

## RMP Opportunity Gap - Retail Stores

### Radius 1: CITRUS AND BADILLO, 0.00 - 1.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	300,135,512	582,137,145	(282,001,633)
Motor Vehicle and Parts Dealers-441	46,782,236	155,341,260	(108,559,024)
Automotive Dealers-4411	41,432,913	147,755,696	(106,322,783)
Other Motor Vehicle Dealers-4412	1,354,319	173,395	1,180,924
Automotive Parts/Accsrs, Tire Stores-4413	3,995,004	7,412,169	(3,417,165)
Furniture and Home Furnishings Stores-442	6,138,332	11,137,392	(4,999,060)
Furniture Stores-4421	3,321,641	2,804,418	517,223
Home Furnishing Stores-4422	2,816,691	8,332,974	(5,516,283)
Electronics and Appliance Stores-443	7,185,137	18,736,125	(11,550,988)
Appliances, TVs, Electronics Stores-44311	5,485,047	14,909,071	(9,424,024)
Household Appliances Stores-443111	1,189,650	10,806,533	(9,616,883)
Radio, Television, Electronics Stores-443112	4,295,398	4,102,538	192,860
Computer and Software Stores-44312	1,404,344	2,687,014	(1,282,670)
Camera and Photographic Equipment Stores-44313	295,746	1,140,040	(844,294)
Building Material, Garden Equip Stores -444	27,320,023	17,815,957	9,504,066
Building Material and Supply Dealers-4441	25,119,441	16,266,707	8,852,734
Home Centers-44411	11,004,825	0	11,004,825
Paint and Wallpaper Stores-44412	540,340	0	540,340
Hardware Stores-44413	2,513,610	233,986	2,279,624
Other Building Materials Dealers-44419	11,060,667	16,032,721	(4,972,054)
Building Materials, Lumberyards-444191	4,422,408	6,272,235	(1,849,827)
Lawn, Garden Equipment, Supplies Stores-4442	2,200,582	1,549,250	651,332
Outdoor Power Equipment Stores-44421	177,505	0	177,505
Nursery and Garden Centers-44422	2,023,077	1,549,250	473,827
Food and Beverage Stores-445	43,743,530	74,282,148	(30,538,618)
Grocery Stores-4451	39,855,067	70,056,912	(30,201,845)
Supermarkets, Grocery (Ex Conv) Stores-44511	38,031,785	68,174,889	(30,143,104)
Convenience Stores-44512	1,823,282	1,882,024	(58,742)
Specialty Food Stores-4452	1,400,439	2,119,573	(719,134)
Beer, Wine and Liquor Stores-4453	2,488,024	2,105,663	382,361
Health and Personal Care Stores-446	16,745,402	55,650,770	(38,905,368)
Pharmancies and Drug Stores-44611	14,389,255	50,556,481	(36,167,226)
Cosmetics, Beauty Supplies, Perfume Stores-44612	586,086	468,621	117,465
Optical Goods Stores-44613	695,061	1,541,919	(846,858)
Other Health and Personal Care Stores-44619	1,074,999	3,083,749	(2,008,750)

