

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

Benchmark: USA

	Hwy 59 and Northpark Dr - 1 mi Radius			Hwy 59 and Northpark Dr - 3 mi Radius			Hwy 59 and Northpark Dr - 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)	217,355,131	209,451,792	7,903,339	1,124,407,552	853,939,383	270,468,169	2,587,006,137	2,259,160,430	327,845,707
Total retail trade (NAICS 44 and 45)	189,218,176	174,040,833	15,177,343	988,834,211	730,131,514	258,702,697	2,279,924,346	1,957,419,050	322,505,296
Motor Vehicle and Parts Dealers									
Motor vehicle and parts dealers (NAICS 441)	48,798,571	67,133,378	-18,334,807	259,612,294	222,834,538	36,777,755	604,598,076	444,631,362	159,966,714
Automobile dealers (NAICS 4411)	42,687,377	60,049,719	-17,362,342	226,472,434	192,490,796	33,981,638	528,345,943	381,074,874	147,271,069
New car dealers (NAICS 44111)	38,077,391	52,518,251	-14,440,861	202,001,219	177,429,954	24,571,266	471,229,640	349,478,689	121,750,771
Used car dealers (NAICS 44112)	4,609,986	7,531,467	-2,921,481	24,471,214	15,060,842	9,410,372	57,116,483	31,596,288	25,520,298
Other motor vehicle dealers (NAICS 4412)	3,216,118	4,505,237	-1,289,119	17,941,895	15,049,346	2,892,549	41,244,624	24,216,880	17,027,744
Recreational vehicle dealers (NAICS 44121)	935,263	448,352	486,911	5,373,572	1,165,310	4,208,262	12,265,402	4,201,587	8,063,815
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,280,855	4,056,885	-1,776,030	12,568,323	13,884,036	-1,315,713	28,979,222	20,015,293	8,963,929
Boat dealers (NAICS 441222)	699,879	321,474	378,405	4,001,800	1,576,800	2,425,000	9,139,079	4,004,937	5,134,141
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,580,976	3,735,411	-2,154,435	8,566,523	12,307,236	-3,740,713	19,840,143	16,010,356	3,829,788
Automotive parts, accessories, and tire stores (NAICS 4413)	2,895,077	2,578,422	316,655	15,197,965	15,294,397	-96,432	35,007,509	39,339,608	-4,332,100
Automotive parts and accessories stores (NAICS 44131)	1,711,285	1,922,854	-211,569	8,989,403	5,196,365	3,793,038	20,706,765	18,337,738	2,369,026
Tire dealers (NAICS 44132)	1,183,791	655,567	528,224	6,208,562	10,098,031	-3,889,470	14,300,744	21,001,870	-6,701,126
Furniture and Home Furnishings Stores									
Furniture and home furnishings stores (NAICS 442)	3,783,793	9,102,450	-5,318,657	18,842,731	20,444,492	-1,601,761	43,156,017	76,657,610	-33,501,594
Furniture stores (NAICS 4421)	2,320,727	2,764,083	-443,356	11,464,228	6,993,299	4,470,928	26,270,688	41,521,605	-15,250,916
Home furnishings stores (NAICS 4422)	1,463,065	6,338,367	-4,875,301	7,378,504	13,451,193	-6,072,689	16,885,328	35,136,005	-18,250,677
Floor covering stores (NAICS 44221)	235,697	4,247,376	-4,011,679	1,187,859	7,134,400	-5,946,541	2,706,450	13,840,872	-11,134,421
Other home furnishings stores (NAICS 44229)	1,227,368	2,090,991	-863,623	6,190,644	6,316,793	-126,148	14,178,878	21,295,134	-7,116,256
Window treatment stores (NAICS 442291)	137,250	1,579	135,671	705,848	454,850	250,998	1,607,585	1,902,774	-295,189
All other home furnishings stores (NAICS 442299)	1,090,118	2,089,412	-999,294	5,484,796	5,861,943	-377,147	12,571,293	19,392,360	-6,821,067
Electronics and Appliance Stores									
