

RETAIL SALES LEAKAGE REPORT

2007 CONSUMER EXPENDITURE IN \$ MILLIONS

Calculated using Proportional Block Groups



		Capitol Hill Trade Area			
		Demand	Supply	\$ Leakage	% Leakage
Total Retail Stores		\$1,026.0	\$652.5	\$373.5	36%
HOME FURNISHING AND ELECTRONICS	Furniture & Home Furnishings Stores	\$29.9	\$5.2	\$24.7	83%
	- Furniture Stores	\$16.7	\$3.7	\$13.0	78%
	- Home Furnishing Stores	\$13.2	\$1.6	\$11.7	89%
	Electronics & Appliance Stores	\$29.6	\$3.5	\$26.1	88%
	- Appliance, Television, and Other Electronics	\$22.7	\$1.9	\$20.9	92%
	- Household Appliances Stores	\$4.3	\$0.8	\$3.6	84%
	- Radio Television and Other Electronics	\$18.4	\$1.1	\$17.3	94%
	- Computer and Software Stores	\$5.8	\$1.6	\$4.2	72%
	- Camera & Photographic Equipment Stores	\$1.0	\$0.0	\$1.0	100%
	Building Material & Garden Equipment & Supply Dealers	\$95.8	\$14.1	\$81.7	85%
	- Building Material & Supply Dealers	\$86.5	\$5.6	\$80.9	94%
	- Home Centers	\$33.9	\$0.0	\$33.9	100%
	- Paint and Wallpaper Stores	\$2.3	\$0.6	\$1.7	74%
	- Hardware Stores	\$7.8	\$2.9	\$4.9	63%
	- Other Building Materials Dealers	\$42.4	\$2.1	\$40.4	95%
	- Building Materials, Lumberyards	\$14.7	\$0.7	\$14.0	95%
	- Lawn and Garden Equipment and Supplies	\$9.4	\$8.5	\$0.9	10%
- Outdoor Power Equipment Stores	\$1.3	\$0.0	\$1.3	100%	
- Nursery and Garden Centers	\$8.1	\$8.5	\$-0.4	-5%	
CONSUMABLES	Food & Beverage Stores	\$116.4	\$173.8	\$-57.4	-49%
	- Grocery Stores	\$103.7	\$150.6	\$-46.9	-45%
	- Supermarkets and Other Grocery Stores	\$98.4	\$149.0	\$-50.6	-51%
	- Convenience Stores	\$5.3	\$1.6	\$3.7	70%
	- Speciality Food Stores	\$3.5	\$3.8	\$-0.4	-11%
	- Beer, Wine, & Liquor Stores	\$9.3	\$19.5	\$-10.1	-109%
	Foodservice & Drinking Places	\$117.3	\$172.7	\$-55.5	-47%
	- Full-Service Restaurants	\$54.0	\$69.8	\$-15.8	-29%
	- Limited-service Eating Places	\$47.9	\$48.3	\$-0.4	-1%
	- Special Foodservices	\$9.2	\$30.2	\$-21.0	-228%
	- Drinking Places - Alcoholic Beverages	\$6.2	\$24.4	\$-18.2	-294%
	Health & Personal Care Stores	\$45.3	\$28.8	\$16.4	36%
	- Pharmacies and Drug Stores	\$38.8	\$21.4	\$17.4	45%
	- Cosmetics, Beauty Supplies and Perfum	\$1.6	\$0.5	\$1.1	69%
- Optical Goods Stores	\$2.0	\$1.9	\$0.1	5%	
- Other Health and Personal Care Stores	\$2.9	\$5.0	\$-2.1	-72%	

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Total Retail Stores		\$1,026.0	\$652.5	\$373.5	36%
CLOTHING AND SPORTING GOODS	Clothing & Clothing Accessories Stores	\$52.7	\$32.2	\$20.5	39%
	- Clothing Stores	\$35.8	\$24.5	\$11.3	32%
	- Men's Clothing Stores	\$2.5	\$1.1	\$1.4	56%
	- Women's Clothing Stores	\$9.2	\$4.5	\$4.6	50%
	- Children's and Infants' Clothing Stores	\$1.4	\$2.8	\$-1.5	-107%
	- Family Clothing Stores	\$19.3	\$13.7	\$5.6	29%
	- Clothing Accessories Stores	\$1.0	\$0.2	\$0.8	80%
	- Other Clothing Stores	\$2.4	\$2.1	\$0.4	17%
	- Shoe Stores	\$6.5	\$3.6	\$2.9	45%
	- Jewelry, Luggage, & Leather Goods Stores	\$10.4	\$4.1	\$6.3	61%
	- Jewelry Stores	\$9.7	\$4.1	\$5.6	58%
	- Luggage, & Leather Goods Stores	\$0.7	\$0.0	\$0.7	100%
	Sporting Goods, Hobby, Book, & Music Stores	\$24.8	\$34.9	\$-10.1	-41%
	- Sporting Goods, Hobby, & Musical Instruments	\$16.3	\$16.8	\$-0.5	-3%
	- Sporting Goods Stores	\$8.8	\$14.0	\$-5.1	-58%
	- Hobby, Toys and Games Stores	\$4.6	\$1.0	\$3.5	76%
	- Sew, Needlework, Piece Goods Store	\$1.2	\$1.2	\$-0.1	-8%
	- Musical Instrument and Supplies Stores	\$1.7	\$0.6	\$1.1	65%
	- Book, Periodical, & Music Stores	\$8.5	\$18.0	\$-9.6	-113%
	- Book Stores and News Dealers	\$5.6	\$8.2	\$-2.6	-46%
	- Book Stores	\$5.3	\$7.8	\$-2.5	-47%
	- News Dealers and Newsstands	\$0.3	\$0.4	\$-0.1	-33%
	- Prerecorded Tape, Compact Disc, and Record Stores	\$2.8	\$9.8	\$-7.0	-250%
GENERAL MERCHANDISE AND MISCELLANEOUS RETAIL	General Merchandise Stores	\$124.1	\$7.2	\$116.9	94%
	- Department Stores excluding leased depts.	\$59.6	\$6.6	\$53.0	89%
	- Other General Merchandise Stores	\$64.5	\$0.6	\$63.9	99%
	- Warehouse Clubs and Super Stores	\$54.7	\$0.0	\$54.7	100%
	- All Other General Merchandise Stores	\$9.8	\$0.6	\$9.2	94%
	Miscellaneous Store Retailers	\$30.6	\$23.7	\$7.0	23%
	- Florists	\$2.0	\$2.2	\$-0.2	-10%
	- Office Supplies, Stationery, & Gift Stores	\$13.0	\$4.7	\$8.3	64%
	- Office Supplies and Stationery Stores	\$7.4	\$0.9	\$6.4	86%
	- Gift, Novelty, and Souvenir Stores	\$5.6	\$3.8	\$1.8	32%
	- Used Merchandise Stores	\$2.7	\$8.6	\$-5.9	-219%
	- Other Miscellaneous Store Retailers	\$12.9	\$8.1	\$4.8	37%
	Non-store Retailers	\$66.0	\$8.9	\$57.1	87%
	- Electronic Shopping and Mail-order	\$51.2	\$0.0	\$51.2	100%
	- Vending Machine Operators	\$2.7	\$0.9	\$1.9	70%
- Direct Selling Establishments	\$12.1	\$8.0	\$4.1	34%	

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DEMOGRAPHIC SUMMARY PROFILE

1990 - 2000 Census, 2007 Estimates & 2012 Projections

Calculated using Proportional Block Groups



	Location / Radius	Section 1 (NW Qtr)	Section 2 (NE Qtr)	Section 3 (SW Qtr)	Section 4 (SE Qtr)	1.5 mi radius
POPULATION	Projected Population (2012)	9,406	9,158	22,307	8,119	75,360
	Estimated Population (2007)	9,317	9,192	21,567	7,962	72,747
	Census Population (2000)	9,275	9,385	20,652	7,788	69,391
	Census Population (1990)	9,284	9,600	18,228	7,699	62,762
	Estimated Households (2007)	5,077	4,486	14,754	3,781	40,178
	Historical Annual Change (2000-2007)	0.45%	-2.06%	4.43%	2.24%	4.84%
	Projected Annual Change (2007-2012)	0.96%	-0.36%	3.43%	1.98%	3.59%
	Median Age	39.34	43.87	35.30	39.87	37.42
INCOME	Est. Average Family Income (2007)	\$143,683	\$181,124	\$65,095	\$103,615	\$93,275
	Est. Median Family Income (2007)	\$108,902	\$135,675	\$50,921	\$81,624	\$79,325
	Proj. Average Household Income (2012)	\$110,911	\$152,568	\$52,370	\$97,479	\$76,793
	Est. Average Household Income (2007)	\$104,905	\$144,932	\$47,986	\$89,962	\$71,498
	Proj. Median Household Income (2012)	\$67,217	\$98,016	\$38,962	\$64,841	\$46,102
	Est. Median Household Income (2007)	\$63,378	\$93,043	\$36,248	\$60,397	\$43,482
	Est. Per Capita Income (2007)	\$57,189	\$71,308	\$33,342	\$42,916	\$40,740
POPULATION BY RACE	White	87.1%	90.0%	77.6%	67.8%	73.7%
	Black or African American	1.8%	3.2%	6.4%	21.2%	11.0%
	American Indian & Alaska Native	0.6%	0.2%	1.2%	0.5%	1.0%
	Asian and Pacific Islander	5.8%	3.7%	8.2%	4.3%	7.5%
	Other Race	1.0%	0.6%	1.9%	1.5%	2.2%
	Hispanic or Latino Population	330	182	1,268	441	4,410
	Not Hispanic or Latino Population	8,204	8,338	16,790	5,425	53,774
EDUCATION (AGE 25+)	Elementary (0 to 8)	0.7%	0.7%	2.1%	2.7%	2.9%
	Some High School (9 to 11)	1.7%	1.6%	5.1%	7.2%	5.5%
	High School Graduate (12)	6.3%	4.4%	12.0%	10.2%	11.4%
	Some College (13 to 16)	15.0%	15.5%	22.5%	20.5%	20.9%
	Associate Degree Only	5.3%	3.3%	8.3%	6.3%	7.0%
	Bachelor Degree Only	38.4%	40.3%	34.9%	31.8%	33.2%
	Graduate Degree	32.6%	34.1%	14.9%	21.4%	19.2%
	Any College + (Some College or higher)	91.3%	93.2%	80.6%	80.0%	80.3%
College Degree + (Assoc. Degree or higher)	76.3%	77.7%	58.1%	59.5%	59.4%	
BUSINESS	Total Number of Businesses	337	376	1,196	282	5,076
	Total Number of Employees	2,246	2,478	12,734	2,234	68,467
	Employee Population per Business	6.7	6.6	10.6	7.9	13.5
	Residential Population per Business	27.6	24.4	18.0	28.2	14.3

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Location / Radius		Section 1 (NW Qtr)	Section 2 (NE Qtr)	Section 3 (SW Qtr)	Section 4 (SE Qtr)	1.5 mi radius
POPULATION BY AGE	- Aged 0 to 4 Years	3.4%	4.7%	1.5%	4.3%	3.0%
	- Aged 5 to 9 Years	3.4%	4.8%	1.5%	4.4%	3.0%
	- Aged 10 to 14 Years	3.2%	4.4%	1.2%	4.1%	2.7%
	- Aged 15 to 17 Years	2.1%	2.9%	0.4%	2.9%	1.6%
	- Aged 18 to 20 Years	1.7%	1.8%	1.5%	2.2%	3.1%
	- Aged 21 to 24 Years	3.3%	3.0%	5.7%	4.0%	5.1%
	- Aged 25 to 34 Years	24.0%	11.7%	37.3%	18.6%	26.2%
	- Aged 35 to 44 Years	19.4%	18.6%	20.8%	19.5%	19.2%
	- Aged 45 to 49 Years	8.0%	7.2%	7.6%	9.0%	7.7%
	- Aged 50 to 54 Years	8.3%	8.7%	6.2%	8.5%	7.2%
	- Aged 55 to 59 Years	8.0%	9.0%	4.9%	7.6%	6.3%
	- Aged 60 to 64 Years	5.7%	6.4%	3.6%	5.1%	4.5%
	- Aged 65 to 74 Years	5.8%	7.5%	3.8%	5.4%	4.9%
	- Aged 75 to 84 Years	2.7%	5.5%	2.4%	3.2%	3.4%
- Aged 85 Years and Older	1.1%	3.7%	1.6%	1.3%	2.1%	
	2007 Estimated Median Age	39.3	43.9	35.3	39.9	37.4
	2007 Estimated Average Age	40.6	43.7	39.3	40.0	40.1
MARITAL STATUS (OVER 15)	Males Never Married	29.9%	15.4%	39.6%	25.0%	31.6%
	Males Married	17.6%	26.6%	8.9%	18.5%	14.4%
	Males Widowed	1.0%	1.0%	0.8%	1.3%	1.1%
	Males Divorced	3.8%	3.3%	6.4%	4.7%	5.4%
	Females Never Married	19.9%	15.5%	27.1%	19.8%	23.2%
	Females Married	19.4%	25.8%	8.7%	17.3%	14.4%
	Females Widowed	2.2%	5.3%	3.0%	4.9%	3.7%
	Females Divorced	6.2%	7.2%	5.5%	8.5%	6.2%

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