

Augusta, GA

Downtown Consumer Visit Trade Area Retail GAP & Leakage

Calculated using TAS Retrieval

Latitude: 33.479290 Longitude: -81.975220

Jul 18, 2022



Totals

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Total retail trade including food and drink (NAICS 44, 45 and 722) | 6,649,416,523 | 6,425,188,028 | -224,228,495 |
| Total retail trade (NAICS 44 and 45) | 5,876,758,890 | 5,717,016,639 | -159,742,251 |

Motor Vehicle Parts and Dealers

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| Motor vehicle and parts dealers (NAICS 441) | 1,573,895,414 | 1,403,357,413 | -170,538,001 |
| Automobile dealers (NAICS 4411) | 1,383,081,391 | 1,217,459,043 | -165,622,348 |
| New car dealers (NAICS 44111) | 1,220,183,116 | 1,091,338,567 | -128,844,549 |
| Used car dealers (NAICS 44112) | 162,898,275 | 126,120,476 | -36,777,799 |
| Other motor vehicle dealers (NAICS 4412) | 88,980,167 | 89,864,547 | 884,380 |
| Recreational vehicle dealers (NAICS 44121) | 17,321,081 | 31,218,118 | 13,897,037 |
| Motorcycle, boat, and other motor vehicle dealers (NAICS 44122) | 71,659,086 | 58,646,429 | -13,012,657 |
| Boat dealers (NAICS 441222) | 3,870,485 | 18,628,853 | 14,758,368 |
| Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228) | 67,788,600 | 40,017,576 | -27,771,024 |
| Automotive parts, accessories, and tire stores (NAICS 4413) | 101,833,856 | 96,033,823 | -5,800,033 |
| Automotive parts and accessories stores (NAICS 44131) | 65,906,770 | 60,739,931 | -5,166,838 |
| Tire dealers (NAICS 44132) | 35,927,086 | 35,293,892 | -633,195 |

Furniture and Home Furnishings Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| Furniture and home furnishings stores (NAICS 442) | 143,833,257 | 94,842,962 | -48,990,295 |
| Furniture stores (NAICS 4421) | 80,662,321 | 56,977,008 | -23,685,313 |
| Home furnishings stores (NAICS 4422) | 63,170,936 | 37,865,954 | -25,304,982 |
| Floor covering stores (NAICS 44221) | 30,255,872 | 8,618,836 | -21,637,037 |
| Other home furnishings stores (NAICS 44229) | 32,915,064 | 29,247,118 | -3,667,946 |
| Window treatment stores (NAICS 442291) | 179,527 | 1,682,518 | 1,502,991 |
| All other home furnishings stores (NAICS 442299) | 32,735,537 | 27,564,600 | -5,170,937 |

Electronics and Appliance Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Electronics and appliance stores (NAICS 443) | 151,725,665 | 80,743,451 | -70,982,214 |
| Household appliance stores (NAICS 443141) | 41,665,926 | 16,986,968 | -24,678,958 |
| Electronics stores (NAICS 443142) | 110,059,738 | 63,756,483 | -46,303,256 |

Building Material and Garden Equipment and Supplies Dealers

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| Building material and garden equipment and supplies dealers (NAICS 444) | 527,808,708 | 383,479,706 | -144,329,002 |
| Building material and supplies dealers (NAICS 4441) | 468,835,448 | 337,376,243 | -131,459,205 |
| Home centers (NAICS 44411) | 259,101,863 | 184,840,814 | -74,261,049 |
| Paint and wallpaper stores (NAICS 44412) | 18,226,483 | 11,944,578 | -6,281,905 |
| Hardware stores (NAICS 44413) | 14,488,413 | 29,933,098 | 15,444,685 |
| Other building material dealers (NAICS 44419) | 177,018,689 | 110,657,753 | -66,360,936 |
| Lawn and garden equipment and supplies stores (NAICS 4442) | 58,973,260 | 46,103,463 | -12,869,797 |
| Outdoor power equipment stores (NAICS 44421) | 9,839,635 | 9,315,830 | -523,805 |
| Nursery, garden center, and farm supply stores (NAICS 44422) | 49,133,626 | 36,787,634 | -12,345,992 |

