



# Retail MarketPlace Profile

Yarmouth town  
 Yarmouth town, ME (2300587845)  
 Geography: County Subdivision

## Summary Demographics

2014 Population	8,308
2014 Households	3,536
2014 Median Disposable Income	\$58,881
2014 Per Capita Income	\$48,669

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	\$163,955,074	\$84,237,422	\$79,717,652	32.1	79
Total Retail Trade	44-45	\$147,427,765	\$78,105,232	\$69,322,533	30.7	66
Total Food & Drink	722	\$16,527,309	\$6,132,190	\$10,395,119	45.9	13

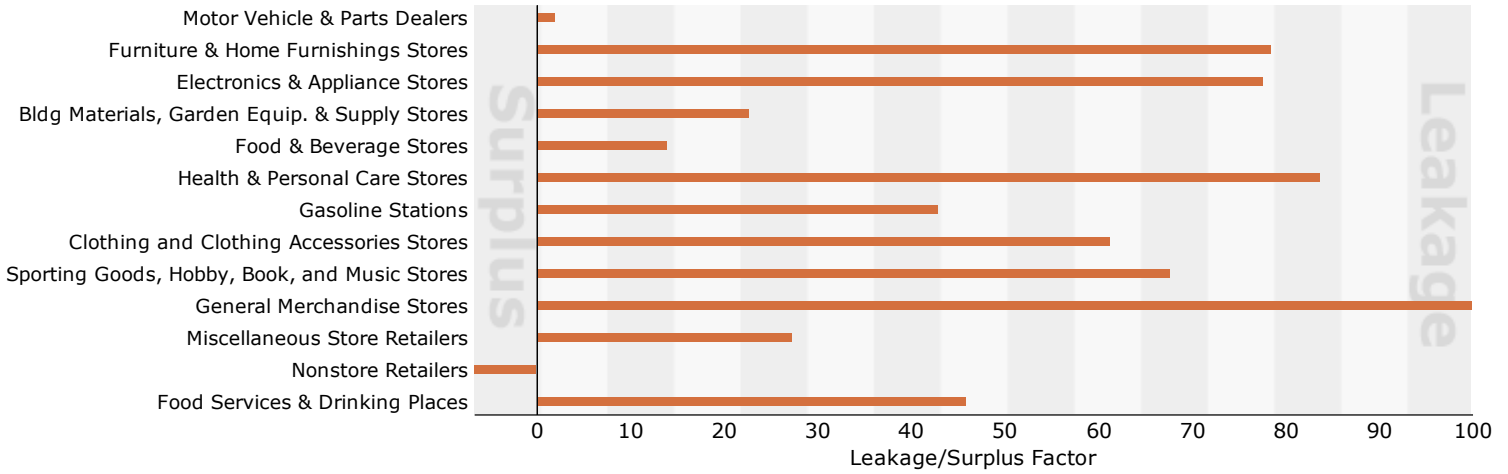
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,838,439	\$29,621,323	\$1,217,116	2.0	7
Automobile Dealers	4411	\$26,248,126	\$26,276,456	-\$28,330	-0.1	1
Other Motor Vehicle Dealers	4412	\$2,228,821	\$1,694,902	\$533,919	13.6	4
Auto Parts, Accessories & Tire Stores	4413	\$2,361,492	\$1,649,965	\$711,527	17.7	2
Furniture & Home Furnishings Stores	442	\$3,775,954	\$454,944	\$3,321,010	78.5	3
Furniture Stores	4421	\$1,881,188	\$0	\$1,881,188	100.0	0
Home Furnishings Stores	4422	\$1,894,766	\$454,944	\$1,439,822	61.3	3
Electronics & Appliance Stores	443	\$4,686,440	\$588,391	\$4,098,049	77.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,267,054	\$3,314,842	\$1,952,212	22.7	6
Bldg Material & Supplies Dealers	4441	\$4,441,264	\$3,314,842	\$1,126,422	14.5	6
Lawn & Garden Equip & Supply Stores	4442	\$825,790	\$0	\$825,790	100.0	0
Food & Beverage Stores	445	\$26,654,601	\$20,128,393	\$6,526,208	13.9	10
Grocery Stores	4451	\$24,616,003	\$17,738,590	\$6,877,413	16.2	5
Specialty Food Stores	4452	\$882,564	\$2,389,803	-\$1,507,239	-46.1	5
Beer, Wine & Liquor Stores	4453	\$1,156,034	\$0	\$1,156,034	100.0	0
Health & Personal Care Stores	446,4461	\$11,932,694	\$1,058,689	\$10,874,005	83.7	4
Gasoline Stations	447,4471	\$14,051,545	\$5,617,624	\$8,433,921	42.9	3
Clothing & Clothing Accessories Stores	448	\$9,957,003	\$2,387,608	\$7,569,395	61.3	5
Clothing Stores	4481	\$6,849,398	\$2,387,608	\$4,461,790	48.3	5
Shoe Stores	4482	\$1,760,327	\$0	\$1,760,327	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,347,278	\$0	\$1,347,278	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,368,714	\$648,810	\$2,719,904	67.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,572,778	\$648,810	\$1,923,968	59.7	4
Book, Periodical & Music Stores	4512	\$795,936	\$0	\$795,936	100.0	0
General Merchandise Stores	452	\$22,413,466	\$0	\$22,413,466	100.0	0
Department Stores Excluding Leased Depts.	4521	\$9,508,593	\$0	\$9,508,593	100.0	0
Other General Merchandise Stores	4529	\$12,904,873	\$0	\$12,904,873	100.0	0
Miscellaneous Store Retailers	453	\$3,951,062	\$2,250,986	\$1,700,076	27.4	17
Florists	4531	\$211,328	\$151,018	\$60,310	16.6	2
Office Supplies, Stationery & Gift Stores	4532	\$1,674,946	\$283,805	\$1,391,141	71.0	3
Used Merchandise Stores	4533	\$710,702	\$562,909	\$147,793	11.6	4
Other Miscellaneous Store Retailers	4539	\$1,354,086	\$1,253,254	\$100,832	3.9	8
Nonstore Retailers	454	\$10,530,793	\$12,033,622	-\$1,502,829	-6.7	4
Electronic Shopping & Mail-Order Houses	4541	\$5,287,336	\$0	\$5,287,336	100.0	0
Vending Machine Operators	4542	\$124,773	\$0	\$124,773	100.0	0
Direct Selling Establishments	4543	\$5,118,684	\$12,033,622	-\$6,914,938	-40.3	4
Food Services & Drinking Places	722	\$16,527,309	\$6,132,190	\$10,395,119	45.9	13
Full-Service Restaurants	7221	\$8,200,169	\$689,389	\$7,510,780	84.5	2
Limited-Service Eating Places	7222	\$6,918,065	\$4,941,847	\$1,976,218	16.7	8
Special Food Services	7223	\$1,013,112	\$410,194	\$602,918	42.4	2
Drinking Places - Alcoholic Beverages	7224	\$395,963	\$90,760	\$305,203	62.7	1

**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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

