Retail MarketPlace Profile

Los Alamos_1
Los Alamos, NM
Drive Time: 10 minutes

Latitude: 35.88064
Longitude: -106.30439

Summary Demographics	
2010 Population	8,440
2010 Households	3,907
2010 Median Disposable Income	$68,676
2010 Per Capita Income	$46,964

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	$144,727,255	$70,314,905	$74,412,350	34.6	71
Total Retail Trade	44-45	$124,432,718	$63,170,439	$61,262,279	32.7	41
Total Food & Drink	722	$20,294,538	$7,144,467	$13,150,071	47.9	30

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$27,662,265	$423,761	$27,238,504	97.0	1
Automobile Dealers	4411	$23,431,467	$0	$23,431,467	100.0	0
Other Motor Vehicle Dealers	4412	$2,168,856	$0	$2,168,856	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$2,061,942	$423,761	$1,638,181	65.9	1
Furniture & Home Furnishings Stores	442	$2,029,676	$471,078	$1,558,598	62.3	1
Furniture Stores	4421	$82,667	$0	$82,667	100.0	0
Home Furnishings Stores	4422	$1,947,009	$471,078	$1,475,931	61.0	1
Electronics & Appliance Stores	4431	$5,865,023	$2,408,440	$3,456,583	41.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	$6,099,973	$2,922,935	$3,177,038	35.2	5
Bldg Material & Supplies Dealers	4441	$5,851,812	$2,922,935	$2,928,877	33.4	5
Lawn & Garden Equip & Supply Stores	4442	$248,160	$0	$248,160	100.0	0
Food & Beverage Stores	445	$26,837,397	$10,806,962	$16,030,435	42.6	1
Grocery Stores	4451	$26,766,252	$10,803,407	$15,962,845	42.5	1
Specialty Food Stores	4452	$54,798	$3,555	$51,243	87.8	0
Beer, Wine & Liquor Stores	4453	$16,347	$0	$16,347	100.0	0
Health & Personal Care Stores	446,4461	$4,322,004	$1,522,671	$2,799,333	47.9	3
Gasoline Stations	447,4471	$29,559,162	$40,318,625	$-10,759,463	-15.4	7
Clothing & Clothing Accessories Stores	448	$3,588,917	$377,783	$3,211,133	81.0	2
Clothing Stores	4481	$3,518,776	$377,783	$3,140,993	80.6	2
Shoe Stores	4482	$58,382	$0	$58,382	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$11,758	$0	$11,758	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$3,593,292	$1,328,516	$2,264,776	46.0	6
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,986,383	$106,897	$1,879,486	89.8	3
Book, Periodical & Music Stores	4512	$1,606,909	$1,221,619	$385,290	13.6	3
General Merchandise Stores	452	$9,780,240	$855,170	$8,925,071	83.9	2
Department Stores Excluding Leased Depts.	4521	$7,362,123	$855,170	$6,506,953	79.2	2
Other General Merchandise Stores	4529	$2,418,117	$0	$2,418,117	100.0	0
Miscellaneous Store Retailers	453	$4,173,690	$1,296,750	$2,876,939	52.6	8
Florists	4531	$572,947	$112,650	$460,298	67.1	2
Office Supplies, Stationery & Gift Stores	4532	$2,674,625	$593,483	$2,081,142	63.7	3
Used Merchandise Stores	4533	$274,798	$19,064	$255,734	87.0	1
Other Miscellaneous Store Retailers	4539	$651,320	$571,554	$79,766	6.5	2
Nonstore Retailers	454	$921,079	$437,746	$483,333	35.6	2
Electronic Shopping & Mail-Order Houses	4541	$28,167	$0	$28,167	100.0	0
Vending Machine Operators	4542	$585,128	$316,007	$269,121	29.9	1
Direct Selling Establishments	4543	$307,783	$121,739	$186,045	43.3	1
Food Services & Drinking Places	722	$20,294,538	$7,144,467	$13,150,071	47.9	30
Full-Service Restaurants	7221	$11,999,100	$3,818,562	$8,180,538	51.7	20
Limited-Service Eating Places	7222	$7,927,048	$3,145,675	$4,781,373	43.2	8
Special Food Services	7223	$145,726	$68,418	$77,308	36.1	1
Drinking Places - Alcoholic Beverages	7224	$222,664	$111,812	$110,852	33.1	1

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 view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

