

Retail Opportunity Profile



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RETAIL OPPORTUNITY PROFILE (1 mile radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Motor Vehicle and Parts Dealers, NAICS 441							
New Car Dealers	44111	\$31,924,839	\$13,401,216	\$18,523,623	41	6	24
Used Car Dealers	44112	\$3,299,704	\$0	\$3,299,704	100	0	0
Recreational Vehicle Dealers	44121	\$650,631	\$0	\$650,631	100	0	0
Motorcycle and Boat Dealers	44122	\$1,425,125	\$0	\$1,425,125	100	0	0
Auto Parts and Accessories	44131	\$2,552,887	\$0	\$2,552,887	100	0	0
Tire Dealers	44132	\$1,704,490	\$351,735	\$1,352,755	66	1	2
Furniture and Home Furnishing Stores, NAICS 442							
Furniture Stores	44211	\$2,803,807	\$1,310,178	\$1,493,629	36	3	6
Floor Covering Stores	44221	\$471,214	\$0	\$471,214	100	0	0
Other Home Furnishing Stores	44229	\$1,278,807	\$0	\$1,278,807	100	0	0
Appliances and Electronics Stores, NAICS 443							
Appliances and Electronics Stores	44311	\$3,483,800	\$316,102	\$3,167,698	83	1	2
Building Material and Garden Equipment and Supplies Dealers, NAICS 444							
Home Centers	44411	\$5,268,490	\$1,224,432	\$4,044,058	62	4	13
Paint and Wallpaper Stores	44412	\$382,381	\$0	\$382,381	100	0	0
Hardware Stores	44413	\$484,752	\$0	\$484,752	100	0	0
Other Building Materials Stores	44419	\$3,709,249	\$0	\$3,709,249	100	0	0
Outdoor Power Equipment Stores	44421	\$177,363	\$0	\$177,363	100	0	0
Nursery and Garden Stores	44422	\$1,160,538	\$0	\$1,160,538	100	0	0



RETAIL OPPORTUNITY PROFILE (1 mile radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food and Beverage Stores, NAICS 445							
Grocery Stores	44511	\$27,941,439	\$4,240,729	\$23,700,710	74	6	16
Convenience Stores	44512	\$1,082,265	\$1,489,855	-\$407,590	-16	5	23
Meat Markets	44521	\$320,931	\$305,422	\$15,509	2	1	4
Fish and Seafood Markets	44522	\$116,967	\$0	\$116,967	100	0	0
Fruit and Vegetable Markets	44523	\$196,080	\$0	\$196,080	100	0	0
Other Specialty Food Markets	44529	\$336,756	\$27,855	\$308,901	85	1	1
Liquor Stores	44531	\$1,235,066	\$371,725	\$863,341	54	1	2
Health and Personal Care Stores, NAICS 446							
Pharmacy and Drug Stores	44611	\$6,284,491	\$7,181,458	-\$896,967	-7	2	53
Cosmetics and Beauty Stores	44612	\$366,134	\$0	\$366,134	100	0	0
Optical Goods Stores	44613	\$415,697	\$0	\$415,697	100	0	0
Other Health and Personal Care Stores	44619	\$429,680	\$244,758	\$184,922	27	1	2
Gasoline Stations, NAICS 447							
Gasoline Stations	44719	\$23,121,246	\$4,341,152	\$18,780,094	68	1	3



