RMP Opportunity Gap - Merchandise Lines

Secondary Census Tracts: Springfield etc

Tract (see appendix for geographies), Total

Groceries & Other Foods 230,027,953 182,250,896 47,777,18 Meals & Snacks 128,608,582 131,456,357 (2,847,73) Alcoholic Drinks 6,617,725 7,456,252 (838,55) Packaged Liquor/Wine/Beer 32,272,204 7,496,3300 24,773,5 Cigars, Cigarettes, Tobacco, Accessories 32,768,582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660,0 Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5 Paper & Related Products 12,356,263 8,578,132 3,778,1 Women's, Juniors' & Misses' Wear 34,911,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,4 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,17 Major Household Appliances 8,182,368 9,248,634 (1,066,2		2015 Demand	2015 Supply	Opportunity
Groceries & Other Foods 230,027,953 182,250,896 47,777,18 Meals & Snacks 128,608,582 131,456,357 (2,847,73) Alcoholic Drinks 6,617,725 7,456,252 (838,55) Packaged Liquor/Wine/Beer 32,272,204 7,496,3300 24,773,5 Cigars, Cigarettes, Tobacco, Accessories 32,768,582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660,0 Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5 Paper & Related Products 12,356,263 8,578,132 3,778,1 Women's, Juniors' & Misses' Wear 34,911,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,4 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,17 Major Household Appliances 8,182,368 9,248,634 (1,066,2	Merchandise Lines	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Meals & Snacks 128,608,582 131,456,357 (2,847,7 Alcoholic Drinks 6,617,725 7,456,252 (888,5) Packaged Liquor/Wine/Beer 32,272,204 7,498,300 24,773,2 Cigars, Cigarettes, Tobacco, Accessories 32,768,582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 190,458,300 20,660, Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5) Paper & Related Products 12,356,263 8,578,151 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Foottwear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1) Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric App	Total Retail Sales & Eating, Drinking Places	1,395,074,359	1,274,866,836	120,207,523
Alcoholic Drinks 6,617,725 7,456,252 (838,5) Packaged Liquor/Wine/Beer 32,277,204 7,498,300 24,773,20 Cigars, Cigarettes, Tobacco, Accessories 32,276,8582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660,0 Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5 Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 34,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,17 3,881,6 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 693,1 Major Household Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 684,3	Groceries & Other Foods	230,027,953	182,250,896	47,777,057
Packaged Liquor/Wine/Beer 32,272,204 7,498,300 24,773, Cigars, Cigarettes, Tobacco, Accessories 32,768,582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660,1 Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,55) Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3) Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1 Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3 <td>Meals & Snacks</td> <td>128,608,582</td> <td>131,456,357</td> <td>(2,847,775)</td>	Meals & Snacks	128,608,582	131,456,357	(2,847,775)
Cigars, Cigarettes, Tobacco, Accessories 32,768,582 21,579,552 11,189,0 Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660,0 Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5 Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1' Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,3) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 <td>Alcoholic Drinks</td> <td>6,617,725</td> <td>7,456,252</td> <td>(838,527)</td>	Alcoholic Drinks	6,617,725	7,456,252	(838,527)
Drugs, Health Aids & Beauty Aids 130,118,433 109,458,300 20,660, Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,5 Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1' Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7	Packaged Liquor/Wine/Beer	32,272,204	7,498,300	24,773,904
Soaps, Detergents & Household Cleaners 3,009,670 4,764,261 (1,754,57) Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1° Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3 Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 3,302,804 6,011,149 2,291,6	Cigars, Cigarettes, Tobacco, Accessories	32,768,582	21,579,552	11,189,030
Paper & Related Products 12,356,263 8,578,132 3,778,1 Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,0 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1' Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,3) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4	Drugs, Health Aids & Beauty Aids	130,118,433	109,458,300	20,660,133
Men's Wear 34,121,740 25,379,820 8,741,5 Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3) Footwear 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1° Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 <t< td=""><td>Soaps, Detergents & Household Cleaners</td><td>3,009,670</td><td>4,764,261</td><td>(1,754,591)</td></t<>	Soaps, Detergents & Household Cleaners	3,009,670	4,764,261	(1,754,591)
Women's, Juniors' & Misses' Wear 54,931,612 45,698,199 9,233,4 Children's Wear 23,641,094 29,285,414 (5,644,3 Footwear 21,849,675 17,968,617 3,881,0 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,11 Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3 Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831, Jewelry 23,177,959 32,481,288 (9,303,3	Paper & Related Products	12,356,263	8,578,132	3,778,131
Children's Wear 23,641,094 29,285,414 (5,644,3) Footwar 21,849,675 17,968,617 3,881,6 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1) Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,69 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3 Books 21,693,743 11,656,548 10,037,1 Photographic	Men's Wear	34,121,740	25,379,820	8,741,920
Footwear 21,849,675 17,968,617 3,881,0 Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,80) Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,17) Major Household Appliances 8,182,368 9,248,634 (1,066,28) Small Electric Appliances 2,616,388 3,260,298 (643,98) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,38) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,682 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8	Women's, Juniors' & Misses' Wear	54,931,612	45,698,199	9,233,413
