

RMP Opportunity Gap - Retail Stores 2008

County (see appendix for geographies), Total

	2008 Demand (Consumer Expenditures)	2008 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	7,435,508,986	8,555,029,821	(1,119,520,835)
Motor Vehicle and Parts Dealers-441	1,505,840,998	1,641,370,052	(135,529,054)
Automotive Dealers-4411	1,301,064,084	1,300,839,006	225,078
Other Motor Vehicle Dealers-4412	89,748,809	147,103,022	(57,354,213)
Automotive Parts/Accsrs, Tire Stores-4413	115,028,105	193,428,024	(78,399,919)
Furniture and Home Furnishings Stores-442	175,969,239	140,481,963	35,487,276
Furniture Stores-4421	95,241,793	69,604,993	25,636,800
Home Furnishing Stores-4422	80,727,446	70,876,970	9,850,476
Electronics and Appliance Stores-443	172,666,934	155,122,957	17,543,977
Appliances, TVs, Electronics Stores-44311	132,943,416	120,160,966	12,782,450
Household Appliances Stores-443111	28,729,058	16,744,994	11,984,064
Radio, Television, Electronics Stores-443112	104,214,358	103,415,972	798,386
Computer and Software Stores-44312	33,527,958	33,545,994	(18,036)
Camera and Photographic Equipment Stores-44313	6,195,560	1,415,997	4,779,563
Building Material, Garden Equip Stores -444	805,802,015	1,225,771,904	(419,969,889)
Building Material and Supply Dealers-4441	742,926,147	1,157,877,952	(414,951,805)
Home Centers-44411	295,289,496	620,032,975	(324,743,479)
Paint and Wallpaper Stores-44412	16,125,908	23,241,998	(7,116,090)
Hardware Stores-44413	61,804,553	126,978,016	(65,173,463)
Other Building Materials Dealers-44419	369,706,190	387,624,963	(17,918,773)
Building Materials, Lumberyards-444191	125,346,058	132,184,431	(6,838,373)
Lawn, Garden Equipment, Supplies Stores-4442	62,875,868	67,893,952	(5,018,084)
Outdoor Power Equipment Stores-44421	9,866,932	825,998	9,040,934
Nursery and Garden Centers-44422	53,008,936	67,067,954	(14,059,018)
Food and Beverage Stores-445	928,615,903	875,268,970	53,346,933
Grocery Stores-4451	844,012,557	820,603,950	23,408,607
Supermarkets, Grocery (Ex Conv) Stores-44511	801,722,800	805,671,956	(3,949,156)
Convenience Stores-44512	42,289,757	14,931,994	27,357,763
Specialty Food Stores-4452	26,206,065	11,074,027	15,132,038
Beer, Wine and Liquor Stores-4453	58,397,281	43,590,993	14,806,288
Health and Personal Care Stores-446	339,006,232	268,507,994	70,498,238
Pharmancies and Drug Stores-44611	294,124,226	211,734,982	82,389,244
Cosmetics, Beauty Supplies, Perfume Stores-44612	11,387,432	9,595,005	1,792,427
Optical Goods Stores-44613	12,688,875	10,923,002	1,765,873
Other Health and Personal Care Stores-44619	20,805,699	36,255,005	(15,449,306)



