





# Market Profile

SR 28 / SR 48  
 1907 STHY 28, Goshen, OH, 45122  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.23081  
 Longitude: -84.16242

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,907	12,715	34,901
2010 Total Population	2,783	14,228	41,708
2016 Total Population	2,887	14,660	43,013
2016 Group Quarters	60	140	142
2021 Total Population	2,978	15,088	44,279
2016-2021 Annual Rate	0.62%	0.58%	0.58%
<b>Household Summary</b>			
2000 Households	1,064	4,537	12,105
2000 Average Household Size	2.71	2.80	2.88
2010 Households	1,033	5,195	14,842
2010 Average Household Size	2.64	2.71	2.80
2016 Households	1,080	5,389	15,386
2016 Average Household Size	2.62	2.69	2.79
2021 Households	1,121	5,564	15,878
2021 Average Household Size	2.60	2.69	2.78
2016-2021 Annual Rate	0.75%	0.64%	0.63%
2010 Families	737	3,887	11,593
2010 Average Family Size	3.02	3.08	3.16
2016 Families	762	3,987	11,920
2016 Average Family Size	3.01	3.07	3.15
2021 Families	785	4,092	12,249
2021 Average Family Size	3.00	3.07	3.15
2016-2021 Annual Rate	0.60%	0.52%	0.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,143	4,758	12,499
Owner Occupied Housing Units	72.5%	82.9%	85.7%
Renter Occupied Housing Units	20.6%	12.5%	11.2%
Vacant Housing Units	6.8%	4.6%	3.2%
2010 Housing Units	1,142	5,561	15,616
Owner Occupied Housing Units	67.3%	79.7%	81.7%
Renter Occupied Housing Units	23.1%	13.7%	13.4%
Vacant Housing Units	9.5%	6.6%	5.0%
2016 Housing Units	1,195	5,778	16,237
Owner Occupied Housing Units	64.1%	77.4%	79.6%
Renter Occupied Housing Units	26.4%	15.9%	15.1%
Vacant Housing Units	9.6%	6.7%	5.2%
2021 Housing Units	1,244	5,990	16,825
Owner Occupied Housing Units	63.6%	76.9%	79.2%
Renter Occupied Housing Units	26.5%	15.9%	15.1%
Vacant Housing Units	9.9%	7.1%	5.6%
<b>Median Household Income</b>			
2016	\$40,160	\$53,377	\$71,248
2021	\$45,477	\$59,189	\$79,091
<b>Median Home Value</b>			
2016	\$117,627	\$144,936	\$188,494
2021	\$148,913	\$177,470	\$215,709
<b>Per Capita Income</b>			
2016	\$18,391	\$24,558	\$32,335
2021	\$19,771	\$26,809	\$35,348
<b>Median Age</b>			
2010	35.0	37.6	38.1
2016	36.7	38.6	39.1
2021	38.4	39.8	40.1

**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.

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<b>2016 Households by Income</b>			
Household Income Base	1,080	5,389	15,386
<\$15,000	15.3%	11.3%	7.0%
\$15,000 - \$24,999	7.9%	9.1%	7.1%
\$25,000 - \$34,999	19.9%	11.1%	9.0%
\$35,000 - \$49,999	16.2%	14.5%	11.0%
\$50,000 - \$74,999	20.4%	20.7%	17.8%
\$75,000 - \$99,999	13.1%	14.7%	15.1%
\$100,000 - \$149,999	4.6%	12.0%	17.8%
\$150,000 - \$199,999	2.3%	4.1%	8.5%
\$200,000+	0.3%	2.6%	6.6%
Average Household Income	\$50,186	\$66,559	\$90,054
<b>2021 Households by Income</b>			
Household Income Base	1,121	5,564	15,878
<\$15,000	15.3%	10.9%	6.6%
\$15,000 - \$24,999	7.6%	8.6%	6.5%
\$25,000 - \$34,999	20.7%	11.4%	8.5%
\$35,000 - \$49,999	8.6%	7.8%	6.4%
\$50,000 - \$74,999	26.0%	23.8%	18.6%
\$75,000 - \$99,999	14.2%	16.8%	16.2%
\$100,000 - \$149,999	4.5%	13.1%	20.2%
\$150,000 - \$199,999	2.8%	4.9%	10.1%
\$200,000+	0.4%	2.8%	7.0%
Average Household Income	\$53,785	\$72,507	\$98,216
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	766	4,473	12,927
<\$50,000	34.7%	20.0%	10.1%
\$50,000 - \$99,999	5.2%	9.6%	8.5%
\$100,000 - \$149,999	28.3%	22.6%	18.5%
\$150,000 - \$199,999	18.4%	19.2%	16.7%
\$200,000 - \$249,999	6.5%	9.9%	13.9%
\$250,000 - \$299,999	3.4%	4.1%	9.7%
\$300,000 - \$399,999	2.5%	8.9%	11.9%
\$400,000 - \$499,999	0.8%	3.0%	4.8%
\$500,000 - \$749,999	0.0%	1.3%	4.5%
\$750,000 - \$999,999	0.0%	0.0%	0.5%
\$1,000,000 +	0.0%	1.3%	0.8%
Average Home Value	\$116,601	\$176,615	\$225,582
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	791	4,609	13,331
<\$50,000	27.7%	16.7%	7.2%
\$50,000 - \$99,999	5.3%	6.0%	4.6%
\$100,000 - \$149,999	17.4%	14.5%	11.7%
\$150,000 - \$199,999	27.8%	23.5%	20.6%
\$200,000 - \$249,999	11.4%	15.9%	18.9%
\$250,000 - \$299,999	6.1%	6.8%	13.0%
\$300,000 - \$399,999	3.3%	10.3%	12.5%
\$400,000 - \$499,999	1.1%	3.6%	5.4%
\$500,000 - \$749,999	0.0%	1.5%	4.8%
\$750,000 - \$999,999	0.0%	0.0%	0.6%
\$1,000,000 +	0.0%	1.2%	0.7%
Average Home Value	\$140,120	\$199,772	\$246,670

**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.

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<b>2010 Population by Age</b>			
Total	2,784	14,225	41,707
0 - 4	7.2%	6.8%	6.9%
5 - 9	8.5%	7.5%	8.2%
10 - 14	7.7%	7.3%	8.2%
15 - 24	13.5%	12.2%	11.6%
25 - 34	13.1%	12.7%	10.8%
35 - 44	12.9%	14.0%	15.1%
45 - 54	14.5%	15.6%	16.6%
55 - 64	10.7%	12.0%	12.3%
65 - 74	7.6%	7.6%	6.5%
75 - 84	3.0%	3.2%	2.9%
85 +	1.4%	1.1%	0.9%
18 +	72.1%	74.1%	72.0%
<b>2016 Population by Age</b>			
Total	2,889	14,660	43,014
0 - 4	6.6%	6.3%	6.4%
5 - 9	6.8%	6.5%	7.2%
10 - 14	7.7%	7.1%	7.9%
15 - 24	13.0%	12.0%	11.9%
25 - 34	13.7%	13.5%	11.4%
35 - 44	12.7%	12.7%	13.3%
45 - 54	13.4%	14.5%	15.3%
55 - 64	12.5%	13.6%	13.8%
65 - 74	8.1%	8.8%	8.4%
75 - 84	4.0%	3.9%	3.3%
85 +	1.5%	1.2%	1.0%
18 +	74.4%	76.1%	74.2%
<b>2021 Population by Age</b>			
Total	2,978	15,088	44,282
0 - 4	6.5%	6.1%	6.2%
5 - 9	6.5%	6.1%	6.8%
10 - 14	6.9%	6.6%	7.3%
15 - 24	13.0%	11.5%	11.3%
25 - 34	12.8%	13.4%	11.7%
35 - 44	13.0%	12.8%	13.1%
45 - 54	12.3%	13.0%	13.8%
55 - 64	13.4%	14.1%	14.2%
65 - 74	9.3%	10.2%	10.1%
75 - 84	4.8%	4.9%	4.3%
85 +	1.6%	1.4%	1.2%
18 +	75.4%	77.1%	75.3%
<b>2010 Population by Sex</b>			
Males	1,361	7,053	20,774
Females	1,422	7,175	20,934
<b>2016 Population by Sex</b>			
Males	1,417	7,261	21,458
Females	1,470	7,399	21,555
<b>2021 Population by Sex</b>			
Males	1,468	7,467	22,117
Females	1,510	7,621	22,162

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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<b>2010 Population by Race/Ethnicity</b>			
Total	2,782	14,230	41,708
White Alone	96.3%	96.7%	96.1%
Black Alone	1.3%	0.9%	1.0%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	0.1%	0.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	1.7%	1.4%	1.3%
Hispanic Origin	1.8%	1.4%	1.6%
Diversity Index	10.7	9.1	10.6
<b>2016 Population by Race/Ethnicity</b>			
Total	2,887	14,660	43,014
White Alone	95.3%	95.8%	95.1%
Black Alone	1.8%	1.2%	1.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.2%	0.6%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	2.2%	1.8%	1.7%
Hispanic Origin	2.3%	1.8%	2.1%
Diversity Index	13.2	11.4	13.3
<b>2021 Population by Race/Ethnicity</b>			
Total	2,978	15,088	44,279
White Alone	94.4%	95.0%	94.1%
Black Alone	2.1%	1.5%	1.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.3%	0.7%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.4%
Two or More Races	2.6%	2.1%	2.0%
Hispanic Origin	2.9%	2.2%	2.6%
Diversity Index	15.8	13.6	15.8
<b>2010 Population by Relationship and Household Type</b>			
Total	2,783	14,228	41,708
In Households	97.8%	99.0%	99.7%
In Family Households	84.3%	87.1%	89.8%
Householder	25.7%	27.2%	27.9%
Spouse	16.8%	20.8%	22.7%
Child	34.2%	33.1%	34.9%
Other relative	3.3%	3.0%	2.4%
Nonrelative	4.2%	2.9%	2.0%
In Nonfamily Households	13.6%	11.9%	9.8%
In Group Quarters	2.2%	1.0%	0.3%
Institutionalized Population	1.1%	0.7%	0.3%
Noninstitutionalized Population	1.0%	0.3%	0.1%

**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.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	1,904	9,988	28,636
Less than 9th Grade	3.7%	2.3%	1.8%
9th - 12th Grade, No Diploma	11.0%	10.5%	7.1%
High School Graduate	42.3%	35.5%	27.5%
GED/Alternative Credential	3.7%	6.3%	4.0%
Some College, No Degree	19.9%	18.9%	19.0%
Associate Degree	6.5%	7.0%	8.6%
Bachelor's Degree	11.0%	14.6%	22.8%
Graduate/Professional Degree	1.9%	4.9%	9.3%
<b>2016 Population 15+ by Marital Status</b>			
Total	2,278	11,741	33,747
Never Married	26.6%	26.5%	24.8%
Married	52.5%	55.7%	60.7%
Widowed	3.3%	4.7%	4.4%
Divorced	17.7%	13.1%	10.2%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.0%	96.3%	96.7%
Civilian Unemployed	3.0%	3.7%	3.3%
<b>2016 Employed Population 16+ by Industry</b>			
Total	1,453	7,310	21,863
Agriculture/Mining	1.4%	0.6%	0.7%
Construction	12.8%	10.2%	6.2%
Manufacturing	16.1%	17.0%	15.6%
Wholesale Trade	3.2%	3.1%	3.1%
Retail Trade	14.0%	14.8%	12.5%
Transportation/Utilities	6.9%	5.4%	4.0%
Information	0.0%	0.4%	1.4%
Finance/Insurance/Real Estate	4.4%	5.3%	8.2%
Services	40.7%	40.6%	45.5%
Public Administration	0.5%	2.6%	2.8%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	1,456	7,308	21,862
White Collar	50.0%	53.5%	63.3%
Management/Business/Financial	15.0%	11.7%	16.0%
Professional	16.2%	17.9%	21.8%
Sales	10.4%	11.4%	11.9%
Administrative Support	8.4%	12.5%	13.7%
Services	14.0%	14.5%	14.8%
Blue Collar	36.2%	32.0%	21.8%
Farming/Forestry/Fishing	1.5%	0.3%	0.2%
Construction/Extraction	11.1%	8.5%	4.9%
Installation/Maintenance/Repair	4.7%	5.0%	3.7%
Production	9.5%	8.3%	6.3%
Transportation/Material Moving	9.4%	9.8%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,783	14,228	41,708
Population Inside Urbanized Area	80.0%	71.8%	77.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	20.0%	28.2%	23.0%

