



Retail MarketPlace Profile

222 Jamesway Rd, Ebensburg, Pennsylvania, 15931
 Drive Time: 4 minute radius

Prepared by Esri
 Latitude: 40.47499
 Longitude: -78.74446

Summary Demographics

2015 Population	2,715
2015 Households	1,219
2015 Median Disposable Income	\$37,360
2015 Per Capita Income	\$26,726

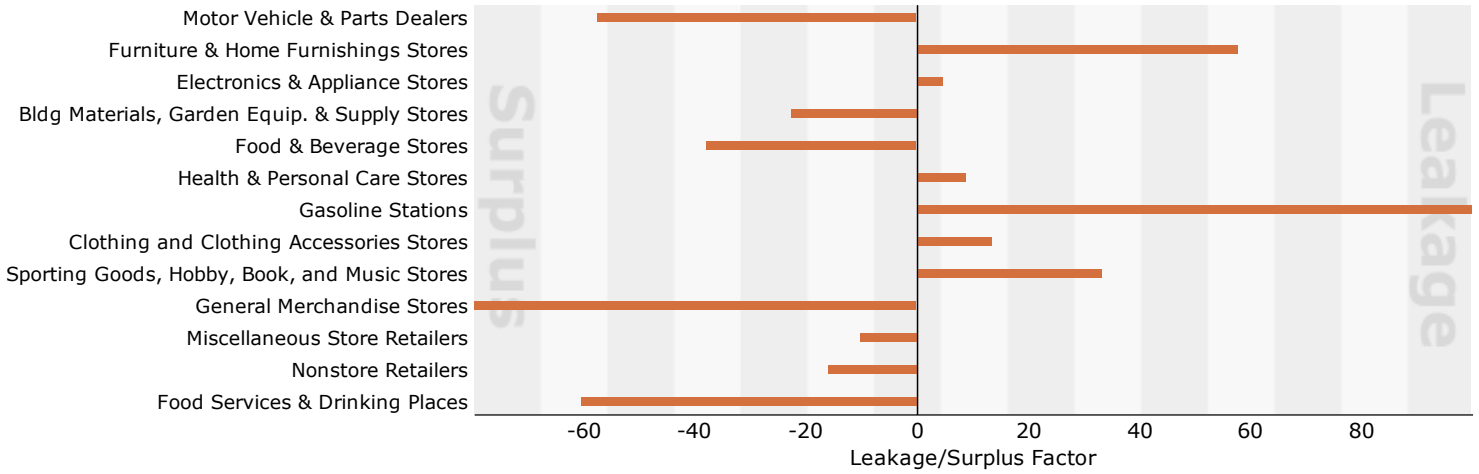
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$28,717,793	\$86,587,843	-\$57,870,050	-50.2	58
Total Retail Trade	44-45	\$25,957,975	\$75,388,391	-\$49,430,416	-48.8	46
Total Food & Drink	722	\$2,759,818	\$11,199,453	-\$8,439,635	-60.5	12

