

RMP Opportunity Gap - Retail Stores

Fergus Falls, MN

Radius 1: 297 W LINCOLN AVE # AND, FERGUS FALLS, MN 56537-2124, 0.00 - 8.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	246,050,700	407,361,784	(161,311,084)
Motor Vehicle and Parts Dealers-441	40,999,550	114,491,801	(73,492,251)
Automotive Dealers-4411	33,836,791	94,624,274	(60,787,483)
Other Motor Vehicle Dealers-4412	3,669,528	11,839,815	(8,170,287)
Automotive Parts/Accsrs, Tire Stores-4413	3,493,231	8,027,712	(4,534,481)
Furniture and Home Furnishings Stores-442	4,838,352	3,165,665	1,672,687
Furniture Stores-4421	2,519,799	2,396,439	123,360
Home Furnishing Stores-4422	2,318,554	769,226	1,549,328
Electronics and Appliance Stores-443	5,219,405	3,502,257	1,717,148
Appliances, TVs, Electronics Stores-44311	3,993,207	2,743,428	1,249,779
Household Appliances Stores-443111	952,473	635,069	317,404
Radio, Television, Electronics Stores-443112	3,040,734	2,108,359	932,375
Computer and Software Stores-44312	1,009,290	758,829	250,461
Camera and Photographic Equipment Stores-44313	216,908	0	216,908
Building Material, Garden Equip Stores -444	23,948,173	59,713,282	(35,765,109)
Building Material and Supply Dealers-4441	21,778,957	57,112,805	(35,333,848)
Home Centers-44411	9,378,598	35,735,980	(26,357,382)
Paint and Wallpaper Stores-44412	492,959	97,116	395,843
Hardware Stores-44413	2,075,802	322,742	1,753,060
Other Building Materials Dealers-44419	9,831,599	20,956,966	(11,125,367)
Building Materials, Lumberyards-444191	3,954,859	8,198,670	(4,243,811)
Lawn, Garden Equipment, Supplies Stores-4442	2,169,215	2,600,477	(431,262)
Outdoor Power Equipment Stores-44421	419,774	0	419,774
Nursery and Garden Centers-44422	1,749,442	2,600,477	(851,035)
Food and Beverage Stores-445	34,796,672	47,666,041	(12,869,369)
Grocery Stores-4451	31,521,216	45,281,630	(13,760,414)
Supermarkets, Grocery (Ex Conv) Stores-44511	29,858,327	43,850,292	(13,991,965)
Convenience Stores-44512	1,662,890	1,431,338	231,552
Specialty Food Stores-4452	1,051,072	221,627	829,445
Beer, Wine and Liquor Stores-4453	2,224,383	2,162,784	61,599
Health and Personal Care Stores-446	16,716,808	8,411,973	8,304,835
Pharmancies and Drug Stores-44611	14,464,965	6,436,635	8,028,330
Cosmetics, Beauty Supplies, Perfume Stores-44612	600,102	59,591	540,511
Optical Goods Stores-44613	596,096	1,016,318	(420,222)
Other Health and Personal Care Stores-44619	1,055,645	899,430	156,215



