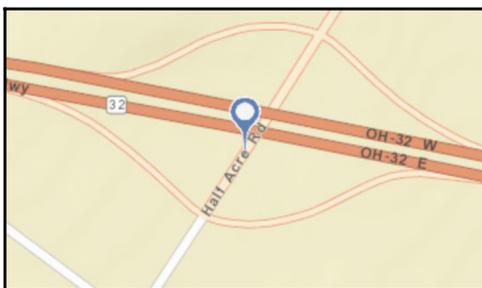
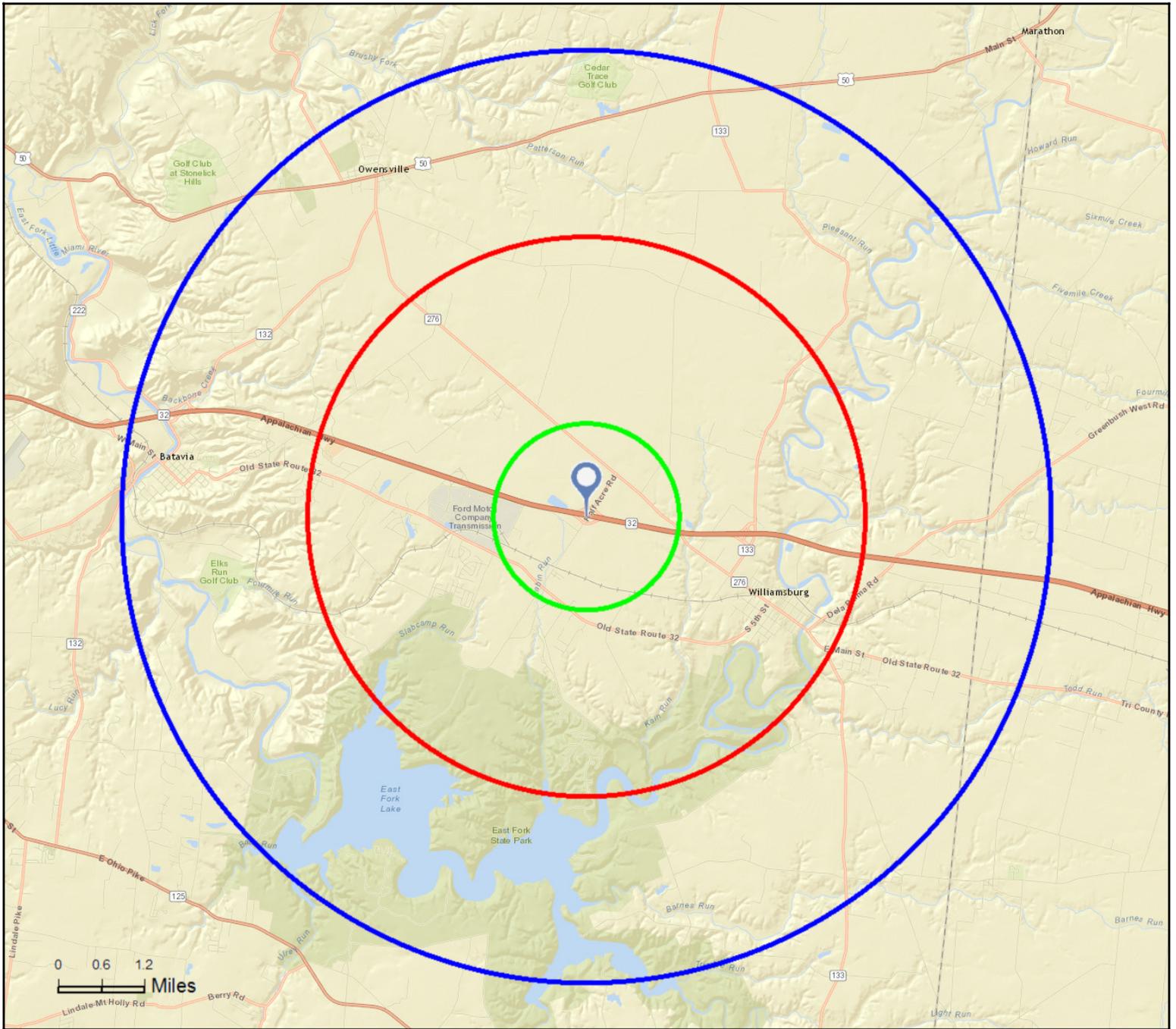


# Site Map

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367



# Market Profile

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	174	5,623	14,058
2010 Total Population	209	6,879	16,669
2016 Total Population	220	7,218	17,274
2016 Group Quarters	2	138	371
2021 Total Population	229	7,549	17,983
2016-2021 Annual Rate	0.81%	0.90%	0.81%
<b>Household Summary</b>			
2000 Households	62	2,018	5,003
2000 Average Household Size	2.76	2.72	2.73
2010 Households	75	2,427	6,053
2010 Average Household Size	2.76	2.77	2.68
2016 Households	80	2,550	6,302
2016 Average Household Size	2.73	2.78	2.68
2021 Households	83	2,670	6,572
2021 Average Household Size	2.73	2.78	2.68
2016-2021 Annual Rate	0.74%	0.92%	0.84%
2010 Families	55	1,808	4,475
2010 Average Family Size	3.16	3.16	3.10
2016 Families	57	1,880	4,607
2016 Average Family Size	3.19	3.18	3.11
2021 Families	60	1,959	4,778
2021 Average Family Size	3.15	3.18	3.11
2016-2021 Annual Rate	1.03%	0.83%	0.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	67	2,186	5,332
Owner Occupied Housing Units	70.1%	73.7%	72.5%
Renter Occupied Housing Units	20.9%	18.7%	21.4%
Vacant Housing Units	9.0%	7.7%	6.2%
2010 Housing Units	82	2,627	6,541
Owner Occupied Housing Units	67.1%	69.9%	69.3%
Renter Occupied Housing Units	24.4%	22.5%	23.3%
Vacant Housing Units	8.5%	7.6%	7.5%
2016 Housing Units	87	2,767	6,838
Owner Occupied Housing Units	64.4%	66.9%	66.3%
Renter Occupied Housing Units	27.6%	25.3%	25.9%
Vacant Housing Units	8.0%	7.8%	7.8%
2021 Housing Units	92	2,908	7,161
Owner Occupied Housing Units	63.0%	66.7%	66.1%
Renter Occupied Housing Units	27.2%	25.1%	25.7%
Vacant Housing Units	9.8%	8.2%	8.2%
<b>Median Household Income</b>			
2016	\$56,038	\$51,242	\$55,349
2021	\$60,366	\$55,494	\$61,588
<b>Median Home Value</b>			
2016	\$147,500	\$116,304	\$146,734
2021	\$191,667	\$161,204	\$186,913
<b>Per Capita Income</b>			
2016	\$27,050	\$23,064	\$26,897
2021	\$30,608	\$25,594	\$30,094
<b>Median Age</b>			
2010	40.7	36.7	38.2
2016	42.1	37.6	39.2
2021	43.6	38.7	40.2

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

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

# Market Profile

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.06966  
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	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	80	2,550	6,302
<\$15,000	10.0%	11.4%	10.1%
\$15,000 - \$24,999	7.5%	14.2%	10.6%
\$25,000 - \$34,999	11.3%	11.6%	10.3%
\$35,000 - \$49,999	10.0%	10.7%	11.9%
\$50,000 - \$74,999	30.0%	25.7%	23.4%
\$75,000 - \$99,999	8.8%	10.5%	12.9%
\$100,000 - \$149,999	13.8%	9.0%	12.5%
\$150,000 - \$199,999	3.8%	4.1%	4.5%
\$200,000+	3.8%	2.7%	3.8%
Average Household Income	\$70,737	\$63,171	\$71,308
<b>2021 Households by Income</b>			
Household Income Base	83	2,670	6,572
<\$15,000	9.6%	11.0%	9.6%
\$15,000 - \$24,999	7.2%	13.1%	9.8%
\$25,000 - \$34,999	12.0%	11.6%	10.4%
\$35,000 - \$49,999	4.8%	5.0%	6.0%
\$50,000 - \$74,999	30.1%	28.7%	24.7%
\$75,000 - \$99,999	10.8%	12.2%	14.9%
\$100,000 - \$149,999	16.9%	9.9%	14.5%
\$150,000 - \$199,999	3.6%	5.3%	5.7%
\$200,000+	4.8%	3.2%	4.5%
Average Household Income	\$80,393	\$70,087	\$79,686
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	56	1,851	4,531
<\$50,000	16.1%	25.6%	14.8%
\$50,000 - \$99,999	16.1%	19.2%	16.4%
\$100,000 - \$149,999	17.9%	16.2%	20.1%
\$150,000 - \$199,999	8.9%	12.6%	15.9%
\$200,000 - \$249,999	10.7%	8.3%	9.2%
\$250,000 - \$299,999	8.9%	5.8%	7.3%
\$300,000 - \$399,999	7.1%	5.7%	9.8%
\$400,000 - \$499,999	5.4%	2.4%	2.7%
\$500,000 - \$749,999	7.1%	3.7%	3.1%
\$750,000 - \$999,999	0.0%	0.5%	0.4%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$200,000	\$157,415	\$182,032
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	58	1,940	4,730
<\$50,000	10.3%	22.8%	11.8%
\$50,000 - \$99,999	8.6%	12.6%	9.9%
\$100,000 - \$149,999	19.0%	11.4%	14.4%
\$150,000 - \$199,999	15.5%	13.9%	18.9%
\$200,000 - \$249,999	10.3%	11.9%	13.0%
\$250,000 - \$299,999	10.3%	10.9%	12.3%
\$300,000 - \$399,999	10.3%	7.3%	11.5%
\$400,000 - \$499,999	6.9%	3.7%	3.7%
\$500,000 - \$749,999	10.3%	4.7%	3.9%
\$750,000 - \$999,999	0.0%	0.7%	0.5%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$239,407	\$188,718	\$212,262

