



Retail MarketPlace Profile

Manor City, TX
 Manor city, TX (4846440)
 Geography: Place

Prepared by Esri

Summary Demographics

2015 Population	7,091
2015 Households	2,130
2015 Median Disposable Income	\$50,324
2015 Per Capita Income	\$21,927

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	\$56,120,178	\$36,427,327	\$19,692,851	21.3	35
Total Retail Trade	44-45	\$50,170,353	\$35,090,427	\$15,079,926	17.7	32
Total Food & Drink	722	\$5,949,825	\$1,336,900	\$4,612,925	63.3	3

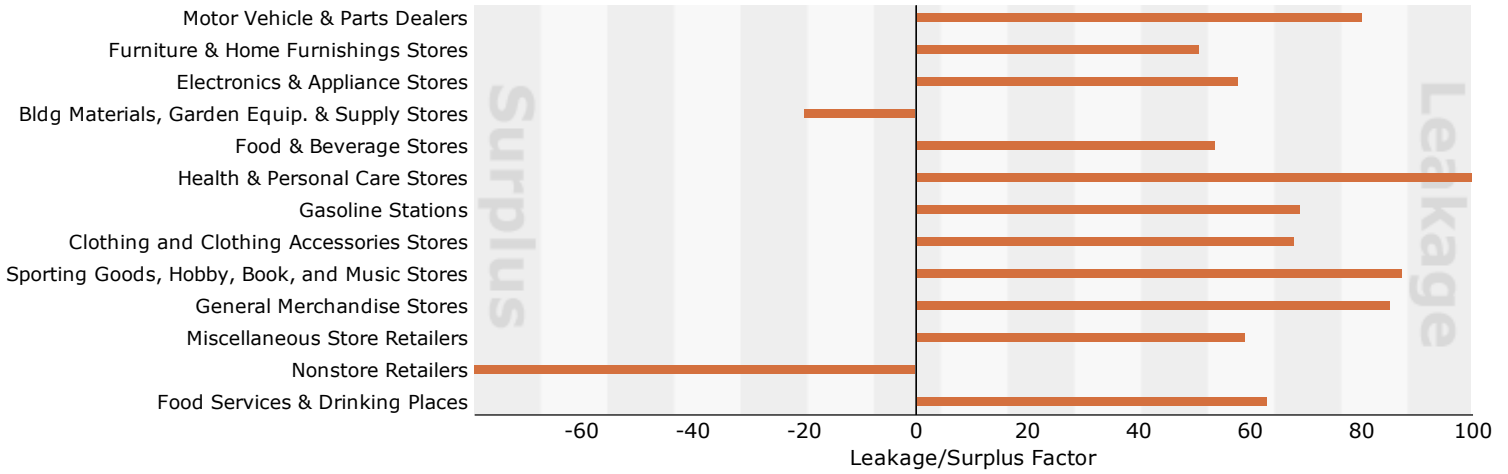
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,758,168	\$1,179,045	\$9,579,123	80.2	3
Automobile Dealers	4411	\$9,348,526	\$944,591	\$8,403,935	81.6	1
Other Motor Vehicle Dealers	4412	\$626,628	\$234,454	\$392,174	45.5	2
Auto Parts, Accessories & Tire Stores	4413	\$783,014	\$0	\$783,014	100.0	0
Furniture & Home Furnishings Stores	442	\$1,188,325	\$385,734	\$802,591	51.0	2
Furniture Stores	4421	\$713,859	\$0	\$713,859	100.0	0
Home Furnishings Stores	4422	\$474,466	\$385,734	\$88,732	10.3	2
Electronics & Appliance Stores	443	\$1,447,909	\$385,991	\$1,061,918	57.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,709,011	\$2,555,873	-\$846,862	-19.9	1
Bldg Material & Supplies Dealers	4441	\$1,525,429	\$2,555,873	-\$1,030,444	-25.2	1
Lawn & Garden Equip & Supply Stores	4442	\$183,582	\$0	\$183,582	100.0	0
Food & Beverage Stores	445	\$8,861,783	\$2,652,207	\$6,209,576	53.9	6
Grocery Stores	4451	\$8,150,847	\$1,254,874	\$6,895,973	73.3	3
Specialty Food Stores	4452	\$293,101	\$0	\$293,101	100.0	0
Beer, Wine & Liquor Stores	4453	\$417,835	\$1,397,333	-\$979,498	-54.0	3
Health & Personal Care Stores	446,4461	\$3,599,339	\$0	\$3,599,339	100.0	0
Gasoline Stations	447,4471	\$5,041,744	\$913,956	\$4,127,788	69.3	2
Clothing & Clothing Accessories Stores	448	\$3,181,312	\$604,186	\$2,577,126	68.1	2
Clothing Stores	4481	\$2,285,404	\$604,186	\$1,681,218	58.2	2
Shoe Stores	4482	\$376,181	\$0	\$376,181	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$519,727	\$0	\$519,727	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,262,028	\$85,141	\$1,176,887	87.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$971,671	\$85,141	\$886,530	83.9	1
Book, Periodical & Music Stores	4512	\$290,357	\$0	\$290,357	100.0	0
General Merchandise Stores	452	\$8,743,906	\$695,302	\$8,048,604	85.3	1
Department Stores Excluding Leased Depts.	4521	\$3,020,461	\$695,302	\$2,325,159	62.6	1
Other General Merchandise Stores	4529	\$5,723,445	\$0	\$5,723,445	100.0	0
Miscellaneous Store Retailers	453	\$1,462,016	\$372,728	\$1,089,288	59.4	9
Florists	4531	\$49,711	\$0	\$49,711	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$328,740	\$67,747	\$260,993	65.8	2
Used Merchandise Stores	4533	\$326,612	\$30,097	\$296,515	83.1	2
Other Miscellaneous Store Retailers	4539	\$756,953	\$274,884	\$482,069	46.7	5
Nonstore Retailers	454	\$2,914,812	\$25,260,264	-\$22,345,452	-79.3	2
Electronic Shopping & Mail-Order Houses	4541	\$2,549,382	\$0	\$2,549,382	100.0	0
Vending Machine Operators	4542	\$138,198	\$0	\$138,198	100.0	0
Direct Selling Establishments	4543	\$227,232	\$25,260,264	-\$25,033,032	-98.2	2
Food Services & Drinking Places	722	\$5,949,825	\$1,336,900	\$4,612,925	63.3	3
Full-Service Restaurants	7221	\$2,170,454	\$445,767	\$1,724,687	65.9	1
Limited-Service Eating Places	7222	\$3,230,940	\$891,133	\$2,339,807	56.8	2
Special Food Services	7223	\$137,499	\$0	\$137,499	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$410,932	\$0	\$410,932	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. 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>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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