



Retail MarketPlace Profile

1275 E 2nd St, Franklin, Ohio, 45005
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.56367
Longitude: -84.27881

Summary Demographics

2016 Population	6,550
2016 Households	2,727
2016 Median Disposable Income	\$35,825
2016 Per Capita Income	\$21,035

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	\$80,261,663	\$184,603,049	-\$104,341,386	-39.4	53
Total Retail Trade	44-45	\$73,288,838	\$171,557,731	-\$98,268,893	-40.1	36
Total Food & Drink	722	\$6,972,825	\$13,045,318	-\$6,072,493	-30.3	16

Industry Group

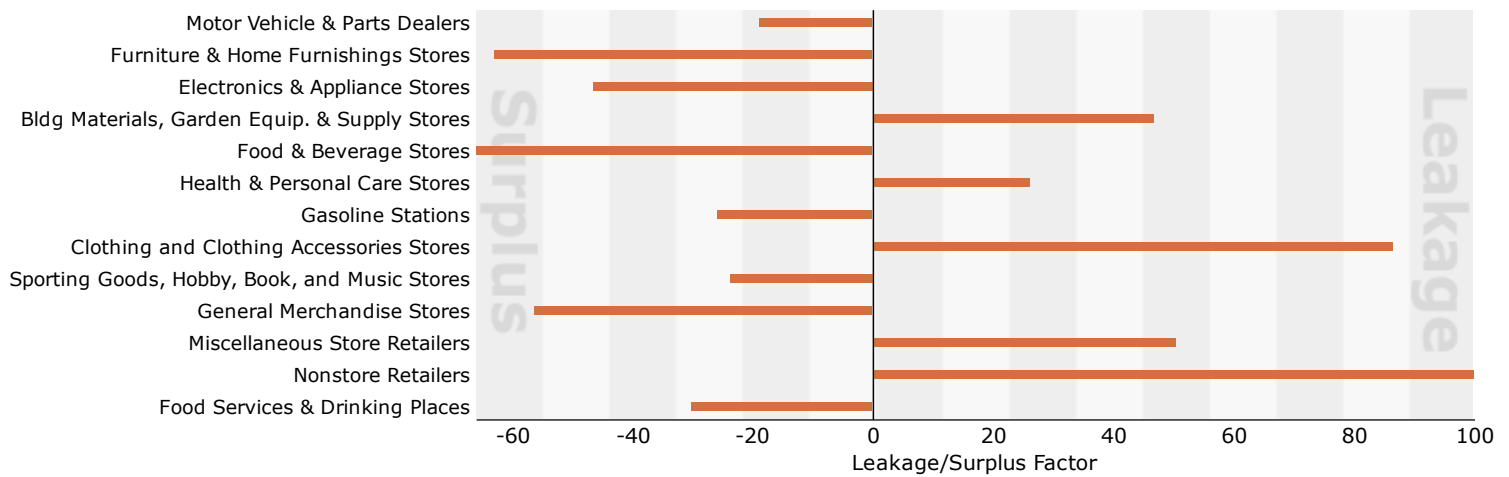
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,377,013	\$25,539,369	-\$8,162,356	-19.0	9
Automobile Dealers	4411	\$14,426,110	\$6,353,620	\$8,072,490	38.8	4
Other Motor Vehicle Dealers	4412	\$1,646,175	\$0	\$1,646,175	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,304,728	\$18,919,032	-\$17,614,304	-87.1	5
Furniture & Home Furnishings Stores	442	\$1,807,928	\$8,019,054	-\$6,211,126	-63.2	2
Furniture Stores	4421	\$1,138,196	\$2,389,992	-\$1,251,796	-35.5	1
Home Furnishings Stores	4422	\$669,732	\$5,629,061	-\$4,959,329	-78.7	1
Electronics & Appliance Stores	443	\$3,347,383	\$9,212,525	-\$5,865,142	-46.7	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,766,447	\$1,728,568	\$3,037,879	46.8	2
Bldg Material & Supplies Dealers	4441	\$4,245,442	\$1,420,139	\$2,825,303	49.9	1
Lawn & Garden Equip & Supply Stores	4442	\$521,005	\$308,429	\$212,576	25.6	1
Food & Beverage Stores	445	\$13,330,446	\$65,337,786	-\$52,007,340	-66.1	7
Grocery Stores	4451	\$11,824,617	\$59,180,289	-\$47,355,672	-66.7	3
Specialty Food Stores	4452	\$1,010,055	\$3,344,178	-\$2,334,123	-53.6	1
Beer, Wine & Liquor Stores	4453	\$495,774	\$2,813,319	-\$2,317,545	-70.0	3
Health & Personal Care Stores	446,4461	\$5,133,685	\$3,007,285	\$2,126,400	26.1	1
