

# Retail MarketPlace Profile

MLK Subarea

Report prepared by the City of Tacoma

## Summary Demographics

2010 Population	2,903
2010 Households	1,327
2010 Median Disposable Income	\$21,237
2010 Per Capita Income	\$16,584

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	\$17,768,412	\$18,305,191	\$-536,779	-1.5	26
Total Retail Trade	44-45	\$15,147,234	\$15,356,009	\$-208,775	-0.7	17
Total Food & Drink	722	\$2,621,178	\$2,949,183	\$-328,004	-5.9	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,443,320	\$0	\$3,443,320	100.0	0
Automobile Dealers	4411	\$2,945,650	\$0	\$2,945,650	100.0	0
Other Motor Vehicle Dealers	4412	\$208,165	\$0	\$208,165	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$289,505	\$0	\$289,505	100.0	0
Furniture & Home Furnishings Stores	442	\$378,782	\$147,690	\$231,093	43.9	1
Furniture Stores	4421	\$272,293	\$0	\$272,293	100.0	0
Home Furnishings Stores	4422	\$106,489	\$147,690	\$-41,200	-16.2	1
Electronics & Appliance Stores	4431	\$273,809	\$120,796	\$153,013	38.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$452,670	\$0	\$452,670	100.0	0
Bldg Material & Supplies Dealers	4441	\$423,596	\$0	\$423,596	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$29,074	\$0	\$29,074	100.0	0
Food & Beverage Stores	445	\$2,746,733	\$9,258,906	\$-6,512,173	-54.2	6
Grocery Stores	4451	\$2,549,699	\$9,110,974	\$-6,561,276	-56.3	5
Specialty Food Stores	4452	\$104,663	\$147,932	\$-43,269	-17.1	1
Beer, Wine & Liquor Stores	4453	\$92,372	\$0	\$92,372	100.0	0
Health & Personal Care Stores	446,4461	\$496,492	\$2,715,035	\$-2,218,544	-69.1	5
Gasoline Stations	447,4471	\$2,369,024	\$2,738,036	\$-369,012	-7.2	1
Clothing & Clothing Accessories Stores	448	\$676,504	\$127,829	\$548,676	68.2	1
Clothing Stores	4481	\$564,000	\$127,829	\$436,171	63.0	1
Shoe Stores	4482	\$49,782	\$0	\$49,782	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$62,722	\$0	\$62,722	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$179,544	\$24,342	\$155,202	76.1	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$149,652	\$24,342	\$125,311	72.0	0
Book, Periodical & Music Stores	4512	\$29,891	\$0	\$29,891	100.0	0
General Merchandise Stores	452	\$3,147,676	\$0	\$3,147,676	100.0	0
Department Stores Excluding Leased Depts.	4521	\$963,989	\$0	\$963,989	100.0	0
Other General Merchandise Stores	4529	\$2,183,687	\$0	\$2,183,687	100.0	0
Miscellaneous Store Retailers	453	\$334,208	\$223,375	\$110,833	19.9	2
Florists	4531	\$16,890	\$0	\$16,890	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$117,307	\$69,771	\$47,536	25.4	1
Used Merchandise Stores	4533	\$19,012	\$0	\$19,012	100.0	0
Other Miscellaneous Store Retailers	4539	\$181,000	\$153,604	\$27,396	8.2	1
Nonstore Retailers	454	\$648,470	\$0	\$648,470	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$458,349	\$0	\$458,349	100.0	0
Vending Machine Operators	4542	\$28,707	\$0	\$28,707	100.0	0
Direct Selling Establishments	4543	\$161,415	\$0	\$161,415	100.0	0
Food Services & Drinking Places	722	\$2,621,178	\$2,949,183	\$-328,004	-5.9	9
Full-Service Restaurants	7221	\$1,104,537	\$947,782	\$156,755	7.6	5
Limited-Service Eating Places	7222	\$1,217,685	\$1,951,314	\$-733,629	-23.2	3
Special Food Services	7223	\$198,963	\$0	\$198,963	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$99,994	\$50,087	\$49,907	33.3	1

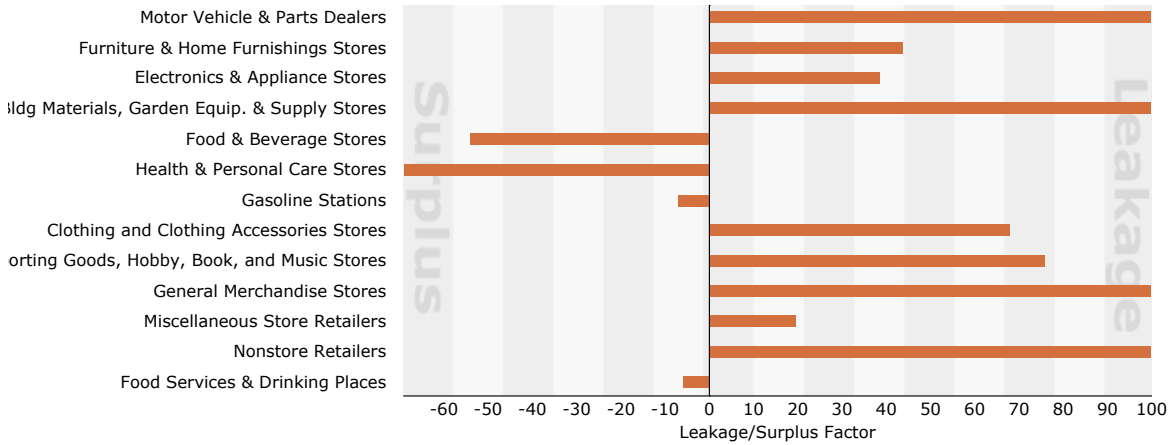
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