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Gasoline Stations-447	828,572,478	690,372,050	138,200,428
Gasoline Stations With Conv Stores-44711	624,797,605	575,062,050	49,735,555
Other Gasoline Stations-44719	203,774,873	115,310,000	88,464,873
Clothing and Clothing Accessories Stores-448	318,223,700	558,339,982	(240,116,282)
Clothing Stores-4481	230,604,787	399,008,970	(168,404,183)
Men's Clothing Stores-44811	15,161,597	11,502,006	3,659,591
Women's Clothing Stores-44812	57,839,450	55,749,998	2,089,452
Childrens, Infants Clothing Stores-44813	12,845,938	14,732,999	(1,887,061)
Family Clothing Stores-44814	124,780,627	290,611,996	(165,831,369)
Clothing Accessories Stores-44815	5,132,913	6,138,999	(1,006,086)
Other Clothing Stores-44819	14,844,262	20,272,972	(5,428,710)
Shoe Stores-4482	42,843,193	4,475,009	38,368,184
Jewelry, Luggage, Leather Goods Stores-4483	44,775,720	154,856,003	(110,080,283)
Jewelry Stores-44831	41,246,075	101,706,002	(60,459,927)
Luggage and Leather Goods Stores-44832	3,529,645	53,150,001	(49,620,356)
Sporting Goods, Hobby, Book, Music Stores-451	145,105,783	293,874,042	(148,768,259)
Sportng Goods, Hobby, Musical Inst Stores-4511	95,276,884	217,706,012	(122,429,128)
Sporting Goods Stores-45111	48,544,173	122,403,003	(73,858,830)
Hobby, Toys and Games Stores-45112	29,291,639	52,028,010	(22,736,371)
Sew/Needlework/Piece Goods Stores-45113	7,932,141	24,708,003	(16,775,862)
Musical Instrument and Supplies Stores-45114	9,508,931	18,566,996	(9,058,065)
Book, Periodical and Music Stores-4512	49,828,899	76,168,030	(26,339,131)
Book Stores and News Dealers-45121	34,070,649	52,560,032	(18,489,383)
Book Stores-451211	32,468,275	39,058,004	(6,589,729)
News Dealers and Newsstands-451212	1,602,374	13,502,028	(11,899,654)
Prerecorded Tapes, CDs, Record Stores-45122	15,758,250	23,607,998	(7,849,748)
General Merchandise Stores-452	876,491,978	1,446,719,031	(570,227,053)
Department Stores Excl Leased Depts-4521	406,554,256	630,756,014	(224,201,758)
Other General Merchandise Stores-4529	469,937,722	815,963,017	(346,025,295)
Warehouse Clubs and Super Stores-45291	405,206,098	804,008,998	(398,802,900)
All Other General Merchandise Stores-45299	64,731,624	11,954,019	52,777,605
Miscellaneous Store Retailers-453	191,134,319	252,779,852	(61,645,533)
Florists-4531	13,228,117	11,312,962	1,915,155
Office Supplies, Stationery, Gift Stores-4532	76,627,897	81,503,911	(4,876,014)
Office Supplies and Stationery Stores-45321	43,402,261	51,035,993	(7,633,732)
Gift, Novelty and Souvenir Stores-45322	33,225,636	30,467,918	2,757,718
Used Merchandise Stores-4533	15,939,758	31,273,983	(15,334,225)
Other Miscellaneous Store Retailers-4539	85,338,547	128,688,996	(43,350,449)



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County (see appendix for geographies), Total

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Non-Store Retailers-454	452,694,068	339,988,003	112,706,065
Electronic Shopping, Mail-Order Houses-4541	322,519,946	221,827,002	100,692,944
Vending Machine Operators-4542	18,998,403	11,795,002	7,203,401
Direct Selling Establishments-4543	111,175,719	106,365,999	4,809,720
Foodservice and Drinking Places-722	695,385,339	666,433,021	28,952,318
Full-Service Restaurants-7221	320,764,485	294,291,998	26,472,487
Limited-Service Eating Places-7222	281,130,212	294,491,006	(13,360,794)
Special Foodservices-7223	57,921,523	36,648,006	21,273,517
Drinking Places -Alcoholic Beverages-7224	35,569,119	41,002,011	(5,432,892)
GAFO *	1,765,085,531	2,676,041,886	(910,956,355)
General Merchandise Stores-452	876,491,978	1,446,719,031	(570,227,053)
Clothing and Clothing Accessories Stores-448	318,223,700	558,339,982	(240,116,282)
Furniture and Home Furnishings Stores-442	175,969,239	140,481,963	35,487,276
Electronics and Appliance Stores-443	172,666,934	155,122,957	17,543,977
Sporting Goods, Hobby, Book, Music Stores-451	145,105,783	293,874,042	(148,768,259)
Office Supplies, Stationery, Gift Stores-4532	76,627,897	81,503,911	(4,876,014)

* 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.



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Appendix: Area Listing

Area Name:

Type: List - County

Reporting Detail: Aggregate

Reporting Level: County

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
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53063	Spokane County, WA		
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Project Information:

Site: 1

Order Number: 968024663

