

RMP Opportunity Gap - Retail Stores 2008

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

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	678,603,739	931,497,413	(252,893,674)
Motor Vehicle and Parts Dealers-441	118,872,024	35,490,489	83,381,535
Automotive Dealers-4411	101,307,530	33,474,305	67,833,225
Other Motor Vehicle Dealers-4412	9,108,393	52,000	9,056,393
Automotive Parts/Accsrs, Tire Stores-4413	8,456,101	1,964,184	6,491,917
Furniture and Home Furnishings Stores-442	19,083,292	88,282,723	(69,199,431)
Furniture Stores-4421	11,275,315	23,217,418	(11,942,103)
Home Furnishing Stores-4422	7,807,977	65,065,305	(57,257,328)
Electronics and Appliance Stores-443	19,298,824	16,861,105	2,437,719
Appliances, TVs, Electronics Stores-44311	14,080,741	6,235,981	7,844,760
Household Appliances Stores-443111	2,493,084	743,354	1,749,730
Radio, Television, Electronics Stores-443112	11,587,658	5,492,626	6,095,032
Computer and Software Stores-44312	4,466,197	10,453,014	(5,986,817)
Camera and Photographic Equipment Stores-44313	751,886	172,111	579,775
Building Material, Garden Equip Stores -444	49,587,703	54,200,192	(4,612,489)
Building Material and Supply Dealers-4441	44,958,814	54,200,192	(9,241,378)
Home Centers-44411	18,232,954	0	18,232,954
Paint and Wallpaper Stores-44412	1,061,373	58,573	1,002,800
Hardware Stores-44413	4,327,330	0	4,327,330
Other Building Materials Dealers-44419	21,337,157	54,141,619	(32,804,462)
Building Materials, Lumberyards-444191	7,561,830	18,462,894	(10,901,064)
Lawn, Garden Equipment, Supplies Stores-4442	4,628,889	0	4,628,889
Outdoor Power Equipment Stores-44421	600,279	0	600,279
Nursery and Garden Centers-44422	4,028,609	0	4,028,609
Food and Beverage Stores-445	72,701,477	163,812,190	(91,110,713)
Grocery Stores-4451	64,358,677	145,864,796	(81,506,119)
Supermarkets, Grocery (Ex Conv) Stores-44511	60,960,584	138,837,818	(77,877,234)
Convenience Stores-44512	3,398,092	7,026,978	(3,628,886)
Specialty Food Stores-4452	1,986,675	12,391,201	(10,404,526)
Beer, Wine and Liquor Stores-4453	6,356,126	5,556,193	799,933
Health and Personal Care Stores-446	33,134,859	40,508,724	(7,373,865)
Pharmancies and Drug Stores-44611	28,792,740	31,459,250	(2,666,510)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,132,696	4,231,388	(3,098,692)
Optical Goods Stores-44613	1,237,863	1,995,083	(757,220)
Other Health and Personal Care Stores-44619	1,971,560	2,823,004	(851,444)



