

# Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1039/-78.4376

	1 mi radius		3 mi radius		5 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$765.97 K / -	100	\$2.67 M / \$19.9 K	99	\$7.9 M / \$1.69 M	79
Men's Clothing Stores	\$27.31 K / -	100	\$95.2 K / -	100	\$280.21 K / -	100
Women's Clothing Stores	\$118.05 K / -	100	\$411.25 K / \$19.9 K	95	\$1.21 M / \$381.69 K	69
Children's, Infants' Clothing Stores	\$50.22 K / -	100	\$175.95 K / -	100	\$522.12 K / \$930.69 K	-44
Family Clothing Stores	\$313.17 K / -	100	\$1.09 M / -	100	\$3.24 M / \$374.23 K	88
Clothing Accessory Stores	\$24.99 K / -	100	\$87.15 K / -	100	\$258.55 K / -	100
Other Apparel Stores	\$38.44 K / -	100	\$134.22 K / -	100	\$396.31 K / -	100
Shoe Stores	\$128.26 K / -	100	\$448.58 K / -	100	\$1.32 M / -	100
Jewelry Stores	\$60.81 K / -	100	\$211.07 K / -	100	\$619.48 K / -	100
Luggage Stores	\$4.72 K / -	100	\$16.45 K / -	100	\$49.46 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$371.9 K / -	100	\$1.3 M / \$45.97 K	96	\$3.89 M / \$246.56 K	94
Furniture Stores	\$228.37 K / -	100	\$799.58 K / -	100	\$2.39 M / \$22.8 K	99
Floor Covering Stores	\$39.48 K / -	100	\$138.21 K / \$45.97 K	67	\$412.78 K / \$223.76 K	46
Other Home Furnishing Stores	\$104.05 K / -	100	\$364.67 K / -	100	\$1.09 M / -	100
<b>Electronics, Appliance Stores</b>	\$284.6 K / -	100	\$994.91 K / \$27.26 K	97	\$2.96 M / \$403.29 K	86
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$923.75 K / \$339.7 K	63	\$3.23 M / \$2.39 M	26	\$9.64 M / \$9.07 M	6
Home Centers	\$434.6 K / -	100	\$1.52 M / \$323.24 K	79	\$4.53 M / \$2.44 M	46
Paint, Wallpaper Stores	\$31.71 K / -	100	\$111.21 K / -	100	\$332.59 K / -	100
Hardware Stores	\$39.66 K / \$339.7 K	-88	\$139.34 K / \$880.27 K	-84	\$415.78 K / \$903.32 K	-54
Other Building Materials Stores	\$308.01 K / -	100	\$1.08 M / \$1.19 M	-9	\$3.21 M / \$5.72 M	-44
Outdoor Power Equipment Stores	\$14.76 K / -	100	\$51.24 K / -	100	\$152.44 K / -	100
Nursery, Garden Stores	\$95.01 K / -	100	\$332.06 K / -	100	\$991.97 K / -	100
<b>Food, Beverage Stores</b>	\$2.53 M / \$733.03 K	71	\$8.79 M / \$2.17 M	75	\$25.76 M / \$3.42 M	87
Grocery Stores	\$2.26 M / \$271.67 K	88	\$7.86 M / \$876.11 K	89	\$23.01 M / \$1.56 M	93
Convenience Stores	\$87.65 K / \$461.36 K	-81	\$304.79 K / \$1.27 M	-76	\$890.86 K / \$1.65 M	-46
Meat Markets	\$25.87 K / -	100	\$89.93 K / -	100	\$263.59 K / -	100
Fish, Seafood Markets	\$9.32 K / -	100	\$32.51 K / -	100	\$94.81 K / -	100
Fruit, Vegetable Markets	\$15.59 K / -	100	\$54.26 K / -	100	\$159.47 K / \$132.13 K	17
Other Specialty Food Markets	\$27.24 K / -	100	\$94.59 K / \$16.41 K	83	\$275.86 K / \$79.06 K	71
Liquor Stores	\$102.13 K / -	100	\$356.88 K / -	100	\$1.06 M / -	100

