

## RMP Opportunity Gap - Retail Stores

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

Retail Stores	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
Motor Vehicle and Parts Dealers-441	119,266,647	29,896,876	89,369,771
Automotive Dealers-4411	106,215,869	28,835,163	77,380,706
Other Motor Vehicle Dealers-4412	2,370,398	137,416	2,232,982
Automotive Parts/Accsrs, Tire Stores-4413	10,680,380	924,297	9,756,083
Furniture and Home Furnishings Stores-442	18,428,265	31,392,040	(12,963,775)
Furniture Stores-4421	10,548,647	16,842,545	(6,293,898)
Home Furnishing Stores-4422	7,879,619	14,549,495	(6,669,876)
Electronics and Appliance Stores-443	20,177,039	13,538,566	6,638,473
Appliances, TVs, Electronics Stores-44311	14,782,268	6,762,416	8,019,852
Household Appliances Stores-443111	3,067,201	246,724	2,820,477
Radio, Television, Electronics Stores-443112	11,715,068	6,515,692	5,199,376
Computer and Software Stores-44312	4,495,354	6,776,150	(2,280,796)
Camera and Photographic Equipment Stores-44313	899,417	0	899,417
Building Material, Garden Equip Stores -444	70,010,506	17,165,206	52,845,300
Building Material and Supply Dealers-4441	64,210,227	17,165,206	47,045,021
Home Centers-44411	26,757,677	0	26,757,677
Paint and Wallpaper Stores-44412	1,482,161	71,592	1,410,569
Hardware Stores-44413	6,372,501	0	6,372,501
Other Building Materials Dealers-44419	29,597,888	17,093,613	12,504,275
Building Materials, Lumberyards-444191	12,684,035	6,683,602	6,000,433
Lawn, Garden Equipment, Supplies Stores-4442	5,800,279	0	5,800,279
Outdoor Power Equipment Stores-44421	357,764	0	357,764
Nursery and Garden Centers-44422	5,442,515	0	5,442,515
Food and Beverage Stores-445	84,747,751	67,732,317	17,015,434
Grocery Stores-4451	75,367,790	54,763,420	20,604,370
Supermarkets, Grocery (Ex Conv) Stores-44511	71,513,255	50,826,490	20,686,765
Convenience Stores-44512	3,854,535	3,936,929	(82,394)
Specialty Food Stores-4452	2,292,031	9,422,813	(7,130,782)
Beer, Wine and Liquor Stores-4453	7,087,930	3,546,084	3,541,846
Health and Personal Care Stores-446	39,052,200	50,675,998	(11,623,798)
Pharmancies and Drug Stores-44611	33,682,284	31,035,081	2,647,203
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,394,338	16,184,803	(14,790,465)
Optical Goods Stores-44613	1,510,077	2,015,939	(505,862)
Other Health and Personal Care Stores-44619	2,465,501	1,440,174	1,025,327



## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	65,416,657	12,562,080	52,854,577
Gasoline Stations With Conv Stores-44711	48,458,061	6,365,717	42,092,344
Other Gasoline Stations-44719	16,958,596	6,196,363	10,762,233
<b>Clothing and Clothing Accessories Stores-448</b>	<b>41,033,378</b>	<b>135,105,392</b>	<b>(94,072,014)</b>
Clothing Stores-4481	27,615,788	114,628,774	(87,012,986)
Men's Clothing Stores-44811	1,935,531	6,975,370	(5,039,839)
Women's Clothing Stores-44812	7,261,137	43,108,127	(35,846,990)
Childrens, Infants Clothing Stores-44813	1,076,053	1,629,231	(553,178)
Family Clothing Stores-44814	14,715,963	52,509,371	(37,793,408)
Clothing Accessories Stores-44815	743,333	1,515,298	(771,965)
Other Clothing Stores-44819	1,883,771	8,891,377	(7,007,606)
Shoe Stores-4482	4,951,485	12,463,575	(7,512,090)
Jewelry, Luggage, Leather Goods Stores-4483	8,466,106	8,013,043	453,063
Jewelry Stores-44831	7,991,288	7,243,984	747,304
Luggage and Leather Goods Stores-44832	474,817	769,059	(294,242)
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>18,231,499</b>	<b>21,123,733</b>	<b>(2,892,234)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	11,619,843	7,456,629	4,163,214
Sporting Goods Stores-45111	5,841,506	6,009,350	(167,844)
Hobby, Toys and Games Stores-45112	3,554,412	1,239,997	2,314,415
Sew/Needlework/Piece Goods Stores-45113	857,269	207,283	649,986
Musical Instrument and Supplies Stores-45114	1,366,655	0	1,366,655
Book, Periodical and Music Stores-4512	6,611,656	13,667,104	(7,055,448)
Book Stores and News Dealers-45121	4,649,998	12,814,449	(8,164,451)
Book Stores-451211	4,479,956	8,383,084	(3,903,128)
News Dealers and Newsstands-451212	170,042	4,431,365	(4,261,323)
Prerecorded Tapes, CDs, Record Stores-45122	1,961,658	852,654	1,109,004
<b>General Merchandise Stores-452</b>	<b>96,821,751</b>	<b>17,336,506</b>	<b>79,485,245</b>
Department Stores Excl Leased Depts-4521	50,020,437	16,023,093	33,997,344
Other General Merchandise Stores-4529	46,801,314	1,313,413	45,487,901
<b>Miscellaneous Store Retailers-453</b>	<b>20,628,648</b>	<b>15,816,901</b>	<b>4,811,747</b>
Florists-4531	1,500,315	1,038,603	461,712
Office Supplies, Stationery, Gift Stores-4532	9,224,913	11,488,665	(2,263,752)
Office Supplies and Stationery Stores-45321	5,437,531	8,353,921	(2,916,390)
Gift, Novelty and Souvenir Stores-45322	3,787,382	3,134,744	652,638
Used Merchandise Stores-4533	2,041,024	726,126	1,314,898
Other Miscellaneous Store Retailers-4539	7,862,397	2,563,507	5,298,890
<b>Non-Store Retailers-454</b>	<b>60,839,464</b>	<b>4,443,997</b>	<b>56,395,467</b>
<b>Foodservice and Drinking Places-722</b>	<b>93,326,124</b>	<b>200,015,377</b>	<b>(106,689,253)</b>
Full-Service Restaurants-7221	42,966,666	92,135,416	(49,168,750)



Prepared On: Tues Sep 27, 2011 Page 2 Of 10

Prepared By:

Project Code:

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Prepared For:

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## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	38,650,631	83,651,781	(45,001,150)
Special Foodservices-7223	7,570,167	17,476,061	(9,905,894)
Drinking Places -Alcoholic Beverages-7224	4,138,659	6,752,119	(2,613,460)
<b>GAFO *</b>	<b>203,916,846</b>	<b>229,984,903</b>	<b>(26,068,057)</b>
General Merchandise Stores-452	96,821,751	17,336,506	79,485,245
Clothing and Clothing Accessories Stores-448	41,033,378	135,105,392	(94,072,014)
Furniture and Home Furnishings Stores-442	18,428,265	31,392,040	(12,963,775)
Electronics and Appliance Stores-443	20,177,039	13,538,566	6,638,473
Sporting Goods, Hobby, Book, Music Stores-451	18,231,499	21,123,733	(2,892,234)
Office Supplies, Stationery, Gift Stores-4532	9,224,913	11,488,665	(2,263,752)

## RMP Opportunity Gap - Retail Stores

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

Retail Stores	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)
Motor Vehicle and Parts Dealers-441	951,990,375	456,217,039	495,773,336
Automotive Dealers-4411	842,714,475	444,138,748	398,575,727
Other Motor Vehicle Dealers-4412	24,494,456	621,379	23,873,077
Automotive Parts/Accsrs, Tire Stores-4413	84,781,445	11,456,912	73,324,533
Furniture and Home Furnishings Stores-442	150,428,248	187,994,268	(37,566,020)
Furniture Stores-4421	86,228,341	65,183,604	21,044,737
Home Furnishing Stores-4422	64,199,907	122,810,664	(58,610,757)
Electronics and Appliance Stores-443	159,608,988	224,142,879	(64,533,891)
Appliances, TVs, Electronics Stores-44311	117,175,035	155,213,046	(38,038,011)
Household Appliances Stores-443111	24,979,296	7,983,062	16,996,234
Radio, Television, Electronics Stores-443112	92,195,739	147,229,984	(55,034,245)
Computer and Software Stores-44312	35,240,131	54,507,703	(19,267,572)
Camera and Photographic Equipment Stores-44313	7,193,822	14,422,130	(7,228,308)
Building Material, Garden Equip Stores -444	578,191,107	135,875,319	442,315,788
Building Material and Supply Dealers-4441	530,220,800	134,580,840	395,639,960
Home Centers-44411	219,906,364	1,866,850	218,039,514
Paint and Wallpaper Stores-44412	12,537,687	12,925,883	(388,196)
Hardware Stores-44413	52,013,175	28,864,115	23,149,060
Other Building Materials Dealers-44419	245,763,574	90,923,992	154,839,582
Building Materials, Lumberyards-444191	102,210,398	35,551,288	66,659,110
Lawn, Garden Equipment, Supplies Stores-4442	47,970,307	1,294,478	46,675,829
Outdoor Power Equipment Stores-44421	3,549,066	0	3,549,066
Nursery and Garden Centers-44422	44,421,241	1,294,478	43,126,763
Food and Beverage Stores-445	692,794,579	876,051,404	(183,256,825)
Grocery Stores-4451	618,386,471	749,527,199	(131,140,728)
Supermarkets, Grocery (Ex Conv) Stores-44511	587,444,962	712,079,796	(124,634,834)
Convenience Stores-44512	30,941,509	37,447,404	(6,505,895)
Specialty Food Stores-4452	18,846,635	29,077,421	(10,230,786)
Beer, Wine and Liquor Stores-4453	55,561,473	97,446,784	(41,885,311)
Health and Personal Care Stores-446	333,626,605	554,715,356	(221,088,751)
Pharmancies and Drug Stores-44611	287,940,625	448,037,522	(160,096,897)
Cosmetics, Beauty Supplies, Perfume Stores-44612	12,011,575	41,718,076	(29,706,501)
Optical Goods Stores-44613	12,553,210	44,111,045	(31,557,835)
Other Health and Personal Care Stores-44619	21,121,194	20,848,712	272,482



## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	508,042,328	106,981,248	401,061,080
Gasoline Stations With Conv Stores-44711	377,259,547	58,314,580	318,944,967
Other Gasoline Stations-44719	130,782,781	48,666,668	82,116,113
<b>Clothing and Clothing Accessories Stores-448</b>	<b>329,861,796</b>	<b>795,331,487</b>	<b>(465,469,691)</b>
Clothing Stores-4481	222,135,926	610,333,847	(388,197,921)
Men's Clothing Stores-44811	15,315,574	56,770,015	(41,454,441)
Women's Clothing Stores-44812	58,319,592	134,001,866	(75,682,274)
Childrens, Infants Clothing Stores-44813	9,088,111	17,834,048	(8,745,937)
Family Clothing Stores-44814	118,288,691	342,404,464	(224,115,773)
Clothing Accessories Stores-44815	5,958,003	14,065,476	(8,107,473)
Other Clothing Stores-44819	15,165,955	45,257,978	(30,092,023)
Shoe Stores-4482	39,782,240	97,478,177	(57,695,937)
Jewelry, Luggage, Leather Goods Stores-4483	67,943,630	87,519,463	(19,575,833)
Jewelry Stores-44831	64,155,636	82,127,921	(17,972,285)
Luggage and Leather Goods Stores-44832	3,787,994	5,391,542	(1,603,548)
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>143,130,605</b>	<b>162,555,718</b>	<b>(19,425,113)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	92,986,822	43,928,063	49,058,759
Sporting Goods Stores-45111	46,747,268	25,907,679	20,839,589
Hobby, Toys and Games Stores-45112	28,476,237	7,851,569	20,624,668
Sew/Needlework/Piece Goods Stores-45113	7,000,136	1,258,746	5,741,390
Musical Instrument and Supplies Stores-45114	10,763,182	8,910,069	1,853,113
Book, Periodical and Music Stores-4512	50,143,783	118,627,655	(68,483,872)
Book Stores and News Dealers-45121	34,779,049	106,111,684	(71,332,635)
Book Stores-451211	33,448,896	82,227,358	(48,778,462)
News Dealers and Newsstands-451212	1,330,153	23,884,327	(22,554,174)
Prerecorded Tapes, CDs, Record Stores-45122	15,364,734	12,515,970	2,848,764
<b>General Merchandise Stores-452</b>	<b>789,333,766</b>	<b>460,173,057</b>	<b>329,160,709</b>
Department Stores Excl Leased Depts-4521	407,293,331	413,446,482	(6,153,151)
Other General Merchandise Stores-4529	382,040,435	46,726,575	335,313,860
<b>Miscellaneous Store Retailers-453</b>	<b>164,510,390</b>	<b>147,104,943</b>	<b>17,405,447</b>
Florists-4531	12,454,837	9,038,356	3,416,481
Office Supplies, Stationery, Gift Stores-4532	73,433,298	74,150,748	(717,450)
Office Supplies and Stationery Stores-45321	43,108,973	34,303,312	8,805,661
Gift, Novelty and Souvenir Stores-45322	30,324,325	39,847,436	(9,523,111)
Used Merchandise Stores-4533	16,152,336	8,617,408	7,534,928
Other Miscellaneous Store Retailers-4539	62,469,919	55,298,432	7,171,487
<b>Non-Store Retailers-454</b>	<b>491,806,751</b>	<b>254,049,464</b>	<b>237,757,287</b>
<b>Foodservice and Drinking Places-722</b>	<b>730,576,984</b>	<b>2,065,981,329</b>	<b>(1,335,404,345)</b>
Full-Service Restaurants-7221	335,784,254	741,575,924	(405,791,670)



## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	302,969,155	922,962,236	(619,993,081)
Special Foodservices-7223	59,417,303	332,214,813	(272,797,510)
Drinking Places -Alcoholic Beverages-7224	32,406,272	69,228,355	(36,822,083)
<b>GAFO *</b>	<b>1,645,796,702</b>	<b>1,904,348,156</b>	<b>(258,551,454)</b>
General Merchandise Stores-452	789,333,766	460,173,057	329,160,709
Clothing and Clothing Accessories Stores-448	329,861,796	795,331,487	(465,469,691)
Furniture and Home Furnishings Stores-442	150,428,248	187,994,268	(37,566,020)
Electronics and Appliance Stores-443	159,608,988	224,142,879	(64,533,891)
Sporting Goods, Hobby, Book, Music Stores-451	143,130,605	162,555,718	(19,425,113)
Office Supplies, Stationery, Gift Stores-4532	73,433,298	74,150,748	(717,450)

## RMP Opportunity Gap - Retail Stores

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

Retail Stores	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
Motor Vehicle and Parts Dealers-441	2,091,066,055	1,088,526,840	1,002,539,215
Automotive Dealers-4411	1,851,411,969	1,046,854,674	804,557,295
Other Motor Vehicle Dealers-4412	58,761,461	4,134,338	54,627,123
Automotive Parts/Accsrs, Tire Stores-4413	180,892,624	37,537,827	143,354,797
Furniture and Home Furnishings Stores-442	330,444,907	349,889,293	(19,444,386)
Furniture Stores-4421	189,141,435	129,606,578	59,534,857
Home Furnishing Stores-4422	141,303,472	220,282,715	(78,979,243)
Electronics and Appliance Stores-443	346,757,213	314,274,752	32,482,461
Appliances, TVs, Electronics Stores-44311	254,506,339	217,332,300	37,174,039
Household Appliances Stores-443111	55,194,616	24,173,522	31,021,094
Radio, Television, Electronics Stores-443112	199,311,724	193,158,779	6,152,945
Computer and Software Stores-44312	76,388,845	79,770,027	(3,381,182)
Camera and Photographic Equipment Stores-44313	15,862,029	17,172,425	(1,310,396)
Building Material, Garden Equip Stores -444	1,286,986,307	328,443,487	958,542,820
Building Material and Supply Dealers-4441	1,179,170,399	315,325,530	863,844,869
Home Centers-44411	487,958,947	97,798,398	390,160,549
Paint and Wallpaper Stores-44412	28,149,078	20,930,127	7,218,951
Hardware Stores-44413	116,094,053	44,187,329	71,906,724
Other Building Materials Dealers-44419	546,968,321	152,409,677	394,558,644
Building Materials, Lumberyards-444191	220,203,253	59,592,192	160,611,061
Lawn, Garden Equipment, Supplies Stores-4442	107,815,908	13,117,957	94,697,951
Outdoor Power Equipment Stores-44421	8,404,179	838,335	7,565,844
Nursery and Garden Centers-44422	99,411,729	12,279,622	87,132,107
Food and Beverage Stores-445	1,597,038,436	2,049,375,759	(452,337,323)
Grocery Stores-4451	1,433,876,565	1,793,293,498	(359,416,933)
Supermarkets, Grocery (Ex Conv) Stores-44511	1,364,171,101	1,703,118,005	(338,946,904)
Convenience Stores-44512	69,705,464	90,175,494	(20,470,030)
Specialty Food Stores-4452	44,043,642	48,233,099	(4,189,457)
Beer, Wine and Liquor Stores-4453	119,118,229	207,849,162	(88,730,933)
Health and Personal Care Stores-446	786,073,831	996,371,137	(210,297,306)
Pharmancies and Drug Stores-44611	678,359,919	848,486,209	(170,126,290)
Cosmetics, Beauty Supplies, Perfume Stores-44612	28,465,522	50,185,766	(21,720,244)
Optical Goods Stores-44613	29,266,193	60,492,548	(31,226,355)
Other Health and Personal Care Stores-44619	49,982,197	37,206,614	12,775,583



## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	1,136,160,370	402,997,535	733,162,835
Gasoline Stations With Conv Stores-44711	843,903,100	241,365,260	602,537,840
Other Gasoline Stations-44719	292,257,270	161,632,275	130,624,995
<b>Clothing and Clothing Accessories Stores-448</b>	<b>741,923,256</b>	<b>1,131,693,682</b>	<b>(389,770,426)</b>
Clothing Stores-4481	504,951,452	843,357,385	(338,405,933)
Men's Clothing Stores-44811	33,797,656	70,282,021	(36,484,365)
Women's Clothing Stores-44812	131,666,435	188,565,323	(56,898,888)
Childrens, Infants Clothing Stores-44813	23,053,746	44,508,761	(21,455,015)
Family Clothing Stores-44814	268,850,412	462,928,356	(194,077,944)
Clothing Accessories Stores-44815	13,270,664	17,935,107	(4,664,443)
Other Clothing Stores-44819	34,312,538	59,137,818	(24,825,280)
Shoe Stores-4482	91,868,087	143,047,756	(51,179,669)
Jewelry, Luggage, Leather Goods Stores-4483	145,103,717	145,288,540	(184,823)
Jewelry Stores-44831	136,837,770	137,187,302	(349,532)
Luggage and Leather Goods Stores-44832	8,265,947	8,101,239	164,708
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>310,281,682</b>	<b>339,479,276</b>	<b>(29,197,594)</b>
Sportng Goods, Hobby, Musical Inst Stores-4511	206,200,461	138,226,985	67,973,476
Sporting Goods Stores-45111	104,080,326	65,262,992	38,817,334
Hobby, Toys and Games Stores-45112	63,404,298	35,194,090	28,210,208
Sew/Needlework/Piece Goods Stores-45113	15,599,932	14,454,188	1,145,744
Musical Instrument and Supplies Stores-45114	23,115,905	23,315,716	(199,811)
Book, Periodical and Music Stores-4512	104,081,221	201,252,291	(97,171,070)
Book Stores and News Dealers-45121	71,169,505	171,021,472	(99,851,967)
Book Stores-451211	68,294,991	143,714,939	(75,419,948)
News Dealers and Newsstands-451212	2,874,514	27,306,533	(24,432,019)
Prerecorded Tapes, CDs, Record Stores-45122	32,911,716	30,230,818	2,680,898
<b>General Merchandise Stores-452</b>	<b>1,805,096,574</b>	<b>850,290,396</b>	<b>954,806,178</b>
Department Stores Excl Leased Depts-4521	930,083,548	726,660,234	203,423,314
Other General Merchandise Stores-4529	875,013,026	123,630,161	751,382,865
<b>Miscellaneous Store Retailers-453</b>	<b>358,932,809</b>	<b>249,835,907</b>	<b>109,096,902</b>
Florists-4531	27,790,649	19,339,279	8,451,370
Office Supplies, Stationery, Gift Stores-4532	158,977,949	131,757,130	27,220,819
Office Supplies and Stationery Stores-45321	92,414,672	49,616,587	42,798,085
Gift, Novelty and Souvenir Stores-45322	66,563,276	82,140,543	(15,577,267)
Used Merchandise Stores-4533	35,418,814	12,506,682	22,912,132
Other Miscellaneous Store Retailers-4539	136,745,398	86,232,816	50,512,582
<b>Non-Store Retailers-454</b>	<b>1,100,533,867</b>	<b>514,301,115</b>	<b>586,232,752</b>
<b>Foodservice and Drinking Places-722</b>	<b>1,569,378,132</b>	<b>3,295,644,000</b>	<b>(1,726,265,868)</b>
Full-Service Restaurants-7221	719,072,872	1,125,029,310	(405,956,438)



## RMP Opportunity Gap - Retail Stores

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

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	652,790,950	1,409,753,998	(756,963,048)
Special Foodservices-7223	128,061,020	663,486,547	(535,425,527)
Drinking Places -Alcoholic Beverages-7224	69,453,290	97,374,145	(27,920,855)
<b>GAFO *</b>	<b>3,693,481,582</b>	<b>3,117,384,528</b>	<b>576,097,054</b>
General Merchandise Stores-452	1,805,096,574	850,290,396	954,806,178
Clothing and Clothing Accessories Stores-448	741,923,256	1,131,693,682	(389,770,426)
Furniture and Home Furnishings Stores-442	330,444,907	349,889,293	(19,444,386)
Electronics and Appliance Stores-443	346,757,213	314,274,752	32,482,461
Sporting Goods, Hobby, Book, Music Stores-451	310,281,682	339,479,276	(29,197,594)
Office Supplies, Stationery, Gift Stores-4532	158,977,949	131,757,130	27,220,819

\* 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. 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 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

## 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

