

90266 (Manhattan Beach)
90266 (Manhattan Beach, CA)
Geography: ZIP Code

Prepared by NAI Capital

Summary Demographics

2010 Population	35,338
2010 Households	14,812
2010 Median Disposable Income	\$93,461
2010 Per Capita Income	\$69,135

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	\$869,472,085	\$522,285,186	\$347,186,899	24.9	390
Total Retail Trade	44-45	\$738,977,189	\$387,403,657	\$351,573,532	31.2	253
Total Food & Drink	722	\$130,494,896	\$134,881,529	\$-4,386,633	-1.7	137

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$175,836,041	\$53,945,856	\$121,890,185	53.0	7
Automobile Dealers	4411	\$145,764,449	\$51,347,028	\$94,417,421	47.9	2
Other Motor Vehicle Dealers	4412	\$16,565,683	\$800,824	\$15,764,859	90.8	2
Auto Parts, Accessories & Tire Stores	4413	\$13,505,909	\$1,798,004	\$11,707,905	76.5	3
Furniture & Home Furnishings Stores	442	\$31,471,876	\$13,353,127	\$18,118,749	40.4	13
Furniture Stores	4421	\$19,070,470	\$10,399,378	\$8,671,092	29.4	6
Home Furnishings Stores	4422	\$12,401,406	\$2,953,749	\$9,447,657	61.5	7
Electronics & Appliance Stores	4431	\$22,296,788	\$24,080,081	\$-1,783,293	-3.8	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,654,235	\$1,854,526	\$32,799,709	89.8	10
Bldg Material & Supplies Dealers	4441	\$33,327,787	\$1,728,254	\$31,599,533	90.1	9
Lawn & Garden Equip & Supply Stores	4442	\$1,326,448	\$126,272	\$1,200,176	82.6	1
Food & Beverage Stores	445	\$152,624,251	\$112,282,386	\$40,341,865	15.2	27
Grocery Stores	4451	\$138,166,086	\$106,328,365	\$31,837,721	13.0	11
Specialty Food Stores	4452	\$7,707,699	\$3,199,239	\$4,508,460	41.3	9
Beer, Wine & Liquor Stores	4453	\$6,750,466	\$2,754,782	\$3,995,684	42.0	7
Health & Personal Care Stores	446,4461	\$32,521,670	\$17,990,437	\$14,531,233	28.8	19
Gasoline Stations	447,4471	\$100,014,004	\$52,233,772	\$47,780,232	31.4	6
Clothing & Clothing Accessories Stores	448	\$45,465,060	\$56,179,608	\$-10,714,548	-10.5	84
Clothing Stores	4481	\$35,744,614	\$51,348,465	\$-15,603,851	-17.9	66
Shoe Stores	4482	\$4,177,921	\$3,673,040	\$504,881	6.4	9
Jewelry, Luggage & Leather Goods Stores	4483	\$5,542,525	\$1,158,103	\$4,384,422	65.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$11,257,800	\$13,674,546	\$-2,416,746	-9.7	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,642,521	\$7,686,460	\$-1,043,939	-7.3	22
Book, Periodical & Music Stores	4512	\$4,615,279	\$5,988,086	\$-1,372,807	-12.9	4
General Merchandise Stores	452	\$87,389,970	\$34,080,946	\$53,309,024	43.9	4
Department Stores Excluding Leased Depts.	4521	\$26,564,555	\$30,349,385	\$-3,784,830	-6.7	3
Other General Merchandise Stores	4529	\$60,825,415	\$3,731,561	\$57,093,854	88.4	1
Miscellaneous Store Retailers	453	\$16,609,662	\$6,723,801	\$9,885,861	42.4	42
Florists	4531	\$1,902,282	\$1,178,355	\$723,927	23.5	10
Office Supplies, Stationery & Gift Stores	4532	\$5,835,643	\$4,243,300	\$1,592,343	15.8	17
Used Merchandise Stores	4533	\$1,275,757	\$93,561	\$1,182,196	86.3	2
Other Miscellaneous Store Retailers	4539	\$7,595,980	\$1,208,585	\$6,387,395	72.5	13
Nonstore Retailers	454	\$28,835,832	\$1,004,571	\$27,831,261	93.3	2
Electronic Shopping & Mail-Order Houses	4541	\$19,345,350	\$0	\$19,345,350	100.0	0
Vending Machine Operators	4542	\$1,435,970	\$0	\$1,435,970	100.0	0
Direct Selling Establishments	4543	\$8,054,512	\$1,004,571	\$7,049,941	77.8	2
Food Services & Drinking Places	722	\$130,494,896	\$134,881,529	\$-4,386,633	-1.7	137
Full-Service Restaurants	7221	\$61,873,600	\$83,038,865	\$-21,165,265	-14.6	91
Limited-Service Eating Places	7222	\$52,855,375	\$49,342,225	\$3,513,150	3.4	37
Special Food Services	7223	\$13,891,866	\$1,477,289	\$12,414,577	80.8	5
Drinking Places - Alcoholic Beverages	7224	\$1,874,055	\$1,023,150	\$850,905	29.4	4

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

ATTACHMENT G
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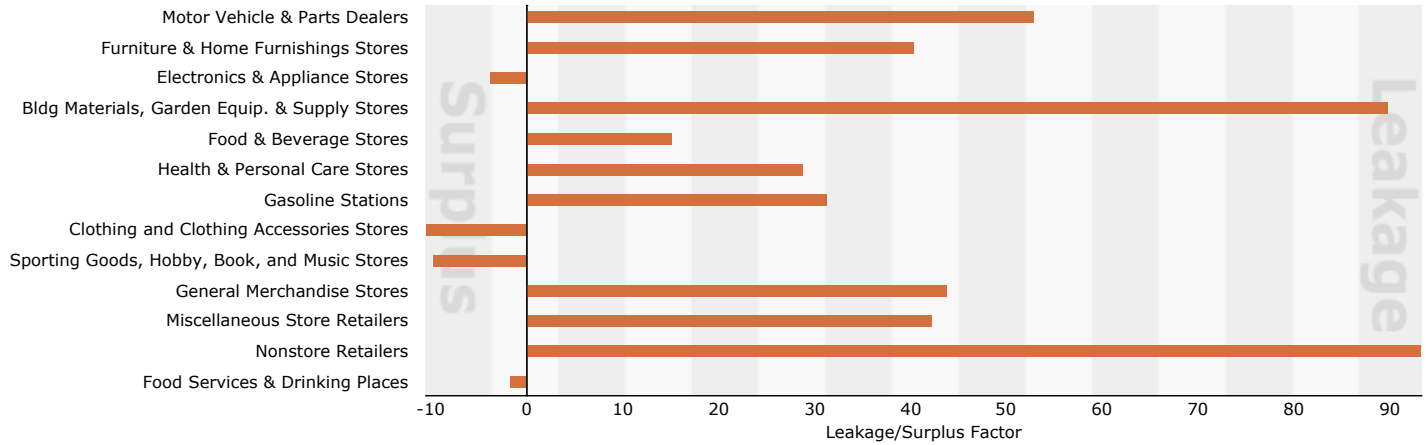
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Made with Esri Business Analyst

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

