

# Samletown Retail Trade Overview

## Total Taxable and Gross Retail Sales

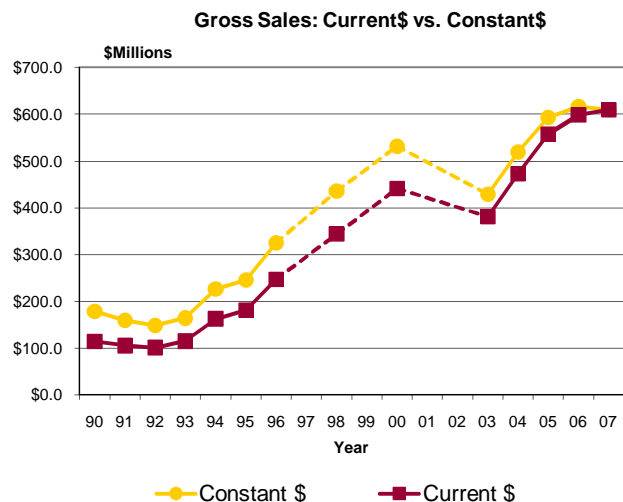
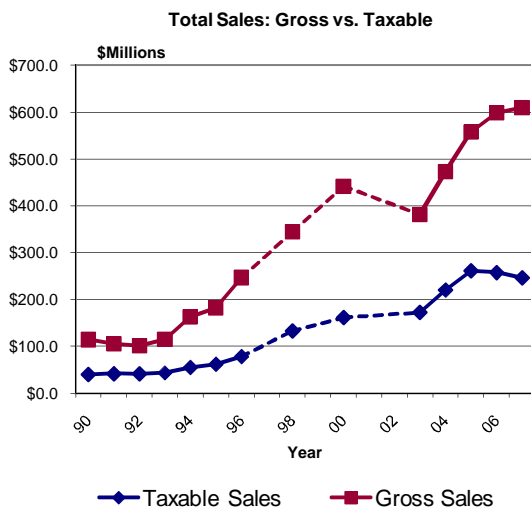
The table below presents gross and taxable retail and services sales for Samletown from 1990 through 2007. Taxable sales in Samletown increased 214.7 percent from 1996 to 2007, while the number of firms rose 22.5 percent. Statewide, taxable sales increased 62.3 percent over the same time period and the number of firms rose 11.4 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2007 dollars. These figures have been adjusted for inflation to reflect their value in 2007. For example, in 1990, taxable sales in Samletown totaled \$40.34 million, an amount worth \$63.03 million in 2007 dollars. In constant dollars, gross sales grew 87.8 percent between 1996 and 2007. Constant dollar taxable sales increased 139.2 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2007 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	11,220	\$114.37	\$40.34	\$178.70	\$63.03	299	\$3,595	0.82
1991	11,963	\$105.44	\$41.84	\$159.76	\$63.39	335	\$3,497	0.80
1992	12,543	\$101.29	\$41.48	\$148.95	\$60.99	352	\$3,307	0.68
1993	13,123	\$114.99	\$43.50	\$164.27	\$62.14	350	\$3,314	0.66
1994	13,597	\$162.75	\$55.23	\$226.04	\$76.70	389	\$4,062	0.74
1995	14,173	\$181.59	\$62.20	\$245.39	\$84.06	403	\$4,389	0.77
1996	14,874	\$246.81	\$78.37	\$324.75	\$103.11	427	\$5,269	0.79
1997	15,577	NA	NA	NA	NA	NA	\$0	NA
1998	16,172	\$344.22	\$132.59	\$435.73	\$167.83	452	\$8,199	1.18
1999	16,975	NA	NA	NA	NA	NA	\$0	NA
2000	16,447	\$441.62	\$161.59	\$532.07	\$194.69	480	\$9,825	1.29
2001	17,318	NA	NA	NA	NA	NA	\$0	NA
2002	18,170	NA	NA	NA	NA	NA	\$0	NA
2003	18,783	\$381.25	\$172.63	\$428.37	\$193.97	407	\$9,191	1.03
2004	20,224	\$472.73	\$220.47	\$519.48	\$242.28	460	\$10,901	1.18
2005	21,367	\$557.95	\$261.61	\$593.57	\$278.31	482	\$12,244	1.29
2006	22,285	\$598.21	\$257.90	\$616.71	\$265.88	481	\$11,573	1.20
2007	22,756	\$609.99	\$246.60	\$609.99	\$246.60	523	\$10,837	1.11
<b>11 yr Change</b>								
'96 to '07	53.0%	147.2%	214.7%	87.8%	139.2%	22.5%	105.7%	41.7%
<b>3 yr Change</b>								
'04 to '07	12.5%	29.0%	11.9%	17.4%	1.8%	13.7%	-0.6%	-5.4%

