

RMP Opportunity Gap - Retail Stores

Polygon 1: TRADE AREA, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,902,736,168	1,873,340,349	29,395,819
Motor Vehicle and Parts Dealers-441	388,594,271	557,515,469	(168,921,198)
Automotive Dealers-4411	336,785,546	470,558,469	(133,772,923)
Other Motor Vehicle Dealers-4412	21,465,243	45,396,716	(23,931,473)
Automotive Parts/Accsrs, Tire Stores-4413	30,343,483	41,560,284	(11,216,801)
Furniture and Home Furnishings Stores-442	48,219,197	13,470,151	34,749,046
Furniture Stores-4421	26,012,742	7,233,501	18,779,241
Home Furnishing Stores-4422	22,206,456	6,236,650	15,969,806
Electronics and Appliance Stores-443	42,925,536	16,167,528	26,758,008
Appliances, TVs, Electronics Stores-44311	32,937,774	14,953,983	17,983,791
Household Appliances Stores-443111	7,519,103	4,245,060	3,274,043
Radio, Television, Electronics Stores-443112	25,418,672	10,708,923	14,709,749
Computer and Software Stores-44312	8,334,274	1,213,545	7,120,729
Camera and Photographic Equipment Stores-44313	1,653,488	0	1,653,488
Building Material, Garden Equip Stores -444	212,272,715	317,310,621	(105,037,906)
Building Material and Supply Dealers-4441	193,346,290	312,799,206	(119,452,916)
Home Centers-44411	72,684,585	150,683,433	(77,998,848)
Paint and Wallpaper Stores-44412	4,928,256	1,372,451	3,555,805
Hardware Stores-44413	14,698,067	30,353,796	(15,655,729)
Other Building Materials Dealers-44419	101,035,382	130,389,526	(29,354,144)
Building Materials, Lumberyards-444191	34,089,489	44,464,273	(10,374,784)
Lawn, Garden Equipment, Supplies Stores-4442	18,926,425	4,511,415	14,415,010
Outdoor Power Equipment Stores-44421	3,008,962	932,638	2,076,324
Nursery and Garden Centers-44422	15,917,463	3,578,777	12,338,686
Food and Beverage Stores-445	225,905,211	214,536,577	11,368,634
Grocery Stores-4451	204,336,027	202,985,004	1,351,023
Supermarkets, Grocery (Ex Conv) Stores-44511	193,935,173	198,626,325	(4,691,152)
Convenience Stores-44512	10,400,855	4,358,679	6,042,176
Specialty Food Stores-4452	6,793,371	2,753,098	4,040,273
Beer, Wine and Liquor Stores-4453	14,775,813	8,798,476	5,977,337
Health and Personal Care Stores-446	105,421,587	87,307,360	18,114,227
Pharmancies and Drug Stores-44611	91,570,690	77,085,698	14,484,992
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,869,024	3,989,369	(120,345)
Optical Goods Stores-44613	3,097,886	2,213,323	884,563
Other Health and Personal Care Stores-44619	6,883,987	4,018,970	2,865,017