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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<b>2010 Households by Type</b>			
Total	1,033	5,196	14,841
Households with 1 Person	22.5%	19.2%	17.3%
Households with 2+ People	77.5%	80.8%	82.7%
Family Households	71.3%	74.8%	78.1%
Husband-wife Families	47.0%	57.2%	63.7%
With Related Children	21.1%	25.6%	30.8%
Other Family (No Spouse Present)	24.3%	17.6%	14.4%
Other Family with Male Householder	7.8%	5.9%	4.5%
With Related Children	5.2%	3.9%	2.9%
Other Family with Female Householder	16.5%	11.7%	9.9%
With Related Children	11.7%	7.5%	6.5%
Nonfamily Households	6.2%	5.9%	4.6%
All Households with Children	39.6%	37.7%	40.9%
Multigenerational Households	5.2%	4.8%	4.0%
Unmarried Partner Households	11.2%	8.5%	6.3%
Male-female	10.4%	7.9%	5.7%
Same-sex	0.9%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	1,033	5,196	14,844
1 Person Household	22.5%	19.2%	17.3%
2 Person Household	31.6%	34.8%	34.2%
3 Person Household	17.3%	18.3%	18.2%
4 Person Household	16.0%	16.1%	18.1%
5 Person Household	8.0%	7.2%	8.1%
6 Person Household	3.3%	2.9%	3.0%
7 + Person Household	1.4%	1.4%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,033	5,195	14,842
Owner Occupied	74.4%	85.3%	86.0%
Owned with a Mortgage/Loan	48.0%	60.8%	67.2%
Owned Free and Clear	26.4%	24.5%	18.8%
Renter Occupied	25.6%	14.7%	14.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,142	5,561	15,616
Housing Units Inside Urbanized Area	77.8%	71.2%	76.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	22.2%	28.8%	24.0%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Down the Road (10D)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Salt of the Earth (6B)	Down the Road (10D)	Middleburg (4C)
<b>3.</b>	Top Tier (1A)	Soccer Moms (4A)	Down the Road (10D)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,425,020	\$9,276,624	\$35,388,402
Average Spent	\$1,319.46	\$1,721.40	\$2,300.04
Spending Potential Index	66	85	114
Education: Total \$	\$857,282	\$5,834,289	\$24,134,324
Average Spent	\$793.78	\$1,082.63	\$1,568.59
Spending Potential Index	56	77	111
Entertainment/Recreation: Total \$	\$2,108,059	\$13,849,316	\$52,604,337
Average Spent	\$1,951.91	\$2,569.92	\$3,418.97
Spending Potential Index	67	88	117
Food at Home: Total \$	\$3,721,036	\$23,946,411	\$87,692,073
Average Spent	\$3,445.40	\$4,443.57	\$5,699.47
Spending Potential Index	69	89	114
Food Away from Home: Total \$	\$2,234,414	\$14,543,100	\$55,091,942
Average Spent	\$2,068.90	\$2,698.66	\$3,580.65
Spending Potential Index	67	87	116
Health Care: Total \$	\$4,010,013	\$26,271,817	\$96,978,969
Average Spent	\$3,712.98	\$4,875.08	\$6,303.07
Spending Potential Index	70	92	119
HH Furnishings & Equipment: Total \$	\$1,265,380	\$8,331,500	\$32,014,811
Average Spent	\$1,171.65	\$1,546.02	\$2,080.78
Spending Potential Index	66	88	118
Personal Care Products & Services: Total \$	\$528,440	\$3,442,673	\$13,077,013
Average Spent	\$489.30	\$638.83	\$849.93
Spending Potential Index	67	87	116
Shelter: Total \$	\$10,431,762	\$68,546,487	\$267,353,835
Average Spent	\$9,659.04	\$12,719.70	\$17,376.44
Spending Potential Index	62	82	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,701,095	\$11,249,537	\$42,764,210
Average Spent	\$1,575.09	\$2,087.50	\$2,779.42
Spending Potential Index	68	90	120
Travel: Total \$	\$1,254,236	\$8,467,664	\$34,097,245
Average Spent	\$1,161.33	\$1,571.29	\$2,216.12
Spending Potential Index	62	84	119
Vehicle Maintenance & Repairs: Total \$	\$767,482	\$4,998,316	\$18,627,233
Average Spent	\$710.63	\$927.50	\$1,210.66
Spending Potential Index	69	90	117

**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.

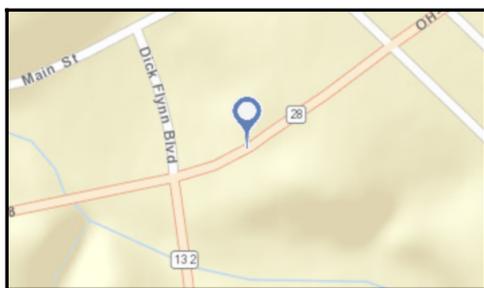
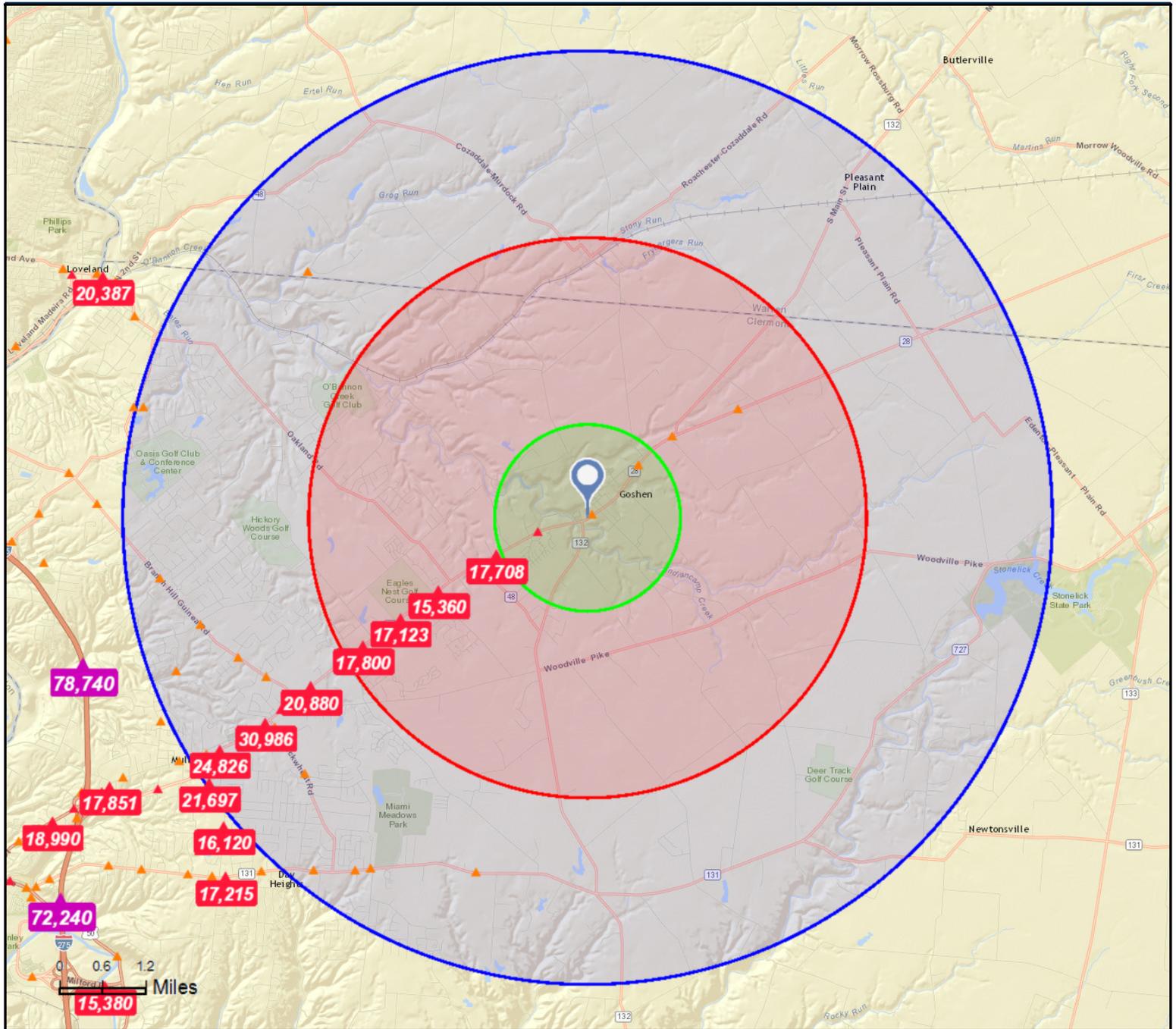
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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

