

Buxton's CommunityID Study conducted for the City of Newberry, SC

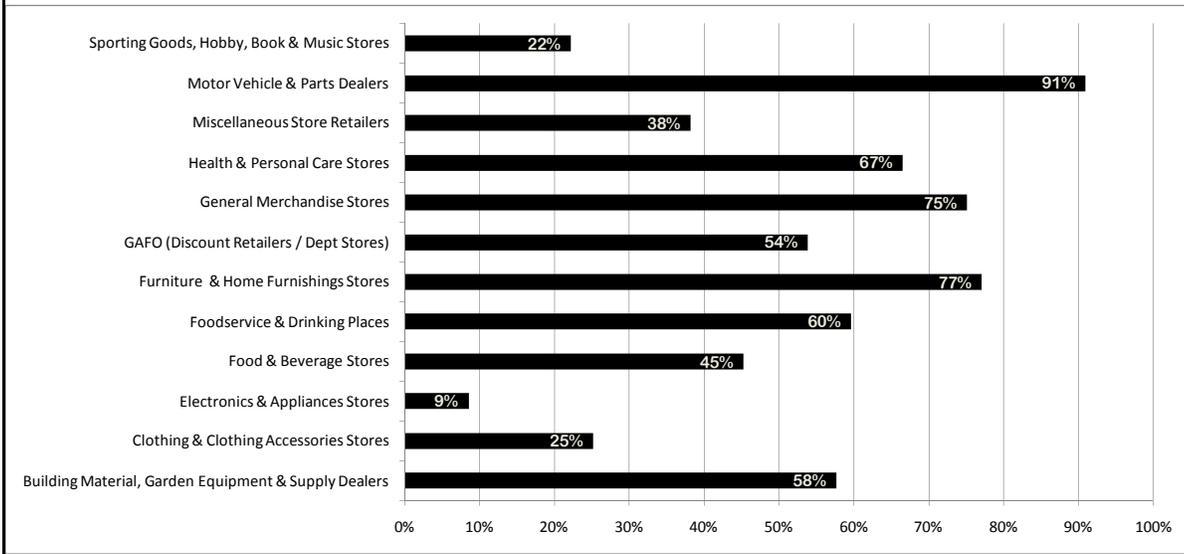
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Actual Sales: Actual revenue currently generated by sales/service in the geographical trade area.

Leakage/Surplus: Gap between potential and actual sales/service revenue showing available market share remaining within the geographical trade area.

Capture Index: Shows actual percentage of potential revenue being captured within a geographical trade area

MAJOR STORE TYPE	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Building Material, Garden Equipment & Supply Dealers	\$ 49,127,660	\$ 28,330,540	\$ 20,797,120	58%
Clothing & Clothing Accessories Stores	\$ 17,771,780	\$ 4,470,307	\$ 13,301,473	25%
Electronics & Appliances Stores	\$ 9,372,098	\$ 800,169	\$ 8,571,929	9%
Food & Beverage Stores	\$ 51,607,722	\$ 23,363,142	\$ 28,244,580	45%
Foodservice & Drinking Places	\$ 31,869,322	\$ 19,000,290	\$ 12,869,032	60%
Furniture & Home Furnishings Stores	\$ 9,920,002	\$ 7,646,098	\$ 2,273,904	77%
GAFO (Discount Retailers / Dept Stores)	\$ 99,693,896	\$ 53,670,905	\$ 46,022,991	54%
General Merchandise Stores	\$ 51,016,519	\$ 38,323,647	\$ 12,692,872	75%
Health & Personal Care Stores	\$ 24,774,449	\$ 16,478,701	\$ 8,295,748	67%
Miscellaneous Store Retailers	\$ 10,388,684	\$ 3,962,930	\$ 6,425,754	38%
Motor Vehicle & Parts Dealers	\$ 92,832,080	\$ 84,380,776	\$ 8,451,304	91%
Sporting Goods, Hobby, Book & Music Stores	\$ 7,721,608	\$ 1,715,341	\$ 6,006,267	22%
Total Retail Sales (Including Food Service / Drinking)	\$ 456,095,820	\$ 282,142,846	\$ 173,952,974	62%



