

CBP - Entertainment Products

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
Total Specified Consumer Expenditures - USA	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
Total Specified Consumer Expenditures (AREA)	1,069,946	0.02	1,224,964	0.02	60,555	64,543	2.90	119
TV, RADIO, & SOUND EQUIPMENT	16,755	1.57	25,167	2.05	948	1,326	10.04	136
Satellite Dishes	26	0.00	31	0.00	1	2	3.64	108
Televisions - All	4,047	0.38	6,402	0.52	229	337	11.64	135
VCRs/DVD/Digital Media Players & Recorders	754	0.07	1,179	0.10	43	62	11.29	141
Radios	761	0.07	1,216	0.10	43	64	11.96	137
Sound Components/Component Systems	3,404	0.32	5,332	0.44	193	281	11.33	153
Personal Digital Audio Players*	271	0.03	291	0.02	15	15	1.41	165
Other Sound Equipment and Accessories	2,296	0.21	3,700	0.30	130	195	12.22	142
Purchase CD/ Tape/Record	472	0.04	735	0.06	27	39	11.14	152
Purchase Video Cassettes/Tapes/DVDs	1,022	0.10	1,599	0.13	58	84	11.29	121
Rental Video Cassettes/Tapes/Discs/Films	1,652	0.15	1,943	0.16	93	102	3.52	120
Telephone Answering Devices	47	0.00	55	0.00	3	3	3.23	146
Telephone & Accessories	352	0.03	411	0.03	20	22	3.37	122
Video Games Hardware/Software	821	0.08	1,280	0.10	46	67	11.18	129
Repair of TV/Radio/Sound Equipment	807	0.08	961	0.08	46	51	3.82	116
Rental of Home Electronic Equipment	22	0.00	33	0.00	1	2	9.45	101
COMPUTERS, SOFTWARE & ACCESSORIES	15,250	1.43	23,638	1.93	863	1,245	11.00	144
Software & Accessories (Home Use)	2,114	0.20	3,323	0.27	120	175	11.44	139
Computer Hardware (Home Use)	12,972	1.21	20,051	1.64	734	1,056	10.92	145
Repair Computers/Systems (Home Use)	165	0.02	264	0.02	9	14	12.07	131
READING MATERIALS	10,392	0.97	12,311	1.00	588	649	3.69	135
Books Not Through Book Clubs	3,962	0.37	4,673	0.38	224	246	3.59	183
Books Through Book Clubs	194	0.02	232	0.02	11	12	3.93	133
Magazine and Newspapers Subscriptions	4,491	0.42	5,389	0.44	254	284	4.00	112
Magazines and Newspapers Non-subscription	1,745	0.16	2,017	0.16	99	106	3.12	127

CBP - Entertainment Products

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
TRAVEL	54,252	5.07	61,557	5.03	3,070	3,243	2.69	146
Airline Fares on Trips	15,773	1.47	17,122	1.40	893	902	1.71	135
Local Transportation on Trips	2,460	0.23	2,598	0.21	139	137	1.13	163
Taxi Fares and Limo Services on Trips	214	0.02	223	0.02	12	12	0.85	133
Ship Fares on Trips	1,328	0.12	1,505	0.12	75	79	2.67	156
Travel Items/Luggage	1,403	0.13	1,651	0.13	79	87	3.54	157
Entertainment Expenses on Trips	13,081	1.22	15,604	1.27	740	822	3.86	158
Lodging while on Trips	10,858	1.01	12,233	1.00	615	645	2.53	129
Food and Beverages on Trips	9,136	0.85	10,620	0.87	517	560	3.25	170
SPORTS & RECREATION	36,093	3.37	46,258	3.78	2,043	2,437	5.63	134
SPORTS EQUIPMENT	17,819	1.67	24,083	1.97	1,008	1,269	7.03	118
General Sport/Exercise Equipment	3,329	0.31	5,400	0.44	188	285	12.44	111
Bicycles	1,269	0.12	2,017	0.16	72	106	11.79	140
Camping Equipment	361	0.03	578	0.05	20	30	12.01	101
Hunting, Fishing Equipment	511	0.05	588	0.05	29	31	3.02	94
Winter Sport Equipment	334	0.03	538	0.04	19	28	12.22	140
Other Sports Equipment	1,353	0.13	2,150	0.18	77	113	11.79	151
Water Sport Equipment	887	0.08	1,412	0.12	50	74	11.84	185
Playground Equipment	646	0.06	997	0.08	37	53	10.86	120
Toys Games Hobbies Tricycles	9,129	0.85	10,405	0.85	517	548	2.79	112
Social/Recreation/Civic Club Membership	4,151	0.39	4,941	0.40	235	260	3.81	162
Fees for Participant Sports	3,089	0.29	3,675	0.30	175	194	3.80	134
Admission fees for Entertainment	1,380	0.13	1,630	0.13	78	86	3.62	148
Admission to Sporting Events	4,571	0.43	5,436	0.44	259	286	3.79	161
Fees for Recreational Lessons	3,981	0.37	4,738	0.39	225	250	3.80	151
Music Instruments/Accessories	1,033	0.10	1,645	0.13	58	87	11.86	182
Rent/Repair Musical Instruments	69	0.01	108	0.01	4	6	11.36	236
PHOTOGRAPHIC EQUIPMENT/SUPPLIES	2,333	0.22	3,184	0.26	132	168	7.30	127
Film	730	0.07	856	0.07	41	45	3.43	115
Film Processing	548	0.05	657	0.05	31	35	4.00	116
Photographic Equipment	1,054	0.10	1,671	0.14	60	88	11.69	143

