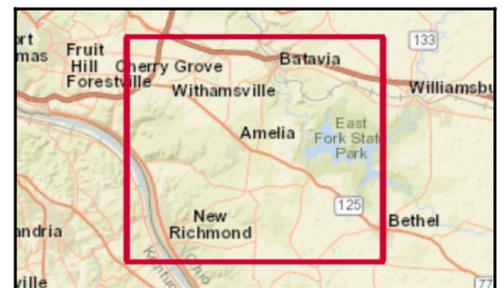
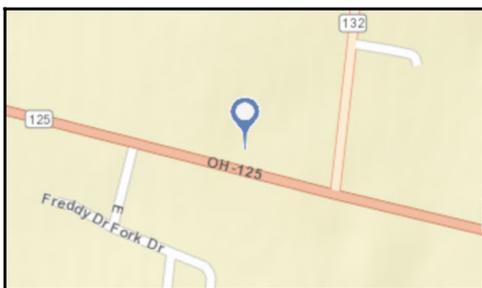
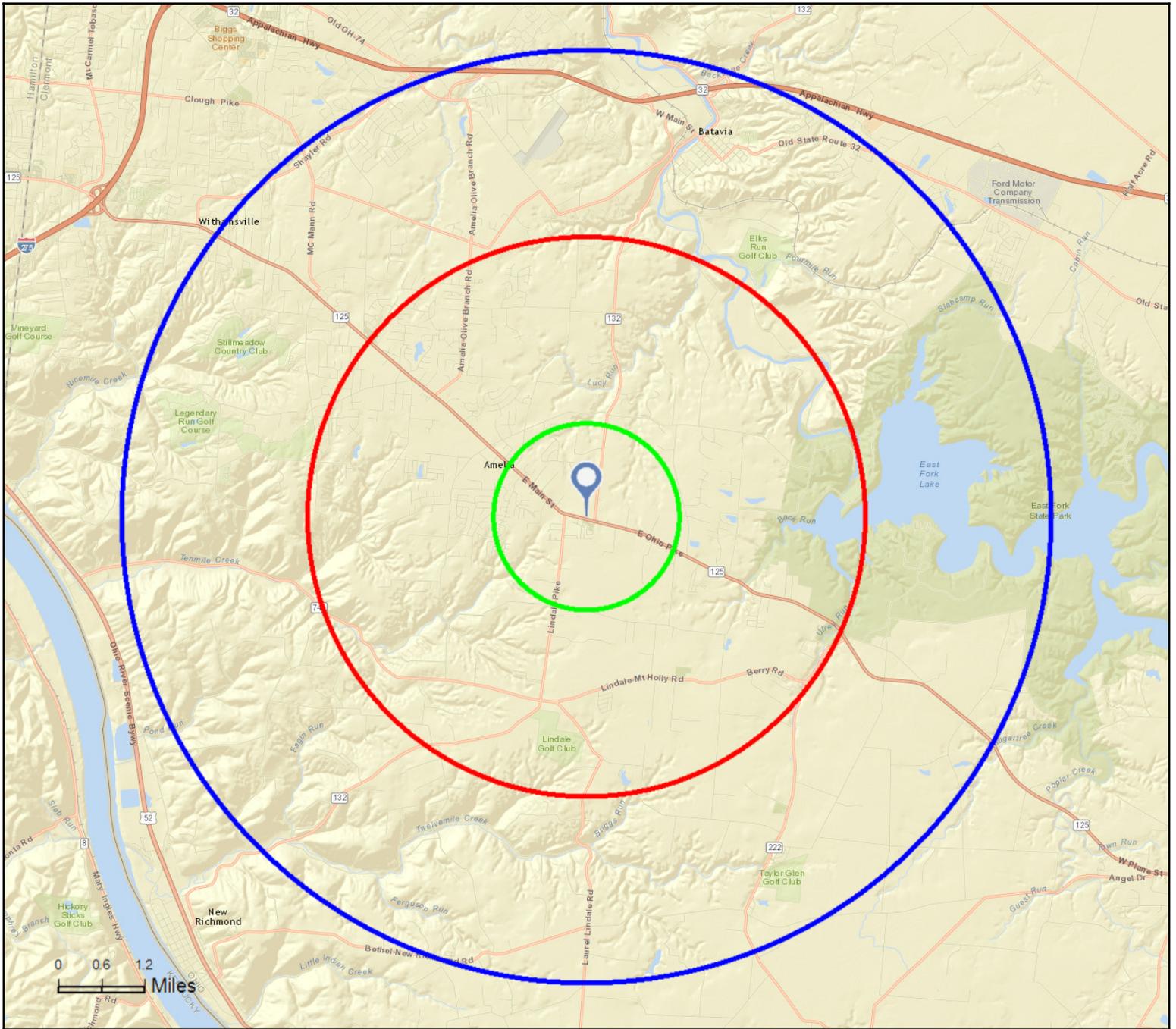


Site Map

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.01917
 Longitude: -84.20134



Market Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,829	17,669	38,147
2010 Total Population	2,458	21,920	45,055
2016 Total Population	2,478	22,848	46,824
2016 Group Quarters	9	72	244
2021 Total Population	2,515	23,648	48,448
2016-2021 Annual Rate	0.30%	0.69%	0.68%
Household Summary			
2000 Households	763	6,594	14,132
2000 Average Household Size	2.39	2.67	2.68
2010 Households	984	8,257	17,073
2010 Average Household Size	2.49	2.65	2.62
2016 Households	992	8,622	17,804
2016 Average Household Size	2.49	2.64	2.62
2021 Households	1,009	8,941	18,456
2021 Average Household Size	2.48	2.64	2.61
2016-2021 Annual Rate	0.34%	0.73%	0.72%
2010 Families	647	5,982	12,308
2010 Average Family Size	3.04	3.07	3.06
2016 Families	641	6,174	12,674
2016 Average Family Size	3.07	3.07	3.06
2021 Families	646	6,365	13,053
2021 Average Family Size	3.07	3.08	3.07
2016-2021 Annual Rate	0.16%	0.61%	0.59%
Housing Unit Summary			
2000 Housing Units	837	7,017	14,975
Owner Occupied Housing Units	49.2%	68.0%	68.2%
Renter Occupied Housing Units	42.1%	26.0%	26.2%
Vacant Housing Units	8.7%	6.0%	5.6%
2010 Housing Units	1,084	8,968	18,467
Owner Occupied Housing Units	56.8%	67.8%	68.0%
Renter Occupied Housing Units	33.9%	24.2%	24.5%
Vacant Housing Units	9.2%	7.9%	7.5%
2016 Housing Units	1,114	9,379	19,306
Owner Occupied Housing Units	53.1%	65.2%	65.3%
Renter Occupied Housing Units	36.0%	26.8%	26.9%
Vacant Housing Units	11.0%	8.1%	7.8%
2021 Housing Units	1,145	9,773	20,107
Owner Occupied Housing Units	52.7%	64.6%	64.9%
Renter Occupied Housing Units	35.5%	26.9%	26.9%
Vacant Housing Units	11.9%	8.5%	8.2%
Median Household Income			
2016	\$53,825	\$56,654	\$58,608
2021	\$59,920	\$64,511	\$67,375
Median Home Value			
2016	\$142,100	\$153,444	\$169,510
2021	\$178,272	\$184,759	\$197,859
Per Capita Income			
2016	\$23,335	\$25,514	\$28,470
2021	\$26,111	\$28,701	\$31,719
Median Age			
2010	33.0	34.5	36.2
2016	34.6	35.7	37.0
2021	35.5	36.3	37.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.01917
 Longitude: -84.20134

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	992	8,622	17,804
<\$15,000	15.0%	9.2%	9.7%
\$15,000 - \$24,999	11.1%	10.4%	9.5%
\$25,000 - \$34,999	9.0%	9.9%	9.3%
\$35,000 - \$49,999	9.2%	12.0%	12.4%
\$50,000 - \$74,999	25.1%	23.4%	20.4%
\$75,000 - \$99,999	16.6%	12.8%	12.5%
\$100,000 - \$149,999	11.2%	16.6%	17.3%
\$150,000 - \$199,999	2.1%	3.7%	5.3%
\$200,000+	0.7%	1.9%	3.5%
Average Household Income	\$59,001	\$68,483	\$74,772
2021 Households by Income			
Household Income Base	1,009	8,941	18,456
<\$15,000	14.2%	8.6%	9.3%
\$15,000 - \$24,999	10.0%	9.2%	8.5%
\$25,000 - \$34,999	9.0%	9.3%	9.0%
\$35,000 - \$49,999	4.4%	6.6%	7.1%
\$50,000 - \$74,999	24.5%	23.8%	20.9%
\$75,000 - \$99,999	20.1%	14.6%	13.9%
\$100,000 - \$149,999	14.4%	20.9%	21.1%
\$150,000 - \$199,999	2.7%	4.6%	6.3%
\$200,000+	0.8%	2.2%	3.9%
Average Household Income	\$65,957	\$76,918	\$83,191
2016 Owner Occupied Housing Units by Value			
Total	591	6,112	12,616
<\$50,000	2.4%	11.0%	10.0%
\$50,000 - \$99,999	14.7%	10.7%	11.1%
\$100,000 - \$149,999	39.1%	26.7%	20.7%
\$150,000 - \$199,999	19.8%	22.4%	21.1%
\$200,000 - \$249,999	5.1%	10.7%	14.3%
\$250,000 - \$299,999	6.9%	6.7%	7.9%
\$300,000 - \$399,999	2.9%	7.4%	9.4%
\$400,000 - \$499,999	7.4%	2.3%	2.8%
\$500,000 - \$749,999	1.0%	1.3%	1.9%
\$750,000 - \$999,999	0.3%	0.5%	0.5%
\$1,000,000 +	0.3%	0.3%	0.4%
Average Home Value	\$182,741	\$177,426	\$193,870
2021 Owner Occupied Housing Units by Value			
Total	603	6,311	13,044
<\$50,000	1.2%	7.1%	6.2%
\$50,000 - \$99,999	7.6%	7.3%	6.7%
\$100,000 - \$149,999	23.4%	15.6%	12.4%
\$150,000 - \$199,999	31.7%	28.9%	25.8%
\$200,000 - \$249,999	8.1%	16.6%	20.3%
\$250,000 - \$299,999	11.8%	10.5%	11.5%
\$300,000 - \$399,999	3.5%	8.7%	10.6%
\$400,000 - \$499,999	10.9%	3.0%	3.3%
\$500,000 - \$749,999	1.3%	1.6%	2.3%
\$750,000 - \$999,999	0.3%	0.6%	0.7%
\$1,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$217,757	\$205,115	\$219,853

