



Retail MarketPlace Profile

FALLS (MORRISVILLE)
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.20830
 Longitude: -74.80120

Summary Demographics

2015 Population	10,661
2015 Households	4,079
2015 Median Disposable Income	\$55,240
2015 Per Capita Income	\$39,411

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$161,972,503	\$156,680,245	\$5,292,258	1.7	97
Total Retail Trade	44-45	\$145,396,131	\$145,900,236	-\$504,105	-0.2	73
Total Food & Drink	722	\$16,576,372	\$10,780,010	\$5,796,362	21.2	23

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,795,478	\$9,398,011	\$19,397,467	50.8	6
Automobile Dealers	4411	\$25,259,430	\$3,372,456	\$21,886,974	76.4	3
Other Motor Vehicle Dealers	4412	\$1,623,787	\$0	\$1,623,787	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,912,261	\$6,025,555	-\$4,113,294	-51.8	3
Furniture & Home Furnishings Stores	442	\$3,295,638	\$1,170,624	\$2,125,014	47.6	6
Furniture Stores	4421	\$1,821,625	\$634,271	\$1,187,354	48.3	3
Home Furnishings Stores	4422	\$1,474,013	\$536,353	\$937,660	46.6	3
Electronics & Appliance Stores	443	\$3,954,892	\$1,058,470	\$2,896,422	57.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,463,273	\$4,271,043	\$1,192,230	12.2	12
Bldg Material & Supplies Dealers	4441	\$4,674,309	\$1,267,627	\$3,406,682	57.3	9
Lawn & Garden Equip & Supply Stores	4442	\$788,964	\$3,003,416	-\$2,214,452	-58.4	3
Food & Beverage Stores	445	\$26,011,900	\$91,052,071	-\$65,040,171	-55.6	9
Grocery Stores	4451	\$22,307,947	\$87,847,950	-\$65,540,003	-59.5	6
Specialty Food Stores	4452	\$722,639	\$442,429	\$280,210	24.1	2
Beer, Wine & Liquor Stores	4453	\$2,981,314	\$2,761,691	\$219,623	3.8	1
Health & Personal Care Stores	446,4461	\$8,178,751	\$25,107,783	-\$16,929,032	-50.9	7
Gasoline Stations	447,4471	\$13,170,104	\$7,795,789	\$5,374,315	25.6	3
Clothing & Clothing Accessories Stores	448	\$9,178,580	\$577,004	\$8,601,576	88.2	4
Clothing Stores	4481	\$6,883,476	\$407,908	\$6,475,568	88.8	3
Shoe Stores	4482	\$1,406,169	\$0	\$1,406,169	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$888,936	\$169,096	\$719,840	68.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,160,263	\$468,916	\$3,691,347	79.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,219,156	\$424,322	\$2,794,834	76.7	3
Book, Periodical & Music Stores	4512	\$941,107	\$44,594	\$896,513	91.0	1
General Merchandise Stores	452	\$20,804,759	\$0	\$20,804,759	100.0	0
Department Stores Excluding Leased Depts.	4521	\$9,166,341	\$0	\$9,166,341	100.0	0
Other General Merchandise Stores	4529	\$11,638,418	\$0	\$11,638,418	100.0	0
Miscellaneous Store Retailers	453	\$4,408,913	\$3,021,565	\$1,387,348	18.7	16
Florists	4531	\$247,803	\$123,747	\$124,056	33.4	1
Office Supplies, Stationery & Gift Stores	4532	\$1,266,666	\$185,480	\$1,081,186	74.5	4
Used Merchandise Stores	4533	\$455,148	\$449,906	\$5,242	0.6	2
Other Miscellaneous Store Retailers	4539	\$2,439,296	\$2,262,432	\$176,864	3.8	9
Nonstore Retailers	454	\$17,973,579	\$1,978,961	\$15,994,618	80.2	2
Electronic Shopping & Mail-Order Houses	4541	\$15,159,855	\$0	\$15,159,855	100.0	0
Vending Machine Operators	4542	\$397,122	\$0	\$397,122	100.0	0
Direct Selling Establishments	4543	\$2,416,602	\$1,930,036	\$486,566	11.2	2
Food Services & Drinking Places	722	\$16,576,372	\$10,780,010	\$5,796,362	21.2	23
Full-Service Restaurants	7221	\$7,215,104	\$4,603,695	\$2,611,409	22.1	10
Limited-Service Eating Places	7222	\$7,455,493	\$4,924,531	\$2,530,962	20.4	10
Special Food Services	7223	\$722,235	\$0	\$722,235	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,183,540	\$1,216,671	-\$33,131	-1.4	4

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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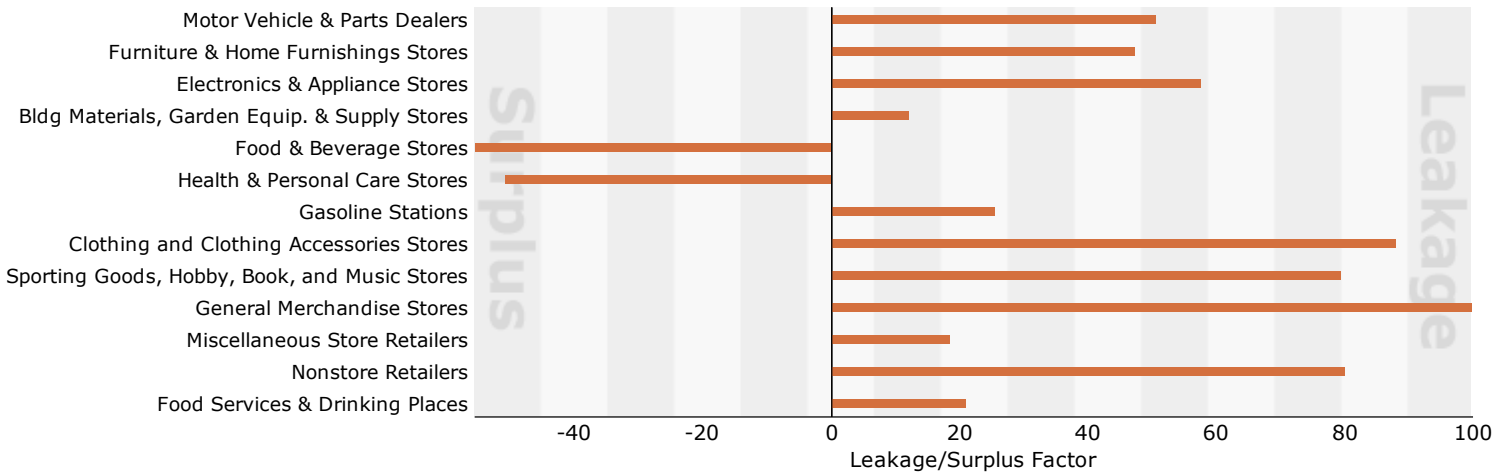


