



Retail MarketPlace Profile

2703 N Memorial Dr, Lancaster, Ohio, 43130
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.74278
Longitude: -82.64203

Summary Demographics

2017 Population	5,053
2017 Households	1,877
2017 Median Disposable Income	\$51,948
2017 Per Capita Income	\$30,226

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	\$73,540,141	\$292,084,720	-\$218,544,579	-59.8	61
Total Retail Trade	44-45	\$66,480,972	\$274,516,183	-\$208,035,211	-61.0	43
Total Food & Drink	722	\$7,059,170	\$17,568,537	-\$10,509,367	-42.7	18

Industry Group

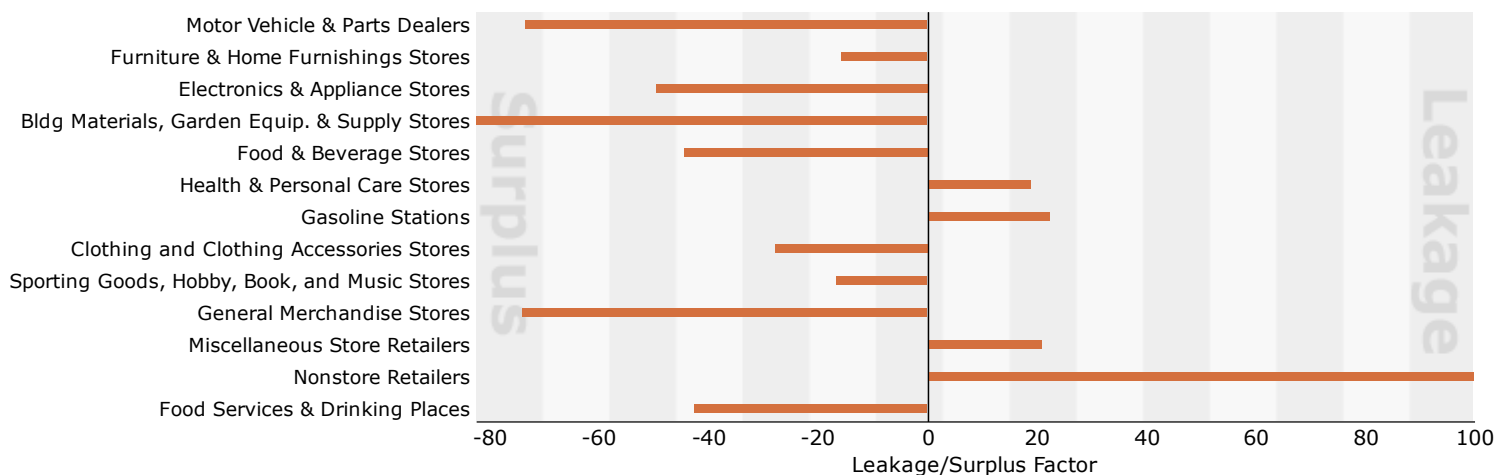
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,421,795	\$94,238,203	-\$79,816,408	-73.5	13
Automobile Dealers	4411	\$11,653,243	\$87,293,529	-\$75,640,286	-76.4	7
Other Motor Vehicle Dealers	4412	\$1,353,447	\$6,349,124	-\$4,995,677	-64.9	4
Auto Parts, Accessories & Tire Stores	4413	\$1,415,106	\$595,550	\$819,556	40.8	2
Furniture & Home Furnishings Stores	442	\$1,994,970	\$2,742,700	-\$747,730	-15.8	3
Furniture Stores	4421	\$1,218,321	\$1,582,013	-\$363,692	-13.0	2
Home Furnishings Stores	4422	\$776,649	\$1,160,688	-\$384,039	-19.8	1
Electronics & Appliance Stores	443	\$2,089,537	\$6,210,936	-\$4,121,399	-49.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,796,584	\$50,044,313	-\$45,247,729	-82.5	4
Bldg Material & Supplies Dealers	4441	\$4,430,148	\$49,980,540	-\$45,550,392	-83.7	4
Lawn & Garden Equip & Supply Stores	4442	\$366,436	\$0	\$366,436	100.0	0
Food & Beverage Stores	445	\$11,431,527	\$29,810,806	-\$18,379,279	-44.6	1
Grocery Stores	4451	\$10,290,426	\$29,746,778	-\$19,456,352	-48.6	1
Specialty Food Stores	4452	\$647,861	\$0	\$647,861	100.0	0
Beer, Wine & Liquor Stores	4453	\$493,240	\$0	\$493,240	100.0	0
Health & Personal Care Stores	446,4461	\$4,854,450	\$3,298,975	\$1,555,475	19.1	2
Gasoline Stations	447,4471	\$7,522,200	\$4,761,316	\$2,760,884	22.5	2
Clothing & Clothing Accessories Stores	448	\$3,063,389	\$5,457,005	-\$2,393,616	-28.1	7
Clothing Stores	4481	\$1,987,481	\$3,548,749	-\$1,561,268	-28.2	4
Shoe Stores	4482	\$455,825	\$841,553	-\$385,728	-29.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$620,082	\$1,066,703	-\$446,621	-26.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,489,560	\$2,086,453	-\$596,893	-16.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,234,713	\$2,060,728	-\$826,015	-25.1	1
Book, Periodical & Music Stores	4512	\$254,847	\$0	\$254,847	100.0	0
General Merchandise Stores	452	\$11,040,683	\$73,983,563	-\$62,942,880	-74.0	3
Department Stores Excluding Leased Depts.	4521	\$7,680,603	\$73,476,053	-\$65,795,450	-81.1	3
Other General Merchandise Stores	4529	\$3,360,080	\$0	\$3,360,080	100.0	0
Miscellaneous Store Retailers	453	\$2,803,528	\$1,824,929	\$978,599	21.1	2
Florists	4531	\$120,003	\$0	\$120,003	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$607,125	\$1,107,889	-\$500,764	-29.2	1
Used Merchandise Stores	4533	\$390,033	\$0	\$390,033	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,686,367	\$692,565	\$993,802	41.8	1
Nonstore Retailers	454	\$972,750	\$0	\$972,750	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$643,166	\$0	\$643,166	100.0	0
Vending Machine Operators	4542	\$101,924	\$0	\$101,924	100.0	0
Direct Selling Establishments	4543	\$227,659	\$0	\$227,659	100.0	0
Food Services & Drinking Places	722	\$7,059,170	\$17,568,537	-\$10,509,367	-42.7	18
Special Food Services	7223	\$197,666	\$0	\$197,666	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$250,833	\$0	\$250,833	100.0	0
Restaurants/Other Eating Places	7225	\$6,610,671	\$17,565,771	-\$10,955,100	-45.3	18

