



Retail MarketPlace Profile

3639 N OH-741, Lebanon, Ohio, 45036
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.49397
Longitude: -84.24794

Summary Demographics

2016 Population	1,110
2016 Households	375
2016 Median Disposable Income	\$68,282
2016 Per Capita Income	\$37,807

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	\$21,256,898	\$4,538,442	\$16,718,456	64.8	4
Total Retail Trade	44-45	\$19,249,284	\$4,321,221	\$14,928,063	63.3	3
Total Food & Drink	722	\$2,007,613	\$217,221	\$1,790,392	80.5	0

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,428,173	\$0	\$4,428,173	100.0	0
Automobile Dealers	4411	\$3,652,105	\$0	\$3,652,105	100.0	0
Other Motor Vehicle Dealers	4412	\$426,850	\$0	\$426,850	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$349,218	\$0	\$349,218	100.0	0
Furniture & Home Furnishings Stores	442	\$530,941	\$0	\$530,941	100.0	0
Furniture Stores	4421	\$327,951	\$0	\$327,951	100.0	0
Home Furnishings Stores	4422	\$202,990	\$0	\$202,990	100.0	0
Electronics & Appliance Stores	443	\$965,188	\$1,662,340	-\$697,152	-26.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,340,698	\$488,691	\$852,007	46.6	1
Bldg Material & Supplies Dealers	4441	\$1,214,565	\$0	\$1,214,565	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$126,134	\$411,947	-\$285,813	-53.1	1
Food & Beverage Stores	445	\$3,407,693	\$1,079,573	\$2,328,120	51.9	1
Grocery Stores	4451	\$3,018,413	\$1,079,573	\$1,938,840	47.3	1
Specialty Food Stores	4452	\$256,900	\$0	\$256,900	100.0	0
Beer, Wine & Liquor Stores	4453	\$132,380	\$0	\$132,380	100.0	0
Health & Personal Care Stores	446,4461	\$1,310,549	\$0	\$1,310,549	100.0	0
Gasoline Stations	447,4471	\$1,304,516	\$0	\$1,304,516	100.0	0
Clothing & Clothing Accessories Stores	448	\$823,507	\$0	\$823,507	100.0	0
Clothing Stores	4481	\$532,215	\$0	\$532,215	100.0	0
Shoe Stores	4482	\$110,405	\$0	\$110,405	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$180,887	\$0	\$180,887	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$408,817	\$0	\$408,817	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$333,459	\$0	\$333,459	100.0	0
Book, Periodical & Music Stores	4512	\$75,359	\$0	\$75,359	100.0	0
General Merchandise Stores	452	\$3,439,758	\$0	\$3,439,758	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,531,730	\$0	\$2,531,730	100.0	0
Other General Merchandise Stores	4529	\$908,028	\$0	\$908,028	100.0	0
Miscellaneous Store Retailers	453	\$913,612	\$0	\$913,612	100.0	0
Florists	4531	\$38,476	\$0	\$38,476	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$166,305	\$0	\$166,305	100.0	0
Used Merchandise Stores	4533	\$105,165	\$0	\$105,165	100.0	0
Other Miscellaneous Store Retailers	4539	\$603,665	\$0	\$603,665	100.0	0
Nonstore Retailers	454	\$375,832	\$0	\$375,832	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$208,911	\$0	\$208,911	100.0	0
Vending Machine Operators	4542	\$34,795	\$0	\$34,795	100.0	0
Direct Selling Establishments	4543	\$132,125	\$0	\$132,125	100.0	0
Food Services & Drinking Places	722	\$2,007,613	\$0	\$2,007,613	100.0	0
Special Food Services	7223	\$60,712	\$0	\$60,712	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$72,670	\$0	\$72,670	100.0	0
Restaurants/Other Eating Places	7225	\$1,874,232	\$0	\$1,874,232	100	0

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/data/esri_data/methodology-statements

