



2015 Retail MarketPlace Forecast

4003 Madison Ave
Retail Condo
Ring: 1 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Summary Demographics						
2015 Population						10,818
2015 Households						4,404
2015 Per Capita Income						\$23,472
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	\$90,982,658	\$168,624,431	-77,641,773	-29.9	136
Total Retail Trade	44-45	\$77,398,350	\$136,794,670	-59,396,320	-27.7	94
Total Food & Drink	722	\$13,584,309	\$31,829,761	-18,245,453	-40.2	42
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,073,005	\$36,905,494	-18,832,489	-34.3	33
Automobile Dealers	4411	\$15,269,649	\$31,499,929	-16,230,279	-34.7	25
Other Motor Vehicle Dealers	4412	\$1,176,427	\$1,199,915	-23,488	-1.0	2
Auto Parts, Accessories & Tire Stores	4413	\$1,626,928	\$4,205,650	-2,578,722	-44.2	7
Furniture & Home Furnishings Stores	442	\$2,277,253	\$1,778,119	499,134	12.3	5
Furniture Stores	4421	\$1,434,582	\$877,863	556,719	24.1	2
Home Furnishings Stores	4422	\$842,671	\$900,256	-57,585	-3.3	3
Electronics & Appliance Stores	4431	\$2,954,451	\$4,696,174	-1,741,723	-22.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,845,203	\$1,860,488	984,715	20.9	7
Bldg Material & Supplies Dealers	4441	\$2,612,676	\$1,823,717	788,959	17.8	7
Lawn & Garden Equip & Supply Stores	4442	\$232,527	\$36,771	195,756	72.7	0
Food & Beverage Stores	445	\$13,180,246	\$31,321,182	-18,140,936	-40.8	9
Grocery Stores	4451	\$12,039,054	\$29,477,103	-17,438,048	-42.0	5
Specialty Food Stores	4452	\$150,134	\$140,650	9,484	3.3	1
Beer, Wine & Liquor Stores	4453	\$991,058	\$1,703,429	-712,372	-26.4	3
Health & Personal Care Stores	446,4461	\$2,793,158	\$2,914,696	-121,538	-2.1	4
Gasoline Stations	447,4471	\$14,226,368	\$24,817,678	-10,591,311	-27.1	4
Clothing & Clothing Accessories Stores	448	\$3,514,787	\$1,591,867	1,922,919	37.7	6
Clothing Stores	4481	\$2,743,738	\$1,079,168	1,664,571	43.5	3
Shoe Stores	4482	\$458,277	\$411,693	46,583	5.4	3
Jewelry, Luggage & Leather Goods Stores	4483	\$312,772	\$101,006	211,765	51.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,002,310	\$1,407,065	-404,755	-16.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$296,428	\$339,601	-43,173	-6.8	3
Book, Periodical & Music Stores	4512	\$705,881	\$1,067,464	-361,583	-20.4	3
General Merchandise Stores	452	\$13,588,195	\$21,128,668	-7,540,474	-21.7	4
Department Stores Excluding Leased Depts.	4521	\$4,282,444	\$1,270,710	3,011,734	54.2	1
Other General Merchandise Stores	4529	\$9,305,750	\$19,857,958	-10,552,208	-36.2	4
Miscellaneous Store Retailers	453	\$1,390,703	\$1,331,619	59,084	2.2	7
Florists	4531	\$59,206	\$47,163	12,043	11.3	1
Office Supplies, Stationery & Gift Stores	4532	\$563,949	\$932,092	-368,143	-24.6	2
Used Merchandise Stores	4533	\$91,573	\$63,466	28,108	18.1	2
Other Miscellaneous Store Retailers	4539	\$675,974	\$288,897	387,077	40.1	3
Nonstore Retailers	454	\$1,552,672	\$7,041,618	-5,488,946	-63.9	2
Electronic Shopping & Mail-Order Houses	4541	\$480,333	\$0	480,333	100.0	0
Vending Machine Operators	4542	\$377,167	\$6,540,686	-6,163,518	-89.1	1
Direct Selling Establishments	4543	\$695,172	\$500,932	194,240	16.2	1
Food Services & Drinking Places	722	\$13,584,309	\$31,829,761	-18,245,453	-40.2	42
Full-Service Restaurants	7221	\$5,608,299	\$9,486,971	-3,878,672	-25.7	21
Limited-Service Eating Places	7222	\$6,473,106	\$20,352,858	-13,879,752	-51.7	14
Special Food Services	7223	\$1,055,276	\$1,231,831	-176,555	-7.7	1
Drinking Places - Alcoholic Beverages	7224	\$447,627	\$758,100	-310,473	-25.7	6

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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

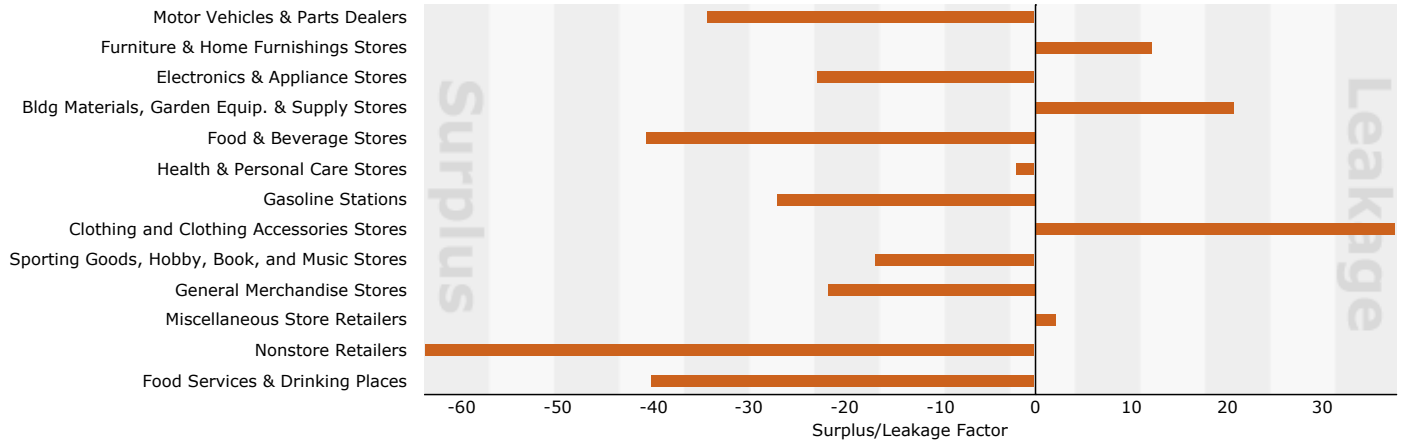


2015 Retail MarketPlace Forecast

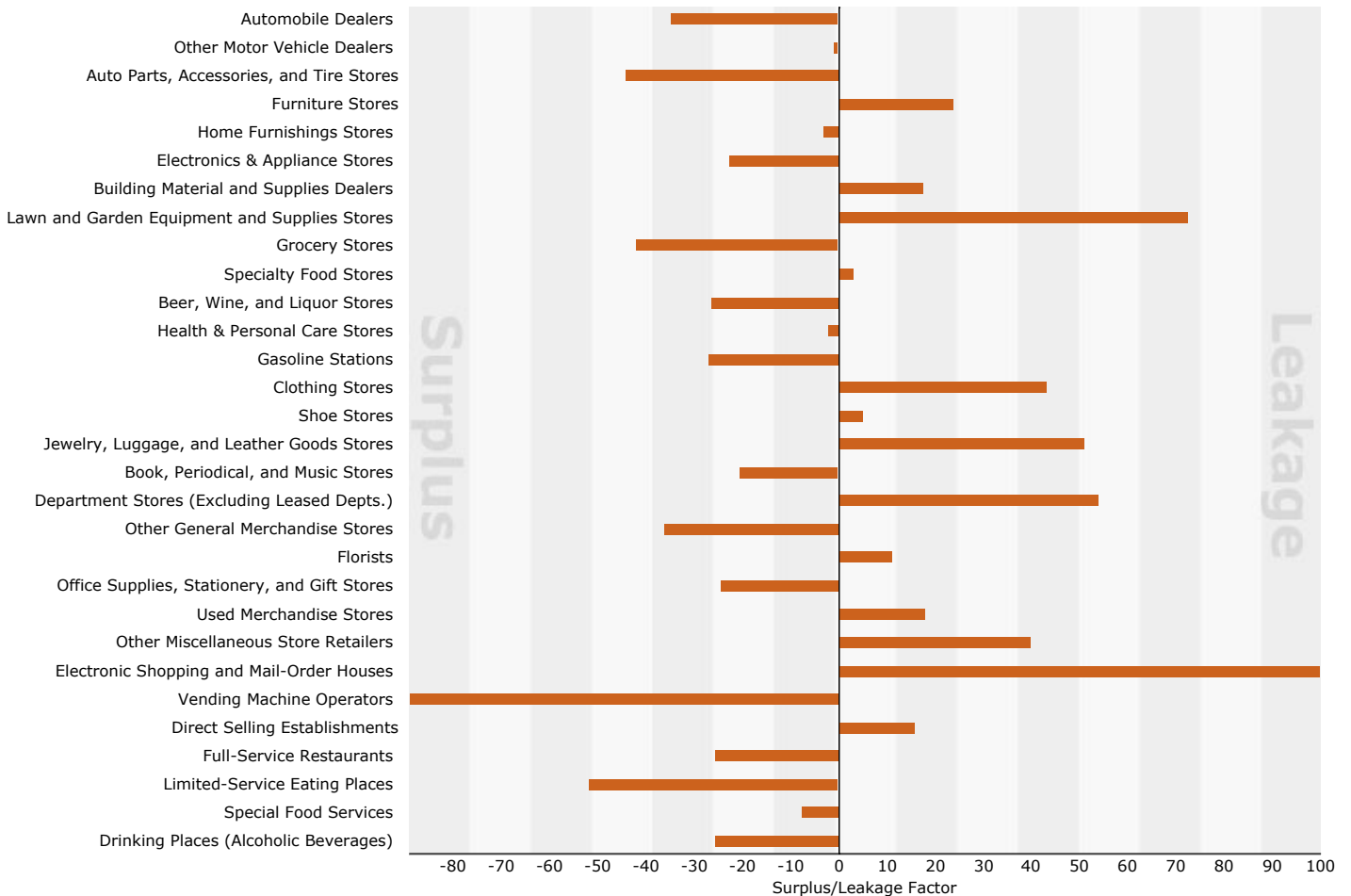
4003 Madison Ave
Retail Condo
Ring: 1 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

October 01, 2014



2015 Retail MarketPlace Forecast

4003 Madison Ave
Retail Condo
Ring: 3 miles radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Summary Demographics						
2015 Population						75,659
2015 Households						31,074
2015 Per Capita Income						\$26,761
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	\$757,319,331	\$665,716,193	91,603,137	6.4	480
Total Retail Trade	44-45	\$644,766,816	\$573,026,986	71,739,829	5.9	329
Total Food & Drink	722	\$112,552,515	\$92,689,207	19,863,308	9.7	151
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$152,151,627	\$108,971,842	43,179,784	16.5	73
Automobile Dealers	4411	\$128,392,440	\$87,847,720	40,544,720	18.7	45
Other Motor Vehicle Dealers	4412	\$10,220,699	\$8,787,479	1,433,220	7.5	5
Auto Parts, Accessories & Tire Stores	4413	\$13,538,488	\$12,336,643	1,201,845	4.6	23
Furniture & Home Furnishings Stores	442	\$19,489,595	\$10,044,585	9,445,010	32.0	20
Furniture Stores	4421	\$12,200,552	\$4,577,009	7,623,544	45.4	5
Home Furnishings Stores	4422	\$7,289,042	\$5,467,576	1,821,466	14.3	14
Electronics & Appliance Stores	4431	\$24,676,047	\$10,383,288	14,292,760	40.8	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,098,078	\$10,582,260	14,515,818	40.7	38
Bldg Material & Supplies Dealers	4441	\$23,043,113	\$9,373,313	13,669,801	42.2	35
Lawn & Garden Equip & Supply Stores	4442	\$2,054,965	\$1,208,948	846,017	25.9	4
Food & Beverage Stores	445	\$108,527,929	\$115,533,107	-7,005,178	-3.1	38
Grocery Stores	4451	\$99,208,916	\$108,920,060	-9,711,145	-4.7	25
Specialty Food Stores	4452	\$1,235,897	\$537,542	698,355	39.4	3
Beer, Wine & Liquor Stores	4453	\$8,083,117	\$6,075,505	2,007,611	14.2	10
Health & Personal Care Stores	446,4461	\$23,365,726	\$19,709,879	3,655,847	8.5	20
Gasoline Stations	447,4471	\$117,428,152	\$184,981,728	-67,553,576	-22.3	28
Clothing & Clothing Accessories Stores	448	\$29,001,900	\$3,709,077	25,292,823	77.3	16
Clothing Stores	4481	\$22,690,124	\$2,811,652	19,878,471	77.9	9
Shoe Stores	4482	\$3,721,931	\$476,430	3,245,502	77.3	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,589,845	\$420,995	2,168,850	72.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$8,118,141	\$3,389,606	4,728,535	41.1	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,477,799	\$1,291,027	1,186,772	31.5	13
Book, Periodical & Music Stores	4512	\$5,640,342	\$2,098,578	3,541,764	45.8	6
General Merchandise Stores	452	\$112,417,211	\$85,427,416	26,989,795	13.6	15
Department Stores Excluding Leased Depts.	4521	\$35,759,575	\$16,432,619	19,326,957	37.0	2
Other General Merchandise Stores	4529	\$76,657,636	\$68,994,797	7,662,838	5.3	12
Miscellaneous Store Retailers	453	\$11,604,545	\$8,839,553	2,764,992	13.5	41
Florists	4531	\$525,753	\$1,847,811	-1,322,058	-55.7	7
Office Supplies, Stationery & Gift Stores	4532	\$4,761,559	\$4,305,661	455,898	5.0	9
Used Merchandise Stores	4533	\$740,276	\$682,753	57,523	4.0	10
Other Miscellaneous Store Retailers	4539	\$5,576,957	\$2,003,328	3,573,629	47.1	14
Nonstore Retailers	454	\$12,887,865	\$11,454,646	1,433,219	5.9	4
Electronic Shopping & Mail-Order Houses	4541	\$3,932,537	\$3,353,846	578,691	7.9	0
Vending Machine Operators	4542	\$3,089,373	\$6,925,428	-3,836,055	-38.3	1
Direct Selling Establishments	4543	\$5,865,955	\$1,175,372	4,690,583	66.6	3
Food Services & Drinking Places	722	\$112,552,515	\$92,689,207	19,863,308	9.7	151
Full-Service Restaurants	7221	\$46,574,981	\$25,848,604	20,726,377	28.6	63
Limited-Service Eating Places	7222	\$53,647,432	\$52,743,560	903,872	0.8	47
Special Food Services	7223	\$8,731,220	\$10,475,608	-1,744,388	-9.1	9
Drinking Places - Alcoholic Beverages	7224	\$3,598,883	\$3,621,435	-22,552	-0.3	33

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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

