



# Retail MarketPlace Profile

Route 611 & Blair Mill Road, Horsham, PA  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 40.17147  
Longitude: -75.12787

## Summary Demographics

2017 Population	10,389
2017 Households	4,341
2017 Median Disposable Income	\$50,649
2017 Per Capita Income	\$32,946

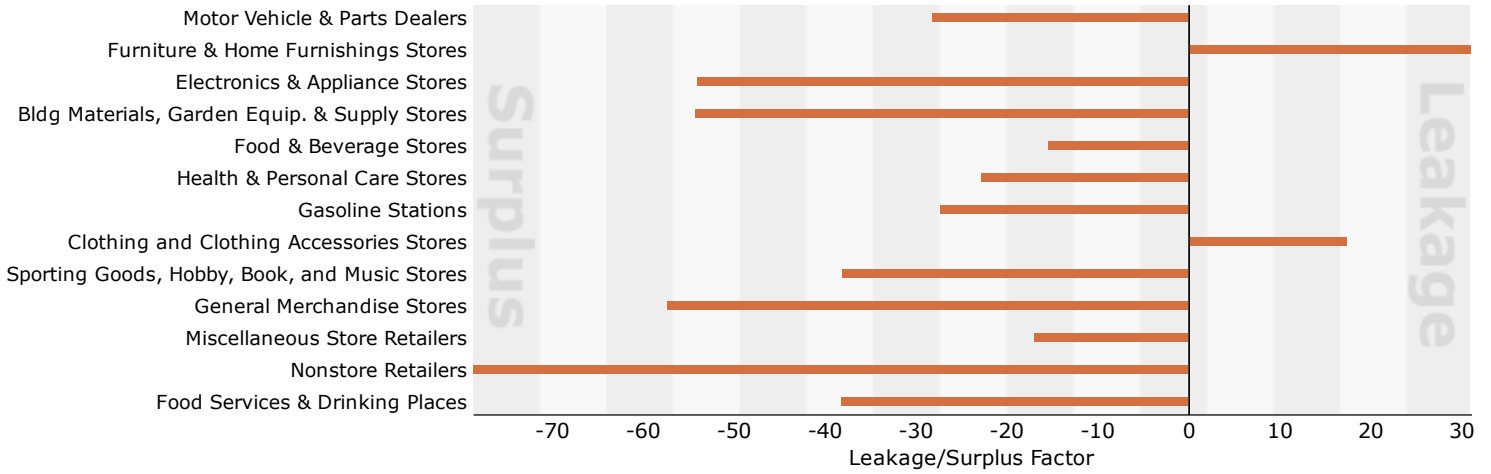
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$157,390,901	\$342,624,159	-\$185,233,258	-37.0	116
Total Retail Trade	44-45	\$142,032,724	\$308,210,802	-\$166,178,078	-36.9	69
Total Food & Drink	722	\$15,358,177	\$34,413,357	-\$19,055,180	-38.3	47

