

Retail Trade Potential Report 2013 Three Way, TN Market Area

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	472,841,995	265,722,706	207,119,289
Motor Vehicle and Parts Dealers-441	93,877,284	21,441,967	72,435,317
Automotive Dealers-4411	74,430,967	7,290,358	67,140,609
Other Motor Vehicle Dealers-4412	12,854,124	1,750,583	11,103,541
Automotive Parts/Accsrs, Tire Stores-4413	6,592,192	12,401,026	-5,808,834
Furniture and Home Furnishings Stores-442	9,436,719	14,997,960	-5,561,241
Furniture Stores-4421	4,962,900	4,575,540	387,360
Home Furnishing Stores-4422	4,473,820	10,422,420	-5,948,600
Electronics and Appliance Stores-443	8,475,248	4,920,823	3,554,425
Appliances, TVs, Electronics Stores-44311	6,400,311	3,759,918	2,640,393
Household Appliances Stores-443111	1,212,694	214,780	997,914
Radio, Television, Electronics Stores-443112	5,187,618	3,545,137	1,642,481
Computer and Software Stores-44312	1,848,042	1,160,906	687,136
Camera and Photographic Equipment Stores-44313	226,895	0	226,895
Building Material, Garden Equip Stores -444	45,012,890	96,577,846	-51,564,956
Building Material and Supply Dealers-4441	40,273,313	78,727,290	-38,453,977
Home Centers-44411	16,318,312	487,929	15,830,383
Paint and Wallpaper Stores-44412	677,965	0	677,965
Hardware Stores-44413	3,930,359	0	3,930,359
Other Building Materials Dealers-44419	19,346,677	78,239,360	-58,892,683
Building Materials, Lumberyards-444191	7,401,199	30,591,584	-23,190,385
Lawn, Garden Equipment, Supplies Stores-4442	4,739,577	17,850,557	-13,110,980
Outdoor Power Equipment Stores-44421	927,262	0	927,262
Nursery and Garden Centers-44422	3,812,315	17,850,557	-14,038,242
Food and Beverage Stores-445	57,026,805	28,432,594	28,594,211
Grocery Stores-4451	49,757,022	24,171,165	25,585,857
Supermarkets, Grocery (Ex Conv) Stores-44511	47,248,224	20,316,304	26,931,920
Convenience Stores-44512	2,508,798	3,854,861	-1,346,063
Specialty Food Stores-4452	4,084,323	68,776	4,015,547
Beer, Wine and Liquor Stores-4453	3,185,461	4,192,653	-1,007,192
Health and Personal Care Stores-446	29,025,216	6,406,013	22,619,203
Pharmancies and Drug Stores-44611	23,087,884	5,497,618	17,590,266
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,073,524	49,393	2,024,131
Optical Goods Stores-44613	1,257,301	326,867	930,434
Other Health and Personal Care Stores-44619	2,606,506	532,135	2,074,371

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Gasoline Stations-447	46,644,178	29,311,186	17,332,992
Gasoline Stations With Conv Stores-44711	34,136,273	23,469,905	10,666,368
Other Gasoline Stations-44719	12,507,904	5,841,281	6,666,623
Clothing and Clothing Accessories Stores-448	21,660,156	7,366,374	14,293,782
Clothing Stores-4481	16,311,550	6,175,936	10,135,614
Men's Clothing Stores-44811	903,043	0	903,043
Women's Clothing Stores-44812	3,622,549	63,654	3,558,895
Childrens, Infants Clothing Stores-44813	1,092,421	110,175	982,246
Family Clothing Stores-44814	8,544,642	5,808,794	2,735,848
Clothing Accessories Stores-44815	673,067	109,775	563,292
Other Clothing Stores-44819	1,475,828	83,538	1,392,290
Shoe Stores-4482	2,732,856	288,429	2,444,427
Jewelry, Luggage, Leather Goods Stores-4483	2,615,750	902,008	1,713,742
Jewelry Stores-44831	2,420,728	902,008	1,518,720
Luggage and Leather Goods Stores-44832	195,022	0	195,022
Sporting Goods, Hobby, Book, Music Stores-451	8,109,688	5,873,200	2,236,488
Sportng Goods, Hobby, Musical Inst Stores-4511	6,268,376	5,873,200	395,176
Sporting Goods Stores-45111	3,418,325	1,328,280	2,090,045
Hobby, Toys and Games Stores-45112	1,427,517	0	1,427,517
Sew/Needlework/Piece Goods Stores-45113	893,919	2,045,767	-1,151,848
Musical Instrument and Supplies Stores-45114	528,615	2,499,153	-1,970,538
Book, Periodical and Music Stores-4512	1,841,312	0	1,841,312
Book Stores and News Dealers-45121	1,512,565	0	1,512,565
Book Stores-451211	1,369,271	0	1,369,271
News Dealers and Newsstands-451212	143,294	0	143,294
Prerecorded Tapes, CDs, Record Stores-45122	328,747	0	328,747
General Merchandise Stores-452	59,112,934	36,169,252	22,943,682
Department Stores Excl Leased Depts-4521	24,212,862	0	24,212,862
Other General Merchandise Stores-4529	34,900,072	36,169,252	-1,269,180
Miscellaneous Store Retailers-453	12,866,676	2,971,561	9,895,115
Florists-4531	559,483	88,215	471,268
Office Supplies, Stationery, Gift Stores-4532	3,848,938	531,208	3,317,730
Office Supplies and Stationery Stores-45321	2,161,691	46,994	2,114,697
Gift, Novelty and Souvenir Stores-45322	1,687,246	484,214	1,203,032
Used Merchandise Stores-4533	1,146,272	86,609	1,059,663
Other Miscellaneous Store Retailers-4539	7,311,983	2,265,530	5,046,453
Non-Store Retailers-454	35,295,696	2,227,996	33,067,700

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Foodservice and Drinking Places-722	46,298,506	9,025,934	37,272,572
Full-Service Restaurants-7221	21,311,716	3,205,307	18,106,409
Retail Stores	(Consumer Expe	(Retail Sales)	Gap/Surplus
Limited-Service Eating Places-7222	19,287,185	4,640,658	14,646,527
Special Foodservices-7223	3,721,860	985,601	2,736,259
Drinking Places -Alcoholic Beverages-7224	1,977,746	194,369	1,783,377
GAFO *	110,643,683	69,858,817	40,784,866
General Merchandise Stores-452	59,112,934	36,169,252	22,943,682
Clothing and Clothing Accessories Stores-448	21,660,156	7,366,374	14,293,782
Furniture and Home Furnishings Stores-442	9,436,719	14,997,960	-5,561,241
Electronics and Appliance Stores-443	8,475,248	4,920,823	3,554,425
Sporting Goods, Hobby, Book, Music Stores-451	8,109,688	5,873,200	2,236,488
Office Supplies, Stationery, Gift Stores-4532	3,848,938	531,208	3,317,730

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places. Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Source: Claritas