



Retail MarketPlace Profile

3883 Burbank Rd, Wooster, Ohio, 44691
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.84660
Longitude: -81.94447

Summary Demographics

2017 Population	2,248
2017 Households	1,056
2017 Median Disposable Income	\$50,420
2017 Per Capita Income	\$36,041

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$40,565,409	\$242,917,995	-\$202,352,586	-71.4	86
Total Retail Trade	44-45	\$36,741,433	\$217,644,312	-\$180,902,879	-71.1	62
Total Food & Drink	722	\$3,823,976	\$25,273,684	-\$21,449,708	-73.7	24

Industry Group

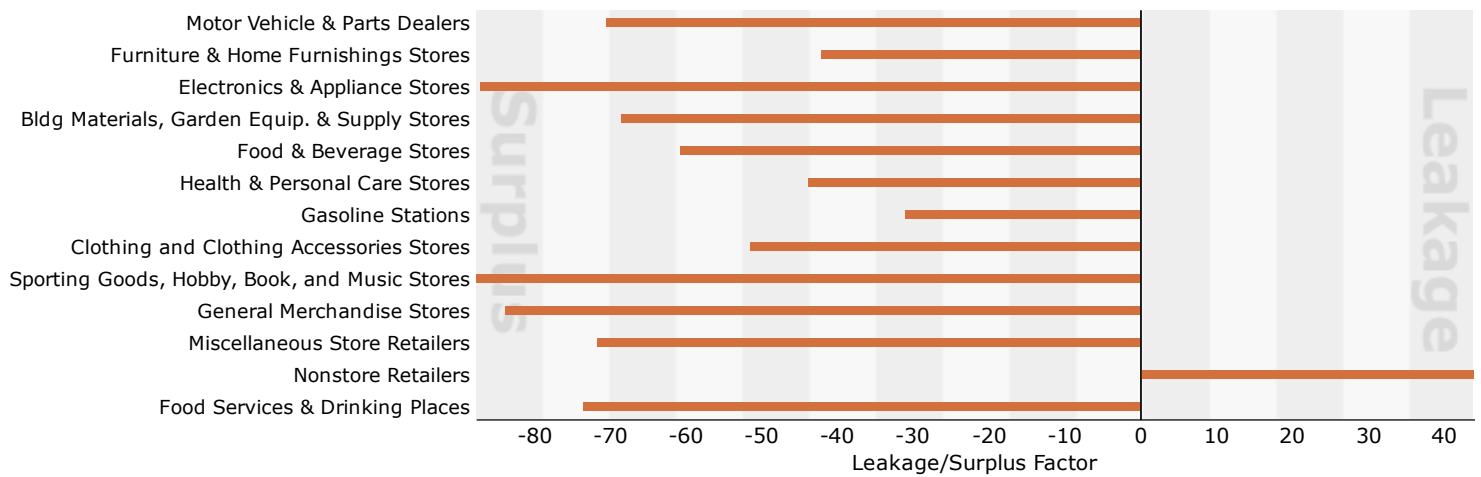
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,913,100	\$45,915,077	-\$38,001,977	-70.6	7
Automobile Dealers	4411	\$6,366,112	\$42,572,224	-\$36,206,112	-74.0	4
Other Motor Vehicle Dealers	4412	\$748,687	\$1,127,201	-\$378,514	-20.2	1
Auto Parts, Accessories & Tire Stores	4413	\$798,301	\$2,215,652	-\$1,417,351	-47.0	2
Furniture & Home Furnishings Stores	442	\$1,086,051	\$2,668,779	-\$1,582,728	-42.2	3
Furniture Stores	4421	\$649,961	\$1,482,626	-\$832,665	-39.0	3
Home Furnishings Stores	4422	\$436,090	\$1,186,153	-\$750,063	-46.2	1
Electronics & Appliance Stores	443	\$1,146,760	\$16,813,119	-\$15,666,359	-87.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,763,696	\$14,866,809	-\$12,103,113	-68.6	4
Bldg Material & Supplies Dealers	4441	\$2,527,069	\$14,658,924	-\$12,131,855	-70.6	3
Lawn & Garden Equip & Supply Stores	4442	\$236,627	\$207,886	\$28,741	6.5	1
Food & Beverage Stores	445	\$6,298,010	\$25,834,712	-\$19,536,702	-60.8	6
Grocery Stores	4451	\$5,665,421	\$23,116,855	-\$17,451,434	-60.6	1
Specialty Food Stores	4452	\$354,188	\$1,621,984	-\$1,267,796	-64.2	4
Beer, Wine & Liquor Stores	4453	\$278,402	\$1,095,874	-\$817,472	-59.5	1
Health & Personal Care Stores	446,4461	\$2,787,595	\$7,153,898	-\$4,366,303	-43.9	7
