



Retail MarketPlace Profile

81022 (Avondale) 2
 81022 (Avondale)
 Geography: ZIP Code

Prepared by Esri

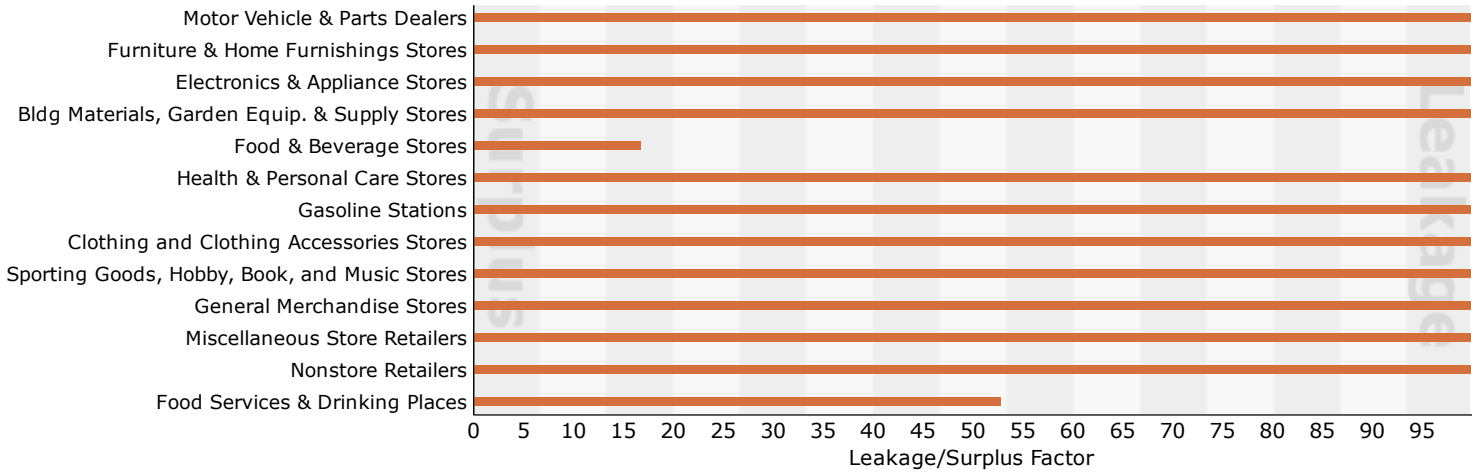
Summary Demographics						
2019 Population						1,572
2019 Households						567
2019 Median Disposable Income						\$41,435
2019 Per Capita Income						\$22,892
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$18,605,175	\$2,541,713	\$16,063,462	76.0	4
Total Retail Trade	44-45	\$17,041,485	\$2,061,420	\$14,980,065	78.4	3
Total Food & Drink	722	\$1,563,690	\$480,293	\$1,083,397	53.0	1
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,986,538	\$0	\$3,986,538	100.0	0
Automobile Dealers	4411	\$3,134,880	\$0	\$3,134,880	100.0	0
Other Motor Vehicle Dealers	4412	\$542,773	\$0	\$542,773	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$308,885	\$0	\$308,885	100.0	0
Furniture & Home Furnishings Stores	442	\$496,201	\$0	\$496,201	100.0	0
Furniture Stores	4421	\$296,817	\$0	\$296,817	100.0	0
Home Furnishings Stores	4422	\$199,384	\$0	\$199,384	100.0	0
Electronics & Appliance Stores	443	\$498,600	\$0	\$498,600	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,255,269	\$0	\$1,255,269	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,166,488	\$0	\$1,166,488	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$88,781	\$0	\$88,781	100.0	0
Food & Beverage Stores	445	\$2,901,823	\$2,061,420	\$840,403	16.9	3
Grocery Stores	4451	\$2,385,035	\$1,433,907	\$951,128	24.9	1
Specialty Food Stores	4452	\$232,670	\$627,513	-\$394,843	-45.9	2
Beer, Wine & Liquor Stores	4453	\$284,118	\$0	\$284,118	100.0	0
Health & Personal Care Stores	446,4461	\$1,442,167	\$0	\$1,442,167	100.0	0
Gasoline Stations	447,4471	\$1,755,266	\$0	\$1,755,266	100.0	0
Clothing & Clothing Accessories Stores	448	\$618,376	\$0	\$618,376	100.0	0
Clothing Stores	4481	\$423,104	\$0	\$423,104	100.0	0
Shoe Stores	4482	\$85,834	\$0	\$85,834	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$109,438	\$0	\$109,438	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$568,042	\$0	\$568,042	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$516,461	\$0	\$516,461	100.0	0
Book, Periodical & Music Stores	4512	\$51,581	\$0	\$51,581	100.0	0
General Merchandise Stores	452	\$2,563,873	\$0	\$2,563,873	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,619,350	\$0	\$1,619,350	100.0	0
Other General Merchandise Stores	4529	\$944,523	\$0	\$944,523	100.0	0
Miscellaneous Store Retailers	453	\$667,122	\$0	\$667,122	100.0	0
Florists	4531	\$23,304	\$0	\$23,304	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$113,376	\$0	\$113,376	100.0	0
Used Merchandise Stores	4533	\$57,122	\$0	\$57,122	100.0	0
Other Miscellaneous Store Retailers	4539	\$473,320	\$0	\$473,320	100.0	0
Nonstore Retailers	454	\$288,208	\$0	\$288,208	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$199,571	\$0	\$199,571	100.0	0
Vending Machine Operators	4542	\$5,549	\$0	\$5,549	100.0	0
Direct Selling Establishments	4543	\$83,088	\$0	\$83,088	100.0	0
Food Services & Drinking Places	722	\$1,563,690	\$480,293	\$1,083,397	53.0	1
Special Food Services	7223	\$26,393	\$0	\$26,393	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$55,923	\$0	\$55,923	100.0	0
Restaurants/Other Eating Places	7225	\$1,481,374	\$480,293	\$1,001,081	51.0	1

