

**MARKET POTENTIAL ANALYSIS BY CATEGORY**

The following tables represent Sales Potential and Consumer Spending Data within the Primary Trade Area (PTA) and La Porte City Limits. Consumer spending data is derived from the Bureau of Labor Statistics with ESRI forecasts for 2010 and 2015 projections. Supply estimates are sales to consumers by establishment, and exclude business to business sales. Demand estimates reflect the expected amount spent by consumers at retail outlets. A positive value (+) represents "leakage" or "under-supply" and negative values (-) reflect "over-supply". Data for this section is provided by ESRI, MediaMark and InfoUSA. Note that the following table is an aggregate of sales and demand for the La Porte PTA.

The most undersupplied categories in the La Porte PTA include:

**1. Automobile Dealers (NAICS 4411): \$320,111,095**

Currently, most of the automobile dealers in La Porte are located on Spencer Highway at State Highway 146 or between East Boulevard and Underwood Road. This category is also undersupplied in La Porte by \$48,420,041. Currently, in La Porte city limits, there are \$5,925,672 in sales and \$54,345,713 in demand.

**2. Clothing Stores (NAICS 4481): \$90,795,203**

Most of the clothing stores in La Porte are located east of State Highway 146. This category is also undersupplied in La Porte. Currently, in La Porte city limits, there are \$13,980,568 of demand and only \$1,668,168 of supply.

**3. Department Stores Excluding Leased Depts. (NAICS 4521): \$50,551,857**

Department stores are also undersupplied in La Porte city limits. Currently, there are \$20,498,272 of demand and \$1,006,426 of supply in this category in La Porte city limits. The major Department Store locations are San Jacinto Mall and Baybrook Mall.

**4. Other General Merchandise Stores (NAICS 4529): \$43,189,455**

The closest shopping area for Other General Merchandise Stores would be Pasadena

or Kemah. Currently, there is no supply within the La Porte city limits that is satisfying the \$35,617,812 demand of the residents of La Porte. A good portion of this demand is most likely being satisfied by the Walmart in Deer Park at East Boulevard and Spencer Highway.

**5. Furniture Stores (NAICS 4421): \$33,651,048**

There are a few furniture stores in La Porte city limits, but only making up \$320,023 in supply. There is currently a residential demand of \$4,440,693 in La Porte.

The most oversupplied categories include:

**1. Gasoline Stations (NAICS 4471): -\$698,457,280**

A majority of the 28 Gasoline Station locations in La Porte are located along Main Street/ Spencer Highway or Fairmont Parkway.

**2. Grocery Stores (NAICS 4451): -\$244,586,150**

The only major grocer in La Porte city limits is Kroger on the northwest corner of Fairmont Parkway and State Highway 146. Within La Porte city limits there is \$51,610,932 in demand and \$24,879,110 of supply (sales). From these numbers, it is apparent that over half of the grocery demand from La Porte residents is being satisfied in the surrounding areas outside of La Porte city limits.

**3. Limited-Service Eating Places (NAICS 7222): -\$99,579,445**

Most of the 17 Limited-Service Eating Places in La Porte are located at or near the intersection of Fairmont Parkway and State Highway 146. This category is oversupplied in the Primary Trade Area, but is undersupplied in the city limits by \$2,294,739.

**4. Bldg Material & Supplies Dealers (NAICS 4441): -\$25,279,935**

Building material and supplies dealers are mostly located at State Highway 225 and Battleground Road or on Broadway Street in east La Porte. This category is oversupplied in the Primary Trade Area but undersupplied in the city limits by \$7,266,354.

