



# Retail MarketPlace Profile

Levittown  
 2346 Bristol Oxford Valley Rd, Levittown, Pennsylvania, 19057  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 40.14207  
 Longitude: -74.87468

## Summary Demographics

2015 Population	17,065
2015 Households	6,128
2015 Median Disposable Income	\$51,503
2015 Per Capita Income	\$28,463

## 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	\$250,971,534	\$117,190,807	\$133,780,727	36.3	86
Total Retail Trade	44-45	\$226,532,882	\$104,443,201	\$122,089,681	36.9	54
Total Food & Drink	722	\$24,438,653	\$12,747,606	\$11,691,047	31.4	31

## Industry Group

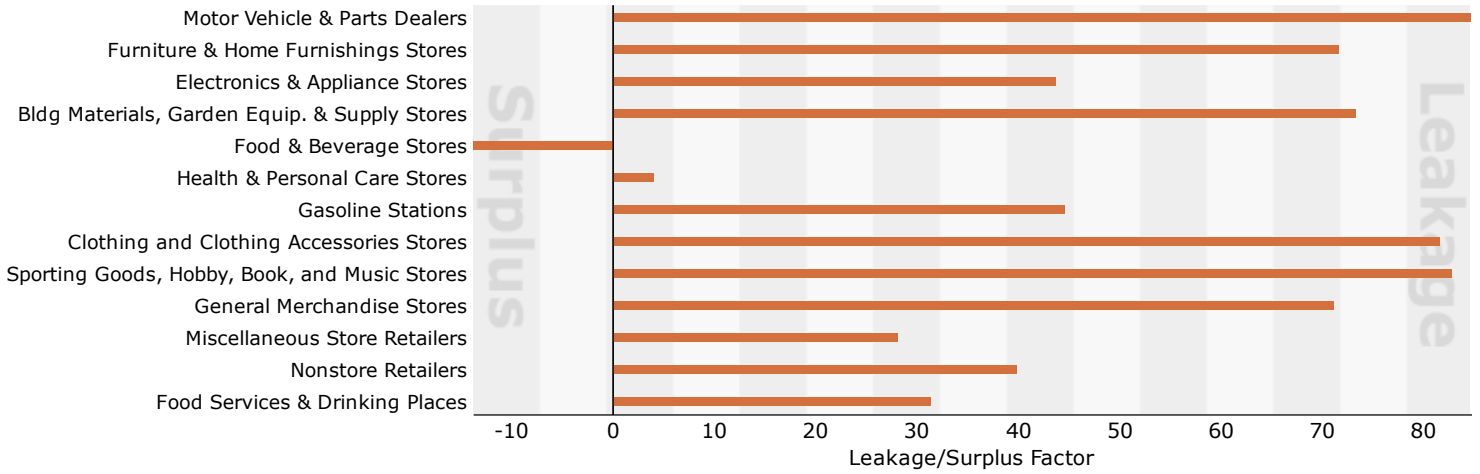
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,272,259	\$4,132,017	\$46,140,242	84.8	8
Automobile Dealers	4411	\$42,052,379	\$1,263,380	\$40,788,999	94.2	1
Other Motor Vehicle Dealers	4412	\$5,024,651	\$0	\$5,024,651	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,195,229	\$2,868,637	\$326,592	5.4	7
Furniture & Home Furnishings Stores	442	\$6,749,979	\$1,109,068	\$5,640,911	71.8	2
Furniture Stores	4421	\$4,131,449	\$0	\$4,131,449	100.0	0
Home Furnishings Stores	4422	\$2,618,530	\$1,109,068	\$1,509,462	40.5	2
Electronics & Appliance Stores	443	\$12,480,202	\$4,872,883	\$7,607,319	43.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,057,703	\$1,696,792	\$9,360,911	73.4	6
Bldg Material & Supplies Dealers	4441	\$9,765,128	\$1,696,792	\$8,068,336	70.4	6
Lawn & Garden Equip & Supply Stores	4442	\$1,292,575	\$0	\$1,292,575	100.0	0
Food & Beverage Stores	445	\$45,459,701	\$60,011,199	-\$14,551,498	-13.8	8
Grocery Stores	4451	\$38,510,053	\$52,353,734	-\$13,843,681	-15.2	5
Specialty Food Stores	4452	\$2,770,281	\$5,384,438	-\$2,614,157	-32.1	2
Beer, Wine & Liquor Stores	4453	\$4,179,367	\$2,273,027	\$1,906,340	29.5	1
Health & Personal Care Stores	446,4461	\$10,105,860	\$9,290,777	\$815,083	4.2	4
Gasoline Stations	447,4471	\$14,995,059	\$5,723,181	\$9,271,878	44.8	2
Clothing & Clothing Accessories Stores	448	\$11,671,434	\$1,169,889	\$10,501,545	81.8	3
Clothing Stores	4481	\$8,504,762	\$650,896	\$7,853,866	85.8	2
Shoe Stores	4482	\$1,737,992	\$0	\$1,737,992	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,428,680	\$518,992	\$909,688	46.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,171,424	\$671,586	\$6,499,838	82.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,742,138	\$633,211	\$5,108,927	80.1	2
Book, Periodical & Music Stores	4512	\$1,429,286	\$0	\$1,429,286	100.0	0
General Merchandise Stores	452	\$37,971,940	\$6,372,595	\$31,599,345	71.3	4
Department Stores Excluding Leased Depts.	4521	\$29,505,876	\$457,800	\$29,048,076	96.9	1
Other General Merchandise Stores	4529	\$8,466,064	\$5,914,795	\$2,551,269	17.7	3
Miscellaneous Store Retailers	453	\$10,711,157	\$6,008,564	\$4,702,593	28.1	8
Florists	4531	\$527,690	\$349,867	\$177,823	20.3	1
Office Supplies, Stationery & Gift Stores	4532	\$2,218,715	\$90,203	\$2,128,512	92.2	1
Used Merchandise Stores	4533	\$834,015	\$523,102	\$310,913	22.9	3
Other Miscellaneous Store Retailers	4539	\$7,130,736	\$5,045,391	\$2,085,345	17.1	3
Nonstore Retailers	454	\$7,886,165	\$3,384,651	\$4,501,514	39.9	5
Electronic Shopping & Mail-Order Houses	4541	\$6,162,204	\$1,812,053	\$4,350,151	54.6	1
Vending Machine Operators	4542	\$237,800	\$495,199	-\$257,399	-35.1	2
Direct Selling Establishments	4543	\$1,486,161	\$1,077,399	\$408,762	15.9	2
Food Services & Drinking Places	722	\$24,438,653	\$12,747,606	\$11,691,047	31.4	31
Full-Service Restaurants	7221	\$12,958,696	\$4,935,653	\$8,023,043	44.8	15
Limited-Service Eating Places	7222	\$9,643,515	\$6,129,616	\$3,513,899	22.3	11
Special Food Services	7223	\$519,164	\$926,164	-\$407,000	-28.2	1
Drinking Places - Alcoholic Beverages	7224	\$1,317,278	\$756,173	\$561,105	27.1	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 click the link below to view the Methodology Statement.

