



MILWAUKIE, OR

Retail Opportunity Gap Analysis

Retail Stores	2014 Demand Consumer Expenditures	2014 Supply Retail Sales	Opportunity Gap/(Surplus)
Furniture and Home Furnishings Stores-442	6,601,210	6,599,518	1,692
Furniture Stores-4421	3,320,939	851,864	2,469,075
Floor Covering Stores-4422	3,280,271	5,747,654	(2,467,383)
Electronics and Appliance Stores-443	6,550,851	6,938,030	(387,179)
TVs and Electronics Stores-44311	4,854,691	2,900,679	1,954,012
Computer and Software Stores-44312	1,557,060	4,037,351	(2,480,291)
Camera Equipment Stores-44313	139,100	0	139,100
Building Material, Garden Equip Stores -444	35,270,625	65,713,802	(30,443,177)
Building Material and Supply Dealers-4441	30,161,148	64,849,194	(34,688,046)
Home Repair and Improvement-44411	12,148,148	2,954,126	9,194,022
Paint and Wallpaper Stores-44412	494,976	104,190	390,786
Hardware Stores-44413	3,101,912	22,946,145	(19,844,233)
Other Building Materials Dealers-44419	14,416,112	38,844,733	(24,428,621)
Nursery, and Garden Supplies Stores-4442	5,109,477	864,608	4,244,869
Food and Beverage Stores-445	47,457,271	36,905,745	10,551,526
Grocery Stores-4451	30,990,066	32,362,549	(1,372,483)
Specialty Food Stores-4452	3,849,634	1,134,405	2,715,229
Beer, Wine and Liquor Stores-4453	12,617,571	3,408,791	9,208,780
Health and Personal Care Stores-446	18,339,839	40,089,659	(21,749,820)
Pharmacies and Drug Stores-44611	14,601,025	38,082,511	(23,481,486)
Cosmetics and Perfume Stores-44612	1,284,603	291,101	993,502
Optical Goods Stores-44613	791,392	1,279,789	(488,397)
Other Health and Personal Care Stores-44619	1,662,819	436,258	1,226,561

Reading the Table: When the difference between supply and demand is positive a retail opportunity, or gap, exists. When the difference between supply and demand is negative, a surplus in that market category exists.

Data: This data is derived from two main sources, the Consumer Expenditure Survey from the Bureau of Labor Statistics, and the Census of Retail Trade from the U.S. Census.

Source: Claritas, RMP Data Opportunity Gap - Retail Stores, July, 2015, © 2015 The Nielsen Company



Retail Opportunity Gap Analysis

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Clothing and Clothing Accessories Stores-448	14,382,723	4,149,021	10,233,702
Clothing Stores-4481	7,858,114	2,270,694	5,587,420
Men's Clothing Stores-44811	418,194	103,662	314,532
Women's Clothing Stores-44812	1,860,830	499,145	1,361,685
Children's, Infants Clothing Stores-44813	455,924	6,753	449,171
Family Clothing Stores-44814	4,111,046	1,628,235	2,482,811
Clothing Accessories Stores-44815	337,837	27,190	310,647
Other Clothing Stores-44819	674,283	5,709	668,574
Shoe Stores-4482	1,225,499	111,380	1,114,119
Jewelry, Luggage, Leather Goods Stores-4483	5,299,110	1,766,947	3,532,163
Jewelry Stores-44831	4,681,925	1,766,947	2,914,978
Luggage and Leather Goods Stores-44832	617,185	0	617,185
General Merchandise Stores-452	40,967,873	18,349,565	22,618,308
Department Stores Excl Leased Depts-4521	16,494,063	412,911	16,081,152
Other General Merchandise Stores-4529	24,473,810	17,936,654	6,537,156
Miscellaneous Store Retailers-453	9,424,826	10,760,186	(1,335,360)
Florists-4531	356,239	302,018	54,221
Office Supplies, Stationery, Gift Stores-4532	4,420,755	5,092,984	(672,229)
Office Supplies and Stationery Stores-45321	2,104,968	202,851	1,902,117
Gift, Novelty and Souvenir Stores-45322	2,315,787	4,890,133	(2,574,346)
Used Merchandise Stores-4533	666,322	3,628,078	(2,961,756)
Other Miscellaneous Store Retailers-4539	3,981,510	1,737,106	2,244,404
Foodservice and Drinking Places-722	35,114,654	34,252,943	861,711
Full-Service Restaurants-7221	15,780,155	15,042,273	737,882
Limited-Service Eating Places-7222	14,078,955	12,602,495	1,476,460
Special Foodservices-7223	3,784,314	4,408,543	(624,229)
Drinking Places -Alcoholic Beverages-7224	1,471,230	2,199,632	(728,402)

Source: Claritas, RMP Data Opportunity Gap - Retail Stores, July, 2015, © 2015 The Nielsen Company