



Retail MarketPlace Profile

8683 OH-66, Defiance, Ohio, 43512
Ring: 1 mile radius

Prepared by Esri
Latitude: 41.31664
Longitude: -84.36081

Summary Demographics

2016 Population	261
2016 Households	90
2016 Median Disposable Income	\$48,109
2016 Per Capita Income	\$25,887

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	\$3,443,240	\$157,638,684	-\$154,195,444	-95.7	30
Total Retail Trade	44-45	\$3,142,695	\$151,116,406	-\$147,973,711	-95.9	22
Total Food & Drink	722	\$300,545	\$6,522,278	-\$6,221,733	-91.2	8

Industry Group

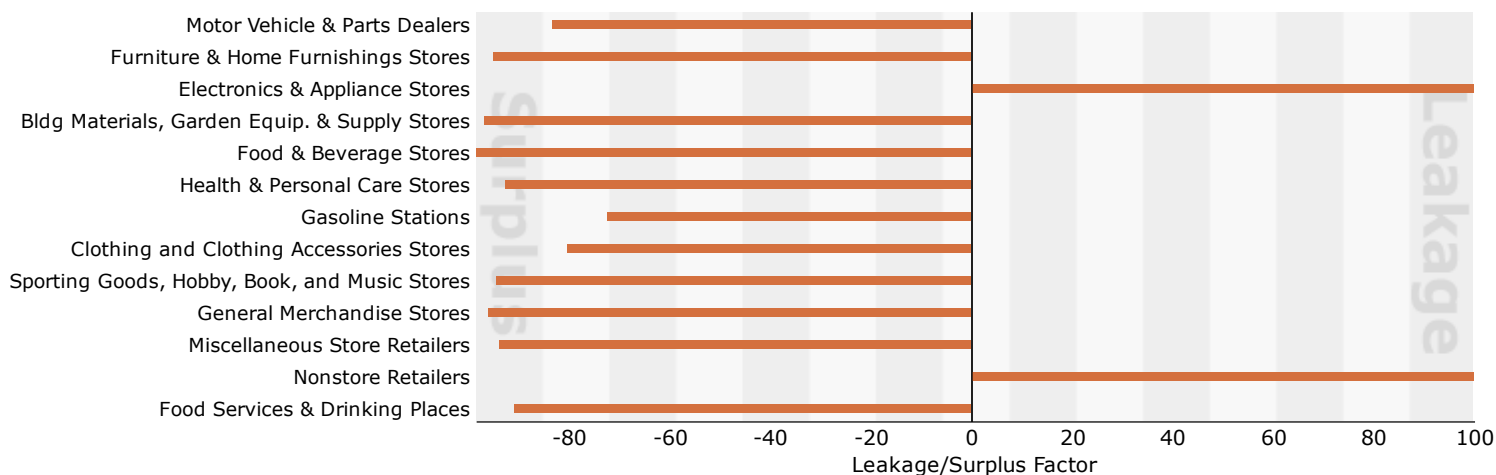
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$746,731	\$8,347,862	-\$7,601,131	-83.6	3
Automobile Dealers	4411	\$617,868	\$6,481,603	-\$5,863,735	-82.6	1
Other Motor Vehicle Dealers	4412	\$72,676	\$1,444,266	-\$1,371,590	-90.4	1
Auto Parts, Accessories & Tire Stores	4413	\$56,186	\$0	\$56,186	100.0	0
Furniture & Home Furnishings Stores	442	\$77,677	\$3,164,930	-\$3,087,253	-95.2	3
Furniture Stores	4421	\$47,381	\$2,542,002	-\$2,494,621	-96.3	1
Home Furnishings Stores	4422	\$30,296	\$622,928	-\$592,632	-90.7	1
Electronics & Appliance Stores	443	\$143,320	\$0	\$143,320	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$221,651	\$15,194,443	-\$14,972,792	-97.1	1
Bldg Material & Supplies Dealers	4441	\$197,621	\$15,194,443	-\$14,996,822	-97.4	1
Lawn & Garden Equip & Supply Stores	4442	\$24,029	\$0	\$24,029	100.0	0
Food & Beverage Stores	445	\$560,280	\$79,955,895	-\$79,395,615	-98.6	2
Grocery Stores	4451	\$496,957	\$79,172,846	-\$78,675,889	-98.8	2
Specialty Food Stores	4452	\$42,296	\$783,049	-\$740,753	-89.8	1
Beer, Wine & Liquor Stores	4453	\$21,026	\$0	\$21,026	100.0	0
Health & Personal Care Stores	446,4461	\$220,636	\$6,170,323	-\$5,949,687	-93.1	3
Gasoline Stations	447,4471	\$226,636	\$1,425,184	-\$1,198,548	-72.6	1
Clothing & Clothing Accessories Stores	448	\$120,866	\$1,123,187	-\$1,002,321	-80.6	2
Clothing Stores	4481	\$78,498	\$756,031	-\$677,533	-81.2	1
Shoe Stores	4482	\$16,582	\$0	\$16,582	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$25,786	\$0	\$25,786	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$63,311	\$2,369,722	-\$2,306,411	-94.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,496	\$1,851,970	-\$1,800,474	-94.6	2
Book, Periodical & Music Stores	4512	\$11,815	\$0	\$11,815	100.0	0
General Merchandise Stores	452	\$539,892	\$27,689,760	-\$27,149,868	-96.2	3
Department Stores Excluding Leased Depts.	4521	\$390,831	\$26,238,446	-\$25,847,615	-97.1	2
Other General Merchandise Stores	4529	\$149,061	\$1,451,314	-\$1,302,253	-81.4	1
Miscellaneous Store Retailers	453	\$156,952	\$5,032,006	-\$4,875,054	-94.0	3
Florists	4531	\$6,185	\$0	\$6,185	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$24,993	\$0	\$24,993	100.0	0
Used Merchandise Stores	4533	\$16,234	\$0	\$16,234	100.0	0
Other Miscellaneous Store Retailers	4539	\$109,540	\$4,149,550	-\$4,040,010	-94.9	2
Nonstore Retailers	454	\$64,744	\$0	\$64,744	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$32,952	\$0	\$32,952	100.0	0
Vending Machine Operators	4542	\$5,451	\$0	\$5,451	100.0	0
Direct Selling Establishments	4543	\$26,341	\$0	\$26,341	100.0	0
Food Services & Drinking Places	722	\$300,545	\$6,522,278	-\$6,221,733	-91.2	8
Special Food Services	7223	\$9,550	\$0	\$9,550	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$10,290	\$74,878	-\$64,588	-75.8	1
Restaurants/Other Eating Places	7225	\$280,705	\$6,447,400	-\$6,166,695	-92	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

