

4 Zip Code Trade Area Retail Sales & Leakage (2017)
 Covington Area Zip Codes - 98042, 98038, 98051, 98010 (same as with prior analyses)

Retail Store Type	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Leakage (or Surplus)	Leakage % of Demand (otherwise 0)
Total Retail Sales & Eating, Drinking Places	\$1,837,686,923	\$1,914,049,246	(\$76,362,323)	--
Motor Vehicle & Parts Dealers-441	\$380,936,794	\$106,193,650	\$274,743,144	72%
Automotive Dealers-4411	\$329,726,623	\$21,330,867	\$308,395,756	94%
Other Motor Vehicle Dealers-4412	\$23,679,918	\$29,046,268	(\$5,366,350)	--
Automotive Parts/Accessories, Tire Stores-4413	\$27,530,253	\$55,816,515	(\$28,286,262)	--
Furniture & Home Furnishings Stores-442	\$39,248,718	\$27,676,002	\$11,572,716	29%
Furniture Stores-4421	\$21,170,820	\$16,867,909	\$4,302,911	20%
Home Furnishing Stores-4422	\$18,077,898	\$10,808,093	\$7,269,805	40%
Electronics & Appliances Stores-443	\$33,049,856	\$39,585,559	(\$6,535,703)	--
Electronics & Appliance Stores-44314	\$33,049,856	\$39,585,559	(\$6,535,703)	--
Household Appliances Stores-443141	\$4,778,023	\$8,354,801	(\$3,576,778)	--
Electronics Stores-443142	\$28,271,833	\$31,230,758	(\$2,958,925)	--
Building Material, Garden Equipment Stores -444	\$202,100,228	\$452,047,055	(\$249,946,827)	--
Building Material & Supply Dealers-4441	\$186,506,601	\$434,541,850	(\$248,035,249)	--
Home Centers-44411	\$75,190,438	\$310,102,845	(\$234,912,407)	--
Paint & Wallpaper Stores-44412	\$4,192,250	\$13,025,199	(\$8,832,949)	--
Hardware Stores-44413	\$18,629,610	\$23,705,680	(\$5,076,070)	--
Other Building Materials Dealers-44419	\$88,494,303	\$87,708,126	\$786,177	1%
Building Materials, Lumberyards-444191	\$31,132,349	\$32,724,121	(\$1,591,772)	--
Lawn/Garden Equipment/Supplies Stores-4442	\$15,593,627	\$17,505,205	(\$1,911,578)	--
Outdoor Power Equipment Stores-44421	\$3,138,806	\$7,520,670	(\$4,381,864)	--
Nursery & Garden Centers-44422	\$12,454,821	\$9,984,535	\$2,470,286	20%
Food & Beverage Stores-445	\$233,544,285	\$366,053,266	(\$132,508,981)	--
Grocery Stores-4451	\$211,590,702	\$355,322,279	(\$143,731,577)	--
Supermarkets, Grocery (Except Convenience) Stores-44511	\$198,274,166	\$303,729,559	(\$105,455,393)	--
Convenience Stores-44512	\$13,316,536	\$51,592,720	(\$38,276,184)	--
Specialty Food Stores-4452	\$8,010,121	\$6,272,134	\$1,737,987	22%
Beer, Wine & Liquor Stores-4453	\$13,943,462	\$4,458,853	\$9,484,609	68%
Health & Personal Care Stores-446	\$94,755,405	\$87,544,343	\$7,211,062	8%
Pharmacies & Drug Stores-44611	\$77,105,054	\$72,509,364	\$4,595,690	6%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$7,732,124	\$5,056,896	\$2,675,228	35%
Optical Goods Stores-44613	\$4,094,263	\$4,552,195	(\$457,932)	--
Other Health & Personal Care Stores-44619	\$5,823,964	\$5,425,888	\$398,076	7%
Gasoline Stations-447	\$109,013,185	\$56,776,321	\$52,236,864	48%
Gasoline Stations with Convenience Stores-44711	\$54,593,877	\$50,175,982	\$4,417,895	8%
Other Gasoline Stations-44719	\$54,419,308	\$6,600,339	\$47,818,969	88%
Clothing & Clothing Accessories Stores-448	\$89,861,420	\$30,564,015	\$59,297,405	66%
Clothing Stores-4481	\$65,105,361	\$18,913,463	\$46,191,898	71%
Men's Clothing Stores-44811	\$2,810,910	\$2,121,519	\$689,391	25%
Women's Clothing Stores-44812	\$14,680,137	\$3,362,532	\$11,317,605	77%
Children's, Infants' Clothing Stores-44813	\$3,540,650	\$2,499,223	\$1,041,427	29%
Family Clothing Stores-44814	\$35,421,950	\$0	\$35,421,950	100%
Clothing Accessories Stores-44815	\$3,484,155	\$10,145,630	(\$6,661,475)	--
Other Clothing Stores-44819	\$5,167,559	\$784,559	\$4,383,000	85%
Shoe Stores-4482	\$11,596,472	\$3,267,303	\$8,329,169	72%
Jewelry, Luggage, Leather Goods Stores-4483	\$13,159,587	\$8,383,249	\$4,776,338	36%
Jewelry Stores-44831	\$12,289,841	\$8,383,249	\$3,906,592	32%
Luggage & Leather Goods Stores-44832	\$869,746	\$0	\$869,746	100%

