



Retail MarketPlace Profile

6410 Wilmington Pike, Dayton, Ohio, 45459
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.64306
Longitude: -84.11078

Summary Demographics

2016 Population	6,590
2016 Households	2,724
2016 Median Disposable Income	\$56,898
2016 Per Capita Income	\$37,231

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	\$125,524,779	\$197,562,729	-\$72,037,950	-22.3	69
Total Retail Trade	44-45	\$113,627,194	\$172,856,756	-\$59,229,562	-20.7	48
Total Food & Drink	722	\$11,897,585	\$24,705,973	-\$12,808,388	-35.0	21

Industry Group

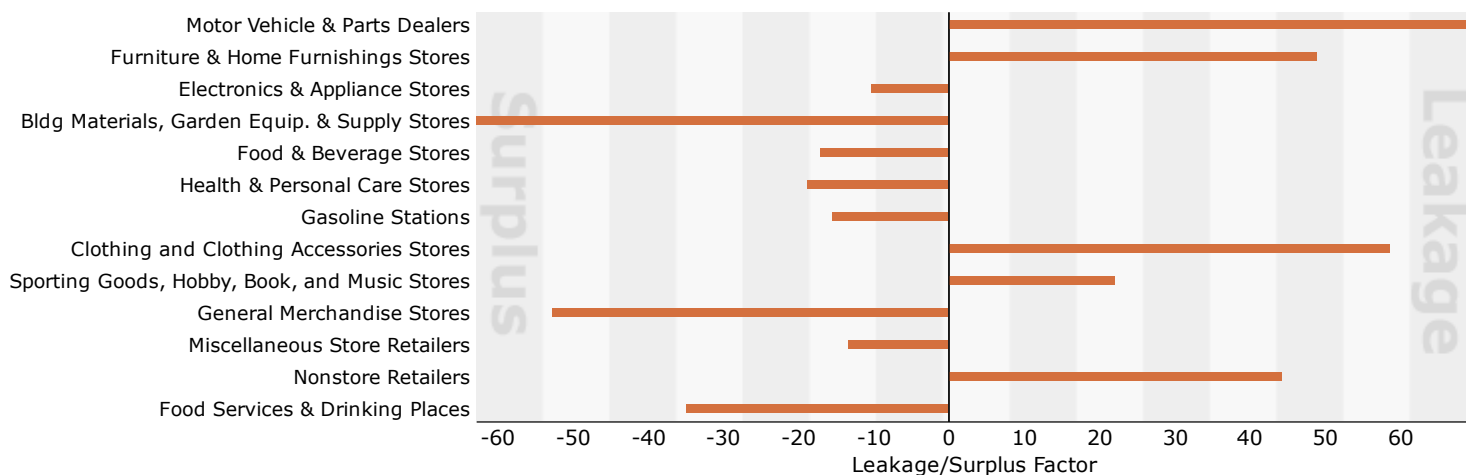
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,267,991	\$4,648,212	\$21,619,779	69.9	6
Automobile Dealers	4411	\$21,691,394	\$0	\$21,691,394	100.0	0
Other Motor Vehicle Dealers	4412	\$2,514,747	\$1,522,040	\$992,707	24.6	2
Auto Parts, Accessories & Tire Stores	4413	\$2,061,851	\$3,126,172	-\$1,064,321	-20.5	4
Furniture & Home Furnishings Stores	442	\$3,131,910	\$1,073,132	\$2,058,778	49.0	2
Furniture Stores	4421	\$1,970,305	\$773,328	\$1,196,977	43.6	2
Home Furnishings Stores	4422	\$1,161,604	\$299,804	\$861,800	59.0	1
Electronics & Appliance Stores	443	\$5,769,344	\$7,116,258	-\$1,346,914	-10.5	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,402,593	\$32,546,556	-\$25,143,963	-62.9	3
Bldg Material & Supplies Dealers	4441	\$6,702,012	\$32,546,556	-\$25,844,544	-65.8	3
Lawn & Garden Equip & Supply Stores	4442	\$700,581	\$0	\$700,581	100.0	0
Food & Beverage Stores	445	\$20,334,834	\$28,862,604	-\$8,527,770	-17.3	4
Grocery Stores	4451	\$18,013,576	\$27,748,126	-\$9,734,550	-21.3	3
Specialty Food Stores	4452	\$1,534,401	\$0	\$1,534,401	100.0	0
Beer, Wine & Liquor Stores	4453	\$786,856	\$1,114,478	-\$327,622	-17.2	1
Health & Personal Care Stores	446,4461	\$7,796,149	\$11,420,873	-\$3,624,724	-18.9	7
Gasoline Stations	447,4471	\$7,797,351	\$10,668,661	-\$2,871,310	-15.5	3
Clothing & Clothing Accessories Stores	448	\$4,844,838	\$1,263,127	\$3,581,711	58.6	3
Clothing Stores	4481	\$3,158,338	\$139,706	\$3,018,632	91.5	1
Shoe Stores	4482	\$647,456	\$841,797	-\$194,341	-13.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,039,044	\$281,625	\$757,419	57.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,396,220	\$1,529,045	\$867,175	22.1	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,952,097	\$1,529,045	\$423,052	12.2	4
Book, Periodical & Music Stores	4512	\$444,122	\$0	\$444,122	100.0	0
General Merchandise Stores	452	\$20,351,297	\$65,793,146	-\$45,441,849	-52.8	3
Department Stores Excluding Leased Depts.	4521	\$14,964,222	\$62,868,074	-\$47,903,852	-61.5	3
Other General Merchandise Stores	4529	\$5,387,075	\$2,925,071	\$2,462,004	29.6	1
Miscellaneous Store Retailers	453	\$5,418,029	\$7,119,122	-\$1,701,093	-13.6	5
Florists	4531	\$222,845	\$0	\$222,845	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$980,747	\$2,988,210	-\$2,007,463	-50.6	1
Used Merchandise Stores	4533	\$619,660	\$289,839	\$329,821	36.3	2
Other Miscellaneous Store Retailers	4539	\$3,594,777	\$3,841,073	-\$246,296	-3.3	2
Nonstore Retailers	454	\$2,116,640	\$816,021	\$1,300,619	44.3	2
Electronic Shopping & Mail-Order Houses	4541	\$1,221,563	\$816,021	\$405,542	19.9	2
Vending Machine Operators	4542	\$202,871	\$0	\$202,871	100.0	0
Direct Selling Establishments	4543	\$692,206	\$0	\$692,206	100.0	0
Food Services & Drinking Places	722	\$11,897,585	\$24,705,973	-\$12,808,388	-35.0	21
Special Food Services	7223	\$330,102	\$0	\$330,102	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$427,275	\$0	\$427,275	100.0	0
Restaurants/Other Eating Places	7225	\$11,140,208	\$24,701,268	-\$13,561,060	-38	21

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

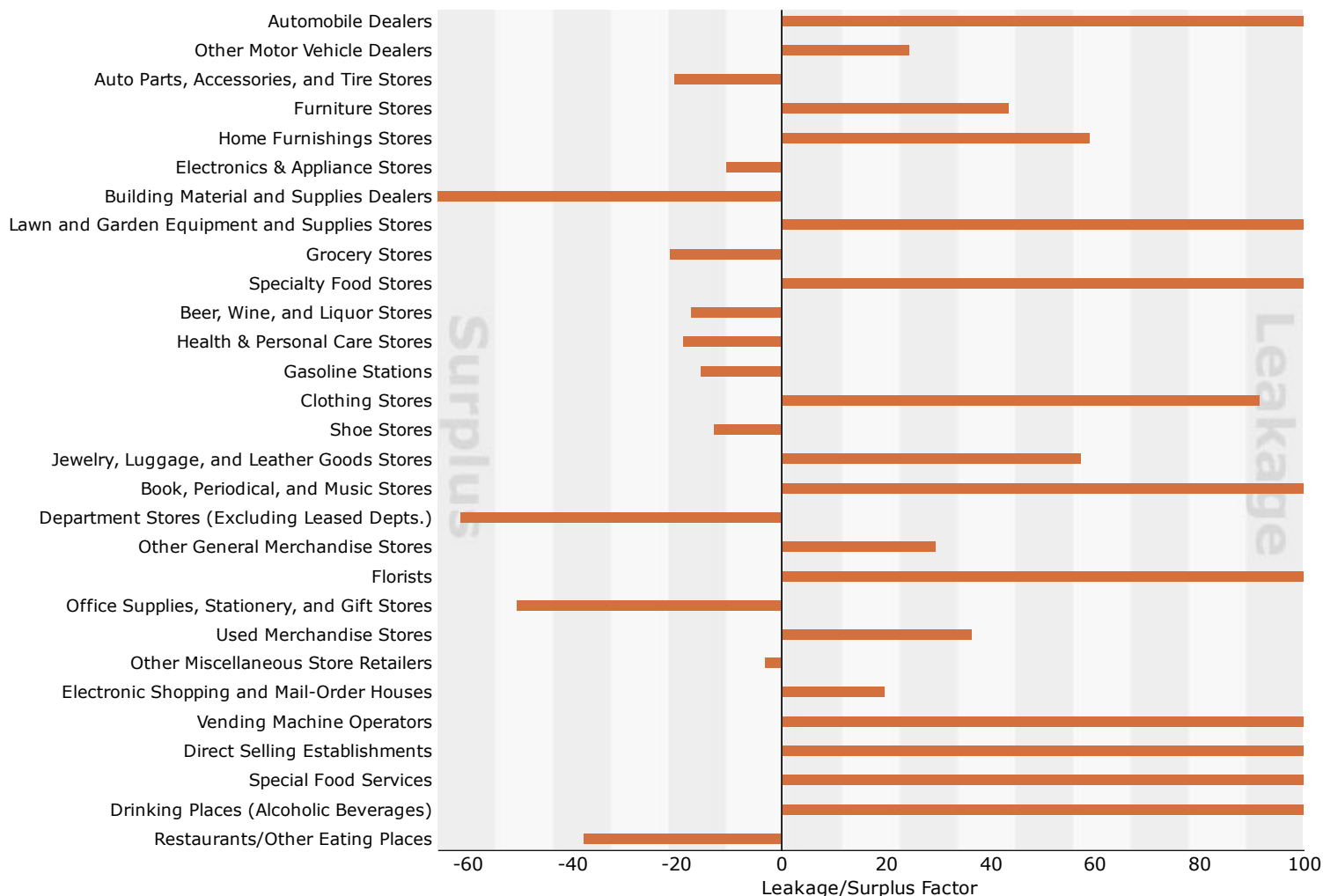
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April 14, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

6410 Wilmington Pike, Dayton, Ohio, 45459
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.64306
Longitude: -84.11078

Summary Demographics

2016 Population	47,805
2016 Households	20,498
2016 Median Disposable Income	\$52,930
2016 Per Capita Income	\$36,101

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	\$897,402,110	\$1,432,581,618	-\$535,179,508	-23.0	372
Total Retail Trade	44-45	\$812,674,429	\$1,344,509,959	-\$531,835,530	-24.7	271
Total Food & Drink	722	\$84,727,681	\$88,071,658	-\$3,343,977	-1.9	101

Industry Group

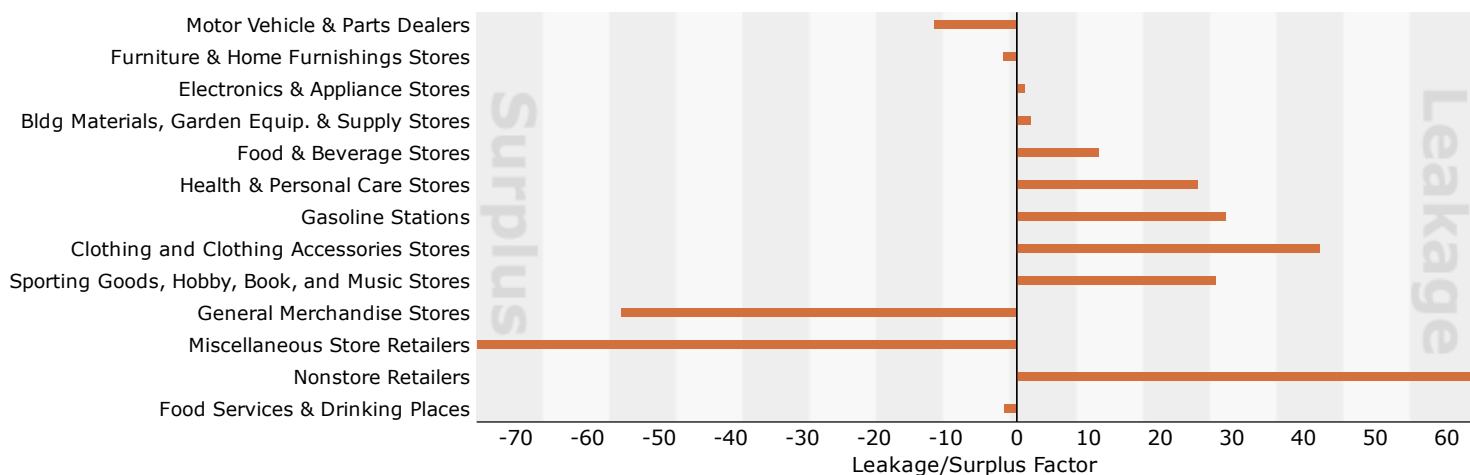
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$187,221,731	\$237,047,549	-\$49,825,818	-11.7	32
Automobile Dealers	4411	\$154,742,206	\$215,526,982	-\$60,784,776	-16.4	13
Other Motor Vehicle Dealers	4412	\$17,775,285	\$4,058,641	\$13,716,644	62.8	5
Auto Parts, Accessories & Tire Stores	4413	\$14,704,241	\$17,461,925	-\$2,757,684	-8.6	14
Furniture & Home Furnishings Stores	442	\$22,201,606	\$23,128,193	-\$926,587	-2.0	16
Furniture Stores	4421	\$13,970,113	\$16,035,156	-\$2,065,043	-6.9	8
Home Furnishings Stores	4422	\$8,231,493	\$7,093,038	\$1,138,455	7.4	8
Electronics & Appliance Stores	443	\$40,802,254	\$39,938,339	\$863,915	1.1	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,767,532	\$50,675,212	\$2,092,320	2.0	24
Bldg Material & Supplies Dealers	4441	\$47,705,061	\$46,616,780	\$1,088,281	1.2	17
Lawn & Garden Equip & Supply Stores	4442	\$5,062,471	\$4,058,432	\$1,004,039	11.0	8
Food & Beverage Stores	445	\$146,234,387	\$115,796,982	\$30,437,405	11.6	26
Grocery Stores	4451	\$129,528,114	\$105,634,835	\$23,893,279	10.2	15
Specialty Food Stores	4452	\$11,038,091	\$3,710,606	\$7,327,485	49.7	5
Beer, Wine & Liquor Stores	4453	\$5,668,182	\$6,451,541	-\$783,359	-6.5	6
Health & Personal Care Stores	446,4461	\$56,047,114	\$33,334,450	\$22,712,664	25.4	23
Gasoline Stations	447,4471	\$55,789,981	\$30,504,422	\$25,285,559	29.3	11
Clothing & Clothing Accessories Stores	448	\$34,654,966	\$13,959,111	\$20,695,855	42.6	25
Clothing Stores	4481	\$22,561,545	\$7,955,373	\$14,606,172	47.9	15
Shoe Stores	4482	\$4,637,143	\$2,891,980	\$1,745,163	23.2	4
Jewelry, Luggage & Leather Goods Stores	4483	\$7,456,279	\$3,111,758	\$4,344,521	41.1	6
Sporting Goods, Hobby, Book & Music Stores	451	\$17,089,604	\$9,652,747	\$7,436,857	27.8	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,912,317	\$9,440,297	\$4,472,020	19.1	16
Book, Periodical & Music Stores	4512	\$3,177,286	\$212,450	\$2,964,836	87.5	1
General Merchandise Stores	452	\$145,506,976	\$507,418,721	-\$361,911,745	-55.4	12
Department Stores Excluding Leased Depts.	4521	\$106,844,515	\$118,305,845	-\$11,461,330	-5.1	5
Other General Merchandise Stores	4529	\$38,662,461	\$389,112,876	-\$350,450,415	-81.9	7
Miscellaneous Store Retailers	453	\$38,902,219	\$279,657,259	-\$240,755,040	-75.6	44
Florists	4531	\$1,569,104	\$2,040,486	-\$471,382	-13.1	5
Office Supplies, Stationery & Gift Stores	4532	\$6,992,667	\$243,135,582	-\$236,142,915	-94.4	10
Used Merchandise Stores	4533	\$4,430,362	\$4,005,152	\$425,210	5.0	7
Other Miscellaneous Store Retailers	4539	\$25,910,086	\$30,476,039	-\$4,565,953	-8.1	22
Nonstore Retailers	454	\$15,456,059	\$3,396,975	\$12,059,084	64.0	7
Electronic Shopping & Mail-Order Houses	4541	\$8,726,964	\$1,668,839	\$7,058,125	67.9	4
Vending Machine Operators	4542	\$1,453,494	\$1,341,909	\$111,585	4.0	2
Direct Selling Establishments	4543	\$5,275,601	\$386,227	\$4,889,374	86.4	2
Food Services & Drinking Places	722	\$84,727,681	\$88,071,658	-\$3,343,977	-1.9	101
Special Food Services	7223	\$2,382,892	\$3,839,678	-\$1,456,786	-23.4	3
Drinking Places - Alcoholic Beverages	7224	\$3,051,505	\$728,118	\$2,323,387	61.5	4
Restaurants/Other Eating Places	7225	\$79,293,284	\$83,503,862	-\$4,210,578	-3	93

