



23rd Street - New York
14 E 23rd St
New York, NY 10010

Site Type: Radius

Latitude: 40.741154
Longitude: -73.988672
Radius: 0.75 mile

Summary Demographics

2008 Population	153,435
2008 Households	89,263
2008 Median Disposable Income	\$68,128
2008 Per Capita Income	\$83,793

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)	\$4,908,151,330	\$9,459,674,239	\$-4,551,522,909	-31.7	6,468
Total Retail Trade (NAICS 44-45)	\$4,134,594,325	\$7,722,941,834	\$-3,588,347,509	-30.3	4,844
Total Food & Drink (NAICS 722)	\$773,557,005	\$1,736,732,405	\$-963,175,400	-38.4	1,624

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$957,281,047	\$145,630,938	\$811,650,109	73.6	22
Automobile Dealers (NAICS 4411)	\$865,757,817	\$88,186,721	\$777,571,096	81.5	6
Other Motor Vehicle Dealers (NAICS 4412)	\$59,693,352	\$54,517,444	\$5,175,908	4.5	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$31,829,878	\$2,926,773	\$28,903,105	83.2	7
Furniture & Home Furnishings Stores (NAICS 442)	\$185,673,351	\$693,860,194	\$-508,186,843	-57.8	461
Furniture Stores (NAICS 4421)	\$85,456,245	\$319,091,231	\$-233,634,986	-57.8	169
Home Furnishings Stores (NAICS 4422)	\$100,217,106	\$374,768,963	\$-274,551,857	-57.8	292
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$206,085,075	\$773,053,275	\$-566,968,200	-57.9	511
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$103,553,950	\$161,703,298	\$-58,149,348	-21.9	107
Building Material and Supplies Dealers (NAICS 4441)	\$102,888,827	\$160,736,470	\$-57,847,643	-21.9	104
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$665,123	\$966,828	\$-301,705	-18.5	3
Food & Beverage Stores (NAICS 445)	\$568,216,881	\$807,135,333	\$-238,918,452	-17.4	289
Grocery Stores (NAICS 4451)	\$404,010,641	\$619,938,257	\$-215,927,616	-21.1	118
Specialty Food Stores (NAICS 4452)	\$95,921,692	\$72,327,613	\$23,594,079	14.0	114
Beer, Wine, and Liquor Stores (NAICS 4453)	\$68,284,548	\$114,869,463	\$-46,584,915	-25.4	57
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$200,573,223	\$565,863,392	\$-365,290,169	-47.7	341
Gasoline Stations (NAICS 447/4471)	\$387,091,591	\$8,696,345	\$378,395,246	95.6	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$372,543,368	\$2,151,818,892	\$-1,779,275,524	-70.5	1,591
Clothing Stores (NAICS 4481)	\$293,150,389	\$1,706,253,654	\$-1,413,103,265	-70.7	1,158
Shoe Stores (NAICS 4482)	\$41,229,722	\$214,277,699	\$-173,047,977	-67.7	121
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$38,163,257	\$231,287,539	\$-193,124,282	-71.7	312
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$76,459,694	\$451,162,109	\$-374,702,415	-71.0	397
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$42,931,365	\$149,586,631	\$-106,655,266	-55.4	215
Book, Periodical, and Music Stores (NAICS 4512)	\$33,528,329	\$301,575,478	\$-268,047,149	-80.0	182