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,459	21,919	45,051
0 - 4	9.7%	8.7%	8.0%
5 - 9	7.4%	8.0%	7.7%
10 - 14	6.7%	6.9%	7.0%
15 - 24	12.1%	12.2%	12.2%
25 - 34	17.6%	14.9%	13.6%
35 - 44	13.5%	14.1%	13.8%
45 - 54	15.0%	14.9%	15.5%
55 - 64	9.5%	11.1%	12.0%
65 - 74	4.5%	5.6%	6.3%
75 - 84	2.8%	2.6%	3.0%
85 +	1.1%	0.9%	1.0%
18 +	73.0%	72.6%	73.4%
2016 Population by Age			
Total	2,478	22,849	46,824
0 - 4	8.6%	8.0%	7.4%
5 - 9	9.1%	8.1%	7.6%
10 - 14	7.2%	7.4%	7.2%
15 - 24	10.2%	11.3%	11.7%
25 - 34	15.6%	14.1%	13.4%
35 - 44	15.9%	14.3%	13.4%
45 - 54	12.1%	13.1%	13.5%
55 - 64	11.6%	12.5%	13.2%
65 - 74	6.3%	7.3%	8.1%
75 - 84	2.2%	2.8%	3.4%
85 +	1.1%	1.0%	1.1%
18 +	71.6%	72.8%	74.1%
2021 Population by Age			
Total	2,514	23,646	48,448
0 - 4	8.3%	7.8%	7.2%
5 - 9	8.6%	7.8%	7.2%
10 - 14	9.1%	8.0%	7.5%
15 - 24	10.8%	11.6%	11.6%
25 - 34	12.3%	12.9%	12.8%
35 - 44	17.2%	14.7%	13.8%
45 - 54	11.3%	12.2%	12.2%
55 - 64	11.4%	12.1%	12.8%
65 - 74	7.2%	8.5%	9.5%
75 - 84	2.8%	3.6%	4.2%
85 +	1.0%	1.1%	1.2%
18 +	70.0%	72.4%	74.1%
2010 Population by Sex			
Males	1,190	10,850	22,156
Females	1,268	11,070	22,899
2016 Population by Sex			
Males	1,204	11,307	23,030
Females	1,274	11,541	23,794
2021 Population by Sex			
Males	1,225	11,702	23,820
Females	1,290	11,945	24,628

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,457	21,919	45,055
White Alone	95.6%	95.8%	95.9%
Black Alone	1.2%	1.2%	1.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.8%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.4%	0.3%
Two or More Races	1.2%	1.6%	1.5%
Hispanic Origin	1.6%	1.4%	1.3%
Diversity Index	11.4	10.7	10.4
2016 Population by Race/Ethnicity			
Total	2,477	22,848	46,823
White Alone	94.7%	94.7%	94.8%
Black Alone	1.6%	1.6%	1.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.4%	0.4%
Two or More Races	1.5%	2.0%	1.9%
Hispanic Origin	2.1%	1.8%	1.8%
Diversity Index	13.9	13.5	13.1
2021 Population by Race/Ethnicity			
Total	2,516	23,647	48,448
White Alone	93.8%	93.7%	93.8%
Black Alone	1.9%	2.0%	2.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.2%	1.1%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.5%	0.5%
Two or More Races	1.7%	2.4%	2.2%
Hispanic Origin	2.5%	2.3%	2.2%
Diversity Index	16.2	16.1	15.7
2010 Population by Relationship and Household Type			
Total	2,458	21,920	45,055
In Households	99.6%	99.7%	99.5%
In Family Households	83.2%	86.6%	86.2%
Householder	26.0%	26.9%	27.3%
Spouse	18.3%	20.1%	20.5%
Child	32.7%	34.0%	33.3%
Other relative	3.1%	2.7%	2.5%
Nonrelative	3.2%	2.9%	2.7%
In Nonfamily Households	16.4%	13.1%	13.2%
In Group Quarters	0.4%	0.3%	0.5%
Institutionalized Population	0.3%	0.3%	0.2%
Noninstitutionalized Population	0.0%	0.1%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	1,608	14,875	30,951
Less than 9th Grade	3.2%	3.4%	3.2%
9th - 12th Grade, No Diploma	8.0%	7.2%	7.2%
High School Graduate	29.8%	29.8%	29.9%
GED/Alternative Credential	7.5%	5.9%	5.4%
Some College, No Degree	21.0%	18.7%	19.1%
Associate Degree	16.4%	12.2%	10.1%
Bachelor's Degree	10.9%	14.6%	16.1%
Graduate/Professional Degree	3.4%	8.2%	9.0%
2016 Population 15+ by Marital Status			
Total	1,860	17,464	36,438
Never Married	31.3%	29.2%	28.4%
Married	47.3%	53.2%	54.2%
Widowed	1.7%	4.7%	4.9%
Divorced	19.7%	13.0%	12.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	95.0%	95.3%
Civilian Unemployed	3.4%	5.0%	4.7%
2016 Employed Population 16+ by Industry			
Total	1,277	11,380	23,107
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	7.2%	6.5%	6.5%
Manufacturing	8.1%	12.0%	13.3%
Wholesale Trade	1.6%	3.1%	3.4%
Retail Trade	17.4%	12.5%	12.0%
Transportation/Utilities	9.1%	6.1%	5.1%
Information	1.2%	1.5%	1.6%
Finance/Insurance/Real Estate	4.2%	7.4%	7.3%
Services	47.5%	48.4%	47.1%
Public Administration	3.6%	2.2%	3.5%
2016 Employed Population 16+ by Occupation			
Total	1,278	11,382	23,104
White Collar	55.1%	58.0%	59.8%
Management/Business/Financial	9.1%	15.0%	15.4%
Professional	25.2%	20.2%	20.9%
Sales	9.4%	8.6%	9.1%
Administrative Support	11.4%	14.2%	14.5%
Services	16.7%	16.8%	16.2%
Blue Collar	28.3%	25.2%	24.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	6.0%	5.8%	4.9%
Installation/Maintenance/Repair	6.4%	6.6%	5.9%
Production	3.5%	6.1%	7.4%
Transportation/Material Moving	12.1%	6.6%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	2,458	21,920	45,055
Population Inside Urbanized Area	96.7%	91.7%	84.9%
Population Inside Urbanized Cluster	0.0%	0.0%	1.2%
Rural Population	3.3%	8.3%	13.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	983	8,257	17,073
Households with 1 Person	28.1%	21.6%	22.2%
Households with 2+ People	71.9%	78.4%	77.8%
Family Households	65.8%	72.4%	72.1%
Husband-wife Families	46.5%	54.2%	54.2%
With Related Children	23.6%	26.0%	24.5%
Other Family (No Spouse Present)	19.3%	18.3%	17.8%
Other Family with Male Householder	5.9%	5.9%	5.3%
With Related Children	4.0%	3.9%	3.5%
Other Family with Female Householder	13.4%	12.4%	12.5%
With Related Children	9.4%	8.6%	8.7%
Nonfamily Households	6.1%	6.0%	5.7%
All Households with Children	37.3%	39.2%	37.4%
Multigenerational Households	3.8%	4.3%	3.8%
Unmarried Partner Households	9.1%	8.6%	8.2%
Male-female	8.4%	8.0%	7.6%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	982	8,259	17,072
1 Person Household	28.1%	21.6%	22.2%
2 Person Household	29.3%	32.5%	34.4%
3 Person Household	19.1%	18.6%	18.0%
4 Person Household	14.1%	16.3%	15.0%
5 Person Household	5.5%	7.0%	6.6%
6 Person Household	3.3%	2.9%	2.6%
7 + Person Household	0.6%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	984	8,257	17,073
Owner Occupied	62.6%	73.7%	73.5%
Owned with a Mortgage/Loan	50.5%	58.3%	57.1%
Owned Free and Clear	12.1%	15.4%	16.4%
Renter Occupied	37.4%	26.3%	26.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,084	8,968	18,467
Housing Units Inside Urbanized Area	96.7%	91.7%	85.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.1%
Rural Housing Units	3.3%	8.3%	13.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.01917
 Longitude: -84.20134

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Green Acres (6A)	Green Acres (6A)
2.	Down the Road (10D)	Up and Coming Families	Soccer Moms (4A)
3.	Green Acres (6A)	Old and Newcomers (8F)	Old and Newcomers (8F)
2016 Consumer Spending			
Apparel & Services: Total \$	\$1,535,103	\$15,421,843	\$34,722,545
Average Spent	\$1,547.48	\$1,788.66	\$1,950.27
Spending Potential Index	77	89	97
Education: Total \$	\$955,560	\$10,122,128	\$23,359,444
Average Spent	\$963.27	\$1,173.99	\$1,312.03
Spending Potential Index	68	83	93
Entertainment/Recreation: Total \$	\$2,237,983	\$22,467,051	\$50,506,634
Average Spent	\$2,256.03	\$2,605.78	\$2,836.81
Spending Potential Index	77	89	97
Food at Home: Total \$	\$3,817,284	\$38,129,085	\$85,742,750
Average Spent	\$3,848.07	\$4,422.30	\$4,815.93
Spending Potential Index	77	89	97
Food Away from Home: Total \$	\$2,410,343	\$24,030,394	\$53,945,940
Average Spent	\$2,429.78	\$2,787.10	\$3,029.99
Spending Potential Index	79	90	98
Health Care: Total \$	\$4,069,807	\$40,701,906	\$91,524,281
Average Spent	\$4,102.63	\$4,720.70	\$5,140.66
Spending Potential Index	77	89	97
HH Furnishings & Equipment: Total \$	\$1,367,639	\$13,709,466	\$30,838,551
Average Spent	\$1,378.67	\$1,590.06	\$1,732.11
Spending Potential Index	78	90	98
Personal Care Products & Services: Total \$	\$560,562	\$5,633,285	\$12,688,604
Average Spent	\$565.08	\$653.36	\$712.68
Spending Potential Index	77	89	97
Shelter: Total \$	\$11,587,569	\$117,411,121	\$265,633,166
Average Spent	\$11,681.02	\$13,617.62	\$14,919.86
Spending Potential Index	75	87	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,784,114	\$17,939,246	\$40,485,395
Average Spent	\$1,798.50	\$2,080.64	\$2,273.95
Spending Potential Index	78	90	98
Travel: Total \$	\$1,386,693	\$14,199,588	\$32,147,544
Average Spent	\$1,397.88	\$1,646.90	\$1,805.64
Spending Potential Index	75	88	97
Vehicle Maintenance & Repairs: Total \$	\$793,995	\$7,961,509	\$17,902,762
Average Spent	\$800.40	\$923.39	\$1,005.55
Spending Potential Index	77	89	97

