

## RMP Opportunity Gap - Retail Stores 2007

**Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 3.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	552,172,317	460,321,140	91,851,177
Motor Vehicle and Parts Dealers-441	103,214,550	82,475,641	20,738,909
Automotive Dealers-4411	89,081,273	70,353,149	18,728,124
Other Motor Vehicle Dealers-4412	6,171,438	2,138,912	4,032,526
Automotive Parts/Accsrs, Tire Stores-4413	7,961,839	9,983,581	(2,021,742)
Furniture and Home Furnishings Stores-442	14,066,681	4,969,034	9,097,647
Furniture Stores-4421	7,551,034	1,893,029	5,658,005
Home Furnishing Stores-4422	6,515,647	3,076,005	3,439,642
Electronics and Appliance Stores-443	12,723,116	9,730,722	2,992,394
Appliances, TVs, Electronics Stores-44311	9,760,026	9,407,956	352,070
Household Appliances Stores-443111	2,202,459	5,575,892	(3,373,433)
Radio, Television, Electronics Stores-443112	7,557,567	3,832,064	3,725,503
Computer and Software Stores-44312	2,443,267	283,734	2,159,533
Camera and Photographic Equipment Stores-44313	519,823	39,032	480,791
Building Material, Garden Equip Stores -444	60,981,464	69,138,284	(8,156,820)
Building Material and Supply Dealers-4441	55,511,324	62,650,322	(7,138,998)
Home Centers-44411	20,855,251	39,914,282	(19,059,031)
Paint and Wallpaper Stores-44412	1,378,492	173,301	1,205,191
Hardware Stores-44413	4,294,723	3,746,952	547,771
Other Building Materials Dealers-44419	28,982,859	18,815,787	10,167,072
Building Materials, Lumberyards-444191	9,776,676	6,416,398	3,360,278
Lawn, Garden Equipment, Supplies Stores-4442	5,470,140	6,487,962	(1,017,822)
Outdoor Power Equipment Stores-44421	854,492	893,221	(38,729)
Nursery and Garden Centers-44422	4,615,648	5,594,741	(979,093)
Food and Beverage Stores-445	69,385,426	95,713,673	(26,328,247)
Grocery Stores-4451	62,797,919	89,728,284	(26,930,365)
Supermarkets, Grocery (Ex Conv) Stores-44511	59,493,348	83,900,133	(24,406,785)
Convenience Stores-44512	3,304,572	5,828,151	(2,523,579)
Specialty Food Stores-4452	2,142,243	1,142,204	1,000,039
Beer, Wine and Liquor Stores-4453	4,445,264	4,843,185	(397,921)
Health and Personal Care Stores-446	25,676,157	50,851,252	(25,175,095)
Pharmancies and Drug Stores-44611	22,138,680	42,884,490	(20,745,810)
Cosmetics, Beauty Supplies, Perfume Stores-44612	892,508	247,498	645,010
Optical Goods Stores-44613	1,010,698	6,510,846	(5,500,148)
Other Health and Personal Care Stores-44619	1,634,272	1,208,417	425,855



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**Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 3.00 Miles, Total**

