$17,933,163	-39.3	9
Electronic Shopping & Mail-Order Houses	4541	\$10,391,033	\$25,043,828	-\$14,652,795	-41.4	4
Vending Machine Operators	4542	\$838,127	\$2,846,236	-\$2,008,109	-54.5	1
Direct Selling Establishments	4543	\$2,644,142	\$3,916,400	-\$1,272,258	-19.4	3
Food Services & Drinking Places	722	\$67,646,606	\$103,417,744	-\$35,771,138	-20.9	164
Special Food Services	7223	\$1,931,982	\$3,194,428	-\$1,262,446	-24.6	6
Drinking Places - Alcoholic Beverages	7224	\$3,735,594	\$3,925,197	-\$189,603	-2.5	11
Restaurants/Other Eating Places	7225	\$61,979,031	\$96,298,119	-\$34,319,088	-22	147

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/data/esri_data/methodology-statements

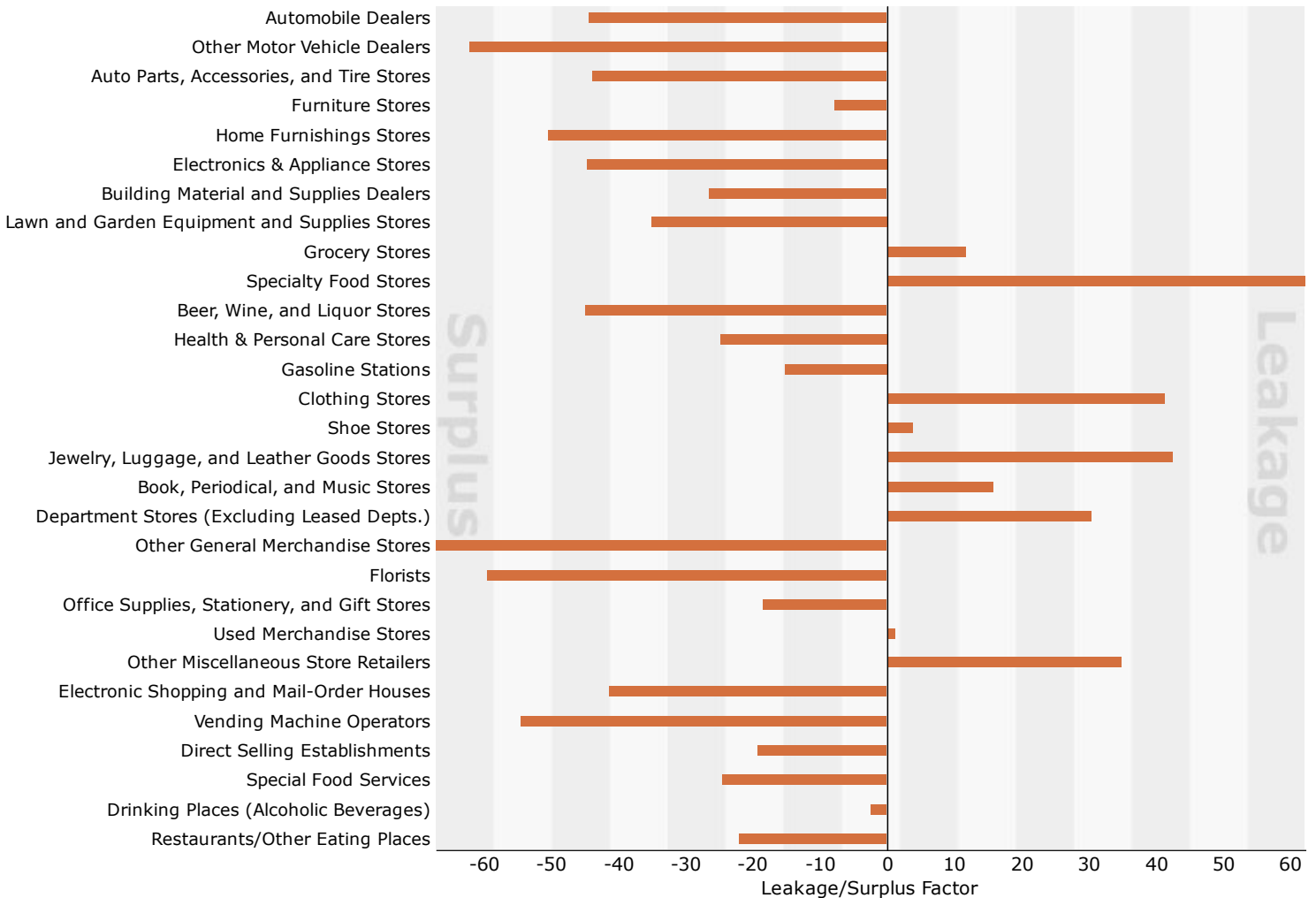
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March 16, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

