



Retail MarketPlace Profile

10500 Dayton Lebanon Pike, Washington Twp, Ohio, 45458
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.59069
Longitude: -84.16215

Summary Demographics

2016 Population	3,884
2016 Households	1,609
2016 Median Disposable Income	\$70,696
2016 Per Capita Income	\$47,205

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	\$99,207,507	\$28,510,493	\$70,697,014	55.4	8
Total Retail Trade	44-45	\$89,618,003	\$26,695,269	\$62,922,734	54.1	5
Total Food & Drink	722	\$9,589,504	\$1,815,225	\$7,774,279	68.2	3

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,774,698	\$0	\$20,774,698	100.0	0
Automobile Dealers	4411	\$17,111,732	\$0	\$17,111,732	100.0	0
Other Motor Vehicle Dealers	4412	\$2,034,281	\$0	\$2,034,281	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,628,685	\$0	\$1,628,685	100.0	0
Furniture & Home Furnishings Stores	442	\$2,529,220	\$0	\$2,529,220	100.0	0
Furniture Stores	4421	\$1,577,962	\$0	\$1,577,962	100.0	0
Home Furnishings Stores	4422	\$951,258	\$0	\$951,258	100.0	0
Electronics & Appliance Stores	443	\$4,646,664	\$1,081,251	\$3,565,413	62.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,073,185	\$0	\$6,073,185	100.0	0
Bldg Material & Supplies Dealers	4441	\$5,518,039	\$0	\$5,518,039	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$555,146	\$0	\$555,146	100.0	0
Food & Beverage Stores	445	\$15,740,881	\$19,159,716	-\$3,418,835	-9.8	1
Grocery Stores	4451	\$13,938,136	\$19,138,506	-\$5,200,370	-15.7	1
Specialty Food Stores	4452	\$1,184,539	\$0	\$1,184,539	100.0	0
Beer, Wine & Liquor Stores	4453	\$618,206	\$0	\$618,206	100.0	0
Health & Personal Care Stores	446,4461	\$6,017,832	\$3,081,575	\$2,936,257	32.3	1
Gasoline Stations	447,4471	\$5,953,001	\$1,479,105	\$4,473,896	60.2	1
Clothing & Clothing Accessories Stores	448	\$3,926,500	\$622,805	\$3,303,695	72.6	1
Clothing Stores	4481	\$2,535,727	\$0	\$2,535,727	100.0	0
Shoe Stores	4482	\$523,243	\$0	\$523,243	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$867,529	\$0	\$867,529	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,925,393	\$0	\$1,925,393	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,566,915	\$0	\$1,566,915	100.0	0
Book, Periodical & Music Stores	4512	\$358,478	\$0	\$358,478	100.0	0
General Merchandise Stores	452	\$16,132,212	\$0	\$16,132,212	100.0	0
Department Stores Excluding Leased Depts.	4521	\$11,929,040	\$0	\$11,929,040	100.0	0
Other General Merchandise Stores	4529	\$4,203,173	\$0	\$4,203,173	100.0	0
Miscellaneous Store Retailers	453	\$4,226,312	\$1,037,194	\$3,189,118	60.6	1
Florists	4531	\$182,163	\$0	\$182,163	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$790,307	\$458,631	\$331,676	26.6	1
Used Merchandise Stores	4533	\$497,097	\$0	\$497,097	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,756,746	\$0	\$2,756,746	100.0	0
Nonstore Retailers	454	\$1,672,105	\$0	\$1,672,105	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$973,880	\$0	\$973,880	100.0	0
Vending Machine Operators	4542	\$163,258	\$0	\$163,258	100.0	0
Direct Selling Establishments	4543	\$534,966	\$0	\$534,966	100.0	0
Food Services & Drinking Places	722	\$9,589,504	\$1,815,225	\$7,774,279	68.2	3
Special Food Services	7223	\$281,742	\$0	\$281,742	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$345,089	\$0	\$345,089	100.0	0
Restaurants/Other Eating Places	7225	\$8,962,674	\$1,613,229	\$7,349,445	69	2

