

Retail Market Power® 2020 | Retail Stores Opportunity Gap (1)

Benchmark: USA

| | Hwy 59 and FM 2090 - 1 mi Radius | | | Hwy 59 and FM 2090 - 3 mi Radius | | | Hwy 59 and FM 2090 - 5 mi Radius | | |
|---|----------------------------------|------------------|------------------------------|----------------------------------|------------------|------------------------------|----------------------------------|------------------|------------------------------|
| | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) |
| Totals | | | | | | | | | |
| Total retail trade including food and drink (NAICS 44, 45 and 722) | 21,722,885 | 14,538,461 | 7,184,424 | 169,143,758 | 100,305,638 | 68,838,120 | 400,330,213 | 264,808,804 | 135,521,410 |
| Total retail trade (NAICS 44 and 45) | 19,334,895 | 12,279,688 | 7,055,208 | 150,595,496 | 87,368,485 | 63,227,011 | 356,838,879 | 239,274,373 | 117,564,505 |
| Motor Vehicle and Parts Dealers | | | | | | | | | |
| Motor vehicle and parts dealers (NAICS 441) | 5,160,583 | 3,885,362 | 1,275,221 | 40,138,630 | 28,114,214 | 12,024,416 | 94,937,692 | 92,594,785 | 2,342,907 |
| Automobile dealers (NAICS 4411) | 4,503,477 | 3,574,055 | 929,422 | 35,064,419 | 25,637,715 | 9,426,704 | 82,839,332 | 83,242,641 | -403,310 |
| New car dealers (NAICS 44111) | 4,016,782 | 2,597,571 | 1,419,211 | 31,275,263 | 20,294,139 | 10,981,124 | 73,888,375 | 67,542,801 | 6,345,574 |
| Used car dealers (NAICS 44112) | 486,695 | 976,485 | -489,789 | 3,789,156 | 5,343,576 | -1,554,419 | 8,950,957 | 15,699,841 | -6,748,884 |
| Other motor vehicle dealers (NAICS 4412) | 356,187 | 0 | 356,187 | 2,728,647 | 0 | 2,728,647 | 6,538,251 | 5,303,633 | 1,234,618 |
| Recreational vehicle dealers (NAICS 44121) | 106,928 | 0 | 106,928 | 812,344 | 0 | 812,344 | 1,961,605 | 2,532,456 | -570,851 |
| Motorcycle, boat, and other motor vehicle dealers (NAICS 44122) | 249,259 | 0 | 249,259 | 1,916,302 | 0 | 1,916,302 | 4,576,646 | 2,771,177 | 1,805,469 |
| Boat dealers (NAICS 441222) | 79,466 | 0 | 79,466 | 604,305 | 0 | 604,305 | 1,457,406 | 0 | 1,457,406 |
| Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228) | 169,792 | 0 | 169,792 | 1,311,997 | 0 | 1,311,997 | 3,119,240 | 2,771,177 | 348,064 |
| Automotive parts, accessories, and tire stores (NAICS 4413) | 300,919 | 311,307 | -10,388 | 2,345,564 | 2,476,499 | -130,935 | 5,560,109 | 4,048,511 | 1,511,598 |
| Automotive parts and accessories stores (NAICS 44131) | 177,952 | 225,045 | -47,093 | 1,386,984 | 1,850,715 | -463,731 | 3,288,107 | 2,838,155 | 449,952 |
| Tire dealers (NAICS 44132) | 122,967 | 86,262 | 36,705 | 958,581 | 625,784 | 332,796 | 2,272,002 | 1,210,355 | 1,061,646 |
| Furniture and Home Furnishings Stores | | | | | | | | | |
| Furniture and home furnishings stores (NAICS 442) | 332,037 | 0 | 332,037 | 2,566,273 | 0 | 2,566,273 | 6,085,874 | 0 | 6,085,874 |
