



# Retail MarketPlace Profile

3617 Ferry Rd, Plumstead Twp, Pennsylvania, 18902  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 40.34127  
 Longitude: -75.15068

## Summary Demographics

2015 Population	2,902
2015 Households	1,195
2015 Median Disposable Income	\$72,069
2015 Per Capita Income	\$43,469

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	\$71,099,954	\$62,086,479	\$9,013,475	6.8	27
Total Retail Trade	44-45	\$64,232,029	\$57,804,439	\$6,427,590	5.3	19
Total Food & Drink	722	\$6,867,925	\$4,282,040	\$2,585,885	23.2	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,719,142	\$23,994,494	-\$9,275,352	-24.0	2
Automobile Dealers	4411	\$12,298,208	\$23,354,649	-\$11,056,441	-31.0	1
Other Motor Vehicle Dealers	4412	\$1,527,190	\$414,863	\$1,112,327	57.3	1
Auto Parts, Accessories & Tire Stores	4413	\$893,744	\$224,982	\$668,762	59.8	1
Furniture & Home Furnishings Stores	442	\$1,982,704	\$2,348,108	-\$365,404	-8.4	2
Furniture Stores	4421	\$1,223,545	\$0	\$1,223,545	100.0	0
Home Furnishings Stores	4422	\$759,159	\$2,315,435	-\$1,556,276	-50.6	2
Electronics & Appliance Stores	443	\$3,520,114	\$1,291,849	\$2,228,265	46.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,301,481	\$5,682,189	-\$2,380,708	-26.5	5
Bldg Material & Supplies Dealers	4441	\$2,919,516	\$2,523,024	\$396,492	7.3	3
Lawn & Garden Equip & Supply Stores	4442	\$381,966	\$3,159,164	-\$2,777,198	-78.4	2
Food & Beverage Stores	445	\$12,437,093	\$16,114,029	-\$3,676,936	-12.9	2
Grocery Stores	4451	\$10,513,318	\$15,255,915	-\$4,742,597	-18.4	1
Specialty Food Stores	4452	\$755,349	\$858,114	-\$102,765	-6.4	1
Beer, Wine & Liquor Stores	4453	\$1,168,426	\$0	\$1,168,426	100.0	0
Health & Personal Care Stores	446,4461	\$2,885,753	\$2,654,430	\$231,323	4.2	2
Gasoline Stations	447,4471	\$4,165,179	\$2,514,627	\$1,650,552	24.7	1
Clothing & Clothing Accessories Stores	448	\$3,253,978	\$500,105	\$2,753,873	73.4	1
Clothing Stores	4481	\$2,360,506	\$246,724	\$2,113,782	81.1	1
Shoe Stores	4482	\$469,902	\$0	\$469,902	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$423,570	\$253,381	\$170,189	25.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,085,343	\$1,422,067	\$663,276	18.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,681,465	\$1,422,067	\$259,398	8.4	2
Book, Periodical & Music Stores	4512	\$403,878	\$0	\$403,878	100.0	0
General Merchandise Stores	452	\$10,684,567	\$0	\$10,684,567	100.0	0
Department Stores Excluding Leased Depts.	4521	\$8,345,692	\$0	\$8,345,692	100.0	0
Other General Merchandise Stores	4529	\$2,338,875	\$0	\$2,338,875	100.0	0
Miscellaneous Store Retailers	453	\$3,021,756	\$609,074	\$2,412,682	66.4	1
Florists	4531	\$158,182	\$0	\$158,182	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$632,321	\$0	\$632,321	100.0	0
Used Merchandise Stores	4533	\$235,977	\$0	\$235,977	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,995,276	\$597,297	\$1,397,979	53.9	1
Nonstore Retailers	454	\$2,174,919	\$0	\$2,174,919	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,753,249	\$0	\$1,753,249	100.0	0
Vending Machine Operators	4542	\$64,893	\$0	\$64,893	100.0	0
Direct Selling Establishments	4543	\$356,777	\$0	\$356,777	100.0	0
Food Services & Drinking Places	722	\$6,867,925	\$4,282,040	\$2,585,885	23.2	8
Full-Service Restaurants	7221	\$3,637,967	\$2,101,350	\$1,536,617	26.8	4
Limited-Service Eating Places	7222	\$2,701,579	\$2,137,605	\$563,974	11.7	3
Special Food Services	7223	\$151,852	\$43,085	\$108,767	55.8	1
Drinking Places - Alcoholic Beverages	7224	\$376,527	\$0	\$376,527	100.0	0

