

2020

# Carroll County Community Retail Needs Analysis



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G R O U P

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# INTRODUCTION AND SUMMARY

## Purpose

This Community Retail Needs Analysis study has been commissioned by the Carroll County Chamber of Commerce, a 501(c)(3) nonprofit organization that services all of Carroll County, Missouri. The purpose of this study is to understand the potential for expanded retail business offerings in the greater community based upon consumer shopping and consumption patterns in the trade area.

## Methodology

This analysis is heavily reliant on data extracted from ArcGIS Business Analyst software, provided by Esri, an international supplier of geographic information systems and geodatabase management applications. This software incorporates a continuous series of data from the US Census Bureau, Internal Revenue Service (IRS), American Community Survey (ACS), Consumer Expenditure Surveys (CEX), Bureau of Labor Statistics, building permits and housing developments, postal delivery counts, and a variety of private firms that are tested against the 2010 United States Census for validity. The resulting combination of data produces a balanced measure of growth or decline in a variety of categories. The most recent projections are a reflection of statistical models derived to account for the unprecedented and extraordinary circumstances centered around the COVID-19 pandemic. While the data projections are established from trends locally, nationally, and internationally, the presented information is a best available estimate, and is not deemed to be 100% accurate.

The *Carroll County Retail Industry and Consumer Characteristics* analysis merges the most recent data from a variety of sources that relate to local businesses, demographics, and consumer spending. This information is examined to develop a statistical model using key retail industry and demographic attributes to represent trends in relation to the development of the community and industry. Consumer spending data combines current spending patterns and leverages five-year demographic prognostications to estimate future disbursements. From this statistical model, current estimates and future projections give insight on an ever-transforming community in, and surrounding, Carroll County.

The *Retail Gap Analysis* arranges data to compare spending patterns of Carroll County residents, to local and regional business sales. In doing so, the analysis classifies specific retail industry categories in which residents are traveling outside of the community to purchase goods, leading to a retail gap. Conversely, the analysis also recognizes categories in which individuals from outside of the community travel to Carroll County to purchase goods from local businesses, leading to a retail surplus. The *Retail Potential Analysis* combines retail gap information with specific data on current businesses within identical categories, to estimate the possibility of reclaiming a portion of the outside retail spending within the Carroll County. Additionally, the analysis relates these estimates to national business trends to approximate additional retail space that could be supported within the local community. This provides a recommendation for investment in growth of current, or the establishment of new, retail locations. These projections are based on industry averages and should be examined on an individual basis when being applied to current or incoming business to Carroll County.

## Geographical Trade Areas

The geographical trade areas for this study are comprised of data from four market segments. Due to the rural nature of the study area and information obtained from residents surveyed in the community, the defined sectors were expanded to reflect shopping patterns of respondents. In addition to Carroll County, trade areas are configured in 40, 55, and 70-minute drive times from the center of Carrollton, Missouri

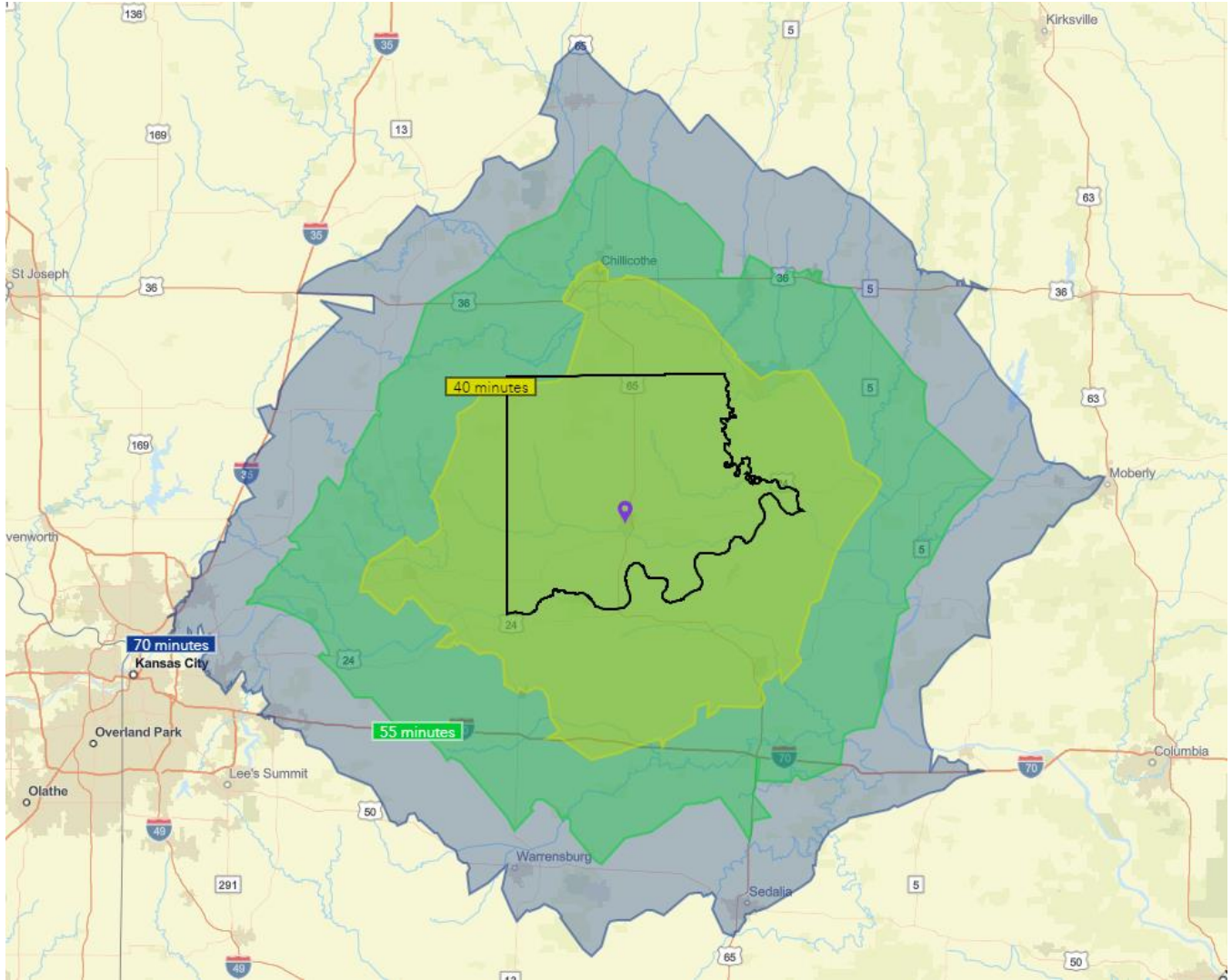
**Carroll County:** The primary area of focus in this study is the area of Carroll County, which contains the communities of Carrollton, Norborne, Bosworth, DeWitt, Tina, Hale and Bogard. In addition to these communities, the county has a vast unincorporated area consisting of most agricultural land.

**40-Minute Trade Area:** The 40-minute trade area consists of the communities of Marshall, Chillicothe, Brunswick, Concordia and Higginsville. Each of these communities exist in neighboring counties in the region of Carroll County.






**55-Minute Trade Area:** Branching out from previous mentioned boundaries, the 55-minute trade area also consists of the communities of Odessa, Brookfield, Marceline and Salisbury.

**70-Minute Trade Area:** The 70-minute trade area extends into the northeastern portion of the Kansas City, Missouri metropolitan area. Incorporated in the geographical sector are the communities of Grain Valley, Trenton, Oak Grove, Claycomo, Liberty and North Kansas City. It is not uncommon for residents of Carroll County to commute into this area on a daily basis for employment.

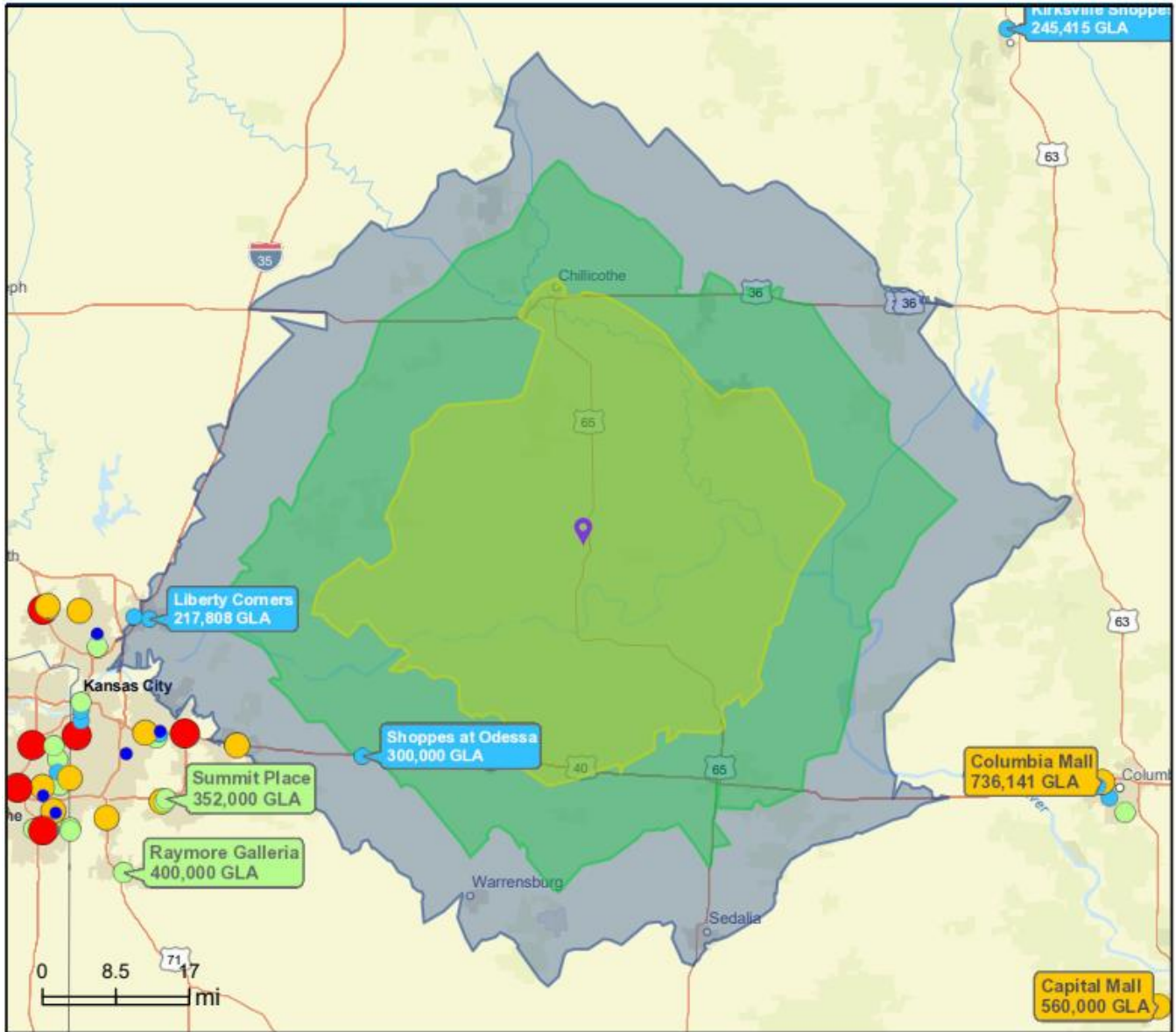
# Geographies and Trade Areas Map



## Trade Areas

-  Town of Carrollton
-  Carroll County, MO
-  Drive time of 40 minutes
-  Drive time of 55 minutes
-  Drive time of 70 minutes

# Major Retail Centers Map



Source: Directory of Major Malls, Inc. (July 2020).

- Gross Leasable Area
- Less than 200,000 sq ft
  - 200,001 - 300,000
  - 300,001 - 500,000
  - 500,001 - 800,000
  - More than 800,000



## Executive Summary

This Community Retail Needs Assessment was commissioned by the Carroll County Economic Development Corporation, a non-profit 501(c)(3) that is a closely aligned affiliate of the Carroll County Chamber of Commerce. This study examines the characteristics of the consumer in rural communities that comprise all of Carroll County, Missouri. Incorporating this data with profiles of neighboring locations, this study also provides an assessment on the potential for expanded retail opportunities within Carroll County.

The market studied in this analysis consisted of segments that have been categorized as four trade areas. These four areas are Carroll County, and 40-minute, 55-minute and 70-minute drive time radii from Carrollton, MO. The additional areas were developed as a result of data derived from an independent survey conducted by Goldstone Consulting Group, LLC in partnership with the Carroll County Economic Development Corporation and the Carroll County Chamber of Commerce, assessing retail purchase decisions of Carroll County residents.

Carroll County has a positive retail gap of just under \$69 million. This is an indicator that residents of Carroll County are traveling outside of the county to make purchases, providing an opportunity for businesses within the local community to recapture spending. Commonly, luxury items are being purchased in the outer rings of the study area. In the previously mentioned survey, respondents often indicated traveling outside of Carroll County to secure purchases and services.

Carroll County's median household income of over \$52,000 annually is either a leader or is very competitive when compared across the entire study area. Substantial new business investment made or announced during the current year across several industry sectors in Carroll County lends itself to having the ability to increase the median household income. Employment opportunities from these new business and expansion projects number above the 200 level in the next few years. There are several other potential projects under development that could continue the trend of new job creation in the County well into 2021 and possibly beyond. These business investments along with the retail gap bode well for creating opportunity for retailers that have an understanding of rural markets and the consumer's needs in those markets.

# CARROLL COUNTY RETAIL INDUSTRY

## Retail Industry Overview

Carroll County is home to 74 businesses within the retail industry sector, providing over 450 job opportunities, approximately 16.2% of all employment within the county. Food Services & Drinking Places leads all retail categories in total businesses, at 16, or 21.6% of the industry. In comparison, each of the next three retail categories contribute 8 businesses. Food Services & Drinking Places account for an even greater portion of employment, with its 169 employees amounting to approximately 36% of all retail labor force within Carroll County. Food & Beverage Stores contribute the second highest portion of employment with 93 active jobs, or 19.8% of retail employment opportunities.

Gross sales for all retail business in Carroll County total near \$60 million annually. Food & Beverage Stores contribute the greatest volume of sales, at over \$12 million projected in 2020. This equates to nearly 20% of gross sales in the retail industry. Though both Health & Personal Care Stores and Gasoline Stations account for only 4.1% of retail businesses in Carroll County, these categories follow closely, at over \$11 million in projected sales for the year.

