



Retail MarketPlace Profile

INDIANA
 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.60112
 Longitude: -79.19276

Summary Demographics

2015 Population	2,497
2015 Households	1,302
2015 Median Disposable Income	\$36,906
2015 Per Capita Income	\$31,929

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	\$31,412,417	\$129,053,351	-\$97,640,934	-60.8	49
Total Retail Trade	44-45	\$28,331,202	\$117,890,980	-\$89,559,778	-61.2	39
Total Food & Drink	722	\$3,081,215	\$11,162,370	-\$8,081,155	-56.7	10

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,618,089	\$8,425,067	-\$2,806,978	-20.0	6
Automobile Dealers	4411	\$4,991,705	\$6,971,287	-\$1,979,582	-16.5	2
Other Motor Vehicle Dealers	4412	\$273,777	\$267,730	\$6,047	1.1	2
Auto Parts, Accessories & Tire Stores	4413	\$352,607	\$1,186,049	-\$833,442	-54.2	2
Furniture & Home Furnishings Stores	442	\$595,872	\$0	\$595,872	100.0	0
Furniture Stores	4421	\$344,936	\$0	\$344,936	100.0	0
Home Furnishings Stores	4422	\$250,936	\$0	\$250,936	100.0	0
Electronics & Appliance Stores	443	\$729,447	\$641,342	\$88,105	6.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$877,413	\$2,051,382	-\$1,173,969	-40.1	2
Bldg Material & Supplies Dealers	4441	\$730,054	\$2,051,382	-\$1,321,328	-47.5	2
Lawn & Garden Equip & Supply Stores	4442	\$147,359	\$0	\$147,359	100.0	0
Food & Beverage Stores	445	\$5,225,436	\$18,905,909	-\$13,680,473	-56.7	3
Grocery Stores	4451	\$4,538,682	\$18,485,999	-\$13,947,317	-60.6	2
Specialty Food Stores	4452	\$145,439	\$0	\$145,439	100.0	0
Beer, Wine & Liquor Stores	4453	\$541,316	\$0	\$541,316	100.0	0
Health & Personal Care Stores	446,4461	\$1,641,090	\$873,902	\$767,188	30.5	4
Gasoline Stations	447,4471	\$2,755,144	\$7,056,622	-\$4,301,478	-43.8	1
Clothing & Clothing Accessories Stores	448	\$1,700,173	\$11,072,271	-\$9,372,098	-73.4	9
Clothing Stores	4481	\$1,276,518	\$7,563,164	-\$6,286,646	-71.1	5
Shoe Stores	4482	\$270,202	\$1,756,146	-\$1,485,944	-73.3	3
Jewelry, Luggage & Leather Goods Stores	4483	\$153,453	\$1,752,961	-\$1,599,508	-83.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$795,432	\$1,350,430	-\$554,998	-25.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$603,637	\$1,350,430	-\$746,793	-38.2	2
Book, Periodical & Music Stores	4512	\$191,795	\$0	\$191,795	100.0	0
General Merchandise Stores	452	\$4,072,613	\$62,654,073	-\$58,581,460	-87.8	3
Department Stores Excluding Leased Depts.	4521	\$1,746,789	\$10,646,760	-\$8,899,971	-71.8	2
Other General Merchandise Stores	4529	\$2,325,824	\$52,007,312	-\$49,681,488	-91.4	1
Miscellaneous Store Retailers	453	\$881,496	\$3,469,795	-\$2,588,299	-59.5	5
Florists	4531	\$43,371	\$0	\$43,371	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$237,436	\$3,346,190	-\$3,108,754	-86.7	4
Used Merchandise Stores	4533	\$87,673	\$0	\$87,673	100.0	0
Other Miscellaneous Store Retailers	4539	\$513,016	\$89,274	\$423,742	70.4	1
Nonstore Retailers	454	\$3,438,997	\$1,113,919	\$2,325,078	51.1	1
Electronic Shopping & Mail-Order Houses	4541	\$2,929,912	\$0	\$2,929,912	100.0	0
Vending Machine Operators	4542	\$79,818	\$0	\$79,818	100.0	0
Direct Selling Establishments	4543	\$429,267	\$0	\$429,267	100.0	0
Food Services & Drinking Places	722	\$3,081,215	\$11,162,370	-\$8,081,155	-56.7	10
Full-Service Restaurants	7221	\$1,344,210	\$7,124,957	-\$5,780,747	-68.3	3
Limited-Service Eating Places	7222	\$1,407,107	\$3,568,432	-\$2,161,325	-43.4	5
Special Food Services	7223	\$123,266	\$468,982	-\$345,716	-58.4	1
Drinking Places - Alcoholic Beverages	7224	\$206,632	\$0	\$206,632	100.0	0