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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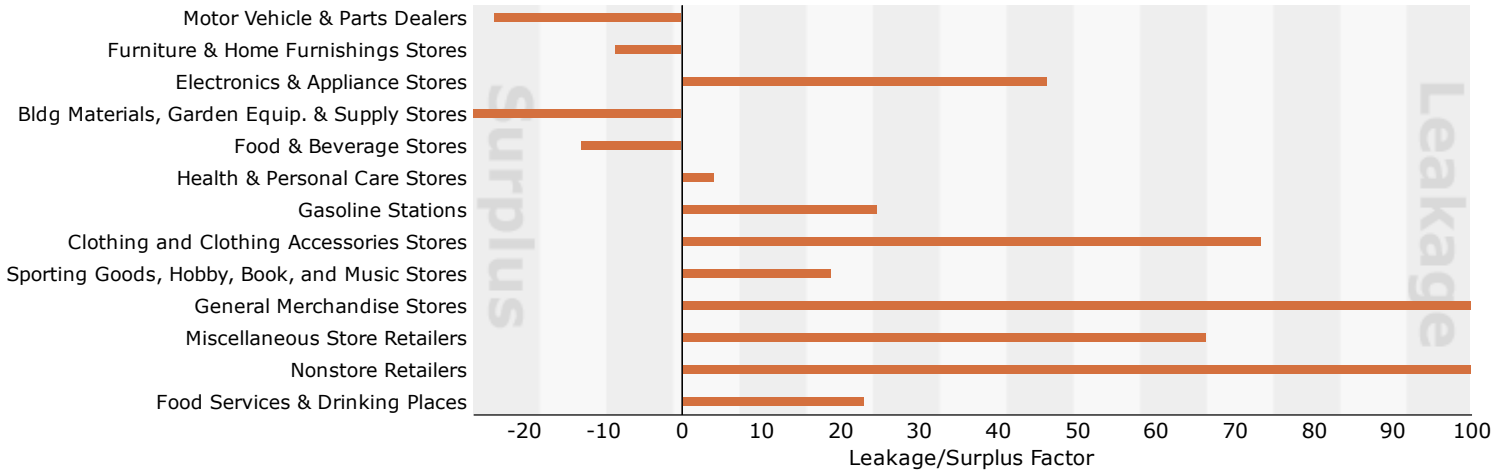


