

RMP Opportunity Gap - Merchandise Lines

Radius 3: LEAVENWORTH, KS 66048, 5.00 - 10.00 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	300,892,444	159,377,258	141,515,186
Groceries and Other Foods	48,788,292	31,119,472	17,668,820
Meals and Snacks	23,408,187	6,349,043	17,059,144
Alcoholic Drinks	1,144,262	574,936	569,326
Packaged Liquor/Wine/Beer	8,205,684	5,546,053	2,659,631
Cigars, Cigarettes, Tobacco, Accessories	8,218,007	8,846,332	(628,325)
Drugs, Health Aids and Beauty Aids	29,740,549	14,130,762	15,609,787
Soaps, Detergents and Household Cleaners	696,979	216,848	480,131
Paper and Related Products	2,661,591	1,216,225	1,445,366
Men's Wear	6,889,746	1,804,939	5,084,807
Women's, Juniors' and Misses' Wear	11,221,269	5,852,653	5,368,616
Children's Wear	5,028,400	1,352,455	3,675,945
Footwear	4,221,379	999,387	3,221,992
Sewing, Knitting and Needlework Goods	663,540	131,054	532,486
Curtains, Draperies, Blinds, Slipcovers Etc	3,712,855	1,336,512	2,376,343
Major Household Appliances	2,046,251	424,276	1,621,975
Small Electric Appliances	505,050	232,384	272,666
Televisions, Video Recorders, Video Cameras	2,108,808	1,165,713	943,095
Audio Equipment, Musical Instruments	2,822,983	1,213,736	1,609,247
Furniture and Sleep Equipment	5,657,375	1,005,106	4,652,269
Flooring and Floor Coverings	1,330,321	266,387	1,063,934
Computer Hardware, Software and Supplies	4,985,694	6,898,117	(1,912,423)
Kitchenware and Home Furnishings	6,039,675	2,576,187	3,463,488
Jewelry	4,181,520	2,437,319	1,744,201
Books	3,375,260	2,610,318	764,942
Photographic Equipment and Supplies	726,723	149,905	576,818
Toys, Hobby Goods and Games	4,228,346	2,869,920	1,358,426
Optical Goods	1,417,450	222,217	1,195,233
Sporting Goods	3,774,289	1,388,634	2,385,655
Hardware, Tools, Plumbing, Electrical	1,900,507	390,095	1,510,412
Lumber and Building Materials	1,287,820	224,609	1,063,211
Lawn, Garden, and Farm Equipment & Supplies	3,631,834	1,366,557	2,265,277
Paint and Sundries	587,102	87,638	499,464
Cars, Trucks, Other Powered Transportation	48,386,076	15,373,427	33,012,649
RVs, Campers, Camping & Travel Trailers	6,215,160	929,822	5,285,338
Automotive Fuels	20,829,555	27,848,767	(7,019,212)
Automotive Lubricants	399,124	222,390	176,734
Pets, Pet Foods and Pet Supplies	3,503,402	1,866,552	1,636,850
All Other Merchandise	16,351,379	8,130,508	8,220,871

