



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 1 mile radius

Latitude: 47.16181
Longitude: -122.51451

Summary Demographics

2010 Population	11,638
2010 Households	5,015
2010 Median Disposable Income	\$38,086
2010 Per Capita Income	\$24,292

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$107,085,840	\$254,659,363	\$-147,573,523	-40.8	193
Total Retail Trade (NAICS 44-45)	\$91,905,615	\$204,723,483	\$-112,817,868	-38.0	123
Total Food & Drink (NAICS 722)	\$15,180,225	\$49,935,880	\$-34,755,655	-53.4	70

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$22,704,838	\$21,346,936	\$1,357,902	3.1	13
Automobile Dealers (NAICS 4411)	\$19,166,900	\$15,079,294	\$4,087,606	11.9	3
Other Motor Vehicle Dealers (NAICS 4412)	\$1,599,098	\$685,946	\$913,152	40.0	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,938,840	\$5,581,696	\$-3,642,856	-48.4	8
Furniture & Home Furnishings Stores (NAICS 442)	\$2,677,670	\$5,850,458	\$-3,172,788	-37.2	6
Furniture Stores (NAICS 4421)	\$1,915,915	\$2,185,184	\$-269,269	-6.6	2
Home Furnishings Stores (NAICS 4422)	\$761,755	\$3,665,274	\$-2,903,519	-65.6	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,585,112	\$1,741,646	\$-156,534	-4.7	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,608,560	\$6,244,157	\$-2,635,597	-26.7	10
Building Material and Supplies Dealers (NAICS 4441)	\$3,322,414	\$6,180,544	\$-2,858,130	-30.1	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$286,146	\$63,613	\$222,533	63.6	1
Food & Beverage Stores (NAICS 445)	\$20,459,260	\$59,093,851	\$-38,634,591	-48.6	12
Grocery Stores (NAICS 4451)	\$19,043,982	\$57,931,669	\$-38,887,687	-50.5	7
Specialty Food Stores (NAICS 4452)	\$731,767	\$758,719	\$-26,952	-1.8	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$683,511	\$403,463	\$280,048	25.8	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,204,241	\$4,511,201	\$-1,306,960	-16.9	9
Gasoline Stations (NAICS 447/4471)	\$13,458,153	\$10,805,043	\$2,653,110	10.9	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,342,254	\$20,568,596	\$-17,226,342	-72.0	16
Clothing Stores (NAICS 4481)	\$2,572,449	\$20,180,265	\$-17,607,816	-77.4	14
Shoe Stores (NAICS 4482)	\$260,307	\$280,668	\$-20,361	-3.8	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$509,498	\$107,663	\$401,835	65.1	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,177,569	\$7,637,855	\$-6,460,286	-73.3	15
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$843,935	\$3,805,986	\$-2,962,051	-63.7	13
Book, Periodical, and Music Stores (NAICS 4512)	\$333,634	\$3,831,869	\$-3,498,235	-84.0	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.