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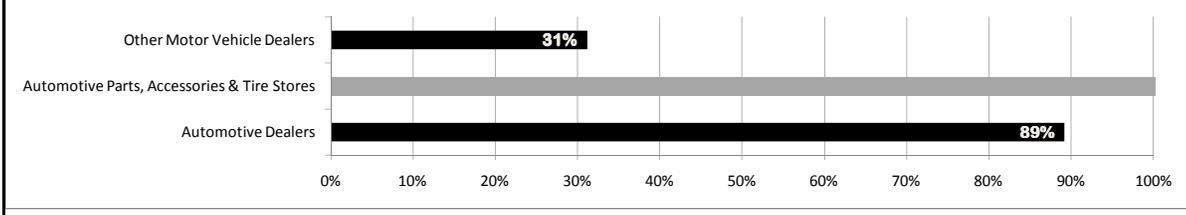
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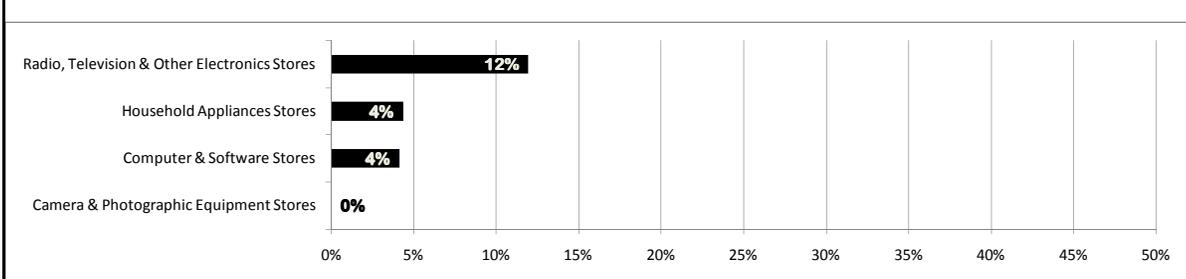
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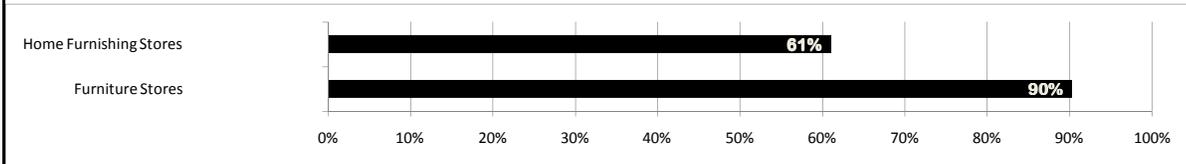
MOTOR VEHICLES & PARTS	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Automotive Dealers	\$ 80,579,776	\$ 71,859,498	\$ 8,720,278	89%
Automotive Parts, Accessories & Tire Stores	\$ 6,910,188	\$ 10,856,953	\$ (3,946,765)	157%
Other Motor Vehicle Dealers	\$ 5,342,114	\$ 1,664,325	\$ 3,677,789	31%
Motor Vehicle & Parts Total:	\$ 92,832,078	\$ 84,380,776	\$ 8,451,302	91%



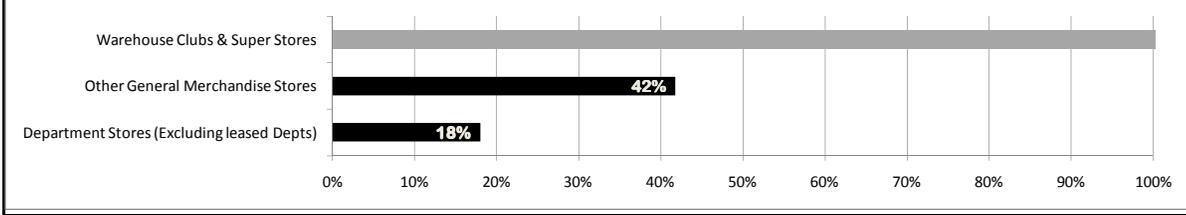
ELECTRONICS & APPLIANCES	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Camera & Photographic Equipment Stores	\$ 337,141	\$ -	\$ 337,141	0%
Computer & Software Stores	\$ 1,985,814	\$ 82,299	\$ 1,903,515	4%
Household Appliances Stores	\$ 1,644,241	\$ 71,869	\$ 1,572,372	4%
Radio, Television & Other Electronics Stores	\$ 5,404,900	\$ 646,001	\$ 4,758,899	12%
Electronics & Appliances Total:	\$ 9,372,096	\$ 800,169	\$ 8,571,927	9%



