



Retail MarketPlace Profile

2219 Fangboner Rd, Fremont, Ohio, 43420
Ring: 1 mile radius

Prepared by Esri
Latitude: 41.37352
Longitude: -83.12109

Summary Demographics

2016 Population	2,202
2016 Households	1,031
2016 Median Disposable Income	\$35,807
2016 Per Capita Income	\$21,818

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	\$30,313,181	\$123,523,502	-\$93,210,321	-60.6	29
Total Retail Trade	44-45	\$27,697,033	\$115,288,563	-\$87,591,530	-61.3	21
Total Food & Drink	722	\$2,616,147	\$8,234,938	-\$5,618,791	-51.8	8

Industry Group

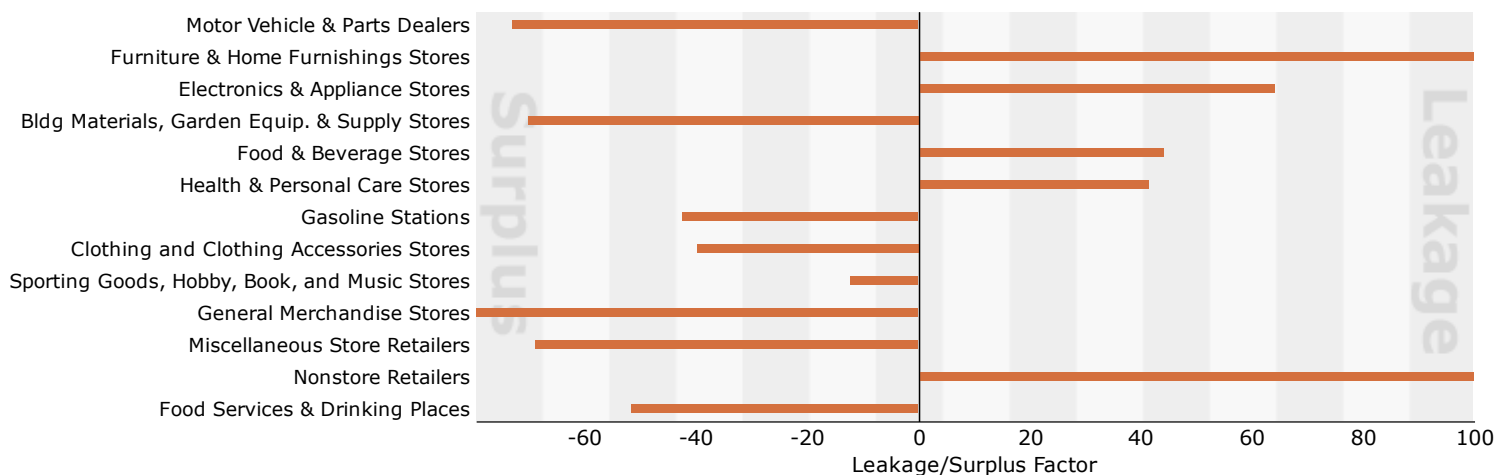
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,597,237	\$42,526,070	-\$35,928,833	-73.1	3
Automobile Dealers	4411	\$5,475,027	\$12,758,429	-\$7,283,402	-39.9	2
Other Motor Vehicle Dealers	4412	\$629,285	\$29,542,063	-\$28,912,778	-95.8	1
Auto Parts, Accessories & Tire Stores	4413	\$492,925	\$225,578	\$267,347	37.2	1
Furniture & Home Furnishings Stores	442	\$675,507	\$0	\$675,507	100.0	0
Furniture Stores	4421	\$422,122	\$0	\$422,122	100.0	0
Home Furnishings Stores	4422	\$253,385	\$0	\$253,385	100.0	0
Electronics & Appliance Stores	443	\$1,254,341	\$271,828	\$982,513	64.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,835,528	\$10,602,128	-\$8,766,600	-70.5	2
Bldg Material & Supplies Dealers	4441	\$1,631,975	\$10,545,263	-\$8,913,288	-73.2	2
Lawn & Garden Equip & Supply Stores	4442	\$203,553	\$0	\$203,553	100.0	0
Food & Beverage Stores	445	\$5,016,736	\$1,938,340	\$3,078,396	44.3	1
Grocery Stores	4451	\$4,450,222	\$0	\$4,450,222	100.0	0
Specialty Food Stores	4452	\$379,835	\$1,480,096	-\$1,100,261	-59.2	1
Beer, Wine & Liquor Stores	4453	\$186,679	\$458,245	-\$271,566	-42.1	1
Health & Personal Care Stores	446,4461	\$1,942,476	\$800,201	\$1,142,275	41.6	2
