

# RMP Opportunity Gap - Retail Stores

1-3-5 Lake Anne 2011

Radius 1: 11400 WASHINGTON PLZ W, RESTON, VA 20190-4306, 0.00 - 1.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	404,568,973	241,661,867	162,907,106
Motor Vehicle and Parts Dealers-441	68,636,085	3,044,473	65,591,612
Automotive Dealers-4411	61,467,467	698,667	60,768,800
Other Motor Vehicle Dealers-4412	1,645,535	0	1,645,535
Automotive Parts/Accsrs, Tire Stores-4413	5,523,083	2,345,805	3,177,278
Furniture and Home Furnishings Stores-442	9,948,738	3,797,197	6,151,541
Furniture Stores-4421	5,698,824	1,582,550	4,116,274
Home Furnishing Stores-4422	4,249,913	2,214,647	2,035,266
Electronics and Appliance Stores-443	10,136,872	12,256,243	(2,119,371)
Appliances, TVs, Electronics Stores-44311	7,467,696	8,018,175	(550,479)
Household Appliances Stores-443111	1,663,852	153,184	1,510,668
Radio, Television, Electronics Stores-443112	5,803,844	7,864,991	(2,061,147)
Computer and Software Stores-44312	2,195,650	4,238,068	(2,042,418)
Camera and Photographic Equipment Stores-44313	473,526	0	473,526
Building Material, Garden Equip Stores -444	39,347,800	85,354,989	(46,007,189)
Building Material and Supply Dealers-4441	36,072,566	84,920,973	(48,848,407)
Home Centers-44411	14,798,908	64,790,702	(49,991,794)
Paint and Wallpaper Stores-44412	872,195	379,716	492,479
Hardware Stores-44413	3,513,490	0	3,513,490
Other Building Materials Dealers-44419	16,887,973	19,750,555	(2,862,582)
Building Materials, Lumberyards-444191	6,717,819	7,722,472	(1,004,653)
Lawn, Garden Equipment, Supplies Stores-4442	3,275,234	434,016	2,841,218
Outdoor Power Equipment Stores-44421	237,739	0	237,739
Nursery and Garden Centers-44422	3,037,496	434,016	2,603,480
Food and Beverage Stores-445	46,684,975	23,070,709	23,614,266
Grocery Stores-4451	41,983,182	22,316,807	19,666,375
Supermarkets, Grocery (Ex Conv) Stores-44511	39,977,866	18,817,055	21,160,811
Convenience Stores-44512	2,005,315	3,499,752	(1,494,437)
Specialty Food Stores-4452	1,296,019	138,846	1,157,173
Beer, Wine and Liquor Stores-4453	3,405,774	615,055	2,790,719
Health and Personal Care Stores-446	22,641,972	4,774,099	17,867,873
Pharmancies and Drug Stores-44611	19,521,023	4,334,658	15,186,365
Cosmetics, Beauty Supplies, Perfume Stores-44612	817,809	61,672	756,137
Optical Goods Stores-44613	863,606	291,928	571,678
Other Health and Personal Care Stores-44619	1,439,534	85,841	1,353,693



