

# RMP Opportunity Gap - Retail Stores 2008

Excelsior Springs

DrvTim 1: 201 E BROADWAY ST, EXCELSIOR SPRINGS, MO 64024-2564, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	357,542,600	242,985,603	114,556,997
Motor Vehicle and Parts Dealers-441	72,176,256	50,767,826	21,408,430
Automotive Dealers-4411	62,481,648	46,811,400	15,670,248
Other Motor Vehicle Dealers-4412	4,229,380	139,422	4,089,958
Automotive Parts/Accsrs, Tire Stores-4413	5,465,228	3,817,005	1,648,223
Furniture and Home Furnishings Stores-442	8,656,626	1,166,392	7,490,234
Furniture Stores-4421	4,635,711	918,615	3,717,096
Home Furnishing Stores-4422	4,020,915	247,777	3,773,138
Electronics and Appliance Stores-443	7,925,770	1,967,059	5,958,711
Appliances, TVs, Electronics Stores-44311	6,029,515	1,916,160	4,113,355
Household Appliances Stores-443111	1,358,238	880,895	477,343
Radio, Television, Electronics Stores-443112	4,671,277	1,035,265	3,636,012
Computer and Software Stores-44312	1,574,437	23,482	1,550,955
Camera and Photographic Equipment Stores-44313	321,818	27,418	294,400
Building Material, Garden Equip Stores -444	40,572,421	36,328,984	4,243,437
Building Material and Supply Dealers-4441	37,306,249	22,548,696	14,757,553
Home Centers-44411	14,832,662	2,732,765	12,099,897
Paint and Wallpaper Stores-44412	808,221	0	808,221
Hardware Stores-44413	3,042,965	8,447,709	(5,404,744)
Other Building Materials Dealers-44419	18,622,400	11,368,222	7,254,178
Building Materials, Lumberyards-444191	6,347,251	3,876,689	2,470,562
Lawn, Garden Equipment, Supplies Stores-4442	3,266,173	13,780,288	(10,514,115)
Outdoor Power Equipment Stores-44421	495,040	0	495,040
Nursery and Garden Centers-44422	2,771,132	13,780,288	(11,009,156)
Food and Beverage Stores-445	42,481,594	11,769,165	30,712,429
Grocery Stores-4451	38,612,492	11,247,174	27,365,318
Supermarkets, Grocery (Ex Conv) Stores-44511	36,532,618	10,880,947	25,651,671
Convenience Stores-44512	2,079,874	366,227	1,713,647
Specialty Food Stores-4452	1,163,748	8,120	1,155,628
Beer, Wine and Liquor Stores-4453	2,705,354	513,870	2,191,484
Health and Personal Care Stores-446	18,051,680	6,382,489	11,669,191
Pharmancies and Drug Stores-44611	15,606,393	6,336,436	9,269,957
Cosmetics, Beauty Supplies, Perfume Stores-44612	613,351	281	613,070
Optical Goods Stores-44613	739,706	0	739,706
Other Health and Personal Care Stores-44619	1,092,230	45,772	1,046,458

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Gasoline Stations-447	40,964,545	28,101,730	12,862,815
Gasoline Stations With Conv Stores-44711	30,973,597	26,154,270	4,819,327
Other Gasoline Stations-44719	9,990,948	1,947,461	8,043,487
Clothing and Clothing Accessories Stores-448	15,272,225	961,745	14,310,480
Clothing Stores-4481	11,118,123	961,292	10,156,831
Men's Clothing Stores-44811	729,754	0	729,754
Women's Clothing Stores-44812	2,752,489	128,967	2,623,522
Childrens, Infants Clothing Stores-44813	663,598	0	663,598
Family Clothing Stores-44814	6,020,608	586,833	5,433,775
Clothing Accessories Stores-44815	243,303	0	243,303
Other Clothing Stores-44819	708,371	245,492	462,879
Shoe Stores-4482	2,051,659	453	2,051,206
Jewelry, Luggage, Leather Goods Stores-4483	2,102,442	0	2,102,442
Jewelry Stores-44831	1,932,093	0	1,932,093
Luggage and Leather Goods Stores-44832	170,349	0	170,349
Sporting Goods, Hobby, Book, Music Stores-451	6,228,443	1,473,935	4,754,508
Sportng Goods, Hobby, Musical Inst Stores-4511	4,423,169	1,421,662	3,001,507
Sporting Goods Stores-45111	2,250,516	1,280,615	969,901
Hobby, Toys and Games Stores-45112	1,428,074	136,336	1,291,738
Sew/Needlework/Piece Goods Stores-45113	337,949	1,710	336,239
Musical Instrument and Supplies Stores-45114	406,630	3,001	403,629
Book, Periodical and Music Stores-4512	1,805,274	52,273	1,753,001
Book Stores and News Dealers-45121	1,180,840	0	1,180,840
Book Stores-451211	1,104,719	0	1,104,719
News Dealers and Newsstands-451212	76,121	0	76,121
Prerecorded Tapes, CDs, Record Stores-45122	624,434	52,273	572,161
General Merchandise Stores-452	41,988,739	55,405,592	(13,416,853)
Department Stores Excl Leased Depts-4521	19,725,369	4,053,082	15,672,287
Other General Merchandise Stores-4529	22,263,370	51,352,510	(29,089,140)
Warehouse Clubs and Super Stores-45291	19,134,968	49,983,832	(30,848,864)
All Other General Merchandise Stores-45299	3,128,401	1,368,678	1,759,723
Miscellaneous Store Retailers-453	9,242,826	3,624,017	5,618,809
Florists-4531	648,572	307,912	340,660
Office Supplies, Stationery, Gift Stores-4532	3,614,721	2,017,964	1,596,757
Office Supplies and Stationery Stores-45321	2,042,378	89,567	1,952,811
Gift, Novelty and Souvenir Stores-45322	1,572,343	1,928,397	(356,054)
Used Merchandise Stores-4533	739,411	247,951	491,460
Other Miscellaneous Store Retailers-4539	4,240,121	1,050,190	3,189,931