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

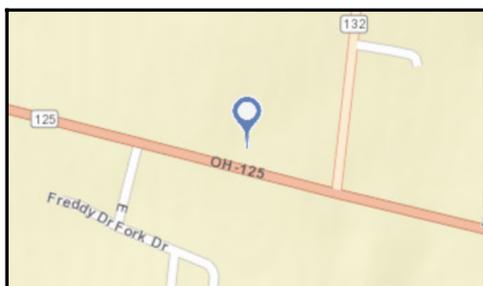
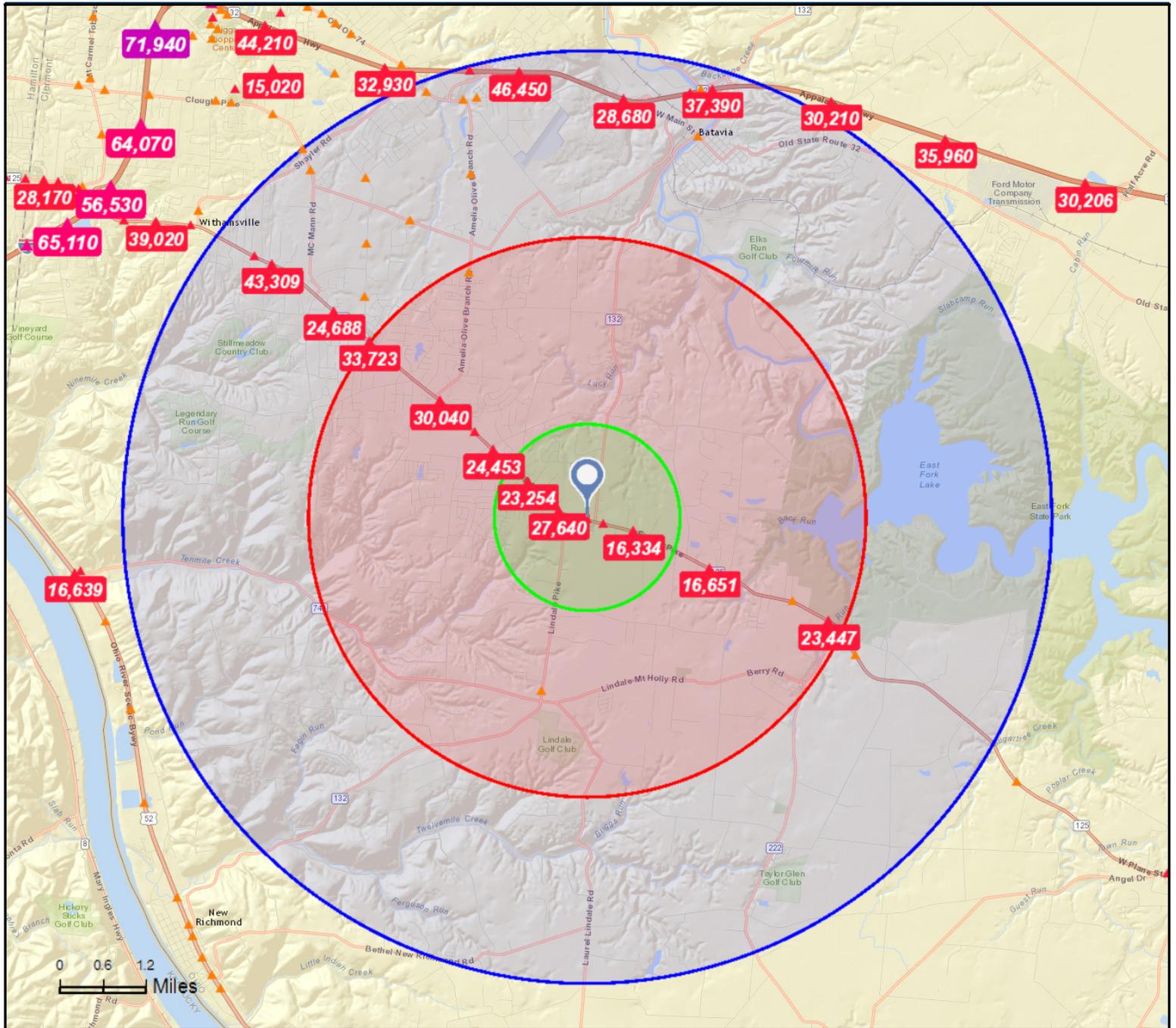
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

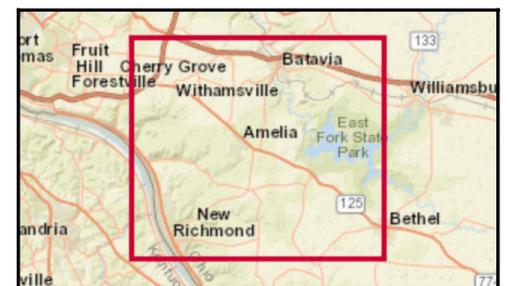
Traffic Count Map

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.01917
 Longitude: -84.20134



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

Business Summary

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	127	507	1,271
Total Employees:	1,589	5,275	15,146
Total Residential Population:	2,478	22,848	46,824
Employee/Residential Population Ratio:	0.64:1	0.23:1	0.32:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	3.9%	66	4.2%	25	4.9%	196	3.7%	52	4.1%	344	2.3%
Construction	13	10.2%	68	4.3%	55	10.8%	250	4.7%	163	12.8%	983	6.5%
Manufacturing	3	2.4%	60	3.8%	14	2.8%	191	3.6%	70	5.5%	1,928	12.7%
Transportation	5	3.9%	28	1.8%	16	3.2%	69	1.3%	33	2.6%	186	1.2%
Communication	1	0.8%	6	0.4%	3	0.6%	11	0.2%	3	0.2%	12	0.1%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.2%	21	0.1%
Wholesale Trade	2	1.6%	9	0.6%	8	1.6%	53	1.0%	45	3.5%	525	3.5%
Retail Trade Summary	27	21.3%	792	49.8%	109	21.5%	1,862	35.3%	214	16.8%	3,210	21.2%
Home Improvement	1	0.8%	4	0.3%	5	1.0%	38	0.7%	12	0.9%	97	0.6%
General Merchandise Stores	1	0.8%	243	15.3%	3	0.6%	344	6.5%	7	0.6%	367	2.4%
Food Stores	2	1.6%	12	0.8%	11	2.2%	203	3.8%	18	1.4%	259	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	5	3.9%	237	14.9%	26	5.1%	429	8.1%	49	3.9%	657	4.3%
Apparel & Accessory Stores	1	0.8%	3	0.2%	2	0.4%	5	0.1%	4	0.3%	12	0.1%
Furniture & Home Furnishings	4	3.1%	28	1.8%	10	2.0%	74	1.4%	22	1.7%	160	1.1%
Eating & Drinking Places	9	7.1%	106	6.7%	29	5.7%	441	8.4%	52	4.1%	863	5.7%
Miscellaneous Retail	4	3.1%	159	10.0%	24	4.7%	328	6.2%	50	3.9%	794	5.2%
Finance, Insurance, Real Estate Summary	14	11.0%	28	1.8%	67	13.2%	1,058	20.1%	147	11.6%	1,993	13.2%
Banks, Savings & Lending Institutions	9	7.1%	14	0.9%	36	7.1%	59	1.1%	67	5.3%	112	0.7%
Securities Brokers	0	0.0%	1	0.1%	2	0.4%	3	0.1%	5	0.4%	10	0.1%
Insurance Carriers & Agents	1	0.8%	4	0.3%	9	1.8%	945	17.9%	30	2.4%	1,718	11.3%
Real Estate, Holding, Other Investment Offices	4	3.1%	9	0.6%	20	3.9%	51	1.0%	46	3.6%	152	1.0%
Services Summary	48	37.8%	458	28.8%	178	35.1%	1,353	25.6%	407	32.0%	4,095	27.0%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.2%	29	0.5%	4	0.3%	47	0.3%
Automotive Services	8	6.3%	26	1.6%	18	3.6%	61	1.2%	38	3.0%	153	1.0%
Motion Pictures & Amusements	7	5.5%	24	1.5%	24	4.7%	89	1.7%	41	3.2%	229	1.5%
Health Services	2	1.6%	35	2.2%	6	1.2%	76	1.4%	24	1.9%	609	4.0%
Legal Services	0	0.0%	0	0.0%	4	0.8%	25	0.5%	23	1.8%	116	0.8%
Education Institutions & Libraries	2	1.6%	56	3.5%	10	2.0%	391	7.4%	28	2.2%	1,539	10.2%
Other Services	28	22.0%	317	19.9%	115	22.7%	681	12.9%	250	19.7%	1,403	9.3%
Government	3	2.4%	75	4.7%	11	2.2%	231	4.4%	79	6.2%	1,836	12.1%
Unclassified Establishments	6	4.7%	0	0.0%	21	4.1%	1	0.0%	54	4.2%	13	0.1%
Totals	127	100.0%	1,589	100.0%	507	100.0%	5,275	100.0%	1,271	100.0%	15,146	100.0%

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Business Summary

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.1%	1	0.2%	2	0.0%	3	0.2%	6	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%	13	0.1%
Construction	14	11.0%	73	4.6%	62	12.2%	272	5.2%	176	13.8%	1,029	6.8%
Manufacturing	3	2.4%	60	3.8%	15	3.0%	197	3.7%	74	5.8%	1,948	12.9%
Wholesale Trade	2	1.6%	9	0.6%	8	1.6%	53	1.0%	41	3.2%	376	2.5%
Retail Trade	18	14.2%	685	43.1%	76	15.0%	1,392	26.4%	156	12.3%	2,301	15.2%
Motor Vehicle & Parts Dealers	4	3.1%	235	14.8%	22	4.3%	408	7.7%	39	3.1%	611	4.0%
Furniture & Home Furnishings Stores	2	1.6%	21	1.3%	4	0.8%	49	0.9%	9	0.7%	69	0.5%
Electronics & Appliance Stores	2	1.6%	7	0.4%	6	1.2%	28	0.5%	12	0.9%	87	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.8%	4	0.3%	5	1.0%	38	0.7%	12	0.9%	97	0.6%
Food & Beverage Stores	2	1.6%	11	0.7%	8	1.6%	185	3.5%	15	1.2%	236	1.6%
Health & Personal Care Stores	2	1.6%	153	9.6%	8	1.6%	244	4.6%	10	0.8%	276	1.8%
Gasoline Stations	1	0.8%	2	0.1%	4	0.8%	21	0.4%	10	0.8%	47	0.3%
Clothing & Clothing Accessories Stores	1	0.8%	3	0.2%	5	1.0%	17	0.3%	7	0.6%	26	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	2	0.4%	8	0.2%	6	0.5%	22	0.1%
General Merchandise Stores	1	0.8%	243	15.3%	3	0.6%	344	6.5%	7	0.6%	367	2.4%
Miscellaneous Store Retailers	1	0.8%	5	0.3%	9	1.8%	49	0.9%	23	1.8%	300	2.0%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.2%	1	0.0%	6	0.5%	163	1.1%
Transportation & Warehousing	5	3.9%	13	0.8%	17	3.4%	54	1.0%	33	2.6%	170	1.1%
Information	3	2.4%	14	0.9%	10	2.0%	47	0.9%	15	1.2%	252	1.7%
Finance & Insurance	12	9.4%	20	1.3%	49	9.7%	1,022	19.4%	104	8.2%	1,856	12.3%
Central Bank/Credit Intermediation & Related Activities	10	7.9%	15	0.9%	38	7.5%	74	1.4%	69	5.4%	127	0.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.1%	2	0.4%	3	0.1%	5	0.4%	10	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.8%	4	0.3%	9	1.8%	945	17.9%	30	2.4%	1,718	11.3%
Real Estate, Rental & Leasing	8	6.3%	16	1.0%	33	6.5%	76	1.4%	66	5.2%	233	1.5%
Professional, Scientific & Tech Services	6	4.7%	42	2.6%	32	6.3%	163	3.1%	100	7.9%	640	4.2%
Legal Services	0	0.0%	1	0.1%	5	1.0%	28	0.5%	25	2.0%	120	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.2%	4	0.1%	1	0.1%	7	0.0%
Administrative & Support & Waste Management & Remediation	4	3.1%	15	0.9%	28	5.5%	106	2.0%	75	5.9%	399	2.6%
Educational Services	4	3.1%	57	3.6%	15	3.0%	387	7.3%	31	2.4%	1,350	8.9%
Health Care & Social Assistance	7	5.5%	174	11.0%	16	3.2%	279	5.3%	39	3.1%	864	5.7%
Arts, Entertainment & Recreation	3	2.4%	32	2.0%	9	1.8%	81	1.5%	22	1.7%	207	1.4%
Accommodation & Food Services	9	7.1%	106	6.7%	31	6.1%	477	9.0%	56	4.4%	922	6.1%
Accommodation	0	0.0%	0	0.0%	1	0.2%	29	0.5%	4	0.3%	47	0.3%
Food Services & Drinking Places	9	7.1%	106	6.7%	30	5.9%	448	8.5%	53	4.2%	875	5.8%
Other Services (except Public Administration)	21	16.5%	199	12.5%	72	14.2%	430	8.2%	144	11.3%	723	4.8%
Automotive Repair & Maintenance	7	5.5%	24	1.5%	14	2.8%	52	1.0%	29	2.3%	129	0.9%
Public Administration	3	2.4%	75	4.7%	11	2.2%	231	4.4%	79	6.2%	1,836	12.1%
Unclassified Establishments	6	4.7%	0	0.0%	21	4.1%	1	0.0%	54	4.2%	13	0.1%
Total	127	100.0%	1,589	100.0%	507	100.0%	5,275	100.0%	1,271	100.0%	15,146	100.0%

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Retail MarketPlace Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Summary Demographics

2016 Population	2,478
2016 Households	992
2016 Median Disposable Income	\$43,211
2016 Per Capita Income	\$23,335

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	\$32,897,081	\$173,662,672	-\$140,765,591	-68.1	28
Total Retail Trade	44-45	\$29,919,288	\$169,803,244	-\$139,883,956	-70.0	19
Total Food & Drink	722	\$2,977,793	\$3,859,428	-\$881,635	-12.9	9

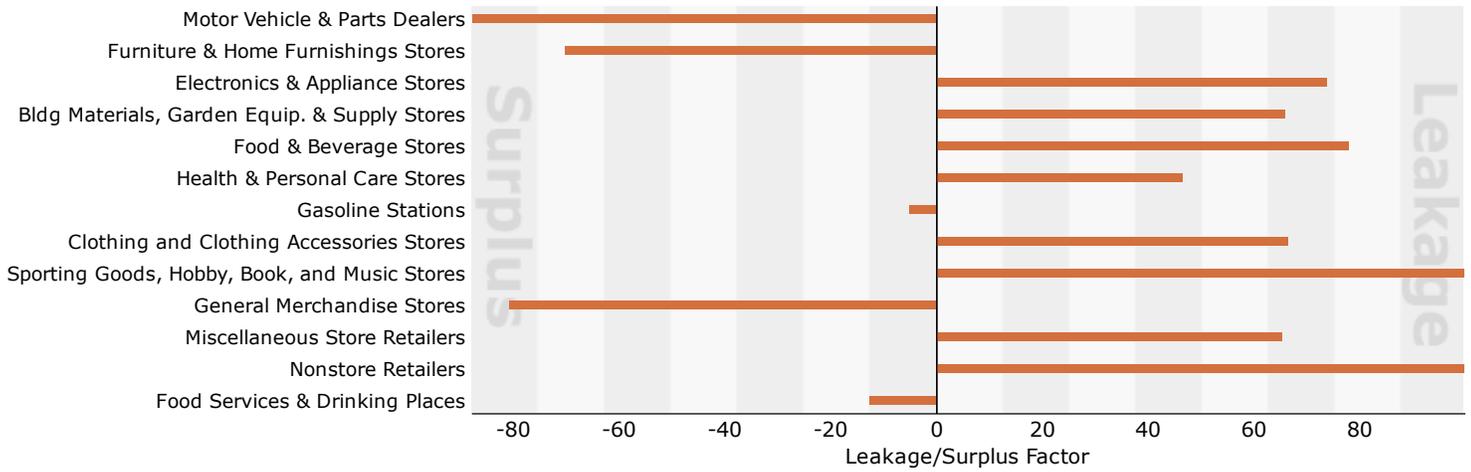
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,911,576	\$108,074,980	-\$101,163,404	-88.0	4
Automobile Dealers	4411	\$5,686,341	\$106,789,333	-\$101,102,992	-89.9	3
Other Motor Vehicle Dealers	4412	\$735,941	\$1,140,167	-\$404,226	-21.5	1
Auto Parts, Accessories & Tire Stores	4413	\$489,293	\$0	\$489,293	100.0	0
Furniture & Home Furnishings Stores	442	\$805,633	\$4,648,002	-\$3,842,369	-70.5	3
Furniture Stores	4421	\$526,598	\$3,209,120	-\$2,682,522	-71.8	1
Home Furnishings Stores	4422	\$279,036	\$1,438,882	-\$1,159,846	-67.5	2
Electronics & Appliance Stores	443	\$1,630,706	\$243,629	\$1,387,077	74.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,389,320	\$283,475	\$1,105,845	66.1	2
Bldg Material & Supplies Dealers	4441	\$1,191,332	\$283,475	\$907,857	61.6	2
Lawn & Garden Equip & Supply Stores	4442	\$197,988	\$0	\$197,988	100.0	0
Food & Beverage Stores	445	\$5,317,586	\$652,093	\$4,665,493	78.2	1
Grocery Stores	4451	\$4,905,742	\$598,414	\$4,307,328	78.3	1
Specialty Food Stores	4452	\$256,782	\$0	\$256,782	100.0	0
Beer, Wine & Liquor Stores	4453	\$155,061	\$0	\$155,061	100.0	0
Health & Personal Care Stores	446,4461	\$2,209,845	\$800,749	\$1,409,096	46.8	1
Gasoline Stations	447,4471	\$2,143,054	\$2,381,116	-\$238,062	-5.3	2
Clothing & Clothing Accessories Stores	448	\$1,302,886	\$260,065	\$1,042,821	66.7	1
Clothing Stores	4481	\$825,827	\$260,065	\$565,762	52.1	1
Shoe Stores	4482	\$160,243	\$0	\$160,243	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$316,816	\$0	\$316,816	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$976,892	\$0	\$976,892	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$794,979	\$0	\$794,979	100.0	0
Book, Periodical & Music Stores	4512	\$181,913	\$0	\$181,913	100.0	0
General Merchandise Stores	452	\$5,423,105	\$51,962,102	-\$46,538,997	-81.1	1
Department Stores Excluding Leased Depts.	4521	\$4,281,533	\$51,785,280	-\$47,503,747	-84.7	1
Other General Merchandise Stores	4529	\$1,141,573	\$0	\$1,141,573	100.0	0
Miscellaneous Store Retailers	453	\$1,382,945	\$288,894	\$1,094,051	65.4	1
Florists	4531	\$55,610	\$0	\$55,610	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$321,980	\$0	\$321,980	100.0	0
Used Merchandise Stores	4533	\$200,381	\$288,894	-\$88,513	-18.1	1
Other Miscellaneous Store Retailers	4539	\$804,974	\$0	\$804,974	100.0	0
Nonstore Retailers	454	\$425,740	\$0	\$425,740	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$255,171	\$0	\$255,171	100.0	0
Vending Machine Operators	4542	\$47,235	\$0	\$47,235	100.0	0
Direct Selling Establishments	4543	\$123,334	\$0	\$123,334	100.0	0
Food Services & Drinking Places	722	\$2,977,793	\$3,859,428	-\$881,635	-12.9	9
Full-Service Restaurants	7221	\$1,477,206	\$1,689,135	-\$211,929	-6.7	5
Limited-Service Eating Places	7222	\$1,334,121	\$2,063,876	-\$729,755	-21.5	3
Special Food Services	7223	\$76,926	\$0	\$76,926	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$89,539	\$83,298	\$6,241	3.6	1

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.

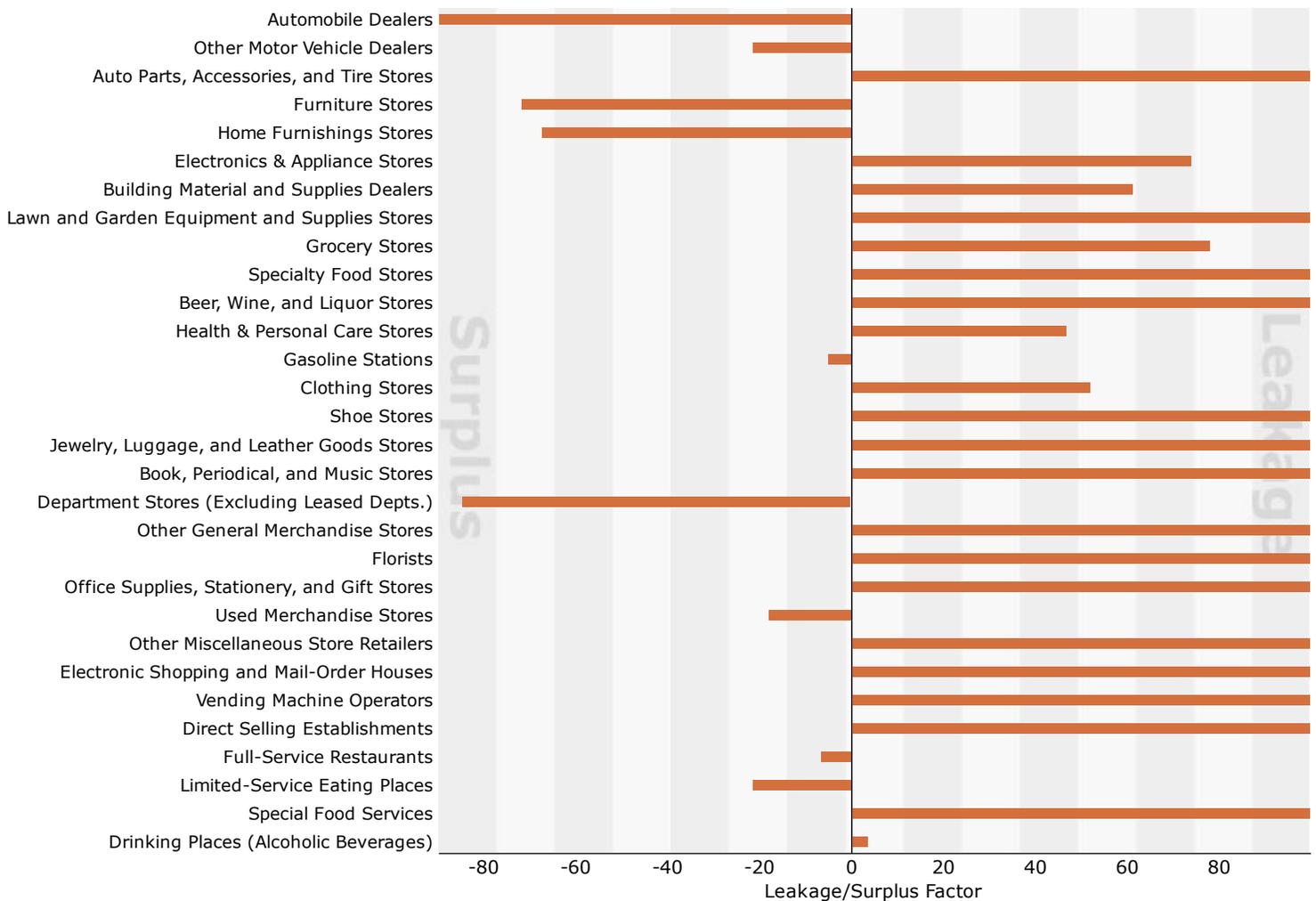
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



Retail MarketPlace Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Summary Demographics

2016 Population	22,848
2016 Households	8,622
2016 Median Disposable Income	\$46,829
2016 Per Capita Income	\$25,514

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	\$325,458,428	\$336,837,260	-\$11,378,832	-1.7	111
Total Retail Trade	44-45	\$295,783,277	\$322,878,810	-\$27,095,533	-4.4	81
Total Food & Drink	722	\$29,675,151	\$13,958,450	\$15,716,701	36.0	30