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

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

# Market Profile

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	208	6,878	16,668
0 - 4	6.3%	7.0%	6.6%
5 - 9	7.2%	7.6%	7.1%
10 - 14	6.7%	7.6%	7.3%
15 - 24	12.0%	13.4%	12.8%
25 - 34	10.6%	12.1%	12.2%
35 - 44	13.0%	13.9%	13.4%
45 - 54	18.3%	15.8%	16.2%
55 - 64	13.0%	11.6%	12.4%
65 - 74	7.7%	6.3%	7.1%
75 - 84	3.8%	3.4%	3.6%
85 +	1.4%	1.2%	1.3%
18 +	76.0%	72.9%	74.5%
<b>2016 Population by Age</b>			
Total	222	7,217	17,273
0 - 4	5.9%	6.8%	6.4%
5 - 9	6.3%	6.6%	6.5%
10 - 14	6.8%	7.0%	6.8%
15 - 24	11.3%	13.6%	12.6%
25 - 34	11.3%	12.8%	12.6%
35 - 44	12.2%	12.3%	12.4%
45 - 54	14.9%	14.3%	14.4%
55 - 64	16.2%	13.8%	14.5%
65 - 74	9.5%	8.0%	8.7%
75 - 84	4.5%	3.5%	3.8%
85 +	1.4%	1.2%	1.3%
18 +	76.6%	75.3%	76.5%
<b>2021 Population by Age</b>			
Total	230	7,550	17,982
0 - 4	5.2%	6.5%	6.1%
5 - 9	6.1%	6.5%	6.3%
10 - 14	7.0%	6.6%	6.6%
15 - 24	10.9%	12.6%	11.6%
25 - 34	10.4%	13.1%	12.6%
35 - 44	12.2%	12.2%	12.8%
45 - 54	13.0%	13.1%	12.9%
55 - 64	16.5%	14.2%	14.6%
65 - 74	11.7%	9.7%	10.4%
75 - 84	5.2%	4.1%	4.6%
85 +	1.7%	1.3%	1.4%
18 +	77.0%	76.1%	76.9%
<b>2010 Population by Sex</b>			
Males	102	3,422	8,245
Females	107	3,457	8,424
<b>2016 Population by Sex</b>			
Males	108	3,598	8,551
Females	112	3,620	8,722
<b>2021 Population by Sex</b>			
Males	113	3,774	8,927
Females	116	3,774	9,056

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

# Market Profile

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	208	6,880	16,669
White Alone	98.1%	97.3%	97.0%
Black Alone	0.5%	0.7%	0.9%
American Indian Alone	0.0%	0.3%	0.2%
Asian Alone	0.0%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.2%	0.2%
Two or More Races	1.0%	1.1%	1.2%
Hispanic Origin	1.0%	1.1%	1.0%
Diversity Index	6.5	7.3	7.6
<b>2016 Population by Race/Ethnicity</b>			
Total	219	7,217	17,273
White Alone	97.7%	96.6%	96.3%
Black Alone	0.5%	0.9%	1.1%
American Indian Alone	0.0%	0.3%	0.2%
Asian Alone	0.0%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.3%	0.2%
Two or More Races	1.4%	1.5%	1.6%
Hispanic Origin	1.4%	1.5%	1.3%
Diversity Index	7.9	9.3	9.7
<b>2021 Population by Race/Ethnicity</b>			
Total	229	7,548	17,983
White Alone	96.5%	95.9%	95.5%
Black Alone	0.9%	1.2%	1.4%
American Indian Alone	0.0%	0.3%	0.2%
Asian Alone	0.4%	0.4%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	1.7%	1.8%	1.9%
Hispanic Origin	1.3%	1.8%	1.6%
Diversity Index	9.3	11.2	11.7
<b>2010 Population by Relationship and Household Type</b>			
Total	209	6,879	16,669
In Households	99.0%	97.8%	97.5%
In Family Households	86.6%	86.6%	85.9%
Householder	27.3%	26.4%	26.9%
Spouse	22.0%	19.3%	20.7%
Child	31.6%	34.4%	33.0%
Other relative	2.4%	3.0%	2.5%
Nonrelative	2.9%	3.5%	2.8%
In Nonfamily Households	12.4%	11.1%	11.6%
In Group Quarters	1.0%	2.2%	2.5%
Institutionalized Population	0.0%	1.4%	1.8%
Noninstitutionalized Population	1.0%	0.9%	0.7%

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

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

# Market Profile

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
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Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	154	4,759	11,708
Less than 9th Grade	4.5%	4.1%	4.0%
9th - 12th Grade, No Diploma	9.7%	13.7%	10.7%
High School Graduate	40.3%	35.3%	33.7%
GED/Alternative Credential	4.5%	6.0%	5.0%
Some College, No Degree	17.5%	18.2%	18.8%
Associate Degree	9.1%	8.7%	9.4%
Bachelor's Degree	7.8%	8.2%	11.5%
Graduate/Professional Degree	6.5%	5.8%	6.9%
<b>2016 Population 15+ by Marital Status</b>			
Total	178	5,744	13,890
Never Married	29.2%	32.0%	29.2%
Married	50.6%	49.0%	52.0%
Widowed	3.9%	5.7%	5.6%
Divorced	16.3%	13.4%	13.2%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.5%	93.5%	95.1%
Civilian Unemployed	6.5%	6.5%	4.9%
<b>2016 Employed Population 16+ by Industry</b>			
Total	101	3,138	7,960
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	1.0%	4.9%	5.3%
Manufacturing	22.8%	19.2%	18.4%
Wholesale Trade	1.0%	1.6%	2.0%
Retail Trade	12.9%	11.5%	10.0%
Transportation/Utilities	3.0%	4.7%	4.6%
Information	2.0%	1.6%	1.9%
Finance/Insurance/Real Estate	2.0%	3.6%	5.2%
Services	48.5%	48.8%	48.5%
Public Administration	6.9%	4.1%	3.8%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	100	3,137	7,960
White Collar	47.5%	43.9%	51.1%
Management/Business/Financial	10.9%	7.6%	12.0%
Professional	18.8%	16.5%	18.1%
Sales	12.9%	9.5%	8.6%
Administrative Support	5.0%	10.2%	12.4%
Services	26.7%	22.5%	18.9%
Blue Collar	24.8%	33.6%	30.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.0%	4.4%	4.7%
Installation/Maintenance/Repair	4.0%	7.6%	6.7%
Production	12.9%	14.4%	11.8%
Transportation/Material Moving	6.9%	7.2%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	209	6,879	16,669
Population Inside Urbanized Area	31.6%	63.1%	55.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	68.4%	36.9%	44.4%

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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Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	75	2,427	6,053
Households with 1 Person	22.7%	21.1%	21.8%
Households with 2+ People	77.3%	78.9%	78.2%
Family Households	73.3%	74.5%	73.9%
Husband-wife Families	58.7%	54.3%	56.6%
With Related Children	25.3%	24.5%	24.4%
Other Family (No Spouse Present)	14.7%	20.2%	17.3%
Other Family with Male Householder	4.0%	6.3%	5.3%
With Related Children	2.7%	4.1%	3.5%
Other Family with Female Householder	9.3%	13.9%	12.0%
With Related Children	6.7%	9.6%	8.2%
Nonfamily Households	4.0%	4.4%	4.3%
All Households with Children	34.7%	38.9%	36.7%
Multigenerational Households	4.0%	5.0%	4.2%
Unmarried Partner Households	6.7%	8.4%	7.1%
Male-female	6.7%	8.0%	6.7%
Same-sex	0.0%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	75	2,427	6,052
1 Person Household	22.7%	21.1%	21.8%
2 Person Household	33.3%	31.3%	33.8%
3 Person Household	18.7%	18.4%	17.3%
4 Person Household	14.7%	16.2%	15.6%
5 Person Household	6.7%	8.2%	7.4%
6 Person Household	2.7%	3.1%	2.8%
7 + Person Household	1.3%	1.6%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	75	2,427	6,053
Owner Occupied	73.3%	75.6%	74.9%
Owned with a Mortgage/Loan	54.7%	53.5%	55.2%
Owned Free and Clear	20.0%	22.1%	19.6%
Renter Occupied	26.7%	24.4%	25.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	82	2,627	6,541
Housing Units Inside Urbanized Area	35.4%	62.9%	56.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	64.6%	37.1%	43.5%

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

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



# Market Profile

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Down the Road (10D)	Salt of the Earth (6B)
<b>2.</b>	Down the Road (10D)	Salt of the Earth (6B)	Down the Road (10D)
<b>3.</b>	Top Tier (1A)	Traditional Living (12B)	Middleburg (4C)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$143,397	\$4,191,978	\$11,458,318
Average Spent	\$1,792.46	\$1,643.91	\$1,818.20
Spending Potential Index	89	82	90
Education: Total \$	\$95,046	\$2,676,324	\$7,576,048
Average Spent	\$1,188.08	\$1,049.54	\$1,202.17
Spending Potential Index	84	74	85
Entertainment/Recreation: Total \$	\$221,465	\$6,219,332	\$17,279,156
Average Spent	\$2,768.31	\$2,438.95	\$2,741.85
Spending Potential Index	95	84	94
Food at Home: Total \$	\$382,376	\$10,941,966	\$29,756,045
Average Spent	\$4,779.70	\$4,290.97	\$4,721.68
Spending Potential Index	96	86	95
Food Away from Home: Total \$	\$226,096	\$6,555,280	\$17,965,025
Average Spent	\$2,826.20	\$2,570.70	\$2,850.69
Spending Potential Index	91	83	92
Health Care: Total \$	\$438,099	\$11,829,406	\$33,033,891
Average Spent	\$5,476.24	\$4,638.98	\$5,241.81
Spending Potential Index	103	88	99
HH Furnishings & Equipment: Total \$	\$132,321	\$3,748,951	\$10,406,682
Average Spent	\$1,654.01	\$1,470.18	\$1,651.33
Spending Potential Index	94	83	94
Personal Care Products & Services: Total \$	\$54,098	\$1,548,004	\$4,265,887
Average Spent	\$676.23	\$607.06	\$676.91
Spending Potential Index	92	83	92
Shelter: Total \$	\$1,061,052	\$31,083,865	\$85,883,702
Average Spent	\$13,263.15	\$12,189.75	\$13,628.01
Spending Potential Index	85	78	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$185,617	\$5,060,688	\$14,198,733
Average Spent	\$2,320.21	\$1,984.58	\$2,253.05
Spending Potential Index	100	86	97
Travel: Total \$	\$137,300	\$3,761,675	\$10,725,504
Average Spent	\$1,716.25	\$1,475.17	\$1,701.92
Spending Potential Index	92	79	91
Vehicle Maintenance & Repairs: Total \$	\$80,962	\$2,259,292	\$6,248,466
Average Spent	\$1,012.03	\$886.00	\$991.51
Spending Potential Index	98	86	96