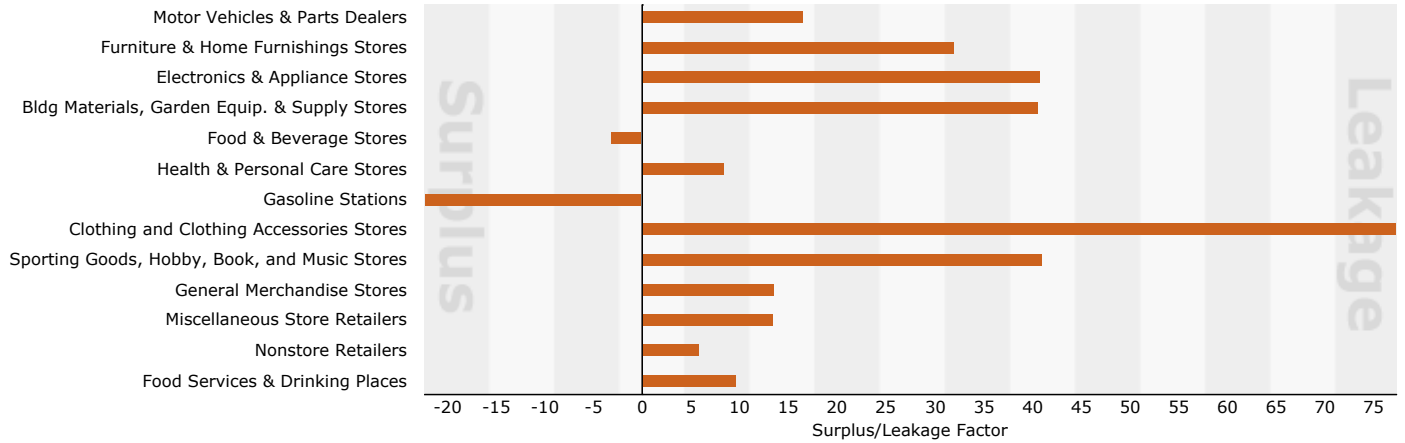


2015 Retail MarketPlace Forecast

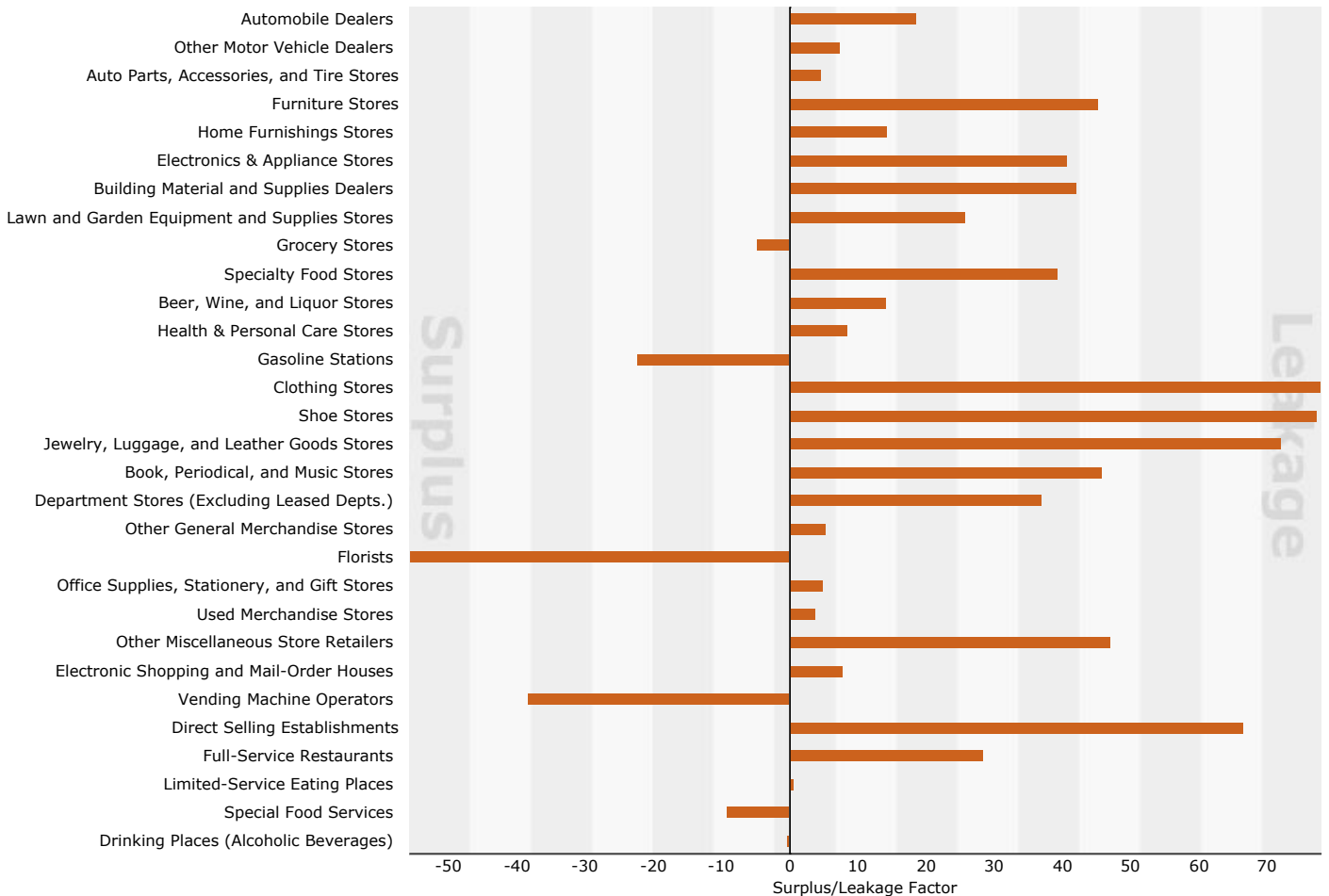
4003 Madison Ave
Retail Condo
Ring: 3 miles radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

October 01, 2014



2015 Retail MarketPlace Forecast

4003 Madison Ave
Retail Condo
Ring: 5 miles radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Summary Demographics						
2015 Population						210,943
2015 Households						84,662
2015 Per Capita Income						\$28,023
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	\$2,195,516,086	\$2,871,438,922	-675,922,836	-13.3	1,750
Total Retail Trade	44-45	\$1,868,018,925	\$2,273,437,880	-405,418,955	-9.8	1,100
Total Food & Drink	722	\$327,497,161	\$598,001,043	-270,503,882	-29.2	650
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$444,681,550	\$541,027,818	-96,346,268	-9.8	179
Automobile Dealers	4411	\$375,382,538	\$463,277,892	-87,895,355	-10.5	98
Other Motor Vehicle Dealers	4412	\$29,895,033	\$30,337,850	-442,818	-0.7	14
Auto Parts, Accessories & Tire Stores	4413	\$39,403,979	\$47,412,075	-8,008,096	-9.2	67
Furniture & Home Furnishings Stores	442	\$57,074,786	\$37,341,149	19,733,637	20.9	47
Furniture Stores	4421	\$35,931,658	\$17,264,804	18,666,854	35.1	20
Home Furnishings Stores	4422	\$21,143,128	\$20,076,345	1,066,783	2.6	27
Electronics & Appliance Stores	4431	\$72,065,939	\$61,316,049	10,749,890	8.1	69
Bldg Materials, Garden Equip. & Supply Stores	444	\$73,023,417	\$68,338,031	4,685,387	3.3	103
Bldg Material & Supplies Dealers	4441	\$67,139,848	\$65,241,114	1,898,734	1.4	92
Lawn & Garden Equip & Supply Stores	4442	\$5,883,569	\$3,096,917	2,786,652	31.0	11
Food & Beverage Stores	445	\$314,072,840	\$296,551,447	17,521,393	2.9	121
Grocery Stores	4451	\$286,961,112	\$266,705,261	20,255,851	3.7	64
Specialty Food Stores	4452	\$3,583,959	\$4,967,530	-1,383,571	-16.2	19
Beer, Wine & Liquor Stores	4453	\$23,527,769	\$24,878,657	-1,350,887	-2.8	38
Health & Personal Care Stores	446,4461	\$66,408,659	\$95,180,805	-28,772,147	-17.8	78
Gasoline Stations	447,4471	\$337,924,771	\$541,978,271	-204,053,499	-23.2	75
Clothing & Clothing Accessories Stores	448	\$84,580,282	\$223,273,909	-138,693,627	-45.1	117
Clothing Stores	4481	\$66,107,050	\$212,029,843	-145,922,793	-52.5	78
Shoe Stores	4482	\$10,903,706	\$7,768,258	3,135,448	16.8	20
Jewelry, Luggage & Leather Goods Stores	4483	\$7,569,526	\$3,475,808	4,093,718	37.1	19
Sporting Goods, Hobby, Book & Music Stores	451	\$23,597,298	\$20,183,246	3,414,052	7.8	76
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,201,698	\$7,442,510	-240,812	-1.6	54
Book, Periodical & Music Stores	4512	\$16,395,600	\$12,740,736	3,654,864	12.5	22
General Merchandise Stores	452	\$325,035,281	\$290,172,411	34,862,870	5.7	49
Department Stores Excluding Leased Depts.	4521	\$103,898,002	\$121,358,167	-17,460,165	-7.8	14
Other General Merchandise Stores	4529	\$221,137,278	\$168,814,243	52,323,035	13.4	35
Miscellaneous Store Retailers	453	\$33,561,822	\$32,104,188	1,457,634	2.2	164
Florists	4531	\$1,505,184	\$2,994,965	-1,489,780	-33.1	25
Office Supplies, Stationery & Gift Stores	4532	\$13,839,461	\$12,935,982	903,479	3.4	42
Used Merchandise Stores	4533	\$2,151,168	\$3,449,308	-1,298,140	-23.2	35
Other Miscellaneous Store Retailers	4539	\$16,066,009	\$12,723,934	3,342,075	11.6	61
Nonstore Retailers	454	\$35,992,280	\$65,970,555	-29,978,275	-29.4	23
Electronic Shopping & Mail-Order Houses	4541	\$11,403,432	\$14,934,771	-3,531,339	-13.4	3
Vending Machine Operators	4542	\$8,947,672	\$12,773,985	-3,826,312	-17.6	7
Direct Selling Establishments	4543	\$15,641,175	\$38,261,799	-22,620,624	-42.0	13
Food Services & Drinking Places	722	\$327,497,161	\$598,001,043	-270,503,882	-29.2	650
Full-Service Restaurants	7221	\$135,341,055	\$298,481,043	-163,139,988	-37.6	303
Limited-Service Eating Places	7222	\$156,386,209	\$218,676,498	-62,290,288	-16.6	209
Special Food Services	7223	\$25,430,250	\$56,058,460	-30,628,210	-37.6	35
Drinking Places - Alcoholic Beverages	7224	\$10,339,647	\$24,785,042	-14,445,395	-41.1	104

