



Retail MarketPlace Profile

1387 Leesburg Ave, Washington Court House, Ohio, 43160
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.52853
Longitude: -83.45179

Summary Demographics

2016 Population	4,519
2016 Households	1,876
2016 Median Disposable Income	\$34,736
2016 Per Capita Income	\$22,252

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	\$55,812,371	\$221,656,360	-\$165,843,989	-59.8	77
Total Retail Trade	44-45	\$50,894,060	\$212,658,145	-\$161,764,085	-61.4	60
Total Food & Drink	722	\$4,918,311	\$8,998,215	-\$4,079,904	-29.3	16

Industry Group

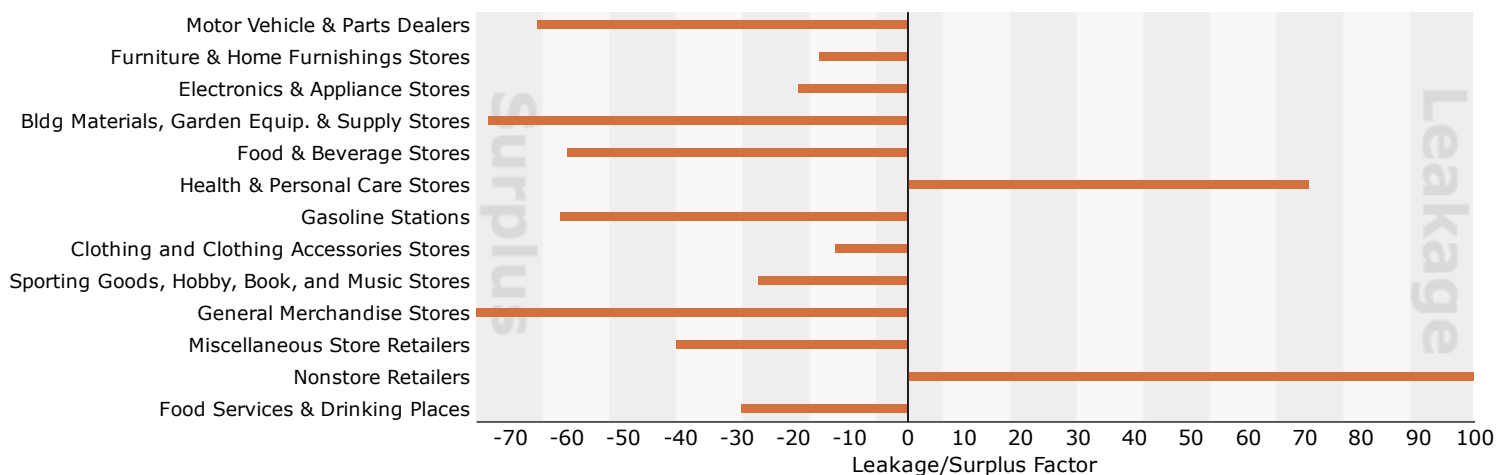
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,994,895	\$57,150,772	-\$45,155,877	-65.3	15
Automobile Dealers	4411	\$9,954,576	\$54,892,744	-\$44,938,168	-69.3	10
Other Motor Vehicle Dealers	4412	\$1,132,432	\$0	\$1,132,432	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$907,888	\$2,258,028	-\$1,350,140	-42.6	4
Furniture & Home Furnishings Stores	442	\$1,284,210	\$1,757,385	-\$473,175	-15.6	4
Furniture Stores	4421	\$806,809	\$1,521,683	-\$714,874	-30.7	3
Home Furnishings Stores	4422	\$477,401	\$235,702	\$241,699	33.9	1
Electronics & Appliance Stores	443	\$2,373,115	\$3,515,575	-\$1,142,460	-19.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,330,574	\$22,148,628	-\$18,818,054	-73.9	6
Bldg Material & Supplies Dealers	4441	\$2,975,291	\$22,148,628	-\$19,173,337	-76.3	6
Lawn & Garden Equip & Supply Stores	4442	\$355,283	\$0	\$355,283	100.0	0
Food & Beverage Stores	445	\$9,228,012	\$36,818,152	-\$27,590,140	-59.9	5
Grocery Stores	4451	\$8,184,443	\$35,878,463	-\$27,694,020	-62.9	5
Specialty Food Stores	4452	\$698,527	\$939,689	-\$241,162	-14.7	1
Beer, Wine & Liquor Stores	4453	\$345,042	\$0	\$345,042	100.0	0
Health & Personal Care Stores	446,4461	\$3,582,015	\$607,664	\$2,974,351	71.0	1
