

# RMP Opportunity Gap - Retail Stores 2008

## Midlothian Trade Area

### Polygon 1: OCT TRADE AREA, Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	996,641,137	598,672,446	397,968,691
Motor Vehicle and Parts Dealers-441	192,150,446	203,774,361	(11,623,915)
Automotive Dealers-4411	166,232,676	142,327,816	23,904,860
Other Motor Vehicle Dealers-4412	11,212,778	48,308,243	(37,095,465)
Automotive Parts/Accsrs, Tire Stores-4413	14,704,993	13,138,303	1,566,690
Furniture and Home Furnishings Stores-442	24,337,841	6,178,974	18,158,867
Furniture Stores-4421	13,144,375	1,952,355	11,192,020
Home Furnishing Stores-4422	11,193,466	4,226,619	6,966,847
Electronics and Appliance Stores-443	21,870,251	3,258,828	18,611,423
Appliances, TVs, Electronics Stores-44311	16,571,853	2,708,911	13,862,942
Household Appliances Stores-443111	3,756,436	1,019,000	2,737,436
Radio, Television, Electronics Stores-443112	12,815,417	1,689,911	11,125,506
Computer and Software Stores-44312	4,428,725	549,917	3,878,808
Camera and Photographic Equipment Stores-44313	869,674	0	869,674
Building Material, Garden Equip Stores -444	116,185,276	47,826,326	68,358,950
Building Material and Supply Dealers-4441	107,182,005	36,690,629	70,491,376
Home Centers-44411	41,772,840	60,509	41,712,331
Paint and Wallpaper Stores-44412	2,340,602	1,029	2,339,573
Hardware Stores-44413	8,217,246	11,178,768	(2,961,522)
Other Building Materials Dealers-44419	54,851,317	25,450,323	29,400,994
Building Materials, Lumberyards-444191	18,611,896	8,678,846	9,933,050
Lawn, Garden Equipment, Supplies Stores-4442	9,003,272	11,135,697	(2,132,425)
Outdoor Power Equipment Stores-44421	1,414,199	6,216	1,407,983
Nursery and Garden Centers-44422	7,589,072	11,129,480	(3,540,408)
Food and Beverage Stores-445	118,934,230	56,556,496	62,377,734
Grocery Stores-4451	108,432,164	56,170,550	52,261,614
Supermarkets, Grocery (Ex Conv) Stores-44511	102,992,492	54,141,100	48,851,392
Convenience Stores-44512	5,439,671	2,029,450	3,410,221
Specialty Food Stores-4452	3,434,851	263,830	3,171,021
Beer, Wine and Liquor Stores-4453	7,067,215	122,117	6,945,098
Health and Personal Care Stores-446	48,159,361	23,917,208	24,242,153
Pharmancies and Drug Stores-44611	41,989,797	22,739,077	19,250,720
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,644,293	26,879	1,617,414
Optical Goods Stores-44613	1,575,312	57,451	1,517,861
Other Health and Personal Care Stores-44619	2,949,959	1,093,802	1,856,157



