

RMP Opportunity Gap - Retail Stores

Lake Anne 2011

Polygon 1: LAKE ANNE 2, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	7,396,567	5,933,546	1,463,021
Motor Vehicle and Parts Dealers-441	1,198,011	104,229	1,093,782
Automotive Dealers-4411	1,084,531	0	1,084,531
Other Motor Vehicle Dealers-4412	14,699	0	14,699
Automotive Parts/Accsrs, Tire Stores-4413	98,781	104,229	(5,448)
Furniture and Home Furnishings Stores-442	165,290	173,441	(8,151)
Furniture Stores-4421	92,732	66,415	26,317
Home Furnishing Stores-4422	72,558	107,026	(34,468)
Electronics and Appliance Stores-443	182,688	578,423	(395,735)
Appliances, TVs, Electronics Stores-44311	134,335	370,949	(236,614)
Household Appliances Stores-443111	29,000	0	29,000
Radio, Television, Electronics Stores-443112	105,334	370,949	(265,615)
Computer and Software Stores-44312	40,248	207,474	(167,226)
Camera and Photographic Equipment Stores-44313	8,106	0	8,106
Building Material, Garden Equip Stores -444	661,020	990,074	(329,054)
Building Material and Supply Dealers-4441	605,419	990,074	(384,655)
Home Centers-44411	250,675	0	250,675
Paint and Wallpaper Stores-44412	14,131	0	14,131
Hardware Stores-44413	60,735	0	60,735
Other Building Materials Dealers-44419	279,878	990,074	(710,196)
Building Materials, Lumberyards-444191	117,097	387,119	(270,022)
Lawn, Garden Equipment, Supplies Stores-4442	55,601	0	55,601
Outdoor Power Equipment Stores-44421	2,507	0	2,507
Nursery and Garden Centers-44422	53,094	0	53,094
Food and Beverage Stores-445	901,281	503,507	397,774
Grocery Stores-4451	811,938	503,507	308,431
Supermarkets, Grocery (Ex Conv) Stores-44511	772,988	273,258	499,730
Convenience Stores-44512	38,950	230,248	(191,298)
Specialty Food Stores-4452	25,184	0	25,184
Beer, Wine and Liquor Stores-4453	64,160	0	64,160
Health and Personal Care Stores-446	428,217	179,249	248,968
Pharmancies and Drug Stores-44611	370,183	164,628	205,555
Cosmetics, Beauty Supplies, Perfume Stores-44612	15,511	0	15,511
Optical Goods Stores-44613	15,128	14,621	507
Other Health and Personal Care Stores-44619	27,394	0	27,394



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Gasoline Stations-447	693,068	440,646	252,422
Gasoline Stations With Conv Stores-44711	510,665	0	510,665
Other Gasoline Stations-44719	182,403	440,646	(258,243)
Clothing and Clothing Accessories Stores-448	377,093	357,856	19,237
Clothing Stores-4481	259,398	179,083	80,315
Men's Clothing Stores-44811	17,633	0	17,633
Women's Clothing Stores-44812	65,265	0	65,265
Childrens, Infants Clothing Stores-44813	13,358	0	13,358
Family Clothing Stores-44814	139,293	179,083	(39,790)
Clothing Accessories Stores-44815	6,523	0	6,523
Other Clothing Stores-44819	17,327	0	17,327
Shoe Stores-4482	49,438	36,586	12,852
Jewelry, Luggage, Leather Goods Stores-4483	68,257	142,186	(73,929)
Jewelry Stores-44831	63,959	142,186	(78,227)
Luggage and Leather Goods Stores-44832	4,297	0	4,297
Sporting Goods, Hobby, Book, Music Stores-451	159,171	925,817	(766,646)
Sportng Goods, Hobby, Musical Inst Stores-4511	107,116	807,465	(700,349)
Sporting Goods Stores-45111	52,344	356,945	(304,601)
Hobby, Toys and Games Stores-45112	34,517	423,033	(388,516)
Sew/Needlework/Piece Goods Stores-45113	8,263	0	8,263
Musical Instrument and Supplies Stores-45114	11,992	27,487	(15,495)
Book, Periodical and Music Stores-4512	52,055	118,352	(66,297)
Book Stores and News Dealers-45121	34,953	118,352	(83,399)
Book Stores-451211	33,417	118,352	(84,935)
News Dealers and Newsstands-451212	1,536	0	1,536
Prerecorded Tapes, CDs, Record Stores-45122	17,102	0	17,102
General Merchandise Stores-452	970,515	831,459	139,056
Department Stores Excl Leased Depts-4521	490,264	0	490,264
Other General Merchandise Stores-4529	480,251	831,459	(351,208)
Miscellaneous Store Retailers-453	190,235	128,623	61,612
Florists-4531	14,199	0	14,199
Office Supplies, Stationery, Gift Stores-4532	83,723	112,762	(29,039)
Office Supplies and Stationery Stores-45321	48,657	112,762	(64,105)
Gift, Novelty and Souvenir Stores-45322	35,066	0	35,066
Used Merchandise Stores-4533	17,971	0	17,971
Other Miscellaneous Store Retailers-4539	74,342	15,862	58,480
Non-Store Retailers-454	583,053	0	583,053
Foodservice and Drinking Places-722	886,925	720,222	166,703
Full-Service Restaurants-7221	405,607	340,699	64,908



