



# Retail MarketPlace Profile

St Charles Mesa

Summary Demographics						
2010 Population						9,270
2010 Households						3,364
2010 Median Disposable Income						\$43,589
2010 Per Capita Income						\$23,209
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$80,110,811	\$22,009,174	\$58,101,638	56.9	49
Total Retail Trade	44-45	\$68,966,812	\$19,058,438	\$49,908,374	56.7	39
Total Food & Drink	722	\$11,144,000	\$2,950,736	\$8,193,264	58.1	10
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$16,039,392	\$6,458,922	\$9,580,471	42.6	5
Automobile Dealers	4411	\$13,416,485	\$4,909,796	\$8,506,690	46.4	2
Other Motor Vehicle Dealers	4412	\$1,356,619	\$869,487	\$487,132	21.9	2
Auto Parts, Accessories & Tire Stores	4413	\$1,266,288	\$679,639	\$586,649	30.1	1
Furniture & Home Furnishings Stores	442	\$2,337,860	\$145,701	\$2,192,159	88.3	1
Furniture Stores	4421	\$1,473,440	\$0	\$1,473,440	100.0	0
Home Furnishings Stores	4422	\$864,420	\$145,701	\$718,719	71.2	1
Electronics & Appliance Stores	4431	\$1,632,598	\$0	\$1,632,598	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,836,617	\$955,240	\$1,881,376	49.6	5
Bldg Material & Supplies Dealers	4441	\$2,602,209	\$587,290	\$2,014,920	63.2	2
Lawn & Garden Equip & Supply Stores	4442	\$234,407	\$367,950	-\$133,543	-22.2	3
Food & Beverage Stores	445	\$13,475,652	\$6,099,455	\$7,376,197	37.7	14
Grocery Stores	4451	\$12,041,310	\$3,824,494	\$8,216,816	51.8	5
Specialty Food Stores	4452	\$342,482	\$1,410,598	-\$1,068,116	-60.9	8
Beer, Wine & Liquor Stores	4453	\$1,091,860	\$864,364	\$227,496	11.6	2
Health & Personal Care Stores	446,4461	\$2,200,485	\$1,704,242	\$496,243	12.7	3
Gasoline Stations	447,4471	\$12,074,708	\$1,625,378	\$10,449,330	76.3	1
Clothing & Clothing Accessories Stores	448	\$2,733,345	\$189,765	\$2,543,580	87.0	1
Clothing Stores	4481	\$1,990,811	\$86,185	\$1,904,626	91.7	0
Shoe Stores	4482	\$358,380	\$0	\$358,380	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$384,154	\$103,580	\$280,574	57.5	0
Sporting Goods, Hobby, Book & Music Stores	451	\$892,751	\$212,644	\$680,107	61.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$474,228	\$164,284	\$309,944	48.5	1
Book, Periodical & Music Stores	4512	\$418,523	\$48,360	\$370,163	79.3	0
General Merchandise Stores	452	\$11,753,244	\$1,277,997	\$10,475,247	80.4	0
Department Stores Excluding Leased Depts.	4521	\$4,688,967	\$0	\$4,688,967	100.0	0
Other General Merchandise Stores	4529	\$7,064,278	\$1,277,997	\$5,786,281	69.4	0
Miscellaneous Store Retailers	453	\$1,362,112	\$389,093	\$973,018	55.6	7
Florists	4531	\$148,071	\$219,094	-\$71,024	-19.3	3
Office Supplies, Stationery & Gift Stores	4532	\$527,293	\$54,943	\$472,350	81.1	1
Used Merchandise Stores	4533	\$89,558	\$37,406	\$52,152	41.1	2
Other Miscellaneous Store Retailers	4539	\$597,190	\$77,650	\$519,540	77.0	1
Nonstore Retailers	454	\$1,628,049	\$0	\$1,628,049	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$705,016	\$0	\$705,016	100.0	0
Vending Machine Operators	4542	\$96,375	\$0	\$96,375	100.0	0
Direct Selling Establishments	4543	\$826,657	\$0	\$826,657	100.0	0
Food Services & Drinking Places	722	\$11,144,000	\$2,950,736	\$8,193,264	58.1	10
Full-Service Restaurants	7221	\$4,580,775	\$2,663,381	\$1,917,395	26.5	10
Limited-Service Eating Places	7222	\$5,637,100	\$273,994	\$5,363,105	90.7	0
Special Food Services	7223	\$624,896	\$0	\$624,896	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$301,229	\$13,361	\$287,868	91.5	0

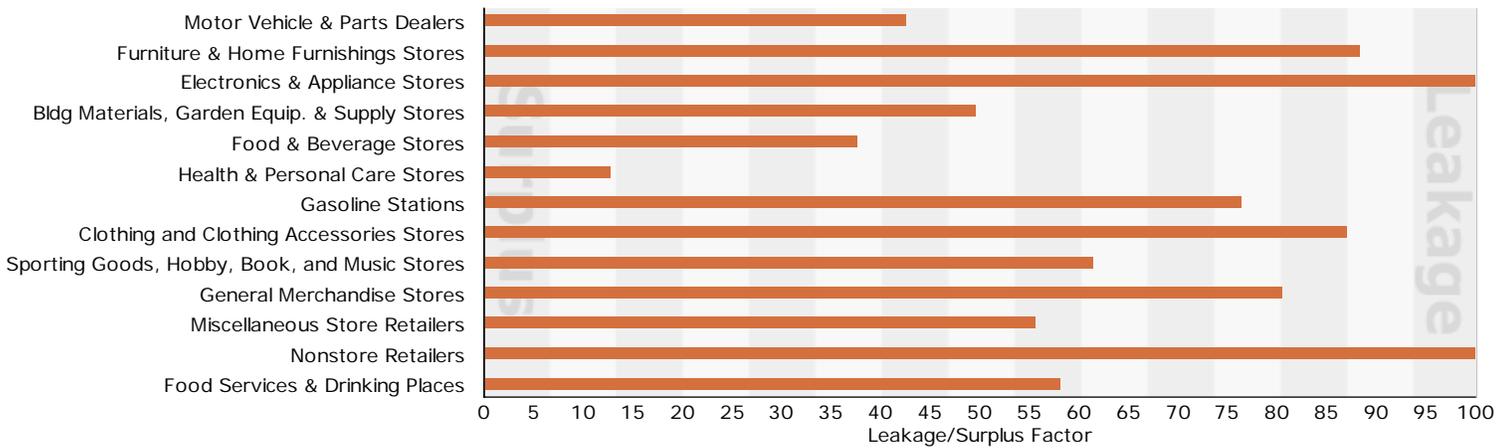
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

