



Retail MarketPlace Profile

Deer Park Polygon Retail Study

Prepared by Robert Lee CCP NW LLC

Summary Demographics

2013 Population	32,577
2013 Households	12,749
2013 Median Disposable Income	\$35,999
2013 Per Capita Income	\$22,069

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	\$307,109,417	\$107,046,867	\$200,062,550	48.3	202
Total Retail Trade	44-45	\$280,993,464	\$97,809,051	\$183,184,413	48.4	173
Total Food & Drink	722	\$26,115,953	\$9,237,816	\$16,878,137	47.7	28

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,856,355	\$19,973,096	\$32,883,258	45.2	20
Automobile Dealers	4411	\$45,050,100	\$12,551,766	\$32,498,334	56.4	10
Other Motor Vehicle Dealers	4412	\$3,560,198	\$1,225,082	\$2,335,116	48.8	3
Auto Parts, Accessories & Tire Stores	4413	\$4,246,056	\$6,196,248	-\$1,950,192	-18.7	7
Furniture & Home Furnishings Stores	442	\$5,705,082	\$2,343,895	\$3,361,188	41.8	14
Furniture Stores	4421	\$3,235,537	\$863,693	\$2,371,844	57.9	4
Home Furnishings Stores	4422	\$2,469,545	\$1,480,202	\$989,343	25.0	10
Electronics & Appliance Stores	4431	\$5,276,801	\$867,107	\$4,409,694	71.8	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,917,425	\$28,847,494	-\$18,930,069	-48.8	20
Bldg Material & Supplies Dealers	4441	\$8,348,992	\$26,862,819	-\$18,513,827	-52.6	17
Lawn & Garden Equip & Supply Stores	4442	\$1,568,433	\$1,984,675	-\$416,242	-11.7	3
Food & Beverage Stores	445	\$57,908,000	\$13,274,861	\$44,633,139	62.7	30
Grocery Stores	4451	\$54,711,500	\$10,817,908	\$43,893,592	67.0	16
Specialty Food Stores	4452	\$1,279,521	\$1,657,331	-\$377,811	-12.9	13
Beer, Wine & Liquor Stores	4453	\$1,916,980	\$799,622	\$1,117,358	41.1	1
Health & Personal Care Stores	446,4461	\$20,690,153	\$10,171,748	\$10,518,405	34.1	7
Gasoline Stations	447,4471	\$24,665,993	\$14,953,131	\$9,712,863	24.5	6
Clothing & Clothing Accessories Stores	448	\$13,934,318	\$724,042	\$13,210,276	90.1	5
Clothing Stores	4481	\$10,456,730	\$378,137	\$10,078,594	93.0	3
Shoe Stores	4482	\$1,976,922	\$21,971	\$1,954,951	97.8	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,500,666	\$323,935	\$1,176,731	64.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,854,365	\$2,008,192	\$2,846,173	41.5	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,462,225	\$1,936,763	\$2,525,462	39.5	21
Book, Periodical & Music Stores	4512	\$392,140	\$71,429	\$320,711	69.2	1
General Merchandise Stores	452	\$49,472,026	\$1,028,739	\$48,443,287	95.9	2
Department Stores Excluding Leased Depts.	4521	\$18,880,164	\$20,251	\$18,859,913	99.8	0
Other General Merchandise Stores	4529	\$30,591,862	\$1,008,488	\$29,583,374	93.6	2
Miscellaneous Store Retailers	453	\$9,531,288	\$1,912,372	\$7,618,916	66.6	33
Florists	4531	\$391,321	\$239,196	\$152,125	24.1	3
Office Supplies, Stationery & Gift Stores	4532	\$2,648,398	\$222,970	\$2,425,428	84.5	7
Used Merchandise Stores	4533	\$705,783	\$231,434	\$474,349	50.6	3
Other Miscellaneous Store Retailers	4539	\$5,785,786	\$1,218,772	\$4,567,014	65.2	19
Nonstore Retailers	454	\$26,181,657	\$1,704,374	\$24,477,283	87.8	7
Electronic Shopping & Mail-Order Houses	4541	\$22,883,462	\$1,198,093	\$21,685,369	90.0	1
Vending Machine Operators	4542	\$332,469	\$73,871	\$258,598	63.6	1
Direct Selling Establishments	4543	\$2,965,726	\$432,411	\$2,533,315	74.6	5
Food Services & Drinking Places	722	\$26,115,953	\$9,237,816	\$16,878,137	47.7	28
Full-Service Restaurants	7221	\$12,485,811	\$4,388,852	\$8,096,959	48.0	8
Limited-Service Eating Places	7222	\$11,576,273	\$3,499,353	\$8,076,920	53.6	13
Special Food Services	7223	\$1,194,547	\$8,842	\$1,185,704	98.5	0
Drinking Places - Alcoholic Beverages	7224	\$859,323	\$1,340,770	-\$481,447	-21.9	7

