

RMP Opportunity Gap - Retail Stores

Opportunity Gap - Retail

Radius 1: 425 E DEWEY AVE, SAPULPA, OK 74066-4303, 0.00 - 3.00 Miles, Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	322,430,424	393,311,561	(70,881,137)
Motor Vehicle & Parts Dealers-441	58,532,133	140,514,741	(81,982,608)
Automotive Dealers-4411	47,313,103	113,890,049	(66,576,946)
Other Motor Vehicle Dealers-4412	6,483,417	21,580,691	(15,097,274)
Automotive Parts/Accessories, Tire Stores-4413	4,735,613	5,044,001	(308,388)
Furniture & Home Furnishings Stores-442	5,908,988	2,057,057	3,851,931
Furniture Stores-4421	3,077,926	0	3,077,926
Home Furnishing Stores-4422	2,831,063	2,057,057	774,006
Electronics & Appliances Stores-443	5,482,771	7,758,395	(2,275,624)
Appliance, TV, Electronics Stores-44311	4,306,776	3,431,982	874,794
Household Appliances Stores-443111	778,986	926,984	(147,998)
Radio, Television, Electronics Stores-443112	3,527,790	2,504,998	1,022,792
Computer & Software Stores-44312	1,052,030	4,326,413	(3,274,383)
Camera & Photographic Equipment Stores-44313	123,965	0	123,965
Building Material, Garden Equipment Stores -444	33,047,651	18,540,477	14,507,174
Building Material & Supply Dealers-4441	27,996,504	14,927,903	13,068,601
Home Centers-44411	11,287,377	4,510,593	6,776,784
Paint & Wallpaper Stores-44412	472,114	638,336	(166,222)
Hardware Stores-44413	2,860,418	2,095,579	764,839
Other Building Materials Dealers-44419	13,376,596	7,683,395	5,693,201
Building Materials, Lumberyards-444191	5,075,759	2,873,618	2,202,141
Lawn/Garden Equipment/Supplies Stores-4442	5,051,147	3,612,574	1,438,573
Outdoor Power Equipment Stores-44421	1,683,809	3,612,574	(1,928,765)
Nursery & Garden Centers-44422	3,367,337	0	3,367,337
Food & Beverage Stores-445	42,766,067	50,497,997	(7,731,930)
Grocery Stores-4451	27,562,248	38,068,370	(10,506,122)
Supermarkets, Grocery Stores-44511	25,658,497	36,355,165	(10,696,668)
Convenience Stores-44512	1,903,752	1,713,205	190,547
Specialty Food Stores-4452	3,320,089	99,061	3,221,028
Beer, Wine & Liquor Stores-4453	11,883,729	12,330,566	(446,837)
Health & Personal Care Stores-446	19,461,569	15,948,385	3,513,184
Pharmacies & Drug Stores-44611	15,689,286	11,654,606	4,034,680
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,372,942	1,200,851	172,091
Optical Goods Stores-44613	660,359	1,428,727	(768,368)
Other Health & Personal Care Stores-44619	1,738,981	1,664,201	74,780