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Gasoline Stations-447	210,207,653	298,126,612	(87,918,959)
Gasoline Stations With Conv Stores-44711	158,197,822	187,199,234	(29,001,412)
Other Gasoline Stations-44719	52,009,831	110,927,377	(58,917,546)
Clothing and Clothing Accessories Stores-448	80,911,793	19,963,357	60,948,436
Clothing Stores-4481	58,004,893	9,029,644	48,975,249
Men's Clothing Stores-44811	3,674,980	722,142	2,952,838
Women's Clothing Stores-44812	14,387,415	295,626	14,091,789
Childrens, Infants Clothing Stores-44813	3,723,718	188,280	3,535,438
Family Clothing Stores-44814	31,088,417	5,659,522	25,428,895
Clothing Accessories Stores-44815	1,305,342	282,415	1,022,927
Other Clothing Stores-44819	3,825,020	1,881,659	1,943,361
Shoe Stores-4482	11,884,988	6,962,947	4,922,041
Jewelry, Luggage, Leather Goods Stores-4483	11,021,912	3,970,766	7,051,146
Jewelry Stores-44831	10,125,832	3,970,766	6,155,066
Luggage and Leather Goods Stores-44832	896,080	0	896,080
Sporting Goods, Hobby, Book, Music Stores-451	33,105,397	27,903,205	5,202,192
Sportng Goods, Hobby, Musical Inst Stores-4511	24,280,051	20,036,556	4,243,495
Sporting Goods Stores-45111	12,549,930	4,416,964	8,132,966
Hobby, Toys and Games Stores-45112	7,826,040	12,090,230	(4,264,190)
Sew/Needlework/Piece Goods Stores-45113	1,757,742	1,609,507	148,235
Musical Instrument and Supplies Stores-45114	2,146,340	1,919,855	226,485
Book, Periodical and Music Stores-4512	8,825,347	7,866,649	958,698
Book Stores and News Dealers-45121	5,821,685	2,176,754	3,644,931
Book Stores-451211	5,440,434	2,176,754	3,263,680
News Dealers and Newsstands-451212	381,251	0	381,251
Prerecorded Tapes, CDs, Record Stores-45122	3,003,662	5,689,895	(2,686,233)
General Merchandise Stores-452	223,212,071	138,254,488	84,957,583
Department Stores Excl Leased Depts-4521	102,936,751	122,011,764	(19,075,013)
Other General Merchandise Stores-4529	120,275,321	16,242,724	104,032,597
Warehouse Clubs and Super Stores-45291	103,568,762	0	103,568,762
All Other General Merchandise Stores-45299	16,706,558	16,242,724	463,834
Miscellaneous Store Retailers-453	49,954,616	43,247,002	6,707,614
Florists-4531	3,618,672	4,456,381	(837,709)
Office Supplies, Stationery, Gift Stores-4532	19,428,319	12,212,490	7,215,829
Office Supplies and Stationery Stores-45321	11,072,109	7,259,063	3,813,046
Gift, Novelty and Souvenir Stores-45322	8,356,210	4,953,427	3,402,783
Used Merchandise Stores-4533	4,001,645	6,711,922	(2,710,277)
Other Miscellaneous Store Retailers-4539	22,905,982	19,866,209	3,039,773



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Non-Store Retailers-454	110,025,566	7,420,258	102,605,308
Electronic Shopping, Mail-Order Houses-4541	79,655,847	5,825,260	73,830,587
Vending Machine Operators-4542	5,049,773	99,737	4,950,036
Direct Selling Establishments-4543	25,319,946	1,495,261	23,824,685
Foodservice and Drinking Places-722	171,980,553	132,117,721	39,862,832
Full-Service Restaurants-7221	78,090,300	51,302,765	26,787,535
Limited-Service Eating Places-7222	72,379,987	70,933,289	1,446,698
Special Foodservices-7223	13,971,689	8,545,458	5,426,231
Drinking Places -Alcoholic Beverages-7224	7,538,578	1,336,209	6,202,369
GAFO *	447,802,314	227,971,219	219,831,095
General Merchandise Stores-452	223,212,071	138,254,488	84,957,583
Clothing and Clothing Accessories Stores-448	80,911,793	19,963,357	60,948,436
Furniture and Home Furnishings Stores-442	48,219,197	13,470,151	34,749,046
Electronics and Appliance Stores-443	42,925,536	16,167,528	26,758,008
Sporting Goods, Hobby, Book, Music Stores-451	33,105,397	27,903,205	5,202,192
Office Supplies, Stationery, Gift Stores-4532	19,428,319	12,212,490	7,215,829

* 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: **TRADE AREA**

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

SE 89TH ST AT S SUNNYLANE RD, OKLAHOMA CITY,

Polygon Points:

35.377771 -97.440710	35.394993 -97.441040	35.537073 -97.441040	35.536804 -97.406049
35.536265 -97.195773	35.535996 -97.141966	35.434818 -97.141966	35.377233 -97.142296
35.377502 -97.325504	35.377771 -97.440710	35.434818 -97.141966	35.377233 -97.142296

Project Information:

Site: 1

Order Number: 966055492

