



RETAIL MARKET ANALYSIS

CAREY, OHIO

DECEMBER 3RD, 2010

Prepared by

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Preface

The retail market analysis (RMA) for the Village of Carey, Ohio compares the village and its surrounding market area to the broader market region of which it is a part (and the center). This regional approach is used to understand the retail economy of Carey. Recognizing that the residents of Carey purchase retail goods in retail centers other than Carey, a larger market region was developed which extends into Seneca, Hancock, and Hardin Counties. Map 1 shows the entire market region, the study cities and their competing market centers, including: Findlay, Fostoria, Tiffin, Upper Sandusky, and Sycamore.

For the purpose of this report competing Market Centers were population centers identified by the task force. The area around the center from which that center “pulls” its customers is referred to as the retail Market Area. The larger Market Region is comprised of Market Areas and Market Centers which compete with Carey.

Acknowledgements

This report was prepared for the Carey Mercantile Downtown Retail Board of Directors. The project was made possible by The Ohio State University Department of Agricultural, Environmental, and Development Economics Department, Ohio State University Extension, and The Wyandot County Office of Economic Development. A special thanks to Jill Clark from The Ohio State University Department of Agricultural, Environmental, for providing technical data tables used to develop this report.

I. Introduction

Retail market analysis (RMA) is a tool for identifying market conditions trends within a local community. While the analysis focuses specifically on the performance of local retail markets, information on the broader demographic and economic trends within the region is critical to understanding current and future changes in these retail markets. Changes in population, the age and income distributions of the population, and the number of people employed by different industrial sectors will change the demand for retail goods within a local community and therefore are important factors to be considered in an analysis of retail market trends.

Of primary importance is an understanding of the pattern of retail spending within the local community relative to spending in neighboring areas. Retail sales leakages could reflect that the local demand for a particular product is not being met within the local community, whereas retail sales surpluses may indicate that the local community serves a regional market that pulls consumers in from outside the local area. Estimation of retail surpluses and leakages by specific retail sectors provides a means to identify the relative strengths and weaknesses of an area's retail markets and thereby inform economic development strategies for local communities. A retail market analysis is not a detailed plan of action, but rather provides facts and analysis for input into the community's decision-making process about future economic development.

II. Estimated Surplus/Leakage Results for the Carey Market Area and Competing Market Areas

The Carey Market Region is comprised of businesses located within the Village of Carey and surrounding areas including: Findlay, Fostoria, Tiffin, Upper Sandusky, Sycamore, (**Appendix A**). This Market Region was determined from task force input regarding the average maximum distance traveled by local residents for retail shopping.

Market Area	2009 Population	Pcap income, 2009
Carey	3,826	20,961
Findlay	41,064	27,242
Fostoria	12,932	20,321
Sycamore	942	23,115
Tiffin	17,221	21,925
Upper Sandusky	6,166	23,340
Market Region	82,151	24,405

Table 1: Estimated Market Area Population and Per Cap Income

For the purpose of this report, competing Market Centers were identified in collaboration with the Carey project leader and the task force. The area around the center from which that center primarily "pulls" its customers is referred to as that center's retail Market Area. Again, the two main drivers of local retail sales are population and income. **Table 1** illustrates the differences in estimated Market Area population and per capita income.

Table 2: Carey and Surrounding Market Areas Ranked by: Per Capita Sales, Per Capita Surplus, & Total Surplus Sector

Rank	Market Area	\$ Sales in 2009	Per Capita Sales
1	Findlay	\$ 1,614,280,000	\$ 39,311
2	Tiffin	\$ 433,780,000	\$ 25,189
3	Fostoria	\$ 265,116,000	\$ 20,501
4	Upper Sandusky	\$ 200,771,000	\$ 32,561
5	Carey	\$ 65,770,000	\$ 17,190
6	Sycamore	\$ 15,548,000	\$ 16,505

Rank	Market Area	\$ Surplus in 2009	Per Capita Surplus
1	Findlay	161,338,497	\$ 3,929
2	Upper Sandusky	13,770,138	\$ 2,233
3	Tiffin	(55,851,930)	\$ (3,243)
4	Fostoria	(73,972,174)	\$ (5,720)
5	Carey	(38,177,075)	\$ (9,978)
6	Sycamore	(12,723,143)	\$ (13,507)

