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

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

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink (NAICS 44-45, 722)</td>
<td>$107,085,840</td>
<td>$254,659,363</td>
<td>$147,573,523</td>
<td>193</td>
</tr>
<tr>
<td>Total Retail Trade (NAICS 44-45)</td>
<td>$91,905,615</td>
<td>$204,723,483</td>
<td>$112,817,868</td>
<td>123</td>
</tr>
<tr>
<td>Total Food &amp; Drink (NAICS 722)</td>
<td>$15,180,225</td>
<td>$49,935,880</td>
<td>$34,755,655</td>
<td>70</td>
</tr>
</tbody>
</table>

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

©2010 ESRI
On-demand reports and maps from Business Analyst Online. Order at www.esri.com/bao or call 800-447-9778
10/07/2010 Page 1 of 3
# Retail MarketPlace Profile

City of Lakewood Drive Time...

**Lakewood, Washington**

Ring: 1 mile radius

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

## Leakage/Surplus Factor by Industry Subsector

![Leakage/Surplus Factor by Industry Subsector](chart)

- **Motor Vehicle & Parts Dealers**
- **Furniture & Home Furnishings Stores**
- **Electronics & Appliance Stores**
- **Bldg Materials, Garden Equip. & Supply Stores**
- **Food & Beverage Stores**
- **Health & Personal Care Stores**
- **Gasoline Stations**
- **Clothing and Clothing Accessories Stores**
- **Sporting Goods, Hobby, Book, and Music Stores**
- **General Merchandise Stores**
- **Miscellaneous Store Retailers**
- **Nonstore Retailers**
- **Food Services & Drinking Places**

**Source:** ESRI and Infogroup
Leakage/Surplus Factor by Industry Group

- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Sporting Goods/Hobby/Musical Instrument Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Full-Service Restaurants
- Limited-Service Eating Places
- Special Food Services
- Drinking Places (Alcoholic Beverages)

Source: ESRI and Infogroup
City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