Food and Beverage Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Food and beverage stores (NAICS 445) | 927,608,201 | 830,891,475 | -96,716,726 |
| Grocery stores (NAICS 4451) | 813,112,291 | 754,698,588 | -58,413,703 |
| Supermarkets and other grocery (except convenience) stores (NAICS 44511) | 800,652,333 | 722,806,081 | -77,846,252 |
| Convenience stores (NAICS 44512) | 12,459,958 | 31,892,507 | 19,432,549 |
| Specialty food stores (NAICS 4452) | 56,301,445 | 20,860,156 | -35,441,289 |
| Meat markets (NAICS 44521) | 29,522,325 | 6,337,427 | -23,184,898 |
| Fish and seafood markets (NAICS 44522) | 380,037 | 2,477,821 | 2,097,785 |
| Fruit and vegetable markets (NAICS 44523) | 16,784,234 | 4,325,100 | -12,459,134 |
| Other specialty food stores (NAICS 44529) | 9,614,849 | 7,719,807 | -1,895,042 |
| All other specialty food stores (NAICS 445299) | 6,525,319 | 3,622,078 | -2,903,241 |
| Beer, wine, and liquor stores (NAICS 4453) | 58,194,465 | 55,332,731 | -2,861,734 |

Health and Personal Care Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Health and personal care stores (NAICS 446) | 379,726,231 | 368,005,826 | -11,720,404 |
| Pharmacies and drug stores (NAICS 44611) | 305,469,045 | 314,887,114 | 9,418,069 |
| Cosmetics, beauty supplies, and perfume stores (NAICS 44612) | 40,291,937 | 24,021,065 | -16,270,872 |
| Optical goods stores (NAICS 44613) | 16,113,668 | 10,148,320 | -5,965,348 |
| Other health and personal care stores (NAICS 44619) | 17,851,580 | 18,949,327 | 1,097,747 |
| Food (health) supplement stores (NAICS 446191) | 7,163,314 | 6,648,873 | -514,441 |
| All other health and personal care stores (NAICS 446199) | 10,688,267 | 12,300,454 | 1,612,188 |

Gasoline Stations

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|-------------------------------|------------------|------------------|------------------|
| Gasoline stations (NAICS 447) | 659,711,076 | 544,371,112 | -115,339,964 |

Clothing and Clothing Accessories Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| Clothing and clothing accessories stores (NAICS 448) | 240,053,365 | 204,665,683 | -35,387,682 |
| Clothing stores (NAICS 4481) | 161,061,427 | 144,782,115 | -16,279,312 |
| Men's clothing stores (NAICS 44811) | 7,468,158 | 5,855,107 | -1,613,051 |
| Women's clothing stores (NAICS 44812) | 33,265,685 | 28,621,318 | -4,644,367 |
| Children's and infants' clothing stores (NAICS 44813) | 9,379,391 | 4,524,407 | -4,854,984 |
| Family clothing stores (NAICS 44814) | 94,094,899 | 88,168,595 | -5,926,304 |
| Clothing accessories stores (NAICS 44815) | 5,248,175 | 5,829,354 | 581,179 |
| Other clothing stores (NAICS 44819) | 11,605,119 | 11,783,334 | 178,215 |
| Shoe stores (NAICS 4482) | 39,155,822 | 32,625,666 | -6,530,156 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 39,836,116 | 27,257,902 | -12,578,214 |
| Jewelry stores (NAICS 44831) | 39,836,116 | 24,205,480 | -15,630,636 |
| Luggage and leather goods stores (NAICS 44832) | 0 | 3,052,421 | 3,052,421 |

Sporting Goods, Hobby, Musical Instrument and Book Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Sporting goods, hobby, musical instrument, and book stores (NAICS 451) | 101,237,852 | 68,275,667 | -32,962,185 |
| Sporting goods, hobby, and musical instrument stores (NAICS 4511) | 95,747,026 | 61,927,257 | -33,819,768 |
| Sporting goods stores (NAICS 45111) | 66,985,702 | 41,162,598 | -25,823,104 |
| Hobby, toy, and game stores (NAICS 45112) | 22,229,853 | 12,977,539 | -9,252,314 |
| Sewing, needlework, and piece goods stores (NAICS 45113) | 3,065,688 | 3,167,635 | 101,947 |
| Musical instrument and supplies stores (NAICS 45114) | 3,465,783 | 4,619,484 | 1,153,702 |
| Book stores and news dealers (NAICS 4512) | 5,490,826 | 6,348,410 | 857,583 |
| Book stores (NAICS 451211) | 5,250,542 | 5,988,134 | 737,592 |
| News dealers and newsstands (NAICS 451212) | 240,284 | 360,276 | 119,992 |

