



# Demographic and Income Profile

Elizabeth township  
Elizabeth township, PA (4207123008)  
Geography: County Subdivision

IMPACT 2017

| Summary                         | Census 2010           |             | 2012     |         | 2017     |         |         |
|---------------------------------|-----------------------|-------------|----------|---------|----------|---------|---------|
| Population                      | 3,886                 |             | 3,858    |         | 3,851    |         |         |
| Households                      | 1,377                 |             | 1,367    |         | 1,369    |         |         |
| Families                        | 1,106                 |             | 1,094    |         | 1,088    |         |         |
| Average Household Size          | 2.82                  |             | 2.82     |         | 2.81     |         |         |
| Owner Occupied Housing Units    | 1,173                 |             | 1,147    |         | 1,155    |         |         |
| Renter Occupied Housing Units   | 204                   |             | 220      |         | 214      |         |         |
| Median Age                      | 39.5                  |             | 40.0     |         | 40.3     |         |         |
| Trends: 2012 - 2017 Annual Rate | Area                  |             | State    |         | National |         |         |
| Population                      | -0.04%                |             | 0.30%    |         | 0.68%    |         |         |
| Households                      | 0.03%                 |             | 0.38%    |         | 0.74%    |         |         |
| Families                        | -0.11%                |             | 0.22%    |         | 0.72%    |         |         |
| Owner HHs                       | 0.14%                 |             | 0.56%    |         | 0.91%    |         |         |
| Median Household Income         | 3.86%                 |             | 3.07%    |         | 2.55%    |         |         |
| Households by Income            |                       |             |          | 2012    |          | 2017    |         |
|                                 |                       |             |          | Number  | Percent  | Number  | Percent |
|                                 | <\$15,000             |             |          | 51      | 3.7%     | 44      | 3.2%    |
|                                 | \$15,000 - \$24,999   |             |          | 160     | 11.7%    | 106     | 7.7%    |
|                                 | \$25,000 - \$34,999   |             |          | 114     | 8.3%     | 74      | 5.4%    |
|                                 | \$35,000 - \$49,999   |             |          | 221     | 16.2%    | 180     | 13.1%   |
|                                 | \$50,000 - \$74,999   |             |          | 341     | 24.9%    | 334     | 24.4%   |
|                                 | \$75,000 - \$99,999   |             |          | 213     | 15.6%    | 302     | 22.1%   |
|                                 | \$100,000 - \$149,999 |             |          | 240     | 17.6%    | 294     | 21.5%   |
|                                 | \$150,000 - \$199,999 |             |          | 23      | 1.7%     | 30      | 2.2%    |
| \$200,000+                      |                       |             | 4        | 0.3%    | 5        | 0.4%    |         |
| Median Household Income         |                       |             | \$57,426 |         | \$69,395 |         |         |
| Average Household Income        |                       |             | \$66,963 |         | \$75,553 |         |         |
| Per Capita Income               |                       |             | \$23,727 |         | \$26,859 |         |         |
| Population by Age               | Census 2010           |             | 2012     |         | 2017     |         |         |
|                                 | Number                | Percent     | Number   | Percent | Number   | Percent |         |
|                                 | 0 - 4                 | 275         | 7.1%     | 271     | 7.0%     | 270     | 7.0%    |
|                                 | 5 - 9                 | 276         | 7.1%     | 272     | 7.1%     | 270     | 7.0%    |
|                                 | 10 - 14               | 270         | 6.9%     | 263     | 6.8%     | 265     | 6.9%    |
|                                 | 15 - 19               | 283         | 7.3%     | 269     | 7.0%     | 257     | 6.7%    |
|                                 | 20 - 24               | 253         | 6.5%     | 256     | 6.6%     | 234     | 6.1%    |
|                                 | 25 - 34               | 374         | 9.6%     | 377     | 9.8%     | 379     | 9.8%    |
|                                 | 35 - 44               | 496         | 12.8%    | 480     | 12.4%    | 469     | 12.2%   |
|                                 | 45 - 54               | 685         | 17.6%    | 659     | 17.1%    | 609     | 15.8%   |
|                                 | 55 - 64               | 566         | 14.6%    | 587     | 15.2%    | 613     | 15.9%   |
|                                 | 65 - 74               | 250         | 6.4%     | 266     | 6.9%     | 319     | 8.3%    |
|                                 | 75 - 84               | 130         | 3.3%     | 129     | 3.3%     | 136     | 3.5%    |
|                                 | 85+                   | 28          | 0.7%     | 29      | 0.8%     | 30      | 0.8%    |
|                                 | Race and Ethnicity    | Census 2010 |          | 2012    |          | 2017    |         |
| Number                          |                       | Percent     | Number   | Percent | Number   | Percent |         |
| White Alone                     |                       | 3,802       | 97.8%    | 3,769   | 97.7%    | 3,744   | 97.2%   |
| Black Alone                     |                       | 23          | 0.6%     | 25      | 0.6%     | 30      | 0.8%    |
| American Indian Alone           |                       | 4           | 0.1%     | 4       | 0.1%     | 5       | 0.1%    |
| Asian Alone                     |                       | 17          | 0.4%     | 17      | 0.4%     | 19      | 0.5%    |
| Pacific Islander Alone          |                       | 0           | 0.0%     | 0       | 0.0%     | 0       | 0.0%    |
| Some Other Race Alone           |                       | 14          | 0.4%     | 15      | 0.4%     | 19      | 0.5%    |
| Two or More Races               |                       | 26          | 0.7%     | 28      | 0.7%     | 34      | 0.9%    |
| Hispanic Origin (Any Race)      |                       | 32          | 0.8%     | 34      | 0.9%     | 43      | 1.1%    |

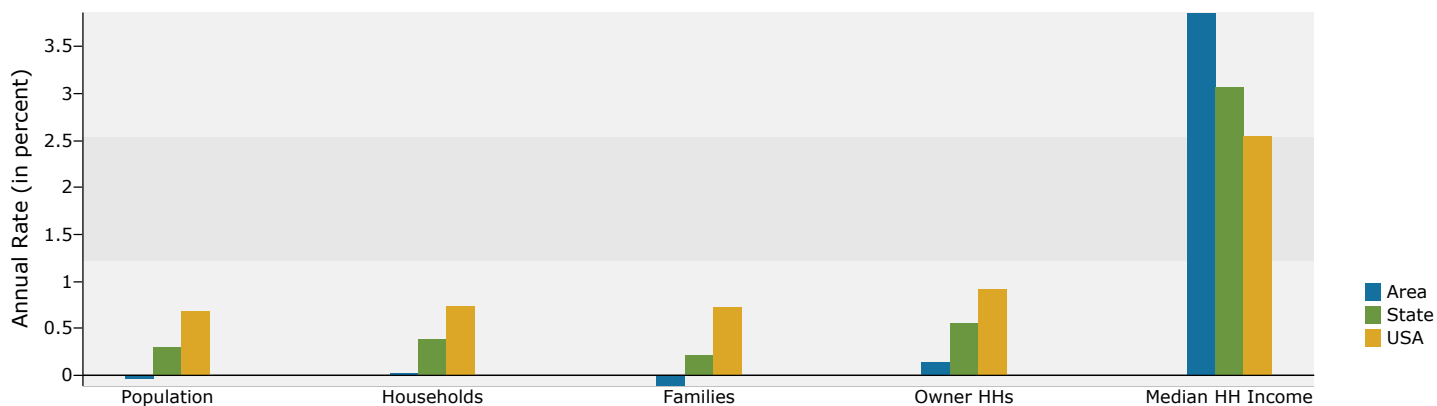
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

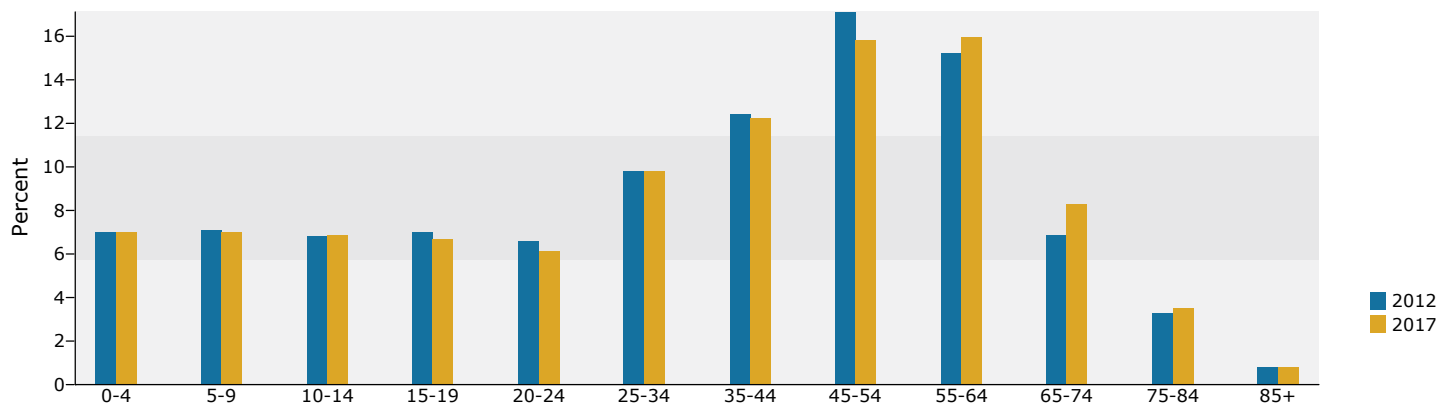
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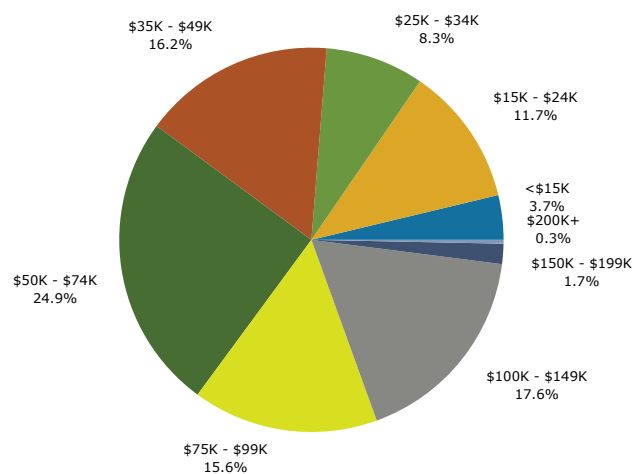
## Trends 2012-2017



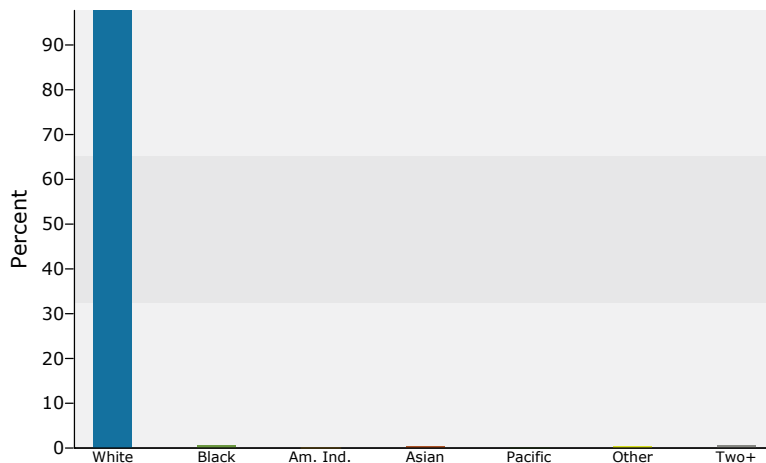
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 0.9%



## Retail Goods and Services Expenditures

Elizabeth township  
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| Top Tapestry Segments                         | Percent | Demographic Summary      | 2011                 | 2016         |
|---|---------|--------------------------|----------------------|--------------|
| Green Acres                                   | 100.0%  | Population               | 3,897                | 3,905        |
| Top Rung                                      | 0.0%    | Households               | 1,380                | 1,394        |
| Suburban Splendor                             | 0.0%    | Families                 | 1,108                | 1,110        |
| Connoisseurs                                  | 0.0%    | Median Age               | 39.7                 | 40.2         |
| Boomburbs                                     | 0.0%    | Median Household Income  | \$60,679             | \$72,208     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 71                       | \$1,647.47           | \$2,273,512  |
| Men's   |         | 67                       | \$300.01             | \$414,020    |
| Women's                                       |         | 65                       | \$521.12             | \$719,138    |
| Children's                                    |         | 76                       | \$294.38             | \$406,241    |
| Footwear                                      |         | 49                       | \$198.06             | \$273,323    |
| Watches & Jewelry                             |         | 104                      | \$195.67             | \$270,017    |
| Apparel Products and Services (1)             |         | 152                      | \$138.24             | \$190,772    |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 103                      | \$191.37             | \$264,086    |
| Software and Accessories for Home Use         |         | 104                      | \$28.82              | \$39,768     |
| <b>Entertainment &amp; Recreation</b>         |         | 108                      | \$3,379.28           | \$4,663,412  |
| Fees and Admissions                           |         | 111                      | \$664.36             | \$916,814    |
| Membership Fees for Clubs (2)                 |         | 112                      | \$177.49             | \$244,931    |
| Fees for Participant Sports, excl. Trips      |         | 111                      | \$114.36             | \$157,810    |
| Admission to Movie/Theatre/Opera/Ballet       |         | 104                      | \$153.25             | \$211,483    |
| Admission to Sporting Events, excl. Trips     |         | 116                      | \$66.65              | \$91,983     |
| Fees for Recreational Lessons                 |         | 115                      | \$151.98             | \$209,732    |
| Dating Services                               |         | 85                       | \$0.63               | \$875        |
| TV/Video/Audio                                |         | 102                      | \$1,223.24           | \$1,688,069  |
| Community Antenna or Cable TV                 |         | 101                      | \$709.52             | \$979,141    |
| Televisions                                   |         | 104                      | \$195.45             | \$269,726    |
| VCRs, Video Cameras, and DVD Players          |         | 101                      | \$19.94              | \$27,517     |
| Video Cassettes and DVDs                      |         | 98                       | \$50.10              | \$69,133     |
| Video and Computer Game Hardware and Software |         | 110                      | \$59.40              | \$81,968     |
| Satellite Dishes                              |         | 104                      | \$1.27               | \$1,750      |
| Rental of Video Cassettes and DVDs            |         | 103                      | \$41.22              | \$56,882     |
| Streaming/Downloaded Video                    |         | 104                      | \$1.41               | \$1,945      |
| Audio (3)                                     |         | 97                       | \$138.10             | \$190,578    |
| Rental and Repair of TV/Radio/Sound Equipment |         | 93                       | \$6.84               | \$9,432      |
| Pets  |         | 133                      | \$554.79             | \$765,616    |
| Toys and Games (4)                            |         | 105                      | \$148.60             | \$205,065    |
| Recreational Vehicles and Fees (5)            |         | 106                      | \$332.29             | \$458,553    |
| Sports/Recreation/Exercise Equipment (6)      |         | 86                       | \$151.21             | \$208,663    |
| Photo Equipment and Supplies (7)              |         | 110                      | \$110.55             | \$152,559    |
| Reading (8)                                   |         | 110                      | \$165.09             | \$227,818    |
| Catered Affairs (9)                           |         | 122                      | \$29.17              | \$40,255     |
| <b>Food</b>                                   |         | 102                      | \$7,598.23           | \$10,485,555 |
| Food at Home                                  |         | 101                      | \$4,388.75           | \$6,056,475  |
| Bakery and Cereal Products                    |         | 103                      | \$594.32             | \$820,164    |
| Meats, Poultry, Fish, and Eggs                |         | 100                      | \$1,003.62           | \$1,384,993  |
| Dairy Products                                |         | 102                      | \$492.93             | \$680,245    |
| Fruits and Vegetables                         |         | 100                      | \$758.35             | \$1,046,523  |
| Snacks and Other Food at Home (10)            |         | 102                      | \$1,539.53           | \$2,124,550  |
| Food Away from Home                           |         | 103                      | \$3,209.48           | \$4,429,080  |
| Alcoholic Beverages                           |         | 104                      | \$572.55             | \$790,119    |
| Nonalcoholic Beverages at Home                |         | 101                      | \$426.56             | \$588,651    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Goods and Services Expenditures

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|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                           |                          |                      |              |
| Investments                                | 109                      | \$1,832.29           | \$2,528,555  |
| Vehicle Loans                              | 104                      | \$4,966.87           | \$6,854,275  |
| <b>Health</b>                              |                          |                      |              |
| Nonprescription Drugs                      | 101                      | \$100.97             | \$139,335    |
| Prescription Drugs                         | 107                      | \$516.39             | \$712,624    |
| Eyeglasses and Contact Lenses              | 114                      | \$85.33              | \$117,750    |
| <b>Home</b>                                |                          |                      |              |
| Mortgage Payment and Basics (11)           | 116                      | \$10,530.45          | \$14,532,021 |
| Maintenance and Remodeling Services        | 116                      | \$2,235.10           | \$3,084,439  |
| Maintenance and Remodeling Materials (12)  | 115                      | \$415.00             | \$572,705    |
| Utilities, Fuel, and Public Services       | 104                      | \$4,582.09           | \$6,323,284  |
| <b>Household Furnishings and Equipment</b> |                          |                      |              |
| Household Textiles (13)                    | 105                      | \$135.56             | \$187,077    |
| Furniture                                  | 104                      | \$602.92             | \$832,026    |
| Floor Coverings                            | 118                      | \$85.89              | \$118,528    |
| Major Appliances (14)                      | 109                      | \$320.03             | \$441,634    |
| Housewares (15)                            | 90                       | \$74.97              | \$103,456    |
| Small Appliances                           | 106                      | \$33.82              | \$46,672     |
| Luggage                                    | 112                      | \$10.08              | \$13,904     |
| Telephones and Accessories                 | 67                       | \$27.69              | \$38,213     |
| <b>Household Operations</b>                |                          |                      |              |
| Child Care                                 | 103                      | \$460.87             | \$636,004    |
| Lawn and Garden (16)                       | 112                      | \$452.77             | \$624,822    |
| Moving/Storage/Freight Express             | 85                       | \$50.10              | \$69,133     |
| Housekeeping Supplies (17)                 | 105                      | \$710.37             | \$980,307    |
| <b>Insurance</b>                           |                          |                      |              |
| Owners and Renters Insurance               | 114                      | \$512.73             | \$707,568    |
| Vehicle Insurance                          | 103                      | \$1,168.56           | \$1,612,616  |
| Life/Other Insurance                       | 118                      | \$475.53             | \$656,228    |
| Health Insurance                           | 108                      | \$2,014.92           | \$2,780,584  |
| Personal Care Products (18)                | 102                      | \$394.71             | \$544,702    |
| School Books and Supplies (19)             | 100                      | \$103.58             | \$142,933    |
| Smoking Products                           | 99                       | \$409.51             | \$565,121    |
| <b>Transportation</b>                      |                          |                      |              |
| Vehicle Purchases (Net Outlay) (20)        | 104                      | \$4,421.87           | \$6,102,175  |
| Gasoline and Motor Oil                     | 104                      | \$2,887.48           | \$3,984,723  |
| Vehicle Maintenance and Repairs            | 104                      | \$951.41             | \$1,312,943  |
| <b>Travel</b>                              |                          |                      |              |
| Airline Fares                              | 106                      | \$472.50             | \$652,047    |
| Lodging on Trips                           | 112                      | \$472.22             | \$651,658    |
| Auto/Truck/Van Rental on Trips             | 109                      | \$39.11              | \$53,965     |
| Food and Drink on Trips                    | 109                      | \$458.55             | \$632,795    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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## Retail MarketPlace Profile

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### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2010 Population               | 4,079    |
| 2010 Households               | 1,426    |
| 2010 Median Disposable Income | \$51,163 |
| 2010 Per Capita Income        | \$24,125 |

| Industry Summary                    | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$36,619,272                 | \$12,717,065             | \$23,902,207 | 48.4                      | 35                      |
| Total Retail Trade                  | 44-45     | \$31,157,718                 | \$11,545,953             | \$19,611,765 | 45.9                      | 31                      |
| Total Food & Drink                  | 722       | \$5,461,554                  | \$1,171,112              | \$4,290,442  | 64.7                      | 4                       |

| Industry Group                                | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$6,975,124                  | \$1,063,911              | \$5,911,213  | 73.5                      | 4                       |
| Automobile Dealers                            | 4411     | \$6,147,882                  | \$1,063,911              | \$5,083,971  | 70.5                      | 4                       |
| Other Motor Vehicle Dealers                   | 4412     | \$578,290                    | \$0                      | \$578,290    | 100.0                     | 0                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$248,952                    | \$0                      | \$248,952    | 100.0                     | 0                       |
| Furniture & Home Furnishings Stores           | 442      | \$793,636                    | \$323,200                | \$470,436    | 42.1                      | 1                       |
| Furniture Stores                              | 4421     | \$391,614                    | \$323,200                | \$68,414     | 9.6                       | 1                       |
| Home Furnishings Stores                       | 4422     | \$402,022                    | \$0                      | \$402,022    | 100.0                     | 0                       |
| Electronics & Appliance Stores                | 4431     | \$576,617                    | \$241,316                | \$335,301    | 41.0                      | 1                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$1,250,506                  | \$1,990,896              | -\$740,390   | -22.8                     | 4                       |
| Bldg Material & Supplies Dealers              | 4441     | \$1,118,292                  | \$84,485                 | \$1,033,807  | 86.0                      | 1                       |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$132,214                    | \$1,906,411              | -\$1,774,197 | -87.0                     | 3                       |
| Food & Beverage Stores                        | 445      | \$6,031,414                  | \$598,708                | \$5,432,706  | 81.9                      | 2                       |
| Grocery Stores                                | 4451     | \$5,341,508                  | \$559,606                | \$4,781,902  | 81.0                      | 1                       |
| Specialty Food Stores                         | 4452     | \$220,306                    | \$39,102                 | \$181,204    | 69.9                      | 1                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$469,600                    | \$0                      | \$469,600    | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461 | \$420,939                    | \$0                      | \$420,939    | 100.0                     | 0                       |
| Gasoline Stations                             | 447,4471 | \$4,972,386                  | \$4,474,711              | \$497,675    | 5.3                       | 1                       |
| Clothing & Clothing Accessories Stores        | 448      | \$1,111,793                  | \$306,400                | \$805,393    | 56.8                      | 2                       |
| Clothing Stores                               | 4481     | \$1,061,866                  | \$238,264                | \$823,602    | 63.3                      | 1                       |
| Shoe Stores                                   | 4482     | \$43,902                     | \$0                      | \$43,902     | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$6,025                      | \$68,136                 | -\$62,111    | -83.8                     | 1                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$94,193                     | \$178,507                | -\$84,314    | -30.9                     | 4                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$72,849                     | \$178,507                | -\$105,658   | -42.0                     | 4                       |
| Book, Periodical & Music Stores               | 4512     | \$21,344                     | \$0                      | \$21,344     | 100.0                     | 0                       |
| General Merchandise Stores                    | 452      | \$2,104,231                  | \$615,792                | \$1,488,439  | 54.7                      | 1                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$927,755                    | \$0                      | \$927,755    | 100.0                     | 0                       |
| Other General Merchandise Stores              | 4529     | \$1,176,476                  | \$615,792                | \$560,684    | 31.3                      | 1                       |
| Miscellaneous Store Retailers                 | 453      | \$476,424                    | \$652,334                | -\$175,910   | -15.6                     | 9                       |
| Florists                                      | 4531     | \$21,714                     | \$31,237                 | -\$9,523     | -18.0                     | 1                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$69,065                     | \$91,421                 | -\$22,356    | -13.9                     | 3                       |
| Used Merchandise Stores                       | 4533     | \$14,380                     | \$37,405                 | -\$23,025    | -44.5                     | 2                       |
| Other Miscellaneous Store Retailers           | 4539     | \$371,265                    | \$492,271                | -\$121,006   | -14.0                     | 3                       |
| Nonstore Retailers                            | 454      | \$6,350,455                  | \$1,100,178              | \$5,250,277  | 70.5                      | 2                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$5,714,285                  | \$863,815                | \$4,850,470  | 73.7                      | 1                       |
| Vending Machine Operators                     | 4542     | \$215,630                    | \$0                      | \$215,630    | 100.0                     | 0                       |
| Direct Selling Establishments                 | 4543     | \$420,540                    | \$236,363                | \$184,177    | 28.0                      | 1                       |
| Food Services & Drinking Places               | 722      | \$5,461,554                  | \$1,171,112              | \$4,290,442  | 64.7                      | 4                       |
| Full-Service Restaurants                      | 7221     | \$3,146,908                  | \$1,032,971              | \$2,113,937  | 50.6                      | 3                       |
| Limited-Service Eating Places                 | 7222     | \$1,723,911                  | \$138,141                | \$1,585,770  | 85.2                      | 1                       |
| Special Food Services                         | 7223     | \$463,354                    | \$0                      | \$463,354    | 100.0                     | 0                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$127,381                    | \$0                      | \$127,381    | 100.0                     | 0                       |

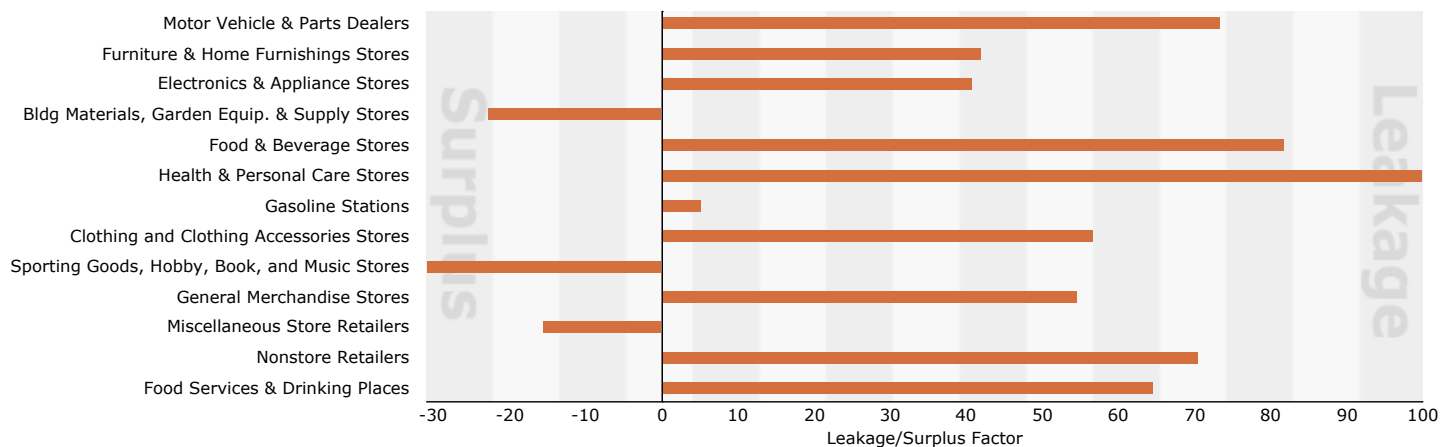
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Infogroup

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





## Demographic and Income Profile

Lititz Borough  
Lititz borough, PA (4243816)  
Geography: Place

IMPACT 2017

| Summary                         | Census 2010           |             | 2012     |         | 2017     |         |         |       |
|---------------------------------|-----------------------|-------------|----------|---------|----------|---------|---------|-------|
| Population                      | 9,369                 |             | 9,299    |         | 9,286    |         |         |       |
| Households                      | 3,970                 |             | 3,940    |         | 3,951    |         |         |       |
| Families                        | 2,450                 |             | 2,418    |         | 2,402    |         |         |       |
| Average Household Size          | 2.27                  |             | 2.27     |         | 2.26     |         |         |       |
| Owner Occupied Housing Units    | 2,447                 |             | 2,351    |         | 2,413    |         |         |       |
| Renter Occupied Housing Units   | 1,523                 |             | 1,589    |         | 1,538    |         |         |       |
| Median Age                      | 43.1                  |             | 43.6     |         | 44.7     |         |         |       |
| Trends: 2012 - 2017 Annual Rate | Area                  |             | State    |         | National |         |         |       |
| Population                      | -0.03%                |             | 0.30%    |         | 0.68%    |         |         |       |
| Households                      | 0.06%                 |             | 0.38%    |         | 0.74%    |         |         |       |
| Families                        | -0.13%                |             | 0.22%    |         | 0.72%    |         |         |       |
| Owner HHs                       | 0.52%                 |             | 0.56%    |         | 0.91%    |         |         |       |
| Median Household Income         | 3.11%                 |             | 3.07%    |         | 2.55%    |         |         |       |
| Households by Income            |                       |             |          | 2012    |          | 2017    |         |       |
|                                 |                       |             |          | Number  | Percent  | Number  | Percent |       |
|                                 | <\$15,000             |             |          | 383     | 9.7%     | 349     | 8.8%    |       |
|                                 | \$15,000 - \$24,999   |             |          | 366     | 9.3%     | 288     | 7.3%    |       |
|                                 | \$25,000 - \$34,999   |             |          | 580     | 14.7%    | 416     | 10.5%   |       |
|                                 | \$35,000 - \$49,999   |             |          | 636     | 16.1%    | 532     | 13.5%   |       |
|                                 | \$50,000 - \$74,999   |             |          | 898     | 22.8%    | 890     | 22.5%   |       |
|                                 | \$75,000 - \$99,999   |             |          | 467     | 11.9%    | 683     | 17.3%   |       |
|                                 | \$100,000 - \$149,999 |             |          | 388     | 9.8%     | 493     | 12.5%   |       |
|                                 | \$150,000 - \$199,999 |             |          | 138     | 3.5%     | 193     | 4.9%    |       |
| \$200,000+                      |                       |             | 84       | 2.1%    | 107      | 2.7%    |         |       |
| Median Household Income         |                       |             | \$50,085 |         | \$58,383 |         |         |       |
| Average Household Income        |                       |             | \$63,147 |         | \$74,170 |         |         |       |
| Per Capita Income               |                       |             | \$27,718 |         | \$32,554 |         |         |       |
| Population by Age               | Census 2010           |             | 2012     |         | 2017     |         |         |       |
|                                 | Number                | Percent     | Number   | Percent | Number   | Percent |         |       |
|                                 | 0 - 4                 |             | 586      | 6.3%    | 577      | 6.2%    | 571     | 6.1%  |
|                                 | 5 - 9                 |             | 487      | 5.2%    | 477      | 5.1%    | 471     | 5.1%  |
|                                 | 10 - 14               |             | 557      | 5.9%    | 540      | 5.8%    | 536     | 5.8%  |
|                                 | 15 - 19               |             | 502      | 5.4%    | 472      | 5.1%    | 445     | 4.8%  |
|                                 | 20 - 24               |             | 505      | 5.4%    | 507      | 5.5%    | 463     | 5.0%  |
|                                 | 25 - 34               |             | 1,185    | 12.6%   | 1,191    | 12.8%   | 1,188   | 12.8% |
|                                 | 35 - 44               |             | 1,068    | 11.4%   | 1,028    | 11.1%   | 996     | 10.7% |
|                                 | 45 - 54               |             | 1,269    | 13.5%   | 1,216    | 13.1%   | 1,112   | 12.0% |
|                                 | 55 - 64               |             | 1,070    | 11.4%   | 1,105    | 11.9%   | 1,144   | 12.3% |
|                                 | 65 - 74               |             | 697      | 7.4%    | 738      | 7.9%    | 876     | 9.4%  |
|                                 | 75 - 84               |             | 716      | 7.6%    | 708      | 7.6%    | 728     | 7.8%  |
|                                 | 85+                   |             | 727      | 7.8%    | 740      | 8.0%    | 756     | 8.1%  |
|                                 | Race and Ethnicity    | Census 2010 |          | 2012    |          | 2017    |         |       |
| Number                          |                       | Percent     | Number   | Percent | Number   | Percent |         |       |
| White Alone                     |                       | 8,852       | 94.5%    | 8,748   | 94.1%    | 8,626   | 92.9%   |       |
| Black Alone                     |                       | 119         | 1.3%     | 126     | 1.4%     | 152     | 1.6%    |       |
| American Indian Alone           |                       | 17          | 0.2%     | 17      | 0.2%     | 18      | 0.2%    |       |
| Asian Alone                     |                       | 111         | 1.2%     | 117     | 1.3%     | 133     | 1.4%    |       |
| Pacific Islander Alone          |                       | 2           | 0.0%     | 2       | 0.0%     | 4       | 0.0%    |       |
| Some Other Race Alone           |                       | 112         | 1.2%     | 119     | 1.3%     | 143     | 1.5%    |       |
| Two or More Races               |                       | 156         | 1.7%     | 170     | 1.8%     | 210     | 2.3%    |       |
| Hispanic Origin (Any Race)      |                       | 345         | 3.7%     | 370     | 4.0%     | 461     | 5.0%    |       |

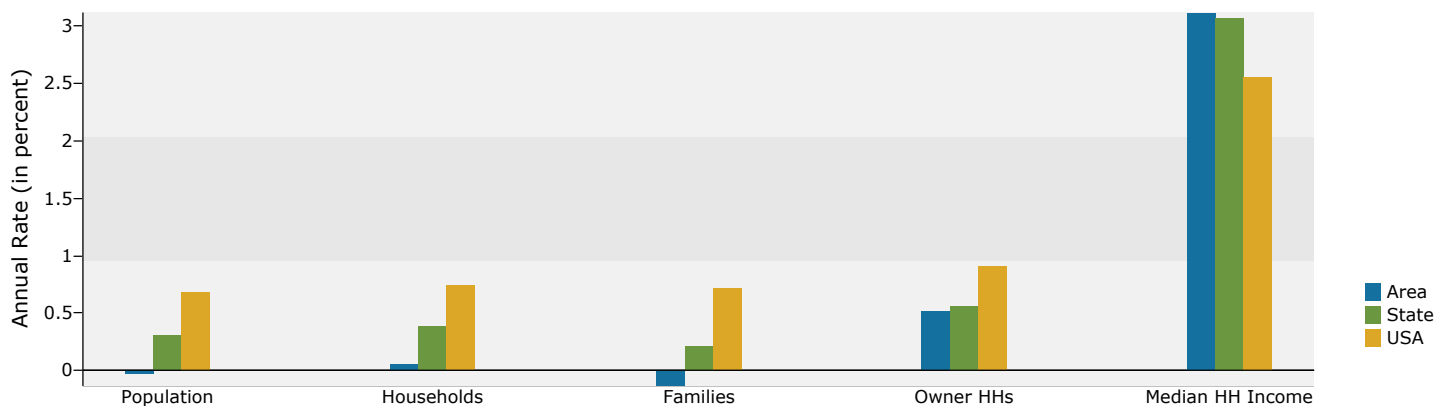
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

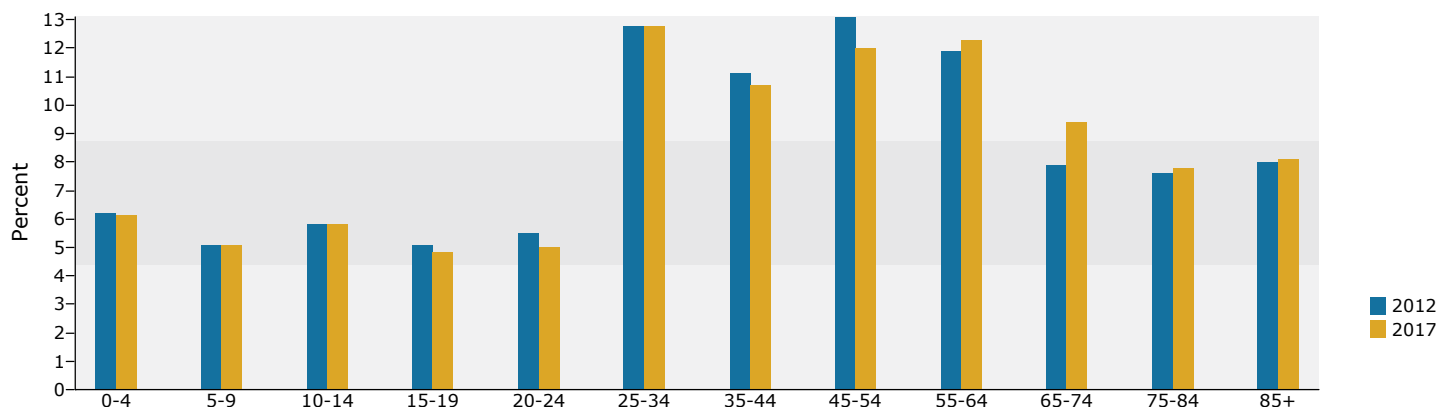
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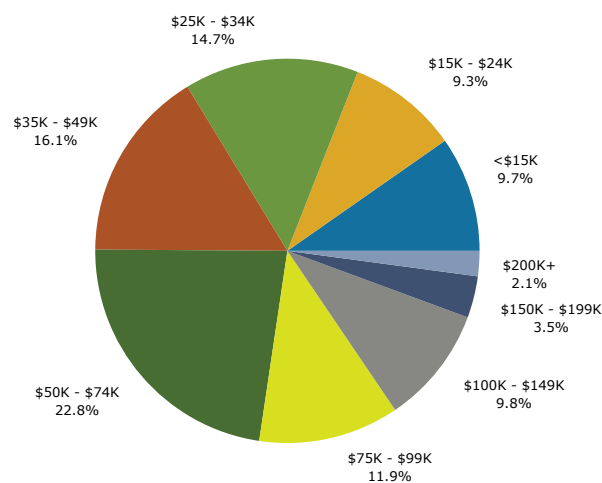
## Trends 2012-2017



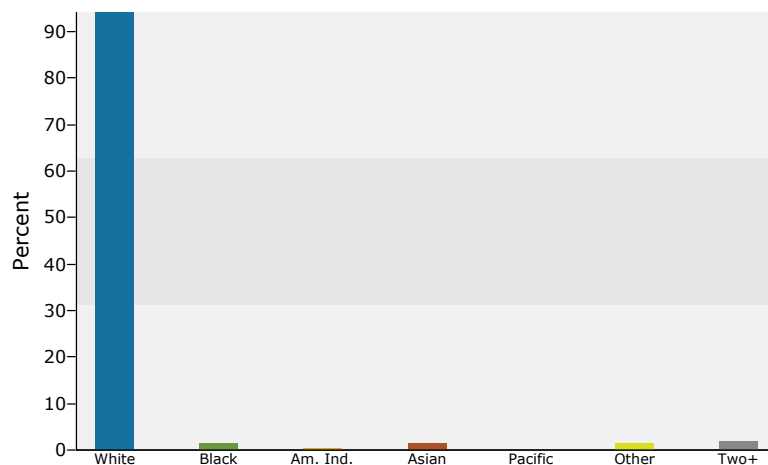
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 4.0%



# Retail Goods and Services Expenditures

Lititz Borough  
Lititz borough, PA (4243816)  
Geography: Place

IMPACT 2017

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2011                 | 2016         |
|---|---------|--------------------------|----------------------|--------------|
| Main Street, USA                              | 56.3%   | Population               | 9,294                | 9,400        |
| The Elders                                    | 15.4%   | Households               | 3,938                | 3,994        |
| Prosperous Empty Nesters                      | 13.9%   | Families                 | 2,430                | 2,432        |
| Green Acres                                   | 8.0%    | Median Age               | 43.2                 | 44.3         |
| Cozy and Comfortable                          | 6.4%    | Median Household Income  | \$48,882             | \$58,170     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 63                       | \$1,454.24           | \$5,726,805  |
| Men's   |         | 59                       | \$261.33             | \$1,029,097  |
| Women's                                       |         | 58                       | \$463.14             | \$1,823,835  |
| Children's                                    |         | 62                       | \$240.47             | \$946,977    |
| Footwear                                      |         | 43                       | \$173.31             | \$682,512    |
| Watches & Jewelry                             |         | 93                       | \$176.01             | \$693,118    |
| Apparel Products and Services (1)             |         | 154                      | \$139.99             | \$551,265    |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 88                       | \$163.96             | \$645,655    |
| Software and Accessories for Home Use         |         | 90                       | \$24.96              | \$98,292     |
| <b>Entertainment &amp; Recreation</b>         |         | 93                       | \$2,912.06           | \$11,467,685 |
| Fees and Admissions                           |         | 98                       | \$590.09             | \$2,323,778  |
| Membership Fees for Clubs (2)                 |         | 104                      | \$164.82             | \$649,058    |
| Fees for Participant Sports, excl. Trips      |         | 100                      | \$103.70             | \$408,373    |
| Admission to Movie/Theatre/Opera/Ballet       |         | 94                       | \$138.28             | \$544,542    |
| Admission to Sporting Events, excl. Trips     |         | 93                       | \$53.47              | \$210,548    |
| Fees for Recreational Lessons                 |         | 98                       | \$129.12             | \$508,479    |
| Dating Services                               |         | 94                       | \$0.71               | \$2,778      |
| TV/Video/Audio                                |         | 89                       | \$1,071.36           | \$4,219,024  |
| Community Antenna or Cable TV                 |         | 91                       | \$633.78             | \$2,495,810  |
| Televisions                                   |         | 90                       | \$169.44             | \$667,264    |
| VCRs, Video Cameras, and DVD Players          |         | 86                       | \$16.97              | \$66,832     |
| Video Cassettes and DVDs                      |         | 84                       | \$42.85              | \$168,744    |
| Video and Computer Game Hardware and Software |         | 87                       | \$46.90              | \$184,678    |
| Satellite Dishes                              |         | 82                       | \$1.00               | \$3,929      |
| Rental of Video Cassettes and DVDs            |         | 84                       | \$33.54              | \$132,094    |
| Streaming/Downloaded Video                    |         | 99                       | \$1.35               | \$5,314      |
| Audio (3)                                     |         | 83                       | \$118.70             | \$467,419    |
| Rental and Repair of TV/Radio/Sound Equipment |         | 93                       | \$6.84               | \$26,940     |
| Pets  |         | 111                      | \$463.62             | \$1,825,752  |
| Toys and Games (4)                            |         | 87                       | \$122.52             | \$482,469    |
| Recreational Vehicles and Fees (5)            |         | 90                       | \$282.37             | \$1,111,969  |
| Sports/Recreation/Exercise Equipment (6)      |         | 69                       | \$121.20             | \$477,272    |
| Photo Equipment and Supplies (7)              |         | 90                       | \$90.22              | \$355,266    |
| Reading (8)                                   |         | 100                      | \$149.40             | \$588,340    |
| Catered Affairs (9)                           |         | 89                       | \$21.28              | \$83,813     |
| <b>Food</b>                                   |         | 90                       | \$6,691.35           | \$26,350,551 |
| Food at Home                                  |         | 90                       | \$3,899.45           | \$15,356,016 |
| Bakery and Cereal Products                    |         | 91                       | \$524.81             | \$2,066,711  |
| Meats, Poultry, Fish, and Eggs                |         | 89                       | \$899.13             | \$3,540,786  |
| Dairy Products                                |         | 90                       | \$433.11             | \$1,705,602  |
| Fruits and Vegetables                         |         | 92                       | \$701.69             | \$2,763,259  |
| Snacks and Other Food at Home (10)            |         | 89                       | \$1,340.70           | \$5,279,659  |
| Food Away from Home                           |         | 89                       | \$2,791.91           | \$10,994,535 |
| Alcoholic Beverages                           |         | 93                       | \$512.78             | \$2,019,314  |
| Nonalcoholic Beverages at Home                |         | 88                       | \$373.56             | \$1,471,097  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Goods and Services Expenditures

Lititz Borough  
Lititz borough, PA (4243816)  
Geography: Place

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|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                           |                          |                      |              |
| Investments                                | 99                       | \$1,673.16           | \$6,588,903  |
| Vehicle Loans                              | 81                       | \$3,881.50           | \$15,285,360 |
| <b>Health</b>                              |                          |                      |              |
| Nonprescription Drugs                      | 89                       | \$88.61              | \$348,926    |
| Prescription Drugs                         | 95                       | \$459.08             | \$1,807,850  |
| Eyeglasses and Contact Lenses              | 95                       | \$70.80              | \$278,805    |
| <b>Home</b>                                |                          |                      |              |
| Mortgage Payment and Basics (11)           | 97                       | \$8,761.98           | \$34,504,685 |
| Maintenance and Remodeling Services        | 103                      | \$1,972.39           | \$7,767,261  |
| Maintenance and Remodeling Materials (12)  | 91                       | \$328.76             | \$1,294,664  |
| Utilities, Fuel, and Public Services       | 91                       | \$3,981.93           | \$15,680,839 |
| <b>Household Furnishings and Equipment</b> |                          |                      |              |
| Household Textiles (13)                    | 92                       | \$119.21             | \$469,435    |
| Furniture                                  | 91                       | \$528.94             | \$2,082,974  |
| Floor Coverings                            | 104                      | \$75.61              | \$297,750    |
| Major Appliances (14)                      | 91                       | \$268.65             | \$1,057,924  |
| Housewares (15)                            | 80                       | \$66.59              | \$262,228    |
| Small Appliances                           | 92                       | \$29.28              | \$115,318    |
| Luggage                                    | 93                       | \$8.34               | \$32,828     |
| Telephones and Accessories                 | 56                       | \$23.27              | \$91,631     |
| <b>Household Operations</b>                |                          |                      |              |
| Child Care                                 | 83                       | \$374.18             | \$1,473,523  |
| Lawn and Garden (16)                       | 97                       | \$395.03             | \$1,555,645  |
| Moving/Storage/Freight Express             | 90                       | \$52.73              | \$207,652    |
| Housekeeping Supplies (17)                 | 90                       | \$611.58             | \$2,408,388  |
| <b>Insurance</b>                           |                          |                      |              |
| Owners and Renters Insurance               | 96                       | \$428.65             | \$1,688,039  |
| Vehicle Insurance                          | 91                       | \$1,026.41           | \$4,042,017  |
| Life/Other Insurance                       | 94                       | \$380.68             | \$1,499,102  |
| Health Insurance                           | 97                       | \$1,825.35           | \$7,188,224  |
| Personal Care Products (18)                | 89                       | \$345.05             | \$1,358,811  |
| School Books and Supplies (19)             | 81                       | \$83.82              | \$330,063    |
| Smoking Products                           | 83                       | \$342.04             | \$1,346,953  |
| <b>Transportation</b>                      |                          |                      |              |
| Vehicle Purchases (Net Outlay) (20)        | 86                       | \$3,666.45           | \$14,438,480 |
| Gasoline and Motor Oil                     | 85                       | \$2,354.83           | \$9,273,332  |
| Vehicle Maintenance and Repairs            | 91                       | \$830.02             | \$3,268,636  |
| <b>Travel</b>                              |                          |                      |              |
| Airline Fares                              | 100                      | \$442.70             | \$1,743,342  |
| Lodging on Trips                           | 99                       | \$417.21             | \$1,642,974  |
| Auto/Truck/Van Rental on Trips             | 99                       | \$35.44              | \$139,545    |
| Food and Drink on Trips                    | 96                       | \$402.93             | \$1,586,722  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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## Retail Goods and Services Expenditures

Lititz Borough  
Lititz borough, PA (4243816)  
Geography: Place

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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# Retail MarketPlace Profile

Lititz Borough  
Lititz borough, PA (4243816)  
Geography: Place

IMPACT 2017

## Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2010 Population               | 9,435    |
| 2010 Households               | 4,004    |
| 2010 Median Disposable Income | \$42,775 |
| 2010 Per Capita Income        | \$26,784 |

| Industry Summary                    | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$91,736,910                 | \$34,655,708             | \$57,081,202 | 45.2                      | 82                      |
| Total Retail Trade                  | 44-45     | \$77,820,125                 | \$31,827,793             | \$45,992,332 | 41.9                      | 68                      |
| Total Food & Drink                  | 722       | \$13,916,785                 | \$2,827,915              | \$11,088,870 | 66.2                      | 14                      |

| Industry Group                                | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$16,835,827                 | \$13,964,861             | \$2,870,966  | 9.3                       | 4                       |
| Automobile Dealers                            | 4411     | \$14,944,691                 | \$13,881,847             | \$1,062,844  | 3.7                       | 3                       |
| Other Motor Vehicle Dealers                   | 4412     | \$1,265,053                  | \$0                      | \$1,265,053  | 100.0                     | 0                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$626,083                    | \$83,014                 | \$543,069    | 76.6                      | 1                       |
| Furniture & Home Furnishings Stores           | 442      | \$1,959,171                  | \$594,867                | \$1,364,304  | 53.4                      | 5                       |
| Furniture Stores                              | 4421     | \$972,139                    | \$323,200                | \$648,939    | 50.1                      | 2                       |
| Home Furnishings Stores                       | 4422     | \$987,032                    | \$271,667                | \$715,365    | 56.8                      | 3                       |
| Electronics & Appliance Stores                | 4431     | \$1,403,632                  | \$442,413                | \$961,219    | 52.1                      | 2                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$3,062,346                  | \$72,154                 | \$2,990,192  | 95.4                      | 2                       |
| Bldg Material & Supplies Dealers              | 4441     | \$2,758,671                  | \$72,154                 | \$2,686,517  | 94.9                      | 2                       |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$303,675                    | \$0                      | \$303,675    | 100.0                     | 0                       |
| Food & Beverage Stores                        | 445      | \$15,562,614                 | \$6,413,057              | \$9,149,557  | 41.6                      | 9                       |
| Grocery Stores                                | 4451     | \$13,781,121                 | \$5,222,994              | \$8,558,127  | 45.0                      | 3                       |
| Specialty Food Stores                         | 4452     | \$570,716                    | \$1,190,063              | -\$619,347   | -35.2                     | 6                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$1,210,777                  | \$0                      | \$1,210,777  | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461 | \$1,047,589                  | \$2,306,691              | -\$1,259,102 | -37.5                     | 4                       |
| Gasoline Stations                             | 447,4471 | \$12,296,009                 | \$0                      | \$12,296,009 | 100.0                     | 0                       |
| Clothing & Clothing Accessories Stores        | 448      | \$2,825,892                  | \$595,871                | \$2,230,021  | 65.2                      | 5                       |
| Clothing Stores                               | 4481     | \$2,697,845                  | \$357,396                | \$2,340,449  | 76.6                      | 2                       |
| Shoe Stores                                   | 4482     | \$112,637                    | \$0                      | \$112,637    | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$15,410                     | \$238,475                | -\$223,065   | -87.9                     | 3                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$232,873                    | \$359,566                | -\$126,693   | -21.4                     | 5                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$179,073                    | \$308,352                | -\$129,279   | -26.5                     | 4                       |
| Book, Periodical & Music Stores               | 4512     | \$53,800                     | \$51,214                 | \$2,586      | 2.5                       | 1                       |
| General Merchandise Stores                    | 452      | \$5,297,200                  | \$1,005,649              | \$4,291,551  | 68.1                      | 2                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$2,321,052                  | \$81,961                 | \$2,239,091  | 93.2                      | 1                       |
| Other General Merchandise Stores              | 4529     | \$2,976,148                  | \$923,688                | \$2,052,460  | 52.6                      | 1                       |
| Miscellaneous Store Retailers                 | 453      | \$1,164,969                  | \$5,772,291              | -\$4,607,322 | -66.4                     | 29                      |
| Florists                                      | 4531     | \$49,942                     | \$218,657                | -\$168,715   | -62.8                     | 1                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$173,456                    | \$1,839,011              | -\$1,665,555 | -82.8                     | 17                      |
| Used Merchandise Stores                       | 4533     | \$35,704                     | \$455,251                | -\$419,547   | -85.5                     | 6                       |
| Other Miscellaneous Store Retailers           | 4539     | \$905,867                    | \$3,259,372              | -\$2,353,505 | -56.5                     | 5                       |
| Nonstore Retailers                            | 454      | \$16,132,003                 | \$300,373                | \$15,831,630 | 96.3                      | 1                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$14,427,561                 | \$0                      | \$14,427,561 | 100.0                     | 0                       |
| Vending Machine Operators                     | 4542     | \$558,832                    | \$300,373                | \$258,459    | 30.1                      | 1                       |
| Direct Selling Establishments                 | 4543     | \$1,145,610                  | \$0                      | \$1,145,610  | 100.0                     | 0                       |
| Food Services & Drinking Places               | 722      | \$13,916,785                 | \$2,827,915              | \$11,088,870 | 66.2                      | 14                      |
| Full-Service Restaurants                      | 7221     | \$8,022,417                  | \$2,149,696              | \$5,872,721  | 57.7                      | 10                      |
| Limited-Service Eating Places                 | 7222     | \$4,378,659                  | \$469,679                | \$3,908,980  | 80.6                      | 2                       |
| Special Food Services                         | 7223     | \$1,176,167                  | \$167,399                | \$1,008,768  | 75.1                      | 1                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$339,542                    | \$41,141                 | \$298,401    | 78.4                      | 1                       |