## RMP Opportunity Gap - Retail Stores

### Radius 1: CITRUS AND BADILLO, 0.00 - 1.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	25,899,829	33,120,368	(7,220,539)
Gasoline Stations With Conv Stores-44711	19,241,389	27,321,587	(8,080,198)
Other Gasoline Stations-44719	6,658,440	5,798,780	859,660
<b>Clothing and Clothing Accessories Stores-448</b>	<b>15,258,342</b>	<b>18,119,215</b>	<b>(2,860,873)</b>
Clothing Stores-4481	11,037,945	14,314,945	(3,277,000)
Men's Clothing Stores-44811	678,509	107,247	571,262
Women's Clothing Stores-44812	2,703,232	2,965,634	(262,402)
Childrens, Infants Clothing Stores-44813	678,149	511,086	167,063
Family Clothing Stores-44814	5,987,233	9,858,601	(3,871,368)
Clothing Accessories Stores-44815	261,690	162,906	98,784
Other Clothing Stores-44819	729,132	709,471	19,661
Shoe Stores-4482	2,149,093	1,032,127	1,116,966
Jewelry, Luggage, Leather Goods Stores-4483	2,071,304	2,772,143	(700,839)
Jewelry Stores-44831	1,908,658	2,758,693	(850,035)
Luggage and Leather Goods Stores-44832	162,646	13,450	149,196
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>6,014,596</b>	<b>14,015,437</b>	<b>(8,000,841)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	4,084,655	12,383,482	(8,298,827)
Sporting Goods Stores-45111	1,985,324	9,055,916	(7,070,592)
Hobby, Toys and Games Stores-45112	1,327,098	1,673,913	(346,815)
Sew/Needlework/Piece Goods Stores-45113	339,828	60,069	279,759
Musical Instrument and Supplies Stores-45114	432,405	1,593,584	(1,161,179)
Book, Periodical and Music Stores-4512	1,929,941	1,631,955	297,986
Book Stores and News Dealers-45121	1,307,724	868,296	439,428
Book Stores-451211	1,243,575	868,296	375,279
News Dealers and Newsstands-451212	64,149	0	64,149
Prerecorded Tapes, CDs, Record Stores-45122	622,216	763,660	(141,444)
<b>General Merchandise Stores-452</b>	<b>42,799,268</b>	<b>76,306,714</b>	<b>(33,507,446)</b>
Department Stores Excl Leased Depts-4521	20,611,678	71,736,729	(51,125,051)
Other General Merchandise Stores-4529	22,187,590	4,569,985	17,617,605
<b>Miscellaneous Store Retailers-453</b>	<b>7,263,630</b>	<b>15,037,558</b>	<b>(7,773,928)</b>
Florists-4531	530,740	905,996	(375,256)
Office Supplies, Stationery, Gift Stores-4532	3,031,168	9,784,252	(6,753,084)
Office Supplies and Stationery Stores-45321	1,690,177	6,049,360	(4,359,183)
Gift, Novelty and Souvenir Stores-45322	1,340,991	3,734,891	(2,393,900)
Used Merchandise Stores-4533	693,455	787,938	(94,483)
Other Miscellaneous Store Retailers-4539	3,008,266	3,559,372	(551,106)
<b>Non-Store Retailers-454</b>	<b>21,259,909</b>	<b>3,210,517</b>	<b>18,049,392</b>
<b>Foodservice and Drinking Places-722</b>	<b>33,725,279</b>	<b>89,363,686</b>	<b>(55,638,407)</b>
Full-Service Restaurants-7221	15,113,276	33,934,333	(18,821,057)



## RMP Opportunity Gap - Retail Stores

### Radius 1: CITRUS AND BADILLO, 0.00 - 1.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	14,375,120	42,535,780	(28,160,660)
Special Foodservices-7223	2,802,282	11,329,768	(8,527,486)
Drinking Places -Alcoholic Beverages-7224	1,434,601	1,563,806	(129,205)
<b>GAFO *</b>	<b>80,426,843</b>	<b>148,099,134</b>	<b>(67,672,291)</b>
General Merchandise Stores-452	42,799,268	76,306,714	(33,507,446)
Clothing and Clothing Accessories Stores-448	15,258,342	18,119,215	(2,860,873)
Furniture and Home Furnishings Stores-442	6,138,332	11,137,392	(4,999,060)
Electronics and Appliance Stores-443	7,185,137	18,736,125	(11,550,988)
Sporting Goods, Hobby, Book, Music Stores-451	6,014,596	14,015,437	(8,000,841)
Office Supplies, Stationery, Gift Stores-4532	3,031,168	9,784,252	(6,753,084)

