

**Humboldt, TN 5,10,15 Drive Time - Walmart**  
**Sitewise Online**  
**STI: Market Outlook Sales Potential**

STI: Market Outlook Sales Potential	Humboldt, TN 5,10,15 Drive Time - Walmart				Humboldt, TN 5,10,15 Drive Time - Walmart				Humboldt, TN 5,10,15 Drive Time - Walmart			
	Aggregate Potential Estimate	%	Average per Household	Market Index to USA	Aggregate Potential Estimate	%	Average per Household	Market Index to USA	Aggregate Potential Estimate	%	Average per Household	Market Index to USA
<b>Groceries &amp; other food items for human consumption off the premises</b>	<b>\$ 16,928,532</b>		<b>\$ 6,405</b>	<b>95</b>	<b>\$ 33,252,790</b>		<b>\$ 6,565</b>	<b>97</b>	<b>\$ 76,372,135</b>		<b>\$ 6,751</b>	<b>100</b>
Cereals and cereal products	\$ 802,090	5%	\$ 303	96	\$ 1,575,550	5%	\$ 311	98	\$ 3,618,588	5%	\$ 320	101
Bakery products	\$ 1,503,361	9%	\$ 569	95	\$ 2,953,058	9%	\$ 583	98	\$ 6,782,329	9%	\$ 600	100
Beef	\$ 953,158	6%	\$ 361	96	\$ 1,872,292	6%	\$ 370	98	\$ 4,300,119	6%	\$ 380	101
Pork	\$ 735,838	4%	\$ 278	97	\$ 1,445,411	4%	\$ 285	99	\$ 3,319,695	4%	\$ 293	102
Other meats	\$ 496,339	3%	\$ 188	95	\$ 974,960	3%	\$ 192	97	\$ 2,239,203	3%	\$ 198	100
Poultry	\$ 739,967	4%	\$ 280	96	\$ 1,453,521	4%	\$ 287	98	\$ 3,338,322	4%	\$ 295	101
Fish and seafood	\$ 541,217	3%	\$ 205	94	\$ 1,063,115	3%	\$ 210	97	\$ 2,441,672	3%	\$ 216	99
Eggs	\$ 257,875	2%	\$ 98	97	\$ 506,543	2%	\$ 100	100	\$ 1,163,383	2%	\$ 103	102
Fresh milk and cream	\$ 664,173	4%	\$ 251	97	\$ 1,304,638	4%	\$ 258	99	\$ 2,996,381	4%	\$ 265	102
Other dairy products	\$ 1,104,930	7%	\$ 418	94	\$ 2,170,418	7%	\$ 428	96	\$ 4,984,829	7%	\$ 441	99
Fresh fruits	\$ 1,145,279	7%	\$ 433	94	\$ 2,249,677	7%	\$ 444	96	\$ 5,166,863	7%	\$ 457	99
Fresh vegetables	\$ 1,024,800	6%	\$ 388	94	\$ 2,013,020	6%	\$ 397	97	\$ 4,623,331	6%	\$ 409	99
Processed fruits	\$ 490,219	3%	\$ 185	96	\$ 962,940	3%	\$ 190	98	\$ 2,211,599	3%	\$ 196	101
Processed vegetables	\$ 536,256	3%	\$ 203	95	\$ 1,053,370	3%	\$ 208	98	\$ 2,419,289	3%	\$ 214	101
Sugar and other sweets	\$ 566,660	3%	\$ 214	95	\$ 1,113,093	3%	\$ 220	97	\$ 2,556,457	3%	\$ 226	100
Fats and oils	\$ 503,489	3%	\$ 190	97	\$ 989,005	3%	\$ 195	99	\$ 2,271,463	3%	\$ 201	102