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	22,427,133	32,252,236	(9,825,103)
Gasoline Stations With Conv Stores-44711	16,920,158	28,252,270	(11,332,112)
Other Gasoline Stations-44719	5,506,975	3,999,965	1,507,010
Clothing and Clothing Accessories Stores-448	10,113,197	2,267,621	7,845,576
Clothing Stores-4481	7,236,427	354,908	6,881,519
Men's Clothing Stores-44811	464,782	0	464,782
Women's Clothing Stores-44812	1,720,076	174,251	1,545,825
Childrens, Infants Clothing Stores-44813	441,132	0	441,132
Family Clothing Stores-44814	3,953,463	0	3,953,463
Clothing Accessories Stores-44815	168,129	1,375	166,754
Other Clothing Stores-44819	488,845	179,282	309,563
Shoe Stores-4482	1,443,265	0	1,443,265
Jewelry, Luggage, Leather Goods Stores-4483	1,433,505	1,912,713	(479,208)
Jewelry Stores-44831	1,310,843	1,912,713	(601,870)
Luggage and Leather Goods Stores-44832	122,662	0	122,662
Sporting Goods, Hobby, Book, Music Stores-451	4,433,568	694,698	3,738,870
Sportng Goods, Hobby, Musical Inst Stores-4511	3,048,287	694,698	2,353,589
Sporting Goods Stores-45111	1,465,562	438,789	1,026,773
Hobby, Toys and Games Stores-45112	1,042,556	64,868	977,688
Sew/Needlework/Piece Goods Stores-45113	272,479	67,575	204,904
Musical Instrument and Supplies Stores-45114	267,690	123,466	144,224
Book, Periodical and Music Stores-4512	1,385,280	0	1,385,280
Book Stores and News Dealers-45121	975,227	0	975,227
Book Stores-451211	917,740	0	917,740
News Dealers and Newsstands-451212	57,487	0	57,487
Prerecorded Tapes, CDs, Record Stores-45122	410,053	0	410,053
General Merchandise Stores-452	33,156,067	108,339,938	(75,183,871)
Department Stores Excl Leased Depts-4521	15,340,714	72,162,596	(56,821,882)
Other General Merchandise Stores-4529	17,815,353	36,177,342	(18,361,989)
Miscellaneous Store Retailers-453	6,756,520	5,574,179	1,182,341
Florists-4531	460,714	253,495	207,219
Office Supplies, Stationery, Gift Stores-4532	2,446,452	536,167	1,910,285
Office Supplies and Stationery Stores-45321	1,376,191	165,056	1,211,135
Gift, Novelty and Souvenir Stores-45322	1,070,260	371,111	699,149
Used Merchandise Stores-4533	484,634	193,054	291,580
Other Miscellaneous Store Retailers-4539	3,364,721	4,591,463	(1,226,742)
Non-Store Retailers-454	17,322,862	6,168,630	11,154,232
Foodservice and Drinking Places-722	25,322,392	15,113,464	10,208,928
Full-Service Restaurants-7221	11,323,970	8,180,176	3,143,794



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	10,638,609	4,390,378	6,248,231
Special Foodservices-7223	2,085,528	2,388,743	(303,215)
Drinking Places -Alcoholic Beverages-7224	1,274,285	154,167	1,120,118
GAFO *	60,207,041	118,506,346	(58,299,305)
General Merchandise Stores-452	33,156,067	108,339,938	(75,183,871)
Clothing and Clothing Accessories Stores-448	10,113,197	2,267,621	7,845,576
Furniture and Home Furnishings Stores-442	4,838,352	3,165,665	1,672,687
Electronics and Appliance Stores-443	5,219,405	3,502,257	1,717,148
Sporting Goods, Hobby, Book, Music Stores-451	4,433,568	694,698	3,738,870
Office Supplies, Stationery, Gift Stores-4532	2,446,452	536,167	1,910,285



