

Ferdinand Town Hall
2065 Main St
Ferdinand, IN 47532

Site Type: Drive Time

Latitude: 38.23231
Longitude: -86.86144
Drive Time: 15 Minutes

Summary Demographics

2009 Population	8,591
2009 Households	3,061
2009 Median Disposable Income	\$39,687
2009 Per Capita Income	\$21,002

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$69,132,448	\$43,135,781	\$25,996,667	23.2	84
Total Retail Trade (NAICS 44-45)	\$60,060,363	\$38,788,570	\$21,271,793	21.5	63
Total Food & Drink (NAICS 722)	\$9,072,085	\$4,347,211	\$4,724,874	35.2	21

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$14,379,645	\$6,329,209	\$8,050,436	38.9	13
Automobile Dealers (NAICS 4411)	\$12,527,602	\$5,765,489	\$6,762,113	37.0	7
Other Motor Vehicle Dealers (NAICS 4412)	\$1,224,384	\$0	\$1,224,384	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$627,659	\$563,720	\$63,939	5.4	6
Furniture & Home Furnishings Stores (NAICS 442)	\$1,597,833	\$615,189	\$982,644	44.4	4
Furniture Stores (NAICS 4421)	\$1,045,030	\$579,585	\$465,445	28.6	3
Home Furnishings Stores (NAICS 4422)	\$552,803	\$35,604	\$517,199	87.9	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,779,891	\$0	\$1,779,891	100.0	0
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,397,306	\$1,165,039	\$1,232,267	34.6	10
Building Material and Supplies Dealers (NAICS 4441)	\$2,121,340	\$1,121,077	\$1,000,263	30.8	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$275,966	\$43,962	\$232,004	72.5	1
Food & Beverage Stores (NAICS 445)	\$9,141,745	\$14,520,588	\$-5,378,843	-22.7	11
Grocery Stores (NAICS 4451)	\$7,227,942	\$14,293,479	\$-7,065,537	-32.8	9
Specialty Food Stores (NAICS 4452)	\$1,164,178	\$0	\$1,164,178	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$749,625	\$227,109	\$522,516	53.5	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,676,440	\$1,140,539	\$535,901	19.0	3
Gasoline Stations (NAICS 447/4471)	\$11,834,804	\$8,326,630	\$3,508,174	17.4	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,774,172	\$110,831	\$1,663,341	88.2	2
Clothing Stores (NAICS 4481)	\$1,408,053	\$110,831	\$1,297,222	85.4	2
Shoe Stores (NAICS 4482)	\$191,808	\$0	\$191,808	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$174,311	\$0	\$174,311	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$513,944	\$229,530	\$284,414	38.3	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$176,366	\$121,533	\$54,833	18.4	2
Book, Periodical, and Music Stores (NAICS 4512)	\$337,578	\$107,997	\$229,581	51.5	1

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.

