



Retail MarketPlace Profile

2825 Progress Way, Wilmington, Ohio, 45177
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.45083
Longitude: -83.78149

Summary Demographics

2016 Population	12
2016 Households	4
2016 Median Disposable Income	\$35,000
2016 Per Capita Income	\$19,311

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	\$121,098	\$94,979,871	-\$94,858,773	-99.7	24
Total Retail Trade	44-45	\$110,903	\$86,019,697	-\$85,908,794	-99.7	16
Total Food & Drink	722	\$10,194	\$8,960,174	-\$8,949,980	-99.8	8

Industry Group

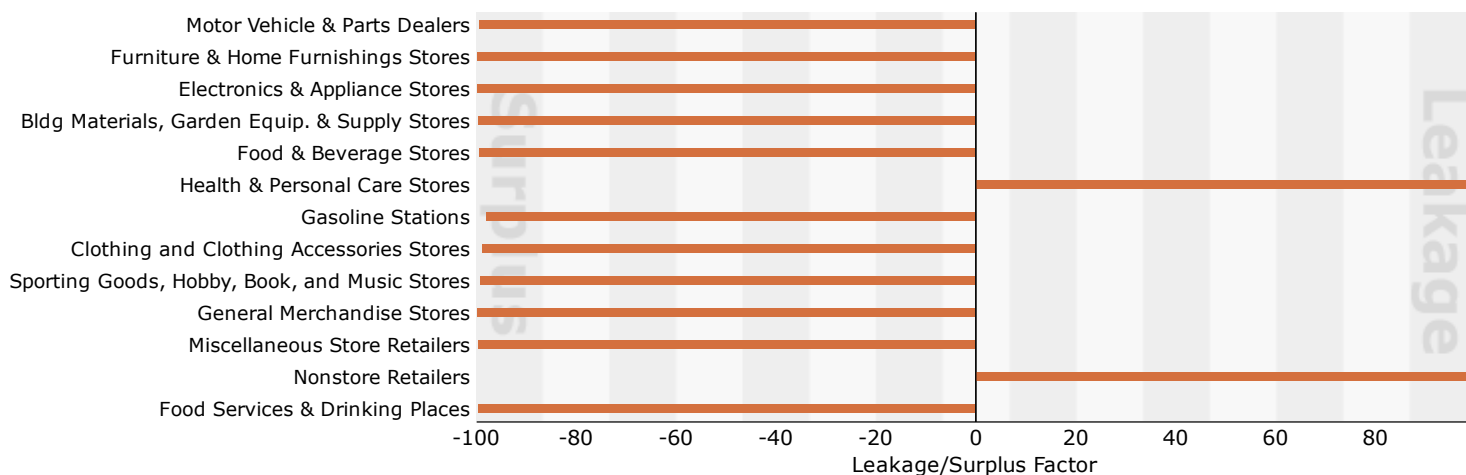
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,676	\$8,757,408	-\$8,730,732	-99.4	3
Automobile Dealers	4411	\$22,174	\$7,384,659	-\$7,362,485	-99.4	1
Other Motor Vehicle Dealers	4412	\$2,527	\$0	\$2,527	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,975	\$1,372,749	-\$1,370,774	-99.7	2
Furniture & Home Furnishings Stores	442	\$2,618	\$18,060,348	-\$18,057,730	-100.0	1
Furniture Stores	4421	\$1,662	\$18,060,348	-\$18,058,686	-100.0	1
Home Furnishings Stores	4422	\$956	\$0	\$956	100.0	0
Electronics & Appliance Stores	443	\$4,864	\$9,498,563	-\$9,493,699	-99.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,990	\$6,900,965	-\$6,893,975	-99.8	2
Bldg Material & Supplies Dealers	4441	\$6,162	\$6,205,635	-\$6,199,473	-99.8	1
Lawn & Garden Equip & Supply Stores	4442	\$829	\$0	\$829	100.0	0
Food & Beverage Stores	445	\$20,279	\$9,653,003	-\$9,632,724	-99.6	1
Grocery Stores	4451	\$17,994	\$9,653,003	-\$9,635,009	-99.6	1
Specialty Food Stores	4452	\$1,535	\$0	\$1,535	100.0	0
Beer, Wine & Liquor Stores	4453	\$750	\$0	\$750	100.0	0
