

# RMP Opportunity Gap - Retail Stores 2008

Jenkintown

Radius 1: 104 YORK RD, JENKINTOWN, PA 19046-3233, 0.00 - 1.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	277,769,887	1,153,049,738	(875,279,851)
Motor Vehicle and Parts Dealers-441	45,909,519	149,268,679	(103,359,160)
Automotive Dealers-4411	38,966,378	139,644,727	(100,678,349)
Other Motor Vehicle Dealers-4412	3,347,924	0	3,347,924
Automotive Parts/Accsrs, Tire Stores-4413	3,595,217	9,623,952	(6,028,735)
Furniture and Home Furnishings Stores-442	8,162,717	6,874,260	1,288,457
Furniture Stores-4421	4,455,793	3,549,506	906,287
Home Furnishing Stores-4422	3,706,924	3,324,754	382,170
Electronics and Appliance Stores-443	6,900,709	5,841,229	1,059,480
Appliances, TVs, Electronics Stores-44311	5,108,651	2,656,017	2,452,634
Household Appliances Stores-443111	1,072,732	1,692,828	(620,096)
Radio, Television, Electronics Stores-443112	4,035,919	963,189	3,072,730
Computer and Software Stores-44312	1,498,753	2,653,154	(1,154,401)
Camera and Photographic Equipment Stores-44313	293,305	532,058	(238,753)
Building Material, Garden Equip Stores -444	30,959,229	9,178,646	21,780,583
Building Material and Supply Dealers-4441	28,272,200	8,981,072	19,291,128
Home Centers-44411	11,373,536	0	11,373,536
Paint and Wallpaper Stores-44412	784,532	516,147	268,385
Hardware Stores-44413	2,302,383	0	2,302,383
Other Building Materials Dealers-44419	13,811,750	8,464,925	5,346,825
Building Materials, Lumberyards-444191	4,867,725	2,886,633	1,981,092
Lawn, Garden Equipment, Supplies Stores-4442	2,687,029	197,574	2,489,455
Outdoor Power Equipment Stores-44421	398,657	0	398,657
Nursery and Garden Centers-44422	2,288,372	197,574	2,090,798
Food and Beverage Stores-445	32,055,115	151,993,787	(119,938,672)
Grocery Stores-4451	28,948,474	146,698,065	(117,749,591)
Supermarkets, Grocery (Ex Conv) Stores-44511	27,532,706	142,849,159	(115,316,453)
Convenience Stores-44512	1,415,767	3,848,906	(2,433,139)
Specialty Food Stores-4452	923,675	1,055,575	(131,900)
Beer, Wine and Liquor Stores-4453	2,182,966	4,240,148	(2,057,182)
Health and Personal Care Stores-446	13,537,274	27,243,650	(13,706,376)
Pharmancies and Drug Stores-44611	11,691,031	21,628,848	(9,937,817)
Cosmetics, Beauty Supplies, Perfume Stores-44612	460,666	717,801	(257,135)
Optical Goods Stores-44613	569,446	1,863,872	(1,294,426)
Other Health and Personal Care Stores-44619	816,131	3,033,130	(2,216,999)



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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	27,294,273	14,803,909	12,490,364
Gasoline Stations With Conv Stores-44711	20,512,410	7,374,476	13,137,934
Other Gasoline Stations-44719	6,781,863	7,429,433	(647,570)
Clothing and Clothing Accessories Stores-448	14,610,529	30,178,192	(15,567,663)
Clothing Stores-4481	10,203,612	22,567,317	(12,363,705)
Men's Clothing Stores-44811	676,712	1,455,808	(779,096)
Women's Clothing Stores-44812	2,639,941	4,814,118	(2,174,177)
Childrens, Infants Clothing Stores-44813	466,099	0	466,099
Family Clothing Stores-44814	5,489,732	15,246,185	(9,756,453)
Clothing Accessories Stores-44815	273,039	336,709	(63,670)
Other Clothing Stores-44819	658,090	714,497	(56,407)
Shoe Stores-4482	1,627,272	836,670	790,602
Jewelry, Luggage, Leather Goods Stores-4483	2,779,645	6,774,205	(3,994,560)
Jewelry Stores-44831	2,590,143	6,496,999	(3,906,856)
Luggage and Leather Goods Stores-44832	189,502	277,206	(87,704)
Sporting Goods, Hobby, Book, Music Stores-451	5,554,891	10,413,688	(4,858,797)
Sportng Goods, Hobby, Musical Inst Stores-4511	3,747,525	1,947,489	1,800,036
Sporting Goods Stores-45111	1,973,143	1,522,572	450,571
Hobby, Toys and Games Stores-45112	1,171,252	368,168	803,084
Sew/Needlework/Piece Goods Stores-45113	259,602	56,748	202,854
Musical Instrument and Supplies Stores-45114	343,527	0	343,527
Book, Periodical and Music Stores-4512	1,807,366	8,466,200	(6,658,834)
Book Stores and News Dealers-45121	1,356,753	8,366,693	(7,009,940)
Book Stores-451211	1,292,133	8,366,693	(7,074,560)
News Dealers and Newsstands-451212	64,619	0	64,619
Prerecorded Tapes, CDs, Record Stores-45122	450,613	99,507	351,106
General Merchandise Stores-452	34,545,590	962,849	33,582,741
Department Stores Excl Leased Depts-4521	16,971,955	644,799	16,327,156
Other General Merchandise Stores-4529	17,573,635	318,050	17,255,585
Warehouse Clubs and Super Stores-45291	14,891,012	0	14,891,012
All Other General Merchandise Stores-45299	2,682,622	318,050	2,364,572
Miscellaneous Store Retailers-453	7,618,740	6,943,141	675,599
Florists-4531	588,411	601,177	(12,766)
Office Supplies, Stationery, Gift Stores-4532	3,160,214	1,174,472	1,985,742
Office Supplies and Stationery Stores-45321	1,785,591	0	1,785,591
Gift, Novelty and Souvenir Stores-45322	1,374,623	1,174,472	200,151
Used Merchandise Stores-4533	677,793	457,741	220,052
Other Miscellaneous Store Retailers-4539	3,192,322	4,709,751	(1,517,429)



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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	21,554,092	709,895,814	(688,341,722)
Electronic Shopping, Mail-Order Houses-4541	13,613,964	707,547,127	(693,933,163)
Vending Machine Operators-4542	668,625	0	668,625
Direct Selling Establishments-4543	7,271,503	2,348,687	4,922,816
Foodservice and Drinking Places-722	29,067,210	29,451,895	(384,685)
Full-Service Restaurants-7221	13,457,727	19,031,142	(5,573,415)
Limited-Service Eating Places-7222	11,655,117	9,260,292	2,394,825
Special Foodservices-7223	2,397,236	1,160,461	1,236,775
Drinking Places -Alcoholic Beverages-7224	1,557,131	0	1,557,131
GAFO *	72,934,650	55,444,690	17,489,960
General Merchandise Stores-452	34,545,590	962,849	33,582,741
Clothing and Clothing Accessories Stores-448	14,610,529	30,178,192	(15,567,663)
Furniture and Home Furnishings Stores-442	8,162,717	6,874,260	1,288,457
Electronics and Appliance Stores-443	6,900,709	5,841,229	1,059,480
Sporting Goods, Hobby, Book, Music Stores-451	5,554,891	10,413,688	(4,858,797)
Office Supplies, Stationery, Gift Stores-4532	3,160,214	1,174,472	1,985,742



# RMP Opportunity Gap - Retail Stores 2008

Jenkintown

Radius 2: 104 YORK RD, JENKINTOWN, PA 19046-3233, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	7,961,618,714	7,451,869,410	509,749,304
Motor Vehicle and Parts Dealers-441	1,311,502,975	881,243,221	430,259,754
Automotive Dealers-4411	1,121,595,375	813,612,267	307,983,108
Other Motor Vehicle Dealers-4412	87,464,326	8,846,756	78,617,570
Automotive Parts/Accsrs, Tire Stores-4413	102,443,274	58,784,198	43,659,076
Furniture and Home Furnishings Stores-442	203,687,444	98,250,660	105,436,784
Furniture Stores-4421	111,092,924	55,308,516	55,784,408
Home Furnishing Stores-4422	92,594,520	42,942,144	49,652,376
Electronics and Appliance Stores-443	184,617,927	148,764,063	35,853,864
Appliances, TVs, Electronics Stores-44311	139,165,413	116,714,847	22,450,566
Household Appliances Stores-443111	31,077,659	19,772,982	11,304,677
Radio, Television, Electronics Stores-443112	108,087,754	96,941,865	11,145,889
Computer and Software Stores-44312	37,809,372	18,347,098	19,462,274
Camera and Photographic Equipment Stores-44313	7,643,142	13,702,118	(6,058,976)
Building Material, Garden Equip Stores -444	900,312,808	538,607,652	361,705,156
Building Material and Supply Dealers-4441	827,924,480	511,360,860	316,563,620
Home Centers-44411	326,672,333	207,382,631	119,289,702
Paint and Wallpaper Stores-44412	19,191,648	9,910,972	9,280,676
Hardware Stores-44413	66,041,243	33,268,005	32,773,238
Other Building Materials Dealers-44419	416,019,255	260,799,252	155,220,003
Building Materials, Lumberyards-444191	141,045,784	88,935,442	52,110,342
Lawn, Garden Equipment, Supplies Stores-4442	72,388,328	27,246,791	45,141,537
Outdoor Power Equipment Stores-44421	11,177,340	5,026,668	6,150,672
Nursery and Garden Centers-44422	61,210,988	22,220,124	38,990,864
Food and Beverage Stores-445	1,026,027,484	1,154,574,236	(128,546,752)
Grocery Stores-4451	934,672,814	1,030,799,807	(96,126,993)
Supermarkets, Grocery (Ex Conv) Stores-44511	889,418,759	944,531,083	(55,112,324)
Convenience Stores-44512	45,254,055	86,268,724	(41,014,669)
Specialty Food Stores-4452	30,871,143	29,344,763	1,526,380
Beer, Wine and Liquor Stores-4453	60,483,527	94,429,666	(33,946,139)
Health and Personal Care Stores-446	390,666,923	619,245,225	(228,578,302)
Pharmancies and Drug Stores-44611	338,022,683	539,174,945	(201,152,262)
Cosmetics, Beauty Supplies, Perfume Stores-44612	13,197,658	16,517,763	(3,320,105)
Optical Goods Stores-44613	15,475,967	24,659,414	(9,183,447)
Other Health and Personal Care Stores-44619	23,970,616	38,893,103	(14,922,487)



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Radius 2: 104 YORK RD, JENKINTOWN, PA 19046-3233, 0.00 - 5.00 Miles, Total

Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	835,825,635	486,560,071	349,265,564
Gasoline Stations With Conv Stores-44711	631,904,951	284,266,737	347,638,214
Other Gasoline Stations-44719	203,920,684	202,293,334	1,627,350
Clothing and Clothing Accessories Stores-448	392,429,044	324,225,289	68,203,755
Clothing Stores-4481	285,059,330	242,875,143	42,184,187
Men's Clothing Stores-44811	18,914,377	21,273,261	(2,358,884)
Women's Clothing Stores-44812	72,238,412	67,082,674	5,155,738
Childrens, Infants Clothing Stores-44813	16,110,521	14,261,781	1,848,740
Family Clothing Stores-44814	153,070,400	117,151,372	35,919,028
Clothing Accessories Stores-44815	6,476,683	3,440,279	3,036,404
Other Clothing Stores-44819	18,248,935	19,665,775	(1,416,840)
Shoe Stores-4482	50,325,739	44,988,434	5,337,305
Jewelry, Luggage, Leather Goods Stores-4483	57,043,976	36,361,712	20,682,264
Jewelry Stores-44831	52,769,618	33,993,906	18,775,712
Luggage and Leather Goods Stores-44832	4,274,358	2,367,807	1,906,551
Sporting Goods, Hobby, Book, Music Stores-451	138,580,902	131,035,645	7,545,257
Sportng Goods, Hobby, Musical Inst Stores-4511	95,638,134	83,275,529	12,362,605
Sporting Goods Stores-45111	48,584,607	30,587,408	17,997,199
Hobby, Toys and Games Stores-45112	30,963,475	38,908,789	(7,945,314)
Sew/Needlework/Piece Goods Stores-45113	6,930,817	1,449,589	5,481,228
Musical Instrument and Supplies Stores-45114	9,159,235	12,329,743	(3,170,508)
Book, Periodical and Music Stores-4512	42,942,768	47,760,116	(4,817,348)
Book Stores and News Dealers-45121	30,138,047	36,007,332	(5,869,285)
Book Stores-451211	28,412,857	33,371,456	(4,958,599)
News Dealers and Newsstands-451212	1,725,189	2,635,877	(910,688)
Prerecorded Tapes, CDs, Record Stores-45122	12,804,722	11,752,784	1,051,938
General Merchandise Stores-452	990,603,317	518,093,115	472,510,202
Department Stores Excl Leased Depts-4521	469,832,379	423,039,763	46,792,616
Other General Merchandise Stores-4529	520,770,938	95,053,353	425,717,585
Warehouse Clubs and Super Stores-45291	449,199,918	37,011,294	412,188,624
All Other General Merchandise Stores-45299	71,571,020	58,042,058	13,528,962
Miscellaneous Store Retailers-453	197,079,677	155,548,371	41,531,306
Florists-4531	15,218,195	20,300,758	(5,082,563)
Office Supplies, Stationery, Gift Stores-4532	76,632,351	46,347,256	30,285,095
Office Supplies and Stationery Stores-45321	43,344,096	20,090,112	23,253,984
Gift, Novelty and Souvenir Stores-45322	33,288,255	26,257,144	7,031,111
Used Merchandise Stores-4533	17,094,327	7,516,019	9,578,308
Other Miscellaneous Store Retailers-4539	88,134,804	81,384,338	6,750,466



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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Non-Store Retailers-454	607,325,381	1,918,747,108	(1,311,421,727)
Electronic Shopping, Mail-Order Houses-4541	352,482,750	1,840,744,191	(1,488,261,441)
Vending Machine Operators-4542	21,321,213	5,010,815	16,310,398
Direct Selling Establishments-4543	233,521,418	72,992,102	160,529,316
Foodservice and Drinking Places-722	782,959,197	476,974,753	305,984,444
Full-Service Restaurants-7221	359,862,460	239,083,486	120,778,974
Limited-Service Eating Places-7222	320,645,322	133,640,180	187,005,142
Special Foodservices-7223	65,706,947	89,007,136	(23,300,189)
Drinking Places -Alcoholic Beverages-7224	36,744,468	15,243,952	21,500,516
GAFO *	1,986,550,985	1,266,716,029	719,834,956
General Merchandise Stores-452	990,603,317	518,093,115	472,510,202
Clothing and Clothing Accessories Stores-448	392,429,044	324,225,289	68,203,755
Furniture and Home Furnishings Stores-442	203,687,444	98,250,660	105,436,784
Electronics and Appliance Stores-443	184,617,927	148,764,063	35,853,864
Sporting Goods, Hobby, Book, Music Stores-451	138,580,902	131,035,645	7,545,257
Office Supplies, Stationery, Gift Stores-4532	76,632,351	46,347,256	30,285,095



