

Pop-Facts® Demographics | Population & Race



Trade Area: 101. E Main Street - 5 mi.

POPULATION

57,365

HOUSEHOLDS

18,469

ETHNICITY



8.4%

Index:102

Hispanic/Latino

HISPANIC ORIGIN*



37.0%

Index:146

Non Cuban/Mexican/Puerto Rican

HOME LANGUAGE*

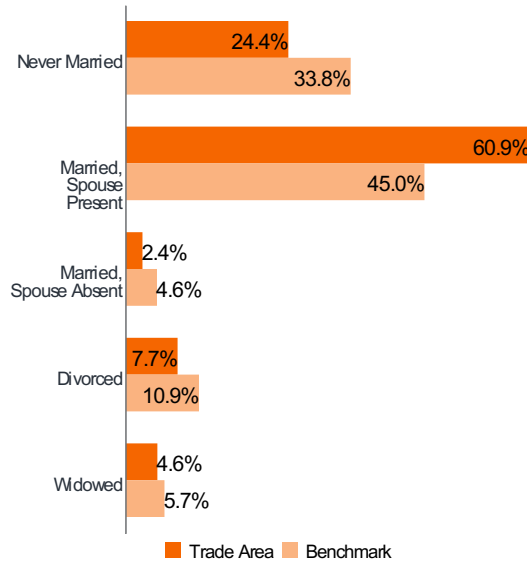


89.2%

Index:114

Only English

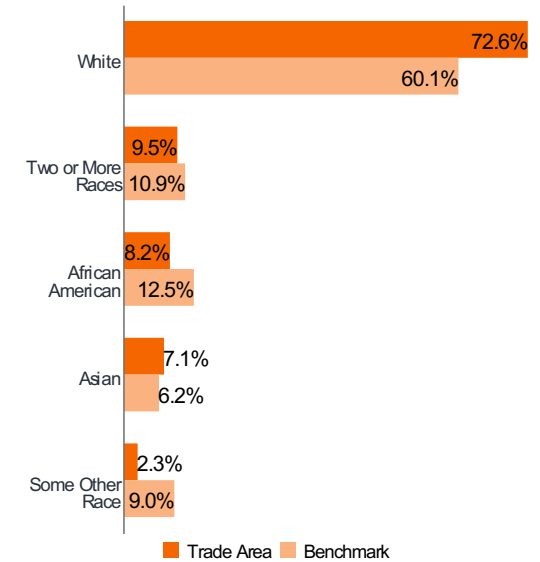
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	3,033	5.3	91
5 - 9	3,837	6.7	112
10 - 14	4,708	8.2	133
15 - 17	2,734	4.8	125
18 - 20	2,375	4.1	102
21 - 24	2,902	5.1	98
25 - 34	5,290	9.2	69
35 - 44	6,408	11.2	87
45 - 54	8,526	14.9	123
55 - 64	7,913	13.8	109
65 - 74	6,197	10.8	101
75 - 84	2,770	4.8	92
85+	672	1.2	57

POPULATION BY RACE**



Benchmark:USA

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*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Housing & Household



Trade Area: 101. E Main Street - 5 mi.

Population: 57,365 | Households: 18,469

MEDIAN AGE OF HOUSEHOLDER

55

Index:102

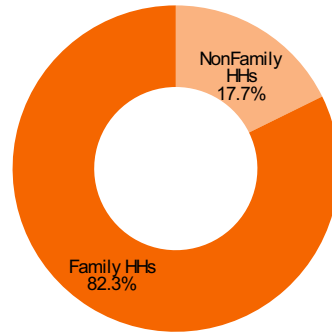
PRESENCE OF CHILDREN*



46.5%

Index: 138

HOUSEHOLD TYPE



HOUSING TENURE



Own

88.7%

Index: 138



Rent

11.3%

Index:32

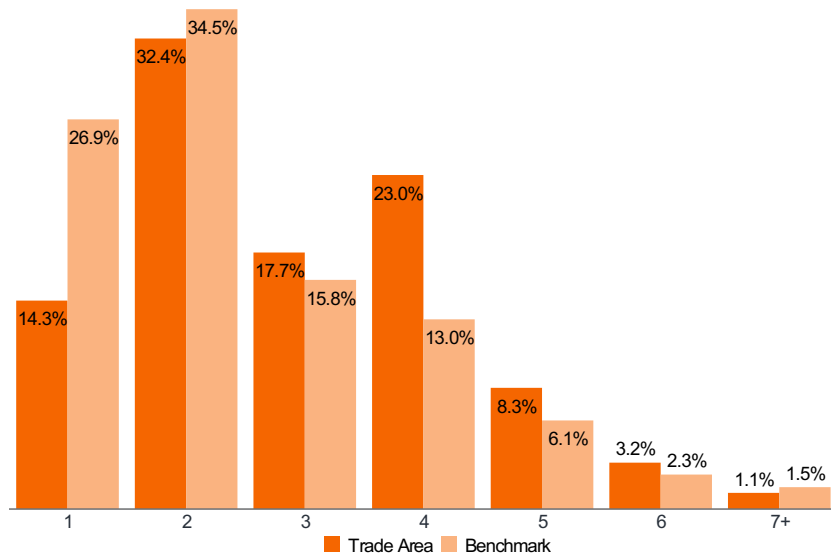
AGE OF HOUSING**



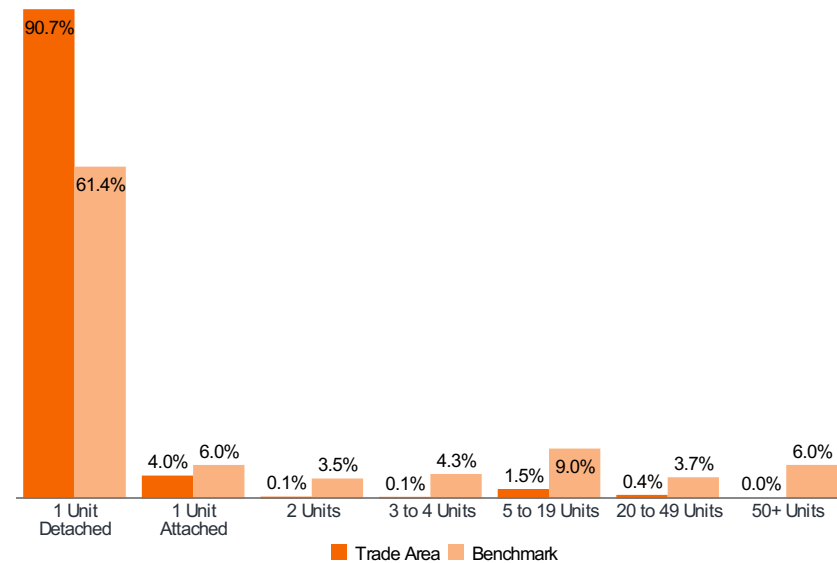
9 - 18 years old

% Comp:34.3 Index:250

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Trade Area: 101. E Main Street - 5 mi.