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

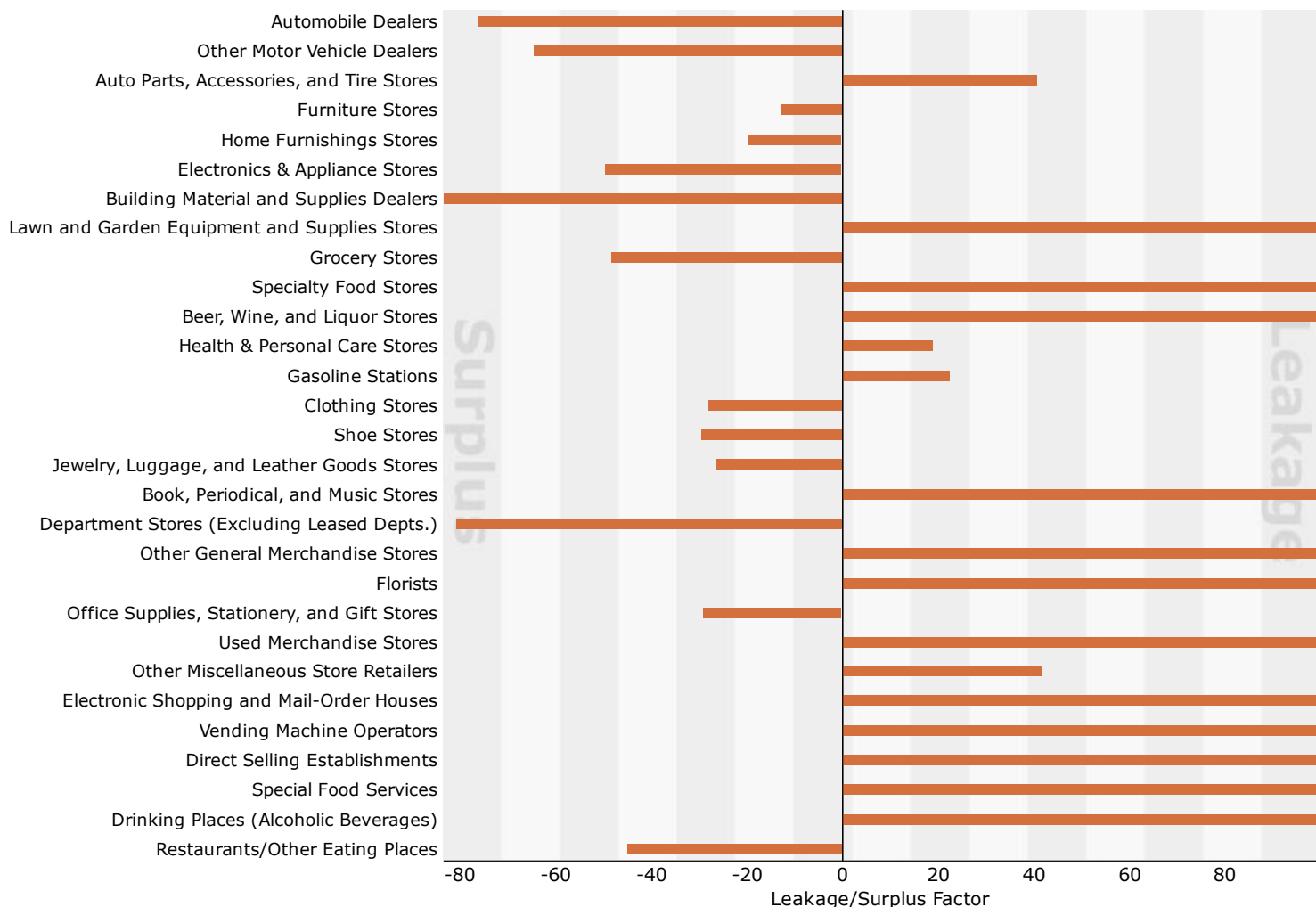
Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2703 N Memorial Dr, Lancaster, Ohio, 43130
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.74278
Longitude: -82.64203

Summary Demographics

2017 Population	25,947
2017 Households	10,513
2017 Median Disposable Income	\$38,030
2017 Per Capita Income	\$24,234

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	\$305,402,309	\$748,978,337	-\$443,576,028	-42.1	337
Total Retail Trade	44-45	\$277,175,993	\$684,296,099	-\$407,120,106	-42.3	252
Total Food & Drink	722	\$28,226,316	\$64,682,238	-\$36,455,922	-39.2	85