The table shown below provides an overview of retail industry by category in relation to NAICS codes, projected for the 2020 calendar year. For complete definitions of pertinent NAICS retail categories, see Appendix A

Current Retail Industry Overview - Carroll County						
Retail Category	Businesses		Employees		Sales	
	Number	%	Number	%	Number	%
Food Services & Drinking Places*	16	21.6%	169	36.0%	\$ 5,119,000	8.5%
Motor Vehicle & Parts Dealers	8	10.8%	32	6.8%	\$ 3,867,000	6.4%
Food & Beverage Stores	8	10.8%	93	19.8%	\$ 12,006,000	19.9%
Miscellaneous Store Retailers	8	10.8%	24	5.1%	\$ 1,626,000	2.7%
Bldg Material & Garden Equipment & Supplies	6	8.1%	24	5.1%	\$ 4,207,000	7.0%
General Merchandise Stores	6	8.1%	23	4.9%	\$ 4,998,000	8.3%
Nonstore Retailers	6	8.1%	6	1.3%	\$ 2,496,000	4.1%
Sport Goods, Hobby, Book, & Music Stores	5	6.8%	9	1.9%	\$ 809,000	1.3%
Health & Personal Care Stores	3	4.1%	54	11.5%	\$ 11,484,000	19.0%
Gasoline Stations	3	4.1%	17	3.6%	\$ 11,324,000	18.7%
Electronics & Appliance Stores	2	2.7%	7	1.5%	\$ 1,484,000	2.5%
Clothing & Clothing Accessories Stores	2	2.7%	10	2.1%	\$ 715,000	1.2%
Furniture & Home Furnishings Stores	1	1.4%	2	0.4%	\$ 304,000	0.5%
<b>Total</b>	<b>74</b>		<b>470</b>		<b>\$ 60,439,000</b>	

\*Food Services & Drinking Places is considered Accommodation & Food Services by NAICS Industry codes

**Data Note:** Data on the Current Retail Industry report is calculated using Esri's data allocation, which uses census block groups to allocate business summary data to custom areas. Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc.

## CONSUMER CHARACTERISTICS

The information provided within this section examines characteristics of the consumer and households within Carroll County and each of the surrounding trades areas. The culmination of this data is the development of profile groups to generalize the consumers within the indicated areas. A generalization of the consumer population can be used to drive decision making in development of the retail industry.

### Population Analysis

According to recent U.S. Census Bureau data, the population of Carroll County has shown a decline over the past several decades, from a peak of approximately 12,600 residents in 1970 to a current population of 8,822 (2020 estimate). In recent years the population has begun to stabilize, as the annual rate of decrease is estimated at 0.76% per year over the next five years. This rate of stabilization holds significance, as commonly the factor most closely associate with retail demand is population.

A similar trend in total population can be seen in the surrounding rural areas, with a slightly lower future rate of change than what is expected in Carroll County. As evident in the 70-minute geographical trade area, more suburban and urban communities closest to Carroll County have experienced a rise in total population in recent years. This is consistent with national averages, as more populous counties have continued growth, while rural counties have shown a decline in population across the United States in recent decades.

The table below shows population characteristics and trends for Carroll County, and each of the surrounding trade areas.

Population Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Total Population in 2000	10,285	58,990	112,176	345,250
Total Population in 2010	9,295	57,217	110,695	367,048
Current Total Population	8,822	56,440	110,653	376,881
Group Quarters	88	2,401	4,866	12,604
Projected Population in 2025	8,497	55,654	109,572	380,407
Projected Annual Rate of Change	-0.76%	-0.28%	-0.20%	0.19%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Household and Family Characteristics

The current average household size in Carroll County is 2.37 people per household. This number is statistically comparable to the communities in the surrounding trades areas, but less than the national average of approximately 2.6 people per household. Similarly, the average family size of 2.92 per family in Carroll County is comparable to the surrounding geographical sectors, but slightly beneath the national average of 3.14, according to the U.S. Census Bureau.

Differences in the number of households and the number of families within each of the defined trade areas can be attributed directly to population variances. Due to the decrease in population of rural communities and increase in population of suburban and urban communities surrounding Carroll County, concurrent changes to the number of households and families are expected during the next five years.

The table below shows current household and family characteristics (as defined by the US Census Bureau) for each of the identified geographies.

Household and Family Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Household Characteristics				
Current Households	3,692	22,288	43,411	143,674
Average Household Size	2.37	2.42	2.44	2.54
Projected Households in 2025	3,562	21,969	42,982	144,938
Projected Annual Rate of Change	-0.73%	-0.29%	-0.20%	0.17%
Family Characteristics				
Families	2,396	14,410	28,906	98,015
Average Family Size	2.92	2.97	2.95	3.03
Projected Families in 2025	2,301	14,133	28,493	98,620
Projected Annual Rate of Change	-0.83%	-0.39%	-0.29%	0.12%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Household Income Characteristics

Carroll County leads the surrounding rural communities in the neighboring trade areas in median household income (MHI) at \$52,366. A similar measure of comparison can be found when examining average household income at a greater variation. As expected, both MHI and average household income in Carroll County is lower than in the 70-minute trade area, as that geographical sector branches into communities with higher population density. Though the local community has a higher distribution of low-income households, Carroll County also displays a higher distribution of high-income households, with this proportion expected to increase in the near future. In addition to elevating the average household income, higher-income households also have a propensity to drive increased demand on luxury retail items.

The table below displays current and projected household income characteristics for each of the defined geographical areas. Note that the projected annual increase of MHI is less than annual inflation rate (average of 2.2% annually over the next five years) as projected by the USDA in respect to the consumer price index.

Household Income Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Median Household Income (MHI)				
Current Median Household Income (MHI)	\$ 49,430	\$ 46,067	\$ 48,809	\$ 55,140
Projected MHI in 2025	\$ 52,366	\$ 49,184	\$ 51,581	\$ 58,572
Projected Annual Rate of Change	1.12%	1.27%	1.07%	1.17%
Current Median Disposable Income				
Current Household Income Distribution				
<\$15,000	12.6%	12.0%	11.8%	9.6%
\$15,000 - \$24,999	14.8%	12.7%	11.8%	9.9%
\$25,000 - \$34,999	10.8%	12.9%	12.1%	10.2%
\$35,000 - \$49,999	12.2%	15.6%	15.2%	14.7%
\$50,000 - \$74,999	20.8%	20.9%	20.8%	19.8%
\$75,000 - \$99,999	11.7%	11.0%	12.3%	14.4%
\$100,000 - \$149,999	9.1%	10.1%	11.1%	14.3%
\$150,000 - \$199,999	3.2%	2.9%	2.9%	4.2%
\$200,000+	4.9%	2.0%	1.9%	2.9%
Average Household Income	\$ 68,752	\$ 60,595	\$ 62,276	\$ 71,167
Projected 2025 Household Income Distribution				
<\$15,000	11.1%	10.8%	10.5%	8.5%
\$15,000 - \$24,999	13.6%	11.7%	10.9%	9.1%
\$25,000 - \$34,999	10.4%	12.5%	11.7%	9.7%
\$35,000 - \$49,999	11.9%	15.5%	15.0%	14.2%
\$50,000 - \$74,999	20.7%	20.9%	20.7%	19.3%
\$75,000 - \$99,999	12.5%	11.7%	13.1%	14.9%
\$100,000 - \$149,999	10.3%	11.2%	12.6%	15.9%
\$150,000 - \$199,999	3.5%	3.2%	3.3%	4.9%
\$200,000+	5.8%	2.3%	2.3%	3.4%
Average Household Income	\$ 76,884	\$ 66,160	\$ 68,350	\$ 78,310

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Housing Characteristics

Carroll County currently has 4,630 total available housing units. As explored previously, disparity in total housing units is representative of the population variation within define trade areas. Owner occupied housing accounts for the highest distribution of units at 54%. This ratio is slightly lower, but comparable to the surrounding trade areas. However, an estimated 20.3% of housing units within the county are currently vacant. This rate is above each of the surrounding trade areas, and shows a potential for the community to increase population. As population in the local area is expected to slightly decrease in the next five years, a concurrent increase is also expected in vacant housing units during this time.

Current median and average home values are significantly lower in Carroll County when in comparison to the surrounding trade areas. As distance from Carroll County increases, median and average home values increase. These numbers are expected, as home values tend to increase in relation to population density.

The table of the following page exhibits housing occupancy and home value characteristics for each of the defined geographic sectors. Note that projected changes in home value distribution over the next five years are statistically insignificant.

Housing Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Current Housing Unit Distribution				
Total Housing Units	4,630	26,234	51,363	161,560
Owner Occupied Units	54.0%	57.1%	60.1%	60.3%
Renter Occupied Units	25.7%	27.9%	24.4%	28.7%
Vacant Units	20.3%	15.0%	15.5%	11.1%
2025 Projected Housing Unit Distribution				
Total Housing Units	4,599	26,357	51,697	164,140
Owner Occupied Units	52.5%	55.9%	59.1%	59.9%
Renter Occupied Units	25.0%	27.4%	24.0%	28.4%
Vacant Units	22.5%	16.6%	16.9%	11.7%
Home Value Synopsis				
Current Median Home Value	\$ 92,834	\$109,606	\$123,281	\$148,114
Projected Median Home Value in 2025	\$ 100,153	\$123,468	\$141,638	\$173,251
Projected Annual Rate of Change	1.6%	2.5%	3.0%	3.4%
Current Average Home Value	\$ 137,225	\$149,454	\$167,816	\$184,604
Current Owner-Occupied Home Value Distribution				
Total Housing Units	2,501	14,970	30,868	97,353
<\$50,000	23.6%	14.5%	14.5%	9.6%
\$50,000 - \$99,999	30.8%	31.4%	26.7%	20.6%
\$100,000 - \$149,999	13.3%	21.0%	18.8%	20.6%
\$150,000 - \$199,999	10.2%	12.7%	14.3%	17.3%
\$200,000 - \$249,999	5.2%	6.7%	8.3%	11.8%
\$250,000 - \$299,999	7.1%	5.1%	6.7%	8.0%
\$300,000 - \$399,999	6.7%	4.4%	5.3%	6.3%
\$400,000 - \$499,999	1.0%	1.4%	1.9%	2.5%
\$500,000 - \$749,999	1.8%	1.5%	2.0%	2.3%
\$750,000 - \$999,999	0.1%	0.8%	0.7%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%	0.2%

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Age Characteristics

The current population of Carroll county has a median age of 44.3 years, which has increased slightly in recent years. This number is also higher than the median age of the surrounding trade areas which range from 38.2 to 40.8. Each of the sectors also display a slight increase to median age over the same time period as Carroll County. It is expected that a marginal rise in median age will continue over the next five years.

The age distributions in each of the geographical areas are comparable, with Carroll County containing a slightly higher ratio of elder adults and a slightly lower ratio of teen to young adults. It is also worth noting that Carroll County has the highest percentage of adults at 79.8% of the population.

The below table displays age characteristics for Carroll County and the surrounding trade areas. Note that projected changes to current age distributions are statistically insignificant.

Age Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Age Synopsis				
Median Age in 2010	42.3	39.5	40.8	36.9
Current Median Age	44.3	40.8	42.2	38.2
Projected Median Age in 2025	45.5	41.8	43.1	38.8
Current Age Distribution				
Total Population	8,822	56,442	109,573	380,407
0 - 4	5.4%	6.0%	5.5%	6.3%
5 - 9	5.7%	6.0%	5.8%	6.3%
10 - 14	5.7%	6.1%	6.2%	6.5%
15 - 24	10.6%	12.5%	11.3%	13.1%
25 - 34	11.9%	12.5%	11.4%	12.9%
35 - 44	11.6%	11.6%	12.2%	12.5%
45 - 54	12.7%	11.7%	11.5%	11.2%
55 - 64	14.5%	13.5%	13.3%	12.1%
65 - 74	12.3%	11.0%	12.5%	10.7%
75 - 84	6.7%	6.1%	7.5%	6.2%
85 +	3.1%	3.1%	2.9%	2.2%
18 +	79.8%	78.2%	78.8%	77.2%

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Race/Ethnicity Characteristics

Carroll County is comprised almost entirely of individuals who identify as “White Alone” at 95.9%. The surrounding trade areas also have a vastly majority “White” population, but at a slightly smaller ratio. Geographical sectors surrounding Carroll County have a moderately more diverse population, as evident by the Diversity Index. The Diversity Index from Esri represents the probability that two individuals, selected at random from a defined area, identify as different race or ethnic groups. Both ethnic and racial diversity are included in the Diversity Index.

The table below exhibits race/ethnicity characteristics in each of the identified trade areas.

Race/Ethnicity Characteristics				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Current Race/Ethnicity Distribution				
Total Population	8,822	57,217	110,695	367,050
White Alone	95.9%	91.4%	93.3%	91.5%
Black Alone	1.7%	3.5%	2.7%	3.4%
American Indian Alone	0.3%	0.3%	0.4%	0.5%
Asian Alone	0.1%	0.4%	0.3%	0.7%
Pacific Islander Alone	0.1%	0.4%	0.2%	0.3%
Some Other Race Alone	0.2%	2.1%	1.3%	1.4%
Two or More Races	1.7%	1.9%	1.7%	2.3%
Hispanic Origin	1.6%	4.4%	3.1%	4.0%
Diversity Index	11.0	23.3	18.2	22.6

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

## Consumer Spending Characteristics

The table on the following page shows data on consumer spending during the 2019 calendar year for each of the defined geographical trade areas. Consumer spending is segmented into different retail categories, displaying values for both average spending per household, and a Spending Potential Index (SPI). The Spending Potential Index compares the average amount spent in the local regions for a product or category, to the average amount spent on that same product or category nationally (represented by a value of 100). For example, an SPI of 75 indicates that average spending in that defined trade area is 25 percent below the national average.

Consumer households in Carroll County spend a lesser amount in each retail category when compared to the national average. Relatively, local residents spend the most in Health Care, at an SPI of 97, and Entertainment & Recreation, at an SPI of 93. Similar to Carroll County, each of the identified trade areas also spend below the national average per household in all major retail categories. This can be partially attributed to the lower cost of retail goods and services in a nationally centralized rural community, in

contrast to average costs nationally. A measure of comparison amongst the four defined trade areas exhibits a more actionable data representation.

