



Retail MarketPlace Profile

EDIN-APPLE
 11860 N US Highway 31, Edinburg, Indiana, 46124
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 39.31024
 Longitude: -85.96543

Summary Demographics

2015 Population	4,247
2015 Households	1,482
2015 Median Disposable Income	\$37,775
2015 Per Capita Income	\$17,929

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	\$33,253,321	\$129,929,107	-\$96,675,786	-59.2	60
Total Retail Trade	44-45	\$29,909,919	\$122,456,128	-\$92,546,209	-60.7	54
Total Food & Drink	722	\$3,343,402	\$7,472,979	-\$4,129,577	-38.2	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,164,455	\$23,055,553	-\$16,891,098	-57.8	4
Automobile Dealers	4411	\$5,412,975	\$16,845,923	-\$11,432,948	-51.4	1
Other Motor Vehicle Dealers	4412	\$348,116	\$4,859,526	-\$4,511,410	-86.6	1
Auto Parts, Accessories & Tire Stores	4413	\$403,365	\$1,350,105	-\$946,740	-54.0	1
Furniture & Home Furnishings Stores	442	\$580,449	\$761,562	-\$181,113	-13.5	1
Furniture Stores	4421	\$360,865	\$137,036	\$223,829	45.0	1
Home Furnishings Stores	4422	\$219,584	\$624,526	-\$404,942	-48.0	1
Electronics & Appliance Stores	443	\$938,060	\$1,244,726	-\$306,666	-14.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,024,674	\$218,121	\$806,553	64.9	2
Bldg Material & Supplies Dealers	4441	\$835,145	\$110,946	\$724,199	76.5	1
Lawn & Garden Equip & Supply Stores	4442	\$189,529	\$107,175	\$82,354	27.8	1
Food & Beverage Stores	445	\$4,524,551	\$13,265,262	-\$8,740,711	-49.1	3
Grocery Stores	4451	\$4,089,300	\$13,089,467	-\$9,000,167	-52.4	2
Specialty Food Stores	4452	\$84,021	\$132,908	-\$48,887	-22.5	1
Beer, Wine & Liquor Stores	4453	\$351,230	\$0	\$351,230	100.0	0
Health & Personal Care Stores	446,4461	\$2,880,183	\$2,759,949	\$120,234	2.1	4
Gasoline Stations	447,4471	\$3,316,020	\$1,492,206	\$1,823,814	37.9	1
