

RMP Opportunity Gap - Retail Stores 2008

Radius 1: HWY 59 & HWY 98, FOLEY, AL, 0.00 - 3.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	232,413,001	855,797,972	(623,384,971)
Motor Vehicle and Parts Dealers-441	47,490,832	84,400,333	(36,909,501)
Automotive Dealers-4411	41,103,992	64,480,813	(23,376,821)
Other Motor Vehicle Dealers-4412	2,857,513	4,100,854	(1,243,341)
Automotive Parts/Accsrs, Tire Stores-4413	3,529,328	15,818,666	(12,289,338)
Furniture and Home Furnishings Stores-442	5,518,385	47,007,853	(41,489,468)
Furniture Stores-4421	3,029,045	8,335,745	(5,306,700)
Home Furnishing Stores-4422	2,489,340	38,672,108	(36,182,768)
Electronics and Appliance Stores-443	5,036,652	6,689,408	(1,652,756)
Appliances, TVs, Electronics Stores-44311	3,787,081	6,167,226	(2,380,145)
Household Appliances Stores-443111	888,015	1,897,261	(1,009,246)
Radio, Television, Electronics Stores-443112	2,899,067	4,269,965	(1,370,898)
Computer and Software Stores-44312	1,064,644	522,182	542,462
Camera and Photographic Equipment Stores-44313	184,927	0	184,927
Building Material, Garden Equip Stores -444	26,092,452	280,702,010	(254,609,558)
Building Material and Supply Dealers-4441	24,010,196	277,149,776	(253,139,580)
Home Centers-44411	9,474,619	187,554,237	(178,079,618)
Paint and Wallpaper Stores-44412	547,688	0	547,688
Hardware Stores-44413	1,872,631	2,060,728	(188,097)
Other Building Materials Dealers-44419	12,115,257	87,534,810	(75,419,553)
Building Materials, Lumberyards-444191	4,134,503	29,850,345	(25,715,842)
Lawn, Garden Equipment, Supplies Stores-4442	2,082,257	3,552,234	(1,469,977)
Outdoor Power Equipment Stores-44421	336,478	391,587	(55,109)
Nursery and Garden Centers-44422	1,745,778	3,160,647	(1,414,869)
Food and Beverage Stores-445	27,975,101	47,458,853	(19,483,752)
Grocery Stores-4451	25,670,724	44,593,781	(18,923,057)
Supermarkets, Grocery (Ex Conv) Stores-44511	24,363,033	42,657,913	(18,294,880)
Convenience Stores-44512	1,307,691	1,935,867	(628,176)
Specialty Food Stores-4452	776,802	1,011,203	(234,401)
Beer, Wine and Liquor Stores-4453	1,527,575	1,853,869	(326,294)
Health and Personal Care Stores-446	13,980,923	25,380,062	(11,399,139)
Pharmancies and Drug Stores-44611	12,254,155	21,726,428	(9,472,273)
Cosmetics, Beauty Supplies, Perfume Stores-44612	497,151	2,555,242	(2,058,091)
Optical Goods Stores-44613	353,591	387,429	(33,838)
Other Health and Personal Care Stores-44619	876,026	710,963	165,063



