

Star Valley RMP Opportunity Gap - Retail Stores 2009

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet. 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.

	(Demand) Consumer Expenditures	(Supply) Retail Sales	(Opportunity) Gap/ Surplus
Total Retail Sales (\$) - Including Eating & Drinking	21,257,778	10,973,914	10,283,864
Motor Vehicle and Parts Dealers	3,310,406	2,197,275	1,113,131
Automotive Dealers	2,734,619	1,908,692	825,927
Other Motor Vehicle Dealers	267,553	0	267,553
Automotive Parts/Accessories, Tire Stores	308,234	288,583	19,651
Furniture and Home Furnishings Stores	489,310	106,257	383,053
Furniture Stores	258,698	0	258,698
Home Furnishing Stores	230,612	106,257	124,355
Electronics and Appliance Stores	537,892	18,926	518,966
Appliances, TVs, Electronics Stores	404,247	18,926	385,321
Household Appliances Stores-	96,829	10,244	86,585
Radio, Television, Electronics Stores	307,418	8,682	298,736
Computer and Software Stores	110,372	0	110,372
Camera and Photographic Equipment Stores	23,273	0	23,273
Building Material, Garden Equip Stores	2,583,481	4,263,351	(1,679,870)
Building Material and Supply Dealers	2,383,612	4,136,080	(1,752,468)
Home Centers	978,589	0	978,589
Paint and Wallpaper Stores	55,299	0	55,299
Hardware Stores	205,936	1,745,755	(1,539,819)
Other Building Materials Dealers	1,143,788	2,390,325	(1,246,537)
Building Materials, Lumberyards	447,400	935,132	(487,732)
Lawn, Garden Equipment, Supplies Stores	199,869	127,271	72,598
Outdoor Power Equipment Stores	29,984	486	29,498
Nursery and Garden Centers	169,885	126,785	43,100
Food and Beverage Stores	2,716,188	278,321	2,437,867
Grocery Stores	2,486,130	181,158	2,304,972
Supermarkets, Grocery (Ex Conv) Stores	2,363,062	181,158	2,181,904
Convenience Stores	123,068	0	123,068
Specialty Food Stores	73,254	0	73,254
Beer, Wine and Liquor Stores	156,804	97,163	59,641
Health and Personal Care Stores	1,153,806	0	1,153,806
Pharmancies and Drug Stores	992,771	0	992,771
Cosmetics, Beauty Supplies, Perfume Stores	41,549	0	41,549
Optical Goods Stores	44,657	0	44,657
Other Health and Personal Care Stores	74,829	0	74,829
Gasoline Stations	2,431,241	3,234,799	(803,558)
Gasoline Stations With Conv Stores	1,819,609	1,928,867	(109,258)
Other Gasoline Stations	611,632	1,305,932	(694,300)
Clothing and Clothing Accessories Stores	893,174	91,280	801,894
Clothing Stores	632,855	91,280	541,575
Men's Clothing Stores	41,336	195	41,141

Women's Clothing Stores	154,285	0	154,285
Childrens, Infants Clothing Stores	35,197	1	35,196
Family Clothing Stores	344,699	91,085	253,614
Clothing Accessories Stores	15,300	0	15,300
Other Clothing Stores	42,038	0	42,038
Shoe Stores	115,936	0	115,936
Jewelry, Luggage, Leather Goods Stores	144,383	0	144,383
Jewelry Stores	132,976	0	132,976
Luggage and Leather Goods Stores	11,407	0	11,407
Sporting Goods, Hobby, Book, Music Stores	442,888	40,995	401,893
Sporting Goods, Hobby, Musical Inst Stores	313,551	31,707	281,844
Sporting Goods Stores	162,146	30,778	131,368
Hobby, Toys and Games Stores	96,408	0	96,408
Sew/Needlework/Piece Goods Stores	26,769	0	26,769
Musical Instrument and Supplies Stores	28,228	929	27,299
Book, Periodical and Music Stores	129,337	9,288	120,049
Book Stores and News Dealers	87,664	0	87,664
Book Stores	82,953	0	82,953
News Dealers and Newsstands	4,711	0	4,711
Prerecorded Tapes, CDs, Record Stores	41,673	9,288	32,385
General Merchandise Stores	2,839,170	152,501	2,686,669
Department Stores Excl Leased Depts	1,369,575	0	1,369,575
Other General Merchandise Stores	1,469,595	152,501	1,317,094
Miscellaneous Store Retailers	529,044	23,604	505,440
Florists	43,091	0	43,091
Office Supplies, Stationery, Gift Stores	226,712	3,750	222,962
Office Supplies and Stationery Stores	128,569	0	128,569
Gift, Novelty and Souvenir Stores	98,143	3,750	94,393
Used Merchandise Stores	47,407	1,651	45,756
Other Miscellaneous Store Retailers	211,834	18,203	193,631
Non-Store Retailers	1,391,959	100,626	1,291,333
Foodservice and Drinking Places	1,939,219	465,979	1,473,240
Full-Service Restaurants	860,557	263,087	597,470
Limited-Service Eating Places	831,140	0	831,140
Special Foodservices	166,885	0	166,885
Drinking Places -Alcoholic Beverages	80,637	202,892	(122,255)
GAFO *	5,429,146	413,709	5,015,437
General Merchandise Stores	2,839,170	152,501	2,686,669
Clothing and Clothing Accessories Stores	893,174	91,280	801,894
Furniture and Home Furnishings Stores	489,310	106,257	383,053
Electronics and Appliance Stores	537,892	18,926	518,966
Sporting Goods, Hobby, Book, Music Stores	442,888	40,995	401,893
Office Supplies, Stationery, Gift Stores	226,712	3,750	222,962

*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.

Retail Market Power (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.