



Retail MarketPlace Profile

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 30 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Summary Demographics

2017 Population	221,513
2017 Households	84,538
2017 Median Disposable Income	\$34,736
2017 Per Capita Income	\$21,129

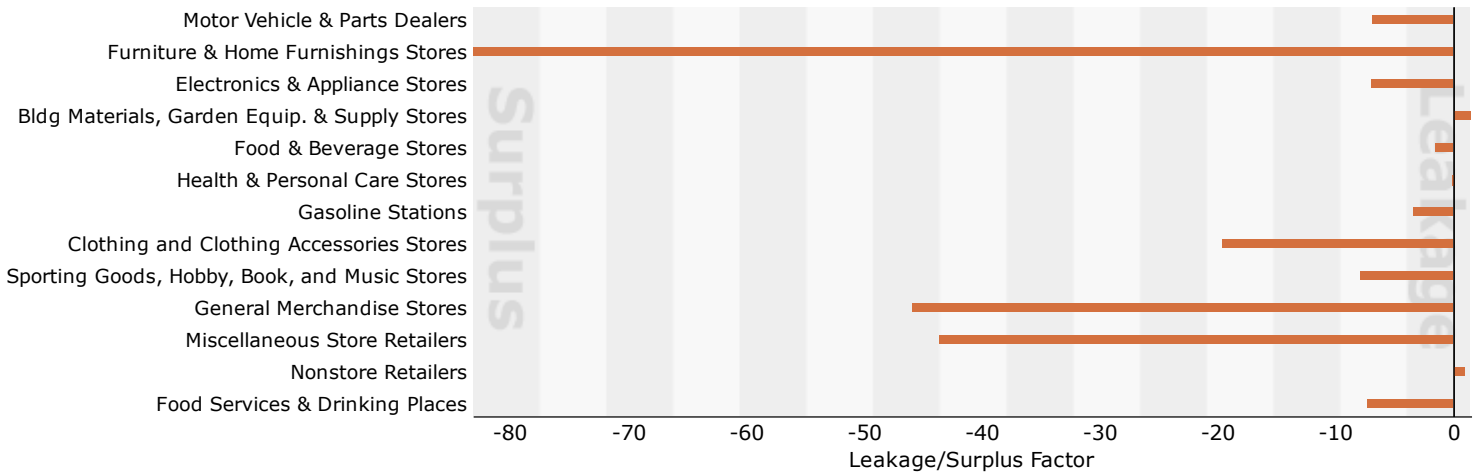
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$2,384,671,140	\$4,099,422,629	-\$1,714,751,489	-26.4	1,901
Total Retail Trade	44-45	\$2,174,239,156	\$3,855,189,971	-\$1,680,950,815	-27.9	1,430
Total Food & Drink	722	\$210,431,983	\$244,232,658	-\$33,800,675	-7.4	472

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$493,884,382	\$568,072,331	-\$74,187,949	-7.0	236
Automobile Dealers	4411	\$404,522,617	\$465,725,574	-\$61,202,957	-7.0	120
Other Motor Vehicle Dealers	4412	\$45,261,447	\$59,249,217	-\$13,987,770	-13.4	25
Auto Parts, Accessories & Tire Stores	4413	\$44,100,318	\$43,097,539	\$1,002,779	1.2	90
Furniture & Home Furnishings Stores	442	\$72,701,172	\$793,396,774	-\$720,695,602	-83.2	107
Furniture Stores	4421	\$49,886,135	\$716,817,562	-\$666,931,427	-87.0	67
Home Furnishings Stores	4422	\$22,815,037	\$76,579,211	-\$53,764,174	-54.1	40
Electronics & Appliance Stores	443	\$46,195,880	\$53,227,849	-\$7,031,969	-7.1	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$153,221,682	\$148,724,419	\$4,497,263	1.5	109
Bldg Material & Supplies Dealers	4441	\$144,512,927	\$135,696,958	\$8,815,969	3.1	89
Lawn & Garden Equip & Supply Stores	4442	\$8,708,755	\$13,027,461	-\$4,318,706	-19.9	20