Source: Esri and Infogroup

April 09, 2012

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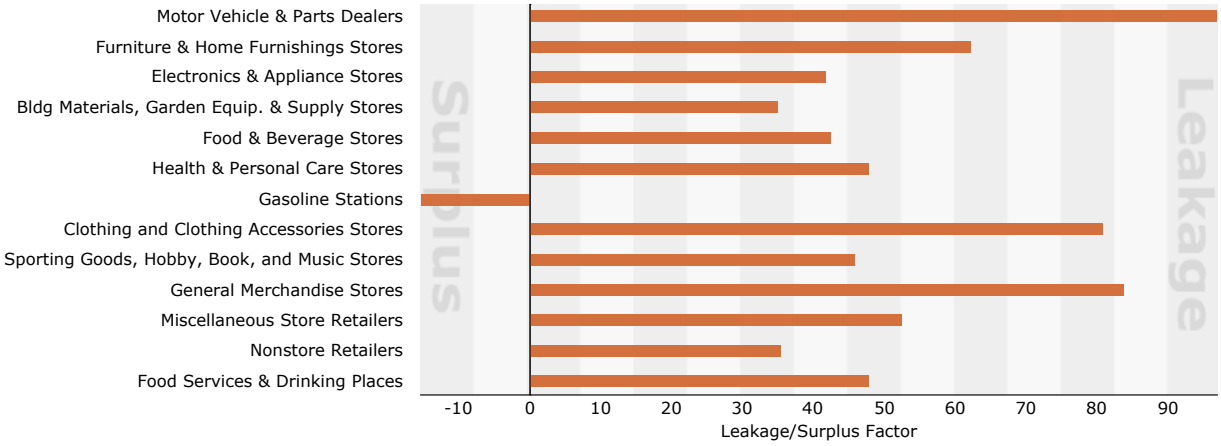
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

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Retail MarketPlace Profile

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Summary Demographics	
2010 Population	17,446
2010 Households	7,324
2010 Median Disposable Income	$79,299
2010 Per Capita Income	$49,176

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	$308,385,323	$89,023,791	$219,361,532	55.2	90
Total Retail Trade	44-45	$265,337,503	$80,373,283	$184,964,220	53.5	54
Total Food & Drink	722	$43,047,820	$8,650,508	$34,397,312	66.5	35

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$59,294,300	$593,263	$58,701,037	98.0	1
Automobile Dealers	4411	$50,025,690	$0	$50,025,690	100.0	0
Other Motor Vehicle Dealers	4412	$4,854,836	$0	$4,854,836	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$4,413,773	$593,263	$3,820,510	76.3	1
Furniture & Home Furnishings Stores	442	$4,436,394	$471,078	$3,965,316	80.8	1
Furniture Stores	4421	$188,096	$0	$188,096	100.0	0
Home Furnishings Stores	4422	$4,248,297	$471,078	$3,777,219	80.0	1
Electronics & Appliance Stores	4431	$12,580,286	$3,052,943	$9,527,343	60.9	5
Bldg Materials, Garden Equip. & Supply Stores	444	$13,514,772	$3,059,761	$10,455,012	63.1	6
Bldg Material & Supplies Dealers	4441	$12,962,053	$3,015,271	$9,946,782	62.3	5
Lawn & Garden Equip & Supply Stores	4442	$552,720	$44,490	$508,230	85.1	1
Food & Beverage Stores	445	$56,685,594	$15,756,927	$40,928,667	56.5	3
Grocery Stores	4451	$56,533,851	$15,717,825	$40,816,026	56.5	2
Specialty Food Stores	4452	$116,164	$39,102	$77,062	49.6	1
Beer, Wine & Liquor Stores	4453	$35,578	$0	$35,578	100.0	0
Health & Personal Care Stores	446,4461	$9,218,680	$1,693,227	$7,525,453	69.0	4
Gasoline Stations	447,4471	$62,406,814	$50,720,481	$11,686,334	10.3	9
Clothing & Clothing Accessories Stores	448	$7,643,478	$460,450	$7,183,028	88.6	3
Clothing Stores	4481	$7,491,410	$460,450	$7,030,960	88.4	3
Shoe Stores	4482	$124,471	$0	$124,471	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$27,597	$0	$27,597	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$7,662,137	$1,529,186	$6,132,951	66.7	8
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,261,051	$307,567	$3,953,484	86.5	5
Book, Periodical & Music Stores	4512	$3,401,086	$1,221,619	$2,179,467	47.1	3
General Merchandise Stores	452	$20,898,628	$915,534	$19,983,094	91.6	2
Department Stores Excluding Leased Depts.	4521	$15,716,988	$915,534	$14,801,454	89.0	2
Other General Merchandise Stores	4529	$5,181,640	$0	$5,181,640	100.0	0
Miscellaneous Store Retailers	453	$9,038,809	$1,637,879	$7,400,930	69.3	12
Florists	4531	$1,278,638	$210,591	$1,068,047	71.7	3
Office Supplies, Stationery & Gift Stores	4532	$5,768,860	$787,524	$4,981,336	76.0	4
Used Merchandise Stores	4533	$593,908	$38,128	$555,780	87.9	2
Other Miscellaneous Store Retailers	4539	$1,397,403	$601,635	$795,767	39.8	3
Nonstore Retailers	454	$1,957,611	$482,554	$1,475,057	60.4	2
Electronic Shopping & Mail-Order Houses	4541	$60,651	$0	$60,651	100.0	0
Vending Machine Operators	4542	$1,230,936	$348,354	$882,582	55.9	1
Direct Selling Establishments	4543	$666,024	$134,200	$531,824	66.5	1
Food Services & Drinking Places	722	$43,047,820	$8,650,508	$34,397,312	66.5	35
Full-Service Restaurants	7221	$25,462,757	$5,090,180	$20,372,577	66.7	25
Limited-Service Eating Places	7222	$16,806,132	$3,380,098	$13,426,034	66.5	9
Special Food Services	7223	$315,517	$68,418	$247,099	64.4	1
Drinking Places - Alcoholic Beverages	7224	$463,414	$111,812	$351,602	61.1	1