Source: ESRI and infoUSA®

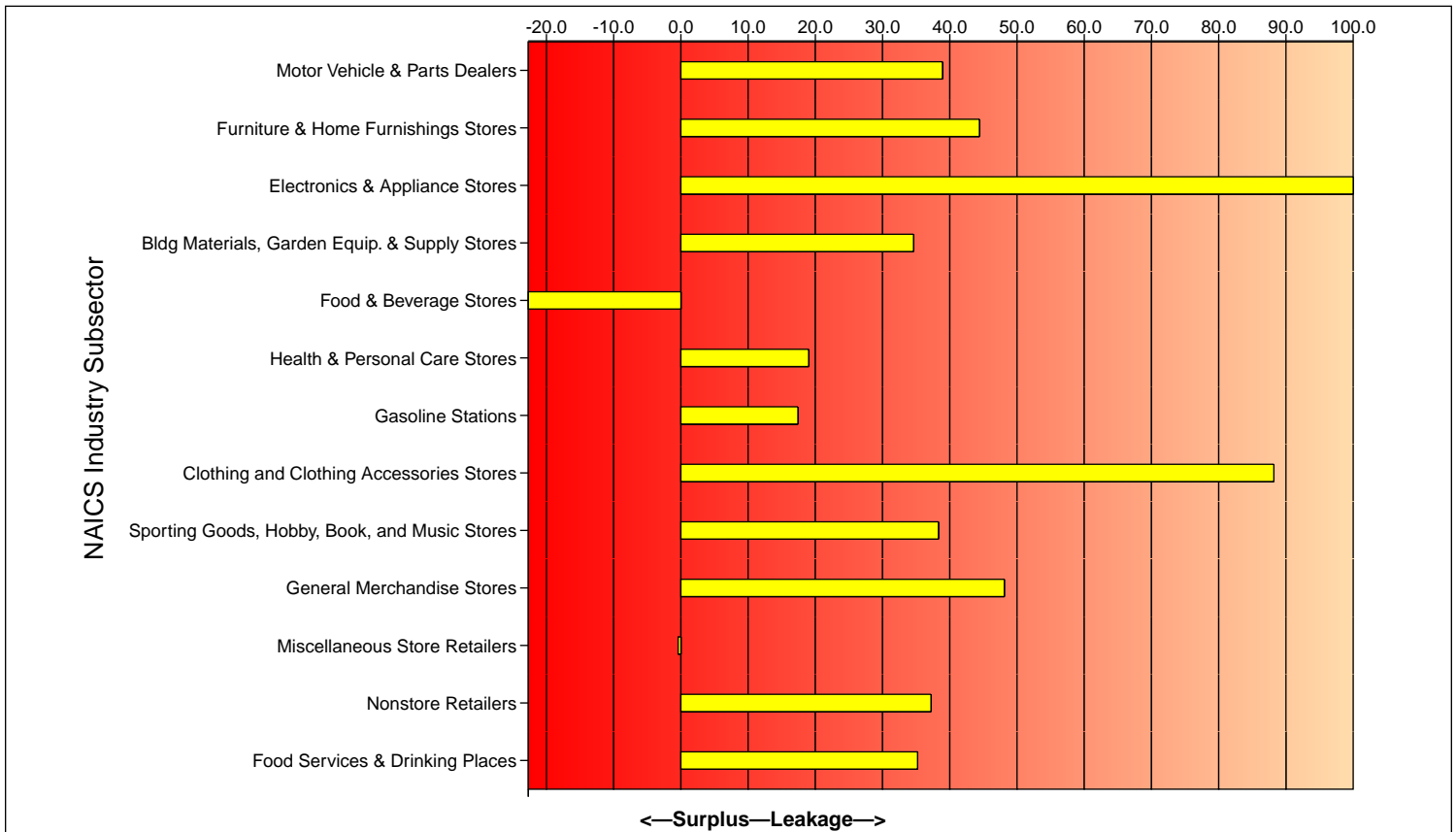
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$9,704,432	\$3,399,013	\$6,305,419	48.1	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,375,901	\$0	\$6,375,901	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$3,328,531	\$3,399,013	-\$70,482	-1.0	2
Miscellaneous Store Retailers (NAICS 453)	\$989,282	\$997,536	-\$8,254	-0.4	10
Florists (NAICS 4531)	\$146,745	\$67,624	\$79,121	36.9	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$415,255	\$278,572	\$136,683	19.7	3
Used Merchandise Stores (NAICS 4533)	\$85,886	\$0	\$85,886	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$341,396	\$651,340	-\$309,944	-31.2	5
Nonstore Retailers (NAICS 454)	\$4,270,869	\$1,954,466	\$2,316,403	37.2	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,620,472	\$0	\$1,620,472	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,551,488	\$1,954,466	-\$402,978	-11.5	1
Direct Selling Establishments (NAICS 4543)	\$1,098,909	\$0	\$1,098,909	100.0	0
Food Services & Drinking Places (NAICS 722)	\$9,072,085	\$4,347,211	\$4,724,874	35.2	21
Full-Service Restaurants (NAICS 7221)	\$4,729,135	\$1,778,154	\$2,950,981	45.3	13
Limited-Service Eating Places (NAICS 7222)	\$3,933,086	\$2,447,584	\$1,485,502	23.3	5
Special Food Services (NAICS 7223)	\$212,683	\$72,580	\$140,103	49.1	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$197,181	\$48,893	\$148,288	60.3	1

Leakage/Surplus Factor by Industry Subsector



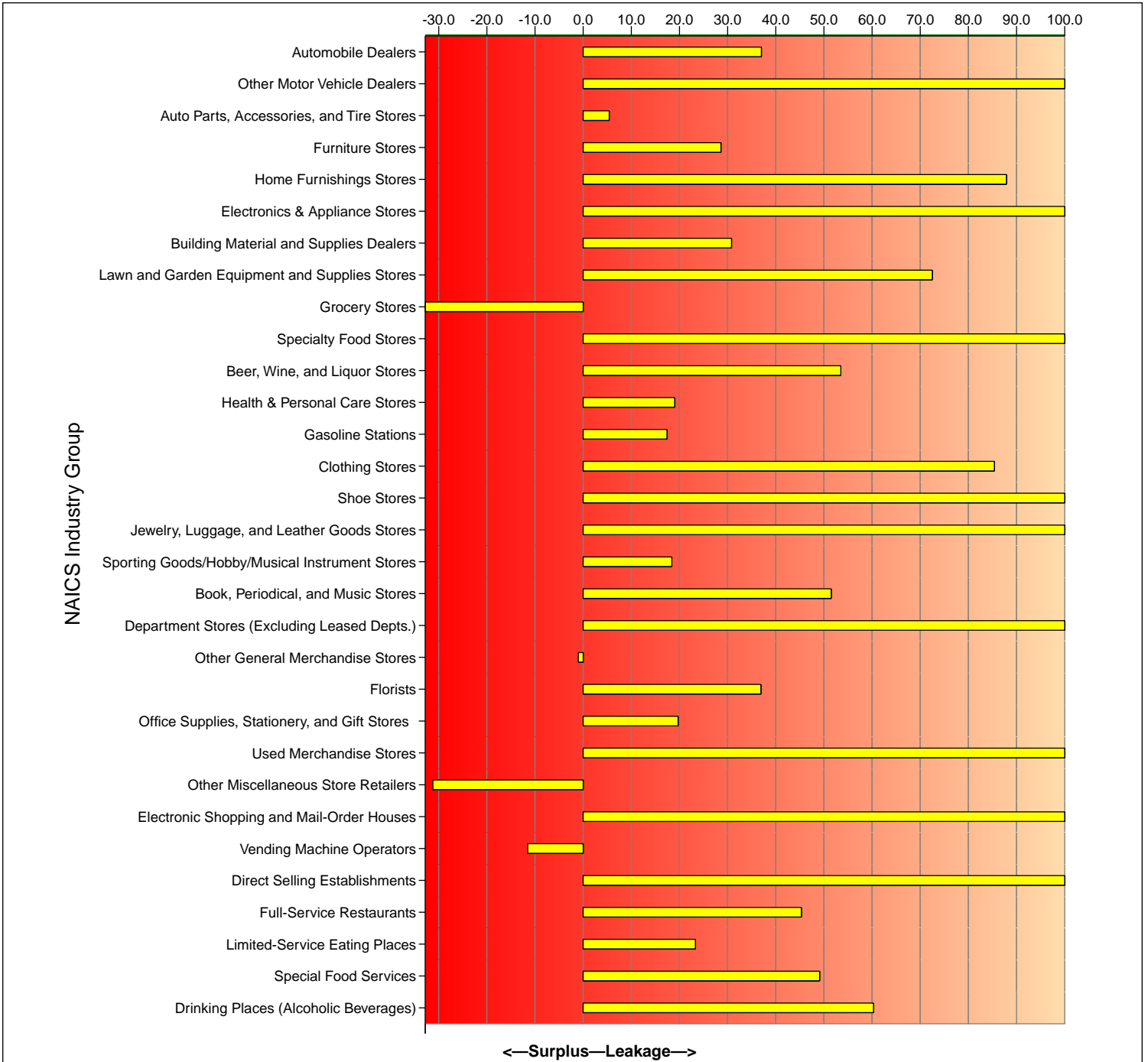
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2009 Population	52,529
2009 Households	19,743
2009 Median Disposable Income	\$40,412
2009 Per Capita Income	\$23,558

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$472,661,405	\$510,405,428	\$-37,744,023	-3.8	461
Total Retail Trade (NAICS 44-45)	\$410,928,918	\$485,113,792	\$-74,184,874	-8.3	341
Total Food & Drink (NAICS 722)	\$61,732,487	\$25,291,636	\$36,440,851	41.9	120

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$98,431,762	\$52,301,588	\$46,130,174	30.6	46
Automobile Dealers (NAICS 4411)	\$85,299,070	\$47,508,889	\$37,790,181	28.5	23
Other Motor Vehicle Dealers (NAICS 4412)	\$8,293,078	\$2,422,588	\$5,870,490	54.8	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,839,614	\$2,370,111	\$2,469,503	34.3	16
Furniture & Home Furnishings Stores (NAICS 442)	\$10,818,713	\$3,974,000	\$6,844,713	46.3	20
Furniture Stores (NAICS 4421)	\$6,938,463	\$2,447,136	\$4,491,327	47.9	10
Home Furnishings Stores (NAICS 4422)	\$3,880,250	\$1,526,864	\$2,353,386	43.5	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,304,047	\$10,139,283	\$1,164,764	5.4	13
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$17,044,727	\$11,550,350	\$5,494,377	19.2	40
Building Material and Supplies Dealers (NAICS 4441)	\$14,937,761	\$11,001,738	\$3,936,023	15.2	34
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,106,966	\$548,612	\$1,558,354	58.7	6
Food & Beverage Stores (NAICS 445)	\$60,254,340	\$30,524,794	\$29,729,546	32.7	44
Grocery Stores (NAICS 4451)	\$46,053,587	\$25,199,242	\$20,854,345	29.3	29
Specialty Food Stores (NAICS 4452)	\$8,806,559	\$2,848,543	\$5,958,016	51.1	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,394,194	\$2,477,009	\$2,917,185	37.1	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,179,859	\$5,551,543	\$5,628,316	33.6	19
Gasoline Stations (NAICS 447/4471)	\$80,773,396	\$57,678,102	\$23,095,294	16.7	26
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,564,936	\$3,458,271	\$7,106,665	50.7	26
Clothing Stores (NAICS 4481)	\$7,837,924	\$2,672,345	\$5,165,579	49.1	21
Shoe Stores (NAICS 4482)	\$1,268,998	\$229,093	\$1,039,905	69.4	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,458,014	\$556,833	\$901,181	44.7	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,543,195	\$1,325,677	\$2,217,518	45.5	23
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,392,910	\$920,215	\$472,695	20.4	20
Book, Periodical, and Music Stores (NAICS 4512)	\$2,150,285	\$405,462	\$1,744,823	68.3	3

