

**Consumer Demand & Market Supply Assessment**

**For Market:** Market Name  
**Market Definition:** Business Address or Intersection  
**Date Report Created:**



	5 Minutes			10 Minutes			15 Minutes		
<b>Demographics</b>									
Population	30,918			153,619			472,204		
5-Year Population estimate	31,564			154,431			487,548		
Population Households	30,241			149,268			464,781		
Group Quarters Population	677			4,351			7,423		
Households	10,069			43,798			137,887		
5-Year Households estimate	10,510			45,336			144,571		
WorkPlace Establishments	1,070			4,178			13,737		
Workplace Employees	14,893			67,126			229,663		
Median Household Income	\$84,444			\$75,039			\$67,114		
<b>By Establishments</b>									
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Automotive Dealers	\$92,479,958	\$31,526,395	(\$60,953,564)	\$448,546,848	\$247,290,213	(\$201,256,635)	\$1,364,376,354	\$1,725,466,178	\$361,089,824
Electronic Shopping/Mail Order Houses	\$58,513,023	\$11,167,917	(\$47,345,106)	\$280,512,946	\$13,845,194	(\$266,667,752)	\$875,614,144	\$540,506,528	(\$335,107,616)
Clothing Stores	\$25,031,806	\$1,973,267	(\$23,058,539)	\$121,140,977	\$49,452,605	(\$71,688,372)	\$369,334,985	\$480,911,942	\$111,576,957
Other General Merchandise Stores	\$55,928,054	\$37,794,499	(\$18,133,554)	\$272,530,899	\$145,183,191	(\$127,347,709)	\$836,893,247	\$941,654,174	\$104,760,926
Building Material/Supplies Dealers	\$26,885,843	\$18,539,941	(\$8,345,902)	\$131,694,816	\$172,085,180	\$40,390,364	\$404,273,643	\$653,261,351	\$248,987,708
Furniture Stores	\$5,417,108	\$2,046,983	(\$3,370,125)	\$26,064,456	\$40,161,084	\$14,096,627	\$79,136,271	\$208,486,855	\$129,350,585
Other Motor Vehicle Dealers	\$5,128,760	\$1,905,873	(\$3,222,887)	\$24,736,531	\$11,148,614	(\$13,587,917)	\$75,250,886	\$59,270,990	(\$15,979,897)
Vending Machine Operators (Non-Store)	\$3,167,022	\$0	(\$3,167,022)	\$15,321,473	\$1,747,976	(\$13,573,497)	\$47,256,391	\$18,236,954	(\$29,019,438)
Beer/Wine/Liquor Stores	\$4,183,946	\$1,064,700	(\$3,119,246)	\$20,323,853	\$8,648,571	(\$11,675,282)	\$62,164,444	\$47,503,443	(\$14,661,002)
Lawn/Garden Equipment/Supplies Stores	\$3,179,327	\$169,787	(\$3,009,540)	\$15,436,844	\$4,171,309	(\$11,265,534)	\$47,069,712	\$35,442,879	(\$11,626,833)
Gasoline Stations	\$51,862,502	\$48,918,063	(\$2,944,440)	\$251,984,816	\$389,140,212	\$137,155,396	\$769,970,324	\$1,280,315,949	\$510,345,625
Home Furnishing Stores	\$4,611,903	\$2,292,872	(\$2,319,031)	\$22,405,030	\$19,181,474	(\$3,223,557)	\$68,428,361	\$67,721,198	(\$707,163)
Sporting Goods/Hobby/Musical Instrument	\$6,452,279	\$4,134,446	(\$2,317,833)	\$31,198,727	\$30,492,406	(\$706,322)	\$95,154,606	\$140,749,956	\$45,595,350
