

# RMP Opportunity Gap - Retail Stores 2008

I-435 and 169 Hwy Interchange

## DrvTim 1: I 435 AT NW ARROWHEAD TRFY, KANSAS CITY, MO 64101, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,806,474,411	3,620,939,760	(814,465,349)
Motor Vehicle and Parts Dealers-441	550,580,730	1,166,937,458	(616,356,728)
Automotive Dealers-4411	474,647,091	1,094,361,084	(619,713,993)
Other Motor Vehicle Dealers-4412	34,728,059	38,234,266	(3,506,207)
Automotive Parts/Accsrs, Tire Stores-4413	41,205,580	34,342,108	6,863,472
Furniture and Home Furnishings Stores-442	72,108,175	61,169,108	10,939,067
Furniture Stores-4421	38,805,470	11,382,873	27,422,597
Home Furnishing Stores-4422	33,302,705	49,786,235	(16,483,530)
Electronics and Appliance Stores-443	66,930,453	151,335,978	(84,405,525)
Appliances, TVs, Electronics Stores-44311	50,459,907	127,078,205	(76,618,298)
Household Appliances Stores-443111	10,932,923	33,139,187	(22,206,264)
Radio, Television, Electronics Stores-443112	39,526,985	93,939,017	(54,412,032)
Computer and Software Stores-44312	13,736,126	23,585,490	(9,849,364)
Camera and Photographic Equipment Stores-44313	2,734,420	672,283	2,062,137
Building Material, Garden Equip Stores -444	319,891,391	181,157,348	138,734,043
Building Material and Supply Dealers-4441	293,777,154	164,540,305	129,236,849
Home Centers-44411	117,023,479	114,759,363	2,264,116
Paint and Wallpaper Stores-44412	6,426,544	4,575,242	1,851,302
Hardware Stores-44413	24,193,330	17,572,979	6,620,351
Other Building Materials Dealers-44419	146,133,801	27,632,721	118,501,080
Building Materials, Lumberyards-444191	50,144,877	9,423,058	40,721,819
Lawn, Garden Equipment, Supplies Stores-4442	26,114,237	16,617,043	9,497,194
Outdoor Power Equipment Stores-44421	3,798,375	5,666,693	(1,868,318)
Nursery and Garden Centers-44422	22,315,862	10,950,350	11,365,512
Food and Beverage Stores-445	319,649,206	275,399,759	44,249,447
Grocery Stores-4451	288,986,653	266,952,509	22,034,144
Supermarkets, Grocery (Ex Conv) Stores-44511	273,528,208	263,998,511	9,529,697
Convenience Stores-44512	15,458,445	2,953,998	12,504,447
Specialty Food Stores-4452	8,746,631	4,569,107	4,177,524
Beer, Wine and Liquor Stores-4453	21,915,922	3,878,144	18,037,778
Health and Personal Care Stores-446	134,454,597	158,468,178	(24,013,581)
Pharmancies and Drug Stores-44611	115,880,961	137,292,073	(21,411,112)
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,529,289	5,123,039	(593,750)
Optical Goods Stores-44613	6,009,883	11,598,531	(5,588,648)
Other Health and Personal Care Stores-44619	8,034,463	4,454,535	3,579,928