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®

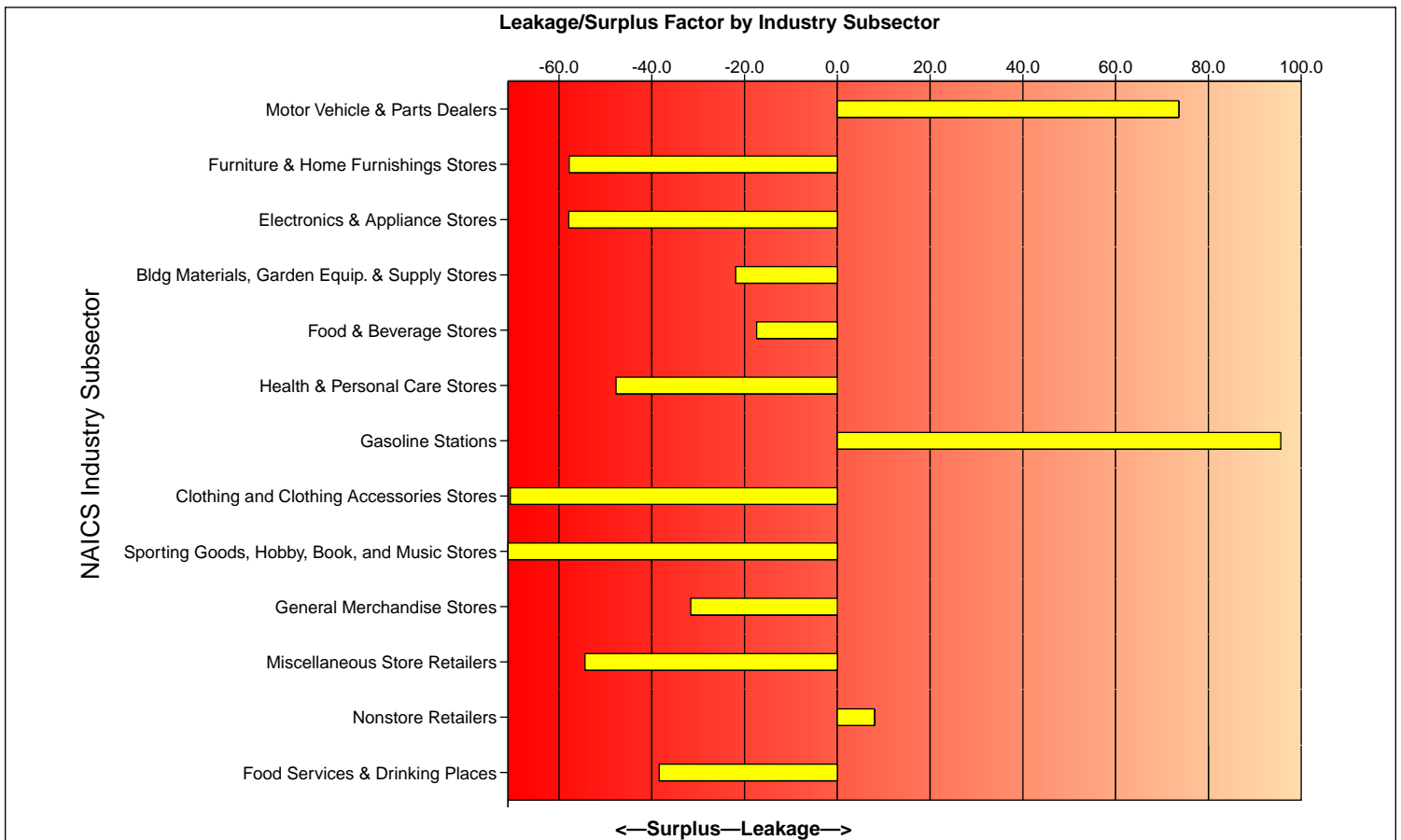


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$717,522,631	\$1,379,894,812	\$-662,372,181	-31.6	263
Department Stores Excluding Leased Depts.(NAICS 4521)	\$54,227,415	\$125,757,295	\$-71,529,880	-39.7	28
Other General Merchandise Stores (NAICS 4529)	\$663,295,216	\$1,254,137,517	\$-590,842,301	-30.8	235
Miscellaneous Store Retailers (NAICS 453)	\$109,723,150	\$371,203,089	\$-261,479,939	-54.4	816
Florists (NAICS 4531)	\$11,532,990	\$24,715,249	\$-13,182,259	-36.4	100
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$41,771,815	\$89,997,127	\$-48,225,312	-36.6	179
Used Merchandise Stores (NAICS 4533)	\$8,785,254	\$50,303,346	\$-41,518,092	-70.3	192
Other Miscellaneous Store Retailers (NAICS 4539)	\$47,633,091	\$206,187,367	\$-158,554,276	-62.5	345
Nonstore Retailers (NAICS 454)	\$249,870,364	\$212,920,157	\$36,950,207	8.0	44
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$125,233,565	\$112,719,588	\$12,513,977	5.3	13
Vending Machine Operators (NAICS 4542)	\$4,360,353	\$1,226,545	\$3,133,808	56.1	2
Direct Selling Establishments (NAICS 4543)	\$120,276,446	\$98,974,024	\$21,302,422	9.7	29
Food Services & Drinking Places (NAICS 722)	\$773,557,005	\$1,736,732,405	\$-963,175,400	-38.4	1,624
Full-Service Restaurants (NAICS 7221)	\$222,831,871	\$840,546,627	\$-617,714,756	-58.1	1,041
Limited-Service Eating Places (NAICS 7222)	\$381,155,494	\$499,944,990	\$-118,789,496	-13.5	386
Special Food Services (NAICS 7223)	\$113,172,036	\$265,855,813	\$-152,683,777	-40.3	97
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$56,397,604	\$130,384,975	\$-73,987,371	-39.6	100



