

# Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Ames, IA - 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	193,857,163	373,923,082	-180,065,919
Total retail trade (NAICS 44 and 45)	172,570,243	324,442,808	-151,872,564
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	41,411,991	28,878,694	12,533,297
Automobile dealers (NAICS 4411)	34,639,292	16,732,181	17,907,111
New car dealers (NAICS 44111)	30,898,511	16,356,630	14,541,880
Used car dealers (NAICS 44112)	3,740,782	375,551	3,365,231
Other motor vehicle dealers (NAICS 4412)	3,603,300	2,732,797	870,502
Recreational vehicle dealers (NAICS 44121)	1,309,457	1,327,853	-18,396
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,293,843	1,404,944	888,898
Boat dealers (NAICS 441222)	830,270	0	830,270
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,463,573	1,404,944	58,628
Automotive parts, accessories, and tire stores (NAICS 4413)	3,169,399	9,413,716	-6,244,317
Automotive parts and accessories stores (NAICS 44131)	2,001,197	8,656,839	-6,655,642
Tire dealers (NAICS 44132)	1,168,202	756,877	411,325
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	3,398,304	5,998,791	-2,600,487
Furniture stores (NAICS 4421)	1,984,186	2,792,421	-808,235
Home furnishings stores (NAICS 4422)	1,414,118	3,206,371	-1,792,252
Floor covering stores (NAICS 44221)	658,724	1,775,690	-1,116,966
Other home furnishings stores (NAICS 44229)	755,394	1,430,680	-675,286
Window treatment stores (NAICS 442291)	41,974	147,419	-105,446
All other home furnishings stores (NAICS 442299)	713,421	1,283,261	-569,840
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	2,776,345	9,434,168	-6,657,823
Household appliance stores (NAICS 443141)	565,956	546,810	19,146
Electronics stores (NAICS 443142)	2,210,389	8,887,358	-6,676,969
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	12,140,649	16,069,283	-3,928,633
Building material and supplies dealers (NAICS 4441)	10,633,220	15,010,080	-4,376,860
Home centers (NAICS 44411)	5,958,039	5,353,528	604,511
Paint and wallpaper stores (NAICS 44412)	399,350	815,615	-416,264
Hardware stores (NAICS 44413)	889,928	2,176,395	-1,286,467
Other building material dealers (NAICS 44419)	3,385,902	6,664,543	-3,278,641
Lawn and garden equipment and supplies stores (NAICS 4442)	1,507,429	1,059,203	448,226
Outdoor power equipment stores (NAICS 44421)	297,371	501,744	-204,373
Nursery, garden center, and farm supply stores (NAICS 44422)	1,210,058	557,459	652,599
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	23,769,493	54,958,768	-31,189,275
Grocery stores (NAICS 4451)	21,273,194	47,803,311	-26,530,117
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	20,295,152	47,304,377	-27,009,225
Convenience stores (NAICS 44512)	978,041	498,934	479,108
Specialty food stores (NAICS 4452)	607,294	2,985,954	-2,378,660
Meat markets (NAICS 44521)	187,457	801,065	-613,608
Fish and seafood markets (NAICS 44522)	73,473	0	73,473
Fruit and vegetable markets (NAICS 44523)	125,527	59,548	65,979
Other specialty food stores (NAICS 44529)	220,837	2,125,341	-1,904,504
All other specialty food stores (NAICS 445299)	104,695	229,781	-125,086
Beer, wine, and liquor stores (NAICS 4453)	1,889,005	4,169,502	-2,280,497
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	9,965,649	25,258,557	-15,292,908
Pharmacies and drug stores (NAICS 44611)	8,586,711	22,444,454	-13,857,743
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	595,530	1,052,495	-456,964
Optical goods stores (NAICS 44613)	245,699	1,117,205	-871,506
Other health and personal care stores (NAICS 44619)	537,709	644,403	-106,694
Food (health) supplement stores (NAICS 446191)	189,694	298,760	-109,066
All other health and personal care stores (NAICS 446199)	348,014	345,643	2,371
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	13,565,073	60,265,252	-46,700,178

