



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between estimated and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

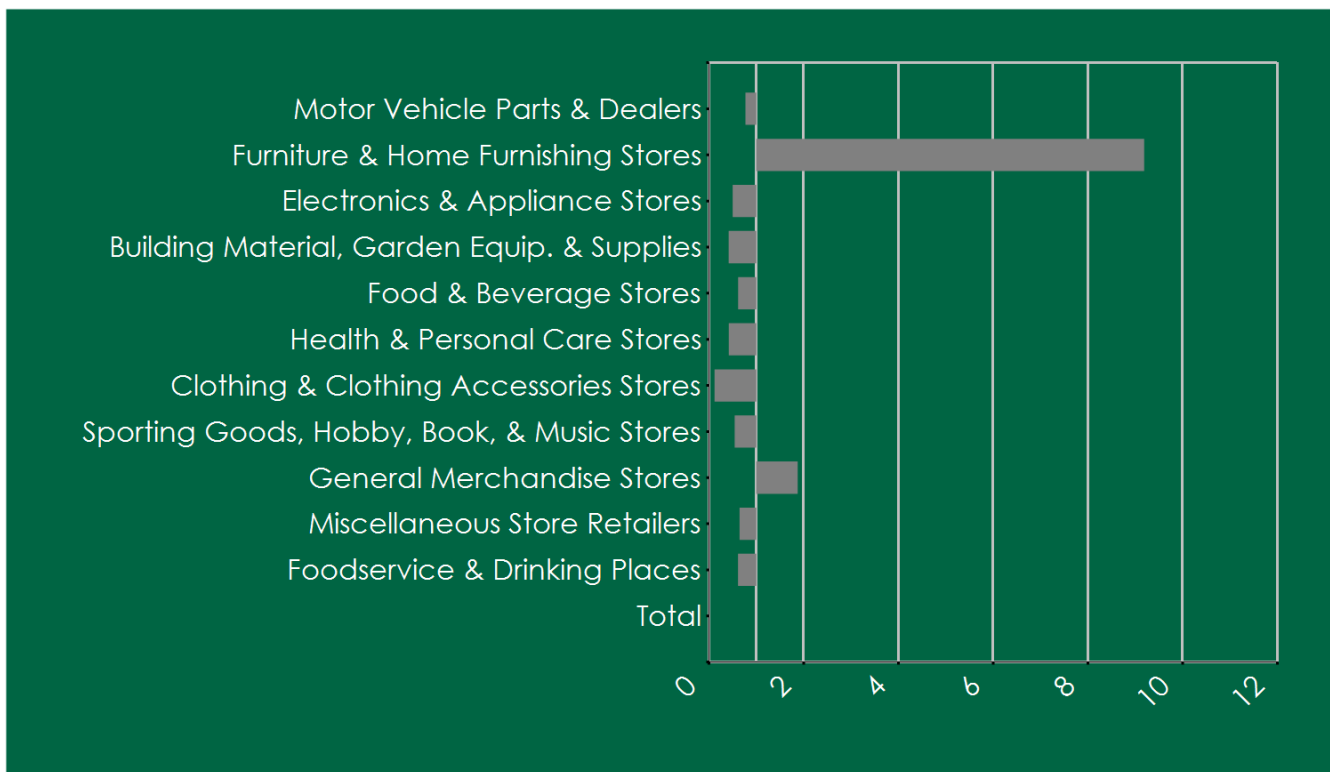
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Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and estimated sales for major store types.

