

South Lake 310 S Lake Ave, Pasadena, California, 91101 Ring: 1 mile radius

Latitude: 34.14046 Longitude: -118.13223

Prepared by Esri

Summary Demographics						
2018 Population						32,119
2018 Households						16,851
2018 Median Disposable Income						\$59,089
2018 Per Capita Income						\$56,242
·	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
2017 Industry Summary		(Retail Potential)	(Retail Sales)	•	Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$794,274,990		-\$5,071,235,713	-76.1	619
Total Retail Trade	44-45	\$711,226,634		-\$4,943,116,197	-77.7	402
Total Food & Drink	722	\$83,048,356	\$211,167,871	-\$128,119,515	-43.5	218
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
2017 Industry Group		(Retail Potential)	(Retail Sales)	•	Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$145,982,931	\$69,258,507	\$76,724,424	35.6	14
Automobile Dealers	4411	\$116,460,527	\$58,423,623	\$58,036,904	33.2	5
Other Motor Vehicle Dealers	4412	\$17,037,776	\$1,186,940	\$15,850,836	87.0	2
Auto Parts, Accessories & Tire Stores	4413	\$12,484,628	\$9,647,943	\$2,836,685	12.8	7
Furniture & Home Furnishings Stores	442	\$26,231,533	\$44,257,920	-\$18,026,387	-25.6	31
Furniture Stores	4421	\$14,503,818	\$22,191,741	-\$7,687,923	-21.0	17
Home Furnishings Stores	4422	\$11,727,715	\$22,066,179	-\$10,338,464	-30.6	14
Electronics & Appliance Stores	443	\$25,930,143	\$39,522,903	-\$13,592,760	-20.8	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,051,390	\$14,045,057	\$22,006,333	43.9	21
Bldg Material & Supplies Dealers	4441	\$33,504,895	\$12,815,693	\$20,689,202	44.7	19
Lawn & Garden Equip & Supply Stores	4442	\$2,546,495	\$1,229,364	\$1,317,131	34.9	2
Food & Beverage Stores	445	\$119,264,160	\$113,858,581	\$5,405,579	2.3	34
Grocery Stores	4451	\$101,629,738	\$99,865,685	\$1,764,053	0.9	12
Specialty Food Stores	4452	\$8,460,055	\$6,577,748	\$1,882,307	12.5	15
Beer, Wine & Liquor Stores	4453	\$9,174,366	\$7,415,148	\$1,759,218	10.6	7
Health & Personal Care Stores	446,4461	\$47,402,342	\$47,340,657	\$61,685	0.1	29
Gasoline Stations	447,4471	\$63,077,951	\$50,127,474	\$12,950,477	11.4	10
Clothing & Clothing Accessories Stores	448	\$54,195,270	\$89,168,227	-\$34,972,957	-24.4	74
Clothing Stores	4481	\$38,520,705	\$57,548,882	-\$19,028,177	-19.8	52
Shoe Stores	4482	\$6,617,416	\$13,714,858	-\$7,097,442	-34.9	6
Jewelry, Luggage & Leather Goods Stores	4483	\$9,057,148	\$17,904,487	-\$8,847,339	-32.8	16
Sporting Goods, Hobby, Book & Music Stores	451	\$23,125,743	\$23,046,402	\$79,341	0.2	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,716,731	\$13,227,162	\$6,489,569	19.7	15
Book, Periodical & Music Stores	4512	\$3,409,012	\$9,819,240	-\$6,410,228	-48.5	12
General Merchandise Stores	452	\$122,442,813	\$143,856,414	-\$21,413,601	-8.0	12
Department Stores Excluding Leased Depts.	4521	\$73,409,345	\$134,235,374	-\$60,826,029	-29.3	6
Other General Merchandise Stores	4529	\$49,033,469	\$9,621,040	\$39,412,429	67.2	6
Miscellaneous Store Retailers	453	\$26,560,582	\$57,711,483	-\$31,150,901	-37.0	85
Florists	4531	\$1,146,834	\$5,649,416	-\$4,502,582	-66.3	7
Office Supplies, Stationery & Gift Stores	4532	\$6,164,674	\$20,337,620	-\$14,172,946	-53.5	16
Used Merchandise Stores	4533	\$2,960,695	\$5,736,546	-\$2,775,851	-31.9	22
Other Miscellaneous Store Retailers	4539	\$16,288,378	\$25,987,902	-\$9,699,524	-22.9	39
Nonstore Retailers	454	\$20,961,777		-\$4,941,187,430	-99.2	53
Electronic Shopping & Mail-Order Houses	4541	\$18,390,017		-\$4,943,186,510	-99.3	52
Vending Machine Operators	4542	\$332,205	\$0	\$332,205	100.0	0
Direct Selling Establishments	4543	\$2,239,555	\$572,680	\$1,666,875	59.3	1
Food Services & Drinking Places	722	\$83,048,356	\$211,167,871	-\$128,119,515	-43.5	218
Special Food Services	7223	\$1,648,241	\$797,008	\$851,233	34.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,903,511	\$3,637,299	-\$1,733,788	-31.3	4
Restaurants/Other Eating Places	7225	\$79,496,604	\$206,733,565	-\$127,236,961	-44.5	210

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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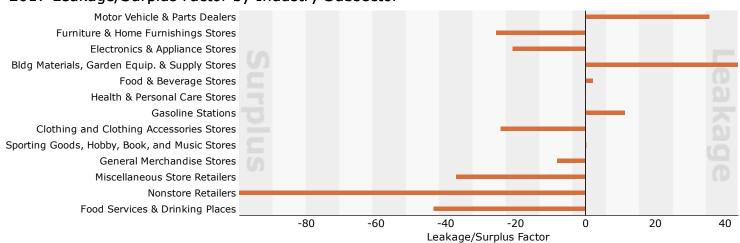
February 27, 2019



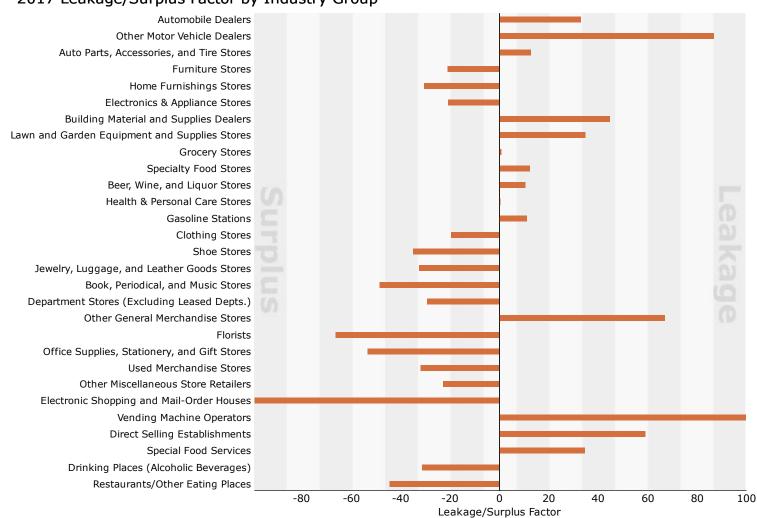
South Lake 310 S Lake Ave, Pasadena, California, 91101 Ring: 1 mile radius Prepared by Esri Latitude: 34.14046

