



City of New Port Richey

Market Analysis Findings

Retail Market



RETAIL MARKET

RETAIL LEAKAGE

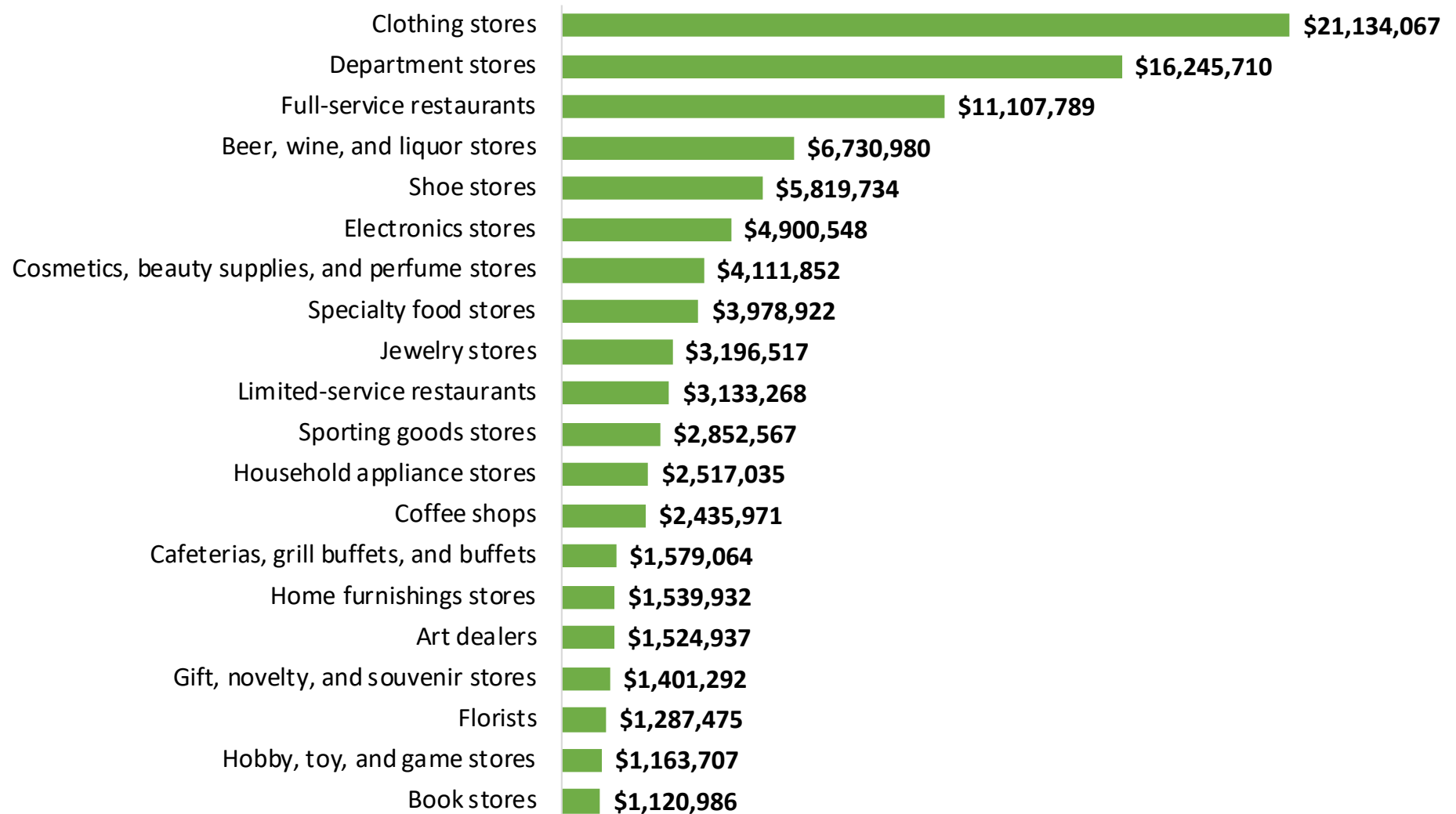
“Retail Leakage” is a supply/demand study that refers to the difference between the retail expenditures of residents living in a particular geography and the retail sales produced by the stores located in the same area. If residents are purchasing more than the stores are selling, dollars are leaking outside of the trade area to other locations. Leakage translates to demand

