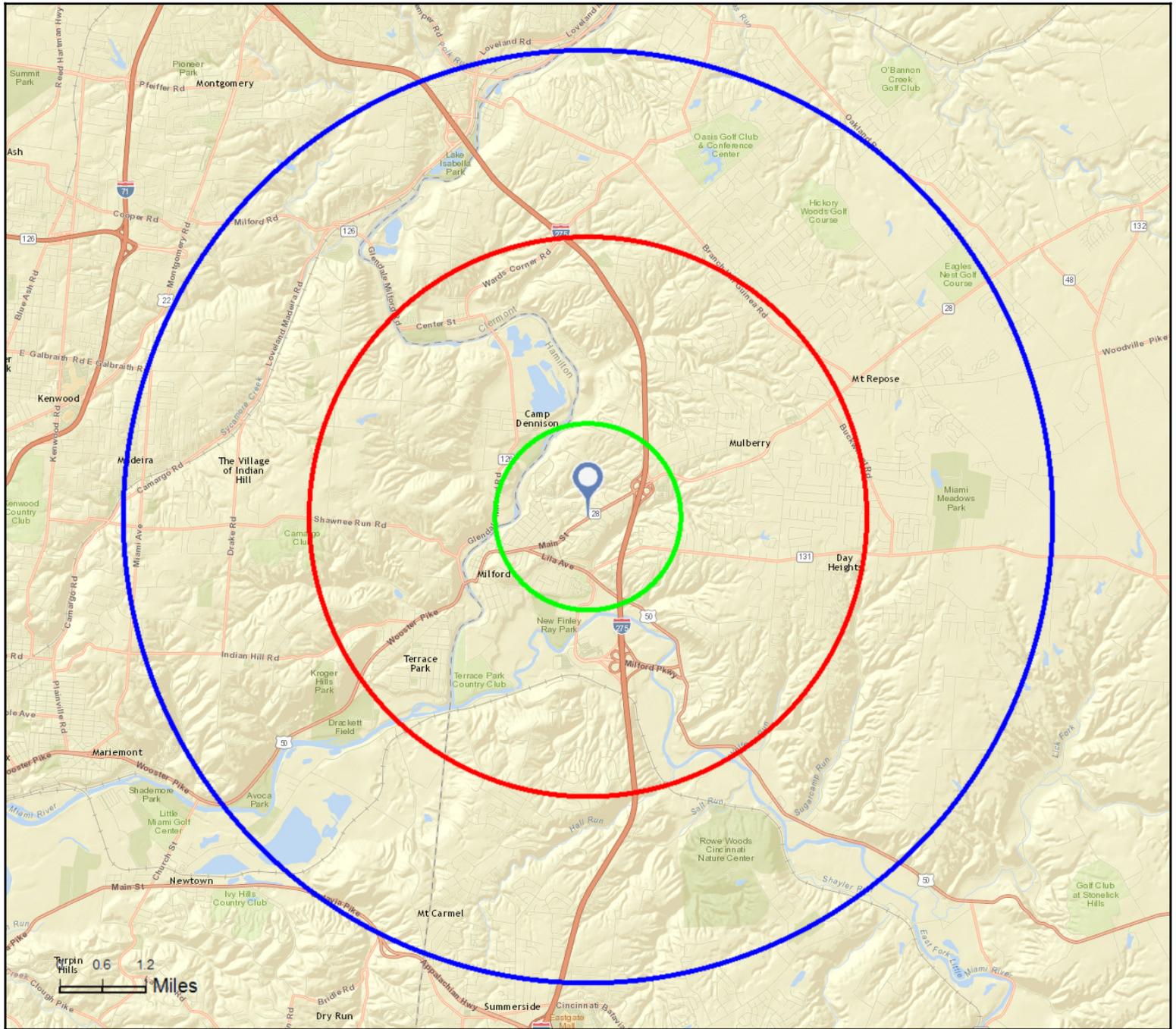


Site Map

Milford - SR 28 at I-275
 1 Edgcombe Dr, Milford, OH, 45150
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.18186
 Longitude: -84.27402



Market Profile

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,442	28,592	73,559
2010 Total Population	6,052	29,389	78,635
2016 Total Population	6,179	30,398	81,371
2016 Group Quarters	90	586	692
2021 Total Population	6,347	31,268	83,882
2016-2021 Annual Rate	0.54%	0.57%	0.61%
Household Summary			
2000 Households	2,946	11,057	26,943
2000 Average Household Size	2.17	2.54	2.71
2010 Households	2,813	11,588	29,332
2010 Average Household Size	2.12	2.49	2.66
2016 Households	2,899	12,041	30,518
2016 Average Household Size	2.10	2.48	2.64
2021 Households	2,991	12,423	31,545
2021 Average Household Size	2.09	2.47	2.64
2016-2021 Annual Rate	0.63%	0.63%	0.66%
2010 Families	1,577	7,970	21,656
2010 Average Family Size	2.77	3.02	3.11
2016 Families	1,602	8,197	22,321
2016 Average Family Size	2.75	3.02	3.11
2021 Families	1,640	8,409	22,961
2021 Average Family Size	2.75	3.02	3.11
2016-2021 Annual Rate	0.47%	0.51%	0.57%
Housing Unit Summary			
2000 Housing Units	2,998	11,470	27,818
Owner Occupied Housing Units	54.1%	73.7%	78.6%
Renter Occupied Housing Units	44.2%	22.7%	18.2%
Vacant Housing Units	1.7%	3.6%	3.1%
2010 Housing Units	3,035	12,478	31,238
Owner Occupied Housing Units	49.4%	69.2%	75.3%
Renter Occupied Housing Units	43.3%	23.7%	18.6%
Vacant Housing Units	7.3%	7.1%	6.1%
2016 Housing Units	3,132	13,000	32,506
Owner Occupied Housing Units	46.1%	66.6%	73.2%
Renter Occupied Housing Units	46.5%	26.0%	20.7%
Vacant Housing Units	7.4%	7.4%	6.1%
2021 Housing Units	3,242	13,469	33,733
Owner Occupied Housing Units	45.7%	66.1%	72.7%
Renter Occupied Housing Units	46.6%	26.1%	20.8%
Vacant Housing Units	7.7%	7.8%	6.5%
Median Household Income			
2016	\$44,187	\$68,282	\$78,629
2021	\$51,885	\$78,929	\$87,376
Median Home Value			
2016	\$161,389	\$196,401	\$216,313
2021	\$185,219	\$220,333	\$235,098
Per Capita Income			
2016	\$27,654	\$37,128	\$40,752
2021	\$30,575	\$40,827	\$44,301
Median Age			
2010	41.2	42.2	40.0
2016	42.7	43.6	41.0
2021	43.5	44.5	41.9

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

Milford - SR 28 at I-275
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	2,899	12,041	30,518
<\$15,000	15.5%	8.4%	6.6%
\$15,000 - \$24,999	11.1%	7.8%	6.6%
\$25,000 - \$34,999	12.0%	9.4%	8.3%
\$35,000 - \$49,999	16.5%	12.1%	10.3%
\$50,000 - \$74,999	15.4%	15.4%	15.7%
\$75,000 - \$99,999	10.9%	13.1%	13.2%
\$100,000 - \$149,999	12.8%	17.6%	18.6%
\$150,000 - \$199,999	3.9%	9.1%	9.6%
\$200,000+	1.9%	7.0%	11.1%
Average Household Income	\$60,608	\$92,758	\$107,698
2021 Households by Income			
Household Income Base	2,991	12,423	31,545
<\$15,000	15.8%	8.1%	6.2%
\$15,000 - \$24,999	10.2%	7.0%	5.9%
\$25,000 - \$34,999	12.1%	8.9%	7.9%
\$35,000 - \$49,999	10.0%	7.7%	5.9%
\$50,000 - \$74,999	17.5%	15.6%	16.3%
\$75,000 - \$99,999	12.4%	13.4%	13.8%
\$100,000 - \$149,999	15.2%	21.0%	21.3%
\$150,000 - \$199,999	4.7%	10.8%	11.1%
\$200,000+	2.1%	7.5%	11.6%
Average Household Income	\$66,856	\$101,819	\$116,817
2016 Owner Occupied Housing Units by Value			
Total	1,443	8,663	23,772
<\$50,000	7.6%	4.9%	5.9%
\$50,000 - \$99,999	12.8%	8.5%	6.9%
\$100,000 - \$149,999	23.9%	18.6%	16.1%
\$150,000 - \$199,999	24.9%	19.4%	16.6%
\$200,000 - \$249,999	16.3%	15.4%	14.1%
\$250,000 - \$299,999	4.2%	10.3%	10.0%
\$300,000 - \$399,999	6.5%	11.3%	12.4%
\$400,000 - \$499,999	1.5%	4.8%	6.4%
\$500,000 - \$749,999	1.0%	3.4%	6.0%
\$750,000 - \$999,999	0.4%	1.6%	2.5%
\$1,000,000 +	0.8%	1.9%	3.2%
Average Home Value	\$183,131	\$247,483	\$286,690
2021 Owner Occupied Housing Units by Value			
Total	1,480	8,905	24,521
<\$50,000	5.2%	2.9%	3.9%
\$50,000 - \$99,999	8.8%	4.7%	3.9%
\$100,000 - \$149,999	15.5%	11.1%	10.1%
\$150,000 - \$199,999	29.3%	23.2%	19.0%
\$200,000 - \$249,999	22.2%	19.9%	18.6%
\$250,000 - \$299,999	5.9%	13.8%	13.2%
\$300,000 - \$399,999	9.2%	12.4%	12.7%
\$400,000 - \$499,999	1.8%	5.1%	6.6%
\$500,000 - \$749,999	1.2%	3.3%	6.1%
\$750,000 - \$999,999	0.5%	1.8%	2.8%
\$1,000,000 +	0.7%	1.8%	3.0%
Average Home Value	\$204,740	\$266,903	\$302,451

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

Milford - SR 28 at I-275
1 Edgecombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,053	29,388	78,636
0 - 4	6.2%	6.1%	6.5%
5 - 9	6.0%	7.2%	7.7%
10 - 14	5.5%	7.4%	8.0%
15 - 24	11.9%	10.8%	11.5%
25 - 34	12.6%	9.4%	10.0%
35 - 44	12.7%	13.2%	14.0%
45 - 54	15.2%	16.3%	16.8%
55 - 64	12.5%	13.4%	13.0%
65 - 74	8.1%	7.9%	6.8%
75 - 84	6.1%	5.6%	4.1%
85 +	3.3%	2.7%	1.7%
18 +	79.0%	75.1%	73.0%
2016 Population by Age			
Total	6,178	30,396	81,372
0 - 4	5.8%	5.6%	6.0%
5 - 9	5.7%	6.5%	6.9%
10 - 14	5.6%	7.3%	7.8%
15 - 24	10.8%	10.9%	11.8%
25 - 34	12.7%	9.5%	10.3%
35 - 44	12.1%	11.9%	12.4%
45 - 54	14.0%	15.0%	15.3%
55 - 64	13.8%	14.3%	14.4%
65 - 74	10.0%	10.1%	9.0%
75 - 84	5.9%	5.6%	4.2%
85 +	3.6%	3.1%	2.0%
18 +	79.9%	76.5%	75.0%
2021 Population by Age			
Total	6,346	31,266	83,882
0 - 4	5.6%	5.4%	5.8%
5 - 9	5.6%	6.2%	6.5%
10 - 14	5.6%	6.9%	7.2%
15 - 24	10.6%	10.6%	11.2%
25 - 34	12.1%	9.6%	10.9%
35 - 44	12.2%	11.8%	12.3%
45 - 54	12.3%	13.5%	13.6%
55 - 64	13.8%	14.4%	14.7%
65 - 74	11.9%	11.8%	10.8%
75 - 84	6.6%	6.5%	5.0%
85 +	3.7%	3.2%	2.1%
18 +	80.2%	77.5%	76.3%
2010 Population by Sex			
Males	2,895	14,128	38,404
Females	3,157	15,261	40,231
2016 Population by Sex			
Males	2,971	14,696	39,812
Females	3,208	15,702	41,559
2021 Population by Sex			
Males	3,058	15,180	41,123
Females	3,289	16,087	42,759

