



Edison Road and John Wayne P...  
 W Edison Rd & N John Wayne Pkwy, Maricopa, AZ, 85138  
 Drive Time: 5 minutes

Latitude: 33.06519  
 Longitude: -112.04777

**Summary Demographics**

2010 Population	21,905
2010 Households	6,476
2010 Median Disposable Income	\$37,511
2010 Per Capita Income	\$17,325

**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)	\$137,155,748	\$75,497,191	\$61,658,557	29.0	57
Total Retail Trade (NAICS 44-45)	\$118,999,652	\$64,321,648	\$54,678,004	29.8	34
Total Food & Drink (NAICS 722)	\$18,156,096	\$11,175,543	\$6,980,553	23.8	23

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$28,905,401	\$2,310,482	\$26,594,919	85.2	6
Automobile Dealers (NAICS 4411)	\$24,584,583	\$131,267	\$24,453,316	98.9	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,872,538	\$554,954	\$1,317,584	54.3	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,448,280	\$1,624,261	\$824,019	20.2	4
Furniture & Home Furnishings Stores (NAICS 442)	\$2,551,740	\$238,599	\$2,313,141	82.9	2
Furniture Stores (NAICS 4421)	\$1,947,453	\$0	\$1,947,453	100.0	0
Home Furnishings Stores (NAICS 4422)	\$604,287	\$238,599	\$365,688	43.4	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,783,697	\$478,488	\$2,305,209	70.7	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,236,825	\$488,789	\$3,748,036	79.3	3
Building Material and Supplies Dealers (NAICS 4441)	\$3,945,524	\$436,758	\$3,508,766	80.1	2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$291,301	\$52,031	\$239,270	69.7	1
Food & Beverage Stores (NAICS 445)	\$27,451,747	\$36,918,433	\$-9,466,686	-14.7	6
Grocery Stores (NAICS 4451)	\$26,785,936	\$36,723,211	\$-9,937,275	-15.6	4
Specialty Food Stores (NAICS 4452)	\$345,345	\$195,222	\$150,123	27.8	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$320,466	\$0	\$320,466	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,604,696	\$2,244,999	\$2,359,697	34.4	4
Gasoline Stations (NAICS 447/4471)	\$24,506,925	\$17,248,057	\$7,258,868	17.4	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,264,992	\$313,937	\$2,951,055	82.5	2
Clothing Stores (NAICS 4481)	\$2,393,146	\$131,006	\$2,262,140	89.6	1
Shoe Stores (NAICS 4482)	\$493,769	\$0	\$493,769	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$378,077	\$182,931	\$195,146	34.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,132,477	\$48,929	\$1,083,548	91.7	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$734,438	\$48,929	\$685,509	87.5	1
Book, Periodical, and Music Stores (NAICS 4512)	\$398,039	\$0	\$398,039	100.0	0

