



Retail MarketPlace Profile

3407 Colonnade Pky, Birmingham, Alabama, 35243
 Ring: 1 mile radius

Latitude: 33.43859
 Longitude: -86.73025

Summary Demographics

2014 Population	3,545
2014 Households	2,006
2014 Median Disposable Income	\$50,744
2014 Per Capita Income	\$47,884

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$72,920,978	\$223,342,885	-\$150,421,907	-50.8	115
Total Retail Trade	44-45	\$64,734,285	\$171,289,466	-\$106,555,181	-45.1	95
Total Food & Drink	722	\$8,186,693	\$52,053,420	-\$43,866,727	-72.8	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,383,275	\$1,193,803	\$12,189,472	83.6	3
Automobile Dealers	4411	\$11,627,254	\$814,612	\$10,812,642	86.9	2
Other Motor Vehicle Dealers	4412	\$717,816	\$379,191	\$338,625	30.9	2
Auto Parts, Accessories & Tire Stores	4413	\$1,038,206	\$0	\$1,038,206	100.0	0
Furniture & Home Furnishings Stores	442	\$1,597,195	\$14,904,505	-\$13,307,310	-80.6	6
Furniture Stores	4421	\$919,305	\$4,856,512	-\$3,937,207	-68.2	2
Home Furnishings Stores	4422	\$677,890	\$10,047,993	-\$9,370,103	-87.4	4
Electronics & Appliance Stores	443	\$1,907,285	\$43,129,546	-\$41,222,261	-91.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,005,449	\$1,257,388	\$748,061	22.9	4
Bldg Material & Supplies Dealers	4441	\$1,699,234	\$685,172	\$1,014,062	42.5	3
Lawn & Garden Equip & Supply Stores	4442	\$306,215	\$0	\$306,215	100.0	0
Food & Beverage Stores	445	\$8,273,900	\$577,626	\$7,696,274	86.9	3
Grocery Stores	4451	\$7,763,047	\$519,297	\$7,243,750	87.5	2
Specialty Food Stores	4452	\$130,290	\$58,330	\$71,960	38.2	1
Beer, Wine & Liquor Stores	4453	\$380,563	\$0	\$380,563	100.0	0
Health & Personal Care Stores	446,4461	\$4,827,462	\$8,007,343	-\$3,179,881	-24.8	11
Gasoline Stations	447,4471	\$7,563,529	\$484,623	\$7,078,906	88.0	1
Clothing & Clothing Accessories Stores	448	\$4,329,430	\$67,373,201	-\$63,043,771	-87.9	40
Clothing Stores	4481	\$3,151,787	\$62,605,822	-\$59,454,035	-90.4	32
Shoe Stores	4482	\$535,559	\$2,562,369	-\$2,026,810	-65.4	5
Jewelry, Luggage & Leather Goods Stores	4483	\$642,085	\$2,205,011	-\$1,562,926	-54.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,567,110	\$16,522,023	-\$14,954,913	-82.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,083,236	\$14,506,229	-\$13,422,993	-86.1	4
Book, Periodical & Music Stores	4512	\$483,874	\$2,015,794	-\$1,531,920	-61.3	2
General Merchandise Stores	452	\$14,788,237	\$12,429,525	\$2,358,712	8.7	2
Department Stores Excluding Leased Depts.	4521	\$3,796,252	\$12,429,525	-\$8,633,273	-53.2	2
Other General Merchandise Stores	4529	\$10,991,984	\$0	\$10,991,984	100.0	0
Miscellaneous Store Retailers	453	\$1,513,687	\$1,702,595	-\$188,908	-5.9	13
Florists	4531	\$74,817	\$0	\$74,817	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$604,540	\$87,356	\$517,184	74.7	3
Used Merchandise Stores	4533	\$275,454	\$703,282	-\$427,828	-43.7	3
Other Miscellaneous Store Retailers	4539	\$558,877	\$898,531	-\$339,654	-23.3	7
Nonstore Retailers	454	\$2,977,725	\$3,707,287	-\$729,562	-10.9	3
Electronic Shopping & Mail-Order Houses	4541	\$2,585,313	\$3,452,919	-\$867,606	-14.4	1
Vending Machine Operators	4542	\$92,082	\$0	\$92,082	100.0	0
Direct Selling Establishments	4543	\$300,331	\$254,368	\$45,963	8.3	2
Food Services & Drinking Places	722	\$8,186,693	\$52,053,420	-\$43,866,727	-72.8	20
Full-Service Restaurants	7221	\$3,366,707	\$46,109,573	-\$42,742,866	-86.4	15
Limited-Service Eating Places	7222	\$4,248,780	\$5,457,661	-\$1,208,881	-12.5	3
Special Food Services	7223	\$271,712	\$0	\$271,712	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$299,495	\$486,185	-\$186,690	-23.8	3

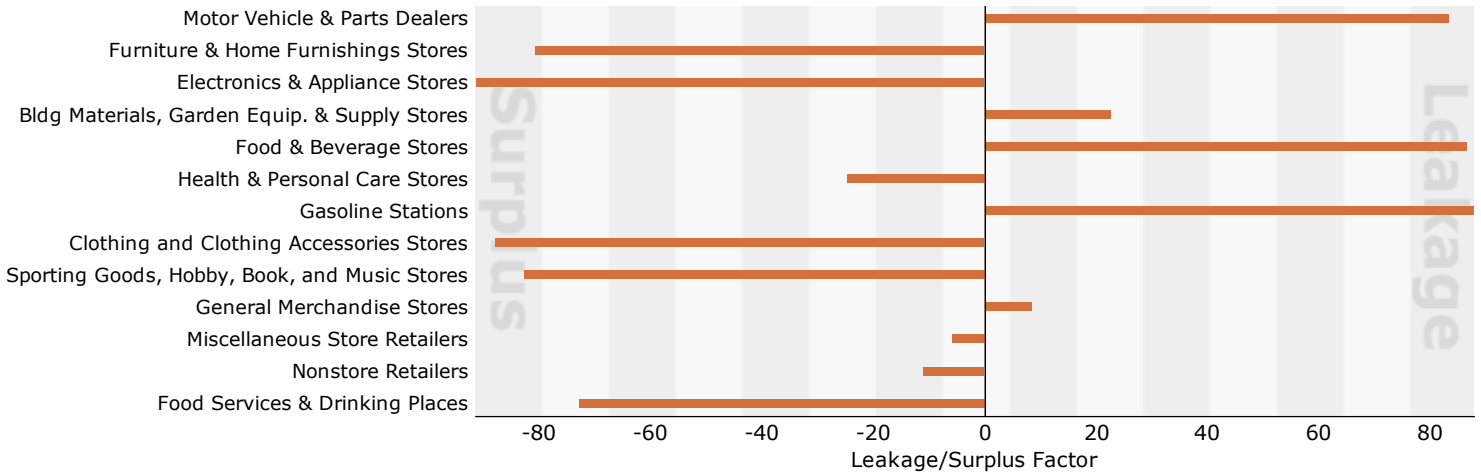
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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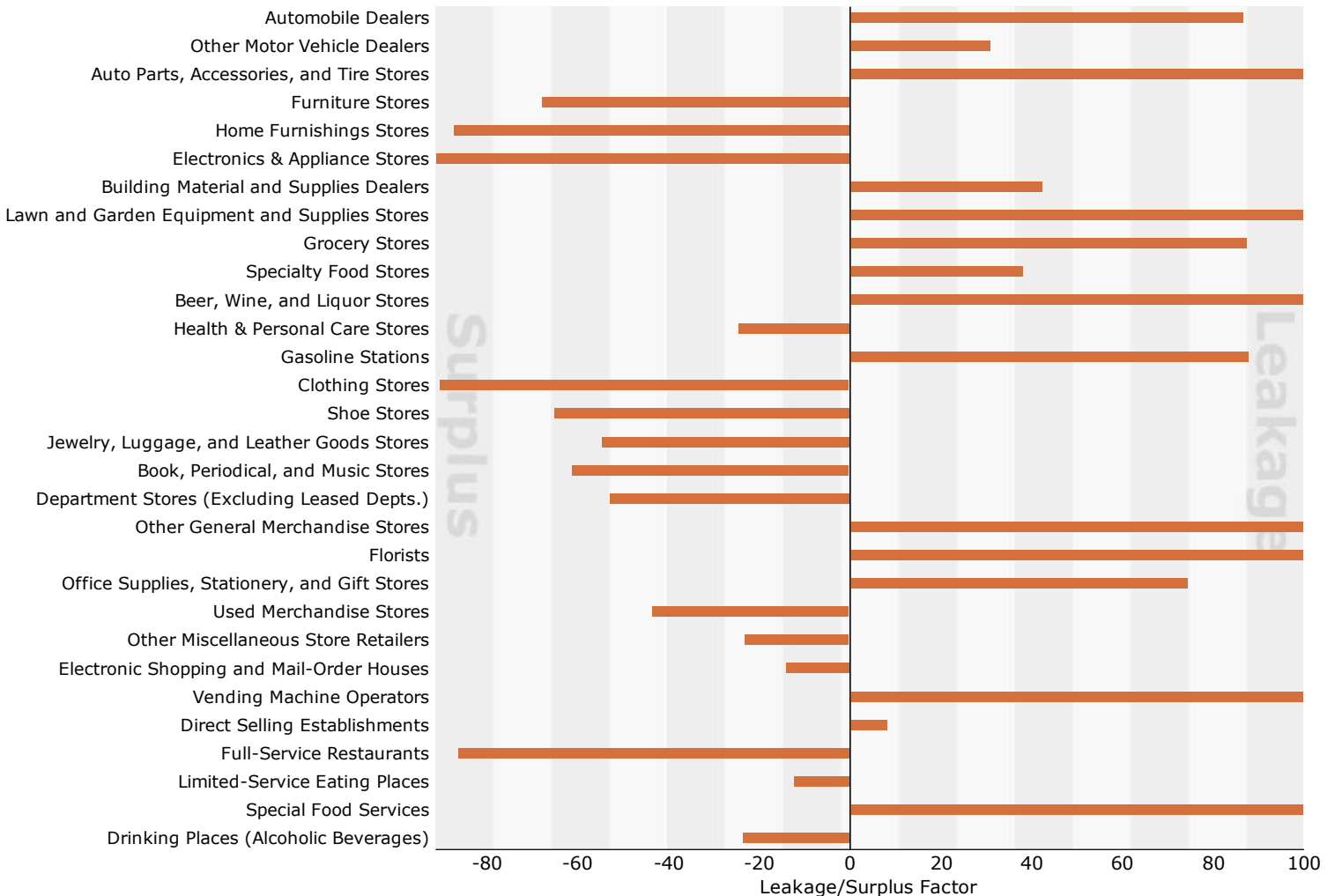
February 20, 2015



Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3407 Colonnade Pky, Birmingham, Alabama, 35243
 Ring: 3 mile radius

Latitude: 33.43859
 Longitude: -86.73025

Summary Demographics

2014 Population	40,419
2014 Households	18,500
2014 Median Disposable Income	\$61,889
2014 Per Capita Income	\$48,170

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$796,250,239	\$822,253,808	-\$26,003,569	-1.6	457
Total Retail Trade	44-45	\$709,861,981	\$702,411,861	\$7,450,120	0.5	378
Total Food & Drink	722	\$86,388,258	\$119,841,947	-\$33,453,689	-16.2	79

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$147,914,058	\$6,555,920	\$141,358,138	91.5	11
Automobile Dealers	4411	\$127,106,904	\$3,627,700	\$123,479,204	94.5	4
Other Motor Vehicle Dealers	4412	\$9,162,880	\$1,104,859	\$8,058,021	78.5	4
Auto Parts, Accessories & Tire Stores	4413	\$11,644,274	\$1,823,360	\$9,820,914	72.9	3
Furniture & Home Furnishings Stores	442	\$17,740,513	\$20,418,862	-\$2,678,349	-7.0	18
Furniture Stores	4421	\$9,907,008	\$8,494,909	\$1,412,099	7.7	9
Home Furnishings Stores	4422	\$7,833,504	\$11,923,952	-\$4,090,448	-20.7	9
Electronics & Appliance Stores	443	\$20,994,385	\$98,655,195	-\$77,660,810	-64.9	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,191,503	\$23,240,978	\$2,950,525	6.0	17
Bldg Material & Supplies Dealers	4441	\$22,265,770	\$11,602,950	\$10,662,820	31.5	12
Lawn & Garden Equip & Supply Stores	4442	\$3,925,733	\$11,638,028	-\$7,712,295	-49.6	5
Food & Beverage Stores	445	\$87,806,425	\$187,354,924	-\$99,548,499	-36.2	37
Grocery Stores	4451	\$82,332,491	\$183,227,567	-\$100,895,076	-38.0	21
Specialty Food Stores	4452	\$1,377,846	\$2,293,498	-\$915,652	-24.9	11
Beer, Wine & Liquor Stores	4453	\$4,096,087	\$1,833,859	\$2,262,228	38.1	5
Health & Personal Care Stores	446,4461	\$54,949,058	\$73,160,733	-\$18,211,675	-14.2	46
Gasoline Stations	447,4471	\$81,136,068	\$75,239,674	\$5,896,394	3.8	14
Clothing & Clothing Accessories Stores	448	\$46,079,271	\$93,878,194	-\$47,798,923	-34.2	83
Clothing Stores	4481	\$33,474,751	\$85,018,594	-\$51,543,843	-43.5	65
Shoe Stores	4482	\$5,574,370	\$3,864,630	\$1,709,740	18.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$7,030,149	\$4,994,970	\$2,035,179	16.9	7
Sporting Goods, Hobby, Book & Music Stores	451	\$16,892,236	\$32,211,016	-\$15,318,780	-31.2	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,884,803	\$28,892,655	-\$17,007,852	-41.7	28
Book, Periodical & Music Stores	4512	\$5,007,433	\$3,318,361	\$1,689,072	20.3	8
General Merchandise Stores	452	\$158,390,122	\$66,567,393	\$91,822,729	40.8	9
Department Stores Excluding Leased Depts.	4521	\$40,857,457	\$55,560,580	-\$14,703,123	-15.2	8
Other General Merchandise Stores	4529	\$117,532,664	\$11,006,813	\$106,525,851	82.9	1
Miscellaneous Store Retailers	453	\$16,769,926	\$13,693,260	\$3,076,666	10.1	72
Florists	4531	\$960,489	\$710,672	\$249,817	14.9	5
Office Supplies, Stationery & Gift Stores	4532	\$6,695,606	\$3,940,474	\$2,755,132	25.9	21
Used Merchandise Stores	4533	\$2,951,380	\$1,577,987	\$1,373,393	30.3	12
Other Miscellaneous Store Retailers	4539	\$6,162,451	\$7,464,127	-\$1,301,676	-9.6	34
Nonstore Retailers	454	\$34,998,418	\$11,435,713	\$23,562,705	50.7	15
Electronic Shopping & Mail-Order Houses	4541	\$29,560,416	\$7,333,794	\$22,226,622	60.2	3
Vending Machine Operators	4542	\$975,949	\$469,711	\$506,238	35.0	4
Direct Selling Establishments	4543	\$4,462,053	\$3,632,208	\$829,845	10.3	9
Food Services & Drinking Places	722	\$86,388,258	\$119,841,947	-\$33,453,689	-16.2	79
Full-Service Restaurants	7221	\$35,620,649	\$70,709,873	-\$35,089,224	-33.0	36
Limited-Service Eating Places	7222	\$44,866,957	\$34,066,713	\$10,800,244	13.7	28
Special Food Services	7223	\$3,088,071	\$13,507,204	-\$10,419,133	-62.8	6
Drinking Places - Alcoholic Beverages	7224	\$2,812,580	\$1,558,157	\$1,254,423	28.7	8

