

RMP Opportunity Gap - Retail Stores 2006

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SEND, Polygon (see appendix), Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	272,695,083	2,053,851,950	(1,781,156,867)
Motor Vehicle and Parts Dealers-441	56,893,192	31,258,778	25,634,414
Automotive Dealers-4411	48,662,119	26,772,843	21,889,276
Other Motor Vehicle Dealers-4412	3,796,256	0	3,796,256
Automotive Parts/Accsrs, Tire Stores-4413	4,434,817	4,485,935	(51,118)
Furniture and Home Furnishings Stores-442	5,818,609	7,520,042	(1,701,433)
Furniture Stores-4421	3,228,052	2,570,118	657,934
Home Furnishing Stores-4422	2,590,557	4,949,924	(2,359,367)
Electronics and Appliance Stores-443	5,948,102	23,623,851	(17,675,749)
Appliances, TVs, Electronics Stores-44311	4,630,353	5,394,829	(764,476)
Household Appliances Stores-443111	1,046,028	0	1,046,028
Radio, Television, Electronics Stores-443112	3,584,325	5,394,829	(1,810,504)
Computer and Software Stores-44312	1,091,097	4,380,590	(3,289,493)
Camera and Photographic Equipment Stores-44313	226,652	13,848,431	(13,621,779)
Building Material, Garden Equip Stores -444	24,718,457	16,643,318	8,075,139
Building Material and Supply Dealers-4441	22,348,024	16,587,759	5,760,265
Home Centers-44411	8,851,072	995,945	7,855,127
Paint and Wallpaper Stores-44412	530,928	0	530,928
Hardware Stores-44413	1,870,922	1,654,192	216,730
Other Building Materials Dealers-44419	11,095,101	13,937,622	(2,842,521)
Building Materials, Lumberyards-444191	3,657,002	4,752,884	(1,095,882)
Lawn, Garden Equipment, Supplies Stores-4442	2,370,434	55,559	2,314,875
Outdoor Power Equipment Stores-44421	346,677	0	346,677
Nursery and Garden Centers-44422	2,023,757	55,559	1,968,198
Food and Beverage Stores-445	36,936,508	21,470,307	15,466,201
Grocery Stores-4451	33,553,750	17,428,565	16,125,185
Supermarkets, Grocery (Ex Conv) Stores-44511	31,710,293	13,378,333	18,331,960
Convenience Stores-44512	1,843,457	4,050,232	(2,206,775)
Specialty Food Stores-4452	1,112,874	1,108,807	4,067
Beer, Wine and Liquor Stores-4453	2,269,884	2,932,935	(663,051)
Health and Personal Care Stores-446	14,252,585	18,737,669	(4,485,084)
Pharmancies and Drug Stores-44611	12,275,738	15,918,631	(3,642,893)
Cosmetics, Beauty Supplies, Perfume Stores-44612	506,660	2,253,838	(1,747,178)
Optical Goods Stores-44613	547,258	194,814	352,444
Other Health and Personal Care Stores-44619	922,929	370,386	552,543



