

10000 S Eastern Ave - Drive Time Study

Latitude 36.007094
Longitude -115.113199
Drive Time: 5.0 minutes

Site Type: Drive Time

Summary Demographics

2008 Population	40,398
2008 Households	15,763
2008 Median Disposable Income	\$61,835
2008 Per Capita Income	\$35,709

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$563,471,258	\$607,964,549	\$-44,493,291	-3.8	451
Total Retail Trade (NAICS 44-45)	\$480,584,097	\$437,718,637	\$42,865,460	4.7	275
Total Food & Drink (NAICS 722)	\$82,887,161	\$170,245,912	\$-87,358,751	-34.5	176

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$122,792,090	\$6,796,976	\$115,995,114	89.5	7
Automobile Dealers (NAICS 4411)	\$103,950,518	\$2,174,795	\$101,775,723	95.9	1
Other Motor Vehicle Dealers (NAICS 4412)	\$10,754,514	\$55,582	\$10,698,932	99.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,087,058	\$4,566,599	\$3,520,459	27.8	6
Furniture & Home Furnishings Stores (NAICS 442)	\$21,225,951	\$19,349,957	\$1,875,994	4.6	26
Furniture Stores (NAICS 4421)	\$13,783,240	\$17,694,796	\$-3,911,556	-12.4	15
Home Furnishings Stores (NAICS 4422)	\$7,442,711	\$1,655,161	\$5,787,550	63.6	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$17,291,051	\$12,196,629	\$5,094,422	17.3	23
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$19,177,272	\$27,951,898	\$-8,774,626	-18.6	11
Building Material and Supplies Dealers (NAICS 4441)	\$17,745,073	\$22,699,682	\$-4,954,609	-12.3	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,432,199	\$5,252,216	\$-3,820,017	-57.1	2
Food & Beverage Stores (NAICS 445)	\$80,121,754	\$96,172,188	\$-16,050,434	-9.1	21
Grocery Stores (NAICS 4451)	\$75,067,821	\$92,624,005	\$-17,556,184	-10.5	11
Specialty Food Stores (NAICS 4452)	\$3,049,928	\$1,980,515	\$1,069,413	21.3	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,004,005	\$1,567,668	\$436,337	12.2	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$8,793,293	\$19,177,792	\$-10,384,499	-37.1	25
Gasoline Stations (NAICS 447/4471)	\$68,882,059	\$71,544,504	\$-2,662,445	-1.9	14
Clothing and Clothing Accessories Stores (NAICS 448)	\$33,113,477	\$37,975,747	\$-4,862,270	-6.8	57
Clothing Stores (NAICS 4481)	\$25,597,275	\$31,559,308	\$-5,962,033	-10.4	39
Shoe Stores (NAICS 4482)	\$4,032,376	\$2,476,883	\$1,555,493	23.9	8
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,483,826	\$3,939,556	\$-455,730	-6.1	10
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,812,489	\$5,738,518	\$1,073,971	8.6	26
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,414,863	\$4,225,447	\$-810,584	-10.6	23
Book, Periodical, and Music Stores (NAICS 4512)	\$3,397,626	\$1,513,071	\$1,884,555	38.4	3

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.