Benchmark: USA

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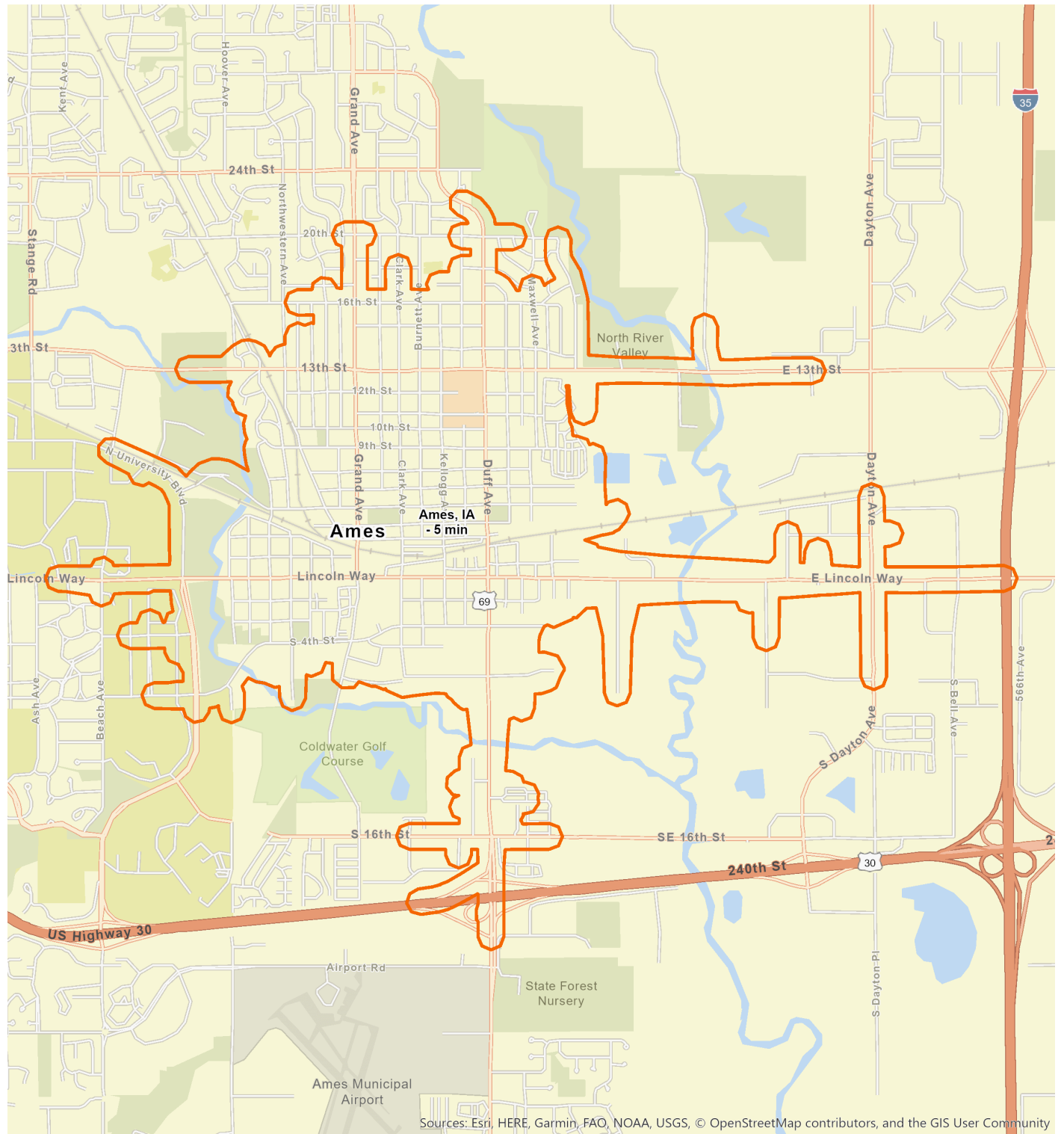
Trade Area: Ames, IA - 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	8,150,889	22,067,747	-13,916,859
Clothing stores (NAICS 4481)	5,456,807	12,839,372	-7,382,565
Men's clothing stores (NAICS 44811)	233,823	907,633	-673,810
Women's clothing stores (NAICS 44812)	988,940	1,902,805	-913,865
Children's and infants' clothing stores (NAICS 44813)	232,886	0	232,886
Family clothing stores (NAICS 44814)	3,257,951	7,835,816	-4,577,865
Clothing accessories stores (NAICS 44815)	282,482	597,413	-314,931
Other clothing stores (NAICS 44819)	460,725	1,595,705	-1,134,980
Shoe stores (NAICS 4482)	1,083,799	3,497,901	-2,414,102
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,610,283	5,730,474	-4,120,191
Jewelry stores (NAICS 44831)	1,016,940	5,730,474	-4,713,534
Luggage and leather goods stores (NAICS 44832)	593,342	0	593,342
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	2,789,963	8,117,930	-5,327,967
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,460,142	7,491,270	-5,031,128
Sporting goods stores (NAICS 45111)	1,680,832	2,681,137	-1,000,305
Hobby, toy, and game stores (NAICS 45112)	608,942	3,367,994	-2,759,052
Sewing, needlework, and piece goods stores (NAICS 45113)	65,740	392,456	-326,716
Musical instrument and supplies stores (NAICS 45114)	104,628	1,049,683	-945,055
Book stores and news dealers (NAICS 4512)	329,820	626,659	-296,839
Book stores (NAICS 451211)	306,628	482,549	-175,921
News dealers and newsstands (NAICS 451212)	23,192	144,110	-120,918
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	21,281,597	71,598,438	-50,316,841
Department stores (NAICS 4522)	2,819,286	9,475,876	-6,656,589
Other general merchandise stores (NAICS 4523)	18,462,310	62,122,562	-43,660,252
Warehouse clubs and supercenters (NAICS 452311)	16,722,547	56,386,240	-39,663,693
All other general merchandise stores (NAICS 452319)	1,739,763	5,736,322	-3,996,559
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	3,661,125	11,294,193	-7,633,068
