

# Trade Area Gap Analysis

## Rushford Trade Area



This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 3,748,714	6.4	3	3.4
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 236,806	2.0	0	2.0
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 624,076	1.4	0	1.4
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 303,403	1.4	0	1.4
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 1,735,838	1.2	0	1.2
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 811,201	1.1	0	1.1
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 1,194,014	0.9	0	0.9
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 1,510,323	1.9	1	0.9
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 183,387	0.9	0	0.9
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 722,826	0.9	0	0.9
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 1,701,567	0.9	0	0.9
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 364,605	1.8	1	0.8
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 242,433	0.8	0	0.8
45121000	Book Stores	\$ 61	\$ 512,938	\$ 371,616	0.7	0	0.7
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 925,882	0.7	0	0.7
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 539,545	0.7	0	0.7
54192000	Photographic services	\$ 32	\$ 73,585	\$ 192,382	2.6	2	0.6
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 11,638,584	1.6	1	0.6
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 1,624,001	2.6	2	0.6
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 128,502	0.6	0	0.6
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 330,703	0.5	0	0.5
45392000	Art dealers	\$ 32	\$ 383,996	\$ 194,420	0.5	0	0.5
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 85,466	0.5	0	0.5
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 13,830,242	0.5	0	0.5
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 88,250	0.4	0	0.4
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 413,185	0.4	0	0.4
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 189,984	0.4	0	0.4
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 239,102	0.4	0	0.4
81211300	Nail salons	\$ 10	\$ 172,519	\$ 60,171	0.3	0	0.3
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 1,045,006	1.3	1	0.3
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 467,564	0.3	0	0.3
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 165,924	0.3	0	0.3
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 193,161	0.3	0	0.3
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 176,591	0.3	0	0.3
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 119,888	0.2	0	0.2

\*Business Supply - listed in same order as above (second to last column)

Limited-service eating places: Baristas, SubZero, Subway  
 Automotive parts: Motor Parts & Equipment  
 Gift, novelty & souvenir: Turned Write  
 Photographic services: Ross Himlie Photo, Amber Torgerud Photo  
 General merchandise: Family Dollar  
 Used car dealers: Lokens in Houston, DDP Auto  
 Home furnishings: Lyle's Flooring

### Assumptions:

Trade Area Population	6,230
Trade Area Per Capita Income	\$ 27,411
U.S. Per Capital income	\$ 28,155

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44411000	Home centers	\$ 447	\$ 14,117,083	\$ 2,713,835	0.2	0	0.2
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 75,463	0.2	0	0.2
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 279,019	0.2	0	0.2
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 391,579	0.2	0	0.2
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 255,511	0.1	0	0.1
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 6,226	0.1	0	0.1
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 80,231	0.1	0	0.1
81211100	Barber shops	\$ 2	\$ 142,252	\$ 10,799	0.1	0	0.1
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 39,279	0.1	0	0.1
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 20,279	0.1	0	0.1
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 84,098	1.0	1	0.0
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 312,548	2.0	2	0.0
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 4,068,330	1.0	1	0.0
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 980,704	0.9	1	-0.1
45310000	Florists	\$ 24	\$ 160,175	\$ 146,343	0.9	1	-0.1
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 770,464	0.9	1	-0.1
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 9,891,266	2.8	3	-0.2
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 9,089,329	2.6	3	-0.4
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 38,236	0.6	1	-0.4
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 683,823	2.5	3	-0.5
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 73,423	1.4	2	-0.6
81149000	Personal goods repair (watch, boat, garment)	\$ 21	\$ 322,837	\$ 128,447	0.4	1	-0.6
45399000	Miscellaneous store retailers	\$ 47	\$ 824,344	\$ 286,304	0.3	1	-0.7
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 3,946,996	5.2	6	-0.8
53230000	General rental centers	\$ 15	\$ 529,977	\$ 92,449	0.2	1	-0.8
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 1,296,832	4.0	5	-1.0
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 1,025,179	4.9	6	-1.1
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 746,511	0.6	2	-1.4
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 223,770	1.6	3	-1.4
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 376,303	1.5	3	-1.5
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 413,448	0.4	2	-1.6
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 2,383,524	1.2	3	-1.8
81219000	Other personal care services (tatoos, spas, piercing)	\$ 27	\$ 51,973	\$ 163,066	3.1	5	-1.9
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 401,901	1.5	4	-2.5
81211200	Beauty salons	\$ 64	\$ 251,893	\$ 387,271	1.5	8	-6.5

\*Business Supply - listed in same order as above (second to last column)

Home/garden equipment & appliance repair: Roy's Small Engine

Other automotive maintenance: Darr Car Wash, Peterson Car Wash

Pharmacies: Sterling

Motorcycle, boat & other motor vehicles: M&M Lawn & Leisure

Florists: Root River Floral

Beer, wine & liquor stores: Pam's Off Sale

Grocery stores: Rushford Foods, Pam's Corner, Root River Market

Gasoline stations: BP in Houston, Kwik Trip, River Valley Convenience in Houston

Reupholstery & furniture repair: South Rushford Upholstery

Automotive body, paint, interior & glass: L&L Volkman, Connie's Body Shop, Don's Auto Body

