

Huntingburg Town Hall
508 E 4th St
Huntingburg, IN 47542-1319

Site Type: Drive Time

Latitude: 38.29619
Longitude: -86.95348
Drive Time: 15 Minutes

Summary Demographics

2009 Population	22,240
2009 Households	8,585
2009 Median Disposable Income	\$41,591
2009 Per Capita Income	\$25,395

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)	\$216,217,277	\$391,682,904	\$-175,465,627	-28.9	281
Total Retail Trade (NAICS 44-45)	\$187,913,718	\$384,447,084	\$-196,533,366	-34.3	214
Total Food & Drink (NAICS 722)	\$28,303,559	\$7,235,820	\$21,067,739	59.3	67

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$44,775,362	\$44,076,288	\$699,074	0.8	29
Automobile Dealers (NAICS 4411)	\$39,011,455	\$40,874,753	\$-1,863,298	-2.3	16
Other Motor Vehicle Dealers (NAICS 4412)	\$3,501,803	\$1,596,850	\$1,904,953	37.4	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,262,104	\$1,604,685	\$657,419	17.0	10
Furniture & Home Furnishings Stores (NAICS 442)	\$4,949,529	\$2,578,908	\$2,370,621	31.5	12
Furniture Stores (NAICS 4421)	\$3,185,652	\$1,803,153	\$1,382,499	27.7	6
Home Furnishings Stores (NAICS 4422)	\$1,763,877	\$775,755	\$988,122	38.9	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,206,423	\$7,376,645	\$-2,170,222	-17.2	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$8,439,746	\$6,933,904	\$1,505,842	9.8	28
Building Material and Supplies Dealers (NAICS 4441)	\$7,219,717	\$6,416,596	\$803,121	5.9	23
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,220,029	\$517,308	\$702,721	40.4	5
Food & Beverage Stores (NAICS 445)	\$28,639,056	\$11,789,609	\$16,849,447	41.7	21
Grocery Stores (NAICS 4451)	\$20,248,746	\$7,032,960	\$13,215,786	48.4	12
Specialty Food Stores (NAICS 4452)	\$5,520,528	\$2,750,232	\$2,770,296	33.5	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,869,782	\$2,006,417	\$863,365	17.7	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,103,094	\$3,025,879	\$2,077,215	25.6	13
Gasoline Stations (NAICS 447/4471)	\$35,065,602	\$37,028,967	\$-1,963,365	-2.7	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,952,546	\$2,703,567	\$2,248,979	29.4	20
Clothing Stores (NAICS 4481)	\$3,471,016	\$2,206,375	\$1,264,641	22.3	17
Shoe Stores (NAICS 4482)	\$647,579	\$104,133	\$543,446	72.3	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$833,951	\$393,059	\$440,892	35.9	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,840,089	\$964,947	\$875,142	31.2	16
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$835,114	\$559,485	\$275,629	19.8	13
Book, Periodical, and Music Stores (NAICS 4512)	\$1,004,975	\$405,462	\$599,513	42.5	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.