Population: 57,365 | Households: 18,469

EDUCATIONAL ATTAINMENT: TOP 2*



Bachelor's Degree



Some College, No Degree

EDUCATION: HISPANIC/LATINO



Bachelor's degree or higher

POVERTY STATUS



At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$122,943

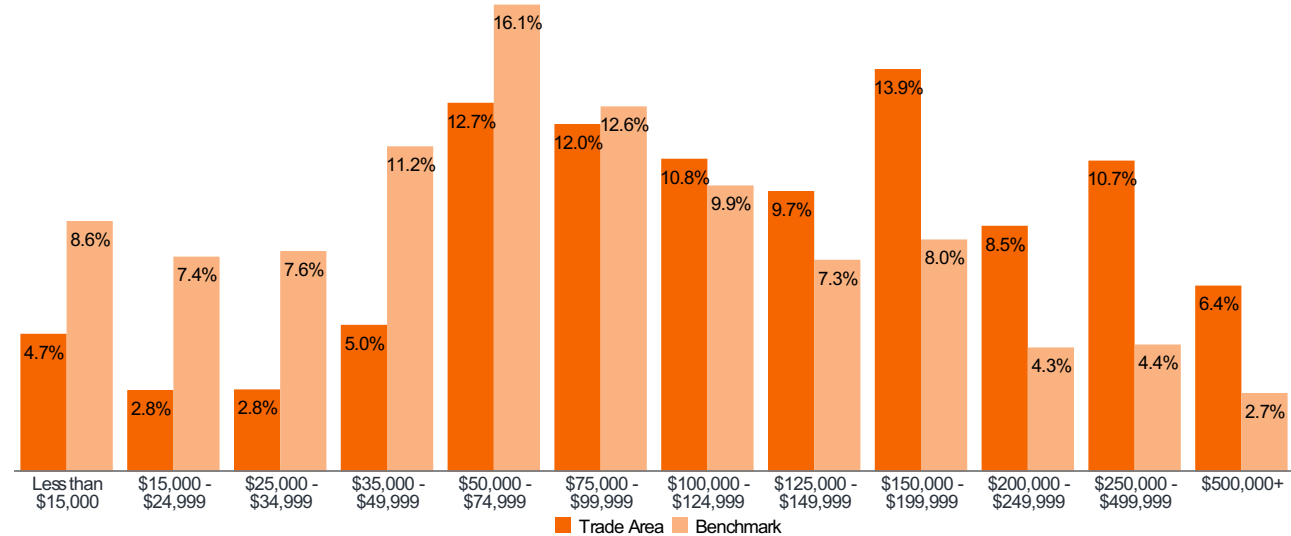
Index: **168**

Average Household Income

\$164,069

Index: **156**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Employment & Occupation



Trade Area: 101. E Main Street - 5 mi.

