



## El Campo Custom Trade Area Sitewise Online

### **Study Area Maps**

[El Campo Custom Trade Area](#)

### **Profile Tables**

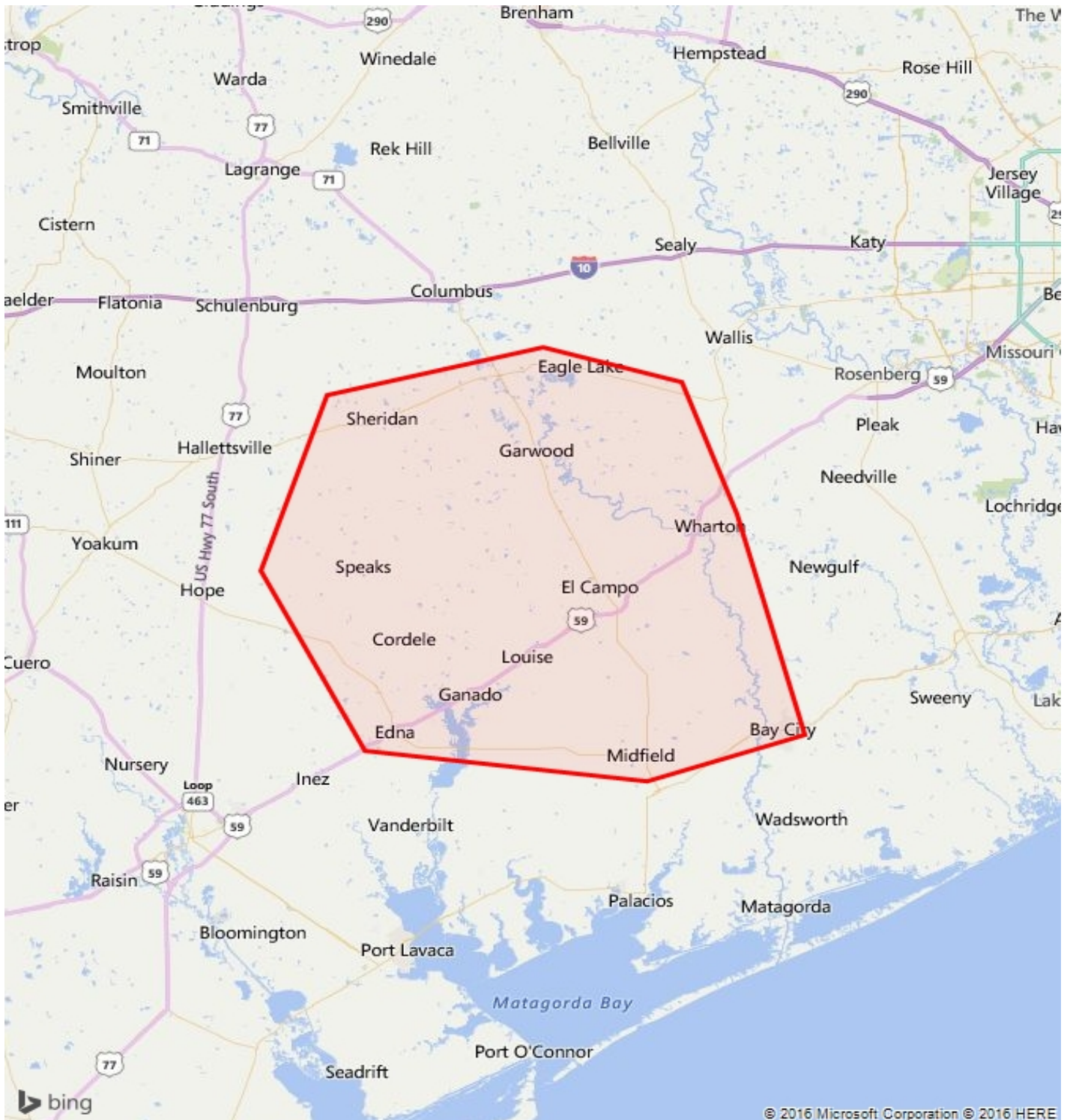
[STI: Market Outlook Opportunity Gap Report By Establishment Type](#)

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### El Campo Custom Trade Area

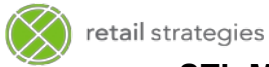




**EI Campo Custom Trade Area  
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**STI: Market Outlook Opportunity Gap Report By Establishment Type**

