



# Retail MarketPlace Profile

Los Alamos MainStreet

Los Alamos, NM  
190 Central Park Sq  
Los Alamos, NM 87544-4001

Site Type: Rings

Latitude: 35.88304  
Longitude: -106.30041  
Radius: 3 Miles

## Summary Demographics

2009 Population	13,038
2009 Households	5,717
2009 Median Disposable Income	\$75,485
2009 Per Capita Income	\$48,989

## Industry Summary

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)	\$235,789,783	\$74,277,130	\$161,512,653	52.1	81
Total Retail Trade (NAICS 44-45)	\$201,718,913	\$64,118,093	\$137,600,820	51.8	52
Total Food & Drink (NAICS 722)	\$34,070,870	\$10,159,037	\$23,911,833	54.1	29

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$37,205,705	\$1,069,018	\$36,136,687	94.4	3
Automobile Dealers (NAICS 4411)	\$0	\$0	\$0	0.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$2,520,295	\$432,430	\$2,087,865	70.7	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$34,685,410	\$636,588	\$34,048,822	96.4	1
Furniture & Home Furnishings Stores (NAICS 442)	\$3,909,641	\$477,029	\$3,432,612	78.3	2
Furniture Stores (NAICS 4421)	\$0	\$0	\$0	0.0	0
Home Furnishings Stores (NAICS 4422)	\$3,909,641	\$477,029	\$3,432,612	78.3	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$9,046,836	\$1,622,156	\$7,424,680	69.6	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,008,417	\$2,482,911	\$7,525,506	60.2	5
Building Material and Supplies Dealers (NAICS 4441)	\$9,821,807	\$2,482,911	\$7,338,896	59.6	5
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$186,610	\$0	\$186,610	100.0	0
Food & Beverage Stores (NAICS 445)	\$49,089,168	\$11,220,715	\$37,868,453	62.8	1
Grocery Stores (NAICS 4451)	\$48,616,421	\$11,220,715	\$37,395,706	62.5	1
Specialty Food Stores (NAICS 4452)	\$472,747	\$0	\$472,747	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$0	\$0	\$0	0.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,507,199	\$1,150,540	\$2,356,659	50.6	5
Gasoline Stations (NAICS 447/4471)	\$41,551,021	\$39,300,647	\$2,250,374	2.8	7
Clothing and Clothing Accessories Stores (NAICS 448)	\$5,664,497	\$656,590	\$5,007,907	79.2	4
Clothing Stores (NAICS 4481)	\$5,236,217	\$535,594	\$4,700,623	81.4	3
Shoe Stores (NAICS 4482)	\$428,280	\$0	\$428,280	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$0	\$120,996	\$-120,996	-100.0	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,539,826	\$1,388,068	\$5,151,758	65.0	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,039,151	\$349,663	\$3,689,488	84.1	4
Book, Periodical, and Music Stores (NAICS 4512)	\$2,500,675	\$1,038,405	\$1,462,270	41.3	3

