



DEINDUSTRIALIZED COMMUNITIES MARKET STUDY

Appendix E:-1: Retail Market Profiles

May 2022



Pennsylvania State Historic Preservation Office

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION



Retail MarketPlace Profile

0
Area: 374.15 square miles

Prepared by Esri

Summary Demographics

2021 Population	197,203
2021 Households	84,147
2021 Median Disposable Income	\$50,516
2021 Per Capita Income	\$35,703

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$2,999,768,293	\$2,313,694,415	\$686,073,878	12.9	1,379
Total Retail Trade	44-45	\$2,723,804,121	\$2,067,195,567	\$656,608,554	13.7	921
Total Food & Drink	722	\$275,964,171	\$246,498,848	\$29,465,323	5.6	458
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$592,640,285	\$594,258,868	-\$1,618,583	-0.1	134
Automobile Dealers	4411	\$482,827,006	\$521,060,449	-\$38,233,443	-3.8	75
Other Motor Vehicle Dealers	4412	\$63,297,237	\$36,158,643	\$27,138,594	27.3	15
Auto Parts, Accessories & Tire Stores	4413	\$46,516,042	\$37,039,777	\$9,476,265	11.3	44
Furniture & Home Furnishings Stores	442	\$95,575,684	\$41,954,360	\$53,621,324	39.0	36
Furniture Stores	4421	\$52,989,769	\$29,968,235	\$23,021,534	27.8	17
Home Furnishings Stores	4422	\$42,585,914	\$11,986,125	\$30,599,789	56.1	19
Electronics & Appliance Stores	443	\$87,480,446	\$40,937,649	\$46,542,797	36.2	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$186,391,118	\$115,783,871	\$70,607,247	23.4	86
Bldg Material & Supplies Dealers	4441	\$170,342,089	\$108,986,792	\$61,355,297	22.0	71
Lawn & Garden Equip & Supply Stores	4442	\$16,049,029	\$6,797,079	\$9,251,950	40.5	15
Food & Beverage Stores	445	\$502,057,945	\$457,039,910	\$45,018,035	4.7	124
Grocery Stores	4451	\$456,878,417	\$404,935,879	\$51,942,538	6.0	78
Specialty Food Stores	4452	\$23,285,779	\$16,733,630	\$6,552,149	16.4	30
Beer, Wine & Liquor Stores	4453	\$21,893,749	\$35,370,400	-\$13,476,651	-23.5	17
Health & Personal Care Stores	446,4461	\$173,891,133	\$146,834,462	\$27,056,671	8.4	86
Gasoline Stations	447,4471	\$273,267,929	\$147,207,784	\$126,060,145	30.0	49
Clothing & Clothing Accessories Stores	448	\$147,248,886	\$73,679,086	\$73,569,800	33.3	91
Clothing Stores	4481	\$100,272,130	\$53,856,423	\$46,415,707	30.1	59
Shoe Stores	4482	\$21,847,738	\$8,055,010	\$13,792,728	46.1	12
Jewelry, Luggage & Leather Goods Stores	4483	\$25,129,019	\$11,767,652	\$13,361,367	36.2	20
Sporting Goods, Hobby, Book & Music Stores	451	\$76,796,945	\$70,197,798	\$6,599,147	4.5	65
Sporting Goods/Hobby/Musical Instr Stores	4511	\$66,666,498	\$64,045,388	\$2,621,110	2.0	52
Book, Periodical & Music Stores	4512	\$10,130,447	\$6,152,409	\$3,978,038	24.4	13
General Merchandise Stores	452	\$406,413,163	\$312,194,443	\$94,218,720	13.1	62
Department Stores Excluding Leased Depts.	4521	\$296,047,221	\$272,922,431	\$23,124,790	4.1	18
Other General Merchandise Stores	4529	\$110,365,942	\$39,272,012	\$71,093,930	47.5	44
Miscellaneous Store Retailers	453	\$124,051,797	\$56,827,527	\$67,224,270	37.2	143
Florists	4531	\$6,389,065	\$4,471,949	\$1,917,116	17.7	16
Office Supplies, Stationery & Gift Stores	4532	\$26,696,970	\$9,581,176	\$17,115,794	47.2	31
Used Merchandise Stores	4533	\$10,395,540	\$9,128,827	\$1,266,713	6.5	28
Other Miscellaneous Store Retailers	4539	\$80,570,222	\$33,645,575	\$46,924,647	41.1	68
Nonstore Retailers	454	\$57,988,792	\$10,279,809	\$47,708,983	69.9	11
Electronic Shopping & Mail-Order Houses	4541	\$42,837,594	\$2,305,380	\$40,532,214	89.8	4
Vending Machine Operators	4542	\$2,723,665	\$1,411,203	\$1,312,462	31.7	4
Direct Selling Establishments	4543	\$12,427,533	\$6,563,226	\$5,864,307	30.9	3
Food Services & Drinking Places	722	\$275,964,171	\$246,498,848	\$29,465,323	5.6	458
Special Food Services	7223	\$6,857,641	\$11,302,212	-\$4,444,571	-24.5	23
Drinking Places - Alcoholic Beverages	7224	\$14,944,895	\$18,772,093	-\$3,827,198	-11.4	52
Restaurants/Other Eating Places	7225	\$254,161,635	\$216,424,544	\$37,737,091	8.0	384

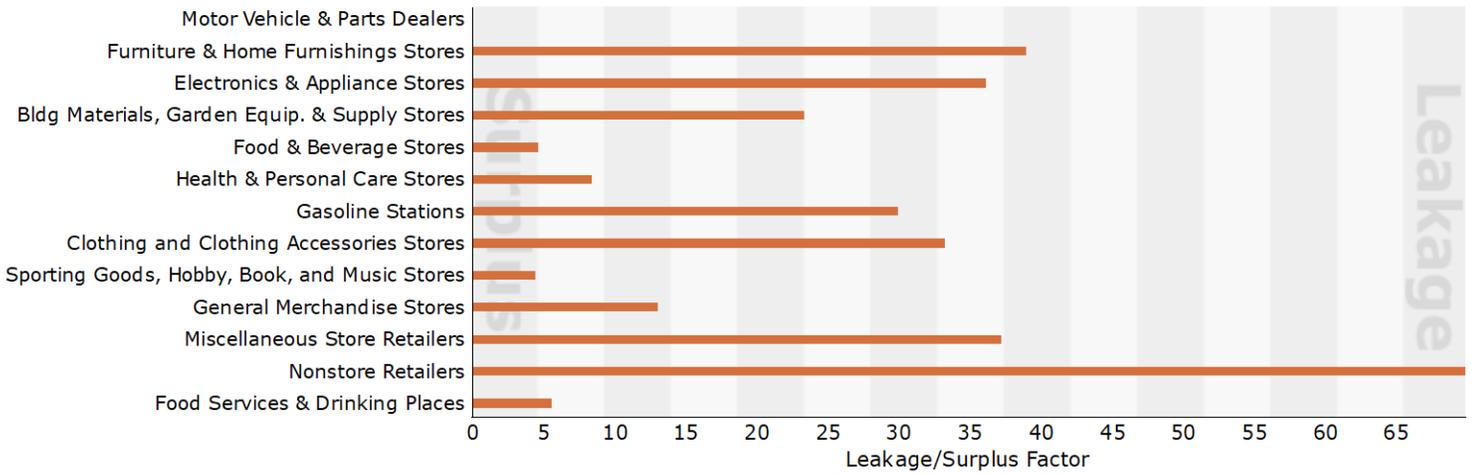
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

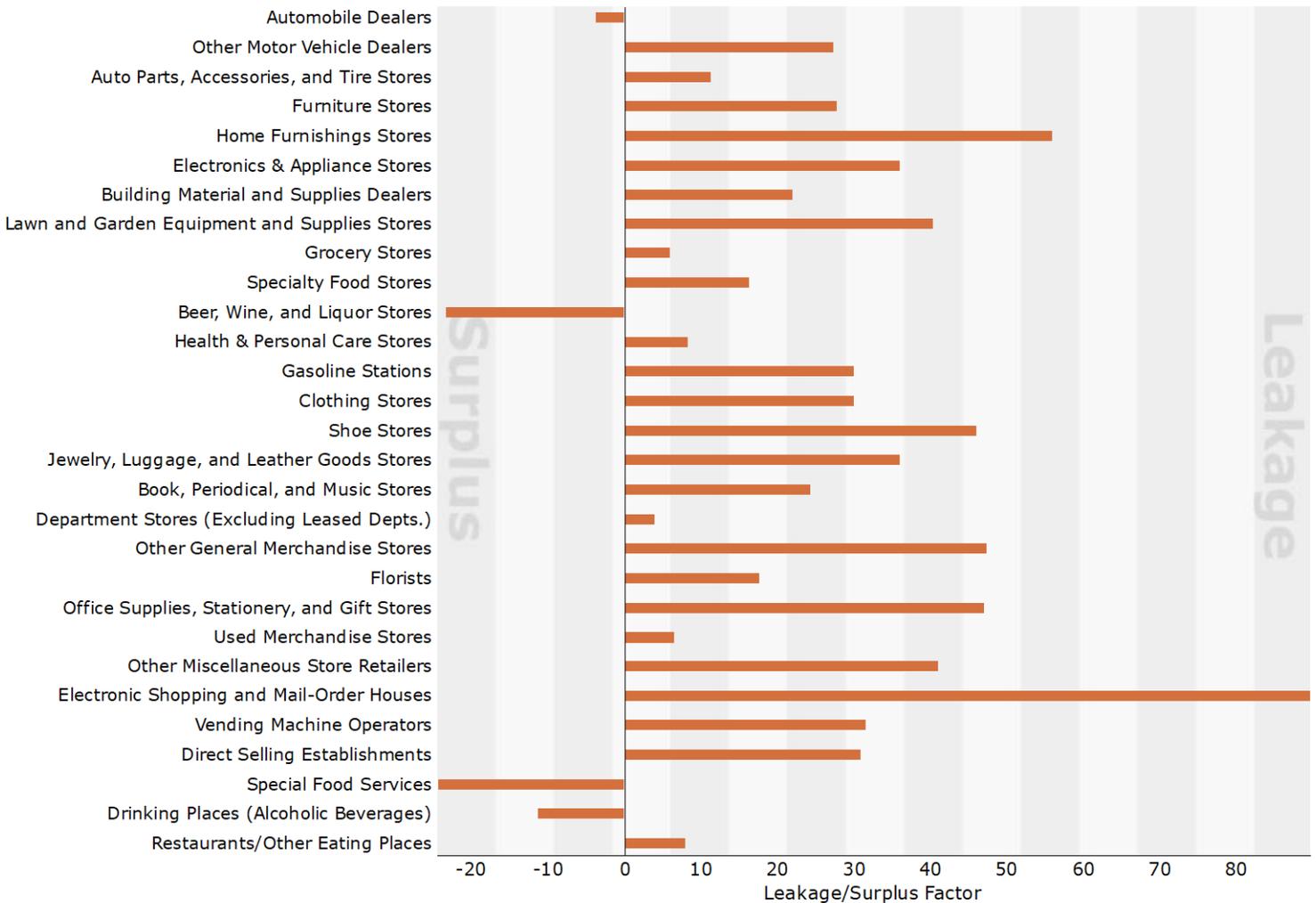
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January 26, 2022