Retail MarketPlace Profile

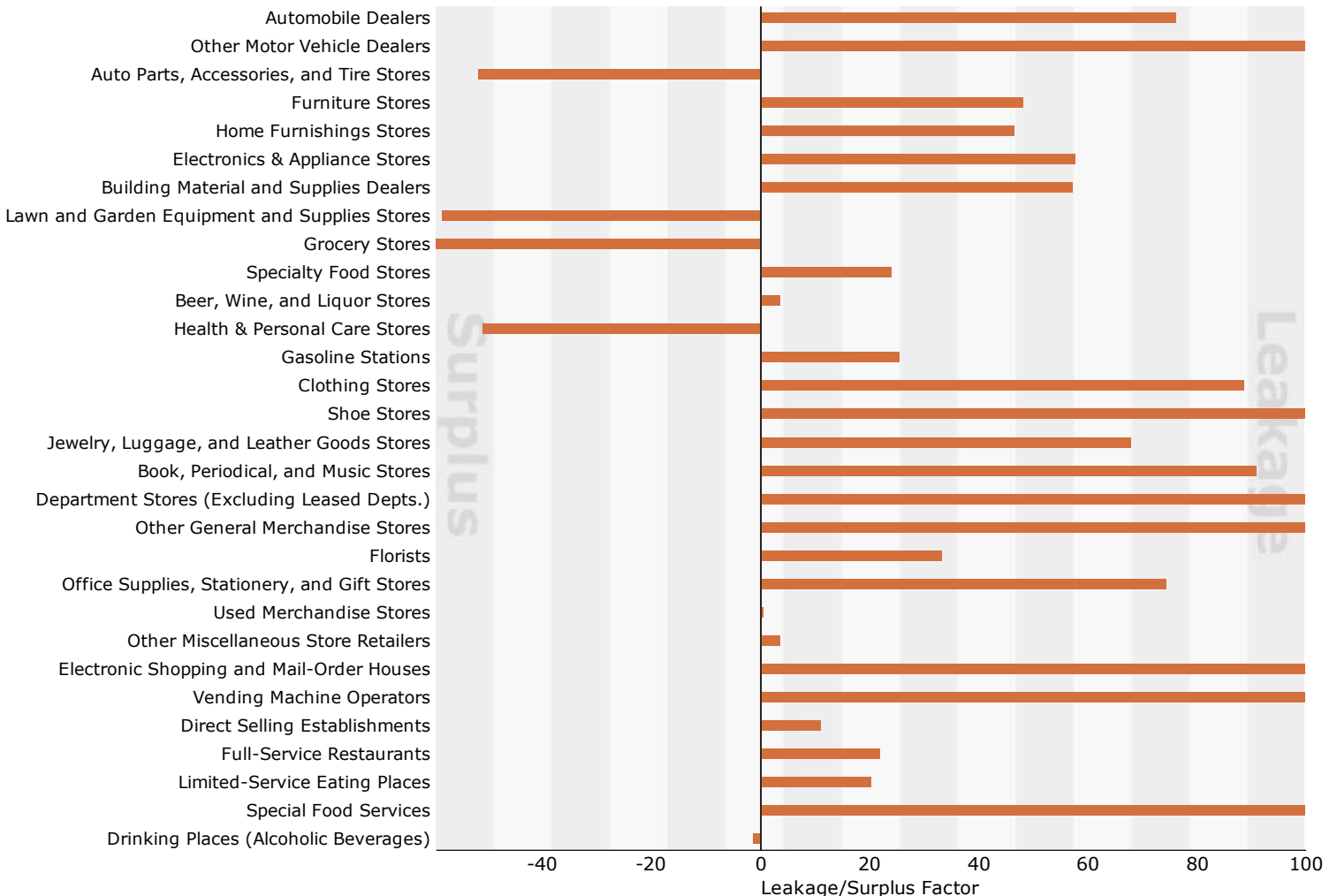
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 545 W Trenton Ave, Morrisville, Pennsylvania, 19067
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.20830
 Longitude: -74.80120

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

FALLS (MORRISVILLE)
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.20830
 Longitude: -74.80120

Summary Demographics

2015 Population	103,526
2015 Households	37,891
2015 Median Disposable Income	\$39,841
2015 Per Capita Income	\$27,725

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,126,444,594	\$673,804,807	\$452,639,787	25.1	729
Total Retail Trade	44-45	\$1,012,304,120	\$611,328,987	\$400,975,133	24.7	584
Total Food & Drink	722	\$114,140,474	\$62,475,820	\$51,664,654	29.3	144

