

## RMP Opportunity Gap - Retail Stores

### 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
Motor Vehicle and Parts Dealers-441	57,585,485	17,799,725	39,785,760
Automotive Dealers-4411	48,344,149	14,813,513	33,530,636
Other Motor Vehicle Dealers-4412	5,433,747	881,723	4,552,024
Automotive Parts/Accsrs, Tire Stores-4413	3,807,589	2,104,489	1,703,100
Furniture and Home Furnishings Stores-442	5,964,531	2,113,627	3,850,904
Furniture Stores-4421	3,204,782	125,742	3,079,040
Home Furnishing Stores-4422	2,759,749	1,987,885	771,864
Electronics and Appliance Stores-443	6,436,877	7,750,864	(1,313,987)
Appliances, TVs, Electronics Stores-44311	4,769,508	1,931,448	2,838,060
Household Appliances Stores-443111	1,144,378	292,285	852,093
Radio, Television, Electronics Stores-443112	3,625,130	1,639,163	1,985,967
Computer and Software Stores-44312	1,350,919	5,819,417	(4,468,498)
Camera and Photographic Equipment Stores-44313	316,450	0	316,450
Building Material, Garden Equip Stores -444	28,154,776	7,170,636	20,984,140
Building Material and Supply Dealers-4441	25,256,519	5,999,270	19,257,249
Home Centers-44411	10,149,613	825,802	9,323,811
Paint and Wallpaper Stores-44412	620,684	0	620,684
Hardware Stores-44413	2,524,823	2,937,031	(412,208)
Other Building Materials Dealers-44419	11,961,399	2,236,438	9,724,961
Building Materials, Lumberyards-444191	4,633,092	874,448	3,758,644
Lawn, Garden Equipment, Supplies Stores-4442	2,898,257	1,171,366	1,726,891
Outdoor Power Equipment Stores-44421	628,053	58,446	569,607
Nursery and Garden Centers-44422	2,270,204	1,112,920	1,157,284
Food and Beverage Stores-445	38,423,963	23,940,566	14,483,397
Grocery Stores-4451	34,821,345	22,862,627	11,958,718
Supermarkets, Grocery (Ex Conv) Stores-44511	33,044,850	22,288,265	10,756,585
Convenience Stores-44512	1,776,495	574,361	1,202,134
Specialty Food Stores-4452	1,077,163	294,129	783,034
Beer, Wine and Liquor Stores-4453	2,525,455	783,811	1,741,644
Health and Personal Care Stores-446	17,954,214	5,502,659	12,451,555
Pharmacies and Drug Stores-44611	15,385,329	5,164,912	10,220,417
Cosmetics, Beauty Supplies, Perfume Stores-44612	641,627	147,891	493,736
Optical Goods Stores-44613	788,364	51,839	736,525
Other Health and Personal Care Stores-44619	1,138,895	138,018	1,000,877

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Gasoline Stations-447	28,708,132	43,222,530	(14,514,398)
Gasoline Stations With Conv Stores-44711	21,491,898	41,509,671	(20,017,773)
Other Gasoline Stations-44719	7,216,234	1,712,859	5,503,375
Clothing and Clothing Accessories Stores-448	13,454,370	3,822,863	9,631,507
Clothing Stores-4481	9,670,202	3,470,565	6,199,637
Men's Clothing Stores-44811	598,677	0	598,677
Women's Clothing Stores-44812	2,466,290	3,453,694	(987,404)
Childrens, Infants Clothing Stores-44813	555,690	16,871	538,819
Family Clothing Stores-44814	5,160,241	0	5,160,241
Clothing Accessories Stores-44815	233,846	0	233,846
Other Clothing Stores-44819	655,458	0	655,458
Shoe Stores-4482	1,827,378	0	1,827,378
Jewelry, Luggage, Leather Goods Stores-4483	1,956,790	352,298	1,604,492
Jewelry Stores-44831	1,802,204	352,298	1,449,906
Luggage and Leather Goods Stores-44832	154,586	0	154,586
Sporting Goods, Hobby, Book, Music Stores-451	5,881,299	391,127	5,490,172
Sportng Goods, Hobby, Musical Inst Stores-4511	4,168,830	391,127	3,777,703
Sporting Goods Stores-45111	2,137,683	27,506	2,110,177
Hobby, Toys and Games Stores-45112	1,292,948	360,829	932,119
Sew/Needlework/Piece Goods Stores-45113	337,702	2,791	334,911
Musical Instrument and Supplies Stores-45114	400,497	0	400,497
Book, Periodical and Music Stores-4512	1,712,469	0	1,712,469
Book Stores and News Dealers-45121	1,135,382	0	1,135,382
Book Stores-451211	1,072,086	0	1,072,086
News Dealers and Newsstands-451212	63,295	0	63,295
Prerecorded Tapes, CDs, Record Stores-45122	577,087	0	577,087
General Merchandise Stores-452	38,851,578	3,135,955	35,715,623
Department Stores Excl Leased Depts-4521	18,893,794	2,761,908	16,131,886
Other General Merchandise Stores-4529	19,957,784	374,047	19,583,737
Miscellaneous Store Retailers-453	8,092,967	10,393,337	(2,300,370)
Florists-4531	601,638	658,717	(57,079)
Office Supplies, Stationery, Gift Stores-4532	3,061,733	4,334,453	(1,272,720)
Office Supplies and Stationery Stores-45321	1,741,004	0	1,741,004
Gift, Novelty and Souvenir Stores-45322	1,320,730	4,334,453	(3,013,723)
Used Merchandise Stores-4533	638,472	1,742,614	(1,104,142)
Other Miscellaneous Store Retailers-4539	3,791,124	3,657,553	133,571
Non-Store Retailers-454	22,290,054	25,794,064	(3,504,010)
Foodservice and Drinking Places-722	29,094,198	8,339,305	20,754,893
Full-Service Restaurants-7221	13,109,556	5,697,776	7,411,780



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

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	12,172,152	1,118,333	11,053,819
Special Foodservices-7223	2,402,527	538,890	1,863,637
Drinking Places -Alcoholic Beverages-7224	1,409,963	984,306	425,657
<b>GAFO *</b>	<b>73,650,388</b>	<b>21,548,889</b>	<b>52,101,499</b>
General Merchandise Stores-452	38,851,578	3,135,955	35,715,623
Clothing and Clothing Accessories Stores-448	13,454,370	3,822,863	9,631,507
Furniture and Home Furnishings Stores-442	5,964,531	2,113,627	3,850,904
Electronics and Appliance Stores-443	6,436,877	7,750,864	(1,313,987)
Sporting Goods, Hobby, Book, Music Stores-451	5,881,299	391,127	5,490,172
Office Supplies, Stationery, Gift Stores-4532	3,061,733	4,334,453	(1,272,720)

\* 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.

Nielsen' 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.