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

Milford - SR 28 at I-275
1 Edgecombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18186
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,053	29,389	78,636
White Alone	92.9%	94.7%	94.7%
Black Alone	3.0%	2.1%	1.5%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	1.2%	1.2%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.5%	0.5%
Two or More Races	1.9%	1.4%	1.4%
Hispanic Origin	1.5%	1.5%	1.8%
Diversity Index	16.2	13.0	13.4
2016 Population by Race/Ethnicity			
Total	6,179	30,399	81,370
White Alone	91.1%	93.3%	93.4%
Black Alone	3.9%	2.6%	1.9%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	1.5%	1.5%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.6%	0.6%
Two or More Races	2.3%	1.7%	1.7%
Hispanic Origin	2.0%	2.0%	2.3%
Diversity Index	20.1	16.2	16.5
2021 Population by Race/Ethnicity			
Total	6,347	31,268	83,882
White Alone	89.4%	92.0%	92.2%
Black Alone	4.7%	3.2%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	1.8%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.8%	0.7%
Two or More Races	2.7%	2.1%	2.0%
Hispanic Origin	2.4%	2.5%	2.8%
Diversity Index	23.7	19.3	19.5
2010 Population by Relationship and Household Type			
Total	6,052	29,389	78,635
In Households	98.5%	98.0%	99.1%
In Family Households	74.6%	83.5%	87.3%
Householder	25.3%	27.1%	27.6%
Spouse	17.1%	21.5%	22.6%
Child	27.2%	31.2%	33.6%
Other relative	2.5%	2.1%	2.0%
Nonrelative	2.5%	1.6%	1.6%
In Nonfamily Households	23.9%	14.5%	11.8%
In Group Quarters	1.5%	2.0%	0.9%
Institutionalized Population	0.0%	0.9%	0.4%
Noninstitutionalized Population	1.5%	1.1%	0.4%

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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	4,454	21,147	54,942
Less than 9th Grade	2.4%	1.8%	1.6%
9th - 12th Grade, No Diploma	8.6%	5.2%	5.2%
High School Graduate	26.8%	23.2%	21.2%
GED/Alternative Credential	3.4%	2.8%	2.5%
Some College, No Degree	18.9%	16.2%	17.0%
Associate Degree	11.3%	8.7%	7.9%
Bachelor's Degree	19.2%	25.5%	28.0%
Graduate/Professional Degree	9.4%	16.6%	16.6%
2016 Population 15+ by Marital Status			
Total	5,123	24,474	64,548
Never Married	28.2%	25.9%	24.7%
Married	49.6%	56.1%	60.3%
Widowed	10.1%	7.7%	5.5%
Divorced	12.2%	10.3%	9.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	95.8%	96.7%
Civilian Unemployed	3.3%	4.2%	3.3%
2016 Employed Population 16+ by Industry			
Total	3,050	14,899	40,440
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.6%	4.1%	4.3%
Manufacturing	16.2%	14.4%	14.9%
Wholesale Trade	5.3%	3.5%	3.4%
Retail Trade	10.3%	11.5%	11.8%
Transportation/Utilities	2.5%	3.0%	3.0%
Information	1.8%	1.5%	1.6%
Finance/Insurance/Real Estate	7.4%	9.0%	9.4%
Services	49.1%	50.3%	48.9%
Public Administration	1.8%	2.5%	2.5%
2016 Employed Population 16+ by Occupation			
Total	3,050	14,900	40,440
White Collar	56.3%	68.5%	70.2%
Management/Business/Financial	10.7%	19.4%	20.2%
Professional	22.8%	23.6%	25.2%
Sales	10.7%	12.7%	12.4%
Administrative Support	12.2%	12.7%	12.5%
Services	21.1%	15.7%	14.0%
Blue Collar	22.6%	15.9%	15.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.1%	3.3%	3.0%
Installation/Maintenance/Repair	2.8%	1.6%	2.1%
Production	10.8%	6.9%	5.9%
Transportation/Material Moving	3.8%	4.0%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	6,052	29,389	78,635
Population Inside Urbanized Area	99.9%	97.8%	95.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	2.2%	4.6%

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

Milford - SR 28 at I-275
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Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,813	11,588	29,333
Households with 1 Person	36.9%	26.6%	21.7%
Households with 2+ People	63.1%	73.4%	78.3%
Family Households	56.1%	68.8%	73.8%
Husband-wife Families	38.2%	54.6%	60.4%
With Related Children	14.0%	23.8%	28.9%
Other Family (No Spouse Present)	17.8%	14.2%	13.4%
Other Family with Male Householder	5.0%	3.8%	3.9%
With Related Children	2.9%	2.3%	2.4%
Other Family with Female Householder	12.8%	10.4%	9.5%
With Related Children	8.0%	6.8%	6.2%
Nonfamily Households	7.1%	4.7%	4.5%
All Households with Children	25.5%	33.3%	37.8%
Multigenerational Households	2.2%	2.6%	2.8%
Unmarried Partner Households	7.7%	5.4%	5.4%
Male-female	7.1%	4.9%	4.8%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	2,812	11,588	29,333
1 Person Household	36.9%	26.6%	21.7%
2 Person Household	34.0%	34.5%	34.2%
3 Person Household	13.3%	15.6%	16.7%
4 Person Household	9.6%	14.1%	16.7%
5 Person Household	4.1%	6.5%	7.5%
6 Person Household	1.4%	1.9%	2.4%
7 + Person Household	0.7%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,813	11,588	29,332
Owner Occupied	53.3%	74.5%	80.1%
Owned with a Mortgage/Loan	37.4%	55.9%	62.1%
Owned Free and Clear	15.9%	18.6%	18.0%
Renter Occupied	46.7%	25.5%	19.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,035	12,478	31,238
Housing Units Inside Urbanized Area	99.9%	97.8%	95.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	2.2%	4.6%

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.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Comfortable Empty Nesters	Comfortable Empty Nesters
2.	Small Town Simplicity	Savvy Suburbanites (1D)	Professional Pride (1B)
3.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Top Tier (1A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$4,588,672	\$28,343,141	\$83,814,440
Average Spent	\$1,582.85	\$2,353.89	\$2,746.39
Spending Potential Index	79	117	136
Education: Total \$	\$3,254,217	\$21,267,776	\$62,434,572
Average Spent	\$1,122.53	\$1,766.28	\$2,045.83
Spending Potential Index	79	125	145
Entertainment/Recreation: Total \$	\$6,687,676	\$41,813,379	\$123,035,277
Average Spent	\$2,306.89	\$3,472.58	\$4,031.56
Spending Potential Index	79	119	138
Food at Home: Total \$	\$11,767,619	\$69,472,044	\$202,550,552
Average Spent	\$4,059.20	\$5,769.62	\$6,637.08
Spending Potential Index	81	116	133
Food Away from Home: Total \$	\$7,093,620	\$43,581,404	\$128,823,011
Average Spent	\$2,446.92	\$3,619.42	\$4,221.21
Spending Potential Index	79	117	136
Health Care: Total \$	\$12,389,756	\$77,057,572	\$222,835,664
Average Spent	\$4,273.80	\$6,399.60	\$7,301.78
Spending Potential Index	81	121	138
HH Furnishings & Equipment: Total \$	\$4,040,851	\$25,556,811	\$75,287,725
Average Spent	\$1,393.88	\$2,122.48	\$2,466.99
Spending Potential Index	79	120	140
Personal Care Products & Services: Total \$	\$1,676,888	\$10,512,099	\$30,873,917
Average Spent	\$578.44	\$873.03	\$1,011.66
Spending Potential Index	79	119	138
Shelter: Total \$	\$36,080,866	\$222,237,708	\$651,050,731
Average Spent	\$12,445.97	\$18,456.75	\$21,333.34
Spending Potential Index	80	119	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,409,309	\$34,706,750	\$100,577,728
Average Spent	\$1,865.92	\$2,882.38	\$3,295.69
Spending Potential Index	80	124	142
Travel: Total \$	\$4,120,999	\$27,953,322	\$82,571,163
Average Spent	\$1,421.52	\$2,321.51	\$2,705.65
Spending Potential Index	76	125	145
Vehicle Maintenance & Repairs: Total \$	\$2,405,124	\$14,761,629	\$43,180,958
Average Spent	\$829.64	\$1,225.95	\$1,414.93
Spending Potential Index	80	118	137

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.

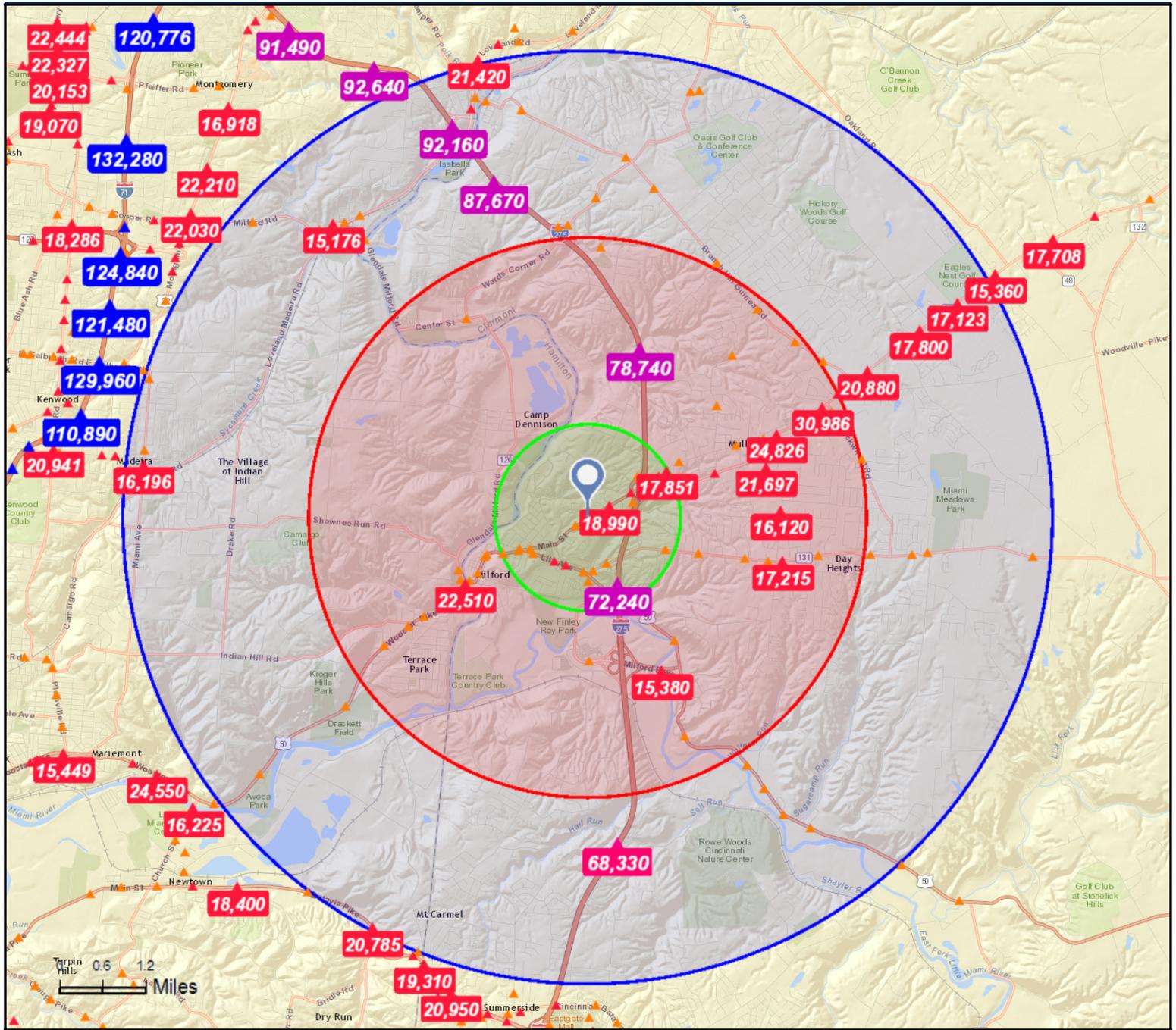
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Milford - SR 28 at I-275
 1 Edgecombe Dr, Milford, OH, 45150
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.18186
 Longitude: -84.27402



