

RMP Opportunity Gap - Retail Stores 2008

Smithville

DrvTim 1: 107 W MAIN ST, SMITHVILLE, MO 64089-9384, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	522,028,952	415,034,396	106,994,556
Motor Vehicle and Parts Dealers-441	103,318,146	31,234,088	72,084,058
Automotive Dealers-4411	89,215,117	26,762,672	62,452,445
Other Motor Vehicle Dealers-4412	6,433,832	3,759,218	2,674,614
Automotive Parts/Accsrs, Tire Stores-4413	7,669,196	712,199	6,956,997
Furniture and Home Furnishings Stores-442	13,605,402	3,269,825	10,335,577
Furniture Stores-4421	7,199,940	2,911,769	4,288,171
Home Furnishing Stores-4422	6,405,463	358,056	6,047,407
Electronics and Appliance Stores-443	12,253,731	9,351,901	2,901,830
Appliances, TVs, Electronics Stores-44311	9,239,512	6,102,604	3,136,908
Household Appliances Stores-443111	2,068,007	936,355	1,131,652
Radio, Television, Electronics Stores-443112	7,171,505	5,166,249	2,005,256
Computer and Software Stores-44312	2,505,888	3,209,617	(703,729)
Camera and Photographic Equipment Stores-44313	508,332	39,680	468,652
Building Material, Garden Equip Stores -444	64,577,708	10,082,761	54,494,947
Building Material and Supply Dealers-4441	59,478,236	6,373,059	53,105,177
Home Centers-44411	23,499,408	2,302,413	21,196,995
Paint and Wallpaper Stores-44412	1,279,590	19,804	1,259,786
Hardware Stores-44413	4,728,907	0	4,728,907
Other Building Materials Dealers-44419	29,970,331	4,050,842	25,919,489
Building Materials, Lumberyards-444191	10,325,859	1,381,378	8,944,481
Lawn, Garden Equipment, Supplies Stores-4442	5,099,472	3,709,702	1,389,770
Outdoor Power Equipment Stores-44421	761,059	1,715,408	(954,349)
Nursery and Garden Centers-44422	4,338,413	1,994,293	2,344,120
Food and Beverage Stores-445	58,373,797	18,025,059	40,348,738
Grocery Stores-4451	52,912,925	17,385,506	35,527,419
Supermarkets, Grocery (Ex Conv) Stores-44511	50,098,373	17,133,172	32,965,201
Convenience Stores-44512	2,814,552	252,334	2,562,218
Specialty Food Stores-4452	1,604,543	533,854	1,070,689
Beer, Wine and Liquor Stores-4453	3,856,329	105,699	3,750,630
Health and Personal Care Stores-446	23,767,581	11,133,446	12,634,135
Pharmancies and Drug Stores-44611	20,467,104	7,528,947	12,938,157
Cosmetics, Beauty Supplies, Perfume Stores-44612	793,843	960,635	(166,792)
Optical Goods Stores-44613	1,095,026	2,549,872	(1,454,846)
Other Health and Personal Care Stores-44619	1,411,607	93,992	1,317,615

