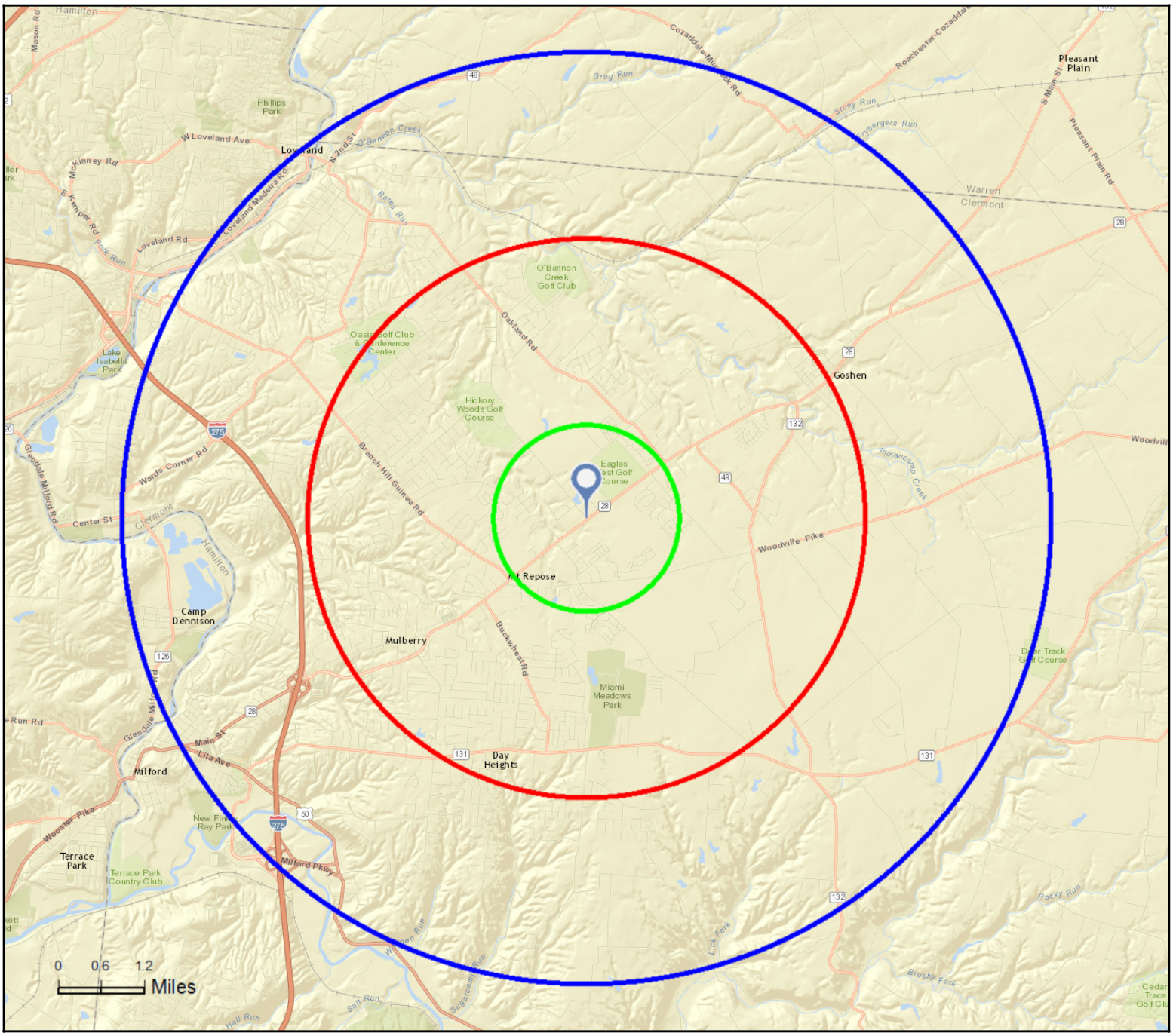
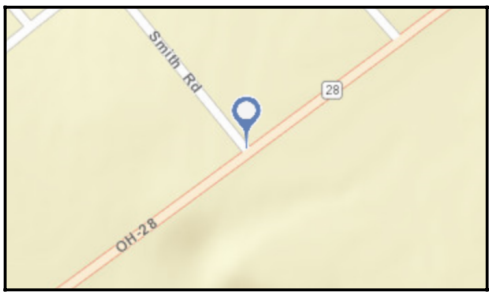
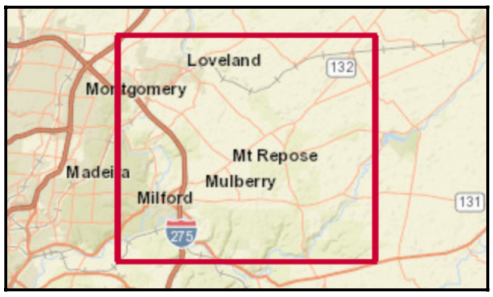
Site Map

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551







July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,767	29,990	56,682
2010 Total Population	5,322	35,215	63,443
2016 Total Population	5,481	36,328	65,681
2016 Group Quarters	10	375	501
2021 Total Population	5,647	37,358	67,753
2016-2021 Annual Rate	0.60%	0.56%	0.62%
Household Summary			
2000 Households	1,367	10,599	20,436
2000 Average Household Size	2.76	2.79	2.75
2010 Households	1,939	12,759	23,321
2010 Average Household Size	2.74	2.73	2.70
2016 Households	2,011	13,242	24,282
2016 Average Household Size	2.72	2.72	2.68
2021 Households	2,077	13,660	25,117
2021 Average Household Size	2.71	2.71	2.68
2016-2021 Annual Rate	0.65%	0.62%	0.68%
2010 Families	1,487	9,713	17,519
2010 Average Family Size	3.10	3.13	3.12
2016 Families	1,525	9,980	18,068
2016 Average Family Size	3.09	3.12	3.11
2021 Families	1,566	10,244	18,599
2021 Average Family Size	3.09	3.12	3.11
2016-2021 Annual Rate	0.53%	0.52%	0.58%
Housing Unit Summary			
2000 Housing Units	1,435	11,026	21,137
Owner Occupied Housing Units	88.4%	83.8%	80.0%
Renter Occupied Housing Units	6.9%	12.3%	16.7%
Vacant Housing Units	4.7%	3.9%	3.3%
2010 Housing Units	2,060	13,609	24,823
Owner Occupied Housing Units	83.8%	78.9%	76.8%
Renter Occupied Housing Units	10.3%	14.8%	17.2%
Vacant Housing Units	5.9%	6.2%	6.1%
2016 Housing Units	2,139	14,176	25,915
Owner Occupied Housing Units	82.0%	76.6%	74.6%
Renter Occupied Housing Units	12.0%	16.9%	19.1%
Vacant Housing Units	6.0%	6.6%	6.3%
2021 Housing Units	2,220	14,692	26,918
Owner Occupied Housing Units	81.5%	76.0%	74.1%
Renter Occupied Housing Units	12.0%	17.0%	19.2%
Vacant Housing Units	6.4%	7.0%	6.7%
Median Household Income			
2016	$66,567	$68,687	$72,693
2021	$71,096	$77,021	$81,138
Median Home Value			
2016	$169,482	$179,321	$199,161
2021	$179,659	$205,689	$223,276
Per Capita Income			
2016	$30,991	$31,786	$34,558
2021	$33,229	$34,767	$37,800
Median Age			
2010	33.2	37.7	39.3
2016	33.8	38.6	40.4
2021	34.4	39.4	41.3

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.

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	2,011	13,242	24,282
<$15,000	11.1%	7.3%	7.3%
$15,000 - $24,999	8.1%	7.6%	7.1%
$25,000 - $34,999	7.0%	9.2%	8.9%
$35,000 - $49,999	10.5%	11.5%	11.3%
$50,000 - $74,999	18.0%	17.8%	16.4%
$75,000 - $99,999	11.9%	14.4%	13.7%
$100,000 - $149,999	18.0%	17.5%	18.3%
$150,000 - $199,999	7.6%	9.1%	9.6%
$200,000+	7.8%	5.7%	7.3%
Average Household Income	$87,869	$87,116	$92,789
2021 Households by Income			
Household Income Base	2,077	13,660	25,117
<$15,000	10.3%	6.9%	6.9%
$15,000 - $24,999	7.7%	6.9%	6.5%
$25,000 - $34,999	7.1%	8.7%	8.6%
$35,000 - $49,999	4.9%	6.5%	6.4%
$50,000 - $74,999	22.6%	19.4%	17.2%
$75,000 - $99,999	12.4%	15.2%	14.4%
$100,000 - $149,999	18.2%	19.8%	21.0%
$150,000 - $199,999	8.9%	10.7%	11.3%
$200,000+	8.0%	6.0%	7.6%
Average Household Income	$93,987	$95,049	$101,266
2016 Owner Occupied Housing Units by Value			
Total	1,754	10,853	19,320
<$50,000	26.7%	11.4%	8.4%
$50,000 - $99,999	3.1%	7.8%	7.4%
$100,000 - $149,999	12.0%	20.0%	16.9%
$150,000 - $199,999	20.9%	18.4%	17.6%
$200,000 - $249,999	12.7%	14.5%	15.2%
$250,000 - $299,999	4.7%	9.9%	10.2%
$300,000 - $399,999	6.8%	10.9%	12.3%
$400,000 - $499,999	1.9%	2.7%	6.3%
$500,000 - $749,999	8.1%	3.4%	4.4%
$750,000 - $999,999	0.6%	0.4%	0.5%
$1,000,000 +	2.5%	0.7%	0.8%
Average Home Value	$221,023	$209,007	$235,256
2021 Owner Occupied Housing Units by Value			
Total	1,810	11,168	19,937
<$50,000	25.6%	8.6%	5.8%
$50,000 - $99,999	2.3%	4.6%	4.1%
$100,000 - $149,999	9.6%	12.6%	10.2%
$150,000 - $199,999	21.0%	22.0%	20.4%
$200,000 - $249,999	15.2%	19.9%	20.6%
$250,000 - $299,999	6.1%	13.3%	13.6%
$300,000 - $399,999	6.7%	11.5%	12.8%
$400,000 - $499,999	1.9%	2.9%	6.8%
$500,000 - $749,999	8.3%	3.5%	4.6%
$750,000 - $999,999	0.7%	0.4%	0.6%
$1,000,000 +	2.5%	0.7%	0.7%
Average Home Value	$229,213	$228,626	$254,168

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.

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,319	35,217	63,441
0 - 4	8.8%	7.3%	6.6%
5 - 9	8.6%	8.2%	7.9%
10 - 14	8.1%	8.0%	8.0%
15 - 24	11.4%	11.4%	11.3%
25 - 34	15.9%	11.4%	10.3%
35 - 44	15.6%	14.9%	14.6%
45 - 54	14.1%	15.8%	16.8%
55 - 64	10.4%	12.0%	12.5%
65 - 74	4.7%	6.6%	7.0%
75 - 84	1.9%	3.4%	3.6%
85 +	0.5%	1.2%	1.3%
18 +	70.4%	72.1%	72.8%
2016 Population by Age			
Total	5,480	36,329	65,680
0 - 4	8.4%	6.8%	6.2%
5 - 9	8.2%	7.4%	7.0%
10 - 14	7.8%	7.8%	7.8%
15 - 24	10.9%	11.6%	11.7%
25 - 34	16.6%	11.7%	10.9%
35 - 44	15.0%	13.3%	12.8%
45 - 54	12.9%	14.5%	15.2%
55 - 64	11.5%	13.2%	14.2%
65 - 74	5.9%	8.4%	8.9%
75 - 84	2.1%	3.8%	4.0%
85 +	0.6%	1.4%	1.5%
18 +	71.8%	73.9%	74.9%
2021 Population by Age			
Total	5,647	37,357	67,754
0 - 4	8.3%	6.6%	6.0%
5 - 9	7.9%	7.0%	6.6%
10 - 14	7.7%	7.4%	7.1%
15 - 24	10.4%	11.2%	11.2%
25 - 34	16.8%	12.0%	11.2%
35 - 44	15.4%	13.2%	12.7%
45 - 54	12.0%	13.2%	13.5%
55 - 64	11.5%	13.4%	14.6%
65 - 74	6.8%	9.9%	10.6%
75 - 84	2.6%	4.6%	4.9%
85 +	0.7%	1.5%	1.6%
18 +	72.3%	74.8%	76.1%
2010 Population by Sex			
Males	2,625	17,362	31,346
Females	2,697	17,853	32,097
2016 Population by Sex			
Males	2,706	17,943	32,480
Females	2,775	18,386	33,201
2021 Population by Sex			
Males	2,790	18,496	33,544
Females	2,857	18,863	34,210

