

## RMP Opportunity Gap - Retail Stores

Place (see appendix for geographies), Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	211,708,083	392,690,419	(180,982,336)
Motor Vehicle and Parts Dealers-441	31,170,249	62,330,351	(31,160,102)
Automotive Dealers-4411	25,800,831	48,906,996	(23,106,165)
Other Motor Vehicle Dealers-4412	2,368,876	5,701,240	(3,332,364)
Automotive Parts/Accsrs, Tire Stores-4413	3,000,542	7,722,115	(4,721,573)
Furniture and Home Furnishings Stores-442	3,844,302	12,864,905	(9,020,603)
Furniture Stores-4421	2,034,274	11,617,793	(9,583,519)
Home Furnishing Stores-4422	1,810,028	1,247,112	562,916
Electronics and Appliance Stores-443	4,597,683	5,795,537	(1,197,854)
Appliances, TVs, Electronics Stores-44311	3,525,816	3,176,876	348,940
Household Appliances Stores-443111	777,402	1,881,312	(1,103,910)
Radio, Television, Electronics Stores-443112	2,748,414	1,295,564	1,452,850
Computer and Software Stores-44312	910,683	2,618,661	(1,707,978)
Camera and Photographic Equipment Stores-44313	161,184	0	161,184
Building Material, Garden Equip Stores -444	18,864,842	48,106,580	(29,241,738)
Building Material and Supply Dealers-4441	17,162,995	32,876,883	(15,713,888)
Home Centers-44411	7,412,858	15,180,198	(7,767,340)
Paint and Wallpaper Stores-44412	384,503	400,785	(16,282)
Hardware Stores-44413	1,704,113	480,855	1,223,258
Other Building Materials Dealers-44419	7,661,521	16,815,045	(9,153,524)
Building Materials, Lumberyards-444191	3,303,015	6,578,295	(3,275,280)
Lawn, Garden Equipment, Supplies Stores-4442	1,701,847	15,229,697	(13,527,850)
Outdoor Power Equipment Stores-44421	274,637	0	274,637
Nursery and Garden Centers-44422	1,427,210	15,229,697	(13,802,487)
Food and Beverage Stores-445	31,303,589	14,243,278	17,060,311
Grocery Stores-4451	28,243,111	13,008,702	15,234,409
Supermarkets, Grocery (Ex Conv) Stores-44511	26,727,621	11,967,654	14,759,967
Convenience Stores-44512	1,515,490	1,041,048	474,442
Specialty Food Stores-4452	942,556	493,082	449,474
Beer, Wine and Liquor Stores-4453	2,117,922	741,494	1,376,428
Health and Personal Care Stores-446	13,973,601	28,576,677	(14,603,076)
Pharmancies and Drug Stores-44611	12,231,325	26,215,061	(13,983,736)
Cosmetics, Beauty Supplies, Perfume Stores-44612	503,753	445,108	58,645
Optical Goods Stores-44613	344,475	482,194	(137,719)
Other Health and Personal Care Stores-44619	894,048	1,434,314	(540,266)

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Gasoline Stations-447	20,459,089	87,561,017	(67,101,928)
Gasoline Stations With Conv Stores-44711	15,440,542	77,224,775	(61,784,233)
Other Gasoline Stations-44719	5,018,547	10,336,242	(5,317,695)
<b>Clothing and Clothing Accessories Stores-448</b>	<b>9,261,179</b>	<b>9,500,443</b>	<b>(239,264)</b>
Clothing Stores-4481	6,595,449	7,561,379	(965,930)
Men's Clothing Stores-44811	407,976	0	407,976
Women's Clothing Stores-44812	1,579,030	1,676,521	(97,491)
Childrens, Infants Clothing Stores-44813	419,602	496,943	(77,341)
Family Clothing Stores-44814	3,594,525	4,815,650	(1,221,125)
Clothing Accessories Stores-44815	152,285	260,967	(108,682)
Other Clothing Stores-44819	442,031	311,298	130,733
Shoe Stores-4482	1,428,515	732,196	696,319
Jewelry, Luggage, Leather Goods Stores-4483	1,237,215	1,206,868	30,347
Jewelry Stores-44831	1,127,697	1,206,868	(79,171)
Luggage and Leather Goods Stores-44832	109,518	0	109,518
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>4,073,201</b>	<b>8,831,896</b>	<b>(4,758,695)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	2,647,629	5,842,592	(3,194,963)
Sporting Goods Stores-45111	1,302,192	3,004,495	(1,702,303)
Hobby, Toys and Games Stores-45112	920,417	894,042	26,375
Sew/Needlework/Piece Goods Stores-45113	169,704	980,516	(810,812)
Musical Instrument and Supplies Stores-45114	255,316	963,539	(708,223)
Book, Periodical and Music Stores-4512	1,425,572	2,989,304	(1,563,732)
Book Stores and News Dealers-45121	1,036,009	2,989,304	(1,953,295)
Book Stores-451211	982,563	2,989,304	(2,006,741)
News Dealers and Newsstands-451212	53,446	0	53,446
Prerecorded Tapes, CDs, Record Stores-45122	389,563	0	389,563
<b>General Merchandise Stores-452</b>	<b>29,404,898</b>	<b>66,466,897</b>	<b>(37,061,999)</b>
Department Stores Excl Leased Depts-4521	13,610,177	16,779,104	(3,168,927)
Other General Merchandise Stores-4529	15,794,721	49,687,793	(33,893,072)
<b>Miscellaneous Store Retailers-453</b>	<b>5,860,960</b>	<b>5,796,991</b>	<b>63,969</b>
Florists-4531	361,904	168,842	193,062
Office Supplies, Stationery, Gift Stores-4532	2,137,811	1,673,225	464,586
Office Supplies and Stationery Stores-45321	1,194,022	888,855	305,167
Gift, Novelty and Souvenir Stores-45322	943,789	784,370	159,419
Used Merchandise Stores-4533	450,305	293,296	157,009
Other Miscellaneous Store Retailers-4539	2,910,940	3,661,628	(750,688)
<b>Non-Store Retailers-454</b>	<b>15,288,438</b>	<b>13,042,918</b>	<b>2,245,520</b>
<b>Foodservice and Drinking Places-722</b>	<b>23,606,052</b>	<b>29,572,929</b>	<b>(5,966,877)</b>
Full-Service Restaurants-7221	10,587,492	10,245,974	341,518

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Place (see appendix for geographies), Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	9,893,021	15,309,636	(5,416,615)
Special Foodservices-7223	1,932,738	3,729,115	(1,796,377)
Drinking Places -Alcoholic Beverages-7224	1,192,801	288,204	904,597
<b>GAFO *</b>	<b>53,319,074</b>	<b>105,132,903</b>	<b>(51,813,829)</b>
General Merchandise Stores-452	29,404,898	66,466,897	(37,061,999)
Clothing and Clothing Accessories Stores-448	9,261,179	9,500,443	(239,264)
Furniture and Home Furnishings Stores-442	3,844,302	12,864,905	(9,020,603)
Electronics and Appliance Stores-443	4,597,683	5,795,537	(1,197,854)
Sporting Goods, Hobby, Book, Music Stores-451	4,073,201	8,831,896	(4,758,695)
Office Supplies, Stationery, Gift Stores-4532	2,137,811	1,673,225	464,586

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

# RMP Opportunity Gap - Retail Stores

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
4000200	Ada city		

### Project Information:

Site: 1

Order Number: 969458135