Rank	Market Area	# of Surplus Sectors
1	Findlay	16
2	Tiffin	14
3	Upper Sandusky	10
4	Carey	8
5	Sycamore	7
6	Fostoria	6

Retail Sales by Market Area (Table 2):

The Market Centers which comprise the Carey Market Region are different types of destinations with different kinds of retail mixes. For example, the retail mix in the Findlay and Tiffin Market Areas are complemented by shopping malls. Furthermore, while in many ways, almost the entire market region could be considered a bedroom community of Toledo. Therefore, for the purposes of comparison, surplus and leakage are adjusted for population and per capita income in the region.

- Of the six Market Areas in the Market Region, the Findlay Area ranked highest in estimated retail sales per person (\$39,311) and Per Capita Surplus (\$3,929). These findings indicate that this market area has been the quite successful at attracting retail shoppers from outside the market area. In addition, the Findlay Market Area also ranked highest in surplus sectors (16 of 31).

- The Sycamore Market Area had the lowest per capita sales (\$16,505) and lowest per capita surplus (13,507).
- The Fostoria Market Area had the fewest surplus sectors (6 of 31).
- In comparison to the entire market region, the Carey Market Area ranked below average in terms of per capita sales (5th of 6), per capita surplus (5th of 6) and number of surplus sectors (4th of 6).

Table 3: Surplus/Leakage for Carey Market Area, 2009

Sector	Potential Sales	% Surplus/ Leakage	# of Other Areas With Surplus
Apparel & Accessory Stores	\$ 1,594,413	-100%	1
Bakeries	\$ 142,187	-100%	2
Books & Office Supplies	\$ 478,148	-100%	2
Cellular Phone Store	\$ 412,702	-100%	2
Convenience Stores	\$ 1,346,248	-100%	2
Department Stores	\$ 10,044,227	-100%	3
Drinking Places	\$ 343,491	-2%	2
Electronics & Videos	\$ 7,171,696	-78%	1
Florists	\$ 535,743	-34%	1
Furniture & Home Furnishings	\$ 2,807,967	-100%	2
Gasoline Service Stations	\$ 5,766,371	39%	1
Gift Novelty & Souvenir Shops	\$ 557,692	133%	1
Grocery Stores	\$ 13,698,225	-18%	2
Hardware Stores	\$ 932,224	1068%	3
Health and Drug Stores	\$ 2,611,829	19%	2
Hobby, Toy and Music Stores	\$ 870,383	-100%	2
Household Appliance Stores	\$ 1,262,377	-100%	1
Jewelry Stores	\$ 676,809	-100%	1
Liquor Stores	\$ 1,642,997	293%	2
Lumber & Other Building Materials	\$ 7,159,159	-89%	3
Miscellaneous Retail	\$ 5,221,335	-100%	2
Motor Vehicles & Supplies	\$ 26,352,839	-55%	2
Optical Goods Stores	\$ 196,097	-100%	2
Recreational Vehicle Dealers	\$ 695,033	39%	2
Restaurant & Café	\$ 9,248,663	-23%	2
Retail Nurseries & Lawn Supply Stores	\$ 567,505	-100%	2
Shoe Stores	\$ 351,822	-59%	2
Sporting Goods	\$ 444,704	-100%	1
Used Merchandise Stores	\$ 279,006	190%	1
Variety and General Merchandise	\$ 535,183	33%	2
Grand Total	\$103,947,075	-37%	

Notes:

- If too few firms are in this sector, the sales volume were not recorded & sales excluded
- Highlighted sectors indicate sales surplus

Carey Market Area Estimated Retail Sales Surplus/Leakage (Table 3):

Retail sales surpluses and leakages were estimated for the Carey Market Area and for each retail sector for each Market Area in the Market Region (see Appendixes) by comparing the actual retail sales in that sector with “potential” sales. Potential sales are estimated based on the population of the Market Area and the per capita income of the residents living in the Market Area relative to the whole region. Potential sales are the annual sales that a Market Area could achieve if all the residents of that Market Area were to shop locally. In a case where actual sales exceed the potential sales, a sales surplus exists. When actual sales in a retail sector are less than the estimated potential sales, we say there is a leakage present for that retail sector. The leakage may indicate that residents are spending less on the retail goods than expected, or they may be purchasing those goods in a neighboring market area.

