

## RMP Opportunity Gap - Retail Stores 2007

**Radius 1: HWY 59 AT HWY 98, FOLEY, AL 36535, 0.00 - 10.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	828,369,950	1,414,422,441	(586,052,491)
Motor Vehicle and Parts Dealers-441	173,009,054	195,549,763	(22,540,709)
Automotive Dealers-4411	150,350,070	148,297,534	2,052,536
Other Motor Vehicle Dealers-4412	9,657,943	27,483,594	(17,825,651)
Automotive Parts/Accsrs, Tire Stores-4413	13,001,041	19,768,634	(6,767,593)
Furniture and Home Furnishings Stores-442	21,276,996	122,365,365	(101,088,369)
Furniture Stores-4421	11,462,873	25,427,239	(13,964,366)
Home Furnishing Stores-4422	9,814,122	96,938,126	(87,124,004)
Electronics and Appliance Stores-443	18,371,742	11,547,621	6,824,121
Appliances, TVs, Electronics Stores-44311	14,001,251	9,514,173	4,487,078
Household Appliances Stores-443111	3,306,778	3,768,214	(461,436)
Radio, Television, Electronics Stores-443112	10,694,474	5,745,958	4,948,516
Computer and Software Stores-44312	3,684,736	2,033,449	1,651,287
Camera and Photographic Equipment Stores-44313	685,756	0	685,756
Building Material, Garden Equip Stores -444	96,636,339	307,813,121	(211,176,782)
Building Material and Supply Dealers-4441	88,179,339	294,681,910	(206,502,571)
Home Centers-44411	33,063,555	178,289,670	(145,226,115)
Paint and Wallpaper Stores-44412	2,255,623	6,824,426	(4,568,803)
Hardware Stores-44413	6,579,118	11,103,582	(4,524,464)
Other Building Materials Dealers-44419	46,281,043	98,464,232	(52,183,189)
Building Materials, Lumberyards-444191	15,622,477	33,577,399	(17,954,922)
Lawn, Garden Equipment, Supplies Stores-4442	8,457,000	13,131,210	(4,674,210)
Outdoor Power Equipment Stores-44421	1,371,563	1,802,152	(430,589)
Nursery and Garden Centers-44422	7,085,438	11,329,059	(4,243,621)
Food and Beverage Stores-445	95,287,534	121,256,274	(25,968,740)
Grocery Stores-4451	87,105,777	107,674,959	(20,569,182)
Supermarkets, Grocery (Ex Conv) Stores-44511	82,660,486	102,475,940	(19,815,454)
Convenience Stores-44512	4,445,291	5,199,019	(753,728)
Specialty Food Stores-4452	2,842,130	4,865,921	(2,023,791)
Beer, Wine and Liquor Stores-4453	5,339,627	8,715,395	(3,375,768)
Health and Personal Care Stores-446	47,559,747	60,593,610	(13,033,863)
Pharmancies and Drug Stores-44611	41,374,049	54,886,225	(13,512,176)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,765,152	2,802,531	(1,037,379)
Optical Goods Stores-44613	1,299,814	1,212,088	87,726
Other Health and Personal Care Stores-44619	3,120,732	1,692,766	1,427,966



