



Retail MarketPlace Profile

Valley Forge Road & South Whitehorse Road, Phoenixville, PA
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.12004
 Longitude: -75.50319

Summary Demographics

2017 Population	7,551
2017 Households	2,941
2017 Median Disposable Income	\$62,179
2017 Per Capita Income	\$43,996

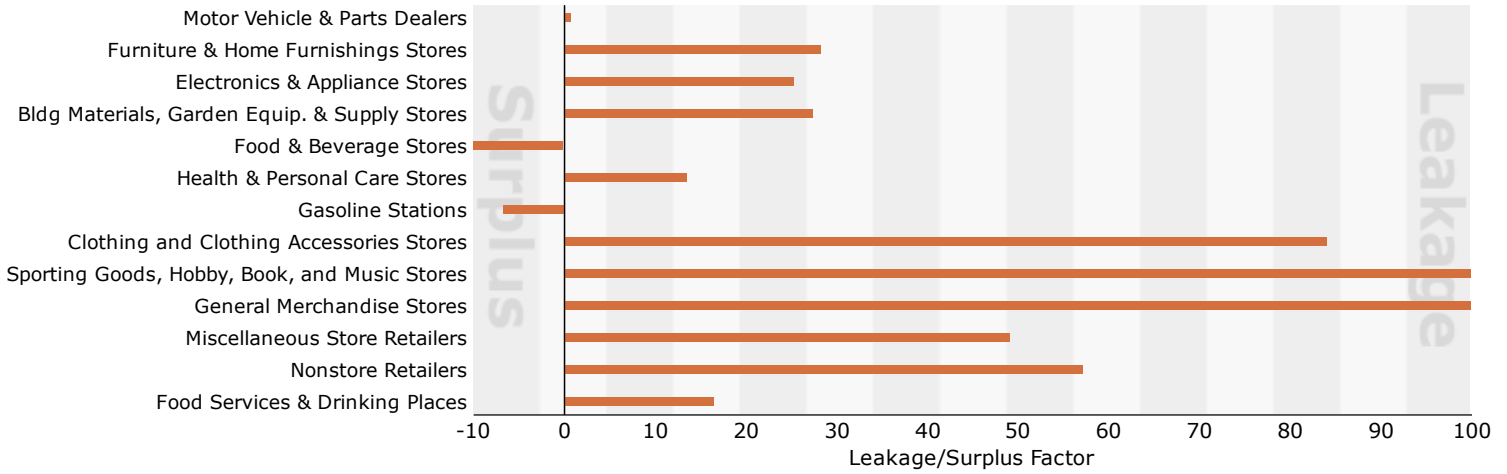
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$146,314,281	\$101,980,354	\$44,333,927	17.9	48
Total Retail Trade	44-45	\$131,949,401	\$91,705,343	\$40,244,058	18.0	34
Total Food & Drink	722	\$14,364,880	\$10,275,011	\$4,089,869	16.6	14

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,763,637	\$27,285,511	\$478,126	0.9	2
Automobile Dealers	4411	\$22,586,717	\$27,227,349	-\$4,640,632	-9.3	2
Other Motor Vehicle Dealers	4412	\$2,919,662	\$0	\$2,919,662	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,257,259	\$0	\$2,257,259	100.0	0
Furniture & Home Furnishings Stores	442	\$4,936,126	\$2,750,330	\$2,185,796	28.4	4
Furniture Stores	4421	\$2,747,264	\$2,179,320	\$567,944	11.5	3
Home Furnishings Stores	4422	\$2,188,863	\$571,010	\$1,617,853	58.6	1
Electronics & Appliance Stores	443	\$4,529,227	\$2,692,810	\$1,836,417	25.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,861,398	\$5,033,956	\$3,827,442	27.5	5
Bldg Material & Supplies Dealers	4441	\$8,134,823	\$5,023,313	\$3,111,510	23.6	5
Lawn & Garden Equip & Supply Stores	4442	\$726,575	\$0	\$726,575	100.0	0
Food & Beverage Stores	445	\$24,344,497	\$29,725,474	-\$5,380,977	-10.0	3
Grocery Stores	4451	\$22,044,869	\$27,424,197	-\$5,379,328	-10.9	2
Specialty Food Stores	4452	\$1,128,756	\$0	\$1,128,756	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,170,873	\$2,189,882	-\$1,019,009	-30.3	1
Health & Personal Care Stores	446,4461	\$8,043,502	\$6,108,167	\$1,935,335	13.7	4
Gasoline Stations	447,4471	\$12,659,900	\$14,468,612	-\$1,808,712	-6.7	3
Clothing & Clothing Accessories Stores	448	\$7,957,582	\$680,393	\$7,277,189	84.2	2
Clothing Stores	4481	\$5,328,092	\$680,393	\$4,647,699	77.4	2
Shoe Stores	4482	\$1,164,457	\$0	\$1,164,457	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,465,034	\$0	\$1,465,034	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,974,174	\$0	\$3,974,174	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,444,733	\$0	\$3,444,733	100.0	0
Book, Periodical & Music Stores	4512	\$529,441	\$0	\$529,441	100.0	0
General Merchandise Stores	452	\$20,282,147	\$0	\$20,282,147	100.0	0
Department Stores Excluding Leased Depts.	4521	\$14,968,136	\$0	\$14,968,136	100.0	0
Other General Merchandise Stores	4529	\$5,314,011	\$0	\$5,314,011	100.0	0
Miscellaneous Store Retailers	453	\$5,764,746	\$1,957,161	\$3,807,585	49.3	7
Florists	4531	\$335,788	\$186,516	\$149,272	28.6	1
Office Supplies, Stationery & Gift Stores	4532	\$1,349,032	\$0	\$1,349,032	100.0	0
Used Merchandise Stores	4533	\$538,258	\$342,747	\$195,511	22.2	3
Other Miscellaneous Store Retailers	4539	\$3,541,668	\$1,427,899	\$2,113,769	42.5	4
Nonstore Retailers	454	\$2,832,467	\$768,354	\$2,064,113	57.3	1
Electronic Shopping & Mail-Order Houses	4541	\$2,140,481	\$0	\$2,140,481	100.0	0
Vending Machine Operators	4542	\$133,134	\$768,354	-\$635,220	-70.5	1
Direct Selling Establishments	4543	\$558,852	\$0	\$558,852	100.0	0
Food Services & Drinking Places	722	\$14,364,880	\$10,275,011	\$4,089,869	16.6	14
Special Food Services	7223	\$354,379	\$6,362,552	-\$6,008,173	-89.4	3
Drinking Places - Alcoholic Beverages	7224	\$838,300	\$282,817	\$555,483	49.5	1
Restaurants/Other Eating Places	7225	\$13,172,201	\$3,629,642	\$9,542,559	56.8	11

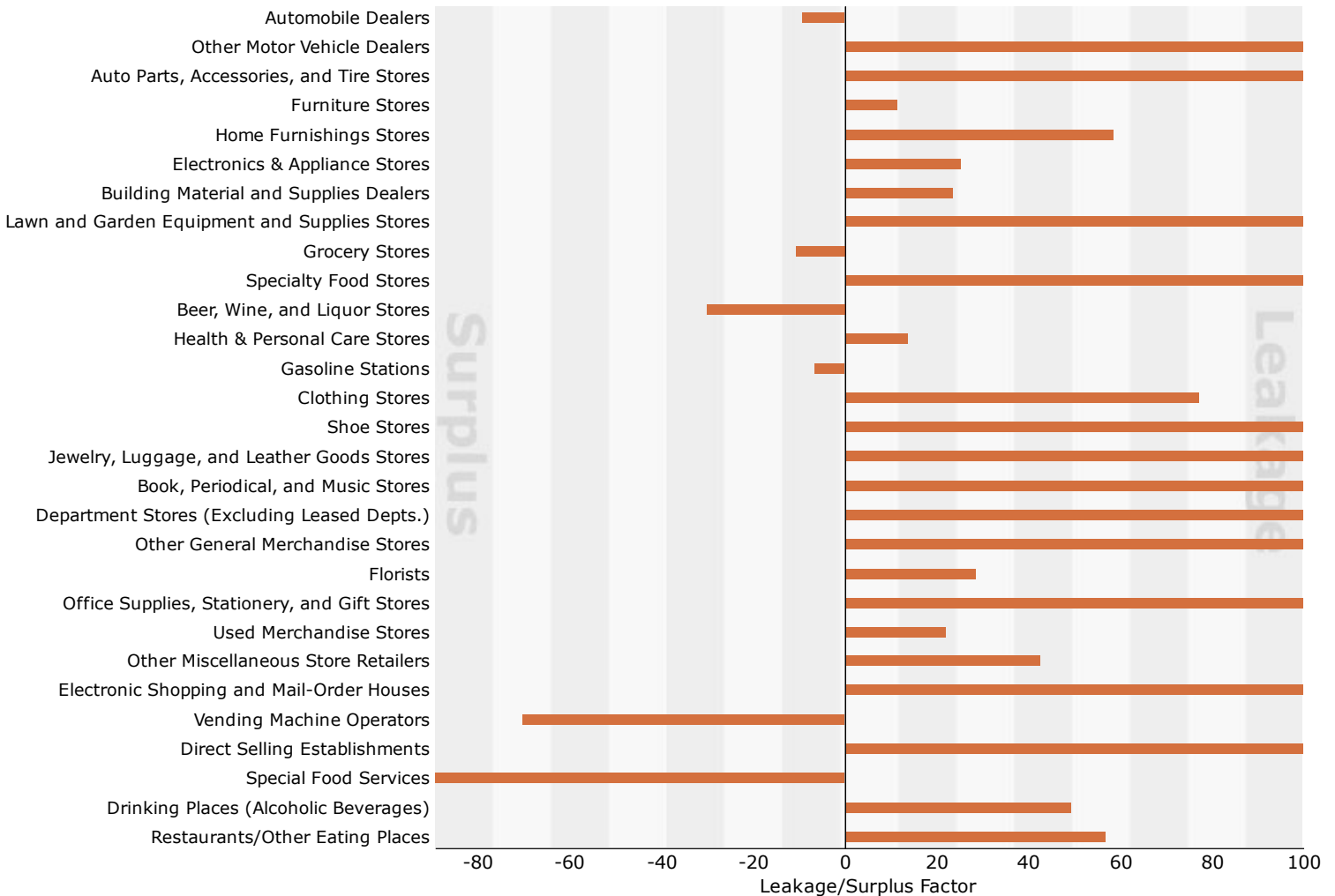
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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



Retail MarketPlace Profile

Valley Forge Road & South Whitehorse Road, Phoenixville, PA
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.12004
 Longitude: -75.50319

Summary Demographics

2017 Population	40,198
2017 Households	15,904
2017 Median Disposable Income	\$66,973
2017 Per Capita Income	\$48,276

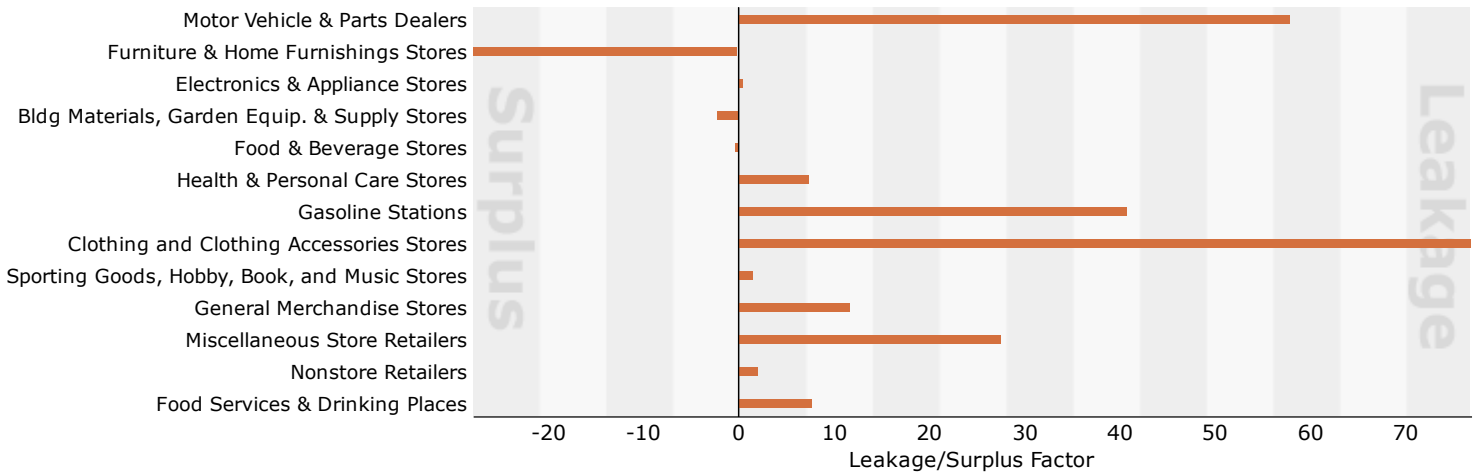
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$870,401,907	\$629,129,153	\$241,272,754	16.1	274
Total Retail Trade	44-45	\$784,552,649	\$555,696,618	\$228,856,031	17.1	175
Total Food & Drink	722	\$85,849,258	\$73,432,535	\$12,416,723	7.8	99

