



# Retail MarketPlace Profile

Vermilion Parish, LA  
 Vermilion Parish, LA (22113)  
 Geography: County

Prepared by Esri

## Summary Demographics

2019 Population	60,825
2019 Households	22,998
2019 Median Disposable Income	\$41,054
2019 Per Capita Income	\$24,757

## 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	\$797,617,081	\$599,600,800	\$198,016,281	14.2	407
Total Retail Trade	44-45	\$728,128,576	\$558,061,386	\$170,067,190	13.2	311
Total Food & Drink	722	\$69,488,505	\$41,539,414	\$27,949,091	25.2	96

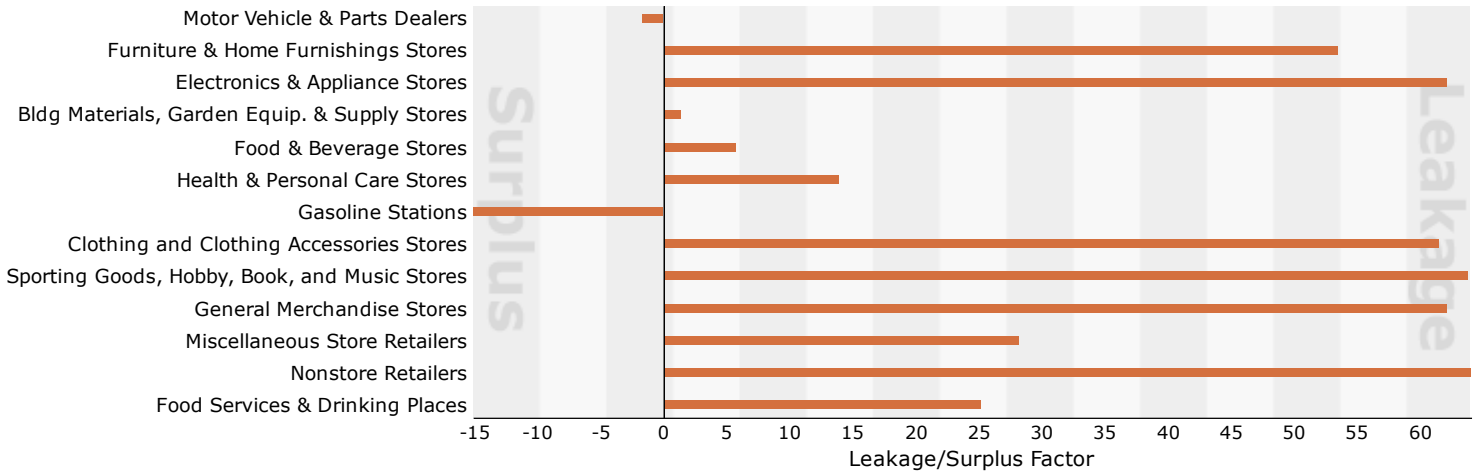
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$170,840,216	\$176,692,129	-\$5,851,913	-1.7	49
Automobile Dealers	4411	\$134,841,512	\$113,082,782	\$21,758,730	8.8	24
Other Motor Vehicle Dealers	4412	\$21,591,829	\$19,328,865	\$2,262,964	5.5	10
Auto Parts, Accessories & Tire Stores	4413	\$14,406,875	\$44,280,482	-\$29,873,607	-50.9	15
Furniture & Home Furnishings Stores	442	\$20,181,764	\$6,117,231	\$14,064,533	53.5	10
Furniture Stores	4421	\$12,638,909	\$4,834,267	\$7,804,642	44.7	6
Home Furnishings Stores	4422	\$7,542,855	\$1,282,964	\$6,259,891	70.9	4
Electronics & Appliance Stores	443	\$17,249,711	\$4,018,957	\$13,230,754	62.2	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$51,047,219	\$49,542,181	\$1,505,038	1.5	39
Bldg Material & Supplies Dealers	4441	\$48,098,326	\$46,618,297	\$1,480,029	1.6	33
Lawn & Garden Equip & Supply Stores	4442	\$2,948,893	\$2,923,884	\$25,009	0.4	6
Food & Beverage Stores	445	\$115,093,989	\$102,421,098	\$12,672,891	5.8	51
Grocery Stores	4451	\$103,986,872	\$87,534,753	\$16,452,119	8.6	31
Specialty Food Stores	4452	\$6,632,035	\$10,935,103	-\$4,303,068	-24.5	16
Beer, Wine & Liquor Stores	4453	\$4,475,082	\$3,951,242	\$523,840	6.2	4
Health & Personal Care Stores	446,4461	\$47,724,802	\$36,099,289	\$11,625,513	13.9	24
Gasoline Stations	447,4471	\$90,755,259	\$123,127,873	-\$32,372,614	-15.1	35
Clothing & Clothing Accessories Stores	448	\$26,621,995	\$6,320,841	\$20,301,154	61.6	18
Clothing Stores	4481	\$18,095,160	\$3,742,765	\$14,352,395	65.7	13
Shoe Stores	4482	\$3,926,951	\$1,265,364	\$2,661,587	51.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,599,884	\$1,312,712	\$3,287,172	55.6	3
Sporting Goods, Hobby, Book & Music Stores	451	\$22,980,060	\$5,055,452	\$17,924,608	63.9	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,472,149	\$4,747,488	\$15,724,661	62.4	13
Book, Periodical & Music Stores	4512	\$2,507,911	\$307,964	\$2,199,947	78.1	1
General Merchandise Stores	452	\$129,220,019	\$30,127,250	\$99,092,769	62.2	22
Department Stores Excluding Leased Depts.	4521	\$94,752,798	\$21,730,500	\$73,022,298	62.7	2
Other General Merchandise Stores	4529	\$34,467,221	\$8,396,750	\$26,070,471	60.8	20
Miscellaneous Store Retailers	453	\$31,096,458	\$17,377,534	\$13,718,924	28.3	41
Florists	4531	\$1,562,370	\$832,269	\$730,101	30.5	9
Office Supplies, Stationery & Gift Stores	4532	\$6,602,160	\$1,884,772	\$4,717,388	55.6	16
Used Merchandise Stores	4533	\$3,732,838	\$1,850,900	\$1,881,938	33.7	7
Other Miscellaneous Store Retailers	4539	\$19,199,090	\$12,809,593	\$6,389,497	20.0	9
Nonstore Retailers	454	\$5,317,084	\$1,161,551	\$4,155,533	64.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,887,516	\$1,161,551	\$725,965	23.8	1
Vending Machine Operators	4542	\$590,378	\$0	\$590,378	100.0	0
Direct Selling Establishments	4543	\$2,839,190	\$0	\$2,839,190	100.0	0
Food Services & Drinking Places	722	\$69,488,505	\$41,539,414	\$27,949,091	25.2	96
Special Food Services	7223	\$1,304,624	\$1,181,580	\$123,044	4.9	7
Drinking Places - Alcoholic Beverages	7224	\$2,123,359	\$1,352,225	\$771,134	22.2	12
Restaurants/Other Eating Places	7225	\$66,060,522	\$39,005,609	\$27,054,913	26	77

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](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

