



Retail MarketPlace Profile

Cheney, Washington, United States
 Drive Time: 5 minute radius

Cheney, WA
 Latitude: 47.48739
 Longitude: -117.57576

Summary Demographics

2016 Population	9,125
2016 Households	3,216
2016 Median Disposable Income	\$25,598
2016 Per Capita Income	\$19,049

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	\$72,603,344	\$65,193,521	\$7,409,823	5.4	71
Total Retail Trade	44-45	\$65,386,243	\$53,000,216	\$12,386,027	10.5	37
Total Food & Drink	722	\$7,217,101	\$12,193,305	-\$4,976,204	-25.6	35

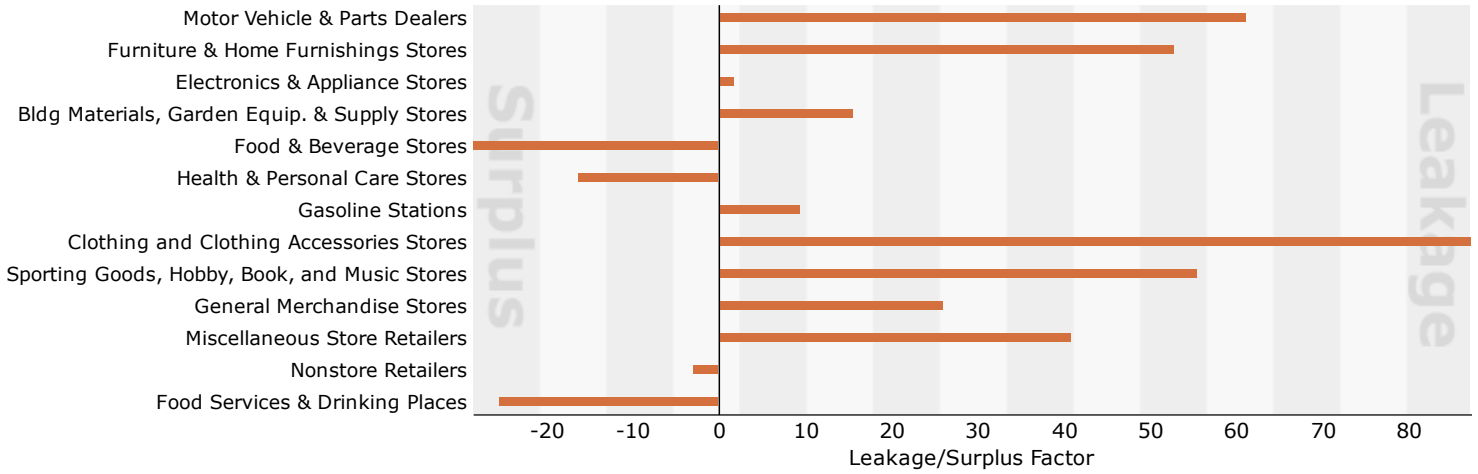
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,814,313	\$3,573,707	\$11,240,606	61.1	4
Automobile Dealers	4411	\$12,304,823	\$1,502,362	\$10,802,461	78.2	2
Other Motor Vehicle Dealers	4412	\$1,561,135	\$0	\$1,561,135	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$948,356	\$1,766,791	-\$818,435	-30.1	2
Furniture & Home Furnishings Stores	442	\$1,913,427	\$590,475	\$1,322,952	52.8	1
Furniture Stores	4421	\$1,176,335	\$0	\$1,176,335	100.0	0
Home Furnishings Stores	4422	\$737,092	\$590,475	\$146,617	11.0	1
Electronics & Appliance Stores	443	\$2,392,861	\$2,310,804	\$82,057	1.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,520,704	\$1,839,835	\$680,869	15.6	4
Bldg Material & Supplies Dealers	4441	\$2,215,709	\$1,839,835	\$375,874	9.3	4
Lawn & Garden Equip & Supply Stores	4442	\$304,995	\$0	\$304,995	100.0	0
Food & Beverage Stores	445	\$13,775,217	\$24,827,550	-\$11,052,333	-28.6	7
Grocery Stores	4451	\$12,152,304	\$23,146,565	-\$10,994,261	-31.1	5
Specialty Food Stores	4452	\$950,857	\$809,698	\$141,159	8.0	2
Beer, Wine & Liquor Stores	4453	\$672,056	\$871,287	-\$199,231	-12.9	1
Health & Personal Care Stores	446,4461	\$3,641,868	\$5,074,939	-\$1,433,071	-16.4	3
Gasoline Stations	447,4471	\$4,037,298	\$3,335,428	\$701,870	9.5	2