Source: ESRI and infoUSA®

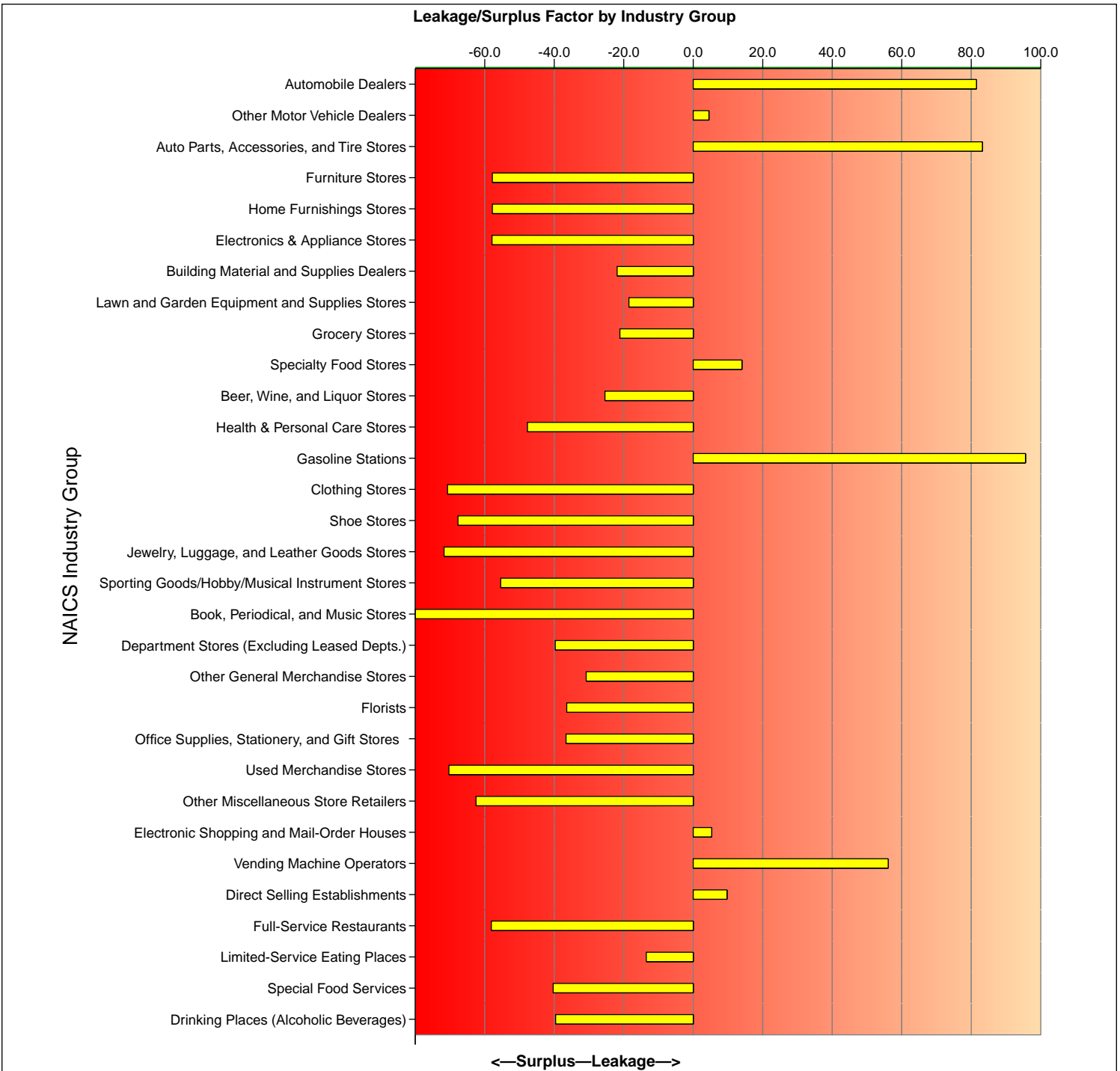


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Leakage/Surplus Factor by Industry Group



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23rd Street - New York
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Site Type: Radius

Latitude: 40.741154
Longitude: -73.988672
Radius: 1.5 mile

Summary Demographics

2008 Population	392,576
2008 Households	219,209
2008 Median Disposable Income	\$61,986
2008 Per Capita Income	\$72,755

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)	\$10,950,462,683	\$24,402,208,902	\$-13,451,746,219	-38.1	17,965
Total Retail Trade (NAICS 44-45)	\$9,224,123,479	\$18,998,371,567	\$-9,774,248,088	-34.6	13,211
Total Food & Drink (NAICS 722)	\$1,726,339,204	\$5,403,837,335	\$-3,677,498,131	-51.6	4,754