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

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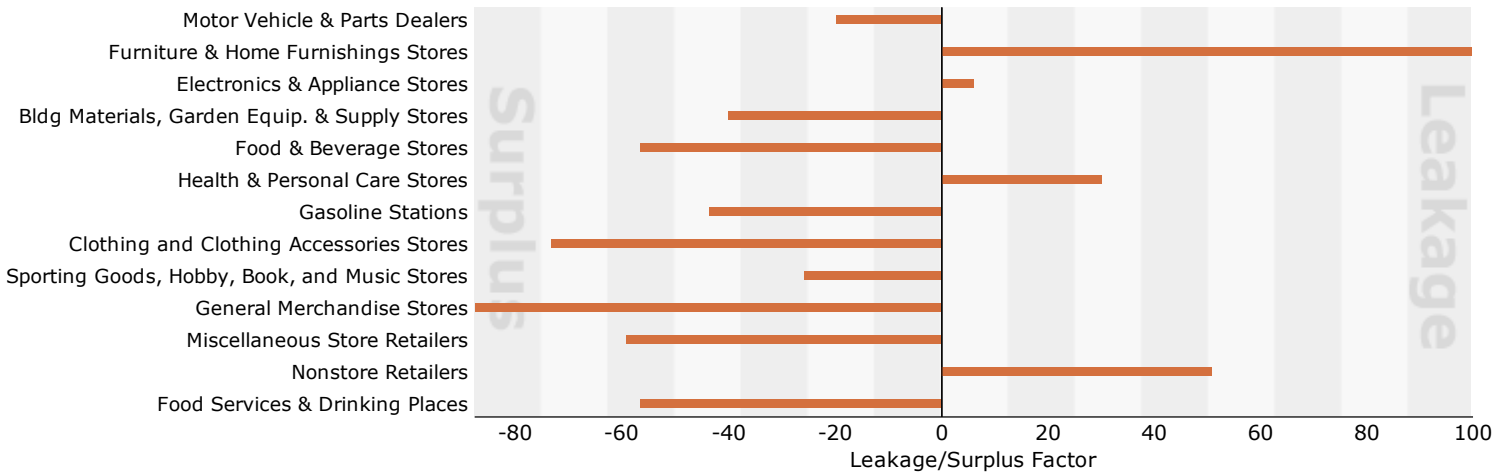


