

RMP Opportunity Gap - Retail Stores 2006

Crooked Creek

CROOKED CREEK COMMUNITY COUNCIL, Polygon (see appendix), Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	464,731,779	225,985,083	238,746,696
Motor Vehicle and Parts Dealers-441	101,815,616	50,120,744	51,694,872
Automotive Dealers-4411	86,776,028	45,642,927	41,133,101
Other Motor Vehicle Dealers-4412	7,092,530	0	7,092,530
Automotive Parts/Accsrs, Tire Stores-4413	7,947,058	4,477,816	3,469,242
Furniture and Home Furnishings Stores-442	11,773,302	1,948,459	9,824,843
Furniture Stores-4421	6,453,493	193,795	6,259,698
Home Furnishing Stores-4422	5,319,810	1,754,664	3,565,146
Electronics and Appliance Stores-443	11,420,449	5,111,638	6,308,811
Appliances, TVs, Electronics Stores-44311	8,670,203	4,090,353	4,579,850
Household Appliances Stores-443111	1,907,959	0	1,907,959
Radio, Television, Electronics Stores-443112	6,762,244	4,090,353	2,671,891
Computer and Software Stores-44312	2,284,654	1,021,285	1,263,369
Camera and Photographic Equipment Stores-44313	465,592	0	465,592
Building Material, Garden Equip Stores -444	45,434,899	1,966,424	43,468,475
Building Material and Supply Dealers-4441	40,942,253	1,264,557	39,677,696
Home Centers-44411	16,383,239	0	16,383,239
Paint and Wallpaper Stores-44412	1,052,125	790,897	261,228
Hardware Stores-44413	3,426,613	0	3,426,613
Other Building Materials Dealers-44419	20,080,277	473,660	19,606,617
Building Materials, Lumberyards-444191	6,888,410	161,522	6,726,888
Lawn, Garden Equipment, Supplies Stores-4442	4,492,646	701,867	3,790,779
Outdoor Power Equipment Stores-44421	612,922	48,202	564,720
Nursery and Garden Centers-44422	3,879,724	653,665	3,226,059
Food and Beverage Stores-445	53,013,892	31,530,785	21,483,107
Grocery Stores-4451	47,683,977	29,259,027	18,424,950
Supermarkets, Grocery (Ex Conv) Stores-44511	45,237,491	29,259,027	15,978,464
Convenience Stores-44512	2,446,486	0	2,446,486
Specialty Food Stores-4452	1,596,499	201,450	1,395,049
Beer, Wine and Liquor Stores-4453	3,733,416	2,070,308	1,663,108
Health and Personal Care Stores-446	22,646,817	27,325,599	(4,678,782)
Pharmancies and Drug Stores-44611	19,358,661	24,009,875	(4,651,214)
Cosmetics, Beauty Supplies, Perfume Stores-44612	812,820	2,327,042	(1,514,222)
Optical Goods Stores-44613	1,026,780	0	1,026,780
Other Health and Personal Care Stores-44619	1,448,556	988,682	459,874