FURNITURE & HOME FURNISHINGS	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Furniture Stores	\$ 5,428,452	\$ 4,902,622	\$ 525,830	90%
Home Furnishing Stores	\$ 4,491,550	\$ 2,743,476	\$ 1,748,074	61%
Furniture & Home Furnishings Total:	\$ 9,920,002	\$ 7,646,098	\$ 2,273,904	77%



GENERAL MERCHANDISE	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Department Stores (Excluding leased Depts)	\$ 23,968,402	\$ 4,309,003	\$ 19,659,399	18%
Other General Merchandise Stores	\$ 3,719,851	\$ 1,552,873	\$ 2,166,978	42%
Warehouse Clubs & Super Stores	\$ 23,328,265	\$ 32,461,771	\$ (9,133,506)	139%
General Merchandise Total:	\$ 51,016,518	\$ 38,323,647	\$ 12,692,871	75%



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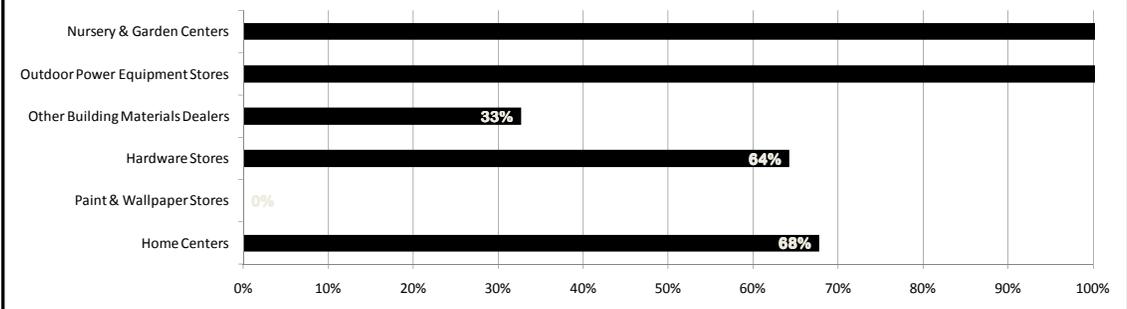
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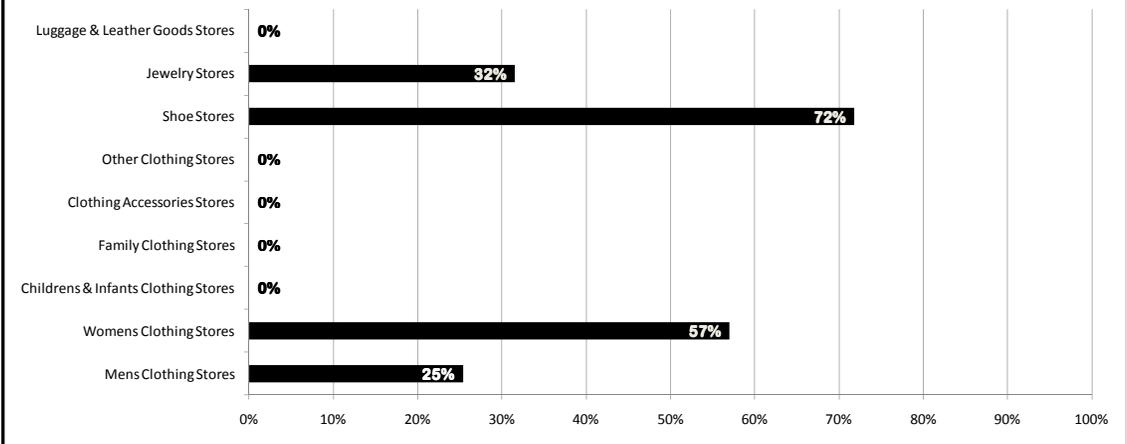
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BUILDING MATERIALS, GARDEN EQUIPMENT AND SUPPLIES	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Home Centers	\$ 17,722,886	\$ 12,014,997	\$ 5,707,889	68%
Paint & Wallpaper Stores	\$ 974,093	\$ -	\$ 974,093	0%
Hardware Stores	\$ 3,516,515	\$ 2,259,720	\$ 1,256,795	64%
Other Building Materials Dealers	\$ 23,108,164	\$ 7,561,778	\$ 15,546,386	33%
Outdoor Power Equipment Stores	\$ 624,275	\$ 1,344,042	\$ (719,767)	215%
Nursery & Garden Centers	\$ 3,181,724	\$ 5,122,998	\$ (1,941,274)	161%
Building Material, Garden & Supply Total:	\$ 49,127,657	\$ 28,303,535	\$ 20,824,122	58%