STI: Market Outlook Opportunity Gap Report By Establishment Type	EI Campo Custom Trade Area		
	2014 Consumer Demand	2014 Market Supply	Opportunity Gap Surplus/Shortage
<b>Total Consumer Demand and Market Supply by Establishment Type</b>	\$ 1,033,328,050	\$ 876,505,266	\$ 156,822,784
<b>Motor Vehicle and Parts Dealers</b>	\$ 196,765,552	\$ 191,661,060	\$ 5,104,492
Automobile dealers	\$ 170,686,088	\$ 165,134,546	\$ 5,551,542
Other Motor Vehicle Dealers	\$ 9,957,931	\$ 8,856,581	\$ 1,101,350
Automotive Parts, Accessories, & Tire Stores	\$ 16,121,534	\$ 17,669,933	-\$ 1,548,400
<b>Furniture and Home Furnishings Stores</b>	\$ 17,749,996	\$ 12,982,783	\$ 4,767,213
Furniture Stores	\$ 8,813,450	\$ 5,281,674	\$ 3,531,776
Home Furnishings Stores	\$ 8,936,546	\$ 7,701,109	\$ 1,235,437
<b>Electronics &amp; Appliance Stores</b>	\$ 13,255,207	\$ 7,845,116	\$ 5,410,091
<b>Building Material and Garden Equipment Stores</b>	\$ 64,371,387	\$ 57,900,669	\$ 6,470,718
Building Material & Supplies Dealers	\$ 54,800,104	\$ 36,675,995	\$ 18,124,109
Lawn & Garden Equipment & Supplies Stores	\$ 9,571,283	\$ 21,224,674	-\$ 11,653,391
<b>Food and Beverage Stores</b>	\$ 139,654,494	\$ 139,362,527	\$ 291,967
Grocery Stores	\$ 127,783,130	\$ 123,085,232	\$ 4,697,898
Specialty Food Stores	\$ 3,473,779	\$ 3,794,418	-\$ 320,638
Beer, Wine & Liquor Stores	\$ 8,397,585	\$ 12,482,877	-\$ 4,085,292
<b>Health &amp; Personal Care Stores</b>	\$ 49,840,958	\$ 43,936,720	\$ 5,904,238
<b>Gasoline Stations</b>	\$ 108,607,641	\$ 196,816,171	-\$ 88,208,531
<b>Clothing &amp; Clothing Accessories Stores</b>	\$ 43,020,330	\$ 27,390,130	\$ 15,630,200
Clothing Stores	\$ 31,064,438	\$ 18,451,369	\$ 12,613,069
Shoe Stores	\$ 5,270,312	\$ 1,983,512	\$ 3,286,801
Jewelry, Luggage & Leather Goods Stores	\$ 6,685,579	\$ 6,955,249	-\$ 269,670
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$ 17,725,487	\$ 7,853,422	\$ 9,872,064
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 12,972,622	\$ 7,196,712	\$ 5,775,911
Book, Periodical & Music Stores	\$ 4,752,864	\$ 656,711	\$ 4,096,153
<b>General Merchandise Stores</b>	\$ 119,050,982	\$ 78,009,424	\$ 41,041,558
Department Stores	\$ 32,818,884	\$ 27,775,895	\$ 5,042,989
Other General Merchandise Stores	\$ 86,232,098	\$ 50,233,530	\$ 35,998,569
<b>Miscellaneous Store Retailers</b>	\$ 20,545,786	\$ 20,449,763	\$ 96,023
Florists and Miscellaneous Store Retailers	\$ 1,333,509	\$ 1,585,216	-\$ 251,707
Office Supplies, Stationery & Gift Stores	\$ 7,013,957	\$ 5,380,885	\$ 1,633,072



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Used Merchandise Stores	\$ 2,966,084	\$ 4,578,066	- \$ 1,611,981
Other miscellaneous store retailers	\$ 9,232,235	\$ 8,905,596	\$ 326,639
<b>Non-Store Retailers</b>	\$ 154,600,268	\$ 19,996,159	\$ 134,604,109
Vending machine operators (Nonstore retailers)	\$ 8,868,979	\$ 15,168,885	- \$ 6,299,906
Direct Selling Establishments	\$ 5,994,750	\$ 4,827,274	\$ 1,167,476
Electronic Shopping & Mail-Order Houses	\$ 139,736,539	\$ 0	\$ 139,736,539
<b>Foodservice and Drinking Places</b>	\$ 88,139,963	\$ 72,301,321	\$ 15,838,642
Full-Service Restaurants	\$ 34,210,780	\$ 16,928,040	\$ 17,282,740
Limited-Service Eating Places	\$ 42,351,918	\$ 47,957,804	- \$ 5,605,887
Special Food Services	\$ 7,952,397	\$ 6,359,101	\$ 1,593,296
Bars/Drinking Places (Alcoholic Beverages)	\$ 3,624,868	\$ 1,056,376	\$ 2,568,492



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<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>			