Source: ESRI and Infogroup

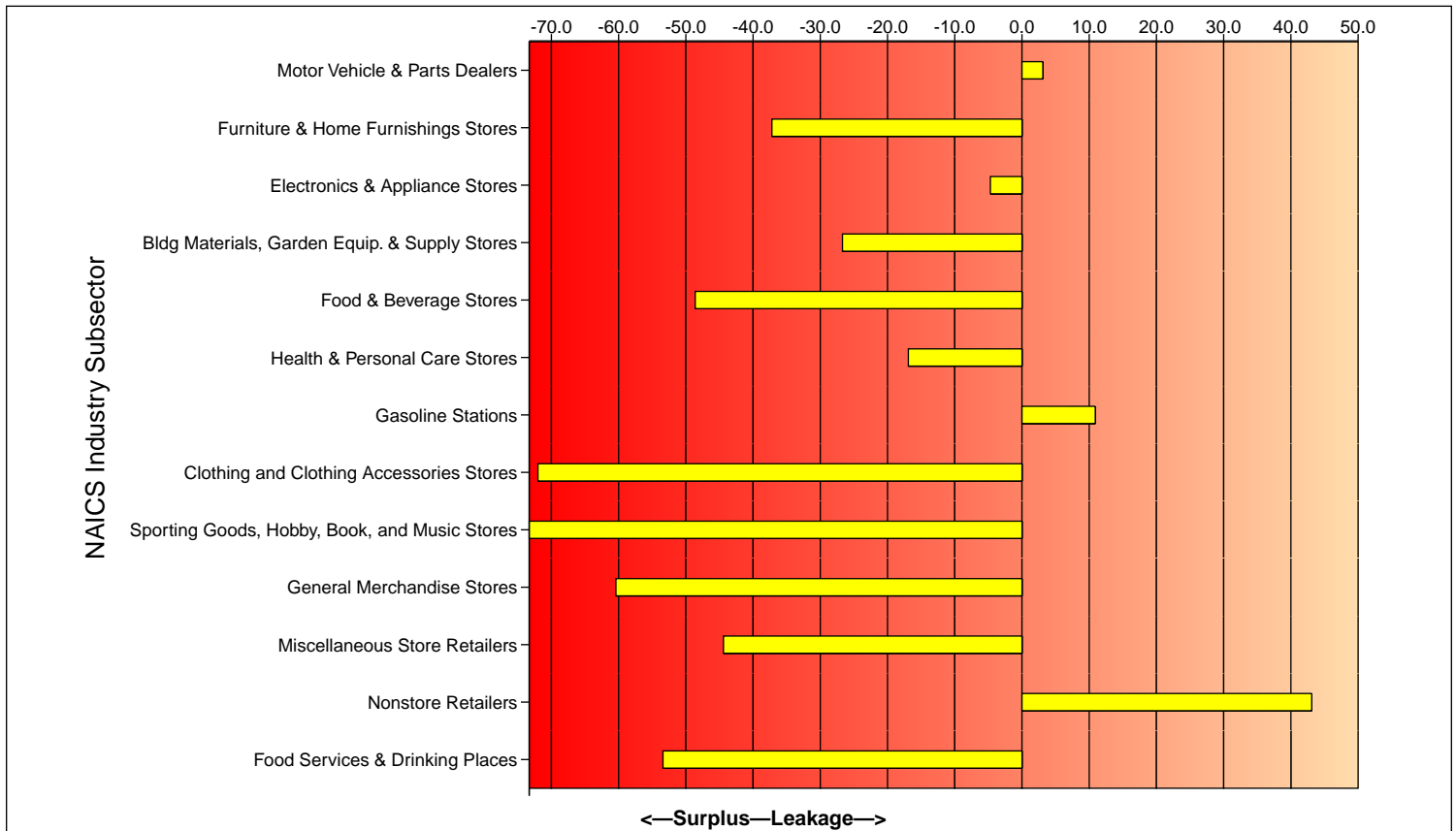


City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 1 mile radius

Latitude: 47.16181
Longitude: -122.51451

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$14,769,332	\$59,829,595	\$-45,060,263	-60.4	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,648,858	\$48,057,412	\$-38,408,554	-66.6	5
Other General Merchandise Stores (NAICS 4529)	\$5,120,474	\$11,772,183	\$-6,651,709	-39.4	3
Miscellaneous Store Retailers (NAICS 453)	\$2,335,983	\$6,067,587	\$-3,731,604	-44.4	21
Florists (NAICS 4531)	\$102,472	\$99,242	\$3,230	1.6	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$660,649	\$1,881,516	\$-1,220,867	-48.0	6
Used Merchandise Stores (NAICS 4533)	\$176,507	\$1,558,600	\$-1,382,093	-79.7	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,396,355	\$2,528,229	\$-1,131,874	-28.8	7
Nonstore Retailers (NAICS 454)	\$2,582,643	\$1,026,558	\$1,556,085	43.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,663,724	\$0	\$1,663,724	100.0	0
Vending Machine Operators (NAICS 4542)	\$391,027	\$0	\$391,027	100.0	0
Direct Selling Establishments (NAICS 4543)	\$527,892	\$1,026,558	\$-498,666	-32.1	1
Food Services & Drinking Places (NAICS 722)	\$15,180,225	\$49,935,880	\$-34,755,655	-53.4	70
Full-Service Restaurants (NAICS 7221)	\$5,593,620	\$16,692,650	\$-11,099,030	-49.8	36
Limited-Service Eating Places (NAICS 7222)	\$8,220,771	\$29,921,680	\$-21,700,909	-56.9	29
Special Food Services (NAICS 7223)	\$554,925	\$256,163	\$298,762	36.8	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$810,909	\$3,065,387	\$-2,254,478	-58.2	3