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Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	35,208,179	17,199,820	18,008,359
Gasoline Stations With Conv Stores-44711	25,939,457	12,472,476	13,466,981
Other Gasoline Stations-44719	9,268,722	4,727,344	4,541,378
Clothing and Clothing Accessories Stores-448	21,352,214	10,690,375	10,661,839
Clothing Stores-4481	14,537,095	7,140,569	7,396,526
Men's Clothing Stores-44811	951,634	338,797	612,837
Women's Clothing Stores-44812	3,722,966	319,199	3,403,767
Childrens, Infants Clothing Stores-44813	750,253	273,525	476,728
Family Clothing Stores-44814	7,762,417	5,933,928	1,828,489
Clothing Accessories Stores-44815	376,685	256,269	120,416
Other Clothing Stores-44819	973,140	18,850	954,290
Shoe Stores-4482	2,610,863	691,008	1,919,855
Jewelry, Luggage, Leather Goods Stores-4483	4,204,256	2,858,799	1,345,457
Jewelry Stores-44831	3,962,858	2,703,761	1,259,097
Luggage and Leather Goods Stores-44832	241,398	155,038	86,360
Sporting Goods, Hobby, Book, Music Stores-451	9,084,086	15,336,211	(6,252,125)
Sportng Goods, Hobby, Musical Inst Stores-4511	6,149,936	12,332,515	(6,182,579)
Sporting Goods Stores-45111	3,110,313	5,846,907	(2,736,594)
Hobby, Toys and Games Stores-45112	1,880,592	6,086,509	(4,205,917)
Sew/Needlework/Piece Goods Stores-45113	471,573	22,186	449,387
Musical Instrument and Supplies Stores-45114	687,459	376,914	310,545
Book, Periodical and Music Stores-4512	2,934,149	3,003,696	(69,547)
Book Stores and News Dealers-45121	1,968,184	2,633,288	(665,104)
Book Stores-451211	1,885,671	2,633,288	(747,617)
News Dealers and Newsstands-451212	82,513	0	82,513
Prerecorded Tapes, CDs, Record Stores-45122	965,965	370,408	595,557
General Merchandise Stores-452	52,756,821	13,225,352	39,531,469
Department Stores Excl Leased Depts-4521	27,156,648	1,824,039	25,332,609
Other General Merchandise Stores-4529	25,600,173	11,401,313	14,198,860
Miscellaneous Store Retailers-453	10,575,368	4,720,474	5,854,894
Florists-4531	849,988	153,681	696,307
Office Supplies, Stationery, Gift Stores-4532	4,715,729	2,655,737	2,059,992
Office Supplies and Stationery Stores-45321	2,740,886	2,270,246	470,640
Gift, Novelty and Souvenir Stores-45322	1,974,842	385,491	1,589,351
Used Merchandise Stores-4533	1,027,737	394,873	632,864
Other Miscellaneous Store Retailers-4539	3,981,914	1,516,185	2,465,729
Non-Store Retailers-454	32,008,141	8,540,685	23,467,456
Foodservice and Drinking Places-722	46,187,724	39,651,240	6,536,484
Full-Service Restaurants-7221	21,146,378	19,761,146	1,385,232



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Radius 1: 11400 WASHINGTON PLZ W, RESTON, VA 20190-4306, 0.00 - 1.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	19,265,028	10,639,424	8,625,604
Special Foodservices-7223	3,782,648	9,250,670	(5,468,022)
Drinking Places -Alcoholic Beverages-7224	1,993,670	0	1,993,670
GAFO *	107,994,459	57,961,115	50,033,344
General Merchandise Stores-452	52,756,821	13,225,352	39,531,469
Clothing and Clothing Accessories Stores-448	21,352,214	10,690,375	10,661,839
Furniture and Home Furnishings Stores-442	9,948,738	3,797,197	6,151,541
Electronics and Appliance Stores-443	10,136,872	12,256,243	(2,119,371)
Sporting Goods, Hobby, Book, Music Stores-451	9,084,086	15,336,211	(6,252,125)
Office Supplies, Stationery, Gift Stores-4532	4,715,729	2,655,737	2,059,992



# RMP Opportunity Gap - Retail Stores

1-3-5 Lake Anne 2011

Radius 2: 11400 WASHINGTON PLZ W, RESTON, VA 20190-4306, 0.00 - 3.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,860,341,146	1,209,167,467	651,173,679
Motor Vehicle and Parts Dealers-441	339,922,951	93,686,314	246,236,637
Automotive Dealers-4411	299,674,337	81,662,689	218,011,648
Other Motor Vehicle Dealers-4412	15,537,504	4,750,064	10,787,440
Automotive Parts/Accsrs, Tire Stores-4413	24,711,110	7,273,561	17,437,549
Furniture and Home Furnishings Stores-442	46,620,976	22,265,742	24,355,234
Furniture Stores-4421	26,973,586	10,375,479	16,598,107
Home Furnishing Stores-4422	19,647,390	11,890,262	7,757,128
Electronics and Appliance Stores-443	45,915,494	72,273,210	(26,357,716)
Appliances, TVs, Electronics Stores-44311	33,924,913	43,999,257	(10,074,344)
Household Appliances Stores-443111	7,676,040	2,124,879	5,551,161
Radio, Television, Electronics Stores-443112	26,248,873	41,874,377	(15,625,504)
Computer and Software Stores-44312	9,823,849	27,472,802	(17,648,953)
Camera and Photographic Equipment Stores-44313	2,166,732	801,151	1,365,581
Building Material, Garden Equip Stores -444	184,805,339	131,826,648	52,978,691
Building Material and Supply Dealers-4441	168,794,914	122,233,359	46,561,555
Home Centers-44411	68,853,123	64,790,702	4,062,421
Paint and Wallpaper Stores-44412	4,149,035	1,518,870	2,630,165
Hardware Stores-44413	16,346,739	1,189,565	15,157,174
Other Building Materials Dealers-44419	79,446,016	54,734,222	24,711,794
Building Materials, Lumberyards-444191	30,388,853	21,401,091	8,987,762
Lawn, Garden Equipment, Supplies Stores-4442	16,010,425	9,593,288	6,417,137
Outdoor Power Equipment Stores-44421	1,954,950	0	1,954,950
Nursery and Garden Centers-44422	14,055,475	9,593,288	4,462,187
Food and Beverage Stores-445	208,937,153	192,991,649	15,945,504
Grocery Stores-4451	188,408,294	181,827,948	6,580,346
Supermarkets, Grocery (Ex Conv) Stores-44511	179,531,773	167,143,824	12,387,949
Convenience Stores-44512	8,876,521	14,684,124	(5,807,603)
Specialty Food Stores-4452	5,855,209	2,095,465	3,759,744
Beer, Wine and Liquor Stores-4453	14,673,650	9,068,236	5,605,414
Health and Personal Care Stores-446	99,694,811	29,711,867	69,982,944
Pharmancies and Drug Stores-44611	85,652,323	24,792,968	60,859,355
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,582,163	829,485	2,752,678
Optical Goods Stores-44613	4,134,224	2,166,314	1,967,910
Other Health and Personal Care Stores-44619	6,326,101	1,923,100	4,403,001



