

RMP Opportunity Gap - Retail Stores 2008

Radius 2: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	704,877,872	298,637,683	406,240,189
Motor Vehicle and Parts Dealers-441	118,395,572	5,821,609	112,573,963
Automotive Dealers-4411	100,871,409	2,588,026	98,283,383
Other Motor Vehicle Dealers-4412	9,301,209	612,256	8,688,953
Automotive Parts/Accsrs, Tire Stores-4413	8,222,954	2,621,326	5,601,628
Furniture and Home Furnishings Stores-442	23,878,855	4,826,256	19,052,599
Furniture Stores-4421	12,949,741	1,363,100	11,586,641
Home Furnishing Stores-4422	10,929,114	3,463,157	7,465,957
Electronics and Appliance Stores-443	18,711,269	4,755,828	13,955,441
Appliances, TVs, Electronics Stores-44311	13,889,767	4,447,950	9,441,817
Household Appliances Stores-443111	2,928,563	0	2,928,563
Radio, Television, Electronics Stores-443112	10,961,204	4,447,950	6,513,254
Computer and Software Stores-44312	4,048,341	307,877	3,740,464
Camera and Photographic Equipment Stores-44313	773,161	0	773,161
Building Material, Garden Equip Stores -444	90,473,500	99,651,186	(9,177,686)
Building Material and Supply Dealers-4441	83,336,849	98,755,086	(15,418,237)
Home Centers-44411	32,780,461	80,653,281	(47,872,820)
Paint and Wallpaper Stores-44412	2,104,422	5,518,193	(3,413,771)
Hardware Stores-44413	6,275,934	312,870	5,963,064
Other Building Materials Dealers-44419	42,176,033	12,270,742	29,905,291
Building Materials, Lumberyards-444191	15,119,613	4,184,460	10,935,153
Lawn, Garden Equipment, Supplies Stores-4442	7,136,650	896,100	6,240,550
Outdoor Power Equipment Stores-44421	970,963	0	970,963
Nursery and Garden Centers-44422	6,165,687	896,100	5,269,587
Food and Beverage Stores-445	72,614,702	69,640,216	2,974,486
Grocery Stores-4451	65,584,284	63,470,102	2,114,182
Supermarkets, Grocery (Ex Conv) Stores-44511	62,412,299	62,738,418	(326,119)
Convenience Stores-44512	3,171,985	731,684	2,440,301
Specialty Food Stores-4452	2,081,503	460,360	1,621,143
Beer, Wine and Liquor Stores-4453	4,948,914	5,709,754	(760,840)
Health and Personal Care Stores-446	28,940,406	16,162,080	12,778,326
Pharmancies and Drug Stores-44611	24,932,697	11,993,691	12,939,006
Cosmetics, Beauty Supplies, Perfume Stores-44612	965,268	377,524	587,744
Optical Goods Stores-44613	1,352,811	0	1,352,811
Other Health and Personal Care Stores-44619	1,689,630	3,790,865	(2,101,235)



RMP Opportunity Gap - Retail Stores 2008

Radius 2: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	62,518,481	26,027,178	36,491,303
Gasoline Stations With Conv Stores-44711	46,936,540	20,984,220	25,952,320
Other Gasoline Stations-44719	15,581,941	5,042,957	10,538,984
Clothing and Clothing Accessories Stores-448	44,357,797	3,308,787	41,049,010
Clothing Stores-4481	30,818,761	725,896	30,092,865
Men's Clothing Stores-44811	1,913,668	0	1,913,668
Women's Clothing Stores-44812	8,170,921	193,360	7,977,561
Childrens, Infants Clothing Stores-44813	1,557,118	37,821	1,519,297
Family Clothing Stores-44814	16,354,532	0	16,354,532
Clothing Accessories Stores-44815	826,180	0	826,180
Other Clothing Stores-44819	1,996,342	494,715	1,501,627
Shoe Stores-4482	5,210,984	851,380	4,359,604
Jewelry, Luggage, Leather Goods Stores-4483	8,328,052	1,731,511	6,596,541
Jewelry Stores-44831	7,775,654	1,731,511	6,044,143
Luggage and Leather Goods Stores-44832	552,397	0	552,397
Sporting Goods, Hobby, Book, Music Stores-451	15,936,733	3,988,782	11,947,951
Sportng Goods, Hobby, Musical Inst Stores-4511	11,307,323	3,434,768	7,872,555
Sporting Goods Stores-45111	6,157,233	900,708	5,256,525
Hobby, Toys and Games Stores-45112	3,474,848	2,362,376	1,112,472
Sew/Needlework/Piece Goods Stores-45113	709,064	53,544	655,520
Musical Instrument and Supplies Stores-45114	966,177	118,140	848,037
Book, Periodical and Music Stores-4512	4,629,409	554,015	4,075,394
Book Stores and News Dealers-45121	3,420,259	554,015	2,866,244
Book Stores-451211	3,297,275	554,015	2,743,260
News Dealers and Newsstands-451212	122,984	0	122,984
Prerecorded Tapes, CDs, Record Stores-45122	1,209,150	0	1,209,150
General Merchandise Stores-452	90,793,290	31,535,784	59,257,506
Department Stores Excl Leased Depts-4521	47,114,531	2,014,277	45,100,254
Other General Merchandise Stores-4529	43,678,759	29,521,507	14,157,252
Warehouse Clubs and Super Stores-45291	36,572,856	29,325,932	7,246,924
All Other General Merchandise Stores-45299	7,105,904	195,575	6,910,329
Miscellaneous Store Retailers-453	19,412,345	1,555,676	17,856,669
Florists-4531	1,425,735	105,933	1,319,802
Office Supplies, Stationery, Gift Stores-4532	8,079,532	320,717	7,758,815
Office Supplies and Stationery Stores-45321	4,534,880	0	4,534,880
Gift, Novelty and Souvenir Stores-45322	3,544,652	320,717	3,223,935
Used Merchandise Stores-4533	1,885,371	20,642	1,864,729
Other Miscellaneous Store Retailers-4539	8,021,707	1,108,384	6,913,323



RMP Opportunity Gap - Retail Stores 2008

Radius 2: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	48,024,325	476,549	47,547,776
Electronic Shopping, Mail-Order Houses-4541	36,312,494	0	36,312,494
Vending Machine Operators-4542	1,538,479	195,677	1,342,802
Direct Selling Establishments-4543	10,173,352	280,872	9,892,480
Foodservice and Drinking Places-722	70,820,597	30,887,752	39,932,845
Full-Service Restaurants-7221	32,721,176	3,504,765	29,216,411
Limited-Service Eating Places-7222	28,581,200	20,409,381	8,171,819
Special Foodservices-7223	5,881,051	1,721,736	4,159,315
Drinking Places -Alcoholic Beverages-7224	3,637,170	5,251,871	(1,614,701)
GAFO *	201,757,476	48,736,154	153,021,322
General Merchandise Stores-452	90,793,290	31,535,784	59,257,506
Clothing and Clothing Accessories Stores-448	44,357,797	3,308,787	41,049,010
Furniture and Home Furnishings Stores-442	23,878,855	4,826,256	19,052,599
Electronics and Appliance Stores-443	18,711,269	4,755,828	13,955,441
Sporting Goods, Hobby, Book, Music Stores-451	15,936,733	3,988,782	11,947,951
Office Supplies, Stationery, Gift Stores-4532	8,079,532	320,717	7,758,815



RMP Opportunity Gap - Retail Stores 2008

Radius 3: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,651,663,634	772,377,912	879,285,722
Motor Vehicle and Parts Dealers-441	285,950,248	12,937,760	273,012,488
Automotive Dealers-4411	244,384,667	6,037,731	238,346,936
Other Motor Vehicle Dealers-4412	21,198,809	2,329,022	18,869,787
Automotive Parts/Accsrs, Tire Stores-4413	20,366,773	4,571,007	15,795,766
Furniture and Home Furnishings Stores-442	53,041,639	8,766,527	44,275,112
Furniture Stores-4421	28,646,791	2,887,140	25,759,651
Home Furnishing Stores-4422	24,394,848	5,879,387	18,515,461
Electronics and Appliance Stores-443	42,529,443	12,354,621	30,174,822
Appliances, TVs, Electronics Stores-44311	31,621,443	10,925,839	20,695,604
Household Appliances Stores-443111	6,716,812	0	6,716,812
Radio, Television, Electronics Stores-443112	24,904,631	10,925,839	13,978,792
Computer and Software Stores-44312	9,151,469	1,428,782	7,722,687
Camera and Photographic Equipment Stores-44313	1,756,531	0	1,756,531
Building Material, Garden Equip Stores -444	206,998,703	125,749,433	81,249,270
Building Material and Supply Dealers-4441	190,784,796	123,833,365	66,951,431
Home Centers-44411	74,921,618	82,089,238	(7,167,620)
Paint and Wallpaper Stores-44412	4,766,160	6,617,591	(1,851,431)
Hardware Stores-44413	14,467,751	6,220,328	8,247,423
Other Building Materials Dealers-44419	96,629,266	28,906,208	67,723,058
Building Materials, Lumberyards-444191	34,013,807	9,857,338	24,156,469
Lawn, Garden Equipment, Supplies Stores-4442	16,213,907	1,916,067	14,297,840
Outdoor Power Equipment Stores-44421	2,249,202	0	2,249,202
Nursery and Garden Centers-44422	13,964,705	1,916,067	12,048,638
Food and Beverage Stores-445	174,163,653	281,092,805	(106,929,152)
Grocery Stores-4451	157,546,282	262,964,816	(105,418,534)
Supermarkets, Grocery (Ex Conv) Stores-44511	149,869,068	262,233,132	(112,364,064)
Convenience Stores-44512	7,677,214	731,684	6,945,530
Specialty Food Stores-4452	4,979,469	690,450	4,289,019
Beer, Wine and Liquor Stores-4453	11,637,902	17,437,539	(5,799,637)
Health and Personal Care Stores-446	70,914,044	43,737,567	27,176,477
Pharmancies and Drug Stores-44611	61,223,416	31,524,517	29,698,899
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,382,388	1,017,317	1,365,071
Optical Goods Stores-44613	3,123,928	0	3,123,928
Other Health and Personal Care Stores-44619	4,184,312	11,195,733	(7,011,421)