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Limited-Service Eating Places-7222	371,090	379,523	(8,433)
Special Foodservices-7223	72,563	0	72,563
Drinking Places -Alcoholic Beverages-7224	37,664	0	37,664
GAFO *	1,938,480	2,979,757	(1,041,277)
General Merchandise Stores-452	970,515	831,459	139,056
Clothing and Clothing Accessories Stores-448	377,093	357,856	19,237
Furniture and Home Furnishings Stores-442	165,290	173,441	(8,151)
Electronics and Appliance Stores-443	182,688	578,423	(395,735)
Sporting Goods, Hobby, Book, Music Stores-451	159,171	925,817	(766,646)
Office Supplies, Stationery, Gift Stores-4532	83,723	112,762	(29,039)

* 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.

RMP Opportunity Gap - Retail Stores

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Appendix: Area Listing

Area Name: LAKE ANNE 2

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.969002 / -77.340314

Polygon Points:

38.972388 -77.338240	38.971287 -77.336464	38.970751 -77.337019	38.970059 -77.337430
38.970047 -77.337459	38.970035 -77.337489	38.970022 -77.337518	38.970009 -77.337548
38.969996 -77.337577	38.969982 -77.337605	38.969969 -77.337634	38.969954 -77.337662
38.969940 -77.337690	38.969925 -77.337718	38.969910 -77.337746	38.969895 -77.337773
38.969880 -77.337800	38.969864 -77.337827	38.969848 -77.337853	38.969831 -77.337880
38.969815 -77.337905	38.969796 -77.337931	38.969779 -77.337957	38.969761 -77.337983
38.969744 -77.338010	38.969727 -77.338037	38.969711 -77.338064	38.969694 -77.338092
38.969679 -77.338120	38.969663 -77.338149	38.969648 -77.338177	38.969634 -77.338207
38.969620 -77.338236	38.969606 -77.338266	38.969593 -77.338296	38.969580 -77.338326
38.969567 -77.338357	38.969555 -77.338388	38.969544 -77.338419	38.969532 -77.338451
38.969522 -77.338482	38.969511 -77.338514	38.969501 -77.338546	38.969492 -77.338579
38.969483 -77.338611	38.969474 -77.338644	38.969466 -77.338677	38.969459 -77.338709
38.969451 -77.338742	38.969445 -77.338775	38.969439 -77.338807	38.969433 -77.338840
38.969427 -77.338873	38.969423 -77.338906	38.969418 -77.338940	38.969414 -77.338973
38.969411 -77.339006	38.969407 -77.339040	38.969405 -77.339073	38.969402 -77.339107
38.969401 -77.339142	38.969400 -77.339177	38.969400 -77.339212	38.969402 -77.339247
38.969405 -77.339282	38.969409 -77.339317	38.969414 -77.339351	38.969420 -77.339386
38.969427 -77.339419	38.969435 -77.339453	38.969445 -77.339485	38.969455 -77.339517
38.969466 -77.339549	38.969479 -77.339580	38.969492 -77.339610	38.969506 -77.339639
38.969521 -77.339668	38.969537 -77.339696	38.969554 -77.339723	38.969572 -77.339749
38.969591 -77.339774	38.969610 -77.339798	38.969631 -77.339821	38.969652 -77.339843
38.969671 -77.339862	38.969691 -77.339880	38.969711 -77.339896	38.969732 -77.339912
38.969754 -77.339927	38.969775 -77.339941	38.969791 -77.339950	38.969807 -77.339959
38.969916 -77.340017	38.969982 -77.340051	38.970001 -77.340061	38.970021 -77.340071
38.970042 -77.340083	38.970062 -77.340095	38.970081 -77.340108	38.970032 -77.340156
38.969927 -77.340257	38.969923 -77.340255	38.969918 -77.340252	38.969895 -77.340239
38.969857 -77.340217	38.969846 -77.340210	38.969835 -77.340203	38.969822 -77.340196
38.969816 -77.340192	38.969808 -77.340188	38.969790 -77.340177	38.969766 -77.340163
38.969720 -77.340135	38.969701 -77.340124	38.969682 -77.340112	38.969663 -77.340099
38.969644 -77.340086	38.969623 -77.340069	38.969602 -77.340052	38.969581 -77.340034
38.969561 -77.340016	38.969541 -77.339996	38.969521 -77.339976	38.969502 -77.339956
38.969483 -77.339934	38.969465 -77.339912	38.969448 -77.339891	38.969447 -77.339890
38.969429 -77.339865	38.969411 -77.339839	38.969394 -77.339813	38.969377 -77.339786



