

## Retail Leakage and Surplus Analysis

### Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and estimated sales for major store types.

Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	84,181,225	108,735,512	1.3
Furniture & Home Furnishing Stores	8,307,847	9,799,645	1.2
Electronics & Appliance Stores	6,691,761	2,332,314	0.3
Building Material, Garden Equip. & Supplies	27,962,075	93,469,478	3.3
Food & Beverage Stores	54,611,481	75,446,917	1.4
Health & Personal Care Stores	28,024,412	31,919,427	1.1
Clothing & Clothing Accessories Stores	17,672,906	4,941,386	0.3
Sporting Goods, Hobby, Book, & Music Stores	5,291,596	2,529,749	0.5
General Merchandise Stores	50,751,654	63,178,059	1.2
Miscellaneous Store Retailers	8,915,205	12,349,054	1.4
Foodservice & Drinking Places	46,650,520	27,739,747	0.6
<b>Total</b>	<b>339,060,681</b>	<b>432,441,288</b>	<b>1.3</b>

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on logging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.