All surpluses and all leakages across all 31 retail sectors can be summed to provide a total retail sales surplus/leakage estimate. This calculation provides us an indication of the presence of a net surplus or leakage of total retail dollars for the Carey Market Area and for each retail sector for each Market Area in the Market Region.

Retail Sales within Carey Market Area (Table 3):

- The Carey Market Area accounted for \$65.7 million of the \$2.5 billion in total estimated sales of the Market Region. This represents roughly 2.5% of the total retail sales in the Market Region.
- The retail sector with highest estimated sales in the Carey Market Area was Motor Vehicles and Supplies Stores at \$11.9 million. This sector accounted for approximately 18% of all retail sales within the Carey Market Area. Gasoline Service Stations accounted for about 12% of retail sales at \$8 million.
- Grocery Stores, Hardware Stores, and Restaurant & Cafés round out the top five for retail sales at \$11.2 million, \$10.8 million, and \$7.1 million, respectively. Combined, these top five sectors represented 75% of all retail sales in the Carey Market Area.
- Shoe Stores, Drinking Places, and Florists rounded out the bottom three retail sectors with sales of \$144,000, \$335,000, and \$352,000 respectively.
- Sectors with the greatest sales surplus in the Carey Market Area were: Hardware Stores (+1,068%); Liquor Stores (+293%), Used Merchandise Stores (+190%), and; Gift Novelty & Souvenir Shops (+133%).
- Four sectors in the Carey Market Area recorded sales leakages of (-100%) in which only one of the other market areas recorded a surplus for that same sector. These sectors included: Apparel & Accessory Stores, Household Appliance Stores, Jewelry Stores, and; Sporting Goods.
- The Carey Market Area had a surplus in two sectors in which only one other competing Market Area had a sales surplus: Gift Novelty & Souvenir Shops / Gasoline Service Stations.
- Overall, the Carey Market Area registered a 37% leakage to other Market Areas in the Market Region. That is, the model calculated retail sales potential of \$103.9 million compared to actual sales of \$65.7 million in the Carey Market Area.

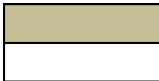
Retail Diversity (Surplus Sectors) by Market Area (Table 2 and 3):

A key indicator of retail health is the diversity of retail sectors recording a surplus. Local economies which enjoy a large number of surplus sectors may be more stable in terms of dealing with fluctuations in the local and national economies. For example, a community with a large aggregate retail sales surplus that is based primarily in motor vehicle sales would be much more sensitive to a national decline in auto sales than a community with a smaller aggregate surplus that was distributed across many retail sectors.

- Of 31 retail sectors studied in the Carey Market Area, there were 8 sectors with a retail sales surplus. There were 23 sectors with a retail sales leakage. Two other Market Areas, Sycamore and Fostoria, had a lower number of sectors with a retail sales surplus.
- Conversely, the Tiffin and Findlay Market Areas possessed a much higher level of retail diversity with sales surpluses in 14 and 15 sectors, respectively.

Table 4: Hierarchy of Retail Sales for Carey Market Area

				Retail Sector	Surplus / Leakage
			Complete Shopping Market Center	Optical Goods Stores	N/S
				Hobby, Toy and Music Stores	N/S
				Books & Office Supplies	N/S
				Recreational Vehicle Dealers	39%
		Partial Shopping Market Center	Camera & Photographic Supply	N/S	
			Jewelry Stores	N/S	
			Shoe Stores	-59%	
			Florists	-34%	
			Gift Novelty & Souvenir Shops	133%	
			Apparel & Accessory Stores	N/S	
			Lumber & Other Building Materi	-89%	
			Department Stores	N/S	
			Electronics & Videos	-78%	
			Retail Nurseries & Lawn Supply	N/S	
	Full Convenience Market Center	Furniture & Home Furnishings	N/S		
		Household Appliance Stores	N/S		
		Motor Vehicles & Supplies	-55%		
		Bakeries	N/S		
		Used Merchandise Stores	190%		
		Liquor Stores	293%		
		Variety and General Merchandise	33%		
		Drinking Places	-2%		
		Restaurant & Café	-23%		
Minimum Convenience				Hardware Stores	1068%
			Health and Drug Stores	19%	
			Grocery Stores	-18%	
			Gasoline Service Stations	39%	



