

RMP Opportunity Gap - Retail Stores

HWY 75 & Wiles Road

DrvTim 1: HWY 75 & WILES ROAD, 10 Minute(s) Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	155,953,880	100,279,684	55,674,196
Motor Vehicle and Parts Dealers-441	30,562,853	38,059,805	(7,496,952)
Automotive Dealers-4411	25,175,433	36,527,086	(11,351,653)
Other Motor Vehicle Dealers-4412	3,168,425	147,197	3,021,228
Automotive Parts/Accsrs, Tire Stores-4413	2,218,995	1,385,522	833,473
Furniture and Home Furnishings Stores-442	3,205,734	4,943	3,200,791
Furniture Stores-4421	1,700,366	0	1,700,366
Home Furnishing Stores-4422	1,505,368	4,943	1,500,425
Electronics and Appliance Stores-443	3,499,626	2,688	3,496,938
Appliances, TVs, Electronics Stores-44311	2,660,287	2,688	2,657,599
Household Appliances Stores-443111	626,148	0	626,148
Radio, Television, Electronics Stores-443112	2,034,140	2,688	2,031,452
Computer and Software Stores-44312	676,309	0	676,309
Camera and Photographic Equipment Stores-44313	163,030	0	163,030
Building Material, Garden Equip Stores -444	15,756,662	1,411,574	14,345,088
Building Material and Supply Dealers-4441	14,274,203	985,922	13,288,281
Home Centers-44411	6,127,510	0	6,127,510
Paint and Wallpaper Stores-44412	320,317	0	320,317
Hardware Stores-44413	1,378,843	462,424	916,419
Other Building Materials Dealers-44419	6,447,533	523,498	5,924,035
Building Materials, Lumberyards-444191	2,513,883	204,799	2,309,084
Lawn, Garden Equipment, Supplies Stores-4442	1,482,459	425,651	1,056,808
Outdoor Power Equipment Stores-44421	350,906	0	350,906
Nursery and Garden Centers-44422	1,131,553	425,651	705,902
Food and Beverage Stores-445	19,458,796	20,278,148	(819,352)
Grocery Stores-4451	17,789,551	19,074,643	(1,285,092)
Supermarkets, Grocery (Ex Conv) Stores-44511	16,862,046	18,915,055	(2,053,009)
Convenience Stores-44512	927,505	159,588	767,917
Specialty Food Stores-4452	596,730	9,144	587,586
Beer, Wine and Liquor Stores-4453	1,072,515	1,194,362	(121,847)
Health and Personal Care Stores-446	9,225,666	1,499,392	7,726,274
Pharmancies and Drug Stores-44611	7,936,853	1,499,392	6,437,461
Cosmetics, Beauty Supplies, Perfume Stores-44612	327,327	0	327,327
Optical Goods Stores-44613	382,829	0	382,829
Other Health and Personal Care Stores-44619	578,658	0	578,658

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Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	13,720,809	14,736,589	(1,015,780)
Gasoline Stations With Conv Stores-44711	10,250,438	7,993,675	2,256,763
Other Gasoline Stations-44719	3,470,371	6,742,913	(3,272,542)
Clothing and Clothing Accessories Stores-448	6,989,291	50,309	6,938,982
Clothing Stores-4481	5,044,398	50,309	4,994,089
Men's Clothing Stores-44811	307,393	0	307,393
Women's Clothing Stores-44812	1,225,767	0	1,225,767
Childrens, Infants Clothing Stores-44813	313,115	0	313,115
Family Clothing Stores-44814	2,741,700	0	2,741,700
Clothing Accessories Stores-44815	119,021	0	119,021
Other Clothing Stores-44819	337,402	50,309	287,093
Shoe Stores-4482	970,474	0	970,474
Jewelry, Luggage, Leather Goods Stores-4483	974,420	0	974,420
Jewelry Stores-44831	893,777	0	893,777
Luggage and Leather Goods Stores-44832	80,642	0	80,642
Sporting Goods, Hobby, Book, Music Stores-451	3,155,472	895,178	2,260,294
Sportng Goods, Hobby, Musical Inst Stores-4511	2,255,132	409,036	1,846,096
Sporting Goods Stores-45111	1,140,453	278,015	862,438
Hobby, Toys and Games Stores-45112	723,929	131,021	592,908
Sew/Needlework/Piece Goods Stores-45113	204,232	0	204,232
Musical Instrument and Supplies Stores-45114	186,517	0	186,517
Book, Periodical and Music Stores-4512	900,341	486,142	414,199
Book Stores and News Dealers-45121	620,843	0	620,843
Book Stores-451211	586,297	0	586,297
News Dealers and Newsstands-451212	34,545	0	34,545
Prerecorded Tapes, CDs, Record Stores-45122	279,498	486,142	(206,644)
General Merchandise Stores-452	20,584,684	3,747,322	16,837,362
Department Stores Excl Leased Depts-4521	9,992,983	3,523,131	6,469,852
Other General Merchandise Stores-4529	10,591,700	224,191	10,367,509
Miscellaneous Store Retailers-453	4,237,191	1,012,189	3,225,002
Florists-4531	299,197	243,055	56,142
Office Supplies, Stationery, Gift Stores-4532	1,572,208	41,159	1,531,049
Office Supplies and Stationery Stores-45321	884,592	0	884,592
Gift, Novelty and Souvenir Stores-45322	687,616	41,159	646,457
Used Merchandise Stores-4533	329,755	104,590	225,165
Other Miscellaneous Store Retailers-4539	2,036,031	623,385	1,412,646
Non-Store Retailers-454	10,659,485	11,772,026	(1,112,541)
Foodservice and Drinking Places-722	14,897,611	6,809,521	8,088,090
Full-Service Restaurants-7221	6,635,373	2,035,921	4,599,452