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

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,321	35,215	63,444
White Alone	95.4%	95.5%	95.4%
Black Alone	0.9%	1.2%	1.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	1.7%	1.4%	1.4%
Hispanic Origin	1.6%	1.8%	1.7%
Diversity Index	11.8	12.0	12.0
2016 Population by Race/Ethnicity			
Total	5,480	36,327	65,681
White Alone	94.3%	94.3%	94.2%
Black Alone	1.3%	1.7%	1.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	1.5%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	2.2%	1.8%	1.7%
Hispanic Origin	2.1%	2.3%	2.3%
Diversity Index	14.7	15.1	15.1
2021 Population by Race/Ethnicity			
Total	5,646	37,359	67,753
White Alone	93.2%	93.2%	93.1%
Black Alone	1.5%	2.0%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.8%	1.8%	1.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.6%	0.6%	0.6%
Two or More Races	2.6%	2.2%	2.0%
Hispanic Origin	2.6%	2.9%	2.8%
Diversity Index	17.4	18.0	17.9
2010 Population by Relationship and Household Type			
Total	5,322	35,215	63,443
In Households	99.8%	98.9%	99.2%
In Family Households	88.9%	88.1%	87.9%
Householder	27.0%	27.5%	27.7%
Spouse	21.0%	22.0%	22.5%
Child	35.7%	34.4%	33.7%
Other relative	2.8%	2.3%	2.2%
Nonrelative	2.3%	1.9%	1.9%
In Nonfamily Households	10.9%	10.8%	11.3%
In Group Quarters	0.2%	1.1%	0.8%
Institutionalized Population	0.2%	1.0%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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.

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	3,542	24,123	44,268
Less than 9th Grade	1.3%	1.8%	1.9%
9th - 12th Grade, No Diploma	10.5%	6.5%	6.3%
High School Graduate	27.5%	26.3%	24.6%
GED/Alternative Credential	5.5%	3.3%	3.1%
Some College, No Degree	19.3%	18.7%	17.9%
Associate Degree	5.0%	8.6%	8.6%
Bachelor's Degree	23.7%	24.0%	24.9%
Graduate/Professional Degree	7.2%	10.7%	12.7%
2016 Population 15+ by Marital Status			
Total	4,142	28,348	51,956
Never Married	27.7%	25.6%	25.4%
Married	55.6%	58.8%	59.5%
Widowed	4.5%	4.8%	5.3%
Divorced	12.2%	10.8%	9.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	96.5%	96.7%
Civilian Unemployed	3.0%	3.5%	3.3%
2016 Employed Population 16+ by Industry			
Total	2,724	18,121	33,434
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	7.3%	5.1%	5.1%
Manufacturing	16.7%	14.9%	15.6%
Wholesale Trade	4.1%	2.9%	3.6%
Retail Trade	12.8%	12.7%	13.2%
Transportation/Utilities	5.1%	3.8%	3.8%
Information	1.1%	1.3%	1.5%
Finance/Insurance/Real Estate	8.8%	8.6%	8.0%
Services	42.3%	47.2%	46.1%
Public Administration	1.8%	3.1%	2.8%
2016 Employed Population 16+ by Occupation			
Total	2,723	18,118	33,434
White Collar	63.0%	64.8%	66.1%
Management/Business/Financial	16.3%	15.9%	17.7%
Professional	24.1%	22.9%	22.4%
Sales	12.8%	12.1%	13.4%
Administrative Support	9.8%	13.9%	12.5%
Services	13.1%	15.5%	14.3%
Blue Collar	23.9%	19.8%	19.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	4.6%	4.2%	3.9%
Installation/Maintenance/Repair	3.7%	3.0%	2.8%
Production	6.8%	6.1%	6.8%
Transportation/Material Moving	8.8%	6.2%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	5,322	35,215	63,443
Population Inside Urbanized Area	98.0%	94.1%	90.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.0%	5.9%	10.0%

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

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,939	12,759	23,321
Households with 1 Person	17.2%	19.1%	20.1%
Households with 2+ People	82.8%	80.9%	79.9%
Family Households	76.7%	76.1%	75.1%
Husband-wife Families	59.9%	61.0%	61.0%
With Related Children	32.2%	29.8%	28.9%
Other Family (No Spouse Present)	16.8%	15.1%	14.2%
Other Family with Male Householder	5.1%	4.4%	4.2%
With Related Children	3.6%	2.9%	2.6%
Other Family with Female Householder	11.7%	10.7%	9.9%
With Related Children	7.5%	7.3%	6.5%
Nonfamily Households	6.1%	4.8%	4.7%
All Households with Children	43.8%	40.6%	38.6%
Multigenerational Households	4.0%	3.7%	3.4%
Unmarried Partner Households	8.4%	6.4%	6.0%
Male-female	7.6%	5.8%	5.4%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	1,939	12,760	23,322
1 Person Household	17.2%	19.1%	20.1%
2 Person Household	32.7%	33.7%	34.7%
3 Person Household	18.9%	17.9%	17.0%
4 Person Household	18.6%	17.9%	17.0%
5 Person Household	8.4%	7.7%	7.7%
6 Person Household	3.0%	2.7%	2.5%
7 + Person Household	1.3%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,939	12,759	23,321
Owner Occupied	89.1%	84.2%	81.7%
Owned with a Mortgage/Loan	65.7%	65.7%	63.3%
Owned Free and Clear	23.4%	18.5%	18.4%
Renter Occupied	10.9%	15.8%	18.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,060	13,609	24,823
Housing Units Inside Urbanized Area	97.5%	93.9%	89.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.5%	6.1%	10.3%

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.

July 29, 2016

©2016 Esri

Market Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Down the Road (10D)	Middleburg (4C)	Professional Pride (1B)
2.	Boomburbs (1C)	Down the Road (10D)	Salt of the Earth (6B)
3.	Southern Satellites (10A)	Boomburbs (1C)	Comfortable Empty Nesters
2016 Consumer Spending			
Apparel & Services: Total $	$4,719,433	$29,645,312	$57,571,729
Average Spent	$2,346.81	$2,238.73	$2,370.96
Spending Potential Index	117	111	118
Education: Total $	$2,804,169	$20,106,735	$41,104,783
Average Spent	$1,394.42	$1,518.41	$1,692.81
Spending Potential Index	99	107	120
Entertainment/Recreation: Total $	$6,826,991	$43,715,014	$84,883,168
Average Spent	$3,394.82	$3,301.24	$3,495.72
Spending Potential Index	116	113	120
Food at Home: Total $	$11,724,442	$72,799,810	$140,822,749
Average Spent	$5,830.16	$5,497.64	$5,799.47
Spending Potential Index	117	110	116
Food Away from Home: Total $	$7,355,394	$46,072,644	$89,005,038
Average Spent	$3,657.58	$3,479.28	$3,665.47
Spending Potential Index	118	112	119
Health Care: Total $	$12,249,042	$79,753,367	$155,112,962
Average Spent	$6,091.02	$6,022.76	$6,387.98
Spending Potential Index	115	114	121
HH Furnishings & Equipment: Total $	$4,132,514	$26,692,290	$51,868,137
Average Spent	$2,054.95	$2,015.73	$2,136.07
Spending Potential Index	116	114	121
Personal Care Products & Services: Total $	$1,721,250	$10,929,040	$21,231,129
Average Spent	$855.92	$825.33	$874.36
Spending Potential Index	117	113	119
Shelter: Total $	$34,784,615	$225,497,429	$442,009,770
Average Spent	$17,297.17	$17,028.96	$18,203.19
Spending Potential Index	111	109	117
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,328,017	$35,410,364	$69,144,088
Average Spent	$2,649.44	$2,674.09	$2,847.55
Spending Potential Index	114	115	123
Travel: Total $	$4,152,312	$28,387,214	$56,039,634
Average Spent	$2,064.80	$2,143.73	$2,307.87
Spending Potential Index	111	115	124
Vehicle Maintenance & Repairs: Total $	$2,420,135	$15,424,087	$29,936,738
Average Spent	$1,203.45	$1,164.79	$1,232.88
Spending Potential Index	116	113	119

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.

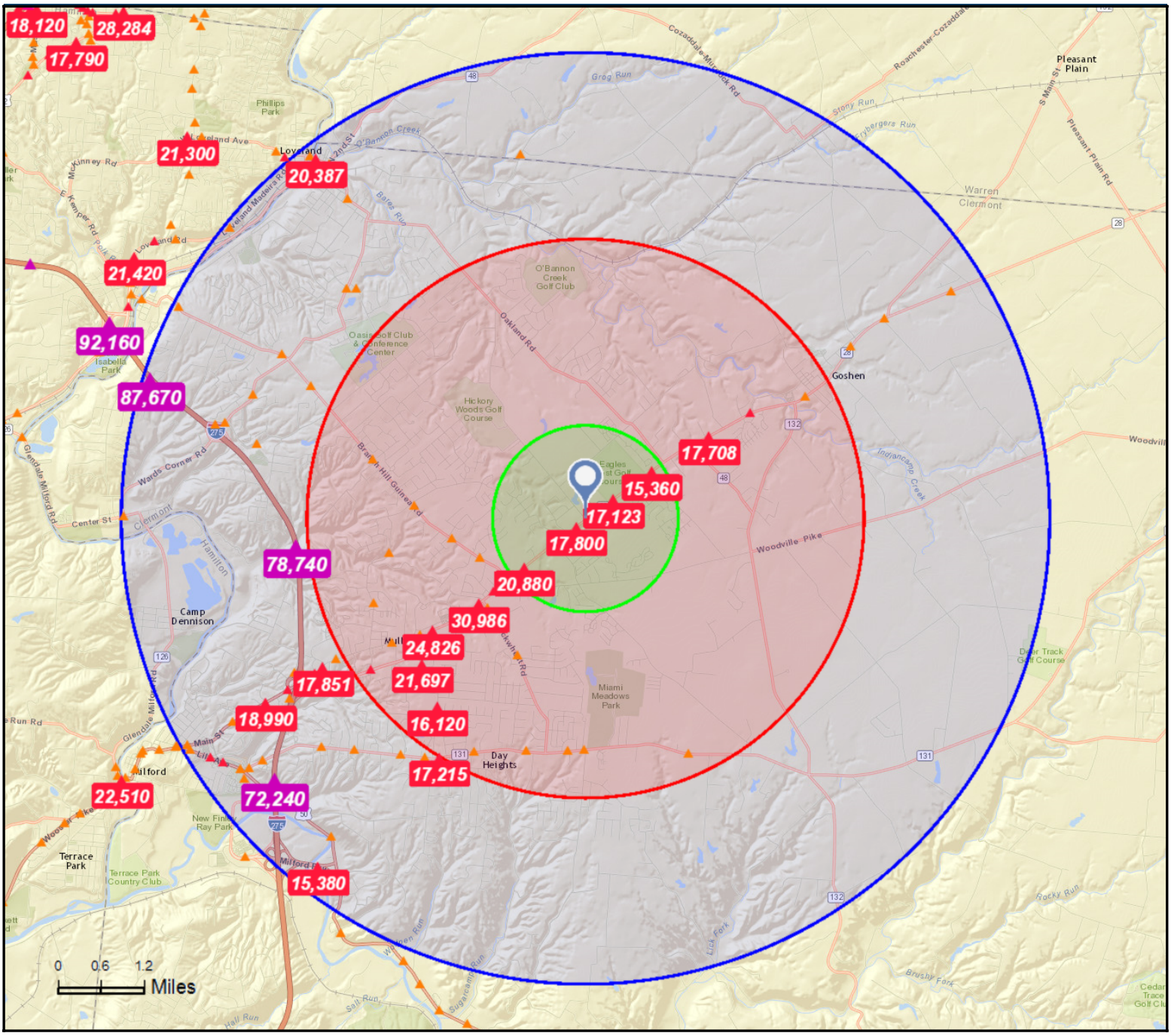
July 29, 2016

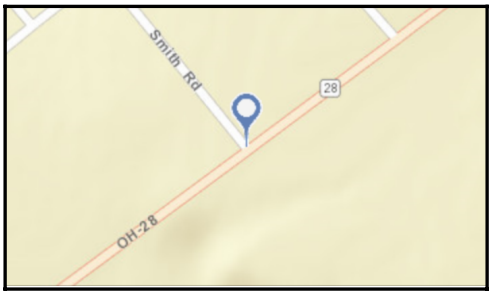
©2016 Esri

Traffic Count Map

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

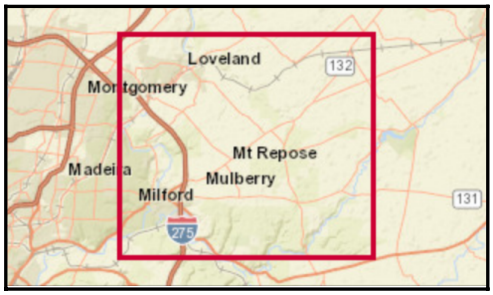
Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551





