



Retail MarketPlace Profile

1920 Havemann Rd, Celina, Ohio, 45822
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.55675
Longitude: -84.54177

Summary Demographics

2016 Population	3,077
2016 Households	1,363
2016 Median Disposable Income	\$36,237
2016 Per Capita Income	\$24,943

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	\$44,941,480	\$152,945,585	-\$108,004,105	-54.6	46
Total Retail Trade	44-45	\$41,021,031	\$144,294,124	-\$103,273,093	-55.7	35
Total Food & Drink	722	\$3,920,448	\$8,651,461	-\$4,731,013	-37.6	11

Industry Group

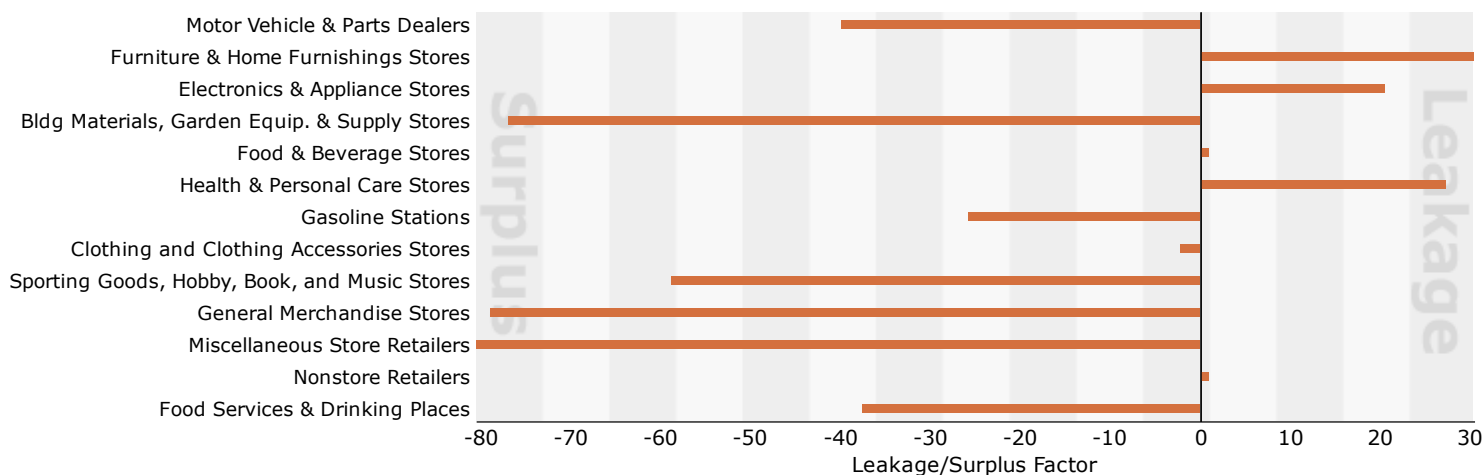
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,719,681	\$22,670,980	-\$12,951,299	-40.0	7
Automobile Dealers	4411	\$8,054,129	\$18,553,120	-\$10,498,991	-39.5	3
Other Motor Vehicle Dealers	4412	\$931,805	\$1,458,006	-\$526,201	-22.0	1
Auto Parts, Accessories & Tire Stores	4413	\$733,748	\$2,659,854	-\$1,926,106	-56.8	3
Furniture & Home Furnishings Stores	442	\$1,022,097	\$544,077	\$478,020	30.5	1
Furniture Stores	4421	\$634,369	\$0	\$634,369	100.0	0
Home Furnishings Stores	4422	\$387,728	\$538,257	-\$150,529	-16.3	1
Electronics & Appliance Stores	443	\$1,863,403	\$1,229,322	\$634,081	20.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,760,985	\$21,116,972	-\$18,355,987	-76.9	5
Bldg Material & Supplies Dealers	4441	\$2,454,268	\$21,045,788	-\$18,591,520	-79.1	5
Lawn & Garden Equip & Supply Stores	4442	\$306,717	\$71,184	\$235,533	62.3	1
Food & Beverage Stores	445	\$7,368,739	\$7,215,090	\$153,649	1.1	2
Grocery Stores	4451	\$6,538,154	\$7,137,498	-\$599,344	-4.4	2
Specialty Food Stores	4452	\$555,837	\$0	\$555,837	100.0	0
Beer, Wine & Liquor Stores	4453	\$274,749	\$0	\$274,749	100.0	0
Health & Personal Care Stores	446,4461	\$2,947,659	\$1,679,317	\$1,268,342	27.4	1
