



# Retail MarketPlace Profile

300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 1 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Summary Demographics

2014 Population	5,163
2014 Households	2,061
2014 Median Disposable Income	\$33,122
2014 Per Capita Income	\$19,548

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$41,521,332	\$147,661,774	-\$106,140,442	-56.1	68
Total Retail Trade	44-45	\$37,293,345	\$137,758,777	-\$100,465,432	-57.4	58
Total Food & Drink	722	\$4,227,987	\$9,902,997	-\$5,675,010	-40.2	10

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,844,303	\$31,706,595	-\$23,862,292	-60.3	7
Automobile Dealers	4411	\$6,810,515	\$29,872,778	-\$23,062,263	-62.9	6
Other Motor Vehicle Dealers	4412	\$436,658	\$0	\$436,658	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$597,131	\$1,833,817	-\$1,236,686	-50.9	2
Furniture & Home Furnishings Stores	442	\$891,243	\$1,230,524	-\$339,281	-16.0	3
Furniture Stores	4421	\$515,169	\$937,329	-\$422,160	-29.1	1
Home Furnishings Stores	4422	\$376,074	\$293,195	\$82,879	12.4	2
Electronics & Appliance Stores	443	\$1,056,505	\$689,132	\$367,373	21.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,203,699	\$1,247,884	-\$44,185	-1.8	2
Bldg Material & Supplies Dealers	4441	\$992,206	\$1,247,884	-\$255,678	-11.4	2
Lawn & Garden Equip & Supply Stores	4442	\$211,493	\$0	\$211,493	100.0	0
Food & Beverage Stores	445	\$4,645,127	\$45,276,442	-\$40,631,315	-81.4	6
Grocery Stores	4451	\$4,374,379	\$45,121,412	-\$40,747,033	-82.3	5
Specialty Food Stores	4452	\$72,698	\$0	\$72,698	100.0	0
Beer, Wine & Liquor Stores	4453	\$198,049	\$0	\$198,049	100.0	0
Health & Personal Care Stores	446,4461	\$3,018,496	\$15,646,422	-\$12,627,926	-67.7	5
Gasoline Stations	447,4471	\$4,506,690	\$33,423,098	-\$28,916,408	-76.2	5
Clothing & Clothing Accessories Stores	448	\$2,280,375	\$2,744,500	-\$464,125	-9.2	12
Clothing Stores	4481	\$1,674,629	\$1,584,157	\$90,472	2.8	10
Shoe Stores	4482	\$281,596	\$856,829	-\$575,233	-50.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$324,150	\$0	\$324,150	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$820,391	\$2,123,835	-\$1,303,444	-44.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$578,806	\$2,123,835	-\$1,545,029	-57.2	4
Book, Periodical & Music Stores	4512	\$241,586	\$0	\$241,586	100.0	0
General Merchandise Stores	452	\$8,312,485	\$1,148,028	\$7,164,457	75.7	3
Department Stores Excluding Leased Depts.	4521	\$2,099,823	\$1,148,028	\$951,795	29.3	3
Other General Merchandise Stores	4529	\$6,212,662	\$0	\$6,212,662	100.0	0
Miscellaneous Store Retailers	453	\$876,617	\$2,513,581	-\$1,636,964	-48.3	7
Florists	4531	\$50,639	\$0	\$50,639	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$337,417	\$48,464	\$288,953	74.9	1
Used Merchandise Stores	4533	\$145,631	\$1,294,675	-\$1,149,044	-79.8	2
Other Miscellaneous Store Retailers	4539	\$342,930	\$1,159,400	-\$816,470	-54.3	3
Nonstore Retailers	454	\$1,837,414	\$0	\$1,837,414	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,566,430	\$0	\$1,566,430	100.0	0
Vending Machine Operators	4542	\$51,470	\$0	\$51,470	100.0	0
Direct Selling Establishments	4543	\$219,515	\$0	\$219,515	100.0	0
Food Services & Drinking Places	722	\$4,227,987	\$9,902,997	-\$5,675,010	-40.2	10
Full-Service Restaurants	7221	\$1,728,759	\$1,594,691	\$134,068	4.0	2
Limited-Service Eating Places	7222	\$2,219,007	\$6,679,249	-\$4,460,242	-50.1	6
Special Food Services	7223	\$152,214	\$1,577,287	-\$1,425,073	-82.4	1
Drinking Places - Alcoholic Beverages	7224	\$128,006	\$0	\$128,006	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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