Indicates that all goods are sold at this retail center level
 Indicates that some goods are sold at this retail center level
 N/S = No Sales
 * Surpluses are Highlighted

Retail Hierarchy of the Carey Market Area (Table 4):

Table 4 lists the retail sectors that are analyzed in this report according to their place in the hierarchy of retail goods from convenience to specialty sectors and sales. The items at the bottom of the hierarchy are labeled convenience or “everyday” items that people buy frequently and that they are most likely to buy locally. Stores that sell these items, including grocery stores and gas stations, are found in almost all towns. As **Table 4** indicates, towns with only these basic retail services are considered minimum convenience places. On the other hand, the items at the top of the hierarchy are specialty items that are not bought on a frequent basis, including hobby goods, optical goods, books, and cameras. Stores specializing in goods such as these are usually found in larger towns and cities. A complete shopping place is considered one that has all of the retail sectors considered here.

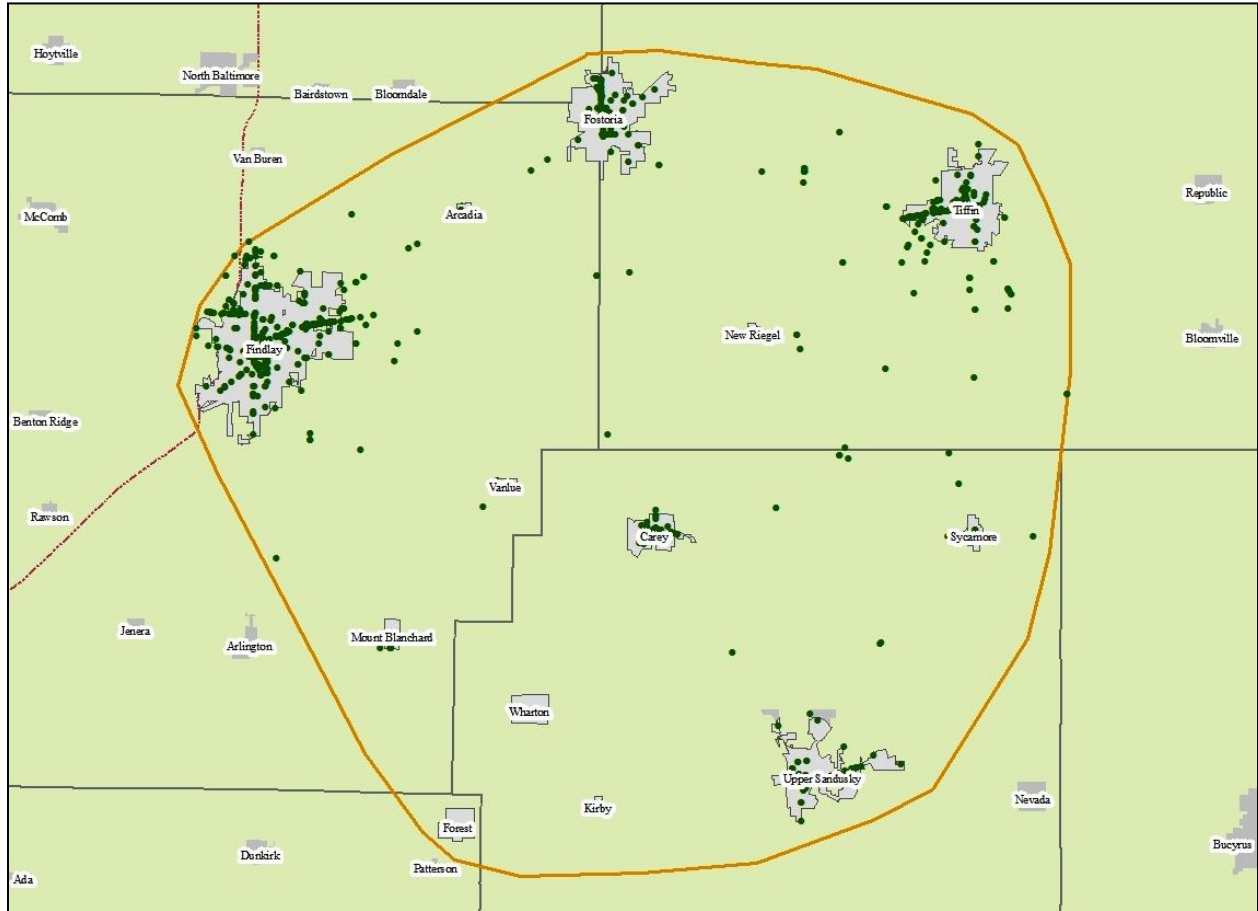
- Aside from the relatively small leakage in the Grocery Stores sector, the Carey Market Area has a sales surplus in 3 of the 4 Minimum Convenience sectors.
- From the Full Convenience perspective, the leakages in the Eating Places and Drinking Places sectors were moderate (-23% and -2% respectively) and suggest that Carey Market Area residents take a portion of the dollars they spent on these retail items beyond the boundaries of the Carey Market Area, most likely when they purchase more of the specialty retail items found in a complete market (see below).
- The Carey Market Area had sales surpluses in 2 of the 17 specialty retail sectors found in a Partial Shopping Market Area and Complete Shopping Market Area. These sectors included Recreational Vehicle Dealers (39%) and Gift Novelty & Souvenir Shops (133%). This is not surprising due to the presence of such retail in the Findlay, Tiffin, and Toledo Market Areas. It is likely that shoppers are drawn to these complete market centers for specialty items and also make food and drink purchases in conjunction with those trips (see above).