Leakage/Surplus Factor by Industry Subsector

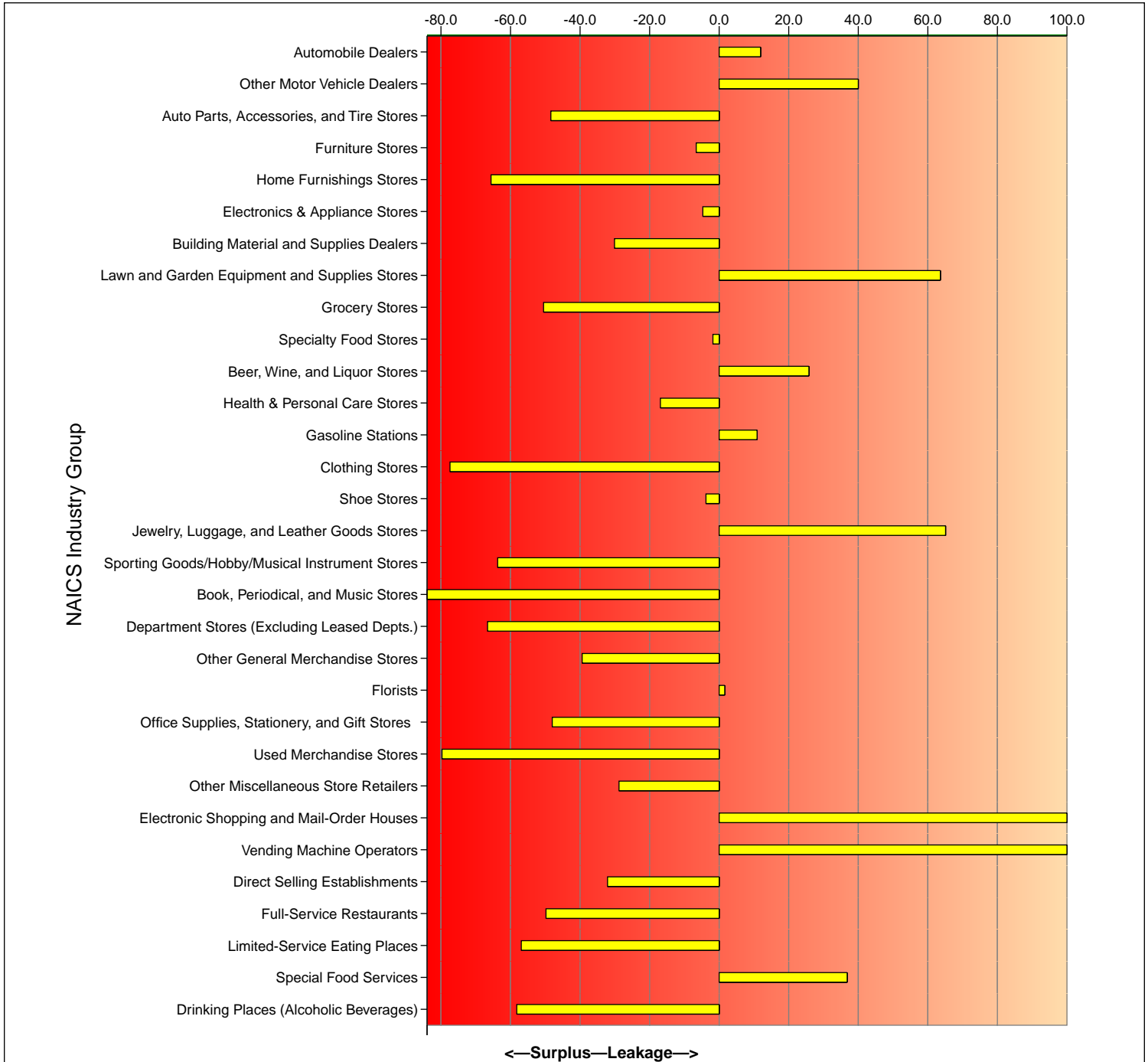


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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

Latitude: 47.16181
Longitude: -122.51451

Summary Demographics

2010 Population	86,182
2010 Households	34,911
2010 Median Disposable Income	\$38,298
2010 Per Capita Income	\$22,919

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$736,283,154	\$1,045,894,366	\$-309,611,212	-17.4	747
Total Retail Trade (NAICS 44-45)	\$631,908,161	\$903,209,305	\$-271,301,144	-17.7	517
Total Food & Drink (NAICS 722)	\$104,374,993	\$142,685,061	\$-38,310,068	-15.5	230

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$156,945,950	\$408,484,373	\$-251,538,423	-44.5	95
Automobile Dealers (NAICS 4411)	\$132,689,516	\$273,344,857	\$-140,655,341	-34.6	49
Other Motor Vehicle Dealers (NAICS 4412)	\$10,994,265	\$8,432,743	\$2,561,522	13.2	13
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$13,262,169	\$126,706,773	\$-113,444,604	-81.0	33
Furniture & Home Furnishings Stores (NAICS 442)	\$18,340,306	\$22,597,798	\$-4,257,492	-10.4	26
Furniture Stores (NAICS 4421)	\$13,167,267	\$8,389,076	\$4,778,191	22.2	9
Home Furnishings Stores (NAICS 4422)	\$5,173,039	\$14,208,722	\$-9,035,683	-46.6	17
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$10,911,401	\$8,707,936	\$2,203,465	11.2	24
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$24,345,309	\$30,502,916	\$-6,157,607	-11.2	48
Building Material and Supplies Dealers (NAICS 4441)	\$22,417,857	\$29,755,634	\$-7,337,777	-14.1	40
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,927,452	\$747,282	\$1,180,170	44.1	8
Food & Beverage Stores (NAICS 445)	\$140,381,446	\$135,302,992	\$5,078,454	1.8	53
Grocery Stores (NAICS 4451)	\$130,666,276	\$127,712,773	\$2,953,503	1.1	35
Specialty Food Stores (NAICS 4452)	\$5,024,407	\$3,497,450	\$1,526,957	17.9	14
Beer, Wine, and Liquor Stores (NAICS 4453)	\$4,690,763	\$4,092,769	\$597,994	6.8	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$21,711,116	\$20,364,778	\$1,346,338	3.2	34
Gasoline Stations (NAICS 447/4471)	\$93,036,409	\$81,570,972	\$11,465,437	6.6	32
Clothing and Clothing Accessories Stores (NAICS 448)	\$23,017,880	\$42,266,951	\$-19,249,071	-29.5	60
Clothing Stores (NAICS 4481)	\$17,722,489	\$39,920,336	\$-22,197,847	-38.5	44
Shoe Stores (NAICS 4482)	\$1,803,027	\$1,234,942	\$568,085	18.7	6
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,492,364	\$1,111,673	\$2,380,691	51.7	10
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$8,150,749	\$12,964,663	\$-4,813,914	-22.8	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,831,449	\$6,331,826	\$-500,377	-4.1	32
Book, Periodical, and Music Stores (NAICS 4512)	\$2,319,300	\$6,632,837	\$-4,313,537	-48.2	9