Summary Demographics

2016 Population	79,667
2016 Households	32,884
2016 Median Disposable Income	\$51,371
2016 Per Capita Income	\$42,247

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	\$1,712,910,814	\$1,914,999,471	-\$202,088,657	-5.6	803
Total Retail Trade	44-45	\$1,549,499,404	\$1,742,140,723	-\$192,641,319	-5.9	574
Total Food & Drink	722	\$163,411,410	\$172,858,747	-\$9,447,337	-2.8	229

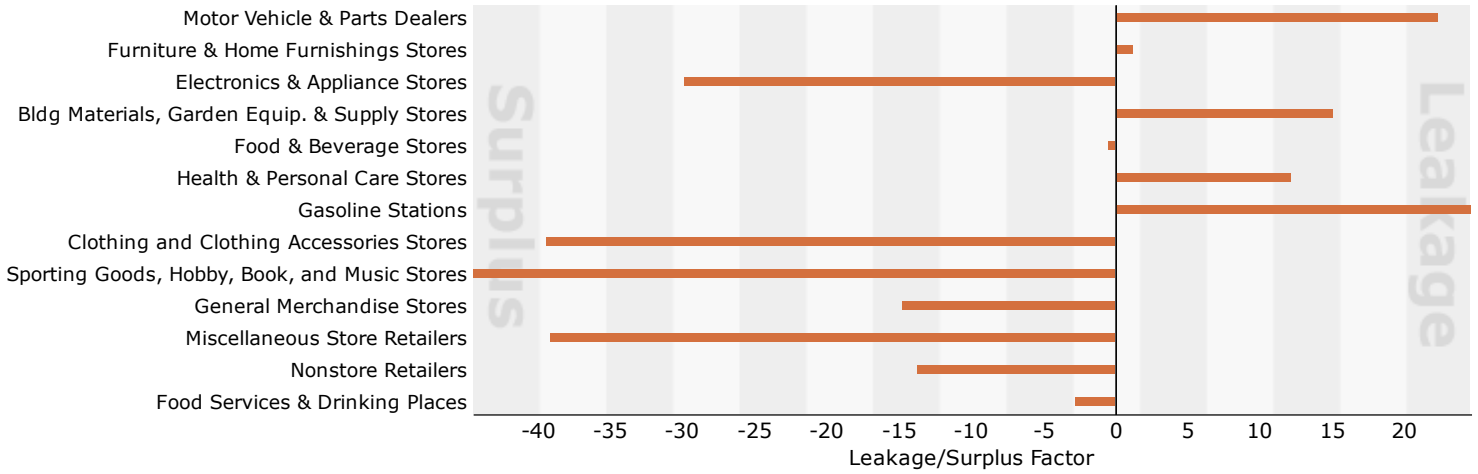
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$353,754,536	\$224,164,208	\$129,590,328	22.4	66
Automobile Dealers	4411	\$292,996,415	\$125,024,419	\$167,971,996	40.2	22
Other Motor Vehicle Dealers	4412	\$31,975,726	\$35,250,162	-\$3,274,436	-4.9	12
Auto Parts, Accessories & Tire Stores	4413	\$28,782,394	\$63,889,627	-\$35,107,233	-37.9	32
Furniture & Home Furnishings Stores	442	\$48,344,769	\$47,106,169	\$1,238,600	1.3	24
Furniture Stores	4421	\$30,826,987	\$26,561,718	\$4,265,269	7.4	7
Home Furnishings Stores	4422	\$17,517,783	\$20,544,451	-\$3,026,668	-8.0	17
Electronics & Appliance Stores	443	\$81,101,989	\$150,165,451	-\$69,063,462	-29.9	37
Bldg Materials, Garden Equip. & Supply Stores	444	\$98,025,695	\$72,272,482	\$25,753,213	15.1	33
Bldg Material & Supplies Dealers	4441	\$88,607,128	\$67,465,472	\$21,141,656	13.5	26
Lawn & Garden Equip & Supply Stores	4442	\$9,418,567	\$4,807,009	\$4,611,558	32.4	7
Food & Beverage Stores	445	\$285,421,592	\$288,019,375	-\$2,597,783	-0.5	44
Grocery Stores	4451	\$247,874,692	\$267,362,956	-\$19,488,264	-3.8	20
Specialty Food Stores	4452	\$18,772,553	\$7,883,780	\$10,888,773	40.8	9
Beer, Wine & Liquor Stores	4453	\$18,774,348	\$12,772,638	\$6,001,710	19.0	15
Health & Personal Care Stores	446,4461	\$103,721,429	\$81,194,047	\$22,527,382	12.2	52
Gasoline Stations	447,4471	\$107,985,340	\$65,138,458	\$42,846,882	24.7	32
Clothing & Clothing Accessories Stores	448	\$75,221,297	\$172,907,967	-\$97,686,670	-39.4	116