Miscellaneous foods	\$ 3,068,372	18%	\$ 1,161	94	\$ 6,027,216	18%	\$ 1,190	97	\$ 13,842,787	18%	\$ 1,224	100
Nonalcoholic beverages	\$ 1,653,100	10%	\$ 625	95	\$ 3,247,190	10%	\$ 641	98	\$ 7,457,865	10%	\$ 659	101
Food prepared by consumer unit on out-of-town trips	\$ 141,410	1%	\$ 53	82	\$ 277,772	1%	\$ 55	84	\$ 637,962	1%	\$ 56	87
<b>Meals &amp; nonalcoholic beverages for immediate consumption</b>	<b>\$ 9,587,386</b>		<b>\$ 3,627</b>	<b>78</b>	<b>\$ 18,832,543</b>		<b>\$ 3,718</b>	<b>80</b>	<b>\$ 43,252,961</b>		<b>\$ 3,824</b>	<b>83</b>
Lunch	\$ 3,014,042	31%	\$ 1,140	80	\$ 5,920,496	31%	\$ 1,169	82	\$ 13,597,683	31%	\$ 1,202	84
Dinner	\$ 4,776,047	50%	\$ 1,807	77	\$ 9,381,610	50%	\$ 1,852	79	\$ 21,546,871	50%	\$ 1,905	81
Snacks and nonalcoholic beverages	\$ 685,217	7%	\$ 259	78	\$ 1,345,974	7%	\$ 266	80	\$ 3,091,319	7%	\$ 273	82
Breakfast and brunch	\$ 1,112,079	12%	\$ 421	81	\$ 2,184,463	12%	\$ 431	83	\$ 5,017,089	12%	\$ 444	85
Alcoholic drinks served at the establishment	\$ 1,274,492		\$ 482	60	\$ 2,503,491		\$ 494	62	\$ 5,749,803		\$ 508	64
<b>Packaged liquor, wine, &amp; beer</b>	<b>\$ 1,596,979</b>		<b>\$ 604</b>	<b>80</b>	<b>\$ 3,136,953</b>		<b>\$ 619</b>	<b>82</b>	<b>\$ 7,204,688</b>		<b>\$ 637</b>	<b>84</b>
Beer and ale	\$ 793,834	50%	\$ 300	83	\$ 1,559,331	50%	\$ 308	85	\$ 3,581,337	50%	\$ 317	88
Whiskey	\$ 62,645	4%	\$ 24	79	\$ 123,053	4%	\$ 24	81	\$ 282,621	4%	\$ 25	84
Wine	\$ 582,915	37%	\$ 221	75	\$ 1,145,022	37%	\$ 226	77	\$ 2,629,789	37%	\$ 232	79
Other alcoholic beverages	\$ 157,586	10%	\$ 60	84	\$ 309,547	10%	\$ 61	86	\$ 710,941	10%	\$ 63	88
<b>Cigars, cigarettes, tobacco, &amp; smokers' accessories</b>	<b>\$ 1,396,892</b>		<b>\$ 528</b>	<b>91</b>	<b>\$ 2,743,923</b>		<b>\$ 542</b>	<b>94</b>	<b>\$ 6,302,006</b>		<b>\$ 557</b>	<b>96</b>
Cigarettes	\$ 1,264,189	91%	\$ 478	92	\$ 2,483,253	91%	\$ 490	94	\$ 5,703,321	91%	\$ 504	97
Other tobacco products	\$ 106,685	8%	\$ 40	89	\$ 209,563	8%	\$ 41	91	\$ 481,306	8%	\$ 43	94
Smoking accessories	\$ 26,018	2%	\$ 10	89	\$ 51,107	2%	\$ 10	92	\$ 117,379	2%	\$ 10	94
<b>Drugs, health aids, beauty aids, including cosmetics</b>	<b>\$ 12,425,523</b>		<b>\$ 4,701</b>	<b>\$ 24,407,508</b>		<b>\$ 4,819</b>	<b>\$ 56,057,060</b>		<b>\$ 4,956</b>			