\*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

## Samletown: Total Retail Sales

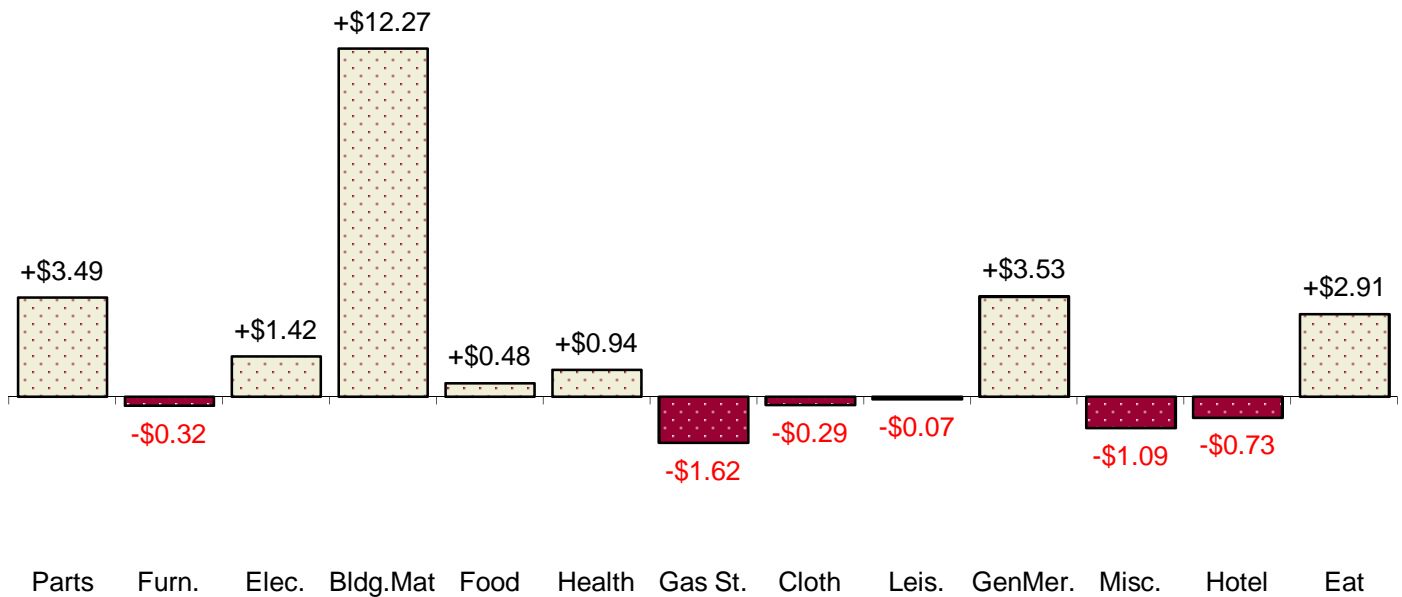


## Sampletown Components of Change, 2004 to 2007

Category	Taxable Sales 2004	Taxable Sales 2007	Dollar Change	Percent Change
Vehicles & Parts	\$11,549,088	\$15,042,164	+\$3,493,076	+30.25%
Furniture Stores	\$530,267	\$213,105	-\$317,162	-59.81%
Electronics	\$1,076,792	\$2,498,032	+\$1,421,240	+131.99%
Building Materials	\$55,569,688	\$67,839,926	+\$12,270,238	+22.08%
Food, Groceries	\$17,487,282	\$17,969,827	+\$482,545	+2.76%
Health, Personal Stores	\$1,771,854	\$2,715,677	+\$943,823	+53.27%
Gasoline Stations	\$5,622,059	\$3,999,233	-\$1,622,826	-28.87%
Apparel	\$1,658,257	\$1,370,882	-\$287,375	-17.33%
Leisure Goods	\$1,649,796	\$1,575,672	-\$74,124	-4.49%
General Merchandise Stores	\$59,855,204	\$63,388,289	+\$3,533,085	+5.90%
Miscellaneous Retail	\$16,686,692	\$15,593,592	-\$1,093,100	-6.55%
Accommodations	\$1,372,533	\$639,729	-\$732,804	-53.39%
Eating & Drinking	\$28,971,878	\$31,883,136	+\$2,911,258	+10.05%
