



Retail MarketPlace Profile

Surprise City, AZ
 Surprise City, AZ (0471510)
 Geography: Place

Prepared by Esri

Summary Demographics

2015 Population	127,233
2015 Households	46,320
2015 Median Disposable Income	\$48,052
2015 Per Capita Income	\$25,214

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	\$1,740,612,089	\$1,448,580,804	\$292,031,285	9.2	499
Total Retail Trade	44-45	\$1,568,846,247	\$1,301,670,150	\$267,176,097	9.3	333
Total Food & Drink	722	\$171,765,842	\$146,910,654	\$24,855,188	7.8	166

Industry Group

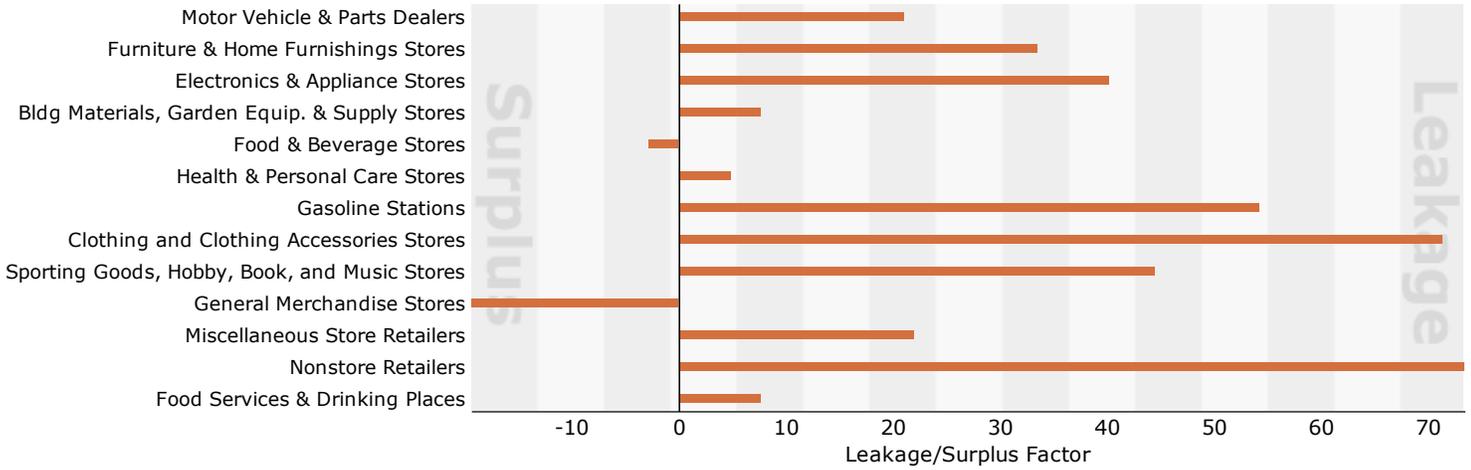
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$373,567,882	\$243,495,690	\$130,072,192	21.1	38
Automobile Dealers	4411	\$301,358,722	\$183,123,831	\$118,234,891	24.4	13
Other Motor Vehicle Dealers	4412	\$46,195,801	\$47,725,437	-\$1,529,636	-1.6	11
Auto Parts, Accessories & Tire Stores	4413	\$26,013,359	\$12,646,422	\$13,366,937	34.6	14
Furniture & Home Furnishings Stores	442	\$47,017,514	\$23,366,568	\$23,650,946	33.6	29
Furniture Stores	4421	\$29,365,792	\$10,451,182	\$18,914,610	47.5	15
Home Furnishings Stores	4422	\$17,651,722	\$12,915,386	\$4,736,336	15.5	14
Electronics & Appliance Stores	443	\$84,394,323	\$35,878,050	\$48,516,273	40.3	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$78,031,346	\$66,716,916	\$11,314,430	7.8	55
Bldg Material & Supplies Dealers	4441	\$73,193,370	\$58,393,423	\$14,799,947	11.2	47
Lawn & Garden Equip & Supply Stores	4442	\$4,837,976	\$8,323,493	-\$3,485,517	-26.5	8
Food & Beverage Stores	445	\$263,414,987	\$279,135,839	-\$15,720,852	-2.9	30
Grocery Stores	4451	\$242,497,812	\$267,066,175	-\$24,568,363	-4.8	20
Specialty Food Stores	4452	\$16,459,873	\$12,069,664	\$4,390,209	15.4	10
Beer, Wine & Liquor Stores	4453	\$4,457,302	\$0	\$4,457,302	100.0	0
Health & Personal Care Stores	446,4461	\$76,767,302	\$69,597,678	\$7,169,624	4.9	40
Gasoline Stations	447,4471	\$103,252,523	\$30,607,078	\$72,645,445	54.3	8
Clothing & Clothing Accessories Stores	448	\$74,828,247	\$12,447,098	\$62,381,149	71.5	24
Clothing Stores	4481	\$50,270,324	\$7,879,127	\$42,391,197	72.9	16
Shoe Stores	4482	\$8,073,309	\$2,446,144	\$5,627,165	53.5	4
Jewelry, Luggage & Leather Goods Stores	4483	\$16,484,614	\$2,121,827	\$14,362,787	77.2	4
Sporting Goods, Hobby, Book & Music Stores	451	\$40,572,324	\$15,592,406	\$24,979,918	44.5	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,422,905	\$11,237,265	\$22,185,640	49.7	15
Book, Periodical & Music Stores	4512	\$7,149,419	\$4,355,141	\$2,794,278	24.3	3
General Merchandise Stores	452	\$319,937,732	\$473,703,151	-\$153,765,419	-19.4	20
Department Stores Excluding Leased Depts.	4521	\$235,517,433	\$379,026,247	-\$143,508,814	-23.4	11
Other General Merchandise Stores	4529	\$84,420,299	\$94,676,904	-\$10,256,605	-5.7	9
Miscellaneous Store Retailers	453	\$71,646,934	\$45,730,955	\$25,915,979	22.1	55
Florists	4531	\$2,446,423	\$807,085	\$1,639,338	50.4	5
Office Supplies, Stationery & Gift Stores	4532	\$17,153,543	\$6,254,527	\$10,899,016	46.6	11
Used Merchandise Stores	4533	\$6,804,957	\$4,091,694	\$2,713,263	24.9	7
Other Miscellaneous Store Retailers	4539	\$45,242,011	\$34,577,649	\$10,664,362	13.4	32
Nonstore Retailers	454	\$35,415,133	\$5,398,721	\$30,016,412	73.5	4
Electronic Shopping & Mail-Order Houses	4541	\$25,026,272	\$5,193,974	\$19,832,298	65.6	3
Vending Machine Operators	4542	\$4,020,370	\$204,747	\$3,815,623	90.3	1
Direct Selling Establishments	4543	\$6,368,491	\$0	\$6,368,491	100.0	0
Food Services & Drinking Places	722	\$171,765,842	\$146,910,654	\$24,855,188	7.8	166
Full-Service Restaurants	7221	\$96,433,782	\$61,256,086	\$35,177,696	22.3	86
Limited-Service Eating Places	7222	\$69,673,223	\$83,668,469	-\$13,995,246	-9.1	74
Special Food Services	7223	\$2,199,389	\$455,085	\$1,744,304	65.7	3
Drinking Places - Alcoholic Beverages	7224	\$3,459,448	\$1,531,014	\$1,928,434	38.6	3

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