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Sporting Goods, Hobby, Book, Music Stores-451	\$35,811,893	\$35,377,820	\$434,073	1%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$29,898,501	\$35,377,820	(\$5,479,319)	--
Sporting Goods Stores-45111	\$20,466,046	\$29,694,637	(\$9,228,591)	--
Hobby, Toy & Game Stores-45112	\$6,533,999	\$2,870,478	\$3,663,521	56%
Sewing, Needlework & Piece Goods Stores-45113	\$1,103,991	\$0	\$1,103,991	100%
Musical Instrument & Supplies Stores- 45114	\$1,794,465	\$2,812,705	(\$1,018,240)	--
Book, Periodical & Music Stores-4512	\$5,913,392	\$0	\$5,913,392	100%
Book Stores & News Dealers-45121	\$5,913,392	\$0	\$5,913,392	100%
Book Stores-451211	\$5,267,201	\$0	\$5,267,201	100%
News Dealers & Newsstands- 451212	\$646,191	\$0	\$646,191	100%
General Merchandise Stores-452	\$199,067,563	\$553,137,206	(\$354,069,643)	--
Department Stores, Excluding Leased Departments-4521	\$104,291,134	\$237,855,088	(\$133,563,954)	--
Other General Merchandise Stores-4529	\$94,776,429	\$315,282,118	(\$220,505,689)	--
Miscellaneous Store Retailers-453	\$46,779,473	\$71,073,753	(\$24,294,280)	--
Florists-4531	\$2,477,065	\$4,167,865	(\$1,690,800)	--
Office Supplies, Stationery, Gift Stores-4532	\$16,665,271	\$15,740,122	\$925,149	6%
Office Supplies & Stationery Stores- 45321	\$9,460,897	\$10,217,484	(\$756,587)	--
Gift, Novelty & Souvenir Stores-45322	\$7,204,374	\$5,522,638	\$1,681,736	23%
Used Merchandise Stores-4533	\$7,042,932	\$5,111,112	\$1,931,820	27%
Other Miscellaneous Store Retailers-4539	\$20,594,205	\$46,054,654	(\$25,460,449)	--
Non-Store Retailers-454	\$157,211,230	\$12,841,041	\$144,370,189	92%
Foodservice & Drinking Places-722	\$216,306,873	\$75,179,215	\$141,127,658	65%
Special Foodservices-7223	\$16,171,117	\$925,322	\$15,245,795	94%
Drinking Places -Alcoholic Beverages-7224	\$6,743,742	\$799,418	\$5,944,324	88%
Full-Service Restaurants-722511	\$107,080,086	\$42,767,808	\$64,312,278	60%
Limited-Service Eating Places-722513	\$74,071,349	\$14,765,739	\$59,305,610	80%
Cafeterias, Grill Buffets, and Buffets-722514	\$1,951,499	\$0	\$1,951,499	100%
Snack and Nonalcoholic Beverage Bars- 722515	\$10,289,080	\$15,920,928	(\$5,631,848)	--
GAFO *	\$413,704,721	\$702,080,724	(\$288,376,003)	--
General Merchandise Stores-452	\$199,067,563	\$553,137,206	(\$354,069,643)	--
Clothing & Clothing Accessories Stores-448	\$89,861,420	\$30,564,015	\$59,297,405	66%
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Source: Claritas Retail Market Power 2017
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