| Furniture stores (NAICS 4421) | 200,613 | 0 | 200,613 | 1,549,623 | 0 | 1,549,623 | 3,670,783 | 0 | 3,670,783 |
| Home furnishings stores (NAICS 4422) | 131,424 | 0 | 131,424 | 1,016,649 | 0 | 1,016,649 | 2,415,091 | 0 | 2,415,091 |
| Floor covering stores (NAICS 44221) | 19,617 | 0 | 19,617 | 151,744 | 0 | 151,744 | 362,134 | 0 | 362,134 |
| Other home furnishings stores (NAICS 44229) | 111,806 | 0 | 111,806 | 864,905 | 0 | 864,905 | 2,052,956 | 0 | 2,052,956 |
| Window treatment stores (NAICS 442291) | 13,160 | 0 | 13,160 | 101,719 | 0 | 101,719 | 242,594 | 0 | 242,594 |
| All other home furnishings stores (NAICS 442299) | 98,646 | 0 | 98,646 | 763,186 | 0 | 763,186 | 1,810,362 | 0 | 1,810,362 |
| Electronics and Appliance Stores | | | | | | | | | |
| Electronics and appliance stores (NAICS 443) | 305,874 | 40,692 | 265,182 | 2,380,951 | 108,512 | 2,272,439 | 5,636,912 | 987,079 | 4,649,833 |
| Household appliance stores (NAICS 443141) | 53,816 | 0 | 53,816 | 419,133 | 0 | 419,133 | 1,001,328 | 15,896 | 985,432 |
| Electronics stores (NAICS 443142) | 252,057 | 40,692 | 211,365 | 1,961,818 | 108,512 | 1,853,306 | 4,635,584 | 971,183 | 3,664,401 |
| Building Material and Garden Equipment and Supplies Dealers | | | | | | | | | |
| Building material and garden equipment and supplies dealers (NAICS 444) | 1,318,554 | 1,186,173 | 132,381 | 10,149,223 | 5,982,117 | 4,167,106 | 24,490,837 | 16,728,133 | 7,762,704 |
| Building material and supplies dealers (NAICS 4441) | 1,160,097 | 1,186,173 | -26,076 | 8,928,458 | 5,975,898 | 2,952,561 | 21,548,423 | 15,238,779 | 6,309,645 |
| Home centers (NAICS 44411) | 645,263 | 993,736 | -348,474 | 4,968,224 | 4,982,256 | -14,033 | 11,985,023 | 10,359,231 | 1,625,793 |
| Paint and wallpaper stores (NAICS 44412) | 42,942 | 0 | 42,942 | 330,581 | 34 | 330,547 | 797,619 | 217 | 797,402 |
| Hardware stores (NAICS 44413) | 98,142 | 0 | 98,142 | 755,747 | 19,991 | 735,756 | 1,822,145 | 704,832 | 1,117,313 |
| Other building material dealers (NAICS 44419) | 373,751 | 192,437 | 181,314 | 2,873,906 | 973,617 | 1,900,290 | 6,943,636 | 4,174,499 | 2,769,136 |
| Lawn and garden equipment and supplies stores (NAICS 4442) | 158,457 | 0 | 158,457 | 1,220,764 | 6,219 | 1,214,546 | 2,942,414 | 1,489,354 | 1,453,059 |
| Outdoor power equipment stores (NAICS 44421) | 23,600 | 0 | 23,600 | 181,437 | 0 | 181,437 | 438,324 | 0 | 438,324 |
| Nursery, garden center, and farm supply stores (NAICS 44422) | 134,857 | 0 | 134,857 | 1,039,327 | 6,219 | 1,033,108 | 2,504,089 | 1,489,354 | 1,014,735 |
| Food and Beverage Stores | | | | | | | | | |
| Food and beverage stores (NAICS 445) | 2,550,048 | 2,974,309 | -424,261 | 19,936,164 | 22,471,087 | -2,534,924 | 47,284,954 | 30,576,520 | 16,708,434 |
| Grocery stores (NAICS 4451) | 2,295,623 | 2,974,309 | -678,686 | 17,970,704 | 22,416,870 | -4,446,166 | 42,634,562 | 30,238,984 | 12,395,578 |
