

## RMP Opportunity Gap - Retail Stores 2006

### WHITING, IN 46394, 0.00 - 5.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,771,124,026	940,218,310	830,905,716
Motor Vehicle and Parts Dealers-441	329,885,727	130,346,013	199,539,714
Automotive Dealers-4411	280,104,566	97,803,402	182,301,164
Other Motor Vehicle Dealers-4412	22,349,714	6,599,659	15,750,055
Automotive Parts/Accsrs, Tire Stores-4413	27,431,448	25,942,952	1,488,496
Furniture and Home Furnishings Stores-442	41,900,196	15,328,256	26,571,940
Furniture Stores-4421	22,815,321	14,934,028	7,881,293
Home Furnishing Stores-4422	19,084,875	394,228	18,690,647
Electronics and Appliance Stores-443	40,178,053	23,753,045	16,425,008
Appliances, TVs, Electronics Stores-44311	31,288,825	21,216,592	10,072,233
Household Appliances Stores-443111	7,271,320	6,177,624	1,093,696
Radio, Television, Electronics Stores-443112	24,017,505	15,038,968	8,978,537
Computer and Software Stores-44312	7,353,518	2,536,453	4,817,065
Camera and Photographic Equipment Stores-44313	1,535,710	0	1,535,710
Building Material, Garden Equip Stores -444	183,080,836	34,479,744	148,601,092
Building Material and Supply Dealers-4441	165,978,152	26,208,338	139,769,814
Home Centers-44411	65,567,035	4,059,625	61,507,410
Paint and Wallpaper Stores-44412	4,073,313	422,480	3,650,833
Hardware Stores-44413	13,286,363	8,017,713	5,268,650
Other Building Materials Dealers-44419	83,051,441	13,708,520	69,342,921
Building Materials, Lumberyards-444191	28,030,346	4,674,752	23,355,594
Lawn, Garden Equipment, Supplies Stores-4442	17,102,684	8,271,406	8,831,278
Outdoor Power Equipment Stores-44421	2,556,046	5,996,128	(3,440,082)
Nursery and Garden Centers-44422	14,546,638	2,275,278	12,271,360
Food and Beverage Stores-445	238,572,287	210,589,791	27,982,496
Grocery Stores-4451	216,811,597	187,382,203	29,429,394
Supermarkets, Grocery (Ex Conv) Stores-44511	206,258,039	179,814,415	26,443,624
Convenience Stores-44512	10,553,558	7,567,788	2,985,770
Specialty Food Stores-4452	7,591,914	4,041,416	3,550,498
Beer, Wine and Liquor Stores-4453	14,168,776	19,166,172	(4,997,396)
Health and Personal Care Stores-446	99,291,950	89,975,798	9,316,152
Pharmancies and Drug Stores-44611	85,163,739	87,431,771	(2,268,032)
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,616,886	1,176,658	2,440,228
Optical Goods Stores-44613	3,963,376	214,917	3,748,459
Other Health and Personal Care Stores-44619	6,547,948	1,152,452	5,395,496



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Gasoline Stations-447	189,789,787	181,072,060	8,717,727
Gasoline Stations With Conv Stores-44711	143,543,502	107,891,151	35,652,351
Other Gasoline Stations-44719	46,246,285	73,180,909	(26,934,624)
<b>Clothing and Clothing Accessories Stores-448</b>	<b>81,977,508</b>	<b>28,099,980</b>	<b>53,877,528</b>
Clothing Stores-4481	60,522,683	14,753,153	45,769,530
Men's Clothing Stores-44811	3,839,285	1,945,921	1,893,364
Women's Clothing Stores-44812	14,687,949	4,482,215	10,205,734
Childrens, Infants Clothing Stores-44813	4,567,058	3,089,069	1,477,989
Family Clothing Stores-44814	32,286,613	2,602,743	29,683,870
Clothing Accessories Stores-44815	1,232,707	975,205	257,502
Other Clothing Stores-44819	3,909,071	1,658,000	2,251,071
Shoe Stores-4482	12,249,198	10,644,740	1,604,458
Jewelry, Luggage, Leather Goods Stores-4483	9,205,628	2,702,087	6,503,541
Jewelry Stores-44831	8,451,277	2,699,632	5,751,645
Luggage and Leather Goods Stores-44832	754,351	2,455	751,896
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>28,082,385</b>	<b>6,353,298</b>	<b>21,729,087</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	19,809,596	3,709,007	16,100,589
Sporting Goods Stores-45111	9,227,830	3,552,808	5,675,022
Hobby, Toys and Games Stores-45112	6,671,454	9,911	6,661,543
Sew/Needlework/Piece Goods Stores-45113	1,684,421	22,398	1,662,023
Musical Instrument and Supplies Stores-45114	2,225,891	123,890	2,102,001
Book, Periodical and Music Stores-4512	8,272,789	2,644,291	5,628,498
Book Stores and News Dealers-45121	4,961,715	1,731,499	3,230,216
Book Stores-451211	4,583,027	1,544,446	3,038,581
News Dealers and Newsstands-451212	378,689	187,053	191,636
Prerecorded Tapes, CDs, Record Stores-45122	3,311,074	912,792	2,398,282
<b>General Merchandise Stores-452</b>	<b>225,184,374</b>	<b>53,399,063</b>	<b>171,785,311</b>
Department Stores Excl Leased Depts-4521	102,860,915	27,220,783	75,640,132
Other General Merchandise Stores-4529	122,323,459	26,178,280	96,145,179
Warehouse Clubs and Super Stores-45291	106,514,691	13,106,274	93,408,417
All Other General Merchandise Stores-45299	15,808,768	13,072,006	2,736,762
<b>Miscellaneous Store Retailers-453</b>	<b>39,962,382</b>	<b>20,793,300</b>	<b>19,169,082</b>
Florists-4531	3,115,759	2,532,461	583,298
Office Supplies, Stationery, Gift Stores-4532	14,803,833	2,537,264	12,266,569
Office Supplies and Stationery Stores-45321	8,240,513	254,158	7,986,355
Gift, Novelty and Souvenir Stores-45322	6,563,320	2,283,106	4,280,214
Used Merchandise Stores-4533	3,428,538	915,310	2,513,228
Other Miscellaneous Store Retailers-4539	18,614,252	14,808,266	3,805,986



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Non-Store Retailers-454	103,289,402	4,038,076	99,251,326
Electronic Shopping, Mail-Order Houses-4541	69,249,227	3,247,016	66,002,211
Vending Machine Operators-4542	5,139,220	0	5,139,220
Direct Selling Establishments-4543	28,900,954	791,060	28,109,894
Foodservice and Drinking Places-722	169,929,138	141,989,888	27,939,250
Full-Service Restaurants-7221	76,001,875	51,085,386	24,916,489
Limited-Service Eating Places-7222	72,877,774	56,700,744	16,177,030
Special Foodservices-7223	14,471,121	9,711,222	4,759,899
Drinking Places -Alcoholic Beverages-7224	6,578,368	24,492,536	(17,914,168)
GAFO *	432,126,350	129,470,906	302,655,444
General Merchandise Stores-452	225,184,374	53,399,063	171,785,311
Clothing and Clothing Accessories Stores-448	81,977,508	28,099,980	53,877,528
Furniture and Home Furnishings Stores-442	41,900,196	15,328,256	26,571,940
Electronics and Appliance Stores-443	40,178,053	23,753,045	16,425,008
Sporting Goods, Hobby, Book, Music Stores-451	28,082,385	6,353,298	21,729,087
Office Supplies, Stationery, Gift Stores-4532	14,803,833	2,537,264	12,266,569

\* 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.

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.

