

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

Benchmark: USA

	Hwy 59 and Hwy 242 - 1 mi Radius			Hwy 59 and Hwy 242 - 3 mi Radius			Hwy 59 and Hwy 242 - 5 mi Radius		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>									
Total retail trade including food and drink (NAICS 44, 45 and 722)	30,005,727	14,319,034	15,686,694	229,323,639	128,758,023	100,565,616	533,879,915	463,075,478	70,804,437
Total retail trade (NAICS 44 and 45)	26,706,882	13,418,522	13,288,360	204,245,174	115,664,119	88,581,055	475,451,566	407,077,564	68,374,002
<b>Motor Vehicle and Parts Dealers</b>									
Motor vehicle and parts dealers (NAICS 441)	7,157,826	6,376,768	781,058	54,399,418	51,991,174	2,408,244	125,899,977	125,929,993	-30,015
Automobile dealers (NAICS 4411)	6,241,599	4,714,996	1,526,603	47,414,074	42,004,108	5,409,966	109,953,667	104,529,109	5,424,558
New car dealers (NAICS 44111)	5,566,667	2,558,100	3,008,567	42,288,611	25,699,140	16,589,471	98,072,676	69,415,282	28,657,393
Used car dealers (NAICS 44112)	674,932	2,156,897	-1,481,965	5,125,463	16,304,967	-11,179,505	11,880,991	35,113,827	-23,232,836
Other motor vehicle dealers (NAICS 4412)	504,906	1,232,666	-727,760	3,834,743	7,729,659	-3,894,916	8,574,764	13,438,146	-4,863,382
Recreational vehicle dealers (NAICS 44121)	153,270	589,079	-435,808	1,164,240	3,386,144	-2,221,903	2,555,941	5,778,967	-3,223,025
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	351,635	643,587	-291,952	2,670,502	4,343,515	-1,673,013	6,018,823	7,659,180	-1,640,356
Boat dealers (NAICS 441222)	113,797	0	113,797	864,164	0	864,164	1,900,874	0	1,900,874
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	237,838	643,587	-405,749	1,806,339	4,343,515	-2,537,176	4,117,949	7,659,180	-3,541,231
Automotive parts, accessories, and tire stores (NAICS 4413)	411,322	429,106	-17,784	3,150,601	2,257,407	893,193	7,371,546	7,962,737	-591,191
Automotive parts and accessories stores (NAICS 44131)	243,282	302,405	-59,123	1,863,462	1,529,105	334,357	4,359,444	5,117,067	-757,623
Tire dealers (NAICS 44132)	168,040	126,701	41,339	1,287,138	728,302	558,836	3,012,102	2,845,670	166,432
<b>Furniture and Home Furnishings Stores</b>									
Furniture and home furnishings stores (NAICS 442)	465,488	0	465,488	3,544,201	1,011,418	2,532,783	8,217,332	1,412,168	6,805,164
Furniture stores (NAICS 4421)	281,300	0	281,300	2,139,860	0	2,139,860	4,963,978	0	4,963,978
Home furnishings stores (NAICS 4422)	184,188	0	184,188	1,404,341	1,011,418	392,923	3,253,354	1,412,168	1,841,186
Floor covering stores (NAICS 44221)	27,997	0	27,997	212,290	0	212,290	490,293	0	490,293
Other home furnishings stores (NAICS 44229)	156,191	0	156,191	1,192,051	1,011,418	180,633	2,763,061	1,412,168	1,350,893
Window treatment stores (NAICS 442291)	18,332	0	18,332	140,638	0	140,638	324,617	0	324,617
All other home furnishings stores (NAICS 442299)	137,859	0	137,859	1,051,413	1,011,418	39,995	2,438,444	1,412,168	1,026,276
<b>Electronics and Appliance Stores</b>									
Electronics and appliance stores (NAICS 443)	422,312	0	422,312	3,228,135	0	3,228,135	7,529,475	108,512	7,420,963
Household appliance stores (NAICS 443141)	74,530	0	74,530	571,088	0	571,088	1,319,253	0	1,319,253
Electronics stores (NAICS 443142)	347,782	0	347,782	2,657,047	0	2,657,047	6,210,222	108,512	6,101,710
<b>Building Material and Garden Equipment and Supplies Dealers</b>									
Building material and garden equipment and supplies dealers (NAICS 444)	1,854,857	259,561	1,595,296	14,210,696	7,304,436	6,906,260	32,547,927	19,179,712	13,368,215
