



# Retail MarketPlace Profile

Maricopa City, AZ  
 Maricopa city (0444410)  
 Geography: Place

## Summary Demographics

2013 Population	45,882
2013 Households	15,160
2013 Median Disposable Income	\$50,209
2013 Per Capita Income	\$23,400

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	\$328,140,093	\$53,784,339	\$274,355,754	71.8	113
Total Retail Trade	44-45	\$295,944,521	\$48,095,372	\$247,849,149	72.0	102
Total Food & Drink	722	\$32,195,572	\$5,688,967	\$26,506,605	70.0	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$57,762,194	\$5,036,373	\$52,725,821	84.0	11
Automobile Dealers	4411	\$49,639,754	\$1,586,158	\$48,053,596	93.8	3
Other Motor Vehicle Dealers	4412	\$3,049,499	\$1,996,832	\$1,052,667	20.9	2
Auto Parts, Accessories & Tire Stores	4413	\$5,072,941	\$2,849,950	\$2,222,991	28.1	6
Furniture & Home Furnishings Stores	442	\$6,682,429	\$1,996,832	\$4,685,597	54.0	2
Furniture Stores	4421	\$4,009,460	\$1,897,091	\$2,112,369	35.8	1
Home Furnishings Stores	4422	\$2,672,969	\$99,741	\$2,573,228	92.8	1
Electronics & Appliance Stores	443	\$8,988,040	\$1,307,307	\$7,680,733	74.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,180,602	\$2,069,419	\$7,111,183	63.2	6
Bldg Material & Supplies Dealers	4441	\$8,466,520	\$2,069,419	\$6,397,101	60.7	6
Lawn & Garden Equip & Supply Stores	4442	\$714,082	\$0	\$714,082	100.0	0
Food & Beverage Stores	445	\$50,145,749	\$24,085,540	\$26,060,209	35.1	11
Grocery Stores	4451	\$47,890,366	\$23,746,123	\$24,144,243	33.7	6
Specialty Food Stores	4452	\$1,109,411	\$339,417	\$769,994	53.1	5
Beer, Wine & Liquor Stores	4453	\$1,145,972	\$0	\$1,145,972	100.0	0
Health & Personal Care Stores	446,4461	\$19,851,185	\$2,054,596	\$17,796,589	81.2	4
Gasoline Stations	447,4471	\$30,406,287	\$1,216,050	\$29,190,237	92.3	1
Clothing & Clothing Accessories Stores	448	\$17,361,781	\$1,786,525	\$15,575,256	81.3	12
Clothing Stores	4481	\$12,336,623	\$1,661,905	\$10,674,718	76.3	11
Shoe Stores	4482	\$2,478,795	\$0	\$2,478,795	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,546,363	\$124,620	\$2,421,743	90.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$7,041,142	\$929,167	\$6,111,975	76.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,672,453	\$552,090	\$5,120,363	82.3	6
Book, Periodical & Music Stores	4512	\$1,368,689	\$377,077	\$991,612	56.8	4
General Merchandise Stores	452	\$57,323,122	\$88,135	\$57,234,987	99.7	1
Department Stores Excluding Leased Depts.	4521	\$19,880,636	\$88,135	\$19,792,501	99.1	1
Other General Merchandise Stores	4529	\$37,442,486	\$0	\$37,442,486	100.0	0
Miscellaneous Store Retailers	453	\$9,948,728	\$1,488,506	\$8,460,222	74.0	25
Florists	4531	\$419,942	\$0	\$419,942	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$3,001,371	\$292,742	\$2,708,629	82.2	9
Used Merchandise Stores	4533	\$1,413,454	\$75,456	\$1,337,998	89.9	1
Other Miscellaneous Store Retailers	4539	\$5,113,961	\$1,120,308	\$3,993,653	64.1	15
Nonstore Retailers	454	\$21,253,262	\$6,036,922	\$15,216,340	55.8	10
Electronic Shopping & Mail-Order Houses	4541	\$17,895,333	\$4,112,378	\$13,782,955	62.6	1
Vending Machine Operators	4542	\$1,053,999	\$1,028,241	\$25,758	1.2	3
Direct Selling Establishments	4543	\$2,303,930	\$896,303	\$1,407,627	44.0	6
Food Services & Drinking Places	722	\$32,195,572	\$5,688,967	\$26,506,605	70.0	11
Full-Service Restaurants	7221	\$14,953,089	\$3,601,233	\$11,351,856	61.2	5
Limited-Service Eating Places	7222	\$15,094,547	\$1,659,402	\$13,435,145	80.2	4
Special Food Services	7223	\$1,198,972	\$0	\$1,198,972	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$948,964	\$428,332	\$520,632	37.8	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. 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>.

