

Southwestern North Carolina Regional Retail Leakage Data



Regional Retail Leakage, 2012

	7 County	Cherokee	Clay	Graham	Haywood	Jackson	Macon	Swain
Opportunity Gap Retail Stores	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)	Leakage (Demand)
Total Retail Sales	\$ (668,736,094)	\$ (27,876,118)	\$ (74,603,229.00)	\$ 34,453,768.00	\$ 218,251,462.00	\$ 112,864,863.00	\$ (94,344,687.00)	\$ (400,979,229.00)
Motor Vehicle and Parts Dealers	\$ (80,598,452.00)	\$ (29,676,772.00)	\$ (47,418,975.00)	\$ (3,375,722.00)	(29,554,811)	\$ 30,518,238.00	\$ (15,080,521.00)	\$ 13,990,111.00
Furniture and Home Furnishings Stores	\$ (43,104,037.00)	\$ (2,971,346.00)	\$ (218,961.00)	\$ 1,850,625.00	\$ (39,499,418.00)	\$ 4,309,686.00	\$ (8,908,895.00)	\$ 2,334,272.00
Electronics and Appliance Stores	\$ (46,599.00)	\$ 741,954.00	\$ 1,960,887.00	\$ 2,074,086.00	\$ (12,652,567.00)	\$ 9,359,052.00	\$ 1,485,158.00	\$ (3,015,169.00)
Building Material, Garden Equip Stores	\$ (329,278,679.00)	\$ (41,826,872.00)	\$ (109,264,075.00)	\$ 8,035,043.00	\$ (50,233,355.00)	\$ (71,798,543.00)	\$ (61,622,875.00)	\$ (2,568,002.00)
Food and Beverage Stores	\$ (128,534,655.00)	\$ (9,827,330.00)	\$ 8,772,899.00	\$ 14,678,821.00	\$ (69,506,418.00)	\$ (29,741,787.00)	\$ (30,664,350.00)	\$ (12,246,590.00)
Health and Personal Care Stores	\$ 40,426,705.00	\$ (194,454.00)	\$ 3,905,369.00	\$ 6,836,608.00	\$ 578,417.00	\$ 8,564,068.00	\$ 11,141,655.00	\$ 9,595,042.00
Gasoline Stations	\$ (78,662,915.00)	\$ (656,733.00)	\$ 13,728,749.00	\$ (14,516,775.00)	\$ (60,548,095.00)	\$ 2,142,906.00	\$ (7,093,897.00)	(11,719,070)
Clothing and Clothing Accessories Stores	\$ 51,292,844.00	\$ 5,365,046.00	\$ 5,706,197.00	\$ 4,957,306.00	\$ 31,297,972.00	\$ 17,544,495.00	\$ (17,262,860.00)	\$ 3,684,688.00
Sporting Goods, Hobby, Book, Music	\$ 28,495,764.00	\$ 6,424,214.00	\$ 2,354,977.00	\$ 1,655,884.00	\$ 246,119.00	\$ 11,655,203.00	\$ 3,914,832.00	\$ 2,244,535.00
General Merchandise Stores	\$ 137,097,858.00	\$ 34,332,591.00	\$ 20,075,792.00	\$ 15,405,003.00	\$ (47,348,635.00)	\$ 64,491,978.00	\$ 40,136,559.00	\$ 10,004,570.00
Miscellaneous Store Retailers	\$ 21,853,191.00	\$ 10,534,278.00	\$ 1,050,188.00	\$ (5,923,828.00)	\$ (3,524,236.00)	\$ 20,486,814.00	\$ 2,221,179.00	\$ (2,991,204.00)
Non-Store Retailers	\$ 108,795,500.00	\$ (3,714,194.00)	\$ 11,554,185.00	\$ (4,416,705.00)	\$ 46,858,894.00	\$ 34,850,338.00	\$ 9,573,484.00	\$ 14,089,498.00
Food Service and Drinking Places	\$ (396,472,619.00)	\$ 3,593,500.00	\$ 13,189,539.00	\$ 7,193,422.00	\$ 15,634,671.00	\$ 10,482,415.00	\$ (22,184,156.00)	\$ (424,382,010.00)

Taken From Opt-In SWNC Baseline Vision document (2014)