



Gap Analysis By Establishment Type	2017 Consumer Demand	2017 Market Supply	Opportunity Gap/Surplus
Total Consumer Demand and Market Supply by Establishment Type	\$ 1,036,758,220	\$ 838,134,860	\$ 198,623,362
Motor Vehicle and Parts Dealers	\$ 225,237,451	\$ 133,580,553	\$ 91,656,898
Automobile dealers	\$ 192,587,412	\$ 101,763,372	\$ 90,824,039
Other Motor Vehicle Dealers	\$ 13,145,140	\$ 16,440,365	- \$ 3,295,224
Automotive Parts, Accessories, & Tire Stores	\$ 19,504,899	\$ 15,376,816	\$ 4,128,083
Furniture and Home Furnishings Stores	\$ 24,175,277	\$ 2,553,908	\$ 21,621,369
Furniture Stores	\$ 13,788,398	\$ 0	\$ 13,788,398
Home Furnishings Stores	\$ 10,386,879	\$ 2,553,908	\$ 7,832,971
Electronics & Appliance Stores	\$ 18,872,005	\$ 1,791,698	\$ 17,080,307
Building Material and Garden Equipment Stores	\$ 79,459,762	\$ 83,218,487	- \$ 3,758,725
Building Material & Supplies Dealers	\$ 68,403,063	\$ 76,850,853	- \$ 8,447,790
Lawn & Garden Equipment & Supplies Stores	\$ 11,056,699	\$ 6,367,633	\$ 4,689,065
Food and Beverage Stores	\$ 162,737,343	\$ 145,170,228	\$ 17,567,115
Grocery Stores	\$ 153,645,243	\$ 139,504,699	\$ 14,140,545
Specialty Food Stores	\$ 3,296,031	\$ 4,210,234	- \$ 914,204
Beer, Wine & Liquor Stores	\$ 5,796,069	\$ 1,455,295	\$ 4,340,773
Health & Personal Care Stores	\$ 71,281,810	\$ 44,633,247	\$ 26,648,563
Gasoline Stations	\$ 84,111,035	\$ 122,190,034	- \$ 38,078,998
Clothing & Clothing Accessories Stores	\$ 46,960,661	\$ 14,581,255	\$ 32,379,407
Clothing Stores	\$ 32,304,185	\$ 8,922,987	\$ 23,381,198
Shoe Stores	\$ 8,420,866	\$ 4,037,647	\$ 4,383,218
Jewelry, Luggage & Leather Goods Stores	\$ 6,235,611	\$ 1,620,621	\$ 4,614,990
Sporting Goods, Hobby, Book, Music Stores	\$ 18,693,178	\$ 9,886,705	\$ 8,806,473
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 13,693,102	\$ 7,439,192	\$ 6,253,910
Book, Periodical & Music Stores	\$ 5,000,076	\$ 2,447,513	\$ 2,552,563
General Merchandise Stores	\$ 147,818,055	\$ 131,822,988	\$ 15,995,067
Department Stores	\$ 35,376,330	\$ 7,872,408	\$ 27,503,922
Other General Merchandise Stores	\$ 112,441,725	\$ 123,950,580	- \$ 11,508,855
Miscellaneous Store Retailers	\$ 28,359,502	\$ 49,169,677	- \$ 20,810,175
Florists and Miscellaneous Store Retailers	\$ 1,113,170	\$ 1,934,632	- \$ 821,462
Office Supplies, Stationery & Gift Stores	\$ 6,906,022	\$ 5,350,678	\$ 1,555,344
Used Merchandise Stores	\$ 4,501,439	\$ 369,027	\$ 4,132,411
Other miscellaneous store retailers	\$ 15,838,872	\$ 41,515,339	- \$ 25,676,468
Foodservice and Drinking Places	\$ 129,052,141	\$ 99,536,080	\$ 29,516,061
Full-Service Restaurants	\$ 55,423,717	\$ 30,652,512	\$ 24,771,205
Limited-Service Eating Places	\$ 58,306,515	\$ 57,674,052	\$ 632,463
Special Food Services	\$ 11,092,246	\$ 8,590,820	\$ 2,501,425
Bars/Drinking Places (Alcoholic Beverages)	\$ 4,229,663	\$ 2,618,695	\$ 1,610,968