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	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	26,792,721	63,253,607	(36,460,886)
Gasoline Stations With Conv Stores-44711	20,180,415	47,348,369	(27,167,954)
Other Gasoline Stations-44719	6,612,306	15,905,237	(9,292,931)
Clothing and Clothing Accessories Stores-448	9,200,356	112,672,929	(103,472,573)
Clothing Stores-4481	6,627,474	84,021,063	(77,393,589)
Men's Clothing Stores-44811	445,543	6,466,031	(6,020,488)
Women's Clothing Stores-44812	1,583,278	14,049,019	(12,465,741)
Childrens, Infants Clothing Stores-44813	412,123	5,865,515	(5,453,392)
Family Clothing Stores-44814	3,622,372	52,195,145	(48,572,773)
Clothing Accessories Stores-44815	147,663	1,345,280	(1,197,617)
Other Clothing Stores-44819	416,495	4,100,074	(3,683,579)
Shoe Stores-4482	1,244,441	25,253,857	(24,009,416)
Jewelry, Luggage, Leather Goods Stores-4483	1,328,441	3,398,009	(2,069,568)
Jewelry Stores-44831	1,221,811	2,837,839	(1,616,028)
Luggage and Leather Goods Stores-44832	106,630	560,169	(453,539)
Sporting Goods, Hobby, Book, Music Stores-451	4,044,497	5,799,954	(1,755,457)
Sportng Goods, Hobby, Musical Inst Stores-4511	3,013,371	3,786,664	(773,293)
Sporting Goods Stores-45111	1,572,315	2,709,732	(1,137,417)
Hobby, Toys and Games Stores-45112	962,320	960,589	1,731
Sew/Needlework/Piece Goods Stores-45113	247,044	116,343	130,701
Musical Instrument and Supplies Stores-45114	231,693	0	231,693
Book, Periodical and Music Stores-4512	1,031,126	2,013,290	(982,164)
Book Stores and News Dealers-45121	707,075	819,071	(111,996)
Book Stores-451211	662,895	819,071	(156,176)
News Dealers and Newsstands-451212	44,181	0	44,181
Prerecorded Tapes, CDs, Record Stores-45122	324,051	1,194,219	(870,168)
General Merchandise Stores-452	27,380,324	114,772,991	(87,392,667)
Department Stores Excl Leased Depts-4521	12,788,988	23,728,955	(10,939,967)
Other General Merchandise Stores-4529	14,591,336	91,044,037	(76,452,701)
Warehouse Clubs and Super Stores-45291	12,545,710	86,668,917	(74,123,207)
All Other General Merchandise Stores-45299	2,045,626	4,375,120	(2,329,494)
Miscellaneous Store Retailers-453	5,905,982	25,651,684	(19,745,702)
Florists-4531	426,124	533,298	(107,174)
Office Supplies, Stationery, Gift Stores-4532	2,303,598	12,027,317	(9,723,719)
Office Supplies and Stationery Stores-45321	1,320,124	9,532,085	(8,211,961)
Gift, Novelty and Souvenir Stores-45322	983,474	2,495,233	(1,511,759)
Used Merchandise Stores-4533	458,465	1,050,713	(592,248)
Other Miscellaneous Store Retailers-4539	2,717,795	12,040,357	(9,322,562)



RMP Opportunity Gap - Retail Stores 2008

Radius 1: HWY 59 & HWY 98, FOLEY, AL, 0.00 - 3.00 Miles, Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	14,323,527	12,369,307	1,954,220
Electronic Shopping, Mail-Order Houses-4541	10,115,538	8,373,048	1,742,490
Vending Machine Operators-4542	556,292	429,000	127,292
Direct Selling Establishments-4543	3,651,697	3,567,258	84,439
Foodservice and Drinking Places-722	18,671,247	29,638,982	(10,967,735)
Full-Service Restaurants-7221	8,534,235	16,454,948	(7,920,713)
Limited-Service Eating Places-7222	7,735,760	12,332,039	(4,596,279)
Special Foodservices-7223	1,595,453	7,422	1,588,031
Drinking Places -Alcoholic Beverages-7224	805,799	844,573	(38,774)
GAFO *	53,483,812	298,970,453	(245,486,641)
General Merchandise Stores-452	27,380,324	114,772,991	(87,392,667)
Clothing and Clothing Accessories Stores-448	9,200,356	112,672,929	(103,472,573)
Furniture and Home Furnishings Stores-442	5,518,385	47,007,853	(41,489,468)
Electronics and Appliance Stores-443	5,036,652	6,689,408	(1,652,756)
Sporting Goods, Hobby, Book, Music Stores-451	4,044,497	5,799,954	(1,755,457)
Office Supplies, Stationery, Gift Stores-4532	2,303,598	12,027,317	(9,723,719)