Gasoline Stations	447,4471	\$2,049,675	\$5,093,752	-\$3,044,077	-42.6	2
Clothing & Clothing Accessories Stores	448	\$1,054,011	\$2,460,787	-\$1,406,776	-40.0	3
Clothing Stores	4481	\$687,347	\$1,073,140	-\$385,793	-21.9	1
Shoe Stores	4482	\$145,425	\$476,524	-\$331,099	-53.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$221,239	\$911,124	-\$689,885	-60.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$549,237	\$703,388	-\$154,151	-12.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$444,417	\$703,388	-\$258,971	-22.6	1
Book, Periodical & Music Stores	4512	\$104,820	\$0	\$104,820	100.0	0
General Merchandise Stores	452	\$4,756,200	\$41,812,930	-\$37,056,730	-79.6	2
Department Stores Excluding Leased Depts.	4521	\$3,429,458	\$40,997,125	-\$37,567,667	-84.6	2
Other General Merchandise Stores	4529	\$1,326,743	\$815,805	\$510,938	23.8	1
Miscellaneous Store Retailers	453	\$1,412,961	\$7,670,020	-\$6,257,059	-68.9	3
Florists	4531	\$51,897	\$134,276	-\$82,379	-44.2	1
Office Supplies, Stationery & Gift Stores	4532	\$217,456	\$1,171,562	-\$954,106	-68.7	1
Used Merchandise Stores	4533	\$142,898	\$0	\$142,898	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,000,711	\$4,017,273	-\$3,016,562	-60.1	2
Nonstore Retailers	454	\$553,124	\$0	\$553,124	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$287,924	\$0	\$287,924	100.0	0
Vending Machine Operators	4542	\$47,345	\$0	\$47,345	100.0	0
Direct Selling Establishments	4543	\$217,856	\$0	\$217,856	100.0	0
Food Services & Drinking Places	722	\$2,616,147	\$8,234,938	-\$5,618,791	-51.8	8
Special Food Services	7223	\$78,721	\$0	\$78,721	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$88,186	\$0	\$88,186	100.0	0
Restaurants/Other Eating Places	7225	\$2,449,240	\$8,232,914	-\$5,783,674	-54	8

