

East Cocalico Twp Businesses and Market Study

Business Facts: Businesses by Major Sectors

Data source: IExpress of Nielson Claritas, 2010

	Total Establishments	Total Employees	Sales (\$ Millions)	Establishments with 20 or more Employees
Total Businesses	468	6,827	\$837	54
Dominant Major Group	Services	Retail Trade	Wholesale Trade	Retail Trade
Dominant Minor Group	Personal services	Wholesale Trade	Wholesale Trade	Manufacturing
Retail Trade	94	2,286	\$212	15
Home Improvement Stores	10	337	\$43	2
General merchandise stores	3	8	\$1	0
Food stores	13	1,434	\$123	4
Auto dealers, gas stations	6	45	\$14	1
Apparel, accessory stores	1	1	\$0	0
Furniture, home furnishings	5	23	\$5	0
Eating & drinking places	18	303	\$15	7
Miscellaneous Retail Stores	38	135	\$12	1
Finance, Insurance, Real Estate	20	119	\$26	1
Banks, saving & lending inst.	5	36	\$11	0
Insurance carriers & Agencies	7	51	\$12	0
Real estate, Holding cos.	8	32	\$4	1
Services	182	1,083	\$97	10
Hotels & other lodging	11	104	\$4	2
Personal services	62	192	\$13	1
Business services	37	217	\$29	2
Motion pictures & Amusement	6	26	\$2	0
Health services	22	164	\$15	0
Legal services	2	4	\$1	0
Educational services	5	211	\$21	3
Social services	3	47	\$2	1
Other Services	34	118	\$9	1
Agriculture & Natural Resources	20	86	\$4	0
Construction	59	448	\$81	7
Manufacturing	37	851	\$69	12
Transport/Communication, Utilities	24	136	\$13	2
Wholesale Trade	19	1,623	\$335	3
Government	13	195	\$0	4

Retail Market Power: Demand Growth Report

Data source: IExpress of Nielson Claritas, 2010

	2010 Demand	2015 Demand	Percent Demand Growth
Total Retail Sales Including Eating and Drinking Places	\$156,471,535	\$173,295,869	10.75%
Motor Vehicle and Parts Dealers-441	\$26,878,133	\$27,870,617	3.69%
Automotive Dealers-4411	\$23,862,296	\$24,241,360	1.59%
Other Motor Vehicle Dealers-4412	\$773,089	\$1,170,152	51.36%
Auto Parts/Accessories, Tire Stores-4413	\$2,242,748	\$2,459,105	9.65%
Furniture and Home Furnishings Stores-442	\$3,340,600	\$3,806,161	13.94%
Furniture Stores-4421	\$1,809,700	\$2,075,078	14.66%
Home Furnishing Stores-4422	\$1,530,900	\$1,731,083	13.08%
Electronics and Appliances Stores-443	\$3,504,110	\$5,012,853	43.06%
Appliances, Televisions, Electronics Stores-44311	\$2,632,729	\$3,753,072	42.55%
Household Appliances Stores-443111	\$612,825	\$794,963	29.72%
Radio, Television, Electronics Stores-443112	\$2,019,904	\$2,958,109	46.45%
Computer & Software Stores-44312	\$705,854	\$1,033,864	46.47%
Camera and Photographic Equipment Stores-44313	\$165,527	\$225,917	36.48%
Building Material and Garden Equipment Stores-444	\$15,745,017	\$17,889,456	13.62%
Building Material and Supply Dealers-4441	\$14,497,262	\$16,482,609	13.69%
Home Centers-44411	\$6,209,865	\$7,130,854	14.83%
Paint and Wallpaper Stores-44412	\$334,615	\$369,981	10.57%
Hardware Stores-44413	\$1,355,406	\$1,583,020	16.79%
Other Building Materials Dealers-44419	\$6,597,376	\$7,398,754	12.15%
Building Materials, Lumberyards-444191	\$2,567,496	\$2,818,718	9.78%
Lawn/Garden Equipment, Supplies Stores-4442	\$1,247,755	\$1,406,847	12.75%
Outdoor Power Equipment Stores-44421	\$104,426	\$147,602	41.35%
Nursery and Garden Centers-44422	\$1,143,329	\$1,259,245	10.14%
Food and Beverage Stores-445	\$21,453,662	\$23,093,375	7.64%
Grocery Stores-4451	\$19,525,107	\$21,029,392	7.70%
Supermarket, Grocery Excluding Convenience Stores-44511	\$18,520,191	\$19,934,670	7.64%
Convenience Stores-44512	\$1,004,916	\$1,094,722	8.94%
Specialty Food Stores-4452	\$672,303	\$719,708	7.05%
Beer, Wine and Liquor Stores-4453	\$1,256,252	\$1,344,275	7.01%
Health and Personal Care Stores-446	\$8,040,459	\$8,988,876	11.80%
Pharmacies and Drug Stores-44611	\$6,915,126	\$7,726,361	11.73%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$277,065	\$309,922	11.86%
Optical Goods Stores-44613	\$338,753	\$386,542	14.11%
Other Health and Personal Care Stores-44619	\$509,515	\$566,051	11.10%