When examining the define geographical areas, the average Carroll County household spends more in the categories of Entertainment & Recreation, Food at Home, Health Care, Support Payments, Cash Contributions & Gifts, and Vehicle Maintenance & Repairs. When focusing on the primarily rural communities, residents of Carroll County also average a greater level of spending in each retail category, other than Education.

A detailed consumer spending analysis can be found in Appendix B.

Consumer Spending					
Spending Category	Spending Per Household	Trade Area			
		Carroll Co.	40-Min	55-Min	70-Min
Apparel & Services	Average Spent	\$ 1,556	\$ 1,411	\$ 1,441	\$ 1,686
	SPI	73	66	67	79
Education	Average Spent	\$ 1,022	\$ 1,010	\$ 1,039	\$ 1,280
	SPI	57	56	58	72
Entertainment & Recreation	Average Spent	\$ 3,013	\$ 2,467	\$ 2,540	\$ 2,743
	SPI	93	76	78	84
Food at Home	Average Spent	\$ 4,601	\$ 3,914	\$ 4,007	\$ 4,404
	SPI	86	73	75	82
Food Away from Home	Average Spent	\$ 2,757	\$ 2,502	\$ 2,557	\$ 2,970
	SPI	73	66	68	79
Health Care	Average Spent	\$ 5,596	\$ 4,562	\$ 4,706	\$ 5,014
	SPI	97	79	82	87
Household Furnishings & Equipment	Average Spent	\$ 1,707	\$ 1,505	\$ 1,547	\$ 1,772
	SPI	78	69	71	81
Housing	Average Spent	\$ 17,921	\$ 15,936	\$ 16,285	\$ 18,800
	SPI	74	66	67	77
Personal Care Products & Services	Average Spent	\$ 704	\$ 624	\$ 640	\$ 741
	SPI	77	68	70	81
Support Payments, Cash Contributions & Gifts	Average Spent	\$ 2,150	\$ 1,759	\$ 1,812	\$ 1,984
	SPI	92	75	77	85
Travel	Average Spent	\$ 1,826	\$ 1,571	\$ 1,625	\$ 1,868
	SPI	76	65	67	78
Vehicle Maintenance & Repairs	Average Spent	\$ 1,067	\$ 890	\$ 909	\$ 995
	SPI	92	77	78	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Top Consumer Behaviors

Consumer behaviors for a region are important factors to consider, as they can help to identify a profile(s) of consumers that are within a retail industry's trade area. This profile can help to pinpoint patterns and opportunities for local retailers to align products with inclinations of local households.

The table on the following page provides an estimate of the number of adults in Carroll County that participate in a specific retail action. In addition, a percentage of the 7,040 adults that reside within county is given. For each of the behaviors, a Market Potential Index (MPI) is assigned. This value measures the relative likelihood that an adult in the local community is to exhibit a certain behavior based on purchasing patterns, compared to a national average of 100. The table displays all available, pertinent product/consumer behaviors with a Market Potential Index of greater than 130.

For Carroll County, top consumer behaviors are widely varied. The most common categories of consumer behaviors can be attributed to ownership of pets, and health care. It is highly probable that a portion of the consumer population in the community drives multiple behaviors that fall under a single category. Another noticeable trend is the purchase of items at a convenience location. This is likely due to the availability of retail options in Carroll County.

It is important to note that the data for this report is obtained through the Doublebase 2019 survey. Thus, the market potential data in this section will not reflect recent variations to consumer behavior attributable to the COVID-19 global pandemic. A full list of applicable product/consumer behaviors can be provided upon request.

### Top Consumer Behaviors - Carroll County

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial inst used: local/community bank	1,724	24.5%	253
Household purchased pet food in last 12 months: from discount store	457	12.4%	182
Spend <0.5 hrs online (excl email/IM time) daily	779	11.1%	169
Visited doctor in last 12 months: chiropractor	848	12.0%	165
Filled prescription last 12 months: at discount/dept store	357	5.1%	163
Wear bifocals	1,735	14.6%	161
Own treadmill	916	13.0%	157
Household member took pet to vet in last 12 months: 3 times	346	9.4%	155
Visited nurse practitioner in last 12 months	668	9.5%	150
Household used packaged dry cat food in last 6 months	1,200	32.5%	150
Household owns any cat	1,251	22.9%	149
Household has auto insurance: 3+ vehicles in household covered	1,228	33.3%	148
Went to family restaurant last 6 months: Bob Evans	314	4.5%	148
Read any daily newspaper (paper version)	1,624	23.1%	145
Used denture cleaner in last 6 months	1,059	15.0%	142
Bought cigarettes at convenience store in last 30 days	1,037	14.7%	140
Bought prescription eyewear: private eye doctor	2,307	32.8%	139
Have personal loan - not for education	331	4.7%	138
Used doctor's care/diet for diet method	245	3.5%	136
Spent at convenience store in last 30 days: \$51-\$99	509	7.2%	133
Avg monthly credit card expenditures: \$1-110	1,057	15.0%	132
Avg monthly credit card expenditures: \$1-110	1,057	15.0%	132
Went to family restaurant last 6 months: Texas Roadhouse	959	13.6%	131
Household used canned/wet cat food in last 6 months	653	17.7%	131

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by

GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

## Tapestry Segmentation

Esri Tapestry Segmentation is a geodemographic segmentation system designed to identify consumer markets in the United States. The system combines demographics of a designated area with local geography to create a classification model with 67 distinct, behavioral market segments. This information is then categorized to create 14 different summary groups, or segments. Tapestry Segmentation provides a generalized approach to understanding common consumer behaviors within a defined area.

The top five Tapestry segments for each of the defined trade areas, can be found in the table below. For Carroll County, the entire population is comprised of three segments. The leading group of local individuals can be classified as Segment 6D, Prairie Living, at an estimated 46.5%. This category can also be found as part of each of the defined trade areas, but in a much lower ratio. Segment 6F, Heartland Communities, is the second most common group of residents in Carroll County, at approximately 41.3%. The remaining 12.2% of local residents can be categorized as Segment 12C, Small Town Simplicity.

It is worth noting that as communities transition from more rural to more suburban/urban, diversity in segmentation increases (as evident by the percentage of population encompassed by the top five segments for each trade area). A full profile for each segment located within Carroll County can be found on the following pages. Additional profiles that pertain to the other trade areas can be found in Appendix C.

Current Top Tapestry Segments Distribution								
Rank	Trade Area							
	Carroll County		40-Min		55-Min		70-Min	
	Segment	%	Segment	%	Segment	%	Segment	%
1	Segment 6D	46.5%	Segment 6F	24.6%	Segment 6F	21.1%	Segment 6F	12.7%
2	Segment 6F	41.3%	Segment 12C	19.6%	Segment 6D	19.3%	Segment 6B	9.7%
3	Segment 12C	12.2%	Segment 6D	17.3%	Segment 6B	16.5%	Segment 6D	9.0%
4			Segment 5E	9.1%	Segment 12C	16.5%	Segment 12C	8.4%
5			Segment 6B	8.5%	Segment 5E	6.8%	Segment 4C	7.3%
	% of population	100.0%		79.1%		80.2%		47.1%

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood.

**Source:** Esri Business Analyst Online

## Segment 6D – Prairie Living

46.5% of Carroll County Residents

**Description:** *Prairie Living* is Tapestry Segmentation’s most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

### Socioeconomic Traits:

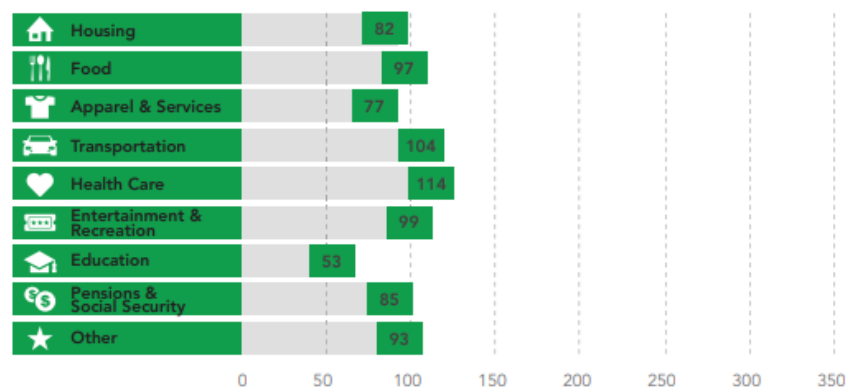
- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

### Market Profile

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## Segment 6F – Heartland Communities

41.3% of Carroll County Residents

**Description:** Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

### Socioeconomic Traits:

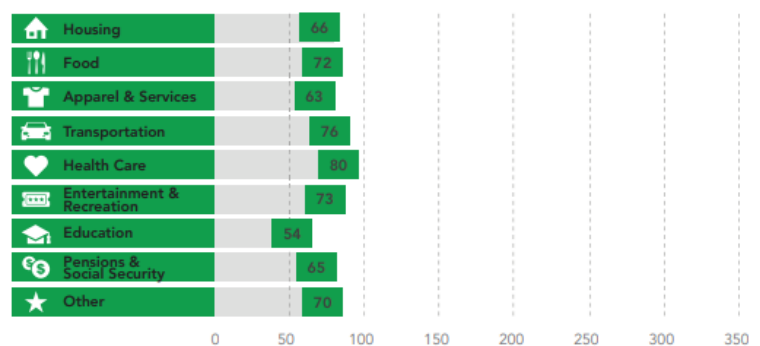
- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

### Market Profile

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## Segment 12C – Small Town Simplicity

12.2% of Carroll County Residents

**Description:** *Small Town Simplicity* includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

### Socioeconomic Traits:

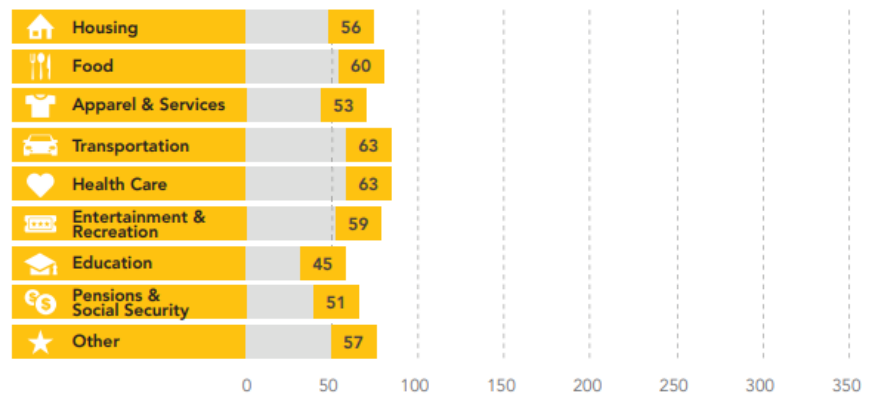
- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

### Market Profile

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

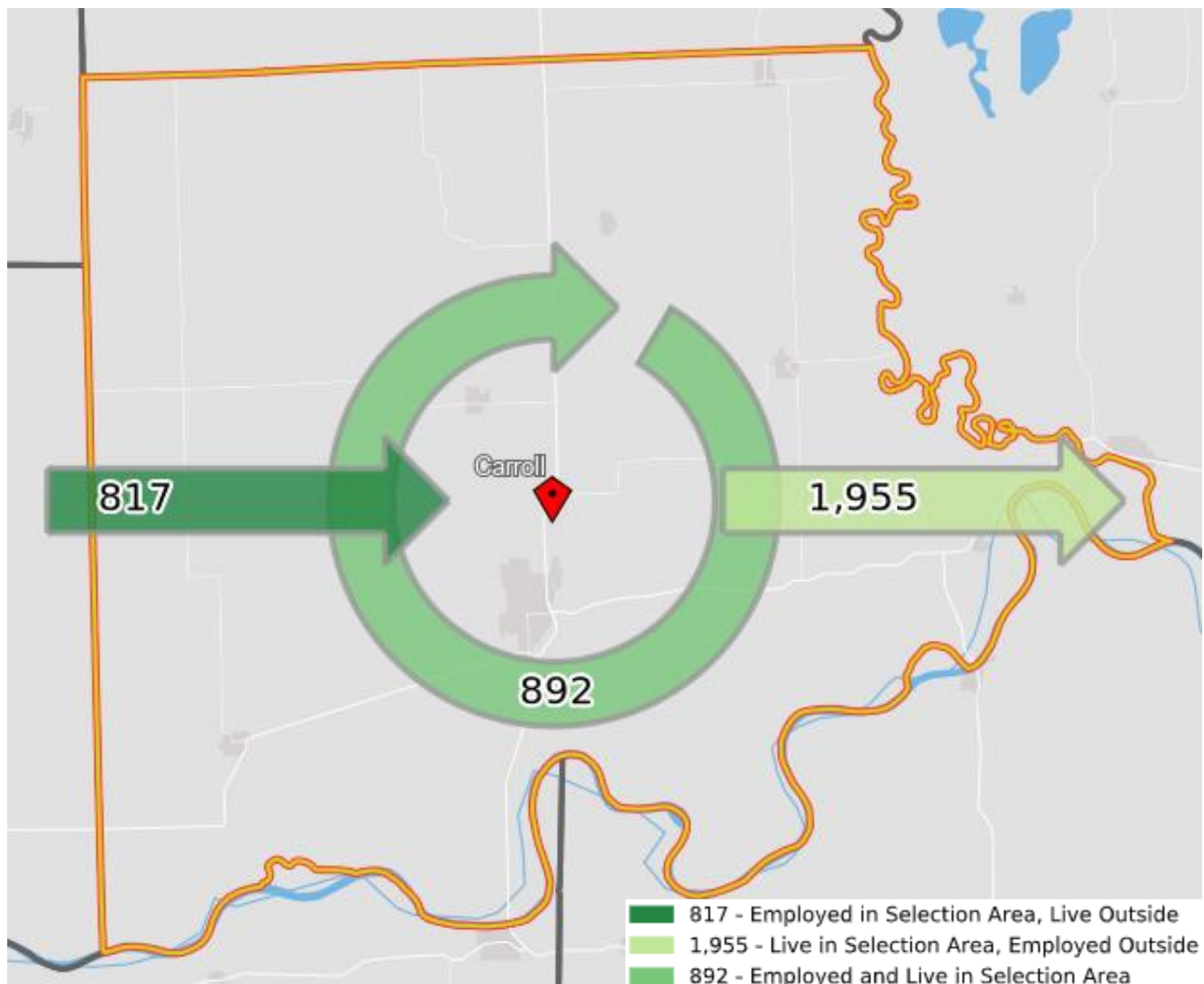


## Commuter Characteristics

Carroll County is host to approximately 1,709 total employees, including the retail industry and otherwise. Of those individuals, approximately 47.8%, or 817 workers, commute into the region. Carroll County residents traveling to locations outside of the county for work nearly double those traveling into the community, creating a net outflow of workers for employment. A better understanding of job opportunities for those commuting out of Carroll County can be best determine through a community labor and commuter study. It is probable that those leaving the community for employment may be purchasing convenience goods and services in other locations that are not as readily accessible within Carroll County. This creates a reduction in potential market demand for the local community.