	New Port Richey	PTA	STA	Pasco County	Tampa Metro
Stores Sell	\$359.7 M	\$1.12 B	\$2.31 B	\$8.23 B	\$62.22 B
Consumers Buy	\$262.7 M	\$1.03 B	\$2.78 B	\$10.26 B	\$62.09 B
Market Leaks (Gains)	(\$97 M)	(\$81.8 M)	\$471.7 M	\$2.04 B	(\$127.6 M)

RETAIL MARKET

KEY OPPORTUNITIES

Retail Leakage in Select Categories, PTA



Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Total retail trade including food and drink (44, 45 and 722)	\$1,034,654,583	\$1,116,453,013	(\$81,798,431)	\$2,781,662,471	\$2,309,920,718	\$471,741,753
Total retail trade (44 and 45)	\$921,794,608	\$1,028,251,654	(\$106,457,045)	\$2,479,172,612	\$2,087,310,899	\$391,861,712
Motor vehicle and parts dealers (441)	\$224,659,991	\$382,530,097	(\$157,870,106)	\$622,845,369	\$776,164,487	(\$153,319,118)
Automobile dealers (4411)	\$195,018,864	\$334,697,413	(\$139,678,549)	\$541,020,834	\$711,501,689	(\$170,480,854)
New car dealers (44111)	\$174,047,620	\$315,455,192	(\$141,407,572)	\$482,749,599	\$669,508,129	(\$186,758,530)
Used car dealers (44112)	\$20,971,245	\$19,242,221	\$1,729,023	\$58,271,235	\$41,993,560	\$16,277,675
Other motor vehicle dealers (4412)	\$14,951,812	\$23,406,205	(\$8,454,393)	\$42,511,819	\$41,985,836	\$525,984
Recreational vehicle dealers (44121)	\$4,425,246	\$12,165,459	(\$7,740,214)	\$12,742,450	\$13,170,685	(\$428,235)
Motorcycle, boat, and other motor vehicle dealers (44122)	\$10,526,566	\$11,240,745	(\$714,179)	\$29,769,370	\$28,815,151	\$954,219
Boat dealers (441222)	\$3,285,955	\$5,427,616	(\$2,141,662)	\$9,453,002	\$12,400,375	(\$2,947,373)
Motorcycle, ATV, and all other motor vehicle (441228)	\$7,240,611	\$5,813,129	\$1,427,482	\$20,316,367	\$16,414,775	\$3,901,592
Automotive parts, accessories, and tire stores (4413)	\$14,689,315	\$24,426,479	(\$9,737,165)	\$39,312,715	\$22,676,962	\$16,635,753
Automotive parts and accessories stores (44131)	\$8,690,338	\$16,850,757	(\$8,160,419)	\$23,257,893	\$14,555,838	\$8,702,055
Tire dealers (44132)	\$5,998,976	\$7,575,722	(\$1,576,746)	\$16,054,823	\$8,121,124	\$7,933,698