**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.

Source: ESRI and infoUSA®



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Los Alamos MainStreet

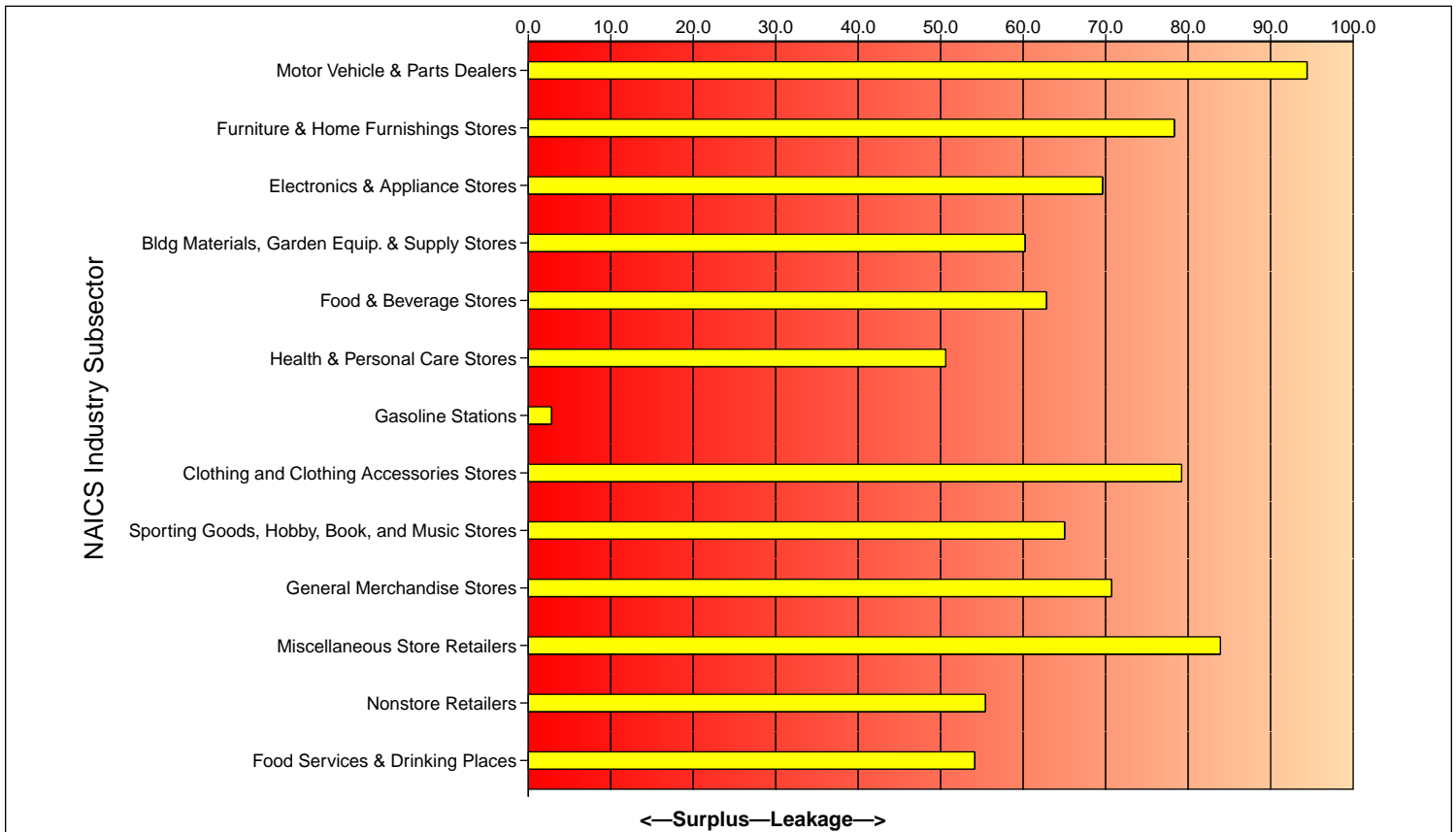
Los Alamos, NM  
190 Central Park Sq  
Los Alamos, NM 87544-4001

Latitude: 35.88304  
Longitude: -106.30041  
Radius: 3 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$14,769,493	\$2,534,586	\$12,234,907	70.7	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$14,769,493	\$2,534,586	\$12,234,907	70.7	2
Other General Merchandise Stores (NAICS 4529)	\$0	\$0	\$0	0.0	0
Miscellaneous Store Retailers (NAICS 453)	\$18,304,749	\$1,607,382	\$16,697,367	83.9	11
Florists (NAICS 4531)	\$1,164,598	\$133,236	\$1,031,362	79.5	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,624,160	\$1,134,143	\$3,490,017	60.6	6
Used Merchandise Stores (NAICS 4533)	\$11,193,208	\$25,998	\$11,167,210	99.5	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,322,783	\$314,005	\$1,008,778	61.6	2
Nonstore Retailers (NAICS 454)	\$2,122,361	\$608,451	\$1,513,910	55.4	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$1,584,407	\$608,451	\$975,956	44.5	1
Direct Selling Establishments (NAICS 4543)	\$537,954	\$0	\$537,954	100.0	0
Food Services & Drinking Places (NAICS 722)	\$34,070,870	\$10,159,037	\$23,911,833	54.1	29
Full-Service Restaurants (NAICS 7221)	\$1,737,180	\$5,262,093	\$-3,524,913	-50.4	20
Limited-Service Eating Places (NAICS 7222)	\$20,128,016	\$4,748,816	\$15,379,200	61.8	8
Special Food Services (NAICS 7223)	\$9,223,060	\$0	\$9,223,060	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,982,614	\$148,128	\$2,834,486	90.5	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