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May 15, 2017

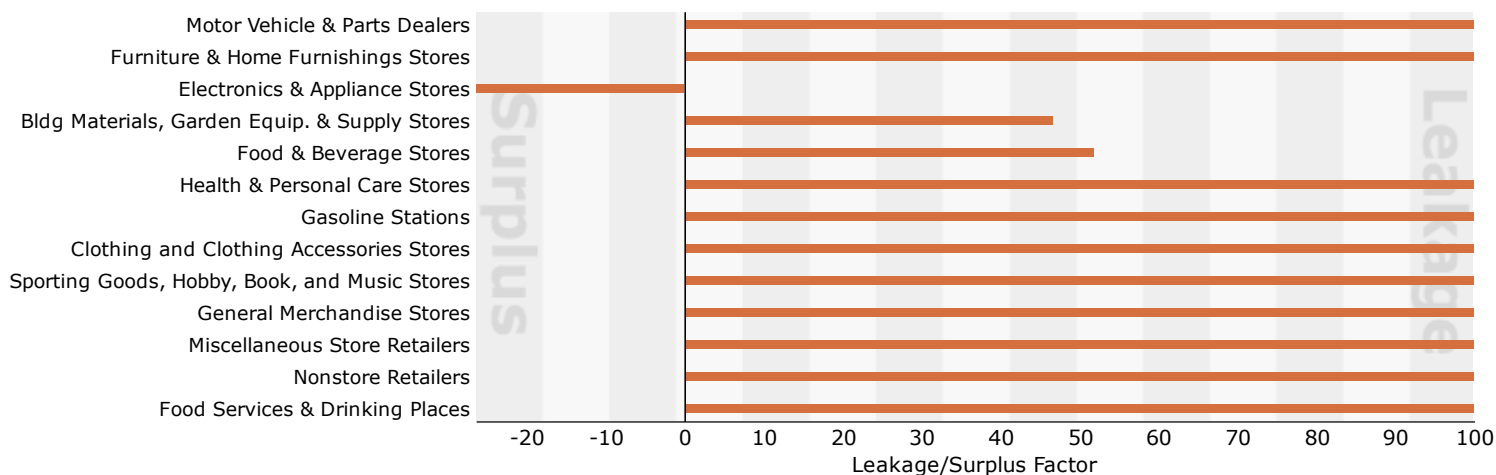


Retail MarketPlace Profile

3639 N OH-741, Lebanon, Ohio, 45036
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.49397
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

3639 N OH-741, Lebanon, Ohio, 45036
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.49397
Longitude: -84.24794

Summary Demographics

2016 Population	11,483
2016 Households	4,026
2016 Median Disposable Income	\$66,465
2016 Per Capita Income	\$36,070

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	\$214,383,455	\$27,168,924	\$187,214,531	77.5	18
Total Retail Trade	44-45	\$194,135,624	\$25,582,588	\$168,553,036	76.7	15
Total Food & Drink	722	\$20,247,832	\$1,586,336	\$18,661,496	85.5	3