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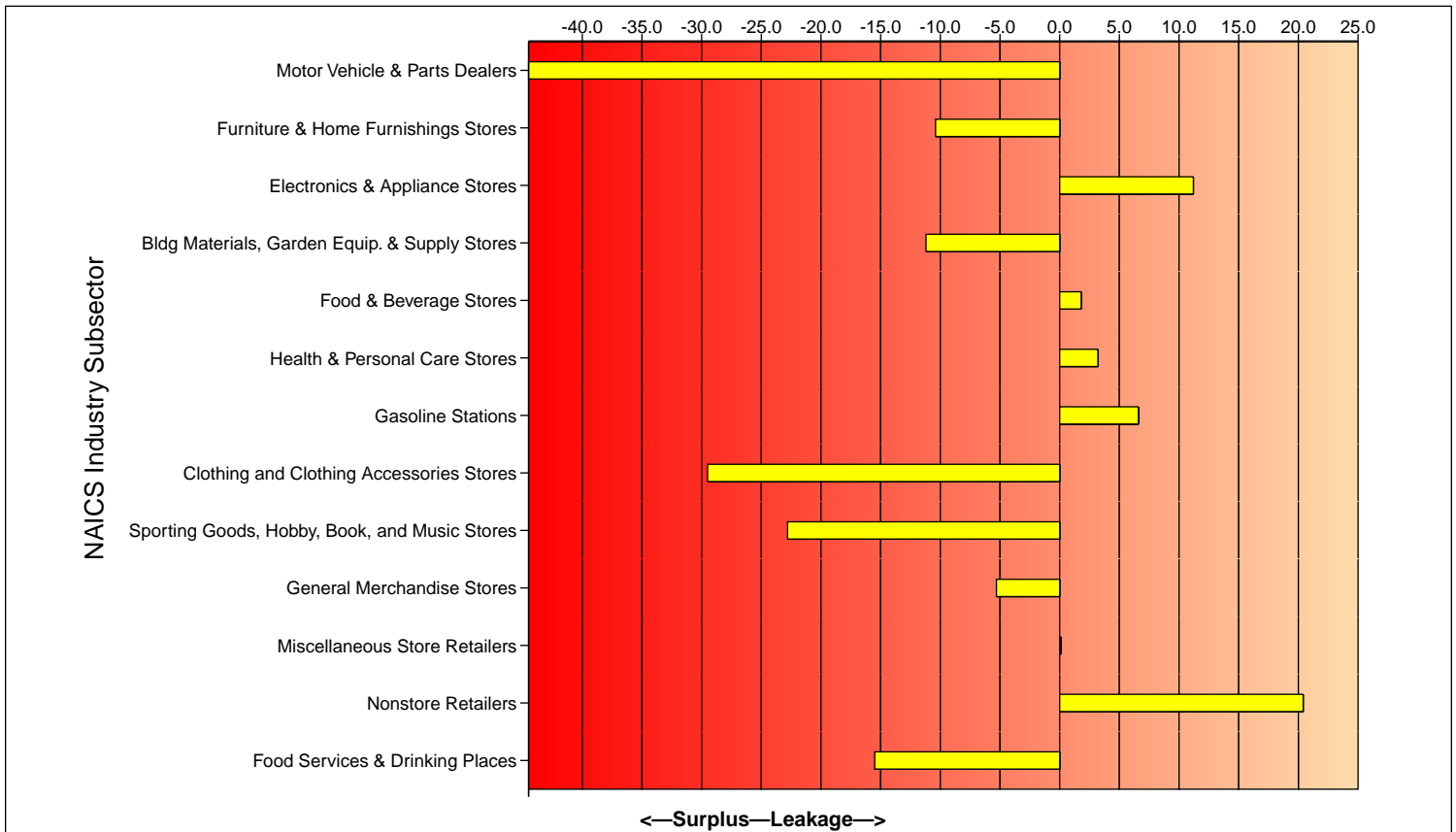