Prescription drugs	\$ 1,916,199	15%	\$ 725	107	\$ 3,763,998	15%	\$ 743	110	\$ 8,644,827	15%	\$ 764	113
Nonprescription drugs	\$ 1,087,970	9%	\$ 412	107	\$ 2,137,103	9%	\$ 422	110	\$ 4,908,313	9%	\$ 434	113
Nonprescription vitamins	\$ 2,197,612	18%	\$ 831	88	\$ 4,316,779	18%	\$ 852	91	\$ 9,914,405	18%	\$ 876	93
Hearing aids	\$ 240,256	2%	\$ 91	92	\$ 471,937	2%	\$ 93	94	\$ 1,083,902	2%	\$ 96	97
Topicals and dressings	\$ 777,886	6%	\$ 294	105	\$ 1,528,004	6%	\$ 302	108	\$ 3,509,389	6%	\$ 310	111
Medical equipment for general use												
Supportive and convalescent medical equipment												
Personal care products	\$ 6,205,600	50%	\$ 2,348	105	\$ 12,189,688	50%	\$ 2,407	108	\$ 27,996,224	50%	\$ 2,475	111
Soaps, detergents, & household cleaners	\$ 633,527		\$ 240	91	\$ 1,244,440		\$ 246	93	\$ 2,858,124		\$ 253	96
Paper & related products	\$ 650,938		\$ 246	97	\$ 1,278,640		\$ 252	99	\$ 2,936,670		\$ 260	102
<b>Men's wear</b>	<b>\$ 1,213,713</b>		<b>\$ 459</b>	<b>77</b>	<b>\$ 2,384,102</b>		<b>\$ 471</b>	<b>79</b>	<b>\$ 5,475,596</b>		<b>\$ 484</b>	<b>81</b>
Men's suits	\$ 66,415	5%	\$ 25	67	\$ 130,459	5%	\$ 26	69	\$ 299,629	5%	\$ 26	71
Men's sportcoats, tailored jackets	\$ 25,956	2%	\$ 10	71	\$ 50,984	2%	\$ 10	73	\$ 117,095	2%	\$ 10	75
Men's coats and jackets	\$ 99,237	8%	\$ 38	76	\$ 194,931	8%	\$ 38	77	\$ 447,702	8%	\$ 40	80
Men's underwear	\$ 127,129	10%	\$ 48	79	\$ 249,719	10%	\$ 49	81	\$ 573,531	10%	\$ 51	83
Men's hosiery	\$ 61,039	5%	\$ 23	78	\$ 119,901	5%	\$ 24	80	\$ 275,378	5%	\$ 24	82
Men's nightwear	\$ 4,762	0%	\$ 2	76	\$ 9,355	0%	\$ 2	77	\$ 21,484	0%	\$ 2	80
Men's accessories	\$ 113,223	9%	\$ 43	74	\$ 222,405	9%	\$ 44	76	\$ 510,802	9%	\$ 45	78
Men's sweaters and vests	\$ 0	0%	\$ 0	\$ 0	\$ 0	0%	\$ 0	\$ 0	\$ 0	0%	\$ 0	
Men's active sportswear	\$ 58,416	5%	\$ 22	74	\$ 114,746	5%	\$ 23	76	\$ 263,539	5%	\$ 23	78
Men's shirts	\$ 330,865	27%	\$ 125	77	\$ 649,920	27%	\$ 128	79	\$ 1,492,679	27%	\$ 132	81
Men's pants and shorts	\$ 315,242	26%	\$ 119	79	\$ 619,230	26%	\$ 122	81	\$ 1,422,193	26%	\$ 126	84
Men's uniforms	\$ 8,588	1%	\$ 3	73	\$ 16,870	1%	\$ 3	75	\$ 38,745	1%	\$ 3	77
Men's costumes	\$ 2,841	0%	\$ 1	69	\$ 5,581	0%	\$ 1	71	\$ 12,819	0%	\$ 1	73