- 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

Milford - SR 28 at I-275
1 Edgecombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	331	1,532	2,879
Total Employees:	2,817	19,911	31,144
Total Residential Population:	6,179	30,398	81,371
Employee/Residential Population Ratio:	0.46:1	0.66:1	0.38:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	3.6%	68	2.4%	49	3.2%	326	1.6%	107	3.7%	642	2.1%
Construction	16	4.8%	88	3.1%	141	9.2%	940	4.7%	283	9.8%	1,883	6.0%
Manufacturing	9	2.7%	166	5.9%	68	4.4%	2,144	10.8%	116	4.0%	2,818	9.0%
Transportation	4	1.2%	29	1.0%	25	1.6%	284	1.4%	63	2.2%	638	2.0%
Communication	1	0.3%	9	0.3%	7	0.5%	107	0.5%	13	0.5%	128	0.4%
Utility	1	0.3%	11	0.4%	5	0.3%	67	0.3%	10	0.3%	96	0.3%
Wholesale Trade	9	2.7%	48	1.7%	57	3.7%	888	4.5%	107	3.7%	1,365	4.4%
Retail Trade Summary	77	23.3%	994	35.3%	333	21.7%	6,043	30.4%	602	20.9%	8,829	28.3%
Home Improvement	3	0.9%	82	2.9%	26	1.7%	673	3.4%	41	1.4%	810	2.6%
General Merchandise Stores	3	0.9%	59	2.1%	11	0.7%	672	3.4%	19	0.7%	888	2.9%
Food Stores	10	3.0%	204	7.2%	34	2.2%	732	3.7%	69	2.4%	1,270	4.1%
Auto Dealers, Gas Stations, Auto Aftermarket	10	3.0%	90	3.2%	29	1.9%	468	2.4%	50	1.7%	606	1.9%
Apparel & Accessory Stores	2	0.6%	10	0.4%	11	0.7%	37	0.2%	34	1.2%	206	0.7%
Furniture & Home Furnishings	5	1.5%	50	1.8%	35	2.3%	576	2.9%	58	2.0%	695	2.2%
Eating & Drinking Places	21	6.3%	380	13.5%	95	6.2%	2,168	10.9%	150	5.2%	3,036	9.7%
Miscellaneous Retail	21	6.3%	117	4.2%	91	5.9%	717	3.6%	182	6.3%	1,318	4.2%
Finance, Insurance, Real Estate Summary	51	15.4%	140	5.0%	191	12.5%	873	4.4%	353	12.3%	1,477	4.7%
Banks, Savings & Lending Institutions	27	8.2%	68	2.4%	80	5.2%	202	1.0%	142	4.9%	337	1.1%
Securities Brokers	2	0.6%	3	0.1%	14	0.9%	88	0.4%	25	0.9%	129	0.4%
Insurance Carriers & Agents	11	3.3%	39	1.4%	43	2.8%	287	1.4%	76	2.6%	445	1.4%
Real Estate, Holding, Other Investment Offices	10	3.0%	30	1.1%	53	3.5%	296	1.5%	111	3.9%	567	1.8%
Services Summary	119	36.0%	1,101	39.1%	536	35.0%	7,589	38.1%	1,020	35.4%	12,295	39.5%
Hotels & Lodging	1	0.3%	17	0.6%	10	0.7%	218	1.1%	11	0.4%	260	0.8%
Automotive Services	15	4.5%	76	2.7%	53	3.5%	323	1.6%	91	3.2%	482	1.5%
Motion Pictures & Amusements	9	2.7%	92	3.3%	39	2.5%	392	2.0%	86	3.0%	848	2.7%
Health Services	17	5.1%	219	7.8%	61	4.0%	1,392	7.0%	109	3.8%	2,108	6.8%
Legal Services	4	1.2%	17	0.6%	13	0.8%	109	0.5%	26	0.9%	167	0.5%
Education Institutions & Libraries	4	1.2%	99	3.5%	25	1.6%	1,058	5.3%	55	1.9%	2,435	7.8%
Other Services	69	20.8%	582	20.7%	335	21.9%	4,096	20.6%	642	22.3%	5,994	19.2%
Government	17	5.1%	156	5.5%	42	2.7%	531	2.7%	58	2.0%	834	2.7%
Unclassified Establishments	16	4.8%	7	0.2%	77	5.0%	119	0.6%	147	5.1%	139	0.4%
Totals	331	100.0%	2,817	100.0%	1,532	100.0%	19,911	100.0%	2,879	100.0%	31,144	100.0%

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Business Summary

Milford - SR 28 at I-275
1 Edgecombe Dr, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

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%	0	0.0%	0	0.0%	2	0.0%	7	0.2%	29	0.1%
Mining	0	0.0%	3	0.1%	2	0.1%	24	0.1%	3	0.1%	32	0.1%
Utilities	0	0.0%	1	0.0%	2	0.1%	7	0.0%	4	0.1%	24	0.1%
Construction	16	4.8%	81	2.9%	148	9.7%	979	4.9%	299	10.4%	1,969	6.3%
Manufacturing	11	3.3%	179	6.4%	73	4.8%	2,083	10.5%	130	4.5%	2,793	9.0%
Wholesale Trade	8	2.4%	44	1.6%	56	3.7%	884	4.4%	104	3.6%	1,358	4.4%
Retail Trade	53	16.0%	595	21.1%	226	14.8%	3,735	18.8%	425	14.8%	5,545	17.8%
Motor Vehicle & Parts Dealers	7	2.1%	80	2.8%	24	1.6%	449	2.3%	36	1.3%	544	1.7%
Furniture & Home Furnishings Stores	2	0.6%	15	0.5%	7	0.5%	32	0.2%	15	0.5%	62	0.2%
Electronics & Appliance Stores	3	0.9%	27	1.0%	25	1.6%	456	2.3%	38	1.3%	518	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.6%	80	2.8%	24	1.6%	667	3.3%	38	1.3%	801	2.6%
Food & Beverage Stores	6	1.8%	186	6.6%	23	1.5%	676	3.4%	51	1.8%	1,145	3.7%
Health & Personal Care Stores	8	2.4%	66	2.3%	24	1.6%	359	1.8%	43	1.5%	605	1.9%
Gasoline Stations	3	0.9%	10	0.4%	5	0.3%	19	0.1%	13	0.5%	62	0.2%
Clothing & Clothing Accessories Stores	3	0.9%	14	0.5%	20	1.3%	73	0.4%	48	1.7%	264	0.8%
Sport Goods, Hobby, Book, & Music Stores	5	1.5%	25	0.9%	20	1.3%	123	0.6%	37	1.3%	243	0.8%
General Merchandise Stores	3	0.9%	59	2.1%	11	0.7%	672	3.4%	19	0.7%	888	2.9%
Miscellaneous Store Retailers	10	3.0%	33	1.2%	39	2.5%	194	1.0%	75	2.6%	332	1.1%
Nonstore Retailers	1	0.3%	1	0.0%	5	0.3%	15	0.1%	12	0.4%	83	0.3%
Transportation & Warehousing	4	1.2%	47	1.7%	21	1.4%	214	1.1%	52	1.8%	552	1.8%
Information	2	0.6%	26	0.9%	23	1.5%	1,035	5.2%	40	1.4%	1,242	4.0%
Finance & Insurance	40	12.1%	110	3.9%	137	8.9%	577	2.9%	243	8.4%	914	2.9%
Central Bank/Credit Intermediation & Related Activities	27	8.2%	68	2.4%	80	5.2%	202	1.0%	143	5.0%	340	1.1%
Securities, Commodity Contracts & Other Financial	2	0.6%	3	0.1%	14	0.9%	88	0.4%	25	0.9%	130	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	11	3.3%	39	1.4%	43	2.8%	287	1.4%	76	2.6%	445	1.4%
Real Estate, Rental & Leasing	20	6.0%	54	1.9%	68	4.4%	327	1.6%	139	4.8%	627	2.0%
Professional, Scientific & Tech Services	35	10.6%	198	7.0%	157	10.2%	1,789	9.0%	275	9.6%	2,412	7.7%
Legal Services	4	1.2%	18	0.6%	15	1.0%	138	0.7%	29	1.0%	206	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	2	0.0%	4	0.1%	7	0.0%
Administrative & Support & Waste Management & Remediation	10	3.0%	53	1.9%	76	5.0%	761	3.8%	159	5.5%	1,212	3.9%
Educational Services	6	1.8%	261	9.3%	36	2.3%	1,308	6.6%	70	2.4%	2,683	8.6%
Health Care & Social Assistance	20	6.0%	294	10.4%	76	5.0%	1,808	9.1%	142	4.9%	2,737	8.8%
Arts, Entertainment & Recreation	9	2.7%	102	3.6%	26	1.7%	296	1.5%	61	2.1%	774	2.5%
Accommodation & Food Services	23	6.9%	398	14.1%	108	7.0%	2,406	12.1%	167	5.8%	3,344	10.7%
Accommodation	1	0.3%	17	0.6%	10	0.7%	218	1.1%	11	0.4%	260	0.8%
Food Services & Drinking Places	22	6.6%	381	13.5%	98	6.4%	2,188	11.0%	156	5.4%	3,084	9.9%
Other Services (except Public Administration)	41	12.4%	208	7.4%	176	11.5%	1,024	5.1%	348	12.1%	1,919	6.2%
Automotive Repair & Maintenance	9	2.7%	43	1.5%	44	2.9%	274	1.4%	70	2.4%	389	1.2%
Public Administration	17	5.1%	156	5.5%	42	2.7%	531	2.7%	58	2.0%	834	2.7%
Unclassified Establishments	16	4.8%	7	0.2%	77	5.0%	119	0.6%	147	5.1%	139	0.4%
Total	331	100.0%	2,817	100.0%	1,532	100.0%	19,911	100.0%	2,879	100.0%	31,144	100.0%

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Retail MarketPlace Profile

Milford - SR 28 at I-275
 1 Edgcombe Dr, Milford, OH, 45150
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.18186
 Longitude: -84.27402

Summary Demographics

2016 Population	6,179
2016 Households	2,899
2016 Median Disposable Income	\$37,847
2016 Per Capita Income	\$27,654

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	\$87,304,970	\$115,231,371	-\$27,926,401	-13.8	71
Total Retail Trade	44-45	\$79,369,750	\$102,118,590	-\$22,748,840	-12.5	50
Total Food & Drink	722	\$7,935,220	\$13,112,781	-\$5,177,561	-24.6	21

Industry Group

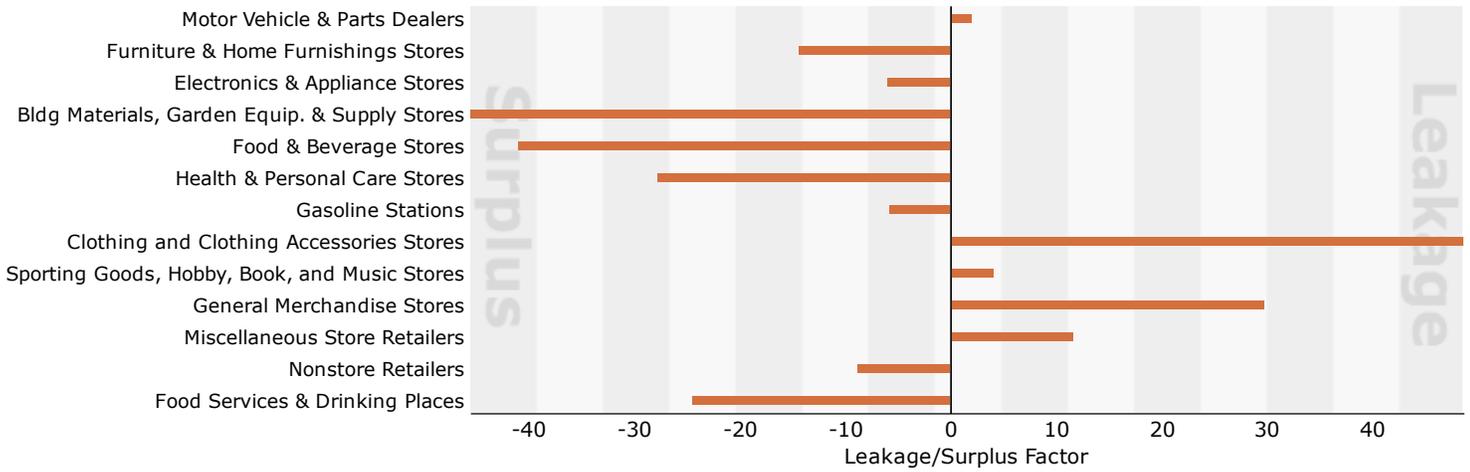
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,794,620	\$17,081,071	\$713,549	2.0	6
Automobile Dealers	4411	\$14,529,737	\$13,930,356	\$599,381	2.1	3
Other Motor Vehicle Dealers	4412	\$1,937,304	\$0	\$1,937,304	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,327,579	\$2,719,588	-\$1,392,009	-34.4	3
Furniture & Home Furnishings Stores	442	\$2,059,633	\$2,752,173	-\$692,540	-14.4	2
Furniture Stores	4421	\$1,332,624	\$544,028	\$788,596	42.0	1
Home Furnishings Stores	4422	\$727,009	\$2,208,145	-\$1,481,136	-50.5	1
Electronics & Appliance Stores	443	\$4,345,227	\$4,906,219	-\$560,992	-6.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,684,090	\$9,866,210	-\$6,182,120	-45.6	3
Bldg Material & Supplies Dealers	4441	\$3,139,177	\$8,974,489	-\$5,835,312	-48.2	1
Lawn & Garden Equip & Supply Stores	4442	\$544,913	\$891,721	-\$346,808	-24.1	2
Food & Beverage Stores	445	\$14,547,481	\$34,865,465	-\$20,317,984	-41.1	6
Grocery Stores	4451	\$13,420,112	\$32,708,536	-\$19,288,424	-41.8	4
Specialty Food Stores	4452	\$703,873	\$1,476,215	-\$772,342	-35.4	1
Beer, Wine & Liquor Stores	4453	\$423,496	\$680,715	-\$257,219	-23.3	1
Health & Personal Care Stores	446,4461	\$5,999,284	\$10,630,606	-\$4,631,322	-27.8	6
Gasoline Stations	447,4471	\$5,633,153	\$6,327,468	-\$694,315	-5.8	4
Clothing & Clothing Accessories Stores	448	\$3,457,713	\$1,192,577	\$2,265,136	48.7	3
Clothing Stores	4481	\$2,208,704	\$1,103,385	\$1,105,319	33.4	3
Shoe Stores	4482	\$426,880	\$0	\$426,880	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$822,130	\$0	\$822,130	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,496,326	\$2,302,951	\$193,375	4.0	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,002,770	\$2,302,951	-\$300,181	-7.0	3
Book, Periodical & Music Stores	4512	\$493,556	\$0	\$493,556	100.0	0
General Merchandise Stores	452	\$14,382,344	\$7,761,164	\$6,621,180	29.9	3
Department Stores Excluding Leased Depts.	4521	\$11,288,418	\$0	\$11,288,418	100.0	0
Other General Merchandise Stores	4529	\$3,093,925	\$7,108,563	-\$4,014,638	-39.3	3
Miscellaneous Store Retailers	453	\$3,715,303	\$2,934,646	\$780,657	11.7	9
Florists	4531	\$150,248	\$212,040	-\$61,792	-17.1	1
Office Supplies, Stationery & Gift Stores	4532	\$855,122	\$190,663	\$664,459	63.5	1
Used Merchandise Stores	4533	\$540,591	\$836,064	-\$295,473	-21.5	3
Other Miscellaneous Store Retailers	4539	\$2,169,341	\$1,695,879	\$473,462	12.2	4
Nonstore Retailers	454	\$1,254,576	\$1,498,039	-\$243,463	-8.8	1
Electronic Shopping & Mail-Order Houses	4541	\$684,463	\$1,485,584	-\$801,121	-36.9	1
Vending Machine Operators	4542	\$128,880	\$0	\$128,880	100.0	0
Direct Selling Establishments	4543	\$441,233	\$0	\$441,233	100.0	0
Food Services & Drinking Places	722	\$7,935,220	\$13,112,781	-\$5,177,561	-24.6	21
Full-Service Restaurants	7221	\$3,946,063	\$4,596,547	-\$650,484	-7.6	13
Limited-Service Eating Places	7222	\$3,530,556	\$8,434,685	-\$4,904,129	-41.0	8
Special Food Services	7223	\$206,050	\$0	\$206,050	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$252,551	\$0	\$252,551	100.0	0

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.

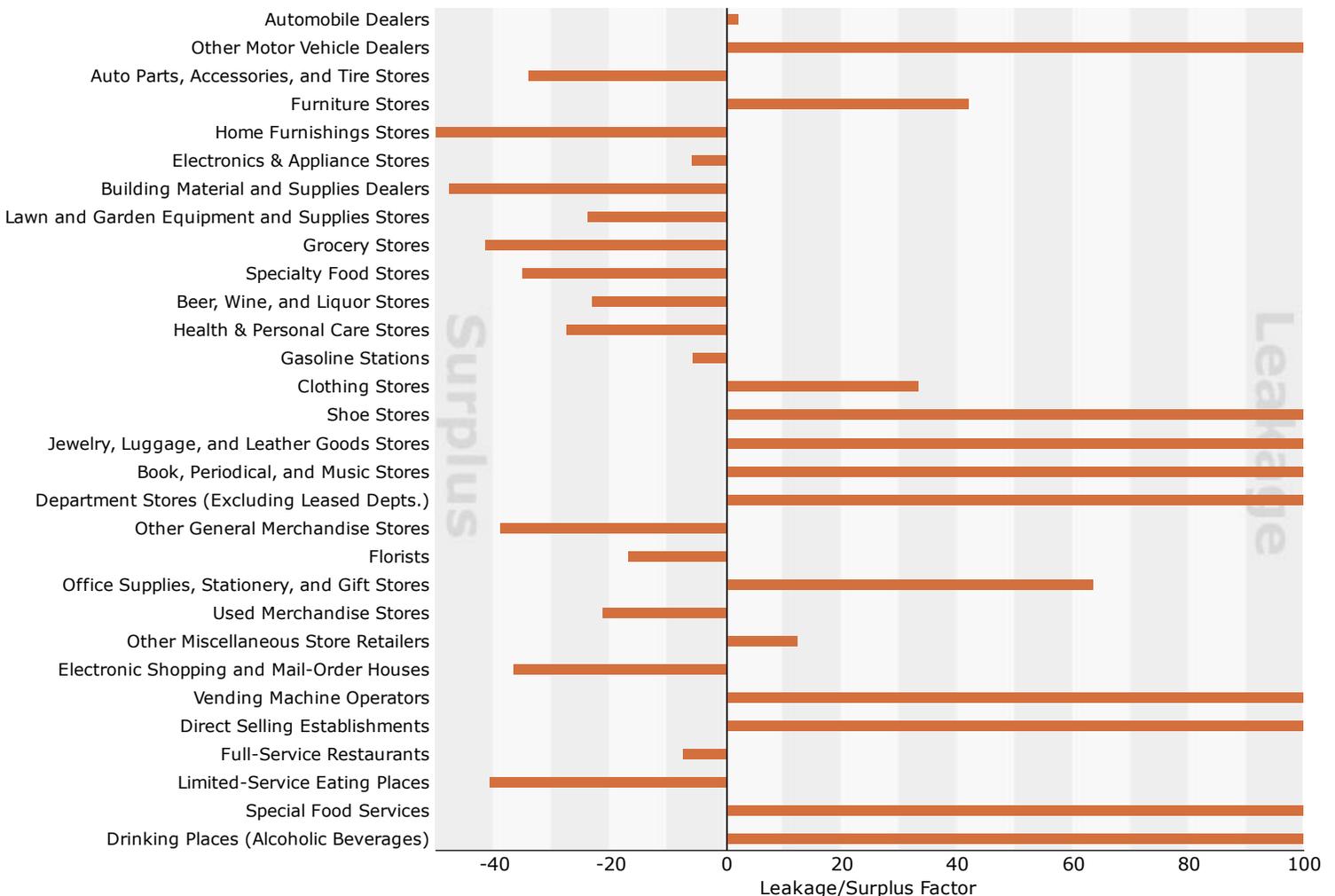
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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

Retail MarketPlace Profile

Milford - SR 28 at I-275
 1 Edgcombe Dr, Milford, OH, 45150
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.18186
 Longitude: -84.27402

Summary Demographics

2016 Population	30,398
2016 Households	12,041
2016 Median Disposable Income	\$54,157
2016 Per Capita Income	\$37,128

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	\$568,046,886	\$784,553,570	-\$216,506,684	-16.0	314
Total Retail Trade	44-45	\$515,498,403	\$711,859,641	-\$196,361,238	-16.0	215
Total Food & Drink	722	\$52,548,483	\$72,693,930	-\$20,145,447	-16.1	98

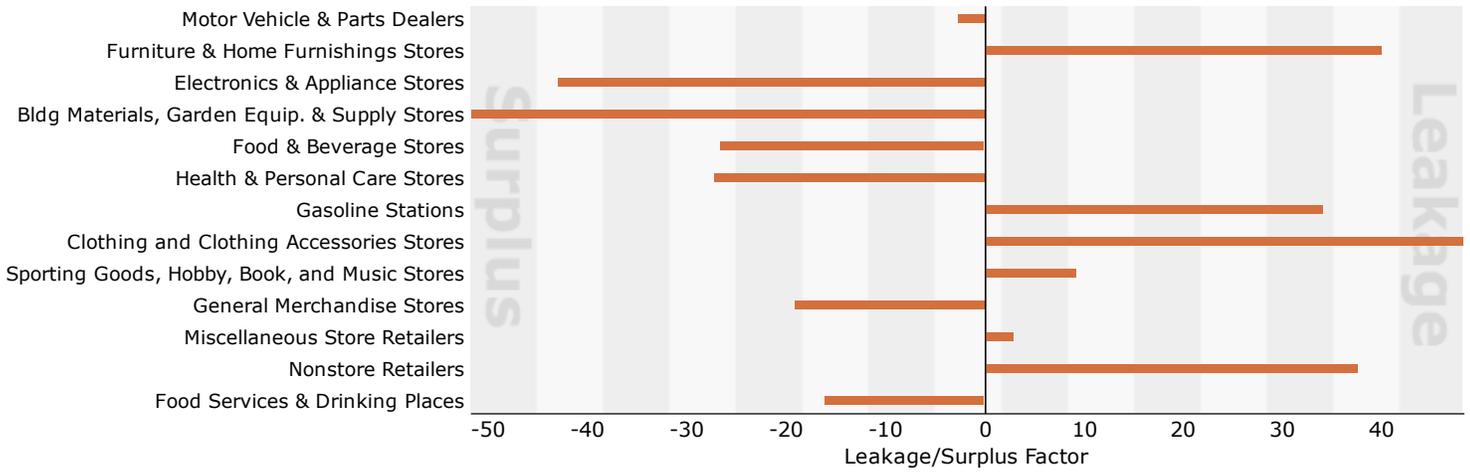
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$116,794,527	\$123,446,735	-\$6,652,208	-2.8	23
Automobile Dealers	4411	\$94,665,585	\$75,330,004	\$19,335,581	11.4	9
Other Motor Vehicle Dealers	4412	\$13,389,655	\$38,839,608	-\$25,449,953	-48.7	3
Auto Parts, Accessories & Tire Stores	4413	\$8,739,287	\$9,277,124	-\$537,837	-3.0	11
Furniture & Home Furnishings Stores	442	\$13,846,469	\$5,916,795	\$7,929,674	40.1	8
Furniture Stores	4421	\$8,931,001	\$1,161,789	\$7,769,212	77.0	3
Home Furnishings Stores	4422	\$4,915,468	\$4,755,006	\$160,462	1.7	5
Electronics & Appliance Stores	443	\$28,843,059	\$72,427,028	-\$43,583,969	-43.0	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,200,784	\$82,382,429	-\$56,181,645	-51.7	25
Bldg Material & Supplies Dealers	4441	\$22,571,743	\$78,341,117	-\$55,769,374	-55.3	16
Lawn & Garden Equip & Supply Stores	4442	\$3,629,042	\$4,041,312	-\$412,270	-5.4	9
Food & Beverage Stores	445	\$91,350,688	\$157,609,994	-\$66,259,306	-26.6	28
Grocery Stores	4451	\$84,226,690	\$152,557,018	-\$68,330,328	-28.9	20
Specialty Food Stores	4452	\$4,415,771	\$3,142,191	\$1,273,580	16.9	5
Beer, Wine & Liquor Stores	4453	\$2,708,226	\$1,910,784	\$797,442	17.3	3
Health & Personal Care Stores	446,4461	\$38,371,725	\$67,053,532	-\$28,681,807	-27.2	19
Gasoline Stations	447,4471	\$35,148,032	\$17,226,400	\$17,921,632	34.2	10
Clothing & Clothing Accessories Stores	448	\$22,870,742	\$7,978,324	\$14,892,418	48.3	15
Clothing Stores	4481	\$14,424,223	\$2,871,988	\$11,552,235	66.8	9
Shoe Stores	4482	\$2,700,640	\$0	\$2,700,640	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,745,880	\$5,106,336	\$639,544	5.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$16,716,936	\$13,866,320	\$2,850,616	9.3	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,513,649	\$13,680,322	-\$166,673	-0.6	16
Book, Periodical & Music Stores	4512	\$3,203,287	\$185,998	\$3,017,289	89.0	1
General Merchandise Stores	452	\$93,333,826	\$137,757,918	-\$44,424,092	-19.2	12
Department Stores Excluding Leased Depts.	4521	\$73,733,524	\$119,445,486	-\$45,711,962	-23.7	4
Other General Merchandise Stores	4529	\$19,600,302	\$18,312,431	\$1,287,871	3.4	8
Miscellaneous Store Retailers	453	\$23,874,553	\$22,507,006	\$1,367,547	2.9	37
Florists	4531	\$1,048,257	\$527,404	\$520,853	33.1	3
Office Supplies, Stationery & Gift Stores	4532	\$5,652,979	\$4,064,782	\$1,588,197	16.3	7
Used Merchandise Stores	4533	\$3,535,509	\$1,915,364	\$1,620,145	29.7	7
Other Miscellaneous Store Retailers	4539	\$13,637,807	\$15,999,456	-\$2,361,649	-8.0	20
Nonstore Retailers	454	\$8,147,061	\$3,687,161	\$4,459,900	37.7	4
Electronic Shopping & Mail-Order Houses	4541	\$4,500,896	\$2,904,069	\$1,596,827	21.6	2
Vending Machine Operators	4542	\$812,707	\$0	\$812,707	100.0	0
Direct Selling Establishments	4543	\$2,833,458	\$783,092	\$2,050,366	56.7	2
Food Services & Drinking Places	722	\$52,548,483	\$72,693,930	-\$20,145,447	-16.1	98
Full-Service Restaurants	7221	\$26,309,907	\$30,788,034	-\$4,478,127	-7.8	53
Limited-Service Eating Places	7222	\$23,183,285	\$38,943,147	-\$15,759,862	-25.4	39
Special Food Services	7223	\$1,417,790	\$2,265,013	-\$847,223	-23.0	3
Drinking Places - Alcoholic Beverages	7224	\$1,637,500	\$697,736	\$939,764	40.2	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