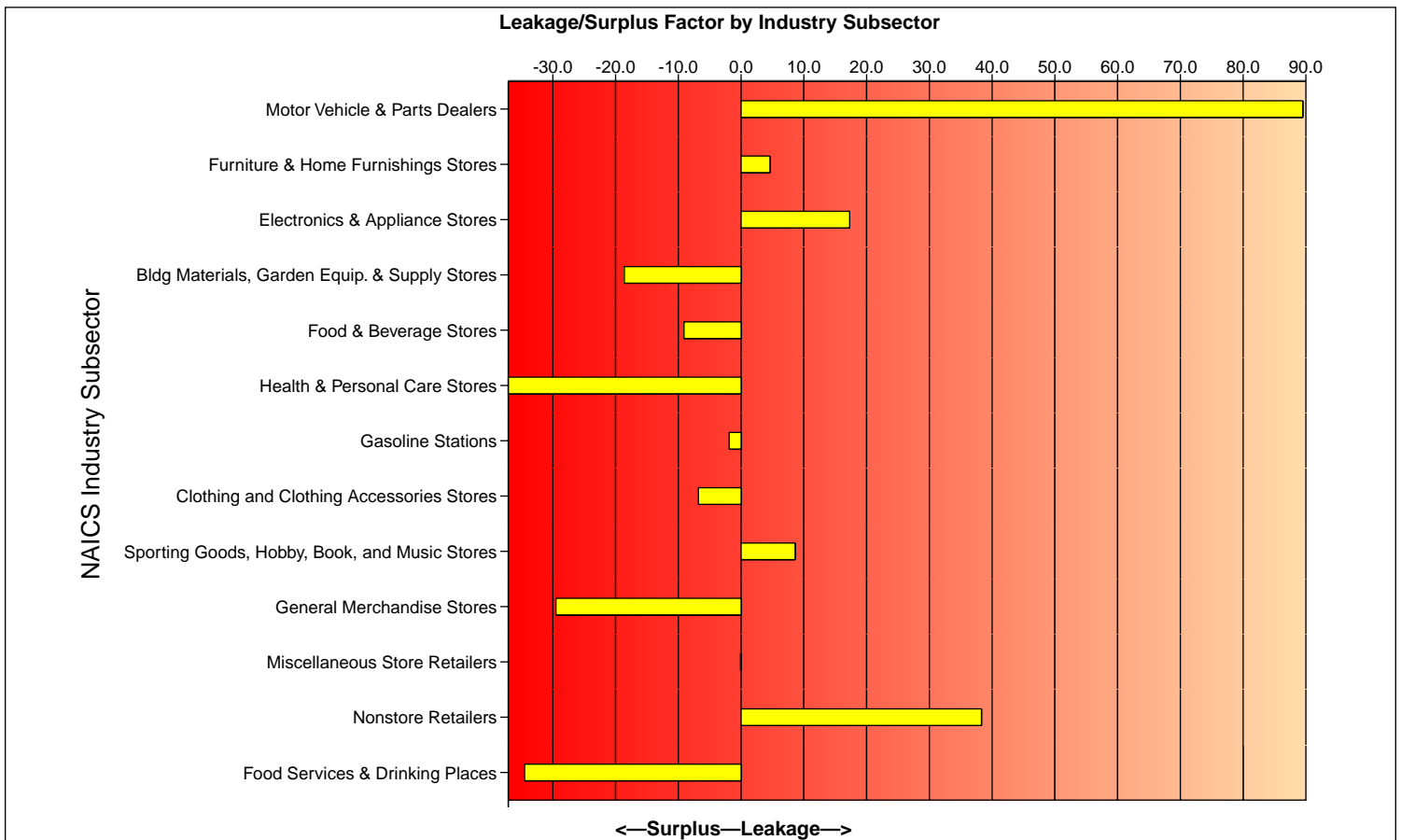
Source: ESRI and infoUSA®

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$63,923,689	\$117,533,628	\$-53,609,939	-29.5	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$28,665,567	\$79,249,627	\$-50,584,060	-46.9	8
Other General Merchandise Stores (NAICS 4529)	\$35,258,122	\$38,284,001	\$-3,025,879	-4.1	7
Miscellaneous Store Retailers (NAICS 453)	\$11,036,652	\$11,057,489	\$-20,837	-0.1	48
Florists (NAICS 4531)	\$928,135	\$729,791	\$198,344	12.0	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,565,024	\$4,930,689	\$-365,665	-3.9	16
Used Merchandise Stores (NAICS 4533)	\$838,549	\$428,229	\$410,320	32.4	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,704,944	\$4,968,780	\$-263,836	-2.7	24
Nonstore Retailers (NAICS 454)	\$27,414,320	\$12,223,311	\$15,191,009	38.3	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$21,844,150	\$8,676,055	\$13,168,095	43.1	1
Vending Machine Operators (NAICS 4542)	\$1,586,735	\$29,617	\$1,557,118	96.3	0
Direct Selling Establishments (NAICS 4543)	\$3,983,435	\$3,517,639	\$465,796	6.2	1
Food Services & Drinking Places (NAICS 722)	\$82,887,161	\$170,245,912	\$-87,358,751	-34.5	176
Full-Service Restaurants (NAICS 7221)	\$44,215,369	\$117,545,899	\$-73,330,530	-45.3	111
Limited-Service Eating Places (NAICS 7222)	\$26,270,202	\$40,288,859	\$-14,018,657	-21.1	50
Special Food Services (NAICS 7223)	\$6,592,295	\$889,876	\$5,702,419	76.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,809,295	\$11,521,278	\$-5,711,983	-33.0	13