Full-Service Restaurants	\$27,393,504	\$25,733,533	(\$1,659,971)	\$124,082,517	\$75,984,741	(\$48,097,776)	\$401,223,721	\$430,387,210	\$29,163,489
Grocery Stores	\$53,599,926	\$52,083,158	(\$1,516,768)	\$261,333,303	\$349,483,066	\$88,149,763	\$803,046,993	\$1,287,904,447	\$484,857,453
Bar/Drinking Places (Alcoholic Beverages)	\$1,602,720	\$139,275	(\$1,463,445)	\$7,135,857	\$139,275	(\$6,996,582)	\$23,685,397	\$7,506,575	(\$16,178,821)
Special Food Services	\$5,950,910	\$4,643,167	(\$1,307,743)	\$27,117,114	\$14,605,578	(\$12,511,535)	\$86,906,499	\$68,101,839	(\$18,804,660)
Direct Selling Establishments	\$4,273,712	\$3,103,270	(\$1,170,442)	\$20,879,025	\$5,806,646	(\$15,072,379)	\$64,048,985	\$30,442,223	(\$33,606,762)
Automotive Parts/Accessories/Tire	\$8,251,288	\$7,268,043	(\$983,245)	\$40,575,995	\$30,010,299	(\$10,565,696)	\$124,694,321	\$143,822,244	\$19,127,923
Specialty Food Stores	\$3,225,896	\$2,520,992	(\$704,904)	\$15,709,424	\$13,497,361	(\$2,212,063)	\$48,254,856	\$55,107,281	\$6,852,425
Jewelry/Luggage/Leather Goods	\$3,292,053	\$2,593,949	(\$698,105)	\$15,868,398	\$6,699,568	(\$9,168,830)	\$48,297,028	\$40,291,166	(\$8,005,862)
Used Merchandise Stores	\$1,701,016	\$1,095,701	(\$605,315)	\$8,206,001	\$1,972,262	(\$6,233,739)	\$25,004,126	\$13,113,527	(\$11,890,600)
Shoe Stores	\$3,464,844	\$2,880,306	(\$584,538)	\$16,786,947	\$17,357,033	\$570,086	\$51,195,933	\$60,396,770	\$9,200,838
Florists/Misc. Store Retailers	\$634,139	\$461,281	(\$172,859)	\$3,079,804	\$1,508,036	(\$1,571,768)	\$9,393,603	\$8,923,627	(\$469,975)
Office Supplies/Stationary/Gift	\$3,371,249	\$3,787,540	\$416,290	\$16,008,775	\$17,044,151	\$1,035,376	\$49,784,470	\$71,340,382	\$21,555,913
Book/Periodical/Music Stores	\$1,996,735	\$3,461,160	\$1,464,425	\$9,648,931	\$11,413,418	\$1,764,486	\$29,434,949	\$38,909,247	\$9,474,299
Other Misc. Store Retailers	\$7,181,401	\$10,722,549	\$3,541,148	\$34,713,817	\$38,314,959	\$3,601,142	\$105,516,380	\$204,531,428	\$99,015,048
Electronics/Appliance	\$11,742,595	\$15,321,618	\$3,579,023	\$54,136,081	\$73,720,167	\$19,584,086	\$173,668,942	\$210,300,730	\$36,631,788
Limited-Service Eating Places	\$25,670,003	\$31,187,471	\$5,517,468	\$117,249,457	\$118,455,927	\$1,206,470	\$374,487,040	\$488,368,167	\$113,881,126
Health/Personal Care Stores	\$28,424,404	\$37,201,386	\$8,776,983	\$139,728,827	\$155,621,277	\$15,892,450	\$430,344,554	\$504,133,243	\$73,788,689
Department Stores	\$15,448,246	\$25,203,305	\$9,755,059	\$74,959,461	\$79,223,340	\$4,263,879	\$229,526,919	\$347,170,404	\$117,643,485

