

Consumer Demand & Market Supply Assessment



	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	4,154				11,641				21,027			
5-Year Population estimate	4,432				12,182				23,019			
Population Households	4,142				8,404				17,709			
Group Quarters Population	12				3,237				3,318			
Households	1,535				3,070				6,066			
5-Year Households estimate	1,633				3,244				6,680			
WorkPlace Establishments	139				224				288			
Workplace Employees	1,694				3,780				4,636			
Median Household Income	\$44,123				\$47,491				\$60,400			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
By Establishments												
Automotive Dealers	\$12,825,485	\$0	(\$12,825,485)	-100%	\$26,244,458	\$4,727,148	(\$21,517,310)	-82%	\$54,045,983	\$31,792,952	(\$22,253,031)	-41%
Furniture Stores	\$704,361	\$0	(\$704,361)	-100%	\$1,440,121	\$0	(\$1,440,121)	-100%	\$2,971,479	\$0	(\$2,971,479)	-100%
Home Furnishing Stores	\$616,594	\$0	(\$616,594)	-100%	\$1,262,559	\$0	(\$1,262,559)	-100%	\$2,605,785	\$48,448	(\$2,557,337)	-98%
Shoe Stores	\$411,790	\$0	(\$411,790)	-100%	\$847,457	\$0	(\$847,457)	-100%	\$1,759,750	\$0	(\$1,759,750)	-100%
Jewelry/Luggage/Leather Goods	\$412,164	\$0	(\$412,164)	-100%	\$846,082	\$0	(\$846,082)	-100%	\$1,753,077	\$0	(\$1,753,077)	-100%
Book/Periodical/Music Stores	\$256,394	\$0	(\$256,394)	-100%	\$524,871	\$0	(\$524,871)	-100%	\$1,073,217	\$0	(\$1,073,217)	-100%
Department Stores	\$1,665,793	\$0	(\$1,665,793)	-100%	\$3,411,365	\$0	(\$3,411,365)	-100%	\$7,037,167	\$313,140	(\$6,724,028)	-96%
Vending Machine Operators (Non-Store)	\$539,999	\$0	(\$539,999)	-100%	\$1,103,565	\$0	(\$1,103,565)	-100%	\$2,246,260	\$0	(\$2,246,260)	-100%
Bar/Drinking Places (Alcoholic Beverages)	\$343,926	\$0	(\$343,926)	-100%	\$698,073	\$0	(\$698,073)	-100%	\$1,046,514	\$0	(\$1,046,514)	-100%
Other Misc. Store Retailers	\$738,869	\$25,881	(\$712,987)	-96%	\$1,509,705	\$180,085	(\$1,329,620)	-88%	\$3,112,405	\$442,780	(\$2,669,625)	-86%
Electronic Shopping/Mail Order Houses	\$7,058,542	\$592,749	(\$6,465,793)	-92%	\$14,422,529	\$1,778,874	(\$12,643,656)	-88%	\$28,879,595	\$3,974,028	(\$24,905,567)	-86%
Sporting Goods/Hobby/Musical Instrument	\$716,788	\$175,057	(\$541,731)	-76%	\$1,472,382	\$920,993	(\$551,388)	-37%	\$3,048,031	\$1,146,919	(\$1,901,112)	-62%
Building Material/Supplies Dealers	\$3,903,729	\$1,810,332	(\$2,093,397)	-54%	\$7,979,430	\$2,804,612	(\$5,174,818)	-65%	\$16,464,508	\$8,407,998	(\$8,056,510)	-49%
Health/Personal Care Stores	\$3,712,488	\$2,041,794	(\$1,670,695)	-45%	\$7,580,823	\$4,527,219	(\$3,053,604)	-40%	\$15,590,852	\$6,638,446	(\$8,952,406)	-57%
Grocery Stores	\$7,539,273	\$4,191,106	(\$3,348,167)	-44%	\$15,399,823	\$8,333,020	(\$7,066,802)	-46%	\$31,697,186	\$9,239,724	(\$22,457,463)	-71%
Other Motor Vehicle Dealers	\$732,235	\$502,969	(\$229,266)	-31%	\$1,499,408	\$899,133	(\$600,275)	-40%	\$3,090,865	\$989,855	(\$2,101,010)	-68%