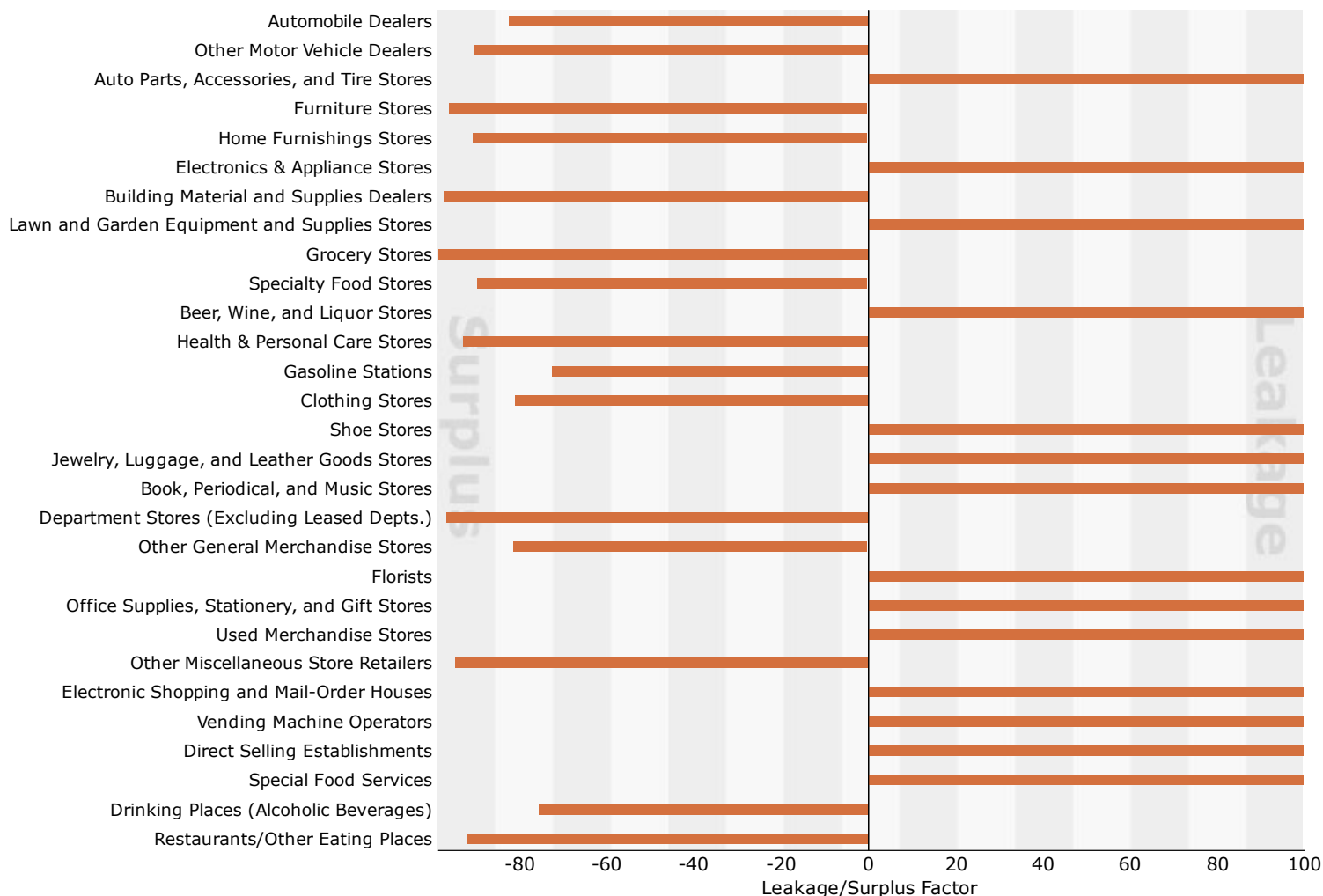
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May 11, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

