

RMP Opportunity Gap - Retail Stores 2008

I-35 & 152 Hwy (Shoal Creek & Liberty)

DrvTim 1: 124 N STEWART CT, LIBERTY, MO 64068-1000, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,459,209,604	5,527,184,747	(1,067,975,143)
Motor Vehicle and Parts Dealers-441	875,178,975	1,610,397,820	(735,218,845)
Automotive Dealers-4411	755,109,829	1,440,638,972	(685,529,143)
Other Motor Vehicle Dealers-4412	54,222,549	52,071,042	2,151,507
Automotive Parts/Accsrs, Tire Stores-4413	65,846,597	117,687,806	(51,841,209)
Furniture and Home Furnishings Stores-442	109,331,161	69,732,614	39,598,547
Furniture Stores-4421	59,410,484	21,177,657	38,232,827
Home Furnishing Stores-4422	49,920,677	48,554,956	1,365,721
Electronics and Appliance Stores-443	104,571,048	182,647,166	(78,076,118)
Appliances, TVs, Electronics Stores-44311	79,273,830	149,023,062	(69,749,232)
Household Appliances Stores-443111	17,059,875	29,075,079	(12,015,204)
Radio, Television, Electronics Stores-443112	62,213,955	119,947,983	(57,734,028)
Computer and Software Stores-44312	21,127,628	29,186,465	(8,058,837)
Camera and Photographic Equipment Stores-44313	4,169,591	4,437,639	(268,048)
Building Material, Garden Equip Stores -444	481,410,263	498,776,452	(17,366,189)
Building Material and Supply Dealers-4441	441,598,435	467,800,628	(26,202,193)
Home Centers-44411	176,429,810	151,431,958	24,997,852
Paint and Wallpaper Stores-44412	9,522,973	8,376,668	1,146,305
Hardware Stores-44413	37,055,607	33,451,913	3,603,694
Other Building Materials Dealers-44419	218,590,046	274,540,089	(55,950,043)
Building Materials, Lumberyards-444191	74,480,468	93,621,205	(19,140,737)
Lawn, Garden Equipment, Supplies Stores-4442	39,811,828	30,975,824	8,836,004
Outdoor Power Equipment Stores-44421	5,792,274	13,530,351	(7,738,077)
Nursery and Garden Centers-44422	34,019,553	17,445,473	16,574,080
Food and Beverage Stores-445	529,582,242	445,384,835	84,197,407
Grocery Stores-4451	479,324,326	428,841,092	50,483,234
Supermarkets, Grocery (Ex Conv) Stores-44511	453,692,728	420,125,464	33,567,264
Convenience Stores-44512	25,631,598	8,715,628	16,915,970
Specialty Food Stores-4452	14,567,748	6,628,295	7,939,453
Beer, Wine and Liquor Stores-4453	35,690,169	9,915,448	25,774,721
Health and Personal Care Stores-446	225,599,675	252,624,260	(27,024,585)
Pharmancies and Drug Stores-44611	194,747,610	218,054,179	(23,306,569)
Cosmetics, Beauty Supplies, Perfume Stores-44612	7,658,802	10,612,399	(2,953,597)
Optical Goods Stores-44613	9,564,497	12,979,139	(3,414,642)
Other Health and Personal Care Stores-44619	13,628,766	10,978,543	2,650,223