Limited-Service Eating Places	\$3,369,925	\$2,475,371	(\$894,554)	-27%	\$6,919,399	\$4,425,098	(\$2,494,301)	-36%	\$12,447,827	\$5,821,320	(\$6,626,507)	-53%
Automotive Parts/Accessories/Tire	\$1,100,529	\$837,895	(\$262,634)	-24%	\$2,247,575	\$1,520,628	(\$726,947)	-32%	\$4,625,516	\$1,789,049	(\$2,836,466)	-61%
Full-Service Restaurants	\$2,786,944	\$2,267,269	(\$519,675)	-19%	\$5,701,237	\$4,053,084	(\$1,648,154)	-29%	\$9,695,196	\$4,474,578	(\$5,220,618)	-54%
Special Food Services	\$733,499	\$807,969	\$74,470	10%	\$1,506,048	\$2,330,835	\$824,787	55%	\$2,710,926	\$4,139,111	\$1,428,185	53%
Specialty Food Stores	\$230,511	\$271,487	\$40,976	18%	\$470,845	\$498,019	\$27,174	6%	\$969,499	\$613,388	(\$356,111)	-37%
Other General Merchandise Stores	\$6,512,365	\$8,344,974	\$1,832,608	28%	\$13,306,470	\$15,362,436	\$2,055,966	15%	\$27,335,686	\$16,911,755	(\$10,423,931)	-38%
Gasoline Stations	\$6,375,982	\$9,253,037	\$2,877,055	45%	\$13,034,334	\$18,288,362	\$5,254,027	40%	\$26,838,909	\$23,547,619	(\$3,291,290)	-12%
Electronics/Appliance	\$1,088,948	\$1,753,125	\$664,176	61%	\$2,223,265	\$2,225,465	\$2,199	0%	\$4,092,605	\$2,507,482	(\$1,585,122)	-39%
Clothing Stores	\$2,226,194	\$3,585,977	\$1,359,784	61%	\$4,567,810	\$3,585,977	(\$981,832)	-21%	\$9,458,215	\$3,853,677	(\$5,604,538)	-59%
Beer/Wine/Liquor Stores	\$651,790	\$1,207,951	\$556,160	85%	\$1,333,205	\$2,159,393	\$826,188	62%	\$2,743,647	\$2,421,526	(\$322,121)	-12%
Office Supplies/Stationary/Gift	\$338,732	\$757,627	\$418,894	124%	\$692,411	\$757,627	\$65,216	9%	\$1,367,254	\$779,760	(\$587,494)	-43%
Florists/Misc. Store Retailers	\$85,613	\$307,796	\$222,183	260%	\$174,966	\$379,066	\$204,101	117%	\$360,756	\$562,551	\$201,795	56%
Direct Selling Establishments	\$350,206	\$1,339,877	\$989,671	283%	\$714,453	\$2,130,839	\$1,416,386	198%	\$1,465,553	\$2,764,989	\$1,299,436	89%
Lawn/Garden Equipment/Supplies Stores	\$489,224	\$2,526,610	\$2,037,386	416%	\$999,675	\$4,770,846	\$3,771,171	377%	\$2,061,677	\$8,826,446	\$6,764,769	328%
Used Merchandise Stores	\$206,903	\$1,568,705	\$1,361,802	658%	\$423,610	\$1,832,613	\$1,409,003	333%	\$870,388	\$1,953,468	\$1,083,081	124%
Consumer Demand/Market Supply Index	\$68,725,797	\$46,645,556	147		\$140,557,954	\$88,491,373	159		\$283,466,327	\$143,961,009	197	

Consumer Demand & Market Supply Assessment



By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	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	\$10,840,773	\$199,921	(\$10,640,852)	-98%	\$22,179,765	\$4,230,866	(\$17,948,899)	-81%	\$45,645,646	\$26,443,218	(\$19,202,427)	-42%
Furniture/Sleep/Outdoor/Patio Furniture	\$1,664,600	\$394,340	(\$1,270,260)	-76%	\$3,402,906	\$620,066	(\$2,782,840)	-82%	\$7,021,475	\$880,234	(\$6,141,241)	-87%
Floor/Floor Coverings	\$535,619	\$141,379	(\$394,241)	-74%	\$1,093,941	\$224,626	(\$869,314)	-79%	\$2,250,199	\$577,888	(\$1,672,310)	-74%