The graphic below illustrates the inflow/outflow of commuters for Carroll County.

### .2017 Inflow/Outflow of All Jobs – Carroll County



**Source:** U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2017).

## RETAIL GAP ANALYSIS

A retail leakage, or gap, analysis is a method in which data concerning retail sales (supply) and retail potential (demand) in a geographical trade area is combined into a single metric. A positive retail gap occurs when the demand for a product category within a certain area exceeds the supply. In such cases, retail businesses outside of the local market are fulfilling the product demand. A positive retail gap highlights an opportunity for expansion of businesses within, or the addition of new businesses, to the local community. A negative retail gap occurs when sales within a defined area exceed demand. In such cases, retail businesses within the local community are currently drawing consumers in from outside of the defined area to purchase products. A negative retail gap indicates limited opportunity for growth within a certain retail category.

When assessing the data, a Leakage Factor is assigned to retail categories. This value generated by Esri programming models, measures the stability between the retail sales generated by businesses within a geographical trade area, and the retail potential produced by consumer spending within the same retail category. The result is an index value, ranging from -100 to +100. A positive value indicates a larger portion of leakage in sales, leading to a retail gap, and market potential in that trade area.

It is important to note that supply estimates sales to consumers by retail businesses. Sales to other establishments are excluded. Demand estimates the expected amount spent by consumers at these locations. Additionally, data presented in this analysis is considered to be in mature status. While the figures represent the current geographical segmentation of the local community, supply and demand-related estimates are created using the most relevant data from 2017 Esri database.

## Retail Gap Summary

In total, Carroll County has a positive retail gap of just under \$69 million dollars, with the retail trade category accounting for the majority of the leakage in total value. This trend is paralleled throughout each of the defined geographies. It is also important to consider the Leakage Factor to better understand the retail gap differences in the given geographical trade areas. Carroll County displays the highest leakage factor at 36.4 in Total Retail Trade and Food & Drink. This number drops significantly to 6.4 in the 40-minute trade area, before climbing to 18.3 in the 55-minute trade area. The Leakage Factor is at the lowest in the 70-minute trade area at 2.0. This suggests that Carroll County residents are traveling to nearby communities to meet a large portion of their retail demands. Additionally, it is probable that Carroll County residents, and those from nearby communities, are traveling much further distances to purchase luxury items.

The table below, shows a retail gap summary for each of the identified trade areas. A detailed retail gap analysis can be found for each trade area in the following pages.

Retail Gap Analysis Summary				
	Trade Area			
	Carroll County	40-Min	55-Min	70-Min
Retail Gap				
Total Retail Trade and Food & Drink	\$ 68,888,389	\$ 82,286,704	\$ 419,142,159	\$ 183,978,761
Total Retail Trade	\$ 63,393,865	\$ 68,611,085	\$ 373,308,018	\$ 149,875,932
Total Food & Drink	\$ 5,494,524	\$ 13,675,620	\$ 45,834,142	\$ 24,102,830
Leakage Factor				
Total Retail Trade and Food & Drink	36.4	6.4	18.3	2.0
Total Retail Trade	36.4	5.8	17.7	1.8
Total Food & Drink	36.2	13.3	24.6	4.1

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## Detailed Retail Gap Analysis

### Carroll County

The table below displays NAICS major retail category data in relation to supply, demand, retail gap, and the Leakage Factor for Carroll County. Carroll County has a variety of retail categories that display a positive retail gap and opportunity for economic advancement. Motor Vehicle & Parts Dealers have the greatest positive retail gap amount at over \$23.3 million. General Merchandise Stores also have a substantial retail gap value at nearly \$12.5 million. These categories show the greatest opportunity for retail recapture in respect to overall dollar value.

When examining Leakage Factor, Furniture & Home Furnishings Stores and Clothing & Clothing Accessories Stores have the highest value at 82.0 and 78.1 respectively. Building Materials, Garden Equipment, & Supply Stores and Motor Vehicle & Parts Dealers also have Leakage Factors above 70. This highlights the areas in which local residents are primarily traveling outside of the community to purchase these products.

A detailed breakdown of the retail gap analysis for Carroll County can be found in Appendix D.

Retail Gap Analysis by Category - Carroll County					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 28,277,371	\$ 4,927,474	\$ 23,349,897	70.3
452	General Merchandise Stores	\$ 20,524,801	\$ 8,058,959	\$ 12,465,842	43.6
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 9,219,115	\$ 1,451,074	\$ 7,768,041	72.8
722	Food Services & Drinking Places	\$ 10,338,745	\$ 4,844,221	\$ 5,494,524	36.2
445	Food & Beverage Stores	\$ 19,098,970	\$ 14,372,545	\$ 4,726,425	14.1
453	Miscellaneous Store Retailers	\$ 5,354,216	\$ 1,815,050	\$ 3,539,166	49.4
448	Clothing & Clothing Accessories Stores	\$ 3,965,337	\$ 486,438	\$ 3,478,899	78.1
442	Furniture & Home Furnishings Stores	\$ 3,066,414	\$ 303,721	\$ 2,762,693	82.0
446	Health & Personal Care Stores	\$ 7,207,701	\$ 4,670,778	\$ 2,536,923	21.4
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,083,327	\$ 1,113,888	\$ 1,969,439	46.9
443	Electronics & Appliance Stores	\$ 2,969,430	\$ 1,604,820	\$ 1,364,610	29.8
447	Gasoline Stations	\$ 14,434,245	\$ 14,229,377	\$ 204,868	0.7
454	Nonstore Retailers	\$ 1,591,581	\$ 2,364,519	\$ (772,938)	-19.5

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## 40-Minute Trade Area

The 40-minute trade area displays predominantly retail categories with a positive retail gap. Similar to Carroll County, Motor Vehicle & Parts Dealers have the highest retail gap value at \$78.6 million. Miscellaneous Store Retailers and Building Materials and Garden Equipment & Supply Stores follow directly after. The relative near proximity of this trade area suggests an opportunity for current or new businesses in Carroll County to not only recapture retail sales with local residents, but to draw in members of the immediate neighboring communities.

It is worth noting that General Merchandise Stores, the category with the second highest retail gap in Carroll County, has a negative retail gap in the 40-minute trade area. This is a further implication that local community members are traveling to nearby locations for retail goods in this category. Additionally, Furniture & Home Furnishing Stores and Clothing & Clothing Accessories Stores, categories with the highest Leakage Factors in Carroll County, have comparatively low Leakage Factors in the 40-minute trade area. Due to this, it can be deduced that a notable portion of sales in these categories are coming from Carroll County residents. This also suggests that it may be difficult for retail businesses within Carroll County, to draw residents of the immediate neighboring communities to purchase products in these categories.

The table below displays NAICS major retail category data in relation to supply, demand, retail gap, and the leakage factor for the 40-minute trade area. A detailed breakdown of the retail gap analysis for the 40-minute trade area can be found in Appendix D.

Retail Gap Analysis by Category - 40-Minute Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 143,211,613	\$ 64,580,487	\$ 78,631,126	37.8
453	Miscellaneous Store Retailers	\$ 27,196,607	\$ 11,254,912	\$ 15,941,695	41.5
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 46,218,678	\$ 32,192,440	\$ 14,026,238	17.9
722	Food Services & Drinking Places	\$ 58,134,458	\$ 44,458,838	\$ 13,675,620	13.3
445	Food & Beverage Stores	\$ 101,310,525	\$ 88,607,495	\$ 12,703,030	6.7
448	Clothing & Clothing Accessories Stores	\$ 22,852,836	\$ 10,495,646	\$ 12,357,190	37.1
451	Sporting Goods, Hobby, Book & Music Stores	\$ 16,680,397	\$ 7,392,167	\$ 9,288,230	38.6
442	Furniture & Home Furnishings Stores	\$ 17,284,432	\$ 10,855,354	\$ 6,429,078	22.8
443	Electronics & Appliance Stores	\$ 16,566,770	\$ 14,283,213	\$ 2,283,557	7.4
446	Health & Personal Care Stores	\$ 37,590,012	\$ 36,072,893	\$ 1,517,119	2.1
454	Nonstore Retailers	\$ 8,087,297	\$ 7,670,189	\$ 417,108	2.6
452	General Merchandise Stores	\$ 110,993,841	\$ 151,571,870	\$ (40,578,029)	-15.5
447	Gasoline Stations	\$ 74,951,375	\$ 119,356,634	\$ (44,405,259)	-22.9

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## 55-Minute Trade Area

The 55-minute trade area has a positive retail gap in nearly all major NAICS retail categories. Similar to Carroll County, Motor Vehicle & Parts Dealers and General Merchandise Stores lead all categories in total retail gap value. Motor Vehicle & Part Dealers continue to provide one of the most substantial opportunities for retail recapture of gross sales in each of the defined trade areas.

As seen in the 40-minute trade area, the 55-minute trade areas display relatively low Leakage Factors in comparison to Carroll County. Clothing & Clothing Accessories Stores and Sporting Goods, Hobby, Book & Music Stores have the highest percentage of sales lost to neighboring areas, with a factor of just over 50. Though categories such as General Merchandise Stores and Food Services & Drinking Places have higher retail gap values, their relatively low Leakage Factors suggest that residents in this sector have an easier time of purchasing these retail goods within their defined geographical area.

The table below displays NAICS major retail category data in relation to supply, demand, retail gap, and the leakage factor for the 55-minute trade area. A detailed breakdown of the retail gap analysis for the 40-minute trade area can be found in Appendix D.

Retail Gap Analysis by Category - 55-Minute Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 284,714,293	\$ 111,778,667	\$ 172,935,626	43.6
452	General Merchandise Stores	\$ 220,923,874	\$ 169,280,744	\$ 51,643,130	13.2
722	Food Services & Drinking Places	\$ 115,925,576	\$ 70,091,434	\$ 45,834,142	24.6
445	Food & Beverage Stores	\$ 200,921,347	\$ 162,303,212	\$ 38,618,135	10.6
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 93,088,023	\$ 58,016,420	\$ 35,071,603	23.2
453	Miscellaneous Store Retailers	\$ 54,026,361	\$ 20,869,477	\$ 33,156,884	44.3
448	Clothing & Clothing Accessories Stores	\$ 45,594,559	\$ 14,624,512	\$ 30,970,047	51.4
451	Sporting Goods, Hobby, Book & Music Stores	\$ 33,304,421	\$ 11,043,486	\$ 22,260,935	50.2
442	Furniture & Home Furnishings Stores	\$ 34,512,538	\$ 14,029,673	\$ 20,482,865	42.2
446	Health & Personal Care Stores	\$ 74,797,293	\$ 56,671,991	\$ 18,125,302	13.8
443	Electronics & Appliance Stores	\$ 32,929,168	\$ 18,997,935	\$ 13,931,233	26.8
454	Nonstore Retailers	\$ 16,134,862	\$ 11,098,374	\$ 5,036,488	18.5
447	Gasoline Stations	\$ 148,333,717	\$ 217,257,946	\$ (68,924,229)	-18.9

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## 70-Minute Trade Area

The 70-minute trade area primarily displays retail categories with a positive retail gap. General Merchandise Stores and Motor Vehicle & Parts Dealers lead all categories in total gap value, similar to most trade areas in this study. The consistency of Moto Vehicle & Parts Dealers being one of the categories with the highest total retail gap value, continues to reinforce the opportunity for retail recapture in this category within Carroll County.

As shown with the previous two categories, the 70-minute trade area displays low Leakage Factors in most retail categories. Clothing & Clothing Accessories Stores have the highest value at 45.6. No other category in this geographical sector has a retail factor of over 35, with many categories leaking under 15% of their sales to neighboring areas. This is especially notable in destination retail locations, such as Motor Vehicle & Parts Dealers, which has a high total retail gap value, but a leakage factor of only 7.2. Because of this, it is highly probable that individuals that live within Carroll County or nearby, are traveling at great distances to have these retail demands met, providing a higher probability for retail recapture within the local community.

The table below displays NAICS major retail category data in relation to supply, demand, retail gap, and the leakage factor for the 70-minute trade area. A detailed breakdown of the retail gap analysis for the 70-minute trade area can be found in Appendix D.

Retail Gap Analysis by Category - 70-Minute Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
452	General Merchandise Stores	\$ 781,565,460	\$ 629,038,897	\$ 152,526,563	10.8
441	Motor Vehicle & Parts Dealers	\$ 942,579,317	\$ 815,895,942	\$ 126,683,375	7.2
448	Clothing & Clothing Accessories Stores	\$ 172,180,383	\$ 64,316,273	\$ 107,864,110	45.6
453	Miscellaneous Store Retailers	\$ 178,515,239	\$ 94,955,705	\$ 83,559,534	30.6
445	Food & Beverage Stores	\$ 690,877,703	\$ 615,414,526	\$ 75,463,177	5.8
442	Furniture & Home Furnishings Stores	\$ 127,775,485	\$ 63,433,480	\$ 64,342,005	33.7
443	Electronics & Appliance Stores	\$ 120,745,050	\$ 71,241,066	\$ 49,503,984	25.8
451	Sporting Goods, Hobby, Book & Music Stores	\$ 119,317,032	\$ 77,941,991	\$ 41,375,041	21.0
722	Food Services & Drinking Places	\$ 428,720,910	\$ 394,618,080	\$ 34,102,830	4.1
454	Nonstore Retailers	\$ 52,494,222	\$ 41,372,088	\$ 11,122,134	11.8
446	Health & Personal Care Stores	\$ 249,713,078	\$ 250,659,733	\$ (946,655)	-0.2
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 307,233,702	\$ 314,256,594	\$ (7,022,892)	-1.1
447	Gasoline Stations	\$ 497,538,728	\$ 1,052,133,174	\$ (554,594,446)	-35.8

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## Retail Gap Comparison

The table below is a retail gap comparison between each of the geographical trade areas displayed in order of NAICS code. The chart displays total retail gap value. Categories with a negative retail gap are highlighted in red. A detailed breakdown of the retail gap comparison between all identified trade areas can be found in Appendix D.