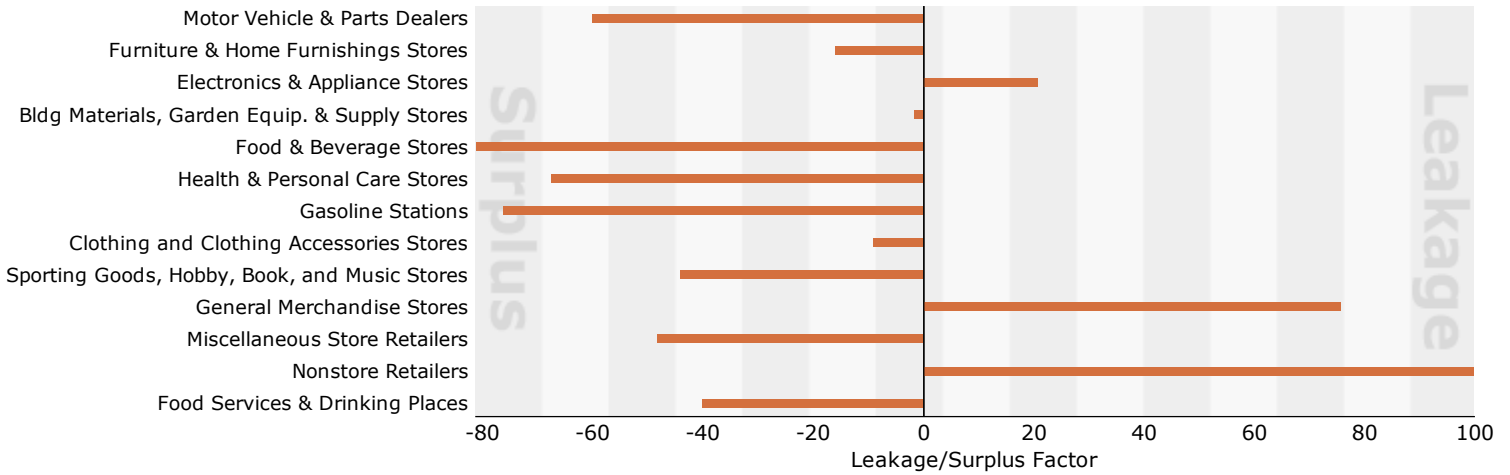
February 20, 2015



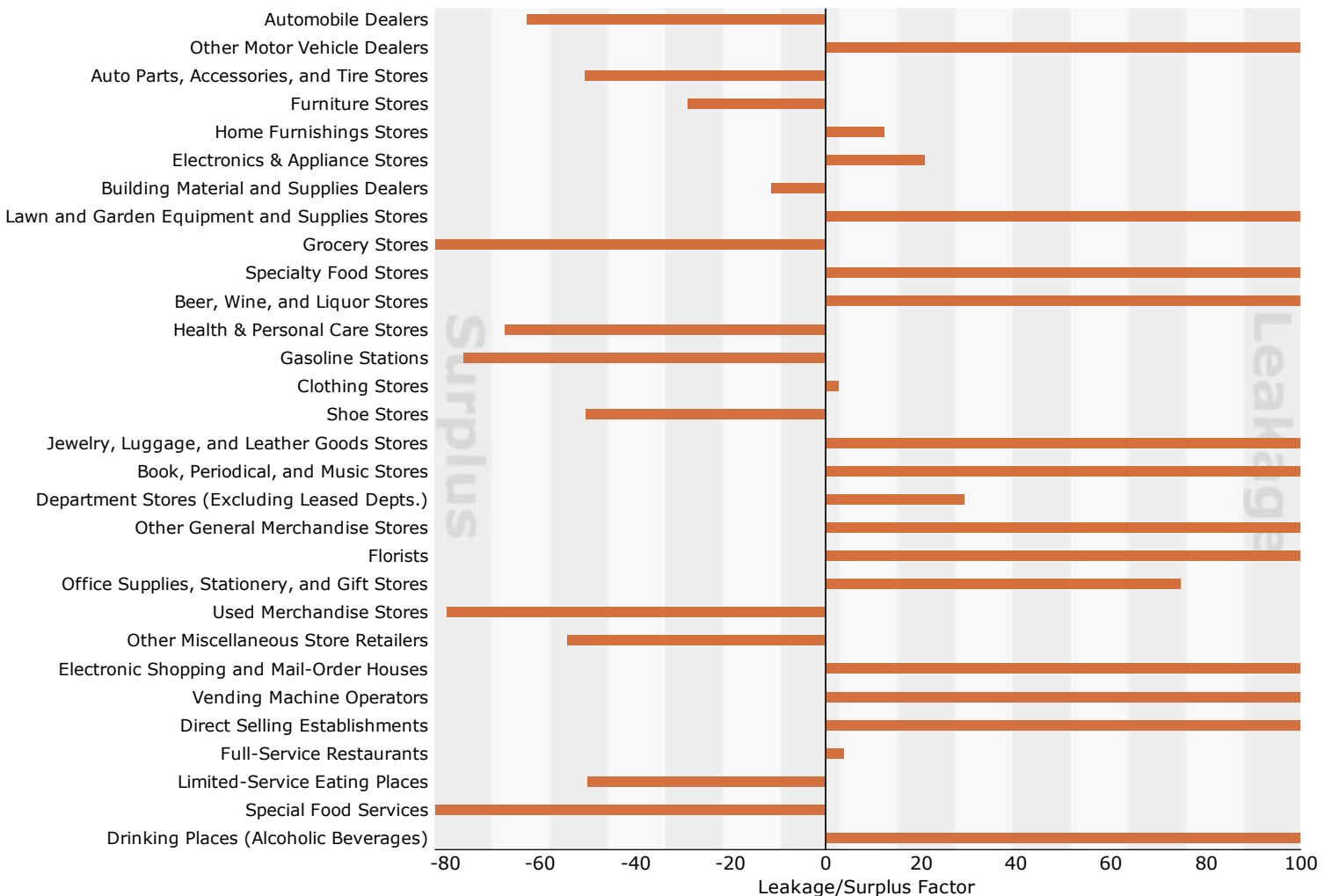
300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 1 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 3 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Summary Demographics

2014 Population	43,171
2014 Households	16,642
2014 Median Disposable Income	\$31,653
2014 Per Capita Income	\$18,334

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$326,404,271	\$541,843,586	-\$215,439,315	-24.8	290
Total Retail Trade	44-45	\$292,898,815	\$509,080,855	-\$216,182,040	-27.0	246
Total Food & Drink	722	\$33,505,456	\$32,762,732	\$742,724	1.1	44