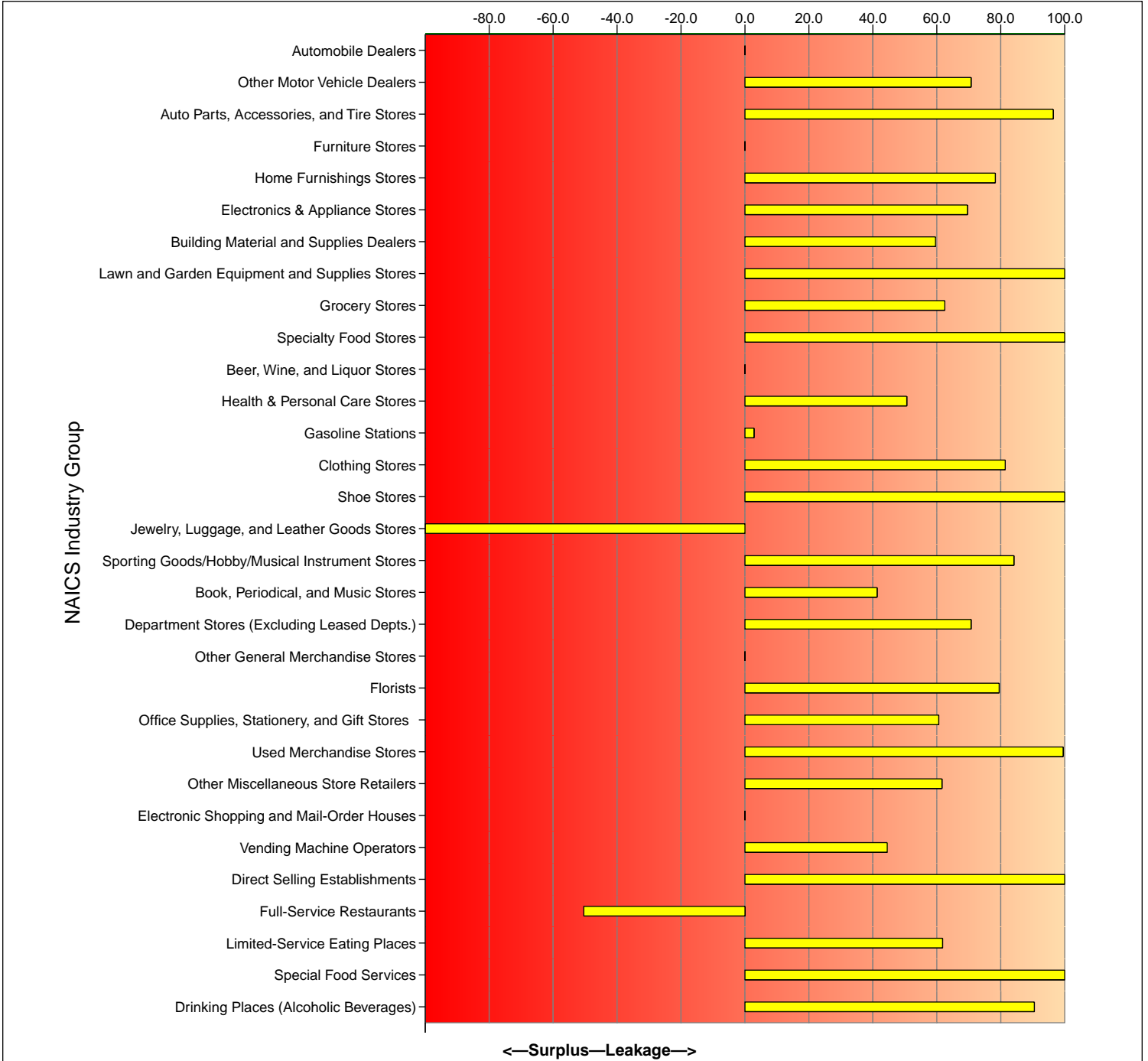


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## Summary Demographics

2009 Population	19,510
2009 Households	8,177
2009 Median Disposable Income	\$82,773
2009 Per Capita Income	\$50,223

## Industry Summary

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)	\$361,162,577	\$90,304,234	\$270,858,343	60.0	92
Total Retail Trade (NAICS 44-45)	\$309,061,324	\$79,846,804	\$229,214,520	58.9	61
Total Food & Drink (NAICS 722)	\$52,101,253	\$10,457,430	\$41,643,823	66.6	31

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$57,092,589	\$1,076,886	\$56,015,703	96.3	3
Automobile Dealers (NAICS 4411)	\$0	\$0	\$0	0.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$3,932,219	\$440,299	\$3,491,920	79.9	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$53,160,370	\$636,587	\$52,523,783	97.6	1
Furniture & Home Furnishings Stores (NAICS 442)	\$6,051,299	\$489,165	\$5,562,134	85.0	2
Furniture Stores (NAICS 4421)	\$0	\$0	\$0	0.0	0
Home Furnishings Stores (NAICS 4422)	\$6,051,299	\$489,165	\$5,562,134	85.0	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$13,878,780	\$1,639,379	\$12,239,401	78.9	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$15,568,145	\$2,583,160	\$12,984,985	71.5	6
Building Material and Supplies Dealers (NAICS 4441)	\$15,277,944	\$2,517,124	\$12,760,820	71.7	5
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$290,201	\$66,036	\$224,165	62.9	1
Food & Beverage Stores (NAICS 445)	\$75,006,504	\$11,660,732	\$63,345,772	73.1	2
Grocery Stores (NAICS 4451)	\$74,284,984	\$11,660,732	\$62,624,252	72.9	2
Specialty Food Stores (NAICS 4452)	\$721,520	\$0	\$721,520	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$0	\$0	\$0	0.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,392,225	\$7,035,756	-\$1,643,531	-13.2	6
Gasoline Stations (NAICS 447/4471)	\$63,442,976	\$47,964,111	\$15,478,865	13.9	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$8,661,608	\$681,313	\$7,980,295	85.4	4
Clothing Stores (NAICS 4481)	\$8,010,042	\$560,317	\$7,449,725	86.9	3
Shoe Stores (NAICS 4482)	\$651,566	\$0	\$651,566	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$0	\$120,996	-\$120,996	-100.0	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$9,989,824	\$1,449,774	\$8,540,050	74.7	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,184,420	\$411,368	\$5,773,052	87.5	5
Book, Periodical, and Music Stores (NAICS 4512)	\$3,805,404	\$1,038,406	\$2,766,998	57.1	3