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Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
Total Specified Consumer Expenditures - USA	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
Total Specified Consumer Expenditures (AREA)	8,623,411	0.14	9,703,280	0.15	60,567	64,508	2.50	119
TV, RADIO, & SOUND EQUIPMENT	131,703	1.53	194,728	2.01	925	1,295	9.57	133
Satellite Dishes	219	0.00	255	0.00	2	2	3.29	111
Televisions - All	32,205	0.37	50,074	0.52	226	333	11.10	133
VCRs/DVD/Digital Media Players & Recorders	5,762	0.07	8,926	0.09	40	59	10.98	134
Radios	6,101	0.07	9,596	0.10	43	64	11.46	136
Sound Components/Component Systems	26,773	0.31	41,337	0.43	188	275	10.88	149
Personal Digital Audio Players*	2,009	0.02	2,119	0.02	14	14	1.10	152
Other Sound Equipment and Accessories	18,267	0.21	28,864	0.30	128	192	11.60	140
Purchase CD/ Tape/Record	3,537	0.04	5,452	0.06	25	36	10.83	141
Purchase Video Cassettes/Tapes/DVDs	7,658	0.09	11,813	0.12	54	79	10.85	112
Rental Video Cassettes/Tapes/Discs/Films	12,914	0.15	14,987	0.15	91	100	3.21	117
Telephone Answering Devices	373	0.00	426	0.00	3	3	2.86	144
Telephone & Accessories	2,786	0.03	3,193	0.03	20	21	2.92	120
Video Games Hardware/Software	6,277	0.07	9,687	0.10	44	64	10.87	123
Repair of TV/Radio/Sound Equipment	6,641	0.08	7,739	0.08	47	51	3.31	119
Rental of Home Electronic Equipment	181	0.00	260	0.00	1	2	8.81	102
COMPUTERS, SOFTWARE & ACCESSORIES	119,102	1.38	181,891	1.87	837	1,209	10.54	140
Software & Accessories (Home Use)	16,446	0.19	25,492	0.26	116	169	11.00	134
Computer Hardware (Home Use)	101,349	1.18	154,341	1.59	712	1,026	10.46	141
Repair Computers/Systems (Home Use)	1,307	0.02	2,058	0.02	9	14	11.49	129
READING MATERIALS	83,936	0.97	97,321	1.00	590	647	3.19	136
Books Not Through Book Clubs	30,827	0.36	35,738	0.37	217	238	3.19	177
Books Through Book Clubs	1,574	0.02	1,848	0.02	11	12	3.47	134
Magazine and Newspapers Subscriptions	37,898	0.44	44,236	0.46	266	294	3.34	118
Magazines and Newspapers Non-subscription	13,637	0.16	15,499	0.16	96	103	2.73	123