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DrvTim 1: HWY 75 & WILES ROAD, 10 Minute(s) Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	6,354,035	4,593,023	1,761,012
Special Foodservices-7223	1,242,172	43,701	1,198,471
Drinking Places -Alcoholic Beverages-7224	666,031	136,876	529,155
GAFO *	39,007,015	4,741,599	34,265,416
General Merchandise Stores-452	20,584,684	3,747,322	16,837,362
Clothing and Clothing Accessories Stores-448	6,989,291	50,309	6,938,982
Furniture and Home Furnishings Stores-442	3,205,734	4,943	3,200,791
Electronics and Appliance Stores-443	3,499,626	2,688	3,496,938
Sporting Goods, Hobby, Book, Music Stores-451	3,155,472	895,178	2,260,294
Office Supplies, Stationery, Gift Stores-4532	1,572,208	41,159	1,531,049

RMP Opportunity Gap - Retail Stores

HWY 75 & Wiles Road

DrvTim 2: HWY 75 & WILES ROAD, 20 Minute(s) Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,206,619,005	1,050,794,004	155,825,001
Motor Vehicle and Parts Dealers-441	216,093,698	353,679,893	(137,586,195)
Automotive Dealers-4411	181,407,661	307,262,538	(125,854,877)
Other Motor Vehicle Dealers-4412	17,685,842	14,148,632	3,537,210
Automotive Parts/Accsrs, Tire Stores-4413	17,000,195	32,268,723	(15,268,528)
Furniture and Home Furnishings Stores-442	24,797,955	4,510,892	20,287,063
Furniture Stores-4421	13,178,528	3,273,695	9,904,833
Home Furnishing Stores-4422	11,619,427	1,237,198	10,382,229
Electronics and Appliance Stores-443	28,209,397	6,564,722	21,644,675
Appliances, TVs, Electronics Stores-44311	21,434,714	533,436	20,901,278
Household Appliances Stores-443111	4,873,056	170,014	4,703,042
Radio, Television, Electronics Stores-443112	16,561,657	363,422	16,198,235
Computer and Software Stores-44312	5,482,255	6,031,286	(549,031)
Camera and Photographic Equipment Stores-44313	1,292,429	0	1,292,429
Building Material, Garden Equip Stores -444	118,238,874	110,431,986	7,806,888
Building Material and Supply Dealers-4441	107,722,061	108,432,493	(710,432)
Home Centers-44411	46,520,455	15,772,518	30,747,937
Paint and Wallpaper Stores-44412	2,380,207	5,505,525	(3,125,318)
Hardware Stores-44413	10,658,292	69,761,556	(59,103,264)
Other Building Materials Dealers-44419	48,163,107	17,392,893	30,770,214
Building Materials, Lumberyards-444191	19,155,148	6,804,354	12,350,794
Lawn, Garden Equipment, Supplies Stores-4442	10,516,813	1,999,494	8,517,319
Outdoor Power Equipment Stores-44421	1,994,675	143,021	1,851,654
Nursery and Garden Centers-44422	8,522,138	1,856,473	6,665,665
Food and Beverage Stores-445	156,034,433	108,920,258	47,114,175
Grocery Stores-4451	142,613,308	105,313,698	37,299,610
Supermarkets, Grocery (Ex Conv) Stores-44511	135,328,836	102,929,252	32,399,584
Convenience Stores-44512	7,284,473	2,384,446	4,900,027
Specialty Food Stores-4452	4,826,436	748,885	4,077,551
Beer, Wine and Liquor Stores-4453	8,594,689	2,857,675	5,737,014
Health and Personal Care Stores-446	71,161,979	20,203,480	50,958,499
Pharmancies and Drug Stores-44611	61,140,687	19,123,305	42,017,382
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,513,287	97,173	2,416,114
Optical Goods Stores-44613	3,034,945	652,764	2,382,181
Other Health and Personal Care Stores-44619	4,473,060	330,239	4,142,821

