

RMP Opportunity Gap - Retail Stores

Prepared For:
Project Code:

Order #: 962354004
Site: 01

1525 WILSON BLVD, ARLINGTON, VA 22209-2411, 0.00 - 1.00 Miles, Total

<u>Retail Stores</u>	<u>Demand</u> <u>(Consumer Expenditures)</u>	<u>Supply</u> <u>(Retail Sales)</u>	<u>Opportunity</u> <u>Gap/Surplus</u>
Total Retail Sales Incl Eating and Drinking Places	563,302,933	560,979,666	2,323,267
Motor Vehicle and Parts Dealers-441	109,625,414	72,143,206	37,482,208
Automotive Dealers-4411	90,053,739	63,476,659	26,577,080
Other Motor Vehicle Dealers-4412	7,990,717	7,926,081	64,636
Automotive Parts/Accsrs, Tire Stores-4413	11,580,958	740,466	10,840,492
Furniture and Home Furnishings Stores-442	16,274,294	33,289,112	(17,014,818)
Furniture Stores-4421	10,144,162	19,794,667	(9,650,505)
Home Furnishing Stores-4422	6,130,133	13,494,445	(7,364,312)
Electronics and Appliance Stores-443	17,274,538	19,470,307	(2,195,769)
Appliances, TVs, Electronics Stores-44311	10,546,194	2,494,895	8,051,299
Household Appliances Stores-443111	1,444,837	371,130	1,073,707
Radio, Television, Electronics Stores-443112	9,101,357	2,123,765	6,977,592
Computer and Software Stores-44312	6,158,713	15,066,720	(8,908,007)
Camera and Photographic Equipment Stores-44313	569,631	1,908,692	(1,339,061)
Building Material, Garden Equip Stores -444	36,439,236	18,684,640	17,754,596
Building Material and Supply Dealers-4441	31,866,159	18,597,225	13,268,934
Home Centers-44411	13,507,938	144,374	13,363,564
Paint and Wallpaper Stores-44412	575,261	1,475	573,786
Hardware Stores-44413	2,790,929	0	2,790,929
Other Building Materials Dealers-44419	14,992,031	18,451,376	(3,459,345)
Building Materials, Lumberyards-444191	5,226,256	6,292,124	(1,065,868)
Lawn, Garden Equipment, Supplies Stores-4442	4,573,077	87,415	4,485,662
Outdoor Power Equipment Stores-44421	560,590	87,415	473,175
Nursery and Garden Centers-44422	4,012,487	0	4,012,487
Food and Beverage Stores-445	59,622,891	71,571,459	(11,948,568)
Grocery Stores-4451	48,904,065	58,657,666	(9,753,601)
Supermarkets, Grocery (Ex Conv) Stores-44511	46,551,831	53,131,029	(6,579,198)
Convenience Stores-44512	2,352,234	5,526,637	(3,174,403)
Specialty Food Stores-4452	6,686,189	11,540,351	(4,854,162)
Beer, Wine and Liquor Stores-4453	4,032,636	1,373,441	2,659,195
Health and Personal Care Stores-446	28,027,023	29,406,012	(1,378,989)
Pharmancies and Drug Stores-44611	23,040,883	24,949,059	(1,908,176)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,140,303	1,730,085	(589,782)
Optical Goods Stores-44613	1,834,123	1,509,063	325,060
Other Health and Personal Care Stores-44619	2,011,714	1,217,804	793,910



