



# Retail MarketPlace Profile

FALLS (MORRISVILLE)  
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067  
 Drive Time: 4 minute radius

Prepared by Esri  
 Latitude: 40.20830  
 Longitude: -74.80120

## Summary Demographics

2015 Population	17,394
2015 Households	6,608
2015 Median Disposable Income	\$61,763
2015 Per Capita Income	\$41,698

## 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	\$284,873,557	\$265,432,563	\$19,440,994	3.5	173
Total Retail Trade	44-45	\$255,734,023	\$248,402,388	\$7,331,635	1.5	140
Total Food & Drink	722	\$29,139,534	\$17,030,175	\$12,109,359	26.2	33

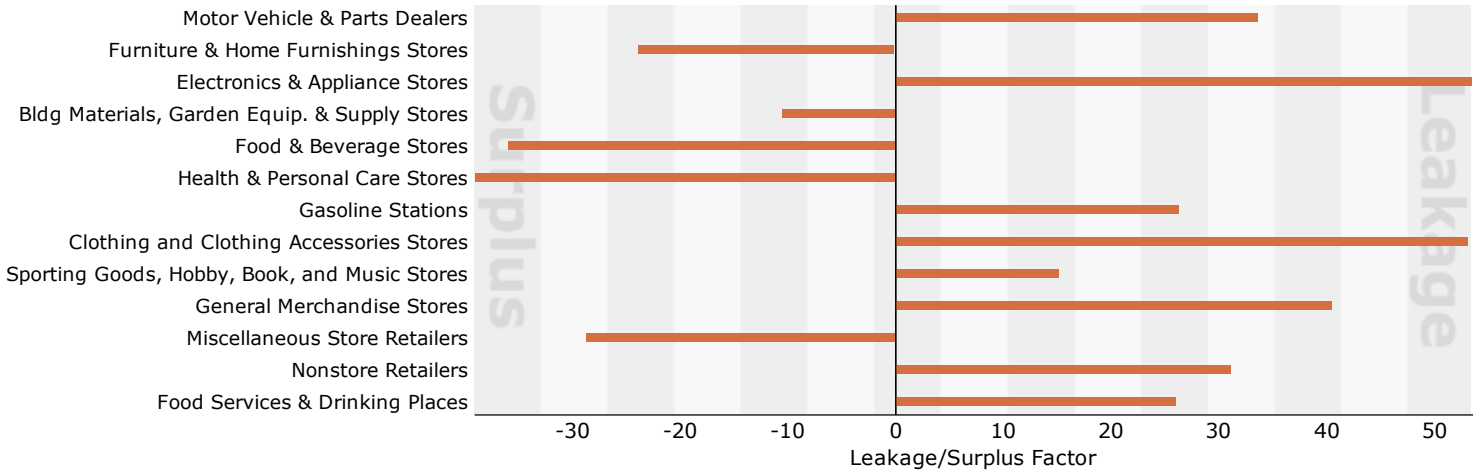
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,703,752	\$25,073,504	\$25,630,248	33.8	15
Automobile Dealers	4411	\$44,435,258	\$13,861,086	\$30,574,172	52.4	7
Other Motor Vehicle Dealers	4412	\$2,895,064	\$3,340,982	-\$445,918	-7.2	1
Auto Parts, Accessories & Tire Stores	4413	\$3,373,430	\$7,871,436	-\$4,498,006	-40.0	7
Furniture & Home Furnishings Stores	442	\$5,811,616	\$9,454,800	-\$3,643,184	-23.9	13
Furniture Stores	4421	\$3,198,085	\$8,338,222	-\$5,140,137	-44.6	8
Home Furnishings Stores	4422	\$2,613,530	\$1,116,579	\$1,496,951	40.1	5
Electronics & Appliance Stores	443	\$6,967,934	\$2,107,166	\$4,860,768	53.6	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,755,309	\$12,065,922	-\$2,310,613	-10.6	17
Bldg Material & Supplies Dealers	4441	\$8,345,921	\$6,947,372	\$1,398,549	9.1	13
Lawn & Garden Equip & Supply Stores	4442	\$1,409,388	\$5,118,549	-\$3,709,161	-56.8	3
Food & Beverage Stores	445	\$45,599,731	\$96,977,667	-\$51,377,936	-36.0	14
Grocery Stores	4451	\$39,075,456	\$92,589,403	-\$53,513,947	-40.6	9
Specialty Food Stores	4452	\$1,266,150	\$961,361	\$304,789	13.7	4
Beer, Wine & Liquor Stores	4453	\$5,258,125	\$3,426,902	\$1,831,223	21.1	1
Health & Personal Care Stores	446,4461	\$14,421,278	\$32,948,065	-\$18,526,787	-39.1	12
Gasoline Stations	447,4471	\$23,077,985	\$13,433,078	\$9,644,907	26.4	6
Clothing & Clothing Accessories Stores	448	\$16,112,075	\$4,902,026	\$11,210,049	53.3	8
Clothing Stores	4481	\$12,084,618	\$4,419,252	\$7,665,366	46.4	6
Shoe Stores	4482	\$2,459,342	\$0	\$2,459,342	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,568,114	\$450,494	\$1,117,620	55.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,310,621	\$5,384,132	\$1,926,489	15.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,661,896	\$2,228,850	\$3,433,046	43.5	6
Book, Periodical & Music Stores	4512	\$1,648,725	\$3,155,282	-\$1,506,557	-31.4	2
General Merchandise Stores	452	\$36,524,157	\$15,433,580	\$21,090,577	40.6	1
Department Stores Excluding Leased Depts.	4521	\$16,105,023	\$1,067,921	\$15,037,102	87.6	1
Other General Merchandise Stores	4529	\$20,419,134	\$14,365,659	\$6,053,475	17.4	1
Miscellaneous Store Retailers	453	\$7,756,933	\$14,025,017	-\$6,268,084	-28.8	31
Florists	4531	\$444,269	\$286,622	\$157,647	21.6	2
Office Supplies, Stationery & Gift Stores	4532	\$2,235,270	\$292,209	\$1,943,061	76.9	7
Used Merchandise Stores	4533	\$800,302	\$586,708	\$213,594	15.4	4
Other Miscellaneous Store Retailers	4539	\$4,277,092	\$12,859,477	-\$8,582,385	-50.1	18
Nonstore Retailers	454	\$31,692,631	\$16,597,432	\$15,095,199	31.3	8
Electronic Shopping & Mail-Order Houses	4541	\$26,704,055	\$2,792,784	\$23,911,271	81.1	1
Vending Machine Operators	4542	\$695,693	\$186,588	\$509,105	57.7	1
Direct Selling Establishments	4543	\$4,292,883	\$13,618,060	-\$9,325,177	-52.1	6
Food Services & Drinking Places	722	\$29,139,534	\$17,030,175	\$12,109,359	26.2	33
Full-Service Restaurants	7221	\$12,680,581	\$6,531,540	\$6,149,041	32.0	13
Limited-Service Eating Places	7222	\$13,095,133	\$8,343,363	\$4,751,770	22.2	15
Special Food Services	7223	\$1,276,733	\$0	\$1,276,733	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,087,087	\$2,002,255	\$84,832	2.1	5