# Retail MarketPlace Profile

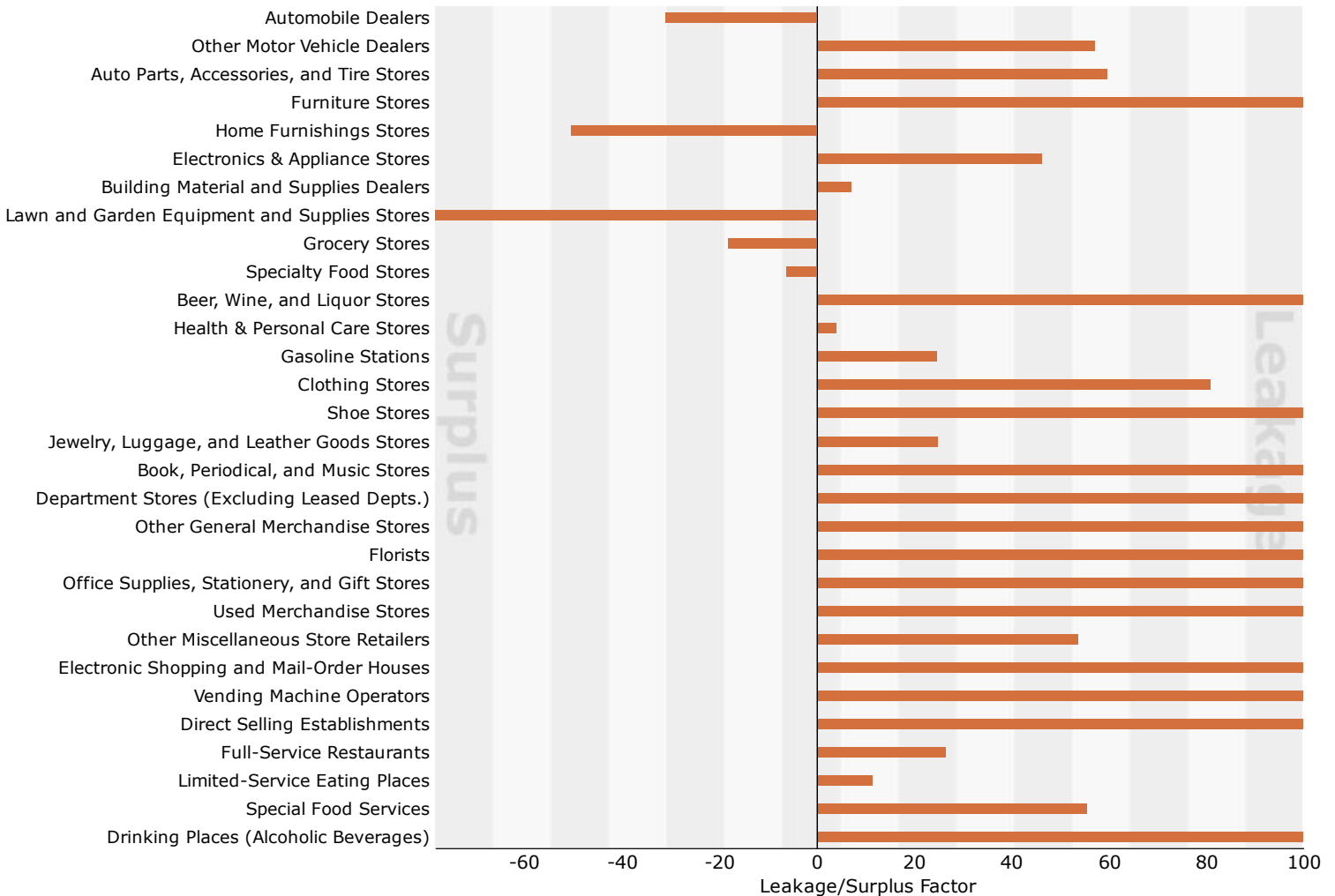
3617 Ferry Rd, Plumstead Twp, Pennsylvania, 18902  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 40.34127  
 Longitude: -75.15068

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

3617 Ferry Rd, Plumstead Twp, Pennsylvania, 18902  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 40.34127  
 Longitude: -75.15068

## Summary Demographics

2015 Population	28,805
2015 Households	11,610
2015 Median Disposable Income	\$67,727
2015 Per Capita Income	\$46,467

## 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	\$713,320,300	\$1,592,500,953	-\$879,180,653	-38.1	435
Total Retail Trade	44-45	\$644,292,796	\$1,536,053,242	-\$891,760,446	-40.9	313
Total Food & Drink	722	\$69,027,504	\$56,447,712	\$12,579,792	10.0	122