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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

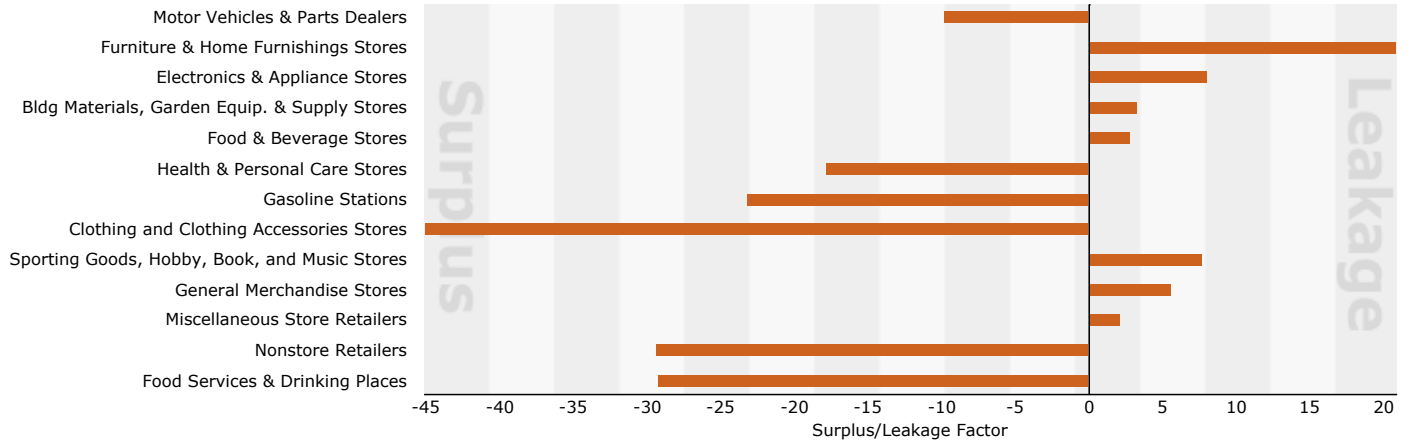


2015 Retail MarketPlace Forecast

