



# Retail MarketPlace Profile

EDIN-APPLE  
 11860 N US Highway 31, Edinburg, Indiana, 46124  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 39.31024  
 Longitude: -85.96543

## Summary Demographics

2015 Population	16,196
2015 Households	6,064
2015 Median Disposable Income	\$40,279
2015 Per Capita Income	\$23,708

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$160,526,070	\$290,462,133	-\$129,936,063	-28.8	165
Total Retail Trade	44-45	\$144,425,951	\$272,386,360	-\$127,960,409	-30.7	140
Total Food & Drink	722	\$16,100,120	\$18,075,772	-\$1,975,652	-5.8	26

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,041,137	\$38,736,748	-\$8,695,611	-12.6	11
Automobile Dealers	4411	\$26,297,587	\$29,116,537	-\$2,818,950	-5.1	3
Other Motor Vehicle Dealers	4412	\$1,774,891	\$6,992,271	-\$5,217,380	-59.5	3
Auto Parts, Accessories & Tire Stores	4413	\$1,968,660	\$2,627,940	-\$659,280	-14.3	5
Furniture & Home Furnishings Stores	442	\$2,886,835	\$1,623,079	\$1,263,756	28.0	4
Furniture Stores	4421	\$1,756,841	\$596,921	\$1,159,920	49.3	3
Home Furnishings Stores	4422	\$1,129,993	\$1,026,158	\$103,835	4.8	1
Electronics & Appliance Stores	443	\$4,571,791	\$2,211,570	\$2,360,221	34.8	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,160,687	\$2,385,205	\$2,775,482	36.8	6
Bldg Material & Supplies Dealers	4441	\$4,164,792	\$1,891,596	\$2,273,196	37.5	4
Lawn & Garden Equip & Supply Stores	4442	\$995,895	\$493,609	\$502,286	33.7	2
Food & Beverage Stores	445	\$21,423,600	\$43,240,245	-\$21,816,645	-33.7	15
Grocery Stores	4451	\$19,340,319	\$39,152,323	-\$19,812,004	-33.9	8
Specialty Food Stores	4452	\$400,306	\$320,835	\$79,471	11.0	3
Beer, Wine & Liquor Stores	4453	\$1,682,976	\$3,767,087	-\$2,084,111	-38.2	3
Health & Personal Care Stores	446,4461	\$13,891,615	\$10,095,617	\$3,795,998	15.8	12
Gasoline Stations	447,4471	\$15,571,336	\$7,061,539	\$8,509,797	37.6	4
Clothing & Clothing Accessories Stores	448	\$8,215,207	\$101,901,274	-\$93,686,067	-85.1	43
Clothing Stores	4481	\$5,676,029	\$86,510,269	-\$80,834,240	-87.7	29
Shoe Stores	4482	\$1,314,151	\$12,205,510	-\$10,891,359	-80.6	11
Jewelry, Luggage & Leather Goods Stores	4483	\$1,225,027	\$3,185,494	-\$1,960,467	-44.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$3,938,964	\$708,742	\$3,230,222	69.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,092,145	\$691,969	\$2,400,176	63.4	3
Book, Periodical & Music Stores	4512	\$846,819	\$0	\$846,819	100.0	0
General Merchandise Stores	452	\$29,727,909	\$50,406,874	-\$20,678,965	-25.8	2
Department Stores Excluding Leased Depts.	4521	\$8,560,726	\$548,446	\$8,012,280	88.0	1
Other General Merchandise Stores	4529	\$21,167,183	\$49,858,427	-\$28,691,244	-40.4	1
Miscellaneous Store Retailers	453	\$4,517,165	\$5,815,801	-\$1,298,636	-12.6	29
Florists	4531	\$134,672	\$114,599	\$20,073	8.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,366,676	\$443,534	\$923,142	51.0	4
Used Merchandise Stores	4533	\$470,378	\$998,197	-\$527,819	-35.9	4
Other Miscellaneous Store Retailers	4539	\$2,545,439	\$4,259,470	-\$1,714,031	-25.2	19
Nonstore Retailers	454	\$4,479,704	\$8,199,667	-\$3,719,963	-29.3	5
Electronic Shopping & Mail-Order Houses	4541	\$3,048,211	\$6,888,234	-\$3,840,023	-38.6	1
Vending Machine Operators	4542	\$265,930	\$0	\$265,930	100.0	0
Direct Selling Establishments	4543	\$1,165,562	\$1,311,434	-\$145,872	-5.9	4
Food Services & Drinking Places	722	\$16,100,120	\$18,075,772	-\$1,975,652	-5.8	26
Full-Service Restaurants	7221	\$5,330,478	\$9,253,517	-\$3,923,039	-26.9	11
Limited-Service Eating Places	7222	\$8,615,179	\$8,394,347	\$220,832	1.3	11
Special Food Services	7223	\$792,826	\$0	\$792,826	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,361,635	\$410,208	\$951,427	53.7	4