## Industry Group

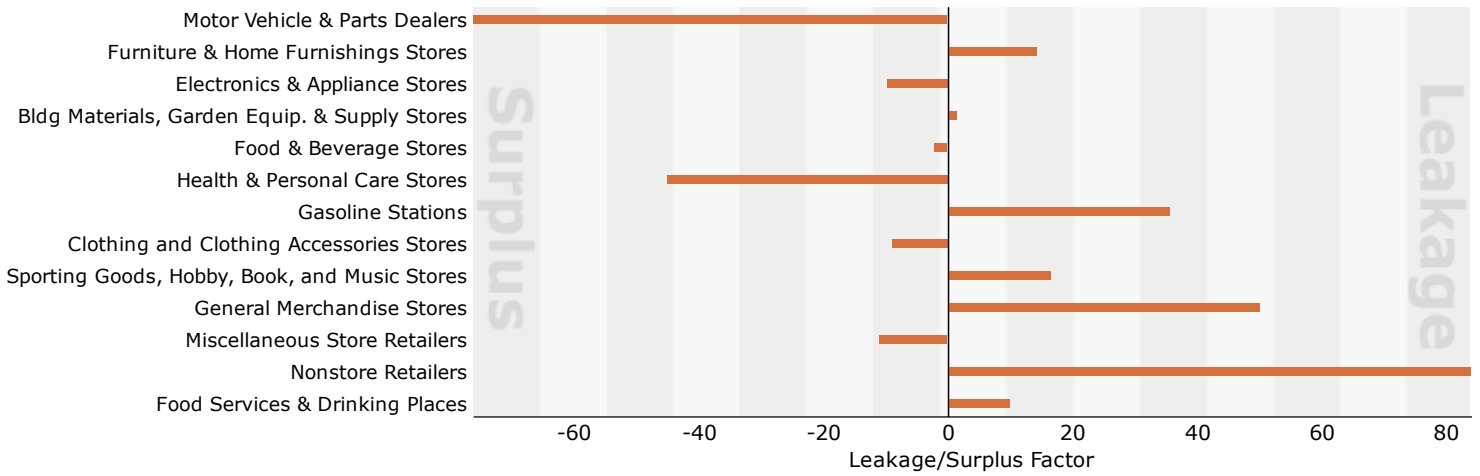
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$145,732,800	\$1,086,584,510	-\$940,851,710	-76.3	40
Automobile Dealers	4411	\$121,642,708	\$1,043,066,875	-\$921,424,167	-79.1	23
Other Motor Vehicle Dealers	4412	\$15,098,002	\$11,415,645	\$3,682,357	13.9	4
Auto Parts, Accessories & Tire Stores	4413	\$8,992,090	\$32,101,990	-\$23,109,900	-56.2	13
Furniture & Home Furnishings Stores	442	\$19,801,382	\$14,820,920	\$4,980,462	14.4	18
Furniture Stores	4421	\$12,212,627	\$3,132,589	\$9,080,038	59.2	6
Home Furnishings Stores	4422	\$7,588,755	\$11,688,332	-\$4,099,577	-21.3	13
Electronics & Appliance Stores	443	\$35,263,122	\$43,060,773	-\$7,797,651	-10.0	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,439,956	\$32,376,377	\$1,063,579	1.6	25
Bldg Material & Supplies Dealers	4441	\$29,634,284	\$18,593,768	\$11,040,516	22.9	18
Lawn & Garden Equip & Supply Stores	4442	\$3,805,672	\$13,782,609	-\$9,976,937	-56.7	7
Food & Beverage Stores	445	\$125,754,422	\$131,726,634	-\$5,972,212	-2.3	24
Grocery Stores	4451	\$106,340,362	\$107,523,429	-\$1,183,067	-0.6	10
Specialty Food Stores	4452	\$7,634,156	\$11,802,280	-\$4,168,124	-21.4	10
Beer, Wine & Liquor Stores	4453	\$11,779,904	\$12,400,924	-\$621,020	-2.6	4
Health & Personal Care Stores	446,4461	\$29,229,797	\$77,785,125	-\$48,555,328	-45.4	30
Gasoline Stations	447,4471	\$41,645,597	\$19,665,371	\$21,980,226	35.9	4
Clothing & Clothing Accessories Stores	448	\$32,760,030	\$39,370,207	-\$6,610,177	-9.2	42
Clothing Stores	4481	\$23,772,716	\$30,586,824	-\$6,814,108	-12.5	29
Shoe Stores	4482	\$4,729,341	\$2,599,771	\$2,129,570	29.1	4
Jewelry, Luggage & Leather Goods Stores	4483	\$4,257,974	\$6,183,611	-\$1,925,637	-18.4	8
Sporting Goods, Hobby, Book & Music Stores	451	\$20,752,040	\$14,851,546	\$5,900,494	16.6	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,657,099	\$11,944,730	\$4,712,369	16.5	18
Book, Periodical & Music Stores	4512	\$4,094,941	\$2,906,815	\$1,188,126	17.0	6
General Merchandise Stores	452	\$107,260,799	\$35,557,879	\$71,702,920	50.2	8
Department Stores Excluding Leased Depts.	4521	\$83,683,854	\$32,971,891	\$50,711,963	43.5	3
Other General Merchandise Stores	4529	\$23,576,945	\$2,585,987	\$20,990,958	80.2	5
Miscellaneous Store Retailers	453	\$30,692,499	\$38,355,695	-\$7,663,196	-11.1	63
Florists	4531	\$1,567,876	\$1,974,619	-\$406,743	-11.5	9
Office Supplies, Stationery & Gift Stores	4532	\$6,383,511	\$7,092,918	-\$709,407	-5.3	14
Used Merchandise Stores	4533	\$2,377,050	\$2,272,689	\$104,361	2.2	13
Other Miscellaneous Store Retailers	4539	\$20,364,063	\$27,015,470	-\$6,651,407	-14.0	27
Nonstore Retailers	454	\$21,960,353	\$1,898,205	\$20,062,148	84.1	4
Electronic Shopping & Mail-Order Houses	4541	\$17,682,474	\$1,199,188	\$16,483,286	87.3	1
Vending Machine Operators	4542	\$655,967	\$0	\$655,967	100.0	0
Direct Selling Establishments	4543	\$3,621,912	\$699,016	\$2,922,896	67.6	3
Food Services & Drinking Places	722	\$69,027,504	\$56,447,712	\$12,579,792	10.0	122
Full-Service Restaurants	7221	\$36,589,083	\$29,602,996	\$6,986,087	10.6	73
Limited-Service Eating Places	7222	\$27,143,296	\$24,560,685	\$2,582,611	5.0	36
Special Food Services	7223	\$1,488,913	\$1,033,177	\$455,736	18.1	7
Drinking Places - Alcoholic Beverages	7224	\$3,806,212	\$1,250,854	\$2,555,358	50.5	6