**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.

Sources: Esri and Infogroup

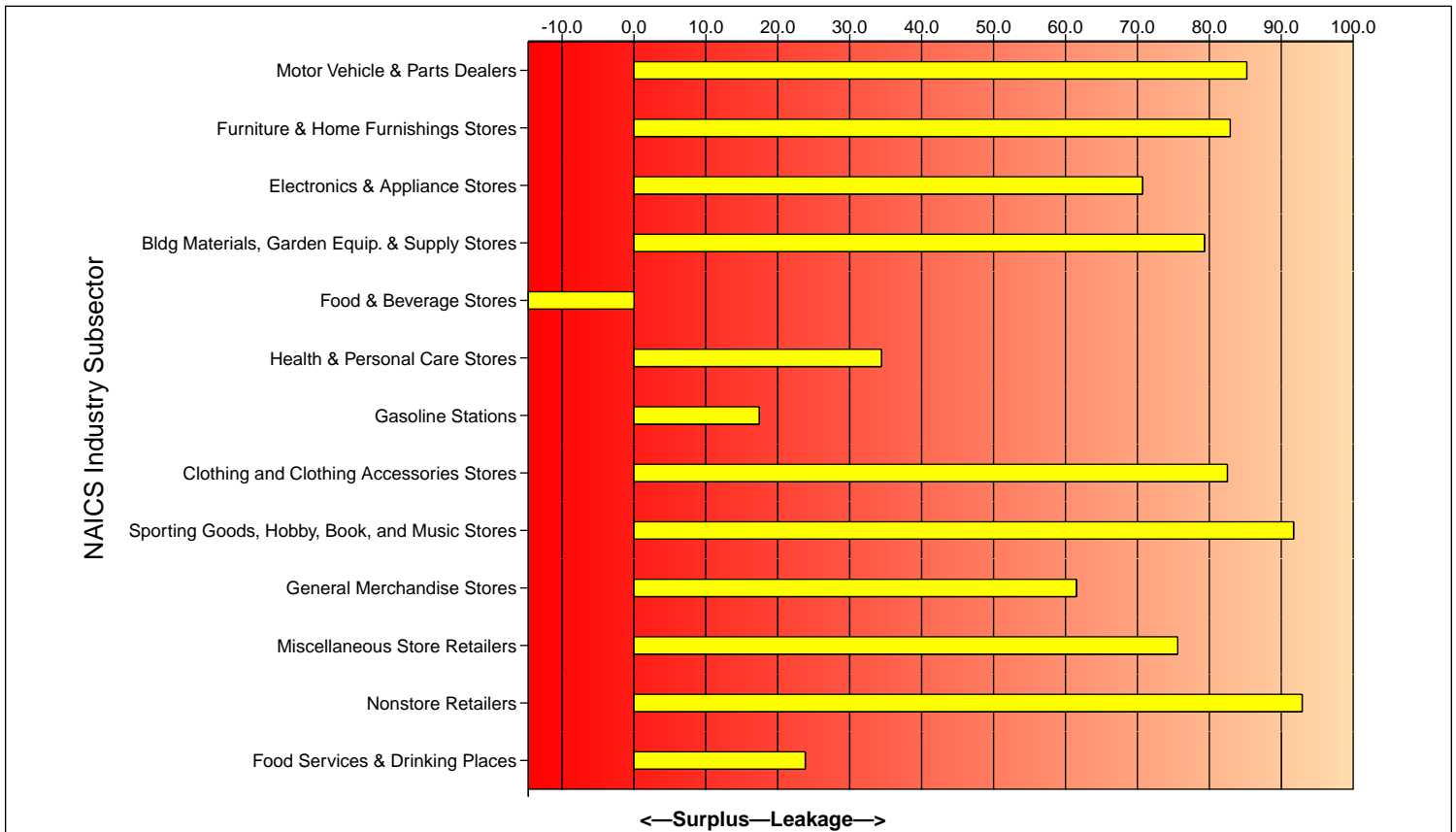


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$15,060,615	\$3,595,092	\$11,465,523	61.5	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$11,545,149	\$3,595,092	\$7,950,057	52.5	1
Other General Merchandise Stores (NAICS 4529)	\$3,515,466	\$0	\$3,515,466	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$2,652,435	\$367,860	\$2,284,575	75.6	4
Florists (NAICS 4531)	\$181,898	\$99,175	\$82,723	29.4	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$927,388	\$187,296	\$740,092	66.4	2
Used Merchandise Stores (NAICS 4533)	\$277,917	\$34,386	\$243,531	78.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,265,232	\$47,003	\$1,218,229	92.8	1
Nonstore Retailers (NAICS 454)	\$1,848,102	\$67,983	\$1,780,119	92.9	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,485,946	\$0	\$1,485,946	100.0	0
Vending Machine Operators (NAICS 4542)	\$132,959	\$0	\$132,959	100.0	0
Direct Selling Establishments (NAICS 4543)	\$229,197	\$67,983	\$161,214	54.2	1
Food Services & Drinking Places (NAICS 722)	\$18,156,096	\$11,175,543	\$6,980,553	23.8	23
Full-Service Restaurants (NAICS 7221)	\$6,459,118	\$3,193,097	\$3,266,021	33.8	11
Limited-Service Eating Places (NAICS 7222)	\$10,867,271	\$7,890,432	\$2,976,839	15.9	10
Special Food Services (NAICS 7223)	\$168,504	\$0	\$168,504	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$661,203	\$92,014	\$569,189	75.6	2

