

## Retail Trade Potential Report - 2013

### City of Three Way, TN

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	28,054,802	47,204,093	-19,149,291
Motor Vehicle and Parts Dealers-441	4,239,012	1,773,209	2,465,803
Automotive Dealers-4411	3,124,103	1,501,775	1,622,328
Other Motor Vehicle Dealers-4412	693,160	0	693,160
Automotive Parts/Accsrs, Tire Stores-4413	421,749	271,434	150,315
Furniture and Home Furnishings Stores-442	568,623	0	568,623
Furniture Stores-4421	296,867	0	296,867
Home Furnishing Stores-4422	271,756	0	271,756
Electronics and Appliance Stores-443	538,480	357,265	181,215
Appliances, TVs, Electronics Stores-44311	403,751	357,265	46,486
Household Appliances Stores-443111	78,557	0	78,557
Radio, Television, Electronics Stores-443112	325,194	357,265	-32,071
Computer and Software Stores-44312	120,340	0	120,340
Camera and Photographic Equipment Stores-44313	14,389	0	14,389
Building Material, Garden Equip Stores -444	2,953,859	15,418,863	-12,465,004
Building Material and Supply Dealers-4441	2,644,335	12,289,498	-9,645,163
Home Centers-44411	1,050,950	0	1,050,950
Paint and Wallpaper Stores-44412	45,712	0	45,712
Hardware Stores-44413	251,339	0	251,339
Other Building Materials Dealers-44419	1,296,334	12,289,498	-10,993,164
Building Materials, Lumberyards-444191	487,174	4,805,195	-4,318,021
Lawn, Garden Equipment, Supplies Stores-4442	309,524	3,129,365	-2,819,841
Outdoor Power Equipment Stores-44421	56,751	0	56,751
Nursery and Garden Centers-44422	252,773	3,129,365	-2,876,592
Food and Beverage Stores-445	3,580,048	11,560,450	-7,980,402
Grocery Stores-4451	3,122,209	11,560,450	-8,438,241
Supermarkets, Grocery (Ex Conv) Stores-44511	2,962,897	11,560,450	-8,597,553
Convenience Stores-44512	159,312	0	159,312
Specialty Food Stores-4452	256,048	0	256,048
Beer, Wine and Liquor Stores-4453	201,791	0	201,791
Health and Personal Care Stores-446	1,783,872	0	1,783,872
Pharmancies and Drug Stores-44611	1,414,062	0	1,414,062
Cosmetics, Beauty Supplies, Perfume Stores-44612	126,479	0	126,479
Optical Goods Stores-44613	83,844	0	83,844
Other Health and Personal Care Stores-44619	159,487	0	159,487
Gasoline Stations-447	2,944,112	10,132,318	-7,188,206
Gasoline Stations With Conv Stores-44711	2,157,710	9,496,135	-7,338,425
Other Gasoline Stations-44719	786,402	636,183	150,219

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Clothing and Clothing Accessories Stores-448	1,351,007	248,578	1,102,429
Clothing Stores-4481	1,008,957	0	1,008,957
Men's Clothing Stores-44811	55,989	0	55,989
Women's Clothing Stores-44812	226,997	0	226,997
Childrens, Infants Clothing Stores-44813	64,403	0	64,403
Family Clothing Stores-44814	526,968	0	526,968
Clothing Accessories Stores-44815	42,751	0	42,751
Other Clothing Stores-44819	91,849	0	91,849
Shoe Stores-4482	164,069	0	164,069
Jewelry, Luggage, Leather Goods Stores-4483	177,981	248,578	-70,597
Jewelry Stores-44831	165,578	248,578	-83,000
Luggage and Leather Goods Stores-44832	12,403	0	12,403
Sporting Goods, Hobby, Book, Music Stores-451	505,123	1,647,885	-1,142,762
Sportng Goods, Hobby, Musical Inst Stores-4511	387,294	1,647,885	-1,260,591
Sporting Goods Stores-45111	206,163	0	206,163
Hobby, Toys and Games Stores-45112	95,460	0	95,460
Sew/Needlework/Piece Goods Stores-45113	54,771	1,519,737	-1,464,966
Musical Instrument and Supplies Stores-45114	30,900	128,148	-97,248
Book, Periodical and Music Stores-4512	117,829	0	117,829
Book Stores and News Dealers-45121	98,001	0	98,001
Book Stores-451211	88,764	0	88,764
News Dealers and Newsstands-451212	9,237	0	9,237
Prerecorded Tapes, CDs, Record Stores-45122	19,828	0	19,828
General Merchandise Stores-452	3,686,096	1,670,312	2,015,784
Department Stores Excl Leased Depts-4521	1,497,478	0	1,497,478
Other General Merchandise Stores-4529	2,188,618	1,670,312	518,306
Miscellaneous Store Retailers-453	834,644	415,224	419,420
Florists-4531	37,848	0	37,848
Office Supplies, Stationery, Gift Stores-4532	247,219	0	247,219
Office Supplies and Stationery Stores-45321	139,373	0	139,373
Gift, Novelty and Souvenir Stores-45322	107,846	0	107,846
Used Merchandise Stores-4533	71,939	0	71,939
Other Miscellaneous Store Retailers-4539	477,638	415,224	62,414
Non-Store Retailers-454	2,205,109	0	2,205,109
Foodservice and Drinking Places-722	2,864,817	3,979,989	-1,115,172
Full-Service Restaurants-7221	1,317,363	596,062	721,301
Limited-Service Eating Places-7222	1,191,739	3,143,593	-1,951,854
Special Foodservices-7223	230,527	240,334	-9,807
Drinking Places -Alcoholic Beverages-7224	125,188	0	125,188
GAFO *	6,896,548	3,924,040	2,972,508

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Office Supplies, Stationery, Gift Stores-4532	247,219	0	247,219

\* 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.