Gasoline Stations	447,4471	\$3,712,868	\$15,476,705	-\$11,763,837	-61.3	5
Clothing & Clothing Accessories Stores	448	\$1,990,562	\$2,581,438	-\$590,876	-12.9	5
Clothing Stores	4481	\$1,300,418	\$570,025	\$730,393	39.0	2
Shoe Stores	4482	\$271,944	\$0	\$271,944	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$418,200	\$2,011,413	-\$1,593,213	-65.6	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,020,972	\$1,753,219	-\$732,247	-26.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$827,416	\$1,753,219	-\$925,803	-35.9	2
Book, Periodical & Music Stores	4512	\$193,556	\$0	\$193,556	100.0	0
General Merchandise Stores	452	\$8,834,356	\$64,749,895	-\$55,915,539	-76.0	3
Department Stores Excluding Leased Depts.	4521	\$6,397,176	\$62,961,284	-\$56,564,108	-81.6	2
Other General Merchandise Stores	4529	\$2,437,180	\$1,788,611	\$648,569	15.3	2
Miscellaneous Store Retailers	453	\$2,546,010	\$6,063,147	-\$3,517,137	-40.9	9
Florists	4531	\$95,641	\$248,713	-\$153,072	-44.5	1
Office Supplies, Stationery & Gift Stores	4532	\$409,244	\$255,022	\$154,222	23.2	1
Used Merchandise Stores	4533	\$266,528	\$2,401,349	-\$2,134,821	-80.0	4
Other Miscellaneous Store Retailers	4539	\$1,774,598	\$3,158,063	-\$1,383,465	-28.0	3
Nonstore Retailers	454	\$996,471	\$0	\$996,471	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$533,682	\$0	\$533,682	100.0	0
Vending Machine Operators	4542	\$87,577	\$0	\$87,577	100.0	0
Direct Selling Establishments	4543	\$375,212	\$0	\$375,212	100.0	0
Food Services & Drinking Places	722	\$4,918,311	\$8,998,215	-\$4,079,904	-29.3	16
Special Food Services	7223	\$142,661	\$552,700	-\$410,039	-59.0	2
Drinking Places - Alcoholic Beverages	7224	\$169,298	\$0	\$169,298	100.0	0
Restaurants/Other Eating Places	7225	\$4,606,352	\$8,395,253	-\$3,788,901	-29	15

