

RMP Opportunity Gap - Merchandise Lines

Radius 1: SR-47 & SR-8, FOREST GROVE, OR, 0.00 - 3.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	432,805,251	221,734,938	211,070,313
Groceries and Other Foods	83,253,254	53,579,599	29,673,655
Meals and Snacks	36,296,066	19,138,703	17,157,363
Alcoholic Drinks	1,793,078	1,158,118	634,960
Packaged Liquor/Wine/Beer	12,977,315	8,584,753	4,392,562
Cigars, Cigarettes, Tobacco, Accessories	13,043,920	6,794,000	6,249,920
Drugs, Health Aids and Beauty Aids	36,467,764	28,091,361	8,376,403
Soaps, Detergents and Household Cleaners	1,166,800	452,866	713,934
Paper and Related Products	4,107,921	2,567,515	1,540,406
Men's Wear	10,703,465	4,507,572	6,195,893
Women's, Juniors' and Misses' Wear	16,422,533	6,880,253	9,542,280
Children's Wear	8,966,263	3,663,487	5,302,776
Footwear	6,976,299	2,697,581	4,278,718
Sewing, Knitting and Needlework Goods	917,153	532,213	384,940
Curtains, Draperies, Blinds, Slipcovers Etc	5,330,471	1,668,418	3,662,053
Major Household Appliances	2,945,475	3,404,979	(459,504)
Small Electric Appliances	847,304	389,324	457,980
Televisions, Video Recorders, Video Cameras	3,793,011	2,924,125	868,886
Audio Equipment, Musical Instruments	4,589,473	2,632,142	1,957,331
Furniture and Sleep Equipment	7,888,086	3,200,352	4,687,734
Flooring and Floor Coverings	1,812,304	834,104	978,200
Computer Hardware, Software and Supplies	7,306,817	2,940,615	4,366,202
Kitchenware and Home Furnishings	8,218,557	2,837,514	5,381,043
Jewelry	5,240,989	2,101,917	3,139,072
Books	6,134,423	3,606,693	2,527,730
Photographic Equipment and Supplies	1,071,728	393,283	678,445
Toys, Hobby Goods and Games	6,952,995	2,760,135	4,192,860
Optical Goods	1,638,276	2,930,686	(1,292,410)
Sporting Goods	5,715,599	3,029,281	2,686,318
Hardware, Tools, Plumbing, Electrical	2,729,812	1,225,904	1,503,908
Lumber and Building Materials	1,844,115	900,241	943,874
Lawn, Garden, and Farm Equipment & Supplies	4,531,396	1,778,451	2,752,945
Paint and Sundries	788,147	172,725	615,422
Cars, Trucks, Other Powered Transportation	58,875,331	7,478,357	51,396,974
RVs, Campers, Camping & Travel Trailers	6,615,773	1,743,038	4,872,735
Automotive Fuels	26,610,912	18,714,416	7,896,496
Automotive Lubricants	609,489	414,661	194,828
Pets, Pet Foods and Pet Supplies	3,959,161	1,902,614	2,056,547
All Other Merchandise	23,663,772	13,102,943	10,560,829

RMP Opportunity Gap - Merchandise Lines

Radius 2: SR-47 & SR-8, FOREST GROVE, OR, 0.00 - 5.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	687,328,808	461,408,585	225,920,223
Groceries and Other Foods	128,495,826	101,988,658	26,507,168
Meals and Snacks	56,979,229	33,196,106	23,783,123
Alcoholic Drinks	2,844,316	1,972,359	871,957
Packaged Liquor/Wine/Beer	20,153,744	14,904,447	5,249,297
Cigars, Cigarettes, Tobacco, Accessories	19,313,141	11,922,664	7,390,477
Drugs, Health Aids and Beauty Aids	56,574,354	35,114,750	21,459,604
Soaps, Detergents and Household Cleaners	1,802,717	734,171	1,068,546
Paper and Related Products	6,422,791	4,416,847	2,005,944
Men's Wear	17,413,019	6,041,698	11,371,321
Women's, Juniors' and Misses' Wear	26,784,941	8,798,200	17,986,741
Children's Wear	14,029,104	4,615,906	9,413,198
Footwear	10,976,822	4,738,312	6,238,510
Sewing, Knitting and Needlework Goods	1,476,470	693,475	782,995
Curtains, Draperies, Blinds, Slipcovers Etc	8,632,215	2,691,478	5,940,737
Major Household Appliances	4,721,545	4,383,230	338,315
Small Electric Appliances	1,326,554	503,900	822,654
Televisions, Video Recorders, Video Cameras	6,044,792	3,455,784	2,589,008
Audio Equipment, Musical Instruments	7,552,948	3,433,526	4,119,422
Furniture and Sleep Equipment	13,387,193	4,920,605	8,466,588
Flooring and Floor Coverings	3,098,424	2,031,744	1,066,680
Computer Hardware, Software and Supplies	11,704,068	3,694,873	8,009,195
Kitchenware and Home Furnishings	13,553,152	5,424,984	8,128,168
Jewelry	9,090,672	2,478,120	6,612,552
Books	9,588,675	4,510,467	5,078,208
Photographic Equipment and Supplies	1,782,431	2,698,427	(915,996)
Toys, Hobby Goods and Games	11,010,298	4,778,011	6,232,287
Optical Goods	2,648,545	3,385,388	(736,843)
Sporting Goods	9,625,078	3,947,809	5,677,269
Hardware, Tools, Plumbing, Electrical	4,381,602	2,992,905	1,388,697
Lumber and Building Materials	2,990,523	2,252,322	738,201
Lawn, Garden, and Farm Equipment & Supplies	7,484,159	3,740,152	3,744,007
Paint and Sundries	1,314,276	820,155	494,121
Cars, Trucks, Other Powered Transportation	95,763,382	101,975,272	(6,211,890)
RVs, Campers, Camping & Travel Trailers	11,549,271	3,899,029	7,650,242
Automotive Fuels	41,673,074	34,505,536	7,167,538
Automotive Lubricants	933,556	741,836	191,720
Pets, Pet Foods and Pet Supplies	6,348,975	3,300,272	3,048,703
All Other Merchandise	37,856,925	25,705,168	12,151,757

