

Retail Market Power® | Opportunity Gap by Retail Store Types

Trade Area: Sand Springs Trade Area

	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,747,767,402	1,254,220,164	493,547,238
Total retail trade (NAICS 44 and 45)	1,558,190,408	1,133,655,800	424,534,608
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	400,735,000	291,282,576	109,452,424
Automobile dealers (NAICS 4411)	349,043,184	218,379,142	130,664,042
New car dealers (NAICS 44111)	311,403,463	168,942,974	142,460,489
Used car dealers (NAICS 44112)	37,639,721	49,436,168	-11,796,446
Other motor vehicle dealers (NAICS 4412)	27,079,646	30,795,772	-3,716,126
Recreational vehicle dealers (NAICS 44121)	8,062,916	13,320,432	-5,257,516
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	19,016,730	17,475,340	1,541,390
Boat dealers (NAICS 441222)	5,987,961	5,462,641	525,320
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	13,028,769	12,012,699	1,016,070
Automotive parts, accessories, and tire stores (NAICS 4413)	24,612,170	42,107,662	-17,495,492
Automotive parts and accessories stores (NAICS 44131)	14,557,485	24,089,565	-9,532,079
Tire dealers (NAICS 44132)	10,054,685	18,018,097	-7,963,412
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	26,299,309	13,265,638	13,033,671
Furniture stores (NAICS 4421)	15,726,848	8,163,753	7,563,095
Home furnishings stores (NAICS 4422)	10,572,461	5,101,885	5,470,576
Floor covering stores (NAICS 44221)	1,585,771	3,524,879	-1,939,108
Other home furnishings stores (NAICS 44229)	8,986,690	1,577,006	7,409,684
Window treatment stores (NAICS 442291)	1,100,341	10	1,100,331
All other home furnishings stores (NAICS 442299)	7,886,349	1,576,996	6,309,353
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	24,926,904	4,329,119	20,597,784
Household appliance stores (NAICS 443141)	4,350,487	0	4,350,487
Electronics stores (NAICS 443142)	20,576,417	4,329,119	16,247,298
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	112,799,235	60,705,112	52,094,123
Building material and supplies dealers (NAICS 4441)	99,274,788	49,569,090	49,705,697
Home centers (NAICS 44411)	55,082,350	25,956,445	29,125,905
Paint and wallpaper stores (NAICS 44412)	3,667,691	36,154	3,631,537
Hardware stores (NAICS 44413)	8,381,837	6,031,789	2,350,048
Other building material dealers (NAICS 44419)	32,142,910	17,544,702	14,598,208
Lawn and garden equipment and supplies stores (NAICS 4442)	13,524,447	11,136,022	2,388,425
Outdoor power equipment stores (NAICS 44421)	2,024,143	868,791	1,155,352
Nursery, garden center, and farm supply stores (NAICS 44422)	11,500,304	10,267,231	1,233,073
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	209,042,637	96,313,679	112,728,958
Grocery stores (NAICS 4451)	188,352,874	91,374,984	96,977,890
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	180,708,980	87,710,303	92,998,677
Convenience stores (NAICS 44512)	7,643,894	3,664,680	3,979,213
Specialty food stores (NAICS 4452)	6,665,344	46,994	6,618,350
Meat markets (NAICS 44521)	2,201,044	12,652	2,188,392
Fish and seafood markets (NAICS 44522)	798,892	5	798,887
Fruit and vegetable markets (NAICS 44523)	1,361,335	8	1,361,326
Other specialty food stores (NAICS 44529)	2,304,073	34,329	2,269,744
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	1,256,811	11,201	1,245,610
All other specialty food stores (NAICS 445299)	1,047,263	23,128	1,024,134
Beer, wine, and liquor stores (NAICS 4453)	14,024,419	4,891,702	9,132,718
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	103,043,059	80,560,980	22,482,079
Pharmacies and drug stores (NAICS 44611)	85,324,634	77,705,487	7,619,148
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	6,514,796	529,798	5,984,997
Optical goods stores (NAICS 44613)	3,964,592	0	3,964,592
Other health and personal care stores (NAICS 44619)	7,239,037	2,325,694	4,913,342
Food (health) supplement stores (NAICS 446191)	2,560,836	750,573	1,810,263
All other health and personal care stores (NAICS 446199)	4,678,201	1,575,121	3,103,080
Gasoline Stations			
Gasoline stations (NAICS 447)	153,299,319	270,502,324	-117,203,004

Benchmark: Sand Springs, OK (city)