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	67,057,841	28,119,377	38,938,464
Gasoline Stations With Conv Stores-44711	50,527,826	19,334,388	31,193,438
Other Gasoline Stations-44719	16,530,015	8,784,989	7,745,026
Clothing and Clothing Accessories Stores-448	41,667,661	154,457,897	(112,790,236)
Clothing Stores-4481	28,735,488	134,147,674	(105,412,186)
Men's Clothing Stores-44811	1,946,970	17,687,782	(15,740,812)
Women's Clothing Stores-44812	7,679,810	31,563,796	(23,883,986)
Childrens, Infants Clothing Stores-44813	983,889	8,152,017	(7,168,128)
Family Clothing Stores-44814	15,417,395	66,190,576	(50,773,181)
Clothing Accessories Stores-44815	802,582	5,131,089	(4,328,507)
Other Clothing Stores-44819	1,904,841	5,422,414	(3,517,573)
Shoe Stores-4482	4,695,098	9,819,617	(5,124,519)
Jewelry, Luggage, Leather Goods Stores-4483	8,237,075	10,490,606	(2,253,531)
Jewelry Stores-44831	7,701,873	9,909,509	(2,207,636)
Luggage and Leather Goods Stores-44832	535,202	581,097	(45,895)
Sporting Goods, Hobby, Book, Music Stores-451	16,847,837	26,310,372	(9,462,535)
Sportng Goods, Hobby, Musical Inst Stores-4511	10,558,152	8,625,348	1,932,804
Sporting Goods Stores-45111	5,788,477	6,656,206	(867,729)
Hobby, Toys and Games Stores-45112	3,045,889	1,619,328	1,426,561
Sew/Needlework/Piece Goods Stores-45113	671,145	12,939	658,206
Musical Instrument and Supplies Stores-45114	1,052,641	336,875	715,766
Book, Periodical and Music Stores-4512	6,289,685	17,685,024	(11,395,339)
Book Stores and News Dealers-45121	4,747,751	15,950,355	(11,202,604)
Book Stores-451211	4,597,484	10,669,236	(6,071,752)
News Dealers and Newsstands-451212	150,267	5,281,119	(5,130,852)
Prerecorded Tapes, CDs, Record Stores-45122	1,541,934	1,734,669	(192,735)
General Merchandise Stores-452	85,826,223	26,706,328	59,119,895
Department Stores Excl Leased Depts-4521	43,908,264	21,754,015	22,154,249
Other General Merchandise Stores-4529	41,917,959	4,952,313	36,965,646
Warehouse Clubs and Super Stores-45291	35,294,917	3,435,676	31,859,241
All Other General Merchandise Stores-45299	6,623,042	1,516,637	5,106,405
Miscellaneous Store Retailers-453	19,852,208	33,400,293	(13,548,085)
Florists-4531	1,222,560	1,851,831	(629,271)
Office Supplies, Stationery, Gift Stores-4532	8,550,620	21,974,281	(13,423,661)
Office Supplies and Stationery Stores-45321	4,874,822	5,653,372	(778,550)
Gift, Novelty and Souvenir Stores-45322	3,675,798	16,320,908	(12,645,110)
Used Merchandise Stores-4533	1,874,341	734,837	1,139,504
Other Miscellaneous Store Retailers-4539	8,204,687	8,839,345	(634,658)



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	48,438,982	64,244,055	(15,805,073)
Electronic Shopping, Mail-Order Houses-4541	38,247,739	62,744,451	(24,496,712)
Vending Machine Operators-4542	1,572,020	4,635	1,567,385
Direct Selling Establishments-4543	8,619,222	1,494,968	7,124,254
Foodservice and Drinking Places-722	86,234,810	199,103,667	(112,868,857)
Full-Service Restaurants-7221	40,061,873	67,433,019	(27,371,146)
Limited-Service Eating Places-7222	34,373,185	96,498,686	(62,125,501)
Special Foodservices-7223	7,024,744	26,498,020	(19,473,276)
Drinking Places -Alcoholic Beverages-7224	4,775,008	8,673,941	(3,898,933)
GAFO *	191,274,457	334,592,706	(143,318,249)
General Merchandise Stores-452	85,826,223	26,706,328	59,119,895
Clothing and Clothing Accessories Stores-448	41,667,661	154,457,897	(112,790,236)
Furniture and Home Furnishings Stores-442	19,083,292	88,282,723	(69,199,431)
Electronics and Appliance Stores-443	19,298,824	16,861,105	2,437,719
Sporting Goods, Hobby, Book, Music Stores-451	16,847,837	26,310,372	(9,462,535)
Office Supplies, Stationery, Gift Stores-4532	8,550,620	21,974,281	(13,423,661)