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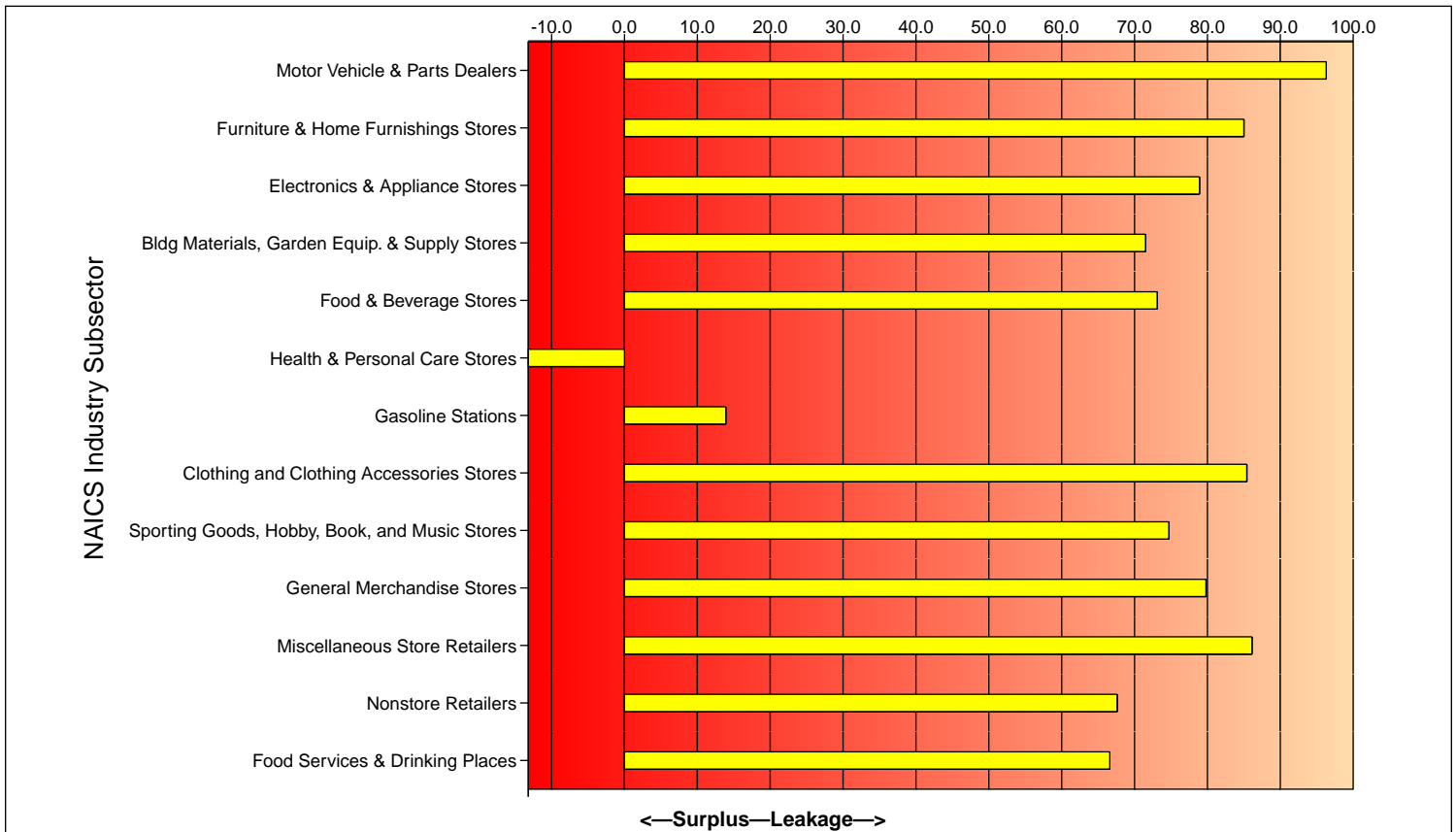
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Radius: 10 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$22,620,673	\$2,534,587	\$20,086,086	79.8	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$22,620,673	\$2,534,587	\$20,086,086	79.8	2
Other General Merchandise Stores (NAICS 4529)	\$0	\$0	\$0	0.0	0
Miscellaneous Store Retailers (NAICS 453)	\$28,102,260	\$2,102,142	\$26,000,118	86.1	15
Florists (NAICS 4531)	\$1,814,551	\$243,121	\$1,571,430	76.4	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$7,111,213	\$1,404,870	\$5,706,343	67.0	7
Used Merchandise Stores (NAICS 4533)	\$17,151,767	\$51,996	\$17,099,771	99.4	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,024,729	\$402,155	\$1,622,574	66.9	3
Nonstore Retailers (NAICS 454)	\$3,254,441	\$629,799	\$2,624,642	67.6	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$2,417,772	\$629,799	\$1,787,973	58.7	1
Direct Selling Establishments (NAICS 4543)	\$836,669	\$0	\$836,669	100.0	0
Food Services & Drinking Places (NAICS 722)	\$52,101,253	\$10,457,430	\$41,643,823	66.6	31
Full-Service Restaurants (NAICS 7221)	\$2,696,356	\$5,485,212	\$-2,788,856	-34.1	22
Limited-Service Eating Places (NAICS 7222)	\$30,749,749	\$4,824,090	\$25,925,659	72.9	8
Special Food Services (NAICS 7223)	\$14,079,723	\$0	\$14,079,723	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,575,425	\$148,128	\$4,427,297	93.7	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

