



April 9, 2010

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Sincerely,

A handwritten signature in black ink that reads 'William Joubert'.

William Joubert  
Director  
Business Research Center

**Southeastern Louisiana University Business Research Center**  
*A Collaborative Effort of the Southeast Louisiana Business Center and  
the Southeastern Louisiana University College of Business*

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# Carving up the Northshore

Estimated Retail  
Trade Areas  
of  
Twelve Northshore  
Communities

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April 2010

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## Introduction

Trade area analysis encompasses a variety of techniques designed to determine the geographic area from which a store or community draws its customers. The goal is to identify market “islands” in a sea of competing stores/communities using criteria such as travel distance and attractiveness to shoppers. Attractiveness can be measured using factors such as community population, retail square footage, retail sales volume, number of retail stores of a particular type, age of a store, number of parking spaces, ease of access, etc.

Once the trade area has been defined, demographic data can be used to describe and analyze the target market, leading to more effective development, site selection, merchandising, and marketing decisions.

## Trade Area Analysis Techniques

The simplest methods of defining trade areas assume that the store or community has a ***spatial monopoly*** on customers in its region, i.e. that customers within a certain distance or drive time from the store or community have no other shopping options and will always choose to shop at the site being studied.

Techniques in this category include concentric rings, drive time polygons, and Thiessen polygons. These methods assume that distance is king, overruling every other factor so that the customer always decides to shop at the nearest location. Although never totally true in real world situations, this is closest to reality for necessity or convenience items such as gasoline and groceries.

More complex and generally more realistic methods are ***market penetration*** models. The “market penetration” nomenclature owes to the fact that these models acknowledge there are competing stores or communities vying for every customer, and so the shape of trade areas is influenced by the degree of competition in any given direction.

One of the oldest and most widely used market penetration models is based on *Reilly's Law of Retail Gravitation*, developed by William J. Reilly in 1931. Reilly's Law states that larger stores or communities (as measured by such factors as population, retail sales, or retail square footage) have larger and stronger spheres of influence than smaller stores or communities, meaning that consumers are willing to travel longer distances to shop in larger stores and communities. The model assumes that people will choose the larger store or community, due to greater variety and choice of products, until the distance from the larger store or community outweighs the appeal of shopping there.

The mathematical formula developed by Reilly is used to calculate the “break point”, the distance at which customers living between competing stores or communities are expected to switch their shopping choice from one city to the other.

Refinements to the Reilly model were made by Dr. David Huff in 1963 to create what is now known as the Huff Model. Almost 50 years later, it remains the most widely used and popular method for predicting retail customer behavior. As Ela Dramowicz (2005) said of the Huff Model,

“Its popularity and longevity can be attributed to its conceptual appeal, relative ease of use, and applicability to a wide range of problems, of which predicting consumer spatial behavior is the most commonly known.”

The output from the Huff Model is a probability surface or grid describing the probability that a customer at any given location will shop in a certain community or store. The probability surface is based on a spatial interaction model that takes into account distance, attractiveness factor(s), and competition.

## Overview of the Northshore Retail Market

The five parishes which make up the Northshore region (Livingston, St. Helena, St. Tammany, Tangipahoa, and Washington) have a population of approximately 530,000, representing 12 percent of all Louisiana residents.

Using the known population (or number of households) of an area and the per capita (per household) expenditures (collected by the U.S. Census Bureau for the Bureau of Labor Statistics), it is possible to estimate the cumulative demand for various products and services by residents of the area based on their spending patterns.

These demand estimates can then be compared to sales data for businesses in the area derived from the Census of Retail Trade reported by the U.S. Census Bureau, which represent the supply of goods and services in that area.

If the demand (consumer expenditures) for goods and services exceeds the supply (sales totals) in the area under study, the difference represents how much the residents of the area are spending *outside* the area for goods and services. These dollars, known as *retail leakages*, represent the loss of potential economic activity, jobs, and sales tax revenue for the community, indicating an *opportunity gap* for retail growth.

On the other hand, if total sales (supply) by business establishments in the area exceed consumer expenditures (demand) by residents, this indicates that the businesses are drawing customers (and their spending) from outside the area, creating a *retail sales surplus*. Of course, a surplus caused by inflows from transient visitors (such as tourists or interstate travelers), can mask the fact that there may still be leakages of spending by local residents to businesses outside the area. Surveys of area residents at their homes will be required to discover and measure leakages in this situation.

A Claritas, Incorporated Retail Market Power (RMP<sup>®</sup>) Opportunity Gap Report for the Northshore region estimated 2009 total consumer expenditures of \$7.6 billion. Retail sales by Northshore businesses were almost equal at approximately \$7.7 billion, meaning that inflows and outflows (leakages) of retail dollars into and out of the Northshore were almost equal. The Northshore RMP Opportunity Gap Report is included with this study as Appendix A.

The RMP report analyzes retail supply and demand at multiple levels based on 3-digit to 6-digit NAICS (North American Industry Classification System) codes. The 3-digit codes are the broadest categories in the Report – Food and Beverage Stores (Code 445), Motor Vehicle and Parts Dealers (Code 441), etc. As more digits are added to the code the scope of that classification becomes increasingly narrow. For example, one 4-digit code under Food and Beverage Stores (Code 445) is Grocery Stores (Code 4451), which is further sub-divided into two 5-digit codes – Supermarkets & Grocery (exc. Convenience) Stores (Code 44511) and Convenience Stores (Code 44512).

The RMP Opportunity Gap report includes 13 primary 3-digit sectors. The titles and 3-digit NAICS codes of these sectors are as follows:

- Motor Vehicle and Parts Dealers – 441
- Furniture and Home Furnishings Stores – 442
- Electronics and Appliance Stores – 443
- Building Material, Garden Equipment Stores – 444
- Food and Beverage Stores – 445
- Health and Personal Care Stores – 446
- Gasoline Stations – 447
- Clothing and Clothing Accessories Stores – 448
- Sporting Goods, Hobby, Book, Music Stores – 451
- General Merchandise Stores – 452
- Miscellaneous Store Retailers – 453
- Non-Store Retailers – 454
- Foodservice and Drinking Places - 722

“Miscellaneous Store Retailers” includes florists, office supply and stationery stores, gift, novelty, and souvenir shops, used merchandise stores, etc. “Non-Store Retailers” includes catalog, mail order, and Internet-based retailers.

Sector 452 – “General Merchandise Stores” – includes two sub-sectors, “Department Stores – 4521” and “Other General Merchandise Stores – 4529”. Most warehouse stores, club stores, and super stores report their sales under Sub-Sector 4529. An estimated 37 percent of Target’s sales are food and household products, while the percentage is 60 percent for Wal-Mart (Associated Press, 2009).

Upon reviewing the RMP report, it appears that some consumers may be reporting their spending at these “super stores” under Sector 445 – “Food and Beverage Stores”. However, with the sales by these same stores reported under Sector 452 (Sub-Sector 4529), the gap/surplus estimates for these two sectors are rendered meaningless. In order to mitigate this problem, Sub-Sector 4529 will be merged with Sector 445 for all analyses in this report. Sub-Sector 4521 – “Department Stores” will remain as the only sub-sector represented in Sector 452.

Using this modification, total Northshore demand and supply for the 13 three-digit sectors is tabulated in Table 1.

**Table 1. RMP Opportunity Gap<sup>®</sup> summary for the 5-parish Northshore Region: 2009 estimates**

Source: Claritas, Inc.

	2009 Demand (Consumer Expend.)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores			
Total Retail Sales	\$ 7,615,563,069	\$ 7,675,258,846	\$ (59,695,777)
Motor Vehicle and Parts Dealers – 441	\$ 1,120,036,417	\$ 1,056,789,004	\$ 63,247,413
Furniture and Home Furnishings Stores – 442	\$ 162,040,322	\$ 147,552,990	\$ 14,487,332
Electronics and Appliance Stores – 443	\$ 181,654,653	\$ 196,952,950	\$ (15,298,297)
Building Material, Garden Equip. Stores – 444	\$ 873,343,889	\$ 1,150,402,025	\$ (277,058,136)
Food and Beverage Stores – 445 + Other General Merchandise Stores – 4529	\$ 1,551,081,966	\$ 1,645,028,940	\$ (93,946,974)
Health and Personal Care Stores – 446	\$ 446,289,033	\$ 399,597,001	\$ 46,692,032
Gasoline Stations – 447	\$ 885,096,015	\$ 1,337,186,977	\$ (452,090,962)
Clothing and Clothing Access. Stores – 448	\$ 350,853,654	\$ 206,328,935	\$ 144,524,719
Sport. Goods, Hobby, Book, Music Stores – 451	\$ 148,556,963	\$ 122,296,992	\$ 26,259,971
Department Stores Excl. Leased Depts. – 4521	\$ 506,053,364	\$ 433,176,994	\$ 72,876,370
Miscellaneous Store Retailers – 453	\$ 180,191,600	\$ 278,550,048	\$ (98,358,448)
Non-Store Retailers – 454	\$ 494,769,351	\$ 135,434,989	\$ 359,334,362
Foodservice and Drinking Places – 722	\$ 715,595,842	\$ 565,961,001	\$ 149,634,841



So while the Northshore had almost equal *total* retail demand and supply in 2009, Table 1 illustrates that there were widely divergent results when comparing demand and supply in the various individual sectors. The Northshore had five sectors that showed a surplus in 2009, pulling in net consumer expenditures from outside the region, and eight sectors which exhibited an opportunity gap, where consumer spending leaked out of the region. Listed from greatest surplus to greatest leakage/gap, the 13 sectors fall in the following order:

<u>Sector</u>	Opportunity <u>Gap/Surplus</u>
Gasoline Stations	\$ (452,090,962)
Building Material, Garden Equip. Stores	\$ (277,058,136)
Miscellaneous Store Retailers	\$ (98,358,448)
Food and Beverage Stores + Other General Merchandise Stores	\$ (93,946,974)
Electronics and Appliance Stores	\$ (15,298,297)
Furniture and Home Furnishings Stores	\$ 14,487,332
Sporting Goods, Hobby, Book, Music Stores	\$ 26,259,971
Health and Personal Care Stores	\$ 46,692,032
Motor Vehicle and Parts Dealers	\$ 63,247,413
Department Stores Excl. Leased Depts.	\$ 72,876,370
Clothing and Clothing Access. Stores	\$ 144,524,719
Foodservice and Drinking Places	\$ 149,634,841
Non-Store Retailers	\$ 359,334,362

Given the numerous, heavily-traveled interstates which bisect the Northshore, it is no surprise that the region pulls in almost half a billion dollars in net inflows in the “Gasoline Stations” sector. The numerous home improvement stores and lumber yards along the I-12 corridor also show their attractiveness to consumers outside the region through \$277 million of net retail pull.

On the leakage end of the spectrum, the region is losing a lot of retail spending (and related sales tax dollars) in the “Non-Store Retailers” sector, few of which are located on the Northshore. The other sectors with large leakages illustrate both the close proximity of the large retail markets in Baton Rouge and New Orleans, as well as the effect on spending brought about by the large numbers of Northshore

residents that commute outside the area for work. The BRC's *Northshore Commerce Study* (Holloway, et al., 2008) reported that only half of Northshore employees work on the Northshore. In Livingston Parish, the percentage is only 29 percent. (More than twice as many Livingston Parish residents work in East Baton Rouge Parish as work in Livingston Parish.)

Employees who commute will naturally spend some of their retail expenditures in the community where they work and in the communities between their place of residence and place of employment.

The Northshore is a large and diverse region, and the economies of the various communities differ greatly in scale, focus, and "flavor". In order to highlight possible differences at the parish level, Table 2 indicates the retail opportunity gap or surplus for the 13 three-digit sectors (as modified, see above) for each of the five Northshore parishes. (The complete Claritas RMP<sup>®</sup> reports for each parish are included as Appendices B-F.)

As shown in Table 2, St. Tammany and Tangipahoa parishes had overall retail surpluses of approximately \$886 million and \$264 million, respectively, while Livingston, Washington, and St. Helena parishes had retail leakages of approximately \$880 million, \$114 million, and \$97 million, respectively. (It should be noted that sales of the Bass Pro Shop in Denham Springs, which opened in February 2008, have not yet been captured by the Census of Retail Trade and so are not reflected in the Claritas reports for Livingston Parish.)

Every Northshore parish except St. Helena showed a surplus in the *Gasoline Stations* sector. However, St. Helena was the only Northshore parish to show a surplus in the *Clothing and Clothing Accessories Stores* sector (which was the only sector for which St. Helena had a surplus). St. Tammany Parish was the sole parish recording surpluses in the *Furniture and Home Furnishing Stores, Electronics and Appliance Stores*, and the modified *Food and Beverage Stores + Other General Merchandise Stores* sectors, while Tangipahoa Parish was the only parish among the five to show a surplus in the *Foodservice and Drinking Places* sector.

Tangipahoa's surplus in the *Motor Vehicle and Parts Dealers* sector seems especially large relative to the scale of its economy, as does Washington Parish's surplus in the *Health and Personal Care Stores* sector. There are likely particular economic, demographic, or historical factors which would explain how these sectors came to be inordinately strong in these parishes. Tangipahoa Parish also shows a very large surplus in the *Gasoline Stations* sector, but this would be expected, given the fact that the parish is transected by two heavily traveled interstates with numerous interchanges.

**Table 2. RMP® Opportunity Gap/Surplus by parish for the 5-parish Northshore Region: 2009 estimates**

Source: Claritas, Inc.

Retail Stores	Livingston Parish	St. Helena Parish	St. Tammany Parish	Tangipahoa Parish	Washington Parish
Total Retail Sales	\$ 878,990,810	\$ 97,422,635	\$ (886,308,917)	\$ (263,552,054)	\$ 113,751,749
Motor Vehicle and Parts Dealers – 441	\$ 234,962,418	\$ 7,933,790	\$ (48,966,622)	\$ (140,021,212)	\$ 9,339,039
Furniture and Home Furnishings Stores – 442	\$ 12,449,456	\$ 2,853,899	\$ (20,429,925)	\$ 13,564,082	\$ 6,049,820
Electronics and Appliance Stores – 443	\$ 33,328,760	\$ 3,035,131	\$ (61,409,253)	\$ 775,788	\$ 8,971,277
Building Material, Garden Equip. Stores – 444	\$ 129,006,062	\$ 10,957,388	\$ (426,595,774)	\$ (15,795,296)	\$ 25,369,484
Food and Beverage Stores – 445 + Other General Merchandise Stores – 4529	\$ 115,672,421	\$ 24,869,410	\$ (326,658,662)	\$ 72,950,664	\$ 19,219,193
Health and Personal Care Stores – 446	\$ 20,653,793	\$ 8,328,786	\$ 59,714,897	\$ (23,389,157)	\$ (18,616,287)
Gasoline Stations – 447	\$ (10,507,148)	\$ 11,027,822	\$ (174,115,092)	\$ (252,417,411)	\$ (26,079,133)
Clothing and Clothing Access. Stores – 448	\$ 74,952,137	\$ (649,759)	\$ 11,158,490	\$ 42,625,484	\$ 16,438,367
Sport. Goods, Hobby, Book, Music Stores – 451	\$ 32,579,675	\$ 2,501,310	\$ (11,161,493)	\$ (4,732,412)	\$ 7,072,891
Department Stores Excl. Leased Depts. - 4521	\$ 55,740,004	\$ 8,981,503	\$ 7,074,382	\$ 915,967	\$ 164,514
Miscellaneous Store Retailers – 453	\$ (5,476,541)	\$ 2,622,761	\$ (87,044,288)	\$ (16,799,957)	\$ 8,339,577
Non-Store Retailers – 454	\$ 111,313,368	\$ 9,040,301	\$ 126,357,476	\$ 85,505,280	\$ 27,117,937
Foodservice and Drinking Places – 722	\$ 74,316,405	\$ 5,920,293	\$ 65,766,947	\$ (26,733,874)	\$ 30,365,070

## Twelve Northshore Retail Communities

While the parish-level data in Table 2 provides interesting insight into differences across the Northshore region, it is still at too broad of a scale to be useful for meaningful trade area determination and analysis. After all, consumers don't decide to go to a certain parish to shop for a new refrigerator, prom dress, or other item; they typically go to a certain town (or mall or shopping center within a town).

For the purposes of estimating the trade areas on the Northshore using various techniques and methods, 12 retail "communities" were selected for analysis. Because many retail stores are located outside of city limits, polygons were drawn around target communities to an extent that the authors' felt would capture most retail activity, and Claritas Site Reports<sup>®</sup> Web site was utilized to generate RMP<sup>®</sup> reports for these customized polygons. Where retail districts cross over the legal boundaries of adjoining towns, the retail communities may contain portions of two or more towns, since shoppers may freely move from town to town while shopping without concern for which legal jurisdiction they are in.

The 12 selected retail communities, the parish in which they are located, and their estimated 2009 retail sales volume are listed below in Table 3. Figure 1 illustrates the location of each selected community, as well as the size and shape of the community polygons drawn for this analysis.

**Table 3. Twelve selected Northshore retail communities with estimated 2009 retail sales volume from Claritas RMP<sup>®</sup> Opportunity Gap Report.**

<u>Community</u>	<u>Parish</u>	<u>2009 Estimated Retail Sales</u>
Albany	Livingston	\$ 30,184,278
Amite	Tangipahoa	\$ 164,071,452
Bogalusa	Washington	\$ 223,777,297
Covington/Mandeville (incl. Madisonville)	St. Tammany	\$ 1,960,740,714
Denham Springs	Livingston	\$ 389,694,599
Franklinton	Washington	\$ 127,395,546
Greensburg	St. Helena	\$ 9,967,585
Hammond/Ponchatoula	Tangipahoa	\$ 1,204,302,629
Kentwood	Tangipahoa	\$ 43,074,373
Livingston	Livingston	\$ 23,164,398
Slidell	St. Tammany	\$ 1,974,478,517
Walker	Livingston	\$ 109,957,600

There are certainly other communities on the Northshore with significant retail sectors that could have been included, but the authors felt that these 12 communities captured most of the largest retail “centers” on the Northshore and provided fairly uniform representation across the entire region. The estimated retail sales of the 12 communities in Table 3 totaled approximately \$6.3 billion in 2009, or approximately 82 percent of the \$7.7 billion of total retail sales on the Northshore (from Table 1).

On a per parish basis, the combined sales of the communities in Table 3 represent a range of from 85.4 percent of total sales in St. Tammany Parish down to 25.6 percent in St. Helena, a predominantly rural parish without any large population centers and related concentrations of retail activity.

**Figure 1. Twelve Selected Northshore Retail Communities**



## Competing Communities outside the Northshore

Northshore consumers are, of course, not restricted to Northshore retailers when making their shopping destination decisions. In fact, the heaviest competition many Northshore businesses face comes from outside the region.

In order to model this “outside” competition, 12 leading retail communities that surround the Northshore were selected, as shown in Table 4. Polygons were also drawn around these communities in an attempt to capture the bulk of their retail activity, with the sales volumes in Table 4 based on these polygons. Figure 2 illustrates the 12 selected Northshore retail communities and the 12 surrounding competing communities.

**Table 4. Twelve selected non-Northshore retail communities with estimated 2009 retail sales volume from Claritas RMP<sup>®</sup> Opportunity Gap Report.**

<u>Community</u>	<u>2009 Estimated Retail Sales</u>
Baton Rouge	\$ 7,650,755,810
Clinton	\$ 28,882,524
Columbia, MS	\$ 255,578,046
GNO (New Orleans/Metairie/Kenner)	\$ 11,313,644,570
Gonzales/Prairieville	\$ 1,050,510,848
Gulfport, MS	\$ 2,096,216,120
Hattiesburg, MS	\$ 2,078,527,701
Liberty, MS	\$ 12,112,063
McComb, MS	\$ 477,677,307
Picayune, MS	\$ 396,666,574
Poplarville, MS	\$ 108,382,805
Tylertown, MS	\$ 61,518,218

## Equal Competition Trade Areas

The simplest method of analyzing trade areas assumes that there is no difference in the attributes of competing stores or retail communities (i.e., equal competition), so the only factor influencing consumers’ shopping destination decisions is distance. With the assumptions that all stores/communities are equal and that consumers would prefer to travel shorter distances, the resulting conclusion is that consumers always shop at the nearest store or community where the desired product is available. This results in assumed “spatial monopolies” where all of the customers within a certain geographic area always shop at the particular store or community that is closest to them.

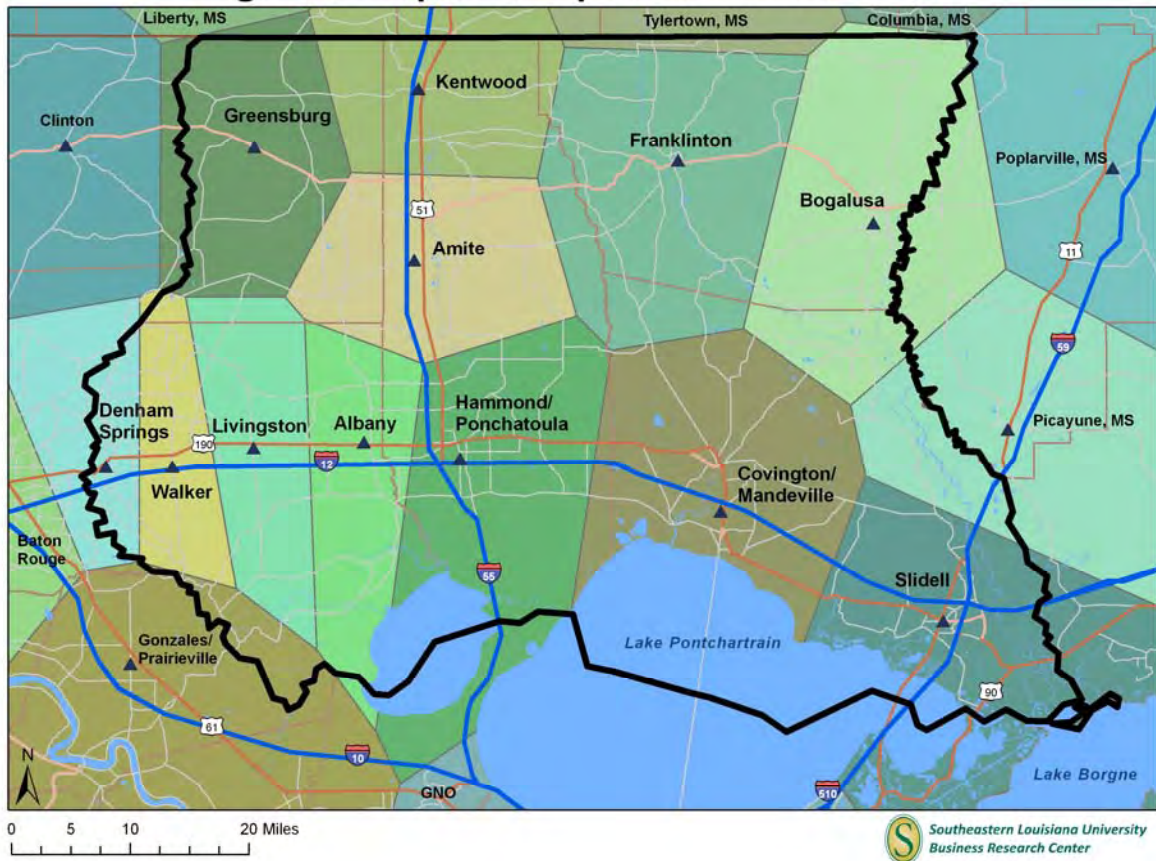
**Figure 2. Twelve Selected Northshore Retail Communities and Twelve Selected Surrounding Retail Communities**



Thiessen polygons are used to illustrate these geographic areas. Thiessen polygons are polygons whose boundaries define the area that is closest to each point relative to all other points. Figure 3 illustrates the equal competition/Thiessen polygon trade areas for the Northshore and its surrounding communities.

As mentioned earlier in this study, equal competition trade areas would rarely represent reality, except to some degree for gasoline and convenience grocery items, where distance often outweighs price or selection considerations. This is easily seen in “the real world” where gasoline stations, convenience stores, and country stores survive and thrive in locations where businesses catering to more elective or planned purchases would have little chance of success.

**Figure 3. Equal Competition Trade Areas**



## Market Penetration Models

Other than in the previously mentioned cases of strict necessities such as gasoline and convenience grocery items, factors other than distance will usually influence consumers' shopping destination decisions. These factors may include size of store(s), selection available in the store(s), ease of access, availability of parking, number of nearby shopping options, store or community amenities, price competitiveness, etc. Market penetration trade area models typically use community population, number of parking spaces, retail square footage, or volume of retail sales (which this study will use) as a proxy for these attractiveness factors.

### *Reilly Gravitation Model*

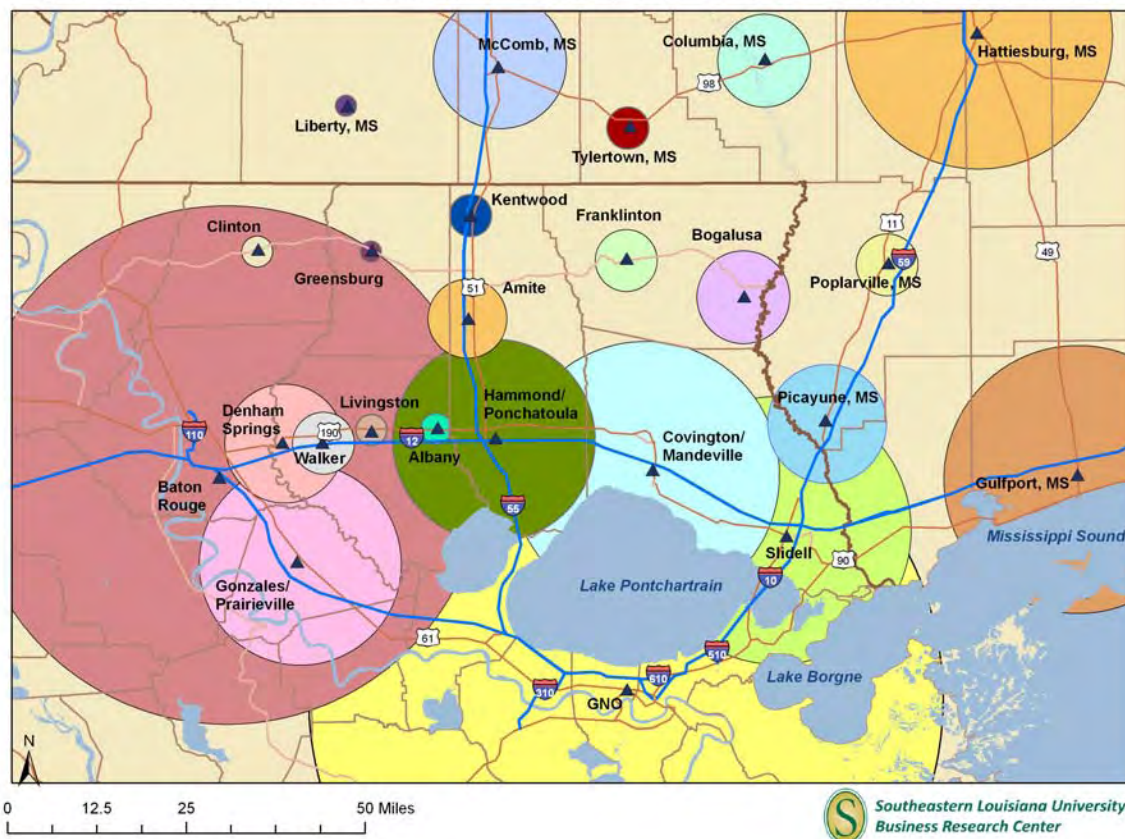
The Reilly Gravitation Model is based on an analogy to Newton's theory of gravitational attraction – *the degree of attraction between two objects is based on the mass of the objects and the distance between*



them. Thus larger stores or communities have a stronger attraction or “pull” on consumers and can draw them from longer distances than smaller stores or communities.