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	46,035,907	30,163,599	15,872,308
Gasoline Stations With Conv Stores-44711	29,293,159	15,243,886	14,049,273
Other Gasoline Stations-44719	16,742,748	14,919,713	1,823,035
Clothing and Clothing Accessories Stores-448	33,885,401	95,135,295	(61,249,894)
Clothing Stores-4481	23,067,949	78,890,840	(55,822,891)
Men's Clothing Stores-44811	2,598,718	12,560,226	(9,961,508)
Women's Clothing Stores-44812	7,059,651	19,106,351	(12,046,700)
Childrens, Infants Clothing Stores-44813	712,281	969,428	(257,147)
Family Clothing Stores-44814	10,251,225	42,707,516	(32,456,291)
Clothing Accessories Stores-44815	677,826	275,391	402,435
Other Clothing Stores-44819	1,768,248	3,271,927	(1,503,679)
Shoe Stores-4482	4,173,708	6,127,929	(1,954,221)
Jewelry, Luggage, Leather Goods Stores-4483	6,643,743	10,116,526	(3,472,783)
Jewelry Stores-44831	6,206,893	8,595,505	(2,388,612)
Luggage and Leather Goods Stores-44832	436,850	1,521,022	(1,084,172)
Sporting Goods, Hobby, Book, Music Stores-451	14,783,907	27,245,279	(12,461,372)
Sportng Goods, Hobby, Musical Inst Stores-4511	8,827,339	15,328,293	(6,500,954)
Sporting Goods Stores-45111	4,558,936	14,195,143	(9,636,207)
Hobby, Toys and Games Stores-45112	2,708,782	1,133,150	1,575,632
Sew/Needlework/Piece Goods Stores-45113	685,600	0	685,600
Musical Instrument and Supplies Stores-45114	874,021	0	874,021
Book, Periodical and Music Stores-4512	5,956,567	11,916,986	(5,960,419)
Book Stores and News Dealers-45121	4,236,583	9,613,487	(5,376,904)
Book Stores-451211	4,054,403	8,306,193	(4,251,790)
News Dealers and Newsstands-451212	182,180	1,307,294	(1,125,114)
Prerecorded Tapes, CDs, Record Stores-45122	1,719,985	2,303,499	(583,514)
General Merchandise Stores-452	76,079,655	4,688,167	71,391,488
Department Stores Excl Leased Depts-4521	53,126,339	3,862,647	49,263,692
Other General Merchandise Stores-4529	22,953,316	825,520	22,127,796
Warehouse Clubs and Super Stores-45291	13,991,797	0	13,991,797
All Other General Merchandise Stores-45299	8,961,519	825,520	8,135,999
Miscellaneous Store Retailers-453	16,917,799	23,149,404	(6,231,605)
Florists-4531	1,788,157	2,160,186	(372,029)
Office Supplies, Stationery, Gift Stores-4532	7,777,978	15,664,339	(7,886,361)
Office Supplies and Stationery Stores-45321	3,426,552	9,716,457	(6,289,905)
Gift, Novelty and Souvenir Stores-45322	4,351,426	5,947,883	(1,596,457)
Used Merchandise Stores-4533	1,924,338	1,025,856	898,482
Other Miscellaneous Store Retailers-4539	5,427,325	4,299,023	1,128,302



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Non-Store Retailers-454	35,397,640	5,040,241	30,357,399
Electronic Shopping, Mail-Order Houses-4541	24,575,649	115,631	24,460,018
Vending Machine Operators-4542	2,530,195	0	2,530,195
Direct Selling Establishments-4543	8,291,797	4,924,610	3,367,187
Foodservice and Drinking Places-722	72,939,227	130,992,944	(58,053,717)
Full-Service Restaurants-7221	30,199,118	63,053,764	(32,854,646)
Limited-Service Eating Places-7222	30,460,549	51,294,499	(20,833,950)
Special Foodservices-7223	5,398,253	16,427,832	(11,029,579)
Drinking Places -Alcoholic Beverages-7224	6,881,306	216,849	6,664,457
GAFO *	166,075,774	195,492,500	(29,416,726)
General Merchandise Stores-452	76,079,655	4,688,167	71,391,488
Clothing and Clothing Accessories Stores-448	33,885,401	95,135,295	(61,249,894)
Furniture and Home Furnishings Stores-442	16,274,294	33,289,112	(17,014,818)
Electronics and Appliance Stores-443	17,274,538	19,470,307	(2,195,769)
Sporting Goods, Hobby, Book, Music Stores-451	14,783,907	27,245,279	(12,461,372)
Office Supplies, Stationery, Gift Stores-4532	7,777,978	15,664,339	(7,886,361)



