

## RMP Opportunity Gap - Merchandise Lines

**Radius 1: 7717 RICHMOND HWY, ALEXANDRIA, VA 22306-2842, 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	284,394,046	418,505,278	(134,111,232)
Groceries and Other Foods	49,107,451	90,332,477	(41,225,026)
Meals and Snacks	25,786,906	25,947,416	(160,510)
Alcoholic Drinks	1,364,731	1,226,199	138,532
Packaged Liquor/Wine/Beer	7,608,761	9,373,938	(1,765,177)
Cigars, Cigarettes, Tobacco, Accessories	6,552,039	11,007,284	(4,455,245)
Drugs, Health Aids and Beauty Aids	28,963,638	35,613,782	(6,650,144)
Soaps, Detergents and Household Cleaners	805,428	2,022,881	(1,217,453)
Paper and Related Products	2,639,577	4,429,880	(1,790,303)
Men's Wear	7,824,717	9,063,220	(1,238,503)
Women's, Juniors' and Misses' Wear	12,838,146	19,692,566	(6,854,420)
Children's Wear	5,999,056	8,998,211	(2,999,155)
Footwear	4,982,977	4,335,411	647,566
Sewing, Knitting and Needlework Goods	624,259	677,309	(53,050)
Curtains, Draperies, Blinds, Slipcovers Etc	3,773,392	9,855,317	(6,081,925)
Major Household Appliances	1,828,864	3,876,982	(2,048,118)
Small Electric Appliances	474,947	1,044,836	(569,889)
Televisions, Video Recorders, Video Cameras	2,388,378	2,185,048	203,330
Audio Equipment, Musical Instruments	3,185,873	2,179,439	1,006,434
Furniture and Sleep Equipment	6,418,081	9,331,258	(2,913,177)
Flooring and Floor Coverings	1,295,205	1,242,614	52,591
Computer Hardware, Software and Supplies	5,380,587	4,022,619	1,357,968
Kitchenware and Home Furnishings	5,584,864	10,950,062	(5,365,198)
Jewelry	4,778,095	2,382,358	2,395,737
Books	3,308,012	1,336,750	1,971,262
Photographic Equipment and Supplies	783,837	535,612	248,225
Toys, Hobby Goods and Games	4,585,670	9,217,327	(4,631,657)
Optical Goods	1,111,604	2,042,612	(931,008)
Sporting Goods	3,433,621	2,511,164	922,457
Hardware, Tools, Plumbing, Electrical	1,601,095	953,144	647,951
Lumber and Building Materials	1,190,435	453,619	736,816
Lawn, Garden, and Farm Equipment & Supplies	3,128,587	6,323,257	(3,194,670)
Paint and Sundries	490,479	1,243,640	(753,161)
Cars, Trucks, Other Powered Transportation	37,424,745	78,310,458	(40,885,713)
RVs, Campers, Camping & Travel Trailers	1,114,111	1,088,183	25,928
Automotive Fuels	18,296,260	21,707,966	(3,411,706)
Automotive Lubricants	336,034	454,362	(118,328)
Pets, Pet Foods and Pet Supplies	2,422,603	4,086,854	(1,664,251)
All Other Merchandise	14,960,981	18,449,224	(3,488,243)

## RMP Opportunity Gap - Merchandise Lines

**Radius 2: 7717 RICHMOND HWY, ALEXANDRIA, VA 22306-2842, 1.01 - 3.00 Miles, Total**

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,354,709,350	618,373,140	736,336,210
Groceries and Other Foods	205,131,382	160,085,141	45,046,241
Meals and Snacks	118,150,548	66,635,504	51,515,044
Alcoholic Drinks	6,759,621	2,730,090	4,029,531
Packaged Liquor/Wine/Beer	37,089,778	24,256,651	12,833,127
Cigars, Cigarettes, Tobacco, Accessories	23,942,436	24,087,382	(144,946)
Drugs, Health Aids and Beauty Aids	133,984,680	44,692,023	89,292,657
Soaps, Detergents and Household Cleaners	3,187,014	2,916,110	270,904
Paper and Related Products	11,969,358	5,747,336	6,222,022
Men's Wear	36,928,450	4,351,555	32,576,895
Women's, Juniors' and Misses' Wear	59,118,412	7,261,234	51,857,178
Children's Wear	23,610,940	2,354,547	21,256,393
Footwear	19,992,340	2,248,518	17,743,822
Sewing, Knitting and Needlework Goods	3,190,905	1,284,626	1,906,279
Curtains, Draperies, Blinds, Slipcovers Etc	19,282,275	10,901,071	8,381,204
Major Household Appliances	9,718,882	8,787,601	931,281
Small Electric Appliances	2,310,103	1,364,075	946,028
Televisions, Video Recorders, Video Cameras	11,368,033	3,038,186	8,329,847
Audio Equipment, Musical Instruments	16,832,148	4,638,616	12,193,532
Furniture and Sleep Equipment	35,842,379	12,867,247	22,975,132
Flooring and Floor Coverings	8,345,827	7,236,364	1,109,463
Computer Hardware, Software and Supplies	26,626,218	5,450,652	21,175,566
Kitchenware and Home Furnishings	30,936,674	21,215,159	9,721,515
Jewelry	27,794,941	6,555,344	21,239,597
Books	18,336,626	2,749,350	15,587,276
Photographic Equipment and Supplies	4,187,956	449,371	3,738,585
Toys, Hobby Goods and Games	20,510,863	2,968,469	17,542,394
Optical Goods	5,299,827	1,916,487	3,383,340
Sporting Goods	20,630,470	3,839,916	16,790,554
Hardware, Tools, Plumbing, Electrical	9,135,288	10,029,938	(894,650)
Lumber and Building Materials	6,901,711	7,349,229	(447,518)
Lawn, Garden, and Farm Equipment & Supplies	18,276,397	14,333,087	3,943,310
Paint and Sundries	3,248,250	2,391,102	857,148
Cars, Trucks, Other Powered Transportation	193,033,413	37,700,124	155,333,289
RVs, Campers, Camping & Travel Trailers	12,583,826	1,193,738	11,390,088
Automotive Fuels	78,127,815	52,152,025	25,975,790
Automotive Lubricants	1,376,423	602,943	773,480
Pets, Pet Foods and Pet Supplies	11,333,530	5,874,451	5,459,079
All Other Merchandise	79,613,611	44,117,879	35,495,732

