

RMP Opportunity Gap - Merchandise Lines

Prepared For:
Project Code:

Order #: 962354004
Site: 01

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

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	563,302,933	560,979,666	2,323,267
Groceries and Other Foods	59,645,090	62,023,103	(2,378,013)
Meals and Snacks	66,980,387	124,128,333	(57,147,946)
Alcoholic Drinks	11,999,866	10,015,946	1,983,920
Packaged Liquor/Wine/Beer	9,974,781	5,184,549	4,790,232
Cigars, Cigarettes, Tobacco, Accessories	6,312,000	5,640,544	671,456
Drugs, Health Aids and Beauty Aids	36,085,874	29,267,923	6,817,951
Soaps, Detergents and Household Cleaners	2,404,003	1,974,927	429,076
Paper and Related Products	3,038,137	2,078,885	959,252
Men's Wear	16,556,615	28,490,959	(11,934,344)
Women's, Juniors' and Misses' Wear	28,583,535	39,566,151	(10,982,616)
Children's Wear	4,435,986	5,388,766	(952,780)
Footwear	8,962,164	11,950,675	(2,988,511)
Sewing, Knitting and Needlework Goods	1,020,430	82,730	937,700
Curtains, Draperies, Blinds, Slipcovers Etc	5,484,875	3,019,584	2,465,291
Major Household Appliances	3,620,735	1,292,653	2,328,082
Small Electric Appliances	1,802,143	431,833	1,370,310
Televisions, Video Recorders, Video Cameras	5,401,790	1,596,968	3,804,822
Audio Equipment, Musical Instruments	8,564,014	3,432,158	5,131,856
Furniture and Sleep Equipment	13,069,170	19,421,623	(6,352,453)
Flooring and Floor Coverings	2,988,465	7,211,595	(4,223,130)
Computer Hardware, Software and Supplies	18,259,619	17,380,262	879,357
Kitchenware and Home Furnishings	9,520,458	7,477,691	2,042,767
Jewelry	12,418,499	10,347,903	2,070,596
Books	6,810,217	7,378,658	(568,441)
Photographic Equipment and Supplies	1,633,192	1,849,290	(216,098)
Toys, Hobby Goods and Games	5,429,125	1,971,063	3,458,062
Optical Goods	2,045,181	1,623,761	421,420
Sporting Goods	10,368,443	13,761,664	(3,393,221)
Hardware, Tools, Plumbing, Electrical	23,739,982	9,479,931	14,260,051
Lumber and Building Materials	14,103,223	12,313,311	1,789,912
Paint and Sundries	2,225,378	256,572	1,968,806
Cars, Trucks, Other Powered Transportation	81,619,413	61,436,560	20,182,853
Automotive Fuels	35,851,204	23,768,112	12,083,092
Automotive Lubricants	18,072,633	6,896,466	11,176,167
Pets, Pet Foods and Pet Supplies	1,887,633	1,407,863	479,770
All Other Merchandise	22,388,681	21,430,638	958,043



RMP Opportunity Gap - Merchandise Lines

Prepared For:
Project Code:

Order #: 962354004
Site: 01

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

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,824,678,181	4,766,255,087	58,423,094
Groceries and Other Foods	518,232,290	404,499,845	113,732,445
Meals and Snacks	549,267,104	1,267,643,335	(718,376,231)
Alcoholic Drinks	98,146,177	221,473,488	(123,327,311)
Packaged Liquor/Wine/Beer	81,514,546	64,783,615	16,730,931
Cigars, Cigarettes, Tobacco, Accessories	50,386,797	40,622,224	9,764,573
Drugs, Health Aids and Beauty Aids	331,218,258	314,368,958	16,849,300
Soaps, Detergents and Household Cleaners	22,548,934	17,587,003	4,961,931
Paper and Related Products	25,885,539	17,684,977	8,200,562
Men's Wear	136,946,240	214,907,540	(77,961,300)
Women's, Juniors' and Misses' Wear	241,441,295	289,241,249	(47,799,954)
Children's Wear	40,094,614	51,827,399	(11,732,785)
Footwear	75,500,918	99,072,490	(23,571,572)
Sewing, Knitting and Needlework Goods	9,038,818	2,788,929	6,249,889
Curtains, Draperies, Blinds, Slipcovers Etc	47,244,626	23,680,708	23,563,918
Major Household Appliances	33,231,536	17,496,911	15,734,625
Small Electric Appliances	15,273,733	7,338,949	7,934,784
Televisions, Video Recorders, Video Cameras	44,761,041	31,680,482	13,080,559
Audio Equipment, Musical Instruments	69,423,588	57,972,865	11,450,723
Furniture and Sleep Equipment	115,959,397	67,689,258	48,270,139
Flooring and Floor Coverings	30,818,067	31,261,122	(443,055)
Computer Hardware, Software and Supplies	152,894,591	68,182,255	84,712,336
Kitchenware and Home Furnishings	82,723,680	51,480,245	31,243,435
Jewelry	105,843,702	79,688,220	26,155,482
Books	49,680,703	78,173,223	(28,492,520)
Photographic Equipment and Supplies	13,783,440	24,786,905	(11,003,465)
Toys, Hobby Goods and Games	47,397,437	23,683,103	23,714,334
Optical Goods	18,121,898	32,764,874	(14,642,976)
Sporting Goods	86,358,681	63,205,242	23,153,439
Hardware, Tools, Plumbing, Electrical	231,424,997	126,314,938	105,110,059
Lumber and Building Materials	148,086,551	117,193,754	30,892,797
Paint and Sundries	25,369,227	9,342,652	16,026,575
Cars, Trucks, Other Powered Transportation	684,328,195	489,742,796	194,585,399
Automotive Fuels	287,352,523	138,029,221	149,323,302
Automotive Lubricants	151,955,574	52,006,439	99,949,135
Pets, Pet Foods and Pet Supplies	16,396,153	12,805,648	3,590,505
All Other Merchandise	186,027,300	155,234,156	30,793,144