<b>Total Retail and Services Sales</b>	<b>\$220,471,014</b>	<b>\$246,598,188</b>	<b>+\$26,127,174</b>	<b>+11.85%</b>

Figures not adjusted for inflation.

### Dollar Changes by Category (in Millions) 2004 to 2007

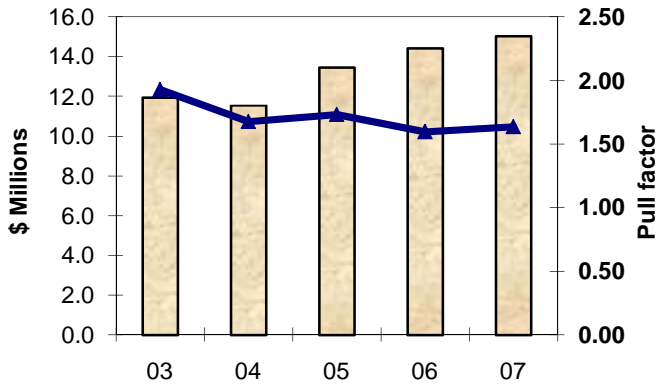


# Recent Trends By Merchandise Category

## Sampletown



### Vehicles & Parts

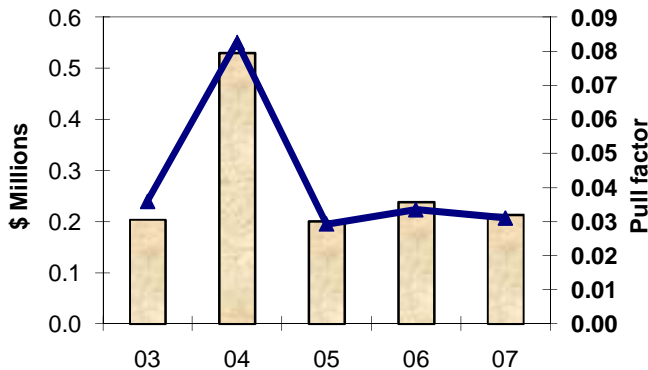


6.1% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$404 sales per capita

*Stores in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. This can include automobiles, campers, RV's, boats, out-board motors, sailboats, snowmobiles, motorcycles, and all terrain vehicles.*

### Furniture

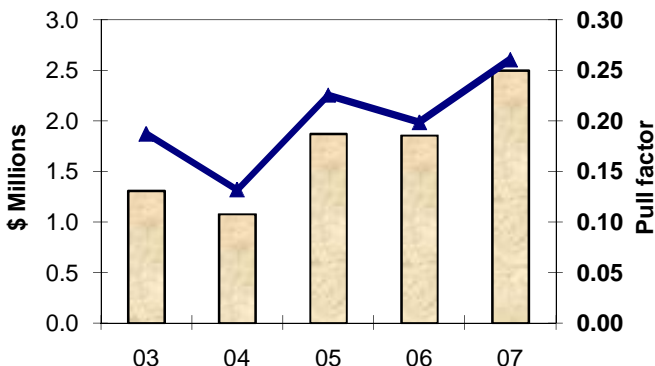


0.1% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$302 sales per capita

*Stores in the Furniture and Home Furnishings subsector retail new furniture and home furnishings from fixed point-of-sale locations. This can include bed stores, office furniture, carpet stores, window treatments, lamps, framing shops, linens, and kitchenware.*

