



Retail MarketPlace Profile

Mamaroneck Village- 3 Mile Buffer
 Area: 56.2 square miles

Latitude: 40.94642124
 Longitude: -73.7321617

Summary Demographics

2013 Population	141,532
2013 Households	50,954
2013 Median Disposable Income	\$76,004
2013 Per Capita Income	\$55,601

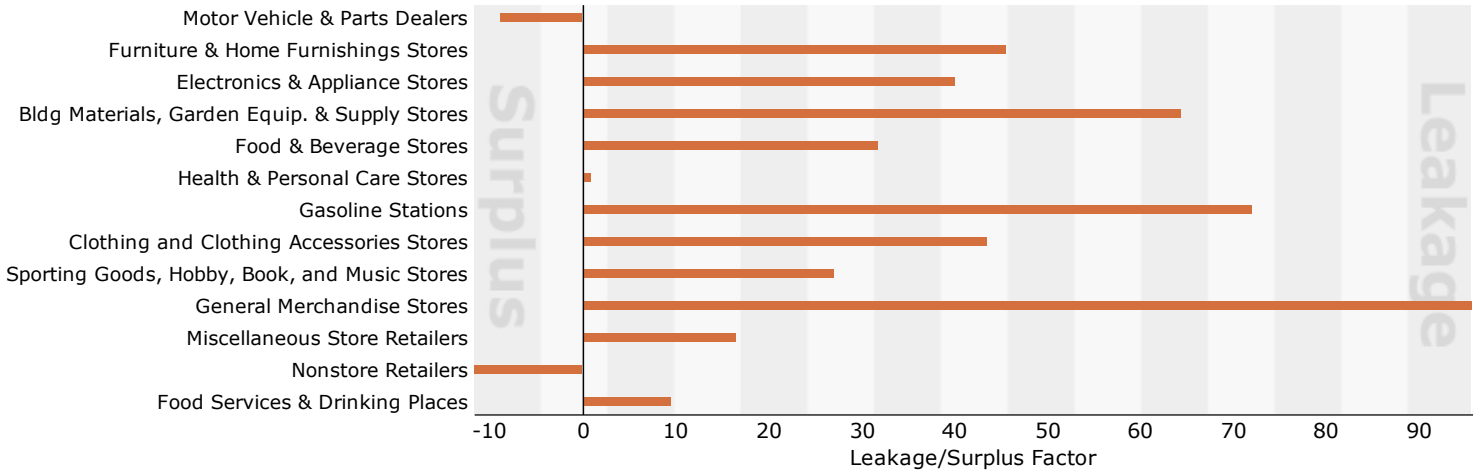
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,725,724,058	\$1,816,733,432	\$908,990,626	20.0	1,203
Total Retail Trade	44-45	\$2,452,758,830	\$1,590,972,274	\$861,786,556	21.3	976
Total Food & Drink	722	\$272,965,228	\$225,761,158	\$47,204,070	9.5	227

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$449,510,019	\$537,097,938	-\$87,587,919	-8.9	46
Automobile Dealers	4411	\$387,353,053	\$527,179,923	-\$139,826,870	-15.3	23
Other Motor Vehicle Dealers	4412	\$26,934,667	\$5,499,763	\$21,434,904	66	9
Auto Parts, Accessories & Tire Stores	4413	\$35,222,299	\$4,418,252	\$30,804,047	77.7	14
Furniture & Home Furnishings Stores	442	\$65,065,557	\$24,277,522	\$40,788,035	45.7	52
Furniture Stores	4421	\$31,451,902	\$9,114,022	\$22,337,880	55.1	16
Home Furnishings Stores	4422	\$33,613,655	\$15,163,500	\$18,450,155	37.8	36
Electronics & Appliance Stores	443	\$87,468,209	\$37,437,982	\$50,030,227	40.1	51
Bldg Materials, Garden Equip. & Supply Stores	444	\$93,648,500	\$20,231,658	\$73,416,842	64.5	42
Bldg Material & Supplies Dealers	4441	\$84,068,323	\$14,619,393	\$69,448,930	70.4	33
Lawn & Garden Equip & Supply Stores	4442	\$9,580,177	\$5,612,266	\$3,967,911	26.1	8
Food & Beverage Stores	445	\$450,634,898	\$233,170,053	\$217,464,845	31.8	183
Grocery Stores	4451	\$389,204,766	\$176,828,511	\$212,376,255	37.5	97
Specialty Food Stores	4452	\$21,577,556	\$18,361,325	\$3,216,231	8.1	59
Beer, Wine & Liquor Stores	4453	\$39,852,576	\$37,980,218	\$1,872,358	2.4	27
Health & Personal Care Stores	446,4461	\$203,760,293	\$199,589,714	\$4,170,579	1.0	80
Gasoline Stations	447,4471	\$222,831,784	\$36,154,958	\$186,676,826	72.1	43
Clothing & Clothing Accessories Stores	448	\$199,038,660	\$78,438,308	\$120,600,352	43.5	139
Clothing Stores	4481	\$147,955,132	\$53,800,285	\$94,154,847	46.7	97
Shoe Stores	4482	\$25,630,097	\$8,077,877	\$17,552,220	52.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$25,453,432	\$16,560,146	\$8,893,286	21.2	31
Sporting Goods, Hobby, Book & Music Stores	451	\$60,496,140	\$34,652,137	\$25,844,003	27.2	75
Sporting Goods/Hobby/Musical Instr Stores	4511	\$52,616,116	\$26,182,314	\$26,433,802	33.5	51
Book, Periodical & Music Stores	4512	\$7,880,024	\$8,469,823	-\$589,799	-3.6	25
General Merchandise Stores	452	\$285,302,362	\$6,115,625	\$279,186,737	95.8	19
Department Stores Excluding Leased Depts.	4521	\$125,124,754	\$1,992,561	\$123,132,193	96.9	5
Other General Merchandise Stores	4529	\$160,177,608	\$4,123,064	\$156,054,544	95.0	14
Miscellaneous Store Retailers	453	\$72,952,347	\$52,130,827	\$20,821,520	16.6	207
Florists	4531	\$6,774,913	\$4,986,485	\$1,788,428	15.2	24
Office Supplies, Stationery & Gift Stores	4532	\$16,886,812	\$14,850,930	\$2,035,882	6.4	58
Used Merchandise Stores	4533	\$8,578,966	\$7,450,549	\$1,128,417	7.0	31
Other Miscellaneous Store Retailers	4539	\$40,711,655	\$24,842,864	\$15,868,791	24.2	94
Nonstore Retailers	454	\$262,050,062	\$331,675,551	-\$69,625,489	-11.7	38
Electronic Shopping & Mail-Order Houses	4541	\$215,530,436	\$295,480,101	-\$79,949,665	-15.6	10
Vending Machine Operators	4542	\$4,788,139	\$1,627,184	\$3,160,955	49.3	7
Direct Selling Establishments	4543	\$41,731,488	\$34,568,266	\$7,163,222	9.4	22
Food Services & Drinking Places	722	\$272,965,228	\$225,761,158	\$47,204,070	9.5	227
Full-Service Restaurants	7221	\$139,352,618	\$113,465,999	\$25,886,619	10.2	115
Limited-Service Eating Places	7222	\$100,388,669	\$86,586,424	\$13,802,245	7.4	71
Special Food Services	7223	\$24,615,208	\$16,240,842	\$8,374,366	20.5	13
Drinking Places - Alcoholic Beverages	7224	\$8,608,733	\$9,467,893	-\$859,160	-4.8	27

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 Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