Florists (NAICS 4531)	160,234	1,223,984	-1,063,751
Office supplies, stationery, and gift stores (NAICS 4532)	672,376	1,411,615	-739,239
Office supplies and stationery stores (NAICS 45321)	303,666	767,811	-464,145
Gift, novelty, and souvenir stores (NAICS 45322)	368,710	643,805	-275,094
Used merchandise stores (NAICS 4533)	472,422	1,786,681	-1,314,259
Other miscellaneous store retailers (NAICS 4539)	2,356,093	6,871,912	-4,515,819
Pet and pet supplies stores (NAICS 45391)	723,414	2,016,782	-1,293,368
Art dealers (NAICS 45392)	291,304	128,088	163,216
Manufactured (mobile) home dealers (NAICS 45393)	230,985	1,416,471	-1,185,487
All other miscellaneous store retailers (NAICS 45399)	1,110,391	3,310,571	-2,200,180
Tobacco stores (NAICS 453991)	437,461	1,354,948	-917,488
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	672,930	1,955,623	-1,282,693
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	29,659,166	10,500,988	19,158,179
Electronic shopping and mail-order houses (NAICS 4541)	28,008,877	10,010,702	17,998,175
Vending machine operators (NAICS 4542)	146,380	0	146,380
Direct selling establishments (NAICS 4543)	1,503,909	490,286	1,013,623
Fuel dealers (NAICS 45431)	1,058,419	278,253	780,166
Other direct selling establishments (NAICS 45439)	445,490	212,032	233,458
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	21,286,919	49,480,274	-28,193,355
Special food services (NAICS 7223)	1,659,355	118,672	1,540,682
Food service contractors (NAICS 72231)	1,321,371	61,438	1,259,933
Caterers (NAICS 72232)	305,134	22,211	282,923
Mobile food services (NAICS 72233)	32,850	35,024	-2,174
Drinking places (alcoholic beverages) (NAICS 7224)	765,217	2,618,664	-1,853,447
Restaurants and other eating places (NAICS 7225)	18,862,348	46,742,938	-27,880,590
Full-service restaurants (NAICS 722511)	9,483,537	29,924,121	-20,440,583
Limited-service restaurants (NAICS 722513)	7,960,000	10,998,004	-3,038,005
Cafeterias, grill buffets, and buffets (NAICS 722514)	202,895	1,794,554	-1,591,659
Snack and non-alcoholic beverage bars (NAICS 722515)	1,215,916	4,026,259	-2,810,343