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Non-Store Retailers-454	22,139,757	25,690,024	(3,550,267)
Electronic Shopping, Mail-Order Houses-4541	15,280,945	15,154,287	126,658
Vending Machine Operators-4542	863,473	1,851,919	(988,446)
Direct Selling Establishments-4543	5,995,340	8,683,818	(2,688,478)
Foodservice and Drinking Places-722	31,841,718	19,346,645	12,495,073
Full-Service Restaurants-7221	14,663,116	8,597,544	6,065,572
Limited-Service Eating Places-7222	12,926,105	10,032,692	2,893,413
Special Foodservices-7223	2,666,846	0	2,666,846
Drinking Places -Alcoholic Beverages-7224	1,585,652	716,409	869,243
GAFO *	83,686,523	62,992,687	20,693,836
General Merchandise Stores-452	41,988,739	55,405,592	(13,416,853)
Clothing and Clothing Accessories Stores-448	15,272,225	961,745	14,310,480
Furniture and Home Furnishings Stores-442	8,656,626	1,166,392	7,490,234
Electronics and Appliance Stores-443	7,925,770	1,967,059	5,958,711
Sporting Goods, Hobby, Book, Music Stores-451	6,228,443	1,473,935	4,754,508
Office Supplies, Stationery, Gift Stores-4532	3,614,721	2,017,964	1,596,757

\* 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.



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## Appendix: Area Listing

### Area Name:

Type: Drive Time 1: 15 Minute(s)      Reporting Detail: Aggregate      Reporting Level: Block Group  
201 E BROADWAY ST, EXCELSIOR SPRINGS, MO 64024

### Polygon Points:

39.244801 -94.224358	39.261833 -94.238297	39.263382 -94.224358	39.285065 -94.229004
39.277321 -94.247589	39.263382 -94.241394	39.275772 -94.275459	39.254093 -94.277008
39.274223 -94.281654	39.271126 -94.300240	39.299000 -94.280106	39.271126 -94.317268
39.297451 -94.332756	39.299000 -94.298691	39.311390 -94.307983	39.306744 -94.337402
39.283516 -94.340500	39.292805 -94.379211	39.314487 -94.332756	39.323776 -94.359085
39.329971 -94.340500	39.357845 -94.338951	39.348553 -94.294044	39.370235 -94.342049
39.371784 -94.317268	39.391914 -94.311073	39.377975 -94.298691	39.416691 -94.287849
39.391914 -94.283203	39.393463 -94.250679	39.422886 -94.246040	39.427532 -94.270813
39.429081 -94.233650	39.438370 -94.253777	39.443016 -94.233650	39.464699 -94.244492
39.439919 -94.194931	39.410496 -94.207321	39.407398 -94.167061	39.404305 -94.184097
39.384171 -94.179451	39.404305 -94.167061	39.401207 -94.146927	39.362492 -94.132988
39.376431 -94.123703	39.362492 -94.102020	39.328423 -94.114410	39.336166 -94.094276
39.316036 -94.109764	39.305195 -94.083435	39.289707 -94.111313	39.308292 -94.115959
39.292805 -94.134537	39.305195 -94.146927	39.271126 -94.167061	39.291256 -94.188744
39.260284 -94.179451	39.291256 -94.208870	39.277321 -94.202675	39.275772 -94.222809
39.258736 -94.204224	39.263382 -94.218163	39.250996 -94.208870	39.244801 -94.224358

### Project Information:

Site: 1

Order Number: 966913550

