Exhibit F:
Buxton Report
2014

The Buxton Report is a third party report that shows retail leakage and surplus analysis from the Muscatine area. Report shows the amount of business that is leaving the community in retail and services.
### Buxton Report

**Date: September 17, 2014**  
12-minute drive time around 41.449998, -91.091756

#### Population Demographics

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>25,582</td>
<td>26,244</td>
<td>26,443</td>
<td>26,755</td>
<td>2.6%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Population Density (Pop/Sq Mi)</td>
<td>469.39</td>
<td>327.54</td>
<td>329.99</td>
<td>333.88</td>
<td>-2.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Total Households</td>
<td>9,889</td>
<td>10,194</td>
<td>10,271</td>
<td>10,498</td>
<td>3.0%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

#### Population by Gender:

<table>
<thead>
<tr>
<th>Gender</th>
<th>2000</th>
<th>2010</th>
<th>2013A</th>
<th>2018</th>
<th>Percent Change 2000 to 2010</th>
<th>Percent Change 2013 to 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12,493</td>
<td>12,924</td>
<td>13,034</td>
<td>13,209</td>
<td>4.4%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Female</td>
<td>13,089</td>
<td>13,320</td>
<td>13,410</td>
<td>13,546</td>
<td>1.8%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

#### Population by Race/Ethnicity

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>White</td>
<td>23,271</td>
<td>23,253</td>
<td>23,267</td>
<td>23,494</td>
<td>-0.1%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Black</td>
<td>253</td>
<td>247</td>
<td>267</td>
<td>276</td>
<td>9.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>83</td>
<td>114</td>
<td>123</td>
<td>124</td>
<td>44.9%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Asian/Native Hawaiian/Other Pacific Islander</td>
<td>172</td>
<td>223</td>
<td>232</td>
<td>241</td>
<td>31.7%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>1,452</td>
<td>1,508</td>
<td>1,589</td>
<td>1,633</td>
<td>3.7%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>347</td>
<td>538</td>
<td>563</td>
<td>594</td>
<td>62.9%</td>
<td>55.3%</td>
</tr>
<tr>
<td>Hispanic Ethnicity</td>
<td>2,991</td>
<td>4,059</td>
<td>4,284</td>
<td>4,528</td>
<td>41.2%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>22,590</td>
<td>22,181</td>
<td>22,159</td>
<td>22,227</td>
<td>-1.6%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

#### Population by Age:

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>0 to 4</td>
<td>1,839</td>
<td>1,973</td>
<td>1,984</td>
<td>1,951</td>
<td>7.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>5 to 14</td>
<td>3,056</td>
<td>3,042</td>
<td>3,056</td>
<td>3,065</td>
<td>-0.2%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>15 to 24</td>
<td>1,858</td>
<td>1,852</td>
<td>1,767</td>
<td>1,721</td>
<td>-5.2%</td>
<td>-4.2%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>1,986</td>
<td>1,472</td>
<td>1,931</td>
<td>1,961</td>
<td>-7.2%</td>
<td>-7.2%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>3,380</td>
<td>3,349</td>
<td>3,435</td>
<td>3,486</td>
<td>-1.6%</td>
<td>-1.6%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>3,944</td>
<td>3,291</td>
<td>3,260</td>
<td>3,174</td>
<td>-16.6%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>3,540</td>
<td>3,707</td>
<td>3,632</td>
<td>3,395</td>
<td>-5.6%</td>
<td>-6.5%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>2,196</td>
<td>3,216</td>
<td>3,333</td>
<td>3,000</td>
<td>46.5%</td>
<td>5.0%</td>
</tr>
<tr>
<td>75 to 84</td>
<td>1,711</td>
<td>1,811</td>
<td>1,870</td>
<td>2,256</td>
<td>5.9%</td>
<td>21.1%</td>
</tr>
<tr>
<td>85+</td>
<td>1,258</td>
<td>1,186</td>
<td>1,153</td>
<td>1,225</td>
<td>-6.4%</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

