

RMP Opportunity Gap - Retail Stores

Secondary Census Tracts: Springfield etc

Tract (see appendix for geographies), Total

Retail Stores	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
Motor Vehicle & Parts Dealers-441	262,589,755	329,269,938	(66,680,183)
Automotive Dealers-4411	219,946,548	315,668,041	(95,721,493)
Other Motor Vehicle Dealers-4412	21,459,287	3,332,966	18,126,321
Automotive Parts/Accessories, Tire Stores-4413	21,183,920	10,268,931	10,914,989
Furniture & Home Furnishings Stores-442	28,382,858	14,754,225	13,628,633
Furniture Stores-4421	15,036,249	8,076,692	6,959,557
Home Furnishing Stores-4422	13,346,609	6,677,533	6,669,076
Electronics & Appliances Stores-443	25,338,165	26,356,674	(1,018,509)
Appliance, TV, Electronics Stores-44311	19,620,757	25,594,562	(5,973,805)
Household Appliances Stores-443111	3,476,484	1,092,163	2,384,321
Radio, Television, Electronics Stores-443112	16,144,273	24,502,399	(8,358,126)
Computer & Software Stores-44312	5,128,597	458,326	4,670,271
Camera & Photographic Equipment Stores-44313	588,811	303,786	285,025
Building Material, Garden Equipment Stores -444	148,082,405	152,331,601	(4,249,196)
Building Material & Supply Dealers-4441	128,153,199	150,915,131	(22,761,932)
Home Centers-44411	51,335,704	91,430,650	(40,094,946)
Paint & Wallpaper Stores-44412	2,248,240	2,027,735	220,505
Hardware Stores-44413	12,431,375	15,237,803	(2,806,428)
Other Building Materials Dealers-44419	62,137,880	42,218,943	19,918,937
Building Materials, Lumberyards-444191	23,064,769	15,790,076	7,274,693
Lawn/Garden Equipment/Supplies Stores-4442	19,929,206	1,416,470	18,512,736
Outdoor Power Equipment Stores-44421	5,637,832	0	5,637,832
Nursery & Garden Centers-44422	14,291,374	1,416,470	12,874,904
Food & Beverage Stores-445	175,035,896	165,596,614	9,439,282
Grocery Stores-4451	114,242,401	154,649,270	(40,406,869)
Supermarkets, Grocery Stores-44511	106,852,312	132,261,007	(25,408,695)
Convenience Stores-44512	7,390,089	22,388,263	(14,998,174)
Specialty Food Stores-4452	14,167,454	4,368,264	9,799,190
Beer, Wine & Liquor Stores-4453	46,626,041	6,579,080	40,046,961
Health & Personal Care Stores-446	71,688,152	77,163,910	(5,475,758)
Pharmacies & Drug Stores-44611	56,965,868	59,631,430	(2,665,562)
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,925,664	3,399,716	1,525,948
Optical Goods Stores-44613	3,430,578	3,931,739	(501,161)
Other Health & Personal Care Stores-44619	6,366,042	10,201,025	(3,834,983)



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Gasoline Stations-447	127,790,871	92,946,472	34,844,399
Gasoline Stations with Convenience Stores-44711	93,513,788	53,244,686	40,269,102
Other Gasoline Stations-44719	34,277,083	39,701,786	(5,424,703)
Clothing & Clothing Accessories Stores-448	66,559,507	71,420,603	(4,861,096)
Clothing Stores-4481	34,676,140	31,507,515	3,168,625
Men's Clothing Stores-44811	1,761,524	302,601	1,458,923
Women's Clothing Stores-44812	7,648,913	6,793,245	855,668
Children's, Infants' Clothing Stores-44813	2,048,734	6,741,769	(4,693,035)
Family Clothing Stores-44814	18,735,775	13,949,647	4,786,128
Clothing Accessories Stores-44815	1,515,216	543,284	971,932
Other Clothing Stores-44819	2,965,978	3,176,969	(210,991)
Shoe Stores-4482	4,986,810	4,718,696	268,114
Jewelry, Luggage, Leather Goods Stores-4483	26,896,557	35,194,392	(8,297,835)
Jewelry Stores-44831	24,279,360	35,194,392	(10,915,032)
Luggage & Leather Goods Stores-44832	2,617,197	0	2,617,197
Sporting Goods, Hobby, Book, Music Stores-451	25,081,407	24,809,159	272,248
Sporting Goods, Hobby, Musical Inst Stores-4511	21,644,141	19,173,932	2,470,209
Sporting Goods Stores-45111	11,285,764	7,648,578	3,637,186
Hobby, Toy & Game Stores-45112	6,174,073	7,140,412	(966,339)
Sewing, Needlework & Piece Goods Stores-45113	1,870,592	3,022,370	(1,151,778)
Musical Instrument & Supplies Stores-45114	2,313,712	1,362,572	951,140
Book, Periodical & Music Stores-4512	3,437,266	5,635,227	(2,197,961)
Book Stores & News Dealers-45121	2,942,914	5,088,254	(2,145,340)
Book Stores-451211	2,599,943	4,879,607	(2,279,664)
News Dealers & Newsstands-451212	342,971	208,647	134,324
Prerecorded Tape, CD, Record Stores-45122	494,352	546,973	(52,621)
General Merchandise Stores-452	159,717,798	111,498,513	48,219,285
Department Stores, Excl Leased Departments-4521	68,063,535	103,153,222	(35,089,687)
Other General Merchandise Stores-4529	91,654,263	8,345,291	83,308,972
Miscellaneous Store Retailers-453	36,410,708	15,789,473	20,621,235
Florists-4531	1,468,723	732,610	736,113
Office Supplies, Stationery, Gift Stores-4532	17,922,271	6,183,974	11,738,297
Office Supplies & Stationery Stores-45321	8,733,398	2,675,395	6,058,003
Gift, Novelty & Souvenir Stores-45322	9,188,873	3,508,579	5,680,294
Used Merchandise Stores-4533	2,857,636	578,568	2,279,068
Other Miscellaneous Store Retailers-4539	14,162,078	8,294,321	5,867,757
Non-Store Retailers-454	117,738,732	33,654,559	84,084,173

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Foodservice & Drinking Places-722	150,658,105	159,275,095	(8,616,990)
Full-Service Restaurants-7221	68,226,116	58,847,043	9,379,073
Limited-Service Eating Places-7222	59,853,771	50,856,338	8,997,433
Special Foodservices-7223	16,475,782	39,455,716	(22,979,934)
Drinking Places -Alcoholic Beverages-7224	6,102,436	10,115,998	(4,013,562)
GAFO *	323,002,006	255,023,148	67,978,858
General Merchandise Stores-452	159,717,798	111,498,513	48,219,285
Clothing & Clothing Accessories Stores-448	66,559,507	71,420,603	(4,861,096)
Furniture & Home Furnishings Stores-442	28,382,858	14,754,225	13,628,633
Electronics & Appliances Stores-443	25,338,165	26,356,674	(1,018,509)
Sporting Goods, Hobby, Book, Music Stores-451	25,081,407	24,809,159	272,248
Office Supplies, Stationery, Gift Stores-4532	17,922,271	6,183,974	11,738,297

Nielsen' 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 retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

*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.

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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

Project Information:

Site: 1

Order Number: 975360365