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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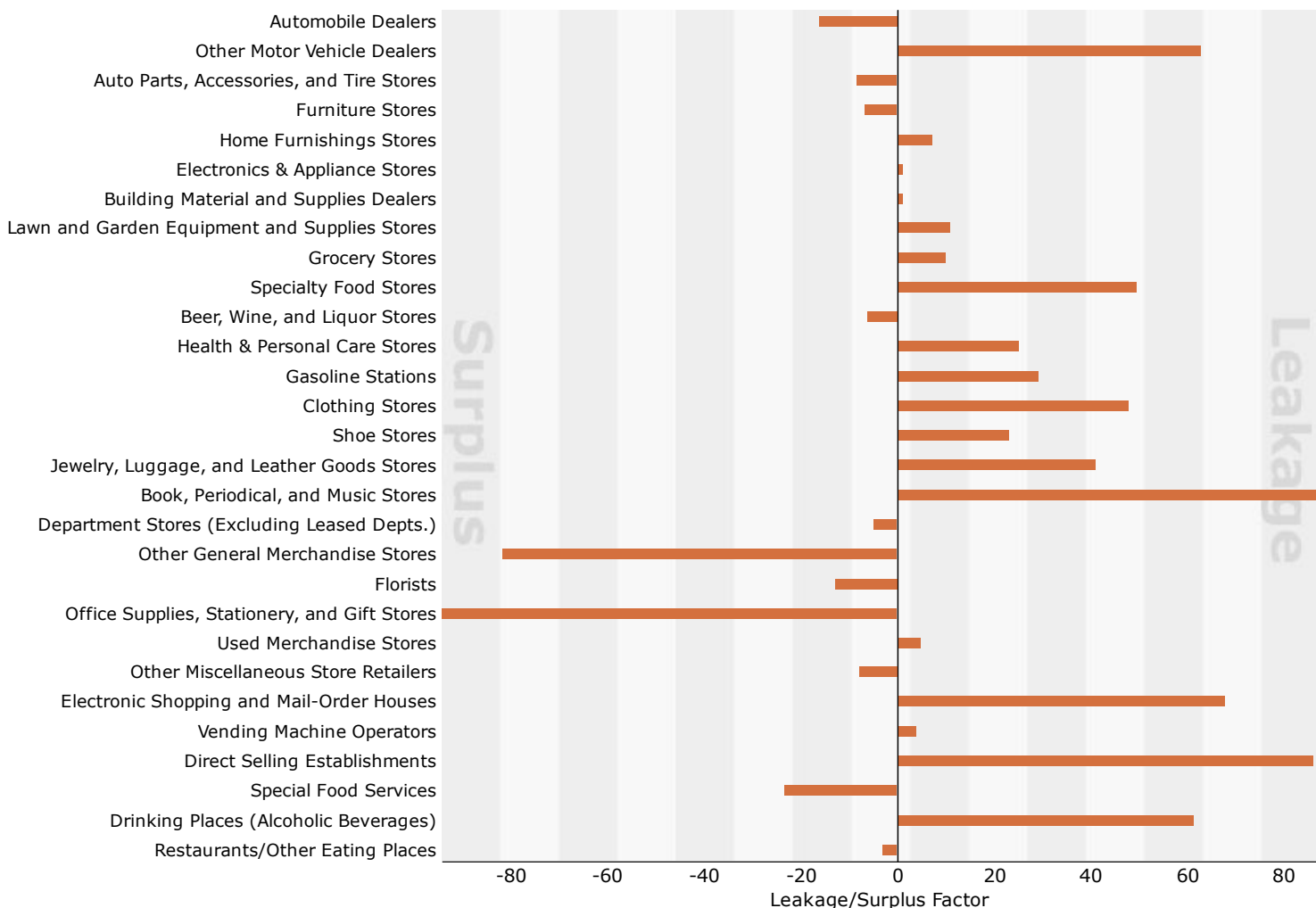
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April 14, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