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

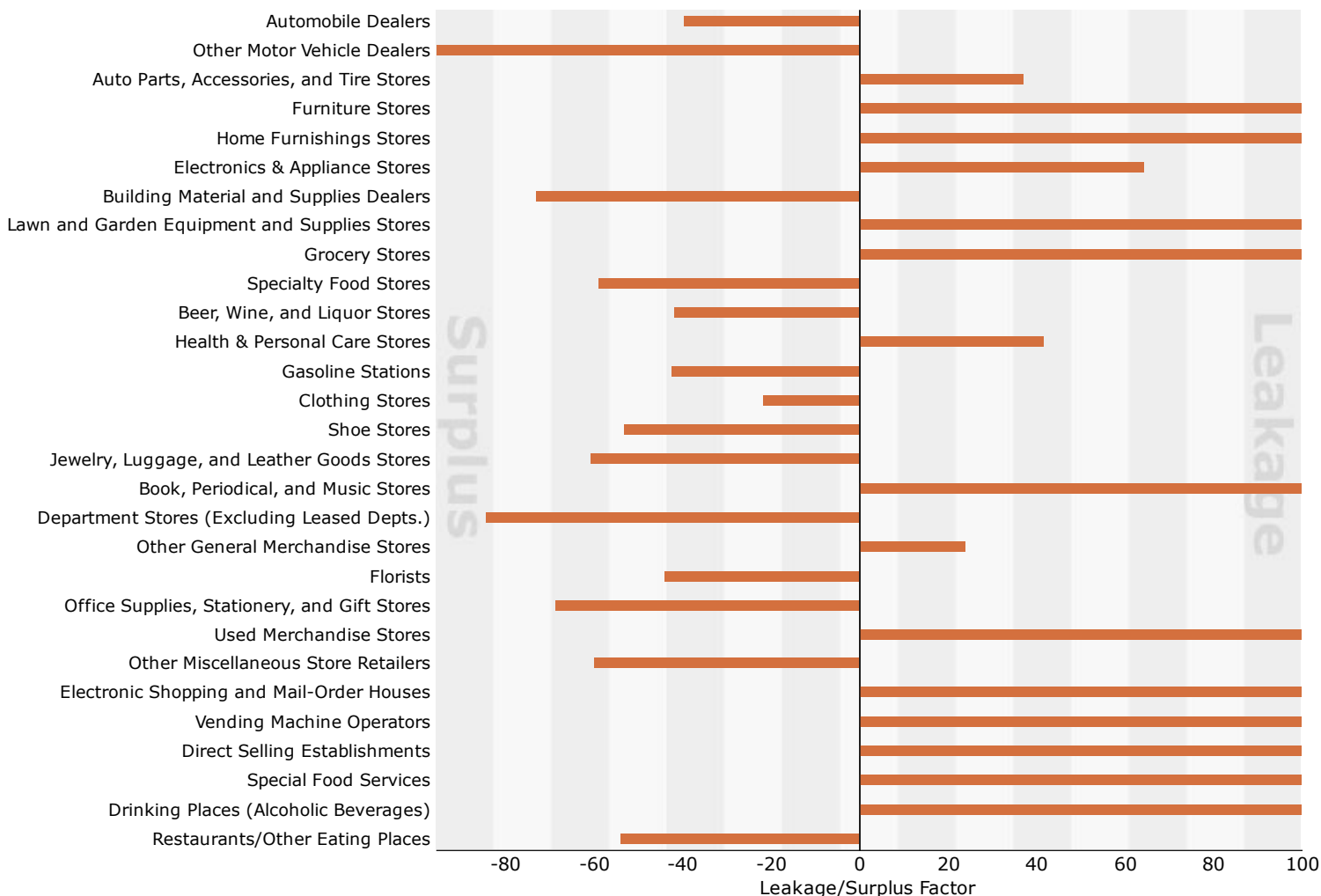
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May 19, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2219 Fangboner Rd, Fremont, Ohio, 43420
Ring: 3 mile radius

Prepared by Esri
Latitude: 41.37352
Longitude: -83.12109

Summary Demographics

2016 Population	21,110
2016 Households	8,671
2016 Median Disposable Income	\$34,995
2016 Per Capita Income	\$20,951

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	\$248,466,198	\$454,026,957	-\$205,560,759	-29.3	219
Total Retail Trade	44-45	\$226,718,520	\$412,744,948	-\$186,026,428	-29.1	152
Total Food & Drink	722	\$21,747,678	\$41,282,009	-\$19,534,331	-31.0	67