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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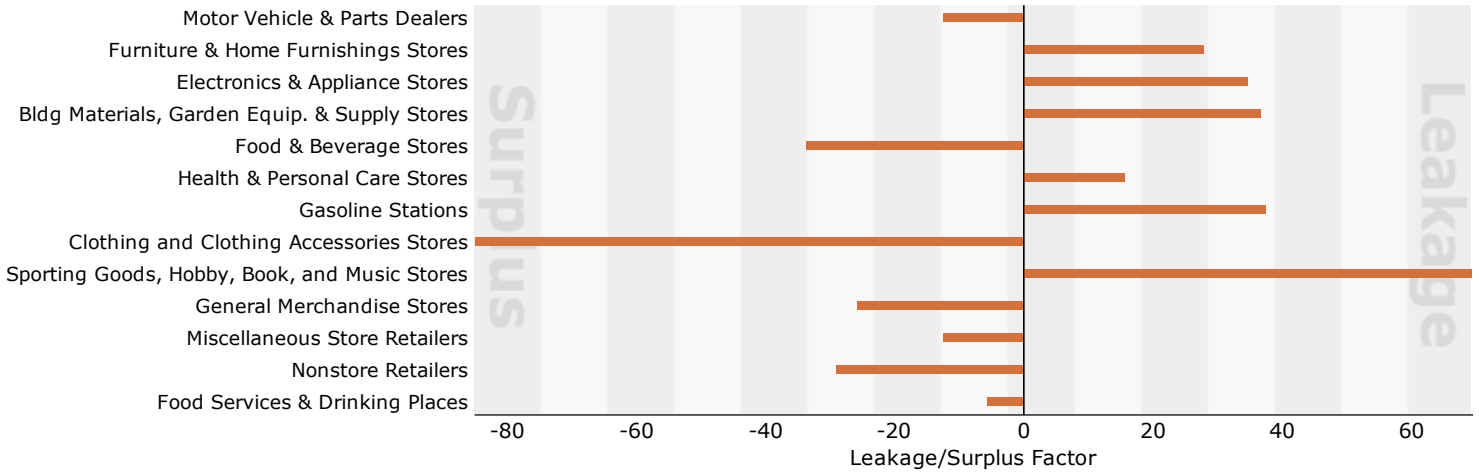


# Retail MarketPlace Profile

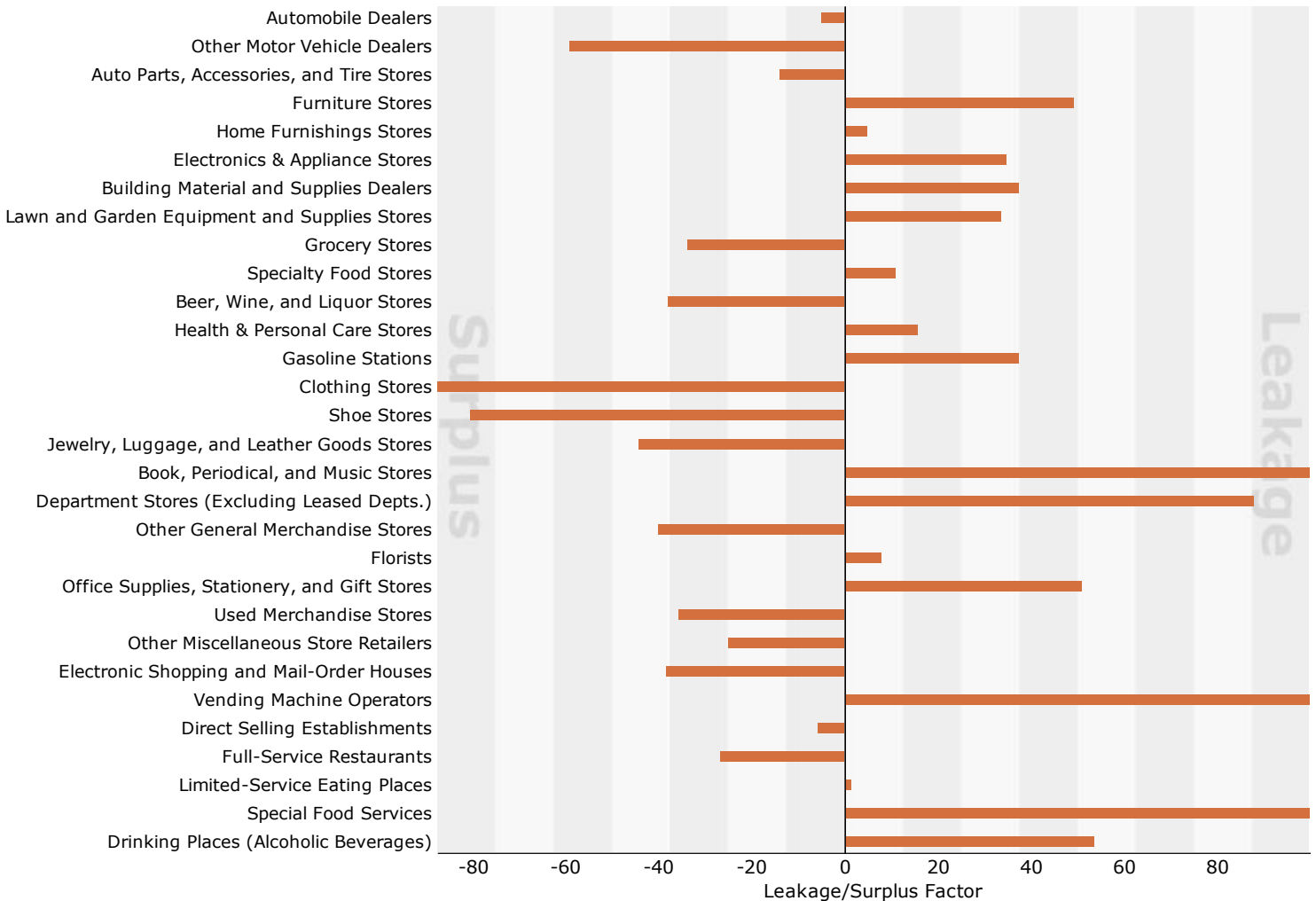
EDIN-APPLE  
 11860 N US Highway 31, Edinburg, Indiana, 46124  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 39.31024  
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

EDIN-APPLE  
 11860 N US Highway 31, Edinburg, Indiana, 46124  
 Drive Time: 15 minute radius

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 Latitude: 39.31024  
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## Summary Demographics

2015 Population	54,738
2015 Households	21,575
2015 Median Disposable Income	\$42,100
2015 Per Capita Income	\$27,998

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$613,185,354	\$793,404,254	-\$180,218,900	-12.8	494
Total Retail Trade	44-45	\$550,982,402	\$715,746,308	-\$164,763,906	-13.0	393
Total Food & Drink	722	\$62,202,952	\$77,657,946	-\$15,454,994	-11.1	101