Longitude: -118.13223

### 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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South Lake 310 S Lake Ave, Pasadena, California, 91101 Ring: 3 mile radius Prepared by Esri Latitude: 34.14046

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Summary Demographics						
2018 Population						207,862
2018 Households						81,608
2018 Median Disposable Income						\$65,275
2018 Per Capita Income						\$49,188
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
2017 Industry Summary		(Retail Potential)	(Retail Sales)	·	Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,280,561,628		-\$3,813,852,057	-30.8	1,913
Total Retail Trade	44-45	\$3,844,565,927		-\$3,755,443,327	-32.8	1,268
Total Food & Drink	722	\$435,995,702	\$494,404,431	-\$58,408,729	-6.3	645
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
2017 Industry Group		(Retail Potential)	(Retail Sales)	•	Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$778,064,880	\$430,384,582	\$347,680,298	28.8	8!
Automobile Dealers	4411	\$615,616,320	\$392,517,729	\$223,098,591	22.1	3
Other Motor Vehicle Dealers	4412	\$93,356,634	\$11,415,425	\$81,941,209	78.2	
Auto Parts, Accessories & Tire Stores	4413	\$69,091,926	\$26,451,428	\$42,640,498	44.6	4
Furniture & Home Furnishings Stores	442	\$144,609,183	\$141,661,392	\$2,947,791	1.0	8
Furniture Stores	4421	\$76,087,009	\$78,865,816	-\$2,778,807	-1.8	4
Home Furnishings Stores	4422	\$68,522,175	\$62,795,576	\$5,726,599	4.4	4
Electronics & Appliance Stores	443	\$144,169,368	\$147,671,215	-\$3,501,847	-1.2	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$226,891,192	\$79,704,268	\$147,186,924	48.0	8
Bldg Material & Supplies Dealers	4441	\$210,768,059	\$72,396,063	\$138,371,996	48.9	6
Lawn & Garden Equip & Supply Stores	4442	\$16,123,133	\$7,308,205	\$8,814,928	37.6	1
Food & Beverage Stores	445	\$629,105,980	\$584,503,355	\$44,602,625	3.7	14
Grocery Stores	4451	\$535,923,463	\$540,986,513	-\$5,063,050	-0.5	(
Specialty Food Stores	4452	\$44,413,394	\$22,483,734	\$21,929,660	32.8	2
Beer, Wine & Liquor Stores	4453	\$48,769,123	\$21,033,108	\$27,736,015	39.7	2
Health & Personal Care Stores	446,4461	\$263,212,006		\$82,594,507	18.6	10
Gasoline Stations	447,4471		\$180,617,499		16.1	10
	447,4471	\$329,494,018	\$238,088,473	\$91,405,545	8.3	
Clathing & Clothing Accessories Stores		\$292,896,439	\$247,928,734	\$44,967,705		20
Clothing Stores	4481	\$207,060,308	\$186,103,417	\$20,956,891	5.3	1:
Shoe Stores	4482	\$35,134,047	\$23,791,053	\$11,342,994	19.2	
Jewelry, Luggage & Leather Goods Stores	4483	\$50,702,085	\$38,034,264	\$12,667,821	14.3	
Sporting Goods, Hobby, Book & Music Stores	451	\$125,405,959	\$76,259,692	\$49,146,267	24.4	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$107,870,967	\$55,272,343	\$52,598,624	32.2	
Book, Periodical & Music Stores	4512	\$17,534,992	\$20,987,348	-\$3,452,356	-9.0	
General Merchandise Stores	452	\$649,857,067	\$216,415,324	\$433,441,743	50.0	:
Department Stores Excluding Leased Depts.	4521	\$392,541,035	\$154,544,425	\$237,996,610	43.5	
Other General Merchandise Stores	4529	\$257,316,032	\$61,870,899	\$195,445,133	61.2	;
Miscellaneous Store Retailers	453	\$143,185,239	\$128,382,966	\$14,802,273	5.5	20
Florists	4531	\$7,595,058	\$11,715,227	-\$4,120,169	-21.3	
Office Supplies, Stationery & Gift Stores	4532	\$33,386,407	\$37,022,121	-\$3,635,714	-5.2	(
Used Merchandise Stores	4533	\$15,748,199	\$14,994,485	\$753,714	2.5	!
Other Miscellaneous Store Retailers	4539	\$86,455,576	\$64,651,134	\$21,804,442	14.4	11
Nonstore Retailers	454	\$117,674,596		-\$5,010,717,158	-95.5	6
Electronic Shopping & Mail-Order Houses	4541	\$100,462,079		-\$5,023,007,823	-96.2	!
Vending Machine Operators	4542	\$1,742,708	\$0	\$1,742,708	100.0	
Direct Selling Establishments	4543	\$15,469,810	\$4,921,852	\$10,547,958	51.7	
Food Services & Drinking Places	722	\$435,995,702	\$494,404,431	-\$58,408,729	-6.3	64
Special Food Services	7223	\$8,799,076	\$16,376,585	-\$7,577,509	-30.1	1
Drinking Places - Alcoholic Beverages	7224	\$9,785,275	\$7,014,681	\$2,770,594	16.5	1
Restaurants/Other Eating Places	7225	\$417,411,351	\$471,013,164	-\$53,601,813	-6.0	61

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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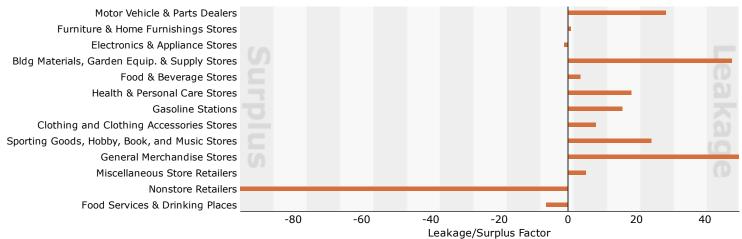
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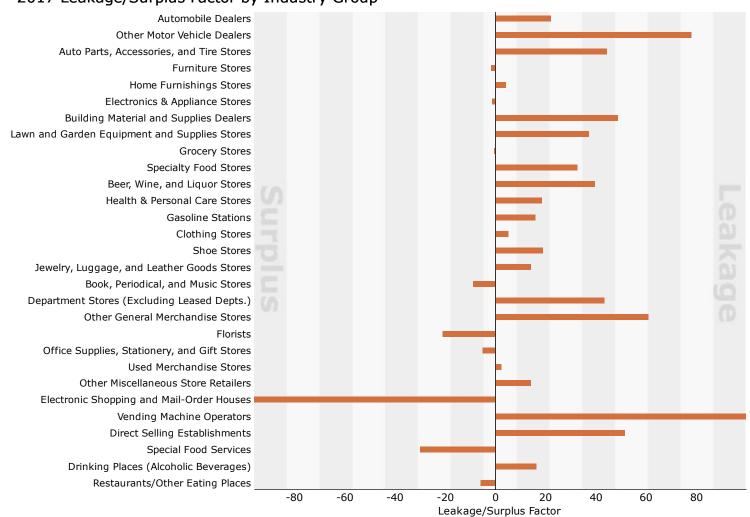
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#### 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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South Lake 310 S Lake Ave, Pasadena, California, 91101 Ring: 5 mile radius Prepared by Esri Latitude: 34.14046