RMP Opportunity Gap - Retail Stores 2008

Radius 2: HWY 59 & HWY 98, FOLEY, AL, 0.00 - 5.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	376,251,213	1,064,913,293	(688,662,080)
Motor Vehicle and Parts Dealers-441	77,255,364	116,403,794	(39,148,430)
Automotive Dealers-4411	66,913,825	88,995,323	(22,081,498)
Other Motor Vehicle Dealers-4412	4,614,162	9,327,539	(4,713,377)
Automotive Parts/Accsrs, Tire Stores-4413	5,727,377	18,080,932	(12,353,555)
Furniture and Home Furnishings Stores-442	8,957,017	64,807,844	(55,850,827)
Furniture Stores-4421	4,905,269	13,017,403	(8,112,134)
Home Furnishing Stores-4422	4,051,748	51,790,441	(47,738,693)
Electronics and Appliance Stores-443	8,089,563	8,079,076	10,487
Appliances, TVs, Electronics Stores-44311	6,089,921	7,210,099	(1,120,178)
Household Appliances Stores-443111	1,433,590	2,182,219	(748,629)
Radio, Television, Electronics Stores-443112	4,656,331	5,027,879	(371,548)
Computer and Software Stores-44312	1,702,622	868,977	833,645
Camera and Photographic Equipment Stores-44313	297,020	0	297,020
Building Material, Garden Equip Stores -444	42,685,457	336,636,867	(293,951,410)
Building Material and Supply Dealers-4441	39,314,419	331,208,501	(291,894,082)
Home Centers-44411	15,472,171	220,294,552	(204,822,381)
Paint and Wallpaper Stores-44412	889,485	2,363,899	(1,474,414)
Hardware Stores-44413	3,051,518	3,229,968	(178,450)
Other Building Materials Dealers-44419	19,901,245	105,320,082	(85,418,837)
Building Materials, Lumberyards-444191	6,745,521	35,915,322	(29,169,801)
Lawn, Garden Equipment, Supplies Stores-4442	3,371,038	5,428,366	(2,057,328)
Outdoor Power Equipment Stores-44421	546,297	602,896	(56,599)
Nursery and Garden Centers-44422	2,824,740	4,825,470	(2,000,730)
Food and Beverage Stores-445	44,990,852	56,701,373	(11,710,521)
Grocery Stores-4451	41,290,700	52,493,946	(11,203,246)
Supermarkets, Grocery (Ex Conv) Stores-44511	39,188,633	50,155,546	(10,966,913)
Convenience Stores-44512	2,102,066	2,338,400	(236,334)
Specialty Food Stores-4452	1,249,885	1,447,413	(197,528)
Beer, Wine and Liquor Stores-4453	2,450,267	2,760,013	(309,746)
Health and Personal Care Stores-446	22,241,797	28,586,445	(6,344,648)
Pharmacies and Drug Stores-44611	19,491,167	24,039,435	(4,548,268)
Cosmetics, Beauty Supplies, Perfume Stores-44612	789,476	3,108,931	(2,319,455)
Optical Goods Stores-44613	569,399	571,331	(1,932)
Other Health and Personal Care Stores-44619	1,391,755	866,749	525,006