Based on the distribution of sales and its population, the Carey Market Area would most likely be considered a full convenience market center. All but two of the 17 retail sectors that comprise the partial and complete shopping categories were leakage sectors. Furthermore, half of those sectors were significant leakage sectors. Opportunities exist to plug leakages in some of the most basic convenience sectors, such as Drinking and Eating Places as well as Groceries.

Relative to the complete shopping market centers (Findlay, Tiffin, and Toledo) the Carey Market Area has opportunities to capture leakages. It struggles with proximity to full convenience shopping market centers. However, the same transportation routes that make travel easy for Carey Market Area out-commuting (for work as well as for recreation and retail spending) also provide opportunities to capture spending from in-commuters traveling into the Carey market to purchase high surplus items such as Gift Novelty & Souvenir Shops, Recreational Vehicle Dealers, and Hardware Stores.

Appendix - A

Map of Competing Market Areas of the Carey Market Region



Appendix – B

Surplus/Leakage for Upper Sandusky Market Area, 2009		
Sector	Potential Sales	% Surplus/ Leakage
Apparel & Accessory Stores	\$ 2,868,351	-66%
Bakeries	\$ 255,794	94%
Books & Office Supplies	\$ 860,188	-72%
Cellular Phone Store	\$ 742,451	-100%
Convenience Stores	\$ 2,421,900	-54%
Department Stores	\$ 18,069,572	29%
Drinking Places	\$ 617,941	-13%
Electronics & Videos	\$ 12,901,886	-98%
Florists	\$ 963,803	-63%
Furniture & Home Furnishings	\$ 5,051,534	-28%
Gasoline Service Stations	\$ 10,373,705	347%
Gift Novelty & Souvenir Shops	\$ 1,003,289	-53%
Grocery Stores	\$ 24,643,116	8%
Hardware Stores	\$ 1,677,072	-26%
Health and Drug Stores	\$ 4,698,682	-26%
Hobby, Toy and Music Stores	\$ 1,565,819	-100%
Household Appliance Stores	\$ 2,271,018	-46%
Jewelry Stores	\$ 1,217,579	-80%
Liquor Stores	\$ 2,955,753	-34%
Lumber & Other Building Materials	\$ 12,879,333	6%
Miscellaneous Retail	\$ 9,393,186	150%
Motor Vehicles & Supplies	\$ 47,408,777	-59%
Optical Goods Stores	\$ 352,779	-100%
Recreational Vehicle Dealers	\$ 1,250,364	403%
Restaurant & Café	\$ 16,638,351	25%
Retail Nurseries & Lawn Supply Stores	\$ 1,020,942	219%
Shoe Stores	\$ 632,928	-100%
Sporting Goods	\$ 800,023	-82%
Used Merchandise Stores	\$ 501,933	-60%
Variety and General Merchandise	\$ 962,794	6%
Grand Total	\$ 187,000,862	7%
Notes:		
–If too few firms are in this sector, the sales volume were not recorded & sales are estimated		
–Highlighted sectors indicate sales surplus		