In order to help visualize the relative retail sales (“mass”) of the communities under study, Figure 4 illustrates the 2009 estimated retail sales of each community using circles of varying sizes. The 24 communities were grouped into 12 categories for ease of comparison.

**Figure 4. Selected Retail Communities with Symbols Scaled to Volume of Retail Sales**



It is clear from Figure 4 that Baton Rouge and the Greater New Orleans area are the dominant retail markets affecting southeast Louisiana. Their influence is felt throughout the Northshore region, especially in the western and southeastern portions of the region. In the central and eastern areas of the region, the retail “gravity” battle is more between the Northshore’s own retail markets, while in the northern parts of the region the Mississippi markets come more into play.

To gain a better understanding of the retail battle lines between communities, the Reilly model was used to calculate trade area breakpoints based on travel distance between communities and volume of

total retail sales. Travel distances were based on the shortest/most logical route between communities from Google Maps<sup>®</sup>. The equation used to calculate the breakpoints is:

$$\text{Reilly Breakpoint} = \frac{\text{Travel Distance between towns A and B}}{1 + \sqrt{\frac{\text{Retail sales in Town A}}{\text{Retail sales in Town B}}}}$$

Figure 5 illustrates the trade areas derived using the Reilly model.

**Figure 5. Estimated Northshore Trade Areas for Total Retail Sales: Reilly Model**



The beige colored areas outside of the polygons represent areas dominated by markets outside of the Northshore (Baton Rouge, GNO, McComb, Picayune, etc.), or “toss-up” areas not clearly controlled by any single market.

## *The Huff Model*

As described earlier in this document, David Huff refined and improved the Reilly Model to develop the model now named after him. The Huff Model generates probability surfaces illustrating the likelihood that a consumer at a given geographic point will shop at various competing stores/ communities.

ESRI's Business Analyst<sup>®</sup> software includes the capability of generating "equal probability" Huff models which illustrate the shape extending around a store or community with a border drawn where residents exhibit a 50 percent probability of shopping in that store or community and a 50 percent probability of shopping in a competing location. Thus, residents living within the border are more than 50 percent likely to shop in the town or store of interest.

In that sense, the equal probability Huff Model is similar to the Reilly Model. However, the Huff Model allows for extra factors to be considered in addition to distance and the single attractiveness factor (sales, square footage, etc.). The Huff Model also allows the distance and attractiveness factors to be weighted in varying amounts, depending on the sector being analyzed.

The equal probability Huff Model in ESRI Business Analyst<sup>®</sup> was used to delineate trade areas for the retail communities selected for this study using retail sales estimates for five combinations of sectors from the Claritas RMP<sup>®</sup> Opportunity Gap Reports for each community:

- Total Retail Sales (all sectors and sub-sectors)
- Big-Ticket Items
  - Automotive Dealers – Sub-sector 4411
  - Other Motor Vehicle Dealers – Sub-sector 4412
  - Furniture and Home Furnishings Stores – Sector 442
  - Electronics and Appliance Stores – Sector 443
- Mid-Range Items
  - Building Material, Garden Equipment Stores – Sector 444
  - Clothing and Clothing Accessories Stores – Sector 448
  - Sporting Goods, Hobby, Book, Music Stores – Sector 451
  - Department Stores Excl. Leased Depts. – Sub-sector 4521
  - Miscellaneous Store Retailers – Sector 453
- Convenience Items
  - Food and Beverage Stores – Sector 445
  - Other General Merchandise Stores – Sub-sector 4529
  - Health and Personal Care Stores – Sector 446
  - Gasoline Stations – Sector 447
- Foodservice and Drinking Places – Sector 722

Claritas RMP<sup>®</sup> Opportunity Gap Reports for the 12 Northshore subject communities are included as Appendices G-R.

Retail sales for each sector grouping were used as the attractiveness factor, and were always weighted at +1.0. The distance factor weighting varied from -1.75 for big ticket items, to -2.5 for total retail sales, mid-range items, and foodservice and drinking places, to -3.25 for convenience items. The varied weighting for the distance factor is based on the assumption that consumers are more willing to travel longer distances for big ticket items but very averse to traveling long distances for convenience items.

Because the Huff Model involves some fairly intense computations that can overload computer processing power as the number of communities and distances involved increase, the Northshore was divided into western and eastern portions along Interstate 55, and the model was run separately for the five sector groupings for each of the two portions.

Figures 6-10 illustrate the various sector-based trade areas derived using the Huff Model for the western portion of the Northshore, and Figures 11-15 do the same for the eastern portion. Comparing the trade area maps illustrates both the relative competitiveness of the communities in the various sector groupings as well as the impact of the varied distance factor weightings.

For instance, comparing Figure 7 and Figure 9 reveals that Livingston is equivalent to Denham Springs (and outperforms Walker) when it comes to big ticket items, but is much less competitive for mid-range items. Likewise, a comparison of Figures 12 and 14 shows that Hammond/Ponchatoula is much more competitive with Covington/Mandeville for big ticket items than mid-range goods, where Covington/Mandeville tends to dominate the eastern part of the Northshore region.

Comparison of either of the convenience item trade area maps (Figures 8 and 13) with the other sector maps illustrates how much more competitive the smaller communities can be for convenience items, especially compared to their very limited trade areas for big ticket items.

Figure 15a illustrates the Foodservice and Drinking Places trade areas for the eastern Northshore with the impacts of the GNO market removed. For many Northshore residents, restaurants in GNO are not one of the normal options they consider in making their regular dining-out decisions, so this map illustrates the competitiveness of the various other communities without the influence of GNO.

NOTE: These trade area maps are based on the arbitrary weights chosen by the authors for the distance and sales factors. Changing these weights would drastically change the resulting estimated trade area maps. In order to develop accurate and realistic maps for a particular situation, the Huff Model factors **must** be calibrated for the actual opinions and biases of shoppers in the area.

This involves surveying shoppers at their point of origin (their homes) rather than the destination of interest. This is the only way to determine how they actually weight distance and the attractiveness factors in arriving at their shopping destination decisions. Therefore, calibrating the Huff Model should be considered a necessary step in any “real world” application, and the trade areas developed for this report should only be viewed as approximations.

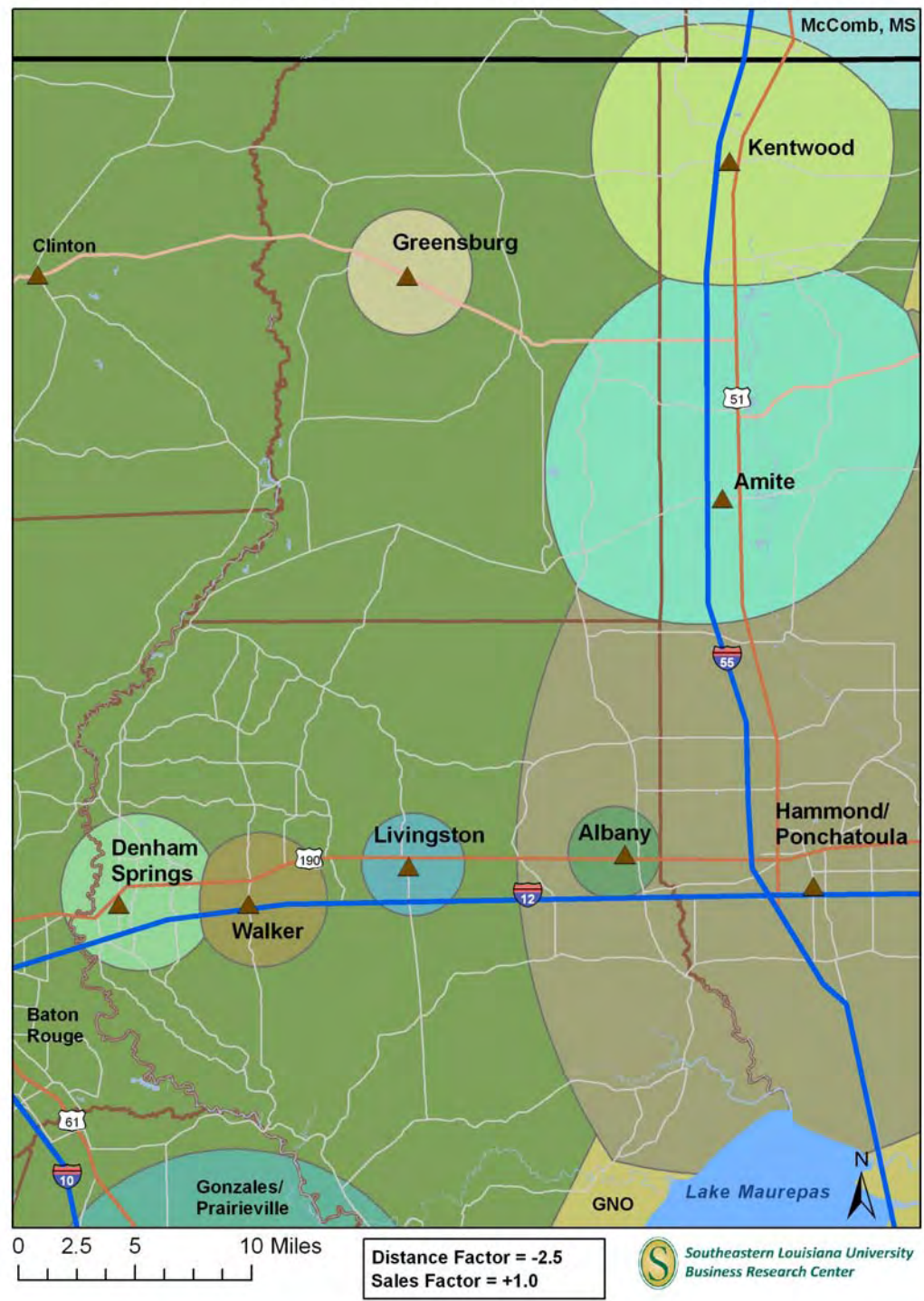
## Conclusions

Trade area analysis is a useful tool both for existing businesses and in the site-selection process for locating new ventures. It is the first step in determining where potential customers are located, so that demographic data can be gathered and analyzed, a vital step in choosing a site for new retail businesses and for making marketing and merchandising decisions for both new and existing businesses.

Basic trade area analyses can be done fairly quickly and cheaply, but more advanced techniques, such as the calibrated Huff Model, will require point of origin surveys of consumers to delineate more accurate and realistic trade areas that are ultimately more useful to business owners and decision-makers.

Business owners should also always be cognizant of the fact that, while the distance factor and some attractiveness factors such as community population, transportation access, etc. are out of their control, other factors such as customer service, product selection, price competitiveness, and having a clean and welcoming store are very much in their control, and also get factored in every time prospective customers make their shopping destination decisions.

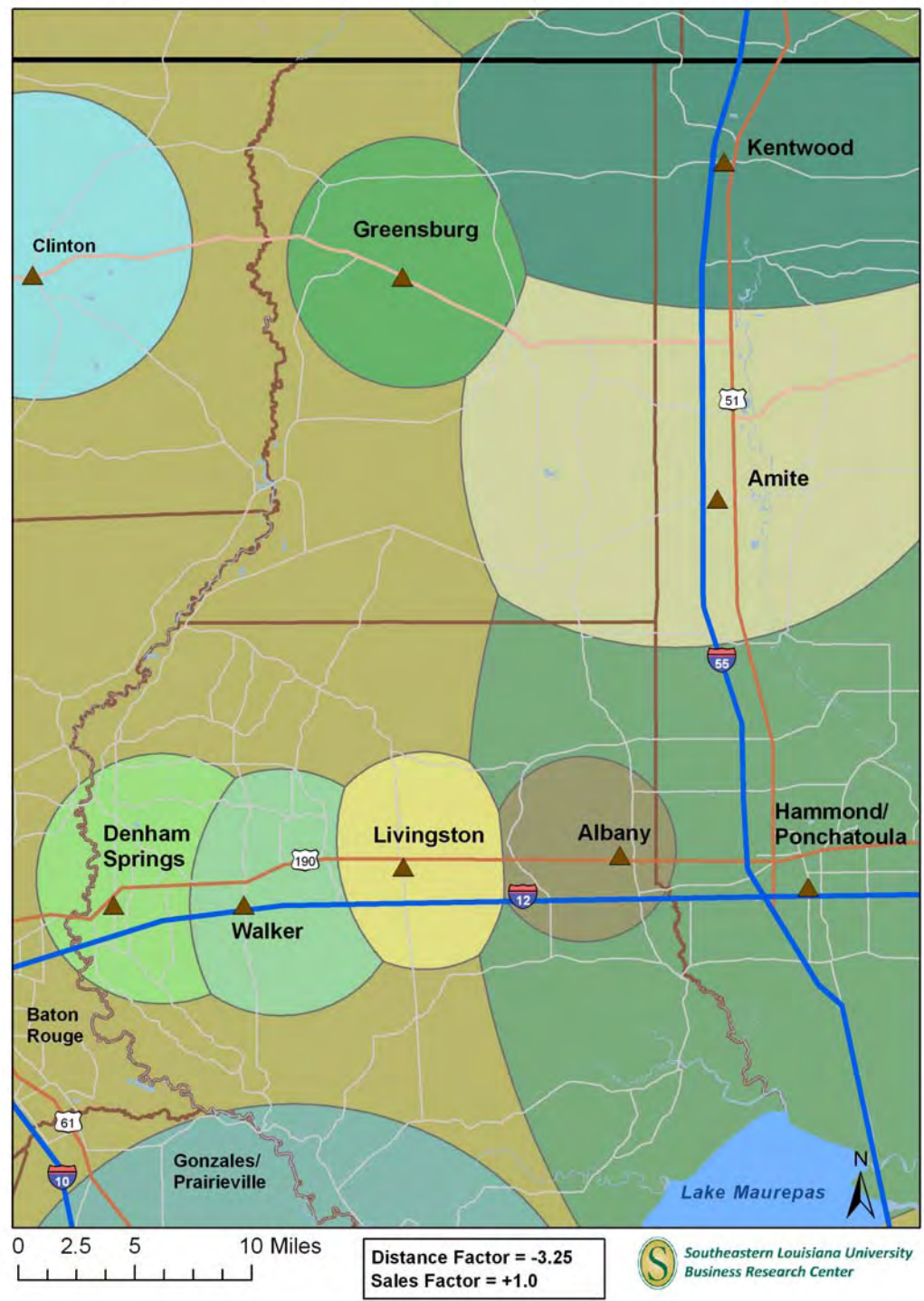
**Figure 6. Western Northshore Estimated Trade Areas for TOTAL RETAIL SALES: Huff Equal Probability Model**



**Figure 7. Western Northshore Estimated Trade Areas for BIG TICKET ITEMS: Huff Equal Probability Model**



**Figure 8. Western Northshore Estimated Trade Areas for CONVENIENCE ITEMS: Huff Equal Probability Model**





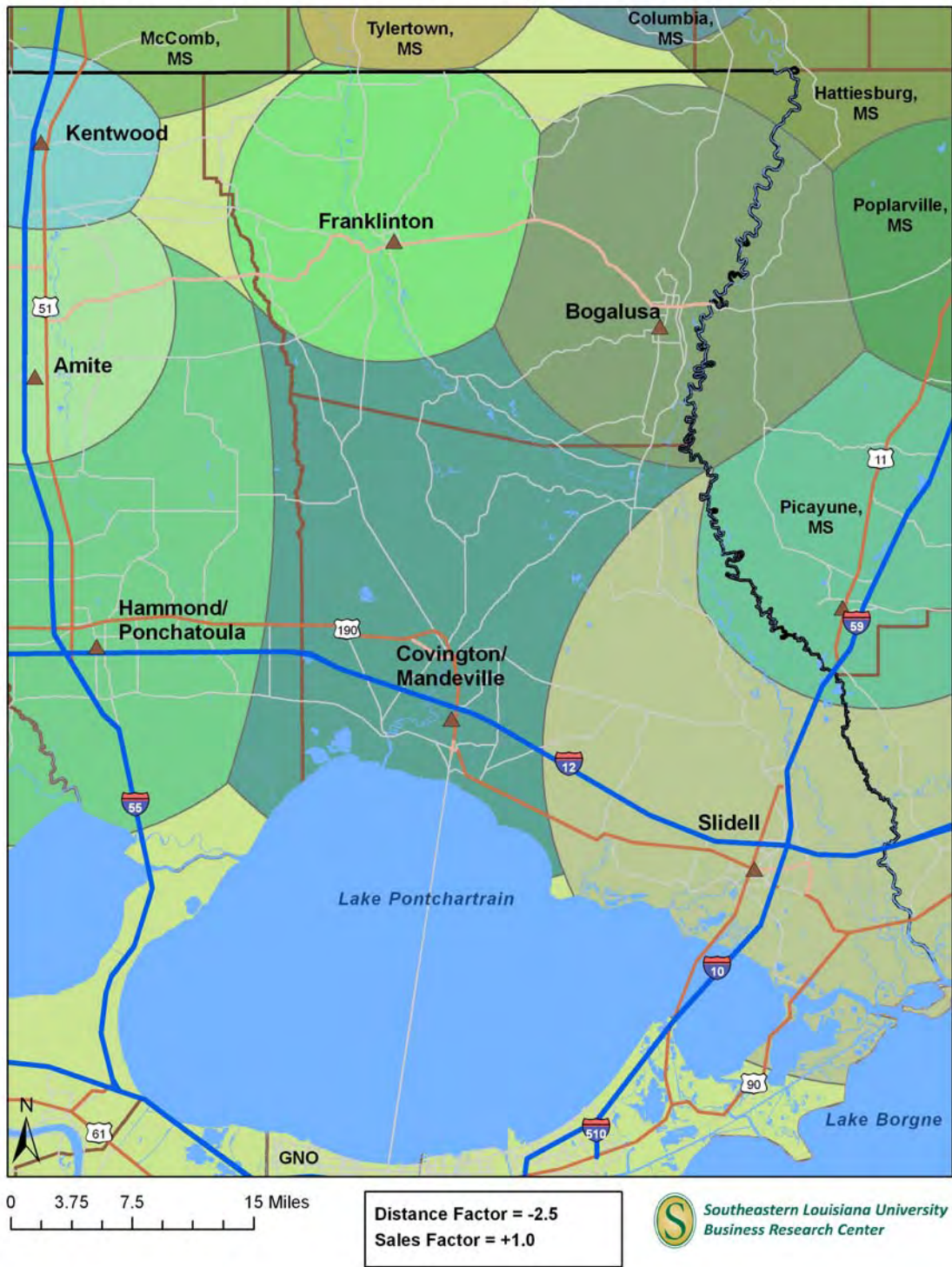
**Figure 9. Western Northshore Estimated Trade Areas for MID-RANGE ITEMS: Huff Equal Probability Model**



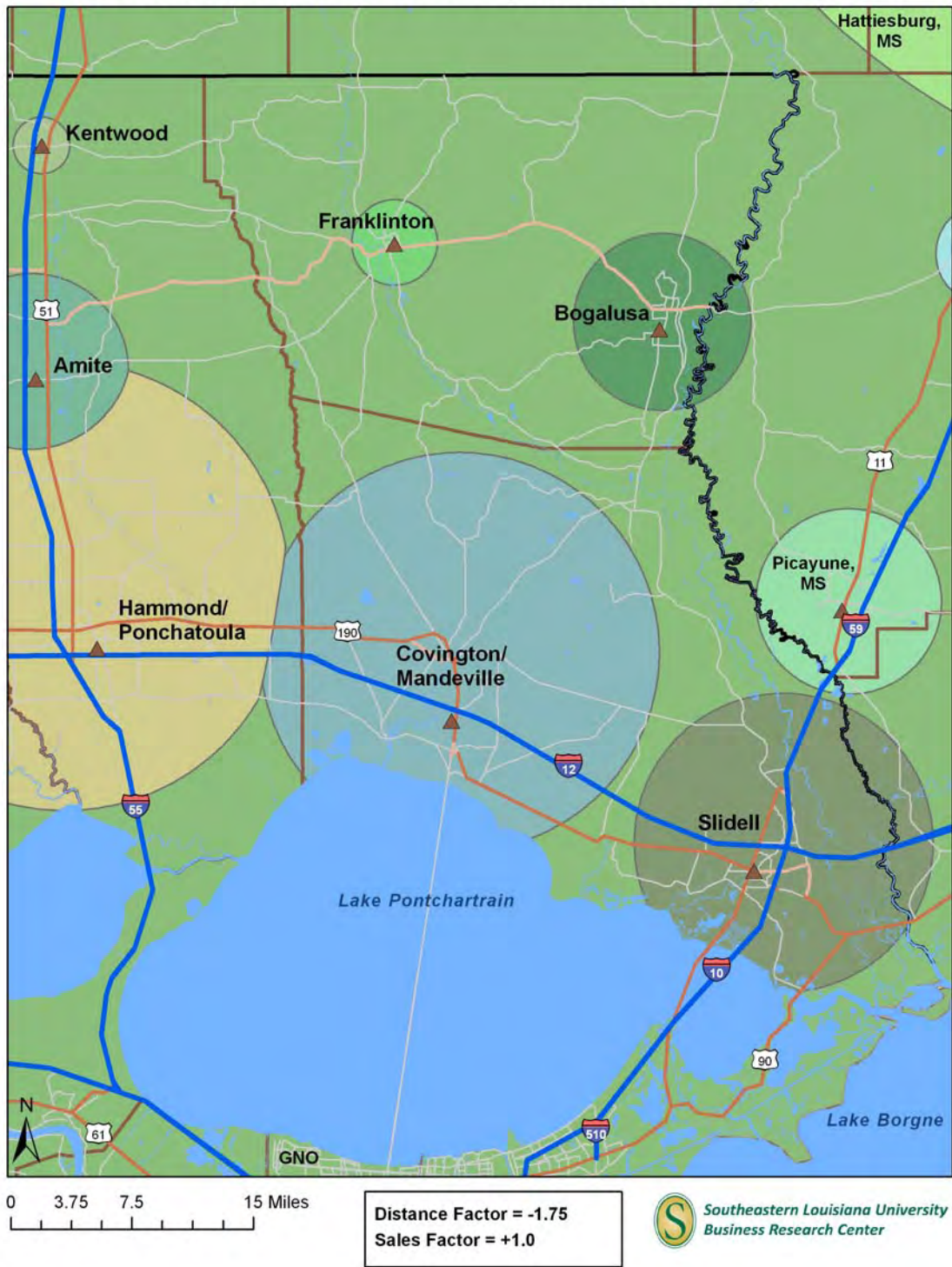
**Figure 10. Western Northshore Estimated Trade Areas for FOODSERVICE SALES: Huff Equal Probability Model**



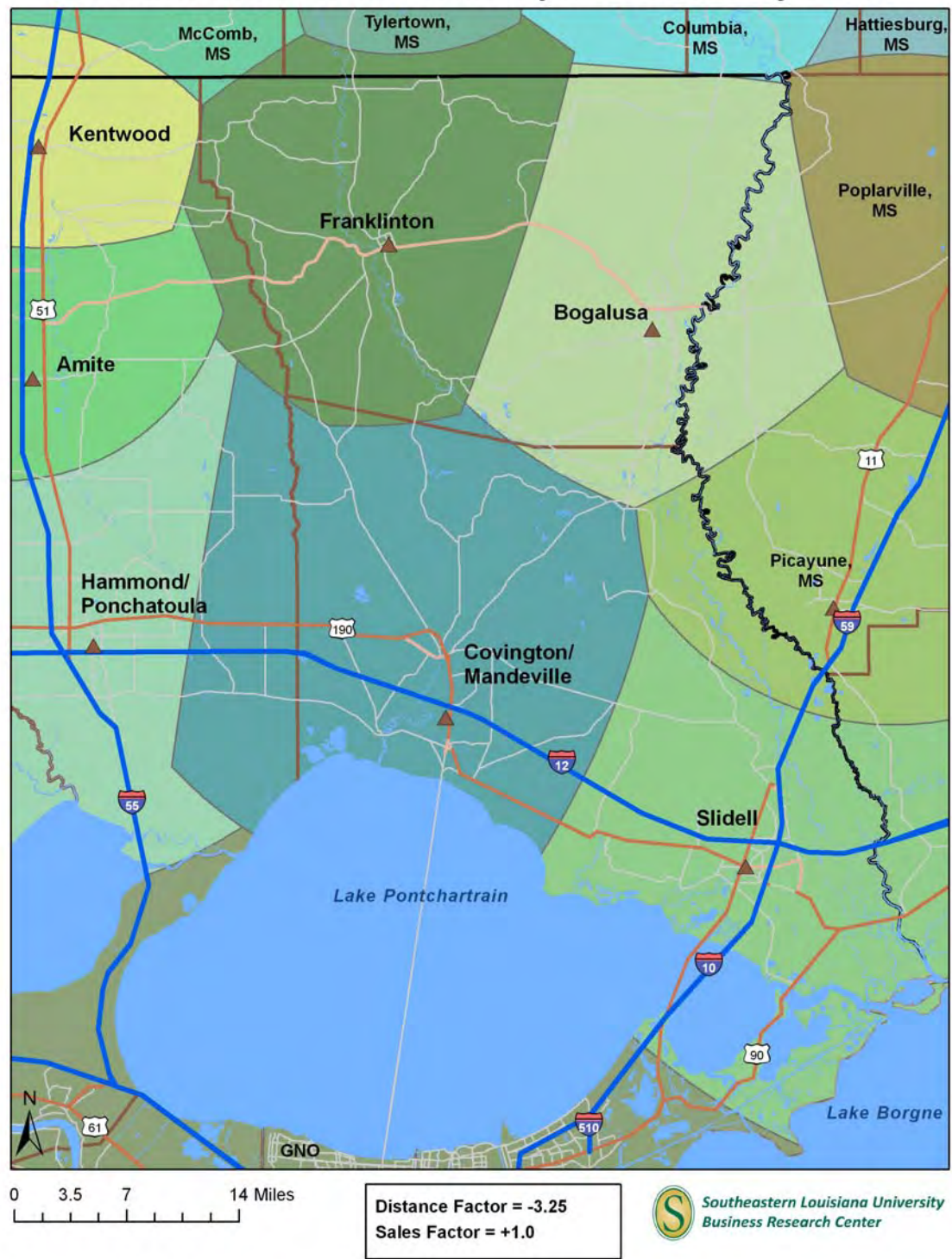
**Figure 11. Eastern Northshore Estimated Trade Areas for TOTAL RETAIL SALES: Huff Equal Probability Model**