Furniture and home furnishings stores (442)	\$15,535,392	\$15,480,221	\$55,171	\$41,835,701	\$30,034,223	\$11,801,478
Furniture stores (4421)	\$9,209,064	\$10,693,825	(\$1,484,762)	\$24,874,035	\$19,722,872	\$5,151,163
Home furnishings stores (4422)	\$6,326,328	\$4,786,396	\$1,539,932	\$16,961,666	\$10,311,351	\$6,650,315
Floor covering stores (44221)	\$939,334	\$2,533,309	(\$1,593,975)	\$2,538,645	\$2,820,995	(\$282,350)
Other home furnishings stores (44229)	\$5,386,994	\$2,253,087	\$3,133,907	\$14,423,021	\$7,490,355	\$6,932,666
Window treatment stores (442291)	\$688,368	\$234,601	\$453,767	\$1,813,537	\$529,322	\$1,284,215
All other home furnishings stores (442299)	\$4,698,625	\$2,018,486	\$2,680,140	\$12,609,484	\$6,961,033	\$5,648,451
Electronics and appliance stores (443)	\$14,785,314	\$7,367,732	\$7,417,582	\$39,531,529	\$15,861,634	\$23,669,895
Household appliance stores (443141)	\$2,517,233	\$199	\$2,517,035	\$6,883,583	\$434	\$6,883,149
Electronics stores (443142)	\$12,268,080	\$7,367,533	\$4,900,548	\$32,647,946	\$15,861,201	\$16,786,745
Building material and garden equipment and supplies (444)	\$70,585,073	\$68,786,773	\$1,798,300	\$188,725,428	\$126,252,613	\$62,472,815
Building material and supplies dealers (4441)	\$62,134,786	\$62,905,551	(\$770,765)	\$166,155,990	\$124,051,136	\$42,104,855
Home centers (44411)	\$34,380,929	\$39,075,156	(\$4,694,227)	\$92,004,946	\$95,096,600	(\$3,091,654)
Paint and wallpaper stores (44412)	\$2,290,298	\$10,142,592	(\$7,852,294)	\$6,129,377	\$12,961,256	(\$6,831,879)
Hardware stores (44413)	\$5,241,057	\$2,866,216	\$2,374,841	\$14,008,685	\$4,114,067	\$9,894,618
Other building material dealers (44419)	\$20,222,502	\$10,821,587	\$9,400,915	\$54,012,982	\$11,879,213	\$42,133,770
Lawn and garden equipment and supplies stores (4442)	\$8,450,287	\$5,881,221	\$2,569,065	\$22,569,437	\$2,201,477	\$20,367,960
Outdoor power equipment stores (44421)	\$1,270,359	\$1,289,206	(\$18,847)	\$3,397,435	\$200,222	\$3,197,212
Nursery, garden center, and farm supply stores (44422)	\$7,179,928	\$4,592,015	\$2,587,912	\$19,172,003	\$2,001,255	\$17,170,748

