

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	34,615,438	78,754,262	-44,138,824
Total retail trade (NAICS 44 and 45)	30,514,022	68,513,004	-37,998,981
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	6,907,025	19,438,827	-12,531,802
Automobile dealers (NAICS 4411)	5,778,275	18,221,637	-12,443,362
New car dealers (NAICS 44111)	5,133,138	15,312,484	-10,179,347
Used car dealers (NAICS 44112)	645,138	2,909,153	-2,264,015
Other motor vehicle dealers (NAICS 4412)	683,032	202,014	481,019
Recreational vehicle dealers (NAICS 44121)	275,453	0	275,453
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	407,579	202,014	205,566
Boat dealers (NAICS 441222)	164,109	0	164,109
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	243,470	202,014	41,457
Automotive parts, accessories, and tire stores (NAICS 4413)	445,718	1,015,176	-569,458
Automotive parts and accessories stores (NAICS 44131)	282,027	633,414	-351,387
Tire dealers (NAICS 44132)	163,690	381,762	-218,072
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	750,093	4,518,764	-3,768,671
Furniture stores (NAICS 4421)	411,274	2,663,121	-2,251,847
Home furnishings stores (NAICS 4422)	338,819	1,855,643	-1,516,824
Floor covering stores (NAICS 44221)	169,764	837,500	-667,736
Other home furnishings stores (NAICS 44229)	169,056	1,018,143	-849,088
Window treatment stores (NAICS 442291)	7,815	57,332	-49,516
All other home furnishings stores (NAICS 442299)	161,240	960,812	-799,571
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	409,502	5,935,572	-5,526,070
Household appliance stores (NAICS 443141)	95,787	1,503,734	-1,407,947
Electronics stores (NAICS 443142)	313,715	4,431,838	-4,118,123
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	2,412,736	5,826,367	-3,413,631
Building material and supplies dealers (NAICS 4441)	2,081,271	5,826,367	-3,745,096
Home centers (NAICS 44411)	1,156,779	2,314,863	-1,158,084
Paint and wallpaper stores (NAICS 44412)	71,019	5,689	65,329
Hardware stores (NAICS 44413)	183,929	827,412	-643,483
Other building material dealers (NAICS 44419)	669,544	2,678,402	-2,008,858
Lawn and garden equipment and supplies stores (NAICS 4442)	331,465	0	331,465
Outdoor power equipment stores (NAICS 44421)	68,346	0	68,346
Nursery, garden center, and farm supply stores (NAICS 44422)	263,119	0	263,119
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	4,386,903	6,972,285	-2,585,381
Grocery stores (NAICS 4451)	3,847,632	3,883,136	-35,503
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	3,694,426	3,856,307	-161,881
Convenience stores (NAICS 44512)	153,206	26,828	126,378
Specialty food stores (NAICS 4452)	111,072	1,021,847	-910,775
Meat markets (NAICS 44521)	33,519	20,619	12,900
Fish and seafood markets (NAICS 44522)	13,209	20,809	-7,601
Fruit and vegetable markets (NAICS 44523)	23,085	436,057	-412,972
Other specialty food stores (NAICS 44529)	41,260	544,362	-503,102
All other specialty food stores (NAICS 445299)	19,403	207,730	-188,327
Beer, wine, and liquor stores (NAICS 4453)	428,199	2,067,302	-1,639,103
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	1,704,592	5,888,711	-4,184,119
Pharmacies and drug stores (NAICS 44611)	1,477,409	5,866,867	-4,389,458
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	99,386	14,629	84,757
Optical goods stores (NAICS 44613)	48,732	0	48,732
Other health and personal care stores (NAICS 44619)	79,064	7,215	71,849
Food (health) supplement stores (NAICS 446191)	28,098	908	27,191
All other health and personal care stores (NAICS 446199)	50,966	6,307	44,659
Gasoline Stations			
Gasoline stations (NAICS 447)	2,126,191	1,615,611	510,580

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	1,299,255	3,006,534	-1,707,280
Clothing stores (NAICS 4481)	849,855	1,719,620	-869,764
Men's clothing stores (NAICS 44811)	40,068	31,153	8,915
Women's clothing stores (NAICS 44812)	150,901	213,493	-62,592
Children's and infants' clothing stores (NAICS 44813)	26,239	26,838	-599
Family clothing stores (NAICS 44814)	510,466	1,111,886	-601,420
Clothing accessories stores (NAICS 44815)	43,266	29,143	14,123
Other clothing stores (NAICS 44819)	78,915	307,106	-228,191
Shoe stores (NAICS 4482)	173,160	14,541	158,619
Jewelry, luggage, and leather goods stores (NAICS 4483)	276,240	1,272,374	-996,134
Jewelry stores (NAICS 44831)	184,464	14,221	170,244
Luggage and leather goods stores (NAICS 44832)	91,775	1,258,153	-1,166,378
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	517,978	2,149,771	-1,631,793
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	467,677	1,830,539	-1,362,862
Sporting goods stores (NAICS 45111)	352,051	985,497	-633,446
Hobby, toy, and game stores (NAICS 45112)	87,489	201,462	-113,973
Sewing, needlework, and piece goods stores (NAICS 45113)	13,581	271,884	-258,304
Musical instrument and supplies stores (NAICS 45114)	14,556	371,695	-357,139
Book stores and news dealers (NAICS 4512)	50,302	319,232	-268,930
Book stores (NAICS 451211)	47,068	229,119	-182,051
News dealers and newsstands (NAICS 451212)	3,233	90,113	-86,879
General Merchandise Stores			
General merchandise stores (NAICS 452)	3,826,332	3,973,306	-146,974
Department stores (NAICS 4522)	503,198	1,053	502,145
Other general merchandise stores (NAICS 4523)	3,323,134	3,972,253	-649,119
Warehouse clubs and supercenters (NAICS 452311)	2,992,257	2,548,056	444,201
All other general merchandise stores (NAICS 452319)	330,877	1,424,196	-1,093,320
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	699,407	1,585,480	-886,073
Florists (NAICS 4531)	33,835	174,331	-140,496
Office supplies, stationery, and gift stores (NAICS 4532)	161,092	404,828	-243,736
Office supplies and stationery stores (NAICS 45321)	69,644	25,283	44,361
Gift, novelty, and souvenir stores (NAICS 45322)	91,448	379,545	-288,097
Used merchandise stores (NAICS 4533)	104,448	263,737	-159,288
Other miscellaneous store retailers (NAICS 4539)	400,031	742,585	-342,553
Pet and pet supplies stores (NAICS 45391)	112,859	313,120	-200,261
Art dealers (NAICS 45392)	73,957	34,202	39,756
Manufactured (mobile) home dealers (NAICS 45393)	46,437	60,370	-13,933
All other miscellaneous store retailers (NAICS 45399)	166,777	334,892	-168,115
Tobacco stores (NAICS 453991)	31,062	6,455	24,607
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	135,716	328,438	-192,722
Non-store Retailers			
Non-store retailers (NAICS 454)	5,474,008	7,601,775	-2,127,768
Electronic shopping and mail-order houses (NAICS 4541)	5,201,224	6,647,108	-1,445,885
Vending machine operators (NAICS 4542)	36,303	0	36,303
Direct selling establishments (NAICS 4543)	236,481	954,667	-718,186
Fuel dealers (NAICS 45431)	109,728	473,890	-364,162
Other direct selling establishments (NAICS 45439)	126,753	480,777	-354,024
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	4,101,416	10,241,258	-6,139,842
Special food services (NAICS 7223)	325,246	1,382,408	-1,057,162
Food service contractors (NAICS 72231)	258,038	236,343	21,696
Caterers (NAICS 72232)	61,264	639,813	-578,549
Mobile food services (NAICS 72233)	5,943	506,252	-500,309
Drinking places (alcoholic beverages) (NAICS 7224)	154,190	502,752	-348,561
Restaurants and other eating places (NAICS 7225)	3,621,980	8,356,099	-4,734,119
Full-service restaurants (NAICS 722511)	1,847,260	5,902,672	-4,055,413
Limited-service restaurants (NAICS 722513)	1,506,801	1,107,477	399,323
Cafeterias, grill buffets, and buffets (NAICS 722514)	38,420	191,027	-152,607
Snack and non-alcoholic beverage bars (NAICS 722515)	229,499	1,154,922	-925,423

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi Radius



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,221,036,219	3,375,635,887	-1,154,599,668
Total retail trade (NAICS 44 and 45)	1,954,562,769	3,012,072,044	-1,057,509,275
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	442,964,719	898,059,374	-455,094,655
Automobile dealers (NAICS 4411)	374,043,475	880,133,583	-506,090,107
New car dealers (NAICS 44111)	332,283,989	645,508,158	-313,224,168
Used car dealers (NAICS 44112)	41,759,486	234,625,425	-192,865,939
Other motor vehicle dealers (NAICS 4412)	40,196,643	9,830,630	30,366,013
Recreational vehicle dealers (NAICS 44121)	15,762,651	3,300,821	12,461,831
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	24,433,992	6,529,809	17,904,182
Boat dealers (NAICS 441222)	9,421,549	1,776,740	7,644,809
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	15,012,443	4,753,069	10,259,374
Automotive parts, accessories, and tire stores (NAICS 4413)	28,724,600	8,095,161	20,629,439
Automotive parts and accessories stores (NAICS 44131)	18,168,269	6,772,975	11,395,294
Tire dealers (NAICS 44132)	10,556,331	1,322,185	9,234,145
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	45,119,086	189,273,843	-144,154,756
Furniture stores (NAICS 4421)	24,633,806	112,631,001	-87,997,195
Home furnishings stores (NAICS 4422)	20,485,280	76,642,842	-56,157,561
Floor covering stores (NAICS 44221)	10,147,511	33,274,808	-23,127,297
Other home furnishings stores (NAICS 44229)	10,337,769	43,368,034	-33,030,265
Window treatment stores (NAICS 442291)	496,559	9,570,561	-9,075,002
All other home furnishings stores (NAICS 442299)	9,842,210	33,797,473	-23,955,263
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	25,997,938	74,021,033	-48,023,095
Household appliance stores (NAICS 443141)	5,998,321	17,019,900	-11,021,579