### Electronics



1.0% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$421 sales per capita

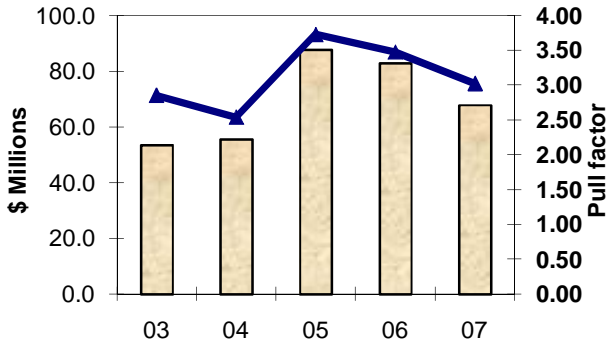
*Stores in the Electronics and Appliance subsector retail new electronics and appliances from point-of-sale locations. This can include household appliances, sewing machines, vacuum cleaners, computers, cameras, telephones, cell phones, televisions, and radios.*

# Recent Trends By Merchandise Category

## Samletown



### Building Materials

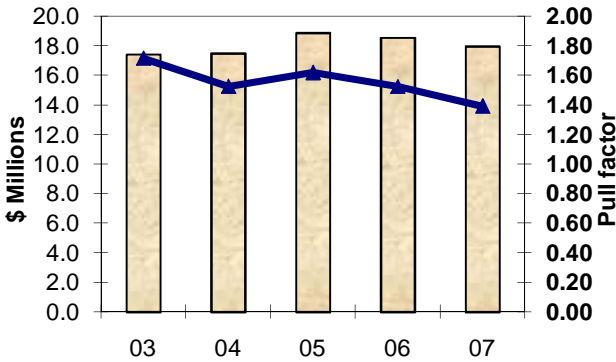


This page looks at several merchandise categories to chart the five-year trend in taxable sales and pull factor.

27.5% of Samletown's taxable sales in 2007  
Pull Factor 1.00 is \$987 sales per capita

*Stores in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies. This includes home improvement centers and stores that sell paint, wallpaper, ceramic tile, fencing, windows, roofing, siding, hardware, and plumbing.*

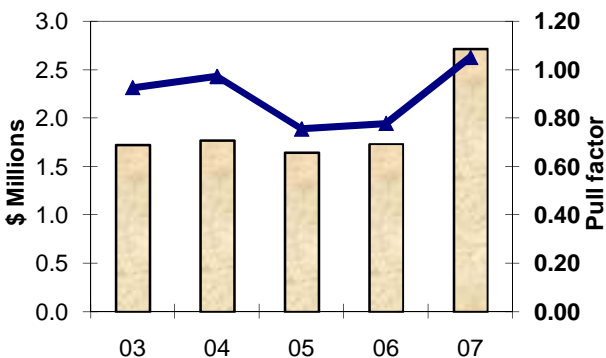
### Groceries & Beverage Stores



7.3% of Samletown's taxable sales in 2007  
Pull Factor 1.00 is \$568 sales per capita

*Stores in the Food and Beverage Stores subsector usually retail food and beverages merchandise from fixed point-of-sale locations. This can include grocery stores, liquor stores, bakeries, candy shops, butcher stores, meat markets, and produce markets.*

### Health, Pharmacy, Optical

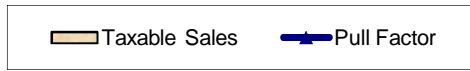


1.1% of Samletown's taxable sales in 2007  
Pull Factor 1.00 is \$114 sales per capita