**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.

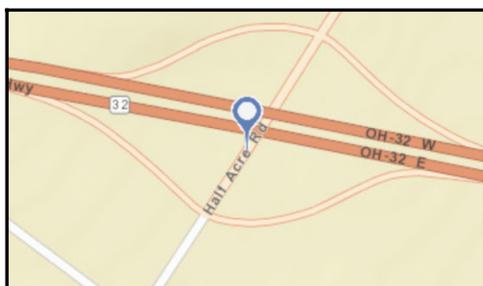
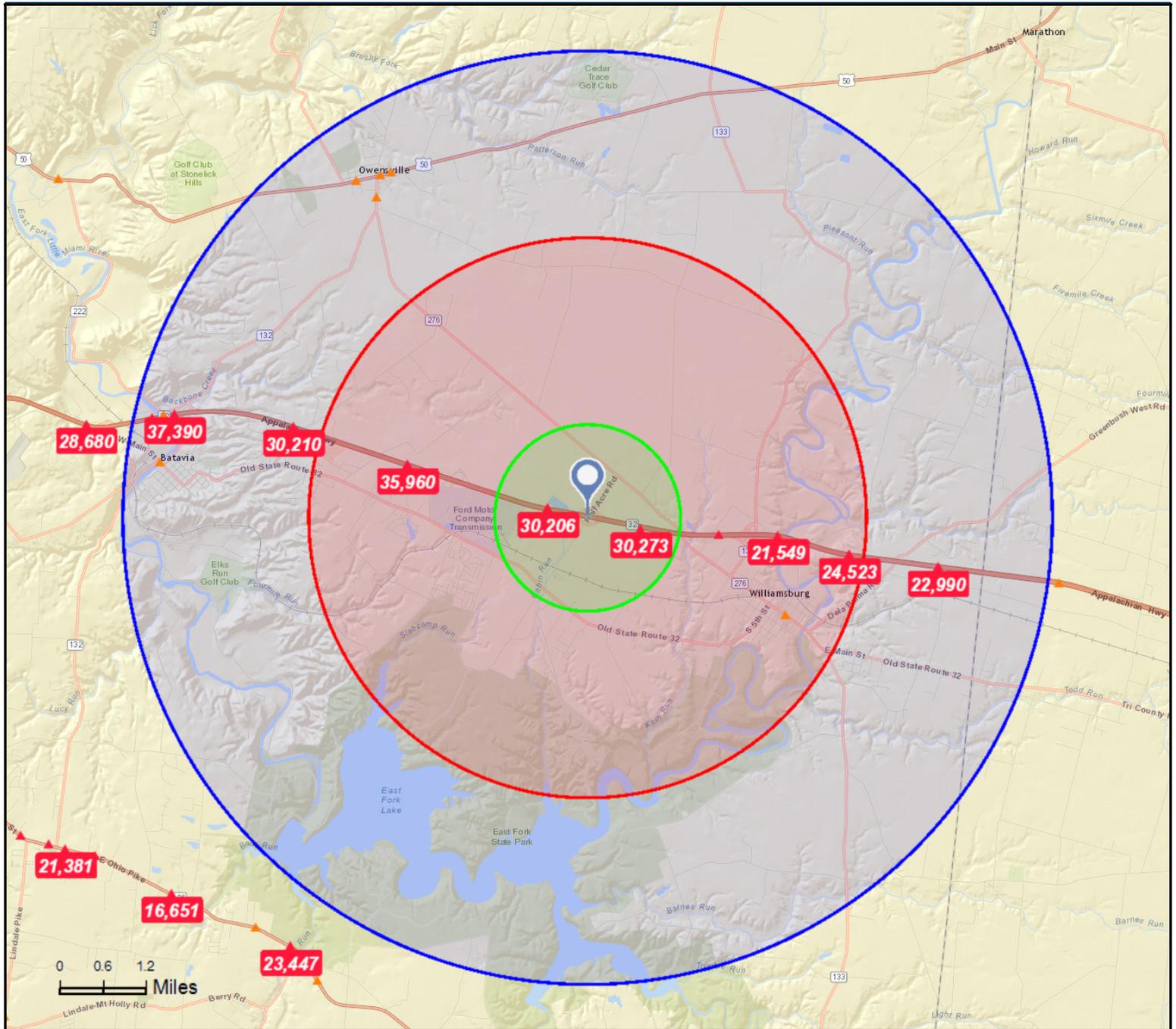
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367



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



Source: ©2016 Kalibrate Technologies

# Business Summary

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	43	288	678
Total Employees:	1,073	4,922	9,200
Total Residential Population:	220	7,218	17,274
Employee/Residential Population Ratio:	4.88:1	0.68:1	0.53:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	2.3%	7	0.7%	8	2.8%	43	0.9%	20	2.9%	132	1.4%
Construction	6	14.0%	27	2.5%	31	10.8%	161	3.3%	69	10.2%	328	3.6%
Manufacturing	4	9.3%	624	58.2%	19	6.6%	1,743	35.4%	33	4.9%	2,120	23.0%
Transportation	3	7.0%	37	3.4%	12	4.2%	122	2.5%	24	3.5%	194	2.1%
Communication	1	2.3%	17	1.6%	2	0.7%	43	0.9%	3	0.4%	50	0.5%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Wholesale Trade	1	2.3%	14	1.3%	6	2.1%	122	2.5%	20	2.9%	268	2.9%
<b>Retail Trade Summary</b>	<b>6</b>	<b>14.0%</b>	<b>50</b>	<b>4.7%</b>	<b>43</b>	<b>14.9%</b>	<b>347</b>	<b>7.0%</b>	<b>90</b>	<b>13.3%</b>	<b>800</b>	<b>8.7%</b>
Home Improvement	2	4.7%	10	0.9%	9	3.1%	54	1.1%	15	2.2%	89	1.0%
General Merchandise Stores	0	0.0%	3	0.3%	1	0.3%	7	0.1%	2	0.3%	12	0.1%
Food Stores	0	0.0%	1	0.1%	3	1.0%	56	1.1%	9	1.3%	111	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	3	0.3%	5	1.7%	30	0.6%	14	2.1%	80	0.9%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Furniture & Home Furnishings	1	2.3%	4	0.4%	3	1.0%	25	0.5%	6	0.9%	40	0.4%
Eating & Drinking Places	1	2.3%	25	2.3%	12	4.2%	149	3.0%	22	3.2%	334	3.6%
Miscellaneous Retail	2	4.7%	4	0.4%	10	3.5%	27	0.5%	21	3.1%	134	1.5%
<b>Finance, Insurance, Real Estate Summary</b>	<b>5</b>	<b>11.6%</b>	<b>12</b>	<b>1.1%</b>	<b>32</b>	<b>11.1%</b>	<b>87</b>	<b>1.8%</b>	<b>76</b>	<b>11.2%</b>	<b>242</b>	<b>2.6%</b>
Banks, Savings & Lending Institutions	2	4.7%	4	0.4%	14	4.9%	26	0.5%	32	4.7%	55	0.6%
Securities Brokers	1	2.3%	1	0.1%	5	1.7%	11	0.2%	6	0.9%	14	0.2%
Insurance Carriers & Agents	0	0.0%	0	0.0%	4	1.4%	13	0.3%	20	2.9%	94	1.0%
Real Estate, Holding, Other Investment Offices	2	4.7%	6	0.6%	9	3.1%	38	0.8%	18	2.7%	79	0.9%
<b>Services Summary</b>	<b>11</b>	<b>25.6%</b>	<b>245</b>	<b>22.8%</b>	<b>96</b>	<b>33.3%</b>	<b>1,569</b>	<b>31.9%</b>	<b>232</b>	<b>34.2%</b>	<b>3,342</b>	<b>36.3%</b>
Hotels & Lodging	0	0.0%	1	0.1%	1	0.3%	3	0.1%	3	0.4%	18	0.2%
Automotive Services	2	4.7%	4	0.4%	16	5.6%	51	1.0%	29	4.3%	103	1.1%
Motion Pictures & Amusements	1	2.3%	2	0.2%	5	1.7%	18	0.4%	12	1.8%	60	0.7%
Health Services	1	2.3%	3	0.3%	12	4.2%	515	10.5%	27	4.0%	1,075	11.7%
Legal Services	0	0.0%	0	0.0%	1	0.3%	1	0.0%	15	2.2%	72	0.8%
Education Institutions & Libraries	1	2.3%	44	4.1%	7	2.4%	209	4.2%	22	3.2%	847	9.2%
Other Services	7	16.3%	191	17.8%	54	18.8%	771	15.7%	124	18.3%	1,167	12.7%
<b>Government</b>	<b>2</b>	<b>4.7%</b>	<b>40</b>	<b>3.7%</b>	<b>28</b>	<b>9.7%</b>	<b>683</b>	<b>13.9%</b>	<b>87</b>	<b>12.8%</b>	<b>1,714</b>	<b>18.6%</b>
<b>Unclassified Establishments</b>	<b>3</b>	<b>7.0%</b>	<b>0</b>	<b>0.0%</b>	<b>11</b>	<b>3.8%</b>	<b>2</b>	<b>0.0%</b>	<b>24</b>	<b>3.5%</b>	<b>8</b>	<b>0.1%</b>
<b>Totals</b>	<b>43</b>	<b>100.0%</b>	<b>1,073</b>	<b>100.0%</b>	<b>288</b>	<b>100.0%</b>	<b>4,922</b>	<b>100.0%</b>	<b>678</b>	<b>100.0%</b>	<b>9,200</b>	<b>100.0%</b>