Food & Beverage Stores	445	\$349,513,899	\$361,043,663	-\$11,529,764	-1.6	169
Grocery Stores	4451	\$310,732,595	\$337,351,943	-\$26,619,348	-4.1	124
Specialty Food Stores	4452	\$15,298,419	\$8,202,822	\$7,095,597	30.2	23
Beer, Wine & Liquor Stores	4453	\$23,482,886	\$15,488,898	\$7,993,988	20.5	22
Health & Personal Care Stores	446,4461	\$131,701,845	\$131,948,512	-\$246,667	-0.1	106
Gasoline Stations	447,4471	\$292,129,583	\$313,037,926	-\$20,908,343	-3.5	132
Clothing & Clothing Accessories Stores	448	\$67,905,437	\$101,132,732	-\$33,227,295	-19.7	146
Clothing Stores	4481	\$45,684,397	\$77,315,719	-\$31,631,322	-25.7	110
Shoe Stores	4482	\$12,332,796	\$17,087,998	-\$4,755,202	-16.2	23
Jewelry, Luggage & Leather Goods Stores	4483	\$9,888,245	\$6,729,015	\$3,159,230	19.0	13
Sporting Goods, Hobby, Book & Music Stores	451	\$51,079,659	\$59,818,597	-\$8,738,938	-7.9	74
Sporting Goods/Hobby/Musical Instr Stores	4511	\$43,303,962	\$55,733,169	-\$12,429,207	-12.6	68
Book, Periodical & Music Stores	4512	\$7,775,696	\$4,085,428	\$3,690,268	31.1	6
General Merchandise Stores	452	\$393,282,941	\$1,061,538,451	-\$668,255,510	-45.9	120
Department Stores Excluding Leased Depts.	4521	\$286,655,518	\$866,087,171	-\$579,431,653	-50.3	49
Other General Merchandise Stores	4529	\$106,627,422	\$195,451,280	-\$88,823,858	-29.4	71
Miscellaneous Store Retailers	453	\$90,899,367	\$232,147,313	-\$141,247,946	-43.7	169
Florists	4531	\$4,265,235	\$7,917,538	-\$3,652,303	-30.0	34