Industry Group

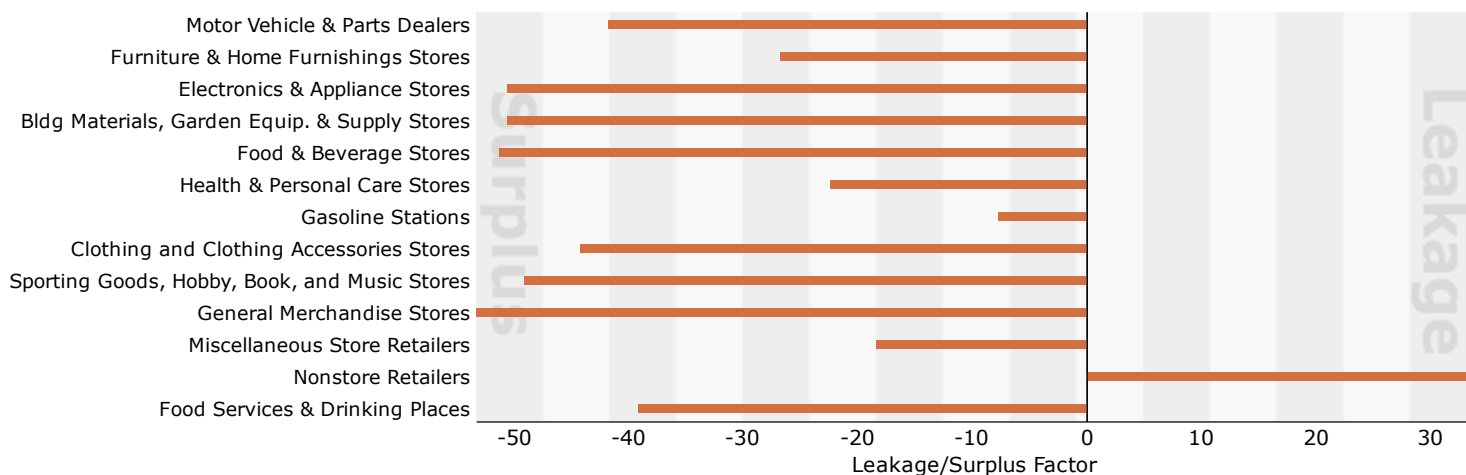
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$60,595,686	\$147,501,282	-\$86,905,596	-41.8	42
Automobile Dealers	4411	\$48,941,380	\$128,566,928	-\$79,625,548	-44.9	21
Other Motor Vehicle Dealers	4412	\$5,731,881	\$10,310,726	-\$4,578,845	-28.5	8
Auto Parts, Accessories & Tire Stores	4413	\$5,922,425	\$8,623,629	-\$2,701,204	-18.6	13
Furniture & Home Furnishings Stores	442	\$7,916,488	\$13,719,086	-\$5,802,598	-26.8	19
Furniture Stores	4421	\$4,863,868	\$7,149,113	-\$2,285,245	-19.0	12
Home Furnishings Stores	4422	\$3,052,620	\$6,569,974	-\$3,517,354	-36.6	7
Electronics & Appliance Stores	443	\$8,461,542	\$25,811,692	-\$17,350,150	-50.6	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,798,906	\$60,377,209	-\$40,578,303	-50.6	17
Bldg Material & Supplies Dealers	4441	\$18,096,347	\$57,967,484	-\$39,871,137	-52.4	13
Lawn & Garden Equip & Supply Stores	4442	\$1,702,559	\$2,409,725	-\$707,166	-17.2	4
Food & Beverage Stores	445	\$48,134,736	\$149,525,092	-\$101,390,356	-51.3	16
Grocery Stores	4451	\$43,336,709	\$149,028,781	-\$105,692,072	-54.9	13
Specialty Food Stores	4452	\$2,727,487	\$496,311	\$2,231,176	69.2	3
Beer, Wine & Liquor Stores	4453	\$2,070,540	\$0	\$2,070,540	100.0	0
Health & Personal Care Stores	446,4461	\$20,697,419	\$32,730,049	-\$12,032,630	-22.5	21
Gasoline Stations	447,4471	\$31,740,789	\$37,053,920	-\$5,313,131	-7.7	11
Clothing & Clothing Accessories Stores	448	\$12,224,252	\$31,704,753	-\$19,480,501	-44.3	36
Clothing Stores	4481	\$7,982,590	\$19,963,958	-\$11,981,368	-42.9	20
Shoe Stores	4482	\$1,791,018	\$5,391,024	-\$3,600,006	-50.1	6
Jewelry, Luggage & Leather Goods Stores	4483	\$2,450,645	\$6,349,772	-\$3,899,127	-44.3	10
Sporting Goods, Hobby, Book & Music Stores	451	\$6,063,074	\$17,826,375	-\$11,763,301	-49.2	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,022,147	\$17,707,577	-\$12,685,430	-55.8	16
Book, Periodical & Music Stores	4512	\$1,040,927	\$118,798	\$922,129	79.5	2
General Merchandise Stores	452	\$45,314,099	\$148,586,088	-\$103,271,989	-53.3	14
Department Stores Excluding Leased Depts.	4521	\$31,263,653	\$143,586,598	-\$112,322,945	-64.2	8
Other General Merchandise Stores	4529	\$14,050,446	\$4,999,490	\$9,050,956	47.5	6
Miscellaneous Store Retailers	453	\$11,970,167	\$17,356,660	-\$5,386,493	-18.4	39
Florists	4531	\$512,997	\$225,337	\$287,660	39.0	2
Office Supplies, Stationery & Gift Stores	4532	\$2,436,632	\$6,483,091	-\$4,046,459	-45.4	9
Used Merchandise Stores	4533	\$1,587,752	\$3,368,063	-\$1,780,311	-35.9	12
Other Miscellaneous Store Retailers	4539	\$7,432,787	\$7,280,168	\$152,619	1.0	17
Nonstore Retailers	454	\$4,258,834	\$2,103,890	\$2,154,944	33.9	5
Electronic Shopping & Mail-Order Houses	4541	\$2,636,496	\$1,450,778	\$1,185,718	29.0	2
Vending Machine Operators	4542	\$414,932	\$567,661	-\$152,729	-15.5	2
Direct Selling Establishments	4543	\$1,207,406	\$85,451	\$1,121,955	86.8	1
Food Services & Drinking Places	722	\$28,226,316	\$64,682,238	-\$36,455,922	-39.2	85
Special Food Services	7223	\$805,224	\$597,196	\$208,028	14.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,010,605	\$908,886	\$101,719	5.3	7
Restaurants/Other Eating Places	7225	\$26,410,488	\$63,176,157	-\$36,765,669	-41.0	75