| Supermarkets and other grocery (except convenience) stores (NAICS 44511) | 2,202,144 | 2,974,309 | -772,165 | 17,239,026 | 22,416,870 | -5,177,844 | 40,907,606 | 30,238,984 | 10,668,622 |
| Convenience stores (NAICS 44512) | 93,479 | 0 | 93,479 | 731,678 | 0 | 731,678 | 1,726,956 | 0 | 1,726,956 |
| Specialty food stores (NAICS 4452) | 81,457 | 0 | 81,457 | 639,314 | 54,217 | 585,097 | 1,516,171 | 337,537 | 1,178,635 |
| Meat markets (NAICS 44521) | 26,897 | 0 | 26,897 | 211,125 | 13 | 211,111 | 500,669 | 84 | 500,585 |
| Fish and seafood markets (NAICS 44522) | 9,765 | 0 | 9,765 | 76,652 | 6,093 | 70,560 | 181,765 | 38,701 | 143,063 |
| Fruit and vegetable markets (NAICS 44523) | 16,611 | 0 | 16,611 | 130,308 | 6,331 | 123,977 | 309,192 | 40,216 | 268,976 |
| Other specialty food stores (NAICS 44529) | 28,184 | 0 | 28,184 | 221,228 | 41,780 | 179,448 | 524,546 | 258,535 | 266,011 |
| Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292) | 15,373 | 0 | 15,373 | 120,693 | 6,834 | 113,859 | 286,184 | 43,410 | 242,775 |
| All other specialty food stores (NAICS 445299) | 12,811 | 0 | 12,811 | 100,536 | 34,946 | 65,589 | 238,361 | 215,126 | 23,236 |
| Beer, wine, and liquor stores (NAICS 4453) | 172,968 | 0 | 172,968 | 1,326,146 | 0 | 1,326,146 | 3,134,221 | 0 | 3,134,221 |
| Health and Personal Care Stores | | | | | | | | | |
| Health and personal care stores (NAICS 446) | 1,220,259 | 0 | 1,220,259 | 9,441,765 | 0 | 9,441,765 | 22,585,292 | 4,968,257 | 17,617,035 |
| Pharmacies and drug stores (NAICS 44611) | 1,011,332 | 0 | 1,011,332 | 7,828,721 | 0 | 7,828,721 | 18,723,971 | 3,595,012 | 15,128,959 |
| Cosmetics, beauty supplies, and perfume stores (NAICS 44612) | 76,963 | 0 | 76,963 | 594,947 | 0 | 594,947 | 1,425,167 | 0 | 1,425,167 |
| Optical goods stores (NAICS 44613) | 46,306 | 0 | 46,306 | 355,422 | 0 | 355,422 | 849,558 | 0 | 849,558 |
| Other health and personal care stores (NAICS 44619) | 85,658 | 0 | 85,658 | 662,676 | 0 | 662,676 | 1,586,596 | 1,373,246 | 213,351 |
| Food (health) supplement stores (NAICS 446191) | 30,391 | 0 | 30,391 | 235,418 | 0 | 235,418 | 563,153 | 0 | 563,153 |
| All other health and personal care stores (NAICS 446199) | 55,267 | 0 | 55,267 | 427,258 | 0 | 427,258 | 1,023,443 | 1,373,246 | -349,803 |
| Gasoline Stations | | | | | | | | | |
| Gasoline stations (NAICS 447) | 1,909,903 | 832,595 | 1,077,308 | 15,055,908 | 5,802,070 | 9,253,838 | 35,342,940 | 25,509,388 | 9,833,553 |

Retail Market Power® 2020 | Retail Stores Opportunity Gap (2)

Benchmark: USA

| | Hwy 59 and FM 2090 - 1 mi Radius | | | Hwy 59 and FM 2090 - 3 mi Radius | | | Hwy 59 and FM 2090 - 5 mi Radius | | |
|--|----------------------------------|------------------|------------------------------|----------------------------------|------------------|------------------------------|----------------------------------|------------------|------------------------------|
| | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) | 2020 Demand (\$) | 2020 Supply (\$) | Opportunity Gap/Surplus (\$) |
| Clothing and Clothing Accessories Stores | | | | | | | | | |
| Clothing and clothing accessories stores (NAICS 448) | 896,650 | 0 | 896,650 | 6,998,512 | 0 | 6,998,512 | 16,413,147 | 2,934,861 | 13,478,285 |
| Clothing stores (NAICS 4481) | 630,842 | 0 | 630,842 | 4,909,596 | 0 | 4,909,596 | 11,553,341 | 2,794,633 | 8,758,708 |
| Men's clothing stores (NAICS 44811) | 32,318 | 0 | 32,318 | 248,998 | 0 | 248,998 | 583,486 | 0 | 583,486 |
| Women's clothing stores (NAICS 44812) | 125,880 | 0 | 125,880 | 974,393 | 0 | 974,393 | 2,319,117 | 1,011,391 | 1,307,726 |
| Children's and infants' clothing stores (NAICS 44813) | 34,408 | 0 | 34,408 | 278,443 | 0 | 278,443 | 628,935 | 0 | 628,935 |
| Family clothing stores (NAICS 44814) | 367,580 | 0 | 367,580 | 2,860,636 | 0 | 2,860,636 | 6,724,976 | 1,778,090 | 4,946,887 |
| Clothing accessories stores (NAICS 44815) | 26,814 | 0 | 26,814 | 207,691 | 0 | 207,691 | 490,652 | 0 | 490,652 |
| Other clothing stores (NAICS 44819) | 43,842 | 0 | 43,842 | 339,435 | 0 | 339,435 | 806,176 | 5,153 | 801,023 |
| Shoe stores (NAICS 4482) | 137,268 | 0 | 137,268 | 1,084,565 | 0 | 1,084,565 | 2,511,796 | 140,228 | 2,371,568 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 128,541 | 0 | 128,541 | 1,004,351 | 0 | 1,004,351 | 2,348,009 | 0 | 2,348,009 |
| Jewelry stores (NAICS 44831) | 115,081 | 0 | 115,081 | 899,647 | 0 | 899,647 | 2,102,267 | 0 | 2,102,267 |
| Luggage and leather goods stores (NAICS 44832) | 13,460 | 0 | 13,460 | 104,705 | 0 | 104,705 | 245,742 | 0 | 245,742 |
| Sporting Goods, Hobby, Musical Instrument, and Book Stores | | | | | | | | | |
| Sporting goods, hobby, musical instrument, and book stores (NAICS 451) | 229,311 | 19,990 | 209,321 | 1,792,655 | 53,307 | 1,739,348 | 4,187,100 | 575,839 | 3,611,261 |
| Sporting goods, hobby, and musical instrument stores (NAICS 4511) | 200,477 | 19,990 | 180,487 | 1,566,932 | 53,307 | 1,513,625 | 3,653,665 | 575,839 | 3,077,826 |
| Sporting goods stores (NAICS 45111) | 122,707 | 19,990 | 102,717 | 955,853 | 53,307 | 902,546 | 2,219,956 | 575,839 | 1,644,117 |
| Hobby, toy, and game stores (NAICS 45112) | 48,095 | 0 | 48,095 | 378,724 | 0 | 378,724 | 879,631 | 0 | 879,631 |
| Sewing, needlework, and piece goods stores (NAICS 45113) | 12,228 | 0 | 12,228 | 95,715 | 0 | 95,715 | 231,488 | 0 | 231,488 |
| Musical instrument and supplies stores (NAICS 45114) | 17,447 | 0 | 17,447 | 136,640 | 0 | 136,640 | 322,590 | 0 | 322,590 |
| Book stores and news dealers (NAICS 4512) | 28,833 | 0 | 28,833 | 225,724 | 0 | 225,724 | 533,435 | 0 | 533,435 |
| Book stores (NAICS 451211) | 25,420 | 0 | 25,420 | 199,010 | 0 | 199,010 | 470,327 | 0 | 470,327 |