Appendix – C

Surplus/Leakage for Findlay Market Area, 2009		
Sector	Potential Sales	% Surplus/ Leakage
Apparel & Accessory Stores	\$ 22,286,239	64%
Bakeries	\$ 1,987,443	-29%
Books & Office Supplies	\$ 6,683,408	8%
Cellular Phone Store	\$ 5,768,624	0%
Convenience Stores	\$ 18,817,450	-39%
Department Stores	\$ 140,395,242	23%
Drinking Places	\$ 4,801,215	-18%
Electronics & Videos	\$ 100,243,847	72%
Florists	\$ 7,488,463	-6%
Furniture & Home Furnishings	\$ 39,248,928	9%
Gasoline Service Stations	\$ 80,600,628	-29%
Gift Novelty & Souvenir Shops	\$ 7,795,257	41%
Grocery Stores	\$ 191,469,739	6%
Hardware Stores	\$ 13,030,351	-81%
Health and Drug Stores	\$ 36,507,376	-38%
Hobby, Toy and Music Stores	\$ 12,165,953	57%
Household Appliance Stores	\$ 17,645,138	-13%
Jewelry Stores	\$ 9,460,231	46%
Liquor Stores	\$ 22,965,329	-35%
Lumber & Other Building Materials	\$ 100,068,616	23%
Miscellaneous Retail	\$ 72,982,281	-5%
Motor Vehicles & Supplies	\$ 368,352,203	13%
Optical Goods Stores	\$ 2,740,992	37%
Recreational Vehicle Dealers	\$ 9,714,959	-42%
Restaurant & Café	\$ 129,275,076	11%
Retail Nurseries & Lawn Supply Stores	\$ 7,932,419	3%
Shoe Stores	\$ 4,917,663	29%
Sporting Goods	\$ 6,215,939	46%
Used Merchandise Stores	\$ 3,899,868	-17%
Variety and General Merchandise	\$ 7,480,625	-33%
Grand Total	\$ 1,452,941,503	11%
Notes:		
–If too few firms are in this sector, the sales volume were not recorded & sales excluded		
–Highlighted sectors indicate sales surplus		

Appendix – D

Surplus/Leakage for Sycamore Market Area, 2009		
Sector	Potential Sales	% Surplus/ Leakage
Apparel & Accessory Stores	\$ 433,643	-100%
Bakeries	\$ 38,671	-100%
Books & Office Supplies	\$ 130,045	-100%
Cellular Phone Store	\$ 112,245	-100%
Convenience Stores	\$ 366,147	-100%
Department Stores	\$ 2,731,792	-100%
Drinking Places	\$ 93,421	187%
Electronics & Videos	\$ 1,950,531	-89%
Florists	\$ 145,710	2074%
Furniture & Home Furnishings	\$ 763,700	-76%
Gasoline Service Stations	\$ 1,568,316	-100%
Gift Novelty & Souvenir Shops	\$ 151,679	-100%
Grocery Stores	\$ 3,725,593	-1%
Hardware Stores	\$ 253,543	40%
Health and Drug Stores	\$ 710,356	237%
Hobby, Toy and Music Stores	\$ 236,723	43%
Household Appliance Stores	\$ 343,337	-100%
Jewelry Stores	\$ 184,076	-100%
Liquor Stores	\$ 446,856	478%
Lumber & Other Building Materials	\$ 1,947,122	-100%
Miscellaneous Retail	\$ 1,420,080	-100%
Motor Vehicles & Supplies	\$ 7,167,348	-100%
Optical Goods Stores	\$ 53,334	-100%
Recreational Vehicle Dealers	\$ 189,032	156%
Restaurant & Café	\$ 2,515,417	-27%
Retail Nurseries & Lawn Supply Stores	\$ 154,348	-100%
Shoe Stores	\$ 95,687	-100%
Sporting Goods	\$ 120,949	-100%
Used Merchandise Stores	\$ 75,883	-100%
Variety and General Merchandise	\$ 145,557	-100%
Grand Total	\$ 28,271,143	-45%
Notes:		
–If too few firms are in this sector, the sales volume were not recorded & sales excluded		
–Highlighted sectors indicate sales surplus		

