



# Retail MarketPlace Profile

Avondale

Summary Demographics	
2010 Population	603
2010 Households	204
2010 Median Disposable Income	\$28,169
2010 Per Capita Income	\$15,347

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$3,693,429	\$264,780	\$3,428,649	86.6	1
Total Retail Trade	44-45	\$3,248,210	\$238,058	\$3,010,152	86.3	0
Total Food & Drink	722	\$445,219	\$26,722	\$418,497	88.7	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$795,162	\$0	\$795,162	100.0	0
Automobile Dealers	4411	\$656,645	\$0	\$656,645	100.0	0
Other Motor Vehicle Dealers	4412	\$86,382	\$0	\$86,382	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$52,135	\$0	\$52,135	100.0	0
Furniture & Home Furnishings Stores	442	\$90,187	\$0	\$90,187	100.0	0
Furniture Stores	4421	\$57,725	\$0	\$57,725	100.0	0
Home Furnishings Stores	4422	\$32,462	\$0	\$32,462	100.0	0
Electronics & Appliance Stores	4431	\$69,425	\$0	\$69,425	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$126,126	\$0	\$126,126	100.0	0
Bldg Material & Supplies Dealers	4441	\$114,439	\$0	\$114,439	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$11,686	\$0	\$11,686	100.0	0
Food & Beverage Stores	445	\$618,976	\$238,058	\$380,918	44.4	0
Grocery Stores	4451	\$561,971	\$167,495	\$394,476	54.1	0
Specialty Food Stores	4452	\$15,661	\$10,952	\$4,710	17.7	0
Beer, Wine & Liquor Stores	4453	\$41,343	\$59,611	-\$18,268	-18.1	0
Health & Personal Care Stores	446,4461	\$110,514	\$0	\$110,514	100.0	0
Gasoline Stations	447,4471	\$613,115	\$0	\$613,115	100.0	0
Clothing & Clothing Accessories Stores	448	\$108,503	\$0	\$108,503	100.0	0
Clothing Stores	4481	\$78,535	\$0	\$78,535	100.0	0
Shoe Stores	4482	\$15,568	\$0	\$15,568	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$14,400	\$0	\$14,400	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$37,408	\$0	\$37,408	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,768	\$0	\$21,768	100.0	0
Book, Periodical & Music Stores	4512	\$15,640	\$0	\$15,640	100.0	0
General Merchandise Stores	452	\$532,389	\$0	\$532,389	100.0	0
Department Stores Excluding Leased Depts.	4521	\$203,826	\$0	\$203,826	100.0	0
Other General Merchandise Stores	4529	\$328,562	\$0	\$328,562	100.0	0
Miscellaneous Store Retailers	453	\$65,608	\$0	\$65,608	100.0	0
Florists	4531	\$7,259	\$0	\$7,259	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$23,431	\$0	\$23,431	100.0	0
Used Merchandise Stores	4533	\$3,545	\$0	\$3,545	100.0	0
Other Miscellaneous Store Retailers	4539	\$31,373	\$0	\$31,373	100.0	0
Nonstore Retailers	454	\$80,797	\$0	\$80,797	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$30,574	\$0	\$30,574	100.0	0
Vending Machine Operators	4542	\$4,339	\$0	\$4,339	100.0	0
Direct Selling Establishments	4543	\$45,884	\$0	\$45,884	100.0	0
Food Services & Drinking Places	722	\$445,219	\$26,722	\$418,497	88.7	0
Full-Service Restaurants	7221	\$177,708	\$0	\$177,708	100.0	0
Limited-Service Eating Places	7222	\$232,553	\$0	\$232,553	100.0	0
Special Food Services	7223	\$24,589	\$0	\$24,589	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$10,368	\$26,722	-\$16,354	-44.1	0

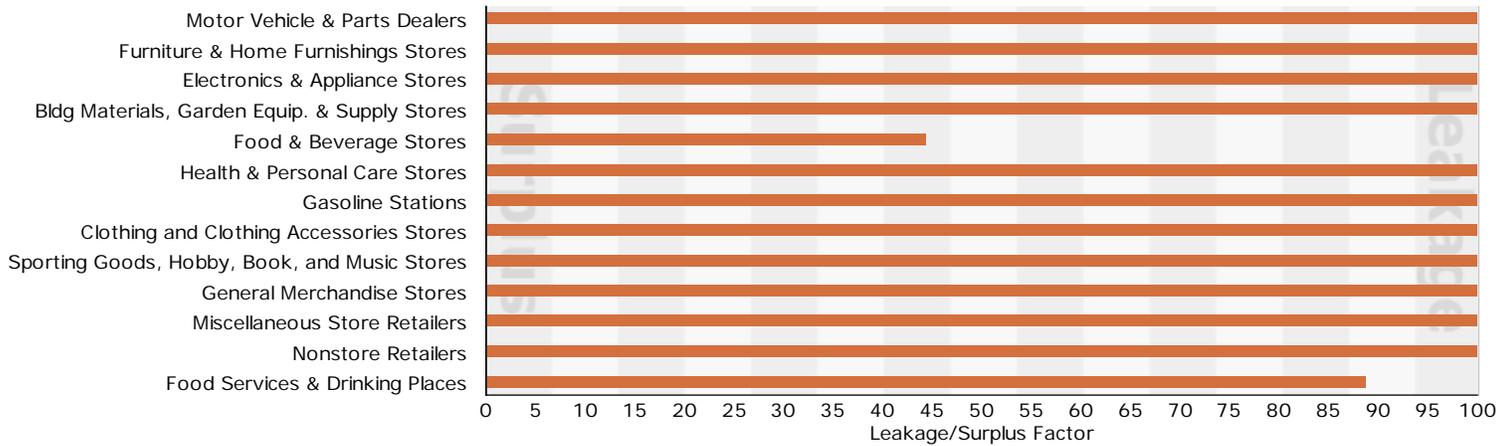
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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



# Retail MarketPlace Profile

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