Gasoline Stations	447,4471	\$3,003,410	\$5,089,915	-\$2,086,505	-25.8	2
Clothing & Clothing Accessories Stores	448	\$1,579,234	\$1,654,671	-\$75,437	-2.3	3
Clothing Stores	4481	\$1,040,486	\$489,759	\$550,727	36.0	1
Shoe Stores	4482	\$215,321	\$403,618	-\$188,297	-30.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$323,426	\$761,294	-\$437,868	-40.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$811,375	\$3,138,732	-\$2,327,357	-58.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$661,089	\$3,013,556	-\$2,352,467	-64.0	4
Book, Periodical & Music Stores	4512	\$150,286	\$125,176	\$25,110	9.1	1
General Merchandise Stores	452	\$7,057,574	\$60,001,267	-\$52,943,693	-79.0	3
Department Stores Excluding Leased Depts.	4521	\$5,110,593	\$59,257,584	-\$54,146,991	-84.1	2
Other General Merchandise Stores	4529	\$1,946,982	\$743,682	\$1,203,300	44.7	1
Miscellaneous Store Retailers	453	\$2,070,814	\$19,153,884	-\$17,083,070	-80.5	5
Florists	4531	\$81,290	\$0	\$81,290	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$325,324	\$1,701,408	-\$1,376,084	-67.9	2
Used Merchandise Stores	4533	\$207,952	\$665,053	-\$457,101	-52.4	1
Other Miscellaneous Store Retailers	4539	\$1,456,248	\$16,772,056	-\$15,315,808	-84.0	3
Nonstore Retailers	454	\$816,060	\$799,896	\$16,164	1.0	1
Electronic Shopping & Mail-Order Houses	4541	\$432,166	\$0	\$432,166	100.0	0
Vending Machine Operators	4542	\$69,445	\$0	\$69,445	100.0	0
Direct Selling Establishments	4543	\$314,450	\$799,896	-\$485,446	-43.6	1
Food Services & Drinking Places	722	\$3,920,448	\$8,651,461	-\$4,731,013	-37.6	11
Special Food Services	7223	\$111,249	\$0	\$111,249	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$130,216	\$60,013	\$70,203	36.9	1
Restaurants/Other Eating Places	7225	\$3,678,983	\$8,580,382	-\$4,901,399	-40	10

