

RMP Opportunity Gap - Retail Stores

Radius 1: 297 W LINCOLN AVE # AND, FERGUS FALLS, MN 56537-2124, 0.00 - 32.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	989,234,139	896,831,650	92,402,489
Motor Vehicle and Parts Dealers-441	173,461,217	197,637,375	(24,176,158)
Automotive Dealers-4411	142,402,506	162,571,521	(20,169,015)
Other Motor Vehicle Dealers-4412	17,070,320	19,770,938	(2,700,618)
Automotive Parts/Accsrs, Tire Stores-4413	13,988,392	15,294,916	(1,306,524)
Furniture and Home Furnishings Stores-442	19,356,470	6,986,995	12,369,475
Furniture Stores-4421	10,081,271	4,831,560	5,249,711
Home Furnishing Stores-4422	9,275,199	2,155,436	7,119,763
Electronics and Appliance Stores-443	20,952,604	8,385,761	12,566,843
Appliances, TVs, Electronics Stores-44311	16,007,725	7,067,531	8,940,194
Household Appliances Stores-443111	3,827,645	1,588,440	2,239,205
Radio, Television, Electronics Stores-443112	12,180,080	5,479,091	6,700,989
Computer and Software Stores-44312	4,070,122	1,318,230	2,751,892
Camera and Photographic Equipment Stores-44313	874,757	0	874,757
Building Material, Garden Equip Stores -444	97,965,108	168,251,106	(70,285,998)
Building Material and Supply Dealers-4441	88,718,383	88,341,133	377,250
Home Centers-44411	38,211,994	37,442,623	769,371
Paint and Wallpaper Stores-44412	1,992,823	588,022	1,404,801
Hardware Stores-44413	8,499,992	9,155,573	(655,581)
Other Building Materials Dealers-44419	40,013,574	41,154,915	(1,141,341)
Building Materials, Lumberyards-444191	15,840,202	16,100,399	(260,197)
Lawn, Garden Equipment, Supplies Stores-4442	9,246,725	79,909,973	(70,663,248)
Outdoor Power Equipment Stores-44421	1,928,393	51,249	1,877,144
Nursery and Garden Centers-44422	7,318,333	79,858,724	(72,540,391)
Food and Beverage Stores-445	135,719,589	103,451,345	32,268,244
Grocery Stores-4451	123,237,313	85,220,824	38,016,489
Supermarkets, Grocery (Ex Conv) Stores-44511	116,759,751	83,417,344	33,342,407
Convenience Stores-44512	6,477,563	1,803,479	4,674,084
Specialty Food Stores-4452	4,103,801	1,583,674	2,520,127
Beer, Wine and Liquor Stores-4453	8,378,475	16,646,847	(8,268,372)
Health and Personal Care Stores-446	65,991,324	30,645,333	35,345,991
Pharmancies and Drug Stores-44611	57,062,114	27,700,331	29,361,783
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,369,334	256,843	2,112,491
Optical Goods Stores-44613	2,395,849	1,278,962	1,116,887
Other Health and Personal Care Stores-44619	4,164,026	1,409,198	2,754,828



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	91,146,423	143,205,816	(52,059,393)
Gasoline Stations With Conv Stores-44711	68,446,801	114,975,146	(46,528,345)
Other Gasoline Stations-44719	22,699,622	28,230,671	(5,531,049)
Clothing and Clothing Accessories Stores-448	40,215,402	6,118,872	34,096,530
Clothing Stores-4481	28,829,053	2,487,175	26,341,878
Men's Clothing Stores-44811	1,871,963	28,702	1,843,261
Women's Clothing Stores-44812	6,870,769	2,258,182	4,612,587
Childrens, Infants Clothing Stores-44813	1,711,168	0	1,711,168
Family Clothing Stores-44814	15,749,969	0	15,749,969
Clothing Accessories Stores-44815	671,867	3,082	668,785
Other Clothing Stores-44819	1,953,317	197,209	1,756,108
Shoe Stores-4482	5,698,011	333,825	5,364,186
Jewelry, Luggage, Leather Goods Stores-4483	5,688,338	3,297,872	2,390,466
Jewelry Stores-44831	5,200,026	3,297,872	1,902,154
Luggage and Leather Goods Stores-44832	488,312	0	488,312
Sporting Goods, Hobby, Book, Music Stores-451	18,056,020	5,910,353	12,145,667
Sportng Goods, Hobby, Musical Inst Stores-4511	12,430,903	4,886,183	7,544,720
Sporting Goods Stores-45111	6,016,985	4,217,331	1,799,654
Hobby, Toys and Games Stores-45112	4,179,882	199,838	3,980,044
Sew/Needlework/Piece Goods Stores-45113	1,156,997	222,083	934,914
Musical Instrument and Supplies Stores-45114	1,077,039	246,932	830,107
Book, Periodical and Music Stores-4512	5,625,117	1,024,170	4,600,947
Book Stores and News Dealers-45121	3,977,706	1,024,170	2,953,536
Book Stores-451211	3,749,733	1,024,170	2,725,563
News Dealers and Newsstands-451212	227,973	0	227,973
Prerecorded Tapes, CDs, Record Stores-45122	1,647,412	0	1,647,412
General Merchandise Stores-452	131,369,334	147,925,114	(16,555,780)
Department Stores Excl Leased Depts-4521	61,042,850	96,628,051	(35,585,201)
Other General Merchandise Stores-4529	70,326,484	51,297,063	19,029,421
Miscellaneous Store Retailers-453	27,513,233	11,677,889	15,835,344
Florists-4531	1,867,528	715,062	1,152,466
Office Supplies, Stationery, Gift Stores-4532	9,760,997	1,483,547	8,277,450
Office Supplies and Stationery Stores-45321	5,506,634	173,280	5,333,354
Gift, Novelty and Souvenir Stores-45322	4,254,363	1,310,267	2,944,096
Used Merchandise Stores-4533	1,940,328	579,681	1,360,647
Other Miscellaneous Store Retailers-4539	13,944,381	8,899,600	5,044,781
Non-Store Retailers-454	69,074,573	13,247,027	55,827,546
Foodservice and Drinking Places-722	98,412,840	53,388,662	45,024,178
Full-Service Restaurants-7221	43,946,268	23,836,324	20,109,944