Office Supplies, Stationery & Gift Stores	4532	\$26,093,116	\$173,280,898	-\$147,187,782	-73.8	30
Used Merchandise Stores	4533	\$7,917,164	\$13,485,819	-\$5,568,655	-26.0	41
Other Miscellaneous Store Retailers	4539	\$52,623,852	\$37,463,058	\$15,160,794	16.8	64
Nonstore Retailers	454	\$31,723,309	\$31,101,405	\$621,904	1.0	21
Electronic Shopping & Mail-Order Houses	4541	\$19,000,350	\$12,204,304	\$6,796,046	21.8	3
Vending Machine Operators	4542	\$3,299,472	\$4,517,675	-\$1,218,203	-15.6	5
Direct Selling Establishments	4543	\$9,423,488	\$14,379,426	-\$4,955,938	-20.8	13
Food Services & Drinking Places	722	\$210,431,983	\$244,232,658	-\$33,800,675	-7.4	472
Special Food Services	7223	\$2,391,208	\$2,757,871	-\$366,663	-7.1	15
Drinking Places - Alcoholic Beverages	7224	\$4,029,637	\$2,620,597	\$1,409,040	21.2	10
Restaurants/Other Eating Places	7225	\$204,011,138	\$238,854,190	-\$34,843,052	-7.9	447

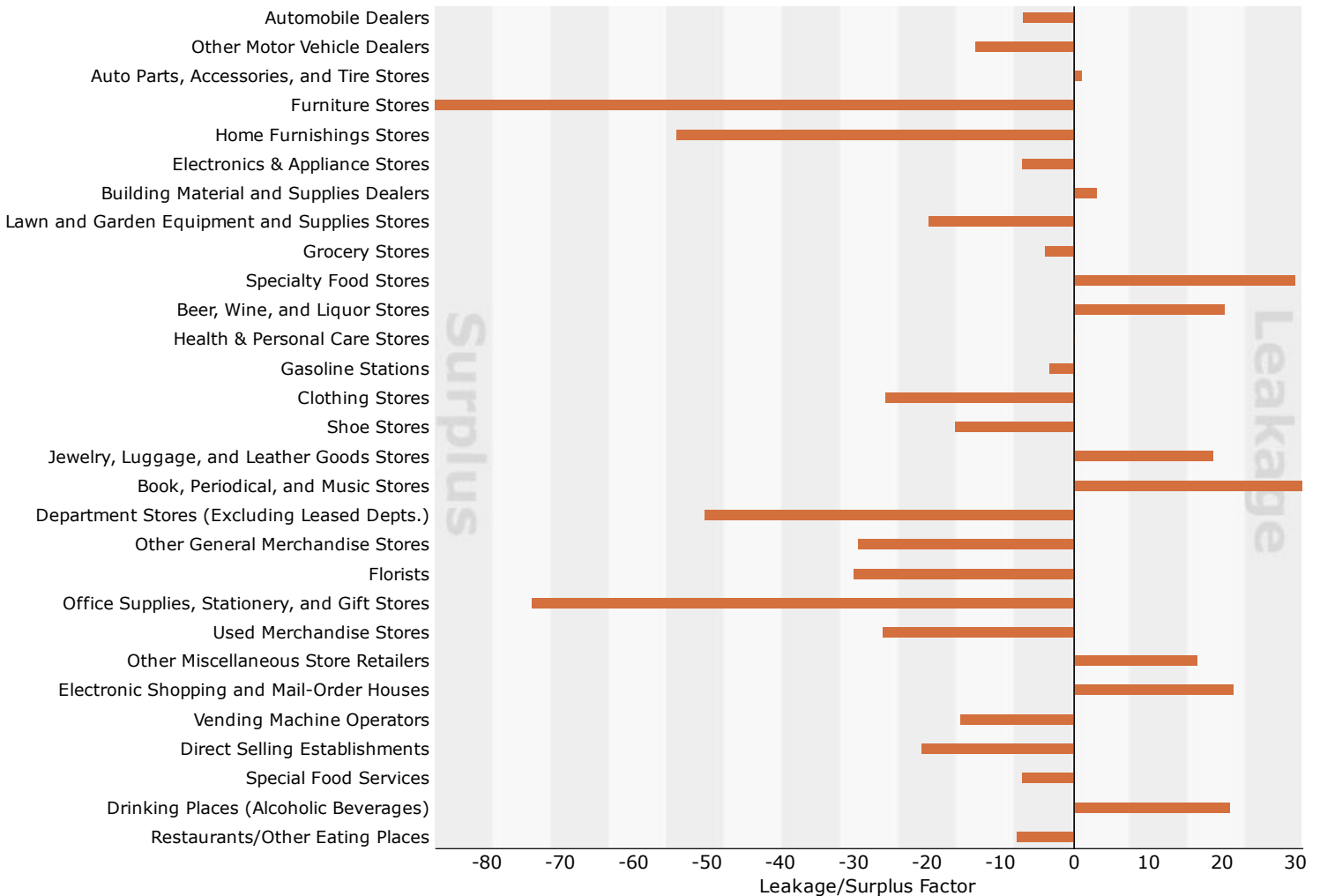
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Summary Demographics

2017 Population	657,243
2017 Households	256,509
2017 Median Disposable Income	\$32,121
2017 Per Capita Income	\$20,772

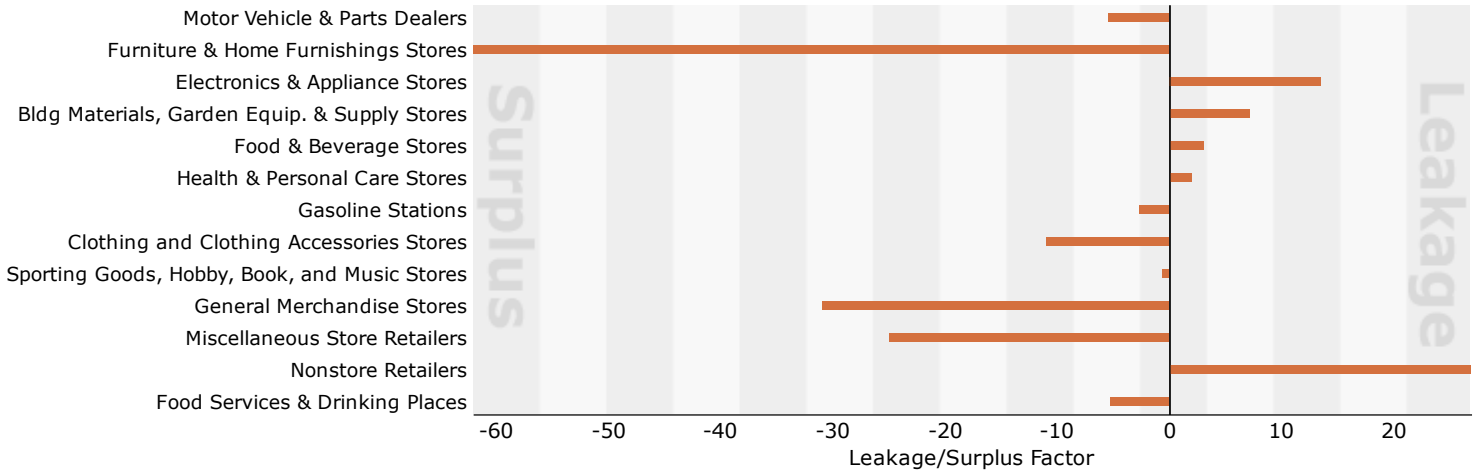
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,017,067,665	\$9,049,986,362	-\$2,032,918,697	-12.7	5,171
Total Retail Trade	44-45	\$6,403,416,091	\$8,367,582,942	-\$1,964,166,851	-13.3	3,892
Total Food & Drink	722	\$613,651,574	\$682,403,420	-\$68,751,846	-5.3	1,279

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,467,169,177	\$1,636,142,212	-\$168,973,035	-5.4	586
