



# Retail MarketPlace Profile

INDIANA  
 2879 Oakland Ave, Indiana, Pennsylvania, 15701  
 Drive Time: 4 minute radius

Prepared by Esri  
 Latitude: 40.60112  
 Longitude: -79.19276

## Summary Demographics

2015 Population	2,081
2015 Households	1,075
2015 Median Disposable Income	\$30,814
2015 Per Capita Income	\$29,198

## 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	\$21,915,676	\$112,937,042	-\$91,021,366	-67.5	63
Total Retail Trade	44-45	\$19,723,236	\$98,984,268	-\$79,261,032	-66.8	50
Total Food & Drink	722	\$2,192,440	\$13,952,773	-\$11,760,333	-72.8	12

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,931,459	\$13,917,765	-\$9,986,306	-55.9	5
Automobile Dealers	4411	\$3,509,906	\$11,697,313	-\$8,187,407	-53.8	2
Other Motor Vehicle Dealers	4412	\$177,504	\$91,232	\$86,272	32.1	1
Auto Parts, Accessories & Tire Stores	4413	\$244,049	\$2,129,220	-\$1,885,171	-79.4	3
Furniture & Home Furnishings Stores	442	\$419,711	\$564,158	-\$144,447	-14.7	1
Furniture Stores	4421	\$247,278	\$0	\$247,278	100.0	0
Home Furnishings Stores	4422	\$172,434	\$564,158	-\$391,724	-53.2	1
Electronics & Appliance Stores	443	\$517,972	\$1,633,481	-\$1,115,509	-51.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$554,191	\$6,785,447	-\$6,231,256	-84.9	5
Bldg Material & Supplies Dealers	4441	\$462,100	\$6,785,447	-\$6,323,347	-87.2	5
Lawn & Garden Equip & Supply Stores	4442	\$92,091	\$0	\$92,091	100.0	0
Food & Beverage Stores	445	\$3,648,538	\$7,186,073	-\$3,537,535	-32.7	3
Grocery Stores	4451	\$3,164,280	\$6,333,529	-\$3,169,249	-33.4	1
Specialty Food Stores	4452	\$101,404	\$197,549	-\$96,145	-32.2	1
Beer, Wine & Liquor Stores	4453	\$382,854	\$654,995	-\$272,141	-26.2	1
Health & Personal Care Stores	446,4461	\$1,085,184	\$1,449,119	-\$363,935	-14.4	7
Gasoline Stations	447,4471	\$1,954,657	\$8,940,144	-\$6,985,487	-64.1	1
Clothing & Clothing Accessories Stores	448	\$1,226,621	\$20,571,959	-\$19,345,338	-88.7	13
Clothing Stores	4481	\$922,000	\$14,987,882	-\$14,065,882	-88.4	6
Shoe Stores	4482	\$195,427	\$2,323,247	-\$2,127,820	-84.5	4
Jewelry, Luggage & Leather Goods Stores	4483	\$109,193	\$3,260,830	-\$3,151,637	-93.5	4
Sporting Goods, Hobby, Book & Music Stores	451	\$584,493	\$1,220,473	-\$635,980	-35.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$435,813	\$1,220,473	-\$784,660	-47.4	1
Book, Periodical & Music Stores	4512	\$148,680	\$0	\$148,680	100.0	0
General Merchandise Stores	452	\$2,858,182	\$33,062,864	-\$30,204,682	-84.1	4
Department Stores Excluding Leased Depts.	4521	\$1,237,127	\$21,643,464	-\$20,406,337	-89.2	4
Other General Merchandise Stores	4529	\$1,621,055	\$0	\$1,621,055	100.0	0
Miscellaneous Store Retailers	453	\$605,463	\$1,378,238	-\$772,775	-39.0	6
Florists	4531	\$26,504	\$0	\$26,504	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$161,366	\$1,092,676	-\$931,310	-74.3	2
Used Merchandise Stores	4533	\$64,052	\$0	\$64,052	100.0	0
Other Miscellaneous Store Retailers	4539	\$353,540	\$191,554	\$161,986	29.7	3
Nonstore Retailers	454	\$2,336,766	\$2,274,547	\$62,219	1.3	1
Electronic Shopping & Mail-Order Houses	4541	\$2,003,378	\$2,220,941	-\$217,563	-5.2	1
Vending Machine Operators	4542	\$55,822	\$0	\$55,822	100.0	0
Direct Selling Establishments	4543	\$277,567	\$0	\$277,567	100.0	0
Food Services & Drinking Places	722	\$2,192,440	\$13,952,773	-\$11,760,333	-72.8	12
Full-Service Restaurants	7221	\$957,742	\$9,085,809	-\$8,128,067	-80.9	5
Limited-Service Eating Places	7222	\$997,791	\$4,247,216	-\$3,249,425	-62.0	7
Special Food Services	7223	\$88,119	\$619,748	-\$531,629	-75.1	1
Drinking Places - Alcoholic Beverages	7224	\$148,788	\$0	\$148,788	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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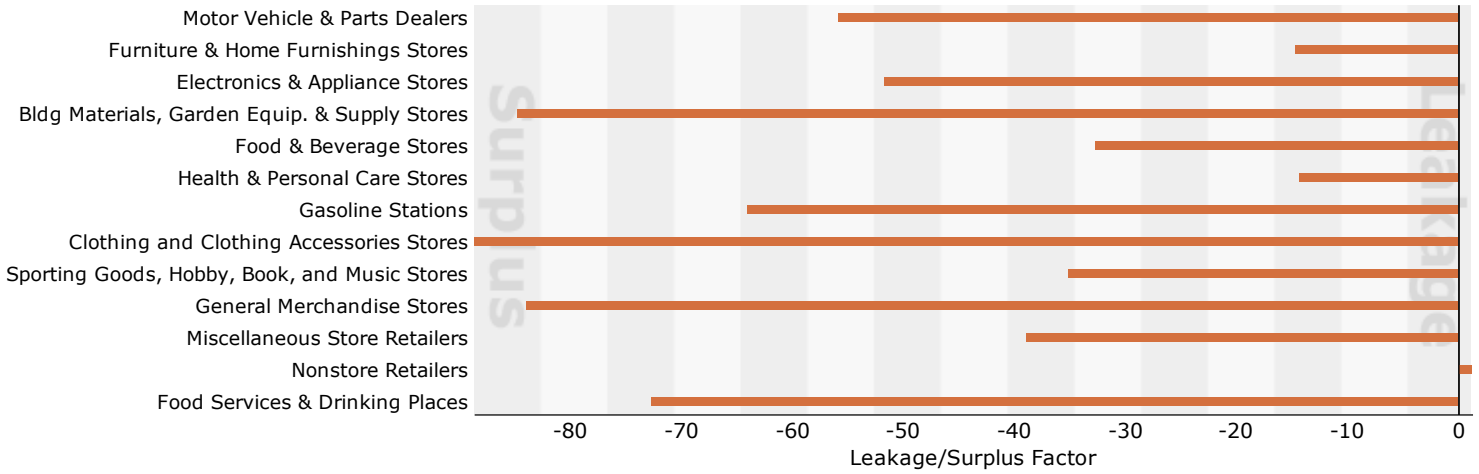


# Retail MarketPlace Profile

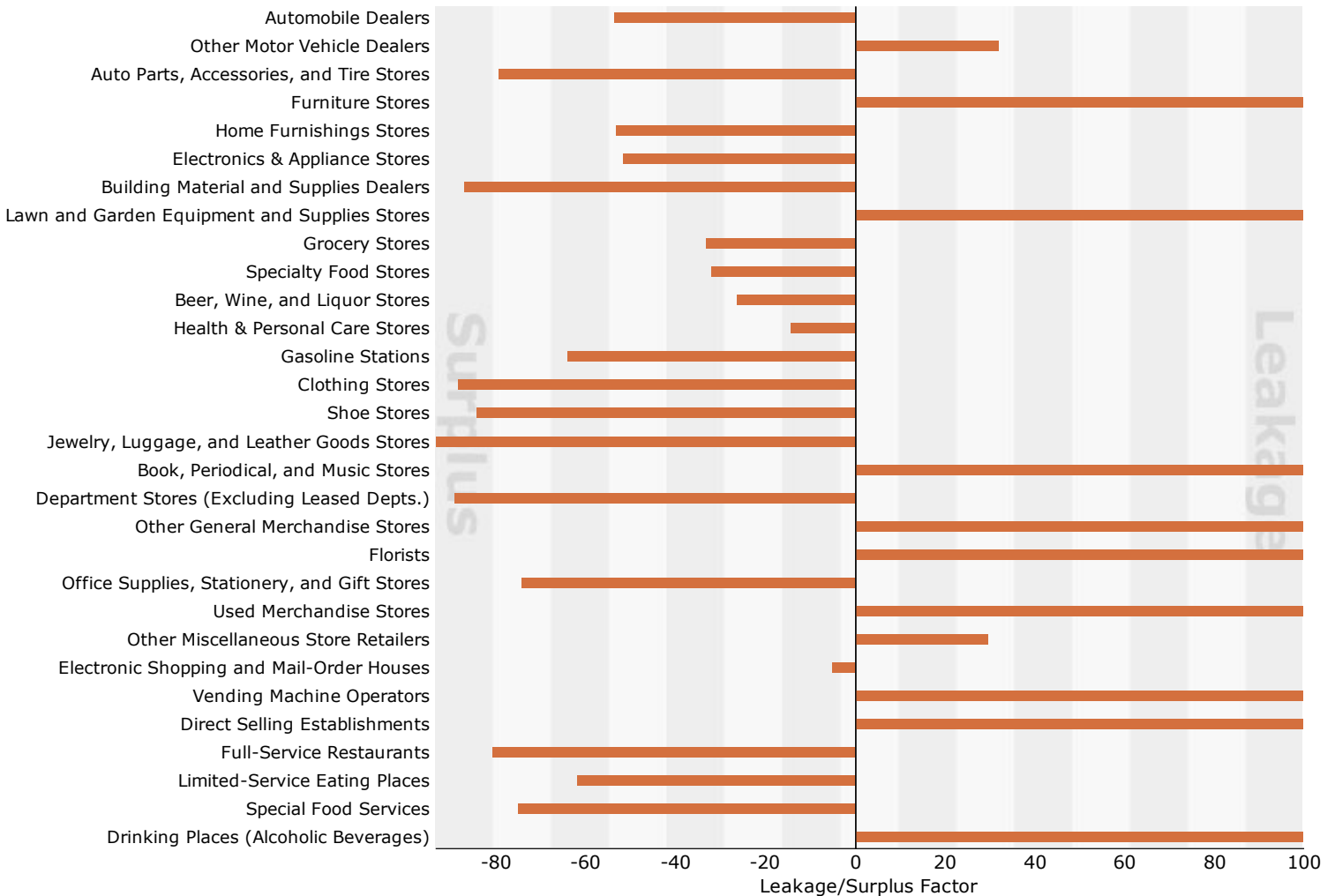
INDIANA  
 2879 Oakland Ave, Indiana, Pennsylvania, 15701  
 Drive Time: 4 minute radius

Prepared by Esri  
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 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  
 Drive Time: 6 minute radius

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 Latitude: 40.60112  
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## Summary Demographics

2015 Population	12,281
2015 Households	4,895
2015 Median Disposable Income	\$31,811
2015 Per Capita Income	\$22,681

## 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	\$107,481,583	\$312,419,664	-\$204,938,081	-48.8	155
Total Retail Trade	44-45	\$96,760,715	\$284,623,314	-\$187,862,599	-49.3	125
Total Food & Drink	722	\$10,720,868	\$27,796,350	-\$17,075,482	-44.3	31

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,159,966	\$31,743,143	-\$12,583,177	-24.7	17
Automobile Dealers	4411	\$17,052,694	\$27,851,953	-\$10,799,259	-24.0	7
Other Motor Vehicle Dealers	4412	\$900,790	\$465,541	\$435,249	31.9	3
Auto Parts, Accessories & Tire Stores	4413	\$1,206,482	\$3,425,649	-\$2,219,167	-47.9	7
Furniture & Home Furnishings Stores	442	\$2,058,591	\$1,444,007	\$614,584	17.5	3
Furniture Stores	4421	\$1,198,488	\$0	\$1,198,488	100.0	0
Home Furnishings Stores	4422	\$860,103	\$1,418,088	-\$557,985	-24.5	2
Electronics & Appliance Stores	443	\$2,529,954	\$3,842,169	-\$1,312,215	-20.6	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,878,589	\$27,199,072	-\$24,320,483	-80.9	9
Bldg Material & Supplies Dealers	4441	\$2,405,509	\$27,142,303	-\$24,736,794	-83.7	9
Lawn & Garden Equip & Supply Stores	4442	\$473,081	\$0	\$473,081	100.0	0
Food & Beverage Stores	445	\$17,899,551	\$37,559,355	-\$19,659,804	-35.4	11
Grocery Stores	4451	\$15,516,104	\$35,785,031	-\$20,268,927	-39.5	8
Specialty Food Stores	4452	\$497,772	\$341,333	\$156,439	18.6	2
Beer, Wine & Liquor Stores	4453	\$1,885,676	\$1,432,992	\$452,684	13.6	1
Health & Personal Care Stores	446,4461	\$5,457,146	\$2,443,927	\$3,013,219	38.1	10
Gasoline Stations	447,4471	\$9,433,219	\$17,590,951	-\$8,157,732	-30.2	2
Clothing & Clothing Accessories Stores	448	\$5,953,742	\$56,829,504	-\$50,875,762	-81.0	21
Clothing Stores	4481	\$4,473,547	\$49,220,089	-\$44,746,542	-83.3	10
Shoe Stores	4482	\$944,310	\$3,250,382	-\$2,306,072	-55.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$535,885	\$4,359,032	-\$3,823,147	-78.1	6
Sporting Goods, Hobby, Book & Music Stores	451	\$2,798,287	\$7,741,539	-\$4,943,252	-46.9	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,099,321	\$7,643,864	-\$5,544,543	-56.9	10
Book, Periodical & Music Stores	4512	\$698,965	\$0	\$698,965	100.0	0
General Merchandise Stores	452	\$13,981,264	\$87,399,270	-\$73,418,006	-72.4	8
Department Stores Excluding Leased Depts.	4521	\$6,031,942	\$26,101,244	-\$20,069,302	-62.5	6
Other General Merchandise Stores	4529	\$7,949,322	\$61,298,026	-\$53,348,704	-77.0	2
Miscellaneous Store Retailers	453	\$2,984,158	\$7,640,026	-\$4,655,868	-43.8	20
Florists	4531	\$138,799	\$192,379	-\$53,580	-16.2	2
Office Supplies, Stationery & Gift Stores	4532	\$806,197	\$3,929,828	-\$3,123,631	-66.0	7
Used Merchandise Stores	4533	\$308,714	\$417,471	-\$108,757	-15.0	2
Other Miscellaneous Store Retailers	4539	\$1,730,448	\$3,100,348	-\$1,369,900	-28.4	9
Nonstore Retailers	454	\$11,626,248	\$3,190,350	\$8,435,898	56.9	5
Electronic Shopping & Mail-Order Houses	4541	\$9,935,787	\$2,563,472	\$7,372,315	59.0	1
Vending Machine Operators	4542	\$273,706	\$96,031	\$177,675	48.1	1
Direct Selling Establishments	4543	\$1,416,755	\$530,847	\$885,908	45.5	3
Food Services & Drinking Places	722	\$10,720,868	\$27,796,350	-\$17,075,482	-44.3	31
Full-Service Restaurants	7221	\$4,681,557	\$15,142,323	-\$10,460,766	-52.8	9
Limited-Service Eating Places	7222	\$4,882,518	\$11,740,057	-\$6,857,539	-41.3	20
Special Food Services	7223	\$429,023	\$883,582	-\$454,559	-34.6	2
Drinking Places - Alcoholic Beverages	7224	\$727,769	\$0	\$727,769	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>.

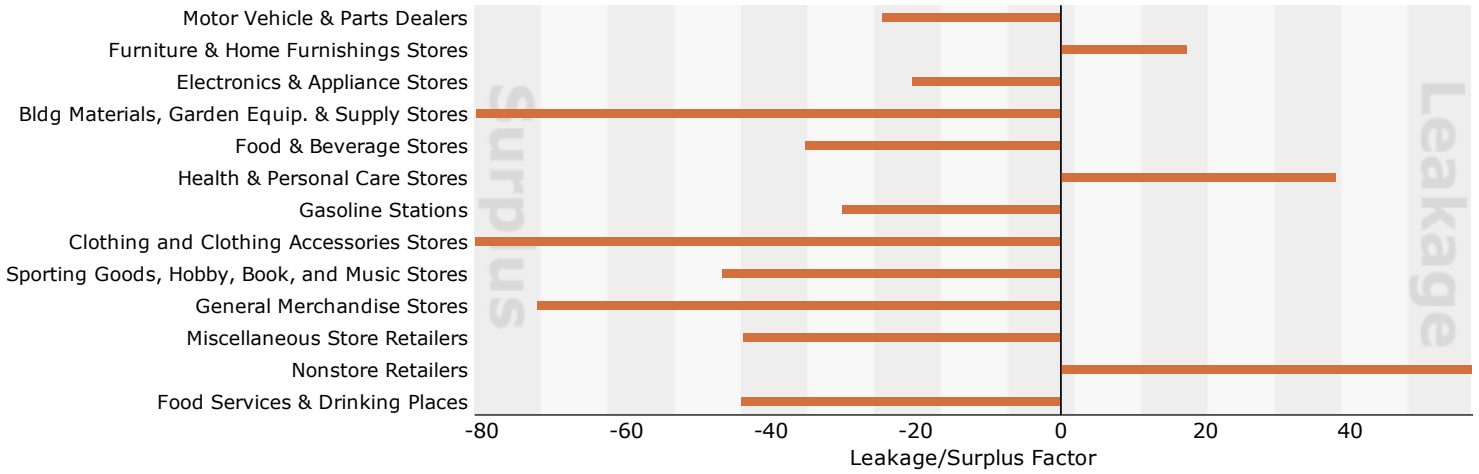
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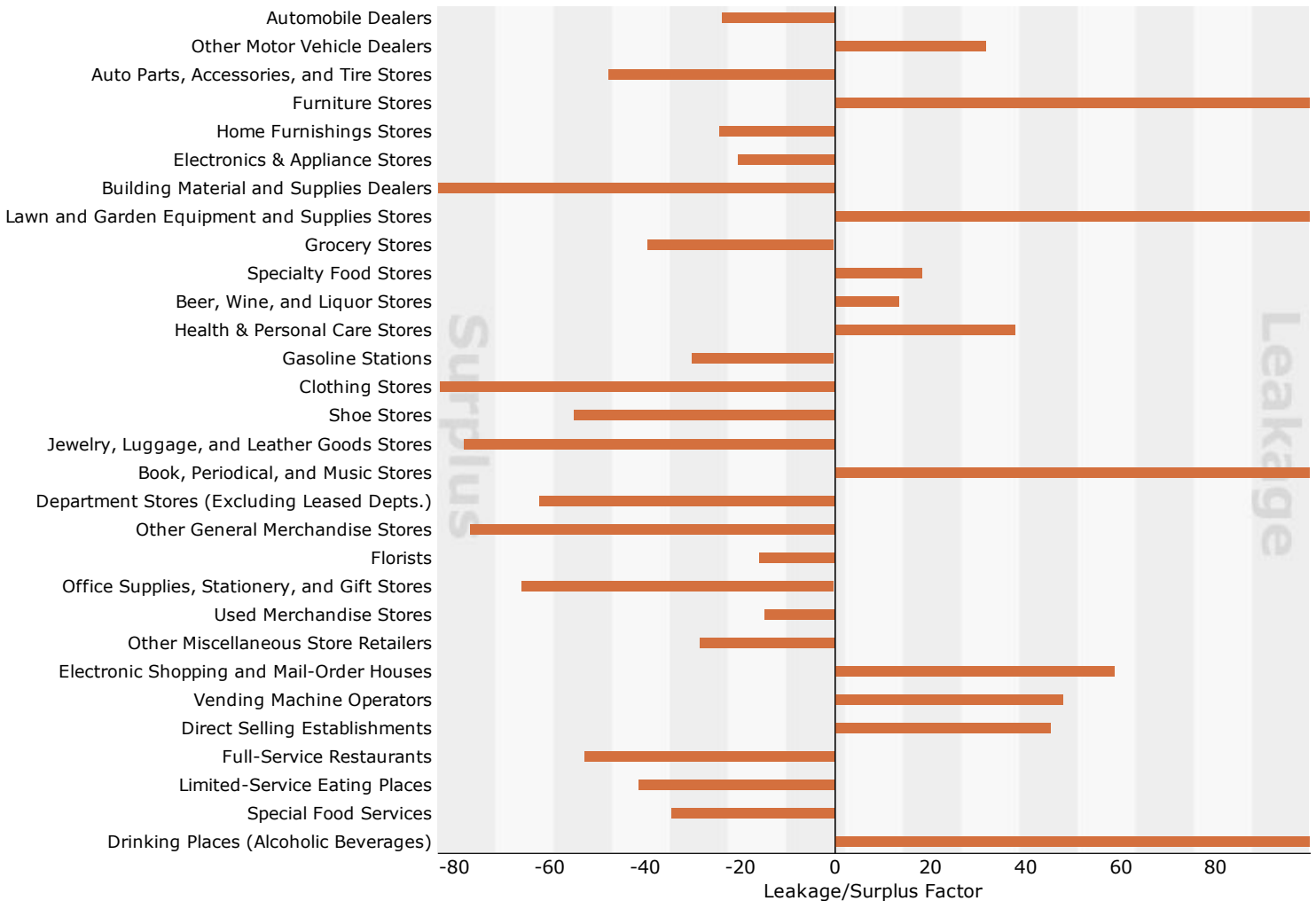
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

INDIANA  
 2879 Oakland Ave, Indiana, Pennsylvania, 15701  
 Drive Time: 8 minute radius

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 Latitude: 40.60112  
 Longitude: -79.19276

## Summary Demographics

2015 Population	21,390
2015 Households	8,197
2015 Median Disposable Income	\$31,523
2015 Per Capita Income	\$21,276

## 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	\$178,853,359	\$413,817,466	-\$234,964,107	-39.6	251
Total Retail Trade	44-45	\$161,137,436	\$373,742,967	-\$212,605,531	-39.7	203
Total Food & Drink	722	\$17,715,923	\$40,074,499	-\$22,358,576	-38.7	48

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,150,902	\$82,271,336	-\$50,120,434	-43.8	26
Automobile Dealers	4411	\$28,610,017	\$77,773,365	-\$49,163,348	-46.2	12
Other Motor Vehicle Dealers	4412	\$1,545,736	\$614,049	\$931,687	43.1	4
Auto Parts, Accessories & Tire Stores	4413	\$1,995,148	\$3,883,921	-\$1,888,773	-32.1	10
Furniture & Home Furnishings Stores	442	\$3,405,866	\$3,271,212	\$134,654	2.0	4
Furniture Stores	4421	\$1,983,968	\$0	\$1,983,968	100.0	0
Home Furnishings Stores	4422	\$1,421,897	\$3,154,581	-\$1,732,684	-37.9	4
Electronics & Appliance Stores	443	\$4,197,165	\$4,636,293	-\$439,128	-5.0	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,816,878	\$32,268,912	-\$27,452,034	-74.0	14
Bldg Material & Supplies Dealers	4441	\$4,009,551	\$31,294,541	-\$27,284,990	-77.3	13
Lawn & Garden Equip & Supply Stores	4442	\$807,327	\$974,371	-\$167,044	-9.4	1
Food & Beverage Stores	445	\$29,679,065	\$42,650,870	-\$12,971,805	-17.9	17
Grocery Stores	4451	\$25,742,250	\$38,808,926	-\$13,066,676	-20.2	11
Specialty Food Stores	4452	\$824,870	\$802,125	\$22,745	1.4	4
Beer, Wine & Liquor Stores	4453	\$3,111,945	\$3,039,819	\$72,126	1.2	3
Health & Personal Care Stores	446,4461	\$9,051,420	\$9,490,873	-\$439,453	-2.4	17
Gasoline Stations	447,4471	\$15,794,175	\$25,399,216	-\$9,605,041	-23.3	4
Clothing & Clothing Accessories Stores	448	\$9,823,831	\$58,445,829	-\$48,621,998	-71.2	28
Clothing Stores	4481	\$7,377,689	\$50,349,537	-\$42,971,848	-74.4	15
Shoe Stores	4482	\$1,561,407	\$3,456,929	-\$1,895,522	-37.8	6
Jewelry, Luggage & Leather Goods Stores	4483	\$884,735	\$4,639,363	-\$3,754,628	-68.0	7
Sporting Goods, Hobby, Book & Music Stores	451	\$4,676,097	\$9,466,455	-\$4,790,358	-33.9	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,513,726	\$8,712,233	-\$5,198,507	-42.5	19
Book, Periodical & Music Stores	4512	\$1,162,370	\$754,222	\$408,148	21.3	4
General Merchandise Stores	452	\$23,212,964	\$91,377,583	-\$68,164,619	-59.5	8
Department Stores Excluding Leased Depts.	4521	\$10,003,401	\$26,125,965	-\$16,122,564	-44.6	6
Other General Merchandise Stores	4529	\$13,209,563	\$65,251,619	-\$52,042,056	-66.3	2
Miscellaneous Store Retailers	453	\$4,994,482	\$9,732,378	-\$4,737,896	-32.2	38
Florists	4531	\$230,674	\$445,152	-\$214,478	-31.7	4
Office Supplies, Stationery & Gift Stores	4532	\$1,335,134	\$4,453,069	-\$3,117,935	-53.9	13
Used Merchandise Stores	4533	\$512,396	\$793,886	-\$281,490	-21.5	6
Other Miscellaneous Store Retailers	4539	\$2,916,278	\$4,040,271	-\$1,123,993	-16.2	15
Nonstore Retailers	454	\$19,334,592	\$4,732,011	\$14,602,581	60.7	13
Electronic Shopping & Mail-Order Houses	4541	\$16,482,400	\$2,721,585	\$13,760,815	71.7	1
Vending Machine Operators	4542	\$453,482	\$156,761	\$296,721	48.6	1
Direct Selling Establishments	4543	\$2,398,709	\$1,853,665	\$545,044	12.8	11
Food Services & Drinking Places	722	\$17,715,923	\$40,074,499	-\$22,358,576	-38.7	48
Full-Service Restaurants	7221	\$7,732,033	\$21,669,806	-\$13,937,773	-47.4	15
Limited-Service Eating Places	7222	\$8,074,922	\$16,617,660	-\$8,542,738	-34.6	27
Special Food Services	7223	\$715,768	\$1,187,596	-\$471,828	-24.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,193,201	\$599,437	\$593,764	33.1	3