Retail MarketPlace Profile

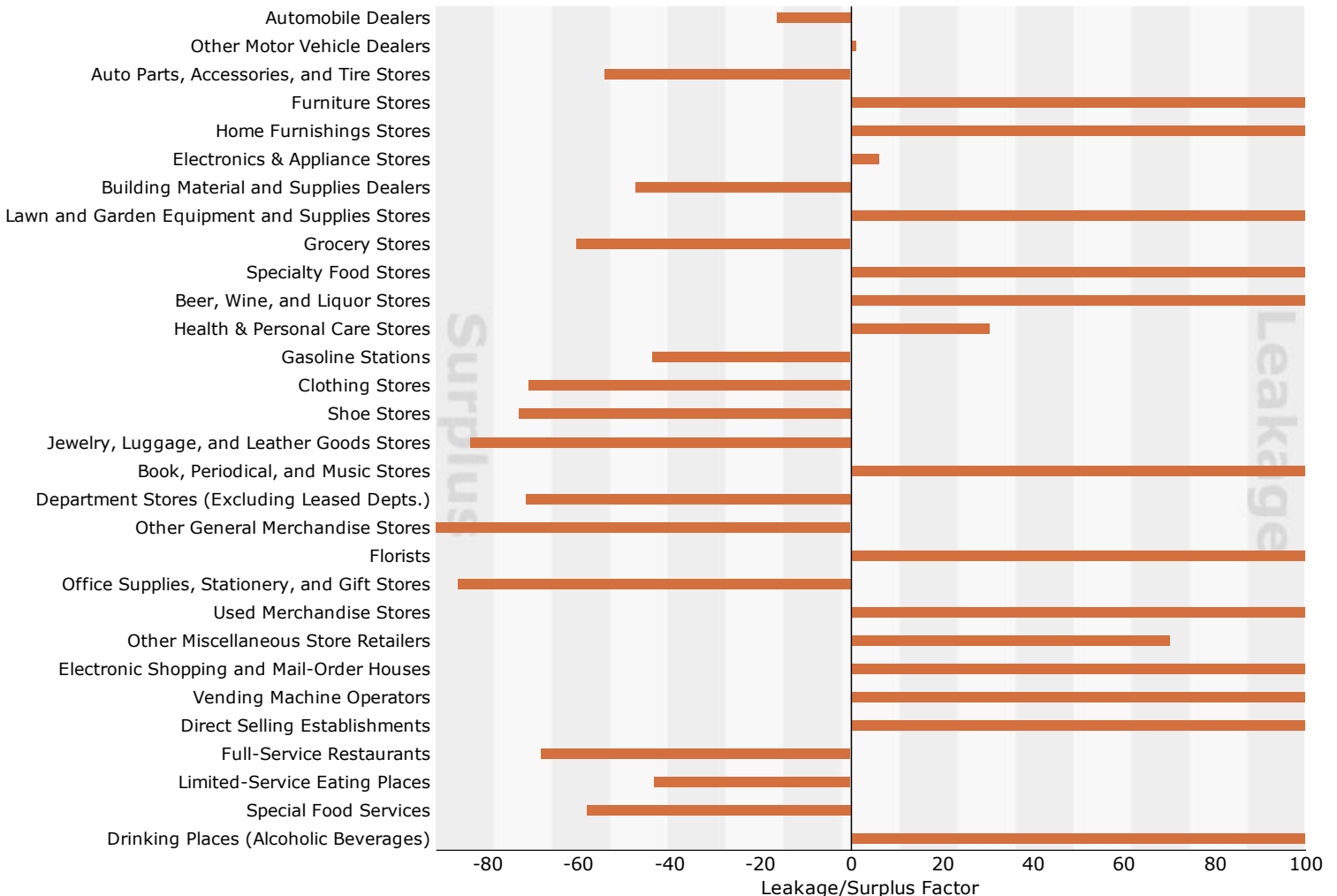
INDIANA
 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.60112
 Longitude: -79.19276

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

INDIANA
 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 40.60112
 Longitude: -79.19276

Summary Demographics

2015 Population	23,280
2015 Households	9,040
2015 Median Disposable Income	\$31,421
2015 Per Capita Income	\$21,745

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	\$196,563,883	\$465,718,339	-\$269,154,456	-40.6	287
Total Retail Trade	44-45	\$176,954,759	\$418,307,754	-\$241,352,995	-40.5	229
Total Food & Drink	722	\$19,609,124	\$47,410,585	-\$27,801,461	-41.5	57