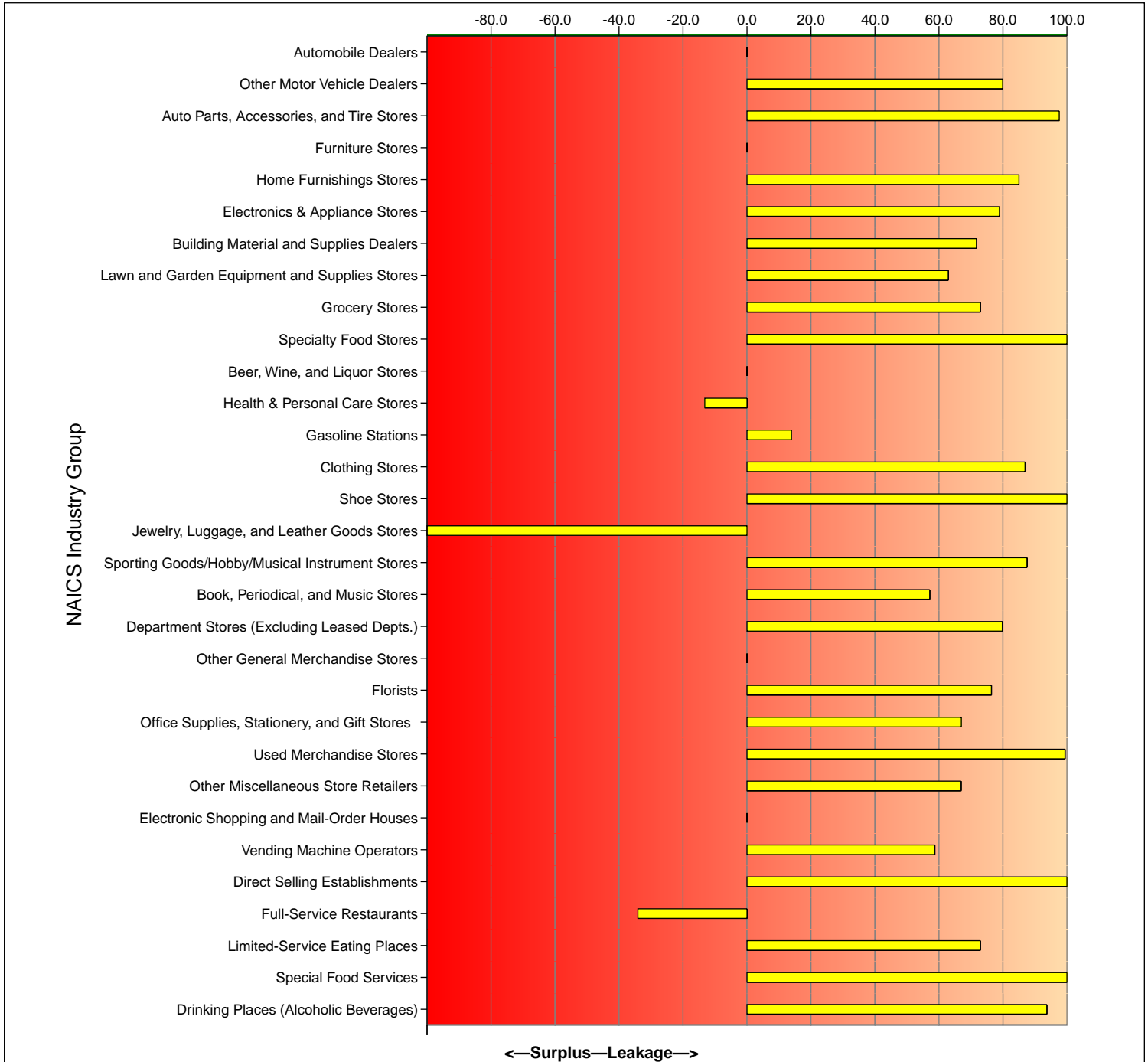


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Leakage/Surplus Factor by Industry Group



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Los Alamos, NM  
190 Central Park Sq  
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Site Type: Rings

Latitude: 35.88304  
Longitude: -106.30041  
Radius: 40 Miles

## Summary Demographics

2009 Population	215,631
2009 Households	84,832
2009 Median Disposable Income	\$45,712
2009 Per Capita Income	\$29,369

## 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)	\$2,383,877,663	\$2,309,204,375	\$74,673,288	1.6	2,311
Total Retail Trade (NAICS 44-45)	\$2,030,150,114	\$1,899,143,368	\$131,006,746	3.3	1,836
Total Food & Drink (NAICS 722)	\$353,727,549	\$410,061,007	-\$56,333,458	-7.4	475

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$484,247,006	\$293,603,766	\$190,643,240	24.5	109
Automobile Dealers (NAICS 4411)	\$367,478,510	\$234,330,648	\$133,147,862	22.1	47
Other Motor Vehicle Dealers (NAICS 4412)	\$35,268,948	\$31,124,240	\$4,144,708	6.2	22
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$81,499,548	\$28,148,878	\$53,350,670	48.7	40
Furniture & Home Furnishings Stores (NAICS 442)	\$66,481,926	\$66,180,287	\$301,639	0.2	118
Furniture Stores (NAICS 4421)	\$42,713,680	\$47,486,718	-\$4,773,038	-5.3	47
Home Furnishings Stores (NAICS 4422)	\$23,768,246	\$18,693,569	\$5,074,677	12.0	71
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$54,888,272	\$46,595,093	\$8,293,179	8.2	87