Electronics stores (NAICS 443142)	19,999,617	57,001,134	-37,001,516
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	140,362,872	276,568,674	-136,205,802
Building material and supplies dealers (NAICS 4441)	120,665,853	273,289,855	-152,624,002
Home centers (NAICS 44411)	67,259,271	154,754,871	-87,495,600
Paint and wallpaper stores (NAICS 44412)	4,123,547	271,176	3,852,371
Hardware stores (NAICS 44413)	10,896,877	8,454,871	2,442,006
Other building material dealers (NAICS 44419)	38,386,158	109,808,937	-71,422,779
Lawn and garden equipment and supplies stores (NAICS 4442)	19,697,019	3,278,819	16,418,200
Outdoor power equipment stores (NAICS 44421)	4,013,922	0	4,013,922
Nursery, garden center, and farm supply stores (NAICS 44422)	15,683,097	3,278,819	12,404,278
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	287,857,634	254,520,477	33,337,157
Grocery stores (NAICS 4451)	253,614,247	180,165,969	73,448,278
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	243,213,705	171,964,680	71,249,025
Convenience stores (NAICS 44512)	10,400,543	8,201,289	2,199,253
Specialty food stores (NAICS 4452)	7,367,857	29,771,782	-22,403,925
Meat markets (NAICS 44521)	2,226,338	3,686,602	-1,460,264
Fish and seafood markets (NAICS 44522)	877,255	3,473,772	-2,596,517
Fruit and vegetable markets (NAICS 44523)	1,526,942	7,624,407	-6,097,465
Other specialty food stores (NAICS 44529)	2,737,322	14,987,002	-12,249,679
All other specialty food stores (NAICS 445299)	1,286,943	9,094,770	-7,807,827
Beer, wine, and liquor stores (NAICS 4453)	26,875,530	44,582,726	-17,707,196
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	108,802,439	201,668,116	-92,865,677
Pharmacies and drug stores (NAICS 44611)	94,502,669	158,559,770	-64,057,101
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	6,311,301	15,025,968	-8,714,667
Optical goods stores (NAICS 44613)	2,955,486	9,705,012	-6,749,526
Other health and personal care stores (NAICS 44619)	5,032,983	18,377,366	-13,344,383
Food (health) supplement stores (NAICS 446191)	1,795,627	7,557,323	-5,761,696
All other health and personal care stores (NAICS 446199)	3,237,356	10,820,043	-7,582,687
Gasoline Stations			
Gasoline stations (NAICS 447)	148,340,075	66,695,624	81,644,452

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



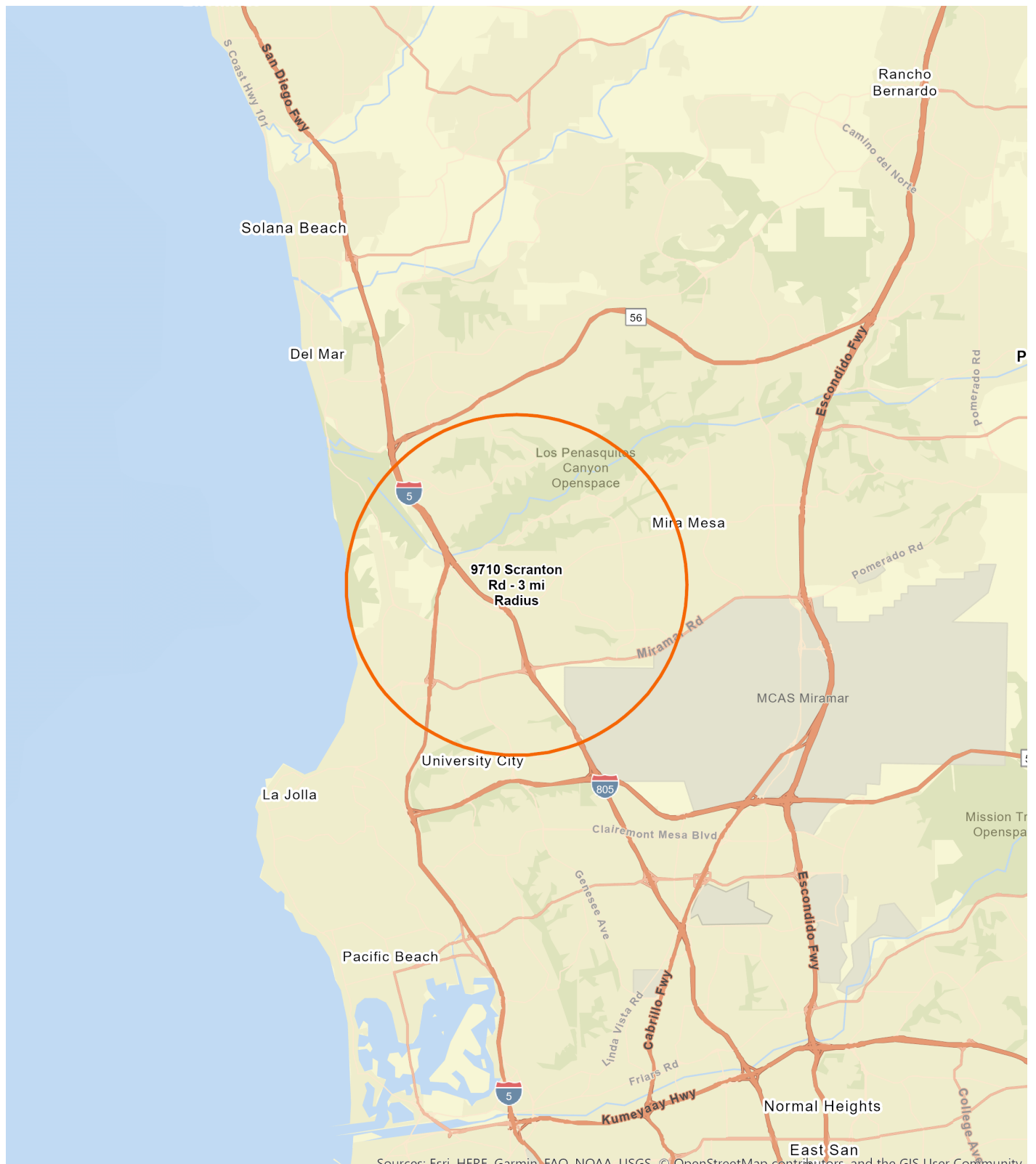
Trade Area: 9710 Scranton Rd - 3 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	83,132,935	207,791,912	-124,658,977
Clothing stores (NAICS 4481)	54,382,761	144,024,538	-89,641,777
Men's clothing stores (NAICS 44811)	2,613,553	4,032,013	-1,418,460
Women's clothing stores (NAICS 44812)	9,622,744	8,962,325	660,419
Children's and infants' clothing stores (NAICS 44813)	1,669,729	11,385,781	-9,716,052
Family clothing stores (NAICS 44814)	32,681,948	108,763,152	-76,081,204
Clothing accessories stores (NAICS 44815)	2,752,004	5,970,856	-3,218,852
Other clothing stores (NAICS 44819)	5,042,783	4,910,412	132,371
Shoe stores (NAICS 4482)	11,381,750	18,866,548	-7,484,798
Jewelry, luggage, and leather goods stores (NAICS 4483)	17,368,424	44,900,826	-27,532,402
