

## RMP Opportunity Gap - Retail Stores 2008

Place (see appendix for geographies), Total

	2008 Demand (Consumer Expenditures)	2008 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	3,100,903,696	4,342,684,116	(1,241,780,420)
Motor Vehicle and Parts Dealers-441	614,531,818	855,299,011	(240,767,193)
Automotive Dealers-4411	530,556,005	701,055,272	(170,499,267)
Other Motor Vehicle Dealers-4412	37,132,662	37,565,785	(433,123)
Automotive Parts/Accsrs, Tire Stores-4413	46,843,151	116,677,954	(69,834,803)
Furniture and Home Furnishings Stores-442	70,968,116	85,220,931	(14,252,815)
Furniture Stores-4421	38,873,391	41,553,461	(2,680,070)
Home Furnishing Stores-4422	32,094,725	43,667,470	(11,572,745)
Electronics and Appliance Stores-443	72,045,724	68,358,304	3,687,420
Appliances, TVs, Electronics Stores-44311	55,807,486	48,465,222	7,342,264
Household Appliances Stores-443111	11,967,029	11,120,070	846,959
Radio, Television, Electronics Stores-443112	43,840,457	37,345,152	6,495,305
Computer and Software Stores-44312	13,746,387	18,477,085	(4,730,698)
Camera and Photographic Equipment Stores-44313	2,491,851	1,415,997	1,075,854
Building Material, Garden Equip Stores -444	321,750,259	634,474,408	(312,724,149)
Building Material and Supply Dealers-4441	296,348,552	607,619,996	(311,271,444)
Home Centers-44411	118,397,799	328,468,990	(210,071,191)
Paint and Wallpaper Stores-44412	6,367,406	16,538,086	(10,170,680)
Hardware Stores-44413	25,174,029	74,128,644	(48,954,615)
Other Building Materials Dealers-44419	146,409,318	188,484,276	(42,074,958)
Building Materials, Lumberyards-444191	49,448,110	64,275,242	(14,827,132)
Lawn, Garden Equipment, Supplies Stores-4442	25,401,707	26,854,412	(1,452,705)
Outdoor Power Equipment Stores-44421	3,975,903	434,177	3,541,726
Nursery and Garden Centers-44422	21,425,804	26,420,235	(4,994,431)
Food and Beverage Stores-445	402,478,491	378,051,073	24,427,418
Grocery Stores-4451	365,731,457	354,608,577	11,122,880
Supermarkets, Grocery (Ex Conv) Stores-44511	347,299,991	343,889,019	3,410,972
Convenience Stores-44512	18,431,466	10,719,558	7,711,908
Specialty Food Stores-4452	11,345,299	4,161,988	7,183,311
Beer, Wine and Liquor Stores-4453	25,401,735	19,280,508	6,121,227
Health and Personal Care Stores-446	147,186,445	169,870,781	(22,684,336)
Pharmancies and Drug Stores-44611	127,961,857	126,515,564	1,446,293
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,967,187	7,574,401	(2,607,214)
Optical Goods Stores-44613	5,153,940	8,179,865	(3,025,925)
Other Health and Personal Care Stores-44619	9,103,461	27,600,951	(18,497,490)