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<u>Retail Stores</u>	<u>Demand</u> <u>(Consumer Expenditures)</u>	<u>Supply</u> <u>(Retail Sales)</u>	<u>Opportunity</u> <u>Gap/Surplus</u>
Total Retail Sales Incl Eating and Drinking Places	4,824,678,181	4,766,255,087	58,423,094
Motor Vehicle and Parts Dealers-441	917,497,344	553,831,519	363,665,825
Automotive Dealers-4411	755,812,431	508,886,366	246,926,065
Other Motor Vehicle Dealers-4412	67,226,905	40,293,902	26,933,003
Automotive Parts/Accsrs, Tire Stores-4413	94,458,009	4,651,252	89,806,757
Furniture and Home Furnishings Stores-442	146,728,916	115,716,087	31,012,829
Furniture Stores-4421	89,981,851	60,342,241	29,639,610
Home Furnishing Stores-4422	56,747,065	55,373,846	1,373,219
Electronics and Appliance Stores-443	145,919,681	147,568,989	(1,649,308)
Appliances, TVs, Electronics Stores-44311	89,483,568	86,025,622	3,457,946
Household Appliances Stores-443111	12,833,774	3,639,807	9,193,967
Radio, Television, Electronics Stores-443112	76,649,794	82,385,815	(5,736,021)
Computer and Software Stores-44312	51,623,262	36,155,350	15,467,912
Camera and Photographic Equipment Stores-44313	4,812,851	25,388,017	(20,575,166)
Building Material, Garden Equip Stores -444	364,880,779	219,345,533	145,535,246
Building Material and Supply Dealers-4441	319,504,633	216,292,231	103,212,402
Home Centers-44411	135,212,027	50,839,639	84,372,388
Paint and Wallpaper Stores-44412	6,225,724	818,224	5,407,500
Hardware Stores-44413	26,304,620	15,244,980	11,059,640
Other Building Materials Dealers-44419	151,762,261	149,389,388	2,372,873
Building Materials, Lumberyards-444191	53,550,074	50,943,443	2,606,631
Lawn, Garden Equipment, Supplies Stores-4442	45,376,147	3,053,302	42,322,845
Outdoor Power Equipment Stores-44421	5,661,810	840,012	4,821,798
Nursery and Garden Centers-44422	39,714,337	2,213,290	37,501,047
Food and Beverage Stores-445	515,556,517	436,913,087	78,643,430
Grocery Stores-4451	424,223,097	337,756,866	86,466,231
Supermarkets, Grocery (Ex Conv) Stores-44511	404,467,540	306,544,461	97,923,079
Convenience Stores-44512	19,755,557	31,212,405	(11,456,848)
Specialty Food Stores-4452	58,338,921	59,543,361	(1,204,440)
Beer, Wine and Liquor Stores-4453	32,994,498	39,612,859	(6,618,361)
Health and Personal Care Stores-446	252,561,900	337,060,252	(84,498,352)
Pharmancies and Drug Stores-44611	207,597,823	262,945,669	(55,347,846)
Cosmetics, Beauty Supplies, Perfume Stores-44612	10,402,457	24,153,509	(13,751,052)
Optical Goods Stores-44613	16,255,530	31,770,860	(15,515,330)
Other Health and Personal Care Stores-44619	18,306,090	18,190,215	115,875