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

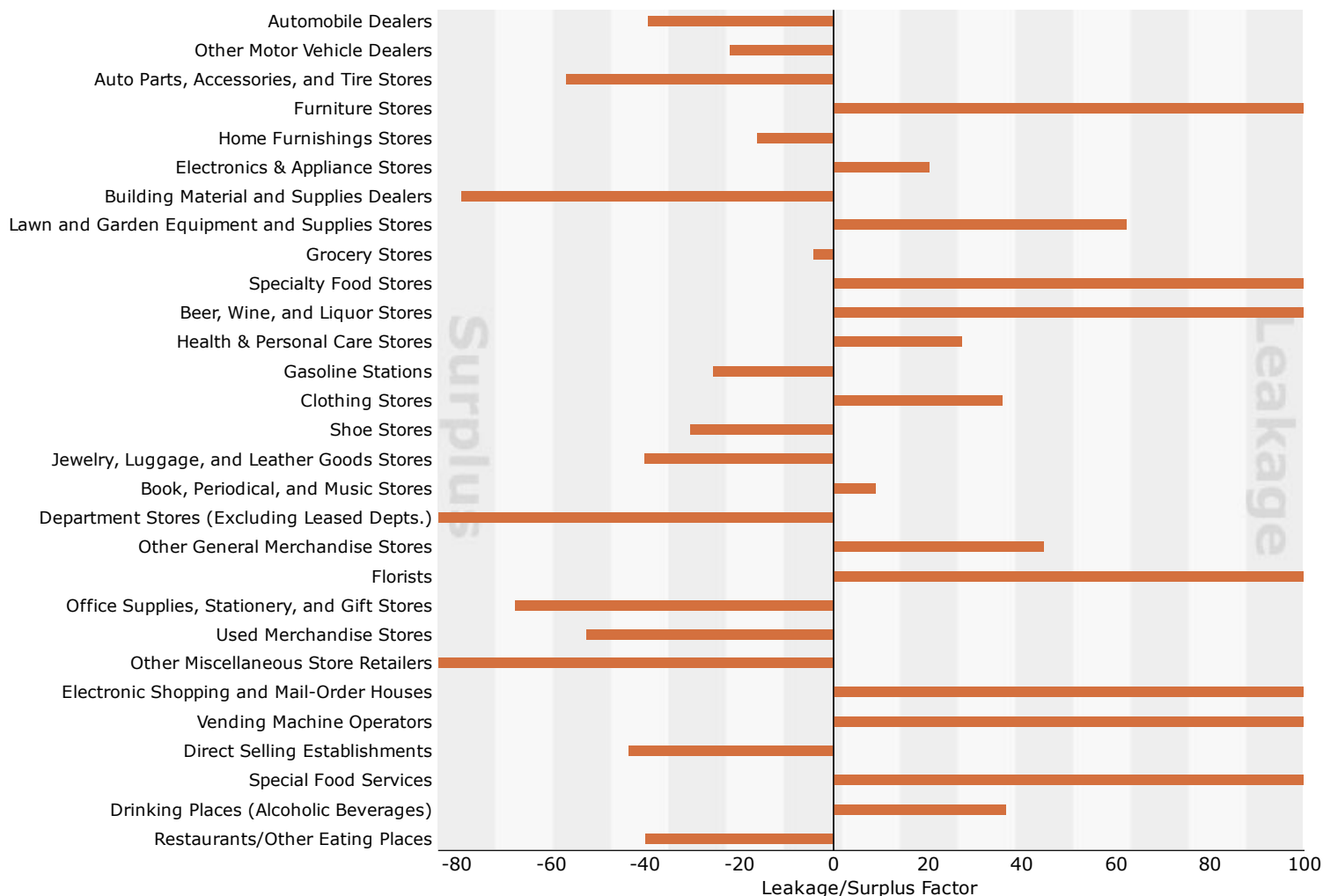
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May 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1920 Havemann Rd, Celina, Ohio, 45822
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.55675
Longitude: -84.54177

Summary Demographics

2016 Population	12,262
2016 Households	5,144
2016 Median Disposable Income	\$36,345
2016 Per Capita Income	\$23,600

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	\$163,360,795	\$366,782,382	-\$203,421,587	-38.4	158
Total Retail Trade	44-45	\$149,123,129	\$343,900,022	-\$194,776,893	-39.5	118
Total Food & Drink	722	\$14,237,666	\$22,882,359	-\$8,644,693	-23.3	40