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Appendix: Area Listing

Area Name: LAKE ANNE 2

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.969002 / -77.340314

Polygon Points:

38.969361 -77.339759	38.969346 -77.339731	38.969331 -77.339702	38.969317 -77.339673
38.969304 -77.339643	38.969291 -77.339613	38.969279 -77.339582	38.969268 -77.339551
38.969258 -77.339520	38.969166 -77.339259	38.969163 -77.339249	38.969146 -77.339201
38.969127 -77.339148	38.969113 -77.339109	38.969085 -77.339027	38.969074 -77.338997
38.969061 -77.338967	38.969048 -77.338937	38.969034 -77.338909	38.969019 -77.338881
38.969004 -77.338853	38.968987 -77.338827	38.968970 -77.338802	38.968952 -77.338777
38.968933 -77.338753	38.968913 -77.338731	38.968893 -77.338709	38.968872 -77.338688
38.968850 -77.338669	38.968828 -77.338651	38.968813 -77.338639	38.968357 -77.338307
38.967722 -77.339699	38.967583 -77.339663	38.967585 -77.339650	38.967586 -77.339638
38.967586 -77.339625	38.967586 -77.339613	38.967584 -77.339600	38.967582 -77.339590
38.967579 -77.339576	38.967576 -77.339564	38.967571 -77.339553	38.967566 -77.339543
38.967560 -77.339532	38.967553 -77.339523	38.967546 -77.339514	38.967539 -77.339507
38.967531 -77.339500	38.967522 -77.339494	38.967513 -77.339488	38.967504 -77.339484
38.967496 -77.339482	38.967485 -77.339479	38.967475 -77.339478	38.967465 -77.339478
38.967455 -77.339479	38.967445 -77.339482	38.967436 -77.339485	38.967427 -77.339489
38.967418 -77.339494	38.967409 -77.339501	38.967401 -77.339508	38.967393 -77.339516
38.967385 -77.339526	38.967378 -77.339536	38.967374 -77.339545	38.967368 -77.339558
38.967364 -77.339569	38.967361 -77.339580	38.967358 -77.339592	38.967356 -77.339605
38.967328 -77.339762	38.967197 -77.339731	38.967194 -77.339748	38.967189 -77.339779
38.967148 -77.340024	38.967130 -77.340133	38.967122 -77.340184	38.966701 -77.339631
38.966627 -77.339022	38.966498 -77.338267	38.966336 -77.337950	38.965732 -77.338037
38.965617 -77.338660	38.967496 -77.340789	38.967486 -77.340787	38.967483 -77.340800
38.967437 -77.341003	38.967477 -77.341011	38.967550 -77.341025	38.967557 -77.341053
38.967638 -77.341075	38.967635 -77.341097	38.967626 -77.341161	38.967641 -77.341165
38.967704 -77.341181	38.967740 -77.341190	38.967784 -77.341202	38.967753 -77.341409
38.967716 -77.341649	38.967672 -77.341932	38.967924 -77.341991	38.967947 -77.341998
38.967969 -77.342009	38.968007 -77.342043	38.968034 -77.342092	38.968045 -77.342135
38.968049 -77.342168	38.968060 -77.342232	38.968074 -77.342296	38.968083 -77.342327
38.968104 -77.342388	38.968121 -77.342432	38.968128 -77.342446	38.968150 -77.342505
38.968168 -77.342566	38.968175 -77.342598	38.968185 -77.342662	38.968188 -77.342694
38.968191 -77.342726	38.968191 -77.342759	38.968349 -77.342801	38.968259 -77.343363
38.968286 -77.343367	38.968313 -77.343370	38.968340 -77.343372	38.968368 -77.343371
38.968395 -77.343370	38.968422 -77.343366	38.968449 -77.343361	38.968475 -77.343355



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Area Name: LAKE ANNE 2

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.969002 / -77.340314

Polygon Points:

38.968502 -77.343346	38.968528 -77.343337	38.968554 -77.343326	38.968579 -77.343313
38.968604 -77.343299	38.968628 -77.343283	38.968652 -77.343266	38.968675 -77.343248
38.968697 -77.343228	38.968701 -77.343224	38.968824 -77.343369	38.968825 -77.343369
38.969599 -77.344164	38.970130 -77.343028	38.970792 -77.341614	38.970795 -77.341612
38.971090 -77.341024	38.971093 -77.341023	38.972333 -77.338358	38.972346 -77.338329
38.972358 -77.338300	38.972371 -77.338271	38.972384 -77.338241	38.972382 -77.338240
38.972388 -77.338240	38.972371 -77.338271	38.972384 -77.338241	38.972382 -77.338240

Project Information:

Site: 1

Order Number: 970584356



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Project Code: 2011 Lake Anne

Prepared For: OCRR

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