

Retail Market Power Opportunity Gap Analysis (sample)

Retail Stores	Texas (2014)		Raymondville, Texas			
	TX Avg Employee Size per Establishment	TX Avg Sales per Establishment	Consumer Expenditures	Retail Sales	Opportunity Gap or (Surplus)	Potential
Total Retail Sales Incl Eating and Drinking Places			89,988,077	138,806,281	(48,818,204)	
Motor Vehicle and Parts Dealers-441						
Automotive Dealers-4411	33	12,700,000	10,488,107	18,744,216	(8,256,109)	-0.7
Other Motor Vehicle Dealers-4412	8	1,800,000	1,664,643	0	1,664,643	0.9
Automotive Parts/Accsrs, Tire Stores-4413	6	400,000	1,092,196	1,869,062	(776,866)	-1.9
Furniture and Home Furnishings Stores-442						
Furniture Stores-4421	6	500,000	802,040	411,306	390,734	0.8
Home Furnishing Stores-4422	7	2,000,000	755,703	0	755,703	0.4
Electronics and Appliance Stores-443						
Appliances, TVs, Electronics Stores-44311						
Household Appliances Stores-443111	10	1,200,000	213,330	0	213,330	0.2
Radio, Television, Electronics Stores-4431	8	3,500,000	924,595	166,552	758,043	0.2
Computer and Software Stores-44312	5	300,000	374,437	0	374,437	1.2
Camera and Photographic Equipment Stores-44313	4	500,000	21,632	0	21,632	0.0
Building Material, Garden Equip Stores -444						
Building Material and Supply Dealers-4441	20	900,000	7,505,696	579,377	6,926,319	7.7
Building Materials, Lumberyards-444191						
Lawn, Garden Equipment, Supplies Stores-4442	6	400,000	1,384,381	0	1,384,381	3.5
Food and Beverage Stores-445						
Grocery Stores-4451	13	4,300,000	8,799,786	10,901,862	(2,102,076)	-0.5
Specialty Food Stores-4452	3	100,000	1,085,684	231,251	854,433	8.5
Beer, Wine and Liquor Stores-4453	4	400,000	2,808,402	0	2,808,402	7.0
Health and Personal Care Stores-446						
Pharmacies and Drug Stores-44611	13	900,000	5,095,584	4,095,309	1,000,275	1.1
Cosmetics, Beauty Supplies, Perfume Stores-44612	4	300,000	460,028	0	460,028	1.5
Optical Goods Stores-44613	5	800,000	218,468	424,627	(206,159)	-0.3
Other Health and Personal Care Stores-44614	5	400,000	578,410	0	578,410	1.4
Gasoline Stations-447						
Gasoline Stations With Conv Stores-44711	9	700,000	6,511,895	6,474,745	37,150	0.1
Other Gasoline Stations-44719						
Clothing and Clothing Accessories Stores-448						
Clothing Stores-4481						
Men's Clothing Stores-44811	10	3,000,000	120,625	0	120,625	0.0
Women's Clothing Stores-44812	5	200,000	581,064	51,750	529,314	2.6
Childrens, Infants Clothing Stores-44813	8	200,000	211,268	0	211,268	1.1
Family Clothing Stores-44814	15	1,800,000	1,379,747	0	1,379,747	0.8
Clothing Accessories Stores-44815	4	100,000	103,031	0	103,031	1.0
Other Clothing Stores-44819	4	200,000	212,311	0	212,311	1.1
Shoe Stores-4482	6	300,000	448,882	44,366	404,516	1.3
Jewelry, Luggage, Leather Goods Stores-4483						
Jewelry Stores-44831	4	700,000	910,572	0	910,572	1.3
Luggage and Leather Goods Stores-44832	5	500,000	175,682	0	175,682	0.4
Sporting Goods, Hobby, Book, Music Stores-451						
Sporting Goods, Hobby, Musical Inst Stores-4511						
Sporting Goods Stores-45111	5	300,000	900,557	0	900,557	3.0
Hobby, Toys and Games Stores-45112	4	1,500,000	479,843	0	479,843	0.3
Sew/Needlework/Piece Goods Stores-45113	3	100,000	165,141	0	165,141	1.7
Musical Instrument and Supplies Stores-45114	4	300,000	142,506	0	142,506	0.5
Book Stores-451211	7	200,000	117,874	0	117,874	0.6
News Dealers and Newsstands-451212	10	500,000	20,924	0	20,924	0.0
Prerecorded Tapes, CDs, Record Stores-451213	7	600,000	30,159	0	30,159	0.1
General Merchandise Stores-452						
Department Stores Excl Leased Depts-4521	109	41,000,000	5,481,112	67,024,995	(61,543,883)	-1.5
Other General Merchandise Stores-4529	21	9,300,000	7,097,042	5,708,023	1,389,019	0.1
Miscellaneous Store Retailers-453						
Florists-4531	3	100,000	89,773	180,667	(90,894)	-0.9
Office Supplies, Stationery, Gift Stores-4532						
Office Supplies and Stationery Stores-45321	12	400,000	453,211	0	453,211	1.1
Gift, Novelty and Souvenir Stores-45322	3	200,000	610,246	2,605,459	(1,995,213)	-10.0
Used Merchandise Stores-4533	3	600,000	178,398	0	178,398	0.3
Other Miscellaneous Store Retailers-4539	4	400,000	971,836	2,493,318	(1,521,482)	-3.8
Foodservice and Drinking Places-722						
Full-Service Restaurants-7221	18	600,000	3,482,004	5,903,878	(2,421,874)	-4.0
Limited-Service Eating Places-7222	12	500,000	3,254,911	6,127,396	(2,872,485)	-5.7
Special Foodservices-7223	12	500,000	873,393	0	873,393	1.7
Drinking Places -Alcoholic Beverages-7224	7	300,000	268,939	602,519	(333,580)	-1.1