Appendix – E

Surplus/Leakage for Fostoria Market Area, 2009		
Sector	Potential Sales	% Surplus/ Leakage
Apparel & Accessory Stores	\$ 5,201,173	-94%
Bakeries	\$ 463,830	-23%
Books & Office Supplies	\$ 1,559,777	-57%
Cellular Phone Store	\$ 1,346,284	-100%
Convenience Stores	\$ 4,391,625	130%
Department Stores	\$ 32,765,508	-80%
Drinking Places	\$ 1,120,510	-34%
Electronics & Videos	\$ 23,394,956	-94%
Florists	\$ 1,747,661	-30%
Furniture & Home Furnishings	\$ 9,159,933	-27%
Gasoline Service Stations	\$ 18,810,613	-4%
Gift Novelty & Souvenir Shops	\$ 1,819,261	-100%
Grocery Stores	\$ 44,685,298	-2%
Hardware Stores	\$ 3,041,029	28%
Health and Drug Stores	\$ 8,520,109	202%
Hobby, Toy and Music Stores	\$ 2,839,296	-77%
Household Appliance Stores	\$ 4,118,031	-93%
Jewelry Stores	\$ 2,207,833	-68%
Liquor Stores	\$ 5,359,659	-100%
Lumber & Other Building Materials	\$ 23,354,061	4%
Miscellaneous Retail	\$ 17,032,639	-47%
Motor Vehicles & Supplies	\$ 85,966,211	3%
Optical Goods Stores	\$ 639,694	80%
Recreational Vehicle Dealers	\$ 2,267,282	-36%
Restaurant & Café	\$ 30,170,278	-45%
Retail Nurseries & Lawn Supply Stores	\$ 1,851,272	-71%
Shoe Stores	\$ 1,147,686	-100%
Sporting Goods	\$ 1,450,679	-100%
Used Merchandise Stores	\$ 910,153	-22%
Variety and General Merchandise	\$ 1,745,832	-1%
Grand Total	\$ 339,088,174	-22%
Notes:		
-If too few firms are in this sector, the sales volume were not recorded & sales excluded		
-Highlighted sectors indicate sales surplus		