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,130,758,135	\$713,840,654	\$1,416,917,481	49.8	95
Automobile Dealers (NAICS 4411)	\$1,927,604,996	\$593,958,397	\$1,333,646,599	52.9	30
Other Motor Vehicle Dealers (NAICS 4412)	\$132,218,224	\$105,897,488	\$26,320,736	11.1	40
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$70,934,915	\$13,984,769	\$56,950,146	67.1	25
Furniture & Home Furnishings Stores (NAICS 442)	\$413,116,789	\$1,014,301,552	\$-601,184,763	-42.1	677
Furniture Stores (NAICS 4421)	\$190,031,937	\$550,805,827	\$-360,773,890	-48.7	266
Home Furnishings Stores (NAICS 4422)	\$223,084,852	\$463,495,725	\$-240,410,873	-35.0	411
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$459,331,785	\$1,926,104,306	\$-1,466,772,521	-61.5	1,053
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$230,177,465	\$258,997,365	\$-28,819,900	-5.9	223
Building Material and Supplies Dealers (NAICS 4441)	\$228,701,032	\$256,880,408	\$-28,179,376	-5.8	216
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,476,433	\$2,116,957	\$-640,524	-17.8	7
Food & Beverage Stores (NAICS 445)	\$1,271,105,756	\$1,672,338,511	\$-401,232,755	-13.6	803
Grocery Stores (NAICS 4451)	\$903,949,294	\$1,167,820,986	\$-263,871,692	-12.7	324
Specialty Food Stores (NAICS 4452)	\$214,681,028	\$218,769,790	\$-4,088,762	-0.9	339
Beer, Wine, and Liquor Stores (NAICS 4453)	\$152,475,434	\$285,747,735	\$-133,272,301	-30.4	140
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$447,361,271	\$1,146,877,024	\$-699,515,753	-43.9	678
Gasoline Stations (NAICS 447/4471)	\$862,539,975	\$111,727,792	\$750,812,183	77.1	18
Clothing and Clothing Accessories Stores (NAICS 448)	\$833,507,956	\$6,563,787,030	\$-5,730,279,074	-77.5	5,794
Clothing Stores (NAICS 4481)	\$656,195,726	\$4,854,497,303	\$-4,198,301,577	-76.2	3,219
Shoe Stores (NAICS 4482)	\$92,558,860	\$524,692,416	\$-432,133,556	-70.0	290
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$84,753,370	\$1,184,597,311	\$-1,099,843,941	-86.6	2,285
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$170,565,582	\$889,792,786	\$-719,227,204	-67.8	1,039
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$95,714,151	\$353,620,975	\$-257,906,824	-57.4	591
Book, Periodical, and Music Stores (NAICS 4512)	\$74,851,431	\$536,171,811	\$-461,320,380	-75.5	448

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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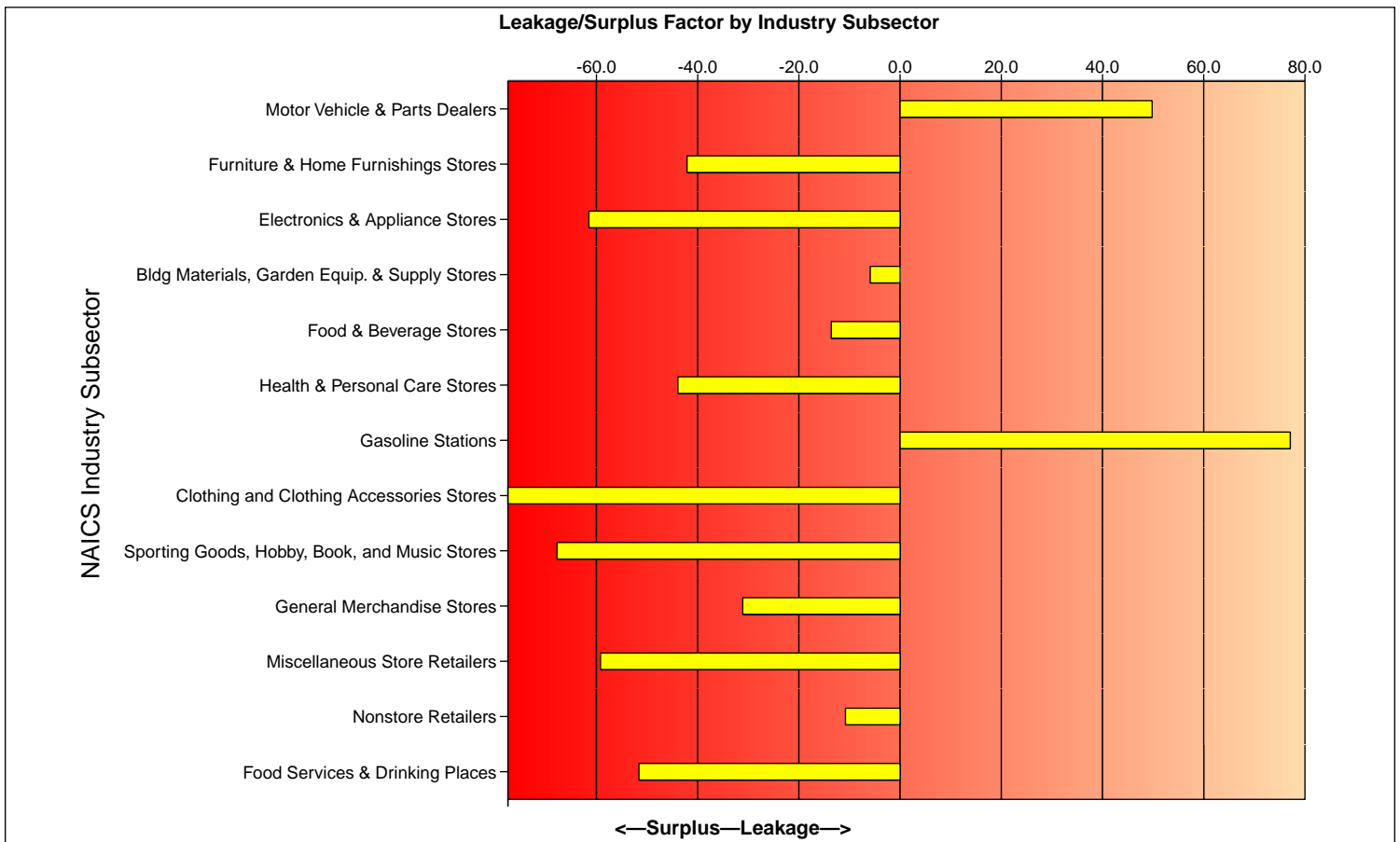


