



Retail MarketPlace Profile

Grantswood Rd, Birmingham, Alabama, 35210
 Ring: 1 mile radius

Latitude: 33.53644
 Longitude: -86.64677

Summary Demographics

2014 Population	959
2014 Households	432
2014 Median Disposable Income	\$38,037
2014 Per Capita Income	\$28,037

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$11,787,957	\$4,541,043	\$7,246,914	44.4	6
Total Retail Trade	44-45	\$10,599,704	\$4,541,043	\$6,058,661	40.0	6
Total Food & Drink	722	\$1,188,253	\$0	\$1,188,253	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,247,229	\$223,867	\$2,023,362	81.9	1
Automobile Dealers	4411	\$1,925,648	\$0	\$1,925,648	100.0	0
Other Motor Vehicle Dealers	4412	\$151,962	\$0	\$151,962	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$169,619	\$0	\$169,619	100.0	0
Furniture & Home Furnishings Stores	442	\$242,951	\$0	\$242,951	100.0	0
Furniture Stores	4421	\$136,607	\$0	\$136,607	100.0	0
Home Furnishings Stores	4422	\$106,343	\$0	\$106,343	100.0	0
Electronics & Appliance Stores	443	\$295,483	\$0	\$295,483	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$424,203	\$0	\$424,203	100.0	0
Bldg Material & Supplies Dealers	4441	\$357,189	\$0	\$357,189	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$67,014	\$0	\$67,014	100.0	0
Food & Beverage Stores	445	\$1,295,306	\$0	\$1,295,306	100.0	0
Grocery Stores	4451	\$1,215,462	\$0	\$1,215,462	100.0	0
Specialty Food Stores	4452	\$20,071	\$0	\$20,071	100.0	0
Beer, Wine & Liquor Stores	4453	\$59,773	\$0	\$59,773	100.0	0
Health & Personal Care Stores	446,4461	\$917,153	\$0	\$917,153	100.0	0
Gasoline Stations	447,4471	\$1,244,922	\$0	\$1,244,922	100.0	0
Clothing & Clothing Accessories Stores	448	\$606,615	\$0	\$606,615	100.0	0
Clothing Stores	4481	\$436,898	\$0	\$436,898	100.0	0
Shoe Stores	4482	\$73,381	\$0	\$73,381	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$96,336	\$0	\$96,336	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$223,876	\$484,520	-\$260,644	-36.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$160,056	\$388,955	-\$228,899	-41.7	1
Book, Periodical & Music Stores	4512	\$63,819	\$0	\$63,819	100.0	0
General Merchandise Stores	452	\$2,298,044	\$0	\$2,298,044	100.0	0
Department Stores Excluding Leased Depts.	4521	\$568,861	\$0	\$568,861	100.0	0
Other General Merchandise Stores	4529	\$1,729,183	\$0	\$1,729,183	100.0	0
Miscellaneous Store Retailers	453	\$256,576	\$164,534	\$92,042	21.9	2
Florists	4531	\$15,884	\$39,835	-\$23,951	-43.0	1
Office Supplies, Stationery & Gift Stores	4532	\$99,302	\$0	\$99,302	100.0	0
Used Merchandise Stores	4533	\$40,189	\$69,000	-\$28,811	-26.4	1
Other Miscellaneous Store Retailers	4539	\$101,200	\$55,699	\$45,501	29.0	1
Nonstore Retailers	454	\$547,348	\$0	\$547,348	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$472,363	\$0	\$472,363	100.0	0
Vending Machine Operators	4542	\$14,152	\$0	\$14,152	100.0	0
Direct Selling Establishments	4543	\$60,833	\$0	\$60,833	100.0	0
Food Services & Drinking Places	722	\$1,188,253	\$0	\$1,188,253	100.0	0
Full-Service Restaurants	7221	\$487,879	\$0	\$487,879	100.0	0
Limited-Service Eating Places	7222	\$629,380	\$0	\$629,380	100.0	0
Special Food Services	7223	\$37,371	\$0	\$37,371	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$33,623	\$0	\$33,623	100.0	0

