

Retail Gap Analysis Report 2008

WBBJ Market Area

Counties: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Hardin,
Haywood, Henderson, Henry, Madison, McNairy, Obion, & Weakley

Retail Stores	Demand Consumer Expenditures	Supply Retail Sales	Opportunity Gap Surplus/Deficit
Total Retail Sales Incl Eating and Drinking Places	7,600,459,144	7,425,875,517	174,583,627
Motor Vehicle and Parts Dealers-441	1,590,659,568	1,395,152,020	195,507,548
Automotive Dealers-4411	1,381,127,343	1,191,973,007	189,154,336
Other Motor Vehicle Dealers-4412	89,390,896	76,698,988	12,691,908
Automotive Parts/Accsrs, Tire Stores-4413	120,141,329	126,480,025	(6,338,696)
Furniture and Home Furnishings Stores-442	170,062,618	143,778,987	26,283,631
Furniture Stores-4421	93,746,717	85,997,005	7,749,712
Home Furnishing Stores-4422	76,315,901	57,781,982	18,533,919
Electronics and Appliance Stores-443	156,845,332	118,167,276	38,678,056
Appliances, TVs, Electronics Stores-44311	119,206,699	104,267,070	14,939,629
Household Appliances Stores-443111	27,994,391	34,838,077	(6,843,686)
Radio, Television, Electronics Stores-443112	91,212,308	69,428,993	21,783,315
Computer and Software Stores-44312	31,898,261	10,873,208	21,025,053
Camera and Photographic Equipment Stores-44313	5,740,372	3,026,998	2,713,374
Building Material, Garden Equip Stores -444	821,986,820	920,738,246	(98,751,426)
Building Material and Supply Dealers-4441	758,387,461	755,814,634	2,572,827
Home Centers-44411	296,053,255	267,539,981	28,513,274
Paint and Wallpaper Stores-44412	16,251,275	11,468,658	4,782,617
Hardware Stores-44413	59,069,823	41,535,002	17,534,821
Other Building Materials Dealers-44419	387,013,108	435,270,993	(48,257,885)
Building Materials, Lumberyards-444191	128,623,992	148,432,255	(19,808,263)
Lawn, Garden Equipment, Supplies Stores-4442	63,599,359	164,923,612	(101,324,253)
Outdoor Power Equipment Stores-44421	10,483,142	28,077,614	(17,594,472)
Nursery and Garden Centers-44422	53,116,217	136,845,998	(83,729,781)
Food and Beverage Stores-445	939,415,837	591,137,396	348,278,441
Grocery Stores-4451	859,257,344	553,874,952	305,382,392
Supermarkets, Grocery (Ex Conv) Stores-44511	815,431,493	518,905,954	296,525,539
Convenience Stores-44512	43,825,851	34,968,998	8,856,853
Specialty Food Stores-4452	26,241,920	5,666,068	20,575,852
Beer, Wine and Liquor Stores-4453	53,916,573	31,596,376	22,320,197
Health and Personal Care Stores-446	441,721,372	559,679,050	(117,957,678)
Pharmancies and Drug Stores-44611	387,300,148	530,341,020	(143,040,872)
Cosmetics, Beauty Supplies, Perfume Stores-44612	15,602,772	12,113,723	3,489,049
Optical Goods Stores-44613	11,130,581	5,642,312	5,488,269
Other Health and Personal Care Stores-44619	27,687,871	11,581,995	16,105,876