Industry Group

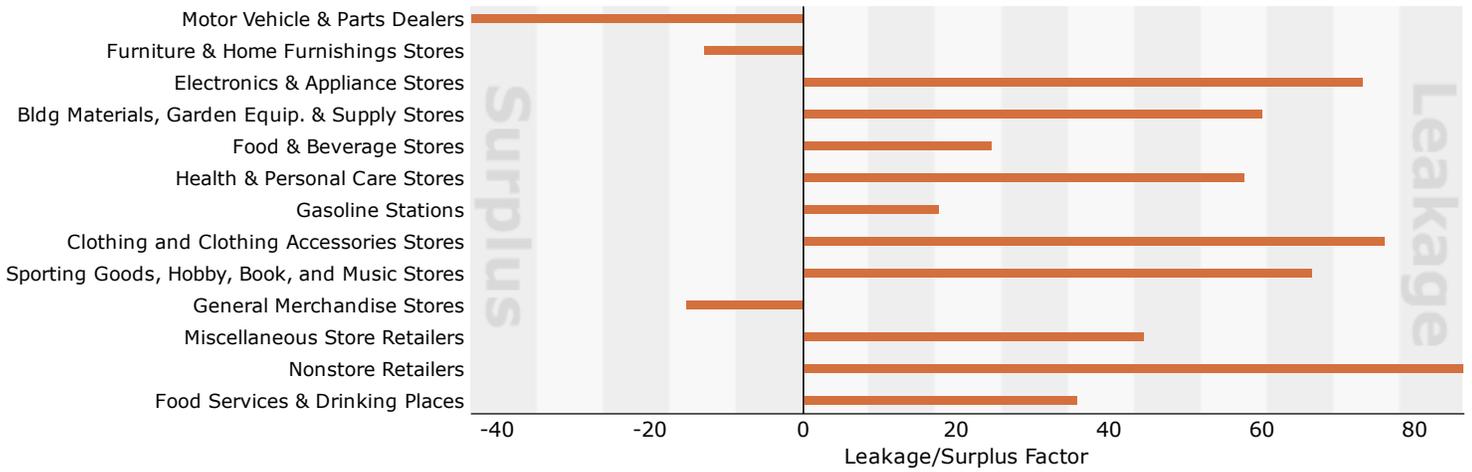
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$67,840,759	\$172,181,903	-\$104,341,144	-43.5	23
Automobile Dealers	4411	\$55,527,273	\$162,567,247	-\$107,039,974	-49.1	12
Other Motor Vehicle Dealers	4412	\$7,427,109	\$5,878,594	\$1,548,515	11.6	6
Auto Parts, Accessories & Tire Stores	4413	\$4,886,376	\$3,736,062	\$1,150,314	13.3	5
Furniture & Home Furnishings Stores	442	\$7,888,496	\$10,240,872	-\$2,352,376	-13.0	7
Furniture Stores	4421	\$5,127,596	\$6,969,315	-\$1,841,719	-15.2	2
Home Furnishings Stores	4422	\$2,760,901	\$3,271,557	-\$510,656	-8.5	5
Electronics & Appliance Stores	443	\$16,225,837	\$2,496,068	\$13,729,769	73.3	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,987,145	\$3,472,653	\$10,514,492	60.2	6
Bldg Material & Supplies Dealers	4441	\$11,993,981	\$3,472,653	\$8,521,328	55.1	6
Lawn & Garden Equip & Supply Stores	4442	\$1,993,164	\$0	\$1,993,164	100.0	0
Food & Beverage Stores	445	\$52,743,787	\$31,723,044	\$21,020,743	24.9	5
Grocery Stores	4451	\$48,653,876	\$31,330,083	\$17,323,793	21.7	4
Specialty Food Stores	4452	\$2,549,227	\$0	\$2,549,227	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,540,684	\$261,695	\$1,278,989	71.0	1
Health & Personal Care Stores	446,4461	\$21,834,157	\$5,845,344	\$15,988,813	57.8	5
Gasoline Stations	447,4471	\$20,924,899	\$14,608,467	\$6,316,432	17.8	7
Clothing & Clothing Accessories Stores	448	\$12,959,407	\$1,754,560	\$11,204,847	76.2	5
Clothing Stores	4481	\$8,210,558	\$536,191	\$7,674,367	87.7	3
Shoe Stores	4482	\$1,587,009	\$0	\$1,587,009	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,161,840	\$1,218,369	\$1,943,471	44.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$9,675,550	\$1,938,346	\$7,737,204	66.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,858,709	\$1,723,415	\$6,135,294	64.0	4
Book, Periodical & Music Stores	4512	\$1,816,841	\$214,930	\$1,601,911	78.8	1
General Merchandise Stores	452	\$53,630,778	\$73,053,271	-\$19,422,493	-15.3	3
Department Stores Excluding Leased Depts.	4521	\$42,312,471	\$71,924,000	-\$29,611,529	-25.9	1
Other General Merchandise Stores	4529	\$11,318,307	\$1,129,271	\$10,189,036	81.9	2
Miscellaneous Store Retailers	453	\$13,711,923	\$5,248,790	\$8,463,133	44.6	9
Florists	4531	\$558,671	\$218,939	\$339,732	43.7	1
Office Supplies, Stationery & Gift Stores	4532	\$3,201,169	\$504,312	\$2,696,857	72.8	1
Used Merchandise Stores	4533	\$2,000,160	\$476,798	\$1,523,362	61.5	2
Other Miscellaneous Store Retailers	4539	\$7,951,923	\$4,048,741	\$3,903,182	32.5	5
Nonstore Retailers	454	\$4,360,539	\$315,494	\$4,045,045	86.5	1
Electronic Shopping & Mail-Order Houses	4541	\$2,535,322	\$0	\$2,535,322	100.0	0
Vending Machine Operators	4542	\$468,840	\$170,759	\$298,081	46.6	1
Direct Selling Establishments	4543	\$1,356,377	\$0	\$1,356,377	100.0	0
Food Services & Drinking Places	722	\$29,675,151	\$13,958,450	\$15,716,701	36.0	30
Full-Service Restaurants	7221	\$14,746,948	\$6,983,252	\$7,763,696	35.7	15
Limited-Service Eating Places	7222	\$13,243,407	\$6,685,693	\$6,557,714	32.9	11
Special Food Services	7223	\$775,454	\$173,813	\$601,641	63.4	2
Drinking Places - Alcoholic Beverages	7224	\$909,342	\$115,692	\$793,650	77.4	2

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.

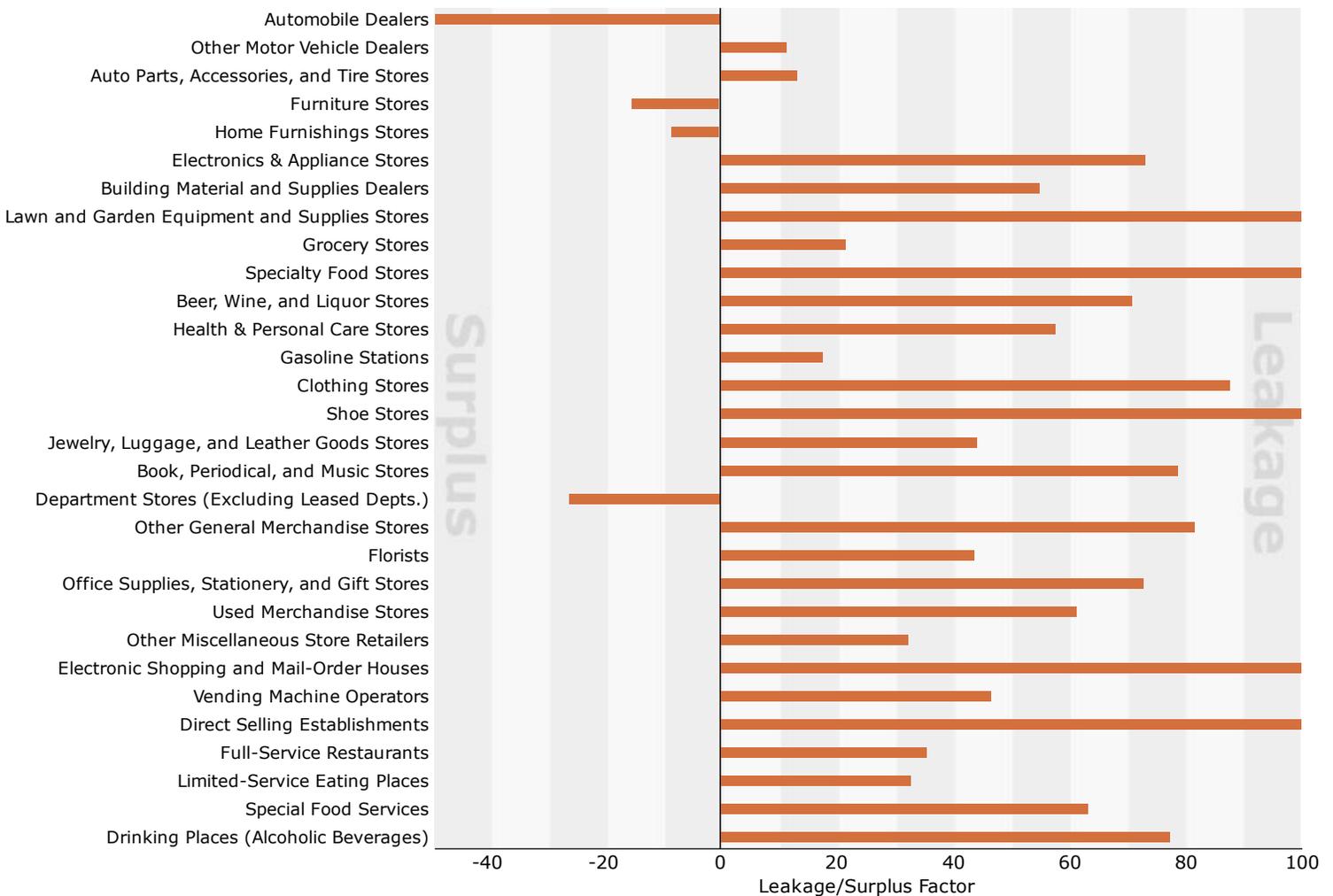
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Summary Demographics

2016 Population	46,824
2016 Households	17,804
2016 Median Disposable Income	\$48,932
2016 Per Capita Income	\$28,470

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	\$713,991,411	\$559,072,727	\$154,918,684	12.2	213
Total Retail Trade	44-45	\$648,700,554	\$530,722,423	\$117,978,131	10.0	159
Total Food & Drink	722	\$65,290,857	\$28,350,304	\$36,940,553	39.4	54

