



Retail MarketPlace Profile

1536 Austin Rd, Centerville, Ohio, 45458
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.59587
Longitude: -84.20210

Summary Demographics

2016 Population	4,669
2016 Households	1,693
2016 Median Disposable Income	\$81,811
2016 Per Capita Income	\$53,757

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	\$124,005,800	\$9,363,072	\$114,642,728	86.0	10
Total Retail Trade	44-45	\$111,873,565	\$6,660,831	\$105,212,734	88.8	8
Total Food & Drink	722	\$12,132,235	\$2,702,241	\$9,429,994	63.6	2

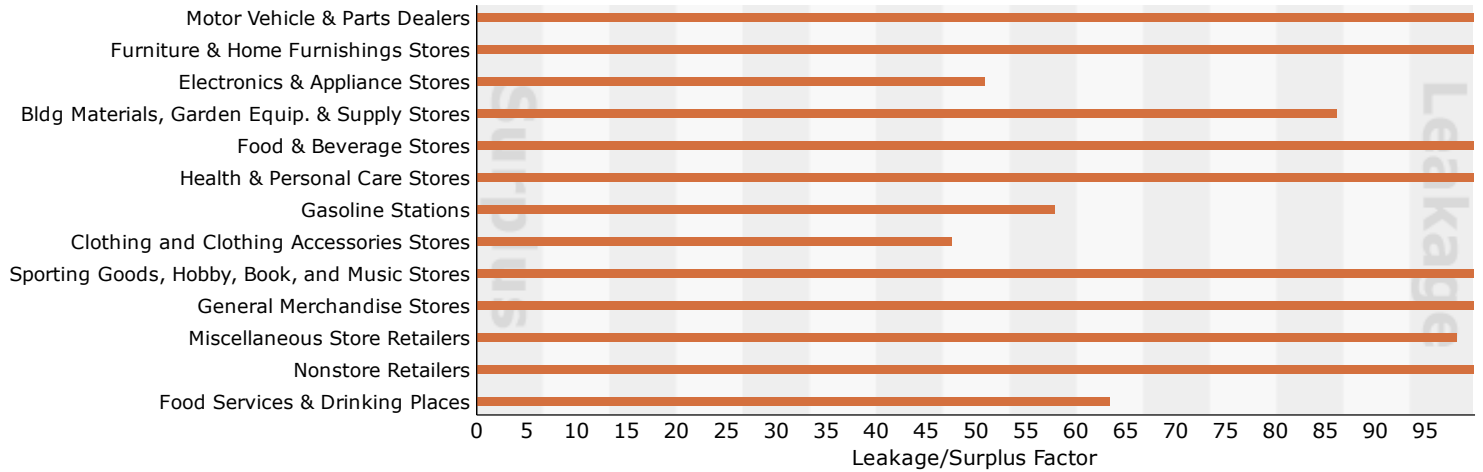
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,021,159	\$0	\$26,021,159	100.0	0
Automobile Dealers	4411	\$21,435,331	\$0	\$21,435,331	100.0	0
Other Motor Vehicle Dealers	4412	\$2,550,215	\$0	\$2,550,215	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,035,613	\$0	\$2,035,613	100.0	0
Furniture & Home Furnishings Stores	442	\$3,197,584	\$0	\$3,197,584	100.0	0
Furniture Stores	4421	\$2,002,253	\$0	\$2,002,253	100.0	0
Home Furnishings Stores	4422	\$1,195,332	\$0	\$1,195,332	100.0	0
Electronics & Appliance Stores	443	\$5,848,348	\$1,896,003	\$3,952,345	51.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,592,844	\$560,006	\$7,032,838	86.3	2
Bldg Material & Supplies Dealers	4441	\$6,906,421	\$560,006	\$6,346,415	85.0	2
Lawn & Garden Equip & Supply Stores	4442	\$686,423	\$0	\$686,423	100.0	0
Food & Beverage Stores	445	\$19,496,006	\$0	\$19,496,006	100.0	0
Grocery Stores	4451	\$17,254,056	\$0	\$17,254,056	100.0	0
Specialty Food Stores	4452	\$1,465,154	\$0	\$1,465,154	100.0	0
Beer, Wine & Liquor Stores	4453	\$776,796	\$0	\$776,796	100.0	0
Health & Personal Care Stores	446,4461	\$7,431,551	\$0	\$7,431,551	100.0	0
Gasoline Stations	447,4471	\$7,332,304	\$1,942,554	\$5,389,750	58.1	1
Clothing & Clothing Accessories Stores	448	\$4,983,627	\$1,764,106	\$3,219,521	47.7	2
Clothing Stores	4481	\$3,212,711	\$1,764,106	\$1,448,605	29.1	2
Shoe Stores	4482	\$661,510	\$0	\$661,510	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,109,406	\$0	\$1,109,406	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,415,738	\$0	\$2,415,738	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,962,042	\$0	\$1,962,042	100.0	0
Book, Periodical & Music Stores	4512	\$453,696	\$0	\$453,696	100.0	0
General Merchandise Stores	452	\$20,197,271	\$0	\$20,197,271	100.0	0
Department Stores Excluding Leased Depts.	4521	\$14,980,788	\$0	\$14,980,788	100.0	0
Other General Merchandise Stores	4529	\$5,216,483	\$0	\$5,216,483	100.0	0
Miscellaneous Store Retailers	453	\$5,231,177	\$46,115	\$5,185,062	98.3	1
Florists	4531	\$229,037	\$46,115	\$182,922	66.5	1
Office Supplies, Stationery & Gift Stores	4532	\$995,428	\$0	\$995,428	100.0	0
Used Merchandise Stores	4533	\$629,460	\$0	\$629,460	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,377,252	\$0	\$3,377,252	100.0	0
Nonstore Retailers	454	\$2,125,954	\$0	\$2,125,954	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,228,491	\$0	\$1,228,491	100.0	0
Vending Machine Operators	4542	\$205,952	\$0	\$205,952	100.0	0
Direct Selling Establishments	4543	\$691,511	\$0	\$691,511	100.0	0
Food Services & Drinking Places	722	\$12,132,235	\$2,702,241	\$9,429,994	63.6	2
Special Food Services	7223	\$364,696	\$0	\$364,696	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$440,988	\$1,351,998	-\$911,010	-50.8	1
Restaurants/Other Eating Places	7225	\$11,326,551	\$1,350,243	\$9,976,308	79	1