RETAIL OPPORTUNITY PROFILE (1 mile radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Clothing and Clothing Accessories Stores, NAICS 448							
Men's Clothing Stores	44811	\$331,403	\$0	\$331,403	100	0	0
Women's Clothing Stores	44812	\$1,437,301	\$1,290,061	\$147,240	5	7	14
Children's and Infants' Clothing Stores	44813	\$660,422	\$0	\$660,422	100	0	0
Family Clothing Stores	44814	\$3,887,619	\$957,617	\$2,930,002	60	1	4
Clothing Accessory Stores	44815	\$306,597	\$0	\$306,597	100	0	0
Other Apparel Stores	44819	\$470,421	\$0	\$470,421	100	0	0
Shoe Stores	44821	\$1,617,479	\$0	\$1,617,479	100	0	0
Jewelry Stores	44831	\$719,892	\$0	\$719,892	100	0	0
Luggage Stores	44832	\$58,773	\$0	\$58,773	100	0	0
Sporting Goods, Hobby, Book and Music Stores, NAICS 451							
Sporting Goods Stores	45111	\$1,924,058	\$0	\$1,924,058	100	0	0
Hobby, Toy, and Game Stores	45112	\$567,273	\$0	\$567,273	100	0	0
Sewing and Needlecraft Stores	45113	\$173,927	\$0	\$173,927	100	0	0
Musical Instrument Stores	45114	\$160,275	\$0	\$160,275	100	0	0
Book Stores	45121	\$689,483	\$112,294	\$577,189	72	1	1
General Merchandise Stores, NAICS 452							
Department Stores	45211	\$7,802,624	\$375,294	\$7,427,330	91	1	5
Warehouse Superstores	45291	\$19,583,712	\$0	\$19,583,712	100	0	0
Other General Merchandise Stores	45299	\$2,956,086	\$4,563,257	-\$1,607,171	-21	5	17



RETAIL OPPORTUNITY PROFILE (1 mile radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Miscellaneous Store Retailers, NAICS 453							
Florists	45311	\$143,080	\$141,260	\$1,820	1	1	7
Office and Stationery Stores	45321	\$398,574	\$0	\$398,574	100	0	0
Gift and Souvenir Stores	45322	\$493,431	\$0	\$493,431	100	0	0
Used Merchandise Stores	45331	\$277,933	\$980,504	-\$702,571	-56	1	36
Pet and Pet Supply Stores	45391	\$1,643,528	\$231,735	\$1,411,793	75	1	1
Art Dealers	45392	\$129,900	\$0	\$129,900	100	0	0
Mobile Home Dealers	45393	\$239,162	\$0	\$239,162	100	0	0
Other Miscellaneous Retail Stores	45399	\$737,560	\$382,464	\$355,096	32	7	17
Nonstore Retailers, NAICS 454							
Mail Order and Catalog Stores	45411	\$11,411,640	\$0	\$11,411,640	100	0	0
Vending Machines	45421	\$322,356	\$0	\$322,356	100	0	0
Fuel Dealers	45431	\$1,132,954	\$0	\$1,132,954	100	0	0
Other Direct Selling Establishments	45439	\$884,753	\$0	\$884,753	100	0	0
Accommodation Services, NAICS 721							
Hotels and Other Travel Accommodations	7211	\$1,457,504	\$33,785	\$1,423,719	95	1	2
RV Parks	7212	\$14,788	\$195,351	-\$180,563	-86	1	86
Rooming and Boarding Houses	7213	\$9,772	\$0	\$9,772	100	0	0



RETAIL OPPORTUNITY PROFILE (1 mile radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food Services and Drinking Places, NAICS 722							
Full Service Restaurants	7221	\$15,554,808	\$13,120,442	\$2,434,366	8	27	253
Limited Service Restaurants	7222	\$7,228,301	\$5,432,619	\$1,795,682	14	6	92
Special Food Services and Catering	7223	\$2,313,395	\$3,026,991	-\$713,596	-13	3	20
Drinking Places	7224	\$646,241	\$562,988	\$83,253	7	5	22