Leakage/Surplus Factor by Industry Subsector

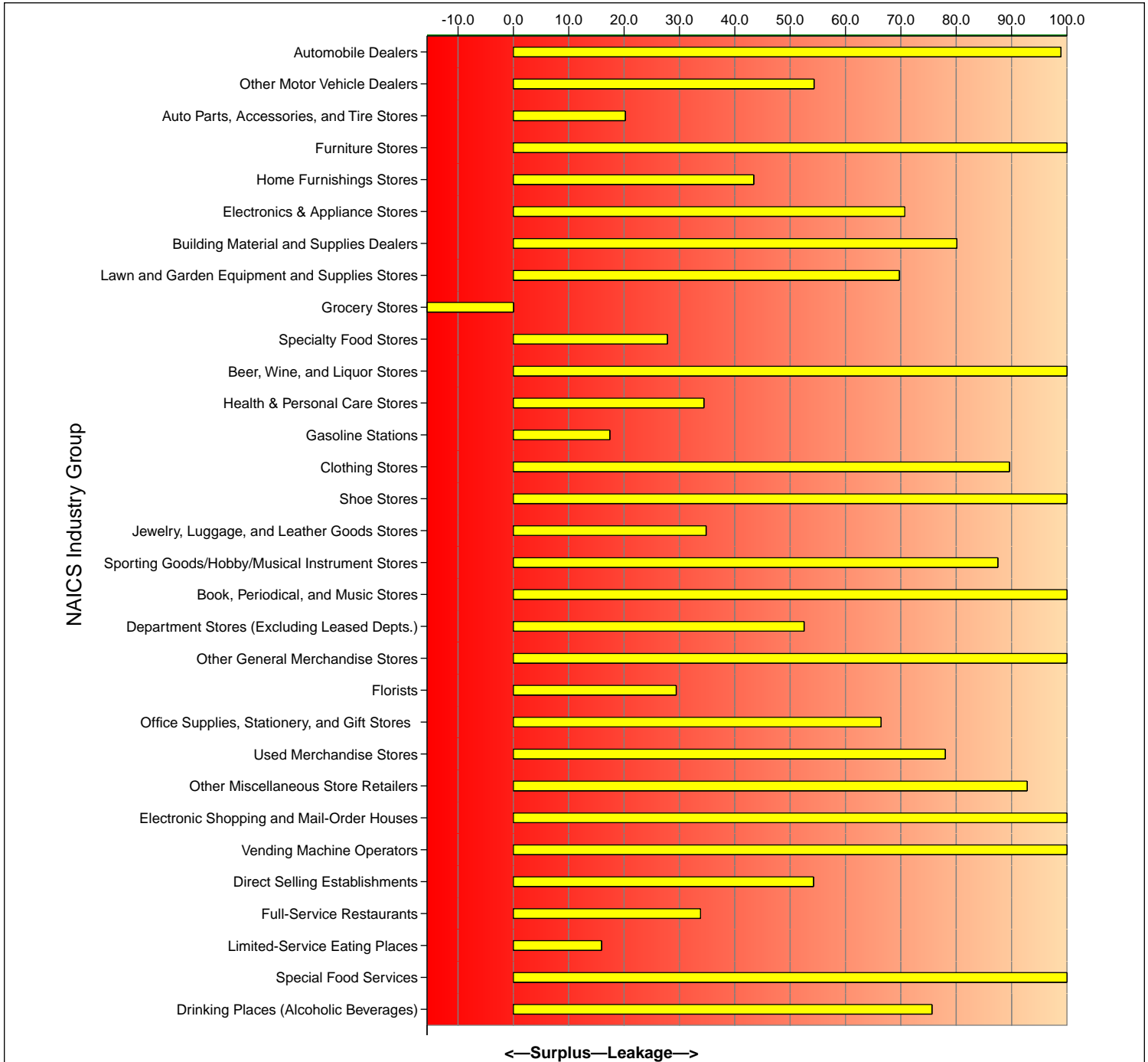


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Leakage/Surplus Factor by Industry Group



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**Summary Demographics**

2010 Population	38,706
2010 Households	12,208
2010 Median Disposable Income	\$36,105
2010 Per Capita Income	\$16,419

**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)	\$250,508,960	\$97,558,251	\$152,950,709	43.9	71
Total Retail Trade (NAICS 44-45)	\$217,500,730	\$84,865,690	\$132,635,040	43.9	43
Total Food & Drink (NAICS 722)	\$33,008,230	\$12,692,561	\$20,315,669	44.5	28

