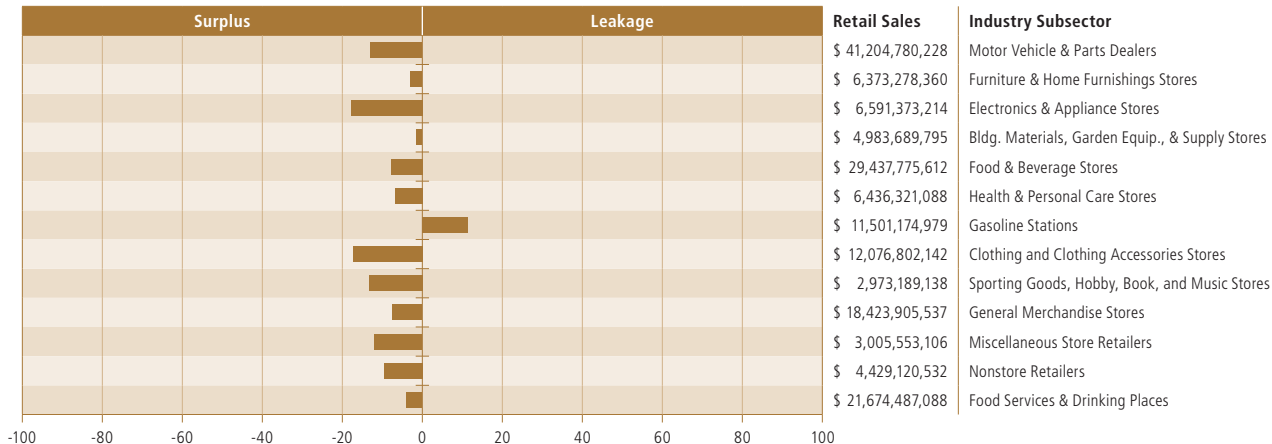


Retail Marketplace

Los Angeles-Long Beach-Santa Ana, CA Metropolitan Statistical Area

Leakage/Surplus Factor by Industry Subsector



ESRI's Retail MarketPlace data provides a direct comparison between retail sales and consumer spending by industry for Los Angeles-Long Beach-Santa Ana, California. To capture a snapshot of the area's retail marketplace, the Leakage/Surplus Factor summarizes the relationship between supply (retail sales by business) and demand (consumer spending by households). As the Leakage/Surplus Factor tends toward +100, the market is under leakage, meaning there is less retail activity relative to consumer spending. As the surplus factor tends toward -100, this means that the market is in surplus and retail activity increases relative to consumer demand.

Sources: © 2009 ESRI and *infoUSA*®



For more information about
ESRI's data products, visit
www.esri.com/data.

Copyright © 2009 ESRI. All rights reserved. ESRI, the ESRI globe logo, and www.esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein may be trademarks or registered trademarks of their respective trademark owners.