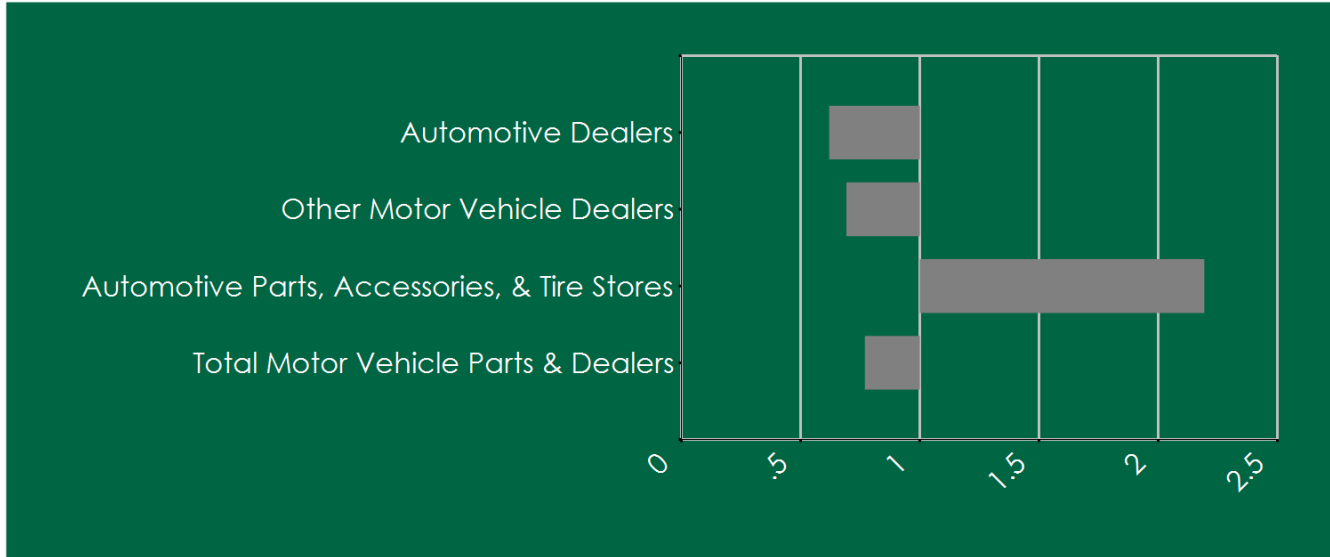
Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	85,685,963	65,906,979	0.8
Furniture & Home Furnishing Stores	8,953,740	82,262,926	9.2
Electronics & Appliance Stores	7,969,534	3,971,429	0.5
Building Material, Garden Equip. & Supplies	27,277,260	11,276,052	0.4
Food & Beverage Stores	54,810,318	33,639,973	0.6
Health & Personal Care Stores	23,960,705	9,995,612	0.4
Clothing & Clothing Accessories Stores	20,554,321	2,411,929	0.1
Sporting Goods, Hobby, Book, & Music Stores	7,252,966	3,924,135	0.5
General Merchandise Stores	53,411,651	99,995,313	1.9
Miscellaneous Store Retailers	9,720,807	6,263,815	0.6
Foodservice & Drinking Places	52,014,005	31,853,580	0.6
Total	351,611,271	351,501,742	1.0

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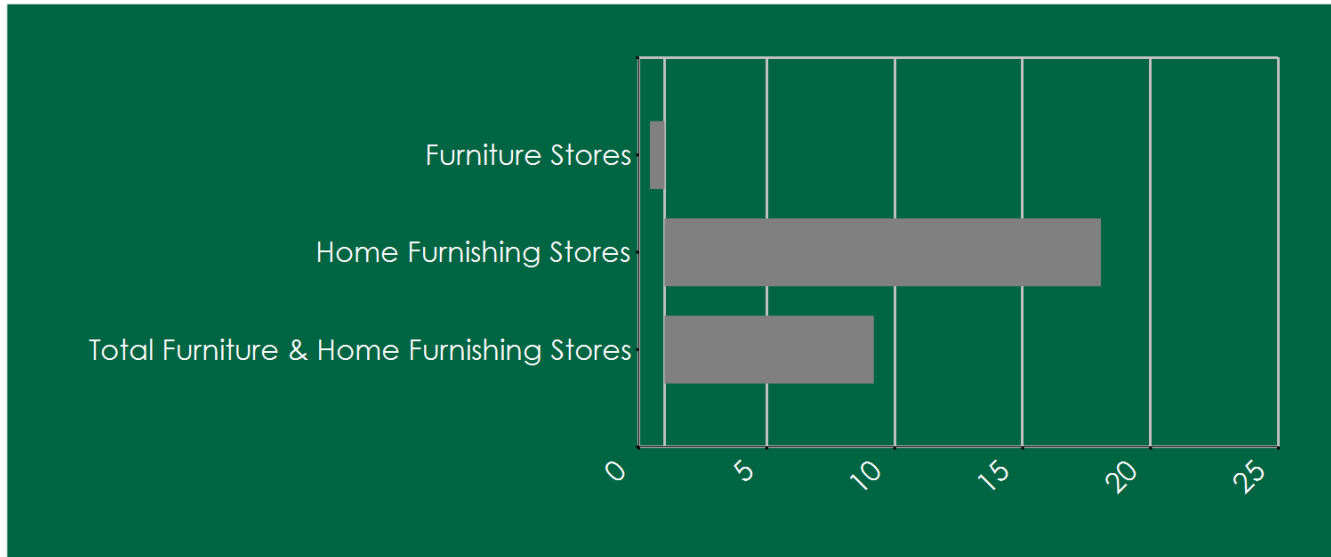
Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Automotive Dealers	71,879,245	44,543,215	0.6
Other Motor Vehicle Dealers	5,939,412	4,109,681	0.7
Automotive Parts, Accessories, & Tire Stores	7,867,306	17,254,083	2.2
Total Motor Vehicle Parts & Dealers	85,685,963	65,906,979	0.8