Retailer Services	\$2,011,112	\$632,189	(\$1,378,923)	-69%	\$4,126,847	\$1,584,800	(\$2,542,047)	-62%	\$8,548,452	\$5,029,878	(\$3,518,574)	-41%
Jewelry (including Watches)	\$583,227	\$204,736	(\$378,491)	-65%	\$1,197,577	\$261,160	(\$936,417)	-78%	\$2,483,390	\$325,935	(\$2,157,456)	-87%
Footwear, including Accessories	\$796,421	\$299,268	(\$497,153)	-62%	\$1,639,135	\$407,048	(\$1,232,087)	-75%	\$3,404,496	\$498,546	(\$2,905,950)	-85%
Automotive Tires/Tubes/Batteries/Parts	\$2,108,086	\$844,177	(\$1,263,909)	-60%	\$4,303,862	\$1,822,579	(\$2,481,283)	-58%	\$8,852,936	\$3,725,982	(\$5,126,954)	-58%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$9,382,401	\$3,799,543	(\$5,582,859)	-60%	\$19,156,934	\$7,866,892	(\$11,290,041)	-59%	\$39,384,685	\$11,094,674	(\$28,290,012)	-72%
Alcoholic Drinks Served at the Establishment	\$1,212,747	\$513,760	(\$698,987)	-58%	\$2,458,622	\$926,961	(\$1,531,661)	-62%	\$3,591,641	\$1,045,690	(\$2,545,951)	-71%
Dimensional Lumber/Other Building Materials	\$1,653,247	\$781,124	(\$872,123)	-53%	\$3,378,101	\$1,214,893	(\$2,163,207)	-64%	\$6,973,529	\$3,609,685	(\$3,363,844)	-48%
Pets/Pet Foods/Pet Supplies	\$541,502	\$261,855	(\$279,647)	-52%	\$1,109,336	\$531,212	(\$578,124)	-52%	\$2,298,610	\$790,713	(\$1,507,897)	-66%
Paints/Sundries/Wallpaper/Wall Coverings	\$297,825	\$152,126	(\$145,699)	-49%	\$607,368	\$240,645	(\$366,723)	-60%	\$1,253,488	\$667,434	(\$586,053)	-47%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$507,822	\$261,993	(\$245,830)	-48%	\$1,046,800	\$739,500	(\$307,300)	-29%	\$2,172,864	\$972,158	(\$1,200,706)	-55%
Hardware/Tools/Plumbing/Electrical Supplies	\$1,093,061	\$594,436	(\$498,626)	-46%	\$2,235,593	\$971,026	(\$1,264,567)	-57%	\$4,612,905	\$2,429,699	(\$2,183,205)	-47%
Books/Periodicals	\$270,974	\$156,240	(\$114,734)	-42%	\$554,931	\$219,583	(\$335,348)	-60%	\$1,138,120	\$270,243	(\$867,876)	-76%
Small Electric Appliances	\$113,501	\$69,660	(\$43,841)	-39%	\$232,186	\$127,483	(\$104,703)	-45%	\$479,068	\$167,528	(\$311,540)	-65%
Kitchenware/Home Furnishings	\$672,184	\$442,155	(\$230,029)	-34%	\$1,384,236	\$689,461	(\$694,775)	-50%	\$2,867,780	\$924,678	(\$1,943,102)	-68%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$265,384	\$175,002	(\$90,381)	-34%	\$544,644	\$304,652	(\$239,993)	-44%	\$1,131,967	\$407,319	(\$724,648)	-64%
Computer Hardware/Software/Supplies	\$1,192,734	\$871,901	(\$320,832)	-27%	\$2,419,412	\$1,244,778	(\$1,174,634)	-49%	\$3,515,818	\$1,626,405	(\$1,889,413)	-54%
Groceries/Other Food Items (Off Premises)	\$10,405,305	\$7,964,046	(\$2,441,259)	-23%	\$21,252,023	\$15,210,276	(\$6,041,747)	-28%	\$43,871,903	\$17,343,879	(\$26,528,024)	-60%
Sewing/Knitting Materials/Supplies	\$26,387	\$20,912	(\$5,475)	-21%	\$53,465	\$55,828	\$2,363	4%	\$108,864	\$67,731	(\$41,132)	-38%