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Gasoline Stations-447	48,359,195	14,955,989	33,403,206
Gasoline Stations With Conv Stores-44711	36,239,653	12,723,425	23,516,228
Other Gasoline Stations-44719	12,119,542	2,232,564	9,886,978
Clothing and Clothing Accessories Stores-448	22,497,951	8,798,549	13,699,402
Clothing Stores-4481	16,203,942	7,753,689	8,450,253
Men's Clothing Stores-44811	1,019,304	50,313	968,991
Women's Clothing Stores-44812	4,104,410	866,160	3,238,250
Childrens, Infants Clothing Stores-44813	1,002,573	0	1,002,573
Family Clothing Stores-44814	8,621,620	4,267,506	4,354,114
Clothing Accessories Stores-44815	381,872	55,244	326,628
Other Clothing Stores-44819	1,074,162	2,514,465	(1,440,303)
Shoe Stores-4482	3,002,746	647,841	2,354,905
Jewelry, Luggage, Leather Goods Stores-4483	3,291,263	397,020	2,894,243
Jewelry Stores-44831	3,044,662	397,020	2,647,642
Luggage and Leather Goods Stores-44832	246,601	0	246,601
Sporting Goods, Hobby, Book, Music Stores-451	9,159,627	2,107,840	7,051,787
Sportng Goods, Hobby, Musical Inst Stores-4511	6,315,601	125,104	6,190,497
Sporting Goods Stores-45111	3,263,165	125,104	3,138,061
Hobby, Toys and Games Stores-45112	1,983,213	0	1,983,213
Sew/Needlework/Piece Goods Stores-45113	428,255	0	428,255
Musical Instrument and Supplies Stores-45114	640,968	0	640,968
Book, Periodical and Music Stores-4512	2,844,026	1,982,736	861,290
Book Stores and News Dealers-45121	1,832,481	1,982,736	(150,255)
Book Stores-451211	1,725,394	1,982,736	(257,342)
News Dealers and Newsstands-451212	107,087	0	107,087
Prerecorded Tapes, CDs, Record Stores-45122	1,011,544	0	1,011,544
General Merchandise Stores-452	56,646,965	48,581,341	8,065,624
Department Stores Excl Leased Depts-4521	27,038,431	47,858,800	(20,820,369)
Other General Merchandise Stores-4529	29,608,534	722,541	28,885,993
Warehouse Clubs and Super Stores-45291	25,390,756	0	25,390,756
All Other General Merchandise Stores-45299	4,217,778	722,541	3,495,237
Miscellaneous Store Retailers-453	11,474,236	4,198,174	7,276,062
Florists-4531	836,128	621,088	215,040
Office Supplies, Stationery, Gift Stores-4532	4,532,685	738,077	3,794,608
Office Supplies and Stationery Stores-45321	2,544,306	0	2,544,306
Gift, Novelty and Souvenir Stores-45322	1,988,379	738,077	1,250,302
Used Merchandise Stores-4533	1,008,952	380,330	628,622
Other Miscellaneous Store Retailers-4539	5,096,470	2,458,679	2,637,791



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Non-Store Retailers-454	27,931,045	0	27,931,045
Electronic Shopping, Mail-Order Houses-4541	19,888,372	0	19,888,372
Vending Machine Operators-4542	1,131,554	0	1,131,554
Direct Selling Establishments-4543	6,911,119	0	6,911,119
Foodservice and Drinking Places-722	42,557,785	29,339,541	13,218,244
Full-Service Restaurants-7221	19,213,626	10,454,147	8,759,479
Limited-Service Eating Places-7222	17,784,434	16,118,517	1,665,917
Special Foodservices-7223	3,568,685	1,634,082	1,934,603
Drinking Places -Alcoholic Beverages-7224	1,991,039	1,132,795	858,244
GAFO *	116,030,980	67,285,903	48,745,077
General Merchandise Stores-452	56,646,965	48,581,341	8,065,624
Clothing and Clothing Accessories Stores-448	22,497,951	8,798,549	13,699,402
Furniture and Home Furnishings Stores-442	11,773,302	1,948,459	9,824,843
Electronics and Appliance Stores-443	11,420,449	5,111,638	6,308,811
Sporting Goods, Hobby, Book, Music Stores-451	9,159,627	2,107,840	7,051,787
Office Supplies, Stationery, Gift Stores-4532	4,532,685	738,077	3,794,608

* 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: CROOKED CREEK COMMUNITY COUNCI

Type: Polygon

Reporting Detail: Aggregate

Reporting Level: Block Group

39.868172 / -86.208650

Polygon Points:

39.892398 -86.188381	39.846178 -86.188031	39.844574 -86.190294	39.824739 -86.180833
39.824322 -86.211389	39.867930 -86.212221	39.867489 -86.231835	39.882314 -86.231543
39.882371 -86.236097	39.896796 -86.236468	39.897055 -86.215317	39.911683 -86.222678
39.911948 -86.203029	39.912021 -86.184184	39.895286 -86.184058	39.892398 -86.188381

Project Information:

Site: 1

Order Number: 965393987



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