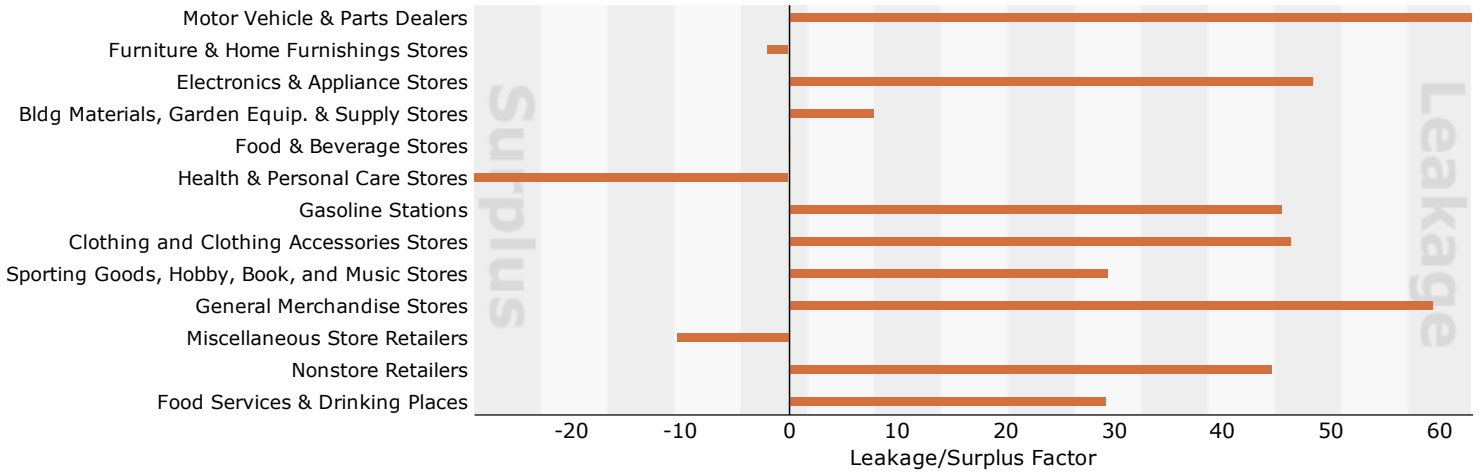
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$200,050,137	\$45,231,273	\$154,818,864	63.1	39
Automobile Dealers	4411	\$175,930,222	\$24,897,473	\$151,032,749	75.2	15
Other Motor Vehicle Dealers	4412	\$10,804,379	\$8,422,981	\$2,381,398	12.4	10
Auto Parts, Accessories & Tire Stores	4413	\$13,315,536	\$11,910,818	\$1,404,718	5.6	14
Furniture & Home Furnishings Stores	442	\$23,534,820	\$24,486,277	-\$951,457	-2.0	36
Furniture Stores	4421	\$12,579,404	\$20,275,192	-\$7,695,788	-23.4	18
Home Furnishings Stores	4422	\$10,955,416	\$4,211,086	\$6,744,330	44.5	18
Electronics & Appliance Stores	443	\$28,213,890	\$9,805,738	\$18,408,152	48.4	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,196,626	\$29,105,132	\$5,091,494	8.0	35
Bldg Material & Supplies Dealers	4441	\$29,240,632	\$22,227,628	\$7,013,004	13.6	30
Lawn & Garden Equip & Supply Stores	4442	\$4,955,994	\$6,877,503	-\$1,921,509	-16.2	5
Food & Beverage Stores	445	\$194,813,891	\$194,357,432	\$456,459	0.1	153
Grocery Stores	4451	\$168,062,294	\$157,218,128	\$10,844,166	3.3	110
Specialty Food Stores	4452	\$6,213,366	\$3,546,558	\$2,666,808	27.3	23
Beer, Wine & Liquor Stores	4453	\$20,538,231	\$33,592,747	-\$13,054,516	-24.1	20
Health & Personal Care Stores	446,4461	\$65,532,861	\$119,160,864	-\$53,628,003	-29.0	39
Gasoline Stations	447,4471	\$94,225,727	\$35,234,018	\$58,991,709	45.6	20
Clothing & Clothing Accessories Stores	448	\$67,771,889	\$24,814,807	\$42,957,082	46.4	64
Clothing Stores	4481	\$50,974,899	\$16,061,843	\$34,913,056	52.1	41
Shoe Stores	4482	\$9,656,514	\$3,362,515	\$6,293,999	48.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$7,140,476	\$5,390,449	\$1,750,027	14.0	18
Sporting Goods, Hobby, Book & Music Stores	451	\$26,814,504	\$14,566,071	\$12,248,433	29.6	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,114,904	\$6,634,264	\$14,480,640	52.2	19
Book, Periodical & Music Stores	4512	\$5,699,600	\$7,931,807	-\$2,232,207	-16.4	13
General Merchandise Stores	452	\$136,601,148	\$34,566,998	\$102,034,150	59.6	11
Department Stores Excluding Leased Depts.	4521	\$63,775,326	\$10,889,002	\$52,886,324	70.8	5
Other General Merchandise Stores	4529	\$72,825,822	\$23,677,996	\$49,147,826	50.9	6
Miscellaneous Store Retailers	453	\$30,917,522	\$38,058,036	-\$7,140,514	-10.4	97
Florists	4531	\$1,676,124	\$877,301	\$798,823	31.3	5
Office Supplies, Stationery & Gift Stores	4532	\$9,218,821	\$7,285,278	\$1,933,543	11.7	22
Used Merchandise Stores	4533	\$2,654,989	\$2,035,204	\$619,785	13.2	15
Other Miscellaneous Store Retailers	4539	\$17,367,587	\$27,860,253	-\$10,492,666	-23.2	55
Nonstore Retailers	454	\$109,631,106	\$41,942,341	\$67,688,765	44.7	38
Electronic Shopping & Mail-Order Houses	4541	\$92,020,688	\$12,421,307	\$79,599,381	76.2	6
Vending Machine Operators	4542	\$2,503,006	\$2,318,662	\$184,344	3.8	8
Direct Selling Establishments	4543	\$15,107,411	\$27,202,371	-\$12,094,960	-28.6	24
Food Services & Drinking Places	722	\$114,140,474	\$62,475,820	\$51,664,654	29.3	144
Full-Service Restaurants	7221	\$53,483,581	\$24,126,691	\$29,356,890	37.8	47
Limited-Service Eating Places	7222	\$48,611,166	\$26,584,906	\$22,026,260	29.3	60
Special Food Services	7223	\$5,479,750	\$3,116,174	\$2,363,576	27.5	8
Drinking Places - Alcoholic Beverages	7224	\$6,565,977	\$8,648,049	-\$2,082,072	-13.7	29

