



Retail MarketPlace Profile

Mamaroneck Village, NY
Mamaroneck village (3644831)
Geography: Place

Summary Demographics

2013 Population	18,881
2013 Households	6,963
2013 Median Disposable Income	\$64,529
2013 Per Capita Income	\$49,175

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	\$306,857,692	\$245,274,518	\$61,583,174	11.2	210
Total Retail Trade	44-45	\$275,777,092	\$214,763,442	\$61,013,650	12.4	172
Total Food & Drink	722	\$31,080,600	\$30,511,076	\$569,524	0.9	38

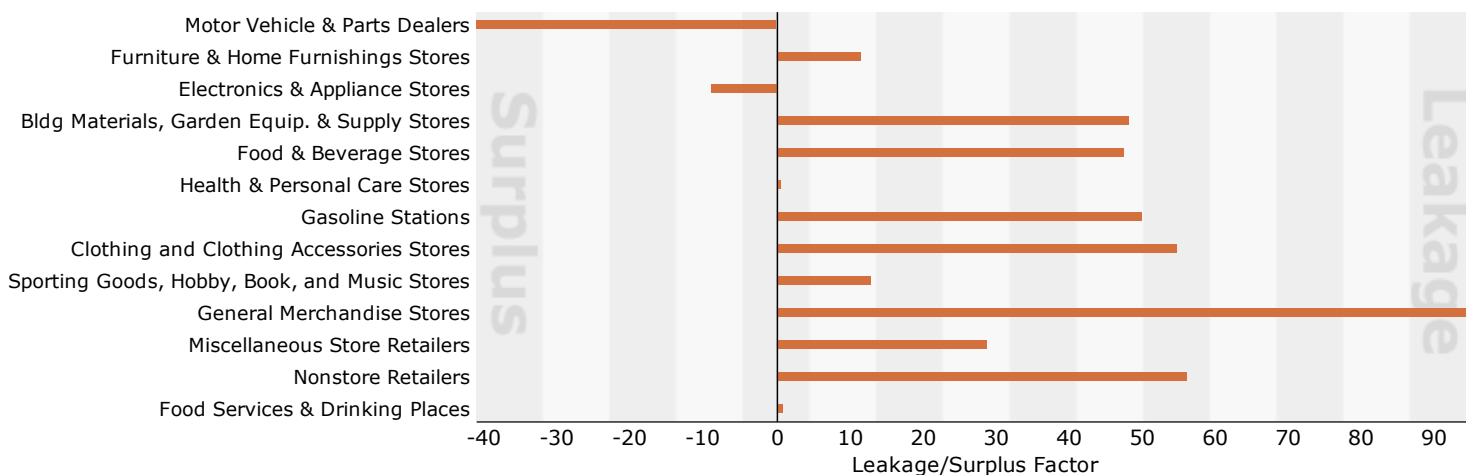
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$49,943,060	\$119,730,570	-\$69,787,510	-41.1	11
Automobile Dealers	4411	\$43,138,479	\$116,760,348	-\$73,621,869	-46.0	3
Other Motor Vehicle Dealers	4412	\$2,863,464	\$1,238,552	\$1,624,912	40	2
Auto Parts, Accessories & Tire Stores	4413	\$3,941,117	\$1,731,670	\$2,209,447	38.9	6
Furniture & Home Furnishings Stores	442	\$7,194,559	\$5,686,641	\$1,507,918	11.7	14
Furniture Stores	4421	\$3,492,054	\$3,806,535	-\$314,481	-4.3	6
Home Furnishings Stores	4422	\$3,702,505	\$1,880,106	\$1,822,399	32.6	8
Electronics & Appliance Stores	443	\$9,743,506	\$11,662,172	-\$1,918,666	-9.0	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,553,943	\$3,314,672	\$6,239,271	48.5	10
Bldg Material & Supplies Dealers	4441	\$8,520,214	\$2,891,928	\$5,628,286	49.3	9
Lawn & Garden Equip & Supply Stores	4442	\$1,033,729	\$422,744	\$610,985	41.9	1
Food & Beverage Stores	445	\$51,985,221	\$18,378,798	\$33,606,423	47.8	30
Grocery Stores	4451	\$45,025,167	\$7,677,636	\$37,347,531	70.9	16
Specialty Food Stores	4452	\$2,502,699	\$2,321,788	\$180,911	3.7	11
Beer, Wine & Liquor Stores	4453	\$4,457,355	\$8,379,374	-\$3,922,019	-30.6	3
Health & Personal Care Stores	446,4461	\$22,761,911	\$22,425,003	\$336,908	0.7	12
Gasoline Stations	447,4471	\$25,307,625	\$8,401,328	\$16,906,297	50.2	14
Clothing & Clothing Accessories Stores	448	\$22,415,097	\$6,502,147	\$15,912,950	55.0	16
Clothing Stores	4481	\$16,784,203	\$2,487,047	\$14,297,156	74.2	9
Shoe Stores	4482	\$2,957,012	\$901,928	\$2,055,084	53.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,673,882	\$3,113,172	-\$439,290	-7.6	6
Sporting Goods, Hobby, Book & Music Stores	451	\$6,816,014	\$5,234,797	\$1,581,217	13.1	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,935,051	\$4,672,811	\$1,262,240	11.9	12
Book, Periodical & Music Stores	4512	\$880,963	\$561,986	\$318,977	22.1	2
General Merchandise Stores	452	\$32,380,858	\$727,417	\$31,653,441	95.6	4
Department Stores Excluding Leased Depts.	4521	\$14,023,093	\$0	\$14,023,093	100.0	0
Other General Merchandise Stores	4529	\$18,357,765	\$727,417	\$17,630,348	92.4	4
Miscellaneous Store Retailers	453	\$8,112,895	\$4,468,751	\$3,644,144	29.0	29
Florists	4531	\$729,974	\$948,020	-\$218,046	-13.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,889,328	\$892,411	\$996,917	35.8	11
Used Merchandise Stores	4533	\$947,957	\$513,862	\$434,095	29.7	3
Other Miscellaneous Store Retailers	4539	\$4,545,636	\$2,114,458	\$2,431,178	36.5	13
Nonstore Retailers	454	\$29,562,403	\$8,231,146	\$21,331,257	56.4	7
Electronic Shopping & Mail-Order Houses	4541	\$24,017,233	\$727,589	\$23,289,644	94.1	1
Vending Machine Operators	4542	\$555,087	\$130,344	\$424,743	62.0	1
Direct Selling Establishments	4543	\$4,990,083	\$7,373,213	-\$2,383,130	-19.3	5
Food Services & Drinking Places	722	\$31,080,600	\$30,511,076	\$569,524	0.9	38
Full-Service Restaurants	7221	\$15,923,948	\$20,076,048	-\$4,152,100	-11.5	18
Limited-Service Eating Places	7222	\$11,455,738	\$7,041,814	\$4,413,924	23.9	14
Special Food Services	7223	\$2,697,117	\$1,287,523	\$1,409,594	35.4	2
Drinking Places - Alcoholic Beverages	7224	\$1,003,797	\$2,105,691	-\$1,101,894	-35.4	4

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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