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2018 Population	Summary Demographics						
2018 Median Disposable Income   NAICS   Demand   Supply   Retail Gap   Cleakage/Surplus   S189,839   2017 Industry Summary   (Retail Disential)   (Retail Soles)   (Retail Sol							559,873
Section   Part	2018 Households						198,565
Total Retail Trade and Food & Drink	2018 Median Disposable Income						\$58,939
Total Retail Trade and Food & Drink	2018 Per Capita Income						\$38,968
Total Retail Trade and Food & Drink		NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Total Retail Trade   44-45   \$8,247,927,855   \$11,169,237,570   \$2,296,209,985   -15,1   3,275   20   1,450   2017 Industry Group   NAICS   Name	2017 Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Food & Drink	Total Retail Trade and Food & Drink	44-45,722	\$9,171,471,604		-\$2,961,847,808	-13.9	4,209
Total Food 8. Drink	Total Retail Trade	44-45				-15.1	2,758
Motor Vehicle & Parts Dealers	Total Food & Drink	722				-1.9	1,450
Motor Vehicle & Parts Dealers		NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Automobile Dealers 4411 \$1,304,812,811 \$1,215,536,279 \$89,276,532 3.5 70 Other Motor Vehicle Dealers 4412 \$198,791,630 \$34,214,360 \$164,577,270 70.6 127 Auto Parts, Accessories & Tire Stores 4413 \$148,968,225 \$60,266,515 \$88,701,710 42.4 86 Furniture & Home Furnishings Stores 442 \$316,083,923 \$113,599,555 \$89,701,710 42.4 86 Furniture Stores 4421 \$161,083,923 \$113,599,555 \$84,74,843,68 17.3 82 Home Furnishings Stores 4422 \$147,677,995 \$118,588,468 \$29,089,572 10.9 86 Electronics & Appliance Stores 443 \$310,992,712 \$267,188,170 \$43,809,542 7.6 1522 Bldg Materials, Garden Equip, & Supply Stores 444 \$489,404,740 \$185,704,706 \$303,700,034 45.0 186 Bldg Materials, Supplies Dealers 4441 \$455,65,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip, & Supply Stores 4442 \$34,039,373 \$17,714,590 \$15,247,83 31.5 35 Food & Beverage Stores 445 \$1,3152,713,840 \$1,381,771,459 \$15,247,83 31.5 35 Grocey, Stores 4451 \$1,152,738,480 \$1,281,514,545 \$12,287,75,974 \$5.3 1775 Specialty Food Stores 4453 \$104,075,791 \$55,769,428 \$38,848,509 25.5 121 Beer, Wine & Liquor Stores 445, \$15,04,075,919 \$43,288,291 \$1,282,775,974 \$5.3 175 Specialty Food Stores 445, \$10,075,919 \$378,539,771 \$185,640,179 \$19,9 288 Gasoline Stations 446,4461 \$567,179,950 \$378,539,771 \$185,640,179 \$19,9 288 Gasoline Stations 447,4471 \$707,840,793 \$556,769,428 \$38,848,509 25.5 121 Clothing & Clothing & Coesting & Ade,4461 \$445,227,273 \$379,978,20 \$455,229,453 7.9 304 Clothing & Clothing & Coesting & Ade,4461 \$445,227,273 \$379,979,820 \$455,229,453 7.9 304 Clothing & Clothing & Coesting & Ade,4461 \$445,227,273 \$379,979,820 \$455,229,453 7.9 304 Clothing & Clothing & Coesting & Ade,4461 \$367,179,950 \$378,539,771 \$145,104,016 11.4 400 Clothing & Clothing & Coesting & Ade,4461 \$3445,227,273 \$379,979,820 \$455,229,453 7.9 304 Clothing & Coesting & Ade,4461 \$3445,227,273 \$379,979,820 \$455,229,453 7.9 304 Clothing & Coesting & Ade,4461 \$3445,227,273 \$379,979,820 \$455,229,453 7.9 304 Clothing & Coesting & Ade,4461 \$343,344,344 \$3445,227,273 \$379,979,820 \$455,229,453 7.9	2017 Industry Group		(Retail Potential)	(Retail Sales)	_	Factor	Businesses
Automobile Dealers 4411 \$1,304,812,811 \$1,215,356,279 \$89,276,532 3.5 70 Other Motor Vehicle Dealers 4412 \$198,791,630 \$34,214,360 \$164,577,270 70.6 127 Auto Parts, Accessories & Tire Stores 4413 \$189,668,225 \$60,266,515 \$88,701,710 42.4 86 Furniture & Home Furnishings Stores 442 \$316,083,923 \$113,599,555 \$123,80,23 \$75,573,894 14.2 168 Furniture Stores 4421 \$161,083,923 \$113,599,555 \$10,9 86 Electronics & Appliance Stores 442 \$147,677,995 \$118,588,468 \$29,089,577 10.9 86 Electronics & Appliance Stores 443 \$310,992,712 \$25,671,831,70 \$45,0 10.9 86 Electronics & Appliance Stores 444 \$489,404,740 \$185,704,706 \$303,700,034 45.0 186 Bldg Material & Supplies Dealers 4441 \$455,655,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip, & Supply Stores 4442 \$455,655,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip & Supply Stores 4445 \$13,152,713,436 \$1,381,572,173 \$15,247,83 31.5 35 Food & Beverage Stores 4451 \$1,152,713,840 \$1,381,572,173 \$29,157,837 -1.1 358 Grocey Stores 4451 \$1,152,713,840 \$1,281,514,454 \$12,877,594 5-5 127 Beer, Wine & Liquor Stores 445,3 \$10,067,919 \$45,288,291 \$1,287,75,974 5-5 127 Beer, Wine & Liquor Stores 445,3 \$10,067,919 \$45,288,291 \$1,287,75,974 5-5 3 175 Specialty Food Stores 445,451 \$1,152,779,990 \$378,539,771 \$188,640,179 19.9 288 Gasoline Stations 447,4471 \$707,840,793 \$567,679,428 \$38,948,509 25.5 121 Health & Personal Care Stores 448 \$622,235,302 \$503,855,444 \$15,104,016 11.4 109 Clothing & Cloth	Motor Vehicle & Parts Dealers	441	\$1,652,572,666	\$1,310,017,154	\$342,555,512	11.6	173
Other Motor Vehicle Dealers Auto Parts, Accessories & Tire Stores 4413 \$148,968,225 \$402,665,136 Furniture & Home Furnishings Stores 442 \$130,876,1917 \$232,188,023 \$76,573,894 \$14.2 \$168 Furniture & Home Furnishings Stores 4421 \$161,083,923 \$113,599,555 \$417,677,995 \$115,588,468 \$29,089,527 \$10.9 \$86 Electronics & Appliance Stores 4432 \$131,0992,712 \$267,183,170 \$43,809,542 \$7.6 \$152 Blidg Materials, Gardnef Equip, & Supply Stores 444 \$430,93,737 \$118,5708,799,115 \$287,375,273 \$41,809,542 \$46.1 \$151 \$1.2 wa & Gardnef Equip & Supply Stores 445 \$1,352,414,336 \$1,281,574,273 \$47,809,547 \$11,133,583 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,281,514,544 \$41,039,373 \$41,039,374 \$41,049,374	Automobile Dealers	4411		\$1,215,536,279	\$89,276,532	3.5	70
Furniture & Home Furnishings Stores 442 \$308,761,917 \$232,188,023 \$76,573.894 14.2 168 Furniture Stores 4421 \$161,083,923 \$113,599,555 \$47,484,368 17.3 82 Furniture Stores 4422 \$147,677,995 \$115,588,468 \$29,089,527 10.9 86 Electronics & Appliance Stores 443 \$310,992,712 \$267,183,170 \$43,809,542 7.6 152 Blidg Materials & Supplies Dealers 444 \$49,404,740 \$185,704,706 \$303,700,034 45.0 186 Blidg Materials & Supplies Dealers 4441 \$455,365,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip & Supply Stores 4442 \$34,039,373 \$17,714,590 \$16,324,783 31.5 35 Food & Beverage Stores 445 \$1,352,414,336 \$1,381,572,173 \$29,157,837 \$1.1 358 Grocery Stores 4451 \$1,152,738,480 \$1,281,514,454 \$128,775,974 \$5.5,679,485 \$18,869 \$25.5 121 Beer, Wine & Liquor Stores 4452 \$95,617,937 \$55,679,485 \$18,860,92 \$5.5 121 Beer, Wine & Liquor Stores 446,461 \$567,779,590 \$378,539,771 \$18,600,179 \$19,9 288 Gasoline Stations 447,4471 \$707,840,793 \$562,736,777 \$145,104,016 11.4 109 Clothing & Clothing Accessories Stores 448 \$629,235,302 \$503,855,424 \$125,379,878 11.1 440 Clothing Stores 5448 \$629,235,302 \$503,855,424 \$125,379,878 11.1 440 Clothing Stores 5448 \$648,227,273 \$379,978 \$15,670,945 \$7.9 304 Shoe Stores 4482 \$75,379,796 \$51,896,342 \$23,483,454 18.5 50 Jewelry, Luggage & Leather Goods Stores 4483 \$108,628,233 \$71,961,62 \$35,666,971 \$2.03 86 Sporting Goods, Hobby, Book & Music Stores 451 \$226,916,666 \$152,722,299 \$117,193,767 \$7.7 187 Sporting Goods, Hobby, Book & Music Stores 452 \$13,395,341,62 \$77,600,0149 \$619,341,113 \$83,049,98 4.3 466 General Merchandise Stores 452 \$13,395,341,62 \$77,600,0149 \$619,341,113 \$83,069,42 \$23,483,454 \$18.5 50 Department Stores Excluding Leased Depts. 