Jewelry stores (NAICS 44831)	11,405,840	19,621,642	-8,215,802
Luggage and leather goods stores (NAICS 44832)	5,962,584	25,279,184	-19,316,601
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	32,862,930	40,440,575	-7,577,645
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	29,577,717	34,849,669	-5,271,952
Sporting goods stores (NAICS 45111)	22,193,307	26,193,827	-4,000,519
Hobby, toy, and game stores (NAICS 45112)	5,527,875	5,747,956	-220,080
Sewing, needlework, and piece goods stores (NAICS 45113)	853,365	1,019,074	-165,709
Musical instrument and supplies stores (NAICS 45114)	1,003,170	1,888,812	-885,643
Book stores and news dealers (NAICS 4512)	3,285,213	5,590,906	-2,305,693
Book stores (NAICS 451211)	3,071,578	3,414,891	-343,313
News dealers and newsstands (NAICS 451212)	213,635	2,176,015	-1,962,380
General Merchandise Stores			
General merchandise stores (NAICS 452)	248,566,614	294,560,533	-45,993,920
Department stores (NAICS 4522)	32,065,932	30,322,065	1,763,867
Other general merchandise stores (NAICS 4523)	216,480,681	264,238,468	-47,757,787
Warehouse clubs and supercenters (NAICS 452311)	195,346,172	251,925,971	-56,579,799
All other general merchandise stores (NAICS 452319)	21,134,510	12,312,498	8,822,012
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	44,375,384	54,469,577	-10,094,194
Florists (NAICS 4531)	1,990,054	2,292,324	-302,270
Office supplies, stationery, and gift stores (NAICS 4532)	10,060,352	14,186,538	-4,126,186
Office supplies and stationery stores (NAICS 45321)	4,289,863	7,375,988	-3,086,125
Gift, novelty, and souvenir stores (NAICS 45322)	5,770,489	6,810,550	-1,040,061
Used merchandise stores (NAICS 4533)	6,593,906	3,876,534	2,717,372
Other miscellaneous store retailers (NAICS 4539)	25,731,071	34,114,181	-8,383,110
Pet and pet supplies stores (NAICS 45391)	7,441,434	11,136,508	-3,695,073
Art dealers (NAICS 45392)	4,548,881	3,411,176	1,137,705
Manufactured (mobile) home dealers (NAICS 45393)	2,675,144	5,856,171	-3,181,027
All other miscellaneous store retailers (NAICS 45399)	11,065,612	13,710,326	-2,644,715
Tobacco stores (NAICS 453991)	2,740,990	1,395,614	1,345,376
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	8,324,622	12,314,712	-3,990,091
Non-store Retailers			
Non-store retailers (NAICS 454)	346,180,142	454,002,305	-107,822,163
Electronic shopping and mail-order houses (NAICS 4541)	328,564,438	450,032,468	-121,468,030
Vending machine operators (NAICS 4542)	2,405,601	0	2,405,601
Direct selling establishments (NAICS 4543)	15,210,103	3,969,837	11,240,266
Fuel dealers (NAICS 45431)	7,141,109	1,641,259	5,499,850
Other direct selling establishments (NAICS 45439)	8,068,995	2,328,579	5,740,416
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	266,473,450	363,563,843	-97,090,393
Special food services (NAICS 7223)	21,177,903	38,813,636	-17,635,733
Food service contractors (NAICS 72231)	16,787,642	29,034,322	-12,246,680
Caterers (NAICS 72232)	4,001,775	7,610,667	-3,608,892
Mobile food services (NAICS 72233)	388,486	2,168,648	-1,780,161
Drinking places (alcoholic beverages) (NAICS 7224)	9,632,580	11,455,576	-1,822,995