Source: ESRI and infoUSA®

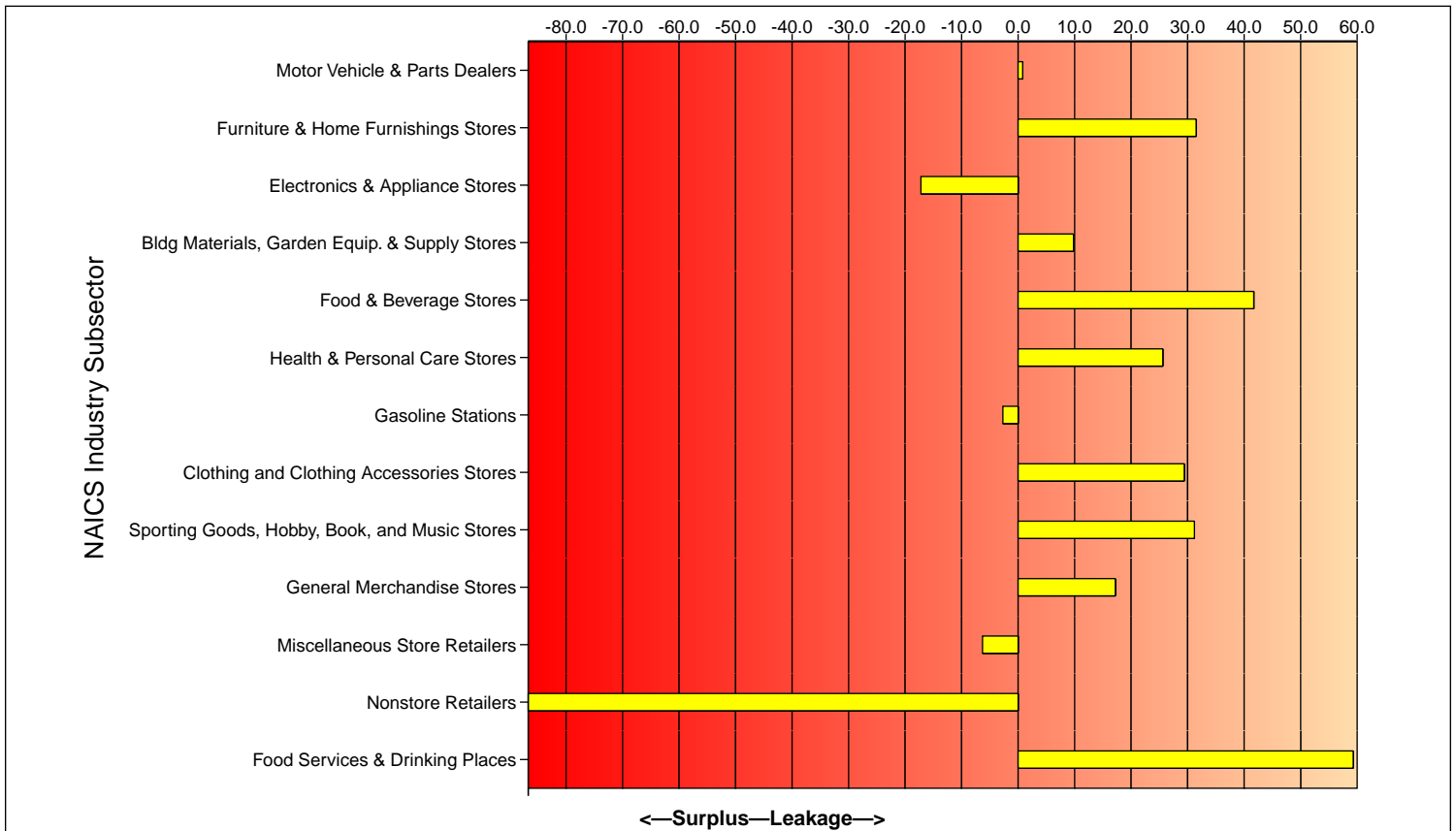
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$28,427,200	\$20,097,654	\$8,329,546	17.2	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$27,607,982	\$4,602,785	\$23,005,197	71.4	3
Other General Merchandise Stores (NAICS 4529)	\$819,218	\$15,494,869	\$-14,675,651	-90.0	5
Miscellaneous Store Retailers (NAICS 453)	\$3,036,149	\$3,441,772	\$-405,623	-6.3	42
Florists (NAICS 4531)	\$398,218	\$509,056	\$-110,838	-12.2	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,009,288	\$1,606,848	\$-597,560	-22.8	19
Used Merchandise Stores (NAICS 4533)	\$369,545	\$381,748	\$-12,203	-1.6	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,259,098	\$944,120	\$314,978	14.3	10
Nonstore Retailers (NAICS 454)	\$17,478,922	\$244,428,944	\$-226,950,022	-86.7	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$7,768,984	\$242,576,876	\$-234,807,892	-93.8	2
Vending Machine Operators (NAICS 4542)	\$7,439,302	\$977,233	\$6,462,069	76.8	1
Direct Selling Establishments (NAICS 4543)	\$2,270,636	\$874,835	\$1,395,801	44.4	1
Food Services & Drinking Places (NAICS 722)	\$28,303,559	\$7,235,820	\$21,067,739	59.3	67
Full-Service Restaurants (NAICS 7221)	\$10,184,675	\$2,986,210	\$7,198,465	54.7	39
Limited-Service Eating Places (NAICS 7222)	\$16,676,354	\$3,538,488	\$13,137,866	65.0	17
Special Food Services (NAICS 7223)	\$778,642	\$395,593	\$383,049	32.6	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$663,888	\$315,529	\$348,359	35.6	6