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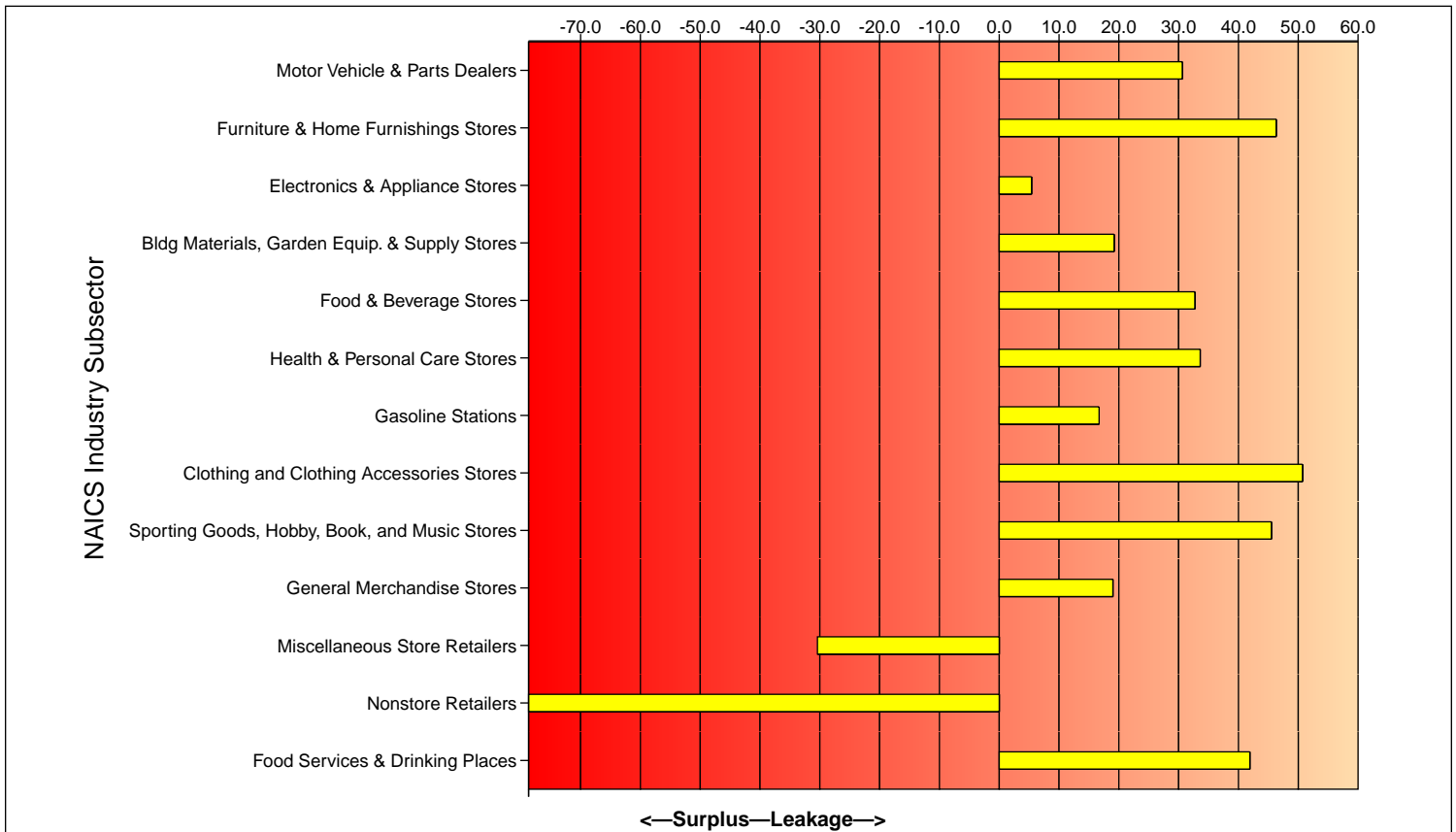
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$70,433,495	\$47,985,198	\$22,448,297	19.0	16
Department Stores Excluding Leased Depts.(NAICS 4521)	\$51,169,945	\$18,259,618	\$32,910,327	47.4	6
Other General Merchandise Stores (NAICS 4529)	\$19,263,550	\$29,725,580	\$-10,462,030	-21.4	10
Miscellaneous Store Retailers (NAICS 453)	\$7,069,124	\$13,240,122	\$-6,170,998	-30.4	62
Florists (NAICS 4531)	\$1,150,900	\$629,009	\$521,891	29.3	11
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,760,036	\$10,727,749	\$-7,967,713	-59.1	27
Used Merchandise Stores (NAICS 4533)	\$725,591	\$433,744	\$291,847	25.2	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,432,597	\$1,449,620	\$982,977	25.3	16
Nonstore Retailers (NAICS 454)	\$29,511,324	\$247,384,864	\$-217,873,540	-78.7	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$12,100,631	\$242,576,876	\$-230,476,245	-90.5	2
Vending Machine Operators (NAICS 4542)	\$11,628,737	\$2,931,699	\$8,697,038	59.7	2
Direct Selling Establishments (NAICS 4543)	\$5,781,956	\$1,876,289	\$3,905,667	51.0	2
Food Services & Drinking Places (NAICS 722)	\$61,732,487	\$25,291,636	\$36,440,851	41.9	120
Full-Service Restaurants (NAICS 7221)	\$26,013,614	\$16,657,341	\$9,356,273	21.9	72
Limited-Service Eating Places (NAICS 7222)	\$32,059,398	\$7,292,476	\$24,766,922	62.9	30
Special Food Services (NAICS 7223)	\$1,853,313	\$779,229	\$1,074,084	40.8	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,806,162	\$562,590	\$1,243,572	52.5	10

