

RMP Opportunity Gap - Retail Stores 2008

Gladstone

DrvTim 1: 7010 N HOLMES ST, GLADSTONE, MO 64118-2646, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,516,059,904	5,462,024,755	(945,964,851)
Motor Vehicle and Parts Dealers-441	885,702,121	1,428,379,909	(542,677,788)
Automotive Dealers-4411	764,322,107	1,255,164,653	(490,842,546)
Other Motor Vehicle Dealers-4412	54,635,596	52,064,283	2,571,313
Automotive Parts/Accsrs, Tire Stores-4413	66,744,418	121,150,973	(54,406,555)
Furniture and Home Furnishings Stores-442	109,419,757	86,102,477	23,317,280
Furniture Stores-4421	59,727,442	21,455,408	38,272,034
Home Furnishing Stores-4422	49,692,315	64,647,068	(14,954,753)
Electronics and Appliance Stores-443	105,822,558	191,749,219	(85,926,661)
Appliances, TVs, Electronics Stores-44311	80,470,414	147,183,972	(66,713,558)
Household Appliances Stores-443111	17,290,742	27,472,617	(10,181,875)
Radio, Television, Electronics Stores-443112	63,179,673	119,711,355	(56,531,682)
Computer and Software Stores-44312	21,194,805	40,220,992	(19,026,187)
Camera and Photographic Equipment Stores-44313	4,157,338	4,344,254	(186,916)
Building Material, Garden Equip Stores -444	480,285,370	534,598,345	(54,312,975)
Building Material and Supply Dealers-4441	440,296,013	503,040,685	(62,744,672)
Home Centers-44411	176,158,249	143,583,646	32,574,603
Paint and Wallpaper Stores-44412	9,470,646	11,239,699	(1,769,053)
Hardware Stores-44413	37,248,781	52,065,981	(14,817,200)
Other Building Materials Dealers-44419	217,418,337	296,151,358	(78,733,021)
Building Materials, Lumberyards-444191	73,830,220	100,990,896	(27,160,676)
Lawn, Garden Equipment, Supplies Stores-4442	39,989,357	31,557,659	8,431,698
Outdoor Power Equipment Stores-44421	5,817,769	13,144,155	(7,326,386)
Nursery and Garden Centers-44422	34,171,588	18,413,505	15,758,083
Food and Beverage Stores-445	543,980,932	465,889,235	78,091,697
Grocery Stores-4451	492,465,675	434,935,309	57,530,366
Supermarkets, Grocery (Ex Conv) Stores-44511	466,436,029	417,054,701	49,381,328
Convenience Stores-44512	26,029,646	17,880,608	8,149,038
Specialty Food Stores-4452	15,064,854	11,543,130	3,521,724
Beer, Wine and Liquor Stores-4453	36,450,403	19,410,795	17,039,608
Health and Personal Care Stores-446	235,319,223	268,461,682	(33,142,459)
Pharmancies and Drug Stores-44611	203,172,386	231,928,628	(28,756,242)
Cosmetics, Beauty Supplies, Perfume Stores-44612	8,036,562	12,421,314	(4,384,752)
Optical Goods Stores-44613	9,806,658	11,954,011	(2,147,353)
Other Health and Personal Care Stores-44619	14,303,616	12,157,730	2,145,886

