



Retail MarketPlace Profile

351 River Hill Dr, Ashland, Kentucky, 41101
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.48321
Longitude: -82.66006

Summary Demographics

2016 Population	5,137
2016 Households	2,241
2016 Median Disposable Income	\$19,835
2016 Per Capita Income	\$17,999

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	\$52,710,353	\$349,550,486	-\$296,840,133	-73.8	120
Total Retail Trade	44-45	\$48,117,596	\$318,230,366	-\$270,112,770	-73.7	82
Total Food & Drink	722	\$4,592,757	\$31,320,120	-\$26,727,363	-74.4	38

Industry Group

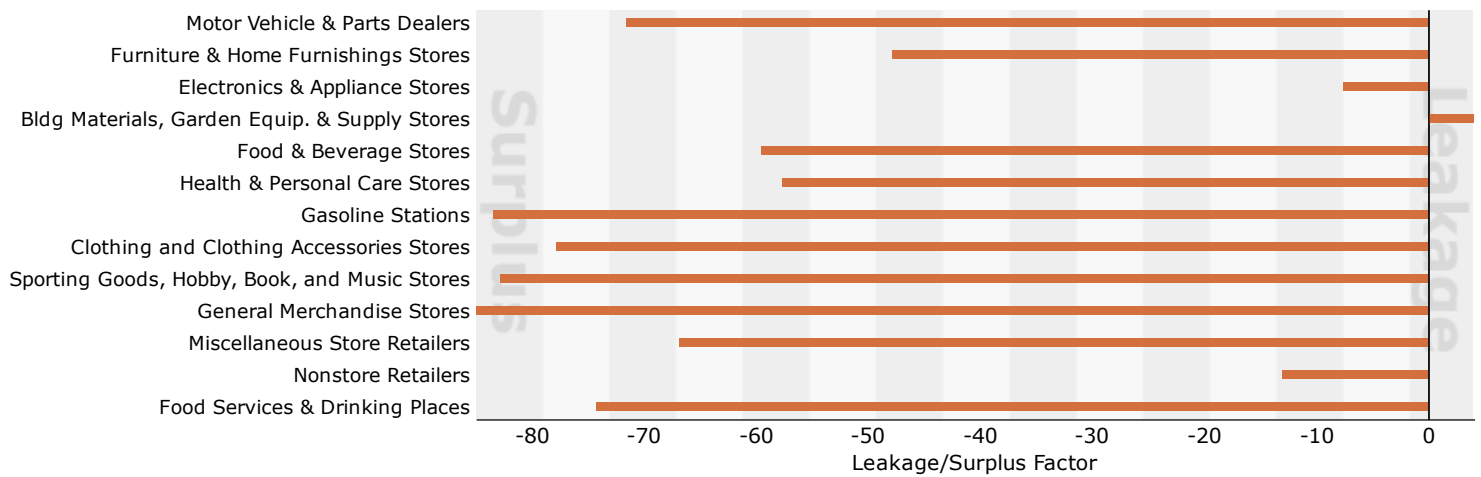
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,515,874	\$69,496,548	-\$57,980,674	-71.6	11
Automobile Dealers	4411	\$9,527,295	\$64,996,657	-\$55,469,362	-74.4	5
Other Motor Vehicle Dealers	4412	\$1,140,611	\$1,820,709	-\$680,098	-23.0	1
Auto Parts, Accessories & Tire Stores	4413	\$847,968	\$2,679,182	-\$1,831,214	-51.9	5
Furniture & Home Furnishings Stores	442	\$1,208,054	\$3,430,231	-\$2,222,177	-47.9	3
Furniture Stores	4421	\$784,714	\$1,195,790	-\$411,076	-20.8	1
Home Furnishings Stores	4422	\$423,340	\$2,234,441	-\$1,811,101	-68.1	2
Electronics & Appliance Stores	443	\$1,655,582	\$1,933,645	-\$278,063	-7.7	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,745,341	\$2,529,285	\$216,056	4.1	4
Bldg Material & Supplies Dealers	4441	\$2,577,240	\$2,442,337	\$134,903	2.7	4
Lawn & Garden Equip & Supply Stores	4442	\$168,101	\$0	\$168,101	100.0	0
Food & Beverage Stores	445	\$9,025,937	\$35,674,335	-\$26,648,398	-59.6	6
Grocery Stores	4451	\$7,983,099	\$30,623,568	-\$22,640,469	-58.6	3
Specialty Food Stores	4452	\$418,731	\$1,060,833	-\$642,102	-43.4	1
Beer, Wine & Liquor Stores	4453	\$624,107	\$3,989,934	-\$3,365,827	-72.9	2
Health & Personal Care Stores	446,4461	\$2,960,458	\$11,038,329	-\$8,077,871	-57.7	7
