

# RMP Opportunity Gap - Retail Stores

City of Batavia

Place (see appendix for geographies), Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	476,470,018	267,084,751	209,385,267
Motor Vehicle and Parts Dealers-441	74,582,444	17,409,372	57,173,072
Automotive Dealers-4411	63,981,320	13,708,629	50,272,691
Other Motor Vehicle Dealers-4412	4,542,547	77	4,542,470
Automotive Parts/Accsrs, Tire Stores-4413	6,058,577	3,700,666	2,357,911
Furniture and Home Furnishings Stores-442	11,106,867	3,492,427	7,614,440
Furniture Stores-4421	6,014,220	2,663,464	3,350,756
Home Furnishing Stores-4422	5,092,647	828,963	4,263,684
Electronics and Appliance Stores-443	12,010,828	5,610,173	6,400,655
Appliances, TVs, Electronics Stores-44311	8,911,878	3,834,052	5,077,826
Household Appliances Stores-443111	2,125,107	451,008	1,674,099
Radio, Television, Electronics Stores-443112	6,786,771	3,383,044	3,403,727
Computer and Software Stores-44312	2,510,522	1,494,414	1,016,108
Camera and Photographic Equipment Stores-44313	588,428	281,707	306,721
Building Material, Garden Equip Stores -444	55,738,002	31,071,686	24,666,316
Building Material and Supply Dealers-4441	50,947,903	30,702,769	20,245,134
Home Centers-44411	21,200,711	19,947,986	1,252,725
Paint and Wallpaper Stores-44412	1,193,561	19,679	1,173,882
Hardware Stores-44413	4,449,456	2,673,387	1,776,069
Other Building Materials Dealers-44419	24,104,175	8,061,717	16,042,458
Building Materials, Lumberyards-444191	9,407,756	3,153,867	6,253,889
Lawn, Garden Equipment, Supplies Stores-4442	4,790,099	368,917	4,421,182
Outdoor Power Equipment Stores-44421	720,893	0	720,893
Nursery and Garden Centers-44422	4,069,206	368,917	3,700,289
Food and Beverage Stores-445	59,003,109	12,555,695	46,447,414
Grocery Stores-4451	53,616,965	11,085,917	42,531,048
Supermarkets, Grocery (Ex Conv) Stores-44511	50,967,752	9,075,510	41,892,242
Convenience Stores-44512	2,649,213	2,010,407	638,806
Specialty Food Stores-4452	1,592,387	135,520	1,456,867
Beer, Wine and Liquor Stores-4453	3,793,757	1,334,258	2,459,499
Health and Personal Care Stores-446	24,523,786	10,405,557	14,118,229
Pharmancies and Drug Stores-44611	20,932,479	9,191,568	11,740,911
Cosmetics, Beauty Supplies, Perfume Stores-44612	863,856	569,014	294,842
Optical Goods Stores-44613	1,184,296	442,737	741,559
Other Health and Personal Care Stores-44619	1,543,155	202,238	1,340,917



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Gasoline Stations-447	50,017,148	30,338,755	19,678,393
Gasoline Stations With Conv Stores-44711	37,436,676	17,926,098	19,510,578
Other Gasoline Stations-44719	12,580,472	12,412,657	167,815
Clothing and Clothing Accessories Stores-448	22,995,589	4,517,303	18,478,286
Clothing Stores-4481	16,478,562	4,004,965	12,473,597
Men's Clothing Stores-44811	1,041,177	376,787	664,390
Women's Clothing Stores-44812	4,071,107	2,032,813	2,038,294
Childrens, Infants Clothing Stores-44813	995,163	0	995,163
Family Clothing Stores-44814	8,896,974	1,033,919	7,863,055
Clothing Accessories Stores-44815	395,512	408,795	(13,283)
Other Clothing Stores-44819	1,078,629	152,651	925,978
Shoe Stores-4482	3,058,546	441,219	2,617,327
Jewelry, Luggage, Leather Goods Stores-4483	3,458,481	71,119	3,387,362
Jewelry Stores-44831	3,206,065	71,119	3,134,946
Luggage and Leather Goods Stores-44832	252,416	0	252,416
Sporting Goods, Hobby, Book, Music Stores-451	9,982,096	9,357,147	624,949
Sportng Goods, Hobby, Musical Inst Stores-4511	6,937,835	9,357,147	(2,419,312)
Sporting Goods Stores-45111	3,611,649	6,617,736	(3,006,087)
Hobby, Toys and Games Stores-45112	2,142,084	1,991,598	150,486
Sew/Needlework/Piece Goods Stores-45113	556,713	511,849	44,864
Musical Instrument and Supplies Stores-45114	627,389	235,964	391,425
Book, Periodical and Music Stores-4512	3,044,261	0	3,044,261
Book Stores and News Dealers-45121	2,132,335	0	2,132,335
Book Stores-451211	2,029,803	0	2,029,803
News Dealers and Newsstands-451212	102,532	0	102,532
Prerecorded Tapes, CDs, Record Stores-45122	911,926	0	911,926
General Merchandise Stores-452	63,983,332	80,118,648	(16,135,316)
Department Stores Excl Leased Depts-4521	31,809,481	56,649,208	(24,839,727)
Other General Merchandise Stores-4529	32,173,851	23,469,440	8,704,411
Miscellaneous Store Retailers-453	11,144,826	13,757,399	(2,612,573)
Florists-4531	1,046,234	801,438	244,796
Office Supplies, Stationery, Gift Stores-4532	4,979,618	10,704,386	(5,724,768)
Office Supplies and Stationery Stores-45321	2,821,293	10,381,336	(7,560,043)
Gift, Novelty and Souvenir Stores-45322	2,158,325	323,050	1,835,275
Used Merchandise Stores-4533	1,109,593	989,842	119,751
Other Miscellaneous Store Retailers-4539	4,009,381	1,261,733	2,747,648
Non-Store Retailers-454	31,153,289	327,805	30,825,484
Foodservice and Drinking Places-722	50,228,702	48,122,784	2,105,918
Full-Service Restaurants-7221	22,593,312	19,126,502	3,466,810



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Limited-Service Eating Places-7222	20,923,446	18,776,355	2,147,091
Special Foodservices-7223	4,217,745	9,482,319	(5,264,574)
Drinking Places -Alcoholic Beverages-7224	2,494,199	737,608	1,756,591
GAFO *	125,058,330	113,800,084	11,258,246
General Merchandise Stores-452	63,983,332	80,118,648	(16,135,316)
Clothing and Clothing Accessories Stores-448	22,995,589	4,517,303	18,478,286
Furniture and Home Furnishings Stores-442	11,106,867	3,492,427	7,614,440
Electronics and Appliance Stores-443	12,010,828	5,610,173	6,400,655
Sporting Goods, Hobby, Book, Music Stores-451	9,982,096	9,357,147	624,949
Office Supplies, Stationery, Gift Stores-4532	4,979,618	10,704,386	(5,724,768)

\* 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. 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 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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City of Batavia

## 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>
1704078	Batavia city		

### Project Information:

Site: 1

Order Number: 968022701

