

## RMP Opportunity Gap - Retail Stores

### Radius 1: COMPLETE (RADIUS) 1, 0.00 - 0.25 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	14,240,255	11,231,854	3,008,401
Motor Vehicle and Parts Dealers-441	1,713,392	1,364,051	349,341
Automotive Dealers-4411	1,422,133	681,845	740,288
Other Motor Vehicle Dealers-4412	113,134	44,903	68,231
Automotive Parts/Accsrs, Tire Stores-4413	178,125	637,304	(459,179)
Furniture and Home Furnishings Stores-442	244,517	718,048	(473,531)
Furniture Stores-4421	131,814	0	131,814
Home Furnishing Stores-4422	112,703	718,048	(605,345)
Electronics and Appliance Stores-443	353,668	824,795	(471,127)
Appliances, TVs, Electronics Stores-44311	274,609	824,795	(550,186)
Household Appliances Stores-443111	55,460	781,894	(726,434)
Radio, Television, Electronics Stores-443112	219,149	42,901	176,248
Computer and Software Stores-44312	68,789	0	68,789
Camera and Photographic Equipment Stores-44313	10,270	0	10,270
Building Material, Garden Equip Stores -444	1,042,664	469,235	573,429
Building Material and Supply Dealers-4441	957,643	469,235	488,408
Home Centers-44411	404,273	0	404,273
Paint and Wallpaper Stores-44412	19,713	363,504	(343,791)
Hardware Stores-44413	85,361	105,731	(20,370)
Other Building Materials Dealers-44419	448,296	0	448,296
Building Materials, Lumberyards-444191	174,503	0	174,503
Lawn, Garden Equipment, Supplies Stores-4442	85,021	0	85,021
Outdoor Power Equipment Stores-44421	12,433	0	12,433
Nursery and Garden Centers-44422	72,588	0	72,588
Food and Beverage Stores-445	2,435,977	124,112	2,311,865
Grocery Stores-4451	2,216,791	124,112	2,092,679
Supermarkets, Grocery (Ex Conv) Stores-44511	2,098,023	78,542	2,019,481
Convenience Stores-44512	118,767	45,570	73,197
Specialty Food Stores-4452	68,361	0	68,361
Beer, Wine and Liquor Stores-4453	150,825	0	150,825
Health and Personal Care Stores-446	723,069	375,616	347,453
Pharmancies and Drug Stores-44611	625,275	375,616	249,659
Cosmetics, Beauty Supplies, Perfume Stores-44612	25,317	0	25,317
Optical Goods Stores-44613	24,586	0	24,586
Other Health and Personal Care Stores-44619	47,891	0	47,891



## RMP Opportunity Gap - Retail Stores

### Radius 1: COMPLETE (RADIUS) 1, 0.00 - 0.25 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	1,916,994	1,207,310	709,684
Gasoline Stations With Conv Stores-44711	1,474,679	1,064,704	409,975
Other Gasoline Stations-44719	442,314	142,606	299,708
Clothing and Clothing Accessories Stores-448	626,148	164,599	461,549
Clothing Stores-4481	443,039	164,599	278,440
Men's Clothing Stores-44811	29,829	0	29,829
Women's Clothing Stores-44812	103,010	0	103,010
Childrens, Infants Clothing Stores-44813	30,434	0	30,434
Family Clothing Stores-44814	241,706	0	241,706
Clothing Accessories Stores-44815	9,963	0	9,963
Other Clothing Stores-44819	28,097	164,599	(136,502)
Shoe Stores-4482	102,674	0	102,674
Jewelry, Luggage, Leather Goods Stores-4483	80,435	0	80,435
Jewelry Stores-44831	72,658	0	72,658
Luggage and Leather Goods Stores-44832	7,777	0	7,777
Sporting Goods, Hobby, Book, Music Stores-451	283,195	2,352,007	(2,068,812)
Sportng Goods, Hobby, Musical Inst Stores-4511	177,753	2,275,437	(2,097,684)
Sporting Goods Stores-45111	83,297	0	83,297
Hobby, Toys and Games Stores-45112	60,194	699,400	(639,206)
Sew/Needlework/Piece Goods Stores-45113	13,900	0	13,900
Musical Instrument and Supplies Stores-45114	20,363	1,576,037	(1,555,674)
Book, Periodical and Music Stores-4512	105,442	76,570	28,872
Book Stores and News Dealers-45121	74,123	0	74,123
Book Stores-451211	70,530	0	70,530
News Dealers and Newsstands-451212	3,593	0	3,593
Prerecorded Tapes, CDs, Record Stores-45122	31,319	76,570	(45,251)
General Merchandise Stores-452	1,995,330	0	1,995,330
Department Stores Excl Leased Depts-4521	900,521	0	900,521
Other General Merchandise Stores-4529	1,094,809	0	1,094,809
Miscellaneous Store Retailers-453	345,849	1,099,327	(753,478)
Florists-4531	18,456	550,514	(532,058)
Office Supplies, Stationery, Gift Stores-4532	149,250	70,809	78,441
Office Supplies and Stationery Stores-45321	83,578	28,737	54,841
Gift, Novelty and Souvenir Stores-45322	65,672	42,073	23,599
Used Merchandise Stores-4533	31,370	71,543	(40,173)
Other Miscellaneous Store Retailers-4539	146,773	406,461	(259,688)
Non-Store Retailers-454	868,232	0	868,232
Foodservice and Drinking Places-722	1,691,221	2,532,754	(841,533)
Full-Service Restaurants-7221	754,339	1,274,430	(520,091)