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<b>Health, Personal Care Stores</b>	\$622.25 K / -	100	\$2.16 M / \$321.71 K	85	\$6.35 M / \$1.55 M	76
Pharmacy, Drug Stores	\$521.12 K / -	100	\$1.81 M / \$321.71 K	82	\$5.32 M / \$1.55 M	71
Cosmetics, Beauty Stores	\$30.54 K / -	100	\$106.34 K / -	100	\$311.75 K / -	100
Optical Goods Stores	\$34.68 K / -	100	\$120.89 K / -	100	\$355.56 K / \$4.34 K	99
Other Health, Personal Care Stores	\$35.91 K / -	100	\$124.7 K / -	100	\$364.43 K / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$284.6 K / -	100	\$997.05 K / \$17.7 K	98	\$2.98 M / \$85.24 K	97
Sporting Goods Stores	\$154.31 K / -	100	\$542.51 K / -	100	\$1.64 M / -	100
Hobby, Toy, Game Stores	\$45.62 K / -	100	\$159.86 K / -	100	\$475.53 K / -	100
Sewing, Needlecraft Stores	\$14.3 K / -	100	\$49.91 K / \$17.7 K	65	\$146.67 K / \$85.24 K	42
Musical Instrument Stores	\$13.27 K / -	100	\$46.18 K / -	100	\$134.35 K / -	100
Book Stores	\$57.1 K / -	100	\$198.59 K / -	100	\$585.33 K / -	100
<b>General Merchandise Stores</b>	\$2.46 M / \$1.02 M	59	\$8.57 M / \$2.42 M	72	\$25.27 M / \$2.8 M	89
Department Stores	\$630.89 K / -	100	\$2.2 M / -	100	\$6.53 M / \$274.06 K	96
Warehouse Superstores	\$1.59 M / -	100	\$5.53 M / -	100	\$16.27 M / -	100
Other General Merchandise Stores	\$239.93 K / \$1.02 M	-76	\$837.25 K / \$2.42 M	-65	\$2.47 M / \$2.52 M	-2
<b>Miscellaneous Store Retailers</b>	\$332.39 K / \$158.5 K	52	\$1.16 M / \$428.45 K	63	\$3.45 M / \$1.53 M	56
Florists	\$11.72 K / \$8.96 K	24	\$40.92 K / \$23.21 K	43	\$122.44 K / \$23.21 K	81
Office, Stationary Stores	\$32.94 K / -	100	\$115.01 K / -	100	\$340.84 K / -	100
Gift, Souvenir Stores	\$39.99 K / -	100	\$139.51 K / \$22.41 K	84	\$411.5 K / \$194.35 K	53
Used Merchandise Stores	\$22.85 K / -	100	\$79.71 K / -	100	\$236.52 K / -	100
Pet, Pet Supply Stores	\$133.16 K / -	100	\$468.02 K / -	100	\$1.41 M / -	100
Art Dealers	\$11 K / -	100	\$38.2 K / -	100	\$113.02 K / -	100
Mobile Home Dealers	\$19.86 K / -	100	\$69.7 K / -	100	\$208.47 K / \$597.68 K	-65
Other Miscellaneous Retail Stores	\$60.88 K / \$149.54 K	-59	\$210.94 K / \$382.82 K	-45	\$613.28 K / \$714.08 K	-14
<b>Non-Store Retailers</b>	\$1.12 M / \$574.26 K	49	\$3.93 M / \$1.49 M	62	\$11.64 M / \$1.49 M	87
Mail Order, Catalog Stores	\$932.99 K / -	100	\$3.26 M / -	100	\$9.66 M / -	100
Vending Machines	\$26 K / -	100	\$90.78 K / -	100	\$266.32 K / -	100
Fuel Dealers	\$93.68 K / \$526.97 K	-82	\$326.47 K / \$1.37 M	-76	\$965.92 K / \$1.37 M	-29
Other Direct Selling Establishments	\$72.08 K / \$47.29 K	34	\$251.4 K / \$122.54 K	51	\$740.95 K / \$122.54 K	83

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<b>Accommodation, Food Services</b>	\$2.14 M / \$1.08 M	49	\$7.49 M / \$3.81 M	49	\$22.32 M / \$7.31 M	67
Hotels, Other Travel Accommodations	\$117.78 K / \$29.18 K	75	\$412.21 K / \$83.69 K	80	\$1.23 M / \$120.81 K	90
RV Parks	\$906 / -	100	\$3.36 K / -	100	\$11.19 K / \$15.82 K	-29
Rooming, Boarding Houses	\$775 / -	100	\$3.03 K / -	100	\$9.06 K / -	100
Full Service Restaurants	\$1.25 M / \$1.11 M	12	\$4.39 M / \$2.96 M	32	\$13.07 M / \$5.18 M	60
Limited Service Restaurants	\$582 K / -	100	\$2.04 M / \$869.6 K	57	\$6.07 M / \$2 M	67
Special Food Services, Catering	\$185.72 K / -	100	\$650.45 K / -	100	\$1.94 M / \$53.68 K	97
Drinking Places	\$53.34 K / -	100	\$186.61 K / \$86.35 K	54	\$555.59 K / \$491.24 K	12
<b>Gasoline Stations</b>	\$1.84 M / -	100	\$6.42 M / \$49.98 K	99	\$19 M / \$2.42 M	87
<b>Motor Vehicle, Parts Dealers</b>	\$3.29 M / \$2.5 M	24	\$11.58 M / \$9.99 M	14	\$34.86 M / \$16.36 M	53
New Car Dealers	\$2.52 M / \$1.71 M	32	\$8.87 M / \$8.04 M	9	\$26.74 M / \$12.79 M	52
Used Car Dealers	\$260.2 K / -	100	\$914.86 K / -	100	\$2.76 M / -	100
Recreational Vehicle Dealers	\$52.18 K / -	100	\$184.03 K / -	100	\$560.88 K / -	100
Motorcycle, Boat Dealers	\$113.98 K / -	100	\$400.87 K / -	100	\$1.21 M / -	100
Auto Parts, Accessories	\$205.88 K / \$788.35 K	-74	\$721.14 K / \$1.95 M	-63	\$2.15 M / \$2.14 M	1
Tire Dealers	\$137.62 K / -	100	\$482.25 K / -	100	\$1.44 M / \$1.43 M	0
2023 Population		1,825		6,070		16,721
2028 Population		1,998		6,754		18,706
% Population Change 2023-2028		9.5%		11.3%		11.9%
2023 Adult Population Age 18+		1,436		4,742		12,814
2023 Population Male		851		2,882		8,111
2023 Population Female		974		3,188		8,610
2023 Households		775		2,520		6,660
2023 Median Household Income		43,670		49,429		65,678
2023 Average Household Income		55,142		61,238		71,654