Gasoline Stations	447,4471	\$5,432,797	\$9,261,978	-\$3,829,181	-26.1	4
Clothing & Clothing Accessories Stores	448	\$2,817,923	\$204,058	\$2,613,865	86.5	1
Clothing Stores	4481	\$1,839,939	\$0	\$1,839,939	100.0	0
Shoe Stores	4482	\$388,470	\$0	\$388,470	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$589,514	\$0	\$589,514	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,454,668	\$2,375,352	-\$920,684	-24.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,177,129	\$2,375,352	-\$1,198,223	-33.7	1
Book, Periodical & Music Stores	4512	\$277,539	\$0	\$277,539	100.0	0
General Merchandise Stores	452	\$12,650,596	\$45,641,538	-\$32,990,942	-56.6	3
Department Stores Excluding Leased Depts.	4521	\$9,130,053	\$42,981,997	-\$33,851,944	-65.0	1
Other General Merchandise Stores	4529	\$3,520,543	\$2,659,541	\$861,002	13.9	2
Miscellaneous Store Retailers	453	\$3,730,802	\$1,230,220	\$2,500,582	50.4	2
Florists	4531	\$135,479	\$33,574	\$101,905	60.3	1
Office Supplies, Stationery & Gift Stores	4532	\$578,440	\$0	\$578,440	100.0	0
Used Merchandise Stores	4533	\$379,540	\$0	\$379,540	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,637,342	\$1,196,646	\$1,440,696	37.6	1
Nonstore Retailers	454	\$1,439,152	\$0	\$1,439,152	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$762,699	\$0	\$762,699	100.0	0
Vending Machine Operators	4542	\$125,408	\$0	\$125,408	100.0	0
Direct Selling Establishments	4543	\$551,045	\$0	\$551,045	100.0	0
Food Services & Drinking Places	722	\$6,972,825	\$13,045,318	-\$6,072,493	-30.3	16
Special Food Services	7223	\$204,747	\$81,042	\$123,705	43.3	1
Drinking Places - Alcoholic Beverages	7224	\$235,552	\$213,891	\$21,661	4.8	1
Restaurants/Other Eating Places	7225	\$6,532,526	\$12,750,385	-\$6,217,859	-32	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

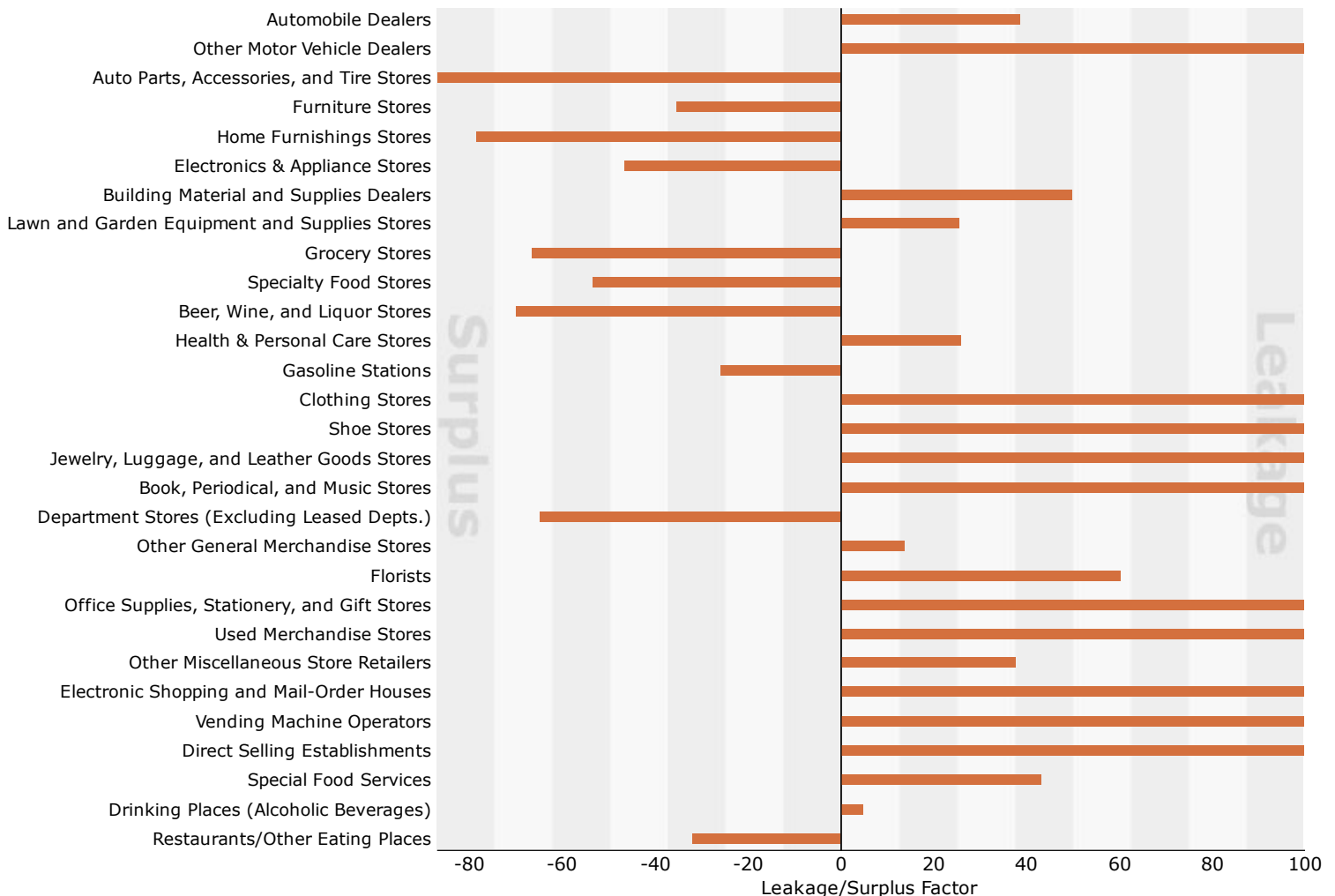
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April 06, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1275 E 2nd St, Franklin, Ohio, 45005
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.56367
Longitude: -84.27881

