

# RETAIL MARKET ANALYSIS

Downtown Elm Grove

Market Analysis

Wednesday, October 3, 2018

MARKET POTENTIAL, MARKET SHARE, AND LEAKAGE ANALYSIS FOR PRIMARY TRADE AREA

DESCRIPTION	NAICS	2018			
		TRADE AREA MARKET POTENTIAL	STUDY AREA ESTIMATED SALES	MARKET SHARE OF TRADE AREA	GAP OR (SURPLUS)
New car dealers	441110	\$288,752,000	\$0	0%	\$288,752,000
Used car dealers	441120	\$27,084,000	\$200,000	1%	\$26,884,000
Recreational vehicle dealers	441210	\$5,657,000	\$0	0%	\$5,657,000
Motorcycle, boat, and other motor vehicle dealers	441220	\$21,241,000	\$0	0%	\$21,241,000
Automotive parts and accessories stores	441310	\$19,752,000	\$0	0%	\$19,752,000
Tire dealers	441320	\$13,099,000	\$0	0%	\$13,099,000
Furniture stores	442110	\$22,794,000	\$0	0%	\$22,794,000
Floor covering stores	442210	\$9,472,000	\$0	0%	\$9,472,000
Other home furnishings stores	442290	\$14,312,000	\$0	0%	\$14,312,000
Appliance, television, and other electronics stores	443110	\$40,012,000	\$0	0%	\$40,012,000
Computer and software stores	443120	\$9,378,000	\$0	0%	\$9,378,000
Camera and photographic supplies stores	443130	\$1,765,000	\$0	0%	\$1,765,000
Home centers	444110	\$68,467,000	\$0	0%	\$68,467,000
Paint and wallpaper stores	444120	\$5,069,000	\$0	0%	\$5,069,000
Hardware stores	444130	\$10,502,000	\$0	0%	\$10,502,000
Other building material dealers	444190	\$62,226,000	\$0	0%	\$62,226,000
Outdoor power equipment stores	444210	\$2,935,000	\$0	0%	\$2,935,000
Nursery, garden center, and farm supply stores	444220	\$16,728,000	\$0	0%	\$16,728,000
Supermarkets and other grocery stores	445110	\$223,273,000	\$12,365,000	5%	\$210,908,000
Meat markets	445210	\$2,484,000	\$0	0%	\$2,484,000
Fish and seafood markets	445220	\$819,000	\$0	0%	\$819,000
Fruit and vegetable markets	445230	\$1,536,000	\$0	0%	\$1,536,000
Other specialty food stores	445290	\$2,484,000	\$225,000	9%	\$2,259,000
Beer, wine, and liquor stores	445310	\$15,107,000	\$0	0%	\$15,107,000
Pharmacies and drug stores	446110	\$124,143,000	\$0	0%	\$124,143,000
Cosmetics, beauty supplies, and perfume stores	446120	\$6,262,000	\$0	0%	\$6,262,000
Optical goods stores	446130	\$4,673,000	\$0	0%	\$4,673,000
Other health and personal care stores	446190	\$8,713,000	\$0	0%	\$8,713,000
Gasoline service stations with convenience stores	447110	\$140,786,000	\$827,000	0%	\$139,960,000
Other gasoline stations	447190	\$49,576,000	\$0	0%	\$49,576,000
Men's clothing stores	448110	\$3,231,000	\$0	0%	\$3,231,000
Women's clothing stores	448120	\$16,357,000	\$395,000	2%	\$15,963,000
Children's and infant's clothing stores	448130	\$3,700,000	\$395,000	11%	\$3,306,000
Family clothing stores	448140	\$39,167,000	\$0	0%	\$39,167,000
Clothing accessories stores	448150	\$2,365,000	\$0	0%	\$2,365,000
Other clothing stores	448190	\$4,621,000	\$0	0%	\$4,621,000
Shoe stores	448210	\$10,247,000	\$0	0%	\$10,247,000
Jewelry stores	448310	\$11,687,000	\$0	0%	\$11,687,000
Luggage and leather goods stores	448320	\$964,000	\$0	0%	\$964,000
Sporting goods stores	451110	\$15,510,000	\$0	0%	\$15,510,000
Hobby, toy, and game stores	451120	\$8,135,000	\$0	0%	\$8,135,000
Sewing, needlework, and piece goods stores	451130	\$2,529,000	\$675,000	0%	\$1,854,000
Musical instruments and supplies stores	451140	\$2,536,000	\$0	0%	\$2,536,000
Book stores and news dealers	451210	\$9,619,000	\$75,000	0%	\$9,544,000
Prerecorded tape, compact disc, and record stores	451220	\$1,711,000	\$0	0%	\$1,711,000
Department stores (excl. discount department stores)	452111	\$34,207,000	\$0	0%	\$34,207,000
Discount department stores	452112	\$64,146,000	\$0	0%	\$64,146,000
Warehouse clubs and supercenters	452910	\$146,753,000	\$0	0%	\$146,753,000
All other general merchandise stores	452990	\$21,123,000	\$0	0%	\$21,123,000
Florists	453110	\$3,165,000	\$770,000	0%	\$2,395,000
Office supplies and stationery stores	453210	\$10,945,000	\$0	0%	\$10,945,000
Gift, novelty, and souvenir stores	453220	\$8,798,000	\$1,050,000	0%	\$7,748,000
Used merchandise stores	453310	\$4,628,000	\$0	0%	\$4,628,000
Pet and pet supplies stores	453910	\$5,354,000	\$0	0%	\$5,354,000
Art dealers	453920	\$8,082,000	\$0	0%	\$8,082,000
Manufactured (mobile) home dealers	453930	\$320,000	\$0	0%	\$320,000
All other miscellaneous store retailers	453990	\$10,116,000	\$0	0%	\$10,116,000
Non-store retailer	999900	\$126,543,000	\$0	0%	\$126,543,000
<b>TOTAL</b>		<b>\$1,795,660,000</b>	<b>\$16,977,000</b>	<b>1%</b>	<b>\$1,778,686,000</b>

