

RMP Opportunity Gap - Merchandise Lines

Radius 1: CLAREMORE, OK 74017-8002, 0.00 - 5.00 Miles, Total

| Merchandise Lines | 2010 Demand (Consumer Expenditures) | 2010 Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 387,121,771 | 535,451,592 | (148,329,821) |
| Groceries and Other Foods | 66,737,171 | 71,884,576 | (5,147,405) |
| Meals and Snacks | 31,622,904 | 29,169,806 | 2,453,098 |
| Alcoholic Drinks | 1,150,535 | 839,327 | 311,208 |
| Packaged Liquor/Wine/Beer | 8,692,298 | 9,917,584 | (1,225,286) |
| Cigars, Cigarettes, Tobacco, Accessories | 13,857,208 | 12,663,028 | 1,194,180 |
| Drugs, Health Aids and Beauty Aids | 41,444,871 | 44,691,479 | (3,246,608) |
| Soaps, Detergents and Household Cleaners | 1,116,226 | 803,606 | 312,620 |
| Paper and Related Products | 3,835,565 | 4,120,038 | (284,473) |
| Men's Wear | 8,887,478 | 21,724,422 | (12,836,944) |
| Women's, Juniors' and Misses' Wear | 14,941,070 | 32,896,677 | (17,955,607) |
| Children's Wear | 7,090,358 | 13,688,412 | (6,598,054) |
| Footwear | 6,139,258 | 11,584,633 | (5,445,375) |
| Sewing, Knitting and Needlework Goods | 890,151 | 456,287 | 433,864 |
| Curtains, Draperies, Blinds, Slipcovers Etc | 4,700,305 | 3,392,241 | 1,308,064 |
| Major Household Appliances | 2,622,537 | 2,238,144 | 384,393 |
| Small Electric Appliances | 659,305 | 519,041 | 140,264 |
| Televisions, Video Recorders, Video Cameras | 2,961,393 | 2,380,758 | 580,635 |
| Audio Equipment, Musical Instruments | 3,436,835 | 4,809,665 | (1,372,830) |
| Furniture and Sleep Equipment | 7,261,692 | 5,863,156 | 1,398,536 |
| Flooring and Floor Coverings | 1,676,491 | 3,349,856 | (1,673,365) |
| Computer Hardware, Software and Supplies | 6,022,497 | 2,330,443 | 3,692,054 |
| Kitchenware and Home Furnishings | 6,876,833 | 7,987,900 | (1,111,067) |
| Jewelry | 4,666,861 | 7,091,412 | (2,424,551) |
| Books | 4,146,188 | 2,818,872 | 1,327,316 |
| Photographic Equipment and Supplies | 910,158 | 657,836 | 252,322 |
| Toys, Hobby Goods and Games | 6,244,985 | 5,269,117 | 975,868 |
| Optical Goods | 1,322,799 | 828,860 | 493,939 |
| Sporting Goods | 5,027,648 | 5,548,143 | (520,495) |
| Hardware, Tools, Plumbing, Electrical | 2,476,533 | 4,966,442 | (2,489,909) |
| Lumber and Building Materials | 1,729,102 | 3,773,639 | (2,044,537) |
| Lawn, Garden, and Farm Equipment & Supplies | 4,131,188 | 8,264,725 | (4,133,537) |
| Paint and Sundries | 722,968 | 706,572 | 16,396 |
| Cars, Trucks, Other Powered Transportation | 54,475,220 | 122,993,944 | (68,518,724) |
| RVs, Campers, Camping & Travel Trailers | 6,692,050 | 21,885,724 | (15,193,674) |
| Automotive Fuels | 25,636,819 | 22,774,567 | 2,862,252 |
| Automotive Lubricants | 595,805 | 1,101,122 | (505,317) |
| Pets, Pet Foods and Pet Supplies | 3,861,864 | 4,816,684 | (954,820) |
| All Other Merchandise | 21,858,604 | 34,642,851 | (12,784,247) |