INDUSTRY GROUP	LA PORTE PTA			LA PORTE CITY LIMITS		
	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP
Total Retail Trade and Food & Drink	\$4,101,783,163	\$4,487,642,414	-\$385,859,251	\$351,602,820	\$246,621,239	\$104,981,581
Total Retail Trade (NAICS 44-45)	\$3,685,589,395	\$3,975,231,528	-\$289,642,133	\$316,746,731	\$214,205,814	\$102,540,917
Total Food & Drink (NAICS 722)	\$416,193,767	\$512,410,886	-\$96,217,118	\$34,856,089	\$32,415,425	\$2,440,664

INDUSTRY GROUP	LA PORTE PTA			LA PORTE CITY LIMITS		
	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP
Automobile Dealers (NAICS 4411)	\$623,317,089	\$303,205,994	\$320,111,095	\$54,345,713	\$5,925,672	\$48,420,041
Other Motor Vehicle Dealers (NAICS 4412)	\$38,449,145	\$62,515,712	-\$24,066,567	\$3,355,663	\$4,060,070	-\$704,407
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$60,179,363	\$76,041,063	-\$15,861,700	\$5,134,040	\$26,004,800	-\$20,870,760



INDUSTRY GROUP	LA PORTE PTA			LA PORTE CITY LIMITS		
	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	RETAIL GAP
Furniture Stores (NAICS 4421)	\$52,021,907	\$18,370,859	\$33,651,048	\$4,440,693	\$320,023	\$4,120,670
Home Furnishings Stores (NAICS 4422)	\$34,700,222	\$14,127,143	\$20,573,079	\$2,945,444	\$865,427	\$2,080,017
Electronics & Appliance Stores (NAICS 443/4431)	\$108,425,988	\$94,403,682	\$14,022,305	\$9,316,243	\$1,407,115	\$7,909,128
Building Material and Supplies Dealers (NAICS 4441)	\$107,132,859	\$132,412,794	-\$25,279,935	\$9,357,576	\$2,091,222	\$7,266,354
Lawn and Garden and Supplies Stores (NAICS 4442)	\$13,104,543	\$9,183,963	\$3,920,580	\$1,197,149	\$658,297	\$538,852
Grocery Stores (NAICS 4451)	\$605,786,991	\$850,373,141	-\$244,586,150	\$51,610,932	\$24,879,110	\$26,731,822
Specialty Food Stores (NAICS 4452)	\$18,465,543	\$18,360,581	\$104,962	\$1,563,559	\$1,479,354	\$84,205
Beer, Wine, and Liquor Stores (NAICS 4453)	\$27,980,664	\$38,637,978	-\$10,657,314	\$2,375,023	\$2,077,608	\$297,415
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$274,218,235	\$295,480,097	-\$21,261,862	\$23,896,408	\$19,719,725	\$4,176,683
Gasoline Stations (NAICS 447/NAICS 4471)	\$428,236,812	\$1,126,694,093	-\$698,457,280	\$37,150,020	\$112,831,785	-\$75,681,765
Clothing Stores (NAICS 4481)	\$167,224,403	\$76,429,199	\$90,795,203	\$13,980,568	\$1,668,168	\$12,312,400
Shoe Stores (NAICS 4482)	\$28,150,642	\$17,690,820	\$10,459,822	\$2,339,851	\$516,250	\$1,823,601
Jewelry, Luggage, and Leather Goods (NAICS 4483)	\$34,564,373	\$16,973,067	\$17,591,306	\$2,934,763	\$317,129	\$2,617,634
Sporting Goods/Hobby/Musical (NAICS 4511)	\$72,160,705	\$81,472,807	-\$9,312,102	\$6,145,686	\$1,946,677	\$4,199,009
Book, Periodical, and Music Stores (NAICS 4512)	\$23,332,638	\$10,767,349	\$12,565,289	\$1,964,977	\$445,302	\$1,519,675
Department Stores Excl Leased Depts. (NAICS 4521)	\$241,177,933	\$190,626,076	\$50,551,857	\$20,498,272	\$1,006,426	\$19,491,846
Other General Merchandise Stores (NAICS 4529)	\$416,976,845	\$373,787,390	\$43,189,455	\$35,617,812	\$0	\$35,617,812
Florists (NAICS 4531)	\$4,032,736	\$4,171,961	-\$139,225	\$364,014	\$394,733	-\$30,719
Office Supplies, Stationery, and Gifts(NAICS 4532)	\$23,142,379	\$23,956,404	-\$814,025	\$1,988,764	\$974,342	\$1,014,422
Used Merchandise Stores (NAICS 4533)	\$20,327,902	\$10,170,629	\$10,157,272	\$1,715,707	\$2,014,728	-\$299,021
Other Miscellaneous Store Retailers (NAICS 4539)	\$51,468,291	\$40,733,509	\$10,734,782	\$4,551,411	\$1,551,953	\$2,999,458
Full-Service Restaurants (NAICS 7221)	\$163,113,108	\$144,707,288	\$18,405,821	\$13,651,721	\$12,034,735	\$1,616,986
Limited-Service Eating Places (NAICS 7222)	\$213,013,199	\$312,592,644	-\$99,579,445	\$17,883,639	\$15,588,900	\$2,294,739
Special Food Services (NAICS 7223)	\$11,519,326	\$24,651,375	-\$13,132,049	\$959,832	\$1,281,634	-\$321,802
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$28,548,134	\$30,459,578	-\$1,911,445	\$2,360,897	\$3,510,156	-\$1,149,259