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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	32,815,060	85,110,528	(52,295,468)
Gasoline Stations with Convenience Stores-44711	24,239,042	42,695,743	(18,456,701)
Other Gasoline Stations-44719	8,576,017	42,414,784	(33,838,767)
Clothing & Clothing Accessories Stores-448	13,335,974	17,424,567	(4,088,593)
Clothing Stores-4481	7,282,445	11,029,600	(3,747,155)
Men's Clothing Stores-44811	343,204	0	343,204
Women's Clothing Stores-44812	1,592,280	2,069,380	(477,100)
Children's, Infants' Clothing Stores-44813	476,460	0	476,460
Family Clothing Stores-44814	3,933,098	6,711,681	(2,778,583)
Clothing Accessories Stores-44815	311,065	942,487	(631,422)
Other Clothing Stores-44819	626,337	1,306,052	(679,715)
Shoe Stores-4482	1,148,716	2,349,374	(1,200,658)
Jewelry, Luggage, Leather Goods Stores-4483	4,904,814	4,045,593	859,221
Jewelry Stores-44831	4,341,555	4,045,593	295,962
Luggage & Leather Goods Stores-44832	563,259	0	563,259
Sporting Goods, Hobby, Book, Music Stores-451	5,514,518	500,764	5,013,754
Sporting Goods, Hobby, Musical Inst Stores-4511	4,878,229	500,764	4,377,465
Sporting Goods Stores-45111	2,574,517	423,457	2,151,060
Hobby, Toy & Game Stores-45112	1,375,424	960	1,374,464
Sewing, Needlework & Piece Goods Stores-45113	447,011	76,347	370,664
Musical Instrument & Supplies Stores-45114	481,277	0	481,277
Book, Periodical & Music Stores-4512	636,289	0	636,289
Book Stores & News Dealers-45121	532,254	0	532,254
Book Stores-451211	455,036	0	455,036
News Dealers & Newsstands-451212	77,217	0	77,217
Prerecorded Tape, CD, Record Stores-45122	104,036	0	104,036
General Merchandise Stores-452	37,244,593	19,028,933	18,215,660
Department Stores, Excl Leased Departments-4521	15,418,992	10,551,199	4,867,793
Other General Merchandise Stores-4529	21,825,602	8,477,734	13,347,868
Miscellaneous Store Retailers-453	8,987,141	882,192	8,104,949
Florists-4531	317,002	138,138	178,864
Office Supplies, Stationery, Gift Stores-4532	3,874,036	140,291	3,733,745
Office Supplies & Stationery Stores-45321	1,834,151	22,850	1,811,301
Gift, Novelty & Souvenir Stores-45322	2,039,885	117,441	1,922,444
Used Merchandise Stores-4533	577,028	203,012	374,016
Other Miscellaneous Store Retailers-4539	4,219,075	400,751	3,818,324
Non-Store Retailers-454	27,352,869	4,146,283	23,206,586

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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	31,981,091	30,901,242	1,079,849
Full-Service Restaurants-7221	14,344,289	11,381,647	2,962,642
Limited-Service Eating Places-7222	12,753,132	14,169,891	(1,416,759)
Special Foodservices-7223	3,512,023	4,735,414	(1,223,391)
Drinking Places -Alcoholic Beverages-7224	1,371,646	614,290	757,356
GAFO *	71,360,881	46,910,006	24,450,875
General Merchandise Stores-452	37,244,593	19,028,933	18,215,660
Clothing & Clothing Accessories Stores-448	13,335,974	17,424,567	(4,088,593)
Furniture & Home Furnishings Stores-442	5,908,988	2,057,057	3,851,931
Electronics & Appliances Stores-443	5,482,771	7,758,395	(2,275,624)
Sporting Goods, Hobby, Book, Music Stores-451	5,514,518	500,764	5,013,754
Office Supplies, Stationery, Gift Stores-4532	3,874,036	140,291	3,733,745

RMP Opportunity Gap - Retail Stores

Opportunity Gap - Retail

Radius 2: 425 E DEWEY AVE, SAPULPA, OK 74066-4303, 0.00 - 7.00 Miles, Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	1,055,612,718	1,099,762,955	(44,150,237)
Motor Vehicle & Parts Dealers-441	196,375,659	501,059,357	(304,683,698)
Automotive Dealers-4411	159,233,300	438,360,755	(279,127,455)
Other Motor Vehicle Dealers-4412	21,461,314	51,325,875	(29,864,561)
Automotive Parts/Accessories, Tire Stores-4413	15,681,045	11,372,728	4,308,317
Furniture & Home Furnishings Stores-442	19,975,672	13,346,603	6,629,069
Furniture Stores-4421	10,460,674	2,020,239	8,440,435
Home Furnishing Stores-4422	9,514,999	11,326,364	(1,811,365)
Electronics & Appliances Stores-443	18,420,451	26,490,923	(8,070,472)
Appliance, TV, Electronics Stores-44311	14,439,484	22,060,813	(7,621,329)
Household Appliances Stores-443111	2,608,102	4,579,218	(1,971,116)
Radio, Television, Electronics Stores-443112	11,831,383	17,481,595	(5,650,212)
Computer & Software Stores-44312	3,563,039	4,430,110	(867,071)
Camera & Photographic Equipment Stores-44313	417,927	0	417,927
Building Material, Garden Equipment Stores -444	110,863,439	86,909,289	23,954,150
Building Material & Supply Dealers-4441	94,159,036	69,753,032	24,406,004
Home Centers-44411	37,837,597	46,408,828	(8,571,231)
Paint & Wallpaper Stores-44412	1,602,556	638,336	964,220
Hardware Stores-44413	9,495,957	2,195,115	7,300,842
Other Building Materials Dealers-44419	45,222,926	20,510,753	24,712,173
Building Materials, Lumberyards-444191	16,911,628	7,671,096	9,240,532
Lawn/Garden Equipment/Supplies Stores-4442	16,704,403	17,156,257	(451,854)
Outdoor Power Equipment Stores-44421	5,568,229	10,050,318	(4,482,089)
Nursery & Garden Centers-44422	11,136,174	7,105,939	4,030,235
Food & Beverage Stores-445	135,282,636	80,780,882	54,501,754
Grocery Stores-4451	86,986,267	47,561,465	39,424,802
Supermarkets, Grocery Stores-44511	81,084,339	42,900,182	38,184,157
Convenience Stores-44512	5,901,928	4,661,284	1,240,644
Specialty Food Stores-4452	10,509,883	580,689	9,929,194
Beer, Wine & Liquor Stores-4453	37,786,486	32,638,728	5,147,758
Health & Personal Care Stores-446	61,126,506	27,390,892	33,735,614
Pharmacies & Drug Stores-44611	49,108,493	19,019,212	30,089,281
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,289,876	2,986,715	1,303,161
Optical Goods Stores-44613	2,284,293	2,120,014	164,279
Other Health & Personal Care Stores-44619	5,443,845	3,264,952	2,178,893