RETAIL OPPORTUNITY PROFILE (3 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Motor Vehicle and Parts Dealers, NAICS 441							
New Car Dealers	44111	\$195,772,711	\$180,916,416	\$14,856,296	4	54	324
Used Car Dealers	44112	\$20,209,041	\$44,584,559	-\$24,375,523	-38	43	118
Recreational Vehicle Dealers	44121	\$4,001,509	\$0	\$4,001,509	100	0	0
Motorcycle and Boat Dealers	44122	\$8,761,706	\$2,712,899	\$6,048,807	53	6	12
Auto Parts and Accessories	44131	\$15,829,893	\$48,664,187	-\$32,834,293	-51	23	316
Tire Dealers	44132	\$10,571,106	\$14,069,397	-\$3,498,291	-14	24	80
Furniture and Home Furnishing Stores, NAICS 442							
Furniture Stores	44211	\$17,459,119	\$25,548,459	-\$8,089,340	-19	16	117
Floor Covering Stores	44221	\$2,897,500	\$882,613	\$2,014,887	53	1	9
Other Home Furnishing Stores	44229	\$7,935,719	\$2,532,279	\$5,403,440	52	1	4
Appliances and Electronics Stores, NAICS 443							
Appliances and Electronics Stores	44311	\$21,595,923	\$3,793,224	\$17,802,697	70	7	24
Building Material and Garden Equipment and Supplies Dealers, NAICS 444							
Home Centers	44411	\$32,405,229	\$22,510,717	\$9,894,512	18	13	239
Paint and Wallpaper Stores	44412	\$2,331,016	\$1,388,108	\$942,908	25	3	9
Hardware Stores	44413	\$2,990,513	\$232,848	\$2,757,665	86	2	4
Other Building Materials Stores	44419	\$22,765,923	\$3,959,579	\$18,806,344	70	3	7
Outdoor Power Equipment Stores	44421	\$1,097,665	\$0	\$1,097,665	100	0	0
Nursery and Garden Stores	44422	\$7,172,042	\$0	\$7,172,042	100	0	0



RETAIL OPPORTUNITY PROFILE (3 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food and Beverage Stores, NAICS 445							
Grocery Stores	44511	\$173,646,715	\$256,033,991	-\$82,387,277	-19	39	966
Convenience Stores	44512	\$6,742,474	\$14,315,549	-\$7,573,075	-36	40	221
Meat Markets	44521	\$1,999,772	\$16,492,772	-\$14,493,000	-78	5	216
Fish and Seafood Markets	44522	\$728,950	\$0	\$728,950	100	0	0
Fruit and Vegetable Markets	44523	\$1,213,160	\$1,937,000	-\$723,840	-23	2	4
Other Specialty Food Markets	44529	\$2,094,989	\$1,476,293	\$618,696	17	21	53
Liquor Stores	44531	\$7,728,335	\$2,044,488	\$5,683,847	58	3	11
Health and Personal Care Stores, NAICS 446							
Pharmacy and Drug Stores	44611	\$39,138,790	\$41,327,258	-\$2,188,468	-3	26	305
Cosmetics and Beauty Stores	44612	\$2,280,700	\$1,271,440	\$1,009,260	28	7	28
Optical Goods Stores	44613	\$2,585,933	\$654,318	\$1,931,615	60	5	14
Other Health and Personal Care Stores	44619	\$2,675,080	\$244,758	\$2,430,322	83	1	2
Gasoline Stations, NAICS 447							
Gasoline Stations	44719	\$142,616,182	\$63,670,232	\$78,945,953	38	9	44