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

0
Area: 842.5 square miles

Prepared by Esri

Summary Demographics

2021 Population	415,452
2021 Households	174,093
2021 Median Disposable Income	\$56,315
2021 Per Capita Income	\$40,942

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

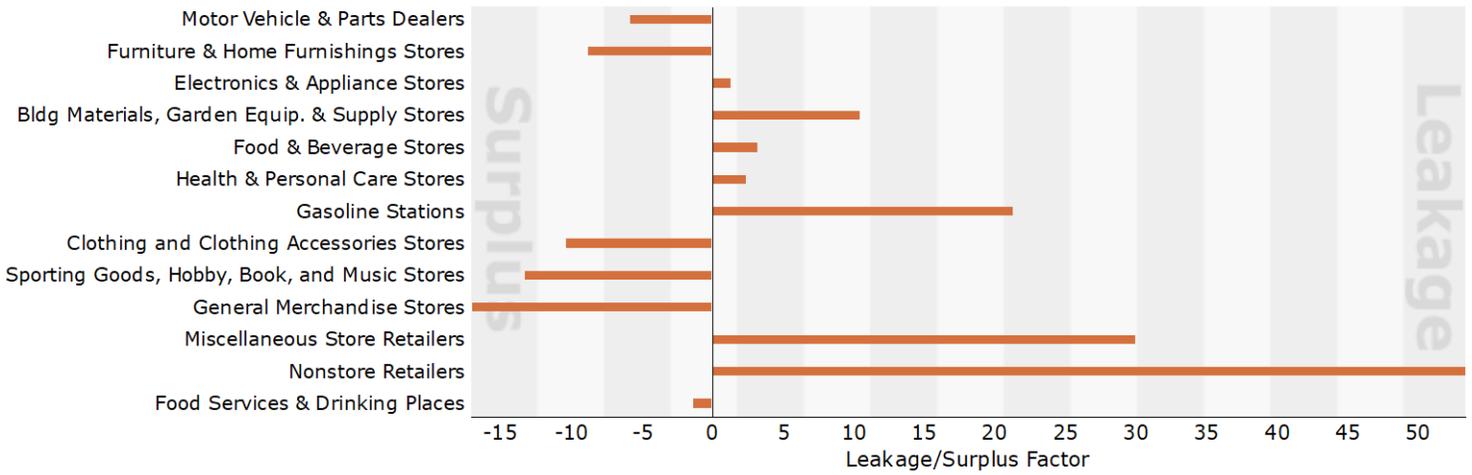
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$7,062,522,355	\$7,207,325,264	-\$144,802,909	-1.0	3,198
Total Retail Trade	44-45	\$6,399,472,243	\$6,525,241,615	-\$125,769,372	-1.0	2,210
Total Food & Drink	722	\$663,050,112	\$682,083,649	-\$19,033,537	-1.4	988
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,382,550,793	\$1,556,262,382	-\$173,711,589	-5.9	296
Automobile Dealers	4411	\$1,125,497,575	\$1,348,819,825	-\$223,322,250	-9.0	157
Other Motor Vehicle Dealers	4412	\$146,864,053	\$106,027,804	\$40,836,249	16.1	37
Auto Parts, Accessories & Tire Stores	4413	\$110,189,165	\$101,414,752	\$8,774,413	4.1	102
Furniture & Home Furnishings Stores	442	\$228,479,720	\$272,882,625	-\$44,402,905	-8.9	121
Furniture Stores	4421	\$126,571,167	\$202,035,604	-\$75,464,437	-23.0	57
Home Furnishings Stores	4422	\$101,908,552	\$70,847,020	\$31,061,532	18.0	64
Electronics & Appliance Stores	443	\$208,698,673	\$203,432,289	\$5,266,384	1.3	99
Bldg Materials, Garden Equip. & Supply Stores	444	\$441,168,128	\$357,221,217	\$83,946,911	10.5	195
Bldg Material & Supplies Dealers	4441	\$403,940,475	\$343,036,213	\$60,904,262	8.2	162
Lawn & Garden Equip & Supply Stores	4442	\$37,227,653	\$14,185,004	\$23,042,649	44.8	32
Food & Beverage Stores	445	\$1,172,874,032	\$1,099,494,566	\$73,379,466	3.2	272
Grocery Stores	4451	\$1,065,905,850	\$984,499,632	\$81,406,218	4.0	172
Specialty Food Stores	4452	\$54,342,913	\$37,020,714	\$17,322,199	19.0	66
Beer, Wine & Liquor Stores	4453	\$52,625,269	\$77,974,221	-\$25,348,952	-19.4	34
Health & Personal Care Stores	446,4461	\$405,163,494	\$386,116,693	\$19,046,801	2.4	206
Gasoline Stations	447,4471	\$635,470,761	\$412,414,338	\$223,056,423	21.3	103
Clothing & Clothing Accessories Stores	448	\$354,181,449	\$436,365,854	-\$82,184,405	-10.4	269
Clothing Stores	4481	\$239,520,921	\$343,817,322	-\$104,296,401	-17.9	172
Shoe Stores	4482	\$52,467,977	\$38,725,036	\$13,742,941	15.1	38
Jewelry, Luggage & Leather Goods Stores	4483	\$62,192,552	\$53,823,497	\$8,369,055	7.2	59
Sporting Goods, Hobby, Book & Music Stores	451	\$182,972,079	\$239,081,026	-\$56,108,947	-13.3	169
Sporting Goods/Hobby/Musical Instr Stores	4511	\$158,763,117	\$226,271,806	-\$67,508,689	-17.5	148
Book, Periodical & Music Stores	4512	\$24,208,962	\$12,809,220	\$11,399,742	30.8	21
General Merchandise Stores	452	\$967,114,709	\$1,366,810,456	-\$399,695,747	-17.1	126
Department Stores Excluding Leased Depts.	4521	\$707,089,731	\$821,627,013	-\$114,537,282	-7.5	44
Other General Merchandise Stores	4529	\$260,024,978	\$545,183,442	-\$285,158,464	-35.4	82
Miscellaneous Store Retailers	453	\$286,368,934	\$154,359,953	\$132,008,981	30.0	318
Florists	4531	\$15,398,882	\$9,263,726	\$6,135,156	24.9	41
Office Supplies, Stationery & Gift Stores	4532	\$63,279,334	\$40,132,527	\$23,146,807	22.4	82
Used Merchandise Stores	4533	\$25,234,242	\$24,704,190	\$530,052	1.1	53
Other Miscellaneous Store Retailers	4539	\$182,456,476	\$80,259,510	\$102,196,966	38.9	143
Nonstore Retailers	454	\$134,429,470	\$40,800,216	\$93,629,254	53.4	36
Electronic Shopping & Mail-Order Houses	4541	\$100,243,083	\$20,151,904	\$80,091,179	66.5	10
Vending Machine Operators	4542	\$6,457,604	\$5,931,721	\$525,883	4.2	13
Direct Selling Establishments	4543	\$27,728,784	\$14,716,591	\$13,012,193	30.7	13
Food Services & Drinking Places	722	\$663,050,112	\$682,083,649	-\$19,033,537	-1.4	988
Special Food Services	7223	\$16,425,743	\$18,938,885	-\$2,513,142	-7.1	43
Drinking Places - Alcoholic Beverages	7224	\$36,228,896	\$26,619,870	\$9,609,026	15.3	86
Restaurants/Other Eating Places	7225	\$610,395,472	\$636,524,895	-\$26,129,423	-2.1	860

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Aliquippa City, PA
 Aliquippa City, PA (4200820)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	9,098
2021 Households	4,271
2021 Median Disposable Income	\$27,402
2021 Per Capita Income	\$20,169

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

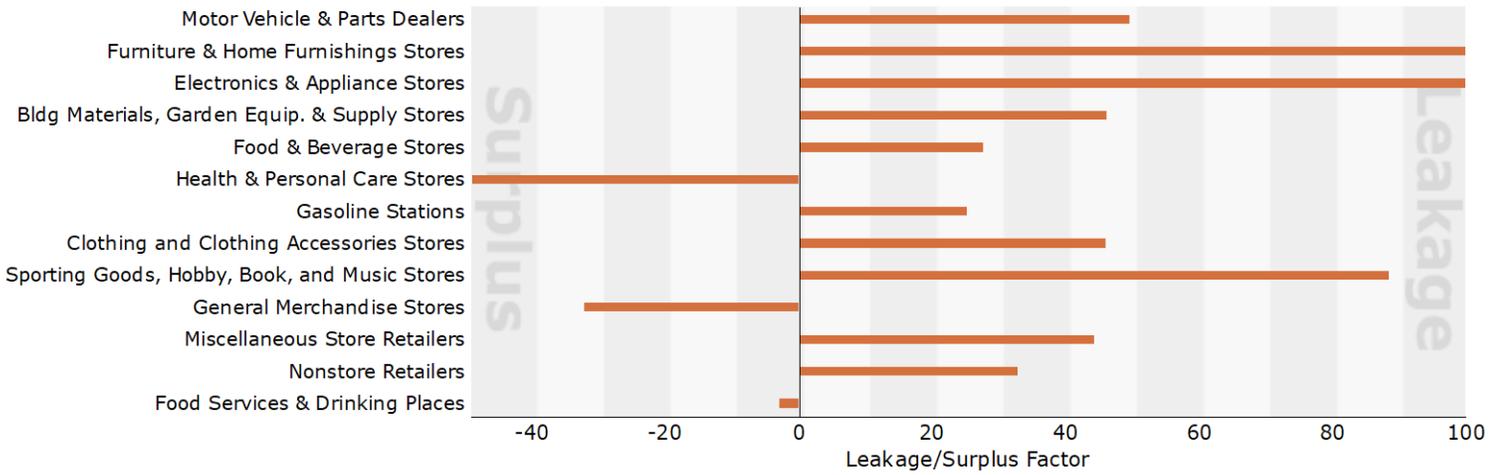
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$105,783,940	\$86,052,539	\$19,731,401	10.3	84
Total Retail Trade	44-45	\$96,391,548	\$76,053,451	\$20,338,097	11.8	48
Total Food & Drink	722	\$9,392,392	\$9,999,088	-\$606,696	-3.1	36
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,261,721	\$7,124,963	\$14,136,758	49.8	8
Automobile Dealers	4411	\$17,389,365	\$5,049,402	\$12,339,963	55.0	4
Other Motor Vehicle Dealers	4412	\$2,252,092	\$0	\$2,252,092	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,620,264	\$2,075,561	-\$455,297	-12.3	4
Furniture & Home Furnishings Stores	442	\$3,289,376	\$0	\$3,289,376	100.0	0
Furniture Stores	4421	\$1,868,081	\$0	\$1,868,081	100.0	0
Home Furnishings Stores	4422	\$1,421,295	\$0	\$1,421,295	100.0	0
Electronics & Appliance Stores	443	\$3,022,964	\$0	\$3,022,964	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,190,947	\$2,274,898	\$3,916,049	46.3	4
Bldg Material & Supplies Dealers	4441	\$5,648,724	\$2,274,898	\$3,373,826	42.6	4
Lawn & Garden Equip & Supply Stores	4442	\$542,223	\$0	\$542,223	100.0	0
Food & Beverage Stores	445	\$18,077,216	\$10,240,223	\$7,836,993	27.7	7
Grocery Stores	4451	\$16,508,404	\$7,696,647	\$8,811,757	36.4	6
Specialty Food Stores	4452	\$843,084	\$0	\$843,084	100.0	0
Beer, Wine & Liquor Stores	4453	\$725,728	\$2,543,576	-\$1,817,848	-55.6	1
Health & Personal Care Stores	446,4461	\$6,143,851	\$18,019,547	-\$11,875,696	-49.1	8
Gasoline Stations	447,4471	\$10,033,154	\$5,987,398	\$4,045,756	25.3	1
Clothing & Clothing Accessories Stores	448	\$4,970,314	\$1,837,109	\$3,133,205	46.0	6
Clothing Stores	4481	\$3,440,776	\$604,366	\$2,836,410	70.1	3
Shoe Stores	4482	\$754,733	\$610,228	\$144,505	10.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$774,805	\$622,515	\$152,290	10.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,658,054	\$160,704	\$2,497,350	88.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,302,442	\$160,704	\$2,141,738	87.0	1
Book, Periodical & Music Stores	4512	\$355,612	\$0	\$355,612	100.0	0
General Merchandise Stores	452	\$14,187,130	\$27,636,432	-\$13,449,302	-32.2	6
Department Stores Excluding Leased Depts.	4521	\$10,250,118	\$23,708,341	-\$13,458,223	-39.6	2
Other General Merchandise Stores	4529	\$3,937,012	\$3,928,091	\$8,921	0.1	4
Miscellaneous Store Retailers	453	\$4,538,654	\$1,752,592	\$2,786,062	44.3	5
Florists	4531	\$199,157	\$316,263	-\$117,106	-22.7	1
Office Supplies, Stationery & Gift Stores	4532	\$917,467	\$0	\$917,467	100.0	0
Used Merchandise Stores	4533	\$356,687	\$148,072	\$208,615	41.3	1
Other Miscellaneous Store Retailers	4539	\$3,065,343	\$1,288,257	\$1,777,086	40.8	3
Nonstore Retailers	454	\$2,018,167	\$1,019,585	\$998,582	32.9	2
Electronic Shopping & Mail-Order Houses	4541	\$1,504,183	\$733,567	\$770,616	34.4	1
Vending Machine Operators	4542	\$96,526	\$286,018	-\$189,492	-49.5	1
Direct Selling Establishments	4543	\$417,458	\$0	\$417,458	100.0	0
Food Services & Drinking Places	722	\$9,392,392	\$9,999,088	-\$606,696	-3.1	36
Special Food Services	7223	\$235,771	\$295,829	-\$60,058	-11.3	3
Drinking Places - Alcoholic Beverages	7224	\$483,747	\$3,165,432	-\$2,681,685	-73.5	7
Restaurants/Other Eating Places	7225	\$8,672,874	\$6,537,827	\$2,135,047	14.0	26

