Retail MarketPlace Profile

HORSHAM
108 New Rd, Horsham Twp, Pennsylvania, 19044
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.17193
Longitude: -75.12932

Summary Demographics	
2015 Population	10,442
2015 Households	4,509
2015 Median Disposable Income	$49,032
2015 Per Capita Income	$32,150

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	$133,430,855	$184,563,062	-$51,132,207	-16.1	105
Total Retail Trade	44-45	$119,848,796	$166,414,541	-$46,565,745	-16.3	82
Total Food & Drink	722	$13,582,059	$18,148,521	-$4,566,462	-14.4	23

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$23,636,758	$36,632,605	-$12,995,847	-21.6	6
Automobile Dealers	4411	$20,862,106	$32,443,886	-$11,581,780	-21.7	3
Other Motor Vehicle Dealers	4412	$1,219,800	$253,849	$965,951	65.5	1
Auto Parts, Accessories & Tire Stores	4413	$1,554,852	$3,934,870	-$2,380,018	-43.4	2
Furniture & Home Furnishings Stores	442	$2,628,830	$756,935	$1,871,895	55.3	5
Furniture Stores	4421	$1,480,746	$0	$1,480,746	100.0	0
Home Furnishings Stores	4422	$1,148,084	$756,935	$391,149	20.5	5
Electronics & Appliance Stores	443	$3,217,335	$857,827	$2,359,508	57.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	$3,985,743	$11,275,232	-$7,289,489	-47.8	4
Bldg Material & Supplies Dealers	4441	$3,377,925	$11,275,232	-$7,897,307	-53.9	4
Lawn & Garden Equip & Supply Stores	4442	$607,818	$0	$607,818	100.0	0
Food & Beverage Stores	445	$21,944,439	$15,971,307	$5,973,132	15.8	10
Grocery Stores	4451	$18,920,751	$14,878,345	$4,042,406	12.0	5
Specialty Food Stores	4452	$611,605	$338,424	$273,181	28.8	4
Beer, Wine & Liquor Stores	4453	$2,412,083	$754,538	$1,657,545	52.3	1
Health & Personal Care Stores	446,4461	$6,689,398	$2,442,659	$4,246,739	46.5	3
Gasoline Stations	447,4471	$11,234,106	$33,131,615	-$21,897,509	-49.4	6
Clothing & Clothing Accessories Stores	448	$7,535,195	$2,087,654	$5,447,541	56.6	6
Clothing Stores	4481	$5,656,816	$1,732,568	$3,924,248	53.1	4
Shoe Stores	4482	$1,182,267	$0	$1,182,267	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$696,111	$355,086	$341,025	32.4	2
Sporting Goods, Hobby, Book & Music Stores	451	$3,405,097	$3,884,422	-$479,325	-6.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,624,773	$3,817,051	-$1,192,278	-18.5	9
Book, Periodical & Music Stores	4512	$780,325	$67,372	$712,953	84.1	1
General Merchandise Stores	452	$17,307,390	$53,446,523	-$36,139,133	-51.1	2
Department Stores Excluding Leased Depts.	4521	$7,533,655	$132,320	$7,401,335	96.5	1
Other General Merchandise Stores	4529	$9,773,735	$53,314,203	-$43,540,468	-69.0	1
Miscellaneous Store Retailers	453	$3,633,358	$2,768,857	$864,501	13.5	20
Florists	4531	$187,655	$143,616	$44,039	13.3	2
Office Supplies, Stationery & Gift Stores	4532	$1,025,386	$129,015	$896,371	77.6	4
Used Merchandise Stores	4533	$372,472	$262,099	$110,373	17.4	2
Other Miscellaneous Store Retailers	4539	$2,047,845	$2,234,126	-$186,281	-4.4	13
Nonstore Retailers	454	$14,631,148	$3,158,905	$11,472,243	64.5	6
Electronic Shopping & Mail-Order Houses	4541	$12,376,548	$1,504,199	$10,872,349	78.3	1
Vending Machine Operators	4542	$336,048	$1,543,014	-$1,206,966	-64.2	4
Direct Selling Establishments	4543	$1,918,551	$111,691	$1,806,860	89.0	1
Food Services & Drinking Places	722	$13,582,059	$18,148,521	-$4,566,462	-14.4	23
Full-Service Restaurants	7221	$5,921,609	$7,369,706	-$1,448,097	-10.9	8
Limited-Service Eating Places	7222	$6,150,757	$5,577,220	$573,537	4.9	11
Special Food Services	7223	$568,078	$4,910,615	-$4,342,537	-79.3	2
Drinking Places - Alcoholic Beverages	7224	$941,616	$290,981	$650,635	52.8	2