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

©2016 Esri

Business Summary

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	125	945	2,120
Total Employees:	814	8,762	22,231
Total Residential Population:	5,481	36,328	65,681
Employee/Residential Population Ratio:	0.15:1	0.24:1	0.34:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	5	4.0%	26	3.2%	37	3.9%	200	2.3%	88	4.2%	466	2.1%
Construction	17	13.6%	125	15.4%	121	12.8%	813	9.3%	263	12.4%	1,655	7.4%
Manufacturing	4	3.2%	19	2.3%	29	3.1%	176	2.0%	80	3.8%	2,024	9.1%
Transportation	8	6.4%	56	6.9%	30	3.2%	223	2.5%	57	2.7%	532	2.4%
Communication	1	0.8%	4	0.5%	7	0.7%	24	0.3%	12	0.6%	121	0.5%
Utility	1	0.8%	3	0.4%	6	0.6%	36	0.4%	9	0.4%	55	0.2%
Wholesale Trade	6	4.8%	42	5.2%	28	3.0%	293	3.3%	70	3.3%	976	4.4%
Retail Trade Summary	25	20.0%	188	23.1%	198	21.0%	2,948	33.6%	415	19.6%	6,250	28.1%
Home Improvement	1	0.8%	4	0.5%	15	1.6%	300	3.4%	36	1.7%	712	3.2%
General Merchandise Stores	2	1.6%	15	1.8%	8	0.8%	209	2.4%	17	0.8%	473	2.1%
Food Stores	3	2.4%	29	3.6%	25	2.6%	690	7.9%	50	2.4%	1,077	4.8%
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.4%	10	1.2%	23	2.4%	222	2.5%	42	2.0%	444	2.0%
Apparel & Accessory Stores	1	0.8%	2	0.2%	3	0.3%	7	0.1%	11	0.5%	36	0.2%
Furniture & Home Furnishings	4	3.2%	17	2.1%	13	1.4%	81	0.9%	37	1.7%	534	2.4%
Eating & Drinking Places	4	3.2%	66	8.1%	56	5.9%	994	11.3%	114	5.4%	2,174	9.8%
Miscellaneous Retail	7	5.6%	45	5.5%	56	5.9%	444	5.1%	108	5.1%	800	3.6%
Finance, Insurance, Real Estate Summary	10	8.0%	19	2.3%	108	11.4%	429	4.9%	249	11.7%	937	4.2%
Banks, Savings & Lending Institutions	3	2.4%	1	0.1%	48	5.1%	103	1.2%	113	5.3%	245	1.1%
Securities Brokers	0	0.0%	0	0.0%	5	0.5%	18	0.2%	17	0.8%	100	0.4%
Insurance Carriers & Agents	2	1.6%	6	0.7%	21	2.2%	125	1.4%	45	2.1%	249	1.1%
Real Estate, Holding, Other Investment Offices	4	3.2%	12	1.5%	34	3.6%	183	2.1%	74	3.5%	343	1.5%
Services Summary	39	31.2%	306	37.6%	332	35.1%	3,247	37.1%	747	35.2%	8,448	38.0%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	8	0.1%	8	0.4%	205	0.9%
Automotive Services	6	4.8%	24	2.9%	42	4.4%	239	2.7%	85	4.0%	428	1.9%
Motion Pictures & Amusements	7	5.6%	55	6.8%	34	3.6%	271	3.1%	69	3.3%	610	2.7%
Health Services	2	1.6%	11	1.4%	31	3.3%	598	6.8%	72	3.4%	1,352	6.1%
Legal Services	0	0.0%	0	0.0%	1	0.1%	2	0.0%	14	0.7%	120	0.5%
Education Institutions & Libraries	3	2.4%	111	13.6%	20	2.1%	909	10.4%	35	1.7%	1,501	6.8%
Other Services	22	17.6%	104	12.8%	203	21.5%	1,220	13.9%	466	22.0%	4,233	19.0%
Government	1	0.8%	21	2.6%	17	1.8%	364	4.2%	34	1.6%	567	2.6%
Unclassified Establishments	8	6.4%	7	0.9%	33	3.5%	9	0.1%	94	4.4%	199	0.9%
Totals	125	100.0%	814	100.0%	945	100.0%	8,762	100.0%	2,120	100.0%	22,231	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

July 29, 2016

Business Summary

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	1	0.8%	4	0.5%	5	0.5%	22	0.3%	7	0.3%	29	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	9	0.0%
Utilities	1	0.8%	3	0.4%	4	0.4%	30	0.3%	5	0.2%	36	0.2%
Construction	17	13.6%	126	15.5%	128	13.5%	869	9.9%	276	13.0%	1,727	7.8%
Manufacturing	5	4.0%	25	3.1%	34	3.6%	242	2.8%	91	4.3%	1,992	9.0%
Wholesale Trade	6	4.8%	41	5.0%	27	2.9%	291	3.3%	68	3.2%	968	4.4%
Retail Trade	19	15.2%	103	12.7%	132	14.0%	1,857	21.2%	283	13.3%	3,895	17.5%
Motor Vehicle & Parts Dealers	2	1.6%	6	0.7%	18	1.9%	196	2.2%	33	1.6%	389	1.7%
Furniture & Home Furnishings Stores	2	1.6%	7	0.9%	6	0.6%	16	0.2%	10	0.5%	45	0.2%
Electronics & Appliance Stores	1	0.8%	5	0.6%	6	0.6%	22	0.3%	23	1.1%	399	1.8%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.8%	3	0.4%	13	1.4%	296	3.4%	33	1.6%	703	3.2%
Food & Beverage Stores	2	1.6%	16	2.0%	19	2.0%	641	7.3%	39	1.8%	997	4.5%
Health & Personal Care Stores	1	0.8%	10	1.2%	15	1.6%	250	2.9%	29	1.4%	407	1.8%
Gasoline Stations	1	0.8%	3	0.4%	5	0.5%	26	0.3%	10	0.5%	55	0.2%
Clothing & Clothing Accessories Stores	2	1.6%	3	0.4%	6	0.6%	16	0.2%	18	0.8%	61	0.3%
Sport Goods, Hobby, Book, & Music Stores	1	0.8%	8	1.0%	12	1.3%	86	1.0%	23	1.1%	132	0.6%
General Merchandise Stores	2	1.6%	15	1.8%	8	0.8%	209	2.4%	17	0.8%	473	2.1%
Miscellaneous Store Retailers	3	2.4%	9	1.1%	20	2.1%	65	0.7%	41	1.9%	180	0.8%
Nonstore Retailers	1	0.8%	17	2.1%	4	0.4%	34	0.4%	8	0.4%	55	0.2%
Transportation & Warehousing	7	5.6%	58	7.1%	24	2.5%	214	2.4%	50	2.4%	473	2.1%
Information	1	0.8%	5	0.6%	10	1.1%	46	0.5%	26	1.2%	974	4.4%
Finance & Insurance	5	4.0%	7	0.9%	74	7.8%	246	2.8%	175	8.3%	594	2.7%
Central Bank/Credit Intermediation & Related Activities	3	2.4%	1	0.1%	48	5.1%	103	1.2%	113	5.3%	245	1.1%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	5	0.5%	18	0.2%	17	0.8%	100	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.6%	6	0.7%	21	2.2%	125	1.4%	45	2.1%	249	1.1%
Real Estate, Rental & Leasing	7	5.6%	18	2.2%	49	5.2%	220	2.5%	102	4.8%	424	1.9%
Professional, Scientific & Tech Services	4	3.2%	14	1.7%	62	6.6%	380	4.3%	193	9.1%	1,698	7.6%
Legal Services	0	0.0%	0	0.0%	1	0.1%	2	0.0%	17	0.8%	153	0.7%
Management of Companies & Enterprises	1	0.8%	1	0.1%	2	0.2%	2	0.0%	3	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	9	7.2%	45	5.5%	56	5.9%	270	3.1%	124	5.8%	908	4.1%
Educational Services	3	2.4%	111	13.6%	25	2.6%	943	10.8%	45	2.1%	1,545	6.9%
Health Care & Social Assistance	2	1.6%	14	1.7%	40	4.2%	781	8.9%	98	4.6%	1,849	8.3%
Arts, Entertainment & Recreation	6	4.8%	56	6.9%	26	2.8%	240	2.7%	51	2.4%	535	2.4%
Accommodation & Food Services	5	4.0%	78	9.6%	60	6.3%	1,029	11.7%	126	5.9%	2,410	10.8%
Accommodation	0	0.0%	0	0.0%	1	0.1%	8	0.1%	8	0.4%	205	0.9%
Food Services & Drinking Places	5	4.0%	78	9.6%	59	6.2%	1,021	11.7%	118	5.6%	2,205	9.9%
Other Services (except Public Administration)	18	14.4%	80	9.8%	138	14.6%	708	8.1%	270	12.7%	1,394	6.3%
Automotive Repair & Maintenance	4	3.2%	12	1.5%	34	3.6%	206	2.4%	67	3.2%	346	1.6%
Public Administration	1	0.8%	21	2.6%	17	1.8%	364	4.2%	34	1.6%	567	2.6%
Unclassified Establishments	8	6.4%	7	0.9%	33	3.5%	9	0.1%	94	4.4%	199	0.9%
Total	125	100.0%	814	100.0%	945	100.0%	8,762	100.0%	2,120	100.0%	22,231	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

July 29, 2016

Retail MarketPlace Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Summary Demographics	
2016 Population	5,481
2016 Households	2,011
2016 Median Disposable Income	$53,376
2016 Per Capita Income	$30,991

