

## RMP Opportunity Gap - Merchandise Lines

**Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 20598-2598, 0.00 - 0.50 Miles, Total**

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	229,932	7,588	222,344
Groceries and Other Foods	32,726	770	31,956
Meals and Snacks	18,904	1	18,903
Alcoholic Drinks	1,104	0	1,104
Packaged Liquor/Wine/Beer	6,027	12	6,015
Cigars, Cigarettes, Tobacco, Accessories	3,396	117	3,279
Drugs, Health Aids and Beauty Aids	18,771	2	18,769
Soaps, Detergents and Household Cleaners	494	0	494
Paper and Related Products	1,925	2	1,923
Men's Wear	6,773	145	6,628
Women's, Juniors' and Misses' Wear	10,464	69	10,395
Children's Wear	4,330	29	4,301
Footwear	3,550	139	3,411
Sewing, Knitting and Needlework Goods	515	4	511
Curtains, Draperies, Blinds, Slipcovers Etc	3,158	441	2,717
Major Household Appliances	1,518	117	1,401
Small Electric Appliances	372	21	351
Televisions, Video Recorders, Video Cameras	1,953	66	1,887
Audio Equipment, Musical Instruments	3,149	52	3,097
Furniture and Sleep Equipment	6,612	215	6,397
Flooring and Floor Coverings	1,464	295	1,169
Computer Hardware, Software and Supplies	4,320	62	4,258
Kitchenware and Home Furnishings	5,438	810	4,628
Jewelry	5,218	21	5,197
Books	3,319	33	3,286
Photographic Equipment and Supplies	718	1	717
Toys, Hobby Goods and Games	3,520	50	3,470
Optical Goods	873	7	866
Sporting Goods	4,029	619	3,410
Hardware, Tools, Plumbing, Electrical	1,455	400	1,055
Lumber and Building Materials	1,031	310	721
Lawn, Garden, and Farm Equipment & Supplies	3,006	145	2,861
Paint and Sundries	521	30	491
Cars, Trucks, Other Powered Transportation	35,968	180	35,788
RVs, Campers, Camping & Travel Trailers	5,027	1,132	3,895
Automotive Fuels	12,686	112	12,574
Automotive Lubricants	221	6	215
Pets, Pet Foods and Pet Supplies	2,293	88	2,205
All Other Merchandise	13,084	1,086	11,998

## RMP Opportunity Gap - Merchandise Lines

**Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 20598-2598, 0.00 - 1.00 Miles, Total**

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	8,187,244	495,860	7,691,384
Groceries and Other Foods	1,143,043	64,490	1,078,553
Meals and Snacks	668,366	19,899	648,467
Alcoholic Drinks	39,606	50	39,556
Packaged Liquor/Wine/Beer	214,721	6,101	208,620
Cigars, Cigarettes, Tobacco, Accessories	116,527	9,135	107,392
Drugs, Health Aids and Beauty Aids	668,286	3,483	664,803
Soaps, Detergents and Household Cleaners	17,253	146	17,107
Paper and Related Products	67,844	1,386	66,458
Men's Wear	243,016	5,284	237,732
Women's, Juniors' and Misses' Wear	375,316	27,329	347,987
Children's Wear	150,264	860	149,404
Footwear	124,710	4,868	119,842
Sewing, Knitting and Needlework Goods	18,410	996	17,414
Curtains, Draperies, Blinds, Slipcovers Etc	113,805	23,408	90,397
Major Household Appliances	53,912	1,654	52,258
Small Electric Appliances	13,292	958	12,334
Televisions, Video Recorders, Video Cameras	70,094	551	69,543
Audio Equipment, Musical Instruments	113,645	448	113,197
Furniture and Sleep Equipment	242,000	6,415	235,585
Flooring and Floor Coverings	53,361	5,547	47,814
Computer Hardware, Software and Supplies	155,100	534	154,566
Kitchenware and Home Furnishings	196,399	29,631	166,768
Jewelry	192,993	1,517	191,476
Books	118,416	1,454	116,962
Photographic Equipment and Supplies	25,766	33	25,733
Toys, Hobby Goods and Games	124,045	17,285	106,760
Optical Goods	31,088	206	30,882
Sporting Goods	146,640	14,666	131,974
Hardware, Tools, Plumbing, Electrical	51,257	5,654	45,603
Lumber and Building Materials	37,111	4,392	32,719
Lawn, Garden, and Farm Equipment & Supplies	108,909	4,614	104,295
Paint and Sundries	18,742	433	18,309
Cars, Trucks, Other Powered Transportation	1,281,768	1,501	1,280,267
RVs, Campers, Camping & Travel Trailers	188,843	7,269	181,574
Automotive Fuels	446,353	194,782	251,571
Automotive Lubricants	7,675	716	6,959
Pets, Pet Foods and Pet Supplies	80,720	2,795	77,925
All Other Merchandise	467,947	25,370	442,577