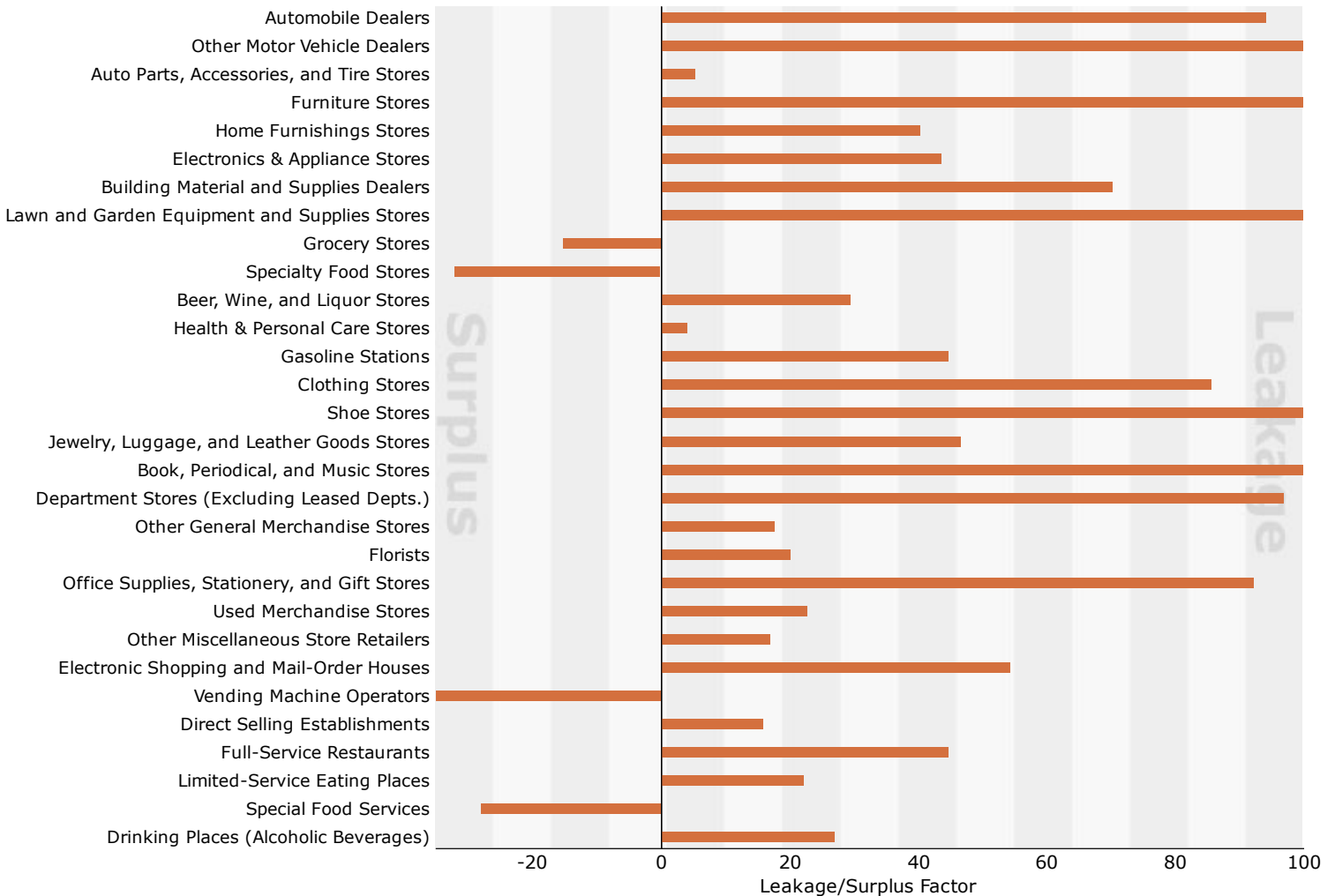
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Levittown  
 2346 Bristol Oxford Valley Rd, Levittown, Pennsylvania, 19057  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 40.14207  
 Longitude: -74.87468

## Summary Demographics

2015 Population	102,180
2015 Households	37,794
2015 Median Disposable Income	\$50,505
2015 Per Capita Income	\$28,495

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	\$1,516,049,894	\$3,261,179,794	-\$1,745,129,900	-36.5	891
Total Retail Trade	44-45	\$1,369,755,000	\$3,111,264,422	-\$1,741,509,422	-38.9	632
Total Food & Drink	722	\$146,294,894	\$149,915,371	-\$3,620,477	-1.2	260

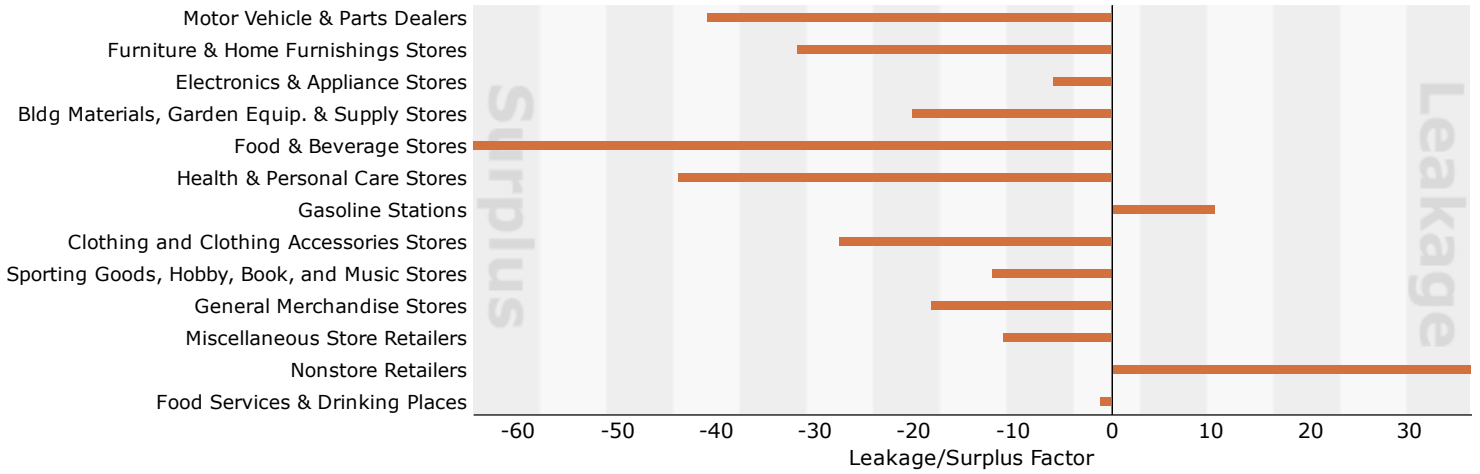
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$306,100,075	\$730,298,477	-\$424,198,402	-40.9	109
Automobile Dealers	4411	\$256,268,139	\$627,702,690	-\$371,434,551	-42.0	57
Other Motor Vehicle Dealers	4412	\$30,609,906	\$37,195,325	-\$6,585,419	-9.7	3
Auto Parts, Accessories & Tire Stores	4413	\$19,222,031	\$65,400,462	-\$46,178,431	-54.6	49
Furniture & Home Furnishings Stores	442	\$40,892,832	\$79,005,529	-\$38,112,697	-31.8	35
Furniture Stores	4421	\$25,033,227	\$54,183,407	-\$29,150,180	-36.8	16
Home Furnishings Stores	4422	\$15,859,606	\$24,822,122	-\$8,962,516	-22.0	20
Electronics & Appliance Stores	443	\$74,855,034	\$84,396,880	-\$9,541,846	-6.0	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$66,875,300	\$100,790,876	-\$33,915,576	-20.2	62
Bldg Material & Supplies Dealers	4441	\$58,816,703	\$98,028,265	-\$39,211,562	-25.0	57
Lawn & Garden Equip & Supply Stores	4442	\$8,058,598	\$2,762,611	\$5,295,987	48.9	5
Food & Beverage Stores	445	\$274,035,362	\$1,272,319,036	-\$998,283,674	-64.6	69
Grocery Stores	4451	\$232,318,223	\$1,242,530,290	-\$1,010,212,067	-68.5	44
Specialty Food Stores	4452	\$16,687,730	\$16,242,508	\$445,222	1.4	19
Beer, Wine & Liquor Stores	4453	\$25,029,409	\$13,546,238	\$11,483,171	29.8	7
Health & Personal Care Stores	446,4461	\$62,002,531	\$158,852,444	-\$96,849,913	-43.9	54
Gasoline Stations	447,4471	\$90,797,157	\$73,617,648	\$17,179,509	10.4	26
Clothing & Clothing Accessories Stores	448	\$69,591,376	\$122,434,657	-\$52,843,281	-27.5	81