Automobile Dealers	4411	\$1,194,967,847	\$919,378,638	\$275,589,209	13.0	275
Other Motor Vehicle Dealers	4412	\$142,007,254	\$588,230,524	-\$446,223,270	-61.1	70
Auto Parts, Accessories & Tire Stores	4413	\$130,194,076	\$128,533,050	\$1,661,026	0.6	241
Furniture & Home Furnishings Stores	442	\$210,230,077	\$900,116,642	-\$689,886,565	-62.1	220
Furniture Stores	4421	\$142,024,733	\$788,934,880	-\$646,910,147	-69.5	139
Home Furnishings Stores	4422	\$68,205,344	\$111,181,762	-\$42,976,418	-24.0	81
Electronics & Appliance Stores	443	\$140,786,805	\$107,142,212	\$33,644,593	13.6	112
Bldg Materials, Garden Equip. & Supply Stores	444	\$442,391,154	\$382,996,066	\$59,395,088	7.2	303
Bldg Material & Supplies Dealers	4441	\$415,979,440	\$360,057,466	\$55,921,974	7.2	258
Lawn & Garden Equip & Supply Stores	4442	\$26,411,714	\$22,938,600	\$3,473,114	7.0	45
Food & Beverage Stores	445	\$1,028,044,120	\$966,618,697	\$61,425,423	3.1	505
Grocery Stores	4451	\$918,378,400	\$855,406,863	\$62,971,537	3.6	356
Specialty Food Stores	4452	\$44,313,946	\$55,188,591	-\$10,874,645	-10.9	64
Beer, Wine & Liquor Stores	4453	\$65,351,774	\$56,023,243	\$9,328,531	7.7	85
Health & Personal Care Stores	446,4461	\$388,262,649	\$372,437,434	\$15,825,215	2.1	284
Gasoline Stations	447,4471	\$857,657,906	\$905,082,127	-\$47,424,221	-2.7	402
Clothing & Clothing Accessories Stores	448	\$199,355,188	\$248,735,813	-\$49,380,625	-11.0	375
Clothing Stores	4481	\$133,997,569	\$190,400,170	-\$56,402,601	-17.4	284