Gasoline Stations	447,4471	\$3,828,683	\$42,491,597	-\$38,662,914	-83.5	5
Clothing & Clothing Accessories Stores	448	\$1,760,019	\$14,134,020	-\$12,374,001	-77.9	12
Clothing Stores	4481	\$1,133,341	\$9,343,004	-\$8,209,663	-78.4	8
Shoe Stores	4482	\$324,263	\$1,517,035	-\$1,192,772	-64.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$302,415	\$3,273,982	-\$2,971,567	-83.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$930,376	\$9,945,911	-\$9,015,535	-82.9	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$713,596	\$9,773,504	-\$9,059,908	-86.4	6
Book, Periodical & Music Stores	4512	\$216,779	\$0	\$216,779	100.0	0
General Merchandise Stores	452	\$9,275,978	\$114,097,503	-\$104,821,525	-85.0	7
Department Stores Excluding Leased Depts.	4521	\$7,036,805	\$109,584,467	-\$102,547,662	-87.9	4
Other General Merchandise Stores	4529	\$2,239,173	\$4,513,036	-\$2,273,863	-33.7	3
Miscellaneous Store Retailers	453	\$2,484,256	\$12,512,450	-\$10,028,194	-66.9	15
Florists	4531	\$70,302	\$543,413	-\$473,111	-77.1	1
Office Supplies, Stationery & Gift Stores	4532	\$311,067	\$1,247,525	-\$936,458	-60.1	3
Used Merchandise Stores	4533	\$181,175	\$818,143	-\$636,968	-63.7	4
Other Miscellaneous Store Retailers	4539	\$1,921,712	\$9,903,369	-\$7,981,657	-67.5	7
Nonstore Retailers	454	\$727,036	\$946,511	-\$219,475	-13.1	1
Electronic Shopping & Mail-Order Houses	4541	\$291,987	\$0	\$291,987	100.0	0
Vending Machine Operators	4542	\$98,553	\$0	\$98,553	100.0	0
Direct Selling Establishments	4543	\$336,496	\$105,447	\$231,049	52.3	1
Food Services & Drinking Places	722	\$4,592,757	\$31,320,120	-\$26,727,363	-74.4	38
Special Food Services	7223	\$123,911	\$358,414	-\$234,503	-48.6	2
Drinking Places - Alcoholic Beverages	7224	\$94,321	\$0	\$94,321	100.0	0
Restaurants/Other Eating Places	7225	\$4,374,526	\$30,891,680	-\$26,517,154	-75	36

