

# RMP Opportunity Gap - Retail Stores

City of Spokane

Place (see appendix for geographies), Total

	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,868,374,055	3,746,256,759	(877,882,704)
Motor Vehicle and Parts Dealers-441	430,065,570	525,810,209	(95,744,639)
Automotive Dealers-4411	358,876,642	430,541,483	(71,664,841)
Other Motor Vehicle Dealers-4412	31,149,763	29,894,794	1,254,969
Automotive Parts/Accsrs, Tire Stores-4413	40,039,165	65,373,932	(25,334,767)
Furniture and Home Furnishings Stores-442	56,553,395	122,775,694	(66,222,299)
Furniture Stores-4421	29,973,371	59,071,156	(29,097,785)
Home Furnishing Stores-4422	26,580,024	63,704,538	(37,124,514)
Electronics and Appliance Stores-443	69,934,983	96,666,963	(26,731,980)
Appliances, TVs, Electronics Stores-44311	53,359,081	69,398,599	(16,039,518)
Household Appliances Stores-443111	11,956,482	13,993,492	(2,037,010)
Radio, Television, Electronics Stores-443112	41,402,599	55,405,107	(14,002,508)
Computer and Software Stores-44312	13,978,078	25,718,365	(11,740,287)
Camera and Photographic Equipment Stores-44313	2,597,824	1,549,999	1,047,825
Building Material, Garden Equip Stores -444	286,598,329	533,567,376	(246,969,047)
Building Material and Supply Dealers-4441	264,528,687	505,760,246	(241,231,559)
Home Centers-44411	109,025,184	267,259,075	(158,233,891)
Paint and Wallpaper Stores-44412	5,684,858	15,633,727	(9,948,869)
Hardware Stores-44413	22,998,167	82,293,722	(59,295,555)
Other Building Materials Dealers-44419	126,820,478	140,573,722	(13,753,244)
Building Materials, Lumberyards-444191	49,529,684	54,994,523	(5,464,839)
Lawn, Garden Equipment, Supplies Stores-4442	22,069,642	27,807,130	(5,737,488)
Outdoor Power Equipment Stores-44421	3,307,006	425,575	2,881,431
Nursery and Garden Centers-44422	18,762,636	27,381,555	(8,618,919)
Food and Beverage Stores-445	421,056,906	412,107,037	8,949,869
Grocery Stores-4451	382,412,261	382,488,655	(76,394)
Supermarkets, Grocery (Ex Conv) Stores-44511	363,081,646	371,876,228	(8,794,582)
Convenience Stores-44512	19,330,615	10,612,427	8,718,188
Specialty Food Stores-4452	11,594,561	5,351,209	6,243,352
Beer, Wine and Liquor Stores-4453	27,050,084	24,267,173	2,782,911
Health and Personal Care Stores-446	151,235,956	140,861,760	10,374,196
Pharmancies and Drug Stores-44611	130,440,167	99,422,028	31,018,139
Cosmetics, Beauty Supplies, Perfume Stores-44612	5,385,512	6,206,867	(821,355)
Optical Goods Stores-44613	5,508,550	7,533,800	(2,025,250)
Other Health and Personal Care Stores-44619	9,901,727	27,699,065	(17,797,338)