Industry Group

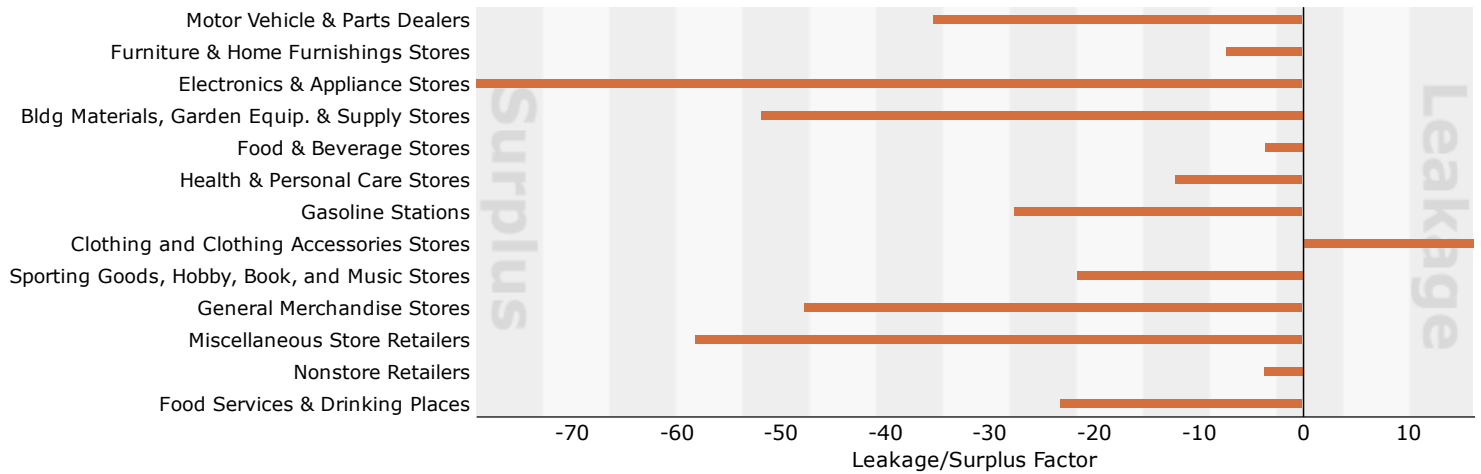
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,350,707	\$74,157,344	-\$38,806,637	-35.4	24
Automobile Dealers	4411	\$29,311,007	\$62,579,230	-\$33,268,223	-36.2	12
Other Motor Vehicle Dealers	4412	\$3,375,231	\$3,878,639	-\$503,408	-6.9	4
Auto Parts, Accessories & Tire Stores	4413	\$2,664,469	\$7,699,475	-\$5,035,006	-48.6	9
Furniture & Home Furnishings Stores	442	\$3,701,047	\$4,293,962	-\$592,915	-7.4	4
Furniture Stores	4421	\$2,304,740	\$1,105,509	\$1,199,231	35.2	2
Home Furnishings Stores	4422	\$1,396,307	\$3,188,453	-\$1,792,146	-39.1	2
Electronics & Appliance Stores	443	\$6,825,720	\$58,790,124	-\$51,964,404	-79.2	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,984,591	\$31,643,989	-\$21,659,398	-52.0	12
Bldg Material & Supplies Dealers	4441	\$8,886,521	\$31,559,491	-\$22,672,970	-56.1	11
Lawn & Garden Equip & Supply Stores	4442	\$1,098,070	\$84,499	\$1,013,571	85.7	1
Food & Beverage Stores	445	\$26,899,413	\$28,965,911	-\$2,066,498	-3.7	7
Grocery Stores	4451	\$23,862,948	\$25,220,521	-\$1,357,573	-2.8	5
Specialty Food Stores	4452	\$2,033,313	\$584,616	\$1,448,697	55.3	1
Beer, Wine & Liquor Stores	4453	\$1,003,152	\$3,160,775	-\$2,157,623	-51.8	2
Health & Personal Care Stores	446,4461	\$10,573,499	\$13,546,629	-\$2,973,130	-12.3	9
Gasoline Stations	447,4471	\$10,908,112	\$19,250,129	-\$8,342,017	-27.7	6
Clothing & Clothing Accessories Stores	448	\$5,731,382	\$4,117,752	\$1,613,630	16.4	11
Clothing Stores	4481	\$3,758,725	\$1,295,488	\$2,463,237	48.7	6
Shoe Stores	4482	\$782,770	\$1,247,811	-\$465,041	-22.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,189,888	\$1,574,454	-\$384,566	-13.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,968,668	\$4,609,489	-\$1,640,821	-21.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,409,327	\$4,472,199	-\$2,062,872	-30.0	10
