



Retail MarketPlace Profile

81069 (Rye) 2
 81069 (Rye)
 Geography: ZIP Code

Prepared by Esri

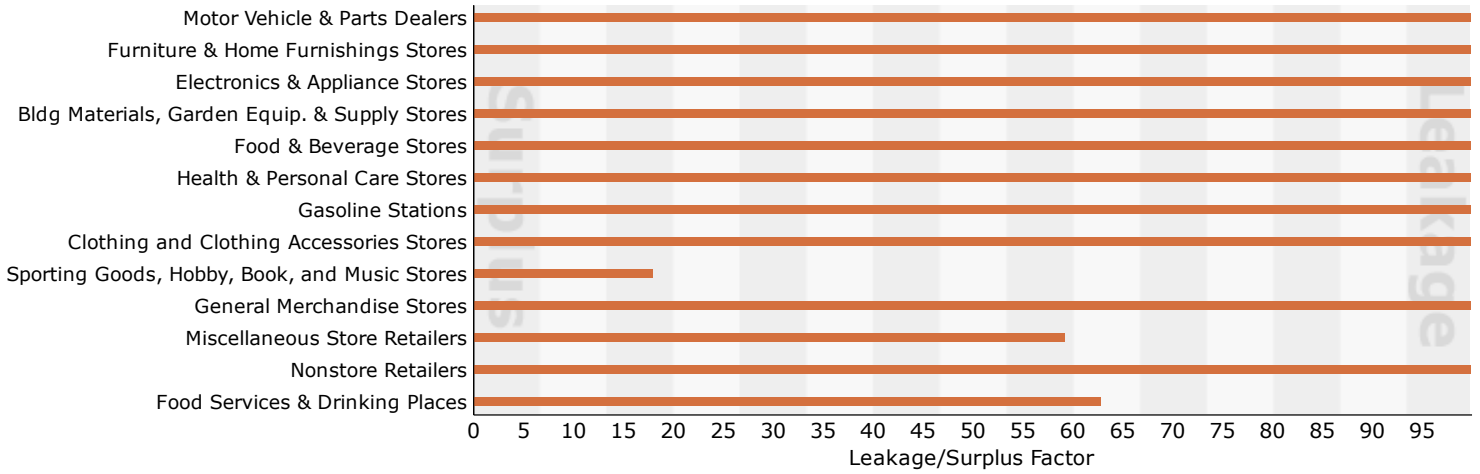
Summary Demographics						
2019 Population						2,115
2019 Households						865
2019 Median Disposable Income						\$50,621
2019 Per Capita Income						\$32,129
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$30,731,974	\$1,485,399	\$29,246,575	90.8	6
Total Retail Trade	44-45	\$28,272,673	\$925,706	\$27,346,967	93.7	4
Total Food & Drink	722	\$2,459,301	\$559,693	\$1,899,608	62.9	2
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,678,616	\$0	\$6,678,616	100.0	0
Automobile Dealers	4411	\$5,214,943	\$0	\$5,214,943	100.0	0
Other Motor Vehicle Dealers	4412	\$938,858	\$0	\$938,858	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$524,815	\$0	\$524,815	100.0	0
Furniture & Home Furnishings Stores	442	\$785,430	\$0	\$785,430	100.0	0
Furniture Stores	4421	\$459,117	\$0	\$459,117	100.0	0
Home Furnishings Stores	4422	\$326,313	\$0	\$326,313	100.0	0
Electronics & Appliance Stores	443	\$816,590	\$0	\$816,590	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,174,096	\$0	\$2,174,096	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,010,490	\$0	\$2,010,490	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$163,606	\$0	\$163,606	100.0	0
Food & Beverage Stores	445	\$4,820,473	\$0	\$4,820,473	100.0	0
Grocery Stores	4451	\$3,959,973	\$0	\$3,959,973	100.0	0
Specialty Food Stores	4452	\$385,799	\$0	\$385,799	100.0	0
Beer, Wine & Liquor Stores	4453	\$474,701	\$0	\$474,701	100.0	0
Health & Personal Care Stores	446,4461	\$2,458,218	\$0	\$2,458,218	100.0	0
Gasoline Stations	447,4471	\$2,862,029	\$0	\$2,862,029	100.0	0
Clothing & Clothing Accessories Stores	448	\$957,766	\$0	\$957,766	100.0	0
Clothing Stores	4481	\$647,653	\$0	\$647,653	100.0	0
Shoe Stores	4482	\$126,161	\$0	\$126,161	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$183,952	\$0	\$183,952	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$909,571	\$630,956	\$278,615	18.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$825,367	\$630,956	\$194,411	13.3	1
Book, Periodical & Music Stores	4512	\$84,204	\$0	\$84,204	100.0	0
General Merchandise Stores	452	\$4,132,325	\$0	\$4,132,325	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,570,202	\$0	\$2,570,202	100.0	0
Other General Merchandise Stores	4529	\$1,562,123	\$0	\$1,562,123	100.0	0
Miscellaneous Store Retailers	453	\$1,155,971	\$294,750	\$861,221	59.4	3
Florists	4531	\$43,063	\$0	\$43,063	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$181,977	\$130,656	\$51,321	16.4	2
Used Merchandise Stores	4533	\$89,931	\$0	\$89,931	100.0	0
Other Miscellaneous Store Retailers	4539	\$841,000	\$164,094	\$676,906	67.3	1
Nonstore Retailers	454	\$521,588	\$0	\$521,588	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$335,695	\$0	\$335,695	100.0	0
Vending Machine Operators	4542	\$9,157	\$0	\$9,157	100.0	0
Direct Selling Establishments	4543	\$176,736	\$0	\$176,736	100.0	0
Food Services & Drinking Places	722	\$2,459,301	\$559,693	\$1,899,608	62.9	2
Special Food Services	7223	\$42,657	\$0	\$42,657	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$91,060	\$0	\$91,060	100.0	0
Restaurants/Other Eating Places	7225	\$2,325,584	\$559,693	\$1,765,891	61.2	2

