

# FEASIBILITY STUDY FOR POTENTIAL ECONOMIC DEVELOPMENT IN ABINGTON TOWNSHIP

FORGING A PATH FOR ECONOMIC SUCCESS



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I N C .

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# ACKNOWLEDGEMENTS

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## **DELTA DEVELOPMENT GROUP, INC.**

- Darren J. Asper, PP, AICP – Senior Vice President of Community Planning
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# EXECUTIVE SUMMARY

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In the Spring of 2022, Abington Township (Township) solicited proposals for the creation of the *Feasibility Study for Potential Economic Development in Abington Township* (Study). The Study is intended to understand the opportunity for targeted economic development efforts in the Township to grow the economy and provide for a higher quality-of-life for residents. Following extensive demographic, socioeconomic, and market research, the Delta Development Group, Inc. (Delta) Project Team found that the Township possesses many positive attributes that create potential for economic development efforts. Key data themes and implications include the following:

- Based on the strong demographics of the community and proximity to Philadelphia, the Township is well-suited for mixed-use development (within a scale compatible to neighboring communities) as a preferred alternative.
- The presence of Penn State Abington and Manor College both strengthen the local economy and provides opportunity for collaborative partnerships in economic development efforts.
- The availability of healthcare and social assistance services allows Township residents to “age-in-place”, although affordability could be an issue.
- The Township's median household income has remained constant due to proportionately large percentages of residents in lower and upper-income brackets.
- The Health Care and Social Assistance industry is both highly competitive (by Location Quotient) and growing by number of jobs.

These data points raised a number of important questions:

- What can the Township do to promote/recruit new industry that is stronger in Montgomery County and the Commonwealth of Pennsylvania (such as Finance & Insurance, Information, and Management of Companies and Enterprises)?
- What areas of the Township can accommodate the needs of expanding and growing businesses and industries?
- What legacy core communities are suitable for a mix of commercial and residential development consistent with buyer demand?
- What technical and financial assistance do Abington Township's communities need to advance economic development efforts, and how can this funding be provided?

To answer these questions, the Project Team examined areas throughout the Township with potential for economic development efforts that capitalize upon market trends, satisfy the needs of Abington Township's businesses and industries, and enhance the

quality-of-life of Township residents. The Project Team identified, through quantitative and qualitative analysis, four (4) areas for future potential economic development efforts:

- 1. WILLOW GROVE PARK MALL** – The largest assemblage of land in Abington Township; suitable for development that accommodates the Township's growing industries and business relocation.
- 2. ROSLYN** – A legacy core community with excellent multi-modal transportation access; suitable for downtown revitalization and business promotion/retention.
- 3. KESWICK** – Charming legacy core community with many existing arts/culture, retail, and dining assets; would benefit from enhanced business promotion to ensure that existing businesses continue to thrive in Keswick.
- 4. OLD YORK ROAD CORRIDOR/NOBLE** – Located centrally within the Township and serves as a vital concentration of retailers, transportation assets, and essential community facilities; suitable for development that utilizes the Old York Road Corridor's underutilized parcels.

Undertaking economic development efforts in these areas would take dedication, funding resources, an ability to coordinate and collaborate with businesses, and an ability to forge a community consensus on economic development priorities. For these reasons, the creation of an Economic Development Corporation is a preferred alternative and the most suitable way to achieve desired economic development goals and objectives. Communities with similar attributes to Abington Township, such as Haverford Township (Delaware), Collegeville (Montgomery), Phoenixville (Chester), and Lansdowne (Delaware), have all been able to advance small and large economic development projects through the creation of an Economic Development Corporation. These communities have enjoyed the flexibility of an Economic Development Corporation's ability to benefit community businesses and enhance resident quality-of-life through façade improvements, streetscaping, business assistance programs, rehabilitation of blighted buildings, and reuse of underutilized properties. To achieve desired economic development outcomes, creation of an Economic Development Corporation within Abington Township is an essential first step. Delta recommends the following action and implementation steps to advance economic development efforts in Abington Township:

1. Assess Economic Development Organization Types.
2. Establish an Economic Development Corporation as a Preferred Alternative to Advance Economic Development Projects.
3. Develop an Operation & Capital Funding Strategy.
4. Identify Economic Development Priorities in a 5-Year EDC Strategic Plan.
5. Begin Implementing Economic Development Projects and Initiatives.
6. Establish Public-Private Partnerships for the Improvement of Key Community Assets.
7. Benchmark and Measure Impact.

# SECTION 1 – INTRODUCTION

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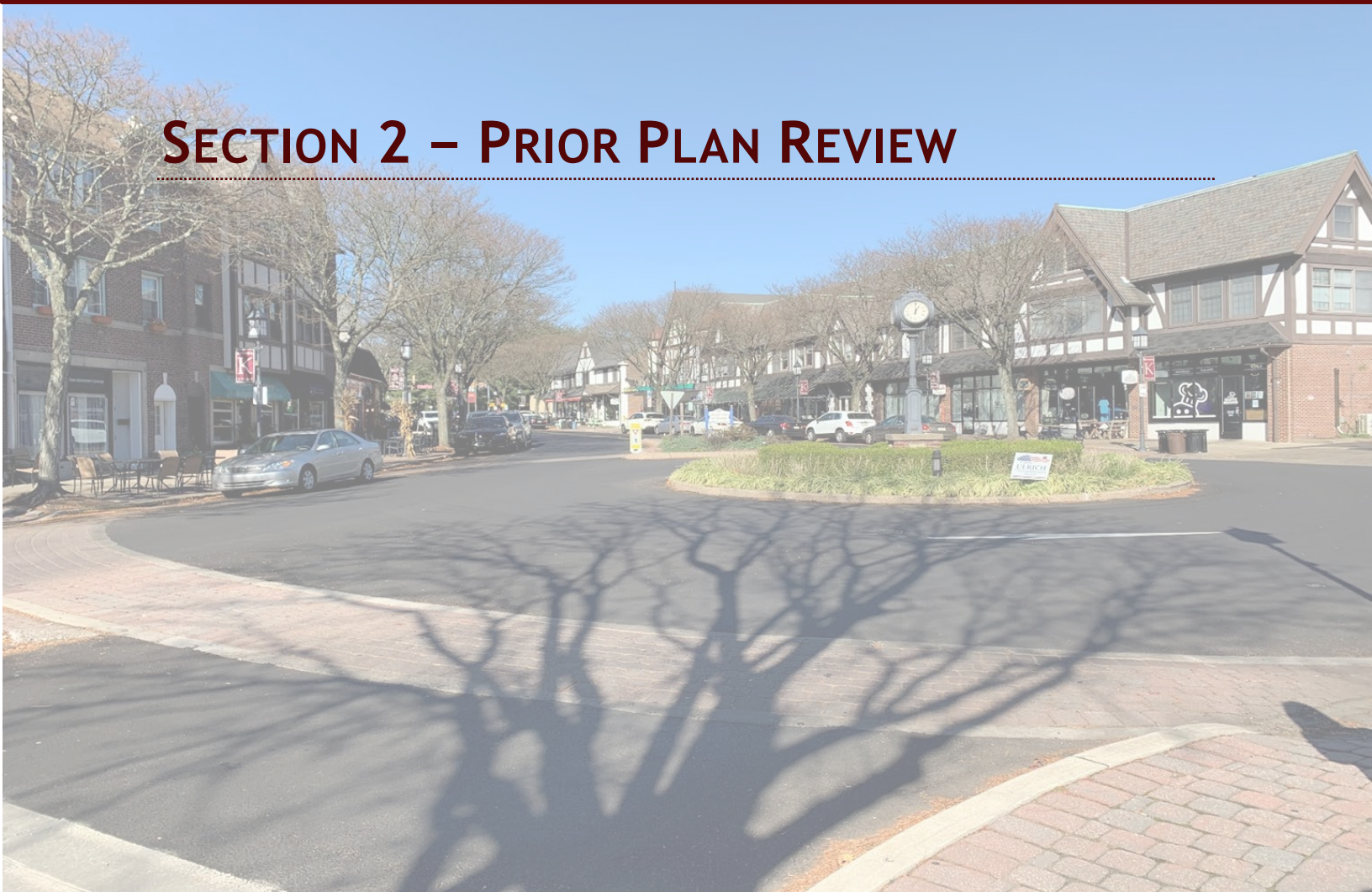
In the Spring of 2022, Abington Township (Township) solicited proposals for the creation of a Feasibility Study for Potential Economic Development in Abington Township (Study). The Study is intended to understand the opportunity for targeted economic development efforts in Abington Township to grow the economy and provide for a higher quality-of-life for residents. The Study has been developed to achieve four major goals, including:

- Identify demographic, socioeconomic, and market trends that will impact future economic development efforts in Abington Township.
- Select priority areas for future development, redevelopment, or rehabilitation.
- Assess how the identified areas advance Abington Township's economic development priorities.
- Create an action and implementation strategy to advance proposed economic development efforts.

Delta Development Group, Inc., a Camp Hill, PA-based economic development consulting firm, was selected to prepare the Study. The deliverable is an actionable report designed to convey quantitative and qualitative data gathered, identify, and assess the selected areas for development, redevelopment, or rehabilitation, and identify economic development initiatives to support development at selected areas.



## SECTION 2 – PRIOR PLAN REVIEW





For the past twelve years, Abington Township (Township) has been proactive in the development of planning deliverables to guide future land use, development, and transportation efforts. Although the planning deliverables varied in scope and content, all of them have resulted in tangible change in the Township. The *Feasibility Study for Potential Economic Development in Abington Township* (Feasibility Study) seeks to build upon prior planning deliverables and lay out a strategy for economic development that is complementary to prior efforts, feasible, and actionable. Delta has undertaken review of prior planning deliverables to determine what information is relevant to current efforts and present conditions.

### **ROSLYN COMMUNITY REVITALIZATION PLAN (2010)**

The *Roslyn Community Revitalization Plan*, adopted in 2010, was successor to the earlier *Roslyn Community Revitalization Plan* adopted in 2002. The selected consulting team performed a technical analysis of physical and economic conditions, made design recommendations, conducted public outreach, and worked closely with a Task Force to tackle revitalization in Roslyn. Land use analysis conducted by the consulting team found that the neighborhood's character has changed over time. Development pressures along Easton Road changed the corridor from primarily residential to a mix of residential and commercial properties (some of which are converted residential properties). The average lot depth in the neighborhood is about 150 feet, and lot width is 50 feet, which limits the potential commercial development along the corridor absent lot consolidation efforts.



SOURCE: *Roslyn Community Revitalization Plan*

### **OLD YORK ROAD CORRIDOR IMPROVEMENT STUDY (2010)**

Adopted in 2010, the *Old York Road Corridor Improvement Study* examined attributes of the Old York Road (PA Route 611) Corridor (Corridor), which was defined as a 2.5-mile-long segment of roadway extending from Rydal Road to the north to Moreland Road in the south. The Study was viewed as an integral follow-up to Abington Township's 2007 *Comprehensive Plan Update*, which noted that the Corridor was an economic and multimodal asset to the community. In studying the Corridor, the consulting team found that there was a small amount of land available for development and transportation improvements, but the built-out nature of the Corridor made both future development and transportation improvements difficult to implement. However, infill development through greater intensification and mixing of land uses on vacant and underutilized parcels was a possibility. To achieve a "Main Street" look and feel, inclusive of on-street parking, generous-width sidewalks, and pedestrian amenities, the Township would have to remove lanes of traffic, which would be a major trade-off.

The Study conveyed a vision for four (4) segments of the Corridor due to their unique positive attributes:

- **INTERSECTION OF OLD YORK ROAD AND THE FAIRWAY:** Close to rail; larger parcels of vacant or underutilized land; existing retail activities; and ability to act as a southern “gateway” to the Township.
- **INTERSECTION OF OLD YORK ROAD AND SUSQUEHANNA ROAD:** Historic ambiance; existing locally oriented businesses; nearby schools and assisted living facilities; available vacant or underutilized land.
- **KEITH ROAD TO EDGEHILL ROAD:** Underutilized land; existing retail activities; proximity to institutions (such as Abington Memorial Hospital and Penn State Abington).
- **CHESTER AVENUE AND OLD WELSH ROAD:** Linear extent of existing small businesses; Crestmont train station; underutilized land.

### **KESWICK VILLAGE REVITALIZATION PLAN PHASE II (2012)**



SOURCE: [www.EventUp.com](http://www.EventUp.com)

The *Keswick Village Revitalization Plan Phase II* (Plan), adopted in 2012, is a supplement to a prior planning effort (*New Visions: Abington Commercial Districts, Keswick Avenue*) that resulted in initial enhancements to Keswick. The 2012 effort developed recommendations in three areas: Streetscape enhancements, business and economic development, and parking improvements. The Plan describes the Keswick neighborhood as a “regional destination

because of the Keswick Theatre”. Participants in the planning process noted a desire for more restaurants to further cement Keswick’s nature as a regional destination. Further findings included a need for additional home furnishing and improvements stores, businesses assistance to expand operations, promotion of the business façade improvement program, and investigation of loan programs for expansion and development.

### **ABINGTON NOBLE TRANSIT-ORIENTED DEVELOPMENT PLAN (2012)**

The 2012 *Abington Noble Transit-Oriented Development Plan* was built upon concepts and recommendations of the 2010 Old York Road Corridor Improvement Study. The Plan notes that the convergence of Old York Road (PA Route 611), SEPTA’s Noble Station, and other multimodal transportation assets makes the Plan’s study area an ideal candidate for Transit Oriented Development (TOD) and future economic growth. The consulting team, although recognizing development interests and market realities, sought to be proactive rather than reactive by engaging stakeholders and developing a shared vision for the area. The consulting team found that limited acreage is the largest constraint to

development in the Noble Station area. However, one mixed- use building could be constructed if structured parking was incorporated to replace existing surface parking at the SEPTA Station and Noble Plaza. Build economics, the Plan notes, favors wood-frame construction that would limit supportable new development to five (5) stories. Market analysis within the Plan identifies potential for 100-200 dwelling units and a 100-to 150-room hotel. The Plan found that the market has an excess supply of office space and would therefore not be an ideal inclusion within any TOD development surrounding the SEPTA Station.

### **WALK, PARK, TRAIN ABINGTON (2017)**

Adopted in 2017, *Walk, Park, Train Abington* sought to “maximize the potential of Abington's transportation infrastructure toward reduced traffic congestion, increased energy savings, and smart and sustainable growth toward an enhanced quality-of-life for residents”. Two objectives of *Walk, Park, Train Abington* include (1.) Assessing the feasibility of five SEPTA Train stations areas (*North Hills, Ardsley, Roslyn, Rydal, and Meadowbrook*) for new surface parking lots or garages; and (2.) Assess existing Township zoning within ¼ miles of all seven Township stations and recommending changes to zoning that promote TOD growth and higher density. Of the seven Township SEPTA Stations, it became apparent that three were most suitable for ancillary development due to existing zoning and land uses: Crestmont, Noble, and North Hills.

### **VISION2035, ABINGTON'S COMPREHENSIVE PLAN UPDATE (2019 – PRESENT)**

*Vision2035*, Abington's Comprehensive Plan Update is Abington Township's ongoing effort to update its Comprehensive Plan. According to Chapter 2 – Vision, “Abington's vision for 2035 is one in which all the members of the community – residents, employees, and visitors, experience a high, even enhanced, quality of life. This vision celebrates the township's unique sense of place and emphasizes the cherished characteristics described below”. Chapter 4 – Existing Land Use provides statistics that impact potential economic development efforts and explain development trends to-date, including:

- Residential land uses are the largest land use category in the Township, comprising 62% of land area.
- Institutional uses (*schools, municipal facilities, hospitals, colleges, etc.*) account for 15% of the Township's land area.
- Commercial uses account for 3.9% of the Township's land area (*with retail account for 3.2% and office account for 0.7% of land area, respectively*).
- Only 0.7% of the Township's land area is dedicated to industrial uses, with the most significant industrial area of the Township at SPS Technologies in Glenside.
- A total of 558,000 S.F. of non-residential development has been approved in the Township since 2010, with a majority of this growth being from institutional (*educational and medical*) and medical office uses.

## **PLANNING IMPLICATIONS**

As demonstrated by the review of prior plans, economic development efforts in Abington Township can take place in three types of settings: Legacy core communities surrounded by residential neighborhoods (*i.e.*, *Keswick, North Hills, etc.*), major suburban transportation corridors (*i.e.*, *Old York Road, Noble, etc.*), or legacy communities sitting along secondary arterial corridors (*i.e.*, *Roslyn*). The suburban transportation corridors and legacy communities along secondary arterial corridors, in particular, contain underutilized parcels and properties for potential rehabilitation or redevelopment. Economic development efforts in these settings require unique approaches and a lead agency to spearhead the initiative. Coordination on land acquisition, forging public-private partnerships for project funding, and communications with community stakeholders must all be considered as part of the Township's economic development efforts.



## SECTION 3 – DEMOGRAPHIC, SOCIOECONOMIC, AND MARKET ANALYSIS



Demographic, socioeconomic, and market analysis was performed to identify trends with a potential bearing on economic development efforts. The analysis also provides a baseline to measure the impact of economic development efforts in future years. Analysis was performed at four geographic levels: Local (*Abington Township or Abington Township area*), regional (*Montgomery County*), state (*Commonwealth of Pennsylvania*), and multi-state (*Philadelphia-Reading-Camden CSA*). Comparison of statistics across these geographies is used to isolate unique trends in Abington Township relative to larger trends that may be occurring in Montgomery County, the Commonwealth of Pennsylvania, or the Philadelphia-Reading-Camden CSA.

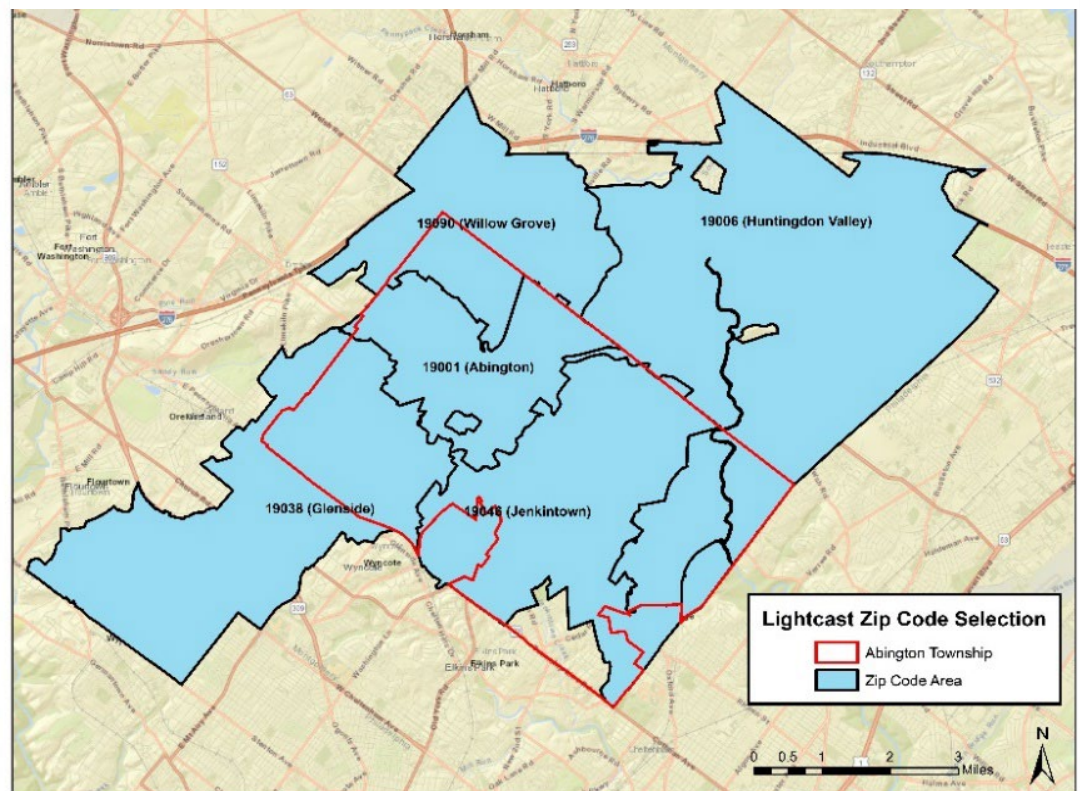
Abington Township is comprised of 15.5 sq. mi. of land area in eastern Montgomery County. Abington Township borders the City of Philadelphia to the east. It is located adjacent to the Boroughs of Jenkintown and Rockledge and Townships of Cheltenham, Lower Moreland, Springfield, Upper Dublin, and Upper Moreland.

For detailed economic, workforce, and market data, Delta utilized Lightcast, a leading aggregator of economic and market data. Lightcast aggregates data from a number of trusted sources (including the U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics) to provide in-depth, insightful, and current data. Unlike many other data sources, Lightcast publishes data on a monthly or quarterly basis, which eliminates a “data lag” in which the newest available data is already outdated. Lightcast also collects employment and marketplace data through analysis of job postings on leading workforce websites, including Indeed, GlassDoor, and Monster.com. Lightcast data is pulled at the ZIP code level. Abington Township is comprised of multiple ZIP code areas that traverse its municipal boundaries. Therefore, data pulled and designated as the “Abington Township area” is comprised of five zip codes that capture areas of Abington Township with notable commercial and institutional activity. ZIP codes that were included as part of the “Abington Township area” include 19001 (*Abington*), 19006 (*Huntingdon Valley*), 19038 (*Glenside*), 19046 (*Jenkintown*), and 19090 (*Willow Grove*). Pages 25 – 34, which outline industry, workforce, and market trends, contains data pulled in this manner.



Montgomery County, the third-most populous county in the Commonwealth of Pennsylvania, is comprised of 487 sq. mi. in total area. It is bordered by the Counties of Berks, Bucks, Chester, Delaware, Lehigh, and Philadelphia. Montgomery County is part of the Philadelphia-Reading-Camden CSA.

FIGURE 1- LIGHTCAST ZIP CODE SELECTION



SOURCE: Delta Development Group, Inc.

The Philadelphia-Reading-Camden Combined Statistical Area (CSA), also known colloquially as the “Delaware Valley”, is a region comprised of counties in four states (*Delaware, Maryland, New Jersey, and Pennsylvania*). Counties within the CSA are linked both economically and culturally, with the City of Philadelphia serving as the CSA’s hub of commerce and culture.

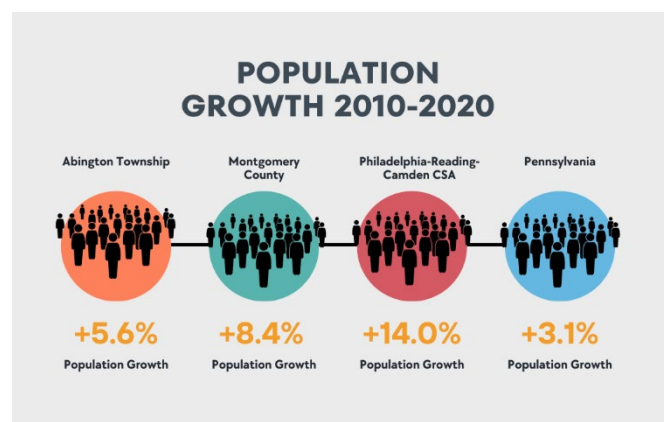
### SECTION 3.1: POPULATION, FAMILIES, AND HOUSEHOLDS

#### POPULATION

Because of Abington Township’s largely built-out character, its overall population has increased. According to U.S. Census Bureau American Community Survey (ACS) 5-Year Estimates and the 2020 Decennial Census, the Township’s population grew from 55,419 residents in 2010 to 58,502 residents by 2020, an increase of 5.6%.

Montgomery County (County) and the Philadelphia-Reading-Camden CSA (CSA) experienced higher rates of growth between 2010 and 2020. Population growth at the County

FIGURE 2 - POPULATION GROWTH 2010 - 2020



and CSA stood at 8.4% and 14.0%, respectively. Pennsylvania's population grew 3.1% during the same period.

## AGE

Throughout the past decade, the Township's median age has remained consistent, standing at 42.3 in 2010, 42.6 in 2015, and 42.4 in 2020. However, the Township's median age is comparatively higher than the County, CSA, and Commonwealth. In 2020, the County's median age was 41.3, the CSA's was 39.1, and the Commonwealth's was 40.9.

As compared with the County, CSA, and Commonwealth, the Township has a slightly higher, albeit consistent, percentage of primary and secondary school-age population. As of 2020, 16.2% of the Township's population are between the ages of 5 and 17 (8,987 total), as compared to 16.1% in the County, 16.0% in the CSA, and 15.2% in the Commonwealth.

The percentage of school-age population stood at 16.7% in 2010 and 15.5% in 2015, which represents a fluctuation throughout the decade.

The largest growth in the Township has been among residents 60 years and older. Between 2010 and 2020, the number of Township residents aged 60 or older has increased by 14.9%. However, it should be noted that the increase of residents aged 60 or older was much higher in the County (27.8%), CSA (39.7%), and Commonwealth (23.4%) through the decade.

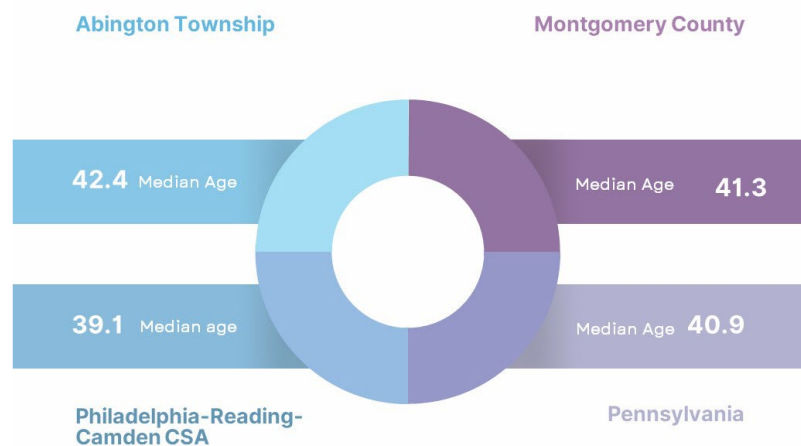
The largest decrease in population by age was experienced in the 15-to-17-year range, which experienced a decline of 11.8% in the decade between 2010 and 2020. The County, CSA, and Commonwealth also experienced decreases in this age bracket (at 5.8%, 4.5%, and 11.9%, respectively).

As the Township's population has grown, and median age has remained consistent, the distribution of age is skewing to higher, and lower, age ranges.

## FAMILIES

According to the U.S. Census Bureau, a family is defined as a group of two people or more (one of whom is the householder) that are related by birth, marriage, or adoption

**FIGURE 3 - COUNTY'S MEDIAN AGE**



**Source:** U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates

and residing together. The number of families in the Township stood at 14,797 in 2010 and 15,071 in 2020, which represents an increase of 1.9%. The rate of growth in families was higher in the County (4.3%) and CSA (11.4%) over the same decade. In the Commonwealth, the increase was smaller (0.7%).

### HOUSEHOLDS

Between 2010 and 2020, the number of households, defined by the U.S. Census Bureau as individuals residing in a dwelling unit, has declined slightly in the Township over the past decade. The number of households stood at 21,367 in 2010 and 21,305 in 2020; a decrease of 0.3%. The County, CSA, and Commonwealth experienced increases of 3.9%, 12.7%, and 3.4% during the same period.

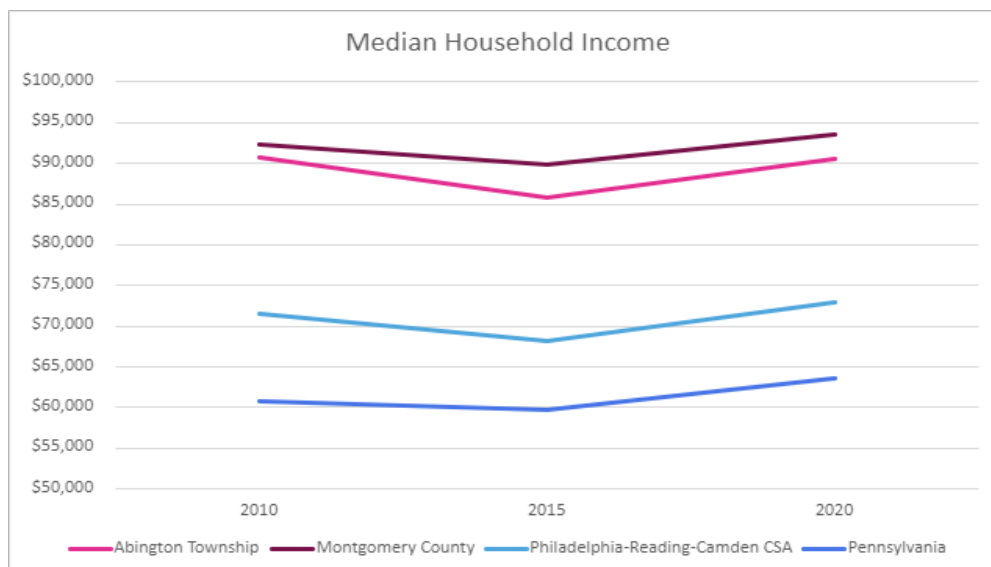
### HOUSEHOLD INCOME

The Township's median household income has remained remarkably steady when adjusting for inflationary pressures. Using the CPI Inflation Calculator to adjust the income to 2020 U.S. dollars, the Township's median household income was approximately \$90,777 in 2010 and \$90,506 in 2020, which represents a minor decrease.

FIGURE 4 - NUMBER OF HOUSEHOLDS



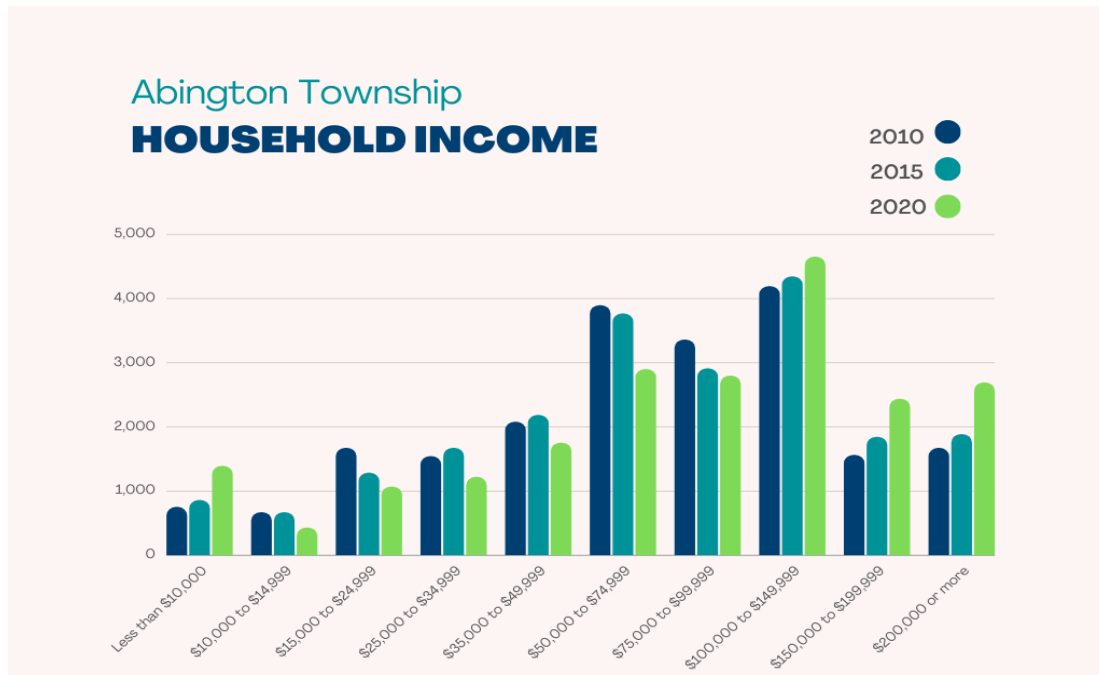
FIGURE 5- MEDIAN HOUSEHOLD INCOME



SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates. CPI Inflation Calculator

In 2020, the median household incomes of the County, CSA, and Commonwealth were \$93,518, \$72,875, and \$63,627, respectively. Whereas the Township experienced a slight decrease in median household income, the County, CSA, and Commonwealth all experienced slight increases between 2010 and 2020.

**FIGURE 6 - ABINGTON TOWNSHIP HOUSEHOLD INCOME**



**SOURCE:** U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates.  
CPI Inflation Calculator

The slight decrease in the Township's median household income can be attributed to the growth in households earning less than \$10,000. The Township had 748 households earning less than \$10,000 in 2010, as compared to 1,385 households earning less than \$10,000 in 2020. This is an 85.2% increase over the decade. At the same time, the Township experienced substantial growth in the number of households earning between \$100,000 and \$149,999 (+10.9%), \$150,000 and \$199,999 (+55.7%), and \$200,000 and more (+61.7%). Median household income categories spanning \$10,000 and \$99,999 all experienced decreases.

## EDUCATIONAL ATTAINMENT

Much like the County, the Township's population is proportionately well-educated as compared to the CSA and Commonwealth. In 2020, 49.4% of the Township's population earned a Bachelor's Degree or higher. This was only slightly lower than the County's percentage of residents earning a Bachelor's degree or higher (49.6%), but much higher than that of the CSA (36.7%) and Commonwealth (32.3%). Both the Township and County also have a higher percentage of population with Graduate or Professional Degrees, at 21.5% each. This is far higher proportion than that of the CSA (14.8%) and Commonwealth (12.8%).

The County's high level of educational attainment has continued to increase over time. The percentage of residents earning a Bachelor's Degree or higher rose from 42.1% in 2010 to 49.4% in 2020. The percentage of residents earning a Graduate or Professional Degree rose from 17.7% in 2010 to 21.5% in 2020.

## SECTION 3.2: HOUSING

### HOUSING TENURE

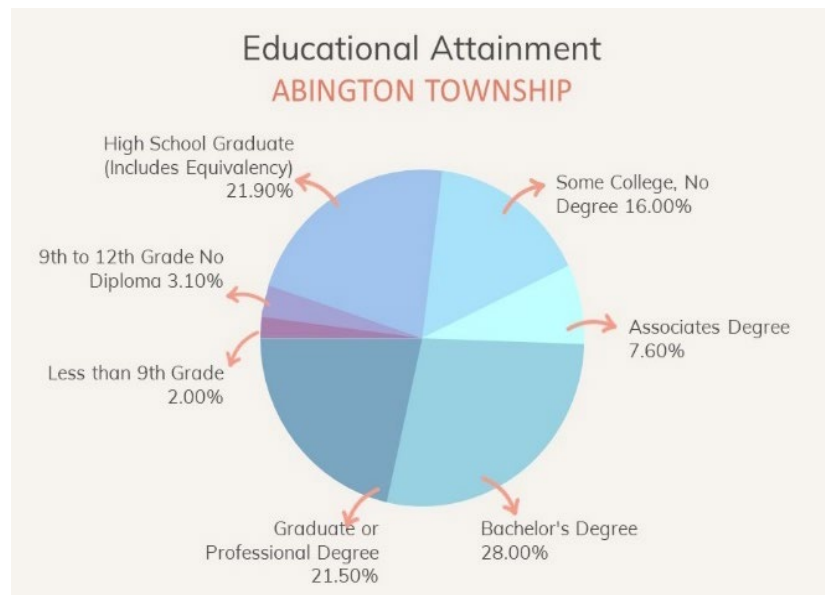
As compared to the selected reference geographies, the Township has a comparatively high rate of homeownership. In 2020, 78.6% of housing units in the Township were owner-occupied (21.4% were renter occupied). The percentage of owner-occupied housing units were lower in the County (71.9%), CSA (67.6%), and the Commonwealth (69.0%).

### VALUE

When adjusted for inflation to 2020 U.S. dollars, the median value of homes in Abington Township has declined over the past decade. The inflation-adjusted median value of homes stood at \$322,637 in 2010 but declined to \$294,500 by 2020. By 2020, median home values in the County, CSA, and Commonwealth stood at \$326,200, \$249,200, and \$187,500, respectively. All three reference geographies also experienced inflation-adjusted decreases in median home value during the same period.

In 2020, the plurality of owner-occupied housing units in the Township (40.5%) were valued between \$200,000 and \$299,999, with 35.2% of units having a value of \$300,000 and \$499,999, and 11.7% of units having a value of \$500,000 to \$999,999. Housing values in the Township are comparatively concentrated within the \$200,000 to \$499,999 range,

FIGURE 7 - ABINGTON TOWNSHIP EDUCATIONAL ATTAINMENT

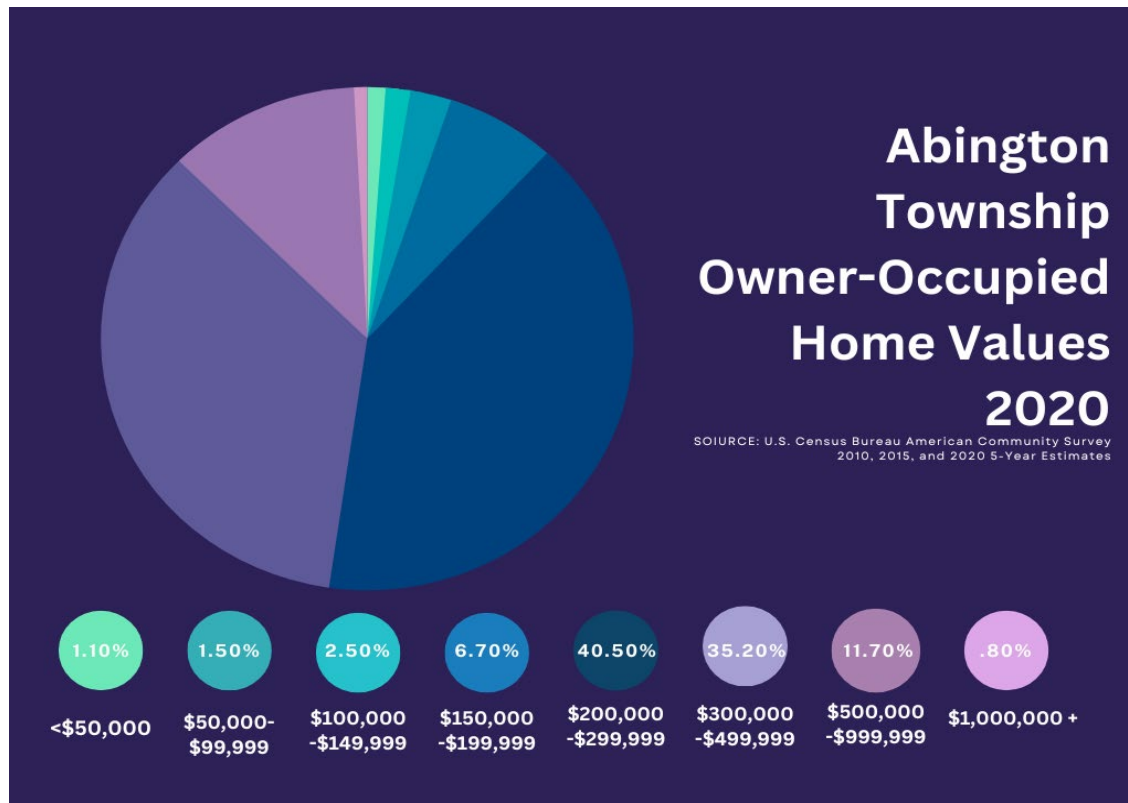


SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year



accounting for 87.4% of all owner-occupied units in the Township. The County, CSA, and Commonwealth have a less concentrated spread of owner-occupied housing values.

**FIGURE 8 - ABINGTON TOWNSHIP OWNER-OCCUPIED HOME VALUES 2020**



The post-COVID-19 housing boom has drastically increased the value of real estate across the nation. The Abington Township area, too, has experienced a significant increase in residential property values. According to the Zillow Home Value Index (ZHVI), a seasonally adjusted measure of typical home value in a selected reference geography, the typical home value in the Abington Township area stood at \$433,187 (January 1, 2022 – September 30, 2022, average). In Montgomery County, the average home value was slightly lower at \$424,302 during the same period. Demonstrating the strength of the residential property market in the area, both the Abington Township area and Montgomery County had far higher average home values than the Commonwealth, which stands at \$262,422. Typical homes values are significantly higher in all geographies than during the same period in 2021.

**TABLE 1 - TYPICAL HOME VALUE: 2021 & 2022**

TYPICAL HOME VALUE: 2021 & 2022		
TOTAL HOUSEHOLDS:	2021	2022 (Jan. - Sept.)
Abington Township Area	\$393,944	\$433,187
Montgomery County	\$384,703	\$424,302
Pennsylvania	\$236,448	\$262,422

SOURCE: Zillow Research (2022)

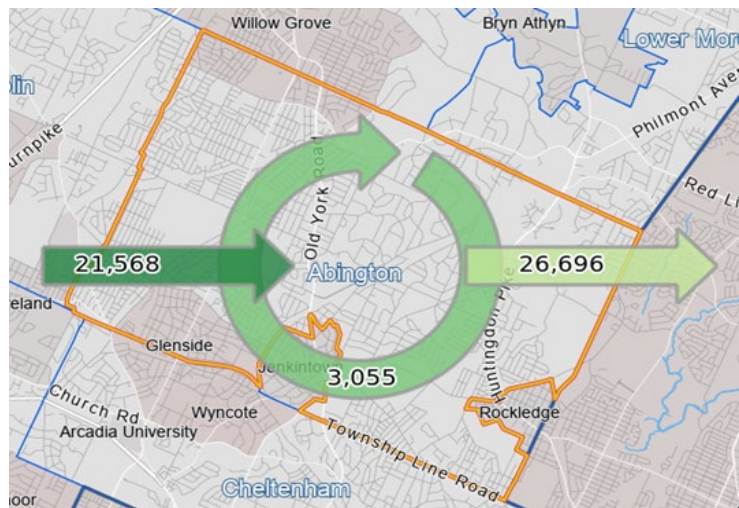


## SECTION 3.3: EMPLOYMENT AND OCCUPATIONS

### INFLOW/OUTFLOW

The U.S. Census Bureau's OnTheMap provides detailed statistics on the inflow/outflow patterns of U.S. workers. As of 2019, more individuals commute outside of the Township for work than individuals who work inside of the Township for work. A total of 26,696 individuals live in the Township and are employed outside, 21,568 live outside of the Township and are employed inside, and 3,055 individuals both live and work inside the Township.

FIGURE 9 - INDIVIDUALS BOTH LIVE AND WORK INSIDE THE TOWNSHIP.



SOURCE: U.S. Census Bureau OnTheMap

Of the individuals that work outside of the Township, a plurality (29.7%) work in the City of Philadelphia. The next highest work destinations (*proportionately*), are Horsham Township (3.4%), Upper Dublin Township (3.3%), Upper Moreland Township (2.8%), and Cheltenham Township (2.3%).

### EMPLOYMENT PROFILES

According to ESRI Business Analyst, an aggregator of primary and secondary economic and market data, the Township has a total of 1,920 businesses and 30,152 employees as of 2022. The employee to residential population ratio (*per 100 residents*) is 52, which indicates a higher proportion of the residential population than workers in the Township. A score of 100 would mean an equal proportion of workers to residents. The County has a greater employee to residential population ratio at 60. The Commonwealth's employee to residential population ratio is 48.

Of the Township's 1,920 businesses, 16.5% are classified under the Retail Trade 2-Digit NAICS code. This amounts to 317 Retail Trade businesses in total. The Retail Trade is followed by Health Care & Social Assistance (14.7%), Other Services – Except Public Administration (14.0%).

Of the Township's 30,152 employees, 42.6% are employed in the Healthcare & Social Assistance Sector (12,849 in total). The next highest proportion of total employees were employed in the Retail Trade (16.3%), and Accommodation & Food Services (5.8%) sectors. Although the Healthcare & Social Assistance and Retail Trade sectors also share a proportionately higher proportion of the workforce in the County and Commonwealth, employment in the Township is much more concentrated within these NAICS sectors.

To determine a relative concentration of employment, the percentages of businesses and employees can be compared. For instance, only 14.7% of the Township's businesses are in the Health Care & Social Assistance industry, but 42.6% of the Township's employees work in the industry. This indicates a high concentration of employment at a handful of major employers in the industry. The Township is home to both Jefferson Abington Hospital, Holy Redeemer Hospital, and supporting health care operations, which explains the relative concentration of employment. The County and Commonwealth also show a concentration of employment in this industry, albeit at a lesser extent.

COLOR SCALE KEY	
High	
Medium	
Low	

TABLE 2 - EMPLOYMENT PROFILE COMPARISON

EMPLOYMENT PROFILE COMPARISON						
Data for all businesses in area	Abington Township		Montgomery County		Pennsylvania	
Total Businesses:	1,920		35,751		457,737	
Total Employees:	30,152		517,803		6,211,078	
Total Residential Population:	58,502		856,553		13,002,700	
Employee/Residential Population Ratio (per 100 residents)	52		60		48	
	Businesses	Employees	Businesses	Employees	Businesses	Employees
by 2-Digit NAICS Codes						
Agriculture, Forestry, Fishing & Hunting	0.1%	0.0%	0.1%	0.1%	0.6%	0.3%
Mining	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%
Utilities	0.0%	0.0%	0.1%	0.4%	0.2%	0.3%
Construction	7.4%	2.7%	7.6%	5.4%	7.5%	4.6%
Manufacturing	1.7%	4.0%	3.9%	7.9%	3.9%	8.7%
Wholesale Trade	2.3%	0.9%	3.5%	3.6%	3.4%	3.9%
Retail Trade	16.5%	16.3%	13.2%	12.5%	14.7%	12.5%
Transportation & Warehousing	0.8%	0.6%	1.1%	1.4%	1.9%	2.7%
Information	2.2%	1.6%	2.6%	4.0%	2.0%	2.4%
Finance & Insurance	5.6%	3.0%	6.4%	6.8%	4.9%	4.1%
Real Estate, Rental & Leasing	3.8%	1.7%	4.9%	2.9%	4.3%	2.3%
Professional, Scientific & Tech Services	9.4%	3.7%	11.4%	9.4%	8.7%	7.1%
Management of Companies & Enterprises	0.2%	0.0%	0.2%	0.4%	0.1%	0.3%
Administrative & Support & Waste Management & Remediation	3.5%	1.1%	4.3%	3.9%	3.4%	2.3%
Educational Services	3.2%	5.4%	2.7%	6.8%	2.6%	7.6%
Health Care & Social Assistance	14.7%	42.6%	10.5%	17.4%	9.8%	18.0%
Arts, Entertainment & Recreation	2.1%	1.5%	2.0%	1.9%	2.0%	2.1%
Accommodation & Food Services	6.6%	5.8%	6.2%	6.7%	7.5%	8.0%
Other Services (except Public Administration)	14.0%	5.5%	11.9%	5.5%	14.6%	6.6%
Public Administration	1.1%	3.3%	1.9%	2.9%	3.4%	5.2%
Unclassified Establishments	4.7%	0.3%	5.4%	0.4%	4.3%	0.6%
SOURCE : ESRI Business Analyst (2022); 2020 Decennial Census						

## TOP OCCUPATIONS

To examine employment and occupation trends in greater detail, Delta used Lightcast Zip Code data to show trends in occupational employment by Standard Occupational Classification (SOC) code. An occupation identified by a SOC code may span multiple NAICS industry sectors. In the Abington Township area, the three largest SOC codes, by number of jobs in 2020, were Office and Administrative Support Occupations (8,295 jobs), Healthcare Support Occupations (6,542 jobs), and Sales and Related Occupations (5,518 jobs). Of the Abington Township area's top occupations, Healthcare Support Occupations (+114%), Management Occupations (+31%), and Healthcare Practitioners and Technical Occupations (+14%) experienced the highest rate of growth.

TABLE 3 - TOP OCCUPATIONS IN THE ABINGTON TOWNSHIP AREA (2020)

TOP OCCUPATIONS IN THE ABINGTON TOWNSHIP AREA (2020)				
OCCUPATION	2010 Jobs	2020 Jobs	Change in Jobs	% Change in Jobs
Office and Administrative Support Occupations	9,353	8,295	(1,057)	-11%
Healthcare Support Occupations	3,053	6,542	3,489	114%
Sales and Related Occupations	7,336	5,889	(1,447)	-20%
Healthcare Practitioners and Technical Occupations	4,825	5,518	693	14%
Transportation and Material Moving Occupations	4,216	4,709	493	12%
Educational Instruction and Library Occupations	4,039	4,218	179	4%
Food Preparation and Serving Related Occupations	4,062	3,830	(232)	-6%
Construction and Extraction Occupations	3,153	3,505	352	11%
Management Occupations	2,607	3,426	819	31%
Business and Financial Operations Occupations	3,262	3,412	150	5%
SOURCE: Lightcast (formerly EMSI)				

## TOP JOB POSTINGS

By aggregating search results from leading job posting websites, Lightcast builds detailed job posting analytic profiles (by zip code area) to determine what job titles are most in-demand within the selected geography. By examining job posting data from the Abington Township area between 2010 and 2022, it was determined that Registered Nurses (194 postings), Emergency/Trauma Registered Nurses (178 postings), and Data Entry Clerks (176 postings) were the most in-demand job titles. Of the 20 top job titles, 12 were specific to the Healthcare & Social Assistance industry.

TABLE 4 - TOP 20 JOB TITLES IN JOB POSTINGS: 2010 - 2020

TOP 20 JOB TITLES IN JOB POSTINGS: 2010-2020	
JOB TITLE	Unique Postings (Jan. 2010 - Sep. 2022)
Registered Nurses	194
Emergency/Trauma Registered Nurses	178
Data Entry Clerks	176
Pharmacy Technicians	169
Clinical Associates	167
Outpatient Registrars	157
Medical Surgical Registered Nurses	153
Administrative Associates	143
Labor and Delivery Registered Nurses	135
Nutrition Services Associates	132
Restaurant Team Members	130
Phlebotomists	119
Environmental Services Associates	112
Certified Nursing Assistants	111
Licensed Practical Nurses	104
Receptionists	99
Assistant Store Managers	96
Associate Quality Managers	90
CDL-A Truck Drivers	89
Customer Service Representatives	87
SOURCE: Lightcast (formerly EMSI)	

## TOP SPECIALIZED SKILLS

In addition to examining the job titles within job postings, Lightcast also analyzes the postings for key words relating to requested skills. In the Abington Township area, between 2010 and 2022, the top specialized requested skills were Nursing (16.5%), Cardiopulmonary Resuscitation (CPR) (10.0%), and Medical Terminology (7.9%). Of the top 20 specialized skills, nine (9) were specific to the Healthcare & Social Assistance industry.

TABLE 5 - TOP SPECIALIZED TITLES IN JOB POSTINGS: 2010 - 2020

TOP 20 SPECIALIZED SKILLS IN JOB POSTINGS: 2010 - 2020	
SKILL	Frequency in Postings (Jan. 2010 - Sept. 2020)
Nursing	16.5%
Cardiopulmonary Resuscitation (CPR)	10.0%
Medical Terminology	7.9%
Nursing Care	6.2%
Merchandising	6.0%
Restaurant Operation	6.0%
Healthcare Industry Knowledge	5.6%
Office Management	4.5%
Marketing	4.4%
Selling Techniques	4.4%
Data Entry	4.2%
Home Health Care	3.8%
Medical Office Procedures	3.6%
Billing	3.4%
Food Services	3.1%
Housekeeping	2.9%
Auditing	2.7%
Warehousing	2.4%
Clinical Practices	2.4%
Trauma Care	2.3%
SOURCE: Lightcast (formerly EMSI)	

## **SECTION 3.4: LOCATION QUOTIENTS**

### ***ABINGTON TOWNSHIP AREA AND COMPARATIVE LOCATION QUOTIENTS***

A location quotient (LQ) is a measure used to quantify how concentrated an industry is in a region compared to a reference economy (typically the state or nation). The LQ mathematically quantifies which industries make an economy unique. A LQ below 1.0 indicates that industry employment is **less** concentrated in the study area than in the reference economy. A LQ above 1.0 indicates that the industry is more concentrated in the study area than in the reference economy. According to Economic Base Theory, industries with an employment share that exceeds the reference economy's employment share (LQ of 1.0+) have excess production that serves export markets. Because export activity injects new money into the local economy, these basic industries are considered key drivers of economic growth. The Abington Township area has eight (8) LQs that exceed 1.0, and are therefore deemed basic industries:

- NAICS Sector 61 – Educational Services: 1.96
- NAICS Sector 62 – Health Care & Social Assistance: 1.86
- NAICS Sector 56 – Administrative and Support and Waste
- Management/Remediation Services: 1.55
- NAICS Sector 23 – Construction: 1.34
- NAICS Sector 81 – Other Services (Except Public Administration): 1.11
- NAICS Sector 71 – Arts, Entertainment, and Recreation: 1.04
- NAICS Sector 42 – Wholesale Trade: 1.01
- NAICS Sector 54 – Professional, Scientific, and Technical Services. 1.00



As compared to the County and the Commonwealth, the Abington Township area has a proportionately higher LQ in the Health Care and Social Assistance, Educational Services, Construction, and Administrative and Support and Waste Management/Remediation Services sectors. It notably lags behind the County and Commonwealth in the Utilities, Manufacturing, Finance & Insurance, and Management of Companies & Enterprises industries. The negligible LQ of Management of Companies & Enterprises means that very few corporate headquarters are located within the Abington Township area.

**TABLE 6 - LOCATION QUOTIENT BY 2-DIGIT NAICS INDUSTRY SECTOR - 2022**

LOCATION QUOTIENT BY 2-DIGIT NAICS INDUSTRY SECTOR - 2022						
NAICS	Description	Abington Township Area	Montgomery County	Pennsylvania	Abington Area & County Comparison	Abington Area & PA Comparison
11	Agriculture, Forestry, Fishing and Hunting	0.03	0.16	0.66	-0.1	-0.64
21	Mining, Quarrying, and Oil and Gas Extraction	0.25	0.16	1.06	0.1	-0.81
22	Utilities	0.97	1.36	1.06	-0.4	-0.09
23	Construction	1.34	0.94	0.89	0.4	0.45
31	Manufacturing	0.47	1.06	1.14	-0.6	-0.67
42	Wholesale Trade	1.01	1.14	0.93	-0.1	0.07
44	Retail Trade	0.96	0.95	0.99	0.0	-0.03
48	Transportation and Warehousing	0.73	0.59	1.16	0.1	-0.43
51	Information	0.49	0.99	0.78	-0.5	-0.28
52	Finance and Insurance	0.97	1.64	1.09	-0.7	-0.11
53	Real Estate and Rental and Leasing	0.57	1.01	0.73	-0.4	-0.16
54	Professional, Scientific, and Technical Services	1.00	1.63	0.95	-0.6	0.05
55	Management of Companies and Enterprises	0.01	2.05	1.53	-2.0	-1.53
56	Administrative and Support and Waste Management and Remediation Services	1.55	1.09	0.82	0.5	0.72
61	Educational Services	1.96	1.35	1.78	0.6	0.18
62	Health Care and Social Assistance	1.86	1.24	1.28	0.6	0.58
71	Arts, Entertainment, and Recreation	1.04	0.94	0.99	0.1	0.05
72	Accommodation and Food Services	0.70	0.67	0.83	0.0	-0.13
81	Other Services (except Public Administration)	1.11	1.05	0.99	0.1	0.12
90	Government	0.52	0.45	0.76	0.1	-0.24
99	Unclassified Industry	0.00	0.00	0.00	0.0	0.00

SOURCE: Lightcast (formerly EMSI)

### ABINGTON TOWNSHIP AREA CHANGE IN LOCATION QUOTIENT

Between 2010 and 2022, there have been notable shifts in 2-Digit NAICS LQs in the Abington Township area. Educational Services, the top LQ in the Abington Township area, declined from 2.25 in 2010 to 1.96 in 2022. Health Care and Social Assistance, the second highest LQ, grew from 1.49 in 2010 to 1.86 in 2022. The Finance and Insurance, Information, and Manufacturing industries experienced sizable decreases in LQ during the same period.

TABLE 7 - ABINGTON TOWNSHIP AREA CHANGE IN LOCATION QUOTIENT: 2010 - 2022

ABINGTON TOWNSHIP AREA CHANGE IN LOCATION QUOTIENT: 2010 - 2022				
NAICS	Description	2010	2015	2022
11	Agriculture, Forestry, Fishing and Hunting	0.01	0.00	0.03
21	Mining, Quarrying, and Oil and Gas Extraction	0.08	0.08	0.25
22	Utilities	0.87	0.93	0.97
23	Construction	1.32	1.31	1.34
31	Manufacturing	0.61	0.62	0.47
42	Wholesale Trade	1.02	1.01	1.01
44	Retail Trade	1.10	1.09	0.96
48	Transportation and Warehousing	0.63	0.57	0.73
51	Information	0.78	0.62	0.49
52	Finance and Insurance	1.45	1.23	0.97
53	Real Estate and Rental and Leasing	0.63	0.58	0.57
54	Professional, Scientific, and Technical Services	1.17	1.03	1.00
55	Management of Companies and Enterprises	0.01	0.00	0.01
56	Administrative and Support and Waste Management and Remediation Services	1.57	1.67	1.55
61	Educational Services	2.25	2.28	1.96
62	Health Care and Social Assistance	1.49	1.56	1.86
71	Arts, Entertainment, and Recreation	0.97	0.98	1.04
72	Accommodation and Food Services	0.71	0.72	0.70
81	Other Services (except Public Administration)	1.12	1.15	1.11
90	Government	0.55	0.53	0.52
99	Unclassified Industry	0.00	0.00	0.00
SOURCE: Lightcast (formerly EMSI)				

## JOB GROWTH BY INDUSTRY SECTOR

Using the same geographies, Lightcast was used to determine positive job growth between 2010 and 2022 for select 2-digit NAICS industry sectors. The Abington Township area experienced the largest job growth in the Health Care and Social Assistance industry (+5,271), followed by Construction (+1,257), and Transportation and Warehousing (+942). For the Health Care and Social Assistance industry, this represents a 46% increase in the number of jobs between 2010 and 2022.

The County experienced its largest job growth in the Health Care and Social Assistance (+19,562), Professional, Scientific, and Technical Services (+11,408), and Construction (+6,003) industries. The Commonwealth experienced its largest job increases in the Health Care and Social Assistance (+130,567), Transportation and Warehousing (+95,952), and Professional, Scientific, and Technical Services (+85,065) industry sectors.

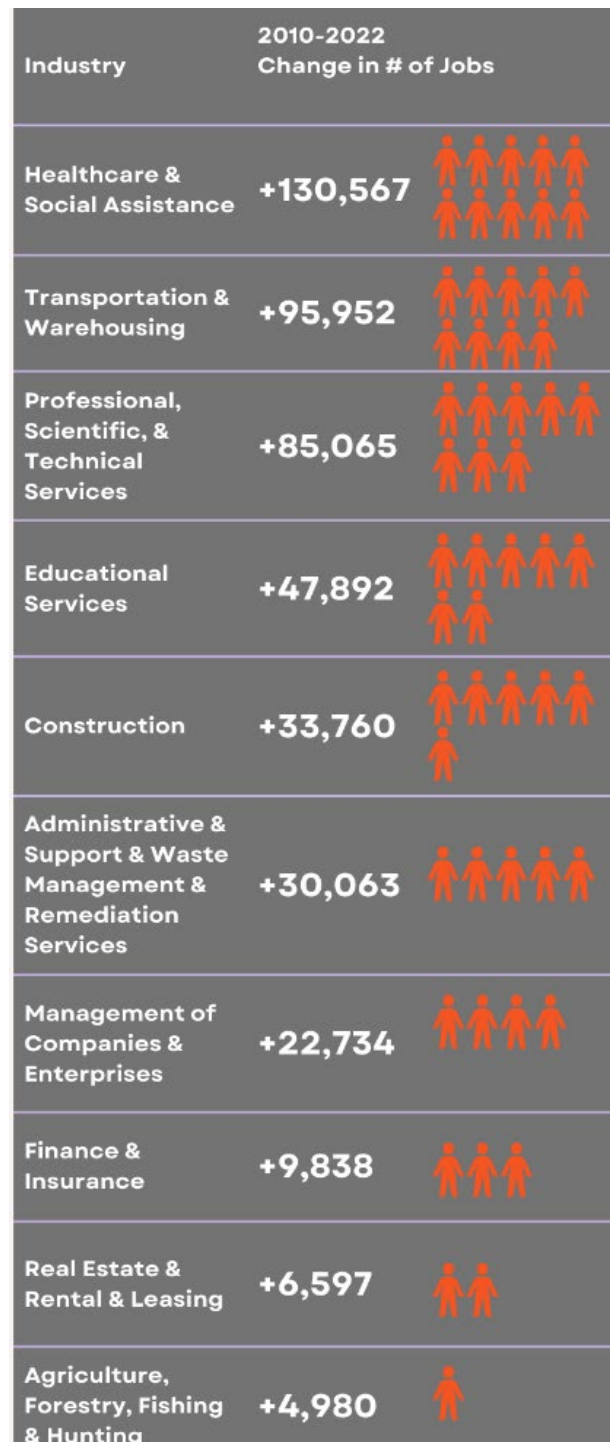
FIGURE 10 - TOP 10 JOB GROWTH INDUSTRY SECTORS IN THE ABINGTON TOWNSHIP AREA 2010 TO 2022



**FIGURE 12 - TOP 10 JOB GROWTH INDUSTRY SECTORS IN MONTGOMERY COUNTY 2010 TO 2022**



**FIGURE 11 - TOP 10 JOB GROWTH INDUSTRY SECTORS IN PENNSYLVANIA 2010 TO 2022**



## **SECTION 3.5: INDUSTRY CLUSTER**

### **ABINGTON TOWNSHIP AREA TOP INDUSTRY CLUSTER**

Industry cluster identification is a function of Lightcast that measures industry cluster performance. Measures that are taken into consideration for industry cluster analysis include earnings, job growth, regional competitiveness, regional specialization, and gross regional product (GRP). By combining and weighing these measures, Lightcast identifies synergistic NAICS industries that comprise the industry cluster. Lightcast also assigns an industry score (from 0 to 100) based upon how much a specific industry contributes to the identified industry cluster. The "Local Community & Civic Organizations" industry cluster scored 100 out of a total of 100 points among the Abington Township area's industry clusters. This industry cluster is anchored within the Health Care & Social Assistance field. The presence of numerous nursing homes, assisted living facilities, and supporting industries in the Abington Township area create a synergistic relationship that form the industry cluster.

**TABLE 8 - ABINGTON TOWNSHIP AREA "LOCAL COMMUNITY & CIVIC ORGANIZATIONS" INDUSTRY CLUSTER**

<b>ABINGTON TOWNSHIP AREA "LOCAL COMMUNITY &amp; CIVIC ORGANIZATIONS" INDUSTRY CLUSTER</b>			
<b>NAICS</b>	<b>Industry</b>	<b>Jobs</b>	<b>Score</b>
624120	Services for the Elderly and Persons with Disabilities	4,951	100
813211	Grantmaking Foundations	79	15
813910	Business Associations	19	12
813110	Religious Organizations	919	8
624110	Child and Youth Services	100	7
813930	Labor Unions and Similar Labor Organizations	21	7
624190	Other Individual and Family Services	101	6
624229	Other Community Housing Services	15	5
813990	Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)	31	4
813410	Civic and Social Organizations	102	1
<b>SOURCE: Lightcast (formerly EMSI)</b>			



## INDUSTRY CLUSTER PURCHASES

In addition to identifying the industry cluster, Lightcast identifies the upstream and downstream industries that support the industry cluster, including how much of the industry cluster purchases take place regionally. An upstream industry is an industry that provides inputs to a product or service (e.g., *mining, plastic manufacturing, etc.*) A downstream industry is an industry that supports the delivery of a product or service to the end-user (e.g., *logistics, warehousing, retail stores, etc.*) As shown in the below table, comprised of 6-digit NAICS sector industries, the industry cluster makes the largest in-region purchase (i.e., *purchased within the Abington Township area*) from the "General Medical and Surgical Hospitals" industry sector, with an in-region purchase amount of nearly \$446.0 million annually. A full 99.8% of purchases from this industry sector are completed in-region. The second and third highest in-region purchases are made in the "Local Government, Excluding Education and Hospitals" and "Offices of Physicians, except Mental Health Specialists", at \$409.1 million and \$240.6 million, respectively.

TABLE 9 - LOCAL COMMUNITY & CIVIC ORGANIZATIONS' INDUSTRY CLUSTER PURCHASES

LOCAL COMMUNITY & CIVIC ORGANIZATIONS' INDUSTRY CLUSTER PURCHASES						
NAICS	Purchase Industry	In-region Purchases	% In-region Purchases	Imported Purchases	% Imported Purchases	Total Purchases
622110	General Medical and Surgical Hospitals	\$445,969,383	99.8%	\$783,529	0.2%	\$446,752,912
903999	Local Government, Excluding Education and Hospitals	\$409,132,902	69.7%	\$178,252,130	30.3%	\$587,385,032
621111	Offices of Physicians (except Mental Health Specialists)	\$240,628,092	97.7%	\$5,779,376	2.3%	\$246,407,469
541110	Offices of Lawyers	\$152,949,768	83.8%	\$29,537,010	16.2%	\$182,486,778
524210	Insurance Agencies and Brokerages	\$139,456,915	50.6%	\$136,296,471	49.4%	\$275,753,386
561320	Temporary Help Services	\$135,767,599	86.6%	\$21,089,568	13.4%	\$156,857,168
531110	Lessors of Residential Buildings and Dwellings	\$129,928,247	80.1%	\$32,228,025	19.9%	\$162,156,272
517311	Wired Telecommunications Carriers	\$112,050,148	65.6%	\$58,654,970	34.4%	\$170,705,118
722511	Full-Service Restaurants	\$104,257,299	56.5%	\$80,417,743	43.5%	\$184,675,042
611310	Colleges, Universities, and Professional Schools	\$92,766,533	98.6%	\$1,332,262	1.4%	\$94,098,795

SOURCE: Lightcast (formerly EMSI)

## SECTION 3.6: KEY DATA THEMES AND IMPLICATIONS

As shown in the data above, the Township possesses positive demographic, socioeconomic, and market attributes that create potential for new economic development efforts. Below are key data themes and implications that will guide economic development efforts:

- The Township's population has remained steady, but it is anticipated to grow slightly over the next few decades.
- The Township's population is "aging in place", with many long-time residents opting to continue living in the Township throughout all stages of their lives.

- The Township's median household income has remained constant due to proportionately larger percentages of residents in lower- and upper-income brackets.
- The Township is well-educated compared to both the CSA and Commonwealth, which creates abundant opportunity for growth in high-paying industry sectors.
- The Health Care and Social Assistance industry is both highly competitive (by LQ) and growing by number of jobs.
- The Abington Township area has a negligible LQ in the Management of Companies & Enterprises sector, which indicates few companies and corporations maintain headquarters within the area.
- The Health Care & Social Assistance industry anchors a strong industry cluster comprised of nursing facilities, assisted living facilities, and other health care and social services.

These themes and implications will guide future considerations examined throughout this Study. To accelerate positive trends that will influence economic development, the Township must answer the following questions:

- What can the Township do to accommodate the growth of the Health Care & Social Assistance industry?
- What can the Township do to promote/recruit new industry that is stronger in the County and Commonwealth, such as Finance & Insurance, Information, and Management of Companies and Enterprises?
- Why are there only a few corporate/company headquarters located in the Township?
- What areas of the Township can accommodate the spatial needs of expanding and growing industries?
- What technical and financial assistance do these industries need from the Township and how it can provide it?

## SECTION 4 – AREAS FOR ECONOMIC DEVELOPMENT IMPLEMENTATION



## SECTION 4.1: FOCUS AREA EVALUATION

As part of the Study, the Delta team was tasked with identifying specific geographic areas that are most suitable for future economic development efforts. As noted in Section 2, Abington Township contains a variety of community types (*legacy core communities surrounded by residential neighborhoods, major suburban transportation corridors, and legacy communities sitting along secondary arterial corridors*), all of which were evaluated for potential economic development efforts. In November 2022, the Delta team undertook site visits at 10 areas to assess and evaluate their land uses, transportation connectivity, existing number of businesses, etc. These observations, as well as market data, were combined within an area evaluation matrix to quantitatively score suitability of the areas for future economic development efforts. Of the areas evaluated, four (4) stood out as being most suitable for future economic development efforts.

### SITE EVALUATION MATRIX

TABLE 10 - PROJECT AREA SELECTION SCORING

PROJECT AREA SELECTION SCORING								
Site Name	Market Viability	Motorized Transportation Access (i.e. roads, bus stops, light-rail, etc.)	Non-Motorized Transportation Access (i.e. sidewalks, crosswalks, pedestrian signals, bike lanes, etc.)	Commercial Property Availability	Amount of Available Acreage/Lots	Connectivity to Township Assets and Residents	Viability of EDC Participation	Total
Willow Grove Park Mall	5	4	4	1	5	4	5	28
Roslyn	5	4	3	4	3	4	5	28
Keswick	5	4	4	3	1	4	5	26
Old York Road/Noble	5	5	4	2	2	5	2	25
Ardley	3	3	4	4	1	3	3	21
Crestmont	3	3	2	3	3	4	3	21
North Hills	3	4	2	4	2	2	4	21
Glenside	3	5	3	1	1	3	2	18
Huntingdon Valley Shopping Center/Hollywood/McKinley	4	3	3	1	1	2	2	16
Rydal/Meadowbrook	1	4	1	0	0	3	1	10

SOURCE: Delta Development Group

The potential areas were scored using the below scale, which weighed a number of quantitative and qualitative attributes to determine the feasibility for economic development efforts.

A further explanation of the scoring rationale can be found in **Appendix 2 – Area Scoring Rationale**.

TABLE 11 - PROJECT AREA SELECTION SCORING CATEGORIES

PROJECT AREA SELECTION SCORING CATEGORIES						
MARKET VIABILITY	MOTORIZED TRANSPORTATION ACCESS (i.e., roads, bus stops, light- rail, etc.)	NON-MOTORIZED TRANSPORTATION ACCESS (i.e., sidewalks, crosswalks, pedestrian signals, bike lanes, etc.)	COMMERCIAL PROPERTY AVAILABILITY	AMOUNT OF AVAILABLE ACREAGE/LOTS	CONNECTIVITY TO TOWNSHIP ASSETS AND RESIDENTS	VIABILITY OF EDC PARTICIPATION
5 - Site is incredibly visible, located along high traffic corridors, and conducive to commercial activity.	5 - Site has all three motorized assets and are well-integrated.	5 - Site has all four non-motorized assets and are well-integrated.	5 - The area is devoid of businesses and many commercial properties are available.	5 - Abundant amount of assembled acreage/lots available.	5 - Centrally located to all Township residents and easily accessible.	5 - EDC could have a large role in economic development.
4 - Site is visible, located along well-travelled corridors, and is mostly conducive to commercial activity.	4 - Site has at least two motorized assets and are well-integrated.	4 - Site has at least three non-motorized assets and are well-integrated.	4 - The area has some businesses, but many commercial properties are available.	4 - Abundant amount of acreage/lots available, but fragmented.	4 - Centrally located for some residents and easily accessible.	4 - EDC could have a large role in economic development with some limitations.
3 - Site is mostly visible, located along well-travelled corridors, and is somewhat conducive to commercial activity.	3 - Site has at least two motorized assets but are not well-integrated.	3 - Site has at least three non-motorized assets but are not well-integrated.	3 - The area has many businesses, yet some commercial properties are	3 - Many acres/lots available, some of which are assembled.	3 - Not centrally located but easily accessible.	3 - EDC could have a moderate role in economic development.
2 - Site is mostly not visible, located along low-traffic corridors, and is somewhat conducive to commercial activity.	2 - Site has at least one motorized asset that is well-integrated.	2 - Site has at least two non-motorized assets.	2 - The are has many businesses, so few commercial properties are available.	2 - Many acres/lots available, most of which are fragmented.	2 - Not centrally located and has some accessibility challenges.	2 - EDC could have a moderate role in economic development with many notabe limitations.
1 - Site is only somewhat conducive to commercial activity.	1 - Site has at least one motorized asset.	1 - Site has at least one non-motorized asset.	1 - The area has so many businesses that very few commercial properties are available.	1 - Few acres/lots available.	1 - Not centrally located and has significant accessibility challenges.	1 - EDC could only have a small role in economic development.
0 - Site is totally unconducive to commercial activity.	0 - Site has no motorized assets.	0 - Site has no non-motorized assets.	0 - There are no commercial properties available or incredibly limited availability for commercial properties.	0 - No acreage/lots available.	0 - Completely unaccessible.	0 - EDC has no role in economic development.

SOURCE: Delta Development Group



## **SECTION 4.2: IDENTIFIED FOCUS AREAS**

### **WILLOW GROVE PARK MALL SITE**



*Source: Delta Development Group, Inc.*

#### **SITE DESCRIPTION AND EXISTING CONDITIONS:**

The Willow Grove Park Mall (Mall) site is located at the northwest corner of Abington Township. The Mall site is adjacent to the heavily traveled intersection of Moreland Road and Easton Road. Prior to the Mall's construction, the site was originally home to Willow Grove Park, a popular

amusement park that existed from the late 1800s through the mid-1970s. According to the Pennsylvania Real Estate Investment Trust (PREIT), the Mall boasts 1.1 million square feet of retail floor space. Current retail tenants include a variety of nationally recognized retailers, including Apple, Bloomingdale's, Primark, Macy's, Nordstrom Rack, etc. Outside of retail tenants, the Mall also has a handful of franchised full-service restaurants – including The Cheesecake Factory, Yard House, and TGI Fridays. In recent years, though partly exacerbated by the COVID-19 Pandemic, the Mall has lost many retail tenants, most notably former anchors JCPenney and Sears. In July 2017, the Mall lost JCPenney after only five years of operation<sup>1</sup>. In 2022, the Mall lost Sears after three decades of operation<sup>2</sup>.



*Source: Delta Development Group, Inc.*

The Willow Grove Park Mall site is approximately 100 acres in size and is surrounded by retail shopping plazas on its north/northeast sides, including a stand-alone At-Home store to the north of the site. To the northeast is The Shops at Willow Grove Park, which is home to Dick's Sporting Goods and Old Navy retail stores. The Mall, which is currently enclosed,

<sup>1</sup> <https://www.inquirer.com/philly/business/retail/end-of-the-line-for-3-philly-area-j-c-penneys-on-monday-20170728.html>

<sup>2</sup> <https://www.phillyvoice.com/sears-willow-grove-mall-closing-last-pennsylvania-store/>

has four (4) anchor spaces and an attached four-level parking garage connected to its northeast corner. The remaining acreage of Mall site is covered by impervious parking lots. Circulation is provided by a privately owned and maintained “ring-road” that has two points of ingress/egress along Old Welsh Road, and one point of ingress/egress along Easton Road. Crestmont Park and Crestmont Pool are located across Old Welsh Road on the Mall's site southwest corner.

The Mall site benefits from excellent public transportation access, including five (5) SEPTA transportation stops within the Mall site or surrounding it (along Moreland Road and Easton Road). The current bus lines that operate at these stops are the 22, 55, 95, 310, and 311. Between the 22, 55, and 95 bus lines, there were approximately 2,998,960 annual users as reported by SEPTA in their annual Route Performance Evaluation Report for 2019<sup>3</sup>. PennDOT also reports that approximately 60,000 vehicles drive past Willow Grove Park along Moreland Road and Easton Road<sup>4</sup>. The Annual Average Daily Traffic (AADT) count demonstrates the visibility of this site to Abington Township residents who travel along the Easton Road corridor. These numbers suggest that the Mall site is a highly visible and accessible destination within the Township. As such, the Mall site holds substantial promise to advance the Township's economic development efforts.

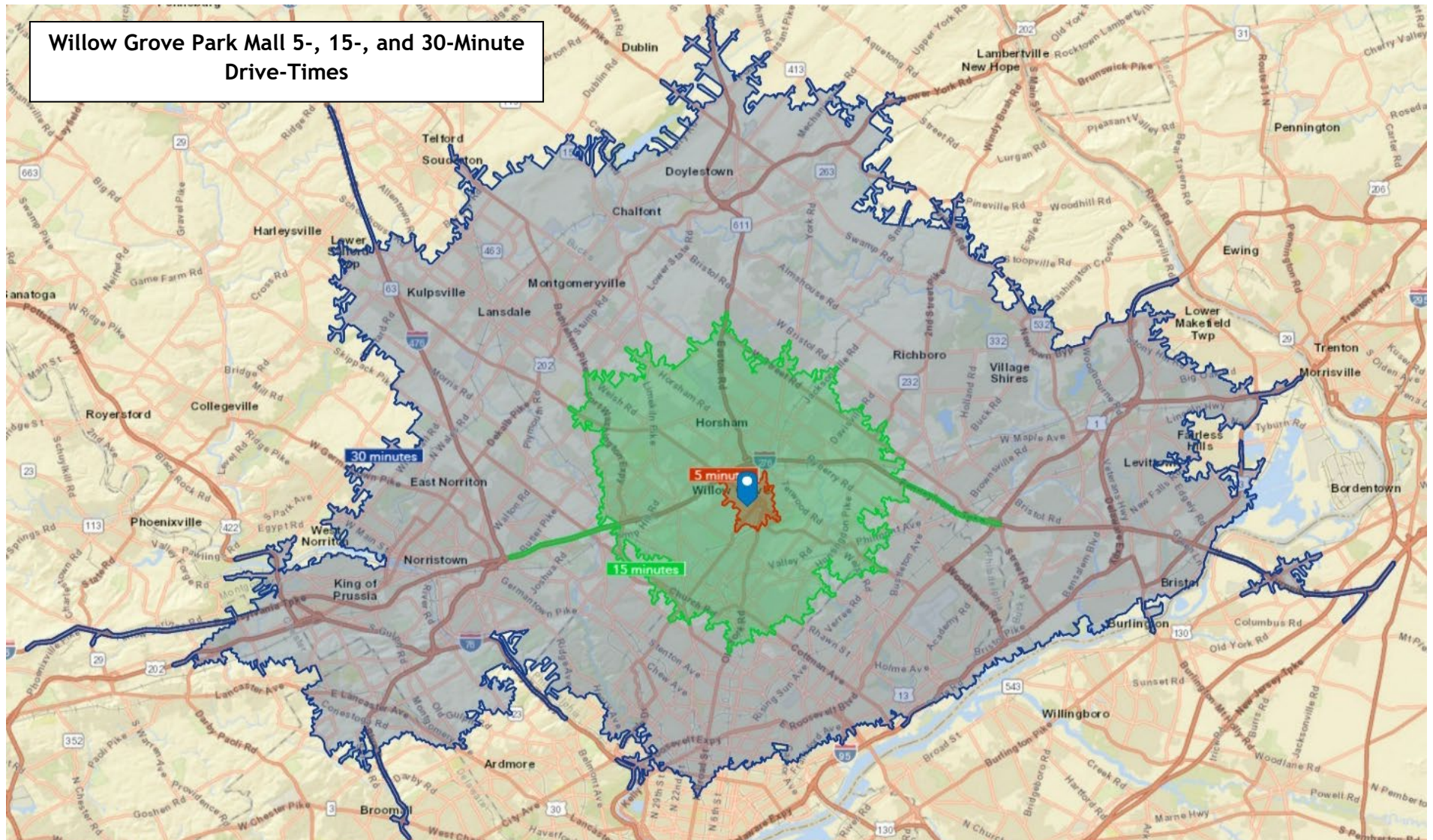
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<sup>3</sup> <https://planning.septa.org/wp-content/uploads/2021/02/FY2019-Route-Evaluation-Report-29JULY2020-RV.pdf>

<sup>4</sup> [https://gis.penndot.gov/BPR\\_PDF\\_FILES/MAPS/Traffic/Traffic\\_Volume/County\\_Maps/Montgomery\\_tv.pdf](https://gis.penndot.gov/BPR_PDF_FILES/MAPS/Traffic/Traffic_Volume/County_Maps/Montgomery_tv.pdf)



FIGURE 13 - WILLOW GROVE PARK MALL 5-, 15-, AND 30-MINUTE DRIVE-TIMES



Source: ESRI Business Analyst



## **OPPORTUNITIES:**

As the retail landscape continues to change, mall sites are increasingly being redeveloped to meet market demand for other uses. With the increase of e-commerce, enclosed malls have struggled to adapt in an increasingly digital age. During 2020 more than 8,300 retail stores closed while navigating the COVID-19 Pandemic<sup>5</sup>. This was followed by another 3,000 closures in 2021<sup>6</sup>. In 2022 Swiss bank UBS projected that between 40,000 and 50,000 retail stores in the U.S. will close over the next five years. Within the same report, it was noted that traditional shopping malls remain at higher risk for closures than neighborhood strip centers<sup>7</sup>. Furthermore, the decline in brick-and-mortar retail stores was predicted well before the COVID-19 pandemic. In 2017 Credit Suisse projected that 25% of U.S. malls would be closed by 2022<sup>8</sup>. These trends can be attributed to long-standing consumer shifts towards e-commerce, although they have been exacerbated by the COVID-19 Pandemic.

According to a December 2022 Philadelphia Retail Market Overview, CBRE Group, the world's largest commercial real estate services and investment firm, reports that there are retail space supply constraints within the Philadelphia region which leverages best-in-class assets<sup>9</sup> with desirable locations (such as the Mall site). Although the rise of e-commerce has caused enclosed malls to struggle with



Source: Delta Development Group, Inc.

tenant retention, the Philadelphia Market still requires new retail space that can accommodate retailers and restaurants looking for modern space. CBRE's Market Overview notes that "With supply at historic lows and forecasted to continue along this trend, best-in-class assets will continue to perform well and attract new retailers as there are very few options for expansion locations within the Philadelphia market". A "best-in-class" asset, such as the Mall site, can potentially satisfy this demand.

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<sup>5</sup> <https://www.businessinsider.com/stores-closing-in-2020-list-2020-1>

<sup>6</sup> <https://www.businessinsider.com/stores-closing-in-2021-list-2021-3>

<sup>7</sup> <https://www.cnbc.com/2022/04/13/ubs-50000-retail-store-closures-in-us-by-2026-after-pandemic-pause.html>

<sup>8</sup> <https://fortune.com/2017/05/31/malls-retail-stores-closing/>

<sup>9</sup> <https://cbre.com/insights/reports/philadelphia-retail-overview-december-2022>

Furthermore, Newmark Group, a commercial real estate advisory and services firm, reported that the suburban Philadelphia office market continues to experience healthy leasing velocity compared to the downtown Philadelphia market for Q4 2022.<sup>10</sup> The report also states that office tenants are looking to move to smaller footprints in higher quality spaces due to attractive concessions currently offered by landlords. They have found that tenants are moving from Class B and C spaces to Class A space, thereby maintaining the demand for new or newly redeveloped office space in suburban Philadelphia.

Avison Young, a global commercial real estate services firm, reports that demand for office space in the greater Philadelphia region has been increasing since 2020. They also reported that visitor volume for office space increased 28.2% year-over-year between December 2021 to December 2022. Visitor volume within office space is an important factor when determining how strong and active office spaces are.<sup>11</sup> A Q1 2023 research report by commercial real estate brokerage the Newmark Group found that despite challenges in leasing office space in Philadelphia's Central Business District (CBD), suburban Philadelphia experienced "heightened demand for quality [Class A] space" and that "a significant amount of leasing activity has been concentrated around Class A product in core suburban markets"<sup>10</sup>. However, it is important to note that the viability of new commercial office can change dependent upon prevailing economic conditions, and should therefore be monitored as economic conditions can change quickly.

To address these shifting market conditions, the Mall site should evolve to meet market demand as a mixed-use development with multiple property uses. According to the American Planning Association (APA), "mixed-use development" is defined as an alternative to mixed-use zoning that places multiple uses within a site<sup>12</sup>. Mixed-use development does not have a specified density, nor does a mixed-use development have a specified number of land use types to be integrated into the final development. A mixed-use development can integrate desired land uses at a density compatible with surrounding neighborhoods.

Currently, a majority of the Mall site's acreage is devoted to impervious surface parking spaces. Rather than maintaining the vast amount of impervious surface parking, strategically placed, smaller-sized buildings constructed in the surface parking areas could address market demand for different uses (*such as commercial office, multi-family residential, smaller retail centers, educational/institutional uses, etc.*). As shown in Page 16,

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<sup>10</sup> <https://nmrk.com/insights/market-report/philadelphia-market-reports>

<sup>11</sup> <https://avisonyoung.us/web/philadelphia/office-market-report>

<sup>12</sup> [https://www.planning.org/blog/9227408/supporting-active-living-through-mixed-use-developments/#:~:text=It%20places%20multiple%20uses%20within,distance%20\(horizontal%20mixed%20use\).](https://www.planning.org/blog/9227408/supporting-active-living-through-mixed-use-developments/#:~:text=It%20places%20multiple%20uses%20within,distance%20(horizontal%20mixed%20use).)



in comparison to its neighboring municipalities, Abington Township lacks commercial office space. Industries seeking office space due to growth in the Township and Montgomery County include: (1.) Ambulatory Health Care Services, (2.) Research and Development in the Physical, Engineering, and Life Sciences, (3.) Management of Companies and Enterprises, (4.) Software Publishers, (5.) Insurance agencies and Brokerages, and (6.) Engineering Services. A redevelopment strategy that blends market-based commercial retail and office space with greenspace, terraces, and walkways would be ideal to promote foot traffic from the surrounding residential communities. Because of the public pool and an elementary school adjacent to the Mall site, mixed-use development that implements a housing strategy may also provide considerable benefit.

This Delta team envisions a reimagination of the Mall site that also integrates an outdoor, walkable terrace with a number of smaller, strategically placed storefronts. This reimagination of the Mall site allow for a multitude of uses (consistent with market trends), including public greenspace (reminiscent of the former Willow Grove Park on which the Mall was constructed) that is connected to the Township's other recreational resources. A site redevelopment proposal could also encompassed entertainment-based uses – a desire of many community members (i.e. golf driving range, movie theater, arcades, mini-golf, etc.). This strategy is consistent with best practices from around the nation for reimagination of mall properties. According to a 2023 article by JLL, a leading commercial real estate brokerage firm, 46% of U.S. mall redevelopments are mixed-use, and most maintain some kind of retail use<sup>13</sup>.

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<sup>13</sup> <https://www.us.jll.com/en/views/mall-redevelopments-embrace-mixed-use>

## Retail

- Maintain retail uses, albeit at a lesser square footage
- Locate retail in smaller, strategically-located storefronts that leverage site traffic visibility

## Greenspace

- Integrate greenspace that connects to adjacent Township recreational areas
- Include design attributes reminiscent of the former Willow Grove Park

## Entertainment/Recreation

- Include entertainment-based uses that appeal to residents

## Office

- Utilize former retail space for the creation of Class A office
- Scale the square footage of available office space to prevailing market conditions
- Office space could also accommodate the Township's and County's strong industry sectors, such as healthcare, education, and

## Residential

- Integrate an appropriate amount of multi-family residential units in-scale with surrounding residential neighborhoods

Examples of similar developments include the following:

- **STONEBRIDGE (RICHMOND, VA):** Reuse of the former Cloverleaf mall into a grocery-anchored retail center, multi-family residential, office, and indoor recreational space.
- **FAIRLANE TOWN CENTER (DEARBORN, MI):** Reuse of former mall space into corporate offices for Ford Motor Company; in-line retail anchors remain; multi-family housing developed on out lots.
- **SOUTHERN PARK MALL (BOARDMAN, OH):** Reimagination of an existing suburban mall to include outdoor athletic space, entertainment green space, and an event venue; new restaurants will overlook and connect to the green space.

As the decline of physical retail stores has progressed, many Economic Development Corporations and similar organizations across the United States have been tasked with reimagining former retail malls and strip centers in-line with market demand. Some examples of where an Economic Development Corporation (or similar entity) have undertaken successful reuse projects include the following:

- **LOWER ALLEN DEVELOPMENT AUTHORITY (LOWER ALLEN TOWNSHIP, CUMBERLAND COUNTY, PA):** Reuse of a former Bon-Ton department store site into a new development (Lower Allen Commons) anchored by Trader Joe's and a Springhill Suites by Marriott hotel.
- **WATERFORD TOWNSHIP ECONOMIC DEVELOPMENT CORPORATION (WATERFORD CHARTER TOWNSHIP, MI):** Provided initial planning support for redevelopment of the long-vacant Summit Place Mall into the Oakland County Business Center.

- **EMPIRE STATE DEVELOPMENT (NIAGARA FALLS, NY):** Reuse of the former Rainbow Mall into space for the Niagara County Community College, Niagara Falls Culinary Institute, and smaller retail spaces.

### **CHALLENGES:**

Due to the Mall site's size, any reimagination of the Mall site will face the following challenges:

1. **CAPITAL-INTENSIVE:** Any effort to reimagine the Mall site will be capital-intensive. Costs will include design/engineering fees, permitting, mobilization, construction costs, etc.
2. **PLANNING/LAND DEVELOPMENT CONSISTENCY:** Reimagining the Mall site will require developing a concept consistent with the Ordinances and regulations of Abington Township, including zoning, subdivision & land development, stormwater control, etc. The concept would also have to be consistent with previous community planning efforts, including *Vision2035 – Abington's Comprehensive Plan Update*.
3. **COORDINATION WITH PENNDOT:** Changes to traffic patterns on state roadways will require coordination with and input from PennDOT, including a potential need for traffic impact studies.

### **NEXT-STEPS:**

- **COORDINATION WITH PROPERTY OWNER:** Once established, Abington Township EDC staff and the Board of Directors should meet with PREIT to better-understand their future plans for the Mall site.
- **PROMOTION OF THE MALL SITE:** Using procured printed and virtual media, promote the Mall site that connects to the Township's other recreational spaces.
- **ENHANCING/RECONSTRUCTING GREENSPACE:** If the property owner shows interest, allow the Abington Township EDC to spearhead the reconstruction of greenspace at the Mall site.
- **UTILIZING IMPERVIOUS PARKING AREAS:** Where appropriate, assist (either directly or in-partnership with the property owner) with applying for competitive grant and low-interest loan funding to construct new buildings (*i.e., commercial office, multi-family residential, smaller retail centers, educational/institutional uses, etc.*) where impervious parking areas currently exist.

## ROSLYN



Source: Delta Development Group, Inc.

### SITE DESCRIPTION AND EXISTING CONDITIONS:

Roslyn is an unincorporated legacy core community at the interchange of Easton Road and Susquehanna Road in northcentral Abington Township. Roslyn is approximately 1.0 mile south of the Willow Grove Park Mall site and connected via Easton Road. According to ESRI Business Analyst data, Roslyn has a population of

approximately 9,359 residents. ESRI Business Analyst data also notes that the population is notably well-educated, with approximately 69% of residents having attended some college or obtained either an associates, bachelor's, or graduate degree. In terms of age, approximately 59.9% of the population is between the ages of 18 and 64. Many residents of Roslyn own their homes (88.5% of households reside in an owner-occupied home). The median household income in Roslyn is nearly \$91,443.

The community contains a variety of community assets that range from schools, parks, places of worship, access to transportation, and an abundance of retail and other services within close proximity. Roslyn's downtown core is centered along a commercialized portion of Easton Road and contains a variety of one and two-story, street-facing commercial properties, some of which are converted to former single-family residential homes.

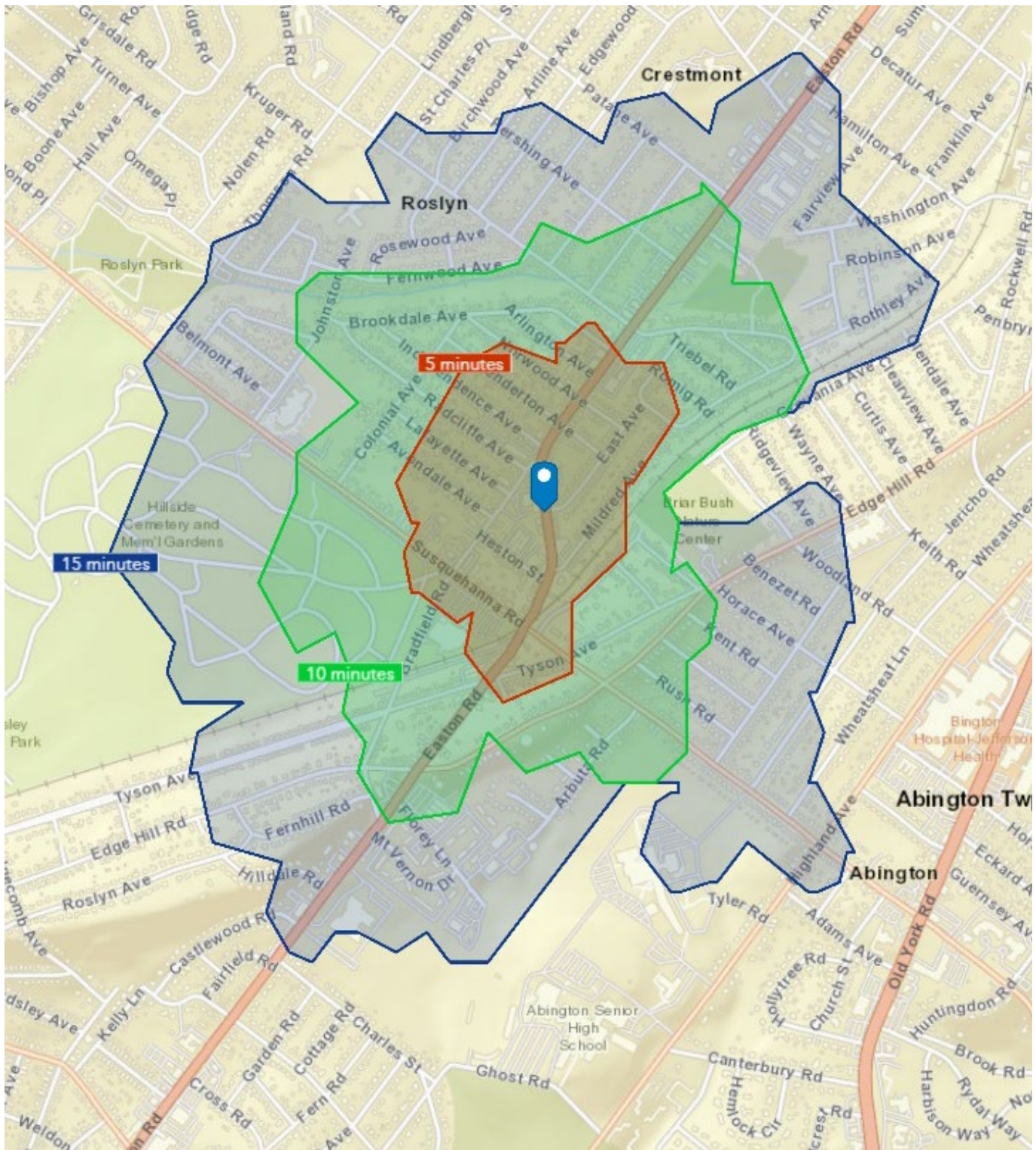
Public transportation access is a notable strength of Roslyn. Roslyn Station is a SEPTA light rail stop with ample parking. There are also numerous SEPTA bus stops within a one mile walk of Roslyn's downtown core along Easton Road. SEPTA's 22 bus line runs along Easton Road and has an annual passenger count of approximately 1,267,800 as reported on their Route Performance Evaluation Report for 2019. The report also states that the 22-bus line has approximately 28.9 passengers on a per hour basis<sup>14</sup>. PennDOT also reported an annual average daily traffic count (AADT) of approximately 17,850 within direct proximity of the downtown core of Roslyn. Given its location and connection to transportation amenities, Roslyn is well-positioned to benefit from redevelopment activities that promote new retail and dining options.

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<sup>14</sup> <https://planning.septa.org/wp-content/uploads/2021/02/FY2019-Route-Evaluation-Report-29JULY2020-RV.pdf>



FIGURE 14 - ROSLYN 5-, 10-, AND 15-MINUTE WALK TIMES



Source: ESRI Business Analyst



Housing within the Roslyn community is also more affordable than the Township at large. As of 2022, the highest percentage share of owner-occupied housing units within Roslyn falls between \$200,000 and \$249,999 (39.5%) as compared with Abington Township, where the largest share falls between \$300,000 and \$399,999 (28.1%). With 1,164 total homes in the \$200,000 - \$249,999 value range, Roslyn accounts for over one-third of all owner-occupied homes within Abington Township with the same value. Additionally, more than half of all owner-occupied homes in Abington Township are valued greater than \$300,000, while nearly 80% of homes in Roslyn are valued less than \$300,000.

**TABLE 12 - ROSLYN OWNER OCCUPIED HOUSING UNITS BY VALUE**

ROSLYN OWNER OCCUPIED HOUSING UNITS BY VALUE				
	Roslyn		Abington Township	
	Number	Percent	Number	Percent
Total	2,948	100.00%	17,160	100.00%
<\$50,000	28	0.90%	122	0.70%
\$50,000-\$99,999	15	0.50%	48	0.30%
\$100,000-\$149,999	23	0.80%	128	0.70%
\$150,000-\$199,999	269	9.10%	749	4.40%
\$200,000-\$249,999	1,164	39.50%	3,274	19.10%
\$250,000-\$299,999	806	27.30%	3,290	19.20%
\$300,000-\$399,999	463	15.70%	4,827	28.10%
\$400,000-\$499,999	99	3.40%	2,302	13.40%
\$500,000-\$749,999	54	1.80%	1,745	10.20%
\$750,000-\$999,999	11	0.40%	484	2.80%
\$1,000,000-\$1,499,999	5	0.20%	119	0.70%
\$1,500,000-\$1,999,999	2	0.10%	36	0.20%
\$2,000,000+	9	0.30%	36	0.20%
Median Value	\$248,926		\$320,075	
SOURCE: ESRI Business Analyst 2022 Housing Profile Report Estimates				

Renter-occupied housing units are also more affordable in Roslyn than the Township at large. Approximately 51.6% of renters in Roslyn spend less than \$1,000 in rent, while approximately 55.5% of all Abington Township renters spend between \$1,000 and \$1,999. Additionally, the median contract rent in Roslyn is approximately \$965 while median rent for the Township at large is approximately \$1,163.

TABLE 13 - ROSLYN RENTER OCCUPIED HOUSING UNITS BY RENT

ROSLYN RENTER OCCUPIED HOUSING UNITS BY RENT				
	Roslyn		Abington Township	
Monthly Rent	Number	Percent	Number	Percent
Total	424	100.00%	4,563	100.00%
Less than \$100	0	0.00%	36	0.80%
\$100-\$149	0	0.00%	202	4.40%
\$150-\$199	0	0.00%	24	0.50%
\$200-\$259	0	0.00%	20	0.40%
\$250-\$299	0	0.00%	48	1.10%
\$300-\$349	0	0.00%	45	1.00%
\$350-\$399	1	0.20%	36	0.80%
\$400-\$449	0	0.00%	0	0.00%
\$450-\$499	0	0.00%	8	0.20%
\$500-\$549	6	1.40%	40	0.90%
\$550-\$599	0	0.00%	7	0.20%
\$600-\$649	76	17.90%	156	3.40%
\$650-\$699	4	0.90%	30	0.70%
\$700-\$749	2	0.50%	62	1.40%
\$750-\$799	28	6.60%	172	3.80%
\$800-\$899	36	8.50%	318	7.00%
\$900-\$999	66	15.60%	416	9.10%
\$1,000-\$1,249	83	19.60%	884	19.40%
\$1,250-\$1,499	39	9.20%	818	17.90%
\$1,500-\$1,999	34	8.00%	829	18.20%
\$2,000-\$2,499	16	3.80%	103	2.30%
\$2,500-\$2,999	1	0.20%	33	0.70%
\$3,000-\$3,499	0	0.00%	79	1.70%
\$3,500 or more	0	0.00%	26	0.60%
Median Rent	\$965		1,163	
SOURCE: ESRI Business Analyst 2020 ACS Housing Summary Report Estimates				

The affordability of Roslyn as a place to live, coupled with its superior transportation access, makes it attractive to a wide swath of individuals and families. For this reason, with additional investment in the downtown core, Roslyn has excellent potential for future economic development efforts. ESRI Business Analyst data also shows that Roslyn has strong local (*i.e.*, 5-minute walk-time) demand for certain dining establishment types (*despite only a few existing dining options being available*). For instance, 64.7% of residents within a 5-minute walk-time went to a restaurant within the past six months, which amounted to a Market Potential Index (MPI) of 97. This percentage grows in the 10-minute (65.5%; MPI

– 98) and 15-minute (66.0%; MPI - 99) walk-times. A Market Potential Index is a ratio of spending relative to the nation as a whole. An MPI of 100 is on-par with consumer spending compared to the nation as a whole. MPI scores below 100 indicate less market potential relative to the nation, and MPI scores over 100 indicate increased market potential. MPI scores of 97, 98, and 99 are remarkably close to the MPI of the nation as a whole, which is promising for an area with a lesser number of dining establishments.

Dining establishment demand also remains strong when examining drive-time data. The drive-time data represents dining establishment demand from largely outside of the community. For instance, within a 30-minute drive-time, 65.6% of residents have eaten at a restaurant or steak house within the last 6 months (MPI – 98). The 30-minute drive-time also has a proportionately high percentage of residents (4.8%; MPI – 130) that have eaten at a fine dining establishment within the past 30 days and spent over \$100. The 30-minute drive-time also has a proportionately high percentage of residents (9.0%; MPI – 105) that spent \$101 - \$200 at a family restaurant or steak house within the past 30 days. These figures reveal a potential market for new dining establishments in Roslyn to satisfy regional demand. Due to the size and availability of commercial storefronts within Roslyn, it is suitable for a “Restaurant Row” concept with a variety of restaurants at different price-points and cuisine types. Based upon local and regional MPI scores, potentially lucrative cuisine and dining establishment types include (based upon MPI Scores found in Data Set #16 and #20):

- Breakfast and lunch restaurants
- Farm-to-table restaurants
- Seafood restaurants
- Fine dining restaurants

Additional Restaurant Market Potential data for Roslyn can be found in **Appendix 6 – ESRI Business Analyst Market Data Profiles**, including Data Set #16 (Restaurant Market Potential – Walk-Time) and Data Set #20 (Restaurant Market Potential – Drive-Time).

In addition, Roslyn also has promising spending demand. For instance, despite Roslyn not having clothing retailers, the Spending Potential Index (SPI) score for Apparel and Services is 98 out of 100. Because these retail establishments do not currently exist, Roslyn is missing out on an average of \$2,351 in spending on Apparel and Services per resident. This is just one example of lost market potential due to underutilized storefronts and properties in Roslyn.

Additional ESRI Business Analyst market data for Roslyn can be found in **Appendix 6 – ESRI Business Analyst Market Data Profiles**, including Data Sets #13, #14, #15, #17, #18, and #19.

### **OPPORTUNITIES:**

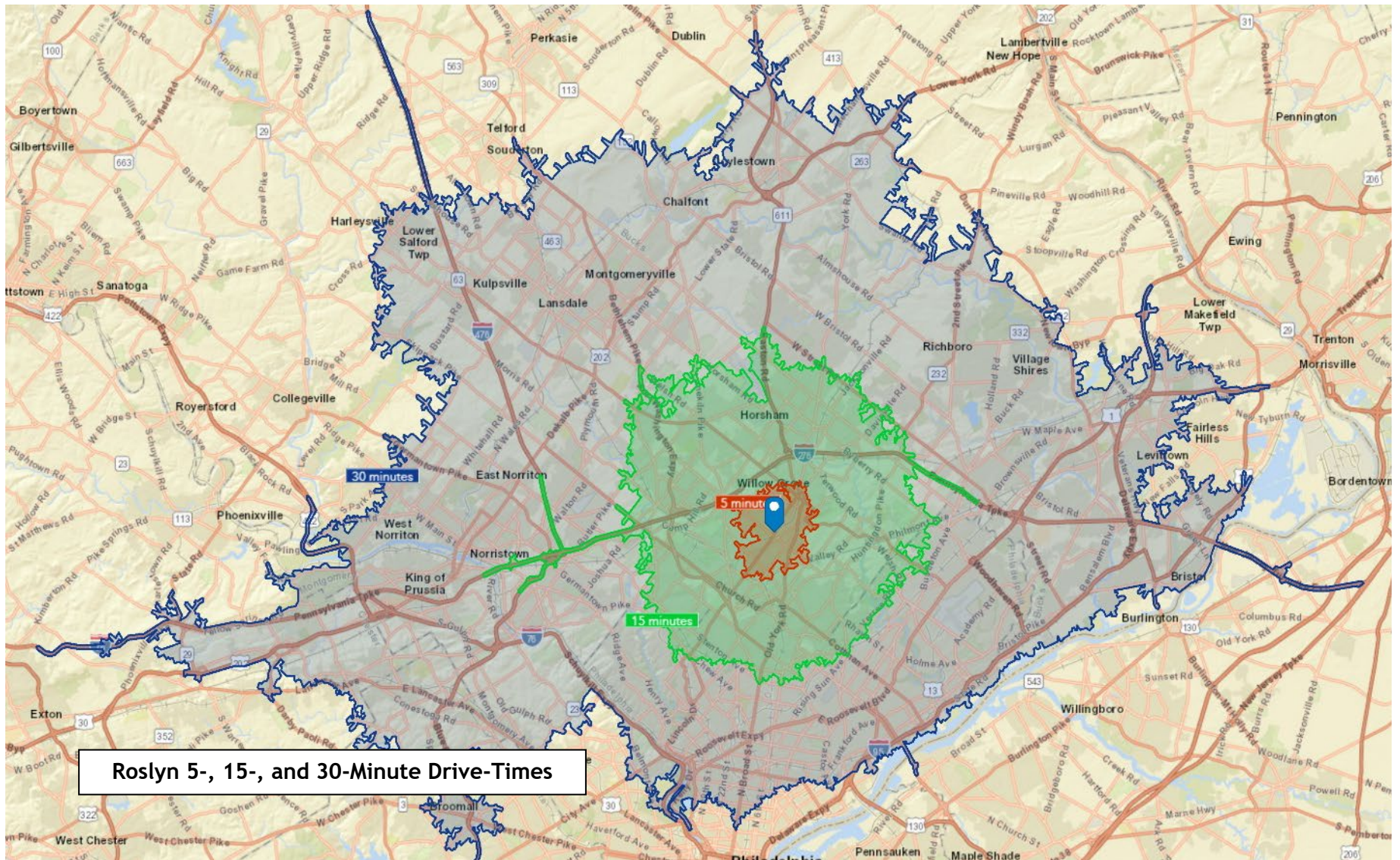
As noted above, Roslyn is an affordable community with many desirable attributes, including an existing legacy core/downtown and excellent access to public

transportation. Therefore, it makes an excellent candidate for a variety of economic development project types. For existing businesses, Roslyn would benefit from enhanced promotion and marketing, which could be achieved through the creation of a Township-wide Economic Development Corporation. An Economic Development Corporation, in conjunction with the existing Roslyn Valley Business Association, would have greater reach and resources to host community promotional events, publish business promotional materials, and market via web and social media sites. An Economic Development Corporation would also be able to serve as a conduit for programs and services that benefit a business's operations and facilities, such as a façade improvement program.

An Economic Development Corporation could also work to enhance Roslyn's streetscape. The condition of Roslyn's sidewalks vary greatly by property owner. Roslyn also lacks raised crosswalks, street planters, and other streetscaping amenities that enhance commerce and encourage visits. An Economic Development Corporation is an ideal conduit for such a streetscaping effort.



FIGURE 15 - ROSLYN 5-, 15-, AND 30-MINUTE DRIVE-TIMES



Source: ESRI Business Analyst



In addition, an Economic Development Corporation could undertake capital improvement projects to enhance the appearance of and promote commerce within Roslyn. Roslyn has a handful of underdeveloped and otherwise underutilized sites (including at prominent corners) where an Economic Development Corporation could steward develop of mixed-use, street-facing buildings (with a similar mass and scale to existing properties) or rehabilitation of existing buildings. This could be achieved either through direct acquisition by the EDC, or through a public-private partnership stemming from a competitive developer Request for Proposals (RFP). For residents, this translates into a more pedestrian and bike friendly experience as their needs are accessible through non-motorized transportation methods. Mixed-use buildings also allow for a better mix of housing types on a small scale while enhancing traditional town character and Roslyn's unique identity. Development in this manner will promote a sense of community and place.

#### **NEXT-STEPS:**

- **BUSINESS PROMOTION AND RETENTION:** Utilize funding streams to host community events, publish business promotional materials, and promote via web and social media to a larger audience; make a concerted effort to start a “Restaurant Row” initiative to attract and promote a diverse array of dining establishments within currently underutilized properties.
- **FAÇADE IMPROVEMENT PROGRAM:** Use the organizational structure of the EDC to serve as an administrator of façade improvement grant funds for small businesses.
- **STREETSCAPE ENHANCEMENTS:** Utilize public funds to enhance the streetscape in Roslyn, thereby promoting pedestrian/bike safety and the appearance of Roslyn.
- **ANCHOR BUILDING CONSTRUCTION/REHABILITATION:** Steward construction or rehabilitation of a mixed-use community anchor building to serve as a catalyst for future private sector investments in Roslyn.

## KESWICK



Source: Delta Development

### SITE DESCRIPTION AND EXISTING CONDITIONS:

Keswick is a village located in western Abington Township. Keswick is a hub of small businesses originally developed at the turn of the century as a get-away for the wealthy residents of Philadelphia. Today, it remains a vibrant community with most of its buildings having matched English Tudor style architecture.

Keswick is also home to the historic Keswick Theater, a longtime venue that first opened in 1928 and completely restored in 1988. Retail stores and restaurants line the streets with outdoor seating areas and on-street parking. The overall atmosphere encourages non-motorized transportation, such as walking, biking, etc.

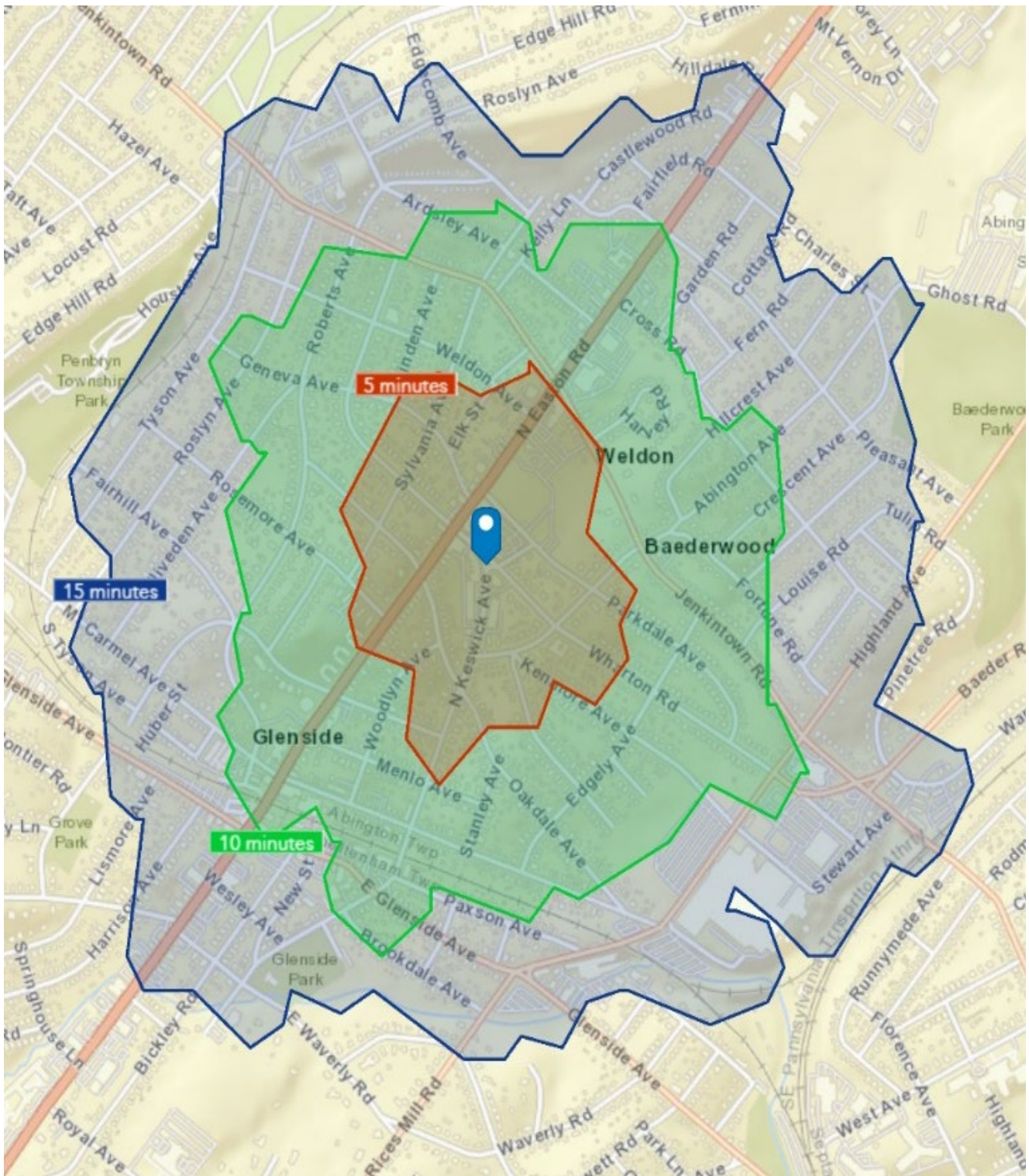
Keswick's quaint downtown contains a number of architecturally pleasing buildings and anchor restaurants, retailers, and the Keswick Theater. A roundabout sits at the heart of Keswick and serves as a vibrant centerpiece. Keswick also contains greenspace, including a sizable park located behind the Keswick Theater, including four baseball fields and a playground.

PennDOT's Traffic Information Repository data shows that that upward of 20,000 vehicles pass by Keswick along Easton Road. Additionally, Jenkintown Road, Highland Avenue, Mt. Carmel Avenue and East Glenside Avenue all receive upward of 10,000 AADT counts per day. With this vehicular access in-mind, Keswick has the potential to attract 60,000 travelers per day.<sup>15</sup> Furthermore, Keswick has public transportation access via SEPTA's 22 bus line, which makes a stop at the corner of Easton Road and Keswick Avenue.

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<sup>15</sup> <https://gis.penndot.gov/tire>

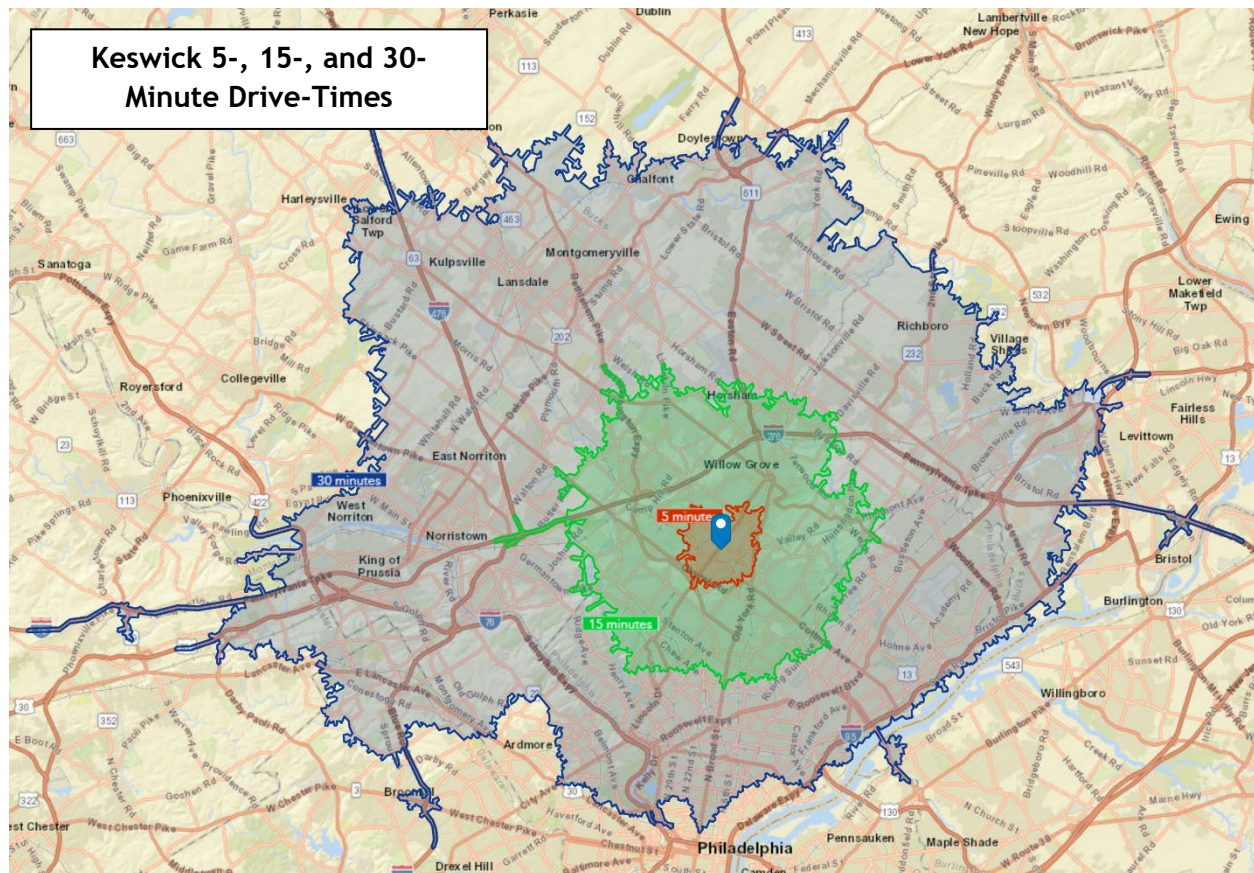
FIGURE 16 - KESWICK 5-, 10-, AND 15-MINUTE WALK-TIMES



Source: ESRI Business Analyst



FIGURE 17 - KESWICK 5-, 15-, AND 30-MINUTE WALK-TIMES



Source: ESRI Business Analyst

### **OPPORTUNITIES:**

Past preservation and community development efforts in Keswick have been successful, hence its continued success as an arts and culture, retail, and dining destination. It has also benefitted from concerted efforts to maintain its unique English Tudor appearance. Despite this success, discussions with the Office of the Township Manager revealed that some businesses have not been successful in Keswick. Creation of a Township-wide Economic Development Corporation, in partnership with the existing Keswick Village Business Association, would benefit existing businesses through greater reach and resources to host community promotional events, publish business promotional materials, and market via web and social media sites. An Economic Development Corporation would also be able to spearhead small infrastructure projects that would help to draw and retain customers, such as the installation of EV charging infrastructure.

Analysis of consumer spending patterns in Keswick reveals encouraging trends and potential opportunities. According to ESRI Business Analyst 2027 projections, within a 5-minute drive-time of Keswick, consumer spending is anticipated to grow by:

1. \$4.7 million for Apparel & Services
2. \$7.2 million for Entertainment & Recreation
3. \$20.4 million on Food (*both restaurant and grocery purchases*)



In addition, ESRI Business Analyst data shows that Apparel & Services, Entertainment & Recreation, and Food (both restaurant and grocer purchases) have particularly high spending potential indexes (SPI) within a 5-minute drive time of Keswick and remain above the industry standard within the 15-minute and 30-minute drive-times. Restaurant market Spending Potential Index (SPI) counts are particularly high for fine-dining and upscale fast-casual dining options within the 5-, 15-, and 30-minute drive-times.

More ESRI Business Analyst market data can be found within **Appendix 6 – ESRI Business Analyst Market Data Profiles**, Data Sets #6 - #12.

### **CHALLENGES:**

For any capital projects that take place within Keswick, the Abington Township EDC must be conscious and respectful of the existing aesthetic character that has made Keswick a retail, dining, and entertainment hub. It may also be more difficult for the Abington Township EDC to directly purchase and rehabilitate existing buildings due to the area's high resale values. Discussions with community members have also revealed that some businesses, including both retailers and restaurants, have not been open long in Keswick, which could be indicative of a need for enhanced business promotion and retention efforts or business assistance needs.

### **NEXT-STEPS:**

- **AESTHETIC PRESERVATION:** Utilize funding streams available to the Abington Township EDC to preserve and enhance the aesthetic appearance of Keswick, including streetscaping efforts, façade improvement programs, installation of pedestrian and bike amenities, installation of EV charging infrastructure, etc.
- **BUSINESS PROMOTION AND RETENTION:** Utilize funding streams available to the Abington Township EDC to host community events, publish business promotional materials, and promote via web and social media (in partnership with the Keswick Village Business Association) to a larger audience.
- **BUSINESS ASSISTANCE PROGRAMS:** Establish business assistance programs, administered by the Abington Township EDC, including small business loan and grant programs for equipment upgrades, façade improvements, promotions, etc.

## OLD YORK ROAD CORRIDOR/NOBLE



**Source:** Delta Development Group, Inc.

### SITE DESCRIPTION AND EXISTING CONDITIONS:

The Old York Road Corridor (Corridor) is a part of Pennsylvania 611 that serves as the primary north/south route through the Township. The Corridor spans approximately 2.5 miles between Moreland Road to the North and Rydal Road to the South. Along Old

York Road are a variety of well-established retail stores (including anchor stores such as Target, Michael's, Trader Joe's and Bed Bath & Beyond), the Jefferson Abington Hospital, Penn State Abington student housing, numerous restaurants, and other sources of entertainment.

The Corridor is rich with desirable attributes, including transportation access, retail, medical centers, restaurants, and other sources of entertainment. The northern sections of the Corridor are more residential than the southern parts, although there is a fair distribution of business activity nestled throughout the northern section. These businesses mainly consist of small businesses and non-franchised restaurants. The northern section also has access to the Crestmont SEPTA train station. The mid-way point between Edge Hill Road and Susquehanna Road is where the Corridor begins to become more heavily developed, including large anchor stores and Jefferson Abington Hospital. Between Susquehanna Road and The Fairway is the southern section of the Corridor. This section consists of student housing, large anchor retail stores, high-rise office buildings, and the only SEPTA station directly accessible from Old York Road. Recent development activities along the southern section of the Corridor include Rydal Waters at Rydal Park, a modern senior living community.

Throughout the entire Corridor, there are multiple SEPTA bus stops along Line 55. Line 55 carries over 1.5 million passengers annually.<sup>16</sup> SEPTA's Crestmont Station provides access to their Warminster train line, which carries 7,667 passengers daily, amounting to 2,294,350 passengers annually. Add on another 3.3 million passengers through SEPTA's West Trenton train line that gives access to the Noble Station, and Old York Road is accessible to approximately 5,688,730 travelers who utilize SEPTA's train services.<sup>17</sup>

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<sup>16</sup> <https://planning.septa.org/wp-content/uploads/2021/02/FY2019-Route-Evaluation-Report-29JULY2020-RV.pdf>

<sup>17</sup> <https://planning.septa.org/reports/>

Vehicular traffic is also a strong attribute of the Old York Road Corridor for economic development efforts. The entire Old York Road Corridor has an AADT of approximately 100,000 vehicles per day. Other major roads include Old Welsh Road and Edge Hill Road to the north, Susquehanna Road and Highland Avenue at the mid-way point, and The Fairway and Walnut Street to the south, all of which have AADTs rated between 5,000 and 20,000 vehicles per day.<sup>18</sup> This number of travelers through train, bus, and personal vehicles suggests that the entire Old York Road Corridor is unequivocally well-suited for economic development activities.

**FIGURE 18 - OLD YORK ROAD CORRIDOR/NOBLE 5-, 15-, AND 30-MINUTE DRIVE-TIMES**

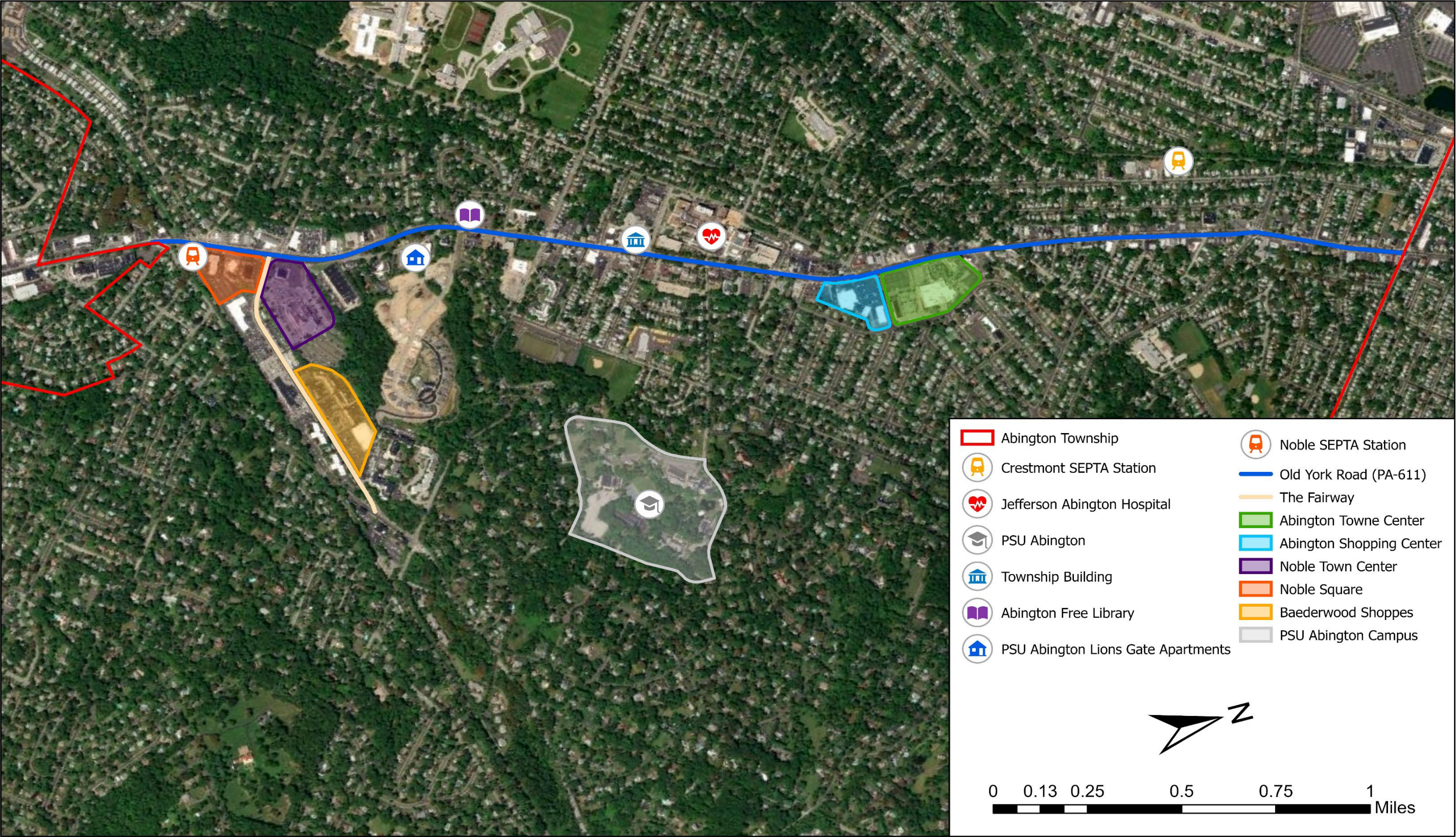


**Source:** ESRI Business Analyst

<sup>18</sup> [https://gis.penndot.gov/BPR\\_PDF\\_FILES/MAPS/Traffic/Traffic\\_Volume/County\\_Maps/Montgomery\\_tv.pdf](https://gis.penndot.gov/BPR_PDF_FILES/MAPS/Traffic/Traffic_Volume/County_Maps/Montgomery_tv.pdf)



FIGURE 19- OLD YORK ROAD CORRIDOR





## **OPPORTUNITIES:**

The Old York Road Corridor's inherent positive attributes (including high AADT counts and public transportation access) make it ripe for future economic development project opportunities. Whether it is development of office space, additional retail stores, or implementing smart and green infrastructure, the Old York Road Corridor is a suitable location.

The Old York Road Corridor also benefits from the presence of Penn State Abington, which operates a 45.0-acre campus between Huntingdon Road and Valley Road. As of the Fall 2022 semester, Penn



**PennState**  
**Abington**

State Abington had an undergraduate enrollment of 3,090 students<sup>19</sup>. Penn State Abington recently constructed a five-story student housing complex along Old York Road, known as the Penn State Lions Gate Apartments, to accommodate the need for student housing within close proximity to the campus. By constructing a student housing campus along Old York Road, Penn State Abington placed students near a variety of the Township's assets, including retailers, restaurants, and the Abington Free Library. The Township should maintain an open line of communication with Penn State Abington to collaborate on projects similar to the Penn State Lions Gate Apartments. Penn State Abington has the ability to advance projects with similar benefit to the Township's businesses and improve the function and appearance of the Old York Road Corridor.

In consideration of future economic development opportunities, emphasis should be placed on existing amenities and plans. One potential economic development strategy would entail multi-modal transportation amenities along portions of the Corridor without such amenities. This effort would promote safe alternative forms of transportation and reduce traffic congestion while also complementing the multi-modal infrastructure along The Fairway and the additional intersection reconfiguration at the intersection of Susquehanna and Old York Road.

In addition, as the nation continues to take strides toward deploying zero-emission vehicles and allocating record amounts of funding to infrastructure development, it warrants consideration of implementing electric vehicle (EV) infrastructure along the heavily used Corridor. Between 2017 and 2021, EV registrations in Montgomery County and the Commonwealth have exponentially grown. Within this five-year span, Montgomery County registered over five times more EVs while the Commonwealth registers over four times more. Between 2020 and 2021, Montgomery County increased their EV registrations by 44.5%. EV registrations across the entire Commonwealth

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<sup>19</sup> [Penn State Student Enrollment Dashboard](#)

increased by 54.5% within the same timeframe. Year-over-year increases range between 37.4% to 123.1% for Montgomery County and 39.8% to 76.3% for the Commonwealth. These increases suggest a growing need for EV infrastructure. An EDC could serve a vital role in undertaking smaller, achievable infrastructure projects along the Corridor, including the deployment of EV charging infrastructure.

**TABLE 14 - NUMBER OF ELECTRIC VEHICLE REGISTRATIONS**

<b>NUMBER OF ELECTRIC VEHICLE REGISTRATIONS</b>		
<b>Year</b>	<b>Montgomery County</b>	<b>Pennsylvania</b>
<b>2017</b>	511	4,364
<b>2018</b>	1,140	7,694
<b>2019</b>	1,605	10,875
<b>2020</b>	2,205	15,205
<b>2021</b>	3,186	23,487
<i><b>SOURCE: PennDOT Annual Report of Registrations</b></i>		

The Abington Township EDC could also take an active role in the use of underutilized parcels or buildings. Portions of the Old York Road Corridor contain retail properties that are vacant, underutilized relative to the commercial viability of the Corridor, and possess front facing surface parking lots that are at-odds with the original small surface setback character of the area. The Abington Township EDC could serve as a catalyst for future private sector investment in the Corridor. As the Phoenixville Area Economic Development Corporation (PAEDCO) did with their 100 Bridge Street building (**See Section 5.1**), the EDC could acquire property (some of which is not commercially viable private sector rehabilitation) for rehabilitation efforts using public grant and loan funding. An investment in this manner would enhance commerce within the Corridor, provide space for new private sector businesses to thrive, and encourage future private sector investment in neighboring commercial properties. Alternatively, an EDC could acquire property and undertake a Request for Proposal (RFP) process. An RFP process would entail the EDC outlining parameters for rehabilitation or development of the property, providing the RFP to private sector developers, and developing a mutually agreed-upon partnership arrangement to advance rehabilitation or development of the property. Either arrangement, through direct rehabilitation/development or a partnership via RFP, would help to advance the Township's economic development goals.

### **CHALLENGES:**

Economic development efforts along the Old York Road Corridor will take immense coordination with current property owners and PennDOT. Depending on the scopes of work proposed, streetscaping efforts or the installation of EV charging infrastructure will require buy-in from local businesses/property owners and PennDOT (due to the Old York Road Corridor's status as a state road). If properties are acquired for rehabilitation or

development, the Abington Township EDC would have to forge public consensus on future use of the property and ensure that the proposed efforts are consistent with the Township's zoning ordinance, subdivision & land development ordinance, *Vision2035 – Abington's Comprehensive Plan Update*, etc. Because of this required coordination, an EDC is more well-suited to spearhead such an effort as opposed to the existing Economic Development Committee.

**NEXT-STEPS:**

- **STREETSCAPE ENHANCEMENTS:** Utilize public funds to enhance the streetscape along portions of the Old York Road Corridor, thereby promoting pedestrian/bike safety and pleasing community aesthetics.
- **EV CHARGING INFRASTRUCTURE:** Secure competitive funding for the installation of EV charging infrastructure
- **UNDERUTILIZED BUILDING AND LOT DEVELOPMENT:** Develop underutilized lots along the Old York Road Corridor to enhance commerce; can be achieved through the use of competitive Requests for Proposals (RFPs) led by an Economic Development Corporation or through direct purchase of property for rehabilitation.

## SECTION 5 - ACTION AND IMPLEMENTATION





## **SECTION 5.1: ECONOMIC DEVELOPMENT IMPLEMENTATION ORGANIZATION**

To advance economic development efforts in Abington Township, the Township must have the appropriate organizational tools in place. Currently, Township-wide economic development efforts are undertaken by the Community Development Department (in conjunction with the Office of the Township Manager), with a previously established Economic Development Committee serving an advisory role. Although the existing Economic Development Committee provides valuable contributions to economic development efforts in Abington Township, it is limited in its ability to advance economic development efforts for the following reasons:

1. It serves only an advisory role – it cannot advance economic development projects on its own accord.
2. It lacks individual 501(c)(3) status, which means that it cannot be the direct recipient of grant or loan funding.
3. It is a volunteer body without staff, which hampers its ability to advance complex economic development projects.

To bolster economic development implementation efforts, in 2019, the Township began to explore the feasibility of an Economic Development Corporation (EDC). An EDC is a non-profit economic development organization with the goal of promoting business interests, long-term business growth, promotion of existing businesses, and attraction of new businesses in a targeted area. The goal of the Abington Township EDC would be to:

1. Maintain existing business communities, community assets, occupancy levels and employment.
2. Enhance downtown centers, vacant properties, multi-modal transportation and community facilities.
3. Attract investment, revitalization, new employers, job growth; and
4. Grow the economy, job market, and quality of life of residents and community assets.

Delta undertook a comprehensive review of economic development entity types to ensure that an Economic Development Corporation, organized as a 501(c)(3) non-profit organization, can truly accomplish the Township's goals and action items needed to advance economic development efforts. Delta also developed case studies of how different municipal-based economic development organizations use their non-profit or authority status to advance economic development efforts.

### **COMPARATIVE ORGANIZATIONAL ENTITY MATRIX**

The organization of Abington Township's economic development entity will have an impact on how the entity advances projects. For instance, economic development and redevelopment authorities can secure tax-free bond financing, which is not an option available to economic development committees, economic development corporations, or business improvement districts. Business improvement districts, for instance, have a steady stream of tax revenue to support investments in the community, while the other economic development organization types do not have a built-in source of reliable revenue. The following matrix outlines the differences between five (5) economic development organization types.

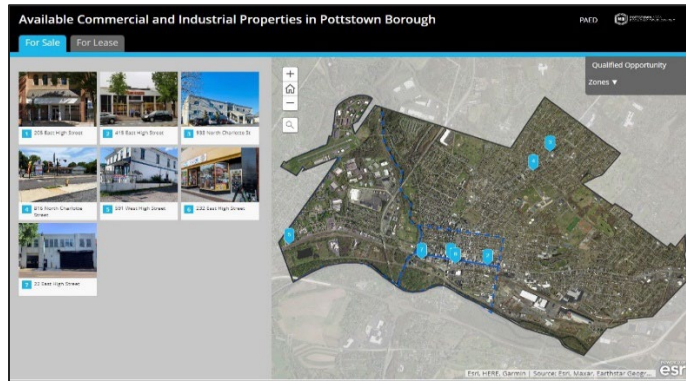
TABLE 15 - ECONOMIC DEVELOPMENT ORGANIZATION TYPES: COMMONWEALTH OF PENNSYLVANIA

ECONOMIC DEVELOPMENT ORGANIZATION TYPES: COMMONWEALTH OF PENNSYLVANIA					
	BUSINESS IMPROVEMENT DISTRICT (BID) / NEIGHBORHOOD IMPROVEMENT DISTRICT (NID)	ECONOMIC DEVELOPMENT COMMITTEE	ECONOMIC DEVELOPMENT CORPORATION (EDC)	COMMERCIAL DEVELOPMENT AUTHORITY/INDUSTRIAL DEVELOPMENT AUTHORITY	REDEVELOPMENT AUTHORITY
AUTHORIZING CODE/LEGISLATION	Neighborhood Improvement District Act of December 20, 2000	Municipal Resolution	Section 115 of the IRS Code 1986	Economic Development Financing Law, Act of August 23, 1967 (Amended 1993 and 2013).	Urban Redevelopment Law, Act of May 24, 1945 (Amended 2020) / Chapter 56 of the PA Code (Municipal Authorities).
DESCRIPTION	A limited geographic area within a municipality, in which a special assessment is levied on all designated property, other than tax-exempt property, for the purpose of promoting the economic and general welfare of the district and municipality. Property owners must vote to approve of establishing the BID/NID.	Committee established by municipal leadership to provide recommendations on matters of economic development.	Not-for-profit corporation that qualifies as a government instrumentality as defined by Section 115 of the Internal Revenue Code. Economic Development Corporations promote business interests within a defined geographic area, with a focus on longer-term business growth through promotion of existing businesses and attraction of new businesses.	Authorities involved in tourist promotion, economic development promotion, industrial parks, and small business incubator projects. They finance, construct, and lease projects for industrial or commercial development using tax-exempt revenue bonds.	Authority with the power to condemn properties in designated blighted areas under eminent domain, clear the land, and resell it to private interests for redevelopment.
ADVANTAGES	<ul style="list-style-type: none"> <li>Steady revenue stream to undertake improvements.</li> </ul>	<ul style="list-style-type: none"> <li>Established through simple municipal resolution.</li> <li>Typically does not have paid staff, therefore inexpensive to establish.</li> </ul>	<ul style="list-style-type: none"> <li>Typically place a partial emphasis on business growth and attraction rather than solely development/redevelopment.</li> <li>Eligible for most state and federal grant and low-interest loan opportunities.</li> <li>Often serves as a coordination entity for both small and large economic development initiatives.</li> <li>Structure allows the organization to administer smaller funding programs for local businesses and entities (<i>i.e. facade improvement grant programs, business assistance programs, etc.</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Ability to use authority for eminent domain proceedings (<i>i.e., site control</i>), including blighted and vacant homes that have "uncured" municipality code violations.</li> <li>Ability to issue tax-exempt bonds.</li> <li>Ability to issue and administer Tax Increment Financing (TIF).</li> <li>Eligible for most state and federal grant and low-interest loan opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to use authority for eminent domain proceedings (<i>i.e., site control</i>), including blighted and vacant homes that have "uncured" municipality code violations.</li> <li>Ability to issue tax-exempt bonds.</li> <li>Ability to issue and administer Tax Increment Financing (TIF).</li> <li>Eligible for most state and federal grant and low-interest loan opportunities.</li> </ul>
RELEVANT EXAMPLES	<ul style="list-style-type: none"> <li>Downtown State College Improvement District (Centre County).</li> <li>West Chester Business Improvement District (Chester County).</li> <li>King of Prussia (Upper Merion) District (Montgomery County).</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township Economic Development Committee (Montgomery County).</li> <li>Lansdale Economic Development Committee (Montgomery County).</li> <li>Upper Merion Economic &amp; Community Development Committee (Montgomery County).</li> </ul>	<ul style="list-style-type: none"> <li>Discover Haverford (Delaware County).</li> <li>Pottstown Area Economic Development (Montgomery County).</li> <li>Phoenixville Area Economic Development Corporation (Chester County).</li> <li>Allentown Economic Development Corporation (Lehigh County).</li> </ul>	<ul style="list-style-type: none"> <li>Lower Allen Development Authority Board (Cumberland County).</li> <li>Whitehall Township Industrial &amp; Commercial Development Authority (Lehigh County).</li> <li>Hatfield Township Industrial Development Authority (Montgomery County).</li> </ul>	<ul style="list-style-type: none"> <li>City of Williamsport Redevelopment Authority (Lycoming County).</li> <li>Erie Redevelopment Authority (Erie County).</li> <li>Urban Redevelopment Authority (Allegheny Township).</li> </ul>

## CASE STUDIES

To obtain a greater understanding of municipal-based economic development best practices, organizational structures, and roles and responsibilities, Delta developed case studies of economic development organizations with a similar operational mission.

### POTTSTOWN AREA ECONOMIC DEVELOPMENT (PAED)



PAED Available Commercial and Industrial Property Dashboard

**LOCATION:** Borough of Pottstown, Montgomery County

**ORGANIZATION TYPE:** Economic Development Corporation (501c(3))

**MISSION:** To develop, coordinate and implement an overall economic development strategy for the Borough of Pottstown designed to stimulate investment which will maintain and enhance the tax base; retain and create job opportunities; and restore and utilize or remove under-utilized buildings.

**STRUCTURE:** PAED is governed by a 17-member Board of Directors. The Executive Director serves under the guidance and leadership of the Board of Directors.

**ROLES:** PAED possesses multiple economic development functions in support of the Pottstown area, including the following:

1. Develop and implement an economic development strategy to maintain and grow the tax base.
2. Retain and attract employers.
3. Redevelop or rehabilitate under-utilized buildings and vacant lots.

**PROJECTS/INITIATIVES:** PAED is currently undertaking the following projects and initiatives:

1. **"I PICK POTTSTOWN" CAMPAIGN:** PAED has branded its business recruitment campaign as "I Pick Pottstown". Operating this campaign and providing prospective businesses with information about the community is a core function of PAED.



2. **GIS DASHBOARD:** PAED maintains a GIS dashboard of available properties in the Pottstown area for sale of lease. The GIS dashboard also outlines zones of special tax incentives, such as their Qualified Opportunity Zones (QOZs).
3. **LIFE SCIENCES HUB:** PAED is currently working in partnership with a private-sector developer to market a life sciences incubator hub to prospective tenants. PAED has identified life sciences research as an area of emphasis for business recruitment and retention efforts. To effectively market to this industry sector, PAED maintains a membership with Life Sciences PA, an advocacy organization for the Commonwealth's life sciences sector.
4. **REDEVELOPMENT/REHABILITATION:** PAED purchases blighted properties for remediation, redevelopment, or rehabilitation. These efforts are funded, in-part, but the acquisition of competitive grant and loan funding. PAED has the in-house expertise to manage and bid contracts for remediation, redevelopment, and rehabilitation projects.

Website: <https://ipickpottstown.org/>

## PHOENIXVILLE AREA ECONOMIC DEVELOPMENT CORPORATION (PAEDCO)



*Bluebird Distilling (at 100 Bridge Street); Photo Courtesy of GuidetoPhilly.com*

**LOCATION:** Borough of Phoenixville, Chester County

**ORGANIZATION TYPE:** Economic Development Corporation (501c(3))

**MISSION:** To revive the Borough of Phoenixville's economy through key projects that serve to benefit both economic development and community development efforts.

**STRUCTURE:** PAEDCO is organized under the Phoenixville Regional Chamber of Commerce, which supports businesses interests of Northeastern Chester, Western Montgomery, and parts of Delaware Counties. PAEDCO currently has 370 active businesses, organizations, and individuals within its membership, which provide revenue for the organization.

**ROLES:** PAEDCO has a focus in the following areas:

1. Redevelopment efforts.
2. Rehabilitation and historic properties.
3. Applicant for public funding applications to support redevelopment and rehabilitation projects.

**PROJECTS/INITIATIVES:** PAEDCO has undertaken the following projects:

1. **HISTORIC DISTRICT:** One of PAEDCO's first actions was championing the establishment of the Phoenixville Historic District, which is comprised of over 1,200 properties.
2. **COLONIAL THEATRE:** The Colonial Theatre has been at the core of PAEDCO's efforts since the 1990s. At risk of demolition, PAEDCO purchased the building in 1996 to save it from demolition. PAEDCO released a Request for Proposals (RFP) to collect use concepts from prospective buyers, seeking a buyer that would best enhance the downtown. The Theatre was sold to the Association of the Colonial Theatre, a non-profit organization committed to the restoration and maintenance of the building. PAEDCO has continued to advocate for the operation and enhancement of the Theatre.

3. **PHOENIXVILLE FOUNDRY:** After an extensive fundraising campaign, PAEDCO acquired the Phoenixville Foundry building in 1998 to spare it from demolition. At the time, it was listed as one of the nine most endangered buildings in the Commonwealth. PAEDCO developed an RFP seeking a private-sector partner for development. The Hankin Group, a developer of commercial and residential properties, was selected. Today, the building is an event venue.
4. **100 BRIDGE STREET:** Since its founding, PAEDCO has sought to bring neglected properties back to functional reuse. In 2014, PAEDCO purchased 100 Bridge Street in accordance with its targeted goal to improve town gateways and create owner-occupied businesses. Following its acquisition and renovation by PAEDCO, the property was sold to Bluebird Distillery.

Website: <https://phoenixvillechamber.org/economic-development/paedco/>

## DISCOVER HAVERFORD: A PARTNERSHIP FOR ECONOMIC DEVELOPMENT



*Façade Restoration Efforts; Photo Courtesy of DiscoverHaverford.org*

**LOCATION:** Haverford Township, Delaware County

**ORGANIZATION TYPE:** Economic Development Corporation (501c(3))

**MISSION:** To support economic development projects and programs to support businesses, beautify business districts, enhance the quality of life for residents, and to market the Township as a shopping and dining destination.

**STRUCTURE:** Discover Haverford, formerly known as the Haverford Partnership for Economic Development (HPED), is governed by an 11-member Board of Directors that oversees three (3) staff members.

**ROLES:** Discover Haverford has a focus in the following areas:

1. Beautification of business districts and public places
2. Business recruitment and support
3. Business promotion

**PROJECTS/INITIATIVES:** Discover Haverford has undertaken the following projects and initiatives:

- 1. FAÇADE IMPROVEMENTS:** In 2022, Discover Haverford launched a façade improvement grant program using American Rescue Plan Act funds provided by Haverford Township. Discover Haverford also offers free window & façade design consultations to assist business owners with visual merchandising in their storefronts.
- 2. STREETSCAPE IMPROVEMENTS:** Discover Haverford coordinates streetscape improvements in the Township's business districts and public places. Discover Haverford staff and volunteers coordinate the design, selection of products and materials, planting, and weeding. The Township pays for the materials, and the Public Works Department assists with the installation of larger streetscape elements.
- 3. SHOP & DINE LOCAL CAMPAIGN:** Retail and dining businesses are essential to economic development efforts in the Township. As such, Discover Haverford has



developed a Shop & Dine Local Campaign to feature and promote businesses through their newsletter, website, social media, signage, and a variety of programs and events. Discover Haverford also publishes an online Restaurant Guide on its website.

Website: <https://discoverhaverford.org/>

## COLLEGEVILLE ECONOMIC DEVELOPMENT CORPORATION (CEDC)



CEDC Accepting RACP Grant; Photo Courtesy of [CollegevilleDevelopment.org](http://CollegevilleDevelopment.org)

**LOCATION:** Borough of Collegeville, Montgomery County

**ORGANIZATION TYPE:** Economic Development Corporation (501c(3))

**MISSION:** To promote the Collegeville Borough Business District and Ursinus College campus as a destination, enhance and promote social and economic connections between the business district and campus, promote the accessibility and character of Collegeville – thriving and safe, encourage family-related activities, encourage visitor activities connecting to regional assets, and help shape the future of both Collegeville Borough and the region.

**STRUCTURE:** The CADC is governed by a 12-member Board of Directors. Since 2015, the CEDC has been an all-volunteer organization due to operational grant funding ending (there was a full-time manager prior to 2015)

**ROLES:** The CEDC serves the follow roles:

1. Promotes local businesses, including a Restaurant Guide on their website.
2. Hosts and promotes community events, including the Collegeville Farmer's Market (until 2015), Trappe Memorial Day Parade, holiday events, community-wide yard sale, etc.
3. Secure public grant funding, in partnership with Ursinus College, to undertake **COMMUNITY IMPROVEMENT PROJECTS.**

**PROJECTS/INITIATIVES:** CEDC has undertaken the following projects:

4. **MAIN STREET REVITALIZATION:** In partnership with Ursinus College, CEDC has secured \$3.0 million in Redevelopment Assistance Capital Program (RACP) funding from the Governor's Office of the Budget for revitalization of East Main Street. The revitalization of the 400-block of East Main Street will entail building or renovating existing buildings into mixed-use so that more restaurants and retail can open within close proximity to Ursinus College. The project may also entail creating a community gathering place to enhance the town-gown relationship. CEDC is currently working to secure matching funds for their awarded RACP.

5. **RESTAURANT GUIDE:** To better promote the numerous restaurants within Collegeville Borough, the CEDC developed a Restaurant Guide on their website to provide visitors information on cuisine type, location, and contact information.

Website: <https://www.collegevilleddevelopment.org/>

## LANSDOWNE ECONOMIC DEVELOPMENT CORPORATION (LEDC)



Noel Schmidt Building; Photo Courtesy of Delco.Today

**LOCATION:** Borough of Lansdowne, Delaware County

**ORGANIZATION TYPE:** Economic Development Corporation (501c(3))

**Mission:** To support, encourage, and promote sustainable economic growth in the Borough of Lansdowne through focused community and economic development activities.

**STRUCTURE:** LEDC is currently governed by a 7-member Board of Directors (can go as high as 15) who oversee three staff members

**ROLES:** The LEDC serves the follow roles:

1. Rehabilitate underutilized properties.
2. Host community events, including the Lansdowne Farmers' Market.
3. Promote and assist small businesses.

**PROJECTS/INITIATIVES:** LEDC has undertaken the following projects:

1. **NOEL SCHMIDT FURNITURE BUILDING:** Consistent with arts-based revitalization efforts for Downtown Lansdowne, the LEDC purchased the former Noel Schmidt Furniture Building to create an arts incubator space. In 2018, LEDC received a \$95,000 DCED Keystone Communities Grant for the building's renovation.
2. **UTILITY WORKS:** In partnership with Penn State's Brandywine LaunchBox, the LEDC operates Utility Works, a co-working and makerspace. The facility encourages local start-ups and small businesses to learn, create, and collaborate through the low-cost access to makerspace equipment, office spaces, and a wide variety of technology and business classes.
3. **LANSDOWNE FARMER'S MARKET:** The LEDC hosts and promotes the Lansdowne Farmer's Market, which benefits both local producers and residents of the community through the availability of locally grown food options.



Website: <https://lansdownesfuture.org/>

### **ECONOMIC DEVELOPMENT ORGANIZATION INTERVIEWS**

To obtain a greater understanding of best practices among EDCs in the Commonwealth, Delta undertook a series of four (4) phone interviews of EDCs in communities with similar attributes and goals as Abington Township. Delta sought to obtain information on the organization's founding, its current roles and responsibilities, its approach to fiscal sustainability, and best practices utilized to ensure growth and prosperity of the organization. The list of questions used to guide the discussions can be found in **Appendix 3**. Below are findings from the four (4) phone interviews.

#### **COLLEGEVILLE ECONOMIC DEVELOPMENT CORPORATION (CEDC)**

##### **BOROUGH OF COLLEGEVILLE – MONTGOMERY COUNTY**

1. CEDC was chartered as a 501(c)(3) in 2004 by members of Ursinus College and Collegeville Borough Council.
2. CEDC received initial funding of \$20,000 from Ursinus College and Collegeville Borough.
3. The organization has also received investment through DCED's Main Street Program and the Wyeth Corporation.
4. CEDC is mainly involved in business promotion, community involvement, and streetscaping/façade improvements.
5. CEDC does not have dedicated staff; their 12 Board members and the Executive Director (Collegeville Borough Manager) carry out functions of the organization.
6. According to the Executive Director, strong communication with community members to create stakeholder buy-in for projects is key.
7. CEDC also recommends funding a steady stream of revenue to hire dedicated staff; good EDC leaders require a competitive salary.
8. The organization emphasized the importance of EDCs playing a role in promotion of small businesses and rehabilitation of older buildings.

#### **DISCOVER HAVERFORD**

##### **TOWNSHIP OF HAVERFORD – DELAWARE COUNTY**

1. Discover Haverford was chartered as a 501(c)(3) in 2015 in response to growing vacancies in the Township's business districts.
2. The organization initially received \$75,000 annually from the Township, but it now receives \$105,000 annually.

3. The organization is working on a financial security plan to become more self-sufficient financially.
4. Most of their activities involve streetscaping, façade improvements, community events, and business promotion/retention.
5. Over time, Discover Haverford hopes to transition to larger capital improvement projects.
6. The Executive Director recommends using the PA Downtown Center as a resource, especially when an EDC is in its infancy.
7. The organization has three (3) employees and up to 15 Board members (they currently have 11).
8. The Executive Director recommends mentioning formation of an EDC in Abington Township's updated Comprehensive Plan.

### **HANOVER ECONOMIC DEVELOPMENT CORPORATION**

#### **BOROUGH OF HANOVER – YORK COUNTY**

1. The EDC was established two years ago as a conduit to undertake redevelopment of a community theatre.
2. The organization received \$30,000 from the Borough in Year 1 and \$15,000 in Year 2 to create a 501(c)(3) and begin projects (this financial commitment was specified in the EDC charter).
3. The Borough's Director of Planning & Engineering serves as the EDC's dedicated staff member but is currently not paid separately.
4. The EDC has a strong tie with the local foundation community that the Borough does not have.
5. The EDC is developing a Requests for Proposals (RFP) to send nationwide for redevelopment of their community theatre.
6. The charter specifies that the Borough may charge the EDC for staff time.

### **LANSDOWNE ECONOMIC DEVELOPMENT CORPORATION (LEDC)**

#### **BOROUGH OF LANSDOWNE – DELAWARE COUNTY**

1. LEDC was chartered as a 501(c)(3) in 1998 to address increasing vacant properties in downtown Lansdowne.
2. Initial start-up funding from the Borough was \$50,000; the LEDC receives a \$50,000 contribution from the Borough annually.
3. LEDC's current annual budget is \$300,000.

4. Borough Council initially appointed the Board, but the LEDC is now completely self-sufficient.
5. LEDC has a Board of Directors comprised of five (5) to seven (7) members.
6. Lansdowne is a PA Downtown Center-designated Main Street Community
7. LEDC's efforts entail façade grants, community beautification, and events.
8. LEDC also operates an art incubator space and a "LaunchBox" incubator.
9. LEDC recommends having a 5-Year Plan at the onset of EDC operations to identify priorities and proposed actions.

### ***ABINGTON TOWNSHIP ECONOMIC DEVELOPMENT ORGANIZATION APPROACH***

Ambitious economic development efforts require an organization with a sole focus on economic development. **Because of the number of legacy core communities in Abington Township, where economic development efforts consist mainly of supporting existing businesses and recruiting new businesses, the creation of an Economic Development Corporation is the preferred alternative for advancing economic development projects.** Whereas other economic development organization types have an emphasis on either business development/recruitment OR development/redevelopment, an EDC blends the ability to support and attract businesses while still having the resources to advance economic development projects.