Population: 57,365 | Households: 18,469

OCCUPATIONAL CLASS*



76.0%

Index:126

White Collar

UNEMPLOYMENT RATE



2.5%

Index:54

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



76.1%

Index:101

Travel to work by **Driving Alone**

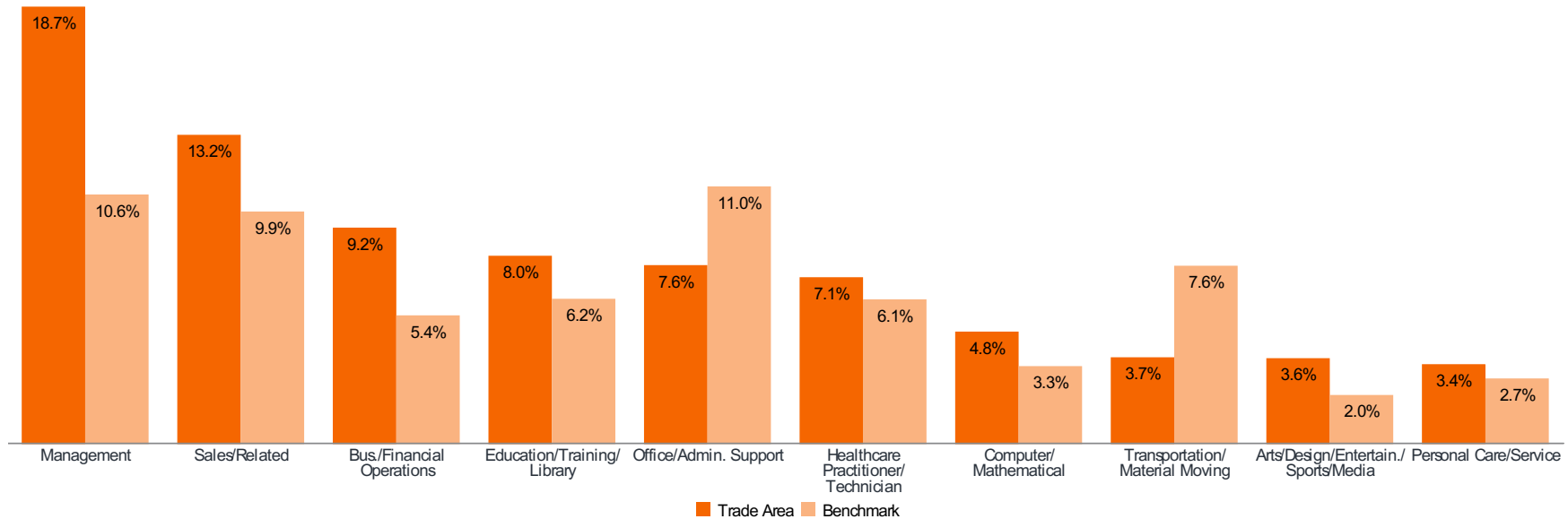


6.3%

Index:71

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

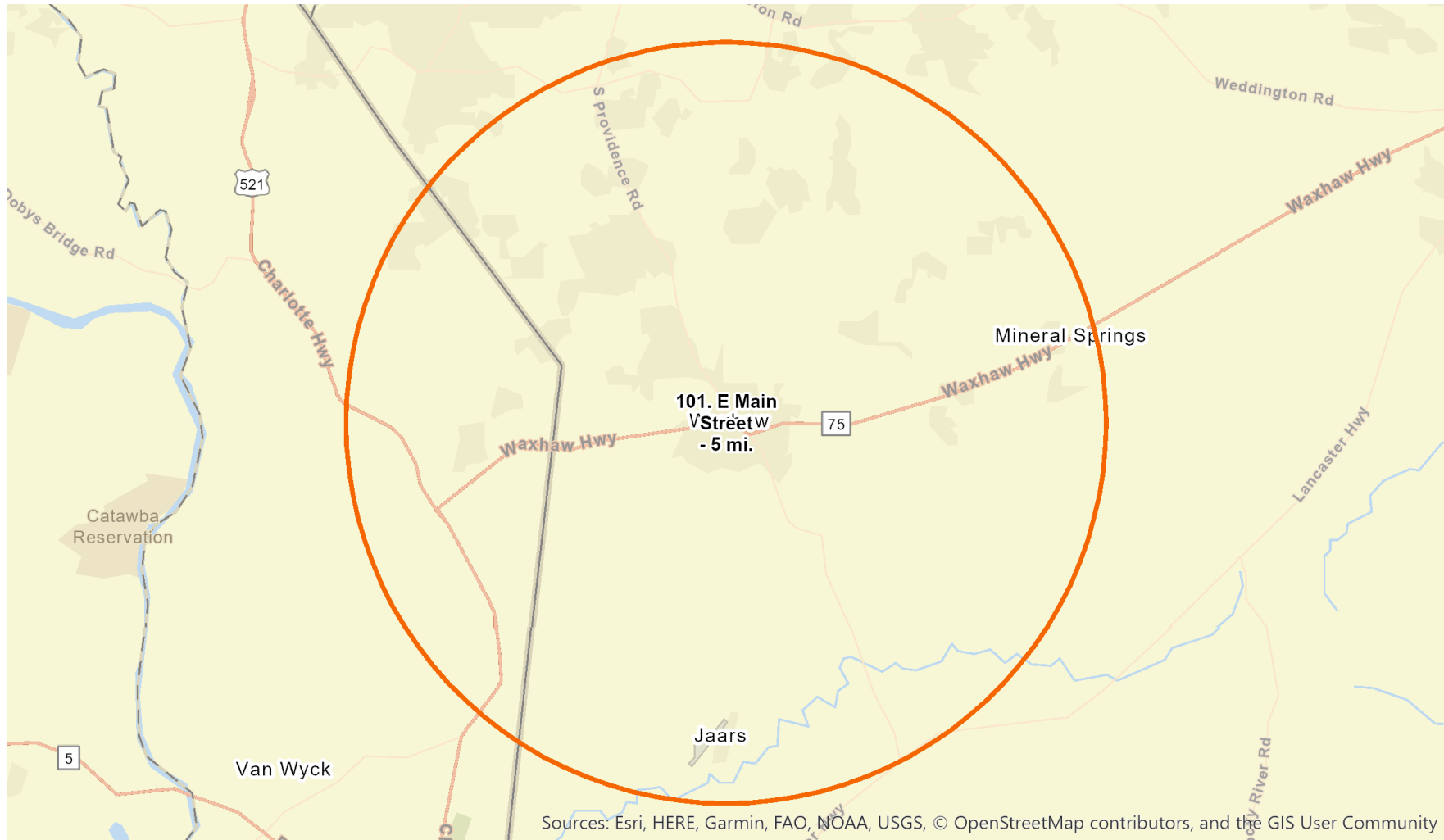
*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: 101. E Main Street - 5 mi.

Population: 57,365 | Households: 18,469



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Trade Area: 101. E Main Street - 5 mi.



POPULATION

The population in this area is estimated to change from **52,512** to **57,365**, resulting in a growth of **9.2%** between 2020 and the current year. Over the next five years, the population is projected to grow by **12.1%**.

The population in the base area is estimated to change from **331,449,281** to **334,500,069**, resulting in a growth of **0.9%** between 2020 and the current year. Over the next five years, the population is projected to grow by **2.1%**.

The current year median age for this area is **41.2**, while the average age is **39.8**. Five years from now, the median age is projected to be **42.4**.

The current year median age for the base area is **39.2**, while the average age is **40.2**. Five years from now, the median age is projected to be **40.3**.

Of this area's current year estimated population:

72.6% are White Alone, **8.2%** are Black or African American Alone, **0.3%** are American Indian and Alaska Nat. Alone, **7.1%** are Asian Alone, **0.1%** are Nat. Hawaiian and Other Pacific Isl. Alone, **2.3%** are Some Other Race, and **9.5%** are Two or More Races.

Of the base area's current year estimated population:

60.1% are White Alone, **12.5%** are Black or African American Alone, **1.2%** are American Indian and Alaska Nat. Alone, **6.2%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **9.0%** are Some Other Race, and **10.9%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **8.4%**, while the base area's current estimated Hispanic or Latino population is **19.9%**.



HOUSEHOLD

The number of households in this area is estimated to change from **16,988** to **18,469**, resulting in an increase of **8.7%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **11.7%**.

The number of households in the base area is estimated to change from **126,817,580** to **128,298,155**, resulting in an increase of **1.2%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **2.4%**.

Benchmark: USA

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Trade Area: 101. E Main Street - 5 mi.



EDUCATION

Currently, it is estimated that **13.1%** of the population age 25 and over in this area had earned a Master's Degree, **1.6%** had earned a Professional School Degree, **1.3%** had earned a Doctorate Degree and **34.5%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **9.1%** had earned a Master's Degree, **2.2%** had earned a Professional School Degree, **1.5%** had earned a Doctorate Degree and **20.2%** had earned a Bachelor's Degree.