Clothing & Clothing Accessories Stores	448	\$1,671,691	\$71,892,385	-\$70,220,694	-95.5	30
Clothing Stores	4481	\$1,151,109	\$61,089,961	-\$59,938,852	-96.3	20
Shoe Stores	4482	\$272,338	\$8,617,728	-\$8,345,390	-93.9	8
Jewelry, Luggage & Leather Goods Stores	4483	\$248,244	\$2,184,697	-\$1,936,453	-79.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$795,128	\$67,645	\$727,483	84.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$622,229	\$67,645	\$554,584	80.4	1
Book, Periodical & Music Stores	4512	\$172,900	\$0	\$172,900	100.0	0
General Merchandise Stores	452	\$6,207,317	\$0	\$6,207,317	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,765,933	\$0	\$1,765,933	100.0	0
Other General Merchandise Stores	4529	\$4,441,384	\$0	\$4,441,384	100.0	0
Miscellaneous Store Retailers	453	\$947,711	\$2,816,748	-\$1,869,037	-49.6	5
Florists	4531	\$25,383	\$0	\$25,383	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$285,664	\$0	\$285,664	100.0	0
Used Merchandise Stores	4533	\$96,014	\$539,077	-\$443,063	-69.8	1
Other Miscellaneous Store Retailers	4539	\$540,650	\$2,277,671	-\$1,737,021	-61.6	4
Nonstore Retailers	454	\$859,680	\$4,881,970	-\$4,022,290	-70.1	1
Electronic Shopping & Mail-Order Houses	4541	\$620,819	\$4,881,970	-\$4,261,151	-77.4	1
Vending Machine Operators	4542	\$56,225	\$0	\$56,225	100.0	0
Direct Selling Establishments	4543	\$182,636	\$0	\$182,636	100.0	0
Food Services & Drinking Places	722	\$3,343,402	\$7,472,979	-\$4,129,577	-38.2	6
Full-Service Restaurants	7221	\$1,115,315	\$4,065,137	-\$2,949,822	-56.9	2
Limited-Service Eating Places	7222	\$1,809,935	\$3,406,155	-\$1,596,220	-30.6	4
Special Food Services	7223	\$153,381	\$0	\$153,381	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$264,770	\$0	\$264,770	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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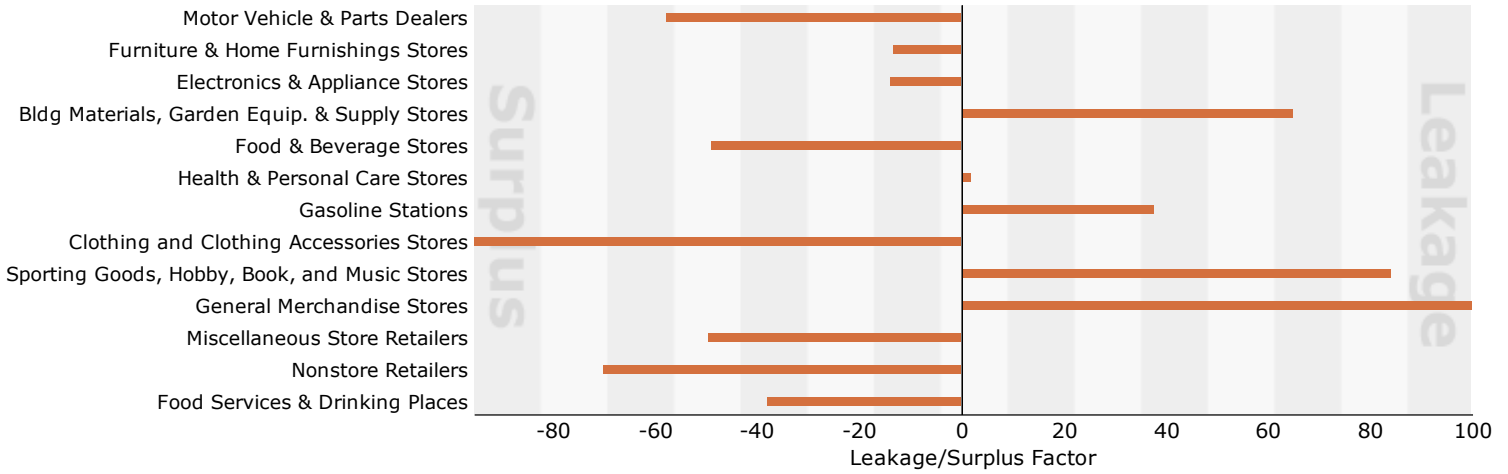


Retail MarketPlace Profile

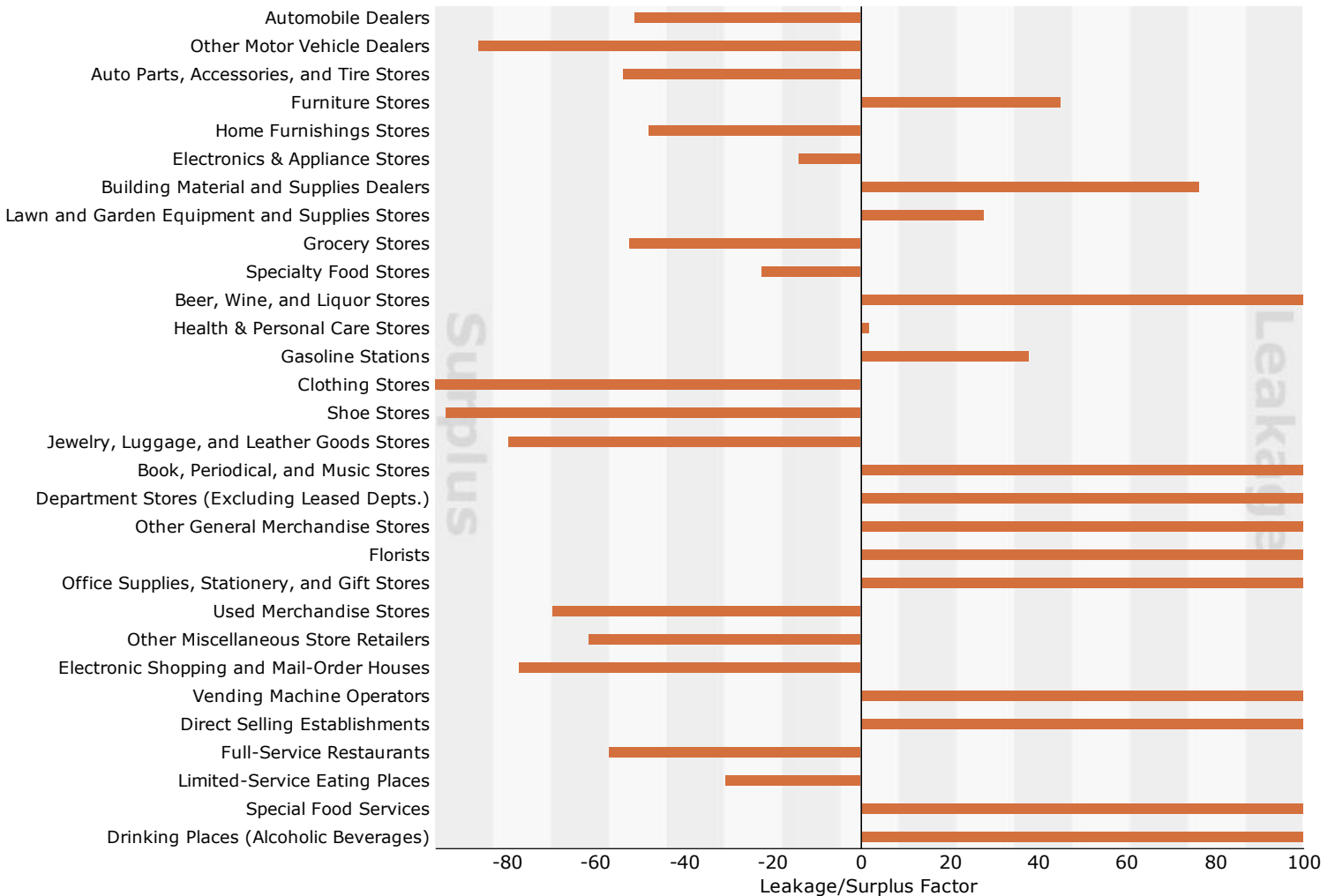
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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September 29, 2015

Prepared by Esri



Retail MarketPlace Profile

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Summary Demographics

2015 Population	7,255
2015 Households	2,643
2015 Median Disposable Income	\$36,396
2015 Per Capita Income	\$17,977

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	\$57,184,118	\$169,885,798	-\$112,701,680	-49.6	95
Total Retail Trade	44-45	\$51,501,016	\$159,700,281	-\$108,199,265	-51.2	82
Total Food & Drink	722	\$5,683,102	\$10,185,516	-\$4,502,414	-28.4	12

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,670,444	\$26,981,702	-\$16,311,258	-43.3	7
Automobile Dealers	4411	\$9,369,120	\$18,684,608	-\$9,315,488	-33.2	2
Other Motor Vehicle Dealers	4412	\$609,353	\$6,335,899	-\$5,726,546	-82.5	2
Auto Parts, Accessories & Tire Stores	4413	\$691,970	\$1,961,195	-\$1,269,225	-47.8	3
Furniture & Home Furnishings Stores	442	\$1,001,787	\$1,052,812	-\$51,025	-2.5	2
Furniture Stores	4421	\$618,742	\$184,401	\$434,341	54.1	1
Home Furnishings Stores	4422	\$383,045	\$868,410	-\$485,365	-38.8	1
Electronics & Appliance Stores	443	\$1,607,187	\$1,778,309	-\$171,122	-5.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,765,261	\$411,198	\$1,354,063	62.2	3
Bldg Material & Supplies Dealers	4441	\$1,420,080	\$189,026	\$1,231,054	76.5	2
Lawn & Garden Equip & Supply Stores	4442	\$345,181	\$222,172	\$123,009	21.7	1
Food & Beverage Stores	445	\$7,739,744	\$18,591,521	-\$10,851,777	-41.2	6
Grocery Stores	4451	\$7,002,145	\$17,030,533	-\$10,028,388	-41.7	3
Specialty Food Stores	4452	\$144,304	\$231,483	-\$87,179	-23.2	2
Beer, Wine & Liquor Stores	4453	\$593,295	\$1,329,506	-\$736,211	-38.3	1
Health & Personal Care Stores	446,4461	\$4,956,376	\$4,833,716	\$122,660	1.3	6
Gasoline Stations	447,4471	\$5,689,700	\$1,941,908	\$3,747,792	49.1	2
Clothing & Clothing Accessories Stores	448	\$2,873,741	\$93,243,208	-\$90,369,467	-94.0	38
Clothing Stores	4481	\$1,985,446	\$79,258,146	-\$77,272,700	-95.1	26
Shoe Stores	4482	\$468,662	\$11,141,969	-\$10,673,307	-91.9	10
Jewelry, Luggage & Leather Goods Stores	4483	\$419,633	\$2,843,092	-\$2,423,459	-74.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,384,065	\$75,873	\$1,308,192	89.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,083,961	\$75,873	\$1,008,088	86.9	1
Book, Periodical & Music Stores	4512	\$300,104	\$0	\$300,104	100.0	0
General Merchandise Stores	452	\$10,653,091	\$0	\$10,653,091	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,030,675	\$0	\$3,030,675	100.0	0
Other General Merchandise Stores	4529	\$7,622,416	\$0	\$7,622,416	100.0	0
Miscellaneous Store Retailers	453	\$1,629,643	\$4,106,858	-\$2,477,215	-43.2	13
Florists	4531	\$45,615	\$77,664	-\$32,049	-26.0	1
Office Supplies, Stationery & Gift Stores	4532	\$483,044	\$30,895	\$452,149	88.0	1
Used Merchandise Stores	4533	\$166,184	\$824,484	-\$658,300	-66.5	2
Other Miscellaneous Store Retailers	4539	\$934,800	\$3,173,815	-\$2,239,015	-54.5	9
Nonstore Retailers	454	\$1,529,978	\$6,683,176	-\$5,153,198	-62.7	2
Electronic Shopping & Mail-Order Houses	4541	\$1,063,756	\$6,353,236	-\$5,289,480	-71.3	1
Vending Machine Operators	4542	\$95,840	\$0	\$95,840	100.0	0
Direct Selling Establishments	4543	\$370,382	\$329,940	\$40,442	5.8	1
Food Services & Drinking Places	722	\$5,683,102	\$10,185,516	-\$4,502,414	-28.4	12
Full-Service Restaurants	7221	\$1,891,117	\$5,445,251	-\$3,554,134	-48.4	5
Limited-Service Eating Places	7222	\$3,062,208	\$4,628,962	-\$1,566,754	-20.4	6
Special Food Services	7223	\$271,187	\$0	\$271,187	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$458,590	\$111,303	\$347,287	60.9	2