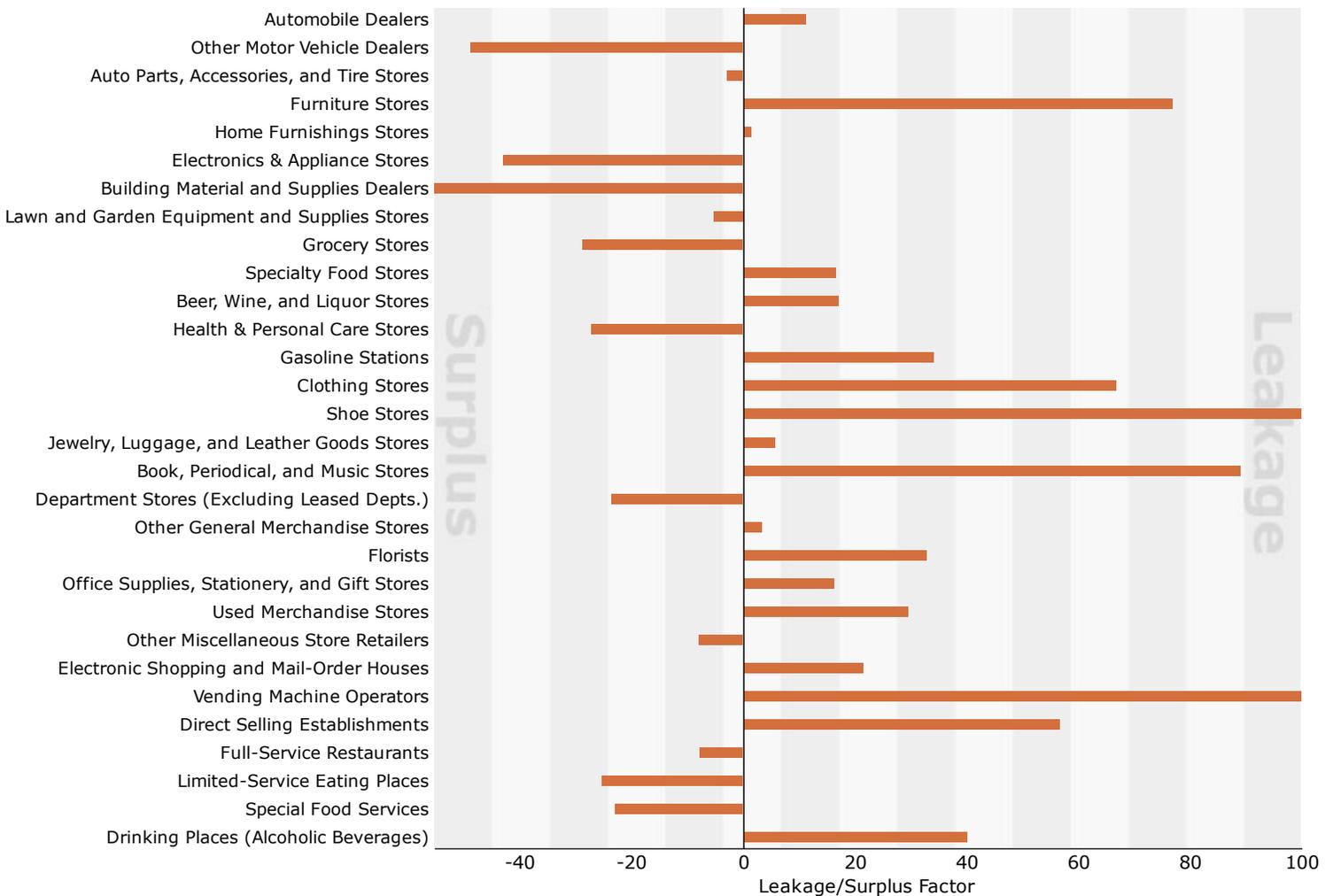
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Milford - SR 28 at I-275
 1 Edgcombe Dr, Milford, OH, 45150
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.18186
 Longitude: -84.27402

Summary Demographics

2016 Population	81,371
2016 Households	30,518
2016 Median Disposable Income	\$59,905
2016 Per Capita Income	\$40,752

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	\$1,665,218,533	\$1,153,459,234	\$511,759,299	18.2	569
Total Retail Trade	44-45	\$1,510,321,786	\$1,048,661,431	\$461,660,355	18.0	412
Total Food & Drink	722	\$154,896,747	\$104,797,803	\$50,098,944	19.3	157

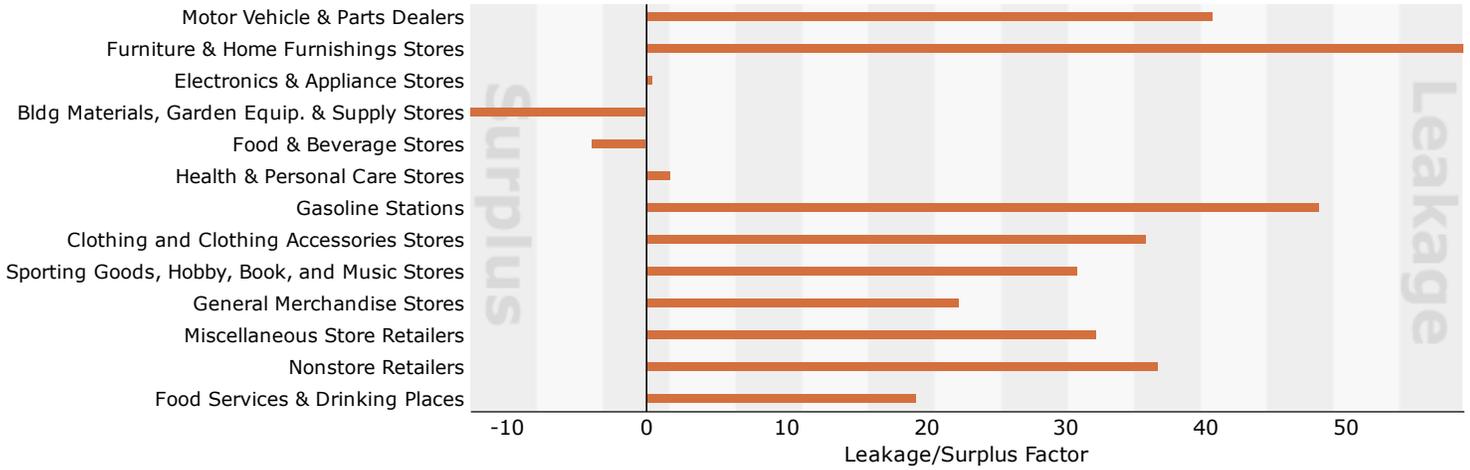
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$342,966,686	\$144,962,527	\$198,004,159	40.6	38
Automobile Dealers	4411	\$277,868,809	\$86,148,544	\$191,720,265	52.7	16
Other Motor Vehicle Dealers	4412	\$39,574,781	\$45,281,144	-\$5,706,363	-6.7	4
Auto Parts, Accessories & Tire Stores	4413	\$25,523,095	\$13,532,840	\$11,990,255	30.7	17
Furniture & Home Furnishings Stores	442	\$40,941,695	\$10,715,202	\$30,226,493	58.5	16
Furniture Stores	4421	\$26,531,203	\$2,202,454	\$24,328,749	84.7	4
Home Furnishings Stores	4422	\$14,410,492	\$8,512,748	\$5,897,744	25.7	12
Electronics & Appliance Stores	443	\$84,902,294	\$84,252,622	\$649,672	0.4	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$76,849,544	\$99,047,191	-\$22,197,647	-12.6	40
Bldg Material & Supplies Dealers	4441	\$66,474,471	\$89,055,108	-\$22,580,637	-14.5	28
Lawn & Garden Equip & Supply Stores	4442	\$10,375,073	\$9,992,082	\$382,991	1.9	13
Food & Beverage Stores	445	\$266,018,809	\$287,831,197	-\$21,812,388	-3.9	57
Grocery Stores	4451	\$245,262,621	\$274,488,839	-\$29,226,218	-5.6	34
Specialty Food Stores	4452	\$12,869,327	\$7,183,879	\$5,685,448	28.4	15
Beer, Wine & Liquor Stores	4453	\$7,886,861	\$6,158,479	\$1,728,382	12.3	7
Health & Personal Care Stores	446,4461	\$110,862,040	\$107,157,760	\$3,704,280	1.7	34
Gasoline Stations	447,4471	\$102,476,503	\$35,800,941	\$66,675,562	48.2	18
Clothing & Clothing Accessories Stores	448	\$67,678,240	\$31,988,658	\$35,689,582	35.8	46
Clothing Stores	4481	\$42,549,078	\$21,612,400	\$20,936,678	32.6	32
Shoe Stores	4482	\$7,984,860	\$1,269,025	\$6,715,835	72.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$17,144,303	\$9,107,233	\$8,037,070	30.6	13
Sporting Goods, Hobby, Book & Music Stores	451	\$49,928,392	\$26,366,061	\$23,562,331	30.9	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,431,774	\$22,290,631	\$18,141,143	28.9	30
Book, Periodical & Music Stores	4512	\$9,496,618	\$4,075,430	\$5,421,188	39.9	5
General Merchandise Stores	452	\$274,663,113	\$174,031,681	\$100,631,432	22.4	18
Department Stores Excluding Leased Depts.	4521	\$217,442,425	\$152,141,657	\$65,300,768	17.7	5
Other General Merchandise Stores	4529	\$57,220,688	\$21,890,024	\$35,330,664	44.7	13
Miscellaneous Store Retailers	453	\$69,716,264	\$35,700,221	\$34,016,043	32.3	68
Florists	4531	\$2,993,230	\$982,369	\$2,010,861	50.6	6
Office Supplies, Stationery & Gift Stores	4532	\$16,619,833	\$6,873,046	\$9,746,787	41.5	15
Used Merchandise Stores	4533	\$10,462,969	\$2,646,250	\$7,816,719	59.6	15
Other Miscellaneous Store Retailers	4539	\$39,640,233	\$25,198,557	\$14,441,676	22.3	32
Nonstore Retailers	454	\$23,318,206	\$10,807,369	\$12,510,837	36.7	8
Electronic Shopping & Mail-Order Houses	4541	\$13,141,664	\$6,116,991	\$7,024,673	36.5	4
Vending Machine Operators	4542	\$2,372,307	\$0	\$2,372,307	100.0	0
Direct Selling Establishments	4543	\$7,804,235	\$4,690,378	\$3,113,857	24.9	4
Food Services & Drinking Places	722	\$154,896,747	\$104,797,803	\$50,098,944	19.3	157
Full-Service Restaurants	7221	\$77,578,989	\$45,126,211	\$32,452,778	26.4	82
Limited-Service Eating Places	7222	\$68,307,218	\$52,728,631	\$15,578,587	12.9	57
Special Food Services	7223	\$4,210,402	\$3,331,370	\$879,032	11.7	8
Drinking Places - Alcoholic Beverages	7224	\$4,800,137	\$3,611,590	\$1,188,547	14.1	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