Summary Demographics

2016 Population	30,583
2016 Households	11,916
2016 Median Disposable Income	\$42,725
2016 Per Capita Income	\$25,883

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	\$430,306,790	\$523,097,802	-\$92,791,012	-9.7	234
Total Retail Trade	44-45	\$391,393,910	\$463,935,121	-\$72,541,211	-8.5	156
Total Food & Drink	722	\$38,912,880	\$59,162,681	-\$20,249,801	-20.6	78

Industry Group

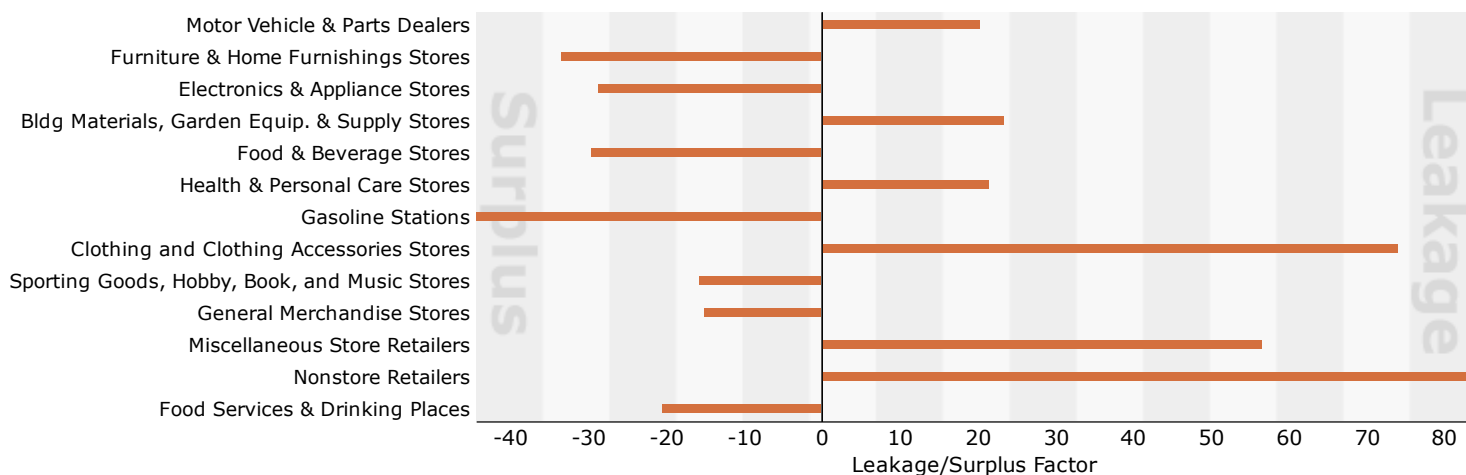
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$91,810,520	\$60,654,948	\$31,155,572	20.4	25
Automobile Dealers	4411	\$76,032,048	\$14,129,633	\$61,902,415	68.7	11
Other Motor Vehicle Dealers	4412	\$8,774,301	\$2,217,109	\$6,557,192	59.7	2
Auto Parts, Accessories & Tire Stores	4413	\$7,004,171	\$44,308,206	-\$37,304,035	-72.7	13
Furniture & Home Furnishings Stores	442	\$10,176,078	\$20,540,653	-\$10,364,575	-33.7	8
Furniture Stores	4421	\$6,356,889	\$6,004,757	\$352,132	2.8	3
Home Furnishings Stores	4422	\$3,819,189	\$14,535,896	-\$10,716,707	-58.4	5
Electronics & Appliance Stores	443	\$18,677,764	\$33,852,635	-\$15,174,871	-28.9	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,012,558	\$16,104,394	\$9,908,164	23.5	17
Bldg Material & Supplies Dealers	4441	\$23,363,445	\$13,869,478	\$9,493,967	25.5	12
Lawn & Garden Equip & Supply Stores	4442	\$2,649,113	\$2,234,917	\$414,196	8.5	5
Food & Beverage Stores	445	\$70,388,484	\$129,727,073	-\$59,338,589	-29.7	24
Grocery Stores	4451	\$62,412,315	\$113,393,687	-\$50,981,372	-29.0	13
Specialty Food Stores	4452	\$5,326,844	\$9,807,262	-\$4,480,418	-29.6	5
Beer, Wine & Liquor Stores	4453	\$2,649,325	\$6,526,123	-\$3,876,798	-42.3	6
Health & Personal Care Stores	446,4461	\$27,067,136	\$17,498,794	\$9,568,342	21.5	6
Gasoline Stations	447,4471	\$28,016,685	\$73,005,272	-\$44,988,587	-44.5	18
Clothing & Clothing Accessories Stores	448	\$15,766,880	\$2,336,335	\$13,430,545	74.2	6
Clothing Stores	4481	\$10,278,556	\$1,241,046	\$9,037,510	78.5	4
Shoe Stores	4482	\$2,152,438	\$0	\$2,152,438	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,335,886	\$1,095,289	\$2,240,597	50.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,992,484	\$10,996,718	-\$3,004,234	-15.8	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,493,829	\$10,893,036	-\$4,399,207	-25.3	12
Book, Periodical & Music Stores	4512	\$1,498,655	\$0	\$1,498,655	100.0	0
General Merchandise Stores	452	\$68,680,570	\$93,216,947	-\$24,536,377	-15.2	8
Department Stores Excluding Leased Depts.	4521	\$50,006,132	\$87,933,395	-\$37,927,263	-27.5	2
Other General Merchandise Stores	4529	\$18,674,438	\$5,283,552	\$13,390,886	55.9	6
Miscellaneous Store Retailers	453	\$19,268,880	\$5,341,824	\$13,927,056	56.6	16
Florists	4531	\$749,053	\$678,278	\$70,775	5.0	4
Office Supplies, Stationery & Gift Stores	4532	\$3,218,594	\$977,964	\$2,240,630	53.4	4
Used Merchandise Stores	4533	\$2,070,699	\$950,158	\$1,120,541	37.1	3
Other Miscellaneous Store Retailers	4539	\$13,230,534	\$2,735,424	\$10,495,110	65.7	5
Nonstore Retailers	454	\$7,535,871	\$659,529	\$6,876,342	83.9	2
Electronic Shopping & Mail-Order Houses	4541	\$4,136,514	\$551,483	\$3,585,031	76.5	1
Vending Machine Operators	4542	\$686,501	\$108,046	\$578,455	72.8	1
Direct Selling Establishments	4543	\$2,712,857	\$0	\$2,712,857	100.0	0
Food Services & Drinking Places	722	\$38,912,880	\$59,162,681	-\$20,249,801	-20.6	78
Special Food Services	7223	\$1,144,606	\$806,249	\$338,357	17.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,351,499	\$575,217	\$776,282	40.3	3
Restaurants/Other Eating Places	7225	\$36,416,775	\$57,781,215	-\$21,364,440	-23	73