8683 OH-66, Defiance, Ohio, 43512
Ring: 3 mile radius

Prepared by Esri
Latitude: 41.31664
Longitude: -84.36081

Summary Demographics

2016 Population	12,556
2016 Households	5,039
2016 Median Disposable Income	\$37,389
2016 Per Capita Income	\$23,322

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	\$164,621,330	\$579,908,806	-\$415,287,476	-55.8	181
Total Retail Trade	44-45	\$150,353,876	\$542,994,838	-\$392,640,962	-56.6	125
Total Food & Drink	722	\$14,267,454	\$36,913,968	-\$22,646,514	-44.2	57

Industry Group

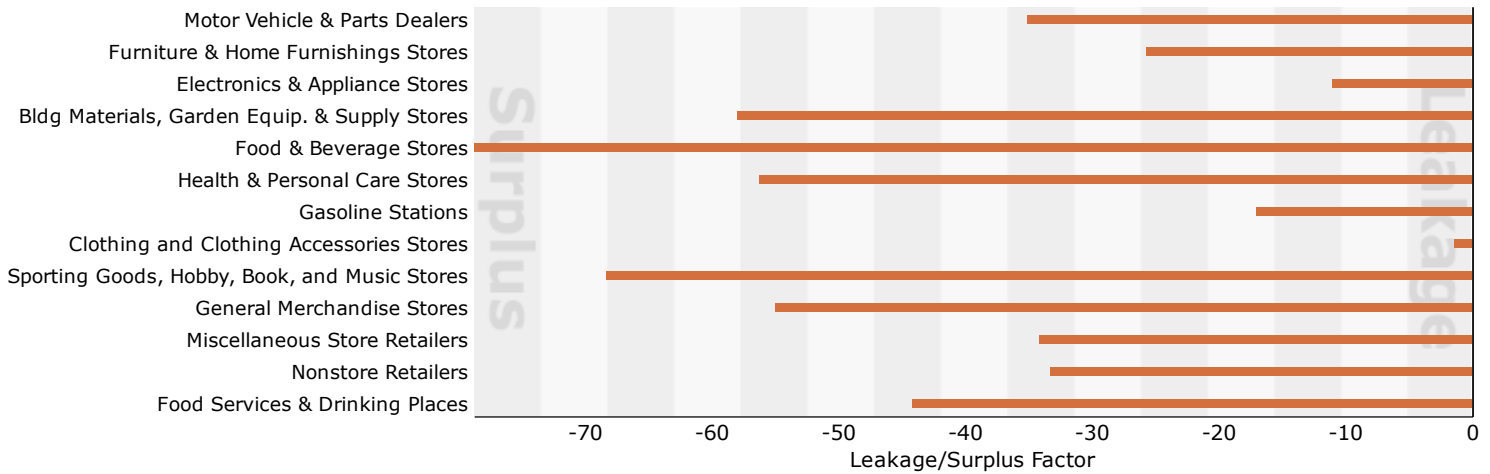
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,759,989	\$74,587,358	-\$38,827,369	-35.2	16
Automobile Dealers	4411	\$29,682,878	\$69,341,705	-\$39,658,827	-40.0	10
Other Motor Vehicle Dealers	4412	\$3,400,210	\$2,143,104	\$1,257,106	22.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,676,900	\$3,102,550	-\$425,650	-7.4	5
Furniture & Home Furnishings Stores	442	\$3,689,965	\$6,249,958	-\$2,559,993	-25.8	7
Furniture Stores	4421	\$2,311,807	\$5,325,614	-\$3,013,807	-39.5	5
Home Furnishings Stores	4422	\$1,378,157	\$924,345	\$453,812	19.7	2
Electronics & Appliance Stores	443	\$6,845,613	\$8,559,483	-\$1,713,870	-11.1	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,887,418	\$37,279,856	-\$27,392,438	-58.1	6
Bldg Material & Supplies Dealers	4441	\$8,793,036	\$37,242,951	-\$28,449,915	-61.8	5
Lawn & Garden Equip & Supply Stores	4442	\$1,094,383	\$0	\$1,094,383	100.0	0
Food & Beverage Stores	445	\$27,259,846	\$230,013,318	-\$202,753,472	-78.8	9
Grocery Stores	4451	\$24,181,009	\$228,851,375	-\$204,670,366	-80.9	8
Specialty Food Stores	4452	\$2,064,089	\$1,161,943	\$902,146	28.0	1
Beer, Wine & Liquor Stores	4453	\$1,014,747	\$0	\$1,014,747	100.0	0
Health & Personal Care Stores	446,4461	\$10,566,515	\$37,916,945	-\$27,350,430	-56.4	20
Gasoline Stations	447,4471	\$11,100,972	\$15,676,702	-\$4,575,730	-17.1	4
Clothing & Clothing Accessories Stores	448	\$5,751,080	\$5,922,658	-\$171,578	-1.5	7
Clothing Stores	4481	\$3,757,270	\$3,218,787	\$538,483	7.7	4
Shoe Stores	4482	\$792,525	\$805,342	-\$12,817	-0.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,201,285	\$1,898,529	-\$697,244	-22.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,983,768	\$15,892,681	-\$12,908,913	-68.4	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,414,713	\$12,995,995	-\$10,581,282	-68.7	15
Book, Periodical & Music Stores	4512	\$569,055	\$2,896,686	-\$2,327,631	-67.2	3
General Merchandise Stores	452	\$25,874,826	\$89,341,915	-\$63,467,089	-55.1	10
Department Stores Excluding Leased Depts.	4521	\$18,672,239	\$83,107,867	-\$64,435,628	-63.3	6
Other General Merchandise Stores	4529	\$7,202,587	\$6,234,049	\$968,538	7.2	5
Miscellaneous Store Retailers	453	\$7,644,021	\$15,581,818	-\$7,937,797	-34.2	14
Florists	4531	\$281,932	\$1,536,788	-\$1,254,856	-69.0	3
Office Supplies, Stationery & Gift Stores	4532	\$1,185,799	\$3,695,314	-\$2,509,515	-51.4	2
Used Merchandise Stores	4533	\$777,202	\$2,364,214	-\$1,587,012	-50.5	3
Other Miscellaneous Store Retailers	4539	\$5,399,088	\$7,985,502	-\$2,586,414	-19.3	6
Nonstore Retailers	454	\$2,989,864	\$5,972,145	-\$2,982,281	-33.3	2
Electronic Shopping & Mail-Order Houses	4541	\$1,565,572	\$0	\$1,565,572	100.0	0
Vending Machine Operators	4542	\$257,025	\$0	\$257,025	100.0	0
Direct Selling Establishments	4543	\$1,167,267	\$3,043,633	-\$1,876,366	-44.6	2
Food Services & Drinking Places	722	\$14,267,454	\$36,913,968	-\$22,646,514	-44.2	57
Special Food Services	7223	\$423,188	\$144,311	\$278,877	49.1	1
Drinking Places - Alcoholic Beverages	7224	\$481,837	\$393,154	\$88,683	10.1	2
Restaurants/Other Eating Places	7225	\$13,362,429	\$36,376,503	-\$23,014,074	-46	53