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Gasoline Stations-447	114,039,854	115,426,312	(1,386,458)
Gasoline Stations With Conv Stores-44711	85,648,773	96,028,039	(10,379,266)
Other Gasoline Stations-44719	28,391,081	19,398,273	8,992,808
Clothing and Clothing Accessories Stores-448	46,914,452	4,713,787	42,200,665
Clothing Stores-4481	34,185,703	4,688,240	29,497,463
Men's Clothing Stores-44811	2,212,440	2,325,381	(112,941)
Women's Clothing Stores-44812	8,698,633	73,278	8,625,355
Childrens, Infants Clothing Stores-44813	1,980,172	420,636	1,559,536
Family Clothing Stores-44814	18,348,372	1,585,079	16,763,293
Clothing Accessories Stores-44815	745,751	0	745,751
Other Clothing Stores-44819	2,200,335	283,866	1,916,469
Shoe Stores-4482	6,493,874	0	6,493,874
Jewelry, Luggage, Leather Goods Stores-4483	6,234,875	25,548	6,209,327
Jewelry Stores-44831	5,729,834	0	5,729,834
Luggage and Leather Goods Stores-44832	505,041	25,548	479,493
Sporting Goods, Hobby, Book, Music Stores-451	16,645,303	3,880,287	12,765,016
Sportng Goods, Hobby, Musical Inst Stores-4511	11,921,769	3,172,582	8,749,187
Sporting Goods Stores-45111	5,975,816	657,493	5,318,323
Hobby, Toys and Games Stores-45112	3,904,660	2,005,507	1,899,153
Sew/Needlework/Piece Goods Stores-45113	949,596	338,079	611,517
Musical Instrument and Supplies Stores-45114	1,091,696	171,504	920,192
Book, Periodical and Music Stores-4512	4,723,534	707,705	4,015,829
Book Stores and News Dealers-45121	3,225,815	88,020	3,137,795
Book Stores-451211	3,057,079	88,020	2,969,059
News Dealers and Newsstands-451212	168,736	0	168,736
Prerecorded Tapes, CDs, Record Stores-45122	1,497,719	619,685	878,034
General Merchandise Stores-452	118,622,885	76,032,363	42,590,522
Department Stores Excl Leased Depts-4521	56,510,957	20,880,269	35,630,688
Other General Merchandise Stores-4529	62,111,928	55,152,094	6,959,834
Warehouse Clubs and Super Stores-45291	53,460,182	53,142,129	318,053
All Other General Merchandise Stores-45299	8,651,746	2,009,965	6,641,781
Miscellaneous Store Retailers-453	24,882,368	13,118,452	11,763,916
Florists-4531	1,801,938	1,567,486	234,452
Office Supplies, Stationery, Gift Stores-4532	9,644,982	1,946,494	7,698,488
Office Supplies and Stationery Stores-45321	5,478,472	85,313	5,393,159
Gift, Novelty and Souvenir Stores-45322	4,166,510	1,861,181	2,305,329
Used Merchandise Stores-4533	2,075,026	515,518	1,559,508
Other Miscellaneous Store Retailers-4539	11,360,422	9,088,953	2,271,469



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Non-Store Retailers-454	59,698,071	1,739,301	57,958,770
Electronic Shopping, Mail-Order Houses-4541	42,418,161	249,548	42,168,613
Vending Machine Operators-4542	2,473,844	35	2,473,809
Direct Selling Establishments-4543	14,806,065	1,489,718	13,316,347
Foodservice and Drinking Places-722	94,200,797	42,249,749	51,951,048
Full-Service Restaurants-7221	43,222,333	15,808,463	27,413,870
Limited-Service Eating Places-7222	38,784,769	24,587,988	14,196,781
Special Foodservices-7223	7,940,423	1,110,099	6,830,324
Drinking Places -Alcoholic Beverages-7224	4,253,272	743,200	3,510,072
GAFO *	238,035,714	96,010,734	142,024,980
General Merchandise Stores-452	118,622,885	76,032,363	42,590,522
Clothing and Clothing Accessories Stores-448	46,914,452	4,713,787	42,200,665
Furniture and Home Furnishings Stores-442	24,337,841	6,178,974	18,158,867
Electronics and Appliance Stores-443	21,870,251	3,258,828	18,611,423
Sporting Goods, Hobby, Book, Music Stores-451	16,645,303	3,880,287	12,765,016
Office Supplies, Stationery, Gift Stores-4532	9,644,982	1,946,494	7,698,488

\* 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.

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.



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## Midlothian Trade Area

### Appendix: Area Listing

#### Area Name: OCT TRADE AREA

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

32.395826 / -97.093317

#### Polygon Points:

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32.229527 -97.192672	32.321018 -97.280562	32.319942 -97.279289	32.392058 -97.285658
32.506153 -97.188850	32.549207 -97.078031	32.562124 -96.900976	32.335011 -96.904797
32.272582 -96.962118	32.229527 -97.192672	32.562124 -96.900976	32.335011 -96.904797

#### Project Information:

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Site: 1

Order Number: 967130291