Restaurants and other eating places (NAICS 7225)	235,662,967	313,294,631	-77,631,664
Full-service restaurants (NAICS 722511)	119,560,044	198,759,890	-79,199,846
Limited-service restaurants (NAICS 722513)	98,566,670	59,856,660	38,710,009
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,513,107	5,695,717	-3,182,610
Snack and non-alcoholic beverage bars (NAICS 722515)	15,023,146	48,982,364	-33,959,218

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	6,350,582,568	6,037,084,527	313,498,041
Total retail trade (NAICS 44 and 45)	5,622,096,352	5,227,041,097	395,054,255
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	1,263,021,318	1,486,670,675	-223,649,357
Automobile dealers (NAICS 4411)	1,059,968,391	1,432,900,780	-372,912,388
New car dealers (NAICS 44111)	941,837,850	1,187,313,942	-245,476,092
Used car dealers (NAICS 44112)	118,150,542	245,586,838	-127,436,296
Other motor vehicle dealers (NAICS 4412)	118,525,473	30,116,289	88,409,185
Recreational vehicle dealers (NAICS 44121)	47,101,563	7,334,650	39,766,913
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	71,423,910	22,781,638	48,642,272
Boat dealers (NAICS 441222)	28,081,468	6,492,304	21,589,165
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	43,342,442	16,289,335	27,053,107
Automotive parts, accessories, and tire stores (NAICS 4413)	84,507,454	23,653,607	60,853,847
Automotive parts and accessories stores (NAICS 44131)	53,451,952	17,324,150	36,127,802
Tire dealers (NAICS 44132)	31,055,502	6,329,457	24,726,045
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	129,912,658	260,213,724	-130,301,066
Furniture stores (NAICS 4421)	71,131,083	148,814,655	-77,683,572
Home furnishings stores (NAICS 4422)	58,781,575	111,399,069	-52,617,494
Floor covering stores (NAICS 44221)	28,999,618	49,656,926	-20,657,308
Other home furnishings stores (NAICS 44229)	29,781,958	61,742,143	-31,960,186
Window treatment stores (NAICS 442291)	1,416,371	11,640,169	-10,223,798
All other home furnishings stores (NAICS 442299)	28,365,587	50,101,974	-21,736,387
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	75,109,180	112,259,421	-37,150,240
Household appliance stores (NAICS 443141)	17,779,509	24,856,002	-7,076,493
Electronics stores (NAICS 443142)	57,329,672	87,403,418	-30,073,747
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	432,451,571	417,768,523	14,683,048
Building material and supplies dealers (NAICS 4441)	372,916,239	412,468,017	-39,551,777
Home centers (NAICS 44411)	207,062,194	199,978,123	7,084,072
Paint and wallpaper stores (NAICS 44412)	12,707,556	2,393,743	10,313,813
Hardware stores (NAICS 44413)	32,805,013	26,975,762	5,829,251
Other building material dealers (NAICS 44419)	120,341,476	183,120,389	-62,778,913
Lawn and garden equipment and supplies stores (NAICS 4442)	59,535,332	5,300,506	54,234,826
Outdoor power equipment stores (NAICS 44421)	12,226,984	0	12,226,984
Nursery, garden center, and farm supply stores (NAICS 44422)	47,308,348	5,300,506	42,007,842
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	821,932,866	569,875,924	252,056,942