CLOTHING & CLOTHING ACCESSORIES	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Mens Clothing Stores	\$ 886,629	\$ 225,001	\$ 661,628	25%
Womens Clothing Stores	\$ 3,118,516	\$ 1,777,158	\$ 1,341,358	57%
Childrens & Infants Clothing Stores	\$ 822,068	\$ -	\$ 822,068	0%
Family Clothing Stores	\$ 7,076,203	\$ -	\$ 7,076,203	0%
Clothing Accessories Stores	\$ 271,008	\$ -	\$ 271,008	0%
Other Clothing Stores	\$ 822,159	\$ -	\$ 822,159	0%
Shoe Stores	\$ 2,534,398	\$ 1,819,998	\$ 714,400	72%
Jewelry Stores	\$ 2,055,278	\$ 648,000	\$ 1,407,278	32%
Luggage & Leather Goods Stores	\$ 185,516	\$ -	\$ 185,516	0%
Clothing & Clothing Accessories Total:	\$ 17,771,775	\$ 4,470,157	\$ 13,301,618	25%



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FOODS & BEVERAGES	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Supermarkets and Other Grocery	\$ 45,093,994	\$ 21,560,009	\$ 23,533,985	48%
Convenience Stores	\$ 2,339,759	\$ 1,305,528	\$ 1,034,231	56%
Specialty Food Stores	\$ 1,466,193	\$ 93,780	\$ 1,372,413	6%
Beer, Wine and Liquor Stores	\$ 2,707,774	\$ 403,823	\$ 2,303,951	15%
Foods & Beverages Total:	\$ 51,607,720	\$ 23,363,140	\$ 28,244,580	45%

Category	Capture Index (%)
Supermarkets and Other Grocery	48%
Convenience Stores	56%
Beer, Wine and Liquor Stores	15%
Specialty Food Stores	6%

FOODSERVICE & DRINKING PLACES	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Full-Service Restaurants	\$ 14,506,990	\$ 7,389,000	\$ (7,117,990)	51%
Limited-Service Eating Places	\$ 13,329,784	\$ 8,377,709	\$ (4,952,075)	63%
Special Foodservice	\$ 2,757,188	\$ 3,027,130	\$ 269,942	110%
Drinking Establishments	\$ 1,275,357	\$ 206,450	\$ (1,068,907)	16%
Foodservice and Drinking Places Total:	\$ 31,869,319	\$ 19,000,289	\$ (12,869,030)	60%

Category	Capture Index (%)
Drinking Establishments	16%
Special Foodservice	110%
Limited-Service Eating Places	63%
Full-Service Restaurants	51%

HEALTH & PERSONAL CARE	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Pharmacies & Drug Stores	\$ 21,696,097	\$ 16,087,681	\$ 5,608,416	74%
Cosmetics, Beauty Supplies & Perfume Stores	\$ 877,696	\$ 138,020	\$ 739,676	16%
Optical Goods Stores	\$ 645,672	\$ -	\$ 645,672	0%
Other Health & Personal Care Stores	\$ 1,554,983	\$ 252,999	\$ 1,301,984	16%
Health & Personal Care Total:	\$ 24,774,448	\$ 16,478,700	\$ 8,295,748	67%