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Gasoline Stations-447	491,863,650	632,739,173	(140,875,523)
Gasoline Stations With Conv Stores-44711	372,451,484	541,902,041	(169,450,557)
Other Gasoline Stations-44719	119,412,166	90,837,132	28,575,034
Clothing and Clothing Accessories Stores-448	203,403,910	150,518,387	52,885,523
Clothing Stores-4481	147,122,652	100,379,000	46,743,652
Men's Clothing Stores-44811	9,664,909	775,433	8,889,476
Women's Clothing Stores-44812	36,708,881	29,948,447	6,760,434
Childrens, Infants Clothing Stores-44813	8,568,685	9,060,397	(491,712)
Family Clothing Stores-44814	79,459,387	52,086,671	27,372,716
Clothing Accessories Stores-44815	3,315,776	2,027,825	1,287,951
Other Clothing Stores-44819	9,405,013	6,480,228	2,924,785
Shoe Stores-4482	26,895,602	26,549,060	346,542
Jewelry, Luggage, Leather Goods Stores-4483	29,385,656	23,590,327	5,795,329
Jewelry Stores-44831	27,114,401	23,590,327	3,524,074
Luggage and Leather Goods Stores-44832	2,271,254	0	2,271,254
Sporting Goods, Hobby, Book, Music Stores-451	84,512,761	96,999,961	(12,487,200)
Sportng Goods, Hobby, Musical Inst Stores-4511	58,485,909	71,365,573	(12,879,664)
Sporting Goods Stores-45111	30,310,449	29,835,165	475,284
Hobby, Toys and Games Stores-45112	18,418,932	39,822,571	(21,403,639)
Sew/Needlework/Piece Goods Stores-45113	4,181,350	1,271,879	2,909,471
Musical Instrument and Supplies Stores-45114	5,575,179	435,958	5,139,221
Book, Periodical and Music Stores-4512	26,026,853	25,634,389	392,464
Book Stores and News Dealers-45121	17,355,441	18,147,457	(792,016)
Book Stores-451211	16,360,783	14,369,172	1,991,611
News Dealers and Newsstands-451212	994,658	3,778,285	(2,783,627)
Prerecorded Tapes, CDs, Record Stores-45122	8,671,412	7,486,932	1,184,480
General Merchandise Stores-452	533,517,874	559,749,488	(26,231,614)
Department Stores Excl Leased Depts-4521	254,182,420	193,245,885	60,936,535
Other General Merchandise Stores-4529	279,335,454	366,503,603	(87,168,149)
Warehouse Clubs and Super Stores-45291	239,685,354	334,034,323	(94,348,969)
All Other General Merchandise Stores-45299	39,650,101	32,469,280	7,180,821
Miscellaneous Store Retailers-453	114,908,050	171,886,354	(56,978,304)
Florists-4531	8,025,419	6,801,451	1,223,968
Office Supplies, Stationery, Gift Stores-4532	45,663,709	80,158,407	(34,494,698)
Office Supplies and Stationery Stores-45321	25,799,345	50,355,693	(24,556,348)
Gift, Novelty and Souvenir Stores-45322	19,864,364	29,802,714	(9,938,350)
Used Merchandise Stores-4533	9,613,710	13,533,626	(3,919,916)
Other Miscellaneous Store Retailers-4539	51,605,212	71,392,870	(19,787,658)



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Non-Store Retailers-454	283,458,909	320,199,586	(36,740,677)
Electronic Shopping, Mail-Order Houses-4541	199,945,158	186,577,638	13,367,520
Vending Machine Operators-4542	10,835,059	14,805,510	(3,970,451)
Direct Selling Establishments-4543	72,678,692	118,816,438	(46,137,746)
Foodservice and Drinking Places-722	421,871,085	535,528,650	(113,657,565)
Full-Service Restaurants-7221	194,611,617	246,963,067	(52,351,450)
Limited-Service Eating Places-7222	170,612,767	220,660,589	(50,047,822)
Special Foodservices-7223	35,140,937	39,759,545	(4,618,608)
Drinking Places -Alcoholic Beverages-7224	21,505,765	28,145,449	(6,639,684)
GAFO *	1,081,000,463	1,139,806,024	(58,805,561)
General Merchandise Stores-452	533,517,874	559,749,488	(26,231,614)
Clothing and Clothing Accessories Stores-448	203,403,910	150,518,387	52,885,523
Furniture and Home Furnishings Stores-442	109,331,161	69,732,614	39,598,547
Electronics and Appliance Stores-443	104,571,048	182,647,166	(78,076,118)
Sporting Goods, Hobby, Book, Music Stores-451	84,512,761	96,999,961	(12,487,200)
Office Supplies, Stationery, Gift Stores-4532	45,663,709	80,158,407	(34,494,698)

* 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 2008

I-35 & 152 Hwy (Shoal Creek & Liberty)

Appendix: Area Listing

Area Name:

Type: Drive Time 1: 15 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group
124 N STEWART CT, LIBERTY, MO 64068-1000

Polygon Points:

39.048615 -94.498718	39.067398 -94.490982	39.079556 -94.496506	39.078449 -94.509766
39.103863 -94.528557	39.112701 -94.510872	39.123753 -94.520821	39.124859 -94.541817
39.114914 -94.545128	39.107178 -94.532974	39.099442 -94.542915	39.085079 -94.537392
39.082870 -94.559494	39.064083 -94.558388	39.087288 -94.584908	39.077343 -94.594849
39.093918 -94.595955	39.098339 -94.615845	39.104969 -94.604797	39.111599 -94.623581
39.120438 -94.618057	39.111599 -94.595955	39.158009 -94.592644	39.166847 -94.621368
39.151379 -94.620270	39.155796 -94.647888	39.163532 -94.646790	39.164639 -94.630211
39.176792 -94.644577	39.186737 -94.624687	39.209942 -94.654518	39.216572 -94.647888
39.250824 -94.673309	39.243092 -94.688774	39.255245 -94.717506	39.257454 -94.690987
39.266296 -94.688774	39.257454 -94.668884	39.290604 -94.681038	39.264084 -94.651207
39.266296 -94.639053	39.276241 -94.642365	39.272926 -94.633530	39.291710 -94.631317
39.278450 -94.625793	39.278450 -94.605904	39.290604 -94.621368	39.292816 -94.603691
39.303864 -94.603691	39.308285 -94.647888	39.312706 -94.590431	39.341434 -94.584908
39.333698 -94.573860	39.314915 -94.574959	39.314915 -94.559494	39.331490 -94.569435
39.340328 -94.559494	39.314915 -94.551758	39.328175 -94.545128	39.314915 -94.538498
39.313808 -94.514191	39.331490 -94.548447	39.335911 -94.532974	39.350273 -94.537392
39.334805 -94.495407	39.348064 -94.508667	39.348064 -94.490982	39.361324 -94.485458
39.334805 -94.483246	39.356903 -94.474411	39.350273 -94.463356	39.342541 -94.468887
39.343643 -94.444572	39.353588 -94.448997	39.363533 -94.439049	39.356903 -94.415848
39.369061 -94.428001	39.379005 -94.413635	39.371269 -94.392639	39.387844 -94.397057
39.390053 -94.373856	39.397789 -94.371643	39.390053 -94.363914	39.441986 -94.330765
39.388950 -94.356178	39.384529 -94.344025	39.376793 -94.356178	39.371269 -94.340706
39.381214 -94.335182	39.371269 -94.332970	39.366848 -94.316399	39.364639 -94.332970
39.331490 -94.356178	39.330383 -94.335182	39.318230 -94.327446	39.319336 -94.299820
39.307178 -94.334076	39.295025 -94.319710	39.288395 -94.338493	39.279556 -94.338493
39.275135 -94.311974	39.264084 -94.332970	39.250824 -94.325233	39.261875 -94.353966
39.245300 -94.349548	39.254139 -94.340706	39.238670 -94.319710	39.238670 -94.351753
39.213257 -94.346230	39.208836 -94.357285	39.204418 -94.341812	39.193367 -94.350655
39.193367 -94.378273	39.183422 -94.357285	39.185631 -94.389328	39.159111 -94.390427
39.152481 -94.378273	39.135906 -94.386009	39.151379 -94.412529	39.162426 -94.399269
39.177898 -94.398163	39.153587 -94.422478	39.151379 -94.447891	39.137012 -94.454521
39.149166 -94.494301	39.132591 -94.468887	39.113808 -94.481041	39.117123 -94.464462
39.101654 -94.446785	39.090603 -94.469986	39.075134 -94.476616	39.077343 -94.485458



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Appendix: Area Listing

Area Name:

Type: Drive Time 1: 15 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group
124 N STEWART CT, LIBERTY, MO 64068-1000

Polygon Points:

39.055244 -94.481041 39.048615 -94.498718 39.075134 -94.476616 39.077343 -94.485458

Project Information:

Site: 1

Order Number: 966907905