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

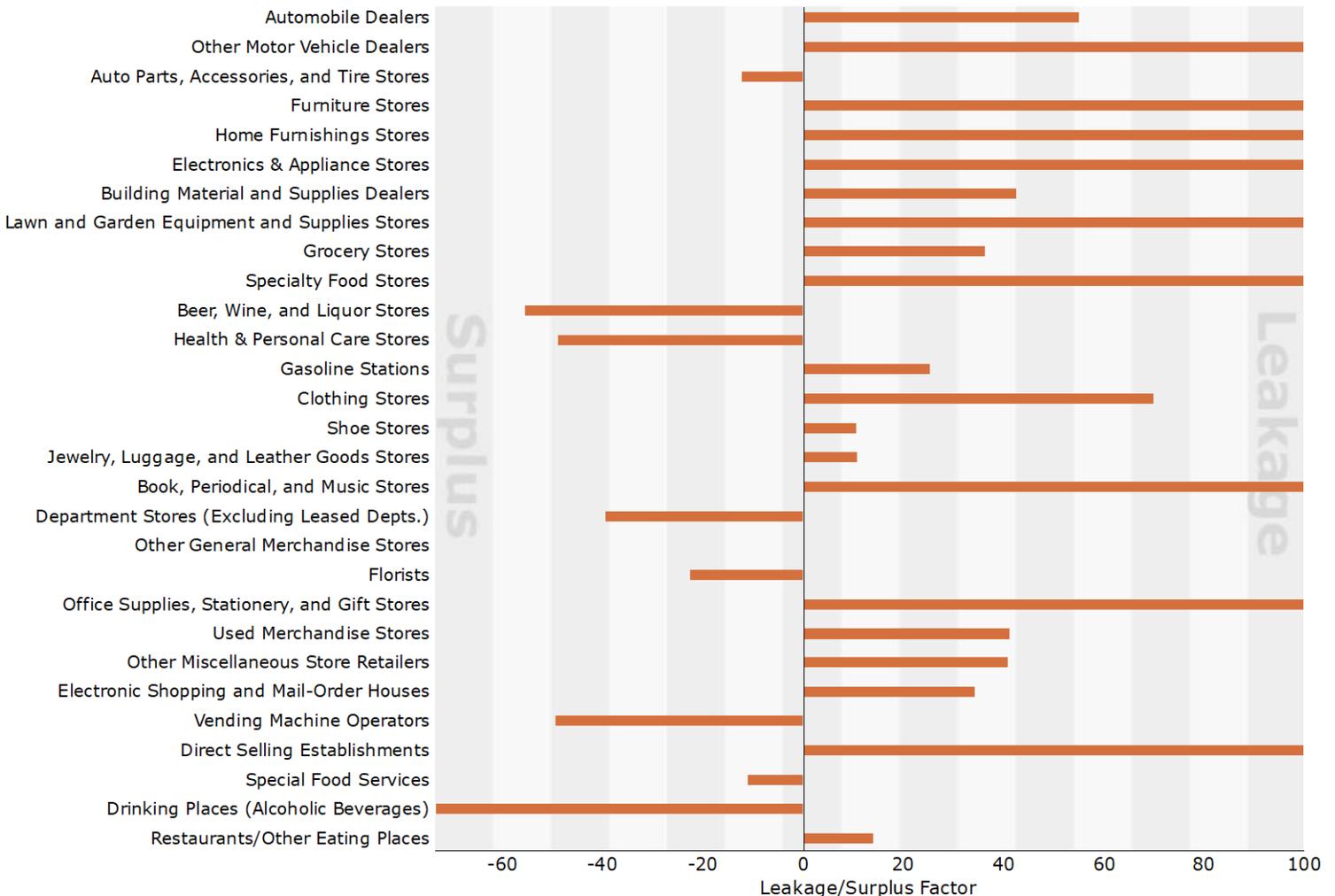
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Ambridge Borough, PA
 Ambridge Borough, PA (4202288)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	6,639
2021 Households	3,131
2021 Median Disposable Income	\$34,314
2021 Per Capita Income	\$24,797

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

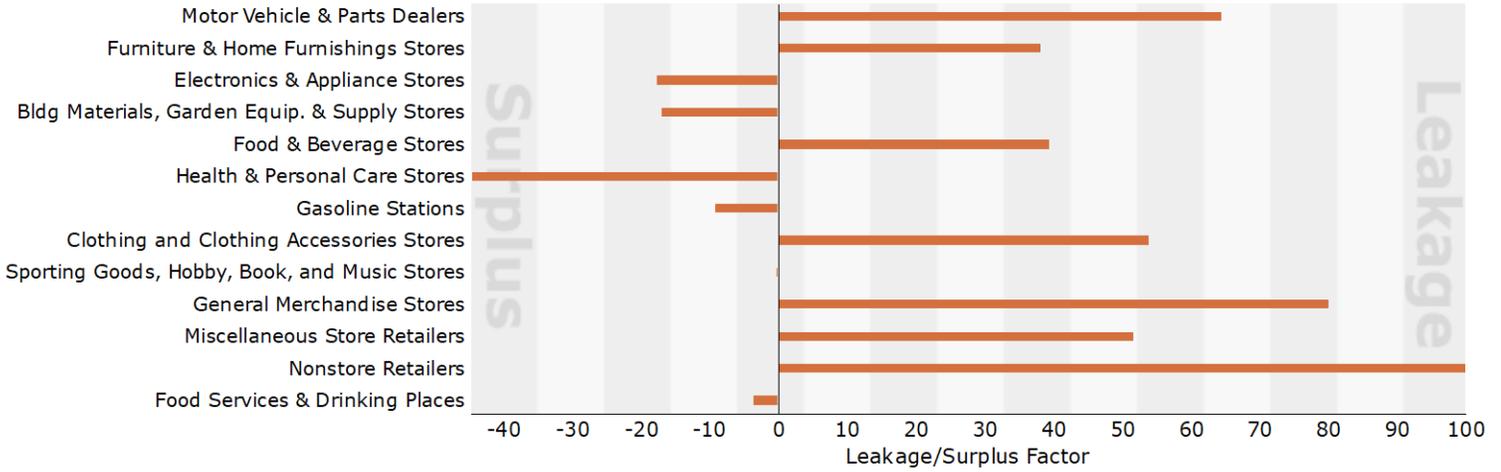
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$71,273,064	\$48,820,066	\$22,452,998	18.7	70
Total Retail Trade	44-45	\$65,140,608	\$42,197,132	\$22,943,476	21.4	42
Total Food & Drink	722	\$6,132,456	\$6,622,934	-\$490,478	-3.8	28
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,659,732	\$3,159,962	\$11,499,770	64.5	5
Automobile Dealers	4411	\$12,012,975	\$1,188,369	\$10,824,606	82.0	1
Other Motor Vehicle Dealers	4412	\$1,556,034	\$0	\$1,556,034	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,090,723	\$1,971,593	-\$880,870	-28.8	4
Furniture & Home Furnishings Stores	442	\$2,115,706	\$946,838	\$1,168,868	38.2	1
Furniture Stores	4421	\$1,209,546	\$946,838	\$262,708	12.2	1
Home Furnishings Stores	4422	\$906,160	\$0	\$906,160	100.0	0
Electronics & Appliance Stores	443	\$1,985,222	\$2,853,695	-\$868,473	-17.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,144,220	\$5,871,505	-\$1,727,285	-17.2	2
Bldg Material & Supplies Dealers	4441	\$3,775,567	\$5,871,505	-\$2,095,938	-21.7	2
Lawn & Garden Equip & Supply Stores	4442	\$368,653	\$0	\$368,653	100.0	0
Food & Beverage Stores	445	\$12,224,241	\$5,316,126	\$6,908,115	39.4	6
Grocery Stores	4451	\$11,183,744	\$3,634,528	\$7,549,216	50.9	3
Specialty Food Stores	4452	\$569,822	\$409,810	\$160,012	16.3	2
Beer, Wine & Liquor Stores	4453	\$470,675	\$1,271,788	-\$801,113	-46.0	1
Health & Personal Care Stores	446,4461	\$4,155,203	\$10,900,029	-\$6,744,826	-44.8	4
Gasoline Stations	447,4471	\$6,939,214	\$8,382,695	-\$1,443,481	-9.4	3
Clothing & Clothing Accessories Stores	448	\$3,229,108	\$967,701	\$2,261,407	53.9	4
Clothing Stores	4481	\$2,248,186	\$789,471	\$1,458,715	48.0	3
Shoe Stores	4482	\$497,483	\$0	\$497,483	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$483,439	\$178,230	\$305,209	46.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,750,565	\$1,763,284	-\$12,719	-0.4	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,517,305	\$1,763,284	-\$245,979	-7.5	4
Book, Periodical & Music Stores	4512	\$233,260	\$0	\$233,260	100.0	0
General Merchandise Stores	452	\$9,425,496	\$1,040,490	\$8,385,006	80.1	2
Department Stores Excluding Leased Depts.	4521	\$6,767,439	\$0	\$6,767,439	100.0	0
Other General Merchandise Stores	4529	\$2,658,057	\$1,040,490	\$1,617,567	43.7	2
Miscellaneous Store Retailers	453	\$3,134,557	\$994,807	\$2,139,750	51.8	7
Florists	4531	\$124,074	\$45,180	\$78,894	46.6	1
Office Supplies, Stationery & Gift Stores	4532	\$600,867	\$0	\$600,867	100.0	0
Used Merchandise Stores	4533	\$228,497	\$296,144	-\$67,647	-12.9	3
Other Miscellaneous Store Retailers	4539	\$2,181,119	\$653,483	\$1,527,636	53.9	3
Nonstore Retailers	454	\$1,377,344	\$0	\$1,377,344	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,006,294	\$0	\$1,006,294	100.0	0
Vending Machine Operators	4542	\$64,812	\$0	\$64,812	100.0	0
Direct Selling Establishments	4543	\$306,238	\$0	\$306,238	100.0	0
Food Services & Drinking Places	722	\$6,132,456	\$6,622,934	-\$490,478	-3.8	28
Special Food Services	7223	\$152,363	\$1,416,111	-\$1,263,748	-80.6	4
Drinking Places - Alcoholic Beverages	7224	\$301,310	\$852,030	-\$550,720	-47.8	6
Restaurants/Other Eating Places	7225	\$5,678,783	\$4,354,793	\$1,323,990	13.2	18

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

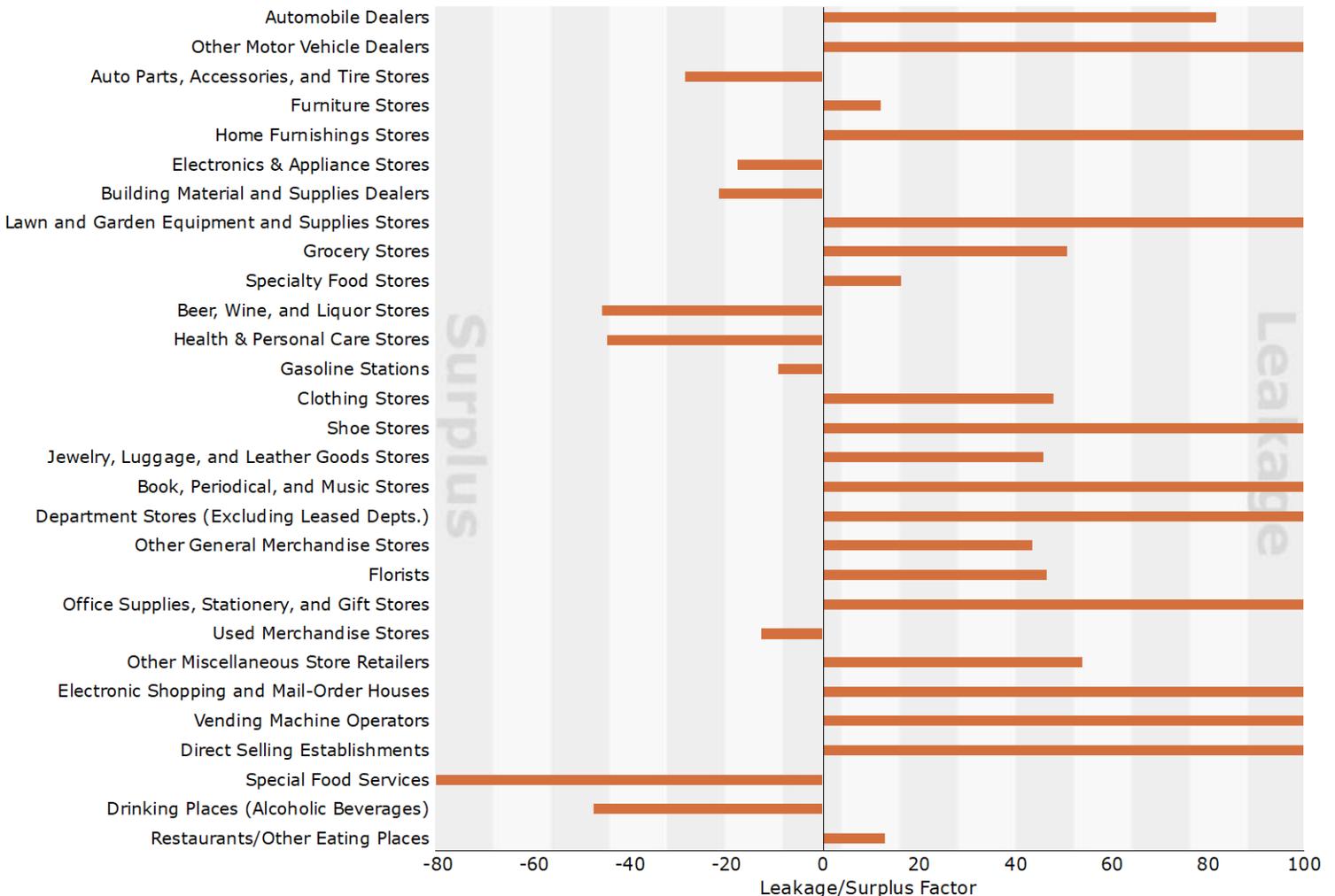
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Beaver Borough, PA
 Beaver Borough, PA (4204688)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	4,348
2021 Households	2,066
2021 Median Disposable Income	\$51,934
2021 Per Capita Income	\$42,144

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

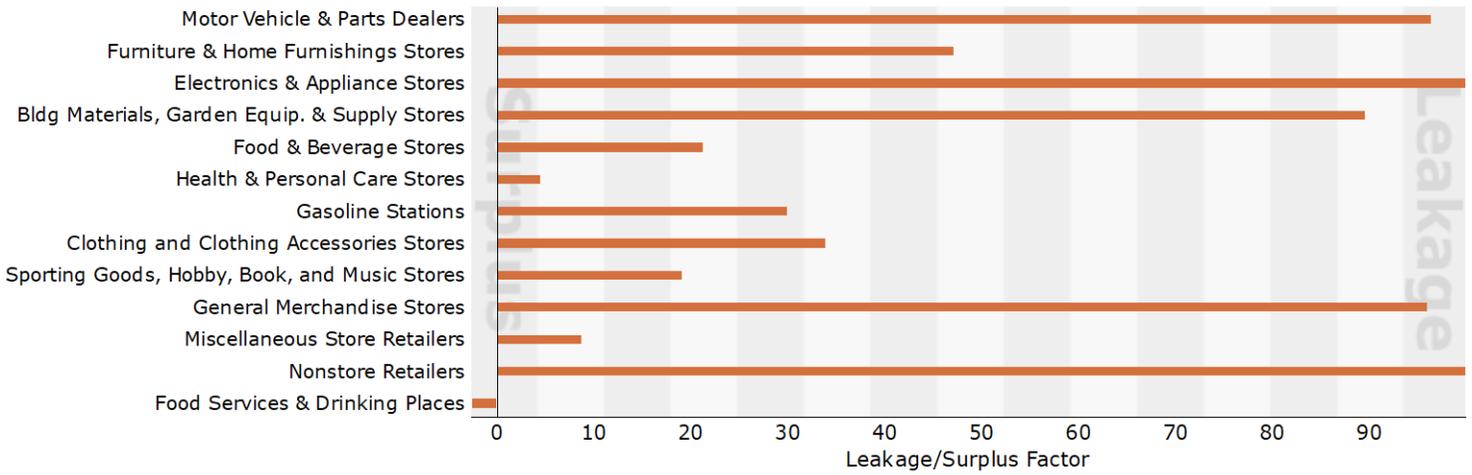
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$84,628,231	\$34,477,396	\$50,150,835	42.1	52
Total Retail Trade	44-45	\$76,769,430	\$26,201,127	\$50,568,303	49.1	32
Total Food & Drink	722	\$7,858,801	\$8,276,269	-\$417,468	-2.6	20
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,559,259	\$297,482	\$16,261,777	96.5	1
Automobile Dealers	4411	\$13,509,295	\$297,482	\$13,211,813	95.7	1
Other Motor Vehicle Dealers	4412	\$1,745,084	\$0	\$1,745,084	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,304,880	\$0	\$1,304,880	100.0	0
Furniture & Home Furnishings Stores	442	\$2,712,027	\$974,024	\$1,738,003	47.2	2
Furniture Stores	4421	\$1,517,400	\$0	\$1,517,400	100.0	0
Home Furnishings Stores	4422	\$1,194,627	\$974,024	\$220,603	10.2	2
Electronics & Appliance Stores	443	\$2,501,365	\$0	\$2,501,365	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,998,099	\$273,960	\$4,724,139	89.6	1
Bldg Material & Supplies Dealers	4441	\$4,579,783	\$273,960	\$4,305,823	88.7	1
Lawn & Garden Equip & Supply Stores	4442	\$418,316	\$0	\$418,316	100.0	0
Food & Beverage Stores	445	\$14,332,729	\$9,293,956	\$5,038,773	21.3	3
Grocery Stores	4451	\$13,044,822	\$9,192,292	\$3,852,530	17.3	2
Specialty Food Stores	4452	\$665,092	\$101,664	\$563,428	73.5	1
Beer, Wine & Liquor Stores	4453	\$622,815	\$0	\$622,815	100.0	0
Health & Personal Care Stores	446,4461	\$4,923,493	\$4,482,488	\$441,005	4.7	3
Gasoline Stations	447,4471	\$7,739,773	\$4,168,055	\$3,571,718	30.0	2
Clothing & Clothing Accessories Stores	448	\$4,212,474	\$2,076,735	\$2,135,739	34.0	6
Clothing Stores	4481	\$2,875,921	\$910,714	\$1,965,207	51.9	3
Shoe Stores	4482	\$624,611	\$366,137	\$258,474	26.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$711,942	\$799,884	-\$87,942	-5.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,189,182	\$1,481,159	\$708,023	19.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,897,695	\$1,481,159	\$416,536	12.3	3
Book, Periodical & Music Stores	4512	\$291,487	\$0	\$291,487	100.0	0
General Merchandise Stores	452	\$11,480,288	\$231,220	\$11,249,068	96.1	1
Department Stores Excluding Leased Depts.	4521	\$8,362,514	\$0	\$8,362,514	100.0	0
Other General Merchandise Stores	4529	\$3,117,774	\$231,220	\$2,886,554	86.2	1
Miscellaneous Store Retailers	453	\$3,495,041	\$2,922,048	\$572,993	8.9	10
Florists	4531	\$168,297	\$496,985	-\$328,688	-49.4	1
Office Supplies, Stationery & Gift Stores	4532	\$763,833	\$997,498	-\$233,665	-13.3	5
Used Merchandise Stores	4533	\$294,880	\$74,036	\$220,844	59.9	1
Other Miscellaneous Store Retailers	4539	\$2,268,031	\$1,353,529	\$914,502	25.3	3
Nonstore Retailers	454	\$1,625,700	\$0	\$1,625,700	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,228,212	\$0	\$1,228,212	100.0	0
Vending Machine Operators	4542	\$77,368	\$0	\$77,368	100.0	0
Direct Selling Establishments	4543	\$320,120	\$0	\$320,120	100.0	0
Food Services & Drinking Places	722	\$7,858,801	\$8,276,269	-\$417,468	-2.6	20
Special Food Services	7223	\$187,314	\$0	\$187,314	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$424,649	\$176,342	\$248,307	41.3	1
Restaurants/Other Eating Places	7225	\$7,246,838	\$8,099,927	-\$853,089	-5.6	19

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

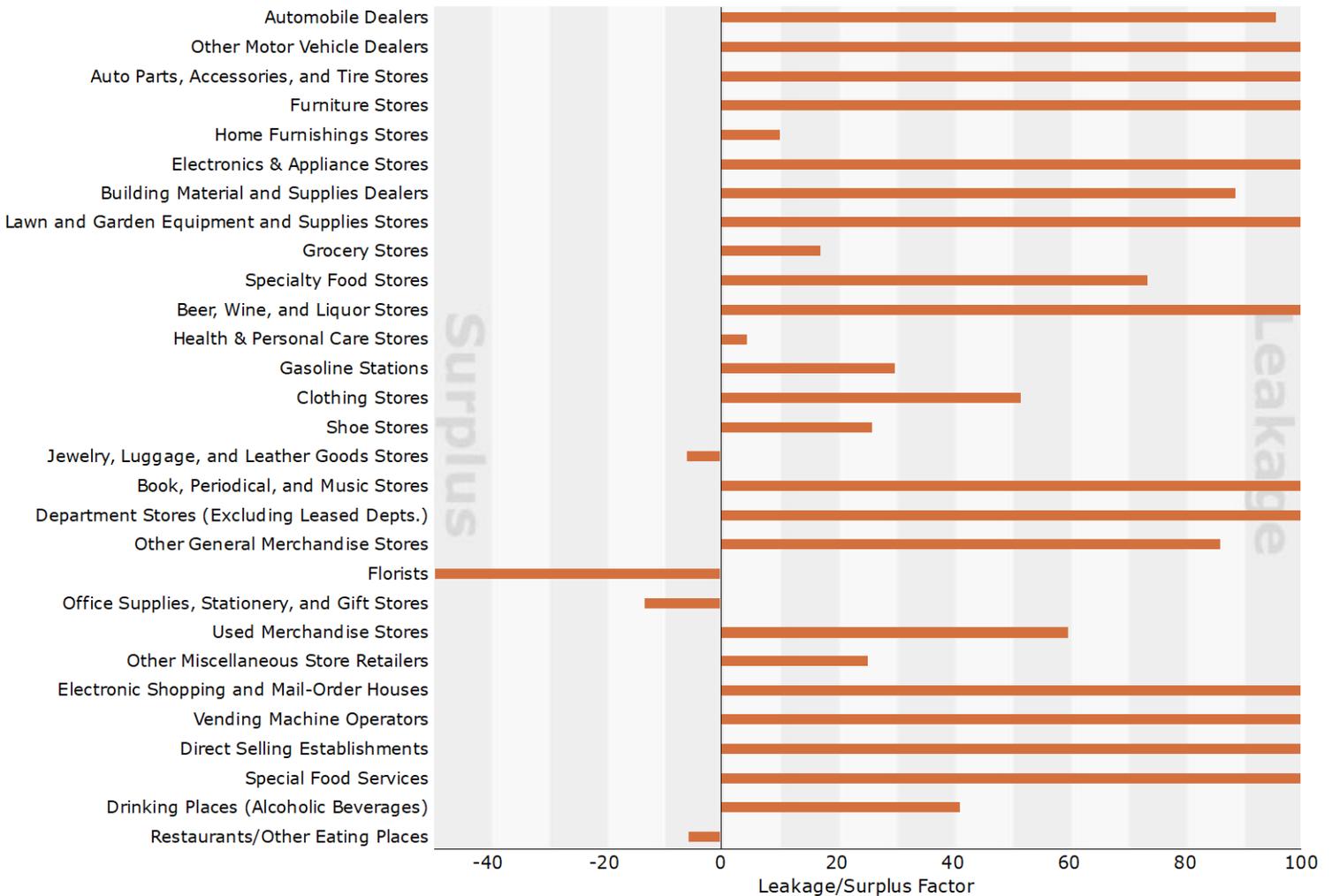
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Beaver Falls City, PA
 Beaver Falls City, PA (4204792)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	8,578
2021 Households	3,333
2021 Median Disposable Income	\$28,645
2021 Per Capita Income	\$19,646