## RMP Opportunity Gap - Retail Stores

### Radius 1: COMPLETE (RADIUS) 1, 0.00 - 0.25 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	717,458	915,736	(198,278)
Special Foodservices-7223	143,666	0	143,666
Drinking Places -Alcoholic Beverages-7224	75,759	342,588	(266,829)
<b>GAFO *</b>	<b>3,652,107</b>	<b>4,130,259</b>	<b>(478,152)</b>
General Merchandise Stores-452	1,995,330	0	1,995,330
Clothing and Clothing Accessories Stores-448	626,148	164,599	461,549
Furniture and Home Furnishings Stores-442	244,517	718,048	(473,531)
Electronics and Appliance Stores-443	353,668	824,795	(471,127)
Sporting Goods, Hobby, Book, Music Stores-451	283,195	2,352,007	(2,068,812)
Office Supplies, Stationery, Gift Stores-4532	149,250	70,809	78,441



## RMP Opportunity Gap - Retail Stores

### Radius 2: COMPLETE (RADIUS) 1, 0.00 - 0.50 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	56,490,659	70,687,592	(14,196,933)
Motor Vehicle and Parts Dealers-441	7,295,822	5,004,841	2,290,981
Automotive Dealers-4411	6,076,102	3,271,469	2,804,633
Other Motor Vehicle Dealers-4412	483,247	188,840	294,407
Automotive Parts/Accsrs, Tire Stores-4413	736,473	1,544,531	(808,058)
Furniture and Home Furnishings Stores-442	977,076	3,873,586	(2,896,510)
Furniture Stores-4421	523,044	408,212	114,832
Home Furnishing Stores-4422	454,032	3,465,374	(3,011,342)
Electronics and Appliance Stores-443	1,382,738	2,987,948	(1,605,210)
Appliances, TVs, Electronics Stores-44311	1,068,447	2,788,092	(1,719,645)
Household Appliances Stores-443111	221,550	2,574,459	(2,352,909)
Radio, Television, Electronics Stores-443112	846,897	213,633	633,264
Computer and Software Stores-44312	270,888	199,855	71,033
Camera and Photographic Equipment Stores-44313	43,404	0	43,404
Building Material, Garden Equip Stores -444	4,479,026	2,749,810	1,729,216
Building Material and Supply Dealers-4441	4,120,068	2,717,547	1,402,521
Home Centers-44411	1,722,699	0	1,722,699
Paint and Wallpaper Stores-44412	84,495	1,900,051	(1,815,556)
Hardware Stores-44413	363,741	209,256	154,485
Other Building Materials Dealers-44419	1,949,132	608,240	1,340,892
Building Materials, Lumberyards-444191	760,706	237,952	522,754
Lawn, Garden Equipment, Supplies Stores-4442	358,958	32,263	326,695
Outdoor Power Equipment Stores-44421	52,801	3,515	49,286
Nursery and Garden Centers-44422	306,157	28,748	277,409
Food and Beverage Stores-445	9,353,174	20,508,177	(11,155,003)
Grocery Stores-4451	8,515,989	19,901,068	(11,385,079)
Supermarkets, Grocery (Ex Conv) Stores-44511	8,065,788	19,202,460	(11,136,672)
Convenience Stores-44512	450,201	698,608	(248,407)
Specialty Food Stores-4452	262,431	0	262,431
Beer, Wine and Liquor Stores-4453	574,754	607,109	(32,355)
Health and Personal Care Stores-446	2,841,619	5,754,149	(2,912,530)
Pharmancies and Drug Stores-44611	2,452,581	5,670,603	(3,218,022)
Cosmetics, Beauty Supplies, Perfume Stores-44612	99,292	0	99,292
Optical Goods Stores-44613	102,648	18,118	84,530
Other Health and Personal Care Stores-44619	187,099	65,429	121,670