# RMP Opportunity Gap - Retail Stores 2008

I-435 and 169 Hwy Interchange

DrvTim 1: I 435 AT NW ARROWHEAD TRFY, KANSAS CITY, MO 64101, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	302,969,788	402,951,977	(99,982,189)
Gasoline Stations With Conv Stores-44711	228,836,190	355,008,105	(126,171,915)
Other Gasoline Stations-44719	74,133,598	47,943,872	26,189,726
Clothing and Clothing Accessories Stores-448	131,955,140	107,164,926	24,790,214
Clothing Stores-4481	94,925,704	71,552,952	23,372,752
Men's Clothing Stores-44811	6,136,192	0	6,136,192
Women's Clothing Stores-44812	24,142,693	26,012,922	(1,870,229)
Childrens, Infants Clothing Stores-44813	5,224,734	7,355,849	(2,131,115)
Family Clothing Stores-44814	51,096,500	36,000,583	15,095,917
Clothing Accessories Stores-44815	2,212,301	0	2,212,301
Other Clothing Stores-44819	6,113,285	2,183,599	3,929,686
Shoe Stores-4482	16,967,135	20,775,092	(3,807,957)
Jewelry, Luggage, Leather Goods Stores-4483	20,062,301	14,836,882	5,225,419
Jewelry Stores-44831	18,522,236	14,836,882	3,685,354
Luggage and Leather Goods Stores-44832	1,540,065	0	1,540,065
Sporting Goods, Hobby, Book, Music Stores-451	54,777,494	70,397,808	(15,620,314)
Sportng Goods, Hobby, Musical Inst Stores-4511	38,120,212	56,644,917	(18,524,705)
Sporting Goods Stores-45111	19,822,914	23,178,109	(3,355,195)
Hobby, Toys and Games Stores-45112	12,026,675	31,704,712	(19,678,037)
Sew/Needlework/Piece Goods Stores-45113	2,734,050	1,110,346	1,623,704
Musical Instrument and Supplies Stores-45114	3,536,573	651,751	2,884,822
Book, Periodical and Music Stores-4512	16,657,283	13,752,891	2,904,392
Book Stores and News Dealers-45121	11,213,725	12,091,868	(878,143)
Book Stores-451211	10,595,992	7,656,269	2,939,723
News Dealers and Newsstands-451212	617,733	4,435,599	(3,817,866)
Prerecorded Tapes, CDs, Record Stores-45122	5,443,558	1,661,023	3,782,535
General Merchandise Stores-452	334,794,834	421,388,974	(86,594,140)
Department Stores Excl Leased Depts-4521	161,679,047	158,643,336	3,035,711
Other General Merchandise Stores-4529	173,115,787	262,745,638	(89,629,851)
Warehouse Clubs and Super Stores-45291	147,796,056	247,647,016	(99,850,960)
All Other General Merchandise Stores-45299	25,319,731	15,098,622	10,221,109
Miscellaneous Store Retailers-453	73,882,805	107,434,775	(33,551,970)
Florists-4531	5,240,225	4,466,585	773,640
Office Supplies, Stationery, Gift Stores-4532	29,743,961	61,049,056	(31,305,095)
Office Supplies and Stationery Stores-45321	16,804,013	37,455,612	(20,651,599)
Gift, Novelty and Souvenir Stores-45322	12,939,948	23,593,444	(10,653,496)
Used Merchandise Stores-4533	6,251,670	4,925,084	1,326,586
Other Miscellaneous Store Retailers-4539	32,646,949	36,994,049	(4,347,100)



# RMP Opportunity Gap - Retail Stores 2008

I-435 and 169 Hwy Interchange

DrvTim 1: I 435 AT NW ARROWHEAD TRFY, KANSAS CITY, MO 64101, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	179,912,568	202,450,191	(22,537,623)
Electronic Shopping, Mail-Order Houses-4541	128,157,891	189,498,019	(61,340,128)
Vending Machine Operators-4542	6,566,520	6,947,055	(380,535)
Direct Selling Establishments-4543	45,188,156	6,005,117	39,183,039
Foodservice and Drinking Places-722	264,567,231	314,683,279	(50,116,048)
Full-Service Restaurants-7221	122,124,161	168,418,246	(46,294,085)
Limited-Service Eating Places-7222	106,820,582	119,447,221	(12,626,639)
Special Foodservices-7223	22,011,458	20,019,018	1,992,440
Drinking Places -Alcoholic Beverages-7224	13,611,031	6,798,794	6,812,237
GAFO *	690,310,056	872,505,850	(182,195,794)
General Merchandise Stores-452	334,794,834	421,388,974	(86,594,140)
Clothing and Clothing Accessories Stores-448	131,955,140	107,164,926	24,790,214
Furniture and Home Furnishings Stores-442	72,108,175	61,169,108	10,939,067
Electronics and Appliance Stores-443	66,930,453	151,335,978	(84,405,525)
Sporting Goods, Hobby, Book, Music Stores-451	54,777,494	70,397,808	(15,620,314)
Office Supplies, Stationery, Gift Stores-4532	29,743,961	61,049,056	(31,305,095)