Sewing, Knitting & Needlework Goods 1,859,349 2,662,197 (802,8 Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,1 Major Household Appliances 8,182,368 9,248,634 (1,066,2 Small Electric Appliances 2,616,388 3,260,298 (643,9 Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3	Children's Wear	23,641,094	29,285,414	(5,644,320)
Curtains, Draperies, Blinds, Slipcovers, Etc. 15,457,874 16,051,048 (593,17) Major Household Appliances 8,182,368 9,248,634 (1,066,28) Small Electric Appliances 2,616,388 3,260,298 (643,98) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,32) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,68 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,73 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,3 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8	Footwear	21,849,675	17,968,617	3,881,058
Major Household Appliances 8,182,368 9,248,634 (1,066,2) Small Electric Appliances 2,616,388 3,260,298 (643,9) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,697,539 17,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,2 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel T	Sewing, Knitting & Needlework Goods	1,859,349	2,662,197	(802,848)
Small Electric Appliances 2,616,388 3,260,298 (643,9) Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037, Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumb	Curtains, Draperies, Blinds, Slipcovers, Etc.	15,457,874	16,051,048	(593,174)
Televisions, Video Recorders, Video Cameras 11,833,325 12,697,682 (864,3) Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,6 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 <td>Major Household Appliances</td> <td>8,182,368</td> <td>9,248,634</td> <td>(1,066,266)</td>	Major Household Appliances	8,182,368	9,248,634	(1,066,266)
Audio Equipment, Musical Instruments 10,851,975 8,782,360 2,069,65 Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8	Small Electric Appliances	2,616,388	3,260,298	(643,910)
Furniture & Sleep Equipment 26,087,643 21,039,882 5,047,7 Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,3 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries	Televisions, Video Recorders, Video Cameras	11,833,325	12,697,682	(864,357)
Flooring & Floor Coverings 8,302,804 6,011,149 2,291,6 Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Audio Equipment, Musical Instruments	10,851,975	8,782,360	2,069,615
Computer Hardware, Software & Supplies 24,811,489 15,838,749 8,972,7 Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Furniture & Sleep Equipment	26,087,643	21,039,882	5,047,761
Kitchenware & Home Furnishings 25,575,046 24,743,573 831,4 Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Flooring & Floor Coverings	8,302,804	6,011,149	2,291,655
Jewelry 23,177,959 32,481,288 (9,303,3) Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Computer Hardware, Software & Supplies	24,811,489	15,838,749	8,972,740
Books 21,693,743 11,656,548 10,037,1 Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Kitchenware & Home Furnishings	25,575,046	24,743,573	831,473
Photographic Equipment & Supplies 3,879,213 2,348,373 1,530,8 Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Jewelry	23,177,959	32,481,288	(9,303,329)
Toys, Hobby Goods & Games 21,567,539 17,767,155 3,800,3 Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Books	21,693,743	11,656,548	10,037,195
Optical Goods 6,479,166 5,394,294 1,084,8 Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Photographic Equipment & Supplies	3,879,213	2,348,373	1,530,840
Sporting Goods 11,494,438 7,516,219 3,978,2 RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Toys, Hobby Goods & Games	21,567,539	17,767,155	3,800,384
RVs, Campers, Camping & Travel Trailers 5,030,045 1,383,410 3,646,6 Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Optical Goods	6,479,166	5,394,294	1,084,872
Hardware, Tools, Plumbing, Electrical 8,969,712 6,873,941 2,095,7 Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Sporting Goods	11,494,438	7,516,219	3,978,219
Lawn/Garden/Farm Equipment/Supplies 15,479,717 12,980,135 2,499,5 Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	RVs, Campers, Camping & Travel Trailers	5,030,045	1,383,410	3,646,635
Lumber & Building Materials 5,705,286 3,955,406 1,749,8 Paint & Sundries 2,623,541 2,779,664 (156,12)	Hardware, Tools, Plumbing, Electrical	8,969,712	6,873,941	2,095,771
Paint & Sundries 2,623,541 2,779,664 (156,12)	Lawn/Garden/Farm Equipment/Supplies	15,479,717	12,980,135	2,499,582
	Lumber & Building Materials	5,705,286	3,955,406	1,749,880
C T 1 O/1 D 1T // C 240 444 992 217 995 991 (77 440 14	Paint & Sundries	2,623,541	2,779,664	(156,123)
Cars, Trucks, Other Powered Transportation 240,444,892 317,885,001 (77,440,10	Cars, Trucks, Other Powered Transportation	240,444,892	317,885,001	(77,440,109)
Automotive Fuels 88,406,522 67,355,373 21,051,1	Automotive Fuels	88,406,522	67,355,373	21,051,149
Automotive Lubricants 1,361,558 1,261,906 99,6	Automotive Lubricants	1,361,558	1,261,906	99,652
Pets, Pet Foods & Pet Supplies 11,919,681 12,038,919 (119,2)	Pets, Pet Foods & Pet Supplies	11,919,681	12,038,919	(119,238)
All Other Merchandise 80,939,553 59,479,532 21,460,0	All Other Merchandise	80,939,553	59,479,532	21,460,021



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Prepared By: PA Downtown Center

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: Lansdowne Economic Development Cor

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RMP Opportunity Gap - Merchandise Lines

Secondary Census Tracts: Springfield etc

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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RMP Opportunity Gap - Merchandise Lines

Secondary Census Tracts: Springfield etc

Appendix: Area Listing

Area Name:

Type: List - Tract Reporting Detail: Aggregate Reporting Level: Tract

Geography Code	Geography Name	Geography Code	Geography Name	
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



Prepared On: Fri Oct 09, 2015

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Prepared By: PA Downtown Center

Project Code:

Nielsen Solution Center 1 800 866 6511

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