INCOME

The average household income is estimated to be **\$164,069** for the current year, while the average household income for the base area is estimated to be **\$104,972** for the same time frame.

The average household income in this area is projected to change over the next five years, from **\$164,069** to **\$183,720**.

The average household income in the base area is projected to change over the next five years, from **\$104,972** to **\$118,758**.



HOUSING

Most of the dwellings in this area (**88.7%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied** (**64.4%**).

The majority of dwellings in this area (**90.7%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.4%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**34.3%**) are estimated to have been **Built 2000 to 2009** for the current year.

The majority of housing units in the base area (**14.6%**) are estimated to have been **Built 1970 to 1979** for the current year.

Trade Area: 101. E Main Street - 5 mi.



LABOR

For this area, **101. E Main Street - 5 mi.**, **97.5%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.1% are in the Armed Forces, **63.2%** are employed civilians, **1.6%** are unemployed civilians, and **35.0%** are not in the labor force.

The occupational classification for this area are as follows:

12.5% hold blue collar occupations, **76.0%** hold white collar occupations, and **11.4%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories: **1.9%** are in Architecture and Engineering, **3.6%** are in Arts, Entertainment and Sports, **9.2%** are in Business and Financial Operations, **4.8%** are in Computers and Mathematics, **8.0%** are in Education, Training and Libraries, **7.1%** are in Healthcare Practitioners and Technicians, **1.1%** are in Healthcare Support, **0.7%** are in Life, Physical and Social Sciences, **18.7%** are in Management, **7.6%** are in Office and Administrative Support.

0.9% are in Community and Social Services, **2.9%** are in Food Preparation and Serving, **0.5%** are in Legal Services, **1.6%** are in Protective Services, **13.2%** are in Sales and Related Services, **3.4%** are in Personal Care Services.

2.3% are in Building and Grounds Maintenance, **3.0%** are in Construction and Extraction, **0.2%** are in Farming, Fishing and Forestry, **2.6%** are in Maintenance and Repair, **3.3%** are in Production, **3.7%** are in Transportation and Moving.

For the base area, **USA**, **95.3%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, **60.1%** are employed civilians, **3.0%** are unemployed civilians, and **36.5%** are not in the labor force.

The occupational classification for the base area are as follows:

21.3% hold blue collar occupations, **60.5%** hold white collar occupations, and **18.2%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories: **2.0%** are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **5.4%** are in Business and Financial Operations, **3.3%** are in Computers and Mathematics, **6.2%** are in Education, Training and Libraries, **6.1%** are in Healthcare Practitioners and Technicians, **3.3%** are in Healthcare Support, **1.0%** are in Life, Physical and Social Sciences, **10.6%** are in Management, **11.0%** are in Office and Administrative Support.

1.8% are in Community and Social Services, **5.6%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.2%** are in Protective Services, **9.9%** are in Sales and Related Services, **2.7%** are in Personal Care Services.

3.7% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.6%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.6%** are in Production, **7.6%** are in Transportation and Moving.

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 101. E Main Street - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,349,697,208	581,407,749	768,289,459
Total retail trade (NAICS 44 and 45)	1,213,079,134	516,252,468	696,826,666
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	312,360,992	74,475,935	237,885,057
Automobile dealers (NAICS 4411)	269,905,900	43,574,281	226,331,619
New car dealers (NAICS 44111)	240,591,112	40,612,131	199,978,981
Used car dealers (NAICS 44112)	29,314,788	2,962,150	26,352,638
Other motor vehicle dealers (NAICS 4412)	19,328,381	7,326,127	12,002,254
Recreational vehicle dealers (NAICS 44121)	5,973,429	0	5,973,429
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	13,354,952	7,326,127	6,028,826
Boat dealers (NAICS 441222)	3,796,189	3,427,816	368,373
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	9,558,764	3,898,311	5,660,453
Automotive parts, accessories, and tire stores (NAICS 4413)	23,126,711	23,575,527	-448,816
Automotive parts and accessories stores (NAICS 44131)	14,629,807	12,632,011	1,997,797
Tire dealers (NAICS 44132)	8,496,903	10,943,516	-2,446,613
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	23,553,775	4,809,804	18,743,971
Furniture stores (NAICS 4421)	13,490,436	2,111,653	11,378,783
Home furnishings stores (NAICS 4422)	10,063,339	2,698,151	7,365,188
Floor covering stores (NAICS 44221)	5,058,385	2,268,203	2,790,182
Other home furnishings stores (NAICS 44229)	5,004,954	429,947	4,575,006
Window treatment stores (NAICS 442291)	217,793	0	217,793
All other home furnishings stores (NAICS 442299)	4,787,161	429,947	4,357,214
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	18,620,532	3,214,935	15,405,597
Household appliance stores (NAICS 443141)	4,087,914	665,613	3,422,301
Electronics stores (NAICS 443142)	14,532,619	2,549,323	11,983,296
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	92,000,643	35,406,769	56,593,874
Building material and supplies dealers (NAICS 4441)	81,647,643	30,317,068	51,330,575
Home centers (NAICS 44411)	45,525,209	7,009,573	38,515,637
Paint and wallpaper stores (NAICS 44412)	3,040,077	2,167,972	872,105
Hardware stores (NAICS 44413)	6,726,453	2,680,566	4,045,886
Other building material dealers (NAICS 44419)	26,355,905	18,458,957	7,896,948
Lawn and garden equipment and supplies stores (NAICS 4442)	10,352,999	5,089,701	5,263,298
Outdoor power equipment stores (NAICS 44421)	2,207,831	2,372,620	-164,789
Nursery, garden center, and farm supply stores (NAICS 44422)	8,145,168	2,717,081	5,428,088
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	165,440,444	65,494,952	99,945,491
Grocery stores (NAICS 4451)	149,192,114	61,688,424	87,503,690
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	142,757,077	61,688,424	81,068,653
Convenience stores (NAICS 44512)	6,435,037	0	6,435,037
Specialty food stores (NAICS 4452)	4,284,032	929,259	3,354,773
Meat markets (NAICS 44521)	1,308,510	340,463	968,047
Fish and seafood markets (NAICS 44522)	514,863	174,805	340,058
Fruit and vegetable markets (NAICS 44523)	900,711	67,659	833,052
Other specialty food stores (NAICS 44529)	1,559,947	346,331	1,213,616
All other specialty food stores (NAICS 445299)	729,467	220,722	508,744
Beer, wine, and liquor stores (NAICS 4453)	11,964,298	2,877,270	9,087,028
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	72,802,007	113,645,464	-40,843,457
Pharmacies and drug stores (NAICS 44611)	62,387,547	110,407,624	-48,020,076
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	4,363,686	1,299,570	3,064,116
Optical goods stores (NAICS 44613)	2,082,627	708,501	1,374,126
Other health and personal care stores (NAICS 44619)	3,968,147	1,229,769	2,738,377
Food (health) supplement stores (NAICS 446191)	1,398,986	752,575	646,411
All other health and personal care stores (NAICS 446199)	2,569,161	477,194	2,091,967
Gasoline Stations			
Gasoline stations (NAICS 447)	100,184,595	111,983,444	-11,798,849

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



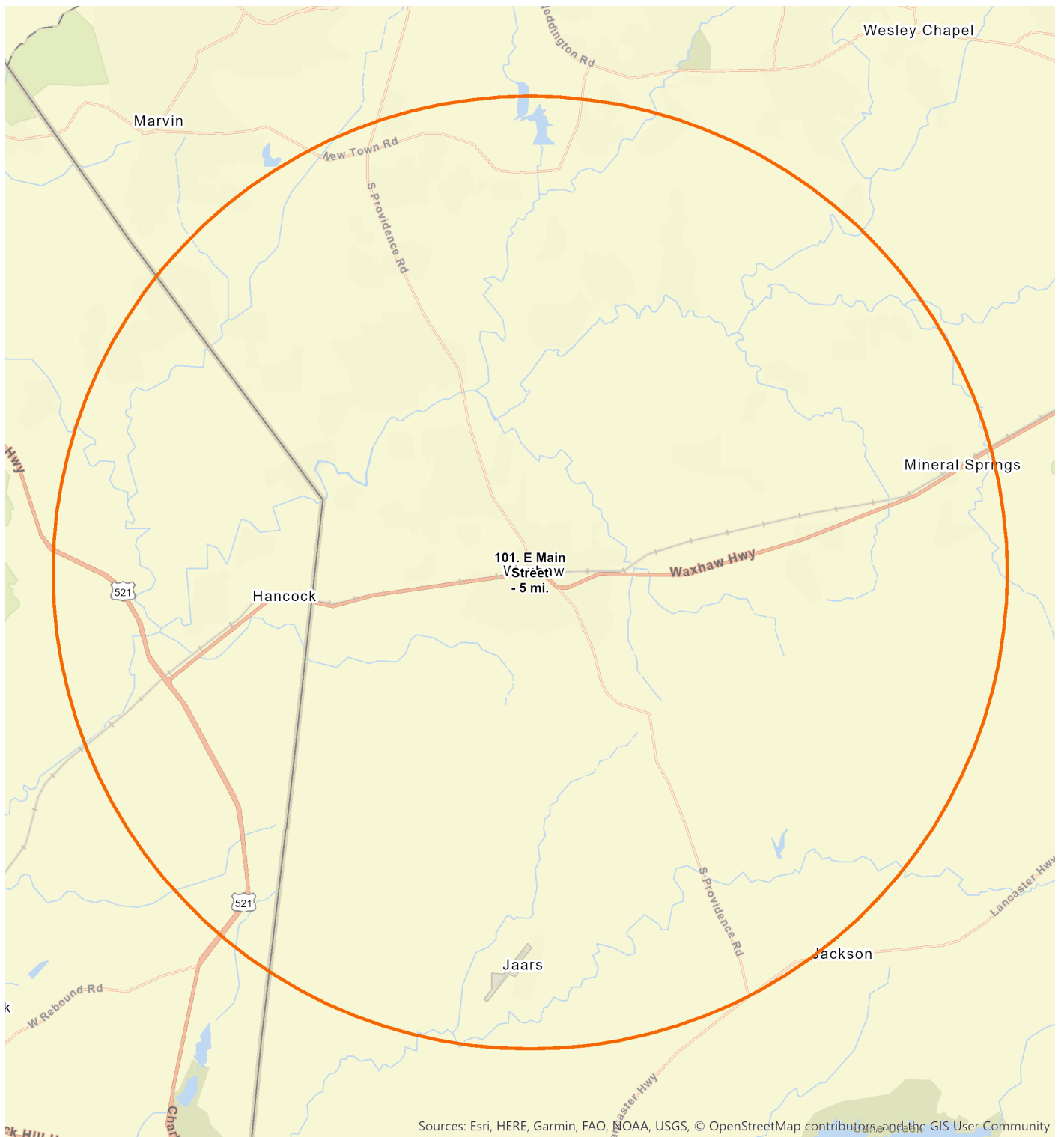
Trade Area: 101. E Main Street - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	48,091,779	12,990,721	35,101,058
Clothing stores (NAICS 4481)	32,744,679	9,499,576	23,245,103
Men's clothing stores (NAICS 44811)	1,118,754	88,091	1,030,664
Women's clothing stores (NAICS 44812)	5,949,532	1,602,564	4,346,968
Children's and infants' clothing stores (NAICS 44813)	2,200,333	0	2,200,333
Family clothing stores (NAICS 44814)	19,279,536	6,713,601	12,565,935
Clothing accessories stores (NAICS 44815)	1,512,024	421,899	1,090,124
Other clothing stores (NAICS 44819)	2,684,501	673,421	2,011,080
Shoe stores (NAICS 4482)	5,551,995	1,703,713	3,848,283
Jewelry, luggage, and leather goods stores (NAICS 4483)	9,795,104	1,787,432	8,007,672
Jewelry stores (NAICS 44831)	6,665,255	1,473,641	5,191,614
Luggage and leather goods stores (NAICS 44832)	3,129,849	313,791	2,816,058
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	16,252,299	2,950,046	13,302,253
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	14,025,508	2,446,910	11,578,598
Sporting goods stores (NAICS 45111)	8,613,600	1,777,554	6,836,045
Hobby, toy, and game stores (NAICS 45112)	4,135,019	340,268	3,794,750
Sewing, needlework, and piece goods stores (NAICS 45113)	455,310	289,618	165,692
Musical instrument and supplies stores (NAICS 45114)	821,580	39,469	782,110
Book stores and news dealers (NAICS 4512)	2,226,791	503,136	1,723,654
Book stores (NAICS 451211)	2,072,221	391,840	1,680,381
News dealers and newsstands (NAICS 451212)	154,570	111,296	43,273
General Merchandise Stores			
General merchandise stores (NAICS 452)	144,222,268	56,099,776	88,122,492
Department stores (NAICS 4522)	16,861,239	8,064,024	8,797,215
Other general merchandise stores (NAICS 4523)	127,361,028	48,035,751	79,325,277
Warehouse clubs and supercenters (NAICS 452311)	115,498,133	40,772,735	74,725,397
All other general merchandise stores (NAICS 452319)	11,862,896	7,263,016	4,599,879
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	23,040,355	7,565,505	15,474,850
Florists (NAICS 4531)	1,188,545	557,509	631,036
Office supplies, stationery, and gift stores (NAICS 4532)	4,381,352	761,193	3,620,159
Office supplies and stationery stores (NAICS 45321)	2,049,354	296,358	1,752,996
Gift, novelty, and souvenir stores (NAICS 45322)	2,331,998	464,835	1,867,163
Used merchandise stores (NAICS 4533)	3,282,271	860,224	2,422,047
Other miscellaneous store retailers (NAICS 4539)	14,188,188	5,386,579	8,801,609
Pet and pet supplies stores (NAICS 45391)	4,007,091	2,246,685	1,760,406
Art dealers (NAICS 45392)	2,028,595	193,194	1,835,401
Manufactured (mobile) home dealers (NAICS 45393)	1,046,743	280,519	766,224
All other miscellaneous store retailers (NAICS 45399)	7,105,758	2,666,181	4,439,578
Tobacco stores (NAICS 453991)	2,490,324	517,891	1,972,433
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	4,615,434	2,148,289	2,467,145
Non-store Retailers			
Non-store retailers (NAICS 454)	196,509,447	27,615,117	168,894,330
Electronic shopping and mail-order houses (NAICS 4541)	188,063,863	25,456,967	162,606,896
Vending machine operators (NAICS 4542)	1,039,506	354,401	685,105
Direct selling establishments (NAICS 4543)	7,406,077	1,803,749	5,602,329
Fuel dealers (NAICS 45431)	4,290,988	1,284,376	3,006,612
Other direct selling establishments (NAICS 45439)	3,115,089	519,373	2,595,717
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	136,618,074	65,155,281	71,462,793
Special food services (NAICS 7223)	10,194,813	4,235,576	5,959,237
Food service contractors (NAICS 72231)	7,956,104	4,232,631	3,723,473
Caterers (NAICS 72232)	2,019,939	2,945	2,016,994
Mobile food services (NAICS 72233)	218,771	0	218,771
Drinking places (alcoholic beverages) (NAICS 7224)	4,014,499	0	4,014,499
Restaurants and other eating places (NAICS 7225)	122,408,761	60,919,705	61,489,056
Full-service restaurants (NAICS 722511)	60,095,490	7,557,787	52,537,702
Limited-service restaurants (NAICS 722513)	52,861,164	52,197,485	663,679
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,347,986	770,384	577,602
Snack and non-alcoholic beverage bars (NAICS 722515)	8,104,122	394,050	7,710,072

Benchmark: USA

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Trade Area: 101. E Main Street - 5 mi.



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Trade Area: 101. E Main Street - 5 mi.

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
Demand by Store Type				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	1,349,697,208	1,722,434,608	372,737,400	5.00
Total demand retail trade (NAICS 44 and 45)	1,213,079,134	1,547,778,564	334,699,429	4.99
Motor Vehicle and Parts Dealers				
Motor vehicle and parts dealers (NAICS 441)	312,360,992	432,532,772	120,171,780	6.73
Automobile dealers (NAICS 4411)	269,905,900	375,006,270	105,100,369	6.80
New car dealers (NAICS 44111)	240,591,112	333,890,974	93,299,862	6.77
Used car dealers (NAICS 44112)	29,314,788	41,115,295	11,800,507	7.00
Other motor vehicle dealers (NAICS 4412)	19,328,381	28,939,967	9,611,586	8.41
Recreational vehicle dealers (NAICS 44121)	5,973,429	9,352,347	3,378,919	9.38
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	13,354,952	19,587,620	6,232,667	7.96
Boat dealers (NAICS 441222)	3,796,189	5,916,144	2,119,955	9.28
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	9,558,764	13,671,475	4,112,712	7.42
Automotive parts, accessories, and tire stores (NAICS 4413)	23,126,711	28,586,536	5,459,825	4.33
Automotive parts and accessories stores (NAICS 44131)	14,629,807	18,070,318	3,440,510	4.32
Tire dealers (NAICS 44132)	8,496,903	10,516,218	2,019,314	4.36
Furniture and Home Furnishings Stores				
Furniture and home furnishings stores (NAICS 442)	23,553,775	31,324,592	7,770,817	5.87
Furniture stores (NAICS 4421)	13,490,436	18,153,371	4,662,935	6.12
Home furnishings stores (NAICS 4422)	10,063,339	13,171,220	3,107,881	5.53
Floor covering stores (NAICS 44221)	5,058,385	6,628,256	1,569,871	5.55
Other home furnishings stores (NAICS 44229)	5,004,954	6,542,964	1,538,010	5.50
Window treatment stores (NAICS 442291)	217,793	258,651	40,858	3.50
All other home furnishings stores (NAICS 442299)	4,787,161	6,284,313	1,497,152	5.59
Electronics and Appliance Stores				
Electronics and appliance stores (NAICS 443)	18,620,532	22,692,626	4,072,094	4.04
Household appliance stores (NAICS 443141)	4,087,914	5,014,925	927,011	4.17
Electronics stores (NAICS 443142)	14,532,619	17,677,702	3,145,083	4.00
Building Material and Garden Equipment and Supplies Dealers				
Building material and garden equipment and supplies dealers (NAICS 444)	92,000,643	112,101,444	20,100,801	4.03
Building material and supplies dealers (NAICS 4441)	81,647,643	99,202,865	17,555,221	3.97
Home centers (NAICS 44411)	45,525,209	55,375,541	9,850,332	4.00
Paint and wallpaper stores (NAICS 44412)	3,040,077	4,534,665	1,494,588	8.33
Hardware stores (NAICS 44413)	6,726,453	8,132,735	1,406,282	3.87
Other building material dealers (NAICS 44419)	26,355,905	31,159,924	4,804,019	3.41
Lawn and garden equipment and supplies stores (NAICS 4442)	10,352,999	12,898,579	2,545,580	4.50
Outdoor power equipment stores (NAICS 44421)	2,207,831	2,779,754	571,923	4.71
Nursery, garden center, and farm supply stores (NAICS 44422)	8,145,168	10,118,825	1,973,657	4.43
Food and Beverage Stores				
Food and beverage stores (NAICS 445)	165,440,444	213,563,016	48,122,572	5.24
Grocery stores (NAICS 4451)	149,192,114	192,429,996	43,237,883	5.22
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	142,757,077	184,242,838	41,485,761	5.24
Convenience stores (NAICS 44512)	6,435,037	8,187,158	1,752,122	4.93
Specialty food stores (NAICS 4452)	4,284,032	5,571,057	1,287,025	5.39
Meat markets (NAICS 44521)	1,308,510	1,700,402	391,892	5.38
Fish and seafood markets (NAICS 44522)	514,863	669,281	154,417	5.39
Fruit and vegetable markets (NAICS 44523)	900,711	1,173,162	272,451	5.43
Other specialty food stores (NAICS 44529)	1,559,947	2,028,212	468,265	5.39
All other specialty food stores (NAICS 445299)	729,467	945,560	216,094	5.33
Beer, wine, and liquor stores (NAICS 4453)	11,964,298	15,561,963	3,597,664	5.40
Health and Personal Care Stores				
Health and personal care stores (NAICS 446)	72,802,007	86,116,029	13,314,023	3.42
Pharmacies and drug stores (NAICS 44611)	62,387,547	74,092,275	11,704,728	3.50
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	4,363,686	5,197,268	833,582	3.56
Optical goods stores (NAICS 44613)	2,082,627	2,133,432	50,805	0.48
Other health and personal care stores (NAICS 44619)	3,968,147	4,693,055	724,908	3.41
Food (health) supplement stores (NAICS 446191)	1,398,986	1,660,496	261,511	3.49
All other health and personal care stores (NAICS 446199)	2,569,161	3,032,558	463,397	3.37
Gasoline Stations				
Gasoline stations (NAICS 447)	100,184,595	130,436,507	30,251,912	5.42