\* 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

I-435 and 169 Hwy Interchange

## Appendix: Area Listing

### Area Name:

Type: Drive Time 1: 15 Minute(s)      Reporting Detail: Aggregate      Reporting Level: Block Group  
I 435 AT NW ARROWHEAD TRFY, KANSAS CITY, MO 6

### Polygon Points:

39.134850 -94.587936	39.160149 -94.593773	39.167934 -94.610313	39.177666 -94.601555
39.173775 -94.614204	39.186424 -94.609344	39.186424 -94.616158	39.165989 -94.626862
39.190315 -94.621994	39.215618 -94.646324	39.218536 -94.663834	39.231186 -94.665787
39.237999 -94.695953	39.250648 -94.707626	39.244812 -94.743629	39.257462 -94.690109
39.260380 -94.711517	39.264275 -94.691086	39.290546 -94.689140	39.298332 -94.701790
39.292496 -94.723198	39.328499 -94.718330	39.336285 -94.738770	39.310009 -94.733902
39.308064 -94.747528	39.296387 -94.749474	39.308064 -94.755310	39.276924 -94.760178
39.276924 -94.766991	39.308064 -94.762123	39.310986 -94.783531	39.313904 -94.767960
39.328499 -94.762123	39.338230 -94.782555	39.369370 -94.791313	39.377155 -94.784508
39.377155 -94.800072	39.415108 -94.790344	39.388832 -94.785477	39.390781 -94.775749
39.379101 -94.776718	39.382023 -94.766014	39.371319 -94.768936	39.377155 -94.742661
39.365479 -94.766014	39.358665 -94.763092	39.356720 -94.741684	39.372292 -94.730980
39.356720 -94.723198	39.362560 -94.719307	39.357693 -94.697899	39.366451 -94.695953
39.357693 -94.688164	39.380074 -94.668701	39.372292 -94.646324	39.382023 -94.649239
39.383968 -94.641457	39.372292 -94.632698	39.381050 -94.635620	39.393700 -94.621994
39.389805 -94.586960	39.402458 -94.592796	39.406349 -94.630753	39.408295 -94.597664
39.420948 -94.618103	39.450142 -94.570419	39.443329 -94.566528	39.436516 -94.575279
39.432625 -94.562630	39.430679 -94.575279	39.421921 -94.575279	39.428730 -94.561661
39.422894 -94.550957	39.408295 -94.558739	39.381050 -94.542198	39.371319 -94.529549
39.371319 -94.486732	39.365479 -94.506187	39.354774 -94.507164	39.346989 -94.492569
39.358665 -94.484779	39.335312 -94.487701	39.342125 -94.469215	39.317795 -94.469215
39.318768 -94.445854	39.306118 -94.455589	39.298332 -94.450722	39.305145 -94.434181
39.296387 -94.424446	39.275951 -94.433205	39.277897 -94.442940	39.273033 -94.429314
39.250648 -94.447807	39.241894 -94.438072	39.238972 -94.455589	39.220482 -94.475052
39.210751 -94.471161	39.191288 -94.488678	39.179611 -94.482834	39.162098 -94.492569
39.179611 -94.505219	39.189342 -94.495483	39.182533 -94.524681	39.213673 -94.497437
39.205887 -94.521759	39.212700 -94.530518	39.221455 -94.523705	39.221455 -94.556793
39.207832 -94.554848	39.202969 -94.563606	39.193237 -94.554848	39.185452 -94.565552
39.178638 -94.550957	39.168907 -94.551926	39.157230 -94.557770	39.169880 -94.564575
39.161121 -94.575279	39.165989 -94.583069	39.150417 -94.576256	39.134850 -94.587936



# RMP Opportunity Gap - Retail Stores 2008

I-435 and 169 Hwy Interchange

## Appendix: Area Listing

### Project Information:

---

Site: 1

Order Number: 966907710



Prepared On: Wed Aug 06, 2008 Page 5 Of 5

Project Code:

Prepared For:

Claritas Tech Support: 1 800 866 6511

© 2008 CLARITAS INC. All rights reserved.

Prepared By:

