

## RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

**Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 5.00 Miles, Total**

| Retail Stores                                    | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales & Eating, Drinking Places     | 792,304,409                            | 692,419,934                   | 99,884,475                 |
| Motor Vehicle & Parts Dealers-441                | 146,078,112                            | 208,570,378                   | (62,492,266)               |
| Automotive Dealers-4411                          | 119,480,268                            | 180,161,885                   | (60,681,617)               |
| Other Motor Vehicle Dealers-4412                 | 14,644,486                             | 7,706,571                     | 6,937,915                  |
| Automotive Parts/Accessories, Tire Stores-4413   | 11,953,358                             | 20,701,922                    | (8,748,564)                |
| Furniture & Home Furnishings Stores-442          | 15,226,044                             | 4,190,731                     | 11,035,313                 |
| Furniture Stores-4421                            | 7,974,859                              | 1,124,496                     | 6,850,363                  |
| Home Furnishing Stores-4422                      | 7,251,186                              | 3,066,235                     | 4,184,951                  |
| Electronics & Appliances Stores-443              | 14,041,613                             | 15,164,732                    | (1,123,119)                |
| Appliance, TV, Electronics Stores-44311          | 10,970,999                             | 14,747,467                    | (3,776,468)                |
| Household Appliances Stores-443111               | 1,970,527                              | 1,174,970                     | 795,557                    |
| Radio, Television, Electronics Stores-443112     | 9,000,473                              | 13,572,497                    | (4,572,024)                |
| Computer & Software Stores-44312                 | 2,748,679                              | 417,265                       | 2,331,414                  |
| Camera & Photographic Equipment Stores-44313     | 321,935                                | 0                             | 321,935                    |
| Building Material, Garden Equipment Stores -444  | 83,367,826                             | 58,370,504                    | 24,997,322                 |
| Building Material & Supply Dealers-4441          | 71,113,686                             | 55,740,245                    | 15,373,441                 |
| Home Centers-44411                               | 28,661,092                             | 35,641,851                    | (6,980,759)                |
| Paint & Wallpaper Stores-44412                   | 1,210,683                              | 97,094                        | 1,113,589                  |
| Hardware Stores-44413                            | 7,224,136                              | 8,754,270                     | (1,530,134)                |
| Other Building Materials Dealers-44419           | 34,017,775                             | 11,247,030                    | 22,770,745                 |
| Building Materials, Lumberyards-444191           | 12,943,405                             | 4,206,446                     | 8,736,959                  |
| Lawn/Garden Equipment/Supplies Stores-4442       | 12,254,141                             | 2,630,259                     | 9,623,882                  |
| Outdoor Power Equipment Stores-44421             | 3,818,863                              | 871,091                       | 2,947,772                  |
| Nursery & Garden Centers-44422                   | 8,435,278                              | 1,759,167                     | 6,676,111                  |
| Food & Beverage Stores-445                       | 105,345,684                            | 65,271,527                    | 40,074,157                 |
| Grocery Stores-4451                              | 67,488,430                             | 55,351,653                    | 12,136,777                 |
| Supermarkets, Grocery Stores-44511               | 62,902,972                             | 52,894,915                    | 10,008,057                 |
| Convenience Stores-44512                         | 4,585,458                              | 2,456,737                     | 2,128,721                  |
| Specialty Food Stores-4452                       | 8,312,786                              | 767,008                       | 7,545,778                  |
| Beer, Wine & Liquor Stores-4453                  | 29,544,468                             | 9,152,867                     | 20,391,601                 |
| Health & Personal Care Stores-446                | 41,070,063                             | 55,794,019                    | (14,723,956)               |
| Pharmacies & Drug Stores-44611                   | 32,768,399                             | 48,813,445                    | (16,045,046)               |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 2,826,165                              | 829,177                       | 1,996,988                  |
| Optical Goods Stores-44613                       | 1,816,003                              | 3,156,397                     | (1,340,394)                |
| Other Health & Personal Care Stores-44619        | 3,659,495                              | 2,995,000                     | 664,495                    |



