City of Wixom

RETAIL MARKET ANALYSIS

INTRODUCTION

Retail market analysis identifies the market potential of a given geographic area. While this report was prepared to support the marketing of the Renton parcel, it can also be used by the City to plan for commercial use. The quantitative estimates of the demand for goods and services is a standard planning forecast to provide guidance in establishing land use policy. The benefits of conducting a retail market analysis include the following:

- To help existing businesses better understand their trade area and improve sales.
- To explore business development opportunities; and
- To demonstrate the economic importance of business areas within the City.

There are a host of intervening factors that may influence both the type and amount of commercial growth within the City. The ability of the City to attain its economic goals or potential can be influenced by such issues as access, physical limitations, commercial area aesthetics, competing opportunities in neighboring communities, and public opinion. Therefore, the forecast for commercial land demand in the City must be tempered by consideration of more specific local conditions.

The market analysis starts with the identification of a relevant trade area from which City consumers originate. The demographics and business statistics of the trade area are identified and the potential "buying power" of households within the trade area are analyzed. With this information, retail sector "gaps" and "surpluses" are identified for each major business category. A gap is where money from the trade area is not spent in the trade area. In other words, consumers who live within the trade area are spending their dollars outside the trade area. In some cases, there is a surplus of dollars being spent within the trade area. A surplus exists when local businesses are capturing both the local market and possibly attracting non-local shoppers as well. Where a gap exists and dollars are being spent elsewhere, there is potential for additional retail space to be supported within the trade area.

This analysis is not meant to be exhaustive. As a planning study, consideration of both quantitative and qualitative factors is essential in helping the City formulate realistic commercial policies. Such policies that are reflected by the amount of land that is both planned and zoned for commercial use.

TRADE AREA

A basic assumption of retail market analysis is that households will choose to make the majority of their purchases within a specific geographic area, particularly if it is convenient. A trade area is the geographic area from which a community generates the majority of its customers. Factors influencing a trade area include the following:

- **Population Characteristics.** Population and income drive the market.
- **Competing Business Districts.** Typically, there is a point within a trade area where customers are drawn to a competing center.
- **Mix of Businesses.** A critical mass of businesses pulls customers from a further distance than a more limited mix of businesses. Success breeds success.
- **Destination Attractions.** A significant destination business or community attraction can expand the trade area – drawing customers from a long distance.
- **Traffic Patterns.** Each area has distinct traffic patterns strongly impacted by its network of streets and highways.

Trade areas tend to be dynamic phenomenon where market penetration and accessibility are key issues. As a result, separate and distinct commercial areas may draw portions of the business from the same trade area. When assessing the market potential of a specific geographical area, trade areas are typically stated in terms of "drive-time" to a particular destination. Thus, a trade area will not likely coincide with community boundaries. For purposes of this analysis, trade areas are designated from the intersection of Pontiac Trail and Wixom Road. Trade areas service two (2) types of shopping: convenience trade areas and destination/comparison trade areas. Typically, a shorter drive time of 5-10 minutes (one (1) mile radius) will service the market for convenience needs. A longer drive time of 10-15 (three (3) mile radius) minutes serves a destination/comparison market. These two (2) types of markets are defined as follows:

A **convenience trade area** is based on the purchase of products and services needed on a regular basis, such as gasoline, groceries, and hair care. Because these purchases are relatively frequent, people usually find it more convenient to buy these products and services from businesses located close to their home or workplace. A grocery store's trade area can often be used to represent a community's convenience trade area. Thus, the drive-time is relatively short.