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

# Business Summary

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.3%	3	0.1%	3	0.4%	8	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	9	0.2%	1	0.1%	27	0.3%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Construction	6	14.0%	27	2.5%	32	11.1%	164	3.3%	72	10.6%	333	3.6%
Manufacturing	4	9.3%	627	58.4%	20	6.9%	1,757	35.7%	34	5.0%	2,137	23.2%
Wholesale Trade	1	2.3%	14	1.3%	6	2.1%	122	2.5%	19	2.8%	253	2.8%
Retail Trade	5	11.6%	22	2.1%	29	10.1%	178	3.6%	64	9.4%	438	4.8%
Motor Vehicle & Parts Dealers	0	0.0%	3	0.3%	2	0.7%	12	0.2%	7	1.0%	29	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	7	0.1%
Electronics & Appliance Stores	0	0.0%	2	0.2%	2	0.7%	10	0.2%	3	0.4%	15	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	4.7%	10	0.9%	9	3.1%	54	1.1%	15	2.2%	89	1.0%
Food & Beverage Stores	0	0.0%	1	0.1%	2	0.7%	51	1.0%	8	1.2%	104	1.1%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	0.3%	10	0.2%	4	0.6%	33	0.4%
Gasoline Stations	0	0.0%	0	0.0%	2	0.7%	17	0.3%	7	1.0%	51	0.6%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	2	0.7%	2	0.0%	3	0.4%	3	0.0%
General Merchandise Stores	0	0.0%	3	0.3%	1	0.3%	7	0.1%	2	0.3%	12	0.1%
Miscellaneous Store Retailers	1	2.3%	2	0.2%	6	2.1%	10	0.2%	13	1.9%	75	0.8%
Nonstore Retailers	0	0.0%	1	0.1%	1	0.3%	5	0.1%	1	0.1%	21	0.2%
Transportation & Warehousing	3	7.0%	29	2.7%	12	4.2%	101	2.1%	23	3.4%	169	1.8%
Information	1	2.3%	17	1.6%	4	1.4%	49	1.0%	9	1.3%	233	2.5%
Finance & Insurance	3	7.0%	6	0.6%	23	8.0%	49	1.0%	58	8.6%	162	1.8%
Central Bank/Credit Intermediation & Related Activities	2	4.7%	4	0.4%	14	4.9%	26	0.5%	32	4.7%	55	0.6%
Securities, Commodity Contracts & Other Financial	1	2.3%	1	0.1%	5	1.7%	11	0.2%	6	0.9%	14	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	4	1.4%	13	0.3%	20	2.9%	94	1.0%
Real Estate, Rental & Leasing	3	7.0%	8	0.7%	14	4.9%	50	1.0%	23	3.4%	98	1.1%
Professional, Scientific & Tech Services	2	4.7%	8	0.7%	13	4.5%	50	1.0%	48	7.1%	214	2.3%
Legal Services	0	0.0%	0	0.0%	1	0.3%	1	0.0%	16	2.4%	72	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	2	4.7%	38	3.5%	12	4.2%	223	4.5%	30	4.4%	298	3.2%
Educational Services	1	2.3%	44	4.1%	7	2.4%	206	4.2%	20	2.9%	673	7.3%
Health Care & Social Assistance	3	7.0%	152	14.2%	22	7.6%	966	19.6%	43	6.3%	1,666	18.1%
Arts, Entertainment & Recreation	0	0.0%	2	0.2%	3	1.0%	16	0.3%	10	1.5%	57	0.6%
Accommodation & Food Services	2	4.7%	26	2.4%	13	4.5%	157	3.2%	26	3.8%	361	3.9%
Accommodation	0	0.0%	1	0.1%	1	0.3%	3	0.1%	3	0.4%	18	0.2%
Food Services & Drinking Places	1	2.3%	25	2.3%	13	4.5%	154	3.1%	23	3.4%	343	3.7%
Other Services (except Public Administration)	5	11.6%	13	1.2%	36	12.5%	137	2.8%	84	12.4%	349	3.8%
Automotive Repair & Maintenance	1	2.3%	2	0.2%	11	3.8%	39	0.8%	22	3.2%	86	0.9%
Public Administration	2	4.7%	40	3.7%	28	9.7%	683	13.9%	87	12.8%	1,714	18.6%
Unclassified Establishments	3	7.0%	0	0.0%	11	3.8%	2	0.0%	24	3.5%	8	0.1%
<b>Total</b>	<b>43</b>	<b>100.0%</b>	<b>1,073</b>	<b>100.0%</b>	<b>288</b>	<b>100.0%</b>	<b>4,922</b>	<b>100.0%</b>	<b>678</b>	<b>100.0%</b>	<b>9,200</b>	<b>100.0%</b>

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# Retail MarketPlace Profile

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367

## Summary Demographics

2016 Population	220
2016 Households	80
2016 Median Disposable Income	\$45,697
2016 Per Capita Income	\$27,050

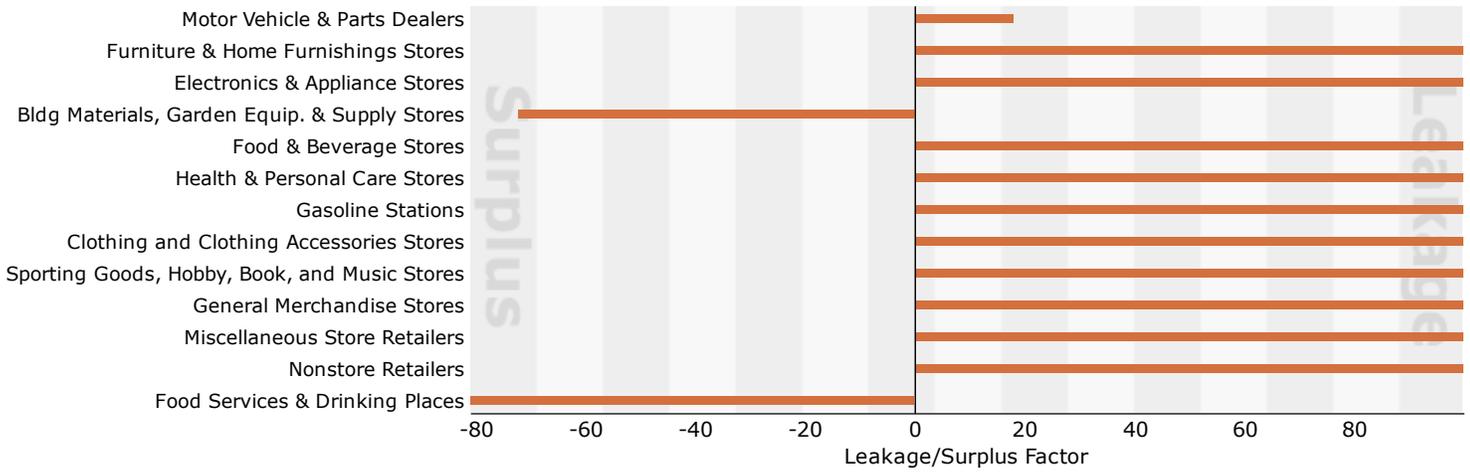
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,210,095	\$5,090,095	-\$1,880,000	-22.7	6
Total Retail Trade	44-45	\$2,937,606	\$2,475,173	\$462,433	8.5	4
Total Food & Drink	722	\$272,490	\$2,614,922	-\$2,342,432	-81.1	2

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$691,251	\$479,470	\$211,781	18.1	1
Automobile Dealers	4411	\$562,937	\$0	\$562,937	100.0	0
Other Motor Vehicle Dealers	4412	\$81,704	\$0	\$81,704	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$46,610	\$0	\$46,610	100.0	0
Furniture & Home Furnishings Stores	442	\$74,864	\$0	\$74,864	100.0	0
Furniture Stores	4421	\$46,842	\$0	\$46,842	100.0	0
Home Furnishings Stores	4422	\$28,023	\$0	\$28,023	100.0	0
Electronics & Appliance Stores	443	\$150,955	\$0	\$150,955	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$144,465	\$909,333	-\$764,868	-72.6	2
Bldg Material & Supplies Dealers	4441	\$119,485	\$698,615	-\$579,130	-70.8	1
Lawn & Garden Equip & Supply Stores	4442	\$24,980	\$210,718	-\$185,738	-78.8	1
Food & Beverage Stores	445	\$525,126	\$0	\$525,126	100.0	0
Grocery Stores	4451	\$485,094	\$0	\$485,094	100.0	0
Specialty Food Stores	4452	\$25,282	\$0	\$25,282	100.0	0
Beer, Wine & Liquor Stores	4453	\$14,750	\$0	\$14,750	100.0	0
Health & Personal Care Stores	446,4461	\$226,975	\$0	\$226,975	100.0	0
Gasoline Stations	447,4471	\$213,354	\$0	\$213,354	100.0	0
Clothing & Clothing Accessories Stores	448	\$115,833	\$0	\$115,833	100.0	0
Clothing Stores	4481	\$74,588	\$0	\$74,588	100.0	0
Shoe Stores	4482	\$14,469	\$0	\$14,469	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$26,776	\$0	\$26,776	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$91,404	\$0	\$91,404	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$75,040	\$0	\$75,040	100.0	0
Book, Periodical & Music Stores	4512	\$16,363	\$0	\$16,363	100.0	0
General Merchandise Stores	452	\$511,142	\$0	\$511,142	100.0	0
Department Stores Excluding Leased Depts.	4521	\$398,262	\$0	\$398,262	100.0	0
Other General Merchandise Stores	4529	\$112,880	\$0	\$112,880	100.0	0
Miscellaneous Store Retailers	453	\$143,593	\$0	\$143,593	100.0	0
Florists	4531	\$6,593	\$0	\$6,593	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$30,748	\$0	\$30,748	100.0	0
Used Merchandise Stores	4533	\$18,165	\$0	\$18,165	100.0	0
Other Miscellaneous Store Retailers	4539	\$88,088	\$0	\$88,088	100.0	0
Nonstore Retailers	454	\$48,643	\$0	\$48,643	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$25,080	\$0	\$25,080	100.0	0
Vending Machine Operators	4542	\$4,609	\$0	\$4,609	100.0	0
Direct Selling Establishments	4543	\$18,954	\$0	\$18,954	100.0	0
Food Services & Drinking Places	722	\$272,490	\$2,614,922	-\$2,342,432	-81.1	2
Full-Service Restaurants	7221	\$134,540	\$2,221,176	-\$2,086,636	-88.6	1
Limited-Service Eating Places	7222	\$122,580	\$393,746	-\$271,166	-52.5	1
Special Food Services	7223	\$7,431	\$0	\$7,431	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$7,939	\$0	\$7,939	100.0	0