Retail Market Power® | Demand Growth by Retail Store Types



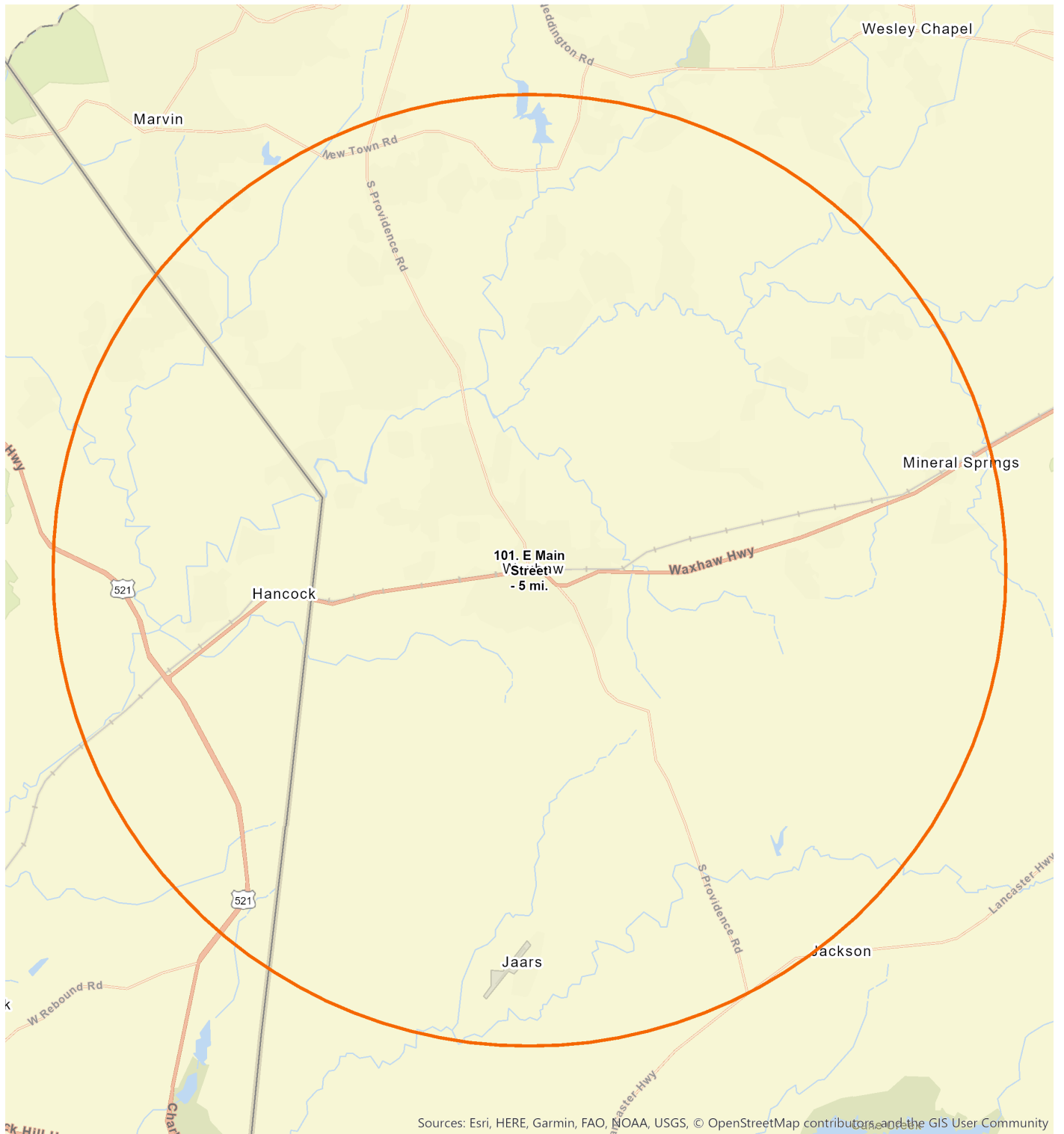
Trade Area: 101. E Main Street - 5 mi.