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	59,903,304	25,297,982	34,605,322
Gasoline Stations With Conv Stores-44711	45,490,191	6,556,458	38,933,733
Other Gasoline Stations-44719	14,413,113	18,741,524	(4,328,411)
Clothing and Clothing Accessories Stores-448	24,359,534	7,984,830	16,374,704
Clothing Stores-4481	17,613,007	4,634,852	12,978,155
Men's Clothing Stores-44811	1,179,267	0	1,179,267
Women's Clothing Stores-44812	4,351,498	2,062,613	2,288,885
Childrens, Infants Clothing Stores-44813	1,059,452	0	1,059,452
Family Clothing Stores-44814	9,458,545	2,572,239	6,886,306
Clothing Accessories Stores-44815	394,221	0	394,221
Other Clothing Stores-44819	1,170,024	0	1,170,024
Shoe Stores-4482	3,429,876	1,557,358	1,872,518
Jewelry, Luggage, Leather Goods Stores-4483	3,316,650	1,792,620	1,524,030
Jewelry Stores-44831	3,053,630	1,792,620	1,261,010
Luggage and Leather Goods Stores-44832	263,020	0	263,020
Sporting Goods, Hobby, Book, Music Stores-451	10,024,018	9,032,635	991,383
Sportng Goods, Hobby, Musical Inst Stores-4511	7,100,377	2,749,552	4,350,825
Sporting Goods Stores-45111	3,734,449	2,161,972	1,572,477
Hobby, Toys and Games Stores-45112	2,254,262	169,375	2,084,887
Sew/Needlework/Piece Goods Stores-45113	457,830	263,975	193,855
Musical Instrument and Supplies Stores-45114	653,836	154,231	499,605
Book, Periodical and Music Stores-4512	2,923,641	6,283,082	(3,359,441)
Book Stores and News Dealers-45121	1,994,032	716,542	1,277,490
Book Stores-451211	1,855,378	716,542	1,138,836
News Dealers and Newsstands-451212	138,654	0	138,654
Prerecorded Tapes, CDs, Record Stores-45122	929,609	5,566,540	(4,636,931)
General Merchandise Stores-452	66,136,864	33,904,326	32,232,538
Department Stores Excl Leased Depts-4521	29,964,491	24,541,387	5,423,104
Other General Merchandise Stores-4529	36,172,374	9,362,939	26,809,435
Warehouse Clubs and Super Stores-45291	31,287,050	9,109,077	22,177,973
All Other General Merchandise Stores-45299	4,885,324	253,862	4,631,462
Miscellaneous Store Retailers-453	15,156,304	10,465,550	4,690,754
Florists-4531	1,054,504	1,299,936	(245,432)
Office Supplies, Stationery, Gift Stores-4532	5,977,436	2,065,416	3,912,020
Office Supplies and Stationery Stores-45321	3,391,734	458,426	2,933,308
Gift, Novelty and Souvenir Stores-45322	2,585,702	1,606,990	978,712
Used Merchandise Stores-4533	1,225,360	134,628	1,090,732
Other Miscellaneous Store Retailers-4539	6,899,003	6,965,569	(66,566)



## RMP Opportunity Gap - Retail Stores 2007

**Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 3.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	38,451,718	26,810,666	11,641,052
Electronic Shopping, Mail-Order Houses-4541	22,986,773	12,498,592	10,488,181
Vending Machine Operators-4542	1,585,171	508,706	1,076,465
Direct Selling Establishments-4543	13,879,773	13,803,368	76,405
Foodservice and Drinking Places-722	52,093,180	33,946,545	18,146,635
Full-Service Restaurants-7221	23,727,937	17,796,552	5,931,385
Limited-Service Eating Places-7222	21,751,770	12,441,381	9,310,389
Special Foodservices-7223	4,200,008	1,150,887	3,049,121
Drinking Places -Alcoholic Beverages-7224	2,413,465	2,557,724	(144,259)
GAFO *	133,287,650	67,686,963	65,600,687
General Merchandise Stores-452	66,136,864	33,904,326	32,232,538
Clothing and Clothing Accessories Stores-448	24,359,534	7,984,830	16,374,704
Furniture and Home Furnishings Stores-442	14,066,681	4,969,034	9,097,647
Electronics and Appliance Stores-443	12,723,116	9,730,722	2,992,394
Sporting Goods, Hobby, Book, Music Stores-451	10,024,018	9,032,635	991,383
Office Supplies, Stationery, Gift Stores-4532	5,977,436	2,065,416	3,912,020



