

**appendix 6: retail market potential
opportunity gap—retail stores 2007**



RMP Opportunity Gap - Retail Stores 2007

Polygon 1: CONNECTICUT AVE AT PLYERS MILL RD, KENSINGTON, MD 20895, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	32,442,099	95,578,148	(63,136,049)
Motor Vehicle and Parts Dealers-441	5,338,816	1,273,252	4,065,564
Automotive Dealers-4411	4,552,799	667,688	3,885,111
Other Motor Vehicle Dealers-4412	377,444	0	377,444
Automotive Parts/Accsrs, Tire Stores-4413	408,573	605,565	(196,992)
Furniture and Home Furnishings Stores-442	1,044,703	1,813,216	(768,513)
Furniture Stores-4421	562,492	96,638	465,854
Home Furnishing Stores-4422	482,211	1,716,579	(1,234,368)
Electronics and Appliance Stores-443	852,160	2,011,059	(1,158,899)
Appliances, TVs, Electronics Stores-44311	641,652	808,004	(166,352)
Household Appliances Stores-443111	138,621	0	138,621
Radio, Television, Electronics Stores-443112	503,031	808,004	(304,973)
Computer and Software Stores-44312	175,721	1,027,871	(852,150)
Camera and Photographic Equipment Stores-44313	34,787	175,184	(140,397)
Building Material, Garden Equip Stores -444	3,872,120	29,611,867	(25,739,747)
Building Material and Supply Dealers-4441	3,523,709	29,457,910	(25,934,201)
Home Centers-44411	1,329,037	0	1,329,037
Paint and Wallpaper Stores-44412	99,432	0	99,432
Hardware Stores-44413	267,023	6,991,393	(6,724,370)
Other Building Materials Dealers-44419	1,828,217	22,466,517	(20,638,300)
Building Materials, Lumberyards-444191	632,836	7,661,332	(7,028,496)
Lawn, Garden Equipment, Supplies Stores-4442	348,411	153,957	194,454
Outdoor Power Equipment Stores-44421	51,679	153,957	(102,278)
Nursery and Garden Centers-44422	296,732	0	296,732
Food and Beverage Stores-445	3,618,262	5,763,147	(2,144,885)
Grocery Stores-4451	3,251,173	5,277,878	(2,026,705)
Supermarkets, Grocery (Ex Conv) Stores-44511	3,095,376	4,389,302	(1,293,926)
Convenience Stores-44512	155,797	888,576	(732,779)
Specialty Food Stores-4452	109,620	424,042	(314,422)
Beer, Wine and Liquor Stores-4453	257,468	61,227	196,241
Health and Personal Care Stores-446	1,786,428	6,031,412	(4,244,984)
Pharmancies and Drug Stores-44611	1,539,605	5,824,887	(4,285,282)
Cosmetics, Beauty Supplies, Perfume Stores-44612	65,593	0	65,593
Optical Goods Stores-44613	66,377	162,331	(95,954)
Other Health and Personal Care Stores-44619	114,853	44,194	70,659



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RMP Opportunity Gap - Retail Stores 2007

Polygon 1: CONNECTICUT AVE AT PLYERS MILL RD, KENSINGTON, MD 20895, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	2,998,813	5,897,517	(2,898,704)
Gasoline Stations With Conv Stores-44711	2,255,953	0	2,255,953
Other Gasoline Stations-44719	742,860	5,897,517	(5,154,657)
Clothing and Clothing Accessories Stores-448	1,743,893	3,943,311	(2,199,418)
Clothing Stores-4481	1,195,482	3,832,637	(2,637,155)
Men's Clothing Stores-44811	74,123	0	74,123
Women's Clothing Stores-44812	310,318	2,253,044	(1,942,726)
Childrens, Infants Clothing Stores-44813	63,135	0	63,135
Family Clothing Stores-44814	635,379	0	635,379
Clothing Accessories Stores-44815	32,965	29,730	3,235
Other Clothing Stores-44819	79,561	1,549,863	(1,470,302)
Shoe Stores-4482	218,649	0	218,649
Jewelry, Luggage, Leather Goods Stores-4483	329,762	110,674	219,088
Jewelry Stores-44831	306,990	110,674	196,316
Luggage and Leather Goods Stores-44832	22,772	0	22,772
Sporting Goods, Hobby, Book, Music Stores-451	672,059	3,378,028	(2,705,969)
Sporting Goods, Hobby, Musical Inst Stores-4511	477,210	3,378,028	(2,900,818)
Sporting Goods Stores-45111	250,940	2,285,152	(2,034,212)
Hobby, Toys and Games Stores-45112	148,924	98,790	50,134
Sew/Needlework/Piece Goods Stores-45113	34,793	413,887	(379,094)
Musical Instrument and Supplies Stores-45114	42,552	580,200	(537,648)
Book, Periodical and Music Stores-4512	194,849	0	194,849
Book Stores and News Dealers-45121	140,566	0	140,566
Book Stores-451211	133,539	0	133,539
News Dealers and Newsstands-451212	7,026	0	7,026
Prerecorded Tapes, CDs, Record Stores-45122	54,284	0	54,284
General Merchandise Stores-452	4,059,940	8,988,079	(4,928,139)
Department Stores Excl Leased Depts-4521	1,987,702	8,895,969	(6,908,267)
Other General Merchandise Stores-4529	2,072,239	92,110	1,980,129
Warehouse Clubs and Super Stores-45291	1,751,304	0	1,751,304
All Other General Merchandise Stores-45299	320,934	92,110	228,824
Miscellaneous Store Retailers-453	930,098	12,181,329	(11,251,231)
Florists-4531	71,669	1,703,872	(1,632,203)
Office Supplies, Stationery, Gift Stores-4532	385,128	7,677,262	(7,292,134)
Office Supplies and Stationery Stores-45321	217,730	7,324,525	(7,106,795)
Gift, Novelty and Souvenir Stores-45322	167,398	352,737	(185,339)
Used Merchandise Stores-4533	83,074	1,314,478	(1,231,404)
Other Miscellaneous Store Retailers-4539	390,228	1,485,717	(1,095,489)



