



Retail Marketplace Profile Report

SR 850, Bidwell, OH 45631
Ring: 30 mile radius

Latitude: 38.885
Longitude: -82.297

Summary Demographics

2016 Population	184,534
2016 Households	73,062
2016 Median Disposable Income	\$34,741
2016 Per Capita Income	\$21,238

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	\$2,172,793,053	\$1,313,402,400	\$859,390,653	24.7	1,045
Total Retail Trade	44-45	\$1,993,115,530	\$1,194,198,509	\$798,917,021	25.1	775
Total Food & Drink	722	\$179,677,524	\$119,203,891	\$60,473,633	20.2	270

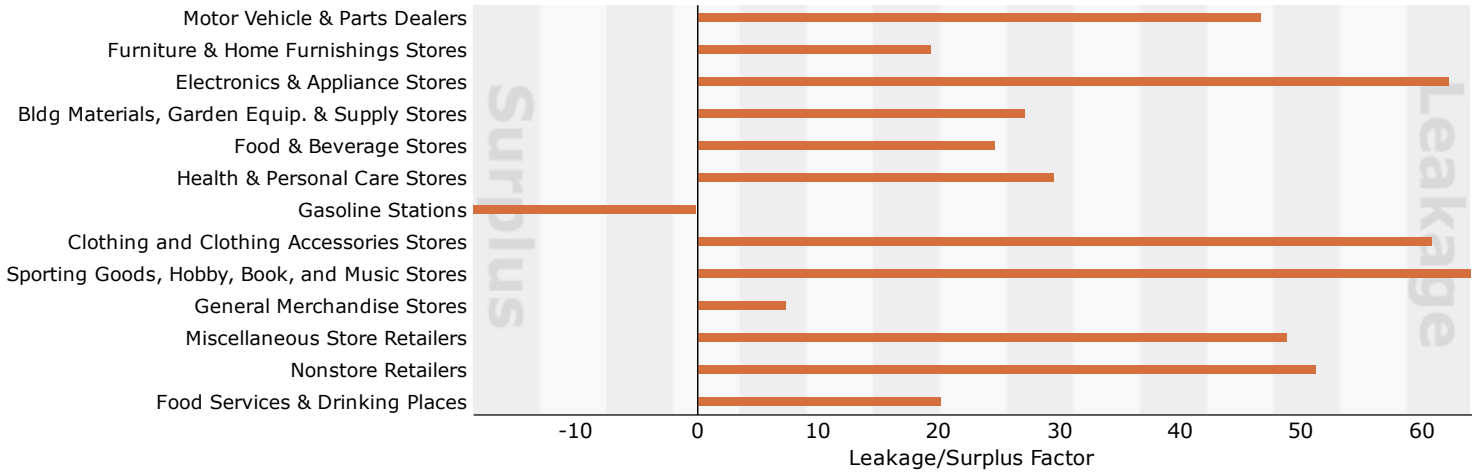
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$473,683,830	\$171,698,492	\$301,985,338	46.8	125
Automobile Dealers	4411	\$384,991,389	\$134,274,769	\$250,716,620	48.3	58
Other Motor Vehicle Dealers	4412	\$57,973,266	\$12,615,039	\$45,358,227	64.3	9
Auto Parts, Accessories & Tire Stores	4413	\$30,719,174	\$24,808,684	\$5,910,490	10.6	58
Furniture & Home Furnishings Stores	442	\$47,594,573	\$32,135,038	\$15,459,535	19.4	31
Furniture Stores	4421	\$31,024,283	\$24,532,758	\$6,491,525	11.7	15
Home Furnishings Stores	4422	\$16,570,290	\$7,602,280	\$8,968,010	37.1	16
Electronics & Appliance Stores	443	\$82,573,646	\$19,152,074	\$63,421,572	62.3	32
Bldg Materials, Garden Equip. & Supply Stores	444	\$93,934,483	\$53,708,485	\$40,225,998	27.2	91
Bldg Material & Supplies Dealers	4441	\$79,945,609	\$47,441,643	\$32,503,966	25.5	75
Lawn & Garden Equip & Supply Stores	4442	\$13,988,874	\$6,266,842	\$7,722,032	38.1	16
Food & Beverage Stores	445	\$368,470,142	\$222,303,653	\$146,166,489	24.7	104
Grocery Stores	4451	\$344,028,136	\$202,596,754	\$141,431,382	25.9	82
Specialty Food Stores	4452	\$15,477,878	\$13,239,319	\$2,238,559	7.8	14
Beer, Wine & Liquor Stores	4453	\$8,964,127	\$6,467,580	\$2,496,547	16.2	9
Health & Personal Care Stores	446,4461	\$146,912,561	\$79,749,762	\$67,162,799	29.6	44
Gasoline Stations	447,4471	\$153,028,284	\$222,613,428	-\$69,585,144	-18.5	85
Clothing & Clothing Accessories Stores	448	\$70,144,569	\$16,986,847	\$53,157,722	61.0	40
Clothing Stores	4481	\$45,106,460	\$8,185,010	\$36,921,450	69.3	20
Shoe Stores	4482	\$9,473,393	\$3,515,374	\$5,958,019	45.9	8
Jewelry, Luggage & Leather Goods Stores	4483	\$15,564,716	\$5,286,464	\$10,278,252	49.3	12
Sporting Goods, Hobby, Book & Music Stores	451	\$62,065,710	\$13,554,887	\$48,510,823	64.2	46
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,333,175	\$11,270,790	\$40,062,385	64.0	40
Book, Periodical & Music Stores	4512	\$10,732,535	\$2,284,097	\$8,448,438	64.9	6
General Merchandise Stores	452	\$372,309,129	\$320,991,708	\$51,317,421	7.4	56
Department Stores Excluding Leased Depts.	4521	\$289,851,912	\$283,195,632	\$6,656,280	1.2	11
Other General Merchandise Stores	4529	\$82,457,217	\$37,796,076	\$44,661,141	37.1	45
Miscellaneous Store Retailers	453	\$90,443,925	\$31,034,960	\$59,408,965	48.9	109
Florists	4531	\$4,000,912	\$2,549,529	\$1,451,383	22.2	24
Office Supplies, Stationery & Gift Stores	4532	\$19,758,183	\$5,072,695	\$14,685,488	59.1	19
Used Merchandise Stores	4533	\$8,994,802	\$3,583,431	\$5,411,371	43.0	28
Other Miscellaneous Store Retailers	4539	\$57,690,029	\$19,829,305	\$37,860,724	48.8	38
Nonstore Retailers	454	\$31,954,679	\$10,269,174	\$21,685,505	51.4	10
Electronic Shopping & Mail-Order Houses	4541	\$18,384,771	\$4,687,622	\$13,697,149	59.4	2
Vending Machine Operators	4542	\$2,431,472	\$867,464	\$1,564,008	47.4	2
Direct Selling Establishments	4543	\$11,138,436	\$4,714,088	\$6,424,348	40.5	6
Food Services & Drinking Places	722	\$179,677,524	\$119,203,891	\$60,473,633	20.2	270
Full-Service Restaurants	7221	\$88,059,224	\$47,153,089	\$40,906,135	30.3	163
Limited-Service Eating Places	7222	\$83,199,965	\$69,912,515	\$13,287,450	8.7	90
Special Food Services	7223	\$3,568,905	\$442,751	\$3,126,154	77.9	4
Drinking Places - Alcoholic Beverages	7224	\$4,849,429	\$1,695,536	\$3,153,893	48.2	14

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/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail Marketplace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