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,152,850	\$103,504,276	-\$68,351,426	-49.3	30
Automobile Dealers	4411	\$31,285,126	\$98,265,925	-\$66,980,799	-51.7	15
Other Motor Vehicle Dealers	4412	\$1,664,818	\$660,403	\$1,004,415	43.2	5
Auto Parts, Accessories & Tire Stores	4413	\$2,202,906	\$4,577,949	-\$2,375,043	-35.0	11
Furniture & Home Furnishings Stores	442	\$3,766,800	\$3,955,288	-\$188,488	-2.4	4
Furniture Stores	4421	\$2,193,704	\$0	\$2,193,704	100.0	0
Home Furnishings Stores	4422	\$1,573,096	\$3,887,252	-\$2,314,156	-42.4	4
Electronics & Appliance Stores	443	\$4,634,178	\$4,490,142	\$144,036	1.6	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,268,046	\$30,993,508	-\$25,725,462	-70.9	15
Bldg Material & Supplies Dealers	4441	\$4,401,258	\$29,987,895	-\$25,586,637	-74.4	14
Lawn & Garden Equip & Supply Stores	4442	\$866,788	\$1,005,613	-\$138,825	-7.4	1
Food & Beverage Stores	445	\$32,668,332	\$45,755,180	-\$13,086,848	-16.7	20
Grocery Stores	4451	\$28,309,077	\$40,726,756	-\$12,417,679	-18.0	12
Specialty Food Stores	4452	\$908,022	\$670,007	\$238,015	15.1	5
Beer, Wine & Liquor Stores	4453	\$3,451,233	\$4,358,417	-\$907,184	-11.6	4
Health & Personal Care Stores	446,4461	\$9,918,935	\$11,430,747	-\$1,511,812	-7.1	18
Gasoline Stations	447,4471	\$17,275,937	\$37,678,562	-\$20,402,625	-37.1	6
Clothing & Clothing Accessories Stores	448	\$10,892,530	\$59,376,527	-\$48,483,997	-69.0	33
Clothing Stores	4481	\$8,182,439	\$51,048,647	-\$42,866,208	-72.4	18
Shoe Stores	4482	\$1,727,427	\$3,640,428	-\$1,913,001	-35.6	7
Jewelry, Luggage & Leather Goods Stores	4483	\$982,664	\$4,687,452	-\$3,704,788	-65.3	8
Sporting Goods, Hobby, Book & Music Stores	451	\$5,142,457	\$10,097,007	-\$4,954,550	-32.5	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,857,380	\$8,900,669	-\$5,043,289	-39.5	21
Book, Periodical & Music Stores	4512	\$1,285,077	\$1,196,338	\$88,739	3.6	6
General Merchandise Stores	452	\$25,552,722	\$95,042,126	-\$69,489,404	-57.6	9
Department Stores Excluding Leased Depts.	4521	\$11,034,752	\$26,101,244	-\$15,066,492	-40.6	6
Other General Merchandise Stores	4529	\$14,517,971	\$68,940,882	-\$54,422,911	-65.2	3
Miscellaneous Store Retailers	453	\$5,460,321	\$11,331,697	-\$5,871,376	-35.0	42
Florists	4531	\$251,714	\$457,391	-\$205,677	-29.0	4
Office Supplies, Stationery & Gift Stores	4532	\$1,471,532	\$4,806,022	-\$3,334,490	-53.1	14
Used Merchandise Stores	4533	\$565,776	\$819,082	-\$253,306	-18.3	7
Other Miscellaneous Store Retailers	4539	\$3,171,299	\$5,249,202	-\$2,077,903	-24.7	18
Nonstore Retailers	454	\$21,221,650	\$4,652,695	\$16,568,955	64.0	14
Electronic Shopping & Mail-Order Houses	4541	\$18,125,310	\$2,635,630	\$15,489,680	74.6	1
Vending Machine Operators	4542	\$499,407	\$127,735	\$371,672	59.3	1
Direct Selling Establishments	4543	\$2,596,934	\$1,889,330	\$707,604	15.8	12
Food Services & Drinking Places	722	\$19,609,124	\$47,410,585	-\$27,801,461	-41.5	57
Full-Service Restaurants	7221	\$8,561,546	\$27,465,241	-\$18,903,695	-52.5	19
Limited-Service Eating Places	7222	\$8,928,442	\$17,746,112	-\$8,817,670	-33.1	30
Special Food Services	7223	\$788,897	\$1,173,527	-\$384,630	-19.6	3
Drinking Places - Alcoholic Beverages	7224	\$1,330,239	\$1,025,705	\$304,534	12.9	5