Book, Periodical & Music Stores	4512	\$559,341	\$137,290	\$422,051	60.6	1
General Merchandise Stores	452	\$25,687,769	\$72,810,394	-\$47,122,625	-47.8	7
Department Stores Excluding Leased Depts.	4521	\$18,576,288	\$70,835,014	-\$52,258,726	-58.4	4
Other General Merchandise Stores	4529	\$7,111,480	\$1,975,380	\$5,136,100	56.5	3
Miscellaneous Store Retailers	453	\$7,539,000	\$28,525,410	-\$20,986,410	-58.2	19
Florists	4531	\$288,944	\$836,040	-\$547,096	-48.6	3
Office Supplies, Stationery & Gift Stores	4532	\$1,185,211	\$2,693,067	-\$1,507,856	-38.9	5
Used Merchandise Stores	4533	\$768,394	\$848,836	-\$80,442	-5.0	2
Other Miscellaneous Store Retailers	4539	\$5,296,450	\$24,147,467	-\$18,851,017	-64.0	8
Nonstore Retailers	454	\$2,953,221	\$3,188,888	-\$235,667	-3.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,564,062	\$0	\$1,564,062	100.0	0
Vending Machine Operators	4542	\$254,379	\$2,311,582	-\$2,057,203	-80.2	1
Direct Selling Establishments	4543	\$1,134,780	\$877,306	\$257,474	12.8	1
Food Services & Drinking Places	722	\$14,237,666	\$22,882,359	-\$8,644,693	-23.3	40
Special Food Services	7223	\$415,905	\$338,133	\$77,772	10.3	1
Drinking Places - Alcoholic Beverages	7224	\$483,117	\$440,379	\$42,738	4.6	4
Restaurants/Other Eating Places	7225	\$13,338,644	\$22,103,847	-\$8,765,203	-25	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.
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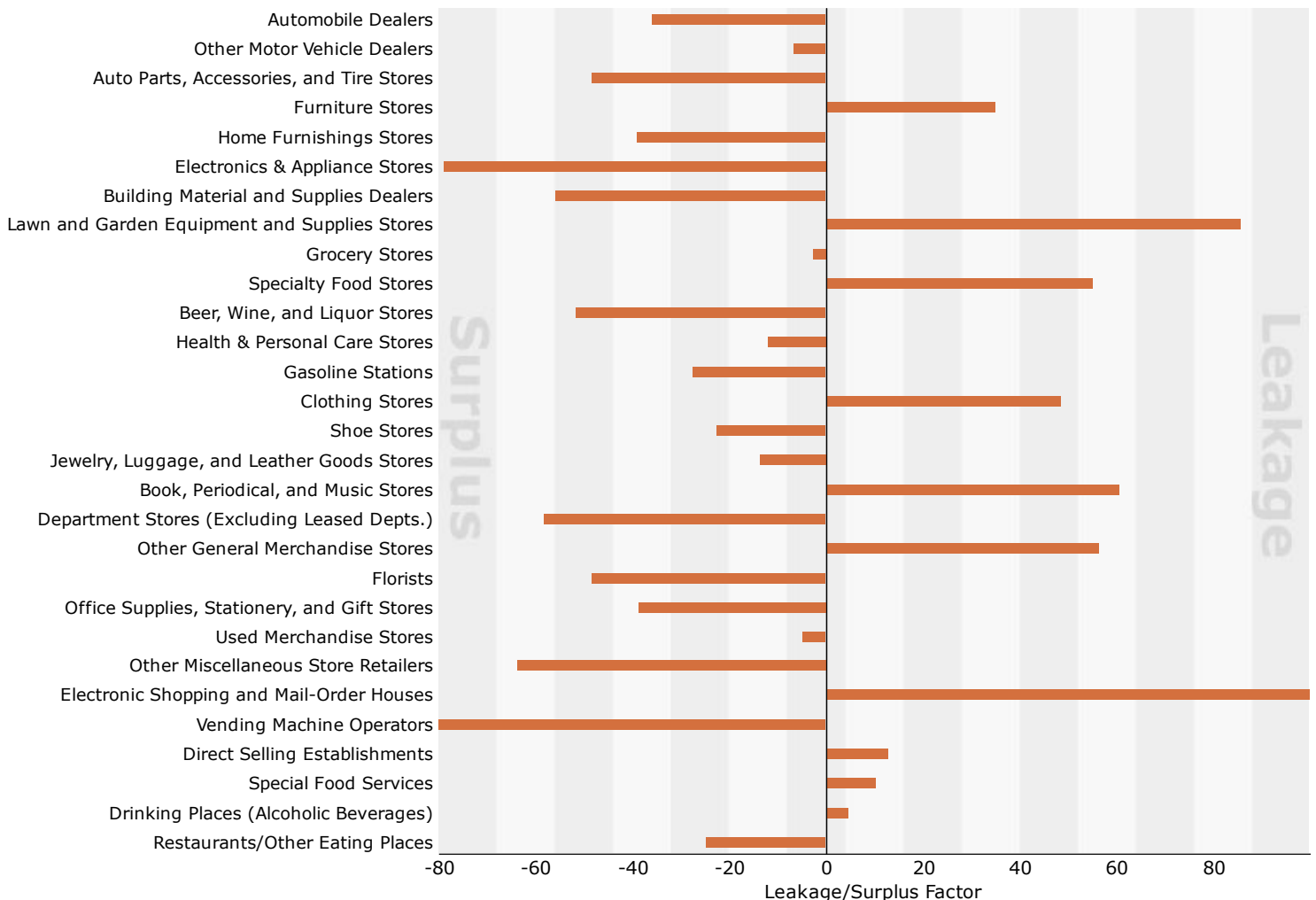
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May 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1920 Havemann Rd, Celina, Ohio, 45822
Ring: 5 mile radius