RMP Opportunity Gap - Retail Stores

Fergus Falls, MN

Radius 2: 297 W LINCOLN AVE # AND, FERGUS FALLS, MN 56537-2124, 0.00 - 16.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	342,324,147	465,777,122	(123,452,975)
Motor Vehicle and Parts Dealers-441	59,098,975	115,872,363	(56,773,388)
Automotive Dealers-4411	48,590,495	95,239,118	(46,648,623)
Other Motor Vehicle Dealers-4412	5,675,218	12,600,746	(6,925,528)
Automotive Parts/Accsrs, Tire Stores-4413	4,833,262	8,032,499	(3,199,237)
Furniture and Home Furnishings Stores-442	6,719,517	3,970,164	2,749,353
Furniture Stores-4421	3,501,062	3,021,743	479,319
Home Furnishing Stores-4422	3,218,454	948,421	2,270,033
Electronics and Appliance Stores-443	7,192,101	3,536,931	3,655,170
Appliances, TVs, Electronics Stores-44311	5,500,334	2,778,102	2,722,232
Household Appliances Stores-443111	1,319,291	635,069	684,222
Radio, Television, Electronics Stores-443112	4,181,044	2,143,033	2,038,011
Computer and Software Stores-44312	1,389,918	758,829	631,089
Camera and Photographic Equipment Stores-44313	301,849	0	301,849
Building Material, Garden Equip Stores -444	33,605,662	79,078,493	(45,472,831)
Building Material and Supply Dealers-4441	30,483,048	62,503,175	(32,020,127)
Home Centers-44411	13,127,219	35,784,049	(22,656,830)
Paint and Wallpaper Stores-44412	689,384	97,116	592,268
Hardware Stores-44413	2,904,432	683,786	2,220,646
Other Building Materials Dealers-44419	13,762,013	25,938,223	(12,176,210)
Building Materials, Lumberyards-444191	5,476,252	10,147,410	(4,671,158)
Lawn, Garden Equipment, Supplies Stores-4442	3,122,614	16,575,318	(13,452,704)
Outdoor Power Equipment Stores-44421	643,296	5,189	638,107
Nursery and Garden Centers-44422	2,479,318	16,570,129	(14,090,811)
Food and Beverage Stores-445	47,795,746	51,444,329	(3,648,583)
Grocery Stores-4451	43,319,306	47,265,056	(3,945,750)
Supermarkets, Grocery (Ex Conv) Stores-44511	41,040,549	45,791,797	(4,751,248)
Convenience Stores-44512	2,278,757	1,473,258	805,499
Specialty Food Stores-4452	1,443,840	243,937	1,199,903
Beer, Wine and Liquor Stores-4453	3,032,600	3,935,337	(902,737)
Health and Personal Care Stores-446	23,066,493	8,612,651	14,453,842
Pharmancies and Drug Stores-44611	19,952,845	6,563,745	13,389,100
Cosmetics, Beauty Supplies, Perfume Stores-44612	828,185	99,497	728,688
Optical Goods Stores-44613	829,307	1,016,318	(187,011)
Other Health and Personal Care Stores-44619	1,456,156	933,091	523,065



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	31,275,276	48,194,388	(16,919,112)
Gasoline Stations With Conv Stores-44711	23,546,276	39,496,869	(15,950,593)
Other Gasoline Stations-44719	7,729,000	8,697,520	(968,520)
Clothing and Clothing Accessories Stores-448	13,932,645	2,278,748	11,653,897
Clothing Stores-4481	9,983,065	365,756	9,617,309
Men's Clothing Stores-44811	643,379	0	643,379
Women's Clothing Stores-44812	2,380,014	174,251	2,205,763
Childrens, Infants Clothing Stores-44813	599,282	0	599,282
Family Clothing Stores-44814	5,451,675	0	5,451,675
Clothing Accessories Stores-44815	232,544	2,172	230,372
Other Clothing Stores-44819	676,171	189,333	486,838
Shoe Stores-4482	1,977,489	0	1,977,489
Jewelry, Luggage, Leather Goods Stores-4483	1,972,090	1,912,992	59,098
Jewelry Stores-44831	1,803,061	1,912,992	(109,931)
Luggage and Leather Goods Stores-44832	169,030	0	169,030
Sporting Goods, Hobby, Book, Music Stores-451	6,093,407	1,155,247	4,938,160
Sportng Goods, Hobby, Musical Inst Stores-4511	4,215,300	1,155,247	3,060,053
Sporting Goods Stores-45111	2,028,844	781,209	1,247,635
Hobby, Toys and Games Stores-45112	1,434,356	110,681	1,323,675
Sew/Needlework/Piece Goods Stores-45113	382,812	69,016	313,796
Musical Instrument and Supplies Stores-45114	369,287	194,341	174,946
Book, Periodical and Music Stores-4512	1,878,107	0	1,878,107
Book Stores and News Dealers-45121	1,314,899	0	1,314,899
Book Stores-451211	1,236,311	0	1,236,311
News Dealers and Newsstands-451212	78,588	0	78,588
Prerecorded Tapes, CDs, Record Stores-45122	563,208	0	563,208
General Merchandise Stores-452	45,685,801	121,848,979	(76,163,178)
Department Stores Excl Leased Depts-4521	21,158,117	84,250,146	(63,092,029)
Other General Merchandise Stores-4529	24,527,684	37,598,833	(13,071,149)
Miscellaneous Store Retailers-453	9,409,634	6,110,910	3,298,724
Florists-4531	643,289	257,181	386,108
Office Supplies, Stationery, Gift Stores-4532	3,369,263	587,493	2,781,770
Office Supplies and Stationery Stores-45321	1,897,812	165,056	1,732,756
Gift, Novelty and Souvenir Stores-45322	1,471,451	422,437	1,049,014
Used Merchandise Stores-4533	664,933	217,767	447,166
Other Miscellaneous Store Retailers-4539	4,732,149	5,048,469	(316,320)
Non-Store Retailers-454	23,881,605	6,711,033	17,170,572
Foodservice and Drinking Places-722	34,567,286	16,962,887	17,604,399
Full-Service Restaurants-7221	15,450,515	9,132,108	6,318,407