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Food and beverage stores (445)	\$126,243,003	\$115,368,949	\$10,874,054	\$334,859,719	\$350,121,304	(\$15,261,585)
Grocery stores (4451)	\$113,442,795	\$113,278,642	\$164,153	\$301,231,611	\$339,599,762	(\$38,368,150)
Supermarkets other grocery (except convenience) (44511)	\$108,758,621	\$108,478,247	\$280,374	\$289,050,607	\$321,821,982	(\$32,771,375)
Convenience stores (44512)	\$4,684,174	\$4,800,395	(\$116,221)	\$12,181,004	\$17,777,780	(\$5,596,776)
Specialty food stores (4452)	\$3,979,324	\$402	\$3,978,922	\$10,604,119	\$495,445	\$10,108,673
Meat markets (44521)	\$1,314,233	\$13	\$1,314,220	\$3,501,260	\$19	\$3,501,241
Fish and seafood markets (44522)	\$476,794	\$12	\$476,782	\$1,270,626	\$20	\$1,270,607
Fruit and vegetable markets (44523)	\$814,161	\$12	\$814,149	\$2,169,267	\$20	\$2,169,248
Other specialty food stores (44529)	\$1,374,136	\$366	\$1,373,770	\$3,662,965	\$495,387	\$3,167,578
Baked goods stores and confectionery and nut stores (445291 +	\$749,224	\$227	\$748,997	\$1,997,488	\$317,673	\$1,679,815
All other specialty food stores (445299)	\$624,912	\$139	\$624,774	\$1,665,477	\$177,714	\$1,487,763
Beer, wine, and liquor stores (4453)	\$8,820,884	\$2,089,905	\$6,730,980	\$23,023,989	\$10,026,097	\$12,997,892
Health and personal care stores (446)	\$64,954,976	\$68,628,263	(\$3,673,286)	\$171,219,707	\$165,268,999	\$5,950,708
Pharmacies and drug stores (44611)	\$53,710,092	\$65,637,703	(\$11,927,611)	\$141,427,892	\$145,913,115	(\$4,485,223)
Cosmetics, beauty supplies, and perfume stores (44612)	\$4,111,936	\$84	\$4,111,852	\$10,845,938	\$4,728,862	\$6,117,077
Optical goods stores (44613)	\$2,575,988	\$9,427	\$2,566,560	\$6,920,123	\$7,812,891	(\$892,768)
Other health and personal care stores (44619)	\$4,556,961	\$2,981,048	\$1,575,912	\$12,025,753	\$6,814,131	\$5,211,622
Food (health) supplement stores (446191)	\$1,604,343	\$962,112	\$642,231	\$4,237,748	\$2,806,589	\$1,431,158
All other health and personal care stores (446199)	\$2,952,617	\$2,018,937	\$933,681	\$7,788,006	\$4,007,542	\$3,780,463
Gasoline stations (447)	\$89,586,458	\$108,519,667	(\$18,933,209)	\$236,587,518	\$134,172,066	\$102,415,452
Clothing and clothing accessories stores (448)	\$40,411,934	\$9,652,198	\$30,759,736	\$109,438,392	\$55,980,160	\$53,458,232
Clothing stores (4481)	\$28,645,512	\$7,511,446	\$21,134,067	\$77,746,104	\$43,820,163	\$33,925,941
Men's clothing stores (44811)	\$1,443,139	\$467,604	\$975,535	\$3,896,398	\$1,524,023	\$2,372,375
Women's clothing stores (44812)	\$6,118,213	\$641,811	\$5,476,402	\$16,456,822	\$3,223,164	\$13,233,658
Children's and infants' clothing stores (44813)	\$1,110,791	\$416,465	\$694,326	\$3,251,801	\$584,554	\$2,667,247
Family clothing stores (44814)	\$16,609,209	\$4,694,082	\$11,915,127	\$45,086,145	\$35,930,705	\$9,155,440
Clothing accessories stores (44815)	\$1,267,832	\$359,799	\$908,032	\$3,399,616	\$1,104,343	\$2,295,272
Other clothing stores (44819)	\$2,096,329	\$931,684	\$1,164,645	\$5,655,322	\$1,453,373	\$4,201,949
Shoe stores (4482)	\$5,821,534	\$1,800	\$5,819,734	\$15,904,302	\$3,437,487	\$12,466,816
Jewelry, luggage, and leather goods stores (4483)	\$5,944,889	\$2,138,952	\$3,805,936	\$15,787,986	\$8,722,511	\$7,065,475
Jewelry stores (44831)	\$5,335,469	\$2,138,952	\$3,196,517	\$14,138,734	\$8,722,511	\$5,416,223
Luggage and leather goods stores (44832)	\$609,419	\$0	\$609,419	\$1,649,252	\$0	\$1,649,252

