

RMP Opportunity Gap - Merchandise Lines

Secondary Census Tracts: Springfield etc

Tract (see appendix for geographies), Total

| Merchandise Lines | 2015 Demand (Consumer Expenditures) | 2015 Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Total Retail Sales & Eating, Drinking Places | 1,395,074,359 | 1,274,866,836 | 120,207,523 |
| Groceries & Other Foods | 230,027,953 | 182,250,896 | 47,777,057 |
| Meals & Snacks | 128,608,582 | 131,456,357 | (2,847,775) |
| Alcoholic Drinks | 6,617,725 | 7,456,252 | (838,527) |
| Packaged Liquor/Wine/Beer | 32,272,204 | 7,498,300 | 24,773,904 |
| Cigars, Cigarettes, Tobacco, Accessories | 32,768,582 | 21,579,552 | 11,189,030 |
| Drugs, Health Aids & Beauty Aids | 130,118,433 | 109,458,300 | 20,660,133 |
| Soaps, Detergents & Household Cleaners | 3,009,670 | 4,764,261 | (1,754,591) |
| Paper & Related Products | 12,356,263 | 8,578,132 | 3,778,131 |
| Men's Wear | 34,121,740 | 25,379,820 | 8,741,920 |
| Women's, Juniors' & Misses' Wear | 54,931,612 | 45,698,199 | 9,233,413 |
| Children's Wear | 23,641,094 | 29,285,414 | (5,644,320) |
| Footwear | 21,849,675 | 17,968,617 | 3,881,058 |
| Sewing, Knitting & Needlework Goods | 1,859,349 | 2,662,197 | (802,848) |
| Curtains, Draperies, Blinds, Slipcovers, Etc. | 15,457,874 | 16,051,048 | (593,174) |
| Major Household Appliances | 8,182,368 | 9,248,634 | (1,066,266) |
| Small Electric Appliances | 2,616,388 | 3,260,298 | (643,910) |
| Televisions, Video Recorders, Video Cameras | 11,833,325 | 12,697,682 | (864,357) |
| Audio Equipment, Musical Instruments | 10,851,975 | 8,782,360 | 2,069,615 |
| Furniture & Sleep Equipment | 26,087,643 | 21,039,882 | 5,047,761 |
| Flooring & Floor Coverings | 8,302,804 | 6,011,149 | 2,291,655 |
| Computer Hardware, Software & Supplies | 24,811,489 | 15,838,749 | 8,972,740 |
| Kitchenware & Home Furnishings | 25,575,046 | 24,743,573 | 831,473 |
| Jewelry | 23,177,959 | 32,481,288 | (9,303,329) |
| Books | 21,693,743 | 11,656,548 | 10,037,195 |
| Photographic Equipment & Supplies | 3,879,213 | 2,348,373 | 1,530,840 |
| Toys, Hobby Goods & Games | 21,567,539 | 17,767,155 | 3,800,384 |
| Optical Goods | 6,479,166 | 5,394,294 | 1,084,872 |
| Sporting Goods | 11,494,438 | 7,516,219 | 3,978,219 |
| RVs, Campers, Camping & Travel Trailers | 5,030,045 | 1,383,410 | 3,646,635 |
| Hardware, Tools, Plumbing, Electrical | 8,969,712 | 6,873,941 | 2,095,771 |
| Lawn/Garden/Farm Equipment/Supplies | 15,479,717 | 12,980,135 | 2,499,582 |
| Lumber & Building Materials | 5,705,286 | 3,955,406 | 1,749,880 |
| Paint & Sundries | 2,623,541 | 2,779,664 | (156,123) |
| Cars, Trucks, Other Powered Transportation | 240,444,892 | 317,885,001 | (77,440,109) |
| Automotive Fuels | 88,406,522 | 67,355,373 | 21,051,149 |
| Automotive Lubricants | 1,361,558 | 1,261,906 | 99,652 |
| Pets, Pet Foods & Pet Supplies | 11,919,681 | 12,038,919 | (119,238) |
| All Other Merchandise | 80,939,553 | 59,479,532 | 21,460,021 |



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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.

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> |
|-----------------------|-----------------------|-----------------------|-----------------------|
| 42045400600 | 42045-400600 | 42045401101 | 42045-401101 |
| 42045401103 | 42045-401103 | 42045401104 | 42045-401104 |
| 42045401200 | 42045-401200 | 42045401301 | 42045-401301 |
| 42045401302 | 42045-401302 | 42045401501 | 42045-401501 |
| 42045401502 | 42045-401502 | 42045401600 | 42045-401600 |
| 42045403200 | 42045-403200 | 42045407801 | 42045-407801 |
| 42045407802 | 42045-407802 | 42045407803 | 42045-407803 |
| 42045407804 | 42045-407804 | 42045407805 | 42045-407805 |
| 42045409000 | 42045-409000 | 42045409100 | 42045-409100 |
| 42045409200 | 42045-409200 | 42045409300 | 42045-409300 |

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