4521 \$843,534,044 \$480,265,671 \$20,33 \$36,689,98 4.3 46 General Merchandise Stores 452 \$13,395,341,62 \$77,600,0149 \$619,341,113 \$83,069,498 \$4.3 466 General Merchandise Stores 4531 \$16,014,014 \$19,014,014 \$11,019 \$10,014,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$10,014 \$	Other Motor Vehicle Dealers	4412	\$198,791,630	\$34,214,360	\$164,577,270	70.6	17
Furniture & Home Furnishings Stores 442 \$308,761,917 \$232,188,023 \$76,573,894 14.2 168 Furniture Stores 4421 \$161,083,923 \$113,599,555 \$47,484,368 17.3 82 Home Furnishings Stores 4422 \$147,677,995 \$118,588,458 \$29,089,527 10.9 86 Electronics & Appliance Stores 443 \$310,992,712 \$267,183,170 \$43,809,542 7.6 152 Bldg Materials & Supplies Dealers 444 \$489,040,740 \$303,700,034 45.0 186 Bldg Material & Supplies Dealers 4441 \$455,365,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip & Supply Stores 4442 \$34,039,373 \$17,714,590 \$16,324,783 31.5 35 Food & Beverage Stores 445 \$1,352,414,336 \$1,381,572,173 \$29,157,837 \$1.1 358 Grocery Stores 4451 \$1,152,738,480 \$1,281,514,454 \$128,775,974 \$-5.3 175 Specialty Food Stores 4452 \$95,617,937 \$56,769,482 \$38,848,509 \$25.5 121 Beer, Wine & Liquor Stores 4453 \$104,057,919 \$43,288,291 \$60,796,628 \$41.2 62 Health & Personal Care Stores 446,461 \$567,179,950 \$378,539,771 \$188,640,179 \$19,9 288 Gasoline Stations 447,4471 \$707,840,793 \$562,736,777 \$145,104,016 11.4 109 Clothing & Clothing Accessories Stores 448 \$629,235,302 \$503,855,424 \$125,379,878 11.1 440 Clothing Stores 5481 \$482,272,73 \$379,997,843,843,454 18.5 50 Shoe Stores 4482 \$75,379,796 \$51,896,342 \$23,483,454 18.5 50 Spering Goods, Hobby, Book & Music Stores 451 \$22,604,690 \$118,475,881 \$11,128,809 32.5 141 Book, Periodicia & Music Stores 452 \$1,395,341,622 \$77,600,149 \$61,341,112,809 32.5 141 Book, Periodicia & Music Stores 452 \$1,395,341,622 \$77,600,149 \$61,934,1113 8.5 99 Department Stores Excluding Leased Depts. 4521 \$833,544,046 \$18,475,881 \$11,128,809 32.5 141 Book, Periodicia & Music Stores 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Other General Merchandise Stores 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Popular Merchandise Stores 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Popular Merchandise Stores 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Popular Merchandise Stores 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Popular Merchandise Stores 453 \$305,701,429 \$249,022,633	Auto Parts, Accessories & Tire Stores	4413	\$148,968,225	\$60,266,515	\$88,701,710	42.4	86
Furniture Stores	Furniture & Home Furnishings Stores	442		\$232,188,023	\$76,573,894	14.2	168
Electronics & Appliance Stores	_	4421	\$161,083,923	\$113,599,555	\$47,484,368	17.3	82
Electronics & Appliance Stores	Home Furnishings Stores	4422	\$147,677,995	\$118,588,468	\$29,089,527	10.9	86
Bidg Materials, Garden Equip, & Supply Stores Bidg Material & Supplies Dealers A441 \$455,365,368 \$167,990,115 \$287,375,253 46.1 151 Lawn & Garden Equip & Supply Stores A442 \$34,039,373 \$17,714,590 \$16,324,783 31.5 35 Food & Beverage Stores A445 \$1,352,414,336 \$1,381,572,173 \$29,157,837 \$1.1 358 Grocery Stores A451 \$1,152,738,480 \$1,281,514,454 \$128,775,974 \$5.3 175 Specialty Food Stores A452 \$95,617,937 \$56,769,428 \$38,848,509 25.5 121 Beer, Wine & Liquor Stores A453 \$104,057,919 \$43,288,291 \$60,769,628 41.2 62 Health & Personal Care Stores A46,461 \$567,179,950 \$378,539,771 \$188,640,179 19.9 288 Gasoline Stations A47,4471 \$707,840,793 \$562,736,777 \$145,104,016 11.4 109 Clothing & Clothing Accessories Stores A481 \$445,227,273 \$379,976 \$51,896,342 \$23,483,454 18.5 50 Jewelry, Luggage & Leather Goods Stores A482 \$75,379,796 \$51,896,342 \$23,483,454 18.5 50 Jewelry, Luggage & Leather Goods Stores A483 \$108,628,233 \$17,191,162 \$36,660,971 20.3 86 Sporting Goods,Hobby, Book & Music Stores A511 \$232,604,690 \$118,475,881 \$114,128,809 32.5 141 Book, Periodical & Music Stores A52 \$1,395,341,262 \$77,600,0149 \$619,341,113 28.5 99 Department Stores Excluding Leased Depts. 4521 \$434,534,140 \$480,265,679 \$363,268,725 27.4 36 Other General Merchandise Stores A52 \$1,395,341,262 \$77,600,0149 \$619,341,113 28.5 99 Department Stores Retailers A53 \$335,7006 \$229,734,70 \$256,072,389 30.2 63 Miscellaneous Store Retailers A53 \$305,701,429 \$295,734,470 \$256,072,389 30.2 63 Miscellaneous Store Retailers A53 \$305,701,429 \$297,734,470 \$256,072,389 30.2 63 Miscellaneous Store Retailers A53 \$305,7006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers A53 \$305,701,429 \$294,022,633 \$56,678,796 10.2 514 Florists B10,000,000,000,000,000,000,000,000,000,		443	\$310,992,712	\$267,183,170	\$43,809,542	7.6	152
Bidg Material & Supplies Dealers	* *	444				45.0	186
Lawn & Garden Equip & Supply Stores	Bldg Material & Supplies Dealers	4441		\$167,990,115			151
Food & Beverage Stores	Lawn & Garden Equip & Supply Stores	4442	\$34,039,373			31.5	35
Grocery Stores 4451 \$1,152,738,480 \$1,281,514,454 \$128,775,974 \$5.3 175 \$5.00 Stores 4452 \$95,617,937 \$5.00 \$7.00 \$25.5 121 \$2.00 \$1		445				-1.1	358
Specialty Food Stores         4452         \$95,617,937         \$56,769,428         \$38,848,509         25.5         121           Beer, Wine & Liquor Stores         4453         \$104,057,919         \$43,288,291         \$60,769,628         41.2         62           Health & Personal Care Stores         446,4461         \$567,179,950         \$378,539,771         \$188,640,179         19.9         288           Gasoline Stations         447,4471         \$707,840,793         \$562,736,777         \$145,104,016         11.4         109           Clothing & Clothing Accessories Stores         448         \$629,235,302         \$503,855,424         \$125,379,878         11.1         440           Clothing Stores         4481         \$445,227,273         \$379,997,820         \$65,229,453         7.9         304           Shoe Stores         4482         \$75,379,796         \$51,896,342         \$23,483,454         18.5         50           Jewelry, Lugage & Leather Goods Stores         4483         \$108,628,233         \$71,961,262         \$36,666,971         20.3         86           Sporting Goods, Hobby, Book & Music Stores         451         \$269,916,066         \$152,722,299         \$117,193,767         27.7         187           Sporting Goods/Hobby/Musical Instr Stores         4511 <td>Grocery Stores</td> <td>4451</td> <td>\$1,152,738,480</td> <td></td> <td></td> <td>-5.3</td> <td>175</td>	Grocery Stores	4451	\$1,152,738,480			-5.3	175