Health & Personal Care Stores	446,4461	\$7,877	\$0	\$7,877	100.0	0
Gasoline Stations	447,4471	\$8,470	\$1,011,807	-\$1,003,337	-98.3	1
Clothing & Clothing Accessories Stores	448	\$4,105	\$818,411	-\$814,306	-99.0	1
Clothing Stores	4481	\$2,690	\$0	\$2,690	100.0	0
Shoe Stores	4482	\$570	\$0	\$570	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$845	\$0	\$845	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,135	\$557,861	-\$555,726	-99.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,723	\$456,649	-\$454,926	-99.2	1
Book, Periodical & Music Stores	4512	\$412	\$0	\$412	100.0	0
General Merchandise Stores	452	\$18,839	\$26,728,773	-\$26,709,934	-99.9	2
Department Stores Excluding Leased Depts.	4521	\$13,509	\$23,862,024	-\$23,848,515	-99.9	1
Other General Merchandise Stores	4529	\$5,330	\$2,866,750	-\$2,861,420	-99.6	2
Miscellaneous Store Retailers	453	\$5,844	\$3,883,081	-\$3,877,237	-99.7	3
Florists	4531	\$203	\$0	\$203	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$846	\$0	\$846	100.0	0
Used Merchandise Stores	4533	\$557	\$518,096	-\$517,539	-99.8	1
Other Miscellaneous Store Retailers	4539	\$4,237	\$3,364,985	-\$3,360,748	-99.7	2
Nonstore Retailers	454	\$2,207	\$0	\$2,207	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,143	\$0	\$1,143	100.0	0
Vending Machine Operators	4542	\$184	\$0	\$184	100.0	0
Direct Selling Establishments	4543	\$880	\$0	\$880	100.0	0
Food Services & Drinking Places	722	\$10,194	\$8,960,174	-\$8,949,980	-99.8	8
Special Food Services	7223	\$288	\$616,977	-\$616,689	-99.9	1
Drinking Places - Alcoholic Beverages	7224	\$325	\$0	\$325	100.0	0
Restaurants/Other Eating Places	7225	\$9,581	\$8,343,197	-\$8,333,616	-100	7

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

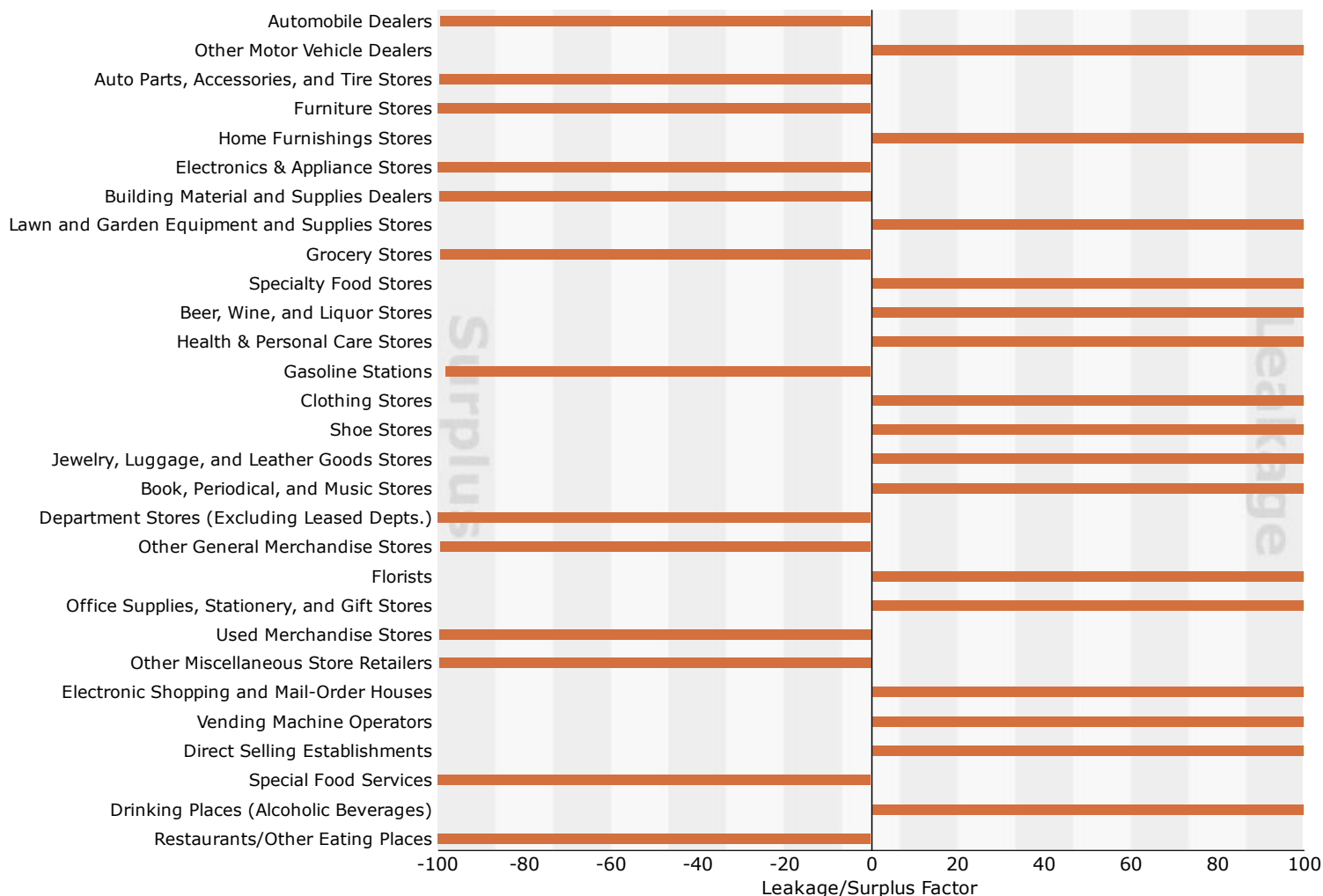
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May 09, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2825 Progress Way, Wilmington, Ohio, 45177
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.45083
Longitude: -83.78149

Summary Demographics

2016 Population	8,383
2016 Households	3,280
2016 Median Disposable Income	\$31,558
2016 Per Capita Income	\$20,663

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	\$93,092,791	\$321,427,993	-\$228,335,202	-55.1	113
Total Retail Trade	44-45	\$84,918,585	\$290,843,362	-\$205,924,777	-54.8	78
Total Food & Drink	722	\$8,174,206	\$30,584,631	-\$22,410,425	-57.8	35

