

## RMP Opportunity Gap - Merchandise Lines

**Radius 2: LEAVENWORTH, KS 66048, 1.00 - 5.00 Miles, Total**

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	539,711,436	471,466,862	68,244,574
Groceries and Other Foods	93,773,846	76,152,521	17,621,325
Meals and Snacks	43,846,799	28,786,690	15,060,109
Alcoholic Drinks	2,220,721	1,084,462	1,136,259
Packaged Liquor/Wine/Beer	15,488,758	14,749,302	739,456
Cigars, Cigarettes, Tobacco, Accessories	16,251,954	8,949,139	7,302,815
Drugs, Health Aids and Beauty Aids	53,209,514	35,531,644	17,677,870
Soaps, Detergents and Household Cleaners	1,362,965	989,917	373,048
Paper and Related Products	4,975,522	4,173,707	801,815
Men's Wear	12,078,703	10,014,333	2,064,370
Women's, Juniors' and Misses' Wear	19,861,082	13,434,263	6,426,819
Children's Wear	10,997,488	7,921,299	3,076,189
Footwear	8,308,366	5,847,472	2,460,894
Sewing, Knitting and Needlework Goods	1,116,090	785,043	331,047
Curtains, Draperies, Blinds, Slipcovers Etc	6,475,510	3,909,236	2,566,274
Major Household Appliances	3,287,385	3,902,212	(614,827)
Small Electric Appliances	929,682	882,148	47,534
Televisions, Video Recorders, Video Cameras	3,924,790	3,267,048	657,742
Audio Equipment, Musical Instruments	4,984,826	2,710,571	2,274,255
Furniture and Sleep Equipment	9,305,270	5,391,416	3,913,854
Flooring and Floor Coverings	1,878,240	2,201,723	(323,483)
Computer Hardware, Software and Supplies	8,993,663	2,464,332	6,529,331
Kitchenware and Home Furnishings	10,095,780	7,113,846	2,981,934
Jewelry	6,835,482	3,896,280	2,939,202
Books	6,771,542	2,237,034	4,534,508
Photographic Equipment and Supplies	1,280,665	556,403	724,262
Toys, Hobby Goods and Games	8,197,635	4,298,783	3,898,852
Optical Goods	2,519,533	1,299,941	1,219,592
Sporting Goods	6,600,101	2,965,897	3,634,204
Hardware, Tools, Plumbing, Electrical	2,885,158	3,525,762	(640,604)
Lumber and Building Materials	1,941,153	2,338,573	(397,420)
Lawn, Garden, and Farm Equipment & Supplies	5,747,651	5,487,448	260,203
Paint and Sundries	819,698	1,032,205	(212,507)
Cars, Trucks, Other Powered Transportation	82,345,410	153,674,148	(71,328,738)
RVs, Campers, Camping & Travel Trailers	8,040,785	1,831,012	6,209,773
Automotive Fuels	38,026,627	21,293,704	16,732,923
Automotive Lubricants	702,679	670,975	31,704
Pets, Pet Foods and Pet Supplies	5,224,245	3,845,952	1,378,293
All Other Merchandise	28,406,117	22,250,421	6,155,696