Optical Goods (incl Eyeglasses, Sunglasses)	\$142,011	\$114,861	(\$27,150)	-19%	\$291,621	\$233,876	(\$57,746)	-20%	\$605,040	\$315,640	(\$289,400)	-48%
Meats/Nonalcoholic Beverages	\$6,408,617	\$5,371,593	(\$1,037,024)	-16%	\$13,161,400	\$10,517,114	(\$2,644,286)	-20%	\$23,694,139	\$14,126,262	(\$9,567,877)	-40%
Audio Equipment/Musical Instruments	\$330,277	\$310,131	(\$20,146)	-6%	\$676,006	\$489,884	(\$186,122)	-28%	\$1,395,630	\$599,187	(\$796,443)	-57%
Cigars/Cigarettes/Tobacco/Accessories	\$916,633	\$940,250	\$23,616	3%	\$1,855,587	\$1,851,143	(\$4,444)	0%	\$3,806,166	\$2,331,870	(\$1,474,296)	-39%
Toys/Hobby Goods/Games	\$291,488	\$301,765	\$10,277	4%	\$594,945	\$562,523	(\$32,423)	-5%	\$1,227,935	\$673,848	(\$554,087)	-45%
Womens/Juniors/Misses Wear	\$1,975,952	\$2,064,971	\$89,019	5%	\$4,050,015	\$2,283,586	(\$1,766,429)	-44%	\$8,366,332	\$2,611,548	(\$5,754,784)	-69%
Major Household Appliances	\$230,620	\$242,222	\$11,602	5%	\$474,271	\$343,346	(\$130,925)	-28%	\$981,212	\$585,194	(\$396,018)	-40%
Automotive Lubricants (incl Oil, Greases)	\$230,620	\$242,222	\$11,602	5%	\$474,271	\$343,346	(\$130,925)	-28%	\$981,212	\$585,194	(\$396,018)	-40%
Mens Wear	\$744,842	\$784,923	\$40,081	5%	\$1,538,183	\$956,812	(\$581,371)	-38%	\$3,197,685	\$1,121,477	(\$2,076,209)	-65%
Soaps/Detergents/Household Cleaners	\$327,878	\$360,631	\$32,752	10%	\$666,111	\$668,633	\$2,522	0%	\$1,363,076	\$820,390	(\$542,687)	-40%
All Other Merchandise	\$2,335,858	\$2,701,445	\$365,587	16%	\$4,780,466	\$3,833,742	(\$946,724)	-20%	\$9,834,880	\$4,704,885	(\$5,129,995)	-52%
Paper/Related Products	\$307,126	\$381,313	\$74,188	24%	\$625,408	\$700,493	\$75,085	12%	\$1,281,213	\$790,226	(\$490,987)	-38%
Packaged Liquor/Wine/Beer	\$1,176,168	\$1,502,532	\$326,363	28%	\$2,407,129	\$2,760,778	\$353,648	15%	\$4,969,511	\$3,165,518	(\$1,803,993)	-36%
Childrens Wear/Infants/Toddlers Clothing	\$329,336	\$431,592	\$102,256	31%	\$672,041	\$524,496	(\$147,545)	-22%	\$1,409,294	\$600,591	(\$808,702)	-57%
Photographic Equipment/Supplies	\$84,341	\$111,922	\$27,581	33%	\$172,499	\$164,957	(\$7,542)	-4%	\$359,156	\$198,725	(\$160,431)	-45%
Televisions/VCR/Video Cameras/DVD etc	\$424,560	\$619,705	\$195,145	46%	\$871,126	\$959,673	\$88,547	10%	\$1,800,764	\$1,116,159	(\$684,605)	-38%
Automotive Fuels	\$5,273,145	\$7,911,785	\$2,638,640	50%	\$10,788,197	\$15,584,854	\$4,796,657	44%	\$22,305,899	\$20,025,848	(\$2,280,050)	-10%
Lawn/Garden/Farm Equipment/Supplies	\$955,634	\$2,699,166	\$1,743,531	182%	\$1,951,564	\$4,880,873	\$2,929,308	150%	\$4,022,427	\$8,960,012	\$4,937,585	123%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$168,355	\$933,310	\$764,955	454%	\$342,430	\$1,512,045	\$1,169,615	342%	\$700,619	\$2,004,609	\$1,303,990	186%

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.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area