

# RMP Opportunity Gap - Retail Stores 2006

Hawthorne

## HAWTHORNE NEIGHBORHOOD ASSOCIA, Polygon (see appendix), Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	162,687,952	132,435,746	30,252,206
Motor Vehicle and Parts Dealers-441	34,259,104	50,467,513	(16,208,409)
Automotive Dealers-4411	29,324,699	48,736,707	(19,412,008)
Other Motor Vehicle Dealers-4412	2,258,642	949,880	1,308,762
Automotive Parts/Accsrs, Tire Stores-4413	2,675,762	780,926	1,894,836
Furniture and Home Furnishings Stores-442	3,524,296	413,006	3,111,290
Furniture Stores-4421	1,940,907	0	1,940,907
Home Furnishing Stores-4422	1,583,389	413,006	1,170,383
Electronics and Appliance Stores-443	3,611,360	2,687,570	923,790
Appliances, TVs, Electronics Stores-44311	2,814,382	1,515,111	1,299,271
Household Appliances Stores-443111	650,460	0	650,460
Radio, Television, Electronics Stores-443112	2,163,922	1,515,111	648,811
Computer and Software Stores-44312	661,254	1,172,459	(511,205)
Camera and Photographic Equipment Stores-44313	135,725	0	135,725
Building Material, Garden Equip Stores -444	15,906,327	6,359,552	9,546,775
Building Material and Supply Dealers-4441	14,406,316	5,991,184	8,415,132
Home Centers-44411	5,665,668	0	5,665,668
Paint and Wallpaper Stores-44412	343,136	0	343,136
Hardware Stores-44413	1,185,123	0	1,185,123
Other Building Materials Dealers-44419	7,212,389	5,991,184	1,221,205
Building Materials, Lumberyards-444191	2,349,231	2,043,059	306,172
Lawn, Garden Equipment, Supplies Stores-4442	1,500,012	368,368	1,131,644
Outdoor Power Equipment Stores-44421	220,755	202,798	17,957
Nursery and Garden Centers-44422	1,279,257	165,570	1,113,687
Food and Beverage Stores-445	21,691,120	12,532,549	9,158,571
Grocery Stores-4451	19,721,505	7,404,311	12,317,194
Supermarkets, Grocery (Ex Conv) Stores-44511	18,702,874	6,351,119	12,351,755
Convenience Stores-44512	1,018,631	1,053,192	(34,561)
Specialty Food Stores-4452	671,192	470,050	201,142
Beer, Wine and Liquor Stores-4453	1,298,422	4,658,188	(3,359,766)
Health and Personal Care Stores-446	8,926,790	13,265,012	(4,338,222)
Pharmancies and Drug Stores-44611	7,666,496	12,485,202	(4,818,706)
Cosmetics, Beauty Supplies, Perfume Stores-44612	322,919	779,810	(456,891)
Optical Goods Stores-44613	352,062	0	352,062
Other Health and Personal Care Stores-44619	585,313	0	585,313