## RMP Opportunity Gap - Retail Stores

### Radius 2: CITRUS AND BADILLO, 0.00 - 3.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,364,923,069	2,484,130,508	(119,207,439)
Motor Vehicle and Parts Dealers-441	405,326,274	530,146,498	(124,820,224)
Automotive Dealers-4411	353,261,440	466,923,206	(113,661,766)
Other Motor Vehicle Dealers-4412	20,768,528	22,793,154	(2,024,626)
Automotive Parts/Accsrs, Tire Stores-4413	31,296,306	40,430,138	(9,133,832)
Furniture and Home Furnishings Stores-442	50,371,869	35,091,366	15,280,503
Furniture Stores-4421	27,519,108	13,405,605	14,113,503
Home Furnishing Stores-4422	22,852,761	21,685,761	1,167,000
Electronics and Appliance Stores-443	57,116,077	139,437,024	(82,320,947)
Appliances, TVs, Electronics Stores-44311	43,508,168	127,361,854	(83,853,686)
Household Appliances Stores-443111	9,568,107	16,232,241	(6,664,134)
Radio, Television, Electronics Stores-443112	33,940,061	111,129,612	(77,189,551)
Computer and Software Stores-44312	11,113,201	10,935,131	178,070
Camera and Photographic Equipment Stores-44313	2,494,708	1,140,040	1,354,668
Building Material, Garden Equip Stores -444	226,818,288	162,556,817	64,261,471
Building Material and Supply Dealers-4441	208,043,253	156,816,847	51,226,406
Home Centers-44411	90,348,942	107,202,678	(16,853,736)
Paint and Wallpaper Stores-44412	4,599,015	1,407,019	3,191,996
Hardware Stores-44413	20,433,614	10,342,251	10,091,363
Other Building Materials Dealers-44419	92,661,681	37,864,898	54,796,783
Building Materials, Lumberyards-444191	35,242,077	14,813,281	20,428,796
Lawn, Garden Equipment, Supplies Stores-4442	18,775,034	5,739,970	13,035,064
Outdoor Power Equipment Stores-44421	2,465,837	579,031	1,886,806
Nursery and Garden Centers-44422	16,309,197	5,160,939	11,148,258
Food and Beverage Stores-445	327,241,414	306,373,215	20,868,199
Grocery Stores-4451	298,251,885	287,156,247	11,095,638
Supermarkets, Grocery (Ex Conv) Stores-44511	285,022,712	274,118,553	10,904,159
Convenience Stores-44512	13,229,173	13,037,694	191,479
Specialty Food Stores-4452	10,496,127	7,675,196	2,820,931
Beer, Wine and Liquor Stores-4453	18,493,402	11,541,771	6,951,631
Health and Personal Care Stores-446	129,847,000	151,662,901	(21,815,901)
Pharmancies and Drug Stores-44611	111,356,899	123,251,286	(11,894,387)
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,556,883	3,850,067	706,816
Optical Goods Stores-44613	5,620,300	8,726,837	(3,106,537)
Other Health and Personal Care Stores-44619	8,312,919	15,834,711	(7,521,792)