<table>
<thead>
<tr>
<th>Summary Demographics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Population</td>
<td>86,182</td>
</tr>
<tr>
<td>2010 Households</td>
<td>34,911</td>
</tr>
<tr>
<td>2010 Median Disposable Income</td>
<td>$38,298</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$22,919</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers (NAICS 441)</td>
<td>$156,945,950</td>
<td>$408,484,373</td>
<td>$-251,538,423</td>
<td>-44.5</td>
<td>95</td>
</tr>
<tr>
<td>Automobile Dealers (NAICS 4411)</td>
<td>$132,689,516</td>
<td>$273,344,857</td>
<td>$-140,655,341</td>
<td>-34.6</td>
<td>49</td>
</tr>
<tr>
<td>Other Motor Vehicle Dealers (NAICS 4412)</td>
<td>$10,994,265</td>
<td>$8,432,743</td>
<td>$2,561,522</td>
<td>13.2</td>
<td>13</td>
</tr>
<tr>
<td>Auto Parts, Accessories, and Tire Stores (NAICS 4413)</td>
<td>$13,262,169</td>
<td>$126,706,773</td>
<td>$-113,444,604</td>
<td>-81.0</td>
<td>33</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings Stores (NAICS 442)</td>
<td>$18,340,306</td>
<td>$22,597,798</td>
<td>$-4,257,492</td>
<td>-10.4</td>
<td>26</td>
</tr>
<tr>
<td>Furniture Stores (NAICS 4421)</td>
<td>$13,167,267</td>
<td>$8,389,076</td>
<td>$4,778,191</td>
<td>22.2</td>
<td>9</td>
</tr>
<tr>
<td>Home Furnishings Stores (NAICS 4422)</td>
<td>$5,173,039</td>
<td>$14,208,722</td>
<td>$-9,035,683</td>
<td>-46.6</td>
<td>17</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores (NAICS 443/NAICS 4431)</td>
<td>$10,911,401</td>
<td>$8,707,936</td>
<td>$2,203,465</td>
<td>11.2</td>
<td>24</td>
</tr>
<tr>
<td>Bldg Materials, Garden Equip. &amp; Supply Stores (NAICS 444)</td>
<td>$24,345,309</td>
<td>$30,502,916</td>
<td>$-6,157,607</td>
<td>-11.2</td>
<td>48</td>
</tr>
<tr>
<td>Building Material and Supplies Dealers (NAICS 4441)</td>
<td>$22,417,857</td>
<td>$29,755,634</td>
<td>$-7,337,777</td>
<td>-14.1</td>
<td>40</td>
</tr>
<tr>
<td>Lawn and Garden Equipment and Supplies Stores (NAICS 4442)</td>
<td>$1,927,452</td>
<td>$747,282</td>
<td>$1,180,170</td>
<td>44.1</td>
<td>4</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores (NAICS 445)</td>
<td>$140,381,446</td>
<td>$135,302,992</td>
<td>$5,078,454</td>
<td>1.8</td>
<td>53</td>
</tr>
<tr>
<td>Grocery Stores (NAICS 4451)</td>
<td>$130,666,276</td>
<td>$127,712,773</td>
<td>$2,953,503</td>
<td>1.1</td>
<td>35</td>
</tr>
<tr>
<td>Specialty Food Stores (NAICS 4452)</td>
<td>$5,024,407</td>
<td>$3,497,450</td>
<td>$1,526,957</td>
<td>17.9</td>
<td>14</td>
</tr>
<tr>
<td>Beer, Wine, and Liquor Stores (NAICS 4453)</td>
<td>$4,690,763</td>
<td>$4,092,769</td>
<td>$597,994</td>
<td>6.8</td>
<td>4</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores (NAICS 446/NAICS 4461)</td>
<td>$21,711,116</td>
<td>$20,364,778</td>
<td>$1,346,338</td>
<td>3.2</td>
<td>34</td>
</tr>
<tr>
<td>Gasoline Stations (NAICS 447/4471)</td>
<td>$93,036,409</td>
<td>$81,570,972</td>
<td>$11,465,437</td>
<td>6.6</td>
<td>32</td>
</tr>
<tr>
<td>Clothing and Clothing Accessories Stores (NAICS 448)</td>
<td>$23,017,880</td>
<td>$42,266,951</td>
<td>$-19,249,071</td>
<td>-29.5</td>
<td>60</td>
</tr>
<tr>
<td>Clothing Stores (NAICS 4481)</td>
<td>$17,722,489</td>
<td>$39,920,336</td>
<td>$-22,197,847</td>
<td>-56.6</td>
<td>44</td>
</tr>
<tr>
<td>Shoe Stores (NAICS 4482)</td>
<td>$1,803,027</td>
<td>$1,234,942</td>
<td>$568,085</td>
<td>18.7</td>
<td>6</td>
</tr>
<tr>
<td>Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)</td>
<td>$3,492,364</td>
<td>$1,111,673</td>
<td>$2,380,691</td>
<td>51.7</td>
<td>10</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)</td>
<td>$8,150,749</td>
<td>$12,964,663</td>
<td>$-4,813,914</td>
<td>-22.8</td>
<td>41</td>
</tr>
<tr>
<td>Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)</td>
<td>$5,831,449</td>
<td>$6,331,826</td>
<td>$-500,377</td>
<td>-8.1</td>
<td>32</td>
</tr>
<tr>
<td>Book, Periodical, and Music Stores (NAICS 4512)</td>
<td>$2,319,300</td>
<td>$6,632,837</td>
<td>$-4,313,537</td>
<td>-65.1</td>
<td>9</td>
</tr>
</tbody>
</table>