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,652,184	\$53,054,823	-\$23,402,639	-28.3	13
Automobile Dealers	4411	\$24,155,239	\$44,927,765	-\$20,772,526	-30.1	7
Other Motor Vehicle Dealers	4412	\$3,059,946	\$1,425,947	\$1,633,999	36.4	1
Auto Parts, Accessories & Tire Stores	4413	\$2,436,999	\$6,701,111	-\$4,264,112	-46.7	6
Furniture & Home Furnishings Stores	442	\$5,163,631	\$2,715,375	\$2,448,256	31.1	2
Furniture Stores	4421	\$2,918,601	\$0	\$2,918,601	100.0	0
Home Furnishings Stores	4422	\$2,245,030	\$1,501,256	\$743,774	19.9	2
Electronics & Appliance Stores	443	\$4,851,741	\$16,241,842	-\$11,390,101	-54.0	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,944,658	\$30,165,283	-\$21,220,625	-54.3	7
Bldg Material & Supplies Dealers	4441	\$8,232,562	\$29,355,555	-\$21,122,993	-56.2	5
Lawn & Garden Equip & Supply Stores	4442	\$712,097	\$809,728	-\$97,631	-6.4	2
Food & Beverage Stores	445	\$26,790,139	\$36,633,184	-\$9,843,045	-15.5	6
Grocery Stores	4451	\$24,294,724	\$34,462,117	-\$10,167,393	-17.3	3
Specialty Food Stores	4452	\$1,245,194	\$1,225,048	\$20,146	0.8	3
Beer, Wine & Liquor Stores	4453	\$1,250,221	\$0	\$1,250,221	100.0	0
Health & Personal Care Stores	446,4461	\$8,729,988	\$13,898,341	-\$5,168,353	-22.8	7
Gasoline Stations	447,4471	\$14,017,781	\$24,564,713	-\$10,546,932	-27.3	5
Clothing & Clothing Accessories Stores	448	\$8,486,313	\$5,969,622	\$2,516,691	17.4	4
Clothing Stores	4481	\$5,714,943	\$5,272,183	\$442,760	4.0	2
Shoe Stores	4482	\$1,236,013	\$536,100	\$699,913	39.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,535,357	\$0	\$1,535,357	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,235,409	\$9,473,432	-\$5,238,023	-38.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,660,058	\$8,960,973	-\$5,300,915	-42.0	6
Book, Periodical & Music Stores	4512	\$575,351	\$512,460	\$62,891	5.8	1
General Merchandise Stores	452	\$21,846,300	\$80,968,303	-\$59,122,003	-57.5	3
Department Stores Excluding Leased Depts.	4521	\$16,049,767	\$28,699,278	-\$12,649,511	-28.3	1
Other General Merchandise Stores	4529	\$5,796,533	\$52,269,025	-\$46,472,492	-80.0	3
Miscellaneous Store Retailers	453	\$6,254,800	\$8,834,437	-\$2,579,637	-17.1	8
Florists	4531	\$323,829	\$453,234	-\$129,405	-16.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,445,040	\$878,018	\$567,022	24.4	1
Used Merchandise Stores	4533	\$576,412	\$382,721	\$193,691	20.2	1
Other Miscellaneous Store Retailers	4539	\$3,909,519	\$7,120,464	-\$3,210,945	-29.1	4
Nonstore Retailers	454	\$3,059,780	\$25,691,446	-\$22,631,666	-78.7	1
Electronic Shopping & Mail-Order Houses	4541	\$2,299,672	\$25,691,446	-\$23,391,774	-83.6	1
Vending Machine Operators	4542	\$146,122	\$0	\$146,122	100.0	0
Direct Selling Establishments	4543	\$613,985	\$0	\$613,985	100.0	0
Food Services & Drinking Places	722	\$15,358,177	\$34,413,357	-\$19,055,180	-38.3	47
Special Food Services	7223	\$367,093	\$500,675	-\$133,582	-15.4	2
Drinking Places - Alcoholic Beverages	7224	\$878,799	\$0	\$878,799	100.0	0
Restaurants/Other Eating Places	7225	\$14,112,286	\$33,912,682	-\$19,800,396	-41.2	45