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,239,575	\$19,425,616	-\$14,186,041	-57.5	10
Automobile Dealers	4411	\$4,645,519	\$18,258,480	-\$13,612,961	-59.4	5
Other Motor Vehicle Dealers	4412	\$271,524	\$443,637	-\$172,113	-24.1	2
Auto Parts, Accessories & Tire Stores	4413	\$322,532	\$723,499	-\$400,967	-38.3	3
Furniture & Home Furnishings Stores	442	\$540,081	\$144,427	\$395,654	57.8	1
Furniture Stores	4421	\$310,621	\$0	\$310,621	100.0	0
Home Furnishings Stores	4422	\$229,460	\$144,427	\$85,033	22.7	1
Electronics & Appliance Stores	443	\$660,717	\$598,748	\$61,969	4.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$850,936	\$1,351,505	-\$500,569	-22.7	1
Bldg Material & Supplies Dealers	4441	\$703,539	\$1,345,830	-\$642,291	-31.3	1
Lawn & Garden Equip & Supply Stores	4442	\$147,397	\$0	\$147,397	100.0	0
Food & Beverage Stores	445	\$4,727,302	\$10,526,990	-\$5,799,688	-38.0	4
Grocery Stores	4451	\$4,112,824	\$10,446,746	-\$6,333,922	-43.5	4
Specialty Food Stores	4452	\$131,595	\$0	\$131,595	100.0	0
Beer, Wine & Liquor Stores	4453	\$482,883	\$0	\$482,883	100.0	0
Health & Personal Care Stores	446,4461	\$1,519,899	\$1,270,217	\$249,682	8.9	3
Gasoline Stations	447,4471	\$2,529,406	\$0	\$2,529,406	100.0	0
Clothing & Clothing Accessories Stores	448	\$1,503,527	\$1,141,177	\$362,350	13.7	4
Clothing Stores	4481	\$1,126,708	\$193,622	\$933,086	70.7	1
Shoe Stores	4482	\$239,006	\$0	\$239,006	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$137,813	\$742,135	-\$604,322	-68.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$712,474	\$355,092	\$357,382	33.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$550,174	\$306,794	\$243,380	28.4	2
Book, Periodical & Music Stores	4512	\$162,300	\$48,298	\$114,002	54.1	1
General Merchandise Stores	452	\$3,700,789	\$32,723,224	-\$29,022,435	-79.7	4
Department Stores Excluding Leased Depts.	4521	\$1,582,186	\$4,029,487	-\$2,447,301	-43.6	1
Other General Merchandise Stores	4529	\$2,118,602	\$28,693,737	-\$26,575,135	-86.2	3
Miscellaneous Store Retailers	453	\$815,986	\$1,005,649	-\$189,663	-10.4	9
Florists	4531	\$42,804	\$110,165	-\$67,361	-44.0	2
Office Supplies, Stationery & Gift Stores	4532	\$217,283	\$395,124	-\$177,841	-29.0	3
Used Merchandise Stores	4533	\$77,370	\$0	\$77,370	100.0	0
Other Miscellaneous Store Retailers	4539	\$478,529	\$500,361	-\$21,832	-2.2	4
Nonstore Retailers	454	\$3,157,283	\$4,358,803	-\$1,201,520	-16.0	3
Electronic Shopping & Mail-Order Houses	4541	\$2,684,120	\$0	\$2,684,120	100.0	0
Vending Machine Operators	4542	\$72,074	\$0	\$72,074	100.0	0
Direct Selling Establishments	4543	\$401,089	\$2,853,413	-\$2,452,324	-75.4	2
Food Services & Drinking Places	722	\$2,759,818	\$11,199,453	-\$8,439,635	-60.5	12
Full-Service Restaurants	7221	\$1,201,449	\$1,572,020	-\$370,571	-13.4	2
Limited-Service Eating Places	7222	\$1,262,634	\$8,520,344	-\$7,257,710	-74.2	7
Special Food Services	7223	\$113,473	\$0	\$113,473	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$182,261	\$693,632	-\$511,371	-58.4	2