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Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Furniture Stores	4,507,259	1,956,174	0.4
Home Furnishing Stores	4,446,481	80,306,752	18.1
Total Furniture & Home Furnishing Stores	8,953,740	82,262,926	9.2

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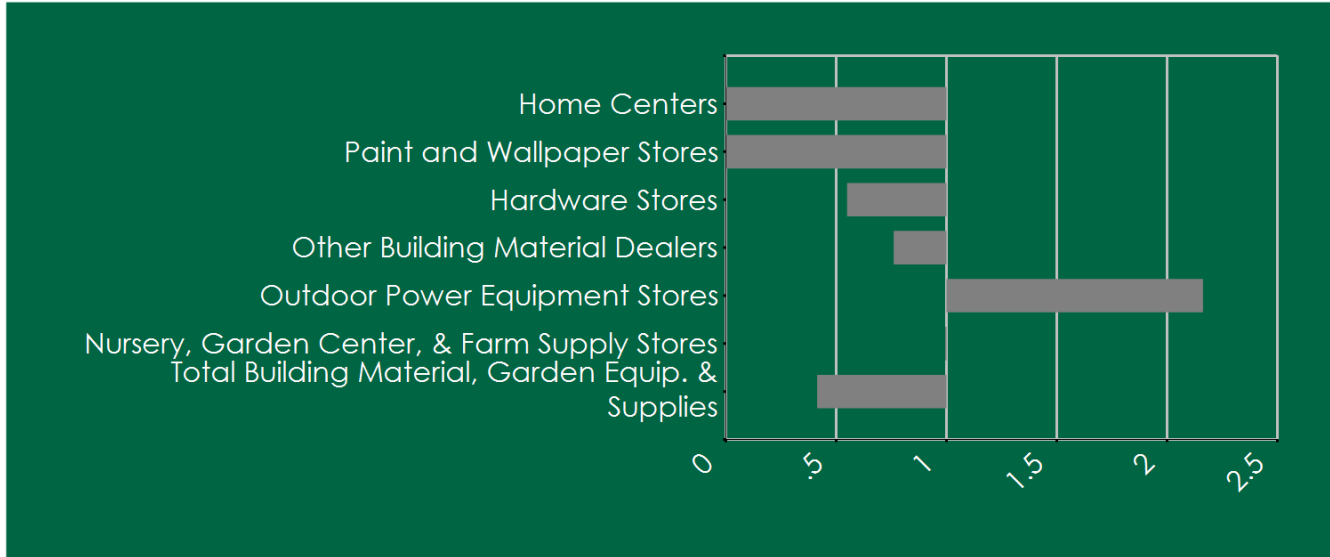
Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Household appliance stores	1,081,999	641,072	0.6
Electronics Stores	6,887,535	3,330,357	0.5
Total Electronics & Appliance Stores	7,969,534	3,971,429	0.5

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Sub-Categories of Building Material, Garden Equip. & Supplies



Store Type	Potential	Estimated Sales	Surplus/Leakage
Home Centers	13,106,692	725	0.0
Paint and Wallpaper Stores	855,934	516	0.0
Hardware Stores	1,929,050	1,059,239	0.5
Other Building Material Dealers	7,560,127	5,746,697	0.8
Outdoor Power Equipment Stores	571,477	1,235,853	2.2
Nursery, Garden Center, & Farm Supply Stores	3,253,979	3,233,022	1.0
Total Building Material, Garden Equip. & Supplies	27,277,260	11,276,052	0.4

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Sub-Categories of Food & Beverage Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Supermarkets and Other Grocery (except Convenience) Stores	46,423,592	29,079,840	0.6
Convenience Stores	2,138,198	273,614	0.1
Specialty Food Stores	1,777,756	1,911,829	1.1
Beer, Wine, & Liquor Stores	4,470,773	2,374,691	0.5
Total Food & Beverage Stores	54,810,318	33,639,973	0.6

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Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Pharmacies and Drug Stores	19,631,596	8,171,022	0.4
Cosmetics, Beauty Supplies and Perfume Stores	1,518,630	420,074	0.3
Optical Goods Stores	1,101,904	711,751	0.6
Other Health and Personal Care Stores	1,708,576	692,764	0.4
Total Health & Personal Care Stores	23,960,705	9,995,612	0.4

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Sub-Categories of Clothing & Clothing Accessories Stores