Prepared by Esri
Latitude: 40.55675
Longitude: -84.54177

Summary Demographics

2016 Population	16,274
2016 Households	6,881
2016 Median Disposable Income	\$37,717
2016 Per Capita Income	\$24,640

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	\$229,762,455	\$421,173,320	-\$191,410,865	-29.4	184
Total Retail Trade	44-45	\$210,028,251	\$394,253,555	-\$184,225,304	-30.5	135
Total Food & Drink	722	\$19,734,204	\$26,919,766	-\$7,185,562	-15.4	50

Industry Group

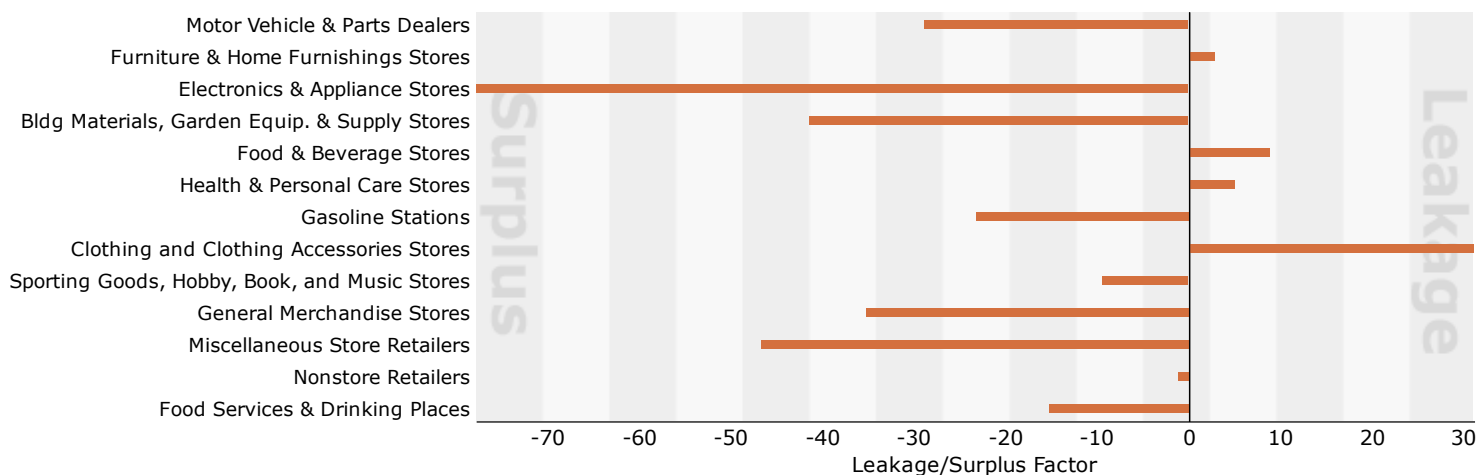
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,135,941	\$90,796,066	-\$40,660,125	-28.9	29
Automobile Dealers	4411	\$41,532,053	\$75,826,747	-\$34,294,694	-29.2	14
Other Motor Vehicle Dealers	4412	\$4,840,492	\$7,009,747	-\$2,169,255	-18.3	6
Auto Parts, Accessories & Tire Stores	4413	\$3,763,397	\$7,959,572	-\$4,196,175	-35.8	9
Furniture & Home Furnishings Stores	442	\$5,098,690	\$4,815,860	\$282,830	2.9	5
Furniture Stores	4421	\$3,149,171	\$1,428,819	\$1,720,352	37.6	2
Home Furnishings Stores	4422	\$1,949,519	\$3,387,041	-\$1,437,522	-26.9	3
Electronics & Appliance Stores	443	\$9,400,170	\$75,737,789	-\$66,337,619	-77.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,298,176	\$34,689,369	-\$20,391,193	-41.6	15
Bldg Material & Supplies Dealers	4441	\$12,665,378	\$34,319,230	-\$21,653,852	-46.1	13
Lawn & Garden Equip & Supply Stores	4442	\$1,632,798	\$370,139	\$1,262,659	63.0	2
Food & Beverage Stores	445	\$37,730,371	\$31,492,073	\$6,238,298	9.0	8
Grocery Stores	4451	\$33,477,724	\$27,298,771	\$6,178,953	10.2	5
Specialty Food Stores	4452	\$2,846,484	\$607,712	\$2,238,772	64.8	1
Beer, Wine & Liquor Stores	4453	\$1,406,163	\$3,585,590	-\$2,179,427	-43.7	2
Health & Personal Care Stores	446,4461	\$15,047,478	\$13,588,676	\$1,458,802	5.1	9
Gasoline Stations	447,4471	\$15,454,641	\$24,887,722	-\$9,433,081	-23.4	9
