

RMP Opportunity Gap - Merchandise Lines

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

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	679,716,569	614,222,423	65,494,146
Groceries and Other Foods	76,848,172	82,875,046	(6,026,874)
Meals and Snacks	82,971,641	153,509,651	(70,538,010)
Alcoholic Drinks	13,316,439	18,840,168	(5,523,729)
Packaged Liquor/Wine/Beer	15,213,657	8,130,599	7,083,058
Cigars, Cigarettes, Tobacco, Accessories	9,742,036	5,851,458	3,890,578
Drugs, Health Aids and Beauty Aids	52,408,808	32,164,787	20,244,021
Soaps, Detergents and Household Cleaners	4,389,420	2,827,952	1,561,468
Paper and Related Products	4,362,332	2,843,460	1,518,872
Men's Wear	15,360,847	25,817,831	(10,456,984)
Women's, Juniors' and Misses' Wear	28,832,031	54,459,475	(25,627,444)
Children's Wear	5,531,146	8,087,032	(2,555,886)
Footwear	8,418,791	13,392,101	(4,973,310)
Sewing, Knitting and Needlework Goods	1,195,007	195,013	999,994
Curtains, Draperies, Blinds, Slipcovers Etc	5,830,798	4,552,896	1,277,902
Major Household Appliances	5,955,433	3,629,867	2,325,566
Small Electric Appliances	2,099,194	861,818	1,237,376
Televisions, Video Recorders, Video Cameras	9,909,001	23,227,921	(13,318,920)
Audio Equipment, Musical Instruments	10,565,533	14,761,880	(4,196,347)
Furniture and Sleep Equipment	14,775,300	18,117,666	(3,342,366)
Flooring and Floor Coverings	5,031,799	7,256,799	(2,225,000)
Computer Hardware, Software and Supplies	15,766,132	20,781,232	(5,015,100)
Kitchenware and Home Furnishings	11,714,146	9,844,595	1,869,551
Jewelry	12,551,679	10,572,109	1,979,570
Books	7,321,287	5,846,865	1,474,422
Photographic Equipment and Supplies	1,985,276	816,299	1,168,977
Toys, Hobby Goods and Games	7,862,667	6,629,679	1,232,988
Optical Goods	1,805,685	1,790,851	14,834
Sporting Goods	11,159,804	4,762,462	6,397,342
Hardware, Tools, Plumbing, Electrical	16,329,250	2,628,510	13,700,740
Lawn, Garden, and Farm Equipment & Supplies	5,336,914	0	5,336,914
Lumber and Building Materials	23,390,671	6,210,230	17,180,441
Paint and Sundries	2,923,383	358,171	2,565,212
Cars, Trucks, Other Powered Transportation	80,389,695	19,230,874	61,158,821
RVs, Campers, Camping & Travel Trailers	1,077,622	77,689	999,933
Automotive Fuels	55,009,940	8,566,645	46,443,295
Automotive Lubricants	767,619	250,415	517,204
Pets, Pet Foods and Pet Supplies	3,181,101	1,840,763	1,340,338
All Other Merchandise	41,348,356	29,987,548	11,360,808



RMP Opportunity Gap - Merchandise Lines

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

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	5,676,797,997	6,309,636,127	(632,838,130)
Groceries and Other Foods	654,644,622	701,346,958	(46,702,336)
Meals and Snacks	666,019,566	1,873,941,102	(1,207,921,536)
Alcoholic Drinks	106,664,502	202,560,959	(95,896,457)
Packaged Liquor/Wine/Beer	122,116,425	129,711,052	(7,594,627)
Cigars, Cigarettes, Tobacco, Accessories	78,745,652	58,765,291	19,980,361
Drugs, Health Aids and Beauty Aids	469,514,384	522,584,681	(53,070,297)
Soaps, Detergents and Household Cleaners	37,959,957	32,673,798	5,286,159
Paper and Related Products	36,903,848	31,138,893	5,764,955
Men's Wear	124,860,384	193,055,396	(68,195,012)
Women's, Juniors' and Misses' Wear	237,834,848	367,959,601	(130,124,753)
Children's Wear	48,197,960	91,340,399	(43,142,439)
Footwear	69,945,364	125,598,840	(55,653,476)
Sewing, Knitting and Needlework Goods	10,150,752	4,456,361	5,694,391
Curtains, Draperies, Blinds, Slipcovers Etc	48,998,384	52,669,840	(3,671,456)
Major Household Appliances	52,939,403	38,627,968	14,311,435
Small Electric Appliances	17,157,035	13,922,796	3,234,239
Televisions, Video Recorders, Video Cameras	79,572,566	91,750,357	(12,177,791)
Audio Equipment, Musical Instruments	84,994,006	77,646,419	7,347,587
Furniture and Sleep Equipment	123,880,755	84,790,532	39,090,223
Flooring and Floor Coverings	48,326,393	66,120,809	(17,794,416)
Computer Hardware, Software and Supplies	126,136,288	102,808,550	23,327,738
Kitchenware and Home Furnishings	97,915,054	99,444,238	(1,529,184)
Jewelry	102,615,250	101,632,644	982,606
Books	55,290,818	73,310,379	(18,019,561)
Photographic Equipment and Supplies	16,122,525	17,087,500	(964,975)
Toys, Hobby Goods and Games	64,352,710	49,929,323	14,423,387
Optical Goods	15,458,791	41,579,907	(26,121,116)
Sporting Goods	91,816,012	36,802,257	55,013,755
Hardware, Tools, Plumbing, Electrical	148,861,784	54,188,755	94,673,029
Lawn, Garden, and Farm Equipment & Supplies	47,106,488	1,359,733	45,746,755
Lumber and Building Materials	224,684,006	75,061,314	149,622,692
Paint and Sundries	31,200,679	19,992,319	11,208,360
Cars, Trucks, Other Powered Transportation	649,052,715	421,655,468	227,397,247
RVs, Campers, Camping & Travel Trailers	11,854,840	1,089,943	10,764,897
Automotive Fuels	438,847,979	123,190,569	315,657,410
Automotive Lubricants	6,036,690	4,252,938	1,783,752
Pets, Pet Foods and Pet Supplies	27,091,018	24,685,950	2,405,068
All Other Merchandise	339,244,608	267,813,292	71,431,316