(Source: ESRI)

**DEMAND BY RANGE**

The following tables show demand broken down by distance. Each band is mutually exclusive. For instance the 3 - 5 mile band only is taking into account demand and supply within that band and does not include the demand and supply within the 0 - 3 mile band. Using this method, there is a demand for 490,387 square feet of additional retail in the City

of La Porte. The table starting below (Demand Summary) is a summation of the four tables on pages 22 through 24. The map on page 21 gives a reference of the size of each of the ranges (0 - 3 miles, 3 - 5 miles, 5 - 10 miles, and 10 - 20 miles). The pages following the map is the breakdown of how each range's demand was calculated.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Furniture Stores	2,299	3,138	7,953	1,212	14,601

The Furniture Store industry has been hurt recently by declines in disposable income, homeownership rates, and increases in competition. From 2008 to 2013, the annual revenue growth for this industry was 0.0%. From 2013 to 2018, the annual revenue growth for this industry is expected to be 2.1%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Home Furnishings Stores	1,089	2,238	5,250	5,129	13,706

The Home Furnishings industry has been hurt recently by declines in disposable income, but is on an upward trend due to consumers seeking higher end furnishings that mass merchandise retailers cannot cater to. From 2008 to 2013, the annual revenue growth for this industry was 1.0%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Electronics & Appliance Stores	10,872	5,911	805	-	17,588

The Electronics & Appliance stores industry has been hurt recently by declines in disposable income and online purchases. From 2008 to 2013, the annual revenue growth for this industry was -4.6%. 96% of the industry's revenue is reported by Best Buy, Apple, Fry's, and RadioShack.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Building Material & Supplies Dealers	11,968	16,963	-	3,680	32,611

The Building Material and Supplies Dealers industry is on the rise as more people are becoming homeowners have more disposable income that can be spent on remodeling their home. From 2008 to 2013, the annual revenue growth for this industry was 0.5%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Lawn & Garden Equipment & Supply Stores	1,211	1,996	875	1,862	5,944

The Lawn & Garden Equipment & Supply Stores industry is expected to continue the trend of declining revenue over the next five years as consumers look towards home improvement stores as a one stop shop. From 2008 to 2013, the annual revenue growth for this industry was -2.0%.

(Source: Catalyst, ESRI, IBISWorld)

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Grocery Stores	36,686	9,190	-	-	45,876

The Grocery industry will slowly be growing and recovering from the recent economic downturn as consumers with more disposable income will increase purchases of name brand items. From 2008 to 2013, the annual revenue growth for this industry was -0.4%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Specialty Food Stores	-	-	309	-	309

The Specialty Food Stores industry is expected to grow as disposable incomes of consumers grow, but larger grocery stores that function as a one stop shop will continue to impede growth. From 2008 to 2013, the annual revenue growth for this industry was 0.1%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Health & Personal Care Stores	2,618	36,259	-	-	38,878

The Health & Personal Care Stores industry is expected to grow with the aging population, product innovation, and increased sales of name brand items as disposable incomes increase. From 2008 to 2013, the annual revenue growth for this industry was 1.3%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Gasoline Stations	-	8,412	-	-	8,412

The Gasoline Station industry is expected to continue to grow as consumers with more disposable incomes are driving more. From 2008 to 2013, the annual revenue growth for this industry was 0.8%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Clothing Stores	18,541	24,928	22,433	3,678	69,581

As with many soft goods, as disposable incomes increase, so will spending in the Clothing Store category. From 2008 to 2013, the annual revenue growth for this industry was 0.4%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Shoe Stores	6,605	6,109	3,149	-	15,863

As with many soft goods, as disposable incomes increase, so will spending in the Shoe Stores category. From 2008 to 2013, the annual revenue growth for this industry was 1.8%.