## RMP Opportunity Gap - Retail Stores

### Radius 2: COMPLETE (RADIUS) 1, 0.00 - 0.50 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	7,444,440	8,662,414	(1,217,974)
Gasoline Stations With Conv Stores-44711	5,704,207	6,564,368	(860,161)
Other Gasoline Stations-44719	1,740,233	2,098,046	(357,813)
Clothing and Clothing Accessories Stores-448	2,509,136	1,384,689	1,124,447
Clothing Stores-4481	1,792,582	664,023	1,128,559
Men's Clothing Stores-44811	116,903	0	116,903
Women's Clothing Stores-44812	426,418	220	426,198
Childrens, Infants Clothing Stores-44813	119,567	35,915	83,652
Family Clothing Stores-44814	974,003	0	974,003
Clothing Accessories Stores-44815	40,694	4,028	36,666
Other Clothing Stores-44819	114,998	623,861	(508,863)
Shoe Stores-4482	407,501	0	407,501
Jewelry, Luggage, Leather Goods Stores-4483	309,053	720,666	(411,613)
Jewelry Stores-44831	278,804	720,666	(441,862)
Luggage and Leather Goods Stores-44832	30,249	0	30,249
Sporting Goods, Hobby, Book, Music Stores-451	1,121,551	6,095,810	(4,974,259)
Sportng Goods, Hobby, Musical Inst Stores-4511	716,822	5,846,946	(5,130,124)
Sporting Goods Stores-45111	340,785	573,787	(233,002)
Hobby, Toys and Games Stores-45112	240,420	1,420,083	(1,179,663)
Sew/Needlework/Piece Goods Stores-45113	56,256	8,383	47,873
Musical Instrument and Supplies Stores-45114	79,362	3,844,693	(3,765,331)
Book, Periodical and Music Stores-4512	404,729	248,865	155,864
Book Stores and News Dealers-45121	283,725	37,954	245,771
Book Stores-451211	269,915	37,954	231,961
News Dealers and Newsstands-451212	13,810	0	13,810
Prerecorded Tapes, CDs, Record Stores-45122	121,004	210,910	(89,906)
General Merchandise Stores-452	7,849,715	0	7,849,715
Department Stores Excl Leased Depts-4521	3,581,796	0	3,581,796
Other General Merchandise Stores-4529	4,267,919	0	4,267,919
Miscellaneous Store Retailers-453	1,346,478	3,282,274	(1,935,796)
Florists-4531	77,645	1,228,807	(1,151,162)
Office Supplies, Stationery, Gift Stores-4532	580,873	388,342	192,531
Office Supplies and Stationery Stores-45321	325,139	157,928	167,211
Gift, Novelty and Souvenir Stores-45322	255,734	230,414	25,320
Used Merchandise Stores-4533	123,443	444,789	(321,346)
Other Miscellaneous Store Retailers-4539	564,517	1,220,336	(655,819)
Non-Store Retailers-454	3,444,975	0	3,444,975
Foodservice and Drinking Places-722	6,444,908	10,383,893	(3,938,985)
Full-Service Restaurants-7221	2,874,953	4,031,897	(1,156,944)



## RMP Opportunity Gap - Retail Stores

### Radius 2: COMPLETE (RADIUS) 1, 0.00 - 0.50 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	2,732,505	4,741,132	(2,008,627)
Special Foodservices-7223	547,708	188,878	358,830
Drinking Places -Alcoholic Beverages-7224	289,742	1,421,987	(1,132,245)
<b>GAFO *</b>	<b>14,421,090</b>	<b>14,730,375</b>	<b>(309,285)</b>
General Merchandise Stores-452	7,849,715	0	7,849,715
Clothing and Clothing Accessories Stores-448	2,509,136	1,384,689	1,124,447
Furniture and Home Furnishings Stores-442	977,076	3,873,586	(2,896,510)
Electronics and Appliance Stores-443	1,382,738	2,987,948	(1,605,210)
Sporting Goods, Hobby, Book, Music Stores-451	1,121,551	6,095,810	(4,974,259)
Office Supplies, Stationery, Gift Stores-4532	580,873	388,342	192,531