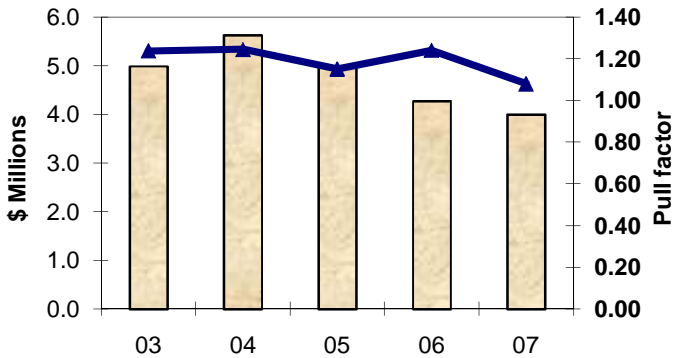
*Stores in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. This includes drug stores, health supplement stores, hearing aid stores, optical goods stores, cosmetic stores, medical supply stores,*

# Recent Trends By Merchandise Category

## Sampletown



### Gas/Convenience Stores



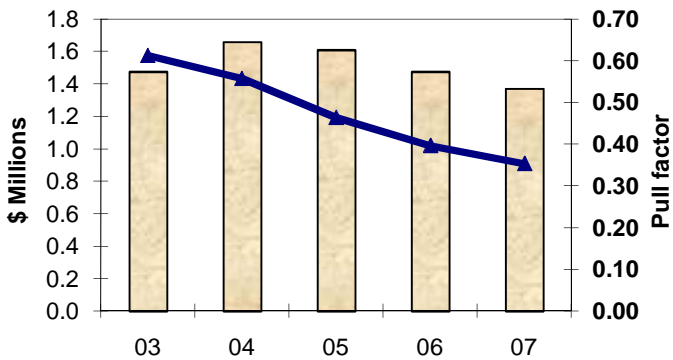
This page looks at several merchandise categories to chart the five-year trend in taxable sales and pull factor.

1.6% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$163 sales per capita

*Stores in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. This can include truck stops, C stores, marine service stations, and ordinary gas stations that sell automotive supplies.*

### Clothing & Accessories

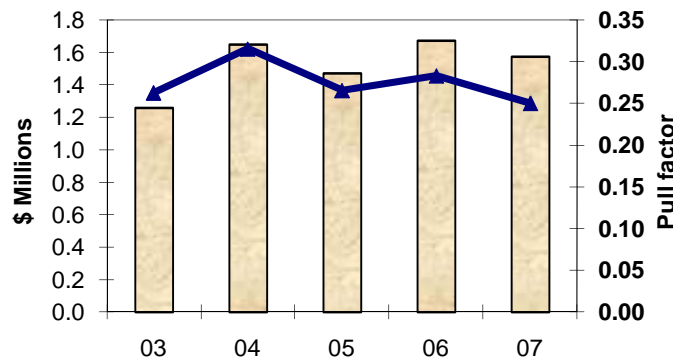


0.6% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$170 sales per capita

*Stores in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories. Besides clothing stores it includes shops that sell jewelry, shoes, luggage, handbags, wigs, ties, bridal gowns, furs, uniforms, T-shirts, baby clothing, swimsuits, and lingerie.*

### Sporting Goods/Hobbies



0.6% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$277 sales per capita

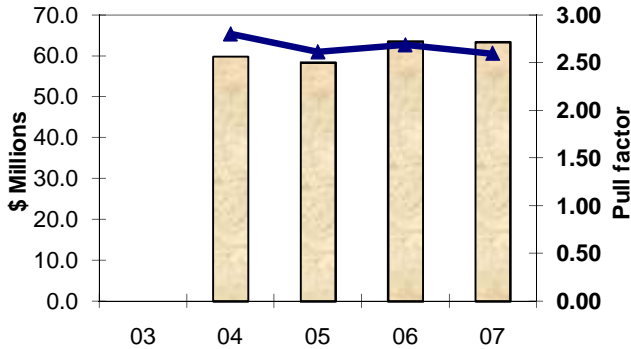
*Stores in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Newstands also fit in this subsector.*