RMP Opportunity Gap - Retail Stores 2008

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

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	5,746,676,053	6,589,910,008	(843,233,955)
Motor Vehicle and Parts Dealers-441	968,670,294	627,769,718	340,900,576
Automotive Dealers-4411	825,426,352	613,879,093	211,547,259
Other Motor Vehicle Dealers-4412	75,565,114	736,035	74,829,079
Automotive Parts/Accsrs, Tire Stores-4413	67,678,828	13,154,590	54,524,238
Furniture and Home Furnishings Stores-442	168,606,320	209,850,038	(41,243,718)
Furniture Stores-4421	97,418,912	77,091,832	20,327,080
Home Furnishing Stores-4422	71,187,407	132,758,206	(61,570,799)
Electronics and Appliance Stores-443	160,765,894	146,029,584	14,736,310
Appliances, TVs, Electronics Stores-44311	117,848,826	98,815,727	19,033,099
Household Appliances Stores-443111	21,828,145	7,469,615	14,358,530
Radio, Television, Electronics Stores-443112	96,020,682	91,346,113	4,674,569
Computer and Software Stores-44312	36,633,558	36,207,154	426,404
Camera and Photographic Equipment Stores-44313	6,283,510	11,006,702	(4,723,192)
Building Material, Garden Equip Stores -444	491,148,147	215,453,582	275,694,565
Building Material and Supply Dealers-4441	446,741,071	208,321,074	238,419,997
Home Centers-44411	180,508,885	12,818,839	167,690,046
Paint and Wallpaper Stores-44412	11,360,743	16,660,074	(5,299,331)
Hardware Stores-44413	40,205,351	43,387,739	(3,182,388)
Other Building Materials Dealers-44419	214,666,092	135,454,422	79,211,670
Building Materials, Lumberyards-444191	75,123,238	46,191,478	28,931,760
Lawn, Garden Equipment, Supplies Stores-4442	44,407,077	7,132,509	37,274,568
Outdoor Power Equipment Stores-44421	5,938,048	0	5,938,048
Nursery and Garden Centers-44422	38,469,028	7,132,509	31,336,519
Food and Beverage Stores-445	625,267,759	864,023,792	(238,756,033)
Grocery Stores-4451	556,006,151	741,079,338	(185,073,187)
Supermarkets, Grocery (Ex Conv) Stores-44511	527,415,070	695,590,013	(168,174,943)
Convenience Stores-44512	28,591,081	45,489,325	(16,898,244)
Specialty Food Stores-4452	17,181,349	29,401,090	(12,219,741)
Beer, Wine and Liquor Stores-4453	52,080,259	93,543,364	(41,463,105)
Health and Personal Care Stores-446	295,424,164	559,167,726	(263,743,562)
Pharmancies and Drug Stores-44611	256,615,983	474,098,327	(217,482,344)
Cosmetics, Beauty Supplies, Perfume Stores-44612	10,203,490	25,172,897	(14,969,407)
Optical Goods Stores-44613	10,875,415	39,811,125	(28,935,710)
Other Health and Personal Care Stores-44619	17,729,277	20,085,377	(2,356,100)