Retail Gap Comparison by Category					
NAICS	Retail Category	Trade Area			
		Carroll Co.	40-Min	55-Min	70-Min
441	Motor Vehicle & Parts Dealers	\$ 23,349,897	\$ 78,631,126	\$ 172,935,626	\$ 126,683,375
442	Furniture & Home Furnishings Stores	\$ 2,762,693	\$ 6,429,078	\$ 20,482,865	\$ 64,342,005
443	Electronics & Appliance Stores	\$ 1,364,610	\$ 2,283,557	\$ 13,931,233	\$ 49,503,984
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 7,768,041	\$ 14,026,238	\$ 35,071,603	\$ (7,022,892)
445	Food & Beverage Stores	\$ 4,726,425	\$ 12,703,030	\$ 38,618,135	\$ 75,463,177
446	Health & Personal Care Stores	\$ 2,536,923	\$ 1,517,119	\$ 18,125,302	\$ (946,655)
447	Gasoline Stations	\$ 204,868	\$ (44,405,259)	\$ (68,924,229)	\$ (554,594,446)
448	Clothing & Clothing Accessories Stores	\$ 3,478,899	\$ 12,357,190	\$ 30,970,047	\$ 107,864,110
451	Sporting Goods, Hobby, Book & Music Stores	\$ 1,969,439	\$ 9,288,230	\$ 22,260,935	\$ 41,375,041
452	General Merchandise Stores	\$ 12,465,842	\$ (40,578,029)	\$ 51,643,130	\$ 152,526,563
453	Miscellaneous Store Retailers	\$ 3,539,166	\$ 15,941,695	\$ 33,156,884	\$ 83,559,534
454	Nonstore Retailers	\$ (772,938)	\$ 417,108	\$ 5,036,488	\$ 11,122,134
722	Food Services & Drinking Places	\$ 5,494,524	\$ 13,675,620	\$ 45,834,142	\$ 34,102,830

**Source:** Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

## Projected Retail Gap Analysis

The table below displays a projected retail gap value for each of the major NAICS retail categories for the year 2025. This projection assesses potential changes to population, income, spending patterns, and consumer segmentation across the next five years. From these estimated adjustments, a demand projection has been established for Carroll County. The retail gap is formulated under the current supply data to create an estimation of gap value if no change occurs to current retail businesses within the county. This projected retail gap is used to establish the following *Retail Potential Analysis*.

2025 Projected Retail Gap Analysis by Category - Carroll County				
NAICS	Retail Category	Projected Demand (Retail Potential)	Current Supply (Retail Sales)	Projected Retail Gap
441	Motor Vehicle & Parts Dealers	\$ 30,507,607	\$ 4,927,474	\$ 25,580,133
452	General Merchandise Stores	\$ 22,143,592	\$ 8,058,959	\$ 14,084,633
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 9,946,227	\$ 1,451,074	\$ 8,495,153
722	Food Services & Drinking Places	\$ 11,154,162	\$ 4,844,221	\$ 6,309,941
445	Food & Beverage Stores	\$ 20,605,306	\$ 14,372,545	\$ 6,232,761
453	Miscellaneous Store Retailers	\$ 5,776,503	\$ 1,815,050	\$ 3,961,453
448	Clothing & Clothing Accessories Stores	\$ 4,278,083	\$ 486,438	\$ 3,791,645
446	Health & Personal Care Stores	\$ 7,776,172	\$ 4,670,778	\$ 3,105,394
442	Furniture & Home Furnishings Stores	\$ 3,308,262	\$ 303,721	\$ 3,004,541
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,326,509	\$ 1,113,888	\$ 2,212,621
443	Electronics & Appliance Stores	\$ 3,203,629	\$ 1,604,820	\$ 1,598,809
447	Gasoline Stations	\$ 15,572,674	\$ 14,229,377	\$ 1,343,297
454	Nonstore Retailers	\$ 1,717,109	\$ 2,364,519	\$ (647,410)

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## RETAIL POTENTIAL ANALYSIS

The following retail potential analysis will estimate the ability for residents within Carroll County and surrounding areas to support the expansion of current, or development of new, retail businesses within the community through consumer spending patterns. This estimate is generated by approximating the ability for Carroll County to recapture a portion of retail leakage that was shown in the *Retail Gap Analysis* section of this report. The analysis takes into consideration the average sales per business within an identified category to determine the potential number of business that may be supported through an identified retail gap recapture estimate. An approximation of additional square footage that may be supported through recapture potential is also provided.

Goldstone Consulting Group professionals have created two separate retail recapture potential estimates. These estimates were developed using a multi-faceted approach, consisting of both a conservative and aggressive calculation of retail gap value, based on varying market factors. The recapture rates are not expected to be precise, but rather to serve the purpose of identifying possible areas of investment within Carroll County.

### Retail Recapture Potential – Conservative Estimate

The table on the following page displays a conservative estimation of potential new businesses and expansion to current businesses<sup>9</sup> within Carroll County, that may be supported by recapture of current retail gap. The conservative approach estimates that local establishments would be able to recapture 10% of retail gap value for destination retail businesses (those that consumers typically travel further to access), and 15% for convenience retail businesses (those that consumers typically prioritize due to shorter travel times). Note that categories displaying a reasonable potential to support a new business are highlighted in green, while those that may only support expansion of current businesses are highlighted in red. Additionally, categories with a negative retail gap have been removed from the list. The table is arranged according to overall retail recapture potential.

According to this estimate, Automobile Dealers have the potential to recapture the greatest value in retail sales at approximately \$2.3 million. Department Stores Excluding Leased Departments have the second highest recapture potential at just over \$1.2 million dollars. When considering the average sales per business within Carroll County and neighboring communities, it is estimated that approximately two Restaurants/Other Eating Places could be supported by local spending. Additionally, the community is estimated to be able to support a new business that falls within the Other Miscellaneous Store Retailers, Office Supplies, Stationary & Gift Stores, Special Food Services, Automobile Dealers, and Building Material & Supplies Dealers categories. Other retail categories show a potential for increased investment in current businesses, but are unlikely able to support new businesses, according to this analysis.

### Retail Recapture Potential - Conservative Estimate

Retail Category	Retail Gap	Recapture Potential	Avg Sales Per Business	Potential Businesses	Estimated Square Feet
Automobile Dealers	\$ 23,016,007	\$ 2,301,601	\$ 2,613,887	0.9	7,082
Department Stores Excluding Leased Depts.	\$ 12,090,260	\$ 1,209,026	\$ 15,440,933	0.1	3,720
Grocery Stores	\$ 6,048,947	\$ 907,342	\$ 2,080,507	0.4	2,792
Restaurants/Other Eating Places	\$ 5,683,933	\$ 852,590	\$ 398,908	2.1	2,623
Bldg Material & Supplies Dealers	\$ 7,967,548	\$ 796,755	\$ 861,681	0.9	2,452
Health & Personal Care Stores	\$ 3,105,394	\$ 465,809	\$ 1,336,033	0.3	1,433
Other Miscellaneous Store Retailers	\$ 2,394,093	\$ 359,114	\$ 320,749	1.1	1,105
Other Motor Vehicle Dealers	\$ 3,477,502	\$ 347,750	\$ 559,094	0.6	1,070
Other General Merchandise Stores	\$ 1,994,374	\$ 299,156	\$ 840,231	0.4	920
Clothing Stores	\$ 2,377,658	\$ 237,766	\$ 400,502	0.6	732
Gasoline Stations	\$ 1,343,297	\$ 201,495	\$ 4,262,737	0.0	620
Furniture Stores	\$ 1,928,744	\$ 192,874	\$ 1,073,203	0.2	593
Sporting Goods/Hobby/Musical Instr Stores	\$ 1,758,218	\$ 175,822	\$ 365,898	0.5	541
Electronics & Appliance Stores	\$ 1,598,809	\$ 159,881	\$ 952,214	0.2	492
Home Furnishings Stores	\$ 1,075,797	\$ 107,580	\$ 453,946	0.2	331
Office Supplies, Stationery & Gift Stores	\$ 1,021,406	\$ 102,141	\$ 104,382	1.0	314
Shoe Stores	\$ 757,074	\$ 75,707	\$ 979,238	0.1	233
Jewelry, Luggage & Leather Goods Stores	\$ 656,913	\$ 65,691	\$ 650,303	0.1	202
Lawn & Garden Equip & Supply Stores	\$ 527,604	\$ 52,760	\$ 254,201	0.2	162
Special Food Services	\$ 340,409	\$ 51,061	\$ 52,066	1.0	157
Book, Periodical & Music Stores	\$ 454,403	\$ 45,440	\$ 440,100	0.1	140
Drinking Places - Alcoholic Beverages	\$ 285,598	\$ 42,840	\$ 74,701	0.6	132
Used Merchandise Stores	\$ 427,403	\$ 42,740	\$ 227,155	0.2	132
Specialty Food Stores	\$ 220,250	\$ 33,037	\$ 411,242	0.1	102
Florists	\$ 118,551	\$ 11,855	\$ 83,565	0.1	36

**Data Note:** Nonstore retailers were removed from the list. The defined 40-minute trade area average sales per business were used to assess market expansion. The estimated square feet is based on a retail market average of \$325 in sales per square foot of space (CoStar Market Analytics), and may vary in relation to business type.

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## Retail Recapture Potential – Aggressive Estimate

The table on the following page displays an aggressive estimation of potential new businesses and expansion to current businesses within Carroll County, that may be supported by recapture of current retail gap. The aggressive approach estimates that local establishments would be able to recapture 15% of retail gap value for destination retail businesses, and 22% for convenience retail businesses. This evaluation would be heavily reliant on advanced, successful marketing strategies. Note that categories displaying a reasonable potential to support a new business are highlighted in green, while those that may only support expansion of current businesses are highlighted in red. Additionally, categories with a negative retail gap have been removed from the list. The table is arranged in relation to overall retail recapture potential.

Automobile Dealers and Department Stores Excluding Leased Departments continue to lead all categories in potential recapture of retail sales. If an aggressive, successful marketing strategy is employed in Carroll County, it is estimated that three new Restaurants/Other Eating Places could be supported by local resident spending. In addition to the Other Miscellaneous Store Retailers, Office Supplies, Stationary & Gift Stores, Special Food Services, Automobile Dealers, and Building Material & Supplies Dealers categories, a business that falls within the Other Motor Vehicle Dealers, Clothing Stores, and Drinking Places – Alcoholic Beverages categories could be supported by Carroll County residents. All other categories are unlikely able to successfully maintain a new business, but show the opportunity for investment in current local businesses.

### Retail Recapture Potential - Aggressive Estimate

Retail Category	Retail Gap	Recapture Potential	Avg Sales Per Business	Potential Businesses	Estimated Square Feet
Automobile Dealers	\$ 23,016,007	\$ 3,452,401	\$ 2,613,887	1.3	10,623
Department Stores Excluding Leased Depts.	\$ 12,090,260	\$ 1,813,539	\$ 15,440,933	0.1	5,580
Grocery Stores	\$ 6,048,947	\$ 1,330,768	\$ 2,080,507	0.6	4,095
Restaurants/Other Eating Places	\$ 5,683,933	\$ 1,250,465	\$ 398,908	3.1	3,848
Bldg Material & Supplies Dealers	\$ 7,967,548	\$ 1,195,132	\$ 861,681	1.4	3,677
Health & Personal Care Stores	\$ 3,105,394	\$ 683,187	\$ 1,336,033	0.5	2,102
Other Miscellaneous Store Retailers	\$ 2,394,093	\$ 526,700	\$ 320,749	1.6	1,621
Other Motor Vehicle Dealers	\$ 3,477,502	\$ 521,625	\$ 559,094	0.9	1,605
Other General Merchandise Stores	\$ 1,994,374	\$ 398,875	\$ 840,231	0.5	1,227
Clothing Stores	\$ 2,377,658	\$ 356,649	\$ 400,502	0.9	1,097
Gasoline Stations	\$ 1,343,297	\$ 295,525	\$ 4,262,737	0.1	909
Furniture Stores	\$ 1,928,744	\$ 289,312	\$ 1,073,203	0.3	890
Sporting Goods/Hobby/Musical Instr Stores	\$ 1,758,218	\$ 263,733	\$ 365,898	0.7	811
Electronics & Appliance Stores	\$ 1,598,809	\$ 239,821	\$ 952,214	0.3	738
Home Furnishings Stores	\$ 1,075,797	\$ 161,369	\$ 453,946	0.4	497
Office Supplies, Stationery & Gift Stores	\$ 1,021,406	\$ 153,211	\$ 104,382	1.5	471
Shoe Stores	\$ 757,074	\$ 113,561	\$ 979,238	0.1	349
Jewelry, Luggage & Leather Goods Stores	\$ 656,913	\$ 98,537	\$ 650,303	0.2	303
Lawn & Garden Equip & Supply Stores	\$ 527,604	\$ 79,141	\$ 254,201	0.3	244
Special Food Services	\$ 340,409	\$ 74,890	\$ 52,066	1.4	230
Book, Periodical & Music Stores	\$ 454,403	\$ 68,160	\$ 440,100	0.2	210
Used Merchandise Stores	\$ 427,403	\$ 64,111	\$ 227,155	0.3	197
Drinking Places - Alcoholic Beverages	\$ 285,598	\$ 62,832	\$ 74,701	0.8	193
Specialty Food Stores	\$ 220,250	\$ 48,455	\$ 411,242	0.1	149
Florists	\$ 118,551	\$ 17,783	\$ 83,565	0.2	55

**Data Note:** Nonstore retailers were removed from the list. The defined 40-minute trade area average sales per business were used to assess market expansion. The estimated square feet is based on a retail market average of \$325 in sales per square foot of space (CoStar Market Analytics), and may vary in relation to business type.

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## KEY FINDINGS

Population variation is the factor most closely predictive of gross retail spending. Current projections of Carroll County expect population to decrease in the next five years at a more stabilized rate than in recent decades. However, the continued investment in the development of new businesses within the community leading to increased employment, provides the potential to further stabilize or redirect population decline. Additionally, an increased local job market creates an opportunity to make positive advances in balancing the current net outflow of employment in Carroll County. In conjunction, with the expected increases in median household income, consumer spending of residents within Carroll County has a propensity to rise in coming years. Through current residents, potential future residents, and potential future employees, an increase in consumer spending will ultimately provide more opportunity for growth in the retail industry.

