

## RMP Opportunity Gap - Merchandise Lines

### Polygon 1: MERRIFIELD, Total

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	96,185,847	291,063,655	(194,877,808)
Groceries and Other Foods	15,265,957	17,682,482	(2,416,525)
Meals and Snacks	9,866,794	27,370,624	(17,503,830)
Alcoholic Drinks	522,030	1,618,549	(1,096,519)
Packaged Liquor/Wine/Beer	2,720,032	3,992,714	(1,272,682)
Cigars, Cigarettes, Tobacco, Accessories	1,908,468	2,985,843	(1,077,375)
Drugs, Health Aids and Beauty Aids	8,737,829	10,061,423	(1,323,594)
Soaps, Detergents and Household Cleaners	223,777	3,271,276	(3,047,499)
Paper and Related Products	832,229	520,365	311,864
Men's Wear	2,796,308	4,761,579	(1,965,271)
Women's, Juniors' and Misses' Wear	4,332,780	2,711,786	1,620,994
Children's Wear	1,691,198	197,049	1,494,149
Footwear	1,571,091	1,347,043	224,048
Sewing, Knitting and Needlework Goods	211,435	469,726	(258,291)
Curtains, Draperies, Blinds, Slipcovers Etc	1,309,621	14,382,719	(13,073,098)
Major Household Appliances	552,505	9,380,857	(8,828,352)
Small Electric Appliances	170,744	1,681,083	(1,510,339)
Televisions, Video Recorders, Video Cameras	878,231	2,337,481	(1,459,250)
Audio Equipment, Musical Instruments	1,237,890	2,752,786	(1,514,896)
Furniture and Sleep Equipment	2,340,144	21,253,896	(18,913,752)
Flooring and Floor Coverings	352,814	3,515,232	(3,162,418)
Computer Hardware, Software and Supplies	1,975,495	7,199,443	(5,223,948)
Kitchenware and Home Furnishings	2,015,077	19,147,446	(17,132,369)
Jewelry	1,913,723	3,196,689	(1,282,966)
Books	1,371,994	421,454	950,540
Photographic Equipment and Supplies	266,103	64,291	201,812
Toys, Hobby Goods and Games	1,571,073	1,579,779	(8,706)
Optical Goods	355,876	2,568,829	(2,212,953)
Sporting Goods	1,301,148	3,198,345	(1,897,197)
Hardware, Tools, Plumbing, Electrical	449,388	3,868,145	(3,418,757)
Lumber and Building Materials	317,189	2,405,887	(2,088,698)
Lawn, Garden, and Farm Equipment & Supplies	976,155	23,341,742	(22,365,587)
Paint and Sundries	110,807	2,129,796	(2,018,989)
Cars, Trucks, Other Powered Transportation	13,188,121	26,762,915	(13,574,794)
RVs, Campers, Camping & Travel Trailers	56,530	665,806	(609,276)
Automotive Fuels	6,092,808	18,085,846	(11,993,038)
Automotive Lubricants	97,613	684,205	(586,592)
Pets, Pet Foods and Pet Supplies	760,025	10,599,489	(9,839,464)
All Other Merchandise	5,844,846	32,849,036	(27,004,190)

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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.

