

RMP Opportunity Gap - Retail Stores

Spokane County 2009

County (see appendix for geographies), Total

	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	6,919,081,498	7,735,741,163	(816,659,665)
Motor Vehicle and Parts Dealers-441	1,100,059,642	1,153,856,060	(53,796,418)
Automotive Dealers-4411	917,147,189	884,263,014	32,884,175
Other Motor Vehicle Dealers-4412	83,740,191	111,337,013	(27,596,822)
Automotive Parts/Accsrs, Tire Stores-4413	99,172,262	158,256,033	(59,083,771)
Furniture and Home Furnishings Stores-442	139,881,112	195,091,067	(55,209,955)
Furniture Stores-4421	74,105,859	96,158,003	(22,052,144)
Home Furnishing Stores-4422	65,775,253	98,933,064	(33,157,811)
Electronics and Appliance Stores-443	168,222,830	165,361,972	2,860,858
Appliances, TVs, Electronics Stores-44311	127,643,626	126,829,963	813,663
Household Appliances Stores-443111	29,016,289	18,658,997	10,357,292
Radio, Television, Electronics Stores-443112	98,627,337	108,170,966	(9,543,629)
Computer and Software Stores-44312	33,905,681	36,982,010	(3,076,329)
Camera and Photographic Equipment Stores-44313	6,673,523	1,549,999	5,123,524
Building Material, Garden Equip Stores -444	720,238,134	1,178,670,001	(458,431,867)
Building Material and Supply Dealers-4441	664,406,832	1,115,961,010	(451,554,178)
Home Centers-44411	273,548,298	617,349,013	(343,800,715)
Paint and Wallpaper Stores-44412	14,646,181	21,465,994	(6,819,813)
Hardware Stores-44413	57,699,200	126,921,986	(69,222,786)
Other Building Materials Dealers-44419	318,513,153	350,224,017	(31,710,864)
Building Materials, Lumberyards-444191	124,450,984	137,012,842	(12,561,858)
Lawn, Garden Equipment, Supplies Stores-4442	55,831,302	62,708,991	(6,877,689)
Outdoor Power Equipment Stores-44421	8,409,294	763,001	7,646,293
Nursery and Garden Centers-44422	47,422,008	61,945,990	(14,523,982)
Food and Beverage Stores-445	977,469,426	890,219,034	87,250,392
Grocery Stores-4451	887,750,194	835,782,018	51,968,176
Supermarkets, Grocery (Ex Conv) Stores-44511	843,257,691	820,574,010	22,683,681
Convenience Stores-44512	44,492,503	15,208,008	29,284,495
Specialty Food Stores-4452	26,844,531	10,581,009	16,263,522
Beer, Wine and Liquor Stores-4453	62,874,701	43,856,007	19,018,694
Health and Personal Care Stores-446	357,468,078	236,839,959	120,628,119
Pharmancies and Drug Stores-44611	307,707,487	184,453,997	123,253,490
Cosmetics, Beauty Supplies, Perfume Stores-44612	12,680,167	8,852,971	3,827,196
Optical Goods Stores-44613	13,831,594	10,079,002	3,752,592
Other Health and Personal Care Stores-44619	23,248,830	33,453,989	(10,205,159)

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Gasoline Stations-447	809,780,714	749,835,031	59,945,683
Gasoline Stations With Conv Stores-44711	610,552,558	624,593,032	(14,040,474)
Other Gasoline Stations-44719	199,228,156	125,241,999	73,986,157
Clothing and Clothing Accessories Stores-448	297,044,010	394,951,951	(97,907,941)
Clothing Stores-4481	212,749,169	282,614,970	(69,865,801)
Men's Clothing Stores-44811	13,494,387	7,845,996	5,648,391
Women's Clothing Stores-44812	52,507,117	38,934,002	13,573,115
Childrens, Infants Clothing Stores-44813	12,358,141	10,810,998	1,547,143
Family Clothing Stores-44814	115,241,988	205,642,992	(90,401,004)
Clothing Accessories Stores-44815	5,062,314	4,504,005	558,309
Other Clothing Stores-44819	14,085,222	14,876,977	(791,755)
Shoe Stores-4482	42,402,730	3,391,998	39,010,732
Jewelry, Luggage, Leather Goods Stores-4483	41,892,111	108,944,983	(67,052,872)
Jewelry Stores-44831	38,297,878	69,942,983	(31,645,105)
Luggage and Leather Goods Stores-44832	3,594,233	39,002,000	(35,407,767)
Sporting Goods, Hobby, Book, Music Stores-451	139,501,220	272,268,971	(132,767,751)
Sportng Goods, Hobby, Musical Inst Stores-4511	93,429,931	200,944,971	(107,515,040)
Sporting Goods Stores-45111	47,292,041	110,147,992	(62,855,951)
Hobby, Toys and Games Stores-45112	29,451,238	49,567,968	(20,116,730)
Sew/Needlework/Piece Goods Stores-45113	7,278,079	23,540,011	(16,261,932)
Musical Instrument and Supplies Stores-45114	9,408,573	17,689,000	(8,280,427)
Book, Periodical and Music Stores-4512	46,071,289	71,324,000	(25,252,711)
Book Stores and News Dealers-45121	32,170,807	48,833,004	(16,662,197)
Book Stores-451211	30,627,541	35,963,004	(5,335,463)
News Dealers and Newsstands-451212	1,543,266	12,870,000	(11,326,734)
Prerecorded Tapes, CDs, Record Stores-45122	13,900,482	22,490,996	(8,590,514)
General Merchandise Stores-452	920,596,431	1,365,831,993	(445,235,562)
Department Stores Excl Leased Depts-4521	435,872,643	603,423,006	(167,550,363)
Other General Merchandise Stores-4529	484,723,788	762,408,987	(277,685,199)
Miscellaneous Store Retailers-453	160,634,104	189,570,141	(28,936,037)
Florists-4531	12,050,864	8,484,029	3,566,835
Office Supplies, Stationery, Gift Stores-4532	70,401,216	61,123,013	9,278,203
Office Supplies and Stationery Stores-45321	39,681,441	38,274,004	1,407,437
Gift, Novelty and Souvenir Stores-45322	30,719,775	22,849,009	7,870,766
Used Merchandise Stores-4533	15,085,835	23,454,016	(8,368,181)
Other Miscellaneous Store Retailers-4539	63,096,189	96,509,083	(33,412,894)
Non-Store Retailers-454	433,509,777	320,460,993	113,048,784
Foodservice and Drinking Places-722	694,676,020	622,783,990	71,892,030
Full-Service Restaurants-7221	311,504,767	267,226,000	44,278,767



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Limited-Service Eating Places-7222	290,822,809	283,484,982	7,337,827
Special Foodservices-7223	58,653,048	34,245,002	24,408,046
Drinking Places -Alcoholic Beverages-7224	33,695,396	37,828,006	(4,132,610)
GAFO *	1,735,646,819	2,454,628,967	(718,982,148)
General Merchandise Stores-452	920,596,431	1,365,831,993	(445,235,562)
Clothing and Clothing Accessories Stores-448	297,044,010	394,951,951	(97,907,941)
Furniture and Home Furnishings Stores-442	139,881,112	195,091,067	(55,209,955)
Electronics and Appliance Stores-443	168,222,830	165,361,972	2,860,858
Sporting Goods, Hobby, Book, Music Stores-451	139,501,220	272,268,971	(132,767,751)
Office Supplies, Stationery, Gift Stores-4532	70,401,216	61,123,013	9,278,203

* 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

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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: 968936699