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	$91,422,624	$19,774,313	$71,648,311	64.4	28
Total Retail Trade	44-45	$83,068,654	$16,870,389	$66,198,265	66.2	20
Total Food & Drink	722	$8,353,970	$2,903,924	$5,450,046	48.4	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$19,047,029	$2,372,608	$16,674,421	77.8	3
Automobile Dealers	4411	$15,536,574	$2,088,444	$13,448,130	76.3	3
Other Motor Vehicle Dealers	4412	$2,152,977	$0	$2,152,977	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$1,357,477	$0	$1,357,477	100.0	0
Furniture & Home Furnishings Stores	442	$2,240,563	$1,124,147	$1,116,416	33.2	2
Furniture Stores	4421	$1,466,456	$0	$1,466,456	100.0	0
Home Furnishings Stores	4422	$774,106	$1,124,147	-$350,041	-18.4	2
Electronics & Appliance Stores	443	$4,556,762	$863,660	$3,693,102	68.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	$4,010,919	$752,392	$3,258,527	68.4	2
Bldg Material & Supplies Dealers	4441	$3,478,348	$752,392	$2,725,956	64.4	2
Lawn & Garden Equip & Supply Stores	4442	$532,571	$0	$532,571	100.0	0
Food & Beverage Stores	445	$14,686,322	$4,035,311	$10,651,011	56.9	2
Grocery Stores	4451	$13,549,778	$3,853,002	$9,696,776	55.7	1
Specialty Food Stores	4452	$710,272	$182,310	$527,962	59.1	1
Beer, Wine & Liquor Stores	4453	$426,272	$0	$426,272	100.0	0
Health & Personal Care Stores	446,4461	$6,035,790	$2,048,814	$3,986,976	49.3	1
Gasoline Stations	447,4471	$5,833,072	$1,640,023	$4,193,049	56.1	1
Clothing & Clothing Accessories Stores	448	$3,686,830	$363,769	$3,323,061	82.0	2
Clothing Stores	4481	$2,317,445	$275,184	$2,042,261	78.8	2
Shoe Stores	4482	$451,582	$0	$451,582	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$917,803	$88,584	$829,219	82.4	1
Sporting Goods, Hobby, Book & Music Stores	451	$2,826,150	$861,223	$1,964,927	53.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,314,864	$140,682	$2,174,182	88.5	1
Book, Periodical & Music Stores	4512	$511,286	$0	$511,286	100.0	0
General Merchandise Stores	452	$15,141,264	$1,359,386	$13,781,878	83.5	2
Department Stores Excluding Leased Depts.	4521	$11,979,425	$0	$11,979,425	100.0	0
Other General Merchandise Stores	4529	$3,161,840	$1,359,386	$1,802,454	39.9	2
Miscellaneous Store Retailers	453	$3,842,807	$975,761	$2,867,046	59.5	3
Florists	4531	$146,968	$273,296	-$126,328	-30.1	1
Office Supplies, Stationery & Gift Stores	4532	$905,988	$0	$905,988	100.0	0
Used Merchandise Stores	4533	$564,312	$82,534	$481,778	74.5	1
Other Miscellaneous Store Retailers	4539	$2,225,539	$619,931	$1,605,608	56.4	1
Nonstore Retailers	454	$1,161,147	$473,295	$687,852	42.1	1
Electronic Shopping & Mail-Order Houses	4541	$709,188	$0	$709,188	100.0	0
Vending Machine Operators	4542	$130,875	$0	$130,875	100.0	0
Direct Selling Establishments	4543	$321,084	$473,295	-$152,211	-19.2	1
Food Services & Drinking Places	722	$8,353,970	$2,903,924	$5,450,046	48.4	7
Full-Service Restaurants	7221	$4,149,386	$887,661	$3,261,725	64.8	4
Limited-Service Eating Places	7222	$3,739,759	$1,742,392	$1,997,367	36.4	2
Special Food Services	7223	$215,494	$0	$215,494	100.0	0
Drinking Places - Alcoholic Beverages	7224	$249,332	$273,871	-$24,539	-4.7	2

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

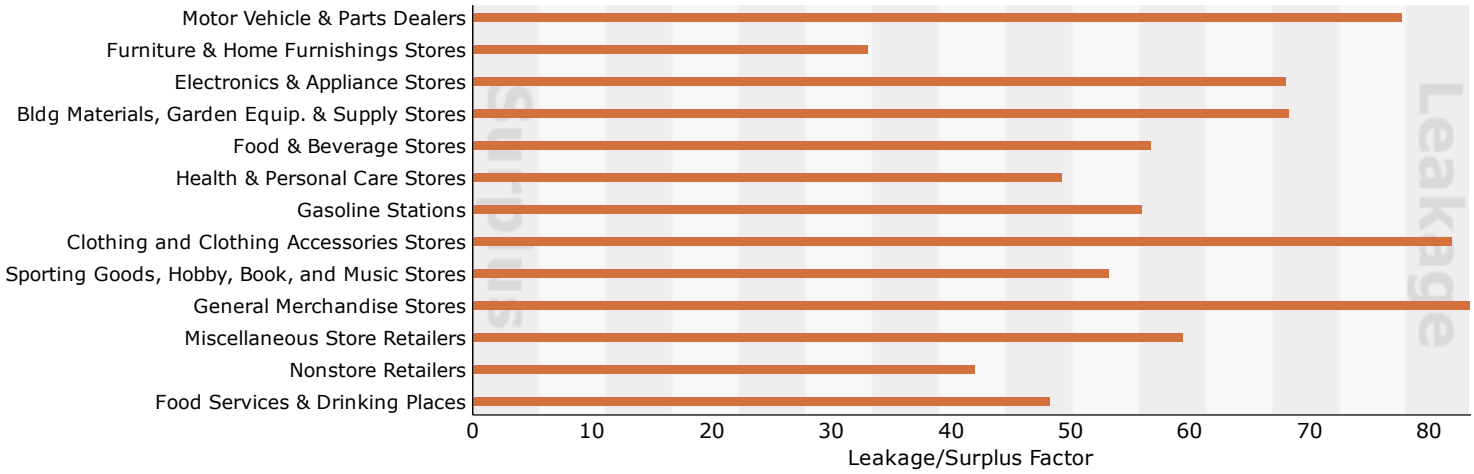
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

July 29, 2016

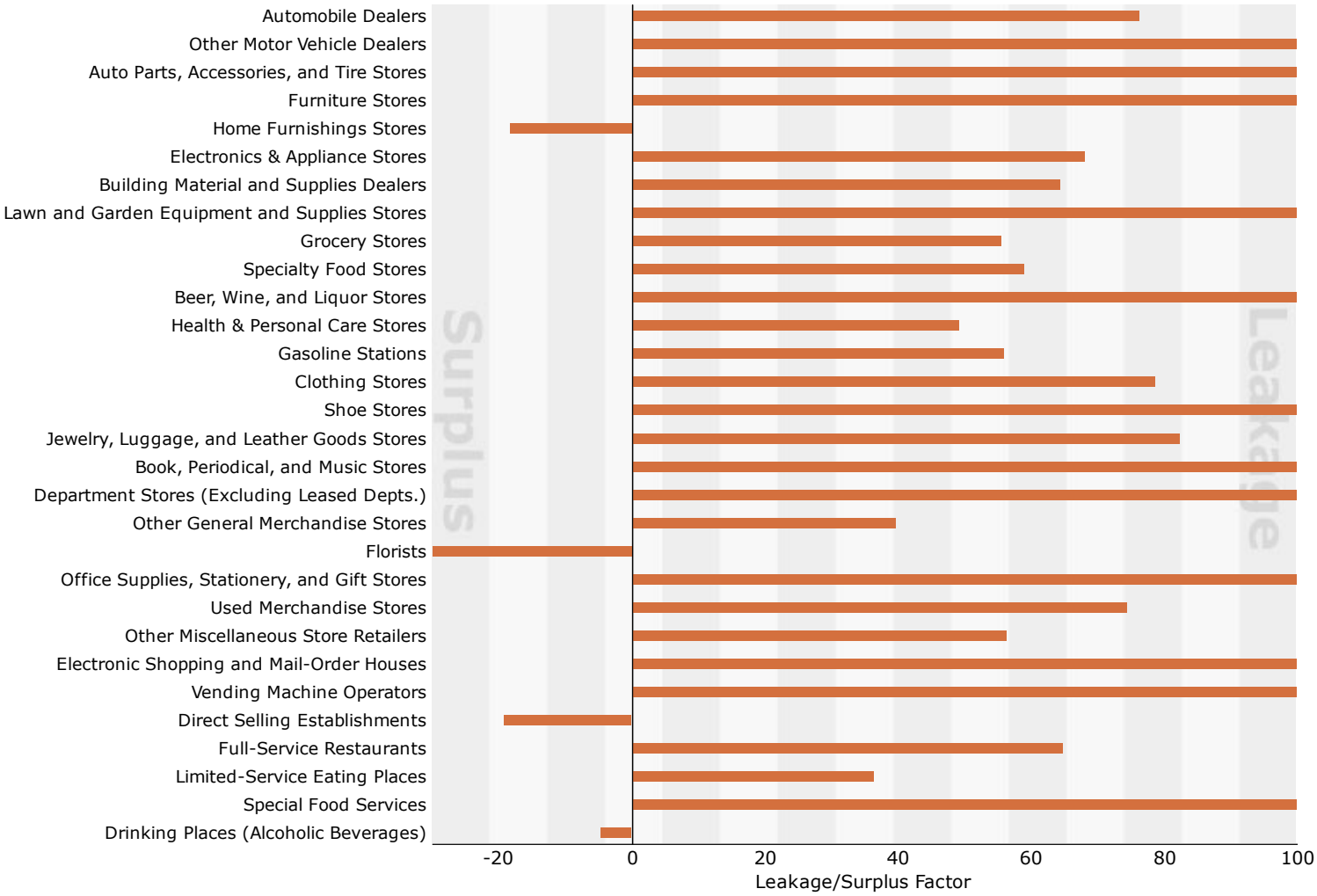
SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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.

July 29, 2016

Retail MarketPlace Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Summary Demographics	
2016 Population	36,328
2016 Households	13,242
2016 Median Disposable Income	$54,244
2016 Per Capita Income	$31,786

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	$615,017,222	$410,596,757	$204,420,465	19.9	192
Total Retail Trade	44-45	$558,692,009	$374,281,158	$184,410,851	19.8	131
Total Food & Drink	722	$56,325,213	$36,315,599	$20,009,614	21.6	61

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$128,449,815	$55,863,276	$72,586,539	39.4	21
Automobile Dealers	4411	$104,682,721	$47,092,152	$57,590,569	37.9	11
Other Motor Vehicle Dealers	4412	$14,497,454	$542,915	$13,954,539	92.8	1
Auto Parts, Accessories & Tire Stores	4413	$9,269,641	$8,228,209	$1,041,432	6.0	10
Furniture & Home Furnishings Stores	442	$15,102,249	$2,534,024	$12,568,225	71.3	5
Furniture Stores	4421	$9,824,613	$725,371	$9,099,242	86.2	2
Home Furnishings Stores	4422	$5,277,636	$1,808,653	$3,468,983	49.0	3
Electronics & Appliance Stores	443	$30,893,344	$3,843,199	$27,050,145	77.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	$27,263,556	$31,789,564	-$4,526,008	-7.7	16
Bldg Material & Supplies Dealers	4441	$23,464,715	$30,210,983	-$6,746,268	-12.6	14
Lawn & Garden Equip & Supply Stores	4442	$3,798,841	$1,578,581	$2,220,260	41.3	2
Food & Beverage Stores	445	$98,518,682	$163,829,473	-$65,310,791	-24.9	21
Grocery Stores	4451	$90,876,628	$160,940,575	-$70,063,947	-27.8	13
Specialty Food Stores	4452	$4,764,654	$1,261,988	$3,502,666	58.1	3
Beer, Wine & Liquor Stores	4453	$2,877,400	$1,626,910	$1,250,490	27.8	4
Health & Personal Care Stores	446,4461	$41,040,961	$46,086,204	-$5,045,243	-5.8	11
Gasoline Stations	447,4471	$38,818,121	$16,783,054	$22,035,067	39.6	6
Clothing & Clothing Accessories Stores	448	$24,623,714	$2,592,306	$22,031,408	81.0	8
Clothing Stores	4481	$15,505,488	$770,873	$14,734,615	90.5	5
Shoe Stores	4482	$2,962,926	$0	$2,962,926	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$6,155,300	$1,821,433	$4,333,867	54.3	3
Sporting Goods, Hobby, Book & Music Stores	451	$18,558,685	$8,866,960	$9,691,725	35.3	9
Sporting Goods/Hobby/Musical Instr Stores	4511	$15,108,526	$6,461,208	$8,647,318	40.1	7
Book, Periodical & Music Stores	4512	$3,450,159	$2,405,752	$1,044,407	17.8	2
General Merchandise Stores	452	$101,326,844	$33,807,957	$67,518,887	50.0	8
Department Stores Excluding Leased Depts.	4521	$80,110,789	$29,929,863	$50,180,926	45.6	2
Other General Merchandise Stores	4529	$21,216,055	$3,878,094	$17,337,961	69.1	6
Miscellaneous Store Retailers	453	$25,834,389	$7,233,632	$18,600,757	56.2	17
Florists	4531	$1,075,631	$437,123	$638,508	42.2	2
Office Supplies, Stationery & Gift Stores	4532	$6,094,091	$554,135	$5,539,956	83.3	3
Used Merchandise Stores	4533	$3,803,712	$283,997	$3,519,715	86.1	4
Other Miscellaneous Store Retailers	4539	$14,860,955	$5,958,377	$8,902,578	42.8	9
Nonstore Retailers	454	$8,261,648	$1,051,510	$7,210,138	77.4	2
Electronic Shopping & Mail-Order Houses	4541	$4,816,380	$0	$4,816,380	100.0	0
Vending Machine Operators	4542	$877,433	$0	$877,433	100.0	0
Direct Selling Establishments	4543	$2,567,835	$1,051,510	$1,516,325	41.9	2
Food Services & Drinking Places	722	$56,325,213	$36,315,599	$20,009,614	21.6	61
Full-Service Restaurants	7221	$28,069,369	$11,809,461	$16,259,908	40.8	29
Limited-Service Eating Places	7222	$25,041,708	$23,625,572	$1,416,136	2.9	25
Special Food Services	7223	$1,506,893	$24,395	$1,482,498	96.8	1
Drinking Places - Alcoholic Beverages	7224	$1,707,243	$856,171	$851,072	33.2	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