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.

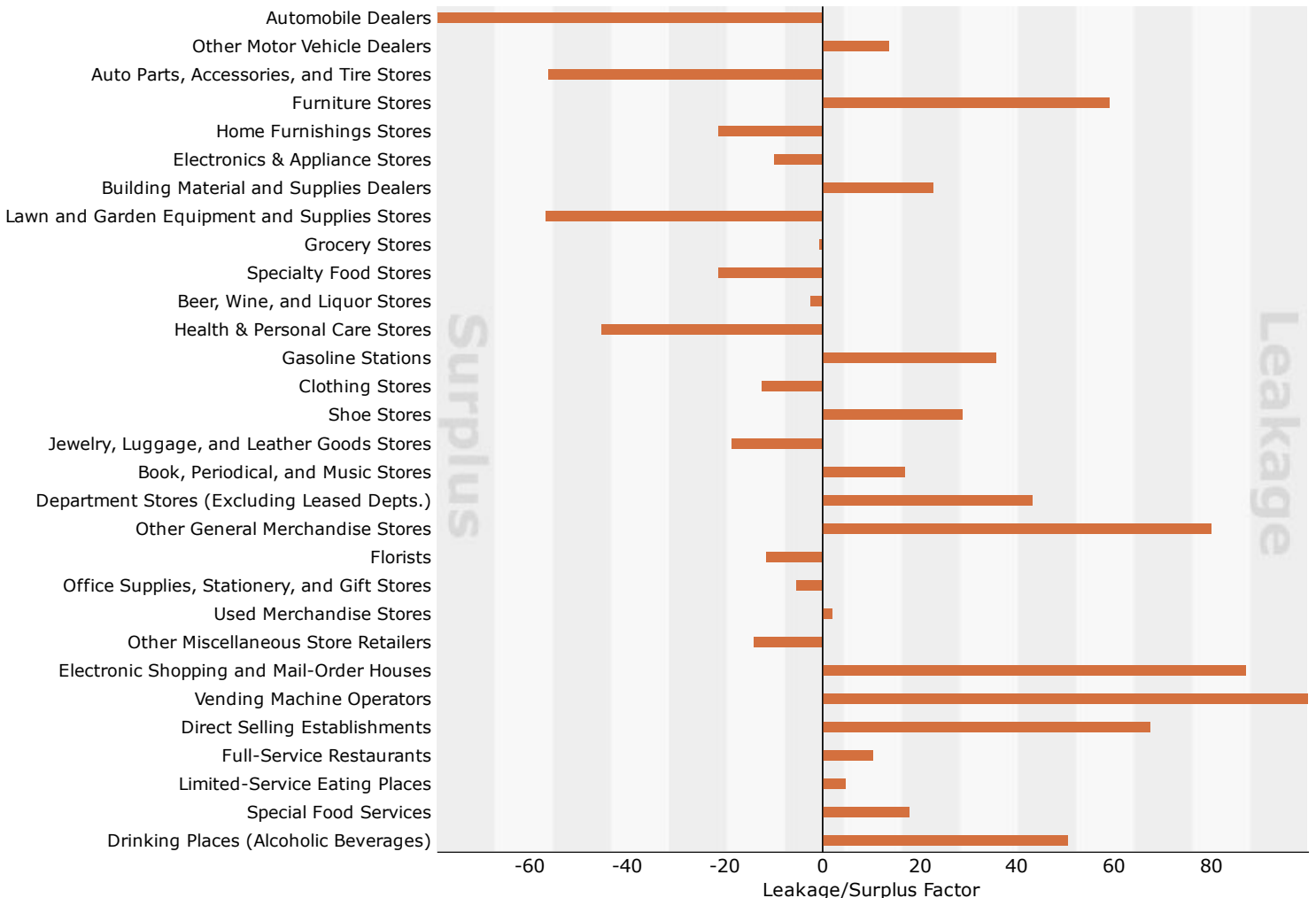
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