Clothing Stores	4481	\$50,525,247	\$115,594,383	-\$65,069,136	-39.2	69
Shoe Stores	4482	\$9,998,459	\$30,002,284	-\$20,003,825	-50.0	23
Jewelry, Luggage & Leather Goods Stores	4483	\$14,697,591	\$27,311,301	-\$12,613,710	-30.0	24
Sporting Goods, Hobby, Book & Music Stores	451	\$39,708,941	\$103,430,311	-\$63,721,370	-44.5	39
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,780,781	\$92,829,218	-\$60,048,437	-47.8	33
Book, Periodical & Music Stores	4512	\$6,928,160	\$10,601,093	-\$3,672,933	-21.0	7
General Merchandise Stores	452	\$260,852,237	\$351,581,593	-\$90,729,356	-14.8	27
Department Stores Excluding Leased Depts.	4521	\$189,882,278	\$109,805,660	\$80,076,618	26.7	8
Other General Merchandise Stores	4529	\$70,969,959	\$241,775,933	-\$170,805,974	-54.6	19
Miscellaneous Store Retailers	453	\$62,426,864	\$142,811,398	-\$80,384,534	-39.2	92
Florists	4531	\$2,768,308	\$890,799	\$1,877,509	51.3	5
Office Supplies, Stationery & Gift Stores	4532	\$11,204,568	\$7,475,595	\$3,728,973	20.0	15
Used Merchandise Stores	4533	\$8,424,045	\$2,864,894	\$5,559,151	49.2	10
Other Miscellaneous Store Retailers	4539	\$40,029,943	\$131,580,110	-\$91,550,167	-53.3	62
Nonstore Retailers	454	\$32,934,716	\$43,349,266	-\$10,414,550	-13.7	11
Electronic Shopping & Mail-Order Houses	4541	\$24,515,613	\$33,239,657	-\$8,724,044	-15.1	5
Vending Machine Operators	4542	\$1,919,852	\$327,644	\$1,592,208	70.8	1
Direct Selling Establishments	4543	\$6,499,251	\$9,781,964	-\$3,282,713	-20.2	5
Food Services & Drinking Places	722	\$163,411,410	\$172,858,747	-\$9,447,337	-2.8	229
Special Food Services	7223	\$4,681,040	\$2,527,365	\$2,153,675	29.9	6
Drinking Places - Alcoholic Beverages	7224	\$9,811,745	\$7,178,357	\$2,633,388	15.5	10
Restaurants/Other Eating Places	7225	\$148,918,625	\$163,153,025	-\$14,234,400	-5	212

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/data/esri_data/methodology-statements

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