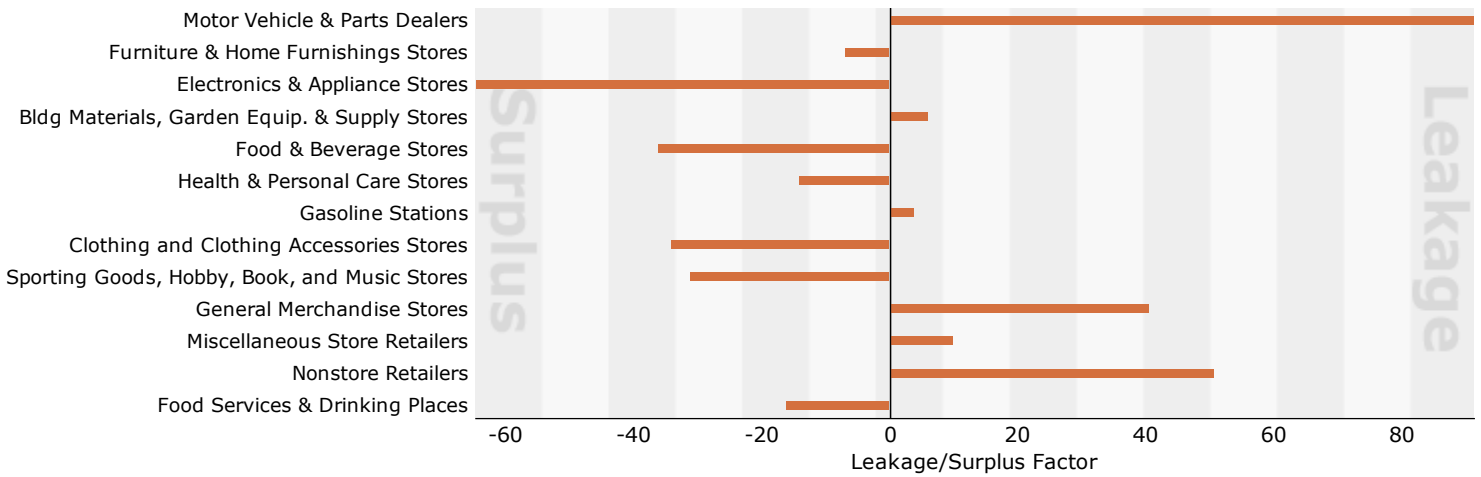
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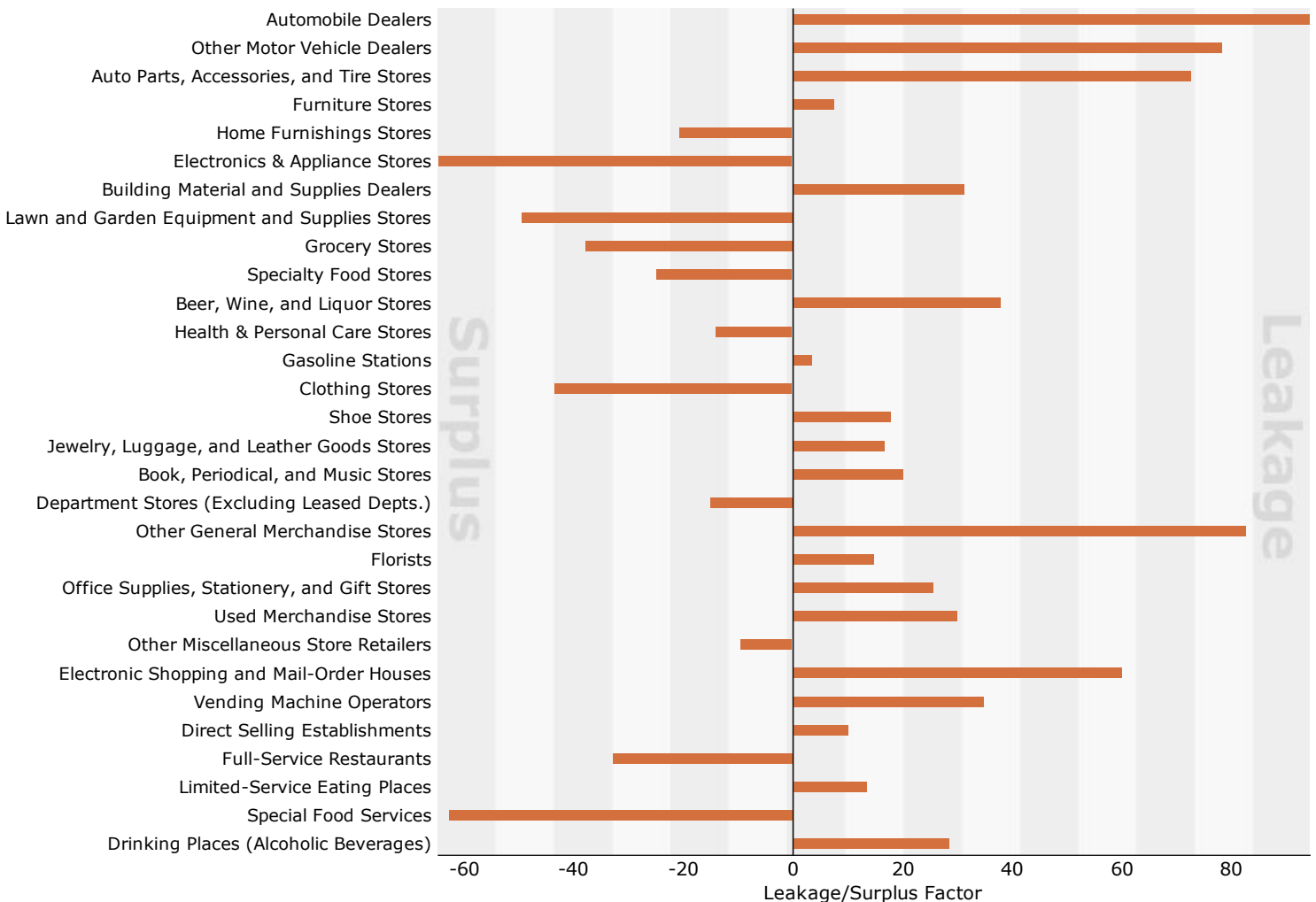
February 20, 2015



Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3407 Colonnade Pky, Birmingham, Alabama, 35243
 Ring: 5 mile radius

Latitude: 33.43859
 Longitude: -86.73025

Summary Demographics

2014 Population	121,304
2014 Households	50,606
2014 Median Disposable Income	\$63,680
2014 Per Capita Income	\$45,532

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$2,208,702,095	\$1,987,253,831	\$221,448,264	5.3	1,338
Total Retail Trade	44-45	\$1,970,047,236	\$1,732,257,278	\$237,789,958	6.4	1,106
Total Food & Drink	722	\$238,654,859	\$254,996,552	-\$16,341,693	-3.3	232

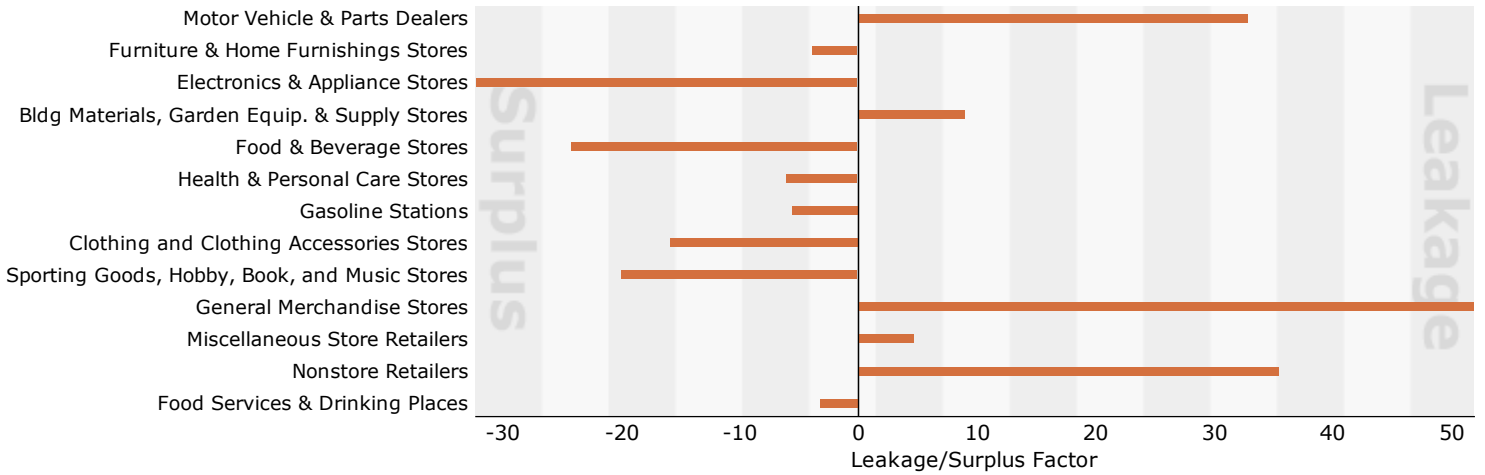
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$410,400,053	\$206,801,437	\$203,598,616	33.0	44
Automobile Dealers	4411	\$351,561,974	\$189,164,318	\$162,397,656	30.0	19
Other Motor Vehicle Dealers	4412	\$26,347,768	\$3,465,217	\$22,882,551	76.8	11
Auto Parts, Accessories & Tire Stores	4413	\$32,490,311	\$14,171,902	\$18,318,409	39.3	14
Furniture & Home Furnishings Stores	442	\$49,655,814	\$53,706,788	-\$4,050,974	-3.9	70
Furniture Stores	4421	\$27,470,112	\$33,077,955	-\$5,607,843	-9.3	33
Home Furnishings Stores	4422	\$22,185,702	\$20,628,833	\$1,556,869	3.6	37
Electronics & Appliance Stores	443	\$58,364,157	\$114,192,954	-\$55,828,797	-32.4	56
Bldg Materials, Garden Equip. & Supply Stores	444	\$75,458,105	\$62,997,397	\$12,460,708	9.0	50
Bldg Material & Supplies Dealers	4441	\$64,171,003	\$40,736,296	\$23,434,707	22.3	38
Lawn & Garden Equip & Supply Stores	4442	\$11,287,102	\$22,261,102	-\$10,974,000	-32.7	12
Food & Beverage Stores	445	\$241,884,112	\$396,763,580	-\$154,879,468	-24.3	104
Grocery Stores	4451	\$226,726,127	\$376,919,441	-\$150,193,314	-24.9	59
Specialty Food Stores	4452	\$3,793,041	\$14,463,743	-\$10,670,702	-58.4	32
Beer, Wine & Liquor Stores	4453	\$11,364,943	\$5,380,395	\$5,984,548	35.7	13
Health & Personal Care Stores	446,4461	\$153,842,908	\$173,886,324	-\$20,043,416	-6.1	118
Gasoline Stations	447,4471	\$222,865,502	\$249,825,351	-\$26,959,849	-5.7	43
