

High-End Estimate of PMA Excess Demand (Excess Supply) Including Spending From All Shopper Segments

	High Total PMA Spending (1)	PMA Store Sales	High Scenario - PMA Excess Demand	High Scenario - PMA (Excess Supply)
Full-Service Restaurants and Fast Food	\$151,382,539	\$81,790,243	\$69,592,296	\$0
Full-Service Restaurants	\$87,293,938	\$57,404,364	\$29,889,574	
Fast Food/Deli/Lunch Eateries	\$64,088,601	\$24,385,879	\$39,702,722	
Goods and Services	\$679,467,102	\$649,636,449	\$221,246,616	(\$191,415,964)
General Merchandise Stores	\$221,756,552	\$198,549,412	\$23,207,140	
Miscellaneous Store Retailers	\$32,098,441	\$24,284,743	\$7,813,698	
Drug Stores	\$34,199,911	\$23,357,501	\$10,842,410	
Food and Beverage Stores (inc. Grocery, Specialty and Liquor/Wine)	\$127,816,509	\$78,469,775	\$49,346,734	
Clothing Stores	\$35,627,632	\$171,630,653		(\$136,003,021)
Shoe Stores	\$18,572,417	\$17,067,491	\$1,504,926	
Sporting Goods Stores	\$31,303,441	\$77,727,856		(\$46,424,415)
Electronics/Phone/Computer Stores	\$52,319,453	\$17,600,244	\$34,719,209	
Jewelry Stores	\$16,601,990	\$25,590,519		(\$8,988,529)
Office Supplies/Stationery/Novelty Gifts/Cards	\$14,919,803	\$3,214,600	\$11,705,203	
Other Goods (florist, non-food vendors, etc.)	\$8,437,230	\$633,030	\$7,804,200	
Other Services (not elsewhere classified) (2)	\$0			
Furniture & Home Furnishing Stores	\$25,048,001	\$7,319,601	\$17,728,400	
Building Materials	\$60,765,720	\$4,191,024	\$56,574,696	
Total Not Including Transportation and Online Sales	\$830,849,640	\$731,426,692	\$290,838,912	(\$191,415,964)

(1) Estimated PMA Spending from all PMA demand segments

(2) Since this category was not included in the Esri MarketPlace Profiles, this spending was excluded from this portion of the analysis.