(Source: Catalyst, ESRI, IBISWorld)

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Jewelry, Luggage & Leather Goods Stores	1,110	4,309	2,327	1,966	9,712

Demand for luxury accessories is expected to increase spending in the Jewelry, Luggage, and Leather Goods categories. From 2008 to 2013, the annual revenue growth for this industry was 0.5%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Sporting Goods/Hobby/Musical Instrument Stores	8,218	2,980	-	2,033	13,231

Small, independent retailers in these industries are finding it hard to compete with better merchandised, super-stores. The retailers in the super-store category will continue to do well. From 2008 to 2013, the annual revenue growth for this industry was -0.8%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Book, Periodical & Music Stores	2,374	413	2,386	1,054	6,228

As technology increases its presence in our modern lives, this industry will continue to decline in growth. From 2008 to 2013, the annual revenue growth for this industry was -2.8%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Department Stores Excluding Leased Departments	5,455	16,155	-	29,889	51,499

As disposable incomes increase, so will spending on soft goods and luxury items. This category isn't in the clear though, as online retailers will give the brick and mortar retailers stiff competition. From 2008 to 2013, the annual revenue growth for this industry was -1.2%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Other General Merchandise Stores	500	-	50,666	38,947	90,113

Growth in this category will continue to grow as consumers watch their dollar and spend more at one stop shops, rather than specialty retailers. This category capitalized on the recession by offering goods at a discount. From 2008 to 2013, the annual revenue growth for this industry was 4.7%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Florists	7	247	-	-	255

Florist shops are hurting from the increase of consumers purchasing flowers and arrangements at grocery stores and general merchandise stores. These one stop shops generally offer a similar product at a discount. From 2008 to 2013, the annual revenue growth for this industry was -0.4%.

(Source: Catalyst, ESRI, IBISWorld)

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Office Supplies, Stationery & Gift Stores	1,325	1,123	-	-	2,447

Increased spending by businesses, due to a recovering economy, is a probable cause for the growth in the Office Supply category. Similar to office supplies, Stationery and Gift stores will From 2008 to 2013, the annual revenue growth for this industry was -0.4%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Used Merchandise Stores	-	905	3,217	5,745	9,867

The demand for used goods was up during the recession but is expected to decline as disposable incomes increase. From 2008 to 2013, the annual revenue growth for this industry was 5.1%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Other Miscellaneous Store Retailers	5,641	3,691	1,894	2,393	13,619

This category includes Pet Stores, Art Dealers, Manufactured Home Dealers, and Small Specialty Retail Stores. From 2008 to 2013, the annual revenue growth for this industry was 1.3%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Full-Service Restaurants	4,845	-	10,476	9,955	25,277