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$52,824,679	\$2,773,810	\$50,050,869	90.0	8
Automobile Dealers (NAICS 4411)	\$45,036,250	\$229,717	\$44,806,533	99.0	1
Other Motor Vehicle Dealers (NAICS 4412)	\$3,317,798	\$562,354	\$2,755,444	71.0	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,470,631	\$1,981,739	\$2,488,892	38.6	5
Furniture & Home Furnishings Stores (NAICS 442)	\$4,634,221	\$262,566	\$4,371,655	89.3	2
Furniture Stores (NAICS 4421)	\$3,546,683	\$0	\$3,546,683	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,087,538	\$262,566	\$824,972	61.1	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,060,911	\$626,359	\$4,434,552	78.0	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,606,558	\$624,477	\$6,982,081	84.8	4
Building Material and Supplies Dealers (NAICS 4441)	\$7,085,440	\$533,423	\$6,552,017	86.0	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$521,118	\$91,054	\$430,064	70.3	1
Food & Beverage Stores (NAICS 445)	\$50,384,160	\$50,671,854	\$-287,694	-0.3	8
Grocery Stores (NAICS 4451)	\$49,169,990	\$50,474,028	\$-1,304,038	-1.3	6
Specialty Food Stores (NAICS 4452)	\$634,727	\$197,826	\$436,901	52.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$579,443	\$0	\$579,443	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$8,423,763	\$3,381,508	\$5,042,255	42.7	5
Gasoline Stations (NAICS 447/4471)	\$44,965,299	\$19,197,187	\$25,768,112	40.2	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,945,942	\$338,536	\$5,607,406	89.2	2
Clothing Stores (NAICS 4481)	\$4,359,570	\$153,165	\$4,206,405	93.2	1
Shoe Stores (NAICS 4482)	\$909,170	\$0	\$909,170	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$677,202	\$185,371	\$491,831	57.0	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,042,725	\$85,625	\$1,957,100	92.0	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,326,854	\$85,625	\$1,241,229	87.9	1
Book, Periodical, and Music Stores (NAICS 4512)	\$715,871	\$0	\$715,871	100.0	0

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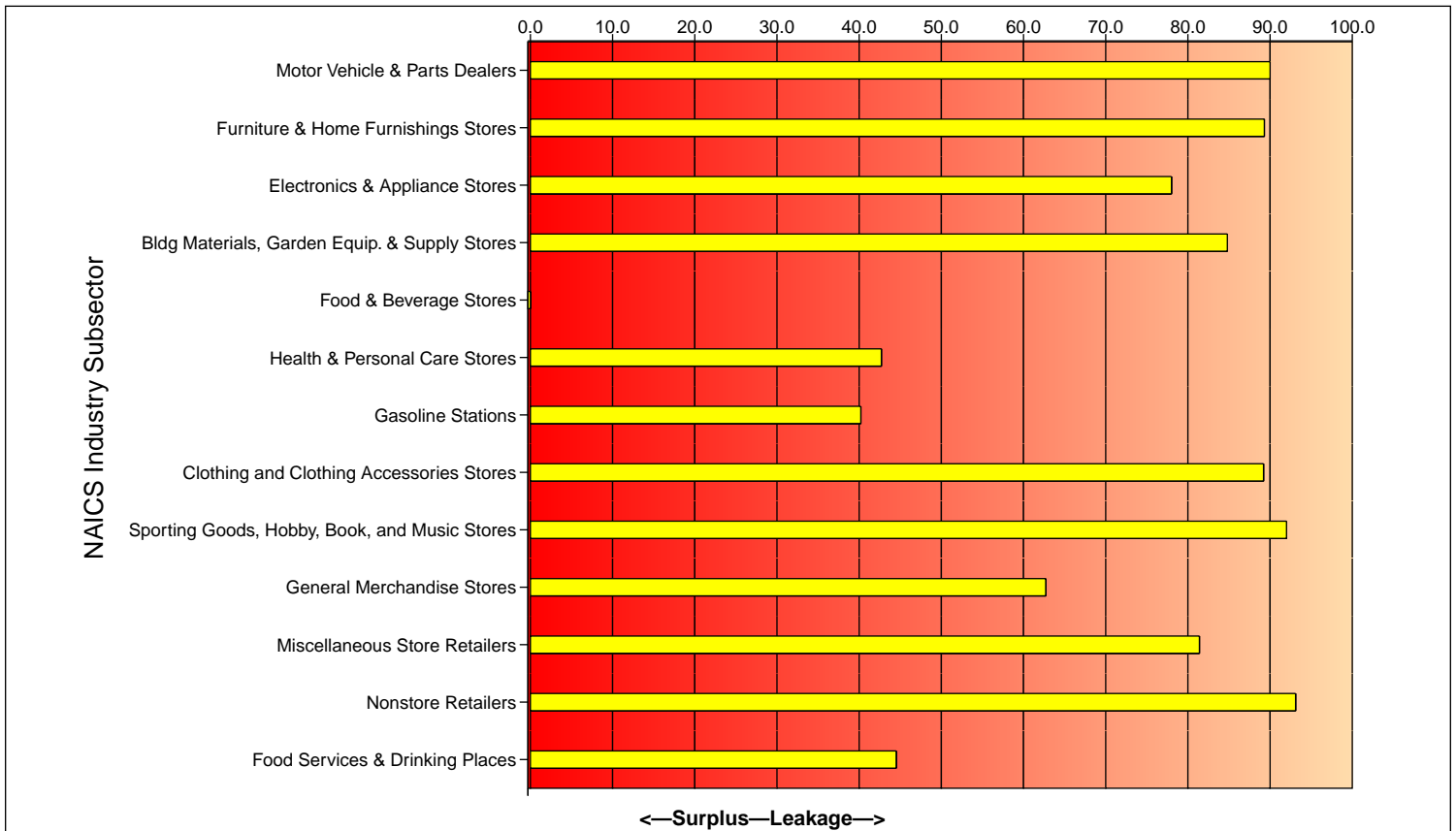