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Gasoline Stations-447	103,981,705	199,958,805	(95,977,100)
Gasoline Stations with Convenience Stores-44711	76,402,442	144,510,992	(68,108,550)
Other Gasoline Stations-44719	27,579,264	55,447,813	(27,868,549)
Clothing & Clothing Accessories Stores-448	45,703,381	27,731,536	17,971,845
Clothing Stores-4481	24,734,844	14,683,855	10,050,989
Men's Clothing Stores-44811	1,168,261	0	1,168,261
Women's Clothing Stores-44812	5,430,058	2,934,980	2,495,078
Children's, Infants' Clothing Stores-44813	1,602,578	273,655	1,328,923
Family Clothing Stores-44814	13,349,600	9,017,739	4,331,861
Clothing Accessories Stores-44815	1,063,269	944,802	118,467
Other Clothing Stores-44819	2,121,078	1,512,679	608,399
Shoe Stores-4482	3,788,562	4,010,925	(222,363)
Jewelry, Luggage, Leather Goods Stores-4483	17,179,975	9,036,756	8,143,219
Jewelry Stores-44831	15,293,495	9,036,756	6,256,739
Luggage & Leather Goods Stores-44832	1,886,480	0	1,886,480
Sporting Goods, Hobby, Book, Music Stores-451	18,767,830	6,640,072	12,127,758
Sporting Goods, Hobby, Musical Inst Stores-4511	16,557,433	6,412,176	10,145,257
Sporting Goods Stores-45111	8,780,083	3,073,645	5,706,438
Hobby, Toy & Game Stores-45112	4,637,453	2,907,168	1,730,285
Sewing, Needlework & Piece Goods Stores-45113	1,507,153	97,310	1,409,843
Musical Instrument & Supplies Stores-45114	1,632,744	334,053	1,298,691
Book, Periodical & Music Stores-4512	2,210,397	227,896	1,982,501
Book Stores & News Dealers-45121	1,858,007	227,896	1,630,111
Book Stores-451211	1,607,063	227,896	1,379,167
News Dealers & Newsstands-451212	250,943	0	250,943
Prerecorded Tape, CD, Record Stores-45122	352,390	0	352,390
General Merchandise Stores-452	121,214,529	61,006,238	60,208,291
Department Stores, Excl Leased Departments-4521	51,155,090	15,603,943	35,551,147
Other General Merchandise Stores-4529	70,059,440	45,402,295	24,657,145
Miscellaneous Store Retailers-453	29,095,674	7,057,687	22,037,987
Florists-4531	1,061,637	548,481	513,156
Office Supplies, Stationery, Gift Stores-4532	12,926,399	2,322,124	10,604,275
Office Supplies & Stationery Stores-45321	6,153,888	1,975,843	4,178,045
Gift, Novelty & Souvenir Stores-45322	6,772,511	346,281	6,426,230
Used Merchandise Stores-4533	1,974,685	841,221	1,133,464
Other Miscellaneous Store Retailers-4539	13,132,953	3,345,861	9,787,092
Non-Store Retailers-454	89,275,088	6,715,396	82,559,692