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Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	154,098,156	75,588,775	78,509,381
Gasoline Stations With Conv Stores-44711	113,575,921	45,119,645	68,456,276
Other Gasoline Stations-44719	40,522,234	30,469,130	10,053,104
Clothing and Clothing Accessories Stores-448	101,662,432	77,160,535	24,501,897
Clothing Stores-4481	69,547,679	59,925,989	9,621,690
Men's Clothing Stores-44811	4,527,172	3,596,239	930,933
Women's Clothing Stores-44812	17,881,756	5,640,333	12,241,423
Childrens, Infants Clothing Stores-44813	3,602,375	4,666,657	(1,064,282)
Family Clothing Stores-44814	37,092,909	42,808,663	(5,715,754)
Clothing Accessories Stores-44815	1,801,347	2,720,228	(918,881)
Other Clothing Stores-44819	4,642,120	493,870	4,148,250
Shoe Stores-4482	12,423,392	6,095,266	6,328,126
Jewelry, Luggage, Leather Goods Stores-4483	19,691,362	11,139,280	8,552,082
Jewelry Stores-44831	18,576,490	8,845,383	9,731,107
Luggage and Leather Goods Stores-44832	1,114,872	2,293,896	(1,179,024)
Sporting Goods, Hobby, Book, Music Stores-451	42,019,544	38,668,304	3,351,240
Sportng Goods, Hobby, Musical Inst Stores-4511	28,884,110	24,626,724	4,257,386
Sporting Goods Stores-45111	14,938,531	10,841,820	4,096,711
Hobby, Toys and Games Stores-45112	8,569,537	10,938,761	(2,369,224)
Sew/Needlework/Piece Goods Stores-45113	2,165,646	2,191,369	(25,723)
Musical Instrument and Supplies Stores-45114	3,210,397	654,773	2,555,624
Book, Periodical and Music Stores-4512	13,135,434	14,041,581	(906,147)
Book Stores and News Dealers-45121	8,686,871	11,419,669	(2,732,798)
Book Stores-451211	8,320,707	11,355,002	(3,034,295)
News Dealers and Newsstands-451212	366,164	64,667	301,497
Prerecorded Tapes, CDs, Record Stores-45122	4,448,563	2,621,912	1,826,651
General Merchandise Stores-452	242,851,600	60,046,952	182,804,648
Department Stores Excl Leased Depts-4521	126,709,224	31,068,522	95,640,702
Other General Merchandise Stores-4529	116,142,376	28,978,430	87,163,946
Miscellaneous Store Retailers-453	47,807,426	25,876,549	21,930,877
Florists-4531	3,977,892	2,597,798	1,380,094
Office Supplies, Stationery, Gift Stores-4532	21,297,235	13,292,149	8,005,086
Office Supplies and Stationery Stores-45321	12,295,229	9,766,567	2,528,662
Gift, Novelty and Souvenir Stores-45322	9,002,006	3,525,582	5,476,424
Used Merchandise Stores-4533	4,790,973	1,062,535	3,728,438
Other Miscellaneous Store Retailers-4539	17,741,326	8,924,067	8,817,259
Non-Store Retailers-454	145,089,138	53,113,748	91,975,390
Foodservice and Drinking Places-722	200,916,125	335,957,174	(135,041,049)
Full-Service Restaurants-7221	91,833,326	142,392,212	(50,558,886)



