



Retail MarketPlace Profile

WARWICK
 1961 York Rd, Warwick Twp, Pennsylvania, 18929
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 40.24684
 Longitude: -75.08985

Summary Demographics

2015 Population	13,287
2015 Households	4,977
2015 Median Disposable Income	\$82,760
2015 Per Capita Income	\$48,528

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	\$258,937,302	\$111,976,436	\$146,960,866	39.6	89
Total Retail Trade	44-45	\$232,515,062	\$104,209,897	\$128,305,165	38.1	76
Total Food & Drink	722	\$26,422,241	\$7,766,539	\$18,655,702	54.6	13

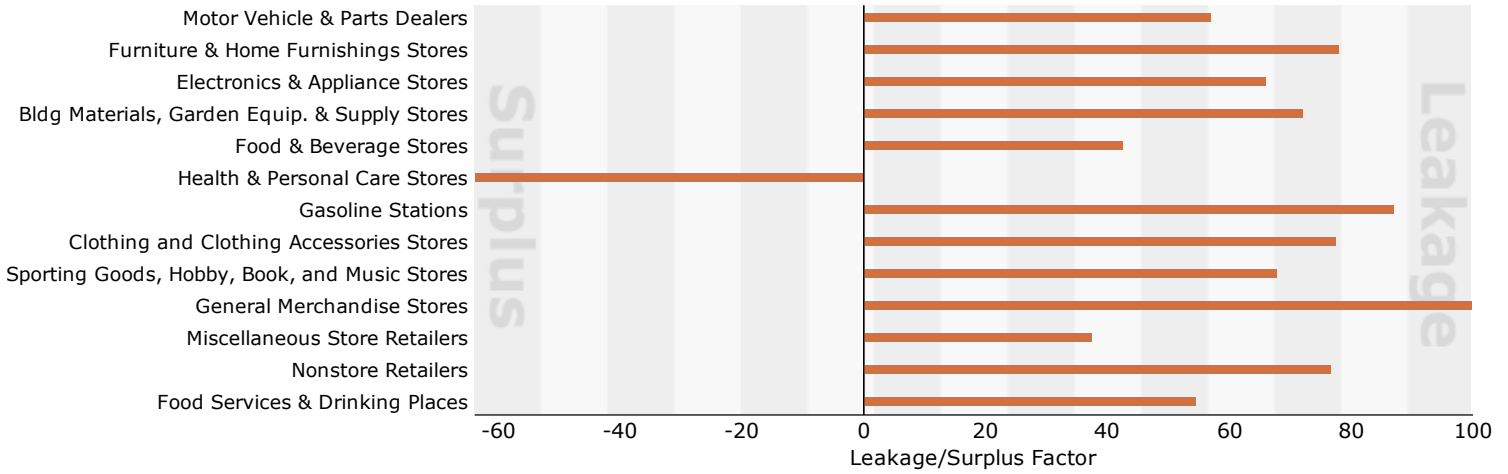
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$46,645,295	\$12,693,989	\$33,951,306	57.2	3
Automobile Dealers	4411	\$41,055,914	\$12,047,768	\$29,008,146	54.6	1
Other Motor Vehicle Dealers	4412	\$2,572,671	\$351,526	\$2,221,145	76.0	1
Auto Parts, Accessories & Tire Stores	4413	\$3,016,710	\$294,695	\$2,722,015	82.2	1
Furniture & Home Furnishings Stores	442	\$5,302,642	\$652,928	\$4,649,714	78.1	3
Furniture Stores	4421	\$2,980,177	\$398,200	\$2,581,977	76.4	1
Home Furnishings Stores	4422	\$2,322,465	\$254,728	\$2,067,737	80.2	2
Electronics & Appliance Stores	443	\$6,271,697	\$1,273,896	\$4,997,801	66.2	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,387,929	\$1,349,073	\$7,038,856	72.3	6
Bldg Material & Supplies Dealers	4441	\$7,122,435	\$894,335	\$6,228,100	77.7	4
Lawn & Garden Equip & Supply Stores	4442	\$1,265,493	\$454,738	\$810,755	47.1	1
Food & Beverage Stores	445	\$41,480,788	\$16,669,478	\$24,811,310	42.7	12
Grocery Stores	4451	\$35,641,433	\$13,128,625	\$22,512,808	46.2	6
Specialty Food Stores	4452	\$1,153,816	\$714,988	\$438,828	23.5	4
Beer, Wine & Liquor Stores	4453	\$4,685,539	\$2,825,865	\$1,859,674	24.8	1
Health & Personal Care Stores	446,4461	\$13,204,458	\$60,018,919	-\$46,814,461	-63.9	8
Gasoline Stations	447,4471	\$21,175,573	\$1,463,380	\$19,712,193	87.1	1
Clothing & Clothing Accessories Stores	448	\$14,500,888	\$1,822,821	\$12,678,067	77.7	9
Clothing Stores	4481	\$10,885,395	\$1,395,193	\$9,490,202	77.3	6
Shoe Stores	4482	\$2,203,300	\$151,051	\$2,052,249	87.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,412,193	\$276,577	\$1,135,616	67.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,600,770	\$1,257,810	\$5,342,960	68.0	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,099,251	\$1,201,667	\$3,897,584	61.9	2
Book, Periodical & Music Stores	4512	\$1,501,518	\$56,144	\$1,445,374	92.8	1
General Merchandise Stores	452	\$33,339,989	\$0	\$33,339,989	100.0	0
Department Stores Excluding Leased Depts.	4521	\$14,731,587	\$0	\$14,731,587	100.0	0
Other General Merchandise Stores	4529	\$18,608,402	\$0	\$18,608,402	100.0	0
Miscellaneous Store Retailers	453	\$7,054,160	\$3,203,910	\$3,850,250	37.5	18
Florists	4531	\$399,558	\$165,104	\$234,454	41.5	2
Office Supplies, Stationery & Gift Stores	4532	\$2,028,049	\$370,813	\$1,657,236	69.1	4
Used Merchandise Stores	4533	\$723,010	\$478,895	\$244,115	20.3	1
Other Miscellaneous Store Retailers	4539	\$3,903,543	\$2,189,097	\$1,714,446	28.1	10
Nonstore Retailers	454	\$28,550,874	\$3,749,586	\$24,801,288	76.8	7
Electronic Shopping & Mail-Order Houses	4541	\$24,286,089	\$2,335,168	\$21,950,921	82.5	1
Vending Machine Operators	4542	\$633,570	\$655,351	-\$21,781	-1.7	3
Direct Selling Establishments	4543	\$3,631,216	\$759,067	\$2,872,149	65.4	3
Food Services & Drinking Places	722	\$26,422,241	\$7,766,539	\$18,655,702	54.6	13
Full-Service Restaurants	7221	\$11,484,278	\$5,265,965	\$6,218,313	37.1	4
Limited-Service Eating Places	7222	\$11,887,535	\$1,263,293	\$10,624,242	80.8	3
Special Food Services	7223	\$1,180,935	\$448,599	\$732,336	44.9	2
Drinking Places - Alcoholic Beverages	7224	\$1,869,492	\$788,682	\$1,080,810	40.7	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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.