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$27,452,931	\$6,291,416	\$21,161,515	62.7	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$21,027,701	\$6,291,416	\$14,736,285	53.9	1
Other General Merchandise Stores (NAICS 4529)	\$6,425,230	\$0	\$6,425,230	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$4,811,013	\$493,381	\$4,317,632	81.4	5
Florists (NAICS 4531)	\$325,220	\$138,313	\$186,907	40.3	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,688,600	\$237,969	\$1,450,631	75.3	2
Used Merchandise Stores (NAICS 4533)	\$503,534	\$34,844	\$468,690	87.1	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,293,659	\$82,255	\$2,211,404	93.1	1
Nonstore Retailers (NAICS 454)	\$3,348,528	\$118,971	\$3,229,557	93.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,695,787	\$0	\$2,695,787	100.0	0
Vending Machine Operators (NAICS 4542)	\$243,885	\$0	\$243,885	100.0	0
Direct Selling Establishments (NAICS 4543)	\$408,856	\$118,971	\$289,885	54.9	1
Food Services & Drinking Places (NAICS 722)	\$33,008,230	\$12,692,561	\$20,315,669	44.5	28
Full-Service Restaurants (NAICS 7221)	\$11,718,063	\$3,896,431	\$7,821,632	50.1	14
Limited-Service Eating Places (NAICS 7222)	\$19,808,338	\$8,635,106	\$11,173,232	39.3	11
Special Food Services (NAICS 7223)	\$307,114	\$0	\$307,114	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,174,715	\$161,024	\$1,013,691	75.9	3

