

RMP Opportunity Gap - Retail Stores

Lansdowne Retail Trade Areas

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	2,554,207,329	2,202,215,809	351,991,520
Motor Vehicle & Parts Dealers-441	461,570,013	391,713,258	69,856,755
Automotive Dealers-4411	389,505,138	375,851,041	13,654,097
Other Motor Vehicle Dealers-4412	36,301,629	3,433,698	32,867,931
Automotive Parts/Accessories, Tire Stores-4413	35,763,246	12,428,519	23,334,727
Furniture & Home Furnishings Stores-442	48,137,740	17,350,545	30,787,195
Furniture Stores-4421	25,206,402	9,054,216	16,152,186
Home Furnishing Stores-4422	22,931,338	8,296,329	14,635,009
Electronics & Appliances Stores-443	49,235,668	30,604,127	18,631,541
Appliance, TV, Electronics Stores-44311	37,603,354	29,238,346	8,365,008
Household Appliances Stores-443111	6,221,873	1,134,714	5,087,159
Radio, Television, Electronics Stores-443112	31,381,481	28,103,632	3,277,849
Computer & Software Stores-44312	10,540,153	1,061,995	9,478,158
Camera & Photographic Equipment Stores-44313	1,092,161	303,786	788,375
Building Material, Garden Equipment Stores -444	247,245,654	170,815,715	76,429,939
Building Material & Supply Dealers-4441	213,334,045	169,399,245	43,934,800
Home Centers-44411	87,096,145	93,503,910	(6,407,765)
Paint & Wallpaper Stores-44412	3,567,329	2,027,735	1,539,594
Hardware Stores-44413	21,955,788	16,412,073	5,543,715
Other Building Materials Dealers-44419	100,714,783	57,455,527	43,259,256
Building Materials, Lumberyards-444191	38,062,686	21,488,629	16,574,057
Lawn/Garden Equipment/Supplies Stores-4442	33,911,609	1,416,470	32,495,139
Outdoor Power Equipment Stores-44421	9,012,370	0	9,012,370
Nursery & Garden Centers-44422	24,899,239	1,416,470	23,482,769
Food & Beverage Stores-445	329,469,947	229,006,705	100,463,242
Grocery Stores-4451	210,366,088	210,630,664	(264,576)
Supermarkets, Grocery Stores-44511	196,418,943	177,323,280	19,095,663
Convenience Stores-44512	13,947,145	33,307,384	(19,360,239)
Specialty Food Stores-4452	26,208,948	6,244,977	19,963,971
Beer, Wine & Liquor Stores-4453	92,894,911	12,131,064	80,763,847
Health & Personal Care Stores-446	120,954,152	220,900,079	(99,945,927)
Pharmacies & Drug Stores-44611	96,047,017	200,497,047	(104,450,030)
Cosmetics, Beauty Supplies, Perfume Stores-44612	8,220,737	3,744,881	4,475,856
Optical Goods Stores-44613	5,878,531	5,631,191	247,340
Other Health & Personal Care Stores-44619	10,807,867	11,026,960	(219,093)

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Gasoline Stations-447	236,000,205	130,254,081	105,746,124
Gasoline Stations with Convenience Stores-44711	173,428,810	81,659,203	91,769,607
Other Gasoline Stations-44719	62,571,395	48,594,878	13,976,517
Clothing & Clothing Accessories Stores-448	123,577,735	83,968,541	39,609,194
Clothing Stores-4481	65,603,412	40,466,119	25,137,293
Men's Clothing Stores-44811	3,485,517	664,564	2,820,953
Women's Clothing Stores-44812	14,699,465	7,405,085	7,294,380
Children's, Infants' Clothing Stores-44813	3,441,376	6,741,769	(3,300,393)
Family Clothing Stores-44814	35,394,398	21,614,331	13,780,067
Clothing Accessories Stores-44815	2,921,127	619,277	2,301,850
Other Clothing Stores-44819	5,661,529	3,421,093	2,240,436
Shoe Stores-4482	9,875,871	5,049,290	4,826,581
Jewelry, Luggage, Leather Goods Stores-4483	48,098,452	38,453,132	9,645,320
Jewelry Stores-44831	43,205,858	38,453,132	4,752,726
Luggage & Leather Goods Stores-44832	4,892,594	0	4,892,594
Sporting Goods, Hobby, Book, Music Stores-451	50,402,849	33,697,360	16,705,489
Sporting Goods, Hobby, Musical Inst Stores-4511	40,664,460	21,463,042	19,201,418
Sporting Goods Stores-45111	21,730,336	9,106,918	12,623,418
Hobby, Toy & Game Stores-45112	11,518,477	7,450,573	4,067,904
Sewing, Needlework & Piece Goods Stores-45113	3,078,546	3,022,370	56,176
Musical Instrument & Supplies Stores-45114	4,337,101	1,883,181	2,453,920
Book, Periodical & Music Stores-4512	9,738,389	12,234,318	(2,495,929)
Book Stores & News Dealers-45121	8,724,067	11,687,345	(2,963,278)
Book Stores-451211	7,945,215	11,478,698	(3,533,483)
News Dealers & Newsstands-451212	778,852	208,647	570,205
Prerecorded Tape, CD, Record Stores-45122	1,014,322	546,973	467,349
General Merchandise Stores-452	295,526,860	125,818,015	169,708,845
Department Stores, Excl Leased Departments-4521	125,219,956	112,851,083	12,368,873
Other General Merchandise Stores-4529	170,306,904	12,966,932	157,339,972
Miscellaneous Store Retailers-453	69,079,353	23,307,240	45,772,113
Florists-4531	2,482,383	1,419,473	1,062,910
Office Supplies, Stationery, Gift Stores-4532	33,932,794	8,480,035	25,452,759
Office Supplies & Stationery Stores-45321	16,319,619	4,480,674	11,838,945
Gift, Novelty & Souvenir Stores-45322	17,613,175	3,999,361	13,613,814
Used Merchandise Stores-4533	6,202,084	2,344,492	3,857,592
Other Miscellaneous Store Retailers-4539	26,462,092	11,063,240	15,398,852
Non-Store Retailers-454	229,518,730	441,909,506	(212,390,776)

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Foodservice & Drinking Places-722	293,488,423	302,870,637	(9,382,214)
Full-Service Restaurants-7221	133,536,412	107,810,475	25,725,937
Limited-Service Eating Places-7222	115,828,722	90,754,867	25,073,855
Special Foodservices-7223	31,739,479	89,823,219	(58,083,740)
Drinking Places -Alcoholic Beverages-7224	12,383,810	14,482,076	(2,098,266)
GAFO *	600,813,646	299,918,623	300,895,023
General Merchandise Stores-452	295,526,860	125,818,015	169,708,845
Clothing & Clothing Accessories Stores-448	123,577,735	83,968,541	39,609,194
Furniture & Home Furnishings Stores-442	48,137,740	17,350,545	30,787,195
Electronics & Appliances Stores-443	49,235,668	30,604,127	18,631,541
Sporting Goods, Hobby, Book, Music Stores-451	50,402,849	33,697,360	16,705,489
Office Supplies, Stationery, Gift Stores-4532	33,932,794	8,480,035	25,452,759

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>
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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Project Code:

Prepared For: Lansdowne Economic Development Cor

Prepared By: PA Downtown Center

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