Retail MarketPlace Profile

WARWICK
 1961 York Rd, Warwick Twp, Pennsylvania, 18929
 Drive Time: 6 minute radius

Prepared by Esri
 Latitude: 40.24684
 Longitude: -75.08985

Summary Demographics

2015 Population	28,459
2015 Households	10,238
2015 Median Disposable Income	\$81,244
2015 Per Capita Income	\$45,074

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	\$512,306,630	\$345,552,543	\$166,754,087	19.4	208
Total Retail Trade	44-45	\$460,013,380	\$322,731,849	\$137,281,531	17.5	174
Total Food & Drink	722	\$52,293,251	\$22,820,694	\$29,472,557	39.2	34

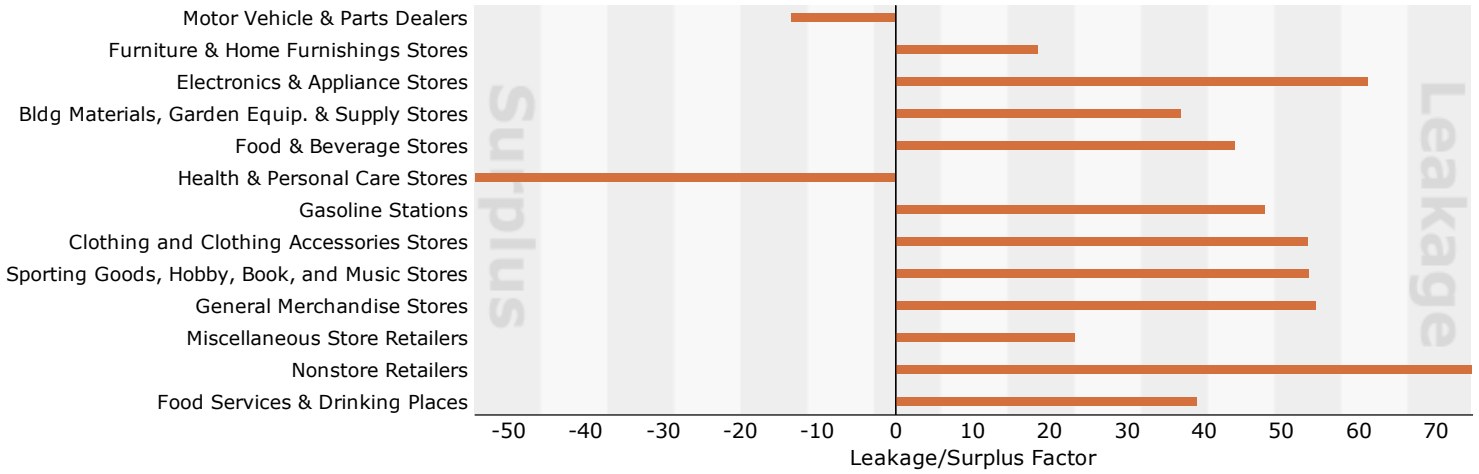
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$92,400,300	\$121,203,418	-\$28,803,118	-13.5	11
Automobile Dealers	4411	\$81,264,497	\$116,691,853	-\$35,427,356	-17.9	5
Other Motor Vehicle Dealers	4412	\$5,150,890	\$2,811,725	\$2,339,165	29.4	3
Auto Parts, Accessories & Tire Stores	4413	\$5,984,913	\$1,699,841	\$4,285,072	55.8	4
Furniture & Home Furnishings Stores	442	\$10,516,608	\$7,223,800	\$3,292,808	18.6	12
Furniture Stores	4421	\$5,888,899	\$4,450,419	\$1,438,480	13.9	6
Home Furnishings Stores	4422	\$4,627,709	\$2,773,380	\$1,854,329	25.1	6
Electronics & Appliance Stores	443	\$12,450,601	\$2,984,910	\$9,465,691	61.3	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,762,170	\$7,685,472	\$9,076,698	37.1	14
Bldg Material & Supplies Dealers	4441	\$14,238,930	\$6,177,128	\$8,061,802	39.5	12
Lawn & Garden Equip & Supply Stores	4442	\$2,523,240	\$1,508,344	\$1,014,896	25.2	2
Food & Beverage Stores	445	\$81,807,669	\$31,734,435	\$50,073,234	44.1	24
Grocery Stores	4451	\$70,253,970	\$24,833,347	\$45,420,623	47.8	14
Specialty Food Stores	4452	\$2,275,382	\$2,688,587	-\$413,205	-8.3	9
Beer, Wine & Liquor Stores	4453	\$9,278,317	\$4,212,501	\$5,065,816	37.6	2
Health & Personal Care Stores	446,4461	\$25,992,845	\$88,335,231	-\$62,342,386	-54.5	18
Gasoline Stations	447,4471	\$41,836,056	\$14,699,373	\$27,136,683	48.0	5