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Gasoline Stations-447	30,390,152	30,089,597	300,555
Gasoline Stations With Conv Stores-44711	23,291,963	26,751,009	(3,459,046)
Other Gasoline Stations-44719	7,098,189	3,338,588	3,759,601
Clothing and Clothing Accessories Stores-448	11,489,073	204,989,116	(193,500,043)
Clothing Stores-4481	8,492,110	195,080,099	(186,587,989)
Men's Clothing Stores-44811	583,922	39,225,286	(38,641,364)
Women's Clothing Stores-44812	1,919,024	93,867,235	(91,948,211)
Childrens, Infants Clothing Stores-44813	678,853	8,469,364	(7,790,511)
Family Clothing Stores-44814	4,603,952	47,895,369	(43,291,417)
Clothing Accessories Stores-44815	164,767	1,048,105	(883,338)
Other Clothing Stores-44819	541,592	4,574,741	(4,033,149)
Shoe Stores-4482	1,768,615	3,646,281	(1,877,666)
Jewelry, Luggage, Leather Goods Stores-4483	1,228,348	6,262,736	(5,034,388)
Jewelry Stores-44831	1,128,165	6,262,736	(5,134,571)
Luggage and Leather Goods Stores-44832	100,182	0	100,182
Sporting Goods, Hobby, Book, Music Stores-451	4,598,125	8,223,799	(3,625,674)
Sportng Goods, Hobby, Musical Inst Stores-4511	3,208,311	2,911,874	296,437
Sporting Goods Stores-45111	1,601,010	1,129,291	471,719
Hobby, Toys and Games Stores-45112	1,048,164	1,177,291	(129,127)
Sew/Needlework/Piece Goods Stores-45113	225,532	164,757	60,775
Musical Instrument and Supplies Stores-45114	333,605	440,535	(106,930)
Book, Periodical and Music Stores-4512	1,389,814	5,311,925	(3,922,111)
Book Stores and News Dealers-45121	853,040	2,832,713	(1,979,673)
Book Stores-451211	787,521	2,832,713	(2,045,192)
News Dealers and Newsstands-451212	65,519	0	65,519
Prerecorded Tapes, CDs, Record Stores-45122	536,774	2,479,212	(1,942,438)
General Merchandise Stores-452	33,778,921	39,776,228	(5,997,307)
Department Stores Excl Leased Depts-4521	14,979,771	37,377,350	(22,397,579)
Other General Merchandise Stores-4529	18,799,150	2,398,878	16,400,272
Warehouse Clubs and Super Stores-45291	16,428,148	0	16,428,148
All Other General Merchandise Stores-45299	2,371,001	2,398,878	(27,877)
Miscellaneous Store Retailers-453	6,810,202	10,739,595	(3,929,393)
Florists-4531	434,651	4,016,364	(3,581,713)
Office Supplies, Stationery, Gift Stores-4532	2,614,461	2,372,181	242,280
Office Supplies and Stationery Stores-45321	1,466,213	0	1,466,213
Gift, Novelty and Souvenir Stores-45322	1,148,248	2,372,181	(1,223,933)
Used Merchandise Stores-4533	541,328	1,920,925	(1,379,597)
Other Miscellaneous Store Retailers-4539	3,219,762	2,430,125	789,637



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Non-Store Retailers-454	15,582,204	1,514,237,377	(1,498,655,173)
Electronic Shopping, Mail-Order Houses-4541	10,422,916	1,504,239,859	(1,493,816,943)
Vending Machine Operators-4542	792,223	867,794	(75,571)
Direct Selling Establishments-4543	4,367,065	9,129,724	(4,762,659)
Foodservice and Drinking Places-722	25,478,953	126,542,273	(101,063,320)
Full-Service Restaurants-7221	11,475,015	41,630,597	(30,155,582)
Limited-Service Eating Places-7222	10,705,402	43,869,680	(33,164,278)
Special Foodservices-7223	2,141,660	21,164,636	(19,022,976)
Drinking Places -Alcoholic Beverages-7224	1,156,876	19,877,360	(18,720,484)
GAFO *	64,247,292	286,505,216	(222,257,924)
General Merchandise Stores-452	33,778,921	39,776,228	(5,997,307)
Clothing and Clothing Accessories Stores-448	11,489,073	204,989,116	(193,500,043)
Furniture and Home Furnishings Stores-442	5,818,609	7,520,042	(1,701,433)
Electronics and Appliance Stores-443	5,948,102	23,623,851	(17,675,749)
Sporting Goods, Hobby, Book, Music Stores-451	4,598,125	8,223,799	(3,625,674)
Office Supplies, Stationery, Gift Stores-4532	2,614,461	2,372,181	242,280

* 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 2006

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Appendix: Area Listing

Area Name: SEND

Type: Polygon

Reporting Detail: Aggregate

Reporting Level: Block Group

39.753170 / -86.130183

Polygon Points:

39.750294 -86.121161	39.748900 -86.121123	39.745076 -86.121051	39.743452 -86.121088
39.742296 -86.121080	39.740888 -86.121047	39.738935 -86.120994	39.737705 -86.120911
39.737705 -86.122021	39.737646 -86.131002	39.737636 -86.132562	39.737614 -86.134784
39.737558 -86.138211	39.737579 -86.138960	39.737572 -86.139736	39.737575 -86.139896
39.737530 -86.140956	39.737443 -86.142153	39.737334 -86.143355	39.737269 -86.144562
39.737270 -86.144613	39.737208 -86.145847	39.737169 -86.148150	39.737138 -86.149360
39.737163 -86.149361	39.737197 -86.150463	39.737242 -86.151770	39.737233 -86.152002
39.737217 -86.153071	39.737228 -86.153538	39.737242 -86.154373	39.739008 -86.154395
39.744356 -86.154476	39.744561 -86.154469	39.744686 -86.154461	39.744811 -86.154450
39.744937 -86.154437	39.745061 -86.154420	39.745186 -86.154401	39.745310 -86.154379
39.745434 -86.154354	39.745681 -86.154296	39.745804 -86.154263	39.745927 -86.154227
39.746048 -86.154188	39.746186 -86.154160	39.746324 -86.154138	39.746600 -86.154099
39.746904 -86.154080	39.747192 -86.154069	39.747533 -86.154091	39.747989 -86.154119
39.748145 -86.154135	39.748618 -86.154189	39.748958 -86.154212	39.751158 -86.154236
39.751625 -86.154233	39.751680 -86.154233	39.751711 -86.154235	39.751741 -86.154238
39.751802 -86.154246	39.751832 -86.154250	39.751921 -86.154268	39.751953 -86.154276
39.752043 -86.154303	39.752088 -86.154319	39.752231 -86.154380	39.752855 -86.154641
39.756495 -86.156250	39.757458 -86.156643	39.758647 -86.157206	39.758879 -86.157261
39.760838 -86.158098	39.761429 -86.158306	39.763897 -86.158221	39.767066 -86.158099
39.767049 -86.157063	39.766906 -86.150142	39.766909 -86.150265	39.766880 -86.148990
39.766845 -86.147328	39.766864 -86.145650	39.766868 -86.145650	39.766890 -86.143678
39.766910 -86.142416	39.766941 -86.140800	39.766971 -86.137918	39.766981 -86.137205
39.766991 -86.136232	39.767005 -86.135289	39.767006 -86.135263	39.767074 -86.134194
39.767132 -86.133423	39.767214 -86.132165	39.767282 -86.131206	39.767326 -86.130623
39.767414 -86.129454	39.767498 -86.128322	39.767568 -86.127369	39.767631 -86.126445
39.767702 -86.125418	39.767842 -86.123490	39.767883 -86.122971	39.767889 -86.122867
39.767967 -86.121816	39.767976 -86.121720	39.767985 -86.121594	39.767997 -86.121414
39.768017 -86.121153	39.768040 -86.120871	39.768082 -86.120303	39.768163 -86.119196
39.768322 -86.117010	39.768410 -86.115783	39.768551 -86.113834	39.768653 -86.112430
39.768736 -86.111168	39.768835 -86.109331	39.768941 -86.107389	39.769021 -86.105755
39.769082 -86.104536	39.769167 -86.102844	39.769203 -86.102143	39.768622 -86.102136
39.766349 -86.102105	39.763050 -86.102060	39.762494 -86.103093	39.761939 -86.104157
39.761418 -86.104630	39.760747 -86.104964	39.759918 -86.105009	39.759359 -86.105332



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Area Name: SEND

Type: Polygon

Reporting Detail: Aggregate

Reporting Level: Block Group

39.753170 / -86.130183

Polygon Points:

39.758986 -86.106084	39.758436 -86.107076	39.758091 -86.107926	39.757580 -86.109049
39.757655 -86.110212	39.757485 -86.111506	39.756730 -86.113009	39.755621 -86.114517
39.754971 -86.115701	39.752716 -86.117358	39.751405 -86.118591	39.750980 -86.119264
39.750294 -86.121161	39.752716 -86.117358	39.751405 -86.118591	39.750980 -86.119264

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Order Number: 965394120



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Project Code:

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Prepared By:

