

RMP Opportunity Gap - Retail Stores

Tysons_2010

Polygon 1: TYSONS CORNER, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	314,507,864	1,685,205,570	(1,370,697,706)
Motor Vehicle and Parts Dealers-441	49,527,410	310,809,079	(261,281,669)
Automotive Dealers-4411	42,949,944	310,308,655	(267,358,711)
Other Motor Vehicle Dealers-4412	1,522,664	0	1,522,664
Automotive Parts/Accsrs, Tire Stores-4413	5,054,802	500,424	4,554,378
Furniture and Home Furnishings Stores-442	8,346,597	75,242,085	(66,895,488)
Furniture Stores-4421	4,798,597	58,276,328	(53,477,731)
Home Furnishing Stores-4422	3,548,001	16,965,758	(13,417,757)
Electronics and Appliance Stores-443	8,706,740	60,299,654	(51,592,914)
Appliances, TVs, Electronics Stores-44311	6,558,011	26,590,913	(20,032,902)
Household Appliances Stores-443111	1,351,853	0	1,351,853
Radio, Television, Electronics Stores-443112	5,206,158	26,590,913	(21,384,755)
Computer and Software Stores-44312	1,749,351	30,878,825	(29,129,474)
Camera and Photographic Equipment Stores-44313	399,377	2,829,917	(2,430,540)
Building Material, Garden Equip Stores -444	33,195,826	54,354,361	(21,158,535)
Building Material and Supply Dealers-4441	30,690,014	54,293,281	(23,603,267)
Home Centers-44411	13,599,149	303,557	13,295,592
Paint and Wallpaper Stores-44412	648,217	0	648,217
Hardware Stores-44413	2,895,766	249,553	2,646,213
Other Building Materials Dealers-44419	13,546,883	53,740,171	(40,193,288)
Building Materials, Lumberyards-444191	5,698,628	21,023,952	(15,325,324)
Lawn, Garden Equipment, Supplies Stores-4442	2,505,811	61,080	2,444,731
Outdoor Power Equipment Stores-44421	208,527	22,692	185,835
Nursery and Garden Centers-44422	2,297,285	38,388	2,258,897
Food and Beverage Stores-445	36,448,696	33,462,436	2,986,260
Grocery Stores-4451	32,593,674	29,709,005	2,884,669
Supermarkets, Grocery (Ex Conv) Stores-44511	31,030,690	26,114,446	4,916,244
Convenience Stores-44512	1,562,984	3,594,559	(2,031,575)
Specialty Food Stores-4452	1,081,376	3,691,387	(2,610,011)
Beer, Wine and Liquor Stores-4453	2,773,646	62,044	2,711,602
Health and Personal Care Stores-446	18,274,797	18,299,631	(24,834)
Pharmancies and Drug Stores-44611	15,808,454	954,872	14,853,582
Cosmetics, Beauty Supplies, Perfume Stores-44612	656,379	11,668,060	(11,011,681)
Optical Goods Stores-44613	664,895	4,867,701	(4,202,806)
Other Health and Personal Care Stores-44619	1,145,069	808,998	336,071

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Gasoline Stations-447	24,273,569	17,741,577	6,531,992
Gasoline Stations With Conv Stores-44711	17,838,365	0	17,838,365
Other Gasoline Stations-44719	6,435,205	17,741,577	(11,306,372)
Clothing and Clothing Accessories Stores-448	16,964,057	505,285,940	(488,321,883)
Clothing Stores-4481	11,554,000	389,592,240	(378,038,240)
Men's Clothing Stores-44811	763,600	17,611,674	(16,848,074)
Women's Clothing Stores-44812	2,943,912	91,313,396	(88,369,484)
Childrens, Infants Clothing Stores-44813	521,064	17,278,245	(16,757,181)
Family Clothing Stores-44814	6,228,139	244,023,164	(237,795,025)
Clothing Accessories Stores-44815	306,154	4,692,301	(4,386,147)
Other Clothing Stores-44819	791,132	14,673,461	(13,882,329)
Shoe Stores-4482	1,943,715	41,832,569	(39,888,854)
Jewelry, Luggage, Leather Goods Stores-4483	3,466,342	73,861,131	(70,394,789)
Jewelry Stores-44831	3,270,330	67,656,721	(64,386,391)
Luggage and Leather Goods Stores-44832	196,012	6,204,409	(6,008,397)
Sporting Goods, Hobby, Book, Music Stores-451	7,420,523	24,679,090	(17,258,567)
Sportng Goods, Hobby, Musical Inst Stores-4511	4,973,264	16,354,047	(11,380,783)
Sporting Goods Stores-45111	2,587,325	10,845,157	(8,257,832)
Hobby, Toys and Games Stores-45112	1,464,542	5,419,261	(3,954,719)
Sew/Needlework/Piece Goods Stores-45113	361,882	42,931	318,951
Musical Instrument and Supplies Stores-45114	559,515	46,698	512,817
Book, Periodical and Music Stores-4512	2,447,259	8,325,042	(5,877,783)
Book Stores and News Dealers-45121	1,668,048	5,598,698	(3,930,650)
Book Stores-451211	1,602,978	5,514,593	(3,911,615)
News Dealers and Newsstands-451212	65,069	84,105	(19,036)
Prerecorded Tapes, CDs, Record Stores-45122	779,212	2,726,344	(1,947,132)
General Merchandise Stores-452	42,021,365	324,630,314	(282,608,949)
Department Stores Excl Leased Depts-4521	21,612,391	319,469,466	(297,857,075)
Other General Merchandise Stores-4529	20,408,975	5,160,848	15,248,127
Miscellaneous Store Retailers-453	8,274,137	26,761,068	(18,486,931)
Florists-4531	641,683	1,147,795	(506,112)
Office Supplies, Stationery, Gift Stores-4532	3,775,222	22,832,775	(19,057,553)
Office Supplies and Stationery Stores-45321	2,227,175	14,767,465	(12,540,290)
Gift, Novelty and Souvenir Stores-45322	1,548,047	8,065,311	(6,517,264)
Used Merchandise Stores-4533	813,284	264,123	549,161
Other Miscellaneous Store Retailers-4539	3,043,947	2,516,375	527,572
Non-Store Retailers-454	23,705,833	67,248	23,638,585
Foodservice and Drinking Places-722	37,348,313	233,573,086	(196,224,773)
Full-Service Restaurants-7221	17,071,150	116,339,917	(99,268,767)



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Prepared By:

Nielsen Solution Center 1 800 866 6511

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Limited-Service Eating Places-7222	15,593,025	59,759,339	(44,166,314)
Special Foodservices-7223	3,054,432	57,473,830	(54,419,398)
Drinking Places -Alcoholic Beverages-7224	1,629,707	0	1,629,707
GAFO *	87,234,505	1,012,969,859	(925,735,354)
General Merchandise Stores-452	42,021,365	324,630,314	(282,608,949)
Clothing and Clothing Accessories Stores-448	16,964,057	505,285,940	(488,321,883)
Furniture and Home Furnishings Stores-442	8,346,597	75,242,085	(66,895,488)
Electronics and Appliance Stores-443	8,706,740	60,299,654	(51,592,914)
Sporting Goods, Hobby, Book, Music Stores-451	7,420,523	24,679,090	(17,258,567)
Office Supplies, Stationery, Gift Stores-4532	3,775,222	22,832,775	(19,057,553)

* 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.