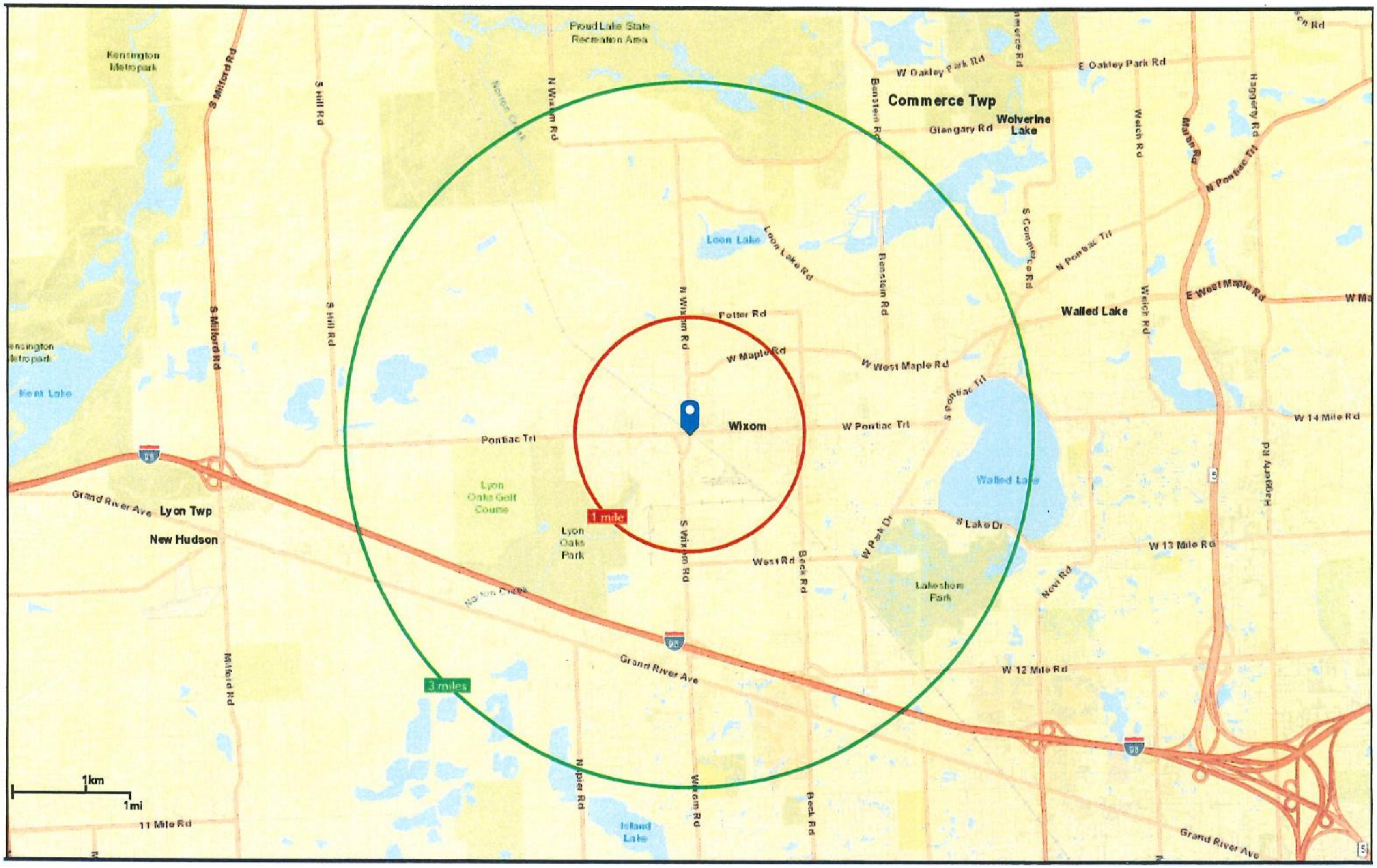
A **destination/comparison trade area** is based on the purchase of "major" products and services, such as appliances or furniture, or of products and services that are distinctive and unique. A destination/comparison trade area will draw from a greater distance.

Figure 1 on the following page depicts trade areas based on a one (1) and three (3) mile radius.

RETAIL MARKET ANALYSIS

Determining the amount and types of businesses which may be supported by a trade area is a function of population and household spending, represented as median disposable household income. Median disposable income is the amount of money households have to spend on consumer goods and services.

Pontiac Trail & Wixom Rd



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In essence, retail market analysis is an exercise to determine the "buying power" of the population in a particular geographic area.

Table 1 on the following page illustrates all of the background demographics relevant to retail market analysis. For comparison's sake, demographic statistics are provided for the entire area within the City boundaries.

TABLE 1. BACKGROUND DEMOGRAPHICS (2021 ESTIMATED) ONE (1) AND THREE (3) MILE RADIUS

2021 Est. Data	One (1) Mile Radius	Three (3) Mile Radius
Population	7,762	38,533
Number of Households	3,671	16,244
Median Disposable Income ($)	38,626	53,514

Source: Cobalt Community Research, 2021 360 Metrics Report

Gap/Surplus Analysis

Retail sector gap or "leakage" analysis compares existing levels of sales on consumer goods and services within a defined trade area to the potential sales based on the number and demographic characteristics of households within the area. Essentially, it is a measure of local spending power and a determination of where those dollars are spent.