Gasoline Stations	447,4471	\$4,067,592	\$7,736,881	-\$3,669,289	-31.1	1
Clothing & Clothing Accessories Stores	448	\$1,685,949	\$5,270,427	-\$3,584,478	-51.5	8
Clothing Stores	4481	\$1,086,719	\$2,205,323	-\$1,118,604	-34.0	3
Shoe Stores	4482	\$239,402	\$1,241,974	-\$1,002,572	-67.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$359,828	\$1,823,131	-\$1,463,303	-67.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$817,245	\$12,449,520	-\$11,632,275	-87.7	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$680,624	\$12,449,520	-\$11,768,896	-89.6	7
Book, Periodical & Music Stores	4512	\$136,621	\$0	\$136,621	100.0	0
General Merchandise Stores	452	\$6,035,806	\$69,232,022	-\$63,196,216	-84.0	5
Department Stores Excluding Leased Depts.	4521	\$4,196,846	\$68,047,547	-\$63,850,701	-88.4	3
Other General Merchandise Stores	4529	\$1,838,959	\$1,184,475	\$654,484	21.6	1
Miscellaneous Store Retailers	453	\$1,556,228	\$9,476,851	-\$7,920,623	-71.8	10
Florists	4531	\$77,006	\$0	\$77,006	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$332,185	\$3,804,836	-\$3,472,651	-83.9	3
Used Merchandise Stores	4533	\$211,638	\$1,441,573	-\$1,229,935	-74.4	2
Other Miscellaneous Store Retailers	4539	\$935,399	\$4,175,128	-\$3,239,729	-63.4	4
Nonstore Retailers	454	\$583,402	\$226,215	\$357,187	44.1	1
Electronic Shopping & Mail-Order Houses	4541	\$358,994	\$0	\$358,994	100.0	0
Vending Machine Operators	4542	\$55,143	\$0	\$55,143	100.0	0
Direct Selling Establishments	4543	\$169,265	\$226,215	-\$56,950	-14.4	1
Food Services & Drinking Places	722	\$3,823,976	\$25,273,684	-\$21,449,708	-73.7	24
Special Food Services	7223	\$107,747	\$372,823	-\$265,076	-55.2	1
Drinking Places - Alcoholic Beverages	7224	\$141,245	\$0	\$141,245	100.0	0
Restaurants/Other Eating Places	7225	\$3,574,984	\$24,900,861	-\$21,325,877	-74.9	23

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

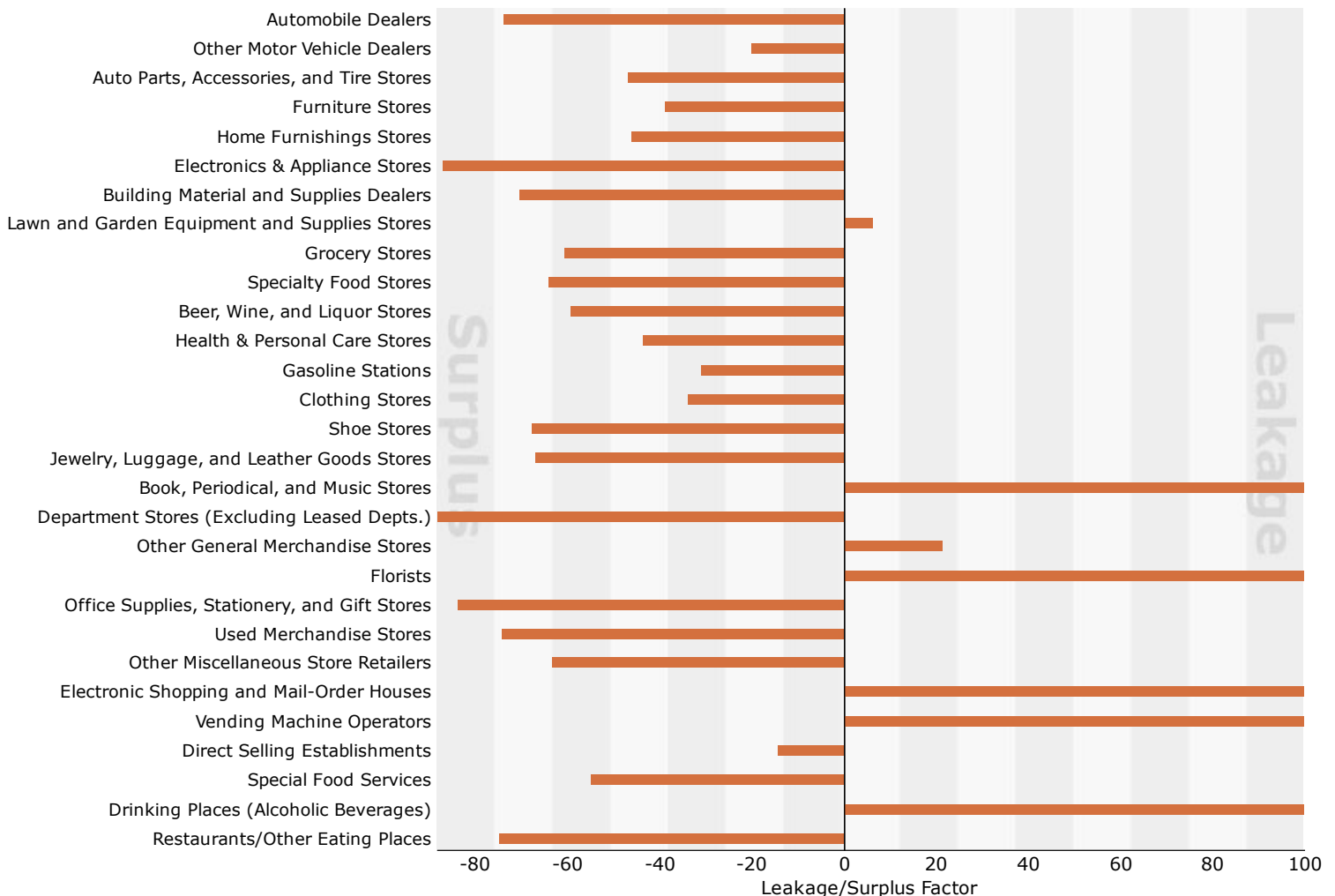
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June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3883 Burbank Rd, Wooster, Ohio, 44691
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.84660
Longitude: -81.94447

Summary Demographics

2017 Population	24,400
2017 Households	10,097
2017 Median Disposable Income	\$43,105
2017 Per Capita Income	\$30,149

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$345,624,580	\$432,045,063	-\$86,420,483	-11.1	186
Total Retail Trade	44-45	\$312,844,450	\$389,156,867	-\$76,312,417	-10.9	139
Total Food & Drink	722	\$32,780,130	\$42,888,196	-\$10,108,066	-13.4	47

