

# RETAIL POTENTIAL PROFILE

2011 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

RRP2

| Your Site  | 1 mi radius | 3 mi radius | 5 mi radius | 10 min drivetime |
|--|-------------|-------------|-------------|------------------|
| <b>Anytown, USA</b>  |             |             |             |                  |
| Estimated Households   | 4,909       | 32,508      | 96,026      | 106,755          |
| Estimated Population   | 12,557      | 79,488      | 236,765     | 261,226          |
| Average Household Income                                     | 92,414      | 99,344      | 86,769      | 85,315           |
| Median Household Income                                      | 78,426      | 82,395      | 71,891      | 70,592           |
| <b>Motor Vehicle, Parts Dealers</b>                          | \$33.2 M    | \$227 M     | \$620 M     | \$684 M          |
| New Car Dealers  | \$25.5 M    | \$175 M     | \$476 M     | \$525 M          |
| User Car Dealers   | \$1.59 M    | \$10.8 M    | \$29.6 M    | \$32.6 M         |
| Recreational Vehicle Dealers                                 | \$70.2 K    | \$480 K     | \$1.31 M    | \$1.44 M         |
| Motorcycle, Boat Dealers                                     | \$1.18 M    | \$8.17 M    | \$22.1 M    | \$24.3 M         |
| Auto Parts, Accessories                                      | \$3.34 M    | \$22.9 M    | \$62.5 M    | \$68.8 M         |
| Tire Dealers   | \$1.53 M    | \$10.5 M    | \$28.6 M    | \$31.5 M         |
| <b>Furniture, Home Furnishings Stores</b>                    | \$5.20 M    | \$36.5 M    | \$95.9 M    | \$105 M          |
| Furniture Stores   | \$3.34 M    | \$23.5 M    | \$61.4 M    | \$67.3 M         |
| Floor Covering Stores  | \$853 K     | \$6.00 M    | \$15.9 M    | \$17.4 M         |
| Other Home Furnishing Stores                                 | \$1.01 M    | \$7.05 M    | \$18.7 M    | \$20.5 M         |
| <b>Electronics, Appliance Stores</b>                         | \$17.2 M    | \$120 M     | \$316 M     | \$347 M          |
| Appliances, Electronics Stores                               | \$5.92 M    | \$41.3 M    | \$109 M     | \$120 M          |
| Computer Stores  | \$10.8 M    | \$75.6 M    | \$199 M     | \$218 M          |
| Camera, Photography Stores                                   | \$423 K     | \$2.94 M    | \$7.91 M    | \$8.71 M         |
| <b>Building Material, Garden Equipment, Supplies Dealers</b> | \$9.45 M    | \$66.2 M    | \$175 M     | \$192 M          |
| Home Centers   | \$3.44 M    | \$24.0 M    | \$63.7 M    | \$69.9 M         |
| Paint, Wallpaper Stores                                      | \$119 K     | \$837 K     | \$2.20 M    | \$2.42 M         |
| Hardware Stores  | \$1.36 M    | \$9.53 M    | \$25.2 M    | \$27.6 M         |
| Other Building Materials Stores                              | \$3.49 M    | \$24.6 M    | \$65.0 M    | \$71.3 M         |
| Outdoor Power Equipment Stores                               | \$116 K     | \$811 K     | \$2.15 M    | \$2.36 M         |
| Nursery, Garden Stores                                       | \$928 K     | \$6.46 M    | \$17.2 M    | \$18.8 M         |
| <b>Food, Beverage Stores</b>                                 | \$40.8 M    | \$285 M     | \$765 M     | \$841 M          |
| Grocery Stores   | \$37.0 M    | \$259 M     | \$695 M     | \$763 M          |
| Convenience Stores   | \$1.80 M    | \$12.5 M    | \$33.5 M    | \$36.9 M         |
| Meat Markets   | \$356 K     | \$2.45 M    | \$6.72 M    | \$7.41 M         |
| Fish, Seafood Markets  | \$84.4 K    | \$582 K     | \$1.59 M    | \$1.75 M         |
| Fruit, Vegetable Markets                                     | \$168 K     | \$1.16 M    | \$3.16 M    | \$3.49 M         |
| Other Specialty Food Markets                                 | \$263 K     | \$1.82 M    | \$4.98 M    | \$5.49 M         |
| Liquor Stores  | \$1.09 M    | \$7.69 M    | \$20.4 M    | \$22.3 M         |
| <b>Health, Personal Care Stores</b>                          | \$9.98 M    | \$70.0 M    | \$187 M     | \$205 M          |
| Pharmacy, Drug Stores  | \$8.23 M    | \$57.8 M    | \$154 M     | \$169 M          |
| Cosmetics, Beauty Stores                                     | \$355 K     | \$2.49 M    | \$6.65 M    | \$7.30 M         |
| Optical Goods Stores   | \$739 K     | \$5.13 M    | \$14.1 M    | \$15.5 M         |
| Other Health, Personal Care Stores                           | \$656 K     | \$4.59 M    | \$12.3 M    | \$13.5 M         |
| <b>Gasoline Stations</b>                                     | \$8.12 M    | \$56.2 M    | \$151 M     | \$166 M          |
| Gasoline Stations with Convenience Stores                    | \$6.99 M    | \$48.4 M    | \$130 M     | \$143 M          |
| Gasoline Stations without Convenience Stores                 | \$1.14 M    | \$7.83 M    | \$21.2 M    | \$23.3 M         |