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	544,638,831	148,290,650	396,348,181
Gasoline Stations With Conv Stores-44711	411,316,792	60,698,796	350,617,996
Other Gasoline Stations-44719	133,322,039	87,591,853	45,730,186
Clothing and Clothing Accessories Stores-448	346,334,984	884,787,529	(538,452,545)
Clothing Stores-4481	238,180,677	685,666,967	(447,486,290)
Men's Clothing Stores-44811	15,969,384	66,186,457	(50,217,073)
Women's Clothing Stores-44812	63,261,420	151,895,350	(88,633,930)
Childrens, Infants Clothing Stores-44813	8,747,929	22,650,033	(13,902,104)
Family Clothing Stores-44814	127,835,122	383,500,703	(255,665,581)
Clothing Accessories Stores-44815	6,695,921	14,676,111	(7,980,190)
Other Clothing Stores-44819	15,670,901	46,758,313	(31,087,412)
Shoe Stores-4482	38,723,611	99,748,752	(61,025,141)
Jewelry, Luggage, Leather Goods Stores-4483	69,430,696	99,371,810	(29,941,114)
Jewelry Stores-44831	64,946,723	94,683,942	(29,737,219)
Luggage and Leather Goods Stores-44832	4,483,973	4,687,868	(203,895)
Sporting Goods, Hobby, Book, Music Stores-451	135,799,852	197,672,633	(61,872,781)
Sportng Goods, Hobby, Musical Inst Stores-4511	87,796,842	46,979,904	40,816,938
Sporting Goods Stores-45111	47,799,610	26,591,363	21,208,247
Hobby, Toys and Games Stores-45112	25,774,252	10,116,094	15,658,158
Sew/Needlework/Piece Goods Stores-45113	5,699,330	361,334	5,337,996
Musical Instrument and Supplies Stores-45114	8,523,650	9,911,113	(1,387,463)
Book, Periodical and Music Stores-4512	48,003,011	150,692,729	(102,689,718)
Book Stores and News Dealers-45121	35,948,305	127,594,814	(91,646,509)
Book Stores-451211	34,700,034	104,242,135	(69,542,101)
News Dealers and Newsstands-451212	1,248,271	23,352,679	(22,104,408)
Prerecorded Tapes, CDs, Record Stores-45122	12,054,705	23,097,915	(11,043,210)
General Merchandise Stores-452	730,930,933	449,591,719	281,339,214
Department Stores Excl Leased Depts-4521	373,081,727	403,459,503	(30,377,776)
Other General Merchandise Stores-4529	357,849,205	46,132,215	311,716,990
Warehouse Clubs and Super Stores-45291	301,098,293	18,810,406	282,287,887
All Other General Merchandise Stores-45299	56,750,912	27,321,809	29,429,103
Miscellaneous Store Retailers-453	166,345,962	183,974,393	(17,628,431)
Florists-4531	11,044,020	9,901,203	1,142,817
Office Supplies, Stationery, Gift Stores-4532	70,945,973	103,444,089	(32,498,116)
Office Supplies and Stationery Stores-45321	40,374,421	31,006,412	9,368,009
Gift, Novelty and Souvenir Stores-45322	30,571,552	72,437,678	(41,866,126)
Used Merchandise Stores-4533	15,522,670	10,192,601	5,330,069
Other Miscellaneous Store Retailers-4539	68,833,299	60,436,500	8,396,799



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	407,877,675	205,978,983	201,898,692
Electronic Shopping, Mail-Order Houses-4541	318,209,990	187,162,705	131,047,285
Vending Machine Operators-4542	13,335,567	423,916	12,911,651
Direct Selling Establishments-4543	76,332,118	18,392,362	57,939,756
Foodservice and Drinking Places-722	704,865,239	1,897,319,662	(1,192,454,423)
Full-Service Restaurants-7221	327,446,567	583,030,982	(255,584,415)
Limited-Service Eating Places-7222	280,719,802	928,017,172	(647,297,370)
Special Foodservices-7223	57,469,382	310,490,175	(253,020,793)
Drinking Places -Alcoholic Beverages-7224	39,229,488	75,781,332	(36,551,844)
GAFO *	1,613,383,954	1,991,375,592	(377,991,638)
General Merchandise Stores-452	730,930,933	449,591,719	281,339,214
Clothing and Clothing Accessories Stores-448	346,334,984	884,787,529	(538,452,545)
Furniture and Home Furnishings Stores-442	168,606,320	209,850,038	(41,243,718)
Electronics and Appliance Stores-443	160,765,894	146,029,584	14,736,310
Sporting Goods, Hobby, Book, Music Stores-451	135,799,852	197,672,633	(61,872,781)
Office Supplies, Stationery, Gift Stores-4532	70,945,973	103,444,089	(32,498,116)