Electronics and appliance stores (NAICS 443)	3,108,626	2,605,823	502,804	16,085,358	11,809,306	4,276,052	37,045,465	47,244,029	-10,198,564
Household appliance stores (NAICS 44314)	445,441	0	445,441	2,602,180	27	2,602,153	6,132,381	13,344,393	-7,212,012
Electronics stores (NAICS 443142)	2,663,186	2,605,823	57,363	13,483,178	11,809,279	1,673,899	30,913,083	33,899,635	-2,986,552
Building Material and Garden Equipment and Supplies Dealers									
Building material and garden equipment and supplies dealers (NAICS 444)	11,611,561	11,474,350	137,212	69,732,212	36,240,557	33,491,655	161,104,475	119,301,370	41,803,105
Building material and supplies dealers (NAICS 4441)	10,211,506	11,474,350	-1,262,844	61,392,929	34,456,382	26,936,547	141,850,138	110,033,808	31,816,330
Home centers (NAICS 44411)	5,685,222	9,619,033	-3,933,811	34,079,029	25,102,208	8,976,820	78,779,333	70,168,170	8,611,563
Paint and wallpaper stores (NAICS 44412)	377,979	68,588	309,391	2,269,277	198,021	2,071,256	5,245,994	5,154,198	91,798
Hardware stores (NAICS 44413)	868,908	0	868,908	5,185,903	113,335	5,072,568	11,977,735	3,400,914	8,576,821
Other building material dealers (NAICS 44419)	3,279,397	1,786,729	1,492,668	19,858,720	9,042,818	10,815,902	45,846,676	31,310,528	14,536,147
Lawn and garden equipment and supplies stores (NAICS 4442)	1,400,056	0	1,400,056	8,339,283	1,784,175	6,555,108	19,254,337	9,267,562	9,986,775
Outdoor power equipment stores (NAICS 44421)	206,351	0	206,351	1,249,841	0	1,249,841	2,885,286	2,424,772	460,514
Nursery, garden center, and farm supply stores (NAICS 44422)	1,193,705	0	1,193,705	7,089,442	1,784,175	5,305,267	16,369,051	6,842,790	9,526,261
Food and Beverage Stores									
Food and beverage stores (NAICS 445)	24,967,130	28,364,572	-3,397,442	127,983,513	125,363,029	2,620,484	293,850,241	290,588,013	3,262,229
Grocery stores (NAICS 4451)	22,111,912	28,364,572	-6,252,660	114,014,287	119,251,676	-5,237,389	262,403,811	264,366,180	-1,962,369
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	21,190,343	27,446,303	-6,255,960	109,450,587	113,294,390	-3,843,802	251,996,318	245,908,729	6,087,589
Convenience stores (NAICS 44512)	921,570	918,269	3,301	4,563,699	5,957,286	-1,393,587	10,407,493	18,457,451	-8,049,958
Specialty food stores (NAICS 4452)	775,578	0	775,578	4,000,033	2,051,995	1,948,037	9,240,280	11,667,068	-2,426,788
Meat markets (NAICS 44521)	255,989	0	255,989	1,319,226	1,865,468	-546,242	3,047,230	8,435,896	-5,388,666
Fish and seafood markets (NAICS 44522)	93,062	0	93,062	479,411	0	479,411	1,107,363	755,839	351,524
Fruit and vegetable markets (NAICS 44523)	157,748	0	157,748	816,763	186,514	630,249	1,886,573	1,664,227	222,346
Other specialty food stores (NAICS 44529)	268,779	0	268,779	1,384,632	13	1,384,619	3,199,114	811,107	2,388,007
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	146,217	0	146,217	753,974	0	753,974	1,742,728	277,391	1,465,337
All other specialty food stores (NAICS 445299)	122,561	0	122,561	630,658	13	630,645	1,456,386	533,716	922,670
Beer, wine, and liquor stores (NAICS 4453)	2,079,640	0	2,079,640	9,969,193	4,059,357	5,909,836	22,206,150	14,554,764	7,651,386
Health and Personal Care Stores									