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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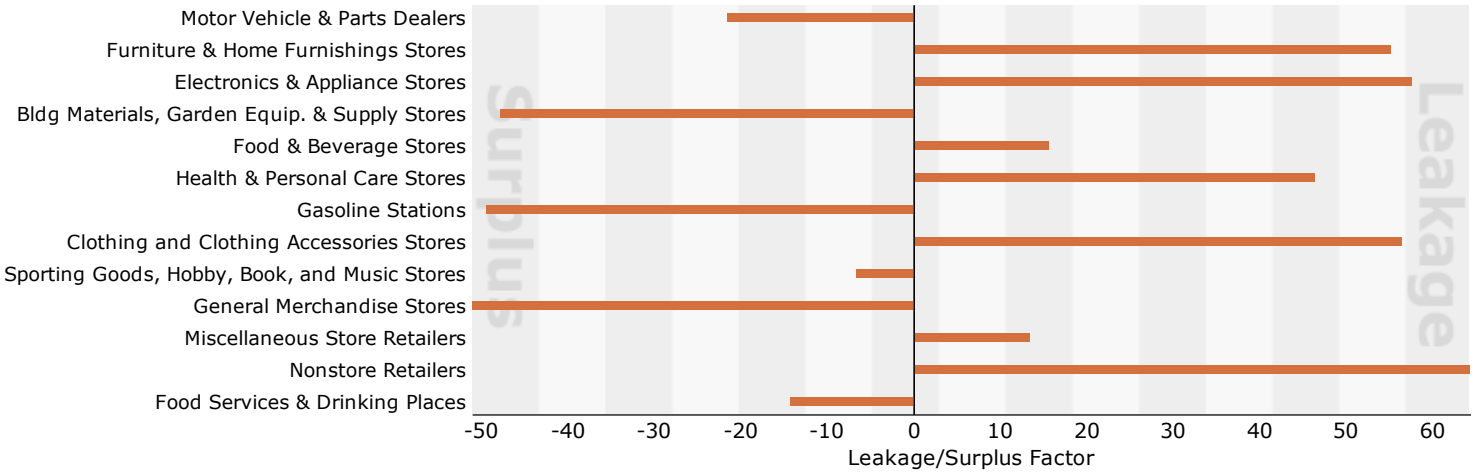
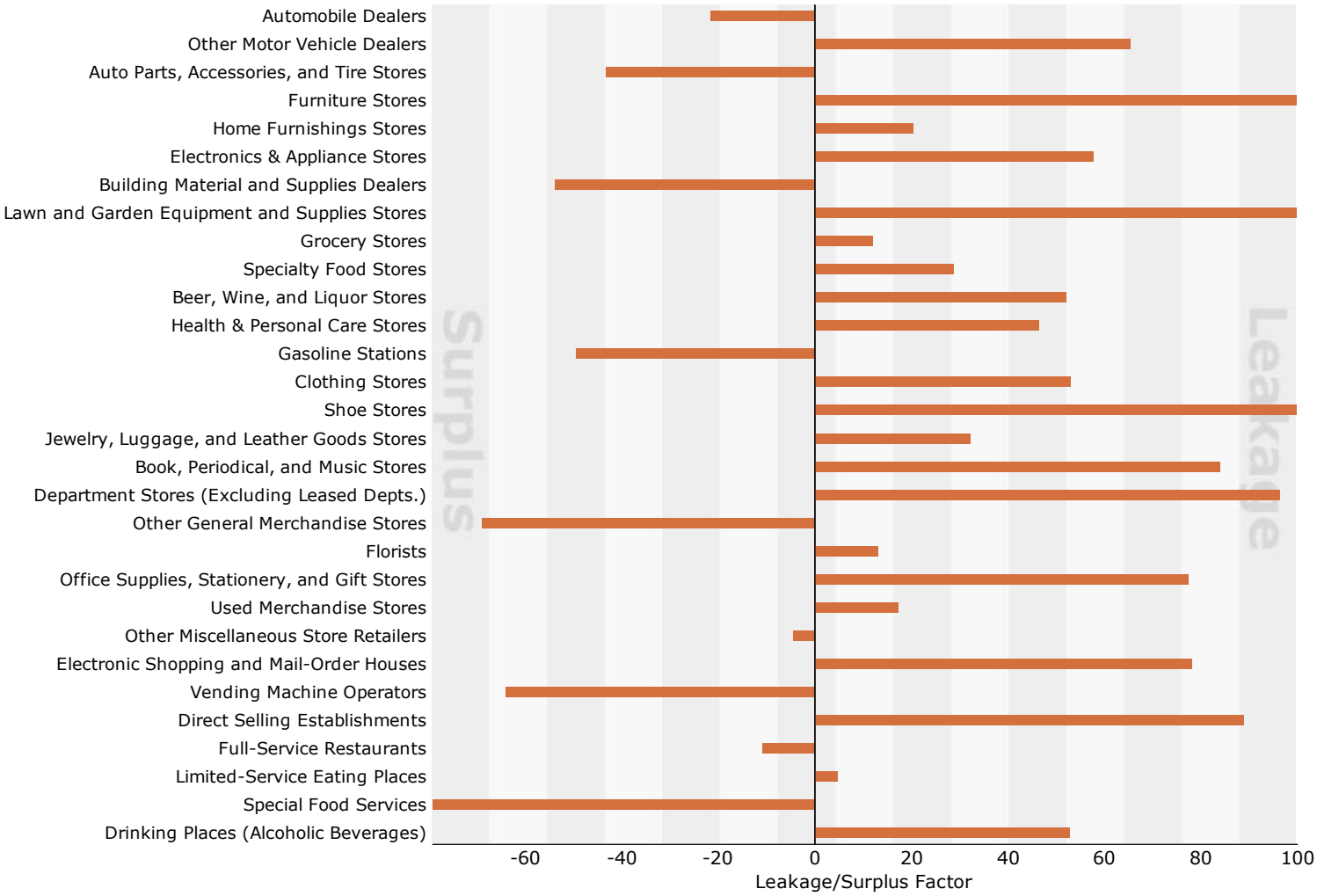
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