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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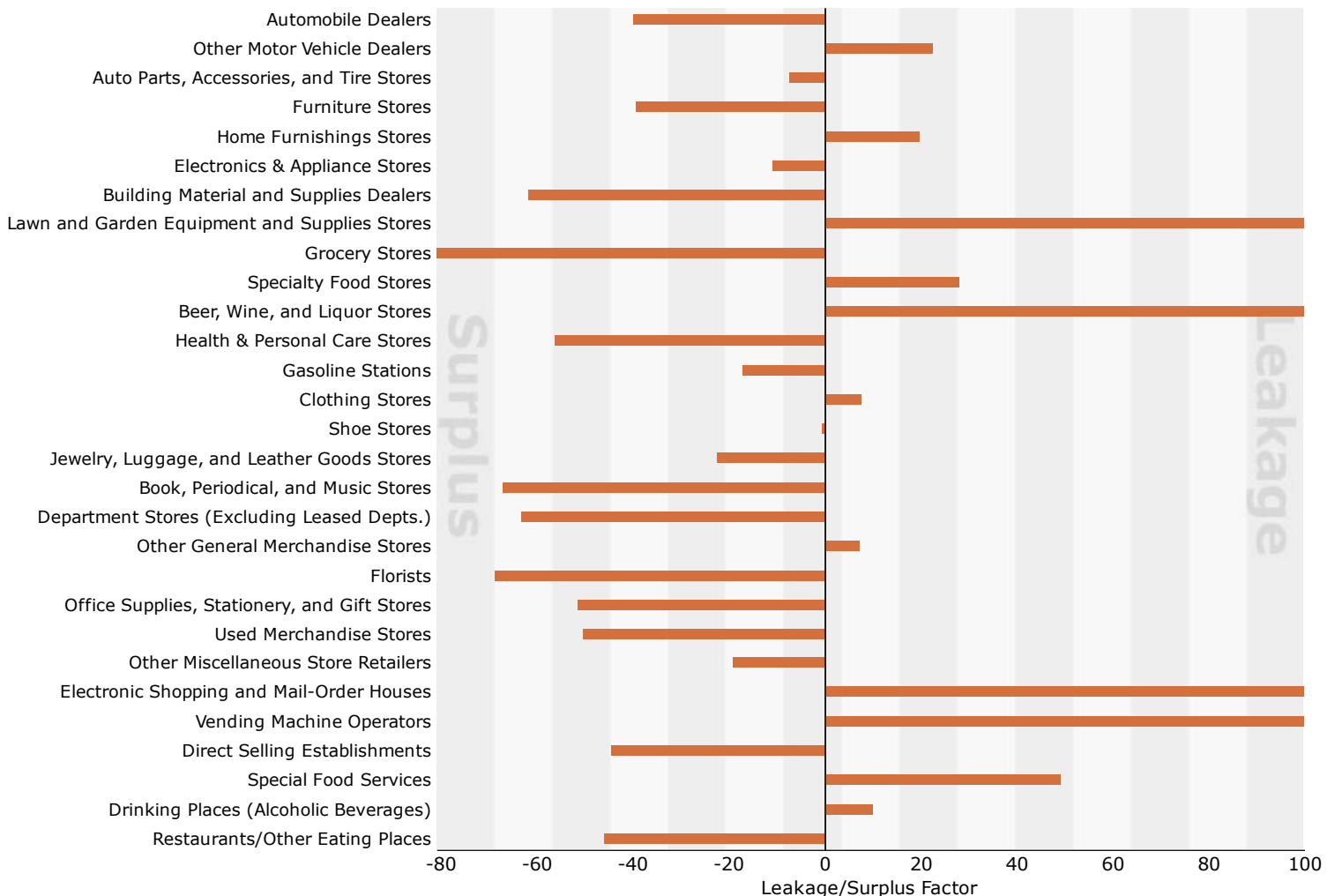
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May 11, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