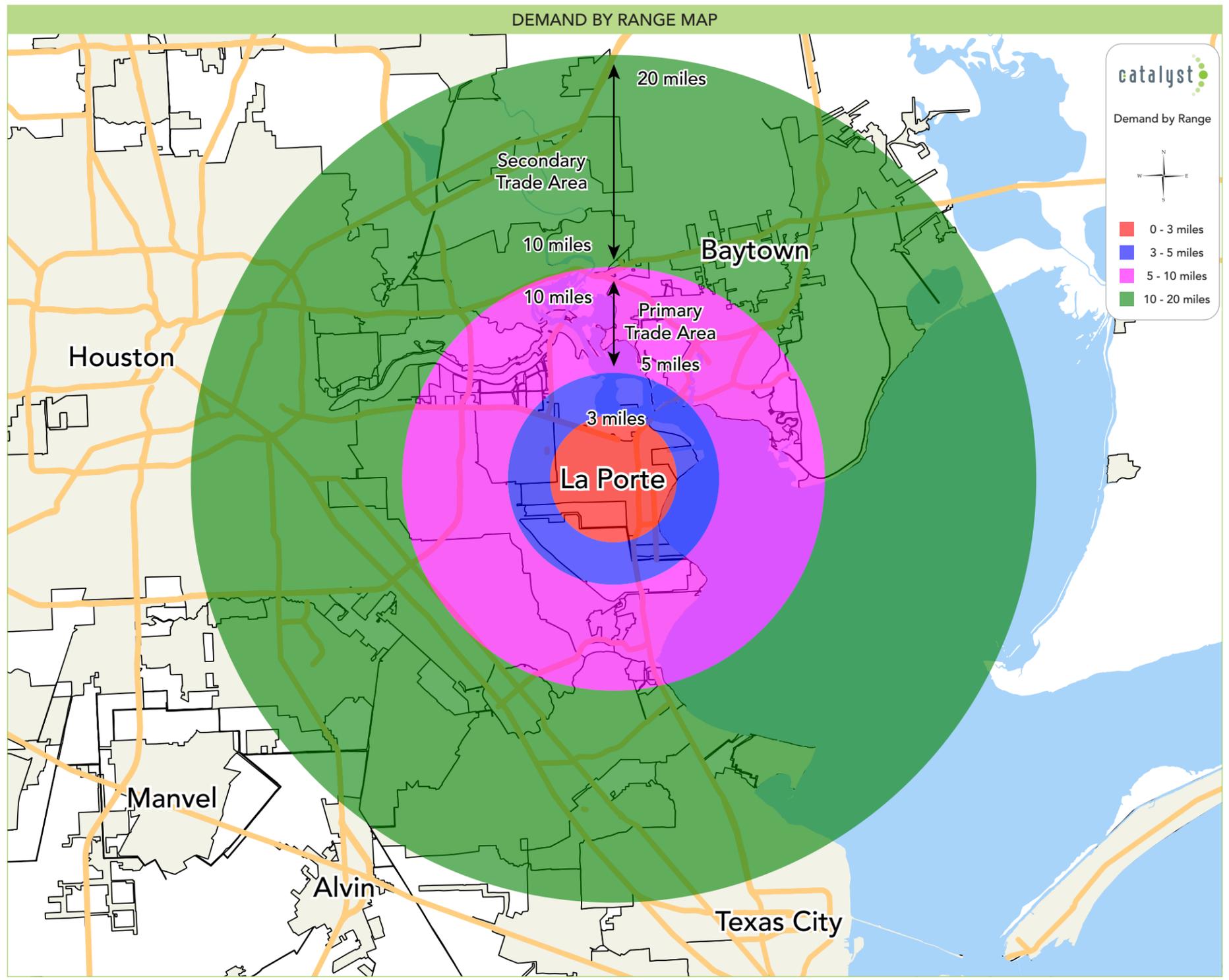
As consumer spending increases, restaurant spending will also increase. From 2008 to 2013, the annual revenue growth for this industry was 2.3%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Drinking Places - Alcoholic Beverages	-	4,770	-	-	4,770

This industry is still recovering from the tight wallets of the recession, and will continue to do so over the next five years. From 2008 to 2013, the annual revenue growth for this industry was 0.0%.

DEMAND SUMMARY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
<b>Total Demand (SF)</b>	<b>121,364</b>	<b>149,737</b>	<b>111,740</b>	<b>107,545</b>	<b>490,387</b>

(Source: Catalyst, ESRI, IBISWorld)



(Source: Catalyst)