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 19, 2017

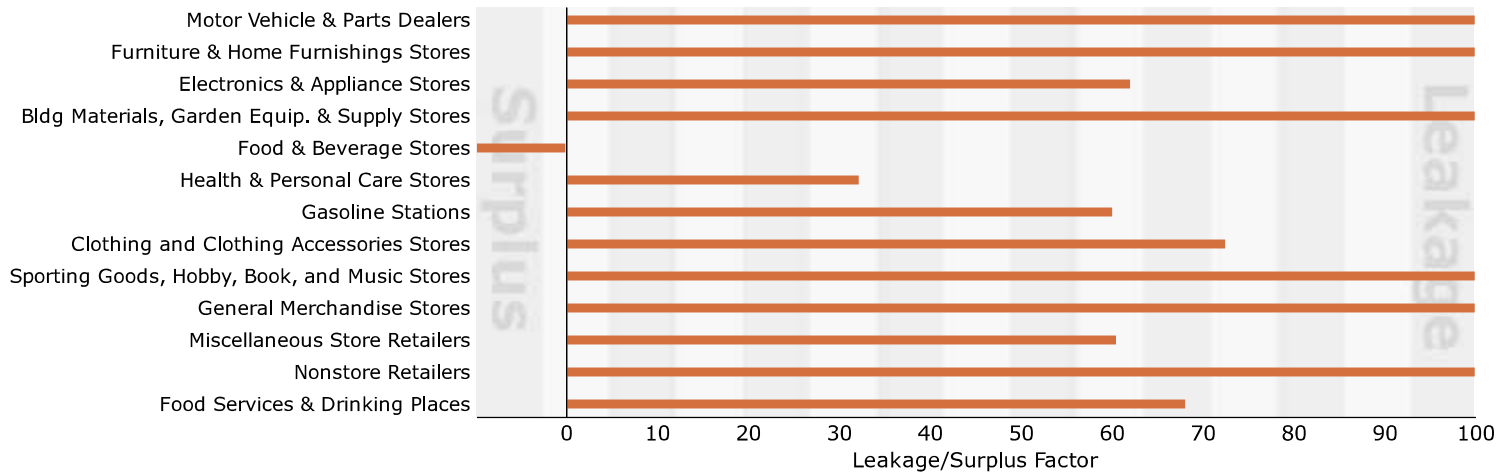


Retail MarketPlace Profile

10500 Dayton Lebanon Pike, Washington Twp, Ohio, 45458
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.59069
Longitude: -84.16215

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

10500 Dayton Lebanon Pike, Washington Twp, Ohio, 45458
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.59069
Longitude: -84.16215

Summary Demographics

2016 Population	43,430
2016 Households	17,126
2016 Median Disposable Income	\$61,721
2016 Per Capita Income	\$41,526

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	\$923,172,678	\$440,926,268	\$482,246,410	35.4	205
Total Retail Trade	44-45	\$833,939,450	\$402,322,144	\$431,617,306	34.9	148
Total Food & Drink	722	\$89,233,228	\$38,604,124	\$50,629,104	39.6	57

