

## RMP Opportunity Gap - Merchandise Lines

### Polygon 1: RICHMOND HIGHWAY, Total

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	63,006,827	154,279,736	(91,272,909)
Groceries and Other Foods	11,337,478	22,727,192	(11,389,714)
Meals and Snacks	5,854,681	14,412,476	(8,557,795)
Alcoholic Drinks	302,108	640,271	(338,163)
Packaged Liquor/Wine/Beer	1,680,519	2,838,649	(1,158,130)
Cigars, Cigarettes, Tobacco, Accessories	1,565,481	3,204,002	(1,638,521)
Drugs, Health Aids and Beauty Aids	6,441,812	14,254,245	(7,812,433)
Soaps, Detergents and Household Cleaners	187,454	1,701,533	(1,514,079)
Paper and Related Products	595,672	1,251,866	(656,194)
Men's Wear	1,740,514	3,636,156	(1,895,642)
Women's, Juniors' and Misses' Wear	2,836,515	7,816,128	(4,979,613)
Children's Wear	1,393,811	3,310,506	(1,916,695)
Footwear	1,150,518	1,953,358	(802,840)
Sewing, Knitting and Needlework Goods	133,950	303,098	(169,148)
Curtains, Draperies, Blinds, Slipcovers Etc	810,069	6,273,259	(5,463,190)
Major Household Appliances	388,642	3,911,876	(3,523,234)
Small Electric Appliances	104,856	819,238	(714,382)
Televisions, Video Recorders, Video Cameras	530,789	916,980	(386,191)
Audio Equipment, Musical Instruments	681,598	876,245	(194,647)
Furniture and Sleep Equipment	1,322,994	6,824,394	(5,501,400)
Flooring and Floor Coverings	248,171	1,385,441	(1,137,270)
Computer Hardware, Software and Supplies	1,187,975	2,968,597	(1,780,622)
Kitchenware and Home Furnishings	1,153,509	8,005,576	(6,852,067)
Jewelry	970,018	921,712	48,306
Books	717,462	381,179	336,283
Photographic Equipment and Supplies	167,569	193,939	(26,370)
Toys, Hobby Goods and Games	1,024,451	2,110,341	(1,085,890)
Optical Goods	246,374	577,663	(331,289)
Sporting Goods	690,969	1,344,393	(653,424)
Hardware, Tools, Plumbing, Electrical	328,061	1,512,423	(1,184,362)
Lumber and Building Materials	241,704	884,150	(642,446)
Lawn, Garden, and Farm Equipment & Supplies	636,537	6,406,811	(5,770,274)
Paint and Sundries	93,675	903,864	(810,189)
Cars, Trucks, Other Powered Transportation	8,042,769	8,261,102	(218,333)
RVs, Campers, Camping & Travel Trailers	138,113	175,955	(37,842)
Automotive Fuels	4,210,751	3,937,318	273,433
Automotive Lubricants	78,332	264,793	(186,461)
Pets, Pet Foods and Pet Supplies	538,360	3,090,200	(2,551,840)
All Other Merchandise	3,232,562	13,282,807	(10,050,245)

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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.