

Figure 22:
Retail Demand Analysis
 Rowlett Trade Area
 2012 - 2022

Retail Category	Projected Trade				Estimated Retail Sales/s.f.	10-yr New Retail Demand (s.f.)	Attainable Rowlett Capture Rate	10-Year Attainable Rowlett Capture (s.f.)
	Estimated 2012 Retail Sales (Supply)	Estimated 2012 Household Retail Demand	Area Household Growth Rate	10-Year Projected Trade Area Demand				
Furniture and Home Furnishings	\$40,041,508	\$110,629,183	1.5%	\$128,389,684	\$175	101,489	40%	40,595
Electronics and Appliances	\$44,432,514	\$121,874,301	1.5%	\$141,440,102	\$200	97,829	40%	39,132
Building Materials, Garden Equipment	\$300,401,819	\$511,262,551	1.5%	\$593,341,063	\$275	298,467	40%	119,387
Food and Beverage	\$441,032,658	\$687,749,177	1.5%	\$798,160,997	\$375	294,432	40%	117,773
Health and Personal Care	\$174,114,279	\$301,404,437	1.5%	\$349,792,154	\$325	148,885	40%	59,554
Clothing and Accessories	\$144,075,223	\$262,682,857	1.5%	\$304,854,180	\$200	210,857	40%	84,343
Sporting Goods, Hobby, Book, Music	\$73,747,737	\$101,934,851	1.5%	\$118,299,556	\$225	72,732	40%	29,093
General Merchandise	\$437,616,476	\$719,546,794	1.5%	\$835,063,430	\$275	420,060	40%	168,024
Miscellaneous Store Retailers	\$51,379,091	\$131,460,223	1.5%	\$152,564,956	\$200	105,524	40%	42,209
Foodservice and Drinking Places	\$397,053,493	\$563,492,993	1.5%	\$653,956,622	\$350	258,468	40%	103,387
Excluded Categories (cinema, prof./med. office, banks, etc.) @ 10% of total	\$210,389,480	\$351,203,737	1.5%	\$407,586,274	\$175	322,186	40%	128,874
Totals	\$2,314,284,277	\$3,863,241,105		\$4,483,449,019	\$620,207,914	2,330,928	40%	932,371

Sources: NCTCOG, Claritas Inc., Urban Land Institute, and Ricker+Cunningham.