RMP Opportunity Gap - Merchandise Lines

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

Merchandise Lines	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	12,861,141,110	11,322,630,496	1,538,510,614
Groceries and Other Foods	1,557,339,405	1,600,249,467	(42,910,062)
Meals and Snacks	1,437,657,401	2,930,670,170	(1,493,012,769)
Alcoholic Drinks	227,367,908	297,116,336	(69,748,428)
Packaged Liquor/Wine/Beer	262,553,325	289,249,100	(26,695,775)
Cigars, Cigarettes, Tobacco, Accessories	173,676,192	134,234,766	39,441,426
Drugs, Health Aids and Beauty Aids	1,129,657,913	1,045,844,255	83,813,658
Soaps, Detergents and Household Cleaners	92,644,850	69,862,684	22,782,166
Paper and Related Products	84,993,464	66,450,784	18,542,680
Men's Wear	276,568,793	271,133,842	5,434,951
Women's, Juniors' and Misses' Wear	543,645,453	531,806,084	11,839,369
Children's Wear	123,220,572	132,186,692	(8,966,120)
Footwear	164,225,036	189,315,175	(25,090,139)
Sewing, Knitting and Needlework Goods	22,979,251	16,890,889	6,088,362
Curtains, Draperies, Blinds, Slipcovers Etc	109,193,767	80,334,961	28,858,806
Major Household Appliances	123,036,615	72,236,694	50,799,921
Small Electric Appliances	37,333,640	23,128,605	14,205,035
Televisions, Video Recorders, Video Cameras	172,580,703	134,761,822	37,818,881
Audio Equipment, Musical Instruments	183,735,774	131,397,825	52,337,949
Furniture and Sleep Equipment	274,161,326	160,747,505	113,413,821
Flooring and Floor Coverings	114,719,166	104,561,549	10,157,617
Computer Hardware, Software and Supplies	274,528,128	164,054,298	110,473,830
Kitchenware and Home Furnishings	216,503,792	158,789,035	57,714,757
Jewelry	220,581,079	163,420,167	57,160,912
Books	112,903,683	121,582,860	(8,679,177)
Photographic Equipment and Supplies	35,774,493	28,054,797	7,719,696
Toys, Hobby Goods and Games	143,923,051	91,872,817	52,050,234
Optical Goods	36,650,050	58,787,968	(22,137,918)
Sporting Goods	203,124,244	74,662,978	128,461,266
Hardware, Tools, Plumbing, Electrical	351,725,216	143,708,165	208,017,051
Lawn, Garden, and Farm Equipment & Supplies	108,697,340	14,961,006	93,736,334
Lumber and Building Materials	550,670,209	200,284,134	350,386,075
Paint and Sundries	78,646,744	46,873,734	31,773,010
Cars, Trucks, Other Powered Transportation	1,421,498,570	778,502,023	642,996,547
RVs, Campers, Camping & Travel Trailers	27,399,753	2,951,836	24,447,917
Automotive Fuels	991,339,592	375,524,356	615,815,236
Automotive Lubricants	14,520,723	9,823,328	4,697,395
Pets, Pet Foods and Pet Supplies	62,337,513	44,677,762	17,659,751
All Other Merchandise	750,984,579	482,260,884	268,723,695



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	38.894847	-77.074691
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	38.894847	-77.074691
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	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 965321500