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 Profile

Lakewood, Washington  
Ring: 3 miles radius

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Merchandise Stores (NAICS 452)</td>
<td>$101,328,595</td>
<td>$112,735,672</td>
<td>$-11,407,077</td>
<td>-5.3</td>
<td>25</td>
</tr>
<tr>
<td>Department Stores Excluding Leased Depts. (NAICS 4521)</td>
<td>$66,181,963</td>
<td>$75,948,492</td>
<td>$-9,766,529</td>
<td>-6.9</td>
<td>15</td>
</tr>
<tr>
<td>Other General Merchandise Stores (NAICS 4529)</td>
<td>$35,146,632</td>
<td>$36,787,180</td>
<td>$-1,640,548</td>
<td>-2.3</td>
<td>10</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers (NAICS 453)</td>
<td>$16,013,428</td>
<td>$15,983,987</td>
<td>$29,441</td>
<td>0.1</td>
<td>75</td>
</tr>
<tr>
<td>Florists (NAICS 4531)</td>
<td>$690,269</td>
<td>$660,035</td>
<td>$30,234</td>
<td>10.4</td>
<td>9</td>
</tr>
<tr>
<td>Office Supplies, Stationery, and Gift Stores (NAICS 4532)</td>
<td>$4,509,953</td>
<td>$3,103,992</td>
<td>$1,405,961</td>
<td>18.5</td>
<td>20</td>
</tr>
<tr>
<td>Used Merchandise Stores (NAICS 4533)</td>
<td>$1,218,507</td>
<td>$2,776,399</td>
<td>$-1,557,892</td>
<td>-39.0</td>
<td>15</td>
</tr>
<tr>
<td>Other Miscellaneous Store Retailers (NAICS 4539)</td>
<td>$9,594,699</td>
<td>$9,543,561</td>
<td>$51,138</td>
<td>0.3</td>
<td>31</td>
</tr>
<tr>
<td>Nonstore Retailers (NAICS 454)</td>
<td>$17,725,572</td>
<td>$11,726,267</td>
<td>$5,999,305</td>
<td>20.4</td>
<td>4</td>
</tr>
<tr>
<td>Electronic Shopping and Mail-Order Houses (NAICS 4541)</td>
<td>$11,528,129</td>
<td>$9,599,297</td>
<td>$1,928,832</td>
<td>7.3</td>
<td>2</td>
</tr>
<tr>
<td>Vending Machine Operators (NAICS 4542)</td>
<td>$2,687,192</td>
<td>$685,760</td>
<td>$2,001,432</td>
<td>59.3</td>
<td>1</td>
</tr>
<tr>
<td>Direct Selling Establishments (NAICS 4543)</td>
<td>$3,510,251</td>
<td>$1,081,210</td>
<td>$2,429,041</td>
<td>52.9</td>
<td>1</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places (NAICS 722)</td>
<td>$104,374,993</td>
<td>$142,685,061</td>
<td>$-38,310,068</td>
<td>-15.5</td>
<td>230</td>
</tr>
<tr>
<td>Full-Service Restaurants (NAICS 7221)</td>
<td>$38,388,405</td>
<td>$55,485,679</td>
<td>$-17,097,274</td>
<td>-18.2</td>
<td>134</td>
</tr>
<tr>
<td>Limited-Service Eating Places (NAICS 7222)</td>
<td>$56,564,816</td>
<td>$76,457,782</td>
<td>$-19,892,966</td>
<td>-15.0</td>
<td>81</td>
</tr>
<tr>
<td>Special Food Services (NAICS 7223)</td>
<td>$3,818,509</td>
<td>$2,142,553</td>
<td>$1,675,956</td>
<td>28.1</td>
<td>4</td>
</tr>
<tr>
<td>Drinking Places - Alcoholic Beverages (NAICS 7224)</td>
<td>$5,603,263</td>
<td>$8,599,047</td>
<td>$-2,995,784</td>
<td>-21.1</td>
<td>11</td>
</tr>
</tbody>
</table>

### Leakage/Surplus Factor by Industry Subsector

![Leakage/Surplus Factor by Industry Subsector](image)

Source: ESRI and Infogroup

©2010 ESRI  
On-demand reports and maps from Business Analyst Online. Order at [www.esri.com/bao](http://www.esri.com/bao) or call 800-447-9778  
10/07/2010  
Page 2 of 3
City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 3 miles radius

Leakage/Surplus Factor by Industry Group

Source: ESRI and Infogroup
## Summary Demographics

<table>
<thead>
<tr>
<th>2010 Population</th>
<th>210,238</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Households</td>
<td>81,166</td>
</tr>
<tr>
<td>2010 Median Disposable Income</td>
<td>$40,640</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$23,271</td>
</tr>
</tbody>
</table>