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Gasoline Stations-447	923,008,014	1,298,039,768	(375,031,754)
Gasoline Stations With Conv Stores-44711	694,008,902	1,056,014,987	(362,006,085)
Other Gasoline Stations-44719	228,999,112	242,024,781	(13,025,669)
Clothing and Clothing Accessories Stores-448	295,188,072	234,946,990	60,241,082
Clothing Stores-4481	216,582,463	187,348,952	29,233,511
Men's Clothing Stores-44811	14,630,811	9,696,136	4,934,675
Women's Clothing Stores-44812	52,074,935	54,414,999	(2,340,064)
Childrens, Infants Clothing Stores-44813	13,562,851	6,809,473	6,753,378
Family Clothing Stores-44814	118,144,744	102,869,609	15,275,135
Clothing Accessories Stores-44815	4,480,611	7,604,026	(3,123,415)
Other Clothing Stores-44819	13,688,511	5,954,709	7,733,802
Shoe Stores-4482	41,880,633	46,775,593	(4,894,960)
Jewelry, Luggage, Leather Goods Stores-4483	36,724,976	822,445	35,902,531
Jewelry Stores-44831	33,619,552	822,445	32,797,107
Luggage and Leather Goods Stores-44832	3,105,424	0	3,105,424
Sporting Goods, Hobby, Book, Music Stores-451	122,835,236	73,685,629	49,149,607
Sportng Goods, Hobby, Musical Inst Stores-4511	89,274,834	47,859,055	41,415,779
Sporting Goods Stores-45111	46,414,995	15,831,000	30,583,995
Hobby, Toys and Games Stores-45112	28,465,047	15,178,210	13,286,837
Sew/Needlework/Piece Goods Stores-45113	7,074,328	12,565,140	(5,490,812)
Musical Instrument and Supplies Stores-45114	7,320,464	4,284,705	3,035,759
Book, Periodical and Music Stores-4512	33,560,402	25,826,574	7,733,828
Book Stores and News Dealers-45121	23,277,373	16,837,572	6,439,801
Book Stores-451211	21,914,880	16,837,572	5,077,308
News Dealers and Newsstands-451212	1,362,493	0	1,362,493
Prerecorded Tapes, CDs, Record Stores-45122	10,283,029	8,989,002	1,294,027
General Merchandise Stores-452	881,652,375	1,175,683,737	(294,031,362)
Department Stores Excl Leased Depts-4521	406,066,780	333,839,987	72,226,793
Other General Merchandise Stores-4529	475,585,595	841,843,750	(366,258,155)
Warehouse Clubs and Super Stores-45291	411,561,478	777,666,710	(366,105,232)
All Other General Merchandise Stores-45299	64,024,117	64,177,040	(152,923)
Miscellaneous Store Retailers-453	187,075,317	194,036,280	(6,960,963)
Florists-4531	13,050,139	17,447,052	(4,396,913)
Office Supplies, Stationery, Gift Stores-4532	70,592,203	46,761,221	23,830,982
Office Supplies and Stationery Stores-45321	40,443,571	33,418,198	7,025,373
Gift, Novelty and Souvenir Stores-45322	30,148,632	13,343,023	16,805,609
Used Merchandise Stores-4533	14,341,847	9,096,020	5,245,827
Other Miscellaneous Store Retailers-4539	89,091,128	120,731,987	(31,640,859)

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Non-Store Retailers-454	450,966,621	168,081,964	282,884,657
Electronic Shopping, Mail-Order Houses-4541	312,900,835	55,770,324	257,130,511
Vending Machine Operators-4542	18,653,931	33,543,572	(14,889,641)
Direct Selling Establishments-4543	119,411,855	78,768,068	40,643,787
Foodservice and Drinking Places-722	619,041,962	552,748,174	66,293,788
Full-Service Restaurants-7221	283,446,272	188,713,008	94,733,264
Limited-Service Eating Places-7222	255,038,362	306,967,982	(51,929,620)
Special Foodservices-7223	52,648,221	41,762,641	10,885,580
Drinking Places -Alcoholic Beverages-7224	27,909,107	15,304,543	12,604,564
GAFO *	1,697,175,836	1,793,023,840	(95,848,004)
General Merchandise Stores-452	881,652,375	1,175,683,737	(294,031,362)
Clothing and Clothing Accessories Stores-448	295,188,072	234,946,990	60,241,082
Furniture and Home Furnishings Stores-442	170,062,618	143,778,987	26,283,631
Electronics and Appliance Stores-443	156,845,332	118,167,276	38,678,056
Sporting Goods, Hobby, Book, Music Stores-451	122,835,236	73,685,629	49,149,607
Office Supplies, Stationery, Gift Stores-4532	70,592,203	46,761,221	23,830,982

* 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.

Claritas' 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

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