#### Median Age:

<table>
<thead>
<tr>
<th>Median Age</th>
<th>Total Population</th>
<th>2000</th>
<th>2018</th>
<th>Percent Change 2000 to 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>35.9</td>
<td>36.9</td>
<td>37.4</td>
<td>39.5</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------</td>
<td>-------------</td>
<td>-----------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Married, Spouse Present</td>
<td>10,957</td>
<td>10,246</td>
<td>10,182</td>
<td>10,372</td>
</tr>
<tr>
<td>Married, Spouse Absent</td>
<td>448</td>
<td>413</td>
<td>414</td>
<td>412</td>
</tr>
<tr>
<td>Divorced</td>
<td>2,216</td>
<td>2,030</td>
<td>2,001</td>
<td>2,005</td>
</tr>
<tr>
<td>Widowed</td>
<td>1,319</td>
<td>1,453</td>
<td>1,476</td>
<td>1,492</td>
</tr>
<tr>
<td>Never Married</td>
<td>4,527</td>
<td>5,479</td>
<td>5,502</td>
<td>5,679</td>
</tr>
<tr>
<td>Age 15+ Population</td>
<td>19,936</td>
<td>20,432</td>
<td>20,903</td>
<td>20,940</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grades K - 8</td>
<td>1,200</td>
<td>1,250</td>
<td>1,320</td>
<td>1,321</td>
<td>3.6%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Grades 9 - 12</td>
<td>1,878</td>
<td>1,935</td>
<td>2,000</td>
<td>2,108</td>
<td>2.5%</td>
<td>9.6%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>3,288</td>
<td>3,410</td>
<td>3,476</td>
<td>3,497</td>
<td>9.3%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>3,247</td>
<td>3,643</td>
<td>3,615</td>
<td>3,670</td>
<td>12.8%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Associates Degree</td>
<td>1,245</td>
<td>1,757</td>
<td>1,735</td>
<td>1,826</td>
<td>3.2%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>2,097</td>
<td>2,626</td>
<td>2,620</td>
<td>2,658</td>
<td>15.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>821</td>
<td>1,177</td>
<td>1,237</td>
<td>1,295</td>
<td>15.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>No Schooling Completed</td>
<td>116</td>
<td>178</td>
<td>175</td>
<td>174</td>
<td>52.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Age 25+ Population</td>
<td>18,242</td>
<td>17,108</td>
<td>17,175</td>
<td>17,658</td>
<td>5.8%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>
Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community’s retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called “a gap analysis” or “a supply and demand analysis” and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community’s trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community’s retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting a Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.
.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.
### Buxton Report

#### Households by Income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>2000 Census %</th>
<th>2010 Census %</th>
<th>2013A Estimates %</th>
<th>2018 Projections %</th>
<th>Percent Change 2000 to 2010</th>
<th>Percent Change 2013 to 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - $15,000</td>
<td>1,456</td>
<td>1,280</td>
<td>1,275</td>
<td>1,149</td>
<td>11.6%</td>
<td>-9.9%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>1,421</td>
<td>1,421</td>
<td>1,420</td>
<td>1,339</td>
<td>12.8%</td>
<td>-2.1%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>1,393</td>
<td>1,088</td>
<td>1,081</td>
<td>1,049</td>
<td>10.2%</td>
<td>-21.9%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>1,047</td>
<td>1,627</td>
<td>1,616</td>
<td>1,522</td>
<td>15.6%</td>
<td>-6.6%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>1,951</td>
<td>1,955</td>
<td>1,950</td>
<td>1,956</td>
<td>19.0%</td>
<td>-8.0%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>1,088</td>
<td>1,374</td>
<td>1,374</td>
<td>1,497</td>
<td>14.3%</td>
<td>24.8%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>463</td>
<td>1,046</td>
<td>1,077</td>
<td>1,399</td>
<td>12.9%</td>
<td>20.3%</td>
</tr>
<tr>
<td>$150,000 +</td>
<td>230</td>
<td>470</td>
<td>470</td>
<td>360</td>
<td>3.3%</td>
<td>92.2%</td>
</tr>
</tbody>
</table>

#### Average House Income

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Average HIncome</td>
<td>49,629</td>
<td>69,721</td>
<td>69,721</td>
<td>80,504</td>
<td>20.4%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Median HIncome</td>
<td>40,161</td>
<td>64,028</td>
<td>64,028</td>
<td>72,975</td>
<td>17.0%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>11,145</td>
<td>24,510</td>
<td>24,510</td>
<td>27,046</td>
<td>23.6%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