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	14,529,518	5,032,822	9,496,696
Special Foodservices-7223	2,849,440	2,388,743	460,697
Drinking Places -Alcoholic Beverages-7224	1,737,813	409,213	1,328,600
GAFO *	82,992,734	133,377,561	(50,384,827)
General Merchandise Stores-452	45,685,801	121,848,979	(76,163,178)
Clothing and Clothing Accessories Stores-448	13,932,645	2,278,748	11,653,897
Furniture and Home Furnishings Stores-442	6,719,517	3,970,164	2,749,353
Electronics and Appliance Stores-443	7,192,101	3,536,931	3,655,170
Sporting Goods, Hobby, Book, Music Stores-451	6,093,407	1,155,247	4,938,160
Office Supplies, Stationery, Gift Stores-4532	3,369,263	587,493	2,781,770



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Radius 3: 297 W LINCOLN AVE # AND, FERGUS FALLS, MN 56537-2124, 0.00 - 24.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	557,669,376	593,233,118	(35,563,742)
Motor Vehicle and Parts Dealers-441	96,526,717	128,961,441	(32,434,724)
Automotive Dealers-4411	79,154,732	104,848,317	(25,693,585)
Other Motor Vehicle Dealers-4412	9,540,092	14,273,406	(4,733,314)
Automotive Parts/Accsrs, Tire Stores-4413	7,831,894	9,839,718	(2,007,824)
Furniture and Home Furnishings Stores-442	10,901,003	4,837,785	6,063,218
Furniture Stores-4421	5,672,789	3,679,382	1,993,407
Home Furnishing Stores-4422	5,228,214	1,158,403	4,069,811
Electronics and Appliance Stores-443	11,601,690	3,800,128	7,801,562
Appliances, TVs, Electronics Stores-44311	8,879,787	3,041,299	5,838,488
Household Appliances Stores-443111	2,140,949	635,069	1,505,880
Radio, Television, Electronics Stores-443112	6,738,839	2,406,230	4,332,609
Computer and Software Stores-44312	2,239,308	758,829	1,480,479
Camera and Photographic Equipment Stores-44313	482,595	0	482,595
Building Material, Garden Equip Stores -444	55,062,496	112,728,379	(57,665,883)
Building Material and Supply Dealers-4441	49,871,466	73,079,598	(23,208,132)
Home Centers-44411	21,488,118	37,109,351	(15,621,233)
Paint and Wallpaper Stores-44412	1,124,011	97,116	1,026,895
Hardware Stores-44413	4,764,592	2,799,314	1,965,278
Other Building Materials Dealers-44419	22,494,746	33,073,816	(10,579,070)
Building Materials, Lumberyards-444191	8,886,446	12,938,961	(4,052,515)
Lawn, Garden Equipment, Supplies Stores-4442	5,191,030	39,648,781	(34,457,751)
Outdoor Power Equipment Stores-44421	1,079,832	18,546	1,061,286
Nursery and Garden Centers-44422	4,111,198	39,630,236	(35,519,038)
Food and Beverage Stores-445	77,825,129	65,692,888	12,132,241
Grocery Stores-4451	70,616,386	59,711,638	10,904,748
Supermarkets, Grocery (Ex Conv) Stores-44511	66,922,331	58,196,733	8,725,598
Convenience Stores-44512	3,694,056	1,514,905	2,179,151
Specialty Food Stores-4452	2,354,119	304,426	2,049,693
Beer, Wine and Liquor Stores-4453	4,854,624	5,676,824	(822,200)
Health and Personal Care Stores-446	37,905,200	16,036,971	21,868,229
Pharmancies and Drug Stores-44611	32,793,217	13,953,942	18,839,275
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,363,347	133,200	1,230,147
Optical Goods Stores-44613	1,354,046	1,016,738	337,308
Other Health and Personal Care Stores-44619	2,394,591	933,091	1,461,500