<b>Women's, juniors', &amp; misses' wear</b>	<b>\$ 3,079,884</b>		<b>\$ 1,165</b>	<b>81</b>	<b>\$ 6,049,826</b>		<b>\$ 1,194</b>	<b>83</b>	<b>\$ 13,894,715</b>		<b>\$ 1,228</b>	<b>85</b>
Women's coats and jackets	\$ 194,644	6%	\$ 74	79	\$ 382,341	6%	\$ 75	81	\$ 878,127	6%	\$ 78	84
Women's dresses	\$ 361,496	12%	\$ 137	76	\$ 710,089	12%	\$ 140	78	\$ 1,630,870	12%	\$ 144	81
Women's sportcoats, tailored jackets	\$ 16,530	1%	\$ 6	84	\$ 32,470	1%	\$ 6	86	\$ 74,573	1%	\$ 7	88
Women's vests and sweaters	\$ 0	0%	\$ 0	\$ 0	\$ 0	0%	\$ 0	\$ 0	\$ 0	0%	\$ 0	
Women's shirts, tops, blouses	\$ 898,658	29%	\$ 340	82	\$ 1,765,238	29%	\$ 349	84	\$ 4,054,247	29%	\$ 358	86
Women's skirts	\$ 74,194	2%	\$ 28	83	\$ 145,741	2%	\$ 29	85	\$ 334,726	2%	\$ 30	87
Women's pants and shorts	\$ 484,395	16%	\$ 183	80	\$ 951,498	16%	\$ 188	83	\$ 2,185,318	16%	\$ 193	85
Women's active sportswear	\$ 141,583	5%	\$ 54	77	\$ 278,113	5%	\$ 55	79	\$ 638,746	5%	\$ 56	81



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Women's sleep-wear	\$ 135,069	4%	\$ 51	85	\$ 265,317	4%	\$ 52	87	\$ 609,354	4%	\$ 54	90
Women's undergarments	\$ 234,451	8%	\$ 89	85	\$ 460,532	8%	\$ 91	87	\$ 1,057,711	8%	\$ 94	89
Women's hosiery	\$ 123,207	4%	\$ 47	84	\$ 242,017	4%	\$ 48	86	\$ 555,845	4%	\$ 49	89
Women's suits	\$ 25,330	1%	\$ 10	73	\$ 49,756	1%	\$ 10	75	\$ 114,275	1%	\$ 10	77
Women's accessories	\$ 360,654	12%	\$ 136	80	\$ 708,433	12%	\$ 140	82	\$ 1,627,068	12%	\$ 144	84
Women's uniforms	\$ 24,012	1%	\$ 9	77	\$ 47,166	1%	\$ 9	79	\$ 108,327	1%	\$ 10	82
Women's costumes	\$ 5,659	0%	\$ 2	74	\$ 11,115	0%	\$ 2	75	\$ 25,527	0%	\$ 2	78
<b>Children's wear &amp; infants' &amp; toddlers' clothing &amp; accessories</b>	<b>\$ 640,820</b>		<b>\$ 242</b>	<b>79</b>	<b>\$ 1,258,765</b>		<b>\$ 249</b>	<b>81</b>	<b>\$ 2,891,020</b>		<b>\$ 256</b>	<b>84</b>
Boys' coats and jackets	\$ 13,812	2%	\$ 5	81	\$ 27,131	2%	\$ 5	83	\$ 62,311	2%	\$ 6	86
Boys' sweaters	\$ 34,970	5%	\$ 13	78	\$ 68,692	5%	\$ 14	80	\$ 157,767	5%	\$ 14	82
Boys' shirts	\$ 0	0%	\$ 0		\$ 0	0%	\$ 0		\$ 0	0%	\$ 0	
Boys' underwear and nightwear	\$ 23,577	4%	\$ 9	76	\$ 46,312	4%	\$ 9	78	\$ 106,362	4%	\$ 9	80
Boys' hosiery	\$ 11,203	2%	\$ 4	84	\$ 22,006	2%	\$ 4	86	\$ 50,542	2%	\$ 4	88