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

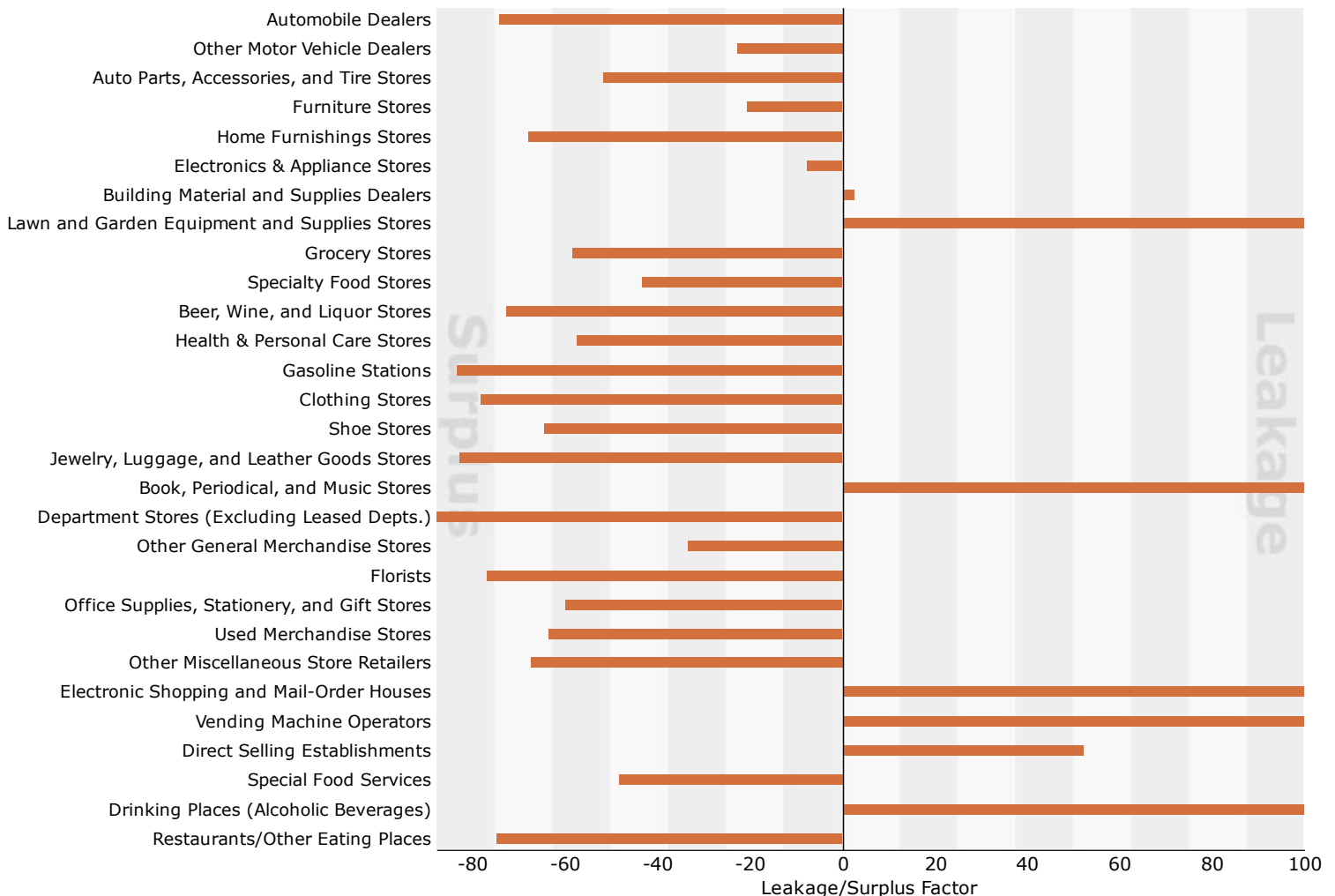
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April 06, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

351 River Hill Dr, Ashland, Kentucky, 41101
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.48321
Longitude: -82.66006

Summary Demographics

2016 Population	34,394
2016 Households	14,542
2016 Median Disposable Income	\$32,188
2016 Per Capita Income	\$24,151

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	\$468,359,986	\$889,586,363	-\$421,226,377	-31.0	408
Total Retail Trade	44-45	\$427,533,443	\$803,861,601	-\$376,328,158	-30.6	296
Total Food & Drink	722	\$40,826,543	\$85,724,762	-\$44,898,219	-35.5	112