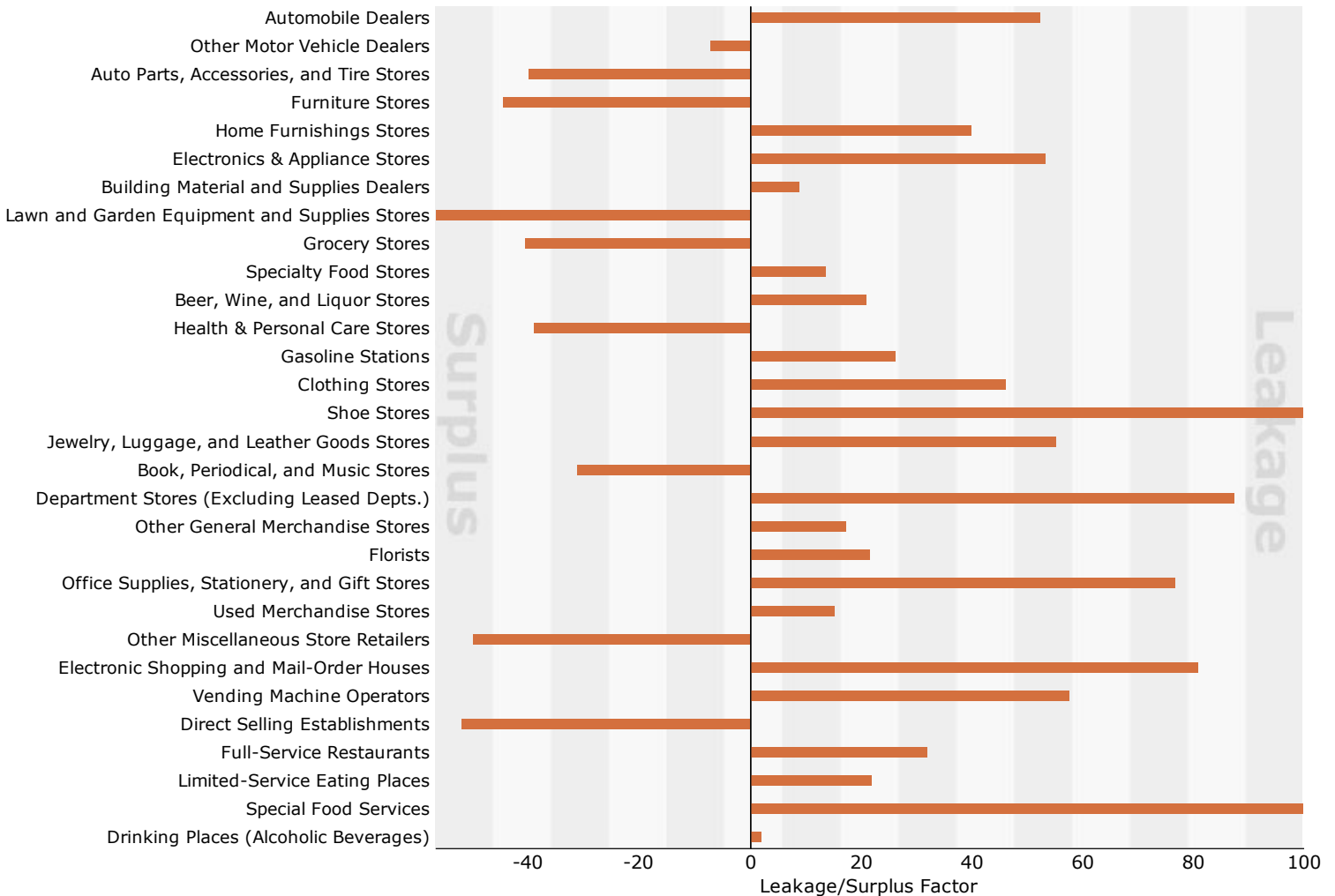
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

