

2010 Market Study Sample Data

Current Trade Area	2010			2015		
	Resident Purchasing Power (in thousands)	Total Sales (in thousands)	Supportable Square Feet	Resident Purchasing Power (in thousands)	Total Sales (in thousands)	Supportable Square Feet
Supermarkets	61,156	20,386	50,965	70,912	23,638	59,095
Drug Stores	19,134	7,441	16,176	22,186	8,628	18,757
Full Service Restaurants	22,173	5,913	16,425	25,711	6,856	19,044
Limited Service Restaurants	16,362	4,363	10,908	18,972	5,059	12,648
Discount Stores	35,093	19,740	78,960	40,691	22,889	91,556
Clothing - Mens and Boys	805	201	914	933	234	1,064
Clothing - Womens	3,889	973	4,865	4,510	1,128	5,640
Clothing - Family	9,209	2,303	8,858	10,678	2,670	10,269
Clothing - Accessories	313	79	272	363	91	314
Shoe Stores - Family	1,520	380	2,171	1,762	440	2,514
Shoe Stores - Athletic	715	179	1,023	829	208	1,189
Electronics Stores (Radio/TV)	10,953	2,739	9,130	12,700	3,175	10,583
Sporting Goods	5,722	1,430	7,150	6,635	1,659	8,295
Gift, Novelty, Souvenirs	2,861	715	4,767	3,318	830	5,533
Building Materials - Home Center	12,249	6,485	18,529	14,203	8,355	23,871
Retail Nurseries, Lawn and Garden	4,202	1,731	17,310	4,873	2,007	20,070

Community Trade Area	2010			2015		
	Resident Purchasing Power (in thousands)	Total Sales (in thousands)	Supportable Square Feet	Resident Purchasing Power (in thousands)	Total Sales (in thousands)	Supportable Square Feet
Supermarkets	86,868	22,860	57,150	98,053	25,803	64,508
Drug Stores	27,178	8,582	18,657	30,677	9,687	21,059
Full Service Restaurants	31,496	7,411	20,586	35,551	9,480	26,333
Limited Service Restaurants	23,241	5,468	13,670	26,233	6,996	17,490
Discount Stores	49,847	33,232	132,928	56,266	37,511	150,044
Clothing - Mens and Boys	1,143	286	1,300	1,290	323	1,468
Clothing - Womens	5,524	1,381	6,905	6,236	1,559	7,795
Clothing - Family	13,081	3,270	12,577	14,765	3,691	14,196
Clothing - Accessories	444	111	383	502	125	431
Shoe Stores - Family	2,159	540	3,086	2,437	609	3,480
Shoe Stores - Athletic	1,016	254	1,451	1,147	286	1,634
Electronics Stores (Radio/TV)	15,557	3,889	12,963	17,561	4,390	14,633
Sporting Goods	8,127	2,031	10,155	9,174	2,294	11,470
Gift, Novelty, Souvenirs	4,064	1,016	6,733	4,587	1,146	7,640
Building Materials - Home Center	17,399	11,600	33,143	19,639	13,093	37,409
Retail Nurseries, Lawn and Garden	5,969	2,107	21,070	6,738	2,378	23,780