General Merchandise Stores

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| General merchandise stores (NAICS 452) | 929,015,826 | 749,600,528 | -179,415,298 |
| Department stores (NAICS 4522) | 102,263,591 | 52,800,842 | -49,462,749 |
| Other general merchandise stores (NAICS 4523) | 826,752,235 | 696,799,686 | -129,952,549 |
| Warehouse clubs and supercenters (NAICS 452311) | 781,854,599 | 624,295,577 | -157,559,023 |
| All other general merchandise stores (NAICS 452319) | 44,897,636 | 72,504,110 | 27,606,474 |

Miscellaneous Store Retailers

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Miscellaneous store retailers (NAICS 453) | 98,788,712 | 115,873,005 | 17,084,293 |
| Florists (NAICS 4531) | 1,759,621 | 5,140,790 | 3,381,169 |
| Office supplies and stationery stores (NAICS 45321) | 10,490,598 | 9,642,189 | -848,409 |
| Gift, novelty, and souvenir stores (NAICS 45322) | 10,616,410 | 15,163,016 | 4,546,606 |
| Used merchandise stores (NAICS 4533) | 24,164,222 | 16,596,417 | -7,567,804 |
| Other miscellaneous store retailers (NAICS 4539) | 51,757,862 | 69,330,593 | 17,572,731 |
| Pet and pet supplies stores (NAICS 45391) | 15,554,995 | 19,061,024 | 3,506,029 |
| Art dealers (NAICS 45392) | 1,766,171 | 10,376,128 | 8,609,957 |
| Manufactured (mobile) home dealers (NAICS 45393) | 15,392,736 | 6,045,389 | -9,347,347 |
| All other miscellaneous store retailers (NAICS 45399) | 19,043,960 | 33,848,052 | 14,804,093 |
| Tobacco stores (NAICS 453991) | 3,948,184 | 11,888,656 | 7,940,472 |
| All other miscellaneous store retailers (except tobacco stores) (NAICS 453998) | 15,095,776 | 21,959,396 | 6,863,620 |

Non-store Retailers

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|--|------------------|------------------|------------------|
| Non-store retailers (NAICS 454) | 143,354,583 | 872,909,810 | 729,555,227 |
| Electronic shopping and mail-order houses (NAICS 4541) | 129,120,241 | 820,072,450 | 690,952,209 |
| Vending machine operators (NAICS 4542) | 2,324,577 | 7,322,720 | 4,998,144 |
| Direct selling establishments (NAICS 4543) | 11,909,765 | 45,514,640 | 33,604,874 |
| Fuel dealers (NAICS 45431) | 3,453,444 | 21,355,649 | 17,902,205 |
| Other direct selling establishments (NAICS 45439) | 8,456,322 | 24,158,991 | 15,702,669 |

Food Services and Drinking Places

| | 2021 Supply (\$) | 2021 Demand (\$) | GAP/Surplus (\$) |
|---|------------------|------------------|------------------|
| Food services and drinking places (NAICS 722) | 772,657,633 | 708,171,389 | -64,486,244 |
| Special food services (NAICS 7223) | 38,834,412 | 49,091,769 | 10,257,358 |
| Food service contractors (NAICS 72231) | 33,031,343 | 38,656,884 | 5,625,541 |
| Caterers (NAICS 72232) | 5,803,068 | 9,424,393 | 3,621,325 |
| Mobile food services (NAICS 72233) | 0 | 1,010,492 | 1,010,492 |
| Drinking places (alcoholic beverages) (NAICS 7224) | 7,122,529 | 22,100,054 | 14,977,524 |
| Restaurants and other eating places (NAICS 7225) | 726,700,692 | 636,979,566 | -89,721,127 |
| Full-service restaurants (NAICS 722511) | 267,678,425 | 307,762,812 | 40,084,387 |
| Limited-service restaurants (NAICS 722513) | 416,242,186 | 279,299,308 | -136,942,878 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 21,282,506 | 7,111,396 | -14,171,110 |
| Snack and non-alcoholic beverage bars (NAICS 722515) | 21,497,575 | 42,806,050 | 21,308,474 |