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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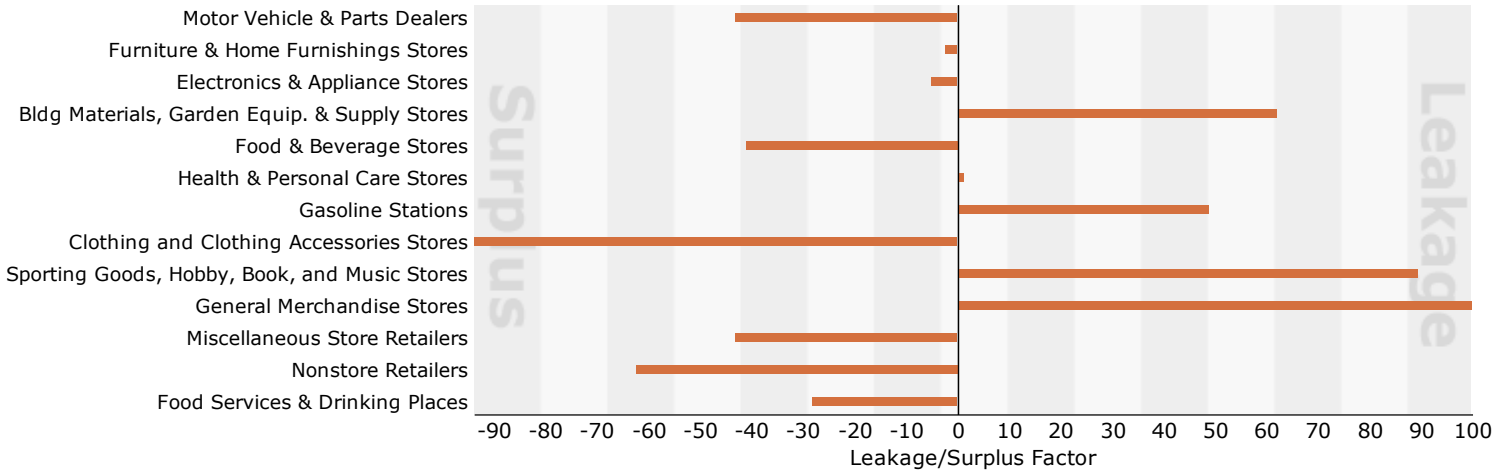