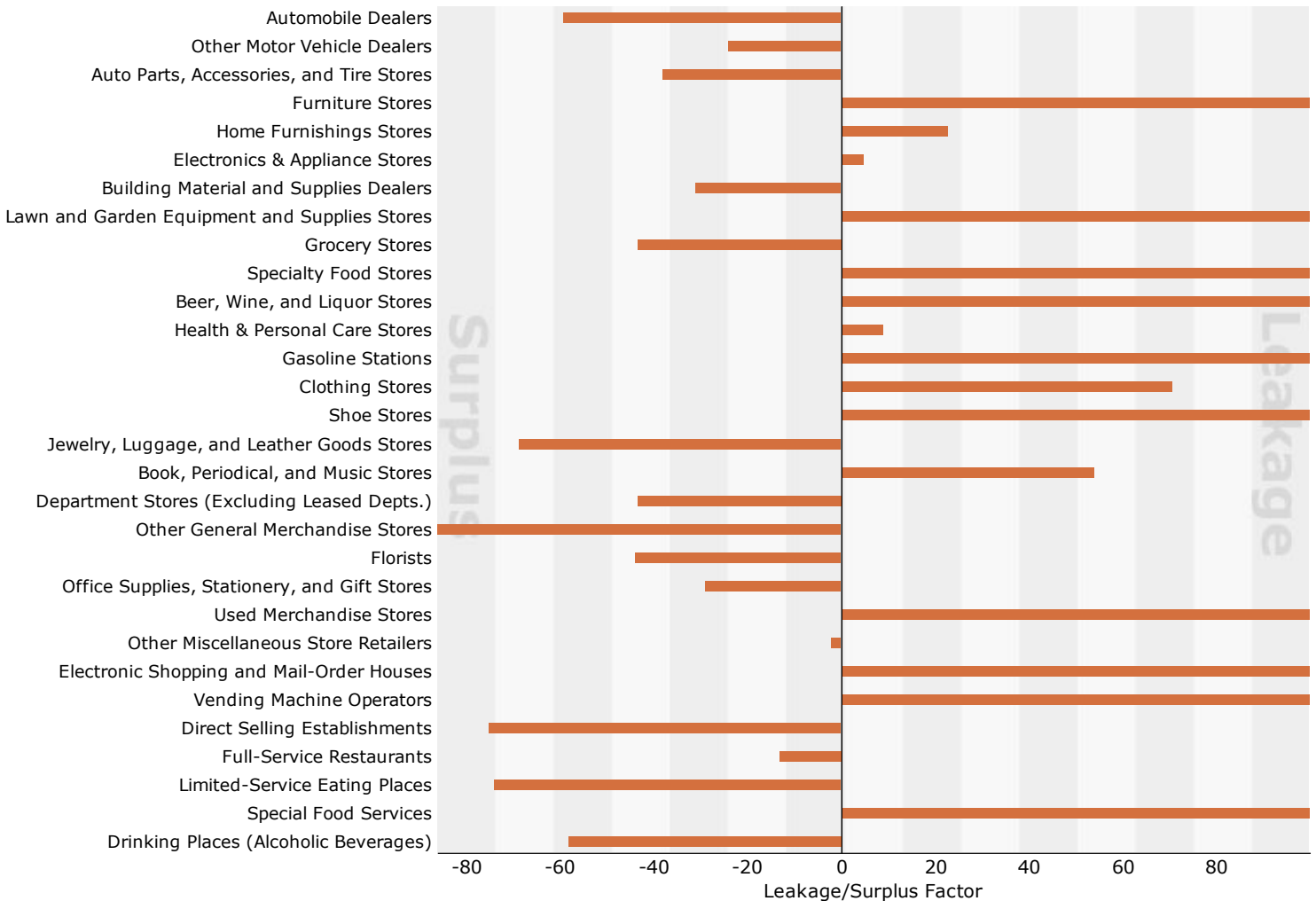
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.



Retail MarketPlace Profile

222 Jamesway Rd, Ebensburg, Pennsylvania, 15931
 Drive Time: 6 minute radius

Prepared by Esri
 Latitude: 40.47499
 Longitude: -78.74446

Summary Demographics

2015 Population	4,745
2015 Households	2,151
2015 Median Disposable Income	\$39,644
2015 Per Capita Income	\$27,839

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	\$53,298,899	\$125,943,257	-\$72,644,358	-40.5	78
Total Retail Trade	44-45	\$48,220,554	\$112,041,650	-\$63,821,096	-39.8	61
Total Food & Drink	722	\$5,078,345	\$13,901,608	-\$8,823,263	-46.5	17

