

**Gap within Selected Retail Categories**  
5 Minute Drive Time, 2010

<b>Summary Demographics</b>	<b>5 Minute Drive</b>
2010 Population	145,530
2010 Households	55,940
2010 Median Disposable Income	\$48,575
2010 Per Capita Income	\$31,169

<b>Summary</b>	<b>Demand</b>	<b>Supply</b>	<b>Retail Gap (\$M)</b>
<b>Total Retail Trade and Food &amp; Drink</b>	<b>6,226,915,006</b>	<b>5,557,035,577</b>	<b>\$663.6</b>
Total Retail Trade	5,282,985,792	4,658,103,365	\$601.9
Total Food & Drink	943,929,214	898,932,212	\$61.7

<b>Industry Group</b>	<b>Demand</b>	<b>Supply</b>	<b>Retail Gap (\$M)</b>
<b>Furniture &amp; Home Furnishings Stores</b>	<b>\$51,490,419</b>	<b>\$40,201,126</b>	<b>\$11.3</b>
Furniture Stores	\$30,255,309	\$11,674,223	\$18.6
<b>Electronics &amp; Appliance Stores</b>	<b>\$42,132,141</b>	<b>\$15,440,657</b>	<b>\$26.7</b>
<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	<b>\$61,280,273</b>	<b>\$22,894,675</b>	<b>\$38.4</b>
Building Material and Supplies Dealers	\$58,258,683	\$22,349,370	\$35.9
Lawn and Garden Equipment and Supplies Stores	\$3,021,590	\$545,305	\$2.5
<b>Food &amp; Beverage Stores</b>	<b>\$275,069,857</b>	<b>\$259,808,254</b>	<b>\$15.3</b>
Grocery Stores	\$245,067,794	\$227,567,978	\$17.5
Specialty Food Stores	\$10,959,904	\$5,969,246	\$5.0
<b>Health &amp; Personal Care Stores</b>	<b>\$58,057,717</b>	<b>\$36,035,338</b>	<b>\$22.0</b>
<b>Clothing and Clothing Accessories Stores</b>	<b>\$73,316,637</b>	<b>\$61,113,875</b>	<b>\$12.2</b>
Clothing Stores	\$55,671,359	\$52,921,328	\$2.8
Shoe Stores	\$8,570,367	\$3,558,280	\$5.0
Jewelry, Luggage, and Leather Goods Stores	\$9,074,911	\$4,634,267	\$4.4
<b>Sporting Goods, Hobby, Book, and Music Stores</b>	<b>\$21,478,168</b>	<b>\$18,325,255</b>	<b>\$3.2</b>
Sporting Goods/Hobby/Musical Instrument Stores	\$11,834,342	\$7,944,727	\$3.9
<b>General Merchandise Stores</b>	<b>\$211,064,056</b>	<b>\$99,000,439</b>	<b>\$112.1</b>
Department Stores Excluding Leased Depts.	\$90,252,366	\$41,675,280	\$48.6
Other General Merchandise Stores	\$120,811,690	\$57,325,159	\$63.5
<b>Miscellaneous Store Retailers</b>	<b>\$26,155,007</b>	<b>\$15,892,877</b>	<b>\$10.3</b>
Florists	\$3,021,430	\$2,887,758	\$0.1
Office Supplies, Stationery, and Gift Stores	\$3,577,338	\$3,254,023	\$0.3
Other Miscellaneous Store Retailers	\$17,552,954	\$6,459,286	\$11.1
<b>Nonstore Retailers</b>	<b>\$75,580,049</b>	<b>\$54,015,442</b>	<b>\$21.6</b>
<b>Food Services &amp; Drinking Places</b>	<b>\$259,914,436</b>	<b>\$198,176,352</b>	<b>\$61.7</b>
Full-Service Restaurants	\$120,589,352	\$94,560,219	\$26.0
Limited-Service Eating Places	\$99,328,166	\$72,237,227	\$27.1
Special Food Services	\$27,221,723	\$14,476,047	\$12.7

Source: ESRI Business Analyst ; Houseal Lavigne Associates