Though major retail space is not easily available in Carroll County, the industry has a significant opportunity to recapture retail sales lost to outside markets through the investment in current businesses, or the development of new locations. Restaurants/Other Eating Spaces are estimated to provide the greatest opportunity for incoming businesses. Through drawing consumers to Carroll County from afar may be limited, projected local spending is likely to support an estimated two to three new establishments. In an independent survey conducted by Goldstone Consulting Group, LLC in association with the Carroll County Economic Development Corporation, approximately 96.5% of the 141 respondents confirmed a desire of additional restaurant locations in Carroll County. Of these, American and Italian food options lead all categories as the most preferred locations, at 38% and 35% respectively. The table below displays a breakdown of respondents who confirmed their support of potential restaurant types. In addition to local residents, the neighboring trades areas also display a positive retail gap in the Restaurant/Other Eating Spaces category. Through successful marketing strategies, a new dining option would have the opportunity draw in sales from individuals residing near, but outside of Carroll County.

Potential Restaruant Support	
Restaruant Type	Percentage of Respondents in Favor
Coffee Shop	16.5%
Deli/Sandwich Shop	21.8%
Fast Food	22.6%
Sports Bar	33.1%
Microbrewery	9.8%
Family Resurant	69.9%
Upscale Resaurant	35.3%
Bakery	23.3%
Ice Cream Shop	24.1%
Buffett	54.1%
Tavern/Bar	26.3%

**Source:** Independent survery conducted by Goldstone Consulting Group, LLC in association with the Carroll County Economic Development Corporation

In the aforementioned independent study, online shopping was identified as a semi-frequent additional method of retail purchase for Carroll County consumers, as 46.8% of respondents use the internet for shopping weekly, and 76.6% shop online at least once per month. Though internet sales are likely to continue, 53% of respondents listed product availability as the deciding factor for online purchases. The table to the right displays a breakdown of retail items that Carroll County residents are currently purchasing online. New businesses that show a moderate probability to sustain success within the community, such as Clothing Stores, may be able to capitalize on recapturing sales lost through online shopping. In doing so, the likelihood of long-term success for a potential business in the local community would increase. Additionally, though many of these items fall into categories in which a new business to Carroll County may be difficult to support, there is opportunity for investment in current locations. Through increased product availability, establishments categorized as Health & Personal Care Stores, Electronics & Appliance Stores or Auto Parts, Accessories & Tire Stores, have the opportunity to redirect internet sales to an in-store location.

Online Purchases Breakdown	
Item Type	Percentage of Purchasing Online
Pet Food & Supplie	28.2%
Health Foods	16.8%
Paper Products	23.7%
Clothing & Shoes	80.9%
Beauty Products	49.6%
Electronics	49.6%
Auto Parts	29.8%
Household Supplies	38.9%
Groceries	13.0%

**Source:** Independent survey conducted by Goldstone Consulting Group, LLC in association with the Carroll County Economic Development Corporation

Carroll County is currently experiencing significant retail leakage, which provides a vast array of opportunities for businesses within the retail industry. Though generally consumers are willing to travel for destination locations such as Automobile Dealers, the local community shows a high possibility to support such a location. In addition, pursuit of a new Building Material & Supplies Dealer, or Office Supplies, Stationary, & Gift Store, offers promising results. Finally, continued strategic investment in current locations have the ability to drive growth to the retail industry within the communities of Carroll County.

## APPENDIX A: NAICS RETAIL CODE DEFINITIONS

**4411 Automobile Dealers:** This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

**4412 Other Motor Vehicle Dealers:** This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

**4413 Automotive Parts, Accessories, and Tire Stores:** This industry group comprises establishments primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, including tires and tubes. Included in this industry group are establishments primarily engaged in retailing automotive parts and accessories in combination with automotive repair services.

**4421 Furniture Stores:** This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs, and mattresses) and outdoor furniture; office furniture (except sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.

**4422 Home Furnishings Stores:** This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

**4431 Electronics and Appliance Stores:** This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as televisions, computers, and cameras; (2) specializing in retailing a single line of new consumer-type electronic products; (3) retailing these new products in combination with repair and support services; (4) retailing new prepackaged computer software; and/or (5) retailing prerecorded audio and video media, such as CDs, DVDs, and tapes. Illustrative Examples: Appliance stores, household-type Cellular telephone accessories stores Consumer-type electronic stores (e.g., televisions, computers, cameras)

**4441 Building Material and Supplies Dealers:** This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

**4442 Lawn and Garden Equipment and Supplies Stores:** This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

**4451 Grocery Stores:** This industry group comprises establishments primarily engaged in retailing a general line of food products.

**4452 Specialty Food Stores:** This industry group comprises establishments primarily engaged in retailing specialized lines of food.

**4453 Beer, Wine, and Liquor Stores:** This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

**4461 Health and Personal Care Stores:** Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

**4471 Gasoline Stations:** Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol, alternative fuels) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for storing and dispensing automotive fuels.

**4481 Clothing Stores:** This industry group comprises establishments primarily engaged in retailing new clothing.

**4482 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.

**4483 Jewelry, Luggage, and Leather Goods 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.

**4511 Sporting Goods, Hobby, and Musical Instrument Stores:** This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

**4512 Book Stores and News Dealers:** This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

**4522 Department Stores:** 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.

**4523 General Merchandise Stores, including Warehouse Clubs and Supercenters:** This industry comprises establishments 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 supercenters are included in this industry.

**4531 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.

**4532 Office Supplies, Stationery, and Gift Stores:** This industry group comprises establishments primarily engaged in retailing new office supplies, stationery, gifts, novelty merchandise, and souvenirs.

**4533 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). Illustrative Examples: Antique shops Used household-type appliance stores Used book stores Used merchandise thrift shops Used clothing stores Used sporting goods stores.

**4539 Other Miscellaneous Store Retailers:** This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists;

office supplies, stationery, and gift stores; and used merchandise stores). This industry group also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis (except electronic auctions).

**4541 Electronic Shopping and Mail-Order Houses:** This industry comprises establishments primarily engaged in retailing all types of merchandise using nonstore means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or the Internet. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mailorder houses. Illustrative Examples: Catalog (i.e., order-taking) offices of mail-order houses Collectors' items, mailorder houses Computer software, mail-order houses Home shopping television orders Internet auction sites, retail Mail-order book clubs (not publishing) Mail-order houses Web retailers

**4542 Vending Machine Operators:** This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

**4543 Direct Selling Establishments:** This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mailorder, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer meal plan providers; coffee-break supplies providers; and bottled water or water softener services.

**7223 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 nonmotorized carts.

**7224 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.

**7225 Restaurants and 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.

## APPENDIX B: DETAILED CONSUMER SPENDING

Current Consumer Spending Index				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
<b>Apparel and Services</b>	73	66	67	79
Men's	73	64	66	77
Women's	75	67	69	79
Children's	73	67	68	81
Footwear	68	64	65	78
Watches & Jewelry	81	70	72	81
Apparel Products and Services (1)	54	55	56	69
<b>Computer</b>				
Computers and Hardware for Home Use	69	62	63	76
Portable Memory	68	63	64	76
Computer Software	58	57	58	72
Computer Accessories	68	64	65	79
<b>Entertainment &amp; Recreation</b>	93	76	78	84
Fees and Admissions	55	55	56	71
Membership Fees for Clubs (2)	57	56	58	72
Fees for Participant Sports, excl. Trips	57	56	58	74
Tickets to Theatre/Operas/Concerts	53	54	56	70
Tickets to Movies	56	55	56	73
Tickets to Parks or Museums	65	60	62	74
Admission to Sporting Events, excl. Trips	63	60	63	76
Fees for Recreational Lessons	46	48	49	66
Dating Services	45	59	59	77
TV/Video/Audio	88	76	78	85
Cable and Satellite Television Services	92	79	81	86
Televisions	78	70	71	83
Satellite Dishes	128	91	94	97
VCRs, Video Cameras, and DVD Players	88	73	75	85
Miscellaneous Video Equipment	106	83	86	92

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

## Current Consumer Spending Index

	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
Video Cassettes and DVDs	78	70	72	83
Video Game Hardware/Accessories	86	73	73	86
Video Game Software	77	69	69	84
Rental/Streaming/Downloaded Video	78	68	69	83
Installation of Televisions	64	59	61	74
Audio (3)	67	64	65	78
Rental and Repair of TV/Radio/Sound Equipment	68	70	70	81
Pets	136	98	101	97
Toys/Games/Crafts/Hobbies (4)	90	75	77	86
Recreational Vehicles and Fees (5)	130	90	95	89
Sports/Recreation/Exercise Equipment (6)	88	72	74	85
Photo Equipment and Supplies (7)	70	64	65	79
Reading (8)	90	73	75	83
Catered Affairs (9)	73	65	67	77
<b>Food</b>	81	70	72	81
Food at Home	86	73	75	82
Bakery and Cereal Products	87	74	76	83
Meats, Poultry, Fish, and Eggs	81	71	73	81
Dairy Products	97	78	80	85
Fruits and Vegetables	79	69	70	79
Snacks and Other Food at Home (10)	90	76	77	84
Food Away from Home	73	66	68	79

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

Current Consumer Spending Index				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
<b>Alcoholic Beverages</b>	62	59	61	74
<b>Financial</b>				
Value of Stocks/Bonds/Mutual Funds	70	64	66	79
Value of Retirement Plans	67	64	67	78
Value of Other Financial Assets	91	74	77	82
Vehicle Loan Amount excluding Interest	74	70	71	83
Value of Credit Card Debt	74	68	70	80
<b>Health</b>				
Nonprescription Drugs	108	86	88	91
Prescription Drugs	110	88	91	93
<b>Eyeglasses and Contact Lenses</b>	121	89	93	93
<b>Home</b>				
Mortgage Payment and Basics (11)	76	66	69	79
Maintenance and Remodeling Services	81	67	70	78
Maintenance and Remodeling Materials (12)	123	89	93	91
Utilities, Fuel, and Public Services	89	76	78	85
<b>Household Furnishings and Equipment</b>				
Household Textiles (13)	76	69	70	81
Furniture	71	66	67	79
Rugs	86	72	75	85
Major Appliances (14)	84	72	75	83
Housewares (15)	96	78	81	86
Small Appliances	84	72	73	82
Luggage	54	56	56	73
Telephones and Accessories	76	66	69	80

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

Current Consumer Spending Index				
	Trade Area			
	Carroll Co.	40-Min	55-Min	70-Min
<b>Household Operations</b>				
Child Care	68	60	62	76
Lawn and Garden (16)	100	79	83	86
Moving/Storage/Freight Express	58	58	58	74
<b>Housekeeping Supplies (17)</b>	93	77	79	85
<b>Insurance</b>				
Owners and Renters Insurance	100	82	85	89
Vehicle Insurance	83	73	75	83
Life/Other Insurance	82	73	76	83
Health Insurance	93	77	80	86
<b>Personal Care Products (18)</b>	85	72	74	83
<b>School Books and Supplies (19)</b>	71	65	66	79
<b>Smoking Products</b>	113	94	96	95
<b>Transportation</b>				
Payments on Vehicles excluding Leases	97	80	83	89
Gasoline and Motor Oil	89	76	78	85
Vehicle Maintenance and Repairs	92	77	78	86
<b>Travel</b>				
Airline Fares	60	57	58	72
Lodging on Trips	83	69	71	80
Auto/Truck Rental on Trips	68	60	62	74
Food and Drink on Trips	76	66	68	78

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

# APPENDIX C: ADDITIONAL TAPESTRY SEGMENTATION PROFILES

## Segment 4C – Middleburg

**Description:** *Middleburg* neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### Socioeconomic Traits:

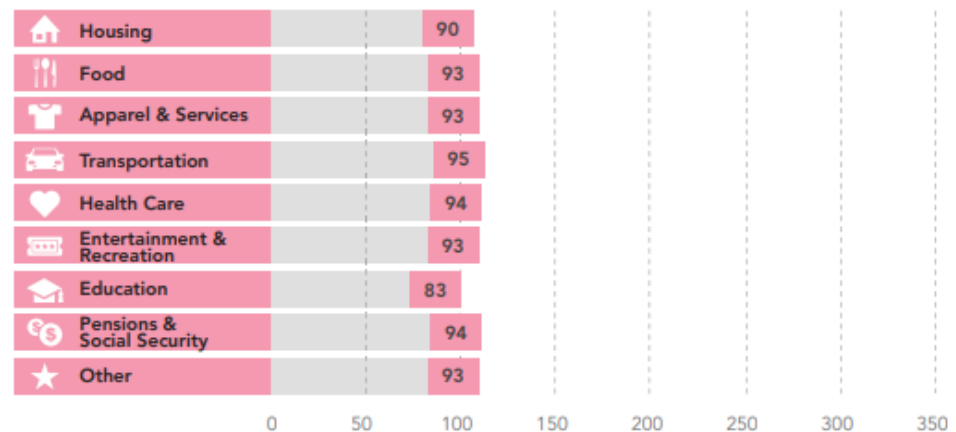
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

### Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## Segment 5E – Midlife Constants

**Description:** *Midlife Constants* residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### Socioeconomic Traits:

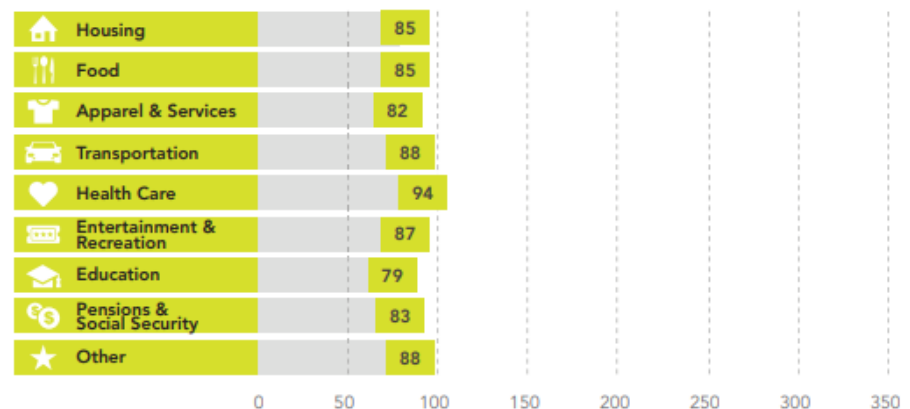
- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

### Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## Segment 6B – Salt of the Earth