Industry Group

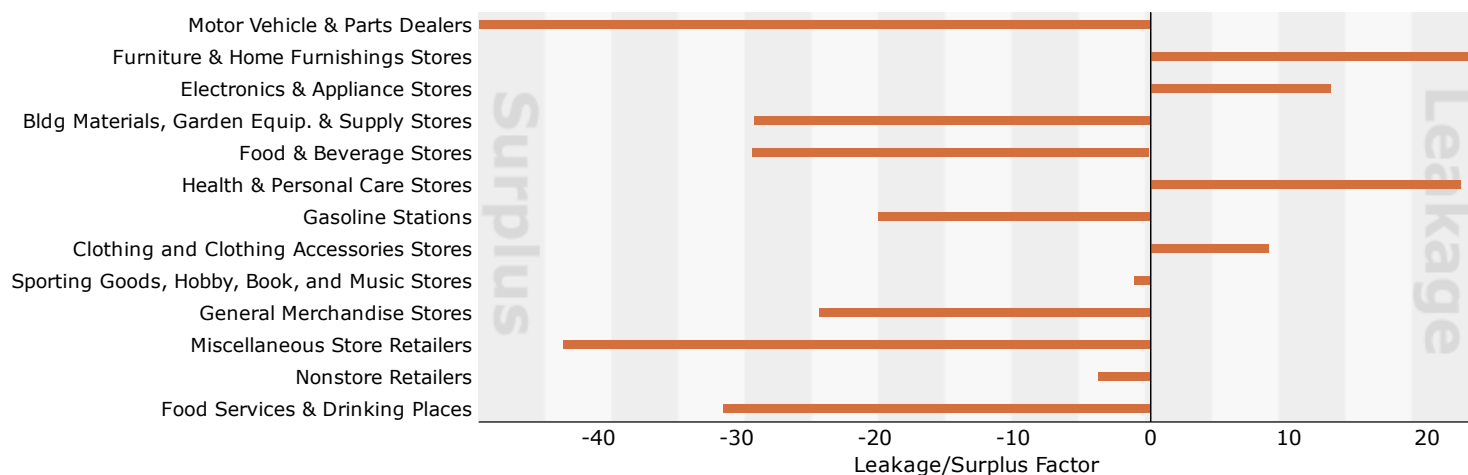
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$53,623,974	\$155,437,131	-\$101,813,157	-48.7	22
Automobile Dealers	4411	\$44,540,707	\$80,198,866	-\$35,658,159	-28.6	6
Other Motor Vehicle Dealers	4412	\$5,061,126	\$66,768,704	-\$61,707,578	-85.9	5
Auto Parts, Accessories & Tire Stores	4413	\$4,022,141	\$8,469,561	-\$4,447,420	-35.6	11
Furniture & Home Furnishings Stores	442	\$5,640,199	\$3,488,565	\$2,151,634	23.6	3
Furniture Stores	4421	\$3,549,344	\$0	\$3,549,344	100.0	0
Home Furnishings Stores	4422	\$2,090,855	\$3,488,565	-\$1,397,710	-25.1	3
Electronics & Appliance Stores	443	\$10,498,062	\$8,060,697	\$2,437,365	13.1	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,826,983	\$26,839,642	-\$12,012,659	-28.8	19
Bldg Material & Supplies Dealers	4441	\$13,240,741	\$26,020,600	-\$12,779,859	-32.6	17
Lawn & Garden Equip & Supply Stores	4442	\$1,586,243	\$819,043	\$767,200	31.9	3
Food & Beverage Stores	445	\$41,245,594	\$74,821,626	-\$33,576,032	-28.9	15
Grocery Stores	4451	\$36,582,944	\$68,668,540	-\$32,085,596	-30.5	7
Specialty Food Stores	4452	\$3,129,685	\$3,330,859	-\$201,174	-3.1	5
Beer, Wine & Liquor Stores	4453	\$1,532,965	\$2,822,227	-\$1,289,262	-29.6	3
Health & Personal Care Stores	446,4461	\$15,755,352	\$9,967,268	\$5,788,084	22.5	9
Gasoline Stations	447,4471	\$16,643,909	\$24,856,522	-\$8,212,613	-19.8	12
Clothing & Clothing Accessories Stores	448	\$8,780,297	\$7,396,507	\$1,383,790	8.6	14
Clothing Stores	4481	\$5,730,502	\$3,317,131	\$2,413,371	26.7	7
Shoe Stores	4482	\$1,209,457	\$2,057,126	-\$847,669	-25.9	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,840,337	\$2,022,250	-\$181,913	-4.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,547,535	\$4,653,533	-\$105,998	-1.2	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,674,904	\$3,523,647	\$151,257	2.1	10
Book, Periodical & Music Stores	4512	\$872,631	\$1,129,886	-\$257,255	-12.8	2
General Merchandise Stores	452	\$39,312,173	\$64,097,516	-\$24,785,343	-24.0	6
Department Stores Excluding Leased Depts.	4521	\$28,404,690	\$59,063,625	-\$30,658,935	-35.1	3
Other General Merchandise Stores	4529	\$10,907,483	\$5,033,891	\$5,873,592	36.8	4
Miscellaneous Store Retailers	453	\$11,419,626	\$28,354,423	-\$16,934,797	-42.6	26
Florists	4531	\$417,561	\$990,778	-\$573,217	-40.7	4
Office Supplies, Stationery & Gift Stores	4532	\$1,807,053	\$2,930,082	-\$1,123,029	-23.7	4
Used Merchandise Stores	4533	\$1,192,163	\$8,153,883	-\$6,961,720	-74.5	6
Other Miscellaneous Store Retailers	4539	\$8,002,849	\$16,279,680	-\$8,276,831	-34.1	12
Nonstore Retailers	454	\$4,424,817	\$4,771,516	-\$346,699	-3.8	4
Electronic Shopping & Mail-Order Houses	4541	\$2,361,008	\$0	\$2,361,008	100.0	0
Vending Machine Operators	4542	\$391,820	\$0	\$391,820	100.0	0
Direct Selling Establishments	4543	\$1,671,989	\$4,771,516	-\$3,099,527	-48.1	4
Food Services & Drinking Places	722	\$21,747,678	\$41,282,009	-\$19,534,331	-31.0	67
Special Food Services	7223	\$651,107	\$676,143	-\$25,036	-1.9	3
Drinking Places - Alcoholic Beverages	7224	\$753,330	\$1,373,241	-\$619,911	-29.2	9
Restaurants/Other Eating Places	7225	\$20,343,242	\$39,232,625	-\$18,889,383	-32	55