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$165,920,250	\$44,058,363	\$121,861,887	58.0	14
Automobile Dealers	4411	\$135,078,748	\$29,396,066	\$105,682,682	64.3	4
Other Motor Vehicle Dealers	4412	\$17,518,681	\$5,402,018	\$12,116,663	52.9	3
Auto Parts, Accessories & Tire Stores	4413	\$13,322,821	\$9,260,279	\$4,062,542	18.0	7
Furniture & Home Furnishings Stores	442	\$29,462,253	\$52,245,280	-\$22,783,027	-27.9	22
Furniture Stores	4421	\$16,421,160	\$41,276,528	-\$24,855,368	-43.1	13
Home Furnishings Stores	4422	\$13,041,093	\$10,968,752	\$2,072,341	8.6	9
Electronics & Appliance Stores	443	\$27,056,602	\$26,765,065	\$291,537	0.5	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,524,553	\$55,107,530	-\$2,582,977	-2.4	17
Bldg Material & Supplies Dealers	4441	\$48,328,661	\$53,718,385	-\$5,389,724	-5.3	14
Lawn & Garden Equip & Supply Stores	4442	\$4,195,891	\$1,389,145	\$2,806,746	50.3	2
Food & Beverage Stores	445	\$144,219,088	\$145,348,564	-\$1,129,476	-0.4	18
Grocery Stores	4451	\$130,620,557	\$127,524,988	\$3,095,569	1.2	9
Specialty Food Stores	4452	\$6,683,277	\$9,861,428	-\$3,178,151	-19.2	7
Beer, Wine & Liquor Stores	4453	\$6,915,254	\$7,962,148	-\$1,046,894	-7.0	3
Health & Personal Care Stores	446,4461	\$47,374,032	\$40,744,481	\$6,629,551	7.5	18
Gasoline Stations	447,4471	\$75,323,618	\$31,645,552	\$43,678,066	40.8	6
Clothing & Clothing Accessories Stores	448	\$47,332,203	\$6,160,207	\$41,171,996	77.0	13
Clothing Stores	4481	\$31,740,595	\$4,320,684	\$27,419,911	76.0	10
Shoe Stores	4482	\$6,982,142	\$521,233	\$6,460,909	86.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$8,609,466	\$1,318,290	\$7,291,176	73.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$23,821,345	\$23,110,555	\$710,790	1.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,668,889	\$22,413,192	-\$1,744,303	-4.0	8
Book, Periodical & Music Stores	4512	\$3,152,456	\$697,363	\$2,455,093	63.8	1
General Merchandise Stores	452	\$120,773,286	\$95,264,984	\$25,508,302	11.8	7
Department Stores Excluding Leased Depts.	4521	\$89,208,020	\$45,597,536	\$43,610,484	32.4	2
Other General Merchandise Stores	4529	\$31,565,266	\$49,667,448	-\$18,102,182	-22.3	5
Miscellaneous Store Retailers	453	\$34,204,787	\$19,371,050	\$14,833,737	27.7	33
Florists	4531	\$1,925,093	\$973,210	\$951,883	32.8	3
Office Supplies, Stationery & Gift Stores	4532	\$8,019,331	\$4,829,313	\$3,190,018	24.8	5
Used Merchandise Stores	4533	\$3,223,325	\$3,274,412	-\$51,087	-0.8	6
Other Miscellaneous Store Retailers	4539	\$21,037,038	\$10,294,114	\$10,742,924	34.3	18
Nonstore Retailers	454	\$16,540,632	\$15,874,988	\$665,644	2.1	4
Electronic Shopping & Mail-Order Houses	4541	\$12,781,526	\$0	\$12,781,526	100.0	0
Vending Machine Operators	4542	\$791,888	\$11,361,037	-\$10,569,149	-87.0	3
Direct Selling Establishments	4543	\$2,967,218	\$4,454,656	-\$1,487,438	-20.0	1
Food Services & Drinking Places	722	\$85,849,258	\$73,432,535	\$12,416,723	7.8	99
Special Food Services	7223	\$2,085,658	\$7,586,090	-\$5,500,432	-56.9	4
Drinking Places - Alcoholic Beverages	7224	\$4,930,184	\$7,661,334	-\$2,731,150	-21.7	8
Restaurants/Other Eating Places	7225	\$78,833,416	\$58,185,111	\$20,648,305	15.1	88

