

# RMP Opportunity Gap - Merchandise Lines

Primary Census Tracts: Lansdowne +

Tract (see appendix for geographies), Total

Merchandise Lines	2015 Demand	2015 Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales & Eating, Drinking Places	344,306,410	110,449,468	233,856,942
Groceries & Other Foods	57,309,215	15,174,223	42,134,992
Meals & Snacks	31,090,323	18,582,511	12,507,812
Alcoholic Drinks	1,701,352	1,003,289	698,063
Packaged Liquor/Wine/Beer	8,034,910	340,699	7,694,211
Cigars, Cigarettes, Tobacco, Accessories	7,515,146	2,144,605	5,370,541
Drugs, Health Aids & Beauty Aids	33,536,513	11,669,781	21,866,732
Soaps, Detergents & Household Cleaners	815,915	169,926	645,989
Paper & Related Products	3,067,193	736,376	2,330,817
Men's Wear	8,436,965	1,722,118	6,714,847
Women's, Juniors' & Misses' Wear	14,037,149	3,177,540	10,859,609
Children's Wear	5,883,925	1,829,643	4,054,282
Footwear	5,626,557	976,578	4,649,979
Sewing, Knitting & Needlework Goods	447,998	30,084	417,914
Curtains, Draperies, Blinds, Slipcovers, Etc.	3,853,153	1,218,135	2,635,018
Major Household Appliances	2,018,112	669,948	1,348,164
Small Electric Appliances	653,726	185,270	468,456
Televisions, Video Recorders, Video Cameras	3,032,084	389,928	2,642,156
Audio Equipment, Musical Instruments	2,595,324	479,372	2,115,952
Furniture & Sleep Equipment	6,323,746	1,017,441	5,306,305
Flooring & Floor Coverings	1,916,772	1,240,776	675,996
Computer Hardware, Software & Supplies	6,216,959	532,299	5,684,660
Kitchenware & Home Furnishings	6,239,470	2,873,253	3,366,217
Jewelry	5,463,719	3,007,096	2,456,623
Books	5,168,921	744,995	4,423,926
Photographic Equipment & Supplies	976,814	199,948	776,866
Toys, Hobby Goods & Games	5,334,021	768,523	4,565,498
Optical Goods	1,627,952	443,820	1,184,132
Sporting Goods	2,700,527	430,292	2,270,235
RVs, Campers, Camping & Travel Trailers	867,100	18,191	848,909
Hardware, Tools, Plumbing, Electrical	2,168,186	1,519,919	648,267
Lawn/Garden/Farm Equipment/Supplies	3,767,112	753,705	3,013,407
Lumber & Building Materials	1,356,232	982,702	373,530
Paint & Sundries	621,479	163,444	458,035
Cars, Trucks, Other Powered Transportation	59,433,390	16,956,145	42,477,245
Automotive Fuels	22,772,745	10,544,250	12,228,495
Automotive Lubricants	356,386	108,331	248,055
Pets, Pet Foods & Pet Supplies	2,994,009	809,707	2,184,302
All Other Merchandise	18,345,310	6,834,605	11,510,705



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Nielsen's RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), 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 this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line; when the difference is negative (supply is greater than demand), there is a surplus.



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## Appendix: Area Listing

### Area Name:

Type: List - Tract

Reporting Detail: Aggregate

Reporting Level: Tract

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
42045400802	42045-400802	42045400900	42045-400900
42045401000	42045-401000	42045401800	42045-401800
42045401900	42045-401900	42045402000	42045-402000
42045402200	42045-402200		

### Project Information:

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Site: 1

Order Number: 975360316



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Page 3 Of 3

Prepared By: PA Downtown Center

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: Lansdowne Economic Development Cor

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