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

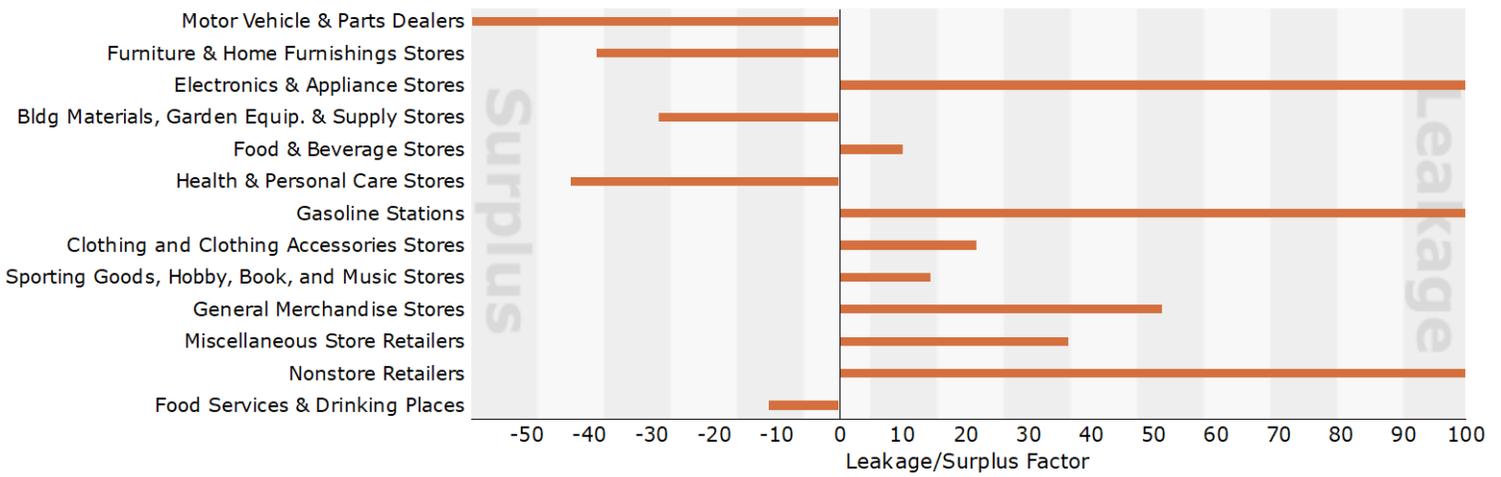
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$73,135,661	\$104,929,279	-\$31,793,618	-17.9	75
Total Retail Trade	44-45	\$66,310,371	\$96,307,890	-\$29,997,519	-18.4	52
Total Food & Drink	722	\$6,825,290	\$8,621,389	-\$1,796,099	-11.6	23
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,125,692	\$54,802,037	-\$40,676,345	-59.0	7
Automobile Dealers	4411	\$11,569,160	\$50,774,366	-\$39,205,206	-62.9	4
Other Motor Vehicle Dealers	4412	\$1,442,708	\$2,886,554	-\$1,443,846	-33.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,113,824	\$1,141,117	-\$27,293	-1.2	2
Furniture & Home Furnishings Stores	442	\$2,319,162	\$5,299,683	-\$2,980,521	-39.1	3
Furniture Stores	4421	\$1,349,124	\$5,299,683	-\$3,950,559	-59.4	3
Home Furnishings Stores	4422	\$970,038	\$0	\$970,038	100.0	0
Electronics & Appliance Stores	443	\$2,174,580	\$0	\$2,174,580	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,804,702	\$6,919,255	-\$3,114,553	-29.0	8
Bldg Material & Supplies Dealers	4441	\$3,493,954	\$6,919,255	-\$3,425,301	-32.9	8
Lawn & Garden Equip & Supply Stores	4442	\$310,748	\$0	\$310,748	100.0	0
Food & Beverage Stores	445	\$12,784,473	\$10,424,151	\$2,360,322	10.2	4
Grocery Stores	4451	\$11,657,134	\$6,841,464	\$4,815,670	26.0	2
Specialty Food Stores	4452	\$598,155	\$3,582,687	-\$2,984,532	-71.4	2
Beer, Wine & Liquor Stores	4453	\$529,184	\$0	\$529,184	100.0	0
Health & Personal Care Stores	446,4461	\$4,144,689	\$10,429,890	-\$6,285,201	-43.1	7
Gasoline Stations	447,4471	\$6,863,071	\$0	\$6,863,071	100.0	0
Clothing & Clothing Accessories Stores	448	\$3,676,696	\$2,355,285	\$1,321,411	21.9	7
Clothing Stores	4481	\$2,533,591	\$1,633,548	\$900,043	21.6	5
Shoe Stores	4482	\$555,398	\$366,137	\$189,261	20.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$587,707	\$355,600	\$232,107	24.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,919,872	\$1,430,183	\$489,689	14.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,652,082	\$963,334	\$688,748	26.3	2
Book, Periodical & Music Stores	4512	\$267,790	\$466,849	-\$199,059	-27.1	2
General Merchandise Stores	452	\$10,089,534	\$3,236,196	\$6,853,338	51.4	4
Department Stores Excluding Leased Depts.	4521	\$7,328,805	\$0	\$7,328,805	100.0	0
Other General Merchandise Stores	4529	\$2,760,729	\$3,236,196	-\$475,467	-7.9	4
Miscellaneous Store Retailers	453	\$3,048,420	\$1,411,210	\$1,637,210	36.7	8
Florists	4531	\$124,703	\$0	\$124,703	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$652,378	\$85,204	\$567,174	76.9	2
Used Merchandise Stores	4533	\$264,780	\$962,468	-\$697,688	-56.8	4
Other Miscellaneous Store Retailers	4539	\$2,006,559	\$363,538	\$1,643,021	69.3	2
Nonstore Retailers	454	\$1,359,480	\$0	\$1,359,480	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,053,127	\$0	\$1,053,127	100.0	0
Vending Machine Operators	4542	\$69,141	\$0	\$69,141	100.0	0
Direct Selling Establishments	4543	\$237,212	\$0	\$237,212	100.0	0
Food Services & Drinking Places	722	\$6,825,290	\$8,621,389	-\$1,796,099	-11.6	23
Special Food Services	7223	\$162,962	\$501,405	-\$338,443	-50.9	3
Drinking Places - Alcoholic Beverages	7224	\$357,328	\$176,342	\$180,986	33.9	1
Restaurants/Other Eating Places	7225	\$6,305,000	\$7,943,642	-\$1,638,642	-11.5	19

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

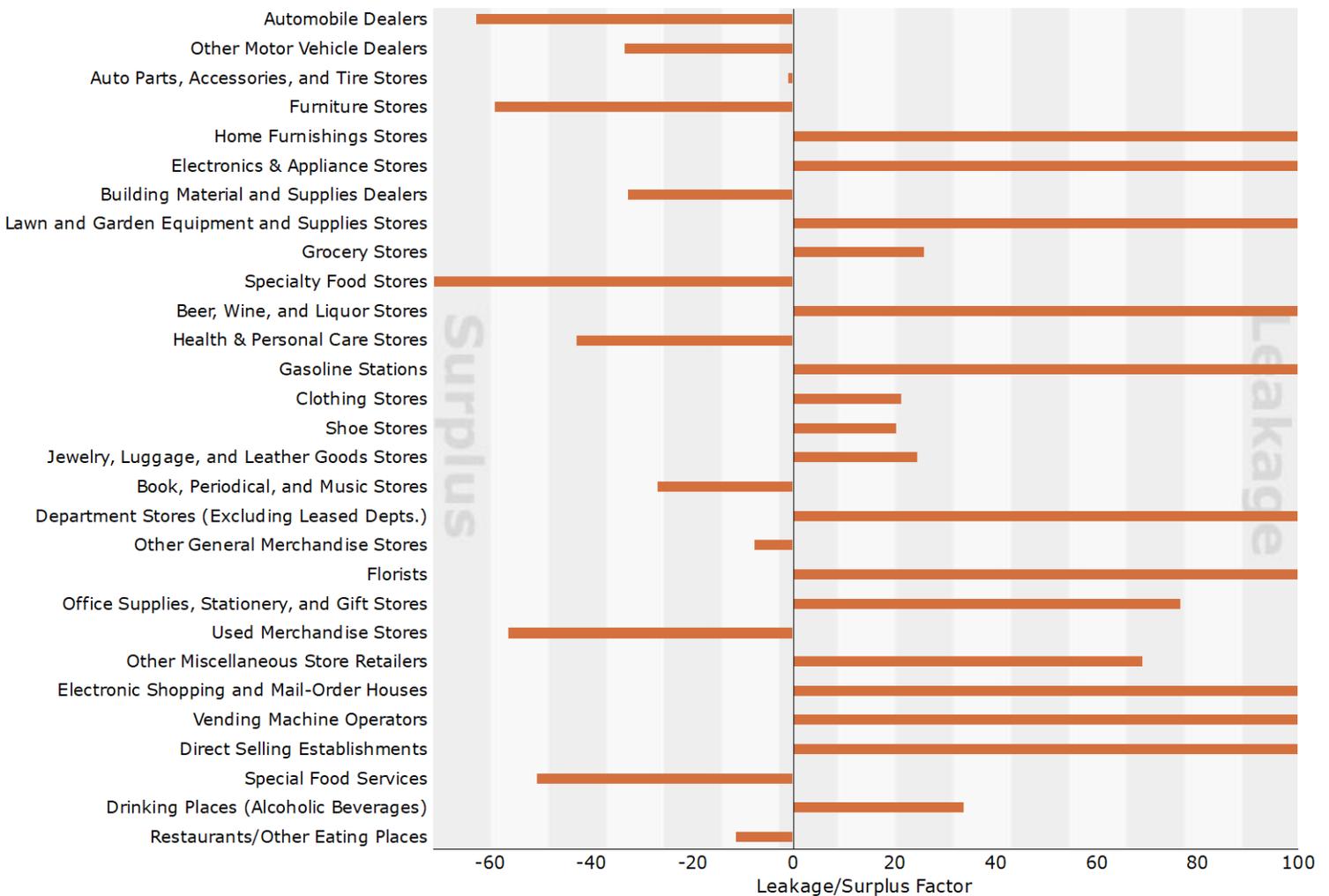
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Midland Borough, PA
 Midland Borough, PA (4249184)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	2,415
2021 Households	1,116
2021 Median Disposable Income	\$28,568
2021 Per Capita Income	\$19,909

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

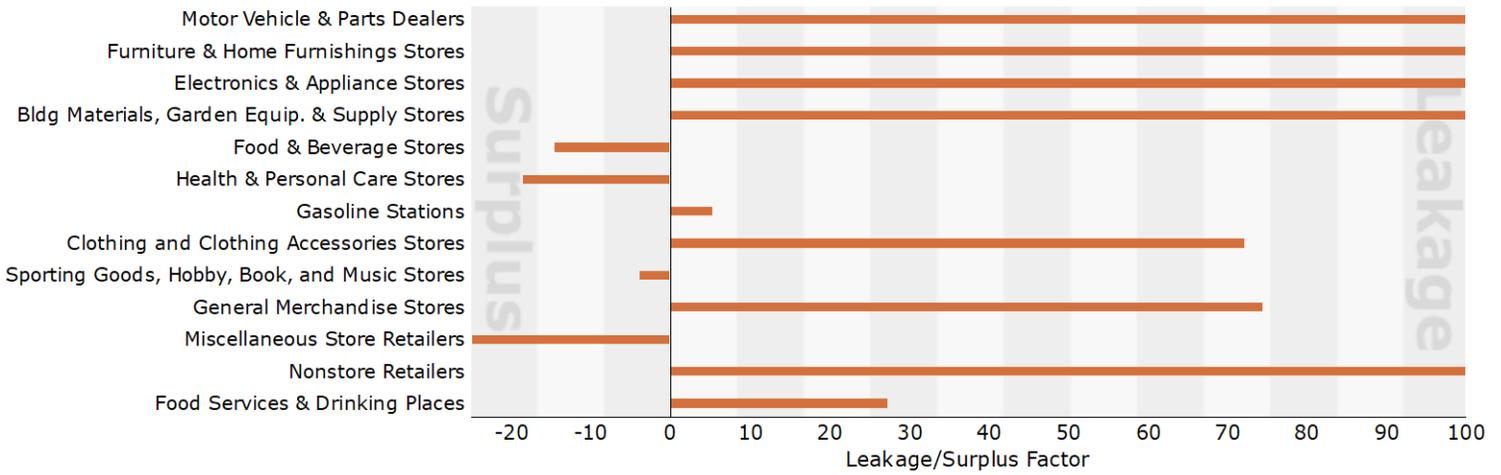
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$29,672,537	\$17,121,485	\$12,551,052	26.8	19
Total Retail Trade	44-45	\$27,047,478	\$15,621,655	\$11,425,823	26.8	13
Total Food & Drink	722	\$2,625,059	\$1,499,830	\$1,125,229	27.3	6
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,980,764	\$0	\$5,980,764	100.0	0
Automobile Dealers	4411	\$4,896,457	\$0	\$4,896,457	100.0	0
Other Motor Vehicle Dealers	4412	\$626,873	\$0	\$626,873	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$457,434	\$0	\$457,434	100.0	0
Furniture & Home Furnishings Stores	442	\$917,943	\$0	\$917,943	100.0	0
Furniture Stores	4421	\$521,781	\$0	\$521,781	100.0	0
Home Furnishings Stores	4422	\$396,162	\$0	\$396,162	100.0	0
Electronics & Appliance Stores	443	\$845,102	\$0	\$845,102	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,730,247	\$0	\$1,730,247	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,581,845	\$0	\$1,581,845	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$148,402	\$0	\$148,402	100.0	0
Food & Beverage Stores	445	\$5,072,681	\$6,805,438	-\$1,732,757	-14.6	3
Grocery Stores	4451	\$4,633,126	\$2,565,549	\$2,067,577	28.7	1
Specialty Food Stores	4452	\$235,918	\$0	\$235,918	100.0	0
Beer, Wine & Liquor Stores	4453	\$203,637	\$4,239,889	-\$4,036,252	-90.8	2
Health & Personal Care Stores	446,4461	\$1,747,544	\$2,549,282	-\$801,738	-18.7	2
Gasoline Stations	447,4471	\$2,830,031	\$2,543,522	\$286,509	5.3	2
Clothing & Clothing Accessories Stores	448	\$1,393,810	\$224,902	\$1,168,908	72.2	1
Clothing Stores	4481	\$962,901	\$224,902	\$737,999	62.1	1
Shoe Stores	4482	\$211,762	\$0	\$211,762	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$219,147	\$0	\$219,147	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$736,491	\$795,487	-\$58,996	-3.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$638,875	\$795,487	-\$156,612	-10.9	2
Book, Periodical & Music Stores	4512	\$97,616	\$0	\$97,616	100.0	0
General Merchandise Stores	452	\$3,954,618	\$578,050	\$3,376,568	74.5	1
Department Stores Excluding Leased Depts.	4521	\$2,852,886	\$0	\$2,852,886	100.0	0
Other General Merchandise Stores	4529	\$1,101,732	\$578,050	\$523,682	31.2	1
Miscellaneous Store Retailers	453	\$1,271,357	\$2,124,974	-\$853,617	-25.1	2
Florists	4531	\$54,608	\$45,180	\$9,428	9.4	1
Office Supplies, Stationery & Gift Stores	4532	\$257,667	\$0	\$257,667	100.0	0
Used Merchandise Stores	4533	\$98,067	\$0	\$98,067	100.0	0
Other Miscellaneous Store Retailers	4539	\$861,015	\$2,079,794	-\$1,218,779	-41.4	1
Nonstore Retailers	454	\$566,890	\$0	\$566,890	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$422,577	\$0	\$422,577	100.0	0
Vending Machine Operators	4542	\$27,075	\$0	\$27,075	100.0	0
Direct Selling Establishments	4543	\$117,238	\$0	\$117,238	100.0	0
Food Services & Drinking Places	722	\$2,625,059	\$1,499,830	\$1,125,229	27.3	6
Special Food Services	7223	\$63,484	\$0	\$63,484	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$134,806	\$0	\$134,806	100.0	0
Restaurants/Other Eating Places	7225	\$2,426,769	\$1,499,830	\$926,939	23.6	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

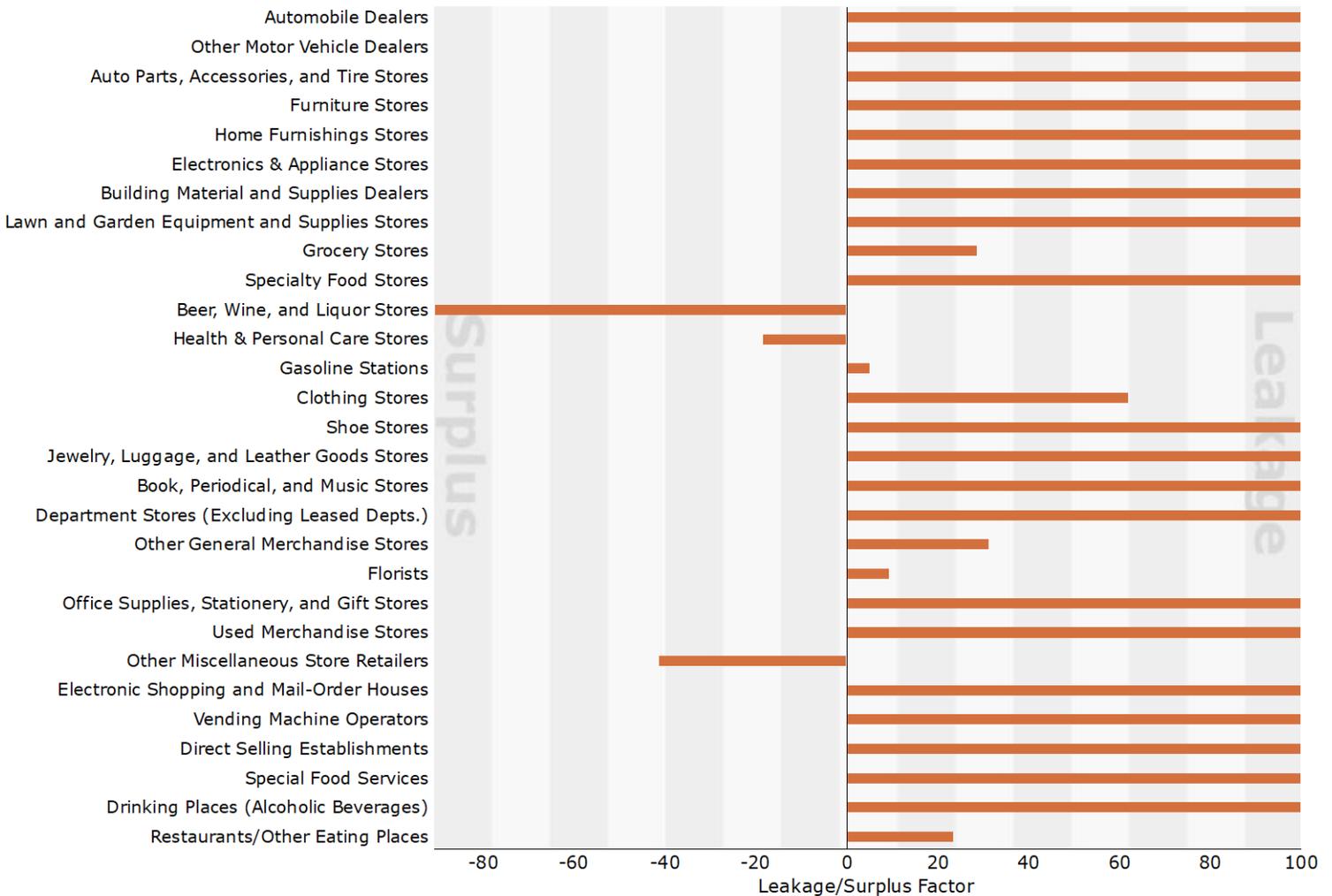
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Monaca Borough, PA
 Monaca Borough, PA (4250320)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	5,528
2021 Households	2,570
2021 Median Disposable Income	\$37,276
2021 Per Capita Income	\$27,764

