

RMP Opportunity Gap - Merchandise Lines

City of Danville - Retail Opportunities

Place (see appendix for geographies), Total

Merchandise Lines	2013 Demand	2013 Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	270,991,404	435,782,196	(164,790,792)
Groceries and Other Foods	46,053,308	68,121,640	(22,068,332)
Meals and Snacks	23,612,325	45,523,512	(21,911,187)
Alcoholic Drinks	1,328,102	865,457	462,645
Packaged Liquor/Wine/Beer	8,293,571	10,152,039	(1,858,468)
Cigars, Cigarettes, Tobacco, Accessories	9,853,498	6,428,542	3,424,956
Drugs, Health Aids and Beauty Aids	29,917,349	31,357,504	(1,440,155)
Soaps, Detergents and Household Cleaners	750,599	2,169,202	(1,418,603)
Paper and Related Products	2,467,786	3,589,321	(1,121,535)
Men's Wear	6,819,752	5,270,302	1,549,450
Women's, Juniors' and Misses' Wear	9,956,921	5,857,537	4,099,384
Children's Wear	4,018,661	2,939,554	1,079,107
Footwear	4,070,382	2,644,562	1,425,820
Sewing, Knitting and Needlework Goods	661,290	438,953	222,337
Curtains, Draperies, Blinds, Slipcovers Etc	3,161,260	13,432,390	(10,271,130)
Major Household Appliances	1,564,996	5,416,671	(3,851,675)
Small Electric Appliances	583,709	1,224,325	(640,616)
Televisions, Video Recorders, Video Cameras	2,159,858	1,311,357	848,501
Audio Equipment, Musical Instruments	2,657,912	8,182,058	(5,524,146)
Furniture and Sleep Equipment	4,928,656	14,348,945	(9,420,289)
Flooring and Floor Coverings	1,022,034	2,839,900	(1,817,866)
Computer Hardware, Software and Supplies	6,398,031	7,171,396	(773,365)
Kitchenware and Home Furnishings	5,901,915	17,210,783	(11,308,868)
Jewelry	3,853,206	3,023,305	829,901
Books	5,413,739	1,720,300	3,693,439
Photographic Equipment and Supplies	575,555	625,914	(50,359)
Toys, Hobby Goods and Games	3,864,578	3,427,421	437,157
Optical Goods	1,108,744	2,507,399	(1,398,655)
Sporting Goods	3,377,420	2,072,125	1,305,295
Hardware, Tools, Plumbing, Electrical	1,570,534	3,354,448	(1,783,914)
Lumber and Building Materials	985,327	2,097,946	(1,112,619)
Lawn, Garden, and Farm Equipment & Supplies	2,653,219	10,716,420	(8,063,201)
Paint and Sundries	422,884	1,069,649	(646,765)
Cars, Trucks, Other Powered Transportation	29,436,602	3,229,134	26,207,468
RVs, Campers, Camping & Travel Trailers	4,575,138	0	4,575,138
Automotive Fuels	18,882,962	17,457,165	1,425,797
Automotive Lubricants	389,210	5,103,091	(4,713,881)
Pets, Pet Foods and Pet Supplies	3,134,106	4,743,465	(1,609,359)
All Other Merchandise	14,566,263	118,138,466	(103,572,203)

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Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), 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 the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

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Appendix: Area Listing

Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
2119882	Danville city		

Project Information:

Site: 1

Order Number: 971486529



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Project Code: HOD Survey

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