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RMP Opportunity Gap - Retail Stores 2007

Polygon 1: CONNECTICUT AVE AT PLYERS MILL RD, KENSINGTON, MD 20895, Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	2,100,373	11,960,486	(9,860,113)
Electronic Shopping, Mail-Order Houses-4541	1,593,337	0	1,593,337
Vending Machine Operators-4542	82,816	0	82,816
Direct Selling Establishments-4543	424,220	11,960,486	(11,536,266)
Foodservice and Drinking Places-722	3,424,433	2,725,445	698,988
Full-Service Restaurants-7221	1,564,470	1,119,273	445,197
Limited-Service Eating Places-7222	1,424,094	1,375,132	48,962
Special Foodservices-7223	274,036	231,040	42,996
Drinking Places -Alcoholic Beverages-7224	161,832	0	161,832
GAFO *	8,757,883	27,810,956	(19,053,073)
General Merchandise Stores-452	4,059,940	8,988,079	(4,928,139)
Clothing and Clothing Accessories Stores-448	1,743,893	3,943,311	(2,199,418)
Furniture and Home Furnishings Stores-442	1,044,703	1,813,216	(768,513)
Electronics and Appliance Stores-443	852,160	2,011,059	(1,158,899)
Sporting Goods, Hobby, Book, Music Stores-451	672,059	3,378,028	(2,705,969)
Office Supplies, Stationery, Gift Stores-4532	385,128	7,677,262	(7,292,134)

* 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.



RMP Opportunity Gap - Retail Stores 2007

Appendix: Area Listing

Area Name:

Type: Polygon 1 Reporting Detail: Aggregate Reporting Level: Block Group
CONNECTICUT AVE AT PLYERS MILL RD, KENSINGT

Polygon Points:

39.036091 -77.084603	39.036831 -77.082568	39.036461 -77.082135	39.035721 -77.082092
39.035553 -77.081486	39.035755 -77.080663	39.034880 -77.078065	39.035048 -77.073042
39.035115 -77.070531	39.035115 -77.068452	39.033837 -77.069059	39.032862 -77.069448
39.031516 -77.069578	39.031315 -77.068755	39.030911 -77.068626	39.030003 -77.069059
39.029767 -77.069362	39.029431 -77.068712	39.029027 -77.068149	39.028657 -77.068279
39.028590 -77.068626	39.027951 -77.069059	39.026774 -77.069362	39.026235 -77.069492
39.026067 -77.069665	39.024587 -77.070228	39.024991 -77.071180	39.025092 -77.071397
39.025933 -77.072219	39.024150 -77.072696	39.023107 -77.073302	39.022973 -77.073995
39.023208 -77.074688	39.023948 -77.074947	39.024587 -77.074688	39.024856 -77.075813
39.025226 -77.077805	39.025260 -77.078974	39.026572 -77.078758	39.027648 -77.078585
39.027547 -77.079624	39.028893 -77.082352	39.031180 -77.086509	39.031752 -77.085816
39.032862 -77.085210	39.033703 -77.084430	39.035923 -77.084603	39.036091 -77.084603

Project Information:

Site: 1

Order Number: 966893426



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