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

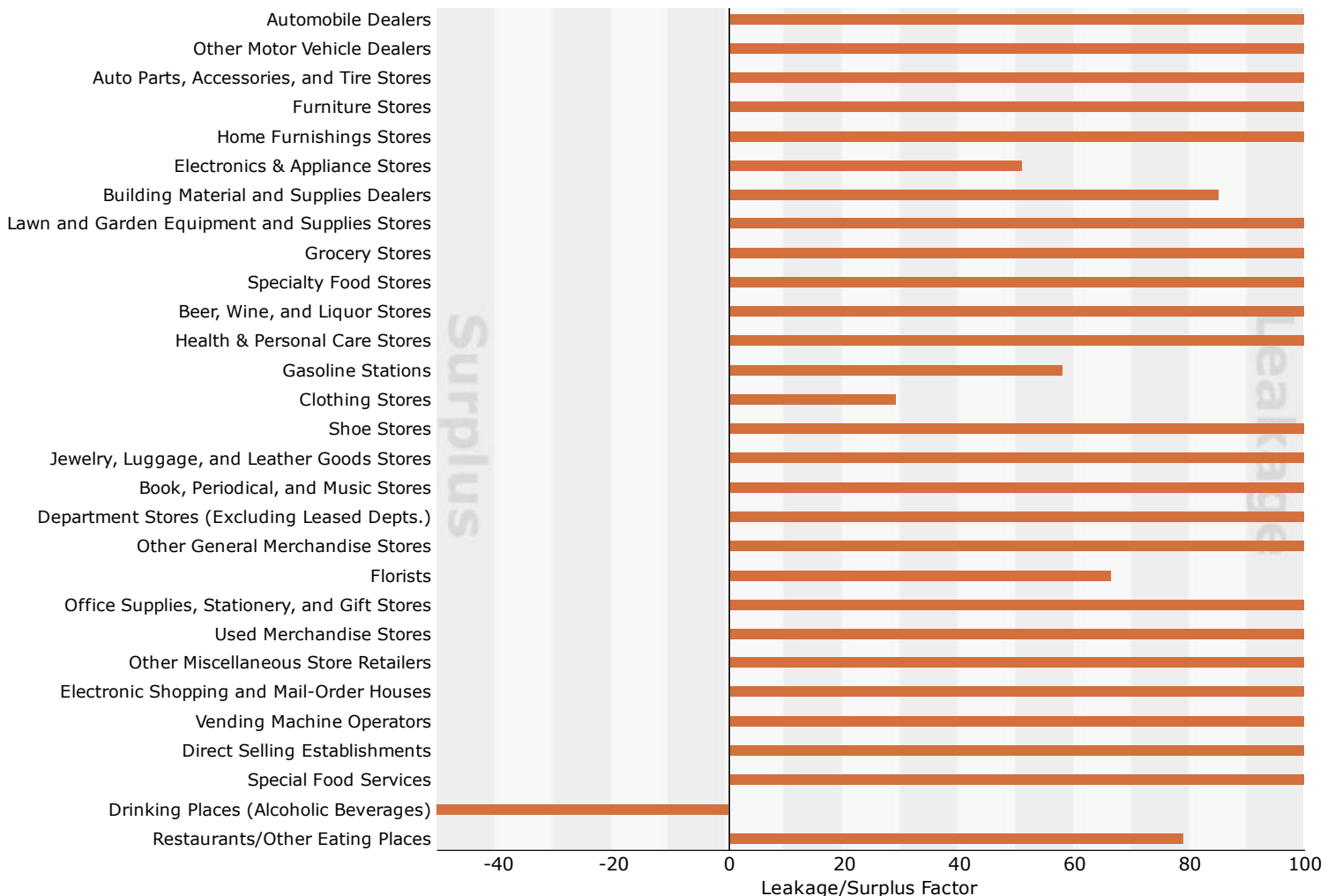
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May 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1536 Austin Rd, Centerville, Ohio, 45458
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.59587
Longitude: -84.20210

Summary Demographics

2016 Population	52,648
2016 Households	21,496
2016 Median Disposable Income	\$56,920
2016 Per Capita Income	\$39,416

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	\$1,081,584,584	\$1,200,427,554	-\$118,842,970	-5.2	453
Total Retail Trade	44-45	\$977,224,429	\$1,066,555,433	-\$89,331,004	-4.4	314
Total Food & Drink	722	\$104,360,155	\$133,872,121	-\$29,511,966	-12.4	139

