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The
Indie City Index
2011

ABA
AMERICAN
BOOKSELLERS
ASSOCIATION

CIVIC ECONOMICS
CREATIVITY · OPPORTUNITY · PROSPERITY

Data Appendix

Complete Index listings by rank, primary
city name, population, and region

Correlation scatter plots

Source materials

Methodology description

www.IndieCityIndex.com
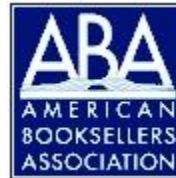
January 18, 2011

As part of the American Booksellers Association's ongoing efforts to focus attention on independent, locally-owned retail businesses, we commissioned a new study from the economic analysis and consultancy firm Civic Economics to serve as the first national measure of independent retail vitality nationwide.

Our goal was to build on Civic Economics' groundbreaking work in documenting the substantially greater economic impact locally-owned businesses have on their communities, research that has played an essential role in raising national awareness regarding the importance of locally-owned businesses.

In the Indie City Index, Civic Economics has created the first detailed study of independent retail vitality nationwide. The index ranks each MSA on the share of retail sales captured by independent retail businesses, provides category rankings based on such criteria as population and region, and offers an initial look at some of the most telling variables identified in the study. The report's analysis offers a new and eye-opening map of independent retail performance.

During our Advocates for Independent Retail Summit (AIR) being held in January 2011, and the months that follow, ABA hopes that this new insight on the critical role independent businesses play will help stimulate, amplify, and enrich the discussion about the indispensable contributions they make to strengthening and growing the American economy.

OREN TEICHER
CHIEF EXECUTIVE OFFICER
AMERICAN BOOKSELLERS ASSOCIATION

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Complete Index by Ranking

THE INDIE CITY INDEX, ALL METROS BY RANK (2011, Civic Economics and the American Booksellers Association)								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
1	Ocean City, NJ	147.7	37	Poughkeepsie-Newburgh-Middletown, NY	117.6	73	Lawrence, KS	110.2
2	Bellingham, WA	139.5	38	Greeley, CO	117.6	74	Grand Forks, ND-MN	110.2
3	Medford, OR	138.7	39	Dover, DE	117.2	75	Trenton-Ewing, NJ	109.9
4	Carson City, NV	137.1	40	Holland-Grand Haven, MI	117.1	76	Iowa City, IA	109.9
5	San Jose-Sunnyvale-Santa Clara, CA	137.0	41	Janesville, WI	116.9	77	Charleston-North Charleston, SC	109.8
6	Barnstable Town, MA	135.6	42	Naples-Marco Island, FL	116.5	78	Portland-Vancouver-Beaverton, OR-WA	109.7
7	Austin-Round Rock, TX	134.2	43	Tucson, AZ	116.3	79	Louisville/Jefferson County, KY-IN	109.6
8	Dalton, GA	129.9	44	Yuma, AZ	116.0	80	San Diego-Carlsbad-San Marcos, CA	109.5
9	Harrisonburg, VA	129.4	45	Idaho Falls, ID	115.7	81	Monroe, MI	109.3
10	Gainesville, GA	129.3	46	Pueblo, CO	115.5	82	Morristown, TN	109.0
11	Glens Falls, NY	129.3	47	Rapid City, SD	115.1	83	Miami-Fort Lauderdale-Pompano Beach, FL	108.9
12	New York-Northern New Jersey-Long Island, NY-NJ-	128.7	48	Bay City, MI	114.8	84	Albany-Schenectady-Troy, NY	108.9
13	Lewiston, ID-WA	128.4	49	Huntsville, AL	114.7	85	Springfield, MA	108.7
14	Santa Rosa-Petaluma, CA	128.3	50	New Orleans-Metairie-Kenner, LA	114.6	86	Weirton-Steubenville, WV-OH	108.7
15	Bridgeport-Stamford-Norwalk, CT	127.5	51	Pascagoula, MS	114.3	87	Pittsfield, MA	108.5
16	Eugene-Springfield, OR	126.4	52	Nashville-Davidson-Murfreesboro-Franklin, TN	114.1	88	Mobile, AL	108.0
17	Mount Vernon-Anacortes, WA	126.3	53	Asheville, NC	113.8	89	Fresno, CA	107.8
18	Redding, CA	125.1	54	Tuscaloosa, AL	113.5	90	Seattle-Tacoma-Bellevue, WA	107.6
19	Longview, WA	125.0	55	Portland-South Portland-Biddeford, ME	113.1	91	St. George, UT	107.4
20	Corvalis, OR	124.1	56	Oxnard-Thousand Oaks-Ventura, CA	113.0	92	Charleston, WV	107.4
21	Bend, OR	124.0	57	Ann Arbor, MI	112.8	93	Denver-Aurora, CO	106.6
22	Atlantic City, NJ	123.9	58	Wenatchee, WA	112.8	94	Spokane, WA	106.5
23	Burlington-South Burlington, VT	123.6	59	Great Falls, MT	112.6	95	Brunswick, GA	106.5
24	Valdosta, GA	122.7	60	Honolulu, HI	112.5	96	San Francisco-Oakland-Fremont, CA	106.5
25	Lancaster, PA	122.4	61	Madera, CA	112.4	97	Lexington-Fayette, KY	106.1
26	Wausau, WI	121.9	62	Riverside-San Bernardino-Ontario, CA	112.3	98	Coeur d'Alene, ID	106.0
27	Santa Cruz-Watsonville, CA	121.8	63	Visalia-Porterville, CA	112.3	99	Chattanooga, TN-GA	105.9
28	Grand Junction, CO	121.0	64	Boise City-Nampa, ID	112.2	100	Deltona-Daytona Beach-Ormond Beach, FL	105.9
29	Santa Fe, NM	120.8	65	Salinas, CA	112.0	101	Cleveland, TN	105.9
30	Fairbanks, AK	120.7	66	Winchester, VA-WV	111.5	102	Las Vegas-Paradise, NV	105.7
31	Michigan City-La Porte, IN	119.9	67	Missoula, MT	111.5	103	Boston-Cambridge-Quincy, MA-NH	105.6
32	San Luis Obispo-Paso Robles, CA	119.9	68	Phoenix-Mesa-Scottsdale, AZ	111.0	104	Lafayette, LA	105.6
33	Napa, CA	119.5	69	Salem, OR	111.0	105	Saginaw-Saginaw Township North, MI	105.5
34	Oshkosh-Neenah, WI	119.4	70	Prescott, AZ	110.9	106	Worcester, MA	105.5
35	Gulfport-Biloxi, MS	118.6	71	Chico, CA	110.8	107	Gainesville, FL	105.4
36	Los Angeles-Long Beach-Santa Ana, CA	118.3	72	Yakima, WA	110.7	108	Providence-New Bedford-Fall River, RI-MA	105.4

Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
THE INDIE CITY INDEX, ALL METROS BY RANK (2011, Civic Economics and the American Booksellers Association)								
109	Detroit-Warren-Livonia, MI	105.3	145	Champaign-Urbana, IL	99.6	181	Orlando-Kissimmee, FL	95.7
110	Knoxville, TN	105.0	146	Wichita, KS	99.4	182	Farmington, NM	95.6
111	College Station-Bryan, TX	105.0	147	Ogden-Clearfield, UT	99.2	183	Jacksonville, FL	95.2
112	Niles-Benton Harbor, MI	104.8	148	Bakersfield, CA	99.1	184	Albuquerque, NM	95.0
113	Washington-Arlington-Alexandria, DC-VA-MD-WV	104.6	149	Boulder, CO	99.0	185	Albany, GA	94.8
114	Jackson, TN	104.5	150	Kingsport-Bristol-Bristol, TN-VA	98.9	186	Kingston, NY	94.6
115	Sacramento-Arden-Arcade-Roseville, CA	104.5	151	Modesto, CA	98.9	187	Fort Walton Beach-Crestview-Destin, FL	94.5
116	Alexandria, LA	104.3	152	Fond du Lac, WI	98.9	188	Sebastian-Vero Beach, FL	94.4
117	Grand Rapids-Wyoming, MI	104.2	153	Columbus, GA-AL	98.8	189	Colorado Springs, CO	94.3
118	Hartford-West Hartford-East Hartford, CT	104.0	154	Evansville, IN-KY	98.7	190	Owensboro, KY	94.3
119	Anchorage, AK	103.4	155	Johnson City, TN	98.6	191	Casper, WY	94.3
120	Springfield, MO	103.2	156	Baton Rouge, LA	98.6	192	Appleton, WI	94.2
121	Allentown-Bethlehem-Easton, PA-NJ	103.0	157	Virginia Beach-Norfolk-Newport News, VA-NC	98.3	193	Bismarck, ND	94.1
122	Baltimore-Towson, MD	102.7	158	Atlanta-Sandy Springs-Marietta, GA	98.3	194	Billings, MT	94.0
123	Greensboro-High Point, NC	102.7	159	Muncie, IN	98.2	195	Sherman-Denison, TX	93.6
124	Port St. Lucie, FL	102.4	160	Roanoke, VA	98.0	196	Greenville, NC	93.5
125	Johnstown, PA	102.4	161	McAllen-Edinburg-Mission, TX	97.9	197	Battle Creek, MI	93.4
126	Manchester-Nashua, NH	102.4	162	Houston-Sugar Land-Baytown, TX	97.9	198	Norwich-New London, CT	93.4
127	Birmingham-Hoover, AL	102.3	163	Huntington-Ashland, WV-KY-OH	97.9	199	St. Cloud, MN	93.3
128	Morgantown, WV	102.3	164	Lake Charles, LA	97.7	200	Florence-Muscle Shoals, AL	93.3
129	Kennewick-Richland-Pasco, WA	102.2	165	Augusta-Richmond County, GA-SC	97.6	201	El Centro, CA	93.2
130	Hickory-Lenoir-Morganton, NC	101.8	166	South Bend-Mishawaka, IN-MI	97.4	202	Fort Collins-Loveland, CO	93.1
131	Hattiesburg, MS	101.6	167	Lubbock, TX	97.3	203	Logan, UT-ID	92.5
132	Bowling Green, KY	101.5	168	Sheboygan, WI	97.2	204	Sioux City, IA-NE-SD	92.3
133	Monroe, LA	101.4	169	Cedar Rapids, IA	97.2	205	Clarksville, TN-KY	92.3
134	Provo-Orem, UT	101.3	170	Cumberland, MD-WV	97.1	206	Hot Springs, AR	92.1
135	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100.5	171	Elkhart-Goshen, IN	96.8	207	St. Joseph, MO-KS	91.6
136	Dothan, AL	100.4	172	Bloomington-Normal, IL	96.8	208	Terre Haute, IN	91.6
137	Charlottesville, VA	100.3	173	Odessa, TX	96.6	209	Springfield, OH	91.6
138	Gadsden, AL	100.3	174	Punta Gorda, FL	96.5	210	Lebanon, PA	91.5
139	Elizabethtown, KY	100.3	175	Jackson, MS	96.5	211	Toledo, OH	91.4
140	Buffalo-Niagara Falls, NY	100.2	176	Athens-Clark County, GA	96.3	212	Bangor, ME	91.4
141	Duluth, MN-WI	100.2	177	Abilene, TX	96.3	213	La Crosse, WI-MN	91.4
142	Wilmington, NC	100.1	178	Charlotte-Gastonia-Concord, NC-SC	95.9	214	Waterloo-Cedar Falls, IA	91.4
143	Greenville-Mauldin-Easley, SC	99.9	179	Corpus Christi, TX	95.9	215	Syracuse, NY	91.3
144	Oklahoma City, OK	99.6	180	Chicago-Naperville-Joliet, IL-IN-WI	95.7	216	Fargo, ND-MN	91.3

Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
	THE INDIE CITY INDEX, ALL METROS BY RANK (2011, Civic Economics and the American Booksellers Association)							
217	Little Rock-North Little Rock-Conway, AR	91.2	253	Salt Lake City, UT	86.8	289	Milwaukee-Waukesha-West Allis, WI	81.5
218	Beaumont-Port Arthur, TX	91.2	254	Parkersburg-Marietta-Vienna, WV-OH	86.8	290	Warner Robins, GA	81.4
219	Bremerton-Silverdale, WA	91.2	255	Pine Bluff, AR	86.3	291	Fayetteville, NC	81.2
220	Fort Smith, AR-OK	91.1	256	Anderson, IN	86.3	292	Stockton, CA	80.5
221	Sumter, SC	91.0	257	New Haven-Milford, CT	86.2	293	Vineland-Millville-Bridgeton, NJ	80.3
222	Altoona, PA	90.7	258	Lafayette, IN	86.1	294	Blacksburg-Christiansburg-Radford, VA	80.1
223	Houma-Bayou Cane-Thibodaux, LA	90.6	259	Jacksonville, NC	86.0	295	Pocatello, ID	80.1
224	Rochester, NY	90.6	260	Ithaca, NY	86.0	296	Pensacola-Ferry Pass-Brent, FL	80.1
225	Longview, TX	90.5	261	Sarasota-Bradenton-Venice, FL	86.0	297	Flagstaff, AZ	80.0
226	Savannah, GA	90.5	262	Jonesboro, AR	85.9	298	Tulsa, OK	79.5
227	Erie, PA	90.4	263	Kalamazoo-Portage, MI	85.8	299	Tallahassee, FL	79.5
228	Winston-Salem, NC	90.3	264	Myrtle Beach-Conway-North Myrtle Beach, SC	85.8	300	Muskegon-Norton Shores, MI	79.3
229	Flint, MI	90.3	265	Ames, IA	85.5	301	Akron, OH	79.1
230	Fayetteville-Springdale-Rogers, AR-MO	90.2	266	Richmond, VA	85.5	302	State College, PA	79.0
231	Lake Havasu City-Kingman, AZ	90.1	267	Anderson, SC	85.4	303	Williamsport, PA	78.7
232	Decatur, AL	89.9	268	Peoria, IL	85.3	304	Ocala, FL	78.4
233	Rockford, IL	89.7	269	Raleigh-Cary, NC	85.3	305	El Paso, TX	78.3
234	Montgomery, AL	89.7	270	Scranton--Wilkes-Barre, PA	85.1	306	York-Hanover, PA	78.0
235	Davenport-Moline-Rock Island, IA-IL	89.4	271	Florence, SC	84.7	307	Reading, PA	77.8
236	Madison, WI	89.2	272	Danville, IL	84.2	308	Vallejo-Fairfield, CA	77.4
237	Indianapolis-Carmel, IN	89.0	273	Fort Wayne, IN	83.8	309	Anniston-Oxford, AL	77.4
238	Reno-Sparks, NV	88.8	274	Springfield, IL	83.5	310	Cheyenne, WY	77.4
239	Hagerstown-Martinsburg, MD-WV	88.5	275	Texarkana, TX-Texarkana, AR	83.2	311	Yuba City, CA	77.2
240	Columbia, MO	88.2	276	Lansing-East Lansing, MI	83.1	312	Pittsburgh, PA	77.1
241	Memphis, TN-AR-MS	88.2	277	Cape Coral-Fort Myers, FL	82.7	313	Elmira, NY	77.0
242	Santa Barbara-Santa Maria-Goleta, CA	87.8	278	Columbia, SC	82.6	314	Durham, NC	76.9
243	Dayton, OH	87.8	279	Palm Bay-Melbourne-Titusville, FL	82.6	315	Rochester, MN	76.6
244	Tampa-St. Petersburg-Clearwater, FL	87.5	280	Macon, GA	82.3	316	San Antonio, TX	76.4
245	Bloomington, IN	87.4	281	Canton-Massillon, OH	82.3	317	Lima, OH	76.1
246	Shreveport-Bossier City, LA	87.4	282	Lynchburg, VA	82.3	318	Cincinnati-Middletown, OH-KY-IN	76.0
247	Youngstown-Warren-Boardman, OH-PA	87.3	283	Minneapolis-St. Paul-Bloomington, MN-WI	82.1	319	Merced, CA	76.0
248	Green Bay, WI	87.3	284	Olympia, WA	82.0	320	Salisbury, MD	75.9
249	Panama City-Lynn Haven, FL	87.3	285	Des Moines-West Des Moines, IA	81.9	321	Midland, TX	75.0
250	St. Louis, MO-IL	87.2	286	Brownsville-Harlingen, TX	81.8	322	Lincoln, NE	75.0
251	Eau Claire, WI	86.9	287	Utica-Rome, NY	81.7	323	Jefferson City, MO	74.4
252	Lewiston-Auburn, ME	86.9	288	Hanford-Corcoran, CA	81.6	324	Kansas City, MO-KS	74.3