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	51,237,354	76,739,515	(25,502,161)
Gasoline Stations With Conv Stores-44711	38,525,111	60,005,121	(21,480,010)
Other Gasoline Stations-44719	12,712,243	16,734,395	(4,022,152)
Clothing and Clothing Accessories Stores-448	22,509,008	2,341,447	20,167,561
Clothing Stores-4481	16,148,585	374,369	15,774,216
Men's Clothing Stores-44811	1,042,099	0	1,042,099
Women's Clothing Stores-44812	3,837,792	174,251	3,663,541
Childrens, Infants Clothing Stores-44813	976,910	0	976,910
Family Clothing Stores-44814	8,823,429	0	8,823,429
Clothing Accessories Stores-44815	374,577	2,909	371,668
Other Clothing Stores-44819	1,093,777	197,209	896,568
Shoe Stores-4482	3,202,895	0	3,202,895
Jewelry, Luggage, Leather Goods Stores-4483	3,157,528	1,967,079	1,190,449
Jewelry Stores-44831	2,884,453	1,967,079	917,374
Luggage and Leather Goods Stores-44832	273,075	0	273,075
Sporting Goods, Hobby, Book, Music Stores-451	9,841,684	2,734,515	7,107,169
Sportng Goods, Hobby, Musical Inst Stores-4511	6,844,728	2,665,545	4,179,183
Sporting Goods Stores-45111	3,288,518	2,161,335	1,127,183
Hobby, Toys and Games Stores-45112	2,328,628	140,579	2,188,049
Sew/Needlework/Piece Goods Stores-45113	631,758	116,699	515,059
Musical Instrument and Supplies Stores-45114	595,825	246,932	348,893
Book, Periodical and Music Stores-4512	2,996,956	68,970	2,927,986
Book Stores and News Dealers-45121	2,089,994	68,970	2,021,024
Book Stores-451211	1,963,054	68,970	1,894,084
News Dealers and Newsstands-451212	126,940	0	126,940
Prerecorded Tapes, CDs, Record Stores-45122	906,962	0	906,962
General Merchandise Stores-452	74,414,251	131,226,877	(56,812,626)
Department Stores Excl Leased Depts-4521	34,431,556	84,296,265	(49,864,709)
Other General Merchandise Stores-4529	39,982,694	46,930,612	(6,947,918)
Miscellaneous Store Retailers-453	15,402,887	8,820,506	6,582,381
Florists-4531	1,051,079	480,691	570,388
Office Supplies, Stationery, Gift Stores-4532	5,447,367	903,425	4,543,942
Office Supplies and Stationery Stores-45321	3,064,598	167,056	2,897,542
Gift, Novelty and Souvenir Stores-45322	2,382,768	736,369	1,646,399
Used Merchandise Stores-4533	1,071,484	247,671	823,813
Other Miscellaneous Store Retailers-4539	7,832,957	7,188,719	644,238
Non-Store Retailers-454	38,863,753	10,848,354	28,015,399
Foodservice and Drinking Places-722	55,578,204	28,464,309	27,113,895
Full-Service Restaurants-7221	24,815,766	12,016,613	12,799,153



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	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	23,387,982	11,662,150	11,725,832
Special Foodservices-7223	4,587,896	2,388,743	2,199,153
Drinking Places -Alcoholic Beverages-7224	2,786,560	2,396,803	389,757
GAFO *	134,715,003	145,844,179	(11,129,176)
General Merchandise Stores-452	74,414,251	131,226,877	(56,812,626)
Clothing and Clothing Accessories Stores-448	22,509,008	2,341,447	20,167,561
Furniture and Home Furnishings Stores-442	10,901,003	4,837,785	6,063,218
Electronics and Appliance Stores-443	11,601,690	3,800,128	7,801,562
Sporting Goods, Hobby, Book, Music Stores-451	9,841,684	2,734,515	7,107,169
Office Supplies, Stationery, Gift Stores-4532	5,447,367	903,425	4,543,942

* 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.