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,975,039	\$2,887,087	\$42,087,952	87.9	1
Automobile Dealers	4411	\$37,114,947	\$0	\$37,114,947	100.0	0
Other Motor Vehicle Dealers	4412	\$4,352,333	\$1,282,982	\$3,069,351	54.5	1
Auto Parts, Accessories & Tire Stores	4413	\$3,507,759	\$0	\$3,507,759	100.0	0
Furniture & Home Furnishings Stores	442	\$5,350,439	\$422,660	\$4,927,779	85.4	1
Furniture Stores	4421	\$3,316,339	\$0	\$3,316,339	100.0	0
Home Furnishings Stores	4422	\$2,034,100	\$297,572	\$1,736,528	74.5	1
Electronics & Appliance Stores	443	\$9,747,297	\$5,012,904	\$4,734,393	32.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,312,469	\$1,668,759	\$11,643,710	77.7	3
Bldg Material & Supplies Dealers	4441	\$12,063,047	\$419,187	\$11,643,860	93.3	1
Lawn & Garden Equip & Supply Stores	4442	\$1,249,422	\$1,249,571	-\$149	0.0	3
Food & Beverage Stores	445	\$34,370,354	\$5,822,071	\$28,548,283	71.0	3
Grocery Stores	4451	\$30,455,010	\$5,822,071	\$24,632,939	67.9	3
Specialty Food Stores	4452	\$2,594,944	\$0	\$2,594,944	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,320,400	\$0	\$1,320,400	100.0	0
Health & Personal Care Stores	446,4461	\$13,161,365	\$1,605,509	\$11,555,856	78.3	1
Gasoline Stations	447,4471	\$13,286,094	\$0	\$13,286,094	100.0	0
Clothing & Clothing Accessories Stores	448	\$8,244,813	\$0	\$8,244,813	100.0	0
Clothing Stores	4481	\$5,342,187	\$0	\$5,342,187	100.0	0
Shoe Stores	4482	\$1,111,488	\$0	\$1,111,488	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,791,139	\$0	\$1,791,139	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,100,895	\$312,578	\$3,788,317	85.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,341,613	\$312,578	\$3,029,035	82.9	1
Book, Periodical & Music Stores	4512	\$759,282	\$0	\$759,282	100.0	0
General Merchandise Stores	452	\$34,661,273	\$0	\$34,661,273	100.0	0
Department Stores Excluding Leased Depts.	4521	\$25,488,371	\$0	\$25,488,371	100.0	0
Other General Merchandise Stores	4529	\$9,172,902	\$0	\$9,172,902	100.0	0
Miscellaneous Store Retailers	453	\$9,234,539	\$679,326	\$8,555,213	86.3	2
Florists	4531	\$386,663	\$0	\$386,663	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,672,851	\$107,990	\$1,564,861	87.9	1
Used Merchandise Stores	4533	\$1,056,504	\$548,394	\$508,110	31.7	1
Other Miscellaneous Store Retailers	4539	\$6,118,521	\$0	\$6,118,521	100.0	0
Nonstore Retailers	454	\$3,691,046	\$0	\$3,691,046	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,094,162	\$0	\$2,094,162	100.0	0
Vending Machine Operators	4542	\$350,318	\$0	\$350,318	100.0	0
Direct Selling Establishments	4543	\$1,246,566	\$0	\$1,246,566	100.0	0
Food Services & Drinking Places	722	\$20,247,832	\$1,586,336	\$18,661,496	85.5	3
Special Food Services	7223	\$603,939	\$0	\$603,939	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$722,016	\$0	\$722,016	100.0	0
Restaurants/Other Eating Places	7225	\$18,921,877	\$1,586,336	\$17,335,541	85	3

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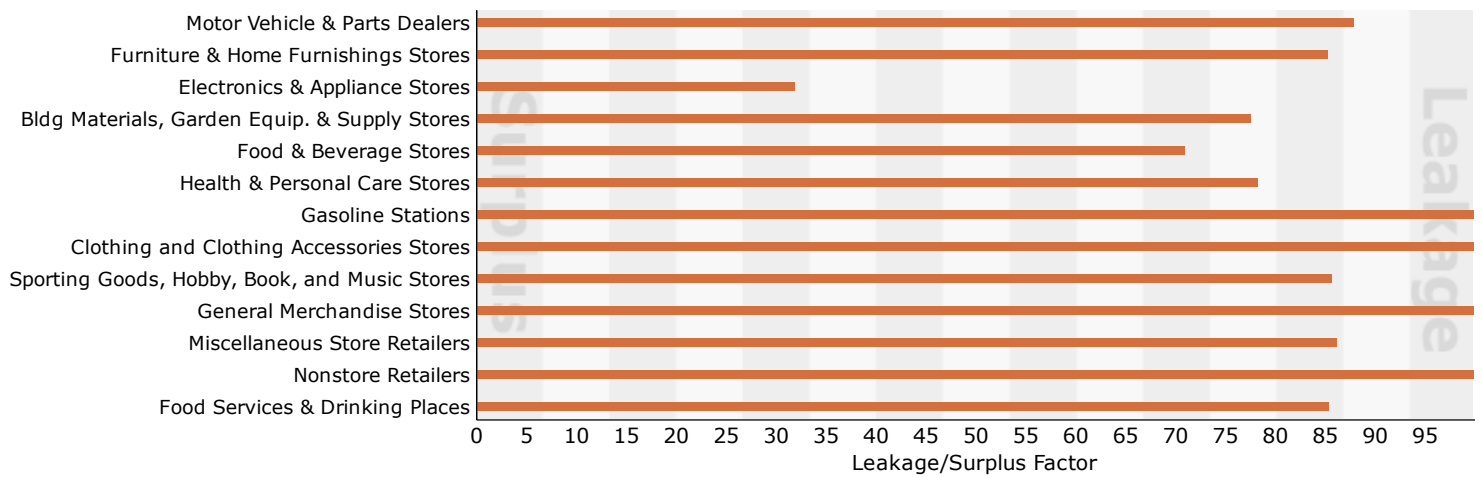