Benchmark: USA

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Trade Area: Ames, IA - 5 min



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# Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Ames, IA - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,060,735,047	1,274,615,032	-213,879,985
Total retail trade (NAICS 44 and 45)	943,796,570	1,093,184,766	-149,389,196
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	216,908,593	303,523,819	-86,615,226
Automobile dealers (NAICS 4411)	181,138,136	231,746,507	-50,608,372
New car dealers (NAICS 44111)	161,659,507	227,108,391	-65,448,884
Used car dealers (NAICS 44112)	19,478,629	4,638,116	14,840,513
Other motor vehicle dealers (NAICS 4412)	18,446,044	19,013,155	-567,111
Recreational vehicle dealers (NAICS 44121)	6,646,608	10,780,879	-4,134,271
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	11,799,436	8,232,276	3,567,160
Boat dealers (NAICS 441222)	4,219,185	0	4,219,185
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	7,580,251	8,232,276	-652,025
Automotive parts, accessories, and tire stores (NAICS 4413)	17,324,413	52,764,157	-35,439,744
Automotive parts and accessories stores (NAICS 44131)	10,937,661	45,407,133	-34,469,472
Tire dealers (NAICS 44132)	6,386,752	7,357,025	-970,272
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	19,022,215	12,485,528	6,536,687
Furniture stores (NAICS 4421)	11,028,359	5,262,507	5,765,853
Home furnishings stores (NAICS 4422)	7,993,856	7,223,021	770,835
Floor covering stores (NAICS 44221)	3,791,176	3,963,701	-172,525
Other home furnishings stores (NAICS 44229)	4,202,680	3,259,320	943,360
Window treatment stores (NAICS 442291)	234,072	384,000	-149,927
All other home furnishings stores (NAICS 442299)	3,968,607	2,875,320	1,093,287
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	15,553,714	28,341,992	-12,788,277
Household appliance stores (NAICS 443141)	3,150,507	1,897,615	1,252,892
Electronics stores (NAICS 443142)	12,403,207	26,444,376	-14,041,169
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	66,414,309	78,939,572	-12,525,264
Building material and supplies dealers (NAICS 4441)	58,134,034	76,530,272	-18,396,238
Home centers (NAICS 44411)	32,598,095	34,445,626	-1,847,531
Paint and wallpaper stores (NAICS 44412)	2,190,835	2,334,112	-143,276
Hardware stores (NAICS 44413)	4,862,115	6,228,161	-1,366,046
Other building material dealers (NAICS 44419)	18,482,989	33,522,374	-15,039,385
Lawn and garden equipment and supplies stores (NAICS 4442)	8,280,275	2,409,300	5,870,975
Outdoor power equipment stores (NAICS 44421)	1,629,471	976,159	653,312
Nursery, garden center, and farm supply stores (NAICS 44422)	6,650,804	1,433,141	5,217,662
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	132,736,690	139,117,972	-6,381,281
Grocery stores (NAICS 4451)	118,705,818	131,962,515	-13,256,697
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	113,206,598	131,463,581	-18,256,983
Convenience stores (NAICS 44512)	5,499,220	498,934	5,000,286
Specialty food stores (NAICS 4452)	3,385,234	2,985,954	399,280
Meat markets (NAICS 44521)	1,044,057	801,065	242,992
Fish and seafood markets (NAICS 44522)	409,165	0	409,165
Fruit and vegetable markets (NAICS 44523)	700,574	59,548	641,026
Other specialty food stores (NAICS 44529)	1,231,438	2,125,341	-893,903
All other specialty food stores (NAICS 445299)	582,882	229,781	353,101
Beer, wine, and liquor stores (NAICS 4453)	10,645,638	4,169,502	6,476,136
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	55,102,909	55,015,319	87,591
Pharmacies and drug stores (NAICS 44611)	47,460,213	48,374,399	-914,187
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	3,291,680	2,269,189	1,022,491
Optical goods stores (NAICS 44613)	1,383,873	2,367,808	-983,935
Other health and personal care stores (NAICS 44619)	2,967,143	2,003,922	963,221
Food (health) supplement stores (NAICS 446191)	1,047,211	925,228	121,983
All other health and personal care stores (NAICS 446199)	1,919,932	1,078,694	841,238
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	75,085,071	153,944,345	-78,859,274