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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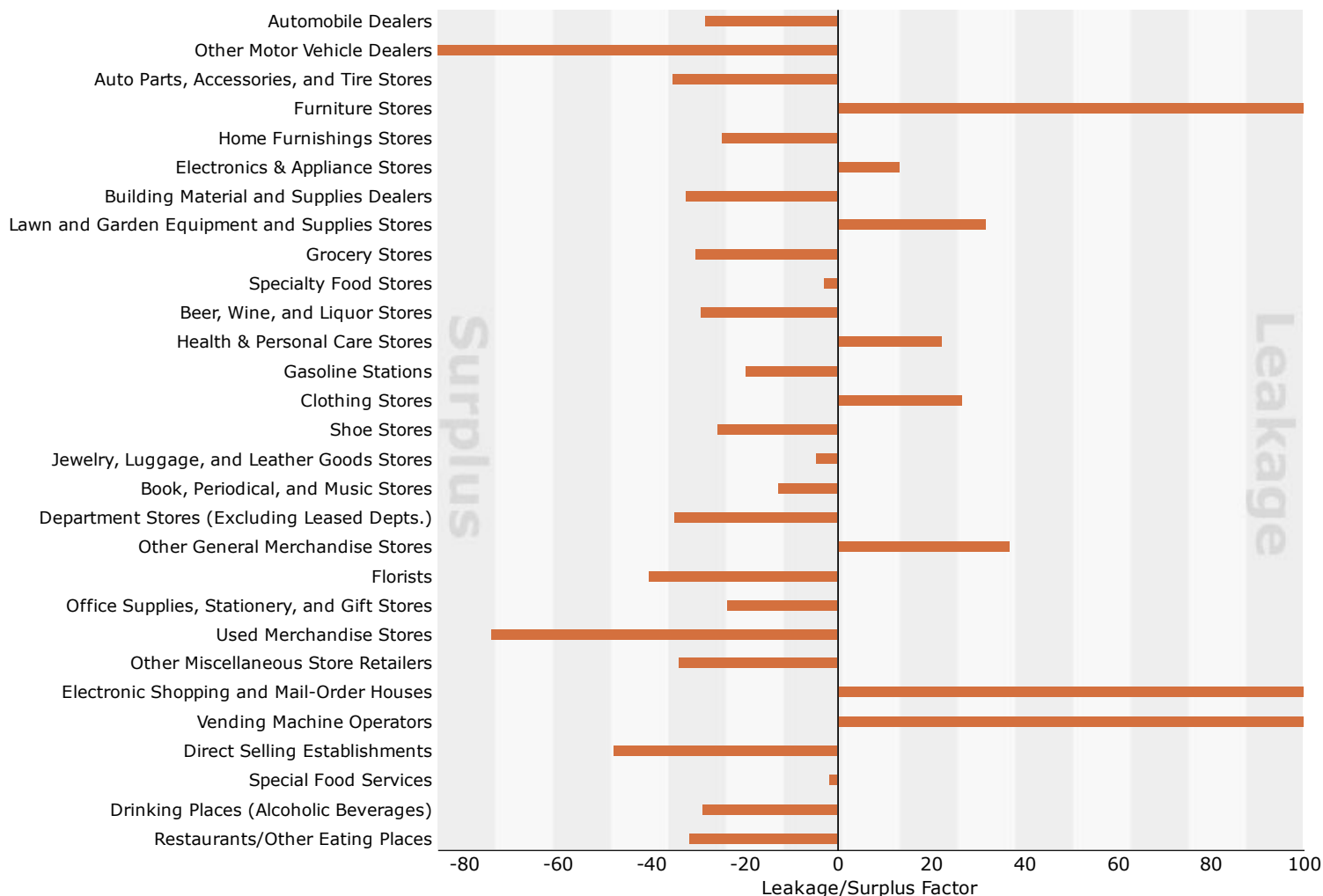
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