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$83,260,782	\$83,444,851	-\$184,069	-0.1	135
Building Material and Supplies Dealers (NAICS 4441)	\$78,082,730	\$75,486,252	\$2,596,478	1.7	114
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,178,052	\$7,958,599	-\$2,780,547	-21.2	21
Food & Beverage Stores (NAICS 445)	\$343,355,522	\$285,890,160	\$57,465,362	9.1	128
Grocery Stores (NAICS 4451)	\$329,605,950	\$275,817,694	\$53,788,256	8.9	65
Specialty Food Stores (NAICS 4452)	\$6,474,900	\$4,666,914	\$1,807,986	16.2	44
Beer, Wine, and Liquor Stores (NAICS 4453)	\$7,274,672	\$5,405,552	\$1,869,120	14.7	19
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$48,212,939	\$100,462,942	-\$52,250,003	-35.1	89
Gasoline Stations (NAICS 447/4471)	\$330,715,525	\$406,674,400	-\$75,958,875	-10.3	69
Clothing and Clothing Accessories Stores (NAICS 448)	\$76,523,634	\$110,886,808	-\$34,363,174	-18.3	304
Clothing Stores (NAICS 4481)	\$60,007,623	\$69,425,231	-\$9,417,608	-7.3	161
Shoe Stores (NAICS 4482)	\$6,270,603	\$10,388,253	-\$4,117,650	-24.7	33
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$10,245,408	\$31,073,324	-\$20,827,916	-50.4	110
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$31,871,099	\$41,385,469	-\$9,514,370	-13.0	108
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$15,558,398	\$12,665,365	\$2,893,033	10.3	79
Book, Periodical, and Music Stores (NAICS 4512)	\$16,312,701	\$28,720,104	-\$12,407,403	-27.6	29