Clothing & Clothing Accessories Stores	448	\$3,450,603	\$233,198	\$3,217,405	87.3	1
Clothing Stores	4481	\$2,617,923	\$233,198	\$2,384,725	83.6	1
Shoe Stores	4482	\$400,579	\$0	\$400,579	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$432,101	\$0	\$432,101	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,030,349	\$295,254	\$735,095	55.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$965,022	\$215,652	\$749,370	63.5	2
Book, Periodical & Music Stores	4512	\$65,327	\$0	\$65,327	100.0	0
General Merchandise Stores	452	\$12,391,981	\$7,267,983	\$5,123,998	26.1	3
Department Stores Excluding Leased Depts.	4521	\$8,784,068	\$6,123,263	\$2,660,805	17.8	2
Other General Merchandise Stores	4529	\$3,607,913	\$1,144,720	\$2,463,193	51.8	1
Miscellaneous Store Retailers	453	\$3,270,258	\$1,369,356	\$1,900,902	41.0	5
Florists	4531	\$93,134	\$408,492	-\$315,358	-62.9	1
Office Supplies, Stationery & Gift Stores	4532	\$674,492	\$0	\$674,492	100.0	0
Used Merchandise Stores	4533	\$197,666	\$274,441	-\$76,775	-16.3	2
Other Miscellaneous Store Retailers	4539	\$2,304,966	\$686,423	\$1,618,543	54.1	2
Nonstore Retailers	454	\$2,147,364	\$2,281,686	-\$134,322	-3.0	2
Electronic Shopping & Mail-Order Houses	4541	\$1,951,697	\$2,281,686	-\$329,989	-7.8	2
Vending Machine Operators	4542	\$30,933	\$0	\$30,933	100.0	0
Direct Selling Establishments	4543	\$164,733	\$0	\$164,733	100.0	0
Food Services & Drinking Places	722	\$7,217,101	\$12,193,305	-\$4,976,204	-25.6	35
Full-Service Restaurants	7221	\$4,160,033	\$7,278,785	-\$3,118,752	-27.3	24
Limited-Service Eating Places	7222	\$2,750,553	\$3,999,708	-\$1,249,155	-18.5	8
Special Food Services	7223	\$129,192	\$0	\$129,192	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$177,323	\$914,812	-\$737,489	-67.5	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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