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 view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

Source: Esri and Infogroup

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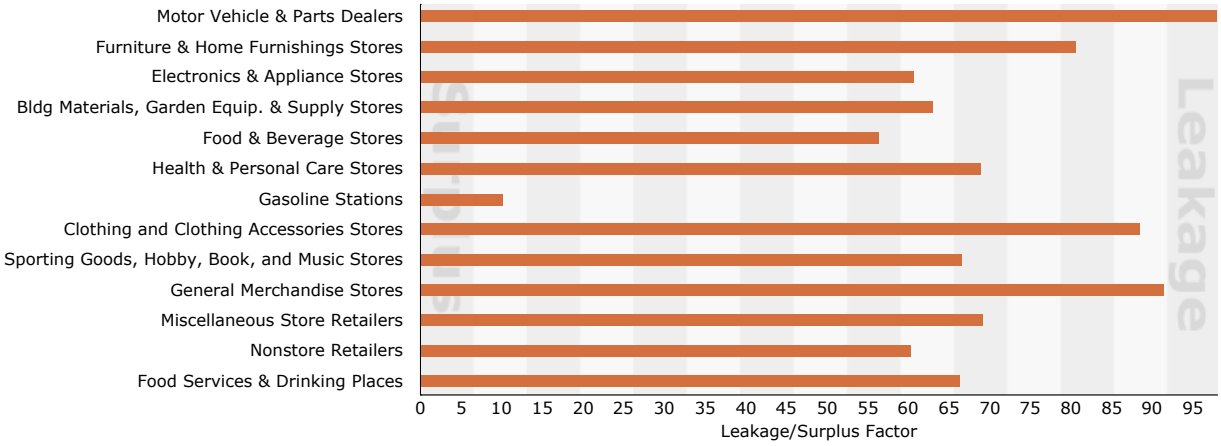
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

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Retail MarketPlace Profile

Los Alamos_1
Los Alamos, NM
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Latitude: 35.88064
Longitude: -106.30439

Summary Demographics	
2010 Population	21,553
2010 Households	8,871
2010 Median Disposable Income	$74,521
2010 Per Capita Income	$45,128

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	$350,663,860	$107,112,573	$243,551,288	53.2	100
Total Retail Trade	44-45	$301,648,931	$97,986,554	$203,662,378	51.0	63
Total Food & Drink	722	$49,014,929	$9,126,019	$39,888,910	68.6	37

