

## RMP Opportunity Gap - Retail Stores

### MIDWEST CITY , Place (see appendix for geographies), Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	839,386,918	1,147,112,054	(307,725,136)
Motor Vehicle and Parts Dealers-441	170,486,424	457,677,849	(287,191,425)
Automotive Dealers-4411	147,680,801	413,872,308	(266,191,507)
Other Motor Vehicle Dealers-4412	9,350,912	7,955,628	1,395,284
Automotive Parts/Accsrs, Tire Stores-4413	13,454,711	35,849,913	(22,395,202)
Furniture and Home Furnishings Stores-442	20,352,354	8,804,702	11,547,652
Furniture Stores-4421	11,119,184	5,511,241	5,607,943
Home Furnishing Stores-4422	9,233,170	3,293,461	5,939,709
Electronics and Appliance Stores-443	18,734,796	10,884,632	7,850,164
Appliances, TVs, Electronics Stores-44311	14,433,212	10,277,859	4,155,353
Household Appliances Stores-443111	3,281,630	3,473,231	(191,601)
Radio, Television, Electronics Stores-443112	11,151,582	6,804,628	4,346,954
Computer and Software Stores-44312	3,598,976	606,773	2,992,203
Camera and Photographic Equipment Stores-44313	702,608	0	702,608
Building Material, Garden Equip Stores -444	89,294,516	131,269,279	(41,974,763)
Building Material and Supply Dealers-4441	81,237,434	130,416,688	(49,179,254)
Home Centers-44411	30,615,074	82,030,245	(51,415,171)
Paint and Wallpaper Stores-44412	2,053,173	1,372,451	680,722
Hardware Stores-44413	6,263,356	6,601,121	(337,765)
Other Building Materials Dealers-44419	42,305,831	40,412,871	1,892,960
Building Materials, Lumberyards-444191	14,199,043	13,781,239	417,804
Lawn, Garden Equipment, Supplies Stores-4442	8,057,082	852,591	7,204,491
Outdoor Power Equipment Stores-44421	1,279,243	431,322	847,921
Nursery and Garden Centers-44422	6,777,839	421,269	6,356,570
Food and Beverage Stores-445	102,820,874	140,689,433	(37,868,559)
Grocery Stores-4451	92,978,651	134,737,098	(41,758,447)
Supermarkets, Grocery (Ex Conv) Stores-44511	88,221,265	133,475,912	(45,254,647)
Convenience Stores-44512	4,757,386	1,261,186	3,496,200
Specialty Food Stores-4452	3,089,019	1,347,487	1,741,532
Beer, Wine and Liquor Stores-4453	6,753,204	4,604,848	2,148,356
Health and Personal Care Stores-446	48,776,261	48,042,854	733,407
Pharmancies and Drug Stores-44611	42,445,312	40,862,221	1,583,091
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,800,641	3,250,822	(1,450,181)
Optical Goods Stores-44613	1,322,929	1,875,770	(552,841)
Other Health and Personal Care Stores-44619	3,207,379	2,054,041	1,153,338