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$114,223,629	\$76,939,771	\$37,283,858	19.5	35
Automobile Dealers	4411	\$99,856,341	\$58,236,031	\$41,620,310	26.3	11
Other Motor Vehicle Dealers	4412	\$6,781,983	\$7,231,845	-\$449,862	-3.2	5
Auto Parts, Accessories & Tire Stores	4413	\$7,585,305	\$11,471,896	-\$3,886,591	-20.4	18
Furniture & Home Furnishings Stores	442	\$11,216,653	\$10,705,800	\$510,853	2.3	20
Furniture Stores	4421	\$6,802,773	\$3,900,960	\$2,901,813	27.1	12
Home Furnishings Stores	4422	\$4,413,880	\$6,804,840	-\$2,390,960	-21.3	8
Electronics & Appliance Stores	443	\$17,645,879	\$34,886,744	-\$17,240,865	-32.8	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,847,660	\$22,006,927	-\$2,159,267	-5.2	22
Bldg Material & Supplies Dealers	4441	\$16,121,290	\$20,390,781	-\$4,269,491	-11.7	17
Lawn & Garden Equip & Supply Stores	4442	\$3,726,370	\$1,616,146	\$2,110,224	39.5	5
Food & Beverage Stores	445	\$81,552,284	\$102,266,928	-\$20,714,644	-11.3	45
Grocery Stores	4451	\$73,528,132	\$93,495,356	-\$19,967,224	-12.0	26
Specialty Food Stores	4452	\$1,526,344	\$696,366	\$829,978	37.3	9
Beer, Wine & Liquor Stores	4453	\$6,497,808	\$8,075,205	-\$1,577,397	-10.8	11
Health & Personal Care Stores	446,4461	\$52,608,514	\$35,378,444	\$17,230,070	19.6	40
Gasoline Stations	447,4471	\$58,634,587	\$55,206,874	\$3,427,713	3.0	14
Clothing & Clothing Accessories Stores	448	\$32,026,652	\$109,319,718	-\$77,293,066	-54.7	64
Clothing Stores	4481	\$22,130,207	\$92,358,102	-\$70,227,895	-61.3	42
Shoe Stores	4482	\$5,074,834	\$12,491,999	-\$7,417,165	-42.2	12
Jewelry, Luggage & Leather Goods Stores	4483	\$4,821,612	\$4,469,617	\$351,995	3.8	10
Sporting Goods, Hobby, Book & Music Stores	451	\$15,224,673	\$11,597,265	\$3,627,408	13.5	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,926,488	\$9,792,590	\$2,133,898	9.8	21
Book, Periodical & Music Stores	4512	\$3,298,185	\$1,804,676	\$1,493,509	29.3	3
General Merchandise Stores	452	\$113,575,746	\$233,919,611	-\$120,343,865	-34.6	13
Department Stores Excluding Leased Depts.	4521	\$32,992,037	\$42,519,521	-\$9,527,484	-12.6	8
Other General Merchandise Stores	4529	\$80,583,709	\$191,400,089	-\$110,816,380	-40.7	5
Miscellaneous Store Retailers	453	\$17,109,350	\$13,431,030	\$3,678,320	12.0	89
Florists	4531	\$512,605	\$443,177	\$69,428	7.3	6
Office Supplies, Stationery & Gift Stores	4532	\$5,246,022	\$1,447,208	\$3,798,814	56.8	13
Used Merchandise Stores	4533	\$1,827,146	\$2,345,244	-\$518,098	-12.4	14
Other Miscellaneous Store Retailers	4539	\$9,523,577	\$9,195,402	\$328,175	1.8	56
Nonstore Retailers	454	\$17,316,775	\$10,087,196	\$7,229,579	26.4	12
Electronic Shopping & Mail-Order Houses	4541	\$11,811,166	\$6,888,234	\$4,922,932	26.3	1
Vending Machine Operators	4542	\$1,014,851	\$180,079	\$834,772	69.9	1
Direct Selling Establishments	4543	\$4,490,758	\$3,018,883	\$1,471,875	19.6	10
Food Services & Drinking Places	722	\$62,202,952	\$77,657,946	-\$15,454,994	-11.1	101
Full-Service Restaurants	7221	\$20,552,045	\$32,095,238	-\$11,543,193	-21.9	41
Limited-Service Eating Places	7222	\$33,146,209	\$41,470,745	-\$8,324,536	-11.2	50
Special Food Services	7223	\$3,099,799	\$784,731	\$2,315,068	59.6	1
Drinking Places - Alcoholic Beverages	7224	\$5,404,898	\$3,307,233	\$2,097,665	24.1	9

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

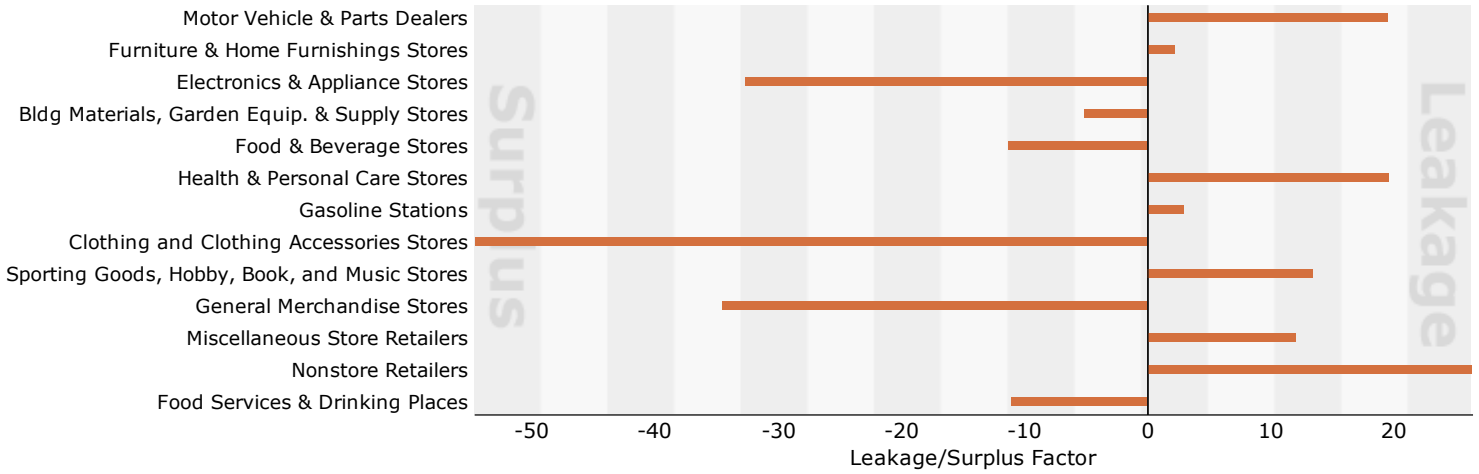
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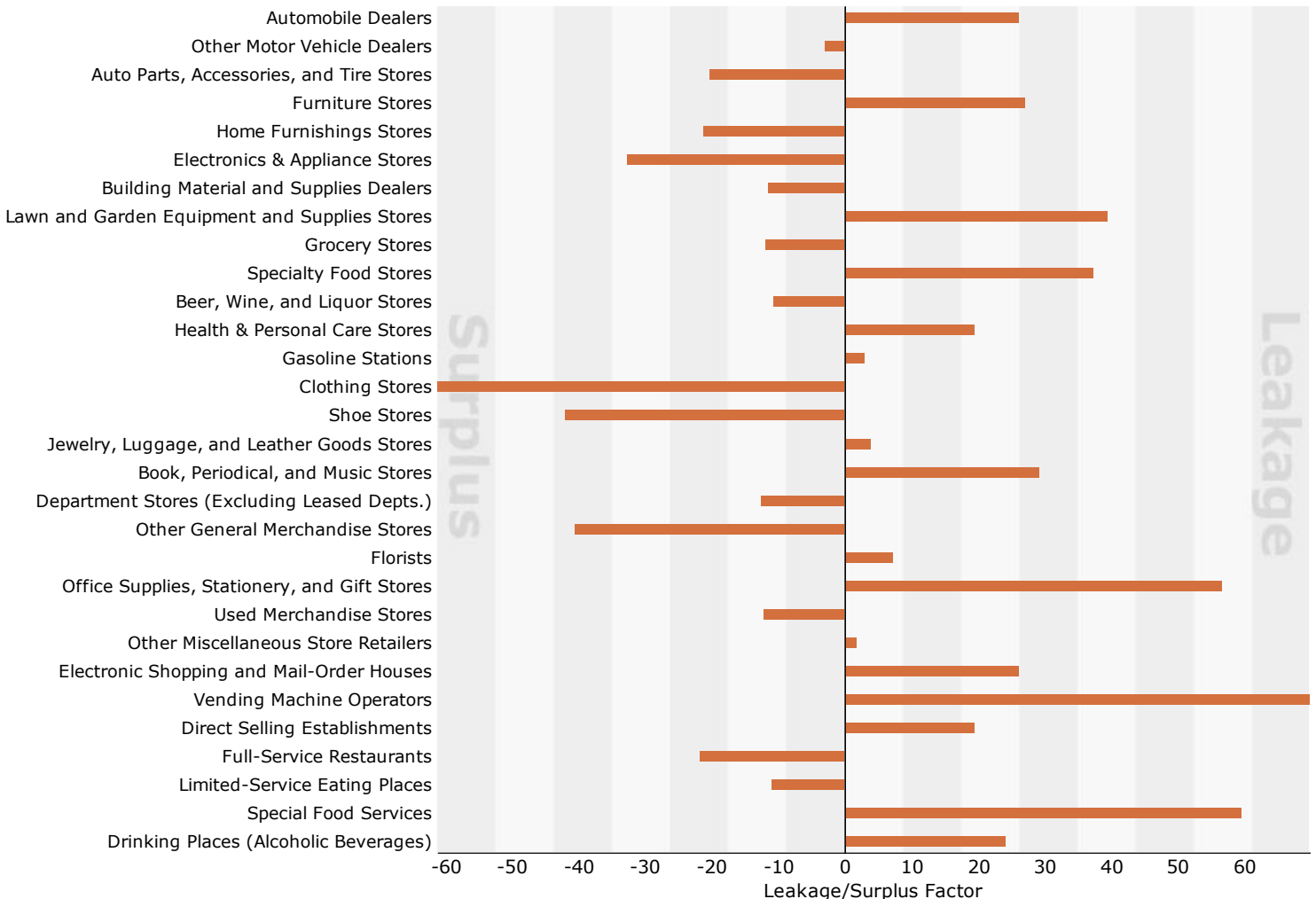
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