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,410,888	\$273,172,505	-\$211,761,617	-63.3	47
Automobile Dealers	4411	\$53,149,878	\$263,664,851	-\$210,514,973	-66.4	24
Other Motor Vehicle Dealers	4412	\$3,552,472	\$705,295	\$2,847,177	66.9	3
Auto Parts, Accessories & Tire Stores	4413	\$4,708,539	\$8,802,359	-\$4,093,820	-30.3	19
Furniture & Home Furnishings Stores	442	\$6,969,495	\$3,408,749	\$3,560,746	34.3	11
Furniture Stores	4421	\$3,992,559	\$2,830,983	\$1,161,576	17.0	6
Home Furnishings Stores	4422	\$2,976,936	\$577,766	\$2,399,170	67.5	5
Electronics & Appliance Stores	443	\$8,354,812	\$3,280,850	\$5,073,962	43.6	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,659,778	\$3,393,747	\$6,266,031	48.0	9
Bldg Material & Supplies Dealers	4441	\$8,014,546	\$3,393,747	\$4,620,799	40.5	9
Lawn & Garden Equip & Supply Stores	4442	\$1,645,232	\$0	\$1,645,232	100.0	0
Food & Beverage Stores	445	\$36,586,065	\$71,002,747	-\$34,416,682	-32.0	27
Grocery Stores	4451	\$34,450,652	\$68,543,398	-\$34,092,746	-33.1	20
Specialty Food Stores	4452	\$573,689	\$303,356	\$270,333	30.8	4
Beer, Wine & Liquor Stores	4453	\$1,561,725	\$2,155,992	-\$594,267	-16.0	3
Health & Personal Care Stores	446,4461	\$23,339,830	\$26,323,545	-\$2,983,715	-6.0	18
Gasoline Stations	447,4471	\$35,210,779	\$87,387,178	-\$52,176,399	-42.6	18
Clothing & Clothing Accessories Stores	448	\$18,043,789	\$6,516,621	\$11,527,168	46.9	33
Clothing Stores	4481	\$13,233,578	\$4,203,802	\$9,029,776	51.8	27
Shoe Stores	4482	\$2,241,506	\$1,181,209	\$1,060,297	31.0	4
Jewelry, Luggage & Leather Goods Stores	4483	\$2,568,706	\$1,131,610	\$1,437,096	38.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,592,351	\$3,347,455	\$3,244,896	32.6	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,658,298	\$2,976,169	\$1,682,129	22.0	10