**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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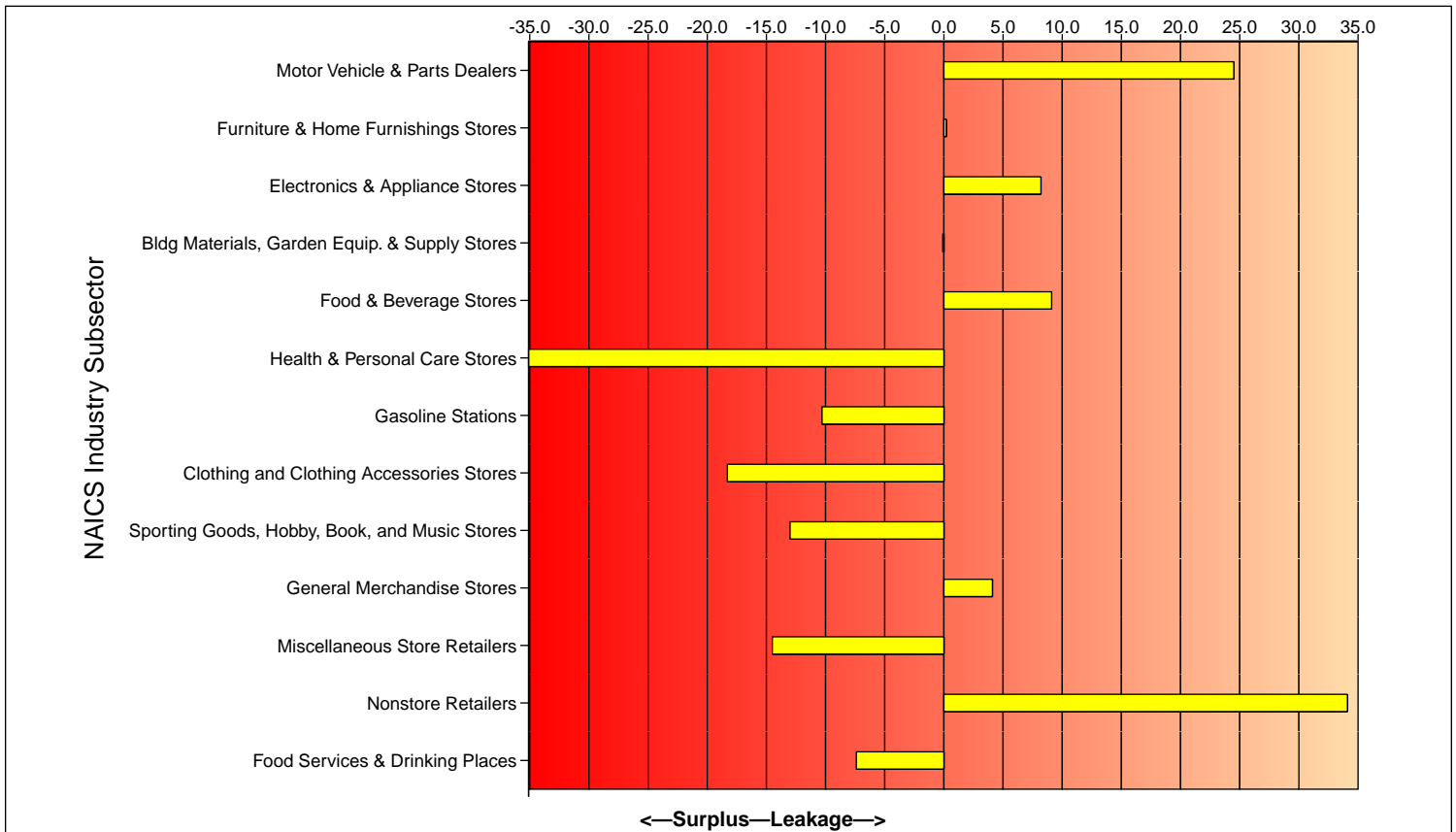
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Radius: 40 Miles

Site Type: Rings

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$360,396,578	\$332,212,576	\$28,184,002	4.1	39
Department Stores Excluding Leased Depts.(NAICS 4521)	\$182,360,927	\$208,719,036	\$-26,358,109	-6.7	20
Other General Merchandise Stores (NAICS 4529)	\$178,035,651	\$123,493,540	\$54,542,111	18.1	19
Miscellaneous Store Retailers (NAICS 453)	\$68,406,221	\$91,614,760	\$-23,208,539	-14.5	631
Florists (NAICS 4531)	\$4,875,273	\$2,763,759	\$2,111,514	27.6	26
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$22,891,498	\$16,967,797	\$5,923,701	14.9	105
Used Merchandise Stores (NAICS 4533)	\$18,510,384	\$4,667,911	\$13,842,473	59.7	83
Other Miscellaneous Store Retailers (NAICS 4539)	\$22,129,066	\$67,215,293	\$-45,086,227	-50.5	417
Nonstore Retailers (NAICS 454)	\$81,790,610	\$40,192,256	\$41,598,354	34.1	19
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$54,049,530	\$12,788,173	\$41,261,357	61.7	3
Vending Machine Operators (NAICS 4542)	\$7,289,446	\$1,624,655	\$5,664,791	63.5	4
Direct Selling Establishments (NAICS 4543)	\$20,451,634	\$25,779,428	\$-5,327,794	-11.5	12
Food Services & Drinking Places (NAICS 722)	\$353,727,549	\$410,061,007	\$-56,333,458	-7.4	475
Full-Service Restaurants (NAICS 7221)	\$94,640,155	\$194,866,950	\$-100,226,795	-34.6	304
Limited-Service Eating Places (NAICS 7222)	\$193,079,700	\$155,427,982	\$37,651,718	10.8	121
Special Food Services (NAICS 7223)	\$43,477,446	\$46,584,891	\$-3,107,445	-3.5	29
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$22,530,248	\$13,181,184	\$9,349,064	26.2	21