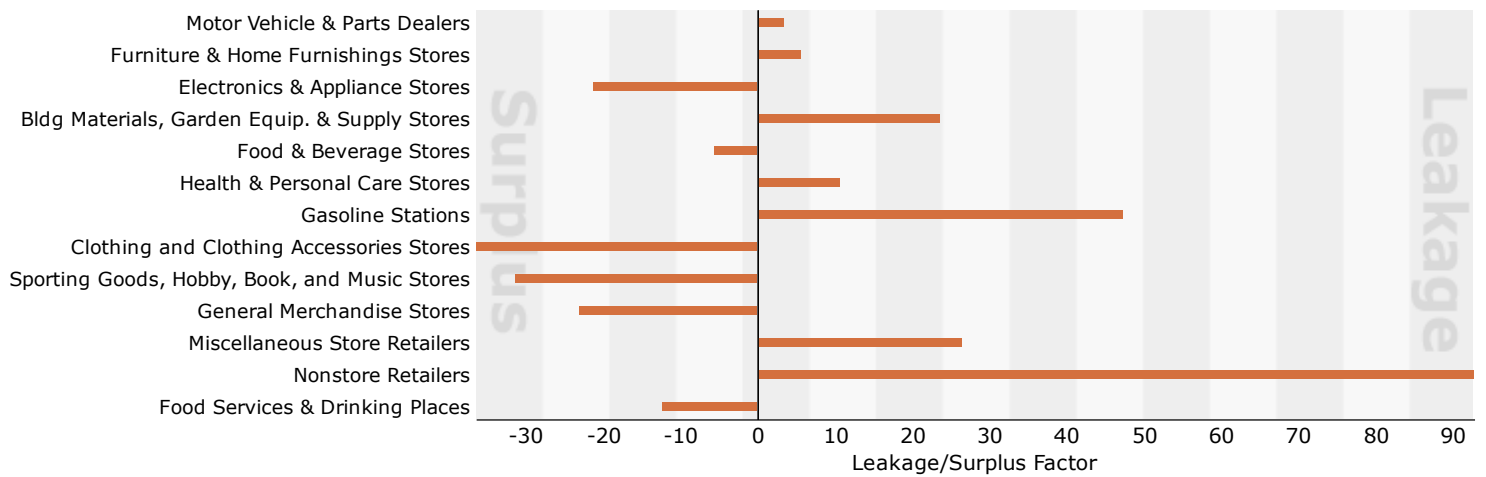
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$228,211,257	\$212,932,932	\$15,278,325	3.5	18
Automobile Dealers	4411	\$188,564,414	\$193,810,776	-\$5,246,362	-1.4	10
Other Motor Vehicle Dealers	4412	\$22,089,259	\$11,808,129	\$10,281,130	30.3	2
Auto Parts, Accessories & Tire Stores	4413	\$17,557,584	\$7,314,027	\$10,243,557	41.2	6
Furniture & Home Furnishings Stores	442	\$27,187,779	\$24,327,158	\$2,860,621	5.6	21
Furniture Stores	4421	\$17,250,316	\$16,199,749	\$1,050,567	3.1	13
Home Furnishings Stores	4422	\$9,937,463	\$8,127,410	\$1,810,053	10.0	8
Electronics & Appliance Stores	443	\$50,263,710	\$77,713,186	-\$27,449,476	-21.4	35
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,063,502	\$38,350,408	\$23,713,094	23.6	22
Bldg Material & Supplies Dealers	4441	\$56,371,880	\$35,729,435	\$20,642,445	22.4	17
Lawn & Garden Equip & Supply Stores	4442	\$5,691,622	\$2,620,973	\$3,070,649	36.9	5
Food & Beverage Stores	445	\$174,126,263	\$194,653,505	-\$20,527,242	-5.6	23
Grocery Stores	4451	\$154,248,348	\$173,905,817	-\$19,657,469	-6.0	13
Specialty Food Stores	4452	\$13,175,712	\$5,950,142	\$7,225,570	37.8	7
Beer, Wine & Liquor Stores	4453	\$6,702,203	\$14,797,546	-\$8,095,343	-37.7	2
Health & Personal Care Stores	446,4461	\$64,902,611	\$52,255,822	\$12,646,789	10.8	28
Gasoline Stations	447,4471	\$66,865,706	\$23,841,880	\$43,023,826	47.4	11
Clothing & Clothing Accessories Stores	448	\$42,448,824	\$91,327,292	-\$48,878,468	-36.5	80
Clothing Stores	4481	\$27,592,381	\$62,146,415	-\$34,554,034	-38.5	51
Shoe Stores	4482	\$5,749,067	\$11,250,588	-\$5,501,521	-32.4	11