Industry Group

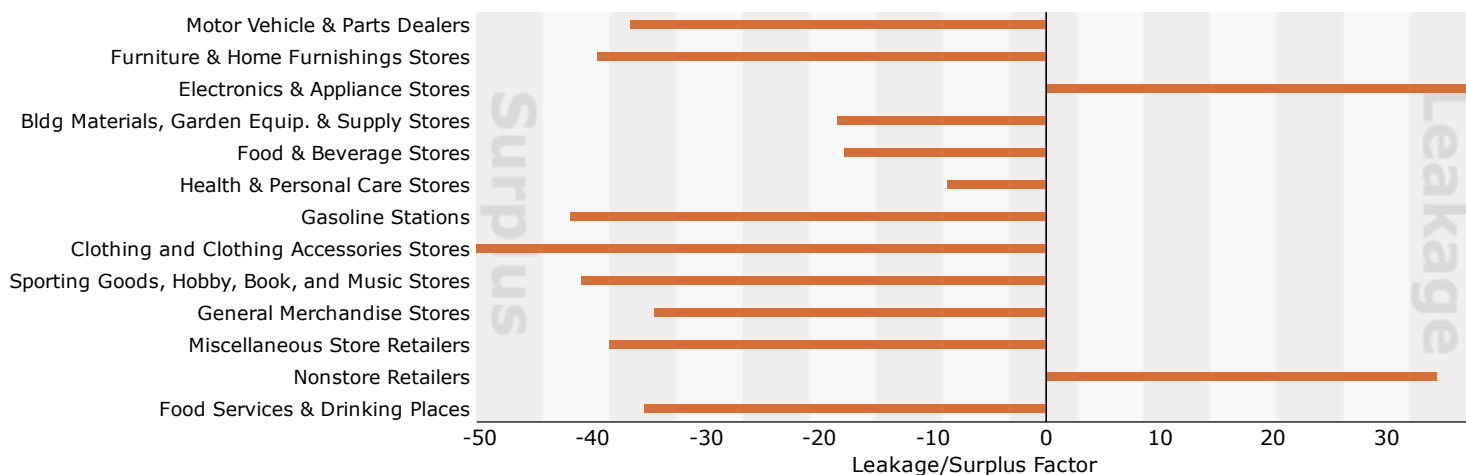
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$102,489,293	\$221,563,854	-\$119,074,561	-36.7	45
Automobile Dealers	4411	\$84,514,588	\$206,779,707	-\$122,265,119	-42.0	24
Other Motor Vehicle Dealers	4412	\$10,339,880	\$5,630,315	\$4,709,565	29.5	3
Auto Parts, Accessories & Tire Stores	4413	\$7,634,825	\$9,153,832	-\$1,519,007	-9.0	18
Furniture & Home Furnishings Stores	442	\$10,873,173	\$25,184,044	-\$14,310,871	-39.7	19
Furniture Stores	4421	\$6,858,124	\$4,821,134	\$2,036,990	17.4	6
Home Furnishings Stores	4422	\$4,015,049	\$20,362,910	-\$16,347,861	-67.1	12
Electronics & Appliance Stores	443	\$15,405,518	\$6,947,805	\$8,457,713	37.8	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,822,599	\$38,881,459	-\$12,058,860	-18.4	23
Bldg Material & Supplies Dealers	4441	\$24,974,759	\$38,304,361	-\$13,329,602	-21.1	21
Lawn & Garden Equip & Supply Stores	4442	\$1,847,840	\$577,097	\$1,270,743	52.4	2
Food & Beverage Stores	445	\$78,366,011	\$112,503,414	-\$34,137,403	-17.9	17
Grocery Stores	4451	\$69,231,995	\$100,708,930	-\$31,476,935	-18.5	10
Specialty Food Stores	4452	\$3,942,516	\$1,546,440	\$2,396,076	43.7	2
Beer, Wine & Liquor Stores	4453	\$5,191,501	\$10,248,044	-\$5,056,543	-32.8	5
Health & Personal Care Stores	446,4461	\$27,438,116	\$32,648,287	-\$5,210,171	-8.7	20
Gasoline Stations	447,4471	\$33,061,969	\$80,874,443	-\$47,812,474	-42.0	22
Clothing & Clothing Accessories Stores	448	\$15,659,048	\$47,378,901	-\$31,719,853	-50.3	46
Clothing Stores	4481	\$10,092,853	\$31,121,894	-\$21,029,041	-51.0	33
Shoe Stores	4482	\$2,710,038	\$6,132,626	-\$3,422,588	-38.7	6
Jewelry, Luggage & Leather Goods Stores	4483	\$2,856,157	\$10,124,380	-\$7,268,223	-56.0	7
Sporting Goods, Hobby, Book & Music Stores	451	\$8,363,671	\$19,989,802	-\$11,626,131	-41.0	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,514,047	\$19,153,266	-\$12,639,219	-49.2	15
Book, Periodical & Music Stores	4512	\$1,849,624	\$836,536	\$1,013,088	37.7	2
General Merchandise Stores	452	\$80,680,129	\$166,142,775	-\$85,462,646	-34.6	15
Department Stores Excluding Leased Depts.	4521	\$61,012,065	\$156,848,495	-\$95,836,430	-44.0	7
Other General Merchandise Stores	4529	\$19,668,064	\$9,294,280	\$10,373,784	35.8	8
Miscellaneous Store Retailers	453	\$21,480,763	\$48,391,617	-\$26,910,854	-38.5	57
Florists	4531	\$706,290	\$2,143,420	-\$1,437,130	-50.4	4
Office Supplies, Stationery & Gift Stores	4532	\$2,871,763	\$14,709,836	-\$11,838,073	-67.3	14
Used Merchandise Stores	4533	\$1,687,671	\$2,430,241	-\$742,570	-18.0	10
Other Miscellaneous Store Retailers	4539	\$16,215,038	\$29,108,120	-\$12,893,082	-28.4	29
Nonstore Retailers	454	\$6,893,152	\$3,355,199	\$3,537,953	34.5	4
Electronic Shopping & Mail-Order Houses	4541	\$2,885,640	\$0	\$2,885,640	100.0	0
Vending Machine Operators	4542	\$830,958	\$3,135,134	-\$2,304,176	-58.1	2
Direct Selling Establishments	4543	\$3,176,554	\$220,065	\$2,956,489	87.0	2
Food Services & Drinking Places	722	\$40,826,543	\$85,724,762	-\$44,898,219	-35.5	112
Special Food Services	7223	\$1,124,946	\$963,456	\$161,490	7.7	5
Drinking Places - Alcoholic Beverages	7224	\$892,535	\$358,166	\$534,369	42.7	2
Restaurants/Other Eating Places	7225	\$38,809,063	\$84,403,140	-\$45,594,077	-37	105