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Gasoline Stations-447	17,820,174	14,309,678	3,510,496
Gasoline Stations With Conv Stores-44711	13,543,806	12,738,579	805,227
Other Gasoline Stations-44719	4,276,369	1,571,099	2,705,270
Clothing and Clothing Accessories Stores-448	7,037,864	2,348,751	4,689,113
Clothing Stores-4481	5,222,254	2,348,751	2,873,503
Men's Clothing Stores-44811	349,573	0	349,573
Women's Clothing Stores-44812	1,205,982	118,194	1,087,788
Childrens, Infants Clothing Stores-44813	419,129	0	419,129
Family Clothing Stores-44814	2,812,816	2,133,753	679,063
Clothing Accessories Stores-44815	100,629	83	100,546
Other Clothing Stores-44819	334,126	96,721	237,405
Shoe Stores-4482	1,089,132	0	1,089,132
Jewelry, Luggage, Leather Goods Stores-4483	726,477	0	726,477
Jewelry Stores-44831	666,990	0	666,990
Luggage and Leather Goods Stores-44832	59,487	0	59,487
Sporting Goods, Hobby, Book, Music Stores-451	2,700,573	3,141,895	(441,322)
Sportng Goods, Hobby, Musical Inst Stores-4511	1,928,194	2,094,039	(165,845)
Sporting Goods Stores-45111	970,684	775,980	194,704
Hobby, Toys and Games Stores-45112	622,415	0	622,415
Sew/Needlework/Piece Goods Stores-45113	134,016	1,318,059	(1,184,043)
Musical Instrument and Supplies Stores-45114	201,078	0	201,078
Book, Periodical and Music Stores-4512	772,380	1,047,856	(275,476)
Book Stores and News Dealers-45121	445,990	204,173	241,817
Book Stores-451211	409,642	204,173	205,469
News Dealers and Newsstands-451212	36,348	0	36,348
Prerecorded Tapes, CDs, Record Stores-45122	326,390	843,683	(517,293)
General Merchandise Stores-452	20,247,794	8,021,466	12,226,328
Department Stores Excl Leased Depts-4521	9,144,254	586,101	8,558,153
Other General Merchandise Stores-4529	11,103,540	7,435,365	3,668,175
Warehouse Clubs and Super Stores-45291	9,694,857	0	9,694,857
All Other General Merchandise Stores-45299	1,408,683	7,435,365	(6,026,682)
Miscellaneous Store Retailers-453	3,719,275	3,137,139	582,136
Florists-4531	269,178	124,217	144,961
Office Supplies, Stationery, Gift Stores-4532	1,358,553	0	1,358,553
Office Supplies and Stationery Stores-45321	760,161	0	760,161
Gift, Novelty and Souvenir Stores-45322	598,392	0	598,392
Used Merchandise Stores-4533	304,899	303,303	1,596
Other Miscellaneous Store Retailers-4539	1,786,645	2,709,619	(922,974)



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Non-Store Retailers-454	9,353,470	0	9,353,470
Electronic Shopping, Mail-Order Houses-4541	6,220,871	0	6,220,871
Vending Machine Operators-4542	457,338	0	457,338
Direct Selling Establishments-4543	2,675,261	0	2,675,261
Foodservice and Drinking Places-722	13,889,804	15,751,615	(1,861,811)
Full-Service Restaurants-7221	6,231,683	4,831,668	1,400,015
Limited-Service Eating Places-7222	5,882,633	6,343,558	(460,925)
Special Foodservices-7223	1,180,187	1,470,672	(290,485)
Drinking Places -Alcoholic Beverages-7224	595,301	3,105,717	(2,510,416)
GAFO *	38,480,440	16,612,687	21,867,753
General Merchandise Stores-452	20,247,794	8,021,466	12,226,328
Clothing and Clothing Accessories Stores-448	7,037,864	2,348,751	4,689,113
Furniture and Home Furnishings Stores-442	3,524,296	413,006	3,111,290
Electronics and Appliance Stores-443	3,611,360	2,687,570	923,790
Sporting Goods, Hobby, Book, Music Stores-451	2,700,573	3,141,895	(441,322)
Office Supplies, Stationery, Gift Stores-4532	1,358,553	0	1,358,553

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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## Appendix: Area Listing

Area Name: HAWTHORNE NEIGHBORHOOD ASSOCIA

Type: Polygon

Reporting Detail: Aggregate

Reporting Level: Block Group

39.777034 / -86.195279

### Polygon Points:

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39.775718 -86.190391	39.769528 -86.184768	39.767816 -86.175461	39.764633 -86.174198
39.762868 -86.210650	39.762856 -86.210887	39.762847 -86.211065	39.762835 -86.211298
39.762827 -86.211451	39.759661 -86.216084	39.794406 -86.216360	39.794312 -86.202309
39.790972 -86.200837	39.787638 -86.197919	39.784494 -86.188392	39.779696 -86.191867
39.775718 -86.190391	39.787638 -86.197919	39.784494 -86.188392	39.779696 -86.191867

### Project Information:

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