

RMP Opportunity Gap - Retail Stores 2008

169 & 152 hwy

DrvTim 1: KANSAS CITY, MO 64155, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,732,836,957	5,674,529,502	(941,692,545)
Motor Vehicle and Parts Dealers-441	927,988,168	1,587,513,914	(659,525,746)
Automotive Dealers-4411	800,194,413	1,429,478,290	(629,283,877)
Other Motor Vehicle Dealers-4412	57,839,028	56,497,898	1,341,130
Automotive Parts/Accsrs, Tire Stores-4413	69,954,727	101,537,726	(31,582,999)
Furniture and Home Furnishings Stores-442	118,192,799	102,844,363	15,348,436
Furniture Stores-4421	64,034,120	22,871,707	41,162,413
Home Furnishing Stores-4422	54,158,679	79,972,656	(25,813,977)
Electronics and Appliance Stores-443	111,779,201	202,527,776	(90,748,575)
Appliances, TVs, Electronics Stores-44311	84,585,031	152,141,308	(67,556,277)
Household Appliances Stores-443111	18,222,865	27,879,122	(9,656,257)
Radio, Television, Electronics Stores-443112	66,362,166	124,262,185	(57,900,019)
Computer and Software Stores-44312	22,714,575	45,959,861	(23,245,286)
Camera and Photographic Equipment Stores-44313	4,479,596	4,426,607	52,989
Building Material, Garden Equip Stores -444	518,863,437	466,196,693	52,666,744
Building Material and Supply Dealers-4441	476,077,240	430,060,083	46,017,157
Home Centers-44411	190,135,706	135,238,121	54,897,585
Paint and Wallpaper Stores-44412	10,381,885	8,855,652	1,526,233
Hardware Stores-44413	39,764,458	28,709,117	11,055,341
Other Building Materials Dealers-44419	235,795,191	257,257,193	(21,462,002)
Building Materials, Lumberyards-444191	80,537,567	87,727,550	(7,189,983)
Lawn, Garden Equipment, Supplies Stores-4442	42,786,197	36,136,610	6,649,587
Outdoor Power Equipment Stores-44421	6,233,411	14,653,172	(8,419,761)
Nursery and Garden Centers-44422	36,552,786	21,483,438	15,069,348
Food and Beverage Stores-445	554,805,181	442,007,807	112,797,374
Grocery Stores-4451	501,959,921	421,342,168	80,617,753
Supermarkets, Grocery (Ex Conv) Stores-44511	475,230,626	410,297,244	64,933,382
Convenience Stores-44512	26,729,295	11,044,924	15,684,371
Specialty Food Stores-4452	15,248,917	9,355,130	5,893,787
Beer, Wine and Liquor Stores-4453	37,596,343	11,310,508	26,285,835
Health and Personal Care Stores-446	238,267,787	238,652,475	(384,688)
Pharmancies and Drug Stores-44611	205,574,034	202,538,076	3,035,958
Cosmetics, Beauty Supplies, Perfume Stores-44612	8,094,005	10,452,244	(2,358,239)
Optical Goods Stores-44613	10,225,743	13,234,890	(3,009,147)
Other Health and Personal Care Stores-44619	14,374,004	12,427,265	1,946,739

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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	517,661,282	626,985,518	(109,324,236)
Gasoline Stations With Conv Stores-44711	391,503,314	541,247,320	(149,744,006)
Other Gasoline Stations-44719	126,157,968	85,738,199	40,419,769
Clothing and Clothing Accessories Stores-448	218,281,920	148,544,290	69,737,630
Clothing Stores-4481	157,459,407	97,923,770	59,535,637
Men's Clothing Stores-44811	10,306,216	842,186	9,464,030
Women's Clothing Stores-44812	39,558,815	30,484,106	9,074,709
Childrens, Infants Clothing Stores-44813	8,933,161	9,101,527	(168,366)
Family Clothing Stores-44814	84,965,130	51,965,050	33,000,080
Clothing Accessories Stores-44815	3,604,509	224,232	3,380,277
Other Clothing Stores-44819	10,091,576	5,306,669	4,784,907
Shoe Stores-4482	28,499,284	25,963,904	2,535,380
Jewelry, Luggage, Leather Goods Stores-4483	32,323,228	24,656,616	7,666,612
Jewelry Stores-44831	29,848,564	24,656,616	5,191,948
Luggage and Leather Goods Stores-44832	2,474,665	0	2,474,665
Sporting Goods, Hobby, Book, Music Stores-451	90,418,698	115,167,465	(24,748,767)
Sportng Goods, Hobby, Musical Inst Stores-4511	62,634,484	84,533,868	(21,899,384)
Sporting Goods Stores-45111	32,546,870	33,467,319	(920,449)
Hobby, Toys and Games Stores-45112	19,673,726	47,572,567	(27,898,841)
Sew/Needlework/Piece Goods Stores-45113	4,478,930	1,891,753	2,587,177
Musical Instrument and Supplies Stores-45114	5,934,958	1,602,229	4,332,729
Book, Periodical and Music Stores-4512	27,784,214	30,633,597	(2,849,383)
Book Stores and News Dealers-45121	18,602,658	16,914,228	1,688,430
Book Stores-451211	17,550,727	10,861,836	6,688,891
News Dealers and Newsstands-451212	1,051,931	6,052,392	(5,000,461)
Prerecorded Tapes, CDs, Record Stores-45122	9,181,556	13,719,369	(4,537,813)
General Merchandise Stores-452	566,342,585	586,461,705	(20,119,120)
Department Stores Excl Leased Depts-4521	271,213,683	192,912,536	78,301,147
Other General Merchandise Stores-4529	295,128,902	393,549,169	(98,420,267)
Warehouse Clubs and Super Stores-45291	252,790,623	363,448,712	(110,658,089)
All Other General Merchandise Stores-45299	42,338,279	30,100,457	12,237,822
Miscellaneous Store Retailers-453	122,276,007	198,294,589	(76,018,582)
Florists-4531	8,646,342	8,499,270	147,072
Office Supplies, Stationery, Gift Stores-4532	48,708,098	86,393,924	(37,685,826)
Office Supplies and Stationery Stores-45321	27,515,646	49,475,860	(21,960,214)
Gift, Novelty and Souvenir Stores-45322	21,192,452	36,918,064	(15,725,612)
Used Merchandise Stores-4533	10,286,958	11,549,017	(1,262,059)
Other Miscellaneous Store Retailers-4539	54,634,608	91,852,378	(37,217,770)