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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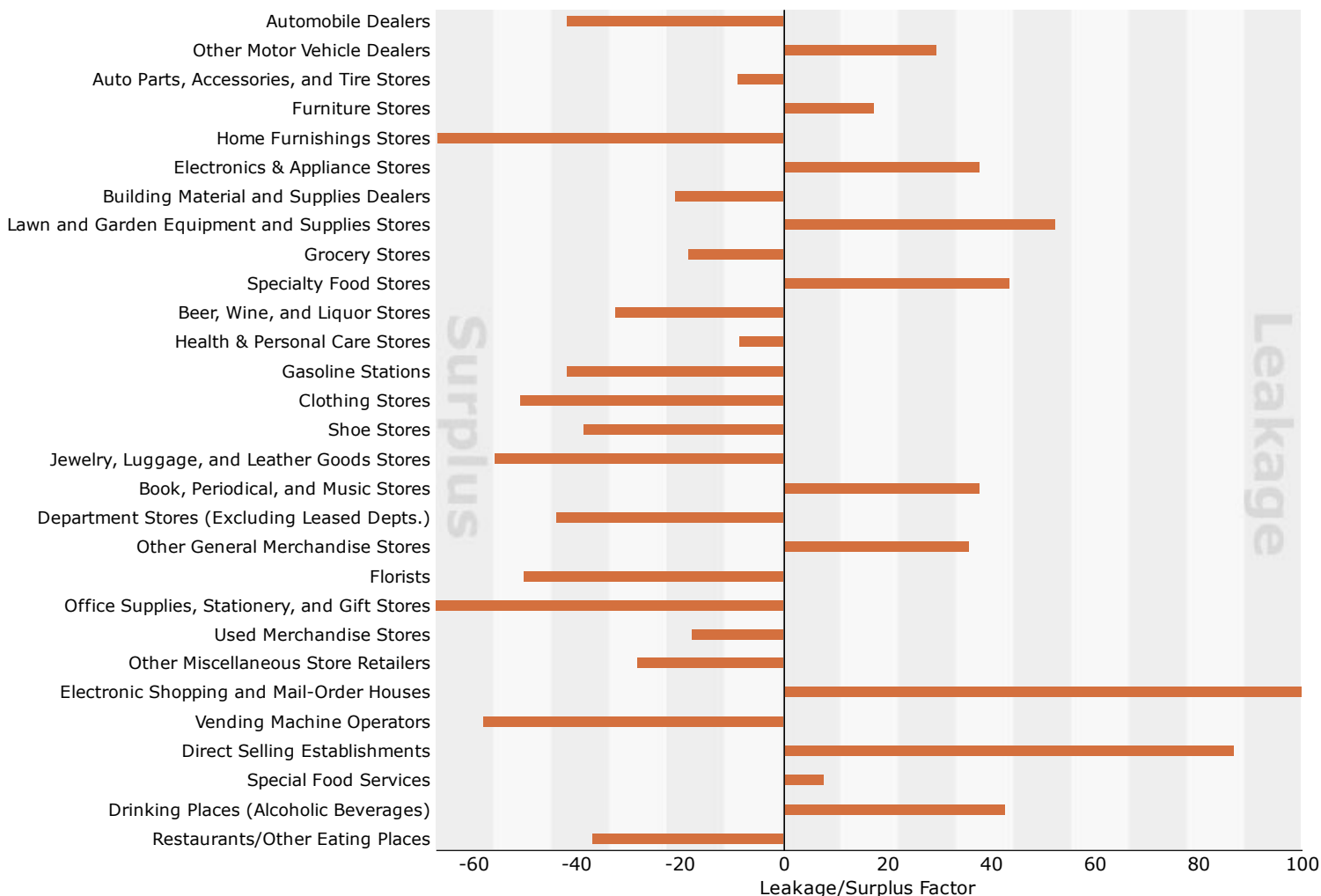
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April 06, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