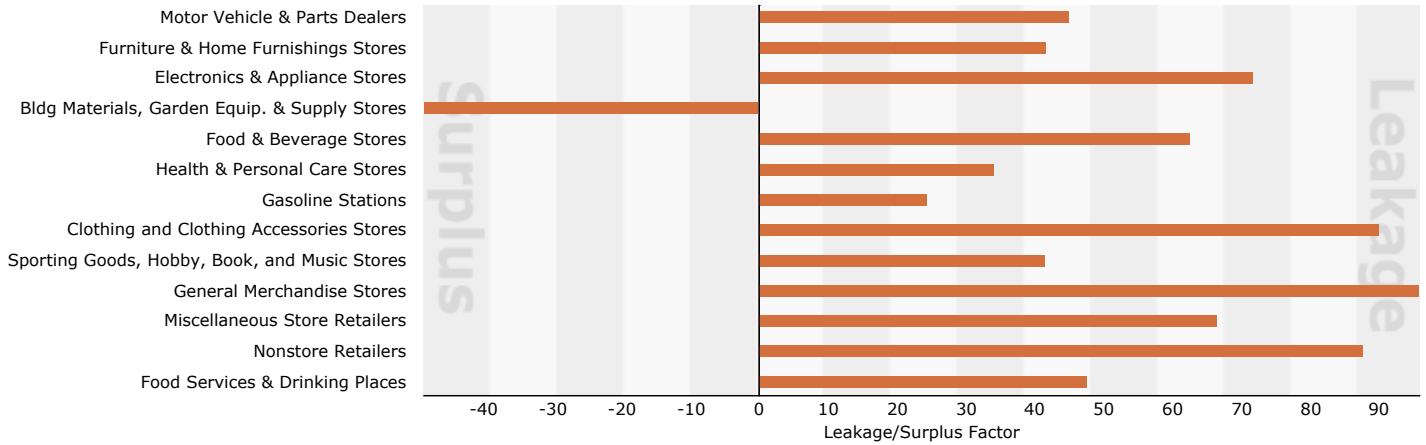
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>.

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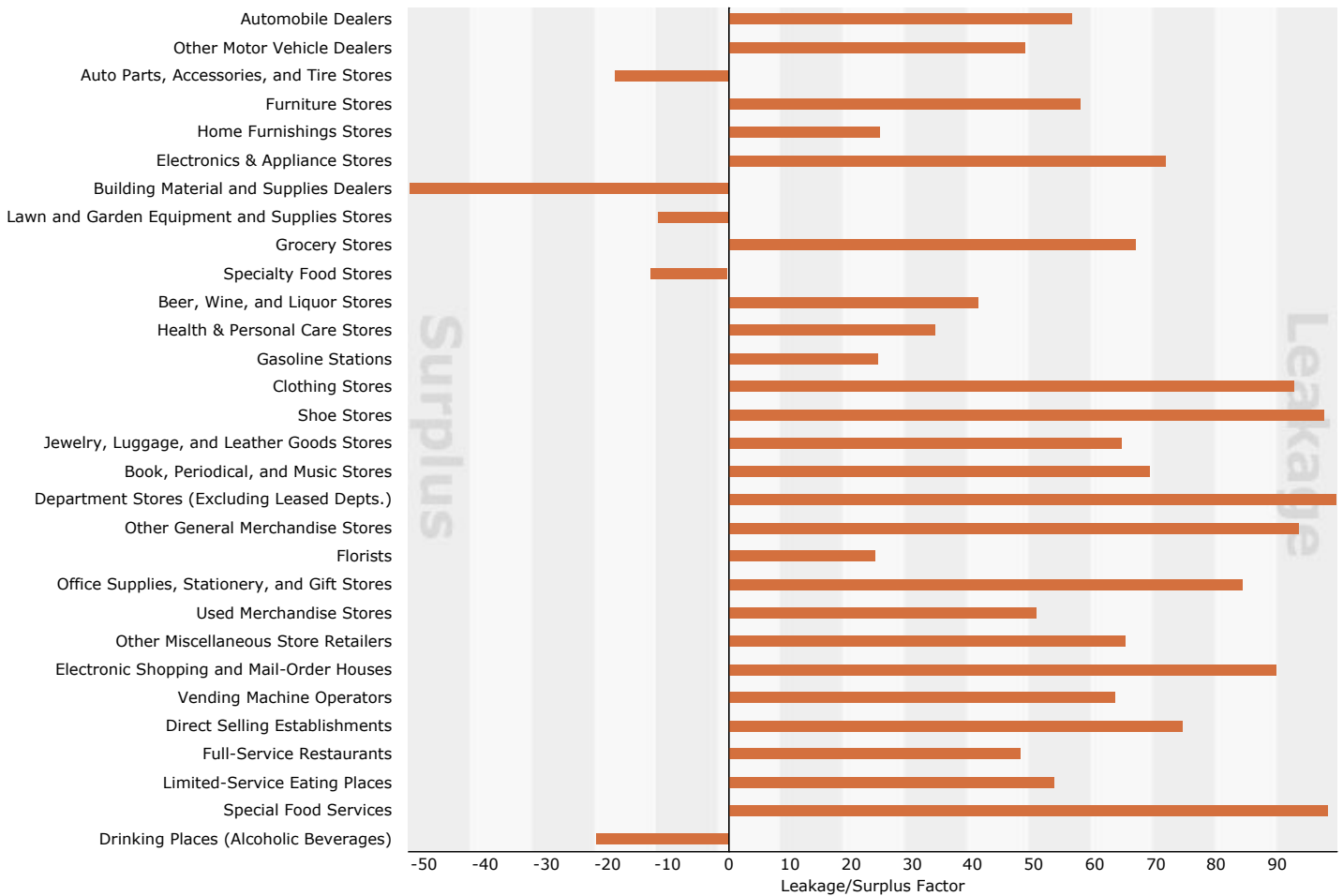
April 11, 2014



Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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