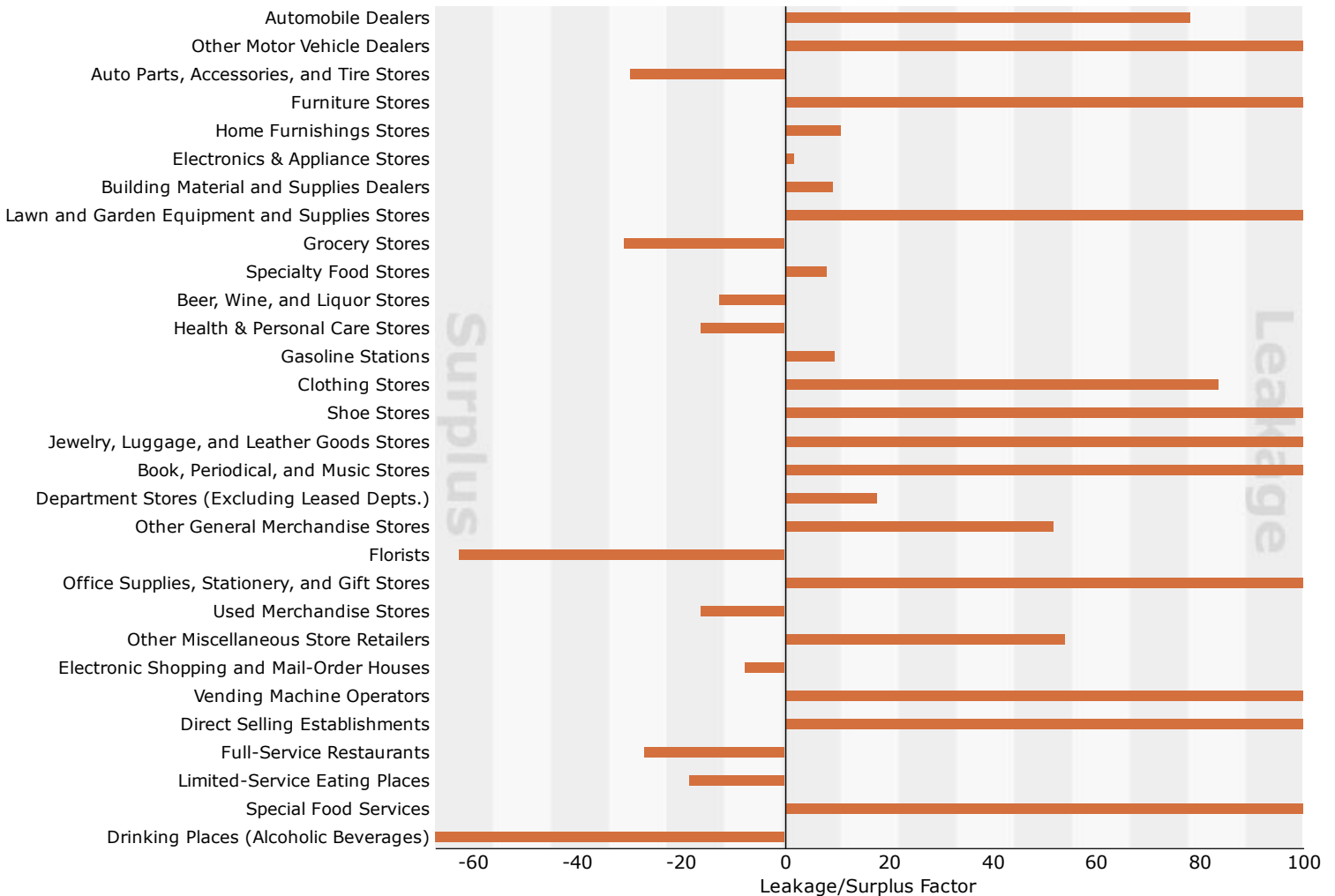
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Cheney, Washington, United States
 Drive Time: 10 minute radius