Pet care (except veterinary) services: Dog Spot, Doggy Day Care

Personal goods repair: Lori Hungerholt Sewing

Miscellaneous store retailers: Balloons by Kevin

Full-service restaurants: Through the Grapevine, Burdeys, The Creamery, Shawnee's, Jessie Street Java, Stumpy's

General rental centers: B&S Rental

Other amusement: Valley High Golf Course, Ferndale Golf Course, Mill Street Fitness, Rushford Swimming Pool, Nordic Lanes

Automotive mechanical: Rosendahl, Browns, Curt's Place, Dahl Auto Works, Ladewig Diesel, Rislove Repair

Lawn & garden equipment & supplies stores: Hammell Equipment, Labrador Home & Garden

Used merchandise stores: Johnsons, Nettie's, Grace Place

Specialty food stores: Norsland Lefse, Ralph's Dairy, Buffalo

Hardware stores: Cox, Rushford Hardware

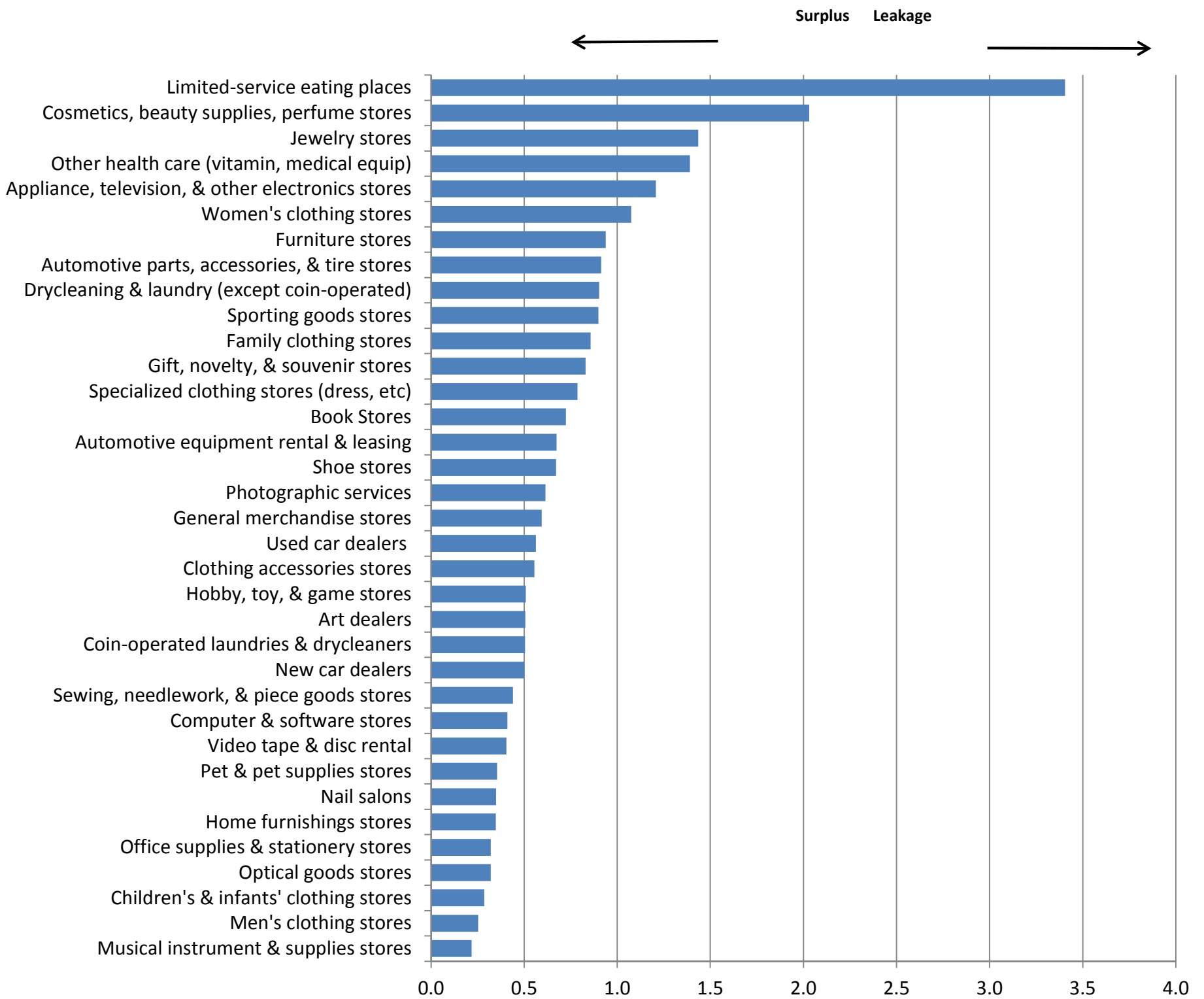
Specialized building material dealers: Weiser Building Supply, Croell Redi-Mix, Servais Tile & Stone

Other personal care services: Fingers in Motion, Root River Yoga, Abundant Life & Fitness, Hands on Health, Heather's Healing Touch

Drinking Places: JT's, Houston Legion, Peterson Legion, Rushford Legion

Beauty salons: Snow's, Branching Out, LAs, Mel's Shear Magic, New Beginnings, Visions, Scissor Wizard, RefleKtions

# Retail Gap Estimates by Store Format



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