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$67,783,691	$593,263	$67,190,428	98.3	1
Automobile Dealers	4411	$57,185,185	$0	$57,185,185	100.0	0
Other Motor Vehicle Dealers	4412	$5,570,201	$0	$5,570,201	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$5,028,305	$593,263	$4,435,042	78.9	1
Furniture & Home Furnishings Stores	442	$5,365,251	$539,000	$4,826,251	81.7	1
Furniture Stores	4421	$694,119	$29,746	$664,372	91.8	0
Home Furnishings Stores	4422	$4,671,132	$509,254	$4,161,879	80.3	1
Electronics & Appliance Stores	4431	$13,938,135	$3,052,943	$10,885,192	64.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	$15,261,826	$3,299,145	$11,962,681	64.5	7
Bldg Material & Supplies Dealers	4441	$14,554,178	$3,228,703	$11,325,476	63.7	6
Lawn & Garden Equip & Supply Stores	4442	$707,647	$70,442	$637,205	81.9	1
Food & Beverage Stores	445	$63,617,867	$16,633,038	$46,984,830	58.5	4
Grocery Stores	4451	$63,321,555	$16,469,414	$46,852,141	58.7	2
Specialty Food Stores	4452	$179,646	$62,563	$117,082	48.3	2
Beer, Wine & Liquor Stores	4453	$116,667	$101,060	$15,606	7.2	0
Health & Personal Care Stores	446,4461	$10,328,583	$1,974,857	$8,353,726	67.9	5
Gasoline Stations	447,4471	$69,280,725	$66,122,327	$3,158,398	2.3	10
Clothing & Clothing Accessories Stores	448	$8,871,880	$463,725	$8,408,156	90.1	3
Clothing Stores	4481	$8,455,255	$463,725	$7,991,531	89.6	3
Shoe Stores	4482	$242,053	$0	$242,053	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$174,572	$0	$174,572	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$8,310,835	$1,555,931	$6,754,904	68.5	8
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,593,556	$326,277	$4,267,279	86.7	5
Book, Periodical & Music Stores	4512	$3,717,279	$1,229,655	$2,487,625	50.3	3
General Merchandise Stores	452	$26,290,317	$915,534	$25,374,783	93.3	2
Department Stores Excluding Leased Depts.	4521	$18,638,306	$915,534	$17,722,772	90.6	2
Other General Merchandise Stores	4529	$7,652,011	$0	$7,652,011	100.0	0
Miscellaneous Store Retailers	453	$10,196,617	$2,354,238	$7,842,379	62.5	16
Florists	4531	$1,369,472	$210,591	$1,158,881	73.3	3
Office Supplies, Stationery & Gift Stores	4532	$6,312,521	$889,092	$5,423,429	75.3	5
Used Merchandise Stores	4533	$638,339	$40,249	$598,090	88.1	2
Other Miscellaneous Store Retailers	4539	$1,876,286	$1,214,306	$661,980	21.4	5
Nonstore Retailers	454	$2,403,204	$482,554	$1,920,650	66.6	2
Electronic Shopping & Mail-Order Houses	4541	$109,012	$0	$109,012	100.0	0
Vending Machine Operators	4542	$1,320,740	$348,354	$972,386	58.3	1
Direct Selling Establishments	4543	$973,453	$134,200	$839,253	75.8	1
Food Services & Drinking Places	722	$49,014,929	$9,126,019	$39,888,910	68.6	37
Full-Service Restaurants	7221	$28,449,355	$5,474,883	$22,974,472	67.7	26
Limited-Service Eating Places	7222	$19,217,153	$3,380,098	$15,837,055	70.1	9
Special Food Services	7223	$758,832	$68,418	$690,413	83.5	1
Drinking Places - Alcoholic Beverages	7224	$589,589	$202,620	$386,969	48.8	1