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Sporting goods, hobby, musical instr and book stores (451)	\$10,023,161	\$3,881,624	\$6,141,537	\$27,469,725	\$8,395,778	\$19,073,947
Sporting goods, hobby, and musical instrument stores (4511)	\$8,679,432	\$3,822,825	\$4,856,607	\$23,818,976	\$8,177,343	\$15,641,633
Sporting goods stores (45111)	\$5,179,412	\$2,326,845	\$2,852,567	\$14,281,237	\$4,638,301	\$9,642,936
Hobby, toy, and game stores (45112)	\$1,954,036	\$790,330	\$1,163,707	\$5,460,372	\$3,026,988	\$2,433,385
Sewing, needlework, and piece goods stores (45113)	\$634,044	\$73,005	\$561,039	\$1,734,925	\$147,544	\$1,587,381
Musical instrument and supplies stores (45114)	\$911,941	\$632,646	\$279,295	\$2,342,441	\$364,510	\$1,977,931
Book stores and news dealers (4512)	\$1,343,729	\$58,799	\$1,284,930	\$3,650,750	\$218,435	\$3,432,314
Book stores (451211)	\$1,179,785	\$58,799	\$1,120,986	\$3,213,506	\$218,435	\$2,995,071
News dealers and newsstands (451212)	\$163,943	\$0	\$163,943	\$437,243	\$0	\$437,243
General merchandise stores (452)	\$118,549,166	\$194,569,083	(\$76,019,917)	\$315,972,331	\$362,688,278	(\$46,715,946)
Department stores (4522)	\$22,211,742	\$5,966,032	\$16,245,710	\$59,789,595	\$39,415,095	\$20,374,500
Other general merchandise stores (4523)	\$96,337,424	\$188,603,051	(\$92,265,627)	\$256,182,736	\$323,273,183	(\$67,090,447)
Warehouse clubs and supercenters (452311)	\$81,549,089	\$181,737,910	(\$100,188,821)	\$216,701,181	\$296,982,006	(\$80,280,825)
All other general merchandise stores (452319)	\$14,788,335	\$6,865,141	\$7,923,194	\$39,481,556	\$26,291,178	\$13,190,378
Miscellaneous store retailers (453)	\$20,440,475	\$14,751,749	\$5,688,726	\$54,185,379	\$19,872,956	\$34,312,423
Florists (4531)	\$1,287,552	\$77	\$1,287,475	\$3,439,517	\$24	\$3,439,494
Office supplies, stationery, and gift stores (4532)	\$3,935,177	\$1,764,509	\$2,170,668	\$10,677,630	\$2,687,526	\$7,990,104
Office supplies and stationery stores (45321)	\$1,501,903	\$732,528	\$769,376	\$4,061,728	\$791,824	\$3,269,904
Gift, novelty, and souvenir stores (45322)	\$2,433,274	\$1,031,982	\$1,401,292	\$6,615,902	\$1,895,702	\$4,720,200
Used merchandise stores (4533)	\$2,803,966	\$1,933,275	\$870,692	\$7,529,492	\$1,639,039	\$5,890,453
Other miscellaneous store retailers (4539)	\$12,413,779	\$11,053,888	\$1,359,891	\$32,538,740	\$15,546,367	\$16,992,372
Pet and pet supplies stores (45391)	\$3,543,271	\$5,279,254	(\$1,735,983)	\$9,284,876	\$9,802,993	(\$518,117)
Art dealers (45392)	\$1,524,937	\$0	\$1,524,937	\$4,079,861	\$0	\$4,079,861
Manufactured (mobile) home dealers (45393)	\$981,198	\$144	\$981,054	\$2,799,427	\$293	\$2,799,134
All other miscellaneous store retailers (45399)	\$6,364,373	\$5,774,490	\$589,883	\$16,374,575	\$5,743,081	\$10,631,494
Tobacco stores (453991)	\$2,792,834	\$3,337,606	(\$544,772)	\$6,774,776	\$2,882,773	\$3,892,003
All other misc.store retailers (exc. tobacco stores) (453998)	\$3,571,539	\$2,436,884	\$1,134,655	\$9,599,799	\$2,860,308	\$6,739,491
Non-store retailers (454)	\$126,019,665	\$38,715,299	\$87,304,366	\$336,501,813	\$42,498,402	\$294,003,412
Electronic shopping and mail-order houses (4541)	\$114,746,431	\$29,871,604	\$84,874,827	\$306,399,609	\$42,498,046	\$263,901,563
Vending machine operators (4542)	\$1,731,318	\$1,081,374	\$649,944	\$4,619,098	\$0	\$4,619,098
Direct selling establishments (4543)	\$9,541,917	\$7,762,322	\$1,779,595	\$25,483,107	\$356	\$25,482,751
Fuel dealers (45431)	\$3,347,809	\$458,763	\$2,889,046	\$8,962,035	\$80	\$8,961,955
Other direct selling establishments (45439)	\$6,194,108	\$7,303,559	(\$1,109,451)	\$16,521,072	\$276	\$16,520,796