Clothing & Clothing Accessories Stores	448	\$28,757,065	\$8,697,324	\$20,059,741	53.6	18
Clothing Stores	4481	\$21,591,048	\$4,529,788	\$17,061,260	65.3	13
Shoe Stores	4482	\$4,364,100	\$1,018,785	\$3,345,315	62.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,801,917	\$3,148,751	-\$346,834	-5.8	4
Sporting Goods, Hobby, Book & Music Stores	451	\$13,123,870	\$3,943,964	\$9,179,906	53.8	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,149,975	\$3,884,410	\$6,265,565	44.6	8
Book, Periodical & Music Stores	4512	\$2,973,896	\$59,554	\$2,914,342	96.1	1
General Merchandise Stores	452	\$65,895,137	\$19,408,722	\$46,486,415	54.5	2
Department Stores Excluding Leased Depts.	4521	\$29,154,504	\$2,165,947	\$26,988,557	86.2	2
Other General Merchandise Stores	4529	\$36,740,634	\$0	\$36,740,634	100.0	0
Miscellaneous Store Retailers	453	\$13,939,037	\$8,658,562	\$5,280,475	23.4	38
Florists	4531	\$795,828	\$402,715	\$393,113	32.8	4
Office Supplies, Stationery & Gift Stores	4532	\$4,009,072	\$744,586	\$3,264,486	68.7	6
Used Merchandise Stores	4533	\$1,433,358	\$1,065,442	\$367,916	14.7	5
Other Miscellaneous Store Retailers	4539	\$7,700,780	\$6,445,819	\$1,254,961	8.9	23
Nonstore Retailers	454	\$56,532,020	\$8,156,638	\$48,375,382	74.8	12
Electronic Shopping & Mail-Order Houses	4541	\$47,983,795	\$3,567,371	\$44,416,424	86.2	1
Vending Machine Operators	4542	\$1,249,318	\$1,173,602	\$75,716	3.1	5
Direct Selling Establishments	4543	\$7,298,907	\$3,415,664	\$3,883,243	36.2	6
Food Services & Drinking Places	722	\$52,293,251	\$22,820,694	\$29,472,557	39.2	34
Full-Service Restaurants	7221	\$22,723,094	\$14,306,302	\$8,416,792	22.7	12
Limited-Service Eating Places	7222	\$23,499,851	\$5,882,497	\$17,617,354	60.0	11
Special Food Services	7223	\$2,358,943	\$1,066,014	\$1,292,929	37.8	3
Drinking Places - Alcoholic Beverages	7224	\$3,711,363	\$1,565,881	\$2,145,482	40.7	8