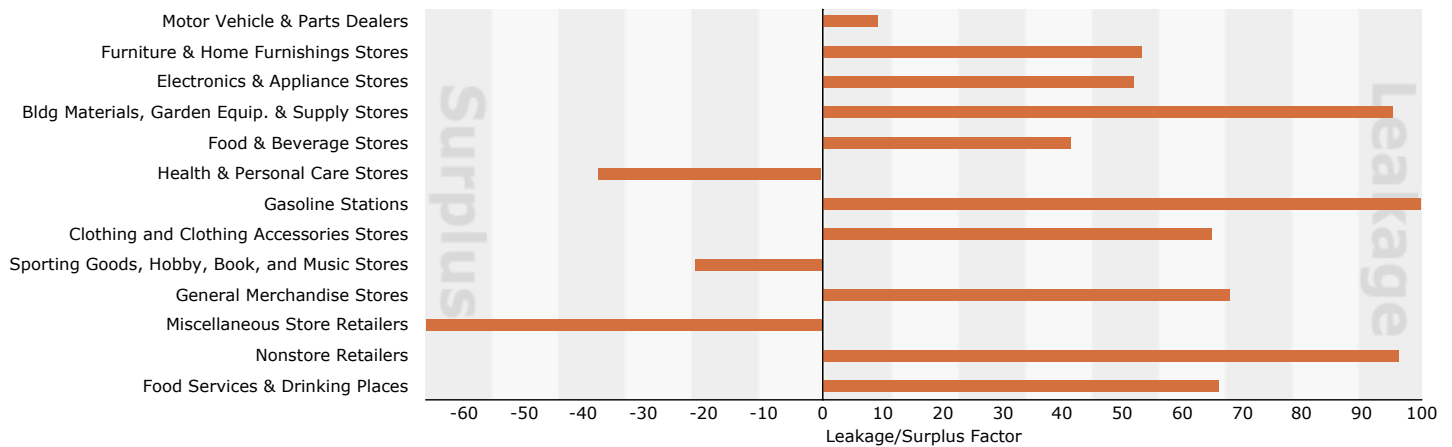
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





## Demographic and Income Profile

Warwick township  
Warwick township, PA (4207181168)  
Geography: County Subdivision

IMPACT 2017

| Summary                         | Census 2010 |         | 2012     |         | 2017     |         |
|---------------------------------|-------------|---------|----------|---------|----------|---------|
| Population                      | 17,783      |         | 18,003   |         | 18,591   |         |
| Households                      | 6,708       |         | 6,787    |         | 7,029    |         |
| Families                        | 5,069       |         | 5,112    |         | 5,263    |         |
| Average Household Size          | 2.64        |         | 2.64     |         | 2.63     |         |
| Owner Occupied Housing Units    | 5,142       |         | 5,094    |         | 5,351    |         |
| Renter Occupied Housing Units   | 1,566       |         | 1,693    |         | 1,678    |         |
| Median Age                      | 40.3        |         | 40.7     |         | 41.2     |         |
| Trends: 2012 - 2017 Annual Rate | Area        |         | State    |         | National |         |
| Population                      | 0.64%       |         | 0.30%    |         | 0.68%    |         |
| Households                      | 0.70%       |         | 0.38%    |         | 0.74%    |         |
| Families                        | 0.58%       |         | 0.22%    |         | 0.72%    |         |
| Owner HHs                       | 0.99%       |         | 0.56%    |         | 0.91%    |         |
| Median Household Income         | 3.31%       |         | 3.07%    |         | 2.55%    |         |
| Households by Income            | 2012        |         | 2017     |         |          |         |
|                                 | Number      | Percent | Number   | Percent |          |         |
| <\$15,000                       | 379         | 5.6%    | 326      | 4.6%    |          |         |
| \$15,000 - \$24,999             | 335         | 4.9%    | 228      | 3.2%    |          |         |
| \$25,000 - \$34,999             | 589         | 8.7%    | 380      | 5.4%    |          |         |
| \$35,000 - \$49,999             | 988         | 14.6%   | 788      | 11.2%   |          |         |
| \$50,000 - \$74,999             | 1,968       | 29.0%   | 1,966    | 28.0%   |          |         |
| \$75,000 - \$99,999             | 1,094       | 16.1%   | 1,559    | 22.2%   |          |         |
| \$100,000 - \$149,999           | 990         | 14.6%   | 1,216    | 17.3%   |          |         |
| \$150,000 - \$199,999           | 221         | 3.3%    | 296      | 4.2%    |          |         |
| \$200,000+                      | 223         | 3.3%    | 270      | 3.8%    |          |         |
| Median Household Income         | \$60,955    |         | \$71,746 |         |          |         |
| Average Household Income        | \$75,954    |         | \$87,191 |         |          |         |
| Per Capita Income               | \$28,742    |         | \$33,073 |         |          |         |
| Population by Age               | Census 2010 |         | 2012     |         | 2017     |         |
|                                 | Number      | Percent | Number   | Percent | Number   | Percent |
| 0 - 4                           | 1,027       | 5.8%    | 1,037    | 5.8%    | 1,063    | 5.7%    |
| 5 - 9                           | 1,296       | 7.3%    | 1,304    | 7.2%    | 1,337    | 7.2%    |
| 10 - 14                         | 1,357       | 7.6%    | 1,349    | 7.5%    | 1,400    | 7.5%    |
| 15 - 19                         | 1,310       | 7.4%    | 1,260    | 7.0%    | 1,233    | 6.6%    |
| 20 - 24                         | 786         | 4.4%    | 810      | 4.5%    | 760      | 4.1%    |
| 25 - 34                         | 1,823       | 10.3%   | 1,877    | 10.4%   | 1,942    | 10.4%   |
| 35 - 44                         | 2,514       | 14.1%   | 2,480    | 13.8%   | 2,490    | 13.4%   |
| 45 - 54                         | 2,962       | 16.7%   | 2,905    | 16.1%   | 2,761    | 14.9%   |
| 55 - 64                         | 2,347       | 13.2%   | 2,480    | 13.8%   | 2,675    | 14.4%   |
| 65 - 74                         | 1,323       | 7.4%    | 1,429    | 7.9%    | 1,763    | 9.5%    |
| 75 - 84                         | 763         | 4.3%    | 776      | 4.3%    | 844      | 4.5%    |
| 85+                             | 275         | 1.5%    | 296      | 1.6%    | 323      | 1.7%    |
| Race and Ethnicity              | Census 2010 |         | 2012     |         | 2017     |         |
|                                 | Number      | Percent | Number   | Percent | Number   | Percent |
| White Alone                     | 17,026      | 95.7%   | 17,178   | 95.4%   | 17,560   | 94.5%   |
| Black Alone                     | 214         | 1.2%    | 236      | 1.3%    | 299      | 1.6%    |
| American Indian Alone           | 28          | 0.2%    | 29       | 0.2%    | 41       | 0.2%    |
| Asian Alone                     | 173         | 1.0%    | 184      | 1.0%    | 217      | 1.2%    |
| Pacific Islander Alone          | 3           | 0.0%    | 4        | 0.0%    | 6        | 0.0%    |
| Some Other Race Alone           | 148         | 0.8%    | 162      | 0.9%    | 201      | 1.1%    |
| Two or More Races               | 191         | 1.1%    | 210      | 1.2%    | 267      | 1.4%    |
| Hispanic Origin (Any Race)      | 514         | 2.9%    | 565      | 3.1%    | 734      | 3.9%    |

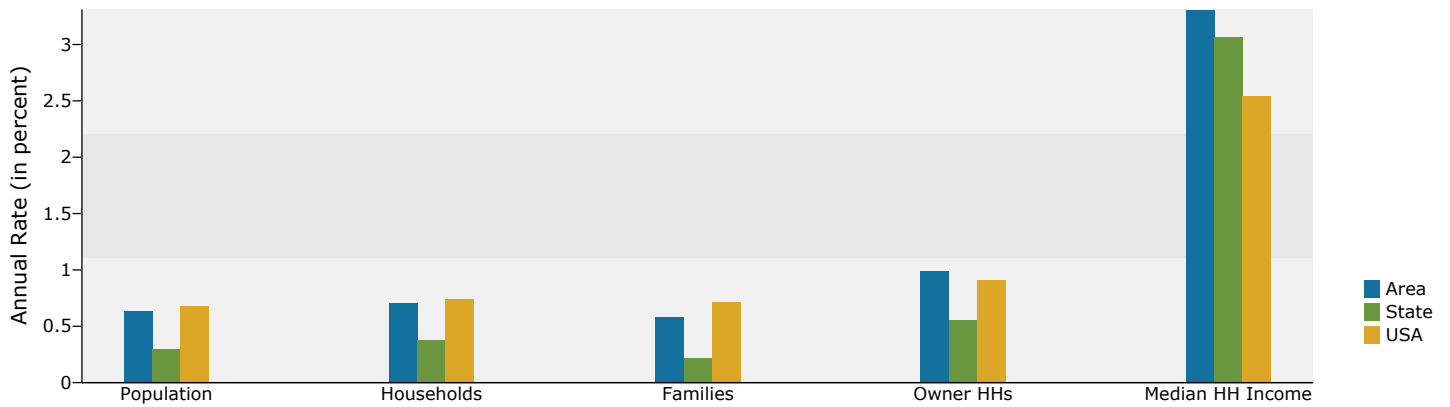
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

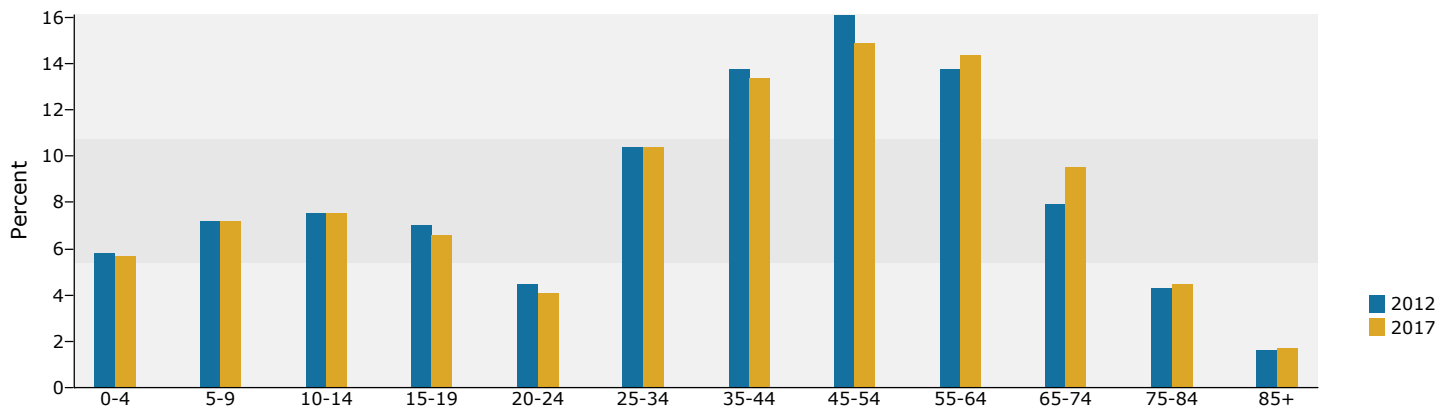
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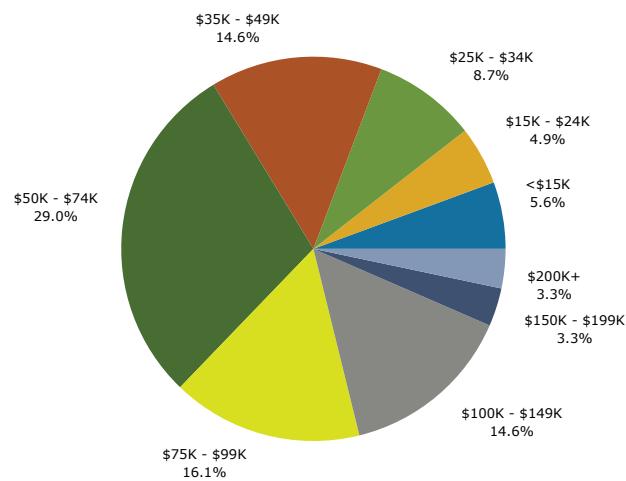
## Trends 2012-2017



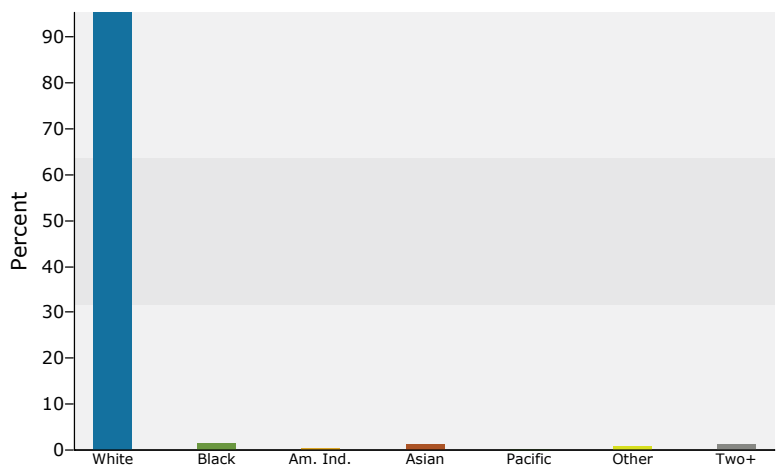
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 3.1%



## Retail Goods and Services Expenditures

Warwick township  
Warwick township, PA (4207181168)  
Geography: County Subdivision

IMPACT 2017

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2011                 | 2016         |
|---|---------|--------------------------|----------------------|--------------|
| Green Acres                                   | 27.5%   | Population               | 17,917               | 18,497       |
| Main Street, USA                              | 23.7%   | Households               | 6,768                | 7,050        |
| In Style                                      | 15.5%   | Families                 | 5,113                | 5,282        |
| Exurbanites                                   | 14.8%   | Median Age               | 40.5                 | 41.1         |
| Prosperous Empty Nesters                      | 8.5%    | Median Household Income  | \$64,645             | \$76,444     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 79                       | \$1,835.90           | \$12,425,388 |
| Men's   |         | 75                       | \$332.13             | \$2,247,873  |
| Women's                                       |         | 72                       | \$577.52             | \$3,908,670  |
| Children's                                    |         | 82                       | \$319.31             | \$2,161,082  |
| Footwear                                      |         | 54                       | \$219.43             | \$1,485,115  |
| Watches & Jewelry                             |         | 117                      | \$220.10             | \$1,489,658  |
| Apparel Products and Services (1)             |         | 185                      | \$167.40             | \$1,132,991  |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 113                      | \$210.26             | \$1,423,070  |
| Software and Accessories for Home Use         |         | 115                      | \$31.63              | \$214,040    |
| <b>Entertainment &amp; Recreation</b>         |         | 117                      | \$3,666.20           | \$24,812,861 |
| Fees and Admissions                           |         | 123                      | \$738.07             | \$4,995,282  |
| Membership Fees for Clubs (2)                 |         | 125                      | \$197.95             | \$1,339,756  |
| Fees for Participant Sports, excl. Trips      |         | 122                      | \$125.77             | \$851,196    |
| Admission to Movie/Theatre/Opera/Ballet       |         | 117                      | \$172.58             | \$1,168,042  |
| Admission to Sporting Events, excl. Trips     |         | 124                      | \$71.37              | \$483,020    |
| Fees for Recreational Lessons                 |         | 128                      | \$169.60             | \$1,147,823  |
| Dating Services                               |         | 107                      | \$0.81               | \$5,445      |
| TV/Video/Audio                                |         | 111                      | \$1,338.20           | \$9,056,963  |
| Community Antenna or Cable TV                 |         | 111                      | \$774.98             | \$5,245,032  |
| Televisions                                   |         | 116                      | \$216.60             | \$1,465,979  |
| VCRs, Video Cameras, and DVD Players          |         | 110                      | \$21.77              | \$147,337    |
| Video Cassettes and DVDs                      |         | 108                      | \$55.10              | \$372,946    |
| Video and Computer Game Hardware and Software |         | 116                      | \$62.79              | \$424,985    |
| Satellite Dishes                              |         | 112                      | \$1.36               | \$9,225      |
| Rental of Video Cassettes and DVDs            |         | 110                      | \$43.99              | \$297,755    |
| Streaming/Downloaded Video                    |         | 120                      | \$1.63               | \$11,016     |
| Audio (3)                                     |         | 107                      | \$151.78             | \$1,027,257  |
| Rental and Repair of TV/Radio/Sound Equipment |         | 112                      | \$8.19               | \$55,431     |
| Pets  |         | 142                      | \$591.41             | \$4,002,648  |
| Toys and Games (4)                            |         | 113                      | \$159.26             | \$1,077,853  |
| Recreational Vehicles and Fees (5)            |         | 113                      | \$352.90             | \$2,388,433  |
| Sports/Recreation/Exercise Equipment (6)      |         | 91                       | \$160.51             | \$1,086,358  |
| Photo Equipment and Supplies (7)              |         | 117                      | \$117.49             | \$795,170    |
| Reading (8)                                   |         | 119                      | \$179.06             | \$1,211,904  |
| Catered Affairs (9)                           |         | 123                      | \$29.29              | \$198,252    |
| <b>Food</b>                                   |         | 112                      | \$8,335.88           | \$56,417,259 |
| Food at Home                                  |         | 111                      | \$4,809.72           | \$32,552,194 |
| Bakery and Cereal Products                    |         | 112                      | \$646.09             | \$4,372,746  |
| Meats, Poultry, Fish, and Eggs                |         | 110                      | \$1,109.04           | \$7,505,986  |
| Dairy Products                                |         | 111                      | \$534.49             | \$3,617,418  |
| Fruits and Vegetables                         |         | 112                      | \$848.70             | \$5,743,986  |
| Snacks and Other Food at Home (10)            |         | 111                      | \$1,671.40           | \$11,312,058 |
| Food Away from Home                           |         | 113                      | \$3,526.16           | \$23,865,065 |
| Alcoholic Beverages                           |         | 115                      | \$634.57             | \$4,294,765  |
| Nonalcoholic Beverages at Home                |         | 110                      | \$466.21             | \$3,155,327  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Goods and Services Expenditures

Warwick township  
Warwick township, PA (4207181168)  
Geography: County Subdivision

