

Retail Market Place Opportunity Gap

Boyle County

Summary Demographics				
2018 Population				30,402
2018 Households				11,446
2018 Median Disposable Income				\$36,647
2018 Per Capita Income				\$24,695
	NAICS	2017 Demand (Retail Potential)	2017 Supply (Retail Sales)	Retail Gap
2017 Industry Summary				
Total Retail Trade and Food & Drink	44-45,722	\$335,358,808	\$540,318,923	-\$204,960,115
Total Retail Trade	44-45	\$304,903,951	\$489,764,350	-\$184,860,399
Total Food & Drink	722	\$30,454,857	\$50,554,574	-\$20,099,717
	NAICS	2017 Demand (Retail Potential)	2017 Supply (Retail Sales)	Retail Gap
2017 Industry Group				
Motor Vehicle & Parts Dealers	441	\$67,772,300	\$155,639,936	-\$87,867,636
Automobile Dealers	4411	\$54,318,665	\$144,451,414	-\$90,132,749
Other Motor Vehicle Dealers	4412	\$6,973,120	\$3,234,011	\$3,739,109
Auto Parts, Accessories & Tire Stores	4413	\$6,480,515	\$7,954,511	-\$1,473,996
Furniture & Home Furnishings Stores	442	\$8,775,210	\$69,542,542	-\$60,767,332
Furniture Stores	4421	\$5,357,446	\$7,773,762	-\$2,416,316
Home Furnishings Stores	4422	\$3,417,764	\$61,768,780	-\$58,351,016
Electronics & Appliance Stores	443	\$6,805,235	\$2,623,764	\$4,181,471
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,605,432	\$51,438,744	-\$29,833,312
Bldg Material & Supplies Dealers	4441	\$20,606,620	\$49,377,846	-\$28,771,226
Lawn & Garden Equip & Supply Stores	4442	\$998,812	\$2,060,898	-\$1,062,086
Food & Beverage Stores	445	\$53,678,219	\$27,119,920	\$26,558,299
Grocery Stores	4451	\$47,422,745	\$16,206,704	\$31,216,041
Specialty Food Stores	4452	\$1,792,468	\$1,612,254	\$180,214
Beer, Wine & Liquor Stores	4453	\$4,463,006	\$9,300,962	-\$4,837,956
Health & Personal Care Stores	446,4461	\$20,024,257	\$19,843,479	\$180,778
Gasoline Stations	447,4471	\$36,926,865	\$37,244,849	-\$317,984
Clothing & Clothing Accessories Stores	448	\$12,482,678	\$45,810,164	-\$33,327,486
Clothing Stores	4481	\$7,942,260	\$5,263,159	\$2,679,101
Shoe Stores	4482	\$2,377,431	\$39,734,108	-\$37,356,677
Jewelry, Luggage & Leather Goods Stores	4483	\$2,162,988	\$812,897	\$1,350,091
Sporting Goods, Hobby, Book & Music Stores	451	\$6,427,880	\$7,688,306	-\$1,260,426
Sporting Goods/Hobby/Musical Instr Stores Book,	4511	\$5,122,609	\$7,248,029	-\$2,125,420
Periodical & Music Stores	4512	\$1,305,271	\$440,277	\$864,994
General Merchandise Stores	452	\$54,400,630	\$41,642,625	\$12,758,005
Department Stores Excluding Leased Depts. Other	4521	\$39,743,042	\$36,013,068	\$3,729,974
General Merchandise Stores Miscellaneous	4529	\$14,657,588	\$5,629,557	\$9,028,031
Store Retailers	453	\$12,431,676	\$31,097,258	-\$18,665,582
Florists	4531	\$485,227	\$546,686	-\$61,459
Office Supplies, Stationery & Gift Stores Used	4532	\$2,180,308	\$5,977,689	-\$3,797,381
Merchandise Stores	4533	\$1,204,698	\$1,874,783	-\$670,085
Other Miscellaneous Store Retailers	4539	\$8,561,443	\$22,698,100	-\$14,136,657
Nonstore Retailers	454	\$3,573,570	\$72,764	\$3,500,806
Electronic Shopping & Mail-Order Houses Vending	4541	\$1,720,202	\$0	\$1,720,202
Machine Operators	4542	\$507,993	\$0	\$507,993
Direct Selling Establishments	4543	\$1,345,374	\$72,764	\$1,272,610
Food Services & Drinking Places	722	\$30,454,857	\$50,554,574	-\$20,099,717
Special Food Services	7223	\$832,270	\$61,902	\$770,368
Drinking Places - Alcoholic Beverages Restaurants/	7224	\$640,054	\$0	\$640,054
Other Eating Places	7225	\$28,982,533	\$50,492,672	-\$21,510,139

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Business to businesses sales are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Retail Gap represents the difference between Retail Potential and Retail Sales. A positive value represents 'leakage' of retail opportunity outside the trade area (local demand is higher than supply and consumers shop outside of area). A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector, based on the North American Industry Classification System (NAICS).

Data Source: Esri 2017 Retail MarketPlace