2219 Fangboner Rd, Fremont, Ohio, 43420
Ring: 5 mile radius

Prepared by Esri
Latitude: 41.37352
Longitude: -83.12109

Summary Demographics

2016 Population	27,618
2016 Households	11,478
2016 Median Disposable Income	\$36,653
2016 Per Capita Income	\$22,641

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	\$351,026,241	\$491,608,858	-\$140,582,617	-16.7	245
Total Retail Trade	44-45	\$320,170,118	\$446,637,943	-\$126,467,825	-16.5	171
Total Food & Drink	722	\$30,856,123	\$44,970,915	-\$14,114,792	-18.6	74

Industry Group

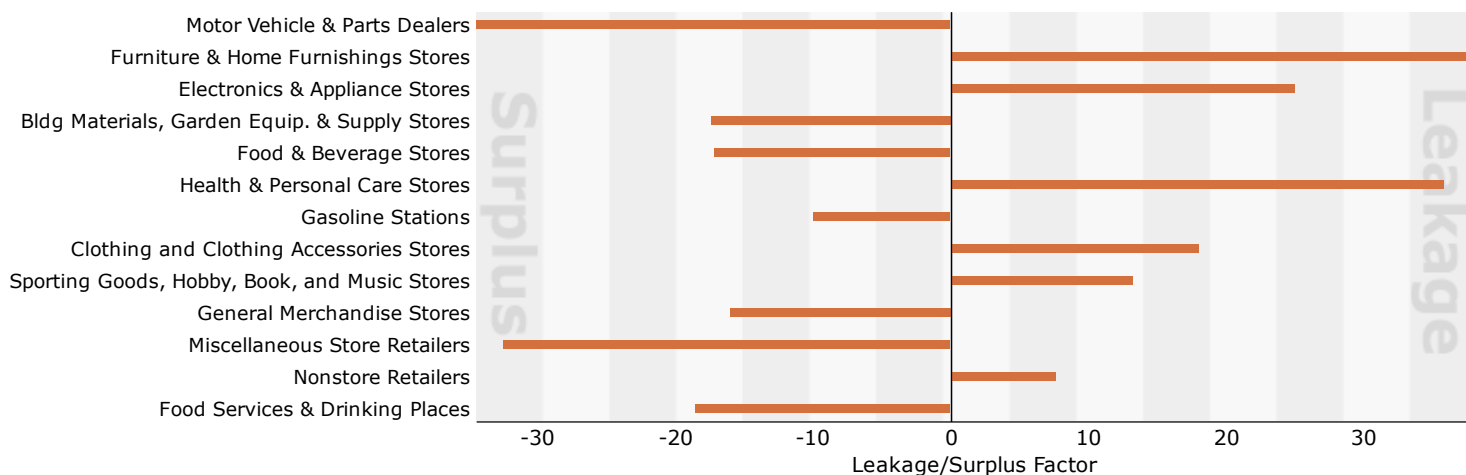
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$75,667,718	\$155,508,575	-\$79,840,857	-34.5	22
Automobile Dealers	4411	\$62,787,368	\$80,198,866	-\$17,411,498	-12.2	6
Other Motor Vehicle Dealers	4412	\$7,181,373	\$66,768,704	-\$59,587,331	-80.6	5
Auto Parts, Accessories & Tire Stores	4413	\$5,698,977	\$8,541,005	-\$2,842,028	-20.0	11
Furniture & Home Furnishings Stores	442	\$8,026,402	\$3,595,255	\$4,431,147	38.1	4
Furniture Stores	4421	\$5,019,860	\$106,690	\$4,913,170	95.8	1
Home Furnishings Stores	4422	\$3,006,542	\$3,488,565	-\$482,023	-7.4	3
Electronics & Appliance Stores	443	\$14,855,865	\$8,897,148	\$5,958,717	25.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,249,766	\$30,237,722	-\$8,987,956	-17.5	21
Bldg Material & Supplies Dealers	4441	\$18,983,326	\$29,066,636	-\$10,083,310	-21.0	18
Lawn & Garden Equip & Supply Stores	4442	\$2,266,441	\$1,171,086	\$1,095,355	31.9	3
Food & Beverage Stores	445	\$57,938,055	\$82,058,266	-\$24,120,211	-17.2	19
Grocery Stores	4451	\$51,387,263	\$71,878,249	-\$20,490,986	-16.6	8
Specialty Food Stores	4452	\$4,389,205	\$7,011,484	-\$2,622,279	-23.0	7
Beer, Wine & Liquor Stores	4453	\$2,161,588	\$3,168,533	-\$1,006,945	-18.9	4
Health & Personal Care Stores	446,4461	\$22,343,988	\$10,506,373	\$11,837,615	36.0	9
Gasoline Stations	447,4471	\$23,347,866	\$28,538,438	-\$5,190,572	-10.0	13