HORSHAM
108 New Rd, Horsham Twp, Pennsylvania, 19044
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.17193
Longitude: -75.12932

Summary Demographics	
2015 Population	86,540
2015 Households	33,471
2015 Median Disposable Income	$56,495
2015 Per Capita Income	$36,560

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	$1,207,728,709	$1,696,253,052	-$488,524,343	-16.8	867
Total Retail Trade	44-45	$1,084,603,765	$1,582,857,004	-$498,253,239	-18.7	722
Total Food & Drink	722	$123,124,944	$113,396,048	$9,728,896	4.1	145

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$214,305,193	$403,299,036	-$188,993,843	-30.6	49
Automobile Dealers	4411	$188,292,900	$385,030,770	-$196,737,870	-34.3	24
Other Motor Vehicle Dealers	4412	$11,825,478	$6,552,388	$5,273,090	28.7	11
Auto Parts, Accessories & Tire Stores	4413	$14,186,814	$11,715,878	$2,470,936	9.5	14
Furniture & Home Furnishings Stores	442	$24,268,775	$28,450,432	-$4,181,657	-7.9	53
Furniture Stores	4421	$13,424,171	$14,411,103	-$986,932	-3.5	17
Home Furnishings Stores	4422	$10,844,604	$14,039,329	-$3,194,725	-12.8	36
Electronics & Appliance Stores	443	$29,303,016	$95,332,164	-$66,029,148	-53.0	37
Bldg Materials, Garden Equip. & Supply Stores	444	$39,056,226	$38,801,429	$254,797	0.3	35
Bldg Material & Supplies Dealers	4441	$33,192,400	$38,573,788	-$5,381,388	-7.5	34
Lawn & Garden Equip & Supply Stores	4442	$5,863,827	$227,641	$5,636,186	92.5	1
Food & Beverage Stores	445	$195,714,448	$212,679,170	-$16,964,722	-4.2	84
Grocery Stores	4451	$168,191,028	$191,027,386	-$22,836,358	-6.4	45
Specialty Food Stores	4452	$5,447,267	$5,724,858	-$277,591	-2.5	27
Beer, Wine & Liquor Stores	4453	$22,076,154	$15,926,925	$6,149,229	16.2	12
Health & Personal Care Stores	446,4461	$61,020,698	$55,123,716	$5,896,982	5.1	60
Gasoline Stations	447,4471	$99,354,907	$93,866,251	$5,488,656	2.8	27
Clothing & Clothing Accessories Stores	448	$68,235,233	$129,372,870	-$61,137,637	-30.9	103
Clothing Stores	4481	$51,249,108	$107,169,049	-$55,919,941	-35.3	71
Shoe Stores	4482	$10,552,027	$16,258,582	-$5,706,555	-21.3	11
Jewelry, Luggage & Leather Goods Stores	4483	$6,434,098	$5,945,239	$488,859	3.9	21
Sporting Goods, Hobby, Book & Music Stores	451	$30,823,279	$63,709,813	-$32,886,534	-34.8	61
Sporting Goods/Hobby/Musical Instr Stores	4511	$23,877,874	$55,878,743	-$32,000,869	-40.1	55
Book, Periodical & Music Stores	4512	$6,945,405	$7,831,071	-$885,666	-6.0	6
General Merchandise Stores	452	$155,598,843	$343,694,572	-$188,095,729	-37.7	22
Department Stores Excluding Leased Depts.	4521	$68,137,999	$159,105,936	-$90,967,937	-40.0	16
Other General Merchandise Stores	4529	$87,460,844	$184,588,636	-$97,127,792	-35.7	7
Miscellaneous Store Retailers	453	$32,872,653	$47,981,446	-$15,108,793	-18.7	143
Florists	4531	$1,835,606	$1,973,749	-$138,143	-3.6	11
Office Supplies, Stationery & Gift Stores	4532	$9,399,735	$11,567,644	-$2,167,909	-10.3	33
Used Merchandise Stores	4533	$3,369,687	$3,155,158	$214,529	3.3	16
Other Miscellaneous Store Retailers	4539	$18,267,626	$31,284,896	-$13,017,270	-26.3	84
Nonstore Retailers	454	$134,050,495	$70,546,105	$63,504,390	31.0	49
Electronic Shopping & Mail-Order Houses	4541	$112,661,954	$48,798,364	$63,863,590	39.6	9
Vending Machine Operators	4542	$2,990,964	$4,789,780	-$1,798,816	-23.1	19
Direct Selling Establishments	4543	$18,397,577	$16,957,961	$1,439,616	4.1	21
Food Services & Drinking Places	722	$123,124,944	$113,396,048	$9,728,896	4.1	145
Full-Service Restaurants	7221	$53,596,465	$54,106,589	-$510,124	-0.5	50
Limited-Service Eating Places	7222	$55,511,964	$45,098,987	$10,412,977	10.3	67
Special Food Services	7223	$5,346,855	$10,729,918	-$5,383,063	-33.5	8
Drinking Places - Alcoholic Beverages	7224	$8,669,660	$3,460,554	$5,209,106	42.9	21