Conducting a gap analysis is a useful indicator of the following:

- Indicating how well the retail needs of local residents are being met.
- Uncovering unmet demands and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector.
- Measuring the difference between actual and potential retail sales.

A retail gap or leakage means that residents are spending more on products than local businesses capture. In other words, consumers are spending their dollars outside the trade area which is proximate to where they live. Retail sales leakage suggests that there may be an unmet demand in the trade area and that the community can support additional store space for that type of business.

In most cases, if consumers are spending more dollars than local businesses capture, it means dollars are being exported to another market area. However, retail leakage does not always translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

A retail surplus means that the community's trade area is capturing the local market and, in all likelihood, attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business.

In the City of Wixom, there are both gaps or "leakage" and surpluses in the market represented within each trade area. In most cases, there are more retail gaps than there are surpluses, as illustrated in Table 2 and Table 3. The detailed analysis of retail demand and supply is provide in the Appendix.

Within a one (1) mile radius of the Wixom Rd./Pontiac Trail intersection, gaps exist in many retail categories that would support smaller stores such as specialty foods and beverages, gifts, clothing and shoes, and books, stationary, and office supplies.

However, within a three (3) mile radius, demand for a wider variety of goods and services broadens including restaurants and lounges, as well as the retail services that would be supported within a one(1) mile radius. Thus, it is realistic to believe that the Renton site could support smaller format specialty stores such as flowers, gifts, clothing, shoes and jewelry, specialty foods and beverages. There would also be a strong demand for eating and drinking establishments.

TABLE 2. GAP/SURPLUS ANALYSIS SUMMARY FOR ONE (1) MILE RADIUS

Retail Category	**One (1) Mile Radius**	
	Gap / Leakage	**Surplus**
Furniture Stores / Home Furnishings Stores		√
Electronics and Appliance Stores		√
Building Materials and Supplies Dealers		√
Lawn and Garden Equipment and Supplies Stores	√	√
Grocery Stores		√
Specialty Food Stores	√	
Beer, Wine, and Liquor Stores	√	
Health and Personal Care Stores		√
Clothing Stores	√	
Shoe Stores	√	
Jewelry, Luggage and Leather Goods Stores		√
Book, Periodical and Music Stores		√
Department Stores / General Merchandise Stores	√	
Florists	√	
Office Supplies, Stationary, and Gift Stores	√	
Special Food Services	√	
Drinking Places (Alcoholic Beverages)[1]	-	-
Restaurants / Other Eating Places		√

Source: Cobalt Community Research, 2021 360 Metrics Report

1) Demand/Supply nearly equal

TABLE 3. GAP/SURPLUS ANALYSIS SUMMARY FOR THREE (3) MILE RADIUS

Retail Category	Three (3) Mile Radius	
	Gap/Leakage	Surplus
Furniture Stores / Home Furnishings Stores		√
Electronics and Appliance Stores		√
Building Materials and Supplies Dealers		√
Lawn and Garden Equipment and Supplies Stores	√	
Grocery Stores[1]	-	-
Specialty Food Stores	√	
Beer, Wine, and Liquor Stores	√	
Health and Personal Care Stores		√
Clothing Stores	√	
Shoe Stores	√	
Jewelry, Luggage and Leather Goods Stores		√
Book, Periodical and Music Stores	√	
Department Stores / General Merchandise Stores		√
Florists	√	
Office Supplies, Stationary, and Gift Stores	√	
Special Food Services	√	
Drinking Places (Alcoholic Beverages)	√	
Restaurants / Other Eating Places	√	

Source: Cobalt Community Research, 2021 360 Metrics Report
1) Demand/Supply nearly equal

RETAIL TRENDS

If there is anything predictable about retail markets, it is that they are in a constant state of change. The dynamic environment in which retail markets must navigate is highly influenced by two (2) factors: changing demographic characteristics and the empowerment of technology to shop online. Both of these factors have a profound influence on whether retail businesses will be successful in any given community.

Generational Spending

The demographic characteristics of various age groups strongly influence both how they shop and their spending priorities. There is a clear distinction in spending. The spending habits of Millennial, Gen-Xers and Baby Boomers have a differing effect on retail spending in the manner summarized in Table 4.