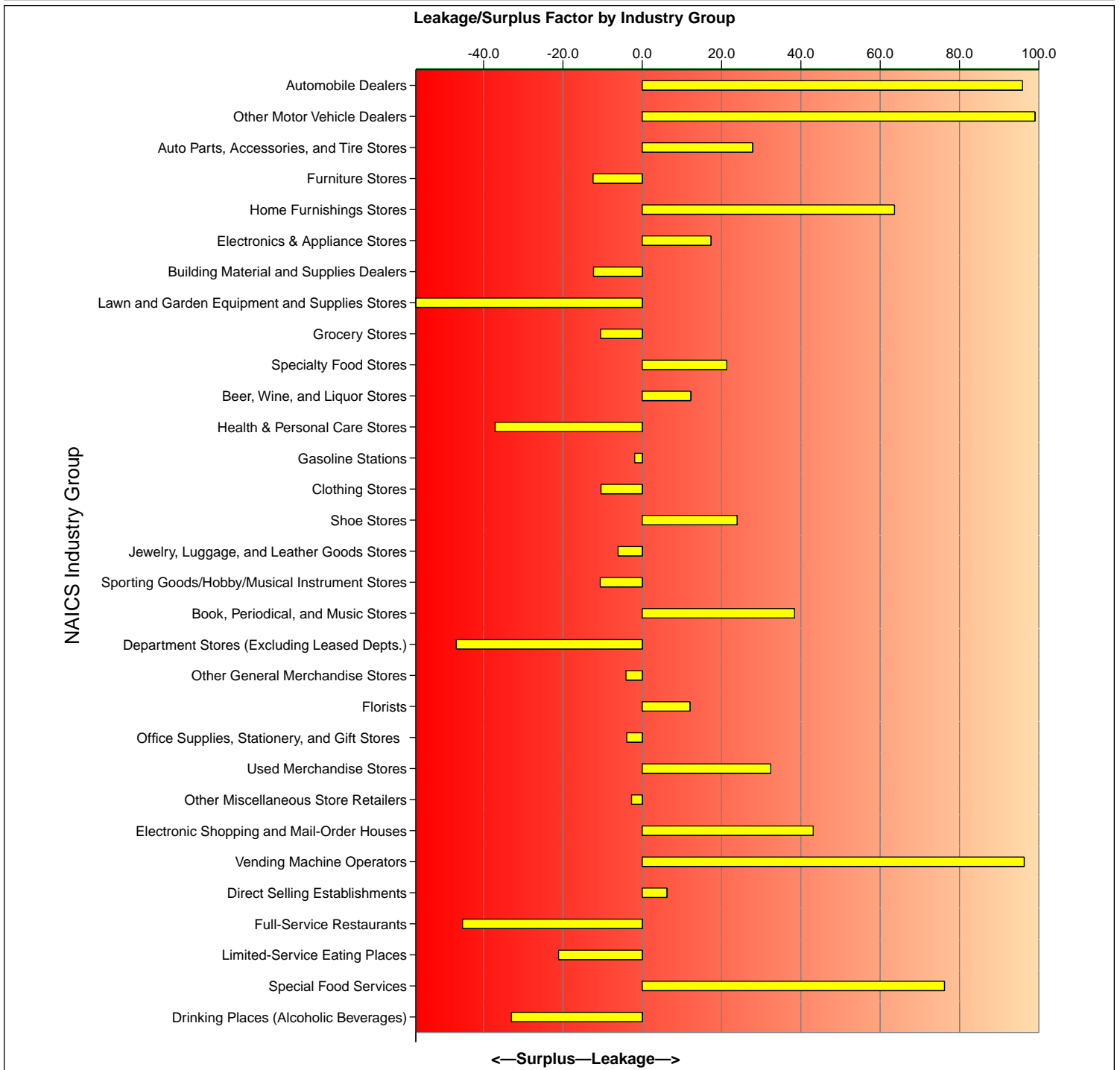


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Summary Demographics

2008 Population	236,642
2008 Households	92,233
2008 Median Disposable Income	\$58,425
2008 Per Capita Income	\$35,686

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,269,110,436	\$3,788,405,127	\$-519,294,691	-7.4	1,826
Total Retail Trade (NAICS 44-45)	\$2,789,788,756	\$3,347,420,020	\$-557,631,264	-9.1	1,290
Total Food & Drink (NAICS 722)	\$479,321,680	\$440,985,107	\$38,336,573	4.2	536

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$709,696,735	\$544,109,345	\$165,587,390	13.2	87
Automobile Dealers (NAICS 4411)	\$599,593,549	\$479,204,089	\$120,389,460	11.2	27
Other Motor Vehicle Dealers (NAICS 4412)	\$62,854,617	\$44,381,470	\$18,473,147	17.2	28
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$47,248,569	\$20,523,786	\$26,724,783	39.4	32
Furniture & Home Furnishings Stores (NAICS 442)	\$122,436,917	\$144,415,952	\$-21,979,035	-8.2	107
Furniture Stores (NAICS 4421)	\$79,007,781	\$121,991,926	\$-42,984,145	-21.4	53
Home Furnishings Stores (NAICS 4422)	\$43,429,136	\$22,424,026	\$21,005,110	31.9	54
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$99,571,001	\$121,281,673	\$-21,710,672	-9.8	124
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$113,220,613	\$84,796,851	\$28,423,762	14.4	85
Building Material and Supplies Dealers (NAICS 4441)	\$104,809,504	\$77,465,260	\$27,344,244	15.0	74
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$8,411,109	\$7,331,591	\$1,079,518	6.9	11
Food & Beverage Stores (NAICS 445)	\$467,274,347	\$346,972,937	\$120,301,410	14.8	84
Grocery Stores (NAICS 4451)	\$437,901,585	\$320,820,550	\$117,081,035	15.4	43
Specialty Food Stores (NAICS 4452)	\$17,782,569	\$19,972,622	\$-2,190,053	-5.8	34
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,590,193	\$6,179,765	\$5,410,428	30.4	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$51,752,010	\$86,522,268	\$-34,770,258	-25.1	100
Gasoline Stations (NAICS 447/4471)	\$398,470,483	\$224,075,854	\$174,394,629	28.0	49
Clothing and Clothing Accessories Stores (NAICS 448)	\$190,427,163	\$223,562,192	\$-33,135,029	-8.0	232
Clothing Stores (NAICS 4481)	\$147,336,564	\$162,010,603	\$-14,674,039	-4.7	139
Shoe Stores (NAICS 4482)	\$23,176,197	\$36,596,727	\$-13,420,530	-22.5	41
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$19,914,402	\$24,954,862	\$-5,040,460	-11.2	52
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$38,977,961	\$41,343,221	\$-2,365,260	-2.9	120
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$19,533,372	\$26,622,380	\$-7,089,008	-15.4	103
Book, Periodical, and Music Stores (NAICS 4512)	\$19,444,589	\$14,720,841	\$4,723,748	13.8	17