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Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
TRAVEL	440,004	5.10	489,137	5.04	3,090	3,252	2.23	147
Airline Fares on Trips	127,585	1.48	135,767	1.40	896	903	1.28	136
Local Transportation on Trips	20,452	0.24	21,083	0.22	144	140	0.62	168
Taxi Fares and Limo Services on Trips	1,803	0.02	1,848	0.02	13	12	0.50	139
Ship Fares on Trips	11,294	0.13	12,430	0.13	79	83	2.01	164
Travel Items/Luggage	11,273	0.13	13,013	0.13	79	87	3.09	157
Entertainment Expenses on Trips	106,294	1.23	124,160	1.28	747	825	3.36	159
Lodging while on Trips	88,394	1.03	97,511	1.00	621	648	2.06	130
Food and Beverages on Trips	72,910	0.85	83,325	0.86	512	554	2.86	168
SPORTS & RECREATION	291,683	3.38	367,587	3.79	2,049	2,444	5.20	134
SPORTS EQUIPMENT	143,009	1.66	190,676	1.97	1,004	1,268	6.67	118
General Sport/Exercise Equipment	27,339	0.32	43,611	0.45	192	290	11.90	113
Bicycles	10,052	0.12	15,759	0.16	71	105	11.35	138
Camping Equipment	2,768	0.03	4,382	0.05	19	29	11.67	96
Hunting, Fishing Equipment	3,703	0.04	4,208	0.04	26	28	2.73	85
Winter Sport Equipment	2,415	0.03	3,849	0.04	17	26	11.87	125
Other Sports Equipment	10,647	0.12	16,654	0.17	75	111	11.28	147
Water Sport Equipment	7,162	0.08	11,175	0.12	50	74	11.21	186
Playground Equipment	5,479	0.06	8,354	0.09	38	56	10.49	126
Toys Games Hobbies Tricycles	73,444	0.85	82,684	0.85	516	550	2.52	112
Social/Recreation/Civic Club Membership	34,335	0.40	39,919	0.41	241	265	3.25	166
Fees for Participant Sports	25,049	0.29	29,216	0.30	176	194	3.33	135
Admission fees for Entertainment	10,940	0.13	12,708	0.13	77	84	3.23	146
Admission to Sporting Events	36,925	0.43	43,113	0.44	259	287	3.35	162
Fees for Recreational Lessons	32,804	0.38	38,416	0.40	230	255	3.42	155
Music Instruments/Accessories	8,103	0.09	12,742	0.13	57	85	11.45	177
Rent/Repair Musical Instruments	517	0.01	797	0.01	4	5	10.86	219
PHOTOGRAPHIC EQUIPMENT/SUPPLIES	18,729	0.22	25,062	0.26	132	167	6.76	126
Film	5,905	0.07	6,785	0.07	41	45	2.98	116
Film Processing	4,443	0.05	5,223	0.05	31	35	3.51	117
Photographic Equipment	8,380	0.10	13,054	0.13	59	87	11.15	141

CBP - Entertainment Products

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
Total Specified Consumer Expenditures - USA	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
Total Specified Consumer Expenditures (AREA)	19,119,657	0.32	21,279,266	0.33	59,635	63,430	2.26	117
TV, RADIO, & SOUND EQUIPMENT	284,466	1.49	416,751	1.96	887	1,242	9.30	127
Satellite Dishes	493	0.00	568	0.00	2	2	3.03	111
Televisions - All	70,345	0.37	108,384	0.51	219	323	10.81	129
VCRs/DVD/Digital Media Players & Recorders	11,959	0.06	18,405	0.09	37	55	10.78	124
Radios	12,953	0.07	20,189	0.09	40	60	11.17	128
Sound Components/Component Systems	58,138	0.30	89,098	0.42	181	266	10.65	144
Personal Digital Audio Players*	4,145	0.02	4,307	0.02	13	13	0.78	139
Other Sound Equipment and Accessories	39,651	0.21	61,833	0.29	124	184	11.19	135
Purchase CD/ Tape/Record	7,449	0.04	11,409	0.05	23	34	10.63	132
Purchase Video Cassettes/Tapes/DVDs	15,912	0.08	24,329	0.11	50	73	10.58	104
Rental Video Cassettes/Tapes/Discs/Films	27,361	0.14	31,500	0.15	85	94	3.03	110
Telephone Answering Devices	805	0.00	912	0.00	3	3	2.67	138
Telephone & Accessories	6,246	0.03	7,067	0.03	19	21	2.63	119
Video Games Hardware/Software	13,613	0.07	20,869	0.10	42	62	10.66	118
Repair of TV/Radio/Sound Equipment	14,935	0.08	17,211	0.08	47	51	3.05	119
Rental of Home Electronic Equipment	462	0.00	670	0.00	1	2	8.98	116
COMPUTERS, SOFTWARE & ACCESSORIES	257,268	1.35	389,390	1.83	802	1,161	10.27	134
Software & Accessories (Home Use)	35,448	0.19	54,485	0.26	111	162	10.74	128
Computer Hardware (Home Use)	218,944	1.15	330,433	1.55	683	985	10.18	135
Repair Computers/Systems (Home Use)	2,876	0.02	4,472	0.02	9	13	11.10	126
READING MATERIALS	174,862	0.91	200,670	0.94	545	598	2.95	126
Books Not Through Book Clubs	60,338	0.32	69,423	0.33	188	207	3.01	154
Books Through Book Clubs	3,219	0.02	3,735	0.02	10	11	3.21	122
Magazine and Newspapers Subscriptions	81,517	0.43	93,983	0.44	254	280	3.06	112
Magazines and Newspapers Non-subscription	29,787	0.16	33,529	0.16	93	100	2.51	119

