

RMP Opportunity Gap - Merchandise Lines 2008

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

Merchandise Lines	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	678,603,739	931,497,413	(252,893,674)
Groceries and Other Foods	77,505,551	135,410,954	(57,905,403)
Meals and Snacks	81,853,073	184,209,034	(102,355,961)
Alcoholic Drinks	11,928,787	18,602,758	(6,673,971)
Packaged Liquor/Wine/Beer	15,021,775	12,447,884	2,573,891
Cigars, Cigarettes, Tobacco, Accessories	8,971,511	10,120,632	(1,149,121)
Drugs, Health Aids and Beauty Aids	43,811,701	56,220,503	(12,408,802)
Soaps, Detergents and Household Cleaners	3,332,162	5,196,737	(1,864,575)
Paper and Related Products	4,056,783	5,169,280	(1,112,497)
Men's Wear	17,597,197	45,199,063	(27,601,866)
Women's, Juniors' and Misses' Wear	32,577,838	73,669,458	(41,091,620)
Children's Wear	4,558,520	15,904,313	(11,345,793)
Footwear	10,839,802	19,222,230	(8,382,428)
Sewing, Knitting and Needlework Goods	1,041,264	459,134	582,130
Curtains, Draperies, Blinds, Slipcovers Etc	6,174,029	11,145,702	(4,971,673)
Major Household Appliances	4,388,088	2,777,892	1,610,196
Small Electric Appliances	1,931,874	1,530,387	401,487
Televisions, Video Recorders, Video Cameras	6,056,410	3,627,043	2,429,367
Audio Equipment, Musical Instruments	9,542,102	7,653,151	1,888,951
Furniture and Sleep Equipment	14,368,850	25,583,668	(11,214,818)
Flooring and Floor Coverings	3,825,323	32,819,626	(28,994,303)
Computer Hardware, Software and Supplies	22,047,255	31,206,384	(9,159,129)
Kitchenware and Home Furnishings	11,284,262	26,176,991	(14,892,729)
Jewelry	14,537,140	17,292,073	(2,754,933)
Books	8,312,767	11,230,500	(2,917,733)
Photographic Equipment and Supplies	2,097,512	886,970	1,210,542
Toys, Hobby Goods and Games	6,060,268	4,902,927	1,157,341
Optical Goods	1,474,888	2,317,827	(842,939)
Sporting Goods	12,767,941	7,831,357	4,936,584
Hardware, Tools, Plumbing, Electrical	28,112,300	24,192,625	3,919,675
Lumber and Building Materials	20,824,366	35,278,859	(14,454,493)
Paint and Sundries	3,233,829	793,719	2,440,110
Cars, Trucks, Other Powered Transportation	92,444,803	30,753,697	61,691,106
Automotive Fuels	49,654,267	20,773,960	28,880,307
Automotive Lubricants	16,410,847	6,471,387	9,939,460
Pets, Pet Foods and Pet Supplies	2,694,367	3,492,170	(797,803)
All Other Merchandise	27,264,276	40,926,526	(13,662,250)



RMP Opportunity Gap - Merchandise Lines 2008

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

Merchandise Lines	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	5,746,676,053	6,589,910,008	(843,233,955)
Groceries and Other Foods	669,399,193	682,838,735	(13,439,542)
Meals and Snacks	667,876,836	1,753,407,186	(1,085,530,350)
Alcoholic Drinks	97,873,255	161,577,291	(63,704,036)
Packaged Liquor/Wine/Beer	122,866,382	129,796,312	(6,929,930)
Cigars, Cigarettes, Tobacco, Accessories	72,894,229	62,708,437	10,185,792
Drugs, Health Aids and Beauty Aids	397,115,333	565,313,356	(168,198,023)
Soaps, Detergents and Household Cleaners	30,814,306	35,631,166	(4,816,860)
Paper and Related Products	35,118,498	31,506,958	3,611,540
Men's Wear	144,046,738	259,309,696	(115,262,958)
Women's, Juniors' and Misses' Wear	267,741,268	438,895,097	(171,153,829)
Children's Wear	40,910,969	89,890,003	(48,979,034)
Footwear	89,302,055	155,775,212	(66,473,157)
Sewing, Knitting and Needlework Goods	8,885,867	3,518,914	5,366,953
Curtains, Draperies, Blinds, Slipcovers Etc	52,639,388	48,487,700	4,151,688
Major Household Appliances	39,746,882	27,966,752	11,780,130
Small Electric Appliances	16,099,001	13,508,408	2,590,593
Televisions, Video Recorders, Video Cameras	49,716,373	42,610,934	7,105,439
Audio Equipment, Musical Instruments	76,693,560	77,396,642	(703,082)
Furniture and Sleep Equipment	123,923,144	93,380,818	30,542,326
Flooring and Floor Coverings	38,906,474	70,011,106	(31,104,632)
Computer Hardware, Software and Supplies	180,492,601	119,116,430	61,376,171
Kitchenware and Home Furnishings	96,348,000	92,282,350	4,065,650
Jewelry	122,528,635	131,708,550	(9,179,915)
Books	61,659,970	95,377,256	(33,717,286)
Photographic Equipment and Supplies	17,513,106	17,235,501	277,605
Toys, Hobby Goods and Games	51,569,422	37,504,144	14,065,278
Optical Goods	12,957,759	41,521,338	(28,563,579)
Sporting Goods	105,355,581	41,429,191	63,926,390
Hardware, Tools, Plumbing, Electrical	276,055,253	133,583,142	142,472,111
Lumber and Building Materials	210,736,285	97,071,677	113,664,608
Paint and Sundries	36,517,218	24,094,492	12,422,726
Cars, Trucks, Other Powered Transportation	750,212,380	581,861,939	168,350,441
Automotive Fuels	397,699,849	119,058,176	278,641,673
Automotive Lubricants	135,346,878	64,157,503	71,189,375
Pets, Pet Foods and Pet Supplies	23,535,772	22,602,073	933,699
All Other Merchandise	225,577,521	227,775,494	(2,197,973)