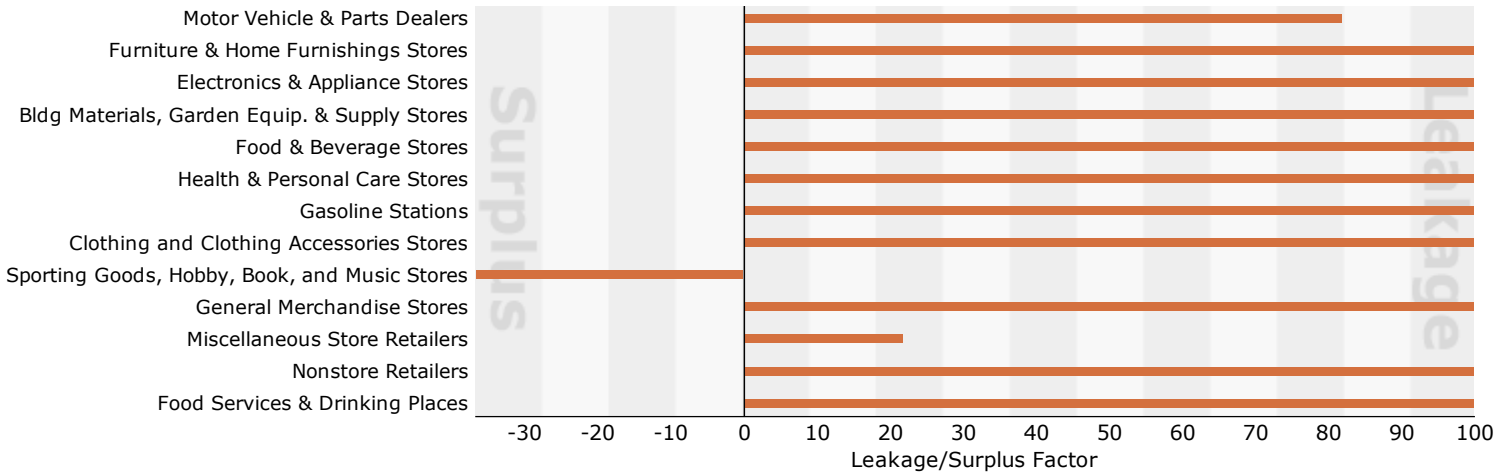
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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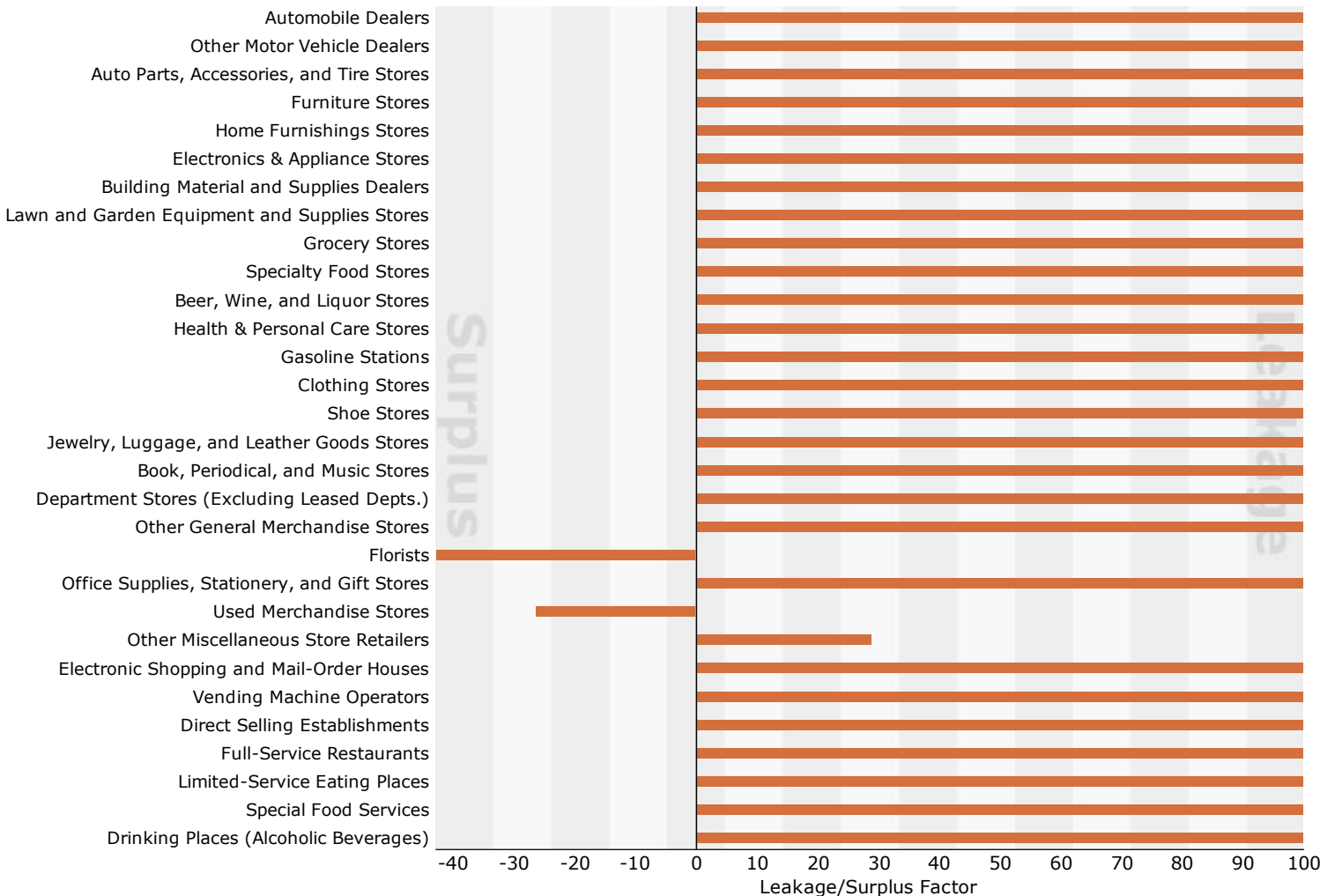
February 20, 2015



Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Grantswood Rd, Birmingham, Alabama, 35210
 Ring: 3 mile radius

Latitude: 33.53644
 Longitude: -86.64677

Summary Demographics

2014 Population	6,952
2014 Households	2,804
2014 Median Disposable Income	\$50,314
2014 Per Capita Income	\$33,850

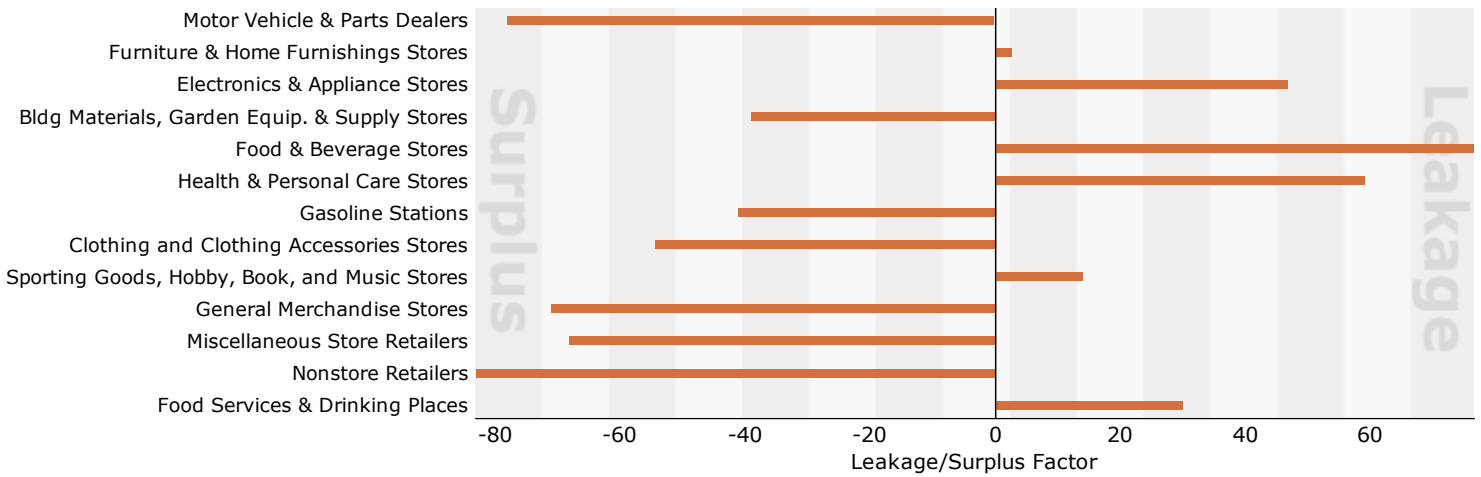
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$98,390,223	\$391,570,079	-\$293,179,856	-59.8	97
Total Retail Trade	44-45	\$88,337,051	\$386,190,863	-\$297,853,812	-62.8	89
Total Food & Drink	722	\$10,053,171	\$5,379,216	\$4,673,955	30.3	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,809,749	\$153,198,540	-\$134,388,791	-78.1	10
Automobile Dealers	4411	\$16,162,482	\$151,662,965	-\$135,500,483	-80.7	4
Other Motor Vehicle Dealers	4412	\$1,227,342	\$512,493	\$714,849	41.1	2
Auto Parts, Accessories & Tire Stores	4413	\$1,419,924	\$1,023,083	\$396,841	16.2	4
Furniture & Home Furnishings Stores	442	\$2,103,353	\$1,983,165	\$120,188	2.9	7
Furniture Stores	4421	\$1,173,137	\$0	\$1,173,137	100.0	0
Home Furnishings Stores	4422	\$930,216	\$1,307,146	-\$376,930	-16.8	6
Electronics & Appliance Stores	443	\$2,505,142	\$902,189	\$1,602,953	47.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,381,110	\$7,704,984	-\$4,323,874	-39.0	6
Bldg Material & Supplies Dealers	4441	\$2,821,743	\$7,704,984	-\$4,883,241	-46.4	6
Lawn & Garden Equip & Supply Stores	4442	\$559,367	\$0	\$559,367	100.0	0
Food & Beverage Stores	445	\$10,751,540	\$1,408,310	\$9,343,230	76.8	7
Grocery Stores	4451	\$10,102,772	\$1,299,941	\$8,802,831	77.2	5
Specialty Food Stores	4452	\$167,676	\$108,369	\$59,307	21.5	2
Beer, Wine & Liquor Stores	4453	\$481,092	\$0	\$481,092	100.0	0
Health & Personal Care Stores	446,4461	\$7,235,003	\$1,844,293	\$5,390,710	59.4	3
Gasoline Stations	447,4471	\$10,336,141	\$24,777,469	-\$14,441,328	-41.1	4
Clothing & Clothing Accessories Stores	448	\$5,270,816	\$17,866,158	-\$12,595,342	-54.4	15
Clothing Stores	4481	\$3,827,997	\$16,112,124	-\$12,284,127	-61.6	11
Shoe Stores	4482	\$640,483	\$1,538,611	-\$898,128	-41.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$802,336	\$215,423	\$586,913	57.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,979,756	\$1,484,980	\$494,776	14.3	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,418,741	\$790,584	\$628,157	28.4	5
Book, Periodical & Music Stores	4512	\$561,015	\$694,395	-\$133,380	-10.6	5
General Merchandise Stores	452	\$19,305,471	\$114,076,882	-\$94,771,411	-71.1	1
Department Stores Excluding Leased Depts.	4521	\$4,857,792	\$0	\$4,857,792	100.0	0
Other General Merchandise Stores	4529	\$14,447,679	\$114,064,353	-\$99,616,674	-77.5	1
Miscellaneous Store Retailers	453	\$2,112,984	\$11,214,250	-\$9,101,266	-68.3	23
Florists	4531	\$131,903	\$361,230	-\$229,327	-46.5	5
Office Supplies, Stationery & Gift Stores	4532	\$819,066	\$397,691	\$421,375	34.6	2
Used Merchandise Stores	4533	\$344,477	\$217,986	\$126,491	22.5	2
Other Miscellaneous Store Retailers	4539	\$817,537	\$10,237,342	-\$9,419,805	-85.2	14
Nonstore Retailers	454	\$4,545,988	\$49,729,643	-\$45,183,655	-83.2	1
Electronic Shopping & Mail-Order Houses	4541	\$3,806,257	\$0	\$3,806,257	100.0	0
Vending Machine Operators	4542	\$118,730	\$0	\$118,730	100.0	0
Direct Selling Establishments	4543	\$621,000	\$32,903	\$588,097	89.9	1
Food Services & Drinking Places	722	\$10,053,171	\$5,379,216	\$4,673,955	30.3	8
Full-Service Restaurants	7221	\$4,121,879	\$1,320,176	\$2,801,703	51.5	1
Limited-Service Eating Places	7222	\$5,275,136	\$1,655,736	\$3,619,400	52.2	3
Special Food Services	7223	\$362,327	\$2,153,485	-\$1,791,158	-71.2	2
Drinking Places - Alcoholic Beverages	7224	\$293,829	\$249,819	\$44,010	8.1	2

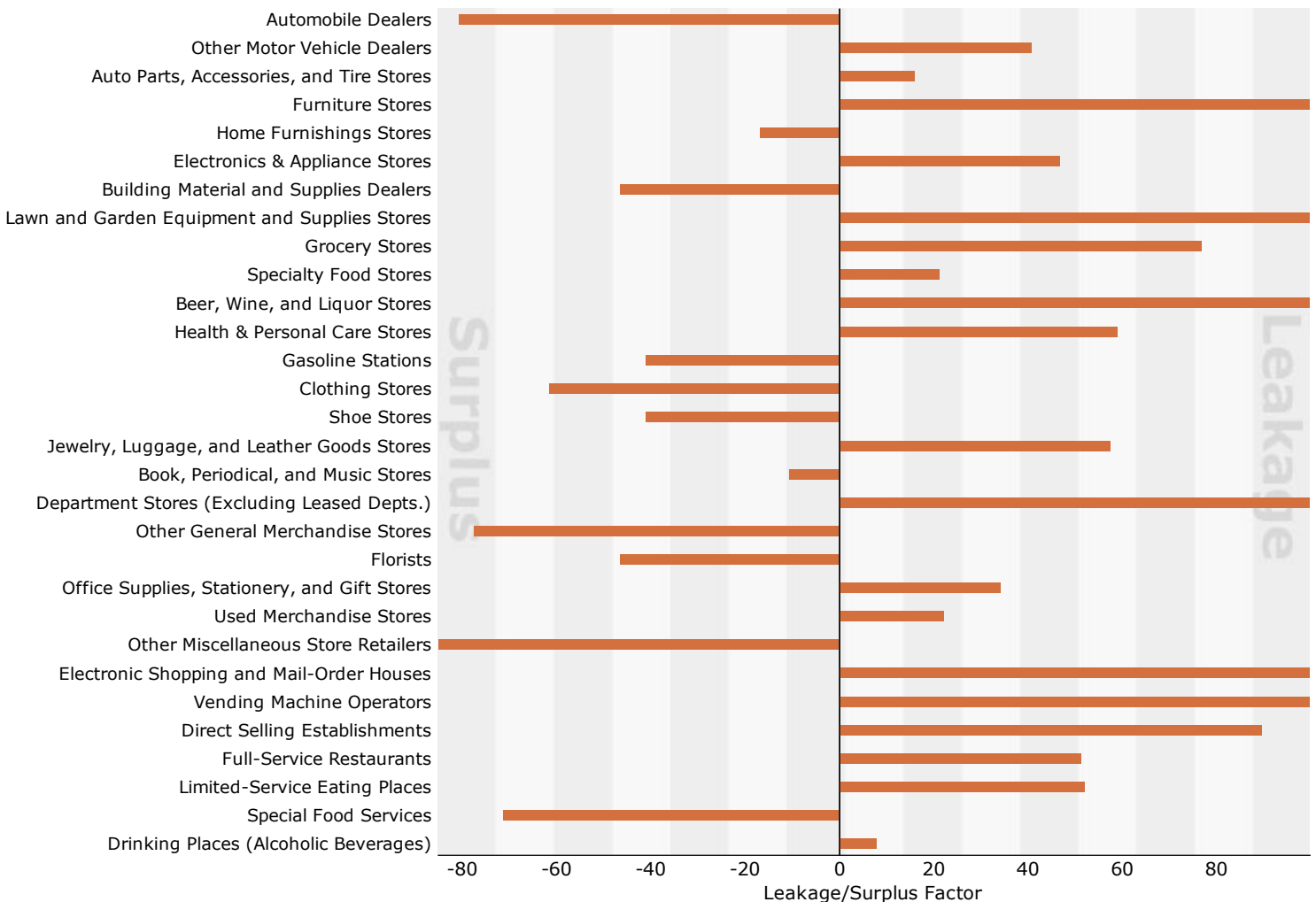
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Grantswood Rd, Birmingham, Alabama, 35210
 Ring: 5 mile radius

Latitude: 33.53644
 Longitude: -86.64677

Summary Demographics

2014 Population	51,683
2014 Households	20,362
2014 Median Disposable Income	\$39,334
2014 Per Capita Income	\$29,874

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$621,263,637	\$1,310,727,108	-\$689,463,471	-35.7	508
Total Retail Trade	44-45	\$556,363,124	\$1,236,401,103	-\$680,037,979	-37.9	431
Total Food & Drink	722	\$64,900,513	\$74,326,005	-\$9,425,492	-6.8	77

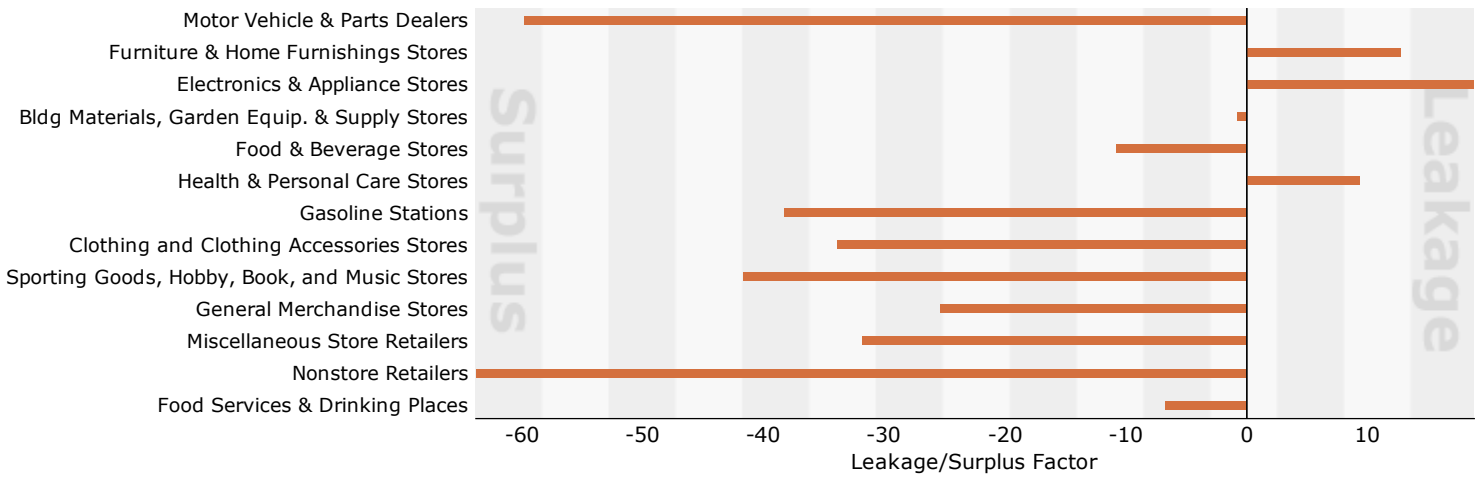
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$116,796,830	\$466,255,015	-\$349,458,185	-59.9	52
Automobile Dealers	4411	\$100,317,349	\$456,845,470	-\$356,528,121	-64.0	25
Other Motor Vehicle Dealers	4412	\$7,422,031	\$1,271,405	\$6,150,626	70.8	5
Auto Parts, Accessories & Tire Stores	4413	\$9,057,450	\$8,138,140	\$919,310	5.3	23
Furniture & Home Furnishings Stores	442	\$13,619,964	\$10,507,826	\$3,112,138	12.9	26
Furniture Stores	4421	\$7,596,712	\$6,308,749	\$1,287,963	9.3	12
Home Furnishings Stores	4422	\$6,023,251	\$4,199,077	\$1,824,174	17.8	15
Electronics & Appliance Stores	443	\$16,102,000	\$10,993,584	\$5,108,416	18.9	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,913,267	\$21,267,829	-\$354,562	-0.8	21
Bldg Material & Supplies Dealers	4441	\$17,593,464	\$20,843,744	-\$3,250,280	-8.5	21
Lawn & Garden Equip & Supply Stores	4442	\$3,319,803	\$0	\$3,319,803	100.0	0
Food & Beverage Stores	445	\$68,254,860	\$84,785,203	-\$16,530,343	-10.8	47
Grocery Stores	4451	\$64,106,016	\$82,660,488	-\$18,554,472	-12.6	34
Specialty Food Stores	4452	\$1,068,233	\$665,191	\$403,042	23.3	10
Beer, Wine & Liquor Stores	4453	\$3,080,611	\$1,459,523	\$1,621,088	35.7	3
Health & Personal Care Stores	446,4461	\$44,484,695	\$36,742,539	\$7,742,156	9.5	27
Gasoline Stations	447,4471	\$64,431,558	\$144,323,919	-\$79,892,361	-38.3	23
Clothing & Clothing Accessories Stores	448	\$34,664,311	\$70,417,560	-\$35,753,249	-34.0	69
Clothing Stores	4481	\$25,249,535	\$50,230,988	-\$24,981,453	-33.1	47
Shoe Stores	4482	\$4,206,130	\$17,345,372	-\$13,139,242	-61.0	13
Jewelry, Luggage & Leather Goods Stores	4483	\$5,208,646	\$2,841,200	\$2,367,446	29.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$12,804,395	\$31,106,350	-\$18,301,955	-41.7	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,086,597	\$28,972,876	-\$19,886,279	-52.3	20
Book, Periodical & Music Stores	4512	\$3,717,798	\$2,133,474	\$1,584,324	27.1	13
General Merchandise Stores	452	\$122,905,288	\$206,475,707	-\$83,570,419	-25.4	14
Department Stores Excluding Leased Depts.	4521	\$31,336,199	\$4,791,350	\$26,544,849	73.5	8
Other General Merchandise Stores	4529	\$91,569,090	\$201,684,357	-\$110,115,267	-37.5	6
Miscellaneous Store Retailers	453	\$13,191,641	\$25,488,170	-\$12,296,529	-31.8	83
Florists	4531	\$797,612	\$638,066	\$159,546	11.1	8
Office Supplies, Stationery & Gift Stores	4532	\$5,171,421	\$4,675,319	\$496,102	5.0	16
Used Merchandise Stores	4533	\$2,235,756	\$1,068,291	\$1,167,465	35.3	9
Other Miscellaneous Store Retailers	4539	\$4,986,852	\$19,106,495	-\$14,119,643	-58.6	49
Nonstore Retailers	454	\$28,194,315	\$128,037,401	-\$99,843,086	-63.9	16
Electronic Shopping & Mail-Order Houses	4541	\$23,593,301	\$126,760,936	-\$103,167,635	-68.6	2
Vending Machine Operators	4542	\$756,990	\$1,034,562	-\$277,572	-15.5	8
Direct Selling Establishments	4543	\$3,844,024	\$241,903	\$3,602,121	88.2	6
Food Services & Drinking Places	722	\$64,900,513	\$74,326,005	-\$9,425,492	-6.8	77
Full-Service Restaurants	7221	\$26,694,620	\$29,099,026	-\$2,404,406	-4.3	25
Limited-Service Eating Places	7222	\$33,852,344	\$39,072,993	-\$5,220,649	-7.2	38
Special Food Services	7223	\$2,377,529	\$4,872,863	-\$2,495,334	-34.4	7
Drinking Places - Alcoholic Beverages	7224	\$1,976,020	\$1,281,122	\$694,898	21.3	8

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