Book, Periodical & Music Stores	4512	\$1,934,053	\$371,286	\$1,562,767	67.8	6
General Merchandise Stores	452	\$65,424,569	\$22,130,819	\$43,293,750	49.4	9
Department Stores Excluding Leased Depts.	4521	\$16,468,952	\$3,261,943	\$13,207,009	66.9	7
Other General Merchandise Stores	4529	\$48,955,617	\$18,868,876	\$30,086,741	44.4	1
Miscellaneous Store Retailers	453	\$6,874,872	\$4,285,484	\$2,589,388	23.2	33
Florists	4531	\$390,665	\$442,000	-\$51,335	-6.2	4
Office Supplies, Stationery & Gift Stores	4532	\$2,658,012	\$320,440	\$2,337,572	78.5	7
Used Merchandise Stores	4533	\$1,156,611	\$1,558,167	-\$401,556	-14.8	6
Other Miscellaneous Store Retailers	4539	\$2,669,583	\$1,964,877	\$704,706	15.2	16
Nonstore Retailers	454	\$14,431,587	\$4,831,156	\$9,600,431	49.8	15
Electronic Shopping & Mail-Order Houses	4541	\$12,211,523	\$3,957,781	\$8,253,742	51.0	2
Vending Machine Operators	4542	\$406,184	\$626,093	-\$219,909	-21.3	7
Direct Selling Establishments	4543	\$1,813,880	\$247,282	\$1,566,598	76.0	6
Food Services & Drinking Places	722	\$33,505,456	\$32,762,732	\$742,724	1.1	44
Full-Service Restaurants	7221	\$13,694,611	\$11,508,008	\$2,186,603	8.7	17
Limited-Service Eating Places	7222	\$17,576,208	\$18,890,462	-\$1,314,254	-3.6	21
Special Food Services	7223	\$1,206,420	\$1,688,026	-\$481,606	-16.6	2
Drinking Places - Alcoholic Beverages	7224	\$1,028,218	\$676,236	\$351,982	20.7	4

**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>.

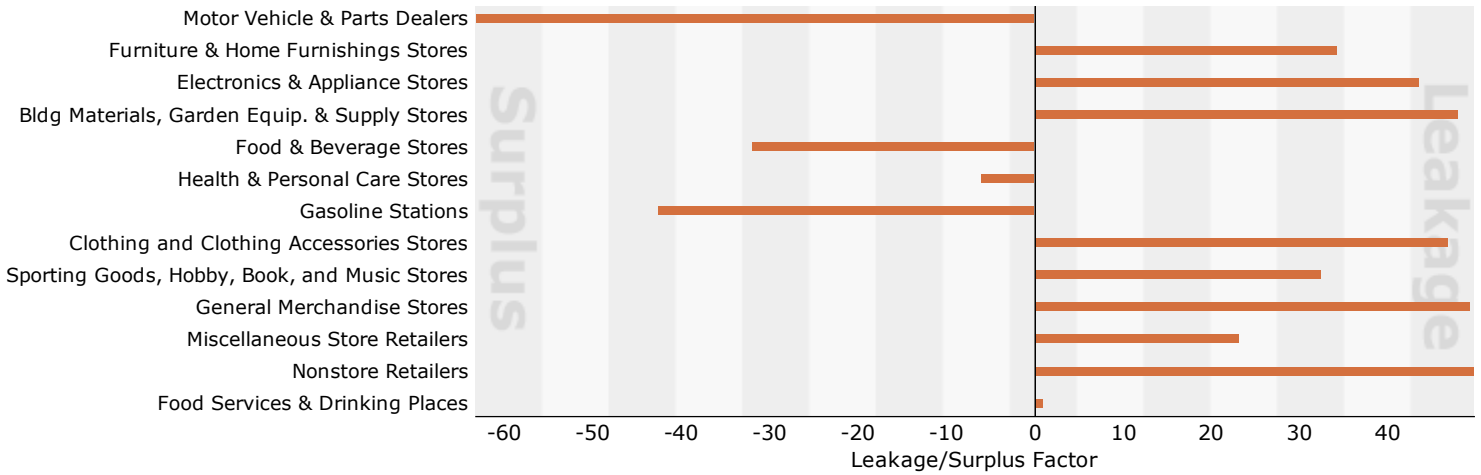
**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.