Jewelry, Luggage & Leather Goods Stores	4483	\$9,107,377	\$17,930,289	-\$8,822,912	-32.6	18
Sporting Goods, Hobby, Book & Music Stores	451	\$20,778,324	\$39,866,391	-\$19,088,067	-31.5	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,863,526	\$38,561,406	-\$21,697,880	-39.1	26
Book, Periodical & Music Stores	4512	\$3,914,798	\$1,304,985	\$2,609,813	50.0	2
General Merchandise Stores	452	\$176,479,894	\$283,681,081	-\$107,201,187	-23.3	17
Department Stores Excluding Leased Depts.	4521	\$130,085,786	\$188,310,245	-\$58,224,459	-18.3	8
Other General Merchandise Stores	4529	\$46,394,108	\$95,370,836	-\$48,976,728	-34.5	8
Miscellaneous Store Retailers	453	\$46,365,890	\$26,947,665	\$19,418,225	26.5	31
Florists	4531	\$1,871,585	\$458,998	\$1,412,587	60.6	2
Office Supplies, Stationery & Gift Stores	4532	\$8,525,798	\$4,452,627	\$4,073,171	31.4	11
Used Merchandise Stores	4533	\$5,397,744	\$5,169,073	\$228,671	2.2	7
Other Miscellaneous Store Retailers	4539	\$30,570,764	\$16,866,966	\$13,703,798	28.9	11
Nonstore Retailers	454	\$17,530,670	\$658,116	\$16,872,554	92.8	1
Electronic Shopping & Mail-Order Houses	4541	\$10,457,773	\$0	\$10,457,773	100.0	0
Vending Machine Operators	4542	\$1,775,866	\$658,116	\$1,117,750	45.9	1
Direct Selling Establishments	4543	\$5,297,032	\$0	\$5,297,032	100.0	0
Food Services & Drinking Places	722	\$104,360,155	\$133,872,121	-\$29,511,966	-12.4	139
Special Food Services	7223	\$2,950,383	\$433,986	\$2,516,397	74.4	3
Drinking Places - Alcoholic Beverages	7224	\$3,713,559	\$3,475,812	\$237,747	3.3	8
Restaurants/Other Eating Places	7225	\$97,696,213	\$129,962,322	-\$32,266,109	-14	128

