

## RMP Opportunity Gap - Merchandise Lines

Highest & Best Use

Radius 1: 1540 MACLAND RD, DALLAS, GA 30157-1145, 0.00 - 1.00 Miles, Total

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	40,684,476	62,126,277	(21,441,801)
Groceries and Other Foods	5,625,180	5,713,608	(88,428)
Meals and Snacks	4,173,699	1,147,705	3,025,994
Alcoholic Drinks	486,458	147,539	338,919
Packaged Liquor/Wine/Beer	681,039	381,709	299,330
Cigars, Cigarettes, Tobacco, Accessories	954,086	872,680	81,406
Drugs, Health Aids and Beauty Aids	3,373,775	4,125,291	(751,516)
Soaps, Detergents and Household Cleaners	327,045	641,892	(314,847)
Paper and Related Products	283,657	521,825	(238,168)
Men's Wear	669,485	1,029,384	(359,899)
Women's, Juniors' and Misses' Wear	1,474,698	1,803,902	(329,204)
Children's Wear	471,794	788,559	(316,765)
Footwear	526,750	460,624	66,126
Sewing, Knitting and Needlework Goods	68,228	106,250	(38,022)
Curtains, Draperies, Blinds, Slipcovers Etc	291,030	593,263	(302,233)
Major Household Appliances	420,016	388,080	31,936
Small Electric Appliances	100,277	269,817	(169,540)
Televisions, Video Recorders, Video Cameras	421,086	502,809	(81,723)
Audio Equipment, Musical Instruments	382,445	456,986	(74,541)
Furniture and Sleep Equipment	625,851	616,960	8,891
Flooring and Floor Coverings	318,638	260,979	57,659
Computer Hardware, Software and Supplies	651,996	223,121	428,875
Kitchenware and Home Furnishings	556,566	816,956	(260,390)
Jewelry	369,855	407,390	(37,535)
Books	204,040	150,236	53,804
Photographic Equipment and Supplies	92,083	125,276	(33,193)
Toys, Hobby Goods and Games	411,417	661,433	(250,016)
Optical Goods	102,453	106,252	(3,799)
Sporting Goods	436,744	430,660	6,084
Hardware, Tools, Plumbing, Electrical	1,351,991	500,188	851,803
Lumber and Building Materials	1,953,276	159,675	1,793,601
Lawn, Garden, and Farm Equipment & Supplies	333,287	68,301	264,986
Paint and Sundries	275,465	99,433	176,032
Cars, Trucks, Other Powered Transportation	5,228,234	30,038,272	(24,810,038)
RVs, Campers, Camping & Travel Trailers	53,593	62,852	(9,259)
Automotive Fuels	3,718,372	3,069,253	649,119
Automotive Lubricants	92,044	170,490	(78,446)
Pets, Pet Foods and Pet Supplies	250,252	323,094	(72,842)
All Other Merchandise	2,486,840	3,405,695	(918,855)

## RMP Opportunity Gap - Merchandise Lines

Highest & Best Use

Radius 2: 1540 MACLAND RD, DALLAS, GA 30157-1145, 1.00 - 3.00 Miles, Total

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	306,477,921	347,596,642	(41,118,721)
Groceries and Other Foods	42,379,690	53,732,906	(11,353,216)
Meals and Snacks	31,662,844	15,946,448	15,716,396
Alcoholic Drinks	3,645,834	1,282,461	2,363,373
Packaged Liquor/Wine/Beer	5,174,287	4,049,687	1,124,600
Cigars, Cigarettes, Tobacco, Accessories	7,360,551	6,891,622	468,929
Drugs, Health Aids and Beauty Aids	24,863,044	31,226,073	(6,363,029)
Soaps, Detergents and Household Cleaners	2,462,121	4,679,852	(2,217,731)
Paper and Related Products	2,143,523	3,813,903	(1,670,380)
Men's Wear	4,931,124	5,907,077	(975,953)
Women's, Juniors' and Misses' Wear	10,890,077	9,472,218	1,417,859
Children's Wear	3,696,794	4,211,707	(514,913)
Footwear	3,962,471	2,994,735	967,736
Sewing, Knitting and Needlework Goods	506,882	628,991	(122,109)
Curtains, Draperies, Blinds, Slipcovers Etc	2,181,201	3,820,884	(1,639,683)
Major Household Appliances	3,176,595	2,461,955	714,640
Small Electric Appliances	757,847	1,633,455	(875,608)
Televisions, Video Recorders, Video Cameras	3,177,679	2,869,960	307,719
Audio Equipment, Musical Instruments	2,898,630	2,864,416	34,214
Furniture and Sleep Equipment	4,708,943	6,703,491	(1,994,548)
Flooring and Floor Coverings	2,429,349	3,812,222	(1,382,873)
Computer Hardware, Software and Supplies	4,881,650	1,762,129	3,119,521
Kitchenware and Home Furnishings	4,143,792	6,166,802	(2,023,010)
Jewelry	2,784,650	3,229,007	(444,357)
Books	1,567,697	1,061,738	505,959
Photographic Equipment and Supplies	692,423	813,382	(120,959)
Toys, Hobby Goods and Games	3,097,447	3,989,646	(892,199)
Optical Goods	742,855	881,019	(138,164)
Sporting Goods	3,370,195	3,163,086	207,109
Hardware, Tools, Plumbing, Electrical	10,084,572	8,307,811	1,776,761
Lumber and Building Materials	14,759,183	9,944,972	4,814,211
Lawn, Garden, and Farm Equipment & Supplies	2,494,680	1,611,809	882,871
Paint and Sundries	2,089,248	1,988,688	100,560
Cars, Trucks, Other Powered Transportation	39,667,986	86,485,131	(46,817,145)
RVs, Campers, Camping & Travel Trailers	418,061	195,097	222,964
Automotive Fuels	28,085,223	19,695,377	8,389,846
Automotive Lubricants	687,245	970,043	(282,798)
Pets, Pet Foods and Pet Supplies	1,873,204	2,309,369	(436,165)
All Other Merchandise	18,736,783	21,200,437	(2,463,654)

