

RMP Opportunity Gap - Retail Stores

Primary Census Tracts: Lansdowne +

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	344,306,410	110,449,468	233,856,942
Motor Vehicle & Parts Dealers-441	64,202,984	17,725,715	46,477,269
Automotive Dealers-4411	54,339,088	16,847,452	37,491,636
Other Motor Vehicle Dealers-4412	4,984,840	0	4,984,840
Automotive Parts/Accessories, Tire Stores-4413	4,879,056	878,263	4,000,793
Furniture & Home Furnishings Stores-442	6,909,917	1,618,796	5,291,121
Furniture Stores-4421	3,646,817	0	3,646,817
Home Furnishing Stores-4422	3,263,100	1,618,796	1,644,304
Electronics & Appliances Stores-443	6,307,498	164,265	6,143,233
Appliance, TV, Electronics Stores-44311	4,880,348	141,350	4,738,998
Household Appliances Stores-443111	863,953	42,551	821,402
Radio, Television, Electronics Stores-443112	4,016,395	98,799	3,917,596
Computer & Software Stores-44312	1,278,956	22,915	1,256,041
Camera & Photographic Equipment Stores-44313	148,194	0	148,194
Building Material, Garden Equipment Stores -444	35,577,833	14,602,742	20,975,091
Building Material & Supply Dealers-4441	30,780,045	14,602,742	16,177,303
Home Centers-44411	12,476,367	2,073,260	10,403,107
Paint & Wallpaper Stores-44412	529,434	0	529,434
Hardware Stores-44413	3,046,106	801,991	2,244,115
Other Building Materials Dealers-44419	14,728,138	11,727,491	3,000,647
Building Materials, Lumberyards-444191	5,288,428	4,386,129	902,299
Lawn/Garden Equipment/Supplies Stores-4442	4,797,788	0	4,797,788
Outdoor Power Equipment Stores-44421	1,286,454	0	1,286,454
Nursery & Garden Centers-44422	3,511,334	0	3,511,334
Food & Beverage Stores-445	43,505,701	10,185,245	33,320,456
Grocery Stores-4451	28,478,244	10,003,238	18,475,006
Supermarkets, Grocery Stores-44511	26,665,757	9,800,630	16,865,127
Convenience Stores-44512	1,812,487	202,608	1,609,879
Specialty Food Stores-4452	3,529,113	182,007	3,347,106
Beer, Wine & Liquor Stores-4453	11,498,344	0	11,498,344
Health & Personal Care Stores-446	18,376,960	9,002,759	9,374,201
Pharmacies & Drug Stores-44611	14,613,316	8,100,869	6,512,447
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,268,886	229,193	1,039,693
Optical Goods Stores-44613	861,796	294,880	566,916
Other Health & Personal Care Stores-44619	1,632,962	377,817	1,255,145



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Gasoline Stations-447	32,220,646	13,922,556	18,298,090
Gasoline Stations with Convenience Stores-44711	23,475,680	6,453,902	17,021,778
Other Gasoline Stations-44719	8,744,966	7,468,654	1,276,312
Clothing & Clothing Accessories Stores-448	16,393,797	3,868,864	12,524,933
Clothing Stores-4481	8,753,691	610,124	8,143,567
Men's Clothing Stores-44811	436,780	0	436,780
Women's Clothing Stores-44812	1,952,192	163,694	1,788,498
Children's, Infants' Clothing Stores-44813	510,230	0	510,230
Family Clothing Stores-44814	4,715,533	206,662	4,508,871
Clothing Accessories Stores-44815	385,341	0	385,341
Other Clothing Stores-44819	753,615	239,768	513,847
Shoe Stores-4482	1,281,191	0	1,281,191
Jewelry, Luggage, Leather Goods Stores-4483	6,358,915	3,258,740	3,100,175
Jewelry Stores-44831	5,717,867	3,258,740	2,459,127
Luggage & Leather Goods Stores-44832	641,048	0	641,048
Sporting Goods, Hobby, Book, Music Stores-451	6,126,629	330,676	5,795,953
Sporting Goods, Hobby, Musical Inst Stores-4511	5,304,167	330,676	4,973,491
Sporting Goods Stores-45111	2,781,549	148,999	2,632,550
Hobby, Toy & Game Stores-45112	1,519,182	0	1,519,182
Sewing, Needlework & Piece Goods Stores-45113	450,661	0	450,661
Musical Instrument & Supplies Stores-45114	552,775	181,677	371,098
Book, Periodical & Music Stores-4512	822,462	0	822,462
Book Stores & News Dealers-45121	702,356	0	702,356
Book Stores-451211	620,225	0	620,225
News Dealers & Newsstands-451212	82,131	0	82,131
Prerecorded Tape, CD, Record Stores-45122	120,106	0	120,106
General Merchandise Stores-452	40,002,522	11,016,225	28,986,297
Department Stores, Excl Leased Departments-4521	17,134,718	9,126,727	8,007,991
Other General Merchandise Stores-4529	22,867,804	1,889,498	20,978,306
Miscellaneous Store Retailers-453	8,717,974	2,127,091	6,590,883
Florists-4531	352,945	269,915	83,030
Office Supplies, Stationery, Gift Stores-4532	4,296,998	131,164	4,165,834
Office Supplies & Stationery Stores-45321	2,073,334	0	2,073,334
Gift, Novelty & Souvenir Stores-45322	2,223,664	131,164	2,092,500
Used Merchandise Stores-4533	704,758	428,573	276,185
Other Miscellaneous Store Retailers-4539	3,363,273	1,297,439	2,065,834
Non-Store Retailers-454	29,434,653	3,109,088	26,325,565



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Foodservice & Drinking Places-722	36,529,296	22,775,446	13,753,850
Full-Service Restaurants-7221	16,543,097	6,448,575	10,094,522
Limited-Service Eating Places-7222	14,500,762	6,908,786	7,591,976
Special Foodservices-7223	3,987,986	7,891,142	(3,903,156)
Drinking Places -Alcoholic Beverages-7224	1,497,451	1,526,943	(29,492)
GAFO *	80,037,361	17,129,990	62,907,371
General Merchandise Stores-452	40,002,522	11,016,225	28,986,297
Clothing & Clothing Accessories Stores-448	16,393,797	3,868,864	12,524,933
Furniture & Home Furnishings Stores-442	6,909,917	1,618,796	5,291,121
Electronics & Appliances Stores-443	6,307,498	164,265	6,143,233
Sporting Goods, Hobby, Book, Music Stores-451	6,126,629	330,676	5,795,953
Office Supplies, Stationery, Gift Stores-4532	4,296,998	131,164	4,165,834

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>
42045400802	42045-400802	42045400900	42045-400900
42045401000	42045-401000	42045401800	42045-401800
42045401900	42045-401900	42045402000	42045-402000
42045402200	42045-402200		

Project Information:

Site: 1

Order Number: 975360316



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Project Code:

Prepared For: Lansdowne Economic Development Cor

Prepared By: PA Downtown Center

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