Leakage/Surplus Factor by Industry Subsector

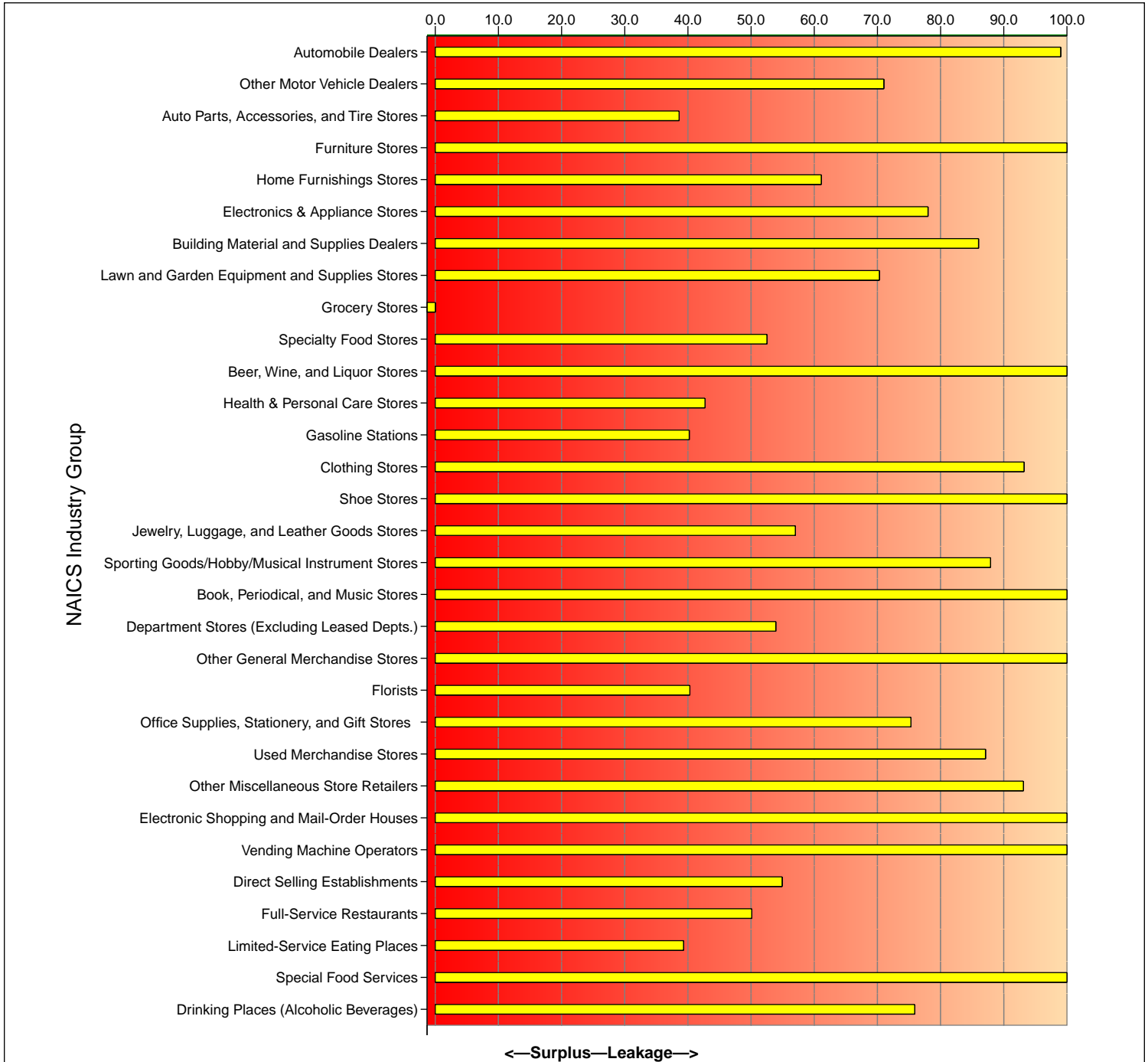


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Leakage/Surplus Factor by Industry Group



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**Summary Demographics**

2010 Population	890
2010 Households	278
2010 Median Disposable Income	\$28,641
2010 Per Capita Income	\$13,742

**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)	\$4,834,721	\$1,021,426	\$3,813,295	65.1	1
Total Retail Trade (NAICS 44-45)	\$4,202,820	\$1,021,426	\$3,181,394	60.9	1
Total Food & Drink (NAICS 722)	\$631,901	\$0	\$631,901	100.0	0

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,020,511	\$0	\$1,020,511	100.0	0
Automobile Dealers (NAICS 4411)	\$873,672	\$0	\$873,672	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$60,593	\$0	\$60,593	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$86,246	\$0	\$86,246	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$88,551	\$0	\$88,551	100.0	0
Furniture Stores (NAICS 4421)	\$68,105	\$0	\$68,105	100.0	0
Home Furnishings Stores (NAICS 4422)	\$20,446	\$0	\$20,446	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$96,887	\$0	\$96,887	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$142,373	\$0	\$142,373	100.0	0
Building Material and Supplies Dealers (NAICS 4441)	\$132,683	\$0	\$132,683	100.0	0
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$9,690	\$0	\$9,690	100.0	0
Food & Beverage Stores (NAICS 445)	\$980,621	\$1,021,426	\$-40,805	-2.0	1
Grocery Stores (NAICS 4451)	\$957,252	\$1,021,426	\$-64,174	-3.2	1
Specialty Food Stores (NAICS 4452)	\$12,383	\$0	\$12,383	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$10,986	\$0	\$10,986	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$163,029	\$0	\$163,029	100.0	0
Gasoline Stations (NAICS 447/4471)	\$874,684	\$0	\$874,684	100.0	0
Clothing and Clothing Accessories Stores (NAICS 448)	\$114,168	\$0	\$114,168	100.0	0
Clothing Stores (NAICS 4481)	\$83,754	\$0	\$83,754	100.0	0
Shoe Stores (NAICS 4482)	\$17,793	\$0	\$17,793	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$12,621	\$0	\$12,621	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$38,560	\$0	\$38,560	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$25,118	\$0	\$25,118	100.0	0
Book, Periodical, and Music Stores (NAICS 4512)	\$13,442	\$0	\$13,442	100.0	0