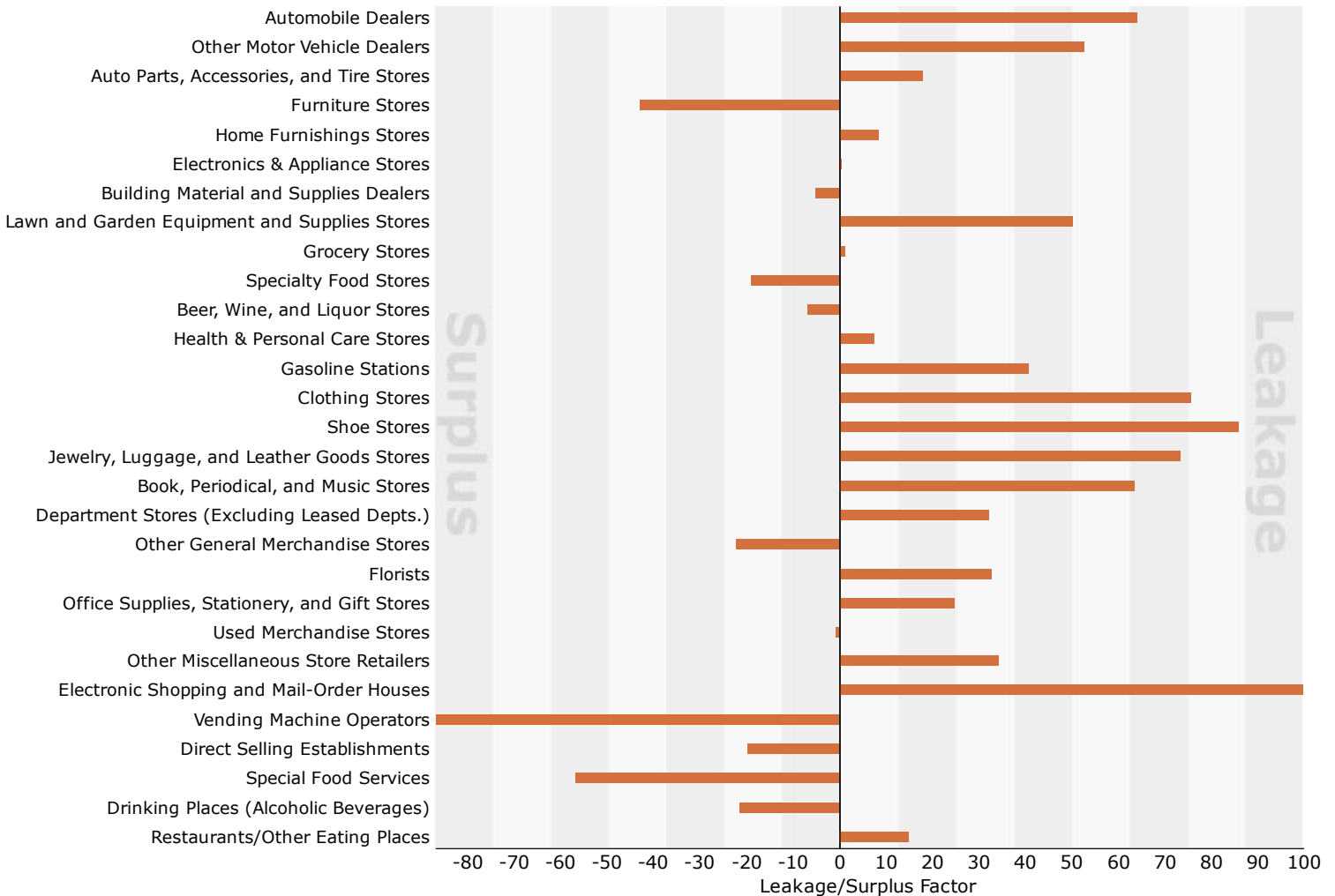
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Valley Forge Road & South Whitehorse Road, Phoenixville, PA
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.12004
 Longitude: -75.50319