# RMP Opportunity Gap - Retail Stores 2008

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Radius 3: 104 YORK RD, JENKINTOWN, PA 19046-3233, 1.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,360,680,734	2,416,445,719	(55,764,985)
Motor Vehicle and Parts Dealers-441	395,107,732	305,566,110	89,541,622
Automotive Dealers-4411	337,266,725	293,525,866	43,740,859
Other Motor Vehicle Dealers-4412	26,578,834	1,228,810	25,350,024
Automotive Parts/Accsrs, Tire Stores-4413	31,262,172	10,811,434	20,450,738
Furniture and Home Furnishings Stores-442	63,182,571	24,414,616	38,767,955
Furniture Stores-4421	34,174,745	12,263,162	21,911,583
Home Furnishing Stores-4422	29,007,826	12,151,454	16,856,372
Electronics and Appliance Stores-443	56,017,592	24,776,425	31,241,167
Appliances, TVs, Electronics Stores-44311	41,961,199	14,599,752	27,361,447
Household Appliances Stores-443111	9,323,464	5,277,639	4,045,825
Radio, Television, Electronics Stores-443112	32,637,735	9,322,113	23,315,622
Computer and Software Stores-44312	11,696,322	3,045,792	8,650,530
Camera and Photographic Equipment Stores-44313	2,360,071	7,130,881	(4,770,810)
Building Material, Garden Equip Stores -444	275,067,114	172,410,926	102,656,188
Building Material and Supply Dealers-4441	252,859,772	158,284,204	94,575,568
Home Centers-44411	100,029,921	87,948,950	12,080,971
Paint and Wallpaper Stores-44412	6,041,423	2,649,846	3,391,577
Hardware Stores-44413	20,085,860	7,358,695	12,727,165
Other Building Materials Dealers-44419	126,702,568	60,326,713	66,375,855
Building Materials, Lumberyards-444191	43,382,301	20,572,086	22,810,215
Lawn, Garden Equipment, Supplies Stores-4442	22,207,341	14,126,722	8,080,619
Outdoor Power Equipment Stores-44421	3,411,773	3,009,842	401,931
Nursery and Garden Centers-44422	18,795,569	11,116,880	7,678,689
Food and Beverage Stores-445	290,520,677	395,284,602	(104,763,925)
Grocery Stores-4451	264,252,554	358,872,928	(94,620,374)
Supermarkets, Grocery (Ex Conv) Stores-44511	251,492,719	342,079,549	(90,586,830)
Convenience Stores-44512	12,759,835	16,793,379	(4,033,544)
Specialty Food Stores-4452	8,664,567	6,298,392	2,366,175
Beer, Wine and Liquor Stores-4453	17,603,555	30,113,282	(12,509,727)
Health and Personal Care Stores-446	114,093,200	172,897,921	(58,804,721)
Pharmancies and Drug Stores-44611	98,540,732	157,919,337	(59,378,605)
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,859,055	5,842,255	(1,983,200)
Optical Goods Stores-44613	4,742,255	2,636,467	2,105,788
Other Health and Personal Care Stores-44619	6,951,157	6,499,862	451,295