Benchmark: USA

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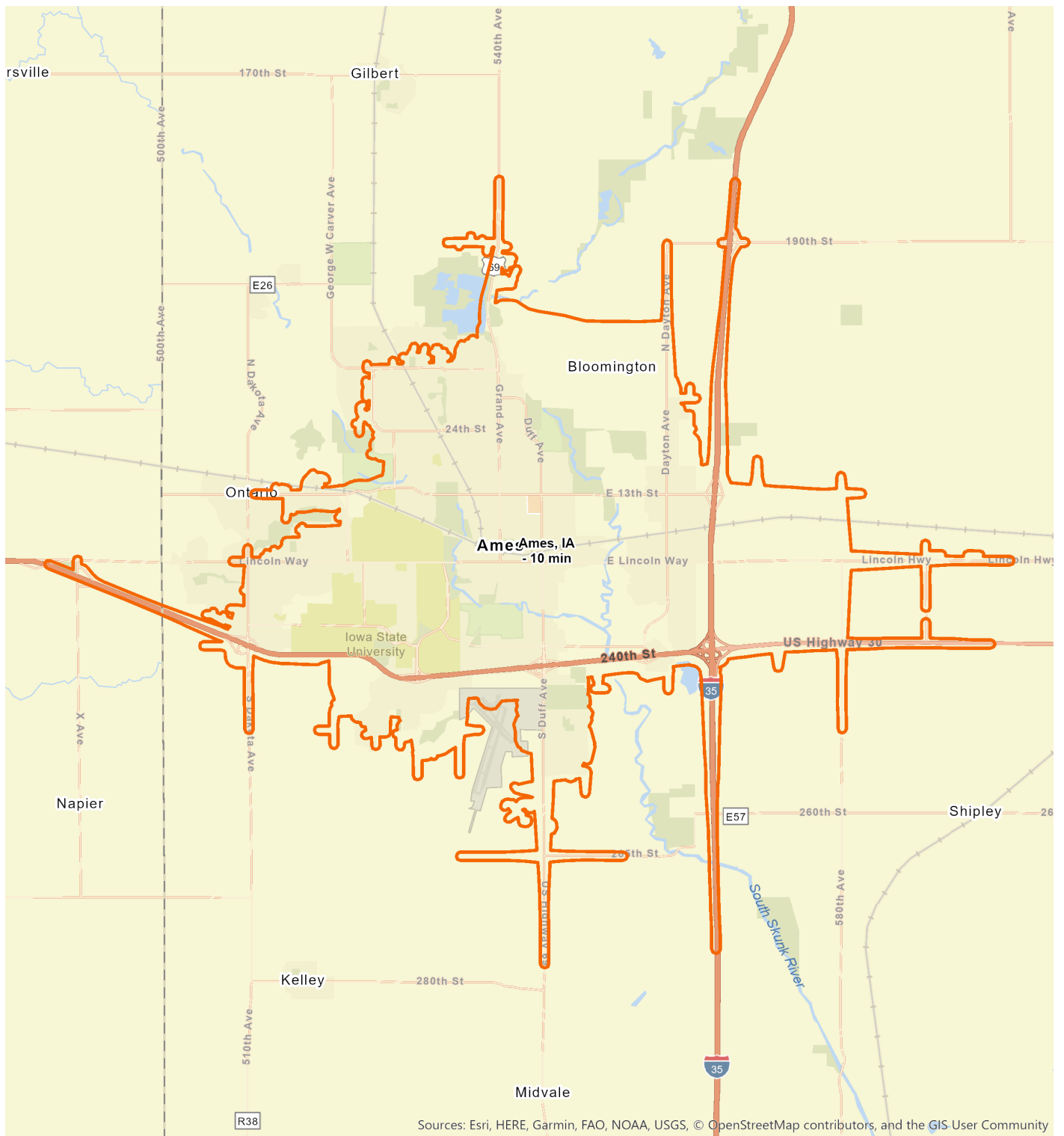
Trade Area: Ames, IA - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	45,240,727	47,019,127	-1,778,401
Clothing stores (NAICS 4481)	30,321,355	30,306,903	14,452
Men's clothing stores (NAICS 44811)	1,308,475	1,554,168	-245,694
Women's clothing stores (NAICS 44812)	5,561,742	3,801,808	1,759,935
Children's and infants' clothing stores (NAICS 44813)	1,196,126	0	1,196,126
Family clothing stores (NAICS 44814)	18,085,512	20,930,086	-2,844,574
Clothing accessories stores (NAICS 44815)	1,585,320	1,088,824	496,495
Other clothing stores (NAICS 44819)	2,584,181	2,932,016	-347,835
Shoe stores (NAICS 4482)	5,975,447	5,885,590	89,857
Jewelry, luggage, and leather goods stores (NAICS 4483)	8,943,925	10,826,635	-1,882,710
Jewelry stores (NAICS 44831)	5,625,144	10,826,635	-5,201,490
Luggage and leather goods stores (NAICS 44832)	3,318,780	0	3,318,780
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	15,155,370	19,544,636	-4,389,265
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	13,263,623	18,567,313	-5,303,690
Sporting goods stores (NAICS 45111)	8,973,423	6,804,267	2,169,156
Hobby, toy, and game stores (NAICS 45112)	3,343,911	8,623,817	-5,279,906
Sewing, needlework, and piece goods stores (NAICS 45113)	360,609	705,927	-345,318
Musical instrument and supplies stores (NAICS 45114)	585,680	2,433,301	-1,847,621
Book stores and news dealers (NAICS 4512)	1,891,747	977,323	914,424
Book stores (NAICS 451211)	1,761,679	817,768	943,911
News dealers and newsstands (NAICS 451212)	130,068	159,555	-29,487
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	118,112,850	201,710,877	-83,598,027
Department stores (NAICS 4522)	15,661,078	24,235,971	-8,574,893
Other general merchandise stores (NAICS 4523)	102,451,772	177,474,906	-75,023,134
Warehouse clubs and supercenters (NAICS 452311)	92,795,379	162,642,457	-69,847,078
All other general merchandise stores (NAICS 452319)	9,656,393	14,832,449	-5,176,056
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	20,195,440	27,581,094	-7,385,653