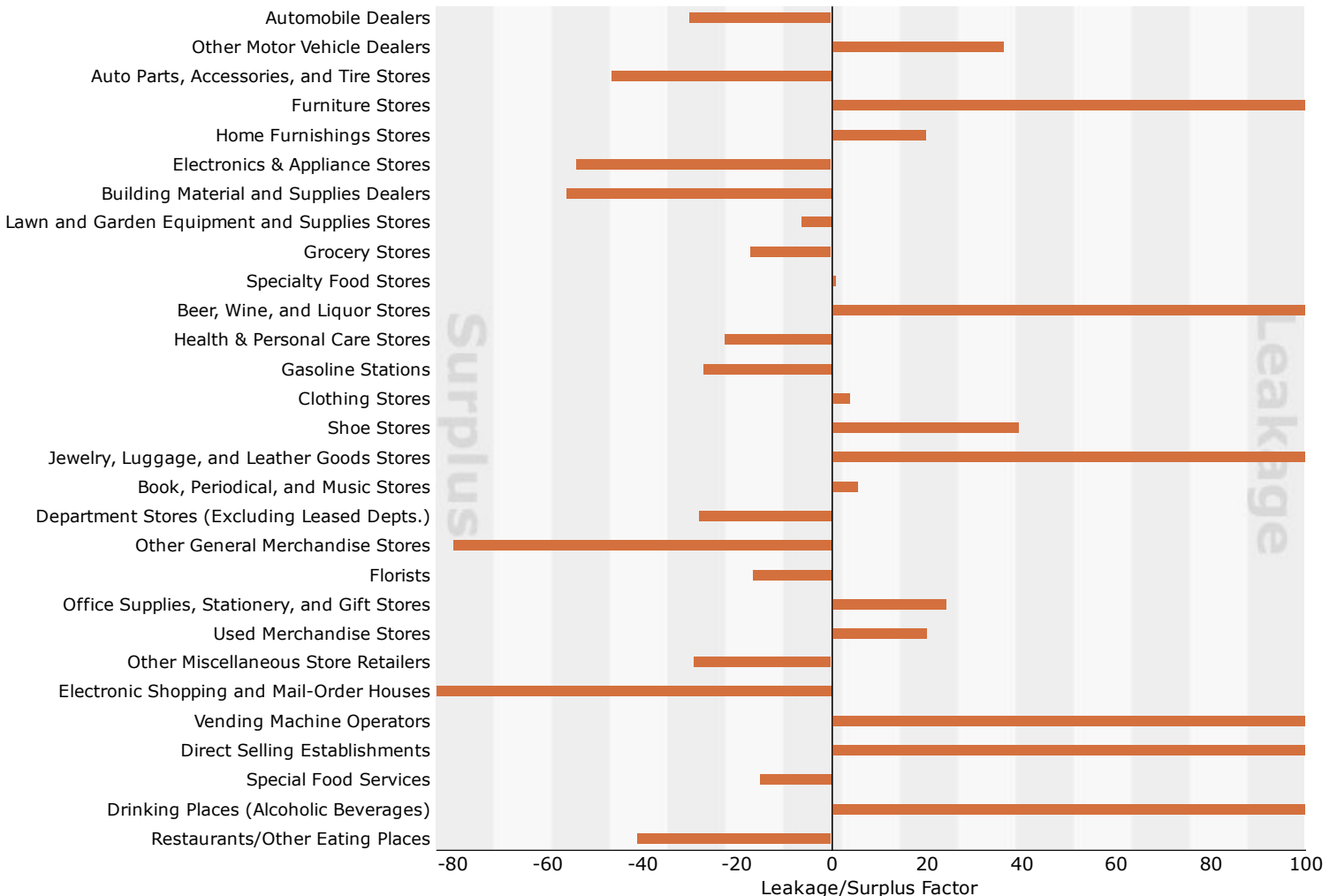
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Route 611 & Blair Mill Road, Horsham, PA  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 40.17147  
Longitude: -75.12787

## Summary Demographics

2017 Population	87,747
2017 Households	33,593
2017 Median Disposable Income	\$58,074
2017 Per Capita Income	\$37,585

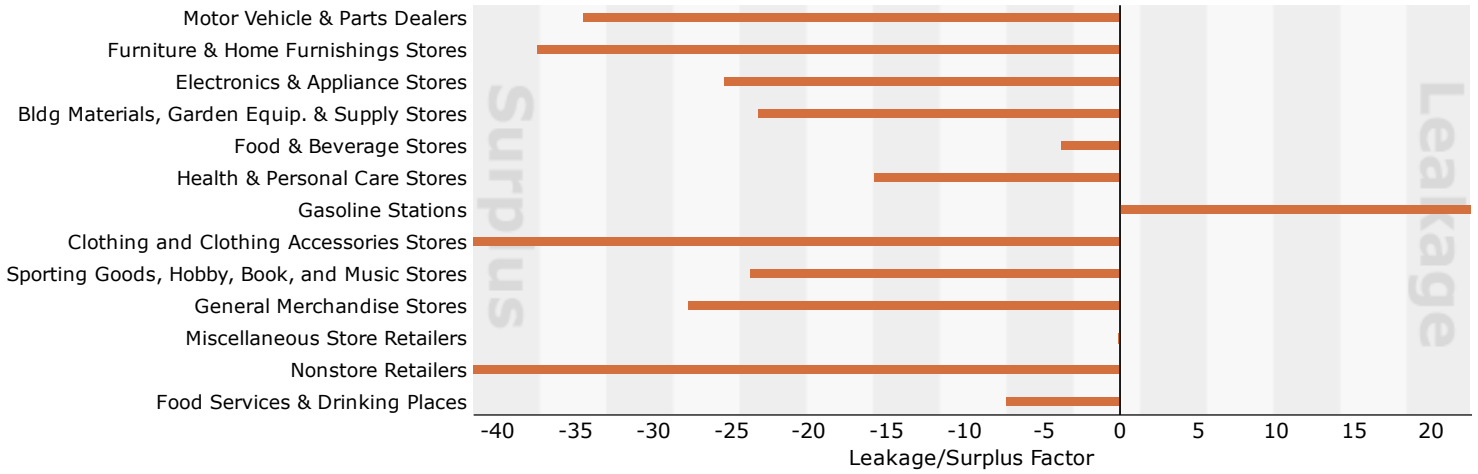
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,465,650,114	\$2,262,449,829	-\$796,799,715	-21.4	858
Total Retail Trade	44-45	\$1,322,529,554	\$2,096,453,133	-\$773,923,579	-22.6	613
Total Food & Drink	722	\$143,120,560	\$165,996,697	-\$22,876,137	-7.4	245