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,816,442	\$27,046,331	-\$17,229,889	-46.7	12
Automobile Dealers	4411	\$8,703,771	\$25,752,235	-\$17,048,464	-49.5	7
Other Motor Vehicle Dealers	4412	\$515,831	\$496,509	\$19,322	1.9	2
Auto Parts, Accessories & Tire Stores	4413	\$596,839	\$797,587	-\$200,748	-14.4	3
Furniture & Home Furnishings Stores	442	\$1,002,736	\$152,804	\$849,932	73.6	1
Furniture Stores	4421	\$574,967	\$0	\$574,967	100.0	0
Home Furnishings Stores	4422	\$427,769	\$152,804	\$274,965	47.4	1
Electronics & Appliance Stores	443	\$1,221,265	\$802,069	\$419,196	20.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,600,299	\$2,171,493	-\$571,194	-15.1	1
Bldg Material & Supplies Dealers	4441	\$1,315,690	\$2,148,796	-\$833,106	-24.0	1
Lawn & Garden Equip & Supply Stores	4442	\$284,609	\$0	\$284,609	100.0	0
Food & Beverage Stores	445	\$8,720,211	\$11,966,460	-\$3,246,249	-15.7	5
Grocery Stores	4451	\$7,592,893	\$11,738,924	-\$4,146,031	-21.4	4
Specialty Food Stores	4452	\$242,830	\$0	\$242,830	100.0	0
Beer, Wine & Liquor Stores	4453	\$884,487	\$227,536	\$656,951	59.1	1
Health & Personal Care Stores	446,4461	\$2,832,723	\$1,886,056	\$946,667	20.1	5
Gasoline Stations	447,4471	\$4,702,311	\$6,917,431	-\$2,215,120	-19.1	1
Clothing & Clothing Accessories Stores	448	\$2,762,825	\$1,551,760	\$1,211,065	28.1	5
Clothing Stores	4481	\$2,071,838	\$248,463	\$1,823,375	78.6	2
Shoe Stores	4482	\$438,545	\$339,628	\$98,917	12.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$252,441	\$963,669	-\$711,228	-58.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,317,923	\$483,874	\$834,049	46.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,021,832	\$429,116	\$592,716	40.9	3
Book, Periodical & Music Stores	4512	\$296,091	\$54,758	\$241,333	68.8	1
General Merchandise Stores	452	\$6,850,274	\$51,511,013	-\$44,660,739	-76.5	5
Department Stores Excluding Leased Depts.	4521	\$2,929,355	\$4,204,510	-\$1,275,155	-17.9	1
Other General Merchandise Stores	4529	\$3,920,919	\$47,306,503	-\$43,385,584	-84.7	4
Miscellaneous Store Retailers	453	\$1,518,365	\$1,370,689	\$147,676	5.1	14
Florists	4531	\$82,173	\$223,913	-\$141,740	-46.3	4
Office Supplies, Stationery & Gift Stores	4532	\$400,836	\$426,365	-\$25,529	-3.1	3
Used Merchandise Stores	4533	\$142,484	\$0	\$142,484	100.0	0
Other Miscellaneous Store Retailers	4539	\$892,871	\$720,410	\$172,461	10.7	6
Nonstore Retailers	454	\$5,875,182	\$6,181,670	-\$306,488	-2.5	4
Electronic Shopping & Mail-Order Houses	4541	\$4,976,077	\$2,432,292	\$2,543,785	34.3	1
Vending Machine Operators	4542	\$132,861	\$0	\$132,861	100.0	0
Direct Selling Establishments	4543	\$766,244	\$3,713,677	-\$2,947,433	-65.8	3
Food Services & Drinking Places	722	\$5,078,345	\$13,901,608	-\$8,823,263	-46.5	17
Full-Service Restaurants	7221	\$2,208,665	\$2,368,289	-\$159,624	-3.5	3
Limited-Service Eating Places	7222	\$2,321,264	\$9,883,323	-\$7,562,059	-62.0	9
Special Food Services	7223	\$213,683	\$683,581	-\$469,898	-52.4	1
Drinking Places - Alcoholic Beverages	7224	\$334,733	\$966,414	-\$631,681	-48.5	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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