## Industry Summary

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink (NAICS 44-45, 722)</td>
<td>$1,786,032,733</td>
<td>$2,603,823,076</td>
<td>$-817,790,343</td>
<td>-18.6</td>
<td>1,660</td>
</tr>
<tr>
<td>Total Retail Trade (NAICS 44-45)</td>
<td>$1,532,679,220</td>
<td>$2,250,660,915</td>
<td>$-717,981,695</td>
<td>-19.0</td>
<td>1,155</td>
</tr>
<tr>
<td>Total Food &amp; Drink (NAICS 722)</td>
<td>$253,353,513</td>
<td>$353,162,161</td>
<td>$-99,808,648</td>
<td>-28.6</td>
<td>505</td>
</tr>
</tbody>
</table>

## Industry Group Demand (Retail Potential) Supply (Retail Sales) Retail Gap Leakage/Surplus Factor Number of Businesses

- **Motor Vehicle & Parts Dealers (NAICS 441)**
  - Demand: $379,437,541
  - Supply: $846,827,039
  - Retail Gap: $-467,389,498
  - Leakage/Surplus Factor: -38.1
  - Number of Businesses: 202

- **Automobile Dealers (NAICS 4411)**
  - Demand: $320,328,525
  - Supply: $659,528,941
  - Retail Gap: $-339,200,416
  - Leakage/Surplus Factor: -34.6
  - Number of Businesses: 96

- **Other Motor Vehicle Dealers (NAICS 4412)**
  - Demand: $27,005,739
  - Supply: $23,731,505
  - Retail Gap: $3,274,234
  - Leakage/Surplus Factor: 6.5
  - Number of Businesses: 36

- **Auto Parts, Accessories, and Tire Stores (NAICS 4413)**
  - Demand: $32,103,277
  - Supply: $163,566,593
  - Retail Gap: $-131,463,316
  - Leakage/Surplus Factor: -67.2
  - Number of Businesses: 70

- **Furniture & Home Furnishings Stores (NAICS 442)**
  - Demand: $44,539,201
  - Supply: $52,965,140
  - Retail Gap: $-8,425,939
  - Leakage/Surplus Factor: -8.6
  - Number of Businesses: 63

- **Furniture Stores (NAICS 4421)**
  - Demand: $31,899,982
  - Supply: $29,839,605
  - Retail Gap: $2,060,377
  - Leakage/Surplus Factor: 3.3
  - Number of Businesses: 29

- **Home Furnishings Stores (NAICS 4422)**
  - Demand: $12,639,219
  - Supply: $23,125,535
  - Retail Gap: $-10,486,316
  - Leakage/Surplus Factor: -29.3
  - Number of Businesses: 34

- **Electronics & Appliance Stores (NAICS 443/NAICS 4431)**
  - Demand: $26,542,606
  - Supply: $31,402,204
  - Retail Gap: $-4,859,598
  - Leakage/Surplus Factor: -8.4
  - Number of Businesses: 61

- **Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)**
  - Demand: $59,683,662
  - Supply: $81,579,593
  - Retail Gap: $-21,895,931
  - Leakage/Surplus Factor: -15.5
  - Number of Businesses: 103

- **Building Material and Supplies Dealers (NAICS 4441)**
  - Demand: $54,878,266
  - Supply: $79,972,244
  - Retail Gap: $-25,093,978
  - Leakage/Surplus Factor: -18.6
  - Number of Businesses: 90

- **Lawn and Garden Equipment and Supplies Stores (NAICS 4442)**
  - Demand: $4,805,396
  - Supply: $1,607,349
  - Retail Gap: $3,198,047
  - Leakage/Surplus Factor: 49.9
  - Number of Businesses: 13

- **Food & Beverage Stores (NAICS 445)**
  - Demand: $340,132,638
  - Supply: $286,226,452
  - Retail Gap: $53,906,186
  - Leakage/Surplus Factor: 8.6
  - Number of Businesses: 122

- **Grocery Stores (NAICS 4451)**
  - Demand: $316,629,774
  - Supply: $268,335,035
  - Retail Gap: $48,294,739
  - Leakage/Surplus Factor: 8.3
  - Number of Businesses: 89

- **Specialty Food Stores (NAICS 4452)**
  - Demand: $12,163,811
  - Supply: $6,063,855
  - Retail Gap: $6,099,956
  - Leakage/Surplus Factor: 32.5
  - Number of Businesses: 25

