

RMP Opportunity Gap - Retail Stores

Polygon 1: RICHMOND HIGHWAY, Total

Retail Stores	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	64,965,487	176,046,342	(111,080,855)
Motor Vehicle and Parts Dealers-441	9,193,142	11,879,001	(2,685,859)
Automotive Dealers-4411	7,851,529	10,197,759	(2,346,230)
Other Motor Vehicle Dealers-4412	478,285	74,379	403,906
Automotive Parts/Accsrs, Tire Stores-4413	863,328	1,606,863	(743,535)
Furniture and Home Furnishings Stores-442	1,311,558	2,055,745	(744,187)
Furniture Stores-4421	739,342	949,028	(209,686)
Home Furnishing Stores-4422	572,216	1,106,716	(534,500)
Electronics and Appliance Stores-443	1,621,486	2,418,281	(796,795)
Appliances, TVs, Electronics Stores-44311	1,196,811	2,412,188	(1,215,377)
Household Appliances Stores-443111	252,888	267,453	(14,565)
Radio, Television, Electronics Stores-443112	943,923	2,144,735	(1,200,812)
Computer and Software Stores-44312	353,438	6,093	347,345
Camera and Photographic Equipment Stores-44313	71,237	0	71,237
Building Material, Garden Equip Stores -444	5,682,503	57,482,959	(51,800,456)
Building Material and Supply Dealers-4441	5,211,889	57,475,900	(52,264,011)
Home Centers-44411	2,176,863	52,102,437	(49,925,574)
Paint and Wallpaper Stores-44412	106,091	411,657	(305,566)
Hardware Stores-44413	448,808	0	448,808
Other Building Materials Dealers-44419	2,480,127	4,961,805	(2,481,678)
Building Materials, Lumberyards-444191	972,504	1,941,133	(968,629)
Lawn, Garden Equipment, Supplies Stores-4442	470,615	7,059	463,556
Outdoor Power Equipment Stores-44421	69,353	5,018	64,335
Nursery and Garden Centers-44422	401,262	2,041	399,221
Food and Beverage Stores-445	9,007,146	25,542,396	(16,535,250)
Grocery Stores-4451	8,222,507	25,396,565	(17,174,058)
Supermarkets, Grocery (Ex Conv) Stores-44511	7,827,501	21,109,623	(13,282,122)
Convenience Stores-44512	395,006	4,286,941	(3,891,935)
Specialty Food Stores-4452	245,009	45,760	199,249
Beer, Wine and Liquor Stores-4453	539,630	100,072	439,558
Health and Personal Care Stores-446	3,856,286	10,165,210	(6,308,924)
Pharmancies and Drug Stores-44611	3,329,591	9,573,824	(6,244,233)
Cosmetics, Beauty Supplies, Perfume Stores-44612	139,999	73,881	66,118
Optical Goods Stores-44613	138,344	452,078	(313,734)
Other Health and Personal Care Stores-44619	248,352	65,427	182,925



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Gasoline Stations-447	7,700,896	5,875,819	1,825,077
Gasoline Stations With Conv Stores-44711	5,777,424	4,759,225	1,018,199
Other Gasoline Stations-44719	1,923,472	1,116,594	806,878
Clothing and Clothing Accessories Stores-448	3,389,826	5,542,368	(2,152,542)
Clothing Stores-4481	2,439,098	4,750,759	(2,311,661)
Men's Clothing Stores-44811	151,176	0	151,176
Women's Clothing Stores-44812	610,455	3,272,540	(2,662,085)
Childrens, Infants Clothing Stores-44813	149,666	519,024	(369,358)
Family Clothing Stores-44814	1,309,233	958,904	350,329
Clothing Accessories Stores-44815	57,610	291	57,319
Other Clothing Stores-44819	160,958	0	160,958
Shoe Stores-4482	502,245	791,610	(289,365)
Jewelry, Luggage, Leather Goods Stores-4483	448,482	0	448,482
Jewelry Stores-44831	415,960	0	415,960
Luggage and Leather Goods Stores-44832	32,522	0	32,522
Sporting Goods, Hobby, Book, Music Stores-451	1,242,009	1,471,663	(229,654)
Sportng Goods, Hobby, Musical Inst Stores-4511	861,724	1,326,398	(464,674)
Sporting Goods Stores-45111	419,370	128,939	290,431
Hobby, Toys and Games Stores-45112	286,999	1,058,074	(771,075)
Sew/Needlework/Piece Goods Stores-45113	64,423	139,384	(74,961)
Musical Instrument and Supplies Stores-45114	90,932	0	90,932
Book, Periodical and Music Stores-4512	380,285	145,265	235,020
Book Stores and News Dealers-45121	250,082	114,121	135,961
Book Stores-451211	236,725	114,121	122,604
News Dealers and Newsstands-451212	13,357	0	13,357
Prerecorded Tapes, CDs, Record Stores-45122	130,203	31,144	99,059
General Merchandise Stores-452	9,081,362	33,091,436	(24,010,074)
Department Stores Excl Leased Depts-4521	4,479,862	32,809,018	(28,329,156)
Other General Merchandise Stores-4529	4,601,500	282,418	4,319,082
Miscellaneous Store Retailers-453	1,407,414	4,024,085	(2,616,671)
Florists-4531	101,548	107,684	(6,136)
Office Supplies, Stationery, Gift Stores-4532	635,373	2,647,538	(2,012,165)
Office Supplies and Stationery Stores-45321	359,047	1,971,923	(1,612,876)
Gift, Novelty and Souvenir Stores-45322	276,326	675,614	(399,288)
Used Merchandise Stores-4533	145,587	229,731	(84,144)
Other Miscellaneous Store Retailers-4539	524,906	1,039,131	(514,225)
Non-Store Retailers-454	4,178,637	87,766	4,090,871
Foodservice and Drinking Places-722	7,293,221	16,409,614	(9,116,393)
Full-Service Restaurants-7221	3,276,843	11,184,627	(7,907,784)



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Limited-Service Eating Places-7222	3,046,910	5,224,987	(2,178,077)
Special Foodservices-7223	613,155	0	613,155
Drinking Places -Alcoholic Beverages-7224	356,314	0	356,314
GAFO *	17,281,615	47,227,030	(29,945,415)
General Merchandise Stores-452	9,081,362	33,091,436	(24,010,074)
Clothing and Clothing Accessories Stores-448	3,389,826	5,542,368	(2,152,542)
Furniture and Home Furnishings Stores-442	1,311,558	2,055,745	(744,187)
Electronics and Appliance Stores-443	1,621,486	2,418,281	(796,795)
Sporting Goods, Hobby, Book, Music Stores-451	1,242,009	1,471,663	(229,654)
Office Supplies, Stationery, Gift Stores-4532	635,373	2,647,538	(2,012,165)

* 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.