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Gasoline Stations-447	93,959,025	94,635,277	(676,252)
Gasoline Stations With Conv Stores-44711	70,891,557	60,856,220	10,035,337
Other Gasoline Stations-44719	23,067,468	33,779,057	(10,711,589)
Clothing and Clothing Accessories Stores-448	34,465,169	11,247,528	23,217,641
Clothing Stores-4481	24,781,032	4,121,684	20,659,348
Men's Clothing Stores-44811	1,581,431	464,235	1,117,196
Women's Clothing Stores-44812	6,031,447	221,720	5,809,727
Childrens, Infants Clothing Stores-44813	1,681,529	118,203	1,563,326
Family Clothing Stores-44814	13,322,984	1,549,250	11,773,734
Clothing Accessories Stores-44815	543,223	259,859	283,364
Other Clothing Stores-44819	1,620,418	1,508,417	112,001
Shoe Stores-4482	5,171,205	3,313,908	1,857,297
Jewelry, Luggage, Leather Goods Stores-4483	4,512,932	3,811,936	700,996
Jewelry Stores-44831	4,143,227	3,811,936	331,291
Luggage and Leather Goods Stores-44832	369,705	0	369,705
Sporting Goods, Hobby, Book, Music Stores-451	14,333,919	20,103,175	(5,769,256)
Sportng Goods, Hobby, Musical Inst Stores-4511	10,443,791	16,134,516	(5,690,725)
Sporting Goods Stores-45111	5,364,510	2,249,206	3,115,304
Hobby, Toys and Games Stores-45112	3,392,063	11,317,004	(7,924,941)
Sew/Needlework/Piece Goods Stores-45113	749,431	1,270,664	(521,233)
Musical Instrument and Supplies Stores-45114	937,787	1,297,642	(359,855)
Book, Periodical and Music Stores-4512	3,890,128	3,968,659	(78,531)
Book Stores and News Dealers-45121	2,550,747	1,899,606	651,141
Book Stores-451211	2,377,639	1,899,606	478,033
News Dealers and Newsstands-451212	173,108	0	173,108
Prerecorded Tapes, CDs, Record Stores-45122	1,339,381	2,069,053	(729,672)
General Merchandise Stores-452	98,546,109	115,387,454	(16,841,345)
Department Stores Excl Leased Depts-4521	44,922,454	106,588,594	(61,666,140)
Other General Merchandise Stores-4529	53,623,655	8,798,860	44,824,795
Warehouse Clubs and Super Stores-45291	46,339,974	0	46,339,974
All Other General Merchandise Stores-45299	7,283,681	8,798,860	(1,515,179)
Miscellaneous Store Retailers-453	21,749,440	24,430,392	(2,680,952)
Florists-4531	1,550,814	2,441,779	(890,965)
Office Supplies, Stationery, Gift Stores-4532	8,440,463	9,698,794	(1,258,331)
Office Supplies and Stationery Stores-45321	4,818,549	6,411,044	(1,592,495)
Gift, Novelty and Souvenir Stores-45322	3,621,914	3,287,750	334,164
Used Merchandise Stores-4533	1,723,295	3,307,120	(1,583,825)
Other Miscellaneous Store Retailers-4539	10,034,868	8,982,699	1,052,169



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Non-Store Retailers-454	48,224,008	2,019,880	46,204,128
Electronic Shopping, Mail-Order Houses-4541	34,790,774	1,816,761	32,974,013
Vending Machine Operators-4542	2,296,320	99,737	2,196,583
Direct Selling Establishments-4543	11,136,914	103,382	11,033,532
Foodservice and Drinking Places-722	77,644,023	81,919,599	(4,275,576)
Full-Service Restaurants-7221	35,262,114	35,129,101	133,013
Limited-Service Eating Places-7222	32,671,381	40,591,003	(7,919,622)
Special Foodservices-7223	6,299,383	5,313,451	985,932
Drinking Places -Alcoholic Beverages-7224	3,411,145	886,044	2,525,101
GAFO *	194,872,810	176,126,285	18,746,525
General Merchandise Stores-452	98,546,109	115,387,454	(16,841,345)
Clothing and Clothing Accessories Stores-448	34,465,169	11,247,528	23,217,641
Furniture and Home Furnishings Stores-442	20,352,354	8,804,702	11,547,652
Electronics and Appliance Stores-443	18,734,796	10,884,632	7,850,164
Sporting Goods, Hobby, Book, Music Stores-451	14,333,919	20,103,175	(5,769,256)
Office Supplies, Stationery, Gift Stores-4532	8,440,463	9,698,794	(1,258,331)

\* 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

## Appendix: Area Listing

Area Name: **MIDWEST CITY**

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>
4048350	Midwest City city		

### Project Information:

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Site: 1

Order Number: 966055354