Retail Market Power: Demand Growth Report

Data source: IExpress of Nielson Claritas, 2010

	2010 Demand	2015 Demand	Percent Demand Growth
Gasoline Stations-447	\$13,788,018	\$14,100,499	2.27%
Gasoline Stations with Convenience Stores-44711	\$10,366,474	\$10,687,700	3.10%
Other Gasoline Stations-44719	\$3,421,544	\$3,412,799	-0.26%
Clothing & Clothing Accessories Stores-448	\$7,623,404	\$8,861,593	16.24%
Clothing Stores-4481	\$5,525,845	\$6,443,367	16.60%
Men's Clothing Stores-44811	\$352,453	\$410,552	16.48%
Women's Clothing Stores-44812	\$1,327,134	\$1,549,367	16.75%
Children's, Infants' Clothing Stores-44813	\$342,744	\$398,891	16.38%
Family Clothing Stores-44814	\$3,013,119	\$3,512,190	16.56%
Clothing Accessories Stores-44815	\$129,834	\$150,979	16.29%
Other Clothing Stores-44819	\$360,561	\$421,388	16.87%
Shoe Stores-4482	\$1,036,138	\$1,219,403	17.69%
Jewelry, Luggage, Leather Goods Stores-4483	\$1,061,421	\$1,198,823	12.95%
Jewelry Stores-44831	\$975,745	\$1,101,969	12.94%
Luggage and Leather Goods Stores-44832	\$85,676	\$96,854	13.05%
Sporting Goods, Hobby, Book, Music Stores-451	\$2,899,608	\$3,738,137	28.92%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$2,032,929	\$2,656,211	30.66%
Sporting Goods Stores-45111	\$1,022,413	\$1,427,520	39.62%
Hobby, Toys & Games Stores-45112	\$676,383	\$775,539	14.66%
Sew/Needlework/Piece Goods Stores-45113	\$152,712	\$176,262	15.42%
Musical Instrument and Supplies Stores-45114	\$181,421	\$276,890	52.62%
Book, Periodical and Music Stores-4512	\$866,679	\$1,081,926	24.84%
Book Stores and News Dealers-45121	\$596,772	\$687,208	15.15%
Book Stores-451211	\$561,433	\$647,993	15.42%
News Dealers & Newsstands-451212	\$35,339	\$39,215	10.97%
Prerecorded Tapes, CDs, Record Stores-45122	\$269,907	\$394,718	46.24%
General Merchandise Stores-452	\$21,356,186	\$24,348,740	14.01%
Department Stores Excluding Leased Departments-4521	\$10,267,521	\$11,954,408	16.43%
Other General Merchandise Stores-4529	\$11,088,665	\$12,394,332	11.77%
Miscellaneous Store Retailers-453	\$4,277,734	\$4,926,484	15.17%
Florists-4531	\$306,062	\$340,552	11.27%
Office Supplies, Stationery, Gift Stores-4532	\$1,631,519	\$1,934,279	18.56%
Office Supplies, Stationery Stores-45321	\$925,743	\$1,138,631	23.00%
Gift, Novelty and Souvenir Stores-45322	\$705,776	\$795,648	12.73%
Used Merchandise Stores-4533	\$345,238	\$404,372	17.13%
Other Miscellaneous Store Retailers-4539	\$1,994,915	\$2,247,281	12.65%