## RMP Opportunity Gap - Retail Stores

### Radius 3: COMPLETE (RADIUS) 1, 0.00 - 1.00 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	182,288,950	269,571,951	(87,283,001)
Motor Vehicle and Parts Dealers-441	25,567,998	15,391,237	10,176,761
Automotive Dealers-4411	21,308,171	11,604,652	9,703,519
Other Motor Vehicle Dealers-4412	1,774,545	918,809	855,736
Automotive Parts/Accsrs, Tire Stores-4413	2,485,282	2,867,776	(382,494)
Furniture and Home Furnishings Stores-442	3,169,840	20,355,609	(17,185,769)
Furniture Stores-4421	1,687,220	7,126,103	(5,438,883)
Home Furnishing Stores-4422	1,482,620	13,229,507	(11,746,887)
Electronics and Appliance Stores-443	4,416,660	8,649,125	(4,232,465)
Appliances, TVs, Electronics Stores-44311	3,396,544	4,968,008	(1,571,464)
Household Appliances Stores-443111	719,819	3,445,437	(2,725,618)
Radio, Television, Electronics Stores-443112	2,676,725	1,522,570	1,154,155
Computer and Software Stores-44312	874,966	3,244,036	(2,369,070)
Camera and Photographic Equipment Stores-44313	145,150	437,082	(291,932)
Building Material, Garden Equip Stores -444	15,567,730	16,631,073	(1,063,343)
Building Material and Supply Dealers-4441	14,367,383	15,716,859	(1,349,476)
Home Centers-44411	5,943,062	265,439	5,677,623
Paint and Wallpaper Stores-44412	286,082	4,009,050	(3,722,968)
Hardware Stores-44413	1,256,437	321,891	934,546
Other Building Materials Dealers-44419	6,881,802	11,120,479	(4,238,677)
Building Materials, Lumberyards-444191	2,688,077	4,350,496	(1,662,419)
Lawn, Garden Equipment, Supplies Stores-4442	1,200,347	914,214	286,133
Outdoor Power Equipment Stores-44421	178,050	9,193	168,857
Nursery and Garden Centers-44422	1,022,297	905,021	117,276
Food and Beverage Stores-445	29,067,863	73,366,476	(44,298,613)
Grocery Stores-4451	26,449,192	63,729,572	(37,280,380)
Supermarkets, Grocery (Ex Conv) Stores-44511	25,066,068	62,471,769	(37,405,701)
Convenience Stores-44512	1,383,125	1,257,803	125,322
Specialty Food Stores-4452	812,283	43,402	768,881
Beer, Wine and Liquor Stores-4453	1,806,388	9,593,502	(7,787,114)
Health and Personal Care Stores-446	9,179,283	10,388,588	(1,209,305)
Pharmancies and Drug Stores-44611	7,915,420	8,829,705	(914,285)
Cosmetics, Beauty Supplies, Perfume Stores-44612	321,472	6,634	314,838
Optical Goods Stores-44613	340,455	316,040	24,415
Other Health and Personal Care Stores-44619	601,936	1,236,209	(634,273)