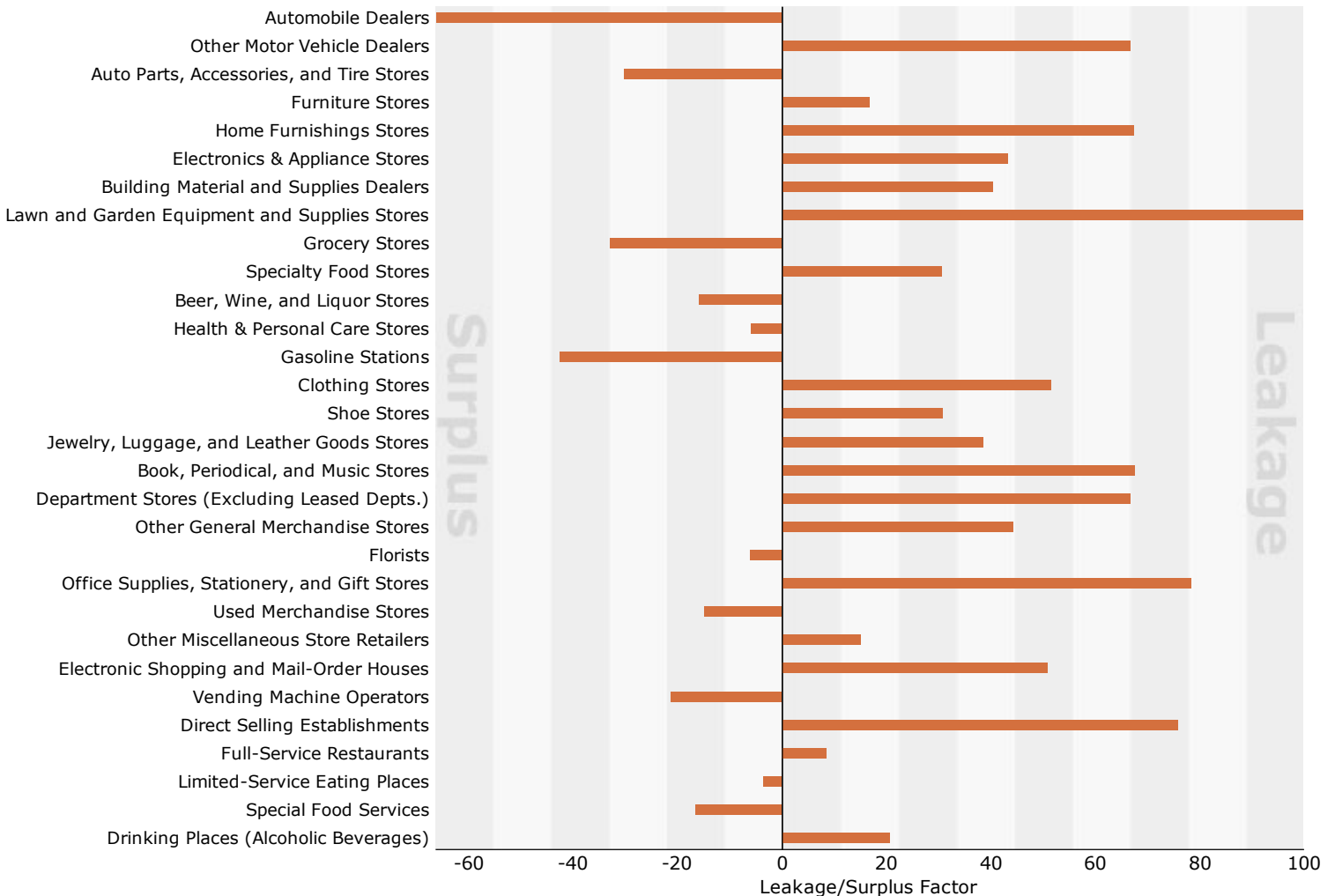
300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 3 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 5 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Summary Demographics