Industry Group

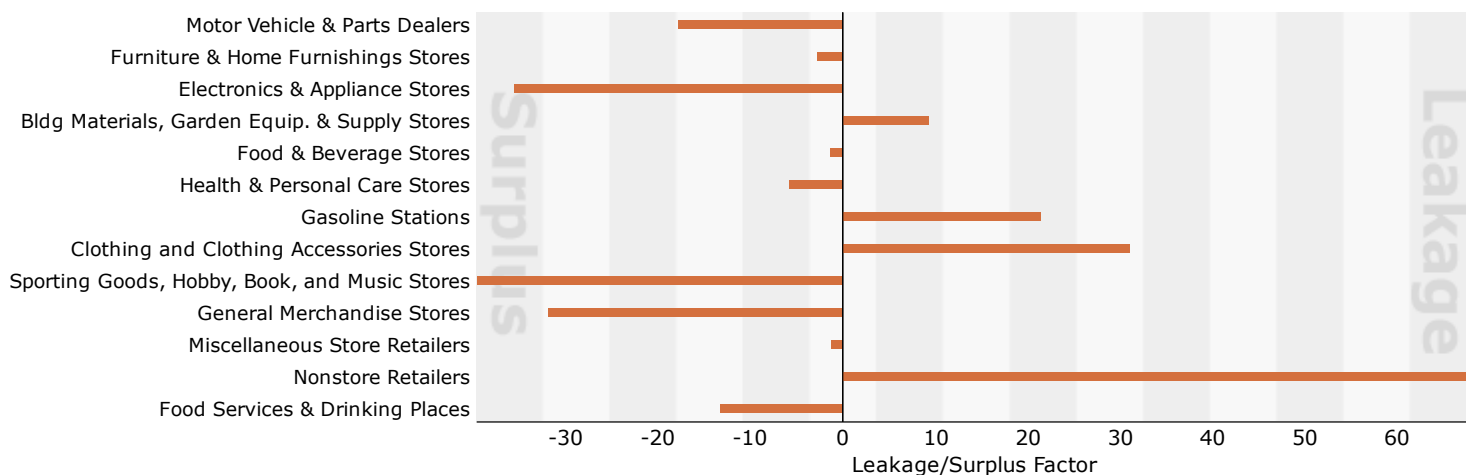
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$67,096,547	\$96,257,396	-\$29,160,849	-17.9	17
Automobile Dealers	4411	\$54,066,358	\$87,838,395	-\$33,772,037	-23.8	10
Other Motor Vehicle Dealers	4412	\$6,270,019	\$4,163,199	\$2,106,820	20.2	3
Auto Parts, Accessories & Tire Stores	4413	\$6,760,170	\$4,255,802	\$2,504,368	22.7	4
Furniture & Home Furnishings Stores	442	\$9,188,617	\$9,747,083	-\$558,466	-2.9	9
Furniture Stores	4421	\$5,611,899	\$4,002,290	\$1,609,609	16.7	7
Home Furnishings Stores	4422	\$3,576,718	\$5,744,792	-\$2,168,074	-23.3	2
Electronics & Appliance Stores	443	\$9,819,455	\$20,735,940	-\$10,916,485	-35.7	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,272,995	\$18,454,418	\$3,818,577	9.4	6
Bldg Material & Supplies Dealers	4441	\$20,382,111	\$18,038,647	\$2,343,464	6.1	4
Lawn & Garden Equip & Supply Stores	4442	\$1,890,883	\$415,771	\$1,475,112	64.0	2
Food & Beverage Stores	445	\$54,412,549	\$56,049,684	-\$1,637,135	-1.5	19
Grocery Stores	4451	\$48,947,067	\$46,419,980	\$2,527,087	2.6	5
Specialty Food Stores	4452	\$3,072,824	\$2,900,794	\$172,030	2.9	7
Beer, Wine & Liquor Stores	4453	\$2,392,657	\$6,728,911	-\$4,336,254	-47.5	6
Health & Personal Care Stores	446,4461	\$23,578,273	\$26,531,804	-\$2,953,531	-5.9	17
Gasoline Stations	447,4471	\$35,113,643	\$22,628,516	\$12,485,127	21.6	4
Clothing & Clothing Accessories Stores	448	\$14,400,381	\$7,573,742	\$6,826,639	31.1	15
Clothing Stores	4481	\$9,317,519	\$3,026,039	\$6,291,480	51.0	6
Shoe Stores	4482	\$2,057,880	\$1,466,219	\$591,661	16.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,024,981	\$3,081,483	-\$56,502	-0.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$6,980,754	\$16,169,837	-\$9,189,083	-39.7	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,779,322	\$15,125,838	-\$9,346,516	-44.7	10
Book, Periodical & Music Stores	4512	\$1,201,432	\$1,043,999	\$157,433	7.0	2
General Merchandise Stores	452	\$51,779,890	\$100,399,520	-\$48,619,630	-31.9	10
Department Stores Excluding Leased Depts.	4521	\$35,937,008	\$93,423,869	-\$57,486,861	-44.4	5
Other General Merchandise Stores	4529	\$15,842,882	\$6,975,651	\$8,867,231	38.9	5
Miscellaneous Store Retailers	453	\$13,336,469	\$13,697,335	-\$360,866	-1.3	20
Florists	4531	\$610,279	\$306,467	\$303,812	33.1	2
Office Supplies, Stationery & Gift Stores	4532	\$2,824,149	\$5,624,917	-\$2,800,768	-33.1	6
Used Merchandise Stores	4533	\$1,838,913	\$2,331,968	-\$493,055	-11.8	6
Other Miscellaneous Store Retailers	4539	\$8,063,129	\$5,433,984	\$2,629,145	19.5	7
Nonstore Retailers	454	\$4,864,877	\$911,592	\$3,953,285	68.4	2
Electronic Shopping & Mail-Order Houses	4541	\$3,037,594	\$0	\$3,037,594	100.0	0
Vending Machine Operators	4542	\$473,217	\$0	\$473,217	100.0	0
Direct Selling Establishments	4543	\$1,354,066	\$911,592	\$442,474	19.5	2
Food Services & Drinking Places	722	\$32,780,130	\$42,888,196	-\$10,108,066	-13.4	47
Special Food Services	7223	\$906,589	\$1,204,587	-\$297,998	-14.1	2
Drinking Places - Alcoholic Beverages	7224	\$1,207,966	\$122,482	\$1,085,484	81.6	1
Restaurants/Other Eating Places	7225	\$30,665,574	\$41,561,127	-\$10,895,553	-15.1	44

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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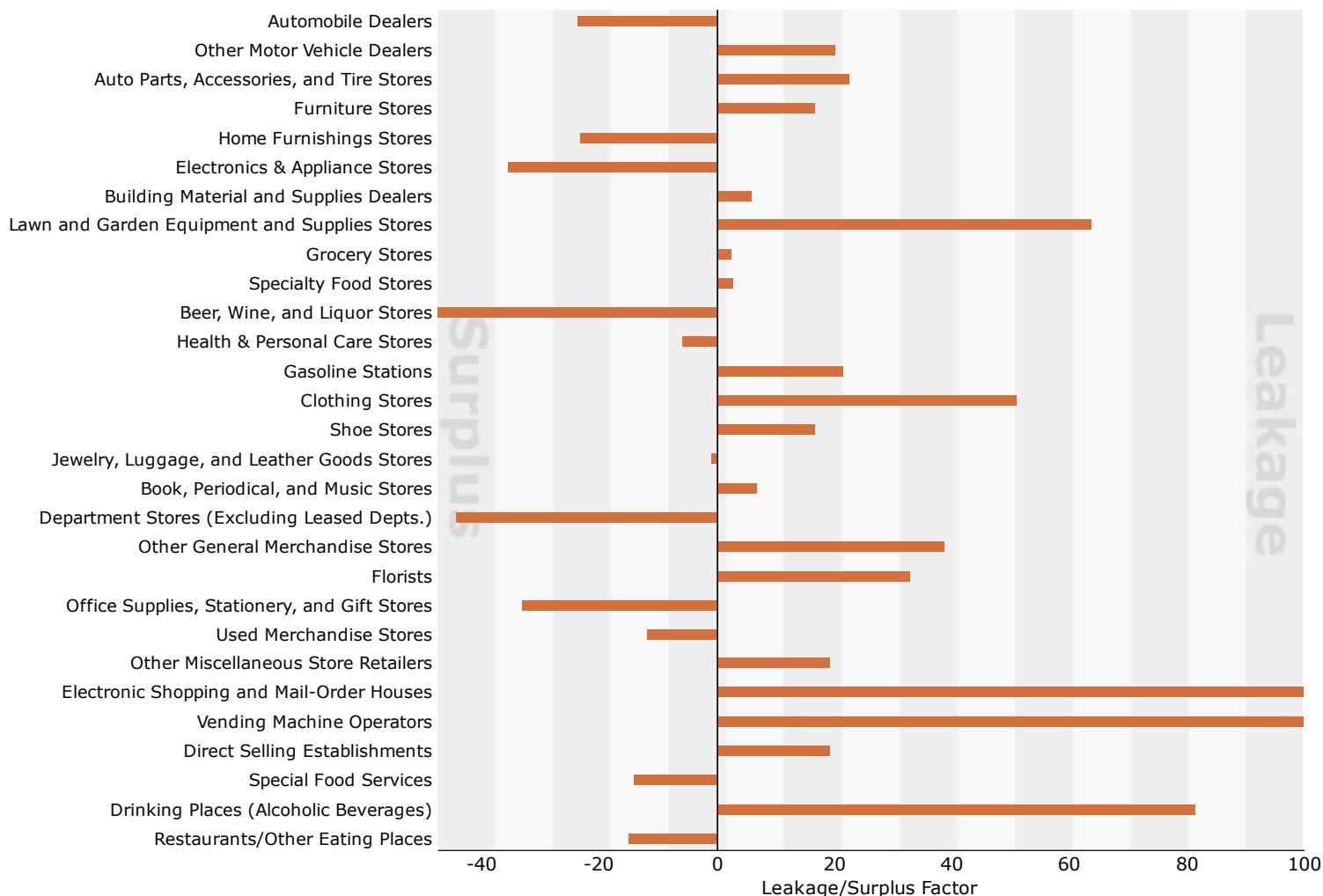
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June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3883 Burbank Rd, Wooster, Ohio, 44691
Ring: 5 mile radius

