

RMP Opportunity Gap - Retail Stores 2007

Radius 3: HWY 59 AT HWY 98, FOLEY, AL 36535, 0.00 - 30.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	7,112,611,760	10,023,241,893	(2,910,630,133)
Motor Vehicle and Parts Dealers-441	1,374,819,495	2,262,359,709	(887,540,214)
Automotive Dealers-4411	1,187,744,031	1,902,063,321	(714,319,290)
Other Motor Vehicle Dealers-4412	77,936,631	161,249,673	(83,313,042)
Automotive Parts/Accsrs, Tire Stores-4413	109,138,834	199,046,715	(89,907,881)
Furniture and Home Furnishings Stores-442	184,643,518	408,929,210	(224,285,692)
Furniture Stores-4421	99,671,147	127,785,483	(28,114,336)
Home Furnishing Stores-4422	84,972,370	281,143,727	(196,171,357)
Electronics and Appliance Stores-443	161,529,520	200,787,967	(39,258,447)
Appliances, TVs, Electronics Stores-44311	123,335,232	168,169,191	(44,833,959)
Household Appliances Stores-443111	28,472,247	33,966,824	(5,494,577)
Radio, Television, Electronics Stores-443112	94,862,986	134,202,367	(39,339,381)
Computer and Software Stores-44312	32,006,418	28,330,277	3,676,141
Camera and Photographic Equipment Stores-44313	6,187,869	4,288,499	1,899,370
Building Material, Garden Equip Stores -444	811,478,890	1,555,216,580	(743,737,690)
Building Material and Supply Dealers-4441	740,157,285	1,501,331,180	(761,173,895)
Home Centers-44411	277,499,673	638,933,565	(361,433,892)
Paint and Wallpaper Stores-44412	19,149,282	42,252,636	(23,103,354)
Hardware Stores-44413	55,743,462	63,764,583	(8,021,121)
Other Building Materials Dealers-44419	387,764,869	756,380,397	(368,615,528)
Building Materials, Lumberyards-444191	130,295,036	257,934,129	(127,639,093)
Lawn, Garden Equipment, Supplies Stores-4442	71,321,606	53,885,400	17,436,206
Outdoor Power Equipment Stores-44421	11,471,413	15,195,333	(3,723,920)
Nursery and Garden Centers-44422	59,850,192	38,690,067	21,160,125
Food and Beverage Stores-445	848,466,917	861,541,035	(13,074,118)
Grocery Stores-4451	772,291,723	775,348,040	(3,056,317)
Supermarkets, Grocery (Ex Conv) Stores-44511	733,879,148	744,835,569	(10,956,421)
Convenience Stores-44512	38,412,574	30,512,471	7,900,103
Specialty Food Stores-4452	25,880,784	37,691,060	(11,810,276)
Beer, Wine and Liquor Stores-4453	50,294,410	48,501,934	1,792,476
Health and Personal Care Stores-446	411,938,380	525,865,995	(113,927,615)
Pharmancies and Drug Stores-44611	357,684,869	456,189,262	(98,504,393)
Cosmetics, Beauty Supplies, Perfume Stores-44612	15,253,456	20,910,795	(5,657,339)
Optical Goods Stores-44613	11,916,062	19,334,838	(7,418,776)
Other Health and Personal Care Stores-44619	27,083,994	29,431,100	(2,347,106)



