

## RMP Opportunity Gap - Retail Stores 2008

### Polygon 1: LAKE ANNE 2, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	11,655,368	14,717,440	(3,062,072)
Motor Vehicle and Parts Dealers-441	2,088,317	287,789	1,800,528
Automotive Dealers-4411	1,782,824	0	1,782,824
Other Motor Vehicle Dealers-4412	146,566	0	146,566
Automotive Parts/Accsrs, Tire Stores-4413	158,926	287,789	(128,863)
Furniture and Home Furnishings Stores-442	311,922	167,223	144,699
Furniture Stores-4421	181,234	167,223	14,011
Home Furnishing Stores-4422	130,688	0	130,688
Electronics and Appliance Stores-443	301,596	1,401,143	(1,099,547)
Appliances, TVs, Electronics Stores-44311	223,034	147,213	75,821
Household Appliances Stores-443111	43,329	0	43,329
Radio, Television, Electronics Stores-443112	179,705	147,213	32,492
Computer and Software Stores-44312	66,792	1,095,194	(1,028,402)
Camera and Photographic Equipment Stores-44313	11,770	158,736	(146,966)
Building Material, Garden Equip Stores -444	965,277	0	965,277
Building Material and Supply Dealers-4441	880,908	0	880,908
Home Centers-44411	353,514	0	353,514
Paint and Wallpaper Stores-44412	20,853	0	20,853
Hardware Stores-44413	78,343	0	78,343
Other Building Materials Dealers-44419	428,198	0	428,198
Building Materials, Lumberyards-444191	150,210	0	150,210
Lawn, Garden Equipment, Supplies Stores-4442	84,369	0	84,369
Outdoor Power Equipment Stores-44421	11,415	0	11,415
Nursery and Garden Centers-44422	72,954	0	72,954
Food and Beverage Stores-445	1,349,156	6,623,266	(5,274,110)
Grocery Stores-4451	1,210,575	6,623,266	(5,412,691)
Supermarkets, Grocery (Ex Conv) Stores-44511	1,151,278	6,291,938	(5,140,660)
Convenience Stores-44512	59,297	331,328	(272,031)
Specialty Food Stores-4452	38,386	0	38,386
Beer, Wine and Liquor Stores-4453	100,195	0	100,195
Health and Personal Care Stores-446	631,321	868,901	(237,580)
Pharmancies and Drug Stores-44611	548,848	825,097	(276,249)
Cosmetics, Beauty Supplies, Perfume Stores-44612	21,987	0	21,987
Optical Goods Stores-44613	21,910	43,803	(21,893)
Other Health and Personal Care Stores-44619	38,576	0	38,576



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	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	1,238,543	324,187	914,356
Gasoline Stations With Conv Stores-44711	927,680	0	927,680
Other Gasoline Stations-44719	310,862	324,187	(13,325)
Clothing and Clothing Accessories Stores-448	628,809	590,842	37,967
Clothing Stores-4481	436,069	318,965	117,104
Men's Clothing Stores-44811	29,705	0	29,705
Women's Clothing Stores-44812	110,673	259,043	(148,370)
Childrens, Infants Clothing Stores-44813	20,390	59,922	(39,532)
Family Clothing Stores-44814	235,632	0	235,632
Clothing Accessories Stores-44815	11,597	0	11,597
Other Clothing Stores-44819	28,071	0	28,071
Shoe Stores-4482	74,746	24,019	50,727
Jewelry, Luggage, Leather Goods Stores-4483	117,994	247,858	(129,864)
Jewelry Stores-44831	109,902	247,858	(137,956)
Luggage and Leather Goods Stores-44832	8,092	0	8,092
Sporting Goods, Hobby, Book, Music Stores-451	242,498	2,870,218	(2,627,720)
Sportng Goods, Hobby, Musical Inst Stores-4511	163,454	2,457,995	(2,294,541)
Sporting Goods Stores-45111	86,985	1,139,296	(1,052,311)
Hobby, Toys and Games Stores-45112	49,519	1,318,699	(1,269,180)
Sew/Needlework/Piece Goods Stores-45113	11,425	0	11,425
Musical Instrument and Supplies Stores-45114	15,525	0	15,525
Book, Periodical and Music Stores-4512	79,044	412,223	(333,179)
Book Stores and News Dealers-45121	57,680	412,223	(354,543)
Book Stores-451211	55,276	412,223	(356,947)
News Dealers and Newsstands-451212	2,404	0	2,404
Prerecorded Tapes, CDs, Record Stores-45122	21,364	0	21,364
General Merchandise Stores-452	1,443,730	545,138	898,592
Department Stores Excl Leased Depts-4521	714,478	0	714,478
Other General Merchandise Stores-4529	729,252	545,138	184,114
Warehouse Clubs and Super Stores-45291	619,665	231,210	388,455
All Other General Merchandise Stores-45299	109,587	313,928	(204,341)
Miscellaneous Store Retailers-453	317,620	243,456	74,164
Florists-4531	21,539	57,511	(35,972)
Office Supplies, Stationery, Gift Stores-4532	133,035	148,902	(15,867)
Office Supplies and Stationery Stores-45321	75,827	148,902	(73,075)
Gift, Novelty and Souvenir Stores-45322	57,208	0	57,208
Used Merchandise Stores-4533	28,435	0	28,435
Other Miscellaneous Store Retailers-4539	134,610	37,044	97,566



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	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	779,302	431,145	348,157
Electronic Shopping, Mail-Order Houses-4541	593,902	0	593,902
Vending Machine Operators-4542	28,428	0	28,428
Direct Selling Establishments-4543	156,972	431,145	(274,173)
Foodservice and Drinking Places-722	1,357,276	364,131	993,145
Full-Service Restaurants-7221	627,945	103,829	524,116
Limited-Service Eating Places-7222	547,155	260,302	286,853
Special Foodservices-7223	111,827	0	111,827
Drinking Places -Alcoholic Beverages-7224	70,350	0	70,350
GAFO *	3,061,591	5,723,466	(2,661,875)
General Merchandise Stores-452	1,443,730	545,138	898,592
Clothing and Clothing Accessories Stores-448	628,809	590,842	37,967
Furniture and Home Furnishings Stores-442	311,922	167,223	144,699
Electronics and Appliance Stores-443	301,596	1,401,143	(1,099,547)
Sporting Goods, Hobby, Book, Music Stores-451	242,498	2,870,218	(2,627,720)
Office Supplies, Stationery, Gift Stores-4532	133,035	148,902	(15,867)

\* 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.

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.