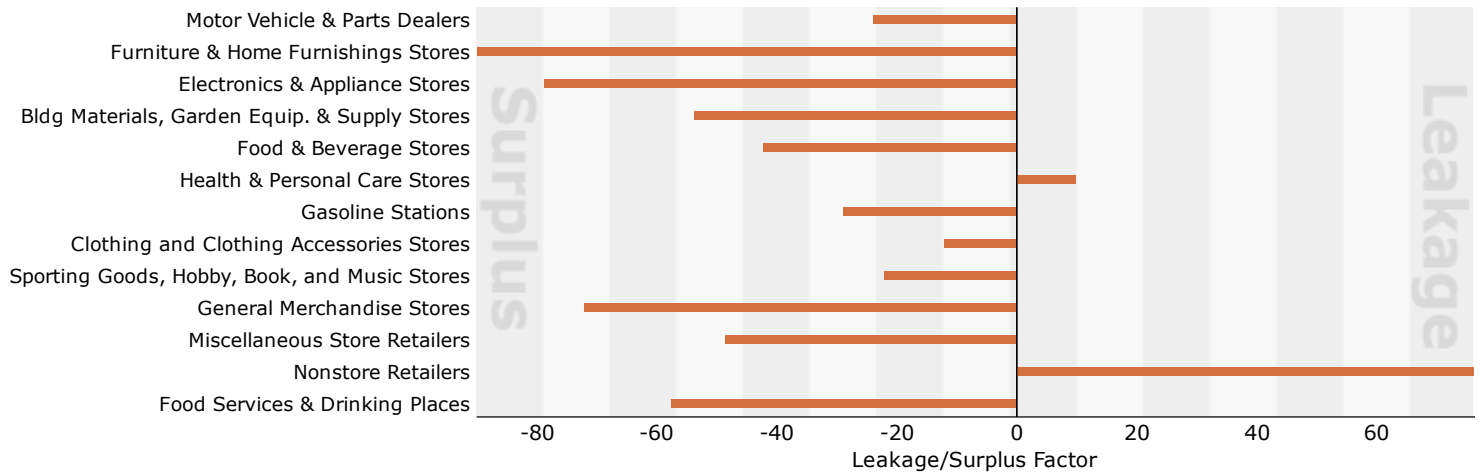
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,065,483	\$32,695,988	-\$12,630,505	-23.9	11
Automobile Dealers	4411	\$16,669,948	\$27,478,282	-\$10,808,334	-24.5	4
Other Motor Vehicle Dealers	4412	\$1,886,807	\$0	\$1,886,807	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,508,728	\$5,217,706	-\$3,708,978	-55.1	7
Furniture & Home Furnishings Stores	442	\$2,119,194	\$41,295,996	-\$39,176,802	-90.2	4
Furniture Stores	4421	\$1,343,044	\$41,172,476	-\$39,829,432	-93.7	3
Home Furnishings Stores	4422	\$776,149	\$123,520	\$652,629	72.5	1
Electronics & Appliance Stores	443	\$3,935,607	\$33,317,852	-\$29,382,245	-78.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,426,357	\$18,095,762	-\$12,669,405	-53.9	7
Bldg Material & Supplies Dealers	4441	\$4,843,440	\$15,632,997	-\$10,789,557	-52.7	6
Lawn & Garden Equip & Supply Stores	4442	\$582,917	\$2,462,764	-\$1,879,847	-61.7	1
Food & Beverage Stores	445	\$15,504,631	\$38,229,377	-\$22,724,746	-42.3	5
Grocery Stores	4451	\$13,751,848	\$37,852,008	-\$24,100,160	-46.7	4
Specialty Food Stores	4452	\$1,176,700	\$377,370	\$799,330	51.4	1
Beer, Wine & Liquor Stores	4453	\$576,084	\$0	\$576,084	100.0	0
Health & Personal Care Stores	446,4461	\$5,910,674	\$4,848,104	\$1,062,570	9.9	4
Gasoline Stations	447,4471	\$6,266,582	\$11,407,625	-\$5,141,043	-29.1	6
Clothing & Clothing Accessories Stores	448	\$3,303,295	\$4,225,166	-\$921,871	-12.2	7
Clothing Stores	4481	\$2,161,222	\$1,273,407	\$887,815	25.8	2
Shoe Stores	4482	\$455,307	\$897,151	-\$441,844	-32.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$686,765	\$2,054,608	-\$1,367,843	-49.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,696,705	\$2,663,188	-\$966,483	-22.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,371,093	\$2,433,013	-\$1,061,920	-27.9	6
Book, Periodical & Music Stores	4512	\$325,611	\$230,175	\$95,436	17.2	1
General Merchandise Stores	452	\$14,758,056	\$91,398,601	-\$76,640,545	-72.2	7
Department Stores Excluding Leased Depts.	4521	\$10,665,776	\$83,020,000	-\$72,354,224	-77.2	2
Other General Merchandise Stores	4529	\$4,092,280	\$8,378,601	-\$4,286,321	-34.4	5
Miscellaneous Store Retailers	453	\$4,294,967	\$12,447,036	-\$8,152,069	-48.7	15
Florists	4531	\$155,008	\$647,381	-\$492,373	-61.4	1
Office Supplies, Stationery & Gift Stores	4532	\$677,071	\$1,443,139	-\$766,068	-36.1	3
Used Merchandise Stores	4533	\$445,128	\$2,502,753	-\$2,057,625	-69.8	7
Other Miscellaneous Store Retailers	4539	\$3,017,761	\$7,853,763	-\$4,836,002	-44.5	5
Nonstore Retailers	454	\$1,637,033	\$218,666	\$1,418,367	76.4	1
Electronic Shopping & Mail-Order Houses	4541	\$884,225	\$0	\$884,225	100.0	0
Vending Machine Operators	4542	\$146,275	\$0	\$146,275	100.0	0
Direct Selling Establishments	4543	\$606,534	\$218,666	\$387,868	47.0	1
Food Services & Drinking Places	722	\$8,174,206	\$30,584,631	-\$22,410,425	-57.8	35
Special Food Services	7223	\$237,136	\$2,217,428	-\$1,980,292	-80.7	3
Drinking Places - Alcoholic Beverages	7224	\$280,197	\$0	\$280,197	100.0	0
Restaurants/Other Eating Places	7225	\$7,656,874	\$28,360,096	-\$20,703,222	-57	32