3617 Ferry Rd, Plumstead Twp, Pennsylvania, 18902  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 40.34127  
 Longitude: -75.15068

## Summary Demographics

2015 Population	70,533
2015 Households	25,829
2015 Median Disposable Income	\$76,287
2015 Per Capita Income	\$46,683

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	\$1,708,793,561	\$1,953,711,732	-\$244,918,171	-6.7	696
Total Retail Trade	44-45	\$1,542,889,523	\$1,863,713,844	-\$320,824,321	-9.4	510
Total Food & Drink	722	\$165,904,038	\$89,997,888	\$75,906,150	29.7	186

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$349,182,496	\$1,141,914,689	-\$792,732,193	-53.2	55
Automobile Dealers	4411	\$290,767,804	\$1,090,779,810	-\$800,012,006	-57.9	28
Other Motor Vehicle Dealers	4412	\$36,795,173	\$15,298,759	\$21,496,414	41.3	7
Auto Parts, Accessories & Tire Stores	4413	\$21,619,519	\$35,836,121	-\$14,216,602	-24.7	20
Furniture & Home Furnishings Stores	442	\$47,588,956	\$27,277,034	\$20,311,922	27.1	34
Furniture Stores	4421	\$29,278,081	\$9,049,223	\$20,228,858	52.8	10
Home Furnishings Stores	4422	\$18,310,876	\$18,227,811	\$83,065	0.2	24
Electronics & Appliance Stores	443	\$84,901,955	\$67,207,755	\$17,694,200	11.6	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$81,537,364	\$48,961,071	\$32,576,293	25.0	49
Bldg Material & Supplies Dealers	4441	\$72,285,601	\$29,424,110	\$42,861,491	42.1	33
Lawn & Garden Equip & Supply Stores	4442	\$9,251,763	\$19,536,962	-\$10,285,199	-35.7	16
Food & Beverage Stores	445	\$299,740,467	\$236,070,737	\$63,669,730	11.9	49
Grocery Stores	4451	\$253,133,661	\$187,658,442	\$65,475,219	14.9	20
Specialty Food Stores	4452	\$18,193,196	\$31,570,310	-\$13,377,114	-26.9	20
Beer, Wine & Liquor Stores	4453	\$28,413,610	\$16,841,984	\$11,571,626	25.6	8
Health & Personal Care Stores	446,4461	\$69,784,165	\$99,799,668	-\$30,015,503	-17.7	44
Gasoline Stations	447,4471	\$98,882,866	\$34,266,006	\$64,616,860	48.5	10
Clothing & Clothing Accessories Stores	448	\$78,583,288	\$48,550,366	\$30,032,922	23.6	61
Clothing Stores	4481	\$57,026,995	\$36,362,197	\$20,664,798	22.1	44
Shoe Stores	4482	\$11,273,941	\$3,615,703	\$7,658,238	51.4	6
Jewelry, Luggage & Leather Goods Stores	4483	\$10,282,353	\$8,572,467	\$1,709,886	9.1	11
Sporting Goods, Hobby, Book & Music Stores	451	\$49,833,758	\$23,323,725	\$26,510,033	36.2	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,054,635	\$19,948,829	\$20,105,806	33.5	30
Book, Periodical & Music Stores	4512	\$9,779,122	\$3,374,896	\$6,404,226	48.7	7
General Merchandise Stores	452	\$256,754,239	\$64,790,604	\$191,963,635	59.7	15
Department Stores Excluding Leased Depts.	4521	\$200,504,014	\$57,581,471	\$142,922,543	55.4	4
Other General Merchandise Stores	4529	\$56,250,225	\$7,209,133	\$49,041,092	77.3	11
Miscellaneous Store Retailers	453	\$73,166,930	\$62,110,158	\$11,056,772	8.2	103
Florists	4531	\$3,830,077	\$2,276,827	\$1,553,250	25.4	11
Office Supplies, Stationery & Gift Stores	4532	\$15,331,846	\$10,241,922	\$5,089,924	19.9	25
Used Merchandise Stores	4533	\$5,701,860	\$3,876,232	\$1,825,628	19.1	21
Other Miscellaneous Store Retailers	4539	\$48,303,147	\$45,715,177	\$2,587,970	2.8	47
Nonstore Retailers	454	\$52,933,038	\$9,442,031	\$43,491,007	69.7	7
Electronic Shopping & Mail-Order Houses	4541	\$42,333,062	\$8,118,352	\$34,214,710	67.8	2
Vending Machine Operators	4542	\$1,563,179	\$0	\$1,563,179	100.0	0
Direct Selling Establishments	4543	\$9,036,796	\$1,012,609	\$8,024,187	79.8	5
Food Services & Drinking Places	722	\$165,904,038	\$89,997,888	\$75,906,150	29.7	186
Full-Service Restaurants	7221	\$87,930,139	\$49,063,062	\$38,867,077	28.4	109
Limited-Service Eating Places	7222	\$65,101,029	\$33,588,351	\$31,512,678	31.9	53
Special Food Services	7223	\$3,642,187	\$2,750,510	\$891,677	13.9	12
Drinking Places - Alcoholic Beverages	7224	\$9,230,683	\$4,595,965	\$4,634,718	33.5	12