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$101,328,595	\$112,735,672	\$-11,407,077	-5.3	25
Department Stores Excluding Leased Depts.(NAICS 4521)	\$66,181,963	\$75,948,492	\$-9,766,529	-6.9	15
Other General Merchandise Stores (NAICS 4529)	\$35,146,632	\$36,787,180	\$-1,640,548	-2.3	10
Miscellaneous Store Retailers (NAICS 453)	\$16,013,428	\$15,983,987	\$29,441	0.1	75
Florists (NAICS 4531)	\$690,269	\$560,035	\$130,234	10.4	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,509,953	\$3,103,992	\$1,405,961	18.5	20
Used Merchandise Stores (NAICS 4533)	\$1,218,507	\$2,776,399	\$-1,557,892	-39.0	15
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,594,699	\$9,543,561	\$51,138	0.3	31
Nonstore Retailers (NAICS 454)	\$17,725,572	\$11,726,267	\$5,999,305	20.4	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$11,528,129	\$9,959,297	\$1,568,832	7.3	2
Vending Machine Operators (NAICS 4542)	\$2,687,192	\$685,760	\$2,001,432	59.3	1
Direct Selling Establishments (NAICS 4543)	\$3,510,251	\$1,081,210	\$2,429,041	52.9	1
Food Services & Drinking Places (NAICS 722)	\$104,374,993	\$142,685,061	\$-38,310,068	-15.5	230
Full-Service Restaurants (NAICS 7221)	\$38,388,405	\$55,485,679	\$-17,097,274	-18.2	134
Limited-Service Eating Places (NAICS 7222)	\$56,564,816	\$76,457,782	\$-19,892,966	-15.0	81
Special Food Services (NAICS 7223)	\$3,818,509	\$2,142,553	\$1,675,956	28.1	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,603,263	\$8,599,047	\$-2,995,784	-21.1	11