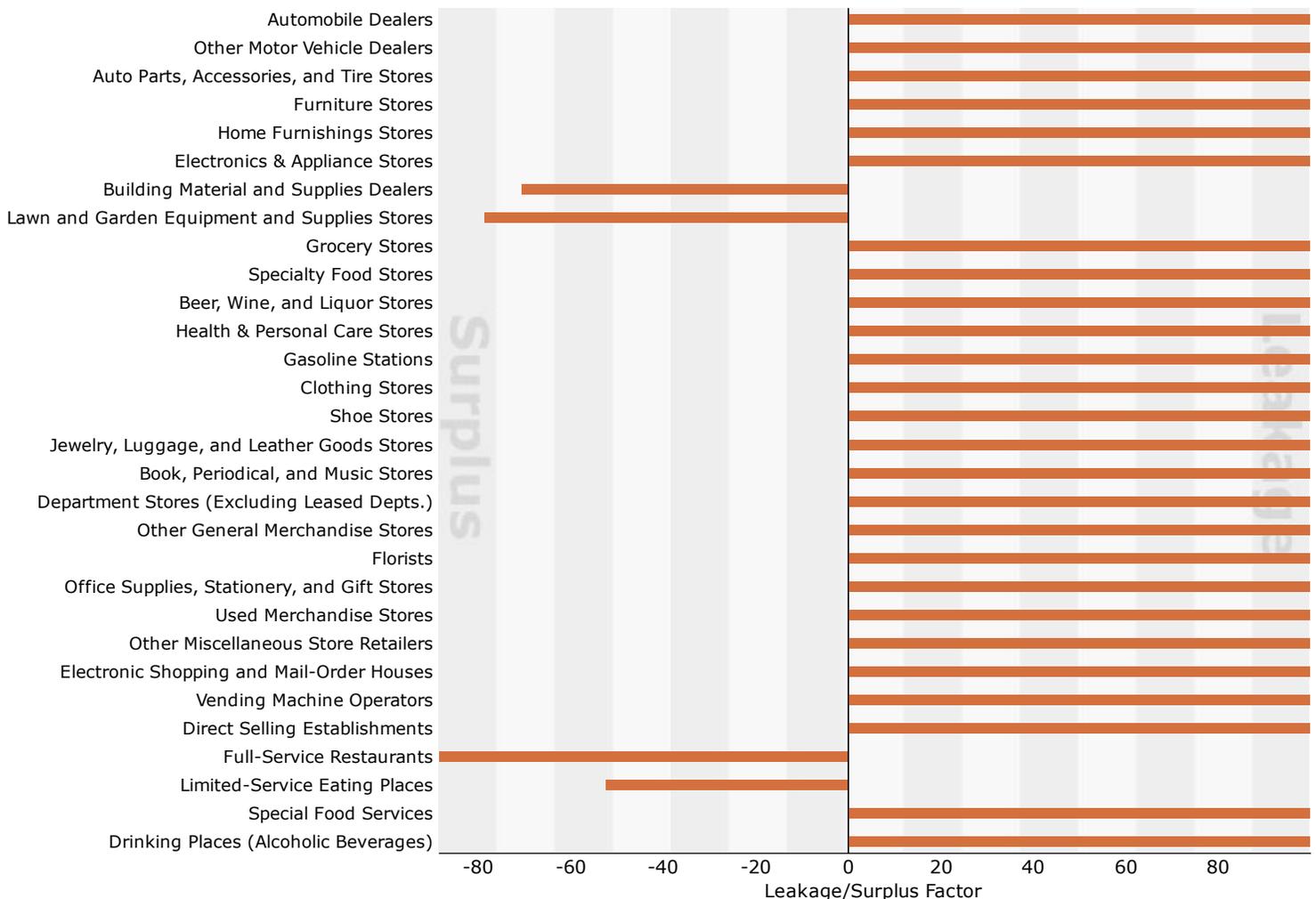
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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



# Retail MarketPlace Profile

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367

## Summary Demographics

2016 Population	7,218
2016 Households	2,550
2016 Median Disposable Income	\$40,286
2016 Per Capita Income	\$23,064

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	\$90,893,044	\$45,566,854	\$45,326,190	33.2	46
Total Retail Trade	44-45	\$82,956,581	\$35,158,946	\$47,797,635	40.5	32
Total Food & Drink	722	\$7,936,463	\$10,407,908	-\$2,471,445	-13.5	14

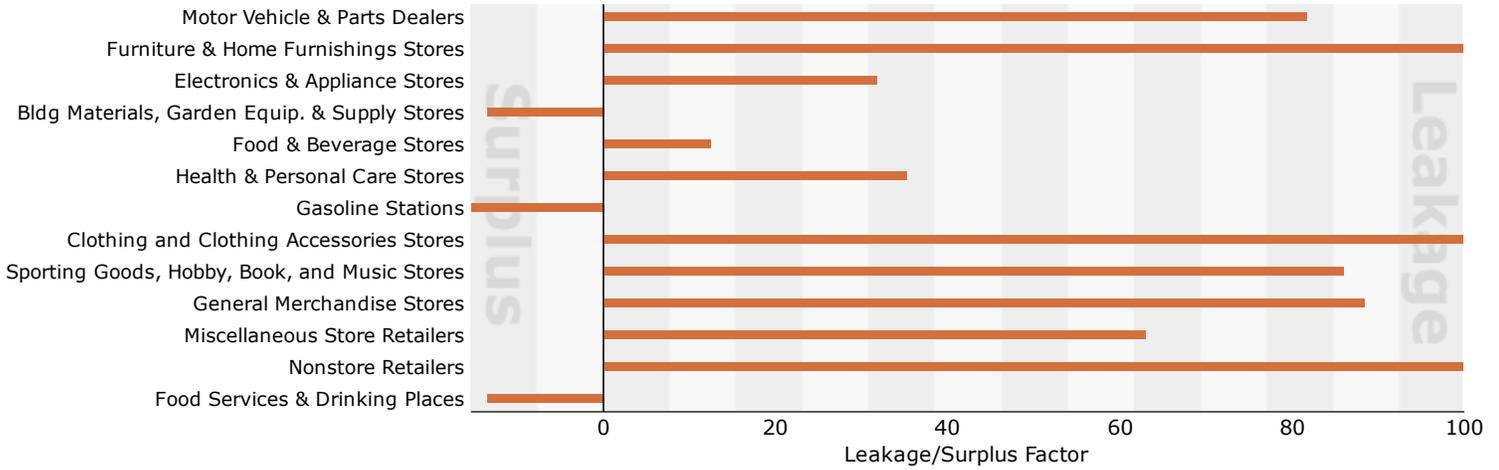
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,138,544	\$1,915,295	\$17,223,249	81.8	3
Automobile Dealers	4411	\$15,635,547	\$906,908	\$14,728,639	89.0	1
Other Motor Vehicle Dealers	4412	\$2,167,386	\$0	\$2,167,386	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,335,611	\$887,975	\$447,636	20.1	1
Furniture & Home Furnishings Stores	442	\$2,129,538	\$0	\$2,129,538	100.0	0
Furniture Stores	4421	\$1,358,788	\$0	\$1,358,788	100.0	0
Home Furnishings Stores	4422	\$770,750	\$0	\$770,750	100.0	0
Electronics & Appliance Stores	443	\$4,354,315	\$2,242,084	\$2,112,231	32.0	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,952,590	\$5,177,893	-\$1,225,303	-13.4	9
Bldg Material & Supplies Dealers	4441	\$3,320,804	\$4,637,929	-\$1,317,125	-16.5	7
Lawn & Garden Equip & Supply Stores	4442	\$631,786	\$539,964	\$91,822	7.8	3
Food & Beverage Stores	445	\$14,990,224	\$11,636,089	\$3,354,135	12.6	3
Grocery Stores	4451	\$13,839,742	\$9,145,020	\$4,694,722	20.4	1
Specialty Food Stores	4452	\$722,902	\$268,244	\$454,658	45.9	1
Beer, Wine & Liquor Stores	4453	\$427,579	\$2,222,825	-\$1,795,246	-67.7	1
Health & Personal Care Stores	446,4461	\$6,321,321	\$3,012,699	\$3,308,622	35.4	2
Gasoline Stations	447,4471	\$6,034,739	\$8,223,769	-\$2,189,030	-15.4	2
Clothing & Clothing Accessories Stores	448	\$3,425,494	\$0	\$3,425,494	100.0	0
Clothing Stores	4481	\$2,201,856	\$0	\$2,201,856	100.0	0
Shoe Stores	4482	\$430,308	\$0	\$430,308	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$793,330	\$0	\$793,330	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,611,631	\$195,464	\$2,416,167	86.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,130,362	\$195,464	\$1,934,898	83.2	2
Book, Periodical & Music Stores	4512	\$481,270	\$0	\$481,270	100.0	0
General Merchandise Stores	452	\$14,723,860	\$893,867	\$13,829,993	88.6	1
Department Stores Excluding Leased Depts.	4521	\$11,517,161	\$0	\$11,517,161	100.0	0
Other General Merchandise Stores	4529	\$3,206,699	\$893,867	\$2,312,832	56.4	1
Miscellaneous Store Retailers	453	\$3,975,761	\$897,059	\$3,078,702	63.2	5
Florists	4531	\$168,761	\$150,879	\$17,882	5.6	2
Office Supplies, Stationery & Gift Stores	4532	\$877,969	\$0	\$877,969	100.0	0
Used Merchandise Stores	4533	\$531,634	\$496,664	\$34,970	3.4	3
Other Miscellaneous Store Retailers	4539	\$2,397,397	\$0	\$2,397,397	100.0	0
Nonstore Retailers	454	\$1,298,564	\$0	\$1,298,564	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$707,388	\$0	\$707,388	100.0	0
Vending Machine Operators	4542	\$132,088	\$0	\$132,088	100.0	0
Direct Selling Establishments	4543	\$459,088	\$0	\$459,088	100.0	0
Food Services & Drinking Places	722	\$7,936,463	\$10,407,908	-\$2,471,445	-13.5	14
Full-Service Restaurants	7221	\$3,924,203	\$7,325,758	-\$3,401,555	-30.2	8
Limited-Service Eating Places	7222	\$3,566,793	\$2,742,769	\$824,024	13.1	5
Special Food Services	7223	\$209,164	\$0	\$209,164	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$236,303	\$0	\$236,303	100.0	0