RETAIL OPPORTUNITY PROFILE (3 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Clothing and Clothing Accessories Stores, NAICS 448							
Men's Clothing Stores	44811	\$2,080,783	\$1,172,612	\$908,171	28	4	17
Women's Clothing Stores	44812	\$8,991,080	\$9,214,713	-\$223,633	-1	35	100
Children's and Infants' Clothing Stores	44813	\$4,090,989	\$0	\$4,090,989	100	0	0
Family Clothing Stores	44814	\$24,245,489	\$31,122,542	-\$6,877,053	-12	11	130
Clothing Accessory Stores	44815	\$1,922,842	\$3,415,297	-\$1,492,455	-28	5	25
Other Apparel Stores	44819	\$2,939,083	\$838,157	\$2,100,926	56	7	12
Shoe Stores	44821	\$10,060,461	\$12,918,281	-\$2,857,822	-12	8	52
Jewelry Stores	44831	\$4,600,191	\$726,756	\$3,873,435	73	1	1
Luggage Stores	44832	\$367,996	\$0	\$367,996	100	0	0
Sporting Goods, Hobby, Book and Music Stores, NAICS 451							
Sporting Goods Stores	45111	\$11,878,528	\$4,162,828	\$7,715,700	48	5	20
Hobby, Toy, and Game Stores	45112	\$3,524,412	\$1,432,951	\$2,091,461	42	4	15
Sewing and Needlecraft Stores	45113	\$1,097,865	\$0	\$1,097,865	100	0	0
Musical Instrument Stores	45114	\$1,001,506	\$179,927	\$821,579	70	1	2
Book Stores	45121	\$4,336,988	\$5,839,285	-\$1,502,297	-15	4	52
General Merchandise Stores, NAICS 452							
Department Stores	45211	\$48,531,436	\$21,241,652	\$27,289,784	39	10	283
Warehouse Superstores	45291	\$121,646,613	\$0	\$121,646,613	100	0	0
Other General Merchandise Stores	45299	\$18,362,502	\$48,316,836	-\$29,954,332	-45	33	180



RETAIL OPPORTUNITY PROFILE (3 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Miscellaneous Store Retailers, NAICS 453							
Florists	45311	\$885,470	\$948,460	-\$62,990	-3	12	47
Office and Stationery Stores	45321	\$2,487,751	\$257,086	\$2,230,665	81	1	2
Gift and Souvenir Stores	45322	\$3,068,764	\$481,082	\$2,587,682	73	7	14
Used Merchandise Stores	45331	\$1,733,902	\$2,478,493	-\$744,591	-18	15	91
Pet and Pet Supply Stores	45391	\$10,132,924	\$2,549,082	\$7,583,842	60	4	11
Art Dealers	45392	\$814,084	\$439,168	\$374,916	30	2	3
Mobile Home Dealers	45393	\$1,472,336	\$720,239	\$752,097	34	1	4
Other Miscellaneous Retail Stores	45399	\$4,616,597	\$2,317,278	\$2,299,319	33	51	103
Nonstore Retailers, NAICS 454							
Mail Order and Catalog Stores	45411	\$70,983,371	\$21,909,955	\$49,073,416	53	4	21
Vending Machines	45421	\$2,009,269	\$0	\$2,009,269	100	0	0
Fuel Dealers	45431	\$6,957,818	\$3,680,551	\$3,277,266	31	2	12
Other Direct Selling Establishments	45439	\$5,498,083	\$637,014	\$4,861,069	79	3	8
Accommodation Services, NAICS 721							
Hotels and Other Travel Accommodations	7211	\$9,078,688	\$1,520,341	\$7,558,347	71	22	90
RV Parks	7212	\$89,027	\$195,351	-\$106,324	-37	1	86
Rooming and Boarding Houses	7213	\$62,525	\$52,759	\$9,766	8	1	3



RETAIL OPPORTUNITY PROFILE (3 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food Services and Drinking Places, NAICS 722							
Full Service Restaurants	7221	\$96,806,550	\$104,911,685	-\$8,105,136	-4	229	2,023
Limited Service Restaurants	7222	\$44,978,889	\$70,033,548	-\$25,054,659	-22	77	1,186
Special Food Services and Catering	7223	\$14,387,853	\$15,891,704	-\$1,503,851	-5	14	105
Drinking Places	7224	\$4,047,504	\$3,224,384	\$823,120	11	25	126