Cheney, WA
 Latitude: 47.48739
 Longitude: -117.57576

Summary Demographics

2016 Population	10,787
2016 Households	3,869
2016 Median Disposable Income	\$27,414
2016 Per Capita Income	\$19,759

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	\$92,836,975	\$81,255,616	\$11,581,359	6.7	77
Total Retail Trade	44-45	\$83,658,854	\$67,951,829	\$15,707,025	10.4	40
Total Food & Drink	722	\$9,178,121	\$13,303,787	-\$4,125,666	-18.4	37

Industry Group

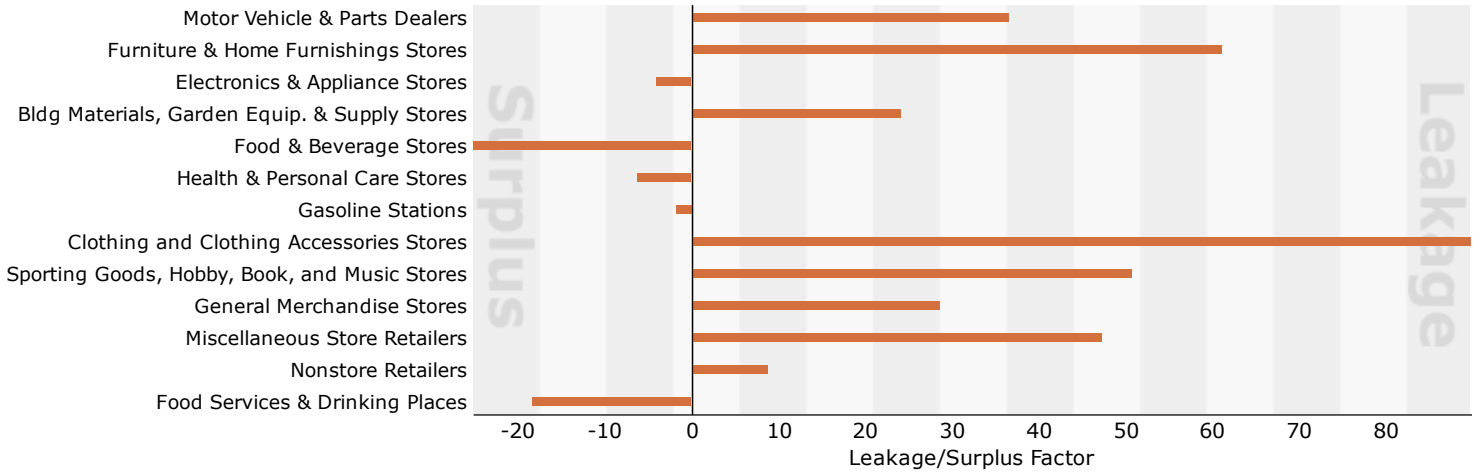
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,055,386	\$8,821,391	\$10,233,995	36.7	4
Automobile Dealers	4411	\$15,801,160	\$1,502,362	\$14,298,798	82.6	2
Other Motor Vehicle Dealers	4412	\$2,041,728	\$0	\$2,041,728	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,212,497	\$1,837,061	-\$624,564	-20.5	2
Furniture & Home Furnishings Stores	442	\$2,460,904	\$590,475	\$1,870,429	61.3	1
Furniture Stores	4421	\$1,508,688	\$0	\$1,508,688	100.0	0
Home Furnishings Stores	4422	\$952,217	\$590,475	\$361,742	23.4	1
Electronics & Appliance Stores	443	\$3,068,501	\$3,328,760	-\$260,259	-4.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,297,763	\$2,009,496	\$1,288,267	24.3	5
Bldg Material & Supplies Dealers	4441	\$2,898,484	\$2,009,496	\$888,988	18.1	5
Lawn & Garden Equip & Supply Stores	4442	\$399,279	\$0	\$399,279	100.0	0
Food & Beverage Stores	445	\$17,520,679	\$29,341,609	-\$11,820,930	-25.2	8
Grocery Stores	4451	\$15,457,630	\$27,430,270	-\$11,972,640	-27.9	5
Specialty Food Stores	4452	\$1,208,351	\$857,992	\$350,359	17.0	2
Beer, Wine & Liquor Stores	4453	\$854,698	\$1,053,347	-\$198,649	-10.4	1
Health & Personal Care Stores	446,4461	\$4,692,382	\$5,321,533	-\$629,151	-6.3	3
Gasoline Stations	447,4471	\$5,147,704	\$5,351,470	-\$203,766	-1.9	3
Clothing & Clothing Accessories Stores	448	\$4,379,190	\$233,198	\$4,145,992	89.9	1
Clothing Stores	4481	\$3,319,779	\$233,198	\$3,086,581	86.9	1
Shoe Stores	4482	\$506,789	\$0	\$506,789	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$552,623	\$0	\$552,623	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,323,232	\$431,863	\$891,369	50.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,241,050	\$219,589	\$1,021,461	69.9	2
Book, Periodical & Music Stores	4512	\$82,182	\$0	\$82,182	100.0	0
General Merchandise Stores	452	\$15,798,439	\$8,746,719	\$7,051,720	28.7	4
Department Stores Excluding Leased Depts.	4521	\$11,209,898	\$7,362,805	\$3,847,093	20.7	3
Other General Merchandise Stores	4529	\$4,588,541	\$1,383,914	\$3,204,627	53.7	1
Miscellaneous Store Retailers	453	\$4,184,978	\$1,493,630	\$2,691,348	47.4	5
Florists	4531	\$122,993	\$408,492	-\$285,499	-53.7	1
Office Supplies, Stationery & Gift Stores	4532	\$868,655	\$0	\$868,655	100.0	0
Used Merchandise Stores	4533	\$251,343	\$274,441	-\$23,098	-4.4	2
Other Miscellaneous Store Retailers	4539	\$2,941,987	\$808,017	\$2,133,970	56.9	2
Nonstore Retailers	454	\$2,729,696	\$2,281,686	\$448,010	8.9	2
Electronic Shopping & Mail-Order Houses	4541	\$2,479,692	\$2,281,686	\$198,006	4.2	2
Vending Machine Operators	4542	\$39,312	\$0	\$39,312	100.0	0
Direct Selling Establishments	4543	\$210,692	\$0	\$210,692	100.0	0
Food Services & Drinking Places	722	\$9,178,121	\$13,303,787	-\$4,125,666	-18.4	37
Full-Service Restaurants	7221	\$5,290,374	\$7,475,182	-\$2,184,808	-17.1	25
Limited-Service Eating Places	7222	\$3,500,536	\$4,894,374	-\$1,393,838	-16.6	9
Special Food Services	7223	\$165,387	\$0	\$165,387	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$221,824	\$934,230	-\$712,406	-61.6	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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