Leakage/Surplus Factor by Industry Subsector



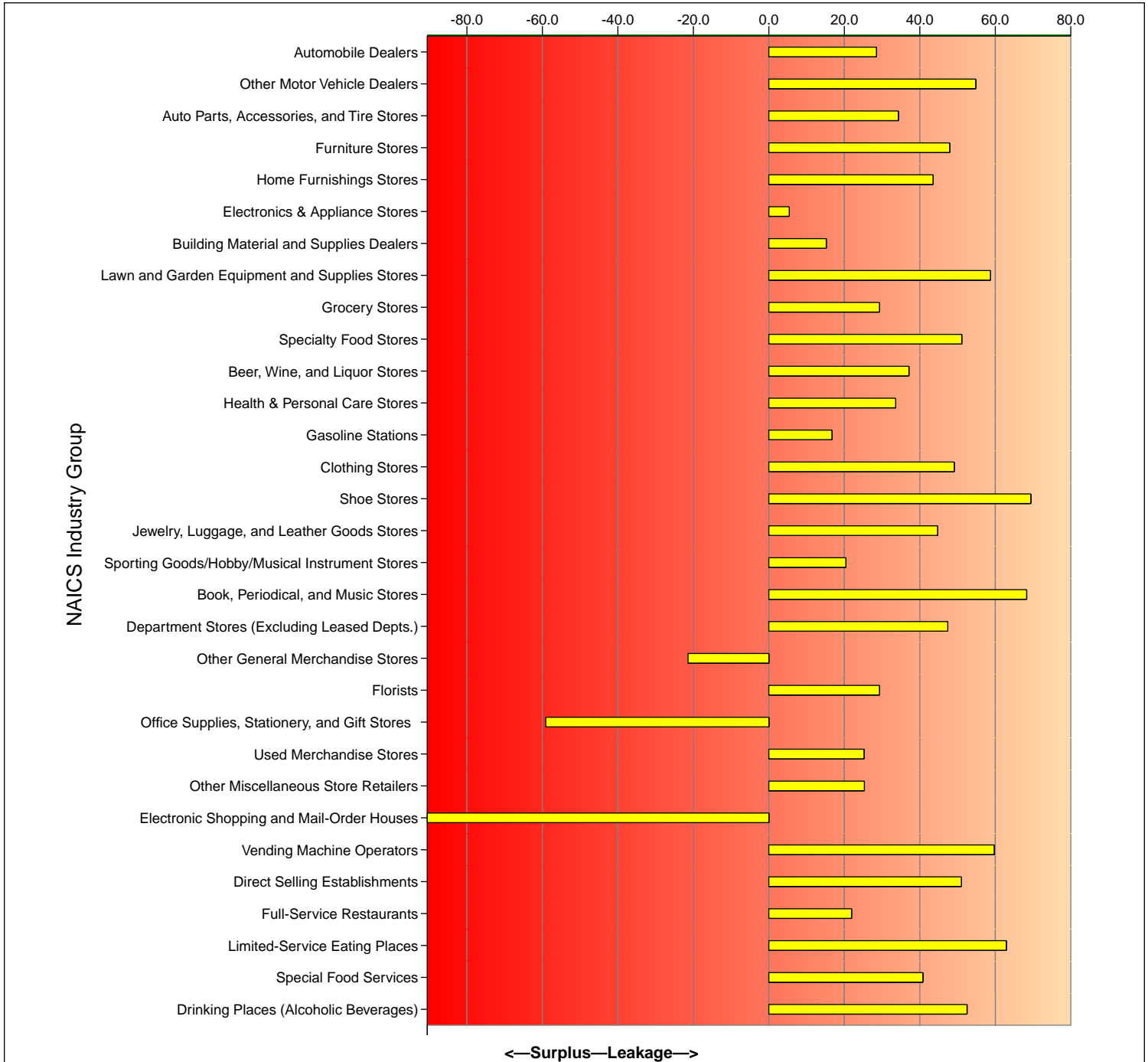
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Leakage/Surplus Factor by Industry Group