**Description:** *Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities

### Socioeconomic Traits:

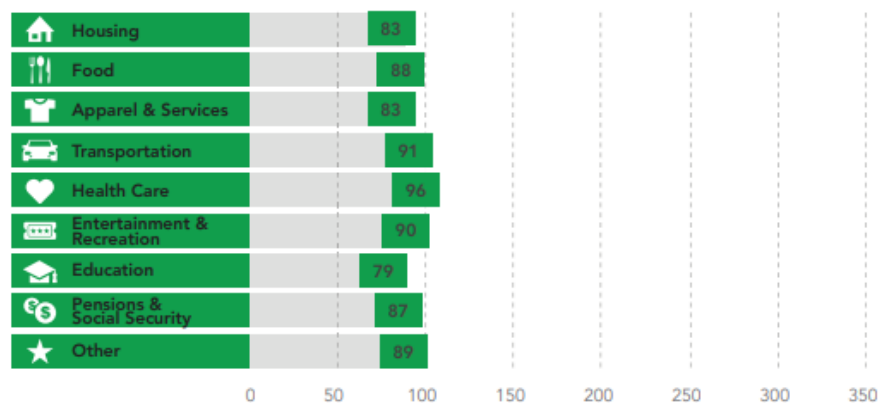
- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

### Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## APPENDIX D: DETAILED RETAIL GAP ANALYSIS

Detailed Retail Gap Analysis - Carroll County					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 28,277,371	\$ 4,927,474	\$ 23,349,897	70.3
4411	Automobile Dealers	\$ 22,861,778	\$ 1,648,879	\$ 21,212,899	86.5
4412	Other Motor Vehicle Dealers	\$ 3,223,282	\$ -	\$ 3,223,282	100.0
4413	Auto Parts, Accessories & Tire Stores	\$ 2,192,311	\$ 3,278,595	\$ (1,086,284)	-19.9
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 3,066,414	\$ 303,721	\$ 2,762,693	82.0
4421	Furniture Stores	\$ 1,787,745	\$ -	\$ 1,787,745	100.0
4422	Home Furnishings Stores	\$ 1,278,669	\$ 303,721	\$ 974,948	61.6
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 2,969,430	\$ 1,604,820	\$ 1,364,610	29.8
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 9,219,115	\$ 1,451,074	\$ 7,768,041	72.8
4441	Bldg Material & Supplies Dealers	\$ 8,572,172	\$ 1,280,711	\$ 7,291,461	74.0
4442	Lawn & Garden Equip & Supply Stores	\$ 646,943	\$ 170,363	\$ 476,580	58.3
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 19,098,970	\$ 14,372,545	\$ 4,726,425	14.1
4451	Grocery Stores	\$ 17,771,853	\$ 13,124,572	\$ 4,647,281	15.0
4452	Specialty Food Stores	\$ 653,894	\$ 485,217	\$ 168,677	14.8
4453	Beer, Wine & Liquor Stores	\$ 673,223	\$ 762,756	\$ (89,533)	-6.2
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 7,207,701	\$ 4,670,778	\$ 2,536,923	21.4
<b>447</b>	<b>Gasoline Stations</b>	\$ 14,434,245	\$ 14,229,377	\$ 204,868	0.7
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 3,965,337	\$ 486,438	\$ 3,478,899	78.1
4481	Clothing Stores	\$ 2,654,718	\$ 486,438	\$ 2,168,280	69.0
4482	Shoe Stores	\$ 701,729	\$ -	\$ 701,729	100.0
4483	Jewelry, Luggage & Leather Goods Stores	\$ 608,890	\$ -	\$ 608,890	100.0
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 3,083,327	\$ 1,113,888	\$ 1,969,439	46.9
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 2,662,143	\$ 1,113,888	\$ 1,548,255	41.0
4512	Book, Periodical & Music Stores	\$ 421,184	\$ -	\$ 421,184	100.0
<b>452</b>	<b>General Merchandise Stores</b>	\$ 20,524,801	\$ 8,058,959	\$ 12,465,842	43.6
4521	Department Stores Excluding Leased Depts.	\$ 15,105,776	\$ 4,206,909	\$ 10,898,867	56.4
4529	Other General Merchandise Stores	\$ 5,419,025	\$ 3,852,050	\$ 1,566,975	16.9
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 5,354,216	\$ 1,815,050	\$ 3,539,166	49.4
4531	Florists	\$ 312,018	\$ 218,076	\$ 93,942	17.7
4532	Office Supplies, Stationery & Gift Stores	\$ 1,020,859	\$ 79,968	\$ 940,891	85.5
4533	Used Merchandise Stores	\$ 464,782	\$ 74,036	\$ 390,746	72.5
4539	Other Miscellaneous Store Retailers	\$ 3,556,557	\$ 1,442,970	\$ 2,113,587	42.3
<b>454</b>	<b>Nonstore Retailers</b>	\$ 1,591,581	\$ 2,364,519	\$ (772,938)	-19.5
4541	Electronic Shopping & Mail-Order Houses	\$ 848,190	\$ -	\$ 848,190	100.0
4542	Vending Machine Operators	\$ 125,297	\$ -	\$ 125,297	100.0
4543	Direct Selling Establishments	\$ 618,094	\$ 2,364,519	\$ (1,746,425)	-58.6
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 10,338,745	\$ 4,844,221	\$ 5,494,524	36.2
7223	Special Food Services	\$ 315,524	\$ -	\$ 315,524	100.0
7224	Drinking Places - Alcoholic Beverages	\$ 297,733	\$ 35,617	\$ 262,116	78.6
7225	Restaurants/Other Eating Places	\$ 9,725,488	\$ 4,808,604	\$ 4,916,884	33.8

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

### Retail Gap Analysis by Category - 40-Minute Trade Area

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 143,211,613	\$ 64,580,487	\$ 78,631,126	37.8
4411	Automobile Dealers	\$ 115,775,275	\$ 49,663,857	\$ 66,111,418	40.0
4412	Other Motor Vehicle Dealers	\$ 15,803,667	\$ 1,118,187	\$ 14,685,480	86.8
4413	Auto Parts, Accessories & Tire Stores	\$ 11,632,671	\$ 13,798,443	\$ (2,165,772)	-8.5
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 17,284,432	\$ 10,855,354	\$ 6,429,078	22.8
4421	Furniture Stores	\$ 10,256,368	\$ 8,585,626	\$ 1,670,742	8.9
4422	Home Furnishings Stores	\$ 7,028,063	\$ 2,269,728	\$ 4,758,335	51.2
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 16,566,770	\$ 14,283,213	\$ 2,283,557	7.4
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 46,218,678	\$ 32,192,440	\$ 14,026,238	17.9
4441	Bldg Material & Supplies Dealers	\$ 43,033,670	\$ 30,158,836	\$ 12,874,834	17.6
4442	Lawn & Garden Equip & Supply Stores	\$ 3,185,008	\$ 2,033,604	\$ 1,151,404	22.1
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 101,310,525	\$ 88,607,495	\$ 12,703,030	6.7
4451	Grocery Stores	\$ 94,141,700	\$ 81,139,791	\$ 13,001,909	7.4
4452	Specialty Food Stores	\$ 3,468,156	\$ 1,233,727	\$ 2,234,429	47.5
4453	Beer, Wine & Liquor Stores	\$ 3,700,670	\$ 6,233,977	\$ (2,533,307)	-25.5
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 37,590,012	\$ 36,072,893	\$ 1,517,119	2.1
<b>447</b>	<b>Gasoline Stations</b>	\$ 74,951,375	\$ 119,356,634	\$ (44,405,259)	-22.9
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 22,852,836	\$ 10,495,646	\$ 12,357,190	37.1
4481	Clothing Stores	\$ 15,179,388	\$ 5,607,022	\$ 9,572,366	46.1
4482	Shoe Stores	\$ 3,998,723	\$ 2,937,715	\$ 1,061,008	15.3
4483	Jewelry, Luggage & Leather Goods Stores	\$ 3,674,725	\$ 1,950,910	\$ 1,723,815	30.6
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 16,680,397	\$ 7,392,167	\$ 9,288,230	38.6
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 14,310,312	\$ 6,952,067	\$ 7,358,245	34.6
4512	Book, Periodical & Music Stores	\$ 2,370,084	\$ 440,100	\$ 1,929,984	68.7
<b>452</b>	<b>General Merchandise Stores</b>	\$ 110,993,841	\$ 151,571,870	\$ (40,578,029)	-15.5
4521	Department Stores Excluding Leased Depts.	\$ 82,531,802	\$ 138,968,400	\$ (56,436,598)	-25.5
4529	Other General Merchandise Stores	\$ 28,462,039	\$ 12,603,470	\$ 15,858,569	38.6
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 27,196,607	\$ 11,254,912	\$ 15,941,695	41.5
4531	Florists	\$ 1,642,400	\$ 1,169,905	\$ 472,495	16.8
4532	Office Supplies, Stationery & Gift Stores	\$ 5,638,029	\$ 730,675	\$ 4,907,354	77.1
4533	Used Merchandise Stores	\$ 2,639,053	\$ 4,543,090	\$ (1,904,037)	-26.5
4539	Other Miscellaneous Store Retailers	\$ 17,277,126	\$ 4,811,241	\$ 12,465,885	56.4
<b>454</b>	<b>Nonstore Retailers</b>	\$ 8,087,297	\$ 7,670,189	\$ 417,108	2.6
4541	Electronic Shopping & Mail-Order Houses	\$ 4,561,295	\$ 1,732,711	\$ 2,828,584	44.9
4542	Vending Machine Operators	\$ 667,105	\$ 330,029	\$ 337,076	33.8
4543	Direct Selling Establishments	\$ 2,858,897	\$ 5,607,449	\$ (2,748,552)	-32.5
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 58,134,458	\$ 44,458,838	\$ 13,675,620	13.3
7223	Special Food Services	\$ 1,667,440	\$ 156,197	\$ 1,511,243	82.9
7224	Drinking Places - Alcoholic Beverages	\$ 1,722,834	\$ 821,716	\$ 901,118	35.4
7225	Restaurants/Other Eating Places	\$ 54,744,183	\$ 43,480,924	\$ 11,263,259	11.5

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

### Retail Gap Analysis by Category - 55-Minute Trade Area

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 284,714,293	\$ 111,778,667	\$ 172,935,626	43.6
4411	Automobile Dealers	\$ 230,002,006	\$ 85,800,440	\$ 144,201,566	45.7
4412	Other Motor Vehicle Dealers	\$ 31,571,684	\$ 3,682,255	\$ 27,889,429	79.1
4413	Auto Parts, Accessories & Tire Stores	\$ 23,140,603	\$ 22,295,971	\$ 844,632	1.9
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 34,512,538	\$ 14,029,673	\$ 20,482,865	42.2
4421	Furniture Stores	\$ 20,362,664	\$ 11,141,982	\$ 9,220,682	29.3
4422	Home Furnishings Stores	\$ 14,149,874	\$ 2,887,691	\$ 11,262,183	66.1
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 32,929,168	\$ 18,997,935	\$ 13,931,233	26.8
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 93,088,023	\$ 58,016,420	\$ 35,071,603	23.2
4441	Bldg Material & Supplies Dealers	\$ 86,655,563	\$ 53,422,120	\$ 33,233,443	23.7
4442	Lawn & Garden Equip & Supply Stores	\$ 6,432,459	\$ 4,594,300	\$ 1,838,159	16.7
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 200,921,347	\$ 162,303,212	\$ 38,618,135	10.6
4451	Grocery Stores	\$ 186,677,969	\$ 149,946,287	\$ 36,731,682	10.9
4452	Specialty Food Stores	\$ 6,876,842	\$ 3,431,367	\$ 3,445,475	33.4
4453	Beer, Wine & Liquor Stores	\$ 7,366,536	\$ 8,925,558	\$ (1,559,022)	-9.6
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 74,797,293	\$ 56,671,991	\$ 18,125,302	13.8
<b>447</b>	<b>Gasoline Stations</b>	\$ 148,333,717	\$ 217,257,946	\$ (68,924,229)	-18.9
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 45,594,559	\$ 14,624,512	\$ 30,970,047	51.4
4481	Clothing Stores	\$ 30,264,547	\$ 8,686,831	\$ 21,577,716	55.4
4482	Shoe Stores	\$ 7,961,688	\$ 3,615,620	\$ 4,346,068	37.5
4483	Jewelry, Luggage & Leather Goods Stores	\$ 7,368,325	\$ 2,322,061	\$ 5,046,264	52.1
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 33,304,421	\$ 11,043,486	\$ 22,260,935	50.2
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 28,602,499	\$ 9,802,206	\$ 18,800,293	49.0
4512	Book, Periodical & Music Stores	\$ 4,701,922	\$ 1,241,281	\$ 3,460,641	58.2
<b>452</b>	<b>General Merchandise Stores</b>	\$ 220,923,874	\$ 169,280,744	\$ 51,643,130	13.2
4521	Department Stores Excluding Leased Depts.	\$ 164,402,896	\$ 148,066,733	\$ 16,336,163	5.2
4529	Other General Merchandise Stores	\$ 56,520,978	\$ 21,214,011	\$ 35,306,967	45.4
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 54,026,361	\$ 20,869,477	\$ 33,156,884	44.3
4531	Florists	\$ 3,343,008	\$ 2,203,637	\$ 1,139,371	20.5
4532	Office Supplies, Stationery & Gift Stores	\$ 11,243,252	\$ 1,485,446	\$ 9,757,806	76.7
4533	Used Merchandise Stores	\$ 5,247,004	\$ 7,876,240	\$ (2,629,236)	-20.0
4539	Other Miscellaneous Store Retailers	\$ 34,193,097	\$ 9,304,155	\$ 24,888,942	57.2
<b>454</b>	<b>Nonstore Retailers</b>	\$ 16,134,862	\$ 11,098,374	\$ 5,036,488	18.5
4541	Electronic Shopping & Mail-Order Houses	\$ 9,062,788	\$ 2,906,550	\$ 6,156,238	51.4
4542	Vending Machine Operators	\$ 1,322,409	\$ 374,319	\$ 948,090	55.9
4543	Direct Selling Establishments	\$ 5,749,665	\$ 7,817,505	\$ (2,067,840)	-15.2
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 115,925,576	\$ 70,091,434	\$ 45,834,142	24.6
7223	Special Food Services	\$ 3,354,728	\$ 252,041	\$ 3,102,687	86.0
7224	Drinking Places - Alcoholic Beverages	\$ 3,439,219	\$ 1,154,162	\$ 2,285,057	49.7
7225	Restaurants/Other Eating Places	\$ 109,131,629	\$ 68,685,231	\$ 40,446,398	22.7

