

RMP Opportunity Gap - Merchandise Lines

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-2411, 0.00 - 1.00 Miles, Total

Merchandise Lines	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	747,979,930	616,804,989	131,174,941
Groceries and Other Foods	103,307,780	73,330,959	29,976,821
Meals and Snacks	77,786,418	163,726,972	(85,940,554)
Alcoholic Drinks	4,576,903	7,361,565	(2,784,662)
Packaged Liquor/Wine/Beer	23,618,699	14,926,136	8,692,563
Cigars, Cigarettes, Tobacco, Accessories	13,976,719	8,494,165	5,482,554
Drugs, Health Aids and Beauty Aids	64,101,840	54,087,886	10,013,954
Soaps, Detergents and Household Cleaners	1,495,558	282,452	1,213,106
Paper and Related Products	6,024,426	2,345,206	3,679,220
Men's Wear	22,685,210	30,235,990	(7,550,780)
Women's, Juniors' and Misses' Wear	32,759,122	69,117,482	(36,358,360)
Children's Wear	9,576,327	14,373,152	(4,796,825)
Footwear	11,275,318	19,160,626	(7,885,308)
Sewing, Knitting and Needlework Goods	1,621,715	388,651	1,233,064
Curtains, Draperies, Blinds, Slipcovers Etc	11,044,307	7,115,372	3,928,935
Major Household Appliances	4,338,943	1,034,384	3,304,559
Small Electric Appliances	1,365,053	468,886	896,167
Televisions, Video Recorders, Video Cameras	6,706,034	2,991,131	3,714,903
Audio Equipment, Musical Instruments	9,668,836	2,915,063	6,753,773
Furniture and Sleep Equipment	18,862,645	18,499,718	362,927
Flooring and Floor Coverings	2,884,133	1,880,545	1,003,588
Computer Hardware, Software and Supplies	17,374,106	9,717,142	7,656,964
Kitchenware and Home Furnishings	16,589,359	10,198,048	6,391,311
Jewelry	18,628,324	11,148,483	7,479,841
Books	14,398,294	10,174,645	4,223,649
Photographic Equipment and Supplies	2,055,498	337,952	1,717,546
Toys, Hobby Goods and Games	11,460,026	5,943,622	5,516,404
Optical Goods	2,708,806	2,500,123	208,683
Sporting Goods	10,007,561	4,586,486	5,421,075
Hardware, Tools, Plumbing, Electrical	3,582,357	2,319,227	1,263,130
Lumber and Building Materials	2,051,622	1,652,144	399,478
Lawn, Garden, and Farm Equipment & Supplies	8,234,397	1,262,794	6,971,603
Paint and Sundries	914,287	200,096	714,191
Cars, Trucks, Other Powered Transportation	107,808,254	28,548,485	79,259,769
RVs, Campers, Camping & Travel Trailers	1,121,083	414,319	706,764
Automotive Fuels	49,048,128	10,099,333	38,948,795
Automotive Lubricants	571,797	122,335	449,462
Pets, Pet Foods and Pet Supplies	6,522,885	1,396,990	5,125,895
All Other Merchandise	47,227,160	23,446,420	23,780,740



RMP Opportunity Gap - Merchandise Lines

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-2411, 0.00 - 3.00 Miles, Total

Merchandise Lines	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	6,023,902,523	6,427,173,511	(403,270,988)
Groceries and Other Foods	850,179,267	924,676,756	(74,497,489)
Meals and Snacks	607,398,564	1,689,263,591	(1,081,865,027)
Alcoholic Drinks	35,372,339	65,232,485	(29,860,146)
Packaged Liquor/Wine/Beer	184,898,528	214,730,261	(29,831,733)
Cigars, Cigarettes, Tobacco, Accessories	108,457,544	102,556,913	5,900,631
Drugs, Health Aids and Beauty Aids	553,288,479	653,226,405	(99,937,926)
Soaps, Detergents and Household Cleaners	12,470,267	5,657,530	6,812,737
Paper and Related Products	49,419,985	38,595,463	10,824,522
Men's Wear	179,193,300	250,435,890	(71,242,590)
Women's, Juniors' and Misses' Wear	262,865,112	399,895,545	(137,030,433)
Children's Wear	81,096,280	145,994,873	(64,898,593)
Footwear	90,664,831	155,514,877	(64,850,046)
Sewing, Knitting and Needlework Goods	13,285,358	5,134,378	8,150,980
Curtains, Draperies, Blinds, Slipcovers Etc	90,192,823	69,842,255	20,350,568
Major Household Appliances	37,116,484	11,751,553	25,364,931
Small Electric Appliances	10,902,165	6,135,320	4,766,845
Televisions, Video Recorders, Video Cameras	52,546,473	58,445,503	(5,899,030)
Audio Equipment, Musical Instruments	76,140,271	65,042,184	11,098,087
Furniture and Sleep Equipment	154,328,125	85,473,805	68,854,320
Flooring and Floor Coverings	26,057,806	11,417,295	14,640,511
Computer Hardware, Software and Supplies	135,666,320	115,271,517	20,394,803
Kitchenware and Home Furnishings	134,929,267	87,048,821	47,880,446
Jewelry	149,553,984	128,556,440	20,997,544
Books	107,105,210	113,485,239	(6,380,029)
Photographic Equipment and Supplies	16,452,648	20,321,100	(3,868,452)
Toys, Hobby Goods and Games	91,815,210	76,898,804	14,916,406
Optical Goods	22,522,344	51,072,462	(28,550,118)
Sporting Goods	80,119,115	39,100,290	41,018,825
Hardware, Tools, Plumbing, Electrical	31,246,280	13,144,364	18,101,916
Lumber and Building Materials	19,052,381	8,835,023	10,217,358
Lawn, Garden, and Farm Equipment & Supplies	70,708,388	14,005,712	56,702,676
Paint and Sundries	8,853,275	6,130,941	2,722,334
Cars, Trucks, Other Powered Transportation	854,310,504	443,015,310	411,295,194
RVs, Campers, Camping & Travel Trailers	16,246,070	5,320,965	10,925,105
Automotive Fuels	376,464,176	91,053,632	285,410,544
Automotive Lubricants	4,361,147	1,999,474	2,361,673
Pets, Pet Foods and Pet Supplies	53,018,628	31,101,537	21,917,091
All Other Merchandise	375,603,573	221,789,000	153,814,573