Summary Demographics

2017 Population	99,147
2017 Households	38,703
2017 Median Disposable Income	\$71,436
2017 Per Capita Income	\$50,185

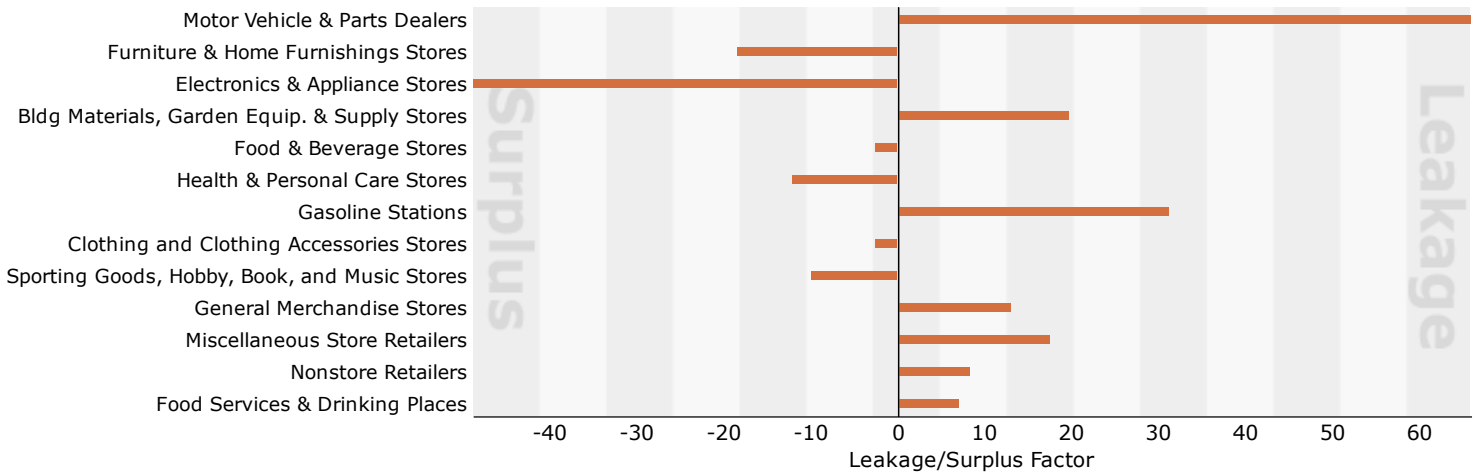
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$2,212,905,346	\$1,848,897,810	\$364,007,536	9.0	712
Total Retail Trade	44-45	\$1,994,501,496	\$1,659,420,042	\$335,081,454	9.2	473
Total Food & Drink	722	\$218,403,849	\$189,477,769	\$28,926,080	7.1	239