## RMP Opportunity Gap - Retail Stores 2007

**Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 5.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	748,283,465	614,077,040	134,206,425
Motor Vehicle and Parts Dealers-441	141,016,415	109,438,701	31,577,714
Automotive Dealers-4411	121,772,786	92,917,330	28,855,456
Other Motor Vehicle Dealers-4412	8,439,656	4,765,624	3,674,032
Automotive Parts/Accsrs, Tire Stores-4413	10,803,973	11,755,747	(951,774)
Furniture and Home Furnishings Stores-442	19,537,433	6,123,541	13,413,892
Furniture Stores-4421	10,417,289	1,893,029	8,524,260
Home Furnishing Stores-4422	9,120,145	4,230,512	4,889,633
Electronics and Appliance Stores-443	17,374,637	16,329,125	1,045,512
Appliances, TVs, Electronics Stores-44311	13,296,737	15,976,721	(2,679,984)
Household Appliances Stores-443111	3,002,218	7,937,055	(4,934,837)
Radio, Television, Electronics Stores-443112	10,294,519	8,039,666	2,254,853
Computer and Software Stores-44312	3,361,583	308,584	3,052,999
Camera and Photographic Equipment Stores-44313	716,318	43,820	672,498
Building Material, Garden Equip Stores -444	84,774,257	96,649,335	(11,875,078)
Building Material and Supply Dealers-4441	77,202,859	87,568,256	(10,365,397)
Home Centers-44411	28,980,493	62,516,269	(33,535,776)
Paint and Wallpaper Stores-44412	1,937,648	344,203	1,593,445
Hardware Stores-44413	5,922,251	3,913,269	2,008,982
Other Building Materials Dealers-44419	40,362,467	20,794,514	19,567,953
Building Materials, Lumberyards-444191	13,671,522	7,091,167	6,580,355
Lawn, Garden Equipment, Supplies Stores-4442	7,571,399	9,081,080	(1,509,681)
Outdoor Power Equipment Stores-44421	1,175,257	1,358,000	(182,743)
Nursery and Garden Centers-44422	6,396,142	7,723,080	(1,326,938)
Food and Beverage Stores-445	91,860,334	121,829,741	(29,969,407)
Grocery Stores-4451	83,124,067	113,608,184	(30,484,117)
Supermarkets, Grocery (Ex Conv) Stores-44511	78,769,861	106,100,534	(27,330,673)
Convenience Stores-44512	4,354,207	7,507,650	(3,153,443)
Specialty Food Stores-4452	2,834,996	1,568,526	1,266,470
Beer, Wine and Liquor Stores-4453	5,901,270	6,653,031	(751,761)
Health and Personal Care Stores-446	33,956,556	61,863,055	(27,906,499)
Pharmancies and Drug Stores-44611	29,245,327	53,379,973	(24,134,646)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,177,492	271,628	905,864
Optical Goods Stores-44613	1,381,837	6,595,974	(5,214,137)
Other Health and Personal Care Stores-44619	2,151,900	1,615,480	536,420



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**Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 5.00 Miles, Total**