Retail Market Power: Demand Growth Report

Data source: IExpress of Nielson Claritas, 2010

	2010 Demand	2015 Demand	Percent Demand Growth
Non-Store Retailers-454	\$10,515,665	\$12,329,138	17.25%
Foodservice and Drinking Places-722	\$17,048,939	\$18,329,940	7.51%
Full-Service Restaurants-7221	\$7,629,454	\$8,200,601	7.49%
Limited Service Eating Places-7222	\$7,240,463	\$7,782,091	7.48%
Special Foodservices-7223	\$1,412,378	\$1,517,737	7.46%
Drinking Places Alcoholic Beverages-7224	\$766,644	\$829,511	8.20%

Retail Market Power: Opportunity Gap Report

Data source: IExpress of Nielson Claritas, 2010

	2010 Demand Consumer Expenditures	2010 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Total Retail Sales Including Eating and Drinking Places	\$156,471,535	\$183,248,125	(\$26,776,590)
Motor Vehicle and Parts Dealers-441	\$26,878,133	\$11,062,221	\$15,815,912
Automotive Dealers-4411	\$23,862,296	\$9,182,785	\$14,679,511
Other Motor Vehicle Dealers-4412	\$773,089	\$1,879,436	(\$1,106,347)
Auto Parts/Accessories, Tire Stores-4413	\$2,242,748	\$0	\$2,242,748
Furniture and Home Furnishings Stores-442	\$3,340,600	\$761,752	\$2,578,848
Furniture Stores-4421	\$1,809,700	\$761,752	\$1,047,948
Home Furnishing Stores-4422	\$1,530,900	\$0	\$1,530,900
Electronics and Appliances Stores-443	\$3,504,110	\$1,348,086	\$2,156,024
Appliances, Televisions, Electronics Stores-44311	\$2,632,729	\$1,348,086	\$1,284,643
Household Appliances Stores-443111	\$612,825	\$1,348,086	(\$735,261)
Radio, Television, Electronics Stores-443112	\$2,019,904	\$0	\$2,019,904
Computer and Software Stores-44312	\$705,854	\$0	\$705,854
Camera and Photographic Equipment Stores-44313	\$165,527	\$0	\$165,527
Building Material and Garden Equipment Stores-444	\$15,745,017	\$75,690,381	(\$59,945,364)
Building Material and Supply Dealers-4441	\$14,497,262	\$75,214,134	(\$60,716,872)
Home Centers-44411	\$6,209,865	\$1,348,261	\$4,861,604
Paint and Wallpaper Stores-44412	\$334,615	\$0	\$334,615
Hardware Stores-44413	\$1,355,406	\$406,596	\$948,810
Other Building Materials Dealers-44419	\$6,597,376	\$73,459,277	(\$66,861,901)
Building Materials, Lumberyards-444191	\$2,567,496	\$28,738,358	(\$26,170,862)
Lawn/Garden Equipment, Supplies Stores-4442	\$1,247,755	\$476,247	\$771,508
Outdoor Power Equipment Stores-44421	\$104,426	\$0	\$104,426
Nursery and Garden Centers-44422	\$1,143,329	\$476,247	\$667,082
Food and Beverage Stores-445	\$21,453,662	\$55,657,605	(\$34,203,943)
Grocery Stores-4451	\$19,525,107	\$54,065,940	(\$34,540,833)
Supermarket, Grocery Excluding Convenience Stores-44511	\$18,520,191	\$52,975,214	(\$34,455,023)
Convenience Stores-44512	\$1,004,916	\$1,090,726	(\$85,810)
Specialty Food Stores-4452	\$672,303	\$372,512	\$299,791
Beer, Wine and Liquor Stores-4453	\$1,256,252	\$1,219,153	\$37,099
Health and Personal Care Stores-446	\$8,040,459	\$4,378,597	\$3,661,862
Pharmacies and Drug Stores-44611	\$6,915,126	\$4,042,789	\$2,872,337
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$277,065	\$0	\$277,065
Optical Goods Stores-44613	\$338,753	\$210,656	\$128,097
Other Health and Personal Care Stores-44619	\$509,515	\$125,152	\$384,363
Gasoline Stations-447	\$13,788,018	\$15,777,457	(\$1,989,439)
Gasoline Stations with Convenience Stores-44711	\$10,366,474	\$14,863,347	(\$4,496,873)
Other Gasoline Stations-44719	\$3,421,544	\$914,110	\$2,507,434

