

# RMP Opportunity Gap - Merchandise Lines

McLean CRD 2011

## Polygon 1: MCLEAN, Total

Merchandise Lines	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	46,647,138	92,462,806	(45,815,668)
Groceries and Other Foods	6,509,754	17,439,616	(10,929,862)
Meals and Snacks	4,148,185	13,887,821	(9,739,636)
Alcoholic Drinks	234,440	560,174	(325,734)
Packaged Liquor/Wine/Beer	1,264,430	3,092,195	(1,827,765)
Cigars, Cigarettes, Tobacco, Accessories	584,336	1,636,148	(1,051,812)
Drugs, Health Aids and Beauty Aids	4,847,693	7,326,223	(2,478,530)
Soaps, Detergents and Household Cleaners	93,265	118,517	(25,252)
Paper and Related Products	379,894	554,784	(174,890)
Men's Wear	1,269,259	1,171,675	97,584
Women's, Juniors' and Misses' Wear	1,904,695	4,599,743	(2,695,048)
Children's Wear	730,083	1,799,307	(1,069,224)
Footwear	634,647	1,014,798	(380,151)
Sewing, Knitting and Needlework Goods	105,022	74,408	30,614
Curtains, Draperies, Blinds, Slipcovers Etc	711,276	1,495,023	(783,747)
Major Household Appliances	314,109	256,777	57,332
Small Electric Appliances	79,262	165,669	(86,407)
Televisions, Video Recorders, Video Cameras	354,200	873,366	(519,166)
Audio Equipment, Musical Instruments	588,683	1,313,177	(724,494)
Furniture and Sleep Equipment	1,289,721	691,087	598,634
Flooring and Floor Coverings	259,766	428,241	(168,475)
Computer Hardware, Software and Supplies	944,780	1,933,575	(988,795)
Kitchenware and Home Furnishings	1,090,112	2,129,247	(1,039,135)
Jewelry	1,191,192	4,022,108	(2,830,916)
Books	694,951	1,656,948	(961,997)
Photographic Equipment and Supplies	125,009	66,421	58,588
Toys, Hobby Goods and Games	673,872	1,135,134	(461,262)
Optical Goods	186,429	499,966	(313,537)
Sporting Goods	654,100	616,565	37,535
Hardware, Tools, Plumbing, Electrical	279,443	608,772	(329,329)
Lumber and Building Materials	192,994	392,430	(199,436)
Lawn, Garden, and Farm Equipment & Supplies	634,186	751,938	(117,752)
Paint and Sundries	97,691	579,322	(481,631)
Cars, Trucks, Other Powered Transportation	7,193,089	8,558,311	(1,365,222)
RVs, Campers, Camping & Travel Trailers	321,393	212,765	108,628
Automotive Fuels	2,805,874	3,932,451	(1,126,577)
Automotive Lubricants	36,884	141,218	(104,334)
Pets, Pet Foods and Pet Supplies	391,629	595,759	(204,130)
All Other Merchandise	2,830,789	6,131,128	(3,300,339)



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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.

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The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

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## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.926280 -77.186954	38.926342 -77.186952	38.926969 -77.186932	38.926969 -77.186920
38.926969 -77.186916	38.926968 -77.186904	38.927664 -77.186885	38.927664 -77.186907
38.927664 -77.186907	38.927781 -77.186903	38.928303 -77.186888	38.928415 -77.186884
38.928487 -77.186882	38.928644 -77.186877	38.929005 -77.186866	38.929091 -77.186864
38.929150 -77.186862	38.929155 -77.186862	38.929235 -77.186859	38.929369 -77.186848
38.929367 -77.186830	38.929374 -77.186830	38.929380 -77.186829	38.929386 -77.186827
38.929393 -77.186824	38.929399 -77.186821	38.929404 -77.186817	38.929410 -77.186812
38.929415 -77.186807	38.929419 -77.186801	38.929424 -77.186795	38.929428 -77.186788
38.929431 -77.186781	38.929434 -77.186774	38.929435 -77.186555	38.929436 -77.186307
38.929436 -77.186238	38.929436 -77.186231	38.929444 -77.185987	38.929444 -77.185987
38.929444 -77.185978	38.929446 -77.185906	38.929446 -77.185896	38.929451 -77.185612
38.929451 -77.185611	38.929451 -77.185610	38.929641 -77.185704	38.929641 -77.185704
38.929642 -77.185703	38.929682 -77.185722	38.929988 -77.185871	38.930197 -77.185974
38.930203 -77.185977	38.930226 -77.185988	38.930230 -77.185990	38.930312 -77.185712
38.930310 -77.185515	38.930401 -77.185205	38.930448 -77.185046	38.930521 -77.184796
38.930568 -77.184636	38.930608 -77.184498	38.930643 -77.184378	38.930668 -77.184281
38.930704 -77.184141	38.930731 -77.184041	38.930739 -77.184016	38.931021 -77.183056
38.931062 -77.182919	38.931201 -77.182451	38.931338 -77.181976	38.931373 -77.181856
38.931381 -77.181832	38.931550 -77.181916	38.931897 -77.182084	38.932118 -77.182196
38.932217 -77.182246	38.932335 -77.182306	38.932340 -77.182309	38.932404 -77.182352
38.932487 -77.182408	38.932625 -77.182476	38.932633 -77.182480	38.932806 -77.182565
38.933000 -77.182659	38.933012 -77.182665	38.933192 -77.182751	38.933385 -77.182843
38.933504 -77.182899	38.933645 -77.182968	38.933827 -77.183057	38.933963 -77.183123
38.934086 -77.183183	38.934285 -77.183279	38.934485 -77.183377	38.934597 -77.183432
38.934643 -77.183454	38.934672 -77.183467	38.934994 -77.183620	38.935137 -77.183688
38.935313 -77.183775	38.935363 -77.183799	38.935388 -77.183780	38.935394 -77.183776
38.935445 -77.183860	38.935445 -77.183860	38.935288 -77.183975	38.935391 -77.184200
38.935494 -77.184427	38.935599 -77.184656	38.935650 -77.184768	38.935703 -77.184882
38.935806 -77.185105	38.935891 -77.185288	38.935909 -77.185327	38.936015 -77.185566
38.936115 -77.185792	38.936124 -77.185812	38.936219 -77.186015	38.936300 -77.186188
38.936517 -77.186140	38.936625 -77.185860	38.936663 -77.185781	38.936818 -77.185384
38.936826 -77.185371	38.936842 -77.185340	38.936868 -77.185292	38.937049 -77.184904
38.937105 -77.184786	38.937111 -77.184775	38.937295 -77.184315	38.937491 -77.183832