6410 Wilmington Pike, Dayton, Ohio, 45459
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.64306
Longitude: -84.11078

Summary Demographics

2016 Population	117,457
2016 Households	51,087
2016 Median Disposable Income	\$51,981
2016 Per Capita Income	\$37,203

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	\$2,274,212,497	\$2,703,940,596	-\$429,728,099	-8.6	945
Total Retail Trade	44-45	\$2,059,041,123	\$2,452,002,525	-\$392,961,402	-8.7	658
Total Food & Drink	722	\$215,171,374	\$251,938,071	-\$36,766,697	-7.9	287

Industry Group

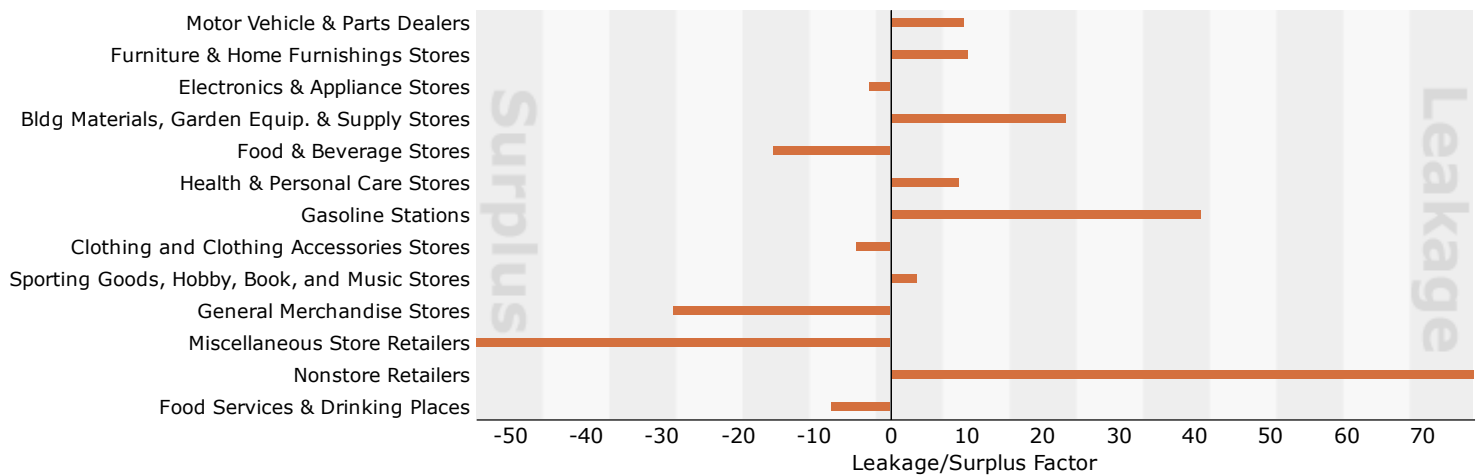
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$474,535,391	\$389,603,135	\$84,932,256	9.8	46
Automobile Dealers	4411	\$392,094,331	\$362,222,095	\$29,872,236	4.0	20
Other Motor Vehicle Dealers	4412	\$45,171,549	\$5,127,059	\$40,044,490	79.6	6
Auto Parts, Accessories & Tire Stores	4413	\$37,269,511	\$22,253,981	\$15,015,530	25.2	20
Furniture & Home Furnishings Stores	442	\$56,370,463	\$45,734,441	\$10,636,022	10.4	40
Furniture Stores	4421	\$35,535,831	\$31,795,690	\$3,740,141	5.6	24
Home Furnishings Stores	4422	\$20,834,632	\$13,938,751	\$6,895,881	19.8	16
Electronics & Appliance Stores	443	\$103,992,467	\$109,805,627	-\$5,813,160	-2.7	76
Bldg Materials, Garden Equip. & Supply Stores	444	\$133,491,350	\$83,363,352	\$50,127,998	23.1	49
Bldg Material & Supplies Dealers	4441	\$120,744,860	\$77,163,690	\$43,581,170	22.0	36
Lawn & Garden Equip & Supply Stores	4442	\$12,746,490	\$6,199,662	\$6,546,828	34.6	12
Food & Beverage Stores	445	\$370,157,011	\$505,475,013	-\$135,318,002	-15.5	61
Grocery Stores	4451	\$327,849,743	\$474,243,320	-\$146,393,577	-18.3	33
Specialty Food Stores	4452	\$27,935,839	\$12,817,255	\$15,118,584	37.1	18
Beer, Wine & Liquor Stores	4453	\$14,371,429	\$18,414,438	-\$4,043,009	-12.3	10
Health & Personal Care Stores	446,4461	\$141,568,400	\$117,867,118	\$23,701,282	9.1	73
Gasoline Stations	447,4471	\$141,052,850	\$58,875,932	\$82,176,918	41.1	25
Clothing & Clothing Accessories Stores	448	\$87,955,760	\$96,301,592	-\$8,345,832	-4.5	100
Clothing Stores	4481	\$57,253,204	\$75,087,684	-\$17,834,480	-13.5	70
Shoe Stores	4482	\$11,758,436	\$7,957,940	\$3,800,496	19.3	10
Jewelry, Luggage & Leather Goods Stores	4483	\$18,944,120	\$13,255,968	\$5,688,152	17.7	19
Sporting Goods, Hobby, Book & Music Stores	451	\$43,405,268	\$40,285,799	\$3,119,469	3.7	46
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,315,591	\$31,143,990	\$4,171,601	6.3	42
Book, Periodical & Music Stores	4512	\$8,089,677	\$9,141,809	-\$1,052,132	-6.1	4
General Merchandise Stores	452	\$369,003,019	\$665,146,169	-\$296,143,150	-28.6	27
Department Stores Excluding Leased Depts.	4521	\$271,103,192	\$181,672,935	\$89,430,257	19.8	9
Other General Merchandise Stores	4529	\$97,899,827	\$483,473,234	-\$385,573,407	-66.3	18
Miscellaneous Store Retailers	453	\$98,618,592	\$334,459,822	-\$235,841,230	-54.5	105
Florists	4531	\$3,987,154	\$3,568,589	\$418,565	5.5	10
Office Supplies, Stationery & Gift Stores	4532	\$17,751,693	\$254,372,841	-\$236,621,148	-87.0	32
Used Merchandise Stores	4533	\$11,265,360	\$9,966,266	\$1,299,094	6.1	17
Other Miscellaneous Store Retailers	4539	\$65,614,384	\$66,552,127	-\$937,743	-0.7	47
Nonstore Retailers	454	\$38,890,551	\$5,084,523	\$33,806,028	76.9	11
Electronic Shopping & Mail-Order Houses	4541	\$22,123,500	\$2,958,379	\$19,165,121	76.4	5
Vending Machine Operators	4542	\$3,685,152	\$1,536,076	\$2,149,076	41.2	3
Direct Selling Establishments	4543	\$13,081,899	\$590,068	\$12,491,831	91.4	3
Food Services & Drinking Places	722	\$215,171,374	\$251,938,071	-\$36,766,697	-7.9	287
Special Food Services	7223	\$6,042,483	\$5,025,123	\$1,017,360	9.2	8
Drinking Places - Alcoholic Beverages	7224	\$7,769,224	\$8,160,403	-\$391,179	-2.5	20
Restaurants/Other Eating Places	7225	\$201,359,667	\$238,752,545	-\$37,392,878	-8	259

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 14, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