FALLS (MORRISVILLE)  
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067  
 Drive Time: 6 minute radius

Prepared by Esri  
 Latitude: 40.20830  
 Longitude: -74.80120

## Summary Demographics

2015 Population	43,203
2015 Households	16,554
2015 Median Disposable Income	\$55,687
2015 Per Capita Income	\$37,787

## 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	\$645,135,257	\$433,953,789	\$211,181,468	19.6	351
Total Retail Trade	44-45	\$579,425,274	\$401,605,349	\$177,819,925	18.1	287
Total Food & Drink	722	\$65,709,983	\$32,348,440	\$33,361,543	34.0	64

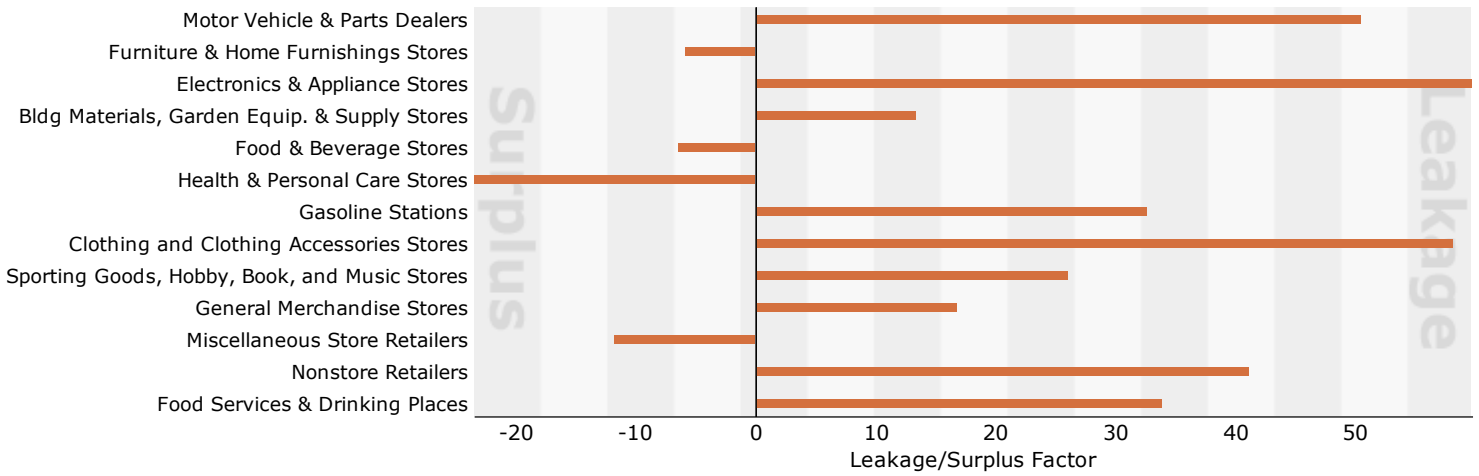
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$114,765,323	\$37,726,884	\$77,038,439	50.5	30
Automobile Dealers	4411	\$100,695,474	\$21,382,069	\$79,313,405	65.0	11
Other Motor Vehicle Dealers	4412	\$6,454,484	\$5,261,918	\$1,192,566	10.2	6
Auto Parts, Accessories & Tire Stores	4413	\$7,615,366	\$11,082,897	-\$3,467,531	-18.5	13
Furniture & Home Furnishings Stores	442	\$13,099,862	\$14,744,459	-\$1,644,597	-5.9	23
Furniture Stores	4421	\$7,215,859	\$12,294,800	-\$5,078,941	-26.0	10
Home Furnishings Stores	4422	\$5,884,002	\$2,449,658	\$3,434,344	41.2	12
Electronics & Appliance Stores	443	\$15,735,823	\$3,958,797	\$11,777,026	59.8	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,581,615	\$16,474,966	\$5,106,649	13.4	26
Bldg Material & Supplies Dealers	4441	\$18,425,818	\$10,855,547	\$7,570,271	25.9	22
Lawn & Garden Equip & Supply Stores	4442	\$3,155,797	\$5,619,419	-\$2,463,622	-28.1	4
Food & Beverage Stores	445	\$104,202,654	\$118,661,840	-\$14,459,186	-6.5	44
Grocery Stores	4451	\$89,454,372	\$110,576,545	-\$21,122,173	-10.6	29
Specialty Food Stores	4452	\$2,923,924	\$1,960,937	\$962,987	19.7	10
Beer, Wine & Liquor Stores	4453	\$11,824,358	\$6,124,359	\$5,699,999	31.8	4
Health & Personal Care Stores	446,4461	\$33,003,750	\$53,301,504	-\$20,297,754	-23.5	18
Gasoline Stations	447,4471	\$52,728,361	\$26,734,636	\$25,993,725	32.7	14
Clothing & Clothing Accessories Stores	448	\$36,538,257	\$9,666,830	\$26,871,427	58.2	22
Clothing Stores	4481	\$27,418,587	\$7,327,390	\$20,091,197	57.8	14
Shoe Stores	4482	\$5,579,729	\$195,375	\$5,384,354	93.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$3,539,940	\$2,144,066	\$1,395,874	24.6	7
Sporting Goods, Hobby, Book & Music Stores	451	\$16,432,542	\$9,625,331	\$6,807,211	26.1	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,738,855	\$4,589,963	\$8,148,892	47.0	14
Book, Periodical & Music Stores	4512	\$3,693,686	\$5,035,368	-\$1,341,682	-15.4	4
General Merchandise Stores	452	\$82,554,962	\$58,703,009	\$23,851,953	16.9	4
Department Stores Excluding Leased Depts.	4521	\$36,430,296	\$4,472,337	\$31,957,959	78.1	2
Other General Merchandise Stores	4529	\$46,124,666	\$54,230,672	-\$8,106,006	-8.1	1
Miscellaneous Store Retailers	453	\$17,603,496	\$22,368,878	-\$4,765,382	-11.9	55
Florists	4531	\$991,713	\$649,113	\$342,600	20.9	3
Office Supplies, Stationery & Gift Stores	4532	\$5,056,754	\$501,162	\$4,555,592	82.0	12
Used Merchandise Stores	4533	\$1,788,910	\$1,132,761	\$656,149	22.5	8
Other Miscellaneous Store Retailers	4539	\$9,766,118	\$20,085,842	-\$10,319,724	-34.6	32
Nonstore Retailers	454	\$71,178,631	\$29,638,215	\$41,540,416	41.2	23
Electronic Shopping & Mail-Order Houses	4541	\$59,934,800	\$9,498,547	\$50,436,253	72.6	4
Vending Machine Operators	4542	\$1,573,286	\$1,092,577	\$480,709	18.0	4
Direct Selling Establishments	4543	\$9,670,545	\$19,047,091	-\$9,376,546	-32.7	15
Food Services & Drinking Places	722	\$65,709,983	\$32,348,440	\$33,361,543	34.0	64
Full-Service Restaurants	7221	\$28,729,973	\$10,459,595	\$18,270,378	46.6	19
Limited-Service Eating Places	7222	\$29,473,576	\$15,454,417	\$14,019,159	31.2	27
Special Food Services	7223	\$2,882,443	\$1,653,964	\$1,228,479	27.1	5
Drinking Places - Alcoholic Beverages	7224	\$4,623,991	\$4,780,464	-\$156,473	-1.7	14

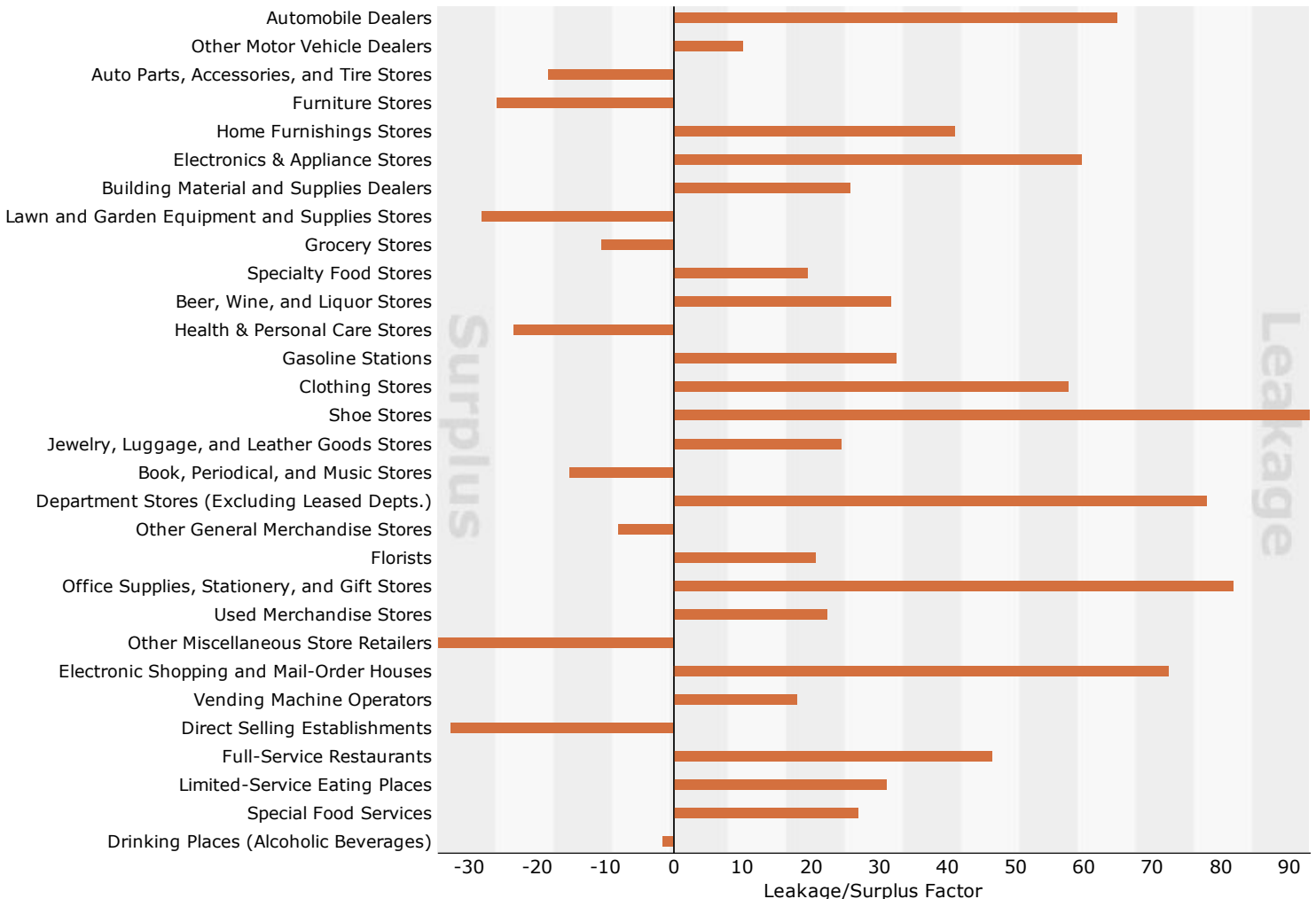
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

FALLS (MORRISVILLE)  
 545 W Trenton Ave, Morrisville, Pennsylvania, 19067  
 Drive Time: 8 minute radius

Prepared by Esri  
 Latitude: 40.20830  
 Longitude: -74.80120

## Summary Demographics

2015 Population	95,474
2015 Households	35,967
2015 Median Disposable Income	\$47,094
2015 Per Capita Income	\$31,710

## 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	\$1,192,633,408	\$938,931,069	\$253,702,339	11.9	786
Total Retail Trade	44-45	\$1,071,785,492	\$861,104,572	\$210,680,920	10.9	632
Total Food & Drink	722	\$120,847,916	\$77,826,496	\$43,021,420	21.7	153

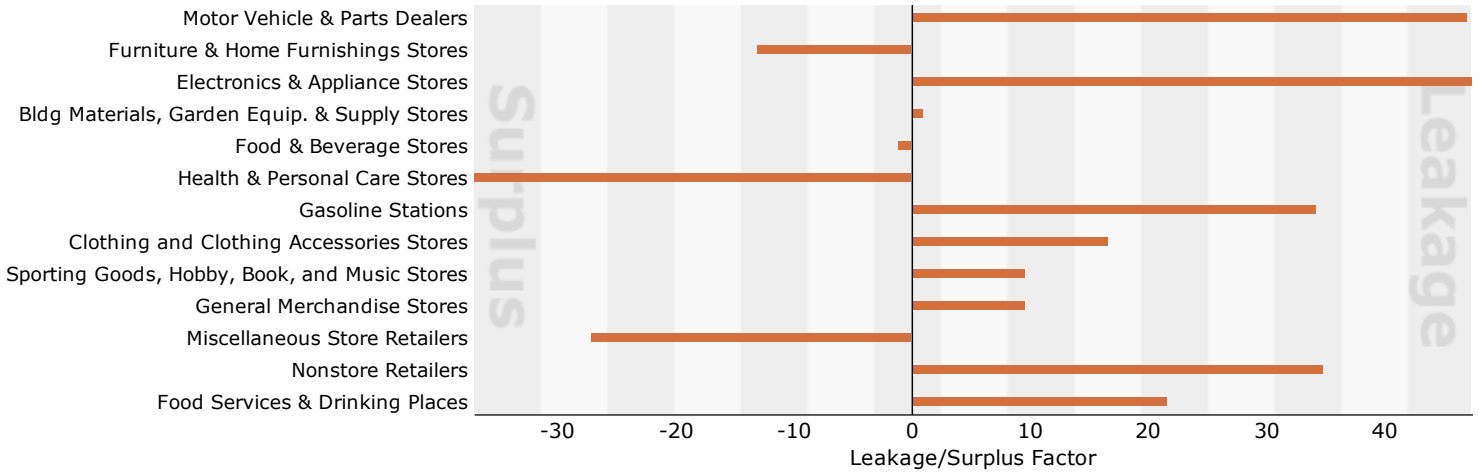
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$212,573,289	\$76,474,124	\$136,099,165	47.1	47
Automobile Dealers	4411	\$186,980,760	\$45,845,707	\$141,135,053	60.6	18
Other Motor Vehicle Dealers	4412	\$11,583,138	\$9,118,833	\$2,464,305	11.9	9
Auto Parts, Accessories & Tire Stores	4413	\$14,009,391	\$21,509,585	-\$7,500,194	-21.1	20
Furniture & Home Furnishings Stores	442	\$24,323,900	\$31,672,137	-\$7,348,237	-13.1	42
Furniture Stores	4421	\$13,344,367	\$27,053,860	-\$13,709,493	-33.9	22
Home Furnishings Stores	4422	\$10,979,533	\$4,618,277	\$6,361,256	40.8	20
Electronics & Appliance Stores	443	\$29,217,648	\$10,404,194	\$18,813,454	47.5	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$37,757,158	\$36,995,309	\$761,849	1.0	46
Bldg Material & Supplies Dealers	4441	\$32,156,104	\$30,126,534	\$2,029,570	3.3	41
Lawn & Garden Equip & Supply Stores	4442	\$5,601,054	\$6,868,775	-\$1,267,721	-10.2	5
Food & Beverage Stores	445	\$197,974,472	\$202,774,824	-\$4,800,352	-1.2	124
Grocery Stores	4451	\$170,471,773	\$169,517,637	\$954,136	0.3	84
Specialty Food Stores	4452	\$5,828,011	\$3,546,678	\$2,281,333	24.3	23
Beer, Wine & Liquor Stores	4453	\$21,674,688	\$29,710,509	-\$8,035,821	-15.6	17
Health & Personal Care Stores	446,4461	\$64,034,306	\$139,536,321	-\$75,502,015	-37.1	44
Gasoline Stations	447,4471	\$99,000,503	\$48,384,266	\$50,616,237	34.3	22
Clothing & Clothing Accessories Stores	448	\$68,650,727	\$49,009,717	\$19,641,010	16.7	68
Clothing Stores	4481	\$51,572,397	\$28,364,530	\$23,207,867	29.0	43
Shoe Stores	4482	\$10,260,955	\$7,725,078	\$2,535,877	14.1	6
Jewelry, Luggage & Leather Goods Stores	4483	\$6,817,375	\$12,920,109	-\$6,102,734	-30.9	19
Sporting Goods, Hobby, Book & Music Stores	451	\$29,594,701	\$24,391,277	\$5,203,424	9.6	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,044,212	\$11,782,340	\$11,261,872	32.3	26
Book, Periodical & Music Stores	4512	\$6,550,488	\$12,608,937	-\$6,058,449	-31.6	13
General Merchandise Stores	452	\$150,100,990	\$123,605,410	\$26,495,580	9.7	15
Department Stores Excluding Leased Depts.	4521	\$67,381,463	\$14,875,298	\$52,506,165	63.8	5
Other General Merchandise Stores	4529	\$82,719,527	\$108,730,112	-\$26,010,585	-13.6	9
Miscellaneous Store Retailers	453	\$32,630,189	\$57,068,329	-\$24,438,140	-27.2	115
Florists	4531	\$1,794,299	\$1,179,597	\$614,702	20.7	7
Office Supplies, Stationery & Gift Stores	4532	\$9,460,327	\$6,268,347	\$3,191,980	20.3	23
Used Merchandise Stores	4533	\$3,128,236	\$2,050,683	\$1,077,553	20.8	16
Other Miscellaneous Store Retailers	4539	\$18,247,328	\$47,569,702	-\$29,322,374	-44.6	70
Nonstore Retailers	454	\$125,927,610	\$60,788,663	\$65,138,947	34.9	46
Electronic Shopping & Mail-Order Houses	4541	\$106,174,103	\$21,324,426	\$84,849,677	66.5	7
Vending Machine Operators	4542	\$2,829,128	\$3,499,011	-\$669,883	-10.6	11
Direct Selling Establishments	4543	\$16,924,379	\$35,965,226	-\$19,040,847	-36.0	27
Food Services & Drinking Places	722	\$120,847,916	\$77,826,496	\$43,021,420	21.7	153
Full-Service Restaurants	7221	\$54,111,331	\$25,347,515	\$28,763,816	36.2	48
Limited-Service Eating Places	7222	\$53,355,547	\$40,726,900	\$12,628,647	13.4	67
Special Food Services	7223	\$5,448,213	\$3,210,893	\$2,237,320	25.8	10
Drinking Places - Alcoholic Beverages	7224	\$7,932,825	\$8,541,188	-\$608,363	-3.7	29

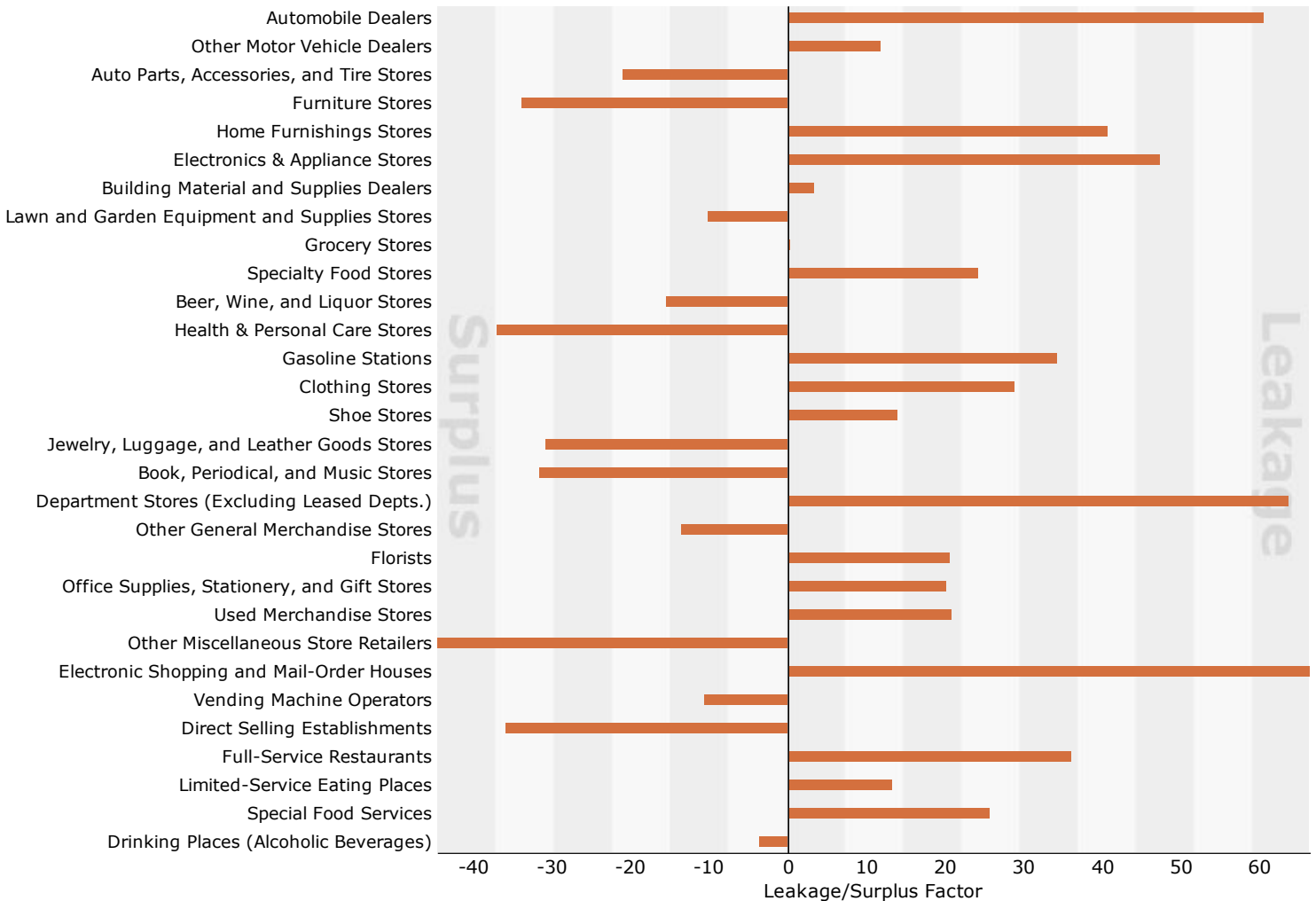
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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