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	80,720,634	53,811,844	26,908,790
Gasoline Stations With Conv Stores-44711	61,151,699	33,524,048	27,627,651
Other Gasoline Stations-44719	19,568,935	20,287,795	(718,860)
Clothing and Clothing Accessories Stores-448	33,710,851	9,000,480	24,710,371
Clothing Stores-4481	24,301,776	5,016,600	19,285,176
Men's Clothing Stores-44811	1,613,435	0	1,613,435
Women's Clothing Stores-44812	6,073,649	2,418,950	3,654,699
Childrens, Infants Clothing Stores-44813	1,417,303	0	1,417,303
Family Clothing Stores-44814	13,022,441	2,572,239	10,450,202
Clothing Accessories Stores-44815	553,665	0	553,665
Other Clothing Stores-44819	1,621,284	25,410	1,595,874
Shoe Stores-4482	4,696,650	1,957,511	2,739,139
Jewelry, Luggage, Leather Goods Stores-4483	4,712,425	2,026,369	2,686,056
Jewelry Stores-44831	4,340,882	2,026,369	2,314,513
Luggage and Leather Goods Stores-44832	371,543	0	371,543
Sporting Goods, Hobby, Book, Music Stores-451	13,747,514	14,349,867	(602,353)
Sportng Goods, Hobby, Musical Inst Stores-4511	9,777,824	3,559,713	6,218,111
Sporting Goods Stores-45111	5,161,236	2,419,107	2,742,129
Hobby, Toys and Games Stores-45112	3,088,333	312,381	2,775,952
Sew/Needlework/Piece Goods Stores-45113	634,211	645,798	(11,587)
Musical Instrument and Supplies Stores-45114	894,044	182,427	711,617
Book, Periodical and Music Stores-4512	3,969,690	10,790,154	(6,820,464)
Book Stores and News Dealers-45121	2,710,057	736,155	1,973,902
Book Stores-451211	2,527,305	736,155	1,791,150
News Dealers and Newsstands-451212	182,752	0	182,752
Prerecorded Tapes, CDs, Record Stores-45122	1,259,633	10,053,999	(8,794,366)
General Merchandise Stores-452	89,451,585	37,841,809	51,609,776
Department Stores Excl Leased Depts-4521	40,895,463	25,355,566	15,539,897
Other General Merchandise Stores-4529	48,556,123	12,486,243	36,069,880
Warehouse Clubs and Super Stores-45291	41,895,475	12,092,836	29,802,639
All Other General Merchandise Stores-45299	6,660,647	393,407	6,267,240
Miscellaneous Store Retailers-453	20,608,371	11,103,571	9,504,800
Florists-4531	1,451,725	1,438,893	12,832
Office Supplies, Stationery, Gift Stores-4532	8,126,442	2,200,967	5,925,475
Office Supplies and Stationery Stores-45321	4,607,850	458,426	4,149,424
Gift, Novelty and Souvenir Stores-45322	3,518,592	1,742,541	1,776,051
Used Merchandise Stores-4533	1,679,066	289,021	1,390,045
Other Miscellaneous Store Retailers-4539	9,351,138	7,174,689	2,176,449



## RMP Opportunity Gap - Retail Stores 2007

**Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 5.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	51,813,399	35,549,621	16,263,778
Electronic Shopping, Mail-Order Houses-4541	31,406,189	13,441,071	17,965,118
Vending Machine Operators-4542	2,099,094	508,706	1,590,388
Direct Selling Establishments-4543	18,308,116	21,599,845	(3,291,729)
Foodservice and Drinking Places-722	69,711,477	40,186,350	29,525,127
Full-Service Restaurants-7221	31,748,744	19,255,777	12,492,967
Limited-Service Eating Places-7222	29,115,778	16,588,497	12,527,281
Special Foodservices-7223	5,625,007	1,759,727	3,865,280
Drinking Places -Alcoholic Beverages-7224	3,221,948	2,582,349	639,599
GAFO *	181,948,463	85,845,789	96,102,674
General Merchandise Stores-452	89,451,585	37,841,809	51,609,776
Clothing and Clothing Accessories Stores-448	33,710,851	9,000,480	24,710,371
Furniture and Home Furnishings Stores-442	19,537,433	6,123,541	13,413,892
Electronics and Appliance Stores-443	17,374,637	16,329,125	1,045,512
Sporting Goods, Hobby, Book, Music Stores-451	13,747,514	14,349,867	(602,353)
Office Supplies, Stationery, Gift Stores-4532	8,126,442	2,200,967	5,925,475