- **Beer, Wine, and Liquor Stores (NAICS 4453)**
  - Demand: $11,399,053
  - Supply: $1,607,349
  - Retail Gap: $9,891,704
  - Leakage/Surplus Factor: -9.8
  - Number of Businesses: 8

- **Health & Personal Care Stores (NAICS 446/NAICS 4461)**
  - Demand: $52,806,552
  - Supply: $48,612,524
  - Retail Gap: $4,194,028
  - Leakage/Surplus Factor: 4.1
  - Number of Businesses: 71

- **Gasoline Stations (NAICS 447/4471)**
  - Demand: $225,655,106
  - Supply: $182,757,550
  - Retail Gap: $42,897,556
  - Leakage/Surplus Factor: 10.5
  - Number of Businesses: 63

- **Clothing and Clothing Accessories Stores (NAICS 448)**
  - Demand: $55,871,160
  - Supply: $125,811,971
  - Retail Gap: $-69,940,811
  - Leakage/Surplus Factor: -38.5
  - Number of Businesses: 160

- **Clothing Stores (NAICS 4481)**
  - Demand: $43,010,366
  - Supply: $111,238,548
  - Retail Gap: $-66,228,182
  - Leakage/Surplus Factor: -44.2
  - Number of Businesses: 109

- **Shoe Stores (NAICS 4482)**
  - Demand: $4,342,891
  - Supply: $6,676,061
  - Retail Gap: $-2,333,170
  - Leakage/Surplus Factor: -21.2
  - Number of Businesses: 20

- **Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)**
  - Demand: $8,517,903
  - Supply: $7,897,362
  - Retail Gap: $620,541
  - Leakage/Surplus Factor: 3.8
  - Number of Businesses: 31

- **Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)**
  - Demand: $19,840,028
  - Supply: $48,089,002
  - Retail Gap: $-28,248,974
  - Leakage/Surplus Factor: -41.6
  - Number of Businesses: 103

- **Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)**
  - Demand: $14,202,046
  - Supply: $24,235,534
  - Retail Gap: $-10,033,488
  - Leakage/Surplus Factor: -26.1
  - Number of Businesses: 80

- **Book, Periodical, and Music Stores (NAICS 4512)**
  - Demand: $5,637,982
  - Supply: $23,853,468
  - Retail Gap: $-18,215,486
  - Leakage/Surplus Factor: -61.8
  - Number of Businesses: 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.

**Source:** ESRI and Infogroup
### City of Lakewood Drive Time ...
Lakewood, Washington
Ring: 5 miles radius

#### Demand
- **General Merchandise Stores (NAICS 452)**: $245,967,345
- **Department Stores Excluding Leased Depts. (NAICS 4521)**: $160,704,227
- **Other General Merchandise Stores (NAICS 4529)**: $85,263,118
- **Miscellaneous Store Retailers (NAICS 4539)**: $23,383,764
- **Nonstore Retailers (NAICS 454)**: $43,165,044
- **Electronic Shopping and Mail-Order Houses (NAICS 4541)**: $28,007,591
- **Vending Machine Operators (NAICS 4542)**: $8,649,231
- **Direct Selling Establishments (NAICS 4543)**: $8,649,231
- **Food Services & Drinking Places (NAICS 722)**: $253,353,513
- **Full-Service Restaurants (NAICS 7221)**: $93,249,961
- **Limited-Service Eating Places (NAICS 7222)**: $137,234,452
- **Special Food Services (NAICS 7223)**: $9,264,471
- **Drinking Places - Alcoholic Beverages (NAICS 7224)**: $13,604,629

#### Supply
- **General Merchandise Stores (NAICS 452)**: $413,599,161
- **Department Stores Excluding Leased Depts. (NAICS 4521)**: $263,412,649
- **Other General Merchandise Stores (NAICS 4529)**: $150,186,512
- **Miscellaneous Store Retailers (NAICS 4539)**: $15,967,424
- **Nonstore Retailers (NAICS 454)**: $87,260,471
- **Electronic Shopping and Mail-Order Houses (NAICS 4541)**: $80,541,576
- **Vending Machine Operators (NAICS 4542)**: $685,760
- **Direct Selling Establishments (NAICS 4543)**: $6,033,135
- **Food Services & Drinking Places (NAICS 722)**: $353,162,161
- **Full-Service Restaurants (NAICS 7221)**: $135,538,059
- **Limited-Service Eating Places (NAICS 7222)**: $191,760,352
- **Special Food Services (NAICS 7223)**: $6,659,656
- **Drinking Places - Alcoholic Beverages (NAICS 7224)**: $19,204,094