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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	499,952,346	597,865,633	(97,913,287)
Gasoline Stations With Conv Stores-44711	378,460,437	512,304,695	(133,844,258)
Other Gasoline Stations-44719	121,491,910	85,560,938	35,930,972
Clothing and Clothing Accessories Stores-448	204,864,899	141,591,096	63,273,803
Clothing Stores-4481	148,313,467	93,570,079	54,743,388
Men's Clothing Stores-44811	9,837,547	1,279,696	8,557,851
Women's Clothing Stores-44812	36,629,381	30,428,924	6,200,457
Childrens, Infants Clothing Stores-44813	8,878,528	9,232,698	(354,170)
Family Clothing Stores-44814	80,221,335	45,779,158	34,442,177
Clothing Accessories Stores-44815	3,308,344	711,865	2,596,479
Other Clothing Stores-44819	9,438,331	6,137,738	3,300,593
Shoe Stores-4482	27,366,246	23,635,625	3,730,621
Jewelry, Luggage, Leather Goods Stores-4483	29,185,185	24,385,392	4,799,793
Jewelry Stores-44831	26,940,393	24,385,392	2,555,001
Luggage and Leather Goods Stores-44832	2,244,792	0	2,244,792
Sporting Goods, Hobby, Book, Music Stores-451	84,360,794	115,153,305	(30,792,511)
Sportng Goods, Hobby, Musical Inst Stores-4511	58,665,526	79,068,589	(20,403,063)
Sporting Goods Stores-45111	30,465,263	34,823,514	(4,358,251)
Hobby, Toys and Games Stores-45112	18,373,649	41,904,927	(23,531,278)
Sew/Needlework/Piece Goods Stores-45113	4,164,064	1,928,794	2,235,270
Musical Instrument and Supplies Stores-45114	5,662,550	411,354	5,251,196
Book, Periodical and Music Stores-4512	25,695,268	36,084,715	(10,389,447)
Book Stores and News Dealers-45121	16,889,406	15,254,832	1,634,574
Book Stores-451211	15,886,812	10,044,627	5,842,185
News Dealers and Newsstands-451212	1,002,594	5,210,206	(4,207,612)
Prerecorded Tapes, CDs, Record Stores-45122	8,805,862	20,829,883	(12,024,021)
General Merchandise Stores-452	542,100,105	527,928,112	14,171,993
Department Stores Excl Leased Depts-4521	257,755,397	205,309,510	52,445,887
Other General Merchandise Stores-4529	284,344,708	322,618,602	(38,273,894)
Warehouse Clubs and Super Stores-45291	244,345,591	291,901,587	(47,555,996)
All Other General Merchandise Stores-45299	39,999,118	30,717,015	9,282,103
Miscellaneous Store Retailers-453	113,868,991	182,363,714	(68,494,723)
Florists-4531	8,064,508	8,684,689	(620,181)
Office Supplies, Stationery, Gift Stores-4532	44,778,685	84,838,091	(40,059,406)
Office Supplies and Stationery Stores-45321	25,286,837	49,615,964	(24,329,127)
Gift, Novelty and Souvenir Stores-45322	19,491,849	35,222,127	(15,730,278)
Used Merchandise Stores-4533	9,539,894	14,611,187	(5,071,293)
Other Miscellaneous Store Retailers-4539	51,485,904	74,229,748	(22,743,844)



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	286,523,034	361,028,236	(74,505,202)
Electronic Shopping, Mail-Order Houses-4541	201,217,382	187,260,852	13,956,530
Vending Machine Operators-4542	11,078,026	21,286,065	(10,208,039)
Direct Selling Establishments-4543	74,227,626	152,481,319	(78,253,693)
Foodservice and Drinking Places-722	423,859,773	560,913,793	(137,054,020)
Full-Service Restaurants-7221	195,454,853	231,265,970	(35,811,117)
Limited-Service Eating Places-7222	171,549,986	245,387,753	(73,837,767)
Special Foodservices-7223	35,347,691	53,494,909	(18,147,218)
Drinking Places -Alcoholic Beverages-7224	21,507,243	30,765,161	(9,257,918)
GAFO *	1,091,346,798	1,147,362,298	(56,015,500)
General Merchandise Stores-452	542,100,105	527,928,112	14,171,993
Clothing and Clothing Accessories Stores-448	204,864,899	141,591,096	63,273,803
Furniture and Home Furnishings Stores-442	109,419,757	86,102,477	23,317,280
Electronics and Appliance Stores-443	105,822,558	191,749,219	(85,926,661)
Sporting Goods, Hobby, Book, Music Stores-451	84,360,794	115,153,305	(30,792,511)
Office Supplies, Stationery, Gift Stores-4532	44,778,685	84,838,091	(40,059,406)

* 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:

Type: Drive Time 1: 15 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group
7010 N HOLMES ST, GLADSTONE, MO 64118-2646

Polygon Points:

39.050240 -94.564049	39.070923 -94.570938	39.051960 -94.631271	39.081264 -94.626099
39.095055 -94.658852	39.095055 -94.638168	39.120911 -94.645065	39.120911 -94.667473
39.095055 -94.677811	39.114017 -94.696777	39.146767 -94.701942	39.160557 -94.648506
39.186413 -94.684708	39.193310 -94.665749	39.208824 -94.698502	39.232956 -94.679535
39.250195 -94.712288	39.246746 -94.758827	39.257088 -94.689880	39.258812 -94.714012
39.267429 -94.689880	39.320869 -94.695053	39.291565 -94.658852	39.279499 -94.662300
39.295010 -94.646782	39.291565 -94.624374	39.310524 -94.638168	39.312248 -94.589905
39.343277 -94.583008	39.313972 -94.576111	39.324314 -94.555428	39.307079 -94.488197
39.291565 -94.495094	39.286392 -94.477859	39.286392 -94.498543	39.269154 -94.498543
39.277775 -94.422699	39.260536 -94.443382	39.234680 -94.422699	39.227783 -94.464066
39.208824 -94.455452	39.205376 -94.477859	39.145046 -94.495094	39.162281 -94.507164
39.145046 -94.529572	39.129532 -94.522675	39.139874 -94.546806	39.114017 -94.543358
39.107121 -94.527847	39.070923 -94.531296	39.077820 -94.551979	39.050240 -94.564049

Project Information:

Site: 1

Order Number: 966913542