Prepared by Esri
Latitude: 40.84660
Longitude: -81.94447

Summary Demographics

2017 Population	36,304
2017 Households	14,784
2017 Median Disposable Income	\$41,071
2017 Per Capita Income	\$27,671

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$476,421,082	\$609,058,391	-\$132,637,309	-12.2	360
Total Retail Trade	44-45	\$431,501,745	\$535,698,874	-\$104,197,129	-10.8	263
Total Food & Drink	722	\$44,919,337	\$73,359,516	-\$28,440,179	-24.0	97

Industry Group

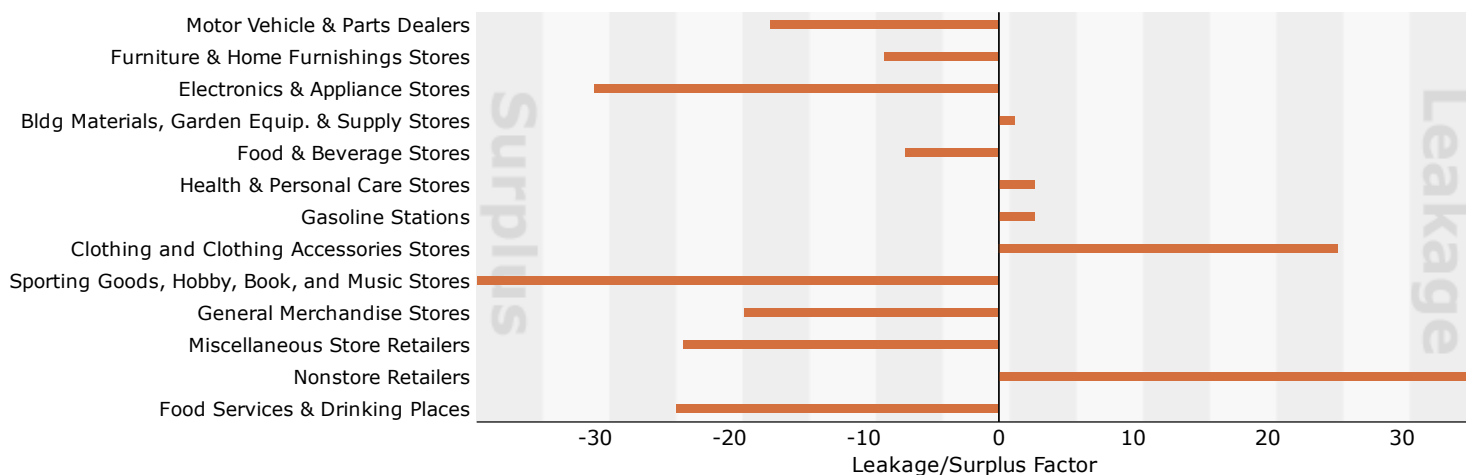
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$92,858,737	\$131,185,393	-\$38,326,656	-17.1	40
Automobile Dealers	4411	\$74,836,186	\$104,857,187	-\$30,021,001	-16.7	14
Other Motor Vehicle Dealers	4412	\$8,728,906	\$4,537,668	\$4,191,238	31.6	4
Auto Parts, Accessories & Tire Stores	4413	\$9,293,645	\$21,790,538	-\$12,496,893	-40.2	22
Furniture & Home Furnishings Stores	442	\$12,584,083	\$14,959,979	-\$2,375,896	-8.6	15
Furniture Stores	4421	\$7,695,099	\$6,864,172	\$830,927	5.7	11
Home Furnishings Stores	4422	\$4,888,984	\$8,095,806	-\$3,206,822	-24.7	4
Electronics & Appliance Stores	443	\$13,434,504	\$25,001,556	-\$11,567,052	-30.1	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,767,528	\$30,028,735	\$738,793	1.2	17
Bldg Material & Supplies Dealers	4441	\$28,128,649	\$28,978,021	-\$849,372	-1.5	13
Lawn & Garden Equip & Supply Stores	4442	\$2,638,879	\$1,050,713	\$1,588,166	43.0	4
Food & Beverage Stores	445	\$75,091,887	\$86,340,171	-\$11,248,284	-7.0	34
Grocery Stores	4451	\$67,559,954	\$71,468,456	-\$3,908,502	-2.8	14
Specialty Food Stores	4452	\$4,244,636	\$4,180,245	\$64,391	0.8	11
Beer, Wine & Liquor Stores	4453	\$3,287,297	\$10,691,471	-\$7,404,174	-53.0	10
Health & Personal Care Stores	446,4461	\$32,437,290	\$30,714,653	\$1,722,637	2.7	20
Gasoline Stations	447,4471	\$48,607,369	\$46,051,304	\$2,556,065	2.7	12