RMP Opportunity Gap - Merchandise Lines

Prepared For:
Project Code:

Order #: 962354004
Site: 01

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

Merchandise Lines	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	11,339,626,836	8,945,033,525	2,394,593,311
Groceries and Other Foods	1,303,854,742	895,289,171	408,565,571
Meals and Snacks	1,235,297,713	2,076,796,683	(841,498,970)
Alcoholic Drinks	210,259,896	325,223,827	(114,963,931)
Packaged Liquor/Wine/Beer	182,727,762	158,356,745	24,371,017
Cigars, Cigarettes, Tobacco, Accessories	117,092,108	90,753,567	26,338,541
Drugs, Health Aids and Beauty Aids	823,202,034	585,029,998	238,172,036
Soaps, Detergents and Household Cleaners	59,397,115	43,287,743	16,109,372
Paper and Related Products	62,115,146	39,351,415	22,763,731
Men's Wear	313,327,829	356,105,030	(42,777,201)
Women's, Juniors' and Misses' Wear	560,498,916	498,017,352	62,481,564
Children's Wear	108,843,727	107,531,730	1,311,997
Footwear	180,986,236	172,454,919	8,531,317
Sewing, Knitting and Needlework Goods	21,185,923	22,213,168	(1,027,245)
Curtains, Draperies, Blinds, Slipcovers Etc	107,633,314	57,067,616	50,565,698
Major Household Appliances	80,552,155	45,959,638	34,592,517
Small Electric Appliances	34,496,481	17,473,673	17,022,808
Televisions, Video Recorders, Video Cameras	100,929,411	65,357,607	35,571,804
Audio Equipment, Musical Instruments	150,993,921	107,480,981	43,512,940
Furniture and Sleep Equipment	266,905,589	137,782,016	129,123,573
Flooring and Floor Coverings	78,100,354	69,480,236	8,620,118
Computer Hardware, Software and Supplies	342,073,935	130,143,877	211,930,058
Kitchenware and Home Furnishings	187,596,075	107,371,427	80,224,648
Jewelry	231,259,574	147,073,327	84,186,247
Books	98,817,850	124,070,827	(25,252,977)
Photographic Equipment and Supplies	31,496,598	37,186,484	(5,689,886)
Toys, Hobby Goods and Games	112,105,540	63,328,748	48,776,792
Optical Goods	43,314,238	47,133,627	(3,819,389)
Sporting Goods	192,310,741	113,058,191	79,252,550
Hardware, Tools, Plumbing, Electrical	576,664,293	249,016,821	327,647,472
Lumber and Building Materials	385,602,973	195,535,029	190,067,944
Paint and Sundries	66,430,149	23,610,859	42,819,290
Cars, Trucks, Other Powered Transportation	1,577,003,833	947,855,050	629,148,783
Automotive Fuels	679,319,667	465,818,748	213,500,919
Automotive Lubricants	369,917,639	136,588,161	233,329,478
Pets, Pet Foods and Pet Supplies	39,338,409	24,612,878	14,725,531
All Other Merchandise	407,975,007	261,616,243	146,358,764



RMP Opportunity Gap - Merchandise Lines

Prepared For:
Project Code:

Order #: 962354004
Site: 01

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 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.