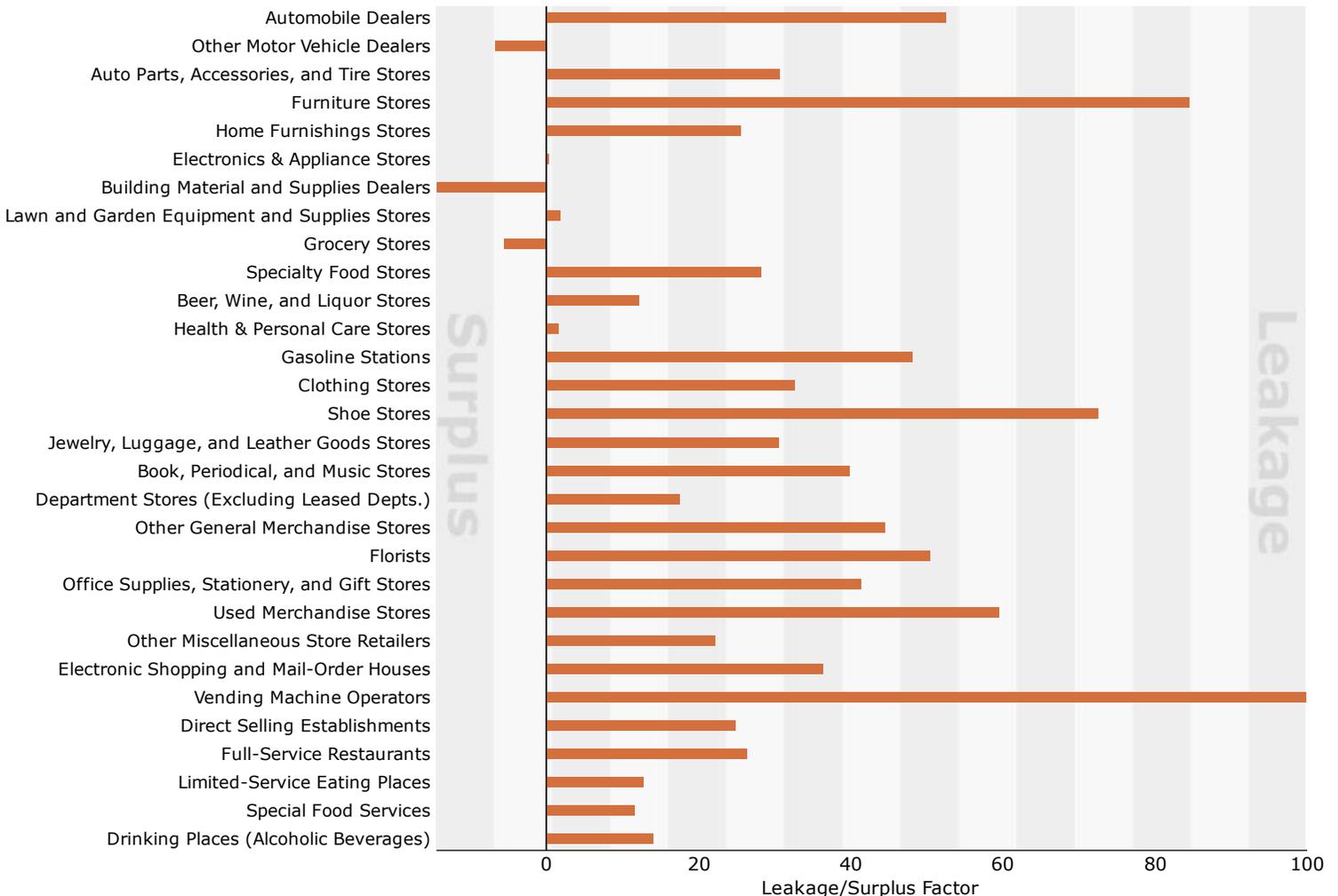
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Demographic Summary	2016	2021
Population	6,179	6,347
Population 18+	4,936	5,089
Households	2,899	2,991
Median Household Income	\$44,187	\$51,885

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,330	47.2%	100
Bought any women's clothing in last 12 months	2,168	43.9%	100
Bought clothing for child <13 years in last 6 months	1,263	25.6%	93
Bought any shoes in last 12 months	2,562	51.9%	96
Bought costume jewelry in last 12 months	982	19.9%	102
Bought any fine jewelry in last 12 months	871	17.6%	96
Bought a watch in last 12 months	499	10.1%	92
Automobiles (Households)			
HH owns/leases any vehicle	2,505	86.4%	101
HH bought/leased new vehicle last 12 mo	247	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,267	86.4%	102
Bought/changed motor oil in last 12 months	2,532	51.3%	104
Had tune-up in last 12 months	1,446	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,139	63.6%	97
Drank regular cola in last 6 months	2,277	46.1%	103
Drank beer/ale in last 6 months	2,236	45.3%	106
Cameras (Adults)			
Own digital point & shoot camera	1,387	28.1%	96
Own digital single-lens reflex (SLR) camera	365	7.4%	86
Bought any camera in last 12 months	257	5.2%	91
Printed digital photos in last 12 months	141	2.9%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,868	37.8%	105
Have a smartphone	2,707	54.8%	93
Have a smartphone: Android phone (any brand)	1,367	27.7%	103
Have a smartphone: Apple iPhone	1,083	21.9%	85
Number of cell phones in household: 1	1,106	38.2%	119
Number of cell phones in household: 2	1,066	36.8%	98
Number of cell phones in household: 3+	568	19.6%	77
HH has cell phone only (no landline telephone)	1,338	46.2%	110
Computers (Households)			
HH owns a computer	2,138	73.7%	96
HH owns desktop computer	1,200	41.4%	91
HH owns laptop/notebook	1,511	52.1%	96
HH owns any Apple/Mac brand computer	353	12.2%	81
HH owns any PC/non-Apple brand computer	1,928	66.5%	98
HH purchased most recent computer in a store	1,047	36.1%	96
HH purchased most recent computer online	344	11.9%	91
Spent <\$500 on most recent home computer	445	15.4%	106
Spent \$500-\$999 on most recent home computer	550	19.0%	99
Spent \$1,000-\$1,499 on most recent home computer	235	8.1%	86
Spent \$1,500-\$1,999 on most recent home computer	111	3.8%	84
Spent \$2,000+ on most recent home computer	97	3.3%	85

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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,605	52.8%	104
Bought brewed coffee at convenience store in last 30 days	840	17.0%	108
Bought cigarettes at convenience store in last 30 days	828	16.8%	134
Bought gas at convenience store in last 30 days	1,785	36.2%	109
Spent at convenience store in last 30 days: <\$20	385	7.8%	96
Spent at convenience store in last 30 days: \$20-\$39	478	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	404	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	215	4.4%	98
Spent at convenience store in last 30 days: \$100+	1,285	26.0%	114
Entertainment (Adults)			
Attended a movie in last 6 months	2,792	56.6%	95
Went to live theater in last 12 months	572	11.6%	89
Went to a bar/night club in last 12 months	868	17.6%	105
Dined out in last 12 months	2,158	43.7%	97
Gambled at a casino in last 12 months	657	13.3%	97
Visited a theme park in last 12 months	769	15.6%	88
Viewed movie (video-on-demand) in last 30 days	807	16.3%	96
Viewed TV show (video-on-demand) in last 30 days	587	11.9%	92
Watched any pay-per-view TV in last 12 months	571	11.6%	88
Downloaded a movie over the Internet in last 30 days	331	6.7%	93
Downloaded any individual song in last 6 months	925	18.7%	92
Watched a movie online in the last 30 days	748	15.2%	95
Watched a TV program online in last 30 days	695	14.1%	94
Played a video/electronic game (console) in last 12 months	553	11.2%	107
Played a video/electronic game (portable) in last 12 months	251	5.1%	112
Financial (Adults)			
Have home mortgage (1st)	1,418	28.7%	92
Used ATM/cash machine in last 12 months	2,310	46.8%	95
Own any stock	346	7.0%	92
Own U.S. savings bond	251	5.1%	96
Own shares in mutual fund (stock)	303	6.1%	85
Own shares in mutual fund (bonds)	171	3.5%	71
Have interest checking account	1,389	28.1%	100
Have non-interest checking account	1,379	27.9%	99
Have savings account	2,593	52.5%	97
Have 401K retirement savings plan	637	12.9%	89
Own/used any credit/debit card in last 12 months	3,631	73.6%	99
Avg monthly credit card expenditures: <\$111	619	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	328	6.6%	96
Avg monthly credit card expenditures: \$226-\$450	318	6.4%	102
Avg monthly credit card expenditures: \$451-\$700	233	4.7%	89
Avg monthly credit card expenditures: \$701-\$1,000	181	3.7%	85
Avg monthly credit card expenditures: \$1,001+	359	7.3%	80
Did banking online in last 12 months	1,625	32.9%	92
Did banking on mobile device in last 12 months	590	12.0%	85
Paid bills online in last 12 months	1,991	40.3%	94