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Site Type: Radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,603,419,301	\$3,053,053,503	\$-1,449,634,202	-31.1	565
Department Stores Excluding Leased Depts.(NAICS 4521)	\$121,017,018	\$414,607,747	\$-293,590,729	-54.8	87
Other General Merchandise Stores (NAICS 4529)	\$1,482,402,283	\$2,638,445,756	\$-1,156,043,473	-28.1	478
Miscellaneous Store Retailers (NAICS 453)	\$244,481,350	\$954,659,705	\$-710,178,355	-59.2	2,161
Florists (NAICS 4531)	\$25,604,176	\$49,005,117	\$-23,400,941	-31.4	189
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$93,144,385	\$228,031,889	\$-134,887,504	-42.0	469
Used Merchandise Stores (NAICS 4533)	\$19,554,850	\$88,095,752	\$-68,540,902	-63.7	365
Other Miscellaneous Store Retailers (NAICS 4539)	\$106,177,939	\$589,526,947	\$-483,349,008	-69.5	1,138
Nonstore Retailers (NAICS 454)	\$557,758,114	\$692,891,339	\$-135,133,225	-10.8	105
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$279,360,017	\$342,558,044	\$-63,198,027	-10.2	26
Vending Machine Operators (NAICS 4542)	\$9,756,409	\$4,572,511	\$5,183,898	36.2	6
Direct Selling Establishments (NAICS 4543)	\$268,641,688	\$345,760,784	\$-77,119,096	-12.6	73
Food Services & Drinking Places (NAICS 722)	\$1,726,339,204	\$5,403,837,335	\$-3,677,498,131	-51.6	4,754
Full-Service Restaurants (NAICS 7221)	\$497,113,558	\$2,739,660,937	\$-2,242,547,379	-69.3	3,156
Limited-Service Eating Places (NAICS 7222)	\$851,013,001	\$1,359,428,748	\$-508,415,747	-23.0	973
Special Food Services (NAICS 7223)	\$252,673,549	\$926,087,103	\$-673,413,554	-57.1	284
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$125,539,096	\$378,660,547	\$-253,121,451	-50.2	341