**Figure 12. Eastern Northshore Estimated Trade Areas for BIG TICKET ITEMS: Huff Equal Probability Model**



**Figure 13. Eastern Northshore Estimated Trade Areas for CONVENIENCE ITEMS: Huff Equal Probability Model**



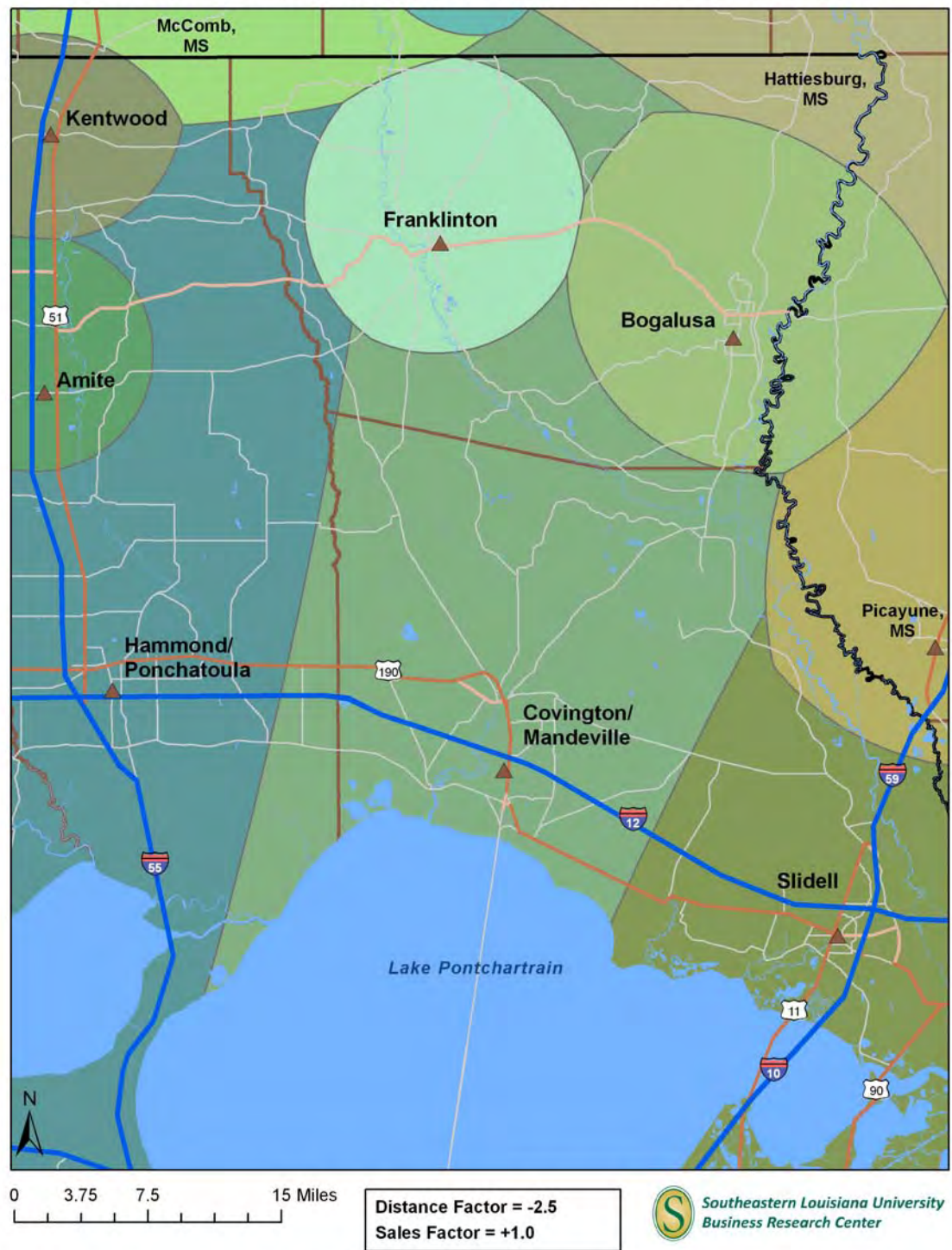
**Figure 14. Eastern Northshore Estimated Trade Areas for MID-RANGE ITEMS: Huff Equal Probability Model**



**Figure 15. Eastern Northshore Estimated Trade Areas for FOODSERVICE SALES: Huff Equal Probability Model**



**Figure 15a. Eastern Northshore Estimated Trade Areas for FOODSERVICE SALES: Huff Model WITHOUT GNO**





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## Appendices

## Appendix A

<b>RMP Opportunity Gap - Retail Stores</b> (Sectors 445 and 452 modified)		<b>Northshore Region</b>		
Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	
Total Retail Sales Incl Eating and Drinking Places	\$ 7,615,563,069	\$ 7,675,258,846	\$ (59,695,777)	
Motor Vehicle and Parts Dealers-441	\$ 1,120,036,417	\$ 1,056,789,004	\$ 63,247,413	
Automotive Dealers-4411	\$ 928,228,079	\$ 868,304,996	\$ 59,923,083	
Other Motor Vehicle Dealers-4412	\$ 86,495,079	\$ 63,560,992	\$ 22,934,087	
Automotive Parts/Accsrs, Tire Stores-4413	\$ 105,313,259	\$ 124,923,016	\$ (19,609,757)	
Furniture and Home Furnishings Stores-442	\$ 162,040,322	\$ 147,552,990	\$ 14,487,332	
Furniture Stores-4421	\$ 86,755,554	\$ 70,981,984	\$ 15,773,570	
Home Furnishing Stores-4422	\$ 75,284,768	\$ 76,571,006	\$ (1,286,238)	
Electronics and Appliance Stores-443	\$ 181,654,653	\$ 196,952,950	\$ (15,298,297)	
Appliances, TVs, Electronics Stores-44311	\$ 136,495,465	\$ 175,642,968	\$ (39,147,503)	
Household Appliances Stores-443111	\$ 33,141,218	\$ 52,265,997	\$ (19,124,779)	
Radio, Television, Electronics Stores-443112	\$ 103,354,247	\$ 123,376,971	\$ (20,022,724)	
Computer and Software Stores-44312	\$ 37,453,746	\$ 21,031,983	\$ 16,421,763	
Camera and Photographic Equipment Stores-44313	\$ 7,705,442	\$ 277,999	\$ 7,427,443	
Building Material, Garden Equip Stores -444	\$ 873,343,889	\$ 1,150,402,025	\$ (277,058,136)	
Building Material and Supply Dealers-4441	\$ 806,493,008	\$ 1,075,591,023	\$ (269,098,015)	
Home Centers-44411	\$ 330,465,616	\$ 566,063,993	\$ (235,598,377)	
Paint and Wallpaper Stores-44412	\$ 18,008,350	\$ 4,209,992	\$ 13,798,358	
Hardware Stores-44413	\$ 69,378,139	\$ 38,479,002	\$ 30,899,137	
Other Building Materials Dealers-44419	\$ 388,640,903	\$ 466,838,036	\$ (78,197,133)	
Building Materials, Lumberyards-444191	\$ 152,033,658	\$ 182,633,969	\$ (30,600,311)	
Lawn, Garden Equipment, Supplies Stores-4442	\$ 66,850,881	\$ 74,811,002	\$ (7,960,121)	
Outdoor Power Equipment Stores-44421	\$ 10,025,035	\$ 802,999	\$ 9,222,036	
Nursery and Garden Centers-44422	\$ 56,825,846	\$ 74,008,003	\$ (17,182,157)	
Food and Beverage Stores-445 + Other Genl. Mrch. Stores-4529	\$ 1,551,081,966	\$ 1,645,028,940	\$ (93,946,974)	
Grocery Stores-4451	\$ 929,362,724	\$ 606,731,909	\$ 322,630,815	
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 882,417,981	\$ 563,363,938	\$ 319,054,043	
Convenience Stores-44512	\$ 46,944,743	\$ 43,367,971	\$ 3,576,772	
Specialty Food Stores-4452	\$ 27,163,688	\$ 15,204,977	\$ 11,958,711	
Beer, Wine and Liquor Stores-4453	\$ 60,566,916	\$ 10,196,018	\$ 50,370,898	
<b>Other General Merchandise Stores-4529</b>	\$ 533,988,638	\$ 1,012,896,036	\$ (478,907,398)	
Health and Personal Care Stores-446	\$ 446,289,033	\$ 399,597,001	\$ 46,692,032	
Pharmacies and Drug Stores-44611	\$ 386,762,034	\$ 374,002,017	\$ 12,760,017	
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 16,235,807	\$ 6,300,000	\$ 9,935,807	
Optical Goods Stores-44613	\$ 14,593,165	\$ 6,760,993	\$ 7,832,172	
Other Health and Personal Care Stores-44619	\$ 28,698,027	\$ 12,533,991	\$ 16,164,036	
Gasoline Stations-447	\$ 885,096,015	\$ 1,337,186,977	\$ (452,090,962)	
Gasoline Stations With Conv Stores-44711	\$ 666,393,597	\$ 1,038,970,980	\$ (372,577,383)	
Other Gasoline Stations-44719	\$ 218,702,418	\$ 298,215,997	\$ (79,513,579)	
Clothing and Clothing Accessories Stores-448	\$ 350,853,654	\$ 206,328,935	\$ 144,524,719	
Clothing Stores-4481	\$ 252,536,227	\$ 150,264,946	\$ 102,271,281	
Men's Clothing Stores-44811	\$ 15,350,086	\$ 5,407,996	\$ 9,942,090	
Women's Clothing Stores-44812	\$ 63,170,279	\$ 31,815,988	\$ 31,354,291	
Childrens, Infants Clothing Stores-44813	\$ 15,229,515	\$ 4,614,001	\$ 10,615,514	
Family Clothing Stores-44814	\$ 135,896,054	\$ 89,420,991	\$ 46,475,063	
Clothing Accessories Stores-44815	\$ 5,984,532	\$ 1,441,980	\$ 4,542,552	
Other Clothing Stores-44819	\$ 16,905,761	\$ 17,563,990	\$ (658,229)	
Shoe Stores-4482	\$ 51,492,575	\$ 30,611,981	\$ 20,880,594	
Jewelry, Luggage, Leather Goods Stores-4483	\$ 46,824,852	\$ 25,452,008	\$ 21,372,844	
Jewelry Stores-44831	\$ 42,889,830	\$ 24,415,007	\$ 18,474,823	
Luggage and Leather Goods Stores-44832	\$ 3,935,022	\$ 1,037,001	\$ 2,898,021	

## Appendix A - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Northshore Region - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	148,556,963	\$	122,296,992	\$ 26,259,971
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	106,268,811	\$	80,718,982	\$ 25,549,829
Sporting Goods Stores-45111	\$	55,623,611	\$	22,538,013	\$ 33,085,598
Hobby, Toys and Games Stores-45112	\$	33,471,086	\$	44,825,993	\$ (11,354,907)
Sew/Needlework/Piece Goods Stores-45113	\$	7,714,579	\$	7,640,970	\$ 73,609
Musical Instrument and Supplies Stores-45114	\$	9,459,535	\$	5,714,006	\$ 3,745,529
Book, Periodical and Music Stores-4512	\$	42,288,152	\$	41,578,010	\$ 710,142
Book Stores and News Dealers-45121	\$	28,508,285	\$	29,291,007	\$ (782,722)
Book Stores-451211	\$	26,867,515	\$	29,291,007	\$ (2,423,492)
News Dealers and Newsstands-451212	\$	1,640,770	\$	-	\$ 1,640,770
Prerecorded Tapes, CDs, Record Stores-45122	\$	13,779,867	\$	12,287,003	\$ 1,492,864
Department Stores Excl Leased Depts - 4521	\$	506,053,364	\$	433,176,994	\$ 72,876,370
Department Stores Excl Leased Depts-4521	\$	506,053,364	\$	433,176,994	\$ 72,876,370
Miscellaneous Store Retailers-453	\$	180,191,600	\$	278,550,048	\$ (98,358,448)
Florists-4531	\$	14,362,089	\$	26,509,004	\$ (12,146,915)
Office Supplies, Stationery, Gift Stores-4532	\$	76,778,200	\$	91,150,984	\$ (14,372,784)
Office Supplies and Stationery Stores-45321	\$	43,414,052	\$	53,768,998	\$ (10,354,946)
Gift, Novelty and Souvenir Stores-45322	\$	33,364,148	\$	37,381,986	\$ (4,017,838)
Used Merchandise Stores-4533	\$	16,614,922	\$	12,584,021	\$ 4,030,901
Other Miscellaneous Store Retailers-4539	\$	72,436,389	\$	148,306,039	\$ (75,869,650)
Non-Store Retailers-454	\$	494,769,351	\$	135,434,989	\$ 359,334,362
Foodservice and Drinking Places-722	\$	715,595,842	\$	565,961,001	\$ 149,634,841
Full-Service Restaurants-7221	\$	318,671,745	\$	236,658,996	\$ 82,012,749
Limited-Service Eating Places-7222	\$	304,256,961	\$	285,802,001	\$ 18,454,960
Special Foodservices-7223	\$	61,181,346	\$	29,202,000	\$ 31,979,346
Drinking Places -Alcoholic Beverages-7224	\$	31,485,790	\$	14,298,004	\$ 17,187,786
GAFO *	\$	1,959,925,794	\$	2,210,355,881	\$ (250,430,087)
General Merchandise Stores-452	\$	1,040,042,002	\$	1,446,073,030	\$ (406,031,028)
Clothing and Clothing Accessories Stores-448	\$	350,853,654	\$	206,328,935	\$ 144,524,719
Furniture and Home Furnishings Stores-442	\$	162,040,322	\$	147,552,990	\$ 14,487,332
Electronics and Appliance Stores-443	\$	181,654,653	\$	196,952,950	\$ (15,298,297)
Sporting Goods, Hobby, Book, Music Stores-451	\$	148,556,963	\$	122,296,992	\$ 26,259,971
Office Supplies, Stationery, Gift Stores-4532	\$	76,778,200	\$	91,150,984	\$ (14,372,784)

\* 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.

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## Appendix B

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Livingston Parish**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>	<b>2009 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$ 1,726,214,784	\$ 847,223,974	\$ 878,990,810
Motor Vehicle and Parts Dealers-441	\$ 257,891,437	\$ 22,929,019	\$ 234,962,418
Automotive Dealers-4411	\$ 214,080,892	\$ 10,897,000	\$ 203,183,892
Other Motor Vehicle Dealers-4412	\$ 19,611,767	\$ 1,025,007	\$ 18,586,760
Automotive Parts/Accsrs, Tire Stores-4413	\$ 24,198,778	\$ 11,007,012	\$ 13,191,766
Furniture and Home Furnishings Stores-442	\$ 36,144,463	\$ 23,695,007	\$ 12,449,456
Furniture Stores-4421	\$ 19,282,550	\$ 13,028,000	\$ 6,254,550
Home Furnishing Stores-4422	\$ 16,861,913	\$ 10,667,007	\$ 6,194,906
Electronics and Appliance Stores-443	\$ 41,316,758	\$ 7,987,998	\$ 33,328,760
Appliances, TVs, Electronics Stores-44311	\$ 30,971,136	\$ 6,156,999	\$ 24,814,137
Household Appliances Stores-443111	\$ 7,589,113	\$ 1,299,999	\$ 6,289,114
Radio, Television, Electronics Stores-443112	\$ 23,382,023	\$ 4,857,000	\$ 18,525,023
Computer and Software Stores-44312	\$ 8,551,240	\$ 1,830,999	\$ 6,720,241
Camera and Photographic Equipment Stores-44313	\$ 1,794,382	\$ -	\$ 1,794,382
Building Material, Garden Equip Stores -444	\$ 197,985,081	\$ 68,979,019	\$ 129,006,062
Building Material and Supply Dealers-4441	\$ 182,855,668	\$ 56,432,016	\$ 126,423,652
Home Centers-44411	\$ 75,017,436	\$ 5,245,001	\$ 69,772,435
Paint and Wallpaper Stores-44412	\$ 4,058,103	\$ 90,999	\$ 3,967,104
Hardware Stores-44413	\$ 15,907,721	\$ 1,004,008	\$ 14,903,713
Other Building Materials Dealers-44419	\$ 87,872,408	\$ 50,092,008	\$ 37,780,400
Building Materials, Lumberyards-444191	\$ 34,223,587	\$ 19,596,742	\$ 14,626,845
Lawn, Garden Equipment, Supplies Stores-4442	\$ 15,129,413	\$ 12,547,003	\$ 2,582,410
Outdoor Power Equipment Stores-44421	\$ 2,264,519	\$ -	\$ 2,264,519
Nursery and Garden Centers-44422	\$ 12,864,894	\$ 12,547,003	\$ 317,891
Food and Beverage Stores-445 + Other Genl. Mrch. Stores-4529	\$ 348,889,406	\$ 233,216,985	\$ 115,672,421
Grocery Stores-4451	\$ 209,320,416	\$ 86,967,977	\$ 122,352,439
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 198,485,895	\$ 66,434,977	\$ 132,050,918
Convenience Stores-44512	\$ 10,834,521	\$ 20,533,000	\$ (9,698,479)
Specialty Food Stores-4452	\$ 6,117,364	\$ 3,225,998	\$ 2,891,366
Beer, Wine and Liquor Stores-4453	\$ 12,236,119	\$ 334,000	\$ 11,902,119
<b>Other General Merchandise Stores-4529</b>	\$ 121,215,507	\$ 142,689,010	\$ (21,473,503)
Health and Personal Care Stores-446	\$ 98,253,786	\$ 77,599,993	\$ 20,653,793
Pharmancies and Drug Stores-44611	\$ 85,117,255	\$ 76,421,000	\$ 8,696,255
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 3,553,527	\$ 336,996	\$ 3,216,531
Optical Goods Stores-44613	\$ 3,296,878	\$ 78,997	\$ 3,217,881
Other Health and Personal Care Stores-44619	\$ 6,286,126	\$ 763,000	\$ 5,523,126
Gasoline Stations-447	\$ 204,538,854	\$ 215,046,002	\$ (10,507,148)
Gasoline Stations With Conv Stores-44711	\$ 154,300,073	\$ 161,403,998	\$ (7,103,925)
Other Gasoline Stations-44719	\$ 50,238,781	\$ 53,642,004	\$ (3,403,223)
Clothing and Clothing Accessories Stores-448	\$ 79,762,124	\$ 4,809,987	\$ 74,952,137
Clothing Stores-4481	\$ 57,807,876	\$ 2,685,988	\$ 55,121,888
Men's Clothing Stores-44811	\$ 3,498,545	\$ -	\$ 3,498,545
Women's Clothing Stores-44812	\$ 14,451,910	\$ 2,571,994	\$ 11,879,916
Childrens, Infants Clothing Stores-44813	\$ 3,529,034	\$ -	\$ 3,529,034
Family Clothing Stores-44814	\$ 31,110,113	\$ -	\$ 31,110,113
Clothing Accessories Stores-44815	\$ 1,359,813	\$ 28,999	\$ 1,330,814
Other Clothing Stores-44819	\$ 3,858,461	\$ 84,995	\$ 3,773,466
Shoe Stores-4482	\$ 11,882,950	\$ 956,998	\$ 10,925,952
Jewelry, Luggage, Leather Goods Stores-4483	\$ 10,071,298	\$ 1,167,001	\$ 8,904,297
Jewelry Stores-44831	\$ 9,164,763	\$ 1,167,001	\$ 7,997,762
Luggage and Leather Goods Stores-44832	\$ 906,535	\$ -	\$ 906,535

## Appendix B - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Livingston Parish - p. 2**

<b>Retail Stores</b>	<b>2009 Demand</b> <b>(Consumer Expenditures)</b>		<b>2009 Supply</b> <b>(Retail Sales)</b>		<b>Opportunity</b> <b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	33,739,656	\$	1,159,981	\$ 32,579,675
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	24,630,205	\$	877,983	\$ 23,752,222
Sporting Goods Stores-45111	\$	12,854,187	\$	549,003	\$ 12,305,184
Hobby, Toys and Games Stores-45112	\$	7,832,994	\$	148,999	\$ 7,683,995
Sew/Needlework/Piece Goods Stores-45113	\$	1,894,382	\$	76,980	\$ 1,817,402
Musical Instrument and Supplies Stores-45114	\$	2,048,642	\$	103,001	\$ 1,945,641
Book, Periodical and Music Stores-4512	\$	9,109,451	\$	281,998	\$ 8,827,453
Book Stores and News Dealers-45121	\$	6,076,603	\$	87,000	\$ 5,989,603
Book Stores-451211	\$	5,697,268	\$	87,000	\$ 5,610,268
News Dealers and Newsstands-451212	\$	379,335	\$	-	\$ 379,335
Prerecorded Tapes, CDs, Record Stores-45122	\$	3,032,848	\$	194,998	\$ 2,837,850
Department Stores Excl Leased Depts-4521	\$	114,899,005	\$	59,159,001	\$ 55,740,004
Department Stores Excl Leased Depts-4521	\$	114,899,005	\$	59,159,001	\$ 55,740,004
Miscellaneous Store Retailers-453	\$	41,746,440	\$	47,222,981	\$ (5,476,541)
Florists-4531	\$	3,249,822	\$	2,993,003	\$ 256,819
Office Supplies, Stationery, Gift Stores-4532	\$	17,632,612	\$	3,675,995	\$ 13,956,617
Office Supplies and Stationery Stores-45321	\$	9,974,911	\$	2,281,999	\$ 7,692,912
Gift, Novelty and Souvenir Stores-45322	\$	7,657,701	\$	1,393,996	\$ 6,263,705
Used Merchandise Stores-4533	\$	3,762,138	\$	2,560,997	\$ 1,201,141
Other Miscellaneous Store Retailers-4539	\$	17,101,868	\$	37,992,986	\$ (20,891,118)
Non-Store Retailers-454	\$	111,706,367	\$	392,999	\$ 111,313,368
Foodservice and Drinking Places-722	\$	159,341,407	\$	85,025,002	\$ 74,316,405
Full-Service Restaurants-7221	\$	70,174,100	\$	21,451,993	\$ 48,722,107
Limited-Service Eating Places-7222	\$	69,445,854	\$	60,010,002	\$ 9,435,852
Special Foodservices-7223	\$	13,877,356	\$	3,008,001	\$ 10,869,355
Drinking Places -Alcoholic Beverages-7224	\$	5,844,097	\$	555,006	\$ 5,289,091
GAFO *	\$	444,710,125	\$	243,176,979	\$ 201,533,146
General Merchandise Stores-452	\$	236,114,512	\$	201,848,011	\$ 34,266,501
Clothing and Clothing Accessories Stores-448	\$	79,762,124	\$	4,809,987	\$ 74,952,137
Furniture and Home Furnishings Stores-442	\$	36,144,463	\$	23,695,007	\$ 12,449,456
Electronics and Appliance Stores-443	\$	41,316,758	\$	7,987,998	\$ 33,328,760
Sporting Goods, Hobby, Book, Music Stores-451	\$	33,739,656	\$	1,159,981	\$ 32,579,675
Office Supplies, Stationery, Gift Stores-4532	\$	17,632,612	\$	3,675,995	\$ 13,956,617

\* 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. 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.