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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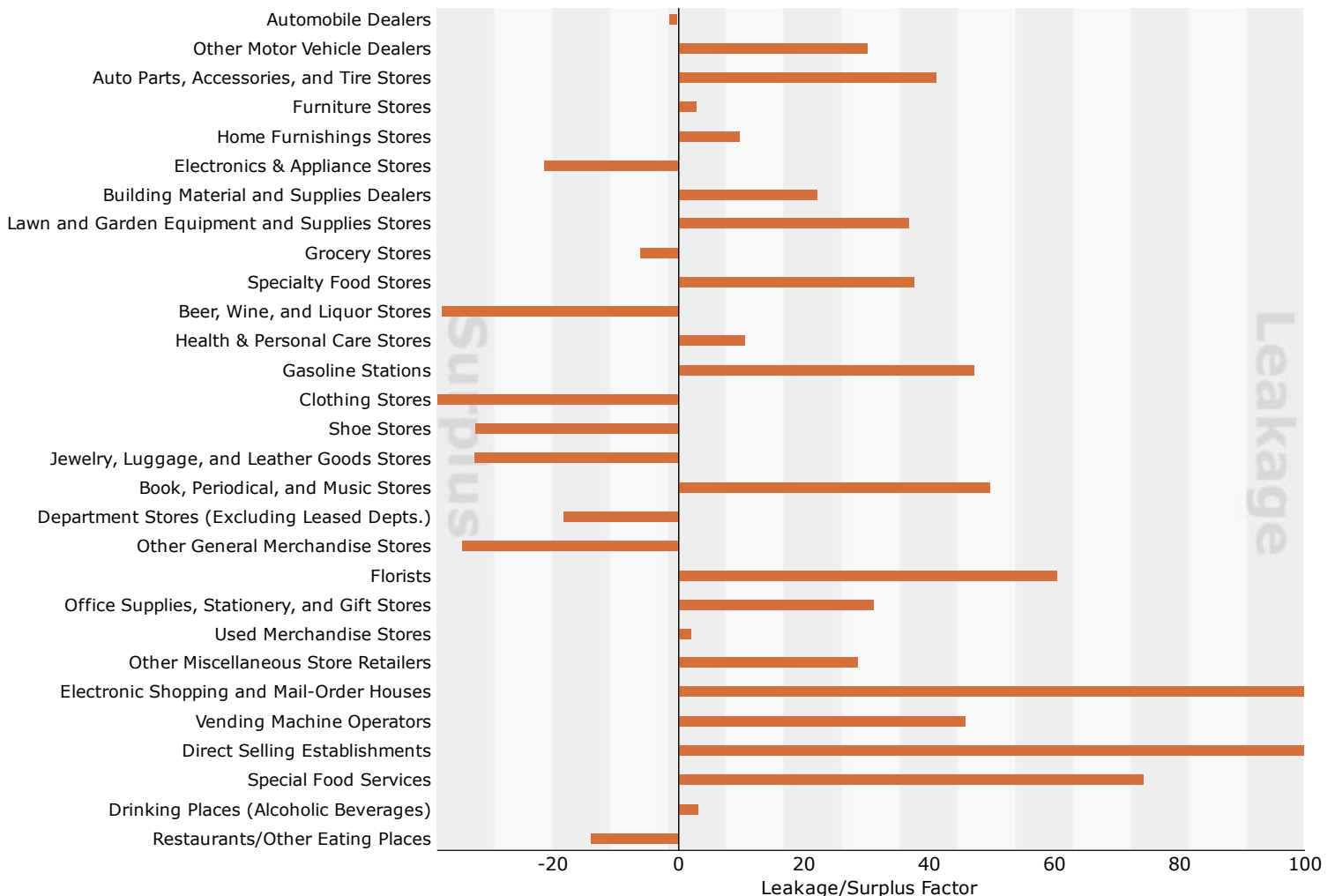
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May 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1536 Austin Rd, Centerville, Ohio, 45458
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.59587
Longitude: -84.20210

Summary Demographics

2016 Population	118,842
2016 Households	48,333
2016 Median Disposable Income	\$53,853
2016 Per Capita Income	\$36,737

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	\$2,259,158,316	\$2,644,055,663	-\$384,897,347	-7.8	986
Total Retail Trade	44-45	\$2,043,526,003	\$2,379,912,908	-\$336,386,905	-7.6	695
Total Food & Drink	722	\$215,632,313	\$264,142,755	-\$48,510,442	-10.1	291

Industry Group

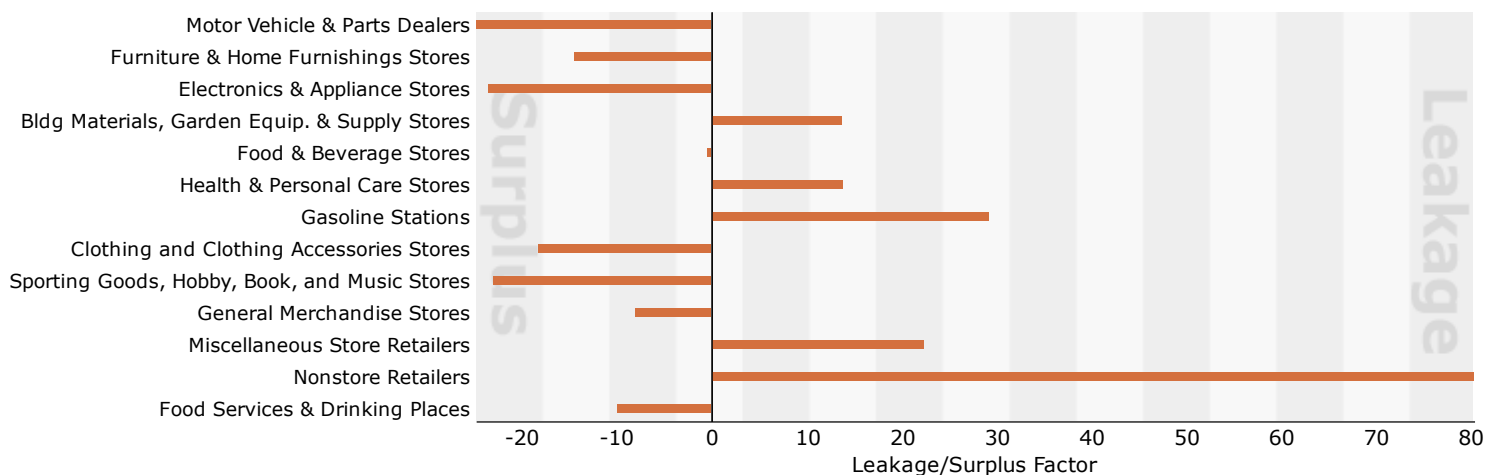
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$474,793,314	\$789,299,451	-\$314,506,137	-24.9	67
Automobile Dealers	4411	\$392,351,844	\$715,250,464	-\$322,898,620	-29.2	35
Other Motor Vehicle Dealers	4412	\$45,649,415	\$14,152,924	\$31,496,491	52.7	6
Auto Parts, Accessories & Tire Stores	4413	\$36,792,055	\$59,896,063	-\$23,104,008	-23.9	26
Furniture & Home Furnishings Stores	442	\$56,331,979	\$75,648,980	-\$19,317,001	-14.6	55
Furniture Stores	4421	\$35,614,194	\$40,208,625	-\$4,594,431	-6.1	27
Home Furnishings Stores	4422	\$20,717,786	\$35,440,355	-\$14,722,569	-26.2	28
Electronics & Appliance Stores	443	\$103,976,215	\$168,519,768	-\$64,543,553	-23.7	80
Bldg Materials, Garden Equip. & Supply Stores	444	\$131,147,538	\$99,618,963	\$31,528,575	13.7	52
Bldg Material & Supplies Dealers	4441	\$118,878,919	\$92,362,073	\$26,516,846	12.6	38
Lawn & Garden Equip & Supply Stores	4442	\$12,268,619	\$7,256,890	\$5,011,729	25.7	14
Food & Beverage Stores	445	\$365,674,245	\$369,890,734	-\$4,216,489	-0.6	54
Grocery Stores	4451	\$323,946,010	\$332,621,684	-\$8,675,674	-1.3	31
Specialty Food Stores	4452	\$27,648,143	\$15,154,028	\$12,494,115	29.2	15
Beer, Wine & Liquor Stores	4453	\$14,080,092	\$22,115,022	-\$8,034,930	-22.2	8
Health & Personal Care Stores	446,4461	\$137,932,248	\$104,470,482	\$33,461,766	13.8	56
Gasoline Stations	447,4471	\$140,193,310	\$76,853,314	\$63,339,996	29.2	29