Health & Personal Care Stores	Specialty Food Stores	4452			\$38,848,509	25.5	121
Gasoline Stations 447,4471 \$707,840,793 \$562,736,777 \$145,104,016 11.4 109 Clothing & Clothing Accessories Stores 448 \$629,235,302 \$503,855,424 \$125,379,878 11.1 440 Clothing Stores 4481 \$445,227,273 \$379,9782 \$65,229,453 7.9 304 Shoe Stores 4482 \$75,379,796 \$51,896,342 \$23,483,454 18.5 50 Jewelry, Luggage & Leather Goods Stores 4483 \$108,628,233 \$71,961,262 \$36,666,971 20.3 86 Sporting Goods, Hobby, Book & Music Stores 451 \$269,916,066 \$152,722,299 \$117,193,767 27.7 187 Sporting Goods/Hobby/Musical Instr Stores 4511 \$232,604,690 \$118,475,881 \$114,128,809 32.5 141 Book, Periodical & Music Stores 4512 \$37,311,376 \$34,246,418 \$3,064,958 4.3 46 General Merchandise Stores 452 \$1,395,341,262 \$776,000,149 \$619,341,113 28.5 99 Department Stores Excluding Leased Depts. 4521 \$843,534,404 \$480,265,679 \$363,268,725 27.4 36 Miscellaneous Store Retailers 4531 \$16,103,065 \$19,606,738 \$52,504,723,89 30.2 63 Miscellaneous Store Retailers 4531 \$16,103,065 \$19,606,738 \$53,503,673 \$9.8 64 Office Supplies, Stationery & Gift Stores 4532 \$71,628,065 \$70,244,068 \$13,83,997 1.0 126 Used Merchandise Stores 4533 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4539 \$184,413,293 \$136,699,319 \$47,713,974 14.9 234 Nonstore Retailers 4531 \$215,820,731 \$51,696,695,291 \$4,916,128,880 \$90.0 Other Miscellaneous Store Retailers 4531 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4531 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4531 \$316,103,065 \$19,606,738 \$41,084,498 19.8 90 Other Miscellaneous Store Retailers 4531 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4531 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4541 \$215,820,731 \$51,594,61,186 \$44,943,640,455 \$92.0 71 Vending Machine Operators 4542 \$33,749,832 \$1,344,783 \$2,405,049 47.2 2 \$10,000,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,000 \$10,	Beer, Wine & Liquor Stores	4453	\$104,057,919	\$43,288,291	\$60,769,628	41.2	62
Clothing & Clothing Accessories Stores	Health & Personal Care Stores	446,4461	\$567,179,950	\$378,539,771	\$188,640,179	19.9	288
Clothing Stores 4481 \$445,227,273 \$379,997,820 \$65,229,453 7.9 304 Shoe Stores 4482 \$75,379,796 \$51,896,342 \$23,483,454 18.5 50 Jewelry, Luggage & Leather Goods Stores 4483 \$108,628,233 \$71,961,262 \$36,666,971 20.3 86 Sporting Goods, Hobby, Book & Music Stores 451 \$269,916,066 \$152,722,299 \$117,193,767 27.7 187 Sporting Goods/Hobby/Musical Instr Stores 4511 \$232,604,690 \$118,475,881 \$114,128,809 32.5 141 Book, Periodical & Music Stores 4512 \$37,311,376 \$34,246,418 \$3,064,958 4.3 46 General Merchandise Stores 452 \$1,395,341,262 \$776,000,149 \$619,341,113 28.5 99 Department Stores Excluding Leased Depts. 4521 \$843,534,404 \$480,265,679 \$363,266,725 27.4 36 Other General Merchandise Stores 4529 \$551,806,859 \$295,734,470 \$256,072,389 30.2 63 Miscellaneous Store Retailers 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Florists 4531 \$16,103,065 \$19,606,738 \$-\$3,503,673 -9.8 64 Office Supplies, Stationery & Gift Stores 4532 \$71,628,065 \$70,244,068 \$1,383,997 1.0 126 Used Merchandise Stores 4533 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4539 \$184,413,293 \$136,699,319 \$47,713,974 14.9 234 Nonstore Retailers 454 \$253,566,411 \$5,169,695,291 -\$4,916,128,880 -90.6 85 Electronic Shopping & Mail-Order Houses 4541 \$215,820,731 \$5,159,461,186 -\$4,943,640,455 -92.0 71 Vending Machine Operators 4542 \$3,749,832 \$1,344,783 \$2,405,049 47.2 2 Direct Selling Establishments 4543 \$33,995,848 \$8,889,323 \$25,106,525 58.5 12 Food Services & Drinking Places 722 \$928,544,019 \$964,081,842 -\$35,537,823 -1.9 1,450 Special Food Services 7223 \$18,602,113 \$33,994,539 \$6,759,641 19.5	Gasoline Stations	447,4471	\$707,840,793	\$562,736,777	\$145,104,016	11.4	109
Shoe Stores         4482         \$75,379,796         \$51,896,342         \$23,483,454         18.5         50           Jewelry, Luggage & Leather Goods Stores         4483         \$108,628,233         \$71,961,262         \$36,666,971         20.3         86           Sporting Goods, Hobby, Book & Music Stores         451         \$269,916,066         \$152,722,299         \$117,193,767         27.7         187           Sporting Goods/Hobby/Musical Instr Stores         4511         \$232,604,690         \$118,475,881         \$114,128,809         32.5         141           Book, Periodical & Music Stores         4512         \$37,311,376         \$34,246,418         \$3,064,958         4.3         46           General Merchandise Stores         452         \$1,395,341,262         \$776,000,149         \$619,341,113         28.5         99           Department Stores Excluding Leased Depts.         4521         \$843,534,404         \$480,265,679         \$363,268,725         27.4         36           Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         4531         \$16,103,065         \$19,606,738         \$56,678,796         10.2         514           Florists	Clothing & Clothing Accessories Stores	448	\$629,235,302	\$503,855,424	\$125,379,878	11.1	440
Jewelry, Luggage & Leather Goods Stores	Clothing Stores	4481	\$445,227,273	\$379,997,820	\$65,229,453	7.9	304
Sporting Goods, Hobby, Book & Music Stores         451         \$269,916,066         \$152,722,299         \$117,193,767         27.7         187           Sporting Goods/Hobby/Musical Instr Stores         4511         \$232,604,690         \$118,475,881         \$114,128,809         32.5         141           Book, Periodical & Music Stores         4512         \$37,311,376         \$34,246,418         \$3,064,958         4.3         46           General Merchandise Stores         452         \$1,395,341,262         \$776,000,149         \$619,341,113         28.5         99           Department Stores Excluding Leased Depts.         4521         \$843,534,404         \$480,265,679         \$363,268,725         27.4         36           Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$11,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Misc	Shoe Stores	4482	\$75,379,796	\$51,896,342	\$23,483,454	18.5	50