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## Appendix C

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**St. Helena Parish**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	136,421,600	\$	38,998,965	\$ 97,422,635
Motor Vehicle and Parts Dealers-441	\$	18,285,785	\$	10,351,995	\$ 7,933,790
Automotive Dealers-4411	\$	14,922,832	\$	658,996	\$ 14,263,836
Other Motor Vehicle Dealers-4412	\$	1,426,865	\$	-	\$ 1,426,865
Automotive Parts/Accsrs, Tire Stores-4413	\$	1,936,088	\$	9,692,999	\$ (7,756,911)
Furniture and Home Furnishings Stores-442	\$	2,853,899	\$	-	\$ 2,853,899
Furniture Stores-4421	\$	1,506,820	\$	-	\$ 1,506,820
Home Furnishing Stores-4422	\$	1,347,079	\$	-	\$ 1,347,079
Electronics and Appliance Stores-443	\$	3,159,128	\$	123,997	\$ 3,035,131
Appliances, TVs, Electronics Stores-44311	\$	2,395,468	\$	66,000	\$ 2,329,468
Household Appliances Stores-443111	\$	613,574	\$	66,000	\$ 547,574
Radio, Television, Electronics Stores-443112	\$	1,781,894	\$	-	\$ 1,781,894
Computer and Software Stores-44312	\$	643,545	\$	57,997	\$ 585,548
Camera and Photographic Equipment Stores-44313	\$	120,115	\$	-	\$ 120,115
Building Material, Garden Equip Stores -444	\$	16,770,383	\$	5,812,995	\$ 10,957,388
Building Material and Supply Dealers-4441	\$	15,519,282	\$	5,589,996	\$ 9,929,286
Home Centers-44411	\$	6,292,076	\$	-	\$ 6,292,076
Paint and Wallpaper Stores-44412	\$	332,532	\$	224,996	\$ 107,536
Hardware Stores-44413	\$	1,309,082	\$	801,001	\$ 508,081
Other Building Materials Dealers-44419	\$	7,585,592	\$	4,563,999	\$ 3,021,593
Building Materials, Lumberyards-444191	\$	2,989,395	\$	1,785,502	\$ 1,203,893
Lawn, Garden Equipment, Supplies Stores-4442	\$	1,251,101	\$	222,999	\$ 1,028,102
Outdoor Power Equipment Stores-44421	\$	185,400	\$	-	\$ 185,400
Nursery and Garden Centers-44422	\$	1,065,701	\$	222,999	\$ 842,702
Food and Beverage Stores-445 + <b>Other Genl Merch Stores-4529</b>	\$	28,157,413	\$	3,288,003	\$ 24,869,410
Grocery Stores-4451	\$	17,022,199	\$	3,288,003	\$ 13,734,196
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	16,195,608	\$	2,934,004	\$ 13,261,604
Convenience Stores-44512	\$	826,591	\$	353,999	\$ 472,592
Specialty Food Stores-4452	\$	493,385	\$	-	\$ 493,385
Beer, Wine and Liquor Stores-4453	\$	861,270	\$	-	\$ 861,270
<b>Other General Merchandise Stores-4529</b>	\$	9,780,559	\$	-	\$ 9,780,559
Health and Personal Care Stores-446	\$	8,808,786	\$	480,000	\$ 8,328,786
Pharmacies and Drug Stores-44611	\$	7,646,338	\$	480,000	\$ 7,166,338
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	326,521	\$	-	\$ 326,521
Optical Goods Stores-44613	\$	263,191	\$	-	\$ 263,191
Other Health and Personal Care Stores-44619	\$	572,736	\$	-	\$ 572,736
Gasoline Stations-447	\$	16,991,824	\$	5,964,002	\$ 11,027,822
Gasoline Stations With Conv Stores-44711	\$	12,728,292	\$	4,350,998	\$ 8,377,294
Other Gasoline Stations-44719	\$	4,263,532	\$	1,613,004	\$ 2,650,528
Clothing and Clothing Accessories Stores-448	\$	6,198,230	\$	6,847,989	\$ (649,759)
Clothing Stores-4481	\$	4,474,623	\$	4,442,990	\$ 31,633
Men's Clothing Stores-44811	\$	268,298	\$	750,994	\$ (482,696)
Women's Clothing Stores-44812	\$	1,122,794	\$	830,001	\$ 292,793
Childrens, Infants Clothing Stores-44813	\$	269,803	\$	572,003	\$ (302,200)
Family Clothing Stores-44814	\$	2,406,042	\$	907,997	\$ 1,498,045
Clothing Accessories Stores-44815	\$	104,878	\$	798,994	\$ (694,116)
Other Clothing Stores-44819	\$	302,808	\$	583,001	\$ (280,193)
Shoe Stores-4482	\$	952,043	\$	824,998	\$ 127,045
Jewelry, Luggage, Leather Goods Stores-4483	\$	771,564	\$	1,580,001	\$ (808,437)
Jewelry Stores-44831	\$	705,675	\$	895,001	\$ (189,326)
Luggage and Leather Goods Stores-44832	\$	65,889	\$	685,000	\$ (619,111)

## Appendix C - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**St. Helena Parish - p.2**

<u>Retail Stores</u>	<u>2009 Demand</u> <u>(Consumer Expenditures)</u>		<u>2009 Supply</u> <u>(Retail Sales)</u>		<u>Opportunity</u> <u>Gap/Surplus</u>
Sporting Goods, Hobby, Book, Music Stores-451	\$	2,501,310	\$	-	\$ 2,501,310
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	1,845,429	\$	-	\$ 1,845,429
Sporting Goods Stores-45111	\$	945,515	\$	-	\$ 945,515
Hobby, Toys and Games Stores-45112	\$	594,725	\$	-	\$ 594,725
Sew/Needlework/Piece Goods Stores-45113	\$	151,143	\$	-	\$ 151,143
Musical Instrument and Supplies Stores-45114	\$	154,046	\$	-	\$ 154,046
Book, Periodical and Music Stores-4512	\$	655,881	\$	-	\$ 655,881
Book Stores and News Dealers-45121	\$	426,427	\$	-	\$ 426,427
Book Stores-451211	\$	398,789	\$	-	\$ 398,789
News Dealers and Newsstands-451212	\$	27,638	\$	-	\$ 27,638
Prerecorded Tapes, CDs, Record Stores-45122	\$	229,454	\$	-	\$ 229,454
Department Stores Excl Leased Depts-4521	\$	9,222,498	\$	240,995	\$ 8,981,503
Department Stores Excl Leased Depts-4521	\$	9,222,498	\$	240,995	\$ 8,981,503
Miscellaneous Store Retailers-453	\$	3,224,757	\$	601,996	\$ 2,622,761
Florists-4531	\$	264,379	\$	171,995	\$ 92,384
Office Supplies, Stationery, Gift Stores-4532	\$	1,289,979	\$	-	\$ 1,289,979
Office Supplies and Stationery Stores-45321	\$	725,155	\$	-	\$ 725,155
Gift, Novelty and Souvenir Stores-45322	\$	564,824	\$	-	\$ 564,824
Used Merchandise Stores-4533	\$	282,287	\$	-	\$ 282,287
Other Miscellaneous Store Retailers-4539	\$	1,388,112	\$	430,001	\$ 958,111
Non-Store Retailers-454	\$	9,044,290	\$	3,989	\$ 9,040,301
Foodservice and Drinking Places-722	\$	11,203,297	\$	5,283,004	\$ 5,920,293
Full-Service Restaurants-7221	\$	4,945,428	\$	1,105,001	\$ 3,840,427
Limited-Service Eating Places-7222	\$	4,847,622	\$	2,478,003	\$ 2,369,619
Special Foodservices-7223	\$	973,661	\$	-	\$ 973,661
Drinking Places -Alcoholic Beverages-7224	\$	436,586	\$	1,700,000	\$ (1,263,414)
GAFO *	\$	35,005,603	\$	7,212,981	\$ 27,792,622
General Merchandise Stores-452	\$	19,003,057	\$	240,995	\$ 18,762,062
Clothing and Clothing Accessories Stores-448	\$	6,198,230	\$	6,847,989	\$ (649,759)
Furniture and Home Furnishings Stores-442	\$	2,853,899	\$	-	\$ 2,853,899
Electronics and Appliance Stores-443	\$	3,159,128	\$	123,997	\$ 3,035,131
Sporting Goods, Hobby, Book, Music Stores-451	\$	2,501,310	\$	-	\$ 2,501,310
Office Supplies, Stationery, Gift Stores-4532	\$	1,289,979	\$	-	\$ 1,289,979

\* 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.

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## Appendix D

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**St. Tammany Parish**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	3,722,745,028	\$	4,609,053,945	\$ (886,308,917)
Motor Vehicle and Parts Dealers-441	\$	558,692,390	\$	607,659,012	\$ (48,966,622)
Automotive Dealers-4411	\$	463,969,742	\$	528,998,004	\$ (65,028,262)
Other Motor Vehicle Dealers-4412	\$	44,584,270	\$	16,667,002	\$ 27,917,268
Automotive Parts/Accesss, Tire Stores-4413	\$	50,138,378	\$	61,994,006	\$ (11,855,628)
Furniture and Home Furnishings Stores-442	\$	83,635,049	\$	104,064,974	\$ (20,429,925)
Furniture Stores-4421	\$	45,028,147	\$	45,993,986	\$ (965,839)
Home Furnishing Stores-4422	\$	38,606,902	\$	58,070,988	\$ (19,464,086)
Electronics and Appliance Stores-443	\$	91,033,718	\$	152,442,971	\$ (61,409,253)
Appliances, TVs, Electronics Stores-44311	\$	68,142,694	\$	136,399,970	\$ (68,257,276)
Household Appliances Stores-443111	\$	16,324,373	\$	43,318,997	\$ (26,994,624)
Radio, Television, Electronics Stores-443112	\$	51,818,321	\$	93,080,973	\$ (41,262,652)
Computer and Software Stores-44312	\$	18,842,072	\$	15,765,002	\$ 3,077,070
Camera and Photographic Equipment Stores-44313	\$	4,048,952	\$	277,999	\$ 3,770,953
Building Material, Garden Equip Stores -444	\$	433,624,245	\$	860,220,019	\$ (426,595,774)
Building Material and Supply Dealers-4441	\$	399,901,672	\$	829,889,014	\$ (429,987,342)
Home Centers-44411	\$	164,409,401	\$	464,254,994	\$ (299,845,593)
Paint and Wallpaper Stores-44412	\$	9,225,286	\$	2,120,997	\$ 7,104,289
Hardware Stores-44413	\$	34,386,856	\$	17,899,000	\$ 16,487,856
Other Building Materials Dealers-44419	\$	191,880,129	\$	345,614,023	\$ (153,733,894)
Building Materials, Lumberyards-444191	\$	75,071,909	\$	135,209,328	\$ (60,137,419)
Lawn, Garden Equipment, Supplies Stores-4442	\$	33,722,573	\$	30,331,005	\$ 3,391,568
Outdoor Power Equipment Stores-44421	\$	5,087,274	\$	-	\$ 5,087,274
Nursery and Garden Centers-44422	\$	28,635,299	\$	30,331,005	\$ (1,695,706)
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	743,385,317	\$	1,070,043,979	\$ (326,658,662)
Grocery Stores-4451	\$	440,603,045	\$	398,377,971	\$ 42,225,074
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	418,580,890	\$	381,482,982	\$ 37,097,908
Convenience Stores-44512	\$	22,022,155	\$	16,894,989	\$ 5,127,166
Specialty Food Stores-4452	\$	12,866,790	\$	8,032,973	\$ 4,833,817
Beer, Wine and Liquor Stores-4453	\$	32,324,604	\$	8,142,018	\$ 24,182,586
<b>Other General Merchandise Stores-4529</b>	\$	257,590,878	\$	655,491,017	\$ (397,900,139)
Health and Personal Care Stores-446	\$	213,921,905	\$	154,207,008	\$ 59,714,897
Phamancies and Drug Stores-44611	\$	185,038,834	\$	136,620,017	\$ 48,418,817
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	7,751,778	\$	4,478,002	\$ 3,273,776
Optical Goods Stores-44613	\$	7,425,918	\$	5,445,998	\$ 1,979,920
Other Health and Personal Care Stores-44619	\$	13,705,375	\$	7,662,991	\$ 6,042,384
Gasoline Stations-447	\$	408,966,883	\$	583,081,975	\$ (174,115,092)
Gasoline Stations With Conv Stores-44711	\$	307,408,970	\$	489,829,977	\$ (182,421,007)
Other Gasoline Stations-44719	\$	101,557,913	\$	93,251,998	\$ 8,305,915
Clothing and Clothing Accessories Stores-448	\$	174,550,468	\$	163,391,978	\$ 11,158,490
Clothing Stores-4481	\$	125,030,096	\$	122,474,988	\$ 2,555,108
Men's Clothing Stores-44811	\$	7,722,706	\$	4,323,001	\$ 3,399,705
Women's Clothing Stores-44812	\$	31,404,828	\$	24,981,998	\$ 6,422,830
Childrens, Infants Clothing Stores-44813	\$	7,176,829	\$	4,040,001	\$ 3,136,828
Family Clothing Stores-44814	\$	67,335,864	\$	71,673,994	\$ (4,338,130)
Clothing Accessories Stores-44815	\$	3,010,138	\$	612,996	\$ 2,397,142
Other Clothing Stores-44819	\$	8,379,731	\$	16,842,998	\$ (8,463,267)
Shoe Stores-4482	\$	24,436,979	\$	24,488,988	\$ (52,009)
Jewelry, Luggage, Leather Goods Stores-4483	\$	25,083,393	\$	16,428,002	\$ 8,655,391
Jewelry Stores-44831	\$	23,126,753	\$	16,428,002	\$ 6,698,751
Luggage and Leather Goods Stores-44832	\$	1,956,640	\$	-	\$ 1,956,640

## Appendix D - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**St. Tammany Parish - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	74,986,501	\$	86,147,994	\$ (11,161,493)
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	53,342,318	\$	59,815,984	\$ (6,473,666)
Sporting Goods Stores-45111	\$	28,449,600	\$	14,491,002	\$ 13,958,598
Hobby, Toys and Games Stores-45112	\$	16,332,278	\$	37,897,993	\$ (21,565,715)
Sew/Needlework/Piece Goods Stores-45113	\$	3,612,261	\$	5,743,991	\$ (2,131,730)
Musical Instrument and Supplies Stores-45114	\$	4,948,179	\$	1,682,998	\$ 3,265,181
Book, Periodical and Music Stores-4512	\$	21,644,183	\$	26,332,010	\$ (4,687,827)
Book Stores and News Dealers-45121	\$	14,571,807	\$	18,361,007	\$ (3,789,200)
Book Stores-451211	\$	13,772,287	\$	18,361,007	\$ (4,588,720)
News Dealers and Newsstands-451212	\$	799,520	\$	-	\$ 799,520
Prerecorded Tapes, CDs, Record Stores-45122	\$	7,072,376	\$	7,971,003	\$ (898,627)
Department Stores Excl Leased Depts-4521	\$	248,710,377	\$	241,635,995	\$ 7,074,382
Department Stores Excl Leased Depts-4521	\$	248,710,377	\$	241,635,995	\$ 7,074,382
Miscellaneous Store Retailers-453	\$	87,868,758	\$	174,913,046	\$ (87,044,288)
Florists-4531	\$	7,289,125	\$	20,310,005	\$ (13,020,880)
Office Supplies, Stationery, Gift Stores-4532	\$	38,310,755	\$	70,359,997	\$ (32,049,242)
Office Supplies and Stationery Stores-45321	\$	21,720,790	\$	37,768,998	\$ (16,048,208)
Gift, Novelty and Souvenir Stores-45322	\$	16,589,965	\$	32,590,999	\$ (16,001,034)
Used Merchandise Stores-4533	\$	8,358,345	\$	7,455,021	\$ 903,324
Other Miscellaneous Store Retailers-4539	\$	33,910,533	\$	76,788,023	\$ (42,877,490)
Non-Store Retailers-454	\$	243,291,475	\$	116,933,999	\$ 126,357,476
Foodservice and Drinking Places-722	\$	360,077,942	\$	294,310,995	\$ 65,766,947
Full-Service Restaurants-7221	\$	161,669,507	\$	146,667,991	\$ 15,001,516
Limited-Service Eating Places-7222	\$	150,325,081	\$	131,888,004	\$ 18,437,077
Special Foodservices-7223	\$	30,356,237	\$	7,383,995	\$ 22,972,242
Drinking Places -Alcoholic Beverages-7224	\$	17,727,117	\$	8,371,005	\$ 9,356,112
GAFO *	\$	968,817,746	\$	1,473,534,926	\$ (504,717,180)
General Merchandise Stores-452	\$	506,301,255	\$	897,127,012	\$ (390,825,757)
Clothing and Clothing Accessories Stores-448	\$	174,550,468	\$	163,391,978	\$ 11,158,490
Furniture and Home Furnishings Stores-442	\$	83,635,049	\$	104,064,974	\$ (20,429,925)
Electronics and Appliance Stores-443	\$	91,033,718	\$	152,442,971	\$ (61,409,253)
Sporting Goods, Hobby, Book, Music Stores-451	\$	74,986,501	\$	86,147,994	\$ (11,161,493)
Office Supplies, Stationery, Gift Stores-4532	\$	38,310,755	\$	70,359,997	\$ (32,049,242)

\* 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.

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## Appendix E

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Tangipahoa Parish**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	1,470,356,915	\$	1,733,908,969	\$ (263,552,054)
Motor Vehicle and Parts Dealers-441	\$	212,684,767	\$	352,705,979	\$ (140,021,212)
Automotive Dealers-4411	\$	176,192,241	\$	277,908,990	\$ (101,716,749)
Other Motor Vehicle Dealers-4412	\$	15,392,657	\$	44,939,989	\$ (29,547,332)
Automotive Parts/Accsrs, Tire Stores-4413	\$	21,099,869	\$	29,857,000	\$ (8,757,131)
Furniture and Home Furnishings Stores-442	\$	28,570,091	\$	15,006,009	\$ 13,564,082
Furniture Stores-4421	\$	15,225,415	\$	7,973,005	\$ 7,252,410
Home Furnishing Stores-4422	\$	13,344,676	\$	7,033,004	\$ 6,311,672
Electronics and Appliance Stores-443	\$	33,974,780	\$	33,198,992	\$ 775,788
Appliances, TVs, Electronics Stores-44311	\$	25,666,536	\$	30,246,993	\$ (4,580,457)
Household Appliances Stores-443111	\$	6,239,683	\$	5,643,998	\$ 595,685
Radio, Television, Electronics Stores-443112	\$	19,426,853	\$	24,602,995	\$ (5,176,142)
Computer and Software Stores-44312	\$	7,000,652	\$	2,951,999	\$ 4,048,653
Camera and Photographic Equipment Stores-44313	\$	1,307,592	\$	-	\$ 1,307,592
Building Material, Garden Equip Stores -444	\$	161,373,690	\$	177,168,986	\$ (15,795,296)
Building Material and Supply Dealers-4441	\$	149,294,989	\$	161,664,987	\$ (12,369,998)
Home Centers-44411	\$	60,887,396	\$	81,079,996	\$ (20,192,600)
Paint and Wallpaper Stores-44412	\$	3,162,584	\$	1,773,000	\$ 1,389,584
Hardware Stores-44413	\$	12,813,885	\$	14,628,993	\$ (1,815,108)
Other Building Materials Dealers-44419	\$	72,431,124	\$	64,182,998	\$ 8,248,126
Building Materials, Lumberyards-444191	\$	28,367,362	\$	25,109,337	\$ 3,258,025
Lawn, Garden Equipment, Supplies Stores-4442	\$	12,078,701	\$	15,503,999	\$ (3,425,298)
Outdoor Power Equipment Stores-44421	\$	1,795,869	\$	-	\$ 1,795,869
Nursery and Garden Centers-44422	\$	10,282,832	\$	15,503,999	\$ (5,221,167)
<b>Food and Beverage Stores-445 + Other Genl Merch Stores-4529</b>	\$	307,555,636	\$	234,604,972	\$ 72,950,664
Grocery Stores-4451	\$	186,967,157	\$	51,089,964	\$ 135,877,193
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	177,542,449	\$	47,952,974	\$ 129,589,475
Convenience Stores-44512	\$	9,424,708	\$	3,136,990	\$ 6,287,718
Specialty Food Stores-4452	\$	5,482,436	\$	2,104,003	\$ 3,378,433
Beer, Wine and Liquor Stores-4453	\$	10,218,497	\$	500,999	\$ 9,717,498
<b>Other General Merchandise Stores-4529</b>	\$	104,887,546	\$	180,910,006	\$ (76,022,460)
Health and Personal Care Stores-446	\$	88,882,848	\$	112,272,005	\$ (23,389,157)
Pharmacies and Drug Stores-44611	\$	77,236,525	\$	106,200,005	\$ (28,963,480)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	3,255,919	\$	1,085,000	\$ 2,170,919
Optical Goods Stores-44613	\$	2,636,121	\$	1,131,999	\$ 1,504,122
Other Health and Personal Care Stores-44619	\$	5,754,283	\$	3,855,001	\$ 1,899,282
Gasoline Stations-447	\$	183,181,594	\$	435,599,005	\$ (252,417,411)
Gasoline Stations With Conv Stores-44711	\$	137,974,647	\$	304,922,013	\$ (166,947,366)
Other Gasoline Stations-44719	\$	45,206,947	\$	130,676,992	\$ (85,470,045)
Clothing and Clothing Accessories Stores-448	\$	66,887,462	\$	24,261,978	\$ 42,625,484
Clothing Stores-4481	\$	48,386,031	\$	16,920,975	\$ 31,465,056
Men's Clothing Stores-44811	\$	2,866,405	\$	5,999	\$ 2,860,406
Women's Clothing Stores-44812	\$	12,072,616	\$	71,992	\$ 12,000,624
Childrens, Infants Clothing Stores-44813	\$	3,104,446	\$	1,997	\$ 3,102,449
Family Clothing Stores-44814	\$	25,981,278	\$	16,839,000	\$ 9,142,278
Clothing Accessories Stores-44815	\$	1,123,729	\$	991	\$ 1,122,738
Other Clothing Stores-44819	\$	3,237,557	\$	996	\$ 3,236,561
Shoe Stores-4482	\$	10,505,613	\$	3,788,999	\$ 6,716,614
Jewelry, Luggage, Leather Goods Stores-4483	\$	7,995,818	\$	3,552,004	\$ 4,443,814
Jewelry Stores-44831	\$	7,262,726	\$	3,200,003	\$ 4,062,723
Luggage and Leather Goods Stores-44832	\$	733,092	\$	352,001	\$ 381,091

## Appendix E - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Tangipahoa Parish - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>	<b>2009 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$ 27,937,603	\$ 32,670,015	\$ (4,732,412)
Sporting Goods, Hobby, Musical Inst Stores-4511	\$ 19,747,344	\$ 18,343,013	\$ 1,404,331
Sporting Goods Stores-45111	\$ 10,044,929	\$ 6,419,004	\$ 3,625,925
Hobby, Toys and Games Stores-45112	\$ 6,447,773	\$ 6,623,002	\$ (175,229)
Sew/Needlework/Piece Goods Stores-45113	\$ 1,562,672	\$ 1,508,000	\$ 54,672
Musical Instrument and Supplies Stores-45114	\$ 1,691,970	\$ 3,793,007	\$ (2,101,037)
Book, Periodical and Music Stores-4512	\$ 8,190,259	\$ 14,327,002	\$ (6,136,743)
Book Stores and News Dealers-45121	\$ 5,654,896	\$ 10,606,000	\$ (4,951,104)
Book Stores-451211	\$ 5,339,198	\$ 10,606,000	\$ (5,266,802)
News Dealers and Newsstands-451212	\$ 315,698	\$ -	\$ 315,698
Prerecorded Tapes, CDs, Record Stores-45122	\$ 2,535,363	\$ 3,721,002	\$ (1,185,639)
Department Stores Excl Leased Depts-4521	\$ 97,225,965	\$ 96,309,998	\$ 915,967
Department Stores Excl Leased Depts-4521	\$ 97,225,965	\$ 96,309,998	\$ 915,967
Miscellaneous Store Retailers-453	\$ 34,250,067	\$ 51,050,024	\$ (16,799,957)
Florists-4531	\$ 2,569,687	\$ 2,199,002	\$ 370,685
Office Supplies, Stationery, Gift Stores-4532	\$ 14,238,482	\$ 15,573,997	\$ (1,335,515)
Office Supplies and Stationery Stores-45321	\$ 8,014,465	\$ 12,802,001	\$ (4,787,536)
Gift, Novelty and Souvenir Stores-45322	\$ 6,224,017	\$ 2,771,996	\$ 3,452,021
Used Merchandise Stores-4533	\$ 3,096,854	\$ 2,384,999	\$ 711,855
Other Miscellaneous Store Retailers-4539	\$ 14,345,044	\$ 30,892,026	\$ (16,546,982)
Non-Store Retailers-454	\$ 94,779,285	\$ 9,274,005	\$ 85,505,280
Foodservice and Drinking Places-722	\$ 133,053,127	\$ 159,787,001	\$ (26,733,874)
Full-Service Restaurants-7221	\$ 58,719,891	\$ 58,038,010	\$ 681,881
Limited-Service Eating Places-7222	\$ 57,680,790	\$ 79,763,992	\$ (22,083,202)
Special Foodservices-7223	\$ 11,550,941	\$ 18,810,004	\$ (7,259,063)
Drinking Places -Alcoholic Beverages-7224	\$ 5,101,505	\$ 3,174,995	\$ 1,926,510
GAFO *	\$ 373,721,929	\$ 397,930,995	\$ (24,209,066)
General Merchandise Stores-452	\$ 202,113,511	\$ 277,220,004	\$ (75,106,493)
Clothing and Clothing Accessories Stores-448	\$ 66,887,462	\$ 24,261,978	\$ 42,625,484
Furniture and Home Furnishings Stores-442	\$ 28,570,091	\$ 15,006,009	\$ 13,564,082
Electronics and Appliance Stores-443	\$ 33,974,780	\$ 33,198,992	\$ 775,788
Sporting Goods, Hobby, Book, Music Stores-451	\$ 27,937,603	\$ 32,670,015	\$ (4,732,412)
Office Supplies, Stationery, Gift Stores-4532	\$ 14,238,482	\$ 15,573,997	\$ (1,335,515)

\* 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

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## Appendix F

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**Washington Parish**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	559,824,742	\$	446,072,993	\$ 113,751,749
Motor Vehicle and Parts Dealers-441	\$	72,482,038	\$	63,142,999	\$ 9,339,039
Automotive Dealers-4411	\$	59,062,372	\$	49,842,006	\$ 9,220,366
Other Motor Vehicle Dealers-4412	\$	5,479,520	\$	928,994	\$ 4,550,526
Automotive Parts/Accsrs, Tire Stores-4413	\$	7,940,146	\$	12,371,999	\$ (4,431,853)
Furniture and Home Furnishings Stores-442	\$	10,836,820	\$	4,787,000	\$ 6,049,820
Furniture Stores-4421	\$	5,712,622	\$	3,986,993	\$ 1,725,629
Home Furnishing Stores-4422	\$	5,124,198	\$	800,007	\$ 4,324,191
Electronics and Appliance Stores-443	\$	12,170,269	\$	3,198,992	\$ 8,971,277
Appliances, TVs, Electronics Stores-44311	\$	9,319,631	\$	2,773,006	\$ 6,546,625
Household Appliances Stores-443111	\$	2,374,475	\$	1,937,003	\$ 437,472
Radio, Television, Electronics Stores-443112	\$	6,945,156	\$	836,003	\$ 6,109,153
Computer and Software Stores-44312	\$	2,416,237	\$	425,986	\$ 1,990,251
Camera and Photographic Equipment Stores-44313	\$	434,401	\$	-	\$ 434,401
Building Material, Garden Equip Stores -444	\$	63,590,490	\$	38,221,006	\$ 25,369,484
Building Material and Supply Dealers-4441	\$	58,921,397	\$	22,015,010	\$ 36,906,387
Home Centers-44411	\$	23,859,307	\$	15,484,002	\$ 8,375,305
Paint and Wallpaper Stores-44412	\$	1,229,845	\$	-	\$ 1,229,845
Hardware Stores-44413	\$	4,960,595	\$	4,146,000	\$ 814,595
Other Building Materials Dealers-44419	\$	28,871,650	\$	2,385,008	\$ 26,486,642
Building Materials, Lumberyards-444191	\$	11,381,405	\$	933,060	\$ 10,448,345
Lawn, Garden Equipment, Supplies Stores-4442	\$	4,669,093	\$	16,205,996	\$ (11,536,903)
Outdoor Power Equipment Stores-44421	\$	691,973	\$	802,999	\$ (111,026)
Nursery and Garden Centers-44422	\$	3,977,120	\$	15,402,997	\$ (11,425,877)
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	123,094,194	\$	103,875,001	\$ 19,219,193
Grocery Stores-4451	\$	75,449,907	\$	67,007,994	\$ 8,441,913
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	71,613,139	\$	64,559,001	\$ 7,054,138
Convenience Stores-44512	\$	3,836,768	\$	2,448,993	\$ 1,387,775
Specialty Food Stores-4452	\$	2,203,713	\$	1,842,003	\$ 361,710
Beer, Wine and Liquor Stores-4453	\$	4,926,426	\$	1,219,001	\$ 3,707,425
Other General Merchandise Stores-4529	\$	40,514,148	\$	33,806,003	\$ 6,708,145
Health and Personal Care Stores-446	\$	36,421,708	\$	55,037,995	\$ (18,616,287)
Pharmacies and Drug Stores-44611	\$	31,723,082	\$	54,280,995	\$ (22,557,913)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	1,348,062	\$	400,002	\$ 948,060
Optical Goods Stores-44613	\$	971,057	\$	103,999	\$ 867,058
Other Health and Personal Care Stores-44619	\$	2,379,507	\$	252,999	\$ 2,126,508
Gasoline Stations-447	\$	71,416,860	\$	97,495,993	\$ (26,079,133)
Gasoline Stations With Conv Stores-44711	\$	53,981,615	\$	78,463,994	\$ (24,482,379)
Other Gasoline Stations-44719	\$	17,435,245	\$	19,031,999	\$ (1,596,754)
Clothing and Clothing Accessories Stores-448	\$	23,455,370	\$	7,017,003	\$ 16,438,367
Clothing Stores-4481	\$	16,837,601	\$	3,740,005	\$ 13,097,596
Men's Clothing Stores-44811	\$	994,132	\$	328,002	\$ 666,130
Women's Clothing Stores-44812	\$	4,118,131	\$	3,360,003	\$ 758,128
Childrens, Infants Clothing Stores-44813	\$	1,149,403	\$	-	\$ 1,149,403
Family Clothing Stores-44814	\$	9,062,757	\$	-	\$ 9,062,757
Clothing Accessories Stores-44815	\$	385,974	\$	-	\$ 385,974
Other Clothing Stores-44819	\$	1,127,204	\$	52,000	\$ 1,075,204
Shoe Stores-4482	\$	3,714,990	\$	551,998	\$ 3,162,992
Jewelry, Luggage, Leather Goods Stores-4483	\$	2,902,779	\$	2,725,000	\$ 177,779
Jewelry Stores-44831	\$	2,629,913	\$	2,725,000	\$ (95,087)
Luggage and Leather Goods Stores-44832	\$	272,866	\$	-	\$ 272,866