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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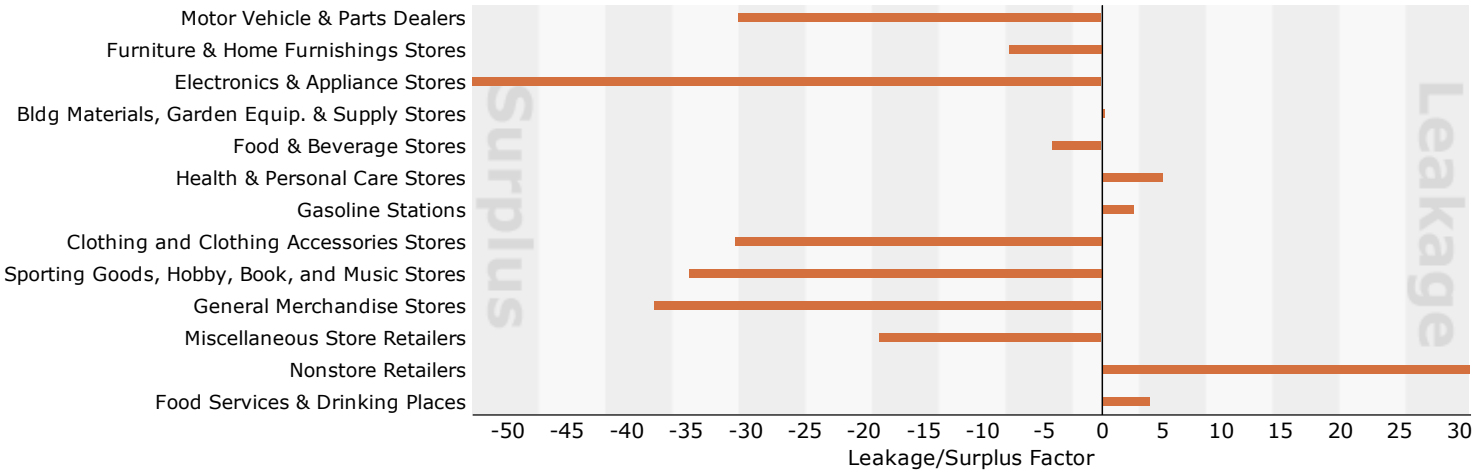
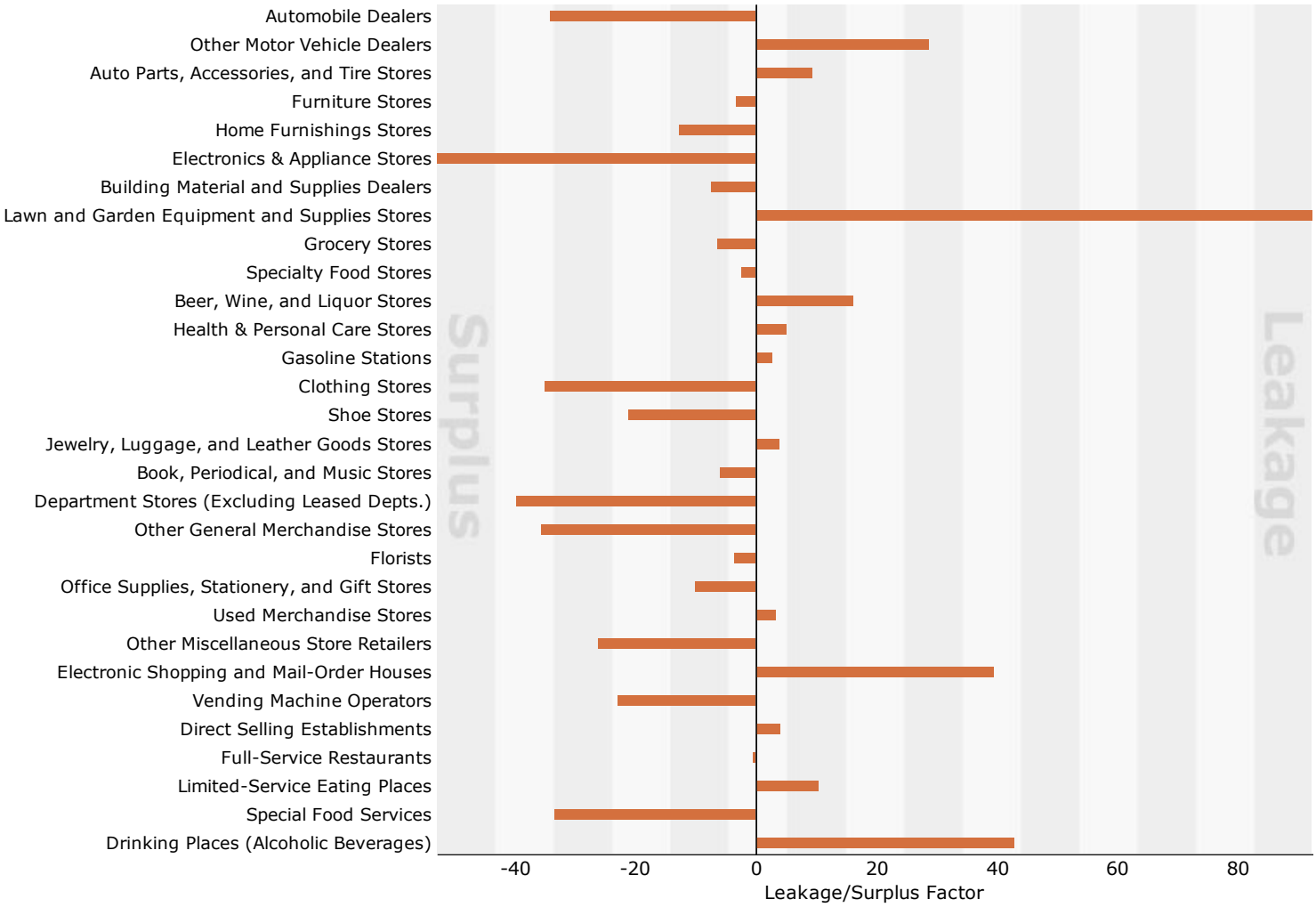
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