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Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	83,945,089	76,009,872	7,935,217
Special Foodservices-7223	16,503,675	114,757,655	(98,253,980)
Drinking Places -Alcoholic Beverages-7224	8,634,035	2,797,435	5,836,600
GAFO *	500,367,282	283,706,892	216,660,390
General Merchandise Stores-452	242,851,600	60,046,952	182,804,648
Clothing and Clothing Accessories Stores-448	101,662,432	77,160,535	24,501,897
Furniture and Home Furnishings Stores-442	46,620,976	22,265,742	24,355,234
Electronics and Appliance Stores-443	45,915,494	72,273,210	(26,357,716)
Sporting Goods, Hobby, Book, Music Stores-451	42,019,544	38,668,304	3,351,240
Office Supplies, Stationery, Gift Stores-4532	21,297,235	13,292,149	8,005,086

# RMP Opportunity Gap - Retail Stores

1-3-5 Lake Anne 2011

Radius 3: 11400 WASHINGTON PLZ W, RESTON, VA 20190-4306, 0.00 - 5.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	4,204,466,836	2,713,288,788	1,491,178,048
Motor Vehicle and Parts Dealers-441	794,190,415	282,209,246	511,981,169
Automotive Dealers-4411	698,050,478	231,368,166	466,682,312
Other Motor Vehicle Dealers-4412	41,157,871	16,453,724	24,704,147
Automotive Parts/Accsrs, Tire Stores-4413	54,982,065	34,387,357	20,594,708
Furniture and Home Furnishings Stores-442	104,994,463	60,234,400	44,760,063
Furniture Stores-4421	60,920,930	27,804,980	33,115,950
Home Furnishing Stores-4422	44,073,533	32,429,420	11,644,113
Electronics and Appliance Stores-443	102,878,077	150,292,028	(47,413,951)
Appliances, TVs, Electronics Stores-44311	76,048,589	103,325,796	(27,277,207)
Household Appliances Stores-443111	17,219,608	4,420,043	12,799,565
Radio, Television, Electronics Stores-443112	58,828,981	98,905,753	(40,076,772)
Computer and Software Stores-44312	21,943,525	46,149,972	(24,206,447)
Camera and Photographic Equipment Stores-44313	4,885,963	816,260	4,069,703
Building Material, Garden Equip Stores -444	415,982,456	194,234,742	221,747,714
Building Material and Supply Dealers-4441	379,372,731	177,111,966	202,260,765
Home Centers-44411	154,563,556	76,518,112	78,045,444
Paint and Wallpaper Stores-44412	9,331,565	3,053,398	6,278,167
Hardware Stores-44413	36,830,942	5,575,431	31,255,511
Other Building Materials Dealers-44419	178,646,668	91,965,026	86,681,642
Building Materials, Lumberyards-444191	67,610,640	35,958,346	31,652,294
Lawn, Garden Equipment, Supplies Stores-4442	36,609,726	17,122,777	19,486,949
Outdoor Power Equipment Stores-44421	5,045,623	4,155,829	889,794
Nursery and Garden Centers-44422	31,564,102	12,966,947	18,597,155
Food and Beverage Stores-445	468,778,351	622,169,073	(153,390,722)
Grocery Stores-4451	423,372,770	599,734,222	(176,361,452)
Supermarkets, Grocery (Ex Conv) Stores-44511	403,613,035	568,083,249	(164,470,214)
Convenience Stores-44512	19,759,735	31,650,973	(11,891,238)
Specialty Food Stores-4452	13,221,081	3,591,249	9,629,832
Beer, Wine and Liquor Stores-4453	32,184,500	18,843,602	13,340,898
Health and Personal Care Stores-446	220,070,951	74,712,607	145,358,344
Pharmancies and Drug Stores-44611	188,789,592	63,577,392	125,212,200
Cosmetics, Beauty Supplies, Perfume Stores-44612	7,883,820	2,385,248	5,498,572
Optical Goods Stores-44613	9,432,216	5,597,666	3,834,550
Other Health and Personal Care Stores-44619	13,965,324	3,152,301	10,813,023