Sporting Goods/Hobby/Musical Instr Stores         4511         \$232,604,690         \$118,475,881         \$114,128,809         32.5         141           Book, Periodical & Music Stores         4512         \$37,311,376         \$34,246,418         \$3,064,958         4.3         46           General Merchandise Stores         452         \$1,395,341,262         \$776,000,149         \$619,341,113         28.5         99           Department Stores Excluding Leased Depts.         4521         \$843,534,404         \$480,265,679         \$363,268,725         27.4         36           Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers	Jewelry, Luggage & Leather Goods Stores	4483	\$108,628,233	\$71,961,262	\$36,666,971	20.3	86
Sporting Goods/Hobby/Musical Instr Stores         4511         \$232,604,690         \$118,475,881         \$114,128,809         32.5         141           Book, Periodical & Music Stores         4512         \$37,311,376         \$34,246,418         \$3,064,958         4.3         46           General Merchandise Stores         452         \$1,395,341,262         \$776,000,149         \$619,341,113         28.5         99           Department Stores Excluding Leased Depts.         4521         \$843,534,404         \$480,265,679         \$363,268,725         27.4         36           Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers	Sporting Goods, Hobby, Book & Music Stores	451	\$269,916,066	\$152,722,299	\$117,193,767	27.7	187
General Merchandise Stores         452         \$1,395,341,262         \$776,000,149         \$619,341,113         28.5         99           Department Stores Excluding Leased Depts.         4521         \$843,534,404         \$480,265,679         \$363,268,725         27.4         36           Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers         4539         \$184,413,293         \$136,699,319         \$47,713,974         14.9         234           Nonstore Retailers         454         \$253,566,411         \$5,169,695,291         -\$4,916,128,880         -90.6         85           Electronic Shopping & Mail-Order Houses <td< td=""><td></td><td>4511</td><td>\$232,604,690</td><td>\$118,475,881</td><td>\$114,128,809</td><td>32.5</td><td>141</td></td<>		4511	\$232,604,690	\$118,475,881	\$114,128,809	32.5	141
Department Stores Excluding Leased Depts. 4521 \$843,534,404 \$480,265,679 \$363,268,725 27.4 36 Other General Merchandise Stores 4529 \$551,806,859 \$295,734,470 \$256,072,389 30.2 63 Miscellaneous Store Retailers 453 \$305,701,429 \$249,022,633 \$56,678,796 10.2 514 Florists 4531 \$16,103,065 \$19,606,738 -\$3,503,673 -9.8 64 Office Supplies, Stationery & Gift Stores 4532 \$71,628,065 \$70,244,068 \$1,383,997 1.0 126 Used Merchandise Stores 4533 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4539 \$184,413,293 \$136,699,319 \$47,713,974 14.9 234 Nonstore Retailers 454 \$253,566,411 \$5,169,695,291 -\$4,916,128,880 -90.6 85 Electronic Shopping & Mail-Order Houses 4541 \$215,820,731 \$5,159,461,186 -\$4,943,640,455 -92.0 71 Vending Machine Operators 4542 \$3,749,832 \$1,344,783 \$2,405,049 47.2 2 Direct Selling Establishments 4543 \$33,995,848 \$8,889,323 \$25,106,525 58.5 12 Food Services & Drinking Places 722 \$928,544,019 \$964,081,842 -\$35,537,823 -1.9 1,450 Special Food Services 722 \$18,602,113 \$33,494,221 -\$14,892,108 -28.6 30 Drinking Places - Alcoholic Beverages 7224 \$20,684,180 \$13,924,539 \$6,759,641 19.5 34	Book, Periodical & Music Stores	4512	\$37,311,376	\$34,246,418	\$3,064,958	4.3	46
Other General Merchandise Stores         4529         \$551,806,859         \$295,734,470         \$256,072,389         30.2         63           Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers         4539         \$184,413,293         \$136,699,319         \$47,713,974         14.9         234           Nonstore Retailers         454         \$253,566,411         \$5,169,695,291         -\$4,916,128,880         -90.6         85           Electronic Shopping & Mail-Order Houses         4541         \$215,820,731         \$5,159,461,186         -\$4,943,640,455         -92.0         71           Vending Machine Operators         4542         \$3,749,832         \$1,344,783         \$2,405,049         47.2         2           Direct Selling Establishments         4543	General Merchandise Stores	452	\$1,395,341,262	\$776,000,149	\$619,341,113	28.5	99
Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers         4539         \$184,413,293         \$136,699,319         \$47,713,974         14.9         234           Nonstore Retailers         454         \$253,566,411         \$5,169,695,291         -\$4,916,128,880         -90.6         85           Electronic Shopping & Mail-Order Houses         4541         \$215,820,731         \$5,159,461,186         -\$4,943,640,455         -92.0         71           Vending Machine Operators         4542         \$3,749,832         \$1,344,783         \$2,405,049         47.2         2           Direct Selling Establishments         4543         \$33,995,848         \$8,889,323         \$25,106,525         58.5         12           Food Services & Drinking Places         722 <t< td=""><td>Department Stores Excluding Leased Depts.</td><td>4521</td><td>\$843,534,404</td><td>\$480,265,679</td><td>\$363,268,725</td><td>27.4</td><td>36</td></t<>	Department Stores Excluding Leased Depts.	4521	\$843,534,404	\$480,265,679	\$363,268,725	27.4	36
Miscellaneous Store Retailers         453         \$305,701,429         \$249,022,633         \$56,678,796         10.2         514           Florists         4531         \$16,103,065         \$19,606,738         -\$3,503,673         -9.8         64           Office Supplies, Stationery & Gift Stores         4532         \$71,628,065         \$70,244,068         \$1,383,997         1.0         126           Used Merchandise Stores         4533         \$33,557,006         \$22,472,508         \$11,084,498         19.8         90           Other Miscellaneous Store Retailers         4539         \$184,413,293         \$136,699,319         \$47,713,974         14.9         234           Nonstore Retailers         454         \$253,566,411         \$5,169,695,291         -\$4,916,128,880         -90.6         85           Electronic Shopping & Mail-Order Houses         4541         \$215,820,731         \$5,159,461,186         -\$4,943,640,455         -92.0         71           Vending Machine Operators         4542         \$3,749,832         \$1,344,783         \$2,405,049         47.2         2           Direct Selling Establishments         4543         \$33,995,848         \$8,889,323         \$25,106,525         58.5         12           Food Services & Drinking Places         722 <t< td=""><td>Other General Merchandise Stores</td><td>4529</td><td>\$551,806,859</td><td>\$295,734,470</td><td>\$256,072,389</td><td>30.2</td><td>63</td></t<>	Other General Merchandise Stores	4529	\$551,806,859	\$295,734,470	\$256,072,389	30.2	63