## RMP Opportunity Gap - Retail Stores

### Radius 2: CITRUS AND BADILLO, 0.00 - 3.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	189,108,522	226,048,445	(36,939,923)
Gasoline Stations With Conv Stores-44711	140,026,562	185,036,216	(45,009,654)
Other Gasoline Stations-44719	49,081,960	41,012,229	8,069,731
<b>Clothing and Clothing Accessories Stores-448</b>	<b>123,539,722</b>	<b>147,901,665</b>	<b>(24,361,943)</b>
Clothing Stores-4481	89,425,996	107,013,895	(17,587,899)
Men's Clothing Stores-44811	5,534,401	4,658,204	876,197
Women's Clothing Stores-44812	22,050,729	14,849,501	7,201,228
Childrens, Infants Clothing Stores-44813	5,329,843	2,886,973	2,442,870
Family Clothing Stores-44814	48,438,406	79,699,424	(31,261,018)
Clothing Accessories Stores-44815	2,142,880	326,908	1,815,972
Other Clothing Stores-44819	5,929,737	4,592,886	1,336,851
Shoe Stores-4482	16,884,963	26,656,409	(9,771,446)
Jewelry, Luggage, Leather Goods Stores-4483	17,228,763	14,231,360	2,997,403
Jewelry Stores-44831	15,931,825	13,139,094	2,792,731
Luggage and Leather Goods Stores-44832	1,296,938	1,092,267	204,671
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>48,921,757</b>	<b>62,441,306</b>	<b>(13,519,549)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	33,772,442	48,752,974	(14,980,532)
Sporting Goods Stores-45111	17,056,079	21,898,107	(4,842,028)
Hobby, Toys and Games Stores-45112	10,474,693	21,219,372	(10,744,679)
Sew/Needlework/Piece Goods Stores-45113	2,716,404	1,321,502	1,394,902
Musical Instrument and Supplies Stores-45114	3,525,267	4,313,993	(788,726)
Book, Periodical and Music Stores-4512	15,149,315	13,688,332	1,460,983
Book Stores and News Dealers-45121	10,157,770	9,181,982	975,788
Book Stores-451211	9,681,977	9,172,897	509,080
News Dealers and Newsstands-451212	475,793	9,085	466,708
Prerecorded Tapes, CDs, Record Stores-45122	4,991,545	4,506,351	485,194
<b>General Merchandise Stores-452</b>	<b>333,390,275</b>	<b>306,211,948</b>	<b>27,178,327</b>
Department Stores Excl Leased Depts-4521	164,123,958	235,302,296	(71,178,338)
Other General Merchandise Stores-4529	169,266,317	70,909,651	98,356,666
<b>Miscellaneous Store Retailers-453</b>	<b>55,695,395</b>	<b>62,234,137</b>	<b>(6,538,742)</b>
Florists-4531	4,394,716	2,932,129	1,462,587
Office Supplies, Stationery, Gift Stores-4532	23,851,574	30,551,296	(6,699,722)
Office Supplies and Stationery Stores-45321	13,336,541	14,909,104	(1,572,563)
Gift, Novelty and Souvenir Stores-45322	10,515,033	15,642,192	(5,127,159)
Used Merchandise Stores-4533	5,574,815	5,199,720	375,095
Other Miscellaneous Store Retailers-4539	21,874,289	23,550,991	(1,676,702)
<b>Non-Store Retailers-454</b>	<b>166,923,670</b>	<b>69,772,863</b>	<b>97,150,807</b>
<b>Foodservice and Drinking Places-722</b>	<b>250,622,806</b>	<b>284,252,325</b>	<b>(33,629,519)</b>
Full-Service Restaurants-7221	112,383,104	130,424,488	(18,041,384)



## RMP Opportunity Gap - Retail Stores

### Radius 2: CITRUS AND BADILLO, 0.00 - 3.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	106,771,202	132,157,788	(25,386,586)
Special Foodservices-7223	20,873,209	17,509,068	3,364,141
Drinking Places -Alcoholic Beverages-7224	10,595,290	4,160,980	6,434,310
<b>GAFO *</b>	<b>637,191,274</b>	<b>721,634,604</b>	<b>(84,443,330)</b>
General Merchandise Stores-452	333,390,275	306,211,948	27,178,327
Clothing and Clothing Accessories Stores-448	123,539,722	147,901,665	(24,361,943)
Furniture and Home Furnishings Stores-442	50,371,869	35,091,366	15,280,503
Electronics and Appliance Stores-443	57,116,077	139,437,024	(82,320,947)
Sporting Goods, Hobby, Book, Music Stores-451	48,921,757	62,441,306	(13,519,549)
Office Supplies, Stationery, Gift Stores-4532	23,851,574	30,551,296	(6,699,722)