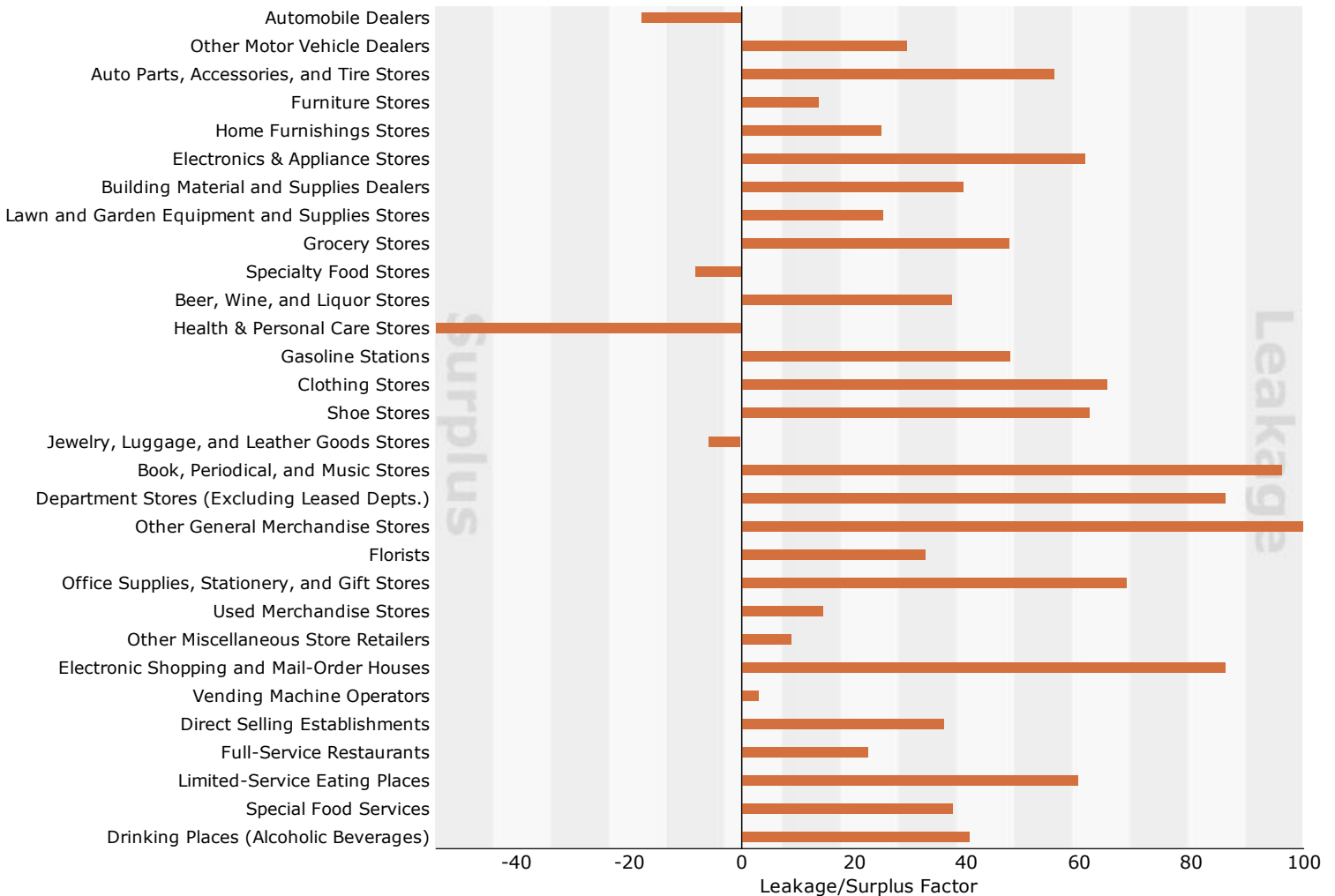
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.