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$275,807,412	\$566,864,058	-\$291,056,646	-34.5	76
Automobile Dealers	4411	\$224,190,949	\$510,582,785	-\$286,391,836	-39.0	41
Other Motor Vehicle Dealers	4412	\$28,856,191	\$12,101,622	\$16,754,569	40.9	7
Auto Parts, Accessories & Tire Stores	4413	\$22,760,272	\$44,179,652	-\$21,419,380	-32.0	28
Furniture & Home Furnishings Stores	442	\$48,789,366	\$107,228,329	-\$58,438,963	-37.5	38
Furniture Stores	4421	\$27,042,335	\$40,411,080	-\$13,368,745	-19.8	16
Home Furnishings Stores	4422	\$21,747,031	\$66,817,249	-\$45,070,218	-50.9	22
Electronics & Appliance Stores	443	\$45,336,410	\$76,363,632	-\$31,027,222	-25.5	32
Bldg Materials, Garden Equip. & Supply Stores	444	\$88,860,774	\$142,880,914	-\$54,020,140	-23.3	58
Bldg Material & Supplies Dealers	4441	\$81,543,080	\$122,483,634	-\$40,940,554	-20.1	48
Lawn & Garden Equip & Supply Stores	4442	\$7,317,694	\$20,397,280	-\$13,079,586	-47.2	11
Food & Beverage Stores	445	\$245,716,467	\$265,070,197	-\$19,353,730	-3.8	51
Grocery Stores	4451	\$222,495,182	\$218,741,568	\$3,753,614	0.9	27
Specialty Food Stores	4452	\$11,393,403	\$11,079,080	\$314,323	1.4	16
Beer, Wine & Liquor Stores	4453	\$11,827,882	\$35,249,549	-\$23,421,667	-49.8	8
Health & Personal Care Stores	446,4461	\$81,689,704	\$112,341,666	-\$30,651,962	-15.8	61
Gasoline Stations	447,4471	\$127,277,327	\$80,393,568	\$46,883,759	22.6	24
Clothing & Clothing Accessories Stores	448	\$79,735,008	\$193,532,897	-\$113,797,889	-41.6	112
Clothing Stores	4481	\$53,418,268	\$143,893,723	-\$90,475,455	-45.9	71
Shoe Stores	4482	\$11,520,768	\$27,773,865	-\$16,253,097	-41.4	21
Jewelry, Luggage & Leather Goods Stores	4483	\$14,795,973	\$21,865,309	-\$7,069,336	-19.3	19
Sporting Goods, Hobby, Book & Music Stores	451	\$39,539,184	\$64,212,126	-\$24,672,942	-23.8	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,270,457	\$56,892,713	-\$22,622,256	-24.8	35
Book, Periodical & Music Stores	4512	\$5,268,727	\$7,319,414	-\$2,050,687	-16.3	8
General Merchandise Stores	452	\$203,023,948	\$359,480,570	-\$156,456,622	-27.8	29
Department Stores Excluding Leased Depts.	4521	\$149,650,735	\$259,591,485	-\$109,940,750	-26.9	11
Other General Merchandise Stores	4529	\$53,373,212	\$99,889,085	-\$46,515,873	-30.4	18
Miscellaneous Store Retailers	453	\$57,812,443	\$57,876,131	-\$63,688	-0.1	79
Florists	4531	\$3,416,720	\$6,905,727	-\$3,489,007	-33.8	10
Office Supplies, Stationery & Gift Stores	4532	\$13,551,333	\$10,034,238	\$3,517,095	14.9	21
Used Merchandise Stores	4533	\$5,332,760	\$7,051,929	-\$1,719,169	-13.9	15
Other Miscellaneous Store Retailers	4539	\$35,511,630	\$33,884,236	\$1,627,394	2.3	33
Nonstore Retailers	454	\$28,941,512	\$70,209,045	-\$41,267,533	-41.6	11
Electronic Shopping & Mail-Order Houses	4541	\$21,488,817	\$63,514,015	-\$42,025,198	-49.4	6
Vending Machine Operators	4542	\$1,338,877	\$83,971	\$1,254,906	88.2	1
Direct Selling Establishments	4543	\$6,113,818	\$6,611,058	-\$497,240	-3.9	5
Food Services & Drinking Places	722	\$143,120,560	\$165,996,697	-\$22,876,137	-7.4	245
Special Food Services	7223	\$3,477,943	\$2,192,152	\$1,285,791	22.7	7
Drinking Places - Alcoholic Beverages	7224	\$8,453,051	\$4,554,581	\$3,898,470	30.0	13
Restaurants/Other Eating Places	7225	\$131,189,566	\$159,249,963	-\$28,060,397	-9.7	226