Shoe Stores	4482	\$35,613,820	\$36,614,108	-\$1,000,288	-1.4	50
Jewelry, Luggage & Leather Goods Stores	4483	\$29,743,799	\$21,721,535	\$8,022,264	15.6	41
Sporting Goods, Hobby, Book & Music Stores	451	\$154,895,107	\$156,925,447	-\$2,030,340	-0.7	193
Sporting Goods/Hobby/Musical Instr Stores	4511	\$131,544,740	\$126,315,047	\$5,229,693	2.0	166
Book, Periodical & Music Stores	4512	\$23,350,367	\$30,610,400	-\$7,260,033	-13.5	27
General Merchandise Stores	452	\$1,153,020,028	\$2,187,034,551	-\$1,034,014,523	-31.0	350
Department Stores Excluding Leased Depts.	4521	\$832,525,691	\$1,818,546,108	-\$986,020,417	-37.2	142
Other General Merchandise Stores	4529	\$320,494,337	\$368,488,443	-\$47,994,106	-7.0	208
Miscellaneous Store Retailers	453	\$271,640,318	\$452,624,383	-\$180,984,065	-25.0	519
Florists	4531	\$11,922,305	\$16,643,617	-\$4,721,312	-16.5	114
Office Supplies, Stationery & Gift Stores	4532	\$71,642,571	\$214,352,103	-\$142,709,532	-49.9	109
Used Merchandise Stores	4533	\$25,173,808	\$29,762,472	-\$4,588,664	-8.4	108
Other Miscellaneous Store Retailers	4539	\$162,901,634	\$191,866,191	-\$28,964,557	-8.2	188
Nonstore Retailers	454	\$89,963,562	\$51,727,358	\$38,236,204	27.0	43
Electronic Shopping & Mail-Order Houses	4541	\$52,211,411	\$13,799,786	\$38,411,625	58.2	5
Vending Machine Operators	4542	\$9,534,690	\$7,037,769	\$2,496,921	15.1	8
Direct Selling Establishments	4543	\$28,217,461	\$30,889,803	-\$2,672,342	-4.5	30
Food Services & Drinking Places	722	\$613,651,574	\$682,403,420	-\$68,751,846	-5.3	1,279