Clothing & Clothing Accessories Stores	448	\$12,457,786	\$8,636,546	\$3,821,240	18.1	15
Clothing Stores	4481	\$8,128,297	\$4,266,317	\$3,861,980	31.2	8
Shoe Stores	4482	\$1,709,071	\$2,170,199	-\$461,128	-11.9	4
Jewelry, Luggage & Leather Goods Stores	4483	\$2,620,418	\$2,200,030	\$420,388	8.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$6,434,789	\$4,924,618	\$1,510,171	13.3	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,211,708	\$3,794,732	\$1,416,976	15.7	11
Book, Periodical & Music Stores	4512	\$1,223,081	\$1,129,886	\$93,195	4.0	2
General Merchandise Stores	452	\$55,503,843	\$76,847,910	-\$21,344,067	-16.1	9
Department Stores Excluding Leased Depts.	4521	\$40,167,677	\$68,791,740	-\$28,624,063	-26.3	3
Other General Merchandise Stores	4529	\$15,336,165	\$8,056,170	\$7,279,995	31.1	6
Miscellaneous Store Retailers	453	\$16,049,394	\$31,505,123	-\$15,455,729	-32.5	28
Florists	4531	\$602,165	\$990,778	-\$388,613	-24.4	4
Office Supplies, Stationery & Gift Stores	4532	\$2,564,117	\$3,046,309	-\$482,192	-8.6	5
Used Merchandise Stores	4533	\$1,677,960	\$8,168,417	-\$6,490,457	-65.9	6
Other Miscellaneous Store Retailers	4539	\$11,205,152	\$19,299,619	-\$8,094,467	-26.5	13
Nonstore Retailers	454	\$6,294,646	\$5,381,969	\$912,677	7.8	5
Electronic Shopping & Mail-Order Houses	4541	\$3,349,522	\$0	\$3,349,522	100.0	0
Vending Machine Operators	4542	\$553,657	\$0	\$553,657	100.0	0
Direct Selling Establishments	4543	\$2,391,467	\$5,381,969	-\$2,990,502	-38.5	5
Food Services & Drinking Places	722	\$30,856,123	\$44,970,915	-\$14,114,792	-18.6	74
Special Food Services	7223	\$923,365	\$698,532	\$224,833	13.9	3
Drinking Places - Alcoholic Beverages	7224	\$1,065,678	\$1,547,515	-\$481,837	-18.4	11
Restaurants/Other Eating Places	7225	\$28,867,080	\$42,724,868	-\$13,857,788	-19	61

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