## Consumer Demand & Market Supply Assessment

For Market:

Market Name

Market Definition:

Business Address or Intersection

Date Report Created:

By Major Product Lines	5 Minutes			10 Minutes			15 Minutes		
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Autos/Cars/Vans/Trucks/Motorcycles	\$79,274,323	\$27,098,545	(\$52,175,778)	\$385,130,306	\$210,874,666	(\$174,255,639)	\$1,171,782,816	\$1,467,691,957	\$295,909,141
Groceries/Other Food Items (Off Premises)	\$84,032,591	\$67,268,461	(\$16,764,130)	\$409,836,406	\$385,138,277	(\$24,698,129)	\$1,257,931,557	\$1,616,714,389	\$358,782,832
Womens/Juniors/Misses Wear	\$19,788,111	\$6,120,137	(\$13,667,973)	\$95,899,013	\$41,896,610	(\$54,002,402)	\$292,675,938	\$340,004,620	\$47,328,682
Drugs/Health Aids/Beauty Aids/Cosmetics	\$59,880,107	\$48,331,702	(\$11,548,404)	\$294,952,697	\$197,794,201	(\$97,158,496)	\$909,259,315	\$895,896,024	(\$13,363,292)
Retailer Services	\$16,802,056	\$8,396,808	(\$8,405,248)	\$79,870,206	\$53,493,006	(\$26,377,200)	\$241,089,005	\$303,431,932	\$62,342,927
Furniture/Sleep/Outdoor/Patio Furniture	\$13,533,002	\$5,511,843	(\$8,021,158)	\$65,116,780	\$50,870,629	(\$14,246,151)	\$197,646,317	\$282,628,646	\$84,982,330
Computer Hardware/Software/Supplies	\$13,745,973	\$7,438,320	(\$6,307,653)	\$59,124,497	\$28,969,503	(\$30,154,994)	\$209,269,958	\$164,055,760	(\$45,214,198)
Automotive Tires/Tubes/Batteries/Parts	\$15,047,430	\$8,920,935	(\$6,126,495)	\$74,203,809	\$41,946,618	(\$32,257,191)	\$228,379,170	\$238,871,936	\$10,492,766
Mens Wear	\$7,927,202	\$3,308,568	(\$4,618,634)	\$38,043,743	\$20,269,463	(\$17,774,280)	\$115,304,599	\$149,002,366	\$33,697,767
All Other Merchandise	\$19,838,389	\$15,729,217	(\$4,109,172)	\$95,731,732	\$64,267,448	(\$31,464,284)	\$291,018,675	\$355,413,840	\$64,395,166
Packaged Liquor/Wine/Beer	\$10,095,930	\$6,385,039	(\$3,710,891)	\$48,966,801	\$38,630,480	(\$10,336,320)	\$149,396,887	\$179,202,789	\$29,805,902
Lawn/Garden/Farm Equipment/Supplies	\$6,812,731	\$3,430,557	(\$3,382,174)	\$33,151,642	\$25,427,822	(\$7,723,821)	\$101,192,406	\$122,454,345	\$21,261,939
Footwear, including Accessories	\$7,489,058	\$4,335,250	(\$3,153,808)	\$36,301,188	\$25,195,399	(\$11,105,789)	\$110,737,564	\$120,016,232	\$9,278,668
Dimensional Lumber/Other Building Materials	\$11,174,924	\$8,035,477	(\$3,139,447)	\$55,170,988	\$73,736,387	\$18,565,399	\$170,095,489	\$280,623,904	\$110,528,415
Alcoholic Drinks Served at the Establishment	\$10,156,433	\$7,374,108	(\$2,782,325)	\$45,023,276	\$22,008,859	(\$23,014,417)	\$150,319,436	\$130,000,820	(\$20,318,616)
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,062,720	\$3,378,715	(\$2,684,004)	\$29,158,322	\$19,148,976	(\$10,009,346)	\$88,950,148	\$102,571,334	\$13,621,186
Automotive Fuels	\$46,951,185	\$44,458,189	(\$2,492,996)	\$227,765,489	\$341,996,148	\$114,230,659	\$694,552,694	\$1,146,349,255	\$451,796,561
Kitchenware/Home Furnishings	\$6,187,620	\$3,794,733	(\$2,392,887)	\$29,924,181	\$19,611,752	(\$10,312,429)	\$91,403,117	\$104,952,921	\$13,549,804
Jewelry (including Watches)	\$5,420,878	\$3,211,777	(\$2,209,101)	\$26,137,425	\$9,580,562	(\$16,556,864)	\$79,577,476	\$73,620,512	(\$5,956,964)