RMP Opportunity Gap - Merchandise Lines

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-2411, 0.00 - 5.00 Miles, Total

Merchandise Lines	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	13,460,673,440	11,911,123,177	1,549,550,263
Groceries and Other Foods	1,990,055,789	2,036,882,161	(46,826,372)
Meals and Snacks	1,300,262,516	2,699,068,627	(1,398,806,111)
Alcoholic Drinks	74,550,838	98,809,048	(24,258,210)
Packaged Liquor/Wine/Beer	395,103,095	433,447,856	(38,344,761)
Cigars, Cigarettes, Tobacco, Accessories	235,744,935	209,315,527	26,429,408
Drugs, Health Aids and Beauty Aids	1,314,072,973	1,232,941,579	81,131,394
Soaps, Detergents and Household Cleaners	30,208,935	14,890,798	15,318,137
Paper and Related Products	113,262,330	84,102,780	29,159,550
Men's Wear	393,773,457	370,484,816	23,288,641
Women's, Juniors' and Misses' Wear	594,239,037	597,109,466	(2,870,429)
Children's Wear	206,797,308	246,809,067	(40,011,759)
Footwear	210,187,987	240,038,306	(29,850,319)
Sewing, Knitting and Needlework Goods	29,795,903	20,454,081	9,341,822
Curtains, Draperies, Blinds, Slipcovers Etc	198,756,152	136,348,251	62,407,901
Major Household Appliances	85,235,024	31,402,858	53,832,166
Small Electric Appliances	23,550,273	12,197,912	11,352,361
Televisions, Video Recorders, Video Cameras	113,117,005	87,787,446	25,329,559
Audio Equipment, Musical Instruments	163,586,314	115,190,404	48,395,910
Furniture and Sleep Equipment	338,567,129	173,568,463	164,998,666
Flooring and Floor Coverings	60,820,390	21,269,014	39,551,376
Computer Hardware, Software and Supplies	292,986,666	179,693,051	113,293,615
Kitchenware and Home Furnishings	296,810,435	169,980,857	126,829,578
Jewelry	318,960,523	218,974,335	99,986,188
Books	217,795,748	203,043,130	14,752,618
Photographic Equipment and Supplies	36,321,725	28,679,875	7,641,850
Toys, Hobby Goods and Games	205,796,365	143,999,870	61,796,495
Optical Goods	52,533,323	73,513,395	(20,980,072)
Sporting Goods	176,594,108	83,563,125	93,030,983
Hardware, Tools, Plumbing, Electrical	73,035,763	23,572,876	49,462,887
Lumber and Building Materials	46,363,692	15,428,249	30,935,443
Lawn, Garden, and Farm Equipment & Supplies	161,342,997	42,511,293	118,831,704
Paint and Sundries	21,788,128	11,397,140	10,390,988
Cars, Trucks, Other Powered Transportation	1,876,593,381	1,043,050,637	833,542,744
RVs, Campers, Camping & Travel Trailers	42,109,202	14,897,717	27,211,485
Automotive Fuels	842,590,247	316,781,574	525,808,673
Automotive Lubricants	10,290,182	5,072,906	5,217,276
Pets, Pet Foods and Pet Supplies	119,886,770	61,525,328	58,361,442
All Other Merchandise	797,186,797	413,319,360	383,867,437



RMP Opportunity Gap - Merchandise Lines

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.

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.

RMP Opportunity Gap - Merchandise Lines

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: 970396929