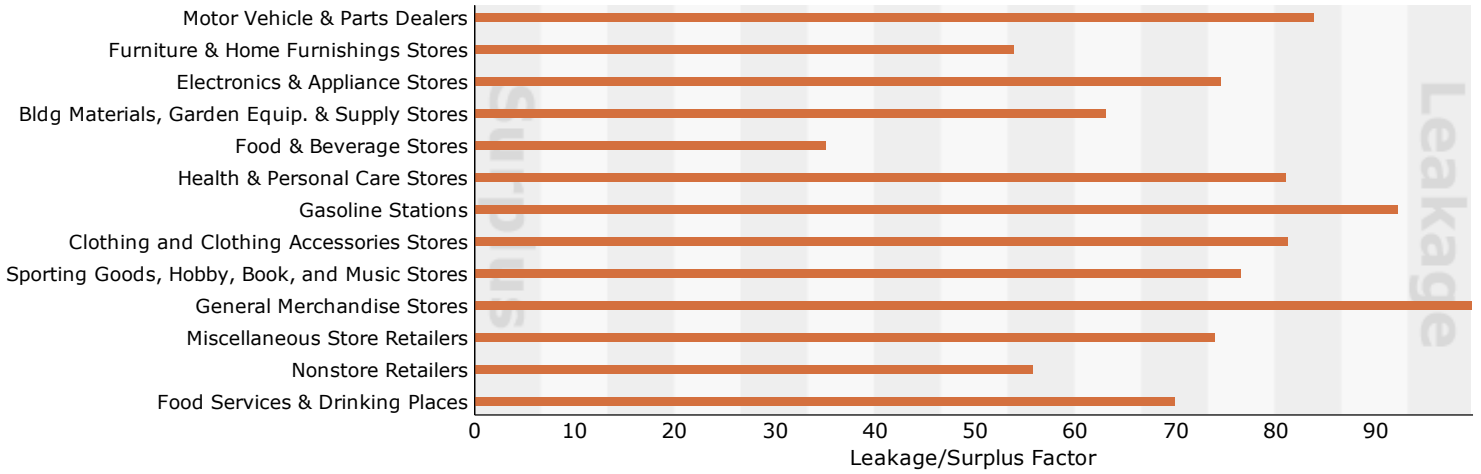
**Source:** Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.



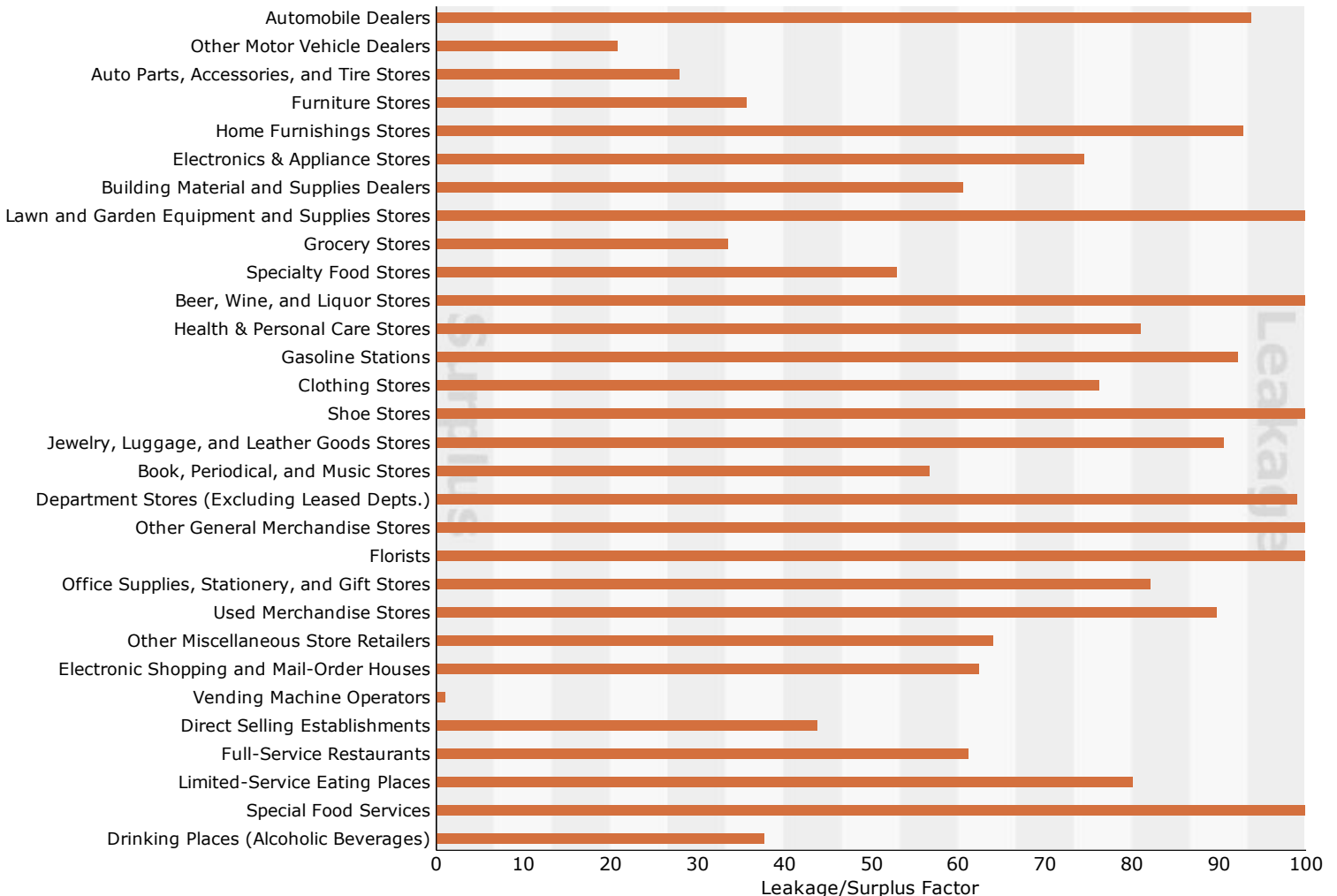
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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