# Recent Trends By Merchandise Category

## Samletown



### General Merchandise Stores

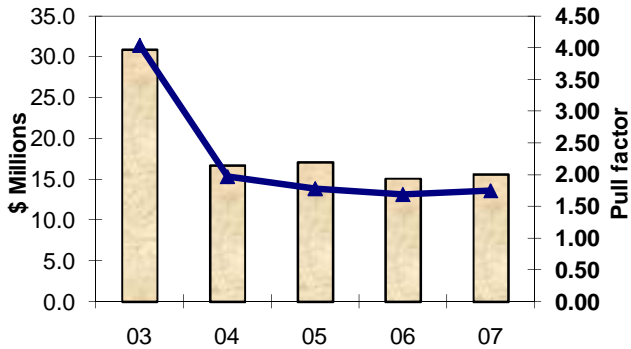


25.7% of Samletown's taxable sales in 2007

Pull Factor 1.00 is \$1073 sales per capita

*Stores in the General Merchandise subsector retail new general merchandise and are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes department stores, superstores, dollar stores, and variety stores.*

### Miscellaneous & Previously Unreported

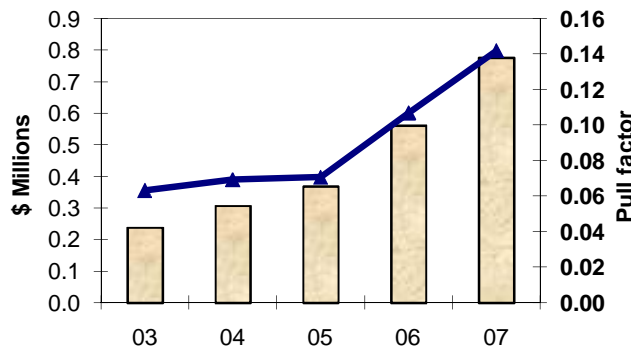


6.3% of Samletown's taxable sales in 2007

Pull Factor 1.00 is \$392 sales per capita

*Establishments such as florists, used merchandise stores, and pet and pet supply stores as well as other store retailers. Also, if a community had fewer than 4 stores in a previous sector, it was included in this category. This may cause unrealistically high Pull Factors.*

### Non-Store Retail



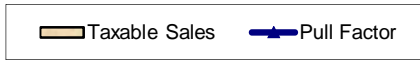
0.3% of Samletown's taxable sales in 2007

Pull Factor 1.00 is \$240 sales per capita

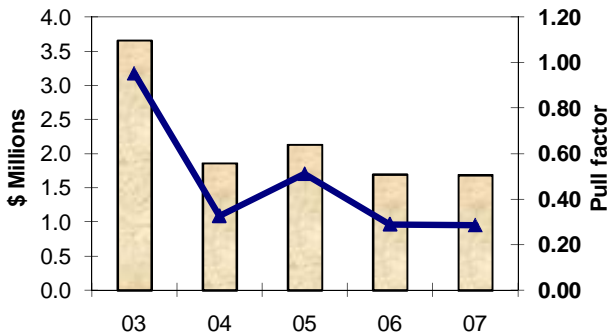
*Mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (except food). Establishments engage in direct sale (nonstore) of products, such as home heating oil dealers and newspaper delivery are included in this subsector.*

# Recent Trends By Merchandise Category

## Sampletown



### Amusement



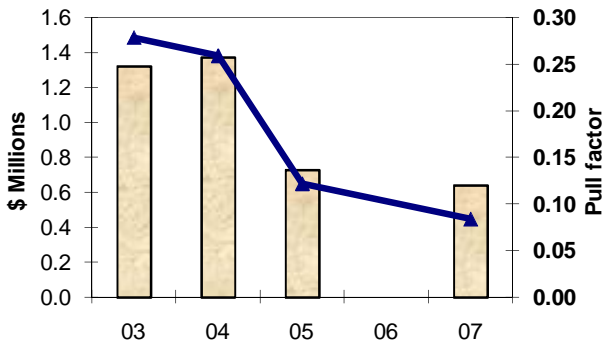
This page looks at several merchandise or service categories to chart the five-year trend in taxable sales and pull factor.