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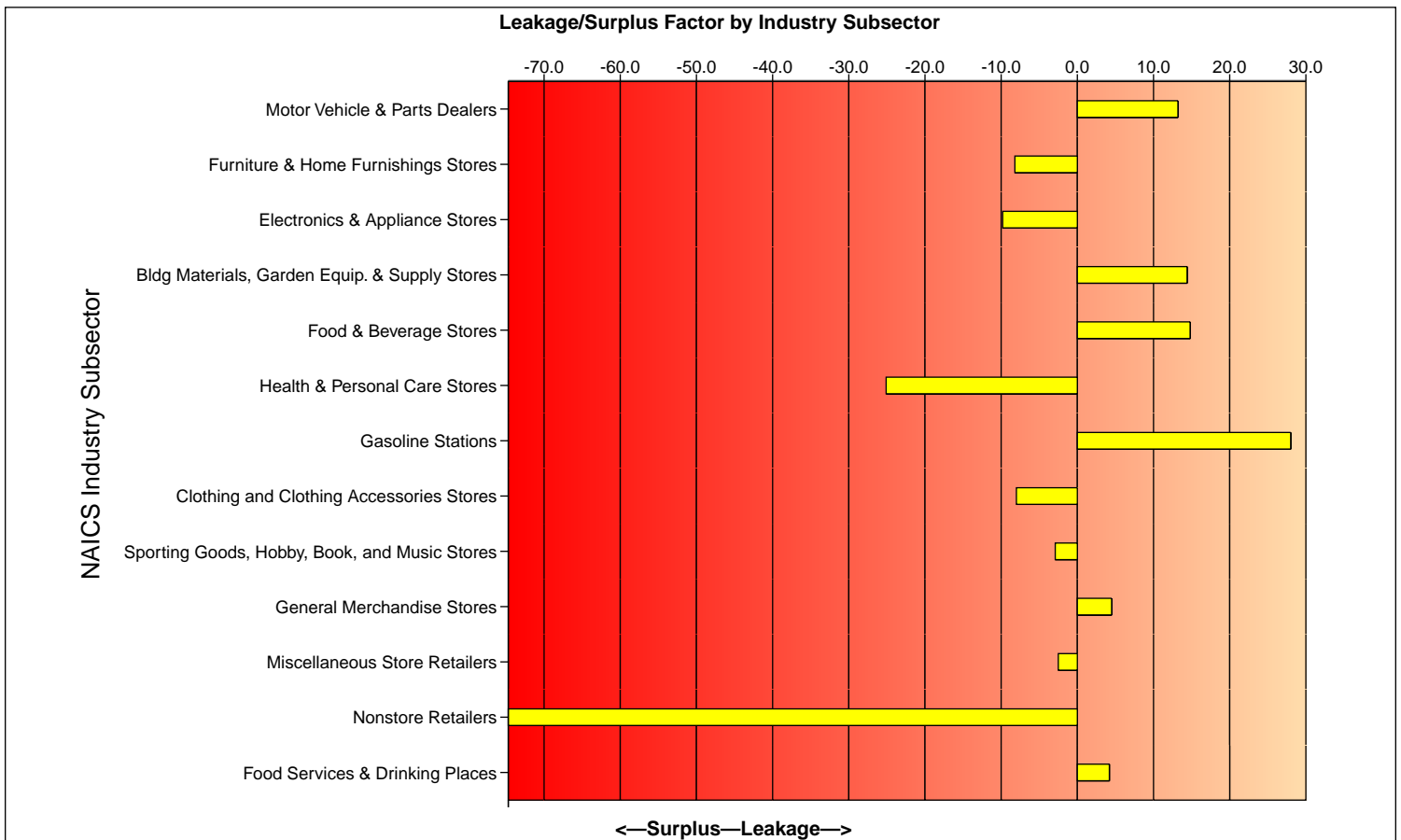
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$370,847,309	\$338,782,921	\$32,064,388	4.5	53
Department Stores Excluding Leased Depts.(NAICS 4521)	\$165,866,980	\$212,226,662	-\$46,359,682	-12.3	23
Other General Merchandise Stores (NAICS 4529)	\$204,980,329	\$126,556,259	\$78,424,070	23.7	30
Miscellaneous Store Retailers (NAICS 453)	\$63,990,387	\$67,271,733	-\$3,281,346	-2.5	223
Florists (NAICS 4531)	\$5,449,491	\$2,392,390	\$3,057,101	39.0	21
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$26,501,084	\$27,681,269	-\$1,180,185	-2.2	67
Used Merchandise Stores (NAICS 4533)	\$4,797,945	\$1,712,362	\$3,085,583	47.4	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$27,241,867	\$35,485,712	-\$8,243,845	-13.1	117
Nonstore Retailers (NAICS 454)	\$163,123,830	\$1,124,285,073	-\$961,161,243	-74.7	26
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$128,890,342	\$1,098,234,277	-\$969,343,935	-79.0	6
Vending Machine Operators (NAICS 4542)	\$9,243,913	\$3,573,008	\$5,670,905	44.2	7
Direct Selling Establishments (NAICS 4543)	\$24,989,575	\$22,477,788	\$2,511,787	5.3	13
Food Services & Drinking Places (NAICS 722)	\$479,321,680	\$440,985,107	\$38,336,573	4.2	536
Full-Service Restaurants (NAICS 7221)	\$255,644,600	\$257,132,609	-\$1,488,009	-0.3	311
Limited-Service Eating Places (NAICS 7222)	\$151,775,036	\$136,973,170	\$14,801,866	5.1	172
Special Food Services (NAICS 7223)	\$38,081,595	\$6,050,193	\$32,031,402	72.6	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$33,820,449	\$40,829,135	-\$7,008,686	-9.4	40



