

RMP Opportunity Gap - Retail Stores

Polygon 1: SEVEN CORNERS, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	72,198,100	313,042,121	(240,844,021)
Motor Vehicle and Parts Dealers-441	9,561,839	562,673	8,999,166
Automotive Dealers-4411	8,203,607	544,546	7,659,061
Other Motor Vehicle Dealers-4412	443,897	0	443,897
Automotive Parts/Accsrs, Tire Stores-4413	914,335	18,127	896,208
Furniture and Home Furnishings Stores-442	1,328,212	3,461,752	(2,133,540)
Furniture Stores-4421	776,545	2,576,849	(1,800,304)
Home Furnishing Stores-4422	551,667	884,903	(333,236)
Electronics and Appliance Stores-443	1,809,249	2,233,992	(424,743)
Appliances, TVs, Electronics Stores-44311	1,346,307	737,236	609,071
Household Appliances Stores-443111	249,776	198,367	51,409
Radio, Television, Electronics Stores-443112	1,096,530	538,869	557,661
Computer and Software Stores-44312	395,686	0	395,686
Camera and Photographic Equipment Stores-44313	67,256	1,496,756	(1,429,500)
Building Material, Garden Equip Stores -444	4,609,160	122,705,144	(118,095,984)
Building Material and Supply Dealers-4441	4,183,196	122,701,800	(118,518,604)
Home Centers-44411	1,796,118	122,183,478	(120,387,360)
Paint and Wallpaper Stores-44412	76,045	511,680	(435,635)
Hardware Stores-44413	365,024	0	365,024
Other Building Materials Dealers-44419	1,946,009	6,641	1,939,368
Building Materials, Lumberyards-444191	764,687	2,598	762,089
Lawn, Garden Equipment, Supplies Stores-4442	425,964	3,345	422,619
Outdoor Power Equipment Stores-44421	61,774	0	61,774
Nursery and Garden Centers-44422	364,189	3,345	360,844
Food and Beverage Stores-445	10,937,691	74,016,794	(63,079,103)
Grocery Stores-4451	10,002,619	71,318,263	(61,315,644)
Supermarkets, Grocery (Ex Conv) Stores-44511	9,517,904	69,012,475	(59,494,571)
Convenience Stores-44512	484,715	2,305,787	(1,821,072)
Specialty Food Stores-4452	302,794	475,725	(172,931)
Beer, Wine and Liquor Stores-4453	632,277	2,222,806	(1,590,529)
Health and Personal Care Stores-446	4,404,268	18,489,182	(14,084,914)
Pharmancies and Drug Stores-44611	3,804,891	18,026,271	(14,221,380)
Cosmetics, Beauty Supplies, Perfume Stores-44612	159,625	236,995	(77,370)
Optical Goods Stores-44613	154,769	221,027	(66,258)
Other Health and Personal Care Stores-44619	284,983	4,889	280,094



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Gasoline Stations-447	8,737,070	3,121,663	5,615,407
Gasoline Stations With Conv Stores-44711	6,607,763	0	6,607,763
Other Gasoline Stations-44719	2,129,307	3,121,663	(992,356)
Clothing and Clothing Accessories Stores-448	3,879,803	8,020,427	(4,140,624)
Clothing Stores-4481	2,781,034	4,918,664	(2,137,630)
Men's Clothing Stores-44811	185,296	0	185,296
Women's Clothing Stores-44812	680,749	4,095,784	(3,415,035)
Childrens, Infants Clothing Stores-44813	168,964	0	168,964
Family Clothing Stores-44814	1,499,748	512,729	987,019
Clothing Accessories Stores-44815	64,611	0	64,611
Other Clothing Stores-44819	181,667	310,151	(128,484)
Shoe Stores-4482	596,480	2,162,346	(1,565,866)
Jewelry, Luggage, Leather Goods Stores-4483	502,288	939,418	(437,130)
Jewelry Stores-44831	464,280	939,418	(475,138)
Luggage and Leather Goods Stores-44832	38,008	0	38,008
Sporting Goods, Hobby, Book, Music Stores-451	1,398,156	30,195,076	(28,796,920)
Sportng Goods, Hobby, Musical Inst Stores-4511	935,998	24,598,899	(23,662,901)
Sporting Goods Stores-45111	433,450	451,274	(17,824)
Hobby, Toys and Games Stores-45112	318,522	7,717,170	(7,398,648)
Sew/Needlework/Piece Goods Stores-45113	67,874	11,164,497	(11,096,623)
Musical Instrument and Supplies Stores-45114	116,153	5,265,958	(5,149,805)
Book, Periodical and Music Stores-4512	462,158	5,596,177	(5,134,019)
Book Stores and News Dealers-45121	300,489	4,724,691	(4,424,202)
Book Stores-451211	284,622	4,724,691	(4,440,069)
News Dealers and Newsstands-451212	15,867	0	15,867
Prerecorded Tapes, CDs, Record Stores-45122	161,669	871,486	(709,817)
General Merchandise Stores-452	10,311,355	26,749,615	(16,438,260)
Department Stores Excl Leased Depts-4521	5,004,307	24,396,671	(19,392,364)
Other General Merchandise Stores-4529	5,307,048	2,352,944	2,954,104
Miscellaneous Store Retailers-453	1,590,032	4,455,549	(2,865,517)
Florists-4531	92,376	0	92,376
Office Supplies, Stationery, Gift Stores-4532	730,273	737,201	(6,928)
Office Supplies and Stationery Stores-45321	412,844	0	412,844
Gift, Novelty and Souvenir Stores-45322	317,430	737,201	(419,771)
Used Merchandise Stores-4533	165,084	589,647	(424,563)
Other Miscellaneous Store Retailers-4539	602,300	3,128,701	(2,526,401)
Non-Store Retailers-454	4,616,727	0	4,616,727
Foodservice and Drinking Places-722	9,014,537	19,030,253	(10,015,716)
Full-Service Restaurants-7221	4,030,442	12,391,776	(8,361,334)



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Limited-Service Eating Places-7222	3,812,796	6,100,721	(2,287,925)
Special Foodservices-7223	763,299	537,756	225,543
Drinking Places -Alcoholic Beverages-7224	408,000	0	408,000
GAFO *	19,457,049	71,398,063	(51,941,014)
General Merchandise Stores-452	10,311,355	26,749,615	(16,438,260)
Clothing and Clothing Accessories Stores-448	3,879,803	8,020,427	(4,140,624)
Furniture and Home Furnishings Stores-442	1,328,212	3,461,752	(2,133,540)
Electronics and Appliance Stores-443	1,809,249	2,233,992	(424,743)
Sporting Goods, Hobby, Book, Music Stores-451	1,398,156	30,195,076	(28,796,920)
Office Supplies, Stationery, Gift Stores-4532	730,273	737,201	(6,928)

* 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.