Clothing Stores	4481	\$50,716,058	\$93,712,069	-\$42,996,011	-29.8	51
Shoe Stores	4482	\$10,307,828	\$12,912,657	-\$2,604,829	-11.2	13
Jewelry, Luggage & Leather Goods Stores	4483	\$8,567,490	\$15,809,932	-\$7,242,442	-29.7	18
Sporting Goods, Hobby, Book & Music Stores	451	\$42,950,090	\$54,816,979	-\$11,866,889	-12.1	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,446,823	\$49,501,160	-\$15,054,337	-17.9	28
Book, Periodical & Music Stores	4512	\$8,503,266	\$5,315,820	\$3,187,446	23.1	8
General Merchandise Stores	452	\$228,497,758	\$330,885,337	-\$102,387,579	-18.3	30
Department Stores Excluding Leased Depts.	4521	\$177,416,055	\$216,533,447	-\$39,117,392	-9.9	11
Other General Merchandise Stores	4529	\$51,081,703	\$114,351,890	-\$63,270,187	-38.2	19
Miscellaneous Store Retailers	453	\$65,317,264	\$81,516,971	-\$16,199,707	-11.0	81
Florists	4531	\$3,273,347	\$2,619,280	\$654,067	11.1	7
Office Supplies, Stationery & Gift Stores	4532	\$13,406,098	\$11,432,391	\$1,973,707	7.9	20
Used Merchandise Stores	4533	\$4,997,019	\$3,847,845	\$1,149,174	13.0	14
Other Miscellaneous Store Retailers	4539	\$43,640,800	\$63,617,455	-\$19,976,655	-18.6	39
Nonstore Retailers	454	\$47,840,222	\$22,329,587	\$25,510,635	36.4	18
Electronic Shopping & Mail-Order Houses	4541	\$37,348,883	\$13,223,758	\$24,125,125	47.7	3
Vending Machine Operators	4542	\$1,431,595	\$1,390,091	\$41,504	1.5	6
Direct Selling Establishments	4543	\$9,059,744	\$7,715,737	\$1,344,007	8.0	9
Food Services & Drinking Places	722	\$146,294,894	\$149,915,371	-\$3,620,477	-1.2	260
Full-Service Restaurants	7221	\$77,556,854	\$60,656,824	\$16,900,030	12.2	132
Limited-Service Eating Places	7222	\$57,738,524	\$79,469,033	-\$21,730,509	-15.8	93
Special Food Services	7223	\$3,117,207	\$2,711,232	\$405,975	7.0	11
Drinking Places - Alcoholic Beverages	7224	\$7,882,309	\$7,078,282	\$804,027	5.4	23

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 click the link below to view the Methodology Statement.

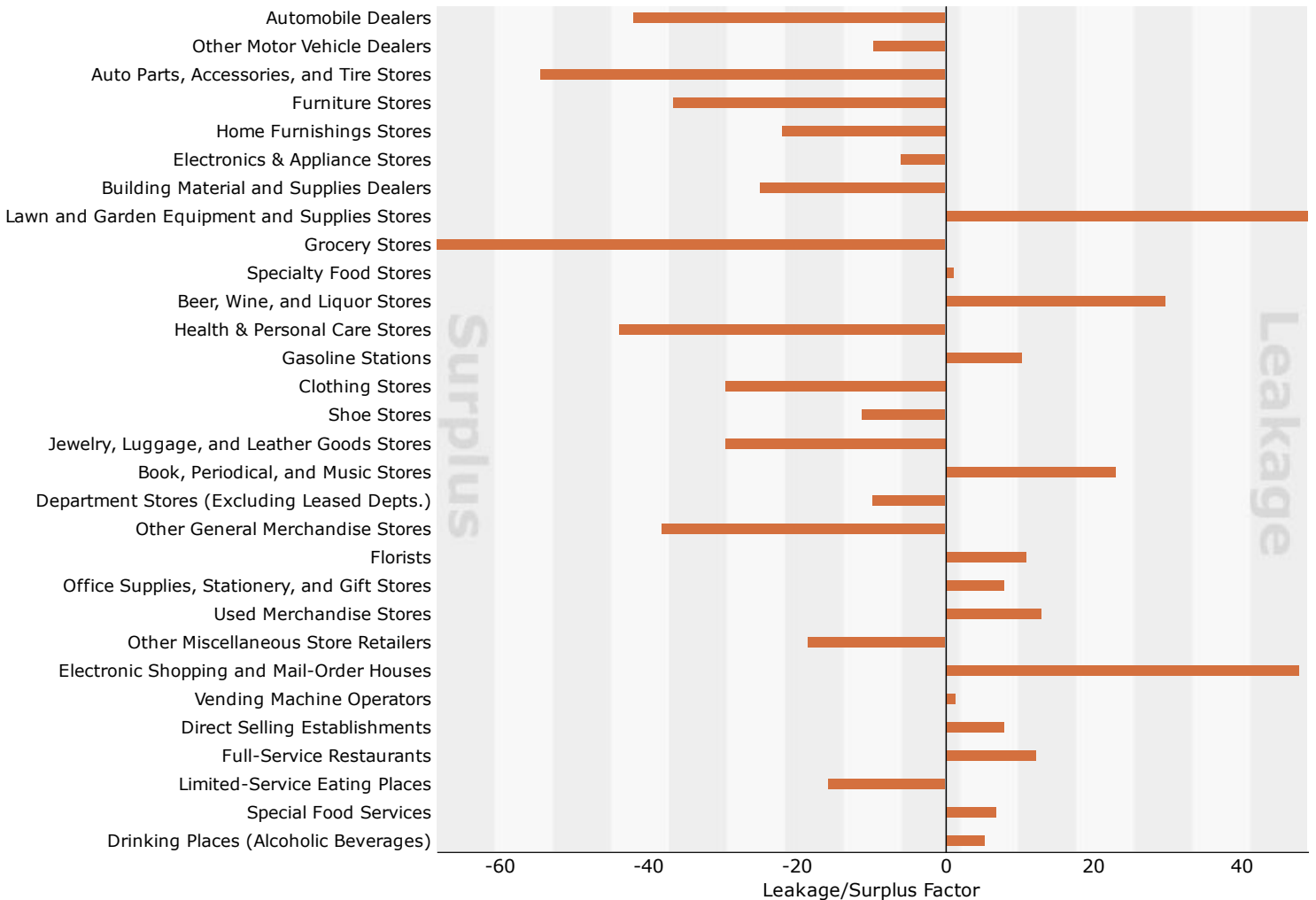
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Levittown  
 2346 Bristol Oxford Valley Rd, Levittown, Pennsylvania, 19057  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 40.14207  
 Longitude: -74.87468

