



retail strategies

# SALES TAX FOR 150 RETAILERS

## 2023

Retailer	(2022) Average Unit Sales	Average Employees	(2022) Total Units	Estimated System-Wide Sales	@ 2% Estimated Annual City Sales Tax
7-Eleven	\$1,878,000	8	12,689	\$86,110,000,000	\$37,560
Academy Sports	\$19,459,400	58	268	\$6,400,000,000	\$389,188
Ace Hardware	\$5,132,000	10	4,807	\$27,560,000,000	\$102,640
Advance Auto	\$2,439,000	11	4,682	\$4,820,000,000	\$48,780
Aldi	\$18,015,000	15	2,813	\$124,250,000,000	\$360,300
Applebee's	\$2,600,000	20	1,578	\$4,168,000,000	\$52,000
Arby's	\$1,200,000	10	3,409	\$4,462,000,000	\$24,000
AT&T	\$586,000	10	1,450	\$21,280,000,000	\$11,720

source: NRF & Restaurant Business

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Retailer	(2022) Average Unit Sales	Average Employees	(2022) Total Units	Estimated System-Wide Sales	@ 2% Estimated Annual City Sales Tax
Auntie Anne's	\$650,000	10	1,133	\$576,000,000	\$13,000
AutoZone	\$2,067,000	13	6,001	\$16,070,000,000	\$41,340
Baskin-Robbins	\$500,000	10	2,317	\$686,000,000	\$10,000
Bass Pro	\$45,000,000	39	154	\$7,620,000,000	\$900,000
Bath & Body Works	\$4,201,000	25	1,647	\$7,610,000,000	\$84,020
Best Buy	\$49,905,000	105	957	\$46,190,000,000	\$998,100
Big Lots	\$4,297,600	25	1,431	\$5,470,000,000	\$85,952
Black Bear Diner	\$1,400,000	15	144	\$350,000,000	\$28,000
Blaze Pizza	\$1,300,000	10	313	\$347,000,000	\$26,000
Bojangles	\$1,600,000	10	773	\$1,485,000,000	\$32,000
Boston Market	\$1,200,000	15	341	\$412,000,000	\$24,000
Buffalo Wild Wings	\$2,000,000	35	1,212	\$3,718,000,000	\$40,000
Burger King	\$1,400,000	15	7,105	\$10,033,000,000	\$28,000
Burlington	\$9,500,000	60	828	\$8,680,000,000	\$190,000
Cafe Rio Mexican Grill	\$1,200,000	15	150	\$304,000,000	\$24,000
Captain D's Seafood Kitchen	\$800,000	10	536	\$568,000,000	\$16,000
Caribou Coffee	\$800,000	10	460	\$318,000,000	\$16,000
Carrabba's Italian Grill	\$3,000,000	15	219	\$697,000,000	\$60,000
Checkers	\$1,000,000	10	580	\$636,000,000	\$20,000
Cheesecake Factory	\$3,200,000	20	207	\$2,293,000,000	\$64,000
Chick-fil-A	\$6,500,000	55	2,704	\$16,674,000,000	\$130,000
Chili's Grill & Bar	\$1,600,000	15	1,234	\$3,576,000,000	\$32,000
Chipotle Mexican Grill	\$2,300,000	10	2,926	\$7,457,000,000	\$46,000
Chuck E. Cheese	\$900,000	20	477	\$315,000,000	\$18,000
Church's Chicken	\$1,500,000	10	898	\$768,000,000	\$30,000
Chuy's	\$1,600,000	15	96	\$396,000,000	\$32,000



**SALES TAX  
FOR  
150  
RETAILERS**

<b>Retailer</b>	<b>(2022) Average Unit Sales</b>	<b>Average Employees</b>	<b>(2022) Total Units</b>	<b>Estimated System-Wide Sales</b>	<b>@ 2% Estimated Annual City Sales Tax</b>
Cold Stone Creamery	\$900,000	10	875	\$413,000,000	\$18,000
Costco	\$165,773,000	175	847	\$217,530,000,000	\$3,315,460
Cracker Barrel	\$4,800,000	15	664	\$2,418,000,000	\$96,000
Culver's	\$1,500,000	10	836	\$2,489,000,000	\$30,000
Dairy Queen	\$912,000	10	4,339	\$4,494,000,000	\$18,240
Del Taco	\$1,400,000	10	603	\$918,000,000	\$28,000
Denny's	\$1,300,000	15	1,487	\$2,462,000,000	\$26,000
Dickey's Barbecue Pit	\$1,300,000	15	484	\$316,000,000	\$26,000
Dick's Sporting Goods	\$14,186,300	47	848	\$12,280,000,000	\$283,726
Dollar General	\$1,862,500	8	18,378	\$37,880,000,000	\$37,250
Dollar Tree	\$1,635,200	12	15,857	\$28,360,000,000	\$32,704
Domino's	\$1,200,000	10	6,560	\$8,641,000,000	\$24,000
Dunkin'	\$930,000	10	9,244	\$10,416,000,000	\$18,600
Dutch Bros. Coffee	\$1,100,000	10	538	\$914,000,000	\$22,000
Einstein Bros. Bagels	\$1,100,000	10	690	\$420,000,000	\$22,000
Firehouse Subs	\$800,000	10	1,164	\$1,044,000,000	\$16,000
Five Guys	\$1,100,000	15	1,390	\$2,093,000,000	\$22,000
Foot Locker	\$3,583,500	11	1,705	\$7,890,000,000	\$71,670
Freddy's Frozen Custard & Steakhburgers	\$1,500,000	15	420	\$759,000,000	\$30,000
Gap	\$6,483,400	21	2,147	\$15,300,000,000	\$129,668
Good Neighbor Pharmacy	\$3,669,400	7	2,360	\$8,840,000,000	\$73,388
Habit Burger Grill	\$1,200,000	15	307	\$577,000,000	\$24,000
Harbor Freight Tools	\$3,900,000	15	1,210	\$4,730,000,000	\$78,000
Hardee's	\$1,500,000	10	1,712	\$2,074,000,000	\$30,000
Health Mart Systems	\$2,357,700	14	4,763	\$11,900,000,000	\$47,154