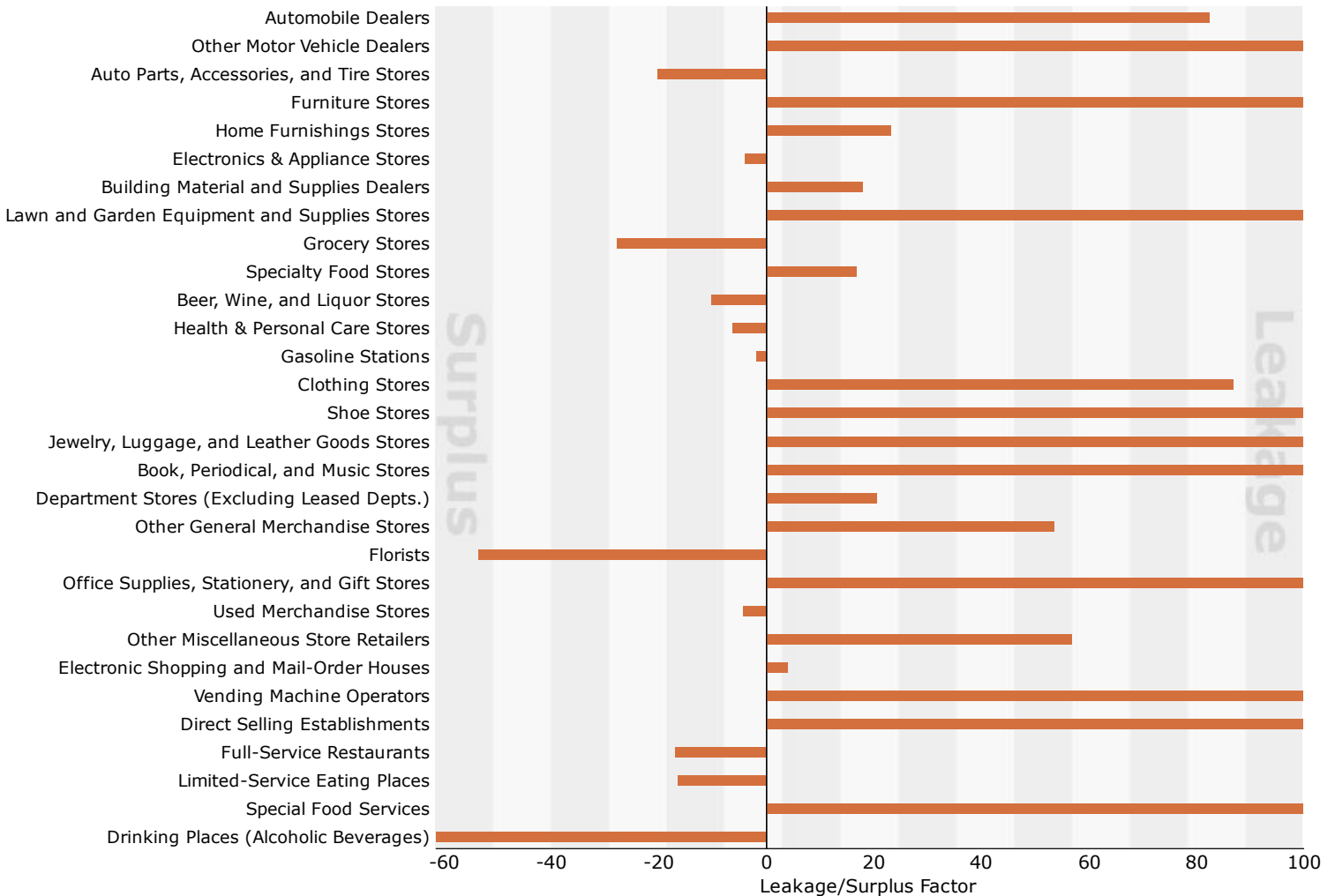
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Cheney, Washington, United States
 Drive Time: 15 minute radius