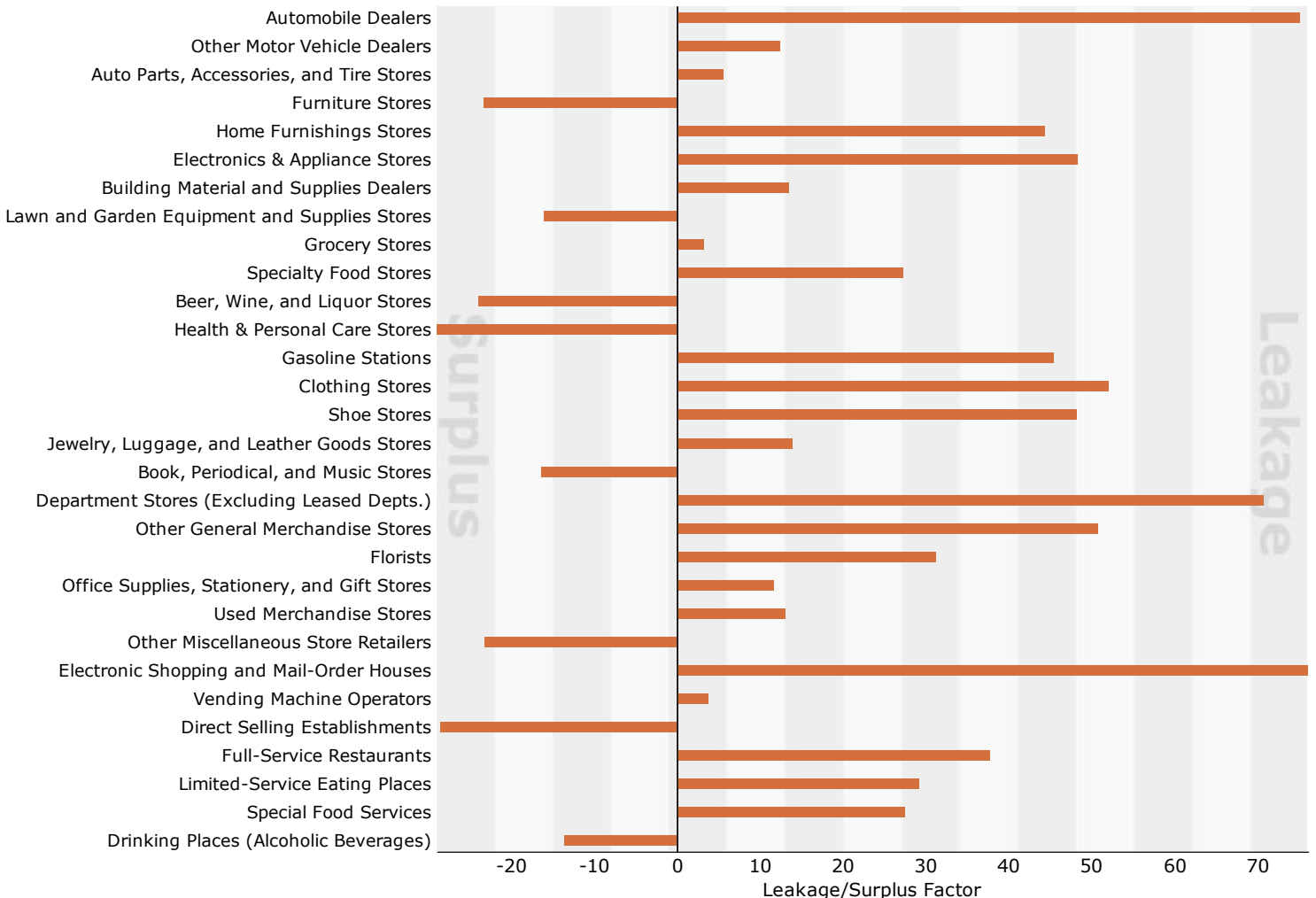
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