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Latitude: 38.23231
Longitude: -86.86144
Drive Time: 45 Minutes

Summary Demographics

2009 Population	111,741
2009 Households	43,415
2009 Median Disposable Income	\$38,804
2009 Per Capita Income	\$22,675

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$988,191,627	\$865,584,451	\$122,607,176	6.6	879
Total Retail Trade (NAICS 44-45)	\$859,944,441	\$801,762,049	\$58,182,392	3.5	646
Total Food & Drink (NAICS 722)	\$128,247,186	\$63,822,402	\$64,424,784	33.5	233

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$207,689,139	\$89,551,377	\$118,137,762	39.7	97
Automobile Dealers (NAICS 4411)	\$178,354,652	\$74,376,706	\$103,977,946	41.1	46
Other Motor Vehicle Dealers (NAICS 4412)	\$17,420,938	\$4,173,530	\$13,247,408	61.3	13
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$11,913,549	\$11,001,141	\$912,408	4.0	38
Furniture & Home Furnishings Stores (NAICS 442)	\$21,619,695	\$7,748,835	\$13,870,860	47.2	33
Furniture Stores (NAICS 4421)	\$13,683,467	\$5,267,396	\$8,416,071	44.4	15
Home Furnishings Stores (NAICS 4422)	\$7,936,228	\$2,481,439	\$5,454,789	52.4	18
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$22,410,538	\$12,269,176	\$10,141,362	29.2	22
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$34,599,633	\$17,760,222	\$16,839,411	32.2	76
Building Material and Supplies Dealers (NAICS 4441)	\$29,965,589	\$16,039,346	\$13,926,243	30.3	62
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,634,044	\$1,720,876	\$2,913,168	45.8	14
Food & Beverage Stores (NAICS 445)	\$121,945,546	\$67,635,892	\$54,309,654	28.6	81
Grocery Stores (NAICS 4451)	\$100,143,727	\$58,663,203	\$41,480,524	26.1	52
Specialty Food Stores (NAICS 4452)	\$12,018,608	\$3,040,944	\$8,977,664	59.6	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$9,783,211	\$5,931,745	\$3,851,466	24.5	20
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$26,082,586	\$10,751,484	\$15,331,102	41.6	34
Gasoline Stations (NAICS 447/4471)	\$180,386,854	\$230,276,196	\$-49,889,342	-12.1	65
Clothing and Clothing Accessories Stores (NAICS 448)	\$18,296,443	\$6,277,941	\$12,018,502	48.9	39
Clothing Stores (NAICS 4481)	\$13,320,633	\$4,650,934	\$8,669,699	48.2	31
Shoe Stores (NAICS 4482)	\$2,186,179	\$390,602	\$1,795,577	69.7	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,789,631	\$1,236,405	\$1,553,226	38.6	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,583,280	\$2,370,062	\$4,213,218	47.1	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,813,534	\$1,865,065	\$948,469	20.3	37
Book, Periodical, and Music Stores (NAICS 4512)	\$3,769,746	\$504,997	\$3,264,749	76.4	4