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

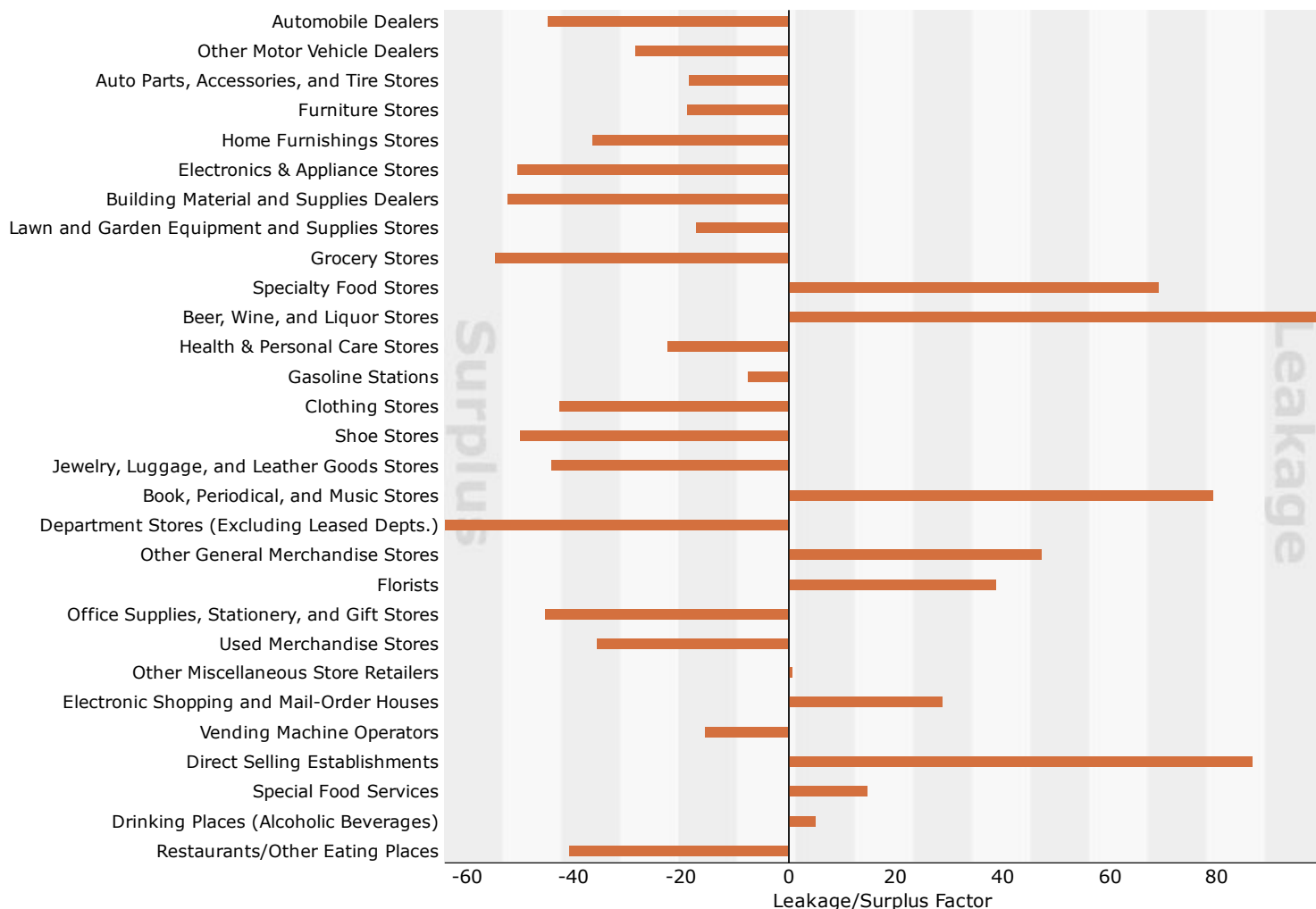
Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2703 N Memorial Dr, Lancaster, Ohio, 43130
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.74278
Longitude: -82.64203