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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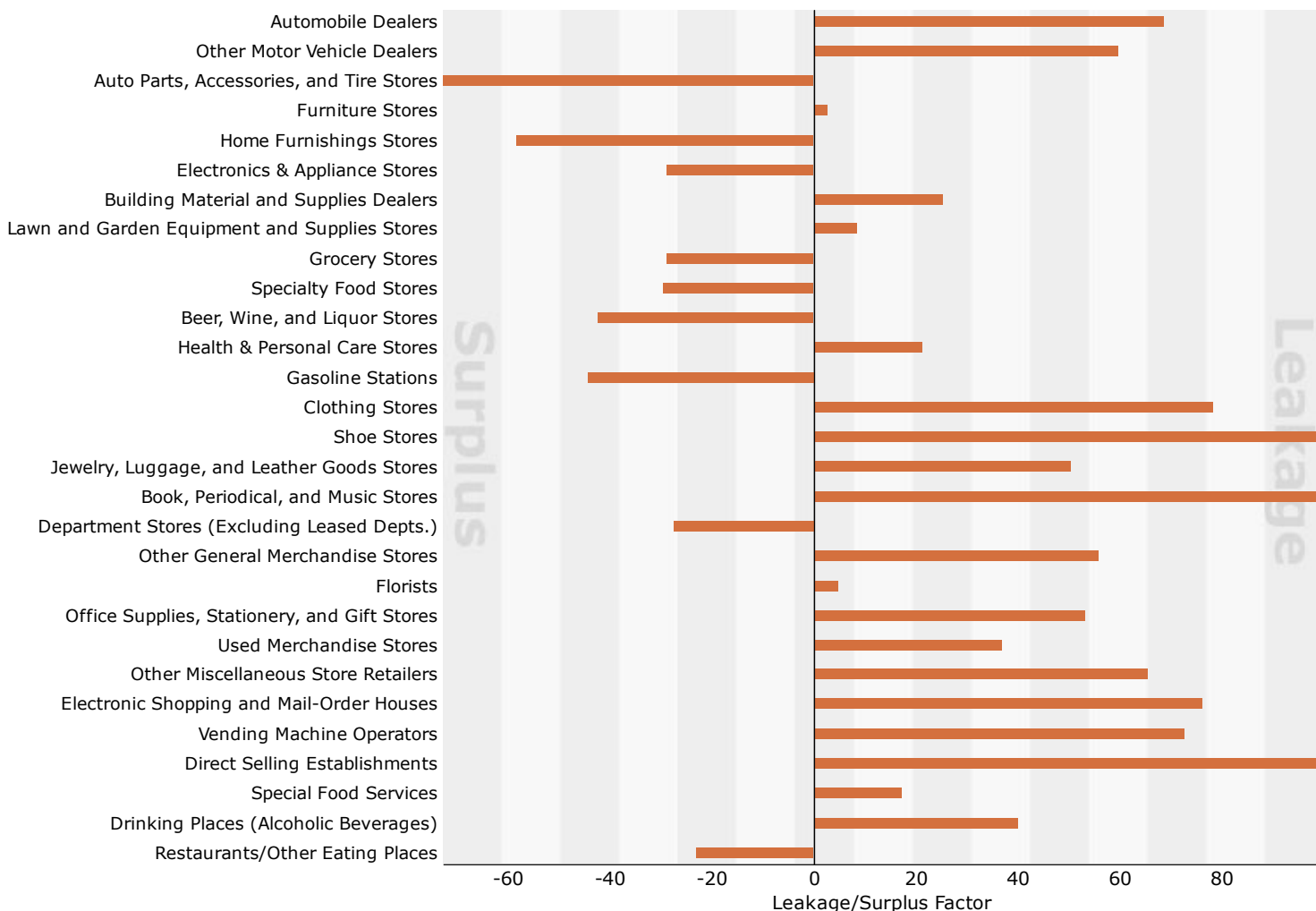
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April 06, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1275 E 2nd St, Franklin, Ohio, 45005
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.56367
Longitude: -84.27881

