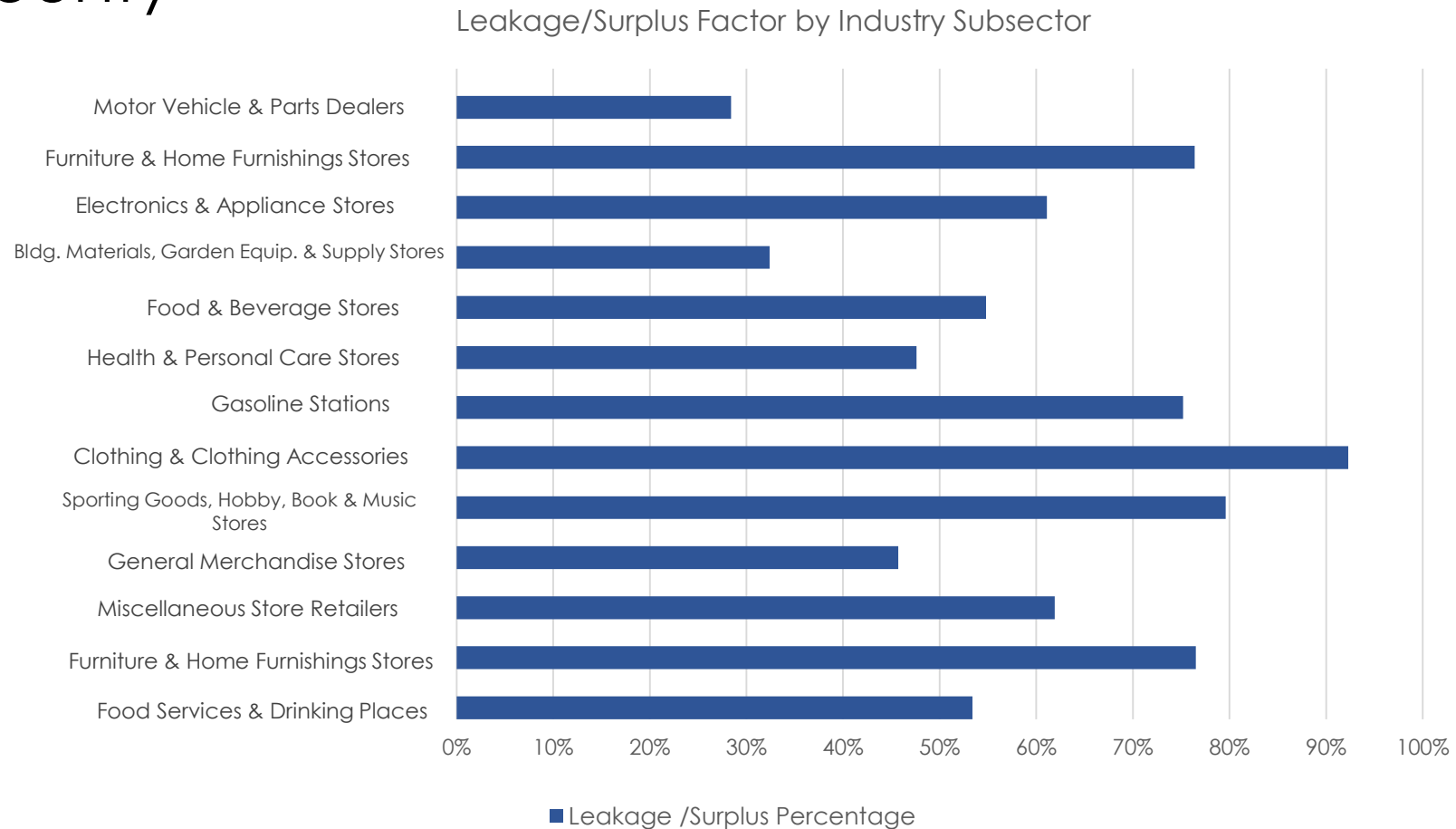


Retail Gap Analysis

- Key to establishing a **walkable, vibrant, authentic** town center is inclusion of retail amenities such as shopping, entertainment & dining.
- To identify retail demand, we conducted a Retail Gap Analysis, which considers:
 - Population, demographics, retail supply & demand & other economic data
- Key Terms:
 - Gap/ Leakage – where market supply is less than market demand
 - Leakage occurs when retailers outside the market are fulfilling the demand for retail products

Retail Gap Analysis

Analysis indicates leakage among many retail categories in Stafford County



Retail Gap Analysis

- Median household income for Stafford County is \$97,606 – 75% higher than Fredericksburg
- Higher median income along with findings of Gap Analysis indicate there is an opportunity for additional retail absorption in Stafford
- Retail Gap in Dollars:

<u>Retail Gap/Leakage</u>	<u>Amount</u>
Retail Spending in Stafford	\$1.2 billion
Retail Potential in Stafford	\$2.5 billion
Retail Gap in Stafford	\$1.3 billion

Retail Gap Analysis

Retail Leakage in Dollars:

Leakage/Surplus factor by Industry	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Percentage	Number of Businesses
Motor Vehicle & Parts Dealers	485,715,930	347,776,758	137,939,172	28.4%	92
Furniture & Home Furnishings Stores	89,509,504	21,110,654	68,398,850	76.4%	21
Electronics & Appliance Stores	75,479,359	29,350,707	46,128,652	61.1%	18
Bldg. Materials, Garden Equip. & Supply Stores	158,886,575	107,395,414	51,491,161	32.4%	49
Food & Beverage Stores	396,909,138	179,548,588	217,360,550	54.8%	60
Health & Personal Care Stores	133,322,536	69,803,088	63,519,448	47.6%	31
Gasoline Stations	220,952,488	54,807,672	166,144,816	75.2%	19
Clothing and Clothing Accessories Stores	117,914,873	9,036,858	108,878,015	92.3%	21
Sporting Goods, Hobby, Book, and Music Stores	63,744,971	13,028,849	50,716,122	79.6%	18
General Merchandise Stores	412,560,711	224,039,735	188,520,976	45.7%	18
Miscellaneous Store Retailers	83,053,689	31,670,208	51,383,481	61.9%	51
Nonstore Retailers	42,943,465	10,106,237	32,837,228	76.5%	8
Food Services & Drinking Places	251,546,844	117,112,130	134,434,714	53.4%	191