Retail MarketPlace Profile

WARWICK
 1961 York Rd, Warwick Twp, Pennsylvania, 18929
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 40.24684
 Longitude: -75.08985

Summary Demographics

2015 Population	55,251
2015 Households	20,487
2015 Median Disposable Income	\$71,210
2015 Per Capita Income	\$41,468

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	\$913,906,627	\$1,126,802,579	-\$212,895,952	-10.4	542
Total Retail Trade	44-45	\$820,884,491	\$1,065,021,576	-\$244,137,085	-12.9	453
Total Food & Drink	722	\$93,022,136	\$61,781,003	\$31,241,133	20.2	89

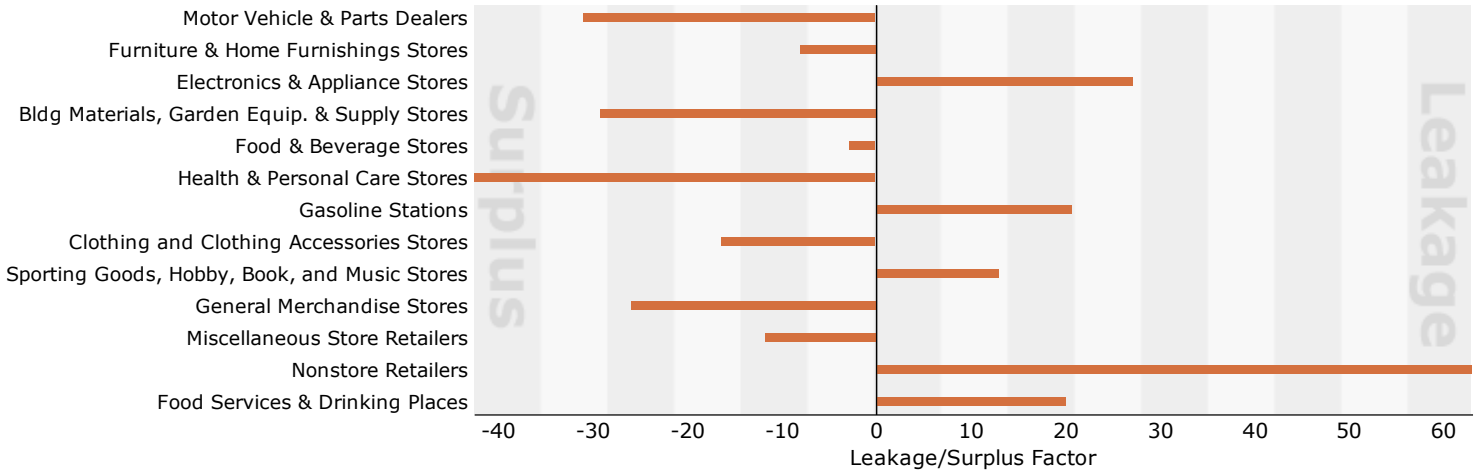
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$163,781,471	\$311,484,564	-\$147,703,093	-31.1	32
Automobile Dealers	4411	\$144,024,254	\$301,117,021	-\$157,092,767	-35.3	13
Other Motor Vehicle Dealers	4412	\$9,062,930	\$4,874,745	\$4,188,185	30.0	7
Auto Parts, Accessories & Tire Stores	4413	\$10,694,287	\$5,492,798	\$5,201,489	32.1	11
Furniture & Home Furnishings Stores	442	\$18,559,263	\$21,885,742	-\$3,326,479	-8.2	29
Furniture Stores	4421	\$10,365,902	\$9,550,167	\$815,735	4.1	13
Home Furnishings Stores	4422	\$8,193,361	\$12,335,576	-\$4,142,215	-20.2	16
Electronics & Appliance Stores	443	\$22,138,972	\$12,660,111	\$9,478,861	27.2	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,760,432	\$54,415,877	-\$24,655,445	-29.3	40
Bldg Material & Supplies Dealers	4441	\$25,276,066	\$47,525,458	-\$22,249,392	-30.6	33
Lawn & Garden Equip & Supply Stores	4442	\$4,484,366	\$6,890,419	-\$2,406,053	-21.2	7
Food & Beverage Stores	445	\$146,958,907	\$155,782,991	-\$8,824,084	-2.9	56
Grocery Stores	4451	\$126,319,221	\$140,260,193	-\$13,940,972	-5.2	32
Specialty Food Stores	4452	\$4,089,426	\$7,211,242	-\$3,121,816	-27.6	20
Beer, Wine & Liquor Stores	4453	\$16,550,260	\$8,311,556	\$8,238,704	33.1	4
Health & Personal Care Stores	446,4461	\$46,600,726	\$115,692,479	-\$69,091,753	-42.6	38
Gasoline Stations	447,4471	\$74,909,471	\$49,061,735	\$25,847,736	20.8	16