8683 OH-66, Defiance, Ohio, 43512
Ring: 5 mile radius

Prepared by Esri
Latitude: 41.31664
Longitude: -84.36081

Summary Demographics

2016 Population	21,367
2016 Households	8,665
2016 Median Disposable Income	\$38,477
2016 Per Capita Income	\$23,779

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	\$286,631,308	\$663,124,807	-\$376,493,499	-39.6	225
Total Retail Trade	44-45	\$261,643,202	\$621,805,537	-\$360,162,335	-40.8	159
Total Food & Drink	722	\$24,988,106	\$41,319,270	-\$16,331,164	-24.6	66

Industry Group

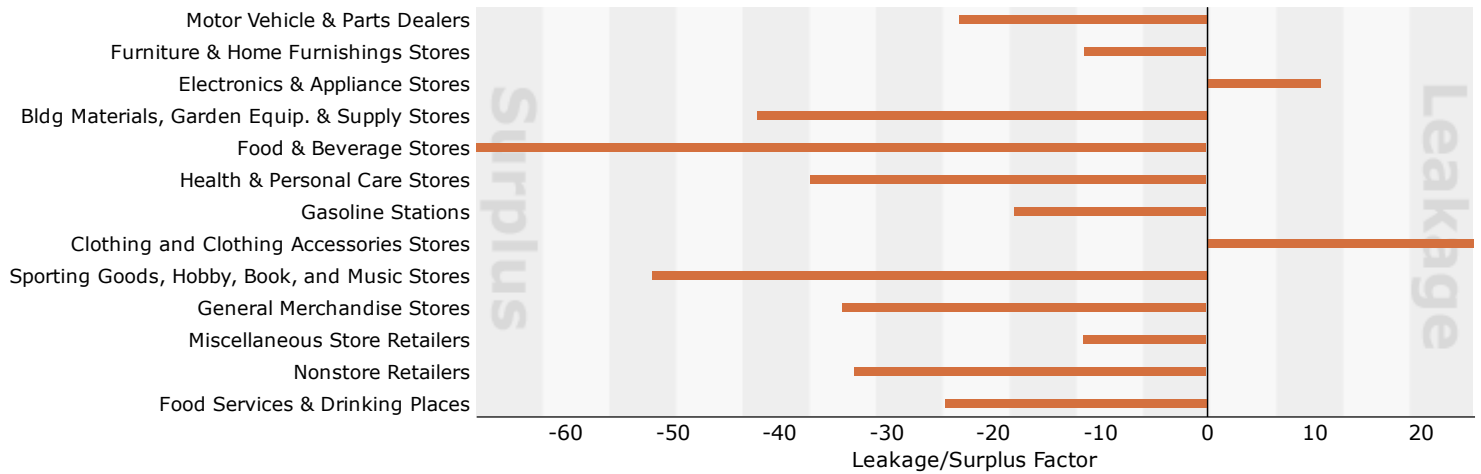
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,177,026	\$99,896,106	-\$37,719,080	-23.3	23
Automobile Dealers	4411	\$51,584,609	\$93,855,165	-\$42,270,556	-29.1	17
Other Motor Vehicle Dealers	4412	\$5,932,476	\$2,848,967	\$3,083,509	35.1	1
Auto Parts, Accessories & Tire Stores	4413	\$4,659,942	\$3,191,974	\$1,467,968	18.7	5
Furniture & Home Furnishings Stores	442	\$6,481,841	\$8,162,523	-\$1,680,682	-11.5	9
Furniture Stores	4421	\$4,043,398	\$7,167,848	-\$3,124,450	-27.9	7
Home Furnishings Stores	4422	\$2,438,443	\$994,675	\$1,443,768	42.1	2
Electronics & Appliance Stores	443	\$11,949,704	\$9,646,946	\$2,302,758	10.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,362,824	\$42,727,800	-\$25,364,976	-42.2	10
Bldg Material & Supplies Dealers	4441	\$15,459,297	\$42,640,965	-\$27,181,668	-46.8	9
Lawn & Garden Equip & Supply Stores	4442	\$1,903,527	\$86,835	\$1,816,692	91.3	1
Food & Beverage Stores	445	\$47,243,750	\$252,162,813	-\$204,919,063	-68.4	11
Grocery Stores	4451	\$41,909,343	\$250,912,461	-\$209,003,118	-71.4	10
Specialty Food Stores	4452	\$3,574,047	\$1,250,352	\$2,323,695	48.2	1
Beer, Wine & Liquor Stores	4453	\$1,760,359	\$0	\$1,760,359	100.0	0
Health & Personal Care Stores	446,4461	\$18,422,260	\$40,184,710	-\$21,762,450	-37.1	24
Gasoline Stations	447,4471	\$19,238,506	\$27,759,481	-\$8,520,975	-18.1	9