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

Merchandise Lines	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	13,254,402,947	12,287,851,778	966,551,169
Groceries and Other Foods	1,630,017,158	1,612,807,091	17,210,067
Meals and Snacks	1,464,019,258	2,945,754,528	(1,481,735,270)
Alcoholic Drinks	205,385,794	272,524,391	(67,138,597)
Packaged Liquor/Wine/Beer	269,902,225	288,298,294	(18,396,069)
Cigars, Cigarettes, Tobacco, Accessories	163,940,477	142,366,051	21,574,426
Drugs, Health Aids and Beauty Aids	962,977,941	993,312,232	(30,334,291)
Soaps, Detergents and Household Cleaners	79,234,991	75,483,735	3,751,256
Paper and Related Products	82,980,163	70,523,163	12,457,000
Men's Wear	323,819,247	373,307,526	(49,488,279)
Women's, Juniors' and Misses' Wear	607,175,477	634,682,899	(27,507,422)
Children's Wear	110,694,190	135,659,965	(24,965,775)
Footwear	210,297,679	232,035,294	(21,737,615)
Sewing, Knitting and Needlework Goods	20,505,170	24,209,182	(3,704,012)
Curtains, Draperies, Blinds, Slipcovers Etc	117,223,725	79,484,583	37,739,142
Major Household Appliances	94,235,872	60,157,371	34,078,501
Small Electric Appliances	36,118,070	22,757,987	13,360,083
Televisions, Video Recorders, Video Cameras	110,012,232	72,398,950	37,613,282
Audio Equipment, Musical Instruments	168,133,320	134,378,215	33,755,105
Furniture and Sleep Equipment	280,485,282	200,423,271	80,062,011
Flooring and Floor Coverings	95,852,252	125,538,582	(29,686,330)
Computer Hardware, Software and Supplies	397,826,739	202,479,311	195,347,428
Kitchenware and Home Furnishings	213,799,058	157,873,850	55,925,208
Jewelry	265,630,123	213,238,050	52,392,073
Books	123,182,261	153,914,569	(30,732,308)
Photographic Equipment and Supplies	39,376,493	28,291,756	11,084,737
Toys, Hobby Goods and Games	119,322,873	77,801,940	41,520,933
Optical Goods	30,544,833	60,133,375	(29,588,542)
Sporting Goods	230,902,059	86,856,341	144,045,718
Hardware, Tools, Plumbing, Electrical	679,947,112	333,579,711	346,367,401
Lumber and Building Materials	530,384,193	264,295,301	266,088,892
Paint and Sundries	93,867,338	61,559,908	32,307,430
Cars, Trucks, Other Powered Transportation	1,707,635,269	1,163,550,942	544,084,327
Automotive Fuels	925,296,476	424,413,942	500,882,534
Automotive Lubricants	325,431,868	161,310,776	164,121,092
Pets, Pet Foods and Pet Supplies	55,232,679	41,688,508	13,544,171
All Other Merchandise	483,013,022	360,760,102	122,252,920



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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.



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Appendix: Area Listing

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894821	-77.074662
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	38.894821	-77.074662
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	38.894821	-77.074662
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 966863749