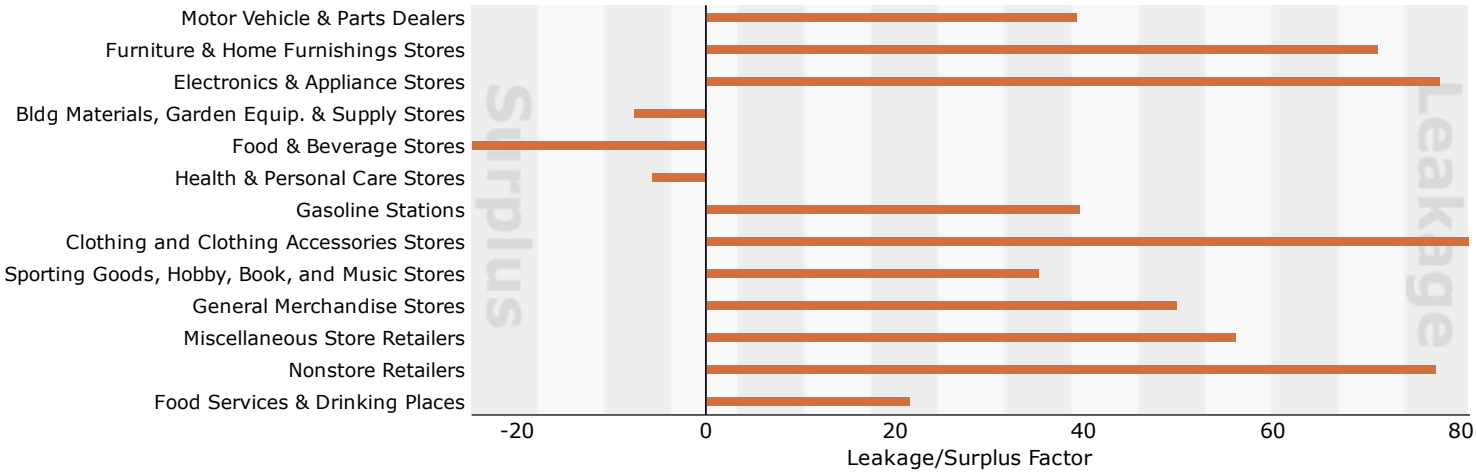
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

July 29, 2016

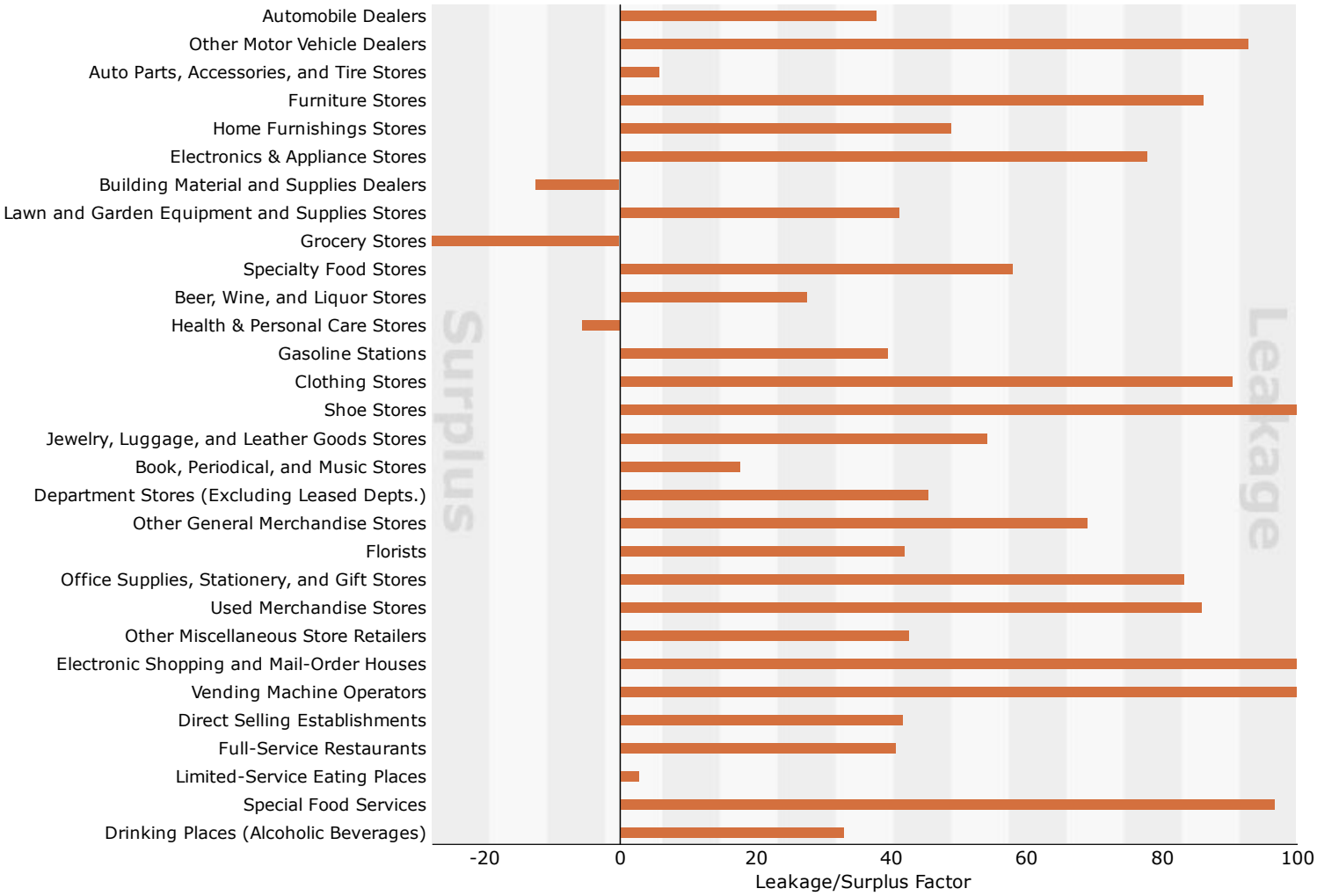
SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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.

July 29, 2016

©2016 Esri

Retail MarketPlace Profile

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Summary Demographics	
2016 Population	65,681
2016 Households	24,282
2016 Median Disposable Income	$56,140
2016 Per Capita Income	$34,558

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	$1,194,913,259	$826,683,846	$368,229,413	18.2	395
Total Retail Trade	44-45	$1,085,006,866	$751,000,994	$334,005,872	18.2	274
Total Food & Drink	722	$109,906,394	$75,682,851	$34,223,543	18.4	121

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$248,419,642	$113,233,213	$135,186,429	37.4	35
Automobile Dealers	4411	$202,000,849	$67,513,558	$134,487,291	49.9	17
Other Motor Vehicle Dealers	4412	$28,289,063	$32,876,527	-$4,587,464	-7.5	2
Auto Parts, Accessories & Tire Stores	4413	$18,129,730	$12,843,127	$5,286,603	17.1	16
Furniture & Home Furnishings Stores	442	$29,272,785	$7,662,541	$21,610,244	58.5	11
Furniture Stores	4421	$18,984,506	$3,084,460	$15,900,046	72.0	4
Home Furnishings Stores	4422	$10,288,279	$4,578,081	$5,710,198	38.4	7
Electronics & Appliance Stores	443	$60,266,571	$65,162,431	-$4,895,860	-3.9	20
Bldg Materials, Garden Equip. & Supply Stores	444	$53,383,576	$87,309,423	-$33,925,847	-24.1	37
Bldg Material & Supplies Dealers	4441	$45,868,373	$82,922,883	-$37,054,510	-28.8	28
Lawn & Garden Equip & Supply Stores	4442	$7,515,203	$4,386,540	$3,128,663	26.3	9
Food & Beverage Stores	445	$191,705,814	$233,819,748	-$42,113,934	-9.9	41
Grocery Stores	4451	$176,815,816	$225,296,738	-$48,480,922	-12.1	26
Specialty Food Stores	4452	$9,275,561	$5,286,659	$3,988,902	27.4	9
Beer, Wine & Liquor Stores	4453	$5,614,437	$3,236,351	$2,378,086	26.9	6
Health & Personal Care Stores	446,4461	$79,882,295	$74,111,334	$5,770,961	3.7	22
Gasoline Stations	447,4471	$74,837,159	$33,804,069	$41,033,090	37.8	14
Clothing & Clothing Accessories Stores	448	$47,915,233	$6,651,875	$41,263,358	75.6	17
Clothing Stores	4481	$30,210,276	$3,331,677	$26,878,599	80.1	11
Shoe Stores	4482	$5,734,787	$0	$5,734,787	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$11,970,170	$3,320,198	$8,649,972	56.6	5
Sporting Goods, Hobby, Book & Music Stores	451	$35,802,058	$13,161,766	$22,640,292	46.2	17
Sporting Goods/Hobby/Musical Instr Stores	4511	$29,067,069	$10,597,516	$18,469,553	46.6	15
Book, Periodical & Music Stores	4512	$6,734,989	$2,564,250	$4,170,739	44.9	3
General Merchandise Stores	452	$196,772,904	$88,628,073	$108,144,831	37.9	16
Department Stores Excluding Leased Depts.	4521	$155,517,103	$68,050,978	$87,466,125	39.1	3
Other General Merchandise Stores	4529	$41,255,801	$20,577,095	$20,678,706	33.4	14
Miscellaneous Store Retailers	453	$50,250,315	$19,739,778	$30,510,537	43.6	37
Florists	4531	$2,139,804	$437,123	$1,702,681	66.1	2
Office Supplies, Stationery & Gift Stores	4532	$11,872,419	$3,308,337	$8,564,082	56.4	7
Used Merchandise Stores	4533	$7,420,126	$1,454,703	$5,965,423	67.2	9
Other Miscellaneous Store Retailers	4539	$28,817,967	$14,539,615	$14,278,352	32.9	20
Nonstore Retailers	454	$16,498,514	$7,716,743	$8,781,771	36.3	7
Electronic Shopping & Mail-Order Houses	4541	$9,392,140	$3,082,772	$6,309,368	50.6	3
Vending Machine Operators	4542	$1,707,684	$0	$1,707,684	100.0	0
Direct Selling Establishments	4543	$5,398,691	$4,633,971	$764,720	7.6	4
Food Services & Drinking Places	722	$109,906,394	$75,682,851	$34,223,543	18.4	121
Full-Service Restaurants	7221	$54,857,918	$30,040,557	$24,817,361	29.2	61
Limited-Service Eating Places	7222	$48,699,866	$39,231,116	$9,468,750	10.8	45
Special Food Services	7223	$2,983,652	$2,430,194	$553,458	10.2	4
Drinking Places - Alcoholic Beverages	7224	$3,364,958	$3,980,985	-$616,027	-8.4	12

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

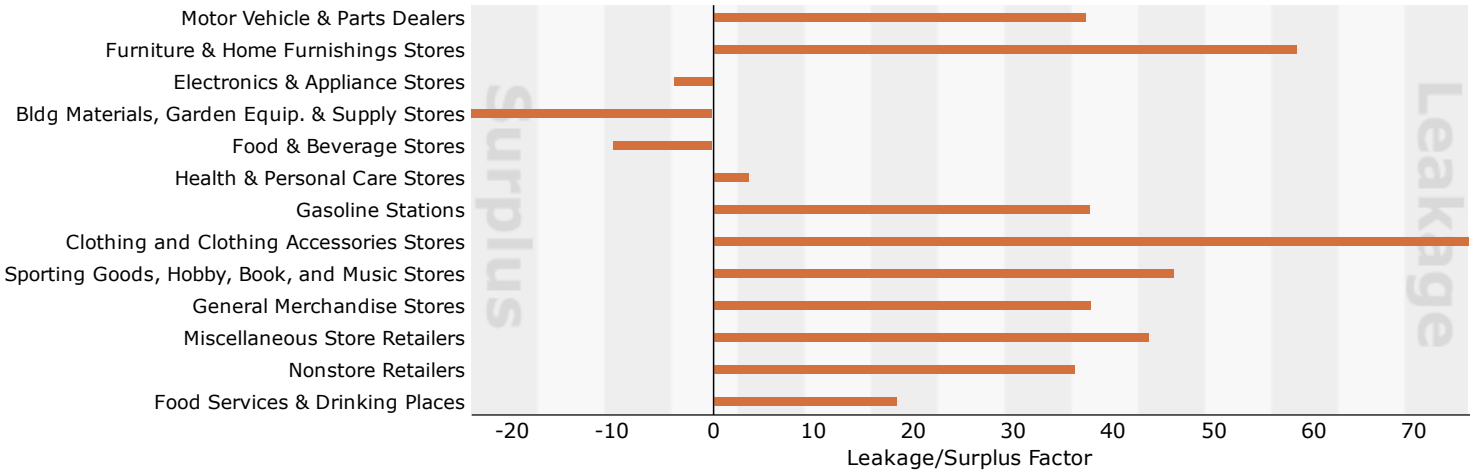
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

July 29, 2016

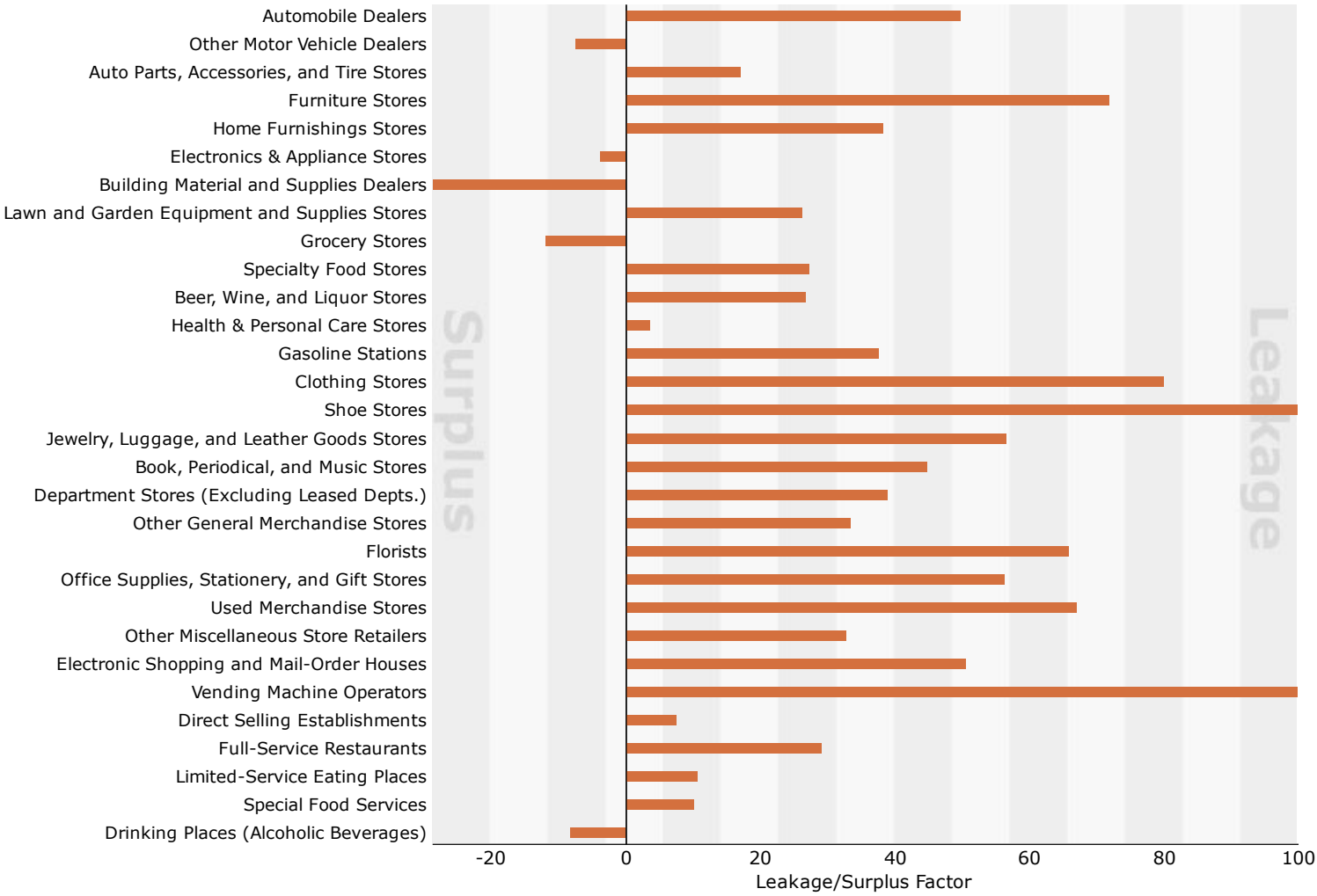
SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Demographic Summary	2016	2021
Population	5,481	5,647
Population 18+	3,935	4,085
Households	2,011	2,077
Median Household Income	$66,567	$71,096

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,982	50.4%	107
Bought any women's clothing in last 12 months	1,797	45.7%	104
Bought clothing for child <13 years in last 6 months	1,298	33.0%	120
Bought any shoes in last 12 months	2,173	55.2%	102
Bought costume jewelry in last 12 months	712	18.1%	93
Bought any fine jewelry in last 12 months	757	19.2%	105
Bought a watch in last 12 months	552	14.0%	127
Automobiles (Households)			
HH owns/leases any vehicle	1,821	90.6%	106
HH bought/leased new vehicle last 12 mo	224	11.1%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,597	91.4%	107
Bought/changed motor oil in last 12 months	2,108	53.6%	109
Had tune-up in last 12 months	1,198	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,584	65.7%	100
Drank regular cola in last 6 months	1,844	46.9%	104
Drank beer/ale in last 6 months	1,580	40.2%	94
Cameras (Adults)			
Own digital point & shoot camera	1,117	28.4%	97
Own digital single-lens reflex (SLR) camera	370	9.4%	109
Bought any camera in last 12 months	228	5.8%	102
Printed digital photos in last 12 months	138	3.5%	120
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,407	35.8%	99
Have a smartphone	2,364	60.1%	102
Have a smartphone: Android phone (any brand)	1,091	27.7%	103
Have a smartphone: Apple iPhone	1,010	25.7%	99
Number of cell phones in household: 1	540	26.9%	84
Number of cell phones in household: 2	791	39.3%	105
Number of cell phones in household: 3+	625	31.1%	122
HH has cell phone only (no landline telephone)	924	45.9%	110
Computers (Households)			
HH owns a computer	1,554	77.3%	101
HH owns desktop computer	964	47.9%	106
HH owns laptop/notebook	1,104	54.9%	101
HH owns any Apple/Mac brand computer	311	15.5%	103
HH owns any PC/non-Apple brand computer	1,376	68.4%	101
HH purchased most recent computer in a store	785	39.0%	104
HH purchased most recent computer online	269	13.4%	102
Spent <$500 on most recent home computer	358	17.8%	123
Spent $500-$999 on most recent home computer	385	19.1%	100
Spent $1,000-$1,499 on most recent home computer	190	9.4%	100
Spent $1,500-$1,999 on most recent home computer	70	3.5%	76
Spent $2,000+ on most recent home computer	76	3.8%	96

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,108	53.6%	106
Bought brewed coffee at convenience store in last 30 days	533	13.5%	86
Bought cigarettes at convenience store in last 30 days	683	17.4%	139
Bought gas at convenience store in last 30 days	1,572	39.9%	121
Spent at convenience store in last 30 days: <$20	331	8.4%	104
Spent at convenience store in last 30 days: $20-$39	382	9.7%	107
Spent at convenience store in last 30 days: $40-$50	266	6.8%	89
Spent at convenience store in last 30 days: $51-$99	155	3.9%	89
Spent at convenience store in last 30 days: $100+	1,109	28.2%	123
Entertainment (Adults)			
Attended a movie in last 6 months	2,251	57.2%	96
Went to live theater in last 12 months	361	9.2%	71
Went to a bar/night club in last 12 months	476	12.1%	72
Dined out in last 12 months	1,756	44.6%	100
Gambled at a casino in last 12 months	578	14.7%	107
Visited a theme park in last 12 months	660	16.8%	95
Viewed movie (video-on-demand) in last 30 days	626	15.9%	94
Viewed TV show (video-on-demand) in last 30 days	345	8.8%	68
Watched any pay-per-view TV in last 12 months	458	11.6%	89
Downloaded a movie over the Internet in last 30 days	238	6.0%	84
Downloaded any individual song in last 6 months	824	20.9%	103
Watched a movie online in the last 30 days	528	13.4%	84
Watched a TV program online in last 30 days	478	12.1%	81
Played a video/electronic game (console) in last 12 months	426	10.8%	104
Played a video/electronic game (portable) in last 12 months	172	4.4%	96
Financial (Adults)			
Have home mortgage (1st)	1,366	34.7%	112
Used ATM/cash machine in last 12 months	1,902	48.3%	98
Own any stock	240	6.1%	80
Own U.S. savings bond	157	4.0%	75
Own shares in mutual fund (stock)	241	6.1%	84
Own shares in mutual fund (bonds)	149	3.8%	78
Have interest checking account	1,082	27.5%	98
Have non-interest checking account	1,211	30.8%	109
Have savings account	2,113	53.7%	99
Have 401K retirement savings plan	638	16.2%	112
Own/used any credit/debit card in last 12 months	3,015	76.6%	103
Avg monthly credit card expenditures: <$111	514	13.1%	113
Avg monthly credit card expenditures: $111-$225	237	6.0%	87
Avg monthly credit card expenditures: $226-$450	193	4.9%	77
Avg monthly credit card expenditures: $451-$700	189	4.8%	90
Avg monthly credit card expenditures: $701-$1,000	150	3.8%	88
Avg monthly credit card expenditures: $1,001+	354	9.0%	99
Did banking online in last 12 months	1,446	36.7%	103
Did banking on mobile device in last 12 months	583	14.8%	106
Paid bills online in last 12 months	1,760	44.7%	104

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,516	75.4%	108
Used bread in last 6 months	1,902	94.6%	101
Used chicken (fresh or frozen) in last 6 months	1,370	68.1%	99
Used turkey (fresh or frozen) in last 6 months	304	15.1%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,096	54.5%	100
Used fresh fruit/vegetables in last 6 months	1,743	86.7%	101
Used fresh milk in last 6 months	1,813	90.2%	102
Used organic food in last 6 months	379	18.8%	96
Health (Adults)			
Exercise at home 2+ times per week	1,094	27.8%	98
Exercise at club 2+ times per week	374	9.5%	73
Visited a doctor in last 12 months	3,024	76.8%	101
Used vitamin/dietary supplement in last 6 months	2,027	51.5%	98
Home (Households)			
Any home improvement in last 12 months	580	28.8%	108
Used housekeeper/maid/professional HH cleaning service in last 12	249	12.4%	94
Purchased low ticket HH furnishings in last 12 months	337	16.8%	104
Purchased big ticket HH furnishings in last 12 months	450	22.4%	107
Bought any small kitchen appliance in last 12 months	460	22.9%	103
Bought any large kitchen appliance in last 12 months	314	15.6%	123
Insurance (Adults/Households)			
Currently carry life insurance	1,816	46.1%	108
Carry medical/hospital/accident insurance	2,656	67.5%	103
Carry homeowner insurance	2,022	51.4%	109
Carry renter's insurance	286	7.3%	89
Have auto insurance: 1 vehicle in household covered	570	28.3%	92
Have auto insurance: 2 vehicles in household covered	697	34.7%	122
Have auto insurance: 3+ vehicles in household covered	452	22.5%	103
Pets (Households)			
Household owns any pet	1,279	63.6%	118
Household owns any cat	540	26.9%	120
Household owns any dog	1,025	51.0%	125
Psychographics (Adults)			
Buying American is important to me	1,864	47.4%	112
Usually buy items on credit rather than wait	379	9.6%	82
Usually buy based on quality - not price	628	16.0%	89
Price is usually more important than brand name	1,155	29.4%	112
Usually use coupons for brands I buy often	679	17.3%	91
Am interested in how to help the environment	488	12.4%	76
Usually pay more for environ safe product	402	10.2%	80
Usually value green products over convenience	378	9.6%	91
Likely to buy a brand that supports a charity	1,557	39.6%	113
Reading (Adults)			
Bought digital book in last 12 months	474	12.0%	91
Bought hardcover book in last 12 months	737	18.7%	89
Bought paperback book in last 12 month	1,095	27.8%	89
Read any daily newspaper (paper version)	831	21.1%	81
Read any digital newspaper in last 30 days	1,221	31.0%	93
Read any magazine (paper/electronic version) in last 6 months	3,468	88.1%	97

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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	3,021	76.8%	103
Went to family restaurant/steak house: 4+ times a month	1,023	26.0%	95
Went to fast food/drive-in restaurant in last 6 months	3,667	93.2%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,646	41.8%	106
Fast food/drive-in last 6 months: eat in	1,335	33.9%	93
Fast food/drive-in last 6 months: home delivery	285	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	2,146	54.5%	118
Fast food/drive-in last 6 months: take-out/walk-in	781	19.8%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,328	33.7%	106
Own e-reader/tablet: iPad	626	15.9%	104
Own any portable MP3 player	1,192	30.3%	98
HH owns 1 TV	324	16.1%	79
HH owns 2 TVs	481	23.9%	92
HH owns 3 TVs	477	23.7%	111
HH owns 4+ TVs	458	22.8%	121
HH subscribes to cable TV	698	34.7%	70
HH subscribes to fiber optic	165	8.2%	108
HH has satellite dish	731	36.4%	143
HH owns DVD/Blu-ray player	1,297	64.5%	107
HH owns camcorder	314	15.6%	112
HH owns portable GPS navigation device	556	27.6%	101
HH purchased video game system in last 12 mos	173	8.6%	108
HH owns Internet video device for TV	143	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	2,016	51.2%	102
Took 3+ domestic non-business trips in last 12 months	420	10.7%	96
Spent on domestic vacations in last 12 months: <$1,000	439	11.2%	104
Spent on domestic vacations in last 12 months: $1,000-$1,499	222	5.6%	97
Spent on domestic vacations in last 12 months: $1,500-$1,999	118	3.0%	84
Spent on domestic vacations in last 12 months: $2,000-$2,999	126	3.2%	82
Spent on domestic vacations in last 12 months: $3,000+	195	5.0%	90
Domestic travel in the 12 months: used general travel website	221	5.6%	83
Foreign travel in last 3 years	798	20.3%	84
Took 3+ foreign trips by plane in last 3 years	155	3.9%	88
Spent on foreign vacations in last 12 months: <$1,000	128	3.3%	78
Spent on foreign vacations in last 12 months: $1,000-$2,999	96	2.4%	75
Spent on foreign vacations in last 12 months: $3,000+	166	4.2%	85
Foreign travel in last 3 years: used general travel website	201	5.1%	91
Nights spent in hotel/motel in last 12 months: any	1,538	39.1%	96
Took cruise of more than one day in last 3 years	342	8.7%	104
Member of any frequent flyer program	609	15.5%	95
Member of any hotel rewards program	526	13.4%	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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Demographic Summary	2016	2021
Population	36,328	37,358
Population 18+	26,829	27,930
Households	13,242	13,660
Median Household Income	$68,687	$77,021

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,596	50.7%	107
Bought any women's clothing in last 12 months	12,569	46.8%	107
Bought clothing for child <13 years in last 6 months	8,360	31.2%	113
Bought any shoes in last 12 months	15,309	57.1%	106
Bought costume jewelry in last 12 months	5,573	20.8%	106
Bought any fine jewelry in last 12 months	5,025	18.7%	102
Bought a watch in last 12 months	3,290	12.3%	111
Automobiles (Households)			
HH owns/leases any vehicle	12,252	92.5%	108
HH bought/leased new vehicle last 12 mo	1,615	12.2%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	24,830	92.5%	109
Bought/changed motor oil in last 12 months	14,428	53.8%	110
Had tune-up in last 12 months	8,289	30.9%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,723	66.1%	101
Drank regular cola in last 6 months	11,730	43.7%	97
Drank beer/ale in last 6 months	11,619	43.3%	102
Cameras (Adults)			
Own digital point & shoot camera	9,029	33.7%	115
Own digital single-lens reflex (SLR) camera	2,778	10.4%	120
Bought any camera in last 12 months	1,653	6.2%	108
Printed digital photos in last 12 months	878	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,844	36.7%	102
Have a smartphone	16,634	62.0%	105
Have a smartphone: Android phone (any brand)	7,318	27.3%	101
Have a smartphone: Apple iPhone	7,698	28.7%	111
Number of cell phones in household: 1	3,291	24.9%	77
Number of cell phones in household: 2	5,355	40.4%	108
Number of cell phones in household: 3+	4,142	31.3%	123
HH has cell phone only (no landline telephone)	5,172	39.1%	93
Computers (Households)			
HH owns a computer	10,876	82.1%	107
HH owns desktop computer	6,840	51.7%	114
HH owns laptop/notebook	7,677	58.0%	107
HH owns any Apple/Mac brand computer	2,083	15.7%	105
HH owns any PC/non-Apple brand computer	9,718	73.4%	108
HH purchased most recent computer in a store	5,506	41.6%	111
HH purchased most recent computer online	1,925	14.5%	111
Spent <$500 on most recent home computer	2,065	15.6%	107
Spent $500-$999 on most recent home computer	2,818	21.3%	112
Spent $1,000-$1,499 on most recent home computer	1,399	10.6%	112
Spent $1,500-$1,999 on most recent home computer	629	4.8%	104
Spent $2,000+ on most recent home computer	577	4.4%	111

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	14,536	54.2%	107
Bought brewed coffee at convenience store in last 30 days	4,134	15.4%	98
Bought cigarettes at convenience store in last 30 days	3,573	13.3%	106
Bought gas at convenience store in last 30 days	10,236	38.2%	115
Spent at convenience store in last 30 days: <$20	2,317	8.6%	107
Spent at convenience store in last 30 days: $20-$39	2,418	9.0%	100
Spent at convenience store in last 30 days: $40-$50	2,081	7.8%	102
Spent at convenience store in last 30 days: $51-$99	1,232	4.6%	104
Spent at convenience store in last 30 days: $100+	6,990	26.1%	114
Entertainment (Adults)			
Attended a movie in last 6 months	16,266	60.6%	102
Went to live theater in last 12 months	3,540	13.2%	102
Went to a bar/night club in last 12 months	4,356	16.2%	97
Dined out in last 12 months	13,592	50.7%	113
Gambled at a casino in last 12 months	3,952	14.7%	107
Visited a theme park in last 12 months	5,076	18.9%	107
Viewed movie (video-on-demand) in last 30 days	4,931	18.4%	108
Viewed TV show (video-on-demand) in last 30 days	3,416	12.7%	99
Watched any pay-per-view TV in last 12 months	3,629	13.5%	103
Downloaded a movie over the Internet in last 30 days	1,724	6.4%	89
Downloaded any individual song in last 6 months	6,037	22.5%	110
Watched a movie online in the last 30 days	3,790	14.1%	88
Watched a TV program online in last 30 days	3,718	13.9%	93
Played a video/electronic game (console) in last 12 months	2,876	10.7%	103
Played a video/electronic game (portable) in last 12 months	1,204	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	10,597	39.5%	127
Used ATM/cash machine in last 12 months	14,241	53.1%	108
Own any stock	2,345	8.7%	114
Own U.S. savings bond	1,590	5.9%	112
Own shares in mutual fund (stock)	2,297	8.6%	118
Own shares in mutual fund (bonds)	1,515	5.6%	116
Have interest checking account	8,778	32.7%	116
Have non-interest checking account	8,653	32.3%	114
Have savings account	16,102	60.0%	111
Have 401K retirement savings plan	4,866	18.1%	125
Own/used any credit/debit card in last 12 months	21,540	80.3%	108
Avg monthly credit card expenditures: <$111	3,585	13.4%	115
Avg monthly credit card expenditures: $111-$225	1,871	7.0%	101
Avg monthly credit card expenditures: $226-$450	1,813	6.8%	107
Avg monthly credit card expenditures: $451-$700	1,636	6.1%	114
Avg monthly credit card expenditures: $701-$1,000	1,240	4.6%	107
Avg monthly credit card expenditures: $1,001+	2,877	10.7%	118
Did banking online in last 12 months	11,227	41.8%	117
Did banking on mobile device in last 12 months	4,375	16.3%	116
Paid bills online in last 12 months	13,032	48.6%	113

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,895	74.7%	107
Used bread in last 6 months	12,607	95.2%	101
Used chicken (fresh or frozen) in last 6 months	9,483	71.6%	104
Used turkey (fresh or frozen) in last 6 months	2,281	17.2%	109
Used fish/seafood (fresh or frozen) in last 6 months	7,450	56.3%	103
Used fresh fruit/vegetables in last 6 months	11,676	88.2%	103
Used fresh milk in last 6 months	12,032	90.9%	103
Used organic food in last 6 months	2,395	18.1%	92
Health (Adults)			
Exercise at home 2+ times per week	8,356	31.1%	110
Exercise at club 2+ times per week	3,686	13.7%	106
Visited a doctor in last 12 months	21,286	79.3%	105
Used vitamin/dietary supplement in last 6 months	14,700	54.8%	104
Home (Households)			
Any home improvement in last 12 months	4,292	32.4%	121
Used housekeeper/maid/professional HH cleaning service in last 12	1,839	13.9%	105
Purchased low ticket HH furnishings in last 12 months	2,297	17.3%	108
Purchased big ticket HH furnishings in last 12 months	2,963	22.4%	107
Bought any small kitchen appliance in last 12 months	3,114	23.5%	106
Bought any large kitchen appliance in last 12 months	1,965	14.8%	117
Insurance (Adults/Households)			
Currently carry life insurance	13,465	50.2%	118
Carry medical/hospital/accident insurance	18,707	69.7%	106
Carry homeowner insurance	15,546	57.9%	123
Carry renter's insurance	1,984	7.4%	91
Have auto insurance: 1 vehicle in household covered	3,306	25.0%	81
Have auto insurance: 2 vehicles in household covered	4,475	33.8%	119
Have auto insurance: 3+ vehicles in household covered	3,857	29.1%	133
Pets (Households)			
Household owns any pet	8,312	62.8%	117
Household owns any cat	3,468	26.2%	117
Household owns any dog	6,587	49.7%	122
Psychographics (Adults)			
Buying American is important to me	12,435	46.3%	109
Usually buy items on credit rather than wait	2,881	10.7%	91
Usually buy based on quality - not price	4,592	17.1%	95
Price is usually more important than brand name	7,213	26.9%	102
Usually use coupons for brands I buy often	5,075	18.9%	100
Am interested in how to help the environment	3,657	13.6%	84
Usually pay more for environ safe product	2,935	10.9%	86
Usually value green products over convenience	2,331	8.7%	83
Likely to buy a brand that supports a charity	9,601	35.8%	103
Reading (Adults)			
Bought digital book in last 12 months	4,056	15.1%	114
Bought hardcover book in last 12 months	5,870	21.9%	104
Bought paperback book in last 12 month	8,879	33.1%	105
Read any daily newspaper (paper version)	6,829	25.5%	97
Read any digital newspaper in last 30 days	9,367	34.9%	105
Read any magazine (paper/electronic version) in last 6 months	24,490	91.3%	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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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	21,472	80.0%	107
Went to family restaurant/steak house: 4+ times a month	7,956	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	24,803	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	11,400	42.5%	108
Fast food/drive-in last 6 months: eat in	10,496	39.1%	108
Fast food/drive-in last 6 months: home delivery	2,052	7.6%	100
Fast food/drive-in last 6 months: take-out/drive-thru	14,270	53.2%	115
Fast food/drive-in last 6 months: take-out/walk-in	5,465	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	9,546	35.6%	112
Own e-reader/tablet: iPad	4,608	17.2%	112
Own any portable MP3 player	9,164	34.2%	111
HH owns 1 TV	2,023	15.3%	75
HH owns 2 TVs	3,252	24.6%	95
HH owns 3 TVs	3,192	24.1%	113
HH owns 4+ TVs	3,217	24.3%	129
HH subscribes to cable TV	5,850	44.2%	89
HH subscribes to fiber optic	1,056	8.0%	105
HH has satellite dish	4,299	32.5%	128
HH owns DVD/Blu-ray player	8,689	65.6%	108
HH owns camcorder	2,304	17.4%	125
HH owns portable GPS navigation device	4,390	33.2%	121
HH purchased video game system in last 12 mos	1,020	7.7%	97
HH owns Internet video device for TV	1,036	7.8%	111
Travel (Adults)			
Domestic travel in last 12 months	15,144	56.4%	113
Took 3+ domestic non-business trips in last 12 months	3,358	12.5%	113
Spent on domestic vacations in last 12 months: <$1,000	3,030	11.3%	105
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,768	6.6%	113
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,121	4.2%	117
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,314	4.9%	125
Spent on domestic vacations in last 12 months: $3,000+	1,754	6.5%	119
Domestic travel in the 12 months: used general travel website	1,894	7.1%	104
Foreign travel in last 3 years	6,678	24.9%	103
Took 3+ foreign trips by plane in last 3 years	1,167	4.3%	97
Spent on foreign vacations in last 12 months: <$1,000	1,140	4.2%	102
Spent on foreign vacations in last 12 months: $1,000-$2,999	847	3.2%	97
Spent on foreign vacations in last 12 months: $3,000+	1,426	5.3%	107
Foreign travel in last 3 years: used general travel website	1,532	5.7%	102
Nights spent in hotel/motel in last 12 months: any	12,280	45.8%	113
Took cruise of more than one day in last 3 years	2,619	9.8%	116
Member of any frequent flyer program	5,013	18.7%	115
Member of any hotel rewards program	4,732	17.6%	125