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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,066	71.3%	103
Used bread in last 6 months	2,736	94.4%	100
Used chicken (fresh or frozen) in last 6 months	1,973	68.1%	99
Used turkey (fresh or frozen) in last 6 months	470	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	1,543	53.2%	97
Used fresh fruit/vegetables in last 6 months	2,470	85.2%	99
Used fresh milk in last 6 months	2,559	88.3%	100
Used organic food in last 6 months	507	17.5%	89
Health (Adults)			
Exercise at home 2+ times per week	1,374	27.8%	98
Exercise at club 2+ times per week	573	11.6%	89
Visited a doctor in last 12 months	3,756	76.1%	100
Used vitamin/dietary supplement in last 6 months	2,609	52.9%	100
Home (Households)			
Any home improvement in last 12 months	722	24.9%	93
Used housekeeper/maid/professional HH cleaning service in last 12	342	11.8%	90
Purchased low ticket HH furnishings in last 12 months	476	16.4%	102
Purchased big ticket HH furnishings in last 12 months	606	20.9%	100
Bought any small kitchen appliance in last 12 months	677	23.4%	105
Bought any large kitchen appliance in last 12 months	362	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	2,082	42.2%	99
Carry medical/hospital/accident insurance	3,276	66.4%	101
Carry homeowner insurance	2,290	46.4%	99
Carry renter's insurance	462	9.4%	115
Have auto insurance: 1 vehicle in household covered	1,080	37.3%	121
Have auto insurance: 2 vehicles in household covered	767	26.5%	93
Have auto insurance: 3+ vehicles in household covered	513	17.7%	81
Pets (Households)			
Household owns any pet	1,485	51.2%	95
Household owns any cat	671	23.1%	103
Household owns any dog	1,051	36.3%	89
Psychographics (Adults)			
Buying American is important to me	2,300	46.6%	110
Usually buy items on credit rather than wait	604	12.2%	104
Usually buy based on quality - not price	911	18.5%	103
Price is usually more important than brand name	1,305	26.4%	101
Usually use coupons for brands I buy often	1,006	20.4%	108
Am interested in how to help the environment	800	16.2%	99
Usually pay more for environ safe product	639	12.9%	101
Usually value green products over convenience	542	11.0%	104
Likely to buy a brand that supports a charity	1,694	34.3%	98
Reading (Adults)			
Bought digital book in last 12 months	587	11.9%	90
Bought hardcover book in last 12 months	939	19.0%	91
Bought paperback book in last 12 month	1,533	31.1%	99
Read any daily newspaper (paper version)	1,450	29.4%	112
Read any digital newspaper in last 30 days	1,573	31.9%	96
Read any magazine (paper/electronic version) in last 6 months	4,522	91.6%	101

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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

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	3,737	75.7%	102
Went to family restaurant/steak house: 4+ times a month	1,400	28.4%	103
Went to fast food/drive-in restaurant in last 6 months	4,473	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,931	39.1%	99
Fast food/drive-in last 6 months: eat in	1,746	35.4%	97
Fast food/drive-in last 6 months: home delivery	392	7.9%	104
Fast food/drive-in last 6 months: take-out/drive-thru	2,393	48.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	899	18.2%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,435	29.1%	92
Own e-reader/tablet: iPad	612	12.4%	81
Own any portable MP3 player	1,415	28.7%	93
HH owns 1 TV	604	20.8%	102
HH owns 2 TVs	833	28.7%	111
HH owns 3 TVs	588	20.3%	95
HH owns 4+ TVs	496	17.1%	91
HH subscribes to cable TV	1,643	56.7%	114
HH subscribes to fiber optic	164	5.7%	74
HH has satellite dish	580	20.0%	79
HH owns DVD/Blu-ray player	1,704	58.8%	97
HH owns camcorder	356	12.3%	88
HH owns portable GPS navigation device	775	26.7%	97
HH purchased video game system in last 12 mos	193	6.7%	84
HH owns Internet video device for TV	160	5.5%	78
Travel (Adults)			
Domestic travel in last 12 months	2,225	45.1%	90
Took 3+ domestic non-business trips in last 12 months	487	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	455	9.2%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	278	5.6%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	153	3.1%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	171	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	198	4.0%	73
Domestic travel in the 12 months: used general travel website	256	5.2%	77
Foreign travel in last 3 years	899	18.2%	76
Took 3+ foreign trips by plane in last 3 years	149	3.0%	67
Spent on foreign vacations in last 12 months: <\$1,000	171	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	117	2.4%	73
Spent on foreign vacations in last 12 months: \$3,000+	156	3.2%	64
Foreign travel in last 3 years: used general travel website	204	4.1%	74
Nights spent in hotel/motel in last 12 months: any	1,832	37.1%	91
Took cruise of more than one day in last 3 years	300	6.1%	73
Member of any frequent flyer program	592	12.0%	73
Member of any hotel rewards program	600	12.2%	86

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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Demographic Summary		2016	2021
Population		30,398	31,268
Population 18+		23,261	24,241
Households		12,041	12,423
Median Household Income		\$68,282	\$78,929

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,641	50.0%	106
Bought any women's clothing in last 12 months	10,792	46.4%	106
Bought clothing for child <13 years in last 6 months	6,356	27.3%	99
Bought any shoes in last 12 months	13,012	55.9%	104
Bought costume jewelry in last 12 months	4,981	21.4%	110
Bought any fine jewelry in last 12 months	4,293	18.5%	101
Bought a watch in last 12 months	2,706	11.6%	106
Automobiles (Households)			
HH owns/leases any vehicle	10,964	91.1%	106
HH bought/leased new vehicle last 12 mo	1,435	11.9%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,133	90.9%	107
Bought/changed motor oil in last 12 months	11,834	50.9%	104
Had tune-up in last 12 months	7,111	30.6%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,330	65.9%	101
Drank regular cola in last 6 months	9,580	41.2%	92
Drank beer/ale in last 6 months	10,575	45.5%	107
Cameras (Adults)			
Own digital point & shoot camera	7,991	34.4%	118
Own digital single-lens reflex (SLR) camera	2,327	10.0%	116
Bought any camera in last 12 months	1,377	5.9%	104
Printed digital photos in last 12 months	709	3.0%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,489	36.5%	101
Have a smartphone	14,123	60.7%	103
Have a smartphone: Android phone (any brand)	5,995	25.8%	96
Have a smartphone: Apple iPhone	6,878	29.6%	114
Number of cell phones in household: 1	3,458	28.7%	89
Number of cell phones in household: 2	4,726	39.2%	105
Number of cell phones in household: 3+	3,352	27.8%	109
HH has cell phone only (no landline telephone)	4,320	35.9%	86
Computers (Households)			
HH owns a computer	9,885	82.1%	107
HH owns desktop computer	6,031	50.1%	111
HH owns laptop/notebook	6,952	57.7%	106
HH owns any Apple/Mac brand computer	2,012	16.7%	111
HH owns any PC/non-Apple brand computer	8,722	72.4%	107
HH purchased most recent computer in a store	4,905	40.7%	108
HH purchased most recent computer online	1,693	14.1%	108
Spent <\$500 on most recent home computer	1,700	14.1%	97
Spent \$500-\$999 on most recent home computer	2,559	21.3%	111
Spent \$1,000-\$1,499 on most recent home computer	1,315	10.9%	115
Spent \$1,500-\$1,999 on most recent home computer	614	5.1%	112
Spent \$2,000+ on most recent home computer	552	4.6%	117

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Retail Market Potential

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	12,428	53.4%	105
Bought brewed coffee at convenience store in last 30 days	3,820	16.4%	105
Bought cigarettes at convenience store in last 30 days	2,776	11.9%	95
Bought gas at convenience store in last 30 days	7,990	34.3%	104
Spent at convenience store in last 30 days: <\$20	2,096	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	2,177	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	1,750	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	1,038	4.5%	101
Spent at convenience store in last 30 days: \$100+	5,470	23.5%	103
Entertainment (Adults)			
Attended a movie in last 6 months	14,373	61.8%	104
Went to live theater in last 12 months	3,658	15.7%	121
Went to a bar/night club in last 12 months	4,130	17.8%	106
Dined out in last 12 months	12,117	52.1%	116
Gambled at a casino in last 12 months	3,449	14.8%	108
Visited a theme park in last 12 months	4,304	18.5%	105
Viewed movie (video-on-demand) in last 30 days	4,666	20.1%	118
Viewed TV show (video-on-demand) in last 30 days	3,419	14.7%	114
Watched any pay-per-view TV in last 12 months	3,105	13.3%	102
Downloaded a movie over the Internet in last 30 days	1,634	7.0%	98
Downloaded any individual song in last 6 months	5,079	21.8%	107
Watched a movie online in the last 30 days	3,599	15.5%	97
Watched a TV program online in last 30 days	3,424	14.7%	98
Played a video/electronic game (console) in last 12 months	2,359	10.1%	97
Played a video/electronic game (portable) in last 12 months	1,056	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	8,884	38.2%	123
Used ATM/cash machine in last 12 months	12,324	53.0%	108
Own any stock	2,398	10.3%	135
Own U.S. savings bond	1,626	7.0%	132
Own shares in mutual fund (stock)	2,277	9.8%	135
Own shares in mutual fund (bonds)	1,477	6.3%	131
Have interest checking account	8,001	34.4%	122
Have non-interest checking account	7,142	30.7%	109
Have savings account	13,996	60.2%	111
Have 401K retirement savings plan	4,090	17.6%	121
Own/used any credit/debit card in last 12 months	18,726	80.5%	108
Avg monthly credit card expenditures: <\$111	2,931	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	1,649	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	1,686	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	1,475	6.3%	119
Avg monthly credit card expenditures: \$701-\$1,000	1,240	5.3%	124
Avg monthly credit card expenditures: \$1,001+	2,847	12.2%	135
Did banking online in last 12 months	9,501	40.8%	114
Did banking on mobile device in last 12 months	3,345	14.4%	103
Paid bills online in last 12 months	11,045	47.5%	110

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Retail Market Potential

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,794	73.0%	105
Used bread in last 6 months	11,428	94.9%	101
Used chicken (fresh or frozen) in last 6 months	8,527	70.8%	103
Used turkey (fresh or frozen) in last 6 months	2,113	17.5%	111
Used fish/seafood (fresh or frozen) in last 6 months	6,804	56.5%	103
Used fresh fruit/vegetables in last 6 months	10,571	87.8%	102
Used fresh milk in last 6 months	10,801	89.7%	102
Used organic food in last 6 months	2,279	18.9%	96
Health (Adults)			
Exercise at home 2+ times per week	7,188	30.9%	109
Exercise at club 2+ times per week	3,624	15.6%	120
Visited a doctor in last 12 months	18,729	80.5%	106
Used vitamin/dietary supplement in last 6 months	13,272	57.1%	108
Home (Households)			
Any home improvement in last 12 months	3,780	31.4%	117
Used housekeeper/maid/professional HH cleaning service in last 12	1,868	15.5%	118
Purchased low ticket HH furnishings in last 12 months	2,077	17.2%	107
Purchased big ticket HH furnishings in last 12 months	2,671	22.2%	106
Bought any small kitchen appliance in last 12 months	2,830	23.5%	106
Bought any large kitchen appliance in last 12 months	1,694	14.1%	111
Insurance (Adults/Households)			
Currently carry life insurance	11,464	49.3%	115
Carry medical/hospital/accident insurance	16,590	71.3%	109
Carry homeowner insurance	13,497	58.0%	123
Carry renter's insurance	1,802	7.7%	95
Have auto insurance: 1 vehicle in household covered	3,438	28.6%	93
Have auto insurance: 2 vehicles in household covered	3,763	31.3%	110
Have auto insurance: 3+ vehicles in household covered	3,244	26.9%	123
Pets (Households)			
Household owns any pet	6,892	57.2%	106
Household owns any cat	2,944	24.4%	109
Household owns any dog	5,146	42.7%	105
Psychographics (Adults)			
Buying American is important to me	10,600	45.6%	108
Usually buy items on credit rather than wait	2,716	11.7%	99
Usually buy based on quality - not price	4,185	18.0%	100
Price is usually more important than brand name	5,770	24.8%	95
Usually use coupons for brands I buy often	4,608	19.8%	105
Am interested in how to help the environment	3,475	14.9%	92
Usually pay more for environ safe product	2,753	11.8%	93
Usually value green products over convenience	2,188	9.4%	89
Likely to buy a brand that supports a charity	7,945	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	3,597	15.5%	117
Bought hardcover book in last 12 months	5,260	22.6%	108
Bought paperback book in last 12 month	8,117	34.9%	111
Read any daily newspaper (paper version)	7,147	30.7%	117
Read any digital newspaper in last 30 days	8,482	36.5%	109
Read any magazine (paper/electronic version) in last 6 months	21,630	93.0%	102