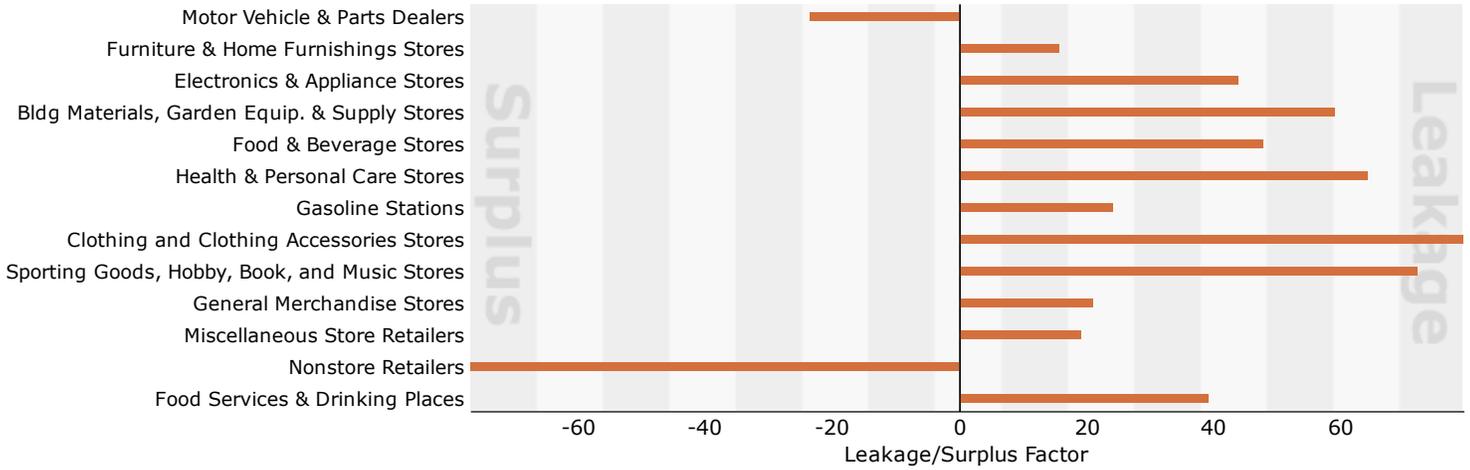
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$148,163,445	\$239,606,218	-\$91,442,773	-23.6	37
Automobile Dealers	4411	\$121,072,727	\$228,315,547	-\$107,242,820	-30.7	25
Other Motor Vehicle Dealers	4412	\$16,317,634	\$6,067,006	\$10,250,628	45.8	6
Auto Parts, Accessories & Tire Stores	4413	\$10,773,084	\$5,223,665	\$5,549,419	34.7	7
Furniture & Home Furnishings Stores	442	\$17,287,328	\$12,545,701	\$4,741,627	15.9	11
Furniture Stores	4421	\$11,230,163	\$8,578,222	\$2,651,941	13.4	4
Home Furnishings Stores	4422	\$6,057,165	\$3,967,479	\$2,089,686	20.8	7
Electronics & Appliance Stores	443	\$35,702,167	\$13,890,075	\$21,812,092	44.0	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,017,772	\$7,935,582	\$23,082,190	59.3	14
Bldg Material & Supplies Dealers	4441	\$26,632,108	\$7,481,724	\$19,150,384	56.1	12
Lawn & Garden Equip & Supply Stores	4442	\$4,385,663	\$453,858	\$3,931,805	81.2	1
Food & Beverage Stores	445	\$115,814,532	\$40,603,885	\$75,210,647	48.1	12
Grocery Stores	4451	\$106,823,516	\$39,208,969	\$67,614,547	46.3	9
Specialty Food Stores	4452	\$5,597,819	\$480,194	\$5,117,625	84.2	2
Beer, Wine & Liquor Stores	4453	\$3,393,197	\$914,722	\$2,478,475	57.5	1
Health & Personal Care Stores	446,4461	\$47,983,849	\$10,403,941	\$37,579,908	64.4	8
Gasoline Stations	447,4471	\$45,639,263	\$27,830,506	\$17,808,757	24.2	14
Clothing & Clothing Accessories Stores	448	\$28,509,703	\$3,259,748	\$25,249,955	79.5	8
Clothing Stores	4481	\$18,051,036	\$1,423,885	\$16,627,151	85.4	5
Shoe Stores	4482	\$3,476,010	\$597,843	\$2,878,167	70.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,982,657	\$1,238,020	\$5,744,637	69.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$21,171,986	\$3,421,235	\$17,750,751	72.2	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,162,662	\$2,437,602	\$14,725,060	75.1	6
Book, Periodical & Music Stores	4512	\$4,009,324	\$983,633	\$3,025,691	60.6	2
General Merchandise Stores	452	\$117,652,609	\$76,580,906	\$41,071,703	21.1	7
Department Stores Excluding Leased Depts.	4521	\$92,818,155	\$71,924,000	\$20,894,155	12.7	1
Other General Merchandise Stores	4529	\$24,834,454	\$4,656,906	\$20,177,548	68.4	6
Miscellaneous Store Retailers	453	\$30,102,064	\$20,353,346	\$9,748,718	19.3	23
Florists	4531	\$1,234,003	\$697,585	\$536,418	27.8	3
Office Supplies, Stationery & Gift Stores	4532	\$7,038,729	\$10,593,327	-\$3,554,598	-20.2	2
Used Merchandise Stores	4533	\$4,409,779	\$843,022	\$3,566,757	67.9	5
Other Miscellaneous Store Retailers	4539	\$17,419,553	\$8,219,412	\$9,200,141	35.9	13
Nonstore Retailers	454	\$9,655,836	\$74,291,280	-\$64,635,444	-77.0	6
Electronic Shopping & Mail-Order Houses	4541	\$5,577,670	\$73,881,567	-\$68,303,897	-86.0	4
Vending Machine Operators	4542	\$1,029,432	\$180,379	\$849,053	70.2	1
Direct Selling Establishments	4543	\$3,048,734	\$229,334	\$2,819,400	86.0	1
Food Services & Drinking Places	722	\$65,290,857	\$28,350,304	\$36,940,553	39.4	54
Full-Service Restaurants	7221	\$32,482,668	\$12,274,322	\$20,208,346	45.2	27
Limited-Service Eating Places	7222	\$29,083,367	\$15,516,121	\$13,567,246	30.4	22
Special Food Services	7223	\$1,710,159	\$432,697	\$1,277,462	59.6	2
Drinking Places - Alcoholic Beverages	7224	\$2,014,663	\$127,164	\$1,887,499	88.1	2

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



Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Demographic Summary	2016	2021
Population	2,478	2,515
Population 18+	1,774	1,759
Households	992	1,009
Median Household Income	\$53,825	\$59,920

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	882	49.7%	105
Bought any women's clothing in last 12 months	830	46.8%	107
Bought clothing for child <13 years in last 6 months	583	32.9%	119
Bought any shoes in last 12 months	993	56.0%	104
Bought costume jewelry in last 12 months	346	19.5%	100
Bought any fine jewelry in last 12 months	313	17.6%	96
Bought a watch in last 12 months	217	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	910	91.7%	107
HH bought/leased new vehicle last 12 mo	108	10.9%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,634	92.1%	108
Bought/changed motor oil in last 12 months	1,011	57.0%	116
Had tune-up in last 12 months	537	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,143	64.4%	98
Drank regular cola in last 6 months	826	46.6%	104
Drank beer/ale in last 6 months	693	39.1%	92
Cameras (Adults)			
Own digital point & shoot camera	530	29.9%	102
Own digital single-lens reflex (SLR) camera	153	8.6%	100
Bought any camera in last 12 months	101	5.7%	100
Printed digital photos in last 12 months	50	2.8%	96
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	662	37.3%	103
Have a smartphone	1,072	60.4%	103
Have a smartphone: Android phone (any brand)	541	30.5%	113
Have a smartphone: Apple iPhone	438	24.7%	96
Number of cell phones in household: 1	254	25.6%	80
Number of cell phones in household: 2	402	40.5%	108
Number of cell phones in household: 3+	292	29.4%	116
HH has cell phone only (no landline telephone)	466	47.0%	112
Computers (Households)			
HH owns a computer	784	79.0%	103
HH owns desktop computer	490	49.4%	109
HH owns laptop/notebook	551	55.5%	102
HH owns any Apple/Mac brand computer	122	12.3%	82
HH owns any PC/non-Apple brand computer	706	71.2%	105
HH purchased most recent computer in a store	385	38.8%	103
HH purchased most recent computer online	137	13.8%	106
Spent <\$500 on most recent home computer	160	16.1%	111
Spent \$500-\$999 on most recent home computer	203	20.5%	107
Spent \$1,000-\$1,499 on most recent home computer	90	9.1%	96
Spent \$1,500-\$1,999 on most recent home computer	42	4.2%	93
Spent \$2,000+ on most recent home computer	38	3.8%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	940	53.0%	104
Bought brewed coffee at convenience store in last 30 days	239	13.5%	86
Bought cigarettes at convenience store in last 30 days	300	16.9%	135
Bought gas at convenience store in last 30 days	748	42.2%	128
Spent at convenience store in last 30 days: <\$20	124	7.0%	86
Spent at convenience store in last 30 days: \$20-\$39	146	8.2%	91
Spent at convenience store in last 30 days: \$40-\$50	139	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	100	5.6%	127
Spent at convenience store in last 30 days: \$100+	523	29.5%	129
Entertainment (Adults)			
Attended a movie in last 6 months	1,003	56.5%	95
Went to live theater in last 12 months	191	10.8%	83
Went to a bar/night club in last 12 months	241	13.6%	81
Dined out in last 12 months	833	47.0%	105
Gambled at a casino in last 12 months	238	13.4%	98
Visited a theme park in last 12 months	289	16.3%	92
Viewed movie (video-on-demand) in last 30 days	251	14.1%	83
Viewed TV show (video-on-demand) in last 30 days	183	10.3%	80
Watched any pay-per-view TV in last 12 months	210	11.8%	90
Downloaded a movie over the Internet in last 30 days	107	6.0%	84
Downloaded any individual song in last 6 months	408	23.0%	113
Watched a movie online in the last 30 days	248	14.0%	87
Watched a TV program online in last 30 days	225	12.7%	85
Played a video/electronic game (console) in last 12 months	210	11.8%	113
Played a video/electronic game (portable) in last 12 months	75	4.2%	93
Financial (Adults)			
Have home mortgage (1st)	627	35.3%	114
Used ATM/cash machine in last 12 months	907	51.1%	104
Own any stock	105	5.9%	77
Own U.S. savings bond	69	3.9%	73
Own shares in mutual fund (stock)	108	6.1%	84
Own shares in mutual fund (bonds)	72	4.1%	83
Have interest checking account	504	28.4%	101
Have non-interest checking account	603	34.0%	120
Have savings account	1,009	56.9%	105
Have 401K retirement savings plan	290	16.3%	112
Own/used any credit/debit card in last 12 months	1,387	78.2%	105
Avg monthly credit card expenditures: <\$111	278	15.7%	135
Avg monthly credit card expenditures: \$111-\$225	102	5.7%	83
Avg monthly credit card expenditures: \$226-\$450	114	6.4%	102
Avg monthly credit card expenditures: \$451-\$700	92	5.2%	97
Avg monthly credit card expenditures: \$701-\$1,000	56	3.2%	73
Avg monthly credit card expenditures: \$1,001+	134	7.6%	83
Did banking online in last 12 months	729	41.1%	115
Did banking on mobile device in last 12 months	303	17.1%	122
Paid bills online in last 12 months	855	48.2%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	750	75.6%	109
Used bread in last 6 months	942	95.0%	101
Used chicken (fresh or frozen) in last 6 months	702	70.8%	103
Used turkey (fresh or frozen) in last 6 months	163	16.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	562	56.7%	104
Used fresh fruit/vegetables in last 6 months	867	87.4%	102
Used fresh milk in last 6 months	902	90.9%	103
Used organic food in last 6 months	140	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	491	27.7%	98
Exercise at club 2+ times per week	180	10.1%	78
Visited a doctor in last 12 months	1,361	76.7%	101
Used vitamin/dietary supplement in last 6 months	904	51.0%	96
Home (Households)			
Any home improvement in last 12 months	292	29.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	99	10.0%	76
Purchased low ticket HH furnishings in last 12 months	166	16.7%	104
Purchased big ticket HH furnishings in last 12 months	218	22.0%	105
Bought any small kitchen appliance in last 12 months	231	23.3%	105
Bought any large kitchen appliance in last 12 months	137	13.8%	109
Insurance (Adults/Households)			
Currently carry life insurance	853	48.1%	113
Carry medical/hospital/accident insurance	1,184	66.7%	102
Carry homeowner insurance	962	54.2%	115
Carry renter's insurance	127	7.2%	88
Have auto insurance: 1 vehicle in household covered	276	27.8%	90
Have auto insurance: 2 vehicles in household covered	312	31.5%	110
Have auto insurance: 3+ vehicles in household covered	268	27.0%	124
Pets (Households)			
Household owns any pet	636	64.1%	119
Household owns any cat	269	27.1%	121
Household owns any dog	512	51.6%	127
Psychographics (Adults)			
Buying American is important to me	865	48.8%	115
Usually buy items on credit rather than wait	179	10.1%	86
Usually buy based on quality - not price	308	17.4%	97
Price is usually more important than brand name	512	28.9%	110
Usually use coupons for brands I buy often	334	18.8%	100
Am interested in how to help the environment	245	13.8%	85
Usually pay more for environ safe product	196	11.0%	87
Usually value green products over convenience	152	8.6%	82
Likely to buy a brand that supports a charity	634	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	231	13.0%	98
Bought hardcover book in last 12 months	349	19.7%	94
Bought paperback book in last 12 month	548	30.9%	98
Read any daily newspaper (paper version)	394	22.2%	85
Read any digital newspaper in last 30 days	547	30.8%	93
Read any magazine (paper/electronic version) in last 6 months	1,587	89.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,384	78.0%	105
Went to family restaurant/steak house: 4+ times a month	488	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	1,643	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	761	42.9%	109
Fast food/drive-in last 6 months: eat in	672	37.9%	104
Fast food/drive-in last 6 months: home delivery	152	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	974	54.9%	118
Fast food/drive-in last 6 months: take-out/walk-in	348	19.6%	101
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	571	32.2%	101
Own e-reader/tablet: iPad	247	13.9%	91
Own any portable MP3 player	557	31.4%	102
HH owns 1 TV	163	16.4%	80
HH owns 2 TVs	247	24.9%	96
HH owns 3 TVs	232	23.4%	109
HH owns 4+ TVs	213	21.5%	114
HH subscribes to cable TV	417	42.0%	85
HH subscribes to fiber optic	46	4.6%	61
HH has satellite dish	334	33.7%	133
HH owns DVD/Blu-ray player	630	63.5%	105
HH owns camcorder	147	14.8%	106
HH owns portable GPS navigation device	289	29.1%	106
HH purchased video game system in last 12 mos	79	8.0%	100
HH owns Internet video device for TV	66	6.7%	94
Travel (Adults)			
Domestic travel in last 12 months	905	51.0%	102
Took 3+ domestic non-business trips in last 12 months	196	11.0%	99
Spent on domestic vacations in last 12 months: <\$1,000	192	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	93	5.2%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	70	3.9%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	80	4.5%	116
Spent on domestic vacations in last 12 months: \$3,000+	78	4.4%	80
Domestic travel in the 12 months: used general travel website	97	5.5%	81
Foreign travel in last 3 years	330	18.6%	77
Took 3+ foreign trips by plane in last 3 years	39	2.2%	49
Spent on foreign vacations in last 12 months: <\$1,000	56	3.2%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	48	2.7%	83
Spent on foreign vacations in last 12 months: \$3,000+	57	3.2%	65
Foreign travel in last 3 years: used general travel website	58	3.3%	59
Nights spent in hotel/motel in last 12 months: any	706	39.8%	98
Took cruise of more than one day in last 3 years	131	7.4%	88
Member of any frequent flyer program	222	12.5%	77
Member of any hotel rewards program	245	13.8%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Demographic Summary	2016	2021
Population	22,848	23,648
Population 18+	16,641	17,127
Households	8,622	8,941
Median Household Income	\$56,654	\$64,511