TABLE 4. GENERATIONAL INFLUENCE ON RETAILING

	Millennial (20-34 years old)	Gen X (35-54 years old)	Baby Boomers (55-74 years old)
% of City	3,600 (26%)	5,538 (40%)	2,712 (27%)
SPENDING CHARACTERISTICS	• 44% of discretionary spending comes from eating out. • 62% of Millennial do not value strong brands. • Dedicated to health and wellness, devoting time, and money to exercising and eating right.	• Gen-X spends more than Millennial and Boomers on a per capita basis. • Gen-X research purchase decisions online more than any other age group. • Highest spending on kid's and baby apparel.	• Boomers spend $3.2 trillion each year, the largest of any generation. • Higher spending on big ticket items like cars, long vacations, and housing. • Spending more on healthcare than any previous generation.

Global Pandemic

A recent factor influencing retail trends, both in a positive and negative way, is the global pandemic. While no one has been able to predict the ultimate outcome, the pandemic appears to be making some permanent changes in consumer spending behavior. An understanding of these trends can have an influence on the City.

A common conclusion is that there will be less need for office space. There also seems to be a permanent change in the dedicated need for pick-up parking and/or windows in all food service operations, outdoor dining, even in the winter, remain in demand.

Technology/E-Commerce

It is not surprising that e-commerce has been termed as a "seismic" shift in spending trends. Amazon remains the leader in online sales but is being challenged by traditional "bricks and mortar" stores who are transforming to more online sales. Most notable among these stores are Walmart, Best Buy, Kroger, and Target. The internet now accounts for more than twenty-one (21%) percent of sales and is increasing annually. Please note that a higher figure was included in the 2007 report based more on anecdotal than the more sophisticated data which is available today. There is no doubt that online sales for all forms of consumer goods and services will continue in an upward trend. As a result of the impact of the pandemic, even small operators have figured out ways to deliver their goods via an online format to consumers.

A great example are restaurants who have expanded online ordering and expanded curbside and delivery service.

Greater Focus on Home

A recent trend that has emerged and continues is a renewed focus on consumer spending on activities conducted both for and within the home. Sales of groceries is the top performer in consumer spending, primarily due to a decrease in eating out. Spending on housewares, hardware, furniture, and home improvement supplies has also dramatically increased.

Targeted Marketing

Considering both lifestyle and technology coupled with the impact of the pandemic, the trend for precision shopping (targeted shopping for a specific item) will continue. With such an objective in mind, customers have limited time for leisure shopping. Precision shopping has even influenced the restaurant industry. At one time, consumers had the choice between fast food and traditional sit-down restaurants. Today, "fast casual' dining is becoming more prevalent. Located in spaces of 1,000 - 2,500 square feet, fast casual restaurants offer higher quality than typical fast food, may or may not have seating, and frequently have drive-throughs and/or curbside pickup.

Creating Ambiance

Coupled with the demise of the mall is the emergence of the next generation of shopping centers focused around the "street front shopping concept." Although developers build shopping centers to attract the buying public, providing customers with convenience, entertainment, restaurants, and a sense of place are elements that today's consumers find attractive. Therefore, the street front shopping concept is more conducive to melding convenient parking with an attractive, exciting environment.

Challenges to Large Scale Retail

In addition to frequent challenges from communities, large-scale or big box retailers have been so successful as category killers that the only competition left are other big box retailers. As the market becomes saturated, large-scale retailers are facing the challenges of surplus space, e-commerce, and the street front shopping concept. As a result, many large-scale retailers are downsizing their stores to both reduce cost, be more appealing, and target the precision shopper. Meijer, Target, and Kroger are all good examples of major retailers who are now offering a downsized market concept.

Less Demand for Office Space/Increased Demand for Flex Space

While not specifically related to commercial demand, the City will likely see less demand for general office space. Work trends emanating from the pandemic with more work performed out of the home, are becoming the rule rather than exception. On the other hand, buildings that are termed as "flex space" with front room office and rear room storage, minor assembly, and distribution are becoming increasingly popular. Usually, flex space is common in industrial areas but, if properly designed and regulated, can be found in both commercial and office areas.