RMP Opportunity Gap - Retail Stores 2008

Radius 2: HWY 59 & HWY 98, FOLEY, AL, 0.00 - 5.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	43,936,606	88,036,673	(44,100,067)
Gasoline Stations With Conv Stores-44711	33,041,912	68,673,349	(35,631,437)
Other Gasoline Stations-44719	10,894,694	19,363,325	(8,468,631)
Clothing and Clothing Accessories Stores-448	14,869,473	131,634,838	(116,765,365)
Clothing Stores-4481	10,727,677	97,986,873	(87,259,196)
Men's Clothing Stores-44811	719,724	7,359,821	(6,640,097)
Women's Clothing Stores-44812	2,574,219	16,449,332	(13,875,113)
Childrens, Infants Clothing Stores-44813	660,694	7,062,223	(6,401,529)
Family Clothing Stores-44814	5,859,170	60,233,381	(54,374,211)
Clothing Accessories Stores-44815	238,196	1,556,250	(1,318,054)
Other Clothing Stores-44819	675,673	5,325,866	(4,650,193)
Shoe Stores-4482	2,012,524	29,551,591	(27,539,067)
Jewelry, Luggage, Leather Goods Stores-4483	2,129,273	4,096,374	(1,967,101)
Jewelry Stores-44831	1,958,165	3,440,675	(1,482,510)
Luggage and Leather Goods Stores-44832	171,108	655,698	(484,590)
Sporting Goods, Hobby, Book, Music Stores-451	6,522,366	8,133,882	(1,611,516)
Sportng Goods, Hobby, Musical Inst Stores-4511	4,848,596	5,698,820	(850,224)
Sporting Goods Stores-45111	2,529,597	4,174,474	(1,644,877)
Hobby, Toys and Games Stores-45112	1,547,804	1,242,117	305,687
Sew/Needlework/Piece Goods Stores-45113	399,046	282,229	116,817
Musical Instrument and Supplies Stores-45114	372,148	0	372,148
Book, Periodical and Music Stores-4512	1,673,771	2,435,062	(761,291)
Book Stores and News Dealers-45121	1,155,396	1,053,563	101,833
Book Stores-451211	1,084,790	1,053,563	31,227
News Dealers and Newsstands-451212	70,605	0	70,605
Prerecorded Tapes, CDs, Record Stores-45122	518,375	1,381,499	(863,124)
General Merchandise Stores-452	44,133,770	143,503,184	(99,369,414)
Department Stores Excl Leased Depts-4521	20,613,223	27,709,784	(7,096,561)
Other General Merchandise Stores-4529	23,520,547	115,793,400	(92,272,853)
Warehouse Clubs and Super Stores-45291	20,221,034	110,738,606	(90,517,572)
All Other General Merchandise Stores-45299	3,299,513	5,054,794	(1,755,281)
Miscellaneous Store Retailers-453	9,577,308	30,479,740	(20,902,432)
Florists-4531	686,491	589,290	97,201
Office Supplies, Stationery, Gift Stores-4532	3,713,882	14,103,828	(10,389,946)
Office Supplies and Stationery Stores-45321	2,126,700	10,979,101	(8,852,401)
Gift, Novelty and Souvenir Stores-45322	1,587,182	3,124,727	(1,537,545)
Used Merchandise Stores-4533	741,116	1,417,849	(676,733)
Other Miscellaneous Store Retailers-4539	4,435,818	14,368,772	(9,932,954)



RMP Opportunity Gap - Retail Stores 2008

Radius 2: HWY 59 & HWY 98, FOLEY, AL, 0.00 - 5.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	23,071,185	16,389,932	6,681,253
Electronic Shopping, Mail-Order Houses-4541	16,244,564	11,834,248	4,410,316
Vending Machine Operators-4542	894,433	429,000	465,433
Direct Selling Establishments-4543	5,932,187	4,126,684	1,805,503
Foodservice and Drinking Places-722	29,920,454	35,519,646	(5,599,192)
Full-Service Restaurants-7221	13,673,516	18,112,453	(4,438,937)
Limited-Service Eating Places-7222	12,400,316	16,342,405	(3,942,089)
Special Foodservices-7223	2,558,558	126,681	2,431,877
Drinking Places -Alcoholic Beverages-7224	1,288,064	938,108	349,956
GAFO *	86,286,072	370,262,651	(283,976,579)
General Merchandise Stores-452	44,133,770	143,503,184	(99,369,414)
Clothing and Clothing Accessories Stores-448	14,869,473	131,634,838	(116,765,365)
Furniture and Home Furnishings Stores-442	8,957,017	64,807,844	(55,850,827)
Electronics and Appliance Stores-443	8,089,563	8,079,076	10,487
Sporting Goods, Hobby, Book, Music Stores-451	6,522,366	8,133,882	(1,611,516)
Office Supplies, Stationery, Gift Stores-4532	3,713,882	14,103,828	(10,389,946)

* 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.



RMP Opportunity Gap - Retail Stores 2008

Appendix: Area Listing

Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

HWY 59 & HWY 98

Latitude/Longitude 30.406380 -87.683830

Radius 0.00 - 3.00

Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

HWY 59 & HWY 98

Latitude/Longitude 30.406380 -87.683830

Radius 0.00 - 5.00

Project Information:

Site: 1

Order Number: 967562916