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	373,521,830	166,841,992	206,679,838
Gasoline Stations With Conv Stores-44711	238,247,597	50,412,410	187,835,187
Other Gasoline Stations-44719	135,274,233	116,429,583	18,844,650
Clothing and Clothing Accessories Stores-448	286,689,293	660,997,656	(374,308,363)
Clothing Stores-4481	194,860,313	543,383,666	(348,523,353)
Men's Clothing Stores-44811	21,559,629	88,497,927	(66,938,298)
Women's Clothing Stores-44812	59,694,045	108,833,827	(49,139,782)
Childrens, Infants Clothing Stores-44813	6,401,746	10,294,690	(3,892,944)
Family Clothing Stores-44814	86,580,053	294,008,701	(207,428,648)
Clothing Accessories Stores-44815	5,754,340	12,765,891	(7,011,551)
Other Clothing Stores-44819	14,870,500	28,982,631	(14,112,131)
Shoe Stores-4482	35,165,787	54,302,097	(19,136,310)
Jewelry, Luggage, Leather Goods Stores-4483	56,663,193	63,311,893	(6,648,700)
Jewelry Stores-44831	52,925,391	56,478,123	(3,552,732)
Luggage and Leather Goods Stores-44832	3,737,803	6,833,770	(3,095,967)
Sporting Goods, Hobby, Book, Music Stores-451	119,807,969	183,695,714	(63,887,745)
Sportng Goods, Hobby, Musical Inst Stores-4511	74,614,370	63,728,379	10,885,991
Sporting Goods Stores-45111	38,082,201	51,332,695	(13,250,494)
Hobby, Toys and Games Stores-45112	23,382,157	9,985,794	13,396,363
Sew/Needlework/Piece Goods Stores-45113	6,003,491	1,458,399	4,545,092
Musical Instrument and Supplies Stores-45114	7,146,521	951,491	6,195,030
Book, Periodical and Music Stores-4512	45,193,599	119,967,335	(74,773,736)
Book Stores and News Dealers-45121	31,699,746	91,630,700	(59,930,954)
Book Stores-451211	30,185,682	88,196,851	(58,011,169)
News Dealers and Newsstands-451212	1,514,064	3,433,849	(1,919,785)
Prerecorded Tapes, CDs, Record Stores-45122	13,493,853	28,336,634	(14,842,781)
General Merchandise Stores-452	656,149,946	258,869,619	397,280,327
Department Stores Excl Leased Depts-4521	458,306,465	139,007,037	319,299,428
Other General Merchandise Stores-4529	197,843,481	119,862,582	77,980,899
Warehouse Clubs and Super Stores-45291	120,230,411	96,932,001	23,298,410
All Other General Merchandise Stores-45299	77,613,071	22,930,581	54,682,490
Miscellaneous Store Retailers-453	142,984,022	161,247,384	(18,263,362)
Florists-4531	16,143,593	21,991,564	(5,847,971)
Office Supplies, Stationery, Gift Stores-4532	65,016,520	87,051,981	(22,035,461)
Office Supplies and Stationery Stores-45321	28,634,489	29,281,852	(647,363)
Gift, Novelty and Souvenir Stores-45322	36,382,031	57,770,129	(21,388,098)
Used Merchandise Stores-4533	16,098,220	14,513,016	1,585,204
Other Miscellaneous Store Retailers-4539	45,725,689	37,690,822	8,034,867



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<u>Retail Stores</u>	<u>Demand</u> <u>(Consumer Expenditures)</u>	<u>Supply</u> <u>(Retail Sales)</u>	<u>Opportunity</u> <u>Gap/Surplus</u>
Non-Store Retailers-454	303,859,640	50,699,487	253,160,153
Electronic Shopping, Mail-Order Houses-4541	207,400,755	23,491,199	183,909,556
Vending Machine Operators-4542	21,573,373	815,954	20,757,419
Direct Selling Establishments-4543	74,885,513	26,392,333	48,493,180
Foodservice and Drinking Places-722	598,520,342	1,473,467,768	(874,947,426)
Full-Service Restaurants-7221	247,718,666	613,792,567	(366,073,901)
Limited-Service Eating Places-7222	249,982,246	474,034,355	(224,052,109)
Special Foodservices-7223	44,384,890	240,902,698	(196,517,808)
Drinking Places -Alcoholic Beverages-7224	56,434,539	144,738,148	(88,303,609)
GAFO *	1,420,312,326	1,453,900,046	(33,587,720)
General Merchandise Stores-452	656,149,946	258,869,619	397,280,327
Clothing and Clothing Accessories Stores-448	286,689,293	660,997,656	(374,308,363)
Furniture and Home Furnishings Stores-442	146,728,916	115,716,087	31,012,829
Electronics and Appliance Stores-443	145,919,681	147,568,989	(1,649,308)
Sporting Goods, Hobby, Book, Music Stores-451	119,807,969	183,695,714	(63,887,745)
Office Supplies, Stationery, Gift Stores-4532	65,016,520	87,051,981	(22,035,461)