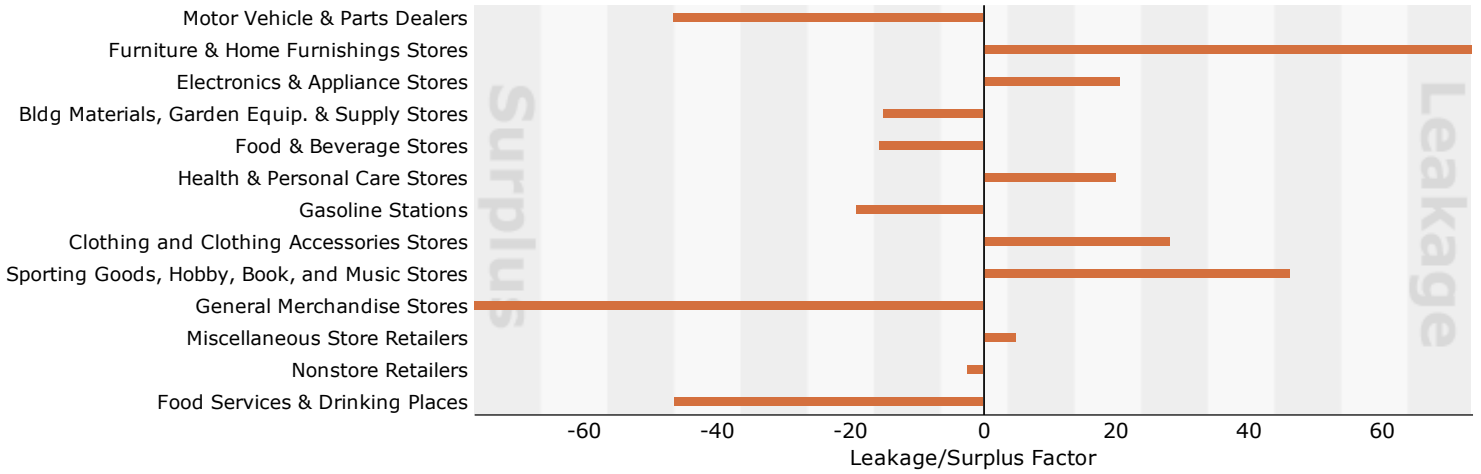


Retail MarketPlace Profile

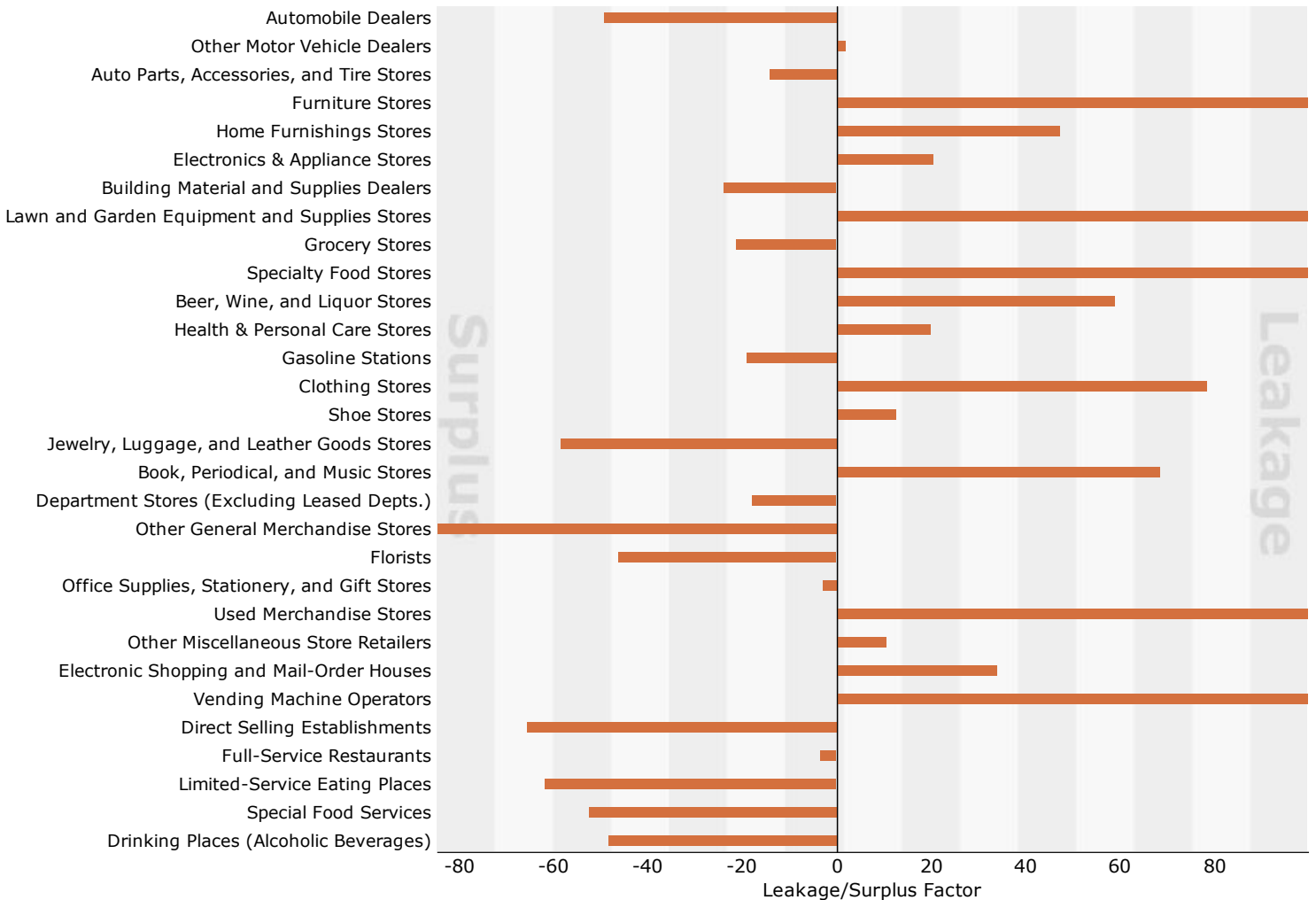
222 Jamesway Rd, Ebensburg, Pennsylvania, 15931
Drive Time: 6 minute radius