Summary Demographics

2017 Population	51,341
2017 Households	20,741
2017 Median Disposable Income	\$39,251
2017 Per Capita Income	\$24,494

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	\$607,775,514	\$892,713,721	-\$284,938,207	-19.0	434
Total Retail Trade	44-45	\$551,188,287	\$809,498,554	-\$258,310,267	-19.0	317
Total Food & Drink	722	\$56,587,227	\$83,215,167	-\$26,627,940	-19.0	117

Industry Group

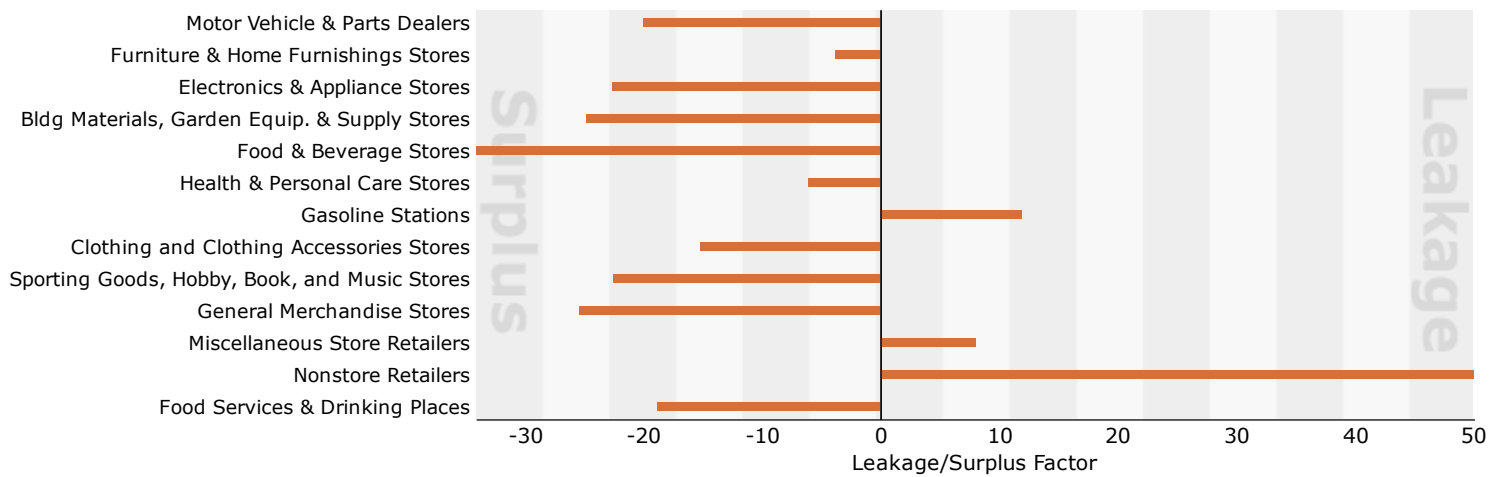
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$119,871,675	\$180,722,494	-\$60,850,819	-20.2	54
Automobile Dealers	4411	\$96,719,961	\$153,783,002	-\$57,063,041	-22.8	26
Other Motor Vehicle Dealers	4412	\$11,336,850	\$16,078,936	-\$4,742,086	-17.3	12
Auto Parts, Accessories & Tire Stores	4413	\$11,814,864	\$10,860,557	\$954,307	4.2	16
Furniture & Home Furnishings Stores	442	\$15,890,975	\$17,176,836	-\$1,285,861	-3.9	23
Furniture Stores	4421	\$9,727,468	\$10,129,628	-\$402,160	-2.0	15
Home Furnishings Stores	4422	\$6,163,507	\$7,047,208	-\$883,701	-6.7	8
Electronics & Appliance Stores	443	\$16,949,167	\$26,904,981	-\$9,955,814	-22.7	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,552,433	\$65,826,603	-\$26,274,170	-24.9	24
Bldg Material & Supplies Dealers	4441	\$36,143,343	\$61,514,521	-\$25,371,178	-26.0	18
Lawn & Garden Equip & Supply Stores	4442	\$3,409,090	\$4,312,082	-\$902,992	-11.7	6
Food & Beverage Stores	445	\$95,637,381	\$194,843,147	-\$99,205,766	-34.2	25
Grocery Stores	4451	\$86,079,000	\$192,050,033	-\$105,971,033	-38.1	20
Specialty Food Stores	4452	\$5,413,074	\$1,983,436	\$3,429,638	46.4	4
Beer, Wine & Liquor Stores	4453	\$4,145,307	\$809,678	\$3,335,629	67.3	1
Health & Personal Care Stores	446,4461	\$41,150,374	\$46,556,051	-\$5,405,677	-6.2	26
Gasoline Stations	447,4471	\$62,665,678	\$49,334,095	\$13,331,583	11.9	15
Clothing & Clothing Accessories Stores	448	\$24,623,032	\$33,501,399	-\$8,878,367	-15.3	39
