

# Sporting Goods (NAICS 45111)

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

## 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:					
	None				
Total Supply - Current Year				<b>0</b>	
Competitors in other Store Categories					
44413	Brillion True Value	205 N. Main Street	54110		Ammunition, fishing supplies, seasonal camping supplies, seasonal swimming accessories – no big ticket items.

## 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:

<b>Consumer Demand Calculation</b>	
Step 1: Calculate Statewide per Capita Spending	
1997 US Census of Retail Trade Sales for Wisconsin (a)	\$423,731,000
÷ Wisconsin Population 1997	5,164,635
= Estimated Per Capita Spending - 1997	\$82.04
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	\$74.56
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)	\$987,647
Step 4: Calculate Primary Trade Area Store Demand in Square Feet	
÷ Estimates Sales per Square Foot (c)	\$153.46
= Estimated Store Demand - Current Year	<b>6,436</b>
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
<b>Survey and focus group findings.</b> 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, and have strong small town values.
<b>Retail Mix in Comparable Communities.</b> How many businesses in the category are located in the downtown areas of comparable communities?	Of the 13 communities 9 have sporting goods stores. Of those with populations 2000-4500, 6 host these stores (75%). Dodgeville, pop. 4200 and Peshtigo, pop. 3400 each support 4.
<b>Demand from non-residents.</b> Is there significant market potential from nonresident customer segments such as tourists and commuters?	Factory workers who commute in may purchase items in this type of business while in the community.
<b>Consumer behavior in this retail category.</b> Are purchases driven by convenience or comparison shopping?	Both, probably more comparison
<b>Quality of existing competitors.</b> Are existing stores in this category providing the merchandise and service local shoppers' demand?	No existing stores in this category.
<b>Competition from outside the trade area.</b> Do surrounding communities with regional shopping centers and big box stores siphon business in this category out of the trade area?	Yes.
<b>Competition from other types of stores in the primary trade area.</b> Do local discount department stores or supermarkets already fill the niche of more specialized store types?	Yes, although it may be the best kept secret in Brillion.
<b>Lifestyle and purchasing potential information.</b> Does lifestyle segmentation data indicate that local residents are more likely to purchase goods within this store category?	Yes
<b>Demand from other businesses.</b> Are business to business sales an important consideration?	Probably not.

Conclusions and Recommendations for (Store Category)	
<b>Supply in Square Feet: 0</b>	<b>Demand in Square Feet: 6,436</b>
<b>Other Considerations:</b> According to demographic findings, consumers in this area do a great deal of outdoor sporting activities such as hunting and fishing. Offering last minute supplies for these activities may prove to be a valuable convenience.	
<b>Conclusions: It may be possible to expand choices in current businesses that already carry sporting goods, however, at this point it may be more advisable to advertise more aggressively before offering more to the trade area.</b>	

## 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.