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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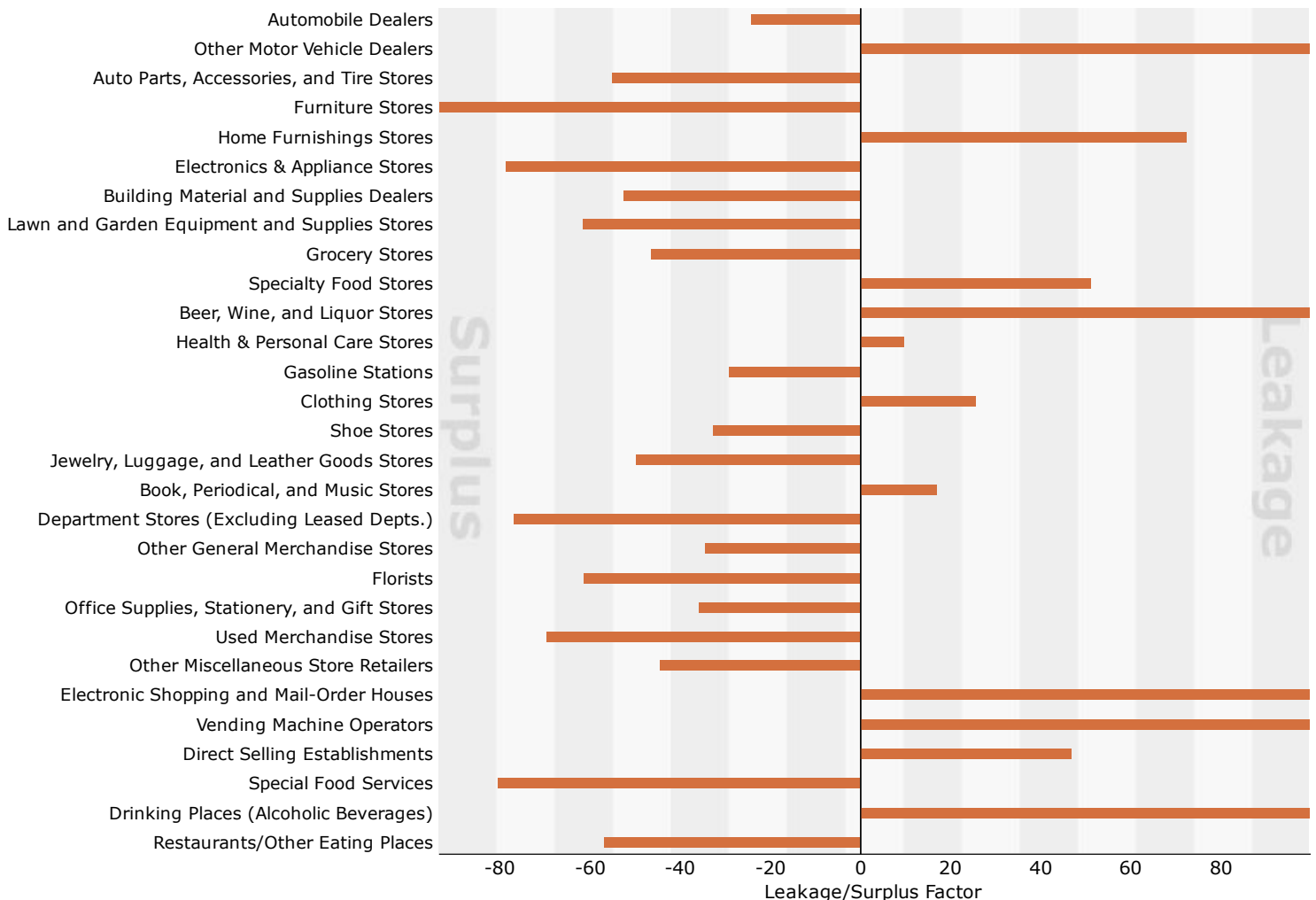
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May 09, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2825 Progress Way, Wilmington, Ohio, 45177
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.45083
Longitude: -83.78149