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Gasoline Stations-447	94,911,507	144,081,702	(49,170,195)
Gasoline Stations With Conv Stores-44711	71,178,559	136,437,134	(65,258,575)
Other Gasoline Stations-44719	23,732,948	7,644,568	16,088,380
Clothing and Clothing Accessories Stores-448	33,150,508	124,263,736	(91,113,228)
Clothing Stores-4481	23,679,722	90,776,654	(67,096,932)
Men's Clothing Stores-44811	1,529,865	6,536,228	(5,006,363)
Women's Clothing Stores-44812	5,806,061	15,779,739	(9,973,678)
Childrens, Infants Clothing Stores-44813	1,465,396	7,462,428	(5,997,032)
Family Clothing Stores-44814	12,776,402	51,848,240	(39,071,838)
Clothing Accessories Stores-44815	540,746	1,089,671	(548,925)
Other Clothing Stores-44819	1,561,253	8,060,348	(6,499,095)
Shoe Stores-4482	4,791,314	27,290,639	(22,499,325)
Jewelry, Luggage, Leather Goods Stores-4483	4,679,472	6,196,444	(1,516,972)
Jewelry Stores-44831	4,300,578	5,477,444	(1,176,866)
Luggage and Leather Goods Stores-44832	378,894	719,000	(340,106)
Sporting Goods, Hobby, Book, Music Stores-451	14,851,275	12,517,115	2,334,160
Sportng Goods, Hobby, Musical Inst Stores-4511	11,103,690	10,004,960	1,098,730
Sporting Goods Stores-45111	5,780,639	8,398,900	(2,618,261)
Hobby, Toys and Games Stores-45112	3,538,523	1,063,518	2,475,005
Sew/Needlework/Piece Goods Stores-45113	914,307	542,542	371,765
Musical Instrument and Supplies Stores-45114	870,221	0	870,221
Book, Periodical and Music Stores-4512	3,747,586	2,512,155	1,235,431
Book Stores and News Dealers-45121	2,541,908	1,412,781	1,129,127
Book Stores-451211	2,375,561	1,412,781	962,780
News Dealers and Newsstands-451212	166,347	0	166,347
Prerecorded Tapes, CDs, Record Stores-45122	1,205,678	1,099,375	106,303
General Merchandise Stores-452	96,451,008	189,617,337	(93,166,329)
Department Stores Excl Leased Depts-4521	44,324,177	32,400,017	11,924,160
Other General Merchandise Stores-4529	52,126,831	157,217,320	(105,090,489)
Warehouse Clubs and Super Stores-45291	44,756,145	149,098,582	(104,342,437)
All Other General Merchandise Stores-45299	7,370,687	8,118,738	(748,051)
Miscellaneous Store Retailers-453	22,379,482	32,507,724	(10,128,242)
Florists-4531	1,591,497	1,077,353	514,144
Office Supplies, Stationery, Gift Stores-4532	8,683,357	10,655,159	(1,971,802)
Office Supplies and Stationery Stores-45321	4,959,904	5,144,227	(184,323)
Gift, Novelty and Souvenir Stores-45322	3,723,453	5,510,932	(1,787,479)
Used Merchandise Stores-4533	1,730,427	3,156,479	(1,426,052)
Other Miscellaneous Store Retailers-4539	10,374,201	17,618,733	(7,244,532)



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Non-Store Retailers-454	48,577,326	27,083,914	21,493,412
Electronic Shopping, Mail-Order Houses-4541	34,956,481	15,885,935	19,070,546
Vending Machine Operators-4542	2,109,506	352,665	1,756,841
Direct Selling Establishments-4543	11,511,339	10,845,314	666,025
Foodservice and Drinking Places-722	65,907,431	65,225,161	682,270
Full-Service Restaurants-7221	29,703,849	38,650,843	(8,946,994)
Limited-Service Eating Places-7222	28,200,966	25,414,972	2,785,994
Special Foodservices-7223	5,452,693	274,524	5,178,169
Drinking Places -Alcoholic Beverages-7224	2,549,923	884,823	1,665,100
GAFO *	192,784,886	470,966,333	(278,181,447)
General Merchandise Stores-452	96,451,008	189,617,337	(93,166,329)
Clothing and Clothing Accessories Stores-448	33,150,508	124,263,736	(91,113,228)
Furniture and Home Furnishings Stores-442	21,276,996	122,365,365	(101,088,369)
Electronics and Appliance Stores-443	18,371,742	11,547,621	6,824,121
Sporting Goods, Hobby, Book, Music Stores-451	14,851,275	12,517,115	2,334,160
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