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Non-Store Retailers-454	302,368,541	393,797,738	(91,429,197)
Electronic Shopping, Mail-Order Houses-4541	213,934,853	225,516,520	(11,581,667)
Vending Machine Operators-4542	11,340,653	12,304,532	(963,879)
Direct Selling Establishments-4543	77,093,035	155,976,686	(78,883,651)
Foodservice and Drinking Places-722	445,591,353	565,535,170	(119,943,817)
Full-Service Restaurants-7221	205,619,209	254,710,803	(49,091,594)
Limited-Service Eating Places-7222	180,015,286	231,218,622	(51,203,336)
Special Foodservices-7223	37,099,735	50,214,466	(13,114,731)
Drinking Places -Alcoholic Beverages-7224	22,857,123	29,391,280	(6,534,157)
GAFO *	1,153,723,301	1,241,939,523	(88,216,222)
General Merchandise Stores-452	566,342,585	586,461,705	(20,119,120)
Clothing and Clothing Accessories Stores-448	218,281,920	148,544,290	69,737,630
Furniture and Home Furnishings Stores-442	118,192,799	102,844,363	15,348,436
Electronics and Appliance Stores-443	111,779,201	202,527,776	(90,748,575)
Sporting Goods, Hobby, Book, Music Stores-451	90,418,698	115,167,465	(24,748,767)
Office Supplies, Stationery, Gift Stores-4532	48,708,098	86,393,924	(37,685,826)

* 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)
KANSAS CITY, MO 64155

Reporting Detail: Aggregate

Reporting Level: Block Group

Polygon Points:

39.070137 -94.603951	39.089550 -94.603951	39.102489 -94.629837	39.124062 -94.623360
39.128376 -94.683754	39.149944 -94.681602	39.160728 -94.649246	39.190926 -94.668655
39.212494 -94.757088	39.186611 -94.759247	39.188766 -94.782974	39.221123 -94.767876
39.247005 -94.808861	39.266415 -94.787285	39.251316 -94.765717	39.277203 -94.778664
39.318184 -94.759247	39.257790 -94.750618	39.287987 -94.746307	39.283672 -94.718269
39.253475 -94.731209	39.279358 -94.716110	39.266415 -94.692383	39.287987 -94.692383
39.296612 -94.726898	39.324654 -94.718269	39.326809 -94.754936	39.365635 -94.770035
39.328968 -94.677284	39.341908 -94.681602	39.344067 -94.644936	39.361320 -94.642776
39.357006 -94.603951	39.372105 -94.627678	39.372105 -94.593170	39.387203 -94.603951
39.406616 -94.580223	39.389359 -94.562973	39.372105 -94.573753	39.374260 -94.541397
39.313869 -94.502579	39.337593 -94.496109	39.335438 -94.481010	39.296612 -94.446495
39.285828 -94.457283	39.294456 -94.431396	39.279358 -94.427086	39.316025 -94.392570
39.287987 -94.390419	39.277203 -94.411987	39.244846 -94.392570	39.216808 -94.405518
39.190926 -94.476692	39.156414 -94.459435	39.143471 -94.491791	39.106804 -94.476692
39.128376 -94.519829	39.149944 -94.504730	39.143471 -94.550026	39.093864 -94.543556
39.070137 -94.603951	39.149944 -94.504730	39.143471 -94.550026	39.093864 -94.543556

Project Information:

Site: 1

Order Number: 966907627



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