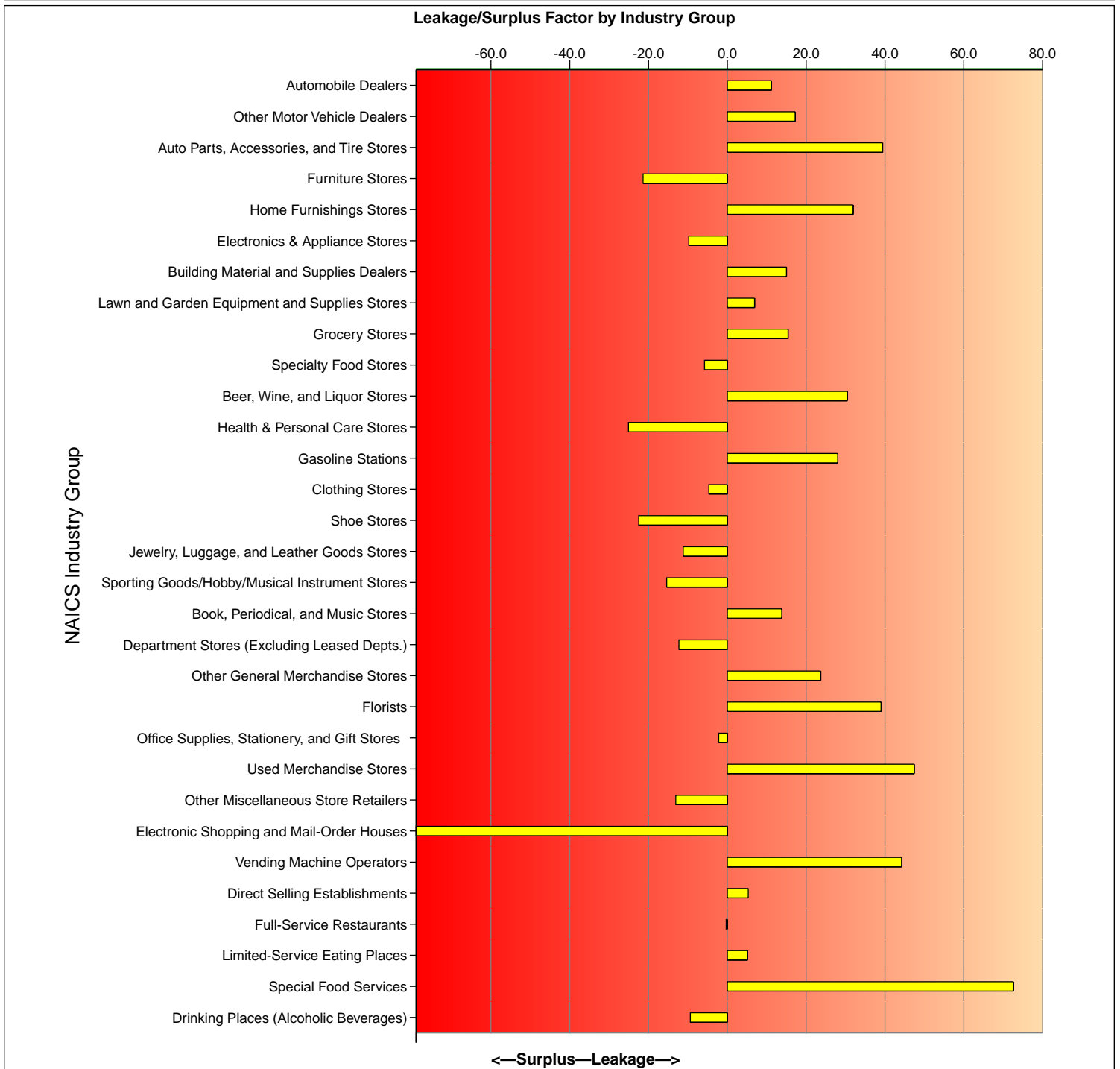
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Leakage/Surplus Factor by Industry Group



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Site Type: Drive Time

Summary Demographics

2008 Population	541,246
2008 Households	215,523
2008 Median Disposable Income	\$49,828
2008 Per Capita Income	\$29,865

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$6,307,622,225	\$11,168,066,451	\$-4,860,444,226	-27.8	6,040
Total Retail Trade (NAICS 44-45)	\$5,383,364,181	\$9,247,481,901	\$-3,864,117,720	-26.4	4,333
Total Food & Drink (NAICS 722)	\$924,258,044	\$1,920,584,550	\$-996,326,506	-35.0	1,707

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,359,180,197	\$1,776,516,815	\$-417,336,618	-13.3	367
Automobile Dealers (NAICS 4411)	\$1,150,918,520	\$1,495,789,143	\$-344,870,623	-13.0	122
Other Motor Vehicle Dealers (NAICS 4412)	\$117,015,506	\$185,556,936	\$-68,541,430	-22.7	104
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$91,246,171	\$95,170,736	\$-3,924,565	-2.1	141
Furniture & Home Furnishings Stores (NAICS 442)	\$229,085,131	\$412,116,604	\$-183,031,473	-28.5	346
Furniture Stores (NAICS 4421)	\$148,206,741	\$220,461,532	\$-72,254,791	-19.6	142
Home Furnishings Stores (NAICS 4422)	\$80,878,390	\$191,655,072	\$-110,776,682	-40.6	204
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$190,670,902	\$292,801,561	\$-102,130,659	-21.1	364
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$209,353,333	\$280,815,867	\$-71,462,534	-14.6	375
Building Material and Supplies Dealers (NAICS 4441)	\$193,635,942	\$261,283,144	\$-67,647,202	-14.9	338
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$15,717,391	\$19,532,723	\$-3,815,332	-10.8	37
Food & Beverage Stores (NAICS 445)	\$913,682,634	\$1,008,233,628	\$-94,550,994	-4.9	290
Grocery Stores (NAICS 4451)	\$856,240,576	\$925,934,067	\$-69,693,491	-3.9	152
Specialty Food Stores (NAICS 4452)	\$34,811,197	\$47,382,294	\$-12,571,097	-15.3	112
Beer, Wine, and Liquor Stores (NAICS 4453)	\$22,630,861	\$34,917,267	\$-12,286,406	-21.3	26
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$100,453,740	\$272,658,292	\$-172,204,552	-46.2	278
Gasoline Stations (NAICS 447/4471)	\$778,006,744	\$722,256,547	\$55,750,197	3.7	150
Clothing and Clothing Accessories Stores (NAICS 448)	\$367,678,606	\$968,318,574	\$-600,639,968	-45.0	854
Clothing Stores (NAICS 4481)	\$284,856,450	\$717,868,781	\$-433,012,331	-43.2	529
Shoe Stores (NAICS 4482)	\$45,601,644	\$107,142,036	\$-61,540,392	-40.3	120
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$37,220,512	\$143,307,757	\$-106,087,245	-58.8	205
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$75,493,233	\$109,663,509	\$-34,170,276	-18.5	321
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$37,566,120	\$58,405,539	\$-20,839,419	-21.7	248
Book, Periodical, and Music Stores (NAICS 4512)	\$37,927,113	\$51,257,970	\$-13,330,857	-14.9	73

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.

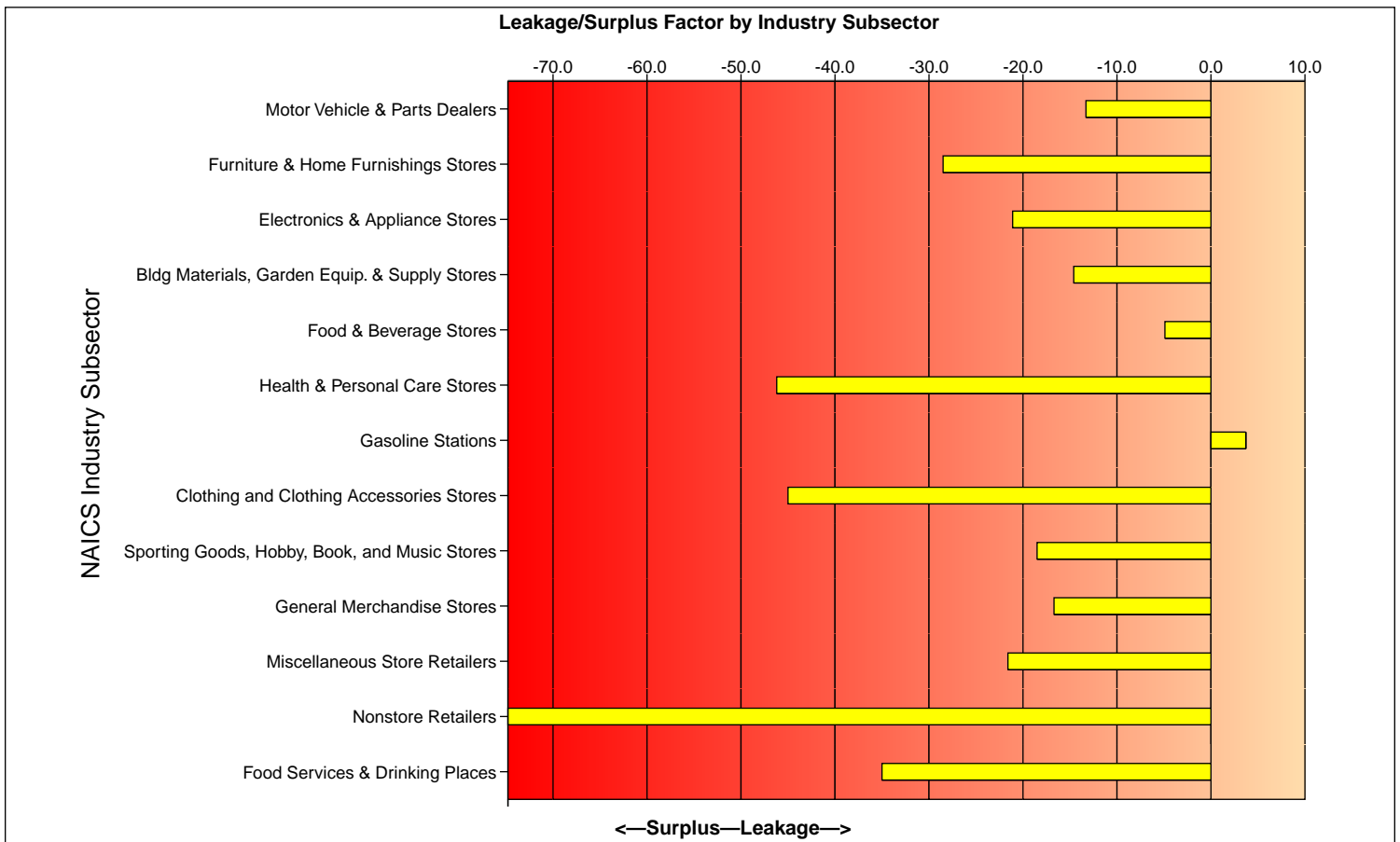
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$718,101,276	\$1,005,231,917	\$-287,130,641	-16.7	166
Department Stores Excluding Leased Depts.(NAICS 4521)	\$318,636,890	\$472,872,467	\$-154,235,577	-19.5	65
Other General Merchandise Stores (NAICS 4529)	\$399,464,386	\$532,359,450	\$-132,895,064	-14.3	101
Miscellaneous Store Retailers (NAICS 453)	\$123,695,760	\$192,052,481	\$-68,356,721	-21.6	712
Florists (NAICS 4531)	\$10,191,329	\$12,439,698	\$-2,248,369	-9.9	72
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$50,903,714	\$75,384,947	\$-24,481,233	-19.4	219
Used Merchandise Stores (NAICS 4533)	\$9,082,655	\$5,358,358	\$3,724,297	25.8	65
Other Miscellaneous Store Retailers (NAICS 4539)	\$53,518,062	\$98,869,478	\$-45,351,416	-29.8	356
Nonstore Retailers (NAICS 454)	\$317,962,625	\$2,206,816,106	\$-1,888,853,481	-74.8	110
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$250,889,381	\$2,037,623,450	\$-1,786,734,069	-78.1	23
Vending Machine Operators (NAICS 4542)	\$18,219,902	\$32,978,110	\$-14,758,208	-28.8	33
Direct Selling Establishments (NAICS 4543)	\$48,853,342	\$136,214,546	\$-87,361,204	-47.2	54
Food Services & Drinking Places (NAICS 722)	\$924,258,044	\$1,920,584,550	\$-996,326,506	-35.0	1,707
Full-Service Restaurants (NAICS 7221)	\$493,113,341	\$1,122,028,543	\$-628,915,202	-38.9	989
Limited-Service Eating Places (NAICS 7222)	\$293,367,943	\$361,308,851	\$-67,940,908	-10.4	450
Special Food Services (NAICS 7223)	\$73,647,203	\$221,753,808	\$-148,106,605	-50.1	78
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$64,129,557	\$215,493,348	\$-151,363,791	-54.1	190