#### Employment

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Population 16+</td>
<td>19,562</td>
<td>20,869</td>
<td>20,191</td>
<td>20,578</td>
<td>2.3%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Popn 16+ Civilian, Employed</td>
<td>11,968</td>
<td>12,599</td>
<td>12,599</td>
<td>13,580</td>
<td>5.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Popn 16+ Civilian, Unemployed</td>
<td>198</td>
<td>755</td>
<td>755</td>
<td>304</td>
<td>100.4%</td>
<td>-33.2%</td>
</tr>
<tr>
<td>Popn 16+ In Armed Forces</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Popn 16+ Not in Labor Force</td>
<td>4,665</td>
<td>6,940</td>
<td>6,940</td>
<td>6,493</td>
<td>31.0%</td>
<td>-9.1%</td>
</tr>
</tbody>
</table>

#### Housing Units

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>10,419</td>
<td>11,096</td>
<td>11,183</td>
<td>11,467</td>
<td>6.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Total Occupied Housing Units</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Owner Occupied/Owned with a mortgage or loan</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>4,738</td>
<td>46.5%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Owner Occupied/Owned free and clear</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>2,533</td>
<td>24.9%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>2,514</td>
<td>2,895</td>
<td>2,895</td>
<td>2,982</td>
<td>31.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Vacant</td>
<td>330</td>
<td>912</td>
<td>912</td>
<td>989</td>
<td>86.6%</td>
<td>72.2%</td>
</tr>
</tbody>
</table>

#### Vehicles Available

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0 Vehicles Available</td>
<td>765</td>
<td>678</td>
<td>678</td>
<td>678</td>
<td>6.6%</td>
<td>-9.4%</td>
</tr>
<tr>
<td>1 Vehicle Available</td>
<td>3,271</td>
<td>3,535</td>
<td>3,535</td>
<td>3,535</td>
<td>34.9%</td>
<td>4.7%</td>
</tr>
<tr>
<td>2+ Vehicles Available</td>
<td>3,064</td>
<td>3,901</td>
<td>3,901</td>
<td>3,901</td>
<td>35.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Average Vehicles Per Household</td>
<td>1.60</td>
<td>1.95</td>
<td>1.94</td>
<td>1.94</td>
<td>18.8%</td>
<td>18.8%</td>
</tr>
</tbody>
</table>

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Buxton Report

Retail Leakage and Surplus Analysis

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1: Leakage/Surplus Index and Actual and Potential Sales by Major Store Types

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Actual Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle Parts &amp; Dealers</td>
<td>67,696,091</td>
<td>54,117,643</td>
<td>0.8</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishing Stores</td>
<td>7,084,295</td>
<td>7,136,586</td>
<td>1.0</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>8,303,327</td>
<td>7,398,655</td>
<td>0.9</td>
</tr>
<tr>
<td>Building Material &amp; Garden Equipment &amp; Supply Dealers</td>
<td>25,021,007</td>
<td>20,034,206</td>
<td>0.8</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>53,376,183</td>
<td>75,751,704</td>
<td>1.4</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>24,367,808</td>
<td>12,277,454</td>
<td>0.5</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>16,719,304</td>
<td>4,859,416</td>
<td>0.3</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, &amp; Music Stores</td>
<td>7,657,641</td>
<td>5,311,887</td>
<td>0.7</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>14,727,511</td>
<td>4,614,776</td>
<td>0.3</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>10,342,293</td>
<td>6,976,784</td>
<td>0.7</td>
</tr>
<tr>
<td>Foodservice &amp; Drinking Places</td>
<td>20,724,733</td>
<td>2,439,732</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>255,590,243</strong></td>
<td><strong>201,148,873</strong></td>
<td><strong>0.6</strong></td>
</tr>
</tbody>
</table>
### Retail Leakage and Surplus Analysis

#### Sub-Categories of Motor Vehicle Parts & Dealers

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Automotive Dealers</td>
<td>55,890,228</td>
<td>48,083,384</td>
<td>0.9</td>
</tr>
<tr>
<td>Expenditures at Other Motor Vehicle Dealers</td>
<td>4,827,151</td>
<td>585,950</td>
<td>0.1</td>
</tr>
<tr>
<td>Expenditures at Automotive Parts, Accessories, &amp; Tire Stores</td>
<td>6,948,712</td>
<td>5,448,300</td>
<td>0.2</td>
</tr>
<tr>
<td>Total Motor Vehicle Parts &amp; Dealers</td>
<td>67,666,091</td>
<td>54,117,643</td>
<td>0.8</td>
</tr>
</tbody>
</table>