Florists 4531 \$16,103,065 \$19,606,738 -\$3,503,673 -9.8 64 Office Supplies, Stationery & Gift Stores 4532 \$71,628,065 \$70,244,068 \$1,383,997 1.0 126 Used Merchandise Stores 4533 \$33,557,006 \$22,472,508 \$11,084,498 19.8 90 Other Miscellaneous Store Retailers 4539 \$184,413,293 \$136,699,319 \$47,713,974 14.9 234 Nonstore Retailers 454 \$253,566,411 \$5,169,695,291 -\$4,916,128,880 -90.6 85 Electronic Shopping & Mail-Order Houses 4541 \$215,820,731 \$5,159,461,186 -\$4,943,640,455 -92.0 71 Vending Machine Operators 4542 \$3,749,832 \$1,344,783 \$2,405,049 47.2 2 Direct Selling Establishments 4543 \$33,995,848 \$8,889,323 \$25,106,525 58.5 12 Food Services & Drinking Places 722 \$928,544,019 \$964,081,842 -\$35,537,823 -1.9 1,450 Special Food Services 7223 \$18,602,113 \$33,494,221 -\$14,892,108 -28.6 30 Drinking Places - Alcoholic Beverages 7224 \$20,684,180 \$13,924,539 \$6,759,641 19.5 34	Miscellaneous Store Retailers	453		\$249,022,633	\$56,678,796	10.2	514
Used Merchandise Stores       4533       \$33,557,006       \$22,472,508       \$11,084,498       19.8       90         Other Miscellaneous Store Retailers       4539       \$184,413,293       \$136,699,319       \$47,713,974       14.9       234         Nonstore Retailers       454       \$253,566,411       \$5,169,695,291       -\$4,916,128,880       -90.6       85         Electronic Shopping & Mail-Order Houses       4541       \$215,820,731       \$5,159,461,186       -\$4,943,640,455       -92.0       71         Vending Machine Operators       4542       \$3,749,832       \$1,344,783       \$2,405,049       47.2       2         Direct Selling Establishments       4543       \$33,995,848       \$8,889,323       \$25,106,525       58.5       12         Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       7223       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	Florists	4531		\$19,606,738	-\$3,503,673	-9.8	64
Other Miscellaneous Store Retailers         4539         \$184,413,293         \$136,699,319         \$47,713,974         14.9         234           Nonstore Retailers         454         \$253,566,411         \$5,169,695,291         -\$4,916,128,880         -90.6         85           Electronic Shopping & Mail-Order Houses         4541         \$215,820,731         \$5,159,461,186         -\$4,943,640,455         -92.0         71           Vending Machine Operators         4542         \$3,749,832         \$1,344,783         \$2,405,049         47.2         2           Direct Selling Establishments         4543         \$33,995,848         \$8,889,323         \$25,106,525         58.5         12           Food Services & Drinking Places         722         \$928,544,019         \$964,081,842         -\$35,537,823         -1.9         1,450           Special Food Services         7223         \$18,602,113         \$33,494,221         -\$14,892,108         -28.6         30           Drinking Places - Alcoholic Beverages         7224         \$20,684,180         \$13,924,539         \$6,759,641         19.5         34	Office Supplies, Stationery & Gift Stores	4532	\$71,628,065	\$70,244,068	\$1,383,997	1.0	126
Nonstore Retailers 454 \$253,566,411 \$5,169,695,291 -\$4,916,128,880 -90.6 85 Electronic Shopping & Mail-Order Houses 4541 \$215,820,731 \$5,159,461,186 -\$4,943,640,455 -92.0 71 Vending Machine Operators 4542 \$3,749,832 \$1,344,783 \$2,405,049 47.2 2 Direct Selling Establishments 4543 \$33,995,848 \$8,889,323 \$25,106,525 58.5 12 Food Services & Drinking Places 722 \$928,544,019 \$964,081,842 -\$35,537,823 -1.9 1,450 Special Food Services 7223 \$18,602,113 \$33,494,221 -\$14,892,108 -28.6 30 Drinking Places - Alcoholic Beverages 7224 \$20,684,180 \$13,924,539 \$6,759,641 19.5 34	Used Merchandise Stores	4533	\$33,557,006	\$22,472,508	\$11,084,498	19.8	90
Nonstore Retailers       454       \$253,566,411       \$5,169,695,291       -\$4,916,128,880       -90.6       85         Electronic Shopping & Mail-Order Houses       4541       \$215,820,731       \$5,159,461,186       -\$4,943,640,455       -92.0       71         Vending Machine Operators       4542       \$3,749,832       \$1,344,783       \$2,405,049       47.2       2         Direct Selling Establishments       4543       \$33,995,848       \$8,889,323       \$25,106,525       58.5       12         Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       7223       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	Other Miscellaneous Store Retailers	4539	\$184,413,293	\$136,699,319	\$47,713,974	14.9	234
Vending Machine Operators       4542       \$3,749,832       \$1,344,783       \$2,405,049       47.2       2         Direct Selling Establishments       4543       \$33,995,848       \$8,889,323       \$25,106,525       58.5       12         Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       723       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	Nonstore Retailers	454		\$5,169,695,291		-90.6	85
Vending Machine Operators       4542       \$3,749,832       \$1,344,783       \$2,405,049       47.2       2         Direct Selling Establishments       4543       \$33,995,848       \$8,889,323       \$25,106,525       58.5       12         Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       723       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	Electronic Shopping & Mail-Order Houses	4541	\$215,820,731			-92.0	71
Direct Selling Establishments       4543       \$33,995,848       \$8,889,323       \$25,106,525       58.5       12         Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       7223       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34							
Food Services & Drinking Places       722       \$928,544,019       \$964,081,842       -\$35,537,823       -1.9       1,450         Special Food Services       7223       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	Direct Selling Establishments					58.5	12
Special Food Services       7223       \$18,602,113       \$33,494,221       -\$14,892,108       -28.6       30         Drinking Places - Alcoholic Beverages       7224       \$20,684,180       \$13,924,539       \$6,759,641       19.5       34	_						
Drinking Places - Alcoholic Beverages 7224 \$20,684,180 \$13,924,539 \$6,759,641 19.5 34			\$18,602,113		-\$14,892,108		
	Drinking Places - Alcoholic Beverages						34
	Restaurants/Other Eating Places	7225	\$889,257,727	\$916,663,082	-\$27,405,355	-1.5	1,386