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Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	106,044,774	79,033,267	27,011,507
Gasoline Stations With Conv Stores-44711	79,250,527	59,238,232	20,012,295
Other Gasoline Stations-44719	26,794,247	19,795,035	6,999,212
Clothing and Clothing Accessories Stores-448	57,428,810	12,192,947	45,235,863
Clothing Stores-4481	41,590,243	2,728,799	38,861,444
Men's Clothing Stores-44811	2,548,291	0	2,548,291
Women's Clothing Stores-44812	9,910,583	1,232,404	8,678,179
Childrens, Infants Clothing Stores-44813	2,745,107	20,085	2,725,022
Family Clothing Stores-44814	22,694,859	404,791	22,290,068
Clothing Accessories Stores-44815	959,543	0	959,543
Other Clothing Stores-44819	2,731,859	1,071,519	1,660,340
Shoe Stores-4482	8,210,496	4,292,365	3,918,131
Jewelry, Luggage, Leather Goods Stores-4483	7,628,071	5,171,783	2,456,288
Jewelry Stores-44831	6,984,710	5,171,783	1,812,927
Luggage and Leather Goods Stores-44832	643,361	0	643,361
Sporting Goods, Hobby, Book, Music Stores-451	25,799,730	20,328,697	5,471,033
Sportng Goods, Hobby, Musical Inst Stores-4511	18,325,137	15,185,094	3,140,043
Sporting Goods Stores-45111	9,278,669	1,458,793	7,819,876
Hobby, Toys and Games Stores-45112	5,913,479	13,199,704	(7,286,225)
Sew/Needlework/Piece Goods Stores-45113	1,581,532	496,245	1,085,287
Musical Instrument and Supplies Stores-45114	1,551,458	30,351	1,521,107
Book, Periodical and Music Stores-4512	7,474,592	5,143,604	2,330,988
Book Stores and News Dealers-45121	5,160,844	1,894,309	3,266,535
Book Stores-451211	4,888,203	1,894,309	2,993,894
News Dealers and Newsstands-451212	272,641	0	272,641
Prerecorded Tapes, CDs, Record Stores-45122	2,313,748	3,249,294	(935,546)
General Merchandise Stores-452	165,769,177	73,175,767	92,593,410
Department Stores Excl Leased Depts-4521	81,062,075	19,902,652	61,159,423
Other General Merchandise Stores-4529	84,707,102	53,273,115	31,433,987
Miscellaneous Store Retailers-453	32,386,763	13,339,089	19,047,674
Florists-4531	2,260,068	1,148,393	1,111,675
Office Supplies, Stationery, Gift Stores-4532	12,391,920	2,000,698	10,391,222
Office Supplies and Stationery Stores-45321	6,909,824	718,184	6,191,640
Gift, Novelty and Souvenir Stores-45322	5,482,097	1,282,514	4,199,583
Used Merchandise Stores-4533	2,698,870	2,305,280	393,590
Other Miscellaneous Store Retailers-4539	15,035,904	7,884,717	7,151,187
Non-Store Retailers-454	84,517,113	161,822,068	(77,304,955)
Foodservice and Drinking Places-722	120,136,303	86,590,938	33,545,365
Full-Service Restaurants-7221	53,556,058	42,029,134	11,526,924



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DrvTim 2: HWY 75 & WILES ROAD, 20 Minute(s) Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	51,284,942	39,496,670	11,788,272
Special Foodservices-7223	10,012,203	3,254,788	6,757,415
Drinking Places -Alcoholic Beverages-7224	5,283,101	1,810,346	3,472,755
GAFO *	314,396,989	118,773,724	195,623,265
General Merchandise Stores-452	165,769,177	73,175,767	92,593,410
Clothing and Clothing Accessories Stores-448	57,428,810	12,192,947	45,235,863
Furniture and Home Furnishings Stores-442	24,797,955	4,510,892	20,287,063
Electronics and Appliance Stores-443	28,209,397	6,564,722	21,644,675
Sporting Goods, Hobby, Book, Music Stores-451	25,799,730	20,328,697	5,471,033
Office Supplies, Stationery, Gift Stores-4532	12,391,920	2,000,698	10,391,222

* 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.