

RMP Opportunity Gap - Merchandise Lines

100 HAY, FAYETTEVILLE, NC, 0.00 - 1.00 Miles, Total

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	30,972,624	269,543,966	(238,571,342)
Groceries and Other Foods	5,474,639	16,616,677	(11,142,038)
Meals and Snacks	2,549,877	18,619,387	(16,069,510)
Alcoholic Drinks	238,256	2,332,938	(2,094,682)
Packaged Liquor/Wine/Beer	604,806	2,631,832	(2,027,026)
Cigars, Cigarettes, Tobacco, Accessories	693,883	5,522,471	(4,828,588)
Drugs, Health Aids and Beauty Aids	3,421,915	19,352,123	(15,930,208)
Soaps, Detergents and Household Cleaners	299,550	561,376	(261,826)
Paper and Related Products	168,251	657,212	(488,961)
Men's Wear	501,229	6,585,886	(6,084,657)
Women's, Juniors' and Misses' Wear	848,710	7,220,681	(6,371,971)
Children's Wear	497,399	1,088,961	(591,562)
Footwear	460,199	2,378,181	(1,917,982)
Sewing, Knitting and Needlework Goods	32,389	121,442	(89,053)
Curtains, Draperies, Blinds, Slipcovers Etc	164,483	1,077,470	(912,987)
Major Household Appliances	217,213	1,697,937	(1,480,724)
Small Electric Appliances	71,036	338,397	(267,361)
Televisions, Video Recorders, Video Cameras	228,241	1,055,251	(827,010)
Audio Equipment, Musical Instruments	235,613	3,242,809	(3,007,196)
Furniture and Sleep Equipment	475,769	4,007,212	(3,531,443)
Flooring and Floor Coverings	156,926	2,442,135	(2,285,209)
Computer Hardware, Software and Supplies	532,365	9,340,701	(8,808,336)
Kitchenware and Home Furnishings	179,127	2,614,277	(2,435,150)
Jewelry	186,671	1,200,412	(1,013,741)
Books	138,889	1,276,778	(1,137,889)
Photographic Equipment and Supplies	51,816	238,226	(186,410)
Toys, Hobby Goods and Games	222,706	781,353	(558,647)
Optical Goods	51,425	119,841	(68,416)
Sporting Goods	401,069	3,408,592	(3,007,523)
Hardware, Tools, Plumbing, Electrical	1,385,089	27,293,898	(25,908,809)
Lumber and Building Materials	932,239	40,942,732	(40,010,493)
Paint and Sundries	148,188	1,833,707	(1,685,519)
Cars, Trucks, Other Powered Transportation	5,225,588	14,668,891	(9,443,303)
Automotive Fuels	2,461,076	35,052,047	(32,590,971)
Automotive Lubricants	1,002,016	22,856,824	(21,854,808)
Pets, Pet Foods and Pet Supplies	144,739	1,327,773	(1,183,034)
All Other Merchandise	569,227	9,037,540	(8,468,313)



RMP Opportunity Gap - Merchandise Lines

100 HAY, FAYETTEVILLE, NC, 0.00 - 3.00 Miles, Total

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	451,514,239	745,998,438	(294,484,199)
Groceries and Other Foods	62,322,049	91,410,360	(29,088,311)
Meals and Snacks	38,947,455	64,130,504	(25,183,049)
Alcoholic Drinks	4,739,744	6,450,119	(1,710,375)
Packaged Liquor/Wine/Beer	8,538,247	9,315,202	(776,955)
Cigars, Cigarettes, Tobacco, Accessories	8,027,121	18,093,587	(10,066,466)
Drugs, Health Aids and Beauty Aids	39,158,633	51,355,589	(12,196,956)
Soaps, Detergents and Household Cleaners	3,344,468	2,749,988	594,480
Paper and Related Products	2,559,917	3,128,746	(568,829)
Men's Wear	8,516,696	10,703,690	(2,186,994)
Women's, Juniors' and Misses' Wear	15,541,683	15,807,228	(265,545)
Children's Wear	4,617,577	4,173,109	444,468
Footwear	6,496,515	5,856,861	639,654
Sewing, Knitting and Needlework Goods	612,779	275,488	337,291
Curtains, Draperies, Blinds, Slipcovers Etc	3,080,519	3,180,314	(99,795)
Major Household Appliances	3,409,338	5,374,013	(1,964,675)
Small Electric Appliances	1,135,982	1,177,777	(41,795)
Televisions, Video Recorders, Video Cameras	3,125,619	2,694,523	431,096
Audio Equipment, Musical Instruments	4,540,692	8,374,946	(3,834,254)
Furniture and Sleep Equipment	7,702,326	12,267,263	(4,564,937)
Flooring and Floor Coverings	3,231,279	8,718,423	(5,487,144)
Computer Hardware, Software and Supplies	10,486,354	13,306,660	(2,820,306)
Kitchenware and Home Furnishings	4,944,460	8,101,606	(3,157,146)
Jewelry	4,991,798	2,336,359	2,655,439
Books	3,560,776	3,630,014	(69,238)
Photographic Equipment and Supplies	1,030,931	847,978	182,953
Toys, Hobby Goods and Games	3,744,309	2,080,064	1,664,245
Optical Goods	875,305	2,440,345	(1,565,040)
Sporting Goods	7,105,531	9,672,772	(2,567,241)
Hardware, Tools, Plumbing, Electrical	25,372,707	59,824,027	(34,451,320)
Lumber and Building Materials	19,446,312	81,968,785	(62,522,473)
Paint and Sundries	3,242,232	6,031,771	(2,789,539)
Cars, Trucks, Other Powered Transportation	72,815,443	51,193,539	21,621,904
Automotive Fuels	33,594,471	108,510,036	(74,915,565)
Automotive Lubricants	15,529,943	45,342,792	(29,812,849)
Pets, Pet Foods and Pet Supplies	2,098,540	4,065,462	(1,966,922)
All Other Merchandise	13,026,482	21,408,504	(8,382,022)