Clothing & Clothing Accessories Stores	448	\$51,204,610	\$71,458,063	-\$20,253,453	-16.5	51
Clothing Stores	4481	\$38,440,524	\$50,248,856	-\$11,808,332	-13.3	37
Shoe Stores	4482	\$7,824,408	\$15,144,717	-\$7,320,309	-31.9	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,939,678	\$6,064,490	-\$1,124,812	-10.2	10
Sporting Goods, Hobby, Book & Music Stores	451	\$23,293,507	\$17,886,215	\$5,407,292	13.1	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,007,068	\$17,599,984	\$407,084	1.1	26
Book, Periodical & Music Stores	4512	\$5,286,439	\$286,230	\$5,000,209	89.7	3
General Merchandise Stores	452	\$117,651,911	\$200,151,043	-\$82,499,132	-26.0	10
Department Stores Excluding Leased Depts.	4521	\$51,785,149	\$46,935,934	\$4,849,215	4.9	8
Other General Merchandise Stores	4529	\$65,866,761	\$153,215,109	-\$87,348,348	-39.9	3
Miscellaneous Store Retailers	453	\$24,920,450	\$31,633,576	-\$6,713,126	-11.9	95
Florists	4531	\$1,411,125	\$1,598,409	-\$187,284	-6.2	9
Office Supplies, Stationery & Gift Stores	4532	\$7,146,571	\$8,130,820	-\$984,249	-6.4	17
Used Merchandise Stores	4533	\$2,551,415	\$3,793,170	-\$1,241,755	-19.6	12
Other Miscellaneous Store Retailers	4539	\$13,811,338	\$18,111,178	-\$4,299,840	-13.5	56
Nonstore Retailers	454	\$101,104,771	\$22,909,179	\$78,195,592	63.1	30
Electronic Shopping & Mail-Order Houses	4541	\$85,692,115	\$8,222,579	\$77,469,536	82.5	4
Vending Machine Operators	4542	\$2,244,909	\$5,674,266	-\$3,429,357	-43.3	12
Direct Selling Establishments	4543	\$13,167,747	\$9,012,334	\$4,155,413	18.7	15
Food Services & Drinking Places	722	\$93,022,136	\$61,781,003	\$31,241,133	20.2	89
Full-Service Restaurants	7221	\$40,452,179	\$39,948,636	\$503,543	0.6	35
Limited-Service Eating Places	7222	\$41,884,040	\$16,293,371	\$25,590,669	44.0	32
Special Food Services	7223	\$4,114,703	\$2,797,555	\$1,317,148	19.1	7
Drinking Places - Alcoholic Beverages	7224	\$6,571,214	\$2,741,441	\$3,829,773	41.1	14