Building material and supplies dealers (NAICS 4441)	1,632,336	259,561	1,372,775	12,505,771	7,304,436	5,201,335	28,638,339	17,824,566	10,813,772
Home centers (NAICS 44411)	907,496	111,477	796,019	6,952,242	4,426,792	2,525,451	15,926,597	10,609,127	5,317,469
Paint and wallpaper stores (NAICS 44412)	60,407	0	60,407	462,768	0	462,768	1,059,922	0	1,059,922
Hardware stores (NAICS 44413)	137,930	27,568	110,362	1,056,772	630,523	426,249	2,422,576	2,088,972	333,604
Other building material dealers (NAICS 44419)	526,503	120,516	405,987	4,033,988	2,247,122	1,786,867	9,229,244	5,126,467	4,102,777
Lawn and garden equipment and supplies stores (NAICS 4442)	222,521	0	222,521	1,704,925	0	1,704,925	3,909,589	1,355,146	2,554,443
Outdoor power equipment stores (NAICS 44421)	33,247	0	33,247	254,700	0	254,700	582,234	1,255,802	-673,568
Nursery, garden center, and farm supply stores (NAICS 44422)	189,275	0	189,275	1,450,225	0	1,450,225	3,327,354	99,344	3,228,010
<b>Food and Beverage Stores</b>									
Food and beverage stores (NAICS 445)	3,499,260	1,914,965	1,584,296	26,897,475	20,372,104	6,525,371	63,059,872	84,297,194	-21,237,322
Grocery stores (NAICS 4451)	3,148,341	1,914,965	1,233,377	24,210,790	20,372,104	3,838,686	56,846,100	84,294,514	-27,448,413
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	3,021,513	1,914,965	1,106,548	23,233,948	20,372,104	2,861,844	54,545,774	84,294,514	-29,748,739
Convenience stores (NAICS 44512)	126,828	0	126,828	976,842	0	976,842	2,300,326	0	2,300,326
Specialty food stores (NAICS 4452)	111,536	0	111,536	858,272	0	858,272	2,023,225	2,681	2,020,544
Meat markets (NAICS 44521)	36,818	0	36,818	283,347	0	283,347	668,052	0	668,052
Fish and seafood markets (NAICS 44522)	13,368	0	13,368	102,871	0	102,871	242,549	0	242,549
Fruit and vegetable markets (NAICS 44523)	22,759	0	22,759	175,125	0	175,125	412,519	0	412,519
Other specialty food stores (NAICS 44529)	38,591	0	38,591	296,928	0	296,928	700,104	2,681	697,424
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	21,048	0	21,048	161,965	0	161,965	381,972	0	381,972
All other specialty food stores (NAICS 445299)	17,543	0	17,543	134,964	0	134,964	318,133	2,681	315,452
Beer, wine, and liquor stores (NAICS 4453)	239,383	0	239,383	1,828,414	0	1,828,414	4,190,547	0	4,190,547
<b>Health and Personal Care Stores</b>									
Health and personal care stores (NAICS 446)	1,699,660	0	1,699,660	13,039,282	709,445	12,329,837	29,946,134	15,812,113	14,134,021
Pharmacies and drug stores (NAICS 44611)	1,408,245	0	1,408,245	10,806,122	709,445	10,096,677	24,833,939	15,812,113	9,021,826
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	107,501	0	107,501	824,536	0	824,536	1,889,532	0	1,889,532
Optical goods stores (NAICS 44613)	64,384	0	64,384	491,689	0	491,689	1,118,485	0	1,118,485
Other health and personal care stores (NAICS 44619)	119,531	0	119,531	916,936	0	916,936	2,104,178	0	2,104,178
Food (health) supplement stores (NAICS 446191)	42,338	0	42,338	324,855	0	324,855	747,301	0	747,301
All other health and personal care stores (NAICS 446199)	77,193	0	77,193	592,081	0	592,081	1,356,878	0	1,356,878
<b>Gasoline Stations</b>									
Gasoline stations (NAICS 447)	2,568,867	1,242,777	1,326,091	19,754,920	8,172,891	11,582,029	46,830,806	41,534,097	5,296,708

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

Benchmark: USA

	Hwy 59 and Hwy 242 - 1 mi Radius			Hwy 59 and Hwy 242 - 3 mi Radius			Hwy 59 and Hwy 242 - 5 mi Radius		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>									