351 River Hill Dr, Ashland, Kentucky, 41101
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.48321
Longitude: -82.66006

Summary Demographics

2016 Population	64,479
2016 Households	26,240
2016 Median Disposable Income	\$32,740
2016 Per Capita Income	\$23,243

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	\$836,789,380	\$1,257,712,783	-\$420,923,403	-20.1	625
Total Retail Trade	44-45	\$764,044,587	\$1,138,185,118	-\$374,140,531	-19.7	460
Total Food & Drink	722	\$72,744,793	\$119,527,664	-\$46,782,871	-24.3	165

Industry Group

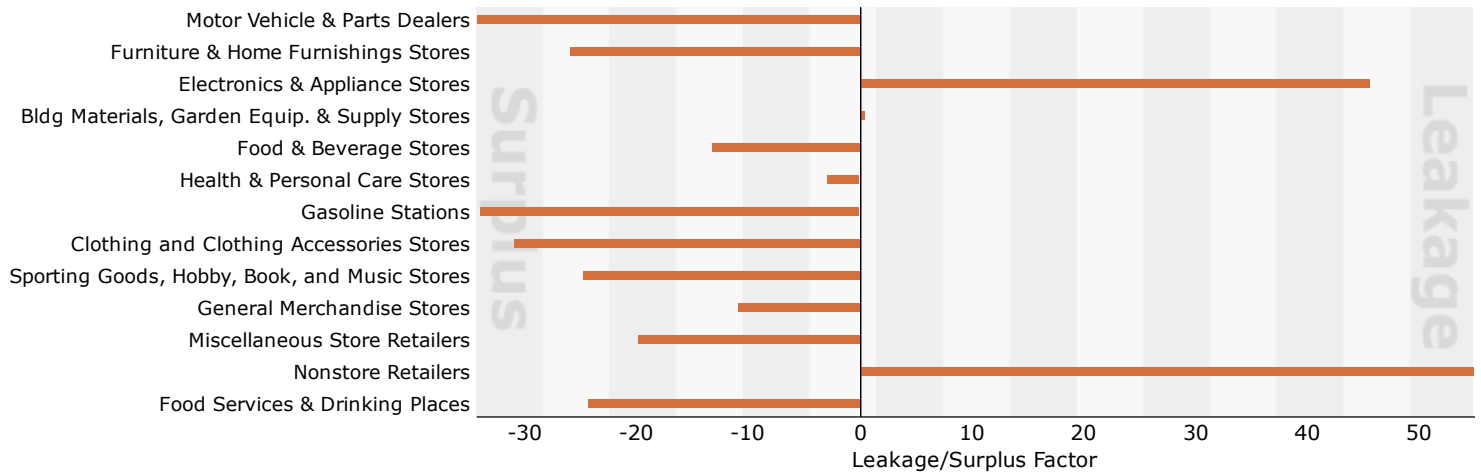
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$183,166,407	\$374,765,589	-\$191,599,182	-34.3	76
Automobile Dealers	4411	\$151,101,902	\$320,414,752	-\$169,312,850	-35.9	41
Other Motor Vehicle Dealers	4412	\$18,448,880	\$39,857,880	-\$21,409,000	-36.7	8
Auto Parts, Accessories & Tire Stores	4413	\$13,615,625	\$14,492,957	-\$877,332	-3.1	27
Furniture & Home Furnishings Stores	442	\$19,326,970	\$32,806,357	-\$13,479,387	-25.9	26
Furniture Stores	4421	\$12,160,823	\$11,684,331	\$476,492	2.0	12
Home Furnishings Stores	4422	\$7,166,147	\$21,122,026	-\$13,955,879	-49.3	14
Electronics & Appliance Stores	443	\$27,800,971	\$10,359,773	\$17,441,198	45.7	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,248,204	\$47,731,254	\$516,950	0.5	36
Bldg Material & Supplies Dealers	4441	\$44,752,253	\$46,535,930	-\$1,783,677	-2.0	31
Lawn & Garden Equip & Supply Stores	4442	\$3,495,951	\$1,195,324	\$2,300,627	49.0	5
Food & Beverage Stores	445	\$139,779,075	\$182,147,945	-\$42,368,870	-13.2	35
Grocery Stores	4451	\$123,556,615	\$167,367,141	-\$43,810,526	-15.1	24
Specialty Food Stores	4452	\$7,312,391	\$2,888,984	\$4,423,407	43.4	5
Beer, Wine & Liquor Stores	4453	\$8,910,069	\$11,891,821	-\$2,981,752	-14.3	6
Health & Personal Care Stores	446,4461	\$49,668,179	\$52,647,804	-\$2,979,625	-2.9	32
Gasoline Stations	447,4471	\$59,116,314	\$120,027,491	-\$60,911,177	-34.0	38