Clothing & Clothing Accessories Stores	448	\$127,648,108	\$176,185,179	-\$48,537,071	-16.0	214
Clothing Stores	4481	\$92,754,436	\$146,897,776	-\$54,143,340	-22.6	161
Shoe Stores	4482	\$15,343,679	\$9,141,605	\$6,202,074	25.3	22
Jewelry, Luggage & Leather Goods Stores	4483	\$19,549,993	\$20,145,798	-\$595,805	-1.5	31
Sporting Goods, Hobby, Book & Music Stores	451	\$46,793,031	\$70,402,820	-\$23,609,789	-20.1	102
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,042,808	\$62,099,844	-\$29,057,036	-30.5	77
Book, Periodical & Music Stores	4512	\$13,750,223	\$8,302,976	\$5,447,247	24.7	25
General Merchandise Stores	452	\$437,473,600	\$138,078,832	\$299,394,768	52.0	29
Department Stores Excluding Leased Depts.	4521	\$113,210,091	\$62,202,663	\$51,007,428	29.1	19
Other General Merchandise Stores	4529	\$324,263,509	\$75,876,169	\$248,387,340	62.1	10
Miscellaneous Store Retailers	453	\$46,659,343	\$42,438,697	\$4,220,646	4.7	226
Florists	4531	\$2,769,083	\$3,150,470	-\$381,387	-6.4	19
Office Supplies, Stationery & Gift Stores	4532	\$18,636,045	\$12,343,081	\$6,292,964	20.3	63
Used Merchandise Stores	4533	\$8,169,118	\$8,503,414	-\$334,296	-2.0	47
Other Miscellaneous Store Retailers	4539	\$17,085,096	\$18,441,732	-\$1,356,636	-3.8	98
Nonstore Retailers	454	\$99,002,503	\$46,977,919	\$52,024,584	35.6	48
Electronic Shopping & Mail-Order Houses	4541	\$82,839,782	\$36,399,898	\$46,439,884	38.9	6
Vending Machine Operators	4542	\$2,688,832	\$3,808,565	-\$1,119,733	-17.2	16
Direct Selling Establishments	4543	\$13,473,889	\$6,769,456	\$6,704,433	33.1	27
Food Services & Drinking Places	722	\$238,654,859	\$254,996,552	-\$16,341,693	-3.3	232
Full-Service Restaurants	7221	\$98,526,451	\$126,067,330	-\$27,540,879	-12.3	95
Limited-Service Eating Places	7222	\$123,790,526	\$107,464,299	\$16,326,227	7.1	100
Special Food Services	7223	\$8,734,551	\$17,369,423	-\$8,634,872	-33.1	14
Drinking Places - Alcoholic Beverages	7224	\$7,603,331	\$4,095,500	\$3,507,831	30.0	22

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