Florists (NAICS 4531)	878,533	2,401,982	-1,523,449
Office supplies, stationery, and gift stores (NAICS 4532)	3,730,355	3,248,759	481,596
Office supplies and stationery stores (NAICS 45321)	1,700,694	1,805,270	-104,575
Gift, novelty, and souvenir stores (NAICS 45322)	2,029,661	1,443,490	586,171
Used merchandise stores (NAICS 4533)	2,593,766	4,157,439	-1,563,673
Other miscellaneous store retailers (NAICS 4539)	12,992,787	17,772,914	-4,780,127
Pet and pet supplies stores (NAICS 45391)	3,993,219	5,201,119	-1,207,900
Art dealers (NAICS 45392)	1,598,451	215,984	1,382,467
Manufactured (mobile) home dealers (NAICS 45393)	1,171,868	3,628,970	-2,457,102
All other miscellaneous store retailers (NAICS 45399)	6,229,248	8,726,840	-2,497,592
Tobacco stores (NAICS 453991)	2,517,758	3,543,064	-1,025,307
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	3,711,491	5,183,776	-1,472,285
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	164,267,680	25,960,485	138,307,195
Electronic shopping and mail-order houses (NAICS 4541)	155,158,579	25,218,022	129,940,557
Vending machine operators (NAICS 4542)	816,758	0	816,758
Direct selling establishments (NAICS 4543)	8,292,343	742,464	7,549,879
Fuel dealers (NAICS 45431)	5,827,240	435,627	5,391,614
Other direct selling establishments (NAICS 45439)	2,465,103	306,837	2,158,266
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	116,939,477	181,430,266	-64,490,789
Special food services (NAICS 7223)	9,056,117	5,644,981	3,411,136
Food service contractors (NAICS 72231)	7,189,173	4,343,456	2,845,717
Caterers (NAICS 72232)	1,685,309	847,897	837,412
Mobile food services (NAICS 72233)	181,636	453,629	-271,993
Drinking places (alcoholic beverages) (NAICS 7224)	4,069,344	8,158,967	-4,089,622
Restaurants and other eating places (NAICS 7225)	103,814,015	167,626,317	-63,812,302
Full-service restaurants (NAICS 722511)	51,976,173	78,630,304	-26,654,131
Limited-service restaurants (NAICS 722513)	43,992,506	79,549,763	-35,557,257
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,121,404	3,561,561	-2,440,157
Snack and non-alcoholic beverage bars (NAICS 722515)	6,723,933	5,884,690	839,243