Clothing & Clothing Accessories Stores	448	\$7,907,091	\$4,148,437	\$3,758,654	31.2	11
Clothing Stores	4481	\$5,202,179	\$1,310,120	\$3,892,059	59.8	6
Shoe Stores	4482	\$1,079,485	\$1,261,580	-\$182,095	-7.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,625,427	\$1,576,737	\$48,690	1.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,136,120	\$5,006,042	-\$869,922	-9.5	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,360,414	\$4,800,107	-\$1,439,693	-17.6	10
Book, Periodical & Music Stores	4512	\$775,706	\$205,935	\$569,771	58.0	1
General Merchandise Stores	452	\$35,828,590	\$75,045,519	-\$39,216,929	-35.4	7
Department Stores Excluding Leased Depts.	4521	\$25,853,856	\$73,035,854	-\$47,181,998	-47.7	4
Other General Merchandise Stores	4529	\$9,974,733	\$2,009,665	\$7,965,068	66.5	3
Miscellaneous Store Retailers	453	\$10,765,784	\$29,714,935	-\$18,949,151	-46.8	21
Florists	4531	\$417,925	\$845,717	-\$427,792	-33.9	3
Office Supplies, Stationery & Gift Stores	4532	\$1,644,308	\$2,881,785	-\$1,237,477	-27.3	7
Used Merchandise Stores	4533	\$1,061,433	\$868,140	\$193,293	10.0	2
Other Miscellaneous Store Retailers	4539	\$7,642,118	\$25,119,293	-\$17,477,175	-53.3	9
Nonstore Retailers	454	\$4,225,199	\$4,331,066	-\$105,867	-1.2	2
Electronic Shopping & Mail-Order Houses	4541	\$2,200,425	\$0	\$2,200,425	100.0	0
Vending Machine Operators	4542	\$353,919	\$3,015,110	-\$2,661,191	-79.0	1
Direct Selling Establishments	4543	\$1,670,856	\$1,315,956	\$354,900	11.9	1
Food Services & Drinking Places	722	\$19,734,204	\$26,919,766	-\$7,185,562	-15.4	50
Special Food Services	7223	\$577,308	\$339,363	\$237,945	26.0	1
Drinking Places - Alcoholic Beverages	7224	\$655,057	\$690,599	-\$35,542	-2.6	5
Restaurants/Other Eating Places	7225	\$18,501,839	\$25,889,803	-\$7,387,964	-17	44

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May 15, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

