

RMP Opportunity Gap - Retail Stores

Polygon 1: HILLYARD (POLYGON) 1, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	25,106,333	26,930,042	(1,823,709)
Motor Vehicle and Parts Dealers-441	3,231,911	4,035,392	(803,481)
Automotive Dealers-4411	2,683,706	2,492,650	191,056
Other Motor Vehicle Dealers-4412	213,229	486,337	(273,108)
Automotive Parts/Accsrs, Tire Stores-4413	334,976	1,056,404	(721,428)
Furniture and Home Furnishings Stores-442	418,498	71,263	347,235
Furniture Stores-4421	222,653	71,263	151,390
Home Furnishing Stores-4422	195,845	0	195,845
Electronics and Appliance Stores-443	581,396	146,829	434,567
Appliances, TVs, Electronics Stores-44311	450,723	146,829	303,894
Household Appliances Stores-443111	96,484	0	96,484
Radio, Television, Electronics Stores-443112	354,240	146,829	207,411
Computer and Software Stores-44312	112,493	0	112,493
Camera and Photographic Equipment Stores-44313	18,180	0	18,180
Building Material, Garden Equip Stores -444	2,034,859	1,374,002	660,857
Building Material and Supply Dealers-4441	1,880,182	496,619	1,383,563
Home Centers-44411	778,405	0	778,405
Paint and Wallpaper Stores-44412	36,752	0	36,752
Hardware Stores-44413	164,589	0	164,589
Other Building Materials Dealers-44419	900,436	496,619	403,817
Building Materials, Lumberyards-444191	351,425	194,284	157,141
Lawn, Garden Equipment, Supplies Stores-4442	154,677	877,383	(722,706)
Outdoor Power Equipment Stores-44421	22,750	39,084	(16,334)
Nursery and Garden Centers-44422	131,927	838,299	(706,372)
Food and Beverage Stores-445	4,283,279	5,294,928	(1,011,649)
Grocery Stores-4451	3,917,795	5,294,928	(1,377,133)
Supermarkets, Grocery (Ex Conv) Stores-44511	3,714,324	5,294,928	(1,580,604)
Convenience Stores-44512	203,470	0	203,470
Specialty Food Stores-4452	121,391	0	121,391
Beer, Wine and Liquor Stores-4453	244,094	0	244,094
Health and Personal Care Stores-446	1,315,118	3,359,753	(2,044,635)
Pharmancies and Drug Stores-44611	1,135,000	3,359,753	(2,224,753)
Cosmetics, Beauty Supplies, Perfume Stores-44612	46,219	0	46,219
Optical Goods Stores-44613	46,928	0	46,928
Other Health and Personal Care Stores-44619	86,971	0	86,971



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Gasoline Stations-447	3,314,805	4,407,566	(1,092,761)
Gasoline Stations With Conv Stores-44711	2,542,552	3,936,054	(1,393,502)
Other Gasoline Stations-44719	772,253	471,512	300,741
Clothing and Clothing Accessories Stores-448	1,113,242	185,300	927,942
Clothing Stores-4481	804,671	123,905	680,766
Men's Clothing Stores-44811	49,631	82,853	(33,222)
Women's Clothing Stores-44812	191,805	0	191,805
Childrens, Infants Clothing Stores-44813	58,886	0	58,886
Family Clothing Stores-44814	434,861	0	434,861
Clothing Accessories Stores-44815	17,933	0	17,933
Other Clothing Stores-44819	51,555	41,052	10,503
Shoe Stores-4482	185,529	61,395	124,134
Jewelry, Luggage, Leather Goods Stores-4483	123,042	0	123,042
Jewelry Stores-44831	110,172	0	110,172
Luggage and Leather Goods Stores-44832	12,869	0	12,869
Sporting Goods, Hobby, Book, Music Stores-451	474,231	1,631,591	(1,157,360)
Sportng Goods, Hobby, Musical Inst Stores-4511	307,813	1,369,712	(1,061,899)
Sporting Goods Stores-45111	145,966	489,189	(343,223)
Hobby, Toys and Games Stores-45112	104,542	880,524	(775,982)
Sew/Needlework/Piece Goods Stores-45113	24,306	0	24,306
Musical Instrument and Supplies Stores-45114	32,998	0	32,998
Book, Periodical and Music Stores-4512	166,418	261,878	(95,460)
Book Stores and News Dealers-45121	116,062	0	116,062
Book Stores-451211	110,097	0	110,097
News Dealers and Newsstands-451212	5,965	0	5,965
Prerecorded Tapes, CDs, Record Stores-45122	50,357	261,878	(211,521)
General Merchandise Stores-452	3,519,129	3,014,336	504,793
Department Stores Excl Leased Depts-4521	1,595,524	0	1,595,524
Other General Merchandise Stores-4529	1,923,606	3,014,336	(1,090,730)
Miscellaneous Store Retailers-453	579,151	818,178	(239,027)
Florists-4531	33,235	75,356	(42,121)
Office Supplies, Stationery, Gift Stores-4532	246,834	244,698	2,136
Office Supplies and Stationery Stores-45321	137,264	196,700	(59,436)
Gift, Novelty and Souvenir Stores-45322	109,570	47,997	61,573
Used Merchandise Stores-4533	53,091	215,853	(162,762)
Other Miscellaneous Store Retailers-4539	245,991	282,271	(36,280)
Non-Store Retailers-454	1,518,696	0	1,518,696
Foodservice and Drinking Places-722	2,722,018	2,590,904	131,114
Full-Service Restaurants-7221	1,209,276	985,942	223,334



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Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	1,163,581	982,811	180,770
Special Foodservices-7223	233,038	334,561	(101,523)
Drinking Places -Alcoholic Beverages-7224	116,124	287,590	(171,466)
GAFO *	6,353,330	5,294,017	1,059,313
General Merchandise Stores-452	3,519,129	3,014,336	504,793
Clothing and Clothing Accessories Stores-448	1,113,242	185,300	927,942
Furniture and Home Furnishings Stores-442	418,498	71,263	347,235
Electronics and Appliance Stores-443	581,396	146,829	434,567
Sporting Goods, Hobby, Book, Music Stores-451	474,231	1,631,591	(1,157,360)
Office Supplies, Stationery, Gift Stores-4532	246,834	244,698	2,136

* 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: HILLYARD (POLYGON) 1

Type: Polygon 1 Reporting Detail: Aggregate Reporting Level: Block Group
N HAVEN ST AT E QUEEN AVE, SPOKANE, WA 99217

Polygon Points:

47.696867 -117.371398	47.696867 -117.368599	47.692360 -117.368699	47.692360 -117.363001
47.712676 -117.363101	47.712811 -117.371498	47.696867 -117.371398	47.692360 -117.363001

Project Information:

Site: 1

Order Number: 968387950