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,401	50.5%	107
Bought any women's clothing in last 12 months	7,606	45.7%	104
Bought clothing for child <13 years in last 6 months	5,048	30.3%	110
Bought any shoes in last 12 months	9,303	55.9%	104
Bought costume jewelry in last 12 months	3,418	20.5%	105
Bought any fine jewelry in last 12 months	3,061	18.4%	100
Bought a watch in last 12 months	1,943	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	7,901	91.6%	107
HH bought/leased new vehicle last 12 mo	889	10.3%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,216	91.4%	107
Bought/changed motor oil in last 12 months	9,082	54.6%	111
Had tune-up in last 12 months	5,235	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,879	65.4%	100
Drank regular cola in last 6 months	7,509	45.1%	101
Drank beer/ale in last 6 months	7,114	42.7%	100
Cameras (Adults)			
Own digital point & shoot camera	5,460	32.8%	113
Own digital single-lens reflex (SLR) camera	1,548	9.3%	108
Bought any camera in last 12 months	1,036	6.2%	109
Printed digital photos in last 12 months	558	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,128	36.8%	102
Have a smartphone	10,212	61.4%	104
Have a smartphone: Android phone (any brand)	4,715	28.3%	105
Have a smartphone: Apple iPhone	4,556	27.4%	106
Number of cell phones in household: 1	2,438	28.3%	88
Number of cell phones in household: 2	3,388	39.3%	105
Number of cell phones in household: 3+	2,454	28.5%	112
HH has cell phone only (no landline telephone)	3,770	43.7%	104
Computers (Households)			
HH owns a computer	6,980	81.0%	105
HH owns desktop computer	4,271	49.5%	109
HH owns laptop/notebook	4,988	57.9%	107
HH owns any Apple/Mac brand computer	1,194	13.8%	92
HH owns any PC/non-Apple brand computer	6,324	73.3%	108
HH purchased most recent computer in a store	3,575	41.5%	110
HH purchased most recent computer online	1,211	14.0%	107
Spent <\$500 on most recent home computer	1,371	15.9%	110
Spent \$500-\$999 on most recent home computer	1,888	21.9%	115
Spent \$1,000-\$1,499 on most recent home computer	863	10.0%	106
Spent \$1,500-\$1,999 on most recent home computer	381	4.4%	97
Spent \$2,000+ on most recent home computer	319	3.7%	94

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,067	54.5%	107
Bought brewed coffee at convenience store in last 30 days	2,647	15.9%	101
Bought cigarettes at convenience store in last 30 days	2,277	13.7%	109
Bought gas at convenience store in last 30 days	6,585	39.6%	120
Spent at convenience store in last 30 days: <\$20	1,383	8.3%	103
Spent at convenience store in last 30 days: \$20-\$39	1,460	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	1,329	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	784	4.7%	106
Spent at convenience store in last 30 days: \$100+	4,475	26.9%	117
Entertainment (Adults)			
Attended a movie in last 6 months	10,147	61.0%	103
Went to live theater in last 12 months	2,037	12.2%	94
Went to a bar/night club in last 12 months	2,781	16.7%	100
Dined out in last 12 months	8,053	48.4%	108
Gambled at a casino in last 12 months	2,390	14.4%	105
Visited a theme park in last 12 months	3,124	18.8%	107
Viewed movie (video-on-demand) in last 30 days	2,752	16.5%	97
Viewed TV show (video-on-demand) in last 30 days	1,935	11.6%	90
Watched any pay-per-view TV in last 12 months	2,314	13.9%	106
Downloaded a movie over the Internet in last 30 days	1,022	6.1%	86
Downloaded any individual song in last 6 months	3,888	23.4%	115
Watched a movie online in the last 30 days	2,375	14.3%	89
Watched a TV program online in last 30 days	2,330	14.0%	94
Played a video/electronic game (console) in last 12 months	1,894	11.4%	109
Played a video/electronic game (portable) in last 12 months	819	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	6,086	36.6%	118
Used ATM/cash machine in last 12 months	8,691	52.2%	106
Own any stock	1,286	7.7%	101
Own U.S. savings bond	877	5.3%	100
Own shares in mutual fund (stock)	1,273	7.6%	105
Own shares in mutual fund (bonds)	827	5.0%	102
Have interest checking account	5,260	31.6%	112
Have non-interest checking account	5,290	31.8%	112
Have savings account	9,762	58.7%	109
Have 401K retirement savings plan	2,775	16.7%	115
Own/used any credit/debit card in last 12 months	13,202	79.3%	106
Avg monthly credit card expenditures: <\$111	2,254	13.5%	117
Avg monthly credit card expenditures: \$111-\$225	1,157	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	1,117	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	942	5.7%	106
Avg monthly credit card expenditures: \$701-\$1,000	699	4.2%	97
Avg monthly credit card expenditures: \$1,001+	1,367	8.2%	91
Did banking online in last 12 months	6,727	40.4%	113
Did banking on mobile device in last 12 months	2,746	16.5%	118
Paid bills online in last 12 months	7,915	47.6%	111

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,331	73.4%	106
Used bread in last 6 months	8,198	95.1%	101
Used chicken (fresh or frozen) in last 6 months	6,086	70.6%	102
Used turkey (fresh or frozen) in last 6 months	1,414	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	4,738	55.0%	101
Used fresh fruit/vegetables in last 6 months	7,538	87.4%	102
Used fresh milk in last 6 months	7,744	89.8%	102
Used organic food in last 6 months	1,487	17.2%	88
Health (Adults)			
Exercise at home 2+ times per week	5,081	30.5%	108
Exercise at club 2+ times per week	2,102	12.6%	97
Visited a doctor in last 12 months	13,013	78.2%	103
Used vitamin/dietary supplement in last 6 months	8,897	53.5%	101
Home (Households)			
Any home improvement in last 12 months	2,657	30.8%	115
Used housekeeper/maid/professional HH cleaning service in last 12	1,020	11.8%	90
Purchased low ticket HH furnishings in last 12 months	1,472	17.1%	106
Purchased big ticket HH furnishings in last 12 months	1,933	22.4%	107
Bought any small kitchen appliance in last 12 months	2,049	23.8%	107
Bought any large kitchen appliance in last 12 months	1,200	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	7,958	47.8%	112
Carry medical/hospital/accident insurance	11,518	69.2%	106
Carry homeowner insurance	9,024	54.2%	115
Carry renter's insurance	1,406	8.4%	104
Have auto insurance: 1 vehicle in household covered	2,434	28.2%	92
Have auto insurance: 2 vehicles in household covered	2,718	31.5%	111
Have auto insurance: 3+ vehicles in household covered	2,333	27.1%	124
Pets (Households)			
Household owns any pet	5,302	61.5%	114
Household owns any cat	2,293	26.6%	119
Household owns any dog	4,167	48.3%	119
Psychographics (Adults)			
Buying American is important to me	7,580	45.6%	108
Usually buy items on credit rather than wait	1,665	10.0%	85
Usually buy based on quality - not price	2,860	17.2%	96
Price is usually more important than brand name	4,463	26.8%	102
Usually use coupons for brands I buy often	3,183	19.1%	101
Am interested in how to help the environment	2,271	13.6%	84
Usually pay more for environ safe product	1,866	11.2%	88
Usually value green products over convenience	1,490	9.0%	85
Likely to buy a brand that supports a charity	5,838	35.1%	101
Reading (Adults)			
Bought digital book in last 12 months	2,381	14.3%	108
Bought hardcover book in last 12 months	3,574	21.5%	103
Bought paperback book in last 12 month	5,216	31.3%	100
Read any daily newspaper (paper version)	4,012	24.1%	92
Read any digital newspaper in last 30 days	5,618	33.8%	101
Read any magazine (paper/electronic version) in last 6 months	15,167	91.1%	100

