

# Gap Report

Last Updated	Surplus	Gap
5/19/2017	●	●

Top Ten



Retail Market Power Report									
Merchandise Lines	Rock Springs			Green River			Sweetwater County		
	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	444,817,402	649,420,324	● -204,602,922	236,426,670	159,549,709	● 76,876,961	833,052,957	1,021,397,414	● -188,344,457
Groceries & Other Foods	75,881,404	106,425,952	● -30,544,548	39,940,139	28,673,850	● 11,266,289	140,704,322	144,657,916	● -3,953,594
Meals & Snacks	40,259,237	46,297,890	● -6,038,653	20,386,922	6,821,060	● 13,565,862	73,542,645	64,543,699	● 8,998,946
Alcoholic Drinks	2,159,460	5,408,630	● -3,249,170	1,051,746	1,861,487	● -809,741	3,883,198	8,593,184	● -4,709,986
Packaged Liquor/Wine/Beer	4,676,197	588,718	● 4,087,479	2,348,162	278,181	● 2,069,981	8,522,468	975,115	● 7,547,353
Cigars, Cigarettes, Tobacco, Accessories	6,698,536	6,557,922	● 140,614	3,314,129	6,435,032	● -3,120,903	12,185,015	14,124,636	● -1,939,621
Drugs, Health Aids & Beauty Aids	45,590,137	39,217,480	● 6,372,657	25,253,730	6,785,311	● 18,468,419	86,616,006	52,755,701	● 33,860,305
Soaps, Detergents & Household Cleaners	3,099,975	6,798,728	● -3,698,753	1,631,049	542,791	● 1,088,258	5,741,127	9,773,709	● -4,032,582
Paper & Related Products	4,976,087	8,894,578	● -3,918,491	2,660,110	2,555,126	● 104,984	9,293,447	12,234,779	● -2,941,332
Men's Wear	6,494,859	9,702,971	● -3,208,112	3,237,618	2,306,882	● 930,736	11,815,753	13,901,312	● -2,085,559
Women's, Juniors' & Misses' Wear	10,722,903	11,492,194	● -769,291	5,619,279	2,227,092	● 3,392,187	19,911,879	16,422,021	● 3,489,858
Children's Wear	5,693,881	5,358,491	● 335,390	3,087,829	1,108,130	● 1,979,699	10,639,034	7,694,207	● 2,944,827
Footwear	6,271,628	12,353,113	● -6,081,485	3,261,481	3,446,452	● -184,971	11,580,680	17,325,202	● -5,744,522
Sewing, Knitting & Needlework Goods	509,069	1,530,554	● -1,021,485	264,760	611,642	● -346,882	940,523	3,259,303	● -2,318,780
Curtains, Draperies, Blinds, Slipcovers, Etc.	2,193,969	2,765,043	● -571,074	1,159,399	466,743	● 692,656	4,085,917	4,610,697	● -524,780
Major Household Appliances	4,176,878	6,514,080	● -2,337,202	2,222,291	795,471	● 1,426,820	7,807,614	10,574,844	● -2,767,230
Small Electric Appliances	853,149	1,290,821	● -437,672	438,544	176,586	● 261,958	1,569,195	1,955,345	● -386,150
Televisions, Video Recorders, Video Cameras	3,159,836	2,921,345	● 238,491	1,614,401	760,983	● 853,418	5,802,527	4,075,201	● 1,727,326
Audio Equipment, Musical Instruments	1,086,970	8,143,345	● -7,056,375	543,464	127,517	● 415,947	1,983,977	8,347,243	● -6,363,266
Furniture & Sleep Equipment	8,134,666	10,793,689	● -2,659,023	4,286,393	2,701,529	● 1,584,864	15,132,755	17,706,205	● -2,573,450
Flooring & Floor Coverings	1,578,750	2,215,407	● -636,657	880,585	1,117,607	● -237,022	3,016,139	5,158,756	● -2,142,617
Computer Hardware, Software & Supplies	3,627,702	3,698,570	● -70,868	1,808,902	970,696	● 838,206	6,602,346	5,474,052	● 1,128,294
Kitchenware & Home Furnishings	4,760,094	4,946,551	● -186,457	2,515,406	812,596	● 1,702,810	8,876,003	7,760,741	● 1,115,262
Jewelry	1,849,187	1,213,456	● 635,731	966,893	1,464	● 965,429	3,445,425	1,565,945	● 1,879,480
Books	3,157,860	4,132,160	● -974,300	1,466,274	674,616	● 791,658	5,592,562	5,294,678	● 297,884
Photographic Equipment & Supplies	423,944	366,983	● 56,961	219,734	120,060	● 99,674	784,024	541,610	● 242,414
Toys, Hobby Goods & Games	4,083,299	16,724,955	● -12,641,656	2,044,449	777,884	● 1,266,565	7,417,767	18,696,286	● -11,278,519
Optical Goods	1,246,402	1,046,974	● 199,428	675,932	284,828	● 391,104	2,349,639	1,396,035	● 953,604
Sporting Goods	3,447,987	6,407,161	● -2,959,174	1,785,496	3,273,028	● -1,487,532	6,353,489	11,094,371	● -4,740,882
RVs, Campers, Camping & Travel Trailers	5,243,772	2,161,806	● 3,081,966	3,508,558	2,760,115	● 748,443	11,485,928	6,507,471	● 4,978,457
Hardware, Tools, Plumbing, Electrical	6,795,634	9,747,934	● -2,952,300	3,763,636	5,526,215	● -1,762,579	12,970,736	23,614,582	● -10,643,846
Lawn/Garden/Farm Equipment/Supplies	4,689,757	5,752,298	● -1,062,541	2,587,552	819,165	● 1,768,387	8,930,240	9,264,494	● -334,254
Lumber & Building Materials	3,338,750	4,047,432	● -708,682	1,897,664	3,340,520	● -1,442,856	6,454,283	11,795,558	● -5,341,275
Paint & Sundries	1,520,083	2,130,279	● -610,196	866,987	479,693	● 387,294	2,942,416	3,785,458	● -843,042
Cars, Trucks, Other Powered Transportation	85,495,419	153,272,800	● -67,777,381	46,984,229	7,442,294	● 39,541,935	163,705,467	219,896,909	● -56,191,442
Automotive Fuels	55,263,647	93,347,161	● -38,083,514	28,788,367	46,267,875	● -17,479,508	102,775,342	200,100,407	● -97,325,065
Automotive Lubricants	313,774	710,993	● -397,219	172,935	107,221	● 65,104	603,065	968,021	● -364,956
Pets, Pet Foods & Pet Supplies	6,462,631	8,820,854	● -2,358,223	3,442,602	7,386,922	● -3,944,320	12,245,289	19,052,444	● -6,807,155
All Other Merchandise	18,879,868	35,621,007	● -16,741,139	9,729,636	8,705,042	● 1,024,594	34,744,715	55,899,277	● -21,154,562