Store Type	Potential	Estimated Sales	Surplus/Leakage
Mens Clothing Stores	727,519	20	0.0
Womens Clothing Stores	3,057,674	220,308	0.1
Childrens and Infants Clothing Stores	870,708	40	0.0
Family Clothing Stores	8,036,925	1,191,905	0.1
Clothing Accessories Stores	872,462	0	0.0
Other Clothing Stores	1,143,123	262,884	0.2
Shoe Stores	2,662,698	293,066	0.1
Jewelry Stores	2,953,925	431,035	0.1
Luggage & Leather Goods Stores	229,287	12,671	0.1
Total Clothing & Clothing Accessories Stores	20,554,321	2,411,929	0.1

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Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Sporting Goods Stores	3,717,110	964,175	0.3
Hobby, Toy, and Game Stores	1,539,496	2,012,111	1.3
Sewing, Needlework, and Piece Goods Stores	376,451	235	0.0
Musical Instrument and Supplies Stores	384,281	107,528	0.3
Book Stores	972,912	705,227	0.7
News Dealers and Newsstands	262,717	134,858	0.5
Total Sporting Goods, Hobby, Book, & Music Stores	7,252,966	3,924,135	0.5

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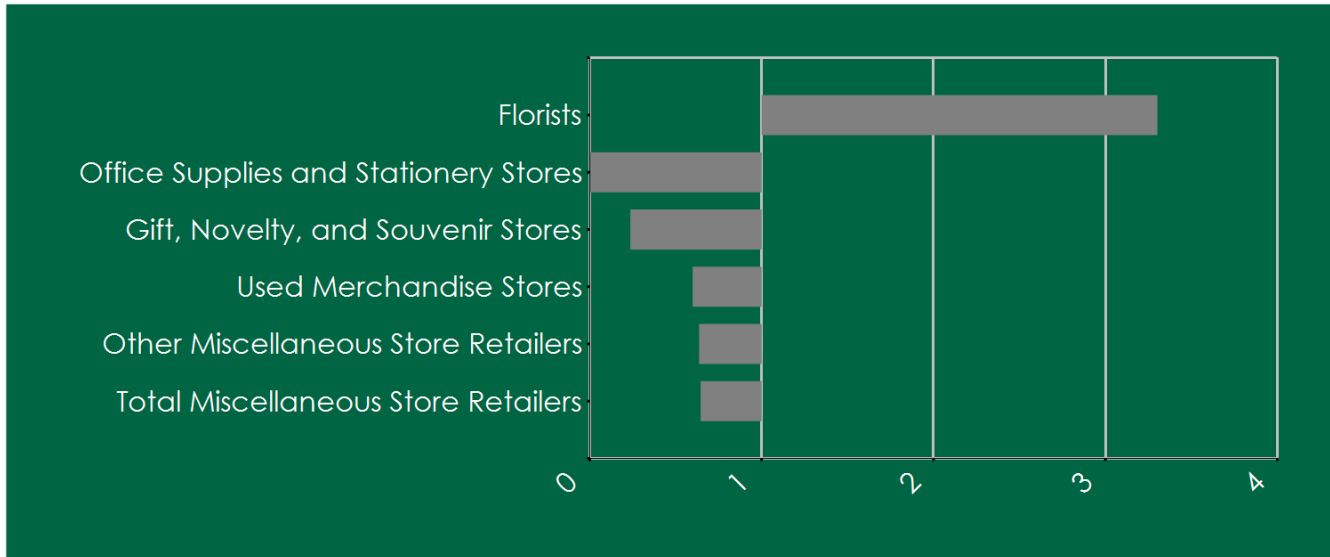
Sub-Categories of General Merchandise Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Department Stores	11,932,221	22,769,990	1.9
Warehouse Clubs & Superstores	35,713,776	60,827,388	1.7
All Other General Merchandise Stores	5,765,654	16,397,935	2.8
Total General Merchandise Stores	53,411,651	99,995,313	1.9

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Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Florists	483,507	1,596,472	3.3
Office Supplies and Stationery Stores	1,009,743	36	0.0
Gift, Novelty, and Souvenir Stores	1,259,987	297,336	0.2
Used Merchandise Stores	1,515,554	905,943	0.6
Other Miscellaneous Store Retailers	5,452,016	3,464,028	0.6
Total Miscellaneous Store Retailers	9,720,807	6,263,815	0.6

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Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Estimated Sales	Surplus/Leakage
Special Food Services	4,311,670	2,294,214	0.5
Drinking Places (Alcoholic Beverages)	2,224,683	2,253,495	1.0
Restaurants and Other Eating Places	45,477,652	27,305,870	0.6
Total Foodservice & Drinking Places	52,014,005	31,853,580	0.6

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Sources and Methodology

The primary data sources used in the construction of the database include:

- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.