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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	105,530,148	54,675,276	50,854,872
Full-Service Restaurants-7221	47,500,557	28,866,058	18,634,499
Limited-Service Eating Places-7222	42,000,765	19,534,211	22,466,554
Special Foodservices-7223	11,570,064	5,655,220	5,914,844
Drinking Places -Alcoholic Beverages-7224	4,458,761	619,787	3,838,974
GAFO *	237,008,262	137,537,495	99,470,767
General Merchandise Stores-452	121,214,529	61,006,238	60,208,291
Clothing & Clothing Accessories Stores-448	45,703,381	27,731,536	17,971,845
Furniture & Home Furnishings Stores-442	19,975,672	13,346,603	6,629,069
Electronics & Appliances Stores-443	18,420,451	26,490,923	(8,070,472)
Sporting Goods, Hobby, Book, Music Stores-451	18,767,830	6,640,072	12,127,758
Office Supplies, Stationery, Gift Stores-4532	12,926,399	2,322,124	10,604,275

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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	2,552,719,887	2,671,747,305	(119,027,418)
Motor Vehicle & Parts Dealers-441	465,710,830	809,886,007	(344,175,177)
Automotive Dealers-4411	378,773,022	702,507,832	(323,734,810)
Other Motor Vehicle Dealers-4412	49,476,211	72,461,877	(22,985,666)
Automotive Parts/Accessories, Tire Stores-4413	37,461,597	34,916,297	2,545,300
Furniture & Home Furnishings Stores-442	48,355,623	40,559,909	7,795,714
Furniture Stores-4421	25,409,627	9,444,896	15,964,731
Home Furnishing Stores-4422	22,945,996	31,115,013	(8,169,017)
Electronics & Appliances Stores-443	45,833,990	65,696,029	(19,862,039)
Appliance, TV, Electronics Stores-44311	35,787,376	41,804,789	(6,017,413)
Household Appliances Stores-443111	6,289,138	11,976,159	(5,687,021)
Radio, Television, Electronics Stores-443112	29,498,238	29,828,631	(330,393)
Computer & Software Stores-44312	9,016,708	23,771,872	(14,755,164)
Camera & Photographic Equipment Stores-44313	1,029,906	119,367	910,539
Building Material, Garden Equipment Stores -444	261,078,196	340,352,928	(79,274,732)
Building Material & Supply Dealers-4441	222,057,452	224,263,662	(2,206,210)
Home Centers-44411	89,908,400	111,057,256	(21,148,856)
Paint & Wallpaper Stores-44412	3,748,459	1,452,347	2,296,112
Hardware Stores-44413	22,730,152	6,318,104	16,412,048
Other Building Materials Dealers-44419	105,670,441	105,435,955	234,486
Building Materials, Lumberyards-444191	40,130,501	39,433,476	697,025
Lawn/Garden Equipment/Supplies Stores-4442	39,020,744	116,089,266	(77,068,522)
Outdoor Power Equipment Stores-44421	12,704,871	45,178,070	(32,473,199)
Nursery & Garden Centers-44422	26,315,873	70,911,196	(44,595,323)
Food & Beverage Stores-445	328,210,696	312,349,129	15,861,567
Grocery Stores-4451	209,414,928	172,300,809	37,114,119
Supermarkets, Grocery Stores-44511	195,158,059	163,393,730	31,764,329
Convenience Stores-44512	14,256,869	8,907,079	5,349,790
Specialty Food Stores-4452	25,321,101	2,126,648	23,194,453
Beer, Wine & Liquor Stores-4453	93,474,667	137,921,672	(44,447,005)
Health & Personal Care Stores-446	145,267,275	108,399,367	36,867,908
Pharmacies & Drug Stores-44611	116,760,679	92,135,570	24,625,109
Cosmetics, Beauty Supplies, Perfume Stores-44612	10,182,818	5,190,571	4,992,247
Optical Goods Stores-44613	5,371,527	4,836,843	534,684
Other Health & Personal Care Stores-44619	12,952,252	6,236,382	6,715,870