## RMP Opportunity Gap - Merchandise Lines

Highest & Best Use

Radius 3: 1540 MACLAND RD, DALLAS, GA 30157-1145, 3.00 - 5.00 Miles, Total

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	742,191,981	333,118,107	409,073,874
Groceries and Other Foods	99,820,281	65,966,397	33,853,884
Meals and Snacks	74,904,145	24,038,724	50,865,421
Alcoholic Drinks	9,042,668	1,128,735	7,913,933
Packaged Liquor/Wine/Beer	12,393,541	5,063,028	7,330,513
Cigars, Cigarettes, Tobacco, Accessories	15,592,755	7,399,019	8,193,736
Drugs, Health Aids and Beauty Aids	58,120,356	30,474,134	27,646,222
Soaps, Detergents and Household Cleaners	5,778,170	4,562,503	1,215,667
Paper and Related Products	5,115,904	3,882,714	1,233,190
Men's Wear	12,700,085	4,124,238	8,575,847
Women's, Juniors' and Misses' Wear	27,736,754	6,585,749	21,151,005
Children's Wear	9,220,976	3,214,286	6,006,690
Footwear	9,703,613	2,651,555	7,052,058
Sewing, Knitting and Needlework Goods	1,247,501	522,616	724,885
Curtains, Draperies, Blinds, Slipcovers Etc	5,396,210	3,400,390	1,995,820
Major Household Appliances	7,874,872	2,176,779	5,698,093
Small Electric Appliances	1,826,908	1,395,653	431,255
Televisions, Video Recorders, Video Cameras	7,875,037	2,826,482	5,048,555
Audio Equipment, Musical Instruments	7,579,258	3,077,880	4,501,378
Furniture and Sleep Equipment	12,340,137	7,729,196	4,610,941
Flooring and Floor Coverings	6,636,901	4,704,809	1,932,092
Computer Hardware, Software and Supplies	12,340,249	2,249,823	10,090,426
Kitchenware and Home Furnishings	10,475,427	5,907,214	4,568,213
Jewelry	7,560,639	2,597,248	4,963,391
Books	4,191,173	1,467,386	2,723,787
Photographic Equipment and Supplies	1,816,369	716,145	1,100,224
Toys, Hobby Goods and Games	7,661,590	3,320,476	4,341,114
Optical Goods	1,915,884	811,913	1,103,971
Sporting Goods	9,786,353	3,645,770	6,140,583
Hardware, Tools, Plumbing, Electrical	25,361,329	12,873,266	12,488,063
Lumber and Building Materials	37,450,291	26,817,625	10,632,666
Lawn, Garden, and Farm Equipment & Supplies	6,372,861	2,778,297	3,594,564
Paint and Sundries	5,620,155	2,359,026	3,261,129
Cars, Trucks, Other Powered Transportation	95,552,021	35,781,857	59,770,164
RVs, Campers, Camping & Travel Trailers	1,575,540	82,749	1,492,791
Automotive Fuels	64,226,196	20,809,982	43,416,214
Automotive Lubricants	1,516,386	759,212	757,174
Pets, Pet Foods and Pet Supplies	4,468,963	2,424,137	2,044,826
All Other Merchandise	44,788,546	18,679,050	26,109,496