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|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                           |                          |                      |              |
| Investments                                | 117                      | \$1,978.15           | \$13,388,088 |
| Vehicle Loans                              | 109                      | \$5,209.29           | \$35,256,454 |
| <b>Health</b>                              |                          |                      |              |
| Nonprescription Drugs                      | 108                      | \$107.78             | \$729,427    |
| Prescription Drugs                         | 112                      | \$538.97             | \$3,647,735  |
| Eyeglasses and Contact Lenses              | 119                      | \$89.00              | \$602,333    |
| <b>Home</b>                                |                          |                      |              |
| Mortgage Payment and Basics (11)           | 125                      | \$11,384.35          | \$77,049,258 |
| Maintenance and Remodeling Services        | 128                      | \$2,452.25           | \$16,596,853 |
| Maintenance and Remodeling Materials (12)  | 119                      | \$429.98             | \$2,910,129  |
| Utilities, Fuel, and Public Services       | 112                      | \$4,936.51           | \$33,410,309 |
| <b>Household Furnishings and Equipment</b> |                          |                      |              |
| Household Textiles (13)                    | 115                      | \$148.60             | \$1,005,745  |
| Furniture                                  | 116                      | \$673.49             | \$4,558,146  |
| Floor Coverings                            | 127                      | \$92.57              | \$626,498    |
| Major Appliances (14)                      | 116                      | \$339.96             | \$2,300,836  |
| Housewares (15)                            | 100                      | \$83.20              | \$563,108    |
| Small Appliances                           | 114                      | \$36.18              | \$244,885    |
| Luggage                                    | 121                      | \$10.86              | \$73,475     |
| Telephones and Accessories                 | 73                       | \$30.33              | \$205,298    |
| <b>Household Operations</b>                |                          |                      |              |
| Child Care                                 | 114                      | \$509.76             | \$3,450,046  |
| Lawn and Garden (16)                       | 120                      | \$486.82             | \$3,294,779  |
| Moving/Storage/Freight Express             | 105                      | \$61.62              | \$417,044    |
| Housekeeping Supplies (17)                 | 113                      | \$764.74             | \$5,175,763  |
| <b>Insurance</b>                           |                          |                      |              |
| Owners and Renters Insurance               | 120                      | \$537.32             | \$3,636,571  |
| Vehicle Insurance                          | 113                      | \$1,277.53           | \$8,646,293  |
| Life/Other Insurance                       | 121                      | \$490.81             | \$3,321,774  |
| Health Insurance                           | 114                      | \$2,138.35           | \$14,472,326 |
| Personal Care Products (18)                | 112                      | \$432.41             | \$2,926,543  |
| School Books and Supplies (19)             | 108                      | \$111.39             | \$753,852    |
| Smoking Products                           | 104                      | \$429.55             | \$2,907,208  |
| <b>Transportation</b>                      |                          |                      |              |
| Vehicle Purchases (Net Outlay) (20)        | 111                      | \$4,739.77           | \$32,078,793 |
| Gasoline and Motor Oil                     | 110                      | \$3,049.41           | \$20,638,402 |
| Vehicle Maintenance and Repairs            | 114                      | \$1,038.11           | \$7,025,942  |
| <b>Travel</b>                              |                          |                      |              |
| Airline Fares                              | 122                      | \$542.76             | \$3,673,414  |
| Lodging on Trips                           | 123                      | \$520.70             | \$3,524,080  |
| Auto/Truck/Van Rental on Trips             | 125                      | \$44.46              | \$300,876    |
| Food and Drink on Trips                    | 120                      | \$504.26             | \$3,412,816  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Goods and Services Expenditures

Warwick township  
Warwick township, PA (4207181168)  
Geography: County Subdivision

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 30, 2013

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## Retail MarketPlace Profile

Warwick township  
Warwick township, PA (4207181168)  
Geography: County Subdivision

IMPACT 2017

### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2010 Population               | 17,196   |
| 2010 Households               | 6,365    |
| 2010 Median Disposable Income | \$52,619 |
| 2010 Per Capita Income        | \$28,782 |

| Industry Summary                              | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink           | 44-45,722 | \$182,514,903                | \$77,061,688             | \$105,453,215 | 40.6                      | 103                     |
| Total Retail Trade                            | 44-45     | \$155,143,563                | \$64,294,542             | \$90,849,021  | 41.4                      | 82                      |
| Total Food & Drink                            | 722       | \$27,371,340                 | \$12,767,146             | \$14,604,194  | 36.4                      | 21                      |
| Industry Group                                | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
| Motor Vehicle & Parts Dealers                 | 441       | \$35,133,233                 | \$9,993,332              | \$25,139,901  | 55.7                      | 14                      |
| Automobile Dealers                            | 4411      | \$31,050,745                 | \$7,635,016              | \$23,415,729  | 60.5                      | 6                       |
| Other Motor Vehicle Dealers                   | 4412      | \$2,835,410                  | \$1,777,219              | \$1,058,191   | 22.9                      | 4                       |
| Auto Parts, Accessories & Tire Stores         | 4413      | \$1,247,078                  | \$581,097                | \$665,981     | 36.4                      | 4                       |
| Furniture & Home Furnishings Stores           | 442       | \$4,014,996                  | \$7,916,534              | -\$3,901,538  | -32.7                     | 8                       |
| Furniture Stores                              | 4421      | \$2,001,719                  | \$969,600                | \$1,032,119   | 34.7                      | 3                       |
| Home Furnishings Stores                       | 4422      | \$2,013,277                  | \$6,946,934              | -\$4,933,657  | -55.1                     | 5                       |
| Electronics & Appliance Stores                | 4431      | \$2,868,812                  | \$723,949                | \$2,144,863   | 59.7                      | 3                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444       | \$6,337,887                  | \$6,451,303              | -\$113,416    | -0.9                      | 6                       |
| Bldg Material & Supplies Dealers              | 4441      | \$5,697,769                  | \$232,333                | \$5,465,436   | 92.2                      | 4                       |
| Lawn & Garden Equip & Supply Stores           | 4442      | \$640,118                    | \$6,218,970              | -\$5,578,852  | -81.3                     | 2                       |
| Food & Beverage Stores                        | 445       | \$29,957,455                 | \$21,909,647             | \$8,047,808   | 15.5                      | 11                      |
| Grocery Stores                                | 4451      | \$26,488,210                 | \$21,466,833             | \$5,021,377   | 10.5                      | 7                       |
| Specialty Food Stores                         | 4452      | \$1,094,607                  | \$442,814                | \$651,793     | 42.4                      | 4                       |
| Beer, Wine & Liquor Stores                    | 4453      | \$2,374,638                  | \$0                      | \$2,374,638   | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461  | \$2,063,656                  | \$1,856,606              | \$207,050     | 5.3                       | 5                       |
| Gasoline Stations                             | 447,4471  | \$24,469,885                 | \$11,435,373             | \$13,034,512  | 36.3                      | 5                       |
| Clothing & Clothing Accessories Stores        | 448       | \$5,592,014                  | \$1,072,398              | \$4,519,616   | 67.8                      | 4                       |
| Clothing Stores                               | 4481      | \$5,339,485                  | \$833,924                | \$4,505,561   | 73.0                      | 3                       |
| Shoe Stores                                   | 4482      | \$221,972                    | \$0                      | \$221,972     | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483      | \$30,557                     | \$238,474                | -\$207,917    | -77.3                     | 1                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451       | \$468,325                    | \$313,242                | \$155,083     | 19.8                      | 6                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511      | \$361,240                    | \$313,242                | \$47,998      | 7.1                       | 6                       |
| Book, Periodical & Music Stores               | 4512      | \$107,085                    | \$0                      | \$107,085     | 100.0                     | 0                       |
| General Merchandise Stores                    | 452       | \$10,465,375                 | \$1,231,584              | \$9,233,791   | 78.9                      | 2                       |
| Department Stores Excluding Leased Depts.     | 4521      | \$4,643,603                  | \$0                      | \$4,643,603   | 100.0                     | 0                       |
| Other General Merchandise Stores              | 4529      | \$5,821,772                  | \$1,231,584              | \$4,590,188   | 65.1                      | 2                       |
| Miscellaneous Store Retailers                 | 453       | \$2,350,372                  | \$1,004,024              | \$1,346,348   | 40.1                      | 16                      |
| Florists                                      | 4531      | \$105,179                    | \$78,092                 | \$27,087      | 14.8                      | 1                       |
| Office Supplies, Stationery & Gift Stores     | 4532      | \$344,402                    | \$254,795                | \$89,607      | 15.0                      | 2                       |
| Used Merchandise Stores                       | 4533      | \$73,207                     | \$74,812                 | -\$1,605      | -1.1                      | 4                       |
| Other Miscellaneous Store Retailers           | 4539      | \$1,827,584                  | \$596,325                | \$1,231,259   | 50.8                      | 9                       |
| Nonstore Retailers                            | 454       | \$31,421,553                 | \$386,550                | \$31,035,003  | 97.6                      | 2                       |
| Electronic Shopping & Mail-Order Houses       | 4541      | \$28,449,522                 | \$0                      | \$28,449,522  | 100.0                     | 0                       |
| Vending Machine Operators                     | 4542      | \$1,071,137                  | \$150,187                | \$920,950     | 75.4                      | 1                       |
| Direct Selling Establishments                 | 4543      | \$1,900,894                  | \$236,363                | \$1,664,531   | 77.9                      | 1                       |
| Food Services & Drinking Places               | 722       | \$27,371,340                 | \$12,767,146             | \$14,604,194  | 36.4                      | 21                      |
| Full-Service Restaurants                      | 7221      | \$15,764,336                 | \$7,007,448              | \$8,756,888   | 38.5                      | 10                      |
| Limited-Service Eating Places                 | 7222      | \$8,655,954                  | \$4,420,509              | \$4,235,445   | 32.4                      | 8                       |
| Special Food Services                         | 7223      | \$2,327,314                  | \$1,339,189              | \$988,125     | 27.0                      | 3                       |
| Drinking Places - Alcoholic Beverages         | 7224      | \$623,736                    | \$0                      | \$623,736     | 100.0                     | 0                       |

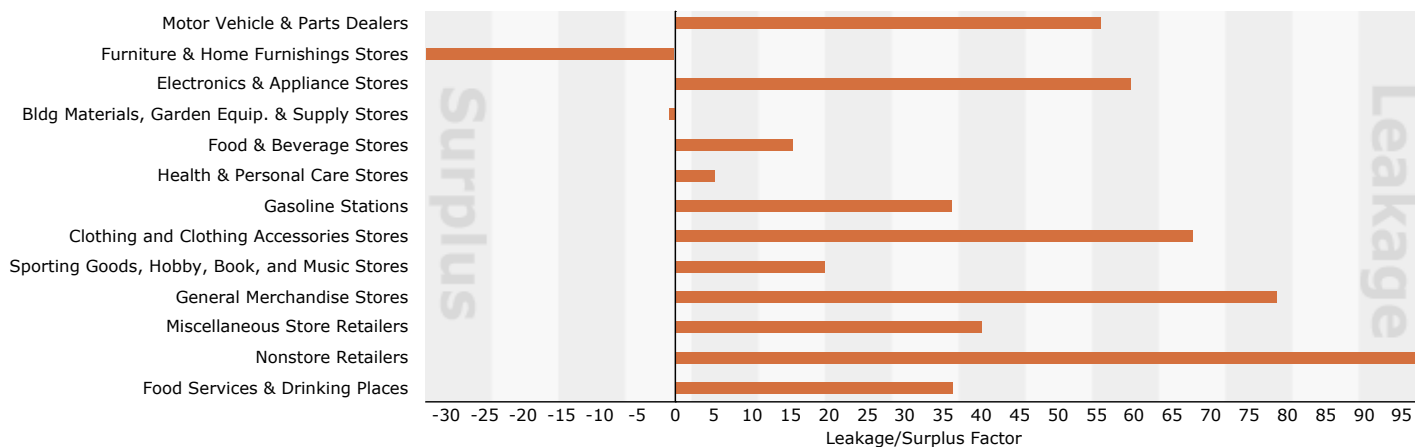
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