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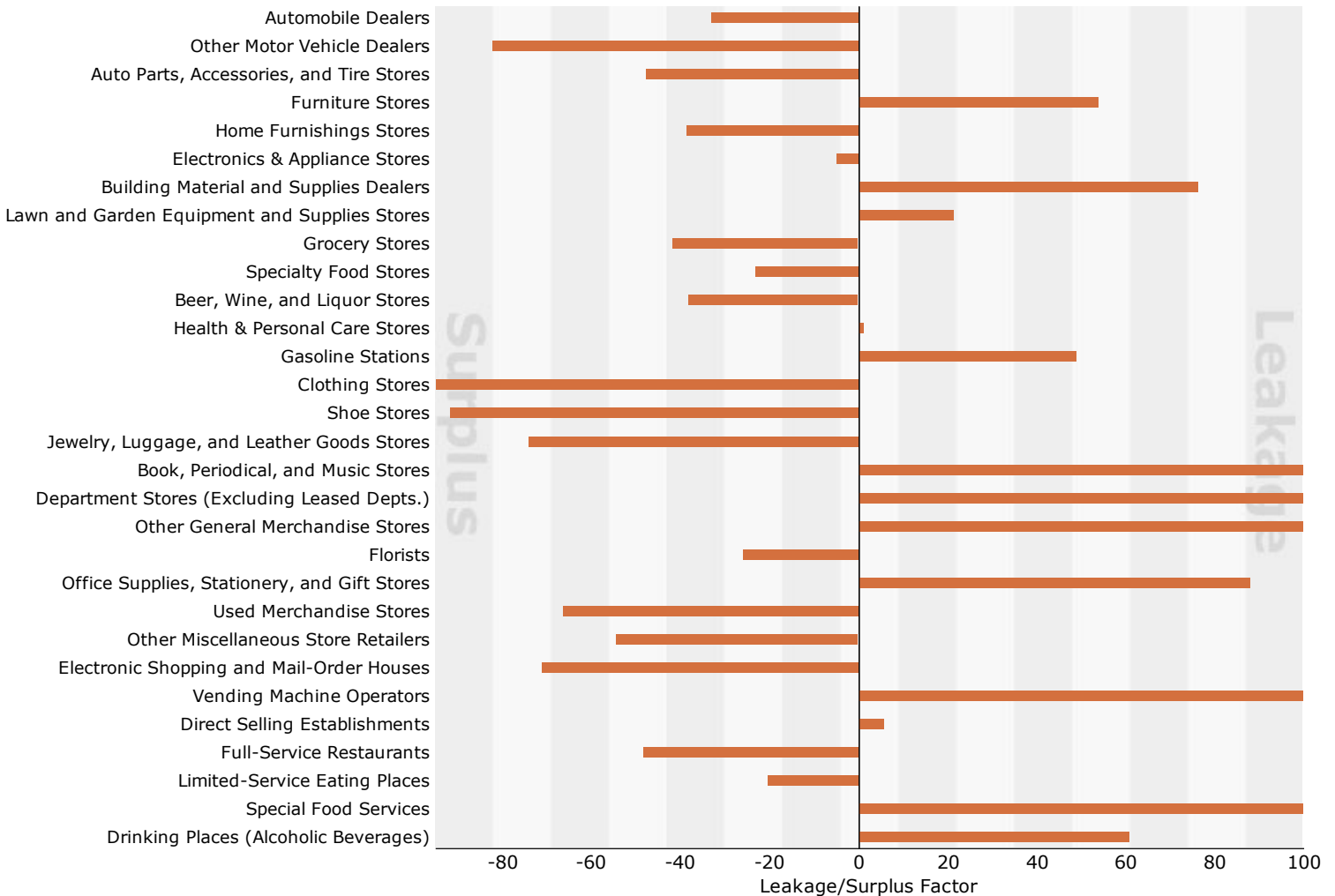
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Summary Demographics