Source: ESRI and infoUSA®

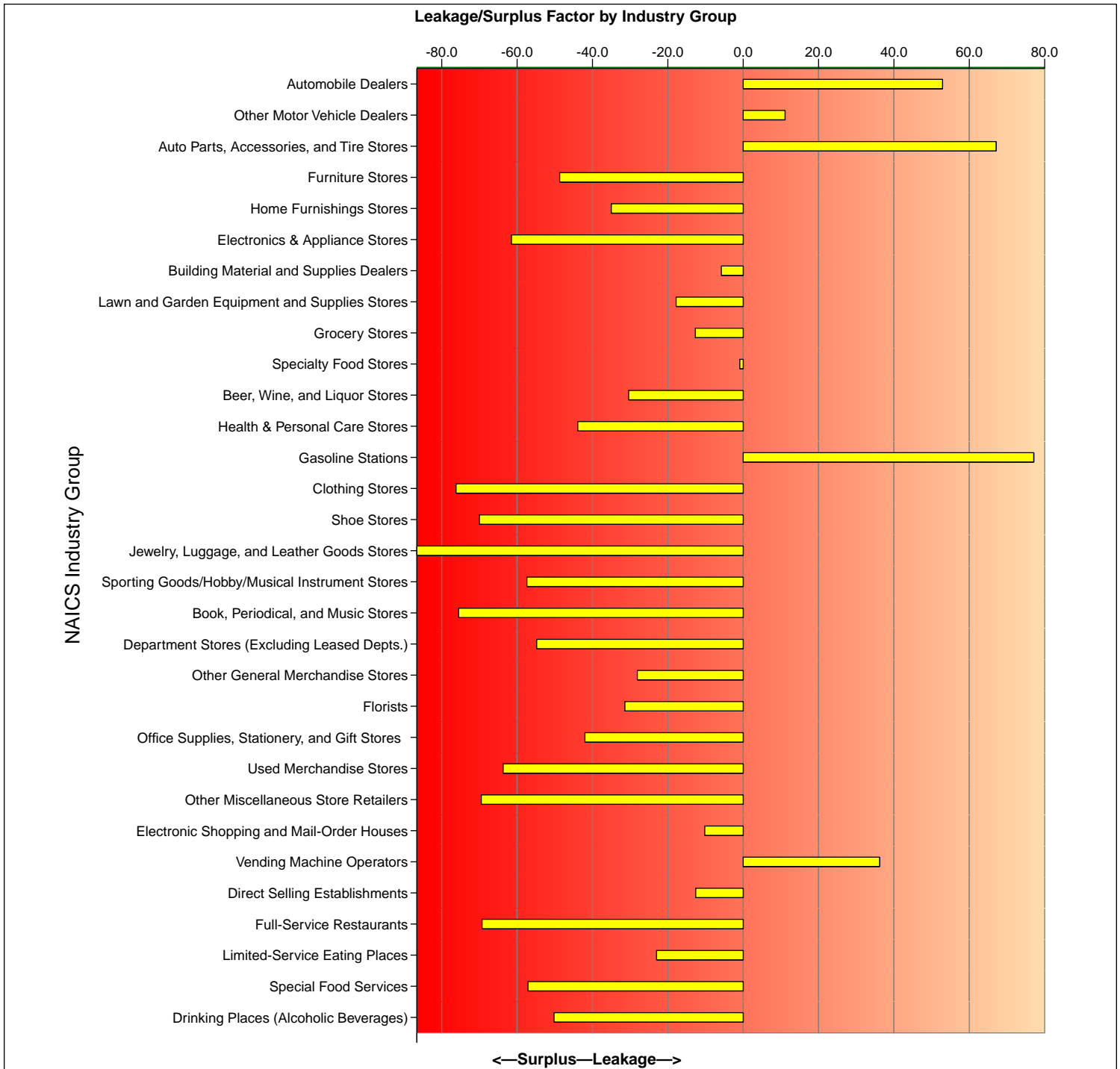


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Leakage/Surplus Factor by Industry Group



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23rd Street - New York
14 E 23rd St
New York, NY 10010

Site Type: Radius

Latitude: 40.741154
Longitude: -73.988672
Radius: 3.0 mile

Summary Demographics

2008 Population	1,076,198
2008 Households	541,251
2008 Median Disposable Income	\$58,536
2008 Per Capita Income	\$66,380

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)	\$27,313,068,169	\$41,505,243,284	\$-14,192,175,115	-20.6	30,218
Total Retail Trade (NAICS 44-45)	\$23,035,320,434	\$32,730,372,318	\$-9,695,051,884	-17.4	21,745
Total Food & Drink (NAICS 722)	\$4,277,747,735	\$8,774,870,966	\$-4,497,123,231	-34.5	8,473

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$5,328,675,618	\$2,980,950,227	\$2,347,725,391	28.3	306
Automobile Dealers (NAICS 4411)	\$4,803,353,465	\$2,743,790,083	\$2,059,563,382	27.3	137
Other Motor Vehicle Dealers (NAICS 4412)	\$329,112,544	\$184,631,972	\$144,480,572	28.1	84
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$196,209,609	\$52,528,172	\$143,681,437	57.8	85
Furniture & Home Furnishings Stores (NAICS 442)	\$1,035,138,499	\$1,881,336,966	\$-846,198,467	-29.0	1,166
Furniture Stores (NAICS 4421)	\$479,131,004	\$1,002,844,415	\$-523,713,411	-35.3	476
Home Furnishings Stores (NAICS 4422)	\$556,007,495	\$878,492,551	\$-322,485,056	-22.5	690
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,117,541,468	\$3,057,201,147	\$-1,939,659,679	-46.5	1,723
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$608,394,064	\$525,953,473	\$82,440,591	7.3	496
Building Material and Supplies Dealers (NAICS 4441)	\$604,576,212	\$521,938,497	\$82,637,715	7.3	483
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,817,852	\$4,014,976	\$-197,124	-2.5	13
Food & Beverage Stores (NAICS 445)	\$3,384,664,731	\$3,979,721,292	\$-595,056,561	-8.1	1,890
Grocery Stores (NAICS 4451)	\$2,471,303,263	\$2,948,937,659	\$-477,634,396	-8.8	803
Specialty Food Stores (NAICS 4452)	\$529,614,810	\$494,516,420	\$35,098,390	3.4	781
Beer, Wine, and Liquor Stores (NAICS 4453)	\$383,746,658	\$536,267,213	\$-152,520,555	-16.6	306
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,097,672,205	\$2,093,578,058	\$-995,905,853	-31.2	1,310
Gasoline Stations (NAICS 447/4471)	\$2,190,625,760	\$400,028,514	\$1,790,597,246	69.1	73
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,057,830,123	\$8,776,121,001	\$-6,718,290,878	-62.0	8,012
Clothing Stores (NAICS 4481)	\$1,624,724,699	\$6,565,716,023	\$-4,940,991,324	-60.3	4,595
Shoe Stores (NAICS 4482)	\$228,499,760	\$728,241,907	\$-499,742,147	-52.2	529
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$204,605,664	\$1,482,163,071	\$-1,277,557,407	-75.7	2,888
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$421,488,933	\$1,193,442,712	\$-771,953,779	-47.8	1,621
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$240,813,722	\$475,980,402	\$-235,166,680	-32.8	888
Book, Periodical, and Music Stores (NAICS 4512)	\$180,675,211	\$717,462,310	\$-536,787,099	-59.8	733