## RMP Opportunity Gap - Retail Stores

### Radius 3: CITRUS AND BADILLO, 0.00 - 5.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	5,587,507,112	5,383,487,983	204,019,129
Motor Vehicle and Parts Dealers-441	972,874,130	902,043,499	70,830,631
Automotive Dealers-4411	843,690,703	780,425,384	63,265,319
Other Motor Vehicle Dealers-4412	55,598,917	32,783,182	22,815,735
Automotive Parts/Accsrs, Tire Stores-4413	73,584,510	88,834,933	(15,250,423)
Furniture and Home Furnishings Stores-442	118,920,247	78,676,385	40,243,862
Furniture Stores-4421	65,152,379	42,264,391	22,887,988
Home Furnishing Stores-4422	53,767,868	36,411,994	17,355,874
Electronics and Appliance Stores-443	135,225,342	212,121,777	(76,896,435)
Appliances, TVs, Electronics Stores-44311	102,981,278	171,102,649	(68,121,371)
Household Appliances Stores-443111	22,521,450	22,711,923	(190,473)
Radio, Television, Electronics Stores-443112	80,459,828	148,390,725	(67,930,897)
Computer and Software Stores-44312	26,298,677	38,967,060	(12,668,383)
Camera and Photographic Equipment Stores-44313	5,945,387	2,052,068	3,893,319
Building Material, Garden Equip Stores -444	535,412,470	489,646,489	45,765,981
Building Material and Supply Dealers-4441	490,517,886	474,750,170	15,767,716
Home Centers-44411	212,863,728	320,733,505	(107,869,777)
Paint and Wallpaper Stores-44412	10,862,214	16,127,004	(5,264,790)
Hardware Stores-44413	48,301,086	46,073,395	2,227,691
Other Building Materials Dealers-44419	218,490,858	91,816,266	126,674,592
Building Materials, Lumberyards-444191	82,839,475	35,919,838	46,919,637
Lawn, Garden Equipment, Supplies Stores-4442	44,894,584	14,896,319	29,998,265
Outdoor Power Equipment Stores-44421	6,491,996	1,232,045	5,259,951
Nursery and Garden Centers-44422	38,402,587	13,664,274	24,738,313
Food and Beverage Stores-445	767,198,143	766,155,344	1,042,799
Grocery Stores-4451	699,563,336	720,474,518	(20,911,182)
Supermarkets, Grocery (Ex Conv) Stores-44511	668,754,115	691,968,024	(23,213,909)
Convenience Stores-44512	30,809,221	28,506,494	2,302,727
Specialty Food Stores-4452	24,664,583	19,233,299	5,431,284
Beer, Wine and Liquor Stores-4453	42,970,224	26,447,528	16,522,696
Health and Personal Care Stores-446	303,573,756	431,967,020	(128,393,264)
Pharmancies and Drug Stores-44611	260,099,436	363,627,922	(103,528,486)
Cosmetics, Beauty Supplies, Perfume Stores-44612	10,639,983	28,836,763	(18,196,780)
Optical Goods Stores-44613	13,400,707	17,326,724	(3,926,017)
Other Health and Personal Care Stores-44619	19,433,632	22,175,612	(2,741,980)