Clothing & Clothing Accessories Stores	448	\$87,834,614	\$127,438,161	-\$39,603,547	-18.4	124
Clothing Stores	4481	\$57,125,070	\$88,006,328	-\$30,881,258	-21.3	81
Shoe Stores	4482	\$11,850,515	\$15,096,053	-\$3,245,538	-12.0	15
Jewelry, Luggage & Leather Goods Stores	4483	\$18,859,028	\$24,335,780	-\$5,476,752	-12.7	28
Sporting Goods, Hobby, Book & Music Stores	451	\$43,206,033	\$69,097,623	-\$25,891,590	-23.1	52
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,102,137	\$63,810,031	-\$28,707,894	-29.0	47
Book, Periodical & Music Stores	4512	\$8,103,896	\$5,287,592	\$2,816,304	21.0	5
General Merchandise Stores	452	\$367,468,004	\$433,131,265	-\$65,663,261	-8.2	30
Department Stores Excluding Leased Depts.	4521	\$270,316,722	\$318,315,031	-\$47,998,309	-8.2	13
Other General Merchandise Stores	4529	\$97,151,282	\$114,816,233	-\$17,664,951	-8.3	17
Miscellaneous Store Retailers	453	\$97,496,829	\$61,876,667	\$35,620,162	22.4	86
Florists	4531	\$3,930,398	\$2,662,099	\$1,268,299	19.2	8
Office Supplies, Stationery & Gift Stores	4532	\$17,705,600	\$11,733,265	\$5,972,335	20.3	27
Used Merchandise Stores	4533	\$11,218,575	\$10,494,520	\$724,055	3.3	15
Other Miscellaneous Store Retailers	4539	\$64,642,255	\$36,986,783	\$27,655,472	27.2	36
Nonstore Retailers	454	\$37,471,676	\$4,067,500	\$33,404,176	80.4	10
Electronic Shopping & Mail-Order Houses	4541	\$21,883,848	\$111,117	\$21,772,731	99.0	1
Vending Machine Operators	4542	\$3,686,961	\$3,533,766	\$153,195	2.1	7
Direct Selling Establishments	4543	\$11,900,867	\$422,617	\$11,478,250	93.1	2
Food Services & Drinking Places	722	\$215,632,313	\$264,142,755	-\$48,510,442	-10.1	291
Special Food Services	7223	\$6,099,071	\$974,717	\$5,124,354	72.4	6
Drinking Places - Alcoholic Beverages	7224	\$7,695,866	\$4,851,056	\$2,844,810	22.7	14
Restaurants/Other Eating Places	7225	\$201,837,375	\$258,316,982	-\$56,479,607	-12	271

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