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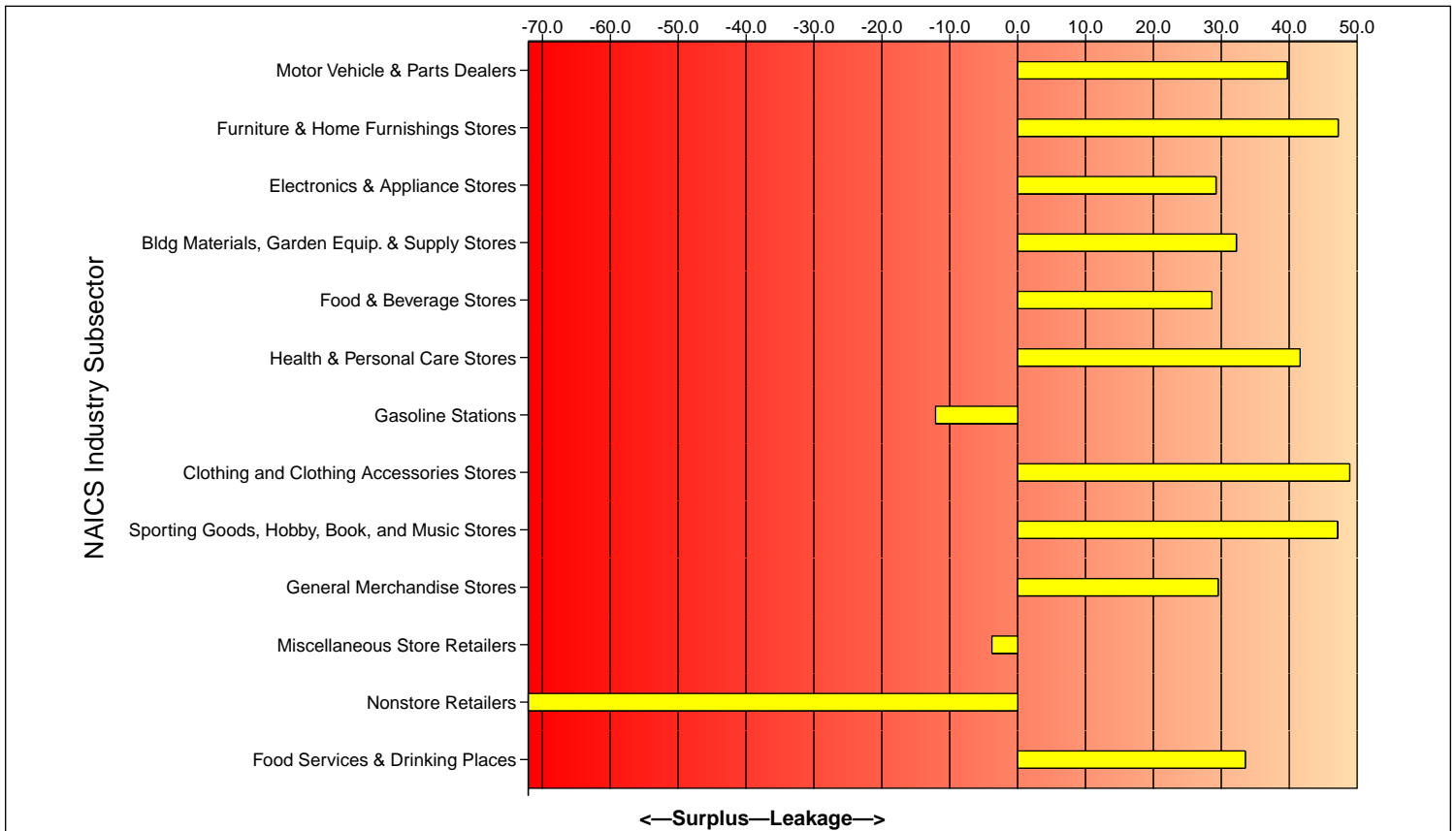
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$163,057,810	\$88,850,734	\$74,207,076	29.5	30
Department Stores Excluding Leased Depts.(NAICS 4521)	\$99,521,064	\$37,688,345	\$61,832,719	45.1	10
Other General Merchandise Stores (NAICS 4529)	\$63,536,746	\$51,162,389	\$12,374,357	10.8	20
Miscellaneous Store Retailers (NAICS 453)	\$16,697,951	\$18,009,624	\$-1,311,673	-3.8	121
Florists (NAICS 4531)	\$3,020,456	\$1,419,676	\$1,600,780	36.1	23
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$6,843,050	\$12,421,613	\$-5,578,563	-29.0	42
Used Merchandise Stores (NAICS 4533)	\$1,741,689	\$1,062,479	\$679,210	24.2	25
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,092,756	\$3,105,856	\$1,986,900	24.2	31
Nonstore Retailers (NAICS 454)	\$40,574,966	\$250,260,506	\$-209,685,540	-72.1	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$14,512,074	\$242,576,876	\$-228,064,802	-88.7	2
Vending Machine Operators (NAICS 4542)	\$14,073,997	\$2,931,699	\$11,142,298	65.5	2
Direct Selling Establishments (NAICS 4543)	\$11,988,895	\$4,751,931	\$7,236,964	43.2	3
Food Services & Drinking Places (NAICS 722)	\$128,247,186	\$63,822,402	\$64,424,784	33.5	233
Full-Service Restaurants (NAICS 7221)	\$53,897,831	\$33,285,635	\$20,612,196	23.6	138
Limited-Service Eating Places (NAICS 7222)	\$64,404,671	\$24,220,575	\$40,184,096	45.3	55
Special Food Services (NAICS 7223)	\$4,182,017	\$2,478,628	\$1,703,389	25.6	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,762,667	\$3,837,564	\$1,925,103	20.1	27