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| Retail Stores                                   | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Gasoline Stations-447                           | 77,436,026                             | 45,822,243                    | 31,613,783                 |
| Gasoline Stations with Convenience Stores-44711 | 57,169,660                             | 33,865,663                    | 23,303,997                 |
| Other Gasoline Stations-44719                   | 20,266,367                             | 11,956,580                    | 8,309,787                  |
| Clothing & Clothing Accessories Stores-448      | 35,066,908                             | 39,683,651                    | (4,616,743)                |
| Clothing Stores-4481                            | 18,781,274                             | 7,177,237                     | 11,604,037                 |
| Men's Clothing Stores-44811                     | 953,105                                | 281,686                       | 671,419                    |
| Women's Clothing Stores-44812                   | 4,106,932                              | 151,069                       | 3,955,863                  |
| Children's, Infants' Clothing Stores-44813      | 1,136,170                              | 3,364,236                     | (2,228,066)                |
| Family Clothing Stores-44814                    | 10,169,298                             | 3,322,172                     | 6,847,126                  |
| Clothing Accessories Stores-44815               | 812,033                                | 0                             | 812,033                    |
| Other Clothing Stores-44819                     | 1,603,735                              | 58,074                        | 1,545,661                  |
| Shoe Stores-4482                                | 2,797,110                              | 2,282,739                     | 514,371                    |
| Jewelry, Luggage, Leather Goods Stores-4483     | 13,488,524                             | 30,223,675                    | (16,735,151)               |
| Jewelry Stores-44831                            | 12,043,870                             | 30,223,675                    | (18,179,805)               |
| Luggage & Leather Goods Stores-44832            | 1,444,654                              | 0                             | 1,444,654                  |
| Sporting Goods, Hobby, Book, Music Stores-451   | 14,297,346                             | 3,526,091                     | 10,771,255                 |
| Sporting Goods, Hobby, Musical Inst Stores-4511 | 12,513,072                             | 2,879,598                     | 9,633,474                  |
| Sporting Goods Stores-45111                     | 6,720,457                              | 1,962,895                     | 4,757,562                  |
| Hobby, Toy & Game Stores-45112                  | 3,451,719                              | 125,751                       | 3,325,968                  |
| Sewing, Needlework & Piece Goods Stores-45113   | 1,102,581                              | 441,337                       | 661,244                    |
| Musical Instrument & Supplies Stores-45114      | 1,238,315                              | 349,615                       | 888,700                    |
| Book, Periodical & Music Stores-4512            | 1,784,274                              | 646,493                       | 1,137,781                  |
| Book Stores & News Dealers-45121                | 1,515,044                              | 646,493                       | 868,551                    |
| Book Stores-451211                              | 1,318,103                              | 646,493                       | 671,610                    |
| News Dealers & Newsstands-451212                | 196,941                                | 0                             | 196,941                    |
| Prerecorded Tape, CD, Record Stores-45122       | 269,231                                | 0                             | 269,231                    |
| General Merchandise Stores-452                  | 91,069,175                             | 85,843,400                    | 5,225,775                  |
| Department Stores, Excl Leased Departments-4521 | 37,851,749                             | 73,607,955                    | (35,756,206)               |
| Other General Merchandise Stores-4529           | 53,217,426                             | 12,235,445                    | 40,981,981                 |
| Miscellaneous Store Retailers-453               | 22,099,086                             | 41,279,257                    | (19,180,171)               |
| Florists-4531                                   | 809,615                                | 3,902,028                     | (3,092,413)                |
| Office Supplies, Stationery, Gift Stores-4532   | 9,896,642                              | 11,744,745                    | (1,848,103)                |
| Office Supplies & Stationery Stores-45321       | 4,760,818                              | 3,171,743                     | 1,589,075                  |
| Gift, Novelty & Souvenir Stores-45322           | 5,135,823                              | 8,573,002                     | (3,437,179)                |
| Used Merchandise Stores-4533                    | 1,528,062                              | 2,407,426                     | (879,364)                  |
| Other Miscellaneous Store Retailers-4539        | 9,864,767                              | 23,225,059                    | (13,360,292)               |
| Non-Store Retailers-454                         | 65,785,773                             | 27,189,076                    | 38,596,697                 |