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

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	13,254,402,947	12,287,851,778	966,551,169
Motor Vehicle and Parts Dealers-441	2,209,781,598	1,288,323,747	921,457,851
Automotive Dealers-4411	1,882,280,972	1,234,546,392	647,734,580
Other Motor Vehicle Dealers-4412	169,409,483	4,195,720	165,213,763
Automotive Parts/Accsrs, Tire Stores-4413	158,091,142	49,581,635	108,509,507
Furniture and Home Furnishings Stores-442	386,546,807	406,359,187	(19,812,380)
Furniture Stores-4421	220,880,145	176,268,317	44,611,828
Home Furnishing Stores-4422	165,666,663	230,090,869	(64,424,206)
Electronics and Appliance Stores-443	360,075,630	262,806,217	97,269,413
Appliances, TVs, Electronics Stores-44311	265,027,174	185,105,431	79,921,743
Household Appliances Stores-443111	50,683,201	25,029,090	25,654,111
Radio, Television, Electronics Stores-443112	214,343,973	160,076,342	54,267,631
Computer and Software Stores-44312	80,886,806	60,793,771	20,093,035
Camera and Photographic Equipment Stores-44313	14,161,650	16,907,014	(2,745,364)
Building Material, Garden Equip Stores -444	1,217,498,456	592,388,878	625,109,578
Building Material and Supply Dealers-4441	1,109,709,290	576,919,828	532,789,462
Home Centers-44411	446,475,817	203,077,128	243,398,689
Paint and Wallpaper Stores-44412	28,677,612	34,151,557	(5,473,945)
Hardware Stores-44413	96,363,738	59,047,726	37,316,012
Other Building Materials Dealers-44419	538,192,123	280,643,417	257,548,706
Building Materials, Lumberyards-444191	187,389,989	95,702,530	91,687,459
Lawn, Garden Equipment, Supplies Stores-4442	107,789,166	15,469,049	92,320,117
Outdoor Power Equipment Stores-44421	14,804,969	0	14,804,969
Nursery and Garden Centers-44422	92,984,197	15,469,049	77,515,148
Food and Beverage Stores-445	1,495,813,978	2,050,801,960	(554,987,982)
Grocery Stores-4451	1,338,901,829	1,795,792,237	(456,890,408)
Supermarkets, Grocery (Ex Conv) Stores-44511	1,272,561,547	1,696,930,046	(424,368,499)
Convenience Stores-44512	66,340,281	98,862,191	(32,521,910)
Specialty Food Stores-4452	42,016,495	49,630,582	(7,614,087)
Beer, Wine and Liquor Stores-4453	114,895,654	205,379,141	(90,483,487)
Health and Personal Care Stores-446	707,090,498	939,752,948	(232,662,450)
Pharmancies and Drug Stores-44611	613,982,458	805,274,047	(191,291,589)
Cosmetics, Beauty Supplies, Perfume Stores-44612	24,580,900	41,827,579	(17,246,679)
Optical Goods Stores-44613	25,633,157	57,144,100	(31,510,943)
Other Health and Personal Care Stores-44619	42,893,983	35,507,222	7,386,761