FALLS (MORRISVILLE)
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.20830
 Longitude: -74.80120

Summary Demographics

2015 Population	249,742
2015 Households	90,491
2015 Median Disposable Income	\$46,268
2015 Per Capita Income	\$29,267

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,873,230,316	\$2,450,464,026	\$422,766,290	7.9	1,879
Total Retail Trade	44-45	\$2,581,672,554	\$2,236,696,672	\$344,975,882	7.2	1,502
Total Food & Drink	722	\$291,557,762	\$213,767,354	\$77,790,408	15.4	377

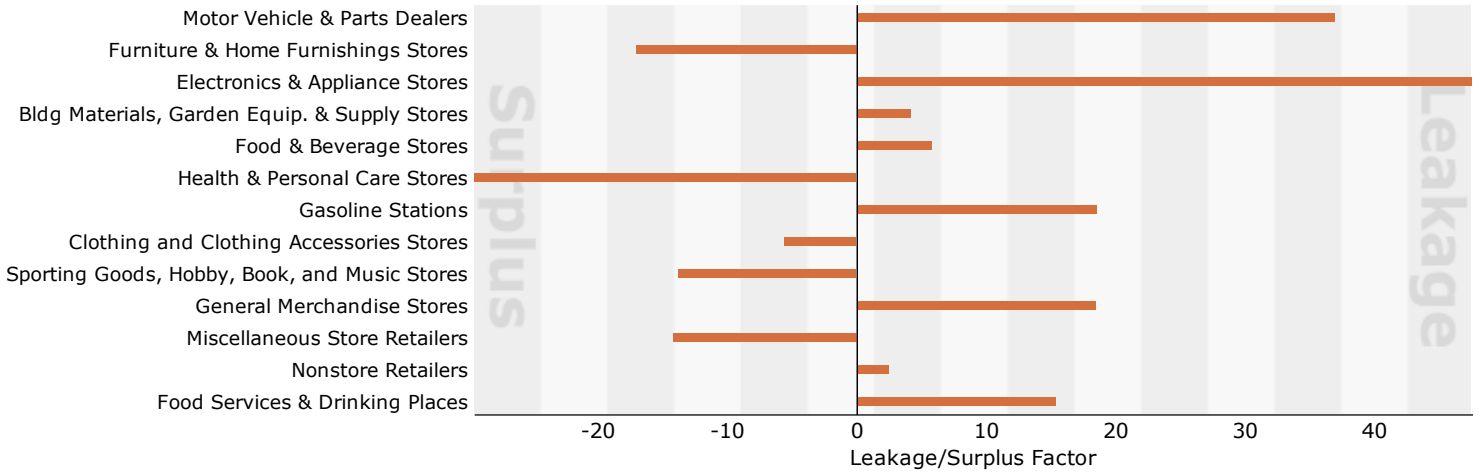
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$515,461,926	\$237,075,181	\$278,386,745	37.0	108
Automobile Dealers	4411	\$452,989,475	\$138,425,721	\$314,563,754	53.2	42
Other Motor Vehicle Dealers	4412	\$28,302,999	\$33,812,307	-\$5,509,308	-8.9	23
Auto Parts, Accessories & Tire Stores	4413	\$34,169,451	\$64,837,153	-\$30,667,702	-31.0	42
Furniture & Home Furnishings Stores	442	\$60,658,468	\$85,652,178	-\$24,993,710	-17.1	96
Furniture Stores	4421	\$31,930,810	\$65,492,636	-\$33,561,826	-34.4	44
Home Furnishings Stores	4422	\$28,727,658	\$20,159,542	\$8,568,116	17.5	52
Electronics & Appliance Stores	443	\$72,893,370	\$25,894,560	\$46,998,810	47.6	56
Bldg Materials, Garden Equip. & Supply Stores	444	\$86,852,618	\$79,835,125	\$7,017,493	4.2	89
Bldg Material & Supplies Dealers	4441	\$74,200,315	\$71,831,728	\$2,368,587	1.6	82
Lawn & Garden Equip & Supply Stores	4442	\$12,652,303	\$8,003,397	\$4,648,906	22.5	7
Food & Beverage Stores	445	\$498,916,376	\$444,133,960	\$54,782,416	5.8	324
Grocery Stores	4451	\$430,089,423	\$355,159,421	\$74,930,002	9.5	218
Specialty Food Stores	4452	\$16,313,714	\$10,871,459	\$5,442,255	20.0	60
Beer, Wine & Liquor Stores	4453	\$52,513,239	\$78,103,080	-\$25,589,841	-19.6	46
Health & Personal Care Stores	446,4461	\$171,379,474	\$315,339,751	-\$143,960,277	-29.6	117
Gasoline Stations	447,4471	\$240,428,040	\$165,175,870	\$75,252,170	18.6	56