2015 Population	11,064
2015 Households	4,120
2015 Median Disposable Income	\$36,634
2015 Per Capita Income	\$18,875

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	\$93,033,237	\$194,369,633	-\$101,336,396	-35.3	122
Total Retail Trade	44-45	\$83,856,942	\$183,073,312	-\$99,216,370	-37.2	105
Total Food & Drink	722	\$9,176,295	\$11,296,321	-\$2,120,026	-10.4	17

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,485,978	\$35,216,468	-\$17,730,490	-33.6	8
Automobile Dealers	4411	\$15,345,276	\$26,712,521	-\$11,367,245	-27.0	2
Other Motor Vehicle Dealers	4412	\$1,019,290	\$6,472,530	-\$5,453,240	-72.8	2
Auto Parts, Accessories & Tire Stores	4413	\$1,121,411	\$2,031,417	-\$910,006	-28.9	4
Furniture & Home Furnishings Stores	442	\$1,632,366	\$1,380,766	\$251,600	8.4	3
Furniture Stores	4421	\$1,004,957	\$478,817	\$526,140	35.5	2
Home Furnishings Stores	4422	\$627,408	\$901,949	-\$274,541	-18.0	1
Electronics & Appliance Stores	443	\$2,608,502	\$2,018,115	\$590,387	12.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,900,289	\$1,101,391	\$1,798,898	45.0	4
Bldg Material & Supplies Dealers	4441	\$2,318,355	\$818,967	\$1,499,388	47.8	3
Lawn & Garden Equip & Supply Stores	4442	\$581,934	\$282,424	\$299,510	34.7	1
Food & Beverage Stores	445	\$12,523,356	\$20,736,825	-\$8,213,469	-24.7	10
Grocery Stores	4451	\$11,334,227	\$18,272,150	-\$6,937,923	-23.4	5
Specialty Food Stores	4452	\$233,883	\$300,374	-\$66,491	-12.4	3
Beer, Wine & Liquor Stores	4453	\$955,246	\$2,164,301	-\$1,209,055	-38.8	2
Health & Personal Care Stores	446,4461	\$8,075,320	\$5,258,417	\$2,816,903	21.1	8
Gasoline Stations	447,4471	\$9,233,703	\$2,682,582	\$6,551,121	55.0	2
Clothing & Clothing Accessories Stores	448	\$4,656,026	\$95,943,378	-\$91,287,352	-90.7	40
Clothing Stores	4481	\$3,219,245	\$81,515,507	-\$78,296,262	-92.4	27
Shoe Stores	4482	\$758,515	\$11,524,929	-\$10,766,414	-87.6	10
Jewelry, Luggage & Leather Goods Stores	4483	\$678,265	\$2,902,943	-\$2,224,678	-62.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,269,444	\$199,390	\$2,070,054	83.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,781,613	\$199,390	\$1,582,223	79.9	2
Book, Periodical & Music Stores	4512	\$487,831	\$0	\$487,831	100.0	0
General Merchandise Stores	452	\$17,284,485	\$6,707,800	\$10,576,685	44.1	1
Department Stores Excluding Leased Depts.	4521	\$4,918,904	\$0	\$4,918,904	100.0	0
Other General Merchandise Stores	4529	\$12,365,581	\$6,698,313	\$5,667,268	29.7	1
Miscellaneous Store Retailers	453	\$2,654,072	\$4,797,466	-\$2,143,394	-28.8	19
Florists	4531	\$75,901	\$84,996	-\$9,095	-5.7	1
Office Supplies, Stationery & Gift Stores	4532	\$781,378	\$138,993	\$642,385	69.8	1
Used Merchandise Stores	4533	\$270,157	\$932,461	-\$662,304	-55.1	3
Other Miscellaneous Store Retailers	4539	\$1,526,637	\$3,641,015	-\$2,114,378	-40.9	14
Nonstore Retailers	454	\$2,533,401	\$7,030,714	-\$4,497,313	-47.0	2
Electronic Shopping & Mail-Order Houses	4541	\$1,726,137	\$6,486,978	-\$4,760,841	-58.0	1
Vending Machine Operators	4542	\$154,806	\$0	\$154,806	100.0	0
Direct Selling Establishments	4543	\$652,458	\$543,736	\$108,722	9.1	2
Food Services & Drinking Places	722	\$9,176,295	\$11,296,321	-\$2,120,026	-10.4	17
Full-Service Restaurants	7221	\$3,048,301	\$6,245,025	-\$3,196,724	-34.4	7
Limited-Service Eating Places	7222	\$4,934,391	\$4,833,422	\$100,969	1.0	7
Special Food Services	7223	\$447,709	\$0	\$447,709	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$745,893	\$217,874	\$528,019	54.8	3