Leakage/Surplus Factor by Industry Subsector



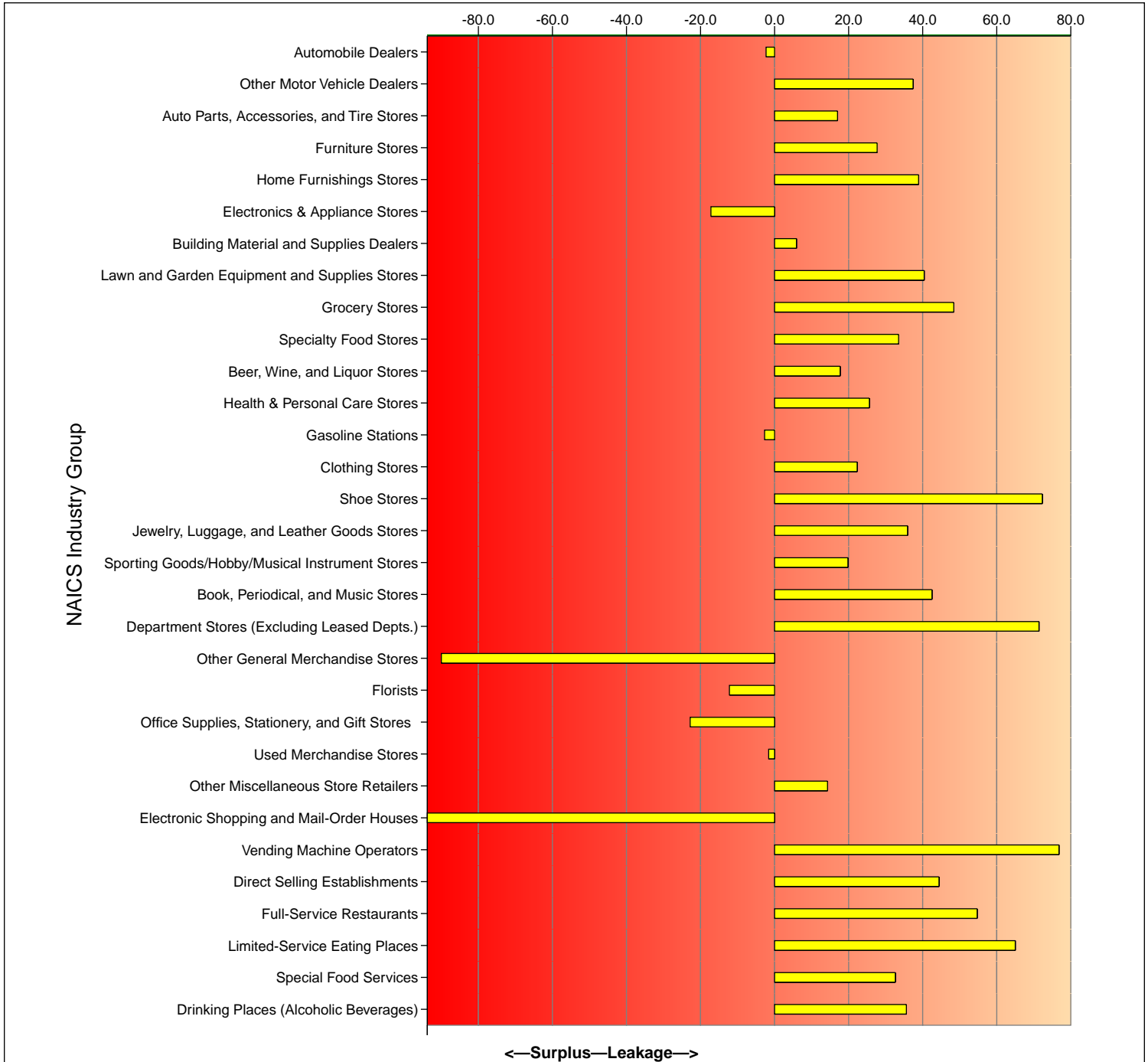
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2009 Population	51,584
2009 Households	19,851
2009 Median Disposable Income	\$40,364
2009 Per Capita Income	\$23,785

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)	\$475,532,491	\$517,971,665	\$-42,439,174	-4.3	483
Total Retail Trade (NAICS 44-45)	\$413,293,170	\$492,457,883	\$-79,164,713	-8.7	360
Total Food & Drink (NAICS 722)	\$62,239,321	\$25,513,782	\$36,725,539	41.9	123

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$99,279,411	\$52,388,874	\$46,890,537	30.9	48
Automobile Dealers (NAICS 4411)	\$86,674,975	\$47,789,869	\$38,885,106	28.9	25
Other Motor Vehicle Dealers (NAICS 4412)	\$7,689,051	\$2,152,694	\$5,536,357	56.3	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,915,385	\$2,446,311	\$2,469,074	33.5	17
Furniture & Home Furnishings Stores (NAICS 442)	\$10,247,357	\$4,267,197	\$5,980,160	41.2	22
Furniture Stores (NAICS 4421)	\$6,411,602	\$2,704,729	\$3,706,873	40.7	11
Home Furnishings Stores (NAICS 4422)	\$3,835,755	\$1,562,468	\$2,273,287	42.1	11
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,694,434	\$10,433,136	\$1,261,298	5.7	15
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$18,301,814	\$11,852,093	\$6,449,721	21.4	44
Building Material and Supplies Dealers (NAICS 4441)	\$15,422,972	\$11,258,443	\$4,164,529	15.6	38
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,878,842	\$593,650	\$2,285,192	65.8	6
Food & Beverage Stores (NAICS 445)	\$65,136,954	\$29,649,005	\$35,487,949	37.4	42
Grocery Stores (NAICS 4451)	\$49,154,454	\$24,251,885	\$24,902,569	33.9	26
Specialty Food Stores (NAICS 4452)	\$10,121,637	\$2,855,960	\$7,265,677	56.0	6
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,860,863	\$2,541,160	\$3,319,703	39.5	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$12,347,888	\$5,642,175	\$6,705,713	37.3	20
Gasoline Stations (NAICS 447/4471)	\$79,257,787	\$65,600,672	\$13,657,115	9.4	30
Clothing and Clothing Accessories Stores (NAICS 448)	\$10,150,043	\$3,632,232	\$6,517,811	47.3	29
Clothing Stores (NAICS 4481)	\$7,277,160	\$2,846,306	\$4,430,854	43.8	24
Shoe Stores (NAICS 4482)	\$1,283,275	\$229,093	\$1,054,182	69.7	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,589,608	\$556,833	\$1,032,775	48.1	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,840,356	\$1,411,751	\$2,428,605	46.2	25
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,845,160	\$1,006,289	\$838,871	29.4	22
Book, Periodical, and Music Stores (NAICS 4512)	\$1,995,196	\$405,462	\$1,589,734	66.2	3