Leakage/Surplus Factor by Industry Subsector

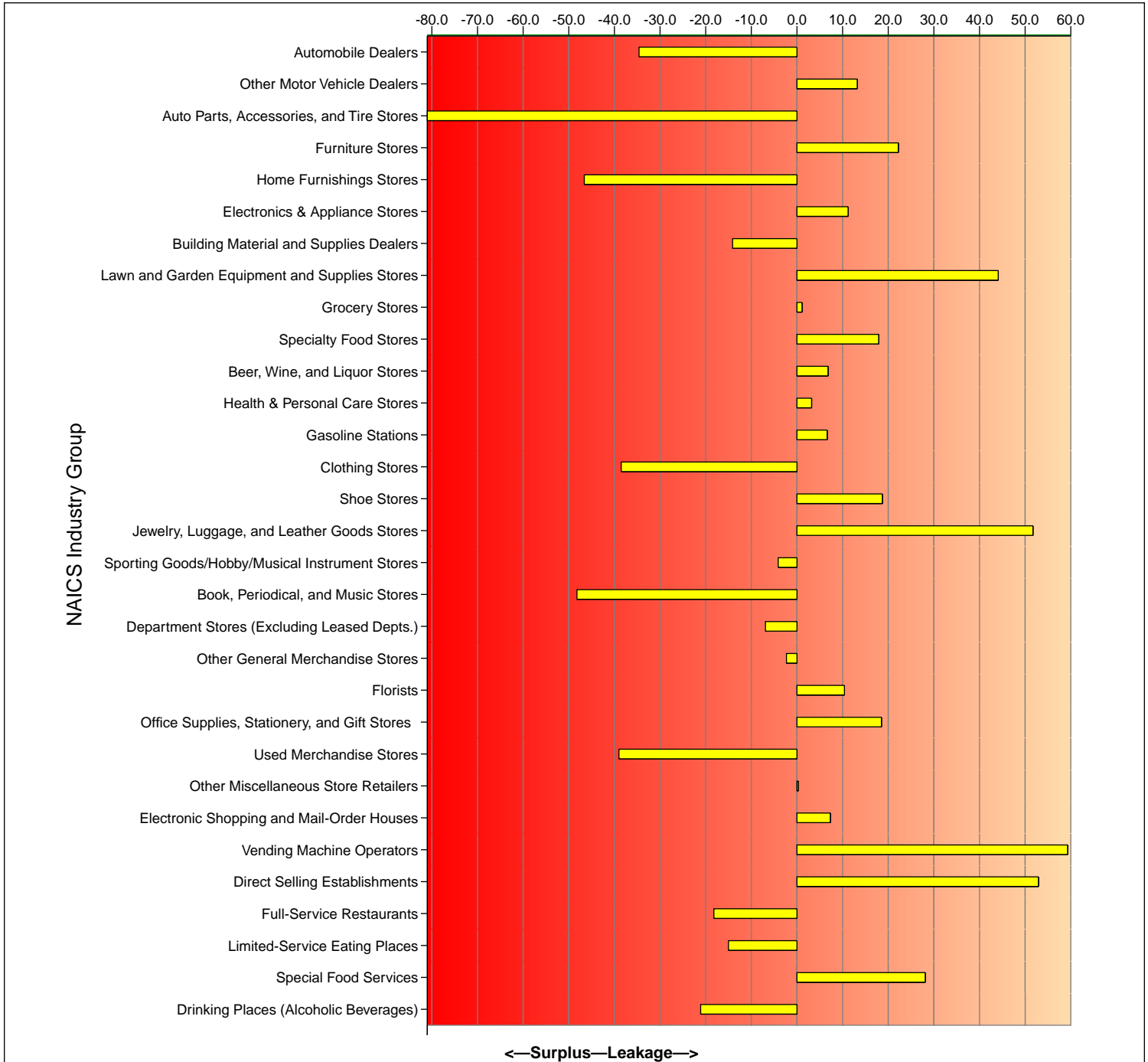


Source: ESRI and Infogroup

City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

Latitude: 47.16181
Longitude: -122.51451

Summary Demographics

2010 Population	210,238
2010 Households	81,166
2010 Median Disposable Income	\$40,640
2010 Per Capita Income	\$23,271

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,786,032,733	\$2,603,823,076	\$-817,790,343	-18.6	1,660
Total Retail Trade (NAICS 44-45)	\$1,532,679,220	\$2,250,660,915	\$-717,981,695	-19.0	1,155
Total Food & Drink (NAICS 722)	\$253,353,513	\$353,162,161	\$-99,808,648	-16.5	505

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$379,437,541	\$846,827,039	\$-467,389,498	-38.1	202
Automobile Dealers (NAICS 4411)	\$320,328,525	\$659,528,941	\$-339,200,416	-34.6	96
Other Motor Vehicle Dealers (NAICS 4412)	\$27,005,739	\$23,731,505	\$3,274,234	6.5	36
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$32,103,277	\$163,566,593	\$-131,463,316	-67.2	70
Furniture & Home Furnishings Stores (NAICS 442)	\$44,539,201	\$52,965,140	\$-8,425,939	-8.6	63
Furniture Stores (NAICS 4421)	\$31,899,982	\$29,839,605	\$2,060,377	3.3	29
Home Furnishings Stores (NAICS 4422)	\$12,639,219	\$23,125,535	\$-10,486,316	-29.3	34
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$26,542,606	\$31,402,204	\$-4,859,598	-8.4	61
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$59,683,662	\$81,579,593	\$-21,895,931	-15.5	103
Building Material and Supplies Dealers (NAICS 4441)	\$54,878,266	\$79,972,244	\$-25,093,978	-18.6	90
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,805,396	\$1,607,349	\$3,198,047	49.9	13
Food & Beverage Stores (NAICS 445)	\$340,132,638	\$286,226,452	\$53,906,186	8.6	122
Grocery Stores (NAICS 4451)	\$316,629,774	\$268,335,035	\$48,294,739	8.3	89
Specialty Food Stores (NAICS 4452)	\$12,163,811	\$6,063,855	\$6,099,956	33.5	25
Beer, Wine, and Liquor Stores (NAICS 4453)	\$11,339,053	\$11,827,562	\$-488,509	-2.1	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$52,806,552	\$48,612,524	\$4,194,028	4.1	71
Gasoline Stations (NAICS 447/4471)	\$225,655,106	\$182,757,550	\$42,897,556	10.5	63
Clothing and Clothing Accessories Stores (NAICS 448)	\$55,871,160	\$125,811,971	\$-69,940,811	-38.5	160
Clothing Stores (NAICS 4481)	\$43,010,366	\$111,238,548	\$-68,228,182	-44.2	109
Shoe Stores (NAICS 4482)	\$4,342,891	\$6,676,061	\$-2,333,170	-21.2	20
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$8,517,903	\$7,897,362	\$620,541	3.8	31
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$19,840,028	\$48,089,002	\$-28,248,974	-41.6	103
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,202,046	\$24,235,534	\$-10,033,488	-26.1	80
Book, Periodical, and Music Stores (NAICS 4512)	\$5,637,982	\$23,853,468	\$-18,215,486	-61.8	23

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.

