

# RMP Opportunity Gap - Retail Stores 2008

Harrison, AR

Place (see appendix for geographies), Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	192,664,083	530,670,477	(338,006,394)
Motor Vehicle and Parts Dealers-441	38,843,690	156,375,447	(117,531,757)
Automotive Dealers-4411	33,645,488	139,429,832	(105,784,344)
Other Motor Vehicle Dealers-4412	2,199,623	7,717,574	(5,517,951)
Automotive Parts/Accsrs, Tire Stores-4413	2,998,579	9,228,041	(6,229,462)
Furniture and Home Furnishings Stores-442	4,197,791	5,081,587	(883,796)
Furniture Stores-4421	2,356,015	4,469,308	(2,113,293)
Home Furnishing Stores-4422	1,841,776	612,279	1,229,497
Electronics and Appliance Stores-443	3,898,898	4,848,993	(950,095)
Appliances, TVs, Electronics Stores-44311	3,000,416	3,129,941	(129,525)
Household Appliances Stores-443111	693,568	1,390,000	(696,432)
Radio, Television, Electronics Stores-443112	2,306,848	1,739,941	566,907
Computer and Software Stores-44312	758,965	1,719,052	(960,087)
Camera and Photographic Equipment Stores-44313	139,517	0	139,517
Building Material, Garden Equip Stores -444	18,994,613	82,409,974	(63,415,361)
Building Material and Supply Dealers-4441	17,472,617	75,170,797	(57,698,180)
Home Centers-44411	6,877,512	31,837,424	(24,959,912)
Paint and Wallpaper Stores-44412	390,642	1,348,407	(957,765)
Hardware Stores-44413	1,393,827	13,242,203	(11,848,376)
Other Building Materials Dealers-44419	8,810,636	28,742,763	(19,932,127)
Building Materials, Lumberyards-444191	2,934,950	9,801,600	(6,866,650)
Lawn, Garden Equipment, Supplies Stores-4442	1,521,996	7,239,177	(5,717,181)
Outdoor Power Equipment Stores-44421	249,057	1,778,295	(1,529,238)
Nursery and Garden Centers-44422	1,272,939	5,460,882	(4,187,943)
Food and Beverage Stores-445	25,290,133	17,107,974	8,182,159
Grocery Stores-4451	22,991,010	16,898,274	6,092,736
Supermarkets, Grocery (Ex Conv) Stores-44511	21,786,508	16,236,684	5,549,824
Convenience Stores-44512	1,204,502	661,590	542,912
Specialty Food Stores-4452	694,089	209,700	484,389
Beer, Wine and Liquor Stores-4453	1,605,034	0	1,605,034
Health and Personal Care Stores-446	12,022,359	41,506,180	(29,483,821)
Pharmancies and Drug Stores-44611	10,574,424	39,017,524	(28,443,100)
Cosmetics, Beauty Supplies, Perfume Stores-44612	426,777	289,206	137,571
Optical Goods Stores-44613	263,059	40,380	222,679
Other Health and Personal Care Stores-44619	758,099	2,159,070	(1,400,971)



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Gasoline Stations-447	23,006,483	60,679,363	(37,672,880)
Gasoline Stations With Conv Stores-44711	17,457,428	43,279,097	(25,821,669)
Other Gasoline Stations-44719	5,549,055	17,400,266	(11,851,211)
Clothing and Clothing Accessories Stores-448	6,923,830	11,014,905	(4,091,075)
Clothing Stores-4481	5,033,886	10,518,966	(5,485,080)
Men's Clothing Stores-44811	350,448	0	350,448
Women's Clothing Stores-44812	1,143,021	1,283,618	(140,597)
Childrens, Infants Clothing Stores-44813	345,339	843,262	(497,923)
Family Clothing Stores-44814	2,780,294	8,215,417	(5,435,123)
Clothing Accessories Stores-44815	104,767	176,669	(71,902)
Other Clothing Stores-44819	310,017	0	310,017
Shoe Stores-4482	981,753	341,001	640,752
Jewelry, Luggage, Leather Goods Stores-4483	908,191	154,938	753,253
Jewelry Stores-44831	833,014	154,938	678,076
Luggage and Leather Goods Stores-44832	75,177	0	75,177
Sporting Goods, Hobby, Book, Music Stores-451	2,959,845	4,939,487	(1,979,642)
Sportng Goods, Hobby, Musical Inst Stores-4511	2,104,679	2,055,973	48,706
Sporting Goods Stores-45111	1,076,268	1,595,370	(519,102)
Hobby, Toys and Games Stores-45112	687,874	199,269	488,605
Sew/Needlework/Piece Goods Stores-45113	158,054	129,000	29,054
Musical Instrument and Supplies Stores-45114	182,483	132,334	50,149
Book, Periodical and Music Stores-4512	855,166	2,883,514	(2,028,348)
Book Stores and News Dealers-45121	601,750	900,846	(299,096)
Book Stores-451211	562,819	900,846	(338,027)
News Dealers and Newsstands-451212	38,931	0	38,931
Prerecorded Tapes, CDs, Record Stores-45122	253,416	1,982,668	(1,729,252)
General Merchandise Stores-452	22,281,533	92,959,433	(70,677,900)
Department Stores Excl Leased Depts-4521	10,004,097	39,649,783	(29,645,686)
Other General Merchandise Stores-4529	12,277,436	53,309,650	(41,032,214)
Warehouse Clubs and Super Stores-45291	10,665,235	50,409,742	(39,744,507)
All Other General Merchandise Stores-45299	1,612,201	2,899,908	(1,287,707)
Miscellaneous Store Retailers-453	4,832,541	20,756,899	(15,924,358)
Florists-4531	322,513	7,956,099	(7,633,586)
Office Supplies, Stationery, Gift Stores-4532	1,880,311	3,916,802	(2,036,491)
Office Supplies and Stationery Stores-45321	1,076,690	1,871,549	(794,859)
Gift, Novelty and Souvenir Stores-45322	803,621	2,045,253	(1,241,632)
Used Merchandise Stores-4533	362,607	1,255,412	(892,805)
Other Miscellaneous Store Retailers-4539	2,267,110	7,628,586	(5,361,476)



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	11,253,608	6,312,439	4,941,169
Electronic Shopping, Mail-Order Houses-4541	7,796,290	3,889,723	3,906,567
Vending Machine Operators-4542	506,241	1,792,343	(1,286,102)
Direct Selling Establishments-4543	2,951,077	630,373	2,320,704
Foodservice and Drinking Places-722	18,158,759	26,677,796	(8,519,037)
Full-Service Restaurants-7221	8,366,887	7,198,255	1,168,632
Limited-Service Eating Places-7222	7,362,238	17,601,956	(10,239,718)
Special Foodservices-7223	1,515,160	1,877,585	(362,425)
Drinking Places -Alcoholic Beverages-7224	914,474	0	914,474
GAFO *	42,142,208	122,761,207	(80,618,999)
General Merchandise Stores-452	22,281,533	92,959,433	(70,677,900)
Clothing and Clothing Accessories Stores-448	6,923,830	11,014,905	(4,091,075)
Furniture and Home Furnishings Stores-442	4,197,791	5,081,587	(883,796)
Electronics and Appliance Stores-443	3,898,898	4,848,993	(950,095)
Sporting Goods, Hobby, Book, Music Stores-451	2,959,845	4,939,487	(1,979,642)
Office Supplies, Stationery, Gift Stores-4532	1,880,311	3,916,802	(2,036,491)

\* 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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Harrison, AR

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
0530460	Harrison city		

### Project Information:

Site: 1

Order Number: 967543066