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Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	343,736,254	133,657,116	210,079,138
Gasoline Stations With Conv Stores-44711	253,191,784	73,519,162	179,672,622
Other Gasoline Stations-44719	90,544,470	60,137,954	30,406,516
Clothing and Clothing Accessories Stores-448	232,263,655	157,031,964	75,231,691
Clothing Stores-4481	159,628,427	120,482,353	39,146,074
Men's Clothing Stores-44811	10,330,105	7,487,916	2,842,189
Women's Clothing Stores-44812	41,001,512	10,315,606	30,685,906
Childrens, Infants Clothing Stores-44813	8,431,951	14,090,883	(5,658,932)
Family Clothing Stores-44814	85,134,307	78,215,437	6,918,870
Clothing Accessories Stores-44815	4,111,192	3,832,042	279,150
Other Clothing Stores-44819	10,619,360	6,540,469	4,078,891
Shoe Stores-4482	28,581,645	11,339,498	17,242,147
Jewelry, Luggage, Leather Goods Stores-4483	44,053,583	25,210,112	18,843,471
Jewelry Stores-44831	41,542,823	22,413,714	19,129,109
Luggage and Leather Goods Stores-44832	2,510,760	2,796,398	(285,638)
Sporting Goods, Hobby, Book, Music Stores-451	95,095,396	64,932,267	30,163,129
Sportng Goods, Hobby, Musical Inst Stores-4511	65,687,138	47,480,728	18,206,410
Sporting Goods Stores-45111	34,218,132	16,793,377	17,424,755
Hobby, Toys and Games Stores-45112	19,348,673	18,325,884	1,022,789
Sew/Needlework/Piece Goods Stores-45113	4,844,640	4,460,611	384,029
Musical Instrument and Supplies Stores-45114	7,275,692	7,900,856	(625,164)
Book, Periodical and Music Stores-4512	29,408,259	17,451,538	11,956,721
Book Stores and News Dealers-45121	19,368,978	13,819,559	5,549,419
Book Stores-451211	18,553,561	13,736,677	4,816,884
News Dealers and Newsstands-451212	815,417	82,882	732,535
Prerecorded Tapes, CDs, Record Stores-45122	10,039,281	3,631,979	6,407,302
General Merchandise Stores-452	549,180,696	314,071,917	235,108,779
Department Stores Excl Leased Depts-4521	287,825,168	107,785,566	180,039,602
Other General Merchandise Stores-4529	261,355,528	206,286,351	55,069,177
Miscellaneous Store Retailers-453	106,647,316	44,963,298	61,684,018
Florists-4531	8,931,878	4,878,263	4,053,615
Office Supplies, Stationery, Gift Stores-4532	47,568,617	24,780,159	22,788,458
Office Supplies and Stationery Stores-45321	27,358,463	13,539,359	13,819,104
Gift, Novelty and Souvenir Stores-45322	20,210,154	11,240,800	8,969,354
Used Merchandise Stores-4533	10,866,878	2,470,167	8,396,711
Other Miscellaneous Store Retailers-4539	39,279,944	12,834,709	26,445,235
Non-Store Retailers-454	325,185,967	79,360,078	245,825,889
Foodservice and Drinking Places-722	445,462,838	535,420,053	(89,957,215)
Full-Service Restaurants-7221	203,427,162	237,026,385	(33,599,223)



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1-3-5 Lake Anne 2011

Radius 3: 11400 WASHINGTON PLZ W, RESTON, VA 20190-4306, 0.00 - 5.00 Miles, Total

Retail Stores	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	186,400,607	145,927,429	40,473,178
Special Foodservices-7223	36,645,795	147,840,928	(111,195,133)
Drinking Places -Alcoholic Beverages-7224	18,989,273	4,625,311	14,363,962
GAFO *	1,131,980,904	771,342,734	360,638,170
General Merchandise Stores-452	549,180,696	314,071,917	235,108,779
Clothing and Clothing Accessories Stores-448	232,263,655	157,031,964	75,231,691
Furniture and Home Furnishings Stores-442	104,994,463	60,234,400	44,760,063
Electronics and Appliance Stores-443	102,878,077	150,292,028	(47,413,951)
Sporting Goods, Hobby, Book, Music Stores-451	95,095,396	64,932,267	30,163,129
Office Supplies, Stationery, Gift Stores-4532	47,568,617	24,780,159	22,788,458

\* 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

1-3-5 Lake Anne 2011

## Appendix: Area Listing

### Area Name:

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

#### Radius Definition:

11400 WASHINGTON PLZ W	Latitude/Longitude	38.967955	-77.341202
RESTON, VA 20190-4306	Radius	0.00	- 1.00

### Area Name:

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

#### Radius Definition:

11400 WASHINGTON PLZ W	Latitude/Longitude	38.967955	-77.341202
RESTON, VA 20190-4306	Radius	0.00	- 3.00

### Area Name:

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

#### Radius Definition:

11400 WASHINGTON PLZ W	Latitude/Longitude	38.967955	-77.341202
RESTON, VA 20190-4306	Radius	0.00	- 5.00

### Project Information:

Site: 1

Order Number: 970584399