Leakage/Surplus Factor by Industry Subsector



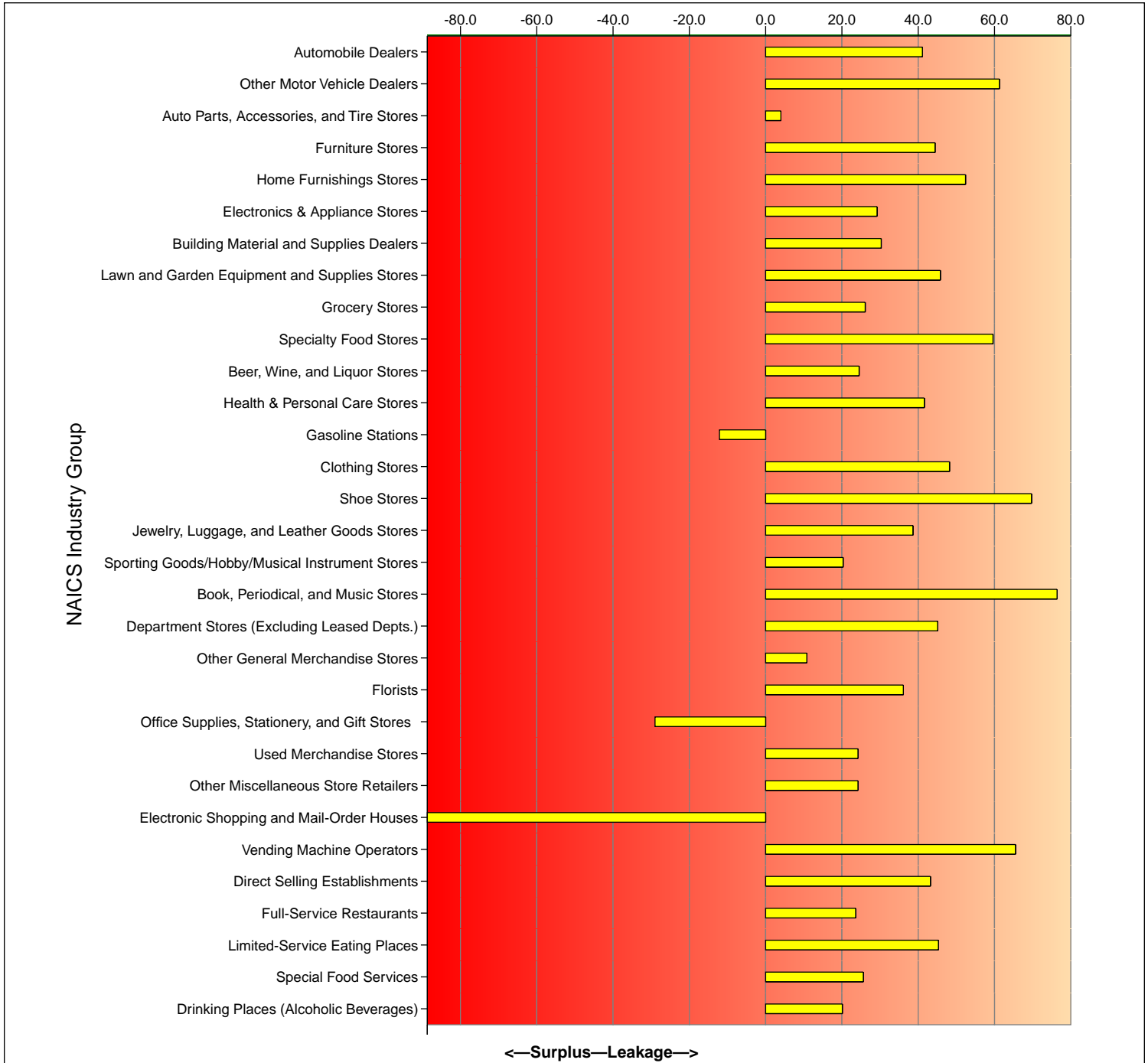
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Leakage/Surplus Factor by Industry Group



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