

# RMP Opportunity Gap - Retail Stores

2009\_Springfield

## Polygon 1: SPRINGFIELD, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	16,933,862	80,851,736	(63,917,874)
Motor Vehicle and Parts Dealers-441	2,629,230	13,828,204	(11,198,974)
Automotive Dealers-4411	2,239,985	12,497,479	(10,257,494)
Other Motor Vehicle Dealers-4412	170,082	13,924	156,158
Automotive Parts/Accsrs, Tire Stores-4413	219,163	1,316,801	(1,097,638)
Furniture and Home Furnishings Stores-442	369,805	1,752,922	(1,383,117)
Furniture Stores-4421	203,819	138,248	65,571
Home Furnishing Stores-4422	165,986	1,614,675	(1,448,689)
Electronics and Appliance Stores-443	424,209	1,362,013	(937,804)
Appliances, TVs, Electronics Stores-44311	314,688	1,219,579	(904,891)
Household Appliances Stores-443111	69,588	639,728	(570,140)
Radio, Television, Electronics Stores-443112	245,100	579,851	(334,751)
Computer and Software Stores-44312	90,768	142,434	(51,666)
Camera and Photographic Equipment Stores-44313	18,753	0	18,753
Building Material, Garden Equip Stores -444	1,749,144	3,220,946	(1,471,802)
Building Material and Supply Dealers-4441	1,609,447	3,100,164	(1,490,717)
Home Centers-44411	667,142	0	667,142
Paint and Wallpaper Stores-44412	36,658	294,165	(257,507)
Hardware Stores-44413	139,029	826,349	(687,320)
Other Building Materials Dealers-44419	766,618	1,979,650	(1,213,032)
Building Materials, Lumberyards-444191	299,453	774,468	(475,015)
Lawn, Garden Equipment, Supplies Stores-4442	139,697	120,782	18,915
Outdoor Power Equipment Stores-44421	20,975	0	20,975
Nursery and Garden Centers-44422	118,722	120,782	(2,060)
Food and Beverage Stores-445	2,236,104	22,565,943	(20,329,839)
Grocery Stores-4451	2,044,977	22,518,968	(20,473,991)
Supermarkets, Grocery (Ex Conv) Stores-44511	1,950,946	22,109,915	(20,158,969)
Convenience Stores-44512	94,031	409,053	(315,022)
Specialty Food Stores-4452	61,598	46,975	14,623
Beer, Wine and Liquor Stores-4453	129,529	0	129,529
Health and Personal Care Stores-446	959,856	4,024,046	(3,064,190)
Pharmancies and Drug Stores-44611	824,952	3,615,556	(2,790,604)
Cosmetics, Beauty Supplies, Perfume Stores-44612	34,530	0	34,530
Optical Goods Stores-44613	38,912	217,991	(179,079)
Other Health and Personal Care Stores-44619	61,462	190,499	(129,037)



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Gasoline Stations-447	1,746,560	5,921,036	(4,174,476)
Gasoline Stations With Conv Stores-44711	1,306,472	3,010,129	(1,703,657)
Other Gasoline Stations-44719	440,088	2,910,907	(2,470,819)
Clothing and Clothing Accessories Stores-448	901,630	9,200,253	(8,298,623)
Clothing Stores-4481	652,761	8,268,317	(7,615,556)
Men's Clothing Stores-44811	43,162	0	43,162
Women's Clothing Stores-44812	162,527	5,824,382	(5,661,855)
Childrens, Infants Clothing Stores-44813	36,663	2,039,200	(2,002,537)
Family Clothing Stores-44814	351,903	380,766	(28,863)
Clothing Accessories Stores-44815	15,437	0	15,437
Other Clothing Stores-44819	43,069	23,969	19,100
Shoe Stores-4482	129,040	647,875	(518,835)
Jewelry, Luggage, Leather Goods Stores-4483	119,828	284,061	(164,233)
Jewelry Stores-44831	111,278	284,061	(172,783)
Luggage and Leather Goods Stores-44832	8,550	0	8,550
Sporting Goods, Hobby, Book, Music Stores-451	341,880	1,739,116	(1,397,236)
Sportng Goods, Hobby, Musical Inst Stores-4511	243,851	574,213	(330,362)
Sporting Goods Stores-45111	126,856	66,459	60,397
Hobby, Toys and Games Stores-45112	74,820	154,061	(79,241)
Sew/Needlework/Piece Goods Stores-45113	17,120	241,353	(224,233)
Musical Instrument and Supplies Stores-45114	25,055	112,340	(87,285)
Book, Periodical and Music Stores-4512	98,028	1,164,903	(1,066,875)
Book Stores and News Dealers-45121	63,124	1,164,903	(1,101,779)
Book Stores-451211	59,735	1,164,903	(1,105,168)
News Dealers and Newsstands-451212	3,389	0	3,389
Prerecorded Tapes, CDs, Record Stores-45122	34,905	0	34,905
General Merchandise Stores-452	2,360,928	4,568,721	(2,207,793)
Department Stores Excl Leased Depts-4521	1,182,312	4,434,678	(3,252,366)
Other General Merchandise Stores-4529	1,178,615	134,042	1,044,573
Miscellaneous Store Retailers-453	366,013	1,135,631	(769,618)
Florists-4531	30,245	396,228	(365,983)
Office Supplies, Stationery, Gift Stores-4532	166,480	554,474	(387,994)
Office Supplies and Stationery Stores-45321	94,128	0	94,128
Gift, Novelty and Souvenir Stores-45322	72,352	554,474	(482,122)
Used Merchandise Stores-4533	38,726	77,916	(39,190)
Other Miscellaneous Store Retailers-4539	130,561	107,014	23,547
Non-Store Retailers-454	1,099,804	95,205	1,004,599
Foodservice and Drinking Places-722	1,748,701	11,437,699	(9,688,998)
Full-Service Restaurants-7221	783,401	7,697,372	(6,913,971)



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Limited-Service Eating Places-7222	734,928	2,900,055	(2,165,127)
Special Foodservices-7223	147,965	56,366	91,599
Drinking Places -Alcoholic Beverages-7224	82,407	783,907	(701,500)
<b>GAFO *</b>	<b>4,564,931</b>	<b>19,177,499</b>	<b>(14,612,568)</b>
General Merchandise Stores-452	2,360,928	4,568,721	(2,207,793)
Clothing and Clothing Accessories Stores-448	901,630	9,200,253	(8,298,623)
Furniture and Home Furnishings Stores-442	369,805	1,752,922	(1,383,117)
Electronics and Appliance Stores-443	424,209	1,362,013	(937,804)
Sporting Goods, Hobby, Book, Music Stores-451	341,880	1,739,116	(1,397,236)
Office Supplies, Stationery, Gift Stores-4532	166,480	554,474	(387,994)

\* 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.