Hardware/Tools/Plumbing/Electrical Supplies	\$7,519,469	\$5,568,215	(\$1,951,254)	\$36,712,007	\$45,519,130	\$8,807,124	\$112,525,841	\$178,696,536	\$66,170,695
Floor/Floor Coverings	\$3,804,226	\$2,260,259	(\$1,543,967)	\$18,787,264	\$18,805,060	\$17,796	\$57,856,157	\$72,853,127	\$14,996,970
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,465,564	\$1,710,050	(\$755,514)	\$11,765,617	\$9,236,415	(\$2,529,201)	\$35,456,805	\$47,935,230	\$12,478,425
Childrens Wear/Infants/Toddlers Clothing	\$3,031,078	\$2,355,695	(\$675,383)	\$14,847,236	\$11,042,828	(\$3,804,408)	\$45,604,219	\$72,039,413	\$26,435,194
Pets/Pet Foods/Pet Supplies	\$4,159,950	\$3,540,294	(\$619,657)	\$19,760,151	\$13,070,713	(\$6,689,439)	\$59,401,652	\$72,857,620	\$13,455,968
Paints/Sundries/Wallpaper/Wall Coverings	\$2,027,750	\$1,482,722	(\$545,028)	\$9,948,285	\$13,346,752	\$3,398,466	\$30,632,098	\$50,860,822	\$20,228,724
Books/Periodicals	\$3,631,540	\$3,225,291	(\$406,249)	\$17,614,852	\$10,291,957	(\$7,322,895)	\$53,560,896	\$55,546,476	\$1,985,580
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,903,252	\$1,651,214	(\$252,038)	\$9,389,873	\$4,915,637	(\$4,474,236)	\$28,861,715	\$24,984,450	(\$3,877,265)
Cigars/Cigarettes/Tobacco/Accessories	\$6,962,935	\$6,736,120	(\$226,815)	\$35,325,115	\$37,778,131	\$2,453,016	\$109,888,327	\$158,672,411	\$48,784,083
Optical Goods (incl Eyeglasses, Sunglasses)	\$1,343,351	\$1,264,842	(\$78,510)	\$6,394,510	\$5,492,586	(\$901,924)	\$19,555,018	\$25,321,532	\$5,766,514
Audio Equipment/Musical Instruments	\$2,964,024	\$2,886,937	(\$77,086)	\$14,293,401	\$12,852,045	(\$1,441,355)	\$43,268,080	\$60,144,172	\$16,876,092
Sewing/Knitting Materials/Supplies	\$266,942	\$228,192	(\$38,750)	\$1,342,335	\$1,424,905	\$82,571	\$4,137,319	\$7,680,103	\$3,542,784
Small Electric Appliances	\$904,085	\$904,309	\$224	\$4,363,184	\$3,663,430	(\$699,754)	\$13,291,919	\$17,932,686	\$4,640,767
Toys/Hobby Goods/Games	\$2,699,946	\$2,713,867	\$13,922	\$13,286,243	\$11,441,637	(\$1,844,606)	\$40,902,746	\$62,951,425	\$22,048,679
Soaps/Detergents/Household Cleaners	\$2,795,495	\$2,884,068	\$88,572	\$13,777,969	\$14,831,237	\$1,053,268	\$42,345,591	\$65,603,502	\$23,257,910
Photographic Equipment/Supplies	\$672,447	\$995,636	\$323,190	\$3,207,023	\$4,477,129	\$1,270,106	\$9,706,126	\$16,621,345	\$6,915,219
Paper/Related Products	\$2,488,970	\$2,812,413	\$323,444	\$12,280,149	\$13,027,279	\$747,130	\$37,774,386	\$59,848,299	\$22,073,913
Major Household Appliances	\$2,097,354	\$2,944,387	\$847,033	\$9,603,518	\$14,413,126	\$4,809,608	\$28,539,530	\$53,374,189	\$24,834,659
Automotive Lubricants (incl Oil, Greases)	\$2,097,354	\$2,944,387	\$847,033	\$9,603,518	\$14,413,126	\$4,809,608	\$28,539,530	\$53,374,189	\$24,834,659
Televisions/VCR/Video Cameras/DVD etc	\$3,961,847	\$5,286,364	\$1,324,517	\$19,386,151	\$22,284,759	\$2,898,608	\$59,317,584	\$96,747,551	\$37,429,968
Meats/Nonalcoholic Beverages	\$53,444,281	\$56,259,118	\$2,814,837	\$244,038,724	\$201,145,914	(\$42,892,811)	\$779,463,339	\$919,715,254	\$140,251,915

## Consumer Demand & Market Supply Assessment

**For Market:** Market Name  
**Market Definition:** Business Address or Intersection  
**Date Report Created:**

5 Minutes

10 Minutes

15 Minutes

Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.