## RMP Opportunity Gap - Merchandise Lines

**Radius 3: 7717 RICHMOND HWY, ALEXANDRIA, VA 22306-2842, 3.01 - 5.00 Miles, Total**

Merchandise Lines	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,598,316,039	2,551,358,272	46,957,767
Groceries and Other Foods	375,147,177	468,947,102	(93,799,925)
Meals and Snacks	235,017,475	308,216,502	(73,199,027)
Alcoholic Drinks	13,801,991	14,121,759	(319,768)
Packaged Liquor/Wine/Beer	72,973,845	67,796,147	5,177,698
Cigars, Cigarettes, Tobacco, Accessories	44,034,425	48,282,349	(4,247,924)
Drugs, Health Aids and Beauty Aids	239,016,371	171,960,478	67,055,893
Soaps, Detergents and Household Cleaners	5,847,017	6,686,884	(839,867)
Paper and Related Products	22,366,363	18,873,793	3,492,570
Men's Wear	73,902,139	54,346,591	19,555,548
Women's, Juniors' and Misses' Wear	118,407,258	89,449,260	28,957,998
Children's Wear	43,332,363	32,985,649	10,346,714
Footwear	38,881,086	38,094,706	786,380
Sewing, Knitting and Needlework Goods	6,217,632	4,349,485	1,868,147
Curtains, Draperies, Blinds, Slipcovers Etc	38,238,517	45,860,031	(7,621,514)
Major Household Appliances	18,587,212	19,882,482	(1,295,270)
Small Electric Appliances	4,564,611	4,118,547	446,064
Televisions, Video Recorders, Video Cameras	23,266,855	18,726,752	4,540,103
Audio Equipment, Musical Instruments	34,028,785	22,198,629	11,830,156
Furniture and Sleep Equipment	72,030,030	82,460,155	(10,430,125)
Flooring and Floor Coverings	15,676,569	15,711,877	(35,308)
Computer Hardware, Software and Supplies	53,699,476	42,589,885	11,109,591
Kitchenware and Home Furnishings	61,347,562	67,889,270	(6,541,708)
Jewelry	57,591,584	39,113,530	18,478,054
Books	37,426,848	28,028,952	9,397,896
Photographic Equipment and Supplies	8,374,851	8,591,451	(216,600)
Toys, Hobby Goods and Games	40,650,086	38,470,248	2,179,838
Optical Goods	10,036,240	17,726,468	(7,690,228)
Sporting Goods	42,265,854	24,343,955	17,921,899
Hardware, Tools, Plumbing, Electrical	17,220,747	19,396,909	(2,176,162)
Lumber and Building Materials	12,453,298	14,171,193	(1,717,895)
Lawn, Garden, and Farm Equipment & Supplies	34,841,430	28,222,081	6,619,349
Paint and Sundries	5,803,423	4,183,955	1,619,468
Cars, Trucks, Other Powered Transportation	368,028,839	422,063,287	(54,034,448)
RVs, Campers, Camping & Travel Trailers	20,770,178	14,765,538	6,004,640
Automotive Fuels	150,532,738	95,469,929	55,062,809
Automotive Lubricants	2,358,137	2,465,981	(107,844)
Pets, Pet Foods and Pet Supplies	21,813,340	17,342,142	4,471,198
All Other Merchandise	157,763,687	133,454,322	24,309,365

## 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.

# RMP Opportunity Gap - Merchandise Lines

## Appendix: Area Listing

### Area Name:

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

#### Radius Definition:

7717 RICHMOND HWY	Latitude/Longitude	38.749099	-77.082764
ALEXANDRIA, VA 22306-2842	Radius	0.00	- 1.00

### Area Name:

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

#### Radius Definition:

7717 RICHMOND HWY	Latitude/Longitude	38.749099	-77.082764
ALEXANDRIA, VA 22306-2842	Radius	1.01	- 3.00

### Area Name:

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

#### Radius Definition:

7717 RICHMOND HWY	Latitude/Longitude	38.749099	-77.082764
ALEXANDRIA, VA 22306-2842	Radius	3.01	- 5.00

### Project Information:

Site: 1

Order Number: 969556345