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

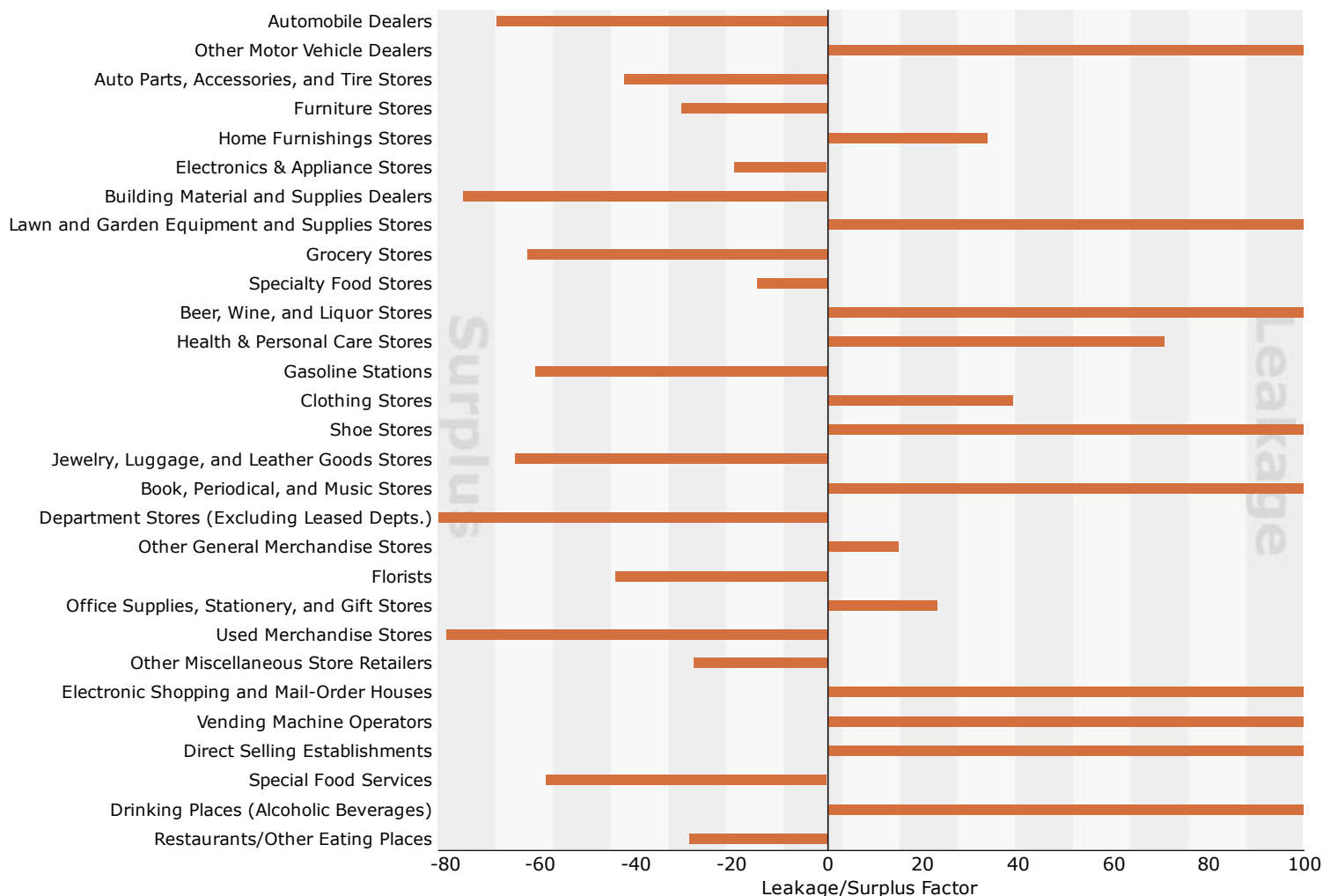
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

May 10, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1387 Leesburg Ave, Washington Court House, Ohio, 43160
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.52853
Longitude: -83.45179

Summary Demographics

2016 Population	16,150
2016 Households	6,547
2016 Median Disposable Income	\$31,864
2016 Per Capita Income	\$20,585

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	\$187,828,801	\$380,802,166	-\$192,973,365	-33.9	151
Total Retail Trade	44-45	\$171,456,627	\$353,894,120	-\$182,437,493	-34.7	112
Total Food & Drink	722	\$16,372,174	\$26,908,046	-\$10,535,872	-24.3	39