0.7% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$259 sales per capita

*Establishments include casinos, bowling lanes, water parks, amusement parks, arcades, bingo halls, golf courses, ski slopes, marinas, dance or fitness centers, recreational clubs, ice rinks, swimming pools, roller rinks, and the like.*

### Accomodations

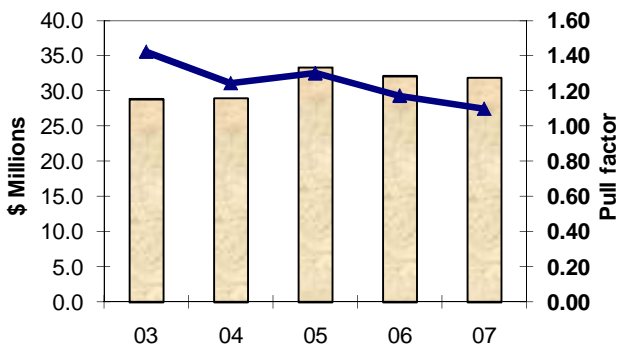


0.3% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$335 sales per capita

*These busineeses provide provide lodging or short-term accommodations for travelers, vacationers, and others. Included are hotels, motels, lodges, bed & breakfasts, campgrounds, fraternities, boarding houses, and dormitories.*

### Eating & Drinking



12.9% of Sampletown's taxable sales in 2007

Pull Factor 1.00 is \$1276 sales per capita

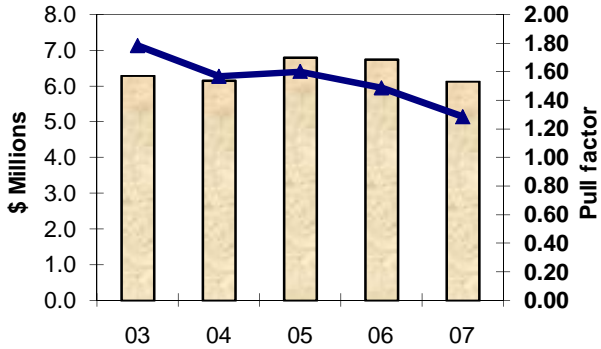
*These businesses sell food at full-service or limited-service establishments. It includes cafeterias, bagel shops, ice cream parlors, snack bars, food service contractors, caterers, lunch wagons, and street vendors. It also includes bars, taverns, and nightclubs.*

# Recent Trends By Merchandise Category

## Samletown



### Repair Businesses



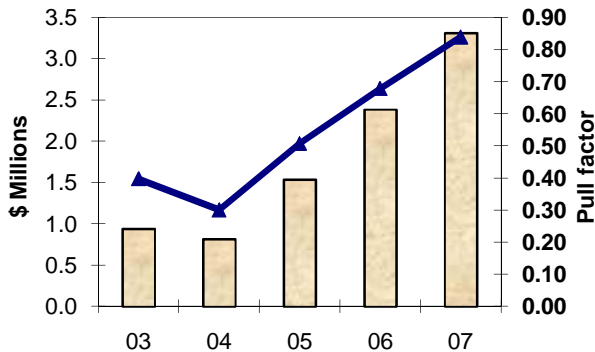
This page looks at several categories to chart the five-year trend in taxable sales and pull factor.

2.5% of Samletown's taxable sales in 2007

Pull Factor 1.00 is \$210 sales per capita

*The Repair and Maintenance subsector restore machinery, equipment, and other products to working order. It does **not** include plumbers & electricitians. It does include repairs to autos, cameras, radio, television, computers, copiers, appliances, lawn mowers, specialized equipment, small engines, furnitures, shoes, guns, etc.*

### Personal Service Providers



1.3% of Samletown's taxable sales in 2007

Pull Factor 1.00 is \$173 sales per capita

*Services performed include: personal care services; barber shops & beauty parlors; death care services; laundry and drycleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.*