EDIN-APPLE  
 11860 N US Highway 31, Edinburg, Indiana, 46124  
 Drive Time: 20 minute radius

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## Summary Demographics

2015 Population	94,211
2015 Households	36,780
2015 Median Disposable Income	\$41,836
2015 Per Capita Income	\$26,587

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,023,399,492	\$1,152,530,357	-\$129,130,865	-5.9	704
Total Retail Trade	44-45	\$920,098,265	\$1,039,308,419	-\$119,210,154	-6.1	557
Total Food & Drink	722	\$103,301,227	\$113,221,937	-\$9,920,710	-4.6	147

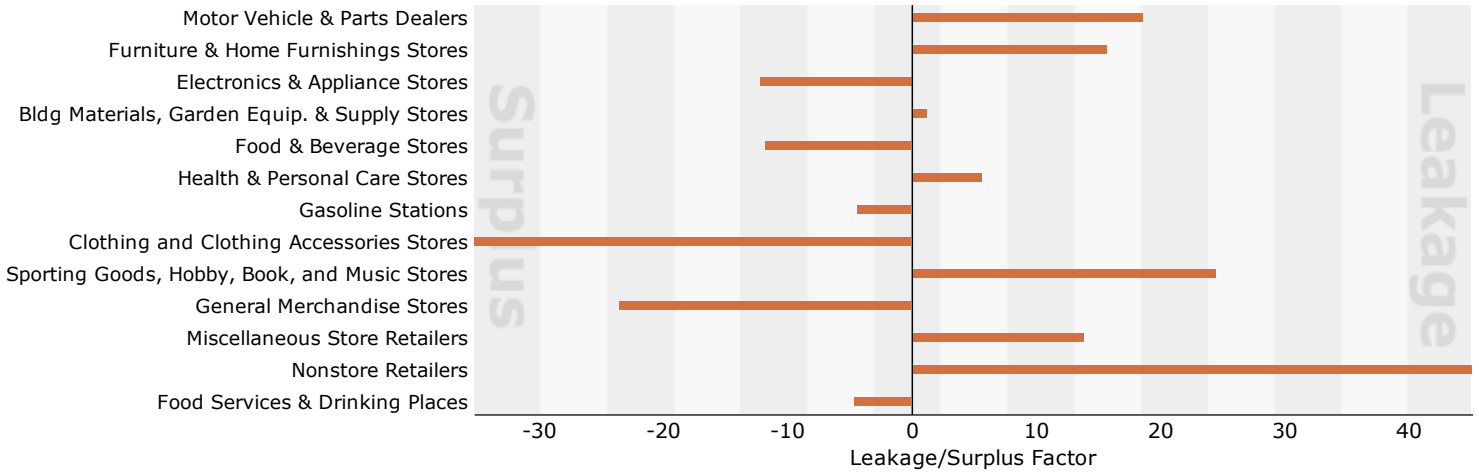
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$191,295,999	\$131,088,298	\$60,207,701	18.7	56
Automobile Dealers	4411	\$167,397,445	\$101,870,936	\$65,526,509	24.3	20
Other Motor Vehicle Dealers	4412	\$11,300,772	\$8,044,166	\$3,256,606	16.8	8
Auto Parts, Accessories & Tire Stores	4413	\$12,597,782	\$21,173,195	-\$8,575,413	-25.4	28
Furniture & Home Furnishings Stores	442	\$18,609,203	\$13,540,510	\$5,068,693	15.8	28
Furniture Stores	4421	\$11,322,645	\$4,773,660	\$6,548,985	40.7	14
Home Furnishings Stores	4422	\$7,286,557	\$8,766,850	-\$1,480,293	-9.2	14
Electronics & Appliance Stores	443	\$29,336,267	\$37,562,630	-\$8,226,363	-12.3	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,885,943	\$32,099,140	\$786,803	1.2	39
Bldg Material & Supplies Dealers	4441	\$26,616,389	\$28,284,982	-\$1,668,593	-3.0	28
Lawn & Garden Equip & Supply Stores	4442	\$6,269,554	\$3,814,158	\$2,455,396	24.4	11
Food & Beverage Stores	445	\$136,212,591	\$173,110,641	-\$36,898,050	-11.9	61
Grocery Stores	4451	\$122,885,118	\$162,070,241	-\$39,185,123	-13.8	35
Specialty Food Stores	4452	\$2,548,241	\$1,109,078	\$1,439,163	39.4	12
Beer, Wine & Liquor Stores	4453	\$10,779,233	\$9,931,321	\$847,912	4.1	13
Health & Personal Care Stores	446,4461	\$88,002,175	\$78,432,660	\$9,569,515	5.7	48
Gasoline Stations	447,4471	\$98,407,853	\$107,570,488	-\$9,162,635	-4.4	28