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>

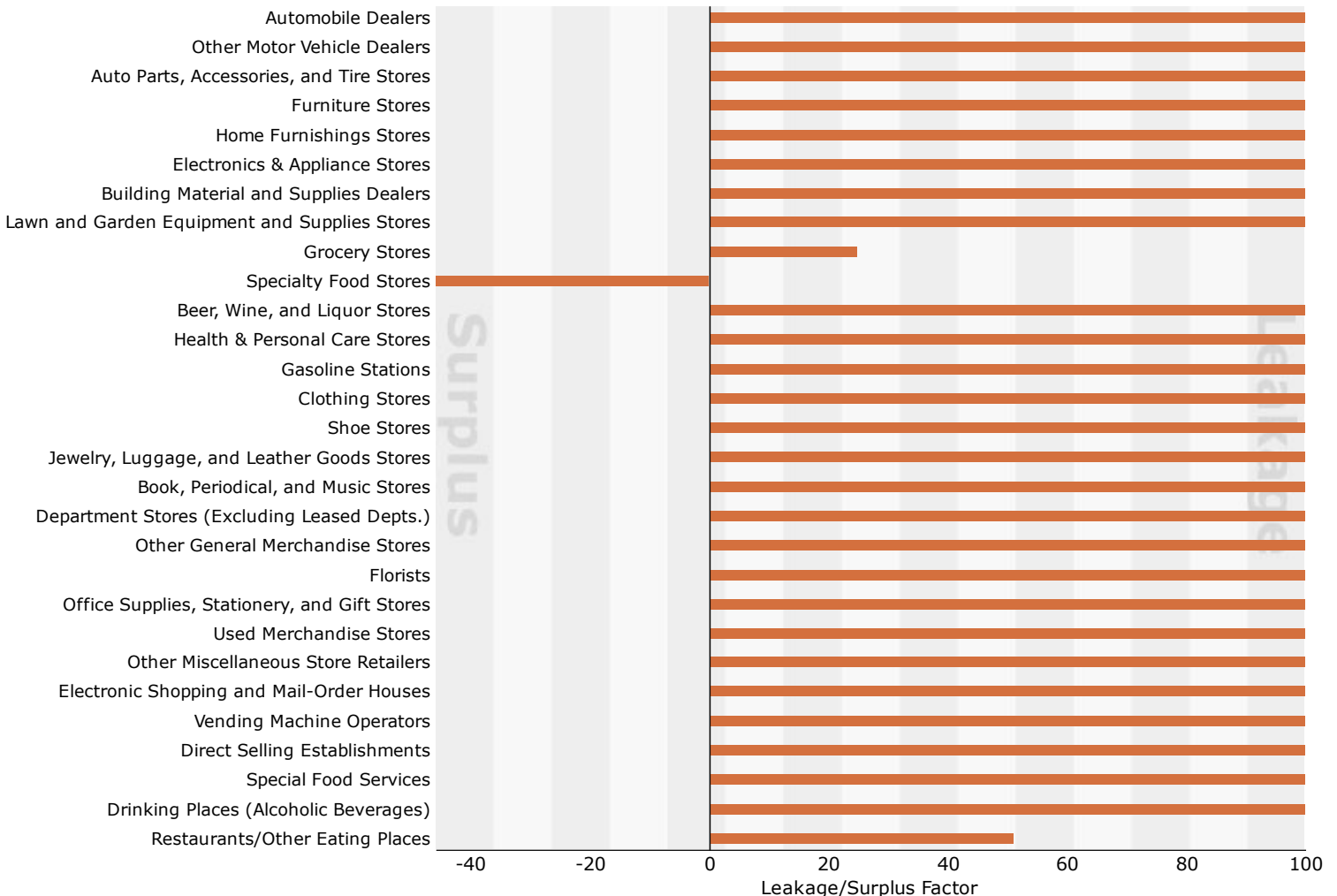
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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