CONCLUSIONS

The retail gap analysis reveals a general demand in most major categories of retail goods and services. The demand increases with a greater drive-time from the intersection of Wixom Rd. and Pontiac Trail. In general, the demand analysis indicates support for smaller format stores. The market for larger format retail (home furnishings, building supplies, etc.) is well served in the area.

Retail demand indicates that the Renton parcel would support a variety of retail stores specializing in food and beverages, clothing and shoes, jewelry, gifts, books, flowers, and music. There is also demand for eating and drinking establishments. Businesses that can capitalize on the location near the parklet/trailhead could be successful, particularly if such businesses recognize active lifestyles and generational spending patterns.

In summary, while online shopping is convenient, there will be a need for physical locations for many goods and services in the foreseeable future. However, retail operations will be more successful if they recognize the following:

- Retailers who promote product quality and sustainability will flourish.
- Unique in-store experiences will thrive.
- Smaller stores are in, and larger stores are out. Specialty stores, not department stores, will have a greater chance of success.
- Personal service will be increasingly important to consumers.
- Understanding the customer base and generational trends will be a key to success.

RETAIL MARKET ANALYSIS APPENDIX

DEFINITIONS

Definitions of the retail sectors used in this study are derived from the North American Industry Classification System (NAICS). This system is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

FURNITURE AND HOME FURNISHINGS STORES

Industries in the Furniture and home Furnishings Stores sub sector retail new furniture and home furnishings from fixed point-of-sale locations. Establishments in this sub sector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

ELECTRONICS AND APPLIANCE STORES

Industries in the Electronics and Appliance Stores sub sector retail new electronics and appliances from point-of-sale locations. Establishments in this sub sector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this sub sector are made principally on the type of product and knowledge required to operate each type of store.

BUILDING MATERIAL AND SUPPLIES DEALERS

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

LAWN AND GARDEN EQUIPMENT AND SUPPLIES STORES

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

GROCERY STORES

This industry group comprises establishments primarily engaged in retailing a general line of food products.

SPECIALTY FOOD STORES

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

BEER, WINE, AND LIQUOR STORES

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

HEALTH AND PERSONAL CARE STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

CLOTHING STORES

This industry group comprises establishments primarily engaged in retailing new clothing.

SHOE STORES

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

JEWELRY, LUGGAGE AND LEATHER GOOD STORES

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new sterling and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

BOOK, PERIODICAL AND MUSIC STORES

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals. It also comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

DEPARTMENT STORES / GENERAL MERCHANDISE

This industry comprises establishments known as department stores that have separate departments for general lines of new merchandise, such as apparel, jewelry, home furnishings, and toys, with no one merchandise line predominating. Department stores may sell perishable groceries, such as fresh fruits, vegetables, and dairy products, but such sales are insignificant. Department stores may have separate customer checkout areas in each department, central customer checkout areas, or both.

General Merchandise establishments are primarily engaged in retailing new goods in general merchandise stores (except department stores). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares, and home furnishings, with no one merchandise line predominating. Establishments known as warehouse clubs, superstores, or super-centers are included in this industry.

FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

OFFICE SUPPLIES, STATIONARY, AND GIFT STORES

This industry group comprises establishments primarily engaged in retailing new office supplies, stationery, gifts, novelty merchandise, and souvenirs.

USED MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

SPECIAL FOOD SERVICES

This industry group comprises establishments primarily engaged in providing food services at one or more of the following locations: (1) the customer's location; (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

RESTAURANTS / OTHER EATING PLACES

This industry comprises establishments primarily engaged in one of the following: (1) providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating; (2) providing food services to patrons who generally order or select items (e.g., at a counter, in a buffet line) and pay before eating; or (3) preparing and/or serving a specialty snack (e.g., ice cream, frozen yogurt, cookies) and/or nonalcoholic beverages (e.g., coffee, juices, sodas) for consumption on or near the premises.