Special Food Services	7223	\$6,619,549	\$5,535,766	\$1,083,783	8.9	26
Drinking Places - Alcoholic Beverages	7224	\$11,805,873	\$7,866,955	\$3,938,918	20.0	21
Restaurants/Other Eating Places	7225	\$595,226,152	\$669,000,699	-\$73,774,547	-5.8	1,232

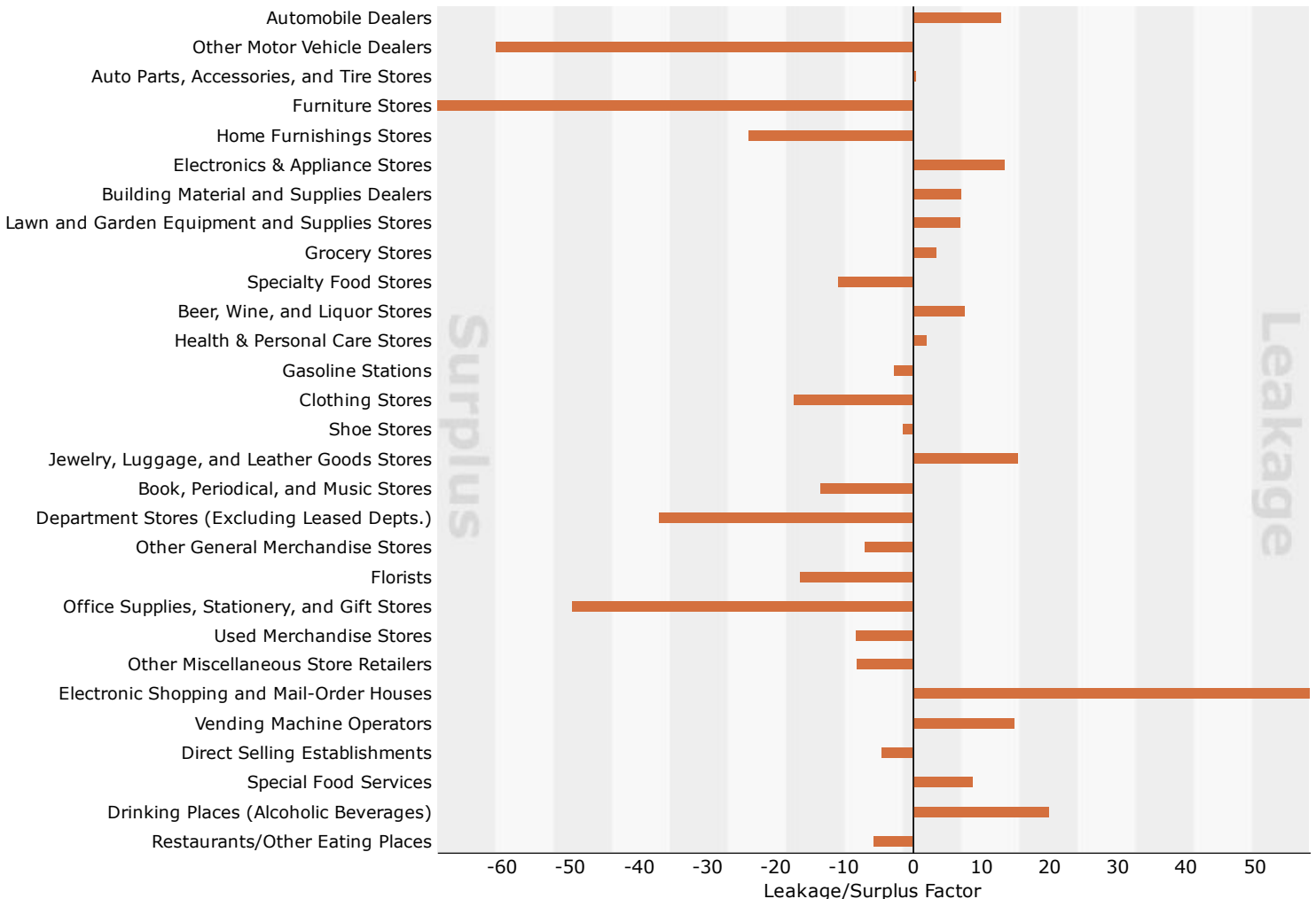
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 90 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Summary Demographics

2017 Population	1,814,172
2017 Households	698,726
2017 Median Disposable Income	\$38,293
2017 Per Capita Income	\$25,027

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	\$22,470,528,079	\$25,773,537,775	-\$3,303,009,696	-6.8	13,289
Total Retail Trade	44-45	\$20,414,591,570	\$23,681,182,820	-\$3,266,591,250	-7.4	9,879
Total Food & Drink	722	\$2,055,936,509	\$2,092,354,955	-\$36,418,446	-0.9	3,410

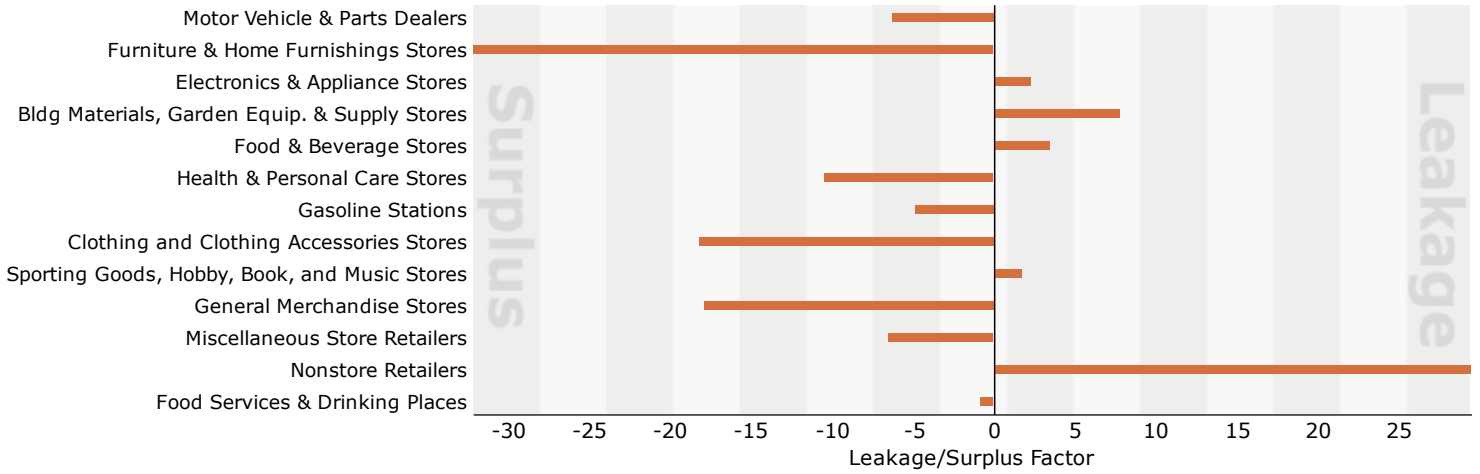
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,601,307,812	\$5,217,218,907	-\$615,911,095	-6.3	1,399
Automobile Dealers	4411	\$3,672,663,402	\$3,937,512,371	-\$264,848,969	-3.5	631
Other Motor Vehicle Dealers	4412	\$508,543,470	\$808,932,146	-\$300,388,676	-22.8	179
Auto Parts, Accessories & Tire Stores	4413	\$420,100,940	\$470,774,390	-\$50,673,450	-5.7	589
Furniture & Home Furnishings Stores	442	\$708,058,833	\$1,379,311,449	-\$671,252,616	-32.2	545
Furniture Stores	4421	\$433,118,004	\$1,032,417,300	-\$599,299,296	-40.9	314
Home Furnishings Stores	4422	\$274,940,829	\$346,894,149	-\$71,953,320	-11.6	231