Industry Group

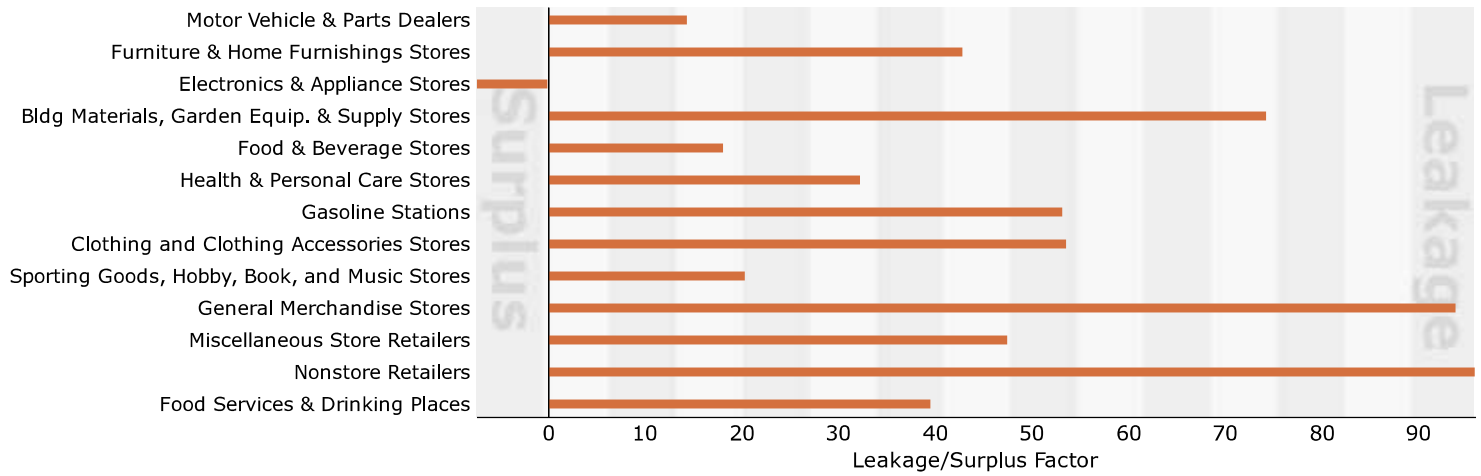
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$194,231,848	\$144,977,405	\$49,254,443	14.5	12
Automobile Dealers	4411	\$160,270,279	\$139,895,537	\$20,374,742	6.8	8
Other Motor Vehicle Dealers	4412	\$18,920,559	\$2,218,783	\$16,701,776	79.0	2
Auto Parts, Accessories & Tire Stores	4413	\$15,041,010	\$2,863,084	\$12,177,926	68.0	2
Furniture & Home Furnishings Stores	442	\$23,361,066	\$9,331,888	\$14,029,178	42.9	10
Furniture Stores	4421	\$14,736,712	\$6,324,517	\$8,412,195	39.9	6
Home Furnishings Stores	4422	\$8,624,354	\$3,007,371	\$5,616,983	48.3	4
Electronics & Appliance Stores	443	\$43,157,802	\$50,046,994	-\$6,889,192	-7.4	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$54,278,963	\$8,013,852	\$46,265,111	74.3	12
Bldg Material & Supplies Dealers	4441	\$49,319,864	\$6,718,979	\$42,600,885	76.0	9
Lawn & Garden Equip & Supply Stores	4442	\$4,959,099	\$1,294,873	\$3,664,226	58.6	3
Food & Beverage Stores	445	\$147,682,370	\$102,438,502	\$45,243,868	18.1	10
Grocery Stores	4451	\$130,800,203	\$100,168,188	\$30,632,015	13.3	7
Specialty Food Stores	4452	\$11,151,689	\$2,020,612	\$9,131,077	69.3	3
Beer, Wine & Liquor Stores	4453	\$5,730,479	\$0	\$5,730,479	100.0	0
Health & Personal Care Stores	446,4461	\$55,552,304	\$28,454,474	\$27,097,830	32.3	14
Gasoline Stations	447,4471	\$56,275,977	\$17,140,129	\$39,135,848	53.3	8
Clothing & Clothing Accessories Stores	448	\$36,411,310	\$11,013,909	\$25,397,401	53.6	18
Clothing Stores	4481	\$23,577,529	\$6,571,985	\$17,005,544	56.4	11
Shoe Stores	4482	\$4,901,714	\$0	\$4,901,714	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,932,068	\$4,441,924	\$3,490,144	28.2	7
Sporting Goods, Hobby, Book & Music Stores	451	\$17,828,902	\$11,797,742	\$6,031,160	20.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,477,754	\$11,620,435	\$2,857,319	10.9	13
Book, Periodical & Music Stores	4512	\$3,351,148	\$177,307	\$3,173,841	89.9	1
General Merchandise Stores	452	\$150,489,218	\$4,725,943	\$145,763,275	93.9	5
Department Stores Excluding Leased Depts.	4521	\$111,092,829	\$0	\$111,092,829	100.0	0
Other General Merchandise Stores	4529	\$39,396,389	\$4,725,943	\$34,670,446	78.6	5
Miscellaneous Store Retailers	453	\$39,463,924	\$14,059,475	\$25,404,449	47.5	19
Florists	4531	\$1,632,820	\$1,034,367	\$598,453	22.4	3
Office Supplies, Stationery & Gift Stores	4532	\$7,324,800	\$2,057,481	\$5,267,319	56.1	4
Used Merchandise Stores	4533	\$4,626,349	\$3,449,807	\$1,176,542	14.6	4
Other Miscellaneous Store Retailers	4539	\$25,879,956	\$7,517,820	\$18,362,136	55.0	7
Nonstore Retailers	454	\$15,205,767	\$321,832	\$14,883,935	95.9	1
Electronic Shopping & Mail-Order Houses	4541	\$8,989,674	\$0	\$8,989,674	100.0	0
Vending Machine Operators	4542	\$1,518,555	\$168,187	\$1,350,368	80.1	1
Direct Selling Establishments	4543	\$4,697,538	\$0	\$4,697,538	100.0	0
Food Services & Drinking Places	722	\$89,233,228	\$38,604,124	\$50,629,104	39.6	57
Special Food Services	7223	\$2,568,992	\$195,532	\$2,373,460	85.9	1
Drinking Places - Alcoholic Beverages	7224	\$3,190,875	\$3,173,657	\$17,218	0.3	6
Restaurants/Other Eating Places	7225	\$83,473,360	\$35,234,935	\$48,238,425	41	49

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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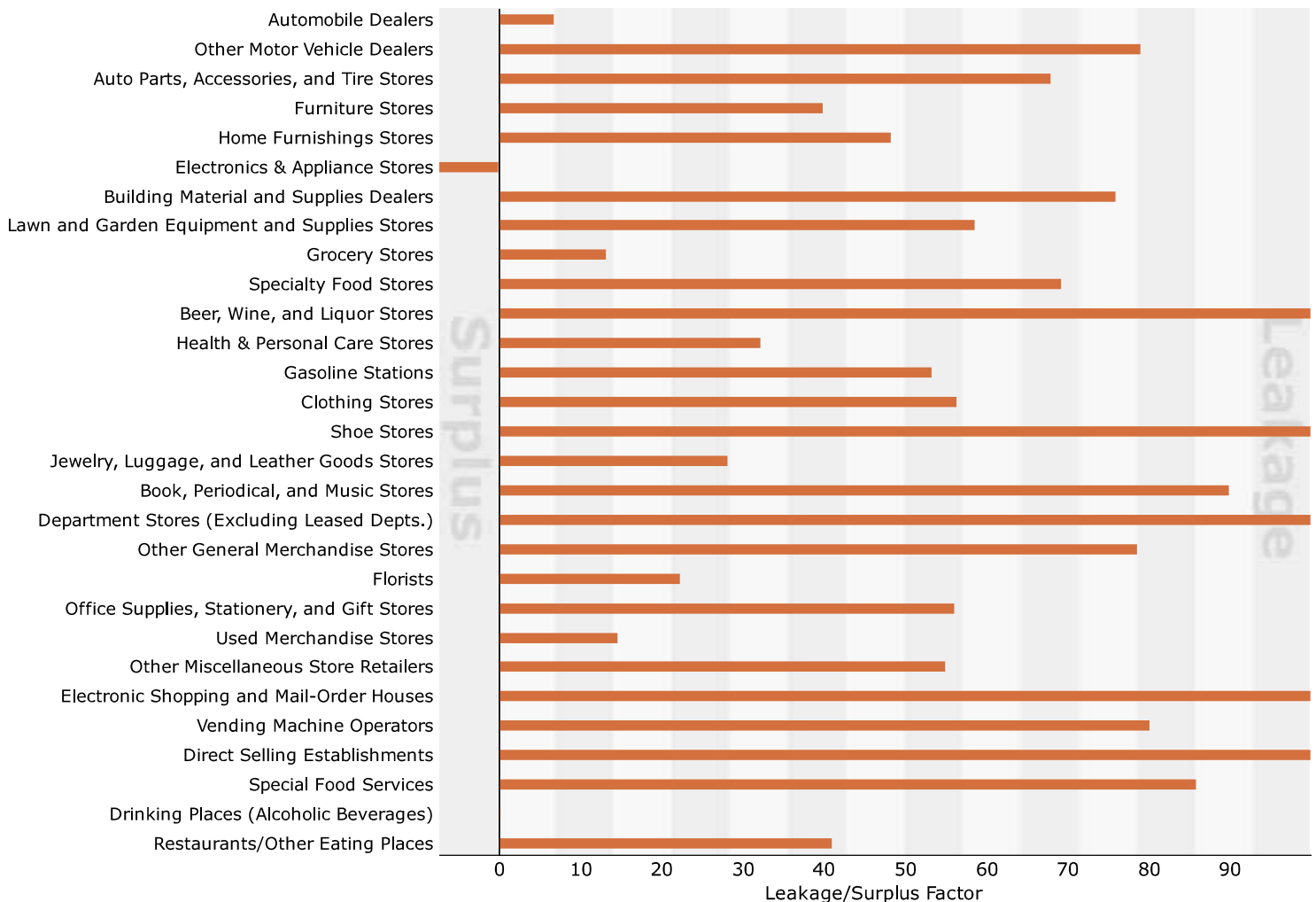
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May 19, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