Retail Market Power: Opportunity Gap Report

Data source: IExpress of Nielson Claritas, 2010

	2010 Demand Consumer Expenditures	2010 Supply Retail Sales	Opportunity Gap Surplus/ Shortage
Clothing & Clothing Accessories Stores-448	\$7,623,404	\$507,749	\$7,115,655
Clothing Stores-4481	\$5,525,845	\$103,223	\$5,422,622
Men's Clothing Stores-44811	\$352,453	\$0	\$352,453
Women's Clothing Stores-44812	\$1,327,134	\$0	\$1,327,134
Children's, Infants' Clothing Stores-44813	\$342,744	\$0	\$342,744
Family Clothing Stores-44814	\$3,013,119	\$0	\$3,013,119
Clothing Accessories Stores-44815	\$129,834	\$103,223	\$26,611
Other Clothing Stores-44819	\$360,561	\$0	\$360,561
Shoe Stores-4482	\$1,036,138	\$0	\$1,036,138
Jewelry, Luggage, Leather Goods Stores-4483	\$1,061,421	\$404,526	\$656,895
Jewelry Stores-44831	\$975,745	\$404,526	\$571,219
Luggage and Leather Goods Stores-44832	\$85,676	\$0	\$85,676
Sporting Goods, Hobby, Book, Music Stores-451	\$2,899,608	\$593,391	\$2,306,217
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$2,032,929	\$593,391	\$1,439,538
Sporting Goods Stores-45111	\$1,022,413	\$0	\$1,022,413
Hobby, Toys & Games Stores-45112	\$676,383	\$84,502	\$591,881
Sew/Needlework/Piece Goods Stores-45113	\$152,712	\$508,889	(\$356,177)
Musical Instrument and Supplies Stores-45114	\$181,421	\$0	\$181,421
Book, Periodical and Music Stores-4512	\$866,679	\$0	\$866,679
Book Stores and News Dealers-45121	\$596,772	\$0	\$596,772
Book Stores-451211	\$561,433	\$0	\$561,433
News Dealers & Newsstands-451212	\$35,339	\$0	\$35,339
Prerecorded Tapes, CDs, Record Stores-45122	\$269,907	\$0	\$269,907
General Merchandise Stores-452	\$21,356,186	\$4,196,281	\$17,159,905
Department Stores Excluding Leased Departments-4521	\$10,267,521	\$0	\$10,267,521
Other General Merchandise Stores-4529	\$11,088,665	\$4,196,281	\$6,892,384
Miscellaneous Store Retailers-453	\$4,277,734	\$3,387,551	\$890,183
Florists-4531	\$306,062	\$46,758	\$259,304
Office Supplies, Stationery, Gift Stores-4532	\$1,631,519	\$506,010	\$1,125,509
Office Supplies, Stationery Stores-45321	\$925,743	\$176,688	\$749,055
Gift, Novelty and Souvenir Stores-45322	\$705,776	\$329,322	\$376,454
Used Merchandise Stores-4533	\$345,238	\$2,064,469	(\$1,719,231)
Other Miscellaneous Store Retailers-4539	\$1,994,915	\$770,314	\$1,224,601
Non-Store Retailers-454	\$10,515,665	\$0	\$10,515,665
Foodservice and Drinking Places-722	\$17,048,939	\$9,887,054	\$7,161,885
Full-Service Restaurants-7221	\$7,629,454	\$4,858,666	\$2,770,788
Limited Service Eating Places-7222	\$7,240,463	\$3,752,443	\$3,488,020
Special Foodservices-7223	\$1,412,378	\$1,275,945	\$136,433
Drinking Places Alcoholic Beverages-7224	\$766,644	\$0	\$766,644