Prepared by Esri
Latitude: 40.47499
Longitude: -78.74446

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

October 15, 2015

Prepared by Esri



Retail MarketPlace Profile

222 Jamesway Rd, Ebensburg, Pennsylvania, 15931
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 40.47499
 Longitude: -78.74446

Summary Demographics

2015 Population	5,457
2015 Households	2,419
2015 Median Disposable Income	\$40,075
2015 Per Capita Income	\$27,671

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	\$61,009,162	\$132,345,762	-\$71,336,600	-36.9	82
Total Retail Trade	44-45	\$55,225,824	\$118,171,002	-\$62,945,178	-36.3	64
Total Food & Drink	722	\$5,783,338	\$14,174,760	-\$8,391,422	-42.0	18

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,279,850	\$28,319,000	-\$17,039,150	-43.0	12
Automobile Dealers	4411	\$9,999,591	\$26,972,895	-\$16,973,304	-45.9	7
Other Motor Vehicle Dealers	4412	\$599,538	\$517,200	\$82,338	7.4	2
Auto Parts, Accessories & Tire Stores	4413	\$680,721	\$828,905	-\$148,184	-9.8	3
Furniture & Home Furnishings Stores	442	\$1,143,118	\$157,212	\$985,906	75.8	1
Furniture Stores	4421	\$654,202	\$0	\$654,202	100.0	0
Home Furnishings Stores	4422	\$488,916	\$157,212	\$331,704	51.3	1
Electronics & Appliance Stores	443	\$1,391,801	\$817,526	\$574,275	26.0	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,845,897	\$2,388,897	-\$543,000	-12.8	2
Bldg Material & Supplies Dealers	4441	\$1,512,352	\$2,343,502	-\$831,150	-21.6	2
Lawn & Garden Equip & Supply Stores	4442	\$333,545	\$0	\$333,545	100.0	0
Food & Beverage Stores	445	\$9,965,212	\$12,672,279	-\$2,707,067	-12.0	6
Grocery Stores	4451	\$8,682,078	\$12,367,749	-\$3,685,671	-17.5	5
Specialty Food Stores	4452	\$277,476	\$0	\$277,476	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,005,658	\$304,530	\$701,128	53.5	1
Health & Personal Care Stores	446,4461	\$3,251,274	\$1,967,556	\$1,283,718	24.6	5
Gasoline Stations	447,4471	\$5,392,709	\$6,961,180	-\$1,568,471	-12.7	1
Clothing & Clothing Accessories Stores	448	\$3,138,392	\$1,638,146	\$1,500,246	31.4	5
Clothing Stores	4481	\$2,353,235	\$273,105	\$2,080,130	79.2	2
Shoe Stores	4482	\$498,910	\$356,062	\$142,848	16.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$286,247	\$1,008,979	-\$722,732	-55.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,506,001	\$512,245	\$993,756	49.2	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,170,233	\$453,423	\$716,810	44.1	3
Book, Periodical & Music Stores	4512	\$335,768	\$58,822	\$276,946	70.2	1
General Merchandise Stores	452	\$7,827,883	\$54,037,658	-\$46,209,775	-74.7	5
Department Stores Excluding Leased Depts.	4521	\$3,341,429	\$4,454,039	-\$1,112,610	-14.3	1
Other General Merchandise Stores	4529	\$4,486,454	\$49,583,619	-\$45,097,165	-83.4	4
Miscellaneous Store Retailers	453	\$1,745,570	\$1,403,951	\$341,619	10.8	14
Florists	4531	\$95,630	\$226,735	-\$131,105	-40.7	4
Office Supplies, Stationery & Gift Stores	4532	\$457,932	\$426,988	\$30,944	3.5	3
Used Merchandise Stores	4533	\$162,219	\$0	\$162,219	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,029,790	\$746,524	\$283,266	15.9	7
Nonstore Retailers	454	\$6,738,116	\$7,295,351	-\$557,235	-4.0	4
Electronic Shopping & Mail-Order Houses	4541	\$5,692,352	\$2,549,985	\$3,142,367	38.1	1
Vending Machine Operators	4542	\$151,756	\$0	\$151,756	100.0	0
Direct Selling Establishments	4543	\$894,008	\$4,707,479	-\$3,813,471	-68.1	3
Food Services & Drinking Places	722	\$5,783,338	\$14,174,760	-\$8,391,422	-42.0	18
Full-Service Restaurants	7221	\$2,514,266	\$2,436,159	\$78,107	1.6	3
Limited-Service Eating Places	7222	\$2,645,128	\$9,993,677	-\$7,348,549	-58.1	9
Special Food Services	7223	\$244,850	\$723,367	-\$478,517	-49.4	1
Drinking Places - Alcoholic Beverages	7224	\$379,094	\$1,021,558	-\$642,464	-45.9	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>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