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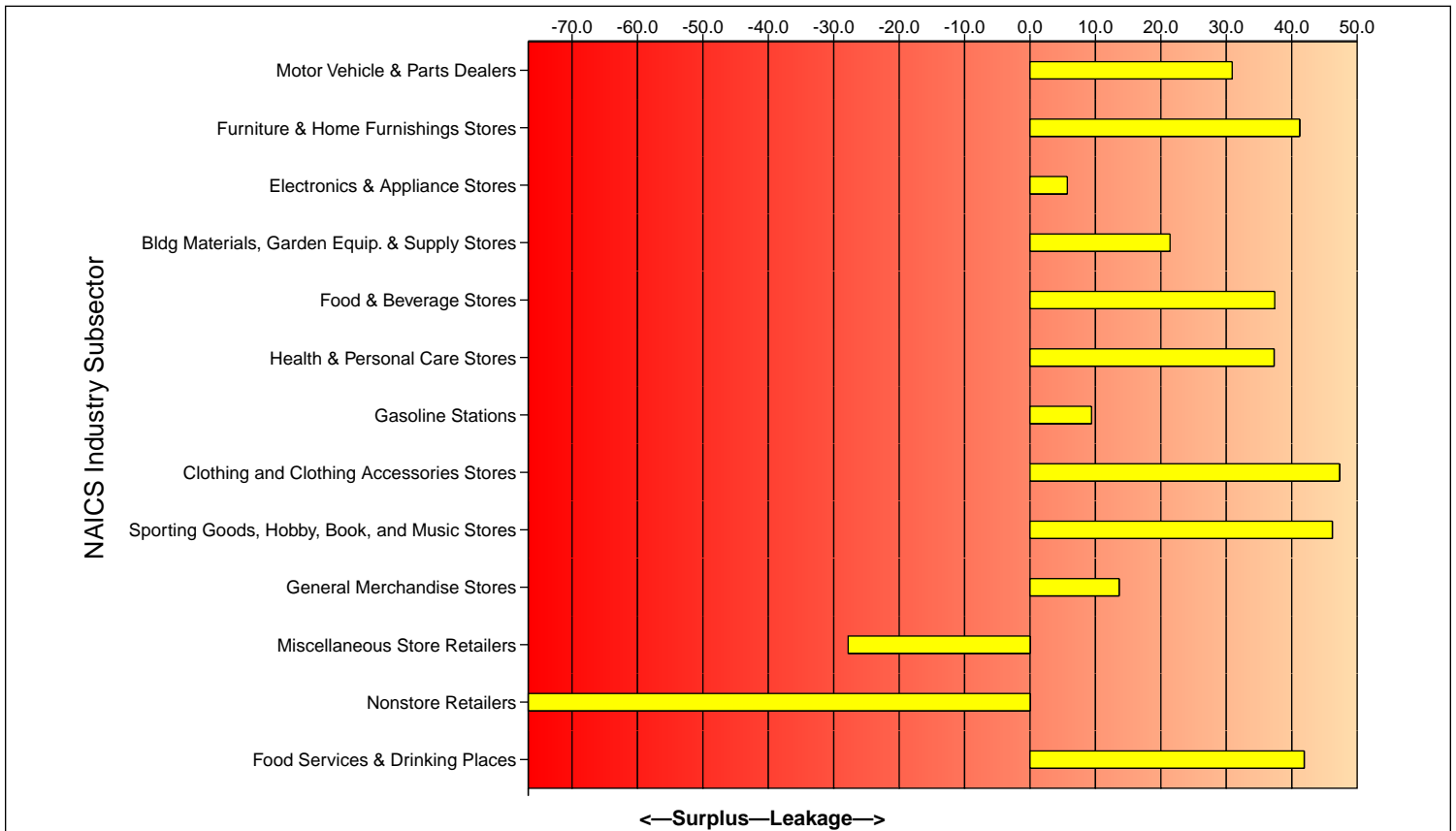
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$63,083,616	\$47,985,198	\$15,098,418	13.6	16
Department Stores Excluding Leased Depts.(NAICS 4521)	\$55,724,936	\$18,259,618	\$37,465,318	50.6	6
Other General Merchandise Stores (NAICS 4529)	\$7,358,680	\$29,725,580	\$-22,366,900	-60.3	10
Miscellaneous Store Retailers (NAICS 453)	\$7,459,301	\$13,212,140	\$-5,752,839	-27.8	64
Florists (NAICS 4531)	\$1,046,882	\$637,492	\$409,390	24.3	11
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,571,065	\$10,666,086	\$-8,095,021	-61.2	27
Used Merchandise Stores (NAICS 4533)	\$889,667	\$459,742	\$429,925	31.9	9
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,951,687	\$1,448,820	\$1,502,867	34.2	17
Nonstore Retailers (NAICS 454)	\$32,494,209	\$246,383,410	\$-213,889,201	-76.7	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$13,875,601	\$242,576,876	\$-228,701,275	-89.2	2
Vending Machine Operators (NAICS 4542)	\$13,331,609	\$2,931,699	\$10,399,910	63.9	2
Direct Selling Establishments (NAICS 4543)	\$5,286,999	\$874,835	\$4,412,164	71.6	1
Food Services & Drinking Places (NAICS 722)	\$62,239,321	\$25,513,782	\$36,725,539	41.9	123
Full-Service Restaurants (NAICS 7221)	\$26,907,297	\$16,571,042	\$10,336,255	23.8	74
Limited-Service Eating Places (NAICS 7222)	\$32,206,926	\$7,292,476	\$24,914,450	63.1	30
Special Food Services (NAICS 7223)	\$1,606,062	\$1,091,341	\$514,721	19.1	9
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,519,036	\$558,923	\$960,113	46.2	10