Appendix – F

Surplus/Leakage for Tiffin Market Area, 2009		
Sector	Potential Sales	% Surplus/ Leakage
Apparel & Accessory Stores	\$ 7,510,319	-74%
Bakeries	\$ 669,756	91%
Books & Office Supplies	\$ 2,252,266	70%
Cellular Phone Store	\$ 1,943,989	132%
Convenience Stores	\$ 6,341,360	73%
Department Stores	\$ 47,312,293	2%
Drinking Places	\$ 1,617,979	70%
Electronics & Videos	\$ 33,781,531	-91%
Florists	\$ 2,523,564	-51%
Furniture & Home Furnishings	\$ 13,226,636	26%
Gasoline Service Stations	\$ 27,161,893	-47%
Gift Novelty & Souvenir Shops	\$ 2,626,951	-55%
Grocery Stores	\$ 64,524,069	-17%
Hardware Stores	\$ 4,391,144	1%
Health and Drug Stores	\$ 12,302,751	-35%
Hobby, Toy and Music Stores	\$ 4,099,848	-58%
Household Appliance Stores	\$ 5,946,298	147%
Jewelry Stores	\$ 3,188,037	-33%
Liquor Stores	\$ 7,739,168	96%
Lumber & Other Building Materials	\$ 33,722,479	-50%
Miscellaneous Retail	\$ 24,594,559	16%
Motor Vehicles & Supplies	\$ 124,132,320	-2%
Optical Goods Stores	\$ 923,697	-100%
Recreational Vehicle Dealers	\$ 3,273,879	-23%
Restaurant & Café	\$ 43,564,868	-5%
Retail Nurseries & Lawn Supply Stores	\$ 2,673,174	-18%
Shoe Stores	\$ 1,657,221	39%
Sporting Goods	\$ 2,094,731	-10%
Used Merchandise Stores	\$ 1,314,230	54%
Variety and General Merchandise	\$ 2,520,922	94%
Grand Total	\$ 489,631,930	-11%
Notes:		
-If too few firms are in this sector, the sales volume were not recorded & sales excluded		
-Highlighted sectors indicate sales surplus		

Appendix – G

Market Area Comparison of Surplus/Leakage by Percentage, 2009						
Sector	Carey	Upper Sandusky	Findlay	Fostoria	Tiffin	Sycamore
	% Surplus/ Leakage					
Apparel & Accessory Stores	-100%	-66%	64%	-94%	-74%	-100%
Bakeries	-100%	94%	-29%	-23%	91%	-100%
Books & Office Supplies	-100%	-72%	8%	-57%	70%	-100%
Cellular Phone Store	-100%	-100%	0%	-100%	132%	-100%
Convenience Stores	-100%	-54%	-39%	130%	73%	-100%
Department Stores	-100%	29%	23%	-80%	2%	-100%
Drinking Places	-2%	-13%	-18%	-34%	70%	187%
Electronics & Videos	-78%	-98%	72%	-94%	-91%	-89%
Florists	-34%	-63%	-6%	-30%	-51%	2074%
Furniture & Home Furnishings	-100%	-28%	9%	-27%	26%	-76%
Gasoline Service Stations	39%	347%	-29%	-4%	-47%	-100%
Gift Novelty & Souvenir Shops	133%	-53%	41%	-100%	-55%	-100%
Grocery Stores	-18%	8%	6%	-2%	-17%	-1%
Hardware Stores	1068%	-26%	-81%	28%	1%	40%
Health and Drug Stores	19%	-26%	-38%	202%	-35%	237%
Hobby, Toy and Music Stores	-100%	-100%	57%	-77%	-58%	43%
Household Appliance Stores	-100%	-46%	-13%	-93%	147%	-100%
Jewelry Stores	-100%	-80%	46%	-68%	-33%	-100%
Liquor Stores	293%	-34%	-35%	-100%	96%	478%
Lumber & Other Building Materials	-89%	6%	23%	4%	-50%	-100%
Miscellaneous Retail	-100%	150%	-5%	-47%	16%	-100%
Motor Vehicles & Supplies	-55%	-59%	13%	3%	-2%	-100%
Optical Goods Stores	-100%	-100%	37%	80%	-100%	-100%
Recreational Vehicle Dealers	39%	403%	-42%	-36%	-23%	156%
Restaurant & Café	-23%	25%	11%	-45%	-5%	-27%
Retail Nurseries & Lawn Supply Stores	-100%	219%	3%	-71%	-18%	-100%
Shoe Stores	-59%	-100%	29%	-100%	39%	-100%
Sporting Goods	-100%	-82%	46%	-100%	-10%	-100%
Used Merchandise Stores	190%	-60%	-17%	-22%	54%	-100%
Variety and General Merchandise	33%	6%	-33%	-1%	94%	-100%
Grand Total (Surplus / Leakage by %)	-37%	7%	11%	-22%	-11%	-45%
Total # of Surplus Sectors	8	10	15	6	14	7
Notes:						
-If too few firms are in this sector, the sales volume were not recorded & sales excluded						
-Highlighted sectors indicate sales surplus						