## RMP Opportunity Gap - Retail Stores

### Radius 3: CITRUS AND BADILLO, 0.00 - 5.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	438,782,982	426,699,492	12,083,490
Gasoline Stations With Conv Stores-44711	324,839,360	337,444,133	(12,604,773)
Other Gasoline Stations-44719	113,943,622	89,255,359	24,688,263
<b>Clothing and Clothing Accessories Stores-448</b>	<b>296,373,820</b>	<b>244,595,232</b>	<b>51,778,588</b>
Clothing Stores-4481	214,864,343	177,963,139	36,901,204
Men's Clothing Stores-44811	13,254,857	6,266,273	6,988,584
Women's Clothing Stores-44812	53,235,968	26,653,598	26,582,370
Childrens, Infants Clothing Stores-44813	12,688,377	6,308,102	6,380,275
Family Clothing Stores-44814	116,250,633	130,558,319	(14,307,686)
Clothing Accessories Stores-44815	5,164,418	548,488	4,615,930
Other Clothing Stores-44819	14,270,090	7,628,359	6,641,731
Shoe Stores-4482	40,451,375	41,392,724	(941,349)
Jewelry, Luggage, Leather Goods Stores-4483	41,058,101	25,239,369	15,818,732
Jewelry Stores-44831	37,972,595	23,449,878	14,522,717
Luggage and Leather Goods Stores-44832	3,085,507	1,789,491	1,296,016
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>117,376,521</b>	<b>107,800,646</b>	<b>9,575,875</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	80,759,135	70,798,947	9,960,188
Sporting Goods Stores-45111	41,235,303	36,656,405	4,578,898
Hobby, Toys and Games Stores-45112	24,692,253	26,786,580	(2,094,327)
Sew/Needlework/Piece Goods Stores-45113	6,351,057	1,855,796	4,495,261
Musical Instrument and Supplies Stores-45114	8,480,521	5,500,166	2,980,355
Book, Periodical and Music Stores-4512	36,617,386	37,001,698	(384,312)
Book Stores and News Dealers-45121	24,655,487	25,423,011	(767,524)
Book Stores-451211	23,534,759	25,412,590	(1,877,831)
News Dealers and Newsstands-451212	1,120,728	10,421	1,110,307
Prerecorded Tapes, CDs, Record Stores-45122	11,961,899	11,578,688	383,211
<b>General Merchandise Stores-452</b>	<b>789,011,337</b>	<b>827,928,670</b>	<b>(38,917,333)</b>
Department Stores Excl Leased Depts-4521	390,553,625	443,883,982	(53,330,357)
Other General Merchandise Stores-4529	398,457,712	384,044,688	14,413,024
<b>Miscellaneous Store Retailers-453</b>	<b>130,829,618</b>	<b>139,199,472</b>	<b>(8,369,854)</b>
Florists-4531	10,366,717	7,030,115	3,336,602
Office Supplies, Stationery, Gift Stores-4532	56,290,076	57,645,673	(1,355,597)
Office Supplies and Stationery Stores-45321	31,432,392	31,100,500	331,892
Gift, Novelty and Souvenir Stores-45322	24,857,683	26,545,173	(1,687,490)
Used Merchandise Stores-4533	13,371,913	31,689,747	(18,317,834)
Other Miscellaneous Store Retailers-4539	50,800,913	42,833,937	7,966,976
<b>Non-Store Retailers-454</b>	<b>395,002,224</b>	<b>188,106,914</b>	<b>206,895,310</b>
<b>Foodservice and Drinking Places-722</b>	<b>586,926,520</b>	<b>568,547,041</b>	<b>18,379,479</b>
Full-Service Restaurants-7221	263,201,165	271,769,374	(8,568,209)

## RMP Opportunity Gap - Retail Stores

### Radius 3: CITRUS AND BADILLO, 0.00 - 5.00 Miles, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	250,103,650	256,830,666	(6,727,016)
Special Foodservices-7223	48,906,407	33,096,314	15,810,093
Drinking Places -Alcoholic Beverages-7224	24,715,298	6,850,687	17,864,611
<b>GAFO *</b>	<b>1,513,197,344</b>	<b>1,528,768,384</b>	<b>(15,571,040)</b>
General Merchandise Stores-452	789,011,337	827,928,670	(38,917,333)
Clothing and Clothing Accessories Stores-448	296,373,820	244,595,232	51,778,588
Furniture and Home Furnishings Stores-442	118,920,247	78,676,385	40,243,862
Electronics and Appliance Stores-443	135,225,342	212,121,777	(76,896,435)
Sporting Goods, Hobby, Book, Music Stores-451	117,376,521	107,800,646	9,575,875
Office Supplies, Stationery, Gift Stores-4532	56,290,076	57,645,673	(1,355,597)

\* 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.

# RMP Opportunity Gap - Retail Stores

## Appendix: Area Listing

### Area Name: CITRUS AND BADILLO

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

**Radius Definition:**

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N CITRUS AVE AT E BADILLO ST	Latitude/Longitude	34.086248	-117.890145
COVINA, CA 91723	Radius	0.00	- 1.00

### Area Name: CITRUS AND BADILLO

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

**Radius Definition:**

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N CITRUS AVE AT E BADILLO ST	Latitude/Longitude	34.086248	-117.890145
COVINA, CA 91723	Radius	0.00	- 3.00

### Area Name: CITRUS AND BADILLO

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

**Radius Definition:**

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N CITRUS AVE AT E BADILLO ST	Latitude/Longitude	34.086248	-117.890145
COVINA, CA 91723	Radius	0.00	- 5.00

**Project Information:**

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Site: 1

Order Number: 969970169