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 Longitude: -84.16242



- 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

July 29, 2016

# Business Summary

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	99	295	977
Total Employees:	899	2,144	7,650
Total Residential Population:	2,887	14,660	43,013
Employee/Residential Population Ratio:	0.31:1	0.15:1	0.18:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	3.0%	7	0.8%	17	5.8%	64	3.0%	48	4.9%	223	2.9%
Construction	13	13.1%	98	10.9%	52	17.6%	367	17.1%	153	15.7%	938	12.3%
Manufacturing	4	4.0%	25	2.8%	13	4.4%	111	5.2%	33	3.4%	364	4.8%
Transportation	5	5.1%	54	6.0%	15	5.1%	125	5.8%	40	4.1%	277	3.6%
Communication	1	1.0%	4	0.4%	2	0.7%	11	0.5%	8	0.8%	35	0.5%
Utility	2	2.0%	22	2.4%	2	0.7%	28	1.3%	6	0.6%	37	0.5%
Wholesale Trade	2	2.0%	11	1.2%	9	3.1%	56	2.6%	28	2.9%	288	3.8%
<b>Retail Trade Summary</b>	<b>19</b>	<b>19.2%</b>	<b>204</b>	<b>22.7%</b>	<b>49</b>	<b>16.6%</b>	<b>448</b>	<b>20.9%</b>	<b>187</b>	<b>19.1%</b>	<b>2,290</b>	<b>29.9%</b>
Home Improvement	1	1.0%	6	0.7%	4	1.4%	19	0.9%	15	1.5%	185	2.4%
General Merchandise Stores	1	1.0%	3	0.3%	2	0.7%	12	0.6%	7	0.7%	136	1.8%
Food Stores	2	2.0%	78	8.7%	5	1.7%	142	6.6%	26	2.7%	656	8.6%
Auto Dealers, Gas Stations, Auto Aftermarket	3	3.0%	15	1.7%	8	2.7%	30	1.4%	26	2.7%	160	2.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	1	0.3%	2	0.1%	3	0.3%	6	0.1%
Furniture & Home Furnishings	1	1.0%	1	0.1%	5	1.7%	20	0.9%	14	1.4%	66	0.9%
Eating & Drinking Places	7	7.1%	87	9.7%	14	4.7%	177	8.3%	47	4.8%	801	10.5%
Miscellaneous Retail	4	4.0%	14	1.6%	10	3.4%	47	2.2%	49	5.0%	279	3.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>9</b>	<b>9.1%</b>	<b>27</b>	<b>3.0%</b>	<b>22</b>	<b>7.5%</b>	<b>60</b>	<b>2.8%</b>	<b>89</b>	<b>9.1%</b>	<b>335</b>	<b>4.4%</b>
Banks, Savings & Lending Institutions	4	4.0%	6	0.7%	8	2.7%	15	0.7%	39	4.0%	62	0.8%
Securities Brokers	0	0.0%	0	0.0%	1	0.3%	1	0.0%	4	0.4%	15	0.2%
Insurance Carriers & Agents	1	1.0%	1	0.1%	2	0.7%	6	0.3%	15	1.5%	94	1.2%
Real Estate, Holding, Other Investment Offices	5	5.1%	19	2.1%	11	3.7%	38	1.8%	31	3.2%	164	2.1%
<b>Services Summary</b>	<b>39</b>	<b>39.4%</b>	<b>349</b>	<b>38.8%</b>	<b>95</b>	<b>32.2%</b>	<b>689</b>	<b>32.1%</b>	<b>329</b>	<b>33.7%</b>	<b>2,431</b>	<b>31.8%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Automotive Services	8	8.1%	23	2.6%	16	5.4%	53	2.5%	42	4.3%	144	1.9%
Motion Pictures & Amusements	3	3.0%	15	1.7%	13	4.4%	71	3.3%	37	3.8%	256	3.3%
Health Services	4	4.0%	74	8.2%	8	2.7%	118	5.5%	24	2.5%	246	3.2%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	4	4.0%	170	18.9%	7	2.4%	291	13.6%	19	1.9%	750	9.8%
Other Services	20	20.2%	68	7.6%	51	17.3%	156	7.3%	207	21.2%	1,034	13.5%
<b>Government</b>	<b>4</b>	<b>4.0%</b>	<b>98</b>	<b>10.9%</b>	<b>8</b>	<b>2.7%</b>	<b>177</b>	<b>8.3%</b>	<b>21</b>	<b>2.1%</b>	<b>417</b>	<b>5.5%</b>
<b>Unclassified Establishments</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>11</b>	<b>3.7%</b>	<b>8</b>	<b>0.4%</b>	<b>35</b>	<b>3.6%</b>	<b>16</b>	<b>0.2%</b>
<b>Totals</b>	<b>99</b>	<b>100.0%</b>	<b>899</b>	<b>100.0%</b>	<b>295</b>	<b>100.0%</b>	<b>2,144</b>	<b>100.0%</b>	<b>977</b>	<b>100.0%</b>	<b>7,650</b>	<b>100.0%</b>

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# Business Summary

SR 28 / SR 48  
 1907 STHY 28, Goshen, OH, 45122  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.23081  
 Longitude: -84.16242

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	1	1.0%	2	0.2%	3	1.0%	18	0.8%	10	1.0%	41	0.5%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	2	2.0%	22	2.4%	2	0.7%	28	1.3%	4	0.4%	33	0.4%
Construction	13	13.1%	98	10.9%	53	18.0%	373	17.4%	161	16.5%	997	13.0%
Manufacturing	4	4.0%	26	2.9%	14	4.7%	118	5.5%	36	3.7%	387	5.1%
Wholesale Trade	2	2.0%	11	1.2%	9	3.1%	56	2.6%	27	2.8%	286	3.7%
Retail Trade	11	11.1%	114	12.7%	32	10.8%	247	11.5%	133	13.6%	1,441	18.8%
Motor Vehicle & Parts Dealers	2	2.0%	3	0.3%	5	1.7%	10	0.5%	21	2.1%	130	1.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	2	0.7%	8	0.4%	6	0.6%	19	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.3%	4	0.2%	8	0.8%	42	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.0%	6	0.7%	3	1.0%	18	0.8%	13	1.3%	181	2.4%
Food & Beverage Stores	2	2.0%	75	8.3%	4	1.4%	125	5.8%	22	2.3%	619	8.1%
Health & Personal Care Stores	1	1.0%	10	1.1%	2	0.7%	16	0.7%	13	1.3%	117	1.5%
Gasoline Stations	2	2.0%	11	1.2%	3	1.0%	20	0.9%	5	0.5%	30	0.4%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	1	0.3%	2	0.1%	5	0.5%	14	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	2.0%	3	0.3%	3	1.0%	11	0.5%	10	1.0%	52	0.7%
General Merchandise Stores	1	1.0%	3	0.3%	2	0.7%	12	0.6%	7	0.7%	136	1.8%
Miscellaneous Store Retailers	2	2.0%	3	0.3%	5	1.7%	10	0.5%	17	1.7%	56	0.7%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.3%	12	0.6%	5	0.5%	45	0.6%
Transportation & Warehousing	4	4.0%	53	5.9%	14	4.7%	124	5.8%	33	3.4%	269	3.5%
Information	2	2.0%	9	1.0%	4	1.4%	23	1.1%	12	1.2%	83	1.1%
Finance & Insurance	4	4.0%	7	0.8%	11	3.7%	22	1.0%	58	5.9%	171	2.2%
Central Bank/Credit Intermediation & Related Activities	4	4.0%	6	0.7%	8	2.7%	15	0.7%	39	4.0%	62	0.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	1	0.3%	1	0.0%	4	0.4%	15	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.0%	1	0.1%	2	0.7%	6	0.3%	15	1.5%	94	1.2%
Real Estate, Rental & Leasing	7	7.1%	23	2.6%	14	4.7%	44	2.1%	46	4.7%	192	2.5%
Professional, Scientific & Tech Services	3	3.0%	10	1.1%	10	3.4%	36	1.7%	60	6.1%	310	4.1%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Administrative & Support & Waste Management & Remediation	2	2.0%	7	0.8%	15	5.1%	48	2.2%	68	7.0%	301	3.9%
Educational Services	4	4.0%	168	18.7%	8	2.7%	287	13.4%	22	2.3%	765	10.0%
Health Care & Social Assistance	6	6.1%	87	9.7%	12	4.1%	146	6.8%	36	3.7%	348	4.5%
Arts, Entertainment & Recreation	3	3.0%	15	1.7%	9	3.1%	67	3.1%	30	3.1%	243	3.2%
Accommodation & Food Services	7	7.1%	87	9.7%	15	5.1%	189	8.8%	50	5.1%	819	10.7%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Food Services & Drinking Places	7	7.1%	87	9.7%	15	5.1%	189	8.8%	50	5.1%	819	10.7%
Other Services (except Public Administration)	22	22.2%	64	7.1%	51	17.3%	133	6.2%	134	13.7%	527	6.9%
Automotive Repair & Maintenance	7	7.1%	21	2.3%	14	4.7%	44	2.1%	34	3.5%	114	1.5%
Public Administration	4	4.0%	98	10.9%	8	2.7%	177	8.3%	21	2.1%	417	5.5%
Unclassified Establishments	0	0.0%	0	0.0%	11	3.7%	8	0.4%	35	3.6%	16	0.2%
<b>Total</b>	<b>99</b>	<b>100.0%</b>	<b>899</b>	<b>100.0%</b>	<b>295</b>	<b>100.0%</b>	<b>2,144</b>	<b>100.0%</b>	<b>977</b>	<b>100.0%</b>	<b>7,650</b>	<b>100.0%</b>

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## Summary Demographics

2016 Population	2,887
2016 Households	1,080
2016 Median Disposable Income	\$35,000
2016 Per Capita Income	\$18,391

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	\$31,812,595	\$32,644,913	-\$832,318	-1.3	20
Total Retail Trade	44-45	\$29,059,854	\$29,687,803	-\$627,949	-1.1	12
Total Food & Drink	722	\$2,752,741	\$2,957,110	-\$204,369	-3.6	7

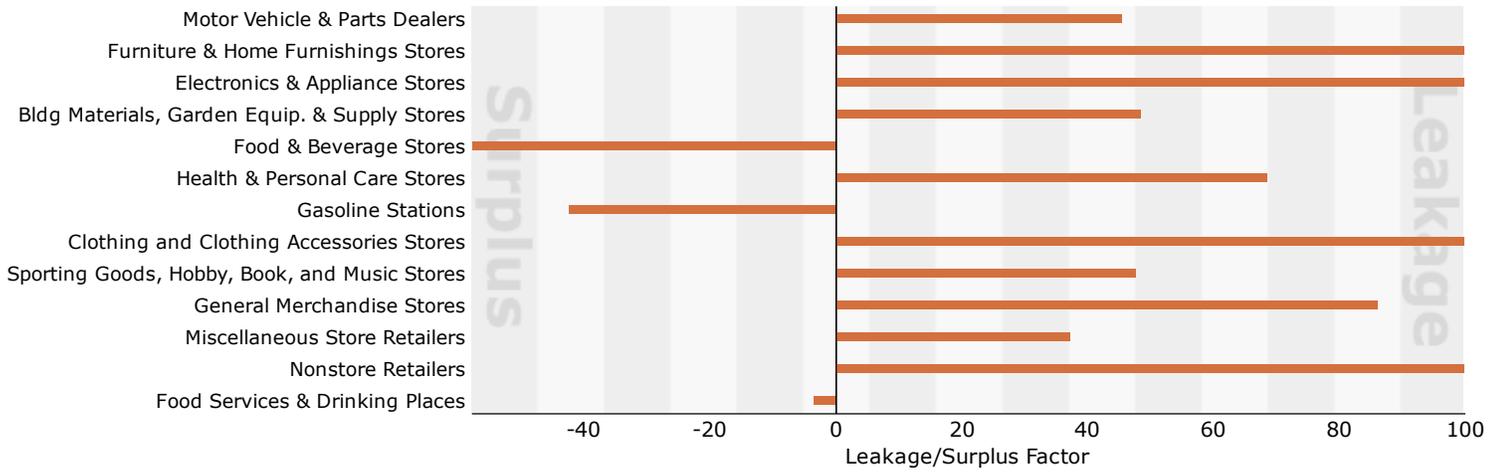
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,719,539	\$2,515,023	\$4,204,516	45.5	3
Automobile Dealers	4411	\$5,489,476	\$2,407,281	\$3,082,195	39.0	2
Other Motor Vehicle Dealers	4412	\$766,980	\$0	\$766,980	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$463,082	\$107,741	\$355,341	62.3	1
Furniture & Home Furnishings Stores	442	\$741,533	\$0	\$741,533	100.0	0
Furniture Stores	4421	\$471,152	\$0	\$471,152	100.0	0
Home Furnishings Stores	4422	\$270,382	\$0	\$270,382	100.0	0
Electronics & Appliance Stores	443	\$1,505,563	\$0	\$1,505,563	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,389,839	\$479,931	\$909,908	48.7	1
Bldg Material & Supplies Dealers	4441	\$1,165,439	\$479,931	\$685,508	41.7	1
Lawn & Garden Equip & Supply Stores	4442	\$224,400	\$0	\$224,400	100.0	0
Food & Beverage Stores	445	\$5,254,633	\$19,672,432	-\$14,417,799	-57.8	2
Grocery Stores	4451	\$4,852,326	\$19,601,410	-\$14,749,084	-60.3	2
Specialty Food Stores	4452	\$253,090	\$0	\$253,090	100.0	0
Beer, Wine & Liquor Stores	4453	\$149,217	\$0	\$149,217	100.0	0
Health & Personal Care Stores	446,4461	\$2,226,597	\$412,969	\$1,813,628	68.7	1
Gasoline Stations	447,4471	\$2,128,744	\$5,263,428	-\$3,134,684	-42.4	2
Clothing & Clothing Accessories Stores	448	\$1,186,552	\$0	\$1,186,552	100.0	0
Clothing Stores	4481	\$764,067	\$0	\$764,067	100.0	0
Shoe Stores	4482	\$150,585	\$0	\$150,585	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$271,900	\$0	\$271,900	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$914,044	\$323,358	\$590,686	47.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$749,757	\$323,358	\$426,399	39.7	2
Book, Periodical & Music Stores	4512	\$164,286	\$0	\$164,286	100.0	0
General Merchandise Stores	452	\$5,135,933	\$382,450	\$4,753,483	86.1	1
Department Stores Excluding Leased Depts.	4521	\$4,011,970	\$0	\$4,011,970	100.0	0
Other General Merchandise Stores	4529	\$1,123,963	\$382,450	\$741,513	49.2	1
Miscellaneous Store Retailers	453	\$1,403,604	\$638,212	\$765,392	37.5	2
Florists	4531	\$59,315	\$0	\$59,315	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$307,601	\$100,752	\$206,849	50.7	1
Used Merchandise Stores	4533	\$182,442	\$0	\$182,442	100.0	0
Other Miscellaneous Store Retailers	4539	\$854,246	\$537,460	\$316,786	22.8	1
Nonstore Retailers	454	\$453,273	\$0	\$453,273	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$247,349	\$0	\$247,349	100.0	0
Vending Machine Operators	4542	\$46,216	\$0	\$46,216	100.0	0
Direct Selling Establishments	4543	\$159,708	\$0	\$159,708	100.0	0
Food Services & Drinking Places	722	\$2,752,741	\$2,957,110	-\$204,369	-3.6	7
Full-Service Restaurants	7221	\$1,357,293	\$1,751,752	-\$394,459	-12.7	4
Limited-Service Eating Places	7222	\$1,243,605	\$1,109,768	\$133,837	5.7	1
Special Food Services	7223	\$71,236	\$24,395	\$46,841	49.0	1
Drinking Places - Alcoholic Beverages	7224	\$80,607	\$71,195	\$9,412	6.2	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.

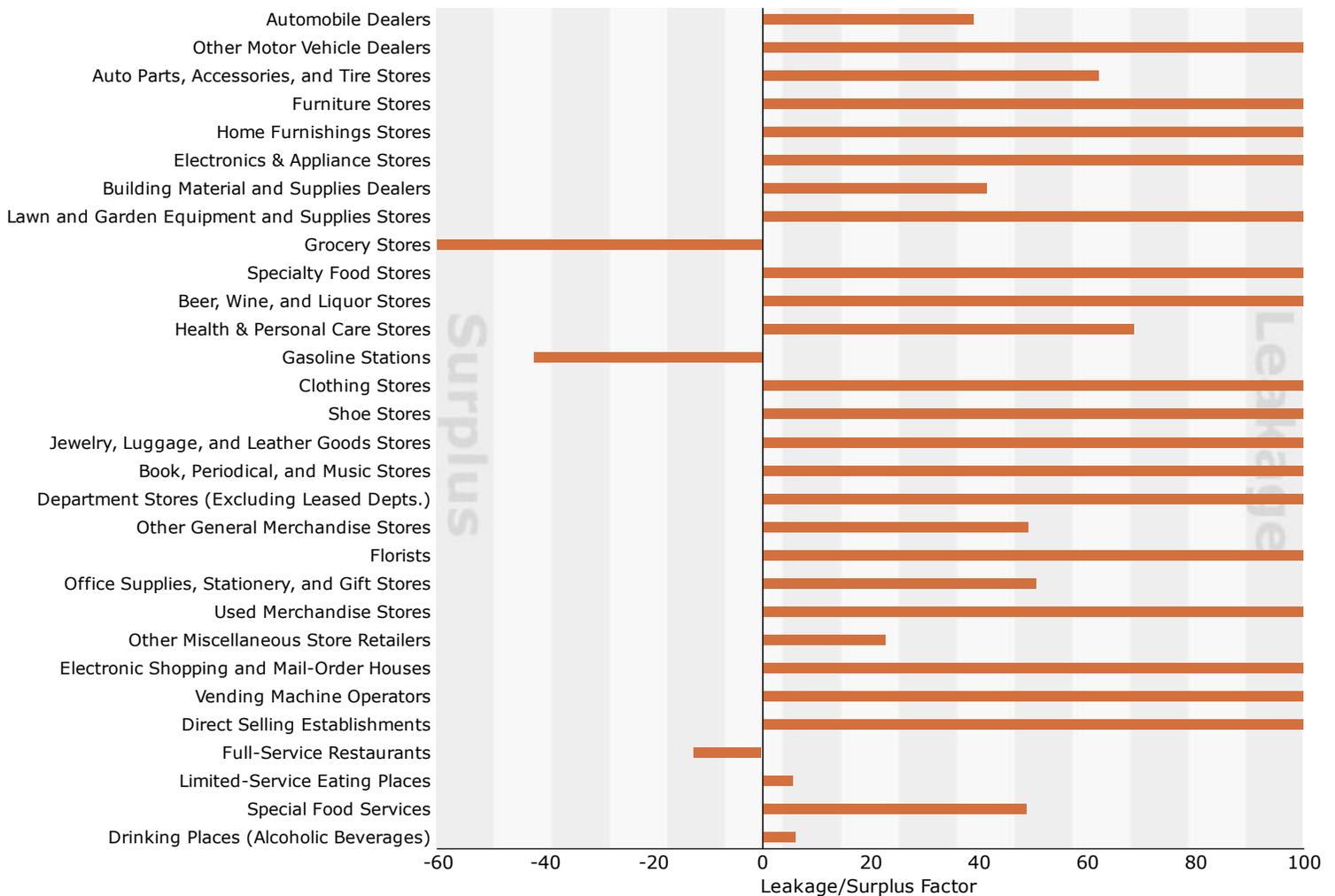
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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## Summary Demographics

2016 Population	14,660
2016 Households	5,389
2016 Median Disposable Income	\$43,881
2016 Per Capita Income	\$24,558

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	\$194,743,294	\$65,379,595	\$129,363,699	49.7	53
Total Retail Trade	44-45	\$177,638,027	\$59,526,159	\$118,111,868	49.8	36
Total Food & Drink	722	\$17,105,267	\$5,853,436	\$11,251,831	49.0	17

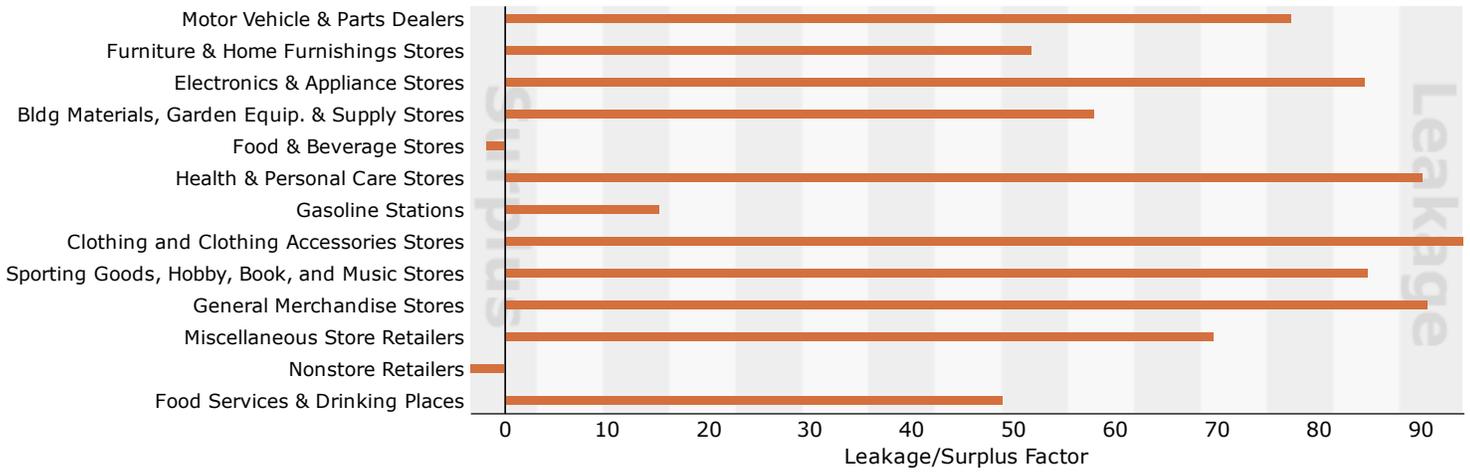
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$41,189,980	\$5,269,630	\$35,920,350	77.3	7
Automobile Dealers	4411	\$33,635,853	\$4,947,488	\$28,688,365	74.4	6
Other Motor Vehicle Dealers	4412	\$4,693,735	\$0	\$4,693,735	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,860,392	\$190,801	\$2,669,591	87.5	1
Furniture & Home Furnishings Stores	442	\$4,616,364	\$1,463,092	\$3,153,272	51.9	2
Furniture Stores	4421	\$2,954,616	\$0	\$2,954,616	100.0	0
Home Furnishings Stores	4422	\$1,661,748	\$1,463,092	\$198,656	6.4	2
Electronics & Appliance Stores	443	\$9,374,510	\$778,786	\$8,595,724	84.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,543,255	\$2,271,525	\$6,271,730	58.0	5
Bldg Material & Supplies Dealers	4441	\$7,207,062	\$2,151,483	\$5,055,579	54.0	5
Lawn & Garden Equip & Supply Stores	4442	\$1,336,192	\$0	\$1,336,192	100.0	0
Food & Beverage Stores	445	\$31,793,698	\$33,002,326	-\$1,208,628	-1.9	5
Grocery Stores	4451	\$29,350,983	\$32,563,525	-\$3,212,542	-5.2	3
Specialty Food Stores	4452	\$1,532,991	\$207,979	\$1,325,012	76.1	1
Beer, Wine & Liquor Stores	4453	\$909,725	\$230,822	\$678,903	59.5	1
Health & Personal Care Stores	446,4461	\$13,447,385	\$684,174	\$12,763,211	90.3	1
Gasoline Stations	447,4471	\$12,814,830	\$9,411,984	\$3,402,846	15.3	3
Clothing & Clothing Accessories Stores	448	\$7,394,334	\$217,931	\$7,176,403	94.3	1
Clothing Stores	4481	\$4,726,279	\$217,931	\$4,508,348	91.2	1
Shoe Stores	4482	\$922,005	\$0	\$922,005	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,746,049	\$0	\$1,746,049	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,676,056	\$465,740	\$5,210,316	84.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,647,289	\$454,449	\$4,192,840	82.2	2
Book, Periodical & Music Stores	4512	\$1,028,767	\$0	\$1,028,767	100.0	0
General Merchandise Stores	452	\$31,576,722	\$1,520,666	\$30,056,056	90.8	2
Department Stores Excluding Leased Depts.	4521	\$24,755,368	\$0	\$24,755,368	100.0	0
Other General Merchandise Stores	4529	\$6,821,354	\$1,520,666	\$5,300,688	63.5	2
Miscellaneous Store Retailers	453	\$8,471,776	\$1,510,974	\$6,960,802	69.7	6
Florists	4531	\$359,913	\$273,296	\$86,617	13.7	1
Office Supplies, Stationery & Gift Stores	4532	\$1,894,215	\$100,752	\$1,793,463	89.9	1
Used Merchandise Stores	4533	\$1,140,226	\$62,083	\$1,078,143	89.7	1
Other Miscellaneous Store Retailers	4539	\$5,077,421	\$1,074,843	\$4,002,578	65.1	3
Nonstore Retailers	454	\$2,739,119	\$2,929,331	-\$190,212	-3.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,517,474	\$0	\$1,517,474	100.0	0
Vending Machine Operators	4542	\$280,627	\$0	\$280,627	100.0	0
Direct Selling Establishments	4543	\$941,017	\$2,929,331	-\$1,988,314	-51.4	1
Food Services & Drinking Places	722	\$17,105,267	\$5,853,436	\$11,251,831	49.0	17
Full-Service Restaurants	7221	\$8,462,690	\$3,065,437	\$5,397,253	46.8	9
Limited-Service Eating Places	7222	\$7,685,747	\$2,262,270	\$5,423,477	54.5	3
Special Food Services	7223	\$452,169	\$24,395	\$427,774	89.8	1
Drinking Places - Alcoholic Beverages	7224	\$504,661	\$501,334	\$3,327	0.3	4

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.

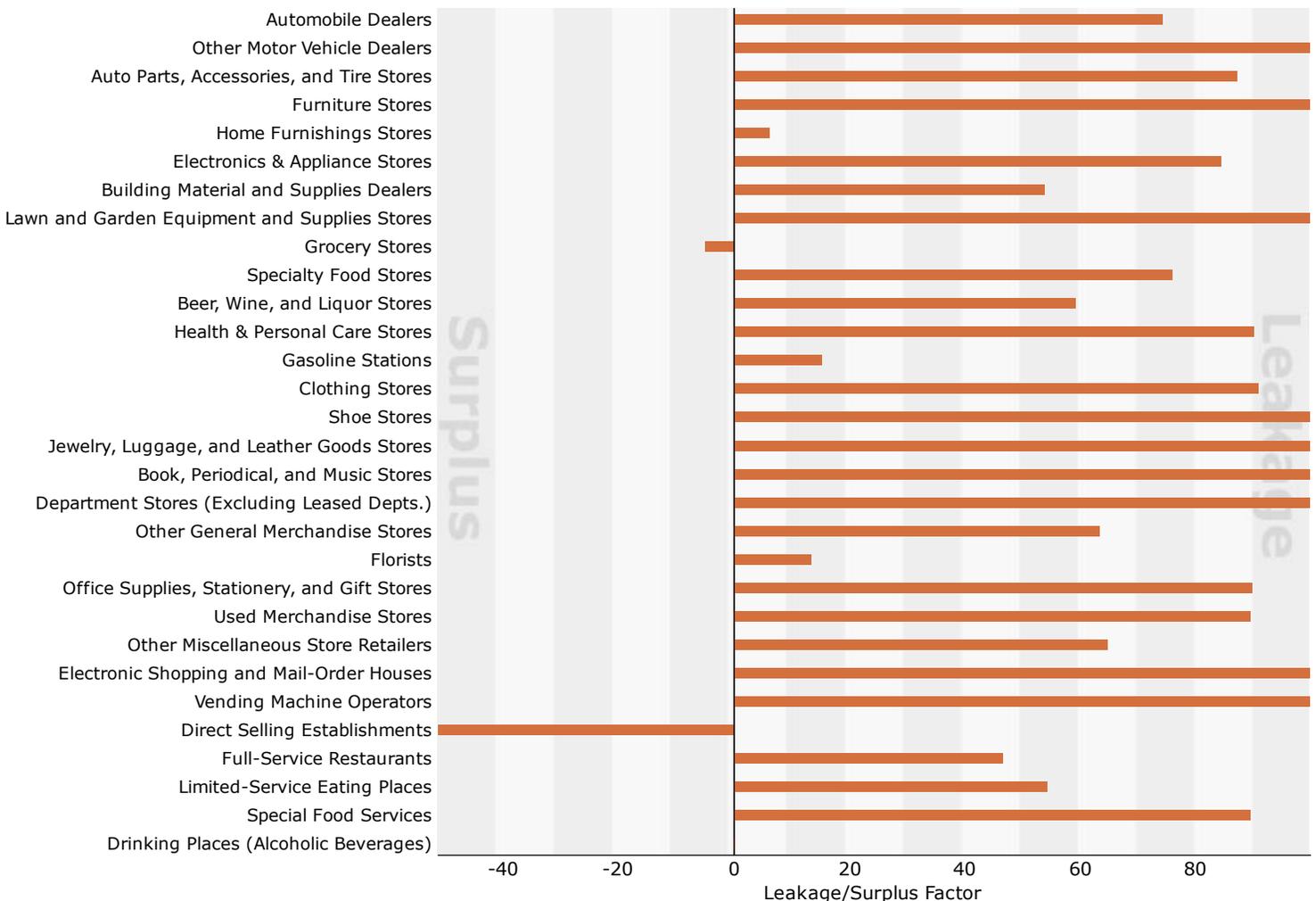
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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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	43,013
2016 Households	15,386
2016 Median Disposable Income	\$55,314
2016 Per Capita Income	\$32,335

## 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	\$741,549,966	\$308,430,532	\$433,119,434	41.3	180
Total Retail Trade	44-45	\$674,125,456	\$280,864,595	\$393,260,861	41.2	131
Total Food & Drink	722	\$67,424,510	\$27,565,937	\$39,858,573	42.0	50

## Industry Group

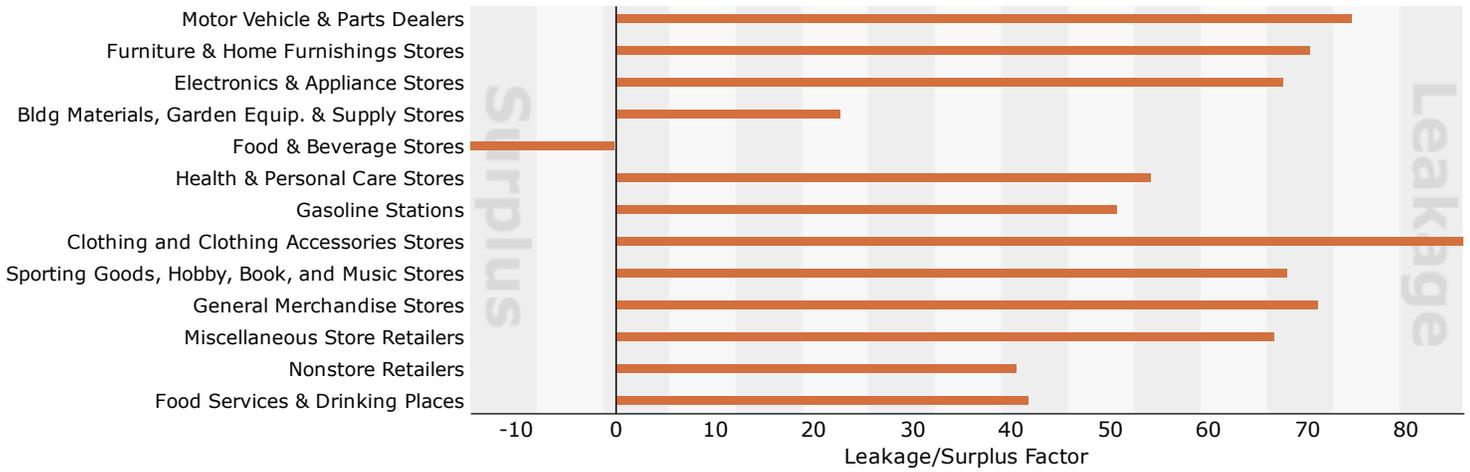
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$155,555,387	\$22,605,882	\$132,949,505	74.6	25
Automobile Dealers	4411	\$126,676,064	\$12,401,559	\$114,274,505	82.2	12
Other Motor Vehicle Dealers	4412	\$17,759,980	\$1,489,211	\$16,270,769	84.5	2
Auto Parts, Accessories & Tire Stores	4413	\$11,119,343	\$8,715,112	\$2,404,231	12.1	11
Furniture & Home Furnishings Stores	442	\$18,147,146	\$3,157,300	\$14,989,846	70.4	5
Furniture Stores	4421	\$11,758,792	\$761,724	\$10,997,068	87.8	2
Home Furnishings Stores	4422	\$6,388,353	\$2,395,577	\$3,992,776	45.5	4
Electronics & Appliance Stores	443	\$37,005,352	\$7,142,918	\$29,862,434	67.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,014,165	\$20,728,269	\$12,285,896	22.9	16
Bldg Material & Supplies Dealers	4441	\$28,278,683	\$18,038,764	\$10,239,919	22.1	11
Lawn & Garden Equip & Supply Stores	4442	\$4,735,482	\$2,689,505	\$2,045,977	27.6	5
Food & Beverage Stores	445	\$118,824,748	\$159,765,186	-\$40,940,438	-14.7	23
Grocery Stores	4451	\$109,626,852	\$156,277,574	-\$46,650,722	-17.5	14
Specialty Food Stores	4452	\$5,745,603	\$1,665,128	\$4,080,475	55.1	5
Beer, Wine & Liquor Stores	4453	\$3,452,293	\$1,822,485	\$1,629,808	30.9	5
Health & Personal Care Stores	446,4461	\$49,676,675	\$14,707,518	\$34,969,157	54.3	8
Gasoline Stations	447,4471	\$46,937,564	\$15,328,238	\$31,609,326	50.8	5
Clothing & Clothing Accessories Stores	448	\$29,384,593	\$2,231,543	\$27,153,050	85.9	6
Clothing Stores	4481	\$18,542,062	\$649,538	\$17,892,524	93.2	4
Shoe Stores	4482	\$3,544,871	\$0	\$3,544,871	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,297,660	\$1,582,005	\$5,715,655	64.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$22,312,018	\$4,232,758	\$18,079,260	68.1	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,183,702	\$1,686,448	\$16,497,254	83.0	7
Book, Periodical & Music Stores	4512	\$4,128,316	\$2,546,311	\$1,582,005	23.7	2
General Merchandise Stores	452	\$121,754,052	\$20,443,969	\$101,310,083	71.2	7
Department Stores Excluding Leased Depts.	4521	\$96,146,631	\$17,107,186	\$79,039,445	69.8	1
Other General Merchandise Stores	4529	\$25,607,422	\$3,336,783	\$22,270,639	76.9	6
Miscellaneous Store Retailers	453	\$31,396,316	\$6,251,249	\$25,145,067	66.8	15
Florists	4531	\$1,328,397	\$437,123	\$891,274	50.5	2
Office Supplies, Stationery & Gift Stores	4532	\$7,330,386	\$595,845	\$6,734,541	85.0	3
Used Merchandise Stores	4533	\$4,551,546	\$178,062	\$4,373,484	92.5	3
Other Miscellaneous Store Retailers	4539	\$18,185,986	\$5,040,219	\$13,145,767	56.6	8
Nonstore Retailers	454	\$10,117,441	\$4,269,764	\$5,847,677	40.6	2
Electronic Shopping & Mail-Order Houses	4541	\$5,805,036	\$0	\$5,805,036	100.0	0
Vending Machine Operators	4542	\$1,057,101	\$0	\$1,057,101	100.0	0
Direct Selling Establishments	4543	\$3,255,304	\$3,830,118	-\$574,814	-8.1	2
Food Services & Drinking Places	722	\$67,424,510	\$27,565,937	\$39,858,573	42.0	50
Full-Service Restaurants	7221	\$33,583,839	\$9,658,981	\$23,924,858	55.3	25
Limited-Service Eating Places	7222	\$29,982,261	\$17,010,866	\$12,971,395	27.6	17
Special Food Services	7223	\$1,827,138	\$53,112	\$1,774,026	94.4	1
Drinking Places - Alcoholic Beverages	7224	\$2,031,272	\$842,979	\$1,188,293	41.3	6

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.

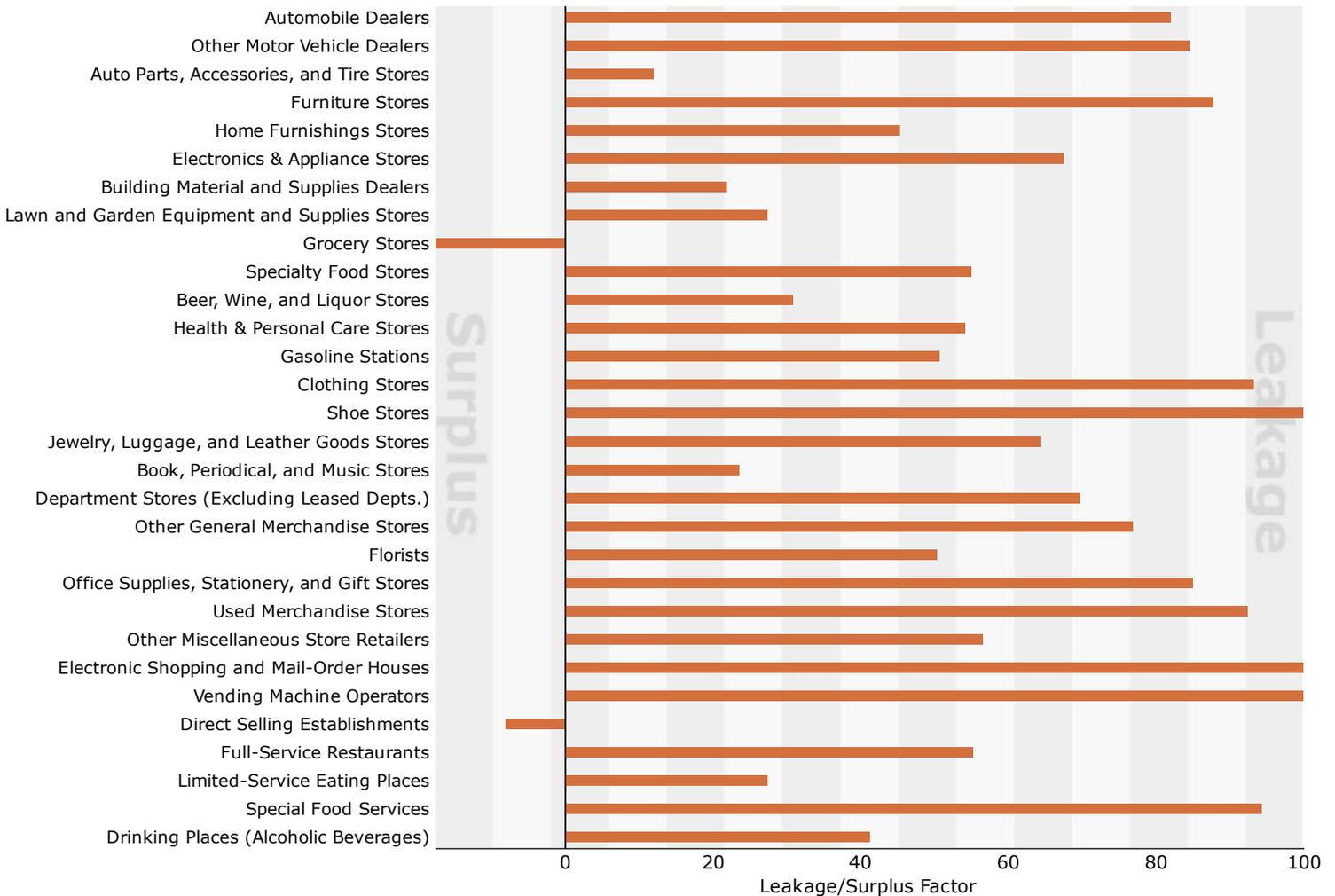
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2016	2021
Population		2,887	2,978
Population 18+		2,150	2,246
Households		1,080	1,121
Median Household Income		\$40,160	\$45,477

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,102	51.3%	108
Bought any women's clothing in last 12 months	978	45.5%	104
Bought clothing for child <13 years in last 6 months	641	29.8%	108
Bought any shoes in last 12 months	1,173	54.6%	101
Bought costume jewelry in last 12 months	374	17.4%	89
Bought any fine jewelry in last 12 months	394	18.3%	100
Bought a watch in last 12 months	262	12.2%	111
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	983	91.0%	106
HH bought/leased new vehicle last 12 mo	93	8.6%	92
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,959	91.1%	107
Bought/changed motor oil in last 12 months	1,242	57.8%	118
Had tune-up in last 12 months	605	28.1%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,340	62.3%	95
Drank regular cola in last 6 months	1,040	48.4%	108
Drank beer/ale in last 6 months	833	38.7%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	603	28.0%	96
Own digital single-lens reflex (SLR) camera	165	7.7%	89
Bought any camera in last 12 months	121	5.6%	99
Printed digital photos in last 12 months	72	3.3%	114
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	733	34.1%	94
Have a smartphone	1,046	48.7%	83
Have a smartphone: Android phone (any brand)	562	26.1%	97
Have a smartphone: Apple iPhone	347	16.1%	62
Number of cell phones in household: 1	358	33.1%	103
Number of cell phones in household: 2	410	38.0%	101
Number of cell phones in household: 3+	267	24.7%	97
HH has cell phone only (no landline telephone)	500	46.3%	110
<b>Computers (Households)</b>			
HH owns a computer	775	71.8%	93
HH owns desktop computer	477	44.2%	98
HH owns laptop/notebook	525	48.6%	90
HH owns any Apple/Mac brand computer	107	9.9%	66
HH owns any PC/non-Apple brand computer	705	65.3%	96
HH purchased most recent computer in a store	395	36.6%	97
HH purchased most recent computer online	118	10.9%	84
Spent <\$500 on most recent home computer	209	19.4%	133
Spent \$500-\$999 on most recent home computer	185	17.1%	90
Spent \$1,000-\$1,499 on most recent home computer	84	7.8%	82
Spent \$1,500-\$1,999 on most recent home computer	28	2.6%	57
Spent \$2,000+ on most recent home computer	29	2.7%	68

**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 28 / SR 48  
 1907 STHY 28, Goshen, OH, 45122  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.23081  
 Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	1,146	53.3%	105
Bought brewed coffee at convenience store in last 30 days	318	14.8%	94
Bought cigarettes at convenience store in last 30 days	422	19.6%	157
Bought gas at convenience store in last 30 days	937	43.6%	132
Spent at convenience store in last 30 days: <\$20	178	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	202	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	163	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	93	4.3%	98
Spent at convenience store in last 30 days: \$100+	664	30.9%	135
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,091	50.7%	85
Went to live theater in last 12 months	181	8.4%	65
Went to a bar/night club in last 12 months	261	12.1%	73
Dined out in last 12 months	917	42.7%	95
Gambled at a casino in last 12 months	309	14.4%	105
Visited a theme park in last 12 months	284	13.2%	75
Viewed movie (video-on-demand) in last 30 days	217	10.1%	59
Viewed TV show (video-on-demand) in last 30 days	117	5.4%	42
Watched any pay-per-view TV in last 12 months	189	8.8%	67
Downloaded a movie over the Internet in last 30 days	88	4.1%	57
Downloaded any individual song in last 6 months	361	16.8%	82
Watched a movie online in the last 30 days	216	10.0%	63
Watched a TV program online in last 30 days	180	8.4%	56
Played a video/electronic game (console) in last 12 months	241	11.2%	107
Played a video/electronic game (portable) in last 12 months	91	4.2%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	644	30.0%	96
Used ATM/cash machine in last 12 months	946	44.0%	90
Own any stock	98	4.6%	60
Own U.S. savings bond	89	4.1%	78
Own shares in mutual fund (stock)	119	5.5%	76
Own shares in mutual fund (bonds)	70	3.3%	67
Have interest checking account	560	26.0%	92
Have non-interest checking account	705	32.8%	116
Have savings account	1,122	52.2%	97
Have 401K retirement savings plan	308	14.3%	99
Own/used any credit/debit card in last 12 months	1,606	74.7%	100
Avg monthly credit card expenditures: <\$111	300	14.0%	120
Avg monthly credit card expenditures: \$111-\$225	131	6.1%	88
Avg monthly credit card expenditures: \$226-\$450	109	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	100	4.7%	87
Avg monthly credit card expenditures: \$701-\$1,000	60	2.8%	65
Avg monthly credit card expenditures: \$1,001+	121	5.6%	62
Did banking online in last 12 months	635	29.5%	83
Did banking on mobile device in last 12 months	236	11.0%	78
Paid bills online in last 12 months	792	36.8%	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.

**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 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	826	76.5%	110
Used bread in last 6 months	1,023	94.7%	101
Used chicken (fresh or frozen) in last 6 months	719	66.6%	96
Used turkey (fresh or frozen) in last 6 months	178	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	570	52.8%	97
Used fresh fruit/vegetables in last 6 months	934	86.5%	101
Used fresh milk in last 6 months	984	91.1%	104
Used organic food in last 6 months	156	14.4%	73
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	526	24.5%	86
Exercise at club 2+ times per week	128	6.0%	46
Visited a doctor in last 12 months	1,632	75.9%	100
Used vitamin/dietary supplement in last 6 months	1,069	49.7%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	317	29.4%	109
Used housekeeper/maid/professional HH cleaning service in last 12	98	9.1%	69
Purchased low ticket HH furnishings in last 12 months	165	15.3%	95
Purchased big ticket HH furnishings in last 12 months	208	19.3%	92
Bought any small kitchen appliance in last 12 months	231	21.4%	96
Bought any large kitchen appliance in last 12 months	145	13.4%	105
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,001	46.6%	109
Carry medical/hospital/accident insurance	1,417	65.9%	101
Carry homeowner insurance	1,128	52.5%	112
Carry renter's insurance	129	6.0%	74
Have auto insurance: 1 vehicle in household covered	322	29.8%	97
Have auto insurance: 2 vehicles in household covered	324	30.0%	105
Have auto insurance: 3+ vehicles in household covered	274	25.4%	116
<b>Pets (Households)</b>			
Household owns any pet	717	66.4%	124
Household owns any cat	343	31.8%	142
Household owns any dog	566	52.4%	129
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,105	51.4%	121
Usually buy items on credit rather than wait	189	8.8%	75
Usually buy based on quality - not price	324	15.1%	84
Price is usually more important than brand name	644	30.0%	114
Usually use coupons for brands I buy often	396	18.4%	97
Am interested in how to help the environment	227	10.6%	65
Usually pay more for environ safe product	199	9.3%	72
Usually value green products over convenience	192	8.9%	85
Likely to buy a brand that supports a charity	878	40.8%	117
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	179	8.3%	63
Bought hardcover book in last 12 months	373	17.3%	83
Bought paperback book in last 12 month	534	24.8%	79
Read any daily newspaper (paper version)	535	24.9%	95
Read any digital newspaper in last 30 days	519	24.1%	72
Read any magazine (paper/electronic version) in last 6 months	1,845	85.8%	95

**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 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,583	73.6%	99
Went to family restaurant/steak house: 4+ times a month	506	23.5%	86
Went to fast food/drive-in restaurant in last 6 months	1,987	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	856	39.8%	101
Fast food/drive-in last 6 months: eat in	725	33.7%	93
Fast food/drive-in last 6 months: home delivery	130	6.0%	79
Fast food/drive-in last 6 months: take-out/drive-thru	1,099	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	384	17.9%	92
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	512	23.8%	75
Own e-reader/tablet: iPad	161	7.5%	49
Own any portable MP3 player	540	25.1%	82
HH owns 1 TV	200	18.5%	91
HH owns 2 TVs	270	25.0%	96
HH owns 3 TVs	248	23.0%	107
HH owns 4+ TVs	215	19.9%	105
HH subscribes to cable TV	341	31.6%	64
HH subscribes to fiber optic	35	3.2%	43
HH has satellite dish	434	40.2%	158
HH owns DVD/Blu-ray player	675	62.5%	103
HH owns camcorder	147	13.6%	97
HH owns portable GPS navigation device	296	27.4%	100
HH purchased video game system in last 12 mos	76	7.0%	89
HH owns Internet video device for TV	42	3.9%	55
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	935	43.5%	87
Took 3+ domestic non-business trips in last 12 months	202	9.4%	85
Spent on domestic vacations in last 12 months: <\$1,000	226	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	95	4.4%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	2.3%	65
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	66	3.1%	79
Spent on domestic vacations in last 12 months: \$3,000+	72	3.3%	61
Domestic travel in the 12 months: used general travel website	78	3.6%	54
Foreign travel in last 3 years	281	13.1%	54
Took 3+ foreign trips by plane in last 3 years	42	2.0%	43
Spent on foreign vacations in last 12 months: <\$1,000	47	2.2%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	32	1.5%	46
Spent on foreign vacations in last 12 months: \$3,000+	46	2.1%	43
Foreign travel in last 3 years: used general travel website	54	2.5%	45
Nights spent in hotel/motel in last 12 months: any	701	32.6%	80
Took cruise of more than one day in last 3 years	130	6.0%	72
Member of any frequent flyer program	150	7.0%	43
Member of any hotel rewards program	176	8.2%	58

**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 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	14,660	15,088
Population 18+	11,158	11,629
Households	5,389	5,564
Median Household Income	\$53,377	\$59,189

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	5,718	51.2%	108
Bought any women's clothing in last 12 months	5,153	46.2%	105
Bought clothing for child <13 years in last 6 months	3,321	29.8%	108
Bought any shoes in last 12 months	6,221	55.8%	103
Bought costume jewelry in last 12 months	2,139	19.2%	98
Bought any fine jewelry in last 12 months	2,045	18.3%	100
Bought a watch in last 12 months	1,267	11.4%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,970	92.2%	108
HH bought/leased new vehicle last 12 mo	512	9.5%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,277	92.1%	108
Bought/changed motor oil in last 12 months	6,454	57.8%	118
Had tune-up in last 12 months	3,241	29.0%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,085	63.5%	97
Drank regular cola in last 6 months	5,233	46.9%	104
Drank beer/ale in last 6 months	4,540	40.7%	96
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	3,481	31.2%	107
Own digital single-lens reflex (SLR) camera	953	8.5%	99
Bought any camera in last 12 months	664	6.0%	104
Printed digital photos in last 12 months	375	3.4%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,917	35.1%	97
Have a smartphone	5,774	51.7%	88
Have a smartphone: Android phone (any brand)	2,873	25.7%	96
Have a smartphone: Apple iPhone	2,198	19.7%	76
Number of cell phones in household: 1	1,648	30.6%	95
Number of cell phones in household: 2	2,090	38.8%	104
Number of cell phones in household: 3+	1,431	26.6%	104
HH has cell phone only (no landline telephone)	2,302	42.7%	102
<b>Computers (Households)</b>			
HH owns a computer	4,050	75.2%	98
HH owns desktop computer	2,520	46.8%	103
HH owns laptop/notebook	2,758	51.2%	94
HH owns any Apple/Mac brand computer	582	10.8%	72
HH owns any PC/non-Apple brand computer	3,708	68.8%	101
HH purchased most recent computer in a store	2,090	38.8%	103
HH purchased most recent computer online	653	12.1%	93
Spent <\$500 on most recent home computer	989	18.4%	126
Spent \$500-\$999 on most recent home computer	996	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	467	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	180	3.3%	73
Spent \$2,000+ on most recent home computer	171	3.2%	81

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# Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	6,006	53.8%	106
Bought brewed coffee at convenience store in last 30 days	1,740	15.6%	99
Bought cigarettes at convenience store in last 30 days	1,898	17.0%	136
Bought gas at convenience store in last 30 days	4,754	42.6%	129
Spent at convenience store in last 30 days: <\$20	951	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	1,010	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	920	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	501	4.5%	101
Spent at convenience store in last 30 days: \$100+	3,261	29.2%	128
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	5,970	53.5%	90
Went to live theater in last 12 months	1,136	10.2%	78
Went to a bar/night club in last 12 months	1,580	14.2%	85
Dined out in last 12 months	5,078	45.5%	101
Gambled at a casino in last 12 months	1,587	14.2%	104
Visited a theme park in last 12 months	1,734	15.5%	88
Viewed movie (video-on-demand) in last 30 days	1,391	12.5%	73
Viewed TV show (video-on-demand) in last 30 days	867	7.8%	60
Watched any pay-per-view TV in last 12 months	1,204	10.8%	82
Downloaded a movie over the Internet in last 30 days	501	4.5%	63
Downloaded any individual song in last 6 months	2,010	18.0%	88
Watched a movie online in the last 30 days	1,181	10.6%	66
Watched a TV program online in last 30 days	1,068	9.6%	64
Played a video/electronic game (console) in last 12 months	1,226	11.0%	105
Played a video/electronic game (portable) in last 12 months	503	4.5%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,822	34.3%	110
Used ATM/cash machine in last 12 months	5,252	47.1%	96
Own any stock	697	6.2%	82
Own U.S. savings bond	550	4.9%	93
Own shares in mutual fund (stock)	745	6.7%	92
Own shares in mutual fund (bonds)	465	4.2%	86
Have interest checking account	3,273	29.3%	104
Have non-interest checking account	3,681	33.0%	117
Have savings account	6,196	55.5%	103
Have 401K retirement savings plan	1,756	15.7%	108
Own/used any credit/debit card in last 12 months	8,609	77.2%	104
Avg monthly credit card expenditures: <\$111	1,546	13.9%	119
Avg monthly credit card expenditures: \$111-\$225	787	7.1%	102
Avg monthly credit card expenditures: \$226-\$450	637	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	612	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	363	3.3%	75
Avg monthly credit card expenditures: \$1,001+	746	6.7%	74
Did banking online in last 12 months	3,689	33.1%	93
Did banking on mobile device in last 12 months	1,415	12.7%	91
Paid bills online in last 12 months	4,443	39.8%	93

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SR 28 / SR 48  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,095	76.0%	109
Used bread in last 6 months	5,135	95.3%	101
Used chicken (fresh or frozen) in last 6 months	3,733	69.3%	100
Used turkey (fresh or frozen) in last 6 months	922	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	2,895	53.7%	98
Used fresh fruit/vegetables in last 6 months	4,715	87.5%	102
Used fresh milk in last 6 months	4,925	91.4%	104
Used organic food in last 6 months	825	15.3%	78
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,077	27.6%	97
Exercise at club 2+ times per week	990	8.9%	68
Visited a doctor in last 12 months	8,675	77.7%	103
Used vitamin/dietary supplement in last 6 months	5,758	51.6%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,693	31.4%	117
Used housekeeper/maid/professional HH cleaning service in last 12	550	10.2%	78
Purchased low ticket HH furnishings in last 12 months	865	16.1%	100
Purchased big ticket HH furnishings in last 12 months	1,076	20.0%	96
Bought any small kitchen appliance in last 12 months	1,189	22.1%	99
Bought any large kitchen appliance in last 12 months	737	13.7%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,452	48.9%	114
Carry medical/hospital/accident insurance	7,521	67.4%	103
Carry homeowner insurance	6,255	56.1%	119
Carry renter's insurance	698	6.3%	77
Have auto insurance: 1 vehicle in household covered	1,465	27.2%	88
Have auto insurance: 2 vehicles in household covered	1,681	31.2%	110
Have auto insurance: 3+ vehicles in household covered	1,545	28.7%	131
<b>Pets (Households)</b>			
Household owns any pet	3,577	66.4%	123
Household owns any cat	1,665	30.9%	138
Household owns any dog	2,863	53.1%	130
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,586	50.1%	118
Usually buy items on credit rather than wait	1,047	9.4%	80
Usually buy based on quality - not price	1,787	16.0%	89
Price is usually more important than brand name	3,212	28.8%	110
Usually use coupons for brands I buy often	2,129	19.1%	101
Am interested in how to help the environment	1,254	11.2%	69
Usually pay more for environ safe product	1,062	9.5%	75
Usually value green products over convenience	957	8.6%	82
Likely to buy a brand that supports a charity	4,329	38.8%	111
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,205	10.8%	82
Bought hardcover book in last 12 months	2,164	19.4%	93
Bought paperback book in last 12 month	3,152	28.2%	90
Read any daily newspaper (paper version)	2,832	25.4%	97
Read any digital newspaper in last 30 days	3,065	27.5%	82
Read any magazine (paper/electronic version) in last 6 months	9,796	87.8%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,497	76.2%	102
Went to family restaurant/steak house: 4+ times a month	2,924	26.2%	95
Went to fast food/drive-in restaurant in last 6 months	10,303	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,593	41.2%	104
Fast food/drive-in last 6 months: eat in	4,114	36.9%	101
Fast food/drive-in last 6 months: home delivery	695	6.2%	81
Fast food/drive-in last 6 months: take-out/drive-thru	5,738	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,090	18.7%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	2,980	26.7%	84
Own e-reader/tablet: iPad	1,078	9.7%	63
Own any portable MP3 player	3,156	28.3%	92
HH owns 1 TV	931	17.3%	84
HH owns 2 TVs	1,352	25.1%	97
HH owns 3 TVs	1,274	23.6%	111
HH owns 4+ TVs	1,176	21.8%	116
HH subscribes to cable TV	1,871	34.7%	70
HH subscribes to fiber optic	216	4.0%	53
HH has satellite dish	2,169	40.2%	158
HH owns DVD/Blu-ray player	3,466	64.3%	106
HH owns camcorder	834	15.5%	111
HH owns portable GPS navigation device	1,624	30.1%	110
HH purchased video game system in last 12 mos	375	7.0%	88
HH owns Internet video device for TV	278	5.2%	73
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,329	47.8%	95
Took 3+ domestic non-business trips in last 12 months	1,143	10.2%	92
Spent on domestic vacations in last 12 months: <\$1,000	1,234	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	577	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	334	3.0%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	410	3.7%	94
Spent on domestic vacations in last 12 months: \$3,000+	517	4.6%	84
Domestic travel in the 12 months: used general travel website	535	4.8%	71
Foreign travel in last 3 years	1,833	16.4%	68
Took 3+ foreign trips by plane in last 3 years	293	2.6%	58
Spent on foreign vacations in last 12 months: <\$1,000	315	2.8%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	221	2.0%	61
Spent on foreign vacations in last 12 months: \$3,000+	341	3.1%	62
Foreign travel in last 3 years: used general travel website	379	3.4%	61
Nights spent in hotel/motel in last 12 months: any	4,153	37.2%	92
Took cruise of more than one day in last 3 years	786	7.0%	84
Member of any frequent flyer program	1,113	10.0%	61
Member of any hotel rewards program	1,259	11.3%	80

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# Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 mile radius

Prepared by Esri  
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<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		43,013	44,279
Population 18+		31,897	33,344
Households		15,386	15,878
Median Household Income		\$71,248	\$79,091

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	16,355	51.3%	108
Bought any women's clothing in last 12 months	14,978	47.0%	107
Bought clothing for child <13 years in last 6 months	9,857	30.9%	112
Bought any shoes in last 12 months	18,348	57.5%	107
Bought costume jewelry in last 12 months	6,616	20.7%	106
Bought any fine jewelry in last 12 months	5,928	18.6%	101
Bought a watch in last 12 months	3,795	11.9%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,328	93.1%	109
HH bought/leased new vehicle last 12 mo	1,870	12.2%	129
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	29,643	92.9%	109
Bought/changed motor oil in last 12 months	17,506	54.9%	112
Had tune-up in last 12 months	9,849	30.9%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	20,887	65.5%	100
Drank regular cola in last 6 months	13,936	43.7%	97
Drank beer/ale in last 6 months	13,806	43.3%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	10,968	34.4%	118
Own digital single-lens reflex (SLR) camera	3,297	10.3%	120
Bought any camera in last 12 months	1,974	6.2%	109
Printed digital photos in last 12 months	1,034	3.2%	111
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	11,627	36.5%	101
Have a smartphone	19,200	60.2%	102
Have a smartphone: Android phone (any brand)	8,459	26.5%	99
Have a smartphone: Apple iPhone	8,816	27.6%	107
Number of cell phones in household: 1	3,826	24.9%	77
Number of cell phones in household: 2	6,260	40.7%	109
Number of cell phones in household: 3+	4,760	30.9%	121
HH has cell phone only (no landline telephone)	5,829	37.9%	90
<b>Computers (Households)</b>			
HH owns a computer	12,532	81.5%	106
HH owns desktop computer	7,937	51.6%	114
HH owns laptop/notebook	8,793	57.1%	105
HH owns any Apple/Mac brand computer	2,306	15.0%	100
HH owns any PC/non-Apple brand computer	11,279	73.3%	108
HH purchased most recent computer in a store	6,374	41.4%	110
HH purchased most recent computer online	2,211	14.4%	110
Spent <\$500 on most recent home computer	2,436	15.8%	109
Spent \$500-\$999 on most recent home computer	3,250	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	1,586	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	729	4.7%	104
Spent \$2,000+ on most recent home computer	654	4.3%	108

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# Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	17,317	54.3%	107
Bought brewed coffee at convenience store in last 30 days	5,023	15.7%	100
Bought cigarettes at convenience store in last 30 days	4,258	13.3%	107
Bought gas at convenience store in last 30 days	12,490	39.2%	119
Spent at convenience store in last 30 days: <\$20	2,840	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	2,800	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	2,600	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	1,505	4.7%	107
Spent at convenience store in last 30 days: \$100+	8,448	26.5%	116
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	18,997	59.6%	100
Went to live theater in last 12 months	4,160	13.0%	100
Went to a bar/night club in last 12 months	5,158	16.2%	97
Dined out in last 12 months	16,124	50.6%	113
Gambled at a casino in last 12 months	4,652	14.6%	106
Visited a theme park in last 12 months	5,966	18.7%	106
Viewed movie (video-on-demand) in last 30 days	5,484	17.2%	101
Viewed TV show (video-on-demand) in last 30 days	3,846	12.1%	93
Watched any pay-per-view TV in last 12 months	4,216	13.2%	101
Downloaded a movie over the Internet in last 30 days	1,902	6.0%	83
Downloaded any individual song in last 6 months	6,868	21.5%	106
Watched a movie online in the last 30 days	4,119	12.9%	81
Watched a TV program online in last 30 days	4,124	12.9%	86
Played a video/electronic game (console) in last 12 months	3,378	10.6%	101
Played a video/electronic game (portable) in last 12 months	1,392	4.4%	96
<b>Financial (Adults)</b>			
Have home mortgage (1st)	12,616	39.6%	127
Used ATM/cash machine in last 12 months	16,835	52.8%	108
Own any stock	2,825	8.9%	116
Own U.S. savings bond	1,905	6.0%	113
Own shares in mutual fund (stock)	2,884	9.0%	125
Own shares in mutual fund (bonds)	1,893	5.9%	122
Have interest checking account	10,647	33.4%	118
Have non-interest checking account	10,410	32.6%	115
Have savings account	19,276	60.4%	112
Have 401K retirement savings plan	5,909	18.5%	127
Own/used any credit/debit card in last 12 months	25,628	80.3%	108
Avg monthly credit card expenditures: <\$111	4,244	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	2,294	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	2,110	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	1,996	6.3%	117
Avg monthly credit card expenditures: \$701-\$1,000	1,451	4.5%	106
Avg monthly credit card expenditures: \$1,001+	3,393	10.6%	117
Did banking online in last 12 months	13,068	41.0%	115
Did banking on mobile device in last 12 months	5,057	15.9%	113
Paid bills online in last 12 months	15,010	47.1%	109

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# Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	11,515	74.8%	108
Used bread in last 6 months	14,691	95.5%	102
Used chicken (fresh or frozen) in last 6 months	11,056	71.9%	104
Used turkey (fresh or frozen) in last 6 months	2,704	17.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	8,602	55.9%	102
Used fresh fruit/vegetables in last 6 months	13,610	88.5%	103
Used fresh milk in last 6 months	14,068	91.4%	104
Used organic food in last 6 months	2,738	17.8%	90
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	9,872	30.9%	109
Exercise at club 2+ times per week	4,210	13.2%	101
Visited a doctor in last 12 months	25,261	79.2%	104
Used vitamin/dietary supplement in last 6 months	17,376	54.5%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,152	33.5%	125
Used housekeeper/maid/professional HH cleaning service in last 12	2,096	13.6%	103
Purchased low ticket HH furnishings in last 12 months	2,624	17.1%	106
Purchased big ticket HH furnishings in last 12 months	3,378	22.0%	105
Bought any small kitchen appliance in last 12 months	3,581	23.3%	105
Bought any large kitchen appliance in last 12 months	2,239	14.6%	114
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	16,272	51.0%	120
Carry medical/hospital/accident insurance	22,204	69.6%	106
Carry homeowner insurance	18,834	59.0%	125
Carry renter's insurance	2,239	7.0%	86
Have auto insurance: 1 vehicle in household covered	3,650	23.7%	77
Have auto insurance: 2 vehicles in household covered	5,181	33.7%	118
Have auto insurance: 3+ vehicles in household covered	4,794	31.2%	143
<b>Pets (Households)</b>			
Household owns any pet	9,923	64.5%	120
Household owns any cat	4,233	27.5%	123
Household owns any dog	7,945	51.6%	127
<b>Psychographics (Adults)</b>			
Buying American is important to me	15,004	47.0%	111
Usually buy items on credit rather than wait	3,378	10.6%	90
Usually buy based on quality - not price	5,467	17.1%	96
Price is usually more important than brand name	8,661	27.2%	103
Usually use coupons for brands I buy often	6,082	19.1%	101
Am interested in how to help the environment	4,186	13.1%	81
Usually pay more for environ safe product	3,384	10.6%	83
Usually value green products over convenience	2,683	8.4%	80
Likely to buy a brand that supports a charity	11,508	36.1%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,704	14.7%	112
Bought hardcover book in last 12 months	6,999	21.9%	105
Bought paperback book in last 12 month	10,368	32.5%	104
Read any daily newspaper (paper version)	8,240	25.8%	99
Read any digital newspaper in last 30 days	10,774	33.8%	101
Read any magazine (paper/electronic version) in last 6 months	28,979	90.9%	100

**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 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	25,392	79.6%	107
Went to family restaurant/steak house: 4+ times a month	9,341	29.3%	107
Went to fast food/drive-in restaurant in last 6 months	29,450	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,448	42.2%	107
Fast food/drive-in last 6 months: eat in	12,697	39.8%	109
Fast food/drive-in last 6 months: home delivery	2,284	7.2%	93
Fast food/drive-in last 6 months: take-out/drive-thru	16,755	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	6,344	19.9%	102
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	10,971	34.4%	108
Own e-reader/tablet: iPad	5,212	16.3%	107
Own any portable MP3 player	10,775	33.8%	110
HH owns 1 TV	2,323	15.1%	74
HH owns 2 TVs	3,812	24.8%	96
HH owns 3 TVs	3,740	24.3%	114
HH owns 4+ TVs	3,736	24.3%	129
HH subscribes to cable TV	6,302	41.0%	82
HH subscribes to fiber optic	1,109	7.2%	95
HH has satellite dish	5,537	36.0%	142
HH owns DVD/Blu-ray player	10,206	66.3%	110
HH owns camcorder	2,756	17.9%	128
HH owns portable GPS navigation device	5,232	34.0%	124
HH purchased video game system in last 12 mos	1,154	7.5%	94
HH owns Internet video device for TV	1,161	7.5%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,775	55.7%	111
Took 3+ domestic non-business trips in last 12 months	4,006	12.6%	113
Spent on domestic vacations in last 12 months: <\$1,000	3,636	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,054	6.4%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,314	4.1%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,590	5.0%	128
Spent on domestic vacations in last 12 months: \$3,000+	2,114	6.6%	120
Domestic travel in the 12 months: used general travel website	2,230	7.0%	103
Foreign travel in last 3 years	7,708	24.2%	100
Took 3+ foreign trips by plane in last 3 years	1,385	4.3%	96
Spent on foreign vacations in last 12 months: <\$1,000	1,331	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	963	3.0%	93
Spent on foreign vacations in last 12 months: \$3,000+	1,723	5.4%	109
Foreign travel in last 3 years: used general travel website	1,771	5.6%	99
Nights spent in hotel/motel in last 12 months: any	14,487	45.4%	112
Took cruise of more than one day in last 3 years	3,058	9.6%	114
Member of any frequent flyer program	5,751	18.0%	110
Member of any hotel rewards program	5,584	17.5%	124

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