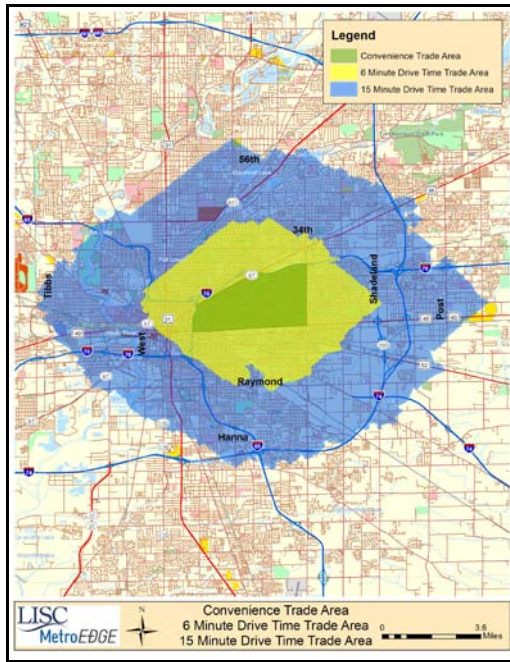


10 East Main Commercial District Indianapolis Near East



Two Trade Areas are defined for this market profile:

1. Convenience Trade Area: Washington on the South, Emerson on the East, Highway 65/70 on the West, Massachusetts Ave on the Northwest, Highway 70 on the North

2. Secondary Trade Area: An approximate 6 minute drive in all directions from East 10th Street and Tuxedo.

Average Daily Traffic Counts	
East 10 th Street (west of Rural St.)	12,500
East 10 th Street (west of Emerson Ave.)	15,000
Rural Street (north of East 10 th St.)	14,500
Emerson Ave. (north of East 10 th St.)	17,000

Retail Potential			Expenditure Leakage <i>By seven (7) sample store types</i>		
	Convenience Trade Area	Six-Minute Drive Time Trade Area		Convenience Trade Area	Six-Minute Drive Time Trade Area
Estimated Retail Demand	\$269M	\$1,042M	Apparel	\$7.8M	\$-10.1M
Estimated Retail Sales	\$85M	\$696M	Drug Stores	\$16.4M	\$34.7M
Expenditure Leakage	\$184M	\$346M	General Merchandise	\$47.5M	\$169.2M
Expenditure Leakage	68%	33%	Grocery Stores	\$30.2M	\$96M
Concentrated Buying Power <i>(dollars per square mile)</i>	\$73M	\$54M	Home Improvement	\$31.6M	\$75.3M
			Miscellaneous Retail	\$5.1M	\$8M
			Restaurants	\$25.9M	\$-74M

Household Income and Demographic Information							
	Population	Median HH Income	Upper Middle Income HH's (\$50k+) Per Square Mile	Percentage of HH's Earning \$50k or more	Population Under 18 Years Old	Population Over 65 Years Old	Average HH Size
Convenience Trade Area	35,500	\$30,790	631	26%	30%	9%	2.55
Six Minute Drive Time Trade Area	111,729	\$33,481	524	29%	23%	14%	2.33

Workforce Profile	
Convenience Trade Area	Six Minute Drive Time Trade Area
Number of employees: 7,871	Number of employees: 93,957
Number of businesses: 1 to 19 employees: 804	Number of businesses: 1 to 19 employees: 5,082
Number of businesses with 20+ employees: 77	Number of businesses with 20+ employees: 726

Sources: 2009 Claritas, 2009 Home Mortgage Disclosure Act & LISC MetroEdge Metrics
Prepared for Community Meeting, July 26, 2010
For more information, visit: www.civicasoc.org