

# Augusta, GA

## Downtown Consumer Visit Trade Area Retail GAP & Leakage

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jun 1, 2021



### Totals

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	6,825,391,648	6,520,380,992	-305,010,656
Total retail trade (NAICS 44 and 45)	6,022,433,736	5,765,942,611	-256,491,124

### Motor Vehicle Parts and Dealers

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Motor vehicle and parts dealers (NAICS 441)	1,679,516,283	1,487,886,364	-191,629,919
Automobile dealers (NAICS 4411)	1,478,583,754	1,299,101,768	-179,481,986
New car dealers (NAICS 44111)	1,310,829,940	1,158,950,869	-151,879,070
Used car dealers (NAICS 44112)	167,753,814	140,150,899	-27,602,915
Other motor vehicle dealers (NAICS 4412)	81,321,363	98,274,260	16,952,896
Recreational vehicle dealers (NAICS 44121)	8,082,358	28,794,467	20,712,108
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	73,239,005	69,479,793	-3,759,212
Boat dealers (NAICS 441222)	9,011,199	21,458,652	12,447,454
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	64,227,806	48,021,141	-16,206,666
Automotive parts, accessories, and tire stores (NAICS 4413)	119,611,165	90,510,336	-29,100,830
Automotive parts and accessories stores (NAICS 44131)	75,340,197	53,525,681	-21,814,515
Tire dealers (NAICS 44132)	44,270,969	36,984,655	-7,286,314

### Furniture and Home Furnishings Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Furniture and home furnishings stores (NAICS 442)	152,163,152	103,815,582	-48,347,570
Furniture stores (NAICS 4421)	83,008,193	62,602,441	-20,405,752
Home furnishings stores (NAICS 4422)	69,154,959	41,213,141	-27,941,818
Floor covering stores (NAICS 44221)	23,821,999	6,381,430	-17,440,568
Other home furnishings stores (NAICS 44229)	45,332,960	34,831,711	-10,501,250
Window treatment stores (NAICS 442291)	0	4,122,460	4,122,460
All other home furnishings stores (NAICS 442299)	45,332,960	30,709,251	-14,623,710

### Electronics and Appliance Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Electronics and appliance stores (NAICS 443)	131,991,740	93,961,200	-38,030,540
Household appliance stores (NAICS 443141)	34,585,394	15,540,691	-19,044,704
Electronics stores (NAICS 443142)	97,406,345	78,420,509	-18,985,836

### Building Material and Garden Equipment and Supplies Dealers

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Building material and garden equipment and supplies dealers (NAICS 444)	388,847,935	404,565,343	15,717,409
Building material and supplies dealers (NAICS 4441)	340,461,523	356,087,153	15,625,630
Home centers (NAICS 44411)	183,274,496	197,732,117	14,457,621
Paint and wallpaper stores (NAICS 44412)	24,381,064	13,164,033	-11,217,031
Hardware stores (NAICS 44413)	19,155,637	30,098,031	10,942,395
Other building material dealers (NAICS 44419)	113,650,327	115,092,972	1,442,645
Lawn and garden equipment and supplies stores (NAICS 4442)	48,386,411	48,478,190	91,778
Outdoor power equipment stores (NAICS 44421)	4,087,005	7,239,656	3,152,651
Nursery, garden center, and farm supply stores (NAICS 44422)	44,299,406	41,238,534	-3,060,872

## Food and Beverage Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Food and beverage stores (NAICS 445)	770,115,253	761,808,197	-8,307,056
Grocery stores (NAICS 4451)	711,934,774	682,493,197	-29,441,577
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	688,909,389	654,854,451	-34,054,938
Convenience stores (NAICS 44512)	23,025,385	27,638,746	4,613,361
Specialty food stores (NAICS 4452)	12,335,378	24,075,413	11,740,035
Meat markets (NAICS 44521)	2,302,767	7,945,910	5,643,143
Fish and seafood markets (NAICS 44522)	1,088,602	2,885,970	1,797,368
Fruit and vegetable markets (NAICS 44523)	2,132,607	4,913,312	2,780,705
Other specialty food stores (NAICS 44529)	6,811,401	8,330,220	1,518,819
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	3,656,056	4,540,199	884,143
All other specialty food stores (NAICS 445299)	3,155,346	3,790,022	634,676
Beer, wine, and liquor stores (NAICS 4453)	45,845,101	55,239,587	9,394,487

## Health and Personal Care Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Health and personal care stores (NAICS 446)	419,015,192	372,222,992	-46,792,200
Pharmacies and drug stores (NAICS 44611)	315,984,273	307,988,102	-7,996,171
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	44,844,600	23,537,765	-21,306,835
Optical goods stores (NAICS 44613)	23,353,752	14,540,971	-8,812,782
Other health and personal care stores (NAICS 44619)	34,832,567	26,156,154	-8,676,413
Food (health) supplement stores (NAICS 446191)	8,211,051	9,259,720	1,048,669
All other health and personal care stores (NAICS 446199)	26,621,516	16,896,434	-9,725,082

## Gasoline Stations

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Gasoline stations (NAICS 447)	616,107,029	548,857,826	-67,249,203