## RMP Opportunity Gap - Merchandise Lines

**Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 20598-2598, 0.00 - 2.00 Miles, Total**

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	31,657,321	2,149,065	29,508,256
Groceries and Other Foods	4,490,576	213,770	4,276,806
Meals and Snacks	2,594,588	71,160	2,523,428
Alcoholic Drinks	151,058	1,116	149,942
Packaged Liquor/Wine/Beer	828,604	30,352	798,252
Cigars, Cigarettes, Tobacco, Accessories	478,557	56,607	421,950
Drugs, Health Aids and Beauty Aids	2,632,358	14,329	2,618,029
Soaps, Detergents and Household Cleaners	67,617	520	67,097
Paper and Related Products	264,968	5,296	259,672
Men's Wear	923,939	22,087	901,852
Women's, Juniors' and Misses' Wear	1,448,087	86,367	1,361,720
Children's Wear	577,183	5,273	571,910
Footwear	481,892	15,376	466,516
Sewing, Knitting and Needlework Goods	71,362	2,903	68,459
Curtains, Draperies, Blinds, Slipcovers Etc	436,354	69,497	366,857
Major Household Appliances	212,176	15,462	196,714
Small Electric Appliances	51,191	3,235	47,956
Televisions, Video Recorders, Video Cameras	267,606	13,835	253,771
Audio Equipment, Musical Instruments	428,961	10,939	418,022
Furniture and Sleep Equipment	912,860	32,368	880,492
Flooring and Floor Coverings	204,109	39,516	164,593
Computer Hardware, Software and Supplies	595,748	13,786	581,962
Kitchenware and Home Furnishings	749,526	121,139	628,387
Jewelry	720,396	6,815	713,581
Books	451,921	8,939	442,982
Photographic Equipment and Supplies	99,383	371	99,012
Toys, Hobby Goods and Games	476,975	56,605	420,370
Optical Goods	120,753	633	120,120
Sporting Goods	552,631	53,694	498,937
Hardware, Tools, Plumbing, Electrical	203,666	52,335	151,331
Lumber and Building Materials	146,250	40,642	105,608
Lawn, Garden, and Farm Equipment & Supplies	421,220	38,927	382,293
Paint and Sundries	73,317	3,973	69,344
Cars, Trucks, Other Powered Transportation	4,933,140	31,722	4,901,418
RVs, Campers, Camping & Travel Trailers	693,263	195,214	498,049
Automotive Fuels	1,738,462	612,412	1,126,050
Automotive Lubricants	30,563	2,913	27,650
Pets, Pet Foods and Pet Supplies	316,303	23,197	293,106
All Other Merchandise	1,809,760	175,739	1,634,021

## RMP Opportunity Gap - Merchandise Lines

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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. Additional data sources are incorporated to create both supply and demand estimates.

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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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Prepared By:

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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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	39.198800	-77.618700
ARLINGTON, VA 20598-2598	Radius	0.00	- 0.50

### Area Name:

Type: Radius 2                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	39.198800	-77.618700
ARLINGTON, VA 20598-2598	Radius	0.00	- 1.00

### Area Name:

Type: Radius 3                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	39.198800	-77.618700
ARLINGTON, VA 20598-2598	Radius	0.00	- 2.00

### Project Information:

Site: 1

Order Number: 965474124