Clothing & Clothing Accessories Stores	448	\$174,415,661	\$195,146,368	-\$20,730,707	-5.6	192
Clothing Stores	4481	\$130,948,543	\$105,331,632	\$25,616,911	10.8	126
Shoe Stores	4482	\$24,294,451	\$32,417,908	-\$8,123,457	-14.3	20
Jewelry, Luggage & Leather Goods Stores	4483	\$19,172,667	\$57,396,828	-\$38,224,161	-49.9	45
Sporting Goods, Hobby, Book & Music Stores	451	\$67,470,419	\$89,195,574	-\$21,725,155	-13.9	92
Sporting Goods/Hobby/Musical Instr Stores	4511	\$53,501,056	\$64,526,069	-\$11,025,013	-9.3	66
Book, Periodical & Music Stores	4512	\$13,969,363	\$24,669,506	-\$10,700,143	-27.7	26
General Merchandise Stores	452	\$342,334,035	\$235,558,173	\$106,775,862	18.5	41
Department Stores Excluding Leased Depts.	4521	\$162,321,120	\$122,589,054	\$39,732,066	13.9	23
Other General Merchandise Stores	4529	\$180,012,915	\$112,969,119	\$67,043,796	22.9	18
Miscellaneous Store Retailers	453	\$79,392,060	\$105,797,959	-\$26,405,899	-14.3	246
Florists	4531	\$4,398,989	\$3,003,460	\$1,395,529	18.9	21
Office Supplies, Stationery & Gift Stores	4532	\$23,799,008	\$32,652,741	-\$8,853,733	-15.7	56
Used Merchandise Stores	4533	\$6,478,332	\$3,329,981	\$3,148,351	32.1	26
Other Miscellaneous Store Retailers	4539	\$44,715,730	\$66,811,776	-\$22,096,046	-19.8	142
Nonstore Retailers	454	\$271,470,108	\$257,891,973	\$13,578,135	2.6	86
Electronic Shopping & Mail-Order Houses	4541	\$226,959,973	\$167,385,739	\$59,574,234	15.1	17
Vending Machine Operators	4542	\$6,188,114	\$10,053,964	-\$3,865,850	-23.8	20
Direct Selling Establishments	4543	\$38,322,021	\$80,452,269	-\$42,130,248	-35.5	49
Food Services & Drinking Places	722	\$291,557,762	\$213,767,354	\$77,790,408	15.4	377
Full-Service Restaurants	7221	\$139,067,214	\$83,371,639	\$55,695,575	25.0	116
Limited-Service Eating Places	7222	\$122,412,624	\$103,239,970	\$19,172,654	8.5	169
Special Food Services	7223	\$14,359,007	\$10,316,544	\$4,042,463	16.4	22
Drinking Places - Alcoholic Beverages	7224	\$15,718,917	\$16,839,202	-\$1,120,285	-3.4	70