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	41,465,335	20,954,205	20,511,130
Special Foodservices-7223	8,129,105	2,877,484	5,251,621
Drinking Places -Alcoholic Beverages-7224	4,872,133	5,720,649	(848,516)
GAFO *	239,710,828	176,810,643	62,900,185
General Merchandise Stores-452	131,369,334	147,925,114	(16,555,780)
Clothing and Clothing Accessories Stores-448	40,215,402	6,118,872	34,096,530
Furniture and Home Furnishings Stores-442	19,356,470	6,986,995	12,369,475
Electronics and Appliance Stores-443	20,952,604	8,385,761	12,566,843
Sporting Goods, Hobby, Book, Music Stores-451	18,056,020	5,910,353	12,145,667
Office Supplies, Stationery, Gift Stores-4532	9,760,997	1,483,547	8,277,450

RMP Opportunity Gap - Retail Stores

Radius 2: 297 W LINCOLN AVE # AND, FERGUS FALLS, MN 56537-2124, 0.00 - 45.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,131,453,837	2,133,525,219	(2,071,382)
Motor Vehicle and Parts Dealers-441	374,158,701	418,599,269	(44,440,568)
Automotive Dealers-4411	307,457,387	336,962,388	(29,505,001)
Other Motor Vehicle Dealers-4412	36,472,271	54,560,392	(18,088,121)
Automotive Parts/Accsrs, Tire Stores-4413	30,229,042	27,076,490	3,152,552
Furniture and Home Furnishings Stores-442	42,301,995	20,210,851	22,091,144
Furniture Stores-4421	22,085,831	14,823,461	7,262,370
Home Furnishing Stores-4422	20,216,164	5,387,390	14,828,774
Electronics and Appliance Stores-443	45,380,155	21,188,921	24,191,234
Appliances, TVs, Electronics Stores-44311	34,679,891	19,216,158	15,463,733
Household Appliances Stores-443111	8,310,163	12,325,619	(4,015,456)
Radio, Television, Electronics Stores-443112	26,369,729	6,890,539	19,479,190
Computer and Software Stores-44312	8,789,003	1,972,762	6,816,241
Camera and Photographic Equipment Stores-44313	1,911,260	0	1,911,260
Building Material, Garden Equip Stores -444	212,880,524	306,701,978	(93,821,454)
Building Material and Supply Dealers-4441	192,909,928	185,024,758	7,885,170
Home Centers-44411	83,104,053	44,659,484	38,444,569
Paint and Wallpaper Stores-44412	4,340,000	1,180,940	3,159,060
Hardware Stores-44413	18,441,343	16,656,573	1,784,770
Other Building Materials Dealers-44419	87,024,532	122,527,761	(35,503,229)
Building Materials, Lumberyards-444191	34,307,011	47,934,653	(13,627,642)
Lawn, Garden Equipment, Supplies Stores-4442	19,970,596	121,677,220	(101,706,624)
Outdoor Power Equipment Stores-44421	4,126,587	1,332,818	2,793,769
Nursery and Garden Centers-44422	15,844,009	120,344,402	(104,500,393)
Food and Beverage Stores-445	291,352,594	248,043,196	43,309,398
Grocery Stores-4451	264,381,128	205,142,502	59,238,626
Supermarkets, Grocery (Ex Conv) Stores-44511	250,488,382	201,317,934	49,170,448
Convenience Stores-44512	13,892,746	3,824,568	10,068,178
Specialty Food Stores-4452	8,807,319	5,950,817	2,856,502
Beer, Wine and Liquor Stores-4453	18,164,147	36,949,877	(18,785,730)
Health and Personal Care Stores-446	140,586,429	74,853,408	65,733,021
Pharmancies and Drug Stores-44611	121,540,584	64,258,032	57,282,552
Cosmetics, Beauty Supplies, Perfume Stores-44612	5,040,929	402,874	4,638,055
Optical Goods Stores-44613	5,137,847	2,124,504	3,013,343
Other Health and Personal Care Stores-44619	8,867,068	8,067,998	799,070