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| Retail Stores                                 | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Foodservice & Drinking Places-722             | 81,420,751                             | 41,714,324                    | 39,706,427                 |
| Full-Service Restaurants-7221                 | 36,617,232                             | 16,615,655                    | 20,001,577                 |
| Limited-Service Eating Places-7222            | 32,408,335                             | 22,616,211                    | 9,792,124                  |
| Special Foodservices-7223                     | 8,933,726                              | 363,282                       | 8,570,444                  |
| Drinking Places -Alcoholic Beverages-7224     | 3,461,459                              | 2,119,176                     | 1,342,283                  |
| <br>GAFO *                                    | <br>179,597,728                        | <br>160,153,351               | <br>19,444,377             |
| General Merchandise Stores-452                | 91,069,175                             | 85,843,400                    | 5,225,775                  |
| Clothing & Clothing Accessories Stores-448    | 35,066,908                             | 39,683,651                    | (4,616,743)                |
| Furniture & Home Furnishings Stores-442       | 15,226,044                             | 4,190,731                     | 11,035,313                 |
| Electronics & Appliances Stores-443           | 14,041,613                             | 15,164,732                    | (1,123,119)                |
| Sporting Goods, Hobby, Book, Music Stores-451 | 14,297,346                             | 3,526,091                     | 10,771,255                 |
| Office Supplies, Stationery, Gift Stores-4532 | 9,896,642                              | 11,744,745                    | (1,848,103)                |

## RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

**Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 7.00 Miles, Total**

| Retail Stores                                    | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales & Eating, Drinking Places     | 1,059,406,586                          | 766,737,398                   | 292,669,188                |
| Motor Vehicle & Parts Dealers-441                | 198,324,972                            | 222,046,872                   | (23,721,900)               |
| Automotive Dealers-4411                          | 162,083,872                            | 190,369,589                   | (28,285,717)               |
| Other Motor Vehicle Dealers-4412                 | 20,196,002                             | 9,824,761                     | 10,371,241                 |
| Automotive Parts/Accessories, Tire Stores-4413   | 16,045,099                             | 21,852,521                    | (5,807,422)                |
| Furniture & Home Furnishings Stores-442          | 20,572,663                             | 4,335,736                     | 16,236,927                 |
| Furniture Stores-4421                            | 10,795,761                             | 1,124,496                     | 9,671,265                  |
| Home Furnishing Stores-4422                      | 9,776,902                              | 3,211,240                     | 6,565,662                  |
| Electronics & Appliances Stores-443              | 18,827,319                             | 16,368,413                    | 2,458,906                  |
| Appliance, TV, Electronics Stores-44311          | 14,700,454                             | 15,878,188                    | (1,177,734)                |
| Household Appliances Stores-443111               | 2,641,410                              | 1,211,007                     | 1,430,403                  |
| Radio, Television, Electronics Stores-443112     | 12,059,044                             | 14,667,180                    | (2,608,136)                |
| Computer & Software Stores-44312                 | 3,695,512                              | 490,225                       | 3,205,287                  |
| Camera & Photographic Equipment Stores-44313     | 431,353                                | 0                             | 431,353                    |
| Building Material, Garden Equipment Stores -444  | 112,701,402                            | 65,709,988                    | 46,991,414                 |
| Building Material & Supply Dealers-4441          | 96,101,232                             | 58,921,159                    | 37,180,073                 |
| Home Centers-44411                               | 38,672,306                             | 37,381,035                    | 1,291,271                  |
| Paint & Wallpaper Stores-44412                   | 1,642,724                              | 97,094                        | 1,545,630                  |
| Hardware Stores-44413                            | 9,685,484                              | 9,033,015                     | 652,469                    |
| Other Building Materials Dealers-44419           | 46,100,718                             | 12,410,014                    | 33,690,704                 |
| Building Materials, Lumberyards-444191           | 17,399,904                             | 4,641,406                     | 12,758,498                 |
| Lawn/Garden Equipment/Supplies Stores-4442       | 16,600,170                             | 6,788,829                     | 9,811,341                  |
| Outdoor Power Equipment Stores-44421             | 5,266,336                              | 1,102,552                     | 4,163,784                  |
| Nursery & Garden Centers-44422                   | 11,333,834                             | 5,686,277                     | 5,647,557                  |
| Food & Beverage Stores-445                       | 138,711,199                            | 74,213,980                    | 64,497,219                 |
| Grocery Stores-4451                              | 88,867,198                             | 62,854,182                    | 26,013,016                 |
| Supermarkets, Grocery Stores-44511               | 82,878,238                             | 60,310,291                    | 22,567,947                 |
| Convenience Stores-44512                         | 5,988,960                              | 2,543,891                     | 3,445,069                  |
| Specialty Food Stores-4452                       | 10,936,506                             | 1,122,306                     | 9,814,200                  |
| Beer, Wine & Liquor Stores-4453                  | 38,907,495                             | 10,237,491                    | 28,670,004                 |
| Health & Personal Care Stores-446                | 55,003,083                             | 62,320,968                    | (7,317,885)                |
| Pharmacies & Drug Stores-44611                   | 43,845,215                             | 54,987,582                    | (11,142,367)               |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 3,786,158                              | 870,156                       | 2,916,002                  |
| Optical Goods Stores-44613                       | 2,478,467                              | 3,156,397                     | (677,930)                  |
| Other Health & Personal Care Stores-44619        | 4,893,243                              | 3,306,833                     | 1,586,410                  |



