

APPENDIX 4-G: BUZZARDS BAY MARKET AREA TOTAL CONSUMER DEMAND AND RETAIL SALES 2005							
Business Sector	Primary Trade Area (PTA)*			Exported \$ Outside PTA	Estimated Supportable SF**		
	Demand	% of Total	Sales as % of Total		Low	Medium	High
Electronics and Appliance Stores-443	\$11,793,025	2.3%	0.8%	\$7,429,156.00	502	879	1256
Household Appliances Stores-443111	\$2,138,190	0.4%	0.3%	\$348,797.00	48	84	120
Radio, Television, Electronics Stores-443112	\$6,779,729	1.3%	1.6%	\$5,596,031	361	632	903
Computer and Software Stores-44312	\$2,382,154	0.5%	0.3%	\$991,376.00	61	107	153
Camera and Photographic Equipment Stores-44313	\$492,952	0.1%	0.0%	\$492,952	32	57	81
Building Material Garden Equip Stores-444	\$58,974,881	11.4%	6.0%	\$28,283,586	1,618	2,831	4,044
Home Centers-44411	\$20,791,535	4.0%	0.4%	\$18,331,097	1,047	1,833	2,619
Other Building Materials Dealers-44419	\$18,099,714	3.5%	2.2%	\$5,690,331	285	498	711
Building Materials, Lumberyards-44191	\$9,436,565	1.8%	1.2%	\$3,015,000	161	281	402
Outdoor Power Equipment Stores-44421	\$820,673	0.2%	0.0%	\$820,673	82	144	107
Nursery and Garden Centers-44422	\$4,437,060	0.9%	0.7%	\$426,485	43	75	107
Food and Beverage Stores-445	\$63,224,336	12.2%	10.1%	\$28,558,591	1,428	2,498	3,569
Supermarkets, Grocery (Ex conv) Stores-44511	\$54,278,513	10.5%	4.7%	\$28,526,471	1,426	2,496	3,566
Specialty Food Stores-4452	\$1,963,412	0.4%	0.3%	\$32,120	1	2	3
Health and Personal Care Stores-4446	\$23,117,798	4.5%	5.6%	\$2,514,162	176	308	440
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$808,701	0.2%	0.0%	\$808,701	48	83	119
Optical Goods Stores-44613	\$927,375	0.2%	0.0%	\$824,556	58	101	145
Other Health and Personal Care Stores-44619	\$1,472,224	0.3%	0.1%	\$880,905	70	123	176
Clothing and Clothing Accessories Stores-448	\$23,318,621	4.5%	4.2%	\$3,029,138	215	376	537
Men's Clothing Stores-44811	\$1,113,862	0.2%	0.0%	\$920,792	94	165	236
Children's, infants Clothing Stores-44813	\$934,466	0.2%	0.0%	\$934,466	59	104	148
Clothing Accessories Stores-44815	\$395,177	0.1%	0.1%	\$4,592	0	1	1
Other Clothing Stores -44819	\$1,131,360	0.2%	0.2%	\$299,101	24	42	60
Jewelry Stores-44831	\$3,098,411	0.6%	0.4%	\$870,187	37	64	92
Sporting Goods, hobby Book Music Stores-451	\$9,192,775	1.8%	1.2%	\$4,879,544	651	1,140	1,628
Hobby, Toys and Games Stores-45112	\$2,046,576	0.4%	0.1%	\$1,588,462	176	309	441
Sew Needlework Piece Goods Stores-45113	\$452,824	0.1%	0.0%	\$286,573	46	80	115
Musical Instrument and Supplies Stores-45114	\$596,850	0.1%	0.0%	\$394,478	38	67	96
Book Stores-451211	\$1,995,629	0.4%	0.1%	\$1,688,037	307	537	767
News Dealers and Newstands-45212	\$125,684	0.0%	0.0%	\$76,425	3	5	7
Prerecorded Tapes, CDs, Record Stores-45122	\$845,669	0.2%	0.0%	\$845,669	81	141	201
General Merchandise Stores-452	\$62,720,480	12.1%	8.1%	\$32,180,461	2,296	4,017	5,739
Warehouse Clubs and Super Stores-45291	\$29,305,035	5.7%	0.0%	\$29,305,035	2,131	3,730	5,328
All Other General Merchandise Stores-45299	\$4,674,235	0.9%	0.3%	\$2,875,426	164	288	411
Miscellaneous Store Retailers-453	\$13,732,403	2.7%	3.4%	\$2,004,959	165	288	412
Florists-4531	\$1,004,393	0.2%	0.1%	\$309,515	34	60	86
Office Supplies and Stationery Stores-45321	\$3,108,798	0.6%	0.3%	\$1,695,444	130	228	326
Foodservice and Drinking Places	\$48,662,902	9.4%	11.7%	\$4,545,354	276	483	690
Limited Service Eating Places-7222	\$20,329,252	3.9%	3.6%	\$254,849	10	17	25
Special Foodservices-7223	\$4,069,736	0.8%	0.2%	\$2,778,466	185	324	463
Drinking Places-Alcoholic Beverages-7224	\$2,288,174	0.4%	0.1%	\$1,512,039	81	141	202
TOTAL	\$314,737,221	61%	51%	\$113,424,951	7,327	12,820	18,315

Source: Caritas and RKG Associates

* The Primary Trade Area for Buzzards Bay was determined by RKG to be a 10-minute drive to Main Street

** Estimated Supportable Square Feet Estimates are provided by the Urban Land Institute in constant 2005 dollars