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## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.937626 -77.183602	38.937634 -77.183592	38.937642 -77.183582	38.937658 -77.183556
38.937673 -77.183530	38.937688 -77.183503	38.937702 -77.183476	38.937717 -77.183449
38.937730 -77.183422	38.937744 -77.183394	38.937757 -77.183366	38.937770 -77.183338
38.937782 -77.183309	38.937794 -77.183280	38.937803 -77.183258	38.937821 -77.183218
38.937951 -77.182915	38.937954 -77.182907	38.938025 -77.182739	38.938072 -77.182630
38.938223 -77.182272	38.938250 -77.182215	38.938305 -77.182100	38.938378 -77.181946
38.938487 -77.181718	38.938504 -77.181680	38.938533 -77.181619	38.938628 -77.181419
38.939576 -77.179411	38.939685 -77.179179	38.939857 -77.178724	38.939930 -77.178481
38.939993 -77.178268	38.940012 -77.178201	38.940102 -77.177882	38.940224 -77.177180
38.940276 -77.176914	38.940303 -77.176772	38.940383 -77.176005	38.940397 -77.175869
38.940415 -77.175731	38.940457 -77.175394	38.940473 -77.175269	38.940479 -77.175228
38.940537 -77.174813	38.940551 -77.174734	38.940651 -77.174144	38.940749 -77.173679
38.940732 -77.173626	38.940493 -77.173544	38.940135 -77.173948	38.940033 -77.173984
38.940033 -77.173984	38.939949 -77.174015	38.939674 -77.174114	38.939412 -77.174209
38.939148 -77.174304	38.938881 -77.174401	38.938616 -77.174497	38.938352 -77.174592
38.938224 -77.174638	38.937930 -77.174742	38.937793 -77.174790	38.937678 -77.174831
38.937526 -77.174151	38.937317 -77.174226	38.937259 -77.174247	38.936991 -77.174342
38.936962 -77.174353	38.936728 -77.174435	38.936500 -77.174514	38.936174 -77.174635
38.936167 -77.174637	38.936160 -77.174640	38.936154 -77.174644	38.936148 -77.174648
38.936142 -77.174653	38.936137 -77.174658	38.936132 -77.174665	38.936127 -77.174671
38.936123 -77.174678	38.936122 -77.174680	38.935958 -77.174727	38.935891 -77.174424
38.935802 -77.173999	38.935743 -77.173732	38.935740 -77.173718	38.935736 -77.173703
38.935732 -77.173689	38.935726 -77.173676	38.935720 -77.173663	38.935713 -77.173651
38.935705 -77.173639	38.935696 -77.173629	38.935687 -77.173619	38.935677 -77.173611
38.935666 -77.173603	38.935656 -77.173597	38.935644 -77.173592	38.935404 -77.173512
38.935058 -77.173392	38.934649 -77.173253	38.934261 -77.173113	38.934112 -77.173061
38.934093 -77.173057	38.934074 -77.173050	38.933578 -77.173574	38.933468 -77.173404
38.933372 -77.173256	38.933143 -77.172903	38.933245 -77.172797	38.932915 -77.172279
38.932702 -77.171945	38.932594 -77.171775	38.932492 -77.171615	38.932276 -77.171276
38.932060 -77.170938	38.931819 -77.170559	38.931761 -77.170620	38.931724 -77.170658
38.931708 -77.170675	38.931619 -77.170536	38.931449 -77.170271	38.931243 -77.169951
38.931192 -77.169871	38.931085 -77.169705	38.930929 -77.169461	38.930667 -77.169080
38.930618 -77.169010	38.930299 -77.168476	38.930272 -77.168430	38.930123 -77.168549