Retail MarketPlace Profile

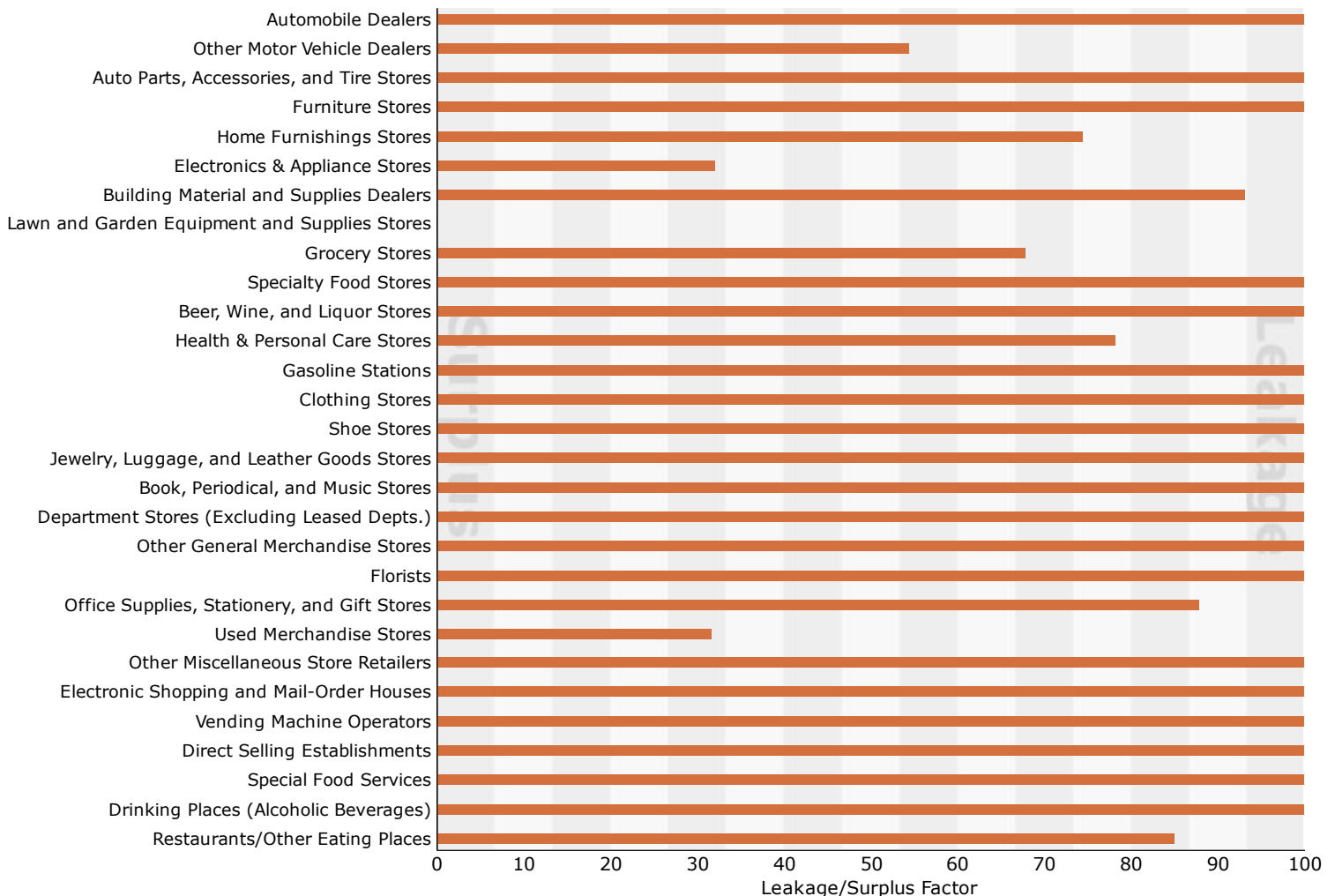
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

3639 N OH-741, Lebanon, Ohio, 45036
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.49397
Longitude: -84.24794

Summary Demographics

2016 Population	52,523
2016 Households	18,651
2016 Median Disposable Income	\$53,122
2016 Per Capita Income	\$30,443

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	\$828,783,077	\$1,028,326,473	-\$199,543,396	-10.7	377
Total Retail Trade	44-45	\$750,809,750	\$926,654,361	-\$175,844,611	-10.5	267
Total Food & Drink	722	\$77,973,327	\$101,672,112	-\$23,698,785	-13.2	110

Industry Group

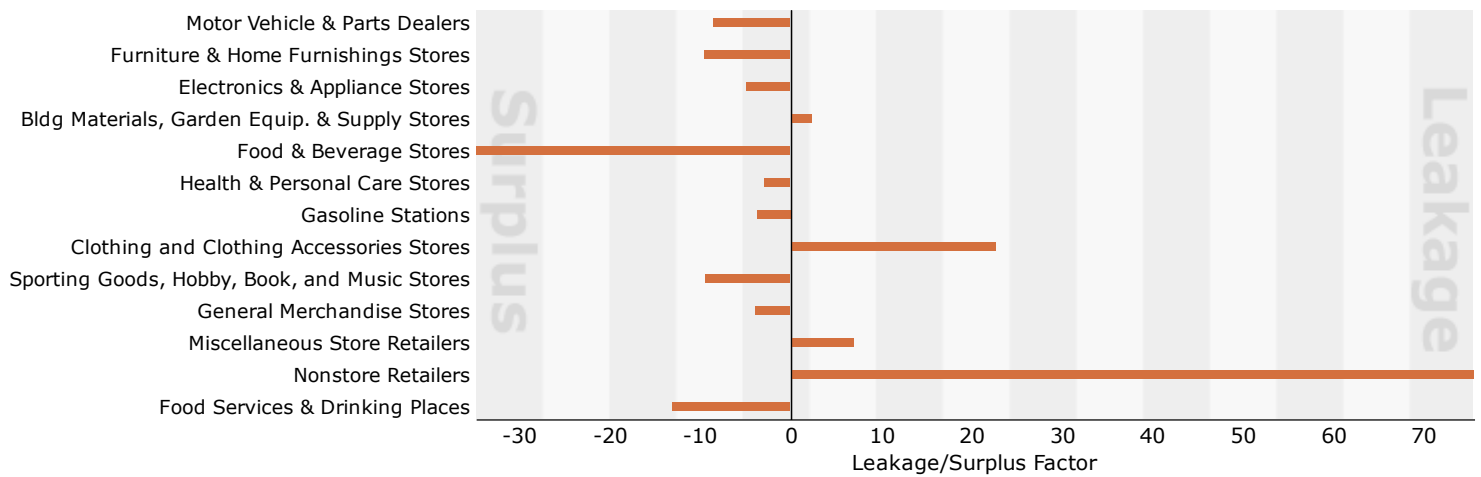
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$174,708,716	\$207,780,887	-\$33,072,171	-8.6	39
Automobile Dealers	4411	\$144,448,006	\$154,470,904	-\$10,022,898	-3.4	18
Other Motor Vehicle Dealers	4412	\$16,782,973	\$6,934,820	\$9,848,153	41.5	5
Auto Parts, Accessories & Tire Stores	4413	\$13,477,737	\$46,375,163	-\$32,897,426	-55.0	16
Furniture & Home Furnishings Stores	442	\$20,435,770	\$24,763,123	-\$4,327,353	-9.6	17
Furniture Stores	4421	\$12,839,456	\$9,385,806	\$3,453,650	15.5	9
Home Furnishings Stores	4422	\$7,596,315	\$15,377,317	-\$7,781,002	-33.9	8
Electronics & Appliance Stores	443	\$37,522,895	\$41,402,941	-\$3,880,046	-4.9	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,037,594	\$46,706,690	\$2,330,904	2.4	23
Bldg Material & Supplies Dealers	4441	\$44,391,866	\$44,942,773	-\$550,907	-0.6	19
Lawn & Garden Equip & Supply Stores	4442	\$4,645,727	\$1,763,917	\$2,881,810	45.0	4
Food & Beverage Stores	445	\$134,416,233	\$278,018,377	-\$143,602,144	-34.8	29
Grocery Stores	4451	\$119,132,486	\$267,975,083	-\$148,842,597	-38.4	20
Specialty Food Stores	4452	\$10,176,423	\$7,350,683	\$2,825,740	16.1	6
Beer, Wine & Liquor Stores	4453	\$5,107,325	\$2,692,611	\$2,414,714	31.0	3
Health & Personal Care Stores	446,4461	\$50,848,826	\$53,854,496	-\$3,005,670	-2.9	24
Gasoline Stations	447,4471	\$52,324,964	\$56,510,450	-\$4,185,486	-3.8	13