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| <b>Anytown, USA</b>                              |             |             |             |                  |
| <b>Clothing, Clothing Accessories Stores</b>     | \$10.0 M    | \$70.3 M    | \$187 M     | \$205 M          |
| Men's Clothing Stores                            | \$440 K     | \$3.08 M    | \$8.23 M    | \$9.04 M         |
| Women's Clothing Stores                          | \$1.42 M    | \$10.0 M    | \$26.7 M    | \$29.3 M         |
| Children's, Infants' Clothing Stores             | \$739 K     | \$5.16 M    | \$13.8 M    | \$15.1 M         |
| Family Clothing Stores                           | \$2.84 M    | \$19.9 M    | \$53.1 M    | \$58.3 M         |
| Clothing Accessory Stores                        | \$154 K     | \$1.10 M    | \$2.88 M    | \$3.16 M         |
| Other Apparel Stores                             | \$352 K     | \$2.47 M    | \$6.61 M    | \$7.26 M         |
| Shoe Stores                                      | \$849 K     | \$5.85 M    | \$16.0 M    | \$17.7 M         |
| Jewelry Stores                                   | \$1.84 M    | \$13.2 M    | \$34.1 M    | \$37.3 M         |
| Luggage Stores                                   | \$1.38 M    | \$9.60 M    | \$25.4 M    | \$27.9 M         |
| <b>Sporting Goods, Hobby, Book, Music Stores</b> | \$4.58 M    | \$31.9 M    | \$86.1 M    | \$94.7 M         |
| Sporting Goods Stores                            | \$1.28 M    | \$8.86 M    | \$23.9 M    | \$26.3 M         |
| Hobby, Toy, Game Stores                          | \$375 K     | \$2.62 M    | \$6.98 M    | \$7.66 M         |
| Sewing, Needlecraft Stores                       | \$170 K     | \$1.21 M    | \$3.16 M    | \$3.45 M         |
| Musical Instrument Stores                        | \$230 K     | \$1.60 M    | \$4.30 M    | \$4.72 M         |
| Book Stores                                      | \$1.95 M    | \$13.6 M    | \$37.0 M    | \$40.8 M         |
| Record, Tape, CD Stores                          | \$576 K     | \$4.01 M    | \$10.8 M    | \$11.8 M         |
| <b>General Merchandise Stores</b>                | \$30.3 M    | \$213 M     | \$564 M     | \$619 M          |
| Department Stores                                | \$20.1 M    | \$142 M     | \$375 M     | \$411 M          |
| Warehouse Superstores                            | \$7.77 M    | \$54.3 M    | \$145 M     | \$160 M          |
| Other General Merchandise Stores                 | \$2.36 M    | \$16.7 M    | \$44.0 M    | \$48.3 M         |
| <b>Miscellaneous Store Retailers</b>             | \$4.61 M    | \$32.3 M    | \$85.3 M    | \$93.5 M         |
| Florists   | \$200 K     | \$1.40 M    | \$3.69 M    | \$4.05 M         |
| Office, Stationary Stores                        | \$1.93 M    | \$13.5 M    | \$35.5 M    | \$38.9 M         |
| Gift, Souvenir Stores                            | \$639 K     | \$4.50 M    | \$11.9 M    | \$13.0 M         |
| Used Merchandise Stores                          | \$411 K     | \$2.89 M    | \$7.68 M    | \$8.42 M         |
| Pet, Pet Supply Stores                           | \$392 K     | \$2.71 M    | \$7.34 M    | \$8.08 M         |
| Art Dealers                                      | \$82.4 K    | \$588 K     | \$1.54 M    | \$1.68 M         |
| Mobile Home Dealers                              | \$4.91 K    | \$34.1 K    | \$94.0 K    | \$104 K          |
| Other Miscellaneous Retail Stores                | \$951 K     | \$6.62 M    | \$17.5 M    | \$19.2 M         |
| <b>Non-Store Retailers</b>                       | \$21.1 M    | \$147 M     | \$392 M     | \$430 M          |
| Mail Order, Catalog Stores                       | \$14.8 M    | \$104 M     | \$273 M     | \$299 M          |
| Vending Machines                                 | \$541 K     | \$3.74 M    | \$10.2 M    | \$11.2 M         |
| Fuel Dealers                                     | \$4.52 M    | \$31.2 M    | \$85.6 M    | \$94.4 M         |
| Other Direct Selling Establishments              | \$1.22 M    | \$8.52 M    | \$22.8 M    | \$25.0 M         |
| <b>Accommodation, Food Services</b>              | \$15.6 M    | \$109 M     | \$291 M     | \$319 M          |
| Hotels, Other Travel Accommodations              | \$969 K     | \$6.79 M    | \$18.1 M    | \$19.9 M         |
| RV Parks   | \$13.7 K    | \$99.2 K    | \$266 K     | \$291 K          |
| Rooming, Boarding Houses                         | \$6.39 K    | \$42.6 K    | \$119 K     | \$130 K          |
| Full Service Restaurants                         | \$6.50 M    | \$45.5 M    | \$121 M     | \$133 M          |
| Limited Service Restaurants                      | \$6.39 M    | \$44.6 M    | \$119 M     | \$131 M          |
| Special Food Services, Catering                  | \$1.08 M    | \$7.51 M    | \$20.1 M    | \$22.0 M         |
| Drinking Places                                  | \$612 K     | \$4.36 M    | \$11.5 M    | \$12.6 M         |

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