### ***BENEFITS OF AN ECONOMIC DEVELOPMENT CORPORATION***

The creation of an Economic Development Corporation is well-aligned with Abington Township's goals for advancing economic development efforts, including the following reasons:

1. **TRANSPARENCY:** As a quasi-public organization, an EDC is held to similar rigorous transparency standards as a public body. Meetings will be open for public comment, agendas and meeting minutes will be posted publicly, financial statements will be posted publicly, etc.
2. **FOSTERING COMMUNITY BUY-IN AND CONSENSUS:** Because an EDC is a quasi-public organization, it strives to establish public consensus on impactful projects. Therefore, an EDC is able to create community buy-in before undertaking a project. This community buy-in and consensus should be achieved in a 5-Year Strategic Planning Process once the EDC is established. The EDC's Board and community as a whole will ultimately select projects, priorities, and initiatives for the EDC to achieve. Projects undertaken solely by the private sector often do not have the same level of community buy-in that can be achieved through an EDC.
3. **CONSISTENCY WITH PLANNING EFFORTS:** Because of its relationship with the Township, an EDC advances projects in a manner consistent with previous planning efforts.

Therefore, an EDC will undertake projects in a manner consistent with *Vision2025: Abington's Comprehensive Plan Update*.

- 4. ABILITY TO SECURE FUNDING:** An EDC is able to secure both operational and project funding in a way that a municipality or Economic Development Committee cannot. For instance, as a 501(c)(3) organization, an EDC can secure funding directly from charitable trusts and foundations to assist with operational sustainability or identified projects. 501(c)(3) status also enables an EDC to benefit from tax credit programs, such as the Pennsylvania Department of Community and Economic Development's (DCED's) Neighborhood Assistance Program (NAP), in which business contributors provide contributions to an organization (for community and economic development projects) in exchange for a state tax credit.
- 5. STRENGTHENING THE PRIVATE SECTOR:** An EDC does not compete with the private sector, but instead works to strengthen a community's private sector businesses. EDCs strive to strengthen a community's private sector businesses through promotion (e.g., publishing shopping guides, dining guides, and web advertisements), business assistance programs (e.g., façade improvement and small business loans), and technical assistance (e.g., storefront decorating/improvement and grant writing). In some instances, an EDC is also able to create and rent physical space to start-ups and small businesses, thereby providing the physical space needed for private sector businesses to grow and thrive.
- 6. SOLE FOCUS ON ECONOMIC DEVELOPMENT:** An EDC has a sole focus on economic development, which makes it effective in its mission to raise funding resources, interact with local businesses to understand their needs and concerns, and undertake economic development projects.

#### **POTENTIAL CHALLENGES WITH AN ECONOMIC DEVELOPMENT CORPORATION**

Although creation of an Economic Development Corporation has numerous benefits for a municipality, if not cared for and invested in, an Economic Development Corporation can become ineffective. A potential challenge with an Economic Development Corporation is a lack of activity. An Economic Development Corporation, by its nature, is meant to be an active organization engaged in the betterment of the community. However, if it does not have projects or initiatives to advance, the cost of running the organization outweighs the benefit. A lack of vision and lack of investment can also pose challenges to the operation of an Economic Development Corporation. To function as intended, an Economic Development Corporation must have a clear vision of how it will benefit the community. Without a clear vision, there is potential for disagreement among the Board of Directors on how to proceed with projects and initiatives. Without proper investment, an Economic Development Corporation may be unable to implement defined projects or initiatives. The development of a 5-Year Strategic Plan and



Operational & Capital Funding Strategy can mitigate these potential challenges by defining projects and initiatives to ensure activity over the initial 5-year period, establish a shared vision for the organization, and identify strategies to keep the organization financially sustainable.

### **PUBLIC INFORMATION MEETING #5**

Since September 2019, Abington Township has explored the feasibility of an Economic Development Corporation. The idea was first explored at a Public Affair Committee Meeting on September 4, 2019, and further discussed at a Board of Commissioners Meeting on September 12, 2019. Four additional public information sessions were held between October 16, 2019, and September 23, 2020. On April 3, 2023, the Delta Project Team presented preliminary findings from the Feasibility Study for Potential Economic Development in Abington Township, including an overview of economic development corporations, what activities they can/cannot undertake, case studies of where economic development corporations are used to undertake projects, and findings from interviews with existing economic development corporation staff. Dozens of Township residents participated in-person and virtually to ask questions and provide comment. Below is a summary of questions asked and responses received (aggregated due to the similarity of some questions). A detailed overview of questions and answers can be found in **Appendix 4**.

➤ **Q: WHAT CAN AN ECONOMIC DEVELOPMENT CORPORATION DO THAT ABINGTON TOWNSHIP ITSELF CANNOT?**

- A: Having 501(c)(3) status allows an Economic Development Corporation to partake in funding opportunities that a municipal government could not, such as DCED's Neighborhood Assistance Program (NAP)/Neighborhood Partnerships Program (NPP); 501(c)(3) status also allows the organization to benefit from a wide range of private foundation funding opportunities

➤ **Q: WHO IS AN ECONOMIC DEVELOPMENT CORPORATION ACCOUNTABLE TO?**

- A: An Economic Development Corporation is comprised of a Board of Directors appointed by Abington Township Commissioners. As a quasi-public body, an Economic Development Corporation is subject to similar laws and procedures as a municipal governing body. For example, an Economic Development Corporation's meetings are publicly advertised and open for public comment, the organization's finances are subject to annual audits, etc.

➤ **Q: DOES AN ECONOMIC DEVELOPMENT CORPORATION WORK IN THE BEST INTEREST OF RESIDENTS?**

- A: Yes, absolutely. The public is encouraged to provide feedback to the Economic Development Corporation on any of the projects and initiatives that they

undertake. Economic Development Corporations also frequently survey residents/businesses, hold public open houses, etc. to obtain public input.

➤ **Q: CAN AN ECONOMIC DEVELOPMENT CORPORATION BE BUDGET NEUTRAL?**

- A: Yes, an Economic Development Corporation can be budget neutral. After initial investment by the municipality over a defined period of time, Economic Development Corporations are often tasked with broadening their sources of operational revenue. This may come in the form of memberships from participating businesses, grants from charitable trusts or foundations, revenue from events, or rent generated from Economic Development Corporation-owned properties. Development of an Operational & Capital Funding Strategy at the onset of the Economic Development Corporation helps to establish achievable goals for securing diversified funding streams.

## **SECTION 5.2: FUNDING OPPORTUNITIES**

### **COMMUNITY DEVELOPMENT/BUSINESS IMPROVEMENT PROJECTS**

#### **PROGRAM NAME: ECONOMIC ADJUSTMENT ASSISTANCE (EAA) / PUBLIC WORKS**

**ADMINISTERING AGENCY:** U.S. Economic Development Administration (EDA)

**DESCRIPTION:** Grants for projects that promoting innovation and competitiveness, preparing American regions for economic growth and success in the worldwide economy; funding may be secured for construction, planning, and engineering/design projects

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Example project types include water/sewer improvements, technology-based redevelopment, science and research parks, economic diversification initiatives, etc.

**AWARD AMOUNT:** EAA grants awards are between \$150,000 and \$1.0 million; Public Works grants are between \$600,000 and \$3.0 million.

**MATCHING FUNDS REQUIREMENT:** Typically, 50% of total project costs

**POTENTIAL PROJECTS:** Willow Grove Park Mall impervious parking area infill

#### **PROGRAM NAME: KEYSTONE COMMUNITIES**

**ADMINISTERING AGENCY:** PA Department of Community & Economic Development (DCED)

**DESCRIPTION:** Designed to encourage the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Planning; architectural/engineering fees; project consulting; façade improvements; rehabilitation and revitalization of downtowns and downtown buildings.

**AWARD AMOUNT:** Up to \$25,000 for planning, architectural/engineering, and project consulting grants; up to \$50,000 for façade improvement grants; up to \$500,000 for rehabilitation/revitalization grants.

**MATCHING FUNDS REQUIREMENT:** 50% of total project costs.

**POTENTIAL PROJECTS:** Roslyn façade improvements; Roslyn anchor building construction/rehabilitation; Old York Road Corridor/Noble underutilized lot development.

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**PROGRAM NAME: NEIGHBORHOOD ASSISTANCE PROGRAM (NAP) / NEIGHBORHOOD PARTNERSHIP PROGRAM (NPP)**

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**ADMINISTERING AGENCY:** PA Department of Community & Economic Development (DCED)

**DESCRIPTION:** Tax credit program to encourage businesses to invest in projects which improve communities; businesses receive a 55% - 80% tax credit in exchange for contributions to the identified NAP/NPP project; acquisition of NPP tax credits requires a 5-year investment plan/strategy.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Revitalization planning; architectural/engineering fees; façade improvements; workforce training; rehabilitation and revitalization of downtowns and downtown buildings; streetscaping.

**AWARD AMOUNT:** No official limit on tax credit amount; NPP applications require at least \$100,000 in contribution commitments per year over five years.

**MATCHING FUNDS REQUIREMENT:** No matching funds requirement.

**POTENTIAL PROJECTS:** Roslyn anchor building construction/rehabilitation; Old York Road Corridor/Noble underutilized lot development.

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**PROGRAM NAME: LOCAL SHARE ACCOUNT (LSA) – STATEWIDE**

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**ADMINISTERING AGENCY:** PA Department of Community & Economic Development (DCED)

**DESCRIPTION:** Grants to support planning and capital improvement projects in the public interest that enhance a community's quality-of-life.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Acquisition; construction; demolition; purchase of vehicles, machinery, or equipment; planning; architectural/engineering fees.

**AWARD AMOUNT:** Up to \$1.0 million.

**MATCHING FUNDS REQUIREMENT:** No matching funds requirement.

**POTENTIAL PROJECTS:** Willow Grove Park Mall impervious parking area infill; Roslyn anchor building construction/rehabilitation; Old York Road Corridor/Noble underutilized lot development.

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**PROGRAM NAME: REDEVELOPMENT ASSISTANCE CAPITAL PROGRAM (RACP)**

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**ADMINISTERING AGENCY:** PA Governor's Office of the Budget

**DESCRIPTION:** For the acquisition and construction of regional economic, cultural, civic, recreational, and historical improvements projects; an approved project must be authorized in the Redevelopment Assistance section of a Capital Budget Itemization Act, have a regional or multi-jurisdictional impact, and generate substantial increases or maintain current levels of employment, tax revenues or other measures of economic activity; total project cost must be at least \$1.0 million.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Acquisition; construction; rehabilitation; demolition; interest during construction.

**AWARD AMOUNT:** No official limit on award amount; most awards between \$500,000 and \$2.0 million.

**MATCHING FUNDS REQUIREMENT:** 50% of total project costs; as-is appraised land and building value, architectural/engineering fees, legal fees, fixed-equipment, and administration fees may be used as match.

**POTENTIAL PROJECTS:** Willow Grove Park Mall impervious parking area infill; Roslyn anchor building construction/rehabilitation; Old York Road Corridor/Noble underutilized lot development.

**RECREATION AND COMMUNITY SPACE**

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**PROGRAM NAME: COMMUNITY CONSERVATION PARTNERSHIPS PROGRAM (C2P2)**

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**ADMINISTERING AGENCY:** PA Department of Conservation and Natural Resources (DCNR)

**DESCRIPTION:** For the planning, acquisition, development, rehabilitation, and repair of parks and recreational facilities.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Master site development plans; indoor recreation feasibility studies; conservation plans; park rehabilitation and development.

**AWARD AMOUNT:** No maximum award amount, but typically less than \$1.0 million.

**MATCHING FUNDS REQUIREMENT:** 50% of total project costs.

**Potential Projects:** Willow Grove Park Mall site community/recreational space.



### **PROGRAM NAME: GREENWAYS, TRAILS, AND RECREATION PROGRAM (GTRP)**

**ADMINISTERING AGENCY:** PA Department of Community & Economic Development (DCED)

**DESCRIPTION:** For the planning, acquisition, development, rehabilitation, and repair of greenways, recreational trails, open space, parks, and beautification projects.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Planning, acquisition, or development of public parks, recreation areas, greenways, trails, and river conservation projects.

**AWARD AMOUNT:** Up to \$250,000.

**MATCHING FUNDS REQUIREMENT:** 15% of total project costs.

**POTENTIAL PROJECTS:** Willow Grove Park Mall site community/recreational space.

### **STREETSCAPING/MULTI-MODAL TRANSPORTATION ENHANCEMENTS**

#### **PROGRAM NAME: CONGESTION MITIGATION & AIR QUALITY (CMAQ)**

**ADMINISTERING AGENCY:** Delaware Valley Regional Planning Commission (DVRPC)

**DESCRIPTION:** Transportation projects that improve air quality and reduce traffic congestion.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Pedestrian and bicycle improvements; transit improvement projects; congestion reduction and traffic flow improvements.

**AWARD AMOUNT:** Awards typically between \$250,000 - \$1.0 million.

**MATCHING FUNDS REQUIREMENT:** Matching funds are encouraged but not required.

**POTENTIAL PROJECTS:** Roslyn streetscape enhancements; Old York Road Corridor/Noble streetscape enhancements.

#### **PROGRAM NAME: MULTIMODAL TRANSPORTATION FUND (MTF)**

**ADMINISTERING AGENCY:** PA DCED and PennDOT

**DESCRIPTION:** Grants to encourage economic development and ensure that a safe and reliable system of transportation is available to the residents of the Commonwealth; funding available through both DCED and PennDOT.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Development, rehabilitation and enhancement of transportation assets to existing communities, streetscape, lighting, sidewalk enhancement, pedestrian safety, connectivity of transportation assets and transit-oriented development.

**AWARD AMOUNT:** Between \$100,000 and \$3.0 Million.

**MATCHING FUNDS REQUIREMENT:** 30% of total project costs.

**POTENTIAL PROJECTS:** Roslyn streetscape enhancements; Old York Road Corridor/Noble streetscape enhancements.

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**PROGRAM NAME: NATIONAL ELECTRIC VEHICLE INFRASTRUCTURE (NEVI)**

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**ADMINISTERING AGENCY:** PennDOT

**DESCRIPTION:** Grants for the planning, design, construction, operation, and maintenance of electrical vehicle charging infrastructure.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Eligible uses of funds include preliminary engineering, environmental documentation, construction/installation, permitting, and operations/maintenance.

**AWARD AMOUNT:** Currently no maximum award amount.

**MATCHING FUNDS REQUIREMENT:** 20% of total project costs.

**POTENTIAL PROJECTS:** Keswick EV charging infrastructure; Old York Road EV charging infrastructure.

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**PROGRAM NAME: REBUILDING AMERICAN INFRASTRUCTURE WITH SUSTAINABILITY & EQUITY (RAISE)**

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**ADMINISTERING AGENCY:** U.S. Department of Transportation

**DESCRIPTION:** Grants for transportation infrastructure projects (motorized or non-motorized) that: (1.) Invest efficiently and equitably; (2.) Promote the competitiveness of the U.S. economy; (3.) Improve job opportunities by focusing on high labor standards; (4.) Strengthen infrastructure resilience to all hazards including climate change; and (5.) Effectively coordinate with state, local, tribal, and territorial government partners.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Preliminary planning and feasibility studies; community engagement; equity analysis; environmental analysis; design/engineering; and construction.

**AWARD AMOUNT:** Between \$5.0 million and \$25.0 million.

**MATCHING FUNDS REQUIREMENT:** 20% of total project costs.

**POTENTIAL PROJECTS:** Old York Road Corridor/Noble streetscape enhancements.

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**PROGRAM NAME: SAFE STREETS AND ROADS FOR ALL (SS4A) PROGRAM**

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**ADMINISTERING AGENCY:** U.S. Department of Transportation

**DESCRIPTION:** Grants to support planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users, including pedestrians; bicyclists; public transportation, personal conveyance, and micro-mobility users; motorists; and commercial vehicle operators.

**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Planning; construction; data collection, modernization, or coordination; deployment of innovative technologies.

**AWARD AMOUNT:** Up to \$10.0 million for planning projects; up to \$25.0 million for implementation projects.

**MATCHING FUNDS REQUIREMENT:** 20% of total project costs.

**POTENTIAL PROJECTS:** Old York Road Corridor/Noble streetscape enhancements.

**PROGRAM NAME: TRANSPORTATION ALTERNATIVES SET-ASIDE (TASA) AND SAFE ROUTES TO SCHOOL PROGRAM**

**ADMINISTERING AGENCY:** PennDOT

**DESCRIPTION:** Funding for projects and activities defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation, trails that serve a transportation purpose, and safe routes to school projects.

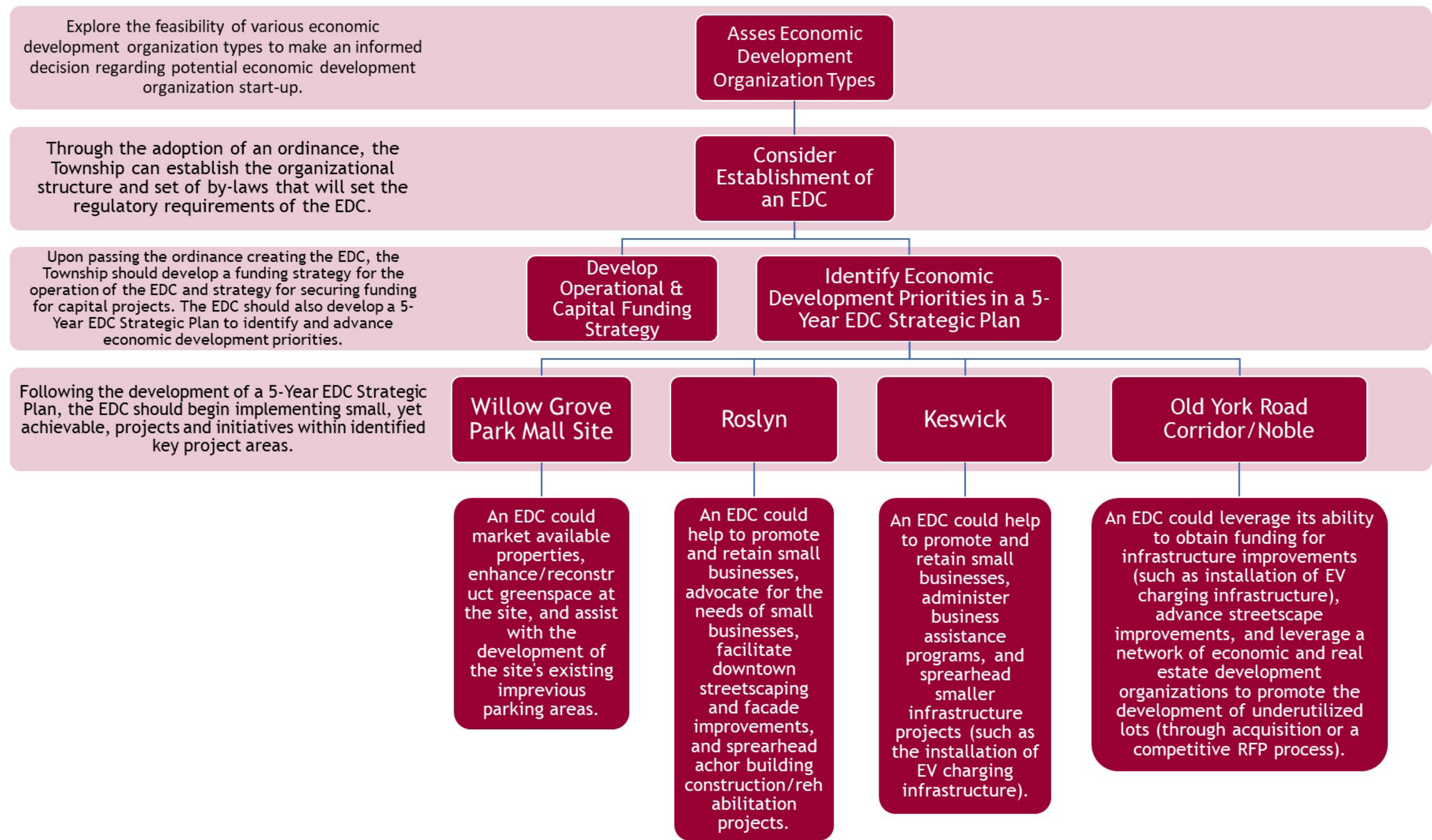
**ELIGIBLE PROJECT TYPES/USES OF FUNDS:** Funding may only be used for construction of eligible project types (including streetscaping).

**AWARD AMOUNT:** Between \$50,000 and \$1.0 million.

**MATCHING FUNDS REQUIREMENT:** No formal match requirement, but project sponsors are expected to pay for all project design/engineering fees, pre-construction permits, clearances, etc.

**POTENTIAL PROJECTS:** Roslyn streetscape enhancements; Old York Road Corridor/Noble streetscape enhancements.

SECTION 5.3: ACTION AND IMPLEMENTATION PLAN



As shown in the above flow-chart, creation of an Economic Development Corporation is a key first-step in advancing economic development implementation efforts within the Township. Below are key action and implementation steps necessary to forge a path for economic success in Abington Township.



**TABLE 16 - ACTION AND IMPLEMENTATION PLAN**

<b>ACTION AND IMPLEMENTATION PLAN</b>			
<b>ACTION</b>	<b>DESCRIPTION</b>	<b>RECOMMENDATIONS</b>	<b>RESPONSIBLE PARTY/PARTIES</b>
Action #1: Assess Economic Development Organization Types.	Assess economic development organization types, including the unique benefits of each, to understand which organization type is most advantageous to the Township.	1. Collaborate to identify which economic development organization type best aligns with the Township's future economic development goals.	Township Board of Commissioners; Township Office of the Township Manager.
Action #2: Establish an Economic Development Corporation.	Advance a public process to formally establish an Economic Development Corporation.	1. Consider advertisement of the Ordinance at a Board of Commissioners Meeting. 2. Consider adoption of the Ordinance at a Board of Commissioners Meeting. 3. Consider appointing Abington Township EDC Board of Directors members. 4. Establish start-up funding contribution from Abington Township.	Township Board of Commissioners; Township Office of the Township Manager.
Action #3: Develop Operational & Capital Funding Strategy.	Develop an operational & capital funding strategy to sustain and grow the organization.	1. Leverage connections with local businesses to establish a membership base. 2. Identify and forge connections with local private foundations engaged in charitable giving for economic development activities. 3. Work with businesses to identify events, hosted by the EDC, that raise operational funding a promote community businesses. 4. Develop a long-term strategy for EDC property ownership and rent/lease-based income.	Abington Township EDC Board of Directors; Local Businesses.
Action #4: Identify Economic Development Priorities in a 5-Year EDC Strategic Plan.	Develop a 5-Year EDC Strategic Plan to identify economic development priorities during the EDC's formative years.	1. Conduct work sessions with the Board of Directors and the community to discuss business/resident needs. 2. Survey small businesses to develop an understand of their needs. 3. Identify existing areas in need of economic revitalization and rehabilitation. 4. Identify actionable projects that enhance the economic competitiveness of existing businesses, align with the Township's economic development priorities, and enhance the quality-of-life of Township residents. 5. Align available funding resources with actionable projects.	Abington Township EDC Board of Directors; Community Members; Local Businesses.
Action #5: Begin Implementing Economic Development Projects and Initiatives.	Utilize available staff capacity and funding resources to begin implementing economic development projects and initiatives.	1. Establish a web and social media presence that promotes small businesses within the Township. 2. Secure grant funding (foundation, local, state, or federal) to establish a business façade improvement program. 3. Raise funding to procure business/community advertisement materials (i.e., pamphlets, web ads, flyers, etc.). 4. Pursue competitive grant funding for streetscaping and other capital improvement projects. 5. Identify buildings for potential purchase and improvement by the EDC. 6. Utilize the EDC 5-Year Strategic Plan to pursue	Abington Township EDC Staff; Roslyn Valley Business Association; Keswick Village Business Association; Local Businesses.
Action #6: Establish Public-Private Partnerships for the Improvement of Key Community Assets	Forge connections with real estate developers, property owners, and other economic development organizations to assist with larger capital projects	1. Meet with property owners seeking to undertake large redevelopment projects. 2. Identify portions of a development project that could benefit from competitive funding available through organizations with 501(c)(3) status. 3. Where applicable, execute Cooperation Agreements/Memorandums of Understanding to serve as partners on projects. 4. Develop Requests for Proposals (RFPs) for key development projects to identify concepts for property rehabilitation.	Abington Township EDC Staff
Action #7: Benchmark and Measure Impact	Undertake annual benchmarking and measure progress to highlight the EDC's value	1. Coordinate with EDC Board of Directors and EDC staff to establish annual benchmarks and goals to achieve over the next year. 2. Develop an annual impact report that highlights key achievements of the EDC over the past year. 3. Share the annual impact report with potential private contributors, foundation contributors, and within competitive grant applications.	Abington Township EDC Board of Directors; Abington Township EDC Staff

SOURCE: Delta Development Group

# APPENDICES



# APPENDIX 1 - DATA TABLES

TABLE 17 - POPULATION

POPULATION				
	2010	2015	2020	Percent Change Between 2010 and 2020
Abington Township	55,419	55,641	58,502	5.6%
Montgomery County	790,497	812,970	856,553	8.4%
Philadelphia-Reading-Camden CSA	6,474,404	7,147,370	7,379,700	14.0%
Pennsylvania	12,612,705	12,779,559	13,002,700	3.1%
SOURCE: U.S. Census Bureau American Community Survey 2010 & 2015 5-Year Estimates; 2020 Decennial Census				

TABLE 18 - POPULATION AGE BREAKDOWN - ABINGTON TOWNSHIP

POPULATION AGE BREAKDOWN - ABINGTON TOWNSHIP				
	Abington Township			Percent Change Between 2010 and 2020
Year	2010	2015	2020	
Total Population	55,419	55,641	58,502	5.56%
5 to 14 years	6,872	6,844	6,885	0.19%
15 to 17 years	2,383	1,781	2,102	-11.79%
18 to 24 years	4,101	4,173	3,855	-6.00%
15 to 44 years	19,951	19,530	19,564	-1.94%
16 years and over	44,668	44,958	44,680	0.03%
18 years and over	43,061	43,734	43,290	0.53%
60 years and over	12,580	13,187	14,453	14.89%
62 years and over	11,416	11,685	12,676	11.03%
65 years and over	9,532	9,737	10,559	10.77%
75 years and over	5,320	5,342	5,129	-3.59%
Median age (years)	42.3	42.6	42.4	0.24%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; 2020 Decennial Census				

TABLE 19 - POPULATION AGE BREAKDOWN - MONTGOMERY COUNTY

POPULATION AGE BREAKDOWN - MONTGOMERY COUNTY				
	Montgomery County			Percent Change Between 2010 and 2020
Year	2010	2015	2020	
Total Population	790,497	812,970	856,553	8.4%
5 to 14 years	102,765	101,621	101,189	-1.5%
15 to 17 years	33,991	32,519	32,024	-5.8%
18 to 24 years	61,659	64,225	65,981	7.0%
15 to 44 years	302,760	302,425	304,951	0.7%
16 years and over	630,026	654,441	669,506	6.3%
18 years and over	607,102	632,491	648,618	6.8%
60 years and over	159,680	180,479	204,029	27.8%
62 years and over	140,708	159,342	179,633	27.7%
65 years and over	117,784	130,075	146,901	24.7%
75 years and over	62,449	63,412	65,861	5.5%
Median age (years)	40.2	41.1	41.3	2.7%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; 2020 Decennial Census				

TABLE 20 - POPULATION AGE BREAKDOWN - PHILADELPHIA-READING-CAMDEN CSA

POPULATION AGE BREAKDOWN - PHILADELPHIA-READING-CAMDEN CSA				
	Philadelphia-Reading-Camden CSA			Percent Change Between 2010 and 2020
Year	2010	2015	2020	
Total Population	6,474,404	7,147,370	7,379,700	13.98%
5 to 14 years	848,147	893,421	878,151	3.54%
15 to 17 years	284,874	285,895	272,029	-4.51%
18 to 24 years	634,492	700,442	643,821	1.47%
15 to 44 years	2,654,506	2,830,359	2,807,685	5.77%
16 years and over	5,127,728	5,725,043	5,813,079	13.37%
18 years and over	4,933,496	5,539,212	5,631,827	14.15%
60 years and over	1,178,342	1,450,916	1,646,281	39.71%
62 years and over	1,035,905	1,272,232	1,446,380	39.62%
65 years and over	854,621	1,029,221	1,174,864	37.47%
75 years and over	427,311	471,726	501,916	17.46%
Median age (years)	37.8	38.5	39.1	3.44%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; 2020 Decennial Census				



TABLE 21 - POPULATION AGE BREAKDOWN - PENNSYLVANIA

POPULATION AGE BREAKDOWN - PENNSYLVANIA				
	Pennsylvania			Percent Change Between 2010 and 2020
Year	2010	2015	2020	
Total Population	12,612,705	12,779,559	13,002,700	3.09%
5 to 14 years	1,563,975	1,520,768	1,480,368	-5.35%
15 to 17 years	529,734	485,623	466,983	-11.85%
18 to 24 years	1,236,045	1,239,617	1,155,305	-6.53%
15 to 44 years	4,944,180	4,881,792	4,818,868	-2.53%
16 years and over	10,153,228	10,389,781	10,456,049	2.98%
18 years and over	9,787,459	10,057,513	10,145,303	3.66%
60 years and over	2,610,830	2,900,960	3,221,084	23.37%
62 years and over	2,308,125	2,555,912	2,854,120	23.66%
65 years and over	1,929,744	2,083,068	2,335,104	21.01%
75 years and over	983,791	984,026	1,017,250	3.40%
Median age (years)	39.8	40.5	40.9	2.76%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; 2020 Decennial Census				

TABLE 22 - POPULATION AGE DISTRIBUTION

POPULATION AGE DISTRIBUTION												
	Abington Township			Montgomery County			Philadelphia-Reading- Camden CSA			Pennsylvania		
	2010	2015	2020	2010	2015	2020	2010	2015	2020	2010	2015	2020
Total Population	55,419	55,641	58,502	790,497	812,970	856,553	6,474,404	7,147,370	7,379,700	12,612,705	12,779,559	13,002,700
Under 5 years	5.7%	5.9%	5.7%	5.9%	5.7%	5.5%	6.2%	6.0%	5.8%	5.8%	5.6%	5.5%
5 to 9 years	6.7%	6.4%	6.4%	6.4%	6.2%	6.0%	6.4%	6.2%	6.0%	6.0%	5.9%	5.6%
10 to 14 years	5.7%	5.9%	6.0%	6.6%	6.4%	6.2%	6.7%	6.4%	6.2%	6.4%	6.0%	6.0%
15 to 19 years	6.3%	5.1%	5.7%	6.6%	6.4%	6.2%	7.4%	6.8%	6.4%	7.3%	6.7%	6.3%
20 to 24 years	5.3%	5.6%	5.1%	5.4%	5.5%	5.7%	6.8%	6.9%	6.4%	6.7%	6.8%	6.3%
25 to 29 years	5.6%	5.9%	4.8%	6.0%	6.1%	5.9%	6.7%	7.0%	7.2%	6.1%	6.5%	6.7%
30 to 34 years	5.2%	6.7%	6.9%	5.9%	6.3%	6.5%	6.1%	6.5%	6.9%	5.7%	6.1%	6.5%
35 to 39 years	6.0%	5.5%	5.8%	6.9%	6.0%	6.3%	6.7%	6.0%	6.3%	6.4%	5.7%	6.0%
40 to 44 years	7.5%	6.3%	7.1%	7.5%	6.8%	6.3%	7.3%	6.5%	5.9%	7.0%	6.3%	5.7%
45 to 49 years	7.5%	7.4%	6.3%	8.2%	7.4%	6.6%	7.8%	7.1%	6.3%	7.7%	6.9%	6.2%
50 to 54 years	8.4%	7.8%	7.0%	7.8%	7.9%	7.0%	7.4%	7.5%	6.8%	7.6%	7.5%	6.7%
55 to 59 years	7.4%	7.9%	7.3%	6.6%	7.2%	7.2%	6.2%	6.9%	7.1%	6.7%	7.3%	7.2%
60 to 64 years	5.5%	6.2%	7.0%	5.3%	6.2%	6.9%	5.1%	5.9%	6.5%	5.4%	6.3%	6.9%
65 to 69 years	4.3%	4.2%	5.2%	3.9%	4.7%	5.8%	3.7%	4.5%	5.3%	4.2%	5.0%	5.9%
70 to 74 years	3.2%	3.7%	4.6%	3.1%	3.6%	4.0%	2.9%	3.3%	4.0%	3.3%	3.7%	4.4%
75 to 79 years	3.4%	3.3%	3.2%	2.9%	2.7%	2.9%	2.5%	2.5%	2.8%	3.0%	2.8%	3.1%
80 to 84 years	3.1%	2.7%	1.8%	2.6%	2.3%	2.2%	2.1%	2.0%	2.0%	2.5%	2.3%	2.2%
85 years and over	3.1%	3.6%	4.2%	2.4%	2.7%	2.8%	1.9%	2.1%	2.2%	2.3%	2.5%	2.6%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; 2020 Decennial Census												

TABLE 23 - FAMILIES

FAMILIES				
	2010	2015	2020	Percent Change Between 2010 and 2020
Abington Township	14,797	14,727	15,071	1.85%
Montgomery County	208,556	210,938	217,427	4.25%
Philadelphia-Reading-Camden CSA	1,591,489	1,723,600	1,772,605	11.38%
Pennsylvania	3,231,021	3,202,874	3,254,545	0.73%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates				

TABLE 24 - HOUSEHOLDS

HOUSEHOLDS				
TOTAL HOUSEHOLDS	2010	2015	2020	Percent Change Between 2010 and 2020
Abington Township	21,367	20,911	21,305	-0.29%
Montgomery County	306,661	308,626	318,648	3.91%
Philadelphia-Reading-Camden CSA	2,420,895	2,637,468	2,727,860	12.68%
Pennsylvania	4,940,581	4,958,859	5,106,601	3.36%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates				

TABLE 25 - MEDIAN HOUSEHOLD INCOME

MEDIAN HOUSEHOLD INCOME												
	Abington Township			Montgomery County			Philadelphia-Reading-Camden CSA			Pennsylvania		
	2010	2015	2020	2010	2015	2020	2010	2015	2020	2010	2015	2020
TOTAL HOUSEHOLDS	21,367	20,911	21,305	306,661	308,626	318,648	2,420,895	2,637,468	2,727,860	4,940,581	4,958,859	5,106,601
Less than \$10,000	3.50%	4.00%	6.50%	3.60%	3.90%	3.20%	7.10%	7.00%	6.00%	7.30%	6.90%	5.80%
\$10,000 to \$14,999	3.10%	3.10%	2.00%	3.00%	3.00%	2.00%	4.80%	4.60%	3.60%	5.90%	5.30%	4.00%
\$15,000 to \$24,999	7.80%	6.00%	5.00%	6.70%	6.60%	5.50%	9.10%	9.20%	7.50%	11.30%	10.70%	8.80%
\$25,000 to \$34,999	7.20%	7.80%	5.70%	7.60%	7.00%	5.90%	9.10%	8.90%	7.70%	10.90%	10.30%	9.00%
\$35,000 to \$49,999	9.70%	10.20%	8.20%	11.10%	10.10%	8.80%	12.40%	12.10%	10.60%	14.30%	13.50%	12.10%
\$50,000 to \$74,999	18.20%	17.60%	13.60%	17.20%	16.00%	14.70%	17.80%	16.90%	15.80%	19.00%	18.40%	17.60%
\$75,000 to \$99,999	15.70%	13.60%	13.10%	14.60%	13.80%	13.20%	13.20%	12.50%	12.70%	12.40%	12.50%	13.20%
\$100,000 to \$149,999	19.60%	20.30%	21.80%	18.60%	18.70%	19.00%	15.00%	15.40%	16.90%	11.70%	13.00%	15.70%
\$150,000 to \$199,999	7.30%	8.60%	11.40%	8.30%	9.30%	11.40%	6.00%	6.80%	8.70%	3.80%	4.80%	6.70%
\$200,000 or more	7.80%	8.80%	12.60%	9.40%	11.60%	16.40%	5.50%	6.80%	10.50%	3.50%	4.60%	7.10%
Median HH Income (Inflation Adjusted to 2020 USD)	\$90,777	\$85,806	\$90,506	\$92,325	\$89,885	\$93,518	\$71,488	\$68,212	\$72,875	\$60,804	\$59,718	\$63,627
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates; CPI Inflation Calculator												

TABLE 26 - EDUCATIONAL ATTAINMENT

EDUCATIONAL ATTAINMENT												
	Abington Township			Montgomery County			Philadelphia-Reading-Camden CSA			Pennsylvania		
	2010	2015	2020	2010	2015	2020	2010	2015	2020	2010	2015	2020
Population Total	55,419	55,641	55,432	790,497	812,970	827,180	6,474,404	7,147,370	7,198,025	12,612,705	12,779,559	12,794,885
Less than 9th Grade	2.00%	2.20%	2.00%	2.20%	2.10%	2.10%	4.20%	4.00%	3.50%	4.00%	3.50%	3.10%
9th to 12th Grade, No Diploma	4.90%	3.40%	3.10%	5.20%	4.20%	3.60%	8.80%	7.40%	6.00%	8.60%	7.30%	5.90%
High School Graduate (Includes Equivalency)	26.70%	25.60%	21.90%	26.30%	24.80%	23.30%	32.10%	31.20%	29.50%	37.80%	36.40%	34.20%
Some College, No Degree	18.30%	16.00%	16.00%	15.80%	15.30%	14.10%	17.20%	17.60%	17.00%	15.90%	16.30%	15.90%
Associate Degree	6.10%	7.40%	7.60%	6.20%	6.80%	7.30%	6.50%	6.90%	7.30%	7.30%	7.90%	8.60%
Bachelor's Degree	24.30%	26.60%	28.00%	25.70%	26.30%	28.20%	19.00%	20.00%	21.90%	16.30%	17.40%	19.50%
Graduate or Professional Degree	17.70%	18.80%	21.50%	18.50%	20.60%	21.50%	12.20%	13.00%	14.80%	10.10%	11.20%	12.80%
High school graduate or higher	93.10%	94.30%	94.90%	92.60%	93.80%	94.40%	87.00%	88.60%	90.50%	87.40%	89.20%	91.00%
Bachelor's degree or higher	42.10%	45.40%	49.40%	44.20%	46.90%	49.60%	31.20%	33.00%	36.70%	26.40%	28.60%	32.30%
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates												

TABLE 27 - SELECTED HOUSING CHARACTERISTICS

SELECTED HOUSING CHARACTERISTICS												
	Abington Township			Montgomery County			Philadelphia-Reading-Camden			Pennsylvania		
Housing Tenure	2010	2015	2020	2010	2015	2020	2010	2015	2020	2010	2015	2020
Owner-occupied	78.9%	79.4%	78.6%	74.2%	72.6%	71.9%	70.0%	68.0%	67.6%	71.0%	69.2%	69.0%
Renter-occupied	21.1%	20.6%	21.4%	25.8%	27.4%	28.1%	30.0%	32.0%	32.4%	29.0%	30.8%	31.0%
Average household size of owner-occupied unit	2.74	2.76	2.74	2.68	2.73	2.69	2.74	2.75	2.69	2.60	2.60	2.54
Average household size of renter-occupied unit	1.85	2.08	1.86	1.99	2.13	2.11	2.25	2.38	2.30	2.15	2.24	2.16
Value (Owner-Occupied Units)												
Less than \$50,000	1.3%	2.1%	1.1%	1.4%	2.5%	1.6%	4.7%	5.2%	3.6%	9.2%	9.1%	6.7%
\$50,000 to \$99,999	2.1%	1.4%	1.5%	2.7%	2.4%	2.4%	8.8%	8.0%	7.1%	19.7%	17.2%	14.2%
\$100,000 to \$149,999	4.2%	3.1%	2.5%	5.6%	5.5%	4.5%	10.4%	11.4%	10.2%	17.6%	17.1%	15.6%
\$150,000 to \$199,999	11.2%	12.6%	6.7%	10.5%	10.9%	8.6%	14.5%	16.6%	15.1%	16.0%	17.5%	17.1%
\$200,000 to \$299,999	44.5%	44.1%	40.5%	30.5%	31.0%	26.7%	27.2%	27.5%	26.7%	18.7%	20.2%	21.9%
\$300,000 to \$499,999	27.2%	27.5%	35.2%	33.8%	32.7%	37.4%	24.6%	22.2%	25.6%	13.3%	13.5%	17.1%
\$500,000 to \$999,999	8.2%	8.1%	11.7%	12.9%	12.8%	16.2%	8.4%	7.7%	10.0%	4.5%	4.6%	6.3%
\$1,000,000 or more	1.4%	1.1%	0.8%	2.5%	2.1%	2.7%	1.4%	1.4%	1.6%	0.9%	0.9%	1.1%
Median (Inflation Adjusted to 2020 USD)	\$322,637	\$295,908	\$294,500	\$357,257	\$325,778	\$326,200	\$284,411	\$255,562	\$249,200	\$191,491	\$185,012	\$187,500
SOURCE: U.S. Census Bureau American Community Survey 2010, 2015, and 2020 5-Year Estimates												

TABLE 28 - WHERE WORKERS LIVE - ABINGTON TOWNSHIP

WHERE WORKERS LIVE - ABINGTON TOWNSHIP		
Employed in the Selection Area	24,623	100.0%
Employed in the Selection Area but Living Outside	21,568	87.6%
Employed and Living in the Selection Area	3,055	12.4%
Living in the Selection Area	29,751	100.0%
Living in the Selection Area but Employed Outside	26,696	89.7%
Living and Employed in the Selection Area	3,055	10.3%
SOURCE: U.S. Census Bureau OnTheMap (2019)		

**TABLE 29 - WORK DESTINATION ANALYSIS - ABINGTON TOWNSHIP**

<b>WORK DESTINATION ANALYSIS - ABINGTON TOWNSHIP</b>		
All County Subdivisions	29,751	100.0%
Philadelphia City (Philadelphia)	8,830	29.7%
Abington Township (Montgomery)	3,055	10.3%
Horsham Township (Montgomery)	1,002	3.4%
Upper Dublin Township (Montgomery)	969	3.3%
Upper Moreland Township (Montgomery)	832	2.8%
Cheltenham Township (Montgomery)	688	2.3%
Upper Merion Township (Montgomery)	602	2.0%
Bensalem Township (Bucks)	537	1.8%
Lower Merion Township (Montgomery)	502	1.7%
Plymouth Township (Montgomery)	470	1.6%
All Other Locations	12,264	41.2%
<b>SOURCE: U.S. Census Bureau OnTheMap (2019)</b>		



TABLE 30 - EMPLOYMENT PROFILE - ABINGTON TOWNSHIP

Employment Profile - Abington Township				
Data for all businesses in area	Abington Township			
Total Businesses:	1,920			
Total Employees:	30,152			
Total Residential Population:	58,502			
Employee/Residential Population Ratio (per 100 residents)	54			
	Businesses		Employees	
	Number	Percent	Number	Percent
by 2-Digit NAICS Codes				
Agriculture, Forestry, Fishing & Hunting	2	0.1%	7	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	143	7.4%	803	2.7%
Manufacturing	32	1.7%	1,217	4.0%
Wholesale Trade	44	2.3%	276	0.9%
Retail Trade	317	16.5%	4,926	16.3%
Transportation & Warehousing	16	0.8%	186	0.6%
Information	42	2.2%	473	1.6%
Finance & Insurance	108	5.6%	895	3.0%
Real Estate, Rental & Leasing	73	3.8%	517	1.7%
Professional, Scientific & Tech Services	181	9.4%	1,101	3.7%
Management of Companies &	3	0.2%	14	0.0%
Administrative & Support & Waste Management & Remediation	68	3.5%	334	1.1%
Educational Services	62	3.2%	1,640	5.4%
Health Care & Social Assistance	282	14.7%	12,849	42.6%
Arts, Entertainment & Recreation	41	2.1%	451	1.5%
Accommodation & Food Services	126	6.6%	1,734	5.8%
Other Services (except Public Administration)	269	14.0%	1,655	5.5%
Public Administration	21	1.1%	991	3.3%
Unclassified Establishments	90	4.7%	83	0.3%
SOURCE: ESRI Business Analyst (2022)				

TABLE 31 - EMPLOYMENT PROFILE - MONTGOMERY COUNTY

Employment Profile - Montgomery County				
Data for all businesses in area	Montgomery County			
Total Businesses:	35,751			
Total Employees:	517,803			
Total Residential Population:	856,553			
Employee/Residential Population Ratio (per 100 residents)	62			
	Businesses		Employees	
	Number	Percent	Number	Percent
by 2-Digit NAICS Codes				
Agriculture, Forestry, Fishing & Hunting	47	0.1%	408	0.1%
Mining	23	0.1%	224	0.0%
Utilities	34	0.1%	2,214	0.4%
Construction	2,726	7.6%	27,880	5.4%
Manufacturing	1,382	3.9%	40,710	7.9%
Wholesale Trade	1,245	3.5%	18,505	3.6%
Retail Trade	4,720	13.2%	64,814	12.5%
Transportation & Warehousing	409	1.1%	7,057	1.4%
Information	932	2.6%	20,832	4.0%
Finance & Insurance	2,286	6.4%	35,199	6.8%
Real Estate, Rental & Leasing	1,752	4.9%	14,847	2.9%
Professional, Scientific & Tech Services	4,082	11.4%	48,505	9.4%
Management of Companies & Enterprises	72	0.2%	1,857	0.4%
Administrative & Support & Waste Management & Remediation	1,552	4.3%	19,971	3.9%
Educational Services	958	2.7%	35,176	6.8%
Health Care & Social Assistance	3,741	10.5%	89,989	17.4%
Arts, Entertainment & Recreation	720	2.0%	9,692	1.9%
Accommodation & Food Services	2,210	6.2%	34,647	6.7%
Other Services (except Public Administration)	4,252	11.9%	28,322	5.5%
Public Administration	674	1.9%	15,037	2.9%
Unclassified Establishments	1,934	5.4%	1,917	0.4%
SOURCE: ESRI Business Analyst (2022)				

TABLE 32 - EMPLOYMENT PROFILE - PENNSYLVANIA

Employment Profile - Pennsylvania				
Data for all businesses in area	Pennsylvania			
Total Businesses:	457,737			
Total Employees:	6,211,078			
Total Residential Population:	13,002,700			
Employee/Residential Population Ratio (per 100 residents)	48			
	Businesses		Employees	
	Number	Percent	Number	Percent
by 2-Digit NAICS Codes				
Agriculture, Forestry, Fishing & Hunting	2,604	0.6%	19,150	0.3%
Mining	761	0.2%	13,058	0.2%
Utilities	959	0.2%	21,439	0.3%
Construction	34,232	7.5%	288,332	4.6%
Manufacturing	17,850	3.9%	540,098	8.7%
Wholesale Trade	15,471	3.4%	243,924	3.9%
Retail Trade	67,101	14.7%	775,389	12.5%
Transportation & Warehousing	8,917	1.9%	167,904	2.7%
Information	9,087	2.0%	147,065	2.4%
Finance & Insurance	22,637	4.9%	257,564	4.1%
Real Estate, Rental & Leasing	19,655	4.3%	144,402	2.3%
Professional, Scientific & Tech Services	39,858	8.7%	443,688	7.1%
Management of Companies & Enterprises	615	0.1%	18,129	0.3%
Administrative & Support & Waste Management & Remediation	15,559	3.4%	145,656	2.3%
Educational Services	12,055	2.6%	474,412	7.6%
Health Care & Social Assistance	44,967	9.8%	1,117,580	18.0%
Arts, Entertainment & Recreation	9,200	2.0%	129,549	2.1%
Accommodation & Food Services	34,266	7.5%	497,478	8.0%
Other Services (except Public Administration)	66,786	14.6%	408,064	6.6%
Public Administration	15,363	3.4%	322,214	5.2%
Unclassified Establishments	19,794	4.3%	35,983	0.6%
SOURCE: ESRI Business Analyst (2022)				

# APPENDIX 2 - AREA SCORING RATIONALE

TABLE 33 - PROJECT AREA SELECTION SCORING JUSTIFICATION

PROJECT AREA SELECTION SCORING JUSTIFICATION							
SITE NAME	MARKET VIABILITY	MOTORIZED TRANSPORTATION ACCESS (i.e., roads, bus stops, light-rail, etc.)	NON-MOTORIZED TRANSPORTATION ACCESS (i.e., sidewalks, crosswalks, pedestrian signals, bike lanes, etc.)	COMMERCIAL PROPERTY AVAILABILITY	AMOUNT OF AVAILABLE ACREAGE/LOTS	CONNECTIVITY TO TOWNSHIP ASSETS AND RESIDENTS	VIABILITY OF EDC PARTICIPATION
<b>WILLOW GROVE PARK MALL</b>	Site is incredibly conducive to commercial activity.	Site has superb roadway access and available bus stops, but access to nearest light-rail (Crestmont Station) is nearly 0.75 miles.	Site has sidewalks, crosswalks, and pedestrian signals surrounding it on three sides, but there are no bike lanes available for cyclists.	Site is not currently available but could become available soon.	Over 80 acres of potentially developable property.	Site has superior on-street and pedestrian access, but it is located in the far north corner of the Township.	With site control and/or property owner buy-in, an EDC could advance strategies to achieve large economic development goals.
<b>ROSLYN</b>	Site has extensive foot-traffic due to superior transportation; connects to the heavily-traveled and commercially vibrant Easton Rd. Corridor.	Site has excellent roadway access, bus stops, and a light-rail stop (Roslyn Station), but the layout of the light-rail/roadway intersection at Easton/Susquehanna could pose traffic issues.	Sidewalks and crosswalks are present, but some areas lack pedestrian signals and bike lanes.	Many existing commercial properties are underutilized and could benefit from an EDC's assistance.	Multiple, albeit smaller, lots in Roslyn are underutilized.	Site has excellent on-street and pedestrian access and is close to community assets (such as schools, parks, and the Township Building), but it is located on the western edge of the Township.	An EDC is well-suited to help undertake improvements to enhance Roslyn's aesthetics, increase storefront occupancy, and promote small businesses.
<b>KESWICK</b>	Quaint appearance and excellent community anchors (such as the Keswick Theatre) make it incredibly viable for commerce.	Site has excellent roadway access, bus stops, and a light-rail stop in close proximity (Glenside Station), but Keswick is nestled in a largely residential area with lower traffic counts.	Sidewalks, crosswalks, and pedestrian signals are present, but bike lanes are not present.	Some commercial properties are available for lease/rent, but occupancy rates are generally high.	Keswick is largely built-out.	Site has excellent on-street and pedestrian access and is close to schools, but it is located on the western edge of the Township.	An EDC is well-suited to help promote Keswick's community events to a larger audience and promote available storefronts.
<b>OLD YORK ROAD CORRIDOR / NOBLE</b>	The Old York Road Corridor/Noble have the best consumer visibility and market potential in Abington Township.	Site has excellent roadway access, bus stops, and multiple light-rail stations in close proximity (including Noble Station and Crestmont Station).	Sidewalks, crosswalks, and pedestrian signals are present along most of the Old York Road Corridor, but bike lanes are not.	Most existing commercial properties are leased or rented and unavailable for improvement.	The existing viability of the area has resulted in most developable property being developed.	The Old York Road Corridor/Noble are at the heart of Abington Township; Old York Road serves as Abington Township's "Main Street".	Site control with unwilling landowners and coordination with PennDOT on improvements would be significant issues for an EDC to handle.
<b>ARDSLEY</b>	Site benefits from transportation access, but there is limited commercial acreage for businesses.	Site has roadway and light-rail access, but bus stops are somewhat distant.	Sidewalks, crosswalks, and pedestrian signals are present, but bike lanes are not.	A handful of commercial properties are underutilized and have potential for improvement.	Ardsley is largely built-out.	Ardsley is near Abington Township's westernmost corner and surrounded by largely residential areas.	An EDC could assist with promoting and improving underutilized real estate.



TABLE 34- PROJECT AREA SELECTION SCORING JUSTIFICATION - 2<sup>ND</sup> HALF

PROJECT AREA SELECTION SCORING JUSTIFICATION							
SITE NAME	MARKET VIABILITY	MOTORIZED TRANSPORTATION ACCESS (i.e., roads, bus stops, light-rail, etc.)	NON-MOTORIZED TRANSPORTATION ACCESS (i.e., sidewalks, crosswalks, pedestrian signals, bike lanes, etc.)	COMMERCIAL PROPERTY AVAILABILITY	AMOUNT OF AVAILABLE ACREAGE/LOTS	CONNECTIVITY TO TOWNSHIP ASSETS AND RESIDENTS	VIABILITY OF EDC PARTICIPATION
CRESTMONT	Site has some market viability (portions along Old York Road), but most of the community is residential in nature.	Site has roadway, bus stop, and light-rail access, but parking area for the light-rail station is prohibitively small.	Availability of sidewalks, crosswalks, and pedestrian signals varies by street. No bike lanes are present.	Portions of the Crestmont area fronting Old York Road have some underutilized properties.	Portions of the Crestmont area fronting Old York Road have surface parking lots with potential for development.	Crestmont benefits from multiple modes of transportation access and proximity to community assets (such as schools, hospitals, parks, etc.).	An EDC would be most effective if it could acquire potential properties or parcels for development.
NORTH HILLS	North Hills has a commercial core, but its distance from other commercial corridors could limit market viability.	Site has excellent roadway access, bus stops, and a light-rail stop (Roslyn Station), but North Hills Station is not integrated into the commercial core of North Hills.	Availability of sidewalks, crosswalks, and pedestrian signals varies by street. No bike lanes are present.	A handful of commercial properties are underutilized and have potential for improvement.	Much of North Hills is built-out, but underutilized parking lots could provide potential for development.	North Hills is close to a few of Abington Township's recreational facilities, although it is located in Abington Township's westernmost corner.	The abundance of commercial property and presence of a commercial core could make an EDC beneficial in the reuse of underutilized property and promotion of businesses.
GLENSIDE	Site's transportation access generates foot-traffic, but much of Glenside is in neighboring Cheltenham Township, which limits available commercial space that benefits Abington Township.	Site has excellent access via roadway, bus stops, and light-rail, although the light-rail station is located in neighboring Cheltenham Township.	Sidewalks are present throughout Glenside, but some areas are missing pedestrian signals and crosswalks, and bike lanes are not present.	Some commercial properties are underutilized and could be available, but Abington Township has only a small portion of Glenside's commercial district.	Glenside is largely built-out.	Site is located closer to the center of Abington Township, but it is somewhat distant from community facilities and assets.	An EDC could assist with promoting and improving underutilized real estate, but the Abington Township portion of Glenside has only a handful of commercial properties.
HUNTINGDON VALLEY SHOPPING CENTER / HOLLYWOOD / MCKINLEY	Site's proximity to Rockledge and Philadelphia carries commercial potential, but the area is largely residential in nature.	Site has roadway and bus stop access, but light-rail access is distant.	Sidewalks, crosswalks, and pedestrian signals are present, but some sidewalks are narrow and bike lanes are not present.	Most existing commercial properties is leased or rented.	Area is largely built out.	Site is located at the far eastern corner of Abington Township, but it is located near schools, parks, and Manor College.	An EDC would be most effective in this area if commercial property would become available for improvement.
RYDAL / MEADOWBROOK	Area is largely residential and institutional in nature with limited commercial viability.	Sites have good roadway and light-rail access, but bus stops are somewhat distant.	Access is primarily vehicular in nature; pedestrian and cyclist accommodations are mostly not present.	There are no commercial properties available for reuse or improvement.	Much of the area is residential or institutional in nature; Meadowbrook Station is adjacent to the Abington Township Game Preserve.	Area benefits from central location in Abington Township and location near parks and Penn State Abington, but lack of pedestrian accommodations are restrictive.	The constraints make an EDC's potential role in this area limited.

SOURCE: Delta Development Group

## APPENDIX 3 - EDC INTERVIEW QUESTIONNAIRE

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1. When was your Economic Development Corporation (EDC) established, and by whom? What was the public process used to establish the EDC?
2. How much funding was provided for the Economic Development Corporation to begin operations, and by whom was it provided? Was the level of initial operational funding maintained, or did it change over time?
3. What activities and programming does your organization undertake (i.e., development/redevelopment of properties, façade improvements, business promotion, streetscaping, etc.)?
4. What major projects and initiatives has your organization undertaken?
5. How does your organization sustain itself financially?
6. What is the structure of your organization (including both the Board of Directors and staff)? Are staff members shared between a municipality and your organization?
7. Does your organization charge businesses and other organizations for technical assistance and services?
8. What is the relationship between your organization and the organization's home municipality?
9. What would you identify as best practices for the creation and operation of an EDC?

# APPENDIX 4 - PUBLIC INFORMATION

## MEETING #5 QUESTIONS & ANSWERS

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- **Q1: WHY DO WE NEED THIS? WHY IS THERE A NEED FOR PUBLIC FUNDING? DOES IT GO TO A PRIVATE DEVELOPER?**
- A1: An Economic Development Corporation helps to undertake more difficult projects that are not viable within the private sector. Most public funding does not go from the Economic Development Corporation to a private developer, but an Economic Development Corporation can play a role in advancing portions of a larger project using public funding resources.
- **Q2: WHAT CAN AN ECONOMIC DEVELOPMENT CORPORATION DO THAT ABINGTON TOWNSHIP ITSELF CANNOT?**
- A2: Having 501(c)(3) status allows an Economic Development Corporation to partake in funding opportunities that a municipal government could not, such as DCED's Neighborhood Assistance Program (NAP)/Neighborhood Partnerships Program (NPP); 501(c)(3) status also allows the organization to benefit from a wide range of private foundation funding opportunities.
- **Q3: SHOULD ECONOMIC DEVELOPMENT CORPORATION STAFF BE SHARED WITH ABINGTON TOWNSHIP?**
- A3: It is standard practice for a newly formed Economic Development Corporations to share staff with its home municipality. Over time, Economic Development Corporations find new revenue streams to support dedicated staff members.
- **Q4: DOES AN ECONOMIC DEVELOPMENT CORPORATION TYPICALLY RELY ON FUNDING FROM IS HOME MUNICIPALITY?**
- A4: Yes, most Economic Development Corporations are the recipient of start-up funding from their home municipality to begin operations and start projects/initiatives. The financial contribution from the municipality can remain consistent or change over time. As the Economic Development Corporation matures, so does its revenue streams.
- **Q5: WHAT CAN AN ECONOMIC DEVELOPMENT CORPORATION DO THAT THE EXISTING ECONOMIC DEVELOPMENT COMMITTEE CANNOT?**
- A5: The Economic Development Committee is a volunteer body that can only provide recommendations to the Abington Township Commissioners. An Economic Development Corporation is able to undertake its own projects/initiatives and secure its own dedicated funding for project/initiative implementation. An Economic Development Corporation also has staff members with a specific focus on economic development efforts.

- **Q6: DOES AN ECONOMIC DEVELOPMENT CORPORATION WORK IN THE BEST INTEREST OF RESIDENTS?**
- A: Yes, absolutely. The public is encouraged to provide feedback to the Economic Development Corporation on any of the projects and initiatives that they undertake. Economic Development Corporations also frequently survey residents/businesses, hold public open houses, etc. to obtain public input.
- **Q7: CAN AN ECONOMIC DEVELOPMENT CORPORATION PURCHASE PROPERTY AND DEVELOP IT?**
- A7: Yes, an Economic Development Corporation can purchase and develop property.
- **Q8: WHAT WAS THE PROCESS THAT LED TO ABINGTON TOWNSHIP'S RELATIONSHIP WITH DELTA DEVELOPMENT GROUP, INC.?**
- A8: Delta responded to a public Request for Qualifications (RFQ) prepared and distributed by Abington Township.
- **Q9: WHO IS AN ECONOMIC DEVELOPMENT CORPORATION ACCOUNTABLE TO?**
- A9: An Economic Development Corporation is comprised of a Board of Directors appointed by Abington Township Commissioners. As a quasi-public body, an Economic Development Corporation is subject to similar laws and procedures as a municipal governing body. For example, an Economic Development Corporation's meetings are publicly advertised and open for public comment, the organization's finances are subject to annual audits, etc.
- **Q10: IF AN ECONOMIC DEVELOPMENT CORPORATION IS UNDERTAKING A PROJECT, HOW WILL THE CONTRACTORS BE SELECTED?**
- A10: Work undertaken by an Economic Development Corporation is typically competitively bid. Funding sources used for a project may dictate specific bidding procedures.
- **Q11: WHAT TYPES OF FUNDING SOURCES CAN ASSIST WITH OPERATIONS?**
- A11: An Economic Development Corporation's are typically funded through contributions from its home municipality, business memberships/contributions, event programming, funding from charitable trusts and foundations, etc.
- **Q12: IS AN ECONOMIC DEVELOPMENT CORPORATION CREATED TO COMPETE WITH THE PRIVATE SECTOR?**
- A12: No, an Economic Development Corporation is not created to compete with the private sector. An Economic Development Corporation often undertakes projects that are not viable for the private sector. These projects often serve as a catalyst for future private sector investment in a community. An Economic Development Corporation also works to strengthen and promote existing businesses



through promotional publications and events, business assistance programs, façade improvement programs, etc.

➤ **Q13: CAN AN ECONOMIC DEVELOPMENT CORPORATION PARTAKE IN TRANSIT ORIENTED DEVELOPMENT (TOD)?**

- A13: Yes, an Economic Development Corporation could assist with Transit Oriented Development if it was an agreed-upon economic development priority of the community. The Economic Development Corporation's Board of Directors, community members, and local businesses would collaborate to decide what type of economic development projects it chooses to advance.

➤ **Q14: WHO DETERMINES WHAT TYPES OF ECONOMIC DEVELOPMENT PROJECTS THAT THE ECONOMIC DEVELOPMENT CORPORATION CHOOSES TO ADVANCE?**

- A14: The Economic Development Corporation's Board of Directors, community members, and local businesses ultimately decide what projects/initiatives to advance.

➤ **Q15: HOW DOES AN ECONOMIC DEVELOPMENT CORPORATION PROMOTE TRANSPARENCY?**

- A15: An Economic Development Corporation often abides by principles of the Sunshine Act, including public meeting advertisement, opportunities to attend meetings, deliberations on project activities in public, etc.

➤ **Q16: CAN A DEVELOPER DO ANYTHING THEY WANT WITH GRANT MONEY?**

- A16: Unless it is a business assistance or façade improvement program directly administered by the Economic Development Corporation (in which case businesses are sub-grantees of grant money), the Economic Development Corporation will be the recipient of grant money. An Economic Development Corporation is held to the same standard as any other recipient of grant funding from private foundations, state agencies, and federal agencies.

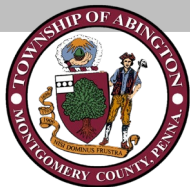
➤ **Q17: WHO DETERMINES HOW MUCH START-UP FUNDING THE ECONOMIC DEVELOPMENT CORPORATION WILL RECEIVE?**

- A17: The initial start-up funding will be specified in the Ordinance developed to establish the Economic Development Corporation, which will go through a public process similar to any other Ordinance passed by the Township. The Abington Township Board of Commissioners would determine subsequent annual contributions to the Economic Development Corporation during their annual budget process. This is typically done in the July/August timeframe.

## APPENDIX 5 - ABINGTON TOWNSHIP ONE-PAGE MARKETING PIECE

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*Please see the following page.*



# Invest in Abington Township



**A**bington Township provides a unique investment opportunity for small business owners, real estate developers, and lessors of commercial real estate. Located at the edge of Philadelphia in southern Montgomery County, Abington Township's proximity to major population centers, commercial corridors, and other amenities is unsurpassed. Abington Township boasts strong market traits that make it an attractive investment prospect.

**1.5  
Miles**

**L**ocated 1.5 miles from the PA Turnpike (I-276) via Old York Road (PA Route 611)

**2 x 2**

**H**ome to two institutions of higher education (Penn State Abington and Manor College) and two hospitals (Jefferson Abington Hospital and Holy Redeemer Hospital)

**58,502**

**P**opulation of 58,502 residents according to the 2020 Decennial Census, which represents a 5.6% population increase over the past decade

**\$90,506**

**M**edian household income of Abington Township residents is \$90,506, which is higher than in the Philadelphia-Reading-Camden CSA and Pennsylvania

**30,152**

**N**umber of individuals employed at Abington Township's 1,920 businesses is 30,152, which represents a solid daytime population

# APPENDIX 6 - ESRI BUSINESS ANALYST MARKET DATA PROFILES

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## ABINGTON TOWNSHIP

- Data Set #1 – Retail Demand Outlook
- Data Set #2 – Retail Goods and Service Expenditures
- Data Set #3 – Retail Market Potential
- Data Set #4 – Restaurant Market Potential

## KESWICK

- Data Set #5 – Retail Demand Outlook – Walk-Time
- Data Set #6 – Retail Goods and Service Expenditures – Walk-Time
- Data Set #7 – Retail Market Potential – Walk-Time
- Data Set #8 – Restaurant Market Potential – Walk-Time
- Data Set #9 – Retail Demand Outlook – Drive-Time
- Data Set #10 – Retail Goods and Service Expenditures – Drive-Time
- Data Set #11 – Retail Market Potential – Drive-Time
- Data Set #12 – Restaurant Market Potential – Drive-Time

## ROSLYN

- Data Set #13 – Retail Demand Outlook – Walk-Time
- Data Set #14 – Retail Goods and Service Expenditures – Walk-Time
- Data Set #15 – Retail Market Potential – Walk-Time
- Data Set #16 – Restaurant Market Potential – Walk-Time
- Data Set #17 – Retail Demand Outlook – Drive-Time
- Data Set #18 – Retail Goods and Service Expenditures – Drive-Time
- Data Set #19 – Retail Market Potential – Drive-Time
- Data Set #20 – Restaurant Market Potential – Drive-Time





## Retail Demand Outlook

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	45.5%	Population	58,352	58,419
City Lights (8A)	15.0%	Households	21,905	21,956
Retirement Communities (9E)	7.1%	Families	14,660	14,653
Top Tier (1A)	6.0%	Median Age	44.3	44.6
Golden Years (9B)	5.7%	Median Household Income	\$101,944	\$116,352
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$65,017,414	\$75,370,110	\$10,352,696
Men's		\$12,556,011	\$14,556,897	\$2,000,886
Women's		\$22,902,366	\$26,551,127	\$3,648,761
Children's		\$8,924,154	\$10,340,683	\$1,416,529
Footwear		\$15,545,591	\$18,020,525	\$2,474,934
Watches & Jewelry		\$3,815,149	\$4,423,281	\$608,132
Apparel Products and Services (1)		\$1,827,154	\$2,118,432	\$291,278
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,333,019	\$6,180,600	\$847,581
Portable Memory		\$128,251	\$148,678	\$20,427
Computer Software		\$320,054	\$370,974	\$50,920
Computer Accessories		\$526,450	\$610,396	\$83,946
<b>Entertainment &amp; Recreation</b>		\$98,872,815	\$114,612,223	\$15,739,408
Fees and Admissions		\$25,618,943	\$29,686,354	\$4,067,411
Membership Fees for Clubs (2)		\$8,454,824	\$9,799,296	\$1,344,472
Fees for Participant Sports, excl. Trips		\$3,701,108	\$4,290,164	\$589,056
Tickets to Theatre/Operas/Concerts		\$3,033,327	\$3,515,252	\$481,925
Tickets to Movies		\$1,659,551	\$1,923,346	\$263,795
Tickets to Parks or Museums		\$1,029,532	\$1,192,896	\$163,364
Admission to Sporting Events, excl. Trips		\$2,174,483	\$2,519,691	\$345,208
Fees for Recreational Lessons		\$5,523,687	\$6,396,483	\$872,796
Dating Services		\$42,431	\$49,226	\$6,795
TV/Video/Audio		\$34,132,154	\$39,577,548	\$5,445,394
Cable and Satellite Television Services		\$23,985,947	\$27,814,617	\$3,828,670
Televisions		\$3,094,876	\$3,588,227	\$493,351
Satellite Dishes		\$37,184	\$43,129	\$5,945
VCRs, Video Cameras, and DVD Players		\$136,078	\$157,762	\$21,684
Miscellaneous Video Equipment		\$507,378	\$588,262	\$80,884
Video Cassettes and DVDs		\$199,083	\$230,859	\$31,776
Video Game Hardware/Accessories		\$723,996	\$839,473	\$115,477
Video Game Software		\$399,184	\$462,950	\$63,766
Rental/Streaming/Downloaded Video		\$1,786,865	\$2,071,926	\$285,061
Installation of Televisions		\$30,379	\$35,203	\$4,824
Audio (3)		\$3,161,924	\$3,664,760	\$502,836
Rental and Repair of TV/Radio/Sound Equipment		\$69,261	\$80,379	\$11,118
Pets		\$21,308,060	\$24,702,042	\$3,393,982
Toys/Games/Crafts/Hobbies (4)		\$3,179,963	\$3,686,097	\$506,134
Recreational Vehicles and Fees (5)		\$3,953,038	\$4,579,073	\$626,035
Sports/Recreation/Exercise Equipment (6)		\$4,864,947	\$5,639,033	\$774,086
Photo Equipment and Supplies (7)		\$1,370,089	\$1,588,011	\$217,922
Reading (8)		\$3,367,029	\$3,904,414	\$537,385
Catered Affairs (9)		\$1,088,358	\$1,260,983	\$172,625
<b>Food</b>		\$279,161,700	\$323,634,893	\$44,473,193
Food at Home		\$164,705,495	\$190,953,685	\$26,248,190
Bakery and Cereal Products		\$21,495,283	\$24,920,431	\$3,425,148
Meats, Poultry, Fish, and Eggs		\$35,868,104	\$41,583,043	\$5,714,939
Dairy Products		\$16,876,995	\$19,565,796	\$2,688,801
Fruits and Vegetables		\$33,051,300	\$38,316,540	\$5,265,240
Snacks and Other Food at Home (10)		\$57,413,813	\$66,567,876	\$9,154,063
Food Away from Home		\$114,456,204	\$132,681,207	\$18,225,003
Alcoholic Beverages		\$20,674,153	\$23,965,573	\$3,291,420

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 30, 2023



## Retail Demand Outlook

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$921,843,336	\$1,068,812,134	\$146,968,798
Value of Retirement Plans	\$3,514,300,060	\$4,072,839,287	\$558,539,227
Value of Other Financial Assets	\$299,344,627	\$347,102,908	\$47,758,281
Vehicle Loan Amount excluding Interest	\$72,400,754	\$83,954,794	\$11,554,040
Value of Credit Card Debt	\$87,490,660	\$101,403,492	\$13,912,832
<b>Health</b>			
Nonprescription Drugs	\$4,117,389	\$4,776,064	\$658,675
Prescription Drugs	\$8,944,501	\$10,377,465	\$1,432,964
Eyeglasses and Contact Lenses	\$2,926,560	\$3,392,848	\$466,288
<b>Home</b>			
Mortgage Payment and Basics (11)	\$377,934,775	\$437,798,224	\$59,863,449
Maintenance and Remodeling Services	\$98,961,902	\$114,671,334	\$15,709,432
Maintenance and Remodeling Materials (12)	\$18,265,575	\$21,163,831	\$2,898,256
Utilities, Fuel, and Public Services	\$144,931,563	\$168,029,509	\$23,097,946
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,161,903	\$3,664,936	\$503,033
Furniture	\$19,337,514	\$22,414,374	\$3,076,860
Rugs	\$1,053,571	\$1,221,003	\$167,432
Major Appliances (14)	\$11,455,120	\$13,276,032	\$1,820,912
Housewares (15)	\$2,641,119	\$3,062,402	\$421,283
Small Appliances	\$1,515,482	\$1,756,924	\$241,442
Luggage	\$514,644	\$596,619	\$81,975
Telephones and Accessories	\$3,358,314	\$3,892,614	\$534,300
<b>Household Operations</b>			
Child Care	\$17,582,918	\$20,364,845	\$2,781,927
Lawn and Garden (16)	\$15,650,824	\$18,142,964	\$2,492,140
Moving/Storage/Freight Express	\$1,929,138	\$2,236,689	\$307,551
Housekeeping Supplies (17)	\$22,794,627	\$26,431,001	\$3,636,374
<b>Insurance</b>			
Owners and Renters Insurance	\$17,976,588	\$20,840,638	\$2,864,050
Vehicle Insurance	\$51,978,312	\$60,265,522	\$8,287,210
Life/Other Insurance	\$19,360,374	\$22,439,768	\$3,079,394
Health Insurance	\$122,923,666	\$142,540,428	\$19,616,762
Personal Care Products (18)	\$14,776,194	\$17,132,005	\$2,355,811
School Books and Supplies (19)	\$3,839,016	\$4,449,524	\$610,508
Smoking Products	\$9,296,909	\$10,785,518	\$1,488,609
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$68,581,140	\$79,506,611	\$10,925,471
Gasoline and Motor Oil	\$67,374,162	\$78,099,690	\$10,725,528
Vehicle Maintenance and Repairs	\$31,238,537	\$36,218,735	\$4,980,198
<b>Travel</b>			
Airline Fares	\$21,490,402	\$24,905,522	\$3,415,120
Lodging on Trips	\$23,623,065	\$27,377,618	\$3,754,553
Auto/Truck Rental on Trips	\$1,813,734	\$2,102,040	\$288,306
Food and Drink on Trips	\$19,223,616	\$22,280,950	\$3,057,334

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 30, 2023



## Retail Demand Outlook

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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## Retail Goods and Services Expenditures

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	45.5%	Population	58,352	58,419
City Lights (8A)	15.0%	Households	21,905	21,956
Retirement Communities (9E)	7.1%	Families	14,660	14,653
Top Tier (1A)	6.0%	Median Age	44.3	44.6
Golden Years (9B)	5.7%	Median Household Income	\$101,944	\$116,352
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		123	\$2,968.15	\$65,017,414
Men's		124	\$573.20	\$12,556,011
Women's		125	\$1,045.53	\$22,902,366
Children's		115	\$407.40	\$8,924,154
Footwear		125	\$709.68	\$15,545,591
Watches & Jewelry		119	\$174.17	\$3,815,149
Apparel Products and Services (1)		139	\$83.41	\$1,827,154
<b>Computer</b>				
Computers and Hardware for Home Use		128	\$243.46	\$5,333,019
Portable Memory		118	\$5.85	\$128,251
Computer Software		134	\$14.61	\$320,054
Computer Accessories		117	\$24.03	\$526,450
<b>Entertainment &amp; Recreation</b>		123	\$4,513.71	\$98,872,815
Fees and Admissions		139	\$1,169.55	\$25,618,943
Membership Fees for Clubs (2)		137	\$385.98	\$8,454,824
Fees for Participant Sports, excl. Trips		129	\$168.96	\$3,701,108
Tickets to Theatre/Operas/Concerts		151	\$138.48	\$3,033,327
Tickets to Movies		120	\$75.76	\$1,659,551
Tickets to Parks or Museums		122	\$47.00	\$1,029,532
Admission to Sporting Events, excl. Trips		136	\$99.27	\$2,174,483
Fees for Recreational Lessons		158	\$252.17	\$5,523,687
Dating Services		142	\$1.94	\$42,431
TV/Video/Audio		117	\$1,558.19	\$34,132,154
Cable and Satellite Television Services		119	\$1,095.00	\$23,985,947
Televisions		111	\$141.29	\$3,094,876
Satellite Dishes		95	\$1.70	\$37,184
VCRs, Video Cameras, and DVD Players		111	\$6.21	\$136,078
Miscellaneous Video Equipment		131	\$23.16	\$507,378
Video Cassettes and DVDs		104	\$9.09	\$199,083
Video Game Hardware/Accessories		101	\$33.05	\$723,996
Video Game Software		100	\$18.22	\$399,184
Rental/Streaming/Downloaded Video		102	\$81.57	\$1,786,865
Installation of Televisions		165	\$1.39	\$30,379
Audio (3)		119	\$144.35	\$3,161,924
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.16	\$69,261
Pets		117	\$972.75	\$21,308,060
Toys/Games/Crafts/Hobbies (4)		110	\$145.17	\$3,179,963
Recreational Vehicles and Fees (5)		141	\$180.46	\$3,953,038
Sports/Recreation/Exercise Equipment (6)		108	\$222.09	\$4,864,947
Photo Equipment and Supplies (7)		120	\$62.55	\$1,370,089
Reading (8)		131	\$153.71	\$3,367,029
Catered Affairs (9)		149	\$49.69	\$1,088,358
<b>Food</b>		121	\$12,744.20	\$279,161,700
Food at Home		121	\$7,519.08	\$164,705,495
Bakery and Cereal Products		124	\$981.30	\$21,495,283
Meats, Poultry, Fish, and Eggs		122	\$1,637.44	\$35,868,104
Dairy Products		124	\$770.46	\$16,876,995
Fruits and Vegetables		126	\$1,508.85	\$33,051,300
Snacks and Other Food at Home (10)		117	\$2,621.04	\$57,413,813
Food Away from Home		121	\$5,225.12	\$114,456,204
Alcoholic Beverages		133	\$943.81	\$20,674,153

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## Retail Goods and Services Expenditures

Abington township, PA  
Abington township, PA (4209100156)  
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Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	136	\$42,083.69	\$921,843,336
Value of Retirement Plans	141	\$160,433.69	\$3,514,300,060
Value of Other Financial Assets	140	\$13,665.58	\$299,344,627
Vehicle Loan Amount excluding Interest	102	\$3,305.22	\$72,400,754
Value of Credit Card Debt	127	\$3,994.10	\$87,490,660
<b>Health</b>			
Nonprescription Drugs	107	\$187.97	\$4,117,389
Prescription Drugs	108	\$408.33	\$8,944,501
Eyeglasses and Contact Lenses	121	\$133.60	\$2,926,560
<b>Home</b>			
Mortgage Payment and Basics (11)	142	\$17,253.36	\$377,934,775
Maintenance and Remodeling Services	138	\$4,517.78	\$98,961,902
Maintenance and Remodeling Materials (12)	119	\$833.85	\$18,265,575
Utilities, Fuel, and Public Services	117	\$6,616.37	\$144,931,563
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	125	\$144.35	\$3,161,903
Furniture	122	\$882.79	\$19,337,514
Rugs	135	\$48.10	\$1,053,571
Major Appliances (14)	122	\$522.95	\$11,455,120
Housewares (15)	120	\$120.57	\$2,641,119
Small Appliances	116	\$69.18	\$1,515,482
Luggage	124	\$23.49	\$514,644
Telephones and Accessories	135	\$153.31	\$3,358,314
<b>Household Operations</b>			
Child Care	133	\$802.69	\$17,582,918
Lawn and Garden (16)	125	\$714.49	\$15,650,824
Moving/Storage/Freight Express	109	\$88.07	\$1,929,138
Housekeeping Supplies (17)	117	\$1,040.61	\$22,794,627
<b>Insurance</b>			
Owners and Renters Insurance	116	\$820.66	\$17,976,588
Vehicle Insurance	112	\$2,372.90	\$51,978,312
Life/Other Insurance	129	\$883.83	\$19,360,374
Health Insurance	120	\$5,611.67	\$122,923,666
Personal Care Products (18)	119	\$674.56	\$14,776,194
School Books and Supplies (19)	118	\$175.26	\$3,839,016
Smoking Products	97	\$424.42	\$9,296,909
<b>Transportation</b>			
Payments on Vehicles excluding Leases	106	\$3,130.84	\$68,581,140
Gasoline and Motor Oil	112	\$3,075.74	\$67,374,162
Vehicle Maintenance and Repairs	113	\$1,426.09	\$31,238,537
<b>Travel</b>			
Airline Fares	137	\$981.07	\$21,490,402
Lodging on Trips	134	\$1,078.43	\$23,623,065
Auto/Truck Rental on Trips	133	\$82.80	\$1,813,734
Food and Drink on Trips	129	\$877.59	\$19,223,616

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**(1) Apparel Products and Services** includes 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 health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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.