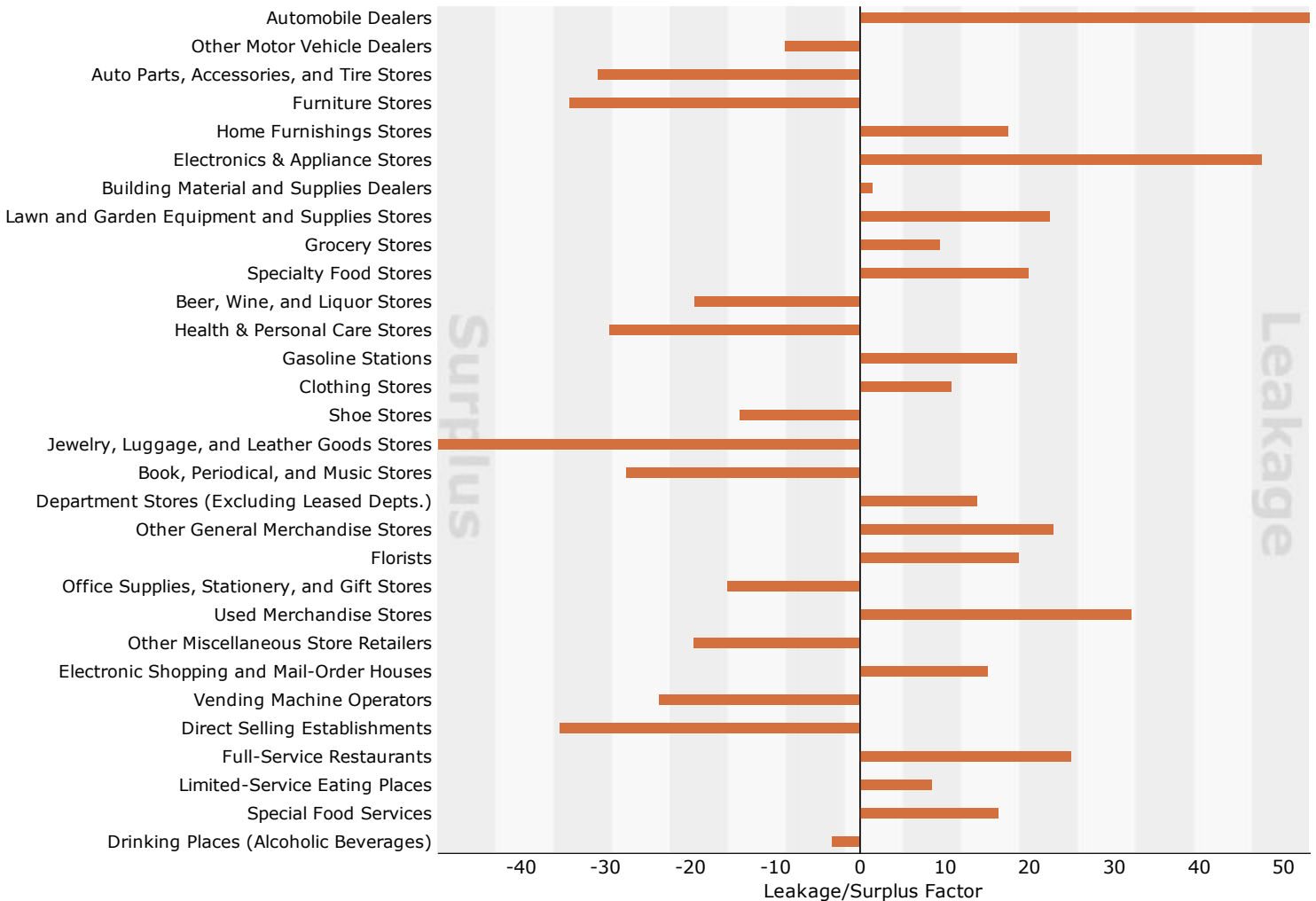
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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