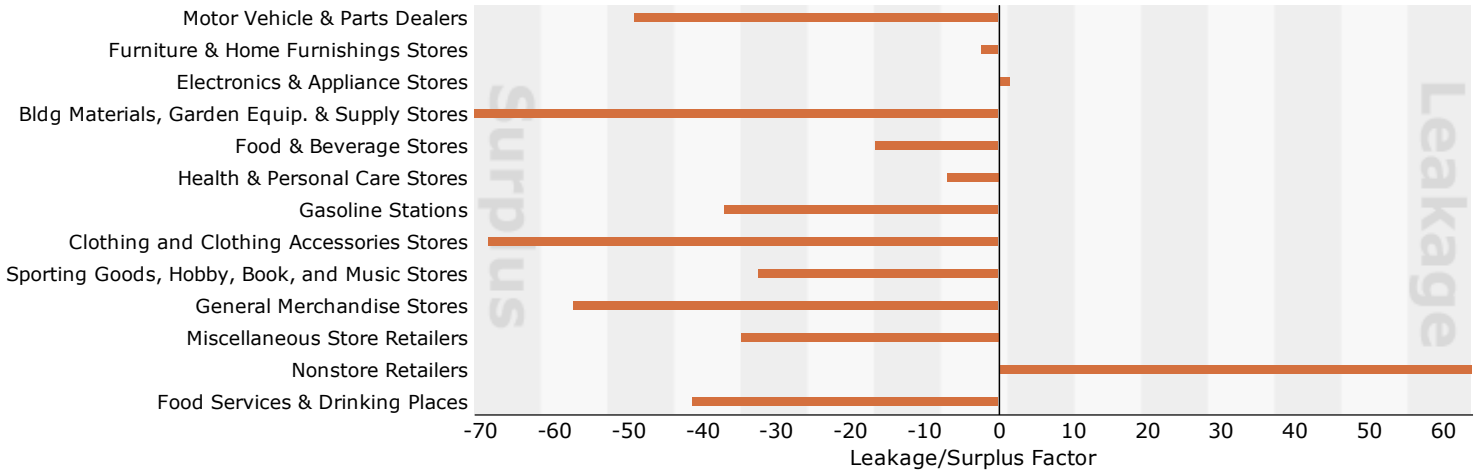
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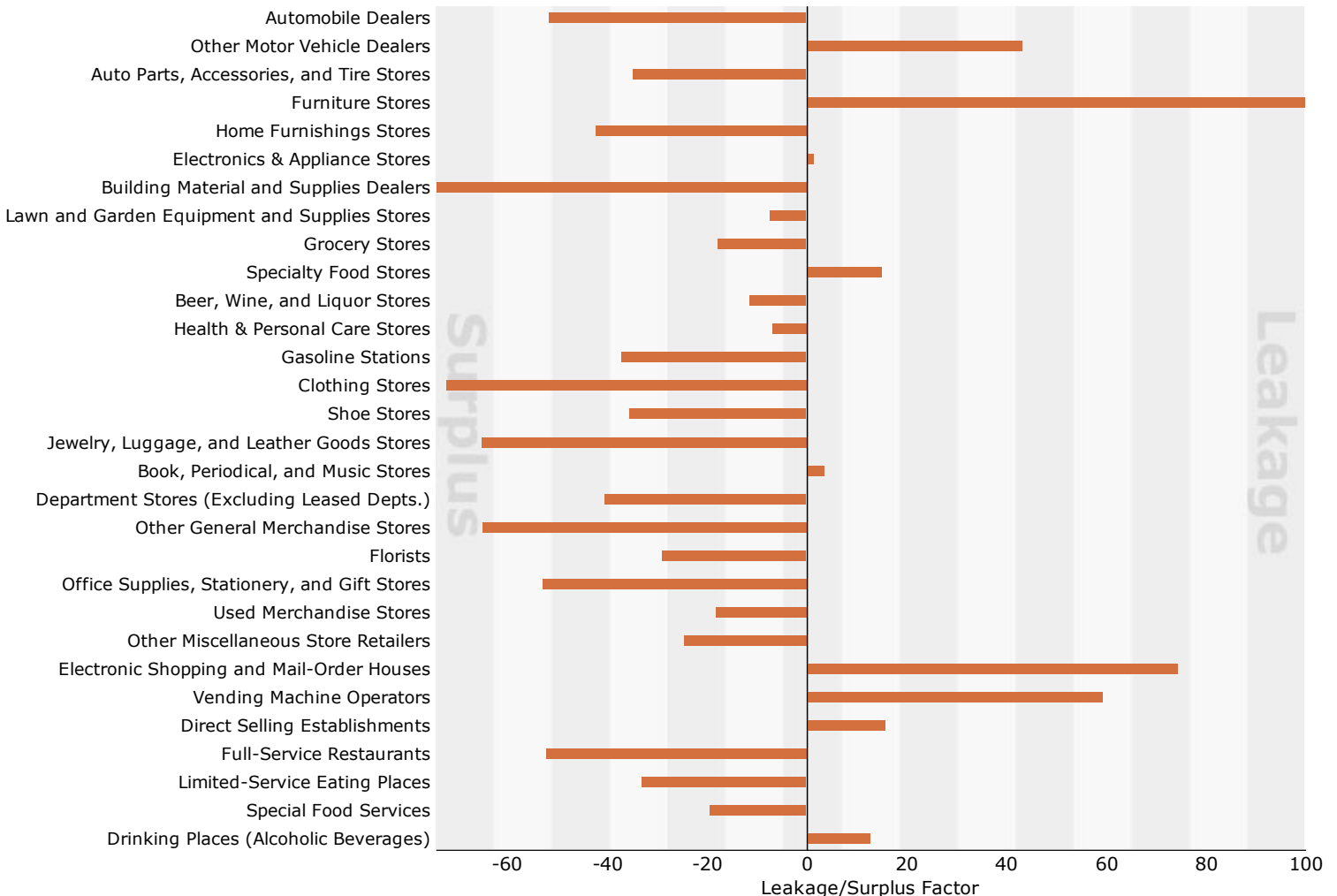
INDIANA
 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 3 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

