



# Retail MarketPlace Profile

Mount Rainier city, MD (2454275)

Geography: Place

## Summary Demographics

2015 Population	8,115
2015 Households	3,326
2015 Median Disposable Income	\$36,846
2015 Per Capita Income	\$23,052

## 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	\$101,424,411	\$79,611,239	\$21,813,172	12.0	57
Total Retail Trade	44-45	\$91,496,618	\$72,306,336	\$19,190,282	11.7	37
Total Food & Drink	722	\$9,927,793	\$7,304,903	\$2,622,890	15.2	20

## Industry Group

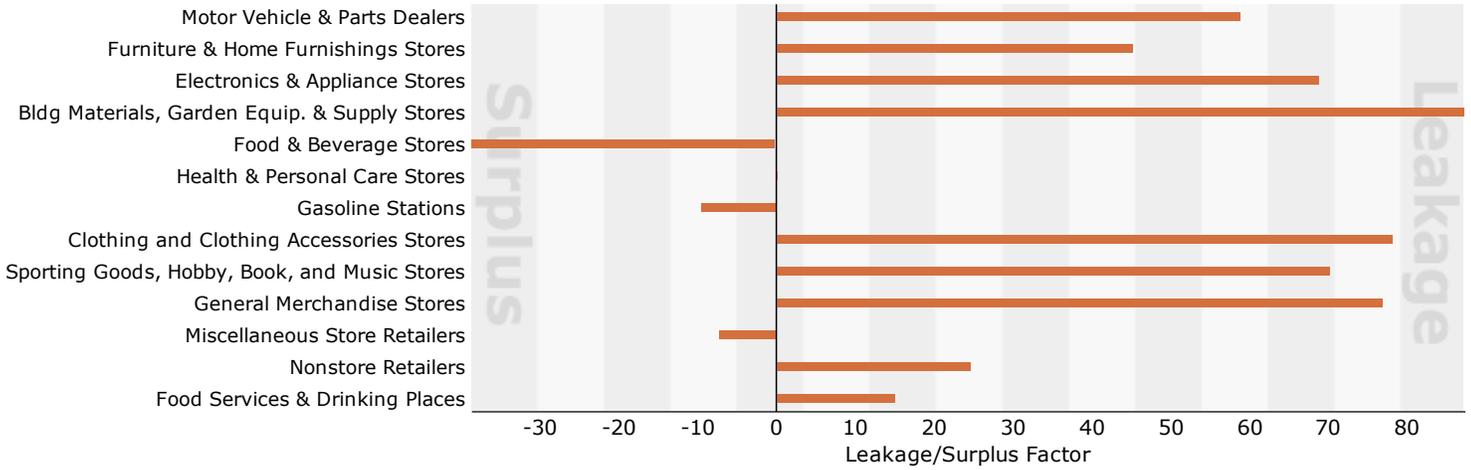
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,848,196	\$5,126,404	\$14,721,792	58.9	4
Automobile Dealers	4411	\$16,788,439	\$3,165,936	\$13,622,503	68.3	2
Other Motor Vehicle Dealers	4412	\$1,961,447	\$922,051	\$1,039,396	36.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,098,310	\$1,038,417	\$59,893	2.8	1
Furniture & Home Furnishings Stores	442	\$2,776,096	\$1,045,734	\$1,730,362	45.3	2
Furniture Stores	4421	\$1,744,213	\$1,045,734	\$698,479	25.0	2
Home Furnishings Stores	4422	\$1,031,883	\$0	\$1,031,883	100.0	0
Electronics & Appliance Stores	443	\$5,416,239	\$994,986	\$4,421,253	69.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,750,224	\$252,977	\$3,497,247	87.4	1
Bldg Material & Supplies Dealers	4441	\$3,408,976	\$252,977	\$3,155,999	86.2	1
Lawn & Garden Equip & Supply Stores	4442	\$341,248	\$0	\$341,248	100.0	0
Food & Beverage Stores	445	\$19,611,545	\$44,384,871	-\$24,773,326	-38.7	10
Grocery Stores	4451	\$16,871,685	\$31,747,986	-\$14,876,301	-30.6	6
Specialty Food Stores	4452	\$1,112,951	\$0	\$1,112,951	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,626,909	\$12,636,885	-\$11,009,976	-77.2	4
Health & Personal Care Stores	446,4461	\$4,932,355	\$4,910,477	\$21,878	0.2	3
Gasoline Stations	447,4471	\$5,476,995	\$6,646,457	-\$1,169,462	-9.6	2
Clothing & Clothing Accessories Stores	448	\$6,228,429	\$758,812	\$5,469,617	78.3	2
Clothing Stores	4481	\$4,435,622	\$224,856	\$4,210,766	90.4	1
Shoe Stores	4482	\$808,744	\$533,956	\$274,788	20.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$984,063	\$0	\$984,063	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,671,351	\$461,903	\$2,209,448	70.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,086,165	\$461,903	\$1,624,262	63.7	1
Book, Periodical & Music Stores	4512	\$585,186	\$0	\$585,186	100.0	0
General Merchandise Stores	452	\$14,603,066	\$1,896,114	\$12,706,952	77.0	4
Department Stores Excluding Leased Depts.	4521	\$10,708,643	\$0	\$10,708,643	100.0	0
Other General Merchandise Stores	4529	\$3,894,423	\$1,896,114	\$1,998,309	34.5	4
Miscellaneous Store Retailers	453	\$3,764,480	\$4,369,544	-\$605,064	-7.4	6
Florists	4531	\$101,950	\$0	\$101,950	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$750,750	\$103,258	\$647,492	75.8	2
Used Merchandise Stores	4533	\$495,700	\$0	\$495,700	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,416,080	\$4,266,286	-\$1,850,206	-27.7	4
Nonstore Retailers	454	\$2,417,642	\$1,458,057	\$959,585	24.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,137,249	\$1,458,057	-\$320,808	-12.4	1
Vending Machine Operators	4542	\$216,404	\$0	\$216,404	100.0	0
Direct Selling Establishments	4543	\$1,063,989	\$0	\$1,063,989	100.0	0
Food Services & Drinking Places	722	\$9,927,793	\$7,304,903	\$2,622,890	15.2	20
Full-Service Restaurants	7221	\$5,385,748	\$2,945,769	\$2,439,979	29.3	11
Limited-Service Eating Places	7222	\$4,112,194	\$3,996,653	\$115,541	1.4	7
Special Food Services	7223	\$220,990	\$0	\$220,990	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$208,861	\$362,481	-\$153,620	-26.9	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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