Industry Group

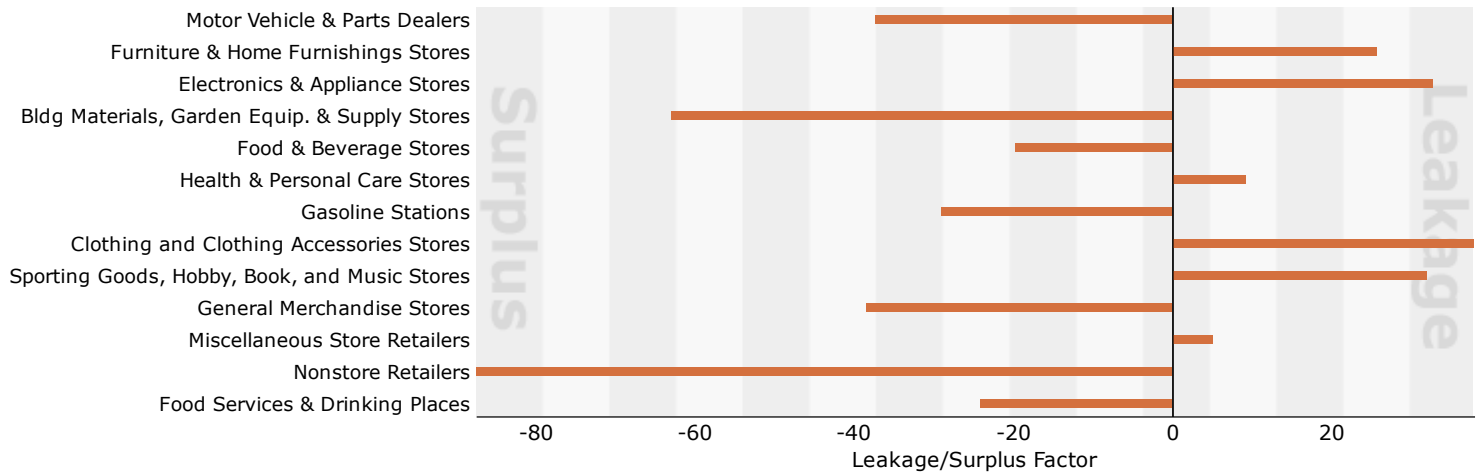
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$40,602,121	\$89,340,999	-\$48,738,878	-37.5	26
Automobile Dealers	4411	\$33,736,531	\$85,275,301	-\$51,538,770	-43.3	19
Other Motor Vehicle Dealers	4412	\$3,819,942	\$0	\$3,819,942	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,045,649	\$4,065,698	-\$1,020,049	-14.3	7
Furniture & Home Furnishings Stores	442	\$4,247,628	\$2,512,167	\$1,735,461	25.7	5
Furniture Stores	4421	\$2,687,165	\$2,088,039	\$599,126	12.5	3
Home Furnishings Stores	4422	\$1,560,463	\$424,128	\$1,136,335	57.3	2
Electronics & Appliance Stores	443	\$7,892,025	\$3,983,472	\$3,908,553	32.9	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,010,686	\$48,640,471	-\$37,629,785	-63.1	16
Bldg Material & Supplies Dealers	4441	\$9,813,450	\$48,233,154	-\$38,419,704	-66.2	15
Lawn & Garden Equip & Supply Stores	4442	\$1,197,237	\$407,316	\$789,921	49.2	1
Food & Beverage Stores	445	\$31,281,333	\$46,589,926	-\$15,308,593	-19.7	16
Grocery Stores	4451	\$27,746,478	\$44,510,842	-\$16,764,364	-23.2	14
Specialty Food Stores	4452	\$2,372,539	\$2,079,084	\$293,455	6.6	2
Beer, Wine & Liquor Stores	4453	\$1,162,316	\$0	\$1,162,316	100.0	0
Health & Personal Care Stores	446,4461	\$11,991,737	\$9,955,627	\$2,036,110	9.3	6
Gasoline Stations	447,4471	\$12,690,510	\$23,102,640	-\$10,412,130	-29.1	9
Clothing & Clothing Accessories Stores	448	\$6,618,010	\$2,972,153	\$3,645,857	38.0	6
Clothing Stores	4481	\$4,326,764	\$960,740	\$3,366,024	63.7	3
Shoe Stores	4482	\$911,941	\$0	\$911,941	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,379,304	\$2,011,413	-\$632,109	-18.6	3
Sporting Goods, Hobby, Book & Music Stores	451	\$3,411,166	\$1,753,219	\$1,657,947	32.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,756,306	\$1,753,219	\$1,003,087	22.2	2
Book, Periodical & Music Stores	4512	\$654,860	\$0	\$654,860	100.0	0
General Merchandise Stores	452	\$29,675,455	\$67,008,050	-\$37,332,595	-38.6	5
Department Stores Excluding Leased Depts.	4521	\$21,422,383	\$63,821,033	-\$42,398,650	-49.7	2
Other General Merchandise Stores	4529	\$8,253,071	\$3,187,017	\$5,066,054	44.3	3
Miscellaneous Store Retailers	453	\$8,697,940	\$7,849,059	\$848,881	5.1	14
Florists	4531	\$314,052	\$496,981	-\$182,929	-22.6	2
Office Supplies, Stationery & Gift Stores	4532	\$1,359,504	\$255,022	\$1,104,482	68.4	1
Used Merchandise Stores	4533	\$894,705	\$3,493,516	-\$2,598,811	-59.2	6
Other Miscellaneous Store Retailers	4539	\$6,129,680	\$3,603,540	\$2,526,140	26.0	5
Nonstore Retailers	454	\$3,338,015	\$50,186,337	-\$46,848,322	-87.5	2
Electronic Shopping & Mail-Order Houses	4541	\$1,783,785	\$50,008,512	-\$48,224,727	-93.1	1
Vending Machine Operators	4542	\$293,845	\$177,825	\$116,020	24.6	1
Direct Selling Establishments	4543	\$1,260,385	\$0	\$1,260,385	100.0	0
Food Services & Drinking Places	722	\$16,372,174	\$26,908,046	-\$10,535,872	-24.3	39
Special Food Services	7223	\$476,481	\$716,175	-\$239,694	-20.1	2
Drinking Places - Alcoholic Beverages	7224	\$558,297	\$854,274	-\$295,977	-21.0	4
Restaurants/Other Eating Places	7225	\$15,337,396	\$25,337,597	-\$10,000,201	-25	33