Boys' accessories	\$ 10,938	2%	\$ 4	73	\$ 21,485	2%	\$ 4	75	\$ 49,345	2%	\$ 4	77
Boys' suits, sportcoats, vests	\$ 2,859	0%	\$ 1	73	\$ 5,616	0%	\$ 1	75	\$ 12,898	0%	\$ 1	77
Boys' pants and shorts	\$ 70,850	11%	\$ 27	78	\$ 139,171	11%	\$ 27	80	\$ 319,633	11%	\$ 28	83
Boys' uniforms	\$ 3,137	0%	\$ 1	65	\$ 6,161	0%	\$ 1	67	\$ 14,149	0%	\$ 1	69
Boys' active sportswear	\$ 6,828	1%	\$ 3	79	\$ 13,414	1%	\$ 3	81	\$ 30,807	1%	\$ 3	83
Boys' costumes	\$ 3,322	1%	\$ 1	76	\$ 6,525	1%	\$ 1	78	\$ 14,984	1%	\$ 1	80
Girls' coats and jackets	\$ 11,044	2%	\$ 4	78	\$ 21,694	2%	\$ 4	80	\$ 49,825	2%	\$ 4	82
Girls' dresses, suits	\$ 42,427	7%	\$ 16	74	\$ 83,339	7%	\$ 16	76	\$ 191,406	7%	\$ 17	78
Girls' shirts, blouses, sweaters	\$ 74,916	12%	\$ 28	76	\$ 147,157	12%	\$ 29	78	\$ 337,977	12%	\$ 30	80
Girls' pants and shorts	\$ 59,988	9%	\$ 23	78	\$ 117,835	9%	\$ 23	80	\$ 270,634	9%	\$ 24	82
Girls' active sportswear	\$ 26,914	4%	\$ 10	78	\$ 52,869	4%	\$ 10	80	\$ 121,424	4%	\$ 11	82
Girls' underwear and sleepwear	\$ 10,151	2%	\$ 4	77	\$ 19,940	2%	\$ 4	79	\$ 45,798	2%	\$ 4	81
Girls' hosiery	\$ 16,956	3%	\$ 6	80	\$ 33,306	3%	\$ 6	82	\$ 76,496	3%	\$ 7	84
Girls' accessories	\$ 18,029	3%	\$ 7	80	\$ 35,415	3%	\$ 7	82	\$ 81,338	3%	\$ 7	85
Girls' uniforms	\$ 8,330	1%	\$ 3	84	\$ 16,362	1%	\$ 3	86	\$ 37,580	1%	\$ 3	88
Girls' costumes	\$ 3,487	1%	\$ 1	73	\$ 6,851	1%	\$ 1	75	\$ 15,736	1%	\$ 1	77
Infant coat, jacket, snowsuit	\$ 3,363	1%	\$ 1	87	\$ 6,606	1%	\$ 1	89	\$ 15,171	1%	\$ 1	92
Infant dresses, outerwear	\$ 26,732	4%	\$ 10	80	\$ 52,511	4%	\$ 10	82	\$ 120,605	4%	\$ 11	85
Infant undergarments	\$ 126,324	20%	\$ 48	85	\$ 248,139	20%	\$ 49	87	\$ 569,905	20%	\$ 50	90
Infant nightwear, loungewear	\$ 2,547	0%	\$ 1	85	\$ 5,003	0%	\$ 1	87	\$ 11,487	0%	\$ 1	90
Infant accessories	\$ 28,116	4%	\$ 11	86	\$ 55,227	4%	\$ 11	88	\$ 126,840	4%	\$ 11	90
<b>Footwear, including accessories</b>	<b>\$ 1,133,558</b>		<b>\$ 429</b>	<b>78</b>	<b>\$ 2,226,654</b>		<b>\$ 440</b>	<b>80</b>	<b>\$ 5,113,986</b>		<b>\$ 452</b>	<b>82</b>
Men's footwear	\$ 357,711	32%	\$ 135	77	\$ 702,653	32%	\$ 139	79	\$ 1,613,794	32%	\$ 143	81
Boys' footwear	\$ 125,112	11%	\$ 47	78	\$ 245,758	11%	\$ 49	80	\$ 564,435	11%	\$ 50	82