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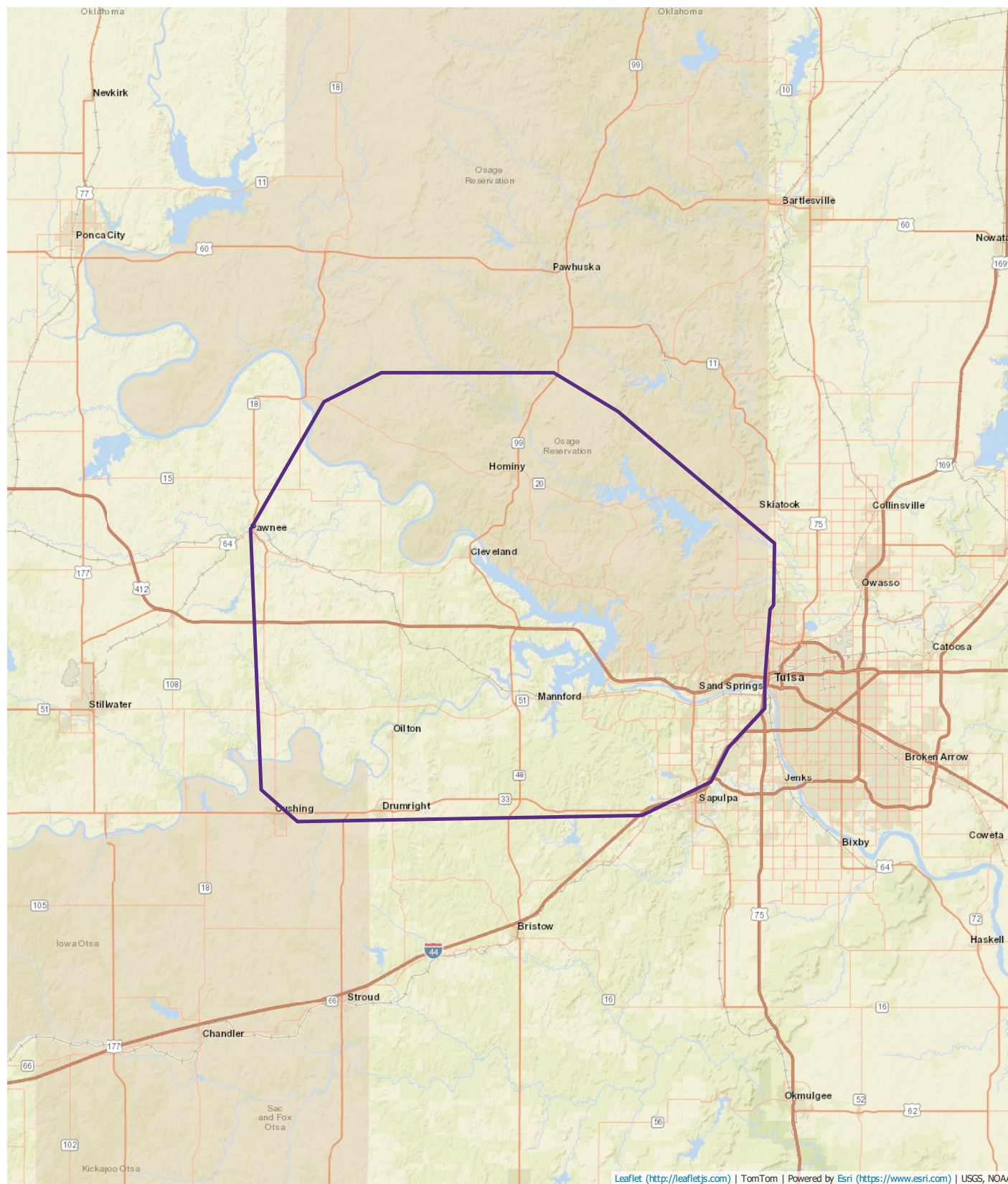
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Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	69,825,984	6,268,504	63,557,480
Clothing stores (NAICS 4481)	49,476,597	6,265,564	43,211,033
Men's clothing stores (NAICS 44811)	2,470,670	65,998	2,404,672
Women's clothing stores (NAICS 44812)	10,276,723	4,270,195	6,006,529
Children's and infants' clothing stores (NAICS 44813)	2,330,061	72,056	2,258,006
Family clothing stores (NAICS 44814)	28,722,772	874,745	27,848,028
Clothing accessories stores (NAICS 44815)	2,130,543	631,448	1,499,095
Other clothing stores (NAICS 44819)	3,545,828	351,123	3,194,704
Shoe stores (NAICS 4482)	10,415,641	2,526	10,413,115
Jewelry, luggage, and leather goods stores (NAICS 4483)	9,933,746	415	9,933,332
Jewelry stores (NAICS 44831)	8,882,955	415	8,882,541
Luggage and leather goods stores (NAICS 44832)	1,050,791	0	1,050,791
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	17,737,119	4,156,766	13,580,352
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	15,406,351	4,156,766	11,249,584
Sporting goods stores (NAICS 45111)	9,237,081	2,210,418	7,026,662
Hobby, toy, and game stores (NAICS 45112)	3,649,569	1,300,561	2,349,008
Sewing, needlework, and piece goods stores (NAICS 45113)	1,053,617	645,768	407,849
Musical instrument and supplies stores (NAICS 45114)	1,466,085	19	1,466,065
Book stores and news dealers (NAICS 4512)	2,330,768	0	2,330,768
Book stores (NAICS 45121)	2,054,424	0	2,054,424
News dealers and newsstands (NAICS 45122)	276,345	0	276,345
General Merchandise Stores			
General merchandise stores (NAICS 452)	197,846,142	251,143,204	-53,297,062
Department stores (NAICS 4522)	37,661,709	7,869,478	29,792,232
Other general merchandise stores (NAICS 4523)	160,184,433	243,273,726	-83,089,294
Warehouse clubs and supercenters (NAICS 452311)	135,562,100	200,694,374	-65,132,274
All other general merchandise stores (NAICS 452319)	24,622,333	42,579,352	-17,957,019
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	34,146,243	24,854,559	9,291,684
Florists (NAICS 4531)	2,050,270	325,622	1,724,647
Office supplies, stationery, and gift stores (NAICS 4532)	6,834,981	1,950,771	4,884,209
Office supplies and stationery stores (NAICS 45321)	2,564,293	86,472	2,477,821
Gift, novelty, and souvenir stores (NAICS 45322)	4,270,687	1,864,299	2,406,388