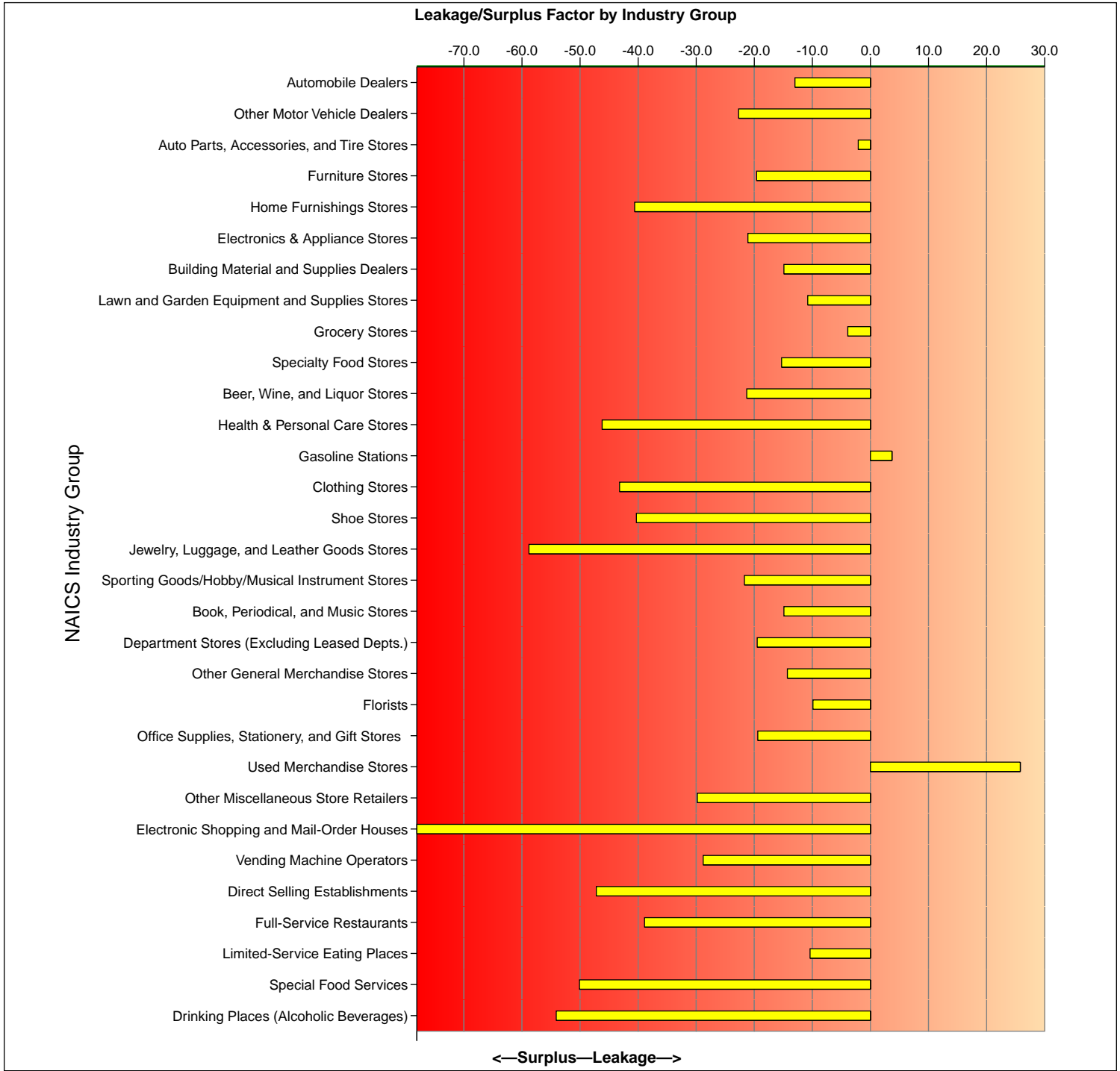
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Leakage/Surplus Factor by Industry Group



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