Benchmark: USA

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Trade Area: Ames, IA - 10 min



# Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Ames, IA - 20 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,814,150,698	1,656,590,598	157,560,101
Total retail trade (NAICS 44 and 45)	1,618,668,740	1,441,732,180	176,936,560
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	381,848,199	410,575,127	-28,726,928
Automobile dealers (NAICS 4411)	318,433,822	323,075,871	-4,642,049
New car dealers (NAICS 44111)	284,187,978	317,821,539	-33,633,561
Used car dealers (NAICS 44112)	34,245,845	5,254,332	28,991,512
Other motor vehicle dealers (NAICS 4412)	32,968,407	23,963,268	9,005,138
Recreational vehicle dealers (NAICS 44121)	11,970,974	12,670,739	-699,765
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	20,997,433	11,292,529	9,704,903
Boat dealers (NAICS 441222)	7,592,638	0	7,592,638
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	13,404,795	11,292,529	2,112,265
Automotive parts, accessories, and tire stores (NAICS 4413)	30,445,970	63,535,987	-33,090,017
Automotive parts and accessories stores (NAICS 44131)	19,226,599	54,984,122	-35,757,522
Tire dealers (NAICS 44132)	11,219,370	8,551,866	2,667,505
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	31,986,736	13,137,418	18,849,317
Furniture stores (NAICS 4421)	18,575,201	5,468,230	13,106,971
Home furnishings stores (NAICS 4422)	13,411,534	7,669,188	5,742,346
Floor covering stores (NAICS 44221)	6,334,881	4,178,387	2,156,493
Other home furnishings stores (NAICS 44229)	7,076,654	3,490,801	3,585,853
Window treatment stores (NAICS 442291)	387,275	472,650	-85,375
All other home furnishings stores (NAICS 442299)	6,689,379	3,018,151	3,671,228
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	26,176,063	32,372,212	-6,196,150
Household appliance stores (NAICS 443141)	5,367,464	2,801,980	2,565,485
Electronics stores (NAICS 443142)	20,808,598	29,570,233	-8,761,634
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	117,072,245	121,333,048	-4,260,803
Building material and supplies dealers (NAICS 4441)	102,704,259	116,475,486	-13,771,227
Home centers (NAICS 44411)	57,406,320	55,376,146	2,030,174
Paint and wallpaper stores (NAICS 44412)	3,882,861	3,940,506	-57,645
Hardware stores (NAICS 44413)	8,582,450	11,158,628	-2,576,178
Other building material dealers (NAICS 44419)	32,832,628	46,000,205	-13,167,577
Lawn and garden equipment and supplies stores (NAICS 4442)	14,367,986	4,857,562	9,510,424
Outdoor power equipment stores (NAICS 44421)	2,834,690	1,853,045	981,646
Nursery, garden center, and farm supply stores (NAICS 44422)	11,533,295	3,004,517	8,528,778
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	223,907,583	223,900,460	7,123
Grocery stores (NAICS 4451)	200,427,256	216,745,003	-16,317,747
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	191,239,572	216,227,390	-24,987,817
Convenience stores (NAICS 44512)	9,187,683	517,614	8,670,070
Specialty food stores (NAICS 4452)	5,709,929	2,985,954	2,723,975
Meat markets (NAICS 44521)	1,757,512	801,065	956,447
Fish and seafood markets (NAICS 44522)	689,180	0	689,180
Fruit and vegetable markets (NAICS 44523)	1,185,555	59,548	1,126,007
Other specialty food stores (NAICS 44529)	2,077,681	2,125,341	-47,659
All other specialty food stores (NAICS 445299)	981,698	229,781	751,917
Beer, wine, and liquor stores (NAICS 4453)	17,770,399	4,169,502	13,600,896
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	94,522,917	58,028,591	36,494,327
Pharmacies and drug stores (NAICS 44611)	81,213,688	49,569,223	31,644,465
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	5,636,006	2,652,978	2,983,028
Optical goods stores (NAICS 44613)	2,583,829	2,758,138	-174,310
Other health and personal care stores (NAICS 44619)	5,089,394	3,048,251	2,041,143
Food (health) supplement stores (NAICS 446191)	1,795,251	1,435,524	359,727
All other health and personal care stores (NAICS 446199)	3,294,143	1,612,727	1,681,416
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	127,362,447	159,020,831	-31,658,384