Clothing & Clothing Accessories Stores	448	\$10,068,230	\$6,046,632	\$4,021,598	25.0	8
Clothing Stores	4481	\$6,583,173	\$3,342,761	\$3,240,412	32.6	5
Shoe Stores	4482	\$1,384,100	\$805,342	\$578,758	26.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,100,957	\$1,898,529	\$202,428	5.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$5,200,803	\$16,460,245	-\$11,259,442	-52.0	20
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,217,268	\$13,563,559	-\$9,346,291	-52.6	17
Book, Periodical & Music Stores	4512	\$983,535	\$2,896,686	-\$1,913,151	-49.3	3
General Merchandise Stores	452	\$45,085,218	\$91,689,835	-\$46,604,617	-34.1	12
Department Stores Excluding Leased Depts.	4521	\$32,587,315	\$84,328,860	-\$51,741,545	-44.3	6
Other General Merchandise Stores	4529	\$12,497,903	\$7,360,975	\$5,136,928	25.9	6
Miscellaneous Store Retailers	453	\$13,221,041	\$16,737,877	-\$3,516,836	-11.7	17
Florists	4531	\$497,892	\$1,629,574	-\$1,131,682	-53.2	3
Office Supplies, Stationery & Gift Stores	4532	\$2,072,936	\$4,013,973	-\$1,941,037	-31.9	3
Used Merchandise Stores	4533	\$1,349,089	\$2,488,646	-\$1,139,557	-29.7	4
Other Miscellaneous Store Retailers	4539	\$9,301,124	\$8,605,684	\$695,440	3.9	7
Nonstore Retailers	454	\$5,191,999	\$10,330,568	-\$5,138,569	-33.1	4
Electronic Shopping & Mail-Order Houses	4541	\$2,732,154	\$0	\$2,732,154	100.0	0
Vending Machine Operators	4542	\$448,227	\$6,943,069	-\$6,494,842	-87.9	1
Direct Selling Establishments	4543	\$2,011,618	\$3,387,500	-\$1,375,882	-25.5	2
Food Services & Drinking Places	722	\$24,988,106	\$41,319,270	-\$16,331,164	-24.6	66
Special Food Services	7223	\$739,026	\$144,311	\$594,715	67.3	1
Drinking Places - Alcoholic Beverages	7224	\$841,661	\$475,185	\$366,476	27.8	3
Restaurants/Other Eating Places	7225	\$23,407,418	\$40,699,773	-\$17,292,355	-27	62

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May 11, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