## Summary Demographics

2015 Population	209,049
2015 Households	79,262
2015 Median Disposable Income	\$51,967
2015 Per Capita Income	\$31,043

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	\$3,391,301,106	\$5,720,408,464	-\$2,329,107,358	-25.6	1,930
Total Retail Trade	44-45	\$3,063,072,377	\$5,384,284,140	-\$2,321,211,763	-27.5	1,386
Total Food & Drink	722	\$328,228,729	\$336,124,324	-\$7,895,595	-1.2	544

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$683,738,361	\$1,286,063,462	-\$602,325,101	-30.6	189
Automobile Dealers	4411	\$572,370,897	\$1,091,946,484	-\$519,575,587	-31.2	94
Other Motor Vehicle Dealers	4412	\$68,607,640	\$88,291,069	-\$19,683,429	-12.5	11
Auto Parts, Accessories & Tire Stores	4413	\$42,759,823	\$105,825,909	-\$63,066,086	-42.4	84
Furniture & Home Furnishings Stores	442	\$92,604,738	\$160,804,327	-\$68,199,589	-26.9	77
Furniture Stores	4421	\$56,346,893	\$98,193,542	-\$41,846,649	-27.1	32
Home Furnishings Stores	4422	\$36,257,845	\$62,610,785	-\$26,352,940	-26.7	45
Electronics & Appliance Stores	443	\$169,615,491	\$150,240,989	\$19,374,502	6.1	71
Bldg Materials, Garden Equip. & Supply Stores	444	\$150,005,815	\$261,166,792	-\$111,160,977	-27.0	133
Bldg Material & Supplies Dealers	4441	\$132,155,888	\$251,481,415	-\$119,325,527	-31.1	115
Lawn & Garden Equip & Supply Stores	4442	\$17,849,927	\$9,685,378	\$8,164,549	29.7	18
Food & Beverage Stores	445	\$611,826,549	\$1,638,542,262	-\$1,026,715,713	-45.6	144
Grocery Stores	4451	\$518,511,115	\$1,559,678,034	-\$1,041,166,919	-50.1	89
Specialty Food Stores	4452	\$37,398,675	\$46,853,628	-\$9,454,953	-11.2	39
Beer, Wine & Liquor Stores	4453	\$55,916,759	\$32,010,601	\$23,906,158	27.2	17
Health & Personal Care Stores	446,4461	\$143,325,065	\$289,090,648	-\$145,765,583	-33.7	132
Gasoline Stations	447,4471	\$200,879,757	\$144,986,950	\$55,892,807	16.2	49
Clothing & Clothing Accessories Stores	448	\$159,967,089	\$279,529,915	-\$119,562,826	-27.2	194
Clothing Stores	4481	\$116,203,704	\$217,462,528	-\$101,258,824	-30.3	123
Shoe Stores	4482	\$23,121,170	\$28,304,527	-\$5,183,357	-10.1	29
Jewelry, Luggage & Leather Goods Stores	4483	\$20,642,215	\$33,762,860	-\$13,120,645	-24.1	42
Sporting Goods, Hobby, Book & Music Stores	451	\$96,471,425	\$129,194,044	-\$32,722,619	-14.5	84
Sporting Goods/Hobby/Musical Instr Stores	4511	\$77,830,160	\$117,692,318	-\$39,862,158	-20.4	67
Book, Periodical & Music Stores	4512	\$18,641,265	\$11,501,725	\$7,139,540	23.7	17
General Merchandise Stores	452	\$504,524,300	\$814,994,992	-\$310,470,692	-23.5	74
Department Stores Excluding Leased Depts.	4521	\$389,751,885	\$593,470,830	-\$203,718,945	-20.7	26
Other General Merchandise Stores	4529	\$114,772,415	\$221,524,163	-\$106,751,748	-31.7	48
Miscellaneous Store Retailers	453	\$146,039,791	\$183,447,855	-\$37,408,064	-11.4	203
Florists	4531	\$7,401,066	\$4,097,054	\$3,304,012	28.7	17
Office Supplies, Stationery & Gift Stores	4532	\$30,633,623	\$36,978,750	-\$6,345,127	-9.4	51
Used Merchandise Stores	4533	\$10,910,416	\$9,518,943	\$1,391,473	6.8	35
Other Miscellaneous Store Retailers	4539	\$97,094,686	\$132,853,107	-\$35,758,421	-15.6	99
Nonstore Retailers	454	\$104,073,996	\$46,221,903	\$57,852,093	38.5	35
Electronic Shopping & Mail-Order Houses	4541	\$80,890,944	\$20,093,334	\$60,797,610	60.2	7
Vending Machine Operators	4542	\$3,194,853	\$7,297,300	-\$4,102,447	-39.1	11
Direct Selling Establishments	4543	\$19,988,199	\$18,831,269	\$1,156,930	3.0	17
Food Services & Drinking Places	722	\$328,228,729	\$336,124,324	-\$7,895,595	-1.2	544
Full-Service Restaurants	7221	\$175,350,207	\$151,088,845	\$24,261,362	7.4	289
Limited-Service Eating Places	7222	\$128,724,338	\$164,129,628	-\$35,405,290	-12.1	187
Special Food Services	7223	\$7,032,349	\$9,038,637	-\$2,006,288	-12.5	26
Drinking Places - Alcoholic Beverages	7224	\$17,121,835	\$11,867,214	\$5,254,621	18.1	42