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and infoUSA®

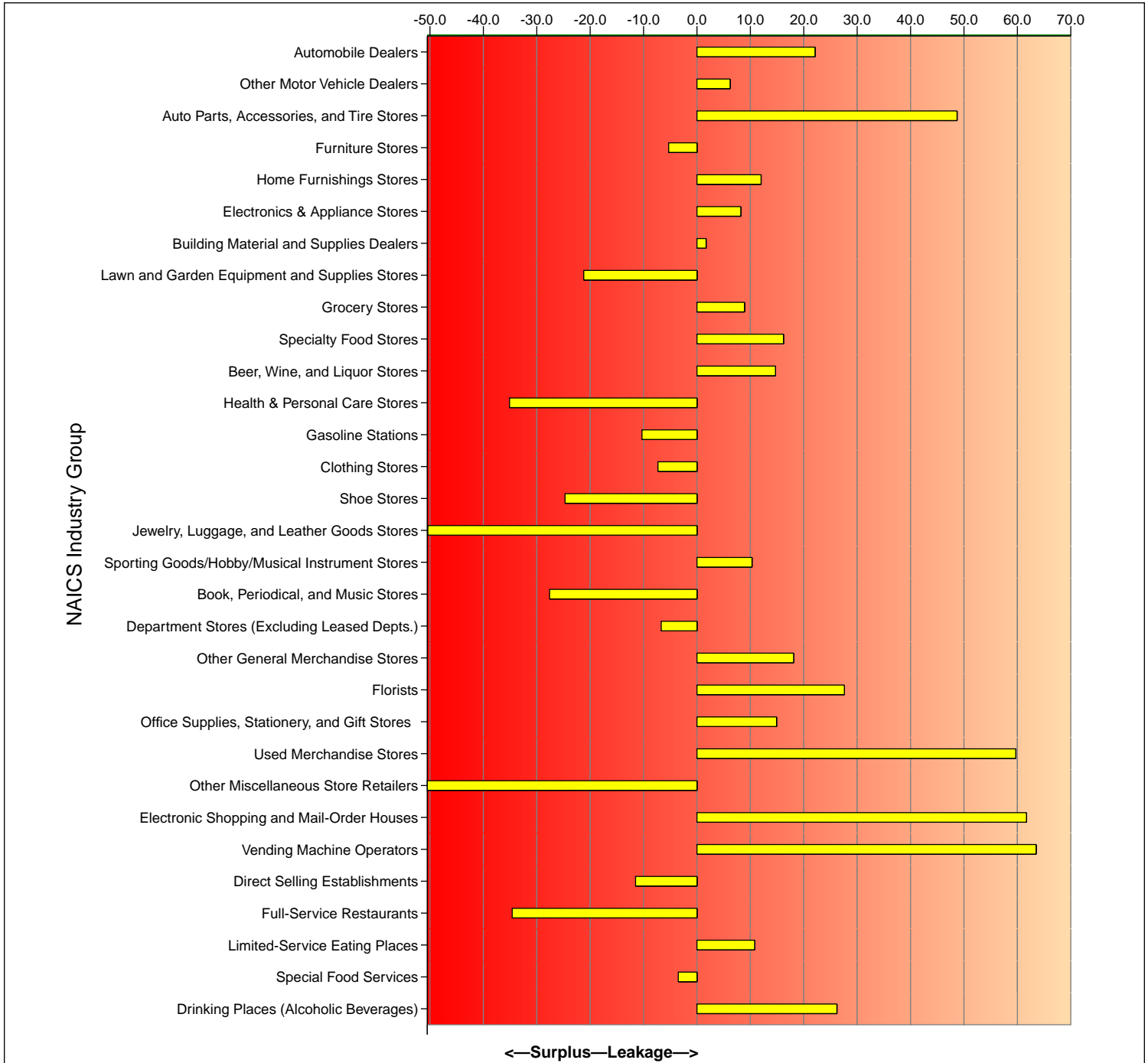


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Leakage/Surplus Factor by Industry Group



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