

# Retail Market Power® 2020 | Retail Stores Opportunity Gap (1)

Benchmark: USA

	Morton County, ND		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	684,090,564	807,204,697	-123,114,133
Total retail trade (NAICS 44 and 45)	603,354,944	799,191,906	-195,836,963
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	137,305,576	553,127,143	-415,821,566
Automobile dealers (NAICS 4411)	116,829,206	403,423,836	-286,594,630
New car dealers (NAICS 44111)	104,411,161	399,371,200	-294,960,039
Used car dealers (NAICS 44112)	12,418,045	4,052,636	8,365,409
Other motor vehicle dealers (NAICS 4412)	9,385,723	139,569,611	-130,183,888
Recreational vehicle dealers (NAICS 44121)	2,819,587	27,076,183	-24,256,595
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	6,566,136	112,493,429	-105,927,293
Boat dealers (NAICS 441222)	2,111,700	18,199,971	-16,088,271
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	4,454,436	94,293,458	-89,839,022
Automotive parts, accessories, and tire stores (NAICS 4413)	11,090,648	10,133,696	956,952
Automotive parts and accessories stores (NAICS 44131)	6,548,343	4,914,527	1,633,816
Tire dealers (NAICS 44132)	4,542,304	5,219,168	-676,864
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	16,969,371	2,015,305	14,954,066
Furniture stores (NAICS 4421)	7,814,662	714,423	7,100,239
Home furnishings stores (NAICS 4422)	9,154,709	1,300,882	7,853,827
Floor covering stores (NAICS 44221)	4,928,515	803,845	4,124,670
Other home furnishings stores (NAICS 44229)	4,226,194	497,037	3,729,157
Window treatment stores (NAICS 442291)	457,231	0	457,231
All other home furnishings stores (NAICS 442299)	3,768,963	497,037	3,271,926
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	10,119,282	737,828	9,381,454
Household appliance stores (NAICS 443141)	1,621,007	357,866	1,263,141
Electronics stores (NAICS 443142)	8,498,274	379,962	8,118,313
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	44,812,258	49,977,765	-5,165,506
Building material and supplies dealers (NAICS 4441)	39,689,313	21,252,702	18,436,611
Home centers (NAICS 44411)	22,251,698	0	22,251,698
Paint and wallpaper stores (NAICS 44412)	1,477,938	0	1,477,938
Hardware stores (NAICS 44413)	3,154,357	7,683,860	-4,529,502
Other building material dealers (NAICS 44419)	12,805,319	13,568,843	-763,524
Lawn and garden equipment and supplies stores (NAICS 4442)	5,122,945	28,725,062	-23,602,117
Outdoor power equipment stores (NAICS 44421)	742,232	0	742,232
Nursery, garden center, and farm supply stores (NAICS 44422)	4,380,714	28,725,062	-24,344,349
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	80,349,215	18,664,654	61,684,561
Grocery stores (NAICS 4451)	71,523,026	12,287,155	59,235,870
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	68,578,230	12,287,155	56,291,075
Convenience stores (NAICS 44512)	2,944,796	0	2,944,796
Specialty food stores (NAICS 4452)	2,482,429	3,416,616	-934,187
Meat markets (NAICS 44521)	818,978	619,964	199,014
Fish and seafood markets (NAICS 44522)	297,410	0	297,410
Fruit and vegetable markets (NAICS 44523)	506,636	648,362	-141,726
Other specialty food stores (NAICS 44529)	859,405	2,148,290	-1,288,885
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	468,184	1,384,056	-915,871
All other specialty food stores (NAICS 445299)	391,221	764,234	-373,013
Beer, wine, and liquor stores (NAICS 4453)	6,343,761	2,960,883	3,382,878
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	41,450,554	32,066,545	9,384,010
Pharmacies and drug stores (NAICS 44611)	34,118,534	29,926,352	4,192,182
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	2,613,437	0	2,613,437
Optical goods stores (NAICS 44613)	1,823,295	0	1,823,295
Other health and personal care stores (NAICS 44619)	2,895,289	2,140,193	755,096
Food (health) supplement stores (NAICS 446191)	1,019,162	2,140,193	-1,121,031
All other health and personal care stores (NAICS 446199)	1,876,127	0	1,876,127
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	53,558,589	104,310,562	-50,751,974