**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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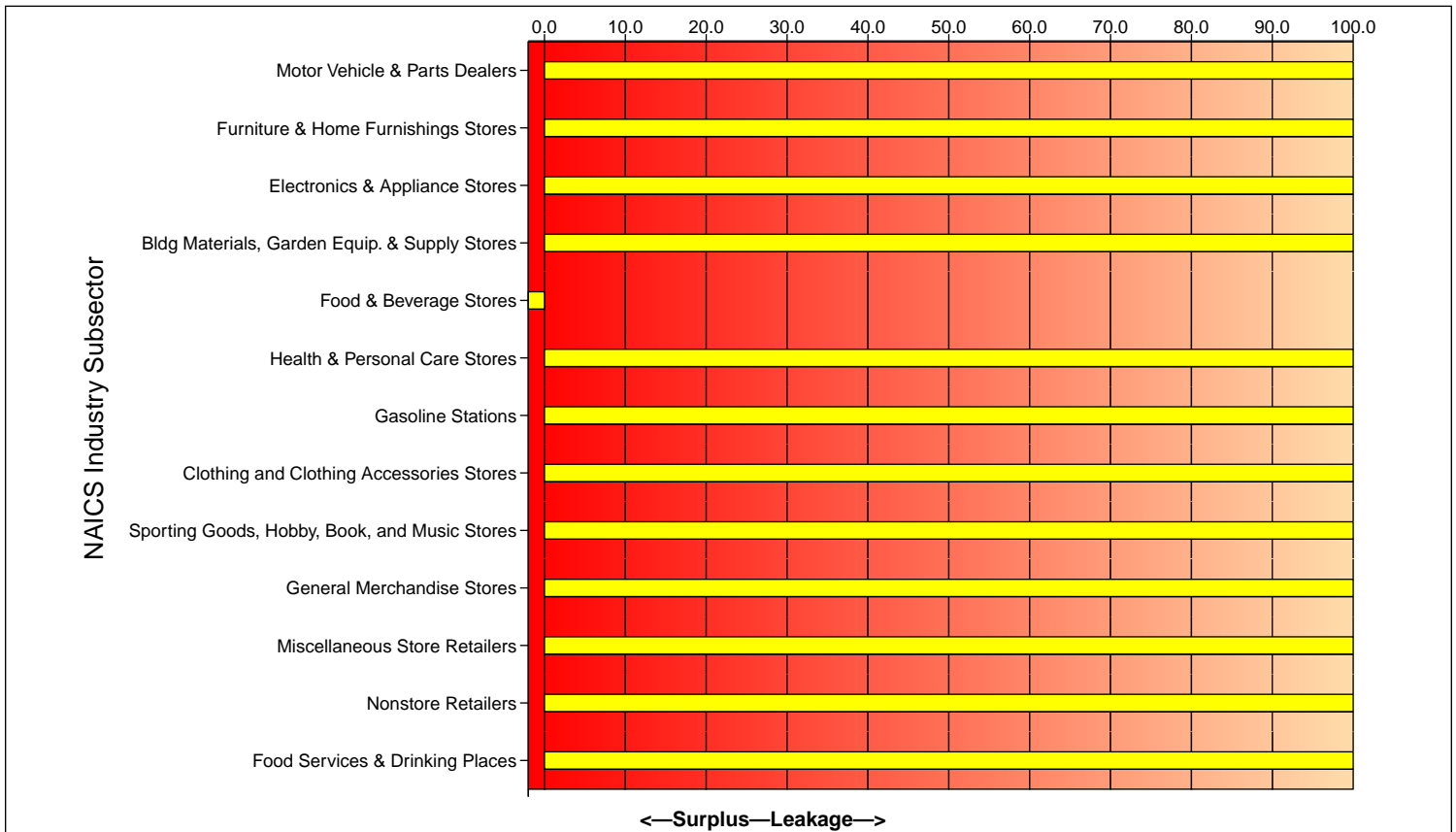


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$527,994	\$0	\$527,994	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$403,842	\$0	\$403,842	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$124,152	\$0	\$124,152	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$91,723	\$0	\$91,723	100.0	0
Florists (NAICS 4531)	\$6,041	\$0	\$6,041	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$32,413	\$0	\$32,413	100.0	0
Used Merchandise Stores (NAICS 4533)	\$9,581	\$0	\$9,581	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$43,688	\$0	\$43,688	100.0	0
Nonstore Retailers (NAICS 454)	\$63,719	\$0	\$63,719	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$51,415	\$0	\$51,415	100.0	0
Vending Machine Operators (NAICS 4542)	\$4,742	\$0	\$4,742	100.0	0
Direct Selling Establishments (NAICS 4543)	\$7,562	\$0	\$7,562	100.0	0
Food Services & Drinking Places (NAICS 722)	\$631,901	\$0	\$631,901	100.0	0
Full-Service Restaurants (NAICS 7221)	\$223,491	\$0	\$223,491	100.0	0
Limited-Service Eating Places (NAICS 7222)	\$380,940	\$0	\$380,940	100.0	0
Special Food Services (NAICS 7223)	\$5,905	\$0	\$5,905	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$21,565	\$0	\$21,565	100.0	0