| News dealers and newsstands (NAICS 451212) | 3,413 | 0 | 3,413 | 26,714 | 0 | 26,714 | 63,108 | 0 | 63,108 |
| General Merchandise Stores | | | | | | | | | |
| General merchandise stores (NAICS 452) | 2,432,924 | 3,340,566 | -907,642 | 18,995,316 | 23,505,931 | -4,510,615 | 44,978,037 | 53,831,170 | -8,853,133 |
| Department stores (NAICS 4522) | 472,062 | 0 | 472,062 | 3,678,914 | 0 | 3,678,914 | 8,661,147 | 215,704 | 8,445,443 |
| Other general merchandise stores (NAICS 4523) | 1,960,862 | 3,340,566 | -1,379,704 | 15,316,403 | 23,505,931 | -8,189,529 | 36,296,889 | 53,615,465 | -17,318,576 |
| Warehouse clubs and supercenters (NAICS 452311) | 1,659,002 | 3,340,566 | -1,681,564 | 12,963,179 | 23,502,042 | -10,538,864 | 30,712,423 | 50,003,672 | -19,291,249 |
| All other general merchandise stores (NAICS 452319) | 301,860 | 0 | 301,860 | 2,353,224 | 3,889 | 2,349,335 | 5,584,466 | 3,611,793 | 1,972,673 |
| Miscellaneous Store Retailers | | | | | | | | | |
| Miscellaneous store retailers (NAICS 453) | 425,209 | 0 | 425,209 | 3,310,288 | 0 | 3,310,288 | 7,833,160 | 620,034 | 7,213,127 |
| Florists (NAICS 4531) | 23,904 | 0 | 23,904 | 183,860 | 0 | 183,860 | 443,871 | 0 | 443,871 |
| Office supplies, stationery, and gift stores (NAICS 4532) | 87,774 | 0 | 87,774 | 685,794 | 0 | 685,794 | 1,608,216 | 0 | 1,608,216 |
| Office supplies and stationery stores (NAICS 45321) | 32,127 | 0 | 32,127 | 248,713 | 0 | 248,713 | 587,972 | 0 | 587,972 |
| Gift, novelty, and souvenir stores (NAICS 45322) | 55,647 | 0 | 55,647 | 437,082 | 0 | 437,082 | 1,020,244 | 0 | 1,020,244 |
| Used merchandise stores (NAICS 4533) | 60,413 | 0 | 60,413 | 471,462 | 0 | 471,462 | 1,109,300 | 389,137 | 720,163 |
| Other miscellaneous store retailers (NAICS 4539) | 253,118 | 0 | 253,118 | 1,969,171 | 0 | 1,969,171 | 4,671,773 | 230,897 | 4,440,877 |
| Pet and pet supplies stores (NAICS 45391) | 69,942 | 0 | 69,942 | 542,583 | 0 | 542,583 | 1,304,733 | 0 | 1,304,733 |
| Art dealers (NAICS 45392) | 33,128 | 0 | 33,128 | 258,141 | 0 | 258,141 | 606,066 | 0 | 606,066 |
| Manufactured (mobile) home dealers (NAICS 45393) | 23,096 | 0 | 23,096 | 176,092 | 0 | 176,092 | 424,748 | 147,817 | 276,931 |
| All other miscellaneous store retailers (NAICS 45399) | 126,952 | 0 | 126,952 | 992,356 | 0 | 992,356 | 2,336,227 | 83,079 | 2,253,147 |
| Tobacco stores (NAICS 453991) | 52,462 | 0 | 52,462 | 413,781 | 0 | 413,781 | 964,848 | 80,931 | 883,917 |
| All other miscellaneous store retailers (except tobacco stores) (NAICS 453998) | 74,490 | 0 | 74,490 | 578,574 | 0 | 578,574 | 1,371,379 | 2,149 | 1,369,230 |
| Non-store Retailers | | | | | | | | | |
| Non-store retailers (NAICS 454) | 2,553,544 | 0 | 2,553,544 | 19,829,811 | 1,331,247 | 18,498,564 | 47,062,934 | 9,948,307 | 37,114,627 |