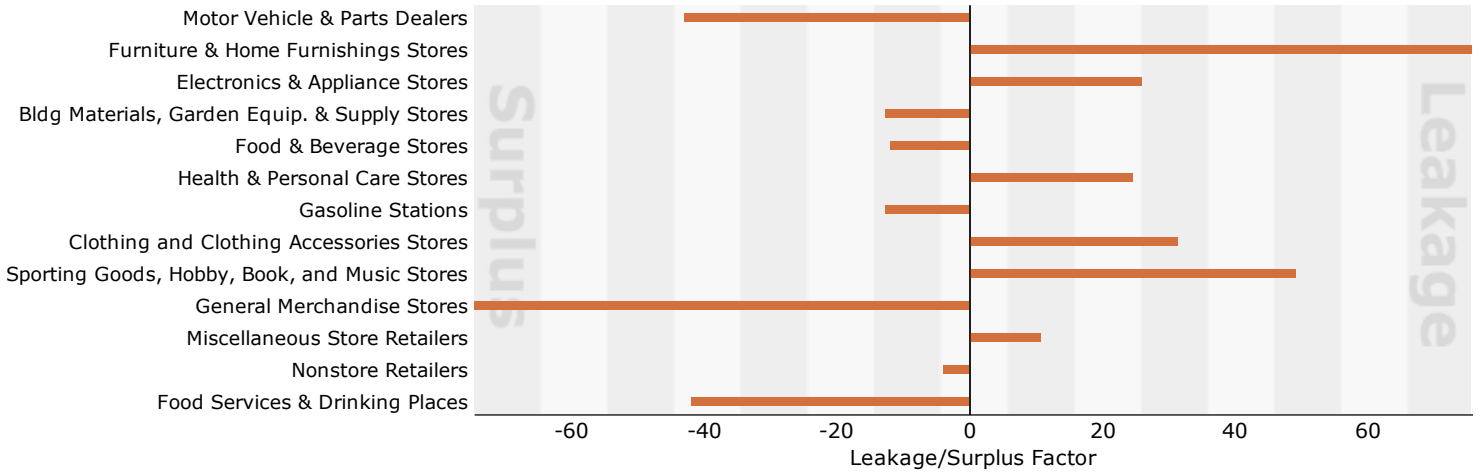


Retail MarketPlace Profile

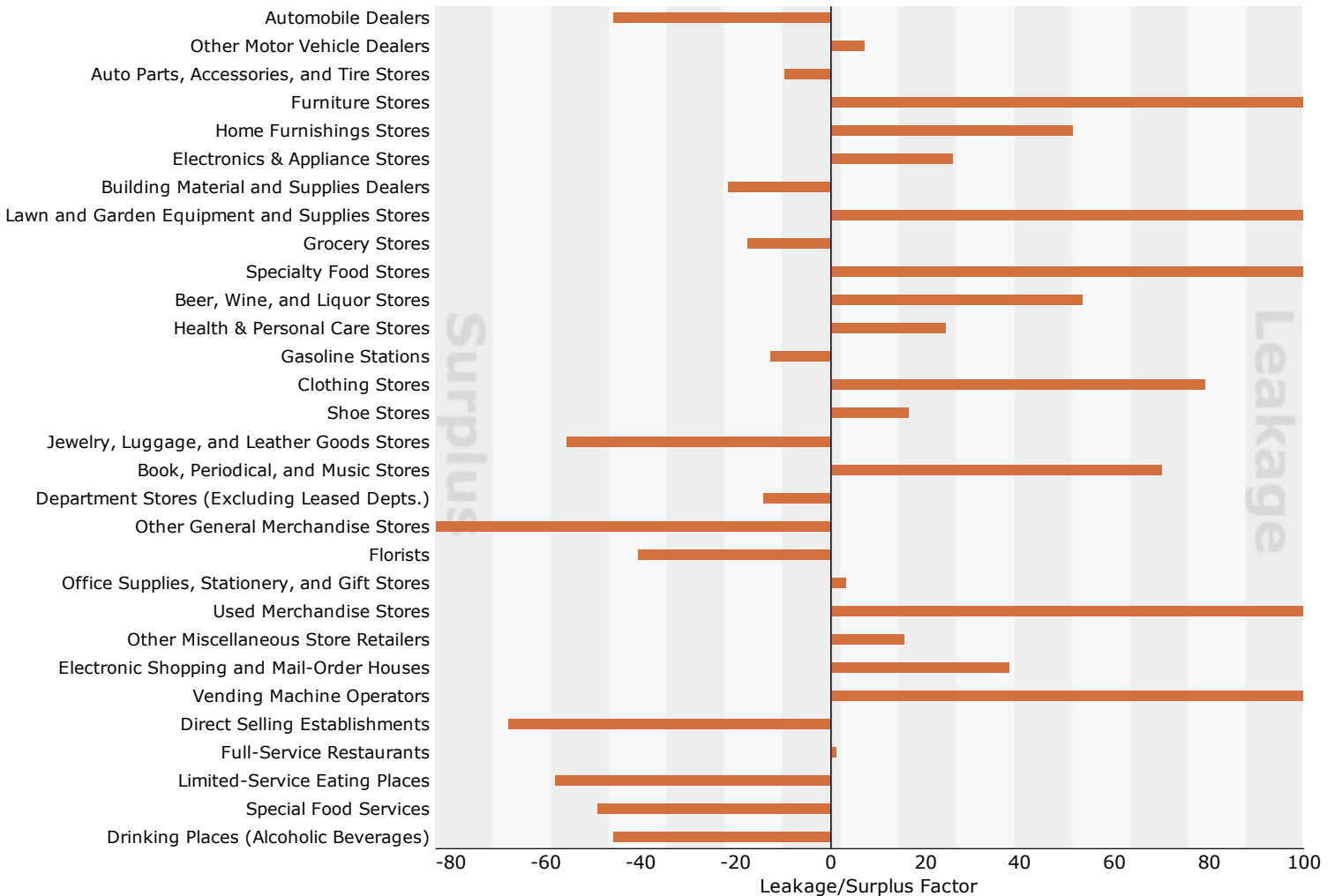
222 Jamesway Rd, Ebensburg, Pennsylvania, 15931
 Drive Time: 8 minute radius

Prepared by Esri
 Latitude: 40.47499
 Longitude: -78.74446

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.