Summary Demographics

2016 Population	85,042
2016 Households	32,479
2016 Median Disposable Income	\$51,634
2016 Per Capita Income	\$31,455

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	\$1,415,852,514	\$873,617,769	\$542,234,745	23.7	365
Total Retail Trade	44-45	\$1,283,411,336	\$778,774,678	\$504,636,658	24.5	249
Total Food & Drink	722	\$132,441,178	\$94,843,092	\$37,598,086	16.5	116

Industry Group

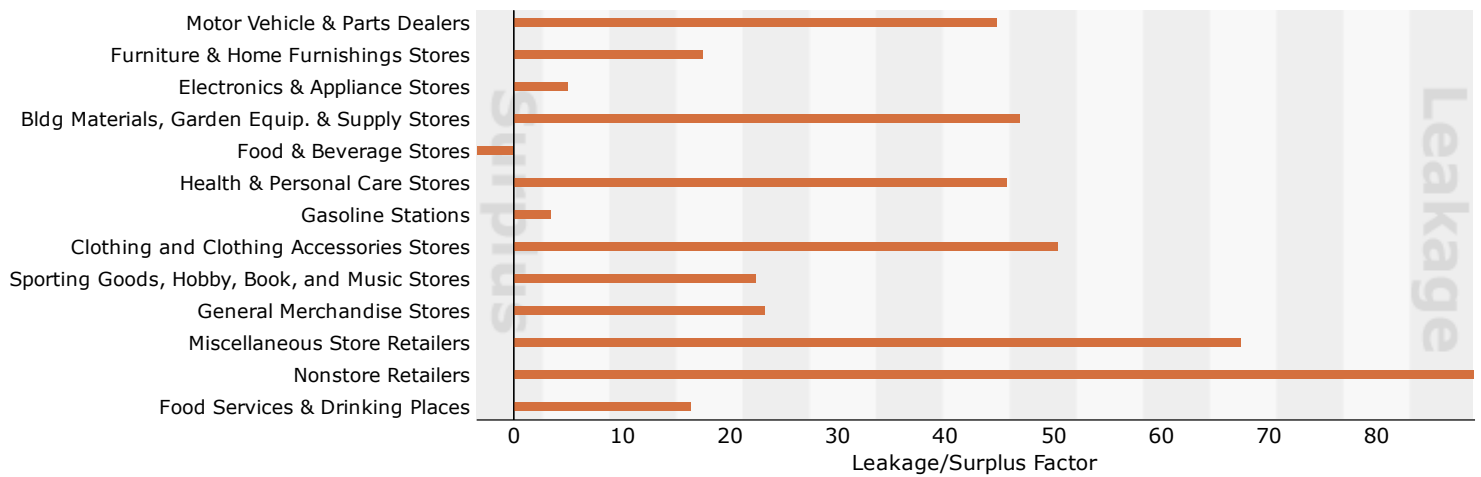
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$300,972,604	\$114,632,037	\$186,340,567	44.8	36
Automobile Dealers	4411	\$248,930,533	\$52,660,061	\$196,270,472	65.1	16
Other Motor Vehicle Dealers	4412	\$29,053,537	\$15,385,650	\$13,667,887	30.8	5
Auto Parts, Accessories & Tire Stores	4413	\$22,988,534	\$46,586,326	-\$23,597,792	-33.9	15
Furniture & Home Furnishings Stores	442	\$34,637,848	\$24,275,376	\$10,362,472	17.6	13
Furniture Stores	4421	\$21,749,952	\$7,553,149	\$14,196,803	48.4	4
Home Furnishings Stores	4422	\$12,887,897	\$16,722,226	-\$3,834,329	-12.9	9
Electronics & Appliance Stores	443	\$63,653,327	\$57,532,600	\$6,120,727	5.1	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$84,105,938	\$30,427,712	\$53,678,226	46.9	27
Bldg Material & Supplies Dealers	4441	\$76,000,273	\$26,370,168	\$49,630,105	48.5	18
Lawn & Garden Equip & Supply Stores	4442	\$8,105,664	\$4,057,545	\$4,048,119	33.3	9
Food & Beverage Stores	445	\$229,003,956	\$245,853,072	-\$16,849,116	-3.5	32
Grocery Stores	4451	\$202,985,549	\$226,683,103	-\$23,697,554	-5.5	19
Specialty Food Stores	4452	\$17,332,392	\$11,024,789	\$6,307,603	22.2	7
Beer, Wine & Liquor Stores	4453	\$8,686,015	\$8,145,180	\$540,835	3.2	6
Health & Personal Care Stores	446,4461	\$86,805,709	\$32,261,655	\$54,544,054	45.8	15
Gasoline Stations	447,4471	\$89,777,212	\$83,672,857	\$6,104,355	3.5	22