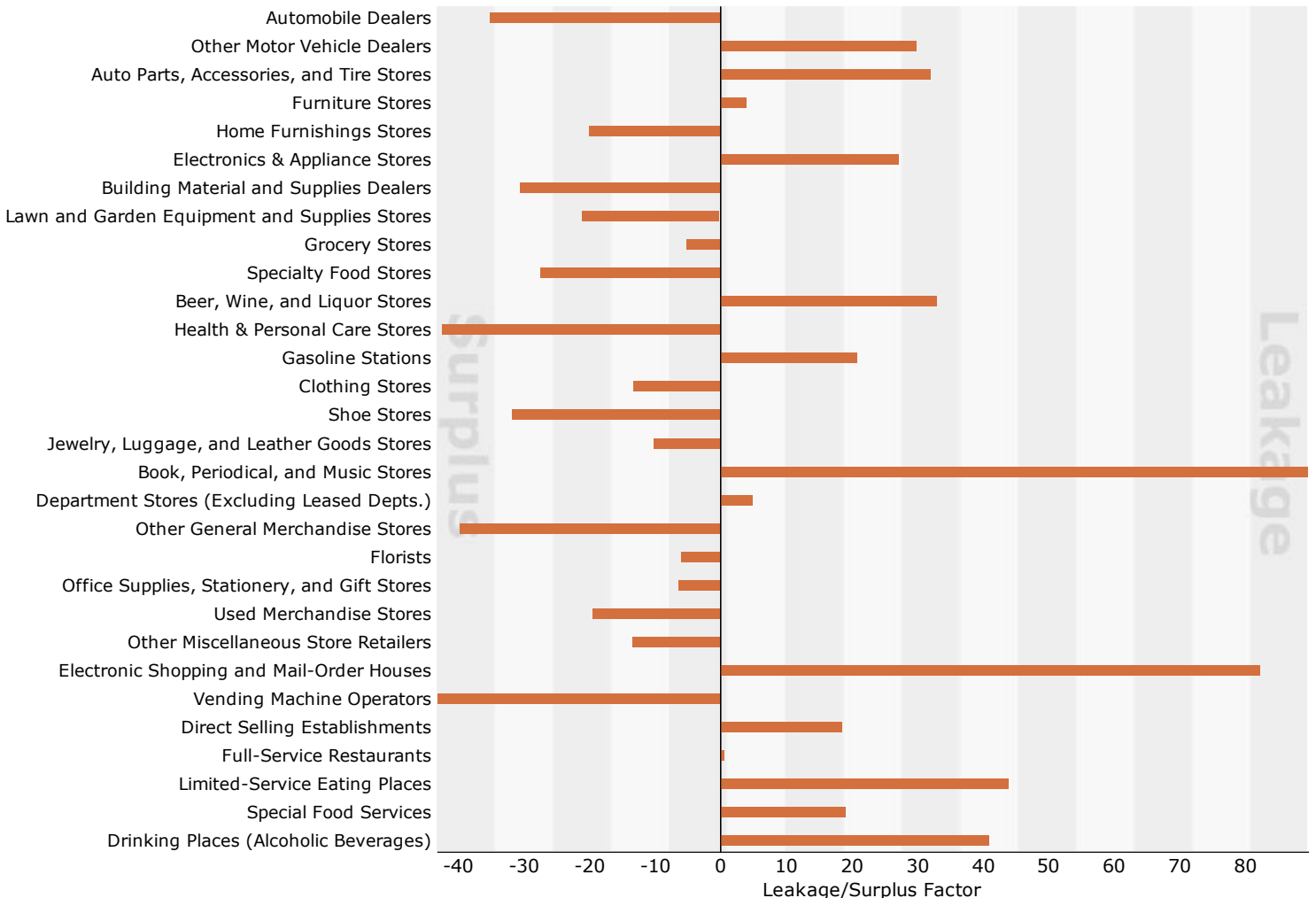
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.