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Gasoline Stations-447	251,288,162	514,901,543	(263,613,381)
Gasoline Stations with Convenience Stores-44711	184,623,384	410,860,965	(226,237,581)
Other Gasoline Stations-44719	66,664,778	104,040,578	(37,375,800)
Clothing & Clothing Accessories Stores-448	113,087,014	100,801,646	12,285,368
Clothing Stores-4481	60,721,389	21,747,590	38,973,799
Men's Clothing Stores-44811	2,900,015	1,357,489	1,542,526
Women's Clothing Stores-44812	13,350,982	3,835,232	9,515,750
Children's, Infants' Clothing Stores-44813	3,868,611	872,513	2,996,098
Family Clothing Stores-44814	32,778,418	11,214,507	21,563,911
Clothing Accessories Stores-44815	2,617,840	1,929,405	688,435
Other Clothing Stores-44819	5,205,524	2,538,444	2,667,080
Shoe Stores-4482	9,357,769	8,547,712	810,057
Jewelry, Luggage, Leather Goods Stores-4483	43,007,856	70,506,345	(27,498,489)
Jewelry Stores-44831	38,396,559	70,337,303	(31,940,744)
Luggage & Leather Goods Stores-44832	4,611,297	169,042	4,442,255
Sporting Goods, Hobby, Book, Music Stores-451	46,861,059	19,676,245	27,184,814
Sporting Goods, Hobby, Musical Inst Stores-4511	40,642,636	18,630,430	22,012,206
Sporting Goods Stores-45111	21,605,900	6,991,462	14,614,438
Hobby, Toy & Game Stores-45112	11,418,925	7,506,112	3,912,813
Sewing, Needlework & Piece Goods Stores-45113	3,521,305	2,455,489	1,065,816
Musical Instrument & Supplies Stores-45114	4,096,506	1,677,368	2,419,138
Book, Periodical & Music Stores-4512	6,218,423	1,045,815	5,172,608
Book Stores & News Dealers-45121	5,321,164	1,045,815	4,275,349
Book Stores-451211	4,678,298	1,045,815	3,632,483
News Dealers & Newsstands-451212	642,866	0	642,866
Prerecorded Tape, CD, Record Stores-45122	897,259	0	897,259
General Merchandise Stores-452	294,276,713	107,051,853	187,224,860
Department Stores, Excl Leased Departments-4521	124,554,907	28,435,391	96,119,516
Other General Merchandise Stores-4529	169,721,806	78,616,462	91,105,344
Miscellaneous Store Retailers-453	70,540,561	39,959,230	30,581,331
Florists-4531	2,512,846	2,765,196	(252,350)
Office Supplies, Stationery, Gift Stores-4532	31,829,563	16,329,226	15,500,337
Office Supplies & Stationery Stores-45321	15,145,301	12,355,110	2,790,191
Gift, Novelty & Souvenir Stores-45322	16,684,262	3,974,117	12,710,145
Used Merchandise Stores-4533	5,048,593	12,820,228	(7,771,635)
Other Miscellaneous Store Retailers-4539	31,149,559	8,044,580	23,104,979
Non-Store Retailers-454	219,837,282	13,386,510	206,450,772

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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	262,372,487	198,726,910	63,645,577
Full-Service Restaurants-7221	118,402,160	80,252,113	38,150,047
Limited-Service Eating Places-7222	104,153,818	90,068,912	14,084,906
Special Foodservices-7223	28,651,032	25,970,374	2,680,658
Drinking Places -Alcoholic Beverages-7224	11,165,477	2,435,511	8,729,966
GAFO *	580,243,961	350,114,908	230,129,053
General Merchandise Stores-452	294,276,713	107,051,853	187,224,860
Clothing & Clothing Accessories Stores-448	113,087,014	100,801,646	12,285,368
Furniture & Home Furnishings Stores-442	48,355,623	40,559,909	7,795,714
Electronics & Appliances Stores-443	45,833,990	65,696,029	(19,862,039)
Sporting Goods, Hobby, Book, Music Stores-451	46,861,059	19,676,245	27,184,814
Office Supplies, Stationery, Gift Stores-4532	31,829,563	16,329,226	15,500,337

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey , or CEX), 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 store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

*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.