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

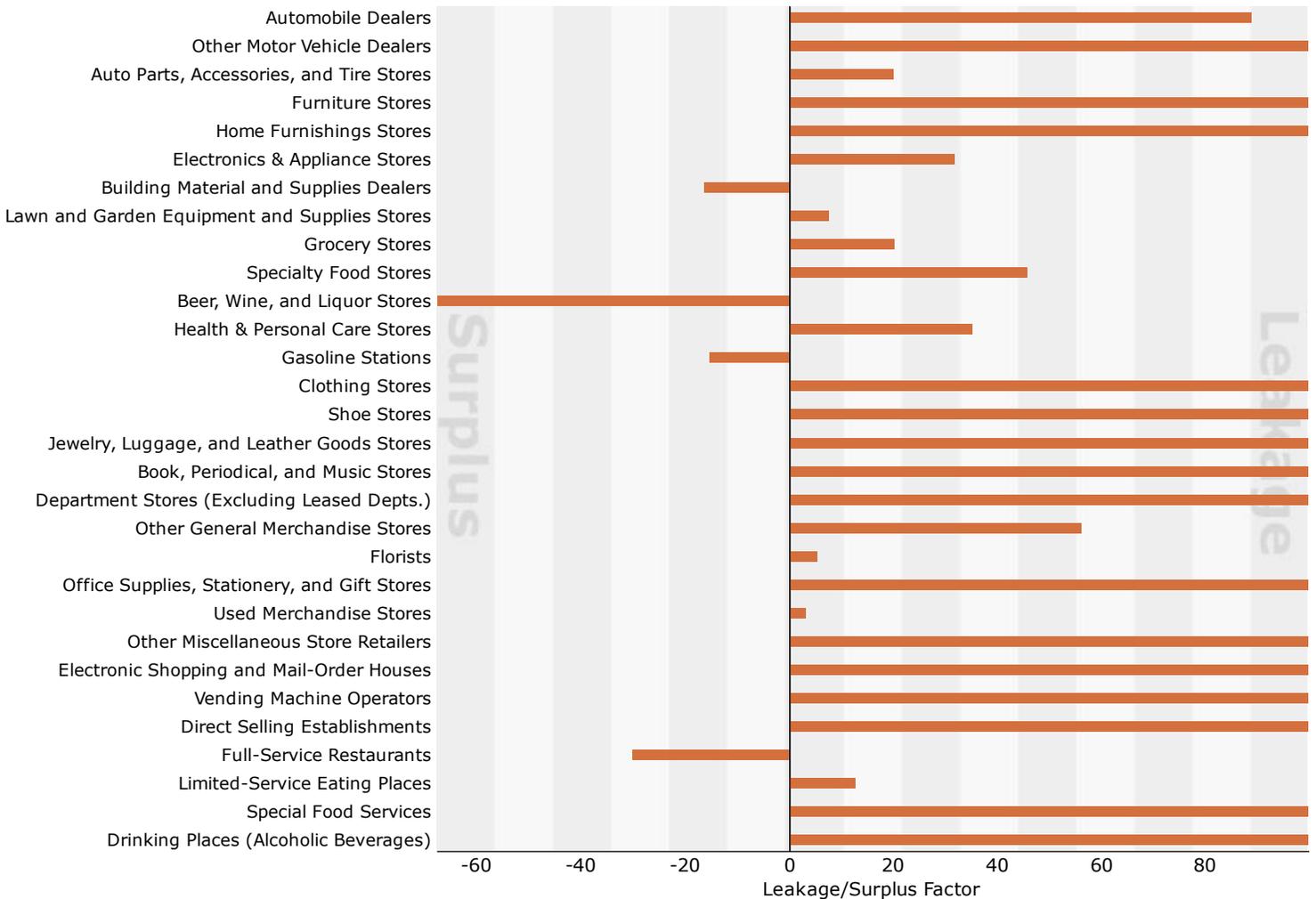
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367

## Summary Demographics

2016 Population	17,274
2016 Households	6,302
2016 Median Disposable Income	\$45,470
2016 Per Capita Income	\$26,897

## 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	\$249,301,535	\$99,904,188	\$149,397,347	42.8	91
Total Retail Trade	44-45	\$227,496,443	\$81,579,578	\$145,916,865	47.2	65
Total Food & Drink	722	\$21,805,092	\$18,324,610	\$3,480,482	8.7	27

## Industry Group

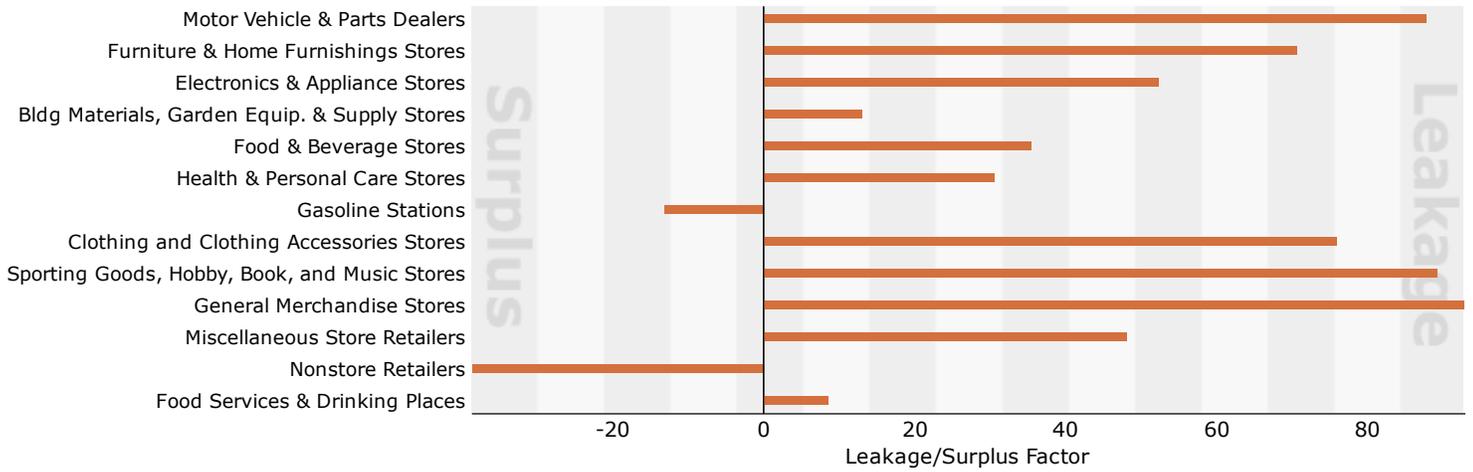
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,783,023	\$3,412,212	\$49,370,811	87.9	5
Automobile Dealers	4411	\$43,038,350	\$1,303,717	\$41,734,633	94.1	1
Other Motor Vehicle Dealers	4412	\$6,064,748	\$745,042	\$5,319,706	78.1	2
Auto Parts, Accessories & Tire Stores	4413	\$3,679,925	\$1,363,453	\$2,316,472	45.9	2
Furniture & Home Furnishings Stores	442	\$5,899,534	\$1,005,200	\$4,894,334	70.9	1
Furniture Stores	4421	\$3,753,695	\$0	\$3,753,695	100.0	0
Home Furnishings Stores	4422	\$2,145,839	\$344,512	\$1,801,327	72.3	1
Electronics & Appliance Stores	443	\$12,028,319	\$3,756,253	\$8,272,066	52.4	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,035,326	\$8,460,740	\$2,574,586	13.2	16
Bldg Material & Supplies Dealers	4441	\$9,283,328	\$7,655,441	\$1,627,887	9.6	12
Lawn & Garden Equip & Supply Stores	4442	\$1,751,998	\$805,298	\$946,700	37.0	4
Food & Beverage Stores	445	\$40,721,443	\$19,332,325	\$21,389,118	35.6	7
Grocery Stores	4451	\$37,592,165	\$16,067,191	\$21,524,974	40.1	4
Specialty Food Stores	4452	\$1,963,445	\$541,035	\$1,422,410	56.8	2
Beer, Wine & Liquor Stores	4453	\$1,165,832	\$2,724,099	-\$1,558,267	-40.1	2
Health & Personal Care Stores	446,4461	\$17,268,143	\$9,150,199	\$8,117,944	30.7	6
Gasoline Stations	447,4471	\$16,374,012	\$21,365,645	-\$4,991,633	-13.2	7
Clothing & Clothing Accessories Stores	448	\$9,401,708	\$1,275,094	\$8,126,614	76.1	1
Clothing Stores	4481	\$6,008,139	\$1,275,094	\$4,733,045	65.0	1
Shoe Stores	4482	\$1,163,972	\$0	\$1,163,972	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,229,597	\$0	\$2,229,597	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,212,672	\$399,853	\$6,812,819	89.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,892,118	\$321,590	\$5,570,528	89.6	2
Book, Periodical & Music Stores	4512	\$1,320,555	\$0	\$1,320,555	100.0	0
General Merchandise Stores	452	\$40,288,502	\$1,470,693	\$38,817,809	93.0	2
Department Stores Excluding Leased Depts.	4521	\$31,552,671	\$0	\$31,552,671	100.0	0
Other General Merchandise Stores	4529	\$8,735,831	\$1,470,693	\$7,265,138	71.2	2
Miscellaneous Store Retailers	453	\$10,879,792	\$3,802,503	\$7,077,289	48.2	11
Florists	4531	\$470,286	\$357,697	\$112,589	13.6	3
Office Supplies, Stationery & Gift Stores	4532	\$2,417,090	\$0	\$2,417,090	100.0	0
Used Merchandise Stores	4533	\$1,461,510	\$654,077	\$807,433	38.2	4
Other Miscellaneous Store Retailers	4539	\$6,530,906	\$1,739,520	\$4,791,386	57.9	3
Nonstore Retailers	454	\$3,603,968	\$8,148,861	-\$4,544,893	-38.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,946,915	\$8,099,156	-\$6,152,241	-61.2	1
Vending Machine Operators	4542	\$359,112	\$0	\$359,112	100.0	0
Direct Selling Establishments	4543	\$1,297,941	\$0	\$1,297,941	100.0	0
Food Services & Drinking Places	722	\$21,805,092	\$18,324,610	\$3,480,482	8.7	27
Full-Service Restaurants	7221	\$10,799,719	\$10,296,541	\$503,178	2.4	15
Limited-Service Eating Places	7222	\$9,775,354	\$7,343,554	\$2,431,800	14.2	10
Special Food Services	7223	\$581,136	\$655,470	-\$74,334	-6.0	1
Drinking Places - Alcoholic Beverages	7224	\$648,883	\$29,045	\$619,838	91.4	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.