INDIANA
 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.60112
 Longitude: -79.19276

Summary Demographics

2015 Population	34,177
2015 Households	13,973
2015 Median Disposable Income	\$34,313
2015 Per Capita Income	\$23,201

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	\$323,583,610	\$559,651,442	-\$236,067,832	-26.7	352
Total Retail Trade	44-45	\$292,343,902	\$506,823,507	-\$214,479,605	-26.8	285
Total Food & Drink	722	\$31,239,707	\$52,827,936	-\$21,588,229	-25.7	66

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$58,855,665	\$166,639,419	-\$107,783,754	-47.8	41
Automobile Dealers	4411	\$52,235,337	\$160,845,054	-\$108,609,717	-51.0	24
Other Motor Vehicle Dealers	4412	\$3,036,884	\$730,620	\$2,306,264	61.2	5
Auto Parts, Accessories & Tire Stores	4413	\$3,583,444	\$5,063,745	-\$1,480,301	-17.1	12
Furniture & Home Furnishings Stores	442	\$6,060,194	\$4,467,356	\$1,592,838	15.1	6
Furniture Stores	4421	\$3,504,403	\$259,181	\$3,245,222	86.2	1
Home Furnishings Stores	4422	\$2,555,792	\$4,208,175	-\$1,652,383	-24.4	5
Electronics & Appliance Stores	443	\$7,453,373	\$5,225,990	\$2,227,383	17.6	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,221,246	\$34,861,895	-\$25,640,649	-58.2	18
Bldg Material & Supplies Dealers	4441	\$7,618,591	\$33,723,592	-\$26,105,001	-63.1	17
Lawn & Garden Equip & Supply Stores	4442	\$1,602,655	\$1,138,303	\$464,352	16.9	2
Food & Beverage Stores	445	\$53,449,071	\$52,703,703	\$745,368	0.7	27
Grocery Stores	4451	\$46,482,940	\$46,597,432	-\$114,492	-0.1	15
Specialty Food Stores	4452	\$1,485,813	\$1,482,164	\$3,649	0.1	8
Beer, Wine & Liquor Stores	4453	\$5,480,319	\$4,624,107	\$856,212	8.5	4
Health & Personal Care Stores	446,4461	\$16,798,170	\$12,705,398	\$4,092,772	13.9	22
Gasoline Stations	447,4471	\$28,720,493	\$43,481,223	-\$14,760,730	-20.4	7
Clothing & Clothing Accessories Stores	448	\$17,174,442	\$59,633,374	-\$42,458,932	-55.3	35
Clothing Stores	4481	\$12,875,475	\$51,276,126	-\$38,400,651	-59.9	20
Shoe Stores	4482	\$2,745,100	\$3,645,969	-\$900,869	-14.1	7
Jewelry, Luggage & Leather Goods Stores	4483	\$1,553,866	\$4,711,279	-\$3,157,413	-50.4	8
Sporting Goods, Hobby, Book & Music Stores	451	\$8,239,886	\$10,974,338	-\$2,734,452	-14.2	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,294,078	\$9,727,150	-\$3,433,072	-21.4	27
Book, Periodical & Music Stores	4512	\$1,945,808	\$1,247,188	\$698,620	21.9	6
General Merchandise Stores	452	\$41,744,757	\$95,409,636	-\$53,664,879	-39.1	9
Department Stores Excluding Leased Depts.	4521	\$17,845,799	\$26,101,244	-\$8,255,445	-18.8	6
Other General Merchandise Stores	4529	\$23,898,958	\$69,308,392	-\$45,409,434	-48.7	3
Miscellaneous Store Retailers	453	\$9,206,632	\$13,697,669	-\$4,491,037	-19.6	58
Florists	4531	\$444,892	\$671,689	-\$226,797	-20.3	6
Office Supplies, Stationery & Gift Stores	4532	\$2,426,641	\$5,245,682	-\$2,819,041	-36.7	16
Used Merchandise Stores	4533	\$892,932	\$944,953	-\$52,021	-2.8	8
Other Miscellaneous Store Retailers	4539	\$5,442,166	\$6,835,344	-\$1,393,178	-11.3	27
Nonstore Retailers	454	\$35,419,974	\$7,023,507	\$28,396,467	66.9	18
Electronic Shopping & Mail-Order Houses	4541	\$29,981,239	\$3,106,424	\$26,874,815	81.2	2
Vending Machine Operators	4542	\$814,944	\$222,748	\$592,196	57.1	2
Direct Selling Establishments	4543	\$4,623,791	\$3,694,335	\$929,456	11.2	14
Food Services & Drinking Places	722	\$31,239,707	\$52,827,936	-\$21,588,229	-25.7	66
Full-Service Restaurants	7221	\$13,609,606	\$28,436,374	-\$14,826,768	-35.3	20
Limited-Service Eating Places	7222	\$14,294,071	\$21,369,306	-\$7,075,235	-19.8	36
Special Food Services	7223	\$1,279,641	\$1,791,733	-\$512,092	-16.7	4
Drinking Places - Alcoholic Beverages	7224	\$2,056,388	\$1,230,523	\$825,865	25.1	7