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### Retail Gap Analysis by Category - 70-Minute Trade Area

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 942,579,317	\$ 815,895,942	\$ 126,683,375	7.2
4411	Automobile Dealers	\$ 760,802,603	\$ 634,941,187	\$ 125,861,416	9.0
4412	Other Motor Vehicle Dealers	\$ 101,919,732	\$ 84,120,999	\$ 17,798,733	9.6
4413	Auto Parts, Accessories & Tire Stores	\$ 79,856,983	\$ 96,833,756	\$ (16,976,773)	-9.6
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 127,775,485	\$ 63,433,480	\$ 64,342,005	33.7
4421	Furniture Stores	\$ 76,053,029	\$ 49,101,276	\$ 26,951,753	21.5
4422	Home Furnishings Stores	\$ 51,722,456	\$ 14,332,205	\$ 37,390,251	56.6
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 120,745,050	\$ 71,241,066	\$ 49,503,984	25.8
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 307,233,702	\$ 314,256,594	\$ (7,022,892)	-1.1
4441	Bldg Material & Supplies Dealers	\$ 286,735,685	\$ 269,333,805	\$ 17,401,880	3.1
4442	Lawn & Garden Equip & Supply Stores	\$ 20,498,018	\$ 44,922,789	\$ (24,424,771)	-37.3
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 690,877,703	\$ 615,414,526	\$ 75,463,177	5.8
4451	Grocery Stores	\$ 640,896,477	\$ 579,013,839	\$ 61,882,638	5.1
4452	Specialty Food Stores	\$ 23,679,395	\$ 12,793,505	\$ 10,885,890	29.8
4453	Beer, Wine & Liquor Stores	\$ 26,301,831	\$ 23,607,181	\$ 2,694,650	5.4
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 249,713,078	\$ 250,659,733	\$ (946,655)	-0.2
<b>447</b>	<b>Gasoline Stations</b>	\$ 497,538,728	\$ 1,052,133,174	\$ (554,594,446)	-35.8
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 172,180,383	\$ 64,316,273	\$ 107,864,110	45.6
4481	Clothing Stores	\$ 112,882,155	\$ 36,814,580	\$ 76,067,575	50.8
4482	Shoe Stores	\$ 29,888,224	\$ 9,135,376	\$ 20,752,848	53.2
4483	Jewelry, Luggage & Leather Goods Stores	\$ 29,410,004	\$ 18,366,317	\$ 11,043,687	23.1
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 119,317,032	\$ 77,941,991	\$ 41,375,041	21.0
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 102,055,861	\$ 71,729,099	\$ 30,326,762	17.5
4512	Book, Periodical & Music Stores	\$ 17,261,171	\$ 6,212,892	\$ 11,048,279	47.1
<b>452</b>	<b>General Merchandise Stores</b>	\$ 781,565,460	\$ 629,038,897	\$ 152,526,563	10.8
4521	Department Stores Excluding Leased Depts.	\$ 588,397,142	\$ 533,390,748	\$ 55,006,394	4.9
4529	Other General Merchandise Stores	\$ 193,168,318	\$ 95,648,149	\$ 97,520,169	33.8
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 178,515,239	\$ 94,955,705	\$ 83,559,534	30.6
4531	Florists	\$ 11,460,576	\$ 5,676,991	\$ 5,783,585	33.7
4532	Office Supplies, Stationery & Gift Stores	\$ 40,813,544	\$ 16,521,969	\$ 24,291,575	42.4
4533	Used Merchandise Stores	\$ 19,402,734	\$ 30,310,771	\$ (10,908,037)	-21.9
4539	Other Miscellaneous Store Retailers	\$ 106,838,385	\$ 42,445,975	\$ 64,392,410	43.1
<b>454</b>	<b>Nonstore Retailers</b>	\$ 52,494,222	\$ 41,372,088	\$ 11,122,134	11.8
4541	Electronic Shopping & Mail-Order Houses	\$ 32,016,473	\$ 12,057,282	\$ 19,959,191	45.3
4542	Vending Machine Operators	\$ 4,570,998	\$ 2,738,674	\$ 1,832,324	25.1
4543	Direct Selling Establishments	\$ 15,906,752	\$ 26,576,132	\$ (10,669,380)	-25.1
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 428,720,910	\$ 394,618,080	\$ 34,102,830	4.1
7223	Special Food Services	\$ 11,839,222	\$ 3,802,417	\$ 8,036,805	51.4
7224	Drinking Places - Alcoholic Beverages	\$ 13,003,789	\$ 10,297,081	\$ 2,706,708	11.6
7225	Restaurants/Other Eating Places	\$ 403,877,899	\$ 380,518,583	\$ 23,359,316	3.0

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## Retail Gap Comparison

NAICS	Retail Category	Trade Area			
		Carroll Co.	40-Min	55-Min	70-Min
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 23,349,897	\$ 78,631,126	\$ 172,935,626	\$ 126,683,375
4411	Automobile Dealers	\$ 21,212,899	\$ 66,111,418	\$ 144,201,566	\$ 125,861,416
4412	Other Motor Vehicle Dealers	\$ 3,223,282	\$ 14,685,480	\$ 27,889,429	\$ 17,798,733
4413	Auto Parts, Accessories & Tire Stores	\$ (1,086,284)	\$ (2,165,772)	\$ 844,632	\$ (16,976,773)
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 2,762,693	\$ 6,429,078	\$ 20,482,865	\$ 64,342,005
4421	Furniture Stores	\$ 1,787,745	\$ 1,670,742	\$ 9,220,682	\$ 26,951,753
4422	Home Furnishings Stores	\$ 974,948	\$ 4,758,335	\$ 11,262,183	\$ 37,390,251
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 1,364,610	\$ 2,283,557	\$ 13,931,233	\$ 49,503,984
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 7,768,041	\$ 14,026,238	\$ 35,071,603	\$ (7,022,892)
4441	Bldg Material & Supplies Dealers	\$ 7,291,461	\$ 12,874,834	\$ 33,233,443	\$ 17,401,880
4442	Lawn & Garden Equip & Supply Stores	\$ 476,580	\$ 1,151,404	\$ 1,838,159	\$ (24,424,771)
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 4,726,425	\$ 12,703,030	\$ 38,618,135	\$ 75,463,177
4451	Grocery Stores	\$ 4,647,281	\$ 13,001,909	\$ 36,731,682	\$ 61,882,638
4452	Specialty Food Stores	\$ 168,677	\$ 2,234,429	\$ 3,445,475	\$ 10,885,890
4453	Beer, Wine & Liquor Stores	\$ (89,533)	\$ (2,533,307)	\$ (1,559,022)	\$ 2,694,650
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 2,536,923	\$ 1,517,119	\$ 18,125,302	\$ (946,655)
<b>447</b>	<b>Gasoline Stations</b>	\$ 204,868	\$ (44,405,259)	\$ (68,924,229)	\$ (554,594,446)
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 3,478,899	\$ 12,357,190	\$ 30,970,047	\$ 107,864,110
4481	Clothing Stores	\$ 2,168,280	\$ 9,572,366	\$ 21,577,716	\$ 76,067,575
4482	Shoe Stores	\$ 701,729	\$ 1,061,008	\$ 4,346,068	\$ 20,752,848
4483	Jewelry, Luggage & Leather Goods Stores	\$ 608,890	\$ 1,723,815	\$ 5,046,264	\$ 11,043,687
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 1,969,439	\$ 9,288,230	\$ 22,260,935	\$ 41,375,041
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 1,548,255	\$ 7,358,245	\$ 18,800,293	\$ 30,326,762
4512	Book, Periodical & Music Stores	\$ 421,184	\$ 1,929,984	\$ 3,460,641	\$ 11,048,279
<b>452</b>	<b>General Merchandise Stores</b>	\$ 12,465,842	\$ (40,578,029)	\$ 51,643,130	\$ 152,526,563
4521	Department Stores Excluding Leased Depts.	\$ 10,898,867	\$ (56,436,598)	\$ 16,336,163	\$ 55,006,394
4529	Other General Merchandise Stores	\$ 1,566,975	\$ 15,858,569	\$ 35,306,967	\$ 97,520,169
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 3,539,166	\$ 15,941,695	\$ 33,156,884	\$ 83,559,534
4531	Florists	\$ 93,942	\$ 472,495	\$ 1,139,371	\$ 5,783,585
4532	Office Supplies, Stationery & Gift Stores	\$ 940,891	\$ 4,907,354	\$ 9,757,806	\$ 24,291,575
4533	Used Merchandise Stores	\$ 390,746	\$ (1,904,037)	\$ (2,629,236)	\$ (10,908,037)
4539	Other Miscellaneous Store Retailers	\$ 2,113,587	\$ 12,465,885	\$ 24,888,942	\$ 64,392,410
<b>454</b>	<b>Nonstore Retailers</b>	\$ (772,938)	\$ 417,108	\$ 5,036,488	\$ 11,122,134
4541	Electronic Shopping & Mail-Order Houses	\$ 848,190	\$ 2,828,584	\$ 6,156,238	\$ 19,959,191
4542	Vending Machine Operators	\$ 125,297	\$ 337,076	\$ 948,090	\$ 1,832,324
4543	Direct Selling Establishments	\$ (1,746,425)	\$ (2,748,552)	\$ (2,067,840)	\$ (10,669,380)
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 5,494,524	\$ 13,675,620	\$ 45,834,142	\$ 34,102,830
7223	Special Food Services	\$ 315,524	\$ 1,511,243	\$ 3,102,687	\$ 8,036,805
7224	Drinking Places - Alcoholic Beverages	\$ 262,116	\$ 901,118	\$ 2,285,057	\$ 2,706,708
7225	Restaurants/Other Eating Places	\$ 4,916,884	\$ 11,263,259	\$ 40,446,398	\$ 23,359,316

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### 2025 Projected Retail Gap Analysis by Category - Carroll County

NAICS	Retail Category	Projected Demand (Retail Potential)	Current Supply (Retail Sales)	Projected Retail Gap
<b>441</b>	<b>Motor Vehicle &amp; Parts Dealers</b>	\$ 30,507,607	\$ 4,927,474	\$ 25,580,133
4411	Automobile Dealers	\$ 24,664,886	\$ 1,648,879	\$ 23,016,007
4412	Other Motor Vehicle Dealers	\$ 3,477,502	\$ -	\$ 3,477,502
4413	Auto Parts, Accessories & Tire Stores	\$ 2,365,219	\$ 3,278,595	\$ (913,376)
<b>442</b>	<b>Furniture &amp; Home Furnishings Stores</b>	\$ 3,308,262	\$ 303,721	\$ 3,004,541
4421	Furniture Stores	\$ 1,928,744	\$ -	\$ 1,928,744
4422	Home Furnishings Stores	\$ 1,379,518	\$ 303,721	\$ 1,075,797
<b>443</b>	<b>Electronics &amp; Appliance Stores</b>	\$ 3,203,629	\$ 1,604,820	\$ 1,598,809
<b>444</b>	<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$ 9,946,227	\$ 1,451,074	\$ 8,495,153
4441	Bldg Material & Supplies Dealers	\$ 9,248,259	\$ 1,280,711	\$ 7,967,548
4442	Lawn & Garden Equip & Supply Stores	\$ 697,967	\$ 170,363	\$ 527,604
<b>445</b>	<b>Food &amp; Beverage Stores</b>	\$ 20,605,306	\$ 14,372,545	\$ 6,232,761
4451	Grocery Stores	\$ 19,173,519	\$ 13,124,572	\$ 6,048,947
4452	Specialty Food Stores	\$ 705,467	\$ 485,217	\$ 220,250
4453	Beer, Wine & Liquor Stores	\$ 726,320	\$ 762,756	\$ (36,436)
<b>446</b>	<b>Health &amp; Personal Care Stores</b>	\$ 7,776,172	\$ 4,670,778	\$ 3,105,394
<b>447</b>	<b>Gasoline Stations</b>	\$ 15,572,674	\$ 14,229,377	\$ 1,343,297
<b>448</b>	<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 4,278,083	\$ 486,438	\$ 3,791,645
4481	Clothing Stores	\$ 2,864,096	\$ 486,438	\$ 2,377,658
4482	Shoe Stores	\$ 757,074	\$ -	\$ 757,074
4483	Jewelry, Luggage & Leather Goods Stores	\$ 656,913	\$ -	\$ 656,913
<b>451</b>	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$ 3,326,509	\$ 1,113,888	\$ 2,212,621
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 2,872,106	\$ 1,113,888	\$ 1,758,218
4512	Book, Periodical & Music Stores	\$ 454,403	\$ -	\$ 454,403
<b>452</b>	<b>General Merchandise Stores</b>	\$ 22,143,592	\$ 8,058,959	\$ 14,084,633
4521	Department Stores Excluding Leased Depts.	\$ 16,297,169	\$ 4,206,909	\$ 12,090,260
4529	Other General Merchandise Stores	\$ 5,846,424	\$ 3,852,050	\$ 1,994,374
<b>453</b>	<b>Miscellaneous Store Retailers</b>	\$ 5,776,503	\$ 1,815,050	\$ 3,961,453
4531	Florists	\$ 336,627	\$ 218,076	\$ 118,551
4532	Office Supplies, Stationery & Gift Stores	\$ 1,101,374	\$ 79,968	\$ 1,021,406
4533	Used Merchandise Stores	\$ 501,439	\$ 74,036	\$ 427,403
4539	Other Miscellaneous Store Retailers	\$ 3,837,063	\$ 1,442,970	\$ 2,394,093
<b>454</b>	<b>Nonstore Retailers</b>	\$ 1,717,109	\$ 2,364,519	\$ (647,410)
4541	Electronic Shopping & Mail-Order Houses	\$ 915,087	\$ -	\$ 915,087
4542	Vending Machine Operators	\$ 135,179	\$ -	\$ 135,179
4543	Direct Selling Establishments	\$ 666,843	\$ 2,364,519	\$ (1,697,676)
<b>722</b>	<b>Food Services &amp; Drinking Places</b>	\$ 11,154,162	\$ 4,844,221	\$ 6,309,941
7223	Special Food Services	\$ 340,409	\$ -	\$ 340,409
7224	Drinking Places - Alcoholic Beverages	\$ 321,215	\$ 35,617	\$ 285,598
7225	Restaurants/Other Eating Places	\$ 10,492,537	\$ 4,808,604	\$ 5,683,933

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.