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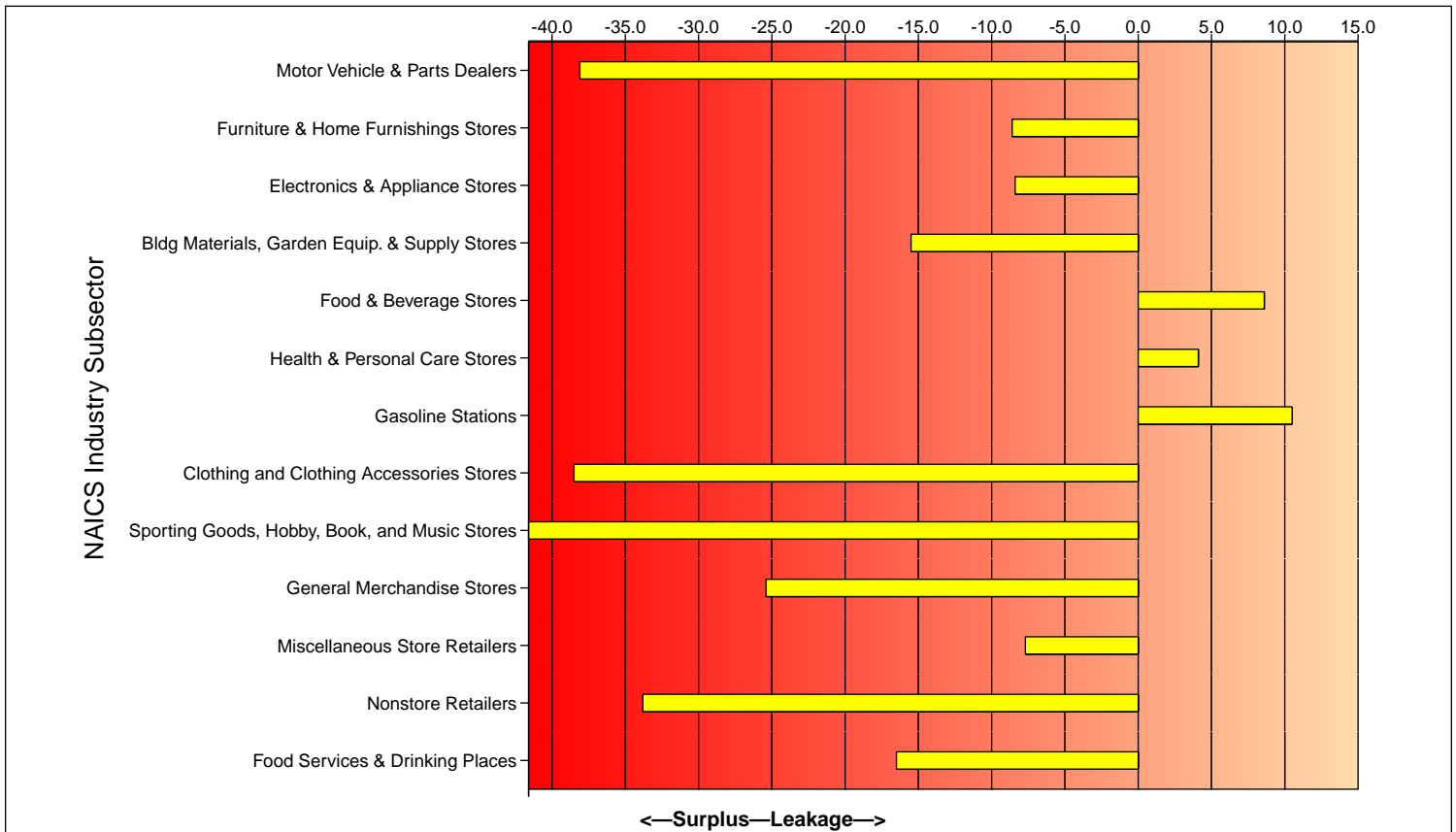


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$245,967,345	\$413,599,161	\$-167,631,816	-25.4	45
Department Stores Excluding Leased Depts.(NAICS 4521)	\$160,704,227	\$263,412,649	\$-102,708,422	-24.2	26
Other General Merchandise Stores (NAICS 4529)	\$85,263,118	\$150,186,512	\$-64,923,394	-27.6	19
Miscellaneous Store Retailers (NAICS 453)	\$39,038,337	\$45,529,808	\$-6,491,471	-7.7	154
Florists (NAICS 4531)	\$1,724,956	\$1,306,078	\$418,878	13.8	15
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$10,973,734	\$22,464,631	\$-11,490,897	-34.4	39
Used Merchandise Stores (NAICS 4533)	\$2,955,883	\$5,791,675	\$-2,835,792	-32.4	26
Other Miscellaneous Store Retailers (NAICS 4539)	\$23,383,764	\$15,967,424	\$7,416,340	18.8	74
Nonstore Retailers (NAICS 454)	\$43,165,044	\$87,260,471	\$-44,095,427	-33.8	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$28,007,591	\$80,541,576	\$-52,533,985	-48.4	4
Vending Machine Operators (NAICS 4542)	\$6,508,222	\$685,760	\$5,822,462	80.9	1
Direct Selling Establishments (NAICS 4543)	\$8,649,231	\$6,033,135	\$2,616,096	17.8	3
Food Services & Drinking Places (NAICS 722)	\$253,353,513	\$353,162,161	\$-99,808,648	-16.5	505
Full-Service Restaurants (NAICS 7221)	\$93,249,961	\$135,538,059	\$-42,288,098	-18.5	279
Limited-Service Eating Places (NAICS 7222)	\$137,234,452	\$191,760,352	\$-54,525,900	-16.6	180
Special Food Services (NAICS 7223)	\$9,264,471	\$6,659,656	\$2,604,815	16.4	11
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$13,604,629	\$19,204,094	\$-5,599,465	-17.1	35