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Demographic Summary	2016	2021
Population	65,681	67,753
Population 18+	49,169	51,555
Households	24,282	25,117
Median Household Income	$72,693	$81,138

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,057	51.0%	108
Bought any women's clothing in last 12 months	23,127	47.0%	107
Bought clothing for child <13 years in last 6 months	14,658	29.8%	108
Bought any shoes in last 12 months	28,215	57.4%	106
Bought costume jewelry in last 12 months	10,481	21.3%	109
Bought any fine jewelry in last 12 months	9,299	18.9%	103
Bought a watch in last 12 months	5,892	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	22,433	92.4%	108
HH bought/leased new vehicle last 12 mo	3,051	12.6%	134
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	45,318	92.2%	108
Bought/changed motor oil in last 12 months	25,888	52.7%	107
Had tune-up in last 12 months	15,187	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	32,604	66.3%	101
Drank regular cola in last 6 months	20,868	42.4%	95
Drank beer/ale in last 6 months	21,947	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	17,044	34.7%	119
Own digital single-lens reflex (SLR) camera	5,216	10.6%	123
Bought any camera in last 12 months	3,055	6.2%	109
Printed digital photos in last 12 months	1,583	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,109	36.8%	102
Have a smartphone	30,488	62.0%	105
Have a smartphone: Android phone (any brand)	13,036	26.5%	98
Have a smartphone: Apple iPhone	14,484	29.5%	114
Number of cell phones in household: 1	6,208	25.6%	80
Number of cell phones in household: 2	9,745	40.1%	107
Number of cell phones in household: 3+	7,491	30.9%	121
HH has cell phone only (no landline telephone)	9,016	37.1%	89
Computers (Households)			
HH owns a computer	20,117	82.8%	108
HH owns desktop computer	12,571	51.8%	114
HH owns laptop/notebook	14,212	58.5%	108
HH owns any Apple/Mac brand computer	4,030	16.6%	110
HH owns any PC/non-Apple brand computer	17,891	73.7%	108
HH purchased most recent computer in a store	10,193	42.0%	112
HH purchased most recent computer online	3,568	14.7%	112
Spent <$500 on most recent home computer	3,671	15.1%	104
Spent $500-$999 on most recent home computer	5,200	21.4%	112
Spent $1,000-$1,499 on most recent home computer	2,680	11.0%	117
Spent $1,500-$1,999 on most recent home computer	1,236	5.1%	112
Spent $2,000+ on most recent home computer	1,110	4.6%	117

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	26,802	54.5%	107
Bought brewed coffee at convenience store in last 30 days	7,949	16.2%	103
Bought cigarettes at convenience store in last 30 days	6,008	12.2%	98
Bought gas at convenience store in last 30 days	18,111	36.8%	111
Spent at convenience store in last 30 days: <$20	4,435	9.0%	111
Spent at convenience store in last 30 days: $20-$39	4,555	9.3%	102
Spent at convenience store in last 30 days: $40-$50	3,874	7.9%	103
Spent at convenience store in last 30 days: $51-$99	2,168	4.4%	100
Spent at convenience store in last 30 days: $100+	12,253	24.9%	109
Entertainment (Adults)			
Attended a movie in last 6 months	30,310	61.6%	104
Went to live theater in last 12 months	7,050	14.3%	110
Went to a bar/night club in last 12 months	8,582	17.5%	104
Dined out in last 12 months	25,564	52.0%	116
Gambled at a casino in last 12 months	7,393	15.0%	110
Visited a theme park in last 12 months	9,495	19.3%	110
Viewed movie (video-on-demand) in last 30 days	9,513	19.3%	114
Viewed TV show (video-on-demand) in last 30 days	6,870	14.0%	108
Watched any pay-per-view TV in last 12 months	6,757	13.7%	105
Downloaded a movie over the Internet in last 30 days	3,265	6.6%	92
Downloaded any individual song in last 6 months	10,935	22.2%	109
Watched a movie online in the last 30 days	7,022	14.3%	89
Watched a TV program online in last 30 days	7,061	14.4%	96
Played a video/electronic game (console) in last 12 months	5,138	10.4%	100
Played a video/electronic game (portable) in last 12 months	2,185	4.4%	98
Financial (Adults)			
Have home mortgage (1st)	19,753	40.2%	129
Used ATM/cash machine in last 12 months	26,524	53.9%	110
Own any stock	4,699	9.6%	125
Own U.S. savings bond	3,180	6.5%	122
Own shares in mutual fund (stock)	4,704	9.6%	132
Own shares in mutual fund (bonds)	3,109	6.3%	130
Have interest checking account	16,712	34.0%	121
Have non-interest checking account	15,658	31.8%	113
Have savings account	30,029	61.1%	113
Have 401K retirement savings plan	9,205	18.7%	129
Own/used any credit/debit card in last 12 months	39,761	80.9%	109
Avg monthly credit card expenditures: <$111	6,309	12.8%	111
Avg monthly credit card expenditures: $111-$225	3,485	7.1%	103
Avg monthly credit card expenditures: $226-$450	3,484	7.1%	112
Avg monthly credit card expenditures: $451-$700	3,104	6.3%	118
Avg monthly credit card expenditures: $701-$1,000	2,452	5.0%	116
Avg monthly credit card expenditures: $1,001+	5,750	11.7%	129
Did banking online in last 12 months	20,769	42.2%	118
Did banking on mobile device in last 12 months	7,894	16.1%	115
Paid bills online in last 12 months	23,892	48.6%	113

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	17,974	74.0%	106
Used bread in last 6 months	23,102	95.1%	101
Used chicken (fresh or frozen) in last 6 months	17,413	71.7%	104
Used turkey (fresh or frozen) in last 6 months	4,288	17.7%	111
Used fish/seafood (fresh or frozen) in last 6 months	13,601	56.0%	103
Used fresh fruit/vegetables in last 6 months	21,423	88.2%	103
Used fresh milk in last 6 months	22,003	90.6%	103
Used organic food in last 6 months	4,573	18.8%	96
Health (Adults)			
Exercise at home 2+ times per week	15,582	31.7%	112
Exercise at club 2+ times per week	7,256	14.8%	113
Visited a doctor in last 12 months	39,294	79.9%	105
Used vitamin/dietary supplement in last 6 months	27,467	55.9%	106
Home (Households)			
Any home improvement in last 12 months	8,065	33.2%	124
Used housekeeper/maid/professional HH cleaning service in last 12	3,575	14.7%	112
Purchased low ticket HH furnishings in last 12 months	4,255	17.5%	109
Purchased big ticket HH furnishings in last 12 months	5,434	22.4%	107
Bought any small kitchen appliance in last 12 months	5,723	23.6%	106
Bought any large kitchen appliance in last 12 months	3,568	14.7%	115
Insurance (Adults/Households)			
Currently carry life insurance	24,890	50.6%	119
Carry medical/hospital/accident insurance	34,664	70.5%	108
Carry homeowner insurance	28,987	59.0%	125
Carry renter's insurance	3,616	7.4%	90
Have auto insurance: 1 vehicle in household covered	6,051	24.9%	81
Have auto insurance: 2 vehicles in household covered	8,021	33.0%	116
Have auto insurance: 3+ vehicles in household covered	7,223	29.7%	136
Pets (Households)			
Household owns any pet	15,009	61.8%	115
Household owns any cat	6,309	26.0%	116
Household owns any dog	11,668	48.1%	118
Psychographics (Adults)			
Buying American is important to me	22,412	45.6%	108
Usually buy items on credit rather than wait	5,448	11.1%	94
Usually buy based on quality - not price	8,537	17.4%	97
Price is usually more important than brand name	12,833	26.1%	99
Usually use coupons for brands I buy often	9,400	19.1%	101
Am interested in how to help the environment	6,787	13.8%	85
Usually pay more for environ safe product	5,483	11.2%	87
Usually value green products over convenience	4,293	8.7%	83
Likely to buy a brand that supports a charity	17,311	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	7,700	15.7%	118
Bought hardcover book in last 12 months	11,095	22.6%	108
Bought paperback book in last 12 month	16,666	33.9%	108
Read any daily newspaper (paper version)	13,380	27.2%	104
Read any digital newspaper in last 30 days	17,742	36.1%	108
Read any magazine (paper/electronic version) in last 6 months	45,324	92.2%	102

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.

July 29, 2016

©2016 Esri

Retail Market Potential

SR 28/Smith Rd.
1420 STHY 28, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.21227
Longitude: -84.20551

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	39,450	80.2%	108
Went to family restaurant/steak house: 4+ times a month	14,776	30.1%	109
Went to fast food/drive-in restaurant in last 6 months	45,302	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	20,475	41.6%	106
Fast food/drive-in last 6 months: eat in	19,385	39.4%	108
Fast food/drive-in last 6 months: home delivery	3,605	7.3%	96
Fast food/drive-in last 6 months: take-out/drive-thru	25,576	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	10,002	20.3%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,720	36.0%	114
Own e-reader/tablet: iPad	8,735	17.8%	116
Own any portable MP3 player	17,214	35.0%	114
HH owns 1 TV	3,811	15.7%	77
HH owns 2 TVs	6,053	24.9%	96
HH owns 3 TVs	5,773	23.8%	111
HH owns 4+ TVs	5,878	24.2%	128
HH subscribes to cable TV	11,381	46.9%	94
HH subscribes to fiber optic	2,078	8.6%	112
HH has satellite dish	7,313	30.1%	119
HH owns DVD/Blu-ray player	15,965	65.7%	109
HH owns camcorder	4,300	17.7%	127
HH owns portable GPS navigation device	8,337	34.3%	125
HH purchased video game system in last 12 mos	1,820	7.5%	94
HH owns Internet video device for TV	1,900	7.8%	111
Travel (Adults)			
Domestic travel in last 12 months	28,329	57.6%	115
Took 3+ domestic non-business trips in last 12 months	6,528	13.3%	120
Spent on domestic vacations in last 12 months: <$1,000	5,545	11.3%	105
Spent on domestic vacations in last 12 months: $1,000-$1,499	3,330	6.8%	116
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,101	4.3%	120
Spent on domestic vacations in last 12 months: $2,000-$2,999	2,599	5.3%	135
Spent on domestic vacations in last 12 months: $3,000+	3,533	7.2%	130
Domestic travel in the 12 months: used general travel website	3,722	7.6%	112
Foreign travel in last 3 years	13,059	26.6%	110
Took 3+ foreign trips by plane in last 3 years	2,373	4.8%	107
Spent on foreign vacations in last 12 months: <$1,000	2,279	4.6%	111
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,612	3.3%	101
Spent on foreign vacations in last 12 months: $3,000+	2,883	5.9%	118
Foreign travel in last 3 years: used general travel website	2,984	6.1%	109
Nights spent in hotel/motel in last 12 months: any	23,276	47.3%	117
Took cruise of more than one day in last 3 years	5,022	10.2%	122
Member of any frequent flyer program	9,947	20.2%	124
Member of any hotel rewards program	9,184	18.7%	132

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.

July 29, 2016

©2016 Esri