## Appendix F - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Washington Parish - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	9,391,893	\$	2,319,002	\$ 7,072,891
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	6,703,515	\$	1,682,002	\$ 5,021,513
Sporting Goods Stores-45111	\$	3,329,380	\$	1,079,004	\$ 2,250,376
Hobby, Toys and Games Stores-45112	\$	2,263,316	\$	155,999	\$ 2,107,317
Sew/Needlework/Piece Goods Stores-45113	\$	494,121	\$	311,999	\$ 182,122
Musical Instrument and Supplies Stores-45114	\$	616,698	\$	135,000	\$ 481,698
Book, Periodical and Music Stores-4512	\$	2,688,378	\$	637,000	\$ 2,051,378
Book Stores and News Dealers-45121	\$	1,778,552	\$	237,000	\$ 1,541,552
Book Stores-451211	\$	1,659,973	\$	237,000	\$ 1,422,973
News Dealers and Newsstands-451212	\$	118,579	\$	-	\$ 118,579
Prerecorded Tapes, CDs, Record Stores-45122	\$	909,826	\$	400,000	\$ 509,826
Department Stores Excl Leased Depts-4521	\$	35,995,519	\$	35,831,005	\$ 164,514
Department Stores Excl Leased Depts-4521	\$	35,995,519	\$	35,831,005	\$ 164,514
Miscellaneous Store Retailers-453	\$	13,101,578	\$	4,762,001	\$ 8,339,577
Florists-4531	\$	989,076	\$	834,999	\$ 154,077
Office Supplies, Stationery, Gift Stores-4532	\$	5,306,372	\$	1,540,995	\$ 3,765,377
Office Supplies and Stationery Stores-45321	\$	2,978,731	\$	916,000	\$ 2,062,731
Gift, Novelty and Souvenir Stores-45322	\$	2,327,641	\$	624,995	\$ 1,702,646
Used Merchandise Stores-4533	\$	1,115,298	\$	183,004	\$ 932,294
Other Miscellaneous Store Retailers-4539	\$	5,690,832	\$	2,203,003	\$ 3,487,829
Non-Store Retailers-454	\$	35,947,934	\$	8,829,997	\$ 27,117,937
Foodservice and Drinking Places-722	\$	51,920,069	\$	21,554,999	\$ 30,365,070
Full-Service Restaurants-7221	\$	23,162,819	\$	9,396,001	\$ 13,766,818
Limited-Service Eating Places-7222	\$	21,957,614	\$	11,662,000	\$ 10,295,614
Special Foodservices-7223	\$	4,423,151	\$	-	\$ 4,423,151
Drinking Places -Alcoholic Beverages-7224	\$	2,376,485	\$	496,998	\$ 1,879,487
GAFO *	\$	137,670,391	\$	88,500,000	\$ 49,170,391
General Merchandise Stores-452	\$	76,509,667	\$	69,637,008	\$ 6,872,659
Clothing and Clothing Accessories Stores-448	\$	23,455,370	\$	7,017,003	\$ 16,438,367
Furniture and Home Furnishings Stores-442	\$	10,836,820	\$	4,787,000	\$ 6,049,820
Electronics and Appliance Stores-443	\$	12,170,269	\$	3,198,992	\$ 8,971,277
Sporting Goods, Hobby, Book, Music Stores-451	\$	9,391,893	\$	2,319,002	\$ 7,072,891
Office Supplies, Stationery, Gift Stores-4532	\$	5,306,372	\$	1,540,995	\$ 3,765,377

\* 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.

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## Appendix G

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**Village of Albany Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	46,312,712	\$	30,184,278	\$ 16,128,434
Motor Vehicle and Parts Dealers-441	\$	6,635,733	\$	505,322	\$ 6,130,411
Automotive Dealers-4411	\$	5,467,883	\$	241,942	\$ 5,225,941
Other Motor Vehicle Dealers-4412	\$	525,771	\$	-	\$ 525,771
Automotive Parts/Accsrs, Tire Stores-4413	\$	642,079	\$	263,380	\$ 378,699
Furniture and Home Furnishings Stores-442	\$	976,272	\$	1,084,475	\$ (108,203)
Furniture Stores-4421	\$	522,249	\$	307,432	\$ 214,817
Home Furnishing Stores-4422	\$	454,023	\$	777,042	\$ (323,019)
Electronics and Appliance Stores-443	\$	1,110,466	\$	250,731	\$ 859,735
Appliances, TVs, Electronics Stores-44311	\$	835,108	\$	100,990	\$ 734,118
Household Appliances Stores-443111	\$	203,115	\$	-	\$ 203,115
Radio, Television, Electronics Stores-443112	\$	631,993	\$	100,990	\$ 531,003
Computer and Software Stores-44312	\$	228,673	\$	149,740	\$ 78,933
Camera and Photographic Equipment Stores-44313	\$	46,686	\$	-	\$ 46,686
Building Material, Garden Equip Stores -444	\$	5,242,859	\$	74,839	\$ 5,168,020
Building Material and Supply Dealers-4441	\$	4,842,633	\$	74,839	\$ 4,767,794
Home Centers-44411	\$	1,990,161	\$	-	\$ 1,990,161
Paint and Wallpaper Stores-44412	\$	108,879	\$	-	\$ 108,879
Hardware Stores-44413	\$	421,619	\$	74,839	\$ 346,780
Other Building Materials Dealers-44419	\$	2,321,973	\$	-	\$ 2,321,973
Building Materials, Lumberyards-444191	\$	903,734	\$	-	\$ 903,734
Lawn, Garden Equipment, Supplies Stores-4442	\$	400,225	\$	-	\$ 400,225
Outdoor Power Equipment Stores-44421	\$	59,771	\$	-	\$ 59,771
Nursery and Garden Centers-44422	\$	340,454	\$	-	\$ 340,454
Food and Beverage Stores-445 + Other Genl Merch Stores -4529	\$	9,517,273	\$	7,512,766	\$ 2,004,507
Grocery Stores-4451	\$	5,728,885	\$	1,777,149	\$ 3,951,736
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	5,435,244	\$	649,880	\$ 4,785,364
Convenience Stores-44512	\$	293,641	\$	1,127,269	\$ (833,628)
Specialty Food Stores-4452	\$	167,735	\$	45,752	\$ 121,983
Beer, Wine and Liquor Stores-4453	\$	327,987	\$	-	\$ 327,987
<b>Other General Merchandise Stores-4529</b>	\$	3,292,666	\$	5,689,865	\$ (2,397,199)
Health and Personal Care Stores-446	\$	2,680,806	\$	2,491,559	\$ 189,247
Phamancies and Drug Stores-44611	\$	2,323,825	\$	2,491,559	\$ (167,734)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	97,234	\$	-	\$ 97,234
Optical Goods Stores-44613	\$	87,564	\$	-	\$ 87,564
Other Health and Personal Care Stores-44619	\$	172,183	\$	-	\$ 172,183
Gasoline Stations-447	\$	5,540,830	\$	16,211,668	\$ (10,670,838)
Gasoline Stations With Conv Stores-44711	\$	4,180,915	\$	14,362,925	\$ (10,182,010)
Other Gasoline Stations-44719	\$	1,359,915	\$	1,848,743	\$ (488,828)
Clothing and Clothing Accessories Stores-448	\$	2,168,253	\$	38,165	\$ 2,130,088
Clothing Stores-4481	\$	1,567,503	\$	38,165	\$ 1,529,338
Men's Clothing Stores-44811	\$	95,729	\$	-	\$ 95,729
Women's Clothing Stores-44812	\$	391,047	\$	38,165	\$ 352,882
Childrens, Infants Clothing Stores-44813	\$	95,675	\$	-	\$ 95,675
Family Clothing Stores-44814	\$	843,671	\$	-	\$ 843,671
Clothing Accessories Stores-44815	\$	36,844	\$	-	\$ 36,844
Other Clothing Stores-44819	\$	104,538	\$	-	\$ 104,538
Shoe Stores-4482	\$	324,764	\$	-	\$ 324,764
Jewelry, Luggage, Leather Goods Stores-4483	\$	275,986	\$	-	\$ 275,986
Jewelry Stores-44831	\$	251,735	\$	-	\$ 251,735
Luggage and Leather Goods Stores-44832	\$	24,251	\$	-	\$ 24,251

## Appendix G - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Village of Albany Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	908,948	\$	6,692	\$ 902,256
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	659,874	\$	6,692	\$ 653,182
Sporting Goods Stores-45111	\$	344,187	\$	682	\$ 343,505
Hobby, Toys and Games Stores-45112	\$	209,099	\$	4,682	\$ 204,417
Sew/Needlework/Piece Goods Stores-45113	\$	50,541	\$	1,328	\$ 49,213
Musical Instrument and Supplies Stores-45114	\$	56,047	\$	-	\$ 56,047
Book, Periodical and Music Stores-4512	\$	249,075	\$	-	\$ 249,075
Book Stores and News Dealers-45121	\$	166,312	\$	-	\$ 166,312
Book Stores-451211	\$	156,139	\$	-	\$ 156,139
News Dealers and Newsstands-451212	\$	10,173	\$	-	\$ 10,173
Prerecorded Tapes, CDs, Record Stores-45122	\$	82,763	\$	-	\$ 82,763
Department Stores Excl Leased Depts-4521	\$	3,111,618	\$	18,053	\$ 3,093,565
Department Stores Excl Leased Depts-4521	\$	3,111,618	\$	18,053	\$ 3,093,565
Miscellaneous Store Retailers-453	\$	1,125,120	\$	1,865,533	\$ (740,413)
Florists-4531	\$	85,701	\$	110,266	\$ (24,565)
Office Supplies, Stationery, Gift Stores-4532	\$	471,251	\$	43,804	\$ 427,447
Office Supplies and Stationery Stores-45321	\$	266,334	\$	-	\$ 266,334
Gift, Novelty and Souvenir Stores-45322	\$	204,917	\$	43,804	\$ 161,113
Used Merchandise Stores-4533	\$	101,438	\$	19,333	\$ 82,105
Other Miscellaneous Store Retailers-4539	\$	466,730	\$	1,692,130	\$ (1,225,400)
Non-Store Retailers-454	\$	3,010,986	\$	-	\$ 3,010,986
Foodservice and Drinking Places-722	\$	4,283,548	\$	124,478	\$ 4,159,070
Full-Service Restaurants-7221	\$	1,886,508	\$	124,478	\$ 1,762,030
Limited-Service Eating Places-7222	\$	1,866,691	\$	-	\$ 1,866,691
Special Foodservices-7223	\$	373,043	\$	-	\$ 373,043
Drinking Places -Alcoholic Beverages-7224	\$	157,307	\$	-	\$ 157,307
GAFO *	\$	12,039,474	\$	7,131,783	\$ 4,907,691
General Merchandise Stores-452	\$	6,404,284	\$	5,707,917	\$ 696,367
Clothing and Clothing Accessories Stores-448	\$	2,168,253	\$	38,165	\$ 2,130,088
Furniture and Home Furnishings Stores-442	\$	976,272	\$	1,084,475	\$ (108,203)
Electronics and Appliance Stores-443	\$	1,110,466	\$	250,731	\$ 859,735
Sporting Goods, Hobby, Book, Music Stores-451	\$	908,948	\$	6,692	\$ 902,256
Office Supplies, Stationery, Gift Stores-4532	\$	471,251	\$	43,804	\$ 427,447

\* 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

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## Appendix H

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**City of Amite Polygon**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	102,321,824	\$	164,071,452	\$ (61,749,628)
Motor Vehicle and Parts Dealers-441	\$	14,067,998	\$	44,074,132	\$ (30,006,134)
Automotive Dealers-4411	\$	11,539,314	\$	29,329,422	\$ (17,790,108)
Other Motor Vehicle Dealers-4412	\$	1,086,818	\$	10,081,043	\$ (8,994,225)
Automotive Parts/Accsrs, Tire Stores-4413	\$	1,441,865	\$	4,663,667	\$ (3,221,802)
Furniture and Home Furnishings Stores-442	\$	2,004,521	\$	891,649	\$ 1,112,872
Furniture Stores-4421	\$	1,066,597	\$	601,958	\$ 464,639
Home Furnishing Stores-4422	\$	937,924	\$	289,690	\$ 648,234
Electronics and Appliance Stores-443	\$	2,312,823	\$	3,337,646	\$ (1,024,823)
Appliances, TVs, Electronics Stores-44311	\$	1,758,301	\$	2,813,963	\$ (1,055,662)
Household Appliances Stores-443111	\$	439,270	\$	2,183,117	\$ (1,743,847)
Radio, Television, Electronics Stores-443112	\$	1,319,032	\$	630,846	\$ 688,186
Computer and Software Stores-44312	\$	471,095	\$	523,683	\$ (52,588)
Camera and Photographic Equipment Stores-44313	\$	83,427	\$	-	\$ 83,427
Building Material, Garden Equip Stores -444	\$	11,568,650	\$	10,591,111	\$ 977,539
Building Material and Supply Dealers-4441	\$	10,713,673	\$	10,361,405	\$ 352,268
Home Centers-44411	\$	4,345,172	\$	-	\$ 4,345,172
Paint and Wallpaper Stores-44412	\$	222,733	\$	556,181	\$ (333,448)
Hardware Stores-44413	\$	902,079	\$	5,526,620	\$ (4,624,541)
Other Building Materials Dealers-44419	\$	5,243,690	\$	4,278,604	\$ 965,086
Building Materials, Lumberyards-444191	\$	2,068,139	\$	1,673,851	\$ 394,288
Lawn, Garden Equipment, Supplies Stores-4442	\$	854,977	\$	229,705	\$ 625,272
Outdoor Power Equipment Stores-44421	\$	127,416	\$	-	\$ 127,416
Nursery and Garden Centers-44422	\$	727,561	\$	229,705	\$ 497,856
Food and Beverage Stores-445 + Other Genl Merch Stores -4529	\$	21,971,955	\$	26,198,469	\$ (4,226,514)
Grocery Stores-4451	\$	13,463,196	\$	7,843,109	\$ 5,620,087
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	12,814,238	\$	7,495,254	\$ 5,318,984
Convenience Stores-44512	\$	648,959	\$	347,856	\$ 301,103
Specialty Food Stores-4452	\$	396,235	\$	136,656	\$ 259,579
Beer, Wine and Liquor Stores-4453	\$	638,071	\$	-	\$ 638,071
Other General Merchandise Stores-4529	\$	7,474,453	\$	18,218,704	\$ (10,744,251)
Health and Personal Care Stores-446	\$	6,679,608	\$	13,898,509	\$ (7,218,901)
Pharmacies and Drug Stores-44611	\$	5,806,999	\$	13,275,004	\$ (7,468,005)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	247,717	\$	166,924	\$ 80,793
Optical Goods Stores-44613	\$	188,532	\$	106,124	\$ 82,408
Other Health and Personal Care Stores-44619	\$	436,359	\$	350,457	\$ 85,902
Gasoline Stations-447	\$	12,713,328	\$	36,449,679	\$ (23,736,351)
Gasoline Stations With Conv Stores-44711	\$	9,562,100	\$	25,733,351	\$ (16,171,251)
Other Gasoline Stations-44719	\$	3,151,228	\$	10,716,329	\$ (7,565,101)
Clothing and Clothing Accessories Stores-448	\$	4,732,113	\$	698,816	\$ 4,033,297
Clothing Stores-4481	\$	3,414,301	\$	278,094	\$ 3,136,207
Men's Clothing Stores-44811	\$	201,734	\$	35,521	\$ 166,213
Women's Clothing Stores-44812	\$	832,288	\$	39,257	\$ 793,031
Childrens, Infants Clothing Stores-44813	\$	241,729	\$	27,054	\$ 214,675
Family Clothing Stores-44814	\$	1,835,537	\$	42,946	\$ 1,792,591
Clothing Accessories Stores-44815	\$	77,178	\$	37,926	\$ 39,252
Other Clothing Stores-44819	\$	225,835	\$	95,389	\$ 130,446
Shoe Stores-4482	\$	770,122	\$	39,021	\$ 731,101
Jewelry, Luggage, Leather Goods Stores-4483	\$	547,690	\$	381,702	\$ 165,988
Jewelry Stores-44831	\$	499,669	\$	326,777	\$ 172,892
Luggage and Leather Goods Stores-44832	\$	48,021	\$	54,924	\$ (6,903)

## Appendix H - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Amite Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>	<b>2009 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$ 1,877,913	\$ 1,229,505	\$ 648,408
Sportng Goods, Hobby, Musical Inst Stores-4511	\$ 1,376,378	\$ 671,355	\$ 705,023
Sporting Goods Stores-45111	\$ 700,767	\$ -	\$ 700,767
Hobby, Toys and Games Stores-45112	\$ 451,061	\$ 294,356	\$ 156,705
Sew/Needlework/Piece Goods Stores-45113	\$ 109,661	\$ 376,999	\$ (267,338)
Musical Instrument and Supplies Stores-45114	\$ 114,889	\$ -	\$ 114,889
Book, Periodical and Music Stores-4512	\$ 501,535	\$ 558,150	\$ (56,615)
Book Stores and News Dealers-45121	\$ 329,868	\$ -	\$ 329,868
Book Stores-451211	\$ 309,195	\$ -	\$ 309,195
News Dealers and Newsstands-451212	\$ 20,673	\$ -	\$ 20,673
Prerecorded Tapes, CDs, Record Stores-45122	\$ 171,667	\$ 558,150	\$ (386,483)
Department Stores Excl Leased Depts-4521	\$ 6,936,101	\$ 11,089,311	\$ (4,153,210)
Department Stores Excl Leased Depts-4521	\$ 6,936,101	\$ 11,089,311	\$ (4,153,210)
Miscellaneous Store Retailers-453	\$ 2,285,357	\$ 6,578,997	\$ (4,293,640)
Florists-4531	\$ 180,954	\$ 314,974	\$ (134,020)
Office Supplies, Stationery, Gift Stores-4532	\$ 937,297	\$ 1,785,997	\$ (848,700)
Office Supplies and Stationery Stores-45321	\$ 523,480	\$ 1,730,000	\$ (1,206,520)
Gift, Novelty and Souvenir Stores-45322	\$ 413,816	\$ 55,997	\$ 357,819
Used Merchandise Stores-4533	\$ 209,158	\$ 519,316	\$ (310,158)
Other Miscellaneous Store Retailers-4539	\$ 957,948	\$ 3,958,710	\$ (3,000,762)
Non-Store Retailers-454	\$ 6,678,954	\$ 122,216	\$ 6,556,738
Foodservice and Drinking Places-722	\$ 8,492,503	\$ 8,911,412	\$ (418,909)
Full-Service Restaurants-7221	\$ 3,743,341	\$ 5,444,242	\$ (1,700,901)
Limited-Service Eating Places-7222	\$ 3,685,028	\$ 1,631,709	\$ 2,053,319
Special Foodservices-7223	\$ 739,777	\$ 1,404,283	\$ (664,506)
Drinking Places -Alcoholic Beverages-7224	\$ 324,357	\$ 431,177	\$ (106,820)
GAFO *	\$ 26,275,220	\$ 37,251,627	\$ (10,976,407)
General Merchandise Stores-452	\$ 14,410,553	\$ 29,308,015	\$ (14,897,462)
Clothing and Clothing Accessories Stores-448	\$ 4,732,113	\$ 698,816	\$ 4,033,297
Furniture and Home Furnishings Stores-442	\$ 2,004,521	\$ 891,649	\$ 1,112,872
Electronics and Appliance Stores-443	\$ 2,312,823	\$ 3,337,646	\$ (1,024,823)
Sporting Goods, Hobby, Book, Music Stores-451	\$ 1,877,913	\$ 1,229,505	\$ 648,408
Office Supplies, Stationery, Gift Stores-4532	\$ 937,297	\$ 1,785,997	\$ (848,700)

\* 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.

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## Appendix I

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**City of Bogalusa Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	202,273,496	\$	223,777,297	\$ (21,503,801)
Motor Vehicle and Parts Dealers-441	\$	25,472,676	\$	41,301,555	\$ (15,828,879)
Automotive Dealers-4411	\$	20,820,088	\$	32,962,925	\$ (12,142,837)
Other Motor Vehicle Dealers-4412	\$	1,818,064	\$	219,243	\$ 1,598,821
Automotive Parts/Accsrs, Tire Stores-4413	\$	2,834,524	\$	8,119,387	\$ (5,284,863)
Furniture and Home Furnishings Stores-442	\$	3,833,758	\$	2,375,421	\$ 1,458,337
Furniture Stores-4421	\$	2,020,659	\$	2,146,843	\$ (126,184)
Home Furnishing Stores-4422	\$	1,813,099	\$	228,578	\$ 1,584,521
Electronics and Appliance Stores-443	\$	4,364,210	\$	899,461	\$ 3,464,749
Appliances, TVs, Electronics Stores-44311	\$	3,351,161	\$	693,360	\$ 2,657,801
Household Appliances Stores-443111	\$	853,754	\$	149,000	\$ 704,754
Radio, Television, Electronics Stores-443112	\$	2,497,407	\$	544,360	\$ 1,953,047
Computer and Software Stores-44312	\$	865,401	\$	206,101	\$ 659,300
Camera and Photographic Equipment Stores-44313	\$	147,648	\$	-	\$ 147,648
Building Material, Garden Equip Stores -444	\$	22,518,689	\$	17,889,702	\$ 4,628,987
Building Material and Supply Dealers-4441	\$	20,889,186	\$	17,137,904	\$ 3,751,282
Home Centers-44411	\$	8,446,584	\$	15,484,002	\$ (7,037,418)
Paint and Wallpaper Stores-44412	\$	432,314	\$	-	\$ 432,314
Hardware Stores-44413	\$	1,747,661	\$	675,429	\$ 1,072,232
Other Building Materials Dealers-44419	\$	10,262,627	\$	978,473	\$ 9,284,154
Building Materials, Lumberyards-444191	\$	4,053,826	\$	382,795	\$ 3,671,031
Lawn, Garden Equipment, Supplies Stores-4442	\$	1,629,503	\$	751,799	\$ 877,704
Outdoor Power Equipment Stores-44421	\$	241,760	\$	201,692	\$ 40,068
Nursery and Garden Centers-44422	\$	1,387,743	\$	550,107	\$ 837,636
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	45,307,322	\$	46,271,077	\$ (963,755)
Grocery Stores-4451	\$	27,907,351	\$	31,256,517	\$ (3,349,166)
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	26,499,196	\$	29,366,967	\$ (2,867,771)
Convenience Stores-44512	\$	1,408,155	\$	1,889,550	\$ (481,395)
Specialty Food Stores-4452	\$	815,235	\$	936,077	\$ (120,842)
Beer, Wine and Liquor Stores-4453	\$	1,811,835	\$	948,112	\$ 863,723
<b>Other General Merchandise Stores-4529</b>	\$	14,772,901	\$	13,130,371	\$ 1,642,530
Health and Personal Care Stores-446	\$	13,816,227	\$	24,773,451	\$ (10,957,224)
Pharmacies and Drug Stores-44611	\$	12,054,552	\$	24,146,613	\$ (12,092,061)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	515,664	\$	333,090	\$ 182,574
Optical Goods Stores-44613	\$	337,754	\$	103,999	\$ 233,755
Other Health and Personal Care Stores-44619	\$	908,256	\$	189,749	\$ 718,507
Gasoline Stations-447	\$	25,821,757	\$	37,745,649	\$ (11,923,892)
Gasoline Stations With Conv Stores-44711	\$	19,544,782	\$	32,292,469	\$ (12,747,687)
Other Gasoline Stations-44719	\$	6,276,975	\$	5,453,180	\$ 823,795
Clothing and Clothing Accessories Stores-448	\$	8,305,545	\$	3,264,298	\$ 5,041,247
Clothing Stores-4481	\$	5,921,694	\$	2,018,450	\$ 3,903,244
Men's Clothing Stores-44811	\$	345,045	\$	196,801	\$ 148,244
Women's Clothing Stores-44812	\$	1,428,871	\$	1,778,826	\$ (349,955)
Childrens, Infants Clothing Stores-44813	\$	430,754	\$	-	\$ 430,754
Family Clothing Stores-44814	\$	3,187,260	\$	-	\$ 3,187,260
Clothing Accessories Stores-44815	\$	134,302	\$	-	\$ 134,302
Other Clothing Stores-44819	\$	395,462	\$	42,823	\$ 352,639
Shoe Stores-4482	\$	1,336,199	\$	394,285	\$ 941,914
Jewelry, Luggage, Leather Goods Stores-4483	\$	1,047,651	\$	851,563	\$ 196,088
Jewelry Stores-44831	\$	950,130	\$	851,563	\$ 98,567
Luggage and Leather Goods Stores-44832	\$	97,522	\$	-	\$ 97,522

## Appendix I - continued

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**City of Bogalusa Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	3,331,716	\$	1,258,715	\$ 2,073,001
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	2,363,164	\$	813,019	\$ 1,550,145
Sporting Goods Stores-45111	\$	1,161,938	\$	617,858	\$ 544,080
Hobby, Toys and Games Stores-45112	\$	807,157	\$	60,161	\$ 746,996
Sew/Needlework/Piece Goods Stores-45113	\$	173,526	\$	-	\$ 173,526
Musical Instrument and Supplies Stores-45114	\$	220,542	\$	135,000	\$ 85,542
Book, Periodical and Music Stores-4512	\$	968,552	\$	445,696	\$ 522,856
Book Stores and News Dealers-45121	\$	642,161	\$	237,000	\$ 405,161
Book Stores-451211	\$	599,373	\$	237,000	\$ 362,373
News Dealers and Newsstands-451212	\$	42,788	\$	-	\$ 42,788
Prerecorded Tapes, CDs, Record Stores-45122	\$	326,391	\$	208,696	\$ 117,695
Department Stores Excl Leased Depts-4521	\$	12,965,442	\$	27,540,319	\$ (14,574,877)
Department Stores Excl Leased Depts-4521	\$	12,965,442	\$	27,540,319	\$ (14,574,877)
Miscellaneous Store Retailers-453	\$	4,598,088	\$	1,654,656	\$ 2,943,432
Florists-4531	\$	346,640	\$	347,916	\$ (1,276)
Office Supplies, Stationery, Gift Stores-4532	\$	1,899,831	\$	555,351	\$ 1,344,480
Office Supplies and Stationery Stores-45321	\$	1,065,626	\$	229,000	\$ 836,626
Gift, Novelty and Souvenir Stores-45322	\$	834,205	\$	326,351	\$ 507,854
Used Merchandise Stores-4533	\$	397,254	\$	76,002	\$ 321,252
Other Miscellaneous Store Retailers-4539	\$	1,954,364	\$	675,387	\$ 1,278,977
Non-Store Retailers-454	\$	13,035,257	\$	8,217,665	\$ 4,817,592
Foodservice and Drinking Places-722	\$	18,902,810	\$	10,585,327	\$ 8,317,483
Full-Service Restaurants-7221	\$	8,445,964	\$	5,145,552	\$ 3,300,412
Limited-Service Eating Places-7222	\$	7,965,583	\$	4,998,000	\$ 2,967,583
Special Foodservices-7223	\$	1,605,939	\$	-	\$ 1,605,939
Drinking Places -Alcoholic Beverages-7224	\$	885,324	\$	441,775	\$ 443,549
GAFO *	\$	49,473,403	\$	49,023,936	\$ 449,467
General Merchandise Stores-452	\$	27,738,343	\$	40,670,690	\$ (12,932,347)
Clothing and Clothing Accessories Stores-448	\$	8,305,545	\$	3,264,298	\$ 5,041,247
Furniture and Home Furnishings Stores-442	\$	3,833,758	\$	2,375,421	\$ 1,458,337
Electronics and Appliance Stores-443	\$	4,364,210	\$	899,461	\$ 3,464,749
Sporting Goods, Hobby, Book, Music Stores-451	\$	3,331,716	\$	1,258,715	\$ 2,073,001
Office Supplies, Stationery, Gift Stores-4532	\$	1,899,831	\$	555,351	\$ 1,344,480

\* 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.