HORSHAM
108 New Rd, Horsham Twp, Pennsylvania, 19044
Ring: 5 mile radius

Prepared by Esri
Latitude: 40.17193
Longitude: -75.12932

Summary Demographics	
2015 Population	197,973
2015 Households	77,136
2015 Median Disposable Income	$60,828
2015 Per Capita Income	$40,852

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	$3,096,870,782	$3,205,960,508	-$109,089,726	-1.7	1,876
Total Retail Trade	44-45	$2,780,660,112	$2,941,820,428	-$161,160,316	-2.8	1,566
Total Food & Drink	722	$316,210,669	$264,140,080	$52,070,589	9.0	310

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$548,244,747	$619,211,996	-$70,967,249	-6.1	106
Automobile Dealers	4411	$481,136,230	$573,769,192	-$92,632,962	-8.8	48
Other Motor Vehicle Dealers	4412	$30,625,072	$10,976,266	$19,648,806	47.2	24
Auto Parts, Accessories & Tire Stores	4413	$36,483,445	$34,466,539	$2,016,906	2.8	34
Furniture & Home Furnishings Stores	442	$62,623,225	$71,905,221	-$9,281,996	-6.9	111
Furniture Stores	4421	$34,530,302	$35,154,532	-$624,230	-0.9	40
Home Furnishings Stores	4422	$28,092,923	$36,750,689	-$8,657,766	-13.4	71
Electronics & Appliance Stores	443	$75,221,303	$178,221,138	-$102,999,835	-40.6	84
Bldg Materials, Garden Equip. & Supply Stores	444	$102,603,324	$100,488,385	$2,114,939	1.0	93
Bldg Material & Supplies Dealers	4441	$87,415,148	$96,297,066	-$8,881,918	-4.8	87
Lawn & Garden Equip & Supply Stores	4442	$15,188,176	$4,191,319	$10,996,857	56.7	5
Food & Beverage Stores	445	$500,445,688	$510,521,244	-$10,075,556	-1.0	187
Grocery Stores	4451	$429,666,363	$465,047,366	-$35,381,003	-4.0	105
Specialty Food Stores	4452	$13,918,560	$13,913,318	$5,242	0.0	62
Beer, Wine & Liquor Stores	4453	$56,860,766	$31,560,559	$25,300,207	28.6	20
Health & Personal Care Stores	446,4461	$157,445,987	$148,109,536	$9,336,451	3.1	131
Gasoline Stations	447,4471	$252,484,265	$171,397,084	$81,087,181	19.1	50
Clothing & Clothing Accessories Stores	448	$175,031,124	$213,483,154	-$38,452,030	-9.9	218
Clothing Stores	4481	$131,419,542	$170,120,312	-$38,700,770	-12.8	161
Shoe Stores	4482	$26,930,977	$29,139,649	-$2,208,672	-3.9	19
Jewelry, Luggage & Leather Goods Stores	4483	$16,680,605	$14,223,193	$2,457,412	8.0	38
Sporting Goods, Hobby, Book & Music Stores	451	$78,959,055	$87,779,911	-$8,820,856	-5.3	126
Sporting Goods/Hobby/Musical Instr Stores	4511	$61,125,876	$74,178,171	-$13,052,295	-9.6	106
Book, Periodical & Music Stores	4512	$17,833,178	$13,601,740	$4,231,438	13.5	20
General Merchandise Stores	452	$398,398,567	$604,443,446	-$206,044,879	-20.5	37
Department Stores Excluding Leased Depts.	4521	$174,780,452	$239,455,337	-$64,674,885	-15.6	26
Other General Merchandise Stores	4529	$223,618,115	$364,988,109	-$141,369,994	-24.0	11
Miscellaneous Store Retailers	453	$84,423,780	$92,698,451	-$8,274,671	-4.7	328
Florists	4531	$4,779,858	$5,789,674	-$1,009,816	-9.6	34
Office Supplies, Stationery & Gift Stores	4532	$24,233,960	$25,601,295	-$1,367,335	-2.7	80
Used Merchandise Stores	4533	$8,658,346	$7,177,330	$1,481,016	9.4	33
Other Miscellaneous Store Retailers	4539	$46,751,615	$54,130,153	-$7,378,538	-7.3	181
Nonstore Retailers	454	$344,779,048	$143,560,864	$201,218,184	41.2	96
Electronic Shopping & Mail-Order Houses	4541	$290,055,985	$95,578,024	$194,477,961	50.4	20
Vending Machine Operators	4542	$7,643,133	$11,184,018	-$3,540,885	-18.8	38
Direct Selling Establishments	4543	$47,079,930	$36,798,821	$10,281,109	12.3	38
Food Services & Drinking Places	722	$316,210,669	$264,140,080	$52,070,589	9.0	310
Full-Service Restaurants	7221	$137,656,559	$113,092,090	$24,564,469	9.8	112
Limited-Service Eating Places	7222	$142,357,213	$125,526,694	$16,830,519	6.3	130
Special Food Services	7223	$13,733,052	$17,741,357	-$4,008,305	-12.7	20
Drinking Places - Alcoholic Beverages	7224	$22,463,845	$7,779,940	$14,683,905	48.6	48