Electronics & Appliance Stores	443	\$536,100,957	\$512,333,877	\$23,767,080	2.3	314
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,404,669,875	\$1,200,289,435	\$204,380,440	7.8	785
Bldg Material & Supplies Dealers	4441	\$1,311,754,470	\$1,101,567,659	\$210,186,811	8.7	648
Lawn & Garden Equip & Supply Stores	4442	\$92,915,405	\$98,721,776	-\$5,806,371	-3.0	137
Food & Beverage Stores	445	\$3,371,763,762	\$3,141,649,569	\$230,114,193	3.5	1,266
Grocery Stores	4451	\$2,996,399,923	\$2,762,020,387	\$234,379,536	4.1	908
Specialty Food Stores	4452	\$150,334,523	\$117,618,599	\$32,715,924	12.2	143
Beer, Wine & Liquor Stores	4453	\$225,029,316	\$262,010,583	-\$36,981,267	-7.6	215
Health & Personal Care Stores	446,4461	\$1,197,459,875	\$1,477,927,550	-\$280,467,675	-10.5	784
Gasoline Stations	447,4471	\$2,519,672,070	\$2,778,792,666	-\$259,120,596	-4.9	955
Clothing & Clothing Accessories Stores	448	\$755,435,100	\$1,093,114,431	-\$337,679,331	-18.3	1,057
Clothing Stores	4481	\$492,551,148	\$631,964,194	-\$139,413,046	-12.4	773
Shoe Stores	4482	\$137,333,596	\$344,649,378	-\$207,315,782	-43.0	137
Jewelry, Luggage & Leather Goods Stores	4483	\$125,550,356	\$116,500,859	\$9,049,497	3.7	147
Sporting Goods, Hobby, Book & Music Stores	451	\$537,222,159	\$519,367,121	\$17,855,038	1.7	478
Sporting Goods/Hobby/Musical Instr Stores	4511	\$458,013,460	\$463,197,361	-\$5,183,901	-0.6	414
Book, Periodical & Music Stores	4512	\$79,208,699	\$56,169,760	\$23,038,939	17.0	64