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| Retail Stores                                   | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Gasoline Stations-447                           | 101,952,884                            | 60,960,302                    | 40,992,582                 |
| Gasoline Stations with Convenience Stores-44711 | 75,113,738                             | 47,223,641                    | 27,890,097                 |
| Other Gasoline Stations-44719                   | 26,839,146                             | 13,736,661                    | 13,102,485                 |
| Clothing & Clothing Accessories Stores-448      | 47,455,081                             | 40,080,013                    | 7,375,068                  |
| Clothing Stores-4481                            | 25,175,356                             | 7,573,599                     | 17,601,757                 |
| Men's Clothing Stores-44811                     | 1,282,098                              | 281,686                       | 1,000,412                  |
| Women's Clothing Stores-44812                   | 5,539,482                              | 516,801                       | 5,022,681                  |
| Children's, Infants' Clothing Stores-44813      | 1,486,258                              | 3,364,236                     | (1,877,978)                |
| Family Clothing Stores-44814                    | 13,611,397                             | 3,322,172                     | 10,289,225                 |
| Clothing Accessories Stores-44815               | 1,096,053                              | 0                             | 1,096,053                  |
| Other Clothing Stores-44819                     | 2,160,068                              | 88,704                        | 2,071,364                  |
| Shoe Stores-4482                                | 3,708,765                              | 2,282,739                     | 1,426,026                  |
| Jewelry, Luggage, Leather Goods Stores-4483     | 18,570,960                             | 30,223,675                    | (11,652,715)               |
| Jewelry Stores-44831                            | 16,635,074                             | 30,223,675                    | (13,588,601)               |
| Luggage & Leather Goods Stores-44832            | 1,935,885                              | 0                             | 1,935,885                  |
| Sporting Goods, Hobby, Book, Music Stores-451   | 19,216,942                             | 4,799,663                     | 14,417,279                 |
| Sporting Goods, Hobby, Musical Inst Stores-4511 | 16,785,937                             | 3,848,639                     | 12,937,298                 |
| Sporting Goods Stores-45111                     | 9,012,605                              | 2,543,423                     | 6,469,182                  |
| Hobby, Toy & Game Stores-45112                  | 4,599,967                              | 132,937                       | 4,467,030                  |
| Sewing, Needlework & Piece Goods Stores-45113   | 1,489,976                              | 679,348                       | 810,628                    |
| Musical Instrument & Supplies Stores-45114      | 1,683,389                              | 492,930                       | 1,190,459                  |
| Book, Periodical & Music Stores-4512            | 2,431,005                              | 951,024                       | 1,479,981                  |
| Book Stores & News Dealers-45121                | 2,067,199                              | 951,024                       | 1,116,175                  |
| Book Stores-451211                              | 1,805,321                              | 951,024                       | 854,297                    |
| News Dealers & Newsstands-451212                | 261,878                                | 0                             | 261,878                    |
| Prerecorded Tape, CD, Record Stores-45122       | 363,805                                | 0                             | 363,805                    |
| General Merchandise Stores-452                  | 121,054,225                            | 88,021,008                    | 33,033,217                 |
| Department Stores, Excl Leased Departments-4521 | 50,528,964                             | 73,820,747                    | (23,291,783)               |
| Other General Merchandise Stores-4529           | 70,525,261                             | 14,200,262                    | 56,324,999                 |
| Miscellaneous Store Retailers-453               | 29,387,517                             | 47,769,986                    | (18,382,469)               |
| Florists-4531                                   | 1,091,719                              | 5,023,474                     | (3,931,755)                |
| Office Supplies, Stationery, Gift Stores-4532   | 13,268,168                             | 16,250,384                    | (2,982,216)                |
| Office Supplies & Stationery Stores-45321       | 6,405,264                              | 3,171,743                     | 3,233,521                  |
| Gift, Novelty & Souvenir Stores-45322           | 6,862,904                              | 13,078,641                    | (6,215,737)                |
| Used Merchandise Stores-4533                    | 2,060,440                              | 2,504,661                     | (444,221)                  |
| Other Miscellaneous Store Retailers-4539        | 12,967,191                             | 23,991,467                    | (11,024,276)               |
| Non-Store Retailers-454                         | 88,177,856                             | 30,151,620                    | 58,026,236                 |



## RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

**Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 7.00 Miles, Total**

| Retail Stores                                 | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Foodservice & Drinking Places-722             | 108,021,444                            | 49,958,851                    | 58,062,593                 |
| Full-Service Restaurants-7221                 | 48,624,992                             | 18,806,232                    | 29,818,760                 |
| Limited-Service Eating Places-7222            | 42,958,332                             | 28,364,081                    | 14,594,251                 |
| Special Foodservices-7223                     | 11,848,931                             | 639,403                       | 11,209,528                 |
| Drinking Places -Alcoholic Beverages-7224     | 4,589,189                              | 2,149,134                     | 2,440,055                  |
| <br>GAFO *                                    | <br>240,394,397                        | <br>169,855,217               | <br>70,539,180             |
| General Merchandise Stores-452                | 121,054,225                            | 88,021,008                    | 33,033,217                 |
| Clothing & Clothing Accessories Stores-448    | 47,455,081                             | 40,080,013                    | 7,375,068                  |
| Furniture & Home Furnishings Stores-442       | 20,572,663                             | 4,335,736                     | 16,236,927                 |
| Electronics & Appliances Stores-443           | 18,827,319                             | 16,368,413                    | 2,458,906                  |
| Sporting Goods, Hobby, Book, Music Stores-451 | 19,216,942                             | 4,799,663                     | 14,417,279                 |
| Office Supplies, Stationery, Gift Stores-4532 | 13,268,168                             | 16,250,384                    | (2,982,216)                |

# RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total

| Retail Stores                                    | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|--|--|-------------------------------|----------------------------|
| Total Retail Sales & Eating, Drinking Places     | 2,462,045,209                          | 1,338,649,899                 | 1,123,395,310              |
| Motor Vehicle & Parts Dealers-441                | 468,802,646                            | 343,929,258                   | 124,873,388                |
| Automotive Dealers-4411                          | 383,348,788                            | 299,809,069                   | 83,539,719                 |
| Other Motor Vehicle Dealers-4412                 | 47,866,466                             | 19,630,004                    | 28,236,462                 |
| Automotive Parts/Accessories, Tire Stores-4413   | 37,587,392                             | 24,490,185                    | 13,097,207                 |
| Furniture & Home Furnishings Stores-442          | 49,614,908                             | 16,408,020                    | 33,206,888                 |
| Furniture Stores-4421                            | 26,252,984                             | 3,574,934                     | 22,678,050                 |
| Home Furnishing Stores-4422                      | 23,361,924                             | 12,833,086                    | 10,528,838                 |
| Electronics & Appliances Stores-443              | 44,449,680                             | 26,936,550                    | 17,513,130                 |
| Appliance, TV, Electronics Stores-44311          | 34,639,773                             | 23,343,223                    | 11,296,550                 |
| Household Appliances Stores-443111               | 6,182,470                              | 1,393,096                     | 4,789,374                  |
| Radio, Television, Electronics Stores-443112     | 28,457,302                             | 21,950,128                    | 6,507,174                  |
| Computer & Software Stores-44312                 | 8,787,136                              | 3,470,412                     | 5,316,724                  |
| Camera & Photographic Equipment Stores-44313     | 1,022,771                              | 122,914                       | 899,857                    |
| Building Material, Garden Equipment Stores -444  | 266,788,588                            | 147,222,269                   | 119,566,319                |
| Building Material & Supply Dealers-4441          | 227,964,539                            | 124,078,776                   | 103,885,763                |
| Home Centers-44411                               | 91,598,251                             | 44,421,127                    | 47,177,124                 |
| Paint & Wallpaper Stores-44412                   | 3,948,245                              | 395,127                       | 3,553,118                  |
| Hardware Stores-44413                            | 22,682,762                             | 11,072,349                    | 11,610,413                 |
| Other Building Materials Dealers-44419           | 109,735,280                            | 68,190,173                    | 41,545,107                 |
| Building Materials, Lumberyards-444191           | 40,947,778                             | 25,503,414                    | 15,444,364                 |
| Lawn/Garden Equipment/Supplies Stores-4442       | 38,824,049                             | 23,143,493                    | 15,680,556                 |
| Outdoor Power Equipment Stores-44421             | 12,500,016                             | 1,413,148                     | 11,086,868                 |
| Nursery & Garden Centers-44422                   | 26,324,033                             | 21,730,345                    | 4,593,688                  |
| Food & Beverage Stores-445                       | 312,888,520                            | 125,566,217                   | 187,322,303                |
| Grocery Stores-4451                              | 200,844,291                            | 105,163,168                   | 95,681,123                 |
| Supermarkets, Grocery Stores-44511               | 187,691,662                            | 96,991,969                    | 90,699,693                 |
| Convenience Stores-44512                         | 13,152,629                             | 8,171,199                     | 4,981,430                  |
| Specialty Food Stores-4452                       | 24,737,979                             | 2,995,297                     | 21,742,682                 |
| Beer, Wine & Liquor Stores-4453                  | 87,306,250                             | 17,407,752                    | 69,898,498                 |
| Health & Personal Care Stores-446                | 128,035,996                            | 134,822,635                   | (6,786,639)                |
| Pharmacies & Drug Stores-44611                   | 101,851,237                            | 125,938,950                   | (24,087,713)               |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 8,813,965                              | 1,082,233                     | 7,731,732                  |
| Optical Goods Stores-44613                       | 6,010,744                              | 3,769,888                     | 2,240,856                  |
| Other Health & Personal Care Stores-44619        | 11,360,050                             | 4,031,565                     | 7,328,485                  |





## RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

**Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total**

| Retail Stores                                   | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Gasoline Stations-447                           | 225,813,963                            | 114,989,542                   | 110,824,421                |
| Gasoline Stations with Convenience Stores-44711 | 165,594,749                            | 91,391,868                    | 74,202,881                 |
| Other Gasoline Stations-44719                   | 60,219,214                             | 23,597,674                    | 36,621,540                 |
| Clothing & Clothing Accessories Stores-448      | 115,279,167                            | 55,409,410                    | 59,869,757                 |
| Clothing Stores-4481                            | 59,990,431                             | 13,776,608                    | 46,213,823                 |
| Men's Clothing Stores-44811                     | 3,052,432                              | 281,686                       | 2,770,746                  |
| Women's Clothing Stores-44812                   | 13,262,909                             | 879,648                       | 12,383,261                 |
| Children's, Infants' Clothing Stores-44813      | 3,498,831                              | 3,924,941                     | (426,110)                  |
| Family Clothing Stores-44814                    | 32,392,241                             | 7,893,709                     | 24,498,532                 |
| Clothing Accessories Stores-44815               | 2,627,029                              | 74,035                        | 2,552,994                  |
| Other Clothing Stores-44819                     | 5,156,991                              | 722,589                       | 4,434,402                  |
| Shoe Stores-4482                                | 8,636,329                              | 2,602,623                     | 6,033,706                  |
| Jewelry, Luggage, Leather Goods Stores-4483     | 46,652,407                             | 39,030,179                    | 7,622,228                  |
| Jewelry Stores-44831                            | 42,083,933                             | 39,030,179                    | 3,053,754                  |
| Luggage & Leather Goods Stores-44832            | 4,568,474                              | 0                             | 4,568,474                  |
| Sporting Goods, Hobby, Book, Music Stores-451   | 45,929,402                             | 10,332,539                    | 35,596,863                 |
| Sporting Goods, Hobby, Musical Inst Stores-4511 | 39,942,162                             | 8,009,144                     | 31,933,018                 |
| Sporting Goods Stores-45111                     | 21,451,671                             | 3,849,133                     | 17,602,538                 |
| Hobby, Toy & Game Stores-45112                  | 10,863,003                             | 628,091                       | 10,234,912                 |
| Sewing, Needlework & Piece Goods Stores-45113   | 3,523,813                              | 1,784,311                     | 1,739,502                  |
| Musical Instrument & Supplies Stores-45114      | 4,103,676                              | 1,747,609                     | 2,356,067                  |
| Book, Periodical & Music Stores-4512            | 5,987,240                              | 2,323,395                     | 3,663,845                  |
| Book Stores & News Dealers-45121                | 5,110,426                              | 2,323,395                     | 2,787,031                  |
| Book Stores-451211                              | 4,505,865                              | 2,323,395                     | 2,182,470                  |
| News Dealers & Newsstands-451212                | 604,560                                | 0                             | 604,560                    |
| Prerecorded Tape, CD, Record Stores-45122       | 876,814                                | 0                             | 876,814                    |
| General Merchandise Stores-452                  | 281,060,762                            | 112,687,232                   | 168,373,530                |
| Department Stores, Excl Leased Departments-4521 | 119,120,571                            | 84,403,404                    | 34,717,167                 |
| Other General Merchandise Stores-4529           | 161,940,192                            | 28,283,828                    | 133,656,364                |
| Miscellaneous Store Retailers-453               | 66,945,707                             | 72,517,120                    | (5,571,413)                |
| Florists-4531                                   | 2,585,351                              | 10,296,668                    | (7,711,317)                |
| Office Supplies, Stationery, Gift Stores-4532   | 31,332,876                             | 27,373,830                    | 3,959,046                  |
| Office Supplies & Stationery Stores-45321       | 15,182,117                             | 7,955,702                     | 7,226,415                  |
| Gift, Novelty & Souvenir Stores-45322           | 16,150,759                             | 19,418,128                    | (3,267,369)                |
| Used Merchandise Stores-4533                    | 4,968,375                              | 3,541,437                     | 1,426,938                  |
| Other Miscellaneous Store Retailers-4539        | 28,059,104                             | 31,305,185                    | (3,246,081)                |
| Non-Store Retailers-454                         | 207,389,076                            | 54,504,990                    | 152,884,086                |