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Food services and drinking places (722)	\$112,859,974	\$88,201,360	\$24,658,615	\$302,489,859	\$222,609,819	\$79,880,041
Special food services (7223)	\$9,318,905	\$934,825	\$8,384,080	\$24,991,557	\$2,938,862	\$22,052,695
Food service contractors (72231)	\$7,610,111	\$719,243	\$6,890,869	\$20,404,792	\$2,330,776	\$18,074,017
Caterers (72232)	\$1,570,638	\$215,545	\$1,355,093	\$4,216,021	\$574,327	\$3,641,694
Mobile food services (72233)	\$138,156	\$37	\$138,118	\$370,744	\$33,759	\$336,985
Drinking places (alcoholic beverages) (7224)	\$3,914,433	\$6,480,236	(\$2,565,803)	\$10,328,784	\$14,361,467	(\$4,032,682)
Restaurants and other eating places (7225)	\$99,626,636	\$80,786,299	\$18,840,337	\$267,169,518	\$205,309,490	\$61,860,028
Full-service restaurants (722511)	\$47,191,410	\$36,083,622	\$11,107,789	\$126,366,674	\$115,314,195	\$11,052,479
Limited-service restaurants (722513)	\$43,564,759	\$40,431,492	\$3,133,268	\$116,985,129	\$71,860,909	\$45,124,220
Cafeterias, grill buffets, and buffets (722514)	\$1,579,073	\$9	\$1,579,064	\$4,240,401	\$1,968,362	\$2,272,039
Snack and nonalcoholic beverage bars (722515)	\$7,291,394	\$4,271,176	\$3,020,217	\$19,577,315	\$16,166,025	\$3,411,290
Ice cream, soft serve and frozen yogurt shops (7225151 + 7225152)	\$1,109,894	\$1,187,278	(\$77,384)	\$2,980,576	\$4,160,832	(\$1,180,256)
Doughnut shops (7225153)	\$1,147,512	\$1,141,341	\$6,170	\$3,080,859	\$3,382,227	(\$301,368)
Bagel shops (7225154)	\$331,622	\$35,469	\$296,152	\$890,481	\$660,834	\$229,647
Coffee shops (7225155)	\$3,121,495	\$685,524	\$2,435,971	\$8,380,452	\$4,256,377	\$4,124,075
Cookie shops (7225156)	\$50,487	\$0	\$50,487	\$135,581	\$87,829	\$47,751
Other snack and nonalcoholic beverage bars (7225157)	\$1,530,384	\$1,221,564	\$308,820	\$4,109,367	\$3,617,925	\$491,441

RETAIL DEMAND

- **Clothing & Accessories Stores**
 - Women's clothing = \$18m in demand in PTA+STA
 - Family clothing = \$21m in demand in PTA+STA
 - Shoe stores = \$18m in demand in PTA+STA
 - Jewelry stores = \$8m in demand in PTA+STA
- **Restaurants**
 - Full-service = \$22m in demand in PTA+STA
 - Limited-service = \$48m in demand in PTA+STA
 - Coffee shops = \$6m in demand in PTA+STA
- **Specialty Food**– \$24m demand in PTA+STA
- **Sporting Goods** – \$12m in demand in PTA+STA
- **Specialty Retail** – Home furnishings, Hobby, Books, Gifts