## RMP Opportunity Gap - Retail Stores 2007

**Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,254,539,509	1,540,844,140	713,695,369
Motor Vehicle and Parts Dealers-441	419,097,186	302,246,652	116,850,534
Automotive Dealers-4411	361,133,598	275,525,711	85,607,887
Other Motor Vehicle Dealers-4412	26,340,354	10,306,135	16,034,219
Automotive Parts/Accsrs, Tire Stores-4413	31,623,234	16,414,806	15,208,428
Furniture and Home Furnishings Stores-442	64,825,985	14,920,190	49,905,795
Furniture Stores-4421	34,139,218	6,726,596	27,412,622
Home Furnishing Stores-4422	30,686,767	8,193,594	22,493,173
Electronics and Appliance Stores-443	54,557,243	33,526,728	21,030,515
Appliances, TVs, Electronics Stores-44311	41,439,195	31,321,317	10,117,878
Household Appliances Stores-443111	9,262,887	10,074,097	(811,210)
Radio, Television, Electronics Stores-443112	32,176,308	21,247,220	10,929,088
Computer and Software Stores-44312	10,821,964	2,148,825	8,673,139
Camera and Photographic Equipment Stores-44313	2,296,083	56,586	2,239,497
Building Material, Garden Equip Stores -444	272,461,508	178,558,256	93,903,252
Building Material and Supply Dealers-4441	248,460,051	152,802,816	95,657,235
Home Centers-44411	93,107,812	81,009,483	12,098,329
Paint and Wallpaper Stores-44412	6,487,318	1,035,650	5,451,668
Hardware Stores-44413	18,728,882	6,480,571	12,248,311
Other Building Materials Dealers-44419	130,136,039	64,277,111	65,858,928
Building Materials, Lumberyards-444191	44,419,459	21,919,209	22,500,250
Lawn, Garden Equipment, Supplies Stores-4442	24,001,457	25,755,441	(1,753,984)
Outdoor Power Equipment Stores-44421	3,656,251	2,755,384	900,867
Nursery and Garden Centers-44422	20,345,206	23,000,057	(2,654,851)
Food and Beverage Stores-445	261,468,100	312,941,909	(51,473,809)
Grocery Stores-4451	236,257,784	294,452,073	(58,194,289)
Supermarkets, Grocery (Ex Conv) Stores-44511	224,192,031	279,163,871	(54,971,840)
Convenience Stores-44512	12,065,754	15,288,202	(3,222,448)
Specialty Food Stores-4452	8,077,124	3,554,737	4,522,387
Beer, Wine and Liquor Stores-4453	17,133,191	14,935,099	2,198,092
Health and Personal Care Stores-446	97,687,469	125,410,584	(27,723,115)
Pharmancies and Drug Stores-44611	83,801,475	114,345,467	(30,543,992)
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,377,070	815,273	2,561,797
Optical Goods Stores-44613	4,388,465	7,149,060	(2,760,595)
Other Health and Personal Care Stores-44619	6,120,459	3,100,784	3,019,675



