

ATHENS COUNTY

RETAIL TRADE & DEMOGRAPHIC PROFILE

As a 'rural-cosmopolitan' community, Athens County offers the best of both worlds - big-city amenities wrapped in small-town hospitality. The rolling hills of southeastern Ohio draw people from all over the world who wish to live and work in this pastoral, yet progressive, county. Ohio University employs over 3,850 and has over 20,000 students. This report outlines our strategic position for retail development.

Retail Sales by Business Type, 2006

The table below reports 2006 estimated retail sales in Athens County by type of business.

Business Type	Athens County Retail Sales	Number of Businesses
Automobile Dealers	\$95,168,612	22
Other Motor Vehicle Dealers	\$12,973,228	10
Auto Parts, Accessories & Tire Stores	\$7,397,178	15
Furniture Stores	\$3,824,426	3
Home Furnishings Stores	\$3,553,213	10
Electronics & Appliance Stores	\$5,143,064	12
Building Material & Supplies Dealers	\$7,777,279	26
Lawn & Garden Equipment & Supplies Stores	\$445,126	2
Grocery Stores	\$69,798,016	19
Specialty Food Stores	\$2,603,148	10
Beer, Wine, & Liquor Stores	\$9,622,903	12
Health & Personal Care Stores	\$20,576,349	13
Gasoline Stations	\$101,544,101	28
Clothing Stores	\$11,399,618	20
Shoe Stores	\$1,996,885	3
Jewelry, Luggage & Leather Goods Stores	\$2,424,995	3
Sporting Goods, Hobby, & Musical Instrument Stores	\$12,950,842	20
Book, Periodical, & Music Stores	\$12,438,741	8
Department Stores Excluding Leased Depts.	\$17,498,019	14
Other General Merchandise Stores	\$49,579,232	4
Florists	\$2,023,429	10
Office Supplies, Stationery, & Gift Stores	\$3,918,603	15
Used Merchandise Stores	\$1,451,485	9
Other Miscellaneous Store Retailers	\$6,503,242	22
Non-store Retailers	\$11,041,783	5
Full-Service Restaurants	\$26,827,056	7
Limited-Service Eating Places	\$19,704,920	120
Special Food Services	\$3,483,706	2
Drinking Places	\$3,626,898	13
Total	\$527,296,097	457

**PREPARED BY OHIO UNIVERSITY'S
VOINOVICH SCHOOL OF LEADERSHIP AND PUBLIC AFFAIRS
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Data Source: ESRI Business Analyst Online

Per Capita Sales and Pull Factors by Business Type

Per Capita Sales provides an estimate of the amount of money expended per person at each type of business. It is calculated by dividing estimated retail sales by total population.

Pull Factors look at how a county's per capita sales compare to the state's. A pull factor greater than one indicates the county's per capita sales are greater than the state's. A pull factor less than one indicates the county's per capita sales are less than the state's.

Population and Per Capita Income Summary

Athens 2006 Population	63,271
Athens 2006 Per Capita Income	\$18,657
Ohio 2006 Population	11,627,546
Ohio 2006 Per Capita Income	\$25,941

A pull factor of 0.5 indicates that county per capita sales are half that of the state.

A pull factor of 2.0 indicates that county per capita sales are twice that of the State.

Business Type	Estimated County Per Capita Sales	Estimated State Per Capita Sales	Pull Factor
Automobile Dealers	\$1,504.14	\$1,918.10	0.78
Other Motor Vehicle Dealers	\$205.04	\$210.59	0.97
Auto Parts, Accessories, & Tire Stores	\$116.91	\$145.23	0.81
Furniture Stores	\$60.45	\$135.96	0.44
Home Furnishings Stores	\$56.16	\$138.04	0.41
Electronics & Appliance Stores	\$81.29	\$257.67	0.32
Building Material & Supplies Dealers	\$122.92	\$325.15	0.38
Lawn & Garden Equipment & Supplies Stores	\$7.04	\$40.76	0.17
Grocery Stores	\$1,103.16	\$1,528.54	0.72
Specialty Food Stores	\$41.14	\$42.28	0.97
Beer, Wine, & Liquor Stores	\$152.09	\$69.65	2.18
Health & Personal Care Stores	\$325.21	\$701.72	0.46
Gasoline Stations	\$1,604.91	\$1,226.33	1.31
Clothing Stores	\$180.17	\$376.88	0.48
Shoe Stores	\$31.56	\$56.03	0.56
Jewelry, Luggage & Leather Goods Stores	\$38.33	\$68.29	0.56
Sporting Goods, Hobby & Musical Instrument Stores	\$204.69	\$181.88	1.13
Book, Periodical, & Music Stores	\$196.59	\$57.52	3.42
Department Stores Excluding Leased Depts.	\$276.56	\$713.62	0.39
Other General Merchandise Stores	\$783.60	\$959.39	0.82
Florists	\$31.98	\$26.20	1.22
Office Supplies, Stationery, & Gift Stores	\$61.93	\$72.54	0.85
Used Merchandise Stores	\$22.94	\$33.11	0.69
Other Miscellaneous Store Retailers	\$102.78	\$157.14	0.65
Non-store Retailers	\$174.52	\$772.71	0.23
Full-Service Restaurants	\$424.00	\$789.05	0.54
Limited-Service Eating Places	\$311.44	\$405.61	0.77
Special Food Services	\$55.06	\$85.09	0.65
Drinking Places	\$57.32	\$55.72	1.03
Total	\$8,333.93	\$11,550.80	0.72

County Retail Trade Analysis, 2006

Potential sales are an estimate of the amount of money county residents might spend based on their social, demographic, and income characteristics. Surplus and leakage is calculated by subtracting estimated potential sales from estimated retail sales. Negative numbers, or leakages, may indicate a retail trade opportunity.