Women's footwear	\$ 543,209	48%	\$ 206	79	\$ 1,067,030	48%	\$ 211	81	\$ 2,450,661	48%	\$ 217	83
Girls' footwear	\$ 107,526	9%	\$ 41	77	\$ 211,213	9%	\$ 42	79	\$ 485,096	9%	\$ 43	81
Sewing, knitting materials & supplies	\$ 71,997		\$ 27	95	\$ 141,423		\$ 28	97	\$ 324,807		\$ 29	100
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$ 435,968		\$ 165	80	\$ 856,373		\$ 169	82	\$ 1,966,842		\$ 174	84
<b>Major household appliances</b>	<b>\$ 450,782</b>		<b>\$ 171</b>	<b>79</b>	<b>\$ 885,472</b>		<b>\$ 175</b>	<b>81</b>	<b>\$ 2,033,675</b>		<b>\$ 180</b>	<b>84</b>
Dishwashers (built-in), garbage disposals, range hoods	\$ 39,782	9%	\$ 15	72	\$ 78,144	9%	\$ 15	74	\$ 179,474	9%	\$ 16	76
Refrigerators, freezers	\$ 134,407	30%	\$ 51	82	\$ 264,015	30%	\$ 52	84	\$ 606,369	30%	\$ 54	86
Washing machines	\$ 119,681	27%	\$ 45	77	\$ 235,090	27%	\$ 46	79	\$ 539,935	27%	\$ 48	82
Clothes dryers	\$ 0	0%	\$ 0		\$ 0	0%	\$ 0		\$ 0	0%	\$ 0	
Cooking stoves, ovens	\$ 72,985	16%	\$ 28	81	\$ 143,365	16%	\$ 28	83	\$ 329,267	16%	\$ 29	85
Microwave ovens	\$ 24,707	5%	\$ 9	81	\$ 48,532	5%	\$ 10	83	\$ 111,464	5%	\$ 10	86
Electric floor cleaning equipment	\$ 45,408	10%	\$ 17	83	\$ 89,195	10%	\$ 18	85	\$ 204,856	10%	\$ 18	87
Sewing machines	\$ 13,812	3%	\$ 5	73	\$ 27,130	3%	\$ 5	75	\$ 62,310	3%	\$ 6	77
Small electric appliances	\$ 188,999		\$ 72	76	\$ 371,252		\$ 73	78	\$ 852,659		\$ 75	80
Televisions, video recorders, video cameras, video tapes, DVDs, etc.	\$ 809,712		\$ 306	77	\$ 1,590,521		\$ 314	79	\$ 3,652,973		\$ 323	82
Audio equipment & musical instruments & related materials	\$ 595,559		\$ 225	82	\$ 1,169,859		\$ 231	84	\$ 2,686,832		\$ 238	86
<b>Furniture, sleep equipment &amp; outdoor/patio furniture</b>	<b>\$ 1,353,691</b>		<b>\$ 512</b>	<b>55</b>	<b>\$ 2,659,062</b>		<b>\$ 525</b>	<b>57</b>	<b>\$ 6,107,111</b>		<b>\$ 540</b>	<b>58</b>
Mattress and springs	\$ 242,408	18%	\$ 92	55	\$ 476,163	18%	\$ 94	56	\$ 1,093,608	18%	\$ 97	58
Other bedroom furniture	\$ 235,305	17%	\$ 89	58	\$ 462,212	17%	\$ 91	59	\$ 1,061,569	17%	\$ 94	61
Sofas	\$ 354,212	26%	\$ 134	55	\$ 695,779	26%	\$ 137	57	\$ 1,598,007	26%	\$ 141	58
Living room chairs	\$ 150,828	11%	\$ 57	59	\$ 296,272	11%	\$ 58	60	\$ 680,453	11%	\$ 60	62