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

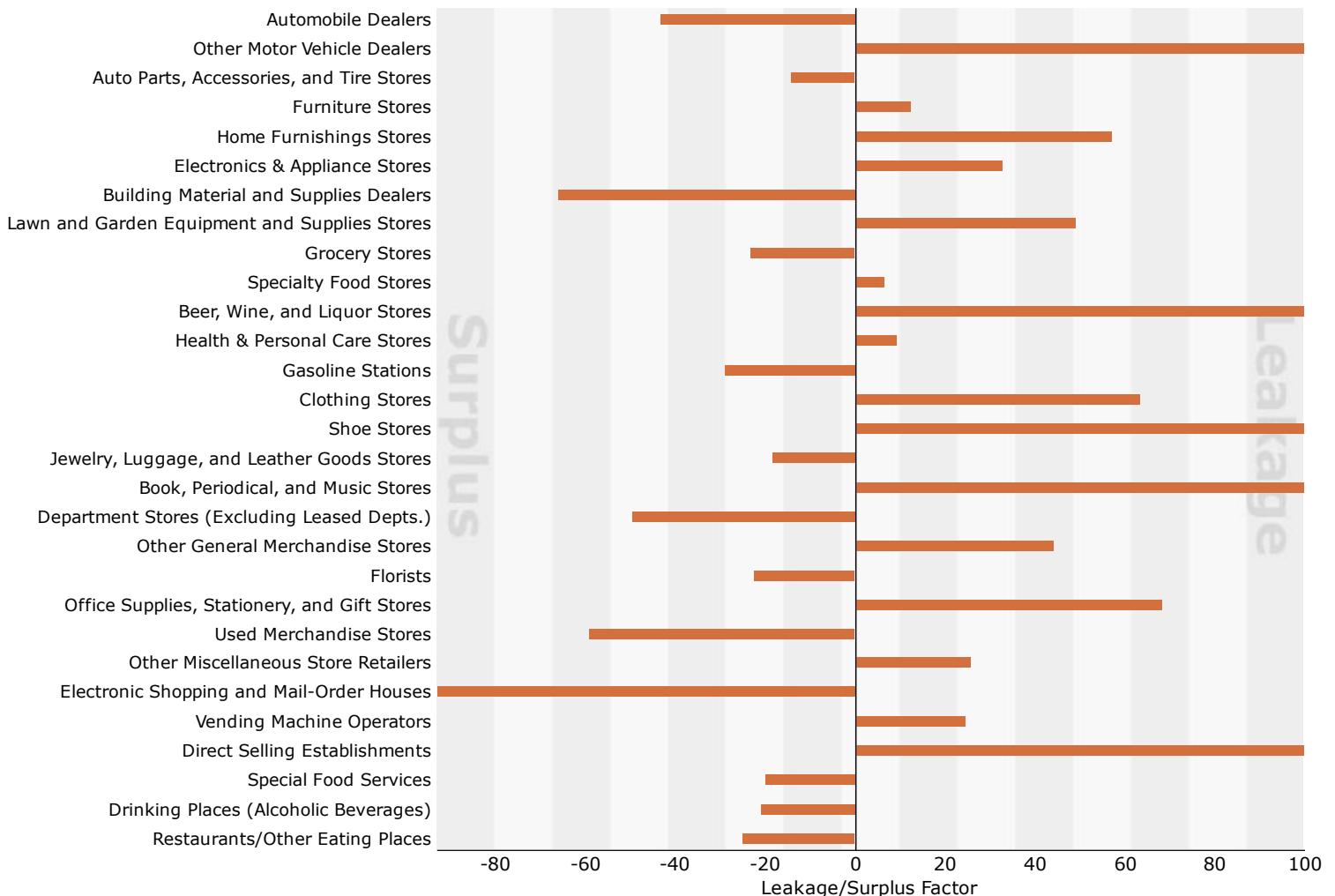
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