Clothing and clothing accessories stores (NAICS 448)	1,238,259	0	1,238,259	9,460,440	244,526	9,215,915	22,244,895	4,991,612	17,253,284
Clothing stores (NAICS 4481)	868,569	0	868,569	6,645,918	1,651	6,644,266	15,584,829	3,190,444	12,394,385
Men's clothing stores (NAICS 44811)	43,659	0	43,659	335,774	0	335,774	782,455	712,317	70,137
Women's clothing stores (NAICS 44812)	174,476	0	174,476	1,337,048	1,485	1,335,563	3,111,062	1,152,716	1,958,346
Children's and infants' clothing stores (NAICS 44813)	47,136	0	47,136	356,514	0	356,514	876,545	0	876,545
Family clothing stores (NAICS 44814)	505,552	0	505,552	3,868,361	147	3,868,215	9,071,601	1,310,243	7,761,359
Clothing accessories stores (NAICS 44815)	37,153	0	37,153	284,311	0	284,311	663,013	0	663,013
Other clothing stores (NAICS 44819)	60,593	0	60,593	463,909	20	463,890	1,080,153	15,168	1,064,985
Shoe stores (NAICS 4482)	188,254	0	188,254	1,435,552	0	1,435,552	3,418,644	174,614	3,244,030
Jewelry, luggage, and leather goods stores (NAICS 4483)	181,436	0	181,436	1,378,971	242,875	1,136,096	3,241,422	1,626,554	1,614,869
Jewelry stores (NAICS 44831)	163,018	0	163,018	1,237,850	242,875	994,975	2,910,428	1,626,554	1,283,875
Luggage and leather goods stores (NAICS 44832)	18,418	0	18,418	141,121	0	141,121	330,994	0	330,994
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	317,007	0	317,007	2,407,233	0	2,407,233	5,653,674	1,461,234	4,192,440
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	277,134	0	277,134	2,103,369	0	2,103,369	4,937,719	1,461,234	3,476,485
Sporting goods stores (NAICS 45111)	169,315	0	169,315	1,284,313	0	1,284,313	3,011,775	1,302,654	1,709,121
Hobby, toy, and game stores (NAICS 45112)	66,756	0	66,756	504,131	0	504,131	1,188,979	158,580	1,030,399
Sewing, needlework, and piece goods stores (NAICS 45113)	17,494	0	17,494	132,893	0	132,893	306,972	0	306,972
Musical instrument and supplies stores (NAICS 45114)	23,568	0	23,568	182,032	0	182,032	429,994	0	429,994
Book stores and news dealers (NAICS 4512)	39,873	0	39,873	303,864	0	303,864	715,955	0	715,955
Book stores (NAICS 451211)	35,198	0	35,198	268,002	0	268,002	631,617	0	631,617
News dealers and newsstands (NAICS 451212)	4,676	0	4,676	35,862	0	35,862	84,338	0	84,338
<b>General Merchandise Stores</b>									
General merchandise stores (NAICS 452)	3,349,319	3,624,451	-275,132	25,688,733	25,020,983	667,751	60,114,268	106,502,201	-46,387,933
Department stores (NAICS 4522)	652,343	0	652,343	4,990,362	3,307,495	1,682,867	11,667,940	31,638,840	-19,970,899
Other general merchandise stores (NAICS 4523)	2,696,976	3,624,451	-927,475	20,698,372	21,713,488	-1,015,116	48,446,328	74,863,362	-26,417,034
Warehouse clubs and supercenters (NAICS 452311)	2,279,879	3,624,451	-1,344,573	17,500,443	21,713,488	-4,213,044	40,980,544	74,650,459	-33,669,496
All other general merchandise stores (NAICS 452319)	417,097	0	417,097	3,197,928	0	3,197,928	7,465,364	212,902	7,252,462
<b>Miscellaneous Store Retailers</b>									
Miscellaneous store retailers (NAICS 453)	588,971	0	588,971	4,501,080	0	4,501,080	10,485,697	1,978,045	8,507,652
Florists (NAICS 4531)	33,658	0	33,658	257,845	0	257,845	590,312	0	590,312
Office supplies, stationery, and gift stores (NAICS 4532)	122,067	0	122,067	926,580	0	926,580	2,173,508	0	2,173,508
Office supplies and stationery stores (NAICS 45321)	44,801	0	44,801	340,521	0	340,521	791,488	0	791,488
Gift, novelty, and souvenir stores (NAICS 45322)	77,266	0	77,266	586,059	0	586,059	1,382,020	0	1,382,020