THE INDIE CITY INDEX, ALL METROS BY RANK (2011, Civic Economics and the American Booksellers Association)					
Rank	**Metro Area**	**Index**	**Rank**	**Metro Area**	**Index**
325	Omaha-Council Bluffs, NE-IA	72.1	345	Mansfield, OH	61.2
326	Las Cruces, NM	71.7	346	Lakeland, FL	59.3
327	Waco, TX	71.5	347	Palm Coast, FL	59.1
328	Dallas-Fort Worth-Arlington, TX	71.0	348	Rocky Mount, NC	58.4
329	Wheeling, WV-OH	70.3	349	Tyler, TX	58.4
330	Danville, VA	70.2	350	Columbus, OH	58.2
331	Victoria, TX	69.9	351	Sandusky, OH	58.2
332	Harrisburg-Carlisle, PA	69.8	352	Amarillo, TX	57.1
333	Rome, GA	68.6	353	Hinesville-Fort Stewart, GA	56.7
334	Goldsboro, NC	67.7	354	Decatur, IL	55.7
335	Spartanburg, SC	67.5	355	Joplin, MO	53.0
336	Dubuque, IA	66.6	356	Cleveland-Elyria-Mentor, OH	52.6
337	Columbus, IN	65.4	357	Wichita Falls, TX	52.3
338	Killeen-Temple-Fort Hood, TX	64.7	358	Racine, WI	51.3
339	Jackson, MI	64.5	359	Burlington, NC	48.4
340	Binghamton, NY	63.4	360	San Angelo, TX	46.7
341	Laredo, TX	62.7	361	Auburn-Opelika, AL	44.6
342	Kokomo, IN	62.6	362	Topeka, KS	44.2
343	Lawton, OK	62.3	363	Kankakee-Bradley, IL	28.6
344	Sioux Falls, SD	61.8			

Complete Index in Alphabetical Order by Primary City

THE INDIE CITY INDEX, ALL METROS ALPHABETICAL ORDER (2011, Civic Economics and the American Booksellers Association)								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
177	Abilene, TX	96.3	193	Bismarck, ND	94.1	240	Columbia, MO	88.2
301	Akron, OH	79.1	294	Blacksburg-Christiansburg-Radford, VA	80.1	278	Columbia, SC	82.6
185	Albany, GA	94.8	245	Bloomington, IN	87.4	153	Columbus, GA-AL	98.8
84	Albany-Schenectady-Troy, NY	108.9	172	Bloomington-Normal, IL	96.8	337	Columbus, IN	65.4
184	Albuquerque, NM	95.0	64	Boise City-Nampa, ID	112.2	350	Columbus, OH	58.2
116	Alexandria, LA	104.3	103	Boston-Cambridge-Quincy, MA-NH	105.6	179	Corpus Christi, TX	95.9
121	Allentown-Bethlehem-Easton, PA-NJ	103.0	149	Boulder, CO	99.0	20	Corvalis, OR	124.1
222	Altoona, PA	90.7	132	Bowling Green, KY	101.5	170	Cumberland, MD-WV	97.1
352	Amarillo, TX	57.1	219	Bremerton-Silverdale, WA	91.2	328	Dallas-Fort Worth-Arlington, TX	71.0
265	Ames, IA	85.5	15	Bridgeport-Stamford-Norwalk, CT	127.5	8	Dalton, GA	129.9
119	Anchorage, AK	103.4	286	Brownsville-Harlingen, TX	81.8	272	Danville, IL	84.2
256	Anderson, IN	86.3	95	Brunswick, GA	106.5	330	Danville, VA	70.2
267	Anderson, SC	85.4	140	Buffalo-Niagara Falls, NY	100.2	235	Davenport-Moline-Rock Island, IA-IL	89.4
57	Ann Arbor, MI	112.8	359	Burlington, NC	48.4	243	Dayton, OH	87.8
309	Anniston-Oxford, AL	77.4	23	Burlington-South Burlington, VT	123.6	232	Decatur, AL	89.9
192	Appleton, WI	94.2	281	Canton-Massillon, OH	82.3	354	Decatur, IL	55.7
53	Asheville, NC	113.8	277	Cape Coral-Fort Myers, FL	82.7	100	Deltona-Daytona Beach-Ormond Beach, FL	105.9
176	Athens-Clark County, GA	96.3	4	Carson City, NV	137.1	93	Denver-Aurora, CO	106.6
158	Atlanta-Sandy Springs-Marietta, GA	98.3	191	Casper, WY	94.3	285	Des Moines-West Des Moines, IA	81.9
22	Atlantic City, NJ	123.9	169	Cedar Rapids, IA	97.2	109	Detroit-Warren-Livonia, MI	105.3
361	Auburn-Opelika, AL	44.6	145	Champaign-Urbana, IL	99.6	136	Dothan, AL	100.4
165	Augusta-Richmond County, GA-SC	97.6	92	Charleston, WV	107.4	39	Dover, DE	117.2
7	Austin-Round Rock, TX	134.2	77	Charleston-North Charleston, SC	109.8	336	Dubuque, IA	66.6
148	Bakersfield, CA	99.1	178	Charlotte-Gastonia-Concord, NC-SC	95.9	141	Duluth, MN-WI	100.2
122	Baltimore-Towson, MD	102.7	137	Charlottesville, VA	100.3	314	Durham, NC	76.9
212	Bangor, ME	91.4	99	Chattanooga, TN-GA	105.9	251	Eau Claire, WI	86.9
6	Barnstable Town, MA	135.6	310	Cheyenne, WY	77.4	201	El Centro, CA	93.2
156	Baton Rouge, LA	98.6	180	Chicago-Naperville-Joliet, IL-IN-WI	95.7	305	El Paso, TX	78.3
197	Battle Creek, MI	93.4	71	Chico, CA	110.8	139	Elizabethtown, KY	100.3
48	Bay City, MI	114.8	318	Cincinnati-Middletown, OH-KY-IN	76.0	171	Elkhart-Goshen, IN	96.8
218	Beaumont-Port Arthur, TX	91.2	205	Clarksville, TN-KY	92.3	313	Elmira, NY	77.0
2	Bellingham, WA	139.5	101	Cleveland, TN	105.9	227	Erie, PA	90.4
21	Bend, OR	124.0	356	Cleveland-Elyria-Mentor, OH	52.6	16	Eugene-Springfield, OR	126.4
194	Billings, MT	94.0	98	Coeur d'Alene, ID	106.0	154	Evansville, IN-KY	98.7
340	Binghamton, NY	63.4	111	College Station-Bryan, TX	105.0	30	Fairbanks, AK	120.7
127	Birmingham-Hoover, AL	102.3	189	Colorado Springs, CO	94.3	216	Fargo, ND-MN	91.3

Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
182	Farmington, NM	95.6	40	Holland-Grand Haven, MI	117.1	346	Lakeland, FL	59.3
291	Fayetteville, NC	81.2	60	Honolulu, HI	112.5	25	Lancaster, PA	122.4
230	Fayetteville-Springdale-Rogers, AR-MO	90.2	206	Hot Springs, AR	92.1	276	Lansing-East Lansing, MI	83.1
297	Flagstaff, AZ	80.0	223	Houma-Bayou Cane-Thibodaux, LA	90.6	341	Laredo, TX	62.7
229	Flint, MI	90.3	162	Houston-Sugar Land-Baytown, TX	97.9	326	Las Cruces, NM	71.7
271	Florence, SC	84.7	163	Huntington-Ashland, WV-KY-OH	97.9	102	Las Vegas-Paradise, NV	105.7
200	Florence-Muscle Shoals, AL	93.3	49	Huntsville, AL	114.7	73	Lawrence, KS	110.2
152	Fond du Lac, WI	98.9	45	Idaho Falls, ID	115.7	343	Lawton, OK	62.3
202	Fort Collins-Loveland, CO	93.1	237	Indianapolis-Carmel, IN	89.0	210	Lebanon, PA	91.5
220	Fort Smith, AR-OK	91.1	76	Iowa City, IA	109.9	13	Lewiston, ID-WA	128.4
187	Fort Walton Beach-Crestview-Destin, FL	94.5	260	Ithaca, NY	86.0	252	Lewiston-Auburn, ME	86.9
273	Fort Wayne, IN	83.8	339	Jackson, MI	64.5	97	Lexington-Fayette, KY	106.1
89	Fresno, CA	107.8	175	Jackson, MS	96.5	317	Lima, OH	76.1
138	Gadsden, AL	100.3	114	Jackson, TN	104.5	322	Lincoln, NE	75.0
107	Gainesville, FL	105.4	183	Jacksonville, FL	95.2	217	Little Rock-North Little Rock-Conway, AR	91.2
10	Gainesville, GA	129.3	259	Jacksonville, NC	86.0	203	Logan, UT-ID	92.5
11	Glens Falls, NY	129.3	41	Janesville, WI	116.9	225	Longview, TX	90.5
334	Goldsboro, NC	67.7	323	Jefferson City, MO	74.4	19	Longview, WA	125.0
74	Grand Forks, ND-MN	110.2	155	Johnson City, TN	98.6	36	Los Angeles-Long Beach-Santa Ana, CA	118.3
28	Grand Junction, CO	121.0	125	Johnstown, PA	102.4	79	Louisville/Jefferson County, KY-IN	109.6
117	Grand Rapids-Wyoming, MI	104.2	262	Jonesboro, AR	85.9	167	Lubbock, TX	97.3
59	Great Falls, MT	112.6	355	Joplin, MO	53.0	282	Lynchburg, VA	82.3
38	Greeley, CO	117.6	263	Kalamazoo-Portage, MI	85.8	280	Macon, GA	82.3
248	Green Bay, WI	87.3	363	Kankakee-Bradley, IL	28.6	61	Madera, CA	112.4
123	Greensboro-High Point, NC	102.7	324	Kansas City, MO-KS	74.3	236	Madison, WI	89.2
196	Greenville, NC	93.5	129	Kennewick-Richland-Pasco, WA	102.2	126	Manchester-Nashua, NH	102.4
143	Greenville-Mauldin-Easley, SC	99.9	338	Killeen-Temple-Fort Hood, TX	64.7	345	Mansfield, OH	61.2
35	Gulfport-Biloxi, MS	118.6	150	Kingsport-Bristol-Bristol, TN-VA	98.9	161	McAllen-Edinburg-Mission, TX	97.9
239	Hagerstown-Martinsburg, MD-WV	88.5	186	Kingston, NY	94.6	3	Medford, OR	138.7
288	Hanford-Corcoran, CA	81.6	110	Knoxville, TN	105.0	241	Memphis, TN-AR-MS	88.2
332	Harrisburg-Carlisle, PA	69.8	342	Kokomo, IN	62.6	319	Merced, CA	76.0
9	Harrisonburg, VA	129.4	213	La Crosse, WI-MN	91.4	83	Miami-Fort Lauderdale-Pompano Beach, FL	108.9
118	Hartford-West Hartford-East Hartford, CT	104.0	258	Lafayette, IN	86.1	31	Michigan City-La Porte, IN	119.9
131	Hattiesburg, MS	101.6	104	Lafayette, LA	105.6	321	Midland, TX	75.0
130	Hickory-Lenoir-Morganton, NC	101.8	164	Lake Charles, LA	97.7	289	Milwaukee-Waukesha-West Allis, WI	81.5
353	Hinesville-Fort Stewart, GA	56.7	231	Lake Havasu City-Kingman, AZ	90.1	283	Minneapolis-St. Paul-Bloomington, MN-WI	82.1

THE INDIE CITY INDEX, ALL METROS ALPHABETICAL ORDER (2011, Civic Economics and the American Booksellers Association)

Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
			THE INDIE CITY INDEX, ALL METROS ALPHABETICAL ORDER (2011, Civic Economics and the American Booksellers Association)					
67	Missoula, MT	111.5	296	Pensacola-Ferry Pass-Brent, FL	80.1	253	Salt Lake City, UT	86.8
88	Mobile, AL	108.0	268	Peoria, IL	85.3	360	San Angelo, TX	46.7
151	Modesto, CA	98.9	135	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100.5	316	San Antonio, TX	76.4
133	Monroe, LA	101.4	68	Phoenix-Mesa-Scottsdale, AZ	111.0	80	San Diego-Carlsbad-San Marcos, CA	109.5
81	Monroe, MI	109.3	255	Pine Bluff, AR	86.3	96	San Francisco-Oakland-Fremont, CA	106.5
234	Montgomery, AL	89.7	312	Pittsburgh, PA	77.1	5	San Jose-Sunnyvale-Santa Clara, CA	137.0
128	Morgantown, WV	102.3	87	Pittsfield, MA	108.5	32	San Luis Obispo-Paso Robles, CA	119.9
82	Morristown, TN	109.0	295	Pocatello, ID	80.1	351	Sandusky, OH	58.2
17	Mount Vernon-Anacortes, WA	126.3	124	Port St. Lucie, FL	102.4	242	Santa Barbara-Santa Maria-Goleta, CA	87.8
159	Muncie, IN	98.2	55	Portland-South Portland-Biddeford, ME	113.1	27	Santa Cruz-Watsonville, CA	121.8
300	Muskegon-Norton Shores, MI	79.3	78	Portland-Vancouver-Beaverton, OR-WA	109.7	29	Santa Fe, NM	120.8
264	Myrtle Beach-Conway-North Myrtle Beach, SC	85.8	37	Poughkeepsie-Newburgh-Middletown, NY	117.6	14	Santa Rosa-Petaluma, CA	128.3
33	Napa, CA	119.5	70	Prescott, AZ	110.9	261	Sarasota-Bradenton-Venice, FL	86.0
42	Naples-Marco Island, FL	116.5	108	Providence-New Bedford-Fall River, RI-MA	105.4	226	Savannah, GA	90.5
52	Nashville-Davidson-Murfreesboro-Franklin, TN	114.1	134	Provo-Orem, UT	101.3	270	Scranton--Wilkes-Barre, PA	85.1
257	New Haven-Milford, CT	86.2	46	Pueblo, CO	115.5	90	Seattle-Tacoma-Bellevue, WA	107.6
50	New Orleans-Metairie-Kenner, LA	114.6	174	Punta Gorda, FL	96.5	188	Sebastian-Vero Beach, FL	94.4
12	New York-Northern New Jersey-Long Island, NY-NJ-	128.7	358	Racine, WI	51.3	168	Sheboygan, WI	97.2
112	Niles-Benton Harbor, MI	104.8	269	Raleigh-Cary, NC	85.3	195	Sherman-Denison, TX	93.6
198	Norwich-New London, CT	93.4	47	Rapid City, SD	115.1	246	Shreveport-Bossier City, LA	87.4
304	Ocala, FL	78.4	307	Reading, PA	77.8	204	Sioux City, IA-NE-SD	92.3
1	Ocean City, NJ	147.7	18	Redding, CA	125.1	344	Sioux Falls, SD	61.8
173	Odessa, TX	96.6	238	Reno-Sparks, NV	88.8	166	South Bend-Mishawaka, IN-MI	97.4
147	Ogden-Clearfield, UT	99.2	266	Richmond, VA	85.5	335	Spartanburg, SC	67.5
144	Oklahoma City, OK	99.6	62	Riverside-San Bernardino-Ontario, CA	112.3	94	Spokane, WA	106.5
284	Olympia, WA	82.0	160	Roanoke, VA	98.0	274	Springfield, IL	83.5
325	Omaha-Council Bluffs, NE-IA	72.1	315	Rochester, MN	76.6	85	Springfield, MA	108.7
181	Orlando-Kissimmee, FL	95.7	224	Rochester, NY	90.6	120	Springfield, MO	103.2
34	Oshkosh-Neenah, WI	119.4	233	Rockford, IL	89.7	209	Springfield, OH	91.6
190	Owensboro, KY	94.3	348	Rocky Mount, NC	58.4	199	St. Cloud, MN	93.3
56	Oxnard-Thousand Oaks-Ventura, CA	113.0	333	Rome, GA	68.6	91	St. George, UT	107.4
279	Palm Bay-Melbourne-Titusville, FL	82.6	115	Sacramento-Arden-Arcade-Roseville, CA	104.5	207	St. Joseph, MO-KS	91.6
347	Palm Coast, FL	59.1	105	Saginaw-Saginaw Township North, MI	105.5	250	St. Louis, MO-IL	87.2
249	Panama City-Lynn Haven, FL	87.3	69	Salem, OR	111.0	302	State College, PA	79.0
254	Parkersburg-Marietta-Vienna, WV-OH	86.8	65	Salinas, CA	112.0	292	Stockton, CA	80.5
51	Pascagoula, MS	114.3	320	Salisbury, MD	75.9	221	Sumter, SC	91.0

THE INDIE CITY INDEX, ALL METROS ALPHABETICAL ORDER (2011, Civic Economics and the American Booksellers Association)					
Rank	Metro Area	Index	Rank	Metro Area	Index
215	Syracuse, NY	91.3	290	Warner Robins, GA	81.4
299	Tallahassee, FL	79.5	113	Washington-Arlington-Alexandria, DC-VA-MD-WV	104.6
244	Tampa-St. Petersburg-Clearwater, FL	87.5	214	Waterloo-Cedar Falls, IA	91.4
208	Terre Haute, IN	91.6	26	Wausau, WI	121.9
275	Texarkana, TX-Texarkana, AR	83.2	86	Weirton-Steubenville, WV-OH	108.7
211	Toledo, OH	91.4	58	Wenatchee, WA	112.8
362	Topeka, KS	44.2	329	Wheeling, WV-OH	70.3
75	Trenton-Ewing, NJ	109.9	357	Wichita Falls, TX	52.3
43	Tucson, AZ	116.3	146	Wichita, KS	99.4
298	Tulsa, OK	79.5	303	Williamsport, PA	78.7
54	Tuscaloosa, AL	113.5	142	Wilmington, NC	100.1
349	Tyler, TX	58.4	66	Winchester, VA-WV	111.5
287	Utica-Rome, NY	81.7	228	Winston-Salem, NC	90.3
24	Valdosta, GA	122.7	106	Worcester, MA	105.5
308	Vallejo-Fairfield, CA	77.4	72	Yakima, WA	110.7
331	Victoria, TX	69.9	306	York-Hanover, PA	78.0
293	Vineland-Millville-Bridgeton, NJ	80.3	247	Youngstown-Warren-Boardman, OH-PA	87.3
157	Virginia Beach-Norfolk-Newport News, VA-NC	98.3	311	Yuba City, CA	77.2
63	Visalia-Porterville, CA	112.3	44	Yuma, AZ	116.0
327	Waco, TX	71.5			

Index by Population Group

INDIE CITY INDEX BY POPULATION GROUP (2011, Civic Economics and the American Booksellers Association)					
Population greater than 3 Million			**Population 1-3 Million**		
Rank Metro Area	Index	Rank Metro Area	Index	Rank Metro Area	Index
12 New York-Northern New Jersey-Long Island, NY-NJ-	128.7	5 San Jose-Sunnyvale-Santa Clara, CA	137.0	181 Orlando-Kissimmee, FL	95.7
36 Los Angeles-Long Beach-Santa Ana, CA	118.3	7 Austin-Round Rock, TX	134.2	183 Jacksonville, FL	95.2
62 Riverside-San Bernardino-Ontario, CA	112.3	43 Tucson, AZ	116.3	224 Rochester, NY	90.6
68 Phoenix-Mesa-Scottsdale, AZ	111.0	50 New Orleans-Metairie-Kenner, LA	114.6	237 Indianapolis-Carmel, IN	89.0
80 San Diego-Carlsbad-San Marcos, CA	109.5	52 Nashville-Davidson-Murfreesboro-Franklin, TN	114.1	241 Memphis, TN-AR-MS	88.2
83 Miami-Fort Lauderdale-Pompano Beach, FL	108.9	78 Portland-Vancouver-Beaverton, OR-WA	109.7	244 Tampa-St. Petersburg-Clearwater, FL	87.5
90 Seattle-Tacoma-Bellevue, WA	107.6	79 Louisville/Jefferson County, KY-IN	109.6	250 St. Louis, MO-IL	87.2
96 San Francisco-Oakland-Fremont, CA	106.5	93 Denver-Aurora, CO	106.6	253 Salt Lake City, UT	86.8
103 Boston-Cambridge-Quincy, MA-NH	105.6	102 Las Vegas-Paradise, NV	105.7	266 Richmond, VA	85.5
109 Detroit-Warren-Livonia, MI	105.3	108 Providence-New Bedford-Fall River, RI-MA	105.4	269 Raleigh-Cary, NC	85.3
113 Washington-Arlington-Alexandria, DC-VA-MD-WV	104.6	115 Sacramento-Arden-Arcade-Roseville, CA	104.5	289 Milwaukee-Waukesha-West Allis, WI	81.5
135 Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100.5	118 Hartford-West Hartford-East Hartford, CT	104.0	312 Pittsburgh, PA	77.1
158 Atlanta-Sandy Springs-Marietta, GA	98.3	122 Baltimore-Towson, MD	102.7	316 San Antonio, TX	76.4
162 Houston-Sugar Land-Baytown, TX	97.9	127 Birmingham-Hoover, AL	102.3	318 Cincinnati-Middletown, OH-KY-IN	76.0
180 Chicago-Naperville-Joliet, IL-IN-WI	95.7	140 Buffalo-Niagara Falls, NY	100.2	324 Kansas City, MO-KS	74.3
283 Minneapolis-St. Paul-Bloomington, MN-WI	82.1	144 Oklahoma City, OK	99.6	350 Columbus, OH	58.2
328 Dallas-Fort Worth-Arlington, TX	71.0	157 Virginia Beach-Norfolk-Newport News, VA-NC	98.3	356 Cleveland-Elyria-Mentor, OH	52.6
		178 Charlotte-Gastonia-Concord, NC-SC	95.9		

INDIE CITY INDEX BY POPULATION GROUP (2011, Civic Economics and the American Booksellers Association)								
Population 500,000 to 1 Million								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
15	Bridgeport-Stamford-Norwalk, CT	127.5	134	Provo-Orem, UT	101.3	247	Youngstown-Warren-Boardman, OH-PA	87.3
25	Lancaster, PA	122.4	143	Greenville-Mauldin-Easley, SC	99.9	257	New Haven-Milford, CT	86.2
37	Poughkeepsie-Newburgh-Middletown, NY	117.6	146	Wichita, KS	99.4	261	Sarasota-Bradenton-Venice, FL	86.0
55	Portland-South Portland-Biddeford, ME	113.1	147	Ogden-Clearfield, UT	99.2	270	Scranton--Wilkes-Barre, PA	85.1
56	Oxnard-Thousand Oaks-Ventura, CA	113.0	148	Bakersfield, CA	99.1	277	Cape Coral-Fort Myers, FL	82.7
60	Honolulu, HI	112.5	151	Modesto, CA	98.9	278	Columbia, SC	82.6
64	Boise City-Nampa, ID	112.2	156	Baton Rouge, LA	98.6	279	Palm Bay-Melbourne-Titusville, FL	82.6
77	Charleston-North Charleston, SC	109.8	161	McAllen-Edinburg-Mission, TX	97.9	285	Des Moines-West Des Moines, IA	81.9
84	Albany-Schenectady-Troy, NY	108.9	165	Augusta-Richmond County, GA-SC	97.6	292	Stockton, CA	80.5
85	Springfield, MA	108.7	175	Jackson, MS	96.5	298	Tulsa, OK	79.5
89	Fresno, CA	107.8	184	Albuquerque, NM	95.0	301	Akron, OH	79.1
99	Chattanooga, TN-GA	105.9	189	Colorado Springs, CO	94.3	305	El Paso, TX	78.3
106	Worcester, MA	105.5	211	Toledo, OH	91.4	314	Durham, NC	76.9
110	Knoxville, TN	105.0	215	Syracuse, NY	91.3	325	Omaha-Council Bluffs, NE-IA	72.1
117	Grand Rapids-Wyoming, MI	104.2	217	Little Rock-North Little Rock-Conway, AR	91.2	332	Harrisburg-Carlisle, PA	69.8
121	Allentown-Bethlehem-Easton, PA-NJ	103.0	236	Madison, WI	89.2	346	Lakeland, FL	59.3
123	Greensboro-High Point, NC	102.7	243	Dayton, OH	87.8			

INDIE CITY INDEX BY POPULATION GROUP (2011, Civic Economics and the American Booksellers Association)								
Population 250,000 to 500,000								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
14	Santa Rosa-Petaluma, CA	128.3	130	Hickory-Lenoir-Morganton, NC	101.8	235	Davenport-Moline-Rock Island, IA-IL	89.4
16	Eugene-Springfield, OR	126.4	141	Duluth, MN-WI	100.2	238	Reno-Sparks, NV	88.8
22	Atlantic City, NJ	123.9	142	Wilmington, NC	100.1	239	Hagerstown-Martinsburg, MD-WV	88.5
27	Santa Cruz-Watsonville, CA	121.8	149	Boulder, CO	99.0	242	Santa Barbara-Santa Maria-Goleta, CA	87.8
32	San Luis Obispo-Paso Robles, CA	119.9	150	Kingsport-Bristol-Bristol, TN-VA	98.9	246	Shreveport-Bossier City, LA	87.4
38	Greeley, CO	117.6	153	Columbus, GA-AL	98.8	248	Green Bay, WI	87.3
40	Holland-Grand Haven, MI	117.1	154	Evansville, IN-KY	98.7	263	Kalamazoo-Portage, MI	85.8
42	Naples-Marco Island, FL	116.5	160	Roanoke, VA	98.0	264	Myrtle Beach-Conway-North Myrtle Beach, SC	85.8
49	Huntsville, AL	114.7	163	Huntington-Ashland, WV-KY-OH	97.9	268	Peoria, IL	85.3
53	Asheville, NC	113.8	166	South Bend-Mishawaka, IN-MI	97.4	273	Fort Wayne, IN	83.8
57	Ann Arbor, MI	112.8	167	Lubbock, TX	97.3	276	Lansing-East Lansing, MI	83.1
63	Visalia-Porterville, CA	112.3	169	Cedar Rapids, IA	97.2	281	Canton-Massillon, OH	82.3
65	Salinas, CA	112.0	179	Corpus Christi, TX	95.9	284	Olympia, WA	82.0
69	Salem, OR	111.0	198	Norwich-New London, CT	93.4	286	Brownsville-Harlingen, TX	81.8
75	Trenton-Ewing, NJ	109.9	202	Fort Collins-Loveland, CO	93.1	287	Utica-Rome, NY	81.7
88	Mobile, AL	108.0	205	Clarksville, TN-KY	92.3	291	Fayetteville, NC	81.2
92	Charleston, WV	107.4	218	Beaumont-Port Arthur, TX	91.2	296	Pensacola-Ferry Pass-Brent, FL	80.1
94	Spokane, WA	106.5	220	Fort Smith, AR-OK	91.1	299	Tallahassee, FL	79.5
97	Lexington-Fayette, KY	106.1	226	Savannah, GA	90.5	304	Ocala, FL	78.4
100	Deltona-Daytona Beach-Ormond Beach, FL	105.9	227	Erie, PA	90.4	306	York-Hanover, PA	78.0
104	Lafayette, LA	105.6	228	Winston-Salem, NC	90.3	307	Reading, PA	77.8
107	Gainesville, FL	105.4	229	Flint, MI	90.3	308	Vallejo-Fairfield, CA	77.4
119	Anchorage, AK	103.4	230	Fayetteville-Springdale-Rogers, AR-MO	90.2	322	Lincoln, NE	75.0
120	Springfield, MO	103.2	233	Rockford, IL	89.7	335	Spartanburg, SC	67.5
124	Port St. Lucie, FL	102.4	234	Montgomery, AL	89.7	338	Killeen-Temple-Fort Hood, TX	64.7
126	Manchester-Nashua, NH	102.4						