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 click the link below to view the Methodology Statement.

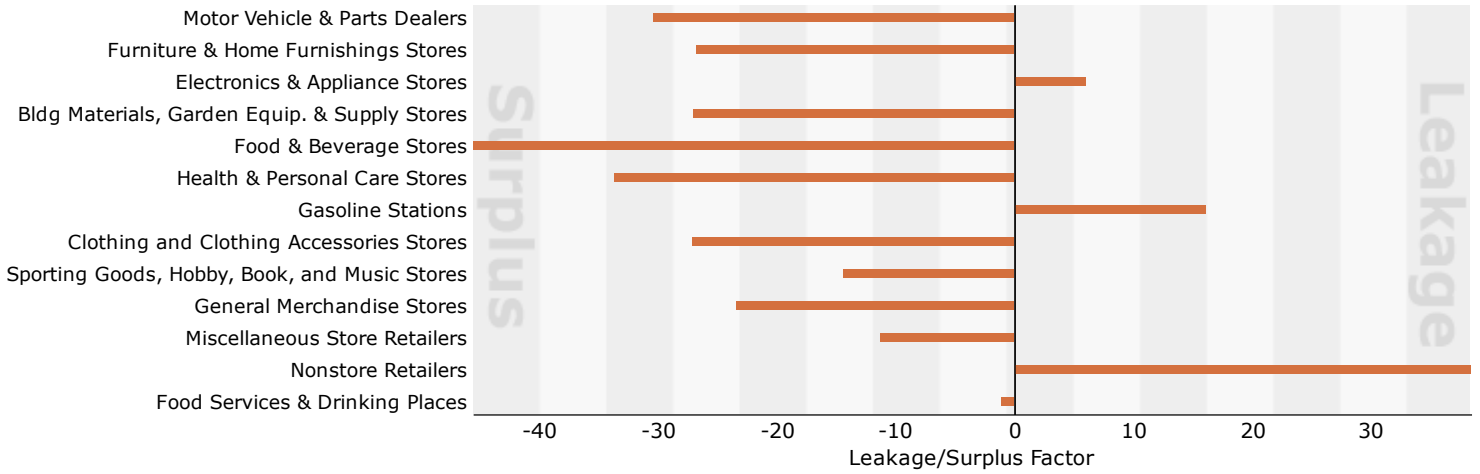
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Levittown  
 2346 Bristol Oxford Valley Rd, Levittown, Pennsylvania, 19057  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 40.14207  
 Longitude: -74.87468

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