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>.

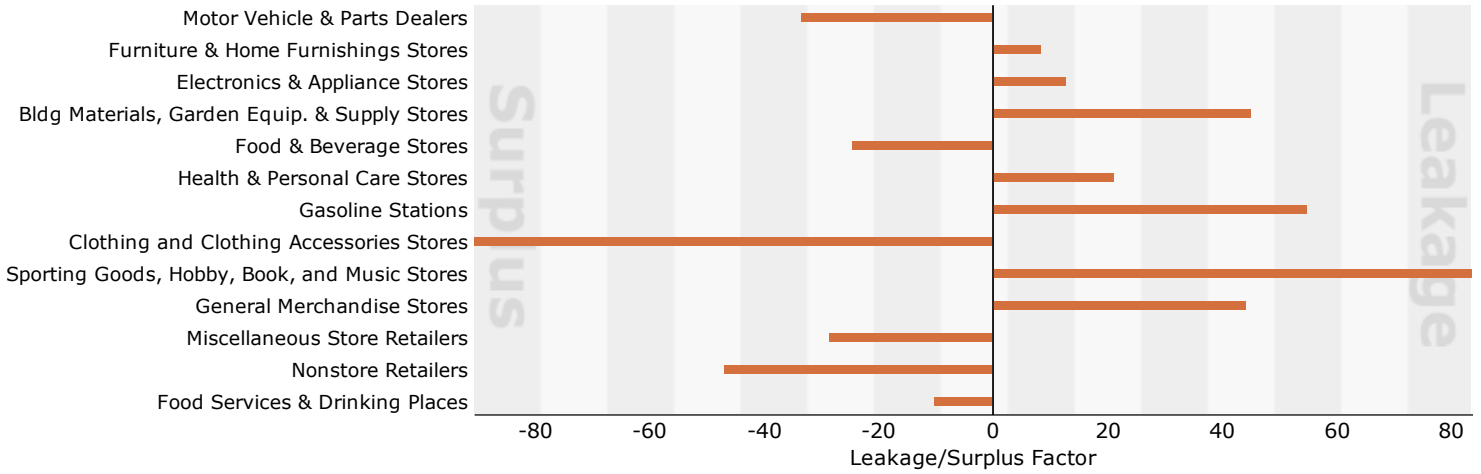
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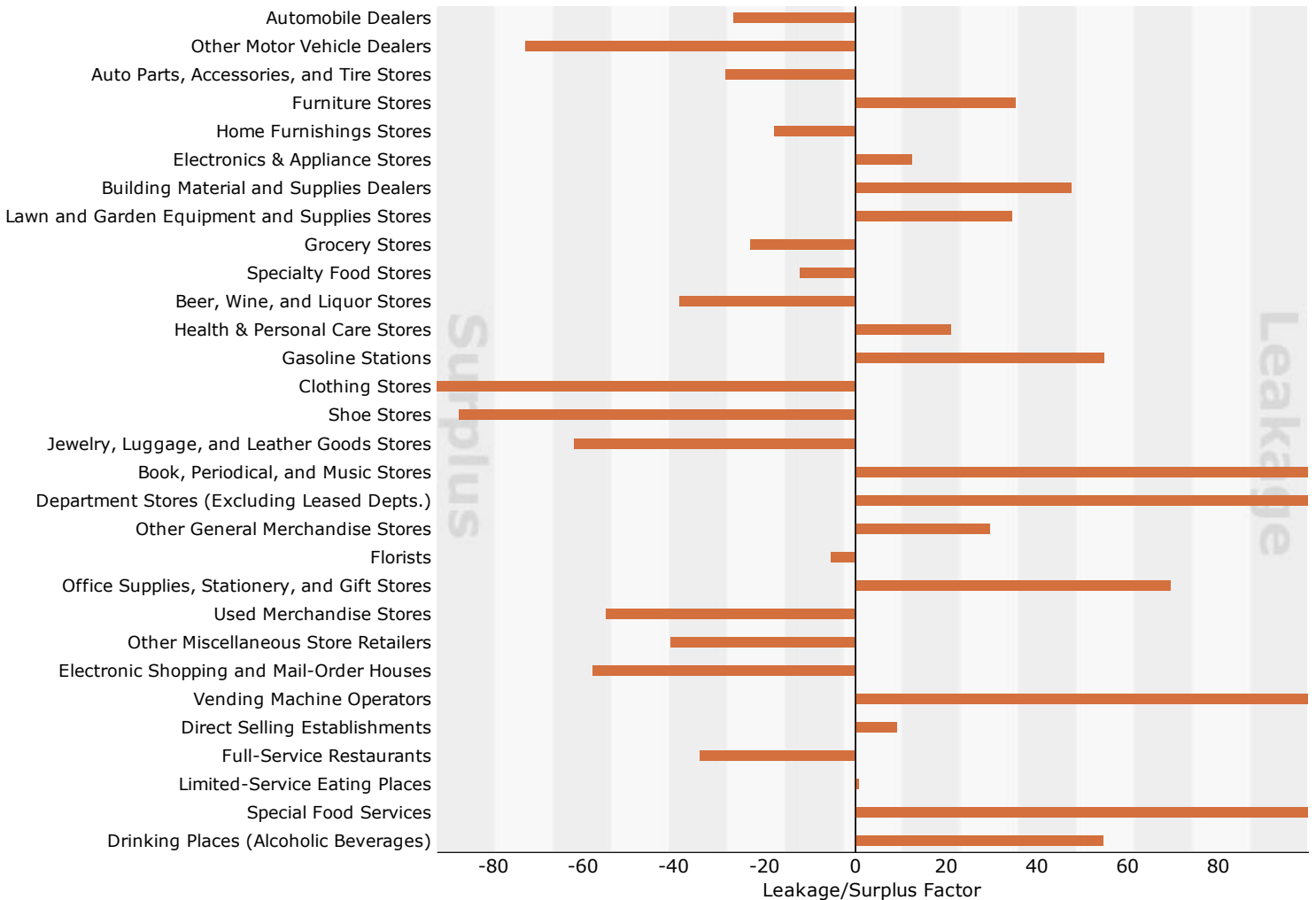
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