Leakage/Surplus Factor by Industry Subsector

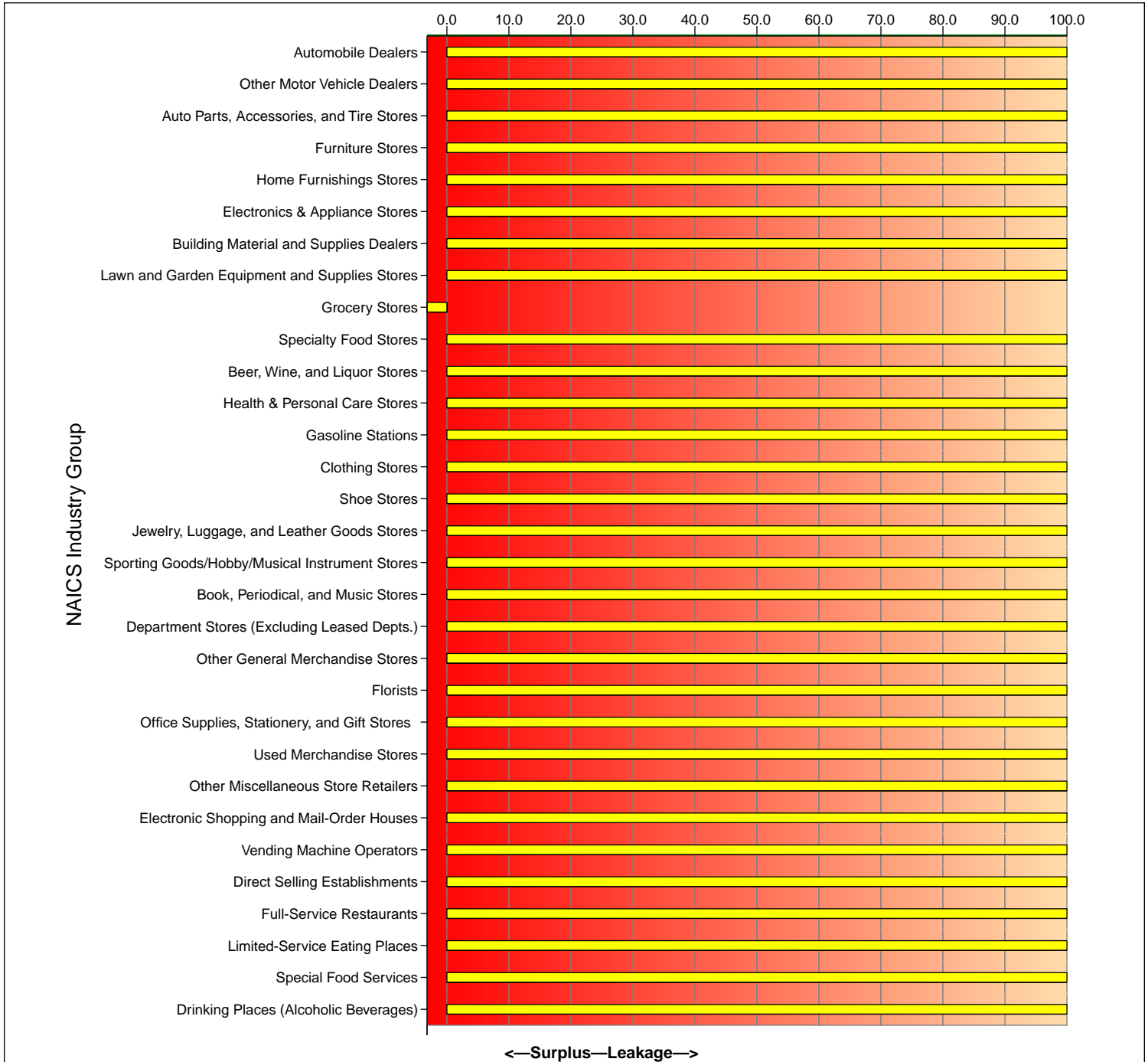


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