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## Appendix J

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Covington/Mandeville Polygon**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	1,559,620,958	\$	1,960,740,714	\$ (401,119,756)
Motor Vehicle and Parts Dealers -441	\$	237,549,920	\$	244,893,659	\$ (7,343,739)
Automotive Dealers -4411	\$	197,570,006	\$	210,545,724	\$ (12,975,718)
Other Motor Vehicle Dealers -4412	\$	19,760,289	\$	6,990,878	\$ 12,769,411
Automotive Parts/Accsrs, Tire Stores -4413	\$	20,219,625	\$	27,357,057	\$ (7,137,432)
Furniture and Home Furnishings Stores -442	\$	37,143,032	\$	66,263,969	\$ (29,120,937)
Furniture Stores -4421	\$	20,174,750	\$	35,992,284	\$ (15,817,534)
Home Furnishing Stores -4422	\$	16,968,281	\$	30,271,684	\$ (13,303,403)
Electronics and Appliance Stores -443	\$	39,607,574	\$	75,674,902	\$ (36,067,328)
Appliances, TVs, Electronics Stores -44311	\$	29,531,832	\$	65,639,287	\$ (36,107,455)
Household Appliances Stores -443111	\$	6,945,139	\$	30,555,660	\$ (23,610,521)
Radio, Television, Electronics Stores -443112	\$	22,586,692	\$	35,083,627	\$ (12,496,935)
Computer and Software Stores -44312	\$	8,246,485	\$	9,757,616	\$ (1,511,131)
Camera and Photographic Equipment Stores -44313	\$	1,829,258	\$	277,999	\$ 1,551,259
Building Material, Garden Equip Stores -444	\$	183,156,143	\$	433,950,929	\$ (250,794,786)
Building Material and Supply Dealers -4441	\$	168,683,603	\$	418,967,689	\$ (250,284,086)
Home Centers -44411	\$	69,712,913	\$	238,537,251	\$ (168,824,338)
Paint and Wallpaper Stores -44412	\$	3,995,751	\$	1,383,259	\$ 2,612,492
Hardware Stores -44413	\$	14,575,979	\$	5,610,861	\$ 8,965,118
Other Building Materials Dealers -44419	\$	80,398,960	\$	173,436,318	\$ (93,037,358)
Building Materials, Lumberyards -444191	\$	31,381,702	\$	67,850,864	\$ (36,469,162)
Lawn, Garden Equipment, Supplies Stores -4442	\$	14,472,540	\$	14,983,241	\$ (510,701)
Outdoor Power Equipment Stores -44421	\$	2,192,595	\$	-	\$ 2,192,595
Nursery and Garden Centers -44422	\$	12,279,945	\$	14,983,241	\$ (2,703,296)
Food and Beverage Stores -445 + Other Genl Merch Stores -4529	\$	196,270,344	\$	235,801,249	\$ (39,530,905)
Grocery Stores -4451	\$	177,516,927	\$	226,027,084	\$ (48,510,157)
Supermarkets, Grocery (Ex Conv) Stores -44511	\$	168,728,193	\$	220,956,119	\$ (52,227,926)
Convenience Stores -44512	\$	8,788,733	\$	5,070,965	\$ 3,717,768
Specialty Food Stores -4452	\$	5,186,441	\$	5,491,388	\$ (304,947)
Beer, Wine and Liquor Stores -4453	\$	13,566,976	\$	4,282,776	\$ 9,284,200
<b>Other General Merchandise Stores -4529</b>	\$	107,045,354	\$	113,172,066	\$ (6,126,712)
Health and Personal Care Stores -446	\$	85,997,545	\$	86,980,870	\$ (983,325)
Pharmacies and Drug Stores -44611	\$	74,249,931	\$	76,429,102	\$ (2,179,171)
Cosmetics, Beauty Supplies, Perfume Stores -44612	\$	3,094,086	\$	2,236,365	\$ 857,721
Optical Goods Stores -44613	\$	3,177,963	\$	3,441,373	\$ (263,410)
Other Health and Personal Care Stores -44619	\$	5,475,564	\$	4,874,030	\$ 601,534
Gasoline Stations -447	\$	163,107,445	\$	145,325,318	\$ 17,782,127
Gasoline Stations With Conv Stores -44711	\$	122,354,971	\$	114,745,495	\$ 7,609,476
Other Gasoline Stations -44719	\$	40,752,474	\$	30,579,822	\$ 10,172,652
Clothing and Clothing Accessories Stores -448	\$	76,232,279	\$	103,742,083	\$ (27,509,804)
Clothing Stores -4481	\$	54,329,445	\$	82,371,398	\$ (28,041,953)
Men's Clothing Stores -44811	\$	3,378,826	\$	2,494,040	\$ 884,786
Women's Clothing Stores -44812	\$	13,623,198	\$	14,271,786	\$ (648,588)
Childrens, Infants Clothing Stores -44813	\$	3,117,691	\$	1,398,463	\$ 1,719,228
Family Clothing Stores -44814	\$	29,275,610	\$	52,859,571	\$ (23,583,961)
Clothing Accessories Stores -44815	\$	1,318,967	\$	295,148	\$ 1,023,819
Other Clothing Stores -44819	\$	3,615,152	\$	11,052,390	\$ (7,437,238)
Shoe Stores -4482	\$	10,335,619	\$	12,409,958	\$ (2,074,339)
Jewelry, Luggage, Leather Goods Stores -4483	\$	11,567,216	\$	8,960,727	\$ 2,606,489
Jewelry Stores -44831	\$	10,725,744	\$	8,960,727	\$ 1,765,017
Luggage and Leather Goods Stores -44832	\$	841,472	\$	-	\$ 841,472

## Appendix J - continued

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**Covington/Mandeville Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	33,599,523	\$	40,859,124	\$ (7,259,601)
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	23,798,896	\$	23,722,491	\$ 76,405
Sporting Goods Stores-45111	\$	12,959,467	\$	3,522,139	\$ 9,437,328
Hobby, Toys and Games Stores-45112	\$	7,065,710	\$	15,635,166	\$ (8,569,456)
Sew/Needlework/Piece Goods Stores-45113	\$	1,554,859	\$	3,649,902	\$ (2,095,043)
Musical Instrument and Supplies Stores-45114	\$	2,218,860	\$	915,284	\$ 1,303,576
Book, Periodical and Music Stores-4512	\$	9,800,626	\$	17,136,634	\$ (7,336,008)
Book Stores and News Dealers-45121	\$	6,662,849	\$	14,078,611	\$ (7,415,762)
Book Stores-451211	\$	6,324,677	\$	14,078,611	\$ (7,753,934)
News Dealers and Newsstands-451212	\$	338,172	\$	-	\$ 338,172
Prerecorded Tapes, CDs, Record Stores-45122	\$	3,137,777	\$	3,058,022	\$ 79,755
General Merchandise Stores-452	\$	213,259,362	\$	232,708,958	\$ (19,449,596)
Department Stores Excl Leased Depts-4521	\$	106,214,007	\$	119,536,892	\$ (13,322,885)
Miscellaneous Store Retailers-453	\$	37,161,257	\$	82,784,245	\$ (45,622,988)
Florists-4531	\$	3,145,496	\$	8,012,205	\$ (4,866,709)
Office Supplies, Stationery, Gift Stores-4532	\$	16,526,802	\$	38,674,873	\$ (22,148,071)
Office Supplies and Stationery Stores-45321	\$	9,384,966	\$	20,462,849	\$ (11,077,883)
Gift, Novelty and Souvenir Stores-45322	\$	7,141,836	\$	18,212,023	\$ (11,070,187)
Used Merchandise Stores-4533	\$	3,667,877	\$	3,412,589	\$ 255,288
Other Miscellaneous Store Retailers-4539	\$	13,821,082	\$	32,684,578	\$ (18,863,496)
Non-Store Retailers-454	\$	102,996,335	\$	70,325,606	\$ 32,670,729
Foodservice and Drinking Places-722	\$	153,540,200	\$	141,429,802	\$ 12,110,398
Full-Service Restaurants-7221	\$	69,132,345	\$	73,715,562	\$ (4,583,217)
Limited-Service Eating Places-7222	\$	63,713,903	\$	61,213,261	\$ 2,500,642
Special Foodservices-7223	\$	12,882,117	\$	2,596,545	\$ 10,285,572
Drinking Places -Alcoholic Beverages-7224	\$	7,811,835	\$	3,904,434	\$ 3,907,401
GAFO *	\$	416,368,572	\$	557,923,908	\$ (141,555,336)
General Merchandise Stores-452	\$	213,259,362	\$	232,708,958	\$ (19,449,596)
Clothing and Clothing Accessories Stores-448	\$	76,232,279	\$	103,742,083	\$ (27,509,804)
Furniture and Home Furnishings Stores-442	\$	37,143,032	\$	66,263,969	\$ (29,120,937)
Electronics and Appliance Stores-443	\$	39,607,574	\$	75,674,902	\$ (36,067,328)
Sporting Goods, Hobby, Book, Music Stores-451	\$	33,599,523	\$	40,859,124	\$ (7,259,601)
Office Supplies, Stationery, Gift Stores-4532	\$	16,526,802	\$	38,674,873	\$ (22,148,071)

\* 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.

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## Appendix K

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Denham Springs Polygon**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	536,817,826	\$	389,694,599	\$ 147,123,227
Motor Vehicle and Parts Dealers-441	\$	82,330,085	\$	13,799,816	\$ 68,530,269
Automotive Dealers-4411	\$	68,715,583	\$	7,917,316	\$ 60,798,267
Other Motor Vehicle Dealers-4412	\$	6,077,714	\$	649,305	\$ 5,428,409
Automotive Parts/Accsrs, Tire Stores-4413	\$	7,536,788	\$	5,233,195	\$ 2,303,593
Furniture and Home Furnishings Stores-442	\$	11,243,346	\$	9,239,145	\$ 2,004,201
Furniture Stores-4421	\$	6,003,712	\$	3,033,918	\$ 2,969,794
Home Furnishing Stores-4422	\$	5,239,634	\$	6,205,227	\$ (965,593)
Electronics and Appliance Stores-443	\$	12,914,668	\$	4,352,137	\$ 8,562,531
Appliances, TVs, Electronics Stores-44311	\$	9,657,641	\$	3,907,965	\$ 5,749,676
Household Appliances Stores-443111	\$	2,342,664	\$	1,197,080	\$ 1,145,584
Radio, Television, Electronics Stores-443112	\$	7,314,978	\$	2,710,885	\$ 4,604,093
Computer and Software Stores-44312	\$	2,687,964	\$	444,173	\$ 2,243,791
Camera and Photographic Equipment Stores-44313	\$	569,062	\$	-	\$ 569,062
Building Material, Garden Equip Stores -444	\$	60,774,806	\$	52,446,285	\$ 8,328,521
Building Material and Supply Dealers-4441	\$	56,124,503	\$	41,010,744	\$ 15,113,759
Home Centers-44411	\$	23,056,448	\$	5,212,425	\$ 17,844,023
Paint and Wallpaper Stores-44412	\$	1,254,411	\$	65,519	\$ 1,188,892
Hardware Stores-44413	\$	4,888,797	\$	396,929	\$ 4,491,868
Other Building Materials Dealers-44419	\$	26,924,847	\$	35,335,871	\$ (8,411,024)
Building Materials, Lumberyards-444191	\$	10,480,189	\$	13,823,925	\$ (3,343,736)
Lawn, Garden Equipment, Supplies Stores-4442	\$	4,650,304	\$	11,435,541	\$ (6,785,237)
Outdoor Power Equipment Stores-44421	\$	698,930	\$	-	\$ 698,930
Nursery and Garden Centers-44422	\$	3,951,374	\$	11,435,541	\$ (7,484,167)
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	107,785,969	\$	75,051,124	\$ 32,734,845
Grocery Stores-4451	\$	64,594,824	\$	22,827,180	\$ 41,767,644
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	61,260,228	\$	11,542,787	\$ 49,717,441
Convenience Stores-44512	\$	3,334,596	\$	11,284,393	\$ (7,949,797)
Specialty Food Stores-4452	\$	1,889,099	\$	2,280,874	\$ (391,775)
Beer, Wine and Liquor Stores-4453	\$	3,815,782	\$	-	\$ 3,815,782
<b>Other General Merchandise Stores-4529</b>	\$	37,486,264	\$	49,943,070	\$ (12,456,806)
Health and Personal Care Stores-446	\$	30,723,694	\$	34,274,548	\$ (3,550,854)
Pharmacies and Drug Stores-44611	\$	26,609,824	\$	33,321,636	\$ (6,711,812)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	1,112,537	\$	129,502	\$ 983,035
Optical Goods Stores-44613	\$	1,035,802	\$	64,695	\$ 971,107
Other Health and Personal Care Stores-44619	\$	1,965,532	\$	758,716	\$ 1,206,816
Gasoline Stations-447	\$	62,497,017	\$	74,734,072	\$ (12,237,055)
Gasoline Stations With Conv Stores-44711	\$	47,147,353	\$	46,368,819	\$ 778,534
Other Gasoline Stations-44719	\$	15,349,664	\$	28,365,252	\$ (13,015,588)
Clothing and Clothing Accessories Stores-448	\$	24,936,022	\$	2,185,819	\$ 22,750,203
Clothing Stores-4481	\$	18,069,866	\$	1,707,320	\$ 16,362,546
Men's Clothing Stores-44811	\$	1,086,720	\$	-	\$ 1,086,720
Women's Clothing Stores-44812	\$	4,544,118	\$	1,685,360	\$ 2,858,758
Childrens, Infants Clothing Stores-44813	\$	1,086,740	\$	-	\$ 1,086,740
Family Clothing Stores-44814	\$	9,714,306	\$	-	\$ 9,714,306
Clothing Accessories Stores-44815	\$	427,480	\$	-	\$ 427,480
Other Clothing Stores-44819	\$	1,210,503	\$	21,960	\$ 1,188,543
Shoe Stores-4482	\$	3,684,882	\$	478,499	\$ 3,206,383
Jewelry, Luggage, Leather Goods Stores-4483	\$	3,181,274	\$	-	\$ 3,181,274
Jewelry Stores-44831	\$	2,898,458	\$	-	\$ 2,898,458
Luggage and Leather Goods Stores-44832	\$	282,816	\$	-	\$ 282,816

## Appendix K - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Denham Springs Polygon - p.2**

<u>Retail Stores</u>	<u>2009 Demand</u> <u>(Consumer Expenditures)</u>		<u>2009 Supply</u> <u>(Retail Sales)</u>		<u>Opportunity</u> <u>Gap/Surplus</u>
Sporting Goods, Hobby, Book, Music Stores-451	\$	10,541,002	\$	781,991	\$ 9,759,011
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	7,680,428	\$	676,540	\$ 7,003,888
Sporting Goods Stores-45111	\$	4,016,251	\$	525,200	\$ 3,491,051
Hobby, Toys and Games Stores-45112	\$	2,435,973	\$	72,763	\$ 2,363,210
Sew/Needlework/Piece Goods Stores-45113	\$	586,183	\$	31,770	\$ 554,413
Musical Instrument and Supplies Stores-45114	\$	642,021	\$	46,807	\$ 595,214
Book, Periodical and Music Stores-4512	\$	2,860,574	\$	105,450	\$ 2,755,124
Book Stores and News Dealers-45121	\$	1,910,842	\$	58,002	\$ 1,852,840
Book Stores-451211	\$	1,792,933	\$	58,002	\$ 1,734,931
News Dealers and Newsstands-451212	\$	117,909	\$	-	\$ 117,909
Prerecorded Tapes, CDs, Record Stores-45122	\$	949,731	\$	47,448	\$ 902,283
Department Stores Excl Leased Depts-4521	\$	35,720,581	\$	37,652,750	\$ (1,932,169)
Department Stores Excl Leased Depts-4521	\$	35,720,581	\$	37,652,750	\$ (1,932,169)
Miscellaneous Store Retailers-453	\$	12,727,234	\$	35,994,616	\$ (23,267,382)
Florists-4531	\$	1,004,162	\$	1,341,692	\$ (337,530)
Office Supplies, Stationery, Gift Stores-4532	\$	5,500,641	\$	3,178,913	\$ 2,321,728
Office Supplies and Stationery Stores-45321	\$	3,114,950	\$	2,281,999	\$ 832,951
Gift, Novelty and Souvenir Stores-45322	\$	2,385,692	\$	896,914	\$ 1,488,778
Used Merchandise Stores-4533	\$	1,174,596	\$	1,800,926	\$ (626,330)
Other Miscellaneous Store Retailers-4539	\$	5,047,834	\$	29,673,085	\$ (24,625,251)
Non-Store Retailers-454	\$	34,734,303	\$	208,805	\$ 34,525,498
Foodservice and Drinking Places-722	\$	49,889,100	\$	48,973,493	\$ 915,607
Full-Service Restaurants-7221	\$	21,998,192	\$	13,006,076	\$ 8,992,116
Limited-Service Eating Places-7222	\$	21,687,892	\$	34,659,897	\$ (12,972,005)
Special Foodservices-7223	\$	4,336,297	\$	1,258,753	\$ 3,077,544
Drinking Places -Alcoholic Beverages-7224	\$	1,866,719	\$	48,767	\$ 1,817,952
GAFO *	\$	138,342,524	\$	107,333,824	\$ 31,008,700
General Merchandise Stores-452	\$	73,206,845	\$	87,595,819	\$ (14,388,974)
Clothing and Clothing Accessories Stores-448	\$	24,936,022	\$	2,185,819	\$ 22,750,203
Furniture and Home Furnishings Stores-442	\$	11,243,346	\$	9,239,145	\$ 2,004,201
Electronics and Appliance Stores-443	\$	12,914,668	\$	4,352,137	\$ 8,562,531
Sporting Goods, Hobby, Book, Music Stores-451	\$	10,541,002	\$	781,991	\$ 9,759,011
Office Supplies, Stationery, Gift Stores-4532	\$	5,500,641	\$	3,178,913	\$ 2,321,728

\* 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.

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## Appendix L

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Franklinton Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	66,435,914	\$	127,395,546	\$ (60,959,632)
Motor Vehicle and Parts Dealers-441	\$	8,616,582	\$	10,143,168	\$ (1,526,586)
Automotive Dealers-4411	\$	7,023,556	\$	6,445,033	\$ 578,523
Other Motor Vehicle Dealers-4412	\$	656,897	\$	71,980	\$ 584,917
Automotive Parts/Accsrs, Tire Stores-4413	\$	936,129	\$	3,626,154	\$ (2,690,025)
Furniture and Home Furnishings Stores-442	\$	1,317,580	\$	2,032,077	\$ (714,497)
Furniture Stores-4421	\$	695,170	\$	1,627,712	\$ (932,542)
Home Furnishing Stores-4422	\$	622,410	\$	404,365	\$ 218,045
Electronics and Appliance Stores-443	\$	1,460,636	\$	920,752	\$ 539,884
Appliances, TVs, Electronics Stores-44311	\$	1,119,281	\$	867,822	\$ 251,459
Household Appliances Stores-443111	\$	283,017	\$	653,497	\$ (370,480)
Radio, Television, Electronics Stores-443112	\$	836,264	\$	214,325	\$ 621,939
Computer and Software Stores-44312	\$	290,669	\$	52,930	\$ 237,739
Camera and Photographic Equipment Stores-44313	\$	50,685	\$	-	\$ 50,685
Building Material, Garden Equip Stores -444	\$	7,480,165	\$	5,100,249	\$ 2,379,916
Building Material and Supply Dealers-4441	\$	6,922,625	\$	2,772,666	\$ 4,149,959
Home Centers-44411	\$	2,814,304	\$	-	\$ 2,814,304
Paint and Wallpaper Stores-44412	\$	144,994	\$	-	\$ 144,994
Hardware Stores-44413	\$	584,216	\$	2,032,095	\$ (1,447,879)
Other Building Materials Dealers-44419	\$	3,379,111	\$	740,571	\$ 2,638,540
Building Materials, Lumberyards-444191	\$	1,330,192	\$	289,724	\$ 1,040,468
Lawn, Garden Equipment, Supplies Stores-4442	\$	557,540	\$	2,327,583	\$ (1,770,043)
Outdoor Power Equipment Stores-44421	\$	82,851	\$	168,434	\$ (85,583)
Nursery and Garden Centers-44422	\$	474,689	\$	2,159,149	\$ (1,684,460)
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	14,590,968	\$	35,391,680	\$ (20,800,712)
Grocery Stores-4451	\$	8,931,927	\$	23,480,388	\$ (14,548,461)
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	8,485,618	\$	23,459,375	\$ (14,973,757)
Convenience Stores-44512	\$	446,309	\$	21,014	\$ 425,295
Specialty Food Stores-4452	\$	261,192	\$	146,108	\$ 115,084
Beer, Wine and Liquor Stores-4453	\$	581,737	\$	270,889	\$ 310,848
<b>Other General Merchandise Stores-4529</b>	\$	4,816,112	\$	11,494,295	\$ (6,678,183)
Health and Personal Care Stores-446	\$	4,367,609	\$	25,949,106	\$ (21,581,497)
Pharmacies and Drug Stores-44611	\$	3,805,165	\$	25,887,567	\$ (22,082,402)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	162,086	\$	61,539	\$ 100,547
Optical Goods Stores-44613	\$	114,690	\$	-	\$ 114,690
Other Health and Personal Care Stores-44619	\$	285,667	\$	-	\$ 285,667
Gasoline Stations-447	\$	8,396,909	\$	29,721,093	\$ (21,324,184)
Gasoline Stations With Conv Stores-44711	\$	6,335,846	\$	21,089,875	\$ (14,754,029)
Other Gasoline Stations-44719	\$	2,061,062	\$	8,631,218	\$ (6,570,156)
Clothing and Clothing Accessories Stores-448	\$	2,829,570	\$	2,940,390	\$ (110,820)
Clothing Stores-4481	\$	2,022,397	\$	1,353,124	\$ 669,273
Men's Clothing Stores-44811	\$	119,822	\$	131,201	\$ (11,379)
Women's Clothing Stores-44812	\$	492,835	\$	1,216,096	\$ (723,261)
Childrens, Infants Clothing Stores-44813	\$	139,076	\$	-	\$ 139,076
Family Clothing Stores-44814	\$	1,089,327	\$	-	\$ 1,089,327
Clothing Accessories Stores-44815	\$	46,361	\$	-	\$ 46,361
Other Clothing Stores-44819	\$	134,976	\$	5,827	\$ 129,149
Shoe Stores-4482	\$	447,880	\$	28,419	\$ 419,461
Jewelry, Luggage, Leather Goods Stores-4483	\$	359,293	\$	1,558,847	\$ (1,199,554)
Jewelry Stores-44831	\$	327,280	\$	1,558,847	\$ (1,231,567)
Luggage and Leather Goods Stores-44832	\$	32,013	\$	-	\$ 32,013

## Appendix L - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Franklinton Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	1,134,646	\$	527,433	\$ 607,213
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	806,271	\$	393,675	\$ 412,596
Sporting Goods Stores-45111	\$	402,307	\$	185,677	\$ 216,630
Hobby, Toys and Games Stores-45112	\$	270,315	\$	-	\$ 270,315
Sew/Needlework/Piece Goods Stores-45113	\$	58,534	\$	207,998	\$ (149,464)
Musical Instrument and Supplies Stores-45114	\$	75,115	\$	-	\$ 75,115
Book, Periodical and Music Stores-4512	\$	328,375	\$	133,758	\$ 194,617
Book Stores and News Dealers-45121	\$	217,860	\$	-	\$ 217,860
Book Stores-451211	\$	203,995	\$	-	\$ 203,995
News Dealers and Newsstands-451212	\$	13,865	\$	-	\$ 13,865
Prerecorded Tapes, CDs, Record Stores-45122	\$	110,515	\$	133,758	\$ (23,243)
Department Stores Excl Leased Depts-4521	\$	4,314,941	\$	7,531,714	\$ (3,216,773)
Department Stores Excl Leased Depts-4521	\$	4,314,941	\$	7,531,714	\$ (3,216,773)
Miscellaneous Store Retailers-453	\$	1,525,816	\$	2,194,097	\$ (668,281)
Florists-4531	\$	118,337	\$	370,411	\$ (252,074)
Office Supplies, Stationery, Gift Stores-4532	\$	625,033	\$	806,153	\$ (181,120)
Office Supplies and Stationery Stores-45321	\$	350,325	\$	528,377	\$ (178,052)
Gift, Novelty and Souvenir Stores-45322	\$	274,708	\$	277,776	\$ (3,068)
Used Merchandise Stores-4533	\$	133,522	\$	10,828	\$ 122,694
Other Miscellaneous Store Retailers-4539	\$	648,924	\$	1,006,704	\$ (357,780)
Non-Store Retailers-454	\$	4,296,364	\$	-	\$ 4,296,364
Foodservice and Drinking Places-722	\$	6,104,126	\$	4,943,786	\$ 1,160,340
Full-Service Restaurants-7221	\$	2,731,724	\$	3,277,786	\$ (546,062)
Limited-Service Eating Places-7222	\$	2,562,586	\$	1,666,000	\$ 896,586
Special Foodservices-7223	\$	517,434	\$	-	\$ 517,434
Drinking Places -Alcoholic Beverages-7224	\$	292,382	\$	-	\$ 292,382
GAFO *	\$	16,498,520	\$	26,252,815	\$ (9,754,295)
General Merchandise Stores-452	\$	9,131,054	\$	19,026,009	\$ (9,894,955)
Clothing and Clothing Accessories Stores-448	\$	2,829,570	\$	2,940,390	\$ (110,820)
Furniture and Home Furnishings Stores-442	\$	1,317,580	\$	2,032,077	\$ (714,497)
Electronics and Appliance Stores-443	\$	1,460,636	\$	920,752	\$ 539,884
Sporting Goods, Hobby, Book, Music Stores-451	\$	1,134,646	\$	527,433	\$ 607,213
Office Supplies, Stationery, Gift Stores-4532	\$	625,033	\$	806,153	\$ (181,120)

\* 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.