2014 Population	104,551
2014 Households	40,865
2014 Median Disposable Income	\$31,126
2014 Per Capita Income	\$19,321

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$830,738,495	\$1,713,101,987	-\$882,363,492	-34.7	879
Total Retail Trade	44-45	\$745,035,595	\$1,570,845,849	-\$825,810,254	-35.7	730
Total Food & Drink	722	\$85,702,900	\$142,256,139	-\$56,553,239	-24.8	149

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$156,125,151	\$470,465,089	-\$314,339,938	-50.2	108
Automobile Dealers	4411	\$134,995,931	\$444,792,730	-\$309,796,799	-53.4	49
Other Motor Vehicle Dealers	4412	\$9,165,311	\$2,618,926	\$6,546,385	55.6	9
Auto Parts, Accessories & Tire Stores	4413	\$11,963,908	\$23,053,434	-\$11,089,526	-31.7	50
Furniture & Home Furnishings Stores	442	\$17,683,231	\$25,144,432	-\$7,461,201	-17.4	42
Furniture Stores	4421	\$10,120,012	\$14,545,819	-\$4,425,807	-17.9	21
Home Furnishings Stores	4422	\$7,563,219	\$10,598,613	-\$3,035,394	-16.7	21
Electronics & Appliance Stores	443	\$21,268,776	\$49,454,405	-\$28,185,629	-39.9	33
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,026,436	\$49,261,451	-\$24,235,015	-32.6	44
Bldg Material & Supplies Dealers	4441	\$20,865,481	\$43,649,134	-\$22,783,653	-35.3	41
Lawn & Garden Equip & Supply Stores	4442	\$4,160,955	\$5,612,317	-\$1,451,362	-14.9	3
Food & Beverage Stores	445	\$93,124,370	\$177,519,696	-\$84,395,326	-31.2	88
Grocery Stores	4451	\$87,660,652	\$171,985,088	-\$84,324,436	-32.5	67
Specialty Food Stores	4452	\$1,459,862	\$1,384,697	\$75,165	2.6	16
Beer, Wine & Liquor Stores	4453	\$4,003,856	\$4,149,911	-\$146,055	-1.8	5
Health & Personal Care Stores	446,4461	\$59,291,128	\$89,565,415	-\$30,274,287	-20.3	46
Gasoline Stations	447,4471	\$89,303,485	\$233,812,972	-\$144,509,487	-44.7	45
Clothing & Clothing Accessories Stores	448	\$45,854,353	\$92,561,134	-\$46,706,781	-33.7	94
Clothing Stores	4481	\$33,545,765	\$51,723,440	-\$18,177,675	-21.3	68
Shoe Stores	4482	\$5,691,064	\$36,443,482	-\$30,752,418	-73.0	14
Jewelry, Luggage & Leather Goods Stores	4483	\$6,617,525	\$4,394,212	\$2,223,313	20.2	12
Sporting Goods, Hobby, Book & Music Stores	451	\$16,882,156	\$27,251,144	-\$10,368,988	-23.5	51
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,923,017	\$23,836,315	-\$11,913,298	-33.3	34
Book, Periodical & Music Stores	4512	\$4,959,139	\$3,414,829	\$1,544,310	18.4	17
General Merchandise Stores	452	\$166,391,677	\$312,819,207	-\$146,427,530	-30.6	31
Department Stores Excluding Leased Depts.	4521	\$41,829,005	\$17,295,786	\$24,533,219	41.5	20
Other General Merchandise Stores	4529	\$124,562,673	\$295,523,421	-\$170,960,748	-40.7	11
Miscellaneous Store Retailers	453	\$17,538,781	\$21,795,160	-\$4,256,379	-10.8	116
Florists	4531	\$985,425	\$1,327,663	-\$342,238	-14.8	11
Office Supplies, Stationery & Gift Stores	4532	\$6,805,834	\$4,626,556	\$2,179,278	19.1	28
Used Merchandise Stores	4533	\$2,954,675	\$3,779,924	-\$825,249	-12.3	17
Other Miscellaneous Store Retailers	4539	\$6,792,847	\$12,061,018	-\$5,268,171	-27.9	60
Nonstore Retailers	454	\$36,546,051	\$21,195,743	\$15,350,308	26.6	32
Electronic Shopping & Mail-Order Houses	4541	\$31,110,548	\$19,523,321	\$11,587,227	22.9	4
Vending Machine Operators	4542	\$1,033,179	\$1,048,441	-\$15,262	-0.7	14
Direct Selling Establishments	4543	\$4,402,324	\$623,981	\$3,778,343	75.2	15
Food Services & Drinking Places	722	\$85,702,900	\$142,256,139	-\$56,553,239	-24.8	149
Full-Service Restaurants	7221	\$35,046,531	\$60,250,637	-\$25,204,106	-26.4	57
Limited-Service Eating Places	7222	\$44,970,343	\$75,539,440	-\$30,569,097	-25.4	72
Special Food Services	7223	\$3,040,472	\$4,073,818	-\$1,033,346	-14.5	6
Drinking Places - Alcoholic Beverages	7224	\$2,645,553	\$2,392,243	\$253,310	5.0	14