Business Type	Estimated Retail Sales	Estimated Potential Sales	Surplus or Leakage
Automobile Dealers	\$95,168,612	\$91,344,040	\$3,824,572
Other Motor Vehicle Dealers	\$12,973,228	\$8,665,745	\$4,307,483
Auto Parts, Accessories, & Tire Stores	\$7,397,178	\$6,119,597	\$1,277,581
Furniture Stores	\$3,824,426	\$7,101,224	-\$3,276,798
Home Furnishings Stores	\$3,553,213	\$5,121,500	-\$1,568,287
Electronics & Appliance Stores	\$5,143,064	\$10,012,813	-\$4,869,749
Building Material & Supplies Dealers	\$7,777,279	\$11,389,097	-\$3,611,818
Lawn & Garden Equipment & Supplies Stores	\$445,126	\$443,522	\$1,604
Grocery Stores	\$69,798,016	\$56,816,570	\$12,981,446
Specialty Food Stores	\$2,603,148	\$2,154,480	\$448,668
Beer, Wine, & Liquor Stores	\$9,622,903	\$5,622,612	\$4,000,291
Health & Personal Care Stores	\$20,576,349	\$13,789,267	\$6,787,082
Gasoline Stations	\$101,544,101	\$60,175,136	\$41,368,965
Clothing Stores	\$11,399,618	\$16,975,585	-\$5,575,967
Shoe Stores	\$1,996,885	\$2,866,361	-\$869,476
Jewelry, Luggage & Leather Goods Stores	\$2,424,995	\$1,734,610	\$690,385
Sporting Goods, Hobby & Musical Instrument Stores	\$12,950,842	\$5,034,456	\$7,916,386
Book, Periodical, & Music Stores	\$12,438,741	\$6,202,084	\$6,236,657
Department Stores Excluding Leased Depts.	\$17,498,019	\$23,811,976	-\$6,313,957
Other General Merchandise Stores	\$49,579,232	\$31,540,207	\$18,039,025
Florists	\$2,023,429	\$1,905,841	\$117,588
Office Supplies, Stationery, & Gift Stores	\$3,918,603	\$3,988,194	-\$69,591
Used Merchandise Stores	\$1,451,485	\$470,419	\$981,066
Other Miscellaneous Store Retailers	\$6,503,242	\$3,173,573	\$3,329,669
Non-store Retailers	\$11,041,783	\$8,672,042	\$2,369,741
Full-Service Restaurants	\$26,827,056	\$31,792,757	-\$4,965,701
Limited-Service Eating Places	\$19,704,920	\$22,118,349	-\$2,413,429
Special Food Services	\$3,483,706	\$3,887,526	-\$403,820
Drinking Places	\$3,626,898	\$1,916,338	\$1,710,560
Total	\$527,296,097	\$444,845,921	\$82,450,176

Household Income, 2006

Household Income	Number of Households	Percent of Households
< \$15,000	6,202	26.6%
\$15,000 - \$24,999	3,397	14.6%
\$25,000 - \$34,999	2,861	12.3%
\$35,000 - \$49,999	3,338	14.3%
\$50,000 - \$74,999	3,632	15.6%
\$75,000 - \$99,999	1,540	6.6%
\$100,000 - \$149,999	1,670	7.2%
\$150,000 - \$199,999	294	1.3%
\$200,000+	353	1.5%
Total	23,287	100.0%

Household income information is important for determining the types of businesses, products or services that might be successful in a region. Consider the total number of households in each income bracket as well as the income distribution in the county.

Age Distribution, 2006

Age	Number of Individuals	Percent of Individuals
0 - 4	3,043	4.8%
5 - 9	2,756	4.4%
10 - 14	2,987	4.7%
15 - 19	7,876	12.4%
20 - 24	13,350	21.1%
25 - 34	8,043	12.7%
35 - 44	6,509	10.3%
45 - 54	7,295	11.5%
55 - 64	5,373	8.5%
65 - 74	3,181	5.0%
75 - 84	2,043	3.2%
85+	815	1.3%
Total	63,271	100.0%

Age is also important to consider when determining the types of businesses that might be successful in a region. A children's clothing store might do well in a region with a large number of elementary school age children; a health care store might be worth considering in an area with a preponderance of older adults.

Household income information combined with age demographics can be used to determine the type of retail products or services for which a market may exist, whether higher-end or discount.

Household Income by Age of Head of Household, 2006

Household Income	Age of Head of Household						
	< 25	25-34	35-44	45-54	55-64	65-74	75+
<\$15,000	2,434	1,020	416	619	582	483	648
\$15,000 - \$24,999	828	652	363	353	327	406	468
\$25,000 - \$34,999	404	684	444	400	384	303	242
\$35,000 - \$49,999	295	717	751	676	472	214	213
\$50,000 - \$74,999	103	688	835	940	641	280	145
\$75,000 - \$99,999	44	169	393	583	164	109	78
\$100,000 - \$149,999	51	86	246	523	489	186	89
\$150,000 - \$199,999	20	23	38	86	66	19	42
\$200,000 - \$249,999	8	16	25	32	44	20	13
\$250,000 - \$499,999	2	4	30	55	52	21	1
\$500,000 +	0	0	3	6	14	7	0
Total	4,189	4,059	3,544	4,273	3,235	2,048	1,939

For More Information about Athens County Business Opportunities Contact

Jennifer C. Simon, CEO
Athens Area Chamber of Commerce
449 East State Street
Athens, OH 45701

740-594-2251
or 614-937-1861