Retail Leakage (Pontiac Trail and Wixom Road)

Date: March 13, 2023

	Retail Demand		Retail Supply		Unmet Demand	
	1 Mile	3 Mile	1 Mile	3 Mile	1 Mile	3 Mile
Building Material & Garden Equipment & Supply Dealers	$8,756,725	$52,119,404	$39,573,968	$81,036,119	-$30,817,243	-$28,916,715
Building Material & Supply Dealers	$7,430,055	$44,731,521	$38,671,828	$79,069,609	-$31,241,773	-$34,338,088
Hardware Stores	$617,006	$3,746,623	$584,259	$1,301,054	$32,747	$2,445,569
Home Centers	$4,268,124	$25,189,574	$30,007,761	$60,753,933	-$25,739,637	-$35,564,359
Other Building Materials Dealers	$2,246,916	$14,091,857	$7,887,055	$16,295,812	-$5,640,139	-$2,203,955
Paint and Wallpaper Stores	$298,009	$1,703,467	$192,754	$718,810	$105,255	$984,657
Lawn and Garden Equipment and Supplies Stores	$1,326,670	$7,387,883	$902,140	$1,966,509	$424,530	$5,421,374
Nursery and Garden centers	$1,068,366	$5,945,748	$202,097	$1,004,978	$866,269	$4,940,770
Outdoor Power Equipment Stores	$258,304	$1,442,135	$700,043	$961,532	-$441,739	$480,603
Clothing & Clothing Accessories Stores	$6,819,843	$38,627,248	$3,462,889	$21,352,898	$3,356,954	$17,274,350
Clothing Stores	$4,770,033	$26,531,854	$2,651,752	$13,876,861	$2,118,281	$12,654,993
Childrens' and Infants' Clothing Stores	$234,703	$1,233,519	$0	$411,021	$234,703	$822,498
Clothing Accessories Stores	$210,635	$1,223,761	$68,159	$107,075	$142,476	$1,116,686
Family Clothing Stores	$2,772,926	$15,440,576	$1,123,703	$7,417,218	$1,649,223	$8,023,358
Men's Clothing Stores	$183,679	$1,024,615	$66,897	$95,770	$116,782	$928,845
Other Clothing Stores	$450,165	$2,491,703	$520,335	$1,391,596	-$70,170	$1,100,107
Women's Clothing Stores	$917,924	$5,117,680	$872,657	$4,454,182	$45,267	$663,498
Jewelry, Luggage & Leather Goods Stores	$1,172,360	$7,049,438	$662,024	$4,990,600	$510,336	$2,058,838
Jewelry Stores	$1,055,257	$6,378,705	$208,903	$3,301,056	$846,354	$3,077,649
Luggage & Leather Goods Stores	$117,104	$670,733	$453,122	$1,689,543	-$336,018	-$1,018,810
Shoe Stores	$877,450	$5,045,955	$149,113	$2,485,437	$728,337	$2,560,518
Electronics and Appliance Stores	$2,362,694	$12,760,234	$7,536,845	$17,648,006	-$5,174,151	-$4,887,772
Food & Beverage Stores	$20,016,521	$108,958,443	$42,608,195	$105,804,085	-$22,591,674	$3,154,358
Beer, Wine, & Liquor Stores	$1,573,845	$8,717,902	$2,138,732	$7,711,866	-$564,887	$1,006,036
Grocery Stores	$17,848,183	$96,998,329	$40,193,225	$96,985,865	-$22,345,042	$12,464
Convenience Stores	$880,767	$4,581,311	$447,018	$1,595,700	$433,749	$2,985,611
Supermarkets and Other Grocery (except Convenience) Stores	$16,967,415	$92,417,018	$39,746,207	$95,390,165	-$22,778,792	-$2,973,147
Specialty Food Stores	$594,494	$3,242,213	$276,239	$1,106,354	$318,255	$2,135,859
Food Services and Drinking Places	$17,599,183	$97,232,126	$22,330,460	$84,242,861	-$4,731,277	$12,989,265
Drinking Place - Alcoholic Beverages	$597,343	$3,435,916	$599,398	$4,004,161	-$2,055	-$568,245
Food Services	$1,041,865	$5,580,316	$195,324	$2,662,586	$846,541	$2,917,730
Restaurants and Other Eating Places	$15,959,975	$88,215,894	$21,535,738	$77,576,114	-$5,575,763	$10,639,780
Furniture & Home Furnishings Stores	$2,908,298	$17,215,376	$5,057,225	$18,580,455	-$2,148,927	-$1,365,079
Furniture Stores	$1,554,069	$9,140,335	$2,579,704	$8,778,814	-$1,025,635	$361,521
Home Furnishing Stores	$1,354,228	$8,075,042	$2,477,521	$9,801,642	-$1,123,293	-$1,726,600
Floor Covering Stores	$530,422	$3,178,026	$1,292,324	$2,873,747	-$761,902	$304,279
Other Home Furnishings Stores	$823,806	$4,897,016	$1,185,197	$6,927,895	-$361,391	-$2,030,879
Gasoline stations	$15,271,605	$78,143,849	$34,393,806	$72,065,573	-$19,122,201	$6,078,276