10500 Dayton Lebanon Pike, Washington Twp, Ohio, 45458
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.59069
Longitude: -84.16215

Summary Demographics

2016 Population	100,723
2016 Households	41,099
2016 Median Disposable Income	\$56,847
2016 Per Capita Income	\$38,997

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	\$2,028,301,999	\$2,108,008,829	-\$79,706,830	-1.9	864
Total Retail Trade	44-45	\$1,833,926,928	\$1,882,787,319	-\$48,860,391	-1.3	622
Total Food & Drink	722	\$194,375,072	\$225,221,510	-\$30,846,438	-7.4	242

Industry Group

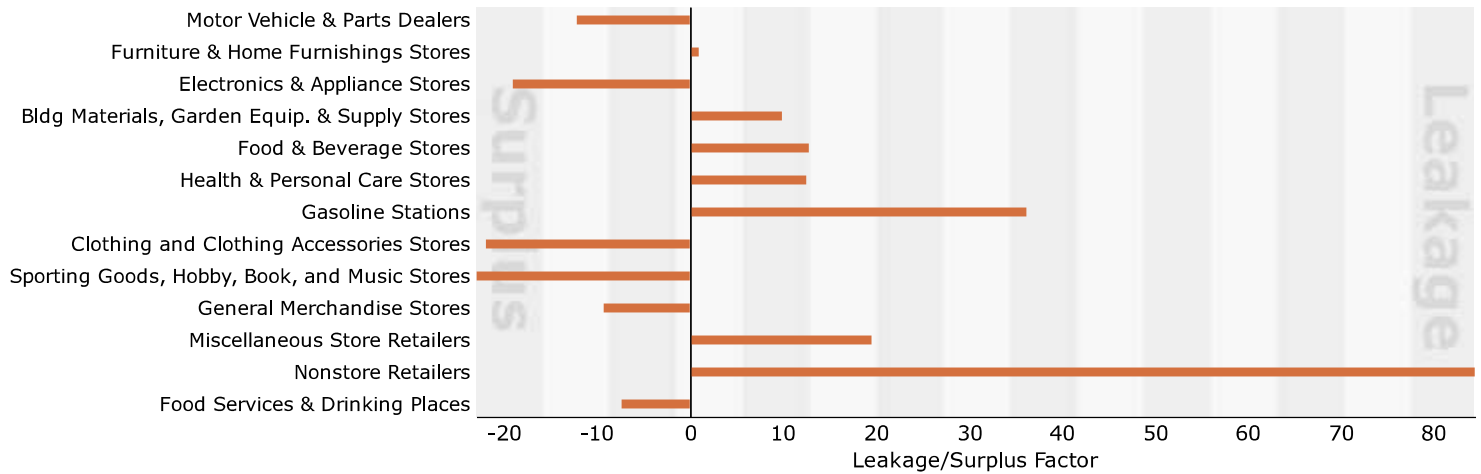
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$425,794,058	\$544,624,777	-\$118,830,719	-12.2	51
Automobile Dealers	4411	\$351,691,780	\$508,386,839	-\$156,695,059	-18.2	26
Other Motor Vehicle Dealers	4412	\$41,045,278	\$16,698,294	\$24,346,984	42.2	8
Auto Parts, Accessories & Tire Stores	4413	\$33,057,001	\$19,539,644	\$13,517,357	25.7	16
Furniture & Home Furnishings Stores	442	\$50,829,321	\$49,852,236	\$977,085	1.0	44
Furniture Stores	4421	\$32,096,563	\$29,995,981	\$2,100,582	3.4	23
Home Furnishings Stores	4422	\$18,732,758	\$19,856,255	-\$1,123,497	-2.9	21
Electronics & Appliance Stores	443	\$93,759,447	\$138,353,167	-\$44,593,720	-19.2	72
Bldg Materials, Garden Equip. & Supply Stores	444	\$118,218,379	\$96,802,074	\$21,416,305	10.0	46
Bldg Material & Supplies Dealers	4441	\$107,240,354	\$89,806,723	\$17,433,631	8.8	34
Lawn & Garden Equip & Supply Stores	4442	\$10,978,025	\$6,995,350	\$3,982,675	22.2	12
Food & Beverage Stores	445	\$327,410,246	\$252,534,529	\$74,875,717	12.9	45
Grocery Stores	4451	\$290,025,633	\$220,114,546	\$69,911,087	13.7	24
Specialty Food Stores	4452	\$24,742,615	\$11,235,291	\$13,507,324	37.5	14
Beer, Wine & Liquor Stores	4453	\$12,641,997	\$21,184,693	-\$8,542,696	-25.3	7
Health & Personal Care Stores	446,4461	\$123,572,330	\$96,209,215	\$27,363,115	12.5	55
Gasoline Stations	447,4471	\$125,148,141	\$58,638,638	\$66,509,503	36.2	23