Clothing & Clothing Accessories Stores	448	\$53,069,637	\$111,093,132	-\$58,023,495	-35.3	74
Clothing Stores	4481	\$36,673,086	\$93,393,561	-\$56,720,475	-43.6	49
Shoe Stores	4482	\$8,441,631	\$12,491,999	-\$4,050,368	-19.3	12
Jewelry, Luggage & Leather Goods Stores	4483	\$7,954,920	\$5,207,572	\$2,747,348	20.9	13
Sporting Goods, Hobby, Book & Music Stores	451	\$25,341,668	\$15,322,317	\$10,019,351	24.6	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,860,351	\$12,101,143	\$7,759,208	24.3	32
Book, Periodical & Music Stores	4512	\$5,481,317	\$3,221,174	\$2,260,143	26.0	5
General Merchandise Stores	452	\$189,564,099	\$306,991,451	-\$117,427,352	-23.6	18
Department Stores Excluding Leased Depts.	4521	\$54,922,122	\$47,826,095	\$7,096,027	6.9	10
Other General Merchandise Stores	4529	\$134,641,977	\$259,165,355	-\$124,523,378	-31.6	7
Miscellaneous Store Retailers	453	\$28,650,213	\$21,657,885	\$6,992,328	13.9	128
Florists	4531	\$855,468	\$867,086	-\$11,618	-0.7	10
Office Supplies, Stationery & Gift Stores	4532	\$8,727,654	\$1,752,792	\$6,974,862	66.6	18
Used Merchandise Stores	4533	\$3,036,009	\$3,468,150	-\$432,141	-6.6	22
Other Miscellaneous Store Retailers	4539	\$16,031,082	\$15,569,858	\$461,224	1.5	77
Nonstore Retailers	454	\$28,722,619	\$10,839,268	\$17,883,351	45.2	18
Electronic Shopping & Mail-Order Houses	4541	\$19,571,109	\$6,888,234	\$12,682,875	47.9	1
Vending Machine Operators	4542	\$1,693,562	\$484,014	\$1,209,548	55.5	2
Direct Selling Establishments	4543	\$7,457,947	\$3,467,021	\$3,990,926	36.5	15
Food Services & Drinking Places	722	\$103,301,227	\$113,221,937	-\$9,920,710	-4.6	147
Full-Service Restaurants	7221	\$34,168,205	\$42,538,277	-\$8,370,072	-10.9	55
Limited-Service Eating Places	7222	\$55,134,421	\$65,908,087	-\$10,773,666	-8.9	78
Special Food Services	7223	\$5,128,946	\$1,194,783	\$3,934,163	62.2	2
Drinking Places - Alcoholic Beverages	7224	\$8,869,655	\$3,580,790	\$5,288,865	42.5	11