**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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

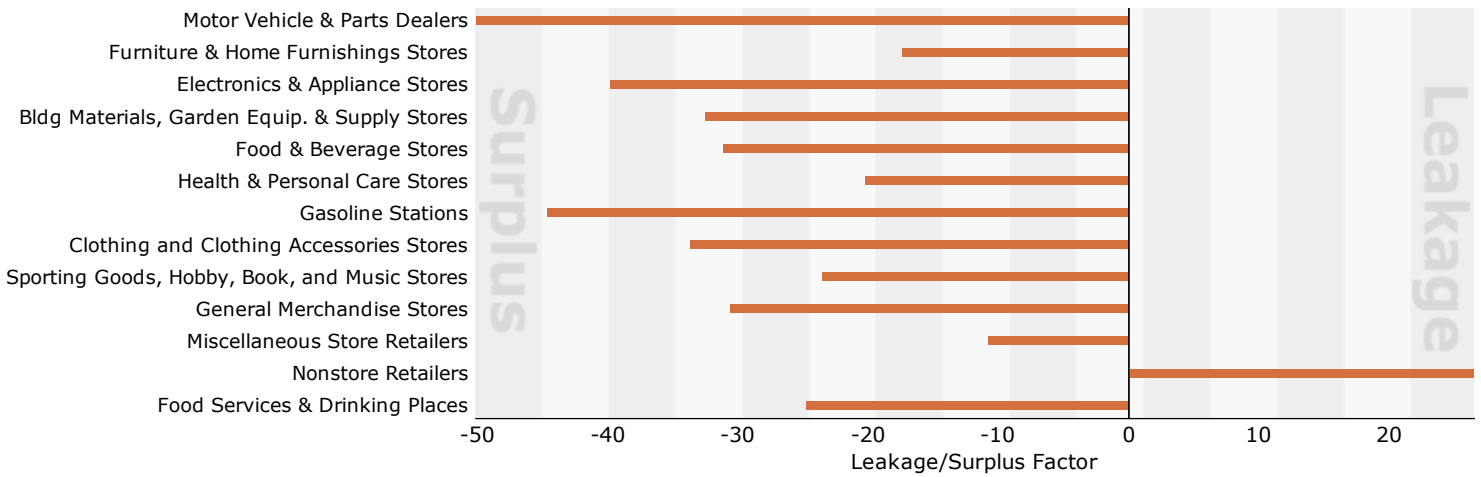
February 20, 2015



300 Red Lane Rd, Birmingham, Alabama, 35215  
 300 Red Lane Rd, Birmingham, Alabama, 35215  
 Ring: 5 mile radius

Latitude: 33.59117  
 Longitude: -86.70731

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