Retailer	(2022) Average Unit Sales	Average Employees	(2022) Total Units	Estimated System-Wide Sales	@ 2% Estimated Annual City Sales Tax
Hobby Lobby	\$6,263,700	47	1,001	\$6,840,000,000	\$125,274
Home Depot	\$70,275,900	156	1,993	\$155,420,000,000	\$1,405,518
HoneyBaked Ham	\$1,100,000	10	409	\$299,000,000	\$22,000
Hungry Howie's Pizza	\$1,200,000	10	533	\$478,000,000	\$24,000
IHOP	\$1,400,000	15	1,657	\$2,997,000,000	\$28,000
Ingles	\$34,000,000	35	183	\$4,590,000,000	\$680,000
In-N-Out Burger	\$2,400,000	15	373	\$1,651,000,000	\$48,000
Jack in the Box	\$1,600,000	15	2,218	\$4,155,000,000	\$32,000
Jack's Family Restaurants	\$1,400,000	15	210	\$520,000,000	\$28,000
Jamba	\$800,000	10	757	\$505,000,000	\$16,000
Jason's Deli	\$1,300,000	10	247	\$516,000,000	\$26,000
Jersey Mike's Subs	\$950,000	10	2,100	\$2,203,000,000	\$19,000
Jet's Pizza	\$1,200,000	15	390	\$371,000,000	\$24,000
Jimmy John's	\$800,000	10	2,657	\$2,301,000,000	\$16,000
KFC	\$1,300,000	15	3,953	\$5,079,000,000	\$26,000
Kohl's	\$15,717,900	370	1,177	\$17,190,000,000	\$314,358
Krispy Kreme	\$1,200,000	10	373	\$818,000,000	\$24,000
Kroger	\$48,140,000	55	2,742	\$147,620,000,000	\$962,800
Krystal Company	\$800,000	10	290	\$307,000,000	\$16,000
Little Caesars	\$940,000	10	4,181	\$4,234,000,000	\$18,800
Logan's Roadhouse	\$1,500,000	15	136	\$417,000,000	\$30,000
Long John Silver's	\$800,000	10	641	\$332,000,000	\$16,000
LongHorn Steakhouse	\$3,600,000	20	551	\$2,209,000,000	\$72,000
Lowe's	\$50,506,600	147	1,737	\$93,610,000,000	\$1,010,132
Lululemon	\$12,530,800	19	324	\$5,780,000,000	\$250,616
Marco's Pizza	\$1,300,000	10	1,002	\$899,000,000	\$26,000
McAlister's Deli	\$1,400,000	10	506	\$870,000,000	\$28,000