AGGREGATE MARKET POTENTIAL AND MARKET POTENTIAL BY SOURCE

DESCRIPTION	NAICS	2018			
		TRADE AREA MARKET POTENTIAL	WORKER MARKET POTENTIAL	VISITOR MARKET POTENTIAL	AGGREGATE MARKET POTENTIAL
New car dealers	441110	\$288,752,000	\$0	\$0	\$288,752,000
Used car dealers	441120	\$27,084,000	\$0	\$0	\$27,084,000
Recreational vehicle dealers	441210	\$5,657,000	\$0	\$0	\$5,657,000
Motorcycle, boat, and other motor vehicle dealers	441220	\$21,241,000	\$0	\$0	\$21,241,000
Automotive parts and accessories stores	441310	\$19,752,000	\$24,775,000	\$0	\$44,527,000
Tire dealers	441320	\$13,099,000	\$16,464,000	\$0	\$29,563,000
Furniture stores	442110	\$22,794,000	\$0	\$0	\$22,794,000
Floor covering stores	442210	\$9,472,000	\$0	\$0	\$9,472,000
Other home furnishings stores	442290	\$14,312,000	\$0	\$0	\$14,312,000
Appliance, television, and other electronics stores	443110	\$40,012,000	\$41,838,000	\$0	\$81,850,000
Computer and software stores	443120	\$9,378,000	\$9,876,000	\$0	\$19,254,000
Camera and photographic supplies stores	443130	\$1,765,000	\$1,859,000	\$0	\$3,624,000
Home centers	444110	\$68,467,000	\$0	\$0	\$68,467,000
Paint and wallpaper stores	444120	\$5,069,000	\$0	\$0	\$5,069,000
Hardware stores	444130	\$10,502,000	\$0	\$0	\$10,502,000
Other building material dealers	444190	\$62,226,000	\$0	\$0	\$62,226,000
Outdoor power equipment stores	444210	\$2,935,000	\$0	\$0	\$2,935,000
Nursery, garden center, and farm supply stores	444220	\$16,728,000	\$0	\$0	\$16,728,000
Supermarkets and other grocery stores	445110	\$223,273,000	\$130,495,000	\$0	\$353,768,000
Meat markets	445210	\$2,484,000	\$0	\$0	\$2,484,000
Fish and seafood markets	445220	\$819,000	\$0	\$0	\$819,000
Fruit and vegetable markets	445230	\$1,536,000	\$0	\$0	\$1,536,000
Other specialty food stores	445290	\$2,484,000	\$0	\$0	\$2,484,000
Beer, wine, and liquor stores	445310	\$15,107,000	\$0	\$0	\$15,107,000
Pharmacies and drug stores	446110	\$124,143,000	\$45,330,000	\$0	\$169,473,000
Cosmetics, beauty supplies, and perfume stores	446120	\$6,262,000	\$10,746,000	\$0	\$17,008,000
Optical goods stores	446130	\$4,673,000	\$8,397,000	\$0	\$13,070,000
Other health and personal care stores	446190	\$8,713,000	\$15,197,000	\$0	\$23,910,000
Gasoline service stations with convenience stores	447110	\$140,786,000	\$186,785,000	\$0	\$327,571,000