Clothing & Clothing Accessories Stores	448	\$53,683,489	\$17,661,842	\$36,021,647	50.5	20
Clothing Stores	4481	\$34,917,065	\$11,916,749	\$23,000,316	49.1	13
Shoe Stores	4482	\$7,307,583	\$1,889,671	\$5,417,912	58.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$11,458,841	\$3,855,422	\$7,603,419	49.6	5
Sporting Goods, Hobby, Book & Music Stores	451	\$26,753,988	\$16,925,762	\$9,828,226	22.5	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,731,943	\$16,167,893	\$5,564,050	14.7	16
Book, Periodical & Music Stores	4512	\$5,022,045	\$757,869	\$4,264,176	73.8	1
General Merchandise Stores	452	\$228,351,864	\$142,159,052	\$86,192,812	23.3	13
Department Stores Excluding Leased Depts.	4521	\$167,351,238	\$133,277,296	\$34,073,942	11.3	5
Other General Merchandise Stores	4529	\$61,000,626	\$8,881,756	\$52,118,870	74.6	8
Miscellaneous Store Retailers	453	\$61,856,518	\$12,005,025	\$49,851,493	67.5	28
Florists	4531	\$2,468,543	\$813,198	\$1,655,345	50.4	5
Office Supplies, Stationery & Gift Stores	4532	\$10,884,953	\$2,837,060	\$8,047,893	58.6	9
Used Merchandise Stores	4533	\$6,933,602	\$1,770,049	\$5,163,553	59.3	5
Other Miscellaneous Store Retailers	4539	\$41,569,420	\$6,584,719	\$34,984,701	72.7	10
Nonstore Retailers	454	\$23,808,883	\$1,367,687	\$22,441,196	89.1	3
Electronic Shopping & Mail-Order Houses	4541	\$13,648,115	\$600,966	\$13,047,149	91.6	1
Vending Machine Operators	4542	\$2,295,599	\$766,721	\$1,528,878	49.9	2
Direct Selling Establishments	4543	\$7,865,170	\$0	\$7,865,170	100.0	0
Food Services & Drinking Places	722	\$132,441,178	\$94,843,092	\$37,598,086	16.5	116
Special Food Services	7223	\$3,847,734	\$1,059,955	\$2,787,779	56.8	4
Drinking Places - Alcoholic Beverages	7224	\$4,643,791	\$2,176,869	\$2,466,922	36.2	6
Restaurants/Other Eating Places	7225	\$123,949,654	\$91,606,267	\$32,343,387	15	106

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