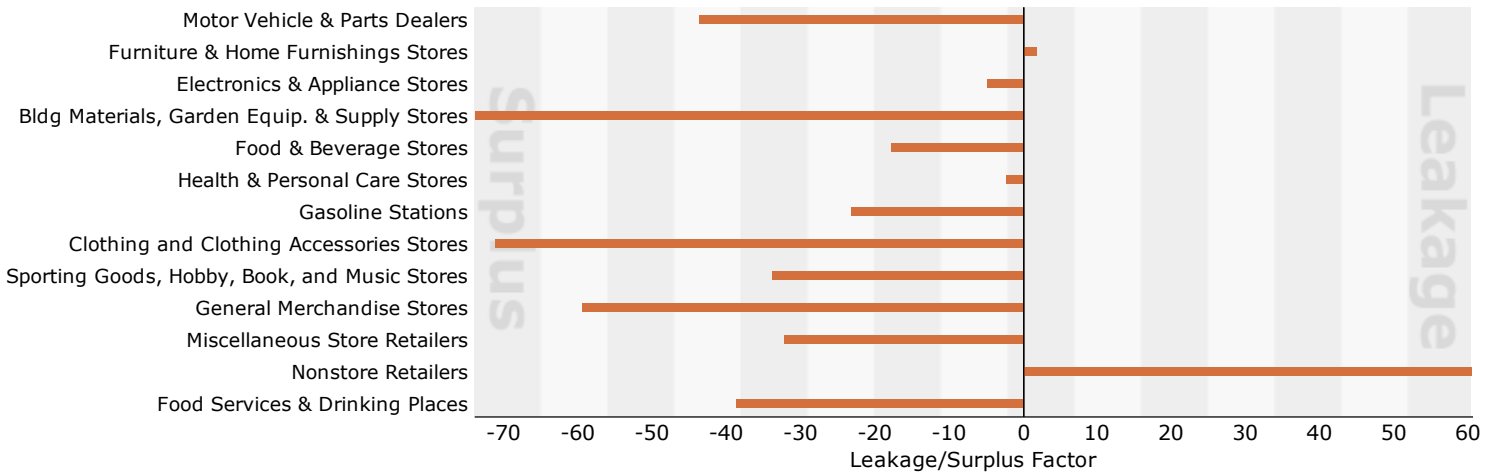
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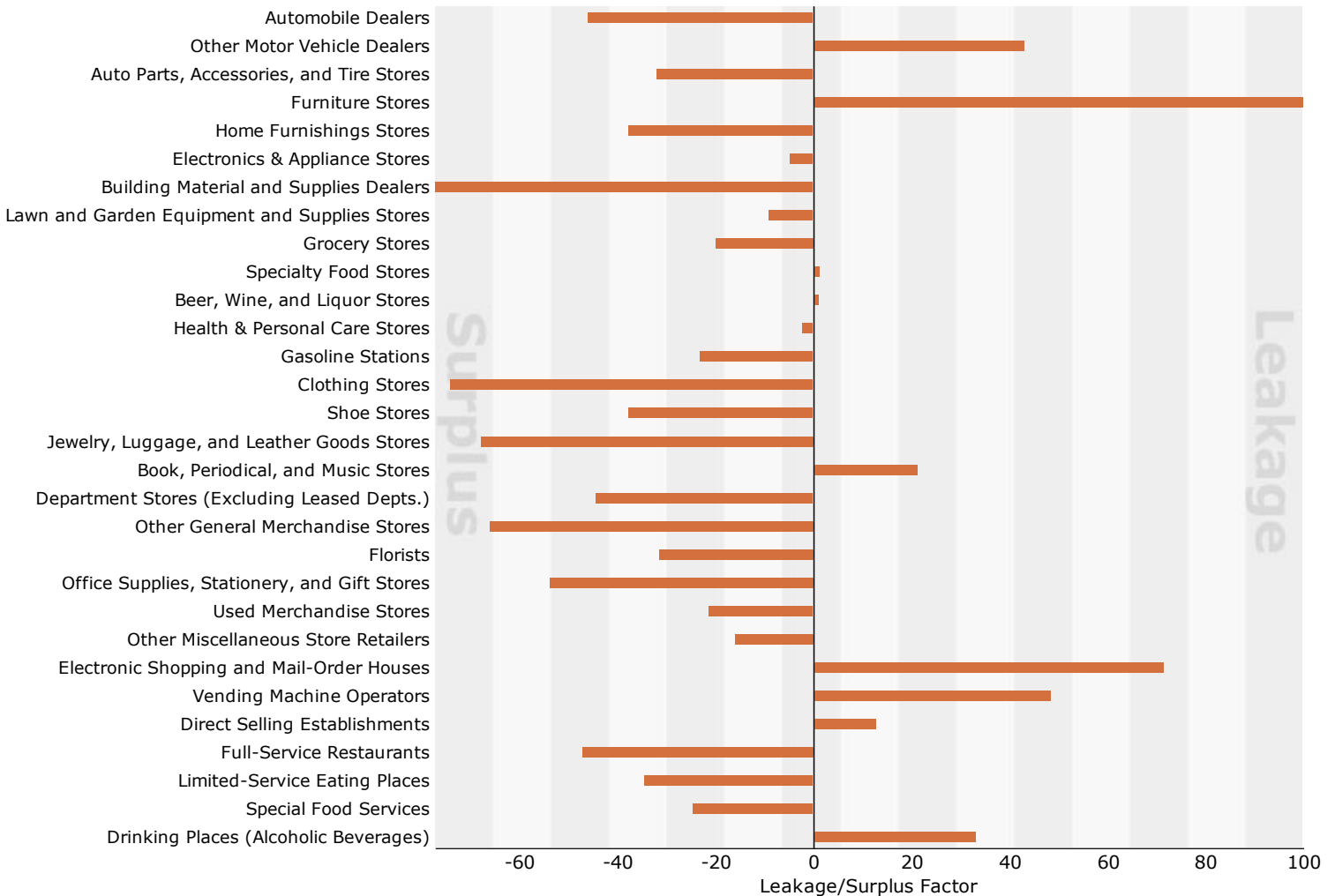
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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