

The Thin Market

At any given time, only a fraction of people are shopping for or planning to buy a particular item. Consider the table below, showing shopping habits for common product categories.

	Shopped For	Bought	Plan to Buy in Coming Week	Total
Automobile	0.7%	0.9%	0.5%	2.1%
Tires	0.9%	0.7%	0.4%	2.0%
Major Appliances	1.0%	0.7%	0.4%	2.1%
Women's Wear	15.8%	14.0%	4.2%	34.0%
Men's Wear	6.9%	6.4%	2.1%	15.4%
Furniture	2.5%	1.8%	0.9%	5.2%
Carpet	90.0%	70.0%	0.4%	2.0%
Home Improvements	4.2%	3.8%	2.4%	10.4%
TV or Stereo	1.4%	80.0%	0.5%	2.7%

Source: Newspaper Advertising Bureau and National Retail Merchants