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.01917
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,154	79.0%	106
Went to family restaurant/steak house: 4+ times a month	4,982	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	15,395	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	7,179	43.1%	109
Fast food/drive-in last 6 months: eat in	6,420	38.6%	106
Fast food/drive-in last 6 months: home delivery	1,266	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	8,739	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	3,322	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,585	33.6%	106
Own e-reader/tablet: iPad	2,624	15.8%	103
Own any portable MP3 player	5,599	33.6%	109
HH owns 1 TV	1,497	17.4%	85
HH owns 2 TVs	2,166	25.1%	97
HH owns 3 TVs	2,059	23.9%	112
HH owns 4+ TVs	1,895	22.0%	116
HH subscribes to cable TV	3,906	45.3%	91
HH subscribes to fiber optic	516	6.0%	79
HH has satellite dish	2,691	31.2%	123
HH owns DVD/Blu-ray player	5,645	65.5%	108
HH owns camcorder	1,384	16.1%	115
HH owns portable GPS navigation device	2,686	31.2%	113
HH purchased video game system in last 12 mos	637	7.4%	93
HH owns Internet video device for TV	601	7.0%	99
Travel (Adults)			
Domestic travel in last 12 months	9,078	54.6%	109
Took 3+ domestic non-business trips in last 12 months	2,035	12.2%	110
Spent on domestic vacations in last 12 months: <\$1,000	2,014	12.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	943	5.7%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	637	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	723	4.3%	111
Spent on domestic vacations in last 12 months: \$3,000+	990	5.9%	108
Domestic travel in the 12 months: used general travel website	1,107	6.7%	98
Foreign travel in last 3 years	3,728	22.4%	93
Took 3+ foreign trips by plane in last 3 years	616	3.7%	82
Spent on foreign vacations in last 12 months: <\$1,000	656	3.9%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	438	2.6%	81
Spent on foreign vacations in last 12 months: \$3,000+	727	4.4%	88
Foreign travel in last 3 years: used general travel website	795	4.8%	86
Nights spent in hotel/motel in last 12 months: any	7,348	44.2%	109
Took cruise of more than one day in last 3 years	1,412	8.5%	101
Member of any frequent flyer program	2,678	16.1%	99
Member of any hotel rewards program	2,636	15.8%	112

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Retail Market Potential

SR 125/SR 132
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Demographic Summary	2016	2021
Population	46,824	48,448
Population 18+	34,713	35,922
Households	17,804	18,456
Median Household Income	\$58,608	\$67,375

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,375	50.1%	106
Bought any women's clothing in last 12 months	15,800	45.5%	104
Bought clothing for child <13 years in last 6 months	10,263	29.6%	107
Bought any shoes in last 12 months	19,315	55.6%	103
Bought costume jewelry in last 12 months	7,218	20.8%	106
Bought any fine jewelry in last 12 months	6,448	18.6%	101
Bought a watch in last 12 months	4,001	11.5%	105
Automobiles (Households)			
HH owns/leases any vehicle	16,184	90.9%	106
HH bought/leased new vehicle last 12 mo	1,821	10.2%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	31,632	91.1%	107
Bought/changed motor oil in last 12 months	18,741	54.0%	110
Had tune-up in last 12 months	10,777	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,686	65.4%	100
Drank regular cola in last 6 months	15,570	44.9%	100
Drank beer/ale in last 6 months	15,144	43.6%	102
Cameras (Adults)			
Own digital point & shoot camera	11,326	32.6%	112
Own digital single-lens reflex (SLR) camera	3,282	9.5%	110
Bought any camera in last 12 months	2,131	6.1%	108
Printed digital photos in last 12 months	1,136	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,883	37.1%	103
Have a smartphone	21,299	61.4%	104
Have a smartphone: Android phone (any brand)	9,856	28.4%	105
Have a smartphone: Apple iPhone	9,467	27.3%	106
Number of cell phones in household: 1	5,077	28.5%	89
Number of cell phones in household: 2	6,978	39.2%	105
Number of cell phones in household: 3+	5,009	28.1%	110
HH has cell phone only (no landline telephone)	7,618	42.8%	102
Computers (Households)			
HH owns a computer	14,361	80.7%	105
HH owns desktop computer	8,773	49.3%	109
HH owns laptop/notebook	10,221	57.4%	106
HH owns any Apple/Mac brand computer	2,539	14.3%	95
HH owns any PC/non-Apple brand computer	12,942	72.7%	107
HH purchased most recent computer in a store	7,312	41.1%	109
HH purchased most recent computer online	2,508	14.1%	108
Spent <\$500 on most recent home computer	2,765	15.5%	107
Spent \$500-\$999 on most recent home computer	3,820	21.5%	112
Spent \$1,000-\$1,499 on most recent home computer	1,789	10.0%	106
Spent \$1,500-\$1,999 on most recent home computer	814	4.6%	100
Spent \$2,000+ on most recent home computer	684	3.8%	98

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Retail Market Potential

SR 125/SR 132
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 Latitude: 39.01917
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	18,929	54.5%	107
Bought brewed coffee at convenience store in last 30 days	5,605	16.1%	103
Bought cigarettes at convenience store in last 30 days	4,730	13.6%	109
Bought gas at convenience store in last 30 days	13,464	38.8%	117
Spent at convenience store in last 30 days: <\$20	2,908	8.4%	103
Spent at convenience store in last 30 days: \$20-\$39	3,079	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	2,770	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	1,607	4.6%	105
Spent at convenience store in last 30 days: \$100+	9,120	26.3%	115
Entertainment (Adults)			
Attended a movie in last 6 months	21,156	60.9%	102
Went to live theater in last 12 months	4,381	12.6%	97
Went to a bar/night club in last 12 months	5,947	17.1%	103
Dined out in last 12 months	16,903	48.7%	109
Gambled at a casino in last 12 months	4,977	14.3%	105
Visited a theme park in last 12 months	6,411	18.5%	105
Viewed movie (video-on-demand) in last 30 days	6,009	17.3%	102
Viewed TV show (video-on-demand) in last 30 days	4,314	12.4%	96
Watched any pay-per-view TV in last 12 months	4,810	13.9%	105
Downloaded a movie over the Internet in last 30 days	2,254	6.5%	90
Downloaded any individual song in last 6 months	8,046	23.2%	114
Watched a movie online in the last 30 days	5,053	14.6%	91
Watched a TV program online in last 30 days	5,013	14.4%	97
Played a video/electronic game (console) in last 12 months	3,921	11.3%	108
Played a video/electronic game (portable) in last 12 months	1,738	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	12,678	36.5%	117
Used ATM/cash machine in last 12 months	18,192	52.4%	107
Own any stock	2,798	8.1%	105
Own U.S. savings bond	1,850	5.3%	101
Own shares in mutual fund (stock)	2,714	7.8%	108
Own shares in mutual fund (bonds)	1,774	5.1%	105
Have interest checking account	11,000	31.7%	112
Have non-interest checking account	10,998	31.7%	112
Have savings account	20,299	58.5%	108
Have 401K retirement savings plan	5,811	16.7%	115
Own/used any credit/debit card in last 12 months	27,574	79.4%	107
Avg monthly credit card expenditures: <\$111	4,613	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	2,368	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	2,382	6.9%	108
Avg monthly credit card expenditures: \$451-\$700	1,989	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	1,431	4.1%	96
Avg monthly credit card expenditures: \$1,001+	3,044	8.8%	97
Did banking online in last 12 months	14,006	40.3%	113
Did banking on mobile device in last 12 months	5,609	16.2%	115
Paid bills online in last 12 months	16,454	47.4%	110

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.01917
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	13,044	73.3%	105
Used bread in last 6 months	16,917	95.0%	101
Used chicken (fresh or frozen) in last 6 months	12,597	70.8%	103
Used turkey (fresh or frozen) in last 6 months	2,980	16.7%	106
Used fish/seafood (fresh or frozen) in last 6 months	9,861	55.4%	101
Used fresh fruit/vegetables in last 6 months	15,556	87.4%	102
Used fresh milk in last 6 months	15,965	89.7%	102
Used organic food in last 6 months	3,144	17.7%	90
Health (Adults)			
Exercise at home 2+ times per week	10,722	30.9%	109
Exercise at club 2+ times per week	4,571	13.2%	101
Visited a doctor in last 12 months	27,322	78.7%	104
Used vitamin/dietary supplement in last 6 months	18,687	53.8%	102
Home (Households)			
Any home improvement in last 12 months	5,392	30.3%	113
Used housekeeper/maid/professional HH cleaning service in last 12	2,209	12.4%	94
Purchased low ticket HH furnishings in last 12 months	3,089	17.4%	108
Purchased big ticket HH furnishings in last 12 months	3,999	22.5%	107
Bought any small kitchen appliance in last 12 months	4,255	23.9%	108
Bought any large kitchen appliance in last 12 months	2,481	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	16,542	47.7%	112
Carry medical/hospital/accident insurance	23,931	68.9%	105
Carry homeowner insurance	18,735	54.0%	115
Carry renter's insurance	2,917	8.4%	103
Have auto insurance: 1 vehicle in household covered	5,071	28.5%	92
Have auto insurance: 2 vehicles in household covered	5,544	31.1%	109
Have auto insurance: 3+ vehicles in household covered	4,739	26.6%	122
Pets (Households)			
Household owns any pet	10,696	60.1%	112
Household owns any cat	4,633	26.0%	116
Household owns any dog	8,311	46.7%	115
Psychographics (Adults)			
Buying American is important to me	15,689	45.2%	107
Usually buy items on credit rather than wait	3,608	10.4%	89
Usually buy based on quality - not price	5,989	17.3%	96
Price is usually more important than brand name	9,189	26.5%	101
Usually use coupons for brands I buy often	6,708	19.3%	102
Am interested in how to help the environment	4,833	13.9%	85
Usually pay more for environ safe product	3,905	11.2%	88
Usually value green products over convenience	3,085	8.9%	85
Likely to buy a brand that supports a charity	12,085	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	5,005	14.4%	109
Bought hardcover book in last 12 months	7,566	21.8%	104
Bought paperback book in last 12 month	11,218	32.3%	103
Read any daily newspaper (paper version)	8,714	25.1%	96
Read any digital newspaper in last 30 days	11,820	34.1%	102
Read any magazine (paper/electronic version) in last 6 months	31,836	91.7%	101

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Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,433	79.0%	106
Went to family restaurant/steak house: 4+ times a month	10,418	30.0%	109
Went to fast food/drive-in restaurant in last 6 months	32,036	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	14,788	42.6%	108
Fast food/drive-in last 6 months: eat in	13,354	38.5%	106
Fast food/drive-in last 6 months: home delivery	2,691	7.8%	101
Fast food/drive-in last 6 months: take-out/drive-thru	18,055	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	6,971	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,548	33.3%	105
Own e-reader/tablet: iPad	5,397	15.5%	101
Own any portable MP3 player	11,577	33.4%	108
HH owns 1 TV	3,144	17.7%	86
HH owns 2 TVs	4,483	25.2%	97
HH owns 3 TVs	4,224	23.7%	111
HH owns 4+ TVs	3,856	21.7%	115
HH subscribes to cable TV	8,464	47.5%	96
HH subscribes to fiber optic	1,130	6.3%	83
HH has satellite dish	5,142	28.9%	114
HH owns DVD/Blu-ray player	11,552	64.9%	107
HH owns camcorder	2,821	15.8%	113
HH owns portable GPS navigation device	5,502	30.9%	113
HH purchased video game system in last 12 mos	1,312	7.4%	93
HH owns Internet video device for TV	1,257	7.1%	100
Travel (Adults)			
Domestic travel in last 12 months	18,962	54.6%	109
Took 3+ domestic non-business trips in last 12 months	4,213	12.1%	109
Spent on domestic vacations in last 12 months: <\$1,000	4,123	11.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,036	5.9%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,335	3.8%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,506	4.3%	111
Spent on domestic vacations in last 12 months: \$3,000+	2,122	6.1%	111
Domestic travel in the 12 months: used general travel website	2,290	6.6%	97
Foreign travel in last 3 years	7,945	22.9%	95
Took 3+ foreign trips by plane in last 3 years	1,344	3.9%	86
Spent on foreign vacations in last 12 months: <\$1,000	1,376	4.0%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	972	2.8%	86
Spent on foreign vacations in last 12 months: \$3,000+	1,574	4.5%	91
Foreign travel in last 3 years: used general travel website	1,719	5.0%	89
Nights spent in hotel/motel in last 12 months: any	15,293	44.1%	109
Took cruise of more than one day in last 3 years	3,001	8.6%	103
Member of any frequent flyer program	5,643	16.3%	100
Member of any hotel rewards program	5,585	16.1%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.