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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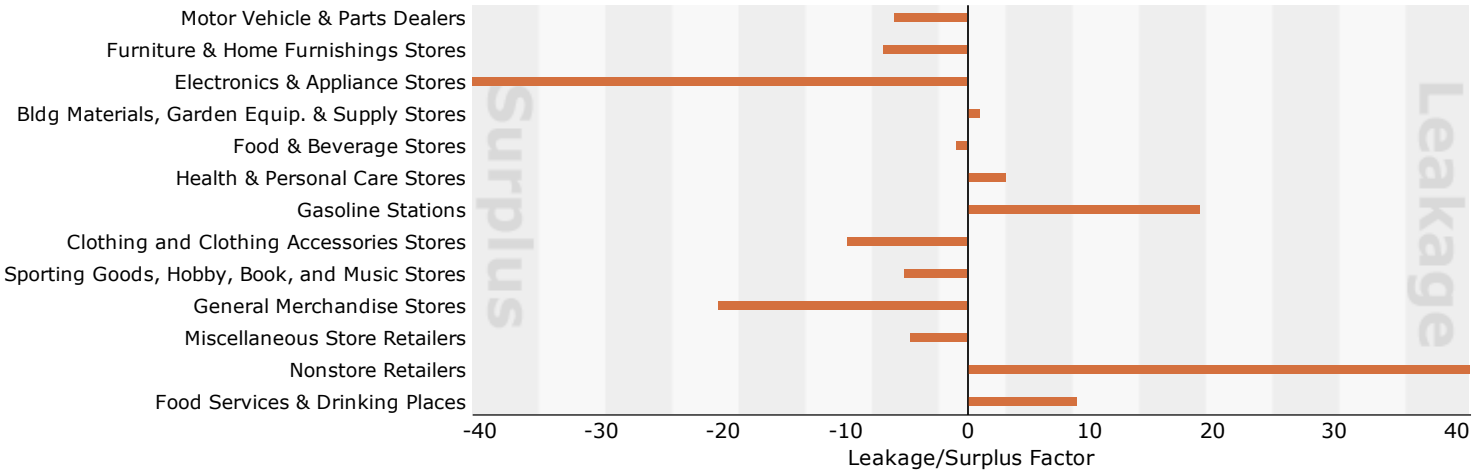