Clothing & Clothing Accessories Stores	448	\$31,658,420	\$19,898,714	\$11,759,706	22.8	27
Clothing Stores	4481	\$20,607,413	\$9,689,938	\$10,917,475	36.0	14
Shoe Stores	4482	\$4,303,325	\$4,120,201	\$183,124	2.2	4
Jewelry, Luggage & Leather Goods Stores	4483	\$6,747,682	\$6,088,575	\$659,107	5.1	10
Sporting Goods, Hobby, Book & Music Stores	451	\$15,723,226	\$19,029,804	-\$3,306,578	-9.5	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,780,430	\$17,348,610	-\$4,568,180	-15.2	15
Book, Periodical & Music Stores	4512	\$2,942,795	\$1,681,195	\$1,261,600	27.3	2
General Merchandise Stores	452	\$134,205,835	\$145,495,052	-\$11,289,217	-4.0	14
Department Stores Excluding Leased Depts.	4521	\$98,433,112	\$136,699,911	-\$38,266,799	-16.3	6
Other General Merchandise Stores	4529	\$35,772,723	\$8,795,140	\$26,977,583	60.5	8
Miscellaneous Store Retailers	453	\$36,082,157	\$31,273,364	\$4,808,793	7.1	43
Florists	4531	\$1,442,185	\$422,683	\$1,019,502	54.7	3
Office Supplies, Stationery & Gift Stores	4532	\$6,412,039	\$6,202,931	\$209,108	1.7	13
Used Merchandise Stores	4533	\$4,073,084	\$6,357,592	-\$2,284,508	-21.9	12
Other Miscellaneous Store Retailers	4539	\$24,154,849	\$18,290,158	\$5,864,691	13.8	14
Nonstore Retailers	454	\$13,845,115	\$1,920,464	\$11,924,651	75.6	2
Electronic Shopping & Mail-Order Houses	4541	\$8,009,234	\$1,103,781	\$6,905,453	75.8	1
Vending Machine Operators	4542	\$1,347,983	\$0	\$1,347,983	100.0	0
Direct Selling Establishments	4543	\$4,487,898	\$771,847	\$3,716,051	70.7	1
Food Services & Drinking Places	722	\$77,973,327	\$101,672,112	-\$23,698,785	-13.2	110
Special Food Services	7223	\$2,250,015	\$287,195	\$1,962,820	77.4	2
Drinking Places - Alcoholic Beverages	7224	\$2,745,727	\$3,834,930	-\$1,089,203	-16.6	5
Restaurants/Other Eating Places	7225	\$72,977,585	\$97,549,987	-\$24,572,402	-14	103

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