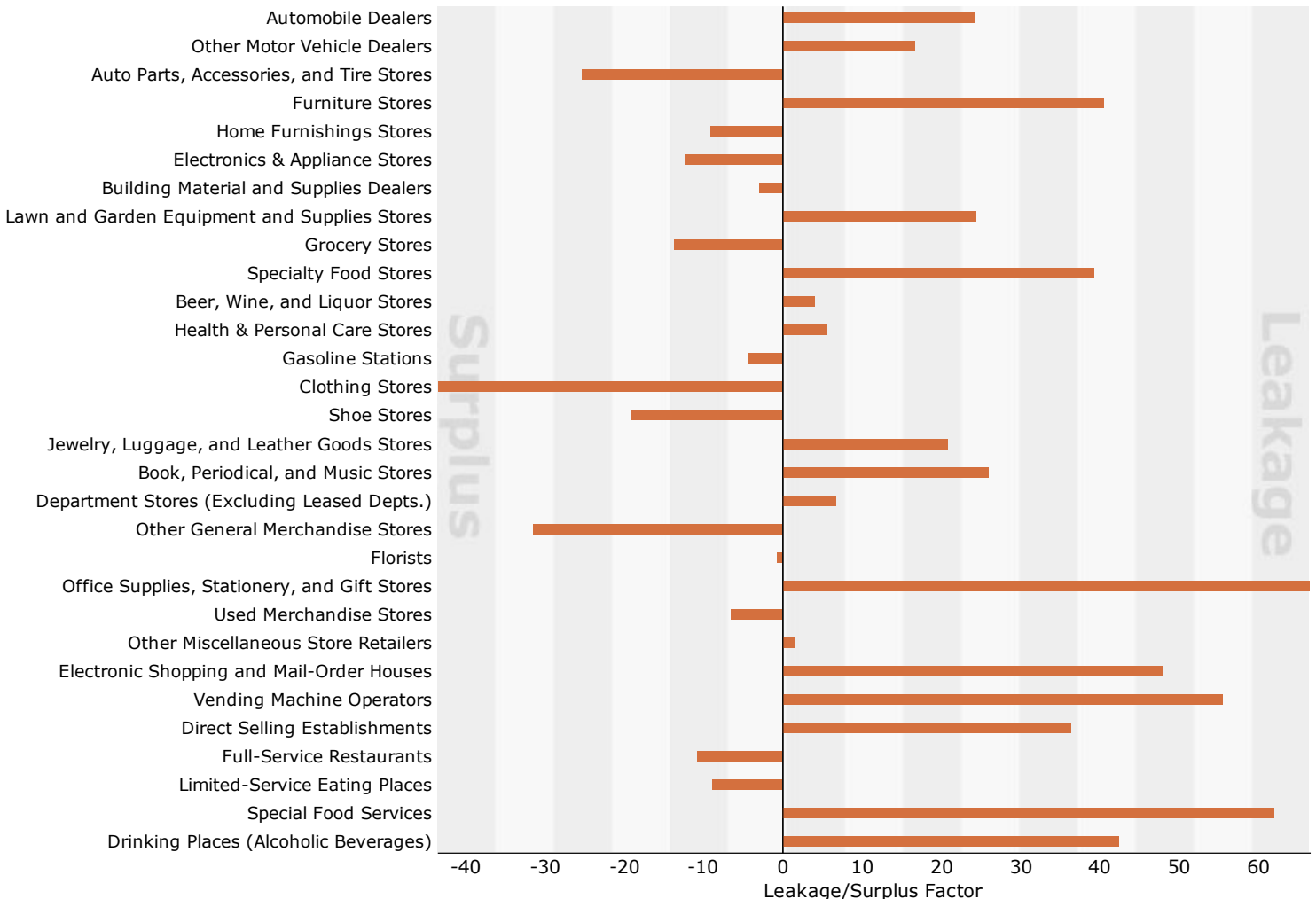
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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