Grocery stores (NAICS 4451)	726,151,978	485,194,022	240,957,956
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	697,032,690	464,764,222	232,268,468
Convenience stores (NAICS 44512)	29,119,288	20,429,799	8,689,489
Specialty food stores (NAICS 4452)	21,096,706	33,594,248	-12,497,542
Meat markets (NAICS 44521)	6,371,952	6,394,221	-22,268
Fish and seafood markets (NAICS 44522)	2,509,727	3,611,876	-1,102,148
Fruit and vegetable markets (NAICS 44523)	4,379,434	7,898,062	-3,518,628
Other specialty food stores (NAICS 44529)	7,835,593	15,690,090	-7,854,497
All other specialty food stores (NAICS 445299)	3,680,887	9,710,405	-6,029,518
Beer, wine, and liquor stores (NAICS 4453)	74,684,182	51,087,654	23,596,528
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	319,740,134	341,017,754	-21,277,620
Pharmacies and drug stores (NAICS 44611)	277,312,312	273,170,545	4,141,767
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	18,612,915	27,911,831	-9,298,915
Optical goods stores (NAICS 44613)	8,996,804	12,172,346	-3,175,542
Other health and personal care stores (NAICS 44619)	14,818,103	27,763,032	-12,944,929
Food (health) supplement stores (NAICS 446191)	5,270,804	13,585,574	-8,314,769
All other health and personal care stores (NAICS 446199)	9,547,298	14,177,458	-4,630,160
Gasoline Stations			
Gasoline stations (NAICS 447)	412,644,538	233,980,258	178,664,280

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



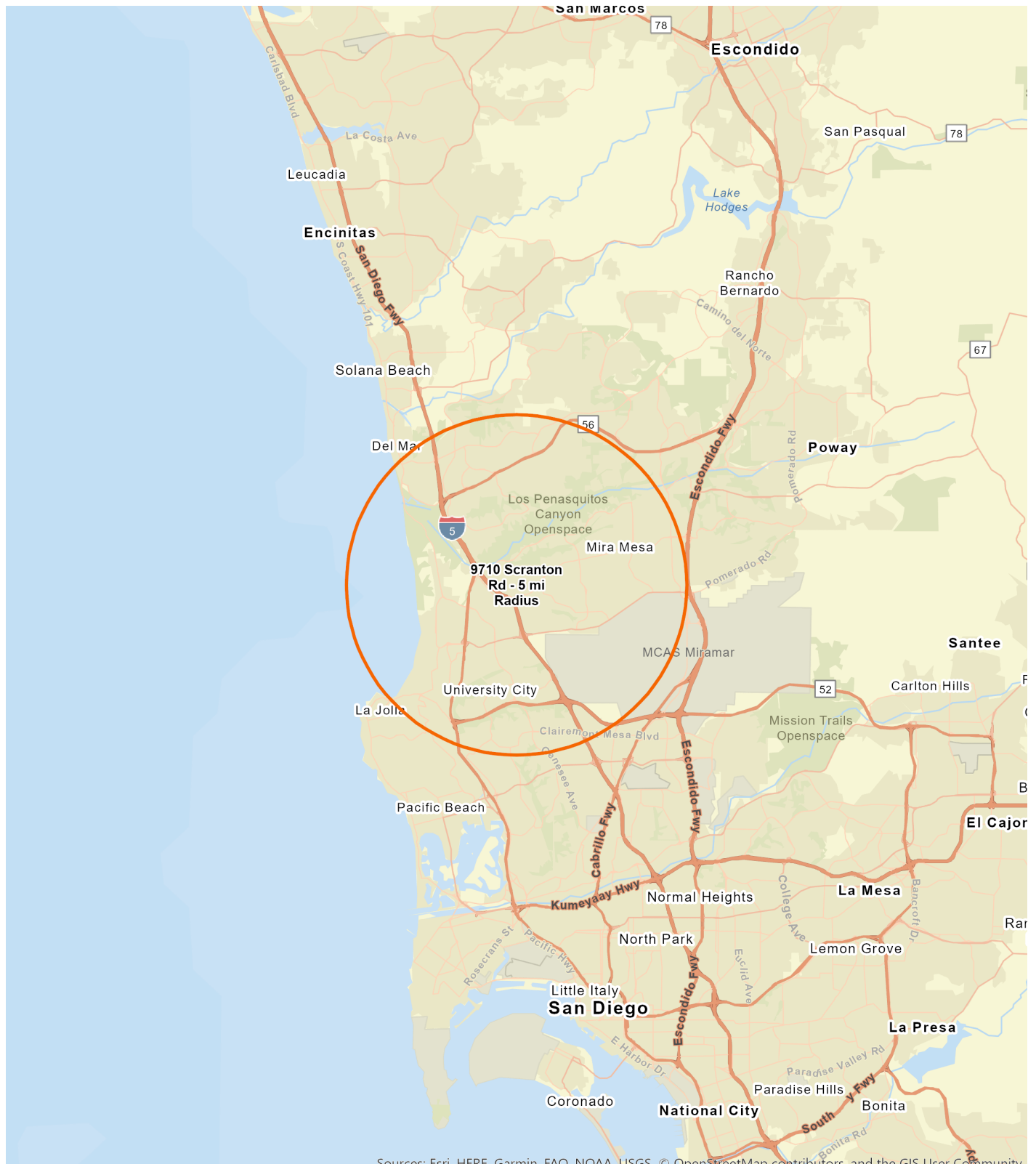
Trade Area: 9710 Scranton Rd - 5 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	235,000,784	336,172,180	-101,171,397
Clothing stores (NAICS 4481)	153,911,986	238,243,427	-84,331,442
Men's clothing stores (NAICS 44811)	7,172,483	7,235,054	-62,571
Women's clothing stores (NAICS 44812)	27,337,738	19,371,886	7,965,852
Children's and infants' clothing stores (NAICS 44813)	4,984,976	19,650,568	-14,665,591
Family clothing stores (NAICS 44814)	92,403,565	168,927,642	-76,524,077
Clothing accessories stores (NAICS 44815)	7,770,883	9,193,941	-1,423,058
Other clothing stores (NAICS 44819)	14,242,341	13,864,337	378,005
Shoe stores (NAICS 4482)	31,737,116	24,297,748	7,439,368
Jewelry, luggage, and leather goods stores (NAICS 4483)	49,351,682	73,631,005	-24,279,323
Jewelry stores (NAICS 44831)	32,735,058	36,598,430	-3,863,373
Luggage and leather goods stores (NAICS 44832)	16,616,625	37,032,575	-20,415,950
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	92,507,215	76,331,993	16,175,222
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	83,369,743	68,261,630	15,108,113
Sporting goods stores (NAICS 45111)	62,051,266	47,198,780	14,852,486
Hobby, toy, and game stores (NAICS 45112)	15,833,642	14,102,058	1,731,584
Sewing, needlework, and piece goods stores (NAICS 45113)	2,592,441	2,413,833	178,608
Musical instrument and supplies stores (NAICS 45114)	2,892,393	4,546,958	-1,654,565
Book stores and news dealers (NAICS 4512)	9,137,472	8,070,363	1,067,108
Book stores (NAICS 451211)	8,533,034	4,709,110	3,823,924
News dealers and newsstands (NAICS 451212)	604,438	3,361,253	-2,756,815
General Merchandise Stores			