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

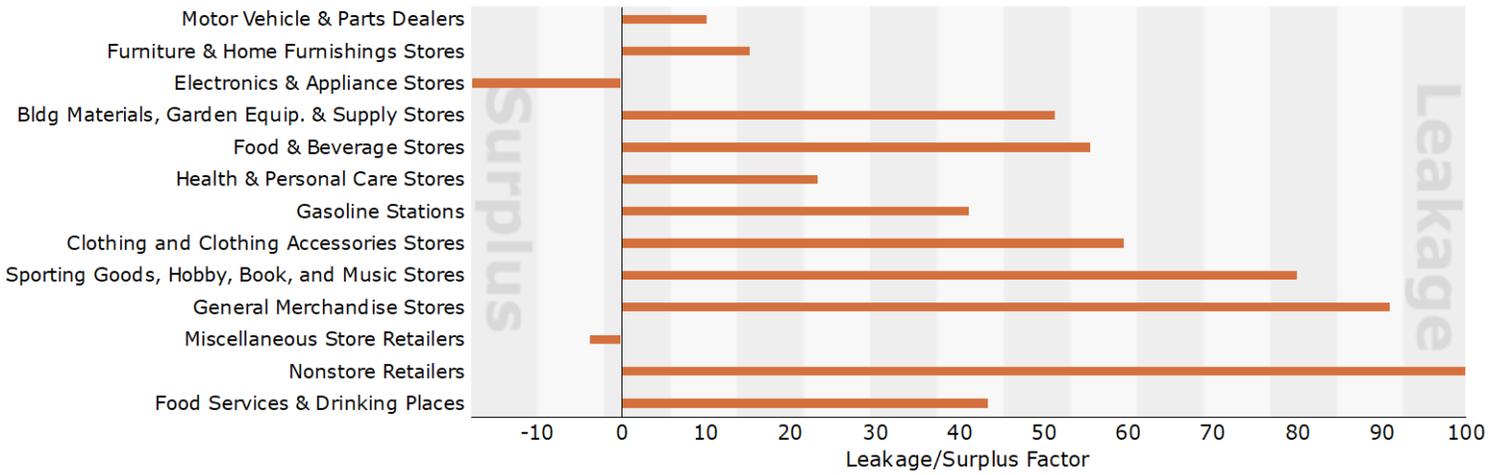
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$75,426,851	\$35,955,790	\$39,471,061	35.4	40
Total Retail Trade	44-45	\$68,984,400	\$33,419,597	\$35,564,803	34.7	29
Total Food & Drink	722	\$6,442,451	\$2,536,193	\$3,906,258	43.5	11
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,644,354	\$12,773,725	\$2,870,629	10.1	6
Automobile Dealers	4411	\$12,774,685	\$891,666	\$11,883,019	87.0	2
Other Motor Vehicle Dealers	4412	\$1,714,029	\$11,051,583	-\$9,337,554	-73.1	2
Auto Parts, Accessories & Tire Stores	4413	\$1,155,640	\$830,476	\$325,164	16.4	2
Furniture & Home Furnishings Stores	442	\$2,248,767	\$1,651,462	\$597,305	15.3	2
Furniture Stores	4421	\$1,251,466	\$1,261,852	-\$10,386	-0.4	1
Home Furnishings Stores	4422	\$997,301	\$389,610	\$607,691	43.8	1
Electronics & Appliance Stores	443	\$2,080,495	\$2,981,679	-\$901,184	-17.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,749,339	\$1,529,747	\$3,219,592	51.3	3
Bldg Material & Supplies Dealers	4441	\$4,309,704	\$1,529,747	\$2,779,957	47.6	3
Lawn & Garden Equip & Supply Stores	4442	\$439,635	\$0	\$439,635	100.0	0
Food & Beverage Stores	445	\$12,728,667	\$3,634,528	\$9,094,139	55.6	5
Grocery Stores	4451	\$11,636,894	\$3,634,528	\$8,002,366	52.4	5
Specialty Food Stores	4452	\$592,997	\$0	\$592,997	100.0	0
Beer, Wine & Liquor Stores	4453	\$498,776	\$0	\$498,776	100.0	0
Health & Personal Care Stores	446,4461	\$4,424,601	\$2,755,257	\$1,669,344	23.3	2
Gasoline Stations	447,4471	\$7,186,718	\$2,994,122	\$4,192,596	41.2	1
Clothing & Clothing Accessories Stores	448	\$3,355,605	\$848,740	\$2,506,865	59.6	3
Clothing Stores	4481	\$2,325,592	\$182,328	\$2,143,264	85.5	1
Shoe Stores	4482	\$511,760	\$488,182	\$23,578	2.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$518,253	\$178,230	\$340,023	48.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,843,877	\$204,452	\$1,639,425	80.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,604,200	\$204,452	\$1,399,748	77.4	1
Book, Periodical & Music Stores	4512	\$239,677	\$0	\$239,677	100.0	0
General Merchandise Stores	452	\$9,903,780	\$462,440	\$9,441,340	91.1	1
Department Stores Excluding Leased Depts.	4521	\$7,117,666	\$0	\$7,117,666	100.0	0
Other General Merchandise Stores	4529	\$2,786,114	\$462,440	\$2,323,674	71.5	1
Miscellaneous Store Retailers	453	\$3,324,944	\$3,583,445	-\$258,501	-3.7	4
Florists	4531	\$148,065	\$0	\$148,065	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$638,800	\$0	\$638,800	100.0	0
Used Merchandise Stores	4533	\$238,741	\$0	\$238,741	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,299,338	\$3,583,445	-\$1,284,107	-21.8	4
Nonstore Retailers	454	\$1,493,253	\$0	\$1,493,253	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,067,916	\$0	\$1,067,916	100.0	0
Vending Machine Operators	4542	\$67,298	\$0	\$67,298	100.0	0
Direct Selling Establishments	4543	\$358,039	\$0	\$358,039	100.0	0
Food Services & Drinking Places	722	\$6,442,451	\$2,536,193	\$3,906,258	43.5	11
Special Food Services	7223	\$167,816	\$0	\$167,816	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$321,844	\$822,349	-\$500,505	-43.7	4
Restaurants/Other Eating Places	7225	\$5,952,791	\$1,713,844	\$4,238,947	55.3	7

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

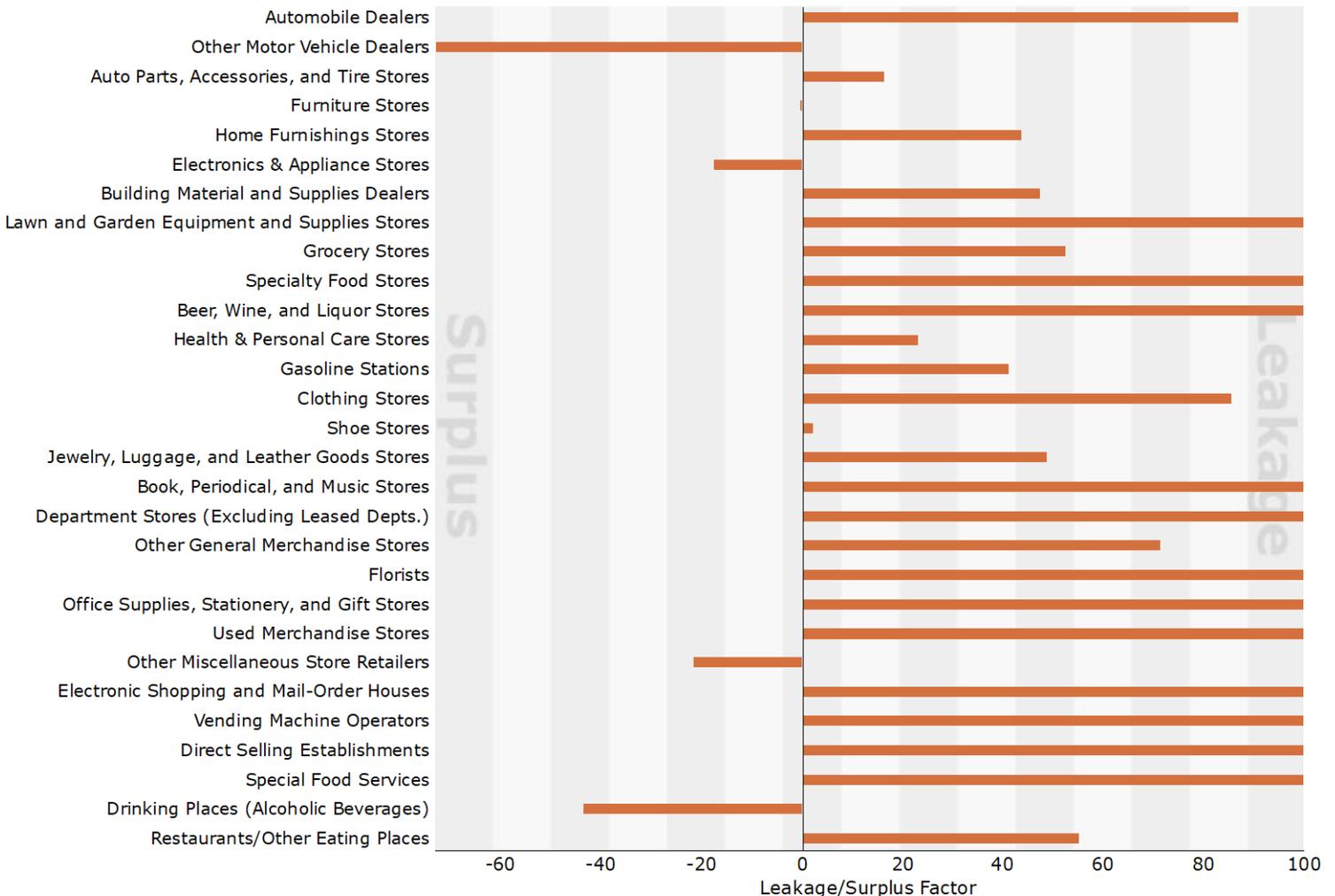
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

New Brighton Borough, PA 2
 New Brighton Borough, PA (4253288)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	5,816
2021 Households	2,585
2021 Median Disposable Income	\$33,777
2021 Per Capita Income	\$21,416

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

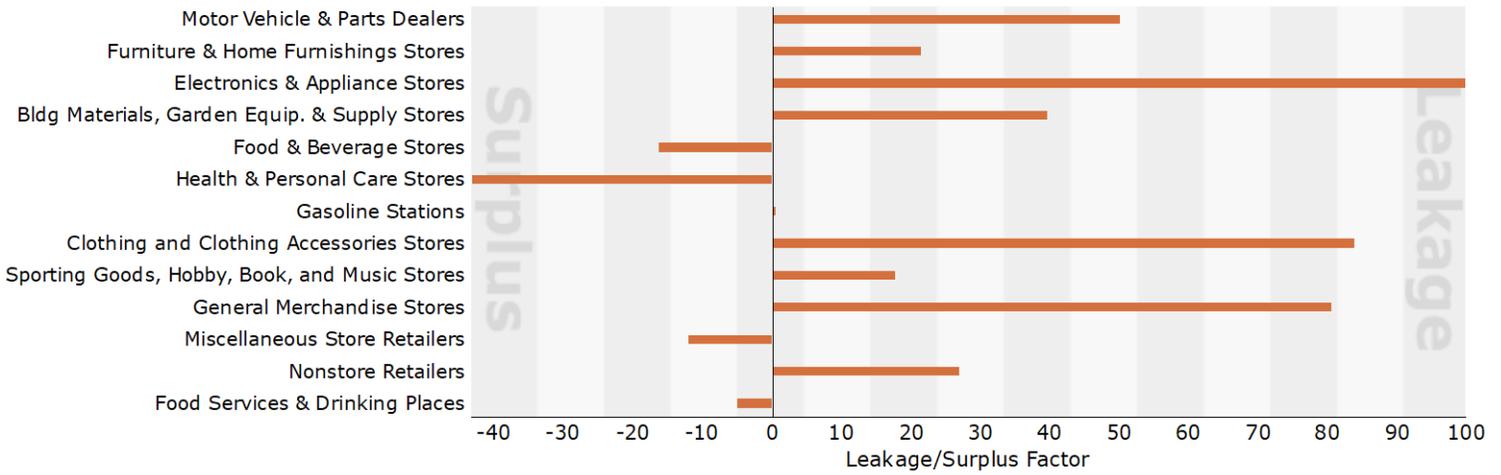
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$65,403,308	\$51,656,573	\$13,746,735	11.7	56
Total Retail Trade	44-45	\$59,780,110	\$45,436,616	\$14,343,494	13.6	41
Total Food & Drink	722	\$5,623,198	\$6,219,957	-\$596,759	-5.0	15
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,480,420	\$4,461,839	\$9,018,581	50.3	9
Automobile Dealers	4411	\$11,025,559	\$2,614,880	\$8,410,679	61.7	5
Other Motor Vehicle Dealers	4412	\$1,456,081	\$0	\$1,456,081	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$998,780	\$1,846,959	-\$848,179	-29.8	4
Furniture & Home Furnishings Stores	442	\$1,954,364	\$1,261,852	\$692,512	21.5	1
Furniture Stores	4421	\$1,104,520	\$1,261,852	-\$157,332	-6.6	1
Home Furnishings Stores	4422	\$849,844	\$0	\$849,844	100.0	0
Electronics & Appliance Stores	443	\$1,817,256	\$0	\$1,817,256	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,946,043	\$1,703,201	\$2,242,842	39.7	2
Bldg Material & Supplies Dealers	4441	\$3,586,204	\$1,703,201	\$1,883,003	35.6	2
Lawn & Garden Equip & Supply Stores	4442	\$359,839	\$0	\$359,839	100.0	0
Food & Beverage Stores	445	\$11,143,285	\$15,498,565	-\$4,355,280	-16.3	8
Grocery Stores	4451	\$10,190,599	\$11,116,454	-\$925,855	-4.3	2
Specialty Food Stores	4452	\$520,138	\$565,853	-\$45,715	-4.2	4
Beer, Wine & Liquor Stores	4453	\$432,548	\$3,816,258	-\$3,383,710	-79.6	2
Health & Personal Care Stores	446,4461	\$3,803,944	\$9,612,457	-\$5,808,513	-43.3	4
Gasoline Stations	447,4471	\$6,279,461	\$6,198,468	\$80,993	0.6	2
Clothing & Clothing Accessories Stores	448	\$2,946,698	\$255,444	\$2,691,254	84.0	1
Clothing Stores	4481	\$2,047,504	\$255,444	\$1,792,060	77.8	1
Shoe Stores	4482	\$451,117	\$0	\$451,117	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$448,077	\$0	\$448,077	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,610,880	\$1,123,324	\$487,556	17.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,397,209	\$1,123,324	\$273,885	10.9	2
Book, Periodical & Music Stores	4512	\$213,671	\$0	\$213,671	100.0	0
General Merchandise Stores	452	\$8,647,026	\$923,997	\$7,723,029	80.7	1
Department Stores Excluding Leased Depts.	4521	\$6,215,055	\$0	\$6,215,055	100.0	0
Other General Merchandise Stores	4529	\$2,431,971	\$923,997	\$1,507,974	44.9	1
Miscellaneous Store Retailers	453	\$2,872,554	\$3,663,902	-\$791,348	-12.1	10
Florists	4531	\$121,753	\$1,263,762	-\$1,142,009	-82.4	3
Office Supplies, Stationery & Gift Stores	4532	\$552,936	\$42,602	\$510,334	85.7	1
Used Merchandise Stores	4533	\$210,936	\$148,072	\$62,864	17.5	1
Other Miscellaneous Store Retailers	4539	\$1,986,929	\$2,209,466	-\$222,537	-5.3	5
Nonstore Retailers	454	\$1,278,179	\$733,567	\$544,612	27.1	1
Electronic Shopping & Mail-Order Houses	4541	\$923,661	\$733,567	\$190,094	11.5	1
Vending Machine Operators	4542	\$59,047	\$0	\$59,047	100.0	0
Direct Selling Establishments	4543	\$295,471	\$0	\$295,471	100.0	0
Food Services & Drinking Places	722	\$5,623,198	\$6,219,957	-\$596,759	-5.0	15
Special Food Services	7223	\$145,175	\$0	\$145,175	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$279,716	\$821,825	-\$542,109	-49.2	3
Restaurants/Other Eating Places	7225	\$5,198,307	\$5,398,132	-\$199,825	-1.9	12