Leakage/Surplus Factor by Industry Subsector



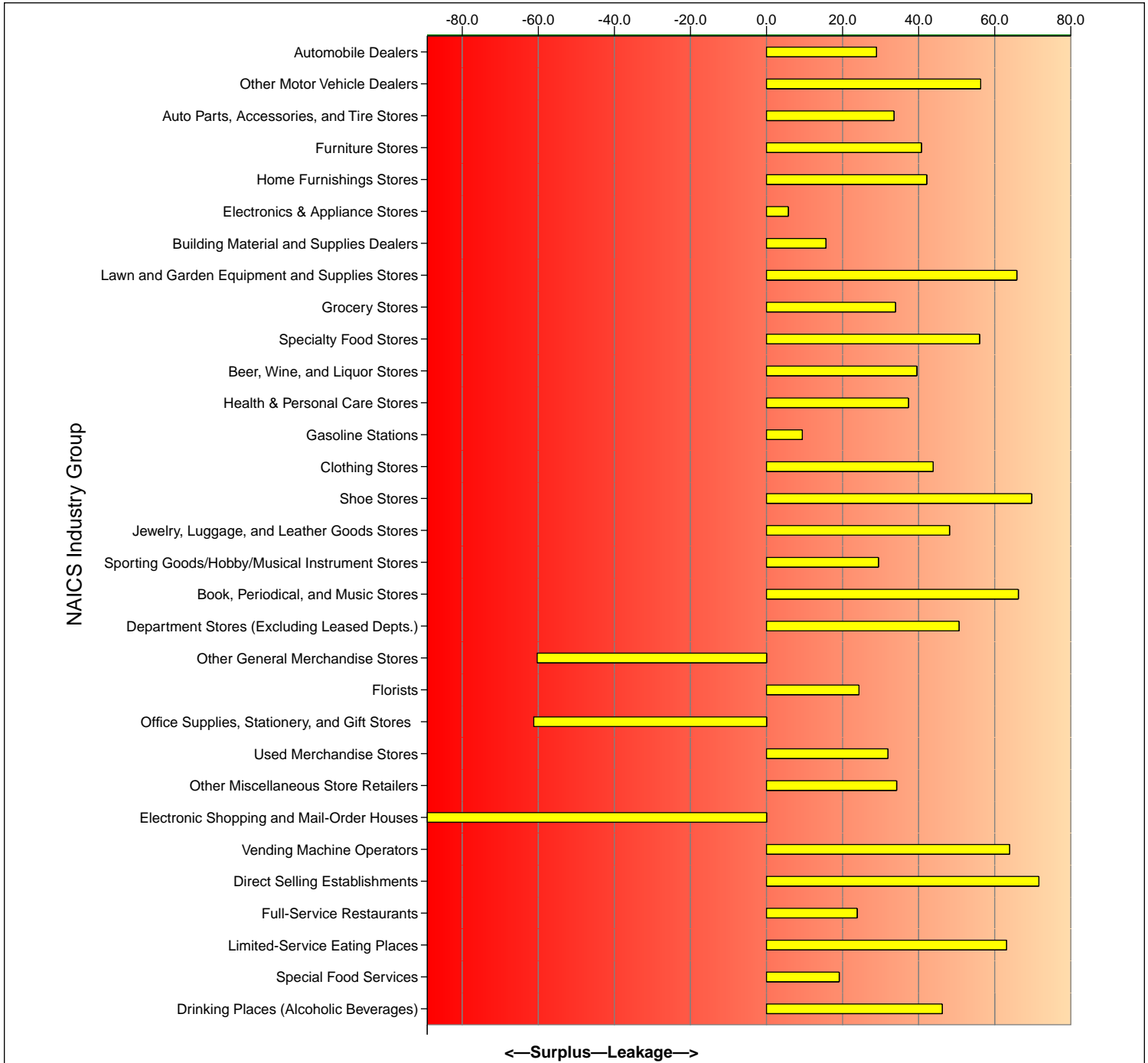
Source: ESRI and infoUSA®

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Leakage/Surplus Factor by Industry Group



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Site Type: Drive Time

Latitude: 38.29619
Longitude: -86.95348
Drive Time: 45 Minutes

Summary Demographics

2009 Population	101,537
2009 Households	38,961
2009 Median Disposable Income	\$39,109
2009 Per Capita Income	\$22,689

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)	\$896,967,115	\$850,286,814	\$46,680,301	2.7	811
Total Retail Trade (NAICS 44-45)	\$780,470,255	\$793,462,971	\$-12,992,716	-0.8	592
Total Food & Drink (NAICS 722)	\$116,496,860	\$56,823,843	\$59,673,017	34.4	219

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$188,831,541	\$104,649,467	\$84,182,074	28.7	90
Automobile Dealers (NAICS 4411)	\$162,720,356	\$88,503,097	\$74,217,259	29.5	45
Other Motor Vehicle Dealers (NAICS 4412)	\$15,448,885	\$10,162,540	\$5,286,345	20.6	11
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,662,300	\$5,983,830	\$4,678,470	28.1	34
Furniture & Home Furnishings Stores (NAICS 442)	\$19,415,585	\$6,342,600	\$13,072,985	50.8	32
Furniture Stores (NAICS 4421)	\$12,069,737	\$3,980,920	\$8,088,817	50.4	15
Home Furnishings Stores (NAICS 4422)	\$7,345,848	\$2,361,680	\$4,984,168	51.3	17