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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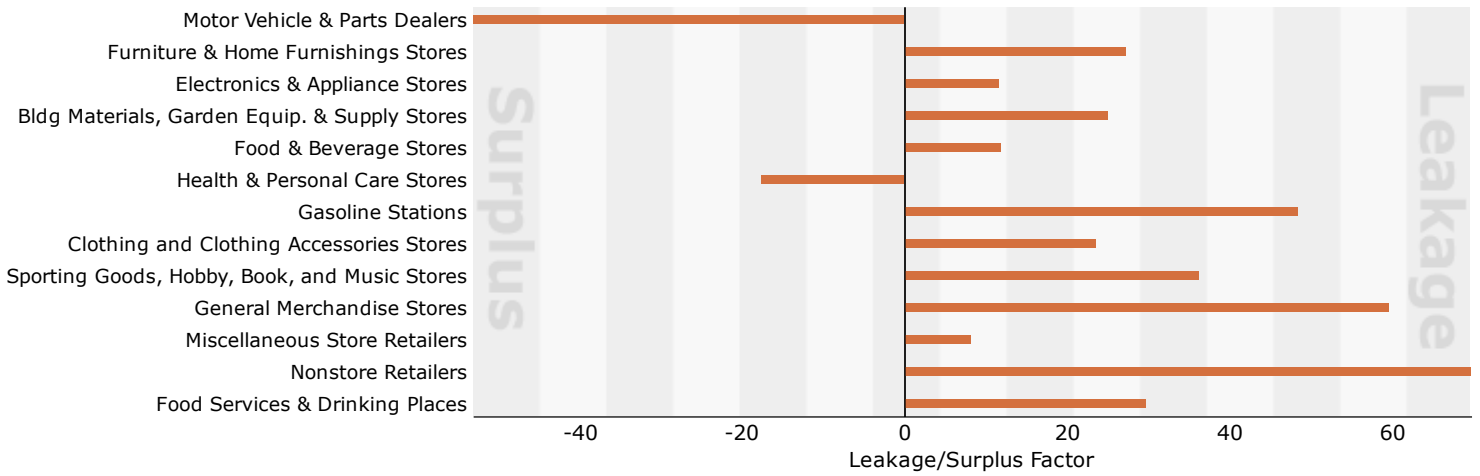