Living room tables	\$ 40,632	3%	\$ 15	53	\$ 79,815	3%	\$ 16	55	\$ 183,313	3%	\$ 16	56
Kitchen, dining room furniture	\$ 111,738	8%	\$ 42	52	\$ 219,488	8%	\$ 43	54	\$ 504,102	8%	\$ 45	55
Infants' furniture	\$ 24,984	2%	\$ 9	52	\$ 49,077	2%	\$ 10	53	\$ 112,715	2%	\$ 10	55
Outdoor furniture	\$ 53,028	4%	\$ 20	50	\$ 104,164	4%	\$ 21	51	\$ 239,235	4%	\$ 21	52
Wall units, cabinets and other occasional furniture	\$ 140,556	10%	\$ 53	56	\$ 276,094	10%	\$ 55	57	\$ 634,109	10%	\$ 56	59
Flooring & floor coverings	\$ 717,022		\$ 271	82	\$ 1,408,448		\$ 278	84	\$ 3,234,801		\$ 286	86
Computer hardware, software, & supplies, including gaming	\$ 1,010,494		\$ 382	53	\$ 1,984,917		\$ 392	54	\$ 4,558,785		\$ 403	55
Kitchenware & home furnishings	\$ 990,952		\$ 375	79	\$ 1,946,532		\$ 384	81	\$ 4,470,625		\$ 395	83
<b>Jewelry, including watches</b>	<b>\$ 1,027,567</b>		<b>\$ 389</b>	<b>96</b>	<b>\$ 2,018,453</b>		<b>\$ 398</b>	<b>99</b>	<b>\$ 4,635,807</b>		<b>\$ 410</b>	<b>101</b>
Jewelry	\$ 158,403	15%	\$ 60	85	\$ 311,150	15%	\$ 61	87	\$ 714,622	15%	\$ 63	90



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Watches	\$ 869,164	85%	\$ 329	98	\$ 1,707,303	85%	\$ 337	101	\$ 3,921,186	85%	\$ 347	104
Books/Periodicals	\$ 280,803		\$ 106	50	\$ 551,582		\$ 109	51	\$ 1,266,825		\$ 112	53
Photographic equipment & supplies	\$ 143,397		\$ 54	75	\$ 281,675		\$ 56	77	\$ 646,926		\$ 57	79
Toys, hobby goods, & games	\$ 621,542		\$ 235	85	\$ 1,220,898		\$ 241	88	\$ 2,804,055		\$ 248	90
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	\$ 203,295		\$ 77	69	\$ 399,333		\$ 79	71	\$ 917,155		\$ 81	73
<b>Sporting goods, including saddlery, bicycles &amp; motorized sport vehicles</b>	<b>\$ 1,032,239</b>		<b>\$ 391</b>	<b>89</b>	<b>\$ 2,027,631</b>		<b>\$ 400</b>	<b>91</b>	<b>\$ 4,656,885</b>		<b>\$ 412</b>	<b>93</b>
Athletic gear, game tables, and exercise equipment	\$ 255,432	25%	\$ 97	88	\$ 501,747	25%	\$ 99	91	\$ 1,152,368	25%	\$ 102	93
Bicycles	\$ 166,051	16%	\$ 63	92	\$ 326,176	16%	\$ 64	94	\$ 749,132	16%	\$ 66	97
Camping equipment	\$ 84,663	8%	\$ 32	92	\$ 166,305	8%	\$ 33	95	\$ 381,955	8%	\$ 34	97
Hunting and fishing equipment	\$ 402,657	39%	\$ 152	86	\$ 790,941	39%	\$ 156	88	\$ 1,816,565	39%	\$ 161	90