| Electronic shopping and mail-order houses (NAICS 4541) | 2,326,133 | 0 | 2,326,133 | 18,053,573 | 1,037,994 | 17,015,578 | 42,839,030 | 8,222,996 | 34,616,034 |
| Vending machine operators (NAICS 4542) | 35,732 | 0 | 35,732 | 280,097 | 0 | 280,097 | 662,706 | 0 | 662,706 |
| Direct selling establishments (NAICS 4543) | 191,680 | 0 | 191,680 | 1,496,141 | 293,252 | 1,202,889 | 3,561,198 | 1,725,311 | 1,835,888 |
| Fuel dealers (NAICS 45431) | 66,218 | 0 | 66,218 | 519,655 | 113,741 | 405,914 | 1,242,579 | 599,354 | 643,224 |
| Other direct selling establishments (NAICS 45439) | 125,461 | 0 | 125,461 | 976,486 | 179,512 | 796,974 | 2,318,620 | 1,125,957 | 1,192,663 |
| Food Services and Drinking Places | | | | | | | | | |
| Food services and drinking places (NAICS 722) | 2,387,990 | 2,258,773 | 129,216 | 18,548,262 | 12,937,153 | 5,611,108 | 43,491,335 | 25,534,430 | 17,956,904 |
| Special food services (NAICS 7223) | 197,781 | 52,211 | 145,570 | 1,537,260 | 278,209 | 1,259,051 | 3,603,549 | 403,190 | 3,200,359 |
| Food service contractors (NAICS 72231) | 161,351 | 36,612 | 124,739 | 1,253,857 | 199,888 | 1,053,969 | 2,939,486 | 288,697 | 2,650,789 |
| Caterers (NAICS 72232) | 33,489 | 15,598 | 17,890 | 260,516 | 78,321 | 182,195 | 610,407 | 114,493 | 495,914 |
| Mobile food services (NAICS 72233) | 2,941 | 0 | 2,941 | 22,887 | 0 | 22,887 | 53,656 | 0 | 53,656 |
| Drinking places (alcoholic beverages) (NAICS 7224) | 76,478 | 144,656 | -68,177 | 584,212 | 721,978 | -137,766 | 1,380,656 | 1,093,474 | 287,182 |
| Restaurants and other eating places (NAICS 7225) | 2,113,730 | 2,061,907 | 51,823 | 16,426,790 | 11,936,966 | 4,489,824 | 38,507,129 | 24,037,766 | 14,469,364 |
| Full-service restaurants (NAICS 722511) | 993,618 | 938,470 | 55,147 | 7,709,678 | 5,379,158 | 2,330,520 | 18,085,712 | 9,412,305 | 8,673,407 |
| Limited-service restaurants (NAICS 722513) | 930,703 | 1,123,437 | -192,734 | 7,242,787 | 6,557,808 | 684,979 | 16,966,980 | 14,625,460 | 2,341,520 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 33,737 | 0 | 33,737 | 262,537 | 0 | 262,537 | 615,010 | 0 | 615,010 |
| Snack and non-alcoholic beverage bars (NAICS 722515) | 155,674 | 0 | 155,674 | 1,211,788 | 0 | 1,211,788 | 2,839,427 | 0 | 2,839,427 |
| Ice cream, soft serve and frozen yogurt shops (NAICS 722515C + 7225152) | 23,716 | 0 | 23,716 | 184,582 | 0 | 184,582 | 432,418 | 0 | 432,418 |
| Doughnut shops (NAICS 7225153) | 24,497 | 0 | 24,497 | 190,699 | 0 | 190,699 | 446,854 | 0 | 446,854 |
| Bagel shops (NAICS 7225154) | 7,084 | 0 | 7,084 | 55,138 | 0 | 55,138 | 129,183 | 0 | 129,183 |
| Coffee shops (NAICS 7225155) | 66,615 | 0 | 66,615 | 518,590 | 0 | 518,590 | 1,215,304 | 0 | 1,215,304 |
| Cookie shops (NAICS 7225156) | 1,079 | 0 | 1,079 | 8,396 | 0 | 8,396 | 19,670 | 0 | 19,670 |
| Other snack and non-alcoholic beverage bars (NAICS 7225157) | 32,684 | 0 | 32,684 | 254,382 | 0 | 254,382 | 595,999 | 0 | 595,999 |