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
Clothing and Clothing Accessories Stores				
Clothing and clothing accessories stores (NAICS 448)	48,091,779	53,645,875	5,554,096	2.21
Clothing stores (NAICS 4481)	32,744,679	35,932,455	3,187,775	1.88
Men's clothing stores (NAICS 44811)	1,118,754	1,181,897	63,143	1.10
Women's clothing stores (NAICS 44812)	5,949,532	6,344,283	394,751	1.29
Children's and infants' clothing stores (NAICS 44813)	2,200,333	2,542,872	342,540	2.94
Family clothing stores (NAICS 44814)	19,279,536	21,441,493	2,161,957	2.15
Clothing accessories stores (NAICS 44815)	1,512,024	1,603,545	91,521	1.18
Other clothing stores (NAICS 44819)	2,684,501	2,818,364	133,863	0.98
Shoe stores (NAICS 4482)	5,551,995	6,602,805	1,050,810	3.53
Jewelry, luggage, and leather goods stores (NAICS 4483)	9,795,104	11,110,615	1,315,511	2.55
Jewelry stores (NAICS 44831)	6,665,255	7,721,907	1,056,651	2.99
Luggage and leather goods stores (NAICS 44832)	3,129,849	3,388,709	258,860	1.60
Sporting Goods, Hobby, Musical Instrument, and Book Stores				
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	16,252,299	20,228,103	3,975,804	4.47
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	14,025,508	17,414,114	3,388,606	4.42
Sporting goods stores (NAICS 45111)	8,613,600	10,697,453	2,083,853	4.43
Hobby, toy, and game stores (NAICS 45112)	4,135,019	5,187,917	1,052,898	4.64
Sewing, needlework, and piece goods stores (NAICS 45113)	455,310	572,969	117,659	4.70
Musical instrument and supplies stores (NAICS 45114)	821,580	955,776	134,196	3.07
Book stores and news dealers (NAICS 4512)	2,226,791	2,813,989	587,198	4.79
Book stores (NAICS 451211)	2,072,221	2,621,954	549,733	4.82
News dealers and newsstands (NAICS 451212)	154,570	192,035	37,465	4.44
General Merchandise Stores				
General merchandise stores (NAICS 452)	144,222,268	178,126,014	33,903,747	4.31
Department stores (NAICS 4522)	16,861,239	18,773,460	1,912,221	2.17
Other general merchandise stores (NAICS 4523)	127,361,028	159,352,554	31,991,526	4.58
Warehouse clubs and supercenters (NAICS 452311)	115,498,133	144,473,157	28,975,025	4.58
All other general merchandise stores (NAICS 452319)	11,862,896	14,879,396	3,016,501	4.63
Miscellaneous Store Retailers				
Miscellaneous store retailers (NAICS 453)	23,040,355	28,491,042	5,450,687	4.34
Florists (NAICS 4531)	1,188,545	1,498,365	309,820	4.74
Office supplies, stationery, and gift stores (NAICS 4532)	4,381,352	5,454,887	1,073,536	4.48
Office supplies and stationery stores (NAICS 45321)	2,049,354	2,639,841	590,487	5.19
Gift, novelty, and souvenir stores (NAICS 45322)	2,331,998	2,815,047	483,048	3.84
Used merchandise stores (NAICS 4533)	3,282,271	3,731,011	448,741	2.60
Other miscellaneous store retailers (NAICS 4539)	14,188,188	17,806,779	3,618,591	4.65
Pet and pet supplies stores (NAICS 45391)	4,007,091	5,325,659	1,318,568	5.85
Art dealers (NAICS 45392)	2,028,595	2,297,236	268,641	2.52
Manufactured (mobile) home dealers (NAICS 45393)	1,046,743	1,643,005	596,262	9.44
All other miscellaneous store retailers (NAICS 45399)	7,105,758	8,540,878	1,435,120	3.75
Tobacco stores (NAICS 453991)	2,490,324	2,925,809	435,485	3.28
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	4,615,434	5,615,069	999,635	4.00
Non-store Retailers				
Non-store retailers (NAICS 454)	196,509,447	238,520,544	42,011,097	3.95
Electronic shopping and mail-order houses (NAICS 4541)	188,063,863	228,599,862	40,535,999	3.98
Vending machine operators (NAICS 4542)	1,039,506	1,353,908	314,402	5.43
Direct selling establishments (NAICS 4543)	7,406,077	8,566,773	1,160,696	2.96
Fuel dealers (NAICS 45431)	4,290,988	4,759,584	468,596	2.09
Other direct selling establishments (NAICS 45439)	3,115,089	3,807,190	692,100	4.09
Food Services and Drinking Places				
Food services and drinking places (NAICS 722)	136,618,074	174,656,044	38,037,970	5.04
Special food services (NAICS 7223)	10,194,813	12,809,935	2,615,121	4.67
Food service contractors (NAICS 72231)	7,956,104	9,928,998	1,972,894	4.53
Caterers (NAICS 72232)	2,019,939	2,599,128	579,190	5.17
Mobile food services (NAICS 72233)	218,771	281,808	63,037	5.19
Drinking places (alcoholic beverages) (NAICS 7224)	4,014,499	4,928,161	913,661	4.19
Restaurants and other eating places (NAICS 7225)	122,408,761	156,917,949	34,509,188	5.09
Full-service restaurants (NAICS 722511)	60,095,490	76,690,333	16,594,843	5.00
Limited-service restaurants (NAICS 722513)	52,861,164	68,054,553	15,193,389	5.18
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,347,986	1,735,634	387,648	5.18
Snack and non-alcoholic beverage bars (NAICS 722515)	8,104,122	10,437,428	2,333,307	5.19

Benchmark: USA

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Trade Area: 101. E Main Street - 5 mi.



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Report Details

Name: Executive Dashboard
Date / Time: 5/22/2023 2:35:58 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
101. E Main Street - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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