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Gasoline Stations-447	789,978,773	1,138,016,060	(348,037,287)
Gasoline Stations With Conv Stores-44711	593,473,212	1,013,884,230	(420,411,018)
Other Gasoline Stations-44719	196,505,561	124,131,830	72,373,731
Clothing and Clothing Accessories Stores-448	307,074,028	374,126,263	(67,052,235)
Clothing Stores-4481	219,481,986	263,284,563	(43,802,577)
Men's Clothing Stores-44811	13,853,670	16,225,862	(2,372,192)
Women's Clothing Stores-44812	54,732,471	56,043,313	(1,310,842)
Childrens, Infants Clothing Stores-44813	13,837,814	11,774,040	2,063,774
Family Clothing Stores-44814	117,566,961	149,133,693	(31,566,732)
Clothing Accessories Stores-44815	5,026,361	6,614,033	(1,587,672)
Other Clothing Stores-44819	14,464,709	23,493,621	(9,028,912)
Shoe Stores-4482	44,511,416	67,323,234	(22,811,818)
Jewelry, Luggage, Leather Goods Stores-4483	43,080,625	43,518,466	(437,841)
Jewelry Stores-44831	39,664,856	42,664,599	(2,999,743)
Luggage and Leather Goods Stores-44832	3,415,770	853,867	2,561,903
Sporting Goods, Hobby, Book, Music Stores-451	126,121,869	141,132,299	(15,010,430)
Sportng Goods, Hobby, Musical Inst Stores-4511	89,922,374	101,343,905	(11,421,531)
Sporting Goods Stores-45111	45,596,578	57,515,583	(11,919,005)
Hobby, Toys and Games Stores-45112	29,143,627	27,988,673	1,154,954
Sew/Needlework/Piece Goods Stores-45113	7,393,118	8,048,167	(655,049)
Musical Instrument and Supplies Stores-45114	7,789,051	7,791,482	(2,431)
Book, Periodical and Music Stores-4512	36,199,496	39,788,394	(3,588,898)
Book Stores and News Dealers-45121	25,270,408	28,108,251	(2,837,843)
Book Stores-451211	23,813,904	27,968,711	(4,154,807)
News Dealers and Newsstands-451212	1,456,504	139,540	1,316,964
Prerecorded Tapes, CDs, Record Stores-45122	10,929,088	11,680,143	(751,055)
General Merchandise Stores-452	847,701,358	1,408,331,340	(560,629,982)
Department Stores Excl Leased Depts-4521	391,592,197	314,263,364	77,328,833
Other General Merchandise Stores-4529	456,109,161	1,094,067,976	(637,958,815)
Warehouse Clubs and Super Stores-45291	392,510,775	1,009,148,401	(616,637,626)
All Other General Merchandise Stores-45299	63,598,385	84,919,575	(21,321,190)
Miscellaneous Store Retailers-453	187,254,552	245,330,258	(58,075,706)
Florists-4531	13,837,346	10,188,395	3,648,951
Office Supplies, Stationery, Gift Stores-4532	72,943,373	129,053,743	(56,110,370)
Office Supplies and Stationery Stores-45321	41,537,144	77,424,841	(35,887,697)
Gift, Novelty and Souvenir Stores-45322	31,406,229	51,628,901	(20,222,672)
Used Merchandise Stores-4533	15,214,980	16,590,087	(1,375,107)
Other Miscellaneous Store Retailers-4539	85,258,853	89,498,033	(4,239,180)



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Non-Store Retailers-454	421,395,758	111,947,941	309,447,817
Electronic Shopping, Mail-Order Houses-4541	304,909,027	52,180,263	252,728,764
Vending Machine Operators-4542	19,081,723	2,775,984	16,305,739
Direct Selling Establishments-4543	97,405,008	56,991,694	40,413,314
Foodservice and Drinking Places-722	640,208,702	789,657,236	(149,448,534)
Full-Service Restaurants-7221	289,536,392	371,010,939	(81,474,547)
Limited-Service Eating Places-7222	272,342,150	321,654,975	(49,312,825)
Special Foodservices-7223	52,406,936	59,218,160	(6,811,224)
Drinking Places -Alcoholic Beverages-7224	25,923,224	37,773,162	(11,849,938)
GAFO *	1,700,013,665	2,662,360,822	(962,347,157)
General Merchandise Stores-452	847,701,358	1,408,331,340	(560,629,982)
Clothing and Clothing Accessories Stores-448	307,074,028	374,126,263	(67,052,235)
Furniture and Home Furnishings Stores-442	184,643,518	408,929,210	(224,285,692)
Electronics and Appliance Stores-443	161,529,520	200,787,967	(39,258,447)
Sporting Goods, Hobby, Book, Music Stores-451	126,121,869	141,132,299	(15,010,430)
Office Supplies, Stationery, Gift Stores-4532	72,943,373	129,053,743	(56,110,370)

* 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.

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.

