

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

	Low Total PMA Spending (1)	PMA Store Sales	Low Scenario - PMA Excess Demand	Low Scenario - PMA (Excess Supply)
Full-Service Restaurants and Fast Food	\$106,289,313	\$81,790,243	\$24,499,070	\$0
Full-Service Restaurants	\$60,230,427	\$57,404,364	\$2,826,063	
Fast Food/Deli/Lunch Eateries	\$46,058,886	\$24,385,879	\$21,673,007	
Goods and Services	\$463,611,098	\$649,636,449	\$105,660,233	(\$291,685,584)
General Merchandise Stores	\$128,602,703	\$198,549,412		(\$69,946,709)
Miscellaneous Store Retailers	\$31,469,415	\$24,284,743	\$7,184,672	
Drug Stores	\$32,493,205	\$23,357,501	\$9,135,704	
Food and Beverage Stores (inc. Grocery, Specialty and Liquor/Wine)	\$100,591,557	\$78,469,775	\$22,121,782	
Clothing Stores	\$26,752,281	\$171,630,653		(\$144,878,372)
Shoe Stores	\$12,003,531	\$17,067,491		(\$5,063,960)
Sporting Goods Stores	\$19,873,910	\$77,727,856		(\$57,853,946)
Electronics/Phone/Computer Stores	\$34,316,022	\$17,600,244	\$16,715,778	
Jewelry Stores	\$11,647,921	\$25,590,519		(\$13,942,598)
Office Supplies/Stationery/Novelty Gifts/Cards	\$13,693,027	\$3,214,600	\$10,478,427	
Other Goods (florist, non-food vendors, etc.)	\$7,220,026	\$633,030	\$6,586,996	
Other Services (not elsewhere classified) (2)	\$0			
Furniture & Home Furnishing Stores	\$14,309,341	\$7,319,601	\$6,989,740	
Building Materials	\$30,638,157	\$4,191,024	\$26,447,133	
Total Not Including Transportation and Online Sales	\$569,900,411	\$731,426,692	\$130,159,304	(\$291,685,584)

(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.