INDIE CITY INDEX BY POPULATION GROUP (2011, Civic Economics and the American Booksellers Association)								
Population 50,000 to 250,000 - Page 1								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
1	Ocean City, NJ	147.7	48	Bay City, MI	114.8	132	Bowling Green, KY	101.5
2	Bellingham, WA	139.5	51	Pascagoula, MS	114.3	133	Monroe, LA	101.4
3	Medford, OR	138.7	54	Tuscaloosa, AL	113.5	136	Dothan, AL	100.4
4	Carson City, NV	137.1	58	Wenatchee, WA	112.8	137	Charlottesville, VA	100.3
6	Barnstable Town, MA	135.6	59	Great Falls, MT	112.6	138	Gadsden, AL	100.3
8	Dalton, GA	129.9	61	Madera, CA	112.4	139	Elizabethtown, KY	100.3
9	Harrisonburg, VA	129.4	66	Winchester, VA-WV	111.5	145	Champaign-Urbana, IL	99.6
10	Gainesville, GA	129.3	67	Missoula, MT	111.5	152	Fond du Lac, WI	98.9
11	Glens Falls, NY	129.3	70	Prescott, AZ	110.9	155	Johnson City, TN	98.6
13	Lewiston, ID-WA	128.4	71	Chico, CA	110.8	159	Muncie, IN	98.2
17	Mount Vernon-Anacortes, WA	126.3	72	Yakima, WA	110.7	164	Lake Charles, LA	97.7
18	Redding, CA	125.1	73	Lawrence, KS	110.2	168	Sheboygan, WI	97.2
19	Longview, WA	125.0	74	Grand Forks, ND-MN	110.2	170	Cumberland, MD-WV	97.1
20	Corvalis, OR	124.1	76	Iowa City, IA	109.9	171	Elkhart-Goshen, IN	96.8
21	Bend, OR	124.0	81	Monroe, MI	109.3	172	Bloomington-Normal, IL	96.8
23	Burlington-South Burlington, VT	123.6	82	Morristown, TN	109.0	173	Odessa, TX	96.6
24	Valdosta, GA	122.7	86	Weirton-Steubenville, WV-OH	108.7	174	Punta Gorda, FL	96.5
26	Wausau, WI	121.9	87	Pittsfield, MA	108.5	176	Athens-Clark County, GA	96.3
28	Grand Junction, CO	121.0	91	St. George, UT	107.4	177	Abilene, TX	96.3
29	Santa Fe, NM	120.8	95	Brunswick, GA	106.5	182	Farmington, NM	95.6
30	Fairbanks, AK	120.7	98	Coeur d'Alene, ID	106.0	185	Albany, GA	94.8
31	Michigan City-La Porte, IN	119.9	101	Cleveland, TN	105.9	186	Kingston, NY	94.6
33	Napa, CA	119.5	105	Saginaw-Saginaw Township North, MI	105.5	187	Fort Walton Beach-Crestview-Destin, FL	94.5
34	Oshkosh-Neenah, WI	119.4	111	College Station-Bryan, TX	105.0	188	Sebastian-Vero Beach, FL	94.4
35	Gulfport-Biloxi, MS	118.6	112	Niles-Benton Harbor, MI	104.8	190	Owensboro, KY	94.3
39	Dover, DE	117.2	114	Jackson, TN	104.5	191	Casper, WY	94.3
41	Janesville, WI	116.9	116	Alexandria, LA	104.3	192	Appleton, WI	94.2
44	Yuma, AZ	116.0	125	Johnstown, PA	102.4	193	Bismarck, ND	94.1
45	Idaho Falls, ID	115.7	128	Morgantown, WV	102.3	194	Billings, MT	94.0
46	Pueblo, CO	115.5	129	Kennewick-Richland-Pasco, WA	102.2	195	Sherman-Denison, TX	93.6
47	Rapid City, SD	115.1	131	Hattiesburg, MS	101.6	196	Greenville, NC	93.5

INDIE CITY INDEX BY POPULATION GROUP (2011, Civic Economics and the American Booksellers Association)								
Population 50,000 to 250,000 - Page 2								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
197	Battle Creek, MI	93.4	259	Jacksonville, NC	86.0	327	Waco, TX	71.5
199	St. Cloud, MN	93.3	260	Ithaca, NY	86.0	329	Wheeling, WV-OH	70.3
200	Florence-Muscle Shoals, AL	93.3	262	Jonesboro, AR	85.9	330	Danville, VA	70.2
201	El Centro, CA	93.2	265	Ames, IA	85.5	331	Victoria, TX	69.9
203	Logan, UT-ID	92.5	267	Anderson, SC	85.4	333	Rome, GA	68.6
204	Sioux City, IA-NE-SD	92.3	271	Florence, SC	84.7	334	Goldsboro, NC	67.7
206	Hot Springs, AR	92.1	272	Danville, IL	84.2	336	Dubuque, IA	66.6
207	St. Joseph, MO-KS	91.6	274	Springfield, IL	83.5	337	Columbus, IN	65.4
208	Terre Haute, IN	91.6	275	Texarkana, TX-Texarkana, AR	83.2	339	Jackson, MI	64.5
209	Springfield, OH	91.6	280	Macon, GA	82.3	340	Binghamton, NY	63.4
210	Lebanon, PA	91.5	282	Lynchburg, VA	82.3	341	Laredo, TX	62.7
212	Bangor, ME	91.4	288	Hanford-Corcoran, CA	81.6	342	Kokomo, IN	62.6
213	La Crosse, WI-MN	91.4	290	Warner Robins, GA	81.4	343	Lawton, OK	62.3
214	Waterloo-Cedar Falls, IA	91.4	293	Vineland-Millville-Bridgeton, NJ	80.3	344	Sioux Falls, SD	61.8
216	Fargo, ND-MN	91.3	294	Blacksburg-Christiansburg-Radford, VA	80.1	345	Mansfield, OH	61.2
219	Bremerton-Silverdale, WA	91.2	295	Pocatello, ID	80.1	347	Palm Coast, FL	59.1
221	Sumter, SC	91.0	297	Flagstaff, AZ	80.0	348	Rocky Mount, NC	58.4
222	Altoona, PA	90.7	300	Muskegon-Norton Shores, MI	79.3	349	Tyler, TX	58.4
223	Houma-Bayou Cane-Thibodaux, LA	90.6	302	State College, PA	79.0	351	Sandusky, OH	58.2
225	Longview, TX	90.5	303	Williamsport, PA	78.7	352	Amarillo, TX	57.1
231	Lake Havasu City-Kingman, AZ	90.1	309	Anniston-Oxford, AL	77.4	353	Hinesville-Fort Stewart, GA	56.7
232	Decatur, AL	89.9	310	Cheyenne, WY	77.4	354	Decatur, IL	55.7
240	Columbia, MO	88.2	311	Yuba City, CA	77.2	355	Joplin, MO	53.0
245	Bloomington, IN	87.4	313	Elmira, NY	77.0	357	Wichita Falls, TX	52.3
249	Panama City-Lynn Haven, FL	87.3	315	Rochester, MN	76.6	358	Racine, WI	51.3
251	Eau Claire, WI	86.9	317	Lima, OH	76.1	359	Burlington, NC	48.4
252	Lewiston-Auburn, ME	86.9	319	Merced, CA	76.0	360	San Angelo, TX	46.7
254	Parkersburg-Marietta-Vienna, WV-OH	86.8	320	Salisbury, MD	75.9	361	Auburn-Opelika, AL	44.6
255	Pine Bluff, AR	86.3	321	Midland, TX	75.0	362	Topeka, KS	44.2
256	Anderson, IN	86.3	323	Jefferson City, MO	74.4	363	Kankakee-Bradley, IL	28.6
258	Lafayette, IN	86.1	326	Las Cruces, NM	71.7			

Index by Region

INDIE CITY INDEX BY REGION (2011, Civic Economics and the American Booksellers Association)								
Mid-Atlantic			**Pacific**					
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
1	Ocean City, NJ	147.7	2	Bellingham, WA	139.5	69	Salem, OR	111.0
11	Glens Falls, NY	129.3	3	Medford, OR	138.7	71	Chico, CA	110.8
12	New York-Northern New Jersey-Long Island, NY-NJ-	128.7	5	San Jose-Sunnyvale-Santa Clara, CA	137.0	72	Yakima, WA	110.7
22	Atlantic City, NJ	123.9	14	Santa Rosa-Petaluma, CA	128.3	78	Portland-Vancouver-Beaverton, OR-WA	109.7
25	Lancaster, PA	122.4	16	Eugene-Springfield, OR	126.4	80	San Diego-Carlsbad-San Marcos, CA	109.5
37	Poughkeepsie-Newburgh-Middletown, NY	117.6	17	Mount Vernon-Anacortes, WA	126.3	89	Fresno, CA	107.8
75	Trenton-Ewing, NJ	109.9	18	Redding, CA	125.1	90	Seattle-Tacoma-Bellevue, WA	107.6
84	Albany-Schenectady-Troy, NY	108.9	19	Longview, WA	125.0	94	Spokane, WA	106.5
121	Allentown-Bethlehem-Easton, PA-NJ	103.0	20	Corvalis, OR	124.1	96	San Francisco-Oakland-Fremont, CA	106.5
125	Johnstown, PA	102.4	21	Bend, OR	124.0	115	Sacramento-Arden-Arcade-Roseville, CA	104.5
135	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	100.5	27	Santa Cruz-Watsonville, CA	121.8	129	Kennewick-Richland-Pasco, WA	102.2
140	Buffalo-Niagara Falls, NY	100.2	30	Fairbanks, AK	120.7	148	Bakersfield, CA	99.1
186	Kingston, NY	94.6	32	San Luis Obispo-Paso Robles, CA	119.9	151	Modesto, CA	98.9
210	Lebanon, PA	91.5	33	Napa, CA	119.5	201	El Centro, CA	93.2
215	Syracuse, NY	91.3	36	Los Angeles-Long Beach-Santa Ana, CA	118.3	219	Bremerton-Silverdale, WA	91.2
222	Altoona, PA	90.7	56	Oxnard-Thousand Oaks-Ventura, CA	113.0	242	Santa Barbara-Santa Maria-Goleta, CA	87.8
224	Rochester, NY	90.6	58	Wenatchee, WA	112.8	284	Olympia, WA	82.0
227	Erie, PA	90.4	60	Honolulu, HI	112.5	288	Hanford-Corcoran, CA	81.6
260	Ithaca, NY	86.0	61	Madera, CA	112.4	292	Stockton, CA	80.5
270	Scranton--Wilkes-Barre, PA	85.1	62	Riverside-San Bernardino-Ontario, CA	112.3	308	Vallejo-Fairfield, CA	77.4
287	Utica-Rome, NY	81.7	63	Visalia-Porterville, CA	112.3	311	Yuba City, CA	77.2
293	Vineland-Millville-Bridgeton, NJ	80.3	65	Salinas, CA	112.0	319	Merced, CA	76.0
302	State College, PA	79.0						
303	Williamsport, PA	78.7						
306	York-Hanover, PA	78.0						
307	Reading, PA	77.8						
312	Pittsburgh, PA	77.1						
313	Elmira, NY	77.0						
332	Harrisburg-Carlisle, PA	69.8						
340	Binghamton, NY	63.4						

INDIE CITY INDEX BY REGION (2011, Civic Economics and the American Booksellers Association)								
New England			**Mountain**					
Rank	**Metro Area**	**Index**	**Rank**	**Metro Area**	**Index**	**Rank**	**Metro Area**	**Index**
6	Barnstable Town, MA	135.6	4	Carson City, NV	137.1	134	Provo-Orem, UT	101.3
15	Bridgeport-Stamford-Norwalk, CT	127.5	13	Lewiston, ID-WA	128.4	147	Ogden-Clearfield, UT	99.2
23	Burlington-South Burlington, VT	123.6	28	Grand Junction, CO	121.0	149	Boulder, CO	99.0
55	Portland-South Portland-Biddeford, ME	113.1	29	Santa Fe, NM	120.8	182	Farmington, NM	95.6
85	Springfield, MA	108.7	38	Greeley, CO	117.6	184	Albuquerque, NM	95.0
87	Pittsfield, MA	108.5	43	Tucson, AZ	116.3	189	Colorado Springs, CO	94.3
103	Boston-Cambridge-Quincy, MA-NH	105.6	44	Yuma, AZ	116.0	191	Casper, WY	94.3
106	Worcester, MA	105.5	45	Idaho Falls, ID	115.7	194	Billings, MT	94.0
108	Providence-New Bedford-Fall River, RI-MA	105.4	46	Pueblo, CO	115.5	202	Fort Collins-Loveland, CO	93.1
118	Hartford-West Hartford-East Hartford, CT	104.0	59	Great Falls, MT	112.6	203	Logan, UT-ID	92.5
126	Manchester-Nashua, NH	102.4	64	Boise City-Nampa, ID	112.2	231	Lake Havasu City-Kingman, AZ	90.1
198	Norwich-New London, CT	93.4	67	Missoula, MT	111.5	238	Reno-Sparks, NV	88.8
212	Bangor, ME	91.4	68	Phoenix-Mesa-Scottsdale, AZ	111.0	253	Salt Lake City, UT	86.8
252	Lewiston-Auburn, ME	86.9	70	Prescott, AZ	110.9	295	Pocatello, ID	80.1
257	New Haven-Milford, CT	86.2	91	St. George, UT	107.4	297	Flagstaff, AZ	80.0
			93	Denver-Aurora, CO	106.6	310	Cheyenne, WY	77.4
			98	Coeur d'Alene, ID	106.0	326	Las Cruces, NM	71.7
			102	Las Vegas-Paradise, NV	105.7			

INDIE CITY INDEX BY REGION (2011, Civic Economics and the American Booksellers Association)					
East South Central			**West South Central**		
Rank	**Metro Area**	**Index**	**Rank**	**Metro Area**	**Index**
35 Gulfport-Biloxi, MS		118.6	7 Austin-Round Rock, TX		134.2
49 Huntsville, AL		114.7	50 New Orleans-Metairie-Kenner, LA		114.6
51 Pascagoula, MS		114.3	104 Lafayette, LA		105.6
52 Nashville-Davidson-Murfreesboro-Franklin, TN		114.1	111 College Station-Bryan, TX		105.0
54 Tuscaloosa, AL		113.5	116 Alexandria, LA		104.3
79 Louisville/Jefferson County, KY-IN		109.6	119 Anchorage, AK		103.4
82 Morristown, TN		109.0	133 Monroe, LA		101.4
88 Mobile, AL		108.0	144 Oklahoma City, OK		99.6
97 Lexington-Fayette, KY		106.1	156 Baton Rouge, LA		98.6
99 Chattanooga, TN-GA		105.9	161 McAllen-Edinburg-Mission, TX		97.9
101 Cleveland, TN		105.9	162 Houston-Sugar Land-Baytown, TX		97.9
110 Knoxville, TN		105.0	164 Lake Charles, LA		97.7
114 Jackson, TN		104.5	167 Lubbock, TX		97.3
127 Birmingham-Hoover, AL		102.3	173 Odessa, TX		96.6
131 Hattiesburg, MS		101.6	177 Abilene, TX		96.3
132 Bowling Green, KY		101.5	179 Corpus Christi, TX		95.9
136 Dothan, AL		100.4	195 Sherman-Denison, TX		93.6
138 Gadsden, AL		100.3	206 Hot Springs, AR		92.1
139 Elizabethtown, KY		100.3	217 Little Rock-North Little Rock-Conway, AR		91.2
150 Kingsport-Bristol-Bristol, TN-VA		98.9	218 Beaumont-Port Arthur, TX		91.2
155 Johnson City, TN		98.6	220 Fort Smith, AR-OK		91.1
175 Jackson, MS		96.5	223 Houma-Bayou Cane-Thibodaux, LA		90.6
190 Owensboro, KY		94.3	225 Longview, TX		90.5
200 Florence-Muscle Shoals, AL		93.3	230 Fayetteville-Springdale-Rogers, AR-MO		90.2
205 Clarksville, TN-KY		92.3	246 Shreveport-Bossier City, LA		87.4
232 Decatur, AL		89.9	255 Pine Bluff, AR		86.3
234 Montgomery, AL		89.7	262 Jonesboro, AR		85.9
241 Memphis, TN-AR-MS		88.2	275 Texarkana, TX-Texarkana, AR		83.2
309 Anniston-Oxford, AL		77.4	286 Brownsville-Harlingen, TX		81.8
339 Jackson, MI		64.5	298 Tulsa, OK		79.5
361 Auburn-Opelika, AL		44.6	305 El Paso, TX		78.3
			316 San Antonio, TX		76.4
			321 Midland, TX		75.0
			327 Waco, TX		71.5
			328 Dallas-Fort Worth-Arlington, TX		71.0
			331 Victoria, TX		69.9
			338 Killeen-Temple-Fort Hood, TX		64.7
			341 Laredo, TX		62.7
			343 Lawton, OK		62.3
			349 Tyler, TX		58.4
			352 Amarillo, TX		57.1
			357 Wichita Falls, TX		52.3
			360 San Angelo, TX		46.7

INDIE CITY INDEX BY REGION (2011, Civic Economics and the American Booksellers Association)								
South Atlantic								
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
8	Dalton, GA	129.9	158	Atlanta-Sandy Springs-Marietta, GA	98.3	267	Anderson, SC	85.4
9	Harrisonburg, VA	129.4	160	Roanoke, VA	98.0	269	Raleigh-Cary, NC	85.3
10	Gainesville, GA	129.3	163	Huntington-Ashland, WV-KY-OH	97.9	271	Florence, SC	84.7
24	Valdosta, GA	122.7	165	Augusta-Richmond County, GA-SC	97.6	277	Cape Coral-Fort Myers, FL	82.7
39	Dover, DE	117.2	170	Cumberland, MD-WV	97.1	278	Columbia, SC	82.6
42	Naples-Marco Island, FL	116.5	174	Punta Gorda, FL	96.5	279	Palm Bay-Melbourne-Titusville, FL	82.6
53	Asheville, NC	113.8	176	Athens-Clark County, GA	96.3	280	Macon, GA	82.3
66	Winchester, VA-WV	111.5	178	Charlotte-Gastonia-Concord, NC-SC	95.9	282	Lynchburg, VA	82.3
77	Charleston-North Charleston, SC	109.8	181	Orlando-Kissimmee, FL	95.7	290	Warner Robins, GA	81.4
83	Miami-Fort Lauderdale-Pompano Beach, FL	108.9	183	Jacksonville, FL	95.2	291	Fayetteville, NC	81.2
86	Weirton-Steubenville, WV-OH	108.7	185	Albany, GA	94.8	294	Blacksburg-Christiansburg-Radford, VA	80.1
92	Charleston, WV	107.4	187	Fort Walton Beach-Crestview-Destin, FL	94.5	296	Pensacola-Ferry Pass-Brent, FL	80.1
95	Brunswick, GA	106.5	188	Sebastian-Vero Beach, FL	94.4	299	Tallahassee, FL	79.5
100	Deltona-Daytona Beach-Ormond Beach, FL	105.9	196	Greenville, NC	93.5	304	Ocala, FL	78.4
107	Gainesville, FL	105.4	221	Sumter, SC	91.0	314	Durham, NC	76.9
113	Washington-Arlington-Alexandria, DC-VA-MD-WV	104.6	226	Savannah, GA	90.5	320	Salisbury, MD	75.9
122	Baltimore-Towson, MD	102.7	228	Winston-Salem, NC	90.3	329	Wheeling, WV-OH	70.3
123	Greensboro-High Point, NC	102.7	239	Hagerstown-Martinsburg, MD-WV	88.5	330	Danville, VA	70.2
124	Port St. Lucie, FL	102.4	244	Tampa-St. Petersburg-Clearwater, FL	87.5	333	Rome, GA	68.6
128	Morgantown, WV	102.3	249	Panama City-Lynn Haven, FL	87.3	334	Goldsboro, NC	67.7
130	Hickory-Lenoir-Morganton, NC	101.8	254	Parkersburg-Marietta-Vienna, WV-OH	86.8	335	Spartanburg, SC	67.5
137	Charlottesville, VA	100.3	259	Jacksonville, NC	86.0	346	Lakeland, FL	59.3
142	Wilmington, NC	100.1	261	Sarasota-Bradenton-Venice, FL	86.0	347	Palm Coast, FL	59.1
143	Greenville-Mauldin-Easley, SC	99.9	264	Myrtle Beach-Conway-North Myrtle Beach, SC	85.8	348	Rocky Mount, NC	58.4
153	Columbus, GA-AL	98.8	266	Richmond, VA	85.5	353	Hinesville-Fort Stewart, GA	56.7
157	Virginia Beach-Norfolk-Newport News, VA-NC	98.3				359	Burlington, NC	48.4

INDIE CITY INDEX BY REGION (2011, Civic Economics and the American Booksellers Association)								
East North Central						**West North Central**		
Rank	Metro Area	Index	Rank	Metro Area	Index	Rank	Metro Area	Index
26	Wausau, WI	121.9	237	Indianapolis-Carmel, IN	89.0	47	Rapid City, SD	115.1
31	Michigan City-La Porte, IN	119.9	243	Dayton, OH	87.8	73	Lawrence, KS	110.2
34	Oshkosh-Neenah, WI	119.4	245	Bloomington, IN	87.4	74	Grand Forks, ND-MN	110.2
40	Holland-Grand Haven, MI	117.1	247	Youngstown-Warren-Boardman, OH-PA	87.3	76	Iowa City, IA	109.9
41	Janesville, WI	116.9	248	Green Bay, WI	87.3	120	Springfield, MO	103.2
48	Bay City, MI	114.8	251	Eau Claire, WI	86.9	141	Duluth, MN-WI	100.2
57	Ann Arbor, MI	112.8	256	Anderson, IN	86.3	146	Wichita, KS	99.4
81	Monroe, MI	109.3	258	Lafayette, IN	86.1	169	Cedar Rapids, IA	97.2
105	Saginaw-Saginaw Township North, MI	105.5	263	Kalamazoo-Portage, MI	85.8	193	Bismarck, ND	94.1
109	Detroit-Warren-Livonia, MI	105.3	268	Peoria, IL	85.3	199	St. Cloud, MN	93.3
112	Niles-Benton Harbor, MI	104.8	272	Danville, IL	84.2	204	Sioux City, IA-NE-SD	92.3
117	Grand Rapids-Wyoming, MI	104.2	273	Fort Wayne, IN	83.8	207	St. Joseph, MO-KS	91.6
145	Champaign-Urbana, IL	99.6	274	Springfield, IL	83.5	214	Waterloo-Cedar Falls, IA	91.4
152	Fond du Lac, WI	98.9	276	Lansing-East Lansing, MI	83.1	216	Fargo, ND-MN	91.3
154	Evansville, IN-KY	98.7	281	Canton-Massillon, OH	82.3	235	Davenport-Moline-Rock Island, IA-IL	89.4
159	Muncie, IN	98.2	289	Milwaukee-Waukesha-West Allis, WI	81.5	240	Columbia, MO	88.2
166	South Bend-Mishawaka, IN-MI	97.4	300	Muskegon-Norton Shores, MI	79.3	250	St. Louis, MO-IL	87.2
168	Sheboygan, WI	97.2	301	Akron, OH	79.1	265	Ames, IA	85.5
171	Elkhart-Goshen, IN	96.8	317	Lima, OH	76.1	283	Minneapolis-St. Paul-Bloomington, MN-WI	82.1
172	Bloomington-Normal, IL	96.8	318	Cincinnati-Middletown, OH-KY-IN	76.0	285	Des Moines-West Des Moines, IA	81.9
180	Chicago-Naperville-Joliet, IL-IN-WI	95.7	337	Columbus, IN	65.4	315	Rochester, MN	76.6
192	Appleton, WI	94.2	342	Kokomo, IN	62.6	322	Lincoln, NE	75.0
197	Battle Creek, MI	93.4	345	Mansfield, OH	61.2	323	Jefferson City, MO	74.4
208	Terre Haute, IN	91.6	350	Columbus, OH	58.2	324	Kansas City, MO-KS	74.3
209	Springfield, OH	91.6	351	Sandusky, OH	58.2	325	Omaha-Council Bluffs, NE-IA	72.1
211	Toledo, OH	91.4	354	Decatur, IL	55.7	336	Dubuque, IA	66.6
213	La Crosse, WI-MN	91.4	356	Cleveland-Elyria-Mentor, OH	52.6	344	Sioux Falls, SD	61.8
229	Flint, MI	90.3	358	Racine, WI	51.3	355	Joplin, MO	53.0
233	Rockford, IL	89.7	363	Kankakee-Bradley, IL	28.6	362	Topeka, KS	44.2
236	Madison, WI	89.2						

Top MSAs Compiled

INDIE CITY INDEX - TOP CITIES SUMMARY SHEET
Top 50 Overall, Top 10 by Region, Top 10 by Population Class

MSA	National Index	National Rank	Region	Region Rank	Population Group	Pop. Rank
Albany-Schenectady-Troy, NY	108.9	84	Mid-Atlantic	8	500,000-1,000,000	9
Alexandria, LA	104.3	116	West South Central	5		
Allentown-Bethlehem-Easton, PA-NJ	103.0	121	Mid-Atlantic	9		
Anchorage, AK	103.4	119	West South Central	6		
Ann Arbor, MI	112.8	57	East North Central	7		
Asheville, NC	113.8	53	South Atlantic	7	250,000-500,000	10
Atlantic City, NJ	123.9	22	Mid-Atlantic	4	250,000-500,000	3
Austin-Round Rock, TX	134.2	7	West South Central	1	1 - 3 Million	2
Barnstable Town, MA	135.6	6	New England	1	50,000-250,000	5
Baton Rouge, LA	98.6	156	West South Central	9		
Bay City, MI	114.8	48	East North Central	6		
Bellingham, WA	139.5	2	Pacific	1	50,000-250,000	2
Bend, OR	124.0	21	Pacific	10		
Bismarck, ND	94.1	193	West North Central	9		
Boise City-Nampa, ID	112.2	64			500,000-1,000,000	7
Boston-Cambridge-Quincy, MA-NH	105.6	103	New England	7	3 Million or More	9
Bridgeport-Stamford-Norwalk, CT	127.5	15	New England	2	500,000-1,000,000	1
Burlington-South Burlington, VT	123.6	23	New England	3		
Carson City, NV	137.1	4	Mountain	1	50,000-250,000	4
Cedar Rapids, IA	97.2	169	West North Central	8		
Charleston-North Charleston, SC	109.8	77	South Atlantic	9	500,000-1,000,000	8
Chattanooga, TN-GA	105.9	99	East South Central	10		
College Station-Bryan, TX	105.0	111	West South Central	4		
Corvallis, OR	124.1	20	Pacific	9		
Dalton, GA	129.9	8	South Atlantic	1		
Denver-Aurora, CO	106.6	93			1 - 3 Million	6
Detroit-Warren-Livonia, MI	105.3	109	East North Central	10	3 Million or More	10
Dover, DE	117.2	39	South Atlantic	5		
Duluth, MN-WI	100.2	141	West North Central	6		
Eugene-Springfield, OR	126.4	16	Pacific	5	250,000-500,000	2
Fairbanks, AK	120.7	30				
Gainesville, GA	129.3	10	South Atlantic	3	50,000-250,000	8
Glens Falls, NY	129.3	11	Mid-Atlantic	2	50,000-250,000	9
Grand Forks, ND-MN	110.2	74	West North Central	3		
Grand Junction, CO	121.0	28	Mountain	3		

INDIE CITY INDEX - TOP CITIES SUMMARY SHEET
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MSA	National Index	National Rank	Region	Region Rank	Population Group	Pop. Rank
Great Falls, MT	112.6	59	Mountain	10		
Greeley, CO	117.6	38	Mountain	5	250,000-500,000	6
Gulfport-Biloxi, MS	118.6	35	East South Central	1		
Harrisonburg, VA	129.4	9	South Atlantic	2	50,000-250,000	7
Hartford-West Hartford-East Hartford, CT	104.0	118	New England	10		
Holland-Grand Haven, MI	117.1	40	East North Central	4	250,000-500,000	7
Honolulu, HI	112.5	60			500,000-1,000,000	6
Huntsville, AL	114.7	49	East South Central	2	250,000-500,000	9
Idaho Falls, ID	115.7	45	Mountain	8		
Iowa City, IA	109.9	76	West North Central	4		
Janesville, WI	116.9	41	East North Central	5		
Johnstown, PA	102.4	125	Mid-Atlantic	10		
Lafayette, LA	105.6	104	West South Central	3		
Lancaster, PA	122.4	25	Mid-Atlantic	5	500,000-1,000,000	2
Las Vegas-Paradise, NV	105.7	102	West North Central	8	1 - 3 Million	9
Lawrence, KS	110.2	73	West North Central	2		
Lewiston, ID-WA	128.4	13	Mountain	2	50,000-250,000	10
Lexington-Fayette, KY	106.1	97	East South Central	9		
Longview, WA	125.0	19	Pacific	8		
Los Angeles-Long Beach-Santa Ana, CA	118.3	36	Pacific	5	3 Million or More	2
Louisville/Jefferson County, KY-IN	109.6	79	East South Central	6	1 - 3 Million	7
McAllen-Edinburg-Mission, TX	97.9	161	West South Central	10		
Medford, OR	138.7	3	Pacific	2	50,000-250,000	3
Miami-Fort Lauderdale-Pompano Beach, FL	108.9	83	South Atlantic	10	3 Million or More	6
Michigan City-La Porte, IN	119.9	31	East North Central	2		
Mobile, AL	108.0	88	East South Central	8		
Monroe, LA	101.4	133	West South Central	7		
Monroe, MI	109.3	81	East North Central	8		
Morristown, TN	109.0	82	East South Central	7		
Mount Vernon-Anacortes, WA	126.3	17	Pacific	6		
Napa, CA	119.5	33				
Naples-Marco Island, FL	116.5	42	South Atlantic	6	250,000-500,000	8
Nashville-Davidson-Murfreesboro-Franklin, TN	114.1	52	East South Central	4	1 - 3 Million	5
New Orleans-Metairie-Kenner, LA	114.6	50	West South Central	2	1 - 3 Million	4
New York-Northern New Jersey-Long Island, N	128.7	12	Mid-Atlantic	3	3 Million or More	1

INDIE CITY INDEX - TOP CITIES SUMMARY SHEET
Top 50 Overall, Top 10 by Region, Top 10 by Population Class