Used merchandise stores (NAICS 4533)	83,882	0	83,882	639,347	0	639,347	1,499,733	0	1,499,733
Other miscellaneous store retailers (NAICS 4539)	349,364	0	349,364	2,677,308	0	2,677,308	6,222,144	1,978,045	4,244,099
Pet and pet supplies stores (NAICS 45391)	97,580	0	97,580	747,522	0	747,522	1,716,540	299,395	1,417,145
Art dealers (NAICS 45392)	46,710	0	46,710	354,768	0	354,768	830,998	0	830,998
Manufactured (mobile) home dealers (NAICS 45393)	32,957	0	32,957	250,655	0	250,655	554,575	1,678,650	-1,124,074
All other miscellaneous store retailers (NAICS 45399)	172,116	0	172,116	1,324,362	0	1,324,362	3,120,030	0	3,120,030
Tobacco stores (NAICS 453991)	68,203	0	68,203	531,304	0	531,304	1,274,575	0	1,274,575
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	103,913	0	103,913	793,058	0	793,058	1,845,455	0	1,845,455
<b>Non-store Retailers</b>									
Non-store retailers (NAICS 454)	3,545,054	0	3,545,054	27,113,562	837,143	26,276,419	62,921,508	3,870,683	59,050,826
Electronic shopping and mail-order houses (NAICS 4541)	3,231,498	0	3,231,498	24,704,474	251,373	24,453,101	57,296,783	1,997,902	55,298,881
Vending machine operators (NAICS 4542)	48,979	0	48,979	376,101	0	376,101	885,328	0	885,328
Direct selling establishments (NAICS 4543)	264,577	0	264,577	2,032,987	585,770	1,447,217	4,739,397	1,872,781	2,866,617
Fuel dealers (NAICS 45431)	90,816	0	90,816	701,724	0	701,724	1,639,010	172,559	1,466,451
Other direct selling establishments (NAICS 45439)	173,761	0	173,761	1,331,262	585,770	745,492	3,100,387	1,700,221	1,400,166
<b>Food Services and Drinking Places</b>									
Food services and drinking places (NAICS 722)	3,298,846	900,512	2,398,334	25,078,465	13,093,904	11,984,560	58,428,349	55,997,914	2,430,435
Special food services (NAICS 7223)	273,142	20,641	252,501	2,076,581	315,208	1,761,373	4,840,973	1,306,744	3,534,228
Food service contractors (NAICS 72231)	222,849	13,493	209,356	1,694,218	214,239	1,479,979	3,948,908	840,803	3,108,105
Caterers (NAICS 72232)	46,235	7,148	39,086	351,492	100,969	250,523	820,007	465,941	354,066
Mobile food services (NAICS 72233)	4,059	0	4,059	30,871	0	30,871	72,058	0	72,058
Drinking places (alcoholic beverages) (NAICS 7224)	106,304	74,560	31,744	808,042	829,249	-21,208	1,855,711	2,688,984	-833,274
Restaurants and other eating places (NAICS 7225)	2,919,399	805,311	2,114,088	22,193,842	11,949,447	10,244,395	51,731,665	52,002,185	-270,520
Full-service restaurants (NAICS 722511)	1,373,223	291,036	1,082,187	10,438,978	5,242,140	5,196,838	24,298,611	27,802,024	-3,503,412
Limited-service restaurants (NAICS 722513)	1,284,758	514,275	770,483	9,767,052	6,707,307	3,059,745	22,793,036	22,484,212	308,825
Cafeterias, grill buffets, and buffets (NAICS 722514)	46,572	0	46,572	354,043	0	354,043	826,200	0	826,200
Snack and non-alcoholic beverage bars (NAICS 722515)	214,847	0	214,847	1,633,769	0	1,633,769	3,813,818	1,715,950	2,097,868
Ice cream, soft serve and frozen yogurt shops (NAICS 722515C + 7225152)	32,735	0	32,735	248,879	0	248,879	580,877	165,257	415,619
Doughnut shops (NAICS 7225153)	33,806	0	33,806	257,088	0	257,088	600,179	652,902	-52,723
Bagel shops (NAICS 7225154)	9,777	0	9,777	74,340	0	74,340	173,524	130,175	43,349
Coffee shops (NAICS 7225155)	91,927	0	91,927	699,137	0	699,137	1,632,232	523,136	1,109,096
Cookie shops (NAICS 7225156)	1,489	0	1,489	11,321	0	11,321	26,423	0	26,423
Other snack and non-alcoholic beverage bars (NAICS 7225157)	45,112	0	45,112	343,005	0	343,005	800,583	244,478	556,104