0 - 3 MILES	DEMAND (\$)	SUPPLY (\$)	GAP (\$)	ESTIMATED CAPTURE (%)	SALES/SF	DEMAND (SF)
Furniture Stores	\$3,767,864	\$320,022	\$3,447,842	20%	\$300	2,299
Home Furnishings Stores	\$2,499,321	\$865,427	\$1,633,894	20%	\$300	1,089
Electronics & Appliance Stores	\$7,892,195	\$1,368,783	\$6,523,412	50%	\$300	10,872
Bldg Material & Supplies Dealers	\$7,913,516	\$1,929,533	\$5,983,983	60%	\$300	11,968
Lawn & Garden Equip & Supply Stores	\$999,845	\$636,599	\$363,246	100%	\$300	1,211
Grocery Stores	\$43,593,623	\$24,231,431	\$19,362,191	90%	\$475	36,686
Health & Personal Care Stores	\$20,184,574	\$19,202,712	\$981,862	80%	\$300	2,618
Clothing Stores	\$11,867,746	\$1,670,371	\$10,197,375	50%	\$275	18,541
Shoe Stores	\$1,982,165	\$542	\$1,981,623	50%	\$150	6,605
Jewelry, Luggage & Leather Goods Stores	\$2,499,870	\$168,730	\$2,331,140	15%	\$315	1,110
Sporting Goods/Hobby/Musical Instr Stores	\$5,189,244	\$2,107,458	\$3,081,786	80%	\$300	8,218
Book, Periodical & Music Stores	\$1,667,075	\$242,851	\$1,424,224	50%	\$300	2,374
Department Stores Excluding Leased Depts.	\$17,372,158	\$1,006,426	\$16,365,732	10%	\$300	5,455
Other General Merchandise Stores	\$30,084,877	\$29,984,924	\$99,953	100%	\$200	500
Florists	\$305,254	\$303,100	\$2,154	100%	\$300	7
Office Supplies, Stationery & Gift Stores	\$1,682,173	\$887,392	\$794,781	50%	\$300	1,325
Other Miscellaneous Store Retailers	\$3,839,423	\$1,413,853	\$2,425,570	50%	\$215	5,641
Full-Service Restaurants	\$11,570,095	\$8,996,054	\$2,574,041	80%	\$425	4,845
<b>0 - 3 Miles Total Demand (SF)</b>						<b>121,364</b>

(Source: Catalyst, ESRI)

3 - 5 MILES	DEMAND (\$)	SUPPLY (\$)	GAP (\$)	ESTIMATED CAPTURE (%)	SALES/SF	DEMAND (SF)
Furniture Stores	\$5,242,213	\$535,287	\$4,706,926	20%	\$300	3,138
Home Furnishings Stores	\$3,580,864	\$223,773	\$3,357,091	20%	\$300	2,238
Electronics & Appliance Stores	\$10,986,777	\$2,120,934	\$8,865,843	20%	\$300	5,911
Bldg Material & Supplies Dealers	\$11,455,930	\$1,277,983	\$10,177,948	50%	\$300	16,963
Lawn & Garden Equip & Supply Stores	\$1,411,900	\$214,264	\$1,197,636	50%	\$300	1,996
Grocery Stores	\$60,763,068	\$38,937,204	\$21,825,863	20%	\$475	9,190
Health & Personal Care Stores	\$28,101,464	\$6,345,912	\$21,755,552	50%	\$300	36,259
Gasoline Stations	\$42,955,168	\$37,907,954	\$5,047,214	50%	\$300	8,412
Clothing Stores	\$16,719,133	\$3,008,636	\$13,710,497	50%	\$275	24,928
Shoe Stores	\$2,794,521	\$961,967	\$1,832,553	50%	\$150	6,109
Jewelry, Luggage & Leather Goods Stores	\$3,479,034	\$764,104	\$2,714,930	50%	\$315	4,309
Sporting Goods/Hobby/Musical Instr Stores	\$7,298,606	\$2,828,866	\$4,469,741	20%	\$300	2,980
Book, Periodical & Music Stores	\$2,304,936	\$1,684,912	\$620,024	20%	\$300	413
Department Stores Excluding Leased Depts.	\$24,243,937	\$12,175	\$24,231,762	20%	\$300	16,155
Florists	\$438,068	\$289,584	\$148,484	50%	\$300	247
Office Supplies, Stationery & Gift Stores	\$2,353,325	\$669,494	\$1,683,831	20%	\$300	1,123
Used Merchandise Stores	\$2,018,788	\$661,043	\$1,357,745	10%	\$150	905
Other Miscellaneous Store Retailers	\$5,263,740	\$1,295,768	\$3,967,973	20%	\$215	3,691
Drinking Places - Alcoholic Beverages	\$2,866,205	\$958,062	\$1,908,144	75%	\$300	4,770
<b>3 - 5 Miles Total Demand (SF)</b>						<b>149,737</b>

