

RMP Opportunity Gap - Retail Stores

Place: Broken Arrow Oklahoma

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap
Total Retail Gap	\$876,211,081	\$567,920,399	\$308,290,682
Motor Vehicle and Parts Dealers - 441	\$38,856,454	\$36,000,241	\$2,856,213
Other Motor Vehicle Dealers-4412	\$20,754,268	\$18,975,045	\$1,779,223
Automotive Parts/Accsrs, Tire Stores-4413	\$18,102,186	\$17,025,196	\$1,076,990
Furniture and Home Furnishings Stores-442	\$15,434,327	\$6,210,749	\$9,223,578
Furniture Stores-4421	\$15,434,327	\$6,210,749	\$9,223,578
Electronics and Appliance Stores-443	\$33,807,491	\$20,349,916	\$13,457,575
Appliances, TVs, Electronics Stores-44311	\$25,683,161	\$15,885,165	\$9,797,996
Radio, Television, Electronics Stores-443112	\$17,558,831	\$11,420,414	\$6,138,417
Computer and Software Stores-44312	\$6,611,960	\$4,464,751	\$2,147,209
Camera and Photographic Equipment Stores-44313	\$1,512,370	\$0	\$1,512,370
Building Material, Garden Equip Stores -444	\$22,069,302	\$16,729,656	\$5,339,646
Building Material and Supply Dealers-4441	\$11,797,506	\$10,934,991	\$862,515
Hardware Stores-44413	\$11,797,506	\$10,934,991	\$862,515
Lawn, Garden Equipment, Supplies Stores-4442	\$10,271,796	\$5,794,665	\$4,477,131
Nursery and Garden Centers-44422	\$10,271,796	\$5,794,665	\$4,477,131
Food and Beverage Stores-445	\$183,578,733	\$135,966,937	\$47,611,796
Grocery Stores-4451	\$166,197,036	\$129,146,945	\$37,050,091
Supermarkets, Grocery (Ex Conv) Stores-44511	\$157,773,953	\$127,235,279	\$30,538,674
Convenience Stores-44512	\$8,423,083	\$1,911,666	\$6,511,417
Specialty Food Stores-4452	\$5,167,605	\$640,196	\$4,527,409
Beer, Wine and Liquor Stores-4453	\$12,214,092	\$6,179,796	\$6,034,296
Health and Personal Care Stores-446	\$82,197,293	\$73,092,560	\$9,104,733
Pharmancies and Drug Stores-44611	\$71,021,333	\$66,782,586	\$4,238,747
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$2,950,751	\$1,984,171	\$966,580
Optical Goods Stores-44613	\$2,960,941	\$2,810,162	\$150,779
Other Health and Personal Care Stores-44619	\$5,264,268	\$1,515,641	\$3,748,627
Gasoline Stations-447	\$33,996,728	\$21,094,364	\$12,902,364
Other Gasoline Stations-44719	\$33,996,728	\$21,094,364	\$12,902,364
Clothing and Clothing Accessories Stores-448	\$59,278,633	\$15,043,558	\$44,235,075
Clothing Stores-4481	\$48,924,581	\$11,795,808	\$37,128,773
Men's Clothing Stores-44811	\$2,959,315	\$831,948	\$2,127,367
Women's Clothing Stores-44812	\$12,407,387	\$6,210,570	\$6,196,817
Childrens, Infants Clothing Stores-44813	\$2,995,245	\$202,179	\$2,793,066
Family Clothing Stores-44814	\$26,126,141	\$3,534,489	\$22,591,652
Clothing Accessories Stores-44815	\$1,165,484	\$487,866	\$677,618
Other Clothing Stores-44819	\$3,271,009	\$528,756	\$2,742,253
Shoe Stores-4482	\$9,594,218	\$2,514,159	\$7,080,059
Jewelry, Luggage, Leather Goods Stores-4483	\$759,834	\$733,591	\$26,243
Luggage and Leather Goods Stores-44832	\$759,834	\$733,591	\$26,243

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap
Sporting Goods, Hobby, Book, Music Stores-451	\$19,440,769	\$12,246,409	\$7,194,360
Sporting Goods, Hobby, Musical Inst Stores-4511	\$13,903,837	\$10,414,632	\$3,489,205
Sporting Goods Stores-45111	\$10,587,616	\$8,237,673	\$2,349,943
Sew/Needlework/Piece Goods Stores-45113	\$1,410,199	\$698,984	\$711,215
Musical Instrument and Supplies Stores-45114	\$1,906,022	\$1,477,975	\$428,047
Book, Periodical and Music Stores-4512	\$5,536,932	\$1,831,777	\$3,705,155
Book Stores and News Dealers-45121	\$5,536,932	\$1,831,777	\$3,705,155
Book Stores-451211	\$5,234,530	\$1,563,618	\$3,670,912
News Dealers and Newsstands-451212	\$302,402	\$268,159	\$34,243
General Merchandise Stores-452	\$188,322,699	\$144,925,687	\$43,397,012
Department Stores Excl Leased Depts-4521	\$92,940,179	\$55,266,753	\$37,673,426
Other General Merchandise Stores-4529	\$95,382,520	\$89,658,934	\$5,723,586
Miscellaneous Store Retailers-453	\$9,179,291	\$6,877,135	\$2,302,156
Florists-4531	\$2,770,571	\$2,745,873	\$24,698
Office Supplies, Stationery, Gift Stores-4532	\$6,408,720	\$4,131,262	\$2,277,458
Gift, Novelty and Souvenir Stores-45322	\$6,408,720	\$4,131,262	\$2,277,458
Non-Store Retailers-454	\$106,427,138	\$12,490,077	\$93,937,061
Foodservice and Drinking Places-722	\$83,622,223	\$66,893,110	\$16,729,113
Full-Service Restaurants-7221	\$64,926,059	\$61,531,297	\$3,394,762
Special Foodservices-7223	\$11,853,185	\$3,223,878	\$8,629,307
Drinking Places -Alcoholic Beverages-7224	\$6,842,979	\$2,137,935	\$4,705,044

GAFO *	\$359,277,897	\$261,843,652	\$97,434,245
General Merchandise Stores-452	\$188,322,699	\$144,925,687	\$43,397,012
Clothing and Clothing Accessories Stores-448	\$67,866,271	\$27,152,561	\$40,713,710
Furniture and Home Furnishings Stores-442	\$28,516,219	\$20,712,743	\$7,803,476
Electronics and Appliance Stores-443	\$31,084,335	\$30,367,502	\$716,833
Sporting Goods, Hobby, Book, Music Stores-451	\$28,708,754	\$21,676,664	\$7,032,090
Office Supplies, Stationery, Gift Stores-4532	\$14,779,619	\$17,008,495	-\$2,228,876

* 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 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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