Clothing & Clothing Accessories Stores	448	\$79,235,339	\$124,025,735	-\$44,790,396	-22.0	122
Clothing Stores	4481	\$51,483,608	\$84,357,988	-\$32,874,380	-24.2	79
Shoe Stores	4482	\$10,675,099	\$15,573,296	-\$4,898,197	-18.7	16
Jewelry, Luggage & Leather Goods Stores	4483	\$17,076,632	\$24,094,451	-\$7,017,819	-17.0	27
Sporting Goods, Hobby, Book & Music Stores	451	\$38,904,183	\$62,163,259	-\$23,259,076	-23.0	52
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,620,487	\$58,525,122	-\$26,904,635	-29.8	47
Book, Periodical & Music Stores	4512	\$7,283,695	\$3,638,137	\$3,645,558	33.4	5
General Merchandise Stores	452	\$330,213,653	\$398,111,222	-\$67,897,569	-9.3	27
Department Stores Excluding Leased Depts.	4521	\$243,168,879	\$274,151,757	-\$30,982,878	-6.0	13
Other General Merchandise Stores	4529	\$87,044,775	\$123,959,465	-\$36,914,690	-17.5	15
Miscellaneous Store Retailers	453	\$87,214,969	\$58,637,688	\$28,577,281	19.6	79
Florists	4531	\$3,548,064	\$2,546,252	\$1,001,812	16.4	7
Office Supplies, Stationery & Gift Stores	4532	\$15,963,100	\$11,531,349	\$4,431,751	16.1	24
Used Merchandise Stores	4533	\$10,090,161	\$10,662,396	-\$572,235	-2.8	17
Other Miscellaneous Store Retailers	4539	\$57,613,644	\$33,897,692	\$23,715,952	25.9	31
Nonstore Retailers	454	\$33,626,863	\$2,834,778	\$30,792,085	84.5	7
Electronic Shopping & Mail-Order Houses	4541	\$19,684,886	\$1,323,756	\$18,361,130	87.4	3
Vending Machine Operators	4542	\$3,316,757	\$1,117,644	\$2,199,113	49.6	2
Direct Selling Establishments	4543	\$10,625,219	\$393,379	\$10,231,840	92.9	2
Food Services & Drinking Places	722	\$194,375,072	\$225,221,510	-\$30,846,438	-7.4	242
Special Food Services	7223	\$5,509,022	\$716,350	\$4,792,672	77.0	4
Drinking Places - Alcoholic Beverages	7224	\$6,947,887	\$3,840,761	\$3,107,126	28.8	9
Restaurants/Other Eating Places	7225	\$181,918,162	\$220,664,400	-\$38,746,238	-10	228

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