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Gasoline Stations-447	346,876,288	288,749,982	58,126,306
Gasoline Stations With Conv Stores-44711	262,670,100	233,622,963	29,047,137
Other Gasoline Stations-44719	84,206,188	55,127,019	29,079,169
<b>Clothing and Clothing Accessories Stores-448</b>	<b>128,466,478</b>	<b>334,697,043</b>	<b>(206,230,565)</b>
Clothing Stores-4481	93,058,502	209,427,491	(116,368,989)
Men's Clothing Stores-44811	6,227,940	7,581,255	(1,353,315)
Women's Clothing Stores-44812	22,757,478	39,215,735	(16,458,257)
Childrens, Infants Clothing Stores-44813	5,496,861	8,400,393	(2,903,532)
Family Clothing Stores-44814	50,605,086	141,514,251	(90,909,165)
Clothing Accessories Stores-44815	2,039,570	3,370,428	(1,330,858)
Other Clothing Stores-44819	5,931,567	9,345,429	(3,413,862)
Shoe Stores-4482	17,572,339	3,503,403	14,068,936
Jewelry, Luggage, Leather Goods Stores-4483	17,835,637	121,766,149	(103,930,512)
Jewelry Stores-44831	16,444,993	68,616,148	(52,171,155)
Luggage and Leather Goods Stores-44832	1,390,644	53,150,001	(51,759,357)
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>60,662,145</b>	<b>189,278,873</b>	<b>(128,616,728)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	39,299,616	137,228,096	(97,928,480)
Sporting Goods Stores-45111	19,930,121	77,020,419	(57,090,298)
Hobby, Toys and Games Stores-45112	12,082,229	31,076,411	(18,994,182)
Sew/Needlework/Piece Goods Stores-45113	3,282,404	13,221,069	(9,938,665)
Musical Instrument and Supplies Stores-45114	4,004,862	15,910,197	(11,905,335)
Book, Periodical and Music Stores-4512	21,362,529	52,050,777	(30,688,248)
Book Stores and News Dealers-45121	14,558,203	33,501,634	(18,943,431)
Book Stores-451211	13,859,640	25,873,485	(12,013,845)
News Dealers and Newsstands-451212	698,563	7,628,149	(6,929,586)
Prerecorded Tapes, CDs, Record Stores-45122	6,804,326	18,549,143	(11,744,817)
<b>General Merchandise Stores-452</b>	<b>367,174,055</b>	<b>704,217,385</b>	<b>(337,043,330)</b>
Department Stores Excl Leased Depts-4521	168,068,227	373,195,417	(205,127,190)
Other General Merchandise Stores-4529	199,105,828	331,021,968	(131,916,140)
Warehouse Clubs and Super Stores-45291	172,250,188	324,695,818	(152,445,630)
All Other General Merchandise Stores-45299	26,855,640	6,326,150	20,529,490
<b>Miscellaneous Store Retailers-453</b>	<b>79,763,514</b>	<b>146,378,323</b>	<b>(66,614,809)</b>
Florists-4531	5,386,076	7,168,684	(1,782,608)
Office Supplies, Stationery, Gift Stores-4532	32,068,080	51,890,890	(19,822,810)
Office Supplies and Stationery Stores-45321	18,174,398	36,072,905	(17,898,507)
Gift, Novelty and Souvenir Stores-45322	13,893,682	15,817,985	(1,924,303)
Used Merchandise Stores-4533	6,591,118	21,652,983	(15,061,865)
Other Miscellaneous Store Retailers-4539	35,718,240	65,665,766	(29,947,526)



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Place (see appendix for geographies), Total

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Non-Store Retailers-454	188,477,501	113,152,225	75,325,276
Electronic Shopping, Mail-Order Houses-4541	133,810,398	51,352,610	82,457,788
Vending Machine Operators-4542	8,241,711	5,722,459	2,519,252
Direct Selling Establishments-4543	46,425,392	56,077,156	(9,651,764)
Foodservice and Drinking Places-722	300,522,862	374,935,777	(74,412,915)
Full-Service Restaurants-7221	138,733,742	159,015,925	(20,282,183)
Limited-Service Eating Places-7222	121,264,264	167,656,500	(46,392,236)
Special Foodservices-7223	24,953,778	24,754,843	198,935
Drinking Places -Alcoholic Beverages-7224	15,571,078	23,508,509	(7,937,431)
GAFO *	731,384,598	1,433,663,426	(702,278,828)
General Merchandise Stores-452	367,174,055	704,217,385	(337,043,330)
Clothing and Clothing Accessories Stores-448	128,466,478	334,697,043	(206,230,565)
Furniture and Home Furnishings Stores-442	70,968,116	85,220,931	(14,252,815)
Electronics and Appliance Stores-443	72,045,724	68,358,304	3,687,420
Sporting Goods, Hobby, Book, Music Stores-451	60,662,145	189,278,873	(128,616,728)
Office Supplies, Stationery, Gift Stores-4532	32,068,080	51,890,890	(19,822,810)

\* 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. Additional data sources are incorporated to create both supply and demand estimates.

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

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
5367000	Spokane city		

### Project Information:

Site: 1

Order Number: 968024662