General Merchandise Stores	452	\$3,632,572,957	\$5,229,918,954	-\$1,597,345,997	-18.0	835
Department Stores Excluding Leased Depts.	4521	\$2,621,080,589	\$3,908,284,953	-\$1,287,204,364	-19.7	318
Other General Merchandise Stores	4529	\$1,011,492,368	\$1,321,634,001	-\$310,141,633	-13.3	517
Miscellaneous Store Retailers	453	\$847,074,152	\$966,153,852	-\$119,079,700	-6.6	1,347
Florists	4531	\$35,671,813	\$47,187,551	-\$11,515,738	-13.9	265
Office Supplies, Stationery & Gift Stores	4532	\$191,896,292	\$295,547,512	-\$103,651,220	-21.3	290
Used Merchandise Stores	4533	\$93,473,119	\$88,473,020	\$5,000,099	2.7	277
Other Miscellaneous Store Retailers	4539	\$526,032,928	\$534,945,769	-\$8,912,841	-0.8	515
Nonstore Retailers	454	\$303,254,018	\$165,105,009	\$138,149,009	29.5	114
Electronic Shopping & Mail-Order Houses	4541	\$193,568,994	\$47,937,485	\$145,631,509	60.3	20
Vending Machine Operators	4542	\$30,765,403	\$29,456,125	\$1,309,278	2.2	22
Direct Selling Establishments	4543	\$78,919,621	\$87,711,399	-\$8,791,778	-5.3	72
Food Services & Drinking Places	722	\$2,055,936,509	\$2,092,354,955	-\$36,418,446	-0.9	3,410
Special Food Services	7223	\$23,110,736	\$14,018,786	\$9,091,950	24.5	72
Drinking Places - Alcoholic Beverages	7224	\$39,665,862	\$16,708,262	\$22,957,600	40.7	66
Restaurants/Other Eating Places	7225	\$1,993,159,911	\$2,061,627,907	-\$68,467,996	-1.7	3,272

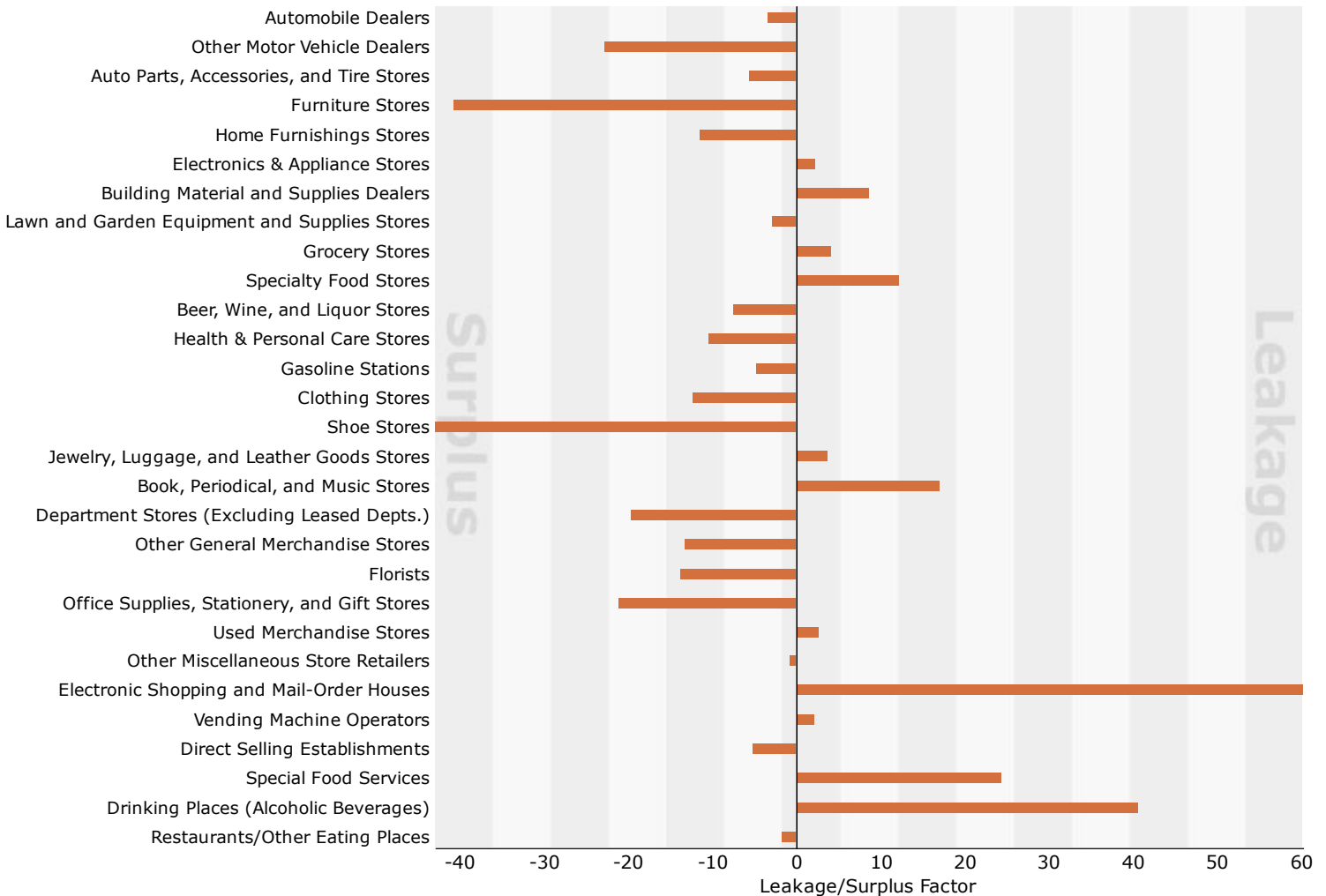
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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