Other gasoline stations	447190	\$49,576,000	\$0	\$0	\$49,576,000
Men's clothing stores	448110	\$3,231,000	\$1,352,000	\$0	\$4,583,000
Women's clothing stores	448120	\$16,357,000	\$6,381,000	\$0	\$22,738,000
Children's and infant's clothing stores	448130	\$3,700,000	\$1,705,000	\$0	\$5,405,000
Family clothing stores	448140	\$39,167,000	\$15,313,000	\$0	\$54,480,000
Clothing accessories stores	448150	\$2,365,000	\$928,000	\$0	\$3,293,000
Other clothing stores	448190	\$4,621,000	\$1,793,000	\$0	\$6,414,000
Shoe stores	448210	\$10,247,000	\$20,605,000	\$0	\$30,852,000
Jewelry stores	448310	\$11,687,000	\$21,978,000	\$0	\$33,665,000
Luggage and leather goods stores	448320	\$964,000	\$0	\$0	\$964,000
Sporting goods stores	451110	\$15,510,000	\$20,605,000	\$0	\$36,115,000
Hobby, toy, and game stores	451120	\$8,135,000	\$2,243,000	\$0	\$10,378,000
Sewing, needlework, and piece goods stores	451130	\$2,529,000	\$672,000	\$0	\$3,201,000
Musical instruments and supplies stores	451140	\$2,536,000	\$719,000	\$0	\$3,255,000
Book stores and news dealers	451210	\$9,619,000	\$2,461,000	\$0	\$12,080,000
Prerecorded tape, compact disc, and record stores	451220	\$1,711,000	\$479,000	\$0	\$2,190,000
Department stores (excl. discount department stores)	452111	\$34,207,000	\$54,945,000	\$0	\$89,152,000
Discount department stores	452112	\$64,146,000	\$68,682,000	\$0	\$132,828,000
Warehouse clubs and supercenters	452910	\$146,753,000	\$74,176,000	\$0	\$220,929,000
All other general merchandise stores	452990	\$21,123,000	\$5,812,000	\$0	\$26,935,000
Florists	453110	\$3,165,000	\$843,000	\$0	\$4,008,000
Office supplies and stationery stores	453210	\$10,945,000	\$45,330,000	\$0	\$56,275,000
Gift, novelty, and souvenir stores	453220	\$8,798,000	\$2,406,000	\$0	\$11,204,000
Used merchandise stores	453310	\$4,628,000	\$1,322,000	\$0	\$5,950,000
Pet and pet supplies stores	453910	\$5,354,000	\$1,489,000	\$0	\$6,843,000
Art dealers	453920	\$8,082,000	\$2,095,000	\$0	\$10,177,000
Manufactured (mobile) home dealers	453930	\$320,000	\$0	\$0	\$320,000
All other miscellaneous store retailers	453990	\$10,116,000	\$2,810,000	\$0	\$12,926,000
Non-store retailer	999900	\$126,543,000	\$256,870,000	\$0	\$383,413,000
<b>TOTAL</b>		<b>\$1,795,660,000</b>	<b>\$1,105,776,000</b>	<b>\$0</b>	<b>\$2,901,436,000</b>