MSA	National Index	National Rank	Region	Region Rank	Population Group	Pop. Rank
Ocean City, NJ	147.7	1	Mid-Atlantic	1	50,000-250,000	1
Oklahoma City, OK	99.6	144	West South Central	8		
Oshkosh-Neenah, WI	119.4	34	East North Central	3		
Oxnard-Thousand Oaks-Ventura, CA	113.0	56			500,000-1,000,000	5
Pascagoula, MS	114.3	51	East South Central	3		
Phoenix-Mesa-Scottsdale, AZ	111.0	68			3 Million or More	4
Pittsfield, MA	108.5	87	New England	6		
Portland-South Portland-Biddeford, ME	113.1	55	New England	4	500,000-1,000,000	4
Portland-Vancouver-Beaverton, OR-WA	109.7	78			1 - 3 Million	6
Poughkeepsie-Newburgh-Middletown, NY	117.6	37	Mid-Atlantic	6	500,000-1,000,000	3
Providence-New Bedford-Fall River, RI-MA	105.4	108	New England	9	1 - 3 Million	10
Pueblo, CO	115.5	46	Mountain	9		
Rapid City, SD	115.1	47	West North Central	1		
Redding, CA	125.1	18	Pacific	7		
Riverside-San Bernardino-Ontario, CA	112.3	62			3 Million or More	3
Saginaw-Saginaw Township North, MI	105.5	105	East North Central	9		
San Diego-Carlsbad-San Marcos, CA	109.5	80			3 Million or More	5
San Francisco-Oakland-Fremont, CA	106.5	96			3 Million or More	8
San Jose-Sunnyvale-Santa Clara, CA	137.0	5	Pacific	3	1 - 3 Million	1
San Luis Obispo-Paso Robles, CA	119.9	32			250,000-500,000	5
Santa Cruz-Watsonville, CA	121.8	27			250,000-500,000	4
Santa Fe, NM	120.8	29	Mountain	4		
Santa Rosa-Petaluma, CA	128.3	14	Pacific	4	250,000-500,000	1
Seattle-Tacoma-Bellevue, WA	107.6	90			3 Million or More	7
Springfield, MA	108.7	85	New England	5	500,000-1,000,000	10
Springfield, MO	103.2	120	West North Central	5		
St. Cloud, MN	93.3	199	West North Central	10		
Trenton-Ewing, NJ	109.9	75	Mid-Atlantic	7		
Tucson, AZ	116.3	43	Mountain	6	1 - 3 Million	3
Tuscaloosa, AL	113.5	54	East South Central	5		
Valdosta, GA	122.7	24	South Atlantic	4		
Wausau, WI	121.9	26	East North Central	1		
Wichita, KS	99.4	146	West North Central	7		
Winchester, VA-WV	111.5	66	South Atlantic	8		
Worcester, MA	105.5	106	New England	8		
Yuma, AZ	116.0	44	Mountain	7		

106 MSAs   114.9

Correlation Scatter Plots

CORRELATION SCATTER PLOTS

ALL METROPOLITAN AREAS
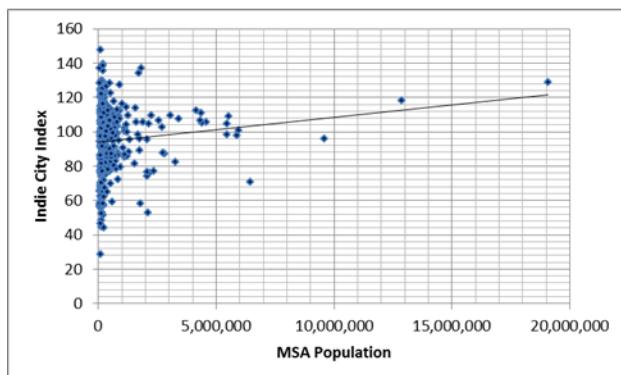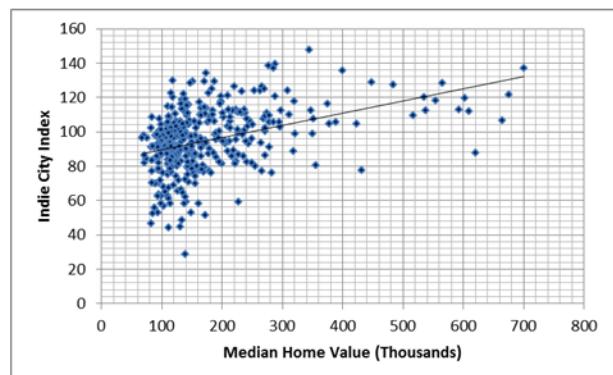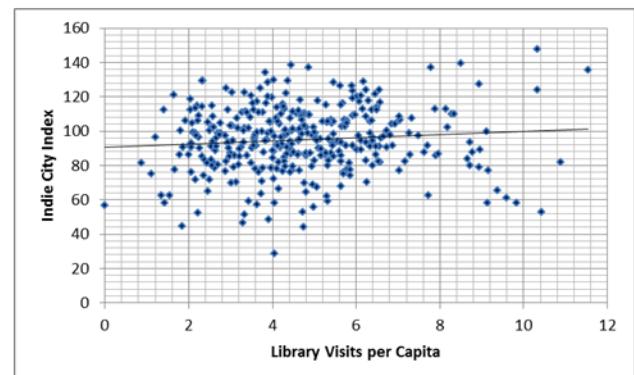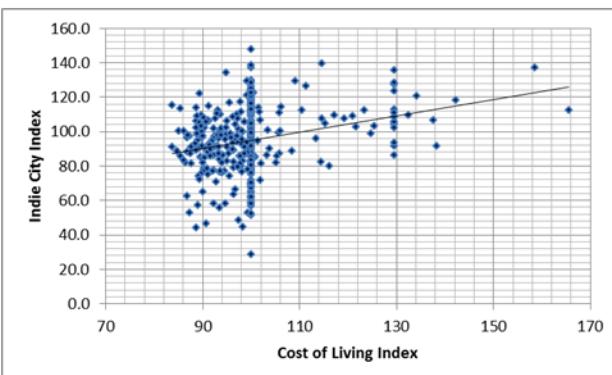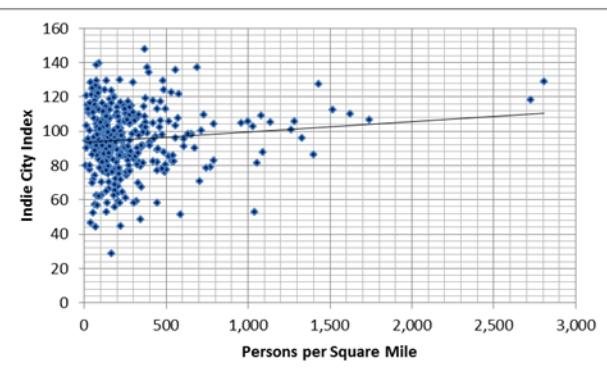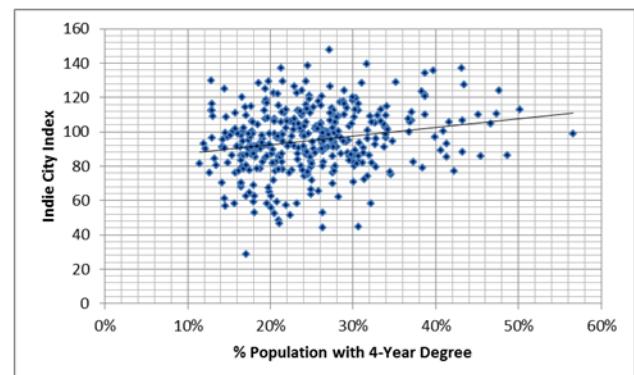
Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

CORRELATION SCATTER PLOTS

17 METROPOLITAN AREAS OVER 3 MILLION POPULATION
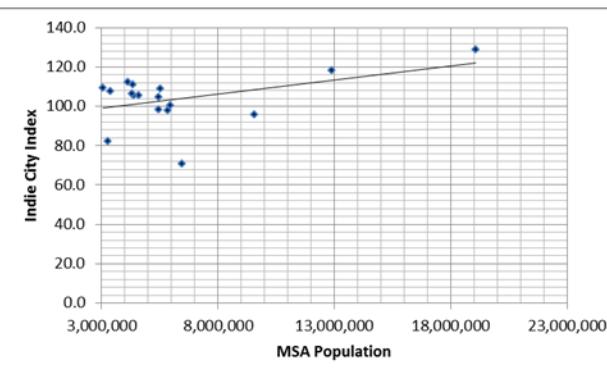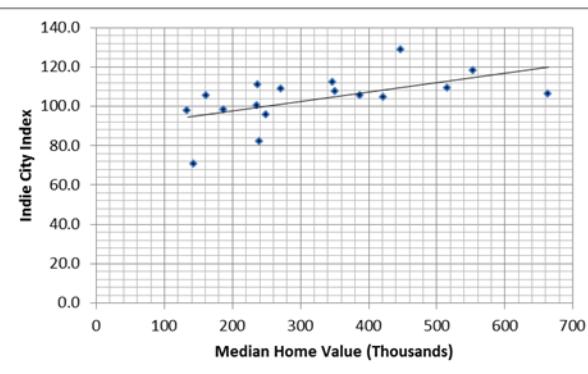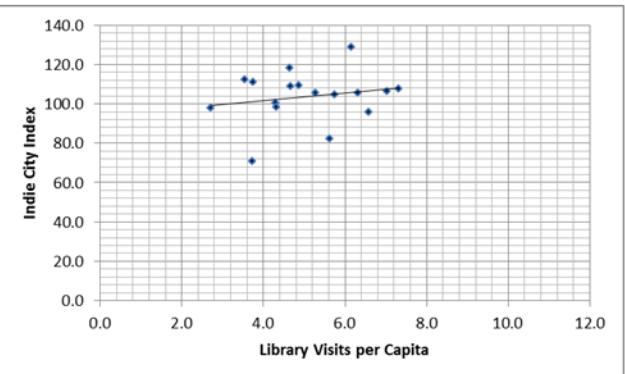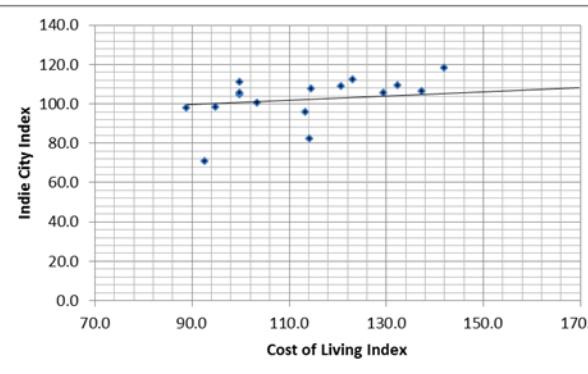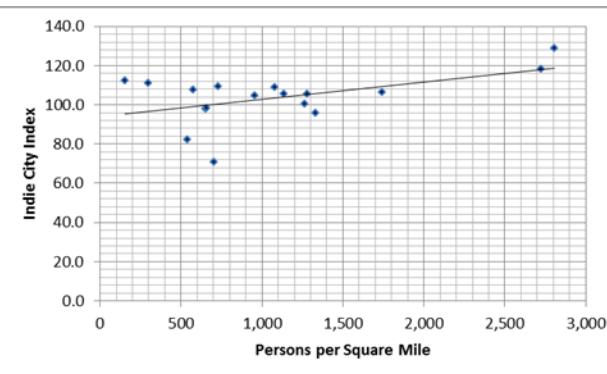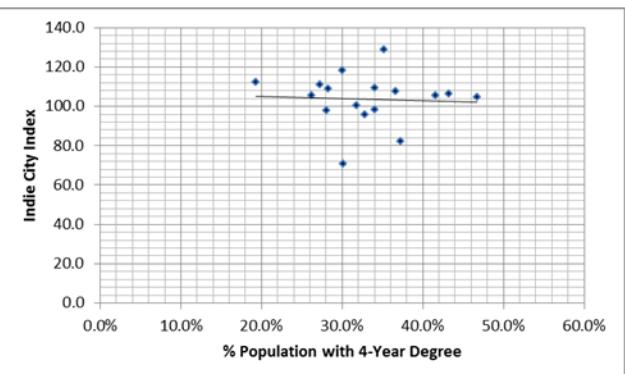
Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

CORRELATION SCATTER PLOTS

## 35 METROPOLITAN AREAS FROM 1 TO 3 MILLION POPULATION

Population Measures
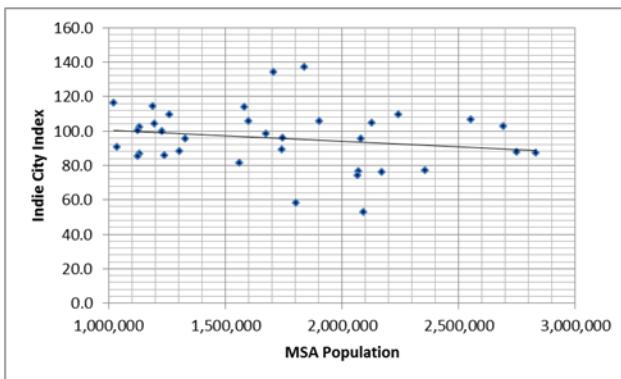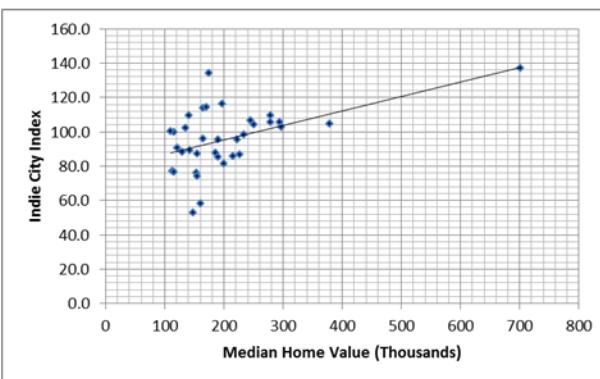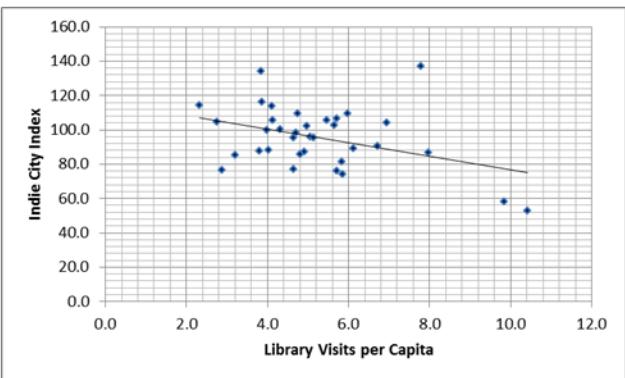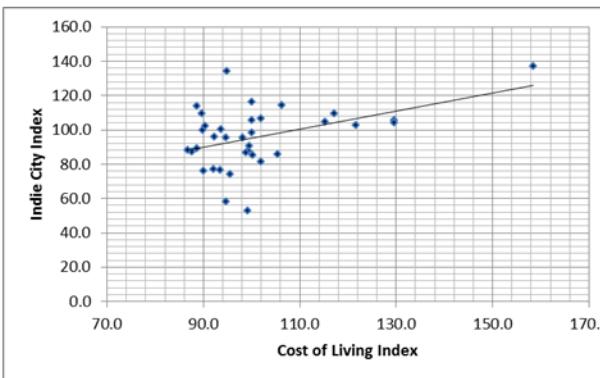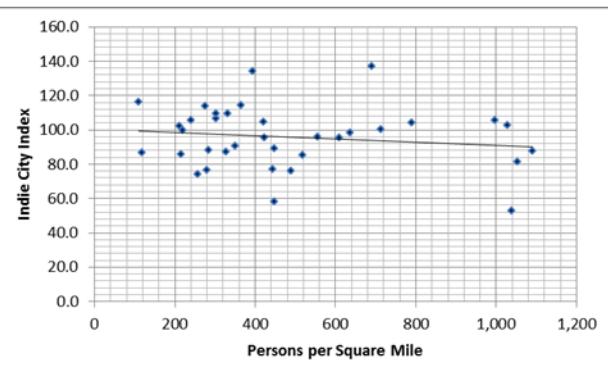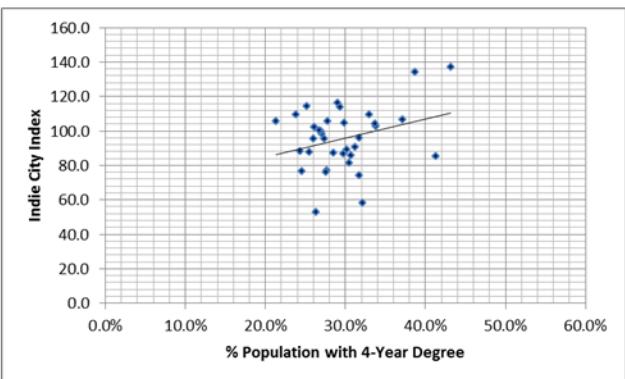
Attractiveness Measures