RMP Opportunity Gap - Merchandise Lines

Radius 2: CLAREMORE, OK 74017-8002, 0.00 - 10.00 Miles, Total

| Merchandise Lines | 2010 Demand (Consumer Expenditures) | 2010 Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 726,632,685 | 603,657,480 | 122,975,205 |
| Groceries and Other Foods | 122,300,492 | 80,081,656 | 42,218,836 |
| Meals and Snacks | 57,828,393 | 31,846,804 | 25,981,589 |
| Alcoholic Drinks | 2,145,238 | 889,031 | 1,256,207 |
| Packaged Liquor/Wine/Beer | 16,020,623 | 11,281,398 | 4,739,225 |
| Cigars, Cigarettes, Tobacco, Accessories | 24,360,226 | 15,664,232 | 8,695,994 |
| Drugs, Health Aids and Beauty Aids | 75,453,226 | 47,775,362 | 27,677,864 |
| Soaps, Detergents and Household Cleaners | 2,032,102 | 864,721 | 1,167,381 |
| Paper and Related Products | 7,038,154 | 4,611,481 | 2,426,673 |
| Men's Wear | 16,870,414 | 22,807,183 | (5,936,769) |
| Women's, Juniors' and Misses' Wear | 28,424,699 | 33,490,890 | (5,066,191) |
| Children's Wear | 12,980,336 | 14,085,846 | (1,105,510) |
| Footwear | 11,304,152 | 12,056,076 | (751,924) |
| Sewing, Knitting and Needlework Goods | 1,692,435 | 520,991 | 1,171,444 |
| Curtains, Draperies, Blinds, Slipcovers Etc | 8,827,282 | 3,780,838 | 5,046,444 |
| Major Household Appliances | 5,039,758 | 2,443,533 | 2,596,225 |
| Small Electric Appliances | 1,203,500 | 561,724 | 641,776 |
| Televisions, Video Recorders, Video Cameras | 5,475,942 | 2,539,619 | 2,936,323 |
| Audio Equipment, Musical Instruments | 6,567,849 | 5,187,036 | 1,380,813 |
| Furniture and Sleep Equipment | 13,892,387 | 6,229,743 | 7,662,644 |
| Flooring and Floor Coverings | 3,352,256 | 3,805,673 | (453,417) |
| Computer Hardware, Software and Supplies | 11,332,788 | 2,693,889 | 8,638,899 |
| Kitchenware and Home Furnishings | 13,316,689 | 9,010,489 | 4,306,200 |
| Jewelry | 8,858,954 | 7,336,455 | 1,522,499 |
| Books | 7,699,232 | 3,185,523 | 4,513,709 |
| Photographic Equipment and Supplies | 1,780,561 | 736,241 | 1,044,320 |
| Toys, Hobby Goods and Games | 11,483,196 | 5,704,711 | 5,778,485 |
| Optical Goods | 2,553,543 | 950,337 | 1,603,206 |
| Sporting Goods | 9,685,111 | 7,192,174 | 2,492,937 |
| Hardware, Tools, Plumbing, Electrical | 4,859,205 | 5,634,413 | (775,208) |
| Lumber and Building Materials | 3,410,627 | 4,291,783 | (881,156) |
| Lawn, Garden, and Farm Equipment & Supplies | 8,113,423 | 9,587,487 | (1,474,064) |
| Paint and Sundries | 1,462,400 | 757,853 | 704,547 |
| Cars, Trucks, Other Powered Transportation | 107,115,402 | 139,193,892 | (32,078,490) |
| RVs, Campers, Camping & Travel Trailers | 14,929,225 | 29,331,018 | (14,401,793) |
| Automotive Fuels | 47,655,292 | 33,190,373 | 14,464,919 |
| Automotive Lubricants | 1,134,437 | 1,169,652 | (35,215) |
| Pets, Pet Foods and Pet Supplies | 7,782,237 | 5,442,471 | 2,339,766 |
| All Other Merchandise | 40,650,900 | 37,724,879 | 2,926,021 |

