

RMP Opportunity Gap - Retail Stores

Polygon 1: ANNANDALE, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	11,288,100	4,447,052	6,841,048
Motor Vehicle and Parts Dealers-441	1,755,504	854	1,754,650
Automotive Dealers-4411	1,493,473	0	1,493,473
Other Motor Vehicle Dealers-4412	111,373	0	111,373
Automotive Parts/Accsrs, Tire Stores-4413	150,658	854	149,804
Furniture and Home Furnishings Stores-442	260,089	4,110	255,979
Furniture Stores-4421	141,540	4,110	137,430
Home Furnishing Stores-4422	118,549	0	118,549
Electronics and Appliance Stores-443	282,316	79,426	202,890
Appliances, TVs, Electronics Stores-44311	209,253	79,426	129,827
Household Appliances Stores-443111	48,192	76,012	(27,820)
Radio, Television, Electronics Stores-443112	161,061	3,414	157,647
Computer and Software Stores-44312	60,281	0	60,281
Camera and Photographic Equipment Stores-44313	12,782	0	12,782
Building Material, Garden Equip Stores -444	1,286,985	866,367	420,618
Building Material and Supply Dealers-4441	1,184,014	739,972	444,042
Home Centers-44411	488,085	0	488,085
Paint and Wallpaper Stores-44412	27,534	0	27,534
Hardware Stores-44413	100,893	0	100,893
Other Building Materials Dealers-44419	567,502	739,972	(172,470)
Building Materials, Lumberyards-444191	222,875	289,488	(66,613)
Lawn, Garden Equipment, Supplies Stores-4442	102,971	126,395	(23,424)
Outdoor Power Equipment Stores-44421	15,493	23,725	(8,232)
Nursery and Garden Centers-44422	87,478	102,670	(15,192)
Food and Beverage Stores-445	1,395,933	466,041	929,892
Grocery Stores-4451	1,271,113	455,455	815,658
Supermarkets, Grocery (Ex Conv) Stores-44511	1,211,125	134,648	1,076,477
Convenience Stores-44512	59,989	320,806	(260,817)
Specialty Food Stores-4452	37,179	386	36,793
Beer, Wine and Liquor Stores-4453	87,641	10,200	77,441
Health and Personal Care Stores-446	676,796	4,866	671,930
Pharmancies and Drug Stores-44611	583,789	3,030	580,759
Cosmetics, Beauty Supplies, Perfume Stores-44612	24,770	151	24,619
Optical Goods Stores-44613	24,686	246	24,440
Other Health and Personal Care Stores-44619	43,551	1,439	42,112



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Gasoline Stations-447	1,164,750	538,895	625,855
Gasoline Stations With Conv Stores-44711	868,437	48,362	820,075
Other Gasoline Stations-44719	296,313	490,533	(194,220)
Clothing and Clothing Accessories Stores-448	540,275	243,963	296,312
Clothing Stores-4481	384,445	239,792	144,653
Men's Clothing Stores-44811	24,388	2,862	21,526
Women's Clothing Stores-44812	98,387	2,523	95,864
Childrens, Infants Clothing Stores-44813	19,171	97,800	(78,629)
Family Clothing Stores-44814	206,805	4,902	201,903
Clothing Accessories Stores-44815	9,552	0	9,552
Other Clothing Stores-44819	26,142	131,705	(105,563)
Shoe Stores-4482	69,967	0	69,967
Jewelry, Luggage, Leather Goods Stores-4483	85,863	4,171	81,692
Jewelry Stores-44831	79,865	4,171	75,694
Luggage and Leather Goods Stores-44832	5,999	0	5,999
Sporting Goods, Hobby, Book, Music Stores-451	223,469	303,079	(79,610)
Sportng Goods, Hobby, Musical Inst Stores-4511	156,004	111,535	44,469
Sporting Goods Stores-45111	79,574	14,040	65,534
Hobby, Toys and Games Stores-45112	48,534	16,420	32,114
Sew/Needlework/Piece Goods Stores-45113	11,987	824	11,163
Musical Instrument and Supplies Stores-45114	15,909	80,252	(64,343)
Book, Periodical and Music Stores-4512	67,466	191,544	(124,078)
Book Stores and News Dealers-45121	45,172	191,544	(146,372)
Book Stores-451211	42,802	186,264	(143,462)
News Dealers and Newsstands-451212	2,370	5,280	(2,910)
Prerecorded Tapes, CDs, Record Stores-45122	22,294	0	22,294
General Merchandise Stores-452	1,514,462	27,808	1,486,654
Department Stores Excl Leased Depts-4521	754,903	23,309	731,594
Other General Merchandise Stores-4529	759,559	4,499	755,060
Miscellaneous Store Retailers-453	257,826	165,302	92,524
Florists-4531	22,457	31,915	(9,458)
Office Supplies, Stationery, Gift Stores-4532	117,797	30,768	87,029
Office Supplies and Stationery Stores-45321	67,191	0	67,191
Gift, Novelty and Souvenir Stores-45322	50,606	30,768	19,838
Used Merchandise Stores-4533	25,746	5,119	20,627
Other Miscellaneous Store Retailers-4539	91,827	97,500	(5,673)
Non-Store Retailers-454	746,111	5,858	740,253
Foodservice and Drinking Places-722	1,183,584	1,740,483	(556,899)
Full-Service Restaurants-7221	532,536	1,492,804	(960,268)



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Limited-Service Eating Places-7222	492,810	243,599	249,211
Special Foodservices-7223	99,370	4,079	95,291
Drinking Places -Alcoholic Beverages-7224	58,868	0	58,868
GAFO *	2,938,408	689,154	2,249,254
General Merchandise Stores-452	1,514,462	27,808	1,486,654
Clothing and Clothing Accessories Stores-448	540,275	243,963	296,312
Furniture and Home Furnishings Stores-442	260,089	4,110	255,979
Electronics and Appliance Stores-443	282,316	79,426	202,890
Sporting Goods, Hobby, Book, Music Stores-451	223,469	303,079	(79,610)
Office Supplies, Stationery, Gift Stores-4532	117,797	30,768	87,029

* 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. Additional data sources are incorporated to create both supply and demand estimates.

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.