General merchandise stores (NAICS 452)	713,240,783	651,017,660	62,223,122
Department stores (NAICS 4522)	91,961,834	60,365,002	31,596,832
Other general merchandise stores (NAICS 4523)	621,278,949	590,652,659	30,626,290
Warehouse clubs and supercenters (NAICS 452311)	560,275,038	557,749,870	2,525,168
All other general merchandise stores (NAICS 452319)	61,003,911	32,902,789	28,101,123
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	126,787,484	99,604,329	27,183,154
Florists (NAICS 4531)	6,053,403	3,050,208	3,003,195
Office supplies, stationery, and gift stores (NAICS 4532)	28,710,620	22,747,469	5,963,151
Office supplies and stationery stores (NAICS 45321)	12,301,599	10,034,747	2,266,852
Gift, novelty, and souvenir stores (NAICS 45322)	16,409,021	12,712,722	3,696,299
Used merchandise stores (NAICS 4533)	18,817,372	7,169,906	11,647,466
Other miscellaneous store retailers (NAICS 4539)	73,206,088	66,636,745	6,569,343
Pet and pet supplies stores (NAICS 45391)	20,823,563	23,692,095	-2,868,532
Art dealers (NAICS 45392)	13,037,489	5,623,186	7,414,304
Manufactured (mobile) home dealers (NAICS 45393)	8,017,867	7,340,522	677,344
All other miscellaneous store retailers (NAICS 45399)	31,327,169	29,980,942	1,346,227
Tobacco stores (NAICS 453991)	7,051,743	9,102,073	-2,050,331
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	24,275,426	20,878,869	3,396,557
Non-store Retailers			
Non-store retailers (NAICS 454)	999,746,821	642,128,656	357,618,165
Electronic shopping and mail-order houses (NAICS 4541)	948,731,875	620,572,297	328,159,578
Vending machine operators (NAICS 4542)	6,824,592	5,629,449	1,195,142
Direct selling establishments (NAICS 4543)	44,190,354	15,926,910	28,263,444
Fuel dealers (NAICS 45431)	20,934,822	3,560,882	17,373,941
Other direct selling establishments (NAICS 45439)	23,255,532	12,366,028	10,889,504
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	728,487,215	810,043,429	-81,556,214
Special food services (NAICS 7223)	57,965,997	62,254,844	-4,288,848
Food service contractors (NAICS 72231)	45,927,644	47,287,976	-1,360,332
Caterers (NAICS 72232)	10,971,480	12,661,879	-1,690,399
Mobile food services (NAICS 72233)	1,066,873	2,304,989	-1,238,116
Drinking places (alcoholic beverages) (NAICS 7224)	25,764,064	21,196,494	4,567,570
Restaurants and other eating places (NAICS 7225)	644,757,155	726,592,091	-81,834,936
Full-service restaurants (NAICS 722511)	326,169,576	372,788,815	-46,619,239
Limited-service restaurants (NAICS 722513)	270,424,012	263,866,820	6,557,192
Cafeterias, grill buffets, and buffets (NAICS 722514)	6,894,407	8,492,136	-1,597,728
Snack and non-alcoholic beverage bars (NAICS 722515)	41,269,160	81,444,320	-40,175,161

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius



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Report Details

Name: Retail Market Power® Opportunity Gap by Retail Store Types 2022
Date / Time: 12/21/2021 2:12:58 PM
Workspace Vintage: 2022

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 1 mi Radius	1 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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