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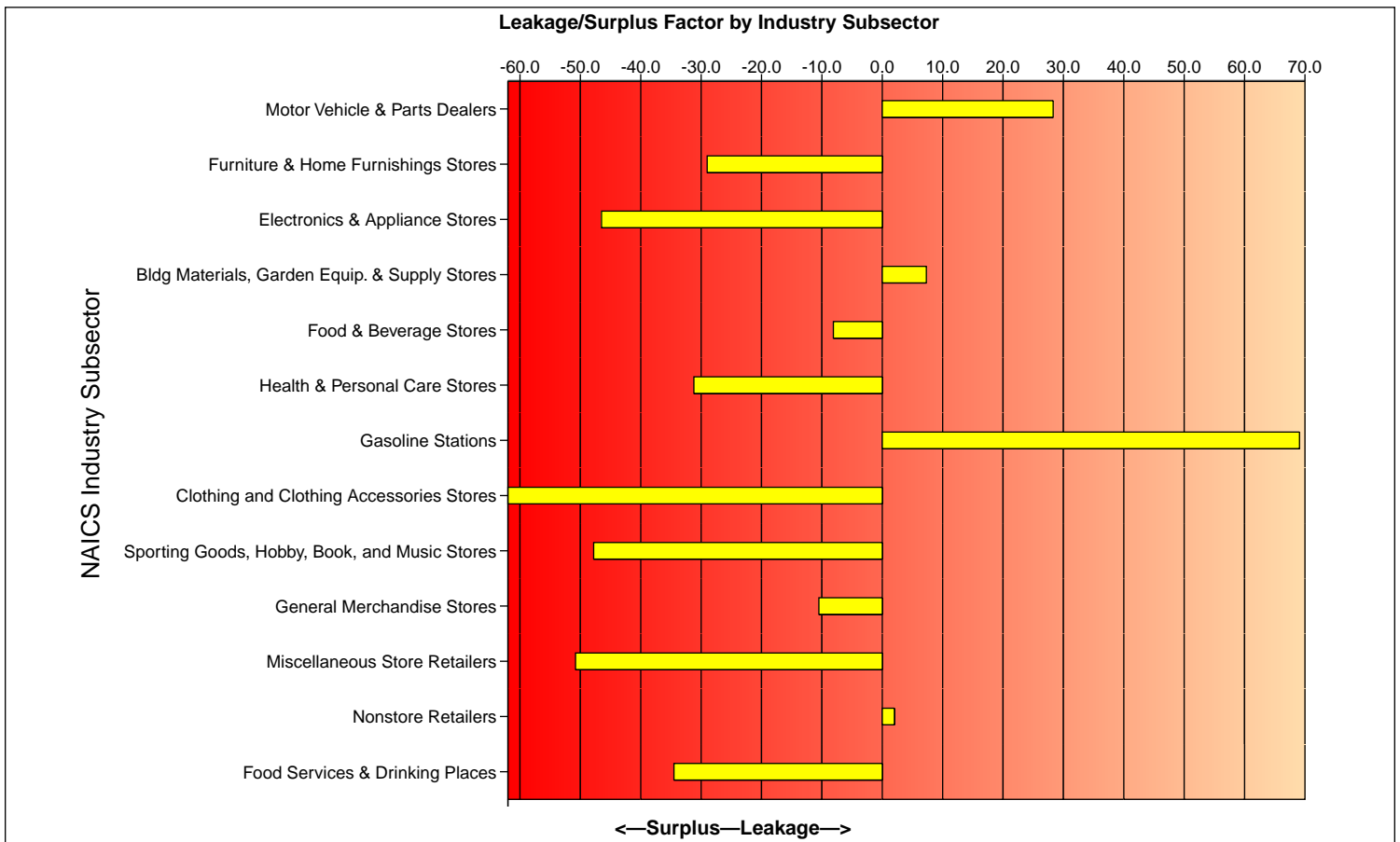


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$3,838,652,139	\$4,737,214,703	\$-898,562,564	-10.5	935
Department Stores Excluding Leased Depts.(NAICS 4521)	\$339,646,874	\$1,074,610,962	\$-734,964,088	-52.0	175
Other General Merchandise Stores (NAICS 4529)	\$3,499,005,265	\$3,662,603,741	\$-163,598,476	-2.3	760
Miscellaneous Store Retailers (NAICS 453)	\$582,814,613	\$1,786,975,749	\$-1,204,161,136	-50.8	4,014
Florists (NAICS 4531)	\$64,161,251	\$82,621,573	\$-18,460,322	-12.6	375
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$224,528,024	\$348,300,153	\$-123,772,129	-21.6	828
Used Merchandise Stores (NAICS 4533)	\$44,697,448	\$155,643,581	\$-110,946,133	-55.4	733
Other Miscellaneous Store Retailers (NAICS 4539)	\$249,427,890	\$1,200,410,442	\$-950,982,552	-65.6	2,078
Nonstore Retailers (NAICS 454)	\$1,371,822,281	\$1,317,848,476	\$53,973,805	2.0	199
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$698,365,409	\$687,768,544	\$10,596,865	0.8	48
Vending Machine Operators (NAICS 4542)	\$26,671,853	\$18,356,367	\$8,315,486	18.5	22
Direct Selling Establishments (NAICS 4543)	\$646,785,019	\$611,723,565	\$35,061,454	2.8	129
Food Services & Drinking Places (NAICS 722)	\$4,277,747,735	\$8,774,870,966	\$-4,497,123,231	-34.5	8,473
Full-Service Restaurants (NAICS 7221)	\$1,326,572,499	\$4,581,325,193	\$-3,254,752,694	-55.1	5,701
Limited-Service Eating Places (NAICS 7222)	\$2,038,925,069	\$2,107,961,894	\$-69,036,825	-1.7	1,739
Special Food Services (NAICS 7223)	\$608,193,953	\$1,556,322,702	\$-948,128,749	-43.8	487
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$304,056,214	\$529,261,177	\$-225,204,963	-27.0	546