RETAIL OPPORTUNITY PROFILE (5 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Motor Vehicle and Parts Dealers, NAICS 441							
New Car Dealers	44111	\$409,188,980	\$372,442,128	\$36,746,853	5	119	667
Used Car Dealers	44112	\$42,215,019	\$108,438,719	-\$66,223,706	-44	84	287
Recreational Vehicle Dealers	44121	\$8,301,728	\$3,494,618	\$4,807,110	41	2	9
Motorcycle and Boat Dealers	44122	\$18,244,546	\$31,650,476	-\$13,405,929	-27	26	140
Auto Parts and Accessories	44131	\$33,276,653	\$75,614,291	-\$42,337,637	-39	43	491
Tire Dealers	44132	\$22,223,164	\$42,208,193	-\$19,985,030	-31	41	240
Furniture and Home Furnishing Stores, NAICS 442							
Furniture Stores	44211	\$36,613,648	\$86,690,069	-\$50,076,418	-41	74	397
Floor Covering Stores	44221	\$6,025,549	\$8,629,993	-\$2,604,445	-18	31	88
Other Home Furnishing Stores	44229	\$16,658,634	\$158,267,449	-\$141,608,822	-81	6	250
Appliances and Electronics Stores, NAICS 443							
Appliances and Electronics Stores	44311	\$45,273,366	\$51,682,700	-\$6,409,338	-7	45	327
Building Material and Garden Equipment and Supplies Dealers, NAICS 444							
Home Centers	44411	\$67,565,668	\$97,012,717	-\$29,447,049	-18	82	1,030
Paint and Wallpaper Stores	44412	\$4,840,803	\$2,467,747	\$2,373,056	32	5	16
Hardware Stores	44413	\$6,245,579	\$2,153,844	\$4,091,735	49	10	37
Other Building Materials Stores	44419	\$47,425,315	\$39,030,141	\$8,395,174	10	18	69
Outdoor Power Equipment Stores	44421	\$2,288,128	\$0	\$2,288,128	100	0	0
Nursery and Garden Stores	44422	\$14,957,095	\$4,879,395	\$10,077,700	51	5	24



RETAIL OPPORTUNITY PROFILE (5 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food and Beverage Stores, NAICS 445							
Grocery Stores	44511	\$364,768,961	\$358,606,617	\$6,162,343	1	101	1,353
Convenience Stores	44512	\$14,194,318	\$35,238,272	-\$21,043,953	-43	86	544
Meat Markets	44521	\$4,200,466	\$24,433,735	-\$20,233,270	-71	13	320
Fish and Seafood Markets	44522	\$1,528,825	\$2,605,061	-\$1,076,236	-26	5	30
Fruit and Vegetable Markets	44523	\$2,548,763	\$26,149,500	-\$23,600,737	-82	3	54
Other Specialty Food Markets	44529	\$4,398,026	\$5,960,881	-\$1,562,855	-15	55	214
Liquor Stores	44531	\$16,341,365	\$9,850,716	\$6,490,649	25	17	53
Health and Personal Care Stores, NAICS 446							
Pharmacy and Drug Stores	44611	\$82,412,882	\$67,478,604	\$14,934,278	10	53	498
Cosmetics and Beauty Stores	44612	\$4,806,975	\$2,361,245	\$2,445,730	34	16	52
Optical Goods Stores	44613	\$5,439,527	\$1,916,214	\$3,523,313	48	13	41
Other Health and Personal Care Stores	44619	\$5,632,202	\$1,468,548	\$4,163,654	59	5	12
Gasoline Stations, NAICS 447							
Gasoline Stations	44719	\$298,358,024	\$231,528,115	\$66,829,914	13	32	160