# Retail Market Power® 2020 | Retail Stores Opportunity Gap (2)

Benchmark: USA

	Morton County, ND		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	27,667,795	646,307	27,021,488
Clothing stores (NAICS 4481)	19,560,667	646,307	18,914,360
Men's clothing stores (NAICS 44811)	949,527	0	949,527
Women's clothing stores (NAICS 44812)	3,999,082	309,109	3,689,972
Children's and infants' clothing stores (NAICS 44813)	965,554	0	965,554
Family clothing stores (NAICS 44814)	11,426,904	337,198	11,089,706
Clothing accessories stores (NAICS 44815)	834,840	0	834,840
Other clothing stores (NAICS 44819)	1,384,760	0	1,384,760
Shoe stores (NAICS 4482)	4,114,668	0	4,114,668
Jewelry, luggage, and leather goods stores (NAICS 4483)	3,992,460	0	3,992,460
Jewelry stores (NAICS 44831)	3,584,488	0	3,584,488
Luggage and leather goods stores (NAICS 44832)	407,972	0	407,972
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	8,324,253	2,181,791	6,142,462
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	7,349,981	2,181,791	5,168,191
Sporting goods stores (NAICS 45111)	4,637,344	2,181,791	2,455,554
Hobby, toy, and game stores (NAICS 45112)	1,688,977	0	1,688,977
Sewing, needlework, and piece goods stores (NAICS 45113)	534,414	0	534,414
Musical instrument and supplies stores (NAICS 45114)	489,246	0	489,246
Book stores and news dealers (NAICS 4512)	974,271	0	974,271
Book stores (NAICS 451211)	866,868	0	866,868
News dealers and newsstands (NAICS 451212)	107,403	0	107,403
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	78,691,718	7,781,713	70,910,005
Department stores (NAICS 4522)	15,269,767	0	15,269,767
Other general merchandise stores (NAICS 4523)	63,421,951	7,781,713	55,640,237
Warehouse clubs and supercenters (NAICS 452311)	53,383,508	0	53,383,508
All other general merchandise stores (NAICS 452319)	10,038,443	7,781,713	2,256,729
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	15,030,735	7,519,941	7,510,794
Florists (NAICS 4531)	757,342	429,234	328,109
Office supplies, stationery, and gift stores (NAICS 4532)	3,011,879	287,962	2,723,918
Office supplies and stationery stores (NAICS 45321)	1,186,868	0	1,186,868
Gift, novelty, and souvenir stores (NAICS 45322)	1,825,012	287,962	1,537,050
Used merchandise stores (NAICS 4533)	2,016,104	673,301	1,342,803
Other miscellaneous store retailers (NAICS 4539)	9,245,410	6,129,445	3,115,965
Pet and pet supplies stores (NAICS 45391)	3,364,490	0	3,364,490
Art dealers (NAICS 45392)	1,114,307	0	1,114,307
Manufactured (mobile) home dealers (NAICS 45393)	622,295	1,442,016	-819,721
All other miscellaneous store retailers (NAICS 45399)	4,144,318	4,687,429	-543,111
Tobacco stores (NAICS 453991)	1,585,549	2,288,391	-702,843
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	2,558,769	2,399,038	159,731
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	89,075,597	20,162,353	68,913,244
Electronic shopping and mail-order houses (NAICS 4541)	79,676,981	13,013,542	66,663,439
Vending machine operators (NAICS 4542)	1,098,005	0	1,098,005
Direct selling establishments (NAICS 4543)	8,300,611	7,148,811	1,151,800
Fuel dealers (NAICS 45431)	4,004,747	2,120,855	1,883,892
Other direct selling establishments (NAICS 45439)	4,295,864	5,027,956	-732,092
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	80,735,620	8,012,791	72,722,829
Special food services (NAICS 7223)	6,583,779	508,633	6,075,146
Food service contractors (NAICS 72231)	5,397,731	0	5,397,731
Caterers (NAICS 72232)	1,090,622	0	1,090,622
Mobile food services (NAICS 72233)	95,425	508,633	-413,207
Drinking places (alcoholic beverages) (NAICS 7224)	3,602,974	2,101,961	1,501,014
Restaurants and other eating places (NAICS 7225)	70,548,867	5,402,198	65,146,669
Full-service restaurants (NAICS 722511)	34,419,842	1,915,082	32,504,761
Limited-service restaurants (NAICS 722513)	30,032,193	1,929,366	28,102,827
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,088,895	417,356	671,540
Snack and non-alcoholic beverage bars (NAICS 722515)	5,007,936	1,140,395	3,867,542
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	763,458	344,886	418,572
Doughnut shops (NAICS 7225153)	787,494	172,691	614,803
Bagel shops (NAICS 7225154)	227,871	174,614	53,257
Coffee shops (NAICS 7225155)	2,141,467	166,124	1,975,343
Cookie shops (NAICS 7225156)	34,728	110,181	-75,453
Other snack and non-alcoholic beverage bars (NAICS 7225157)	1,052,919	171,898	881,021