Health and personal care stores (NAICS 446)	11,896,105	7,066,001	4,830,104	63,436,017	42,469,591	20,966,426	144,097,585	158,644,155	-14,546,570
Pharmacies and drug stores (NAICS 44611)	9,861,161	4,394,744	5,466,417	52,423,659	33,242,245	19,181,414	119,071,662	114,925,807	4,145,854
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	751,503	595,620	155,883	4,023,718	1,168,835	2,854,882	9,133,913	15,878,273	-6,744,360
Optical goods stores (NAICS 44613)	448,202	899,320	-241,118	2,523,855	1,136,348	1,387,507	5,747,877	11,723,004	-5,975,127
Other health and personal care stores (NAICS 44619)	835,239	1,386,318	-551,079	4,464,785	6,922,162	-2,457,377	10,144,134	16,117,071	-5,972,937
Food (health) supplement stores (NAICS 446191)	296,047	897,468	-601,421	1,577,161	1,479,492	97,668	3,588,695	5,748,419	-2,159,723
All other health and personal care stores (NAICS 446199)	539,192	488,850	50,342	2,887,624	5,442,669	-2,555,045	6,555,438	10,368,652	-3,813,214
Gasoline Stations									
Gasoline stations (NAICS 447)	17,860,224	15,625,935	2,234,290	89,095,508	70,768,367	18,327,141	205,421,768	163,545,014	41,876,754

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

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	Hwy 59 and Northpark Dr - 1 mi Radius			Hwy 59 and Northpark Dr - 3 mi Radius			Hwy 59 and Northpark Dr - 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)	10,002,279	13,235,021	-3,232,742	49,262,166	41,242,781	8,019,385	113,455,202	201,240,082	-87,784,880
Clothing stores (NAICS 4481)	6,838,688	8,317,215	-1,478,527	34,434,674	32,937,827	1,496,847	79,717,374	129,572,405	-50,035,031
Men's clothing stores (NAICS 44811)	371,789	744,287	-372,498	1,769,124	2,077,927	-308,804	4,043,955	4,200,866	-156,911
Women's clothing stores (NAICS 44812)	1,353,883	360,643	993,240	7,023,572	6,286,646	736,926	16,180,857	18,987,710	-2,806,852
Children's and infants' clothing stores (NAICS 44813)	341,232	284,603	56,629	1,684,752	2,102,307	-417,555	4,118,872	9,436,431	-5,317,559
Family clothing stores (NAICS 44814)	3,985,694	6,720,852	-2,735,158	19,985,384	16,322,892	3,662,493	46,258,967	83,672,069	-37,413,102
Clothing accessories stores (NAICS 44815)	313,728	206,830	106,898	1,531,328	3,333,996	-1,802,669	3,483,246	5,639,038	-2,155,792
Other clothing stores (NAICS 44819)	472,362	0	472,362	2,440,515	2,814,059	-373,545	5,631,476	7,816,291	-2,184,814
Shoe stores (NAICS 4482)	1,431,940	101,863	1,330,077	7,029,535	237,078	6,792,458	16,407,774	41,751,656	-25,343,882
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,731,651	4,815,942	-3,084,292	7,797,957	8,067,876	-269,919	17,330,054	29,736,021	-12,405,967
Jewelry stores (NAICS 44831)	1,585,501	4,384,337	-2,798,836	7,073,543	7,356,353	-282,810	15,657,849	26,033,552	-10,375,703
Luggage and leather goods stores (NAICS 44832)	146,150	431,605	-285,455	724,414	711,523	12,891	1,672,205	3,702,469	-2,030,264
Sporting Goods, Hobby, Musical Instrument, and Book Stores									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,465,548	4,721,033	-2,255,485	12,436,432	16,318,011	-3,881,579	28,880,934	56,050,458	-27,169,524