CBP - Entertainment Products

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
TRAVEL	944,966	4.94	1,039,816	4.89	2,947	3,100	2.01	140
Airline Fares on Trips	274,811	1.44	289,453	1.36	857	863	1.07	130
Local Transportation on Trips	44,992	0.24	45,898	0.22	140	137	0.40	164
Taxi Fares and Limo Services on Trips	4,048	0.02	4,125	0.02	13	12	0.38	138
Ship Fares on Trips	24,939	0.13	27,140	0.13	78	81	1.76	161
Travel Items/Luggage	24,343	0.13	27,813	0.13	76	83	2.85	150
Entertainment Expenses on Trips	231,034	1.21	266,800	1.25	721	795	3.10	154
Lodging while on Trips	191,442	1.00	208,922	0.98	597	623	1.83	125
Food and Beverages on Trips	149,356	0.78	169,665	0.80	466	506	2.72	153
SPORTS & RECREATION	643,161	3.36	802,527	3.77	2,006	2,392	4.96	131
SPORTS EQUIPMENT	318,406	1.67	420,405	1.98	993	1,253	6.41	116
General Sport/Exercise Equipment	62,286	0.33	97,893	0.46	194	292	11.43	115
Bicycles	21,847	0.11	33,937	0.16	68	101	11.07	133
Camping Equipment	6,253	0.03	9,758	0.05	20	29	11.21	96
Hunting, Fishing Equipment	8,202	0.04	9,183	0.04	26	27	2.39	83
Winter Sport Equipment	4,733	0.02	7,439	0.03	15	22	11.43	109
Other Sports Equipment	22,227	0.12	34,500	0.16	69	103	11.04	137
Water Sport Equipment	15,220	0.08	23,521	0.11	47	70	10.91	175
Playground Equipment	12,565	0.07	19,140	0.09	39	57	10.47	129
Toys Games Hobbies Tricycles	165,074	0.86	185,034	0.87	515	552	2.42	112
Social/Recreation/Civic Club Membership	74,886	0.39	86,138	0.40	234	257	3.01	161
Fees for Participant Sports	54,553	0.29	62,946	0.30	170	188	3.08	131
Admission fees for Entertainment	23,665	0.12	27,224	0.13	74	81	3.01	140
Admission to Sporting Events	79,090	0.41	91,440	0.43	247	273	3.12	154
Fees for Recreational Lessons	74,985	0.39	86,892	0.41	234	259	3.18	157
Music Instruments/Accessories	16,584	0.09	25,966	0.12	52	77	11.31	161
Rent/Repair Musical Instruments	990	0.01	1,517	0.01	3	5	10.63	186
PHOTOGRAPHIC EQUIPMENT/SUPPLIES	41,496	0.22	54,690	0.26	129	163	6.36	124
Film	13,369	0.07	15,137	0.07	42	45	2.64	117
Film Processing	9,959	0.05	11,534	0.05	31	34	3.16	116
Photographic Equipment	18,168	0.10	28,020	0.13	57	84	10.85	136

*Based upon limited survey data and included to capture emerging and expanding markets. Refer to Release Notes.



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Prepared By:

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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CBP - Entertainment Products

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 3.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 970525038