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## Retail Market Potential

Abington township, PA  
Abington township, PA (4209100156)  
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Prepared by Esri

Demographic Summary		2022	2027
Population		58,352	58,419
Population 18+		46,498	46,968
Households		21,905	21,956
Median Household Income		\$101,944	\$116,352
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	25,507	54.9%	100
Bought any women's clothing in last 12 months	22,872	49.2%	101
Bought any shoes in last 12 months	34,424	74.0%	103
Bought any fine jewelry in last 12 months	9,438	20.3%	106
Bought a watch in last 12 months	6,395	13.8%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	20,087	91.7%	102
HH bought/leased new vehicle last 12 months	2,757	12.6%	131
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	41,806	89.9%	101
Bought/changed motor oil in last 12 months	19,964	42.9%	90
Had tune-up in last 12 months	11,816	25.4%	104
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	15,278	32.9%	84
Drank beer/ale in last 6 months	20,665	44.4%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	5,594	12.0%	123
Own digital SLR camera/camcorder	5,665	12.2%	124
Printed digital photos in last 12 months	13,263	28.5%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	14,159	30.5%	93
Have a smartphone	43,064	92.6%	101
Have a smartphone: Android phone (any brand)	15,730	33.8%	85
Have a smartphone: Apple iPhone	27,768	59.7%	113
Number of cell phones in household: 1	5,631	25.7%	84
Number of cell phones in household: 2	8,651	39.5%	103
Number of cell phones in household: 3+	7,329	33.5%	115
HH has cell phone only (no landline telephone)	12,213	55.8%	83
<b>Computers (Households)</b>			
HH owns a computer	19,142	87.4%	108
HH owns desktop computer	9,435	43.1%	114
HH owns laptop/notebook	15,446	70.5%	107
HH owns any Apple/Mac brand computer	6,515	29.7%	133
HH owns any PC/non-Apple brand computer	14,939	68.2%	102
HH purchased most recent computer in a store	8,762	40.0%	108
HH purchased most recent computer online	5,257	24.0%	107
HH spent \$1-\$499 on most recent home computer	2,842	13.0%	84
HH spent \$500-\$999 on most recent home computer	4,433	20.2%	107
HH spent \$1,000-\$1,499 on most recent home computer	3,150	14.4%	120
HH spent \$1,500-\$1,999 on most recent home computer	1,532	7.0%	133
HH spent \$2,000+ on most recent home computer	1,293	5.9%	125

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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## Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	27,319	58.8%	94
Bought brewed coffee at convenience store in last 30 days	6,583	14.2%	114
Bought cigarettes at convenience store in last 30 days	2,429	5.2%	73
Bought gas at convenience store in last 30 days	13,578	29.2%	77
Spent at convenience store in last 30 days: \$1-19	3,633	7.8%	103
Spent at convenience store in last 30 days: \$20-\$39	4,974	10.7%	104
Spent at convenience store in last 30 days: \$40-\$50	3,926	8.4%	99
Spent at convenience store in last 30 days: \$51-\$99	2,243	4.8%	80
Spent at convenience store in last 30 days: \$100+	7,525	16.2%	79
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	24,505	52.7%	110
Went to live theater in last 12 months	6,408	13.8%	137
Went to a bar/night club in last 12 months	8,497	18.3%	108
Dined out in last 12 months	25,611	55.1%	109
Gambled at a casino in last 12 months	6,184	13.3%	117
Visited a theme park in last 12 months	7,362	15.8%	110
Viewed movie (video-on-demand) in last 30 days	9,131	19.6%	152
Viewed TV show (video-on-demand) in last 30 days	5,931	12.8%	151
Watched any pay-per-view TV in last 12 months	4,045	8.7%	135
Downloaded a movie over the Internet in last 30 days	3,701	8.0%	104
Downloaded any individual song in last 6 months	9,750	21.0%	107
Used internet to watch a movie online in the last 30 days	15,929	34.3%	100
Used internet to watch a TV program online in last 30 days	10,612	22.8%	104
Played a video/electronic game (console) in last 12 months	5,159	11.1%	94
Played a video/electronic game (portable) in last 12 months	2,862	6.2%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	19,112	41.1%	114
Used ATM/cash machine in last 12 months	30,455	65.5%	109
Own any stock	7,482	16.1%	134
Own U.S. savings bond	3,742	8.0%	130
Own shares in mutual fund (stock)	7,062	15.2%	136
Own shares in mutual fund (bonds)	4,392	9.4%	134
Have interest checking account	18,792	40.4%	114
Have non-interest checking account	16,724	36.0%	102
Have savings account	34,491	74.2%	108
Have 401K retirement savings plan	11,842	25.5%	117
Own/used any credit/debit card in last 12 months	43,199	92.9%	105
Avg monthly credit card expenditures: \$1-110	4,769	10.3%	86
Avg monthly credit card expenditures: \$111-\$225	4,180	9.0%	114
Avg monthly credit card expenditures: \$226-\$450	4,468	9.6%	109
Avg monthly credit card expenditures: \$451-\$700	4,228	9.1%	113
Avg monthly credit card expenditures: \$701-\$1,000	4,233	9.1%	121
Avg monthly credit card expenditures: \$1001-2000	5,657	12.2%	122
Avg monthly credit card expenditures: \$2001+	5,453	11.7%	132
Did banking online in last 12 months	26,981	58.0%	109
Did banking on mobile device in last 12 months	20,649	44.4%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	20,749	94.7%	100
HH used chicken (fresh or frozen) in last 6 months	15,332	70.0%	102
HH used turkey (fresh or frozen) in last 6 months	3,174	14.5%	100
HH used fish/seafood (fresh or frozen) in last 6 months	13,275	60.6%	104
HH used fresh fruit/vegetables in last 6 months	19,925	91.0%	104
HH used fresh milk in last 6 months	18,174	83.0%	100
HH used organic food in last 6 months	7,031	32.1%	129
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	20,903	45.0%	111
Exercise at club 2+ times per week	8,021	17.3%	126
Visited a doctor in last 12 months	38,664	83.2%	105
Used vitamin/dietary supplement in last 6 months	30,146	64.8%	107
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	8,054	36.8%	107
HH used any maid/professional cleaning service in last 12 months	5,723	26.1%	128
HH purchased low ticket HH furnishings in last 12 months	4,927	22.5%	104
HH purchased big ticket HH furnishings in last 12 months	5,661	25.8%	99
HH bought any small kitchen appliance in last 12 months	5,610	25.6%	101
HH bought any large kitchen appliance in last 12 months	3,306	15.1%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	23,593	50.7%	105
Carry medical/hospital/accident insurance	40,556	87.2%	108
Carry homeowner/personal property insurance	28,183	60.6%	107
Carry renter's insurance	4,915	10.6%	99
HH has auto insurance: 1 vehicle in household covered	6,127	28.0%	95
HH has auto insurance: 2 vehicles in household covered	7,497	34.2%	111
HH has auto insurance: 3+ vehicles in household covered	5,525	25.2%	101
<b>Pets (Households)</b>			
Household owns any pet	11,289	51.5%	98
Household owns any cat	4,517	20.6%	90
Household owns any dog	8,160	37.3%	94
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	15,270	32.8%	93
Buy based on quality not price	8,231	17.7%	103
Buy on credit rather than wait	6,679	14.4%	109
Only use coupons brands: usually buy	6,514	14.0%	103
Will pay more for environmentally safe products	6,953	15.0%	109
Buy based on price not brands	12,580	27.1%	94
Am interested in how to help the environment	10,256	22.1%	108
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	9,387	20.2%	116
Bought hardcover book in last 12 months	12,586	27.1%	111
Bought paperback book in last 12 month	15,625	33.6%	108
Read any daily newspaper (paper version)	8,817	19.0%	123
Read any digital newspaper in last 30 days	25,297	54.4%	110
Read any magazine (paper/electronic version) in last 6 months	42,409	91.2%	103

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## Retail Market Potential

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	31,050	66.8%	100
Went to family restaurant/steak house: 4+ times a month	9,044	19.5%	94
Went to fast food/drive-in restaurant in last 6 months	41,383	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	15,798	34.0%	90
Fast food restaurant last 6 months: eat in	9,655	20.8%	91
Fast food restaurant last 6 months: home delivery	5,718	12.3%	106
Fast food restaurant last 6 months: take-out/drive-thru	23,559	50.7%	90
Fast food restaurant last 6 months: take-out/walk-in	11,451	24.6%	116
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	28,934	62.2%	111
Own any e-reader	7,250	15.6%	127
Own e-reader/tablet: iPad	19,794	42.6%	123
HH has Internet connectable TV	9,799	44.7%	105
Own any portable MP3 player	7,564	16.3%	119
HH owns 1 TV	3,952	18.0%	92
HH owns 2 TVs	6,036	27.6%	100
HH owns 3 TVs	4,834	22.1%	100
HH owns 4+ TVs	5,107	23.3%	112
HH subscribes to cable TV	10,524	48.0%	129
HH subscribes to fiber optic	2,514	11.5%	212
HH owns portable GPS navigation device	4,933	22.5%	110
HH purchased video game system in last 12 months	2,610	11.9%	154
HH owns any Internet video device for TV	10,623	48.5%	107
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	27,433	59.0%	111
Took 3+ domestic non-business trips in last 12 months	6,811	14.6%	116
Spent on domestic vacations in last 12 months: \$1-999	6,088	13.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,100	6.7%	107
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,981	4.3%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,986	4.3%	113
Spent on domestic vacations in last 12 months: \$3,000+	4,239	9.1%	143
Domestic travel in last 12 months: used general travel website	3,599	7.7%	130
Took foreign trip (including Alaska and Hawaii) in last 3 years	19,947	42.9%	129
Took 3+ foreign trips by plane in last 3 years	5,372	11.6%	146
Spent on foreign vacations in last 12 months: \$1-999	4,622	9.9%	137
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,099	4.5%	117
Spent on foreign vacations in last 12 months: \$3,000+	4,039	8.7%	144
Foreign travel in last 3 years: used general travel website	4,435	9.5%	146
Nights spent in hotel/motel in last 12 months: any	22,814	49.1%	108
Took cruise of more than one day in last 3 years	5,792	12.5%	115
Member of any frequent flyer program	15,219	32.7%	132
Member of any hotel rewards program	14,067	30.3%	117

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 30, 2023



## Restaurant Market Potential

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

Demographic Summary		2022	2027
Population		58,352	58,419
Population 18+		46,498	46,968
Households		21,905	21,956
Median Household Income		\$101,944	\$116,352
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	31,050	66.8%	100
Went to family restaurant/steak house 4+ times/month last 30 days	9,044	19.5%	94
Spent at family restaurant/steak house last 30 days: \$1-30	2,407	5.2%	75
Spent at family restaurant/steak house 30 days: \$31-50	3,471	7.5%	88
Spent at family restaurant/steak house last 30 days: \$51-100	6,628	14.3%	101
Spent at family restaurant/steak house last 30 days: \$101-200	4,446	9.6%	112
Spent at family restaurant/steak house last 30 days: \$201+	2,031	4.4%	111
Spent at fine dining last 30 days: \$1-100	1,798	3.9%	128
Spent at fine dining last 30 days: \$101+	2,624	5.6%	151
Went to family restaurant last 6 months: for breakfast	4,829	10.4%	103
Went to family restaurant last 6 months: for lunch	7,022	15.1%	94
Went to family restaurant last 6 months: for dinner	19,960	42.9%	102
Went to family restaurant last 6 months: for snack	624	1.3%	87
Went to family restaurant last 6 months: on weekday	13,440	28.9%	103
Went to family restaurant last 6 months: on weekend	16,479	35.4%	98
Went to family restaurant last 6 months: Applebee's	6,341	13.6%	94
Went to family restaurant last 6 months: Bob Evans	1,020	2.2%	88
Went to family restaurant last 6 months: Buffalo Wild Wings	3,523	7.6%	87
Went to family restaurant last 6 months: California Pizza Kitchen	1,289	2.8%	155
Went to family restaurant last 6 months: Carrabba's	804	1.7%	87
Went to family restaurant last 6 months: The Cheesecake Factory	4,252	9.1%	149
Went to family restaurant last 6 months: Chili's Grill & Bar	3,655	7.9%	83
Went to family restaurant last 6 months: Cracker Barrel	3,107	6.7%	67
Went to family restaurant last 6 months: Denny's	2,661	5.7%	87
Went to family restaurant last 6 months: Golden Corral	951	2.0%	49
Went to family restaurant last 6 months: IHOP	3,387	7.3%	98
Went to family restaurant last 6 months: Logan's Roadhouse	456	1.0%	43
Went to family restaurant last 6 months: LongHorn Steakhouse	1,875	4.0%	76
Went to family restaurant last 6 months: Olive Garden	6,208	13.4%	94
Went to family restaurant last 6 months: Outback Steakhouse	3,650	7.8%	109
Went to family restaurant last 6 months: Red Lobster	3,065	6.6%	91
Went to family restaurant last 6 months: Red Robin	2,936	6.3%	105
Went to family restaurant last 6 months: Ruby Tuesday	1,196	2.6%	92
Went to family restaurant last 6 months: Texas Roadhouse	3,919	8.4%	80
Went to family restaurant last 6 months: T.G.I. Friday's	1,958	4.2%	141
Went to family restaurant last 6 months: Waffle House	1,186	2.6%	53
Went to family restaurant last 6 months: fast food/drive-in	41,383	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	15,798	34.0%	90
Spent at fast food restaurant last 30 days: <\$1-10	1,868	4.0%	98
Spent at fast food restaurant last 30 days: \$11-\$20	3,892	8.4%	98
Spent at fast food restaurant last 30 days: \$21-\$40	7,301	15.7%	96
Spent at fast food restaurant last 30 days: \$41-\$50	4,250	9.1%	104
Spent at fast food restaurant last 30 days: \$51-\$100	8,249	17.7%	91
Spent at fast food restaurant last 30 days: \$101-\$200	4,540	9.8%	87
Spent at fast food restaurant last 30 days: \$201+	1,955	4.2%	95
Ordered eat-in fast food in the last 6 months	9,655	20.8%	91

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

May 30, 2023



## Restaurant Market Potential

Abington township, PA  
Abington township, PA (4209100156)  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	9,655	20.8%	91
Went to fast food restaurant in the last 6 months: home delivery	5,718	12.3%	106
Went to fast food restaurant in the last 6 months: take-out/drive-thru	23,559	50.7%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	11,451	24.6%	116
Went to fast food restaurant in the last 6 months: breakfast	14,191	30.5%	90
Went to fast food restaurant in the last 6 months: lunch	22,401	48.2%	93
Went to fast food restaurant in the last 6 months: dinner	22,749	48.9%	96
Went to fast food restaurant in the last 6 months: snack	5,892	12.7%	102
Went to fast food restaurant in the last 6 months: weekday	27,437	59.0%	96
Went to fast food restaurant in the last 6 months: weekend	21,907	47.1%	94
Went to fast food restaurant in the last 6 months: A & W	717	1.5%	79
Went to fast food restaurant in the last 6 months: Arby's	5,031	10.8%	63
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,137	4.6%	141
Went to fast food restaurant in the last 6 months: Boston Market	1,643	3.5%	171
Went to fast food restaurant in the last 6 months: Burger King	11,960	25.7%	91
Went to fast food restaurant in the last 6 months: Captain D's	498	1.1%	36
Went to fast food restaurant in the last 6 months: Carl's Jr.	2,788	6.0%	115
Went to fast food restaurant in the last 6 months: Checkers	984	2.1%	80
Went to fast food restaurant in the last 6 months: Chick-fil-A	12,677	27.3%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	8,455	18.2%	127
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	461	1.0%	69
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	640	1.4%	43
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,292	2.8%	106
Went to fast food restaurant in the last 6 months: Dairy Queen	4,836	10.4%	71
Went to fast food restaurant in the last 6 months: Del Taco	2,305	5.0%	148
Went to fast food restaurant in the last 6 months: Domino's Pizza	5,830	12.5%	84
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	10,148	21.8%	153
Went to fast food restaurant in the last 6 months: Five Guys	5,112	11.0%	117
Went to fast food restaurant in the last 6 months: Hardee's	1,010	2.2%	41
Went to fast food restaurant in the last 6 months: Jack in the Box	3,448	7.4%	97
Went to fast food restaurant in the last 6 months: Jersey Mike's	3,045	6.5%	119
Went to fast food restaurant in the last 6 months: Jimmy John's	1,977	4.3%	77
Went to fast food restaurant in the last 6 months: KFC	7,052	15.2%	83
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,204	4.7%	73
Went to fast food restaurant in the last 6 months: Little Caesars	3,115	6.7%	56
Went to fast food restaurant in the last 6 months: Long John Silver's	530	1.1%	45
Went to fast food restaurant in the last 6 months: McDonald's	22,479	48.3%	93
Went to fast food restaurant in the last 6 months: Panda Express	5,141	11.1%	97
Went to fast food restaurant in the last 6 months: Panera Bread	7,340	15.8%	127
Went to fast food restaurant in the last 6 months: Papa John's	2,793	6.0%	75
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,114	2.4%	62
Went to fast food restaurant in the last 6 months: Pizza Hut	3,713	8.0%	63
Went to fast food restaurant in the last 6 months: Popeyes Chicken	5,656	12.2%	98
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,934	6.3%	53
Went to fast food restaurant in the last 6 months: Starbucks	10,566	22.7%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	958	2.1%	54
Went to fast food restaurant in the last 6 months: Subway	7,981	17.2%	81
Went to fast food restaurant in the last 6 months: Taco Bell	10,999	23.7%	84
Went to fast food restaurant in the last 6 months: Wendy's	11,626	25.0%	96
Went to fast food restaurant in the last 6 months: Whataburger	969	2.1%	38
Went to fast food restaurant in the last 6 months: White Castle	1,352	2.9%	112
Went to fast food restaurant in the last 6 months: Wing-Stop	1,093	2.4%	76
Went to fine dining restaurant last month	5,195	11.2%	139
Went to fine dining restaurant 2+ times last month	2,685	5.8%	152

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May 30, 2023





## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	76.3%	Population	1,084	1,079
City Lights (8A)	23.7%	Households	418	414
	0.0%	Families	287	284
	0.0%	Median Age	40.7	41.0
	0.0%	Median Household	\$98,605	\$109,519
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$1,163,860	\$1,323,892	\$160,032
Men's		\$223,579	\$254,321	\$30,742
Women's		\$407,405	\$463,425	\$56,020
Children's		\$160,617	\$182,702	\$22,085
Footwear		\$282,300	\$321,115	\$38,815
Watches & Jewelry		\$66,559	\$75,711	\$9,152
Apparel Products and Services (1)		\$33,424	\$38,020	\$4,596
<b>Computer</b>				
Computers and Hardware for Home Use		\$96,526	\$109,799	\$13,273
Portable Memory		\$2,266	\$2,578	\$312
Computer Software		\$5,942	\$6,759	\$817
Computer Accessories		\$9,057	\$10,303	\$1,246
<b>Entertainment &amp; Recreation</b>		\$1,754,520	\$1,995,786	\$241,266
Fees and Admissions		\$464,991	\$528,935	\$63,944
Membership Fees for Clubs (2)		\$151,336	\$172,147	\$20,811
Fees for Participant Sports, excl. Trips		\$63,926	\$72,717	\$8,791
Tickets to Theatre/Operas/Concerts		\$56,594	\$64,377	\$7,783
Tickets to Movies		\$29,314	\$33,344	\$4,030
Tickets to Parks or Museums		\$18,623	\$21,184	\$2,561
Admission to Sporting Events, excl. Trips		\$38,274	\$43,537	\$5,263
Fees for Recreational Lessons		\$106,111	\$120,703	\$14,592
Dating Services		\$814	\$926	\$112
TV/Video/Audio		\$597,291	\$679,423	\$82,132
Cable and Satellite Television Services		\$423,457	\$481,686	\$58,229
Televisions		\$52,783	\$60,041	\$7,258
Satellite Dishes		\$580	\$660	\$80
VCRs, Video Cameras, and DVD Players		\$2,334	\$2,655	\$321
Miscellaneous Video Equipment		\$9,052	\$10,297	\$1,245
Video Cassettes and DVDs		\$3,307	\$3,761	\$454
Video Game Hardware/Accessories		\$12,442	\$14,152	\$1,710
Video Game Software		\$6,753	\$7,682	\$929
Rental/Streaming/Downloaded Video		\$29,526	\$33,586	\$4,060
Installation of Televisions		\$568	\$646	\$78
Audio (3)		\$55,277	\$62,879	\$7,602
Rental and Repair of TV/Radio/Sound Equipment		\$1,211	\$1,378	\$167
Pets		\$376,257	\$427,997	\$51,740
Toys/Games/Crafts/Hobbies (4)		\$55,048	\$62,618	\$7,570
Recreational Vehicles and Fees (5)		\$73,885	\$84,047	\$10,162
Sports/Recreation/Exercise Equipment (6)		\$82,949	\$94,354	\$11,405
Photo Equipment and Supplies (7)		\$24,115	\$27,431	\$3,316
Reading (8)		\$59,485	\$67,665	\$8,180
Catered Affairs (9)		\$20,681	\$23,525	\$2,844
<b>Food</b>		\$4,987,184	\$5,672,927	\$685,743
Food at Home		\$2,944,407	\$3,349,271	\$404,864
Bakery and Cereal Products		\$386,721	\$439,896	\$53,175
Meats, Poultry, Fish, and Eggs		\$645,665	\$734,445	\$88,780
Dairy Products		\$303,431	\$345,153	\$41,722
Fruits and Vegetables		\$596,094	\$678,058	\$81,964
Snacks and Other Food at Home (10)		\$1,012,496	\$1,151,717	\$139,221
Food Away from Home		\$2,042,777	\$2,323,656	\$280,879
Alcoholic Beverages		\$373,640	\$425,018	\$51,378

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$15,772,050	\$17,941,121	\$2,169,071
Value of Retirement Plans	\$62,210,685	\$70,766,656	\$8,555,971
Value of Other Financial Assets	\$5,305,322	\$6,034,976	\$729,654
Vehicle Loan Amount excluding Interest	\$1,196,956	\$1,361,550	\$164,594
Value of Credit Card Debt	\$1,579,485	\$1,796,680	\$217,195
<b>Health</b>			
Nonprescription Drugs	\$69,036	\$78,528	\$9,492
Prescription Drugs	\$148,198	\$168,578	\$20,380
Eyeglasses and Contact Lenses	\$51,314	\$58,370	\$7,056
<b>Home</b>			
Mortgage Payment and Basics (11)	\$6,996,445	\$7,958,683	\$962,238
Maintenance and Remodeling Services	\$1,780,838	\$2,025,759	\$244,921
Maintenance and Remodeling Materials (12)	\$324,247	\$368,840	\$44,593
Utilities, Fuel, and Public Services	\$2,560,597	\$2,912,706	\$352,109
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$56,881	\$64,703	\$7,822
Furniture	\$342,495	\$389,592	\$47,097
Rugs	\$19,013	\$21,628	\$2,615
Major Appliances (14)	\$200,737	\$228,343	\$27,606
Housewares (15)	\$46,169	\$52,517	\$6,348
Small Appliances	\$26,703	\$30,374	\$3,671
Luggage	\$9,114	\$10,368	\$1,254
Telephones and Accessories	\$61,042	\$69,436	\$8,394
<b>Household Operations</b>			
Child Care	\$326,833	\$371,776	\$44,943
Lawn and Garden (16)	\$273,309	\$310,898	\$37,589
Moving/Storage/Freight Express	\$32,991	\$37,526	\$4,535
Housekeeping Supplies (17)	\$398,956	\$453,815	\$54,859
<b>Insurance</b>			
Owners and Renters Insurance	\$308,453	\$350,875	\$42,422
Vehicle Insurance	\$906,269	\$1,030,885	\$124,616
Life/Other Insurance	\$343,802	\$391,084	\$47,282
Health Insurance	\$2,137,144	\$2,431,034	\$293,890
Personal Care Products (18)	\$261,361	\$297,299	\$35,938
School Books and Supplies (19)	\$68,893	\$78,367	\$9,474
Smoking Products	\$157,647	\$179,321	\$21,674
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,163,058	\$1,322,995	\$159,937
Gasoline and Motor Oil	\$1,190,451	\$1,354,144	\$163,693
Vehicle Maintenance and Repairs	\$538,699	\$612,775	\$74,076
<b>Travel</b>			
Airline Fares	\$389,354	\$442,894	\$53,540
Lodging on Trips	\$422,935	\$481,098	\$58,163
Auto/Truck Rental on Trips	\$32,634	\$37,122	\$4,488
Food and Drink on Trips	\$342,928	\$390,086	\$47,158

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



# Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	46.9%	Population	4,515	4,494
City Lights (8A)	38.5%	Households	1,706	1,694
Savvy Suburbanites (1D)	9.9%	Families	1,151	1,140
Enterprising Professionals (2D)	4.7%	Median Age	40.6	40.8
	0.0%	Median Household	\$104,438	\$116,337
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>				
Men's		\$5,007,664	\$5,659,041	\$651,377
Women's		\$963,602	\$1,088,944	\$125,342
Children's		\$1,745,436	\$1,972,424	\$226,988
Footwear		\$695,695	\$786,178	\$90,483
Watches & Jewelry		\$1,213,940	\$1,371,895	\$157,955
Apparel Products and Services (1)		\$289,492	\$327,152	\$37,660
		\$142,619	\$161,175	\$18,556
<b>Computer</b>				
Computers and Hardware for Home Use		\$411,361	\$464,846	\$53,485
Portable Memory		\$9,851	\$11,133	\$1,282
Computer Software		\$25,444	\$28,754	\$3,310
Computer Accessories		\$38,602	\$43,620	\$5,018
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		\$7,470,432	\$8,441,777	\$971,345
Membership Fees for Clubs (2)		\$1,964,787	\$2,220,217	\$255,430
Fees for Participant Sports, excl. Trips		\$643,382	\$727,033	\$83,651
Tickets to Theatre/Operas/Concerts		\$274,403	\$310,064	\$35,661
Tickets to Movies		\$234,458	\$264,940	\$30,482
Tickets to Parks or Museums		\$127,308	\$143,866	\$16,558
Admission to Sporting Events, excl. Trips		\$79,817	\$90,195	\$10,378
Fees for Recreational Lessons		\$162,673	\$183,816	\$21,143
Dating Services		\$439,163	\$496,253	\$57,090
TV/Video/Audio		\$3,583	\$4,050	\$467
Cable and Satellite Television Services		\$2,554,384	\$2,886,568	\$332,184
Televisions		\$1,796,736	\$2,030,402	\$233,666
Satellite Dishes		\$229,354	\$259,174	\$29,820
VCRs, Video Cameras, and DVD Players		\$2,569	\$2,902	\$333
Miscellaneous Video Equipment		\$10,108	\$11,422	\$1,314
Video Cassettes and DVDs		\$38,433	\$43,431	\$4,998
Video Game Hardware/Accessories		\$14,650	\$16,556	\$1,906
Video Game Software		\$55,293	\$62,487	\$7,194
Rental/Streaming/Downloaded Video		\$30,109	\$34,027	\$3,918
Installation of Televisions		\$131,831	\$148,975	\$17,144
Audio (3)		\$2,318	\$2,619	\$301
Rental and Repair of TV/Radio/Sound Equipment		\$237,689	\$268,589	\$30,900
Pets		\$5,295	\$5,984	\$689
Toys/Games/Crafts/Hobbies (4)		\$1,600,045	\$1,808,068	\$208,023
Recreational Vehicles and Fees (5)		\$239,036	\$270,123	\$31,087
Sports/Recreation/Exercise Equipment (6)		\$301,196	\$340,323	\$39,127
Photo Equipment and Supplies (7)		\$366,637	\$414,331	\$47,694
Reading (8)		\$104,561	\$118,157	\$13,596
Catered Affairs (9)		\$252,585	\$285,440	\$32,855
		\$88,037	\$99,494	\$11,457
<b>Food</b>				
Food at Home		\$21,446,459	\$24,236,079	\$2,789,620
Bakery and Cereal Products		\$12,616,792	\$14,257,874	\$1,641,082
Meats, Poultry, Fish, and Eggs		\$1,650,431	\$1,865,109	\$214,678
Dairy Products		\$2,760,986	\$3,120,123	\$359,137
Fruits and Vegetables		\$1,298,642	\$1,467,570	\$168,928
Snacks and Other Food at Home (10)		\$2,548,183	\$2,879,639	\$331,456
Food Away from Home		\$4,358,550	\$4,925,433	\$566,883
Alcoholic Beverages		\$8,829,668	\$9,978,205	\$1,148,537
		\$1,593,235	\$1,800,416	\$207,181

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February 10, 2023





## Retail Demand Outlook

Keswick Downtown  
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Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$66,386,232	\$75,012,392	\$8,626,160
Value of Retirement Plans	\$258,541,868	\$292,135,257	\$33,593,389
Value of Other Financial Assets	\$21,823,381	\$24,658,442	\$2,835,061
Vehicle Loan Amount excluding Interest	\$5,256,704	\$5,939,804	\$683,100
Value of Credit Card Debt	\$6,705,465	\$7,577,386	\$871,921
<b>Health</b>			
Nonprescription Drugs	\$299,631	\$338,598	\$38,967
Prescription Drugs	\$631,233	\$713,296	\$82,063
Eyeglasses and Contact Lenses	\$217,833	\$246,157	\$28,324
<b>Home</b>			
Mortgage Payment and Basics (11)	\$28,739,796	\$32,473,459	\$3,733,663
Maintenance and Remodeling Services	\$7,367,407	\$8,324,613	\$957,206
Maintenance and Remodeling Materials (12)	\$1,356,066	\$1,532,239	\$176,173
Utilities, Fuel, and Public Services	\$10,892,979	\$12,309,367	\$1,416,388
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$242,491	\$274,028	\$31,537
Furniture	\$1,460,306	\$1,650,164	\$189,858
Rugs	\$78,971	\$89,233	\$10,262
Major Appliances (14)	\$846,881	\$956,940	\$110,059
Housewares (15)	\$197,512	\$223,190	\$25,678
Small Appliances	\$115,641	\$130,682	\$15,041
Luggage	\$39,155	\$44,246	\$5,091
Telephones and Accessories	\$259,281	\$293,020	\$33,739
<b>Household Operations</b>			
Child Care	\$1,388,400	\$1,568,846	\$180,446
Lawn and Garden (16)	\$1,137,536	\$1,285,320	\$147,784
Moving/Storage/Freight Express	\$147,954	\$167,209	\$19,255
Housekeeping Supplies (17)	\$1,712,563	\$1,935,267	\$222,704
<b>Insurance</b>			
Owners and Renters Insurance	\$1,293,270	\$1,461,287	\$168,017
Vehicle Insurance	\$3,910,705	\$4,419,261	\$508,556
Life/Other Insurance	\$1,434,181	\$1,620,555	\$186,374
Health Insurance	\$9,070,377	\$10,249,571	\$1,179,194
Personal Care Products (18)	\$1,123,342	\$1,269,441	\$146,099
School Books and Supplies (19)	\$295,993	\$334,485	\$38,492
Smoking Products	\$695,142	\$785,630	\$90,488
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$5,038,150	\$5,692,937	\$654,787
Gasoline and Motor Oil	\$5,122,221	\$5,788,274	\$666,053
Vehicle Maintenance and Repairs	\$2,317,265	\$2,618,565	\$301,300
<b>Travel</b>			
Airline Fares	\$1,652,259	\$1,867,079	\$214,820
Lodging on Trips	\$1,775,645	\$2,006,393	\$230,748
Auto/Truck Rental on Trips	\$138,833	\$156,881	\$18,048
Food and Drink on Trips	\$1,455,794	\$1,645,036	\$189,242

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
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Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	39.4%	Population	8,359	8,315
City Lights (8A)	26.5%	Households	3,194	3,172
Enterprising Professionals (2D)	17.1%	Families	2,089	2,070
Savvy Suburbanites (1D)	13.0%	Median Age	40.5	40.8
Urban Chic (2A)	4.0%	Median Household	\$104,881	\$116,856
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$9,453,097	\$10,751,508	\$1,298,411
Men's		\$1,826,039	\$2,076,860	\$250,821
Women's		\$3,302,692	\$3,756,295	\$453,603
Children's		\$1,326,040	\$1,508,214	\$182,174
Footwear		\$2,263,723	\$2,574,632	\$310,909
Watches & Jewelry		\$551,408	\$627,161	\$75,753
Apparel Products and Services (1)		\$265,109	\$301,513	\$36,404
<b>Computer</b>				
Computers and Hardware for Home Use		\$784,246	\$891,946	\$107,700
Portable Memory		\$18,730	\$21,304	\$2,574
Computer Software		\$47,735	\$54,290	\$6,555
Computer Accessories		\$73,900	\$84,049	\$10,149
<b>Entertainment &amp; Recreation</b>		\$14,123,161	\$16,062,593	\$1,939,432
Fees and Admissions		\$3,707,157	\$4,216,143	\$508,986
Membership Fees for Clubs (2)		\$1,218,002	\$1,385,254	\$167,252
Fees for Participant Sports, excl. Trips		\$532,015	\$605,094	\$73,079
Tickets to Theatre/Operas/Concerts		\$431,466	\$490,673	\$59,207
Tickets to Movies		\$244,328	\$277,895	\$33,567
Tickets to Parks or Museums		\$152,551	\$173,504	\$20,953
Admission to Sporting Events, excl. Trips		\$310,261	\$352,866	\$42,605
Fees for Recreational Lessons		\$812,122	\$923,564	\$111,442
Dating Services		\$6,413	\$7,294	\$881
TV/Video/Audio		\$4,822,866	\$5,485,219	\$662,353
Cable and Satellite Television Services		\$3,355,884	\$3,816,667	\$460,783
Televisions		\$443,760	\$504,731	\$60,971
Satellite Dishes		\$5,099	\$5,800	\$701
VCRs, Video Cameras, and DVD Players		\$19,390	\$22,054	\$2,664
Miscellaneous Video Equipment		\$71,434	\$81,243	\$9,809
Video Cassettes and DVDs		\$28,337	\$32,232	\$3,895
Video Game Hardware/Accessories		\$107,233	\$121,973	\$14,740
Video Game Software		\$58,558	\$66,609	\$8,051
Rental/Streaming/Downloaded Video		\$260,500	\$296,314	\$35,814
Installation of Televisions		\$4,349	\$4,945	\$596
Audio (3)		\$458,380	\$521,344	\$62,964
Rental and Repair of TV/Radio/Sound Equipment		\$9,942	\$11,308	\$1,366
Pets		\$3,031,237	\$3,447,492	\$416,255
Toys/Games/Crafts/Hobbies (4)		\$457,775	\$520,668	\$62,893
Recreational Vehicles and Fees (5)		\$557,327	\$633,784	\$76,457
Sports/Recreation/Exercise Equipment (6)		\$712,389	\$810,298	\$97,909
Photo Equipment and Supplies (7)		\$202,163	\$229,938	\$27,775
Reading (8)		\$471,172	\$535,864	\$64,692
Catered Affairs (9)		\$162,606	\$184,930	\$22,324
<b>Food</b>		\$40,515,430	\$46,080,279	\$5,564,849
Food at Home		\$23,742,951	\$27,003,789	\$3,260,838
Bakery and Cereal Products		\$3,087,974	\$3,512,027	\$424,053
Meats, Poultry, Fish, and Eggs		\$5,177,311	\$5,888,320	\$711,009
Dairy Products		\$2,435,579	\$2,770,063	\$334,484
Fruits and Vegetables		\$4,782,806	\$5,439,627	\$656,821
Snacks and Other Food at Home (10)		\$8,259,281	\$9,393,753	\$1,134,472
Food Away from Home		\$16,772,479	\$19,076,490	\$2,304,011
Alcoholic Beverages		\$3,012,610	\$3,426,325	\$413,715

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## Retail Demand Outlook

Keswick Downtown  
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Longitude: -75.14693

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$127,112,655	\$144,563,929	\$17,451,274
Value of Retirement Plans	\$485,462,692	\$552,090,157	\$66,627,465
Value of Other Financial Assets	\$40,960,851	\$46,581,340	\$5,620,489
Vehicle Loan Amount excluding Interest	\$10,426,618	\$11,859,739	\$1,433,121
Value of Credit Card Debt	\$12,612,994	\$14,344,920	\$1,731,926
<b>Health</b>			
Nonprescription Drugs	\$573,355	\$652,125	\$78,770
Prescription Drugs	\$1,192,663	\$1,356,445	\$163,782
Eyeglasses and Contact Lenses	\$409,113	\$465,288	\$56,175
<b>Home</b>			
Mortgage Payment and Basics (11)	\$53,658,136	\$61,020,700	\$7,362,564
Maintenance and Remodeling Services	\$13,852,437	\$15,753,435	\$1,900,998
Maintenance and Remodeling Materials (12)	\$2,580,099	\$2,934,290	\$354,191
Utilities, Fuel, and Public Services	\$20,535,434	\$23,355,385	\$2,819,951
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$457,052	\$519,816	\$62,764
Furniture	\$2,771,107	\$3,151,668	\$380,561
Rugs	\$148,188	\$168,526	\$20,338
Major Appliances (14)	\$1,607,660	\$1,828,394	\$220,734
Housewares (15)	\$377,106	\$428,900	\$51,794
Small Appliances	\$220,775	\$251,104	\$30,329
Luggage	\$75,339	\$85,688	\$10,349
Telephones and Accessories	\$472,371	\$537,223	\$64,852
<b>Household Operations</b>			
Child Care	\$2,663,243	\$3,028,998	\$365,755
Lawn and Garden (16)	\$2,149,146	\$2,444,134	\$294,988
Moving/Storage/Freight Express	\$291,102	\$331,121	\$40,019
Housekeeping Supplies (17)	\$3,246,268	\$3,692,145	\$445,877
<b>Insurance</b>			
Owners and Renters Insurance	\$2,455,882	\$2,793,043	\$337,161
Vehicle Insurance	\$7,465,634	\$8,491,186	\$1,025,552
Life/Other Insurance	\$2,690,112	\$3,059,358	\$369,246
Health Insurance	\$17,132,048	\$19,484,542	\$2,352,494
Personal Care Products (18)	\$2,128,785	\$2,421,180	\$292,395
School Books and Supplies (19)	\$564,046	\$641,519	\$77,473
Smoking Products	\$1,309,975	\$1,489,992	\$180,017
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$9,804,426	\$11,151,530	\$1,347,104
Gasoline and Motor Oil	\$9,786,139	\$11,130,386	\$1,344,247
Vehicle Maintenance and Repairs	\$4,423,470	\$5,031,075	\$607,605
<b>Travel</b>			
Airline Fares	\$3,132,485	\$3,562,611	\$430,126
Lodging on Trips	\$3,367,029	\$3,829,273	\$462,244
Auto/Truck Rental on Trips	\$265,340	\$301,778	\$36,438
Food and Drink on Trips	\$2,769,302	\$3,149,578	\$380,276

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023





# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	76.3%	Population	1,084	1,079
City Lights (8A)	23.7%	Households	418	414
	0.0%	Families	287	284
	0.0%	Median Age	40.7	41.0
	0.0%	Median Household	\$98,605	\$109,519
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		116	\$2,784.35	\$1,163,860
Women's		116	\$534.88	\$223,579
Children's		116	\$974.65	\$407,405
Footwear		109	\$384.25	\$160,617
Watches & Jewelry		119	\$675.36	\$282,300
Apparel Products and Services (1)		109	\$159.23	\$66,559
		134	\$79.96	\$33,424
<b>Computer</b>				
Computers and Hardware for Home Use		106	\$21.67	\$9,057
Portable Memory		114	\$4,197.42	\$1,754,520
Computer Software		132	\$1,112.42	\$464,991
Computer Accessories		128	\$362.05	\$151,336
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		117	\$152.93	\$63,926
Membership Fees for Clubs (2)		147	\$135.39	\$56,594
Fees for Participant Sports, excl. Trips		111	\$70.13	\$29,314
Tickets to Theatre/Operas/Concerts		116	\$44.55	\$18,623
Tickets to Movies		125	\$91.56	\$38,274
Tickets to Parks or Museums		159	\$253.85	\$106,111
Admission to Sporting Events, excl. Trips		142	\$1.95	\$814
Fees for Recreational Lessons		107	\$1,428.93	\$597,291
Dating Services		111	\$1,013.06	\$423,457
TV/Video/Audio		99	\$126.28	\$52,783
Cable and Satellite Television Services		78	\$1.39	\$580
Televisions		100	\$5.58	\$2,334
Satellite Dishes		123	\$21.66	\$9,052
VCRs, Video Cameras, and DVD Players		91	\$7.91	\$3,307
Miscellaneous Video Equipment		91	\$29.77	\$12,442
Video Cassettes and DVDs		89	\$16.16	\$6,753
Video Game Hardware/Accessories		88	\$70.64	\$29,526
Video Game Software		162	\$1.36	\$568
Rental/Streaming/Downloaded Video		109	\$132.24	\$55,277
Installation of Televisions		86	\$2.90	\$1,211
Audio (3)		109	\$900.14	\$376,257
Rental and Repair of TV/Radio/Sound Equipment		100	\$131.69	\$55,048
Pets		138	\$176.76	\$73,885
Toys/Games/Crafts/Hobbies (4)		97	\$198.44	\$82,949
Recreational Vehicles and Fees (5)		111	\$57.69	\$24,115
Sports/Recreation/Exercise Equipment (6)		121	\$142.31	\$59,485
Photo Equipment and Supplies (7)		148	\$49.48	\$20,681
Reading (8)		114	\$11,931.06	\$4,987,184
Catered Affairs (9)		114	\$7,044.04	\$2,944,407
<b>Food</b>				
Food at Home		116	\$925.17	\$386,721
Bakery and Cereal Products		115	\$1,544.65	\$645,665
Meats, Poultry, Fish, and Eggs		117	\$725.91	\$303,431
Dairy Products		119	\$1,426.06	\$596,094
Fruits and Vegetables		108	\$2,422.24	\$1,012,496
Snacks and Other Food at Home (10)		113	\$4,887.03	\$2,042,777
Food Away from Home		126	\$893.88	\$373,640
Alcoholic Beverages				

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	122	\$37,732.18	\$15,772,050
Value of Retirement Plans	131	\$148,829.39	\$62,210,685
Value of Other Financial Assets	130	\$12,692.16	\$5,305,322
Vehicle Loan Amount excluding Interest	88	\$2,863.53	\$1,196,956
Value of Credit Card Debt	120	\$3,778.67	\$1,579,485
<b>Health</b>			
Nonprescription Drugs	94	\$165.16	\$69,036
Prescription Drugs	93	\$354.54	\$148,198
Eyeglasses and Contact Lenses	112	\$122.76	\$51,314
<b>Home</b>			
Mortgage Payment and Basics (11)	138	\$16,737.91	\$6,996,445
Maintenance and Remodeling Services	130	\$4,260.38	\$1,780,838
Maintenance and Remodeling Materials (12)	111	\$775.71	\$324,247
Utilities, Fuel, and Public Services	108	\$6,125.83	\$2,560,597
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$136.08	\$56,881
Furniture	113	\$819.37	\$342,495
Rugs	127	\$45.49	\$19,013
Major Appliances (14)	112	\$480.23	\$200,737
Housewares (15)	110	\$110.45	\$46,169
Small Appliances	107	\$63.88	\$26,703
Luggage	115	\$21.80	\$9,114
Telephones and Accessories	128	\$146.03	\$61,042
<b>Household Operations</b>			
Child Care	130	\$781.90	\$326,833
Lawn and Garden (16)	115	\$653.85	\$273,309
Moving/Storage/Freight Express	98	\$78.93	\$32,991
Housekeeping Supplies (17)	108	\$954.44	\$398,956
<b>Insurance</b>			
Owners and Renters Insurance	104	\$737.93	\$308,453
Vehicle Insurance	102	\$2,168.11	\$906,269
Life/Other Insurance	120	\$822.49	\$343,802
Health Insurance	109	\$5,112.78	\$2,137,144
Personal Care Products (18)	111	\$625.27	\$261,361
School Books and Supplies (19)	111	\$164.82	\$68,893
Smoking Products	86	\$377.15	\$157,647
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,782.44	\$1,163,058
Gasoline and Motor Oil	104	\$2,847.97	\$1,190,451
Vehicle Maintenance and Repairs	102	\$1,288.75	\$538,699
<b>Travel</b>			
Airline Fares	130	\$931.47	\$389,354
Lodging on Trips	126	\$1,011.81	\$422,935
Auto/Truck Rental on Trips	125	\$78.07	\$32,634
Food and Drink on Trips	121	\$820.40	\$342,928

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	46.9%	Population	4,515	4,494
City Lights (8A)	38.5%	Households	1,706	1,694
Savvy Suburbanites (1D)	9.9%	Families	1,151	1,140
Enterprising Professionals (2D)	4.7%	Median Age	40.6	40.8
	0.0%	Median Household	\$104,438	\$116,337
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		122	\$2,935.32	\$5,007,664
Women's		122	\$564.83	\$963,602
Children's		122	\$1,023.12	\$1,745,436
Footwear		116	\$407.79	\$695,695
Watches & Jewelry		125	\$711.57	\$1,213,940
Apparel Products and Services (1)		116	\$169.69	\$289,492
		140	\$83.60	\$142,619
<b>Computer</b>				
Computers and Hardware for Home Use		126	\$241.13	\$411,361
Portable Memory		117	\$5.77	\$9,851
Computer Software		137	\$14.91	\$25,444
Computer Accessories		110	\$22.63	\$38,602
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		119	\$4,378.92	\$7,470,432
Membership Fees for Clubs (2)		137	\$1,151.69	\$1,964,787
Fees for Participant Sports, excl. Trips		134	\$377.13	\$643,382
Tickets to Theatre/Operas/Concerts		123	\$160.85	\$274,403
Tickets to Movies		150	\$137.43	\$234,458
Tickets to Parks or Museums		118	\$74.62	\$127,308
Admission to Sporting Events, excl. Trips		121	\$46.79	\$79,817
Fees for Recreational Lessons		130	\$95.35	\$162,673
Dating Services		161	\$257.42	\$439,163
TV/Video/Audio		153	\$2.10	\$3,583
Cable and Satellite Television Services		112	\$1,497.29	\$2,554,384
Televisions		115	\$1,053.19	\$1,796,736
Satellite Dishes		106	\$134.44	\$229,354
VCRs, Video Cameras, and DVD Players		84	\$1.51	\$2,569
Miscellaneous Video Equipment		106	\$5.92	\$10,108
Video Cassettes and DVDs		128	\$22.53	\$38,433
Video Game Hardware/Accessories		99	\$8.59	\$14,650
Video Game Software		99	\$32.41	\$55,293
Rental/Streaming/Downloaded Video		97	\$17.65	\$30,109
Installation of Televisions		97	\$77.27	\$131,831
Audio (3)		162	\$1.36	\$2,318
Rental and Repair of TV/Radio/Sound Equipment		115	\$139.33	\$237,689
Pets		92	\$3.10	\$5,295
Toys/Games/Crafts/Hobbies (4)		113	\$937.89	\$1,600,045
Recreational Vehicles and Fees (5)		107	\$140.11	\$239,036
Sports/Recreation/Exercise Equipment (6)		138	\$176.55	\$301,196
Photo Equipment and Supplies (7)		105	\$214.91	\$366,637
Reading (8)		117	\$61.29	\$104,561
Catered Affairs (9)		126	\$148.06	\$252,585
		155	\$51.60	\$88,037
<b>Food</b>				
Food at Home		120	\$12,571.20	\$21,446,459
Bakery and Cereal Products		119	\$7,395.54	\$12,616,792
Meats, Poultry, Fish, and Eggs		122	\$967.43	\$1,650,431
Dairy Products		121	\$1,618.40	\$2,760,986
Fruits and Vegetables		122	\$761.22	\$1,298,642
Snacks and Other Food at Home (10)		124	\$1,493.66	\$2,548,183
		114	\$2,554.84	\$4,358,550
Food Away from Home		120	\$5,175.66	\$8,829,668
Alcoholic Beverages		131	\$933.90	\$1,593,235

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	125	\$38,913.38	\$66,386,232
Value of Retirement Plans	133	\$151,548.57	\$258,541,868
Value of Other Financial Assets	131	\$12,792.13	\$21,823,381
Vehicle Loan Amount excluding Interest	95	\$3,081.30	\$5,256,704
Value of Credit Card Debt	125	\$3,930.52	\$6,705,465
<b>Health</b>			
Nonprescription Drugs	100	\$175.63	\$299,631
Prescription Drugs	98	\$370.01	\$631,233
Eyeglasses and Contact Lenses	116	\$127.69	\$217,833
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$16,846.30	\$28,739,796
Maintenance and Remodeling Services	132	\$4,318.53	\$7,367,407
Maintenance and Remodeling Materials (12)	113	\$794.88	\$1,356,066
Utilities, Fuel, and Public Services	113	\$6,385.10	\$10,892,979
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	123	\$142.14	\$242,491
Furniture	118	\$855.98	\$1,460,306
Rugs	130	\$46.29	\$78,971
Major Appliances (14)	116	\$496.41	\$846,881
Housewares (15)	116	\$115.77	\$197,512
Small Appliances	113	\$67.78	\$115,641
Luggage	121	\$22.95	\$39,155
Telephones and Accessories	134	\$151.98	\$259,281
<b>Household Operations</b>			
Child Care	135	\$813.83	\$1,388,400
Lawn and Garden (16)	117	\$666.79	\$1,137,536
Moving/Storage/Freight Express	107	\$86.73	\$147,954
Housekeeping Supplies (17)	113	\$1,003.85	\$1,712,563
<b>Insurance</b>			
Owners and Renters Insurance	107	\$758.07	\$1,293,270
Vehicle Insurance	108	\$2,292.32	\$3,910,705
Life/Other Insurance	123	\$840.67	\$1,434,181
Health Insurance	113	\$5,316.75	\$9,070,377
Personal Care Products (18)	116	\$658.47	\$1,123,342
School Books and Supplies (19)	117	\$173.50	\$295,993
Smoking Products	93	\$407.47	\$695,142
<b>Transportation</b>			
Payments on Vehicles excluding Leases	100	\$2,953.19	\$5,038,150
Gasoline and Motor Oil	110	\$3,002.47	\$5,122,221
Vehicle Maintenance and Repairs	108	\$1,358.30	\$2,317,265
<b>Travel</b>			
Airline Fares	135	\$968.50	\$1,652,259
Lodging on Trips	129	\$1,040.82	\$1,775,645
Auto/Truck Rental on Trips	130	\$81.38	\$138,833
Food and Drink on Trips	126	\$853.34	\$1,455,794

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February 10, 2023





# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	39.4%	Population	8,359	8,315
City Lights (8A)	26.5%	Households	3,194	3,172
Enterprising Professionals (2D)	17.1%	Families	2,089	2,070
Savvy Suburbanites (1D)	13.0%	Median Age	40.5	40.8
Urban Chic (2A)	4.0%	Median Household	\$104,881	\$116,856
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		123	\$2,959.64	\$9,453,097
Women's		124	\$571.71	\$1,826,039
Children's		123	\$1,034.03	\$3,302,692
Footwear		118	\$415.17	\$1,326,040
Watches & Jewelry		124	\$708.74	\$2,263,723
Apparel Products and Services (1)		118	\$172.64	\$551,408
		139	\$83.00	\$265,109
<b>Computer</b>				
Computers and Hardware for Home Use		129	\$245.54	\$784,246
Portable Memory		119	\$5.86	\$18,730
Computer Software		137	\$14.95	\$47,735
Computer Accessories		113	\$23.14	\$73,900
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		120	\$4,421.78	\$14,123,161
Membership Fees for Clubs (2)		138	\$1,160.66	\$3,707,157
Fees for Participant Sports, excl. Trips		135	\$381.34	\$1,218,002
Tickets to Theatre/Operas/Concerts		127	\$166.57	\$532,015
Tickets to Movies		147	\$135.09	\$431,466
Tickets to Parks or Museums		121	\$76.50	\$244,328
Admission to Sporting Events, excl. Trips		124	\$47.76	\$152,551
Fees for Recreational Lessons		133	\$97.14	\$310,261
Dating Services		159	\$254.26	\$812,122
TV/Video/Audio		147	\$2.01	\$6,413
Cable and Satellite Television Services		113	\$1,509.98	\$4,822,866
Televisions		115	\$1,050.68	\$3,355,884
Satellite Dishes		109	\$138.94	\$443,760
VCRs, Video Cameras, and DVD Players		89	\$1.60	\$5,099
Miscellaneous Video Equipment		109	\$6.07	\$19,390
Video Cassettes and DVDs		127	\$22.37	\$71,434
Video Game Hardware/Accessories		102	\$8.87	\$28,337
Video Game Software		102	\$33.57	\$107,233
Rental/Streaming/Downloaded Video		101	\$18.33	\$58,558
Installation of Televisions		102	\$81.56	\$260,500
Audio (3)		162	\$1.36	\$4,349
Rental and Repair of TV/Radio/Sound Equipment		118	\$143.51	\$458,380
Pets		93	\$3.11	\$9,942
Toys/Games/Crafts/Hobbies (4)		115	\$949.04	\$3,031,237
Recreational Vehicles and Fees (5)		109	\$143.32	\$457,775
Sports/Recreation/Exercise Equipment (6)		136	\$174.49	\$557,327
Photo Equipment and Supplies (7)		109	\$223.04	\$712,389
Reading (8)		121	\$63.29	\$202,163
Catered Affairs (9)		126	\$147.52	\$471,172
		152	\$50.91	\$162,606
<b>Food</b>				
Food at Home		121	\$12,684.86	\$40,515,430
Bakery and Cereal Products		120	\$7,433.61	\$23,742,951
Meats, Poultry, Fish, and Eggs		122	\$966.80	\$3,087,974
Dairy Products		121	\$1,620.95	\$5,177,311
Fruits and Vegetables		123	\$762.55	\$2,435,579
Snacks and Other Food at Home (10)		125	\$1,497.43	\$4,782,806
Food Away from Home		116	\$2,585.87	\$8,259,281
Alcoholic Beverages		122	\$5,251.25	\$16,772,479
		132	\$943.21	\$3,012,610

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	128	\$39,797.32	\$127,112,655
Value of Retirement Plans	133	\$151,992.08	\$485,462,692
Value of Other Financial Assets	131	\$12,824.31	\$40,960,851
Vehicle Loan Amount excluding Interest	101	\$3,264.44	\$10,426,618
Value of Credit Card Debt	125	\$3,948.96	\$12,612,994
<b>Health</b>			
Nonprescription Drugs	102	\$179.51	\$573,355
Prescription Drugs	98	\$373.41	\$1,192,663
Eyeglasses and Contact Lenses	116	\$128.09	\$409,113
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$16,799.67	\$53,658,136
Maintenance and Remodeling Services	133	\$4,337.02	\$13,852,437
Maintenance and Remodeling Materials (12)	115	\$807.80	\$2,580,099
Utilities, Fuel, and Public Services	114	\$6,429.38	\$20,535,434
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	124	\$143.10	\$457,052
Furniture	120	\$867.60	\$2,771,107
Rugs	130	\$46.40	\$148,188
Major Appliances (14)	117	\$503.34	\$1,607,660
Housewares (15)	118	\$118.07	\$377,106
Small Appliances	116	\$69.12	\$220,775
Luggage	124	\$23.59	\$75,339
Telephones and Accessories	130	\$147.89	\$472,371
<b>Household Operations</b>			
Child Care	138	\$833.83	\$2,663,243
Lawn and Garden (16)	118	\$672.87	\$2,149,146
Moving/Storage/Freight Express	113	\$91.14	\$291,102
Housekeeping Supplies (17)	115	\$1,016.36	\$3,246,268
<b>Insurance</b>			
Owners and Renters Insurance	108	\$768.90	\$2,455,882
Vehicle Insurance	110	\$2,337.39	\$7,465,634
Life/Other Insurance	123	\$842.24	\$2,690,112
Health Insurance	114	\$5,363.82	\$17,132,048
Personal Care Products (18)	118	\$666.49	\$2,128,785
School Books and Supplies (19)	119	\$176.60	\$564,046
Smoking Products	94	\$410.14	\$1,309,975
<b>Transportation</b>			
Payments on Vehicles excluding Leases	104	\$3,069.64	\$9,804,426
Gasoline and Motor Oil	112	\$3,063.91	\$9,786,139
Vehicle Maintenance and Repairs	110	\$1,384.93	\$4,423,470
<b>Travel</b>			
Airline Fares	137	\$980.74	\$3,132,485
Lodging on Trips	131	\$1,054.17	\$3,367,029
Auto/Truck Rental on Trips	133	\$83.07	\$265,340
Food and Drink on Trips	128	\$867.03	\$2,769,302

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February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
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Demographic Summary	2022	2027
Population	1,084	1,079
Population 18+	847	862
Households	418	414
Median Household Income	\$98,605	\$109,519

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	463	54.7%	100
Bought any women's clothing in last 12 months	410	48.4%	99
Bought any shoes in last 12 months	632	74.6%	103
Bought any fine jewelry in last 12 months	176	20.8%	108
Bought a watch in last 12 months	117	13.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	381	91.1%	102
HH bought/leased new vehicle last 12 months	54	12.9%	134
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	751	88.7%	100
Bought/changed motor oil in last 12 months	356	42.0%	88
Had tune-up in last 12 months	216	25.5%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	275	32.5%	83
Drank beer/ale in last 6 months	376	44.4%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	101	11.9%	122
Own digital SLR camera/camcorder	106	12.5%	128
Printed digital photos in last 12 months	235	27.7%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	255	30.1%	92
Have a smartphone	788	93.0%	101
Have a smartphone: Android phone (any brand)	293	34.6%	87
Have a smartphone: Apple iPhone	507	59.9%	114
Number of cell phones in household: 1	93	22.2%	73
Number of cell phones in household: 2	164	39.2%	102
Number of cell phones in household: 3+	157	37.6%	129
HH has cell phone only (no landline telephone)	226	54.1%	81
Computers (Households)			
HH owns a computer	368	88.0%	108
HH owns desktop computer	181	43.3%	114
HH owns laptop/notebook	299	71.5%	109
HH owns any Apple/Mac brand computer	132	31.6%	141
HH owns any PC/non-Apple brand computer	284	67.9%	102
HH purchased most recent computer in a store	168	40.2%	109
HH purchased most recent computer online	99	23.7%	105
HH spent \$1-\$499 on most recent home computer	51	12.2%	79
HH spent \$500-\$999 on most recent home computer	84	20.1%	106
HH spent \$1,000-\$1,499 on most recent home computer	61	14.6%	122
HH spent \$1,500-\$1,999 on most recent home computer	29	6.9%	132
HH spent \$2,000+ on most recent home computer	25	6.0%	127

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	493	58.2%	93
Bought brewed coffee at convenience store in last 30 days	128	15.1%	122
Bought cigarettes at convenience store in last 30 days	42	5.0%	69
Bought gas at convenience store in last 30 days	226	26.7%	71
Spent at convenience store in last 30 days: \$1-19	65	7.7%	101
Spent at convenience store in last 30 days: \$20-\$39	92	10.9%	106
Spent at convenience store in last 30 days: \$40-\$50	74	8.7%	102
Spent at convenience store in last 30 days: \$51-\$99	40	4.7%	78
Spent at convenience store in last 30 days: \$100+	134	15.8%	78
Entertainment (Adults)			
Attended a movie in last 6 months	447	52.8%	110
Went to live theater in last 12 months	115	13.6%	135
Went to a bar/night club in last 12 months	156	18.4%	109
Dined out in last 12 months	455	53.7%	106
Gambled at a casino in last 12 months	117	13.8%	121
Visited a theme park in last 12 months	143	16.9%	118
Viewed movie (video-on-demand) in last 30 days	169	20.0%	154
Viewed TV show (video-on-demand) in last 30 days	111	13.1%	155
Watched any pay-per-view TV in last 12 months	73	8.6%	134
Downloaded a movie over the Internet in last 30 days	66	7.8%	102
Downloaded any individual song in last 6 months	184	21.7%	111
Used internet to watch a movie online in the last 30 days	299	35.3%	103
Used internet to watch a TV program online in last 30 days	196	23.1%	105
Played a video/electronic game (console) in last 12 months	100	11.8%	100
Played a video/electronic game (portable) in last 12 months	57	6.7%	113
Financial (Adults)			
Have home mortgage (1st)	343	40.5%	112
Used ATM/cash machine in last 12 months	563	66.5%	110
Own any stock	130	15.3%	128
Own U.S. savings bond	63	7.4%	120
Own shares in mutual fund (stock)	119	14.0%	126
Own shares in mutual fund (bonds)	74	8.7%	124
Have interest checking account	323	38.1%	108
Have non-interest checking account	304	35.9%	101
Have savings account	631	74.5%	109
Have 401K retirement savings plan	211	24.9%	114
Own/used any credit/debit card in last 12 months	787	92.9%	105
Avg monthly credit card expenditures: \$1-110	84	9.9%	83
Avg monthly credit card expenditures: \$111-\$225	86	10.2%	129
Avg monthly credit card expenditures: \$226-\$450	86	10.2%	115
Avg monthly credit card expenditures: \$451-\$700	76	9.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	77	9.1%	121
Avg monthly credit card expenditures: \$1001-2000	101	11.9%	120
Avg monthly credit card expenditures: \$2001+	89	10.5%	118
Did banking online in last 12 months	492	58.1%	110
Did banking on mobile device in last 12 months	381	45.0%	107

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	397	95.0%	100
HH used chicken (fresh or frozen) in last 6 months	293	70.1%	102
HH used turkey (fresh or frozen) in last 6 months	60	14.4%	99
HH used fish/seafood (fresh or frozen) in last 6 months	256	61.2%	105
HH used fresh fruit/vegetables in last 6 months	382	91.4%	104
HH used fresh milk in last 6 months	344	82.3%	99
HH used organic food in last 6 months	147	35.2%	141
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	384	45.3%	112
Exercise at club 2+ times per week	146	17.2%	126
Visited a doctor in last 12 months	700	82.6%	104
Used vitamin/dietary supplement in last 6 months	548	64.7%	107
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	153	36.6%	107
HH used any maid/professional cleaning service in last 12 months	107	25.6%	125
HH purchased low ticket HH furnishings in last 12 months	96	23.0%	106
HH purchased big ticket HH furnishings in last 12 months	108	25.8%	99
HH bought any small kitchen appliance in last 12 months	109	26.1%	102
HH bought any large kitchen appliance in last 12 months	62	14.8%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	414	48.9%	101
Carry medical/hospital/accident insurance	739	87.2%	108
Carry homeowner/personal property insurance	488	57.6%	102
Carry renter's insurance	95	11.2%	105
HH has auto insurance: 1 vehicle in household covered	112	26.8%	91
HH has auto insurance: 2 vehicles in household covered	146	34.9%	113
HH has auto insurance: 3+ vehicles in household covered	105	25.1%	101
<b>Pets (Households)</b>			
Household owns any pet	219	52.4%	100
Household owns any cat	84	20.1%	87
Household owns any dog	157	37.6%	95
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	262	30.9%	87
Buy based on quality not price	149	17.6%	102
Buy on credit rather than wait	122	14.4%	109
Only use coupons brands: usually buy	114	13.5%	99
Will pay more for environmentally safe products	131	15.5%	113
Buy based on price not brands	225	26.6%	92
Am interested in how to help the environment	196	23.1%	113
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	174	20.5%	118
Bought hardcover book in last 12 months	225	26.6%	109
Bought paperback book in last 12 month	278	32.8%	105
Read any daily newspaper (paper version)	152	17.9%	116
Read any digital newspaper in last 30 days	462	54.5%	110
Read any magazine (paper/electronic version) in last 6 months	772	91.1%	103

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	560	66.1%	99
Went to family restaurant/steak house: 4+ times a month	153	18.1%	87
Went to fast food/drive-in restaurant in last 6 months	749	88.4%	98
Went to fast food/drive-in restaurant 9+ times/month	286	33.8%	89
Fast food restaurant last 6 months: eat in	167	19.7%	87
Fast food restaurant last 6 months: home delivery	112	13.2%	114
Fast food restaurant last 6 months: take-out/drive-thru	412	48.6%	87
Fast food restaurant last 6 months: take-out/walk-in	216	25.5%	120
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	530	62.6%	111
Own any e-reader	125	14.8%	121
Own e-reader/tablet: iPad	362	42.7%	123
HH has Internet connectable TV	188	45.0%	105
Own any portable MP3 player	142	16.8%	123
HH owns 1 TV	74	17.7%	90
HH owns 2 TVs	113	27.0%	99
HH owns 3 TVs	90	21.5%	97
HH owns 4+ TVs	102	24.4%	118
HH subscribes to cable TV	197	47.1%	127
HH subscribes to fiber optic	56	13.4%	247
HH owns portable GPS navigation device	94	22.5%	109
HH purchased video game system in last 12 months	62	14.8%	191
HH owns any Internet video device for TV	206	49.3%	109
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	499	58.9%	111
Took 3+ domestic non-business trips in last 12 months	118	13.9%	111
Spent on domestic vacations in last 12 months: \$1-999	112	13.2%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	54	6.4%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	38	4.5%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	35	4.1%	110
Spent on domestic vacations in last 12 months: \$3,000+	77	9.1%	142
Domestic travel in last 12 months: used general travel website	68	8.0%	135
Took foreign trip (including Alaska and Hawaii) in last 3 years	379	44.7%	134
Took 3+ foreign trips by plane in last 3 years	102	12.0%	152
Spent on foreign vacations in last 12 months: \$1-999	89	10.5%	145
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	40	4.7%	123
Spent on foreign vacations in last 12 months: \$3,000+	73	8.6%	143
Foreign travel in last 3 years: used general travel website	86	10.2%	156
Nights spent in hotel/motel in last 12 months: any	407	48.1%	106
Took cruise of more than one day in last 3 years	98	11.6%	107
Member of any frequent flyer program	271	32.0%	129
Member of any hotel rewards program	250	29.5%	114

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		4,515	4,494
Population 18+		3,524	3,576
Households		1,706	1,694
Median Household Income		\$104,438	\$116,337
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,917	54.4%	99
Bought any women's clothing in last 12 months	1,709	48.5%	100
Bought any shoes in last 12 months	2,621	74.4%	103
Bought any fine jewelry in last 12 months	707	20.1%	105
Bought a watch in last 12 months	495	14.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	1,557	91.3%	102
HH bought/leased new vehicle last 12 months	205	12.0%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,140	89.1%	101
Bought/changed motor oil in last 12 months	1,488	42.2%	88
Had tune-up in last 12 months	920	26.1%	106
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,115	31.6%	80
Drank beer/ale in last 6 months	1,538	43.6%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	398	11.3%	115
Own digital SLR camera/camcorder	451	12.8%	131
Printed digital photos in last 12 months	968	27.5%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,054	29.9%	92
Have a smartphone	3,282	93.1%	101
Have a smartphone: Android phone (any brand)	1,209	34.3%	86
Have a smartphone: Apple iPhone	2,117	60.1%	114
Number of cell phones in household: 1	408	23.9%	78
Number of cell phones in household: 2	670	39.3%	102
Number of cell phones in household: 3+	608	35.6%	122
HH has cell phone only (no landline telephone)	974	57.1%	85
Computers (Households)			
HH owns a computer	1,506	88.3%	109
HH owns desktop computer	732	42.9%	113
HH owns laptop/notebook	1,229	72.0%	110
HH owns any Apple/Mac brand computer	529	31.0%	139
HH owns any PC/non-Apple brand computer	1,160	68.0%	102
HH purchased most recent computer in a store	680	39.9%	108
HH purchased most recent computer online	421	24.7%	110
HH spent \$1-\$499 on most recent home computer	214	12.5%	81
HH spent \$500-\$999 on most recent home computer	337	19.8%	104
HH spent \$1,000-\$1,499 on most recent home computer	254	14.9%	124
HH spent \$1,500-\$1,999 on most recent home computer	118	6.9%	132
HH spent \$2,000+ on most recent home computer	105	6.2%	130

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,035	57.7%	92
Bought brewed coffee at convenience store in last 30 days	519	14.7%	119
Bought cigarettes at convenience store in last 30 days	163	4.6%	65
Bought gas at convenience store in last 30 days	956	27.1%	72
Spent at convenience store in last 30 days: \$1-19	281	8.0%	105
Spent at convenience store in last 30 days: \$20-\$39	381	10.8%	106
Spent at convenience store in last 30 days: \$40-\$50	295	8.4%	98
Spent at convenience store in last 30 days: \$51-\$99	167	4.7%	78
Spent at convenience store in last 30 days: \$100+	544	15.4%	76
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,844	52.3%	109
Went to live theater in last 12 months	471	13.4%	133
Went to a bar/night club in last 12 months	653	18.5%	109
Dined out in last 12 months	1,879	53.3%	105
Gambled at a casino in last 12 months	471	13.4%	117
Visited a theme park in last 12 months	582	16.5%	115
Viewed movie (video-on-demand) in last 30 days	673	19.1%	148
Viewed TV show (video-on-demand) in last 30 days	446	12.7%	150
Watched any pay-per-view TV in last 12 months	291	8.3%	129
Downloaded a movie over the Internet in last 30 days	286	8.1%	106
Downloaded any individual song in last 6 months	740	21.0%	107
Used internet to watch a movie online in the last 30 days	1,273	36.1%	106
Used internet to watch a TV program online in last 30 days	824	23.4%	107
Played a video/electronic game (console) in last 12 months	407	11.5%	98
Played a video/electronic game (portable) in last 12 months	234	6.6%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,431	40.6%	112
Used ATM/cash machine in last 12 months	2,311	65.6%	109
Own any stock	539	15.3%	127
Own U.S. savings bond	254	7.2%	117
Own shares in mutual fund (stock)	500	14.2%	127
Own shares in mutual fund (bonds)	308	8.7%	124
Have interest checking account	1,345	38.2%	108
Have non-interest checking account	1,262	35.8%	101
Have savings account	2,608	74.0%	108
Have 401K retirement savings plan	875	24.8%	114
Own/used any credit/debit card in last 12 months	3,268	92.7%	104
Avg monthly credit card expenditures: \$1-110	348	9.9%	83
Avg monthly credit card expenditures: \$111-\$225	357	10.1%	128
Avg monthly credit card expenditures: \$226-\$450	346	9.8%	111
Avg monthly credit card expenditures: \$451-\$700	309	8.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	321	9.1%	121
Avg monthly credit card expenditures: \$1001-2000	431	12.2%	123
Avg monthly credit card expenditures: \$2001+	386	11.0%	123
Did banking online in last 12 months	2,061	58.5%	110
Did banking on mobile device in last 12 months	1,605	45.5%	109

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February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	1,609	94.3%	100
HH used chicken (fresh or frozen) in last 6 months	1,182	69.3%	101
HH used turkey (fresh or frozen) in last 6 months	241	14.1%	97
HH used fish/seafood (fresh or frozen) in last 6 months	1,026	60.1%	103
HH used fresh fruit/vegetables in last 6 months	1,552	91.0%	104
HH used fresh milk in last 6 months	1,393	81.7%	98
HH used organic food in last 6 months	592	34.7%	139
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,612	45.7%	113
Exercise at club 2+ times per week	622	17.7%	129
Visited a doctor in last 12 months	2,899	82.3%	104
Used vitamin/dietary supplement in last 6 months	2,277	64.6%	106
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	607	35.6%	104
HH used any maid/professional cleaning service in last 12 months	415	24.3%	119
HH purchased low ticket HH furnishings in last 12 months	385	22.6%	104
HH purchased big ticket HH furnishings in last 12 months	438	25.7%	98
HH bought any small kitchen appliance in last 12 months	446	26.1%	103
HH bought any large kitchen appliance in last 12 months	248	14.5%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,711	48.6%	100
Carry medical/hospital/accident insurance	3,074	87.2%	108
Carry homeowner/personal property insurance	2,013	57.1%	101
Carry renter's insurance	406	11.5%	108
HH has auto insurance: 1 vehicle in household covered	470	27.5%	94
HH has auto insurance: 2 vehicles in household covered	579	33.9%	110
HH has auto insurance: 3+ vehicles in household covered	428	25.1%	101
<b>Pets (Households)</b>			
Household owns any pet	866	50.8%	97
Household owns any cat	346	20.3%	88
Household owns any dog	615	36.0%	91
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	1,097	31.1%	88
Buy based on quality not price	622	17.7%	103
Buy on credit rather than wait	481	13.6%	103
Only use coupons brands: usually buy	467	13.3%	97
Will pay more for environmentally safe products	544	15.4%	113
Buy based on price not brands	924	26.2%	91
Am interested in how to help the environment	837	23.8%	116
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	725	20.6%	118
Bought hardcover book in last 12 months	939	26.6%	109
Bought paperback book in last 12 month	1,165	33.1%	106
Read any daily newspaper (paper version)	606	17.2%	112
Read any digital newspaper in last 30 days	1,957	55.5%	112
Read any magazine (paper/electronic version) in last 6 months	3,212	91.1%	103

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February 10, 2023



# Retail Market Potential

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2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,324	65.9%	98
Went to family restaurant/steak house: 4+ times a month	630	17.9%	86
Went to fast food/drive-in restaurant in last 6 months	3,107	88.2%	97
Went to fast food/drive-in restaurant 9+ times/month	1,171	33.2%	88
Fast food restaurant last 6 months: eat in	703	19.9%	88
Fast food restaurant last 6 months: home delivery	456	12.9%	111
Fast food restaurant last 6 months: take-out/drive-thru	1,733	49.2%	88
Fast food restaurant last 6 months: take-out/walk-in	904	25.7%	120
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,183	61.9%	110
Own any e-reader	521	14.8%	121
Own e-reader/tablet: iPad	1,494	42.4%	122
HH has Internet connectable TV	747	43.8%	103
Own any portable MP3 player	560	15.9%	116
HH owns 1 TV	323	18.9%	96
HH owns 2 TVs	464	27.2%	99
HH owns 3 TVs	368	21.6%	98
HH owns 4+ TVs	384	22.5%	108
HH subscribes to cable TV	783	45.9%	123
HH subscribes to fiber optic	209	12.3%	226
HH owns portable GPS navigation device	381	22.3%	109
HH purchased video game system in last 12 months	238	14.0%	180
HH owns any Internet video device for TV	832	48.8%	108
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	2,091	59.3%	111
Took 3+ domestic non-business trips in last 12 months	482	13.7%	109
Spent on domestic vacations in last 12 months: \$1-999	463	13.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	227	6.4%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	163	4.6%	122
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	146	4.1%	110
Spent on domestic vacations in last 12 months: \$3,000+	323	9.2%	143
Domestic travel in last 12 months: used general travel website	279	7.9%	133
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,578	44.8%	135
Took 3+ foreign trips by plane in last 3 years	425	12.1%	152
Spent on foreign vacations in last 12 months: \$1-999	380	10.8%	149
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	167	4.7%	123
Spent on foreign vacations in last 12 months: \$3,000+	303	8.6%	143
Foreign travel in last 3 years: used general travel website	351	10.0%	153
Nights spent in hotel/motel in last 12 months: any	1,702	48.3%	107
Took cruise of more than one day in last 3 years	404	11.5%	106
Member of any frequent flyer program	1,142	32.4%	131
Member of any hotel rewards program	1,043	29.6%	115

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary	2022	2027
Population	8,359	8,315
Population 18+	6,540	6,598
Households	3,194	3,172
Median Household Income	\$104,881	\$116,856

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,563	54.5%	99
Bought any women's clothing in last 12 months	3,207	49.0%	101
Bought any shoes in last 12 months	4,889	74.8%	104
Bought any fine jewelry in last 12 months	1,314	20.1%	105
Bought a watch in last 12 months	928	14.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,943	92.1%	103
HH bought/leased new vehicle last 12 months	389	12.2%	127
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,882	89.9%	101
Bought/changed motor oil in last 12 months	2,769	42.3%	89
Had tune-up in last 12 months	1,743	26.7%	109
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	2,101	32.1%	82
Drank beer/ale in last 6 months	2,858	43.7%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	751	11.5%	117
Own digital SLR camera/camcorder	878	13.4%	137
Printed digital photos in last 12 months	1,826	27.9%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,977	30.2%	93
Have a smartphone	6,115	93.5%	102
Have a smartphone: Android phone (any brand)	2,187	33.4%	84
Have a smartphone: Apple iPhone	4,006	61.3%	116
Number of cell phones in household: 1	787	24.6%	80
Number of cell phones in household: 2	1,266	39.6%	103
Number of cell phones in household: 3+	1,106	34.6%	119
HH has cell phone only (no landline telephone)	1,883	59.0%	88
<b>Computers (Households)</b>			
HH owns a computer	2,834	88.7%	109
HH owns desktop computer	1,376	43.1%	114
HH owns laptop/notebook	2,336	73.1%	111
HH owns any Apple/Mac brand computer	1,005	31.5%	141
HH owns any PC/non-Apple brand computer	2,183	68.3%	103
HH purchased most recent computer in a store	1,297	40.6%	110
HH purchased most recent computer online	806	25.2%	112
HH spent \$1-\$499 on most recent home computer	412	12.9%	83
HH spent \$500-\$999 on most recent home computer	636	19.9%	105
HH spent \$1,000-\$1,499 on most recent home computer	493	15.4%	129
HH spent \$1,500-\$1,999 on most recent home computer	233	7.3%	139
HH spent \$2,000+ on most recent home computer	199	6.2%	132

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,802	58.1%	93
Bought brewed coffee at convenience store in last 30 days	925	14.1%	114
Bought cigarettes at convenience store in last 30 days	287	4.4%	61
Bought gas at convenience store in last 30 days	1,831	28.0%	74
Spent at convenience store in last 30 days: \$1-19	524	8.0%	105
Spent at convenience store in last 30 days: \$20-\$39	701	10.7%	105
Spent at convenience store in last 30 days: \$40-\$50	532	8.1%	95
Spent at convenience store in last 30 days: \$51-\$99	328	5.0%	83
Spent at convenience store in last 30 days: \$100+	1,002	15.3%	75
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,425	52.4%	109
Went to live theater in last 12 months	880	13.5%	134
Went to a bar/night club in last 12 months	1,228	18.8%	111
Dined out in last 12 months	3,538	54.1%	107
Gambled at a casino in last 12 months	874	13.4%	117
Visited a theme park in last 12 months	1,113	17.0%	119
Viewed movie (video-on-demand) in last 30 days	1,246	19.1%	147
Viewed TV show (video-on-demand) in last 30 days	833	12.7%	150
Watched any pay-per-view TV in last 12 months	542	8.3%	129
Downloaded a movie over the Internet in last 30 days	549	8.4%	110
Downloaded any individual song in last 6 months	1,384	21.2%	108
Used internet to watch a movie online in the last 30 days	2,396	36.6%	107
Used internet to watch a TV program online in last 30 days	1,583	24.2%	110
Played a video/electronic game (console) in last 12 months	759	11.6%	99
Played a video/electronic game (portable) in last 12 months	424	6.5%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,721	41.6%	115
Used ATM/cash machine in last 12 months	4,296	65.7%	109
Own any stock	1,022	15.6%	130
Own U.S. savings bond	475	7.3%	118
Own shares in mutual fund (stock)	942	14.4%	129
Own shares in mutual fund (bonds)	574	8.8%	125
Have interest checking account	2,535	38.8%	110
Have non-interest checking account	2,342	35.8%	101
Have savings account	4,862	74.3%	108
Have 401K retirement savings plan	1,662	25.4%	116
Own/used any credit/debit card in last 12 months	6,076	92.9%	105
Avg monthly credit card expenditures: \$1-110	649	9.9%	83
Avg monthly credit card expenditures: \$111-\$225	624	9.5%	121
Avg monthly credit card expenditures: \$226-\$450	615	9.4%	107
Avg monthly credit card expenditures: \$451-\$700	569	8.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	605	9.3%	123
Avg monthly credit card expenditures: \$1001-2000	847	13.0%	130
Avg monthly credit card expenditures: \$2001+	762	11.7%	131
Did banking online in last 12 months	3,875	59.3%	112
Did banking on mobile device in last 12 months	3,014	46.1%	110

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	3,011	94.3%	100
HH used chicken (fresh or frozen) in last 6 months	2,223	69.6%	101
HH used turkey (fresh or frozen) in last 6 months	460	14.4%	99
HH used fish/seafood (fresh or frozen) in last 6 months	1,945	60.9%	105
HH used fresh fruit/vegetables in last 6 months	2,906	91.0%	104
HH used fresh milk in last 6 months	2,601	81.4%	98
HH used organic food in last 6 months	1,118	35.0%	140
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,010	46.0%	113
Exercise at club 2+ times per week	1,173	17.9%	131
Visited a doctor in last 12 months	5,382	82.3%	104
Used vitamin/dietary supplement in last 6 months	4,207	64.3%	106
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	1,159	36.3%	106
HH used any maid/professional cleaning service in last 12 months	796	24.9%	122
HH purchased low ticket HH furnishings in last 12 months	735	23.0%	106
HH purchased big ticket HH furnishings in last 12 months	853	26.7%	102
HH bought any small kitchen appliance in last 12 months	832	26.0%	102
HH bought any large kitchen appliance in last 12 months	484	15.2%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,223	49.3%	102
Carry medical/hospital/accident insurance	5,712	87.3%	108
Carry homeowner/personal property insurance	3,816	58.3%	103
Carry renter's insurance	762	11.7%	109
HH has auto insurance: 1 vehicle in household covered	892	27.9%	95
HH has auto insurance: 2 vehicles in household covered	1,082	33.9%	109
HH has auto insurance: 3+ vehicles in household covered	814	25.5%	102
<b>Pets (Households)</b>			
Household owns any pet	1,607	50.3%	96
Household owns any cat	634	19.8%	86
Household owns any dog	1,144	35.8%	90
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	2,025	31.0%	87
Buy based on quality not price	1,157	17.7%	103
Buy on credit rather than wait	903	13.8%	105
Only use coupons brands: usually buy	865	13.2%	97
Will pay more for environmentally safe products	1,000	15.3%	112
Buy based on price not brands	1,711	26.2%	91
Am interested in how to help the environment	1,538	23.5%	115
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,384	21.2%	122
Bought hardcover book in last 12 months	1,775	27.1%	111
Bought paperback book in last 12 month	2,220	33.9%	109
Read any daily newspaper (paper version)	1,075	16.4%	107
Read any digital newspaper in last 30 days	3,691	56.4%	114
Read any magazine (paper/electronic version) in last 6 months	5,986	91.5%	103

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February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,326	66.1%	99
Went to family restaurant/steak house: 4+ times a month	1,176	18.0%	87
Went to fast food/drive-in restaurant in last 6 months	5,814	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	2,206	33.7%	89
Fast food restaurant last 6 months: eat in	1,340	20.5%	90
Fast food restaurant last 6 months: home delivery	844	12.9%	111
Fast food restaurant last 6 months: take-out/drive-thru	3,304	50.5%	90
Fast food restaurant last 6 months: take-out/walk-in	1,666	25.5%	120
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	4,090	62.5%	111
Own any e-reader	987	15.1%	123
Own e-reader/tablet: iPad	2,831	43.3%	125
HH has Internet connectable TV	1,441	45.1%	106
Own any portable MP3 player	1,050	16.1%	117
HH owns 1 TV	614	19.2%	98
HH owns 2 TVs	871	27.3%	99
HH owns 3 TVs	694	21.7%	98
HH owns 4+ TVs	716	22.4%	108
HH subscribes to cable TV	1,438	45.0%	121
HH subscribes to fiber optic	383	12.0%	221
HH owns portable GPS navigation device	710	22.2%	108
HH purchased video game system in last 12 months	412	12.9%	167
HH owns any Internet video device for TV	1,583	49.6%	109
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	3,959	60.5%	114
Took 3+ domestic non-business trips in last 12 months	928	14.2%	113
Spent on domestic vacations in last 12 months: \$1-999	887	13.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	437	6.7%	107
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	294	4.5%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	286	4.4%	116
Spent on domestic vacations in last 12 months: \$3,000+	620	9.5%	148
Domestic travel in last 12 months: used general travel website	522	8.0%	134
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,960	45.3%	136
Took 3+ foreign trips by plane in last 3 years	806	12.3%	155
Spent on foreign vacations in last 12 months: \$1-999	710	10.9%	150
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	320	4.9%	127
Spent on foreign vacations in last 12 months: \$3,000+	577	8.8%	147
Foreign travel in last 3 years: used general travel website	671	10.3%	157
Nights spent in hotel/motel in last 12 months: any	3,253	49.7%	110
Took cruise of more than one day in last 3 years	777	11.9%	110
Member of any frequent flyer program	2,201	33.7%	136
Member of any hotel rewards program	2,002	30.6%	119

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		1,084	1,079
Population 18+		847	862
Households		418	414
Median Household Income		\$98,605	\$109,519
Product/Consumer Behavior		Expected Number	
		Adults	MPI
Went to family restaurant/steak house in last 6 months		560	99
Went to family restaurant/steak house 4+ times/month last 30 days		153	87
Spent at family restaurant/steak house last 30 days: \$1-30		37	64
Spent at family restaurant/steak house 30 days: \$31-50		58	81
Spent at family restaurant/steak house last 30 days: \$51-100		121	101
Spent at family restaurant/steak house last 30 days: \$101-200		83	114
Spent at family restaurant/steak house last 30 days: \$201+		36	108
Spent at fine dining last 30 days: \$1-100		33	129
Spent at fine dining last 30 days: \$101+		48	152
Went to family restaurant last 6 months: for breakfast		92	107
Went to family restaurant last 6 months: for lunch		126	93
Went to family restaurant last 6 months: for dinner		358	100
Went to family restaurant last 6 months: for snack		11	84
Went to family restaurant last 6 months: on weekday		231	97
Went to family restaurant last 6 months: on weekend		305	99
Went to family restaurant last 6 months: Applebee's		109	88
Went to family restaurant last 6 months: Bob Evans		16	75
Went to family restaurant last 6 months: Buffalo Wild Wings		63	85
Went to family restaurant last 6 months: California Pizza Kitchen		26	172
Went to family restaurant last 6 months: Carrabba's		10	59
Went to family restaurant last 6 months: The Cheesecake Factory		87	168
Went to family restaurant last 6 months: Chili's Grill & Bar		62	77
Went to family restaurant last 6 months: Cracker Barrel		41	48
Went to family restaurant last 6 months: Denny's		49	88
Went to family restaurant last 6 months: Golden Corral		15	43
Went to family restaurant last 6 months: IHOP		65	104
Went to family restaurant last 6 months: Logan's Roadhouse		6	31
Went to family restaurant last 6 months: LongHorn Steakhouse		25	56
Went to family restaurant last 6 months: Olive Garden		105	87
Went to family restaurant last 6 months: Outback Steakhouse		63	103
Went to family restaurant last 6 months: Red Lobster		50	82
Went to family restaurant last 6 months: Red Robin		51	100
Went to family restaurant last 6 months: Ruby Tuesday		20	84
Went to family restaurant last 6 months: Texas Roadhouse		62	70
Went to family restaurant last 6 months: T.G.I. Friday's		39	154
Went to family restaurant last 6 months: Waffle House		20	49
Went to family restaurant last 6 months: fast food/drive-in		749	98
Went to fast food/drive-in restaurant 9+ times/month		286	89
Spent at fast food restaurant last 30 days: <\$1-10		33	95
Spent at fast food restaurant last 30 days: \$11-\$20		66	91
Spent at fast food restaurant last 30 days: \$21-\$40		132	95
Spent at fast food restaurant last 30 days: \$41-\$50		81	109
Spent at fast food restaurant last 30 days: \$51-\$100		146	89
Spent at fast food restaurant last 30 days: \$101-\$200		82	86
Spent at fast food restaurant last 30 days: \$201+		36	96
Ordered eat-in fast food in the last 6 months		167	87

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	167	19.7%	87
Went to fast food restaurant in the last 6 months: home delivery	112	13.2%	114
Went to fast food restaurant in the last 6 months: take-out/drive-thru	412	48.6%	87
Went to fast food restaurant in the last 6 months: take-out/walk-in	216	25.5%	120
Went to fast food restaurant in the last 6 months: breakfast	250	29.5%	87
Went to fast food restaurant in the last 6 months: lunch	402	47.5%	92
Went to fast food restaurant in the last 6 months: dinner	404	47.7%	94
Went to fast food restaurant in the last 6 months: snack	109	12.9%	104
Went to fast food restaurant in the last 6 months: weekday	484	57.1%	93
Went to fast food restaurant in the last 6 months: weekend	405	47.8%	96
Went to fast food restaurant in the last 6 months: A & W	13	1.5%	78
Went to fast food restaurant in the last 6 months: Arby's	67	7.9%	46
Went to fast food restaurant in the last 6 months: Baskin-Robbins	47	5.5%	170
Went to fast food restaurant in the last 6 months: Boston Market	35	4.1%	200
Went to fast food restaurant in the last 6 months: Burger King	221	26.1%	92
Went to fast food restaurant in the last 6 months: Captain D's	8	0.9%	32
Went to fast food restaurant in the last 6 months: Carl's Jr.	67	7.9%	151
Went to fast food restaurant in the last 6 months: Checkers	16	1.9%	71
Went to fast food restaurant in the last 6 months: Chick-fil-A	216	25.5%	85
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	161	19.0%	133
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	9	1.1%	74
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	12	1.4%	44
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	26	3.1%	117
Went to fast food restaurant in the last 6 months: Dairy Queen	69	8.1%	56
Went to fast food restaurant in the last 6 months: Del Taco	51	6.0%	180
Went to fast food restaurant in the last 6 months: Domino's Pizza	108	12.8%	86
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	200	23.6%	166
Went to fast food restaurant in the last 6 months: Five Guys	94	11.1%	118
Went to fast food restaurant in the last 6 months: Hardee's	16	1.9%	36
Went to fast food restaurant in the last 6 months: Jack in the Box	78	9.2%	120
Went to fast food restaurant in the last 6 months: Jersey Mike's	54	6.4%	116
Went to fast food restaurant in the last 6 months: Jimmy John's	29	3.4%	62
Went to fast food restaurant in the last 6 months: KFC	128	15.1%	83
Went to fast food restaurant in the last 6 months: Krispy Kreme	36	4.3%	66
Went to fast food restaurant in the last 6 months: Little Caesars	54	6.4%	54
Went to fast food restaurant in the last 6 months: Long John Silver's	7	0.8%	32
Went to fast food restaurant in the last 6 months: McDonald's	408	48.2%	93
Went to fast food restaurant in the last 6 months: Panda Express	101	11.9%	104
Went to fast food restaurant in the last 6 months: Panera Bread	128	15.1%	121
Went to fast food restaurant in the last 6 months: Papa John's	45	5.3%	67
Went to fast food restaurant in the last 6 months: Papa Murphy's	13	1.5%	40
Went to fast food restaurant in the last 6 months: Pizza Hut	61	7.2%	56
Went to fast food restaurant in the last 6 months: Popeyes Chicken	111	13.1%	106
Went to fast food restaurant in the last 6 months: Sonic Drive-In	40	4.7%	40
Went to fast food restaurant in the last 6 months: Starbucks	205	24.2%	125
Went to fast food restaurant in the last 6 months: Steak 'n Shake	11	1.3%	34
Went to fast food restaurant in the last 6 months: Subway	135	15.9%	76
Went to fast food restaurant in the last 6 months: Taco Bell	192	22.7%	81
Went to fast food restaurant in the last 6 months: Wendy's	212	25.0%	96
Went to fast food restaurant in the last 6 months: Whataburger	9	1.1%	19
Went to fast food restaurant in the last 6 months: White Castle	28	3.3%	127
Went to fast food restaurant in the last 6 months: Wing-Stop	22	2.6%	83
Went to fine dining restaurant last month	96	11.3%	141
Went to fine dining restaurant 2+ times last month	50	5.9%	155

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February 10, 2023



# Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		4,515	4,494
Population 18+		3,524	3,576
Households		1,706	1,694
Median Household Income		\$104,438	\$116,337
Product/Consumer Behavior		Expected Number	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,324	65.9%	98
Went to family restaurant/steak house 4+ times/month last 30 days	630	17.9%	86
Spent at family restaurant/steak house last 30 days: \$1-30	167	4.7%	69
Spent at family restaurant/steak house 30 days: \$31-50	239	6.8%	80
Spent at family restaurant/steak house last 30 days: \$51-100	496	14.1%	100
Spent at family restaurant/steak house last 30 days: \$101-200	346	9.8%	115
Spent at family restaurant/steak house last 30 days: \$201+	148	4.2%	107
Spent at fine dining last 30 days: \$1-100	131	3.7%	123
Spent at fine dining last 30 days: \$101+	201	5.7%	153
Went to family restaurant last 6 months: for breakfast	382	10.8%	107
Went to family restaurant last 6 months: for lunch	522	14.8%	93
Went to family restaurant last 6 months: for dinner	1,504	42.7%	101
Went to family restaurant last 6 months: for snack	46	1.3%	85
Went to family restaurant last 6 months: on weekday	956	27.1%	96
Went to family restaurant last 6 months: on weekend	1,283	36.4%	100
Went to family restaurant last 6 months: Applebee's	425	12.1%	83
Went to family restaurant last 6 months: Bob Evans	67	1.9%	76
Went to family restaurant last 6 months: Buffalo Wild Wings	261	7.4%	85
Went to family restaurant last 6 months: California Pizza Kitchen	107	3.0%	170
Went to family restaurant last 6 months: Carrabba's	51	1.4%	73
Went to family restaurant last 6 months: The Cheesecake Factory	334	9.5%	155
Went to family restaurant last 6 months: Chili's Grill & Bar	261	7.4%	78
Went to family restaurant last 6 months: Cracker Barrel	178	5.1%	50
Went to family restaurant last 6 months: Denny's	195	5.5%	84
Went to family restaurant last 6 months: Golden Corral	62	1.8%	42
Went to family restaurant last 6 months: IHOP	261	7.4%	100
Went to family restaurant last 6 months: Logan's Roadhouse	32	0.9%	40
Went to family restaurant last 6 months: LongHorn Steakhouse	110	3.1%	59
Went to family restaurant last 6 months: Olive Garden	431	12.2%	86
Went to family restaurant last 6 months: Outback Steakhouse	256	7.3%	101
Went to family restaurant last 6 months: Red Lobster	195	5.5%	77
Went to family restaurant last 6 months: Red Robin	209	5.9%	98
Went to family restaurant last 6 months: Ruby Tuesday	77	2.2%	78
Went to family restaurant last 6 months: Texas Roadhouse	265	7.5%	72
Went to family restaurant last 6 months: T.G.I. Friday's	149	4.2%	142
Went to family restaurant last 6 months: Waffle House	105	3.0%	62
Went to family restaurant last 6 months: fast food/drive-in	3,107	88.2%	97
Went to fast food/drive-in restaurant 9+ times/month	1,171	33.2%	88
Spent at fast food restaurant last 30 days: <\$1-10	137	3.9%	95
Spent at fast food restaurant last 30 days: \$11-\$20	282	8.0%	94
Spent at fast food restaurant last 30 days: \$21-\$40	538	15.3%	93
Spent at fast food restaurant last 30 days: \$41-\$50	330	9.4%	106
Spent at fast food restaurant last 30 days: \$51-\$100	623	17.7%	91
Spent at fast food restaurant last 30 days: \$101-\$200	353	10.0%	89
Spent at fast food restaurant last 30 days: \$201+	144	4.1%	92
Ordered eat-in fast food in the last 6 months	703	19.9%	88

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	703	19.9%	88
Went to fast food restaurant in the last 6 months: home delivery	456	12.9%	111
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,733	49.2%	88
Went to fast food restaurant in the last 6 months: take-out/walk-in	904	25.7%	120
Went to fast food restaurant in the last 6 months: breakfast	1,065	30.2%	89
Went to fast food restaurant in the last 6 months: lunch	1,679	47.6%	92
Went to fast food restaurant in the last 6 months: dinner	1,689	47.9%	94
Went to fast food restaurant in the last 6 months: snack	452	12.8%	103
Went to fast food restaurant in the last 6 months: weekday	2,009	57.0%	93
Went to fast food restaurant in the last 6 months: weekend	1,706	48.4%	97
Went to fast food restaurant in the last 6 months: A & W	56	1.6%	81
Went to fast food restaurant in the last 6 months: Arby's	292	8.3%	48
Went to fast food restaurant in the last 6 months: Baskin-Robbins	180	5.1%	156
Went to fast food restaurant in the last 6 months: Boston Market	136	3.9%	187
Went to fast food restaurant in the last 6 months: Burger King	882	25.0%	88
Went to fast food restaurant in the last 6 months: Captain D's	45	1.3%	43
Went to fast food restaurant in the last 6 months: Carl's Jr.	270	7.7%	147
Went to fast food restaurant in the last 6 months: Checkers	60	1.7%	64
Went to fast food restaurant in the last 6 months: Chick-fil-A	921	26.1%	87
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	646	18.3%	128
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	39	1.1%	77
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	57	1.6%	51
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	115	3.3%	125
Went to fast food restaurant in the last 6 months: Dairy Queen	306	8.7%	59
Went to fast food restaurant in the last 6 months: Del Taco	197	5.6%	167
Went to fast food restaurant in the last 6 months: Domino's Pizza	446	12.7%	85
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	783	22.2%	156
Went to fast food restaurant in the last 6 months: Five Guys	388	11.0%	117
Went to fast food restaurant in the last 6 months: Hardee's	88	2.5%	47
Went to fast food restaurant in the last 6 months: Jack in the Box	318	9.0%	118
Went to fast food restaurant in the last 6 months: Jersey Mike's	218	6.2%	113
Went to fast food restaurant in the last 6 months: Jimmy John's	137	3.9%	71
Went to fast food restaurant in the last 6 months: KFC	503	14.3%	78
Went to fast food restaurant in the last 6 months: Krispy Kreme	161	4.6%	71
Went to fast food restaurant in the last 6 months: Little Caesars	245	7.0%	58
Went to fast food restaurant in the last 6 months: Long John Silver's	29	0.8%	32
Went to fast food restaurant in the last 6 months: McDonald's	1,671	47.4%	91
Went to fast food restaurant in the last 6 months: Panda Express	420	11.9%	104
Went to fast food restaurant in the last 6 months: Panera Bread	529	15.0%	120
Went to fast food restaurant in the last 6 months: Papa John's	187	5.3%	67
Went to fast food restaurant in the last 6 months: Papa Murphy's	65	1.8%	48
Went to fast food restaurant in the last 6 months: Pizza Hut	260	7.4%	58
Went to fast food restaurant in the last 6 months: Popeyes Chicken	449	12.7%	103
Went to fast food restaurant in the last 6 months: Sonic Drive-In	174	4.9%	42
Went to fast food restaurant in the last 6 months: Starbucks	868	24.6%	128
Went to fast food restaurant in the last 6 months: Steak 'n Shake	53	1.5%	39
Went to fast food restaurant in the last 6 months: Subway	554	15.7%	75
Went to fast food restaurant in the last 6 months: Taco Bell	788	22.4%	80
Went to fast food restaurant in the last 6 months: Wendy's	865	24.5%	95
Went to fast food restaurant in the last 6 months: Whataburger	54	1.5%	28
Went to fast food restaurant in the last 6 months: White Castle	101	2.9%	111
Went to fast food restaurant in the last 6 months: Wing-Stop	94	2.7%	86
Went to fine dining restaurant last month	395	11.2%	140
Went to fine dining restaurant 2+ times last month	203	5.8%	151

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February 10, 2023





## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		8,359	8,315
Population 18+		6,540	6,598
Households		3,194	3,172
Median Household Income		\$104,881	\$116,856
		Expected Number	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,326	66.1%	99
Went to family restaurant/steak house 4+ times/month last 30 days	1,176	18.0%	87
Spent at family restaurant/steak house last 30 days: \$1-30	331	5.1%	74
Spent at family restaurant/steak house 30 days: \$31-50	462	7.1%	83
Spent at family restaurant/steak house last 30 days: \$51-100	908	13.9%	98
Spent at family restaurant/steak house last 30 days: \$101-200	646	9.9%	115
Spent at family restaurant/steak house last 30 days: \$201+	274	4.2%	106
Spent at fine dining last 30 days: \$1-100	240	3.7%	121
Spent at fine dining last 30 days: \$101+	380	5.8%	156
Went to family restaurant last 6 months: for breakfast	706	10.8%	107
Went to family restaurant last 6 months: for lunch	985	15.1%	94
Went to family restaurant last 6 months: for dinner	2,827	43.2%	102
Went to family restaurant last 6 months: for snack	90	1.4%	89
Went to family restaurant last 6 months: on weekday	1,805	27.6%	98
Went to family restaurant last 6 months: on weekend	2,408	36.8%	102
Went to family restaurant last 6 months: Applebee's	792	12.1%	83
Went to family restaurant last 6 months: Bob Evans	120	1.8%	73
Went to family restaurant last 6 months: Buffalo Wild Wings	481	7.4%	84
Went to family restaurant last 6 months: California Pizza Kitchen	207	3.2%	177
Went to family restaurant last 6 months: Carrabba's	101	1.5%	77
Went to family restaurant last 6 months: The Cheesecake Factory	618	9.4%	154
Went to family restaurant last 6 months: Chili's Grill & Bar	510	7.8%	82
Went to family restaurant last 6 months: Cracker Barrel	368	5.6%	56
Went to family restaurant last 6 months: Denny's	344	5.3%	80
Went to family restaurant last 6 months: Golden Corral	120	1.8%	44
Went to family restaurant last 6 months: IHOP	489	7.5%	101
Went to family restaurant last 6 months: Logan's Roadhouse	56	0.9%	38
Went to family restaurant last 6 months: LongHorn Steakhouse	228	3.5%	66
Went to family restaurant last 6 months: Olive Garden	808	12.4%	87
Went to family restaurant last 6 months: Outback Steakhouse	497	7.6%	105
Went to family restaurant last 6 months: Red Lobster	366	5.6%	78
Went to family restaurant last 6 months: Red Robin	408	6.2%	103
Went to family restaurant last 6 months: Ruby Tuesday	142	2.2%	77
Went to family restaurant last 6 months: Texas Roadhouse	515	7.9%	75
Went to family restaurant last 6 months: T.G.I. Friday's	257	3.9%	132
Went to family restaurant last 6 months: Waffle House	194	3.0%	62
Went to family restaurant last 6 months: fast food/drive-in	5,814	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	2,206	33.7%	89
Spent at fast food restaurant last 30 days: <\$1-10	254	3.9%	95
Spent at fast food restaurant last 30 days: \$11-\$20	523	8.0%	94
Spent at fast food restaurant last 30 days: \$21-\$40	1,011	15.5%	95
Spent at fast food restaurant last 30 days: \$41-\$50	603	9.2%	105
Spent at fast food restaurant last 30 days: \$51-\$100	1,199	18.3%	94
Spent at fast food restaurant last 30 days: \$101-\$200	671	10.3%	91
Spent at fast food restaurant last 30 days: \$201+	271	4.1%	93
Ordered eat-in fast food in the last 6 months	1,340	20.5%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	1,340	20.5%	90
Went to fast food restaurant in the last 6 months: home delivery	844	12.9%	111
Went to fast food restaurant in the last 6 months: take-out/drive-thru	3,304	50.5%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,666	25.5%	120
Went to fast food restaurant in the last 6 months: breakfast	2,029	31.0%	91
Went to fast food restaurant in the last 6 months: lunch	3,169	48.5%	94
Went to fast food restaurant in the last 6 months: dinner	3,231	49.4%	97
Went to fast food restaurant in the last 6 months: snack	858	13.1%	106
Went to fast food restaurant in the last 6 months: weekday	3,800	58.1%	94
Went to fast food restaurant in the last 6 months: weekend	3,207	49.0%	98
Went to fast food restaurant in the last 6 months: A & W	98	1.5%	76
Went to fast food restaurant in the last 6 months: Arby's	605	9.3%	54
Went to fast food restaurant in the last 6 months: Baskin-Robbins	335	5.1%	157
Went to fast food restaurant in the last 6 months: Boston Market	252	3.9%	187
Went to fast food restaurant in the last 6 months: Burger King	1,586	24.3%	86
Went to fast food restaurant in the last 6 months: Captain D's	78	1.2%	40
Went to fast food restaurant in the last 6 months: Carl's Jr.	467	7.1%	137
Went to fast food restaurant in the last 6 months: Checkers	115	1.8%	66
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,845	28.2%	94
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,241	19.0%	132
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	77	1.2%	82
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	102	1.6%	49
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	207	3.2%	121
Went to fast food restaurant in the last 6 months: Dairy Queen	604	9.2%	63
Went to fast food restaurant in the last 6 months: Del Taco	345	5.3%	157
Went to fast food restaurant in the last 6 months: Domino's Pizza	847	13.0%	87
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	1,410	21.6%	151
Went to fast food restaurant in the last 6 months: Five Guys	748	11.4%	122
Went to fast food restaurant in the last 6 months: Hardee's	153	2.3%	44
Went to fast food restaurant in the last 6 months: Jack in the Box	557	8.5%	111
Went to fast food restaurant in the last 6 months: Jersey Mike's	428	6.5%	119
Went to fast food restaurant in the last 6 months: Jimmy John's	288	4.4%	80
Went to fast food restaurant in the last 6 months: KFC	934	14.3%	79
Went to fast food restaurant in the last 6 months: Krispy Kreme	330	5.0%	78
Went to fast food restaurant in the last 6 months: Little Caesars	453	6.9%	58
Went to fast food restaurant in the last 6 months: Long John Silver's	57	0.9%	34
Went to fast food restaurant in the last 6 months: McDonald's	3,115	47.6%	92
Went to fast food restaurant in the last 6 months: Panda Express	807	12.3%	108
Went to fast food restaurant in the last 6 months: Panera Bread	1,017	15.6%	125
Went to fast food restaurant in the last 6 months: Papa John's	382	5.8%	73
Went to fast food restaurant in the last 6 months: Papa Murphy's	140	2.1%	56
Went to fast food restaurant in the last 6 months: Pizza Hut	507	7.8%	61
Went to fast food restaurant in the last 6 months: Popeyes Chicken	829	12.7%	102
Went to fast food restaurant in the last 6 months: Sonic Drive-In	367	5.6%	47
Went to fast food restaurant in the last 6 months: Starbucks	1,636	25.0%	129
Went to fast food restaurant in the last 6 months: Steak 'n Shake	113	1.7%	45
Went to fast food restaurant in the last 6 months: Subway	1,045	16.0%	76
Went to fast food restaurant in the last 6 months: Taco Bell	1,522	23.3%	83
Went to fast food restaurant in the last 6 months: Wendy's	1,593	24.4%	94
Went to fast food restaurant in the last 6 months: Whataburger	133	2.0%	37
Went to fast food restaurant in the last 6 months: White Castle	172	2.6%	101
Went to fast food restaurant in the last 6 months: Wing-Stop	176	2.7%	86
Went to fine dining restaurant last month	726	11.1%	138
Went to fine dining restaurant 2+ times last month	366	5.6%	147

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	32.4%	Population	29,128	29,076
City Lights (8A)	18.3%	Households	11,020	10,984
In Style (5B)	13.5%	Families	6,999	6,964
Retirement Communities (9E)	10.1%	Median Age	41.0	41.4
Savvy Suburbanites (1D)	8.7%	Median Household	\$104,461	\$116,916
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$33,007,280	\$37,755,852	\$4,748,572
Men's		\$6,389,043	\$7,308,029	\$918,986
Women's		\$11,601,333	\$13,270,603	\$1,669,270
Children's		\$4,557,524	\$5,212,991	\$655,467
Footwear		\$7,885,223	\$9,019,862	\$1,134,639
Watches & Jewelry		\$1,941,522	\$2,220,628	\$279,106
Apparel Products and Services (1)		\$911,622	\$1,042,882	\$131,260
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,693,674	\$3,081,353	\$387,679
Portable Memory		\$65,600	\$75,031	\$9,431
Computer Software		\$162,624	\$186,031	\$23,407
Computer Accessories		\$269,938	\$308,761	\$38,823
<b>Entertainment &amp; Recreation</b>		\$49,962,353	\$57,152,045	\$7,189,692
Fees and Admissions		\$12,739,859	\$14,574,469	\$1,834,610
Membership Fees for Clubs (2)		\$4,231,745	\$4,840,849	\$609,104
Fees for Participant Sports, excl. Trips		\$1,870,518	\$2,139,572	\$269,054
Tickets to Theatre/Operas/Concerts		\$1,483,408	\$1,697,305	\$213,897
Tickets to Movies		\$853,095	\$975,727	\$122,632
Tickets to Parks or Museums		\$523,002	\$598,248	\$75,246
Admission to Sporting Events, excl. Trips		\$1,081,526	\$1,237,196	\$155,670
Fees for Recreational Lessons		\$2,674,921	\$3,060,814	\$385,893
Dating Services		\$21,645	\$24,759	\$3,114
TV/Video/Audio		\$17,375,890	\$19,875,543	\$2,499,653
Cable and Satellite Television Services		\$12,102,839	\$13,844,841	\$1,742,002
Televisions		\$1,603,800	\$1,834,266	\$230,466
Satellite Dishes		\$20,125	\$23,009	\$2,884
VCRs, Video Cameras, and DVD Players		\$70,205	\$80,296	\$10,091
Miscellaneous Video Equipment		\$253,902	\$290,463	\$36,561
Video Cassettes and DVDs		\$105,409	\$120,539	\$15,130
Video Game Hardware/Accessories		\$383,442	\$438,496	\$55,054
Video Game Software		\$214,060	\$244,781	\$30,721
Rental/Streaming/Downloaded Video		\$954,570	\$1,091,530	\$136,960
Installation of Televisions		\$14,764	\$16,893	\$2,129
Audio (3)		\$1,616,580	\$1,849,033	\$232,453
Rental and Repair of TV/Radio/Sound Equipment		\$36,194	\$41,395	\$5,201
Pets		\$10,801,522	\$12,355,784	\$1,554,262
Toys/Games/Crafts/Hobbies (4)		\$1,647,307	\$1,884,054	\$236,747
Recreational Vehicles and Fees (5)		\$1,901,163	\$2,175,510	\$274,347
Sports/Recreation/Exercise Equipment (6)		\$2,551,262	\$2,917,535	\$366,273
Photo Equipment and Supplies (7)		\$707,850	\$809,596	\$101,746
Reading (8)		\$1,700,718	\$1,945,466	\$244,748
Catered Affairs (9)		\$541,908	\$619,949	\$78,041
<b>Food</b>		\$141,894,038	\$162,307,747	\$20,413,709
Food at Home		\$83,531,736	\$95,551,243	\$12,019,507
Bakery and Cereal Products		\$10,850,297	\$12,412,005	\$1,561,708
Meats, Poultry, Fish, and Eggs		\$18,132,728	\$20,742,406	\$2,609,678
Dairy Products		\$8,537,369	\$9,765,990	\$1,228,621
Fruits and Vegetables		\$16,692,798	\$19,095,315	\$2,402,517
Snacks and Other Food at Home (10)		\$29,318,544	\$33,535,527	\$4,216,983
Food Away from Home		\$58,362,303	\$66,756,503	\$8,394,200
Alcoholic Beverages		\$10,397,100	\$11,893,723	\$1,496,623

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$461,305,549	\$527,682,644	\$66,377,095
Value of Retirement Plans	\$1,725,821,707	\$1,974,452,178	\$248,630,471
Value of Other Financial Assets	\$146,251,987	\$167,334,188	\$21,082,201
Vehicle Loan Amount excluding Interest	\$37,914,034	\$43,359,074	\$5,445,040
Value of Credit Card Debt	\$44,059,582	\$50,402,267	\$6,342,685
<b>Health</b>			
Nonprescription Drugs	\$2,131,151	\$2,437,400	\$306,249
Prescription Drugs	\$4,569,787	\$5,226,903	\$657,116
Eyeglasses and Contact Lenses	\$1,474,311	\$1,686,474	\$212,163
<b>Home</b>			
Mortgage Payment and Basics (11)	\$183,767,708	\$210,271,623	\$26,503,915
Maintenance and Remodeling Services	\$48,492,105	\$55,480,126	\$6,988,021
Maintenance and Remodeling Materials (12)	\$9,094,501	\$10,404,092	\$1,309,591
Utilities, Fuel, and Public Services	\$73,466,761	\$84,038,899	\$10,572,138
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,599,216	\$1,829,355	\$230,139
Furniture	\$9,794,253	\$11,203,526	\$1,409,273
Rugs	\$519,411	\$594,248	\$74,837
Major Appliances (14)	\$5,729,975	\$6,554,757	\$824,782
Housewares (15)	\$1,342,771	\$1,535,929	\$193,158
Small Appliances	\$781,693	\$894,075	\$112,382
Luggage	\$263,086	\$300,927	\$37,841
Telephones and Accessories	\$1,673,018	\$1,913,957	\$240,939
<b>Household Operations</b>			
Child Care	\$8,843,454	\$10,116,821	\$1,273,367
Lawn and Garden (16)	\$7,728,745	\$8,841,964	\$1,113,219
Moving/Storage/Freight Express	\$1,026,062	\$1,173,271	\$147,209
Housekeeping Supplies (17)	\$11,593,341	\$13,261,101	\$1,667,760
<b>Insurance</b>			
Owners and Renters Insurance	\$8,994,857	\$10,289,628	\$1,294,771
Vehicle Insurance	\$26,686,466	\$30,523,760	\$3,837,294
Life/Other Insurance	\$9,573,613	\$10,952,646	\$1,379,033
Health Insurance	\$62,098,255	\$71,034,464	\$8,936,209
Personal Care Products (18)	\$7,531,495	\$8,614,879	\$1,083,384
School Books and Supplies (19)	\$1,956,533	\$2,237,990	\$281,457
Smoking Products	\$4,911,542	\$5,616,900	\$705,358
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$35,361,211	\$40,443,595	\$5,082,384
Gasoline and Motor Oil	\$34,523,579	\$39,488,841	\$4,965,262
Vehicle Maintenance and Repairs	\$16,022,384	\$18,326,179	\$2,303,795
<b>Travel</b>			
Airline Fares	\$10,752,325	\$12,300,264	\$1,547,939
Lodging on Trips	\$11,728,374	\$13,417,495	\$1,689,121
Auto/Truck Rental on Trips	\$913,398	\$1,044,861	\$131,463
Food and Drink on Trips	\$9,655,653	\$11,045,450	\$1,389,797

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February 10, 2023



# Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023





## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Family Foundations (12A)	15.5%	Population	353,121	351,214
Pleasantville (2B)	12.7%	Households	141,831	141,281
City Lights (8A)	10.0%	Families	89,082	88,792
City Strivers (11A)	7.4%	Median Age	43.0	43.5
Golden Years (9B)	6.9%	Median Household	\$79,151	\$92,863
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$376,771,252	\$438,223,882	\$61,452,630
Men's		\$72,637,787	\$84,501,764	\$11,863,977
Women's		\$131,346,397	\$152,785,936	\$21,439,539
Children's		\$52,285,502	\$60,808,094	\$8,522,592
Footwear		\$90,558,203	\$105,296,572	\$14,738,369
Watches & Jewelry		\$22,753,927	\$26,470,545	\$3,716,618
Apparel Products and Services (1)		\$10,341,230	\$12,027,689	\$1,686,459
<b>Computer</b>				
Computers and Hardware for Home Use		\$29,553,203	\$34,395,341	\$4,842,138
Portable Memory		\$747,704	\$869,699	\$121,995
Computer Software		\$1,782,180	\$2,073,534	\$291,354
Computer Accessories		\$3,087,030	\$3,590,933	\$503,903
<b>Entertainment &amp; Recreation</b>		\$558,615,467	\$649,939,165	\$91,323,698
Fees and Admissions		\$135,726,877	\$158,062,275	\$22,335,398
Membership Fees for Clubs (2)		\$45,635,473	\$53,139,605	\$7,504,132
Fees for Participant Sports, excl. Trips		\$20,324,671	\$23,666,255	\$3,341,584
Tickets to Theatre/Operas/Concerts		\$15,700,154	\$18,281,155	\$2,581,001
Tickets to Movies		\$9,428,224	\$10,973,264	\$1,545,040
Tickets to Parks or Museums		\$5,672,007	\$6,602,310	\$930,303
Admission to Sporting Events, excl. Trips		\$11,587,969	\$13,498,304	\$1,910,335
Fees for Recreational Lessons		\$27,103,362	\$31,582,225	\$4,478,863
Dating Services		\$275,017	\$319,156	\$44,139
TV/Video/Audio		\$202,297,527	\$235,198,596	\$32,901,069
Cable and Satellite Television Services		\$141,109,523	\$164,035,118	\$22,925,595
Televisions		\$18,870,813	\$21,942,637	\$3,071,824
Satellite Dishes		\$242,625	\$282,133	\$39,508
VCRs, Video Cameras, and DVD Players		\$815,411	\$948,197	\$132,786
Miscellaneous Video Equipment		\$2,799,780	\$3,258,057	\$458,277
Video Cassettes and DVDs		\$1,234,503	\$1,435,557	\$201,054
Video Game Hardware/Accessories		\$4,728,585	\$5,493,816	\$765,231
Video Game Software		\$2,611,365	\$3,034,504	\$423,139
Rental/Streaming/Downloaded Video		\$11,175,732	\$12,997,040	\$1,821,308
Installation of Televisions		\$144,451	\$168,456	\$24,005
Audio (3)		\$18,078,992	\$21,039,358	\$2,960,366
Rental and Repair of TV/Radio/Sound Equipment		\$485,747	\$563,725	\$77,978
Pets		\$120,868,278	\$140,617,834	\$19,749,556
Toys/Games/Crafts/Hobbies (4)		\$19,054,034	\$22,158,868	\$3,104,834
Recreational Vehicles and Fees (5)		\$20,022,535	\$23,318,070	\$3,295,535
Sports/Recreation/Exercise Equipment (6)		\$28,491,572	\$33,159,768	\$4,668,196
Photo Equipment and Supplies (7)		\$7,885,191	\$9,176,862	\$1,291,671
Reading (8)		\$18,683,341	\$21,740,729	\$3,057,388
Catered Affairs (9)		\$5,645,465	\$6,575,198	\$929,733
<b>Food</b>		\$1,613,751,814	\$1,876,903,928	\$263,152,114
Food at Home		\$951,630,020	\$1,106,701,901	\$155,071,881
Bakery and Cereal Products		\$123,251,896	\$143,335,418	\$20,083,522
Meats, Poultry, Fish, and Eggs		\$207,507,204	\$241,291,142	\$33,783,938
Dairy Products		\$95,919,699	\$111,570,083	\$15,650,384
Fruits and Vegetables		\$187,760,100	\$218,392,506	\$30,632,406
Snacks and Other Food at Home (10)		\$337,191,121	\$392,112,751	\$54,921,630
Food Away from Home		\$662,121,795	\$770,202,027	\$108,080,232
Alcoholic Beverages		\$115,050,234	\$133,885,767	\$18,835,533

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$4,998,923,340	\$5,821,366,533	\$822,443,193
Value of Retirement Plans	\$18,467,502,333	\$21,507,564,498	\$3,040,062,165
Value of Other Financial Assets	\$1,657,253,390	\$1,927,804,296	\$270,550,906
Vehicle Loan Amount excluding Interest	\$454,793,346	\$528,728,606	\$73,935,260
Value of Credit Card Debt	\$491,717,716	\$572,000,388	\$80,282,672
<b>Health</b>			
Nonprescription Drugs	\$25,013,438	\$29,081,545	\$4,068,107
Prescription Drugs	\$54,687,508	\$63,563,982	\$8,876,474
Eyeglasses and Contact Lenses	\$16,687,269	\$19,411,907	\$2,724,638
<b>Home</b>			
Mortgage Payment and Basics (11)	\$1,915,288,653	\$2,230,641,196	\$315,352,543
Maintenance and Remodeling Services	\$507,695,150	\$591,405,787	\$83,710,637
Maintenance and Remodeling Materials (12)	\$98,348,366	\$114,493,215	\$16,144,849
Utilities, Fuel, and Public Services	\$851,682,425	\$990,203,337	\$138,520,912
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$17,994,163	\$20,932,234	\$2,938,071
Furniture	\$110,884,029	\$128,996,692	\$18,112,663
Rugs	\$5,725,328	\$6,663,809	\$938,481
Major Appliances (14)	\$63,971,677	\$74,444,159	\$10,472,482
Housewares (15)	\$15,168,383	\$17,648,871	\$2,480,488
Small Appliances	\$8,935,909	\$10,392,253	\$1,456,344
Luggage	\$2,946,784	\$3,428,713	\$481,929
Telephones and Accessories	\$18,553,031	\$21,586,728	\$3,033,697
<b>Household Operations</b>			
Child Care	\$93,767,141	\$109,190,631	\$15,423,490
Lawn and Garden (16)	\$85,371,909	\$99,366,475	\$13,994,566
Moving/Storage/Freight Express	\$11,603,622	\$13,501,787	\$1,898,165
Housekeeping Supplies (17)	\$133,861,215	\$155,661,344	\$21,800,129
<b>Insurance</b>			
Owners and Renters Insurance	\$103,245,793	\$120,090,402	\$16,844,609
Vehicle Insurance	\$311,640,646	\$362,338,336	\$50,697,690
Life/Other Insurance	\$106,808,167	\$124,285,650	\$17,477,483
Health Insurance	\$711,794,315	\$827,791,711	\$115,997,396
Personal Care Products (18)	\$86,139,833	\$100,182,448	\$14,042,615
School Books and Supplies (19)	\$22,271,353	\$25,904,545	\$3,633,192
Smoking Products	\$62,684,851	\$72,770,664	\$10,085,813
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$415,989,205	\$483,733,048	\$67,743,843
Gasoline and Motor Oil	\$396,489,563	\$461,062,375	\$64,572,812
Vehicle Maintenance and Repairs	\$184,739,393	\$214,845,908	\$30,106,515
<b>Travel</b>			
Airline Fares	\$114,825,337	\$133,709,294	\$18,883,957
Lodging on Trips	\$126,738,928	\$147,566,899	\$20,827,971
Auto/Truck Rental on Trips	\$9,883,084	\$11,506,695	\$1,623,611
Food and Drink on Trips	\$105,686,687	\$123,021,377	\$17,334,690

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



# Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
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February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Fresh Ambitions (13D)	8.1%	Population	1,848,475	1,836,426
Parks and Rec (5C)	7.3%	Households	712,423	709,642
Pleasantville (2B)	6.2%	Families	446,395	444,574
Savvy Suburbanites (1D)	6.2%	Median Age	39.3	40.3
Modest Income Homes (12D)	6.2%	Median Household	\$69,103	\$82,342
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$1,775,753,453	\$2,061,385,925	\$285,632,472
Men's		\$341,279,062	\$396,255,908	\$54,976,846
Women's		\$613,327,829	\$712,090,667	\$98,762,838
Children's		\$251,790,787	\$292,239,632	\$40,448,845
Footwear		\$432,386,650	\$501,757,211	\$69,370,561
Watches & Jewelry		\$104,147,776	\$120,956,657	\$16,808,881
Apparel Products and Services (1)		\$47,443,035	\$55,065,171	\$7,622,136
<b>Computer</b>				
Computers and Hardware for Home Use		\$138,028,890	\$160,303,361	\$22,274,471
Portable Memory		\$3,518,965	\$4,085,163	\$566,198
Computer Software		\$8,454,732	\$9,815,561	\$1,360,829
Computer Accessories		\$14,442,386	\$16,772,533	\$2,330,147
<b>Entertainment &amp; Recreation</b>		\$2,592,911,390	\$3,010,840,354	\$417,928,964
Fees and Admissions		\$622,133,942	\$722,755,235	\$100,621,293
Membership Fees for Clubs (2)		\$209,794,236	\$243,731,042	\$33,936,806
Fees for Participant Sports, excl. Trips		\$93,074,892	\$108,144,984	\$15,070,092
Tickets to Theatre/Operas/Concerts		\$71,021,853	\$82,493,496	\$11,471,643
Tickets to Movies		\$45,206,822	\$52,499,581	\$7,292,759
Tickets to Parks or Museums		\$26,630,364	\$30,927,435	\$4,297,071
Admission to Sporting Events, excl. Trips		\$52,721,102	\$61,269,532	\$8,548,430
Fees for Recreational Lessons		\$122,436,443	\$142,242,465	\$19,806,022
Dating Services		\$1,248,228	\$1,446,699	\$198,471
TV/Video/Audio		\$948,054,417	\$1,100,393,995	\$152,339,578
Cable and Satellite Television Services		\$655,234,240	\$760,386,691	\$105,152,451
Televisions		\$89,738,268	\$104,187,666	\$14,449,398
Satellite Dishes		\$1,164,861	\$1,353,066	\$188,205
VCRs, Video Cameras, and DVD Players		\$3,874,180	\$4,497,872	\$623,692
Miscellaneous Video Equipment		\$13,104,483	\$15,217,123	\$2,112,640
Video Cassettes and DVDs		\$6,094,893	\$7,075,791	\$980,898
Video Game Hardware/Accessories		\$23,317,521	\$27,056,925	\$3,739,404
Video Game Software		\$13,055,199	\$15,152,316	\$2,097,117
Rental/Streaming/Downloaded Video		\$54,753,528	\$63,583,195	\$8,829,667
Installation of Televisions		\$640,200	\$744,233	\$104,033
Audio (3)		\$84,743,597	\$98,433,406	\$13,689,809
Rental and Repair of TV/Radio/Sound Equipment		\$2,333,448	\$2,705,710	\$372,262
Pets		\$556,868,610	\$646,667,532	\$89,798,922
Toys/Games/Crafts/Hobbies (4)		\$91,241,962	\$105,929,129	\$14,687,167
Recreational Vehicles and Fees (5)		\$87,768,322	\$101,971,351	\$14,203,029
Sports/Recreation/Exercise Equipment (6)		\$136,426,614	\$158,443,765	\$22,017,151
Photo Equipment and Supplies (7)		\$37,119,146	\$43,121,174	\$6,002,028
Reading (8)		\$86,859,945	\$100,854,879	\$13,994,934
Catered Affairs (9)		\$26,722,132	\$31,032,537	\$4,310,405
<b>Food</b>		\$7,603,396,440	\$8,826,208,034	\$1,222,811,594
Food at Home		\$4,478,872,362	\$5,198,716,210	\$719,843,848
Bakery and Cereal Products		\$578,978,730	\$671,989,861	\$93,011,131
Meats, Poultry, Fish, and Eggs		\$975,611,451	\$1,132,270,832	\$156,659,381
Dairy Products		\$451,072,565	\$523,588,851	\$72,516,286
Fruits and Vegetables		\$881,761,193	\$1,023,519,602	\$141,758,409
Snacks and Other Food at Home (10)		\$1,591,448,422	\$1,847,347,064	\$255,898,642
Food Away from Home		\$3,124,524,078	\$3,627,491,824	\$502,967,746
Alcoholic Beverages		\$526,932,260	\$612,007,885	\$85,075,625

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February 10, 2023



## Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$22,059,462,071	\$25,638,165,342	\$3,578,703,271
Value of Retirement Plans	\$81,439,358,135	\$94,634,686,682	\$13,195,328,547
Value of Other Financial Assets	\$7,147,314,424	\$8,301,590,325	\$1,154,275,901
Vehicle Loan Amount excluding Interest	\$2,178,132,640	\$2,529,033,343	\$350,900,703
Value of Credit Card Debt	\$2,284,309,234	\$2,652,024,876	\$367,715,642
<b>Health</b>			
Nonprescription Drugs	\$117,694,219	\$136,624,437	\$18,930,218
Prescription Drugs	\$252,438,697	\$293,017,597	\$40,578,900
Eyeglasses and Contact Lenses	\$76,933,523	\$89,325,282	\$12,391,759
<b>Home</b>			
Mortgage Payment and Basics (11)	\$8,477,876,992	\$9,849,497,280	\$1,371,620,288
Maintenance and Remodeling Services	\$2,243,237,981	\$2,606,836,346	\$363,598,365
Maintenance and Remodeling Materials (12)	\$440,610,966	\$511,881,362	\$71,270,396
Utilities, Fuel, and Public Services	\$3,994,493,747	\$4,636,168,560	\$641,674,813
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$84,366,293	\$97,944,795	\$13,578,502
Furniture	\$518,451,838	\$602,001,327	\$83,549,489
Rugs	\$25,580,895	\$29,714,878	\$4,133,983
Major Appliances (14)	\$292,679,676	\$339,919,486	\$47,239,810
Housewares (15)	\$70,132,231	\$81,455,121	\$11,322,890
Small Appliances	\$42,490,533	\$49,327,685	\$6,837,152
Luggage	\$13,733,456	\$15,949,882	\$2,216,426
Telephones and Accessories	\$86,545,741	\$100,458,582	\$13,912,841
<b>Household Operations</b>			
Child Care	\$438,754,422	\$509,710,140	\$70,955,718
Lawn and Garden (16)	\$380,340,672	\$441,833,733	\$61,493,061
Moving/Storage/Freight Express	\$56,434,703	\$65,548,246	\$9,113,543
Housekeeping Supplies (17)	\$625,623,270	\$726,227,632	\$100,604,362
<b>Insurance</b>			
Owners and Renters Insurance	\$463,996,820	\$538,822,328	\$74,825,508
Vehicle Insurance	\$1,483,998,438	\$1,722,516,278	\$238,517,840
Life/Other Insurance	\$479,700,816	\$557,107,361	\$77,406,545
Health Insurance	\$3,276,745,495	\$3,804,230,218	\$527,484,723
Personal Care Products (18)	\$405,928,635	\$471,233,070	\$65,304,435
School Books and Supplies (19)	\$105,676,748	\$122,686,138	\$17,009,390
Smoking Products	\$308,274,272	\$357,504,042	\$49,229,770
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,962,995,939	\$2,279,279,347	\$316,283,408
Gasoline and Motor Oil	\$1,885,761,050	\$2,189,008,570	\$303,247,520
Vehicle Maintenance and Repairs	\$872,000,756	\$1,012,362,024	\$140,361,268
<b>Travel</b>			
Airline Fares	\$526,832,220	\$612,024,199	\$85,191,979
Lodging on Trips	\$571,773,500	\$664,318,438	\$92,544,938
Auto/Truck Rental on Trips	\$45,309,856	\$52,640,777	\$7,330,921
Food and Drink on Trips	\$484,796,483	\$563,136,213	\$78,339,730

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February 10, 2023





# Retail Demand Outlook

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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.
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- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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.
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- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	32.4%	Population	29,128	29,076
City Lights (8A)	18.3%	Households	11,020	10,984
In Style (5B)	13.5%	Families	6,999	6,964
Retirement Communities (9E)	10.1%	Median Age	41.0	41.4
Savvy Suburbanites (1D)	8.7%	Median Household	\$104,461	\$116,916
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		124	\$2,995.22	\$33,007,280
Women's		126	\$579.77	\$6,389,043
Children's		125	\$1,052.75	\$11,601,333
Footwear		117	\$413.57	\$4,557,524
Watches & Jewelry		126	\$715.54	\$7,885,223
Apparel Products and Services (1)		120	\$176.18	\$1,941,522
		138	\$82.72	\$911,622
<b>Computer</b>				
Computers and Hardware for Home Use		128	\$244.44	\$2,693,674
Portable Memory		120	\$5.95	\$65,600
Computer Software		135	\$14.76	\$162,624
Computer Accessories		120	\$24.50	\$269,938
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		124	\$4,533.79	\$49,962,353
Membership Fees for Clubs (2)		137	\$1,156.07	\$12,739,859
Fees for Participant Sports, excl. Trips		136	\$384.01	\$4,231,745
Tickets to Theatre/Operas/Concerts		130	\$169.74	\$1,870,518
Tickets to Movies		147	\$134.61	\$1,483,408
Tickets to Parks or Museums		123	\$77.41	\$853,095
Admission to Sporting Events, excl. Trips		123	\$47.46	\$523,002
Fees for Recreational Lessons		134	\$98.14	\$1,081,526
Dating Services		152	\$242.73	\$2,674,921
TV/Video/Audio		143	\$1.96	\$21,645
Cable and Satellite Television Services		118	\$1,576.76	\$17,375,890
Televisions		120	\$1,098.26	\$12,102,839
Satellite Dishes		114	\$145.54	\$1,603,800
VCRs, Video Cameras, and DVD Players		102	\$1.83	\$20,125
Miscellaneous Video Equipment		114	\$6.37	\$70,205
Video Cassettes and DVDs		131	\$23.04	\$253,902
Video Game Hardware/Accessories		110	\$9.57	\$105,409
Video Game Software		106	\$34.80	\$383,442
Rental/Streaming/Downloaded Video		107	\$19.42	\$214,060
Installation of Televisions		109	\$86.62	\$954,570
Audio (3)		160	\$1.34	\$14,764
Rental and Repair of TV/Radio/Sound Equipment		121	\$146.70	\$1,616,580
Pets		98	\$3.28	\$36,194
Toys/Games/Crafts/Hobbies (4)		118	\$980.17	\$10,801,522
Recreational Vehicles and Fees (5)		114	\$149.48	\$1,647,307
Sports/Recreation/Exercise Equipment (6)		135	\$172.52	\$1,901,163
Photo Equipment and Supplies (7)		113	\$231.51	\$2,551,262
Reading (8)		123	\$64.23	\$707,850
Catered Affairs (9)		132	\$154.33	\$1,700,718
		147	\$49.17	\$541,908
<b>Food</b>				
Food at Home		123	\$12,876.05	\$141,894,038
Bakery and Cereal Products		122	\$7,580.01	\$83,531,736
Meats, Poultry, Fish, and Eggs		124	\$984.60	\$10,850,297
Dairy Products		123	\$1,645.44	\$18,132,728
Fruits and Vegetables		125	\$774.72	\$8,537,369
Snacks and Other Food at Home (10)		126	\$1,514.77	\$16,692,798
Food Away from Home		119	\$2,660.48	\$29,318,544
Alcoholic Beverages		123	\$5,296.03	\$58,362,303
		132	\$943.48	\$10,397,100

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	135	\$41,860.76	\$461,305,549
Value of Retirement Plans	137	\$156,608.14	\$1,725,821,707
Value of Other Financial Assets	136	\$13,271.51	\$146,251,987
Vehicle Loan Amount excluding Interest	106	\$3,440.47	\$37,914,034
Value of Credit Card Debt	127	\$3,998.15	\$44,059,582
<b>Health</b>			
Nonprescription Drugs	110	\$193.39	\$2,131,151
Prescription Drugs	109	\$414.68	\$4,569,787
Eyeglasses and Contact Lenses	122	\$133.79	\$1,474,311
<b>Home</b>			
Mortgage Payment and Basics (11)	138	\$16,675.84	\$183,767,708
Maintenance and Remodeling Services	135	\$4,400.37	\$48,492,105
Maintenance and Remodeling Materials (12)	118	\$825.27	\$9,094,501
Utilities, Fuel, and Public Services	118	\$6,666.68	\$73,466,761
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	126	\$145.12	\$1,599,216
Furniture	123	\$888.77	\$9,794,253
Rugs	132	\$47.13	\$519,411
Major Appliances (14)	121	\$519.96	\$5,729,975
Housewares (15)	122	\$121.85	\$1,342,771
Small Appliances	119	\$70.93	\$781,693
Luggage	126	\$23.87	\$263,086
Telephones and Accessories	133	\$151.82	\$1,673,018
<b>Household Operations</b>			
Child Care	133	\$802.49	\$8,843,454
Lawn and Garden (16)	123	\$701.34	\$7,728,745
Moving/Storage/Freight Express	115	\$93.11	\$1,026,062
Housekeeping Supplies (17)	119	\$1,052.03	\$11,593,341
<b>Insurance</b>			
Owners and Renters Insurance	115	\$816.23	\$8,994,857
Vehicle Insurance	114	\$2,421.64	\$26,686,466
Life/Other Insurance	127	\$868.75	\$9,573,613
Health Insurance	120	\$5,635.05	\$62,098,255
Personal Care Products (18)	121	\$683.44	\$7,531,495
School Books and Supplies (19)	120	\$177.54	\$1,956,533
Smoking Products	102	\$445.69	\$4,911,542
<b>Transportation</b>			
Payments on Vehicles excluding Leases	108	\$3,208.82	\$35,361,211
Gasoline and Motor Oil	115	\$3,132.81	\$34,523,579
Vehicle Maintenance and Repairs	115	\$1,453.94	\$16,022,384
<b>Travel</b>			
Airline Fares	136	\$975.71	\$10,752,325
Lodging on Trips	132	\$1,064.28	\$11,728,374
Auto/Truck Rental on Trips	133	\$82.89	\$913,398
Food and Drink on Trips	129	\$876.19	\$9,655,653

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Family Foundations (12A)	15.5%	Population	353,121	351,214
Pleasantville (2B)	12.7%	Households	141,831	141,281
City Lights (8A)	10.0%	Families	89,082	88,792
City Strivers (11A)	7.4%	Median Age	43.0	43.5
Golden Years (9B)	6.9%	Median Household	\$79,151	\$92,863
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		110	\$2,656.48	\$376,771,252
Women's		111	\$512.14	\$72,637,787
Children's		110	\$926.08	\$131,346,397
Footwear		104	\$368.65	\$52,285,502
Watches & Jewelry		112	\$638.49	\$90,558,203
Apparel Products and Services (1)		110	\$160.43	\$22,753,927
		122	\$72.91	\$10,341,230
<b>Computer</b>				
Computers and Hardware for Home Use		109	\$208.37	\$29,553,203
Portable Memory		107	\$5.27	\$747,704
Computer Software		115	\$12.57	\$1,782,180
Computer Accessories		106	\$21.77	\$3,087,030
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		107	\$3,938.60	\$558,615,467
Membership Fees for Clubs (2)		114	\$956.96	\$135,726,877
Membership Fees for Clubs (2)		114	\$321.76	\$45,635,473
Fees for Participant Sports, excl. Trips		109	\$143.30	\$20,324,671
Tickets to Theatre/Operas/Concerts		121	\$110.70	\$15,700,154
Tickets to Movies		105	\$66.48	\$9,428,224
Tickets to Parks or Museums		104	\$39.99	\$5,672,007
Admission to Sporting Events, excl. Trips		112	\$81.70	\$11,587,969
Fees for Recreational Lessons		120	\$191.10	\$27,103,362
Dating Services		142	\$1.94	\$275,017
TV/Video/Audio		107	\$1,426.33	\$202,297,527
Cable and Satellite Television Services		109	\$994.91	\$141,109,523
Televisions		104	\$133.05	\$18,870,813
Satellite Dishes		96	\$1.71	\$242,625
VCRs, Video Cameras, and DVD Players		103	\$5.75	\$815,411
Miscellaneous Video Equipment		112	\$19.74	\$2,799,780
Video Cassettes and DVDs		100	\$8.70	\$1,234,503
Video Game Hardware/Accessories		101	\$33.34	\$4,728,585
Video Game Software		101	\$18.41	\$2,611,365
Rental/Streaming/Downloaded Video		99	\$78.80	\$11,175,732
Installation of Televisions		121	\$1.02	\$144,451
Audio (3)		105	\$127.47	\$18,078,992
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.42	\$485,747
Pets		103	\$852.20	\$120,868,278
Toys/Games/Crafts/Hobbies (4)		102	\$134.34	\$19,054,034
Recreational Vehicles and Fees (5)		110	\$141.17	\$20,022,535
Sports/Recreation/Exercise Equipment (6)		98	\$200.88	\$28,491,572
Photo Equipment and Supplies (7)		107	\$55.60	\$7,885,191
Reading (8)		112	\$131.73	\$18,683,341
Catered Affairs (9)		119	\$39.80	\$5,645,465
<b>Food</b>				
Food at Home		108	\$11,377.99	\$1,613,751,814
Bakery and Cereal Products		108	\$6,709.61	\$951,630,020
Meats, Poultry, Fish, and Eggs		109	\$869.01	\$123,251,896
Dairy Products		109	\$1,463.06	\$207,507,204
Fruits and Vegetables		109	\$676.30	\$95,919,699
Fruits and Vegetables		110	\$1,323.83	\$187,760,100
Snacks and Other Food at Home (10)		106	\$2,377.41	\$337,191,121
Food Away from Home		108	\$4,668.39	\$662,121,795
Alcoholic Beverages		114	\$811.18	\$115,050,234

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February 10, 2023





## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	114	\$35,245.63	\$4,998,923,340
Value of Retirement Plans	114	\$130,207.80	\$18,467,502,333
Value of Other Financial Assets	120	\$11,684.70	\$1,657,253,390
Vehicle Loan Amount excluding Interest	99	\$3,206.59	\$454,793,346
Value of Credit Card Debt	110	\$3,466.93	\$491,717,716
<b>Health</b>			
Nonprescription Drugs	100	\$176.36	\$25,013,438
Prescription Drugs	102	\$385.58	\$54,687,508
Eyeglasses and Contact Lenses	107	\$117.66	\$16,687,269
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$13,504.02	\$1,915,288,653
Maintenance and Remodeling Services	110	\$3,579.58	\$507,695,150
Maintenance and Remodeling Materials (12)	99	\$693.42	\$98,348,366
Utilities, Fuel, and Public Services	106	\$6,004.91	\$851,682,425
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$126.87	\$17,994,163
Furniture	108	\$781.80	\$110,884,029
Rugs	113	\$40.37	\$5,725,328
Major Appliances (14)	105	\$451.04	\$63,971,677
Housewares (15)	107	\$106.95	\$15,168,383
Small Appliances	105	\$63.00	\$8,935,909
Luggage	109	\$20.78	\$2,946,784
Telephones and Accessories	115	\$130.81	\$18,553,031
<b>Household Operations</b>			
Child Care	110	\$661.12	\$93,767,141
Lawn and Garden (16)	106	\$601.93	\$85,371,909
Moving/Storage/Freight Express	101	\$81.81	\$11,603,622
Housekeeping Supplies (17)	107	\$943.81	\$133,861,215
<b>Insurance</b>			
Owners and Renters Insurance	102	\$727.95	\$103,245,793
Vehicle Insurance	104	\$2,197.27	\$311,640,646
Life/Other Insurance	110	\$753.07	\$106,808,167
Health Insurance	107	\$5,018.61	\$711,794,315
Personal Care Products (18)	107	\$607.34	\$86,139,833
School Books and Supplies (19)	106	\$157.03	\$22,271,353
Smoking Products	101	\$441.97	\$62,684,851
<b>Transportation</b>			
Payments on Vehicles excluding Leases	99	\$2,932.99	\$415,989,205
Gasoline and Motor Oil	102	\$2,795.51	\$396,489,563
Vehicle Maintenance and Repairs	103	\$1,302.53	\$184,739,393
<b>Travel</b>			
Airline Fares	113	\$809.59	\$114,825,337
Lodging on Trips	111	\$893.59	\$126,738,928
Auto/Truck Rental on Trips	112	\$69.68	\$9,883,084
Food and Drink on Trips	110	\$745.16	\$105,686,687

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February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Fresh Ambitions (13D)	8.1%	Population	1,848,475	1,836,426
Parks and Rec (5C)	7.3%	Households	712,423	709,642
Pleasantville (2B)	6.2%	Families	446,395	444,574
Savvy Suburbanites (1D)	6.2%	Median Age	39.3	40.3
Modest Income Homes (12D)	6.2%	Median Household	\$69,103	\$82,342
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		103	\$2,492.55	\$1,775,753,453
Women's		104	\$479.04	\$341,279,062
Children's		103	\$860.90	\$613,327,829
Footwear		100	\$353.43	\$251,790,787
Watches & Jewelry		107	\$606.92	\$432,386,650
Apparel Products and Services (1)		100	\$146.19	\$104,147,776
		111	\$66.59	\$47,443,035
<b>Computer</b>				
Computers and Hardware for Home Use		101	\$193.75	\$138,028,890
Portable Memory		100	\$4.94	\$3,518,965
Computer Software		109	\$11.87	\$8,454,732
Computer Accessories		99	\$20.27	\$14,442,386
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		99	\$3,639.57	\$2,592,911,390
Membership Fees for Clubs (2)		104	\$873.26	\$622,133,942
Fees for Participant Sports, excl. Trips		104	\$294.48	\$209,794,236
Tickets to Theatre/Operas/Concerts		100	\$130.65	\$93,074,892
Tickets to Movies		109	\$99.69	\$71,021,853
Tickets to Parks or Museums		101	\$63.46	\$45,206,822
Admission to Sporting Events, excl. Trips		97	\$37.38	\$26,630,364
Fees for Recreational Lessons		101	\$74.00	\$52,721,102
Dating Services		108	\$171.86	\$122,436,443
TV/Video/Audio		128	\$1.75	\$1,248,228
Cable and Satellite Television Services		100	\$1,330.75	\$948,054,417
Televisions		100	\$919.73	\$655,234,240
Satellite Dishes		99	\$125.96	\$89,738,268
VCRs, Video Cameras, and DVD Players		92	\$1.64	\$1,164,861
Miscellaneous Video Equipment		98	\$5.44	\$3,874,180
Video Cassettes and DVDs		104	\$18.39	\$13,104,483
Video Game Hardware/Accessories		98	\$8.56	\$6,094,893
Video Game Software		100	\$32.73	\$23,317,521
Rental/Streaming/Downloaded Video		101	\$18.33	\$13,055,199
Installation of Televisions		96	\$76.86	\$54,753,528
Audio (3)		107	\$0.90	\$640,200
Rental and Repair of TV/Radio/Sound Equipment		98	\$118.95	\$84,743,597
Pets		97	\$3.28	\$2,333,448
Toys/Games/Crafts/Hobbies (4)		94	\$781.65	\$556,868,610
Recreational Vehicles and Fees (5)		97	\$128.07	\$91,241,962
Sports/Recreation/Exercise Equipment (6)		96	\$123.20	\$87,768,322
Photo Equipment and Supplies (7)		94	\$191.50	\$136,426,614
Reading (8)		100	\$52.10	\$37,119,146
Catered Affairs (9)		104	\$121.92	\$86,859,945
		112	\$37.51	\$26,722,132
<b>Food</b>				
Food at Home		102	\$10,672.59	\$7,603,396,440
Bakery and Cereal Products		102	\$6,286.82	\$4,478,872,362
Meats, Poultry, Fish, and Eggs		102	\$812.69	\$578,978,730
Dairy Products		102	\$1,369.43	\$975,611,451
Fruits and Vegetables		102	\$633.15	\$451,072,565
Snacks and Other Food at Home (10)		103	\$1,237.69	\$881,761,193
Food Away from Home		100	\$2,233.85	\$1,591,448,422
Alcoholic Beverages		102	\$4,385.77	\$3,124,524,078
		104	\$739.63	\$526,932,260

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



## Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	100	\$30,963.99	\$22,059,462,071
Value of Retirement Plans	100	\$114,313.21	\$81,439,358,135
Value of Other Financial Assets	103	\$10,032.40	\$7,147,314,424
Vehicle Loan Amount excluding Interest	94	\$3,057.36	\$2,178,132,640
Value of Credit Card Debt	102	\$3,206.39	\$2,284,309,234
<b>Health</b>			
Nonprescription Drugs	94	\$165.20	\$117,694,219
Prescription Drugs	93	\$354.34	\$252,438,697
Eyeglasses and Contact Lenses	98	\$107.99	\$76,933,523
<b>Home</b>			
Mortgage Payment and Basics (11)	98	\$11,900.06	\$8,477,876,992
Maintenance and Remodeling Services	96	\$3,148.74	\$2,243,237,981
Maintenance and Remodeling Materials (12)	88	\$618.47	\$440,610,966
Utilities, Fuel, and Public Services	99	\$5,606.91	\$3,994,493,747
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$118.42	\$84,366,293
Furniture	100	\$727.73	\$518,451,838
Rugs	101	\$35.91	\$25,580,895
Major Appliances (14)	96	\$410.82	\$292,679,676
Housewares (15)	98	\$98.44	\$70,132,231
Small Appliances	100	\$59.64	\$42,490,533
Luggage	101	\$19.28	\$13,733,456
Telephones and Accessories	107	\$121.48	\$86,545,741
<b>Household Operations</b>			
Child Care	102	\$615.86	\$438,754,422
Lawn and Garden (16)	94	\$533.87	\$380,340,672
Moving/Storage/Freight Express	98	\$79.22	\$56,434,703
Housekeeping Supplies (17)	99	\$878.16	\$625,623,270
<b>Insurance</b>			
Owners and Renters Insurance	92	\$651.29	\$463,996,820
Vehicle Insurance	98	\$2,083.03	\$1,483,998,438
Life/Other Insurance	98	\$673.34	\$479,700,816
Health Insurance	98	\$4,599.44	\$3,276,745,495
Personal Care Products (18)	101	\$569.79	\$405,928,635
School Books and Supplies (19)	100	\$148.33	\$105,676,748
Smoking Products	99	\$432.71	\$308,274,272
<b>Transportation</b>			
Payments on Vehicles excluding Leases	93	\$2,755.38	\$1,962,995,939
Gasoline and Motor Oil	97	\$2,646.97	\$1,885,761,050
Vehicle Maintenance and Repairs	97	\$1,223.99	\$872,000,756
<b>Travel</b>			
Airline Fares	103	\$739.49	\$526,832,220
Lodging on Trips	100	\$802.58	\$571,773,500
Auto/Truck Rental on Trips	102	\$63.60	\$45,309,856
Food and Drink on Trips	100	\$680.49	\$484,796,483

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 10, 2023



# Retail Goods and Services Expenditures

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

**(1) Apparel Products and Services** includes 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 health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

**(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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.

**(19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary	2022	2027
Population	29,128	29,076
Population 18+	23,156	23,393
Households	11,020	10,984
Median Household Income	\$104,461	\$116,916

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,663	54.7%	100
Bought any women's clothing in last 12 months	11,338	49.0%	101
Bought any shoes in last 12 months	17,063	73.7%	102
Bought any fine jewelry in last 12 months	4,521	19.5%	102
Bought a watch in last 12 months	3,269	14.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	10,096	91.6%	102
HH bought/leased new vehicle last 12 months	1,287	11.7%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,942	90.4%	102
Bought/changed motor oil in last 12 months	10,207	44.1%	92
Had tune-up in last 12 months	5,909	25.5%	104
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	7,595	32.8%	83
Drank beer/ale in last 6 months	10,168	43.9%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,648	11.4%	117
Own digital SLR camera/camcorder	2,831	12.2%	125
Printed digital photos in last 12 months	6,499	28.1%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,988	30.2%	92
Have a smartphone	21,353	92.2%	100
Have a smartphone: Android phone (any brand)	8,016	34.6%	87
Have a smartphone: Apple iPhone	13,534	58.4%	111
Number of cell phones in household: 1	3,122	28.3%	92
Number of cell phones in household: 2	4,326	39.3%	102
Number of cell phones in household: 3+	3,376	30.6%	105
HH has cell phone only (no landline telephone)	6,473	58.7%	88
Computers (Households)			
HH owns a computer	9,592	87.0%	107
HH owns desktop computer	4,646	42.2%	111
HH owns laptop/notebook	7,720	70.1%	107
HH owns any Apple/Mac brand computer	3,146	28.5%	128
HH owns any PC/non-Apple brand computer	7,528	68.3%	103
HH purchased most recent computer in a store	4,402	39.9%	108
HH purchased most recent computer online	2,667	24.2%	107
HH spent \$1-\$499 on most recent home computer	1,453	13.2%	85
HH spent \$500-\$999 on most recent home computer	2,270	20.6%	109
HH spent \$1,000-\$1,499 on most recent home computer	1,570	14.2%	119
HH spent \$1,500-\$1,999 on most recent home computer	745	6.8%	129
HH spent \$2,000+ on most recent home computer	633	5.7%	122

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	13,518	58.4%	93
Bought brewed coffee at convenience store in last 30 days	3,105	13.4%	108
Bought cigarettes at convenience store in last 30 days	1,173	5.1%	71
Bought gas at convenience store in last 30 days	6,990	30.2%	80
Spent at convenience store in last 30 days: \$1-19	1,827	7.9%	104
Spent at convenience store in last 30 days: \$20-\$39	2,365	10.2%	100
Spent at convenience store in last 30 days: \$40-\$50	1,898	8.2%	96
Spent at convenience store in last 30 days: \$51-\$99	1,135	4.9%	81
Spent at convenience store in last 30 days: \$100+	3,823	16.5%	81
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	11,861	51.2%	107
Went to live theater in last 12 months	3,086	13.3%	132
Went to a bar/night club in last 12 months	4,234	18.3%	108
Dined out in last 12 months	12,714	54.9%	108
Gambled at a casino in last 12 months	3,036	13.1%	115
Visited a theme park in last 12 months	3,575	15.4%	108
Viewed movie (video-on-demand) in last 30 days	4,246	18.3%	142
Viewed TV show (video-on-demand) in last 30 days	2,812	12.1%	143
Watched any pay-per-view TV in last 12 months	1,872	8.1%	126
Downloaded a movie over the Internet in last 30 days	1,914	8.3%	108
Downloaded any individual song in last 6 months	4,810	20.8%	106
Used internet to watch a movie online in the last 30 days	7,994	34.5%	101
Used internet to watch a TV program online in last 30 days	5,362	23.2%	106
Played a video/electronic game (console) in last 12 months	2,571	11.1%	94
Played a video/electronic game (portable) in last 12 months	1,432	6.2%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,371	40.5%	112
Used ATM/cash machine in last 12 months	14,861	64.2%	107
Own any stock	3,643	15.7%	131
Own U.S. savings bond	1,751	7.6%	122
Own shares in mutual fund (stock)	3,441	14.9%	133
Own shares in mutual fund (bonds)	2,118	9.1%	130
Have interest checking account	9,289	40.1%	113
Have non-interest checking account	8,305	35.9%	101
Have savings account	17,023	73.5%	107
Have 401K retirement savings plan	5,873	25.4%	116
Own/used any credit/debit card in last 12 months	21,450	92.6%	104
Avg monthly credit card expenditures: \$1-110	2,445	10.6%	88
Avg monthly credit card expenditures: \$111-\$225	2,095	9.0%	115
Avg monthly credit card expenditures: \$226-\$450	2,138	9.2%	105
Avg monthly credit card expenditures: \$451-\$700	2,068	8.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	2,075	9.0%	120
Avg monthly credit card expenditures: \$1001-2000	2,832	12.2%	123
Avg monthly credit card expenditures: \$2001+	2,653	11.5%	129
Did banking online in last 12 months	13,439	58.0%	109
Did banking on mobile device in last 12 months	10,296	44.5%	106

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	10,410	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	7,639	69.3%	101
HH used turkey (fresh or frozen) in last 6 months	1,548	14.0%	97
HH used fish/seafood (fresh or frozen) in last 6 months	6,655	60.4%	104
HH used fresh fruit/vegetables in last 6 months	9,976	90.5%	103
HH used fresh milk in last 6 months	9,037	82.0%	99
HH used organic food in last 6 months	3,445	31.3%	125
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,438	45.1%	111
Exercise at club 2+ times per week	4,004	17.3%	126
Visited a doctor in last 12 months	19,165	82.8%	104
Used vitamin/dietary supplement in last 6 months	14,991	64.7%	107
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	3,928	35.6%	104
HH used any maid/professional cleaning service in last 12 months	2,795	25.4%	124
HH purchased low ticket HH furnishings in last 12 months	2,502	22.7%	105
HH purchased big ticket HH furnishings in last 12 months	2,880	26.1%	100
HH bought any small kitchen appliance in last 12 months	2,848	25.8%	102
HH bought any large kitchen appliance in last 12 months	1,639	14.9%	96
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	11,680	50.4%	104
Carry medical/hospital/accident insurance	20,193	87.2%	108
Carry homeowner/personal property insurance	13,864	59.9%	106
Carry renter's insurance	2,619	11.3%	106
HH has auto insurance: 1 vehicle in household covered	3,274	29.7%	101
HH has auto insurance: 2 vehicles in household covered	3,661	33.2%	107
HH has auto insurance: 3+ vehicles in household covered	2,675	24.3%	98
<b>Pets (Households)</b>			
Household owns any pet	5,573	50.6%	96
Household owns any cat	2,284	20.7%	90
Household owns any dog	3,989	36.2%	91
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	7,706	33.3%	94
Buy based on quality not price	4,045	17.5%	102
Buy on credit rather than wait	3,323	14.4%	109
Only use coupons brands: usually buy	3,168	13.7%	100
Will pay more for environmentally safe products	3,484	15.0%	110
Buy based on price not brands	6,216	26.8%	93
Am interested in how to help the environment	5,225	22.6%	110
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,590	19.8%	114
Bought hardcover book in last 12 months	6,333	27.3%	112
Bought paperback book in last 12 month	7,797	33.7%	108
Read any daily newspaper (paper version)	4,236	18.3%	119
Read any digital newspaper in last 30 days	12,790	55.2%	111
Read any magazine (paper/electronic version) in last 6 months	21,095	91.1%	103

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	15,445	66.7%	100
Went to family restaurant/steak house: 4+ times a month	4,534	19.6%	94
Went to fast food/drive-in restaurant in last 6 months	20,648	89.2%	99
Went to fast food/drive-in restaurant 9+ times/month	7,925	34.2%	90
Fast food restaurant last 6 months: eat in	4,953	21.4%	94
Fast food restaurant last 6 months: home delivery	2,833	12.2%	105
Fast food restaurant last 6 months: take-out/drive-thru	12,021	51.9%	93
Fast food restaurant last 6 months: take-out/walk-in	5,598	24.2%	113
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	14,069	60.8%	108
Own any e-reader	3,473	15.0%	123
Own e-reader/tablet: iPad	9,611	41.5%	119
HH has Internet connectable TV	4,780	43.4%	102
Own any portable MP3 player	3,637	15.7%	115
HH owns 1 TV	2,150	19.5%	99
HH owns 2 TVs	3,025	27.5%	100
HH owns 3 TVs	2,415	21.9%	99
HH owns 4+ TVs	2,394	21.7%	105
HH subscribes to cable TV	5,194	47.1%	127
HH subscribes to fiber optic	1,105	10.0%	185
HH owns portable GPS navigation device	2,453	22.3%	108
HH purchased video game system in last 12 months	1,218	11.1%	143
HH owns any Internet video device for TV	5,270	47.8%	105
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	13,547	58.5%	110
Took 3+ domestic non-business trips in last 12 months	3,237	14.0%	111
Spent on domestic vacations in last 12 months: \$1-999	3,083	13.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,483	6.4%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	965	4.2%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	953	4.1%	109
Spent on domestic vacations in last 12 months: \$3,000+	2,033	8.8%	137
Domestic travel in last 12 months: used general travel website	1,745	7.5%	127
Took foreign trip (including Alaska and Hawaii) in last 3 years	9,708	41.9%	126
Took 3+ foreign trips by plane in last 3 years	2,579	11.1%	140
Spent on foreign vacations in last 12 months: \$1-999	2,295	9.9%	137
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	992	4.3%	111
Spent on foreign vacations in last 12 months: \$3,000+	1,927	8.3%	138
Foreign travel in last 3 years: used general travel website	2,143	9.3%	142
Nights spent in hotel/motel in last 12 months: any	11,340	49.0%	108
Took cruise of more than one day in last 3 years	2,724	11.8%	109
Member of any frequent flyer program	7,491	32.4%	131
Member of any hotel rewards program	7,008	30.3%	117

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		353,121	351,214
Population 18+		281,709	282,276
Households		141,831	141,281
Median Household Income		\$79,151	\$92,863
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	148,664	52.8%	96
Bought any women's clothing in last 12 months	138,477	49.2%	101
Bought any shoes in last 12 months	204,664	72.7%	101
Bought any fine jewelry in last 12 months	58,137	20.6%	108
Bought a watch in last 12 months	39,488	14.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	122,431	86.3%	96
HH bought/leased new vehicle last 12 months	13,874	9.8%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	243,070	86.3%	97
Bought/changed motor oil in last 12 months	119,654	42.5%	89
Had tune-up in last 12 months	68,638	24.4%	99
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	103,387	36.7%	93
Drank beer/ale in last 6 months	118,746	42.2%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	26,990	9.6%	98
Own digital SLR camera/camcorder	28,090	10.0%	102
Printed digital photos in last 12 months	69,672	24.7%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	86,501	30.7%	94
Have a smartphone	259,958	92.3%	100
Have a smartphone: Android phone (any brand)	101,374	36.0%	90
Have a smartphone: Apple iPhone	160,669	57.0%	108
Number of cell phones in household: 1	44,581	31.4%	103
Number of cell phones in household: 2	50,638	35.7%	93
Number of cell phones in household: 3+	44,015	31.0%	107
HH has cell phone only (no landline telephone)	86,107	60.7%	91
Computers (Households)			
HH owns a computer	117,078	82.5%	102
HH owns desktop computer	56,190	39.6%	105
HH owns laptop/notebook	93,714	66.1%	101
HH owns any Apple/Mac brand computer	36,380	25.7%	115
HH owns any PC/non-Apple brand computer	92,916	65.5%	98
HH purchased most recent computer in a store	52,195	36.8%	99
HH purchased most recent computer online	32,270	22.8%	101
HH spent \$1-\$499 on most recent home computer	19,902	14.0%	90
HH spent \$500-\$999 on most recent home computer	25,575	18.0%	95
HH spent \$1,000-\$1,499 on most recent home computer	17,966	12.7%	106
HH spent \$1,500-\$1,999 on most recent home computer	8,461	6.0%	114
HH spent \$2,000+ on most recent home computer	7,426	5.2%	111

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February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	165,384	58.7%	94
Bought brewed coffee at convenience store in last 30 days	34,698	12.3%	99
Bought cigarettes at convenience store in last 30 days	16,359	5.8%	81
Bought gas at convenience store in last 30 days	87,449	31.0%	82
Spent at convenience store in last 30 days: \$1-19	22,467	8.0%	105
Spent at convenience store in last 30 days: \$20-\$39	29,610	10.5%	103
Spent at convenience store in last 30 days: \$40-\$50	22,258	7.9%	92
Spent at convenience store in last 30 days: \$51-\$99	14,562	5.2%	86
Spent at convenience store in last 30 days: \$100+	45,893	16.3%	80
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	138,057	49.0%	102
Went to live theater in last 12 months	32,806	11.6%	116
Went to a bar/night club in last 12 months	47,867	17.0%	100
Dined out in last 12 months	140,215	49.8%	98
Gambled at a casino in last 12 months	36,224	12.9%	113
Visited a theme park in last 12 months	42,380	15.0%	105
Viewed movie (video-on-demand) in last 30 days	48,369	17.2%	133
Viewed TV show (video-on-demand) in last 30 days	31,177	11.1%	131
Watched any pay-per-view TV in last 12 months	21,100	7.5%	117
Downloaded a movie over the Internet in last 30 days	22,981	8.2%	107
Downloaded any individual song in last 6 months	56,036	19.9%	101
Used internet to watch a movie online in the last 30 days	95,580	33.9%	99
Used internet to watch a TV program online in last 30 days	63,855	22.7%	103
Played a video/electronic game (console) in last 12 months	29,290	10.4%	88
Played a video/electronic game (portable) in last 12 months	15,487	5.5%	92
<b>Financial (Adults)</b>			
Have home mortgage (1st)	100,082	35.5%	98
Used ATM/cash machine in last 12 months	174,638	62.0%	103
Own any stock	39,859	14.1%	118
Own U.S. savings bond	19,447	6.9%	112
Own shares in mutual fund (stock)	36,506	13.0%	116
Own shares in mutual fund (bonds)	23,226	8.2%	117
Have interest checking account	102,108	36.2%	103
Have non-interest checking account	96,522	34.3%	97
Have savings account	196,231	69.7%	102
Have 401K retirement savings plan	64,321	22.8%	105
Own/used any credit/debit card in last 12 months	252,579	89.7%	101
Avg monthly credit card expenditures: \$1-110	30,582	10.9%	91
Avg monthly credit card expenditures: \$111-\$225	23,421	8.3%	105
Avg monthly credit card expenditures: \$226-\$450	25,408	9.0%	102
Avg monthly credit card expenditures: \$451-\$700	23,818	8.5%	105
Avg monthly credit card expenditures: \$701-\$1,000	21,834	7.8%	103
Avg monthly credit card expenditures: \$1001-2000	28,480	10.1%	101
Avg monthly credit card expenditures: \$2001+	29,804	10.6%	119
Did banking online in last 12 months	150,650	53.5%	101
Did banking on mobile device in last 12 months	120,239	42.7%	102

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	133,226	93.9%	99
HH used chicken (fresh or frozen) in last 6 months	96,143	67.8%	99
HH used turkey (fresh or frozen) in last 6 months	21,399	15.1%	104
HH used fish/seafood (fresh or frozen) in last 6 months	87,107	61.4%	105
HH used fresh fruit/vegetables in last 6 months	125,402	88.4%	101
HH used fresh milk in last 6 months	115,261	81.3%	98
HH used organic food in last 6 months	40,336	28.4%	114
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	121,484	43.1%	106
Exercise at club 2+ times per week	44,533	15.8%	115
Visited a doctor in last 12 months	225,454	80.0%	101
Used vitamin/dietary supplement in last 6 months	177,198	62.9%	104
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	45,896	32.4%	94
HH used any maid/professional cleaning service in last 12 months	32,975	23.2%	114
HH purchased low ticket HH furnishings in last 12 months	30,256	21.3%	99
HH purchased big ticket HH furnishings in last 12 months	34,968	24.7%	95
HH bought any small kitchen appliance in last 12 months	35,152	24.8%	97
HH bought any large kitchen appliance in last 12 months	20,417	14.4%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	141,355	50.2%	104
Carry medical/hospital/accident insurance	233,558	82.9%	102
Carry homeowner/personal property insurance	149,173	53.0%	94
Carry renter's insurance	33,064	11.7%	110
HH has auto insurance: 1 vehicle in household covered	44,687	31.5%	107
HH has auto insurance: 2 vehicles in household covered	42,058	29.7%	96
HH has auto insurance: 3+ vehicles in household covered	29,440	20.8%	83
<b>Pets (Households)</b>			
Household owns any pet	62,248	43.9%	84
Household owns any cat	25,976	18.3%	80
Household owns any dog	44,620	31.5%	79
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	90,962	32.3%	91
Buy based on quality not price	51,441	18.3%	106
Buy on credit rather than wait	39,869	14.2%	107
Only use coupons brands: usually buy	38,259	13.6%	99
Will pay more for environmentally safe products	42,573	15.1%	110
Buy based on price not brands	75,247	26.7%	93
Am interested in how to help the environment	63,381	22.5%	110
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	51,467	18.3%	105
Bought hardcover book in last 12 months	71,256	25.3%	104
Bought paperback book in last 12 month	90,332	32.1%	103
Read any daily newspaper (paper version)	52,668	18.7%	121
Read any digital newspaper in last 30 days	151,510	53.8%	108
Read any magazine (paper/electronic version) in last 6 months	254,841	90.5%	102

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Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	184,344	65.4%	98
Went to family restaurant/steak house: 4+ times a month	57,470	20.4%	98
Went to fast food/drive-in restaurant in last 6 months	250,836	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	98,048	34.8%	92
Fast food restaurant last 6 months: eat in	56,265	20.0%	88
Fast food restaurant last 6 months: home delivery	34,033	12.1%	104
Fast food restaurant last 6 months: take-out/drive-thru	143,805	51.0%	91
Fast food restaurant last 6 months: take-out/walk-in	67,933	24.1%	113
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	165,739	58.8%	105
Own any e-reader	39,532	14.0%	115
Own e-reader/tablet: iPad	108,984	38.7%	111
HH has Internet connectable TV	59,370	41.9%	98
Own any portable MP3 player	41,134	14.6%	107
HH owns 1 TV	27,378	19.3%	98
HH owns 2 TVs	38,998	27.5%	100
HH owns 3 TVs	30,818	21.7%	98
HH owns 4+ TVs	30,475	21.5%	103
HH subscribes to cable TV	64,128	45.2%	122
HH subscribes to fiber optic	12,698	9.0%	165
HH owns portable GPS navigation device	27,805	19.6%	95
HH purchased video game system in last 12 months	14,634	10.3%	133
HH owns any Internet video device for TV	66,560	46.9%	103
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	151,314	53.7%	101
Took 3+ domestic non-business trips in last 12 months	34,905	12.4%	98
Spent on domestic vacations in last 12 months: \$1-999	35,380	12.6%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	17,594	6.2%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	9,883	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	10,362	3.7%	98
Spent on domestic vacations in last 12 months: \$3,000+	19,248	6.8%	107
Domestic travel in last 12 months: used general travel website	18,229	6.5%	109
Took foreign trip (including Alaska and Hawaii) in last 3 years	106,960	38.0%	114
Took 3+ foreign trips by plane in last 3 years	27,915	9.9%	125
Spent on foreign vacations in last 12 months: \$1-999	25,365	9.0%	124
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	11,642	4.1%	107
Spent on foreign vacations in last 12 months: \$3,000+	20,320	7.2%	120
Foreign travel in last 3 years: used general travel website	22,587	8.0%	123
Nights spent in hotel/motel in last 12 months: any	129,646	46.0%	102
Took cruise of more than one day in last 3 years	35,303	12.5%	116
Member of any frequent flyer program	84,397	30.0%	121
Member of any hotel rewards program	77,962	27.7%	107

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
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Demographic Summary		2022	2027
Population		1,848,475	1,836,426
Population 18+		1,458,600	1,460,048
Households		712,423	709,642
Median Household Income		\$69,103	\$82,342
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	774,023	53.1%	97
Bought any women's clothing in last 12 months	713,686	48.9%	101
Bought any shoes in last 12 months	1,061,237	72.8%	101
Bought any fine jewelry in last 12 months	300,852	20.6%	108
Bought a watch in last 12 months	217,350	14.9%	104
Automobiles (Households)			
HH owns/leases any vehicle	611,192	85.8%	96
HH bought/leased new vehicle last 12 months	66,600	9.3%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,240,068	85.0%	96
Bought/changed motor oil in last 12 months	617,788	42.4%	89
Had tune-up in last 12 months	357,802	24.5%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	558,714	38.3%	97
Drank beer/ale in last 6 months	599,671	41.1%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	138,842	9.5%	97
Own digital SLR camera/camcorder	145,242	10.0%	102
Printed digital photos in last 12 months	366,066	25.1%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	475,938	32.6%	100
Have a smartphone	1,351,210	92.6%	101
Have a smartphone: Android phone (any brand)	551,520	37.8%	95
Have a smartphone: Apple iPhone	807,452	55.4%	105
Number of cell phones in household: 1	228,198	32.0%	104
Number of cell phones in household: 2	261,380	36.7%	95
Number of cell phones in household: 3+	210,397	29.5%	101
HH has cell phone only (no landline telephone)	459,023	64.4%	96
Computers (Households)			
HH owns a computer	575,589	80.8%	99
HH owns desktop computer	271,755	38.1%	101
HH owns laptop/notebook	460,619	64.7%	99
HH owns any Apple/Mac brand computer	172,690	24.2%	109
HH owns any PC/non-Apple brand computer	459,175	64.5%	97
HH purchased most recent computer in a store	254,687	35.7%	97
HH purchased most recent computer online	158,541	22.3%	99
HH spent \$1-\$499 on most recent home computer	99,640	14.0%	90
HH spent \$500-\$999 on most recent home computer	127,895	18.0%	95
HH spent \$1,000-\$1,499 on most recent home computer	87,079	12.2%	102
HH spent \$1,500-\$1,999 on most recent home computer	40,490	5.7%	108
HH spent \$2,000+ on most recent home computer	34,931	4.9%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	885,934	60.7%	97
Bought brewed coffee at convenience store in last 30 days	190,530	13.1%	105
Bought cigarettes at convenience store in last 30 days	98,754	6.8%	95
Bought gas at convenience store in last 30 days	481,774	33.0%	88
Spent at convenience store in last 30 days: \$1-19	113,171	7.8%	102
Spent at convenience store in last 30 days: \$20-\$39	151,429	10.4%	101
Spent at convenience store in last 30 days: \$40-\$50	121,362	8.3%	97
Spent at convenience store in last 30 days: \$51-\$99	78,661	5.4%	89
Spent at convenience store in last 30 days: \$100+	264,664	18.1%	89
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	718,091	49.2%	103
Went to live theater in last 12 months	166,092	11.4%	113
Went to a bar/night club in last 12 months	249,791	17.1%	101
Dined out in last 12 months	718,818	49.3%	97
Gambled at a casino in last 12 months	183,214	12.6%	110
Visited a theme park in last 12 months	216,536	14.8%	103
Viewed movie (video-on-demand) in last 30 days	214,565	14.7%	114
Viewed TV show (video-on-demand) in last 30 days	141,834	9.7%	115
Watched any pay-per-view TV in last 12 months	103,044	7.1%	110
Downloaded a movie over the Internet in last 30 days	117,361	8.0%	105
Downloaded any individual song in last 6 months	305,928	21.0%	107
Used internet to watch a movie online in the last 30 days	514,637	35.3%	103
Used internet to watch a TV program online in last 30 days	332,625	22.8%	104
Played a video/electronic game (console) in last 12 months	175,277	12.0%	102
Played a video/electronic game (portable) in last 12 months	91,964	6.3%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	503,588	34.5%	96
Used ATM/cash machine in last 12 months	898,011	61.6%	102
Own any stock	188,062	12.9%	107
Own U.S. savings bond	97,040	6.7%	108
Own shares in mutual fund (stock)	179,273	12.3%	110
Own shares in mutual fund (bonds)	111,867	7.7%	109
Have interest checking account	502,771	34.5%	98
Have non-interest checking account	516,563	35.4%	100
Have savings account	1,000,027	68.6%	100
Have 401K retirement savings plan	323,459	22.2%	102
Own/used any credit/debit card in last 12 months	1,297,209	88.9%	100
Avg monthly credit card expenditures: \$1-110	170,761	11.7%	98
Avg monthly credit card expenditures: \$111-\$225	117,104	8.0%	102
Avg monthly credit card expenditures: \$226-\$450	139,945	9.6%	109
Avg monthly credit card expenditures: \$451-\$700	116,015	8.0%	99
Avg monthly credit card expenditures: \$701-\$1,000	107,054	7.3%	98
Avg monthly credit card expenditures: \$1001-2000	142,807	9.8%	98
Avg monthly credit card expenditures: \$2001+	137,633	9.4%	106
Did banking online in last 12 months	783,635	53.7%	101
Did banking on mobile device in last 12 months	626,632	43.0%	103

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February 10, 2023





## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	669,241	93.9%	99
HH used chicken (fresh or frozen) in last 6 months	484,723	68.0%	99
HH used turkey (fresh or frozen) in last 6 months	102,337	14.4%	99
HH used fish/seafood (fresh or frozen) in last 6 months	427,295	60.0%	103
HH used fresh fruit/vegetables in last 6 months	622,879	87.4%	100
HH used fresh milk in last 6 months	581,948	81.7%	98
HH used organic food in last 6 months	195,790	27.5%	110
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	616,565	42.3%	104
Exercise at club 2+ times per week	220,867	15.1%	111
Visited a doctor in last 12 months	1,157,434	79.4%	100
Used vitamin/dietary supplement in last 6 months	896,791	61.5%	101
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	224,117	31.5%	92
HH used any maid/professional cleaning service in last 12 months	153,279	21.5%	105
HH purchased low ticket HH furnishings in last 12 months	153,902	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	182,117	25.6%	98
HH bought any small kitchen appliance in last 12 months	176,791	24.8%	97
HH bought any large kitchen appliance in last 12 months	105,223	14.8%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	696,255	47.7%	99
Carry medical/hospital/accident insurance	1,185,787	81.3%	100
Carry homeowner/personal property insurance	757,193	51.9%	92
Carry renter's insurance	174,026	11.9%	112
HH has auto insurance: 1 vehicle in household covered	220,762	31.0%	105
HH has auto insurance: 2 vehicles in household covered	208,511	29.3%	95
HH has auto insurance: 3+ vehicles in household covered	150,793	21.2%	85
<b>Pets (Households)</b>			
Household owns any pet	318,318	44.7%	85
Household owns any cat	134,010	18.8%	82
Household owns any dog	229,166	32.2%	81
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	466,029	32.0%	90
Buy based on quality not price	269,287	18.5%	107
Buy on credit rather than wait	207,194	14.2%	108
Only use coupons brands: usually buy	196,310	13.5%	99
Will pay more for environmentally safe products	223,562	15.3%	112
Buy based on price not brands	399,915	27.4%	95
Am interested in how to help the environment	324,795	22.3%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	263,470	18.1%	104
Bought hardcover book in last 12 months	361,352	24.8%	102
Bought paperback book in last 12 month	472,072	32.4%	104
Read any daily newspaper (paper version)	257,932	17.7%	115
Read any digital newspaper in last 30 days	781,670	53.6%	108
Read any magazine (paper/electronic version) in last 6 months	1,309,264	89.8%	101

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February 10, 2023



## Retail Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	952,545	65.3%	98
Went to family restaurant/steak house: 4+ times a month	296,543	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	1,305,953	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	533,615	36.6%	97
Fast food restaurant last 6 months: eat in	306,600	21.0%	92
Fast food restaurant last 6 months: home delivery	194,284	13.3%	115
Fast food restaurant last 6 months: take-out/drive-thru	764,603	52.4%	94
Fast food restaurant last 6 months: take-out/walk-in	346,572	23.8%	112
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	827,642	56.7%	101
Own any e-reader	195,943	13.4%	110
Own e-reader/tablet: iPad	530,628	36.4%	105
HH has Internet connectable TV	291,513	40.9%	96
Own any portable MP3 player	211,348	14.5%	106
HH owns 1 TV	142,911	20.1%	102
HH owns 2 TVs	195,718	27.5%	100
HH owns 3 TVs	152,712	21.4%	97
HH owns 4+ TVs	147,241	20.7%	100
HH subscribes to cable TV	303,940	42.7%	115
HH subscribes to fiber optic	52,961	7.4%	137
HH owns portable GPS navigation device	135,020	19.0%	92
HH purchased video game system in last 12 months	68,492	9.6%	124
HH owns any Internet video device for TV	329,420	46.2%	102
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	772,556	53.0%	99
Took 3+ domestic non-business trips in last 12 months	176,727	12.1%	96
Spent on domestic vacations in last 12 months: \$1-999	187,278	12.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	87,895	6.0%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	52,005	3.6%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	52,763	3.6%	96
Spent on domestic vacations in last 12 months: \$3,000+	94,846	6.5%	102
Domestic travel in last 12 months: used general travel website	96,580	6.6%	111
Took foreign trip (including Alaska and Hawaii) in last 3 years	536,292	36.8%	110
Took 3+ foreign trips by plane in last 3 years	137,958	9.5%	119
Spent on foreign vacations in last 12 months: \$1-999	125,989	8.6%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	62,733	4.3%	112
Spent on foreign vacations in last 12 months: \$3,000+	99,808	6.8%	114
Foreign travel in last 3 years: used general travel website	111,766	7.7%	117
Nights spent in hotel/motel in last 12 months: any	651,010	44.6%	99
Took cruise of more than one day in last 3 years	169,310	11.6%	108
Member of any frequent flyer program	403,759	27.7%	112
Member of any hotel rewards program	379,217	26.0%	101

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		29,128	29,076
Population 18+		23,156	23,393
Households		11,020	10,984
Median Household Income		\$104,461	\$116,916
		Expected Number	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	15,445	66.7%	100
Went to family restaurant/steak house 4+ times/month last 30 days	4,534	19.6%	94
Spent at family restaurant/steak house last 30 days: \$1-30	1,316	5.7%	83
Spent at family restaurant/steak house 30 days: \$31-50	1,755	7.6%	89
Spent at family restaurant/steak house last 30 days: \$51-100	3,349	14.5%	102
Spent at family restaurant/steak house last 30 days: \$101-200	2,159	9.3%	109
Spent at family restaurant/steak house last 30 days: \$201+	986	4.3%	108
Spent at fine dining last 30 days: \$1-100	839	3.6%	120
Spent at fine dining last 30 days: \$101+	1,260	5.4%	146
Went to family restaurant last 6 months: for breakfast	2,396	10.3%	102
Went to family restaurant last 6 months: for lunch	3,487	15.1%	94
Went to family restaurant last 6 months: for dinner	10,024	43.3%	102
Went to family restaurant last 6 months: for snack	299	1.3%	84
Went to family restaurant last 6 months: on weekday	6,684	28.9%	103
Went to family restaurant last 6 months: on weekend	8,238	35.6%	98
Went to family restaurant last 6 months: Applebee's	3,040	13.1%	90
Went to family restaurant last 6 months: Bob Evans	543	2.3%	94
Went to family restaurant last 6 months: Buffalo Wild Wings	1,740	7.5%	86
Went to family restaurant last 6 months: California Pizza Kitchen	630	2.7%	152
Went to family restaurant last 6 months: Carrabba's	437	1.9%	95
Went to family restaurant last 6 months: The Cheesecake Factory	1,884	8.1%	133
Went to family restaurant last 6 months: Chili's Grill & Bar	1,878	8.1%	85
Went to family restaurant last 6 months: Cracker Barrel	1,627	7.0%	70
Went to family restaurant last 6 months: Denny's	1,280	5.5%	84
Went to family restaurant last 6 months: Golden Corral	496	2.1%	51
Went to family restaurant last 6 months: IHOP	1,688	7.3%	98
Went to family restaurant last 6 months: Logan's Roadhouse	234	1.0%	45
Went to family restaurant last 6 months: LongHorn Steakhouse	986	4.3%	80
Went to family restaurant last 6 months: Olive Garden	3,043	13.1%	92
Went to family restaurant last 6 months: Outback Steakhouse	1,833	7.9%	110
Went to family restaurant last 6 months: Red Lobster	1,401	6.1%	84
Went to family restaurant last 6 months: Red Robin	1,451	6.3%	104
Went to family restaurant last 6 months: Ruby Tuesday	568	2.5%	88
Went to family restaurant last 6 months: Texas Roadhouse	2,053	8.9%	84
Went to family restaurant last 6 months: T.G.I. Friday's	871	3.8%	126
Went to family restaurant last 6 months: Waffle House	668	2.9%	60
Went to family restaurant last 6 months: fast food/drive-in	20,648	89.2%	99
Went to fast food/drive-in restaurant 9+ times/month	7,925	34.2%	90
Spent at fast food restaurant last 30 days: <\$1-10	955	4.1%	101
Spent at fast food restaurant last 30 days: \$11-\$20	1,966	8.5%	100
Spent at fast food restaurant last 30 days: \$21-\$40	3,605	15.6%	95
Spent at fast food restaurant last 30 days: \$41-\$50	2,153	9.3%	106
Spent at fast food restaurant last 30 days: \$51-\$100	4,246	18.3%	94
Spent at fast food restaurant last 30 days: \$101-\$200	2,265	9.8%	87
Spent at fast food restaurant last 30 days: \$201+	968	4.2%	94
Ordered eat-in fast food in the last 6 months	4,953	21.4%	94

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	4,953	21.4%	94
Went to fast food restaurant in the last 6 months: home delivery	2,833	12.2%	105
Went to fast food restaurant in the last 6 months: take-out/drive-thru	12,021	51.9%	93
Went to fast food restaurant in the last 6 months: take-out/walk-in	5,598	24.2%	113
Went to fast food restaurant in the last 6 months: breakfast	7,303	31.5%	93
Went to fast food restaurant in the last 6 months: lunch	11,313	48.9%	95
Went to fast food restaurant in the last 6 months: dinner	11,550	49.9%	98
Went to fast food restaurant in the last 6 months: snack	2,917	12.6%	102
Went to fast food restaurant in the last 6 months: weekday	13,794	59.6%	97
Went to fast food restaurant in the last 6 months: weekend	11,172	48.2%	96
Went to fast food restaurant in the last 6 months: A & W	384	1.7%	85
Went to fast food restaurant in the last 6 months: Arby's	2,864	12.4%	72
Went to fast food restaurant in the last 6 months: Baskin-Robbins	985	4.3%	130
Went to fast food restaurant in the last 6 months: Boston Market	750	3.2%	157
Went to fast food restaurant in the last 6 months: Burger King	5,861	25.3%	89
Went to fast food restaurant in the last 6 months: Captain D's	328	1.4%	47
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,381	6.0%	114
Went to fast food restaurant in the last 6 months: Checkers	457	2.0%	74
Went to fast food restaurant in the last 6 months: Chick-fil-A	6,506	28.1%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,941	17.0%	119
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	225	1.0%	68
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	358	1.5%	48
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	614	2.7%	101
Went to fast food restaurant in the last 6 months: Dairy Queen	2,560	11.1%	75
Went to fast food restaurant in the last 6 months: Del Taco	1,019	4.4%	131
Went to fast food restaurant in the last 6 months: Domino's Pizza	2,903	12.5%	84
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	4,644	20.1%	141
Went to fast food restaurant in the last 6 months: Five Guys	2,523	10.9%	116
Went to fast food restaurant in the last 6 months: Hardee's	659	2.8%	54
Went to fast food restaurant in the last 6 months: Jack in the Box	1,728	7.5%	97
Went to fast food restaurant in the last 6 months: Jersey Mike's	1,456	6.3%	115
Went to fast food restaurant in the last 6 months: Jimmy John's	1,084	4.7%	85
Went to fast food restaurant in the last 6 months: KFC	3,518	15.2%	84
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,170	5.1%	78
Went to fast food restaurant in the last 6 months: Little Caesars	1,707	7.4%	62
Went to fast food restaurant in the last 6 months: Long John Silver's	294	1.3%	50
Went to fast food restaurant in the last 6 months: McDonald's	11,052	47.7%	92
Went to fast food restaurant in the last 6 months: Panda Express	2,601	11.2%	98
Went to fast food restaurant in the last 6 months: Panera Bread	3,588	15.5%	124
Went to fast food restaurant in the last 6 months: Papa John's	1,399	6.0%	76
Went to fast food restaurant in the last 6 months: Papa Murphy's	599	2.6%	67
Went to fast food restaurant in the last 6 months: Pizza Hut	1,902	8.2%	64
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,736	11.8%	95
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,565	6.8%	57
Went to fast food restaurant in the last 6 months: Starbucks	5,294	22.9%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	518	2.2%	58
Went to fast food restaurant in the last 6 months: Subway	3,966	17.1%	81
Went to fast food restaurant in the last 6 months: Taco Bell	5,571	24.1%	86
Went to fast food restaurant in the last 6 months: Wendy's	5,921	25.6%	98
Went to fast food restaurant in the last 6 months: Whataburger	573	2.5%	45
Went to fast food restaurant in the last 6 months: White Castle	619	2.7%	103
Went to fast food restaurant in the last 6 months: Wing-Stop	551	2.4%	76
Went to fine dining restaurant last month	2,478	10.7%	133
Went to fine dining restaurant 2+ times last month	1,235	5.3%	140

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		353,121	351,214
Population 18+		281,709	282,276
Households		141,831	141,281
Median Household Income		\$79,151	\$92,863
		Expected Number	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	184,344	65.4%	98
Went to family restaurant/steak house 4+ times/month last 30 days	57,470	20.4%	98
Spent at family restaurant/steak house last 30 days: \$1-30	15,673	5.6%	81
Spent at family restaurant/steak house 30 days: \$31-50	21,331	7.6%	89
Spent at family restaurant/steak house last 30 days: \$51-100	38,079	13.5%	96
Spent at family restaurant/steak house last 30 days: \$101-200	23,168	8.2%	96
Spent at family restaurant/steak house last 30 days: \$201+	11,440	4.1%	103
Spent at fine dining last 30 days: \$1-100	9,453	3.4%	111
Spent at fine dining last 30 days: \$101+	14,003	5.0%	133
Went to family restaurant last 6 months: for breakfast	27,837	9.9%	98
Went to family restaurant last 6 months: for lunch	41,392	14.7%	92
Went to family restaurant last 6 months: for dinner	112,945	40.1%	95
Went to family restaurant last 6 months: for snack	3,721	1.3%	86
Went to family restaurant last 6 months: on weekday	74,926	26.6%	94
Went to family restaurant last 6 months: on weekend	96,729	34.3%	95
Went to family restaurant last 6 months: Applebee's	39,210	13.9%	96
Went to family restaurant last 6 months: Bob Evans	5,780	2.1%	82
Went to family restaurant last 6 months: Buffalo Wild Wings	23,798	8.4%	97
Went to family restaurant last 6 months: California Pizza Kitchen	6,538	2.3%	130
Went to family restaurant last 6 months: Carrabba's	4,741	1.7%	84
Went to family restaurant last 6 months: The Cheesecake Factory	21,200	7.5%	123
Went to family restaurant last 6 months: Chili's Grill & Bar	23,372	8.3%	87
Went to family restaurant last 6 months: Cracker Barrel	20,388	7.2%	72
Went to family restaurant last 6 months: Denny's	15,602	5.5%	84
Went to family restaurant last 6 months: Golden Corral	9,735	3.5%	83
Went to family restaurant last 6 months: IHOP	19,570	6.9%	94
Went to family restaurant last 6 months: Logan's Roadhouse	4,723	1.7%	74
Went to family restaurant last 6 months: LongHorn Steakhouse	13,185	4.7%	88
Went to family restaurant last 6 months: Olive Garden	34,301	12.2%	85
Went to family restaurant last 6 months: Outback Steakhouse	20,643	7.3%	102
Went to family restaurant last 6 months: Red Lobster	20,762	7.4%	102
Went to family restaurant last 6 months: Red Robin	15,394	5.5%	90
Went to family restaurant last 6 months: Ruby Tuesday	7,810	2.8%	99
Went to family restaurant last 6 months: Texas Roadhouse	23,325	8.3%	79
Went to family restaurant last 6 months: T.G.I. Friday's	10,952	3.9%	130
Went to family restaurant last 6 months: Waffle House	11,356	4.0%	84
Went to family restaurant last 6 months: fast food/drive-in	250,836	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	98,048	34.8%	92
Spent at fast food restaurant last 30 days: <\$1-10	11,214	4.0%	98
Spent at fast food restaurant last 30 days: \$11-\$20	23,989	8.5%	100
Spent at fast food restaurant last 30 days: \$21-\$40	46,289	16.4%	101
Spent at fast food restaurant last 30 days: \$41-\$50	24,087	8.6%	97
Spent at fast food restaurant last 30 days: \$51-\$100	49,853	17.7%	91
Spent at fast food restaurant last 30 days: \$101-\$200	26,441	9.4%	84
Spent at fast food restaurant last 30 days: \$201+	11,717	4.2%	94
Ordered eat-in fast food in the last 6 months	56,265	20.0%	88

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February 10, 2023





## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	56,265	20.0%	88
Went to fast food restaurant in the last 6 months: home delivery	34,033	12.1%	104
Went to fast food restaurant in the last 6 months: take-out/drive-thru	143,805	51.0%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	67,933	24.1%	113
Went to fast food restaurant in the last 6 months: breakfast	89,733	31.9%	93
Went to fast food restaurant in the last 6 months: lunch	136,251	48.4%	94
Went to fast food restaurant in the last 6 months: dinner	135,222	48.0%	94
Went to fast food restaurant in the last 6 months: snack	33,541	11.9%	96
Went to fast food restaurant in the last 6 months: weekday	163,639	58.1%	94
Went to fast food restaurant in the last 6 months: weekend	132,941	47.2%	94
Went to fast food restaurant in the last 6 months: A & W	4,672	1.7%	85
Went to fast food restaurant in the last 6 months: Arby's	31,416	11.2%	65
Went to fast food restaurant in the last 6 months: Baskin-Robbins	11,109	3.9%	121
Went to fast food restaurant in the last 6 months: Boston Market	9,976	3.5%	172
Went to fast food restaurant in the last 6 months: Burger King	74,968	26.6%	94
Went to fast food restaurant in the last 6 months: Captain D's	7,028	2.5%	84
Went to fast food restaurant in the last 6 months: Carl's Jr.	12,951	4.6%	88
Went to fast food restaurant in the last 6 months: Checkers	9,475	3.4%	127
Went to fast food restaurant in the last 6 months: Chick-fil-A	76,077	27.0%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	46,547	16.5%	115
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	3,659	1.3%	91
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	10,335	3.7%	115
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	7,475	2.7%	101
Went to fast food restaurant in the last 6 months: Dairy Queen	27,673	9.8%	67
Went to fast food restaurant in the last 6 months: Del Taco	9,862	3.5%	104
Went to fast food restaurant in the last 6 months: Domino's Pizza	36,992	13.1%	88
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	53,045	18.8%	132
Went to fast food restaurant in the last 6 months: Five Guys	29,785	10.6%	113
Went to fast food restaurant in the last 6 months: Hardee's	8,203	2.9%	55
Went to fast food restaurant in the last 6 months: Jack in the Box	17,462	6.2%	81
Went to fast food restaurant in the last 6 months: Jersey Mike's	16,858	6.0%	109
Went to fast food restaurant in the last 6 months: Jimmy John's	12,972	4.6%	84
Went to fast food restaurant in the last 6 months: KFC	46,878	16.6%	91
Went to fast food restaurant in the last 6 months: Krispy Kreme	16,386	5.8%	90
Went to fast food restaurant in the last 6 months: Little Caesars	23,602	8.4%	70
Went to fast food restaurant in the last 6 months: Long John Silver's	4,927	1.7%	68
Went to fast food restaurant in the last 6 months: McDonald's	136,947	48.6%	94
Went to fast food restaurant in the last 6 months: Panda Express	28,654	10.2%	89
Went to fast food restaurant in the last 6 months: Panera Bread	40,454	14.4%	115
Went to fast food restaurant in the last 6 months: Papa John's	18,631	6.6%	83
Went to fast food restaurant in the last 6 months: Papa Murphy's	7,713	2.7%	71
Went to fast food restaurant in the last 6 months: Pizza Hut	27,614	9.8%	77
Went to fast food restaurant in the last 6 months: Popeyes Chicken	44,572	15.8%	128
Went to fast food restaurant in the last 6 months: Sonic Drive-In	23,303	8.3%	70
Went to fast food restaurant in the last 6 months: Starbucks	56,559	20.1%	104
Went to fast food restaurant in the last 6 months: Steak 'n Shake	7,313	2.6%	67
Went to fast food restaurant in the last 6 months: Subway	50,120	17.8%	84
Went to fast food restaurant in the last 6 months: Taco Bell	68,978	24.5%	87
Went to fast food restaurant in the last 6 months: Wendy's	73,071	25.9%	100
Went to fast food restaurant in the last 6 months: Whataburger	9,855	3.5%	64
Went to fast food restaurant in the last 6 months: White Castle	10,159	3.6%	139
Went to fast food restaurant in the last 6 months: Wing-Stop	9,743	3.5%	111
Went to fine dining restaurant last month	27,773	9.9%	123
Went to fine dining restaurant 2+ times last month	13,949	5.0%	130

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February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Demographic Summary		2022	2027
Population		1,848,475	1,836,426
Population 18+		1,458,600	1,460,048
Households		712,423	709,642
Median Household Income		\$69,103	\$82,342
Product/Consumer Behavior		Expected Number	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	952,545	65.3%	98
Went to family restaurant/steak house 4+ times/month last 30 days	296,543	20.3%	98
Spent at family restaurant/steak house last 30 days: \$1-30	88,780	6.1%	89
Spent at family restaurant/steak house 30 days: \$31-50	112,654	7.7%	91
Spent at family restaurant/steak house last 30 days: \$51-100	195,025	13.4%	95
Spent at family restaurant/steak house last 30 days: \$101-200	129,934	8.9%	104
Spent at family restaurant/steak house last 30 days: \$201+	57,249	3.9%	100
Spent at fine dining last 30 days: \$1-100	48,126	3.3%	109
Spent at fine dining last 30 days: \$101+	70,200	4.8%	129
Went to family restaurant last 6 months: for breakfast	149,544	10.3%	101
Went to family restaurant last 6 months: for lunch	222,385	15.2%	95
Went to family restaurant last 6 months: for dinner	593,620	40.7%	96
Went to family restaurant last 6 months: for snack	25,611	1.8%	114
Went to family restaurant last 6 months: on weekday	391,762	26.9%	95
Went to family restaurant last 6 months: on weekend	513,854	35.2%	97
Went to family restaurant last 6 months: Applebee's	211,225	14.5%	99
Went to family restaurant last 6 months: Bob Evans	29,167	2.0%	80
Went to family restaurant last 6 months: Buffalo Wild Wings	125,812	8.6%	99
Went to family restaurant last 6 months: California Pizza Kitchen	30,769	2.1%	118
Went to family restaurant last 6 months: Carrabba's	25,490	1.7%	88
Went to family restaurant last 6 months: The Cheesecake Factory	103,444	7.1%	116
Went to family restaurant last 6 months: Chili's Grill & Bar	129,824	8.9%	93
Went to family restaurant last 6 months: Cracker Barrel	109,365	7.5%	75
Went to family restaurant last 6 months: Denny's	88,638	6.1%	93
Went to family restaurant last 6 months: Golden Corral	60,087	4.1%	99
Went to family restaurant last 6 months: IHOP	105,477	7.2%	98
Went to family restaurant last 6 months: Logan's Roadhouse	23,107	1.6%	70
Went to family restaurant last 6 months: LongHorn Steakhouse	73,554	5.0%	95
Went to family restaurant last 6 months: Olive Garden	199,305	13.7%	96
Went to family restaurant last 6 months: Outback Steakhouse	103,242	7.1%	98
Went to family restaurant last 6 months: Red Lobster	106,931	7.3%	102
Went to family restaurant last 6 months: Red Robin	91,489	6.3%	104
Went to family restaurant last 6 months: Ruby Tuesday	46,899	3.2%	115
Went to family restaurant last 6 months: Texas Roadhouse	131,834	9.0%	86
Went to family restaurant last 6 months: T.G.I. Friday's	61,743	4.2%	142
Went to family restaurant last 6 months: Waffle House	59,274	4.1%	85
Went to family restaurant last 6 months: fast food/drive-in	1,305,953	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	533,615	36.6%	97
Spent at fast food restaurant last 30 days: <\$1-10	58,099	4.0%	98
Spent at fast food restaurant last 30 days: \$11-\$20	124,581	8.5%	100
Spent at fast food restaurant last 30 days: \$21-\$40	236,556	16.2%	99
Spent at fast food restaurant last 30 days: \$41-\$50	128,726	8.8%	100
Spent at fast food restaurant last 30 days: \$51-\$100	255,139	17.5%	90
Spent at fast food restaurant last 30 days: \$101-\$200	156,937	10.8%	96
Spent at fast food restaurant last 30 days: \$201+	60,431	4.1%	93
Ordered eat-in fast food in the last 6 months	306,600	21.0%	92

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Restaurant Market Potential

Keswick Downtown  
2244 Wharton Rd, Glenside, Pennsylvania, 19038  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.10584  
Longitude: -75.14693

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	306,600	21.0%	92
Went to fast food restaurant in the last 6 months: home delivery	194,284	13.3%	115
Went to fast food restaurant in the last 6 months: take-out/drive-thru	764,603	52.4%	94
Went to fast food restaurant in the last 6 months: take-out/walk-in	346,572	23.8%	112
Went to fast food restaurant in the last 6 months: breakfast	468,754	32.1%	94
Went to fast food restaurant in the last 6 months: lunch	711,402	48.8%	95
Went to fast food restaurant in the last 6 months: dinner	712,774	48.9%	96
Went to fast food restaurant in the last 6 months: snack	177,510	12.2%	98
Went to fast food restaurant in the last 6 months: weekday	856,686	58.7%	95
Went to fast food restaurant in the last 6 months: weekend	708,480	48.6%	97
Went to fast food restaurant in the last 6 months: A & W	22,040	1.5%	77
Went to fast food restaurant in the last 6 months: Arby's	186,951	12.8%	75
Went to fast food restaurant in the last 6 months: Baskin-Robbins	54,862	3.8%	115
Went to fast food restaurant in the last 6 months: Boston Market	48,623	3.3%	162
Went to fast food restaurant in the last 6 months: Burger King	408,306	28.0%	99
Went to fast food restaurant in the last 6 months: Captain D's	32,799	2.2%	75
Went to fast food restaurant in the last 6 months: Carl's Jr.	77,656	5.3%	102
Went to fast food restaurant in the last 6 months: Checkers	46,905	3.2%	121
Went to fast food restaurant in the last 6 months: Chick-fil-A	408,972	28.0%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	240,925	16.5%	115
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	29,739	2.0%	143
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	50,970	3.5%	109
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	40,316	2.8%	106
Went to fast food restaurant in the last 6 months: Dairy Queen	169,836	11.6%	79
Went to fast food restaurant in the last 6 months: Del Taco	50,531	3.5%	103
Went to fast food restaurant in the last 6 months: Domino's Pizza	217,275	14.9%	100
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	271,885	18.6%	131
Went to fast food restaurant in the last 6 months: Five Guys	146,582	10.0%	107
Went to fast food restaurant in the last 6 months: Hardee's	46,516	3.2%	60
Went to fast food restaurant in the last 6 months: Jack in the Box	102,738	7.0%	92
Went to fast food restaurant in the last 6 months: Jersey Mike's	82,498	5.7%	103
Went to fast food restaurant in the last 6 months: Jimmy John's	69,482	4.8%	87
Went to fast food restaurant in the last 6 months: KFC	258,901	17.7%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	91,742	6.3%	97
Went to fast food restaurant in the last 6 months: Little Caesars	146,279	10.0%	84
Went to fast food restaurant in the last 6 months: Long John Silver's	25,194	1.7%	68
Went to fast food restaurant in the last 6 months: McDonald's	729,324	50.0%	96
Went to fast food restaurant in the last 6 months: Panda Express	153,304	10.5%	92
Went to fast food restaurant in the last 6 months: Panera Bread	196,613	13.5%	108
Went to fast food restaurant in the last 6 months: Papa John's	109,097	7.5%	94
Went to fast food restaurant in the last 6 months: Papa Murphy's	42,161	2.9%	75
Went to fast food restaurant in the last 6 months: Pizza Hut	162,844	11.2%	87
Went to fast food restaurant in the last 6 months: Popeyes Chicken	217,649	14.9%	120
Went to fast food restaurant in the last 6 months: Sonic Drive-In	126,262	8.7%	73
Went to fast food restaurant in the last 6 months: Starbucks	291,198	20.0%	103
Went to fast food restaurant in the last 6 months: Steak 'n Shake	41,086	2.8%	73
Went to fast food restaurant in the last 6 months: Subway	276,633	19.0%	90
Went to fast food restaurant in the last 6 months: Taco Bell	368,067	25.2%	90
Went to fast food restaurant in the last 6 months: Wendy's	388,791	26.7%	103
Went to fast food restaurant in the last 6 months: Whataburger	54,906	3.8%	69
Went to fast food restaurant in the last 6 months: White Castle	51,919	3.6%	137
Went to fast food restaurant in the last 6 months: Wing-Stop	47,286	3.2%	104
Went to fine dining restaurant last month	140,643	9.6%	120
Went to fine dining restaurant 2+ times last month	69,995	4.8%	126

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 10, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	97.2%	Population	1,321	1,313
City Lights (8A)	2.8%	Households	503	501
	0.0%	Families	311	309
	0.0%	Median Age	38.7	40.6
	0.0%	Median Household	\$81,218	\$85,249
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$1,182,777	\$1,305,969	\$123,192
Men's		\$221,128	\$244,161	\$23,033
Women's		\$415,296	\$458,550	\$43,254
Children's		\$163,491	\$180,519	\$17,028
Footwear		\$294,935	\$325,654	\$30,719
Watches & Jewelry		\$65,845	\$72,703	\$6,858
Apparel Products and Services (1)		\$31,697	\$34,999	\$3,302
<b>Computer</b>				
Computers and Hardware for Home Use		\$90,962	\$100,437	\$9,475
Portable Memory		\$2,272	\$2,509	\$237
Computer Software		\$5,613	\$6,197	\$584
Computer Accessories		\$9,932	\$10,966	\$1,034
<b>Entertainment &amp; Recreation</b>		\$1,817,440	\$2,006,718	\$189,278
Fees and Admissions		\$457,323	\$504,953	\$47,630
Membership Fees for Clubs (2)		\$153,048	\$168,988	\$15,940
Fees for Participant Sports, excl. Trips		\$67,387	\$74,405	\$7,018
Tickets to Theatre/Operas/Concerts		\$53,334	\$58,889	\$5,555
Tickets to Movies		\$29,830	\$32,937	\$3,107
Tickets to Parks or Museums		\$17,448	\$19,265	\$1,817
Admission to Sporting Events, excl. Trips		\$40,532	\$44,753	\$4,221
Fees for Recreational Lessons		\$94,944	\$104,834	\$9,890
Dating Services		\$798	\$882	\$84
TV/Video/Audio		\$646,863	\$714,229	\$67,366
Cable and Satellite Television Services		\$453,581	\$500,819	\$47,238
Televisions		\$58,767	\$64,887	\$6,120
Satellite Dishes		\$734	\$810	\$76
VCRs, Video Cameras, and DVD Players		\$2,579	\$2,847	\$268
Miscellaneous Video Equipment		\$11,325	\$12,504	\$1,179
Video Cassettes and DVDs		\$4,099	\$4,526	\$427
Video Game Hardware/Accessories		\$13,924	\$15,374	\$1,450
Video Game Software		\$8,210	\$9,065	\$855
Rental/Streaming/Downloaded Video		\$35,906	\$39,645	\$3,739
Installation of Televisions		\$425	\$469	\$44
Audio (3)		\$56,147	\$61,995	\$5,848
Rental and Repair of TV/Radio/Sound Equipment		\$1,167	\$1,287	\$120
Pets		\$388,972	\$429,482	\$40,510
Toys/Games/Crafts/Hobbies (4)		\$61,678	\$68,101	\$6,423
Recreational Vehicles and Fees (5)		\$64,891	\$71,649	\$6,758
Sports/Recreation/Exercise Equipment (6)		\$91,863	\$101,430	\$9,567
Photo Equipment and Supplies (7)		\$24,127	\$26,640	\$2,513
Reading (8)		\$63,209	\$69,792	\$6,583
Catered Affairs (9)		\$18,676	\$20,621	\$1,945
<b>Food</b>		\$5,077,765	\$5,606,634	\$528,869
Food at Home		\$3,025,373	\$3,340,471	\$315,098
Bakery and Cereal Products		\$396,949	\$438,292	\$41,343
Meats, Poultry, Fish, and Eggs		\$655,803	\$724,108	\$68,305
Dairy Products		\$309,520	\$341,758	\$32,238
Fruits and Vegetables		\$600,090	\$662,592	\$62,502
Snacks and Other Food at Home (10)		\$1,063,010	\$1,173,721	\$110,711
Food Away from Home		\$2,052,392	\$2,266,163	\$213,771
Alcoholic Beverages		\$363,003	\$400,812	\$37,809

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$15,186,414	\$16,767,989	\$1,581,575
Value of Retirement Plans	\$62,836,587	\$69,380,045	\$6,543,458
Value of Other Financial Assets	\$4,833,661	\$5,337,069	\$503,408
Vehicle Loan Amount excluding Interest	\$1,453,257	\$1,604,581	\$151,324
Value of Credit Card Debt	\$1,629,073	\$1,798,735	\$169,662
<b>Health</b>			
Nonprescription Drugs	\$78,265	\$86,416	\$8,151
Prescription Drugs	\$174,623	\$192,806	\$18,183
Eyeglasses and Contact Lenses	\$55,388	\$61,156	\$5,768
<b>Home</b>			
Mortgage Payment and Basics (11)	\$6,625,993	\$7,316,034	\$690,041
Maintenance and Remodeling Services	\$1,725,329	\$1,905,004	\$179,675
Maintenance and Remodeling Materials (12)	\$318,804	\$352,004	\$33,200
Utilities, Fuel, and Public Services	\$2,742,477	\$3,028,083	\$285,606
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$56,991	\$62,927	\$5,936
Furniture	\$360,389	\$397,921	\$37,532
Rugs	\$17,916	\$19,782	\$1,866
Major Appliances (14)	\$212,167	\$234,261	\$22,094
Housewares (15)	\$46,857	\$51,737	\$4,880
Small Appliances	\$27,448	\$30,307	\$2,859
Luggage	\$8,974	\$9,908	\$934
Telephones and Accessories	\$63,120	\$69,694	\$6,574
<b>Household Operations</b>			
Child Care	\$316,864	\$349,867	\$33,003
Lawn and Garden (16)	\$287,330	\$317,250	\$29,920
Moving/Storage/Freight Express	\$32,250	\$35,609	\$3,359
Housekeeping Supplies (17)	\$425,497	\$469,810	\$44,313
<b>Insurance</b>			
Owners and Renters Insurance	\$339,348	\$374,683	\$35,335
Vehicle Insurance	\$986,079	\$1,088,773	\$102,694
Life/Other Insurance	\$348,018	\$384,260	\$36,242
Health Insurance	\$2,320,543	\$2,562,198	\$241,655
Personal Care Products (18)	\$268,246	\$296,184	\$27,938
School Books and Supplies (19)	\$66,381	\$73,296	\$6,915
Smoking Products	\$202,362	\$223,435	\$21,073
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,337,785	\$1,477,090	\$139,305
Gasoline and Motor Oil	\$1,244,868	\$1,374,519	\$129,651
Vehicle Maintenance and Repairs	\$598,201	\$660,497	\$62,296
<b>Travel</b>			
Airline Fares	\$369,533	\$408,022	\$38,489
Lodging on Trips	\$418,199	\$461,751	\$43,552
Auto/Truck Rental on Trips	\$30,840	\$34,052	\$3,212
Food and Drink on Trips	\$342,873	\$378,582	\$35,709

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023





## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	54.9%	Population	2,986	2,991
Pleasantville (2B)	33.2%	Households	1,136	1,140
City Lights (8A)	11.9%	Families	753	755
	0.0%	Median Age	39.4	40.7
	0.0%	Median Household	\$85,604	\$100,742
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$2,743,820	\$3,122,286	\$378,466
Men's		\$519,058	\$590,717	\$71,659
Women's		\$962,137	\$1,094,917	\$132,780
Children's		\$379,005	\$431,274	\$52,269
Footwear		\$676,153	\$769,263	\$93,110
Watches & Jewelry		\$154,544	\$175,877	\$21,333
Apparel Products and Services (1)		\$75,801	\$86,281	\$10,480
<b>Computer</b>				
Computers and Hardware for Home Use		\$218,144	\$248,345	\$30,201
Portable Memory		\$5,302	\$6,034	\$732
Computer Software		\$13,447	\$15,305	\$1,858
Computer Accessories		\$22,313	\$25,388	\$3,075
<b>Entertainment &amp; Recreation</b>		\$4,181,704	\$4,758,808	\$577,104
Fees and Admissions		\$1,076,113	\$1,225,005	\$148,892
Membership Fees for Clubs (2)		\$355,788	\$404,946	\$49,158
Fees for Participant Sports, excl. Trips		\$153,903	\$175,147	\$21,244
Tickets to Theatre/Operas/Concerts		\$127,902	\$145,638	\$17,736
Tickets to Movies		\$69,160	\$78,698	\$9,538
Tickets to Parks or Museums		\$41,952	\$47,761	\$5,809
Admission to Sporting Events, excl. Trips		\$92,390	\$105,147	\$12,757
Fees for Recreational Lessons		\$233,136	\$265,530	\$32,394
Dating Services		\$1,881	\$2,139	\$258
TV/Video/Audio		\$1,460,747	\$1,661,915	\$201,168
Cable and Satellite Television Services		\$1,028,986	\$1,170,785	\$141,799
Televisions		\$131,204	\$149,251	\$18,047
Satellite Dishes		\$1,559	\$1,772	\$213
VCRs, Video Cameras, and DVD Players		\$5,776	\$6,570	\$794
Miscellaneous Video Equipment		\$24,146	\$27,455	\$3,309
Video Cassettes and DVDs		\$8,771	\$9,971	\$1,200
Video Game Hardware/Accessories		\$31,022	\$35,278	\$4,256
Video Game Software		\$17,700	\$20,121	\$2,421
Rental/Streaming/Downloaded Video		\$77,397	\$87,994	\$10,597
Installation of Televisions		\$1,138	\$1,297	\$159
Audio (3)		\$130,279	\$148,269	\$17,990
Rental and Repair of TV/Radio/Sound Equipment		\$2,770	\$3,152	\$382
Pets		\$895,739	\$1,019,393	\$123,654
Toys/Games/Crafts/Hobbies (4)		\$137,348	\$156,229	\$18,881
Recreational Vehicles and Fees (5)		\$160,722	\$183,122	\$22,400
Sports/Recreation/Exercise Equipment (6)		\$205,543	\$233,781	\$28,238
Photo Equipment and Supplies (7)		\$56,350	\$64,129	\$7,779
Reading (8)		\$143,876	\$163,703	\$19,827
Catered Affairs (9)		\$45,664	\$51,985	\$6,321
<b>Food</b>		\$11,769,935	\$13,393,304	\$1,623,369
Food at Home		\$6,985,191	\$7,948,470	\$963,279
Bakery and Cereal Products		\$916,905	\$1,043,371	\$126,466
Meats, Poultry, Fish, and Eggs		\$1,521,694	\$1,731,627	\$209,933
Dairy Products		\$716,871	\$815,748	\$98,877
Fruits and Vegetables		\$1,397,784	\$1,590,683	\$192,899
Snacks and Other Food at Home (10)		\$2,431,936	\$2,767,041	\$335,105
Food Away from Home		\$4,784,744	\$5,444,833	\$660,089
Alcoholic Beverages		\$858,798	\$977,553	\$118,755

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$36,070,651	\$41,072,857	\$5,002,206
Value of Retirement Plans	\$146,151,219	\$166,396,180	\$20,244,961
Value of Other Financial Assets	\$11,770,587	\$13,407,893	\$1,637,306
Vehicle Loan Amount excluding Interest	\$3,134,517	\$3,564,503	\$429,986
Value of Credit Card Debt	\$3,755,214	\$4,273,493	\$518,279
<b>Health</b>			
Nonprescription Drugs	\$173,456	\$197,294	\$23,838
Prescription Drugs	\$381,082	\$433,464	\$52,382
Eyeglasses and Contact Lenses	\$125,250	\$142,515	\$17,265
<b>Home</b>			
Mortgage Payment and Basics (11)	\$15,854,688	\$18,056,673	\$2,201,985
Maintenance and Remodeling Services	\$4,086,775	\$4,653,754	\$566,979
Maintenance and Remodeling Materials (12)	\$750,260	\$854,262	\$104,002
Utilities, Fuel, and Public Services	\$6,221,790	\$7,079,293	\$857,503
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$133,023	\$151,393	\$18,370
Furniture	\$823,706	\$937,331	\$113,625
Rugs	\$42,967	\$48,931	\$5,964
Major Appliances (14)	\$484,017	\$550,871	\$66,854
Housewares (15)	\$108,761	\$123,783	\$15,022
Small Appliances	\$63,363	\$72,097	\$8,734
Luggage	\$21,106	\$24,023	\$2,917
Telephones and Accessories	\$145,340	\$165,384	\$20,044
<b>Household Operations</b>			
Child Care	\$750,334	\$854,173	\$103,839
Lawn and Garden (16)	\$656,965	\$747,822	\$90,857
Moving/Storage/Freight Express	\$76,091	\$86,569	\$10,478
Housekeeping Supplies (17)	\$967,020	\$1,100,264	\$133,244
<b>Insurance</b>			
Owners and Renters Insurance	\$761,338	\$866,430	\$105,092
Vehicle Insurance	\$2,222,460	\$2,528,354	\$305,894
Life/Other Insurance	\$808,694	\$920,634	\$111,940
Health Insurance	\$5,234,577	\$5,956,078	\$721,501
Personal Care Products (18)	\$619,643	\$705,106	\$85,463
School Books and Supplies (19)	\$157,622	\$179,415	\$21,793
Smoking Products	\$427,310	\$485,634	\$58,324
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$2,947,628	\$3,352,963	\$405,335
Gasoline and Motor Oil	\$2,852,798	\$3,246,077	\$393,279
Vehicle Maintenance and Repairs	\$1,336,982	\$1,520,972	\$183,990
<b>Travel</b>			
Airline Fares	\$883,379	\$1,005,706	\$122,327
Lodging on Trips	\$981,733	\$1,117,683	\$135,950
Auto/Truck Rental on Trips	\$73,866	\$84,098	\$10,232
Food and Drink on Trips	\$801,020	\$911,776	\$110,756

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	52.4%	Population	6,502	6,526
Parks and Rec (5C)	29.4%	Households	2,397	2,408
City Lights (8A)	17.0%	Families	1,630	1,635
Retirement Communities (9E)	1.3%	Median Age	40.1	41.2
	0.0%	Median Household	\$89,061	\$104,636
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$5,848,935	\$6,744,966	\$896,031
Men's		\$1,114,896	\$1,285,778	\$170,882
Women's		\$2,049,999	\$2,364,257	\$314,258
Children's		\$806,740	\$930,285	\$123,545
Footwear		\$1,430,416	\$1,649,271	\$218,855
Watches & Jewelry		\$331,924	\$382,792	\$50,868
Apparel Products and Services (1)		\$164,426	\$189,640	\$25,214
<b>Computer</b>				
Computers and Hardware for Home Use		\$473,911	\$546,674	\$72,763
Portable Memory		\$11,348	\$13,086	\$1,738
Computer Software		\$29,197	\$33,673	\$4,476
Computer Accessories		\$46,703	\$53,865	\$7,162
<b>Entertainment &amp; Recreation</b>		\$8,869,487	\$10,229,488	\$1,360,001
Fees and Admissions		\$2,308,556	\$2,662,963	\$354,407
Membership Fees for Clubs (2)		\$758,236	\$874,548	\$116,312
Fees for Participant Sports, excl. Trips		\$324,923	\$374,770	\$49,847
Tickets to Theatre/Operas/Concerts		\$277,353	\$319,990	\$42,637
Tickets to Movies		\$147,370	\$169,940	\$22,570
Tickets to Parks or Museums		\$91,228	\$105,233	\$14,005
Admission to Sporting Events, excl. Trips		\$194,408	\$224,231	\$29,823
Fees for Recreational Lessons		\$510,992	\$589,586	\$78,594
Dating Services		\$4,048	\$4,664	\$616
TV/Video/Audio		\$3,066,884	\$3,536,651	\$469,767
Cable and Satellite Television Services		\$2,166,406	\$2,498,390	\$331,984
Televisions		\$273,583	\$315,462	\$41,879
Satellite Dishes		\$3,153	\$3,635	\$482
VCRs, Video Cameras, and DVD Players		\$12,071	\$13,920	\$1,849
Miscellaneous Video Equipment		\$48,677	\$56,110	\$7,433
Video Cassettes and DVDs		\$17,803	\$20,518	\$2,715
Video Game Hardware/Accessories		\$64,670	\$74,546	\$9,876
Video Game Software		\$36,133	\$41,641	\$5,508
Rental/Streaming/Downloaded Video		\$157,900	\$181,998	\$24,098
Installation of Televisions		\$2,617	\$3,021	\$404
Audio (3)		\$277,854	\$320,471	\$42,617
Rental and Repair of TV/Radio/Sound Equipment		\$6,018	\$6,939	\$921
Pets		\$1,901,867	\$2,193,599	\$291,732
Toys/Games/Crafts/Hobbies (4)		\$285,709	\$329,413	\$43,704
Recreational Vehicles and Fees (5)		\$354,390	\$409,057	\$54,667
Sports/Recreation/Exercise Equipment (6)		\$428,788	\$494,319	\$65,531
Photo Equipment and Supplies (7)		\$120,656	\$139,153	\$18,497
Reading (8)		\$303,471	\$349,966	\$46,495
Catered Affairs (9)		\$100,049	\$115,386	\$15,337
<b>Food</b>		\$25,088,310	\$28,931,943	\$3,843,633
Food at Home		\$14,856,020	\$17,132,111	\$2,276,091
Bakery and Cereal Products		\$1,949,986	\$2,248,772	\$298,786
Meats, Poultry, Fish, and Eggs		\$3,245,314	\$3,742,608	\$497,294
Dairy Products		\$1,527,092	\$1,761,056	\$233,964
Fruits and Vegetables		\$2,987,546	\$3,445,396	\$457,850
Snacks and Other Food at Home (10)		\$5,146,082	\$5,934,279	\$788,197
Food Away from Home		\$10,232,290	\$11,799,832	\$1,567,542
Alcoholic Beverages		\$1,851,141	\$2,135,179	\$284,038

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023





## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$78,054,483	\$90,067,997	\$12,013,514
Value of Retirement Plans	\$311,463,016	\$359,363,497	\$47,900,481
Value of Other Financial Assets	\$25,829,817	\$29,812,993	\$3,983,176
Vehicle Loan Amount excluding Interest	\$6,393,429	\$7,371,027	\$977,598
Value of Credit Card Debt	\$7,967,876	\$9,189,417	\$1,221,541
<b>Health</b>			
Nonprescription Drugs	\$360,700	\$415,905	\$55,205
Prescription Drugs	\$784,753	\$904,979	\$120,226
Eyeglasses and Contact Lenses	\$262,900	\$303,196	\$40,296
<b>Home</b>			
Mortgage Payment and Basics (11)	\$34,300,378	\$39,581,129	\$5,280,751
Maintenance and Remodeling Services	\$8,798,853	\$10,152,899	\$1,354,046
Maintenance and Remodeling Materials (12)	\$1,610,509	\$1,858,257	\$247,748
Utilities, Fuel, and Public Services	\$13,092,669	\$15,099,067	\$2,006,398
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$284,516	\$328,141	\$43,625
Furniture	\$1,739,554	\$2,006,228	\$266,674
Rugs	\$93,248	\$107,599	\$14,351
Major Appliances (14)	\$1,020,359	\$1,176,987	\$156,628
Housewares (15)	\$232,180	\$267,807	\$35,627
Small Appliances	\$134,847	\$155,500	\$20,653
Luggage	\$45,393	\$52,359	\$6,966
Telephones and Accessories	\$308,268	\$355,495	\$47,227
<b>Household Operations</b>			
Child Care	\$1,613,766	\$1,861,435	\$247,669
Lawn and Garden (16)	\$1,387,295	\$1,600,521	\$213,226
Moving/Storage/Freight Express	\$164,334	\$189,464	\$25,130
Housekeeping Supplies (17)	\$2,038,215	\$2,350,490	\$312,275
<b>Insurance</b>			
Owners and Renters Insurance	\$1,590,328	\$1,834,545	\$244,217
Vehicle Insurance	\$4,660,001	\$5,373,418	\$713,417
Life/Other Insurance	\$1,723,902	\$1,988,882	\$264,980
Health Insurance	\$10,982,463	\$12,666,281	\$1,683,818
Personal Care Products (18)	\$1,318,856	\$1,520,965	\$202,109
School Books and Supplies (19)	\$340,698	\$392,963	\$52,265
Smoking Products	\$860,131	\$991,113	\$130,982
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$6,089,800	\$7,022,166	\$932,366
Gasoline and Motor Oil	\$6,040,260	\$6,965,703	\$925,443
Vehicle Maintenance and Repairs	\$2,788,618	\$3,215,640	\$427,022
<b>Travel</b>			
Airline Fares	\$1,913,917	\$2,207,823	\$293,906
Lodging on Trips	\$2,104,369	\$2,427,784	\$323,415
Auto/Truck Rental on Trips	\$160,283	\$184,906	\$24,623
Food and Drink on Trips	\$1,713,220	\$1,976,201	\$262,981

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February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	97.2%	Population	1,321	1,313
City Lights (8A)	2.8%	Households	503	501
	0.0%	Families	311	309
	0.0%	Median Age	38.7	40.6
	0.0%	Median Household	\$81,218	\$85,249
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		98	\$2,351.45	\$1,182,777
Women's		95	\$439.62	\$221,128
Children's		98	\$825.64	\$415,296
Footwear		92	\$325.03	\$163,491
Watches & Jewelry		103	\$586.35	\$294,935
Apparel Products and Services (1)		89	\$130.90	\$65,845
		105	\$63.02	\$31,697
<b>Computer</b>				
Computers and Hardware for Home Use		95	\$180.84	\$90,962
Portable Memory		91	\$4.52	\$2,272
Computer Software		102	\$11.16	\$5,613
Computer Accessories		96	\$19.75	\$9,932
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		98	\$3,613.20	\$1,817,440
Membership Fees for Clubs (2)		108	\$909.19	\$457,323
Fees for Participant Sports, excl. Trips		108	\$304.27	\$153,048
Tickets to Theatre/Operas/Concerts		102	\$133.97	\$67,387
Tickets to Movies		116	\$106.03	\$53,334
Tickets to Parks or Museums		94	\$59.30	\$29,830
Admission to Sporting Events, excl. Trips		90	\$34.69	\$17,448
Fees for Recreational Lessons		110	\$80.58	\$40,532
Dating Services		118	\$188.76	\$94,944
TV/Video/Audio		116	\$1.59	\$798
Cable and Satellite Television Services		96	\$1,286.01	\$646,863
Televisions		98	\$901.75	\$453,581
Satellite Dishes		92	\$116.83	\$58,767
VCRs, Video Cameras, and DVD Players		82	\$1.46	\$734
Miscellaneous Video Equipment		92	\$5.13	\$2,579
Video Cassettes and DVDs		128	\$22.51	\$11,325
Video Game Hardware/Accessories		93	\$8.15	\$4,099
Video Game Software		84	\$27.68	\$13,924
Rental/Streaming/Downloaded Video		90	\$16.32	\$8,210
Installation of Televisions		89	\$71.38	\$35,906
Audio (3)		100	\$0.84	\$425
Rental and Repair of TV/Radio/Sound Equipment		92	\$111.62	\$56,147
Pets		69	\$2.32	\$1,167
Toys/Games/Crafts/Hobbies (4)		93	\$773.30	\$388,972
Recreational Vehicles and Fees (5)		93	\$122.62	\$61,678
Sports/Recreation/Exercise Equipment (6)		101	\$129.01	\$64,891
Photo Equipment and Supplies (7)		89	\$182.63	\$91,863
Reading (8)		92	\$47.97	\$24,127
Catered Affairs (9)		107	\$125.66	\$63,209
		111	\$37.13	\$18,676
<b>Food</b>				
Food at Home		96	\$10,094.96	\$5,077,765
Bakery and Cereal Products		97	\$6,014.66	\$3,025,373
Meats, Poultry, Fish, and Eggs		99	\$789.16	\$396,949
Dairy Products		97	\$1,303.78	\$655,803
Fruits and Vegetables		99	\$615.35	\$309,520
Snacks and Other Food at Home (10)		99	\$1,193.02	\$600,090
Food Away from Home		95	\$2,113.34	\$1,063,010
Alcoholic Beverages		95	\$4,080.30	\$2,052,392
		101	\$721.68	\$363,003

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	97	\$30,191.68	\$15,186,414
Value of Retirement Plans	110	\$124,923.63	\$62,836,587
Value of Other Financial Assets	98	\$9,609.66	\$4,833,661
Vehicle Loan Amount excluding Interest	89	\$2,889.18	\$1,453,257
Value of Credit Card Debt	103	\$3,238.71	\$1,629,073
<b>Health</b>			
Nonprescription Drugs	88	\$155.60	\$78,265
Prescription Drugs	91	\$347.16	\$174,623
Eyeglasses and Contact Lenses	100	\$110.12	\$55,388
<b>Home</b>			
Mortgage Payment and Basics (11)	109	\$13,172.95	\$6,625,993
Maintenance and Remodeling Services	105	\$3,430.08	\$1,725,329
Maintenance and Remodeling Materials (12)	90	\$633.81	\$318,804
Utilities, Fuel, and Public Services	96	\$5,452.24	\$2,742,477
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	98	\$113.30	\$56,991
Furniture	99	\$716.48	\$360,389
Rugs	100	\$35.62	\$17,916
Major Appliances (14)	98	\$421.80	\$212,167
Housewares (15)	93	\$93.16	\$46,857
Small Appliances	91	\$54.57	\$27,448
Luggage	94	\$17.84	\$8,974
Telephones and Accessories	110	\$125.49	\$63,120
<b>Household Operations</b>			
Child Care	104	\$629.95	\$316,864
Lawn and Garden (16)	100	\$571.23	\$287,330
Moving/Storage/Freight Express	79	\$64.12	\$32,250
Housekeeping Supplies (17)	95	\$845.92	\$425,497
<b>Insurance</b>			
Owners and Renters Insurance	95	\$674.65	\$339,348
Vehicle Insurance	93	\$1,960.40	\$986,079
Life/Other Insurance	101	\$691.88	\$348,018
Health Insurance	98	\$4,613.41	\$2,320,543
Personal Care Products (18)	94	\$533.29	\$268,246
School Books and Supplies (19)	89	\$131.97	\$66,381
Smoking Products	92	\$402.31	\$202,362
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$2,659.61	\$1,337,785
Gasoline and Motor Oil	90	\$2,474.89	\$1,244,868
Vehicle Maintenance and Repairs	94	\$1,189.27	\$598,201
<b>Travel</b>			
Airline Fares	103	\$734.66	\$369,533
Lodging on Trips	103	\$831.41	\$418,199
Auto/Truck Rental on Trips	98	\$61.31	\$30,840
Food and Drink on Trips	101	\$681.66	\$342,873

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023





## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	54.9%	Population	2,986	2,991
Pleasantville (2B)	33.2%	Households	1,136	1,140
City Lights (8A)	11.9%	Families	753	755
	0.0%	Median Age	39.4	40.7
	0.0%	Median Household	\$85,604	\$100,742
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		100	\$2,415.33	\$2,743,820
Women's		99	\$456.92	\$519,058
Children's		101	\$846.95	\$962,137
Footwear		95	\$333.63	\$379,005
Watches & Jewelry		105	\$595.21	\$676,153
Apparel Products and Services (1)		93	\$136.04	\$154,544
		111	\$66.73	\$75,801
<b>Computer</b>				
Computers and Hardware for Home Use		101	\$192.03	\$218,144
Portable Memory		95	\$4.67	\$5,302
Computer Software		108	\$11.84	\$13,447
Computer Accessories		96	\$19.64	\$22,313
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		100	\$3,681.08	\$4,181,704
Membership Fees for Clubs (2)		113	\$947.28	\$1,076,113
Fees for Participant Sports, excl. Trips		111	\$313.19	\$355,788
Tickets to Theatre/Operas/Concerts		103	\$135.48	\$153,903
Tickets to Movies		123	\$112.59	\$127,902
Tickets to Parks or Museums		96	\$60.88	\$69,160
Admission to Sporting Events, excl. Trips		96	\$36.93	\$41,952
Fees for Recreational Lessons		111	\$81.33	\$92,390
Dating Services		128	\$205.23	\$233,136
TV/Video/Audio		121	\$1.66	\$1,881
Cable and Satellite Television Services		96	\$1,285.87	\$1,460,747
Televisions		99	\$905.80	\$1,028,986
Satellite Dishes		91	\$115.50	\$131,204
VCRs, Video Cameras, and DVD Players		77	\$1.37	\$1,559
Miscellaneous Video Equipment		91	\$5.08	\$5,776
Video Cassettes and DVDs		121	\$21.26	\$24,146
Video Game Hardware/Accessories		89	\$7.72	\$8,771
Video Game Software		83	\$27.31	\$31,022
Rental/Streaming/Downloaded Video		86	\$15.58	\$17,700
Installation of Televisions		85	\$68.13	\$77,397
Audio (3)		119	\$1.00	\$1,138
Rental and Repair of TV/Radio/Sound Equipment		94	\$114.68	\$130,279
Pets		73	\$2.44	\$2,770
Toys/Games/Crafts/Hobbies (4)		95	\$788.50	\$895,739
Recreational Vehicles and Fees (5)		92	\$120.90	\$137,348
Sports/Recreation/Exercise Equipment (6)		110	\$141.48	\$160,722
Photo Equipment and Supplies (7)		88	\$180.94	\$205,543
Reading (8)		95	\$49.60	\$56,350
Catered Affairs (9)		108	\$126.65	\$143,876
<b>Food</b>				
Food at Home		120	\$40.20	\$45,664
Bakery and Cereal Products		99	\$10,360.86	\$11,769,935
Meats, Poultry, Fish, and Eggs		99	\$6,148.94	\$6,985,191
Dairy Products		102	\$807.13	\$916,905
Fruits and Vegetables		100	\$1,339.52	\$1,521,694
Snacks and Other Food at Home (10)		101	\$631.05	\$716,871
Food Away from Home		102	\$1,230.44	\$1,397,784
Alcoholic Beverages		96	\$2,140.79	\$2,431,936
		98	\$4,211.92	\$4,784,744
		106	\$755.98	\$858,798