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

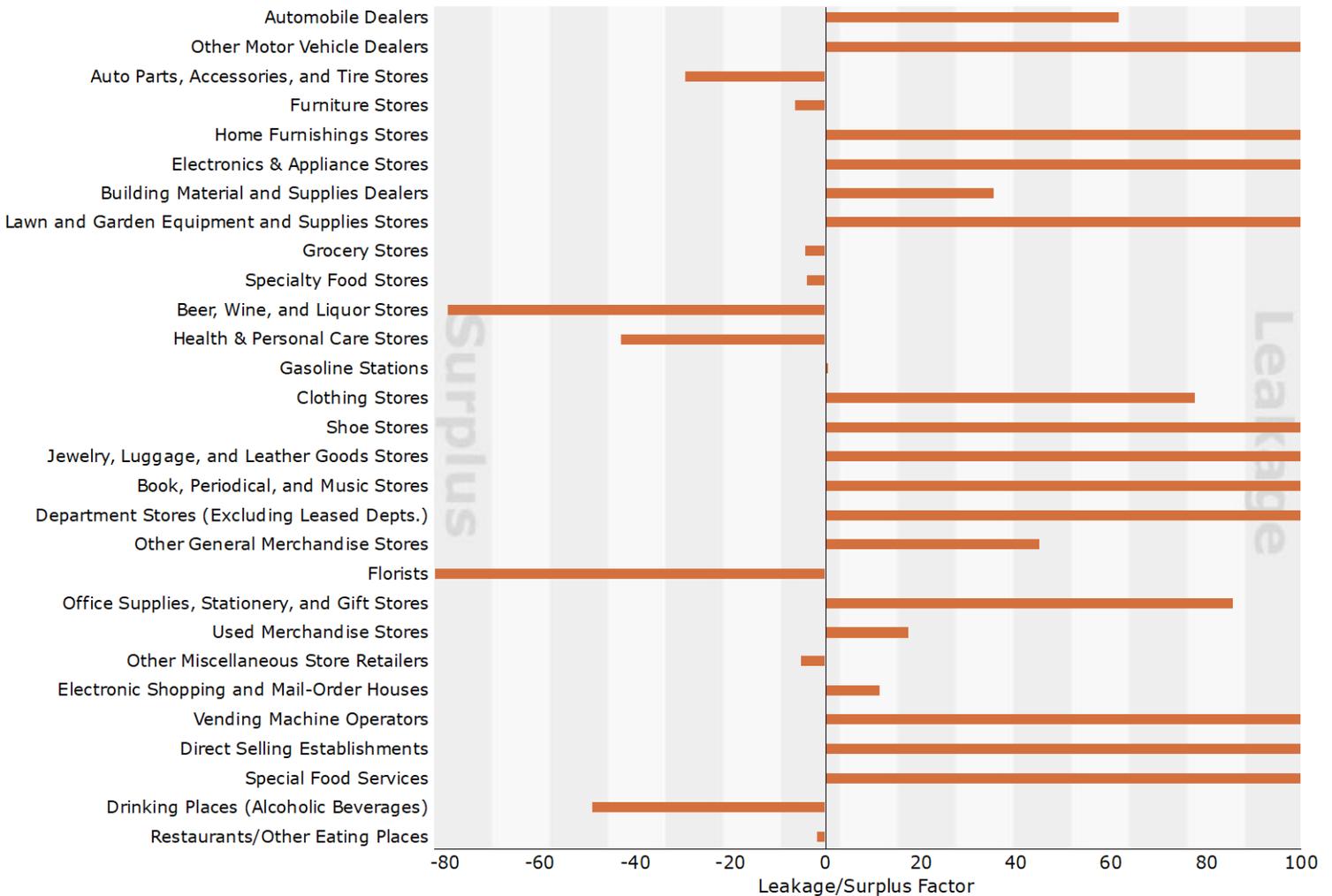
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Rochester Borough, PA
 Rochester Borough, PA (4265392)
 Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	3,523
2021 Households	1,528
2021 Median Disposable Income	\$31,523
2021 Per Capita Income	\$23,449

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

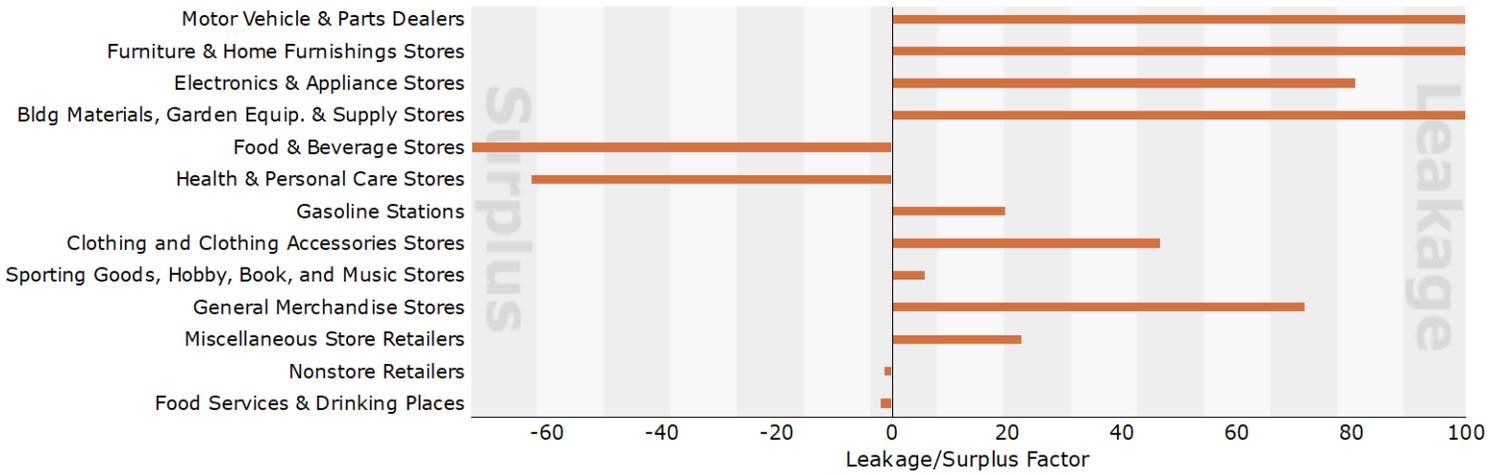
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$37,189,608	\$60,820,748	-\$23,631,140	-24.1	31
Total Retail Trade	44-45	\$33,933,890	\$57,433,744	-\$23,499,854	-25.7	19
Total Food & Drink	722	\$3,255,718	\$3,387,004	-\$131,286	-2.0	12
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,553,697	\$0	\$7,553,697	100.0	0
Automobile Dealers	4411	\$6,181,789	\$0	\$6,181,789	100.0	0
Other Motor Vehicle Dealers	4412	\$803,862	\$0	\$803,862	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$568,046	\$0	\$568,046	100.0	0
Furniture & Home Furnishings Stores	442	\$1,130,109	\$0	\$1,130,109	100.0	0
Furniture Stores	4421	\$643,366	\$0	\$643,366	100.0	0
Home Furnishings Stores	4422	\$486,743	\$0	\$486,743	100.0	0
Electronics & Appliance Stores	443	\$1,050,897	\$111,554	\$939,343	80.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,172,390	\$0	\$2,172,390	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,979,436	\$0	\$1,979,436	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$192,954	\$0	\$192,954	100.0	0
Food & Beverage Stores	445	\$6,362,382	\$41,470,825	-\$35,108,443	-73.4	3
Grocery Stores	4451	\$5,814,951	\$41,470,825	-\$35,655,874	-75.4	3
Specialty Food Stores	4452	\$296,816	\$0	\$296,816	100.0	0
Beer, Wine & Liquor Stores	4453	\$250,615	\$0	\$250,615	100.0	0
Health & Personal Care Stores	446,4461	\$2,153,356	\$9,443,429	-\$7,290,073	-62.9	3
Gasoline Stations	447,4471	\$3,569,993	\$2,395,298	\$1,174,695	19.7	1
Clothing & Clothing Accessories Stores	448	\$1,717,358	\$622,515	\$1,094,843	46.8	1
Clothing Stores	4481	\$1,193,374	\$0	\$1,193,374	100.0	0
Shoe Stores	4482	\$262,517	\$0	\$262,517	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$261,467	\$622,515	-\$361,048	-40.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$928,700	\$826,735	\$101,965	5.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$804,332	\$826,735	-\$22,403	-1.4	2
Book, Periodical & Music Stores	4512	\$124,368	\$0	\$124,368	100.0	0
General Merchandise Stores	452	\$4,963,836	\$809,270	\$4,154,566	72.0	1
Department Stores Excluding Leased Depts.	4521	\$3,577,889	\$0	\$3,577,889	100.0	0
Other General Merchandise Stores	4529	\$1,385,947	\$809,270	\$576,677	26.3	1
Miscellaneous Store Retailers	453	\$1,616,684	\$1,020,551	\$596,133	22.6	6
Florists	4531	\$67,755	\$0	\$67,755	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$317,818	\$85,204	\$232,614	57.7	1
Used Merchandise Stores	4533	\$123,001	\$518,252	-\$395,251	-61.6	3
Other Miscellaneous Store Retailers	4539	\$1,108,110	\$417,095	\$691,015	45.3	2
Nonstore Retailers	454	\$714,488	\$733,567	-\$19,079	-1.3	1
Electronic Shopping & Mail-Order Houses	4541	\$526,963	\$733,567	-\$206,604	-16.4	1
Vending Machine Operators	4542	\$33,855	\$0	\$33,855	100.0	0
Direct Selling Establishments	4543	\$153,670	\$0	\$153,670	100.0	0
Food Services & Drinking Places	722	\$3,255,718	\$3,387,004	-\$131,286	-2.0	12
Special Food Services	7223	\$82,123	\$0	\$82,123	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$163,972	\$352,685	-\$188,713	-36.5	2
Restaurants/Other Eating Places	7225	\$3,009,623	\$3,034,319	-\$24,696	-0.4	10

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