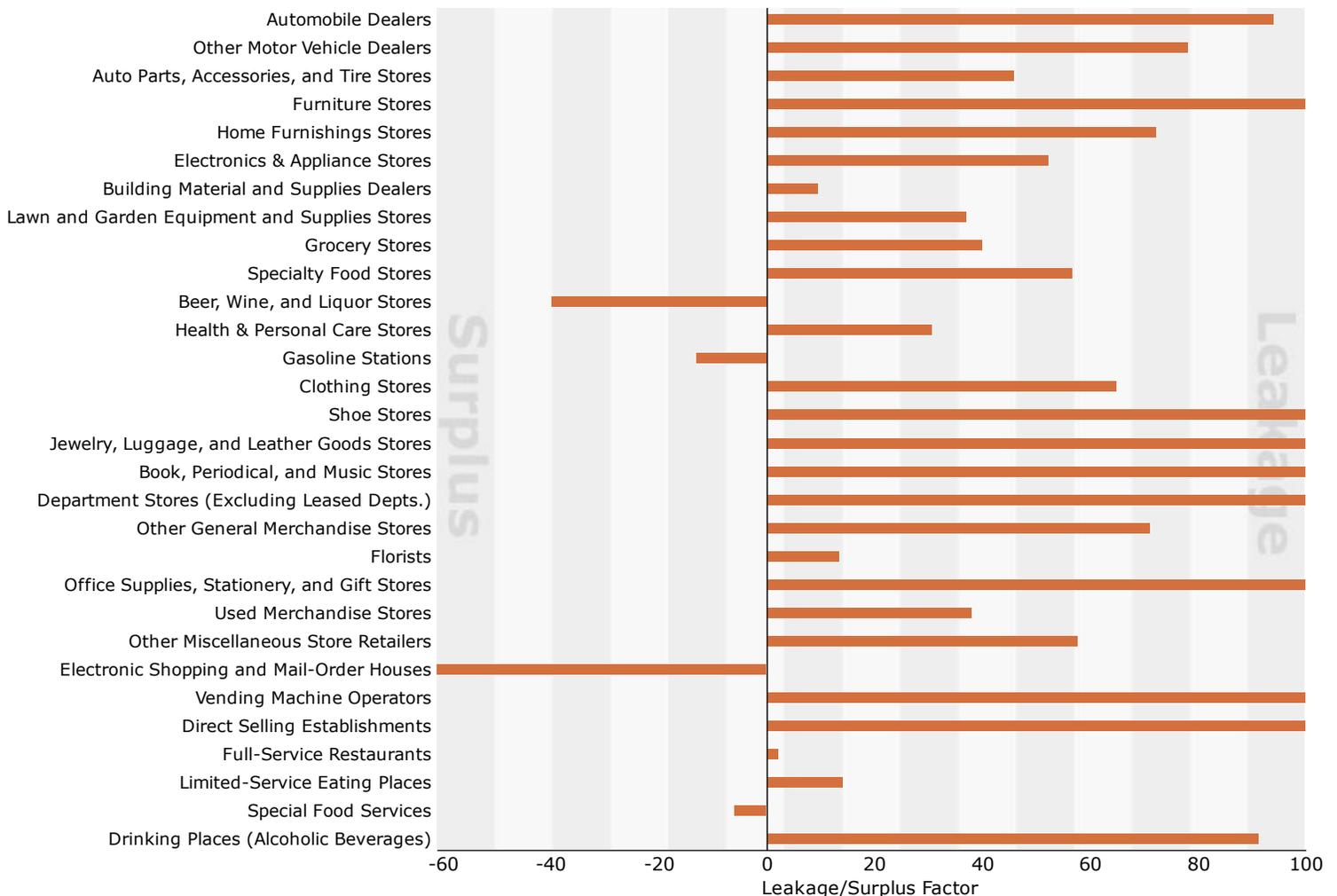
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail Market Potential

Half Acre Rd/SR 32  
 Half Acre Rd, Batavia, OH, 45103  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.06966  
 Longitude: -84.09367

Demographic Summary	2016	2021
Population	220	229
Population 18+	170	177
Households	80	83
Median Household Income	\$56,038	\$60,366

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	89	52.4%	111
Bought any women's clothing in last 12 months	80	47.1%	107
Bought clothing for child <13 years in last 6 months	48	28.2%	102
Bought any shoes in last 12 months	97	57.1%	106
Bought costume jewelry in last 12 months	33	19.4%	99
Bought any fine jewelry in last 12 months	29	17.1%	93
Bought a watch in last 12 months	17	10.0%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	75	93.8%	110
HH bought/leased new vehicle last 12 mo	7	8.8%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	158	92.9%	109
Bought/changed motor oil in last 12 months	103	60.6%	123
Had tune-up in last 12 months	49	28.8%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	104	61.2%	93
Drank regular cola in last 6 months	79	46.5%	104
Drank beer/ale in last 6 months	71	41.8%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	57	33.5%	115
Own digital single-lens reflex (SLR) camera	14	8.2%	95
Bought any camera in last 12 months	10	5.9%	103
Printed digital photos in last 12 months	6	3.5%	121
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	58	34.1%	94
Have a smartphone	76	44.7%	76
Have a smartphone: Android phone (any brand)	40	23.5%	87
Have a smartphone: Apple iPhone	26	15.3%	59
Number of cell phones in household: 1	26	32.5%	101
Number of cell phones in household: 2	32	40.0%	107
Number of cell phones in household: 3+	18	22.5%	88
HH has cell phone only (no landline telephone)	31	38.8%	92
<b>Computers (Households)</b>			
HH owns a computer	59	73.8%	96
HH owns desktop computer	37	46.3%	102
HH owns laptop/notebook	39	48.8%	90
HH owns any Apple/Mac brand computer	6	7.5%	50
HH owns any PC/non-Apple brand computer	55	68.8%	101
HH purchased most recent computer in a store	30	37.5%	100
HH purchased most recent computer online	9	11.3%	86
Spent <\$500 on most recent home computer	14	17.5%	121
Spent \$500-\$999 on most recent home computer	14	17.5%	92
Spent \$1,000-\$1,499 on most recent home computer	6	7.5%	79
Spent \$1,500-\$1,999 on most recent home computer	3	3.8%	82
Spent \$2,000+ on most recent home computer	2	2.5%	64

**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

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

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	90	52.9%	104
Bought brewed coffee at convenience store in last 30 days	30	17.6%	112
Bought cigarettes at convenience store in last 30 days	28	16.5%	132
Bought gas at convenience store in last 30 days	74	43.5%	132
Spent at convenience store in last 30 days: <\$20	16	9.4%	116
Spent at convenience store in last 30 days: \$20-\$39	14	8.2%	91
Spent at convenience store in last 30 days: \$40-\$50	16	9.4%	123
Spent at convenience store in last 30 days: \$51-\$99	9	5.3%	120
Spent at convenience store in last 30 days: \$100+	50	29.4%	128
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	85	50.0%	84
Went to live theater in last 12 months	18	10.6%	81
Went to a bar/night club in last 12 months	26	15.3%	92
Dined out in last 12 months	80	47.1%	105
Gambled at a casino in last 12 months	23	13.5%	99
Visited a theme park in last 12 months	25	14.7%	83
Viewed movie (video-on-demand) in last 30 days	17	10.0%	59
Viewed TV show (video-on-demand) in last 30 days	11	6.5%	50
Watched any pay-per-view TV in last 12 months	17	10.0%	76
Downloaded a movie over the Internet in last 30 days	6	3.5%	49
Downloaded any individual song in last 6 months	25	14.7%	72
Watched a movie online in the last 30 days	14	8.2%	52
Watched a TV program online in last 30 days	12	7.1%	47
Played a video/electronic game (console) in last 12 months	18	10.6%	101
Played a video/electronic game (portable) in last 12 months	8	4.7%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	58	34.1%	110
Used ATM/cash machine in last 12 months	78	45.9%	93
Own any stock	12	7.1%	92
Own U.S. savings bond	10	5.9%	111
Own shares in mutual fund (stock)	13	7.6%	105
Own shares in mutual fund (bonds)	8	4.7%	97
Have interest checking account	53	31.2%	111
Have non-interest checking account	59	34.7%	123
Have savings account	98	57.6%	107
Have 401K retirement savings plan	27	15.9%	109
Own/used any credit/debit card in last 12 months	132	77.6%	104
Avg monthly credit card expenditures: <\$111	23	13.5%	117
Avg monthly credit card expenditures: \$111-\$225	14	8.2%	120
Avg monthly credit card expenditures: \$226-\$450	10	5.9%	93
Avg monthly credit card expenditures: \$451-\$700	10	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	5	2.9%	68
Avg monthly credit card expenditures: \$1,001+	11	6.5%	71
Did banking online in last 12 months	53	31.2%	87
Did banking on mobile device in last 12 months	19	11.2%	80
Paid bills online in last 12 months	62	36.5%	85

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

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

# Retail Market Potential

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

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	60	75.0%	108
Used bread in last 6 months	77	96.3%	102
Used chicken (fresh or frozen) in last 6 months	56	70.0%	101
Used turkey (fresh or frozen) in last 6 months	15	18.8%	118
Used fish/seafood (fresh or frozen) in last 6 months	42	52.5%	96
Used fresh fruit/vegetables in last 6 months	70	87.5%	102
Used fresh milk in last 6 months	74	92.5%	105
Used organic food in last 6 months	11	13.8%	70
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	46	27.1%	95
Exercise at club 2+ times per week	14	8.2%	63
Visited a doctor in last 12 months	131	77.1%	102
Used vitamin/dietary supplement in last 6 months	89	52.4%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	26	32.5%	121
Used housekeeper/maid/professional HH cleaning service in last 12	8	10.0%	76
Purchased low ticket HH furnishings in last 12 months	11	13.8%	86
Purchased big ticket HH furnishings in last 12 months	14	17.5%	84
Bought any small kitchen appliance in last 12 months	17	21.3%	96
Bought any large kitchen appliance in last 12 months	10	12.5%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	88	51.8%	121
Carry medical/hospital/accident insurance	115	67.6%	103
Carry homeowner insurance	102	60.0%	128
Carry renter's insurance	10	5.9%	72
Have auto insurance: 1 vehicle in household covered	20	25.0%	81
Have auto insurance: 2 vehicles in household covered	24	30.0%	105
Have auto insurance: 3+ vehicles in household covered	27	33.8%	155
<b>Pets (Households)</b>			
Household owns any pet	54	67.5%	126
Household owns any cat	27	33.8%	150
Household owns any dog	43	53.8%	132
<b>Psychographics (Adults)</b>			
Buying American is important to me	89	52.4%	124
Usually buy items on credit rather than wait	17	10.0%	85
Usually buy based on quality - not price	28	16.5%	92
Price is usually more important than brand name	50	29.4%	112
Usually use coupons for brands I buy often	35	20.6%	109
Am interested in how to help the environment	18	10.6%	65
Usually pay more for environ safe product	16	9.4%	74
Usually value green products over convenience	13	7.6%	73
Likely to buy a brand that supports a charity	66	38.8%	111
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	17	10.0%	76
Bought hardcover book in last 12 months	35	20.6%	98
Bought paperback book in last 12 month	49	28.8%	92
Read any daily newspaper (paper version)	49	28.8%	110
Read any digital newspaper in last 30 days	42	24.7%	74
Read any magazine (paper/electronic version) in last 6 months	148	87.1%	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.

