

## Summary Background

# APPENDIX G

### Retail Marketplace Profile for 10-County Region

The retail marketplace profile shows the degree to which the region is importing and exporting certain goods and services. The numbers in GREEN indicate that residents in the community must leave the area (10-county region) to acquire this good or service. This would be considered an import industry. Numbers in RED are goods and services that draw people from outside of the region to use that good or service (export).

One can see that for the NW Michigan planning region, there is a -\$171 million dollar retail gap for Food Services & Drinking Places. The local demand for Food Services & Drinking Places by residents is only \$388.2 million, but the supply is \$560 million. This indicates that around \$172 million in revenue generated in the region by Food Services & Drinking Places comes from people who live outside of the region. While these reports focus only on retail industries, they can provide some inferences on the local character. Fairly consistent with heavily tourism-based communities, northwest Michigan has a negative retail gap for almost all of their retail goods and services, with a few exceptions. Most of the import goods and services are in retail industries now heavily dominated by online retailers. The full retail marketplace profile can be found below.



## Retail MarketPlace Profile

10 Counties  
Antrim County, MI (26009) et al.  
Geography: County

Prepared by Esri

### Summary Demographics

2020 Population	314,144
2020 Households	130,870
2020 Median Disposable Income	\$47,452
2020 Per Capita Income	\$32,403

**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.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
<b>2017 Industry Summary</b>						
Total Retail Trade and Food & Drink	44-45.722	\$4,394,482,155	\$5,357,481,896	-\$962,999,741	-9.0	3,433
Total Retail Trade	44-45	\$4,006,204,945	\$4,797,418,752	-\$791,213,807	-9.0	2,606
Total Food & Drink	722	\$388,277,210	\$560,063,144	-\$171,785,934	-18.1	827
<b>2017 Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$884,901,217	\$957,592,440	-\$72,691,223	-3.9	299
Automobile Dealers	4411	\$716,184,666	\$714,997,919	\$1,186,747	0.1	85
Other Motor Vehicle Dealers	4412	\$168,716,551	\$242,594,521	-\$73,877,970	-30.5	87
Auto Parts, Accessories & Tire Stores	4413	\$87,361,966	\$89,737,596	-\$2,375,630	-1.3	127
Furniture & Home Furnishings Stores	443	\$123,790,795	\$136,874,894	-\$13,084,099	-3.2	153
Furniture Stores	4421	\$74,302,890	\$74,546,251	-\$243,361	-0.2	55
Home Furnishings Stores	4422	\$49,487,905	\$62,328,643	-\$12,840,738	-7.5	98
Electronics & Appliance Stores	4433	\$120,320,593	\$185,178,501	-\$64,857,908	-21.2	100
Bldg Materials, Garden Equip. & Supply Stores	444	\$299,343,978	\$506,747,011	-\$207,403,033	-25.7	278
Bldg Material & Supplies Dealers	4441	\$271,832,247	\$459,526,600	-\$187,694,353	-25.7	206
Lawn & Garden Equip & Supply Stores	4442	\$28,011,731	\$47,220,411	-\$19,208,680	-25.5	72
Food & Beverage Stores	445	\$701,109,122	\$1,102,317,191	-\$401,208,069	-22.2	292
Grocery Stores	4451	\$616,534,658	\$977,898,011	-\$361,363,353	-22.7	143
Specialty Food Stores	4452	\$34,322,188	\$81,551,741	-\$47,229,553	-40.8	115
Beer, Wine & Liquor Stores	4453	\$50,252,276	\$42,867,439	\$7,384,837	7.9	34
Health & Personal Care Stores	446-4461	\$296,950,876	\$260,906,223	\$36,044,653	6.5	179
Gasoline Stations	447-4471	\$489,626,347	\$616,473,992	-\$126,847,645	-13.5	147
Clothing & Clothing Accessories Stores	448	\$188,572,767	\$138,790,154	\$49,782,613	15.2	243
Clothing Stores	4481	\$126,638,667	\$103,783,431	\$22,855,236	9.9	179
Shoe Stores	4482	\$27,203,798	\$13,958,849	\$13,244,958	32.2	23
Jewelry, Luggage & Leather Goods Stores	4483	\$34,730,302	\$21,037,883	\$13,692,419	24.6	41
Sporting Goods, Hobby, Book & Music Stores	451	\$101,447,569	\$174,256,122	-\$72,808,553	-26.4	242
Sporting Goods/Hobby/Musical Instr. Stores	4511	\$85,837,856	\$143,818,243	-\$57,980,387	-24.2	214
Book, Periodical & Music Stores	4512	\$15,609,713	\$30,437,879	-\$14,828,166	-32.2	28
General Merchandise Stores	452	\$595,285,344	\$506,103,885	\$89,181,459	8.1	131
Department Stores Excluding Leased Depts.	4521	\$402,507,688	\$322,328,574	\$80,179,114	11.1	39
Other General Merchandise Stores	4529	\$192,777,656	\$184,175,311	\$8,602,345	7.3	92
Miscellaneous Store Retailers	453	\$151,414,004	\$185,664,769	-\$34,250,765	-10.2	565
Florists	4531	\$6,878,581	\$6,903,243	-\$24,662	-0.2	42
Office Supplies, Stationery & Gift Stores	4532	\$28,249,627	\$37,393,858	-\$9,144,231	-13.9	121
Used Merchandise Stores	4533	\$22,735,743	\$41,830,340	-\$19,094,597	-29.6	138
Other Miscellaneous Store Retailers	4539	\$93,559,053	\$99,537,328	-\$5,977,275	-3.1	204
Nonstore Retailers	454	\$74,442,333	\$22,120,879	\$52,321,453	39.7	37
Electronic Shopping & Mail-Order Houses	4541	\$56,505,717	\$18,050,352	\$38,455,365	69.8	14
Vending Machine Operators	4542	\$4,084,419	\$5,283,454	-\$1,199,035	-12.8	5
Direct Selling Establishments	4543	\$13,852,197	\$16,787,064	-\$2,934,867	-9.6	18
Food Services & Drinking Places	722	\$388,277,210	\$560,063,144	-\$171,785,934	-18.1	827
Special Food Services	7223	\$11,252,682	\$11,247,447	\$5,235	0.0	30
Drinking Places - Alcoholic Beverages	7224	\$21,204,972	\$30,582,730	-\$9,377,758	-18.1	71
Restaurants/Other Eating Places	7225	\$355,819,556	\$518,232,967	-\$162,413,411	-18.6	726

**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>

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

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