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$21,985,977	\$11,892,538	\$10,093,439	29.8	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$32,611,689	\$40,997,524	\$-8,385,835	-11.4	79
Building Material and Supplies Dealers (NAICS 4441)	\$27,429,593	\$38,141,547	\$-10,711,954	-16.3	59
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,182,096	\$2,855,977	\$2,326,119	28.9	20
Food & Beverage Stores (NAICS 445)	\$115,875,628	\$50,955,531	\$64,920,097	38.9	72
Grocery Stores (NAICS 4451)	\$94,502,480	\$43,910,200	\$50,592,280	36.6	47
Specialty Food Stores (NAICS 4452)	\$11,997,285	\$2,974,782	\$9,022,503	60.3	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$9,375,863	\$4,070,549	\$5,305,314	39.5	17
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$25,984,327	\$9,336,929	\$16,647,398	47.1	32
Gasoline Stations (NAICS 447/4471)	\$158,334,682	\$226,198,410	\$-67,863,728	-17.6	58
Clothing and Clothing Accessories Stores (NAICS 448)	\$17,543,127	\$3,807,279	\$13,735,848	64.3	31
Clothing Stores (NAICS 4481)	\$12,855,633	\$3,021,353	\$9,834,280	61.9	26
Shoe Stores (NAICS 4482)	\$2,061,378	\$229,093	\$1,832,285	80.0	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,626,116	\$556,833	\$2,069,283	65.0	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,616,733	\$2,378,509	\$4,238,224	47.1	37
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,181,917	\$1,476,496	\$1,705,421	36.6	31
Book, Periodical, and Music Stores (NAICS 4512)	\$3,434,816	\$902,013	\$2,532,803	58.4	6

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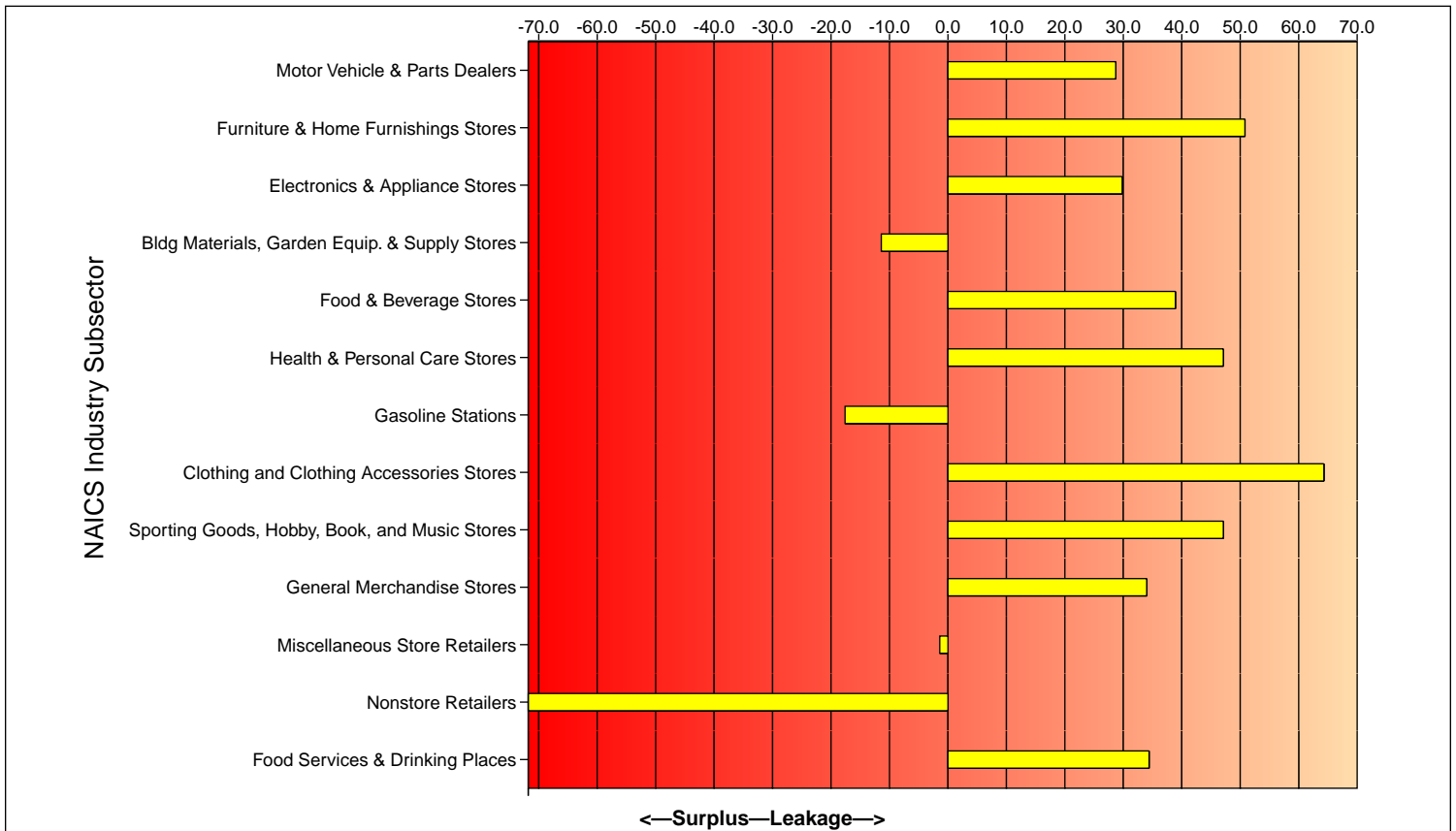
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$136,502,750	\$67,293,037	\$69,209,713	34.0	29
Department Stores Excluding Leased Depts.(NAICS 4521)	\$89,703,167	\$19,530,916	\$70,172,251	64.2	10
Other General Merchandise Stores (NAICS 4529)	\$46,799,583	\$47,762,121	-\$962,538	-1.0	19
Miscellaneous Store Retailers (NAICS 453)	\$14,972,715	\$15,407,579	-\$434,864	-1.4	101
Florists (NAICS 4531)	\$2,358,595	\$985,665	\$1,372,930	41.1	19
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,563,606	\$11,350,179	-\$5,786,573	-34.2	38
Used Merchandise Stores (NAICS 4533)	\$1,583,083	\$716,932	\$866,151	37.7	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,467,431	\$2,354,803	\$3,112,628	39.8	26
Nonstore Retailers (NAICS 454)	\$41,795,501	\$254,203,568	-\$212,408,067	-71.8	10
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$14,568,108	\$242,576,876	-\$228,008,768	-88.7	2
Vending Machine Operators (NAICS 4542)	\$15,185,412	\$3,091,495	\$12,093,917	66.2	3
Direct Selling Establishments (NAICS 4543)	\$12,041,981	\$8,535,197	\$3,506,784	17.0	5
Food Services & Drinking Places (NAICS 722)	\$116,496,860	\$56,823,843	\$59,673,017	34.4	219
Full-Service Restaurants (NAICS 7221)	\$50,100,095	\$31,357,793	\$18,742,302	23.0	137
Limited-Service Eating Places (NAICS 7222)	\$57,751,904	\$21,124,389	\$36,627,515	46.4	53
Special Food Services (NAICS 7223)	\$3,574,761	\$1,913,811	\$1,660,950	30.3	12
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,070,100	\$2,427,850	\$2,642,250	35.2	17

