

Retail Demand by Industry

Historic Miramar (University Dr to SR7)



Area: 3.96 square miles

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	80	\$24,134.10	\$240,689,384
44-45	Retail Trade	80	\$20,517.76	\$204,623,640
722	Food Services & Drinking Places	82	\$3,616.34	\$36,065,744

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	77	\$2,380.60	\$23,741,726
4411	Automobile Dealers	77	\$2,006.78	\$20,013,597
4412	Other Motor Vehicle Dealers	63	\$155.73	\$1,553,112
4413	Auto Parts, Accessories & Tire Stores	82	\$218.09	\$2,175,016
442	Furniture and Home Furnishings Stores	80	\$880.37	\$8,779,947
4421	Furniture Stores	79	\$570.16	\$5,686,242
4422	Home Furnishings Stores	82	\$310.21	\$3,093,706
443, 4431	Electronics and Appliance Stores	82	\$264.74	\$2,640,293
444	Bldg Material & Garden Equipment & Supplies Dealers	77	\$1,186.03	\$11,828,303
4441	Building Material and Supplies Dealers	78	\$1,079.37	\$10,764,576
4442	Lawn and Garden Equipment and Supplies Stores	76	\$106.66	\$1,063,728
445	Food and Beverage Stores	81	\$4,576.33	\$45,639,704
4451	Grocery Stores	81	\$4,277.27	\$42,657,232
4452	Specialty Food Stores	82	\$146.07	\$1,456,726
4453	Beer, Wine, and Liquor Stores	81	\$152.99	\$1,525,746
446, 4461	Health and Personal Care Stores	77	\$606.12	\$6,044,826
447, 4471	Gasoline Stations	83	\$3,029.25	\$30,210,706
448	Clothing and Clothing Accessories Stores	83	\$1,003.25	\$10,005,411
4481	Clothing Stores	83	\$795.81	\$7,936,581
4482	Shoe Stores	85	\$192.63	\$1,921,080
4483	Jewelry, Luggage, and Leather Goods Stores	81	\$14.82	\$147,750
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	81	\$382.26	\$3,812,291
4511	Sporting Goods, Hobby, and Musical Inst Stores	81	\$307.35	\$3,065,220
4512	Book Stores and News Dealers	82	\$74.91	\$747,071
452	General Merchandise Stores	81	\$3,553.59	\$35,439,937
4522	Department Stores	83	\$318.20	\$3,173,373
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	80	\$3,235.39	\$32,266,564

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453	Miscellaneous Store Retailers	78	\$469.63	\$4,683,577
4531	Florists	76	\$23.12	\$230,551
4532	Office Supplies, Stationery, and Gift Stores	81	\$77.59	\$773,818
4533	Used Merchandise Stores	80	\$64.29	\$641,136
4539	Other Miscellaneous Store Retailers	77	\$304.63	\$3,038,072
454	Nonstore Retailers	78	\$2,185.59	\$21,796,919
4541	Electronic Shopping and Mail-Order Houses	80	\$1,923.92	\$19,187,293
4542	Vending Machine Operators	80	\$31.73	\$316,470
4543	Direct Selling Establishments	65	\$229.94	\$2,293,156
722	Food Services & Drinking Places	82	\$3,616.34	\$36,065,744
7223	Special Food Services	82	\$12.84	\$128,008
7224	Drinking Places (Alcoholic Beverages)	79	\$83.32	\$830,960
7225	Restaurants and Other Eating Places	82	\$3,520.18	\$35,106,777

Data Note:The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.