Cheney, WA
 Latitude: 47.48739
 Longitude: -117.57576

Summary Demographics

2016 Population	14,710
2016 Households	5,334
2016 Median Disposable Income	\$34,476
2016 Per Capita Income	\$21,985

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	\$149,234,556	\$126,162,041	\$23,072,515	8.4	93
Total Retail Trade	44-45	\$134,721,778	\$110,916,797	\$23,804,981	9.7	53
Total Food & Drink	722	\$14,512,779	\$15,245,244	-\$732,465	-2.5	40

Industry Group

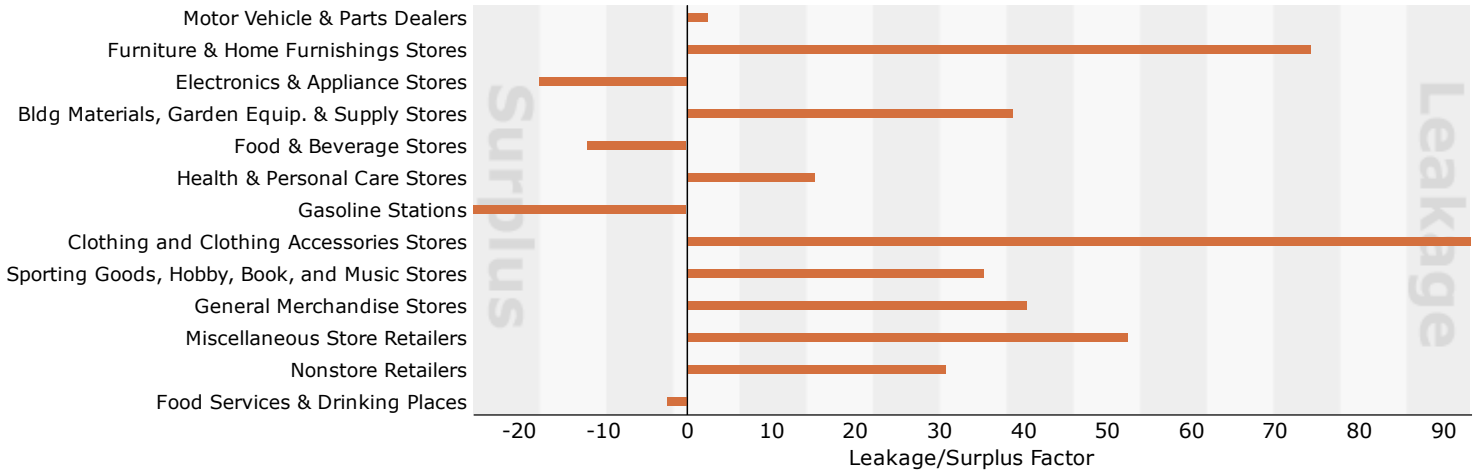
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,073,916	\$29,516,390	\$1,557,526	2.6	5
Automobile Dealers	4411	\$25,616,846	\$1,737,325	\$23,879,521	87.3	2
Other Motor Vehicle Dealers	4412	\$3,508,563	\$25,871,734	-\$22,363,171	-76.1	1
Auto Parts, Accessories & Tire Stores	4413	\$1,948,507	\$1,907,331	\$41,176	1.1	2
Furniture & Home Furnishings Stores	442	\$4,002,221	\$590,475	\$3,411,746	74.3	1
Furniture Stores	4421	\$2,428,947	\$0	\$2,428,947	100.0	0
Home Furnishings Stores	4422	\$1,573,273	\$590,475	\$982,798	45.4	1
Electronics & Appliance Stores	443	\$4,962,587	\$7,111,276	-\$2,148,689	-17.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,660,055	\$2,498,045	\$3,162,010	38.8	6
Bldg Material & Supplies Dealers	4441	\$4,971,862	\$2,484,289	\$2,487,573	33.4	6
Lawn & Garden Equip & Supply Stores	4442	\$688,193	\$0	\$688,193	100.0	0
Food & Beverage Stores	445	\$27,794,966	\$35,410,244	-\$7,615,278	-12.0	10
Grocery Stores	4451	\$24,528,419	\$33,021,241	-\$8,492,822	-14.8	7
Specialty Food Stores	4452	\$1,913,299	\$1,005,480	\$907,819	31.1	2
Beer, Wine & Liquor Stores	4453	\$1,353,249	\$1,383,523	-\$30,274	-1.1	1
Health & Personal Care Stores	446,4461	\$7,698,529	\$5,652,943	\$2,045,586	15.3	4
Gasoline Stations	447,4471	\$8,209,492	\$13,824,382	-\$5,614,890	-25.5	5
Clothing & Clothing Accessories Stores	448	\$6,886,125	\$233,198	\$6,652,927	93.4	1