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,137,838	2,937,058	-799,220	10,789,118	13,207,840	-2,418,722	25,052,595	43,331,275	-18,278,680
Sporting goods stores (NAICS 45111)	1,351,242	680,338	670,903	6,766,770	8,729,379	-1,962,609	15,699,575	26,542,219	-10,842,644
Hobby, toy, and game stores (NAICS 45112)	486,397	2,125,300	-1,638,903	2,494,570	4,080,431	-1,585,862	5,880,528	11,612,100	-5,731,571
Sewing, needlework, and piece goods stores (NAICS 45113)	127,287	9	127,278	497,111	181,387	315,724	1,549,184	1,889,750	-340,566
Musical instrument and supplies stores (NAICS 45114)	172,912	131,411	41,501	848,667	216,642	632,025	1,923,308	3,287,206	-1,363,899
Book stores and news dealers (NAICS 4512)	327,710	1,783,975	-1,456,264	1,647,314	3,110,171	-1,462,857	3,828,339	12,719,183	-8,890,844
Book stores (NAICS 451211)	293,301	1,783,975	-1,490,674	1,472,840	3,110,171	-1,637,331	3,425,745	12,719,183	-9,293,437
News dealers and newsstands (NAICS 451212)	34,410	0	34,410	174,474	0	174,474	402,593	0	402,593
General Merchandise Stores									
General merchandise stores (NAICS 452)	24,106,138	9,023,651	15,082,487	124,219,811	91,869,126	32,350,685	285,988,653	278,352,283	7,636,370
Department stores (NAICS 4522)	4,901,547	0	4,901,547	25,040,817	2,782,970	22,257,847	57,792,498	49,902,885	7,889,614
Other general merchandise stores (NAICS 4523)	19,204,591	9,023,651	10,180,940	99,178,994	89,086,156	10,092,838	228,196,155	228,449,398	-253,244
Warehouse clubs and supercenters (NAICS 452311)	16,223,442	8,778,948	7,444,494	83,656,798	81,224,497	2,432,301	192,439,129	220,578,655	-28,139,526
All other general merchandise stores (NAICS 452319)	2,981,149	244,702	2,736,447	15,522,196	7,861,659	7,660,537	35,757,026	7,870,743	27,886,282
Miscellaneous Store Retailers									
Miscellaneous store retailers (NAICS 453)	4,412,390	3,169,261	1,243,129	22,286,668	12,327,145	9,959,523	50,969,139	45,405,120	5,564,019
Florists (NAICS 4531)	211,401	0	211,401	1,271,116	302,176	968,940	2,933,992	3,871,871	-937,879
Office supplies, stationery, and gift stores (NAICS 4532)	975,867	879,749	96,118	4,834,637	2,050,576	2,784,061	11,139,619	12,245,434	-1,105,815
Office supplies and stationery stores (NAICS 45321)	360,582	347,599	12,984	1,819,048	698,770	1,120,278	4,179,515	3,962,348	217,166
Gift, novelty, and souvenir stores (NAICS 45322)	615,285	532,151	83,134	3,015,589	1,351,806	1,663,783	6,960,105	8,283,086	-1,322,982
Used merchandise stores (NAICS 4533)	681,597	454,114	227,483	3,347,398	1,872,748	1,474,651	7,670,612	9,032,043	-1,361,431
Other miscellaneous store retailers (NAICS 4539)	2,543,525	1,835,397	708,127	12,833,517	8,101,645	4,731,871	29,224,916	20,255,771	8,969,145
Pet and pet supplies stores (NAICS 45391)	645,664	1,307,481	-661,817	3,472,504	4,849,482	-1,376,978	7,959,754	11,075,244	-3,115,490
Art dealers (NAICS 45392)	428,331	0	428,331	1,984,592	0	1,984,592	4,457,637	14	4,457,623
Manufactured (mobile) home dealers (NAICS 45393)	199,717	258,765	-59,048	1,157,502	492,306	665,196	2,656,358	1,824,325	832,033
All other miscellaneous store retailers (NAICS 45399)	1,269,812	269,151	1,000,661	6,218,919	2,759,857	3,459,062	14,151,167	7,356,188	6,794,979