Winter sports equipment	\$ 29,086	3%	\$ 11	88	\$ 57,133	3%	\$ 11	91	\$ 131,217	3%	\$ 12	93
Water sports equipment	\$ 28,563	3%	\$ 11	91	\$ 56,106	3%	\$ 11	93	\$ 128,857	3%	\$ 11	96
Other sports equipment	\$ 65,786	6%	\$ 25	96	\$ 129,224	6%	\$ 26	99	\$ 296,791	6%	\$ 26	101
Hardware, tools, & plumbing & electrical supplies	\$ 1,507,459		\$ 570	84	\$ 2,961,109		\$ 585	86	\$ 6,800,821		\$ 601	89
Lawn, garden, & farm equipment & supplies	\$ 1,601,538		\$ 606	93	\$ 3,145,909		\$ 621	95	\$ 7,225,251		\$ 639	98
Dimensional lumber & other building/structural materials & supplies	\$ 2,202,827		\$ 833	83	\$ 4,327,024		\$ 854	85	\$ 9,937,936		\$ 879	88
Paint & sundries / Wallpaper & other flexible wallcoverings	\$ 408,159		\$ 154	84	\$ 801,748		\$ 158	86	\$ 1,841,385		\$ 163	89
<b>Autos, cars, vans, trucks &amp; motorcycles</b>	<b>\$ 12,978,721</b>		<b>\$ 4,910</b>	<b>73</b>	<b>\$ 25,494,158</b>		<b>\$ 5,033</b>	<b>75</b>	<b>\$ 58,552,783</b>		<b>\$ 5,176</b>	<b>77</b>
Cars and trucks, new	\$ 6,110,730	47%	\$ 2,312	69	\$ 12,003,334	47%	\$ 2,370	71	\$ 27,568,221	47%	\$ 2,437	73
Cars and trucks, used	\$ 6,867,991	53%	\$ 2,598	76	\$ 13,490,825	53%	\$ 2,663	78	\$ 30,984,563	53%	\$ 2,739	80
Automotive fuels	\$ 6,587,958		\$ 2,492	77	\$ 12,940,755		\$ 2,555	79	\$ 29,721,212		\$ 2,627	82
Automotive lubricants, including oil, greases, etc.	\$ 198,307		\$ 75	90	\$ 389,535		\$ 77	92	\$ 894,649		\$ 79	95
Automotive tires, tubes, batteries, parts, accessories	\$ 2,506,165		\$ 948	78	\$ 4,922,872		\$ 972	80	\$ 11,306,428		\$ 1,000	83
Household fuels, including oil, LP gas, wood, coal	\$ 437,339		\$ 165	101	\$ 859,068		\$ 170	103	\$ 1,973,034		\$ 174	106
<b>Pets, pet foods, &amp; pet supplies</b>	<b>\$ 630,593</b>		<b>\$ 239</b>	<b>86</b>	<b>\$ 1,238,678</b>		<b>\$ 245</b>	<b>88</b>	<b>\$ 2,844,889</b>		<b>\$ 251</b>	<b>91</b>
Pet food	\$ 393,564	62%	\$ 149	87	\$ 773,079	62%	\$ 153	89	\$ 1,775,540	62%	\$ 157	92
Pet purchase, supplies, and medicine	\$ 237,029	38%	\$ 90	85	\$ 465,599	38%	\$ 92	87	\$ 1,069,349	38%	\$ 95	90
All other merchandise	\$ 3,473,091		\$ 1,314	84	\$ 6,822,209		\$ 1,347	86	\$ 15,668,661		\$ 1,385	88
Retailer Services	\$ 2,695,114		\$ 1,020	75	\$ 5,294,023		\$ 1,045	77	\$ 12,158,856		\$ 1,075	79