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

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

February 27, 2019

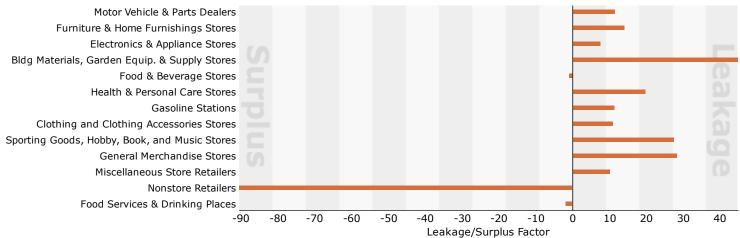


South Lake 310 S Lake Ave, Pasadena, California, 91101 Ring: 5 mile radius

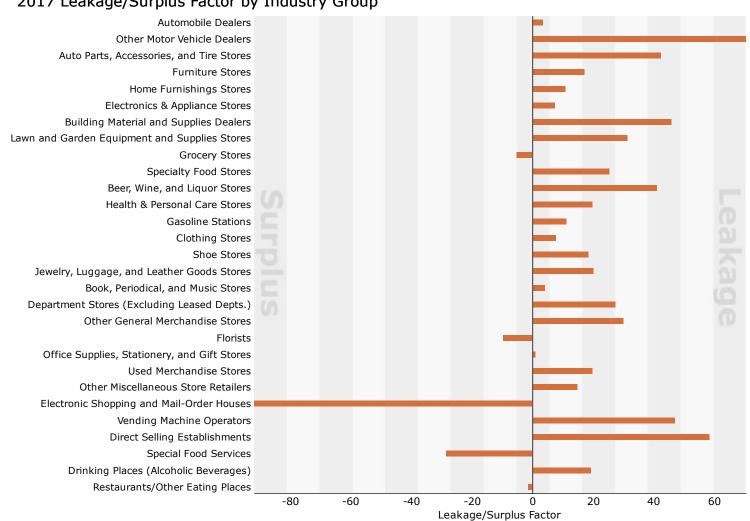
Prepared by Esri Latitude: 34.14046

Longitude: -118.13223

### 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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