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Gasoline Stations-447	343,879,545	328,814,686	15,064,859
Gasoline Stations With Conv Stores-44711	260,154,609	278,762,558	(18,607,949)
Other Gasoline Stations-44719	83,724,936	50,052,128	33,672,808
Clothing and Clothing Accessories Stores-448	121,403,361	254,898,395	(133,495,034)
Clothing Stores-4481	86,421,185	161,727,020	(75,305,835)
Men's Clothing Stores-44811	5,523,813	6,015,264	(491,451)
Women's Clothing Stores-44812	20,980,708	21,981,849	(1,001,141)
Childrens, Infants Clothing Stores-44813	5,285,443	7,068,729	(1,783,286)
Family Clothing Stores-44814	46,922,838	116,363,842	(69,441,004)
Clothing Accessories Stores-44815	2,033,588	1,577,676	455,912
Other Clothing Stores-44819	5,674,795	8,719,660	(3,044,865)
Shoe Stores-4482	17,742,127	2,692,066	15,050,061
Jewelry, Luggage, Leather Goods Stores-4483	17,240,049	90,479,309	(73,239,260)
Jewelry Stores-44831	15,730,874	51,477,309	(35,746,435)
Luggage and Leather Goods Stores-44832	1,509,175	39,002,000	(37,492,825)
Sporting Goods, Hobby, Book, Music Stores-451	57,686,310	154,062,263	(96,375,953)
Sportng Goods, Hobby, Musical Inst Stores-4511	38,110,980	106,786,911	(68,675,931)
Sporting Goods Stores-45111	18,869,450	56,872,175	(38,002,725)
Hobby, Toys and Games Stores-45112	12,271,584	21,486,290	(9,214,706)
Sew/Needlework/Piece Goods Stores-45113	3,023,896	12,901,817	(9,877,921)
Musical Instrument and Supplies Stores-45114	3,946,050	15,526,629	(11,580,579)
Book, Periodical and Music Stores-4512	19,575,330	47,275,352	(27,700,022)
Book Stores and News Dealers-45121	13,711,093	36,363,461	(22,652,368)
Book Stores-451211	13,054,273	23,493,461	(10,439,188)
News Dealers and Newsstands-451212	656,820	12,870,000	(12,213,180)
Prerecorded Tapes, CDs, Record Stores-45122	5,864,237	10,911,891	(5,047,654)
General Merchandise Stores-452	384,761,353	579,432,263	(194,670,910)
Department Stores Excl Leased Depts-4521	180,217,078	363,538,912	(183,321,834)
Other General Merchandise Stores-4529	204,544,275	215,893,351	(11,349,076)
Miscellaneous Store Retailers-453	66,940,936	114,551,242	(47,610,306)
Florists-4531	4,779,554	4,627,919	151,635
Office Supplies, Stationery, Gift Stores-4532	29,499,662	40,446,718	(10,947,056)
Office Supplies and Stationery Stores-45321	16,606,173	28,171,196	(11,565,023)
Gift, Novelty and Souvenir Stores-45322	12,893,489	12,275,522	617,967
Used Merchandise Stores-4533	6,252,621	17,734,961	(11,482,340)
Other Miscellaneous Store Retailers-4539	26,409,099	51,741,644	(25,332,545)
Non-Store Retailers-454	179,970,147	143,573,872	36,396,275
Foodservice and Drinking Places-722	298,287,264	339,134,999	(40,847,735)
Full-Service Restaurants-7221	133,760,937	144,139,032	(10,378,095)



Prepared On: Thurs Dec 09, 201 Page 2 Of 4

Project Code:

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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City of Spokane

## Place (see appendix for geographies), Total

	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	124,904,187	149,102,437	(24,198,250)
Special Foodservices-7223	25,167,256	22,529,921	2,637,335
Drinking Places -Alcoholic Beverages-7224	14,454,884	23,363,609	(8,908,725)
<b>GAFO *</b>	<b>719,839,064</b>	<b>1,248,282,296</b>	<b>(528,443,232)</b>
General Merchandise Stores-452	384,761,353	579,432,263	(194,670,910)
Clothing and Clothing Accessories Stores-448	121,403,361	254,898,395	(133,495,034)
Furniture and Home Furnishings Stores-442	56,553,395	122,775,694	(66,222,299)
Electronics and Appliance Stores-443	69,934,983	96,666,963	(26,731,980)
Sporting Goods, Hobby, Book, Music Stores-451	57,686,310	154,062,263	(96,375,953)
Office Supplies, Stationery, Gift Stores-4532	29,499,662	40,446,718	(10,947,056)

\* 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. Additional data sources are incorporated to create both supply and demand estimates.

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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City of Spokane

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
5367000	Spokane city		

### Project Information:

Site: 1

Order Number: 969373588