	1 Mile	3 Mile	1 Mile	3 Mile	1 Mile	3 Mile
General Merchandise Stores	$19,363,491	$106,499,288	$10,815,019	$117,375,298	$8,548,472	-$10,876,010
General Merchandise, Apparel and Accessories, Furniture and Other Sales	$35,472,290	$196,781,171	$29,234,120	$187,150,957	$6,238,170	$9,630,214
Health & Personal Care Stores	$8,356,616	$47,213,718	$54,653,837	$109,030,433	-$46,297,221	-$61,816,715
Cosmetics, Beauty Supplies and Perfume Stores	$558,798	$3,198,864	$2,281,670	$4,187,998	-$1,722,872	-$989,134
Optical Goods Stores	$271,571	$1,545,973	$411,734	$1,323,405	-$140,163	$222,568
Other Health and Personal Care Stores	$438,813	$2,509,855	$3,799,417	$6,050,717	-$3,360,604	-$3,540,862
Pharmacies and Drug Stores	$7,087,434	$39,959,026	$48,161,016	$97,468,314	-$41,073,582	-$57,509,288
Miscellaneous Store Retailers	$4,322,791	$23,174,523	$6,087,477	$23,029,297	-$1,764,686	$145,226
Florists	$145,873	$820,937	$17,714	$137,792	$128,159	$683,145
Office Supplies, Stationery, & Gift Stores	$604,252	$3,425,053	$286,849	$1,078,926	$317,403	$2,346,127
Gift, Novelty, and Souvenir Stores	$377,398	$2,144,286	$36,532	$365,636	$340,866	$1,778,650
Office Supplies and Stationery Stores	$226,855	$1,280,767	$250,317	$713,290	-$23,462	$567,477
Other Miscellaneous Store Retailers	$3,170,581	$16,676,580	$5,747,540	$21,547,956	-$2,576,959	-$4,871,376
Used Merchandise Stores	$402,085	$2,251,954	$35,374	$264,622	$366,711	$1,987,332
Motor Vehicle & Parts Dealers	$40,645,613	$223,083,885	$76,188,506	$182,556,663	-$35,542,893	$40,527,222
Automotive Dealers	$34,818,229	$190,532,402	$51,826,034	$140,561,685	-$17,007,805	$49,970,717
Automotive Parts, Accessories, & Tire Stores	$2,648,683	$14,374,369	$2,916,089	$7,444,448	-$267,406	$6,929,921
Other Motor Vehicle Dealers	$3,178,701	$18,177,114	$21,446,383	$34,550,530	-$18,267,682	-$16,373,416
Nonstore retailers	$23,492,824	$131,463,715	$127,777,034	$227,605,525	-$104,284,210	-$96,141,810
Sporting Goods, Hobby, Book, & Music Stores	$3,413,713	$18,253,972	$2,075,294	$11,115,374	$1,338,419	$7,138,598
Book Stores and News Dealers	$306,517	$1,726,645	$446,788	$1,132,286	-$140,271	$594,359
Book Stores	$181,972	$1,022,229	$136,774	$471,662	$45,198	$550,567
News Dealers and Newsstands	$124,545	$704,417	$310,014	$660,624	-$185,469	$43,793
Sporting Goods, Hobby, & Musical Instrument Stores	$3,107,195	$16,527,327	$1,628,505	$9,983,088	$1,478,690	$6,544,239
Hobby, Toys and Games Stores	$585,355	$3,485,660	$142,523	$1,630,647	$442,832	$1,855,013
Musical Instrument and Supplies Stores	$69,274	$375,349	$9,532	$67,254	$59,742	$308,095
Sew/Needlework/Piece Goods Stores	$117,682	$579,359	$0	$141,124	$117,682	$438,235
Sporting Goods Stores	$2,334,883	$12,086,959	$1,476,450	$8,144,063	$858,433	$3,942,896
Total Aggregate Annual Retail Demand (Scaled) - Sum of Bolded Fields	$208,802,207	$1,151,526,952	$432,560,554	$1,071,442,587	-$223,758,347	$80,084,365