Source: ESRI and infoUSA®

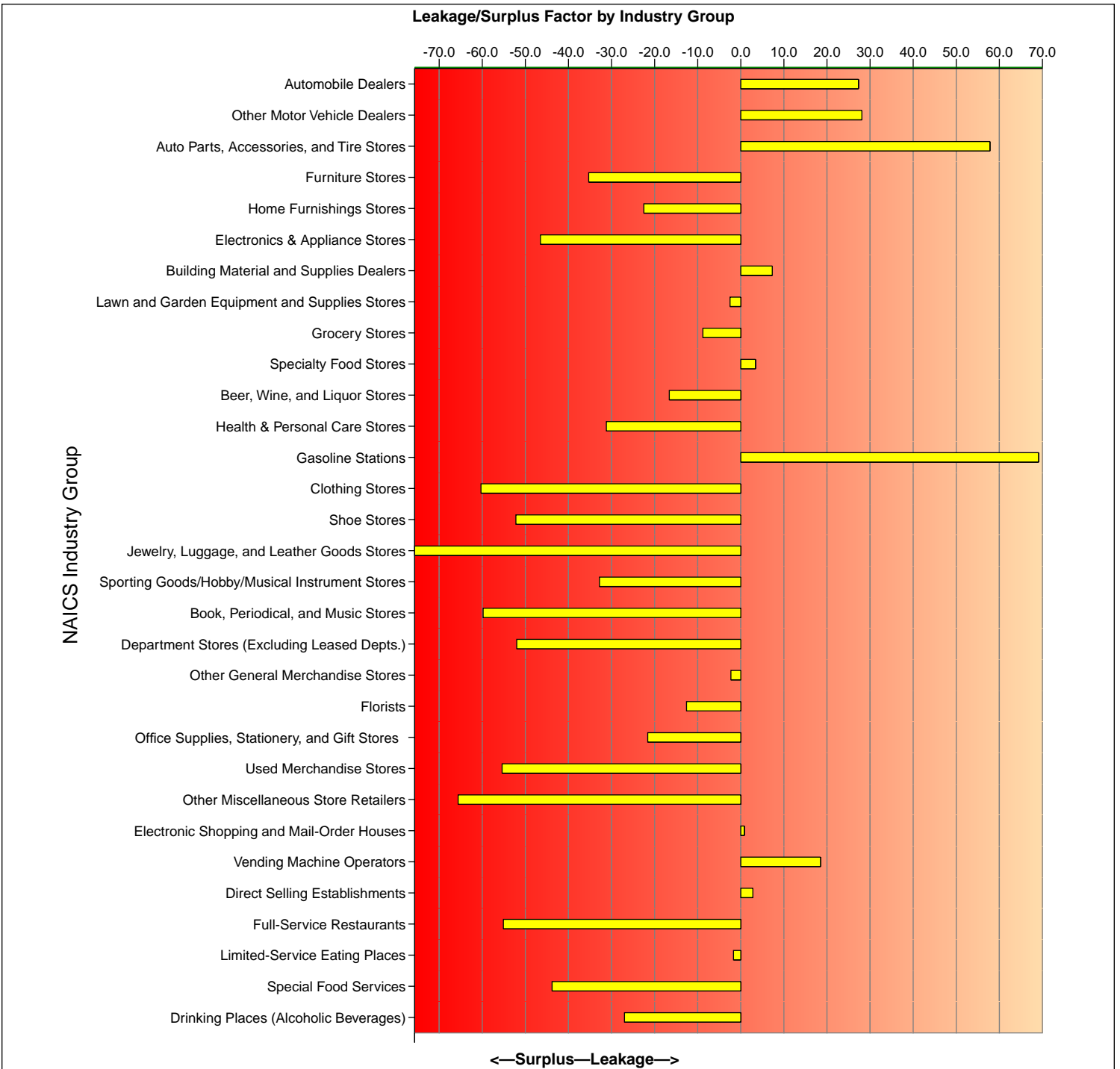


23rd Street - New York
 14 E 23rd St
 New York, NY 10010

Latitude: 40.741154
 Longitude: -73.988672
 Radius: 3.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®