(Source: Catalyst, ESRI)

5 - 10 MILES	DEMAND (\$)	SUPPLY (\$)	GAP (\$)	ESTIMATED CAPTURE (%)	SALES/SF	DEMAND (SF)
Furniture Stores	\$45,030,520	\$21,171,768	\$23,858,752	10%	\$300	7,953
Home Furnishings Stores	\$29,950,279	\$14,201,634	\$15,748,645	10%	\$300	5,250
Electronics & Appliance Stores	\$93,771,511	\$91,356,592	\$2,414,918	10%	\$300	805
Lawn & Garden Equip & Supply Stores	\$11,205,287	\$8,579,654	\$2,625,633	10%	\$300	875
Specialty Food Stores	\$16,011,169	\$15,083,590	\$927,579	5%	\$150	309
Clothing Stores	\$145,059,517	\$83,367,470	\$61,692,047	10%	\$275	22,433
Shoe Stores	\$24,456,064	\$19,732,455	\$4,723,609	10%	\$150	3,149
Jewelry, Luggage & Leather Goods Stores	\$29,932,401	\$22,602,528	\$7,329,873	10%	\$315	2,327
Book, Periodical & Music Stores	\$20,265,591	\$13,106,454	\$7,159,137	10%	\$300	2,386
Other General Merchandise Stores	\$361,216,958	\$310,551,024	\$50,665,934	20%	\$200	50,666
Used Merchandise Stores	\$17,642,152	\$7,990,985	\$9,651,167	5%	\$150	3,217
Other Miscellaneous Store Retailers	\$44,392,802	\$40,321,392	\$4,071,411	10%	\$215	1,894
Full-Service Restaurants	\$141,609,152	\$126,768,137	\$14,841,015	30%	\$425	10,476
<b>5 - 10 Miles Total Demand (SF)</b>						<b>111,740</b>

(Source: Catalyst, ESRI)

10 - 20 MILES	DEMAND (\$)	SUPPLY (\$)	GAP (\$)	ESTIMATED CAPTURE (%)	SALES/SF	DEMAND (SF)
Furniture Stores	\$105,428,924	\$98,157,237	\$7,271,687	5%	\$300	1,212
Home Furnishings Stores	\$68,651,674	\$37,878,122	\$30,773,552	5%	\$300	5,129
Bldg Material & Supplies Dealers	\$211,876,075	\$189,796,668	\$22,079,406	5%	\$300	3,680
Lawn & Garden Equip & Supply Stores	\$26,517,173	\$15,347,726	\$11,169,447	5%	\$300	1,862
Clothing Stores	\$336,009,068	\$315,777,414	\$20,231,654	5%	\$275	3,678
Jewelry, Luggage & Leather Goods Stores	\$68,409,855	\$56,026,180	\$12,383,675	5%	\$315	1,966
Sporting Goods/Hobby/Musical Instr Stores	\$145,082,537	\$132,882,115	\$12,200,422	5%	\$300	2,033
Book, Periodical & Music Stores	\$46,781,014	\$30,965,248	\$15,815,766	2%	\$300	1,054
Department Stores Excluding Leased Depts.	\$490,947,582	\$401,280,063	\$89,667,519	10%	\$300	29,889
Other General Merchandise Stores	\$860,229,616	\$808,299,631	\$51,929,984	15%	\$200	38,947
Used Merchandise Stores	\$40,783,687	\$23,547,884	\$17,235,804	5%	\$150	5,745
Other Miscellaneous Store Retailers	\$107,061,532	\$101,915,864	\$5,145,668	10%	\$215	2,393
Full-Service Restaurants	\$330,718,865	\$246,098,550	\$84,620,315	5%	\$425	9,955
<b>10 - 20 Miles Total Demand (SF)</b>						<b>107,545</b>

(Source: Catalyst, ESRI)