



Retail MarketPlace Profile

Gueydan Town, LA
 Gueydan Town, LA (2232055)
 Geography: Place

Prepared by Esri

Summary Demographics

2019 Population	1,315
2019 Households	563
2019 Median Disposable Income	\$36,415
2019 Per Capita Income	\$24,863

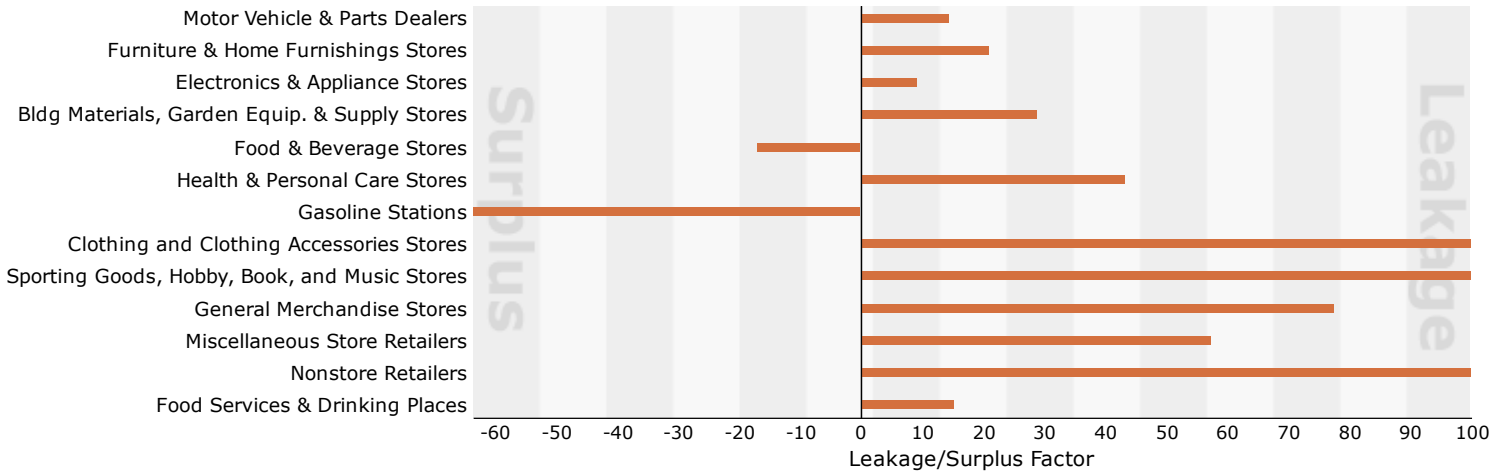
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$18,450,463	\$20,034,800	-\$1,584,337	-4.1	21
Total Retail Trade	44-45	\$17,014,716	\$18,980,907	-\$1,966,191	-5.5	15
Total Food & Drink	722	\$1,435,747	\$1,053,893	\$381,854	15.3	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,212,183	\$3,144,847	\$1,067,336	14.5	2
Automobile Dealers	4411	\$3,337,194	\$0	\$3,337,194	100.0	0
Other Motor Vehicle Dealers	4412	\$544,354	\$0	\$544,354	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$330,635	\$3,144,847	-\$2,814,212	-81.0	2
Furniture & Home Furnishings Stores	442	\$409,336	\$266,852	\$142,484	21.1	1
Furniture Stores	4421	\$255,636	\$266,852	-\$11,216	-2.1	1
Home Furnishings Stores	4422	\$153,700	\$0	\$153,700	100.0	0
Electronics & Appliance Stores	443	\$359,040	\$299,103	\$59,937	9.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,245,715	\$686,701	\$559,014	28.9	3
Bldg Material & Supplies Dealers	4441	\$1,167,511	\$686,701	\$480,810	25.9	3
Lawn & Garden Equip & Supply Stores	4442	\$78,204	\$0	\$78,204	100.0	0
Food & Beverage Stores	445	\$2,654,876	\$3,741,160	-\$1,086,284	-17.0	1
Grocery Stores	4451	\$2,406,284	\$3,741,160	-\$1,334,876	-21.7	1
Specialty Food Stores	4452	\$152,883	\$0	\$152,883	100.0	0
Beer, Wine & Liquor Stores	4453	\$95,709	\$0	\$95,709	100.0	0
Health & Personal Care Stores	446,4461	\$1,144,660	\$453,189	\$691,471	43.3	1
Gasoline Stations	447,4471	\$2,186,188	\$9,820,365	-\$7,634,177	-63.6	2
Clothing & Clothing Accessories Stores	448	\$536,997	\$0	\$536,997	100.0	0
Clothing Stores	4481	\$372,432	\$0	\$372,432	100.0	0
Shoe Stores	4482	\$81,291	\$0	\$81,291	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$83,274	\$0	\$83,274	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$499,027	\$0	\$499,027	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$450,098	\$0	\$450,098	100.0	0
Book, Periodical & Music Stores	4512	\$48,929	\$0	\$48,929	100.0	0
General Merchandise Stores	452	\$2,868,013	\$364,345	\$2,503,668	77.5	1
Department Stores Excluding Leased Depts.	4521	\$2,067,317	\$0	\$2,067,317	100.0	0
Other General Merchandise Stores	4529	\$800,696	\$364,345	\$436,351	37.5	1
Miscellaneous Store Retailers	453	\$754,747	\$204,345	\$550,402	57.4	3
Florists	4531	\$34,733	\$48,957	-\$14,224	-17.0	1
Office Supplies, Stationery & Gift Stores	4532	\$137,712	\$36,930	\$100,782	57.7	1
Used Merchandise Stores	4533	\$71,629	\$118,458	-\$46,829	-24.6	1
Other Miscellaneous Store Retailers	4539	\$510,673	\$0	\$510,673	100.0	0
Nonstore Retailers	454	\$143,934	\$0	\$143,934	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$43,348	\$0	\$43,348	100.0	0
Vending Machine Operators	4542	\$13,853	\$0	\$13,853	100.0	0
Direct Selling Establishments	4543	\$86,733	\$0	\$86,733	100.0	0
Food Services & Drinking Places	722	\$1,435,747	\$1,053,893	\$381,854	15.3	6
Special Food Services	7223	\$27,842	\$0	\$27,842	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$39,555	\$0	\$39,555	100.0	0
Restaurants/Other Eating Places	7225	\$1,368,350	\$1,053,893	\$314,457	13	6