Clothing Stores	4481	\$5,208,015	\$233,198	\$4,974,817	91.4	1
Shoe Stores	4482	\$790,802	\$0	\$790,802	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$887,309	\$0	\$887,309	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,155,122	\$1,027,919	\$1,127,203	35.4	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,028,690	\$430,881	\$1,597,809	65.0	2
Book, Periodical & Music Stores	4512	\$126,431	\$597,038	-\$470,607	-65.0	1
General Merchandise Stores	452	\$25,172,427	\$10,658,111	\$14,514,316	40.5	4
Department Stores Excluding Leased Depts.	4521	\$17,892,694	\$8,994,564	\$8,898,130	33.1	3
Other General Merchandise Stores	4529	\$7,279,733	\$1,663,547	\$5,616,186	62.8	1
Miscellaneous Store Retailers	453	\$6,774,439	\$2,105,189	\$4,669,250	52.6	7
Florists	4531	\$213,754	\$409,265	-\$195,511	-31.4	1
Office Supplies, Stationery & Gift Stores	4532	\$1,424,623	\$0	\$1,424,623	100.0	0
Used Merchandise Stores	4533	\$397,829	\$323,840	\$73,989	10.3	2
Other Miscellaneous Store Retailers	4539	\$4,738,234	\$1,325,933	\$3,412,301	56.3	4
Nonstore Retailers	454	\$4,331,900	\$2,288,625	\$2,043,275	30.9	2
Electronic Shopping & Mail-Order Houses	4541	\$3,919,313	\$2,286,690	\$1,632,623	26.3	2
Vending Machine Operators	4542	\$62,235	\$0	\$62,235	100.0	0
Direct Selling Establishments	4543	\$350,351	\$0	\$350,351	100.0	0
Food Services & Drinking Places	722	\$14,512,779	\$15,245,244	-\$732,465	-2.5	40
Full-Service Restaurants	7221	\$8,363,196	\$7,748,038	\$615,158	3.8	25
Limited-Service Eating Places	7222	\$5,548,782	\$6,486,404	-\$937,622	-7.8	11
Special Food Services	7223	\$265,244	\$0	\$265,244	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$335,556	\$1,010,338	-\$674,782	-50.1	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 click the link below to view the Methodology Statement.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