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5737 S. Transit Rd.

**Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, 0.00 - 10.00 Miles, Total**

| Retail Stores                                 | 2015 Demand<br>(Consumer Expenditures) | 2015 Supply<br>(Retail Sales) | Opportunity<br>Gap/Surplus |
|---|--|-------------------------------|----------------------------|
| Foodservice & Drinking Places-722             | 249,046,793                            | 123,324,115                   | 125,722,678                |
| Full-Service Restaurants-7221                 | 112,393,523                            | 40,512,855                    | 71,880,668                 |
| Limited-Service Eating Places-7222            | 98,840,008                             | 65,496,865                    | 33,343,143                 |
| Special Foodservices-7223                     | 27,299,921                             | 14,126,544                    | 13,173,377                 |
| Drinking Places -Alcoholic Beverages-7224     | 10,513,341                             | 3,187,851                     | 7,325,490                  |
| GAFO *  | 567,666,795                            | 249,147,581                   | 318,519,214                |
| General Merchandise Stores-452                | 281,060,762                            | 112,687,232                   | 168,373,530                |
| Clothing & Clothing Accessories Stores-448    | 115,279,167                            | 55,409,410                    | 59,869,757                 |
| Furniture & Home Furnishings Stores-442       | 49,614,908                             | 16,408,020                    | 33,206,888                 |
| Electronics & Appliances Stores-443           | 44,449,680                             | 26,936,550                    | 17,513,130                 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 45,929,402                             | 10,332,539                    | 35,596,863                 |
| Office Supplies, Stationery, Gift Stores-4532 | 31,332,876                             | 27,373,830                    | 3,959,046                  |

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.



# RMP Opportunity Gap - Retail Stores

5737 S. Transit Rd.

## Appendix: Area Listing

### Area Name:

Type: Radius 1                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

|                         |                    |           |            |
|-------------------------|--------------------|-----------|------------|
| 5737 S TRANSIT RD       | Latitude/Longitude | 43.147198 | -78.696710 |
| LOCKPORT, NY 14094-5892 | Radius             | 0.00      | - 5.00     |

### Area Name:

Type: Radius 2                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

|                         |                    |           |            |
|-------------------------|--------------------|-----------|------------|
| 5737 S TRANSIT RD       | Latitude/Longitude | 43.147198 | -78.696710 |
| LOCKPORT, NY 14094-5892 | Radius             | 0.00      | - 7.00     |

### Area Name:

Type: Radius 3                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

|                         |                    |           |            |
|-------------------------|--------------------|-----------|------------|
| 5737 S TRANSIT RD       | Latitude/Longitude | 43.147198 | -78.696710 |
| LOCKPORT, NY 14094-5892 | Radius             | 0.00      | - 10.00    |

### Project Information:

Site: 1

Order Number: 974738471