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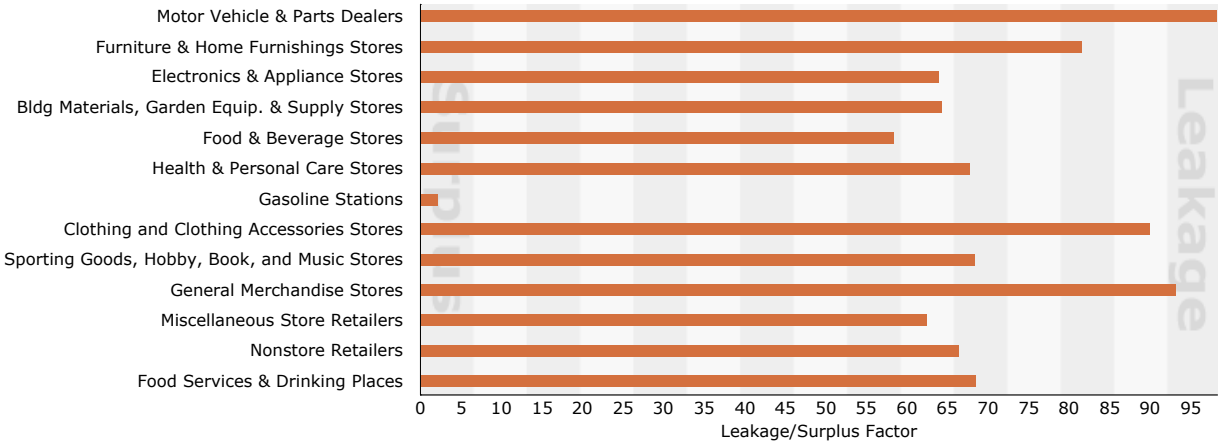
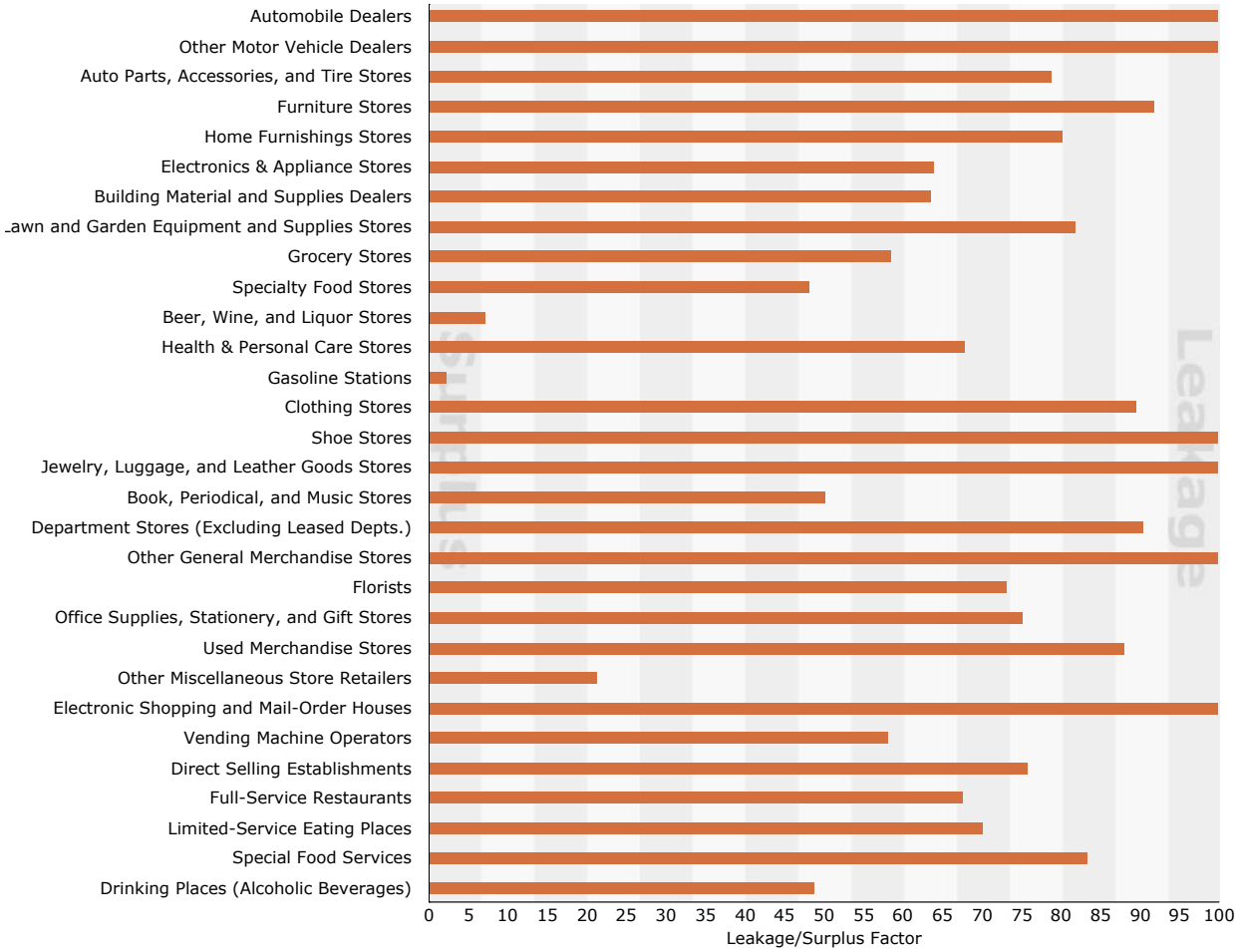
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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