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Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.930116 -77.168555	38.929888 -77.168736	38.929625 -77.168945	38.929609 -77.168958
38.929626 -77.168999	38.929680 -77.169126	38.929731 -77.169249	38.929739 -77.169268
38.929747 -77.169287	38.929809 -77.169435	38.929910 -77.169674	38.930271 -77.170536
38.930667 -77.171493	38.930750 -77.171676	38.930796 -77.171793	38.930808 -77.171824
38.930819 -77.171855	38.930831 -77.171886	38.930843 -77.171917	38.930855 -77.171947
38.930868 -77.171978	38.930880 -77.172009	38.930892 -77.172039	38.930904 -77.172070
38.930917 -77.172100	38.930929 -77.172131	38.930942 -77.172161	38.930954 -77.172192
38.930967 -77.172222	38.930980 -77.172252	38.930993 -77.172283	38.931005 -77.172312
38.931017 -77.172341	38.931030 -77.172371	38.931042 -77.172400	38.931055 -77.172429
38.931067 -77.172458	38.931080 -77.172487	38.931092 -77.172516	38.931105 -77.172546
38.931118 -77.172575	38.931131 -77.172604	38.931143 -77.172633	38.931093 -77.172668
38.930884 -77.172826	38.930861 -77.172840	38.930837 -77.172855	38.930814 -77.172871
38.930792 -77.172887	38.930770 -77.172905	38.930748 -77.172924	38.930727 -77.172943
38.930707 -77.172964	38.930687 -77.172985	38.930667 -77.173007	38.930647 -77.173030
38.930629 -77.173055	38.930612 -77.173082	38.930596 -77.173110	38.930582 -77.173140
38.930570 -77.173171	38.930560 -77.173203	38.930552 -77.173236	38.930546 -77.173269
38.930541 -77.173303	38.930539 -77.173338	38.930538 -77.173372	38.930535 -77.173572
38.930536 -77.173606	38.930536 -77.173641	38.930536 -77.173675	38.930535 -77.173709
38.930533 -77.173743	38.930530 -77.173778	38.930527 -77.173812	38.930524 -77.173846
38.930519 -77.173879	38.930514 -77.173913	38.930509 -77.173947	38.930502 -77.173980
38.930496 -77.174013	38.930488 -77.174046	38.930480 -77.174079	38.930471 -77.174111
38.930462 -77.174143	38.930451 -77.174175	38.930441 -77.174206	38.930430 -77.174237
38.930416 -77.174267	38.930403 -77.174297	38.930390 -77.174328	38.930377 -77.174358
38.930364 -77.174388	38.930352 -77.174419	38.930339 -77.174449	38.930327 -77.174480
38.930224 -77.174661	38.930189 -77.174608	38.930120 -77.174749	38.929985 -77.174948
38.929929 -77.175030	38.929924 -77.175037	38.929907 -77.175062	38.929898 -77.175076
38.929873 -77.175112	38.929941 -77.175098	38.929952 -77.175096	38.930333 -77.175291
38.930362 -77.175306	38.930390 -77.175320	38.930667 -77.175455	38.930931 -77.175593
38.931074 -77.175667	38.931032 -77.175795	38.930904 -77.176198	38.930775 -77.176608
38.930722 -77.176772	38.930667 -77.176944	38.930639 -77.177030	38.930614 -77.177110
38.930511 -77.177435	38.930667 -77.177513	38.930765 -77.177563	38.930767 -77.177564
38.930758 -77.177593	38.930723 -77.177714	38.930667 -77.177903	38.930633 -77.178026
38.930629 -77.178040	38.930629 -77.178040	38.930581 -77.178212	38.930468 -77.178596



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## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

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38.930464 -77.178613	38.930415 -77.178774	38.930300 -77.179199	38.930188 -77.179608
38.930342 -77.179683	38.930294 -77.179844	38.930185 -77.180257	38.929932 -77.180141
38.929774 -77.180069	38.929670 -77.180021	38.929416 -77.179904	38.929293 -77.180338
38.929239 -77.180495	38.929137 -77.180855	38.929129 -77.180883	38.929063 -77.181116
38.928978 -77.181415	38.928901 -77.181687	38.928854 -77.181851	38.929279 -77.181989
38.929450 -77.182044	38.929209 -77.182732	38.929196 -77.182769	38.928952 -77.183463
38.928931 -77.183525	38.928783 -77.183945	38.928782 -77.183948	38.928703 -77.184165
38.928696 -77.184161	38.928129 -77.183821	38.927377 -77.183370	38.927239 -77.183287
38.927126 -77.183220	38.926972 -77.183909	38.926970 -77.183916	38.926954 -77.183988
38.927140 -77.184613	38.926280 -77.186954	38.926970 -77.183916	38.926954 -77.183988

### Project Information:

Site: 1

Order Number: 970586322



Prepared On: Tues Nov 08, 2011 Page 6 Of 6

Project Code: McLean CRD 2011

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Prepared By:

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