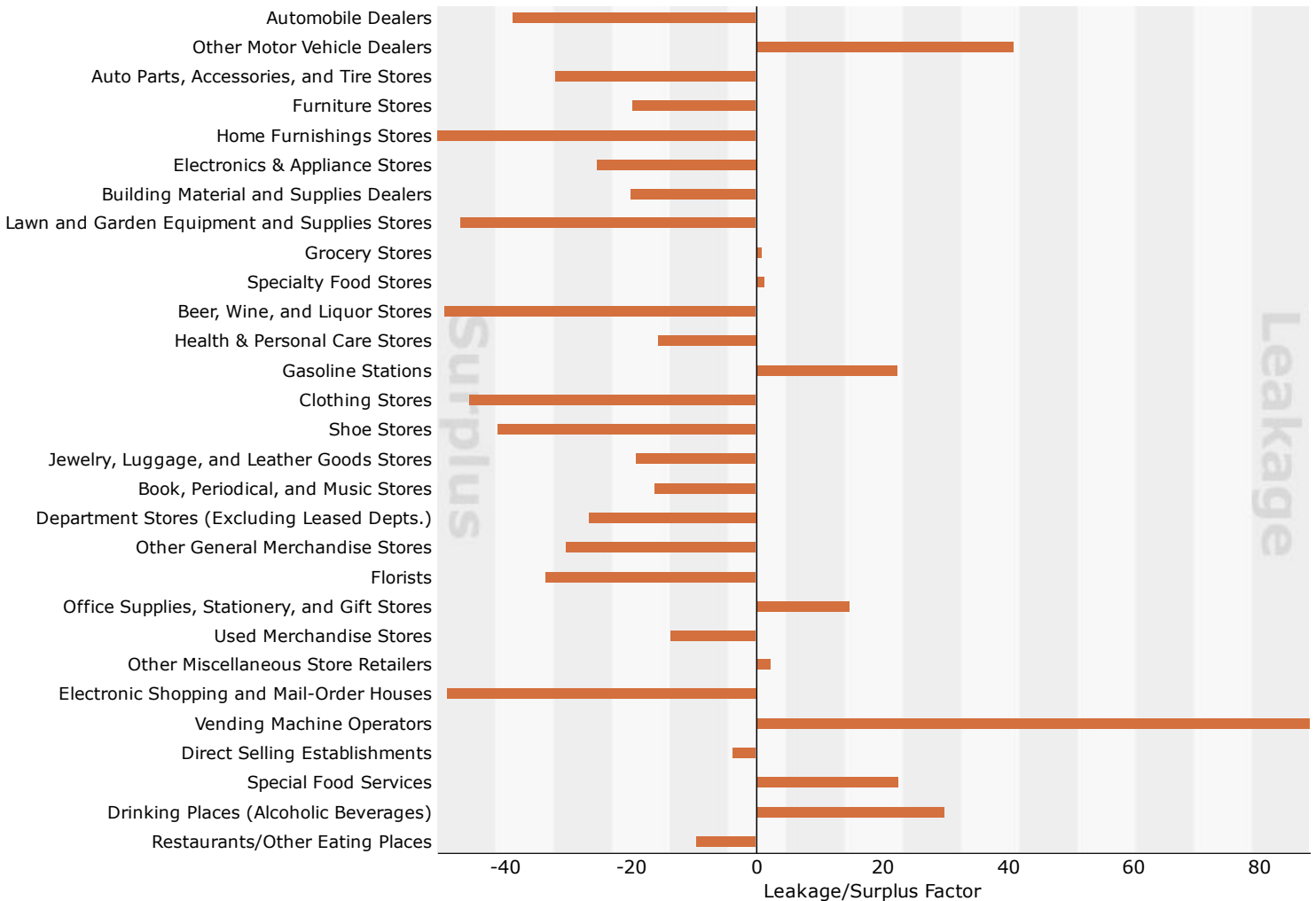
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Route 611 & Blair Mill Road, Horsham, PA  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 40.17147  
Longitude: -75.12787

