



SECONDARY RETAIL TRADE AREA | GAP/OPPORTUNITY ANALYSIS | SUMMARY

Dumas, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	788,994,079	204,323,136	(584,670,943)	-74%
441	Motor Vehicle and Parts Dealers	106,306,438	30,266,348	(76,040,090)	-72%
4411	Automotive Dealers	84,844,252	21,821,627	(63,022,625)	-74%
4412	Other Motor Vehicle Dealers	10,614,945	4,444,721	(6,170,224)	-58%
4413	Automotive Parts/Accsrs, Tire Stores	10,847,240	4,000,000	(6,847,240)	-63%
442	Furniture and Home Furnishings Stores	15,816,788	3,131,753	(12,685,035)	-80%
4421	Furniture Stores	8,226,520	1,379,091	(6,847,429)	-83%
4422	Home Furnishing Stores	7,590,268	1,752,662	(5,837,606)	-77%
443	Electronics and Appliance Stores	15,265,920	1,623,793	(13,642,127)	-89%
44311	Appliances, TVs, Electronics Stores	11,249,661	1,623,793	(9,625,868)	-86%
443111	Household Appliances Stores	1,903,591	0	(1,903,591)	-100%
443112	Radio, Television, Electronics Stores	9,346,071	1,623,793	(7,722,278)	-83%
44312	Computer and Software Stores	3,635,110	0	(3,635,110)	-100%
44313	Camera and Photographic Equipment Stores	381,148	0	(381,148)	-100%
444	Building Material, Garden Equip Stores	74,217,917	5,900,000	(68,317,917)	-92%
4441	Building Material and Supply Dealers	66,779,727	4,400,000	(62,379,727)	-93%
44411	Home Centers	27,132,813	0	(27,132,813)	-100%
44412	Paint and Wallpaper Stores	1,085,064	300,000	(785,064)	-72%
44413	Hardware Stores	7,012,630	1,500,000	(5,512,630)	-79%
44419	Other Building Materials Dealers	31,549,220	2,600,000	(28,949,220)	-92%
4442	Lawn, Garden Equipment, Supplies Stores	7,438,190	1,500,000	(5,938,190)	-80%
44421	Outdoor Power Equipment Stores	969,297	0	(969,297)	-100%
44422	Nursery and Garden Centers	6,468,892	1,500,000	(4,968,892)	-77%
445	Food and Beverage Stores	108,944,044	30,004,375	(78,939,669)	-72%

4451	Grocery Stores	94,213,841	26,901,441	(67,312,400)	-71%
44511	Supermarkets, Grocery (Ex Conv) Stores	89,448,670	25,000,000	(64,448,670)	-72%
44512	Convenience Stores	4,765,171	1,901,441	(2,863,730)	-60%
4452	Specialty Food Stores	7,794,089	1,678,841	(6,115,248)	-78%
4453	Beer, Wine and Liquor Stores	6,936,114	1,424,093	(5,512,021)	-79%
446	Health and Personal Care Stores	50,538,061	6,447,523	(44,090,538)	-87%
44611	Pharmacies and Drug Stores	40,353,639	5,000,000	(35,353,639)	-88%
44612	Cosmetics, Beauty Supplies, Perfume Stores	3,594,870	497,523	(3,097,347)	-86%
44613	Optical Goods Stores	2,022,662	750,000	(1,272,662)	-63%
44619	Other Health and Personal Care Stores	4,566,890	200,000	(4,366,890)	-96%
447	Gasoline Stations	84,024,280	20,000,000	(64,024,280)	-76%
44711	Gasoline Stations With Conv Stores	61,808,309	5,000,000	(56,808,309)	-92%
44719	Other Gasoline Stations	22,215,971	15,000,000	(7,215,971)	-32%
448	Clothing and Clothing Accessories Stores	37,626,624	9,425,854	(28,200,770)	-75%
4481	Clothing Stores	28,717,351	4,745,236	(23,972,115)	-83%
44811	Men's Clothing Stores	1,672,878	0	(1,672,878)	-100%
44812	Women's Clothing Stores	6,121,289	1,995,236	(4,126,053)	-67%
44813	Childrens, Infants Clothing Stores	1,991,349	0	(1,991,349)	-100%
44814	Family Clothing Stores	15,257,220	2,000,000	(13,257,220)	-87%
44815	Clothing Accessories Stores	1,128,689	0	(1,128,689)	-100%
44819	Other Clothing Stores	2,545,925	750,000	(1,795,925)	-71%
4482	Shoe Stores	4,868,654	1,000,000	(3,868,654)	-79%
4483	Jewelry, Luggage, Leather Goods Stores	4,040,620	3,680,618	(360,002)	-9%
44831	Jewelry Stores	3,708,054	3,241,866	(466,188)	-13%
44832	Luggage and Leather Goods Stores	332,566	438,752	106,186	32%
451	Sporting Goods, Hobby, Book, Music Stores	16,176,410	1,162,175	(15,014,235)	-93%
4511	Sportng Goods, Hobby, Musical Inst Stores	12,585,646	1,162,175	(11,423,471)	-91%
45111	Sporting Goods Stores	6,473,388	850,000	(5,623,388)	-87%
45112	Hobby, Toys and Games Stores	3,927,750	194,758	(3,732,992)	-95%
45113	Sew/Needlework/Piece Goods Stores	1,163,432	117,417	(1,046,015)	-90%
45114	Musical Instrument and Supplies Stores	1,021,076	0	(1,021,076)	-100%
4512	Book, Periodical and Music Stores	3,590,764	0	(3,590,764)	-100%
45121	Book Stores and News Dealers	2,970,141	0	(2,970,141)	-100%

451211	Book Stores	2,699,973	0	(2,699,973)	-100%
451212	News Dealers and Newsstands	270,167	0	(270,167)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	620,623	0	(620,623)	-100%
452	General Merchandise Stores	108,257,764	80,000,000	(28,257,764)	-26%
4521	Department Stores Excl Leased Depts	43,419,127	0	(43,419,127)	-100%
4529	Other General Merchandise Stores	64,838,638	80,000,000	15,161,362	23%
453	Miscellaneous Store Retailers	22,546,376	4,314,510	(18,231,866)	-81%
4531	Florists	946,707	342,189	(604,518)	-64%
4532	Office Supplies, Stationery, Gift Stores	6,783,582	600,000	(6,183,582)	-91%
45321	Office Supplies and Stationery Stores	3,704,922	0	(3,704,922)	-100%
45322	Gift, Novelty and Souvenir Stores	3,078,660	600,000	(2,478,660)	-81%
4533	Used Merchandise Stores	2,037,548	697,481	(1,340,067)	-66%
4539	Other Miscellaneous Store Retailers	12,778,539	2,674,840	(10,103,699)	-79%
454	Non-Store Retailers	63,074,102	0	(63,074,102)	-100%
722	Foodservice and Drinking Places	86,199,357	12,046,805	(74,152,552)	-86%
7221	Full-Service Restaurants	39,878,519	7,019,488	(32,859,031)	-82%
7222	Limited-Service Eating Places	35,380,518	5,027,317	(30,353,201)	-86%
7223	Special Foodservices	6,830,095	0	(6,830,095)	-100%