Clothing Stores	4481	\$16,043,590	\$20,176,948	-\$4,133,358	-11.4	21
Shoe Stores	4482	\$3,583,400	\$6,924,144	-\$3,340,744	-31.8	8
Jewelry, Luggage & Leather Goods Stores	4483	\$4,996,042	\$6,400,307	-\$1,404,265	-12.3	10
Sporting Goods, Hobby, Book & Music Stores	451	\$12,149,276	\$19,254,591	-\$7,105,315	-22.6	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,065,769	\$19,124,291	-\$9,058,522	-31.0	22
Book, Periodical & Music Stores	4512	\$2,083,506	\$130,300	\$1,953,206	88.2	2
General Merchandise Stores	452	\$90,475,230	\$152,387,774	-\$61,912,544	-25.5	17
Department Stores Excluding Leased Depts.	4521	\$62,562,376	\$143,586,598	-\$81,024,222	-39.3	8
Other General Merchandise Stores	4529	\$27,912,854	\$8,801,176	\$19,111,678	52.1	9
Miscellaneous Store Retailers	453	\$23,699,287	\$20,154,136	\$3,545,151	8.1	49
Florists	4531	\$1,050,981	\$315,472	\$735,509	53.8	3
Office Supplies, Stationery & Gift Stores	4532	\$4,877,833	\$6,560,071	-\$1,682,238	-14.7	10
Used Merchandise Stores	4533	\$3,180,375	\$4,508,002	-\$1,327,627	-17.3	16
Other Miscellaneous Store Retailers	4539	\$14,590,097	\$8,770,591	\$5,819,506	24.9	20
Nonstore Retailers	454	\$8,523,780	\$2,836,446	\$5,687,334	50.1	6
Electronic Shopping & Mail-Order Houses	4541	\$5,277,362	\$2,183,334	\$3,094,028	41.5	3
Vending Machine Operators	4542	\$828,554	\$567,661	\$260,893	18.7	2
Direct Selling Establishments	4543	\$2,417,863	\$85,451	\$2,332,412	93.2	1
Food Services & Drinking Places	722	\$56,587,227	\$83,215,167	-\$26,627,940	-19.0	117
Special Food Services	7223	\$1,616,128	\$906,529	\$709,599	28.1	4
Drinking Places - Alcoholic Beverages	7224	\$2,049,418	\$2,010,338	\$39,080	1.0	14
Restaurants/Other Eating Places	7225	\$52,921,681	\$80,298,301	-\$27,376,620	-20.5	99

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

June 28, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