## Summary Demographics

2017 Population	199,749
2017 Households	77,152
2017 Median Disposable Income	\$62,260
2017 Per Capita Income	\$42,364

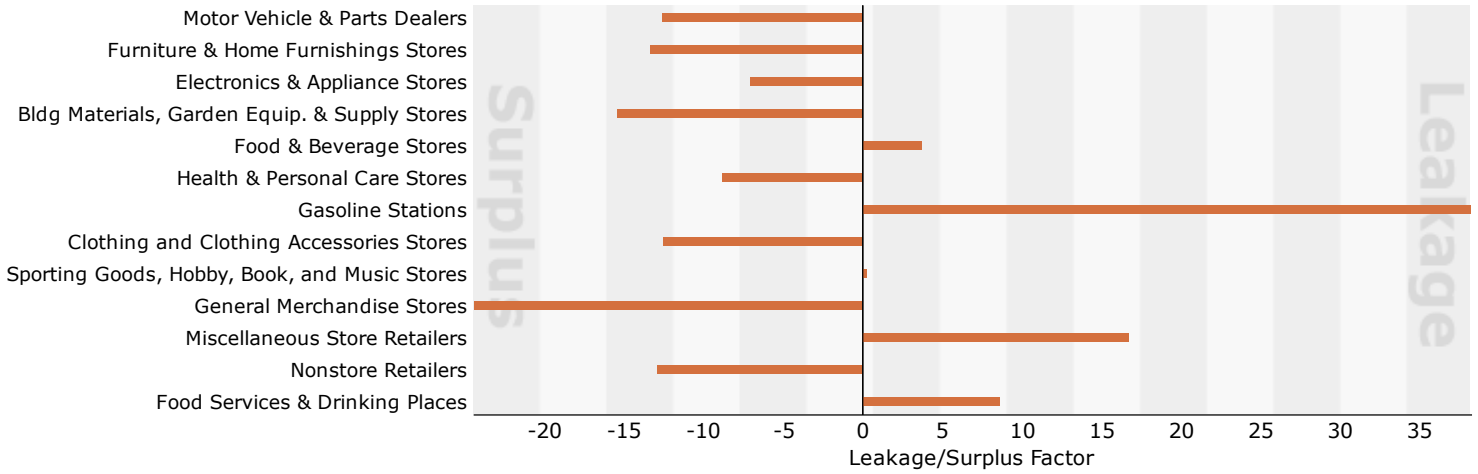
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$3,751,647,369	\$4,230,085,463	-\$478,438,094	-6.0	1,689
Total Retail Trade	44-45	\$3,384,559,907	\$3,921,793,949	-\$537,234,042	-7.4	1,206
Total Food & Drink	722	\$367,087,462	\$308,291,514	\$58,795,948	8.7	484