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$420,716,335	\$85,957,123	\$334,759,212	66.1	30
Automobile Dealers	4411	\$342,385,777	\$46,049,874	\$296,335,903	76.3	8
Other Motor Vehicle Dealers	4412	\$44,381,308	\$23,243,653	\$21,137,655	31.3	9
Auto Parts, Accessories & Tire Stores	4413	\$33,949,251	\$16,663,596	\$17,285,655	34.2	13
Furniture & Home Furnishings Stores	442	\$75,153,061	\$109,351,980	-\$34,198,919	-18.5	45
Furniture Stores	4421	\$41,697,474	\$77,319,982	-\$35,622,508	-29.9	25
Home Furnishings Stores	4422	\$33,455,588	\$32,031,997	\$1,423,591	2.2	20
Electronics & Appliance Stores	443	\$68,760,927	\$200,459,653	-\$131,698,726	-48.9	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$135,019,014	\$90,432,401	\$44,586,613	19.8	38
Bldg Material & Supplies Dealers	4441	\$124,052,610	\$85,051,079	\$39,001,531	18.7	30
Lawn & Garden Equip & Supply Stores	4442	\$10,966,404	\$5,381,322	\$5,585,082	34.2	7
Food & Beverage Stores	445	\$366,211,799	\$385,467,281	-\$19,255,482	-2.6	42
Grocery Stores	4451	\$331,519,766	\$347,892,420	-\$16,372,654	-2.4	21
Specialty Food Stores	4452	\$16,952,030	\$14,993,096	\$1,958,934	6.1	14
Beer, Wine & Liquor Stores	4453	\$17,740,003	\$22,581,765	-\$4,841,762	-12.0	7
Health & Personal Care Stores	446,4461	\$121,475,458	\$155,150,143	-\$33,674,685	-12.2	57
Gasoline Stations	447,4471	\$190,117,119	\$99,396,140	\$90,720,979	31.3	17
Clothing & Clothing Accessories Stores	448	\$120,541,801	\$127,083,561	-\$6,541,760	-2.6	71
Clothing Stores	4481	\$80,703,245	\$95,927,288	-\$15,224,043	-8.6	49
Shoe Stores	4482	\$17,667,002	\$17,062,261	\$604,741	1.7	11
Jewelry, Luggage & Leather Goods Stores	4483	\$22,171,554	\$14,094,011	\$8,077,543	22.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$60,410,150	\$73,885,714	-\$13,475,564	-10.0	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$52,424,999	\$71,347,387	-\$18,922,388	-15.3	33
Book, Periodical & Music Stores	4512	\$7,985,151	\$2,538,326	\$5,446,825	51.8	3
General Merchandise Stores	452	\$306,766,384	\$235,562,671	\$71,203,713	13.1	20
Department Stores Excluding Leased Depts.	4521	\$226,678,028	\$143,696,903	\$82,981,125	22.4	6
Other General Merchandise Stores	4529	\$80,088,356	\$91,865,768	-\$11,777,412	-6.8	14
Miscellaneous Store Retailers	453	\$87,030,639	\$60,955,895	\$26,074,744	17.6	71
Florists	4531	\$5,094,331	\$2,518,716	\$2,575,615	33.8	6
Office Supplies, Stationery & Gift Stores	4532	\$20,500,193	\$22,929,617	-\$2,429,424	-5.6	15
Used Merchandise Stores	4533	\$8,179,106	\$5,231,357	\$2,947,749	22.0	13
Other Miscellaneous Store Retailers	4539	\$53,257,009	\$30,276,205	\$22,980,804	27.5	37
Nonstore Retailers	454	\$42,298,807	\$35,717,480	\$6,581,327	8.4	11
Electronic Shopping & Mail-Order Houses	4541	\$32,532,842	\$2,004,843	\$30,527,999	88.4	2
Vending Machine Operators	4542	\$2,008,548	\$17,554,136	-\$15,545,588	-79.5	4
Direct Selling Establishments	4543	\$7,757,418	\$16,158,501	-\$8,401,083	-35.1	5
Food Services & Drinking Places	722	\$218,403,849	\$189,477,769	\$28,926,080	7.1	239
Special Food Services	7223	\$5,296,515	\$9,229,568	-\$3,933,053	-27.1	10
Drinking Places - Alcoholic Beverages	7224	\$12,697,730	\$10,384,591	\$2,313,139	10.0	13
Restaurants/Other Eating Places	7225	\$200,409,605	\$169,863,610	\$30,545,995	8.2	216

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