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<u>Retail Stores</u>	<u>Demand</u> <u>(Consumer Expenditures)</u>	<u>Supply</u> <u>(Retail Sales)</u>	<u>Opportunity</u> <u>Gap/Surplus</u>
Total Retail Sales Incl Eating and Drinking Places	11,339,626,836	8,945,033,525	2,394,593,311
Motor Vehicle and Parts Dealers-441	2,122,976,613	1,077,086,817	1,045,889,796
Automotive Dealers-4411	1,746,634,310	984,843,968	761,790,342
Other Motor Vehicle Dealers-4412	153,481,470	62,082,948	91,398,522
Automotive Parts/Accsrs, Tire Stores-4413	222,860,833	30,159,901	192,700,932
Furniture and Home Furnishings Stores-442	342,749,758	243,431,936	99,317,822
Furniture Stores-4421	207,502,175	119,420,885	88,081,290
Home Furnishing Stores-4422	135,247,583	124,011,051	11,236,532
Electronics and Appliance Stores-443	329,795,539	281,048,884	48,746,655
Appliances, TVs, Electronics Stores-44311	203,045,960	171,974,696	31,071,264
Household Appliances Stores-443111	30,408,433	15,966,594	14,441,839
Radio, Television, Electronics Stores-443112	172,637,527	156,008,102	16,629,425
Computer and Software Stores-44312	115,717,274	74,978,039	40,739,235
Camera and Photographic Equipment Stores-44313	11,032,306	34,096,149	(23,063,843)
Building Material, Garden Equip Stores -444	923,194,500	393,363,868	529,830,632
Building Material and Supply Dealers-4441	810,267,698	379,955,667	430,312,031
Home Centers-44411	340,094,833	101,398,491	238,696,342
Paint and Wallpaper Stores-44412	16,020,041	6,545,950	9,474,091
Hardware Stores-44413	64,245,928	34,596,224	29,649,704
Other Building Materials Dealers-44419	389,906,896	237,415,001	152,491,895
Building Materials, Lumberyards-444191	137,547,428	80,961,161	56,586,267
Lawn, Garden Equipment, Supplies Stores-4442	112,926,802	13,408,201	99,518,601
Outdoor Power Equipment Stores-44421	14,488,213	1,376,494	13,111,719
Nursery and Garden Centers-44422	98,438,590	12,031,707	86,406,883
Food and Beverage Stores-445	1,272,739,970	1,028,306,095	244,433,875
Grocery Stores-4451	1,051,209,813	806,250,359	244,959,454
Supermarkets, Grocery (Ex Conv) Stores-44511	1,004,141,910	748,032,473	256,109,437
Convenience Stores-44512	47,067,903	58,217,886	(11,149,983)
Specialty Food Stores-4452	147,212,292	113,891,188	33,321,104
Beer, Wine and Liquor Stores-4453	74,317,865	108,164,548	(33,846,683)
Health and Personal Care Stores-446	618,662,232	572,714,368	45,947,864
Pharmancies and Drug Stores-44611	508,758,009	465,991,758	42,766,251
Cosmetics, Beauty Supplies, Perfume Stores-44612	25,666,852	35,450,532	(9,783,680)
Optical Goods Stores-44613	38,846,275	45,134,406	(6,288,131)
Other Health and Personal Care Stores-44619	45,391,095	26,137,673	19,253,422



