

RETAIL LEAKAGE REPORT

DRIVE TIME MARKET POLYGON

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
<b>2017 Industry Summary</b>					
Total Retail Trade and Food & Drink	44-45,722	\$598,082,210	\$555,463,277	\$42,618,933	3.7
Total Retail Trade	44-45	\$546,202,549	\$506,835,632	\$39,366,917	3.7
Total Food & Drink	722	\$51,879,661	\$48,627,645	\$3,252,016	3.2
<b>2017 Industry Group</b>					
Motor Vehicle & Parts Dealers	441	\$125,581,235	\$78,774,971	\$46,806,264	22.9
Automobile Dealers	4411	\$102,170,436	\$63,955,925	\$38,214,511	23.0
Other Motor Vehicle Dealers	4412	\$11,591,574	\$1,749,475	\$9,842,099	73.8
Auto Parts, Accessories & Tire Stores	4413	\$11,819,225	\$13,069,571	-\$1,250,346	-5.0
Furniture & Home Furnishings Stores	442	\$17,175,942	\$35,872,524	-\$18,696,582	-35.2
Furniture Stores	4421	\$11,014,387	\$4,524,830	\$6,489,557	41.8
Home Furnishings Stores	4422	\$6,161,555	\$31,347,693	-\$25,186,138	-67.1
Electronics & Appliance Stores	443	\$13,858,460	\$23,267,552	-\$9,409,092	-25.3
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,121,860	\$9,661,391	\$30,460,469	61.2
Bldg Material & Supplies Dealers	4441	\$38,032,715	\$7,976,897	\$30,055,818	65.3
Lawn & Garden Equip & Supply Stores	4442	\$2,089,145	\$1,684,494	\$404,651	10.7
Food & Beverage Stores	445	\$94,795,796	\$139,054,689	-\$44,258,893	-18.9
Grocery Stores	4451	\$87,257,067	\$131,014,960	-\$43,757,893	-20.0
Specialty Food Stores	4452	\$3,322,013	\$6,583,715	-\$3,261,702	-32.9
Beer, Wine & Liquor Stores	4453	\$4,216,716	\$1,456,014	\$2,760,702	48.7
Health & Personal Care Stores	446,4461	\$36,496,813	\$24,667,682	\$11,829,131	19.3
Gasoline Stations	447,4471	\$67,174,528	\$79,564,612	-\$12,390,084	-8.4
Clothing & Clothing Accessories Stores	448	\$21,025,903	\$6,495,338	\$14,530,565	52.8
Clothing Stores	4481	\$14,013,973	\$4,146,247	\$9,867,726	54.3
Shoe Stores	4482	\$3,428,819	\$615,958	\$2,812,861	69.5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,583,110	\$1,733,133	\$1,849,977	34.8
Sporting Goods, Hobby, Book & Music Stores	451	\$13,942,252	\$4,952,723	\$8,989,529	47.6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,990,661	\$4,663,918	\$7,326,743	44.0
Book, Periodical & Music Stores	4512	\$1,951,591	\$288,805	\$1,662,786	74.2
General Merchandise Stores	452	\$85,494,725	\$73,866,806	\$11,627,919	7.3
Department Stores Excluding Leased Depts.	4521	\$61,922,898	\$53,313,842	\$8,609,056	7.5
Other General Merchandise Stores	4529	\$23,571,827	\$20,552,964	\$3,018,863	6.8
Miscellaneous Store Retailers	453	\$21,863,944	\$29,744,420	-\$7,880,476	-15.3
Florists	4531	\$680,493	\$625,171	\$55,322	4.2
Office Supplies, Stationery & Gift Stores	4532	\$4,083,174	\$669,157	\$3,414,017	71.8
Used Merchandise Stores	4533	\$2,175,411	\$2,874,528	-\$699,117	-13.8
Other Miscellaneous Store Retailers	4539	\$14,024,866	\$25,575,564	-\$10,650,698	-26.2
Nonstore Retailers	454	\$8,671,092	\$912,924	\$7,758,168	80.9
Electronic Shopping & Mail-Order Houses	4541	\$5,517,862	\$912,924	\$4,604,938	71.6
Vending Machine Operators	4542	\$331,917	\$0	\$331,917	100.0
Direct Selling Establishments	4543	\$2,821,313	\$0	\$2,821,313	100.0
Food Services & Drinking Places	722	\$51,879,661	\$48,627,645	\$3,252,016	3.2
Special Food Services	7223	\$748,821	\$282,861	\$465,960	45.2
Drinking Places - Alcoholic Beverages	7224	\$3,054,902	\$662,524	\$2,392,378	64.4
Restaurants/Other Eating Places	7225	\$48,075,938	\$47,682,260	\$393,678	0.4

RED NEGATIVE NUMBERS INDICATE THAT THERE IS MORE RETAIL IN THE DEFINED AREA THAN THERE IS DEMAND.

THE POSITIVE NUMBERS HIGHLIGHTED IN THE GREEN REPRESENT A POSSIBLE OPPORTUNITY FOR THE KINDS OF SMALL SPECIALTY STORES THAT USUALLY LOCATE IN DOWNTOWN MARKETS.

ITEMS HIGHLIGHTED IN THE BLUEBOX SHOW POSSIBLE OPPORTUNITES THAT SHOULD BE EXPLORED.