Summary Demographics

2016 Population	15,723
2016 Households	6,342
2016 Median Disposable Income	\$35,223
2016 Per Capita Income	\$22,375

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	\$193,260,939	\$379,848,269	-\$186,587,330	-32.6	150
Total Retail Trade	44-45	\$176,005,605	\$346,595,827	-\$170,590,222	-32.6	107
Total Food & Drink	722	\$17,255,335	\$33,252,443	-\$15,997,108	-31.7	43

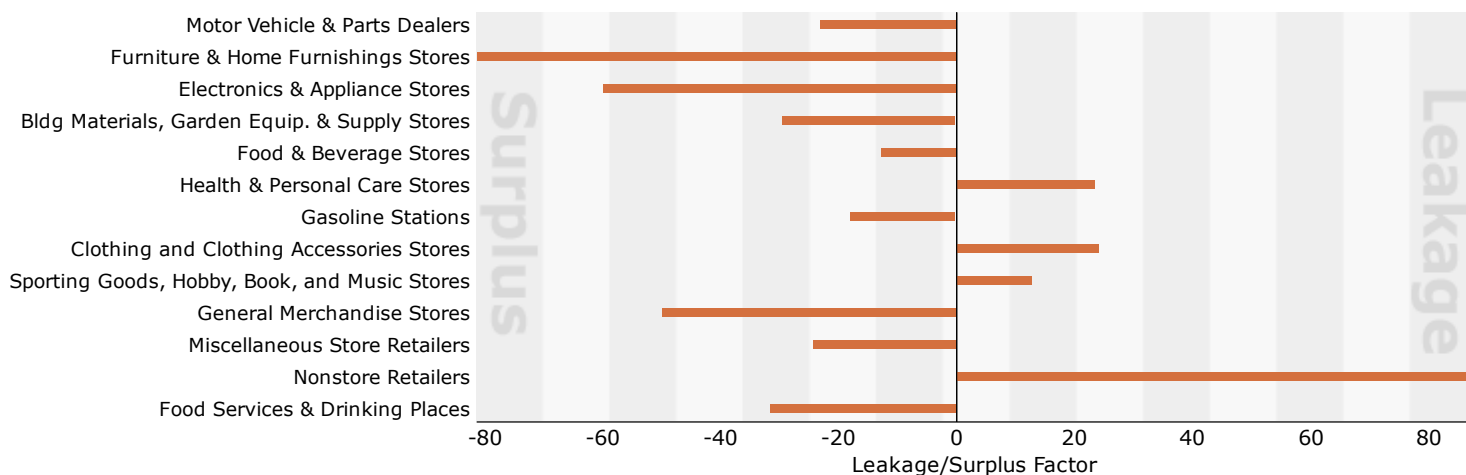
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,345,147	\$66,607,792	-\$25,262,645	-23.4	21
Automobile Dealers	4411	\$34,304,614	\$58,767,013	-\$24,462,399	-26.3	10
Other Motor Vehicle Dealers	4412	\$3,903,522	\$0	\$3,903,522	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,137,011	\$6,888,049	-\$3,751,038	-37.4	11
Furniture & Home Furnishings Stores	442	\$4,476,679	\$44,000,765	-\$39,524,086	-81.5	7
Furniture Stores	4421	\$2,832,388	\$42,401,033	-\$39,568,645	-87.5	4
Home Furnishings Stores	4422	\$1,644,291	\$1,599,731	\$44,560	1.4	3
Electronics & Appliance Stores	443	\$8,301,156	\$33,317,852	-\$25,016,696	-60.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,248,910	\$20,652,154	-\$9,403,244	-29.5	11
Bldg Material & Supplies Dealers	4441	\$10,069,722	\$16,696,903	-\$6,627,181	-24.8	9
Lawn & Garden Equip & Supply Stores	4442	\$1,179,188	\$3,955,251	-\$2,776,063	-54.1	2
Food & Beverage Stores	445	\$32,045,110	\$41,498,341	-\$9,453,231	-12.9	6
Grocery Stores	4451	\$28,416,629	\$38,501,343	-\$10,084,714	-15.1	4
Specialty Food Stores	4452	\$2,430,276	\$2,996,998	-\$566,722	-10.4	2
Beer, Wine & Liquor Stores	4453	\$1,198,204	\$0	\$1,198,204	100.0	0
Health & Personal Care Stores	446,4461	\$12,226,874	\$7,544,228	\$4,682,646	23.7	6
Gasoline Stations	447,4471	\$12,832,196	\$18,490,366	-\$5,658,170	-18.1	8
Clothing & Clothing Accessories Stores	448	\$6,991,279	\$4,262,767	\$2,728,512	24.2	7
