

RMP Opportunity Gap - Retail Stores 2006

300 UINTA DR, GREEN RIVER, WY, 0.00 - 10.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	216,658,788	198,263,038	18,395,750
Motor Vehicle and Parts Dealers-441	50,497,913	43,514,993	6,982,920
Automotive Dealers-4411	43,203,600	34,330,464	8,873,136
Other Motor Vehicle Dealers-4412	3,373,729	6,064,033	(2,690,304)
Automotive Parts/Accsrs, Tire Stores-4413	3,920,584	3,120,496	800,088
Furniture and Home Furnishings Stores-442	5,559,396	4,601,245	958,151
Furniture Stores-4421	2,939,328	2,015,312	924,016
Home Furnishing Stores-4422	2,620,068	2,585,933	34,135
Electronics and Appliance Stores-443	5,188,351	749,336	4,439,015
Appliances, TVs, Electronics Stores-44311	3,948,304	344,284	3,604,020
Household Appliances Stores-443111	910,467	344,284	566,183
Radio, Television, Electronics Stores-443112	3,037,837	0	3,037,837
Computer and Software Stores-44312	1,043,225	405,052	638,173
Camera and Photographic Equipment Stores-44313	196,822	0	196,822
Building Material, Garden Equip Stores -444	24,613,274	24,017,625	595,649
Building Material and Supply Dealers-4441	22,471,834	24,014,963	(1,543,129)
Home Centers-44411	8,716,072	730,003	7,986,069
Paint and Wallpaper Stores-44412	554,274	244,001	310,273
Hardware Stores-44413	1,733,294	6,524,593	(4,791,299)
Other Building Materials Dealers-44419	11,468,194	16,516,366	(5,048,172)
Building Materials, Lumberyards-444191	3,923,856	5,632,268	(1,708,412)
Lawn, Garden Equipment, Supplies Stores-4442	2,141,440	2,661	2,138,779
Outdoor Power Equipment Stores-44421	334,343	2,661	331,682
Nursery and Garden Centers-44422	1,807,096	0	1,807,096
Food and Beverage Stores-445	24,508,236	17,011,990	7,496,246
Grocery Stores-4451	22,415,416	14,216,370	8,199,046
Supermarkets, Grocery (Ex Conv) Stores-44511	21,296,729	13,974,034	7,322,695
Convenience Stores-44512	1,118,687	242,336	876,351
Specialty Food Stores-4452	756,752	284,870	471,882
Beer, Wine and Liquor Stores-4453	1,336,068	2,510,750	(1,174,682)
Health and Personal Care Stores-446	8,503,490	5,257,092	3,246,398
Pharmancies and Drug Stores-44611	7,281,505	5,074,092	2,207,413
Cosmetics, Beauty Supplies, Perfume Stores-44612	294,246	0	294,246
Optical Goods Stores-44613	389,894	183,000	206,894
Other Health and Personal Care Stores-44619	537,844	0	537,844



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Gasoline Stations-447	22,382,419	66,411,795	(44,029,376)
Gasoline Stations With Conv Stores-44711	16,741,181	35,415,809	(18,674,628)
Other Gasoline Stations-44719	5,641,238	30,995,986	(25,354,748)
Clothing and Clothing Accessories Stores-448	9,929,752	857,424	9,072,328
Clothing Stores-4481	7,187,902	857,424	6,330,478
Men's Clothing Stores-44811	459,645	230,861	228,784
Women's Clothing Stores-44812	1,835,838	151,820	1,684,018
Childrens, Infants Clothing Stores-44813	407,667	0	407,667
Family Clothing Stores-44814	3,835,364	0	3,835,364
Clothing Accessories Stores-44815	165,714	149,745	15,969
Other Clothing Stores-44819	483,675	324,999	158,676
Shoe Stores-4482	1,356,912	0	1,356,912
Jewelry, Luggage, Leather Goods Stores-4483	1,384,938	0	1,384,938
Jewelry Stores-44831	1,273,740	0	1,273,740
Luggage and Leather Goods Stores-44832	111,198	0	111,198
Sporting Goods, Hobby, Book, Music Stores-451	4,390,951	1,046,259	3,344,692
Sportng Goods, Hobby, Musical Inst Stores-4511	3,040,672	1,046,259	1,994,413
Sporting Goods Stores-45111	1,549,842	753,315	796,527
Hobby, Toys and Games Stores-45112	939,147	166,001	773,146
Sew/Needlework/Piece Goods Stores-45113	263,866	77,029	186,837
Musical Instrument and Supplies Stores-45114	287,818	49,914	237,904
Book, Periodical and Music Stores-4512	1,350,278	0	1,350,278
Book Stores and News Dealers-45121	888,807	0	888,807
Book Stores-451211	843,141	0	843,141
News Dealers and Newsstands-451212	45,666	0	45,666
Prerecorded Tapes, CDs, Record Stores-45122	461,471	0	461,471
General Merchandise Stores-452	25,922,802	15,585,395	10,337,407
Department Stores Excl Leased Depts-4521	12,123,997	3,428,607	8,695,390
Other General Merchandise Stores-4529	13,798,805	12,156,788	1,642,017
Warehouse Clubs and Super Stores-45291	11,836,851	9,059,819	2,777,032
All Other General Merchandise Stores-45299	1,961,954	3,096,969	(1,135,015)
Miscellaneous Store Retailers-453	5,582,733	2,095,974	3,486,759
Florists-4531	410,876	177,235	233,641
Office Supplies, Stationery, Gift Stores-4532	2,260,979	849,876	1,411,103
Office Supplies and Stationery Stores-45321	1,276,726	665,346	611,380
Gift, Novelty and Souvenir Stores-45322	984,253	184,529	799,724
Used Merchandise Stores-4533	477,744	19,168	458,576
Other Miscellaneous Store Retailers-4539	2,433,134	1,049,696	1,383,438



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Non-Store Retailers-454	12,524,983	0	12,524,983
Electronic Shopping, Mail-Order Houses-4541	8,972,167	0	8,972,167
Vending Machine Operators-4542	527,223	0	527,223
Direct Selling Establishments-4543	3,025,594	0	3,025,594
Foodservice and Drinking Places-722	17,054,487	17,113,911	(59,424)
Full-Service Restaurants-7221	7,629,669	9,620,304	(1,990,635)
Limited-Service Eating Places-7222	7,278,726	5,661,086	1,617,640
Special Foodservices-7223	1,461,635	74,833	1,386,802
Drinking Places -Alcoholic Beverages-7224	684,458	1,757,688	(1,073,230)
GAFO *	53,252,232	23,689,535	29,562,697
General Merchandise Stores-452	25,922,802	15,585,395	10,337,407
Clothing and Clothing Accessories Stores-448	9,929,752	857,424	9,072,328
Furniture and Home Furnishings Stores-442	5,559,396	4,601,245	958,151
Electronics and Appliance Stores-443	5,188,351	749,336	4,439,015
Sporting Goods, Hobby, Book, Music Stores-451	4,390,951	1,046,259	3,344,692
Office Supplies, Stationery, Gift Stores-4532	2,260,979	849,876	1,411,103

* 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.



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Appendix: Area Listing

Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

300 UINTA DR

Latitude/Longitude 41.516997 -109.469300

Radius 0.00 - 10.00

Project Information:

Site: 3

Order Number: 965175459