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Retail Stores	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	244,559,739	193,707,021	50,852,718
Gasoline Stations With Conv Stores-44711	184,128,854	136,542,661	47,586,193
Other Gasoline Stations-44719	60,430,885	57,164,360	3,266,525
Clothing and Clothing Accessories Stores-448	118,839,295	78,380,161	40,459,134
Clothing Stores-4481	85,566,674	60,045,434	25,521,240
Men's Clothing Stores-44811	5,642,565	2,895,629	2,746,936
Women's Clothing Stores-44812	22,059,372	14,224,041	7,835,331
Childrens, Infants Clothing Stores-44813	4,416,506	1,484,881	2,931,625
Family Clothing Stores-44814	45,890,604	37,829,102	8,061,502
Clothing Accessories Stores-44815	2,036,956	750,739	1,286,217
Other Clothing Stores-44819	5,520,671	2,861,043	2,659,628
Shoe Stores-4482	14,654,646	9,920,969	4,733,677
Jewelry, Luggage, Leather Goods Stores-4483	18,617,975	8,413,757	10,204,218
Jewelry Stores-44831	17,248,093	6,814,296	10,433,797
Luggage and Leather Goods Stores-44832	1,369,882	1,599,462	(229,580)
Sporting Goods, Hobby, Book, Music Stores-451	42,228,022	23,782,573	18,445,449
Sportng Goods, Hobby, Musical Inst Stores-4511	29,299,036	17,823,951	11,475,085
Sporting Goods Stores-45111	15,027,552	5,095,683	9,931,869
Hobby, Toys and Games Stores-45112	9,377,821	11,485,115	(2,107,294)
Sew/Needlework/Piece Goods Stores-45113	2,131,441	328,593	1,802,848
Musical Instrument and Supplies Stores-45114	2,762,222	914,560	1,847,662
Book, Periodical and Music Stores-4512	12,928,986	5,958,622	6,970,364
Book Stores and News Dealers-45121	9,101,528	4,757,582	4,343,946
Book Stores-451211	8,590,974	3,987,702	4,603,272
News Dealers and Newsstands-451212	510,554	769,880	(259,326)
Prerecorded Tapes, CDs, Record Stores-45122	3,827,458	1,201,039	2,626,419
General Merchandise Stores-452	292,183,570	124,596,065	167,587,505
Department Stores Excl Leased Depts-4521	140,611,857	102,965,372	37,646,485
Other General Merchandise Stores-4529	151,571,712	21,630,693	129,941,019
Warehouse Clubs and Super Stores-45291	129,986,274	5,879,493	124,106,781
All Other General Merchandise Stores-45299	21,585,439	15,751,200	5,834,239
Miscellaneous Store Retailers-453	59,519,622	28,505,462	31,014,160
Florists-4531	4,701,111	4,858,434	(157,323)
Office Supplies, Stationery, Gift Stores-4532	23,457,209	7,139,281	16,317,928
Office Supplies and Stationery Stores-45321	13,271,161	1,070,919	12,200,242
Gift, Novelty and Souvenir Stores-45322	10,186,048	6,068,362	4,117,686
Used Merchandise Stores-4533	5,202,065	2,086,975	3,115,090
Other Miscellaneous Store Retailers-4539	26,159,238	14,420,772	11,738,466



# RMP Opportunity Gap - Retail Stores 2008

Jenkintown

Radius 3: 104 YORK RD, JENKINTOWN, PA 19046-3233, 1.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	180,008,253	750,225,935	(570,217,682)
Electronic Shopping, Mail-Order Houses-4541	107,364,970	729,899,101	(622,534,131)
Vending Machine Operators-4542	6,024,047	0	6,024,047
Direct Selling Establishments-4543	66,619,236	20,326,834	46,292,402
Foodservice and Drinking Places-722	229,353,347	121,897,902	107,455,445
Full-Service Restaurants-7221	105,588,257	64,918,255	40,670,002
Limited-Service Eating Places-7222	93,438,876	31,202,864	62,236,012
Special Foodservices-7223	19,188,307	23,915,227	(4,726,920)
Drinking Places -Alcoholic Beverages-7224	11,137,908	1,861,555	9,276,353
GAFO *	595,908,260	283,089,120	312,819,140
General Merchandise Stores-452	292,183,570	124,596,065	167,587,505
Clothing and Clothing Accessories Stores-448	118,839,295	78,380,161	40,459,134
Furniture and Home Furnishings Stores-442	63,182,571	24,414,616	38,767,955
Electronics and Appliance Stores-443	56,017,592	24,776,425	31,241,167
Sporting Goods, Hobby, Book, Music Stores-451	42,228,022	23,782,573	18,445,449
Office Supplies, Stationery, Gift Stores-4532	23,457,209	7,139,281	16,317,928

\* 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.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



# RMP Opportunity Gap - Retail Stores 2008

Jenkintown

## Appendix: Area Listing

### Area Name:

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

#### Radius Definition:

104 YORK RD	Latitude/Longitude	40.092973	-75.125121
JENKINTOWN, PA 19046-3233	Radius	0.00	- 1.00

### Area Name:

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

#### Radius Definition:

104 YORK RD	Latitude/Longitude	40.092973	-75.125121
JENKINTOWN, PA 19046-3233	Radius	1.00	- 3.00

### Area Name:

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

#### Radius Definition:

104 YORK RD	Latitude/Longitude	40.092973	-75.125121
JENKINTOWN, PA 19046-3233	Radius	0.00	- 5.00

### Project Information:

Site: 1

Order Number: 967034385