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	883,343,367	574,935,674	308,407,693
Gasoline Stations With Conv Stores-44711	563,393,134	189,779,188	373,613,946
Other Gasoline Stations-44719	319,950,233	385,156,485	(65,206,252)
Clothing and Clothing Accessories Stores-448	662,567,942	1,047,652,353	(385,084,411)
Clothing Stores-4481	454,185,690	845,075,393	(390,889,703)
Men's Clothing Stores-44811	49,487,406	114,548,214	(65,060,808)
Women's Clothing Stores-44812	138,606,891	151,841,975	(13,235,084)
Childrens, Infants Clothing Stores-44813	16,865,546	21,034,610	(4,169,064)
Family Clothing Stores-44814	201,786,261	494,617,615	(292,831,354)
Clothing Accessories Stores-44815	12,948,677	17,868,905	(4,920,228)
Other Clothing Stores-44819	34,490,909	45,164,074	(10,673,165)
Shoe Stores-4482	84,037,686	91,848,036	(7,810,350)
Jewelry, Luggage, Leather Goods Stores-4483	124,344,566	110,728,925	13,615,641
Jewelry Stores-44831	115,956,476	102,406,924	13,549,552
Luggage and Leather Goods Stores-44832	8,388,090	8,322,001	66,089
Sporting Goods, Hobby, Book, Music Stores-451	263,799,406	339,862,917	(76,063,511)
Sportng Goods, Hobby, Musical Inst Stores-4511	169,996,794	154,150,390	15,846,404
Sporting Goods Stores-45111	86,101,727	87,708,094	(1,606,367)
Hobby, Toys and Games Stores-45112	54,323,308	36,943,568	17,379,740
Sew/Needlework/Piece Goods Stores-45113	13,922,767	21,783,519	(7,860,752)
Musical Instrument and Supplies Stores-45114	15,648,992	7,715,209	7,933,783
Book, Periodical and Music Stores-4512	93,802,612	185,712,528	(91,909,916)
Book Stores and News Dealers-45121	64,562,705	143,806,754	(79,244,049)
Book Stores-451211	61,188,297	139,505,072	(78,316,775)
News Dealers and Newsstands-451212	3,374,408	4,301,682	(927,274)
Prerecorded Tapes, CDs, Record Stores-45122	29,239,907	41,905,774	(12,665,867)
General Merchandise Stores-452	1,549,978,595	685,250,257	864,728,338
Department Stores Excl Leased Depts-4521	1,079,163,480	486,855,217	592,308,263
Other General Merchandise Stores-4529	470,815,115	198,395,040	272,420,075
Warehouse Clubs and Super Stores-45291	289,282,883	114,617,454	174,665,429
All Other General Merchandise Stores-45299	181,532,232	83,777,586	97,754,646
Miscellaneous Store Retailers-453	323,573,140	237,250,406	86,322,734
Florists-4531	38,381,407	39,352,497	(971,090)
Office Supplies, Stationery, Gift Stores-4532	144,252,809	122,273,329	21,979,480
Office Supplies and Stationery Stores-45321	63,410,123	42,269,951	21,140,172
Gift, Novelty and Souvenir Stores-45322	80,842,686	80,003,378	839,308
Used Merchandise Stores-4533	36,206,967	20,346,750	15,860,217
Other Miscellaneous Store Retailers-4539	104,731,957	55,277,831	49,454,126



RMP Opportunity Gap - Retail Stores

Prepared For:
Project Code:

Order #: 962354004
Site: 01

1525 WILSON BLVD, ARLINGTON, VA 22209-2411, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	708,202,504	94,725,936	613,476,568
Electronic Shopping, Mail-Order Houses-4541	472,003,232	33,939,028	438,064,204
Vending Machine Operators-4542	52,377,891	2,352,780	50,025,111
Direct Selling Establishments-4543	183,821,381	58,434,128	125,387,253
Foodservice and Drinking Places-722	1,338,043,271	2,369,404,014	(1,031,360,743)
Full-Service Restaurants-7221	553,157,945	1,137,064,966	(583,907,021)
Limited-Service Eating Places-7222	562,708,410	710,804,416	(148,096,006)
Special Foodservices-7223	99,966,530	347,344,221	(247,377,691)
Drinking Places -Alcoholic Beverages-7224	122,210,385	174,190,411	(51,980,026)
GAFO *	3,293,144,049	2,719,519,676	573,624,373
General Merchandise Stores-452	1,549,978,595	685,250,257	864,728,338
Clothing and Clothing Accessories Stores-448	662,567,942	1,047,652,353	(385,084,411)
Furniture and Home Furnishings Stores-442	342,749,758	243,431,936	99,317,822
Electronics and Appliance Stores-443	329,795,539	281,048,884	48,746,655
Sporting Goods, Hobby, Book, Music Stores-451	263,799,406	339,862,917	(76,063,511)
Office Supplies, Stationery, Gift Stores-4532	144,252,809	122,273,329	21,979,480

* 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.