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	102	\$31,752.33	\$36,070,651
Value of Retirement Plans	113	\$128,654.24	\$146,151,219
Value of Other Financial Assets	106	\$10,361.43	\$11,770,587
Vehicle Loan Amount excluding Interest	85	\$2,759.26	\$3,134,517
Value of Credit Card Debt	105	\$3,305.65	\$3,755,214
<b>Health</b>			
Nonprescription Drugs	87	\$152.69	\$173,456
Prescription Drugs	88	\$335.46	\$381,082
Eyeglasses and Contact Lenses	100	\$110.26	\$125,250
<b>Home</b>			
Mortgage Payment and Basics (11)	115	\$13,956.59	\$15,854,688
Maintenance and Remodeling Services	110	\$3,597.51	\$4,086,775
Maintenance and Remodeling Materials (12)	94	\$660.44	\$750,260
Utilities, Fuel, and Public Services	97	\$5,476.93	\$6,221,790
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	102	\$117.10	\$133,023
Furniture	100	\$725.09	\$823,706
Rugs	106	\$37.82	\$42,967
Major Appliances (14)	99	\$426.07	\$484,017
Housewares (15)	96	\$95.74	\$108,761
Small Appliances	93	\$55.78	\$63,363
Luggage	98	\$18.58	\$21,106
Telephones and Accessories	112	\$127.94	\$145,340
<b>Household Operations</b>			
Child Care	110	\$660.51	\$750,334
Lawn and Garden (16)	102	\$578.31	\$656,965
Moving/Storage/Freight Express	83	\$66.98	\$76,091
Housekeeping Supplies (17)	96	\$851.25	\$967,020
<b>Insurance</b>			
Owners and Renters Insurance	94	\$670.19	\$761,338
Vehicle Insurance	92	\$1,956.39	\$2,222,460
Life/Other Insurance	104	\$711.88	\$808,694
Health Insurance	98	\$4,607.90	\$5,234,577
Personal Care Products (18)	96	\$545.46	\$619,643
School Books and Supplies (19)	94	\$138.75	\$157,622
Smoking Products	86	\$376.15	\$427,310
<b>Transportation</b>			
Payments on Vehicles excluding Leases	88	\$2,594.74	\$2,947,628
Gasoline and Motor Oil	92	\$2,511.27	\$2,852,798
Vehicle Maintenance and Repairs	93	\$1,176.92	\$1,336,982
<b>Travel</b>			
Airline Fares	109	\$777.62	\$883,379
Lodging on Trips	107	\$864.20	\$981,733
Auto/Truck Rental on Trips	104	\$65.02	\$73,866
Food and Drink on Trips	104	\$705.12	\$801,020

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	52.4%	Population	6,502	6,526
Parks and Rec (5C)	29.4%	Households	2,397	2,408
City Lights (8A)	17.0%	Families	1,630	1,635
Retirement Communities (9E)	1.3%	Median Age	40.1	41.2
	0.0%	Median Household	\$89,061	\$104,636
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		101	\$2,440.11	\$5,848,935
Women's		101	\$465.12	\$1,114,896
Children's		102	\$855.24	\$2,049,999
Footwear		95	\$336.56	\$806,740
Watches & Jewelry		105	\$596.75	\$1,430,416
Apparel Products and Services (1)		95	\$138.47	\$331,924
		115	\$68.60	\$164,426
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$197.71	\$473,911
Portable Memory		96	\$4.73	\$11,348
Computer Software		112	\$12.18	\$29,197
Computer Accessories		95	\$19.48	\$46,703
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		101	\$3,700.24	\$8,869,487
Membership Fees for Clubs (2)		114	\$963.10	\$2,308,556
Fees for Participant Sports, excl. Trips		112	\$316.33	\$758,236
Tickets to Theatre/Operas/Concerts		103	\$135.55	\$324,923
Tickets to Movies		126	\$115.71	\$277,353
Tickets to Parks or Museums		97	\$61.48	\$147,370
Admission to Sporting Events, excl. Trips		99	\$38.06	\$91,228
Fees for Recreational Lessons		111	\$81.10	\$194,408
Dating Services		133	\$213.18	\$510,992
TV/Video/Audio		123	\$1.69	\$4,048
Cable and Satellite Television Services		96	\$1,279.47	\$3,066,884
Televisions		99	\$903.80	\$2,166,406
Satellite Dishes		90	\$114.14	\$273,583
VCRs, Video Cameras, and DVD Players		74	\$1.32	\$3,153
Miscellaneous Video Equipment		90	\$5.04	\$12,071
Video Cassettes and DVDs		115	\$20.31	\$48,677
Video Game Hardware/Accessories		85	\$7.43	\$17,803
Video Game Software		82	\$26.98	\$64,670
Rental/Streaming/Downloaded Video		83	\$15.07	\$36,133
Installation of Televisions		83	\$65.87	\$157,900
Audio (3)		130	\$1.09	\$2,617
Rental and Repair of TV/Radio/Sound Equipment		95	\$115.92	\$277,854
Pets		75	\$2.51	\$6,018
Toys/Games/Crafts/Hobbies (4)		96	\$793.44	\$1,901,867
Recreational Vehicles and Fees (5)		91	\$119.19	\$285,709
Sports/Recreation/Exercise Equipment (6)		115	\$147.85	\$354,390
Photo Equipment and Supplies (7)		87	\$178.89	\$428,788
Reading (8)		96	\$50.34	\$120,656
Catered Affairs (9)		108	\$126.60	\$303,471
<b>Food</b>				
Food at Home		125	\$41.74	\$100,049
Bakery and Cereal Products		100	\$10,466.55	\$25,088,310
Meats, Poultry, Fish, and Eggs		100	\$6,197.76	\$14,856,020
Dairy Products		102	\$813.51	\$1,949,986
Fruits and Vegetables		101	\$1,353.91	\$3,245,314
Snacks and Other Food at Home (10)		102	\$637.08	\$1,527,092
Food Away from Home		104	\$1,246.37	\$2,987,546
Alcoholic Beverages		96	\$2,146.88	\$5,146,082
		99	\$4,268.79	\$10,232,290
		108	\$772.27	\$1,851,141

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$32,563.41	\$78,054,483
Value of Retirement Plans	114	\$129,938.68	\$311,463,016
Value of Other Financial Assets	110	\$10,775.89	\$25,829,817
Vehicle Loan Amount excluding Interest	82	\$2,667.26	\$6,393,429
Value of Credit Card Debt	106	\$3,324.10	\$7,967,876
<b>Health</b>			
Nonprescription Drugs	86	\$150.48	\$360,700
Prescription Drugs	86	\$327.39	\$784,753
Eyeglasses and Contact Lenses	100	\$109.68	\$262,900
<b>Home</b>			
Mortgage Payment and Basics (11)	118	\$14,309.71	\$34,300,378
Maintenance and Remodeling Services	112	\$3,670.78	\$8,798,853
Maintenance and Remodeling Materials (12)	96	\$671.89	\$1,610,509
Utilities, Fuel, and Public Services	97	\$5,462.11	\$13,092,669
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$118.70	\$284,516
Furniture	100	\$725.72	\$1,739,554
Rugs	109	\$38.90	\$93,248
Major Appliances (14)	99	\$425.68	\$1,020,359
Housewares (15)	97	\$96.86	\$232,180
Small Appliances	94	\$56.26	\$134,847
Luggage	100	\$18.94	\$45,393
Telephones and Accessories	113	\$128.61	\$308,268
<b>Household Operations</b>			
Child Care	112	\$673.24	\$1,613,766
Lawn and Garden (16)	102	\$578.76	\$1,387,295
Moving/Storage/Freight Express	85	\$68.56	\$164,334
Housekeeping Supplies (17)	96	\$850.32	\$2,038,215
<b>Insurance</b>			
Owners and Renters Insurance	93	\$663.47	\$1,590,328
Vehicle Insurance	92	\$1,944.10	\$4,660,001
Life/Other Insurance	105	\$719.19	\$1,723,902
Health Insurance	98	\$4,581.75	\$10,982,463
Personal Care Products (18)	97	\$550.21	\$1,318,856
School Books and Supplies (19)	96	\$142.14	\$340,698
Smoking Products	82	\$358.84	\$860,131
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,540.59	\$6,089,800
Gasoline and Motor Oil	92	\$2,519.92	\$6,040,260
Vehicle Maintenance and Repairs	92	\$1,163.38	\$2,788,618
<b>Travel</b>			
Airline Fares	112	\$798.46	\$1,913,917
Lodging on Trips	109	\$877.92	\$2,104,369
Auto/Truck Rental on Trips	107	\$66.87	\$160,283
Food and Drink on Trips	105	\$714.74	\$1,713,220

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February 14, 2023





## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

**(1) Apparel Products and Services** includes 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 health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

**(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 flatware, dishes, cups glasses, 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,

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary	2022	2027
Population	1,321	1,313
Population 18+	1,036	1,038
Households	503	501
Median Household Income	\$81,218	\$85,249

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	547	52.8%	96
Bought any women's clothing in last 12 months	517	49.9%	103
Bought any shoes in last 12 months	740	71.4%	99
Bought any fine jewelry in last 12 months	216	20.8%	109
Bought a watch in last 12 months	134	12.9%	91
Automobiles (Households)			
HH owns/leases any vehicle	466	92.6%	103
HH bought/leased new vehicle last 12 months	49	9.7%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	940	90.7%	102
Bought/changed motor oil in last 12 months	485	46.8%	98
Had tune-up in last 12 months	261	25.2%	103
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	380	36.7%	93
Drank beer/ale in last 6 months	418	40.3%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	103	9.9%	102
Own digital SLR camera/camcorder	88	8.5%	87
Printed digital photos in last 12 months	275	26.5%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	349	33.7%	103
Have a smartphone	958	92.5%	101
Have a smartphone: Android phone (any brand)	439	42.4%	106
Have a smartphone: Apple iPhone	524	50.6%	96
Number of cell phones in household: 1	161	32.0%	104
Number of cell phones in household: 2	208	41.4%	108
Number of cell phones in household: 3+	129	25.6%	88
HH has cell phone only (no landline telephone)	332	66.0%	99
Computers (Households)			
HH owns a computer	417	82.9%	102
HH owns desktop computer	216	42.9%	113
HH owns laptop/notebook	322	64.0%	98
HH owns any Apple/Mac brand computer	107	21.3%	95
HH owns any PC/non-Apple brand computer	345	68.6%	103
HH purchased most recent computer in a store	183	36.4%	98
HH purchased most recent computer online	116	23.1%	102
HH spent \$1-\$499 on most recent home computer	78	15.5%	100
HH spent \$500-\$999 on most recent home computer	103	20.5%	108
HH spent \$1,000-\$1,499 on most recent home computer	58	11.5%	96
HH spent \$1,500-\$1,999 on most recent home computer	26	5.2%	99
HH spent \$2,000+ on most recent home computer	19	3.8%	80

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	681	65.7%	105
Bought brewed coffee at convenience store in last 30 days	174	16.8%	135
Bought cigarettes at convenience store in last 30 days	74	7.1%	100
Bought gas at convenience store in last 30 days	405	39.1%	104
Spent at convenience store in last 30 days: \$1-19	81	7.8%	103
Spent at convenience store in last 30 days: \$20-\$39	104	10.0%	98
Spent at convenience store in last 30 days: \$40-\$50	100	9.7%	113
Spent at convenience store in last 30 days: \$51-\$99	53	5.1%	85
Spent at convenience store in last 30 days: \$100+	222	21.4%	105
Entertainment (Adults)			
Attended a movie in last 6 months	515	49.7%	104
Went to live theater in last 12 months	106	10.2%	102
Went to a bar/night club in last 12 months	194	18.7%	110
Dined out in last 12 months	549	53.0%	105
Gambled at a casino in last 12 months	143	13.8%	121
Visited a theme park in last 12 months	148	14.3%	100
Viewed movie (video-on-demand) in last 30 days	141	13.6%	105
Viewed TV show (video-on-demand) in last 30 days	101	9.7%	115
Watched any pay-per-view TV in last 12 months	58	5.6%	87
Downloaded a movie over the Internet in last 30 days	72	6.9%	91
Downloaded any individual song in last 6 months	202	19.5%	99
Used internet to watch a movie online in the last 30 days	325	31.4%	92
Used internet to watch a TV program online in last 30 days	222	21.4%	98
Played a video/electronic game (console) in last 12 months	110	10.6%	90
Played a video/electronic game (portable) in last 12 months	77	7.4%	125
Financial (Adults)			
Have home mortgage (1st)	441	42.6%	118
Used ATM/cash machine in last 12 months	646	62.4%	103
Own any stock	114	11.0%	92
Own U.S. savings bond	84	8.1%	131
Own shares in mutual fund (stock)	124	12.0%	107
Own shares in mutual fund (bonds)	74	7.1%	102
Have interest checking account	381	36.8%	104
Have non-interest checking account	399	38.5%	109
Have savings account	756	73.0%	106
Have 401K retirement savings plan	236	22.8%	104
Own/used any credit/debit card in last 12 months	945	91.2%	103
Avg monthly credit card expenditures: \$1-110	146	14.1%	118
Avg monthly credit card expenditures: \$111-\$225	81	7.8%	99
Avg monthly credit card expenditures: \$226-\$450	121	11.7%	133
Avg monthly credit card expenditures: \$451-\$700	109	10.5%	131
Avg monthly credit card expenditures: \$701-\$1,000	76	7.3%	98
Avg monthly credit card expenditures: \$1001-2000	94	9.1%	91
Avg monthly credit card expenditures: \$2001+	76	7.3%	83
Did banking online in last 12 months	579	55.9%	105
Did banking on mobile device in last 12 months	434	41.9%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	471	93.6%	99
HH used chicken (fresh or frozen) in last 6 months	352	70.0%	102
HH used turkey (fresh or frozen) in last 6 months	65	12.9%	89
HH used fish/seafood (fresh or frozen) in last 6 months	279	55.5%	95
HH used fresh fruit/vegetables in last 6 months	453	90.1%	103
HH used fresh milk in last 6 months	424	84.3%	102
HH used organic food in last 6 months	110	21.9%	88
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	417	40.3%	99
Exercise at club 2+ times per week	178	17.2%	125
Visited a doctor in last 12 months	847	81.8%	103
Used vitamin/dietary supplement in last 6 months	649	62.6%	103
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	178	35.4%	103
HH used any maid/professional cleaning service in last 12 months	86	17.1%	83
HH purchased low ticket HH furnishings in last 12 months	112	22.3%	103
HH purchased big ticket HH furnishings in last 12 months	127	25.2%	97
HH bought any small kitchen appliance in last 12 months	132	26.2%	103
HH bought any large kitchen appliance in last 12 months	79	15.7%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	556	53.7%	111
Carry medical/hospital/accident insurance	882	85.1%	105
Carry homeowner/personal property insurance	652	62.9%	111
Carry renter's insurance	103	9.9%	93
HH has auto insurance: 1 vehicle in household covered	156	31.0%	105
HH has auto insurance: 2 vehicles in household covered	169	33.6%	109
HH has auto insurance: 3+ vehicles in household covered	113	22.5%	90
<b>Pets (Households)</b>			
Household owns any pet	281	55.9%	107
Household owns any cat	130	25.8%	112
Household owns any dog	201	40.0%	101
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	409	39.5%	111
Buy based on quality not price	175	16.9%	98
Buy on credit rather than wait	149	14.4%	109
Only use coupons brands: usually buy	144	13.9%	102
Will pay more for environmentally safe products	151	14.6%	107
Buy based on price not brands	315	30.4%	106
Am interested in how to help the environment	230	22.2%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	182	17.6%	101
Bought hardcover book in last 12 months	246	23.7%	97
Bought paperback book in last 12 month	343	33.1%	106
Read any daily newspaper (paper version)	194	18.7%	121
Read any digital newspaper in last 30 days	523	50.5%	102
Read any magazine (paper/electronic version) in last 6 months	916	88.4%	100

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	670	64.7%	97
Went to family restaurant/steak house: 4+ times a month	191	18.4%	89
Went to fast food/drive-in restaurant in last 6 months	925	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month	359	34.7%	92
Fast food restaurant last 6 months: eat in	205	19.8%	87
Fast food restaurant last 6 months: home delivery	124	12.0%	103
Fast food restaurant last 6 months: take-out/drive-thru	558	53.9%	96
Fast food restaurant last 6 months: take-out/walk-in	229	22.1%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	581	56.1%	100
Own any e-reader	151	14.6%	119
Own e-reader/tablet: iPad	355	34.3%	99
HH has Internet connectable TV	208	41.4%	97
Own any portable MP3 player	145	14.0%	102
HH owns 1 TV	83	16.5%	84
HH owns 2 TVs	140	27.8%	101
HH owns 3 TVs	125	24.9%	112
HH owns 4+ TVs	109	21.7%	104
HH subscribes to cable TV	240	47.7%	128
HH subscribes to fiber optic	29	5.8%	106
HH owns portable GPS navigation device	110	21.9%	106
HH purchased video game system in last 12 months	50	9.9%	128
HH owns any Internet video device for TV	223	44.3%	98
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	576	55.6%	104
Took 3+ domestic non-business trips in last 12 months	129	12.5%	99
Spent on domestic vacations in last 12 months: \$1-999	158	15.3%	122
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	64	6.2%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	47	4.5%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	38	3.7%	97
Spent on domestic vacations in last 12 months: \$3,000+	61	5.9%	92
Domestic travel in last 12 months: used general travel website	66	6.4%	107
Took foreign trip (including Alaska and Hawaii) in last 3 years	329	31.8%	95
Took 3+ foreign trips by plane in last 3 years	78	7.5%	95
Spent on foreign vacations in last 12 months: \$1-999	73	7.0%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	4.2%	110
Spent on foreign vacations in last 12 months: \$3,000+	61	5.9%	98
Foreign travel in last 3 years: used general travel website	62	6.0%	92
Nights spent in hotel/motel in last 12 months: any	476	45.9%	101
Took cruise of more than one day in last 3 years	106	10.2%	95
Member of any frequent flyer program	248	23.9%	97
Member of any hotel rewards program	268	25.9%	100

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023





## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary	2022	2027
Population	2,986	2,991
Population 18+	2,332	2,361
Households	1,136	1,140
Median Household Income	\$85,604	\$100,742

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,254	53.8%	98
Bought any women's clothing in last 12 months	1,148	49.2%	101
Bought any shoes in last 12 months	1,699	72.9%	101
Bought any fine jewelry in last 12 months	489	21.0%	109
Bought a watch in last 12 months	308	13.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	1,045	92.0%	103
HH bought/leased new vehicle last 12 months	127	11.2%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,097	89.9%	101
Bought/changed motor oil in last 12 months	1,044	44.8%	94
Had tune-up in last 12 months	589	25.3%	103
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	821	35.2%	90
Drank beer/ale in last 6 months	988	42.4%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	257	11.0%	113
Own digital SLR camera/camcorder	238	10.2%	104
Printed digital photos in last 12 months	634	27.2%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	753	32.3%	99
Have a smartphone	2,161	92.7%	101
Have a smartphone: Android phone (any brand)	910	39.0%	98
Have a smartphone: Apple iPhone	1,273	54.6%	104
Number of cell phones in household: 1	315	27.7%	90
Number of cell phones in household: 2	459	40.4%	105
Number of cell phones in household: 3+	349	30.7%	106
HH has cell phone only (no landline telephone)	692	60.9%	91
Computers (Households)			
HH owns a computer	966	85.0%	105
HH owns desktop computer	490	43.1%	114
HH owns laptop/notebook	765	67.3%	103
HH owns any Apple/Mac brand computer	293	25.8%	116
HH owns any PC/non-Apple brand computer	776	68.3%	103
HH purchased most recent computer in a store	433	38.1%	103
HH purchased most recent computer online	265	23.3%	104
HH spent \$1-\$499 on most recent home computer	160	14.1%	91
HH spent \$500-\$999 on most recent home computer	230	20.2%	107
HH spent \$1,000-\$1,499 on most recent home computer	147	12.9%	108
HH spent \$1,500-\$1,999 on most recent home computer	68	6.0%	114
HH spent \$2,000+ on most recent home computer	55	4.8%	103

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,464	62.8%	100
Bought brewed coffee at convenience store in last 30 days	375	16.1%	130
Bought cigarettes at convenience store in last 30 days	146	6.3%	87
Bought gas at convenience store in last 30 days	795	34.1%	90
Spent at convenience store in last 30 days: \$1-19	179	7.7%	101
Spent at convenience store in last 30 days: \$20-\$39	242	10.4%	101
Spent at convenience store in last 30 days: \$40-\$50	217	9.3%	109
Spent at convenience store in last 30 days: \$51-\$99	116	5.0%	82
Spent at convenience store in last 30 days: \$100+	448	19.2%	94
Entertainment (Adults)			
Attended a movie in last 6 months	1,192	51.1%	107
Went to live theater in last 12 months	271	11.6%	115
Went to a bar/night club in last 12 months	434	18.6%	110
Dined out in last 12 months	1,250	53.6%	106
Gambled at a casino in last 12 months	325	13.9%	122
Visited a theme park in last 12 months	362	15.5%	108
Viewed movie (video-on-demand) in last 30 days	386	16.6%	128
Viewed TV show (video-on-demand) in last 30 days	262	11.2%	133
Watched any pay-per-view TV in last 12 months	164	7.0%	109
Downloaded a movie over the Internet in last 30 days	169	7.2%	95
Downloaded any individual song in last 6 months	481	20.6%	105
Used internet to watch a movie online in the last 30 days	762	32.7%	96
Used internet to watch a TV program online in last 30 days	515	22.1%	101
Played a video/electronic game (console) in last 12 months	259	11.1%	95
Played a video/electronic game (portable) in last 12 months	165	7.1%	119
Financial (Adults)			
Have home mortgage (1st)	979	42.0%	116
Used ATM/cash machine in last 12 months	1,499	64.3%	107
Own any stock	302	13.0%	108
Own U.S. savings bond	187	8.0%	130
Own shares in mutual fund (stock)	300	12.9%	115
Own shares in mutual fund (bonds)	184	7.9%	112
Have interest checking account	876	37.6%	106
Have non-interest checking account	871	37.3%	105
Have savings account	1,721	73.8%	108
Have 401K retirement savings plan	554	23.8%	109
Own/used any credit/debit card in last 12 months	2,144	91.9%	104
Avg monthly credit card expenditures: \$1-110	287	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	203	8.7%	110
Avg monthly credit card expenditures: \$226-\$450	257	11.0%	125
Avg monthly credit card expenditures: \$451-\$700	231	9.9%	123
Avg monthly credit card expenditures: \$701-\$1,000	187	8.0%	107
Avg monthly credit card expenditures: \$1001-2000	241	10.3%	104
Avg monthly credit card expenditures: \$2001+	203	8.7%	98
Did banking online in last 12 months	1,324	56.8%	107
Did banking on mobile device in last 12 months	1,002	43.0%	103

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	1,070	94.2%	100
HH used chicken (fresh or frozen) in last 6 months	797	70.2%	102
HH used turkey (fresh or frozen) in last 6 months	154	13.6%	94
HH used fish/seafood (fresh or frozen) in last 6 months	659	58.0%	100
HH used fresh fruit/vegetables in last 6 months	1,029	90.6%	104
HH used fresh milk in last 6 months	948	83.5%	101
HH used organic food in last 6 months	314	27.6%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	988	42.4%	104
Exercise at club 2+ times per week	400	17.2%	125
Visited a doctor in last 12 months	1,919	82.3%	104
Used vitamin/dietary supplement in last 6 months	1,479	63.4%	104
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	408	35.9%	105
HH used any maid/professional cleaning service in last 12 months	236	20.8%	101
HH purchased low ticket HH furnishings in last 12 months	257	22.6%	105
HH purchased big ticket HH furnishings in last 12 months	290	25.5%	98
HH bought any small kitchen appliance in last 12 months	297	26.1%	103
HH bought any large kitchen appliance in last 12 months	174	15.3%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,212	52.0%	108
Carry medical/hospital/accident insurance	2,006	86.0%	106
Carry homeowner/personal property insurance	1,432	61.4%	109
Carry renter's insurance	238	10.2%	96
HH has auto insurance: 1 vehicle in household covered	331	29.1%	99
HH has auto insurance: 2 vehicles in household covered	388	34.2%	110
HH has auto insurance: 3+ vehicles in household covered	269	23.7%	95
<b>Pets (Households)</b>			
Household owns any pet	617	54.3%	104
Household owns any cat	265	23.3%	101
Household owns any dog	442	38.9%	98
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	839	36.0%	102
Buy based on quality not price	400	17.2%	100
Buy on credit rather than wait	339	14.5%	110
Only use coupons brands: usually buy	322	13.8%	101
Will pay more for environmentally safe products	348	14.9%	109
Buy based on price not brands	673	28.9%	100
Am interested in how to help the environment	520	22.3%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	438	18.8%	108
Bought hardcover book in last 12 months	583	25.0%	102
Bought paperback book in last 12 month	770	33.0%	106
Read any daily newspaper (paper version)	432	18.5%	120
Read any digital newspaper in last 30 days	1,210	51.9%	105
Read any magazine (paper/electronic version) in last 6 months	2,089	89.6%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,527	65.5%	98
Went to family restaurant/steak house: 4+ times a month	430	18.4%	89
Went to fast food/drive-in restaurant in last 6 months	2,077	89.1%	98
Went to fast food/drive-in restaurant 9+ times/month	805	34.5%	91
Fast food restaurant last 6 months: eat in	462	19.8%	87
Fast food restaurant last 6 months: home delivery	291	12.5%	108
Fast food restaurant last 6 months: take-out/drive-thru	1,209	51.8%	92
Fast food restaurant last 6 months: take-out/walk-in	546	23.4%	110
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,376	59.0%	105
Own any e-reader	342	14.7%	120
Own e-reader/tablet: iPad	888	38.1%	110
HH has Internet connectable TV	488	43.0%	101
Own any portable MP3 player	359	15.4%	113
HH owns 1 TV	194	17.1%	87
HH owns 2 TVs	312	27.5%	100
HH owns 3 TVs	267	23.5%	106
HH owns 4+ TVs	259	22.8%	110
HH subscribes to cable TV	539	47.4%	128
HH subscribes to fiber optic	103	9.1%	167
HH owns portable GPS navigation device	251	22.1%	107
HH purchased video game system in last 12 months	137	12.1%	156
HH owns any Internet video device for TV	528	46.5%	102
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,331	57.1%	107
Took 3+ domestic non-business trips in last 12 months	310	13.3%	105
Spent on domestic vacations in last 12 months: \$1-999	337	14.5%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	146	6.3%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	104	4.5%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	90	3.9%	103
Spent on domestic vacations in last 12 months: \$3,000+	169	7.2%	113
Domestic travel in last 12 months: used general travel website	165	7.1%	119
Took foreign trip (including Alaska and Hawaii) in last 3 years	867	37.2%	112
Took 3+ foreign trips by plane in last 3 years	220	9.4%	119
Spent on foreign vacations in last 12 months: \$1-999	196	8.4%	116
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	105	4.5%	117
Spent on foreign vacations in last 12 months: \$3,000+	165	7.1%	117
Foreign travel in last 3 years: used general travel website	181	7.8%	119
Nights spent in hotel/motel in last 12 months: any	1,097	47.0%	104
Took cruise of more than one day in last 3 years	255	10.9%	101
Member of any frequent flyer program	640	27.4%	111
Member of any hotel rewards program	643	27.6%	107

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary	2022	2027
Population	6,502	6,526
Population 18+	5,063	5,141
Households	2,397	2,408
Median Household Income	\$89,061	\$104,636

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,753	54.4%	99
Bought any women's clothing in last 12 months	2,472	48.8%	100
Bought any shoes in last 12 months	3,732	73.7%	102
Bought any fine jewelry in last 12 months	1,065	21.0%	110
Bought a watch in last 12 months	680	13.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	2,194	91.5%	102
HH bought/leased new vehicle last 12 months	287	12.0%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,527	89.4%	101
Bought/changed motor oil in last 12 months	2,200	43.5%	91
Had tune-up in last 12 months	1,276	25.2%	103
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,736	34.3%	87
Drank beer/ale in last 6 months	2,213	43.7%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	594	11.7%	120
Own digital SLR camera/camcorder	571	11.3%	115
Printed digital photos in last 12 months	1,398	27.6%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,588	31.4%	96
Have a smartphone	4,694	92.7%	101
Have a smartphone: Android phone (any brand)	1,866	36.9%	93
Have a smartphone: Apple iPhone	2,888	57.0%	108
Number of cell phones in household: 1	612	25.5%	83
Number of cell phones in household: 2	953	39.8%	103
Number of cell phones in household: 3+	805	33.6%	115
HH has cell phone only (no landline telephone)	1,386	57.8%	86
Computers (Households)			
HH owns a computer	2,066	86.2%	106
HH owns desktop computer	1,033	43.1%	114
HH owns laptop/notebook	1,655	69.0%	105
HH owns any Apple/Mac brand computer	677	28.2%	126
HH owns any PC/non-Apple brand computer	1,633	68.1%	102
HH purchased most recent computer in a store	936	39.0%	105
HH purchased most recent computer online	562	23.4%	104
HH spent \$1-\$499 on most recent home computer	318	13.3%	86
HH spent \$500-\$999 on most recent home computer	483	20.2%	106
HH spent \$1,000-\$1,499 on most recent home computer	327	13.6%	114
HH spent \$1,500-\$1,999 on most recent home computer	154	6.4%	123
HH spent \$2,000+ on most recent home computer	128	5.3%	113

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February 14, 2023





## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,078	60.8%	97
Bought brewed coffee at convenience store in last 30 days	789	15.6%	126
Bought cigarettes at convenience store in last 30 days	292	5.8%	81
Bought gas at convenience store in last 30 days	1,559	30.8%	82
Spent at convenience store in last 30 days: \$1-19	383	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	534	10.5%	103
Spent at convenience store in last 30 days: \$40-\$50	460	9.1%	106
Spent at convenience store in last 30 days: \$51-\$99	247	4.9%	81
Spent at convenience store in last 30 days: \$100+	901	17.8%	87
Entertainment (Adults)			
Attended a movie in last 6 months	2,633	52.0%	108
Went to live theater in last 12 months	636	12.6%	125
Went to a bar/night club in last 12 months	939	18.5%	109
Dined out in last 12 months	2,735	54.0%	107
Gambled at a casino in last 12 months	708	14.0%	123
Visited a theme park in last 12 months	824	16.3%	113
Viewed movie (video-on-demand) in last 30 days	933	18.4%	142
Viewed TV show (video-on-demand) in last 30 days	619	12.2%	144
Watched any pay-per-view TV in last 12 months	403	8.0%	124
Downloaded a movie over the Internet in last 30 days	378	7.5%	98
Downloaded any individual song in last 6 months	1,079	21.3%	109
Used internet to watch a movie online in the last 30 days	1,694	33.5%	98
Used internet to watch a TV program online in last 30 days	1,138	22.5%	102
Played a video/electronic game (console) in last 12 months	580	11.5%	97
Played a video/electronic game (portable) in last 12 months	345	6.8%	114
Financial (Adults)			
Have home mortgage (1st)	2,099	41.5%	115
Used ATM/cash machine in last 12 months	3,311	65.4%	109
Own any stock	719	14.2%	118
Own U.S. savings bond	403	8.0%	129
Own shares in mutual fund (stock)	681	13.5%	121
Own shares in mutual fund (bonds)	423	8.4%	119
Have interest checking account	1,929	38.1%	108
Have non-interest checking account	1,853	36.6%	103
Have savings account	3,760	74.3%	108
Have 401K retirement savings plan	1,237	24.4%	112
Own/used any credit/debit card in last 12 months	4,678	92.4%	104
Avg monthly credit card expenditures: \$1-110	567	11.2%	94
Avg monthly credit card expenditures: \$111-\$225	467	9.2%	117
Avg monthly credit card expenditures: \$226-\$450	537	10.6%	120
Avg monthly credit card expenditures: \$451-\$700	483	9.5%	119
Avg monthly credit card expenditures: \$701-\$1,000	430	8.5%	113
Avg monthly credit card expenditures: \$1001-2000	562	11.1%	111
Avg monthly credit card expenditures: \$2001+	484	9.6%	108
Did banking online in last 12 months	2,897	57.2%	108
Did banking on mobile device in last 12 months	2,208	43.6%	104

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	2,266	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	1,680	70.1%	102
HH used turkey (fresh or frozen) in last 6 months	333	13.9%	96
HH used fish/seafood (fresh or frozen) in last 6 months	1,426	59.5%	102
HH used fresh fruit/vegetables in last 6 months	2,178	90.9%	104
HH used fresh milk in last 6 months	1,989	83.0%	100
HH used organic food in last 6 months	742	31.0%	124
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,210	43.7%	108
Exercise at club 2+ times per week	864	17.1%	125
Visited a doctor in last 12 months	4,185	82.7%	104
Used vitamin/dietary supplement in last 6 months	3,239	64.0%	105
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	866	36.1%	105
HH used any maid/professional cleaning service in last 12 months	548	22.9%	112
HH purchased low ticket HH furnishings in last 12 months	546	22.8%	105
HH purchased big ticket HH furnishings in last 12 months	613	25.6%	98
HH bought any small kitchen appliance in last 12 months	626	26.1%	103
HH bought any large kitchen appliance in last 12 months	359	15.0%	96
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,577	50.9%	105
Carry medical/hospital/accident insurance	4,386	86.6%	107
Carry homeowner/personal property insurance	3,054	60.3%	107
Carry renter's insurance	528	10.4%	98
HH has auto insurance: 1 vehicle in household covered	677	28.2%	96
HH has auto insurance: 2 vehicles in household covered	824	34.4%	111
HH has auto insurance: 3+ vehicles in household covered	582	24.3%	98
<b>Pets (Households)</b>			
Household owns any pet	1,277	53.3%	102
Household owns any cat	524	21.9%	95
Household owns any dog	916	38.2%	97
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	1,707	33.7%	95
Buy based on quality not price	878	17.3%	101
Buy on credit rather than wait	744	14.7%	111
Only use coupons brands: usually buy	698	13.8%	101
Will pay more for environmentally safe products	765	15.1%	110
Buy based on price not brands	1,411	27.9%	97
Am interested in how to help the environment	1,131	22.3%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	991	19.6%	113
Bought hardcover book in last 12 months	1,306	25.8%	106
Bought paperback book in last 12 month	1,668	32.9%	106
Read any daily newspaper (paper version)	933	18.4%	120
Read any digital newspaper in last 30 days	2,668	52.7%	106
Read any magazine (paper/electronic version) in last 6 months	4,571	90.3%	102

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,343	66.0%	99
Went to family restaurant/steak house: 4+ times a month	937	18.5%	89
Went to fast food/drive-in restaurant in last 6 months	4,504	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	1,745	34.5%	91
Fast food restaurant last 6 months: eat in	1,007	19.9%	88
Fast food restaurant last 6 months: home delivery	648	12.8%	110
Fast food restaurant last 6 months: take-out/drive-thru	2,557	50.5%	90
Fast food restaurant last 6 months: take-out/walk-in	1,226	24.2%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,083	60.9%	108
Own any e-reader	746	14.7%	120
Own e-reader/tablet: iPad	2,048	40.5%	116
HH has Internet connectable TV	1,050	43.8%	103
Own any portable MP3 player	826	16.3%	119
HH owns 1 TV	419	17.5%	89
HH owns 2 TVs	655	27.3%	100
HH owns 3 TVs	543	22.7%	102
HH owns 4+ TVs	560	23.4%	113
HH subscribes to cable TV	1,136	47.4%	128
HH subscribes to fiber optic	263	11.0%	202
HH owns portable GPS navigation device	533	22.2%	108
HH purchased video game system in last 12 months	316	13.2%	170
HH owns any Internet video device for TV	1,141	47.6%	105
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	2,932	57.9%	109
Took 3+ domestic non-business trips in last 12 months	701	13.8%	110
Spent on domestic vacations in last 12 months: \$1-999	702	13.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	320	6.3%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	222	4.4%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	202	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	413	8.2%	128
Domestic travel in last 12 months: used general travel website	380	7.5%	126
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,056	40.6%	122
Took 3+ foreign trips by plane in last 3 years	539	10.6%	134
Spent on foreign vacations in last 12 months: \$1-999	470	9.3%	128
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	234	4.6%	120
Spent on foreign vacations in last 12 months: \$3,000+	395	7.8%	130
Foreign travel in last 3 years: used general travel website	452	8.9%	137
Nights spent in hotel/motel in last 12 months: any	2,413	47.7%	105
Took cruise of more than one day in last 3 years	577	11.4%	106
Member of any frequent flyer program	1,500	29.6%	120
Member of any hotel rewards program	1,450	28.6%	111

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027	
Population		1,321	1,313	
Population 18+		1,036	1,038	
Households		503	501	
Median Household Income		\$81,218	\$85,249	
Product/Consumer Behavior		Expected Number Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		670	64.7%	97
Went to family restaurant/steak house 4+ times/month last 30 days		191	18.4%	89
Spent at family restaurant/steak house last 30 days: \$1-30		66	6.4%	93
Spent at family restaurant/steak house 30 days: \$31-50		81	7.8%	92
Spent at family restaurant/steak house last 30 days: \$51-100		131	12.6%	89
Spent at family restaurant/steak house last 30 days: \$101-200		95	9.2%	107
Spent at family restaurant/steak house last 30 days: \$201+		32	3.1%	78
Spent at fine dining last 30 days: \$1-100		25	2.4%	80
Spent at fine dining last 30 days: \$101+		32	3.1%	83
Went to family restaurant last 6 months: for breakfast		93	9.0%	89
Went to family restaurant last 6 months: for lunch		125	12.1%	76
Went to family restaurant last 6 months: for dinner		454	43.8%	104
Went to family restaurant last 6 months: for snack		11	1.1%	69
Went to family restaurant last 6 months: on weekday		331	31.9%	114
Went to family restaurant last 6 months: on weekend		347	33.5%	92
Went to family restaurant last 6 months: Applebee`s		162	15.6%	107
Went to family restaurant last 6 months: Bob Evans		18	1.7%	69
Went to family restaurant last 6 months: Buffalo Wild Wings		78	7.5%	86
Went to family restaurant last 6 months: California Pizza Kitchen		12	1.2%	65
Went to family restaurant last 6 months: Carrabba's		17	1.6%	82
Went to family restaurant last 6 months: The Cheesecake Factory		67	6.5%	106
Went to family restaurant last 6 months: Chili`s Grill & Bar		87	8.4%	88
Went to family restaurant last 6 months: Cracker Barrel		95	9.2%	92
Went to family restaurant last 6 months: Denny`s		52	5.0%	76
Went to family restaurant last 6 months: Golden Corral		40	3.9%	93
Went to family restaurant last 6 months: IHOP		77	7.4%	100
Went to family restaurant last 6 months: Logan`s Roadhouse		13	1.3%	55
Went to family restaurant last 6 months: LongHorn Steakhouse		55	5.3%	100
Went to family restaurant last 6 months: Olive Garden		153	14.8%	103
Went to family restaurant last 6 months: Outback Steakhouse		86	8.3%	115
Went to family restaurant last 6 months: Red Lobster		70	6.8%	94
Went to family restaurant last 6 months: Red Robin		71	6.9%	113
Went to family restaurant last 6 months: Ruby Tuesday		50	4.8%	172
Went to family restaurant last 6 months: Texas Roadhouse		113	10.9%	104
Went to family restaurant last 6 months: T.G.I. Friday`s		52	5.0%	168
Went to family restaurant last 6 months: Waffle House		34	3.3%	69
Went to family restaurant last 6 months: fast food/drive-in		925	89.3%	99
Went to fast food/drive-in restaurant 9+ times/month		359	34.7%	92
Spent at fast food restaurant last 30 days: <\$1-10		47	4.5%	111
Spent at fast food restaurant last 30 days: \$11-\$20		85	8.2%	96
Spent at fast food restaurant last 30 days: \$21-\$40		162	15.6%	96
Spent at fast food restaurant last 30 days: \$41-\$50		79	7.6%	87
Spent at fast food restaurant last 30 days: \$51-\$100		176	17.0%	87
Spent at fast food restaurant last 30 days: \$101-\$200		120	11.6%	103
Spent at fast food restaurant last 30 days: \$201+		53	5.1%	115
Ordered eat-in fast food in the last 6 months		205	19.8%	87

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	205	19.8%	87
Went to fast food restaurant in the last 6 months: home delivery	124	12.0%	103
Went to fast food restaurant in the last 6 months: take-out/drive-thru	558	53.9%	96
Went to fast food restaurant in the last 6 months: take-out/walk-in	229	22.1%	104
Went to fast food restaurant in the last 6 months: breakfast	343	33.1%	97
Went to fast food restaurant in the last 6 months: lunch	474	45.8%	89
Went to fast food restaurant in the last 6 months: dinner	554	53.5%	105
Went to fast food restaurant in the last 6 months: snack	108	10.4%	84
Went to fast food restaurant in the last 6 months: weekday	663	64.0%	104
Went to fast food restaurant in the last 6 months: weekend	482	46.5%	93
Went to fast food restaurant in the last 6 months: A & W	12	1.2%	59
Went to fast food restaurant in the last 6 months: Arby's	173	16.7%	97
Went to fast food restaurant in the last 6 months: Baskin-Robbins	26	2.5%	77
Went to fast food restaurant in the last 6 months: Boston Market	31	3.0%	145
Went to fast food restaurant in the last 6 months: Burger King	301	29.1%	103
Went to fast food restaurant in the last 6 months: Captain D's	23	2.2%	74
Went to fast food restaurant in the last 6 months: Carl's Jr.	28	2.7%	52
Went to fast food restaurant in the last 6 months: Checkers	24	2.3%	87
Went to fast food restaurant in the last 6 months: Chick-fil-A	305	29.4%	98
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	138	13.3%	93
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	8	0.8%	54
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	16	1.5%	48
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	17	1.6%	63
Went to fast food restaurant in the last 6 months: Dairy Queen	156	15.1%	103
Went to fast food restaurant in the last 6 months: Del Taco	36	3.5%	104
Went to fast food restaurant in the last 6 months: Domino's Pizza	147	14.2%	95
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	226	21.8%	153
Went to fast food restaurant in the last 6 months: Five Guys	116	11.2%	119
Went to fast food restaurant in the last 6 months: Hardee's	45	4.3%	82
Went to fast food restaurant in the last 6 months: Jack in the Box	42	4.1%	53
Went to fast food restaurant in the last 6 months: Jersey Mike's	49	4.7%	86
Went to fast food restaurant in the last 6 months: Jimmy John's	42	4.1%	74
Went to fast food restaurant in the last 6 months: KFC	171	16.5%	91
Went to fast food restaurant in the last 6 months: Krispy Kreme	46	4.4%	69
Went to fast food restaurant in the last 6 months: Little Caesars	82	7.9%	66
Went to fast food restaurant in the last 6 months: Long John Silver's	22	2.1%	83
Went to fast food restaurant in the last 6 months: McDonald's	547	52.8%	102
Went to fast food restaurant in the last 6 months: Panda Express	94	9.1%	79
Went to fast food restaurant in the last 6 months: Panera Bread	147	14.2%	114
Went to fast food restaurant in the last 6 months: Papa John's	61	5.9%	74
Went to fast food restaurant in the last 6 months: Papa Murphy's	34	3.3%	85
Went to fast food restaurant in the last 6 months: Pizza Hut	105	10.1%	79
Went to fast food restaurant in the last 6 months: Popeyes Chicken	123	11.9%	96
Went to fast food restaurant in the last 6 months: Sonic Drive-In	82	7.9%	67
Went to fast food restaurant in the last 6 months: Starbucks	182	17.6%	91
Went to fast food restaurant in the last 6 months: Steak 'n Shake	31	3.0%	78
Went to fast food restaurant in the last 6 months: Subway	191	18.4%	88
Went to fast food restaurant in the last 6 months: Taco Bell	259	25.0%	89
Went to fast food restaurant in the last 6 months: Wendy's	285	27.5%	106
Went to fast food restaurant in the last 6 months: Whataburger	30	2.9%	53
Went to fast food restaurant in the last 6 months: White Castle	35	3.4%	130
Went to fast food restaurant in the last 6 months: Wing-Stop	16	1.5%	50
Went to fine dining restaurant last month	77	7.4%	93
Went to fine dining restaurant 2+ times last month	40	3.9%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023





## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		2,986	2,991
Population 18+		2,332	2,361
Households		1,136	1,140
Median Household Income		\$85,604	\$100,742
Product/Consumer Behavior		Expected Number Adults	Percent MPI
Went to family restaurant/steak house in last 6 months		1,527	65.5% 98
Went to family restaurant/steak house 4+ times/month last 30 days		430	18.4% 89
Spent at family restaurant/steak house last 30 days: \$1-30		129	5.5% 81
Spent at family restaurant/steak house 30 days: \$31-50		175	7.5% 88
Spent at family restaurant/steak house last 30 days: \$51-100		312	13.4% 95
Spent at family restaurant/steak house last 30 days: \$101-200		219	9.4% 110
Spent at family restaurant/steak house last 30 days: \$201+		84	3.6% 91
Spent at fine dining last 30 days: \$1-100		72	3.1% 102
Spent at fine dining last 30 days: \$101+		98	4.2% 113
Went to family restaurant last 6 months: for breakfast		228	9.8% 97
Went to family restaurant last 6 months: for lunch		310	13.3% 83
Went to family restaurant last 6 months: for dinner		1,008	43.2% 102
Went to family restaurant last 6 months: for snack		27	1.2% 75
Went to family restaurant last 6 months: on weekday		703	30.1% 107
Went to family restaurant last 6 months: on weekend		805	34.5% 95
Went to family restaurant last 6 months: Applebee's		344	14.8% 101
Went to family restaurant last 6 months: Bob Evans		42	1.8% 72
Went to family restaurant last 6 months: Buffalo Wild Wings		175	7.5% 86
Went to family restaurant last 6 months: California Pizza Kitchen		46	2.0% 111
Went to family restaurant last 6 months: Carrabba's		35	1.5% 75
Went to family restaurant last 6 months: The Cheesecake Factory		192	8.2% 134
Went to family restaurant last 6 months: Chili's Grill & Bar		187	8.0% 84
Went to family restaurant last 6 months: Cracker Barrel		175	7.5% 75
Went to family restaurant last 6 months: Denny's		124	5.3% 81
Went to family restaurant last 6 months: Golden Corral		70	3.0% 72
Went to family restaurant last 6 months: IHOP		176	7.5% 102
Went to family restaurant last 6 months: Logan's Roadhouse		22	0.9% 42
Went to family restaurant last 6 months: LongHorn Steakhouse		104	4.5% 84
Went to family restaurant last 6 months: Olive Garden		323	13.9% 97
Went to family restaurant last 6 months: Outback Steakhouse		189	8.1% 112
Went to family restaurant last 6 months: Red Lobster		152	6.5% 90
Went to family restaurant last 6 months: Red Robin		154	6.6% 109
Went to family restaurant last 6 months: Ruby Tuesday		90	3.9% 138
Went to family restaurant last 6 months: Texas Roadhouse		222	9.5% 91
Went to family restaurant last 6 months: T.G.I. Friday's		115	4.9% 165
Went to family restaurant last 6 months: Waffle House		64	2.7% 57
Went to family restaurant last 6 months: fast food/drive-in		2,077	89.1% 98
Went to fast food/drive-in restaurant 9+ times/month		805	34.5% 91
Spent at fast food restaurant last 30 days: <\$1-10		99	4.2% 104
Spent at fast food restaurant last 30 days: \$11-\$20		186	8.0% 93
Spent at fast food restaurant last 30 days: \$21-\$40		366	15.7% 96
Spent at fast food restaurant last 30 days: \$41-\$50		198	8.5% 96
Spent at fast food restaurant last 30 days: \$51-\$100		398	17.1% 88
Spent at fast food restaurant last 30 days: \$101-\$200		251	10.8% 96
Spent at fast food restaurant last 30 days: \$201+		112	4.8% 108
Ordered eat-in fast food in the last 6 months		462	19.8% 87

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 10 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	462	19.8%	87
Went to fast food restaurant in the last 6 months: home delivery	291	12.5%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,209	51.8%	92
Went to fast food restaurant in the last 6 months: take-out/walk-in	546	23.4%	110
Went to fast food restaurant in the last 6 months: breakfast	738	31.6%	93
Went to fast food restaurant in the last 6 months: lunch	1,085	46.5%	90
Went to fast food restaurant in the last 6 months: dinner	1,194	51.2%	101
Went to fast food restaurant in the last 6 months: snack	268	11.5%	93
Went to fast food restaurant in the last 6 months: weekday	1,433	61.4%	100
Went to fast food restaurant in the last 6 months: weekend	1,094	46.9%	94
Went to fast food restaurant in the last 6 months: A & W	30	1.3%	66
Went to fast food restaurant in the last 6 months: Arby's	308	13.2%	77
Went to fast food restaurant in the last 6 months: Baskin-Robbins	90	3.9%	118
Went to fast food restaurant in the last 6 months: Boston Market	82	3.5%	171
Went to fast food restaurant in the last 6 months: Burger King	654	28.0%	99
Went to fast food restaurant in the last 6 months: Captain D's	38	1.6%	55
Went to fast food restaurant in the last 6 months: Carl's Jr.	111	4.8%	91
Went to fast food restaurant in the last 6 months: Checkers	52	2.2%	84
Went to fast food restaurant in the last 6 months: Chick-fil-A	655	28.1%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	371	15.9%	111
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	21	0.9%	63
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	34	1.5%	46
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	51	2.2%	84
Went to fast food restaurant in the last 6 months: Dairy Queen	283	12.1%	83
Went to fast food restaurant in the last 6 months: Del Taco	107	4.6%	137
Went to fast food restaurant in the last 6 months: Domino's Pizza	317	13.6%	91
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	532	22.8%	160
Went to fast food restaurant in the last 6 months: Five Guys	262	11.2%	120
Went to fast food restaurant in the last 6 months: Hardee's	73	3.1%	59
Went to fast food restaurant in the last 6 months: Jack in the Box	141	6.0%	79
Went to fast food restaurant in the last 6 months: Jersey Mike's	129	5.5%	101
Went to fast food restaurant in the last 6 months: Jimmy John's	88	3.8%	69
Went to fast food restaurant in the last 6 months: KFC	376	16.1%	89
Went to fast food restaurant in the last 6 months: Krispy Kreme	101	4.3%	67
Went to fast food restaurant in the last 6 months: Little Caesars	167	7.2%	60
Went to fast food restaurant in the last 6 months: Long John Silver's	37	1.6%	62
Went to fast food restaurant in the last 6 months: McDonald's	1,192	51.1%	99
Went to fast food restaurant in the last 6 months: Panda Express	241	10.3%	90
Went to fast food restaurant in the last 6 months: Panera Bread	344	14.8%	118
Went to fast food restaurant in the last 6 months: Papa John's	135	5.8%	73
Went to fast food restaurant in the last 6 months: Papa Murphy's	59	2.5%	66
Went to fast food restaurant in the last 6 months: Pizza Hut	209	9.0%	70
Went to fast food restaurant in the last 6 months: Popeyes Chicken	289	12.4%	100
Went to fast food restaurant in the last 6 months: Sonic Drive-In	157	6.7%	57
Went to fast food restaurant in the last 6 months: Starbucks	472	20.2%	105
Went to fast food restaurant in the last 6 months: Steak 'n Shake	54	2.3%	60
Went to fast food restaurant in the last 6 months: Subway	409	17.5%	83
Went to fast food restaurant in the last 6 months: Taco Bell	565	24.2%	86
Went to fast food restaurant in the last 6 months: Wendy's	621	26.6%	103
Went to fast food restaurant in the last 6 months: Whataburger	50	2.1%	39
Went to fast food restaurant in the last 6 months: White Castle	79	3.4%	131
Went to fast food restaurant in the last 6 months: Wing-Stop	47	2.0%	65
Went to fine dining restaurant last month	211	9.0%	113
Went to fine dining restaurant 2+ times last month	110	4.7%	124

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		6,502	6,526
Population 18+		5,063	5,141
Households		2,397	2,408
Median Household Income		\$89,061	\$104,636
Product/Consumer Behavior		Expected Number Adults	Percent MPI
Went to family restaurant/steak house in last 6 months		3,343	66.0% 99
Went to family restaurant/steak house 4+ times/month last 30 days		937	18.5% 89
Spent at family restaurant/steak house last 30 days: \$1-30		256	5.1% 74
Spent at family restaurant/steak house 30 days: \$31-50		371	7.3% 86
Spent at family restaurant/steak house last 30 days: \$51-100		701	13.8% 98
Spent at family restaurant/steak house last 30 days: \$101-200		484	9.6% 112
Spent at family restaurant/steak house last 30 days: \$201+		198	3.9% 99
Spent at fine dining last 30 days: \$1-100		179	3.5% 117
Spent at fine dining last 30 days: \$101+		249	4.9% 132
Went to family restaurant last 6 months: for breakfast		521	10.3% 102
Went to family restaurant last 6 months: for lunch		715	14.1% 88
Went to family restaurant last 6 months: for dinner		2,171	42.9% 101
Went to family restaurant last 6 months: for snack		63	1.2% 81
Went to family restaurant last 6 months: on weekday		1,472	29.1% 103
Went to family restaurant last 6 months: on weekend		1,779	35.1% 97
Went to family restaurant last 6 months: Applebee's		721	14.2% 98
Went to family restaurant last 6 months: Bob Evans		95	1.9% 75
Went to family restaurant last 6 months: Buffalo Wild Wings		380	7.5% 86
Went to family restaurant last 6 months: California Pizza Kitchen		128	2.5% 142
Went to family restaurant last 6 months: Carrabba's		70	1.4% 69
Went to family restaurant last 6 months: The Cheesecake Factory		474	9.4% 153
Went to family restaurant last 6 months: Chili's Grill & Bar		396	7.8% 82
Went to family restaurant last 6 months: Cracker Barrel		327	6.5% 64
Went to family restaurant last 6 months: Denny's		280	5.5% 84
Went to family restaurant last 6 months: Golden Corral		123	2.4% 58
Went to family restaurant last 6 months: IHOP		387	7.6% 103
Went to family restaurant last 6 months: Logan's Roadhouse		38	0.8% 33
Went to family restaurant last 6 months: LongHorn Steakhouse		196	3.9% 73
Went to family restaurant last 6 months: Olive Garden		675	13.3% 93
Went to family restaurant last 6 months: Outback Steakhouse		406	8.0% 111
Went to family restaurant last 6 months: Red Lobster		326	6.4% 89
Went to family restaurant last 6 months: Red Robin		326	6.4% 107
Went to family restaurant last 6 months: Ruby Tuesday		162	3.2% 114
Went to family restaurant last 6 months: Texas Roadhouse		438	8.7% 82
Went to family restaurant last 6 months: T.G.I. Friday's		244	4.8% 162
Went to family restaurant last 6 months: Waffle House		120	2.4% 49
Went to family restaurant last 6 months: fast food/drive-in		4,504	89.0% 98
Went to fast food/drive-in restaurant 9+ times/month		1,745	34.5% 91
Spent at fast food restaurant last 30 days: <\$1-10		206	4.1% 100
Spent at fast food restaurant last 30 days: \$11-\$20		398	7.9% 92
Spent at fast food restaurant last 30 days: \$21-\$40		798	15.8% 96
Spent at fast food restaurant last 30 days: \$41-\$50		457	9.0% 103
Spent at fast food restaurant last 30 days: \$51-\$100		868	17.1% 88
Spent at fast food restaurant last 30 days: \$101-\$200		515	10.2% 90
Spent at fast food restaurant last 30 days: \$201+		229	4.5% 102
Ordered eat-in fast food in the last 6 months		1,007	19.9% 88

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Walk Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	1,007	19.9%	88
Went to fast food restaurant in the last 6 months: home delivery	648	12.8%	110
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,557	50.5%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,226	24.2%	114
Went to fast food restaurant in the last 6 months: breakfast	1,552	30.7%	90
Went to fast food restaurant in the last 6 months: lunch	2,381	47.0%	91
Went to fast food restaurant in the last 6 months: dinner	2,518	49.7%	98
Went to fast food restaurant in the last 6 months: snack	619	12.2%	99
Went to fast food restaurant in the last 6 months: weekday	3,025	59.7%	97
Went to fast food restaurant in the last 6 months: weekend	2,387	47.1%	94
Went to fast food restaurant in the last 6 months: A & W	70	1.4%	71
Went to fast food restaurant in the last 6 months: Arby's	558	11.0%	64
Went to fast food restaurant in the last 6 months: Baskin-Robbins	239	4.7%	144
Went to fast food restaurant in the last 6 months: Boston Market	195	3.9%	187
Went to fast food restaurant in the last 6 months: Burger King	1,385	27.4%	97
Went to fast food restaurant in the last 6 months: Captain D's	61	1.2%	40
Went to fast food restaurant in the last 6 months: Carl's Jr.	308	6.1%	116
Went to fast food restaurant in the last 6 months: Checkers	110	2.2%	82
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,374	27.1%	90
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	891	17.6%	123
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	48	0.9%	66
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	69	1.4%	43
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	127	2.5%	96
Went to fast food restaurant in the last 6 months: Dairy Queen	521	10.3%	70
Went to fast food restaurant in the last 6 months: Del Taco	268	5.3%	158
Went to fast food restaurant in the last 6 months: Domino's Pizza	669	13.2%	89
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	1,187	23.4%	165
Went to fast food restaurant in the last 6 months: Five Guys	570	11.3%	120
Went to fast food restaurant in the last 6 months: Hardee's	119	2.4%	45
Went to fast food restaurant in the last 6 months: Jack in the Box	371	7.3%	96
Went to fast food restaurant in the last 6 months: Jersey Mike's	308	6.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John's	181	3.6%	65
Went to fast food restaurant in the last 6 months: KFC	808	16.0%	88
Went to fast food restaurant in the last 6 months: Krispy Kreme	215	4.2%	66
Went to fast food restaurant in the last 6 months: Little Caesars	336	6.6%	56
Went to fast food restaurant in the last 6 months: Long John Silver's	64	1.3%	49
Went to fast food restaurant in the last 6 months: McDonald's	2,533	50.0%	96
Went to fast food restaurant in the last 6 months: Panda Express	560	11.1%	97
Went to fast food restaurant in the last 6 months: Panera Bread	764	15.1%	121
Went to fast food restaurant in the last 6 months: Papa John's	290	5.7%	72
Went to fast food restaurant in the last 6 months: Papa Murphy's	105	2.1%	54
Went to fast food restaurant in the last 6 months: Pizza Hut	417	8.2%	64
Went to fast food restaurant in the last 6 months: Popeyes Chicken	643	12.7%	102
Went to fast food restaurant in the last 6 months: Sonic Drive-In	301	5.9%	50
Went to fast food restaurant in the last 6 months: Starbucks	1,109	21.9%	113
Went to fast food restaurant in the last 6 months: Steak 'n Shake	96	1.9%	49
Went to fast food restaurant in the last 6 months: Subway	860	17.0%	81
Went to fast food restaurant in the last 6 months: Taco Bell	1,205	23.8%	85
Went to fast food restaurant in the last 6 months: Wendy's	1,321	26.1%	100
Went to fast food restaurant in the last 6 months: Whataburger	84	1.7%	30
Went to fast food restaurant in the last 6 months: White Castle	173	3.4%	132
Went to fast food restaurant in the last 6 months: Wing-Stop	114	2.3%	72
Went to fine dining restaurant last month	512	10.1%	126
Went to fine dining restaurant 2+ times last month	264	5.2%	137

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February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	52.7%	Population	32,273	32,407
City Lights (8A)	21.5%	Households	12,063	12,134
Parks and Rec (5C)	8.9%	Families	8,305	8,328
Workday Drive (4A)	5.8%	Median Age	41.7	42.1
Savvy Suburbanites (1D)	5.1%	Median Household	\$97,587	\$111,187
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$32,755,752	\$37,965,770	\$5,210,018
Men's		\$6,287,986	\$7,288,591	\$1,000,605
Women's		\$11,478,063	\$13,302,261	\$1,824,198
Children's		\$4,555,023	\$5,278,796	\$723,773
Footwear		\$7,903,939	\$9,162,554	\$1,258,615
Watches & Jewelry		\$1,891,510	\$2,192,338	\$300,828
Apparel Products and Services (1)		\$919,747	\$1,066,328	\$146,581
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,689,843	\$3,117,278	\$427,435
Portable Memory		\$64,270	\$74,497	\$10,227
Computer Software		\$163,360	\$189,407	\$26,047
Computer Accessories		\$261,036	\$302,385	\$41,349
<b>Entertainment &amp; Recreation</b>		\$49,570,914	\$57,438,811	\$7,867,897
Fees and Admissions		\$12,968,361	\$15,024,906	\$2,056,545
Membership Fees for Clubs (2)		\$4,249,538	\$4,923,641	\$674,103
Fees for Participant Sports, excl. Trips		\$1,839,859	\$2,131,117	\$291,258
Tickets to Theatre/Operas/Concerts		\$1,540,591	\$1,785,140	\$244,549
Tickets to Movies		\$836,793	\$969,758	\$132,965
Tickets to Parks or Museums		\$522,840	\$605,870	\$83,030
Admission to Sporting Events, excl. Trips		\$1,090,292	\$1,262,746	\$172,454
Fees for Recreational Lessons		\$2,866,471	\$3,321,116	\$454,645
Dating Services		\$21,977	\$25,518	\$3,541
TV/Video/Audio		\$17,009,551	\$19,711,339	\$2,701,788
Cable and Satellite Television Services		\$11,953,000	\$13,852,265	\$1,899,265
Televisions		\$1,537,220	\$1,781,050	\$243,830
Satellite Dishes		\$17,977	\$20,818	\$2,841
VCRs, Video Cameras, and DVD Players		\$67,716	\$78,463	\$10,747
Miscellaneous Video Equipment		\$258,055	\$298,972	\$40,917
Video Cassettes and DVDs		\$98,686	\$114,358	\$15,672
Video Game Hardware/Accessories		\$362,742	\$420,504	\$57,762
Video Game Software		\$199,589	\$231,358	\$31,769
Rental/Streaming/Downloaded Video		\$885,926	\$1,026,517	\$140,591
Installation of Televisions		\$15,226	\$17,643	\$2,417
Audio (3)		\$1,579,452	\$1,829,996	\$250,544
Rental and Repair of TV/Radio/Sound Equipment		\$33,962	\$39,395	\$5,433
Pets		\$10,641,536	\$12,330,332	\$1,688,796
Toys/Games/Crafts/Hobbies (4)		\$1,596,394	\$1,849,764	\$253,370
Recreational Vehicles and Fees (5)		\$2,004,601	\$2,321,664	\$317,063
Sports/Recreation/Exercise Equipment (6)		\$2,431,547	\$2,817,676	\$386,129
Photo Equipment and Supplies (7)		\$687,695	\$796,926	\$109,231
Reading (8)		\$1,676,082	\$1,942,513	\$266,431
Catered Affairs (9)		\$560,108	\$649,458	\$89,350
<b>Food</b>		\$140,426,246	\$162,765,317	\$22,339,071
Food at Home		\$82,810,223	\$95,982,549	\$13,172,326
Bakery and Cereal Products		\$10,833,057	\$12,556,217	\$1,723,160
Meats, Poultry, Fish, and Eggs		\$18,073,610	\$20,949,364	\$2,875,754
Dairy Products		\$8,504,190	\$9,857,289	\$1,353,099
Fruits and Vegetables		\$16,659,025	\$19,309,877	\$2,650,852
Snacks and Other Food at Home (10)		\$28,740,342	\$33,309,803	\$4,569,461
Food Away from Home		\$57,616,022	\$66,782,767	\$9,166,745
Alcoholic Beverages		\$10,401,523	\$12,055,007	\$1,653,484

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023





## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$448,275,412	\$519,224,409	\$70,948,997
Value of Retirement Plans	\$1,749,343,898	\$2,025,794,550	\$276,450,652
Value of Other Financial Assets	\$146,204,915	\$169,368,961	\$23,164,046
Vehicle Loan Amount excluding Interest	\$35,720,944	\$41,374,755	\$5,653,811
Value of Credit Card Debt	\$44,329,967	\$51,367,960	\$7,037,993
<b>Health</b>			
Nonprescription Drugs	\$2,012,121	\$2,331,723	\$319,602
Prescription Drugs	\$4,329,320	\$5,015,441	\$686,121
Eyeglasses and Contact Lenses	\$1,460,180	\$1,691,748	\$231,568
<b>Home</b>			
Mortgage Payment and Basics (11)	\$192,516,059	\$222,956,189	\$30,440,130
Maintenance and Remodeling Services	\$49,609,514	\$57,452,475	\$7,842,961
Maintenance and Remodeling Materials (12)	\$9,166,222	\$10,614,859	\$1,448,637
Utilities, Fuel, and Public Services	\$72,573,944	\$84,095,840	\$11,521,896
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,594,343	\$1,847,723	\$253,380
Furniture	\$9,716,843	\$11,258,110	\$1,541,267
Rugs	\$527,107	\$610,578	\$83,471
Major Appliances (14)	\$5,726,550	\$6,632,337	\$905,787
Housewares (15)	\$1,309,615	\$1,517,509	\$207,894
Small Appliances	\$759,106	\$879,864	\$120,758
Luggage	\$257,398	\$298,287	\$40,889
Telephones and Accessories	\$1,701,649	\$1,972,354	\$270,705
<b>Household Operations</b>			
Child Care	\$9,096,751	\$10,539,191	\$1,442,440
Lawn and Garden (16)	\$7,739,851	\$8,963,092	\$1,223,241
Moving/Storage/Freight Express	\$954,646	\$1,106,947	\$152,301
Housekeeping Supplies (17)	\$11,362,023	\$13,166,863	\$1,804,840
<b>Insurance</b>			
Owners and Renters Insurance	\$8,877,107	\$10,279,449	\$1,402,342
Vehicle Insurance	\$25,977,046	\$30,103,062	\$4,126,016
Life/Other Insurance	\$9,658,209	\$11,186,610	\$1,528,401
Health Insurance	\$60,927,095	\$70,590,752	\$9,663,657
Personal Care Products (18)	\$7,392,010	\$8,567,377	\$1,175,367
School Books and Supplies (19)	\$1,935,504	\$2,243,218	\$307,714
Smoking Products	\$4,626,215	\$5,363,451	\$737,236
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$34,097,961	\$39,495,122	\$5,397,161
Gasoline and Motor Oil	\$33,865,847	\$39,245,215	\$5,379,368
Vehicle Maintenance and Repairs	\$15,540,111	\$18,005,221	\$2,465,110
<b>Travel</b>			
Airline Fares	\$10,828,268	\$12,547,559	\$1,719,291
Lodging on Trips	\$11,841,020	\$13,715,958	\$1,874,938
Auto/Truck Rental on Trips	\$911,803	\$1,056,514	\$144,711
Food and Drink on Trips	\$9,643,085	\$11,172,326	\$1,529,241

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

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February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	16.4%	Population	342,284	341,704
Family Foundations (12A)	12.9%	Households	135,753	135,650
City Lights (8A)	10.1%	Families	87,550	87,466
Savvy Suburbanites (1D)	8.7%	Median Age	43.8	44.1
Golden Years (9B)	6.5%	Median Household	\$86,015	\$101,298
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$375,250,953	\$435,465,218	\$60,214,265
Men's		\$72,573,727	\$84,231,536	\$11,657,809
Women's		\$131,521,892	\$152,625,362	\$21,103,470
Children's		\$52,041,162	\$60,392,051	\$8,350,889
Footwear		\$89,468,414	\$103,807,561	\$14,339,147
Watches & Jewelry		\$22,568,137	\$26,195,159	\$3,627,022
Apparel Products and Services (1)		\$10,238,652	\$11,882,400	\$1,643,748
<b>Computer</b>				
Computers and Hardware for Home Use		\$29,968,226	\$34,790,450	\$4,822,224
Portable Memory		\$749,881	\$870,140	\$120,259
Computer Software		\$1,789,613	\$2,077,294	\$287,681
Computer Accessories		\$3,097,321	\$3,594,043	\$496,722
<b>Entertainment &amp; Recreation</b>		\$562,835,503	\$653,234,675	\$90,399,172
Fees and Admissions		\$139,232,699	\$161,714,068	\$22,481,369
Membership Fees for Clubs (2)		\$46,659,593	\$54,188,400	\$7,528,807
Fees for Participant Sports, excl. Trips		\$20,889,770	\$24,256,976	\$3,367,206
Tickets to Theatre/Operas/Concerts		\$16,031,390	\$18,618,491	\$2,587,101
Tickets to Movies		\$9,562,391	\$11,101,602	\$1,539,211
Tickets to Parks or Museums		\$5,789,461	\$6,721,750	\$932,289
Admission to Sporting Events, excl. Trips		\$11,962,983	\$13,895,772	\$1,932,789
Fees for Recreational Lessons		\$28,083,994	\$32,637,699	\$4,553,705
Dating Services		\$253,118	\$293,378	\$40,260
TV/Video/Audio		\$200,558,082	\$232,637,508	\$32,079,426
Cable and Satellite Television Services		\$139,461,287	\$161,749,527	\$22,288,240
Televisions		\$18,744,799	\$21,745,212	\$3,000,413
Satellite Dishes		\$241,159	\$279,757	\$38,598
VCRs, Video Cameras, and DVD Players		\$813,513	\$943,714	\$130,201
Miscellaneous Video Equipment		\$2,832,504	\$3,287,810	\$455,306
Video Cassettes and DVDs		\$1,229,826	\$1,426,724	\$196,898
Video Game Hardware/Accessories		\$4,595,127	\$5,327,958	\$732,831
Video Game Software		\$2,550,385	\$2,957,376	\$406,991
Rental/Streaming/Downloaded Video		\$11,173,559	\$12,963,048	\$1,789,489
Installation of Televisions		\$152,844	\$177,670	\$24,826
Audio (3)		\$18,312,048	\$21,256,139	\$2,944,091
Rental and Repair of TV/Radio/Sound Equipment		\$451,029	\$522,572	\$71,543
Pets		\$121,996,335	\$141,574,983	\$19,578,648
Toys/Games/Crafts/Hobbies (4)		\$18,995,598	\$22,039,704	\$3,044,106
Recreational Vehicles and Fees (5)		\$20,687,558	\$24,025,670	\$3,338,112
Sports/Recreation/Exercise Equipment (6)		\$28,808,100	\$33,446,355	\$4,638,255
Photo Equipment and Supplies (7)		\$7,970,250	\$9,252,672	\$1,282,422
Reading (8)		\$18,873,518	\$21,906,487	\$3,032,969
Catered Affairs (9)		\$5,770,521	\$6,703,601	\$933,080
<b>Food</b>		\$1,610,702,497	\$1,869,007,270	\$258,304,773
Food at Home		\$948,353,080	\$1,100,347,504	\$151,994,424
Bakery and Cereal Products		\$122,763,885	\$142,441,615	\$19,677,730
Meats, Poultry, Fish, and Eggs		\$206,118,327	\$239,134,764	\$33,016,437
Dairy Products		\$96,003,928	\$111,406,570	\$15,402,642
Fruits and Vegetables		\$187,765,241	\$217,888,471	\$30,123,230
Snacks and Other Food at Home (10)		\$335,701,699	\$389,476,084	\$53,774,385
Food Away from Home		\$662,349,417	\$768,659,766	\$106,310,349
Alcoholic Beverages		\$116,179,676	\$134,861,755	\$18,682,079

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$5,138,922,852	\$5,967,252,024	\$828,329,172
Value of Retirement Plans	\$19,049,586,228	\$22,122,364,649	\$3,072,778,421
Value of Other Financial Assets	\$1,664,903,269	\$1,931,678,838	\$266,775,569
Vehicle Loan Amount excluding Interest	\$452,172,526	\$524,427,827	\$72,255,301
Value of Credit Card Debt	\$494,461,134	\$573,792,029	\$79,330,895
<b>Health</b>			
Nonprescription Drugs	\$24,894,318	\$28,873,093	\$3,978,775
Prescription Drugs	\$54,106,786	\$62,737,055	\$8,630,269
Eyeglasses and Contact Lenses	\$16,749,536	\$19,436,926	\$2,687,390
<b>Home</b>			
Mortgage Payment and Basics (11)	\$1,984,299,995	\$2,304,514,311	\$320,214,316
Maintenance and Remodeling Services	\$527,604,662	\$612,802,796	\$85,198,134
Maintenance and Remodeling Materials (12)	\$101,313,178	\$117,617,123	\$16,303,945
Utilities, Fuel, and Public Services	\$845,599,793	\$980,852,295	\$135,252,502
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$18,009,986	\$20,901,326	\$2,891,340
Furniture	\$111,253,961	\$129,116,174	\$17,862,213
Rugs	\$5,805,155	\$6,739,432	\$934,277
Major Appliances (14)	\$64,988,606	\$75,430,273	\$10,441,667
Housewares (15)	\$15,265,339	\$17,717,994	\$2,452,655
Small Appliances	\$8,924,550	\$10,354,371	\$1,429,821
Luggage	\$2,962,891	\$3,439,118	\$476,227
Telephones and Accessories	\$18,602,512	\$21,595,362	\$2,992,850
<b>Household Operations</b>			
Child Care	\$96,012,545	\$111,521,730	\$15,509,185
Lawn and Garden (16)	\$87,268,257	\$101,293,884	\$14,025,627
Moving/Storage/Freight Express	\$11,705,281	\$13,585,280	\$1,879,999
Housekeeping Supplies (17)	\$133,230,703	\$154,567,619	\$21,336,916
<b>Insurance</b>			
Owners and Renters Insurance	\$104,086,321	\$120,754,685	\$16,668,364
Vehicle Insurance	\$309,542,225	\$359,065,266	\$49,523,041
Life/Other Insurance	\$108,066,657	\$125,428,316	\$17,361,659
Health Insurance	\$712,113,954	\$826,132,794	\$114,018,840
Personal Care Products (18)	\$85,927,817	\$99,702,277	\$13,774,460
School Books and Supplies (19)	\$22,272,198	\$25,845,342	\$3,573,144
Smoking Products	\$59,732,738	\$69,210,882	\$9,478,144
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$415,674,115	\$482,197,596	\$66,523,481
Gasoline and Motor Oil	\$396,208,544	\$459,638,206	\$63,429,662
Vehicle Maintenance and Repairs	\$184,636,309	\$214,210,519	\$29,574,210
<b>Travel</b>			
Airline Fares	\$117,600,729	\$136,577,321	\$18,976,592
Lodging on Trips	\$129,883,199	\$150,817,575	\$20,934,376
Auto/Truck Rental on Trips	\$10,090,968	\$11,717,906	\$1,626,938
Food and Drink on Trips	\$107,591,343	\$124,911,524	\$17,320,181

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February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

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February 14, 2023





## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	8.2%	Population	1,954,732	1,943,155
Savvy Suburbanites (1D)	7.2%	Households	754,697	752,335
Fresh Ambitions (13D)	7.0%	Families	476,523	475,262
Pleasantville (2B)	6.9%	Median Age	39.9	40.9
Golden Years (9B)	5.5%	Median Household	\$73,903	\$86,938
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$1,946,105,858	\$2,255,114,527	\$309,008,669
Men's		\$374,309,456	\$433,826,556	\$59,517,100
Women's		\$673,849,166	\$780,969,674	\$107,120,508
Children's		\$275,694,780	\$319,426,283	\$43,731,503
Footwear		\$472,051,938	\$546,800,301	\$74,748,363
Watches & Jewelry		\$114,334,146	\$132,549,992	\$18,215,846
Apparel Products and Services (1)		\$51,958,330	\$60,195,809	\$8,237,479
<b>Computer</b>				
Computers and Hardware for Home Use		\$152,035,994	\$176,255,360	\$24,219,366
Portable Memory		\$3,863,646	\$4,477,242	\$613,596
Computer Software		\$9,255,834	\$10,725,839	\$1,470,005
Computer Accessories		\$15,906,766	\$18,441,292	\$2,534,526
<b>Entertainment &amp; Recreation</b>		\$2,858,425,077	\$3,313,364,567	\$454,939,490
Fees and Admissions		\$690,679,823	\$801,004,314	\$110,324,491
Membership Fees for Clubs (2)		\$232,570,887	\$269,723,739	\$37,152,852
Fees for Participant Sports, excl. Trips		\$103,644,848	\$120,223,205	\$16,578,357
Tickets to Theatre/Operas/Concerts		\$78,686,068	\$91,235,424	\$12,549,356
Tickets to Movies		\$49,766,927	\$57,692,706	\$7,925,779
Tickets to Parks or Museums		\$29,440,355	\$34,131,717	\$4,691,362
Admission to Sporting Events, excl. Trips		\$58,787,425	\$68,204,263	\$9,416,838
Fees for Recreational Lessons		\$136,445,711	\$158,246,085	\$21,800,374
Dating Services		\$1,337,601	\$1,547,176	\$209,575
TV/Video/Audio		\$1,038,850,102	\$1,203,647,378	\$164,797,276
Cable and Satellite Television Services		\$717,800,117	\$831,517,869	\$113,717,752
Televisions		\$98,343,984	\$113,979,932	\$15,635,948
Satellite Dishes		\$1,278,437	\$1,482,493	\$204,056
VCRs, Video Cameras, and DVD Players		\$4,249,222	\$4,924,532	\$675,310
Miscellaneous Video Equipment		\$14,487,729	\$16,794,731	\$2,307,002
Video Cassettes and DVDs		\$6,663,962	\$7,722,496	\$1,058,534
Video Game Hardware/Accessories		\$25,249,576	\$29,245,258	\$3,995,682
Video Game Software		\$14,146,529	\$16,388,831	\$2,242,302
Rental/Streaming/Downloaded Video		\$59,977,396	\$69,526,552	\$9,549,156
Installation of Televisions		\$715,098	\$829,737	\$114,639
Audio (3)		\$93,451,378	\$108,357,228	\$14,905,850
Rental and Repair of TV/Radio/Sound Equipment		\$2,486,675	\$2,877,720	\$391,045
Pets		\$614,660,069	\$712,541,786	\$97,881,717
Toys/Games/Crafts/Hobbies (4)		\$100,079,850	\$115,986,784	\$15,906,934
Recreational Vehicles and Fees (5)		\$98,070,049	\$113,752,622	\$15,682,573
Sports/Recreation/Exercise Equipment (6)		\$150,449,924	\$174,427,234	\$23,977,310
Photo Equipment and Supplies (7)		\$40,861,827	\$47,384,985	\$6,523,158
Reading (8)		\$95,706,000	\$110,926,835	\$15,220,835
Catered Affairs (9)		\$29,372,191	\$34,045,552	\$4,673,361
<b>Food</b>		\$8,337,296,726	\$9,660,811,204	\$1,323,514,478
Food at Home		\$4,909,807,525	\$5,688,697,755	\$778,890,230
Bakery and Cereal Products		\$634,694,666	\$735,336,655	\$100,641,989
Meats, Poultry, Fish, and Eggs		\$1,068,316,612	\$1,237,640,283	\$169,323,671
Dairy Products		\$495,089,427	\$573,649,706	\$78,560,279
Fruits and Vegetables		\$967,399,829	\$1,120,904,526	\$153,504,697
Snacks and Other Food at Home (10)		\$1,744,306,991	\$2,021,166,585	\$276,859,594
Food Away from Home		\$3,427,489,201	\$3,972,113,449	\$544,624,248
Alcoholic Beverages		\$581,211,021	\$673,851,081	\$92,640,060