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	195,512,922	321,109,353	(125,596,431)
Gasoline Stations With Conv Stores-44711	146,791,847	265,298,423	(118,506,576)
Other Gasoline Stations-44719	48,721,074	55,810,930	(7,089,856)
Clothing and Clothing Accessories Stores-448	87,235,881	27,061,583	60,174,298
Clothing Stores-4481	62,487,451	15,230,535	47,256,916
Men's Clothing Stores-44811	4,044,597	58,059	3,986,538
Women's Clothing Stores-44812	14,845,820	2,514,605	12,331,215
Childrens, Infants Clothing Stores-44813	3,768,990	0	3,768,990
Family Clothing Stores-44814	34,158,530	12,457,580	21,700,950
Clothing Accessories Stores-44815	1,454,252	3,082	1,451,170
Other Clothing Stores-44819	4,215,262	197,209	4,018,053
Shoe Stores-4482	12,317,806	3,995,031	8,322,775
Jewelry, Luggage, Leather Goods Stores-4483	12,430,623	7,836,018	4,594,605
Jewelry Stores-44831	11,373,724	7,836,018	3,537,706
Luggage and Leather Goods Stores-44832	1,056,899	0	1,056,899
Sporting Goods, Hobby, Book, Music Stores-451	38,932,793	23,640,339	15,292,454
Sportng Goods, Hobby, Musical Inst Stores-4511	27,019,530	20,760,129	6,259,401
Sporting Goods Stores-45111	13,104,943	15,021,539	(1,916,596)
Hobby, Toys and Games Stores-45112	9,093,915	522,819	8,571,096
Sew/Needlework/Piece Goods Stores-45113	2,483,528	1,425,433	1,058,095
Musical Instrument and Supplies Stores-45114	2,337,144	3,790,338	(1,453,194)
Book, Periodical and Music Stores-4512	11,913,262	2,880,209	9,033,053
Book Stores and News Dealers-45121	8,352,069	2,040,173	6,311,896
Book Stores-451211	7,865,171	2,040,173	5,824,998
News Dealers and Newsstands-451212	486,898	0	486,898
Prerecorded Tapes, CDs, Record Stores-45122	3,561,194	840,037	2,721,157
General Merchandise Stores-452	282,960,845	456,919,160	(173,958,315)
Department Stores Excl Leased Depts-4521	131,858,508	294,496,803	(162,638,295)
Other General Merchandise Stores-4529	151,102,338	162,422,357	(11,320,019)
Miscellaneous Store Retailers-453	59,299,057	31,911,596	27,387,461
Florists-4531	4,055,579	2,018,546	2,037,033
Office Supplies, Stationery, Gift Stores-4532	21,108,296	9,401,391	11,706,905
Office Supplies and Stationery Stores-45321	11,908,085	3,508,625	8,399,460
Gift, Novelty and Souvenir Stores-45322	9,200,212	5,892,766	3,307,446
Used Merchandise Stores-4533	4,187,695	2,458,947	1,728,748
Other Miscellaneous Store Retailers-4539	29,947,487	18,032,712	11,914,775
Non-Store Retailers-454	148,191,987	41,458,170	106,733,817
Foodservice and Drinking Places-722	212,659,955	141,827,396	70,832,559
Full-Service Restaurants-7221	95,017,312	60,443,592	34,573,720



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	89,558,789	61,350,352	28,208,437
Special Foodservices-7223	17,560,222	10,099,735	7,460,487
Drinking Places -Alcoholic Beverages-7224	10,523,632	9,933,717	589,915
GAFO *	517,919,965	558,422,245	(40,502,280)
General Merchandise Stores-452	282,960,845	456,919,160	(173,958,315)
Clothing and Clothing Accessories Stores-448	87,235,881	27,061,583	60,174,298
Furniture and Home Furnishings Stores-442	42,301,995	20,210,851	22,091,144
Electronics and Appliance Stores-443	45,380,155	21,188,921	24,191,234
Sporting Goods, Hobby, Book, Music Stores-451	38,932,793	23,640,339	15,292,454
Office Supplies, Stationery, Gift Stores-4532	21,108,296	9,401,391	11,706,905

* 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.

RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

297 W LINCOLN AVE # AND
FERGUS FALLS, MN 56537-2124

Latitude/Longitude 46.283349 -96.077575
Radius 0.00 - 32.00

Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

297 W LINCOLN AVE # AND
FERGUS FALLS, MN 56537-2124

Latitude/Longitude 46.283349 -96.077575
Radius 0.00 - 45.00

Project Information:

Site: 2

Order Number: 970248425