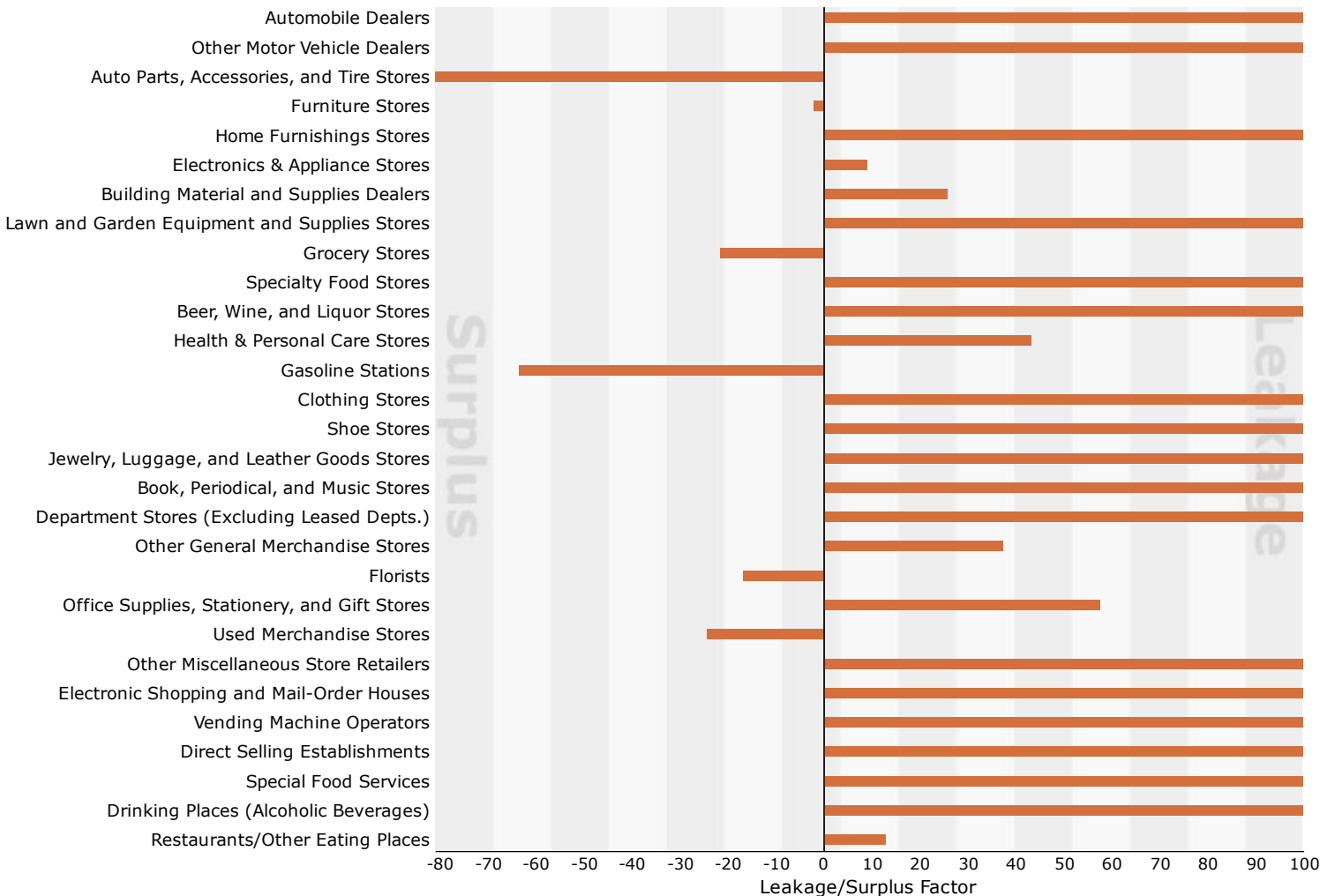
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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