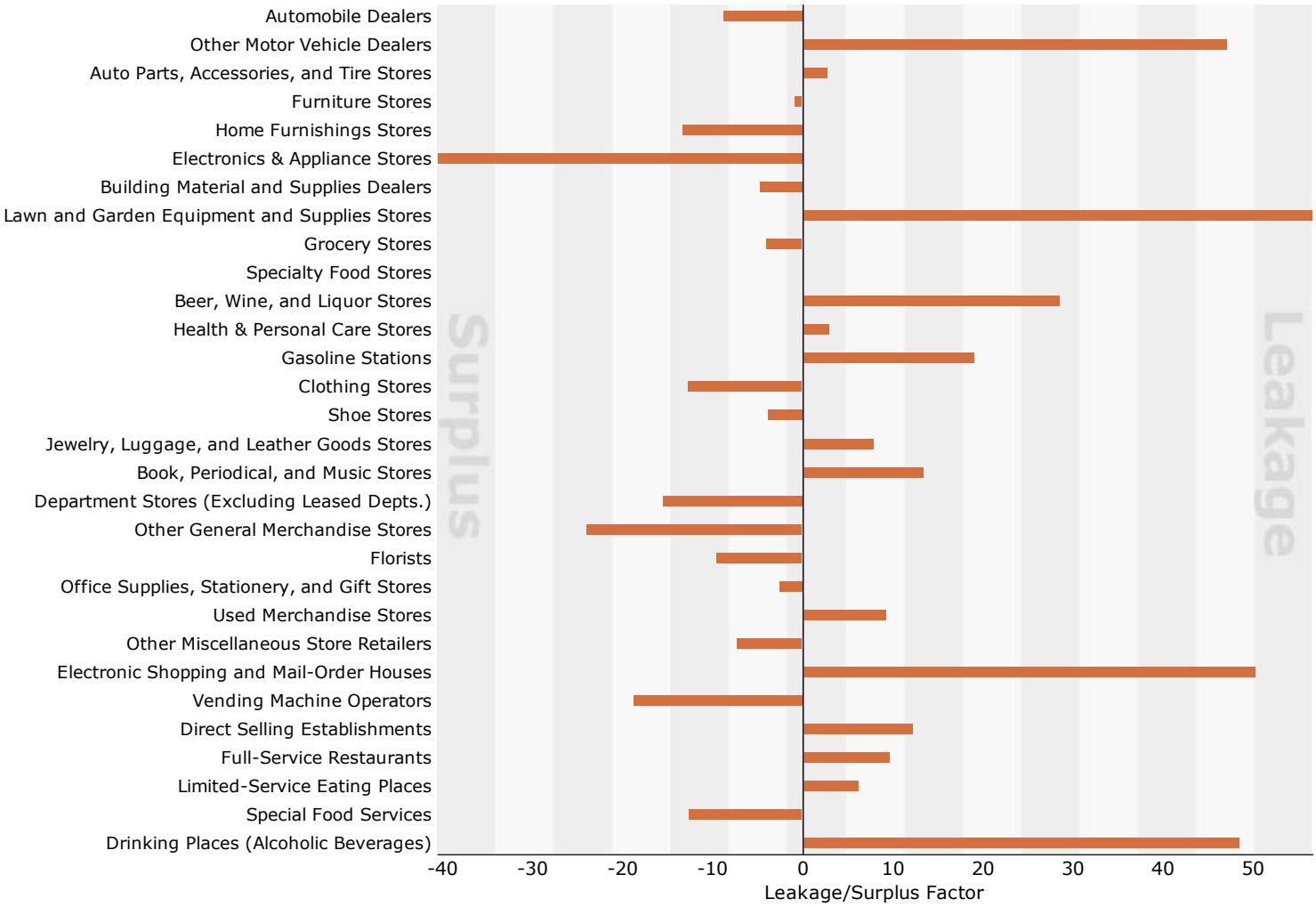
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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