

## RMP Opportunity Gap - Retail Stores

### Polygon 1: MERRIFIELD, Total

|                                                    | 2010 Demand<br>(Consumer Expenditures) | 2010 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|----------------------------------------------------|----------------------------------------|-------------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 96,185,847                             | 291,063,655                   | (194,877,808)              |
| Motor Vehicle and Parts Dealers-441                | 14,758,067                             | 30,150,439                    | (15,392,372)               |
| Automotive Dealers-4411                            | 13,054,780                             | 27,173,220                    | (14,118,440)               |
| Other Motor Vehicle Dealers-4412                   | 241,431                                | 47,408                        | 194,023                    |
| Automotive Parts/Accsrs, Tire Stores-4413          | 1,461,856                              | 2,929,811                     | (1,467,955)                |
| Furniture and Home Furnishings Stores-442          | 2,309,122                              | 16,574,975                    | (14,265,853)               |
| Furniture Stores-4421                              | 1,311,358                              | 9,595,877                     | (8,284,519)                |
| Home Furnishing Stores-4422                        | 997,764                                | 6,979,098                     | (5,981,334)                |
| Electronics and Appliance Stores-443               | 2,576,327                              | 9,030,288                     | (6,453,961)                |
| Appliances, TVs, Electronics Stores-44311          | 1,945,141                              | 6,885,032                     | (4,939,891)                |
| Household Appliances Stores-443111                 | 393,493                                | 3,735,108                     | (3,341,615)                |
| Radio, Television, Electronics Stores-443112       | 1,551,648                              | 3,149,924                     | (1,598,276)                |
| Computer and Software Stores-44312                 | 520,920                                | 2,145,256                     | (1,624,336)                |
| Camera and Photographic Equipment Stores-44313     | 110,267                                | 0                             | 110,267                    |
| Building Material, Garden Equip Stores -444        | 9,289,050                              | 145,255,932                   | (135,966,882)              |
| Building Material and Supply Dealers-4441          | 8,580,354                              | 112,917,190                   | (104,336,836)              |
| Home Centers-44411                                 | 3,819,189                              | 95,326,467                    | (91,507,278)               |
| Paint and Wallpaper Stores-44412                   | 176,646                                | 1,198,851                     | (1,022,205)                |
| Hardware Stores-44413                              | 839,800                                | 0                             | 839,800                    |
| Other Building Materials Dealers-44419             | 3,744,719                              | 16,391,872                    | (12,647,153)               |
| Building Materials, Lumberyards-444191             | 1,613,505                              | 6,412,740                     | (4,799,235)                |
| Lawn, Garden Equipment, Supplies Stores-4442       | 708,695                                | 32,338,742                    | (31,630,047)               |
| Outdoor Power Equipment Stores-44421               | 37,810                                 | 439,411                       | (401,601)                  |
| Nursery and Garden Centers-44422                   | 670,885                                | 31,899,331                    | (31,228,446)               |
| Food and Beverage Stores-445                       | 11,935,591                             | 15,277,234                    | (3,341,643)                |
| Grocery Stores-4451                                | 10,748,348                             | 13,129,838                    | (2,381,490)                |
| Supermarkets, Grocery (Ex Conv) Stores-44511       | 10,236,465                             | 13,100,112                    | (2,863,647)                |
| Convenience Stores-44512                           | 511,883                                | 29,726                        | 482,157                    |
| Specialty Food Stores-4452                         | 364,573                                | 648,641                       | (284,068)                  |
| Beer, Wine and Liquor Stores-4453                  | 822,670                                | 1,498,755                     | (676,085)                  |
| Health and Personal Care Stores-446                | 5,387,779                              | 12,049,064                    | (6,661,285)                |
| Pharmancies and Drug Stores-44611                  | 4,653,824                              | 2,752,988                     | 1,900,836                  |
| Cosmetics, Beauty Supplies, Perfume Stores-44612   | 191,575                                | 0                             | 191,575                    |
| Optical Goods Stores-44613                         | 202,217                                | 2,524,490                     | (2,322,273)                |
| Other Health and Personal Care Stores-44619        | 340,163                                | 6,771,587                     | (6,431,424)                |

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|------------------------------------------------------|----------------------------------------|-------------------------------|----------------------------|
| Gasoline Stations-447                                | 7,824,676                              | 14,651,741                    | (6,827,065)                |
| Gasoline Stations With Conv Stores-44711             | 5,767,710                              | 6,225,333                     | (457,623)                  |
| Other Gasoline Stations-44719                        | 2,056,967                              | 8,426,408                     | (6,369,441)                |
| <b>Clothing and Clothing Accessories Stores-448</b>  | <b>5,311,583</b>                       | <b>5,341,684</b>              | <b>(30,101)</b>            |
| Clothing Stores-4481                                 | 3,702,351                              | 2,321,638                     | 1,380,713                  |
| Men's Clothing Stores-44811                          | 242,214                                | 0                             | 242,214                    |
| Women's Clothing Stores-44812                        | 926,585                                | 789,183                       | 137,402                    |
| Childrens, Infants Clothing Stores-44813             | 187,128                                | 0                             | 187,128                    |
| Family Clothing Stores-44814                         | 2,003,759                              | 0                             | 2,003,759                  |
| Clothing Accessories Stores-44815                    | 93,758                                 | 0                             | 93,758                     |
| Other Clothing Stores-44819                          | 248,907                                | 1,532,455                     | (1,283,548)                |
| Shoe Stores-4482                                     | 676,684                                | 0                             | 676,684                    |
| Jewelry, Luggage, Leather Goods Stores-4483          | 932,548                                | 3,020,046                     | (2,087,498)                |
| Jewelry Stores-44831                                 | 873,448                                | 3,020,046                     | (2,146,598)                |
| Luggage and Leather Goods Stores-44832               | 59,100                                 | 0                             | 59,100                     |
| <b>Sporting Goods, Hobby, Book, Music Stores-451</b> | <b>2,171,103</b>                       | <b>3,153,053</b>              | <b>(981,950)</b>           |
| Sportng Goods, Hobby, Musical Inst Stores-4511       | 1,473,148                              | 3,026,898                     | (1,553,750)                |
| Sporting Goods Stores-45111                          | 743,013                                | 1,117,113                     | (374,100)                  |
| Hobby, Toys and Games Stores-45112                   | 460,859                                | 296,738                       | 164,121                    |
| Sew/Needlework/Piece Goods Stores-45113              | 105,576                                | 255,274                       | (149,698)                  |
| Musical Instrument and Supplies Stores-45114         | 163,700                                | 1,357,773                     | (1,194,073)                |
| Book, Periodical and Music Stores-4512               | 697,955                                | 126,155                       | 571,800                    |
| Book Stores and News Dealers-45121                   | 468,733                                | 126,155                       | 342,578                    |
| Book Stores-451211                                   | 448,630                                | 0                             | 448,630                    |
| News Dealers and Newsstands-451212                   | 20,103                                 | 126,155                       | (106,052)                  |
| Prerecorded Tapes, CDs, Record Stores-45122          | 229,222                                | 0                             | 229,222                    |
| <b>General Merchandise Stores-452</b>                | <b>13,261,447</b>                      | <b>1,548,257</b>              | <b>11,713,190</b>          |
| Department Stores Excl Leased Depts-4521             | 6,758,273                              | 0                             | 6,758,273                  |
| Other General Merchandise Stores-4529                | 6,503,174                              | 1,548,257                     | 4,954,917                  |
| <b>Miscellaneous Store Retailers-453</b>             | <b>2,469,399</b>                       | <b>4,218,714</b>              | <b>(1,749,315)</b>         |
| Florists-4531                                        | 179,497                                | 0                             | 179,497                    |
| Office Supplies, Stationery, Gift Stores-4532        | 1,101,234                              | 2,267,644                     | (1,166,410)                |
| Office Supplies and Stationery Stores-45321          | 639,268                                | 2,058,738                     | (1,419,470)                |
| Gift, Novelty and Souvenir Stores-45322              | 461,966                                | 208,906                       | 253,060                    |
| Used Merchandise Stores-4533                         | 244,205                                | 112,548                       | 131,657                    |
| Other Miscellaneous Store Retailers-4539             | 944,462                                | 1,838,522                     | (894,060)                  |
| <b>Non-Store Retailers-454</b>                       | <b>7,096,687</b>                       | <b>909,547</b>                | <b>6,187,140</b>           |
| <b>Foodservice and Drinking Places-722</b>           | <b>11,795,016</b>                      | <b>32,902,727</b>             | <b>(21,107,711)</b>        |
| Full-Service Restaurants-7221                        | 5,364,314                              | 25,264,110                    | (19,899,796)               |

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|-----------------------------------------------|----------------------------------------|-------------------------------|----------------------------|
| Limited-Service Eating Places-7222            | 4,971,519                              | 4,609,325                     | 362,194                    |
| Special Foodservices-7223                     | 968,486                                | 3,029,292                     | (2,060,806)                |
| Drinking Places -Alcoholic Beverages-7224     | 490,696                                | 0                             | 490,696                    |
| <b>GAFO *</b>                                 | <b>26,730,817</b>                      | <b>37,915,901</b>             | <b>(11,185,084)</b>        |
| General Merchandise Stores-452                | 13,261,447                             | 1,548,257                     | 11,713,190                 |
| Clothing and Clothing Accessories Stores-448  | 5,311,583                              | 5,341,684                     | (30,101)                   |
| Furniture and Home Furnishings Stores-442     | 2,309,122                              | 16,574,975                    | (14,265,853)               |
| Electronics and Appliance Stores-443          | 2,576,327                              | 9,030,288                     | (6,453,961)                |
| Sporting Goods, Hobby, Book, Music Stores-451 | 2,171,103                              | 3,153,053                     | (981,950)                  |
| Office Supplies, Stationery, Gift Stores-4532 | 1,101,234                              | 2,267,644                     | (1,166,410)                |

\* 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.