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$704,464,261	\$909,314,196	-\$204,849,935	-12.7	126
Automobile Dealers	4411	\$572,327,199	\$833,173,526	-\$260,846,327	-18.6	67
Other Motor Vehicle Dealers	4412	\$73,871,384	\$14,992,040	\$58,879,344	66.3	9
Auto Parts, Accessories & Tire Stores	4413	\$58,265,678	\$61,148,630	-\$2,882,952	-2.4	50
Furniture & Home Furnishings Stores	442	\$125,610,838	\$164,347,584	-\$38,736,746	-13.4	78
Furniture Stores	4421	\$69,354,089	\$58,716,289	\$10,637,800	8.3	29
Home Furnishings Stores	4422	\$56,256,749	\$105,631,295	-\$49,374,546	-30.5	49
Electronics & Appliance Stores	443	\$116,422,230	\$134,276,937	-\$17,854,707	-7.1	64
Bldg Materials, Garden Equip. & Supply Stores	444	\$229,827,306	\$314,256,786	-\$84,429,480	-15.5	124
Bldg Material & Supplies Dealers	4441	\$210,723,669	\$283,808,577	-\$73,084,908	-14.8	104
Lawn & Garden Equip & Supply Stores	4442	\$19,103,636	\$30,448,209	-\$11,344,573	-22.9	20
Food & Beverage Stores	445	\$627,164,540	\$581,574,894	\$45,589,646	3.8	102
Grocery Stores	4451	\$567,585,307	\$506,272,799	\$61,312,508	5.7	60
Specialty Food Stores	4452	\$29,040,830	\$19,871,461	\$9,169,369	18.7	28
Beer, Wine & Liquor Stores	4453	\$30,538,402	\$55,430,634	-\$24,892,232	-29.0	14
Health & Personal Care Stores	446,4461	\$210,283,320	\$251,464,686	-\$41,181,366	-8.9	132
Gasoline Stations	447,4471	\$322,764,436	\$143,991,767	\$178,772,669	38.3	42
Clothing & Clothing Accessories Stores	448	\$204,712,116	\$263,472,077	-\$58,759,961	-12.6	195
Clothing Stores	4481	\$136,910,253	\$191,364,535	-\$54,454,282	-16.6	129
Shoe Stores	4482	\$29,419,959	\$38,419,904	-\$8,999,945	-13.3	30
Jewelry, Luggage & Leather Goods Stores	4483	\$38,381,905	\$33,687,639	\$4,694,266	6.5	35
Sporting Goods, Hobby, Book & Music Stores	451	\$101,325,570	\$100,749,364	\$576,206	0.3	83
Sporting Goods/Hobby/Musical Instr Stores	4511	\$87,848,225	\$83,553,686	\$4,294,539	2.5	68
Book, Periodical & Music Stores	4512	\$13,477,345	\$17,195,678	-\$3,718,333	-12.1	15
General Merchandise Stores	452	\$519,647,703	\$856,437,111	-\$336,789,408	-24.5	58
Department Stores Excluding Leased Depts.	4521	\$383,413,465	\$400,741,891	-\$17,328,426	-2.2	20
Other General Merchandise Stores	4529	\$136,234,239	\$455,695,220	-\$319,460,981	-54.0	38
Miscellaneous Store Retailers	453	\$148,099,365	\$105,491,377	\$42,607,988	16.8	175
Florists	4531	\$8,984,276	\$13,987,459	-\$5,003,183	-21.8	24
Office Supplies, Stationery & Gift Stores	4532	\$34,846,165	\$22,566,228	\$12,279,937	21.4	50
Used Merchandise Stores	4533	\$13,694,309	\$14,362,590	-\$668,281	-2.4	35
Other Miscellaneous Store Retailers	4539	\$90,574,614	\$54,575,099	\$35,999,515	24.8	67
Nonstore Retailers	454	\$74,238,223	\$96,417,170	-\$22,178,947	-13.0	26
Electronic Shopping & Mail-Order Houses	4541	\$55,198,161	\$77,340,548	-\$22,142,387	-16.7	10
Vending Machine Operators	4542	\$3,416,896	\$1,827,603	\$1,589,293	30.3	2
Direct Selling Establishments	4543	\$15,623,165	\$17,249,019	-\$1,625,854	-4.9	14
Food Services & Drinking Places	722	\$367,087,462	\$308,291,514	\$58,795,948	8.7	484
Special Food Services	7223	\$8,875,723	\$4,174,957	\$4,700,766	36.0	16
Drinking Places - Alcoholic Beverages	7224	\$21,865,426	\$8,957,985	\$12,907,441	41.9	24
Restaurants/Other Eating Places	7225	\$336,346,313	\$295,158,573	\$41,187,740	6.5	443

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