## Clothing and Clothing Accessories Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Clothing and clothing accessories stores (NAICS 448)	313,465,833	277,914,482	-35,551,352
Clothing stores (NAICS 4481)	211,854,392	196,469,953	-15,384,439
Men's clothing stores (NAICS 44811)	5,292,353	9,818,023	4,525,670
Women's clothing stores (NAICS 44812)	43,189,821	40,583,943	-2,605,878
Children's and infants' clothing stores (NAICS 44813)	19,003,961	9,655,336	-9,348,625
Family clothing stores (NAICS 44814)	117,627,516	113,828,846	-3,798,669
Clothing accessories stores (NAICS 44815)	13,227,188	8,526,557	-4,700,631
Other clothing stores (NAICS 44819)	13,513,552	14,057,248	543,696
Shoe stores (NAICS 4482)	53,258,481	40,576,337	-12,682,144
Jewelry, luggage, and leather goods stores (NAICS 4483)	48,352,961	40,868,192	-7,484,769
Jewelry stores (NAICS 44831)	36,578,718	36,731,844	153,127
Luggage and leather goods stores (NAICS 44832)	11,774,243	4,136,348	-7,637,895

## Sporting Goods, Hobby, Musical Instrument and Book Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	69,641,152	70,310,693	669,542
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	59,407,144	60,722,127	1,314,983
Sporting goods stores (NAICS 45111)	43,773,942	37,521,017	-6,252,925
Hobby, toy, and game stores (NAICS 45112)	11,810,207	14,224,949	2,414,742
Sewing, needlework, and piece goods stores (NAICS 45113)	1,898,047	3,780,869	1,882,822
Musical instrument and supplies stores (NAICS 45114)	1,924,948	5,195,292	3,270,345
Book stores and news dealers (NAICS 4512)	10,234,008	9,588,566	-645,442



Book stores (NAICS 451211)	9,346,308	8,554,192	-792,116
News dealers and newsstands (NAICS 451212)	887,700	1,034,374	146,675

### General Merchandise Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
General merchandise stores (NAICS 452)	1,124,830,834	731,719,864	-393,110,970
Department stores (NAICS 4522)	159,852,338	144,250,005	-15,602,333
Other general merchandise stores (NAICS 4523)	964,978,496	587,469,859	-377,508,637
Warehouse clubs and supercenters (NAICS 452311)	814,944,733	496,481,807	-318,462,927
All other general merchandise stores (NAICS 452319)	150,033,762	90,988,052	-59,045,710

### Miscellaneous Store Retailers

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Miscellaneous store retailers (NAICS 453)	85,903,091	128,286,689	42,383,598
Florists (NAICS 4531)	5,837,984	7,358,777	1,520,794
Office supplies, stationery, and gift stores (NAICS 4532)	26,380,855	27,072,115	691,260
Office supplies and stationery stores (NAICS 45321)	10,468,916	10,220,207	-248,709
Gift, novelty, and souvenir stores (NAICS 45322)	15,911,938	16,851,908	939,969
Used merchandise stores (NAICS 4533)	11,003,956	18,856,652	7,852,696
Other miscellaneous store retailers (NAICS 4539)	42,680,297	74,999,146	32,318,849
Pet and pet supplies stores (NAICS 45391)	8,708,789	20,629,746	11,920,956
Art dealers (NAICS 45392)	2,119,752	10,541,372	8,421,619
Manufactured (mobile) home dealers (NAICS 45393)	3,092,692	6,307,880	3,215,188
All other miscellaneous store retailers (NAICS 45399)	28,759,064	37,520,149	8,761,085
Tobacco stores (NAICS 453991)	14,703,329	14,546,944	-156,385
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	14,055,735	22,973,204	8,917,470

### Non-store Retailers

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Non-store retailers (NAICS 454)	270,836,243	784,593,381	513,757,138
Electronic shopping and mail-order houses (NAICS 4541)	245,371,445	716,967,413	471,595,968
Vending machine operators (NAICS 4542)	8,578,214	10,658,823	2,080,609
Direct selling establishments (NAICS 4543)	16,886,584	56,967,144	40,080,560
Fuel dealers (NAICS 45431)	2,709,803	18,820,338	16,110,535
Other direct selling establishments (NAICS 45439)	14,176,781	38,146,806	23,970,025

### Food Services and Drinking Places

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Food services and drinking places (NAICS 722)	802,957,912	754,438,380	-48,519,532
Special food services (NAICS 7223)	48,127,373	62,248,673	14,121,300
Food service contractors (NAICS 72231)	42,856,839	50,841,944	7,985,105
Caterers (NAICS 72232)	5,270,534	10,488,201	5,217,667
Mobile food services (NAICS 72233)	0	918,528	918,528
Drinking places (alcoholic beverages) (NAICS 7224)	14,914,533	26,398,945	11,484,412
Restaurants and other eating places (NAICS 7225)	739,916,006	665,790,762	-74,125,244
Full-service restaurants (NAICS 722511)	309,676,266	315,778,898	6,102,631
Limited-service restaurants (NAICS 722513)	374,408,513	290,890,543	-83,517,970
Cafeterias, grill buffets, and buffets (NAICS 722514)	27,770,952	10,545,781	-17,225,171
Snack and non-alcoholic beverage bars (NAICS 722515)	28,060,275	48,575,541	20,515,265
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	6,358,573	7,406,657	1,048,084
Doughnut shops (NAICS 7225153)	5,872,109	7,641,176	1,769,068
Bagel shops (NAICS 7225154)	3,457,875	2,211,199	-1,246,676
Coffee shops (NAICS 7225155)	5,422,102	20,773,309	15,351,207
Cookie shops (NAICS 7225156)	454,510	336,915	-117,595
Other snack and non-alcoholic beverage bars (NAICS 7225157)	6,495,107	10,206,284	3,711,177