Clothing & Clothing Accessories Stores	448	\$28,004,153	\$53,201,426	-\$25,197,273	-31.0	56
Clothing Stores	4481	\$18,121,465	\$34,173,284	-\$16,051,819	-30.7	40
Shoe Stores	4482	\$4,769,880	\$7,260,017	-\$2,490,137	-20.7	7
Jewelry, Luggage & Leather Goods Stores	4483	\$5,112,808	\$11,768,125	-\$6,655,317	-39.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$14,892,805	\$24,719,840	-\$9,827,035	-24.8	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,658,125	\$23,758,301	-\$12,100,176	-34.2	27
Book, Periodical & Music Stores	4512	\$3,234,679	\$961,539	\$2,273,140	54.2	3
General Merchandise Stores	452	\$143,033,308	\$178,510,675	-\$35,477,367	-11.0	30
Department Stores Excluding Leased Depts.	4521	\$107,804,507	\$156,966,547	-\$49,162,040	-18.6	7
Other General Merchandise Stores	4529	\$35,228,802	\$21,544,128	\$13,684,674	24.1	23
Miscellaneous Store Retailers	453	\$38,498,180	\$57,631,228	-\$19,133,048	-19.9	80
Florists	4531	\$1,284,429	\$3,418,109	-\$2,133,680	-45.4	10
Office Supplies, Stationery & Gift Stores	4532	\$5,168,557	\$15,484,321	-\$10,315,764	-49.9	18
Used Merchandise Stores	4533	\$3,056,780	\$3,015,743	\$41,037	0.7	15
Other Miscellaneous Store Retailers	4539	\$28,988,415	\$35,713,056	-\$6,724,641	-10.4	37
Nonstore Retailers	454	\$12,510,022	\$3,635,736	\$8,874,286	55.0	4
Electronic Shopping & Mail-Order Houses	4541	\$5,366,372	\$0	\$5,366,372	100.0	0
Vending Machine Operators	4542	\$1,464,319	\$3,390,644	-\$1,926,325	-39.7	2
Direct Selling Establishments	4543	\$5,679,330	\$245,092	\$5,434,238	91.7	2
Food Services & Drinking Places	722	\$72,744,793	\$119,527,664	-\$46,782,871	-24.3	165
Special Food Services	7223	\$1,999,425	\$1,277,256	\$722,169	22.0	6
Drinking Places - Alcoholic Beverages	7224	\$1,629,577	\$478,866	\$1,150,711	54.6	3
Restaurants/Other Eating Places	7225	\$69,115,791	\$117,771,542	-\$48,655,751	-26	156

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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April 06, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