May 10, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1387 Leesburg Ave, Washington Court House, Ohio, 43160
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.52853
Longitude: -83.45179

Summary Demographics

2016 Population	18,872
2016 Households	7,606
2016 Median Disposable Income	\$32,846
2016 Per Capita Income	\$20,806

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	\$221,007,946	\$410,099,526	-\$189,091,580	-30.0	159
Total Retail Trade	44-45	\$201,729,380	\$381,707,786	-\$179,978,406	-30.8	118
Total Food & Drink	722	\$19,278,566	\$28,391,740	-\$9,113,174	-19.1	41

Industry Group

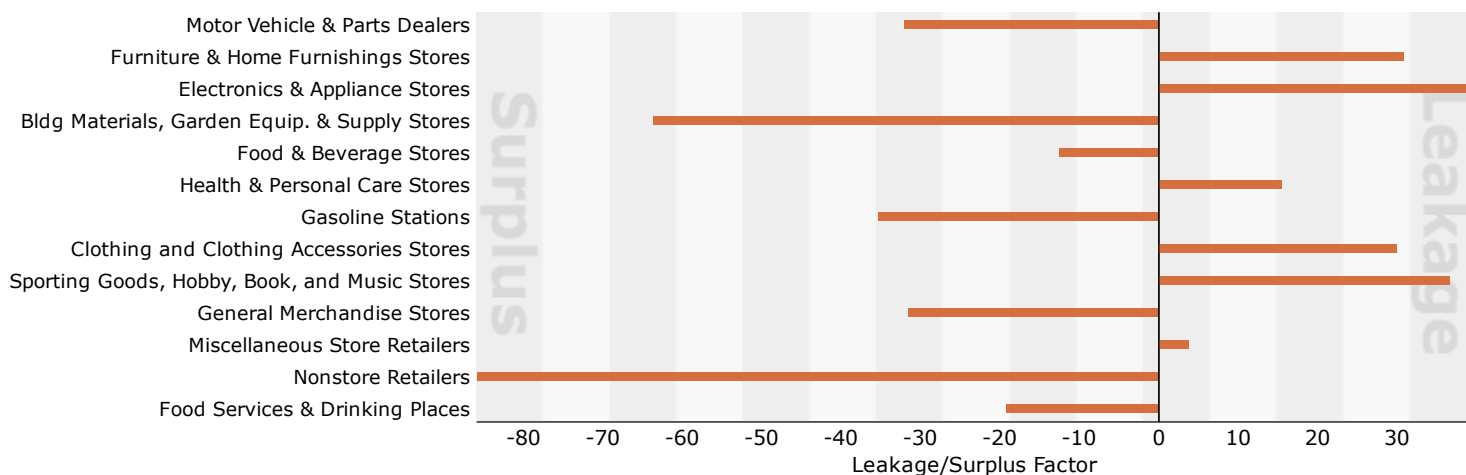
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$47,777,949	\$92,886,274	-\$45,108,325	-32.1	26
Automobile Dealers	4411	\$39,679,805	\$88,787,177	-\$49,107,372	-38.2	19
Other Motor Vehicle Dealers	4412	\$4,512,274	\$0	\$4,512,274	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,585,870	\$4,099,097	-\$513,227	-6.7	7
Furniture & Home Furnishings Stores	442	\$5,001,275	\$2,626,257	\$2,375,018	31.1	5
Furniture Stores	4421	\$3,152,005	\$2,088,039	\$1,063,966	20.3	3
Home Furnishings Stores	4422	\$1,849,270	\$538,218	\$1,311,052	54.9	2
Electronics & Appliance Stores	443	\$9,279,038	\$3,983,472	\$5,295,566	39.9	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,086,144	\$59,032,109	-\$45,945,965	-63.7	18
Bldg Material & Supplies Dealers	4441	\$11,665,261	\$56,609,518	-\$44,944,257	-65.8	16
Lawn & Garden Equip & Supply Stores	4442	\$1,420,883	\$2,422,591	-\$1,001,708	-26.1	2
Food & Beverage Stores	445	\$36,715,205	\$47,203,512	-\$10,488,307	-12.5	16
Grocery Stores	4451	\$32,566,833	\$45,088,765	-\$12,521,932	-16.1	14
Specialty Food Stores	4452	\$2,783,505	\$2,114,747	\$668,758	13.7	2
Beer, Wine & Liquor Stores	4453	\$1,364,866	\$0	\$1,364,866	100.0	0
Health & Personal Care Stores	446,4461	\$14,113,378	\$10,284,548	\$3,828,830	15.7	6
Gasoline Stations	447,4471	\$14,886,856	\$31,118,822	-\$16,231,966	-35.3	10