## RMP Opportunity Gap - Retail Stores 2007

**Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	229,886,586	231,432,850	(1,546,264)
Gasoline Stations With Conv Stores-44711	173,389,141	181,200,900	(7,811,759)
Other Gasoline Stations-44719	56,497,445	50,231,950	6,265,495
<b>Clothing and Clothing Accessories Stores-448</b>	<b>110,723,210</b>	<b>25,090,228</b>	<b>85,632,982</b>
Clothing Stores-4481	78,827,363	15,690,207	63,137,156
Men's Clothing Stores-44811	5,089,499	85,313	5,004,186
Women's Clothing Stores-44812	20,305,499	4,151,422	16,154,077
Childrens, Infants Clothing Stores-44813	4,240,041	0	4,240,041
Family Clothing Stores-44814	41,970,815	8,647,715	33,323,100
Clothing Accessories Stores-44815	1,913,342	1,483,617	429,725
Other Clothing Stores-44819	5,308,166	1,322,141	3,986,025
Shoe Stores-4482	14,815,450	4,697,626	10,117,824
Jewelry, Luggage, Leather Goods Stores-4483	17,080,397	4,702,395	12,378,002
Jewelry Stores-44831	15,790,636	4,702,395	11,088,241
Luggage and Leather Goods Stores-44832	1,289,761	0	1,289,761
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>44,367,025</b>	<b>30,593,759</b>	<b>13,773,266</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	31,676,742	13,308,665	18,368,077
Sporting Goods Stores-45111	16,982,824	5,385,883	11,596,941
Hobby, Toys and Games Stores-45112	9,837,351	2,702,845	7,134,506
Sew/Needlework/Piece Goods Stores-45113	2,036,738	3,626,565	(1,589,827)
Musical Instrument and Supplies Stores-45114	2,819,829	1,593,373	1,226,456
Book, Periodical and Music Stores-4512	12,690,283	17,285,094	(4,594,811)
Book Stores and News Dealers-45121	8,878,062	7,231,095	1,646,967
Book Stores-451211	8,348,373	7,231,095	1,117,278
News Dealers and Newsstands-451212	529,689	0	529,689
Prerecorded Tapes, CDs, Record Stores-45122	3,812,221	10,053,999	(6,241,778)
<b>General Merchandise Stores-452</b>	<b>272,724,202</b>	<b>81,282,388</b>	<b>191,441,814</b>
Department Stores Excl Leased Depts-4521	128,512,733	40,021,150	88,491,583
Other General Merchandise Stores-4529	144,211,469	41,261,239	102,950,230
Warehouse Clubs and Super Stores-45291	123,387,149	39,515,314	83,871,835
All Other General Merchandise Stores-45299	20,824,320	1,745,925	19,078,395
<b>Miscellaneous Store Retailers-453</b>	<b>63,123,744</b>	<b>39,626,397</b>	<b>23,497,347</b>
Florists-4531	4,610,316	4,527,672	82,644
Office Supplies, Stationery, Gift Stores-4532	25,246,379	15,514,691	9,731,688
Office Supplies and Stationery Stores-45321	14,267,408	9,304,450	4,962,958
Gift, Novelty and Souvenir Stores-45322	10,978,971	6,210,242	4,768,729
Used Merchandise Stores-4533	5,370,958	526,595	4,844,363
Other Miscellaneous Store Retailers-4539	27,896,091	19,057,438	8,838,653



## RMP Opportunity Gap - Retail Stores 2007

**Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	156,594,644	64,813,498	91,781,146
Electronic Shopping, Mail-Order Houses-4541	99,264,996	27,958,885	71,306,111
Vending Machine Operators-4542	5,974,637	1,470,482	4,504,155
Direct Selling Establishments-4543	51,355,012	35,384,131	15,970,881
Foodservice and Drinking Places-722	207,022,607	100,400,701	106,621,906
Full-Service Restaurants-7221	94,335,179	40,408,559	53,926,620
Limited-Service Eating Places-7222	86,351,139	38,618,589	47,732,550
Special Foodservices-7223	16,707,418	17,106,660	(399,242)
Drinking Places -Alcoholic Beverages-7224	9,628,870	4,266,893	5,361,977
GAFO *	572,444,043	200,927,985	371,516,058
General Merchandise Stores-452	272,724,202	81,282,388	191,441,814
Clothing and Clothing Accessories Stores-448	110,723,210	25,090,228	85,632,982
Furniture and Home Furnishings Stores-442	64,825,985	14,920,190	49,905,795
Electronics and Appliance Stores-443	54,557,243	33,526,728	21,030,515
Sporting Goods, Hobby, Book, Music Stores-451	44,367,025	30,593,759	13,773,266
Office Supplies, Stationery, Gift Stores-4532	25,246,379	15,514,691	9,731,688

\* 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.



# RMP Opportunity Gap - Retail Stores 2007

## Appendix: Area Listing

### Area Name:

Type: Radius 1                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

5737 S TRANSIT RD	Latitude/Longitude	43.147223	-78.696711
LOCKPORT, NY 14094-5892	Radius	0.00	- 3.00

### Area Name:

Type: Radius 2                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

5737 S TRANSIT RD	Latitude/Longitude	43.147223	-78.696711
LOCKPORT, NY 14094-5892	Radius	0.00	- 5.00

### Area Name:

Type: Radius 3                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

5737 S TRANSIT RD	Latitude/Longitude	43.147223	-78.696711
LOCKPORT, NY 14094-5892	Radius	0.00	- 10.00

### Project Information:

Site: 1

Order Number: 966477990