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

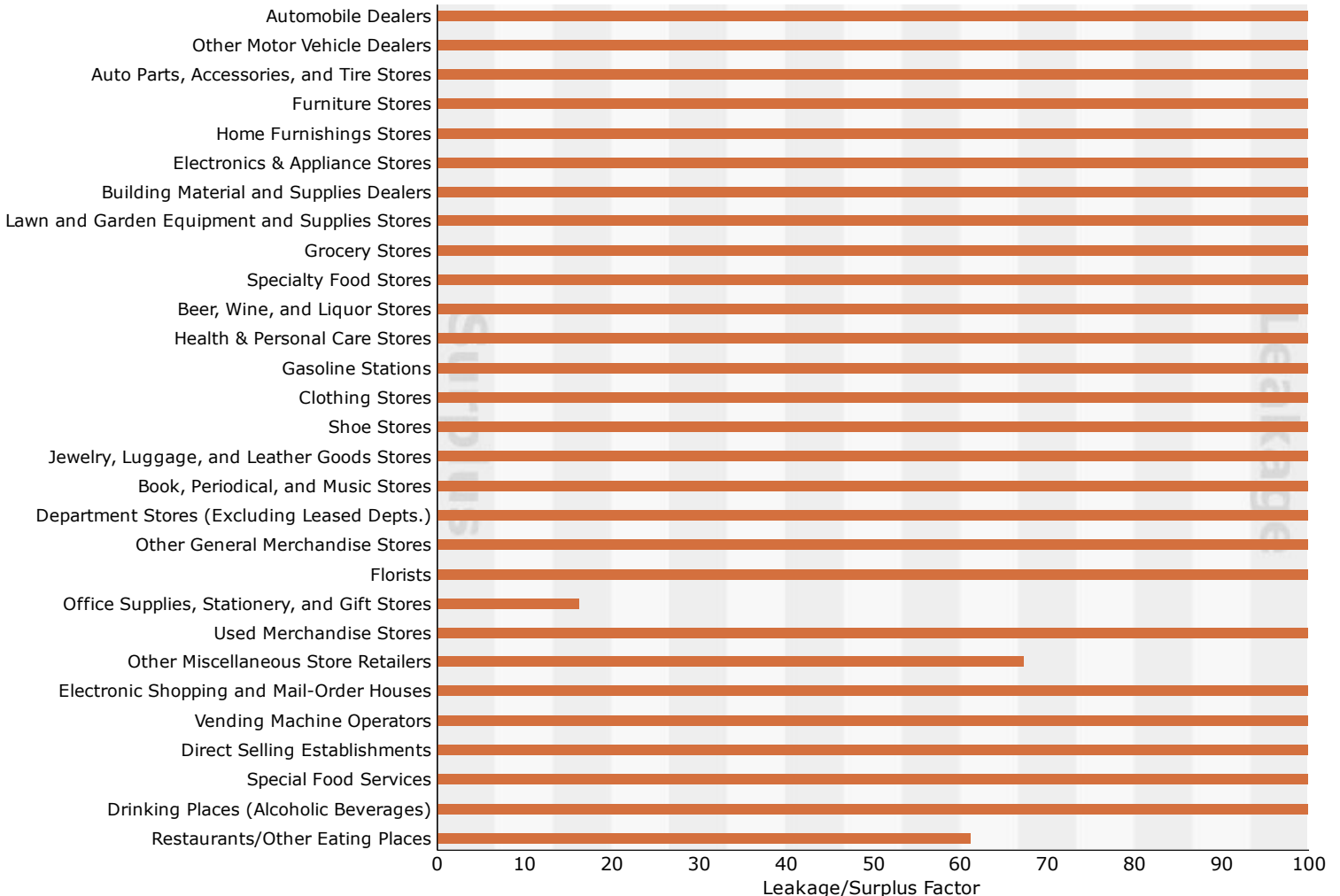
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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