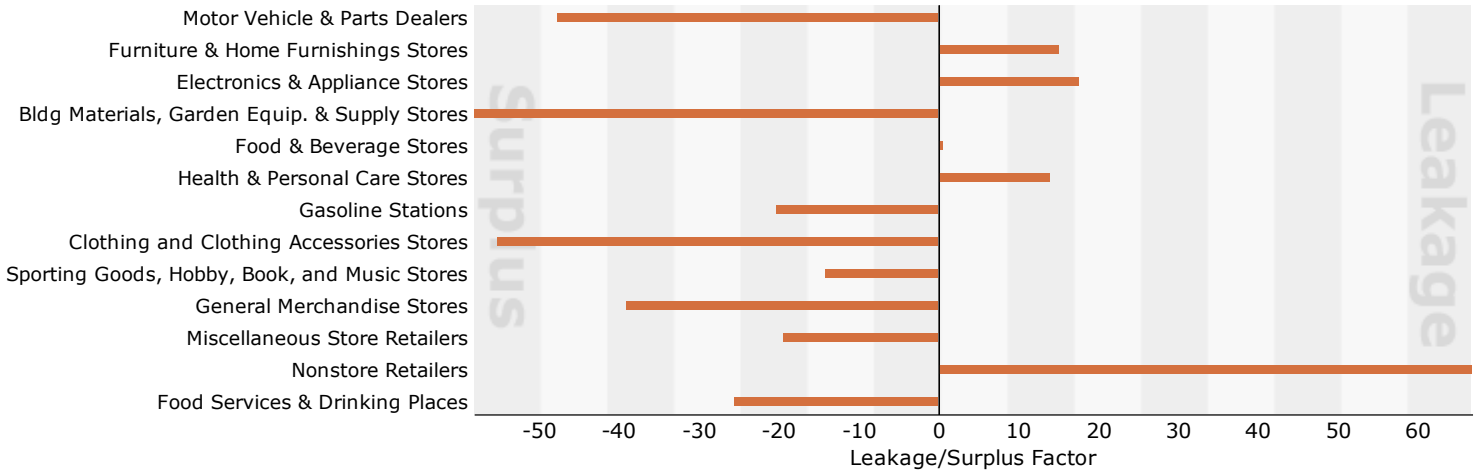
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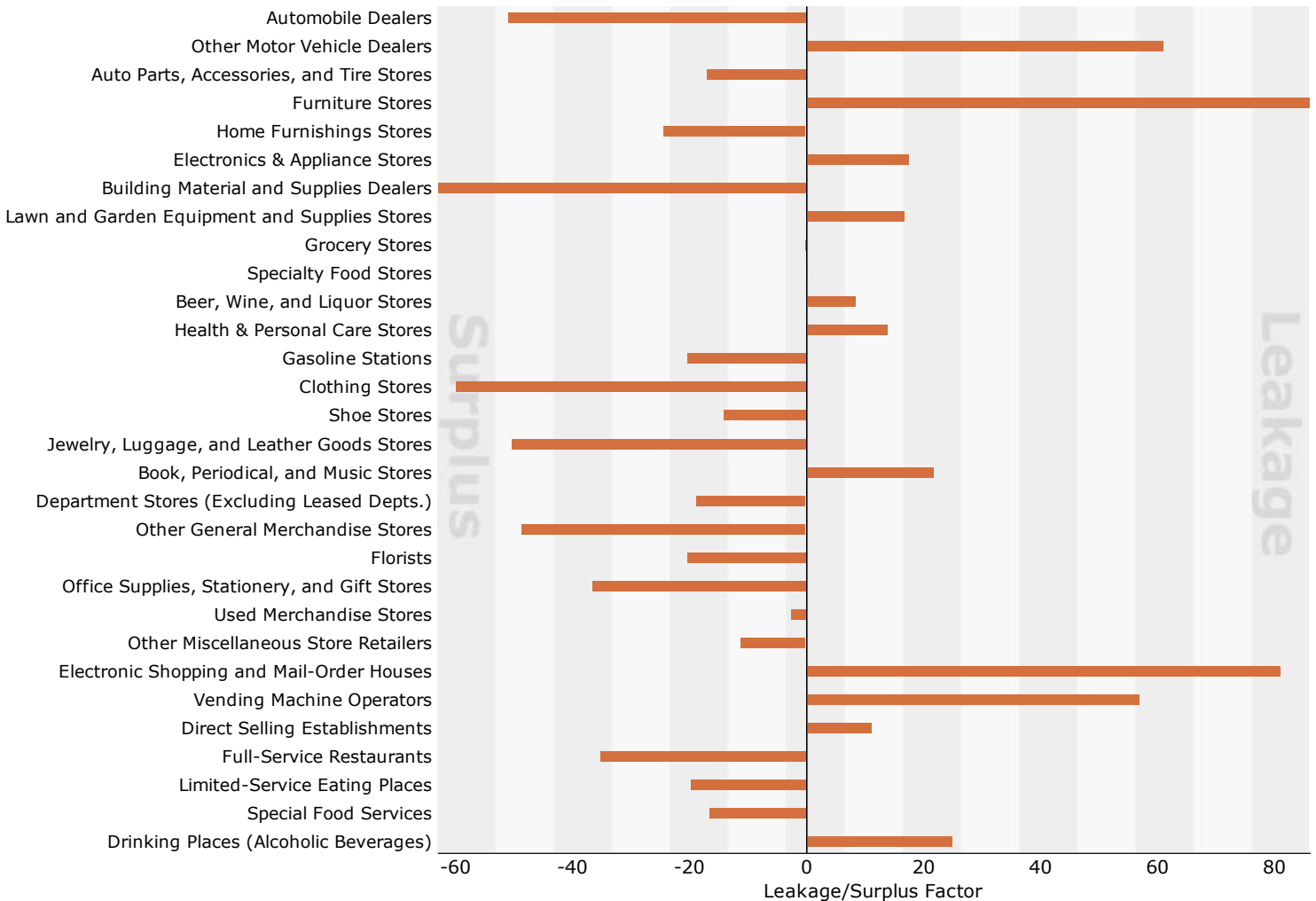
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 2879 Oakland Ave, Indiana, Pennsylvania, 15701
 Ring: 5 mile radius

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