

RMP Opportunity Gap - Retail Stores 2006

STATE COLLEGE, PA 16803, 0.00 - 30.00 Miles, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	276,586,121	189,897,928	86,688,193
Electronic Shopping, Mail-Order Houses-4541	158,150,569	47,560,682	110,589,887
Vending Machine Operators-4542	11,114,120	4,842,512	6,271,608
Direct Selling Establishments-4543	107,321,433	137,494,734	(30,173,301)
Foodservice and Drinking Places-722	394,086,298	257,650,425	136,435,873
Full-Service Restaurants-7221	177,310,407	133,207,378	44,103,029
Limited-Service Eating Places-7222	166,485,480	101,605,408	64,880,072
Special Foodservices-7223	33,143,505	5,667,601	27,475,904
Drinking Places -Alcoholic Beverages-7224	17,146,906	17,170,038	(23,132)
GAFO *	948,405,279	1,027,505,892	(79,100,613)
General Merchandise Stores-452	480,129,906	716,465,331	(236,335,425)
Clothing and Clothing Accessories Stores-448	176,003,050	87,726,405	88,276,645
Furniture and Home Furnishings Stores-442	92,274,033	51,505,031	40,769,002
Electronics and Appliance Stores-443	87,914,134	63,143,351	24,770,783
Sporting Goods, Hobby, Book, Music Stores-451	71,250,852	82,435,087	(11,184,235)
Office Supplies, Stationery, Gift Stores-4532	40,833,304	26,230,687	14,602,617

* 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.

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.