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Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	1,263,906,049	544,767,529	719,138,520
Gasoline Stations With Conv Stores-44711	953,827,325	260,116,032	693,711,293
Other Gasoline Stations-44719	310,078,724	284,651,497	25,427,227
Clothing and Clothing Accessories Stores-448	786,882,582	1,280,523,904	(493,641,322)
Clothing Stores-4481	544,972,074	970,786,466	(425,814,392)
Men's Clothing Stores-44811	36,010,449	84,250,102	(48,239,653)
Women's Clothing Stores-44812	143,614,506	209,812,872	(66,198,366)
Childrens, Infants Clothing Stores-44813	22,879,921	36,050,535	(13,170,614)
Family Clothing Stores-44814	292,035,993	557,812,069	(265,776,076)
Clothing Accessories Stores-44815	14,853,097	18,218,000	(3,364,903)
Other Clothing Stores-44819	35,578,109	64,642,888	(29,064,779)
Shoe Stores-4482	90,902,433	144,839,742	(53,937,309)
Jewelry, Luggage, Leather Goods Stores-4483	151,008,074	164,897,695	(13,889,621)
Jewelry Stores-44831	141,109,440	156,717,271	(15,607,831)
Luggage and Leather Goods Stores-44832	9,898,634	8,180,425	1,718,209
Sporting Goods, Hobby, Book, Music Stores-451	295,698,550	380,218,382	(84,519,832)
Sportng Goods, Hobby, Musical Inst Stores-4511	196,589,709	159,411,319	37,178,390
Sporting Goods Stores-45111	106,232,301	68,028,147	38,204,154
Hobby, Toys and Games Stores-45112	58,583,577	42,103,872	16,479,705
Sew/Needlework/Piece Goods Stores-45113	12,976,022	22,607,832	(9,631,810)
Musical Instrument and Supplies Stores-45114	18,797,808	26,671,467	(7,873,659)
Book, Periodical and Music Stores-4512	99,108,841	220,807,064	(121,698,223)
Book Stores and News Dealers-45121	73,177,166	192,566,858	(119,389,692)
Book Stores-451211	70,455,925	166,807,533	(96,351,608)
News Dealers and Newsstands-451212	2,721,240	25,759,326	(23,038,086)
Prerecorded Tapes, CDs, Record Stores-45122	25,931,675	28,240,206	(2,308,531)
General Merchandise Stores-452	1,699,500,917	727,217,682	972,283,235
Department Stores Excl Leased Depts-4521	861,336,044	591,127,715	270,208,329
Other General Merchandise Stores-4529	838,164,873	136,089,967	702,074,906
Warehouse Clubs and Super Stores-45291	707,986,399	50,196,453	657,789,946
All Other General Merchandise Stores-45299	130,178,474	85,893,514	44,284,960
Miscellaneous Store Retailers-453	368,073,959	261,465,378	106,608,581
Florists-4531	25,808,592	21,989,791	3,818,801
Office Supplies, Stationery, Gift Stores-4532	153,884,451	138,150,843	15,733,608
Office Supplies and Stationery Stores-45321	87,436,471	48,337,156	39,099,315
Gift, Novelty and Souvenir Stores-45322	66,447,980	89,813,687	(23,365,707)
Used Merchandise Stores-4533	34,307,240	14,542,749	19,764,491
Other Miscellaneous Store Retailers-4539	154,073,676	86,781,995	67,291,681



RMP Opportunity Gap - Retail Stores 2008

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

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	924,730,095	373,878,148	550,851,947
Electronic Shopping, Mail-Order Houses-4541	711,773,680	320,337,625	391,436,055
Vending Machine Operators-4542	31,442,880	4,316,763	27,126,117
Direct Selling Establishments-4543	181,513,535	49,223,761	132,289,774
Foodservice and Drinking Places-722	1,538,803,829	3,179,347,819	(1,640,543,990)
Full-Service Restaurants-7221	713,398,830	1,131,217,780	(417,818,950)
Limited-Service Eating Places-7222	615,999,978	1,323,661,626	(707,661,648)
Special Foodservices-7223	126,228,795	624,543,202	(498,314,407)
Drinking Places -Alcoholic Beverages-7224	83,176,225	99,925,210	(16,748,985)
GAFO *	3,682,588,937	3,195,276,214	487,312,723
General Merchandise Stores-452	1,699,500,917	727,217,682	972,283,235
Clothing and Clothing Accessories Stores-448	786,882,582	1,280,523,904	(493,641,322)
Furniture and Home Furnishings Stores-442	386,546,807	406,359,187	(19,812,380)
Electronics and Appliance Stores-443	360,075,630	262,806,217	97,269,413
Sporting Goods, Hobby, Book, Music Stores-451	295,698,550	380,218,382	(84,519,832)
Office Supplies, Stationery, Gift Stores-4532	153,884,451	138,150,843	15,733,608

* 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.

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 2008

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