Clothing & Clothing Accessories Stores	448	\$7,786,574	\$4,169,043	\$3,617,531	30.3	7
Clothing Stores	4481	\$5,091,230	\$1,688,887	\$3,402,343	50.2	3
Shoe Stores	4482	\$1,072,419	\$0	\$1,072,419	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,622,924	\$2,046,536	-\$423,612	-11.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,019,951	\$1,854,839	\$2,165,112	36.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,251,138	\$1,840,650	\$1,410,488	27.7	2
Book, Periodical & Music Stores	4512	\$768,814	\$0	\$768,814	100.0	0
General Merchandise Stores	452	\$34,903,834	\$67,018,852	-\$32,115,018	-31.5	5
Department Stores Excluding Leased Depts.	4521	\$25,207,772	\$63,821,033	-\$38,613,261	-43.4	2
Other General Merchandise Stores	4529	\$9,696,061	\$3,197,819	\$6,498,242	50.4	3
Miscellaneous Store Retailers	453	\$10,220,461	\$9,438,577	\$781,884	4.0	15
Florists	4531	\$372,994	\$503,023	-\$130,029	-14.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,600,988	\$262,836	\$1,338,152	71.8	1
Used Merchandise Stores	4533	\$1,051,328	\$3,495,957	-\$2,444,629	-53.8	6
Other Miscellaneous Store Retailers	4539	\$7,195,151	\$5,176,761	\$2,018,390	16.3	6
Nonstore Retailers	454	\$3,938,716	\$52,091,480	-\$48,152,764	-85.9	2
Electronic Shopping & Mail-Order Houses	4541	\$2,101,532	\$51,860,664	-\$49,759,132	-92.2	1
Vending Machine Operators	4542	\$346,171	\$177,825	\$168,346	32.1	1
Direct Selling Establishments	4543	\$1,491,013	\$0	\$1,491,013	100.0	0
Food Services & Drinking Places	722	\$19,278,566	\$28,391,740	-\$9,113,174	-19.1	41
Special Food Services	7223	\$565,531	\$716,175	-\$150,644	-11.8	2
Drinking Places - Alcoholic Beverages	7224	\$657,978	\$861,246	-\$203,268	-13.4	4
Restaurants/Other Eating Places	7225	\$18,055,058	\$26,814,319	-\$8,759,261	-20	35

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

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

May 10, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