RETAIL OPPORTUNITY PROFILE (5 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Clothing and Clothing Accessories Stores, NAICS 448							
Men's Clothing Stores	44811	\$4,387,973	\$4,621,472	-\$233,499	-3	19	67
Women's Clothing Stores	44812	\$18,905,871	\$33,080,819	-\$14,174,948	-27	101	359
Children's and Infants' Clothing Stores	44813	\$8,492,001	\$3,151,430	\$5,340,571	46	3	12
Family Clothing Stores	44814	\$50,884,914	\$57,457,002	-\$6,572,087	-6	23	240
Clothing Accessory Stores	44815	\$4,043,896	\$8,469,936	-\$4,426,040	-35	14	62
Other Apparel Stores	44819	\$6,170,244	\$13,759,751	-\$7,589,507	-38	28	197
Shoe Stores	44821	\$21,113,632	\$50,182,555	-\$29,068,929	-41	21	202
Jewelry Stores	44831	\$9,704,798	\$18,168,890	-\$8,464,092	-30	10	25
Luggage Stores	44832	\$771,881	\$1,806,340	-\$1,034,459	-40	1	15
Sporting Goods, Hobby, Book and Music Stores, NAICS 451							
Sporting Goods Stores	45111	\$24,730,182	\$18,316,445	\$6,413,736	15	18	88
Hobby, Toy, and Game Stores	45112	\$7,375,636	\$2,579,312	\$4,796,324	48	6	27
Sewing and Needlecraft Stores	45113	\$2,314,312	\$2,115,345	\$198,967	4	5	21
Musical Instrument Stores	45114	\$2,109,595	\$2,339,047	-\$229,452	-5	5	26
Book Stores	45121	\$9,121,145	\$19,988,322	-\$10,867,176	-37	14	178
General Merchandise Stores, NAICS 452							
Department Stores	45211	\$101,814,372	\$51,415,305	\$50,399,067	33	20	685
Warehouse Superstores	45291	\$255,444,433	\$48,925,666	\$206,518,766	68	3	23
Other General Merchandise Stores	45299	\$38,551,347	\$86,701,880	-\$48,150,527	-38	59	323



RETAIL OPPORTUNITY PROFILE (5 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Miscellaneous Store Retailers, NAICS 453							
Florists	45311	\$1,845,080	\$3,773,657	-\$1,928,577	-34	37	187
Office and Stationery Stores	45321	\$5,225,534	\$5,013,178	\$212,356	2	6	39
Gift and Souvenir Stores	45322	\$6,430,375	\$4,054,838	\$2,375,537	23	33	118
Used Merchandise Stores	45331	\$3,645,993	\$5,338,293	-\$1,692,300	-19	49	196
Pet and Pet Supply Stores	45391	\$21,261,122	\$4,866,429	\$16,394,693	63	5	21
Art Dealers	45392	\$1,716,273	\$2,635,009	-\$918,736	-21	7	18
Mobile Home Dealers	45393	\$3,064,585	\$720,239	\$2,344,346	62	1	4
Other Miscellaneous Retail Stores	45399	\$9,744,172	\$9,111,618	\$632,554	3	141	405
Nonstore Retailers, NAICS 454							
Mail Order and Catalog Stores	45411	\$149,038,567	\$119,983,087	\$29,055,479	11	25	115
Vending Machines	45421	\$4,219,808	\$7,914,264	-\$3,694,456	-30	4	37
Fuel Dealers	45431	\$14,494,868	\$8,894,666	\$5,600,200	24	6	29
Other Direct Selling Establishments	45439	\$11,541,312	\$2,229,548	\$9,311,764	68	11	28
Accommodation Services, NAICS 721							
Hotels and Other Travel Accommodations	7211	\$19,104,907	\$80,155,853	-\$61,050,945	-62	110	4,745
RV Parks	7212	\$185,187	\$261,226	-\$76,039	-17	9	115
Rooming and Boarding Houses	7213	\$133,699	\$263,796	-\$130,097	-33	3	15



RETAIL OPPORTUNITY PROFILE (5 miles radius)

Industry Group	NAICS	Potential	Sales	Retail Gap	Leakage Surplus Factor	No. of Businesses	No. of Employees
Food Services and Drinking Places, NAICS 722							
Full Service Restaurants	7221	\$203,512,970	\$302,081,353	-\$98,568,385	-19	566	5,825
Limited Service Restaurants	7222	\$94,554,853	\$144,141,560	-\$49,586,708	-21	198	2,441
Special Food Services and Catering	7223	\$30,233,505	\$107,912,234	-\$77,678,728	-56	49	713
Drinking Places	7224	\$8,565,551	\$9,570,793	-\$1,005,243	-6	79	374