



Retail MarketPlace Profile

7753 1st Ave S, Birmingham, Alabama, 35206
 Ring: 1 mile radius

Latitude: 33.56109
 Longitude: -86.72592

Summary Demographics

2014 Population	10,225
2014 Households	3,657
2014 Median Disposable Income	\$23,841
2014 Per Capita Income	\$12,351

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$51,334,735	\$26,893,825	\$24,440,910	31.2	60
Total Retail Trade	44-45	\$46,204,669	\$23,274,285	\$22,930,384	33.0	50
Total Food & Drink	722	\$5,130,066	\$3,619,540	\$1,510,526	17.3	10

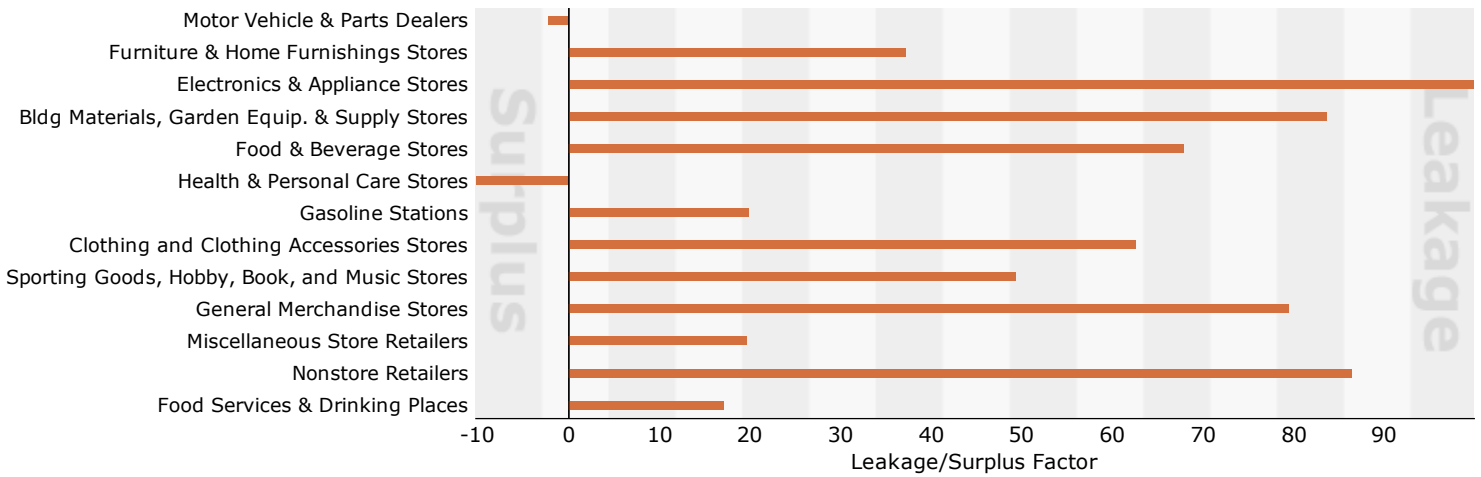
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,636,369	\$10,096,432	-\$460,063	-2.3	11
Automobile Dealers	4411	\$8,405,599	\$7,499,554	\$906,045	5.7	4
Other Motor Vehicle Dealers	4412	\$505,231	\$0	\$505,231	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$725,539	\$2,596,878	-\$1,871,339	-56.3	7
Furniture & Home Furnishings Stores	442	\$1,083,049	\$493,506	\$589,543	37.4	2
Furniture Stores	4421	\$639,279	\$493,506	\$145,773	12.9	2
Home Furnishings Stores	4422	\$443,770	\$0	\$443,770	100.0	0
Electronics & Appliance Stores	443	\$1,286,547	\$0	\$1,286,547	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,385,628	\$122,897	\$1,262,731	83.7	2
Bldg Material & Supplies Dealers	4441	\$1,137,947	\$122,897	\$1,015,050	80.5	2
Lawn & Garden Equip & Supply Stores	4442	\$247,681	\$0	\$247,681	100.0	0
Food & Beverage Stores	445	\$5,839,516	\$1,110,008	\$4,729,508	68.1	5
Grocery Stores	4451	\$5,511,956	\$1,041,341	\$4,470,615	68.2	4
Specialty Food Stores	4452	\$91,457	\$68,666	\$22,791	14.2	1
Beer, Wine & Liquor Stores	4453	\$236,102	\$0	\$236,102	100.0	0
Health & Personal Care Stores	446,4461	\$3,710,634	\$4,565,426	-\$854,792	-10.3	4
Gasoline Stations	447,4471	\$5,742,382	\$3,834,583	\$1,907,799	19.9	3
Clothing & Clothing Accessories Stores	448	\$2,817,038	\$648,200	\$2,168,838	62.6	4
Clothing Stores	4481	\$2,076,509	\$326,124	\$1,750,385	72.9	2
Shoe Stores	4482	\$354,383	\$322,076	\$32,307	4.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$386,146	\$0	\$386,146	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,013,360	\$342,708	\$670,652	49.5	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$709,149	\$78,881	\$630,268	80.0	1
Book, Periodical & Music Stores	4512	\$304,211	\$263,828	\$40,383	7.1	5
General Merchandise Stores	452	\$10,390,805	\$1,177,613	\$9,213,192	79.6	2
Department Stores Excluding Leased Depts.	4521	\$2,599,319	\$1,177,613	\$1,421,706	37.6	2
Other General Merchandise Stores	4529	\$7,791,486	\$0	\$7,791,486	100.0	0
Miscellaneous Store Retailers	453	\$1,080,016	\$722,792	\$357,224	19.8	9
Florists	4531	\$57,937	\$0	\$57,937	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$408,769	\$321,706	\$87,063	11.9	3
Used Merchandise Stores	4533	\$179,895	\$194,304	-\$14,409	-3.9	3
Other Miscellaneous Store Retailers	4539	\$433,416	\$206,782	\$226,634	35.4	4
Nonstore Retailers	454	\$2,219,325	\$160,120	\$2,059,205	86.5	3
Electronic Shopping & Mail-Order Houses	4541	\$1,913,011	\$0	\$1,913,011	100.0	0
Vending Machine Operators	4542	\$64,729	\$119,108	-\$54,379	-29.6	2
Direct Selling Establishments	4543	\$241,585	\$41,012	\$200,573	71.0	1
Food Services & Drinking Places	722	\$5,130,066	\$3,619,540	\$1,510,526	17.3	10
Full-Service Restaurants	7221	\$2,093,369	\$504,963	\$1,588,406	61.1	4
Limited-Service Eating Places	7222	\$2,697,959	\$2,909,491	-\$211,532	-3.8	4
Special Food Services	7223	\$183,750	\$0	\$183,750	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$154,989	\$205,085	-\$50,096	-13.9	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>.

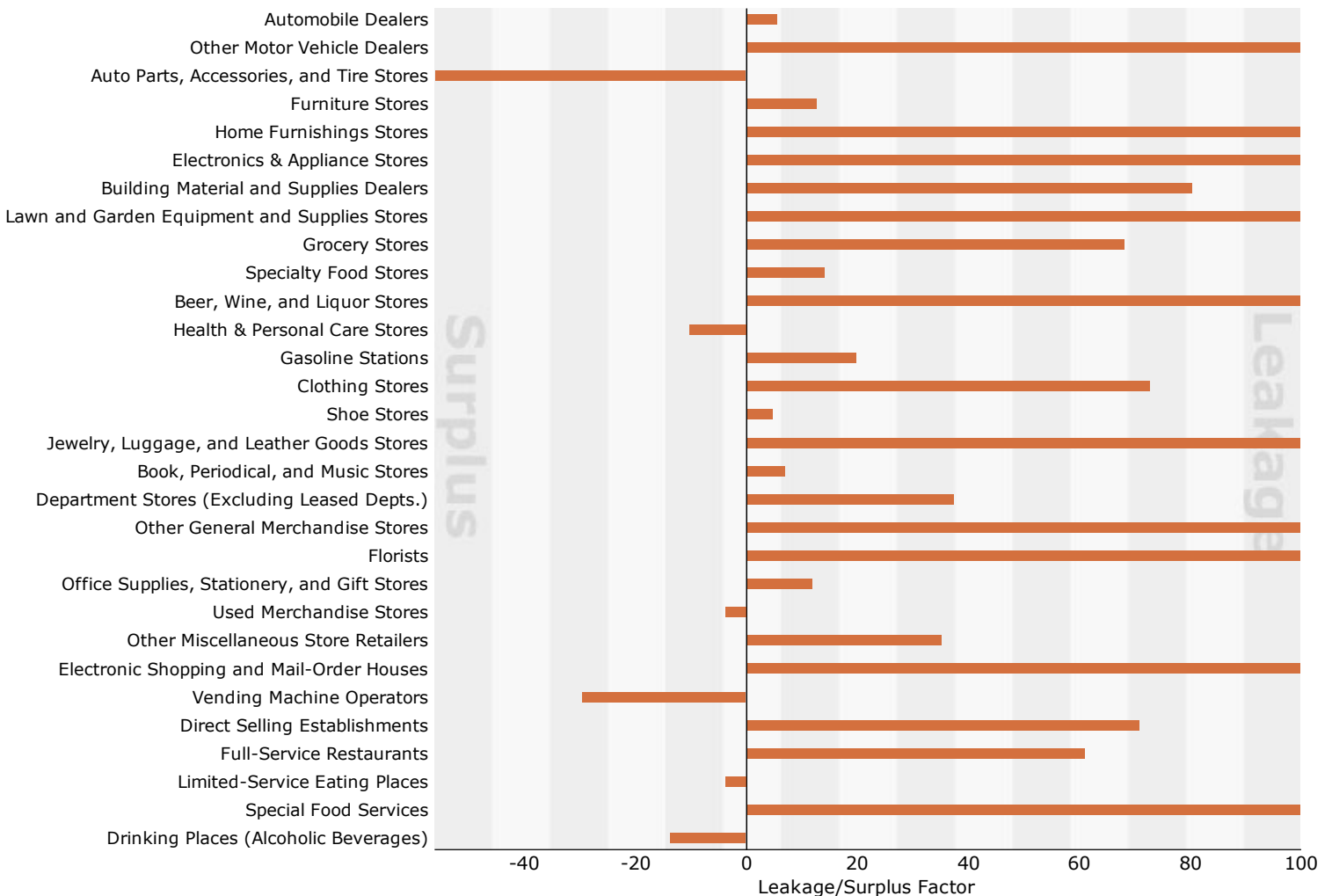
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

7753 1st Ave S, Birmingham, Alabama, 35206
 Ring: 3 mile radius

Latitude: 33.56109
 Longitude: -86.72592

Summary Demographics

2014 Population	46,227
2014 Households	18,573
2014 Median Disposable Income	\$27,130
2014 Per Capita Income	\$17,595

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$335,515,105	\$700,853,309	-\$365,338,204	-35.3	407
Total Retail Trade	44-45	\$301,090,822	\$627,551,879	-\$326,461,057	-35.2	328
Total Food & Drink	722	\$34,424,284	\$73,301,430	-\$38,877,146	-36.1	79

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,841,657	\$106,244,154	-\$43,402,497	-25.7	41
Automobile Dealers	4411	\$54,531,326	\$97,357,612	-\$42,826,286	-28.2	19
Other Motor Vehicle Dealers	4412	\$3,505,956	\$1,242,644	\$2,263,312	47.7	3
Auto Parts, Accessories & Tire Stores	4413	\$4,804,376	\$7,643,899	-\$2,839,523	-22.8	19
Furniture & Home Furnishings Stores	442	\$7,131,551	\$9,422,511	-\$2,290,960	-13.8	16
Furniture Stores	4421	\$4,127,086	\$2,607,099	\$1,519,987	22.6	7
Home Furnishings Stores	4422	\$3,004,465	\$6,815,412	-\$3,810,947	-38.8	8
Electronics & Appliance Stores	443	\$8,538,373	\$2,639,979	\$5,898,394	52.8	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,647,428	\$15,334,392	-\$5,686,964	-22.8	20
Bldg Material & Supplies Dealers	4441	\$8,002,109	\$15,334,392	-\$7,332,283	-31.4	20
Lawn & Garden Equip & Supply Stores	4442	\$1,645,319	\$0	\$1,645,319	100.0	0
Food & Beverage Stores	445	\$37,888,309	\$80,285,861	-\$42,397,552	-35.9	51
Grocery Stores	4451	\$35,693,873	\$77,293,117	-\$41,599,244	-36.8	36
Specialty Food Stores	4452	\$593,897	\$1,127,707	-\$533,810	-31.0	12
Beer, Wine & Liquor Stores	4453	\$1,600,539	\$1,865,037	-\$264,498	-7.6	3
Health & Personal Care Stores	446,4461	\$24,052,123	\$31,065,318	-\$7,013,195	-12.7	18
Gasoline Stations	447,4471	\$36,459,647	\$142,150,221	-\$105,690,574	-59.2	24
Clothing & Clothing Accessories Stores	448	\$18,539,322	\$57,151,027	-\$38,611,705	-51.0	42
Clothing Stores	4481	\$13,597,513	\$46,668,961	-\$33,071,448	-54.9	30
Shoe Stores	4482	\$2,308,914	\$9,657,943	-\$7,349,029	-61.4	8
Jewelry, Luggage & Leather Goods Stores	4483	\$2,632,895	\$824,123	\$1,808,772	52.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$6,764,148	\$12,273,500	-\$5,509,352	-28.9	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,750,725	\$10,662,109	-\$5,911,384	-38.4	13
Book, Periodical & Music Stores	4512	\$2,013,422	\$1,611,391	\$402,031	11.1	10
General Merchandise Stores	452	\$67,549,791	\$158,872,129	-\$91,322,338	-40.3	16
Department Stores Excluding Leased Depts.	4521	\$16,958,863	\$6,396,470	\$10,562,393	45.2	10
Other General Merchandise Stores	4529	\$50,590,928	\$152,475,659	-\$101,884,731	-50.2	6
Miscellaneous Store Retailers	453	\$7,070,785	\$11,336,449	-\$4,265,664	-23.2	60
Florists	4531	\$390,491	\$863,959	-\$473,468	-37.7	4
Office Supplies, Stationery & Gift Stores	4532	\$2,727,657	\$888,852	\$1,838,805	50.8	15
Used Merchandise Stores	4533	\$1,192,287	\$2,564,390	-\$1,372,103	-36.5	11
Other Miscellaneous Store Retailers	4539	\$2,760,350	\$7,019,248	-\$4,258,898	-43.5	30
Nonstore Retailers	454	\$14,607,688	\$776,337	\$13,831,351	89.9	9
Electronic Shopping & Mail-Order Houses	4541	\$12,530,237	\$302,505	\$12,227,732	95.3	1
Vending Machine Operators	4542	\$420,217	\$409,394	\$10,823	1.3	6
Direct Selling Establishments	4543	\$1,657,234	\$64,438	\$1,592,796	92.5	2
Food Services & Drinking Places	722	\$34,424,284	\$73,301,430	-\$38,877,146	-36.1	79
Full-Service Restaurants	7221	\$14,078,928	\$23,190,841	-\$9,111,913	-24.4	24
Limited-Service Eating Places	7222	\$18,057,967	\$45,348,187	-\$27,290,220	-43.0	41
Special Food Services	7223	\$1,213,807	\$3,317,052	-\$2,103,245	-46.4	5
Drinking Places - Alcoholic Beverages	7224	\$1,073,582	\$1,445,351	-\$371,769	-14.8	9

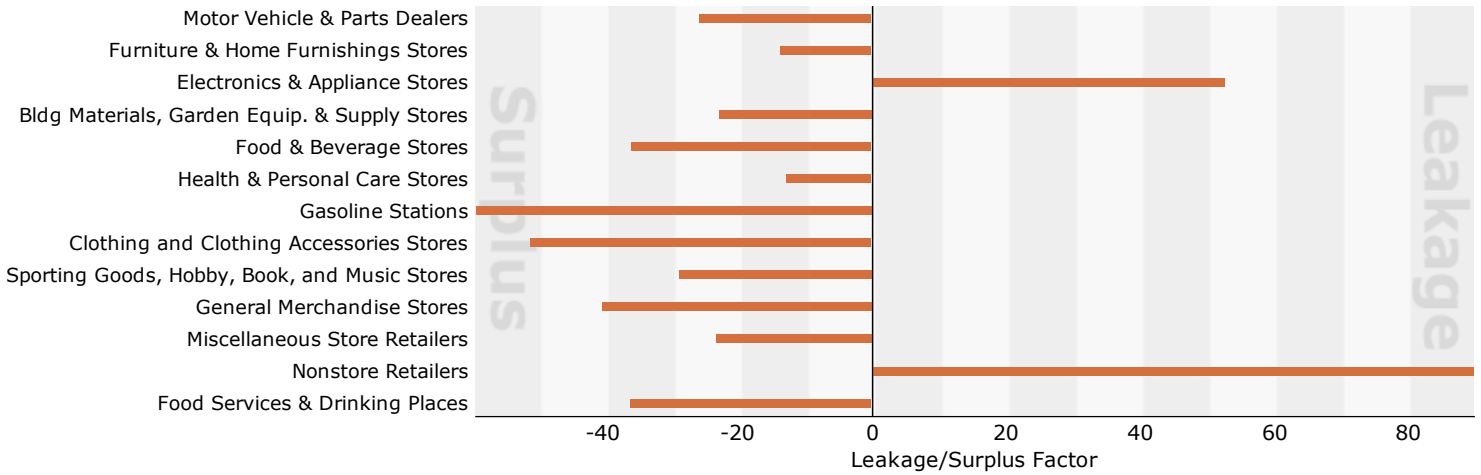
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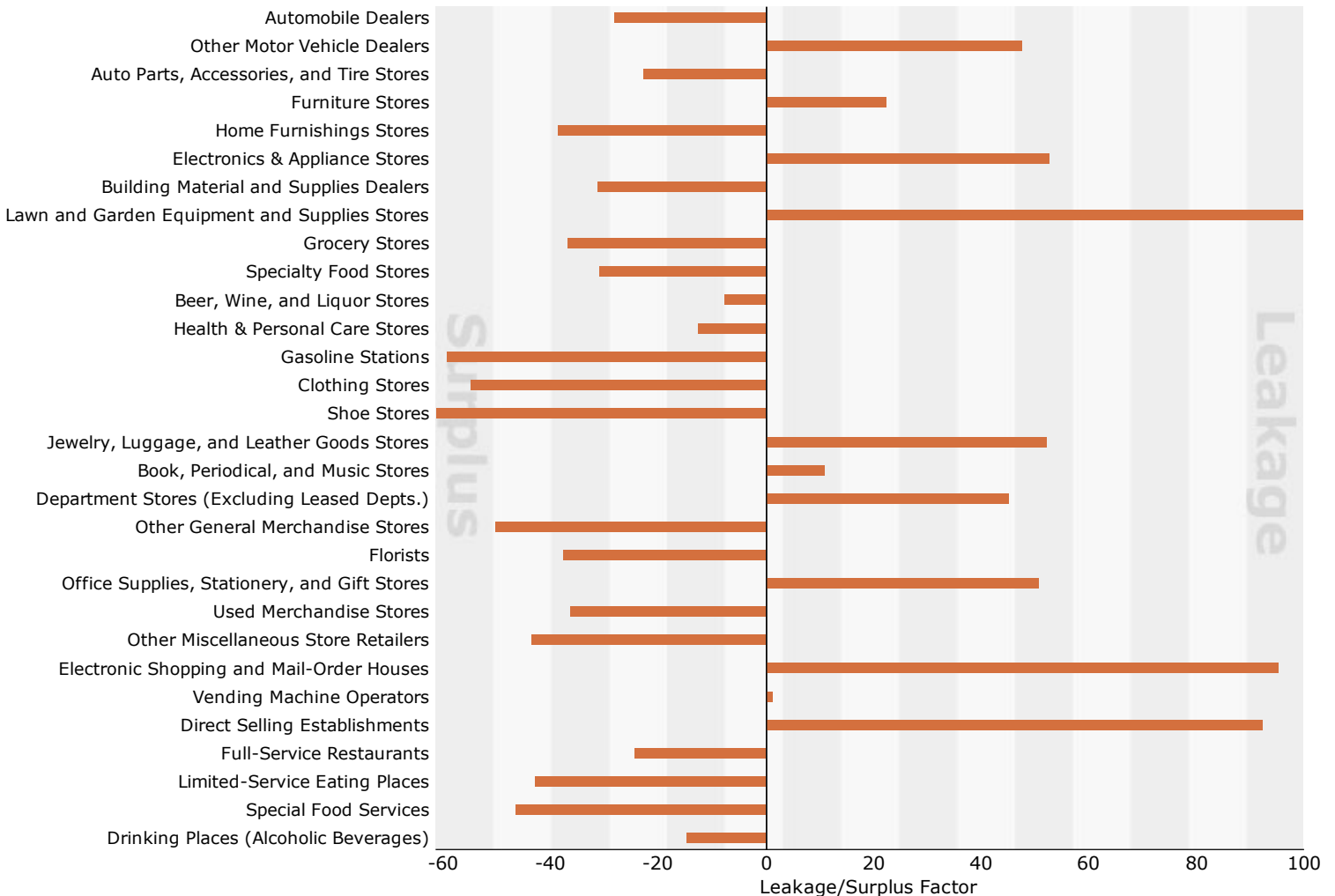
February 20, 2015



Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

7753 1st Ave S, Birmingham, Alabama, 35206
 Ring: 5 mile radius

Latitude: 33.56109
 Longitude: -86.72592

Summary Demographics

2014 Population	108,595
2014 Households	44,361
2014 Median Disposable Income	\$31,366
2014 Per Capita Income	\$24,622

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$1,084,829,436	\$1,797,434,291	-\$712,604,855	-24.7	905
Total Retail Trade	44-45	\$971,116,469	\$1,678,046,354	-\$706,929,885	-26.7	754
Total Food & Drink	722	\$113,712,967	\$119,387,937	-\$5,674,970	-2.4	151

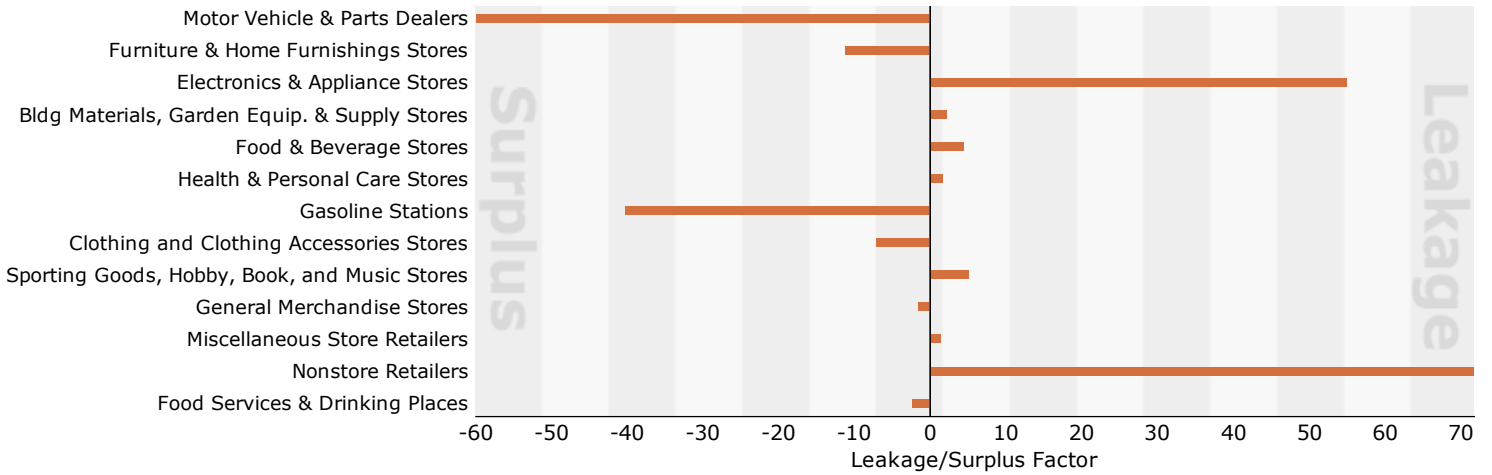
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$202,222,978	\$811,773,082	-\$609,550,104	-60.1	108
Automobile Dealers	4411	\$174,051,609	\$755,420,734	-\$581,369,125	-62.5	48
Other Motor Vehicle Dealers	4412	\$12,383,263	\$3,998,548	\$8,384,715	51.2	11
Auto Parts, Accessories & Tire Stores	4413	\$15,788,106	\$52,353,800	-\$36,565,694	-53.7	49
Furniture & Home Furnishings Stores	442	\$23,680,111	\$29,626,485	-\$5,946,374	-11.2	39
Furniture Stores	4421	\$13,329,345	\$5,697,419	\$7,631,926	40.1	12
Home Furnishings Stores	4422	\$10,350,765	\$23,929,067	-\$13,578,302	-39.6	27
Electronics & Appliance Stores	443	\$28,111,155	\$8,111,261	\$19,999,894	55.2	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,982,588	\$33,430,423	\$1,552,165	2.3	47
Bldg Material & Supplies Dealers	4441	\$29,462,633	\$27,315,681	\$2,146,952	3.8	45
Lawn & Garden Equip & Supply Stores	4442	\$5,519,955	\$6,114,742	-\$594,787	-5.1	2
Food & Beverage Stores	445	\$120,426,587	\$109,825,518	\$10,601,069	4.6	100
Grocery Stores	4451	\$113,168,149	\$102,545,032	\$10,623,117	4.9	70
Specialty Food Stores	4452	\$1,887,010	\$2,956,660	-\$1,069,650	-22.1	24
Beer, Wine & Liquor Stores	4453	\$5,371,428	\$4,323,826	\$1,047,602	10.8	5
Health & Personal Care Stores	446,4461	\$77,074,717	\$74,225,882	\$2,848,835	1.9	44
Gasoline Stations	447,4471	\$113,522,785	\$266,989,151	-\$153,466,366	-40.3	46
Clothing & Clothing Accessories Stores	448	\$61,093,644	\$70,466,808	-\$9,373,164	-7.1	95
Clothing Stores	4481	\$44,585,478	\$56,423,704	-\$11,838,226	-11.7	73
Shoe Stores	4482	\$7,479,672	\$10,261,443	-\$2,781,771	-15.7	10
Jewelry, Luggage & Leather Goods Stores	4483	\$9,028,494	\$3,781,661	\$5,246,833	41.0	12
Sporting Goods, Hobby, Book & Music Stores	451	\$22,364,870	\$20,109,607	\$2,255,263	5.3	56
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,793,494	\$17,689,219	-\$1,895,725	-5.7	35
Book, Periodical & Music Stores	4512	\$6,571,376	\$2,420,388	\$4,150,988	46.2	21
General Merchandise Stores	452	\$216,223,492	\$223,325,500	-\$7,102,008	-1.6	26
Department Stores Excluding Leased Depts.	4521	\$55,018,510	\$10,253,744	\$44,764,766	68.6	17
Other General Merchandise Stores	4529	\$161,204,982	\$213,071,756	-\$51,866,774	-13.9	10
Miscellaneous Store Retailers	453	\$22,935,389	\$22,250,406	\$684,983	1.5	138
Florists	4531	\$1,326,599	\$2,289,803	-\$963,204	-26.6	18
Office Supplies, Stationery & Gift Stores	4532	\$8,977,577	\$1,596,897	\$7,380,680	69.8	26
Used Merchandise Stores	4533	\$3,918,944	\$6,482,653	-\$2,563,709	-24.6	28
Other Miscellaneous Store Retailers	4539	\$8,712,270	\$11,881,053	-\$3,168,783	-15.4	66
Nonstore Retailers	454	\$48,478,152	\$7,912,231	\$40,565,921	71.9	25
Electronic Shopping & Mail-Order Houses	4541	\$40,824,030	\$4,205,922	\$36,618,108	81.3	3
Vending Machine Operators	4542	\$1,336,408	\$2,327,538	-\$991,130	-27.1	11
Direct Selling Establishments	4543	\$6,317,714	\$1,378,771	\$4,938,943	64.2	11
Food Services & Drinking Places	722	\$113,712,967	\$119,387,937	-\$5,674,970	-2.4	151
Full-Service Restaurants	7221	\$46,735,956	\$44,517,871	\$2,218,085	2.4	49
Limited-Service Eating Places	7222	\$59,331,888	\$64,339,102	-\$5,007,214	-4.0	67
Special Food Services	7223	\$4,092,127	\$5,972,057	-\$1,879,930	-18.7	10
Drinking Places - Alcoholic Beverages	7224	\$3,552,997	\$4,558,907	-\$1,005,910	-12.4	25

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