#### Supply Gap
- **General Merchandise Stores (NAICS 452)**: $-167,631,816
- **Department Stores Excluding Leased Depts. (NAICS 4521)**: $-102,708,422
- **Other General Merchandise Stores (NAICS 4529)**: $-64,923,394
- **Miscellaneous Store Retailers (NAICS 4539)**: $7,416,340
- **Nonstore Retailers (NAICS 454)**: $-44,095,427
- **Electronic Shopping and Mail-Order Houses (NAICS 4541)**: $-52,533,985
- **Vending Machine Operators (NAICS 4542)**: $5,822,462
- **Direct Selling Establishments (NAICS 4543)**: $2,616,096
- **Food Services & Drinking Places (NAICS 722)**: $-99,808,648
- **Full-Service Restaurants (NAICS 7221)**: $-42,288,098
- **Limited-Service Eating Places (NAICS 7222)**: $-54,525,900
- **Special Food Services (NAICS 7223)**: $2,604,815
- **Drinking Places - Alcoholic Beverages (NAICS 7224)**: $-5,599,465

#### Leakage/Surplus Factor
- **General Merchandise Stores (NAICS 452)**: -25.4
- **Department Stores Excluding Leased Depts. (NAICS 4521)**: -24.2
- **Other General Merchandise Stores (NAICS 4529)**: -27.6
- **Miscellaneous Store Retailers (NAICS 4539)**: -7.7
- **Nonstore Retailers (NAICS 454)**: -33.8
- **Electronic Shopping and Mail-Order Houses (NAICS 4541)**: -48.4
- **Vending Machine Operators (NAICS 4542)**: 80.9
- **Direct Selling Establishments (NAICS 4543)**: 17.8
- **Food Services & Drinking Places (NAICS 722)**: -16.5
- **Full-Service Restaurants (NAICS 7221)**: -18.5
- **Limited-Service Eating Places (NAICS 7222)**: -16.6
- **Special Food Services (NAICS 7223)**: 16.4
- **Drinking Places - Alcoholic Beverages (NAICS 7224)**: -17.1

#### Number of Businesses
- **General Merchandise Stores (NAICS 452)**: 45
- **Department Stores Excluding Leased Depts. (NAICS 4521)**: 26
- **Other General Merchandise Stores (NAICS 4529)**: 19
- **Miscellaneous Store Retailers (NAICS 4539)**: 154
- **Nonstore Retailers (NAICS 454)**: 8
- **Electronic Shopping and Mail-Order Houses (NAICS 4541)**: 4
- **Vending Machine Operators (NAICS 4542)**: 1
- **Direct Selling Establishments (NAICS 4543)**: 3
- **Food Services & Drinking Places (NAICS 722)**: 505
- **Full-Service Restaurants (NAICS 7221)**: 279
- **Limited-Service Eating Places (NAICS 7222)**: 180
- **Special Food Services (NAICS 7223)**: 11
- **Drinking Places - Alcoholic Beverages (NAICS 7224)**: 35

#### Leakage/Surplus Factor by Industry Subsector

Source: ESRI and Infogroup
Leakage/Surplus Factor by Industry Group

-60.0 -50.0 -40.0 -30.0 -20.0 -10.0 0.0 10.0 20.0 30.0 40.0 50.0 60.0 70.0 80.0 90.0

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Gasoline Stations
Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Sporting Goods/Hobby/Musical Instrument Stores
Book, Periodical, and Music Stores
Department Stores (Excluding Leased Depts.)
Other General Merchandise Stores
Florists
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Retailers
Electronic Shopping and Mail-Order Houses
Vending Machine Operators
Direct Selling Establishments
Full-Service Restaurants
Limited-Service Eating Places
Special Food Services
Drinking Places (Alcoholic Beverages)

Source: ESRI and Infogroup