Leakage/Surplus Factor by Industry Subsector



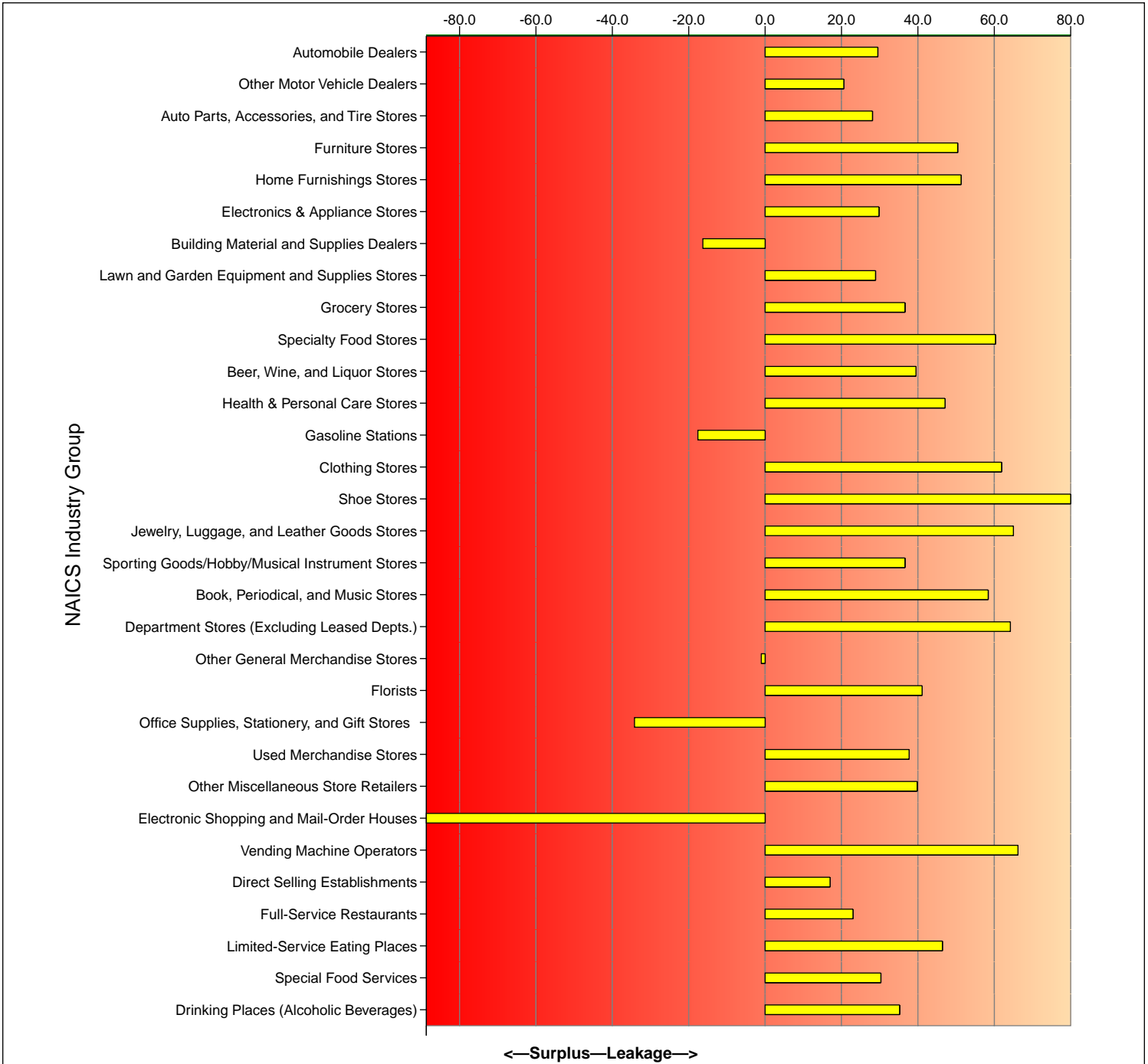
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Leakage/Surplus Factor by Industry Group



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