

RMP Opportunity Gap - Retail Stores

Polygon 1: BAILEYS CROSSROADS, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	188,451,731	277,371,911	(88,920,180)
Motor Vehicle and Parts Dealers-441	24,005,066	4,543,919	19,461,147
Automotive Dealers-4411	20,321,141	484,571	19,836,570
Other Motor Vehicle Dealers-4412	1,381,834	904	1,380,930
Automotive Parts/Accsrs, Tire Stores-4413	2,302,091	4,058,445	(1,756,354)
Furniture and Home Furnishings Stores-442	4,293,239	12,396,183	(8,102,944)
Furniture Stores-4421	2,392,137	7,647,802	(5,255,665)
Home Furnishing Stores-4422	1,901,102	4,748,381	(2,847,279)
Electronics and Appliance Stores-443	4,952,698	7,376,935	(2,424,237)
Appliances, TVs, Electronics Stores-44311	3,655,898	2,742,646	913,252
Household Appliances Stores-443111	785,912	180,938	604,974
Radio, Television, Electronics Stores-443112	2,869,986	2,561,709	308,277
Computer and Software Stores-44312	1,078,774	4,634,288	(3,555,514)
Camera and Photographic Equipment Stores-44313	218,026	0	218,026
Building Material, Garden Equip Stores -444	19,099,340	2,582,710	16,516,630
Building Material and Supply Dealers-4441	17,523,783	2,582,710	14,941,073
Home Centers-44411	7,261,925	0	7,261,925
Paint and Wallpaper Stores-44412	369,334	335,931	33,403
Hardware Stores-44413	1,470,702	0	1,470,702
Other Building Materials Dealers-44419	8,421,822	2,246,778	6,175,044
Building Materials, Lumberyards-444191	3,333,787	878,971	2,454,816
Lawn, Garden Equipment, Supplies Stores-4442	1,575,557	0	1,575,557
Outdoor Power Equipment Stores-44421	233,748	0	233,748
Nursery and Garden Centers-44422	1,341,809	0	1,341,809
Food and Beverage Stores-445	24,793,959	46,215,177	(21,421,218)
Grocery Stores-4451	22,490,711	44,671,849	(22,181,138)
Supermarkets, Grocery (Ex Conv) Stores-44511	21,414,302	40,120,458	(18,706,156)
Convenience Stores-44512	1,076,409	4,551,390	(3,474,981)
Specialty Food Stores-4452	652,747	50,054	602,693
Beer, Wine and Liquor Stores-4453	1,650,502	1,493,274	157,228
Health and Personal Care Stores-446	12,120,215	32,814,557	(20,694,342)
Pharmancies and Drug Stores-44611	10,490,658	31,527,268	(21,036,610)
Cosmetics, Beauty Supplies, Perfume Stores-44612	447,856	0	447,856
Optical Goods Stores-44613	397,335	598,347	(201,012)
Other Health and Personal Care Stores-44619	784,365	688,942	95,423



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Gasoline Stations-447	20,643,331	9,961,111	10,682,220
Gasoline Stations With Conv Stores-44711	15,456,769	0	15,456,769
Other Gasoline Stations-44719	5,186,562	9,961,111	(4,774,549)
Clothing and Clothing Accessories Stores-448	9,023,751	20,408,824	(11,385,073)
Clothing Stores-4481	6,313,156	9,877,698	(3,564,542)
Men's Clothing Stores-44811	411,098	459,559	(48,461)
Women's Clothing Stores-44812	1,555,055	1,885,546	(330,491)
Childrens, Infants Clothing Stores-44813	353,197	3,295,400	(2,942,203)
Family Clothing Stores-44814	3,418,564	4,008,556	(589,992)
Clothing Accessories Stores-44815	154,166	84,980	69,186
Other Clothing Stores-44819	421,076	143,658	277,418
Shoe Stores-4482	1,191,845	6,979,429	(5,787,584)
Jewelry, Luggage, Leather Goods Stores-4483	1,518,750	3,551,697	(2,032,947)
Jewelry Stores-44831	1,412,349	3,551,697	(2,139,348)
Luggage and Leather Goods Stores-44832	106,401	0	106,401
Sporting Goods, Hobby, Book, Music Stores-451	3,863,476	25,532,679	(21,669,203)
Sportng Goods, Hobby, Musical Inst Stores-4511	2,606,969	21,893,578	(19,286,609)
Sporting Goods Stores-45111	1,256,760	8,827,831	(7,571,071)
Hobby, Toys and Games Stores-45112	862,844	12,980,498	(12,117,654)
Sew/Needlework/Piece Goods Stores-45113	207,593	0	207,593
Musical Instrument and Supplies Stores-45114	279,772	85,249	194,523
Book, Periodical and Music Stores-4512	1,256,507	3,639,101	(2,382,594)
Book Stores and News Dealers-45121	859,824	3,153,330	(2,293,506)
Book Stores-451211	817,191	3,153,330	(2,336,139)
News Dealers and Newsstands-451212	42,633	0	42,633
Prerecorded Tapes, CDs, Record Stores-45122	396,683	485,772	(89,089)
General Merchandise Stores-452	26,031,910	41,321,715	(15,289,805)
Department Stores Excl Leased Depts-4521	12,837,083	38,911,551	(26,074,468)
Other General Merchandise Stores-4529	13,194,827	2,410,164	10,784,663
Miscellaneous Store Retailers-453	4,515,564	4,301,064	214,500
Florists-4531	346,669	4,316	342,353
Office Supplies, Stationery, Gift Stores-4532	2,097,696	3,360,008	(1,262,312)
Office Supplies and Stationery Stores-45321	1,197,527	70,962	1,126,565
Gift, Novelty and Souvenir Stores-45322	900,170	3,289,046	(2,388,876)
Used Merchandise Stores-4533	446,928	0	446,928
Other Miscellaneous Store Retailers-4539	1,624,271	936,740	687,531
Non-Store Retailers-454	12,824,923	28,414,804	(15,589,881)
Foodservice and Drinking Places-722	22,284,259	41,502,234	(19,217,975)
Full-Service Restaurants-7221	10,078,846	19,599,247	(9,520,401)



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Limited-Service Eating Places-7222	9,177,674	21,048,037	(11,870,363)
Special Foodservices-7223	1,850,981	658,459	1,192,522
Drinking Places -Alcoholic Beverages-7224	1,176,758	196,491	980,267
GAFO *	50,262,771	110,396,344	(60,133,573)
General Merchandise Stores-452	26,031,910	41,321,715	(15,289,805)
Clothing and Clothing Accessories Stores-448	9,023,751	20,408,824	(11,385,073)
Furniture and Home Furnishings Stores-442	4,293,239	12,396,183	(8,102,944)
Electronics and Appliance Stores-443	4,952,698	7,376,935	(2,424,237)
Sporting Goods, Hobby, Book, Music Stores-451	3,863,476	25,532,679	(21,669,203)
Office Supplies, Stationery, Gift Stores-4532	2,097,696	3,360,008	(1,262,312)

* 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.

