Jewelry Stores
(NAICS 44831)

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

Retail Supply

The table below lists all of the stores in this category within the primary trade area. In addition, there are other stores that compete to varying degrees for the sale of similar goods and services, but are classified in other categories.

NAICS	Business Name	Address	Zip Code	Sq Feet	Comments
Competitors in this Store Category:					
					No competitors
Total Supply - Current Year				**0**	
Competitors in other Store Categories					
45311	Schroth's Floral & Gifts	119 S. Main Street	54110		One small display case

Retail Demand

Consumer expenditure demand represents the amount of annual spending of residents of the primary trade area in this store category. It was calculated as follows:

Consumer Demand Calculation	
Step 1: Calculate Statewide per Capita Spending	
1997 US Census of Retail Trade Sales for Wisconsin (a)	$311,575,000
÷ Wisconsin Population 1997	5,164,635
= Estimated Per Capita Spending - 1997	$60.33
Step 2: Adjust for Differences in Primary Trade Area Per Capita Income	
x Adjustment for Per Capita Income (b)	.909
= Estimated Primary Trade Area Per Capita Spending	$54.82
Step 3: Calculate Primary Trade Area Store Demand in Dollars	
x Primary Trade Area Population -current year	13,247
= Estimated Consumer Spending Demand (for current year expressed in 1997 dollars)	$726,230
Step 4: Calculate Primary Trade Area Store Demand in Square Feet	
÷ Estimates Sales per Square Foot (c)	263.92
= Estimated Store Demand - Current Year	**2,752**
Notes: *(a) Based on US Census of Retail Trade.* *(b) Based on Primary Trade Area Per Capita Income ÷ State Per Capita Income. 2000 CACI estimates.* *(c) Based on 1997 Dollars & Cents of Shopping Centers, Community Shopping Centers, Urban Land Instit.*	

Other Market Considerations

Differences in retail space supply and demand need to be analyzed in context of other market factors. The following are additional considerations that add to the analysis of this retail category.

Consideration	Local Analysis
Survey and focus group findings. What have we learned from local research about consumer behavior and perceptions of the business district?	Local survey results did not specifically address this category. However, results indicate consumers are willing to shop for quality, trust their local retailers for big ticket items, and have strong small town values.
Retail Mix in Comparable Communities. How many businesses in the category are located in the downtown areas of comparable communities?	Over 69% of comparison communities have at least one jewelry store. Four (4) out of the 8 communities with populations 2000 – 4500 have jewelry stores. Kiel is included in that number.
Demand from non-residents. Is there significant market potential from nonresident customer segments such as tourists and commuters?	Demand would not likely be strong.
Consumer behavior in this retail category. Are purchases driven by convenience or comparison shopping?	Purchases would be driven more by comparison shopping, but there is potential for convenience shopping for lower cost purchases such as costume jewelry.
Quality of existing competitors. Are existing stores in this category providing the merchandise and service local shoppers' demand?	There are no existing competitors.
Competition from outside the trade area. Do surrounding communities with regional shopping centers and big box stores siphon business in this category out of the trade area?	There is fairly significant competition to the west of the trade area from fine jewelers in the Appleton area and from department stores (Kohl's, WalMart, Sam's Club) that carry costume and fine jewelry.
Competition from other types of stores in the primary trade area. Do local discount department stores or supermarkets already fill the niche of more specialized store types?	There is no competition from other types of stores within the trade area, but several competitors exist just west of the trade area.
Lifestyle and purchasing potential information. Does lifestyle segmentation data indicate that local residents are more likely to purchase goods within this store category?	There is strong purchasing potential within the trade area, with likely interest in costume jewelry more so than fine jewelry. Biggest fine jewelry demand is for wedding sets and watches.
Demand from other businesses. Are business to business sales an important consideration?	No

Conclusions and Recommendations for (Store Category)	
Supply in Square Feet: 0	**Demand in Square Feet: 2,752**
Other Considerations: The overall Brillion trade area retail mix would be improved/increased if there were another store type in the area.	
Conclusions: There is a possible opportunity for jewelry to be sold if clustered with another store(s) type such as apparel, bridal, or ear/body piercing.	

Analysis of Regional Competition Surrounding the Trade Area

The supply of stores in the region beyond the Brillion trade area describes the competitive market surrounding the subject communities. The following map for this store category shows the approximate location of existing competition within 15-25 miles.