Category	Capture Index (%)
Other Health & Personal Care Stores	16%
Optical Goods Stores	0%
Cosmetics, Beauty Supplies & Perfume Stores	16%
Pharmacies & Drug Stores	74%

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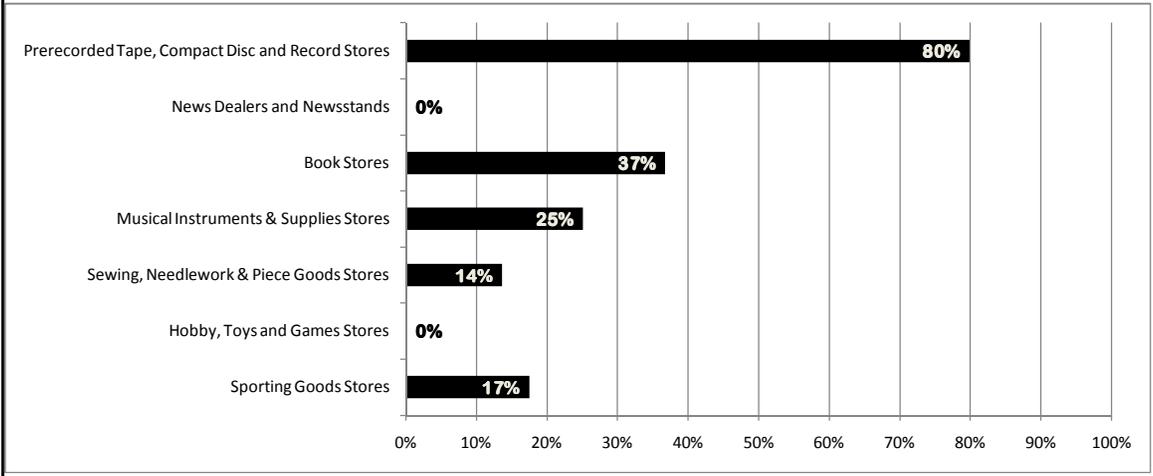
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SPORTING GOODS, HOBBY, BOOKS AND MUSIC	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Sporting Goods Stores	\$ 2,963,807	\$ 517,426	\$ 2,446,381	17%
Hobby, Toys and Games Stores	\$ 1,736,141	\$ -	\$ 1,736,141	0%
Sewing, Needlework & Piece Goods Stores	\$ 446,806	\$ 60,907	\$ 385,899	14%
Musical Instruments & Supplies Stores	\$ 442,648	\$ 111,002	\$ 331,646	25%
Book Stores	\$ 1,431,393	\$ 526,000	\$ 905,393	37%
News Dealers and Newsstands	\$ 74,957	\$ -	\$ 74,957	0%
Prerecorded Tape, Compact Disc and Record Stores	\$ 625,853	\$ 500,006	\$ 125,847	80%
Sporting Goods, Hobby, Book & Music Total:	\$ 7,721,605	\$ 1,715,341	\$ 6,006,264	22%



MISCELLANEOUS RETAILERS	POTENTIAL REVENUES	ACTUAL SALES	LEAKAGE / SURPLUS	CAPTURE INDEX
Florists	\$ 769,054	\$ 212,594	\$ 556,460	28%
Office Supplies & Stationery Stores	\$ 2,233,286	\$ 654,001	\$ 1,579,285	29%
Gift, Novelty & Souvenir Stores	\$ 1,658,600	\$ 61,339	\$ 1,597,261	4%
Used Merchandise Stores	\$ 829,965	\$ 933,665	\$ (103,700)	112%
Other Miscellaneous Store Retailers	\$ 4,897,777	\$ 2,101,330	\$ 2,796,447	43%
Miscellaneous Store Retailers Total:	\$ 10,388,682	\$ 3,962,929	\$ 6,425,753	38%