### Retail Leakage and Surplus Analysis

#### Sub-Categories of Furniture & Home Furnishing Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Furniture Stores</td>
<td>3,876,903</td>
<td>3,335,948</td>
<td>0.9</td>
</tr>
<tr>
<td>Expenditures at Home Furnishing Stores</td>
<td>3,187,392</td>
<td>3,820,638</td>
<td>1.2</td>
</tr>
<tr>
<td>Total Furniture &amp; Home Furnishing Stores</td>
<td>7,064,295</td>
<td>7,156,586</td>
<td>1.0</td>
</tr>
</tbody>
</table>
Retail Leakage and Surplus Analysis

Sub-Categories of Electronics & Appliance Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Appliance, Television and Other Electronics Stores</td>
<td>6,206,189</td>
<td>4,427,846</td>
<td>0.7</td>
</tr>
<tr>
<td>Expenditures at Computer and Software Stores</td>
<td>1,823,136</td>
<td>2,970,809</td>
<td>1.6</td>
</tr>
<tr>
<td>Expenditures at Camera &amp; Photographic Equipment Stores</td>
<td>274,002</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total Electronics &amp; Appliance Stores</td>
<td>8,303,327</td>
<td>7,398,655</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Retail Leakage and Surplus Analysis

Sub-Categories of Building Material & Garden Equipment & Supply Dealers

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Home Centers</td>
<td>9,348,420</td>
<td>5,301,814</td>
<td>0.6</td>
</tr>
<tr>
<td>Expenditures at Paint and Wallpaper Stores</td>
<td>687,926</td>
<td>686,453</td>
<td>1.0</td>
</tr>
<tr>
<td>Expenditures at Hardware Stores</td>
<td>1,605,118</td>
<td>2,467,128</td>
<td>1.5</td>
</tr>
<tr>
<td>Expenditures at Other Building Materials Dealers</td>
<td>8,367,570</td>
<td>6,988,558</td>
<td>0.8</td>
</tr>
<tr>
<td>Expenditures at Outdoor Power Equipment Stores</td>
<td>797,551</td>
<td>376,558</td>
<td>0.5</td>
</tr>
<tr>
<td>Expenditures at Nursery and Garden centers</td>
<td>4,154,432</td>
<td>4,223,697</td>
<td>1.0</td>
</tr>
<tr>
<td>Total Building Material &amp; Garden Equipment &amp; Supply Dealers</td>
<td>25,021,007</td>
<td>20,024,206</td>
<td>0.8</td>
</tr>
</tbody>
</table>
Buxton Report

Retail Leakage and Surplus Analysis

Sub-Categories of Food & Beverage Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Supermarkets and Other Grocery (except Convenience) Stores</td>
<td>45,508,881</td>
<td>71,600,647</td>
<td>1.6</td>
</tr>
<tr>
<td>Expenditures at Convenience Stores</td>
<td>2,535,555</td>
<td>688,148</td>
<td>0.3</td>
</tr>
<tr>
<td>Expenditures at Specialty Food Stores</td>
<td>1,725,289</td>
<td>1,552,701</td>
<td>0.9</td>
</tr>
<tr>
<td>Expenditures at Beer, Wine, &amp; Liquor Stores</td>
<td>3,606,458</td>
<td>1,910,208</td>
<td>0.5</td>
</tr>
<tr>
<td>Total Food &amp; Beverage Stores</td>
<td>53,376,183</td>
<td>75,751,704</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Retail Leakage and Surplus Analysis

Sub-Categories of Health & Personal Care Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Pharmacies and Drug Stores</td>
<td>20,244,371</td>
<td>10,462,300</td>
<td>0.5</td>
</tr>
<tr>
<td>Expenditures at Cosmetics, Beauty Supplies and Perfume Stores</td>
<td>1,270,544</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Optical Goods Stores</td>
<td>1,119,771</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Other Health and Personal Care Stores</td>
<td>1,713,122</td>
<td>1,815,154</td>
<td>1.0</td>
</tr>
<tr>
<td>Total Health &amp; Personal Care Stores</td>
<td>24,367,808</td>
<td>12,277,454</td>
<td>0.3</td>
</tr>
</tbody>
</table>
### Sub-Categories of Clothing & Clothing Accessories Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Mens Clothing Stores</td>
<td>604,404</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Women's Clothing Stores</td>
<td>2,805,616</td>
<td>1,227,542</td>
<td>0.4</td>
</tr>
<tr>
<td>Expenditures at Children and Infant's Clothing Stores</td>
<td>998,550</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Family Clothing Stores</td>
<td>6,713,590</td>
<td>420,355</td>
<td>0.1</td>
</tr>
<tr>
<td>Expenditures at Clothing Accessories Stores</td>
<td>516,005</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Other Clothing Stores</td>
<td>1,031,287</td>
<td>926,953</td>
<td>0.9</td>
</tr>
<tr>
<td>Expenditures at Shoe Stores</td>
<td>1,984,334</td>
<td>1,333,183</td>
<td>0.7</td>
</tr>
<tr>
<td>Expenditures at Jewelry Stores</td>
<td>1,881,380</td>
<td>951,183</td>
<td>0.5</td>
</tr>
<tr>
<td>Expenditures at Leather Goods Stores</td>
<td>13,519</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total Clothing &amp; Clothing Accessories Stores</td>
<td>18,718,900</td>
<td>4,830,410</td>
<td></td>
</tr>
</tbody>
</table>

### Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Sporting Goods Stores</td>
<td>3,026,304</td>
<td>2,181,856</td>
<td>0.9</td>
</tr>
<tr>
<td>Expenditures at Hobby, Toys and Games Stores</td>
<td>1,660,113</td>
<td>278,216</td>
<td>0.2</td>
</tr>
<tr>
<td>Expenditures at Sew/Needlework/Place Goods Stores</td>
<td>219,496</td>
<td>77,290</td>
<td>0.4</td>
</tr>
<tr>
<td>Expenditures at Musical Instrument and Supplies Stores</td>
<td>314,413</td>
<td>197,340</td>
<td>0.6</td>
</tr>
<tr>
<td>Expenditures at Book Stores and News Dealers</td>
<td>1,546,791</td>
<td>958,848</td>
<td>0.6</td>
</tr>
<tr>
<td>Expenditures at Prerecorded Tape, Compact Disc, and Record Stores</td>
<td>290,034</td>
<td>818,197</td>
<td>2.8</td>
</tr>
<tr>
<td>Total Sporting Goods, Hobby, Book, &amp; Music Stores</td>
<td>7,637,941</td>
<td>5,511,387</td>
<td></td>
</tr>
</tbody>
</table>
Retail Leakage and Surplus Analysis

Sub-Categories of General Merchandise Stores

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Department Stores etc.</td>
<td>14,727,511</td>
<td>4,614,776</td>
<td>0.3</td>
</tr>
<tr>
<td>Total General Merchandise Stores</td>
<td>14,727,511</td>
<td>4,614,776</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Retail Leakage and Surplus Analysis

Sub-Categories of Miscellaneous Store Retailers

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Florists</td>
<td>665,346</td>
<td>694,413</td>
<td>1.0</td>
</tr>
<tr>
<td>Expenditures at Office Supplies and Stationery Stores</td>
<td>1,714,116</td>
<td>230,721</td>
<td>0.1</td>
</tr>
<tr>
<td>Expenditures at Gift, Novelty, and Souvenir Stores</td>
<td>1,333,647</td>
<td>548,791</td>
<td>0.4</td>
</tr>
<tr>
<td>Expenditures at Used Merchandise Stores</td>
<td>1,298,985</td>
<td>1,171,304</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Other Miscellaneous Store Retailers</td>
<td>5,550,109</td>
<td>4,322,565</td>
<td>0.8</td>
</tr>
<tr>
<td>Total Miscellaneous Store Retailers</td>
<td>10,362,293</td>
<td>6,976,794</td>
<td>0.7</td>
</tr>
</tbody>
</table>
Retail Leakage and Surplus Analysis

Sub-Categories of Foodservice & Drinking Places

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Potential</th>
<th>Estimated Sales</th>
<th>Surplus/Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures at Limited-service Eating Places</td>
<td>15,702,638</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Expenditures at Special Foodservices</td>
<td>3,357,766</td>
<td>754,043</td>
<td>0.3</td>
</tr>
<tr>
<td>Expenditures at Drinking Place - Alcoholic Beverages</td>
<td>1,664,377</td>
<td>1,705,709</td>
<td>1.0</td>
</tr>
<tr>
<td>Total Foodservice &amp; Drinking Places</td>
<td>20,724,783</td>
<td>2,459,052</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Sources and Methodology

The primary data sources used in the construction of the database include:

-- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
-- Census of Retail Trade, Merchandise Line Sales
-- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.