



Retail MarketPlace Profile

Rye

Summary Demographics						
2010 Population						237
2010 Households						104
2010 Median Disposable Income						\$36,692
2010 Per Capita Income						\$24,918
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$2,588,695	\$523,051	\$2,065,643	66.4	3
Total Retail Trade	44-45	\$2,274,721	\$523,051	\$1,751,670	62.6	3
Total Food & Drink	722	\$313,974	\$0	\$313,974	100.0	0
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$561,666	\$0	\$561,666	100.0	0
Automobile Dealers	4411	\$457,198	\$0	\$457,198	100.0	0
Other Motor Vehicle Dealers	4412	\$66,388	\$0	\$66,388	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$38,080	\$0	\$38,080	100.0	0
Furniture & Home Furnishings Stores	442	\$66,641	\$0	\$66,641	100.0	0
Furniture Stores	4421	\$42,088	\$0	\$42,088	100.0	0
Home Furnishings Stores	4422	\$24,553	\$0	\$24,553	100.0	0
Electronics & Appliance Stores	4431	\$50,044	\$79,951	-\$29,907	-23.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$95,961	\$44,380	\$51,581	36.8	0
Bldg Material & Supplies Dealers	4441	\$87,395	\$0	\$87,395	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$8,566	\$44,380	-\$35,814	-67.6	0
Food & Beverage Stores	445	\$432,789	\$325,687	\$107,101	14.1	0
Grocery Stores	4451	\$391,096	\$325,687	\$65,409	9.1	0
Specialty Food Stores	4452	\$10,936	\$0	\$10,936	100.0	0
Beer, Wine & Liquor Stores	4453	\$30,757	\$0	\$30,757	100.0	0
Health & Personal Care Stores	446,4461	\$76,573	\$0	\$76,573	100.0	0
Gasoline Stations	447,4471	\$409,075	\$0	\$409,075	100.0	0
Clothing & Clothing Accessories Stores	448	\$76,441	\$37,620	\$38,821	34.0	0
Clothing Stores	4481	\$54,916	\$37,620	\$17,295	18.7	0
Shoe Stores	4482	\$10,770	\$0	\$10,770	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$10,756	\$0	\$10,756	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$26,941	\$0	\$26,941	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,498	\$0	\$15,498	100.0	0
Book, Periodical & Music Stores	4512	\$11,443	\$0	\$11,443	100.0	0
General Merchandise Stores	452	\$373,519	\$0	\$373,519	100.0	0
Department Stores Excluding Leased Depts.	4521	\$144,311	\$0	\$144,311	100.0	0
Other General Merchandise Stores	4529	\$229,208	\$0	\$229,208	100.0	0
Miscellaneous Store Retailers	453	\$46,842	\$35,413	\$11,429	13.9	1
Florists	4531	\$5,353	\$0	\$5,353	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$16,877	\$0	\$16,877	100.0	0
Used Merchandise Stores	4533	\$2,576	\$15,585	-\$13,010	-71.6	1
Other Miscellaneous Store Retailers	4539	\$22,036	\$19,827	\$2,209	5.3	0
Nonstore Retailers	454	\$58,229	\$0	\$58,229	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$21,787	\$0	\$21,787	100.0	0
Vending Machine Operators	4542	\$3,029	\$0	\$3,029	100.0	0
Direct Selling Establishments	4543	\$33,413	\$0	\$33,413	100.0	0
Food Services & Drinking Places	722	\$313,974	\$0	\$313,974	100.0	0
Full-Service Restaurants	7221	\$126,494	\$0	\$126,494	100.0	0
Limited-Service Eating Places	7222	\$162,616	\$0	\$162,616	100.0	0
Special Food Services	7223	\$17,347	\$0	\$17,347	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$7,517	\$0	\$7,517	100.0	0

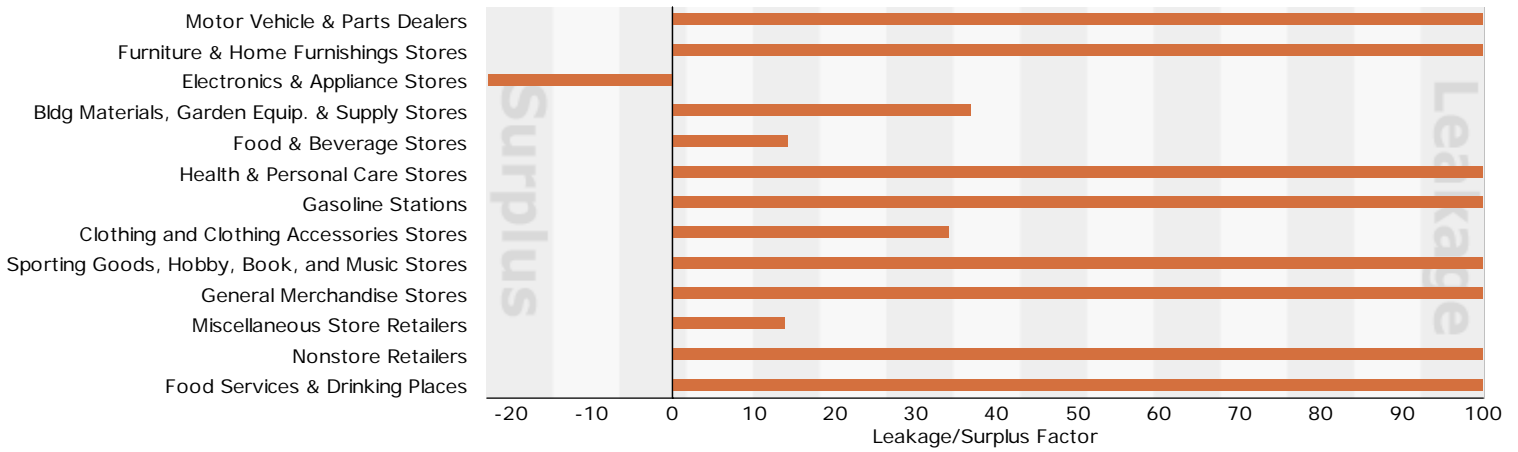
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