## RMP Opportunity Gap - Retail Stores

### Radius 3: COMPLETE (RADIUS) 1, 0.00 - 1.00 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	23,398,054	26,996,383	(3,598,329)
Gasoline Stations With Conv Stores-44711	17,857,494	24,482,429	(6,624,935)
Other Gasoline Stations-44719	5,540,560	2,513,955	3,026,605
<b>Clothing and Clothing Accessories Stores-448</b>	<b>7,972,946</b>	<b>14,984,079</b>	<b>(7,011,133)</b>
Clothing Stores-4481	5,720,843	2,114,209	3,606,634
Men's Clothing Stores-44811	369,652	0	369,652
Women's Clothing Stores-44812	1,382,602	317,790	1,064,812
Childrens, Infants Clothing Stores-44813	361,980	124,900	237,080
Family Clothing Stores-44814	3,103,641	0	3,103,641
Clothing Accessories Stores-44815	131,477	159,651	(28,174)
Other Clothing Stores-44819	371,491	1,511,867	(1,140,376)
Shoe Stores-4482	1,267,129	5,512	1,261,617
Jewelry, Luggage, Leather Goods Stores-4483	984,973	12,864,359	(11,879,386)
Jewelry Stores-44831	889,290	12,864,359	(11,975,069)
Luggage and Leather Goods Stores-44832	95,683	0	95,683
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>3,597,983</b>	<b>22,471,428</b>	<b>(18,873,445)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	2,306,431	21,505,972	(19,199,541)
Sporting Goods Stores-45111	1,100,263	13,476,370	(12,376,107)
Hobby, Toys and Games Stores-45112	770,232	2,023,510	(1,253,278)
Sew/Needlework/Piece Goods Stores-45113	183,689	336,619	(152,930)
Musical Instrument and Supplies Stores-45114	252,247	5,669,473	(5,417,226)
Book, Periodical and Music Stores-4512	1,291,551	965,456	326,095
Book Stores and News Dealers-45121	909,592	616,069	293,523
Book Stores-451211	866,280	616,069	250,211
News Dealers and Newsstands-451212	43,313	0	43,313
Prerecorded Tapes, CDs, Record Stores-45122	381,959	349,387	32,572
<b>General Merchandise Stores-452</b>	<b>24,899,631</b>	<b>964,989</b>	<b>23,934,642</b>
Department Stores Excl Leased Depts-4521	11,442,733	0	11,442,733
Other General Merchandise Stores-4529	13,456,897	964,989	12,491,908
<b>Miscellaneous Store Retailers-453</b>	<b>4,258,569</b>	<b>15,242,911</b>	<b>(10,984,342)</b>
Florists-4531	258,771	1,355,239	(1,096,468)
Office Supplies, Stationery, Gift Stores-4532	1,844,066	4,435,346	(2,591,280)
Office Supplies and Stationery Stores-45321	1,033,483	2,894,001	(1,860,518)
Gift, Novelty and Souvenir Stores-45322	810,583	1,541,345	(730,762)
Used Merchandise Stores-4533	393,234	3,833,457	(3,440,223)
Other Miscellaneous Store Retailers-4539	1,762,497	5,618,868	(3,856,371)
<b>Non-Store Retailers-454</b>	<b>11,128,421</b>	<b>4,869,053</b>	<b>6,259,368</b>
<b>Foodservice and Drinking Places-722</b>	<b>20,063,973</b>	<b>39,260,999</b>	<b>(19,197,026)</b>
Full-Service Restaurants-7221	8,959,937	14,031,459	(5,071,522)



## RMP Opportunity Gap - Retail Stores

### Radius 3: COMPLETE (RADIUS) 1, 0.00 - 1.00 Miles, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	8,483,275	17,407,432	(8,924,157)
Special Foodservices-7223	1,702,972	3,254,327	(1,551,355)
Drinking Places -Alcoholic Beverages-7224	917,790	4,567,781	(3,649,991)
<b>GAFO *</b>	<b>45,901,125</b>	<b>71,860,578</b>	<b>(25,959,453)</b>
General Merchandise Stores-452	24,899,631	964,989	23,934,642
Clothing and Clothing Accessories Stores-448	7,972,946	14,984,079	(7,011,133)
Furniture and Home Furnishings Stores-442	3,169,840	20,355,609	(17,185,769)
Electronics and Appliance Stores-443	4,416,660	8,649,125	(4,232,465)
Sporting Goods, Hobby, Book, Music Stores-451	3,597,983	22,471,428	(18,873,445)
Office Supplies, Stationery, Gift Stores-4532	1,844,066	4,435,346	(2,591,280)

\* 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

## Appendix: Area Listing

### Area Name: COMPLETE (RADIUS) 1

Type: Radius 1                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

**Radius Definition:**

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W NORTHWEST BLVD AT W INDIANA AVE	Latitude/Longitude	47.675000	-117.426800
SPOKANE, WA 99205	Radius	0.00	- 0.25

### Area Name: COMPLETE (RADIUS) 1

Type: Radius 2                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

**Radius Definition:**

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W NORTHWEST BLVD AT W INDIANA AVE	Latitude/Longitude	47.675000	-117.426800
SPOKANE, WA 99205	Radius	0.00	- 0.50

### Area Name: COMPLETE (RADIUS) 1

Type: Radius 3                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

**Radius Definition:**

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W NORTHWEST BLVD AT W INDIANA AVE	Latitude/Longitude	47.675000	-117.426800
SPOKANE, WA 99205	Radius	0.00	- 1.00

**Project Information:**

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Site: 1

Order Number: 968387940