RMP Opportunity Gap - Retail Stores 2008

Radius 3: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	154,397,726	77,483,504	76,914,222
Gasoline Stations With Conv Stores-44711	115,842,565	63,666,785	52,175,780
Other Gasoline Stations-44719	38,555,161	13,816,719	24,738,442
Clothing and Clothing Accessories Stores-448	99,047,633	8,774,953	90,272,680
Clothing Stores-4481	69,263,046	2,529,668	66,733,378
Men's Clothing Stores-44811	4,336,700	0	4,336,700
Women's Clothing Stores-44812	18,345,254	1,206,721	17,138,533
Childrens, Infants Clothing Stores-44813	3,449,941	632,622	2,817,319
Family Clothing Stores-44814	36,817,113	31,844	36,785,269
Clothing Accessories Stores-44815	1,816,778	3,893	1,812,885
Other Clothing Stores-44819	4,497,261	654,589	3,842,672
Shoe Stores-4482	11,832,866	999,519	10,833,347
Jewelry, Luggage, Leather Goods Stores-4483	17,951,721	5,245,766	12,705,955
Jewelry Stores-44831	16,731,233	5,245,766	11,485,467
Luggage and Leather Goods Stores-44832	1,220,487	0	1,220,487
Sporting Goods, Hobby, Book, Music Stores-451	35,538,005	12,526,430	23,011,575
Sportng Goods, Hobby, Musical Inst Stores-4511	25,098,092	11,824,242	13,273,850
Sporting Goods Stores-45111	13,548,618	7,926,347	5,622,271
Hobby, Toys and Games Stores-45112	7,725,114	3,360,061	4,365,053
Sew/Needlework/Piece Goods Stores-45113	1,645,044	183,413	1,461,631
Musical Instrument and Supplies Stores-45114	2,179,316	354,420	1,824,896
Book, Periodical and Music Stores-4512	10,439,913	702,188	9,737,725
Book Stores and News Dealers-45121	7,673,484	702,188	6,971,296
Book Stores-451211	7,381,999	702,188	6,679,811
News Dealers and Newsstands-451212	291,485	0	291,485
Prerecorded Tapes, CDs, Record Stores-45122	2,766,428	0	2,766,428
General Merchandise Stores-452	209,226,215	86,297,502	122,928,713
Department Stores Excl Leased Depts-4521	107,128,413	16,909,572	90,218,841
Other General Merchandise Stores-4529	102,097,802	69,387,931	32,709,871
Warehouse Clubs and Super Stores-45291	85,874,939	68,400,878	17,474,061
All Other General Merchandise Stores-45299	16,222,864	987,052	15,235,812
Miscellaneous Store Retailers-453	44,932,519	9,240,524	35,691,995
Florists-4531	3,323,042	866,440	2,456,602
Office Supplies, Stationery, Gift Stores-4532	18,525,900	4,720,270	13,805,630
Office Supplies and Stationery Stores-45321	10,430,136	2,198,588	8,231,548
Gift, Novelty and Souvenir Stores-45322	8,095,764	2,521,682	5,574,082
Used Merchandise Stores-4533	4,248,028	150,781	4,097,247
Other Miscellaneous Store Retailers-4539	18,835,550	3,503,033	15,332,517



RMP Opportunity Gap - Retail Stores 2008

Radius 3: FM 1488 RD AT KATY LEE LN, MAGNOLIA, TX 77354, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	110,380,203	1,569,066	108,811,137
Electronic Shopping, Mail-Order Houses-4541	82,809,977	0	82,809,977
Vending Machine Operators-4542	3,671,443	643,800	3,027,643
Direct Selling Establishments-4543	23,898,783	925,266	22,973,517
Foodservice and Drinking Places-722	164,543,602	91,847,220	72,696,382
Full-Service Restaurants-7221	75,978,307	40,080,836	35,897,471
Limited-Service Eating Places-7222	66,514,288	43,121,589	23,392,699
Special Foodservices-7223	13,679,687	3,038,781	10,640,906
Drinking Places -Alcoholic Beverages-7224	8,371,320	5,606,013	2,765,307
GAFO *	457,908,834	133,440,304	324,468,530
General Merchandise Stores-452	209,226,215	86,297,502	122,928,713
Clothing and Clothing Accessories Stores-448	99,047,633	8,774,953	90,272,680
Furniture and Home Furnishings Stores-442	53,041,639	8,766,527	44,275,112
Electronics and Appliance Stores-443	42,529,443	12,354,621	30,174,822
Sporting Goods, Hobby, Book, Music Stores-451	35,538,005	12,526,430	23,011,575
Office Supplies, Stationery, Gift Stores-4532	18,525,900	4,720,270	13,805,630

* 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.



RMP Opportunity Gap - Retail Stores 2008

Appendix: Area Listing

Area Name:

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

Radius Definition:

FM 1488 RD AT KATY LEE LN	Latitude/Longitude	30.224217	-95.558173
MAGNOLIA, TX 77354	Radius	0.00	- 1.00

Area Name:

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

Radius Definition:

FM 1488 RD AT KATY LEE LN	Latitude/Longitude	30.224217	-95.558173
MAGNOLIA, TX 77354	Radius	0.00	- 3.00

Area Name:

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

Radius Definition:

FM 1488 RD AT KATY LEE LN	Latitude/Longitude	30.224217	-95.558173
MAGNOLIA, TX 77354	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 967456113