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## Appendix M

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Greensburg Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	28,838,415	\$	9,967,585	\$ 18,870,830
Motor Vehicle and Parts Dealers-441	\$	3,705,069	\$	1,573,656	\$ 2,131,413
Automotive Dealers-4411	\$	3,012,666	\$	-	\$ 3,012,666
Other Motor Vehicle Dealers-4412	\$	284,859	\$	-	\$ 284,859
Automotive Parts/Accsrs, Tire Stores-4413	\$	407,543	\$	1,573,656	\$ (1,166,113)
Furniture and Home Furnishings Stores-442	\$	590,713	\$	-	\$ 590,713
Furniture Stores-4421	\$	311,736	\$	-	\$ 311,736
Home Furnishing Stores-4422	\$	278,977	\$	-	\$ 278,977
Electronics and Appliance Stores-443	\$	658,401	\$	28,096	\$ 630,305
Appliances, TVs, Electronics Stores-44311	\$	501,142	\$	18,681	\$ 482,461
Household Appliances Stores-443111	\$	129,966	\$	18,681	\$ 111,285
Radio, Television, Electronics Stores-443112	\$	371,176	\$	-	\$ 371,176
Computer and Software Stores-44312	\$	133,215	\$	9,415	\$ 123,800
Camera and Photographic Equipment Stores-44313	\$	24,044	\$	-	\$ 24,044
Building Material, Garden Equip Stores -444	\$	3,577,540	\$	1,612,559	\$ 1,964,981
Building Material and Supply Dealers-4441	\$	3,312,343	\$	1,450,904	\$ 1,861,439
Home Centers-44411	\$	1,336,690	\$	-	\$ 1,336,690
Paint and Wallpaper Stores-44412	\$	68,611	\$	36,528	\$ 32,083
Hardware Stores-44413	\$	276,112	\$	673,413	\$ (397,301)
Other Building Materials Dealers-44419	\$	1,630,930	\$	740,963	\$ 889,967
Building Materials, Lumberyards-444191	\$	645,700	\$	289,874	\$ 355,826
Lawn, Garden Equipment, Supplies Stores-4442	\$	265,197	\$	161,655	\$ 103,542
Outdoor Power Equipment Stores-44421	\$	39,203	\$	-	\$ 39,203
Nursery and Garden Centers-44422	\$	225,994	\$	161,655	\$ 64,339
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	6,060,370	\$	1,333,527	\$ 4,726,843
Grocery Stores-4451	\$	3,685,200	\$	1,333,527	\$ 2,351,673
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	3,509,144	\$	1,233,330	\$ 2,275,814
Convenience Stores-44512	\$	176,057	\$	100,196	\$ 75,861
Specialty Food Stores-4452	\$	106,984	\$	-	\$ 106,984
Beer, Wine and Liquor Stores-4453	\$	180,319	\$	-	\$ 180,319
<b>Other General Merchandise Stores-4529</b>	\$	2,087,867	\$	-	\$ 2,087,867
Health and Personal Care Stores-446	\$	1,924,407	\$	403,543	\$ 1,520,864
Pharmacies and Drug Stores-44611	\$	1,672,200	\$	403,543	\$ 1,268,657
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	71,713	\$	-	\$ 71,713
Optical Goods Stores-44613	\$	54,851	\$	-	\$ 54,851
Other Health and Personal Care Stores-44619	\$	125,643	\$	-	\$ 125,643
Gasoline Stations-447	\$	3,630,208	\$	2,758,173	\$ 872,035
Gasoline Stations With Conv Stores-44711	\$	2,718,348	\$	2,273,860	\$ 444,488
Other Gasoline Stations-44719	\$	911,860	\$	484,312	\$ 427,548
Clothing and Clothing Accessories Stores-448	\$	1,290,483	\$	1,017,115	\$ 273,368
Clothing Stores-4481	\$	930,882	\$	626,666	\$ 304,216
Men's Clothing Stores-44811	\$	55,223	\$	121,922	\$ (66,699)
Women's Clothing Stores-44812	\$	233,559	\$	134,748	\$ 98,811
Childrens, Infants Clothing Stores-44813	\$	57,003	\$	92,865	\$ (35,862)
Family Clothing Stores-44814	\$	500,115	\$	147,415	\$ 352,700
Clothing Accessories Stores-44815	\$	21,746	\$	129,716	\$ (107,970)
Other Clothing Stores-44819	\$	63,236	\$	-	\$ 63,236
Shoe Stores-4482	\$	201,220	\$	133,937	\$ 67,283
Jewelry, Luggage, Leather Goods Stores-4483	\$	158,381	\$	256,512	\$ (98,131)
Jewelry Stores-44831	\$	144,607	\$	145,303	\$ (696)
Luggage and Leather Goods Stores-44832	\$	13,774	\$	111,209	\$ (97,435)

## Appendix M - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Greensburg Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	517,390	\$	-	\$ 517,390
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	381,088	\$	-	\$ 381,088
Sporting Goods Stores-45111	\$	193,849	\$	-	\$ 193,849
Hobby, Toys and Games Stores-45112	\$	123,626	\$	-	\$ 123,626
Sew/Needlework/Piece Goods Stores-45113	\$	31,821	\$	-	\$ 31,821
Musical Instrument and Supplies Stores-45114	\$	31,792	\$	-	\$ 31,792
Book, Periodical and Music Stores-4512	\$	136,302	\$	-	\$ 136,302
Book Stores and News Dealers-45121	\$	88,744	\$	-	\$ 88,744
Book Stores-451211	\$	82,940	\$	-	\$ 82,940
News Dealers and Newsstands-451212	\$	5,804	\$	-	\$ 5,804
Prerecorded Tapes, CDs, Record Stores-45122	\$	47,558	\$	-	\$ 47,558
Department Stores Excl Leased Depts-4521	\$	1,946,635	\$	39,124	\$ 1,907,511
Department Stores Excl Leased Depts-4521	\$	1,946,635	\$	39,124	\$ 1,907,511
Miscellaneous Store Retailers-453	\$	677,911	\$	27,924	\$ 649,987
Florists-4531	\$	55,955	\$	27,924	\$ 28,031
Office Supplies, Stationery, Gift Stores-4532	\$	269,446	\$	-	\$ 269,446
Office Supplies and Stationery Stores-45321	\$	151,299	\$	-	\$ 151,299
Gift, Novelty and Souvenir Stores-45322	\$	118,147	\$	-	\$ 118,147
Used Merchandise Stores-4533	\$	58,752	\$	-	\$ 58,752
Other Miscellaneous Store Retailers-4539	\$	293,758	\$	-	\$ 293,758
Non-Store Retailers-454	\$	1,917,563	\$	644	\$ 1,916,919
Foodservice and Drinking Places-722	\$	2,341,724	\$	1,173,223	\$ 1,168,501
Full-Service Restaurants-7221	\$	1,033,669	\$	305,735	\$ 727,934
Limited-Service Eating Places-7222	\$	1,013,006	\$	402,303	\$ 610,703
Special Foodservices-7223	\$	203,546	\$	-	\$ 203,546
Drinking Places -Alcoholic Beverages-7224	\$	91,503	\$	465,186	\$ (373,683)
GAFO *	\$	7,360,936	\$	1,084,336	\$ 6,276,600
General Merchandise Stores-452	\$	4,034,502	\$	39,124	\$ 3,995,378
Clothing and Clothing Accessories Stores-448	\$	1,290,483	\$	1,017,115	\$ 273,368
Furniture and Home Furnishings Stores-442	\$	590,713	\$	-	\$ 590,713
Electronics and Appliance Stores-443	\$	658,401	\$	28,096	\$ 630,305
Sporting Goods, Hobby, Book, Music Stores-451	\$	517,390	\$	-	\$ 517,390
Office Supplies, Stationery, Gift Stores-4532	\$	269,446	\$	-	\$ 269,446

\* 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.

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## Appendix N

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**Hammond/Ponchatoula Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	650,649,847	\$	1,204,302,629	\$ (553,652,782)
Motor Vehicle and Parts Dealers-441	\$	98,443,351	\$	280,704,398	\$ (182,261,047)
Automotive Dealers-4411	\$	82,190,530	\$	229,982,704	\$ (147,792,174)
Other Motor Vehicle Dealers-4412	\$	6,802,073	\$	29,210,140	\$ (22,408,067)
Automotive Parts/Accsrs, Tire Stores-4413	\$	9,450,747	\$	21,511,555	\$ (12,060,808)
Furniture and Home Furnishings Stores-442	\$	12,422,709	\$	12,219,857	\$ 202,852
Furniture Stores-4421	\$	6,667,281	\$	5,970,112	\$ 697,169
Home Furnishing Stores-4422	\$	5,755,428	\$	6,249,745	\$ (494,317)
Electronics and Appliance Stores-443	\$	15,377,707	\$	27,857,562	\$ (12,479,855)
Appliances, TVs, Electronics Stores-44311	\$	11,560,958	\$	26,734,009	\$ (15,173,051)
Household Appliances Stores-443111	\$	2,703,278	\$	2,993,896	\$ (290,618)
Radio, Television, Electronics Stores-443112	\$	8,857,680	\$	23,740,113	\$ (14,882,433)
Computer and Software Stores-44312	\$	3,223,308	\$	1,123,553	\$ 2,099,755
Camera and Photographic Equipment Stores-44313	\$	593,441	\$	-	\$ 593,441
Building Material, Garden Equip Stores -444	\$	67,250,339	\$	122,734,310	\$ (55,483,971)
Building Material and Supply Dealers-4441	\$	62,180,156	\$	121,144,228	\$ (58,964,072)
Home Centers-44411	\$	25,504,595	\$	65,850,173	\$ (40,345,578)
Paint and Wallpaper Stores-44412	\$	1,315,545	\$	1,227,461	\$ 88,084
Hardware Stores-44413	\$	5,402,946	\$	1,500,410	\$ 3,902,536
Other Building Materials Dealers-44419	\$	29,957,070	\$	52,566,184	\$ (22,609,114)
Building Materials, Lumberyards-444191	\$	11,672,275	\$	20,564,666	\$ (8,892,391)
Lawn, Garden Equipment, Supplies Stores-4442	\$	5,070,183	\$	1,590,082	\$ 3,480,101
Outdoor Power Equipment Stores-44421	\$	756,357	\$	-	\$ 756,357
Nursery and Garden Centers-44422	\$	4,313,826	\$	1,590,082	\$ 2,723,744
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	134,624,635	\$	142,349,886	\$ (7,725,251)
Grocery Stores-4451	\$	81,578,207	\$	33,611,564	\$ 47,966,643
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	77,444,517	\$	31,541,003	\$ 45,903,514
Convenience Stores-44512	\$	4,133,690	\$	2,070,560	\$ 2,063,130
Specialty Food Stores-4452	\$	2,394,044	\$	1,242,967	\$ 1,151,077
Beer, Wine and Liquor Stores-4453	\$	4,715,217	\$	500,999	\$ 4,214,218
<b>Other General Merchandise Stores-4529</b>	\$	45,937,167	\$	106,994,356	\$ (61,057,189)
Health and Personal Care Stores-446	\$	38,503,590	\$	85,727,136	\$ (47,223,546)
Pharmacies and Drug Stores-44611	\$	33,474,837	\$	80,352,935	\$ (46,878,098)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	1,407,361	\$	877,087	\$ 530,274
Optical Goods Stores-44613	\$	1,133,250	\$	1,025,875	\$ 107,375
Other Health and Personal Care Stores-44619	\$	2,488,142	\$	3,471,240	\$ (983,098)
Gasoline Stations-447	\$	80,720,726	\$	265,670,260	\$ (184,949,534)
Gasoline Stations With Conv Stores-44711	\$	60,771,671	\$	155,940,947	\$ (95,169,276)
Other Gasoline Stations-44719	\$	19,949,054	\$	109,729,313	\$ (89,780,259)
Clothing and Clothing Accessories Stores-448	\$	30,112,001	\$	21,188,580	\$ 8,923,421
Clothing Stores-4481	\$	21,719,817	\$	14,514,681	\$ 7,205,136
Men's Clothing Stores-44811	\$	1,279,345	\$	5,999	\$ 1,273,346
Women's Clothing Stores-44812	\$	5,478,183	\$	71,992	\$ 5,406,191
Childrens, Infants Clothing Stores-44813	\$	1,350,880	\$	1,997	\$ 1,348,883
Family Clothing Stores-44814	\$	11,642,679	\$	14,433,427	\$ (2,790,748)
Clothing Accessories Stores-44815	\$	510,558	\$	586	\$ 509,972
Other Clothing Stores-44819	\$	1,458,170	\$	680	\$ 1,457,490
Shoe Stores-4482	\$	4,694,047	\$	3,788,999	\$ 905,048
Jewelry, Luggage, Leather Goods Stores-4483	\$	3,698,137	\$	2,884,901	\$ 813,236
Jewelry Stores-44831	\$	3,373,152	\$	2,702,223	\$ 670,929
Luggage and Leather Goods Stores-44832	\$	324,985	\$	182,678	\$ 142,307

## Appendix N - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Hammond/Ponchatoula Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	12,795,311	\$	27,667,163	\$ (14,871,852)
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	8,757,081	\$	14,820,460	\$ (6,063,379)
Sporting Goods Stores-45111	\$	4,446,017	\$	5,329,541	\$ (883,524)
Hobby, Toys and Games Stores-45112	\$	2,856,889	\$	6,296,807	\$ (3,439,918)
Sew/Needlework/Piece Goods Stores-45113	\$	678,206	\$	-	\$ 678,206
Musical Instrument and Supplies Stores-45114	\$	775,968	\$	3,194,111	\$ (2,418,143)
Book, Periodical and Music Stores-4512	\$	4,038,231	\$	12,846,703	\$ (8,808,472)
Book Stores and News Dealers-45121	\$	2,870,995	\$	10,148,978	\$ (7,277,983)
Book Stores-451211	\$	2,730,075	\$	10,148,978	\$ (7,418,903)
News Dealers and Newsstands-451212	\$	140,920	\$	-	\$ 140,920
Prerecorded Tapes, CDs, Record Stores-45122	\$	1,167,236	\$	2,697,725	\$ (1,530,489)
Department Stores Excl Leased Depts-4521	\$	42,887,081	\$	48,833,239	\$ (5,946,158)
Department Stores Excl Leased Depts-4521	\$	42,887,081	\$	48,833,239	\$ (5,946,158)
Miscellaneous Store Retailers-453	\$	14,762,935	\$	39,335,139	\$ (24,572,204)
Florists-4531	\$	1,083,277	\$	1,532,943	\$ (449,666)
Office Supplies, Stationery, Gift Stores-4532	\$	6,317,215	\$	13,508,255	\$ (7,191,040)
Office Supplies and Stationery Stores-45321	\$	3,562,227	\$	11,072,001	\$ (7,509,774)
Gift, Novelty and Souvenir Stores-45322	\$	2,754,988	\$	2,436,254	\$ 318,734
Used Merchandise Stores-4533	\$	1,394,092	\$	1,819,920	\$ (425,828)
Other Miscellaneous Store Retailers-4539	\$	5,968,351	\$	22,474,020	\$ (16,505,669)
Non-Store Retailers-454	\$	41,794,747	\$	5,144,511	\$ 36,650,236
Foodservice and Drinking Places-722	\$	60,954,716	\$	124,870,588	\$ (63,915,872)
Full-Service Restaurants-7221	\$	27,006,016	\$	47,271,445	\$ (20,265,429)
Limited-Service Eating Places-7222	\$	26,212,429	\$	62,101,935	\$ (35,889,506)
Special Foodservices-7223	\$	5,256,288	\$	13,525,820	\$ (8,269,532)
Drinking Places -Alcoholic Beverages-7224	\$	2,479,983	\$	1,971,387	\$ 508,596
GAFO *	\$	165,849,192	\$	258,269,011	\$ (92,419,819)
General Merchandise Stores-452	\$	88,824,248	\$	155,827,595	\$ (67,003,347)
Clothing and Clothing Accessories Stores-448	\$	30,112,001	\$	21,188,580	\$ 8,923,421
Furniture and Home Furnishings Stores-442	\$	12,422,709	\$	12,219,857	\$ 202,852
Electronics and Appliance Stores-443	\$	15,377,707	\$	27,857,562	\$ (12,479,855)
Sporting Goods, Hobby, Book, Music Stores-451	\$	12,795,311	\$	27,667,163	\$ (14,871,852)
Office Supplies, Stationery, Gift Stores-4532	\$	6,317,215	\$	13,508,255	\$ (7,191,040)

\* 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.

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## Appendix O

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Kentwood Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	26,908,445	\$	43,074,373	\$ (16,165,928)
Motor Vehicle and Parts Dealers-441	\$	3,434,308	\$	4,835,675	\$ (1,401,367)
Automotive Dealers-4411	\$	2,785,509	\$	3,502,792	\$ (717,283)
Other Motor Vehicle Dealers-4412	\$	270,079	\$	-	\$ 270,079
Automotive Parts/Accsrs, Tire Stores-4413	\$	378,721	\$	1,332,883	\$ (954,162)
Furniture and Home Furnishings Stores-442	\$	521,920	\$	54,223	\$ 467,697
Furniture Stores-4421	\$	277,995	\$	54,223	\$ 223,772
Home Furnishing Stores-4422	\$	243,925	\$	-	\$ 243,925
Electronics and Appliance Stores-443	\$	592,560	\$	-	\$ 592,560
Appliances, TVs, Electronics Stores-44311	\$	453,277	\$	-	\$ 453,277
Household Appliances Stores-443111	\$	115,626	\$	-	\$ 115,626
Radio, Television, Electronics Stores-443112	\$	337,650	\$	-	\$ 337,650
Computer and Software Stores-44312	\$	119,334	\$	-	\$ 119,334
Camera and Photographic Equipment Stores-44313	\$	19,949	\$	-	\$ 19,949
Building Material, Garden Equip Stores -444	\$	3,115,205	\$	1,120,023	\$ 1,995,182
Building Material and Supply Dealers-4441	\$	2,888,989	\$	1,120,023	\$ 1,768,966
Home Centers-44411	\$	1,166,852	\$	773,329	\$ 393,523
Paint and Wallpaper Stores-44412	\$	59,515	\$	-	\$ 59,515
Hardware Stores-44413	\$	242,654	\$	-	\$ 242,654
Other Building Materials Dealers-44419	\$	1,419,967	\$	346,694	\$ 1,073,273
Building Materials, Lumberyards-444191	\$	560,437	\$	135,632	\$ 424,805
Lawn, Garden Equipment, Supplies Stores-4442	\$	226,216	\$	-	\$ 226,216
Outdoor Power Equipment Stores-44421	\$	33,307	\$	-	\$ 33,307
Nursery and Garden Centers-44422	\$	192,909	\$	-	\$ 192,909
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	5,863,770	\$	8,504,138	\$ (2,640,368)
Grocery Stores-4451	\$	3,607,802	\$	979,315	\$ 2,628,487
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	3,437,102	\$	979,315	\$ 2,457,787
Convenience Stores-44512	\$	170,700	\$	-	\$ 170,700
Specialty Food Stores-4452	\$	106,072	\$	266,565	\$ (160,493)
Beer, Wine and Liquor Stores-4453	\$	159,018	\$	-	\$ 159,018
<b>Other General Merchandise Stores-4529</b>	\$	1,990,878	\$	7,258,258	\$ (5,267,380)
Health and Personal Care Stores-446	\$	1,791,416	\$	2,584,978	\$ (793,562)
Pharmacies and Drug Stores-44611	\$	1,559,706	\$	2,584,978	\$ (1,025,272)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	66,770	\$	-	\$ 66,770
Optical Goods Stores-44613	\$	47,372	\$	-	\$ 47,372
Other Health and Personal Care Stores-44619	\$	117,568	\$	-	\$ 117,568
Gasoline Stations-447	\$	3,505,297	\$	21,874,095	\$ (18,368,798)
Gasoline Stations With Conv Stores-44711	\$	2,629,413	\$	18,714,335	\$ (16,084,922)
Other Gasoline Stations-44719	\$	875,885	\$	3,159,760	\$ (2,283,875)
Clothing and Clothing Accessories Stores-448	\$	1,250,125	\$	132,597	\$ 1,117,528
Clothing Stores-4481	\$	900,598	\$	33	\$ 900,565
Men's Clothing Stores-44811	\$	50,882	\$	-	\$ 50,882
Women's Clothing Stores-44812	\$	220,678	\$	-	\$ 220,678
Childrens, Infants Clothing Stores-44813	\$	66,790	\$	-	\$ 66,790
Family Clothing Stores-44814	\$	482,335	\$	-	\$ 482,335
Clothing Accessories Stores-44815	\$	20,315	\$	-	\$ 20,315
Other Clothing Stores-44819	\$	59,598	\$	33	\$ 59,565
Shoe Stores-4482	\$	207,255	\$	-	\$ 207,255
Jewelry, Luggage, Leather Goods Stores-4483	\$	142,272	\$	132,564	\$ 9,708
Jewelry Stores-44831	\$	130,080	\$	127,674	\$ 2,406
Luggage and Leather Goods Stores-44832	\$	12,192	\$	4,890	\$ 7,302

## Appendix O - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Kentwood Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b> <b>(Consumer Expenditures)</b>		<b>2009 Supply</b> <b>(Retail Sales)</b>		<b>Opportunity</b> <b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	480,305	\$	329,470	\$ 150,835
Sporting Goods, Hobby, Musical Inst Stores-4511	\$	353,848	\$	329,470	\$ 24,378
Sporting Goods Stores-45111	\$	179,951	\$	329,470	\$ (149,519)
Hobby, Toys and Games Stores-45112	\$	116,346	\$	-	\$ 116,346
Sew/Needlework/Piece Goods Stores-45113	\$	28,624	\$	-	\$ 28,624
Musical Instrument and Supplies Stores-45114	\$	28,926	\$	-	\$ 28,926
Book, Periodical and Music Stores-4512	\$	126,457	\$	-	\$ 126,457
Book Stores and News Dealers-45121	\$	82,920	\$	-	\$ 82,920
Book Stores-451211	\$	77,641	\$	-	\$ 77,641
News Dealers and Newsstands-451212	\$	5,279	\$	-	\$ 5,279
Prerecorded Tapes, CDs, Record Stores-45122	\$	43,537	\$	-	\$ 43,537
Department Stores Excl Leased Depts-4521	\$	1,839,028	\$	133,791	\$ 1,705,237
Department Stores Excl Leased Depts-4521	\$	1,839,028	\$	133,791	\$ 1,705,237
Miscellaneous Store Retailers-453	\$	611,624	\$	122,421	\$ 489,203
Florists-4531	\$	47,197	\$	122,421	\$ (75,224)
Office Supplies, Stationery, Gift Stores-4532	\$	238,052	\$	-	\$ 238,052
Office Supplies and Stationery Stores-45321	\$	132,338	\$	-	\$ 132,338
Gift, Novelty and Souvenir Stores-45322	\$	105,713	\$	-	\$ 105,713
Used Merchandise Stores-4533	\$	54,063	\$	-	\$ 54,063
Other Miscellaneous Store Retailers-4539	\$	272,312	\$	-	\$ 272,312
Non-Store Retailers-454	\$	1,758,402	\$	-	\$ 1,758,402
Foodservice and Drinking Places-722	\$	2,144,484	\$	3,382,960	\$ (1,238,476)
Full-Service Restaurants-7221	\$	944,004	\$	1,439,588	\$ (495,584)
Limited-Service Eating Places-7222	\$	932,465	\$	1,795,933	\$ (863,468)
Special Foodservices-7223	\$	187,304	\$	-	\$ 187,304
Drinking Places -Alcoholic Beverages-7224	\$	80,711	\$	147,440	\$ (66,729)
GAFO *	\$	6,912,868	\$	7,908,340	\$ (995,472)
General Merchandise Stores-452	\$	3,829,906	\$	7,392,049	\$ (3,562,143)
Clothing and Clothing Accessories Stores-448	\$	1,250,125	\$	132,597	\$ 1,117,528
Furniture and Home Furnishings Stores-442	\$	521,920	\$	54,223	\$ 467,697
Electronics and Appliance Stores-443	\$	592,560	\$	-	\$ 592,560
Sporting Goods, Hobby, Book, Music Stores-451	\$	480,305	\$	329,470	\$ 150,835
Office Supplies, Stationery, Gift Stores-4532	\$	238,052	\$	-	\$ 238,052

\* 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.