RMP Opportunity Gap - Retail Stores 2008

Smithville

DrvTim 1: 107 W MAIN ST, SMITHVILLE, MO 64089-9384, 15 Minute(s) Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	56,160,784	52,403,485	3,757,299
Gasoline Stations With Conv Stores-44711	42,346,182	48,934,795	(6,588,613)
Other Gasoline Stations-44719	13,814,602	3,468,690	10,345,912
Clothing and Clothing Accessories Stores-448	24,357,499	12,311,126	12,046,373
Clothing Stores-4481	17,587,746	6,729,291	10,858,455
Men's Clothing Stores-44811	1,123,729	0	1,123,729
Women's Clothing Stores-44812	4,479,771	3,428,219	1,051,552
Childrens, Infants Clothing Stores-44813	998,012	2,255,023	(1,257,011)
Family Clothing Stores-44814	9,450,787	379,985	9,070,802
Clothing Accessories Stores-44815	403,126	0	403,126
Other Clothing Stores-44819	1,132,320	666,064	466,256
Shoe Stores-4482	3,176,824	2,819,054	357,770
Jewelry, Luggage, Leather Goods Stores-4483	3,592,929	2,762,781	830,148
Jewelry Stores-44831	3,309,587	2,762,781	546,806
Luggage and Leather Goods Stores-44832	283,343	0	283,343
Sporting Goods, Hobby, Book, Music Stores-451	10,038,648	9,123,219	915,429
Sportng Goods, Hobby, Musical Inst Stores-4511	7,091,310	8,226,978	(1,135,668)
Sporting Goods Stores-45111	3,673,758	5,763,038	(2,089,280)
Hobby, Toys and Games Stores-45112	2,263,410	2,458,230	(194,820)
Sew/Needlework/Piece Goods Stores-45113	517,002	1,710	515,292
Musical Instrument and Supplies Stores-45114	637,140	4,000	633,140
Book, Periodical and Music Stores-4512	2,947,337	896,241	2,051,096
Book Stores and News Dealers-45121	1,979,171	896,241	1,082,930
Book Stores-451211	1,870,178	612,525	1,257,653
News Dealers and Newsstands-451212	108,994	283,717	(174,723)
Prerecorded Tapes, CDs, Record Stores-45122	968,166	0	968,166
General Merchandise Stores-452	61,807,005	80,401,447	(18,594,442)
Department Stores Excl Leased Depts-4521	29,892,260	14,541,700	15,350,560
Other General Merchandise Stores-4529	31,914,745	65,859,747	(33,945,002)
Warehouse Clubs and Super Stores-45291	27,226,723	63,527,042	(36,300,319)
All Other General Merchandise Stores-45299	4,688,022	2,332,704	2,355,318
Miscellaneous Store Retailers-453	13,708,855	4,292,292	9,416,563
Florists-4531	995,693	383,653	612,040
Office Supplies, Stationery, Gift Stores-4532	5,468,259	1,429,622	4,038,637
Office Supplies and Stationery Stores-45321	3,088,997	255,062	2,833,935
Gift, Novelty and Souvenir Stores-45322	2,379,262	1,174,560	1,204,702
Used Merchandise Stores-4533	1,151,938	105,057	1,046,881
Other Miscellaneous Store Retailers-4539	6,092,965	2,373,959	3,719,006



RMP Opportunity Gap - Retail Stores 2008

Smithville

DrvTim 1: 107 W MAIN ST, SMITHVILLE, MO 64089-9384, 15 Minute(s) Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	33,064,405	155,363,411	(122,299,006)
Electronic Shopping, Mail-Order Houses-4541	23,379,386	152,123,923	(128,744,537)
Vending Machine Operators-4542	1,198,285	0	1,198,285
Direct Selling Establishments-4543	8,486,734	3,239,488	5,247,246
Foodservice and Drinking Places-722	46,995,391	18,042,335	28,953,056
Full-Service Restaurants-7221	21,659,807	10,441,428	11,218,379
Limited-Service Eating Places-7222	19,048,087	7,359,867	11,688,220
Special Foodservices-7223	3,928,484	0	3,928,484
Drinking Places -Alcoholic Beverages-7224	2,359,013	241,039	2,117,974
GAFO *	127,530,545	115,887,141	11,643,404
General Merchandise Stores-452	61,807,005	80,401,447	(18,594,442)
Clothing and Clothing Accessories Stores-448	24,357,499	12,311,126	12,046,373
Furniture and Home Furnishings Stores-442	13,605,402	3,269,825	10,335,577
Electronics and Appliance Stores-443	12,253,731	9,351,901	2,901,830
Sporting Goods, Hobby, Book, Music Stores-451	10,038,648	9,123,219	915,429
Office Supplies, Stationery, Gift Stores-4532	5,468,259	1,429,622	4,038,637

* 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

Smithville

Appendix: Area Listing

Area Name:

Type: Drive Time 1: 15 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group
107 W MAIN ST, SMITHVILLE, MO 64089-9384

Polygon Points:

39.241924 -94.591461	39.256905 -94.592255	39.257694 -94.604080	39.264790 -94.589096
39.268730 -94.599350	39.270306 -94.587524	39.285286 -94.588310	39.286865 -94.599350
39.268730 -94.603287	39.274250 -94.610390	39.286865 -94.604866	39.288441 -94.632462
39.291595 -94.623787	39.304207 -94.623787	39.304996 -94.645073	39.291595 -94.648232
39.288441 -94.641136	39.279770 -94.653748	39.290016 -94.663208	39.304996 -94.651382
39.301056 -94.667938	39.308937 -94.678978	39.301842 -94.686859	39.327072 -94.712875
39.313667 -94.651382	39.323132 -94.651382	39.326283 -94.673454	39.341263 -94.669518
39.342838 -94.660057	39.360184 -94.659264	39.366489 -94.637978	39.366489 -94.663208
39.353088 -94.663994	39.349934 -94.676613	39.331013 -94.674248	39.337322 -94.682915
39.354664 -94.681343	39.352299 -94.692375	39.337322 -94.693954	39.352299 -94.697899
39.354664 -94.719971	39.357029 -94.697899	39.369644 -94.697113	39.375164 -94.710510
39.374374 -94.697113	39.381470 -94.708939	39.393295 -94.708145	39.385414 -94.688438
39.396450 -94.664787	39.405121 -94.663994	39.415371 -94.695534	39.421680 -94.668724
39.436657 -94.675034	39.436657 -94.664787	39.421680 -94.659264	39.446907 -94.649017
39.421680 -94.653748	39.421680 -94.631676	39.438236 -94.631676	39.456367 -94.653748
39.457947 -94.640343	39.469772 -94.638771	39.457947 -94.634827	39.457157 -94.604080
39.468193 -94.603287	39.471348 -94.627731	39.472923 -94.603287	39.502884 -94.603287
39.498154 -94.571754	39.519440 -94.576485	39.516285 -94.567810	39.526535 -94.563080
39.505249 -94.566238	39.502094 -94.555984	39.498154 -94.566238	39.501308 -94.542587
39.459522 -94.542587	39.452427 -94.552834	39.444542 -94.514992	39.456367 -94.517357
39.460312 -94.504738	39.454792 -94.499222	39.443752 -94.507103	39.442177 -94.490547
39.438236 -94.510262	39.428776 -94.511047	39.424831 -94.500008	39.416950 -94.515778
39.427986 -94.523666	39.440601 -94.518143	39.446117 -94.559143	39.436657 -94.556778
39.435081 -94.536278	39.431927 -94.557564	39.415371 -94.541008	39.409851 -94.562294
39.379105 -94.543373	39.370434 -94.529182	39.383835 -94.532333	39.385414 -94.516563
39.398815 -94.519722	39.398026 -94.499222	39.390930 -94.481087	39.380684 -94.492912
39.370434 -94.488976	39.370434 -94.475571	39.391720 -94.474785	39.377529 -94.462959
39.370434 -94.470055	39.370434 -94.461380	39.383049 -94.457436	39.370434 -94.455864
39.374374 -94.443245	39.366489 -94.436943	39.365704 -94.455864	39.352299 -94.457436
39.365704 -94.461380	39.365704 -94.470055	39.343628 -94.471626	39.360184 -94.475571
39.358608 -94.484245	39.334957 -94.488976	39.331013 -94.482666	39.323132 -94.490547
39.329437 -94.514198	39.303421 -94.491341	39.297112 -94.507103	39.287651 -94.500801
39.267941 -94.508682	39.287651 -94.520508	39.290806 -94.512627	39.301056 -94.514992



RMP Opportunity Gap - Retail Stores 2008

Smithville

Appendix: Area Listing

Area Name:

Type: Drive Time 1: 15 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group
107 W MAIN ST, SMITHVILLE, MO 64089-9384

Polygon Points:

39.301056 -94.553619 39.282135 -94.538643 39.275826 -94.561508 39.241924 -94.591461

Project Information:

Site: 1

Order Number: 966913632

