

# DRIVE TIME ANALYSIS - NEW MARKET

## Retail Market Power - Report on Opportunity Gap/Surplus 2008 By Merchandise Line Items

Retail Market Power Opportunity Gap Report	Site A 0 min - 2 min			Site B 0 min - 5 min		
Merchandise Line Items	2008 Demand (Consumer Expenditures)	2008 Supply (Retail Sales)	Opportunity Gap/Surplus	2008 Demand (Consumer Expenditures)	2008 Supply Retail Sales	Opportunity Gap/Surplus
<b>Total Retail Sales Including Eating and Drinking Places</b>	\$155,455,291	\$497,812,668	(\$342,357,377)	\$2,660,116,961	\$5,489,712,317	(\$2,829,595,356)
Groceries and Other Foods	\$24,643,763	\$57,950,517	(\$33,306,754)	\$392,650,947	\$570,787,821	(\$178,136,874)
Meals and Snacks	\$17,822,344	\$79,031,263	(\$61,208,919)	\$309,283,444	\$1,097,105,462	(\$787,822,018)
Alcoholic Drinks	\$2,219,706	\$5,260,726	(\$3,041,020)	\$39,874,819	\$190,689,637	(\$150,814,818)
Packaged Liquor/Wine/Beer	\$3,118,255	\$18,385,671	(\$15,267,416)	\$56,003,171	\$119,399,252	(\$63,396,081)
Cigars, Cigarettes, Tobacco and Accessories	\$3,659,895	\$13,780,764	(\$10,120,868)	\$51,987,485	\$64,367,914	(\$12,380,428)
Drugs, Health Aids and Beauty Aids	\$9,302,386	\$13,040,838	(\$3,738,452)	\$153,744,387	\$387,101,437	(\$233,357,050)
Soaps, Detergents and Household Cleaners	\$1,146,321	\$2,480,298	(\$1,333,977)	\$18,755,857	\$26,536,669	(\$7,780,812)
Paper and Related Products	\$1,082,991	\$1,750,853	(\$667,862)	\$17,571,628	\$24,045,245	(\$6,473,617)
Men's Wear	\$4,109,899	\$11,724,405	(\$7,614,506)	\$70,498,021	\$221,344,442	(\$150,846,421)
Women's, Juniors' and Misses' Wear	\$6,199,820	\$19,938,298	(\$13,738,478)	\$123,260,286	\$452,829,435	(\$329,569,149)
Children's Wear	\$1,548,532	\$5,498,517	(\$3,949,985)	\$24,719,863	\$80,033,957	(\$55,314,094)
Footwear	\$2,476,844	\$8,364,753	(\$5,887,909)	\$43,782,639	\$159,774,133	(\$115,991,493)
Sewing, Knitting and Needlework Goods	\$184,744	\$325,640	(\$140,896)	\$3,294,082	\$7,260,667	(\$3,966,584)
Curtains, Draperies, Blinds, Slipcovers	\$1,107,232	\$4,143,152	(\$3,035,920)	\$20,772,911	\$42,605,782	(\$21,832,871)
Major Household Appliances	\$1,005,370	\$4,322,003	(\$3,316,632)	\$17,226,431	\$28,854,231	(\$11,627,800)
Small Electric Appliances	\$462,769	\$1,119,410	(\$656,641)	\$7,925,557	\$10,952,714	(\$3,027,157)
Televisions, Video Recorders, Video	\$1,278,866	\$2,344,053	(\$1,065,187)	\$22,095,692	\$27,743,128	(\$5,647,436)
Audio Equipment, Musical Instruments	\$1,912,390	\$1,655,962	\$256,428	\$35,432,245	\$76,793,681	(\$41,361,436)
Furniture and Sleep Equipment	\$2,780,665	\$5,022,994	(\$2,242,329)	\$50,017,463	\$85,358,461	(\$35,340,998)
Flooring and Floor Coverings	\$756,699	\$5,616,023	(\$4,859,324)	\$14,156,913	\$50,093,864	(\$35,936,951)
Computer Hardware, Software and	\$4,025,885	\$4,938,484	(\$912,599)	\$76,568,196	\$175,481,471	(\$98,913,276)
Kitchenware and Home Furnishings	\$1,939,346	\$5,264,025	(\$3,324,679)	\$36,940,623	\$85,756,938	(\$48,816,315)
Jewelry	\$2,323,423	\$2,854,034	(\$530,611)	\$44,388,879	\$327,934,520	(\$283,545,641)
Books	\$1,014,414	\$653,195	\$361,219	\$29,824,807	\$55,538,871	(\$25,714,064)
Photographic Equipment and Supplies	\$426,781	\$473,964	(\$47,184)	\$7,779,287	\$9,746,776	(\$1,967,489)
Toys, Hobby Goods and Games	\$1,171,600	\$2,788,402	(\$1,616,802)	\$21,080,874	\$36,718,596	(\$15,637,722)
Optical Goods	\$350,534	\$92,687	\$257,847	\$6,118,929	\$15,800,452	(\$9,681,523)
Sporting Goods	\$2,102,114	\$2,154,141	(\$52,026)	\$40,357,432	\$33,588,026	\$6,769,406
Hardware, Tools, Plumbing, Electrical	\$6,291,001	\$86,490,730	(\$80,199,729)	\$111,277,846	\$227,092,622	(\$115,814,775)
Lumber and Building Materials	\$4,421,465	\$73,368,061	(\$68,946,596)	\$79,261,148	\$209,645,059	(\$130,383,911)
Paint and Sundries	\$664,015	\$14,539,385	(\$13,875,370)	\$12,489,360	\$23,605,491	(\$11,116,131)
Cars, Trucks, Other Powered Transportation	\$20,075,717	\$3,039,140	\$17,036,577	\$331,747,679	\$21,330,672	\$310,417,008
Automotive Fuels	\$11,307,435	\$12,011,246	(\$703,811)	\$178,410,841	\$83,088,135	\$95,322,706
Automotive Lubricants	\$6,625,753	\$3,951,128	\$2,674,625	\$106,412,658	\$162,740,758	(\$56,328,101)
Pets, Pet Foods and Pet Supplies	\$628,658	\$3,613,494	(\$2,984,836)	\$10,397,102	\$29,969,209	(\$19,572,107)
All Other Merchandise	\$5,267,655	\$19,824,413	(\$14,556,757)	\$94,007,445	\$267,996,799	(\$173,989,354)