RMP Opportunity Gap - Merchandise Lines

100 HAY, FAYETTEVILLE, NC, 0.00 - 5.00 Miles, Total

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,250,228,517	2,223,479,911	(973,251,394)
Groceries and Other Foods	170,348,559	197,843,246	(27,494,687)
Meals and Snacks	107,502,014	187,409,564	(79,907,550)
Alcoholic Drinks	12,447,199	18,962,395	(6,515,196)
Packaged Liquor/Wine/Beer	22,532,194	18,306,247	4,225,947
Cigars, Cigarettes, Tobacco, Accessories	22,973,881	36,096,791	(13,122,910)
Drugs, Health Aids and Beauty Aids	99,047,499	148,868,594	(49,821,095)
Soaps, Detergents and Household Cleaners	8,961,804	8,746,777	215,027
Paper and Related Products	7,147,688	9,033,585	(1,885,897)
Men's Wear	23,175,893	45,383,013	(22,207,120)
Women's, Juniors' and Misses' Wear	42,281,236	71,705,818	(29,424,582)
Children's Wear	13,333,454	18,082,193	(4,748,739)
Footwear	18,029,431	32,264,607	(14,235,176)
Sewing, Knitting and Needlework Goods	1,745,037	970,929	774,108
Curtains, Draperies, Blinds, Slipcovers Etc	8,219,795	13,570,949	(5,351,154)
Major Household Appliances	9,447,620	11,619,679	(2,172,059)
Small Electric Appliances	3,146,884	4,266,311	(1,119,427)
Televisions, Video Recorders, Video Cameras	8,570,186	7,960,187	609,999
Audio Equipment, Musical Instruments	12,452,739	23,141,249	(10,688,510)
Furniture and Sleep Equipment	21,175,823	43,839,240	(22,663,417)
Flooring and Floor Coverings	8,934,550	29,734,659	(20,800,109)
Computer Hardware, Software and Supplies	27,691,169	22,572,683	5,118,486
Kitchenware and Home Furnishings	13,763,597	28,353,994	(14,590,397)
Jewelry	13,297,098	8,946,019	4,351,079
Books	7,588,887	10,977,344	(3,388,457)
Photographic Equipment and Supplies	2,872,140	2,808,196	63,944
Toys, Hobby Goods and Games	10,857,750	7,863,542	2,994,208
Optical Goods	2,361,540	10,976,969	(8,615,429)
Sporting Goods	19,258,376	30,589,760	(11,331,384)
Hardware, Tools, Plumbing, Electrical	71,442,310	141,919,789	(70,477,479)
Lumber and Building Materials	55,483,862	169,312,689	(113,828,827)
Paint and Sundries	8,878,168	15,107,947	(6,229,779)
Cars, Trucks, Other Powered Transportation	212,276,681	477,956,378	(265,679,697)
Automotive Fuels	96,885,835	181,117,016	(84,231,181)
Automotive Lubricants	44,237,068	108,760,875	(64,523,807)
Pets, Pet Foods and Pet Supplies	5,829,360	13,690,120	(7,860,760)
All Other Merchandise	36,031,167	64,720,577	(28,689,410)



RMP Opportunity Gap - Merchandise Lines

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 merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Merchandise Lines

Appendix: Area Listing

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

100 HAY Latitude/Longitude 35.052800 -78.878600
Radius 0.00 - 1.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

100 HAY Latitude/Longitude 35.052800 -78.878600
Radius 0.00 - 3.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

100 HAY Latitude/Longitude 35.052800 -78.878600
Radius 0.00 - 5.00

Project Information:

Site: 1

Order Number: 965036587