Education Measures

Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

CORRELATION SCATTER PLOTS

50 METROPOLITAN AREAS FROM 500,000 TO 1 MILLION POPULATION
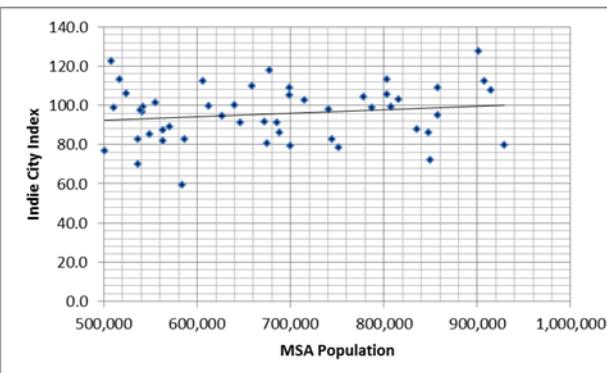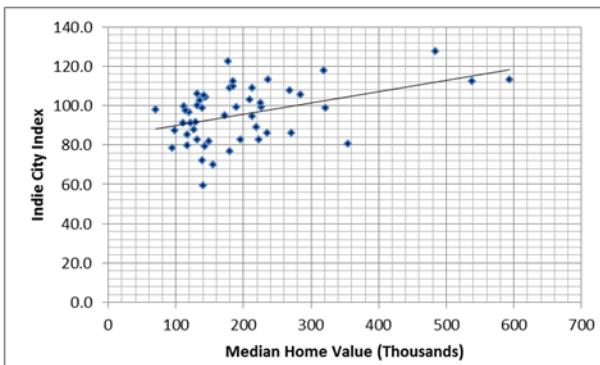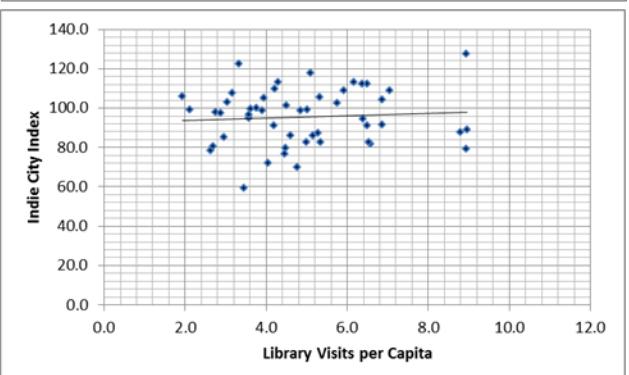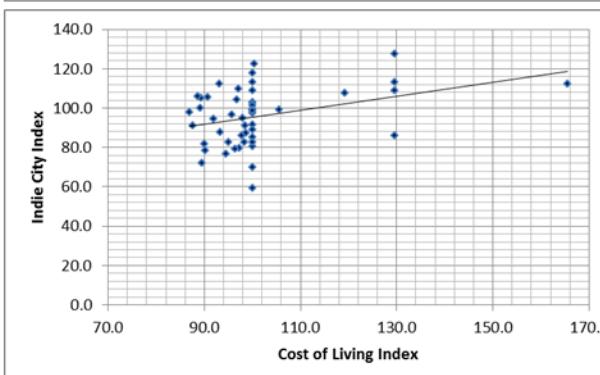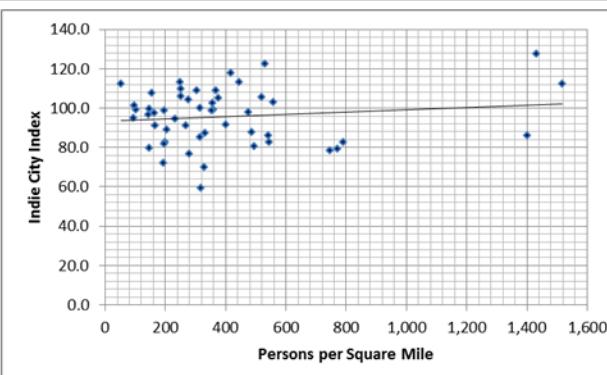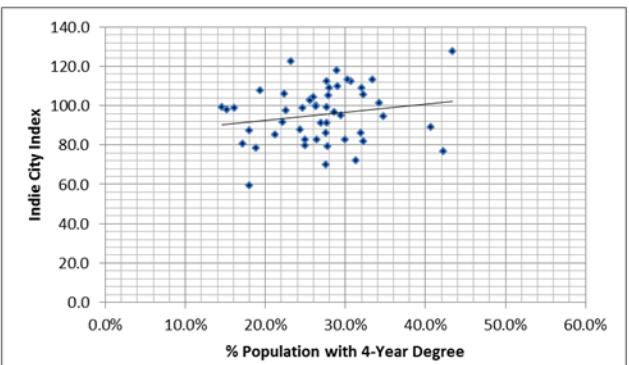
Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

CORRELATION SCATTER PLOTS

76 METROPOLITAN AREAS FROM 250,000 TO 500,000 POPULATION

Population Measures
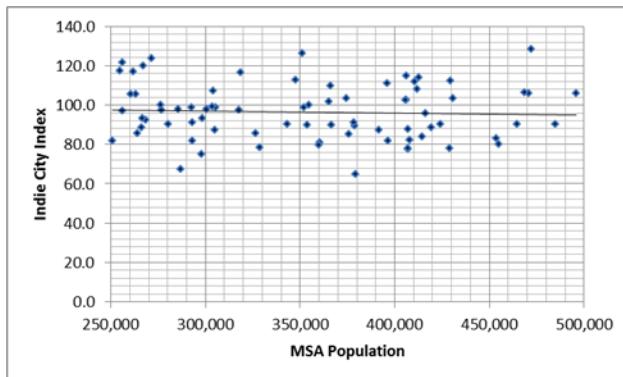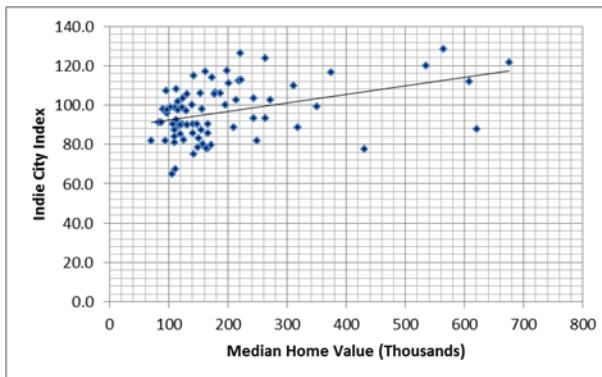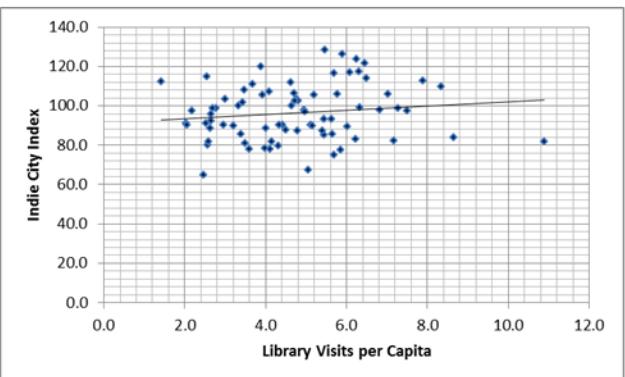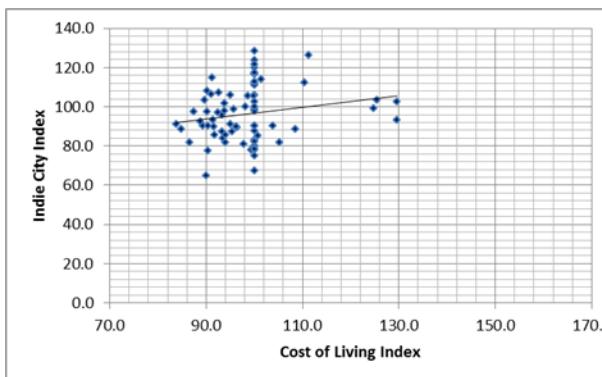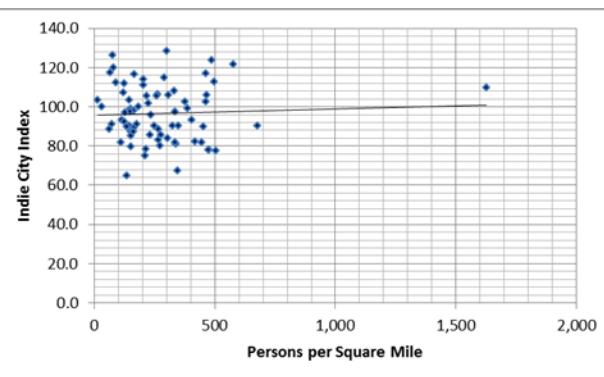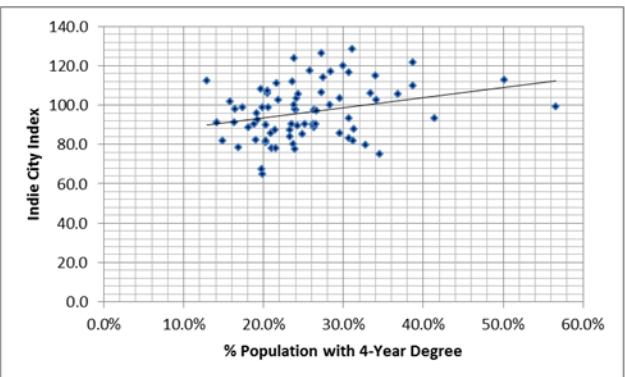
Attractiveness Measures

Education Measures

Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

CORRELATION SCATTER PLOTS
183 METROPOLITAN AREAS FROM 50,000 TO 250,000 POPULATION
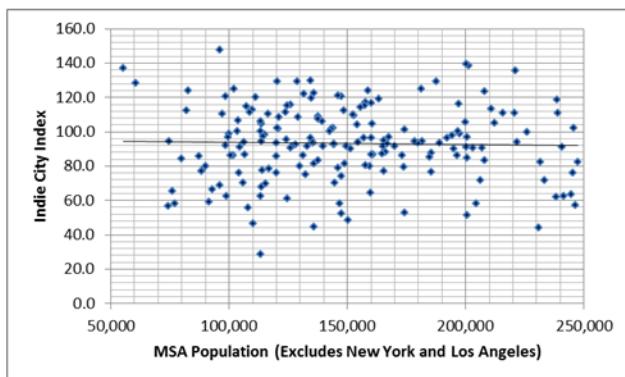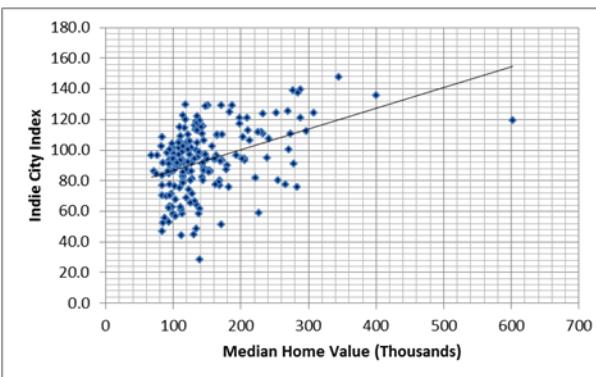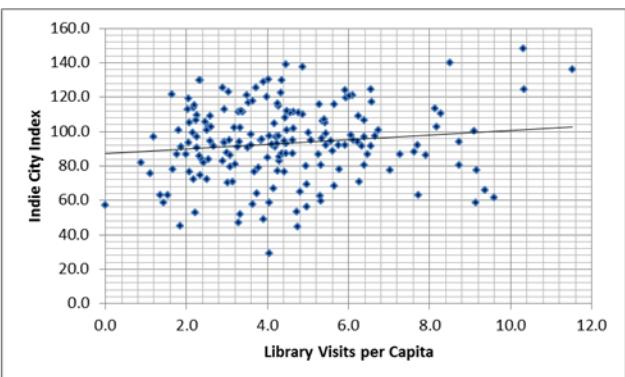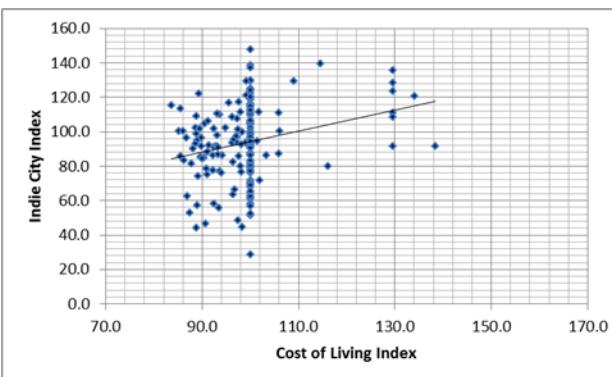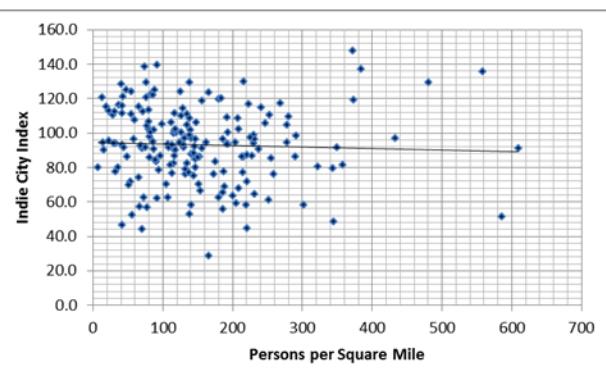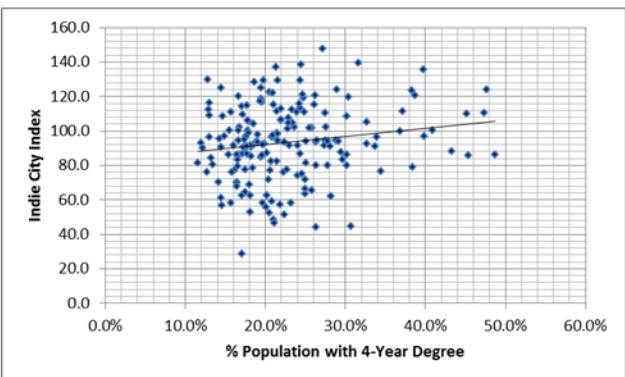
Sources: American Community Survey, Kiplinger's, Institute of Museum and Library Sciences, Civic Economics