Clothing Stores	4481	\$4,573,566	\$1,311,008	\$3,262,558	55.4	2
Shoe Stores	4482	\$962,768	\$897,151	\$65,617	3.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,454,945	\$2,054,608	-\$599,663	-17.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$3,555,988	\$2,742,380	\$813,608	12.9	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,880,704	\$2,512,205	\$368,499	6.8	6
Book, Periodical & Music Stores	4512	\$675,285	\$230,175	\$445,110	49.2	1
General Merchandise Stores	452	\$30,815,673	\$92,794,887	-\$61,979,214	-50.1	8
Department Stores Excluding Leased Depts.	4521	\$22,350,220	\$83,020,000	-\$60,669,780	-57.6	2
Other General Merchandise Stores	4529	\$8,465,453	\$9,774,887	-\$1,309,434	-7.2	6
Miscellaneous Store Retailers	453	\$8,783,841	\$14,465,629	-\$5,681,788	-24.4	21
Florists	4531	\$323,222	\$1,171,451	-\$848,229	-56.8	1
Office Supplies, Stationery & Gift Stores	4532	\$1,425,265	\$1,450,436	-\$25,171	-0.9	3
Used Merchandise Stores	4533	\$927,591	\$3,248,333	-\$2,320,742	-55.6	9
Other Miscellaneous Store Retailers	4539	\$6,107,763	\$8,595,409	-\$2,487,646	-16.9	8
Nonstore Retailers	454	\$3,382,750	\$218,666	\$3,164,084	87.9	1
Electronic Shopping & Mail-Order Houses	4541	\$1,842,747	\$0	\$1,842,747	100.0	0
Vending Machine Operators	4542	\$305,994	\$0	\$305,994	100.0	0
Direct Selling Establishments	4543	\$1,234,009	\$218,666	\$1,015,343	69.9	1
Food Services & Drinking Places	722	\$17,255,335	\$33,252,443	-\$15,997,108	-31.7	43
Special Food Services	7223	\$496,853	\$2,317,059	-\$1,820,206	-64.7	3
Drinking Places - Alcoholic Beverages	7224	\$592,930	\$124,375	\$468,555	65.3	1
Restaurants/Other Eating Places	7225	\$16,165,551	\$30,811,009	-\$14,645,458	-31	39

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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May 09, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

