

RMP Opportunity Gap - Merchandise Lines

Lansdowne Retail Trade Areas

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	2,554,207,329	2,202,215,809	351,991,520
Groceries & Other Foods	425,499,243	319,088,759	106,410,484
Meals & Snacks	250,325,755	252,700,402	(2,374,647)
Alcoholic Drinks	15,027,297	12,371,196	2,656,101
Packaged Liquor/Wine/Beer	66,185,223	13,026,982	53,158,241
Cigars, Cigarettes, Tobacco, Accessories	65,948,997	34,576,045	31,372,952
Drugs, Health Aids & Beauty Aids	216,826,020	373,976,297	(157,150,277)
Soaps, Detergents & Household Cleaners	5,624,039	5,235,662	388,377
Paper & Related Products	21,883,506	15,014,226	6,869,280
Men's Wear	67,827,828	44,260,107	23,567,721
Women's, Juniors' & Misses' Wear	105,726,019	90,393,024	15,332,995
Children's Wear	39,522,325	37,237,488	2,284,837
Footwear	43,339,914	32,111,262	11,228,652
Sewing, Knitting & Needlework Goods	2,940,590	3,047,932	(107,342)
Curtains, Draperies, Blinds, Slipcovers, Etc.	26,171,152	19,546,212	6,624,940
Major Household Appliances	13,095,044	10,385,717	2,709,327
Small Electric Appliances	4,864,289	3,866,067	998,222
Televisions, Video Recorders, Video Cameras	22,882,343	18,615,756	4,266,587
Audio Equipment, Musical Instruments	20,347,217	15,885,356	4,461,861
Furniture & Sleep Equipment	43,529,576	24,928,240	18,601,336
Flooring & Floor Coverings	11,938,843	7,622,932	4,315,911
Computer Hardware, Software & Supplies	52,530,221	49,648,764	2,881,457
Kitchenware & Home Furnishings	42,937,581	32,348,775	10,588,806
Jewelry	41,461,592	37,072,976	4,388,616
Books	67,582,650	61,567,020	6,015,630
Photographic Equipment & Supplies	7,191,631	6,202,253	989,378
Toys, Hobby Goods & Games	40,023,661	30,506,328	9,517,333
Optical Goods	11,103,964	10,215,286	888,678
Sporting Goods	21,547,965	14,730,161	6,817,804
RVs, Campers, Camping & Travel Trailers	6,453,335	1,477,761	4,975,574
Hardware, Tools, Plumbing, Electrical	14,129,859	8,850,583	5,279,276
Lawn/Garden/Farm Equipment/Supplies	24,407,735	14,289,272	10,118,463
Lumber & Building Materials	8,296,328	5,230,557	3,065,771
Paint & Sundries	3,810,008	2,985,845	824,163
Cars, Trucks, Other Powered Transportation	425,978,983	388,178,421	37,800,562
Automotive Fuels	160,626,002	97,608,197	63,017,805
Automotive Lubricants	2,593,061	1,596,278	996,783
Pets, Pet Foods & Pet Supplies	19,844,650	14,863,068	4,981,582
All Other Merchandise	134,182,883	90,954,602	43,228,281

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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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Lansdowne Retail Trade Areas

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	42045400802	42045-400802
42045400900	42045-400900	42045401000	42045-401000
42045401101	42045-401101	42045401104	42045-401104
42045401200	42045-401200	42045401301	42045-401301
42045401302	42045-401302	42045401501	42045-401501
42045401502	42045-401502	42045401600	42045-401600
42045401800	42045-401800	42045401900	42045-401900
42045402000	42045-402000	42045402200	42045-402200
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
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: 975377463



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Page 3 Of 3

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