Used merchandise stores (NAICS 4533)	4,785,030	2,103,110	2,681,919
Other miscellaneous store retailers (NAICS 4539)	20,475,963	20,475,055	908
Pet and pet supplies stores (NAICS 45391)	5,817,400	57,760	5,759,640
Art dealers (NAICS 45392)	2,574,546	0	2,574,546
Manufactured (mobile) home dealers (NAICS 45393)	1,766,115	1,104,565	661,550
All other miscellaneous store retailers (NAICS 45399)	10,317,902	19,312,730	-8,994,827
Tobacco stores (NAICS 453991)	4,324,117	8,975,010	-4,650,893
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	5,993,785	10,337,719	-4,343,934
Non-store Retailers			
Non-store retailers (NAICS 454)	208,489,456	30,273,339	178,216,118
Electronic shopping and mail-order houses (NAICS 4541)	189,839,525	18,053,395	171,786,130
Vending machine operators (NAICS 4542)	2,905,794	3,455,047	-549,253
Direct selling establishments (NAICS 4543)	15,744,137	8,764,897	6,979,240
Fuel dealers (NAICS 45431)	5,494,953	3,843,401	1,651,553
Other direct selling establishments (NAICS 45439)	10,249,184	4,921,496	5,327,688
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	189,576,993	120,564,364	69,012,629
Special food services (NAICS 7223)	15,685,069	4,320,638	11,364,431
Food service contractors (NAICS 72231)	12,800,633	3,375,434	9,425,199
Caterers (NAICS 72232)	2,651,274	945,204	1,706,071
Mobile food services (NAICS 72233)	233,161	0	233,161
Drinking places (alcoholic beverages) (NAICS 7224)	6,251,814	2,071,028	4,180,785
Restaurants and other eating places (NAICS 7225)	167,640,111	114,172,698	53,467,414
Full-service restaurants (NAICS 722511)	79,018,655	47,409,068	31,609,587
Limited-service restaurants (NAICS 722513)	73,629,152	52,181,426	21,447,726
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,668,836	5,942,667	-3,273,831
Snack and non-alcoholic beverage bars (NAICS 722515)	12,323,468	8,639,537	3,683,931
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	1,876,275	1,393,184	483,091
Doughnut shops (NAICS 7225153)	1,939,429	3,858,054	-1,918,624
Bagel shops (NAICS 7225154)	560,573	944,854	-384,281
Coffee shops (NAICS 7225155)	5,275,284	1,296,783	3,978,501
Cookie shops (NAICS 7225156)	85,348	209,021	-123,673
Other snack and non-alcoholic beverage bars (NAICS 7225157)	2,586,558	937,641	1,648,917

Benchmark: Sand Springs, OK (city)

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