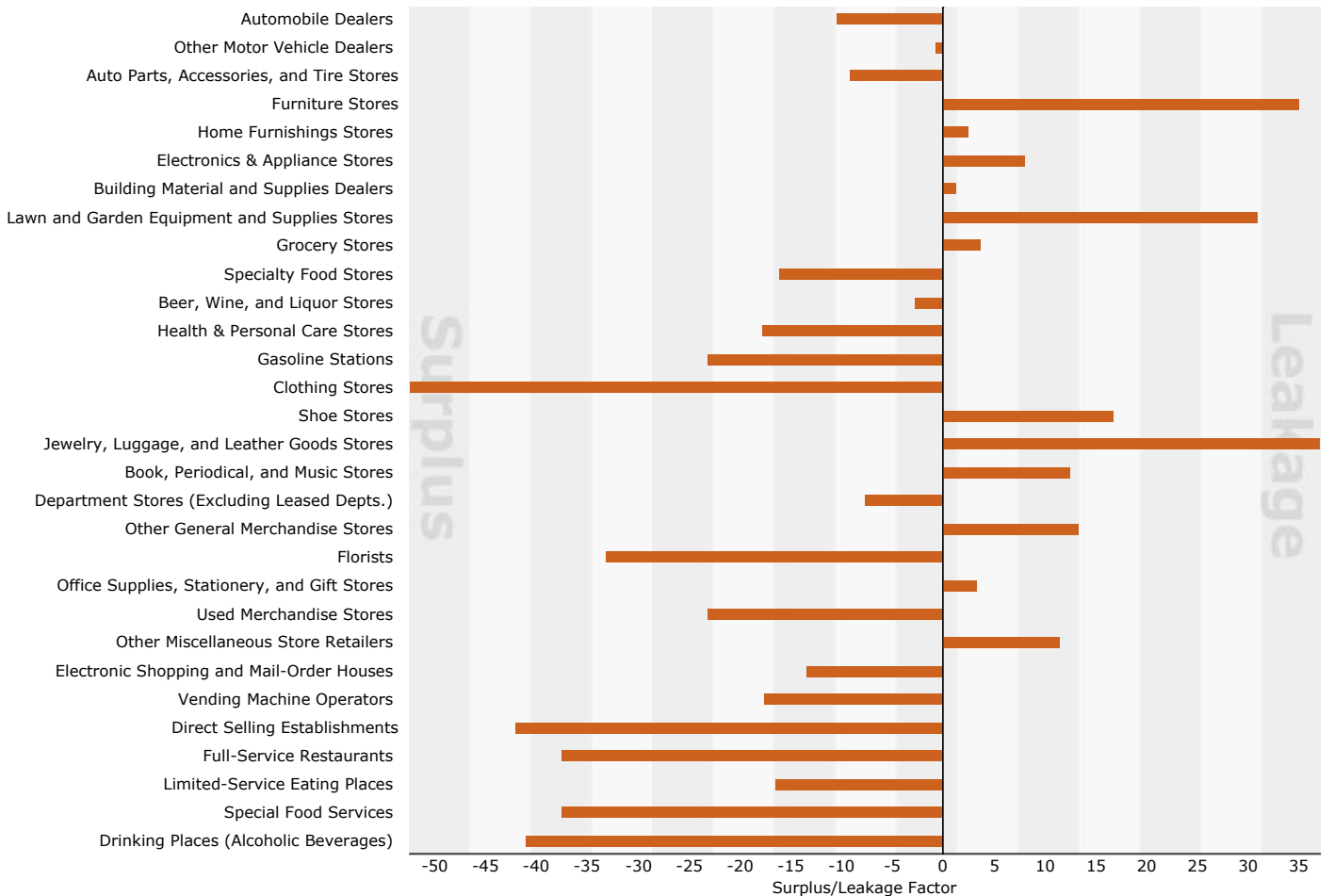
4003 Madison Ave
Retail Condo
Ring: 5 miles radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

October 01, 2014