RMP Opportunity Gap - Merchandise Lines

Radius 3: SR-47 & SR-8, FOREST GROVE, OR, 0.00 - 10.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,443,379,148	1,813,553,288	629,825,860
Groceries and Other Foods	444,188,092	392,537,494	51,650,598
Meals and Snacks	206,109,003	152,418,125	53,690,878
Alcoholic Drinks	10,416,126	7,799,123	2,617,003
Packaged Liquor/Wine/Beer	70,538,821	62,578,697	7,960,124
Cigars, Cigarettes, Tobacco, Accessories	64,114,628	46,808,348	17,306,280
Drugs, Health Aids and Beauty Aids	193,044,717	119,799,550	73,245,167
Soaps, Detergents and Household Cleaners	6,193,627	5,316,100	877,527
Paper and Related Products	22,339,337	20,662,300	1,677,037
Men's Wear	62,807,691	38,076,782	24,730,909
Women's, Juniors' and Misses' Wear	97,025,627	51,093,581	45,932,046
Children's Wear	48,662,286	27,997,409	20,664,877
Footwear	38,663,584	18,714,439	19,949,145
Sewing, Knitting and Needlework Goods	5,338,441	4,572,930	765,511
Curtains, Draperies, Blinds, Slipcovers Etc	31,392,620	19,572,045	11,820,575
Major Household Appliances	16,937,278	15,066,170	1,871,108
Small Electric Appliances	4,723,289	2,775,837	1,947,452
Televisions, Video Recorders, Video Cameras	21,882,979	17,714,668	4,168,311
Audio Equipment, Musical Instruments	27,553,814	26,430,726	1,123,088
Furniture and Sleep Equipment	49,421,484	26,797,672	22,623,812
Flooring and Floor Coverings	11,176,231	11,125,721	50,510
Computer Hardware, Software and Supplies	42,369,047	43,292,885	(923,838)
Kitchenware and Home Furnishings	49,735,711	34,398,554	15,337,157
Jewelry	34,049,301	27,573,425	6,475,876
Books	33,773,447	13,083,221	20,690,226
Photographic Equipment and Supplies	6,559,893	4,784,926	1,774,967
Toys, Hobby Goods and Games	39,671,759	28,097,226	11,574,533
Optical Goods	9,469,491	9,207,717	261,774
Sporting Goods	35,302,851	24,433,930	10,868,921
Hardware, Tools, Plumbing, Electrical	15,447,590	15,592,948	(145,358)
Lumber and Building Materials	10,567,431	11,509,402	(941,971)
Lawn, Garden, and Farm Equipment & Supplies	26,887,401	20,352,288	6,535,113
Paint and Sundries	4,637,243	3,180,048	1,457,195
Cars, Trucks, Other Powered Transportation	348,867,628	245,726,688	103,140,940
RVs, Campers, Camping & Travel Trailers	40,224,981	47,962,752	(7,737,771)
Automotive Fuels	149,775,668	91,334,409	58,441,259
Automotive Lubricants	3,252,047	2,354,281	897,766
Pets, Pet Foods and Pet Supplies	23,013,014	16,780,148	6,232,866
All Other Merchandise	137,244,973	106,030,721	31,214,252

RMP Opportunity Gap - Merchandise Lines

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 merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