Benchmark: USA

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# Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Ames, IA - 20 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	75,694,782	49,621,904	26,072,878
Clothing stores (NAICS 4481)	50,676,096	31,853,297	18,822,799
Men's clothing stores (NAICS 44811)	2,119,908	1,815,108	304,800
Women's clothing stores (NAICS 44812)	9,146,472	4,114,027	5,032,445
Children's and infants' clothing stores (NAICS 44813)	2,338,530	0	2,338,530
Family clothing stores (NAICS 44814)	30,241,183	21,348,626	8,892,557
Clothing accessories stores (NAICS 44815)	2,585,220	1,327,568	1,257,652
Other clothing stores (NAICS 44819)	4,244,782	3,247,967	996,815
Shoe stores (NAICS 4482)	10,114,419	6,196,736	3,917,683
Jewelry, luggage, and leather goods stores (NAICS 4483)	14,904,267	11,571,871	3,332,396
Jewelry stores (NAICS 44831)	9,457,562	11,571,871	-2,114,309
Luggage and leather goods stores (NAICS 44832)	5,446,705	0	5,446,705
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	26,015,798	25,866,058	149,740
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	22,896,058	24,838,900	-1,942,842
Sporting goods stores (NAICS 45111)	15,517,396	9,432,461	6,084,935
Hobby, toy, and game stores (NAICS 45112)	5,756,690	11,813,749	-6,057,059
Sewing, needlework, and piece goods stores (NAICS 45113)	625,071	705,927	-80,857
Musical instrument and supplies stores (NAICS 45114)	996,902	2,886,763	-1,889,861
Book stores and news dealers (NAICS 4512)	3,119,740	1,027,158	2,092,582
Book stores (NAICS 451211)	2,900,988	866,298	2,034,690
News dealers and newsstands (NAICS 451212)	218,751	160,860	57,892
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	200,349,560	276,657,015	-76,307,455
Department stores (NAICS 4522)	26,169,977	32,674,966	-6,504,989
Other general merchandise stores (NAICS 4523)	174,179,583	243,982,049	-69,802,466
Warehouse clubs and supercenters (NAICS 452311)	157,776,383	223,103,660	-65,327,276
All other general merchandise stores (NAICS 452319)	16,403,199	20,878,389	-4,475,190
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	34,259,286	36,692,811	-2,433,525
Florists (NAICS 4531)	1,526,500	2,592,191	-1,065,691
Office supplies, stationery, and gift stores (NAICS 4532)	6,310,210	4,052,278	2,257,933
Office supplies and stationery stores (NAICS 45321)	2,863,849	2,296,523	567,326
Gift, novelty, and souvenir stores (NAICS 45322)	3,446,361	1,755,754	1,690,607
Used merchandise stores (NAICS 4533)	4,391,373	5,322,515	-931,142
Other miscellaneous store retailers (NAICS 4539)	22,031,202	24,725,828	-2,694,626
Pet and pet supplies stores (NAICS 45391)	6,754,579	7,111,895	-357,316
Art dealers (NAICS 45392)	2,706,817	215,984	2,490,833
Manufactured (mobile) home dealers (NAICS 45393)	2,111,200	5,037,187	-2,925,986
All other miscellaneous store retailers (NAICS 45399)	10,458,606	12,360,762	-1,902,156
Tobacco stores (NAICS 453991)	4,105,988	4,820,911	-714,924
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	6,352,619	7,539,851	-1,187,232
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	279,473,124	34,526,706	244,946,418
Electronic shopping and mail-order houses (NAICS 4541)	263,700,418	33,492,880	230,207,538
Vending machine operators (NAICS 4542)	1,378,203	0	1,378,203
Direct selling establishments (NAICS 4543)	14,394,503	1,033,826	13,360,676
Fuel dealers (NAICS 45431)	10,175,425	606,599	9,568,827
Other direct selling establishments (NAICS 45439)	4,219,077	427,228	3,791,850
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	195,481,958	214,858,418	-19,376,459
Special food services (NAICS 7223)	15,189,517	8,597,093	6,592,424
Food service contractors (NAICS 72231)	12,070,469	6,762,974	5,307,496
Caterers (NAICS 72232)	2,815,604	1,345,317	1,470,286
Mobile food services (NAICS 72233)	303,444	488,802	-185,358
Drinking places (alcoholic beverages) (NAICS 7224)	6,811,155	8,252,551	-1,441,396
Restaurants and other eating places (NAICS 7225)	173,481,287	198,008,774	-24,527,487
Full-service restaurants (NAICS 722511)	86,877,790	90,283,447	-3,405,657
Limited-service restaurants (NAICS 722513)	73,492,901	97,921,113	-24,428,213
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,873,323	3,792,124	-1,918,801
Snack and non-alcoholic beverage bars (NAICS 722515)	11,237,273	6,012,090	5,225,184

Benchmark: USA

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# Report Details

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**Name:** Ames, IA RMP  
**Date / Time:** 8/28/2023 12:04:51 PM  
**Workspace Vintage:** 2023

## Trade Area

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Name	Level	Geographies
Ames, IA - 5 min		N/A
Ames, IA - 10 min		N/A
Ames, IA - 20 min		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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