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## Appendix P

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Livingston Polygon**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	31,588,454	\$	23,164,398	\$ 8,424,056
Motor Vehicle and Parts Dealers-441	\$	4,536,200	\$	371,755	\$ 4,164,445
Automotive Dealers-4411	\$	3,740,181	\$	98,583	\$ 3,641,598
Other Motor Vehicle Dealers-4412	\$	348,088	\$	11,776	\$ 336,312
Automotive Parts/Accsrs, Tire Stores-4413	\$	447,931	\$	261,396	\$ 186,535
Furniture and Home Furnishings Stores-442	\$	640,273	\$	3,784,088	\$ (3,143,815)
Furniture Stores-4421	\$	341,470	\$	3,784,088	\$ (3,442,618)
Home Furnishing Stores-4422	\$	298,802	\$	-	\$ 298,802
Electronics and Appliance Stores-443	\$	736,611	\$	134,262	\$ 602,349
Appliances, TVs, Electronics Stores-44311	\$	554,875	\$	134,262	\$ 420,613
Household Appliances Stores-443111	\$	135,931	\$	38,462	\$ 97,469
Radio, Television, Electronics Stores-443112	\$	418,944	\$	95,800	\$ 323,144
Computer and Software Stores-44312	\$	151,350	\$	-	\$ 151,350
Camera and Photographic Equipment Stores-44313	\$	30,386	\$	-	\$ 30,386
Building Material, Garden Equip Stores -444	\$	3,559,736	\$	73,948	\$ 3,485,788
Building Material and Supply Dealers-4441	\$	3,289,301	\$	73,948	\$ 3,215,353
Home Centers-44411	\$	1,346,559	\$	-	\$ 1,346,559
Paint and Wallpaper Stores-44412	\$	71,610	\$	-	\$ 71,610
Hardware Stores-44413	\$	285,649	\$	23,607	\$ 262,042
Other Building Materials Dealers-44419	\$	1,585,484	\$	50,342	\$ 1,535,142
Building Materials, Lumberyards-444191	\$	618,084	\$	19,693	\$ 598,391
Lawn, Garden Equipment, Supplies Stores-4442	\$	270,435	\$	-	\$ 270,435
Outdoor Power Equipment Stores-44421	\$	40,170	\$	-	\$ 40,170
Nursery and Garden Centers-44422	\$	230,265	\$	-	\$ 230,265
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	6,550,947	\$	6,771,131	\$ (220,184)
Grocery Stores-4451	\$	3,964,364	\$	1,404,025	\$ 2,560,339
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	3,757,625	\$	1,404,025	\$ 2,353,600
Convenience Stores-44512	\$	206,739	\$	-	\$ 206,739
Specialty Food Stores-4452	\$	115,650	\$	24,213	\$ 91,437
Beer, Wine and Liquor Stores-4453	\$	225,991	\$	-	\$ 225,991
<b>Other General Merchandise Stores-4529</b>	\$	2,244,942	\$	5,342,893	\$ (3,097,951)
Health and Personal Care Stores-446	\$	1,847,610	\$	1,705,672	\$ 141,938
Pharmacies and Drug Stores-44611	\$	1,603,635	\$	1,705,672	\$ (102,037)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	67,140	\$	-	\$ 67,140
Optical Goods Stores-44613	\$	58,040	\$	-	\$ 58,040
Other Health and Personal Care Stores-44619	\$	118,796	\$	-	\$ 118,796
Gasoline Stations-447	\$	3,916,477	\$	6,894,882	\$ (2,978,405)
Gasoline Stations With Conv Stores-44711	\$	2,958,825	\$	6,894,882	\$ (3,936,057)
Other Gasoline Stations-44719	\$	957,653	\$	-	\$ 957,653
Clothing and Clothing Accessories Stores-448	\$	1,402,828	\$	99,236	\$ 1,303,592
Clothing Stores-4481	\$	1,013,873	\$	99,236	\$ 914,637
Men's Clothing Stores-44811	\$	62,911	\$	-	\$ 62,911
Women's Clothing Stores-44812	\$	250,201	\$	96,709	\$ 153,492
Childrens, Infants Clothing Stores-44813	\$	62,433	\$	-	\$ 62,433
Family Clothing Stores-44814	\$	547,085	\$	-	\$ 547,085
Clothing Accessories Stores-44815	\$	23,625	\$	-	\$ 23,625
Other Clothing Stores-44819	\$	67,618	\$	2,527	\$ 65,091
Shoe Stores-4482	\$	212,341	\$	-	\$ 212,341
Jewelry, Luggage, Leather Goods Stores-4483	\$	176,614	\$	-	\$ 176,614
Jewelry Stores-44831	\$	160,073	\$	-	\$ 160,073
Luggage and Leather Goods Stores-44832	\$	16,541	\$	-	\$ 16,541

## Appendix P - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**Town of Livingston Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	592,515	\$	951	\$ 591,564
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	431,306	\$	951	\$ 430,355
Sporting Goods Stores-45111	\$	221,468	\$	-	\$ 221,468
Hobby, Toys and Games Stores-45112	\$	139,639	\$	-	\$ 139,639
Sew/Needlework/Piece Goods Stores-45113	\$	34,205	\$	951	\$ 33,254
Musical Instrument and Supplies Stores-45114	\$	35,994	\$	-	\$ 35,994
Book, Periodical and Music Stores-4512	\$	161,208	\$	-	\$ 161,208
Book Stores and News Dealers-45121	\$	107,417	\$	-	\$ 107,417
Book Stores-451211	\$	100,400	\$	-	\$ 100,400
News Dealers and Newsstands-451212	\$	7,017	\$	-	\$ 7,017
Prerecorded Tapes, CDs, Record Stores-45122	\$	53,791	\$	-	\$ 53,791
Department Stores Excl Leased Depts-4521	\$	2,069,210	\$	-	\$ 2,069,210
Department Stores Excl Leased Depts-4521	\$	2,069,210	\$	-	\$ 2,069,210
Miscellaneous Store Retailers-453	\$	781,477	\$	471,436	\$ 310,041
Florists-4531	\$	57,651	\$	208,684	\$ (151,033)
Office Supplies, Stationery, Gift Stores-4532	\$	320,998	\$	-	\$ 320,998
Office Supplies and Stationery Stores-45321	\$	181,552	\$	-	\$ 181,552
Gift, Novelty and Souvenir Stores-45322	\$	139,446	\$	-	\$ 139,446
Used Merchandise Stores-4533	\$	67,097	\$	79,667	\$ (12,570)
Other Miscellaneous Store Retailers-4539	\$	335,731	\$	183,085	\$ 152,646
Non-Store Retailers-454	\$	2,033,036	\$	-	\$ 2,033,036
Foodservice and Drinking Places-722	\$	2,921,535	\$	2,857,035	\$ 64,500
Full-Service Restaurants-7221	\$	1,282,933	\$	337,395	\$ 945,538
Limited-Service Eating Places-7222	\$	1,281,099	\$	2,519,641	\$ (1,238,542)
Special Foodservices-7223	\$	255,566	\$	-	\$ 255,566
Drinking Places -Alcoholic Beverages-7224	\$	101,937	\$	-	\$ 101,937
GAFO *	\$	8,007,376	\$	9,361,431	\$ (1,354,055)
General Merchandise Stores-452	\$	4,314,151	\$	5,342,893	\$ (1,028,742)
Clothing and Clothing Accessories Stores-448	\$	1,402,828	\$	99,236	\$ 1,303,592
Furniture and Home Furnishings Stores-442	\$	640,273	\$	3,784,088	\$ (3,143,815)
Electronics and Appliance Stores-443	\$	736,611	\$	134,262	\$ 602,349
Sporting Goods, Hobby, Book, Music Stores-451	\$	592,515	\$	951	\$ 591,564
Office Supplies, Stationery, Gift Stores-4532	\$	320,998	\$	-	\$ 320,998

\* 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

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## Appendix Q

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Slidell Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>	<b>2009 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$ 1,247,844,572	\$ 1,974,478,517	\$ (726,633,945)
Motor Vehicle and Parts Dealers-441	\$ 189,600,146	\$ 169,545,705	\$ 20,054,441
Automotive Dealers-4411	\$ 158,076,974	\$ 131,141,125	\$ 26,935,849
Other Motor Vehicle Dealers-4412	\$ 14,269,499	\$ 8,421,129	\$ 5,848,370
Automotive Parts/Accsrs, Tire Stores-4413	\$ 17,253,673	\$ 29,983,450	\$ (12,729,777)
Furniture and Home Furnishings Stores-442	\$ 26,689,860	\$ 30,089,599	\$ (3,399,739)
Furniture Stores-4421	\$ 14,293,619	\$ 8,211,279	\$ 6,082,340
Home Furnishing Stores-4422	\$ 12,396,241	\$ 21,878,320	\$ (9,482,079)
Electronics and Appliance Stores-443	\$ 29,822,601	\$ 67,487,967	\$ (37,665,366)
Appliances, TVs, Electronics Stores-44311	\$ 22,346,640	\$ 62,880,094	\$ (40,533,454)
Household Appliances Stores-443111	\$ 5,395,596	\$ 10,149,856	\$ (4,754,260)
Radio, Television, Electronics Stores-443112	\$ 16,951,043	\$ 52,730,238	\$ (35,779,195)
Computer and Software Stores-44312	\$ 6,169,708	\$ 4,607,873	\$ 1,561,835
Camera and Photographic Equipment Stores-44313	\$ 1,306,253	\$ -	\$ 1,306,253
Building Material, Garden Equip Stores -444	\$ 142,609,068	\$ 374,195,207	\$ (231,586,139)
Building Material and Supply Dealers-4441	\$ 131,635,604	\$ 369,731,507	\$ (238,095,903)
Home Centers-44411	\$ 53,971,103	\$ 218,966,500	\$ (164,995,397)
Paint and Wallpaper Stores-44412	\$ 2,975,682	\$ 553,303	\$ 2,422,379
Hardware Stores-44413	\$ 11,300,879	\$ 10,319,862	\$ 981,017
Other Building Materials Dealers-44419	\$ 63,387,940	\$ 139,891,842	\$ (76,503,902)
Building Materials, Lumberyards-444191	\$ 24,825,569	\$ 54,727,756	\$ (29,902,187)
Lawn, Garden Equipment, Supplies Stores-4442	\$ 10,973,464	\$ 4,463,700	\$ 6,509,764
Outdoor Power Equipment Stores-44421	\$ 1,653,874	\$ -	\$ 1,653,874
Nursery and Garden Centers-44422	\$ 9,319,590	\$ 4,463,700	\$ 4,855,890
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$ 252,972,806	\$ 558,297,580	\$ (305,324,774)
Grocery Stores-4451	\$ 151,182,841	\$ 129,479,603	\$ 21,703,238
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 143,619,413	\$ 122,950,624	\$ 20,668,789
Convenience Stores-44512	\$ 7,563,429	\$ 6,528,978	\$ 1,034,451
Specialty Food Stores-4452	\$ 4,427,751	\$ 1,763,284	\$ 2,664,467
Beer, Wine and Liquor Stores-4453	\$ 10,786,433	\$ 599,940	\$ 10,186,493
<b>Other General Merchandise Stores-4529</b>	\$ 86,575,781	\$ 426,454,753	\$ (339,878,972)
Health and Personal Care Stores-446	\$ 73,134,641	\$ 49,128,520	\$ 24,006,121
Pharmacies and Drug Stores-44611	\$ 63,316,879	\$ 42,885,159	\$ 20,431,720
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 2,658,580	\$ 2,018,814	\$ 639,766
Optical Goods Stores-44613	\$ 2,459,249	\$ 1,966,610	\$ 492,639
Other Health and Personal Care Stores-44619	\$ 4,699,933	\$ 2,257,938	\$ 2,441,995
Gasoline Stations-447	\$ 140,231,457	\$ 280,171,423	\$ (139,939,966)
Gasoline Stations With Conv Stores-44711	\$ 105,510,018	\$ 229,373,609	\$ (123,863,591)
Other Gasoline Stations-44719	\$ 34,721,439	\$ 50,797,814	\$ (16,076,375)
Clothing and Clothing Accessories Stores-448	\$ 57,247,642	\$ 56,164,475	\$ 1,083,167
Clothing Stores-4481	\$ 41,234,761	\$ 37,144,550	\$ 4,090,211
Men's Clothing Stores-44811	\$ 2,516,804	\$ 1,191,697	\$ 1,325,107
Women's Clothing Stores-44812	\$ 10,369,057	\$ 10,397,168	\$ (28,111)
Childrens, Infants Clothing Stores-44813	\$ 2,407,799	\$ 2,058,470	\$ 349,329
Family Clothing Stores-44814	\$ 22,184,824	\$ 18,814,423	\$ 3,370,401
Clothing Accessories Stores-44815	\$ 983,841	\$ 136,220	\$ 847,621
Other Clothing Stores-44819	\$ 2,772,437	\$ 4,546,571	\$ (1,774,134)
Shoe Stores-4482	\$ 8,243,465	\$ 11,972,734	\$ (3,729,269)
Jewelry, Luggage, Leather Goods Stores-4483	\$ 7,769,416	\$ 7,047,191	\$ 722,225
Jewelry Stores-44831	\$ 7,128,308	\$ 7,047,191	\$ 81,117
Luggage and Leather Goods Stores-44832	\$ 641,107	\$ -	\$ 641,107

## Appendix Q - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Slidell Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand</b>		<b>2009 Supply</b>		<b>Opportunity</b>
	<b>(Consumer Expenditures)</b>		<b>(Retail Sales)</b>		<b>Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	24,119,241	\$	40,200,841	\$ (16,081,600)
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	17,199,028	\$	32,139,281	\$ (14,940,253)
Sporting Goods Stores-45111	\$	9,057,606	\$	8,558,774	\$ 498,832
Hobby, Toys and Games Stores-45112	\$	5,371,366	\$	21,369,719	\$ (15,998,353)
Sew/Needlework/Piece Goods Stores-45113	\$	1,182,583	\$	1,505,013	\$ (322,430)
Musical Instrument and Supplies Stores-45114	\$	1,587,474	\$	705,775	\$ 881,699
Book, Periodical and Music Stores-4512	\$	6,920,213	\$	8,061,560	\$ (1,141,347)
Book Stores and News Dealers-45121	\$	4,633,257	\$	4,257,626	\$ 375,631
Book Stores-451211	\$	4,368,348	\$	4,257,626	\$ 110,722
News Dealers and Newsstands-451212	\$	264,909	\$	-	\$ 264,909
Prerecorded Tapes, CDs, Record Stores-45122	\$	2,286,956	\$	3,803,934	\$ (1,516,978)
Department Stores Excl Leased Depts-4521	\$	82,349,172	\$	120,946,925	\$ (38,597,753)
Department Stores Excl Leased Depts-4521	\$	82,349,172	\$	120,946,925	\$ (38,597,753)
Miscellaneous Store Retailers-453	\$	28,734,066	\$	68,484,714	\$ (39,750,648)
Florists-4531	\$	2,368,691	\$	10,995,072	\$ (8,626,381)
Office Supplies, Stationery, Gift Stores-4532	\$	12,530,762	\$	27,201,020	\$ (14,670,258)
Office Supplies and Stationery Stores-45321	\$	7,094,851	\$	16,827,774	\$ (9,732,923)
Gift, Novelty and Souvenir Stores-45322	\$	5,435,911	\$	10,373,246	\$ (4,937,335)
Used Merchandise Stores-4533	\$	2,715,219	\$	3,642,787	\$ (927,568)
Other Miscellaneous Store Retailers-4539	\$	11,119,394	\$	26,645,834	\$ (15,526,440)
Non-Store Retailers-454	\$	80,707,184	\$	32,038,005	\$ 48,669,179
Foodservice and Drinking Places-722	\$	119,626,687	\$	127,727,556	\$ (8,100,869)
Full-Service Restaurants-7221	\$	53,640,392	\$	60,361,962	\$ (6,721,570)
Limited-Service Eating Places-7222	\$	50,076,649	\$	60,834,803	\$ (10,758,154)
Special Foodservices-7223	\$	10,107,687	\$	3,261,505	\$ 6,846,182
Drinking Places -Alcoholic Beverages-7224	\$	5,801,960	\$	3,269,285	\$ 2,532,675
GAFO *	\$	319,335,058	\$	768,545,581	\$ (449,210,523)
General Merchandise Stores-452	\$	168,924,953	\$	547,401,678	\$ (378,476,725)
Clothing and Clothing Accessories Stores-448	\$	57,247,642	\$	56,164,475	\$ 1,083,167
Furniture and Home Furnishings Stores-442	\$	26,689,860	\$	30,089,599	\$ (3,399,739)
Electronics and Appliance Stores-443	\$	29,822,601	\$	67,487,967	\$ (37,665,366)
Sporting Goods, Hobby, Book, Music Stores-451	\$	24,119,241	\$	40,200,841	\$ (16,081,600)
Office Supplies, Stationery, Gift Stores-4532	\$	12,530,762	\$	27,201,020	\$ (14,670,258)

\* 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.

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## Appendix R

**RMP Opportunity Gap - Retail Stores**

(Sectors 445 and 452 modified)

**City of Walker Polygon**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	\$	184,327,529	\$	109,957,600	\$ 74,369,929
Motor Vehicle and Parts Dealers-441	\$	28,941,473	\$	1,532,096	\$ 27,409,377
Automotive Dealers-4411	\$	24,123,698	\$	316,918	\$ 23,806,780
Other Motor Vehicle Dealers-4412	\$	2,159,101	\$	14,220	\$ 2,144,881
Automotive Parts/Accsrs, Tire Stores-4413	\$	2,658,674	\$	1,200,958	\$ 1,457,716
Furniture and Home Furnishings Stores-442	\$	3,724,381	\$	1,454,593	\$ 2,269,788
Furniture Stores-4421	\$	1,986,298	\$	-	\$ 1,986,298
Home Furnishing Stores-4422	\$	1,738,083	\$	1,454,593	\$ 283,490
Electronics and Appliance Stores-443	\$	4,367,480	\$	71,068	\$ 4,296,412
Appliances, TVs, Electronics Stores-44311	\$	3,271,839	\$	-	\$ 3,271,839
Household Appliances Stores-443111	\$	797,685	\$	-	\$ 797,685
Radio, Television, Electronics Stores-443112	\$	2,474,153	\$	-	\$ 2,474,153
Computer and Software Stores-44312	\$	905,986	\$	71,068	\$ 834,918
Camera and Photographic Equipment Stores-44313	\$	189,656	\$	-	\$ 189,656
Building Material, Garden Equip Stores -444	\$	20,473,913	\$	10,414,698	\$ 10,059,215
Building Material and Supply Dealers-4441	\$	18,914,235	\$	9,969,970	\$ 8,944,265
Home Centers-44411	\$	7,757,368	\$	30,021	\$ 7,727,347
Paint and Wallpaper Stores-44412	\$	413,184	\$	-	\$ 413,184
Hardware Stores-44413	\$	1,646,699	\$	46,700	\$ 1,599,999
Other Building Materials Dealers-44419	\$	9,096,985	\$	9,893,249	\$ (796,264)
Building Materials, Lumberyards-444191	\$	3,543,056	\$	3,870,387	\$ (327,331)
Lawn, Garden Equipment, Supplies Stores-4442	\$	1,559,677	\$	444,728	\$ 1,114,949
Outdoor Power Equipment Stores-44421	\$	233,836	\$	-	\$ 233,836
Nursery and Garden Centers-44422	\$	1,325,841	\$	444,728	\$ 881,113
Food and Beverage Stores-445 + Other Genl Merch Stores-4529	\$	37,155,586	\$	38,897,870	\$ (1,742,284)
Grocery Stores-4451	\$	22,342,903	\$	26,297,343	\$ (3,954,440)
Supermarkets, Grocery (Ex Conv) Stores-44511	\$	21,178,603	\$	26,129,562	\$ (4,950,959)
Convenience Stores-44512	\$	1,164,300	\$	167,781	\$ 996,519
Specialty Food Stores-4452	\$	654,667	\$	267,975	\$ 386,692
Beer, Wine and Liquor Stores-4453	\$	1,296,481	\$	-	\$ 1,296,481
<b>Other General Merchandise Stores-4529</b>	\$	12,861,535	\$	12,332,552	\$ 528,983
Health and Personal Care Stores-446	\$	10,301,061	\$	13,205,159	\$ (2,904,098)
Pharmacies and Drug Stores-44611	\$	8,930,182	\$	13,163,426	\$ (4,233,244)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$	371,578	\$	41,733	\$ 329,845
Optical Goods Stores-44613	\$	340,491	\$	-	\$ 340,491
Other Health and Personal Care Stores-44619	\$	658,811	\$	-	\$ 658,811
Gasoline Stations-447	\$	22,114,602	\$	12,575,190	\$ 9,539,412
Gasoline Stations With Conv Stores-44711	\$	16,682,726	\$	8,556,358	\$ 8,126,368
Other Gasoline Stations-44719	\$	5,431,875	\$	4,018,832	\$ 1,413,043
Clothing and Clothing Accessories Stores-448	\$	8,416,238	\$	2,152,081	\$ 6,264,157
Clothing Stores-4481	\$	6,112,176	\$	549,046	\$ 5,563,130
Men's Clothing Stores-44811	\$	366,919	\$	-	\$ 366,919
Women's Clothing Stores-44812	\$	1,513,416	\$	495,470	\$ 1,017,946
Childrens, Infants Clothing Stores-44813	\$	394,785	\$	-	\$ 394,785
Family Clothing Stores-44814	\$	3,290,470	\$	-	\$ 3,290,470
Clothing Accessories Stores-44815	\$	141,830	\$	28,999	\$ 112,831
Other Clothing Stores-44819	\$	404,757	\$	24,577	\$ 380,180
Shoe Stores-4482	\$	1,282,344	\$	436,034	\$ 846,310
Jewelry, Luggage, Leather Goods Stores-4483	\$	1,021,718	\$	1,167,001	\$ (145,283)
Jewelry Stores-44831	\$	926,258	\$	1,167,001	\$ (240,743)
Luggage and Leather Goods Stores-44832	\$	95,460	\$	-	\$ 95,460

## Appendix R - continued

**RMP Opportunity Gap - Retail Stores**  
 (Sectors 445 and 452 modified)

**City of Walker Polygon - p.2**

<b>Retail Stores</b>	<b>2009 Demand (Consumer Expenditures)</b>		<b>2009 Supply (Retail Sales)</b>		<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	\$	3,567,103	\$	87,625	\$ 3,479,478
Sportng Goods, Hobby, Musical Inst Stores-4511	\$	2,608,782	\$	22,625	\$ 2,586,157
Sporting Goods Stores-45111	\$	1,352,805	\$	11,322	\$ 1,341,483
Hobby, Toys and Games Stores-45112	\$	839,694	\$	1,531	\$ 838,163
Sew/Needlework/Piece Goods Stores-45113	\$	199,782	\$	9,772	\$ 190,010
Musical Instrument and Supplies Stores-45114	\$	216,501	\$	-	\$ 216,501
Book, Periodical and Music Stores-4512	\$	958,321	\$	65,000	\$ 893,321
Book Stores and News Dealers-45121	\$	637,340	\$	-	\$ 637,340
Book Stores-451211	\$	597,089	\$	-	\$ 597,089
News Dealers and Newsstands-451212	\$	40,251	\$	-	\$ 40,251
Prerecorded Tapes, CDs, Record Stores-45122	\$	320,981	\$	65,000	\$ 255,981
Department Stores Excl Leased Depts-4521	\$	12,126,452	\$	18,513,796	\$ (6,387,344)
Department Stores Excl Leased Depts-4521	\$	12,126,452	\$	18,513,796	\$ (6,387,344)
Miscellaneous Store Retailers-453	\$	4,377,611	\$	1,226,318	\$ 3,151,293
Florists-4531	\$	334,592	\$	-	\$ 334,592
Office Supplies, Stationery, Gift Stores-4532	\$	1,856,753	\$	-	\$ 1,856,753
Office Supplies and Stationery Stores-45321	\$	1,049,098	\$	-	\$ 1,049,098
Gift, Novelty and Souvenir Stores-45322	\$	807,654	\$	-	\$ 807,654
Used Merchandise Stores-4533	\$	395,463	\$	312,571	\$ 82,892
Other Miscellaneous Store Retailers-4539	\$	1,790,803	\$	913,747	\$ 877,056
Non-Store Retailers-454	\$	11,751,627	\$	79,016	\$ 11,672,611
Foodservice and Drinking Places-722	\$	17,010,002	\$	9,748,089	\$ 7,261,913
Full-Service Restaurants-7221	\$	7,482,476	\$	2,660,155	\$ 4,822,321
Limited-Service Eating Places-7222	\$	7,431,899	\$	7,012,204	\$ 419,695
Special Foodservices-7223	\$	1,484,304	\$	71,561	\$ 1,412,743
Drinking Places -Alcoholic Beverages-7224	\$	611,323	\$	4,169	\$ 607,154
GAFO *	\$	46,919,943	\$	34,611,714	\$ 12,308,229
General Merchandise Stores-452	\$	24,987,987	\$	30,846,348	\$ (5,858,361)
Clothing and Clothing Accessories Stores-448	\$	8,416,238	\$	2,152,081	\$ 6,264,157
Furniture and Home Furnishings Stores-442	\$	3,724,381	\$	1,454,593	\$ 2,269,788
Electronics and Appliance Stores-443	\$	4,367,480	\$	71,068	\$ 4,296,412
Sporting Goods, Hobby, Book, Music Stores-451	\$	3,567,103	\$	87,625	\$ 3,479,478
Office Supplies, Stationery, Gift Stores-4532	\$	1,856,753	\$	-	\$ 1,856,753

\* 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.

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