# Retail MarketPlace Profile

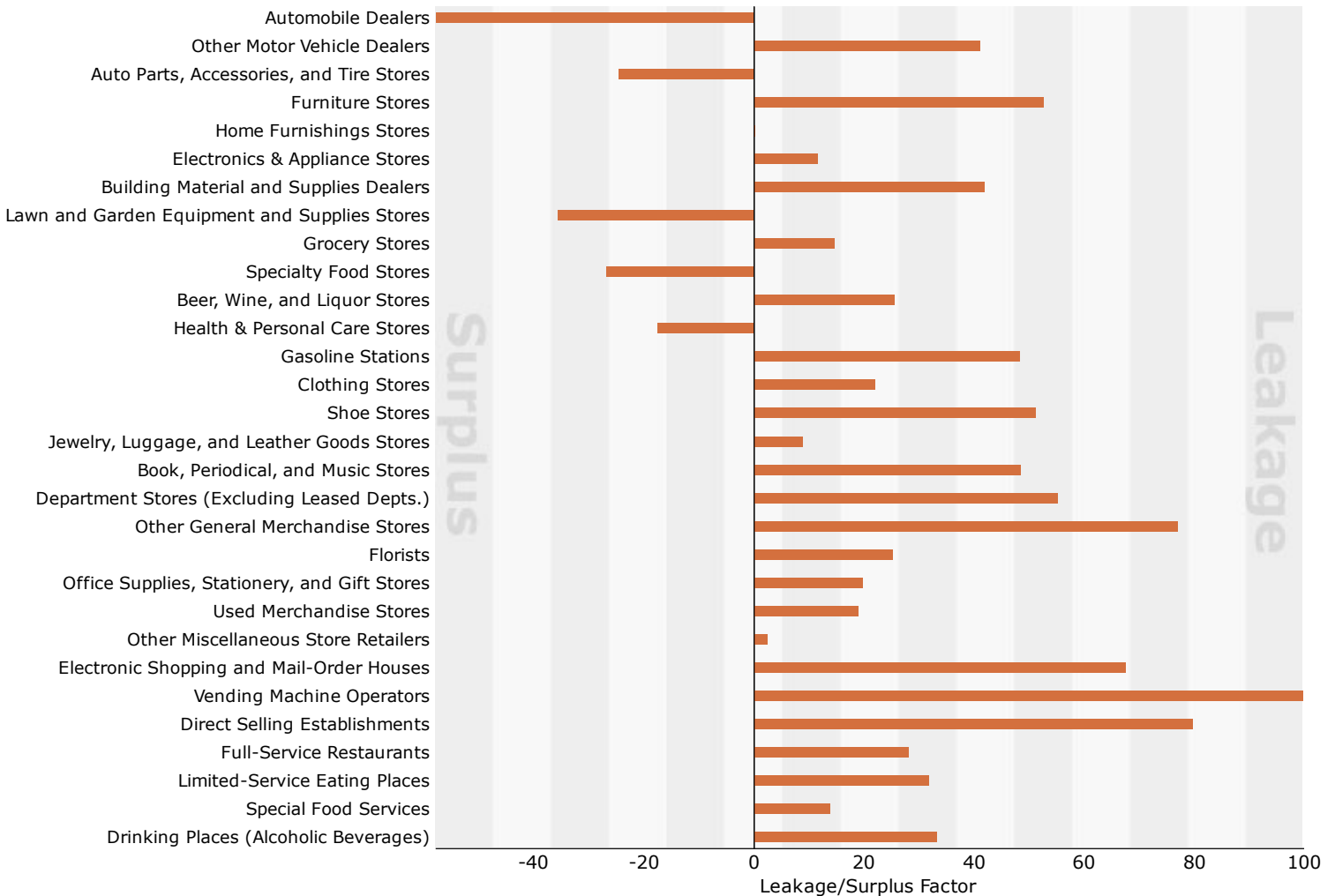
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 Ring: 5 mile radius

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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