

# RMP Opportunity Gap - Retail Stores

Tertiary Census Tracts: University City

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	882,112,374	831,028,699	51,083,675
Motor Vehicle & Parts Dealers-441	147,848,404	44,717,605	103,130,799
Automotive Dealers-4411	126,069,467	43,335,548	82,733,919
Other Motor Vehicle Dealers-4412	11,054,054	100,732	10,953,322
Automotive Parts/Accessories, Tire Stores-4413	10,724,883	1,281,325	9,443,558
Furniture & Home Furnishings Stores-442	14,299,392	977,524	13,321,868
Furniture Stores-4421	7,307,214	977,524	6,329,690
Home Furnishing Stores-4422	6,992,178	0	6,992,178
Electronics & Appliances Stores-443	18,859,509	4,106,103	14,753,406
Appliance, TV, Electronics Stores-44311	14,085,730	3,502,434	10,583,296
Household Appliances Stores-443111	2,050,154	0	2,050,154
Radio, Television, Electronics Stores-443112	12,035,576	3,502,434	8,533,142
Computer & Software Stores-44312	4,389,686	603,669	3,786,017
Camera & Photographic Equipment Stores-44313	384,093	0	384,093
Building Material, Garden Equipment Stores -444	70,823,753	3,881,372	66,942,381
Building Material & Supply Dealers-4441	60,642,573	3,881,372	56,761,201
Home Centers-44411	25,803,316	0	25,803,316
Paint & Wallpaper Stores-44412	899,226	0	899,226
Hardware Stores-44413	7,084,758	372,279	6,712,479
Other Building Materials Dealers-44419	26,855,273	3,509,093	23,346,180
Building Materials, Lumberyards-444191	10,820,923	1,312,424	9,508,499
Lawn/Garden Equipment/Supplies Stores-4442	10,181,180	0	10,181,180
Outdoor Power Equipment Stores-44421	2,398,334	0	2,398,334
Nursery & Garden Centers-44422	7,782,846	0	7,782,846
Food & Beverage Stores-445	119,023,602	53,725,373	65,298,229
Grocery Stores-4451	72,937,536	45,978,156	26,959,380
Supermarkets, Grocery Stores-44511	67,859,863	35,261,643	32,598,220
Convenience Stores-44512	5,077,673	10,716,513	(5,638,840)
Specialty Food Stores-4452	9,170,719	2,195,233	6,975,486
Beer, Wine & Liquor Stores-4453	36,915,347	5,551,984	31,363,363
Health & Personal Care Stores-446	34,222,816	135,286,253	(101,063,437)
Pharmacies & Drug Stores-44611	27,103,461	132,764,748	(105,661,287)
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,253,773	574,361	1,679,412
Optical Goods Stores-44613	1,762,098	1,404,572	357,526
Other Health & Personal Care Stores-44619	3,103,484	542,572	2,560,912



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Gasoline Stations-447	81,685,607	23,385,053	58,300,554
Gasoline Stations with Convenience Stores-44711	60,597,410	21,960,615	38,636,795
Other Gasoline Stations-44719	21,088,197	1,424,438	19,663,759
Clothing & Clothing Accessories Stores-448	44,146,079	8,709,045	35,437,034
Clothing Stores-4481	23,954,146	8,378,451	15,575,695
Men's Clothing Stores-44811	1,379,195	361,963	1,017,232
Women's Clothing Stores-44812	5,493,595	448,146	5,045,449
Children's, Infants' Clothing Stores-44813	983,677	0	983,677
Family Clothing Stores-44814	12,904,234	7,458,022	5,446,212
Clothing Accessories Stores-44815	1,099,154	75,993	1,023,161
Other Clothing Stores-44819	2,094,291	34,327	2,059,964
Shoe Stores-4482	3,858,281	330,594	3,527,687
Jewelry, Luggage, Leather Goods Stores-4483	16,333,652	0	16,333,652
Jewelry Stores-44831	14,567,682	0	14,567,682
Luggage & Leather Goods Stores-44832	1,765,970	0	1,765,970
Sporting Goods, Hobby, Book, Music Stores-451	20,479,762	8,557,525	11,922,237
Sporting Goods, Hobby, Musical Inst Stores-4511	14,818,291	1,958,434	12,859,857
Sporting Goods Stores-45111	8,240,988	1,309,341	6,931,647
Hobby, Toy & Game Stores-45112	4,129,873	310,161	3,819,712
Sewing, Needlework & Piece Goods Stores-45113	848,251	0	848,251
Musical Instrument & Supplies Stores-45114	1,599,179	338,932	1,260,247
Book, Periodical & Music Stores-4512	5,661,471	6,599,091	(937,620)
Book Stores & News Dealers-45121	5,235,225	6,599,091	(1,363,866)
Book Stores-451211	4,864,834	6,599,091	(1,734,257)
News Dealers & Newsstands-451212	370,391	0	370,391
Prerecorded Tape, CD, Record Stores-45122	426,246	0	426,246
General Merchandise Stores-452	103,560,255	3,303,277	100,256,978
Department Stores, Excl Leased Departments-4521	43,415,090	571,134	42,843,956
Other General Merchandise Stores-4529	60,145,165	2,732,143	57,413,022
Miscellaneous Store Retailers-453	25,682,945	5,412,102	20,270,843
Florists-4531	731,935	416,948	314,987
Office Supplies, Stationery, Gift Stores-4532	12,598,352	2,164,897	10,433,455
Office Supplies & Stationery Stores-45321	5,944,468	1,805,279	4,139,189
Gift, Novelty & Souvenir Stores-45322	6,653,884	359,618	6,294,266
Used Merchandise Stores-4533	2,787,928	1,358,777	1,429,151
Other Miscellaneous Store Retailers-4539	9,564,730	1,471,480	8,093,250
Non-Store Retailers-454	88,100,537	416,109,505	(328,008,968)



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Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	113,379,713	122,857,962	(9,478,249)
Full-Service Restaurants-7221	51,979,249	42,814,789	9,164,460
Limited-Service Eating Places-7222	44,280,103	34,333,119	9,946,984
Special Foodservices-7223	12,049,418	42,870,919	(30,821,501)
Drinking Places -Alcoholic Beverages-7224	5,070,943	2,839,135	2,231,808
GAFO *	213,943,349	27,818,371	186,124,978
General Merchandise Stores-452	103,560,255	3,303,277	100,256,978
Clothing & Clothing Accessories Stores-448	44,146,079	8,709,045	35,437,034
Furniture & Home Furnishings Stores-442	14,299,392	977,524	13,321,868
Electronics & Appliances Stores-443	18,859,509	4,106,103	14,753,406
Sporting Goods, Hobby, Book, Music Stores-451	20,479,762	8,557,525	11,922,237
Office Supplies, Stationery, Gift Stores-4532	12,598,352	2,164,897	10,433,455

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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Tertiary Census Tracts: University City

## 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>
42101006500	42101-006500	42101007101	42101-007101
42101007102	42101-007102	42101007300	42101-007300
42101007800	42101-007800	42101007900	42101-007900
42101008601	42101-008601	42101008602	42101-008602
42101008701	42101-008701	42101008702	42101-008702
42101008801	42101-008801	42101008802	42101-008802
42101036900	42101-036900		

### Project Information:

Site: 1

Order Number: 975377404



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Project Code:

Prepared For: Lansdowne Economic Development Cor

Prepared By: PA Downtown Center

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