Leakage/Surplus Factor by Industry Subsector

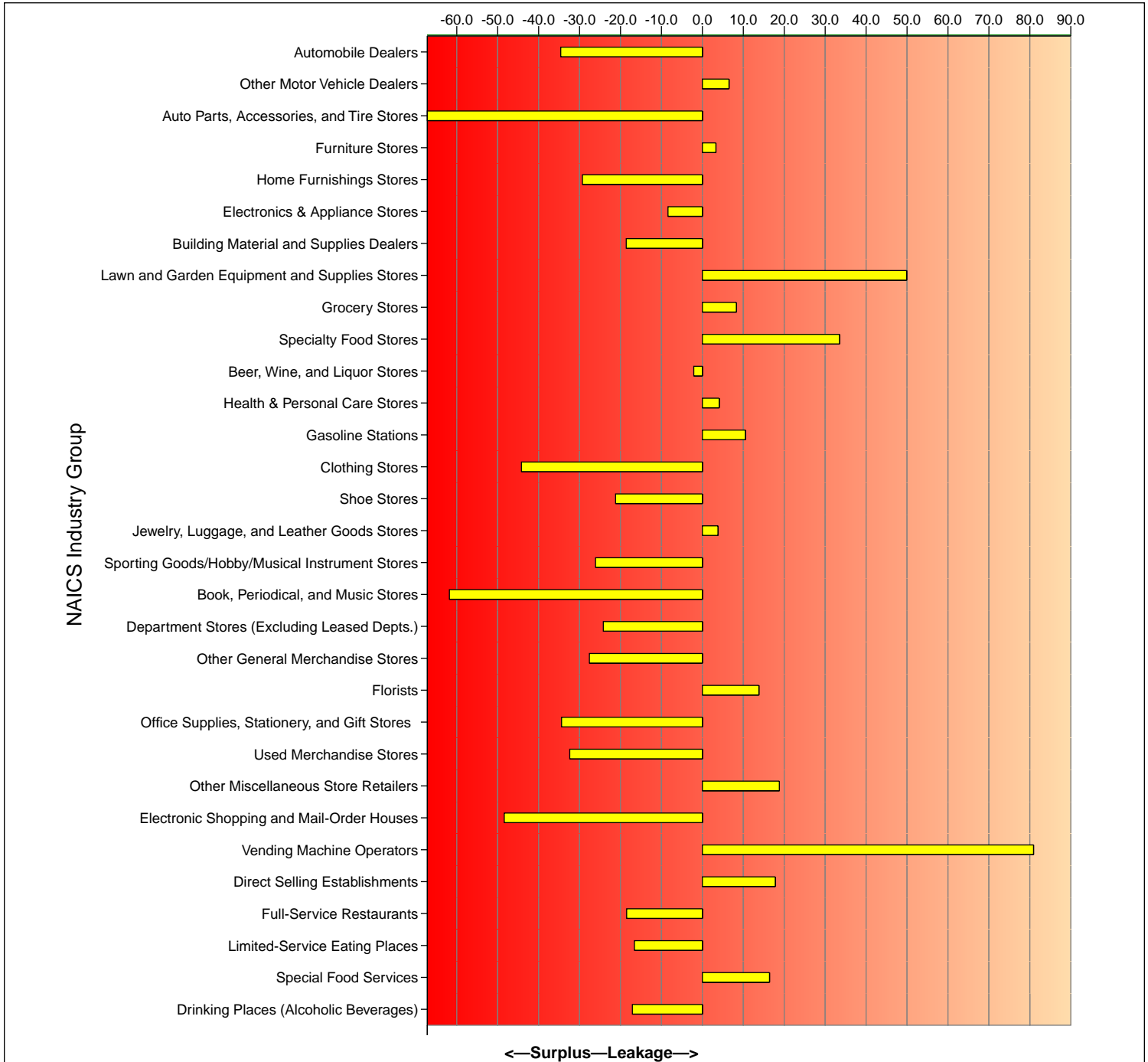


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Leakage/Surplus Factor by Industry Group



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