

Tape/CD/Record Stores (NAICS 45122)

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

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				0	
Competitors in other Store Categories					
	Express Video	210 N. Main Street	54110		Video rental

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)	\$100,546,000
÷ Wisconsin Population 1997	5,164,635
= Estimated Per Capita Spending - 1997	\$19.47
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	\$17.69
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)	\$234,356
Step 4: Calculate Primary Trade Area Store Demand in Square Feet	
÷ Estimates Sales per Square Foot (c)	\$163.04
= Estimated Store Demand - Current Year	1,437
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.

*** Highlighted sections are to be completed by the group in discussions led by the assigned member.**

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 Brillion consumers have shown they support the Express Video store. No specific survey data regarding this category.
Retail Mix in Comparable Communities. How many businesses in the category are located in the downtown areas of comparable communities?	
Demand from non-residents. 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.
Consumer behavior in this retail category. Are purchases driven by convenience or comparison shopping?	Convenience.
Quality of existing competitors. Are existing stores in this category providing the merchandise and service local shoppers' demand?	None.
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?	Yes, there are many stores in this category in surrounding communities.
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?	Express Video rents video tapes and sells used. No other specific competition.
Lifestyle and purchasing potential information. Does lifestyle segmentation data indicate that local residents are more likely to purchase goods within this store category?	Not necessarily.
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: 1,437
Other Considerations: Public library, Express Video, and the internet would be competitors.	
Conclusions: The committee recommends no further pursuit of this category unless it were clustered with another business.	

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.