Source Material

INCLUDED RETAIL SECTORS BY NAICS CODE

North American Industry Classification System (NAICS) Retail Trade Codes 44-45

NAICS	Lines of Goods	NAICS	Lines of Goods
442110	Furniture Stores	448120	Women's Clothing Stores
442210	Floor Covering Stores	448130	Children's and Infants' Clothing Stores
442291	Window Treatment Stores	448140	Family Clothing Stores
442299	All Other Home Furnishings Stores	448150	Clothing Accessories Stores
443111	Household Appliance Stores	448190	Other Clothing Stores
443112	Radio, Television, and Other Electronics Stores	448210	Shoe Stores
443120	Computer and Software Stores	448310	Jewelry Stores
443130	Camera and Photographic Supplies Stores	448320	Luggage and Leather Goods Stores
444110	Home Centers	451110	Sporting Goods Stores
444120	Paint and Wallpaper Stores	451120	Hobby, Toy, and Game Stores
444130	Hardware Stores	451130	Sewing, Needlework, and Piece Goods Stores
444190	Other Building Material Dealers	451140	Musical Instrument and Supplies Stores
444210	Outdoor Power Equipment Stores	451211	Book Stores
444220	Nursery, Garden Center, and Farm Supply Stores	451212	News Dealers and Newsstands
445120	Convenience Stores	451220	Prerecorded Tape, Compact Disc, and Record Stores
445210	Meat Markets	452111	Department Stores (except Discount Department Stores)
445220	Fish and Seafood Markets	452112	Discount Department Stores
445230	Fruit and Vegetable Markets	452910	Warehouse Clubs and Supercenters
445291	Baked Goods Stores	452990	All Other General Merchandise Stores
445292	Confectionery and Nut Stores	453110	Florists
445299	All Other Specialty Food Stores	453210	Office Supplies and Stationery Stores
445310	Beer, Wine, and Liquor Stores	453220	Gift, Novelty, and Souvenir Stores
446110	Pharmacies and Drug Stores	453310	Used Merchandise Stores
446120	Cosmetics, Beauty Supplies, and Perfume Stores	453910	Pet and Pet Supplies Stores
446130	Optical Goods Stores	453920	Art Dealers
446191	Food (Health) Supplement Stores	453930	Manufactured (Mobile) Home Dealers
446199	All Other Health and Personal Care Stores	453991	Tobacco Stores
448110	Men's Clothing Stores	453998	All Other Miscellaneous Store Retailers

Source: North American Industry Classification System

RETAIL CHAINS INCLUDED IN THE INDEX
Chains exceeding $1 Billion in estimated annual sales

Corporate Name	Corporate Name	Corporate Name
Wal-Mart Stores, Inc.	Dick's Sporting Goods, Inc.	Carter's, Inc.
CVS Caremark Corporation	RadioShack Corporation	J. Crew Group, Inc.
Costco Wholesale Corporation	Michaels Stores, Inc.	Genesco Inc.
The Home Depot, Inc.	Neiman Marcus, Inc.	hhgregg, Inc.
Target Corporation	Coach, Inc.	Pella Corp
Walgreen Company	Belk, Inc.	Retail Brand Alliance, Inc.
Medco Health Solutions Inc.	Collective Brands Inc.	The Dress Barn, Inc.
Best Buy Co., Inc.	Tractor Supply Company	Roll International Corp
Lowe's Companies, Inc.	Williams-Sonoma, Inc.	L. L. Bean, Inc.
Sears Holdings Corporation	The Bon-Ton Stores, Inc.	Stage Stores, Inc.
Rite Aid Corporation	Ace Hardware Corp	99 Cents Only Stores
Staples, Inc.	American Eagle Outfitters	Recreational Equipment, Inc.
Macy's, Inc.	Abercrombie & Fitch Co.	BioScrip Inc.
The TJX Companies, Inc.	Borders Group, Inc.	Building Materials Holding Corporation
J.C. Penney Company, Inc.	Tiffany & Co.	Pier 1 Imports, Inc.
Kohl's Corporation	Sally Beauty Holdings, Inc.	Beall's, Inc.
The Gap Inc.	Cabela's Incorporated	PriceSmart, Inc.
Office Depot, Inc.	Saks Incorporated	Ulta Salon Cosmetics & Fragrance
Circuit City Stores, Inc.	Follett Corporation	Stein Mart, Inc.
Toys "R" Us, Inc.	Fry's Electronics, Incorporated	Ritz Camera Centers, Inc.
BJ's Wholesale Club, Inc.	Aeropostale, Inc.	The Finish Line, Inc.
GameStop Corp.	Guess?, Inc.	Forever Living Products LLC
Limited Brands, Inc.	Charming Shoppes, Inc.	P.C. Richard & Son
Nordstrom, Inc.	PETCO Animal Supplies, Inc.	Sutherland Lumber Company
Bed Bath & Beyond Inc.	Jo-Ann Stores, Inc.	Micro Electronics, Inc.
Family Dollar Stores, Inc.	Urban Outfitters, Inc.	Gander Mountain Company
Menards Inc.	The Men's Wearhouse, Inc.	Marc Glassman, Inc.
OfficeMax Incorporated	PharMerica Corporation	Forever 21 Inc.
Ross Stores, Inc.	Academy Sports + Outdoors	Orgill, Inc.
Sherwin-Williams Company	AnnTaylor Stores Corp.	Coldwater Creek Inc.
Dillard's, Inc.	Fred's, Inc.	Pacific Sunwear of California, Inc.
Barnes & Noble, Inc.	Zale Corporation	The Gymboree Corporation
PetSmart, Inc.	Rooms To Go, Inc.	Boscov's Department Store, LLC
Dollar Tree, Inc.	Chico's FAS, Inc.	New York & Company, Inc.
Foot Locker, Inc.	Locke Supply Co	Marc Ecko Enterprises
Big Lots, Inc.	Children's Place Retail Stores, Inc.	

Source: OneSource

Methodology

The development of the Indie City Index proved to be a laborious and data-driven task. The goal was to identify those markets with the strongest independent retail sectors, but no dataset exists that would allow us to directly quantify independent retail sales. As a result, we chose to come at the question from the other side, looking at sales of major chain stores in each market. The idea is that by identifying a substantial portion of retail sales in each market attributable to the major chains, we would develop a gauge of chain store saturation. The flip side of that gauge, then, provides a strong indication of the relative market share of local, independent retailers.

The standard unit of study used here, the Metropolitan Statistical Area (MSA or Metro), is the Census Bureau's primary classification system for urbanized and suburbanized communities. Civic Economics used the 2007 list of MSAs throughout the study, though it has changed slightly since that date.

Data Sources

This analysis is built upon three primary data sources:

- The United States Census Bureau provided both population estimates and the regional divisions employed in this study.
- Nielsen Claritas SiteReports provided estimates for total retail sales by sector for every American Metropolitan Area. Claritas is the industry standard provider of sales and demographic data to the retail industry and related disciplines. Civic Economics has long experience with Claritas data.
- OneSource provided a complete listing of business locations and estimated sales for every chain included in developing the Index. Further discussion of that data and our approach to utilizing it is provided below.

Sectors and Retailers Included

The Index includes every retail sector except automotive businesses and grocery stores. Automotive businesses were excluded from the dataset primarily to remove the tremendous sales volumes of car dealers which are, in the vast majority of cases, a franchise type of firm. Fuel retailers present similar characteristics. The exclusion of grocery stores was a more difficult determination. While national brands like Kroger and Safeway are easily identified, virtually every community in the nation is served as well by regional chains. In Texas markets, for example, San Antonio's H. E. Butt (HEB) controls substantial market share and a determination was made that it would not be fair to include them as a chain business while not including the many regional grocery chains that fall under $1 billion in sales. By removing grocery stores from the dataset, we avoided the need for highly subjective determinations of degrees of locality for chains like HEB.

The next step was to identify retailers for inclusion in the dataset. Civic Economics used OneSource Business Browser to identify every American retail corporation with estimated annual sales of $1 Billion or more. A complete listing of included retailers is included in the Data Appendix. This provided a total of 107 parent company, many of which operate multiple chain brands, ranging in size from Wal-Mart Stores to Marc Ecko. The OneSource database includes a total of 122,794 store locations operated by these corporations.

Locations, Sales, and Accuracy

The OneSource database provided the core of our analysis. It provides a remarkably accurate list of retail locations and estimates sales at each and every location, the two attributes of interest to us in this study. However, given the magnitude of the task, it is unsurprising that the OneSource data contains errors and anomalies.   In order to address those issues, Civic Economics undertook to review and clean the dataset in order to prevent incorrect data from skewing the Index values. For every retailer included, we performed the following tasks:

1. Location Review: Civic Economics scanned the dataset to identify business locations that are not customer-serving retail outlets. This review removed from the analysis hundreds of locations that serve corporate or distribution functions. Often these locations were identifiable by unusual names, addresses, or outlier sales estimates.
   a. We removed countless locations from the database that clearly served non-retail purposes. In addition, we merged into a single location those operations that function as a single store with multiple brands within. This included shops like Best Buy and its Magnolia store within a store, or Wal-Mart's various optical, wireless, and pharmacy departments.
   b. In thousands of cases, Civic Economics looked at maps, aerial photos, and street views from both Google and Bing to determine the type of business at a given location. Though labor intensive, this review ensured that the core database of the Index provided accurate business location data and avoided skewing results by counting business offices and distribution centers in our calculations.
2. Revenue Review: The OneSource Business Browser is designed primarily for marketing purposes. Therefore, a revenue estimate for every business location in the nation is provided, but the specific revenue number may matters less to marketers than a general understanding of the scale of the operation. Moreover, OneSource formulates revenue estimates based on proprietary methods to which we are not privileged. Thus, for each included retailer, Civic Economics performed a check of these reasonableness of these estimates.
   a. For each chain, we compared OneSource estimates of total sales to other sources. Where total sales were too high or too low and where a definitive alternative total was available, OneSource estimates were adjusted up or down in proportion to the difference. Within each chain, we looked for outlier revenue estimates at both ends.
   b. In some cases, the upper or lower revenue estimates were beyond reasonable. In those unusual cases, we performed a flattening of revenues to more accurately reflect what we know of the industry and of the relevant chain. For this flattening,

we identified locations that met one of two criteria: estimated sales more than three times greater than the chain's average store sales, or less than 1/3 average store sales. In these cases, quite rare at the upper end but more common at the lower, we applied a ceiling or floor for estimated revenues. As a result, in those chains subjected to this flattening, the most successful outlets are estimated to achieve sales three times the corporate average the least successful are estimated to achieve sales 1/3 of the corporate average.

Upon completion of this data cleaning, Civic Economics placed all remaining locations into a database using Microsoft Access and procured geocoding services to map ever location to a specific latitude and longitude. This geocoding process allowed every location to be mapped to a specific location and assigned accurately to specific jurisdictions.

A Measure of Chain Store Saturation

All of these locations and sales estimates above were combined at the Metropolitan level to calculate total sales achieved by the largest chains in each. The next step was to procure from Neilsen Claritas an estimate of sales in each MSA for the retail sectors included in the study. Together, they provide a measure of chain store saturation based on the prevalence and success of the major chains relative to the total sales available in the market area.

In the average case, estimated sales at the major chains represent 45.1% of all sales in the included sectors. At the high end, they represent less than 20%, and at the low end more than 80%. This range was roughly in line with our expectations based on years of study of retail economics around the nation. Moreover, the preponderance of smaller MSAs at the high and low ends also met our expectations, as the presence or absence of just one or two supercenter retailers can have a substantial impact on the composition of the local retail market.

Indexing the Markets

The final step was to index the flipside of that measure of chain store saturation to assign higher scores to those MSAs with the lowest saturation and, thus, the highest proportion of local sales available to be captured by independent retailers. The Indie City Index is based on a hypothetical value of 100, representing an MSA with a proportion of major chain sales that exactly matches that proportion of all sales nationwide, including non-metropolitan counties.

As a final reality check on the numbers, Civic Economics had considered in advance particular communities we know well and expected to appear near the top, at the middle, or near the bottom of this measure. While there are some surprises in the final Index, we were reassured to find those particular communities falling about where we expected.

About the American Booksellers Association

Founded in 1900, the American Booksellers Association is a not-for-profit trade organization devoted to meeting the needs of its core members -- independently owned bookstores with storefront locations -- through education, information dissemination, business products and services, and advocacy. ABA exists to protect and promote the interests of independent retail book businesses, as well as to protect the First Amendment rights of every American. The association actively supports free speech, literacy, and programs that support local and independent retail shops. A board of nine booksellers, representing thousands of members, governs the Association. ABA is headquartered in Tarrytown, New York.

To learn more, please visit us online at *www.BookWeb.org*.

About Civic Economics

Civic Economics is an economic analysis and strategic planning consultancy with offices in Austin and Chicago. Since its founding in 2002, the firm has developed a diverse practice, covering a wide range of subjects from coast to coast. The firm has won prestigious national and regional awards for its work.

Civic Economics has developed a notable practice niche in the economics of retail and service provision. In a series of studies dating to 2002, we have quantified the economic and community development benefits of a healthy independent retail sector, providing the intellectual underpinnings for a growing "shop local" movement. Our retail work has been the subject of countless media reports in publications and appears in more than 20 book length works on community and economic development, sociology, and urban design.

To learn more, please visit us online at *www.CivicEconomics.com*.

For more information:

Download study documents at:

www.IndieCityIndex.com

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The
Indie City Index
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