

**Trade Area Gap Analysis - Number and Square Feet of Businesses**  
**Report: Gardiner, Farmingdale, Pittston, Randolph, West Gardiner**

This report estimates the potential number (and Sq. Ft.) of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. Sales per square foot were derived using Urban Land Institute data reflecting 2007 activity. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT IN BUSINESS FEASIBILITY ANALYSIS.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)	Sq. Ft. of Businesses (Demand)	Sq. Ft. of Businesses (Supply)*	Sq. Ft. Gap (Demand - Supply)
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 35,416,092	1.3	3	-1.7			
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 4,158,697	6.6	9	-2.4			
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 1,002,745	0.4	1	-0.6			
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 2,511,360	2.4	2	0.4			
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 3,867,594	4.9	6	-1.1	22,369	21,821	548
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 3,057,597	2.4	3	-0.6	5,721	3,000	2,721
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 2,676,023	3.5	1	2.5	9,783	1,500	8,283
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 4,445,084	3.1	1	2.1	12,108	2,000	10,108
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 1,058,073	1.0	2	-1.0	517	3,620	(3,103)
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 205,452	0.2	-	0.2	356	-	356
44411000	Home centers	\$ 447	\$ 14,117,083	\$ 6,949,513	0.5	-	0.5	17,881	-	17,881
44412000	Paint & wallpaper stores	\$ 34	\$ 1,024,804	\$ 523,698	0.5	-	0.5			
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 1,058,746	1.1	3	-1.9	7,330	20,520	(13,190)
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 6,103,660	3.0	1	2.0			
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 1,911,645	1.6	3	-1.4			
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 25,329,274	7.1	4	3.1	52,859	70,286	(17,427)
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 963,627	3.7	1	2.7	4,508	750	3,758
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 1,972,982	2.2	1	1.2	4,979	3,000	1,979
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 10,418,064	2.5	3	-0.5	26,046	10,680	15,366
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 606,407	5.2	3	2.2	1,661	2,800	(1,139)
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 424,893	0.8	1	-0.2	1,195	1,000	195
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 776,947	3.6	3	0.6			
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 23,275,698	6.6	12	-5.4	17,616	31,586	(13,970)
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 452,209	0.6	-	0.6	1,736	-	1,736
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 2,077,301	2.8	4	-1.2	8,140	8,942	(802)
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 494,640	0.7	-	0.7	1,568	-	1,568
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 4,357,325	2.2	1	1.2	12,848	9,942	2,906
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 329,063	1.4	-	1.4	937	-	937
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 620,816	2.0	-	2.0	1,847	-	1,847
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 1,381,651	1.7	-	1.7	5,564	-	5,564
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 1,598,117	3.7	1	2.7	2,575	1,250	1,325
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 100,584	0.2	-	0.2	340	-	340
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 1,850,992	2.3	3	-0.7	6,745	12,000	(5,255)
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 846,854	1.3	1	0.3	3,679	2,255	1,424
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 225,989	1.1	1	0.1	1,621	900	721
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 307,007	0.6	-	0.6			
45121000	Book Stores	\$ 61	\$ 512,938	\$ 951,625	1.9	2	-0.1	4,126	500	3,626
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 193,243	0.4	-	0.4	861	-	861
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 29,803,756	4.1	2	2.1	213,051	26,000	187,051
45310000	Florists	\$ 24	\$ 160,175	\$ 374,752	2.3	1	1.3	1,527	1,149	378
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 1,197,325	0.8	-	0.8	5,917	-	5,917
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 933,670	4.7	3	1.7	5,111	5,500	(389)
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 573,024	4.0	6	-2.0			
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 612,285	0.9	3	-2.1	2,805	5,198	(2,593)
45392000	Art dealers	\$ 32	\$ 383,996	\$ 497,864	1.3	3	-1.7	1,026	3,756	(2,730)
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 654,307	0.3	-	0.3	7,886	-	7,886
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 2,370,972	1.7	2	-0.3			
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 51,929	0.1	-	0.1	172	-	172
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 486,504	1.0	1	0.0	2,937	30	2,907
53230000	General rental centers	\$ 15	\$ 529,977	\$ 236,741	0.4	1	-0.6	466	2,500	(2,034)
54192000	Photographic services	\$ 32	\$ 73,585	\$ 492,645	6.7	5	1.7	1,551	5,500	(3,949)
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 714,505	0.4	-	0.4	8,997	-	8,997
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 3,320,890	10.2	8	2.2			
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 10,107,357	13.4	10	3.4	25,124	18,857	6,267
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 9,599,602	16.4	23	-6.6	28,221	28,891	(670)
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 1,029,178	3.8	4	-0.2			
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 2,625,249	12.6	13	-0.4			
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 1,751,114	6.4	8	-1.6			
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 800,365	5.2	6	-0.8			
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 215,356	2.7	-	2.7			
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 97,913	1.5	1	0.5			
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 15,944	0.3	-	0.3	60	-	60
81149000	Personal goods repair (watch, boat, garment)	\$ 30	\$ 38,909	\$ 464,341	11.9	3	8.9			
81211100	Barber shops	\$ 9	\$ 25,983	\$ 133,008	5.1	2	3.1	739	1,675	(936)
81211200	Beauty salons	\$ 102	\$ 50,439	\$ 1,579,003	31.3	18	13.3	6,670	16,620	(9,950)
81211300	Nail salons	\$ 19	\$ 34,935	\$ 289,081	8.3	2	6.3	1,648	3,000	(1,352)
81219000	Other personal care services (tatoos, spas, piercing)	\$ 27	\$ 51,973	\$ 417,574	8.0	2	6.0	1,355	2,583	(1,228)
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 218,860	1.3	1	0.3	2,902	1,500	1,402
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 469,613	2.3	1	1.3	3,175	1,200	1,975
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 188,019	3.6	3	0.6			
81292000	Photofinishing	\$ 8	\$ 149,850	\$ 120,950	0.8	-	0.8			

Assumptions:  
 Trade Area Population \$ 16,668  
 Trade Area Per Capita Income \$ 25,418  
 U.S. Per Capita Income \$ 27,277  
 \* Based on local data collection reflecting best estimates of the number and size of businesses in trade area.



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