RMP Opportunity Gap - Merchandise Lines

Radius 3: CLAREMORE, OK 74017-8002, 0.00 - 20.00 Miles, Total

| Merchandise Lines | 2010 Demand (Consumer Expenditures) | 2010 Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 3,771,116,297 | 3,932,769,468 | (161,653,171) |
| Groceries and Other Foods | 648,806,232 | 586,866,443 | 61,939,789 |
| Meals and Snacks | 306,945,429 | 269,796,163 | 37,149,266 |
| Alcoholic Drinks | 11,410,283 | 10,010,832 | 1,399,451 |
| Packaged Liquor/Wine/Beer | 85,414,122 | 91,903,887 | (6,489,765) |
| Cigars, Cigarettes, Tobacco, Accessories | 133,695,049 | 162,762,354 | (29,067,305) |
| Drugs, Health Aids and Beauty Aids | 392,259,317 | 289,250,436 | 103,008,881 |
| Soaps, Detergents and Household Cleaners | 10,940,014 | 8,249,686 | 2,690,328 |
| Paper and Related Products | 36,916,268 | 30,735,458 | 6,180,810 |
| Men's Wear | 88,332,521 | 74,395,141 | 13,937,380 |
| Women's, Juniors' and Misses' Wear | 144,423,287 | 104,752,618 | 39,670,669 |
| Children's Wear | 73,587,739 | 51,276,759 | 22,310,980 |
| Footwear | 61,049,104 | 39,698,302 | 21,350,802 |
| Sewing, Knitting and Needlework Goods | 8,650,159 | 5,345,609 | 3,304,550 |
| Curtains, Draperies, Blinds, Slipcovers Etc | 46,429,668 | 39,874,574 | 6,555,094 |
| Major Household Appliances | 25,885,398 | 30,809,214 | (4,923,816) |
| Small Electric Appliances | 6,394,380 | 5,820,513 | 573,867 |
| Televisions, Video Recorders, Video Cameras | 29,084,553 | 22,863,889 | 6,220,664 |
| Audio Equipment, Musical Instruments | 34,431,435 | 29,056,268 | 5,375,167 |
| Furniture and Sleep Equipment | 71,423,615 | 72,701,518 | (1,277,903) |
| Flooring and Floor Coverings | 16,643,232 | 32,475,921 | (15,832,689) |
| Computer Hardware, Software and Supplies | 59,107,568 | 33,426,867 | 25,680,701 |
| Kitchenware and Home Furnishings | 67,188,801 | 84,443,908 | (17,255,107) |
| Jewelry | 45,772,795 | 26,030,564 | 19,742,231 |
| Books | 40,007,052 | 21,048,577 | 18,958,475 |
| Photographic Equipment and Supplies | 8,874,788 | 4,668,574 | 4,206,214 |
| Toys, Hobby Goods and Games | 61,801,764 | 43,910,520 | 17,891,244 |
| Optical Goods | 12,963,360 | 6,238,741 | 6,724,619 |
| Sporting Goods | 49,576,107 | 39,707,917 | 9,868,190 |
| Hardware, Tools, Plumbing, Electrical | 24,544,441 | 47,045,742 | (22,501,301) |
| Lumber and Building Materials | 17,298,092 | 35,339,377 | (18,041,285) |
| Lawn, Garden, and Farm Equipment & Supplies | 41,184,240 | 57,937,627 | (16,753,387) |
| Paint and Sundries | 7,214,679 | 7,388,526 | (173,847) |
| Cars, Trucks, Other Powered Transportation | 530,635,330 | 694,170,894 | (163,535,564) |
| RVs, Campers, Camping & Travel Trailers | 65,425,178 | 91,666,112 | (26,240,934) |
| Automotive Fuels | 252,688,184 | 460,887,678 | (208,199,494) |
| Automotive Lubricants | 5,834,399 | 6,881,846 | (1,047,447) |
| Pets, Pet Foods and Pet Supplies | 38,015,807 | 44,384,355 | (6,368,548) |
| All Other Merchandise | 210,261,906 | 268,946,057 | (58,684,151) |

RMP Opportunity Gap - Merchandise Lines

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 merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

RMP Opportunity Gap - Merchandise Lines

Appendix: Area Listing

Area Name:

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

Radius Definition:

| | | | |
|--------------------------|--------------------|-----------|------------|
| CLAREMORE, OK 74017-8002 | Latitude/Longitude | 36.308800 | -95.611900 |
| | Radius | 0.00 | - 5.00 |

Area Name:

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

Radius Definition:

| | | | |
|--------------------------|--------------------|-----------|------------|
| CLAREMORE, OK 74017-8002 | Latitude/Longitude | 36.308800 | -95.611900 |
| | Radius | 0.00 | - 10.00 |

Area Name:

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

Radius Definition:

| | | | |
|--------------------------|--------------------|-----------|------------|
| CLAREMORE, OK 74017-8002 | Latitude/Longitude | 36.308800 | -95.611900 |
| | Radius | 0.00 | - 20.00 |

Project Information:

Site: 1

Order Number: 969376508