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McDonald's	\$3,000,000	20	13,438	\$45,961,000,000	\$60,000
Mellow Mushroom	\$1,500,000	15	173	\$401,000,000	\$30,000
Michaels	\$4,394,700	30	1,140	\$5,870,000,000	\$87,894
MOD Pizza	\$100,000	10	506	\$590,000,000	\$2,000
Moe's	\$900,000	10	657	\$662,000,000	\$18,000
Napa Auto Parts	\$2,400,000	11	5,963	\$14,900,000,000	\$48,000
Noodles & Company	\$1,000,000	15	448	\$566,000,000	\$20,000
Nothing Bundt Cakes	\$800,000	10	426	\$351,000,000	\$16,000
O'Charley's	\$2,200,000	15	156	\$363,000,000	\$44,000
Office Depot	\$5,337,100	21	1,038	\$7,420,000,000	\$106,742
Olive Garden	\$4,100,000	50	876	\$4,182,000,000	\$82,000
O'Reilly Auto Parts	\$1,866,100	11	5,929	\$14,440,000,000	\$37,322
Outback Steakhouse	\$3,500,000	20	694	\$2,621,000,000	\$70,000
Panda Express	\$1,900,000	10	2,316	\$4,578,000,000	\$38,000
Panera Bread	\$2,500,000	10	2,121	\$5,725,000,000	\$50,000
Papa Johns	\$1,500,000	10	3,164	\$3,593,000,000	\$30,000
Papa Murphy's Pizza	\$700,000	10	1,240	\$809,000,000	\$14,000
Petco	\$3,937,200	32	1,435	\$6,040,000,000	\$78,744
PetSmart	\$4,738,100	29	1,566	\$7,990,000,000	\$94,762
Pizza Hut	\$938,000	15	6,548	\$5,509,000,000	\$18,760
Pollo Tropical	\$1,000,000	10	169	\$417,000,000	\$20,000
Popeyes	\$1,900,000	15	2,754	\$4,775,000,000	\$38,000
Potbelly Sandwich Shop	\$1,200,000	10	443	\$421,000,000	\$24,000
Publix	\$25,780,900	55	1,627	\$54,530,000,000	\$515,618
Qdoba Mexican Eats	\$1,400,000	10	739	\$878,000,000	\$28,000
Raising Cane's	\$1,600,000	10	567	\$2,377,000,000	\$32,000
Rally's	\$1,000,000	10	315	\$319,000,000	\$20,000



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Red Lobster	\$1,900,000	20	670	\$2,303,000,000	\$38,000
Red Robin	\$1,450,000	15	531	\$1,403,000,000	\$29,000
Rite Aid	\$6,948,700	21	2,517	\$17,570,000,000	\$138,974
Ross Stores	\$9,823,100	32	1,923	\$18,700,000,000	\$196,462
Saltgrass Steak House	\$2,100,000	20	90	\$378,000,000	\$42,000
Save-A-Lot	\$4,470,000	20	863	\$4,430,000,000	\$89,400
Schlotsky's	\$1,000,000	10	323	\$332,000,000	\$20,000
Shake Shack	\$5,600,000	15	243	\$766,000,000	\$112,000
Smoothie King	\$800,000	10	1,053	\$602,000,000	\$16,000
Sonic Drive-In	\$1,600,000	10	3,552	\$5,835,000,000	\$32,000
Sprouts Farmers Market	\$16,145,800	33	384	\$6,400,000,000	\$322,916
Staples	\$6,095,200	35	1,050	\$7,950,000,000	\$121,904
Starbucks	\$1,600,000	15	15,450	\$24,556,000,000	\$32,000
Steak 'n Shake	\$1,400,000	10	497	\$830,000,000	\$28,000
Subway	\$455,000	10	21,147	\$9,397,000,000	\$9,100
Taco Bell	\$1,800,000	15	7,002	\$12,615,000,000	\$36,000
Taco John's	\$1,000,000	15	373	\$410,000,000	\$20,000
Target	\$54,319,800	182	1,926	\$107,590,000,000	\$1,086,396
Torchy's Tacos	\$1,400,000	10	99	\$363,000,000	\$28,000
Total Wine & More	\$22,789,700	20	233	\$4,940,000,000	\$455,794
Tractor Supply Co.	\$5,795,500	18	2,181	\$14,080,000,000	\$115,910
Trader Joe's	\$21,000,000	50	550	\$16,500,000,000	\$420,000
Tropical Smoothie Cafe	\$750,000	10	1,047	\$948,000,000	\$15,000
True Value Co.	\$1,327,000	120	4,241	\$5,920,000,000	\$26,540
Ulta Beauty	\$6,597,000	26	1,308	\$10,210,000,000	\$131,940
Verizon Wireless	\$541,000	9	6,087	\$23,170,000,000	\$10,820

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Victoria's Secret	\$6,406,400	35	807	\$5,170,000,000	\$128,128
Waffle House	\$1,100,000	15	1,950	\$1,279,000,000	\$22,000
Walmart	\$84,589,400	210	3,572	\$600,940,000,000	\$1,691,788
Wendy's	\$1,700,000	15	5,938	\$11,111,000,000	\$34,000
Whataburger	\$2,300,000	15	873	\$3,090,000,000	\$46,000
White Castle	\$1,000,000	10	353	\$626,000,000	\$20,000
Wienerschnitzel	\$800,000	10	328	\$360,000,000	\$16,000
WinCo Foods	\$66,567,100	120	134	\$9,850,000,000	\$1,331,342
Wingstop	\$1,100,000	15	1,534	\$2,165,000,000	\$22,000
Zaxby's	\$2,100,000	15	910	\$2,234,000,000	\$42,000



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2023

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RETAILERS

Retail Strategies is the  
**most trusted partner**  
when recruiting businesses.

We go **beyond market data** by  
offering unmatched **retailer access**  
and **real estate expertise**.

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source: NRF & Restaurant Business