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$24,598,555,082	\$28,539,777,486	\$3,941,222,404
Value of Retirement Plans	\$91,111,156,207	\$105,698,076,343	\$14,586,920,136
Value of Other Financial Assets	\$7,913,407,507	\$9,175,211,688	\$1,261,804,181
Vehicle Loan Amount excluding Interest	\$2,390,893,836	\$2,771,371,704	\$380,477,868
Value of Credit Card Debt	\$2,515,985,727	\$2,915,897,140	\$399,911,413
<b>Health</b>			
Nonprescription Drugs	\$129,144,376	\$149,650,084	\$20,505,708
Prescription Drugs	\$277,258,258	\$321,266,319	\$44,008,061
Eyeglasses and Contact Lenses	\$84,856,791	\$98,354,833	\$13,498,042
<b>Home</b>			
Mortgage Payment and Basics (11)	\$9,489,767,764	\$11,007,165,249	\$1,517,397,485
Maintenance and Remodeling Services	\$2,513,942,042	\$2,916,591,706	\$402,649,664
Maintenance and Remodeling Materials (12)	\$492,312,327	\$571,019,791	\$78,707,464
Utilities, Fuel, and Public Services	\$4,378,962,630	\$5,073,489,271	\$694,526,641
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$92,617,413	\$107,332,446	\$14,715,033
Furniture	\$570,771,370	\$661,605,154	\$90,833,784
Rugs	\$28,366,874	\$32,894,978	\$4,528,104
Major Appliances (14)	\$324,713,334	\$376,499,257	\$51,785,923
Housewares (15)	\$77,330,106	\$89,657,635	\$12,327,529
Small Appliances	\$46,534,781	\$53,925,269	\$7,390,488
Luggage	\$15,121,742	\$17,531,160	\$2,409,418
Telephones and Accessories	\$95,282,607	\$110,405,359	\$15,122,752
<b>Household Operations</b>			
Child Care	\$485,913,014	\$563,544,193	\$77,631,179
Lawn and Garden (16)	\$423,871,012	\$491,592,934	\$67,721,922
Moving/Storage/Freight Express	\$61,735,024	\$71,567,347	\$9,832,323
Housekeeping Supplies (17)	\$686,906,284	\$795,959,632	\$109,053,348
<b>Insurance</b>			
Owners and Renters Insurance	\$514,938,000	\$597,008,651	\$82,070,651
Vehicle Insurance	\$1,625,120,993	\$1,883,001,370	\$257,880,377
Life/Other Insurance	\$531,964,345	\$616,770,508	\$84,806,163
Health Insurance	\$3,609,677,491	\$4,183,479,504	\$573,802,013
Personal Care Products (18)	\$445,099,637	\$515,782,399	\$70,682,762
School Books and Supplies (19)	\$115,750,177	\$134,140,877	\$18,390,700
Smoking Products	\$332,398,469	\$384,759,800	\$52,361,331
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$2,160,906,041	\$2,504,865,865	\$343,959,824
Gasoline and Motor Oil	\$2,067,613,828	\$2,395,884,178	\$328,270,350
Vehicle Maintenance and Repairs	\$958,310,996	\$1,110,628,239	\$152,317,243
<b>Travel</b>			
Airline Fares	\$583,804,131	\$677,018,325	\$93,214,194
Lodging on Trips	\$635,956,443	\$737,639,470	\$101,683,027
Auto/Truck Rental on Trips	\$50,191,790	\$58,210,504	\$8,018,714
Food and Drink on Trips	\$536,857,433	\$622,535,742	\$85,678,309

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Demand Outlook

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	52.7%	Population	32,273	32,407
City Lights (8A)	21.5%	Households	12,063	12,134
Parks and Rec (5C)	8.9%	Families	8,305	8,328
Workday Drive (4A)	5.8%	Median Age	41.7	42.1
Savvy Suburbanites (1D)	5.1%	Median Household	\$97,587	\$111,187
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		113	\$2,715.39	\$32,755,752
Women's		113	\$521.26	\$6,287,986
Children's		113	\$951.51	\$11,478,063
Footwear		107	\$377.60	\$4,555,023
Watches & Jewelry		115	\$655.22	\$7,903,939
Apparel Products and Services (1)		107	\$156.80	\$1,891,510
		127	\$76.25	\$919,747
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$222.98	\$2,689,843
Portable Memory		108	\$5.33	\$64,270
Computer Software		124	\$13.54	\$163,360
Computer Accessories		106	\$21.64	\$261,036
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		112	\$4,109.34	\$49,570,914
Membership Fees for Clubs (2)		128	\$1,075.05	\$12,968,361
Fees for Participant Sports, excl. Trips		125	\$352.28	\$4,249,538
Fees for Participant Sports, excl. Trips		116	\$152.52	\$1,839,859
Tickets to Theatre/Operas/Concerts		139	\$127.71	\$1,540,591
Tickets to Movies		110	\$69.37	\$836,793
Tickets to Parks or Museums		112	\$43.34	\$522,840
Admission to Sporting Events, excl. Trips		123	\$90.38	\$1,090,292
Fees for Recreational Lessons		149	\$237.63	\$2,866,471
Dating Services		133	\$1.82	\$21,977
TV/Video/Audio		106	\$1,410.06	\$17,009,551
Cable and Satellite Television Services		108	\$990.88	\$11,953,000
Televisions		100	\$127.43	\$1,537,220
Satellite Dishes		83	\$1.49	\$17,977
VCRs, Video Cameras, and DVD Players		101	\$5.61	\$67,716
Miscellaneous Video Equipment		121	\$21.39	\$258,055
Video Cassettes and DVDs		94	\$8.18	\$98,686
Video Game Hardware/Accessories		91	\$30.07	\$362,742
Video Game Software		91	\$16.55	\$199,589
Rental/Streaming/Downloaded Video		92	\$73.44	\$885,926
Installation of Televisions		150	\$1.26	\$15,226
Audio (3)		108	\$130.93	\$1,579,452
Rental and Repair of TV/Radio/Sound Equipment		84	\$2.82	\$33,962
Pets		107	\$882.16	\$10,641,536
Toys/Games/Crafts/Hobbies (4)		101	\$132.34	\$1,596,394
Recreational Vehicles and Fees (5)		130	\$166.18	\$2,004,601
Sports/Recreation/Exercise Equipment (6)		98	\$201.57	\$2,431,547
Photo Equipment and Supplies (7)		109	\$57.01	\$687,695
Reading (8)		119	\$138.94	\$1,676,082
Catered Affairs (9)		139	\$46.43	\$560,108
<b>Food</b>				
Food at Home		111	\$11,641.07	\$140,426,246
Bakery and Cereal Products		111	\$6,864.81	\$82,810,223
Meats, Poultry, Fish, and Eggs		113	\$898.04	\$10,833,057
Dairy Products		112	\$1,498.27	\$18,073,610
Fruits and Vegetables		113	\$704.98	\$8,504,190
Fruits and Vegetables		115	\$1,381.00	\$16,659,025
Snacks and Other Food at Home (10)		107	\$2,382.52	\$28,740,342
Food Away from Home		111	\$4,776.26	\$57,616,022
Alcoholic Beverages		121	\$862.27	\$10,401,523

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	120	\$37,161.19	\$448,275,412
Value of Retirement Plans	127	\$145,017.32	\$1,749,343,898
Value of Other Financial Assets	124	\$12,120.11	\$146,204,915
Vehicle Loan Amount excluding Interest	91	\$2,961.20	\$35,720,944
Value of Credit Card Debt	117	\$3,674.87	\$44,329,967
<b>Health</b>			
Nonprescription Drugs	95	\$166.80	\$2,012,121
Prescription Drugs	95	\$358.89	\$4,329,320
Eyeglasses and Contact Lenses	110	\$121.05	\$1,460,180
<b>Home</b>			
Mortgage Payment and Basics (11)	132	\$15,959.22	\$192,516,059
Maintenance and Remodeling Services	126	\$4,112.54	\$49,609,514
Maintenance and Remodeling Materials (12)	108	\$759.86	\$9,166,222
Utilities, Fuel, and Public Services	106	\$6,016.24	\$72,573,944
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	115	\$132.17	\$1,594,343
Furniture	111	\$805.51	\$9,716,843
Rugs	122	\$43.70	\$527,107
Major Appliances (14)	111	\$474.72	\$5,726,550
Housewares (15)	108	\$108.56	\$1,309,615
Small Appliances	105	\$62.93	\$759,106
Luggage	112	\$21.34	\$257,398
Telephones and Accessories	124	\$141.06	\$1,701,649
<b>Household Operations</b>			
Child Care	125	\$754.10	\$9,096,751
Lawn and Garden (16)	113	\$641.62	\$7,739,851
Moving/Storage/Freight Express	98	\$79.14	\$954,646
Housekeeping Supplies (17)	106	\$941.89	\$11,362,023
<b>Insurance</b>			
Owners and Renters Insurance	104	\$735.90	\$8,877,107
Vehicle Insurance	102	\$2,153.45	\$25,977,046
Life/Other Insurance	117	\$800.65	\$9,658,209
Health Insurance	108	\$5,050.74	\$60,927,095
Personal Care Products (18)	108	\$612.78	\$7,392,010
School Books and Supplies (19)	108	\$160.45	\$1,935,504
Smoking Products	88	\$383.50	\$4,626,215
<b>Transportation</b>			
Payments on Vehicles excluding Leases	95	\$2,826.66	\$34,097,961
Gasoline and Motor Oil	103	\$2,807.41	\$33,865,847
Vehicle Maintenance and Repairs	102	\$1,288.25	\$15,540,111
<b>Travel</b>			
Airline Fares	126	\$897.64	\$10,828,268
Lodging on Trips	122	\$981.60	\$11,841,020
Auto/Truck Rental on Trips	121	\$75.59	\$911,803
Food and Drink on Trips	118	\$799.39	\$9,643,085

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February 14, 2023





## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Pleasantville (2B)	16.4%	Population	342,284	341,704
Family Foundations (12A)	12.9%	Households	135,753	135,650
City Lights (8A)	10.1%	Families	87,550	87,466
Savvy Suburbanites (1D)	8.7%	Median Age	43.8	44.1
Golden Years (9B)	6.5%	Median Household	\$86,015	\$101,298
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		115	\$2,764.22	\$375,250,953
Women's		116	\$534.60	\$72,573,727
Children's		115	\$968.83	\$131,521,892
Footwear		109	\$383.35	\$52,041,162
Watches & Jewelry		116	\$659.05	\$89,468,414
Apparel Products and Services (1)		114	\$166.24	\$22,568,137
		126	\$75.42	\$10,238,652
<b>Computer</b>				
Computers and Hardware for Home Use		116	\$220.76	\$29,968,226
Portable Memory		112	\$5.52	\$749,881
Computer Software		121	\$13.18	\$1,789,613
Computer Accessories		111	\$22.82	\$3,097,321
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		113	\$4,146.03	\$562,835,503
Membership Fees for Clubs (2)		122	\$1,025.63	\$139,232,699
Fees for Participant Sports, excl. Trips		122	\$343.71	\$46,659,593
Fees for Participant Sports, excl. Trips		117	\$153.88	\$20,889,770
Tickets to Theatre/Operas/Concerts		129	\$118.09	\$16,031,390
Tickets to Movies		112	\$70.44	\$9,562,391
Tickets to Parks or Museums		111	\$42.65	\$5,789,461
Admission to Sporting Events, excl. Trips		120	\$88.12	\$11,962,983
Fees for Recreational Lessons		129	\$206.88	\$28,083,994
Dating Services		136	\$1.86	\$253,118
TV/Video/Audio		111	\$1,477.37	\$200,558,082
Cable and Satellite Television Services		112	\$1,027.32	\$139,461,287
Televisions		108	\$138.08	\$18,744,799
Satellite Dishes		99	\$1.78	\$241,159
VCRs, Video Cameras, and DVD Players		108	\$5.99	\$813,513
Miscellaneous Video Equipment		118	\$20.87	\$2,832,504
Video Cassettes and DVDs		104	\$9.06	\$1,229,826
Video Game Hardware/Accessories		103	\$33.85	\$4,595,127
Video Game Software		103	\$18.79	\$2,550,385
Rental/Streaming/Downloaded Video		103	\$82.31	\$11,173,559
Installation of Televisions		135	\$1.13	\$152,844
Audio (3)		111	\$134.89	\$18,312,048
Rental and Repair of TV/Radio/Sound Equipment		99	\$3.32	\$451,029
Pets		108	\$898.66	\$121,996,335
Toys/Games/Crafts/Hobbies (4)		106	\$139.93	\$18,995,598
Recreational Vehicles and Fees (5)		119	\$152.39	\$20,687,558
Sports/Recreation/Exercise Equipment (6)		104	\$212.21	\$28,808,100
Photo Equipment and Supplies (7)		112	\$58.71	\$7,970,250
Reading (8)		119	\$139.03	\$18,873,518
Catered Affairs (9)		127	\$42.51	\$5,770,521
<b>Food</b>				
Food at Home		113	\$11,864.95	\$1,610,702,497
Bakery and Cereal Products		113	\$6,985.87	\$948,353,080
Meats, Poultry, Fish, and Eggs		114	\$904.32	\$122,763,885
Dairy Products		113	\$1,518.33	\$206,118,327
Fruits and Vegetables		114	\$707.20	\$96,003,928
Snacks and Other Food at Home (10)		115	\$1,383.14	\$187,765,241
Food Away from Home		111	\$2,472.89	\$335,701,699
Alcoholic Beverages		113	\$4,879.08	\$662,349,417
		120	\$855.82	\$116,179,676

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	122	\$37,854.95	\$5,138,922,852
Value of Retirement Plans	123	\$140,325.34	\$19,049,586,228
Value of Other Financial Assets	125	\$12,264.21	\$1,664,903,269
Vehicle Loan Amount excluding Interest	103	\$3,330.85	\$452,172,526
Value of Credit Card Debt	116	\$3,642.36	\$494,461,134
<b>Health</b>			
Nonprescription Drugs	104	\$183.38	\$24,894,318
Prescription Drugs	105	\$398.57	\$54,106,786
Eyeglasses and Contact Lenses	112	\$123.38	\$16,749,536
<b>Home</b>			
Mortgage Payment and Basics (11)	121	\$14,616.99	\$1,984,299,995
Maintenance and Remodeling Services	119	\$3,886.50	\$527,604,662
Maintenance and Remodeling Materials (12)	106	\$746.31	\$101,313,178
Utilities, Fuel, and Public Services	110	\$6,228.96	\$845,599,793
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	115	\$132.67	\$18,009,986
Furniture	113	\$819.53	\$111,253,961
Rugs	120	\$42.76	\$5,805,155
Major Appliances (14)	112	\$478.73	\$64,988,606
Housewares (15)	112	\$112.45	\$15,265,339
Small Appliances	110	\$65.74	\$8,924,550
Luggage	115	\$21.83	\$2,962,891
Telephones and Accessories	120	\$137.03	\$18,602,512
<b>Household Operations</b>			
Child Care	117	\$707.26	\$96,012,545
Lawn and Garden (16)	113	\$642.85	\$87,268,257
Moving/Storage/Freight Express	107	\$86.22	\$11,705,281
Housekeeping Supplies (17)	111	\$981.42	\$133,230,703
<b>Insurance</b>			
Owners and Renters Insurance	108	\$766.73	\$104,086,321
Vehicle Insurance	108	\$2,280.19	\$309,542,225
Life/Other Insurance	116	\$796.05	\$108,066,657
Health Insurance	112	\$5,245.66	\$712,113,954
Personal Care Products (18)	112	\$632.97	\$85,927,817
School Books and Supplies (19)	111	\$164.06	\$22,272,198
Smoking Products	101	\$440.01	\$59,732,738
<b>Transportation</b>			
Payments on Vehicles excluding Leases	103	\$3,061.99	\$415,674,115
Gasoline and Motor Oil	107	\$2,918.60	\$396,208,544
Vehicle Maintenance and Repairs	108	\$1,360.09	\$184,636,309
<b>Travel</b>			
Airline Fares	121	\$866.28	\$117,600,729
Lodging on Trips	119	\$956.76	\$129,883,199
Auto/Truck Rental on Trips	119	\$74.33	\$10,090,968
Food and Drink on Trips	117	\$792.55	\$107,591,343

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
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Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

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February 14, 2023



## Retail Goods and Services Expenditures

Roslyn Downtown  
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Top Tapestry Segments	Percen	Demographic Summary	2022	2027
Parks and Rec (5C)	8.2%	Population	1,954,732	1,943,155
Savvy Suburbanites (1D)	7.2%	Households	754,697	752,335
Fresh Ambitions (13D)	7.0%	Families	476,523	475,262
Pleasantville (2B)	6.9%	Median Age	39.9	40.9
Golden Years (9B)	5.5%	Median Household	\$73,903	\$86,938
		Spending Potential	Average Amount	
		Index	Spent	Total
<b>Apparel and Services</b>				
Men's		107	\$2,578.66	\$1,946,105,858
Women's		107	\$495.97	\$374,309,456
Children's		106	\$892.87	\$673,849,166
Footwear		104	\$365.31	\$275,694,780
Watches & Jewelry		110	\$625.49	\$472,051,938
Apparel Products and Services (1)		104	\$151.50	\$114,334,146
		115	\$68.85	\$51,958,330
<b>Computer</b>				
Computers and Hardware for Home Use		106	\$201.45	\$152,035,994
Portable Memory		104	\$5.12	\$3,863,646
Computer Software		112	\$12.26	\$9,255,834
Computer Accessories		103	\$21.08	\$15,906,766
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		103	\$3,787.51	\$2,858,425,077
Membership Fees for Clubs (2)		109	\$915.17	\$690,679,823
Fees for Participant Sports, excl. Trips		109	\$308.16	\$232,570,887
Tickets to Theatre/Operas/Concerts		105	\$137.33	\$103,644,848
Tickets to Movies		114	\$104.26	\$78,686,068
Tickets to Parks or Museums		104	\$65.94	\$49,766,927
Admission to Sporting Events, excl. Trips		101	\$39.01	\$29,440,355
Fees for Recreational Lessons		106	\$77.90	\$58,787,425
Dating Services		113	\$180.80	\$136,445,711
TV/Video/Audio		129	\$1.77	\$1,337,601
Cable and Satellite Television Services		103	\$1,376.51	\$1,038,850,102
Televisions		104	\$951.11	\$717,800,117
Satellite Dishes		102	\$130.31	\$98,343,984
VCRs, Video Cameras, and DVD Players		94	\$1.69	\$1,278,437
Miscellaneous Video Equipment		101	\$5.63	\$4,249,222
Video Cassettes and DVDs		109	\$19.20	\$14,487,729
Video Game Hardware/Accessories		101	\$8.83	\$6,663,962
Video Game Software		102	\$33.46	\$25,249,576
Rental/Streaming/Downloaded Video		103	\$18.74	\$14,146,529
Installation of Televisions		100	\$79.47	\$59,977,396
Audio (3)		113	\$0.95	\$715,098
Rental and Repair of TV/Radio/Sound Equipment		102	\$123.83	\$93,451,378
Pets		98	\$3.29	\$2,486,675
Toys/Games/Crafts/Hobbies (4)		98	\$814.45	\$614,660,069
Recreational Vehicles and Fees (5)		101	\$132.61	\$100,079,850
Sports/Recreation/Exercise Equipment (6)		101	\$129.95	\$98,070,049
Photo Equipment and Supplies (7)		97	\$199.35	\$150,449,924
Reading (8)		104	\$54.14	\$40,861,827
Catered Affairs (9)		108	\$126.81	\$95,706,000
		117	\$38.92	\$29,372,191
<b>Food</b>				
Food at Home		105	\$11,047.21	\$8,337,296,726
Bakery and Cereal Products		105	\$6,505.67	\$4,909,807,525
Meats, Poultry, Fish, and Eggs		106	\$840.99	\$634,694,666
Dairy Products		106	\$1,415.56	\$1,068,316,612
Fruits and Vegetables		105	\$656.01	\$495,089,427
Snacks and Other Food at Home (10)		107	\$1,281.84	\$967,399,829
Food Away from Home		103	\$2,311.27	\$1,744,306,991
Alcoholic Beverages		105	\$4,541.54	\$3,427,489,201
		108	\$770.12	\$581,211,021

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February 14, 2023





## Retail Goods and Services Expenditures

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$32,593.95	\$24,598,555,082
Value of Retirement Plans	106	\$120,725.48	\$91,111,156,207
Value of Other Financial Assets	107	\$10,485.54	\$7,913,407,507
Vehicle Loan Amount excluding Interest	98	\$3,168.02	\$2,390,893,836
Value of Credit Card Debt	106	\$3,333.77	\$2,515,985,727
<b>Health</b>			
Nonprescription Drugs	97	\$171.12	\$129,144,376
Prescription Drugs	97	\$367.38	\$277,258,258
Eyeglasses and Contact Lenses	102	\$112.44	\$84,856,791
<b>Home</b>			
Mortgage Payment and Basics (11)	104	\$12,574.28	\$9,489,767,764
Maintenance and Remodeling Services	102	\$3,331.06	\$2,513,942,042
Maintenance and Remodeling Materials (12)	93	\$652.33	\$492,312,327
Utilities, Fuel, and Public Services	103	\$5,802.28	\$4,378,962,630
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	107	\$122.72	\$92,617,413
Furniture	104	\$756.29	\$570,771,370
Rugs	105	\$37.59	\$28,366,874
Major Appliances (14)	100	\$430.26	\$324,713,334
Housewares (15)	102	\$102.47	\$77,330,106
Small Appliances	103	\$61.66	\$46,534,781
Luggage	105	\$20.04	\$15,121,742
Telephones and Accessories	111	\$126.25	\$95,282,607
<b>Household Operations</b>			
Child Care	107	\$643.85	\$485,913,014
Lawn and Garden (16)	99	\$561.64	\$423,871,012
Moving/Storage/Freight Express	101	\$81.80	\$61,735,024
Housekeeping Supplies (17)	103	\$910.17	\$686,906,284
<b>Insurance</b>			
Owners and Renters Insurance	96	\$682.31	\$514,938,000
Vehicle Insurance	102	\$2,153.34	\$1,625,120,993
Life/Other Insurance	103	\$704.87	\$531,964,345
Health Insurance	102	\$4,782.95	\$3,609,677,491
Personal Care Products (18)	104	\$589.77	\$445,099,637
School Books and Supplies (19)	103	\$153.37	\$115,750,177
Smoking Products	101	\$440.44	\$332,398,469
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,863.28	\$2,160,906,041
Gasoline and Motor Oil	100	\$2,739.66	\$2,067,613,828
Vehicle Maintenance and Repairs	101	\$1,269.80	\$958,310,996
<b>Travel</b>			
Airline Fares	108	\$773.56	\$583,804,131
Lodging on Trips	105	\$842.66	\$635,956,443
Auto/Truck Rental on Trips	106	\$66.51	\$50,191,790
Food and Drink on Trips	105	\$711.35	\$536,857,433

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## Retail Goods and Services Expenditures

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- (1) Apparel Products and Services** includes 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.
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- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
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- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
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- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
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- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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,

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary	2022	2027
Population	32,273	32,407
Population 18+	25,262	25,631
Households	12,063	12,134
Median Household Income	\$97,587	\$111,187

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,832	54.8%	100
Bought any women's clothing in last 12 months	12,318	48.8%	100
Bought any shoes in last 12 months	18,756	74.2%	103
Bought any fine jewelry in last 12 months	5,193	20.6%	107
Bought a watch in last 12 months	3,470	13.7%	96
Automobiles (Households)			
HH owns/leases any vehicle	11,052	91.6%	102
HH bought/leased new vehicle last 12 months	1,494	12.4%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	22,632	89.6%	101
Bought/changed motor oil in last 12 months	10,886	43.1%	90
Had tune-up in last 12 months	6,403	25.3%	103
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	8,410	33.3%	85
Drank beer/ale in last 6 months	11,191	44.3%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,002	11.9%	121
Own digital SLR camera/camcorder	3,067	12.1%	124
Printed digital photos in last 12 months	7,072	28.0%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,770	30.8%	94
Have a smartphone	23,499	93.0%	101
Have a smartphone: Android phone (any brand)	8,851	35.0%	88
Have a smartphone: Apple iPhone	14,955	59.2%	112
Number of cell phones in household: 1	2,892	24.0%	78
Number of cell phones in household: 2	4,762	39.5%	103
Number of cell phones in household: 3+	4,273	35.4%	122
HH has cell phone only (no landline telephone)	6,832	56.6%	85
Computers (Households)			
HH owns a computer	10,574	87.7%	108
HH owns desktop computer	5,206	43.2%	114
HH owns laptop/notebook	8,564	71.0%	108
HH owns any Apple/Mac brand computer	3,635	30.1%	135
HH owns any PC/non-Apple brand computer	8,244	68.3%	103
HH purchased most recent computer in a store	4,819	39.9%	108
HH purchased most recent computer online	2,902	24.1%	107
HH spent \$1-\$499 on most recent home computer	1,563	13.0%	84
HH spent \$500-\$999 on most recent home computer	2,435	20.2%	106
HH spent \$1,000-\$1,499 on most recent home computer	1,734	14.4%	120
HH spent \$1,500-\$1,999 on most recent home computer	823	6.8%	130
HH spent \$2,000+ on most recent home computer	700	5.8%	123

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023



## Retail Market Potential

Roslyn Downtown  
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Drive Time: 5 minute radius

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Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	15,057	59.6%	95
Bought brewed coffee at convenience store in last 30 days	3,750	14.8%	120
Bought cigarettes at convenience store in last 30 days	1,329	5.3%	73
Bought gas at convenience store in last 30 days	7,426	29.4%	78
Spent at convenience store in last 30 days: \$1-19	1,960	7.8%	102
Spent at convenience store in last 30 days: \$20-\$39	2,702	10.7%	104
Spent at convenience store in last 30 days: \$40-\$50	2,201	8.7%	102
Spent at convenience store in last 30 days: \$51-\$99	1,238	4.9%	81
Spent at convenience store in last 30 days: \$100+	4,253	16.8%	82
Entertainment (Adults)			
Attended a movie in last 6 months	13,301	52.7%	110
Went to live theater in last 12 months	3,322	13.2%	131
Went to a bar/night club in last 12 months	4,698	18.6%	110
Dined out in last 12 months	13,751	54.4%	107
Gambled at a casino in last 12 months	3,449	13.7%	120
Visited a theme park in last 12 months	4,188	16.6%	116
Viewed movie (video-on-demand) in last 30 days	4,884	19.3%	149
Viewed TV show (video-on-demand) in last 30 days	3,194	12.6%	149
Watched any pay-per-view TV in last 12 months	2,126	8.4%	131
Downloaded a movie over the Internet in last 30 days	1,988	7.9%	103
Downloaded any individual song in last 6 months	5,401	21.4%	109
Used internet to watch a movie online in the last 30 days	8,754	34.7%	101
Used internet to watch a TV program online in last 30 days	5,831	23.1%	105
Played a video/electronic game (console) in last 12 months	2,902	11.5%	98
Played a video/electronic game (portable) in last 12 months	1,652	6.5%	110
Financial (Adults)			
Have home mortgage (1st)	10,533	41.7%	116
Used ATM/cash machine in last 12 months	16,594	65.7%	109
Own any stock	3,820	15.1%	126
Own U.S. savings bond	1,946	7.7%	125
Own shares in mutual fund (stock)	3,569	14.1%	127
Own shares in mutual fund (bonds)	2,217	8.8%	125
Have interest checking account	9,862	39.0%	110
Have non-interest checking account	9,101	36.0%	102
Have savings account	18,830	74.5%	109
Have 401K retirement savings plan	6,322	25.0%	115
Own/used any credit/debit card in last 12 months	23,421	92.7%	104
Avg monthly credit card expenditures: \$1-110	2,639	10.4%	87
Avg monthly credit card expenditures: \$111-\$225	2,388	9.5%	120
Avg monthly credit card expenditures: \$226-\$450	2,514	10.0%	113
Avg monthly credit card expenditures: \$451-\$700	2,311	9.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	2,234	8.8%	118
Avg monthly credit card expenditures: \$1001-2000	2,997	11.9%	119
Avg monthly credit card expenditures: \$2001+	2,703	10.7%	120
Did banking online in last 12 months	14,670	58.1%	109
Did banking on mobile device in last 12 months	11,278	44.6%	107

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	11,415	94.6%	100
HH used chicken (fresh or frozen) in last 6 months	8,458	70.1%	102
HH used turkey (fresh or frozen) in last 6 months	1,742	14.4%	100
HH used fish/seafood (fresh or frozen) in last 6 months	7,270	60.3%	103
HH used fresh fruit/vegetables in last 6 months	10,968	90.9%	104
HH used fresh milk in last 6 months	9,952	82.5%	99
HH used organic food in last 6 months	3,980	33.0%	132
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,302	44.7%	110
Exercise at club 2+ times per week	4,354	17.2%	126
Visited a doctor in last 12 months	20,903	82.7%	104
Used vitamin/dietary supplement in last 6 months	16,240	64.3%	106
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	4,438	36.8%	107
HH used any maid/professional cleaning service in last 12 months	2,983	24.7%	121
HH purchased low ticket HH furnishings in last 12 months	2,742	22.7%	105
HH purchased big ticket HH furnishings in last 12 months	3,109	25.8%	99
HH bought any small kitchen appliance in last 12 months	3,142	26.0%	102
HH bought any large kitchen appliance in last 12 months	1,816	15.1%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	12,716	50.3%	104
Carry medical/hospital/accident insurance	21,953	86.9%	107
Carry homeowner/personal property insurance	15,178	60.1%	106
Carry renter's insurance	2,674	10.6%	99
HH has auto insurance: 1 vehicle in household covered	3,304	27.4%	93
HH has auto insurance: 2 vehicles in household covered	4,158	34.5%	111
HH has auto insurance: 3+ vehicles in household covered	3,061	25.4%	102
<b>Pets (Households)</b>			
Household owns any pet	6,353	52.7%	100
Household owns any cat	2,550	21.1%	92
Household owns any dog	4,580	38.0%	96
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	8,207	32.5%	92
Buy based on quality not price	4,400	17.4%	101
Buy on credit rather than wait	3,631	14.4%	109
Only use coupons brands: usually buy	3,474	13.8%	101
Will pay more for environmentally safe products	3,797	15.0%	110
Buy based on price not brands	6,888	27.3%	95
Am interested in how to help the environment	5,659	22.4%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,070	20.1%	116
Bought hardcover book in last 12 months	6,692	26.5%	109
Bought paperback book in last 12 month	8,382	33.2%	106
Read any daily newspaper (paper version)	4,508	17.8%	116
Read any digital newspaper in last 30 days	13,623	53.9%	109
Read any magazine (paper/electronic version) in last 6 months	22,955	90.9%	103

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February 14, 2023





## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	16,856	66.7%	100
Went to family restaurant/steak house: 4+ times a month	4,748	18.8%	91
Went to fast food/drive-in restaurant in last 6 months	22,464	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	8,698	34.4%	91
Fast food restaurant last 6 months: eat in	5,177	20.5%	90
Fast food restaurant last 6 months: home delivery	3,216	12.7%	110
Fast food restaurant last 6 months: take-out/drive-thru	12,744	50.4%	90
Fast food restaurant last 6 months: take-out/walk-in	6,257	24.8%	116
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	15,679	62.1%	110
Own any e-reader	3,743	14.8%	121
Own e-reader/tablet: iPad	10,636	42.1%	121
HH has Internet connectable TV	5,365	44.5%	104
Own any portable MP3 player	4,130	16.3%	120
HH owns 1 TV	2,143	17.8%	90
HH owns 2 TVs	3,260	27.0%	98
HH owns 3 TVs	2,691	22.3%	101
HH owns 4+ TVs	2,868	23.8%	115
HH subscribes to cable TV	5,633	46.7%	126
HH subscribes to fiber optic	1,418	11.8%	217
HH owns portable GPS navigation device	2,717	22.5%	110
HH purchased video game system in last 12 months	1,586	13.1%	170
HH owns any Internet video device for TV	5,880	48.7%	107
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	14,892	59.0%	111
Took 3+ domestic non-business trips in last 12 months	3,612	14.3%	113
Spent on domestic vacations in last 12 months: \$1-999	3,380	13.4%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,651	6.5%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,122	4.4%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,052	4.2%	111
Spent on domestic vacations in last 12 months: \$3,000+	2,246	8.9%	139
Domestic travel in last 12 months: used general travel website	1,970	7.8%	131
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,800	42.8%	128
Took 3+ foreign trips by plane in last 3 years	2,866	11.3%	143
Spent on foreign vacations in last 12 months: \$1-999	2,501	9.9%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,173	4.6%	121
Spent on foreign vacations in last 12 months: \$3,000+	2,102	8.3%	138
Foreign travel in last 3 years: used general travel website	2,413	9.6%	146
Nights spent in hotel/motel in last 12 months: any	12,309	48.7%	108
Took cruise of more than one day in last 3 years	3,040	12.0%	111
Member of any frequent flyer program	7,978	31.6%	128
Member of any hotel rewards program	7,528	29.8%	115

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
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Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
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Demographic Summary		2022	2027	
Population		342,284	341,704	
Population 18+		274,806	276,344	
Households		135,753	135,650	
Median Household Income		\$86,015	\$101,298	
Product/Consumer Behavior		Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)				
Bought any men's clothing in last 12 months		147,845	53.8%	98
Bought any women's clothing in last 12 months		135,449	49.3%	101
Bought any shoes in last 12 months		201,415	73.3%	101
Bought any fine jewelry in last 12 months		55,416	20.2%	105
Bought a watch in last 12 months		38,001	13.8%	97
Automobiles (Households)				
HH owns/leases any vehicle		120,911	89.1%	99
HH bought/leased new vehicle last 12 months		14,466	10.7%	111
Automotive Aftermarket (Adults)				
Bought gasoline in last 6 months		243,536	88.6%	100
Bought/changed motor oil in last 12 months		119,365	43.4%	91
Had tune-up in last 12 months		68,330	24.9%	101
Beverages (Adults)				
Drank non-diet (regular)in last 6 months		96,757	35.2%	90
Drank beer/ale in last 6 months		117,840	42.9%	105
Cameras (Adults)				
Own digital point & shoot camera/camcorder		28,755	10.5%	107
Own digital SLR camera/camcorder		29,966	10.9%	111
Printed digital photos in last 12 months		72,300	26.3%	104
Cell Phones (Adults/Households)				
Bought cell phone in last 12 months		83,896	30.5%	93
Have a smartphone		254,116	92.5%	101
Have a smartphone: Android phone (any brand)		95,056	34.6%	87
Have a smartphone: Apple iPhone		160,885	58.5%	111
Number of cell phones in household: 1		40,743	30.0%	98
Number of cell phones in household: 2		50,553	37.2%	97
Number of cell phones in household: 3+		42,137	31.0%	107
HH has cell phone only (no landline telephone)		81,494	60.0%	90
Computers (Households)				
HH owns a computer		115,113	84.8%	104
HH owns desktop computer		55,585	40.9%	108
HH owns laptop/notebook		92,449	68.1%	104
HH owns any Apple/Mac brand computer		36,485	26.9%	120
HH owns any PC/non-Apple brand computer		91,056	67.1%	101
HH purchased most recent computer in a store		51,943	38.3%	103
HH purchased most recent computer online		32,153	23.7%	105
HH spent \$1-\$499 on most recent home computer		19,014	14.0%	90
HH spent \$500-\$999 on most recent home computer		25,824	19.0%	100
HH spent \$1,000-\$1,499 on most recent home computer		18,228	13.4%	112
HH spent \$1,500-\$1,999 on most recent home computer		8,696	6.4%	122
HH spent \$2,000+ on most recent home computer		7,501	5.5%	117

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	161,722	58.8%	94
Bought brewed coffee at convenience store in last 30 days	34,860	12.7%	102
Bought cigarettes at convenience store in last 30 days	14,993	5.5%	76
Bought gas at convenience store in last 30 days	85,564	31.1%	83
Spent at convenience store in last 30 days: \$1-19	21,869	8.0%	105
Spent at convenience store in last 30 days: \$20-\$39	28,708	10.4%	102
Spent at convenience store in last 30 days: \$40-\$50	22,092	8.0%	94
Spent at convenience store in last 30 days: \$51-\$99	14,044	5.1%	85
Spent at convenience store in last 30 days: \$100+	44,384	16.2%	79
Entertainment (Adults)			
Attended a movie in last 6 months	138,261	50.3%	105
Went to live theater in last 12 months	34,258	12.5%	124
Went to a bar/night club in last 12 months	48,527	17.7%	104
Dined out in last 12 months	143,910	52.4%	103
Gambled at a casino in last 12 months	34,974	12.7%	112
Visited a theme park in last 12 months	42,006	15.3%	107
Viewed movie (video-on-demand) in last 30 days	49,052	17.8%	138
Viewed TV show (video-on-demand) in last 30 days	31,462	11.4%	135
Watched any pay-per-view TV in last 12 months	21,292	7.7%	121
Downloaded a movie over the Internet in last 30 days	22,424	8.2%	107
Downloaded any individual song in last 6 months	55,054	20.0%	102
Used internet to watch a movie online in the last 30 days	94,332	34.3%	100
Used internet to watch a TV program online in last 30 days	63,147	23.0%	105
Played a video/electronic game (console) in last 12 months	29,010	10.6%	90
Played a video/electronic game (portable) in last 12 months	15,594	5.7%	95
Financial (Adults)			
Have home mortgage (1st)	104,444	38.0%	105
Used ATM/cash machine in last 12 months	172,911	62.9%	104
Own any stock	41,592	15.1%	126
Own U.S. savings bond	20,409	7.4%	120
Own shares in mutual fund (stock)	38,564	14.0%	126
Own shares in mutual fund (bonds)	24,120	8.8%	125
Have interest checking account	105,229	38.3%	108
Have non-interest checking account	96,376	35.1%	99
Have savings account	196,620	71.5%	104
Have 401K retirement savings plan	65,692	23.9%	110
Own/used any credit/debit card in last 12 months	250,168	91.0%	103
Avg monthly credit card expenditures: \$1-110	29,484	10.7%	90
Avg monthly credit card expenditures: \$111-\$225	23,265	8.5%	107
Avg monthly credit card expenditures: \$226-\$450	25,070	9.1%	104
Avg monthly credit card expenditures: \$451-\$700	23,930	8.7%	108
Avg monthly credit card expenditures: \$701-\$1,000	22,692	8.3%	110
Avg monthly credit card expenditures: \$1001-2000	30,366	11.0%	111
Avg monthly credit card expenditures: \$2001+	31,101	11.3%	127
Did banking online in last 12 months	153,178	55.7%	105
Did banking on mobile device in last 12 months	120,329	43.8%	105

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	127,991	94.3%	100
HH used chicken (fresh or frozen) in last 6 months	93,035	68.5%	100
HH used turkey (fresh or frozen) in last 6 months	20,159	14.8%	102
HH used fish/seafood (fresh or frozen) in last 6 months	82,764	61.0%	105
HH used fresh fruit/vegetables in last 6 months	121,123	89.2%	102
HH used fresh milk in last 6 months	111,129	81.9%	99
HH used organic food in last 6 months	40,102	29.5%	118
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	120,815	44.0%	108
Exercise at club 2+ times per week	45,091	16.4%	120
Visited a doctor in last 12 months	223,165	81.2%	102
Used vitamin/dietary supplement in last 6 months	174,741	63.6%	105
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	46,324	34.1%	100
HH used any maid/professional cleaning service in last 12 months	33,025	24.3%	119
HH purchased low ticket HH furnishings in last 12 months	29,293	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	34,310	25.3%	97
HH bought any small kitchen appliance in last 12 months	34,016	25.1%	98
HH bought any large kitchen appliance in last 12 months	19,651	14.5%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	139,034	50.6%	105
Carry medical/hospital/accident insurance	232,430	84.6%	104
Carry homeowner/personal property insurance	155,483	56.6%	100
Carry renter's insurance	31,283	11.4%	107
HH has auto insurance: 1 vehicle in household covered	41,779	30.8%	105
HH has auto insurance: 2 vehicles in household covered	42,528	31.3%	101
HH has auto insurance: 3+ vehicles in household covered	30,709	22.6%	91
<b>Pets (Households)</b>			
Household owns any pet	63,123	46.5%	89
Household owns any cat	26,135	19.3%	84
Household owns any dog	45,522	33.5%	85
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	90,461	32.9%	93
Buy based on quality not price	49,385	18.0%	105
Buy on credit rather than wait	38,536	14.0%	106
Only use coupons brands: usually buy	37,715	13.7%	101
Will pay more for environmentally safe products	40,905	14.9%	109
Buy based on price not brands	73,739	26.8%	93
Am interested in how to help the environment	61,465	22.4%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	52,024	18.9%	109
Bought hardcover book in last 12 months	71,760	26.1%	107
Bought paperback book in last 12 month	90,026	32.8%	105
Read any daily newspaper (paper version)	51,125	18.6%	121
Read any digital newspaper in last 30 days	149,972	54.6%	110
Read any magazine (paper/electronic version) in last 6 months	249,240	90.7%	102

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	181,971	66.2%	99
Went to family restaurant/steak house: 4+ times a month	55,743	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	245,004	89.2%	99
Went to fast food/drive-in restaurant 9+ times/month	94,829	34.5%	91
Fast food restaurant last 6 months: eat in	56,471	20.5%	90
Fast food restaurant last 6 months: home delivery	32,700	11.9%	103
Fast food restaurant last 6 months: take-out/drive-thru	141,598	51.5%	92
Fast food restaurant last 6 months: take-out/walk-in	66,498	24.2%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	164,684	59.9%	107
Own any e-reader	40,267	14.7%	120
Own e-reader/tablet: iPad	110,932	40.4%	116
HH has Internet connectable TV	58,543	43.1%	101
Own any portable MP3 player	41,358	15.0%	110
HH owns 1 TV	25,778	19.0%	97
HH owns 2 TVs	37,524	27.6%	101
HH owns 3 TVs	29,551	21.8%	98
HH owns 4+ TVs	29,873	22.0%	106
HH subscribes to cable TV	61,845	45.6%	123
HH subscribes to fiber optic	12,663	9.3%	172
HH owns portable GPS navigation device	28,171	20.8%	101
HH purchased video game system in last 12 months	13,506	9.9%	128
HH owns any Internet video device for TV	64,335	47.4%	105
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	154,272	56.1%	105
Took 3+ domestic non-business trips in last 12 months	36,868	13.4%	106
Spent on domestic vacations in last 12 months: \$1-999	35,571	12.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,236	6.6%	107
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10,527	3.8%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	10,887	4.0%	105
Spent on domestic vacations in last 12 months: \$3,000+	21,177	7.7%	121
Domestic travel in last 12 months: used general travel website	19,128	7.0%	117
Took foreign trip (including Alaska and Hawaii) in last 3 years	109,751	39.9%	120
Took 3+ foreign trips by plane in last 3 years	28,979	10.5%	133
Spent on foreign vacations in last 12 months: \$1-999	25,687	9.3%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	12,035	4.4%	114
Spent on foreign vacations in last 12 months: \$3,000+	21,581	7.9%	130
Foreign travel in last 3 years: used general travel website	23,610	8.6%	132
Nights spent in hotel/motel in last 12 months: any	131,577	47.9%	106
Took cruise of more than one day in last 3 years	34,882	12.7%	118
Member of any frequent flyer program	86,411	31.4%	127
Member of any hotel rewards program	79,691	29.0%	112

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 14, 2023





## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		1,954,732	1,943,155
Population 18+		1,545,219	1,547,889
Households		754,697	752,335
Median Household Income		\$73,903	\$86,938
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	824,369	53.3%	97
Bought any women's clothing in last 12 months	756,905	49.0%	101
Bought any shoes in last 12 months	1,125,576	72.8%	101
Bought any fine jewelry in last 12 months	316,601	20.5%	107
Bought a watch in last 12 months	228,208	14.8%	103
Automobiles (Households)			
HH owns/leases any vehicle	654,545	86.7%	97
HH bought/leased new vehicle last 12 months	72,980	9.7%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,326,209	85.8%	97
Bought/changed motor oil in last 12 months	660,351	42.7%	90
Had tune-up in last 12 months	380,760	24.6%	100
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	583,163	37.7%	96
Drank beer/ale in last 6 months	640,872	41.5%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	150,763	9.8%	100
Own digital SLR camera/camcorder	157,944	10.2%	104
Printed digital photos in last 12 months	394,374	25.5%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	500,610	32.4%	99
Have a smartphone	1,431,311	92.6%	101
Have a smartphone: Android phone (any brand)	576,993	37.3%	94
Have a smartphone: Apple iPhone	862,605	55.8%	106
Number of cell phones in household: 1	237,530	31.5%	103
Number of cell phones in household: 2	280,548	37.2%	97
Number of cell phones in household: 3+	223,729	29.6%	102
HH has cell phone only (no landline telephone)	483,300	64.0%	96
Computers (Households)			
HH owns a computer	616,616	81.7%	101
HH owns desktop computer	292,542	38.8%	102
HH owns laptop/notebook	494,034	65.5%	100
HH owns any Apple/Mac brand computer	186,052	24.7%	110
HH owns any PC/non-Apple brand computer	491,744	65.2%	98
HH purchased most recent computer in a store	274,265	36.3%	98
HH purchased most recent computer online	170,597	22.6%	100
HH spent \$1-\$499 on most recent home computer	106,081	14.1%	91
HH spent \$500-\$999 on most recent home computer	138,627	18.4%	97
HH spent \$1,000-\$1,499 on most recent home computer	93,997	12.5%	104
HH spent \$1,500-\$1,999 on most recent home computer	43,966	5.8%	111
HH spent \$2,000+ on most recent home computer	37,756	5.0%	106

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	938,271	60.7%	97
Bought brewed coffee at convenience store in last 30 days	202,066	13.1%	105
Bought cigarettes at convenience store in last 30 days	101,535	6.6%	92
Bought gas at convenience store in last 30 days	511,651	33.1%	88
Spent at convenience store in last 30 days: \$1-19	120,218	7.8%	102
Spent at convenience store in last 30 days: \$20-\$39	160,665	10.4%	102
Spent at convenience store in last 30 days: \$40-\$50	128,524	8.3%	97
Spent at convenience store in last 30 days: \$51-\$99	82,580	5.3%	89
Spent at convenience store in last 30 days: \$100+	279,907	18.1%	89
Entertainment (Adults)			
Attended a movie in last 6 months	763,537	49.4%	103
Went to live theater in last 12 months	177,996	11.5%	114
Went to a bar/night club in last 12 months	267,107	17.3%	102
Dined out in last 12 months	773,486	50.1%	99
Gambled at a casino in last 12 months	194,112	12.6%	110
Visited a theme park in last 12 months	230,110	14.9%	104
Viewed movie (video-on-demand) in last 30 days	233,006	15.1%	117
Viewed TV show (video-on-demand) in last 30 days	153,698	9.9%	118
Watched any pay-per-view TV in last 12 months	110,382	7.1%	111
Downloaded a movie over the Internet in last 30 days	124,481	8.1%	106
Downloaded any individual song in last 6 months	322,892	20.9%	106
Used internet to watch a movie online in the last 30 days	541,758	35.1%	103
Used internet to watch a TV program online in last 30 days	353,042	22.8%	104
Played a video/electronic game (console) in last 12 months	183,164	11.9%	101
Played a video/electronic game (portable) in last 12 months	96,769	6.3%	105
Financial (Adults)			
Have home mortgage (1st)	550,242	35.6%	99
Used ATM/cash machine in last 12 months	955,487	61.8%	103
Own any stock	204,584	13.2%	110
Own U.S. savings bond	105,273	6.8%	110
Own shares in mutual fund (stock)	195,433	12.6%	113
Own shares in mutual fund (bonds)	121,585	7.9%	112
Have interest checking account	546,010	35.3%	100
Have non-interest checking account	548,593	35.5%	100
Have savings account	1,070,303	69.3%	101
Have 401K retirement savings plan	349,379	22.6%	104
Own/used any credit/debit card in last 12 months	1,381,032	89.4%	101
Avg monthly credit card expenditures: \$1-110	179,138	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	124,427	8.1%	102
Avg monthly credit card expenditures: \$226-\$450	148,080	9.6%	109
Avg monthly credit card expenditures: \$451-\$700	125,342	8.1%	101
Avg monthly credit card expenditures: \$701-\$1,000	116,288	7.5%	100
Avg monthly credit card expenditures: \$1001-2000	156,211	10.1%	101
Avg monthly credit card expenditures: \$2001+	151,284	9.8%	110
Did banking online in last 12 months	840,344	54.4%	103
Did banking on mobile device in last 12 months	667,561	43.2%	103

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	709,537	94.0%	99
HH used chicken (fresh or frozen) in last 6 months	515,788	68.3%	100
HH used turkey (fresh or frozen) in last 6 months	108,844	14.4%	100
HH used fish/seafood (fresh or frozen) in last 6 months	452,787	60.0%	103
HH used fresh fruit/vegetables in last 6 months	662,650	87.8%	100
HH used fresh milk in last 6 months	618,119	81.9%	99
HH used organic food in last 6 months	208,670	27.6%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	657,419	42.5%	105
Exercise at club 2+ times per week	238,317	15.4%	113
Visited a doctor in last 12 months	1,233,262	79.8%	101
Used vitamin/dietary supplement in last 6 months	955,564	61.8%	102
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	243,804	32.3%	94
HH used any maid/professional cleaning service in last 12 months	165,331	21.9%	107
HH purchased low ticket HH furnishings in last 12 months	164,428	21.8%	101
HH purchased big ticket HH furnishings in last 12 months	194,459	25.8%	99
HH bought any small kitchen appliance in last 12 months	188,370	25.0%	98
HH bought any large kitchen appliance in last 12 months	112,606	14.9%	96
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	746,833	48.3%	100
Carry medical/hospital/accident insurance	1,266,392	82.0%	101
Carry homeowner/personal property insurance	826,381	53.5%	95
Carry renter's insurance	180,508	11.7%	110
HH has auto insurance: 1 vehicle in household covered	231,563	30.7%	104
HH has auto insurance: 2 vehicles in household covered	225,449	29.9%	96
HH has auto insurance: 3+ vehicles in household covered	164,807	21.8%	88
<b>Pets (Households)</b>			
Household owns any pet	345,212	45.7%	87
Household owns any cat	145,100	19.2%	84
Household owns any dog	249,407	33.0%	83
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	499,992	32.4%	91
Buy based on quality not price	283,407	18.3%	107
Buy on credit rather than wait	218,934	14.2%	107
Only use coupons brands: usually buy	208,828	13.5%	99
Will pay more for environmentally safe products	234,619	15.2%	111
Buy based on price not brands	423,594	27.4%	95
Am interested in how to help the environment	342,169	22.1%	108
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	281,993	18.2%	105
Bought hardcover book in last 12 months	386,799	25.0%	103
Bought paperback book in last 12 month	503,705	32.6%	104
Read any daily newspaper (paper version)	273,365	17.7%	115
Read any digital newspaper in last 30 days	829,937	53.7%	108
Read any magazine (paper/electronic version) in last 6 months	1,388,042	89.8%	102

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February 14, 2023



## Retail Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,013,306	65.6%	98
Went to family restaurant/steak house: 4+ times a month	313,305	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	1,383,299	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	561,616	36.3%	96
Fast food restaurant last 6 months: eat in	326,294	21.1%	93
Fast food restaurant last 6 months: home delivery	202,458	13.1%	113
Fast food restaurant last 6 months: take-out/drive-thru	813,614	52.7%	94
Fast food restaurant last 6 months: take-out/walk-in	366,682	23.7%	111
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	885,118	57.3%	102
Own any e-reader	211,715	13.7%	112
Own e-reader/tablet: iPad	571,987	37.0%	107
HH has Internet connectable TV	312,784	41.4%	97
Own any portable MP3 player	225,649	14.6%	107
HH owns 1 TV	149,321	19.8%	101
HH owns 2 TVs	207,335	27.5%	100
HH owns 3 TVs	162,995	21.6%	98
HH owns 4+ TVs	158,489	21.0%	101
HH subscribes to cable TV	324,473	43.0%	116
HH subscribes to fiber optic	57,201	7.6%	140
HH owns portable GPS navigation device	146,767	19.4%	95
HH purchased video game system in last 12 months	71,962	9.5%	123
HH owns any Internet video device for TV	351,151	46.5%	103
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	831,443	53.8%	101
Took 3+ domestic non-business trips in last 12 months	192,528	12.5%	99
Spent on domestic vacations in last 12 months: \$1-999	199,824	12.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	94,755	6.1%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	56,254	3.6%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	57,709	3.7%	99
Spent on domestic vacations in last 12 months: \$3,000+	104,923	6.8%	106
Domestic travel in last 12 months: used general travel website	103,380	6.7%	113
Took foreign trip (including Alaska and Hawaii) in last 3 years	574,650	37.2%	112
Took 3+ foreign trips by plane in last 3 years	148,365	9.6%	121
Spent on foreign vacations in last 12 months: \$1-999	134,296	8.7%	120
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	66,436	4.3%	112
Spent on foreign vacations in last 12 months: \$3,000+	108,419	7.0%	117
Foreign travel in last 3 years: used general travel website	120,370	7.8%	119
Nights spent in hotel/motel in last 12 months: any	700,557	45.3%	100
Took cruise of more than one day in last 3 years	181,988	11.8%	109
Member of any frequent flyer program	436,529	28.3%	114
Member of any hotel rewards program	411,792	26.6%	103

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		32,273	32,407
Population 18+		25,262	25,631
Households		12,063	12,134
Median Household Income		\$97,587	\$111,187
Product/Consumer Behavior		Expected Number	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	16,856	66.7%	100
Went to family restaurant/steak house 4+ times/month last 30 days	4,748	18.8%	91
Spent at family restaurant/steak house last 30 days: \$1-30	1,247	4.9%	72
Spent at family restaurant/steak house 30 days: \$31-50	1,832	7.3%	85
Spent at family restaurant/steak house last 30 days: \$51-100	3,597	14.2%	101
Spent at family restaurant/steak house last 30 days: \$101-200	2,448	9.7%	113
Spent at family restaurant/steak house last 30 days: \$201+	1,074	4.3%	108
Spent at fine dining last 30 days: \$1-100	937	3.7%	123
Spent at fine dining last 30 days: \$101+	1,359	5.4%	144
Went to family restaurant last 6 months: for breakfast	2,666	10.6%	104
Went to family restaurant last 6 months: for lunch	3,744	14.8%	93
Went to family restaurant last 6 months: for dinner	10,899	43.1%	102
Went to family restaurant last 6 months: for snack	335	1.3%	86
Went to family restaurant last 6 months: on weekday	7,191	28.5%	101
Went to family restaurant last 6 months: on weekend	9,087	36.0%	99
Went to family restaurant last 6 months: Applebee's	3,414	13.5%	93
Went to family restaurant last 6 months: Bob Evans	496	2.0%	78
Went to family restaurant last 6 months: Buffalo Wild Wings	1,969	7.8%	89
Went to family restaurant last 6 months: California Pizza Kitchen	698	2.8%	155
Went to family restaurant last 6 months: Carrabba's	378	1.5%	75
Went to family restaurant last 6 months: The Cheesecake Factory	2,405	9.5%	155
Went to family restaurant last 6 months: Chili's Grill & Bar	2,018	8.0%	84
Went to family restaurant last 6 months: Cracker Barrel	1,573	6.2%	62
Went to family restaurant last 6 months: Denny's	1,437	5.7%	87
Went to family restaurant last 6 months: Golden Corral	538	2.1%	51
Went to family restaurant last 6 months: IHOP	1,927	7.6%	103
Went to family restaurant last 6 months: Logan's Roadhouse	223	0.9%	39
Went to family restaurant last 6 months: LongHorn Steakhouse	938	3.7%	70
Went to family restaurant last 6 months: Olive Garden	3,318	13.1%	92
Went to family restaurant last 6 months: Outback Steakhouse	1,999	7.9%	110
Went to family restaurant last 6 months: Red Lobster	1,588	6.3%	87
Went to family restaurant last 6 months: Red Robin	1,623	6.4%	106
Went to family restaurant last 6 months: Ruby Tuesday	671	2.7%	95
Went to family restaurant last 6 months: Texas Roadhouse	2,140	8.5%	81
Went to family restaurant last 6 months: T.G.I. Friday's	1,126	4.5%	149
Went to family restaurant last 6 months: Waffle House	673	2.7%	56
Went to family restaurant last 6 months: fast food/drive-in	22,464	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	8,698	34.4%	91
Spent at fast food restaurant last 30 days: <\$1-10	1,004	4.0%	97
Spent at fast food restaurant last 30 days: \$11-\$20	2,003	7.9%	93
Spent at fast food restaurant last 30 days: \$21-\$40	3,938	15.6%	95
Spent at fast food restaurant last 30 days: \$41-\$50	2,316	9.2%	104
Spent at fast food restaurant last 30 days: \$51-\$100	4,476	17.7%	91
Spent at fast food restaurant last 30 days: \$101-\$200	2,547	10.1%	90
Spent at fast food restaurant last 30 days: \$201+	1,097	4.3%	98
Ordered eat-in fast food in the last 6 months	5,177	20.5%	90

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February 14, 2023





## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	5,177	20.5%	90
Went to fast food restaurant in the last 6 months: home delivery	3,216	12.7%	110
Went to fast food restaurant in the last 6 months: take-out/drive-thru	12,744	50.4%	90
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,257	24.8%	116
Went to fast food restaurant in the last 6 months: breakfast	7,747	30.7%	90
Went to fast food restaurant in the last 6 months: lunch	12,130	48.0%	93
Went to fast food restaurant in the last 6 months: dinner	12,408	49.1%	97
Went to fast food restaurant in the last 6 months: snack	3,217	12.7%	103
Went to fast food restaurant in the last 6 months: weekday	14,869	58.9%	96
Went to fast food restaurant in the last 6 months: weekend	12,063	47.8%	95
Went to fast food restaurant in the last 6 months: A & W	389	1.5%	79
Went to fast food restaurant in the last 6 months: Arby's	2,617	10.4%	60
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,235	4.9%	150
Went to fast food restaurant in the last 6 months: Boston Market	942	3.7%	181
Went to fast food restaurant in the last 6 months: Burger King	6,598	26.1%	92
Went to fast food restaurant in the last 6 months: Captain D's	296	1.2%	39
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,679	6.6%	127
Went to fast food restaurant in the last 6 months: Checkers	512	2.0%	76
Went to fast food restaurant in the last 6 months: Chick-fil-A	6,950	27.5%	91
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,640	18.4%	128
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	264	1.0%	73
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	365	1.4%	45
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	727	2.9%	110
Went to fast food restaurant in the last 6 months: Dairy Queen	2,480	9.8%	67
Went to fast food restaurant in the last 6 months: Del Taco	1,375	5.4%	162
Went to fast food restaurant in the last 6 months: Domino's Pizza	3,264	12.9%	87
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	5,674	22.5%	158
Went to fast food restaurant in the last 6 months: Five Guys	2,825	11.2%	119
Went to fast food restaurant in the last 6 months: Hardee's	569	2.3%	43
Went to fast food restaurant in the last 6 months: Jack in the Box	2,026	8.0%	105
Went to fast food restaurant in the last 6 months: Jersey Mike's	1,642	6.5%	118
Went to fast food restaurant in the last 6 months: Jimmy John's	1,040	4.1%	75
Went to fast food restaurant in the last 6 months: KFC	3,879	15.4%	84
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,159	4.6%	71
Went to fast food restaurant in the last 6 months: Little Caesars	1,734	6.9%	58
Went to fast food restaurant in the last 6 months: Long John Silver's	283	1.1%	44
Went to fast food restaurant in the last 6 months: McDonald's	12,305	48.7%	94
Went to fast food restaurant in the last 6 months: Panda Express	2,917	11.5%	101
Went to fast food restaurant in the last 6 months: Panera Bread	3,859	15.3%	123
Went to fast food restaurant in the last 6 months: Papa John's	1,497	5.9%	74
Went to fast food restaurant in the last 6 months: Papa Murphy's	586	2.3%	60
Went to fast food restaurant in the last 6 months: Pizza Hut	2,006	7.9%	62
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,192	12.6%	102
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,520	6.0%	51
Went to fast food restaurant in the last 6 months: Starbucks	5,868	23.2%	120
Went to fast food restaurant in the last 6 months: Steak 'n Shake	458	1.8%	47
Went to fast food restaurant in the last 6 months: Subway	4,277	16.9%	80
Went to fast food restaurant in the last 6 months: Taco Bell	5,948	23.5%	84
Went to fast food restaurant in the last 6 months: Wendy's	6,422	25.4%	98
Went to fast food restaurant in the last 6 months: Whataburger	468	1.9%	34
Went to fast food restaurant in the last 6 months: White Castle	783	3.1%	120
Went to fast food restaurant in the last 6 months: Wing-Stop	637	2.5%	81
Went to fine dining restaurant last month	2,709	10.7%	134
Went to fine dining restaurant 2+ times last month	1,392	5.5%	145

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		342,284	341,704
Population 18+		274,806	276,344
Households		135,753	135,650
Median Household Income		\$86,015	\$101,298
Product/Consumer Behavior		Expected Number	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	181,971	66.2%	99
Went to family restaurant/steak house 4+ times/month last 30 days	55,743	20.3%	98
Spent at family restaurant/steak house last 30 days: \$1-30	15,427	5.6%	82
Spent at family restaurant/steak house 30 days: \$31-50	21,087	7.7%	90
Spent at family restaurant/steak house last 30 days: \$51-100	38,152	13.9%	98
Spent at family restaurant/steak house last 30 days: \$101-200	23,796	8.7%	101
Spent at family restaurant/steak house last 30 days: \$201+	11,606	4.2%	107
Spent at fine dining last 30 days: \$1-100	9,688	3.5%	117
Spent at fine dining last 30 days: \$101+	14,326	5.2%	140
Went to family restaurant last 6 months: for breakfast	27,556	10.0%	99
Went to family restaurant last 6 months: for lunch	40,794	14.8%	93
Went to family restaurant last 6 months: for dinner	113,989	41.5%	98
Went to family restaurant last 6 months: for snack	3,591	1.3%	85
Went to family restaurant last 6 months: on weekday	76,519	27.8%	99
Went to family restaurant last 6 months: on weekend	96,053	35.0%	96
Went to family restaurant last 6 months: Applebee's	37,613	13.7%	94
Went to family restaurant last 6 months: Bob Evans	5,638	2.1%	82
Went to family restaurant last 6 months: Buffalo Wild Wings	22,684	8.3%	95
Went to family restaurant last 6 months: California Pizza Kitchen	6,700	2.4%	137
Went to family restaurant last 6 months: Carrabba's	4,943	1.8%	90
Went to family restaurant last 6 months: The Cheesecake Factory	21,546	7.8%	128
Went to family restaurant last 6 months: Chili's Grill & Bar	23,094	8.4%	88
Went to family restaurant last 6 months: Cracker Barrel	20,114	7.3%	73
Went to family restaurant last 6 months: Denny's	15,410	5.6%	85
Went to family restaurant last 6 months: Golden Corral	8,280	3.0%	72
Went to family restaurant last 6 months: IHOP	19,244	7.0%	95
Went to family restaurant last 6 months: Logan's Roadhouse	4,084	1.5%	66
Went to family restaurant last 6 months: LongHorn Steakhouse	12,950	4.7%	89
Went to family restaurant last 6 months: Olive Garden	35,005	12.7%	89
Went to family restaurant last 6 months: Outback Steakhouse	20,605	7.5%	104
Went to family restaurant last 6 months: Red Lobster	19,052	6.9%	96
Went to family restaurant last 6 months: Red Robin	16,205	5.9%	98
Went to family restaurant last 6 months: Ruby Tuesday	7,364	2.7%	96
Went to family restaurant last 6 months: Texas Roadhouse	23,621	8.6%	82
Went to family restaurant last 6 months: T.G.I. Friday's	10,420	3.8%	127
Went to family restaurant last 6 months: Waffle House	10,161	3.7%	77
Went to family restaurant last 6 months: fast food/drive-in	245,004	89.2%	99
Went to fast food/drive-in restaurant 9+ times/month	94,829	34.5%	91
Spent at fast food restaurant last 30 days: <\$1-10	11,145	4.1%	99
Spent at fast food restaurant last 30 days: \$11-\$20	23,520	8.6%	100
Spent at fast food restaurant last 30 days: \$21-\$40	44,212	16.1%	98
Spent at fast food restaurant last 30 days: \$41-\$50	24,051	8.8%	99
Spent at fast food restaurant last 30 days: \$51-\$100	49,081	17.9%	92
Spent at fast food restaurant last 30 days: \$101-\$200	26,320	9.6%	85
Spent at fast food restaurant last 30 days: \$201+	11,788	4.3%	97
Ordered eat-in fast food in the last 6 months	56,471	20.5%	90

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 15 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	56,471	20.5%	90
Went to fast food restaurant in the last 6 months: home delivery	32,700	11.9%	103
Went to fast food restaurant in the last 6 months: take-out/drive-thru	141,598	51.5%	92
Went to fast food restaurant in the last 6 months: take-out/walk-in	66,498	24.2%	114
Went to fast food restaurant in the last 6 months: breakfast	87,978	32.0%	94
Went to fast food restaurant in the last 6 months: lunch	134,133	48.8%	95
Went to fast food restaurant in the last 6 months: dinner	133,828	48.7%	96
Went to fast food restaurant in the last 6 months: snack	33,979	12.4%	100
Went to fast food restaurant in the last 6 months: weekday	162,429	59.1%	96
Went to fast food restaurant in the last 6 months: weekend	130,234	47.4%	95
Went to fast food restaurant in the last 6 months: A & W	4,582	1.7%	85
Went to fast food restaurant in the last 6 months: Arby's	32,291	11.8%	69
Went to fast food restaurant in the last 6 months: Baskin-Robbins	11,026	4.0%	123
Went to fast food restaurant in the last 6 months: Boston Market	8,975	3.3%	158
Went to fast food restaurant in the last 6 months: Burger King	71,117	25.9%	91
Went to fast food restaurant in the last 6 months: Captain D's	5,465	2.0%	67
Went to fast food restaurant in the last 6 months: Carl's Jr.	13,374	4.9%	93
Went to fast food restaurant in the last 6 months: Checkers	7,614	2.8%	104
Went to fast food restaurant in the last 6 months: Chick-fil-A	76,715	27.9%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	46,844	17.0%	119
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	3,026	1.1%	77
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	7,731	2.8%	88
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	7,460	2.7%	104
Went to fast food restaurant in the last 6 months: Dairy Queen	28,706	10.4%	71
Went to fast food restaurant in the last 6 months: Del Taco	10,264	3.7%	111
Went to fast food restaurant in the last 6 months: Domino's Pizza	35,234	12.8%	86
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	52,710	19.2%	135
Went to fast food restaurant in the last 6 months: Five Guys	29,434	10.7%	114
Went to fast food restaurant in the last 6 months: Hardee's	7,730	2.8%	53
Went to fast food restaurant in the last 6 months: Jack in the Box	17,917	6.5%	85
Went to fast food restaurant in the last 6 months: Jersey Mike's	17,267	6.3%	115
Went to fast food restaurant in the last 6 months: Jimmy John's	13,552	4.9%	90
Went to fast food restaurant in the last 6 months: KFC	43,361	15.8%	87
Went to fast food restaurant in the last 6 months: Krispy Kreme	15,715	5.7%	88
Went to fast food restaurant in the last 6 months: Little Caesars	22,066	8.0%	67
Went to fast food restaurant in the last 6 months: Long John Silver's	4,250	1.5%	61
Went to fast food restaurant in the last 6 months: McDonald's	133,252	48.5%	94
Went to fast food restaurant in the last 6 months: Panda Express	29,305	10.7%	93
Went to fast food restaurant in the last 6 months: Panera Bread	41,576	15.1%	121
Went to fast food restaurant in the last 6 months: Papa John's	18,003	6.6%	82
Went to fast food restaurant in the last 6 months: Papa Murphy's	7,794	2.8%	74
Went to fast food restaurant in the last 6 months: Pizza Hut	25,785	9.4%	73
Went to fast food restaurant in the last 6 months: Popeyes Chicken	39,084	14.2%	115
Went to fast food restaurant in the last 6 months: Sonic Drive-In	22,094	8.0%	68
Went to fast food restaurant in the last 6 months: Starbucks	58,665	21.3%	111
Went to fast food restaurant in the last 6 months: Steak 'n Shake	7,169	2.6%	68
Went to fast food restaurant in the last 6 months: Subway	48,878	17.8%	84
Went to fast food restaurant in the last 6 months: Taco Bell	67,374	24.5%	87
Went to fast food restaurant in the last 6 months: Wendy's	70,176	25.5%	98
Went to fast food restaurant in the last 6 months: Whataburger	8,971	3.3%	59
Went to fast food restaurant in the last 6 months: White Castle	8,627	3.1%	121
Went to fast food restaurant in the last 6 months: Wing-Stop	8,741	3.2%	102
Went to fine dining restaurant last month	28,164	10.2%	128
Went to fine dining restaurant 2+ times last month	14,273	5.2%	136

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Demographic Summary		2022	2027
Population		1,954,732	1,943,155
Population 18+		1,545,219	1,547,889
Households		754,697	752,335
Median Household Income		\$73,903	\$86,938
		Expected Number	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,013,306	65.6%	98
Went to family restaurant/steak house 4+ times/month last 30 days	313,305	20.3%	98
Spent at family restaurant/steak house last 30 days: \$1-30	93,942	6.1%	89
Spent at family restaurant/steak house 30 days: \$31-50	120,520	7.8%	92
Spent at family restaurant/steak house last 30 days: \$51-100	207,977	13.5%	95
Spent at family restaurant/steak house last 30 days: \$101-200	138,681	9.0%	105
Spent at family restaurant/steak house last 30 days: \$201+	61,269	4.0%	101
Spent at fine dining last 30 days: \$1-100	51,547	3.3%	110
Spent at fine dining last 30 days: \$101+	74,816	4.8%	130
Went to family restaurant last 6 months: for breakfast	157,800	10.2%	101
Went to family restaurant last 6 months: for lunch	235,191	15.2%	95
Went to family restaurant last 6 months: for dinner	635,676	41.1%	97
Went to family restaurant last 6 months: for snack	26,242	1.7%	110
Went to family restaurant last 6 months: on weekday	421,311	27.3%	97
Went to family restaurant last 6 months: on weekend	545,869	35.3%	97
Went to family restaurant last 6 months: Applebee`s	221,745	14.4%	98
Went to family restaurant last 6 months: Bob Evans	31,022	2.0%	80
Went to family restaurant last 6 months: Buffalo Wild Wings	131,836	8.5%	98
Went to family restaurant last 6 months: California Pizza Kitchen	32,781	2.1%	119
Went to family restaurant last 6 months: Carrabba's	27,795	1.8%	90
Went to family restaurant last 6 months: The Cheesecake Factory	110,649	7.2%	117
Went to family restaurant last 6 months: Chili`s Grill & Bar	138,136	8.9%	94
Went to family restaurant last 6 months: Cracker Barrel	117,921	7.6%	76
Went to family restaurant last 6 months: Denny`s	92,132	6.0%	91
Went to family restaurant last 6 months: Golden Corral	60,791	3.9%	94
Went to family restaurant last 6 months: IHOP	111,854	7.2%	98
Went to family restaurant last 6 months: Logan`s Roadhouse	24,070	1.6%	69
Went to family restaurant last 6 months: LongHorn Steakhouse	78,028	5.0%	95
Went to family restaurant last 6 months: Olive Garden	211,916	13.7%	96
Went to family restaurant last 6 months: Outback Steakhouse	111,270	7.2%	100
Went to family restaurant last 6 months: Red Lobster	111,904	7.2%	101
Went to family restaurant last 6 months: Red Robin	97,652	6.3%	105
Went to family restaurant last 6 months: Ruby Tuesday	48,623	3.1%	112
Went to family restaurant last 6 months: Texas Roadhouse	141,289	9.1%	87
Went to family restaurant last 6 months: T.G.I. Friday`s	63,816	4.1%	138
Went to family restaurant last 6 months: Waffle House	61,429	4.0%	83
Went to family restaurant last 6 months: fast food/drive-in	1,383,299	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	561,616	36.3%	96
Spent at fast food restaurant last 30 days: <\$1-10	61,510	4.0%	98
Spent at fast food restaurant last 30 days: \$11-\$20	131,990	8.5%	100
Spent at fast food restaurant last 30 days: \$21-\$40	249,794	16.2%	99
Spent at fast food restaurant last 30 days: \$41-\$50	136,137	8.8%	100
Spent at fast food restaurant last 30 days: \$51-\$100	272,438	17.6%	91
Spent at fast food restaurant last 30 days: \$101-\$200	166,453	10.8%	96
Spent at fast food restaurant last 30 days: \$201+	64,587	4.2%	94
Ordered eat-in fast food in the last 6 months	326,294	21.1%	93

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February 14, 2023



## Restaurant Market Potential

Roslyn Downtown  
1168-1168 Easton Rd, Abington, Pennsylvania, 19001  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 40.12377  
Longitude: -75.13286

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	326,294	21.1%	93
Went to fast food restaurant in the last 6 months: home delivery	202,458	13.1%	113
Went to fast food restaurant in the last 6 months: take-out/drive-thru	813,614	52.7%	94
Went to fast food restaurant in the last 6 months: take-out/walk-in	366,682	23.7%	111
Went to fast food restaurant in the last 6 months: breakfast	498,171	32.2%	95
Went to fast food restaurant in the last 6 months: lunch	756,150	48.9%	95
Went to fast food restaurant in the last 6 months: dinner	759,703	49.2%	97
Went to fast food restaurant in the last 6 months: snack	189,381	12.3%	99
Went to fast food restaurant in the last 6 months: weekday	913,569	59.1%	96
Went to fast food restaurant in the last 6 months: weekend	750,286	48.6%	97
Went to fast food restaurant in the last 6 months: A & W	23,474	1.5%	78
Went to fast food restaurant in the last 6 months: Arby's	201,755	13.1%	76
Went to fast food restaurant in the last 6 months: Baskin-Robbins	57,640	3.7%	114
Went to fast food restaurant in the last 6 months: Boston Market	50,473	3.3%	158
Went to fast food restaurant in the last 6 months: Burger King	426,976	27.6%	98
Went to fast food restaurant in the last 6 months: Captain D's	33,835	2.2%	73
Went to fast food restaurant in the last 6 months: Carl's Jr.	80,200	5.2%	99
Went to fast food restaurant in the last 6 months: Checkers	47,570	3.1%	116
Went to fast food restaurant in the last 6 months: Chick-fil-A	438,308	28.4%	94
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	255,968	16.6%	116
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	29,181	1.9%	132
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	49,957	3.2%	101
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	42,396	2.7%	105
Went to fast food restaurant in the last 6 months: Dairy Queen	182,080	11.8%	80
Went to fast food restaurant in the last 6 months: Del Taco	53,824	3.5%	104
Went to fast food restaurant in the last 6 months: Domino's Pizza	225,840	14.6%	98
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	288,754	18.7%	131
Went to fast food restaurant in the last 6 months: Five Guys	157,452	10.2%	109
Went to fast food restaurant in the last 6 months: Hardee's	49,393	3.2%	61
Went to fast food restaurant in the last 6 months: Jack in the Box	106,564	6.9%	90
Went to fast food restaurant in the last 6 months: Jersey Mike's	89,325	5.8%	105
Went to fast food restaurant in the last 6 months: Jimmy John's	75,284	4.9%	89
Went to fast food restaurant in the last 6 months: KFC	269,727	17.5%	96
Went to fast food restaurant in the last 6 months: Krispy Kreme	95,901	6.2%	96
Went to fast food restaurant in the last 6 months: Little Caesars	150,826	9.8%	82
Went to fast food restaurant in the last 6 months: Long John Silver's	26,308	1.7%	67
Went to fast food restaurant in the last 6 months: McDonald's	770,942	49.9%	96
Went to fast food restaurant in the last 6 months: Panda Express	163,151	10.6%	92
Went to fast food restaurant in the last 6 months: Panera Bread	212,996	13.8%	111
Went to fast food restaurant in the last 6 months: Papa John's	114,315	7.4%	93
Went to fast food restaurant in the last 6 months: Papa Murphy's	45,704	3.0%	77
Went to fast food restaurant in the last 6 months: Pizza Hut	168,696	10.9%	85
Went to fast food restaurant in the last 6 months: Popeyes Chicken	224,048	14.5%	117
Went to fast food restaurant in the last 6 months: Sonic Drive-In	133,393	8.6%	73
Went to fast food restaurant in the last 6 months: Starbucks	312,249	20.2%	105
Went to fast food restaurant in the last 6 months: Steak 'n Shake	43,474	2.8%	73
Went to fast food restaurant in the last 6 months: Subway	291,909	18.9%	90
Went to fast food restaurant in the last 6 months: Taco Bell	388,888	25.2%	89
Went to fast food restaurant in the last 6 months: Wendy's	408,755	26.5%	102
Went to fast food restaurant in the last 6 months: Whataburger	58,018	3.8%	68
Went to fast food restaurant in the last 6 months: White Castle	53,119	3.4%	133
Went to fast food restaurant in the last 6 months: Wing-Stop	48,107	3.1%	100
Went to fine dining restaurant last month	150,331	9.7%	121
Went to fine dining restaurant 2+ times last month	74,612	4.8%	127

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