

# RMP Opportunity Gap - Merchandise Lines

Tertiary Census Tracts: University City

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	882,112,374	831,028,699	51,083,675
Groceries & Other Foods	148,850,890	123,983,232	24,867,658
Meals & Snacks	96,665,183	104,446,479	(7,781,296)
Alcoholic Drinks	7,036,642	3,935,119	3,101,523
Packaged Liquor/Wine/Beer	27,401,566	5,197,259	22,204,307
Cigars, Cigarettes, Tobacco, Accessories	26,941,860	10,914,548	16,027,312
Drugs, Health Aids & Beauty Aids	59,177,458	256,820,267	(197,642,809)
Soaps, Detergents & Household Cleaners	1,937,373	303,782	1,633,591
Paper & Related Products	7,046,088	5,790,953	1,255,135
Men's Wear	27,057,829	17,544,695	9,513,134
Women's, Juniors' & Misses' Wear	39,604,471	42,546,505	(2,942,034)
Children's Wear	11,164,956	6,237,124	4,927,832
Footwear	16,957,759	13,479,495	3,478,264
Sewing, Knitting & Needlework Goods	722,658	364,794	357,864
Curtains, Draperies, Blinds, Slipcovers, Etc.	7,639,182	2,334,210	5,304,972
Major Household Appliances	3,269,694	475,050	2,794,644
Small Electric Appliances	1,720,018	430,450	1,289,568
Televisions, Video Recorders, Video Cameras	8,594,194	5,636,519	2,957,675
Audio Equipment, Musical Instruments	7,504,921	6,766,989	737,932
Furniture & Sleep Equipment	12,484,786	2,913,325	9,571,461
Flooring & Floor Coverings	2,124,241	371,627	1,752,614
Computer Hardware, Software & Supplies	22,748,516	34,140,291	(11,391,775)
Kitchenware & Home Furnishings	12,424,963	4,838,995	7,585,968
Jewelry	14,132,539	1,626,632	12,505,907
Books	41,889,089	50,300,993	(8,411,904)
Photographic Equipment & Supplies	2,526,175	3,715,560	(1,189,385)
Toys, Hobby Goods & Games	14,183,466	12,251,081	1,932,385
Optical Goods	3,329,250	4,441,445	(1,112,195)
Sporting Goods	7,944,904	6,949,978	994,926
RVs, Campers, Camping & Travel Trailers	977,127	76,160	900,967
Hardware, Tools, Plumbing, Electrical	3,404,369	456,937	2,947,432
Lawn/Garden/Farm Equipment/Supplies	5,910,386	561,926	5,348,460
Lumber & Building Materials	1,501,541	292,486	1,209,055
Paint & Sundries	692,026	42,770	649,256
Cars, Trucks, Other Powered Transportation	137,959,648	53,608,601	84,351,047
Automotive Fuels	53,402,256	19,859,272	33,542,984
Automotive Lubricants	932,056	229,321	702,735
Pets, Pet Foods & Pet Supplies	5,463,113	2,044,866	3,418,247
All Other Merchandise	38,789,181	25,098,963	13,690,218



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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>
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

