

RMP Opportunity Gap - Retail Stores

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

Retail Stores	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
Motor Vehicle and Parts Dealers-441	43,977	1,395	42,582
Automotive Dealers-4411	36,211	0	36,211
Other Motor Vehicle Dealers-4412	4,444	1,395	3,049
Automotive Parts/Accsrs, Tire Stores-4413	3,322	0	3,322
Furniture and Home Furnishings Stores-442	6,228	1,026	5,202
Furniture Stores-4421	3,672	0	3,672
Home Furnishing Stores-4422	2,555	1,026	1,529
Electronics and Appliance Stores-443	6,001	172	5,829
Appliances, TVs, Electronics Stores-44311	4,551	172	4,379
Household Appliances Stores-443111	975	0	975
Radio, Television, Electronics Stores-443112	3,576	172	3,404
Computer and Software Stores-44312	1,155	0	1,155
Camera and Photographic Equipment Stores-44313	296	0	296
Building Material, Garden Equip Stores -444	25,358	3,101	22,257
Building Material and Supply Dealers-4441	23,116	2,974	20,142
Home Centers-44411	10,134	0	10,134
Paint and Wallpaper Stores-44412	513	0	513
Hardware Stores-44413	2,202	0	2,202
Other Building Materials Dealers-44419	10,267	2,974	7,293
Building Materials, Lumberyards-444191	3,833	1,164	2,669
Lawn, Garden Equipment, Supplies Stores-4442	2,242	127	2,115
Outdoor Power Equipment Stores-44421	498	0	498
Nursery and Garden Centers-44422	1,744	127	1,617
Food and Beverage Stores-445	25,699	724	24,975
Grocery Stores-4451	23,106	0	23,106
Supermarkets, Grocery (Ex Conv) Stores-44511	22,038	0	22,038
Convenience Stores-44512	1,067	0	1,067
Specialty Food Stores-4452	782	724	58
Beer, Wine and Liquor Stores-4453	1,811	0	1,811
Health and Personal Care Stores-446	11,680	0	11,680
Pharmancies and Drug Stores-44611	10,040	0	10,040
Cosmetics, Beauty Supplies, Perfume Stores-44612	413	0	413
Optical Goods Stores-44613	496	0	496
Other Health and Personal Care Stores-44619	732	0	732

RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	16,216	0	16,216
Gasoline Stations With Conv Stores-44711	11,921	0	11,921
Other Gasoline Stations-44719	4,294	0	4,294
Clothing and Clothing Accessories Stores-448	13,070	0	13,070
Clothing Stores-4481	9,009	0	9,009
Men's Clothing Stores-44811	586	0	586
Women's Clothing Stores-44812	2,240	0	2,240
Childrens, Infants Clothing Stores-44813	477	0	477
Family Clothing Stores-44814	4,875	0	4,875
Clothing Accessories Stores-44815	231	0	231
Other Clothing Stores-44819	598	0	598
Shoe Stores-4482	1,543	0	1,543
Jewelry, Luggage, Leather Goods Stores-4483	2,518	0	2,518
Jewelry Stores-44831	2,379	0	2,379
Luggage and Leather Goods Stores-44832	139	0	139
Sporting Goods, Hobby, Book, Music Stores-451	5,501	814	4,687
Sportng Goods, Hobby, Musical Inst Stores-4511	3,809	814	2,995
Sporting Goods Stores-45111	2,088	814	1,274
Hobby, Toys and Games Stores-45112	1,050	0	1,050
Sew/Needlework/Piece Goods Stores-45113	256	0	256
Musical Instrument and Supplies Stores-45114	415	0	415
Book, Periodical and Music Stores-4512	1,692	0	1,692
Book Stores and News Dealers-45121	1,128	0	1,128
Book Stores-451211	1,084	0	1,084
News Dealers and Newsstands-451212	44	0	44
Prerecorded Tapes, CDs, Record Stores-45122	564	0	564
General Merchandise Stores-452	30,827	0	30,827
Department Stores Excl Leased Depts-4521	16,194	0	16,194
Other General Merchandise Stores-4529	14,632	0	14,632
Miscellaneous Store Retailers-453	5,876	357	5,519
Florists-4531	479	0	479
Office Supplies, Stationery, Gift Stores-4532	2,567	0	2,567
Office Supplies and Stationery Stores-45321	1,469	0	1,469
Gift, Novelty and Souvenir Stores-45322	1,098	0	1,098
Used Merchandise Stores-4533	606	98	508
Other Miscellaneous Store Retailers-4539	2,223	258	1,965
Non-Store Retailers-454	16,452	0	16,452
Foodservice and Drinking Places-722	23,050	0	23,050
Full-Service Restaurants-7221	10,478	0	10,478

RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	9,640	0	9,640
Special Foodservices-7223	1,897	0	1,897
Drinking Places -Alcoholic Beverages-7224	1,035	0	1,035
GAFO *	64,193	2,011	62,182
General Merchandise Stores-452	30,827	0	30,827
Clothing and Clothing Accessories Stores-448	13,070	0	13,070
Furniture and Home Furnishings Stores-442	6,228	1,026	5,202
Electronics and Appliance Stores-443	6,001	172	5,829
Sporting Goods, Hobby, Book, Music Stores-451	5,501	814	4,687
Office Supplies, Stationery, Gift Stores-4532	2,567	0	2,567

RMP Opportunity Gap - Retail Stores

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

Retail Stores	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
Motor Vehicle and Parts Dealers-441	1,576,558	8,943	1,567,615
Automotive Dealers-4411	1,291,805	0	1,291,805
Other Motor Vehicle Dealers-4412	166,010	8,943	157,067
Automotive Parts/Accsrs, Tire Stores-4413	118,742	0	118,742
Furniture and Home Furnishings Stores-442	226,390	61,884	164,506
Furniture Stores-4421	134,243	0	134,243
Home Furnishing Stores-4422	92,148	61,884	30,264
Electronics and Appliance Stores-443	215,123	1,100	214,023
Appliances, TVs, Electronics Stores-44311	163,181	1,100	162,081
Household Appliances Stores-443111	34,903	0	34,903
Radio, Television, Electronics Stores-443112	128,279	1,100	127,179
Computer and Software Stores-44312	41,329	0	41,329
Camera and Photographic Equipment Stores-44313	10,612	0	10,612
Building Material, Garden Equip Stores -444	911,696	51,694	860,002
Building Material and Supply Dealers-4441	830,797	42,066	788,731
Home Centers-44411	364,702	0	364,702
Paint and Wallpaper Stores-44412	18,432	0	18,432
Hardware Stores-44413	78,929	0	78,929
Other Building Materials Dealers-44419	368,734	42,066	326,668
Building Materials, Lumberyards-444191	137,359	16,457	120,902
Lawn, Garden Equipment, Supplies Stores-4442	80,900	9,627	71,273
Outdoor Power Equipment Stores-44421	18,558	0	18,558
Nursery and Garden Centers-44422	62,341	9,627	52,714
Food and Beverage Stores-445	901,130	57,786	843,344
Grocery Stores-4451	809,365	38,518	770,847
Supermarkets, Grocery (Ex Conv) Stores-44511	772,000	38,518	733,482
Convenience Stores-44512	37,365	0	37,365
Specialty Food Stores-4452	27,322	19,267	8,055
Beer, Wine and Liquor Stores-4453	64,443	0	64,443
Health and Personal Care Stores-446	415,444	0	415,444
Pharmancies and Drug Stores-44611	357,094	0	357,094
Cosmetics, Beauty Supplies, Perfume Stores-44612	14,695	0	14,695
Optical Goods Stores-44613	17,652	0	17,652
Other Health and Personal Care Stores-44619	26,003	0	26,003



Prepared On: Fri Sep 10, 2010

Page 4 Of 10

Prepared By:

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	569,479	217,114	352,365
Gasoline Stations With Conv Stores-44711	418,389	0	418,389
Other Gasoline Stations-44719	151,091	217,114	(66,023)
Clothing and Clothing Accessories Stores-448	468,858	29,846	439,012
Clothing Stores-4481	321,571	29,846	291,725
Men's Clothing Stores-44811	20,989	0	20,989
Women's Clothing Stores-44812	80,365	29,846	50,519
Childrens, Infants Clothing Stores-44813	16,581	0	16,581
Family Clothing Stores-44814	173,860	0	173,860
Clothing Accessories Stores-44815	8,346	0	8,346
Other Clothing Stores-44819	21,429	0	21,429
Shoe Stores-4482	54,319	0	54,319
Jewelry, Luggage, Leather Goods Stores-4483	92,967	0	92,967
Jewelry Stores-44831	87,967	0	87,967
Luggage and Leather Goods Stores-44832	5,000	0	5,000
Sporting Goods, Hobby, Book, Music Stores-451	197,188	40,735	156,453
Sportng Goods, Hobby, Musical Inst Stores-4511	136,677	40,735	95,942
Sporting Goods Stores-45111	75,398	21,652	53,746
Hobby, Toys and Games Stores-45112	37,145	19,083	18,062
Sew/Needlework/Piece Goods Stores-45113	9,148	0	9,148
Musical Instrument and Supplies Stores-45114	14,985	0	14,985
Book, Periodical and Music Stores-4512	60,511	0	60,511
Book Stores and News Dealers-45121	40,238	0	40,238
Book Stores-451211	38,693	0	38,693
News Dealers and Newsstands-451212	1,545	0	1,545
Prerecorded Tapes, CDs, Record Stores-45122	20,273	0	20,273
General Merchandise Stores-452	1,093,424	0	1,093,424
Department Stores Excl Leased Depts-4521	576,920	0	576,920
Other General Merchandise Stores-4529	516,504	0	516,504
Miscellaneous Store Retailers-453	209,240	4,286	204,954
Florists-4531	17,231	0	17,231
Office Supplies, Stationery, Gift Stores-4532	91,998	0	91,998
Office Supplies and Stationery Stores-45321	52,780	0	52,780
Gift, Novelty and Souvenir Stores-45322	39,218	0	39,218
Used Merchandise Stores-4533	21,730	631	21,099
Other Miscellaneous Store Retailers-4539	78,281	3,655	74,626
Non-Store Retailers-454	587,437	0	587,437
Foodservice and Drinking Places-722	815,276	22,472	792,804
Full-Service Restaurants-7221	370,957	0	370,957

RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	340,507	22,472	318,035
Special Foodservices-7223	67,051	0	67,051
Drinking Places -Alcoholic Beverages-7224	36,760	0	36,760
GAFO *	2,292,981	133,565	2,159,416
General Merchandise Stores-452	1,093,424	0	1,093,424
Clothing and Clothing Accessories Stores-448	468,858	29,846	439,012
Furniture and Home Furnishings Stores-442	226,390	61,884	164,506
Electronics and Appliance Stores-443	215,123	1,100	214,023
Sporting Goods, Hobby, Book, Music Stores-451	197,188	40,735	156,453
Office Supplies, Stationery, Gift Stores-4532	91,998	0	91,998

RMP Opportunity Gap - Retail Stores

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

Retail Stores	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
Motor Vehicle and Parts Dealers-441	6,038,613	240,682	5,797,931
Automotive Dealers-4411	4,967,336	0	4,967,336
Other Motor Vehicle Dealers-4412	612,436	240,682	371,754
Automotive Parts/Accsrs, Tire Stores-4413	458,841	0	458,841
Furniture and Home Furnishings Stores-442	859,496	166,280	693,216
Furniture Stores-4421	506,922	0	506,922
Home Furnishing Stores-4422	352,574	166,280	186,294
Electronics and Appliance Stores-443	824,120	39,776	784,344
Appliances, TVs, Electronics Stores-44311	624,583	39,273	585,310
Household Appliances Stores-443111	134,716	0	134,716
Radio, Television, Electronics Stores-443112	489,867	39,273	450,594
Computer and Software Stores-44312	158,615	504	158,111
Camera and Photographic Equipment Stores-44313	40,921	0	40,921
Building Material, Garden Equip Stores -444	3,515,193	469,075	3,046,118
Building Material and Supply Dealers-4441	3,205,171	389,494	2,815,677
Home Centers-44411	1,403,640	0	1,403,640
Paint and Wallpaper Stores-44412	71,442	0	71,442
Hardware Stores-44413	303,680	0	303,680
Other Building Materials Dealers-44419	1,426,408	389,494	1,036,914
Building Materials, Lumberyards-444191	531,240	152,376	378,864
Lawn, Garden Equipment, Supplies Stores-4442	310,022	79,582	230,440
Outdoor Power Equipment Stores-44421	68,757	0	68,757
Nursery and Garden Centers-44422	241,265	79,582	161,683
Food and Beverage Stores-445	3,534,476	219,454	3,315,022
Grocery Stores-4451	3,178,003	173,219	3,004,784
Supermarkets, Grocery (Ex Conv) Stores-44511	3,030,675	112,236	2,918,439
Convenience Stores-44512	147,329	60,983	86,346
Specialty Food Stores-4452	107,312	46,236	61,076
Beer, Wine and Liquor Stores-4453	249,161	0	249,161
Health and Personal Care Stores-446	1,633,419	0	1,633,419
Pharmancies and Drug Stores-44611	1,404,672	0	1,404,672
Cosmetics, Beauty Supplies, Perfume Stores-44612	57,839	0	57,839
Optical Goods Stores-44613	68,566	0	68,566
Other Health and Personal Care Stores-44619	102,343	0	102,343

RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	2,228,427	662,538	1,565,889
Gasoline Stations With Conv Stores-44711	1,639,455	0	1,639,455
Other Gasoline Stations-44719	588,973	662,538	(73,565)
Clothing and Clothing Accessories Stores-448	1,791,578	91,099	1,700,479
Clothing Stores-4481	1,234,370	91,099	1,143,271
Men's Clothing Stores-44811	79,881	0	79,881
Women's Clothing Stores-44812	309,582	86,965	222,617
Childrens, Infants Clothing Stores-44813	63,695	0	63,695
Family Clothing Stores-44814	666,729	0	666,729
Clothing Accessories Stores-44815	31,947	0	31,947
Other Clothing Stores-44819	82,537	4,134	78,403
Shoe Stores-4482	209,594	0	209,594
Jewelry, Luggage, Leather Goods Stores-4483	347,614	0	347,614
Jewelry Stores-44831	328,437	0	328,437
Luggage and Leather Goods Stores-44832	19,177	0	19,177
Sporting Goods, Hobby, Book, Music Stores-451	751,160	107,563	643,597
Sportng Goods, Hobby, Musical Inst Stores-4511	520,622	107,563	413,059
Sporting Goods Stores-45111	285,833	51,959	233,874
Hobby, Toys and Games Stores-45112	142,791	55,605	87,186
Sew/Needlework/Piece Goods Stores-45113	35,408	0	35,408
Musical Instrument and Supplies Stores-45114	56,590	0	56,590
Book, Periodical and Music Stores-4512	230,537	0	230,537
Book Stores and News Dealers-45121	153,698	0	153,698
Book Stores-451211	147,671	0	147,671
News Dealers and Newsstands-451212	6,027	0	6,027
Prerecorded Tapes, CDs, Record Stores-45122	76,839	0	76,839
General Merchandise Stores-452	4,234,640	0	4,234,640
Department Stores Excl Leased Depts-4521	2,222,197	0	2,222,197
Other General Merchandise Stores-4529	2,012,443	0	2,012,443
Miscellaneous Store Retailers-453	811,521	62,273	749,248
Florists-4531	66,554	0	66,554
Office Supplies, Stationery, Gift Stores-4532	353,601	8,081	345,520
Office Supplies and Stationery Stores-45321	202,894	0	202,894
Gift, Novelty and Souvenir Stores-45322	150,707	8,081	142,626
Used Merchandise Stores-4533	82,982	16,976	66,006
Other Miscellaneous Store Retailers-4539	308,384	37,215	271,169
Non-Store Retailers-454	2,269,836	9,349	2,260,487
Foodservice and Drinking Places-722	3,164,841	80,975	3,083,866
Full-Service Restaurants-7221	1,438,498	15,495	1,423,003



Prepared On: Fri Sep 10, 2010

Page 8 Of 10

Prepared By:

Project Code:

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Prepared For:

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RMP Opportunity Gap - Retail Stores

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

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	1,323,440	65,480	1,257,960
Special Foodservices-7223	260,482	0	260,482
Drinking Places -Alcoholic Beverages-7224	142,421	0	142,421
GAFO *	8,814,595	412,799	8,401,796
General Merchandise Stores-452	4,234,640	0	4,234,640
Clothing and Clothing Accessories Stores-448	1,791,578	91,099	1,700,479
Furniture and Home Furnishings Stores-442	859,496	166,280	693,216
Electronics and Appliance Stores-443	824,120	39,776	784,344
Sporting Goods, Hobby, Book, Music Stores-451	751,160	107,563	643,597
Office Supplies, Stationery, Gift Stores-4532	353,601	8,081	345,520

* 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. 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 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

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