Tobacco stores (NAICS 453991)	476,036	165,066	310,970	2,151,504	908,594	1,242,910	4,813,000	1,954,841	2,858,159
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	793,776	104,085	689,691	4,067,415	1,851,264	2,216,152	9,338,166	5,401,346	3,936,820
Non-store Retailers									
Non-store retailers (NAICS 454)	26,205,810	2,519,360	23,686,450	135,841,501	38,444,570	97,396,931	311,356,791	75,759,554	235,597,237
Electronic shopping and mail-order houses (NAICS 4541)	24,065,430	1,878,793	22,186,637	124,461,244	35,978,028	88,483,217	285,088,526	70,995,072	214,093,454
Vending machine operators (NAICS 4542)	352,350	0	352,350	1,793,846	0	1,793,846	4,132,076	463,087	3,668,988
Direct selling establishments (NAICS 4543)	1,788,030	640,567	1,147,463	9,586,410	2,466,542	7,119,868	22,136,190	4,301,395	17,834,795
Fuel dealers (NAICS 45431)	516,725	7,207	509,518	3,016,040	11,881	3,004,160	7,065,780	29,999	7,035,781
Other direct selling establishments (NAICS 45439)	1,271,305	633,361	637,945	6,570,370	2,454,662	4,115,708	15,070,410	4,271,396	10,799,014
Food Services and Drinking Places									
Food services and drinking places (NAICS 722)	28,136,955	35,410,959	-7,274,004	135,573,341	123,807,869	11,765,472	307,081,791	301,741,380	5,340,411
Special food services (NAICS 7223)	2,310,676	2,524,780	-214,104	11,161,248	6,709,804	4,451,444	25,317,754	17,405,055	7,912,699
Food service contractors (NAICS 72231)	1,889,924	389,028	1,500,896	9,121,892	2,538,252	6,583,640	20,682,337	11,986,578	8,695,759
Caterers (NAICS 72232)	387,046	2,135,752	-1,748,706	1,875,610	4,171,552	-2,295,942	4,262,977	5,418,477	-1,155,500
Mobile food services (NAICS 72233)	33,706	0	33,706	163,746	0	163,746	372,440	0	372,440
Drinking places (alcoholic beverages) (NAICS 7224)	1,084,987	1,180,575	-95,589	4,965,009	4,574,509	390,500	10,886,687	10,464,100	422,588
Restaurants and other eating places (NAICS 7225)	24,741,292	31,705,604	-6,964,311	119,447,083	112,523,556	6,923,528	270,877,350	273,872,226	-2,994,876
Full-service restaurants (NAICS 722511)	11,861,442	19,810,319	-7,948,877	56,937,269	57,784,906	-847,637	128,675,487	144,083,496	-15,408,009
Limited-service restaurants (NAICS 722513)	10,708,900	8,335,513	2,373,389	51,963,497	45,709,959	6,253,538	118,202,783	104,430,679	13,772,104
Cafeterias, grill buffets, and buffets (NAICS 722514)	388,325	1,018,293	-629,969	1,884,112	1,678,760	205,352	4,285,706	5,247,106	-961,400
Snack and non-alcoholic beverage bars (NAICS 722515)	1,782,626	2,541,481	-758,855	8,662,206	7,349,931	1,312,274	19,713,375	20,110,946	-397,572
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	272,330	948,872	-676,543	1,322,261	1,687,924	-365,663	3,008,592	2,845,774	162,818
Doughnut shops (NAICS 7225153)	280,251	453,312	-173,061	1,362,102	1,480,109	-118,007	3,100,125	2,665,213	434,912
Bagel shops (NAICS 7225154)	81,221	166,263	-85,042	394,519	275,222	119,297	897,776	455,262	442,514
Coffee shops (NAICS 7225155)	761,344	643,590	117,754	3,701,653	2,989,067	712,586	8,425,498	10,140,714	-1,715,216
Cookie shops (NAICS 7225156)	12,388	0	12,388	60,147	0	60,147	138,855	0	138,855
Other snack and non-alcoholic beverage bars (NAICS 7225157)	375,092	329,444	45,648	1,821,524	917,610	903,914	4,144,528	4,003,984	140,545