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Retail Market Potential

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

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	18,424	79.2%	106
Went to family restaurant/steak house: 4+ times a month	7,092	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	21,115	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	9,270	39.9%	101
Fast food/drive-in last 6 months: eat in	8,836	38.0%	104
Fast food/drive-in last 6 months: home delivery	1,697	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	11,401	49.0%	106
Fast food/drive-in last 6 months: take-out/walk-in	4,703	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	8,418	36.2%	114
Own e-reader/tablet: iPad	4,225	18.2%	118
Own any portable MP3 player	7,946	34.2%	111
HH owns 1 TV	2,008	16.7%	82
HH owns 2 TVs	3,163	26.3%	101
HH owns 3 TVs	2,735	22.7%	106
HH owns 4+ TVs	2,744	22.8%	121
HH subscribes to cable TV	6,526	54.2%	109
HH subscribes to fiber optic	1,067	8.9%	116
HH has satellite dish	2,816	23.4%	92
HH owns DVD/Blu-ray player	7,629	63.4%	105
HH owns camcorder	1,953	16.2%	116
HH owns portable GPS navigation device	4,013	33.3%	121
HH purchased video game system in last 12 mos	854	7.1%	89
HH owns Internet video device for TV	890	7.4%	105
Travel (Adults)			
Domestic travel in last 12 months	13,281	57.1%	114
Took 3+ domestic non-business trips in last 12 months	3,096	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	2,467	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,582	6.8%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,022	4.4%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,285	5.5%	142
Spent on domestic vacations in last 12 months: \$3,000+	1,659	7.1%	129
Domestic travel in the 12 months: used general travel website	1,759	7.6%	112
Foreign travel in last 3 years	6,346	27.3%	113
Took 3+ foreign trips by plane in last 3 years	1,186	5.1%	113
Spent on foreign vacations in last 12 months: <\$1,000	1,151	4.9%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	821	3.5%	108
Spent on foreign vacations in last 12 months: \$3,000+	1,379	5.9%	119
Foreign travel in last 3 years: used general travel website	1,430	6.1%	110
Nights spent in hotel/motel in last 12 months: any	10,940	47.0%	116
Took cruise of more than one day in last 3 years	2,323	10.0%	119
Member of any frequent flyer program	4,857	20.9%	128
Member of any hotel rewards program	4,335	18.6%	132

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Retail Market Potential

Milford - SR 28 at I-275
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Demographic Summary	2016	2021
Population	81,371	83,882
Population 18+	61,009	63,962
Households	30,518	31,545
Median Household Income	\$78,629	\$87,376

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	30,665	50.3%	106
Bought any women's clothing in last 12 months	28,537	46.8%	106
Bought clothing for child <13 years in last 6 months	17,565	28.8%	104
Bought any shoes in last 12 months	34,728	56.9%	106
Bought costume jewelry in last 12 months	13,129	21.5%	110
Bought any fine jewelry in last 12 months	11,619	19.0%	104
Bought a watch in last 12 months	7,360	12.1%	110
Automobiles (Households)			
HH owns/leases any vehicle	28,013	91.8%	107
HH bought/leased new vehicle last 12 mo	3,950	12.9%	138
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	55,920	91.7%	108
Bought/changed motor oil in last 12 months	30,770	50.4%	103
Had tune-up in last 12 months	19,347	31.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	40,870	67.0%	102
Drank regular cola in last 6 months	24,913	40.8%	91
Drank beer/ale in last 6 months	27,975	45.9%	108
Cameras (Adults)			
Own digital point & shoot camera	21,233	34.8%	119
Own digital single-lens reflex (SLR) camera	6,596	10.8%	125
Bought any camera in last 12 months	3,634	6.0%	105
Printed digital photos in last 12 months	1,894	3.1%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,553	37.0%	102
Have a smartphone	38,958	63.9%	109
Have a smartphone: Android phone (any brand)	15,656	25.7%	95
Have a smartphone: Apple iPhone	19,666	32.2%	125
Number of cell phones in household: 1	7,960	26.1%	81
Number of cell phones in household: 2	12,166	39.9%	107
Number of cell phones in household: 3+	9,299	30.5%	120
HH has cell phone only (no landline telephone)	10,695	35.0%	84
Computers (Households)			
HH owns a computer	25,572	83.8%	109
HH owns desktop computer	15,802	51.8%	114
HH owns laptop/notebook	18,195	59.6%	110
HH owns any Apple/Mac brand computer	5,689	18.6%	124
HH owns any PC/non-Apple brand computer	22,335	73.2%	108
HH purchased most recent computer in a store	12,787	41.9%	111
HH purchased most recent computer online	4,566	15.0%	114
Spent <\$500 on most recent home computer	4,323	14.2%	98
Spent \$500-\$999 on most recent home computer	6,612	21.7%	114
Spent \$1,000-\$1,499 on most recent home computer	3,505	11.5%	121
Spent \$1,500-\$1,999 on most recent home computer	1,644	5.4%	118
Spent \$2,000+ on most recent home computer	1,506	4.9%	126

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Retail Market Potential

Milford - SR 28 at I-275
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Latitude: 39.18186
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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	32,958	54.0%	106
Bought brewed coffee at convenience store in last 30 days	9,954	16.3%	104
Bought cigarettes at convenience store in last 30 days	6,923	11.3%	91
Bought gas at convenience store in last 30 days	20,964	34.4%	104
Spent at convenience store in last 30 days: <\$20	5,671	9.3%	115
Spent at convenience store in last 30 days: \$20-\$39	5,790	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	4,617	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	2,660	4.4%	98
Spent at convenience store in last 30 days: \$100+	14,114	23.1%	101
Entertainment (Adults)			
Attended a movie in last 6 months	38,528	63.2%	106
Went to live theater in last 12 months	9,627	15.8%	121
Went to a bar/night club in last 12 months	10,933	17.9%	107
Dined out in last 12 months	32,314	53.0%	118
Gambled at a casino in last 12 months	9,215	15.1%	110
Visited a theme park in last 12 months	12,071	19.8%	112
Viewed movie (video-on-demand) in last 30 days	12,985	21.3%	125
Viewed TV show (video-on-demand) in last 30 days	9,510	15.6%	121
Watched any pay-per-view TV in last 12 months	8,543	14.0%	107
Downloaded a movie over the Internet in last 30 days	4,495	7.4%	103
Downloaded any individual song in last 6 months	14,026	23.0%	113
Watched a movie online in the last 30 days	9,488	15.6%	97
Watched a TV program online in last 30 days	9,459	15.5%	104
Played a video/electronic game (console) in last 12 months	6,148	10.1%	97
Played a video/electronic game (portable) in last 12 months	2,682	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	24,551	40.2%	129
Used ATM/cash machine in last 12 months	33,461	54.8%	112
Own any stock	6,456	10.6%	138
Own U.S. savings bond	4,170	6.8%	129
Own shares in mutual fund (stock)	6,330	10.4%	143
Own shares in mutual fund (bonds)	4,198	6.9%	142
Have interest checking account	21,242	34.8%	124
Have non-interest checking account	18,894	31.0%	110
Have savings account	37,202	61.0%	113
Have 401K retirement savings plan	11,492	18.8%	130
Own/used any credit/debit card in last 12 months	49,667	81.4%	109
Avg monthly credit card expenditures: <\$111	7,351	12.0%	104
Avg monthly credit card expenditures: \$111-\$225	4,183	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	4,422	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	3,911	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	3,303	5.4%	126
Avg monthly credit card expenditures: \$1,001+	8,334	13.7%	151
Did banking online in last 12 months	26,286	43.1%	121
Did banking on mobile device in last 12 months	9,645	15.8%	113
Paid bills online in last 12 months	30,316	49.7%	115

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Ring: 5 mile radius

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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	22,249	72.9%	105
Used bread in last 6 months	28,954	94.9%	101
Used chicken (fresh or frozen) in last 6 months	21,837	71.6%	104
Used turkey (fresh or frozen) in last 6 months	5,308	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	17,294	56.7%	104
Used fresh fruit/vegetables in last 6 months	26,964	88.4%	103
Used fresh milk in last 6 months	27,466	90.0%	102
Used organic food in last 6 months	6,230	20.4%	104
Health (Adults)			
Exercise at home 2+ times per week	19,515	32.0%	113
Exercise at club 2+ times per week	9,864	16.2%	124
Visited a doctor in last 12 months	49,215	80.7%	106
Used vitamin/dietary supplement in last 6 months	34,967	57.3%	108
Home (Households)			
Any home improvement in last 12 months	9,979	32.7%	122
Used housekeeper/maid/professional HH cleaning service in last 12	5,099	16.7%	127
Purchased low ticket HH furnishings in last 12 months	5,461	17.9%	111
Purchased big ticket HH furnishings in last 12 months	7,025	23.0%	110
Bought any small kitchen appliance in last 12 months	7,300	23.9%	108
Bought any large kitchen appliance in last 12 months	4,498	14.7%	116
Insurance (Adults/Households)			
Currently carry life insurance	30,447	49.9%	117
Carry medical/hospital/accident insurance	43,655	71.6%	109
Carry homeowner insurance	35,738	58.6%	124
Carry renter's insurance	4,716	7.7%	95
Have auto insurance: 1 vehicle in household covered	8,058	26.4%	86
Have auto insurance: 2 vehicles in household covered	10,134	33.2%	117
Have auto insurance: 3+ vehicles in household covered	8,494	27.8%	127
Pets (Households)			
Household owns any pet	17,934	58.8%	109
Household owns any cat	7,412	24.3%	108
Household owns any dog	13,571	44.5%	109
Psychographics (Adults)			
Buying American is important to me	26,773	43.9%	104
Usually buy items on credit rather than wait	6,997	11.5%	98
Usually buy based on quality - not price	10,824	17.7%	99
Price is usually more important than brand name	15,372	25.2%	96
Usually use coupons for brands I buy often	11,851	19.4%	103
Am interested in how to help the environment	8,877	14.6%	89
Usually pay more for environ safe product	7,322	12.0%	94
Usually value green products over convenience	5,568	9.1%	87
Likely to buy a brand that supports a charity	20,973	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	10,089	16.5%	125
Bought hardcover book in last 12 months	14,284	23.4%	112
Bought paperback book in last 12 month	21,394	35.1%	112
Read any daily newspaper (paper version)	17,675	29.0%	111
Read any digital newspaper in last 30 days	23,212	38.0%	114
Read any magazine (paper/electronic version) in last 6 months	56,851	93.2%	103

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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

Milford - SR 28 at I-275
1 Edgcombe Dr, Milford, OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.18186
Longitude: -84.27402

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	48,821	80.0%	107
Went to family restaurant/steak house: 4+ times a month	18,562	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	55,741	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	24,693	40.5%	103
Fast food/drive-in last 6 months: eat in	23,567	38.6%	106
Fast food/drive-in last 6 months: home delivery	4,535	7.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	30,798	50.5%	109
Fast food/drive-in last 6 months: take-out/walk-in	12,422	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	23,488	38.5%	121
Own e-reader/tablet: iPad	12,323	20.2%	132
Own any portable MP3 player	21,756	35.7%	116
HH owns 1 TV	4,936	16.2%	79
HH owns 2 TVs	7,760	25.4%	98
HH owns 3 TVs	7,157	23.5%	110
HH owns 4+ TVs	7,227	23.7%	125
HH subscribes to cable TV	15,737	51.6%	104
HH subscribes to fiber optic	3,151	10.3%	136
HH has satellite dish	7,603	24.9%	98
HH owns DVD/Blu-ray player	19,866	65.1%	108
HH owns camcorder	5,423	17.8%	127
HH owns portable GPS navigation device	10,439	34.2%	125
HH purchased video game system in last 12 mos	2,332	7.6%	96
HH owns Internet video device for TV	2,492	8.2%	116
Travel (Adults)			
Domestic travel in last 12 months	36,317	59.5%	119
Took 3+ domestic non-business trips in last 12 months	8,568	14.0%	126
Spent on domestic vacations in last 12 months: <\$1,000	6,758	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,339	7.1%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,673	4.4%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,409	5.6%	143
Spent on domestic vacations in last 12 months: \$3,000+	4,846	7.9%	144
Domestic travel in the 12 months: used general travel website	5,069	8.3%	123
Foreign travel in last 3 years	17,989	29.5%	122
Took 3+ foreign trips by plane in last 3 years	3,536	5.8%	129
Spent on foreign vacations in last 12 months: <\$1,000	3,158	5.2%	124
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,244	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	4,119	6.8%	136
Foreign travel in last 3 years: used general travel website	4,155	6.8%	122
Nights spent in hotel/motel in last 12 months: any	30,023	49.2%	121
Took cruise of more than one day in last 3 years	6,678	10.9%	131
Member of any frequent flyer program	14,225	23.3%	143
Member of any hotel rewards program	12,347	20.2%	143

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