Clothing & Clothing Accessories Stores	448	\$19,669,447	\$11,732,407	\$7,937,040	25.3	25
Clothing Stores	4481	\$12,768,348	\$5,583,844	\$7,184,504	39.1	12
Shoe Stores	4482	\$2,823,617	\$1,832,774	\$990,843	21.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$4,077,482	\$4,315,789	-\$238,307	-2.8	9
Sporting Goods, Hobby, Book & Music Stores	451	\$9,600,747	\$21,824,827	-\$12,224,080	-38.9	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,947,701	\$18,690,980	-\$10,743,279	-40.3	19
Book, Periodical & Music Stores	4512	\$1,653,046	\$3,133,847	-\$1,480,801	-30.9	7
General Merchandise Stores	452	\$71,282,969	\$104,775,238	-\$33,492,269	-19.0	14
Department Stores Excluding Leased Depts.	4521	\$49,407,925	\$95,818,387	-\$46,410,462	-32.0	6
Other General Merchandise Stores	4529	\$21,875,043	\$8,956,851	\$12,918,192	41.9	8
Miscellaneous Store Retailers	453	\$18,451,559	\$29,877,719	-\$11,426,160	-23.6	45
Florists	4531	\$837,726	\$679,991	\$157,735	10.4	5
Office Supplies, Stationery & Gift Stores	4532	\$3,866,430	\$7,636,686	-\$3,770,256	-32.8	10
Used Merchandise Stores	4533	\$2,525,344	\$4,818,384	-\$2,293,040	-31.2	15
Other Miscellaneous Store Retailers	4539	\$11,222,059	\$16,742,658	-\$5,520,599	-19.7	16
Nonstore Retailers	454	\$6,715,626	\$3,206,894	\$3,508,732	35.4	5
Electronic Shopping & Mail-Order Houses	4541	\$4,168,751	\$2,243,638	\$1,925,113	30.0	3
Vending Machine Operators	4542	\$652,377	\$0	\$652,377	100.0	0
Direct Selling Establishments	4543	\$1,894,497	\$963,256	\$931,241	32.6	2
Food Services & Drinking Places	722	\$44,919,337	\$73,359,516	-\$28,440,179	-24.0	97
Special Food Services	7223	\$1,261,821	\$1,481,798	-\$219,977	-8.0	4
Drinking Places - Alcoholic Beverages	7224	\$1,650,079	\$122,482	\$1,527,597	86.2	1
Restaurants/Other Eating Places	7225	\$42,007,436	\$71,755,236	-\$29,747,800	-26.1	92

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