# Retail Market Potential

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

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	129	75.9%	102
Went to family restaurant/steak house: 4+ times a month	44	25.9%	94
Went to fast food/drive-in restaurant in last 6 months	156	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	69	40.6%	103
Fast food/drive-in last 6 months: eat in	68	40.0%	110
Fast food/drive-in last 6 months: home delivery	10	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	83	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	30	17.6%	91
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	39	22.9%	72
Own e-reader/tablet: iPad	11	6.5%	42
Own any portable MP3 player	45	26.5%	86
HH owns 1 TV	15	18.8%	92
HH owns 2 TVs	21	26.3%	101
HH owns 3 TVs	19	23.8%	111
HH owns 4+ TVs	16	20.0%	106
HH subscribes to cable TV	25	31.3%	63
HH subscribes to fiber optic	1	1.3%	16
HH has satellite dish	37	46.3%	182
HH owns DVD/Blu-ray player	51	63.8%	105
HH owns camcorder	12	15.0%	107
HH owns portable GPS navigation device	26	32.5%	118
HH purchased video game system in last 12 mos	5	6.3%	79
HH owns Internet video device for TV	4	5.0%	71
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	77	45.3%	90
Took 3+ domestic non-business trips in last 12 months	16	9.4%	85
Spent on domestic vacations in last 12 months: <\$1,000	17	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9	5.3%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5	2.9%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7	4.1%	106
Spent on domestic vacations in last 12 months: \$3,000+	7	4.1%	75
Domestic travel in the 12 months: used general travel website	8	4.7%	70
Foreign travel in last 3 years	26	15.3%	63
Took 3+ foreign trips by plane in last 3 years	4	2.4%	52
Spent on foreign vacations in last 12 months: <\$1,000	5	2.9%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3	1.8%	54
Spent on foreign vacations in last 12 months: \$3,000+	5	2.9%	59
Foreign travel in last 3 years: used general travel website	5	2.9%	53
Nights spent in hotel/motel in last 12 months: any	62	36.5%	90
Took cruise of more than one day in last 3 years	10	5.9%	70
Member of any frequent flyer program	13	7.6%	47
Member of any hotel rewards program	18	10.6%	75

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

# Retail Market Potential

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		7,218	7,549
Population 18+		5,434	5,744
Households		2,550	2,670
Median Household Income		\$51,242	\$55,494

<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	2,752	50.6%	107
Bought any women's clothing in last 12 months	2,469	45.4%	103
Bought clothing for child <13 years in last 6 months	1,589	29.2%	106
Bought any shoes in last 12 months	2,961	54.5%	101
Bought costume jewelry in last 12 months	971	17.9%	91
Bought any fine jewelry in last 12 months	992	18.3%	100
Bought a watch in last 12 months	632	11.6%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,300	90.2%	105
HH bought/leased new vehicle last 12 mo	218	8.5%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,928	90.7%	107
Bought/changed motor oil in last 12 months	3,065	56.4%	115
Had tune-up in last 12 months	1,600	29.4%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,437	63.2%	97
Drank regular cola in last 6 months	2,623	48.3%	108
Drank beer/ale in last 6 months	2,147	39.5%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,525	28.1%	96
Own digital single-lens reflex (SLR) camera	429	7.9%	92
Bought any camera in last 12 months	308	5.7%	99
Printed digital photos in last 12 months	183	3.4%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,875	34.5%	95
Have a smartphone	2,753	50.7%	86
Have a smartphone: Android phone (any brand)	1,460	26.9%	100
Have a smartphone: Apple iPhone	941	17.3%	67
Number of cell phones in household: 1	835	32.7%	102
Number of cell phones in household: 2	982	38.5%	103
Number of cell phones in household: 3+	622	24.4%	96
HH has cell phone only (no landline telephone)	1,178	46.2%	110
<b>Computers (Households)</b>			
HH owns a computer	1,853	72.7%	95
HH owns desktop computer	1,139	44.7%	99
HH owns laptop/notebook	1,267	49.7%	92
HH owns any Apple/Mac brand computer	248	9.7%	65
HH owns any PC/non-Apple brand computer	1,698	66.6%	98
HH purchased most recent computer in a store	944	37.0%	98
HH purchased most recent computer online	285	11.2%	85
Spent <\$500 on most recent home computer	468	18.4%	126
Spent \$500-\$999 on most recent home computer	450	17.6%	92
Spent \$1,000-\$1,499 on most recent home computer	206	8.1%	85
Spent \$1,500-\$1,999 on most recent home computer	79	3.1%	68
Spent \$2,000+ on most recent home computer	68	2.7%	68

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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	2,893	53.2%	105
Bought brewed coffee at convenience store in last 30 days	848	15.6%	99
Bought cigarettes at convenience store in last 30 days	1,002	18.4%	147
Bought gas at convenience store in last 30 days	2,294	42.2%	128
Spent at convenience store in last 30 days: <\$20	444	8.2%	101
Spent at convenience store in last 30 days: \$20-\$39	519	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	393	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	238	4.4%	99
Spent at convenience store in last 30 days: \$100+	1,587	29.2%	127
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,878	53.0%	89
Went to live theater in last 12 months	498	9.2%	71
Went to a bar/night club in last 12 months	752	13.8%	83
Dined out in last 12 months	2,381	43.8%	98
Gambled at a casino in last 12 months	759	14.0%	102
Visited a theme park in last 12 months	765	14.1%	80
Viewed movie (video-on-demand) in last 30 days	689	12.7%	75
Viewed TV show (video-on-demand) in last 30 days	419	7.7%	60
Watched any pay-per-view TV in last 12 months	545	10.0%	76
Downloaded a movie over the Internet in last 30 days	242	4.5%	62
Downloaded any individual song in last 6 months	930	17.1%	84
Watched a movie online in the last 30 days	607	11.2%	70
Watched a TV program online in last 30 days	511	9.4%	63
Played a video/electronic game (console) in last 12 months	616	11.3%	109
Played a video/electronic game (portable) in last 12 months	231	4.3%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,672	30.8%	99
Used ATM/cash machine in last 12 months	2,437	44.8%	91
Own any stock	289	5.3%	70
Own U.S. savings bond	231	4.3%	80
Own shares in mutual fund (stock)	311	5.7%	79
Own shares in mutual fund (bonds)	191	3.5%	72
Have interest checking account	1,453	26.7%	95
Have non-interest checking account	1,729	31.8%	113
Have savings account	2,868	52.8%	98
Have 401K retirement savings plan	806	14.8%	102
Own/used any credit/debit card in last 12 months	4,021	74.0%	99
Avg monthly credit card expenditures: <\$111	720	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	339	6.2%	91
Avg monthly credit card expenditures: \$226-\$450	294	5.4%	85
Avg monthly credit card expenditures: \$451-\$700	250	4.6%	86
Avg monthly credit card expenditures: \$701-\$1,000	159	2.9%	68
Avg monthly credit card expenditures: \$1,001+	335	6.2%	68
Did banking online in last 12 months	1,680	30.9%	87
Did banking on mobile device in last 12 months	632	11.6%	83
Paid bills online in last 12 months	2,078	38.2%	89

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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	1,922	75.4%	108
Used bread in last 6 months	2,414	94.7%	101
Used chicken (fresh or frozen) in last 6 months	1,714	67.2%	97
Used turkey (fresh or frozen) in last 6 months	415	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,337	52.4%	96
Used fresh fruit/vegetables in last 6 months	2,200	86.3%	101
Used fresh milk in last 6 months	2,308	90.5%	103
Used organic food in last 6 months	376	14.7%	75
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,324	24.4%	86
Exercise at club 2+ times per week	401	7.4%	57
Visited a doctor in last 12 months	4,149	76.4%	101
Used vitamin/dietary supplement in last 6 months	2,690	49.5%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	738	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	236	9.3%	70
Purchased low ticket HH furnishings in last 12 months	382	15.0%	93
Purchased big ticket HH furnishings in last 12 months	500	19.6%	94
Bought any small kitchen appliance in last 12 months	535	21.0%	95
Bought any large kitchen appliance in last 12 months	347	13.6%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,522	46.4%	109
Carry medical/hospital/accident insurance	3,583	65.9%	101
Carry homeowner insurance	2,858	52.6%	112
Carry renter's insurance	311	5.7%	70
Have auto insurance: 1 vehicle in household covered	770	30.2%	98
Have auto insurance: 2 vehicles in household covered	764	30.0%	105
Have auto insurance: 3+ vehicles in household covered	622	24.4%	112
<b>Pets (Households)</b>			
Household owns any pet	1,658	65.0%	121
Household owns any cat	800	31.4%	140
Household owns any dog	1,296	50.8%	125
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,729	50.2%	119
Usually buy items on credit rather than wait	525	9.7%	82
Usually buy based on quality - not price	864	15.9%	89
Price is usually more important than brand name	1,595	29.4%	112
Usually use coupons for brands I buy often	1,053	19.4%	102
Am interested in how to help the environment	621	11.4%	70
Usually pay more for environ safe product	527	9.7%	76
Usually value green products over convenience	498	9.2%	87
Likely to buy a brand that supports a charity	2,158	39.7%	114
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	501	9.2%	70
Bought hardcover book in last 12 months	960	17.7%	84
Bought paperback book in last 12 month	1,414	26.0%	83
Read any daily newspaper (paper version)	1,400	25.8%	98
Read any digital newspaper in last 30 days	1,409	25.9%	78
Read any magazine (paper/electronic version) in last 6 months	4,742	87.3%	96

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Half Acre Rd/SR 32  
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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	4,010	73.8%	99
Went to family restaurant/steak house: 4+ times a month	1,333	24.5%	89
Went to fast food/drive-in restaurant in last 6 months	4,997	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,174	40.0%	101
Fast food/drive-in last 6 months: eat in	1,876	34.5%	95
Fast food/drive-in last 6 months: home delivery	353	6.5%	85
Fast food/drive-in last 6 months: take-out/drive-thru	2,734	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,017	18.7%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,368	25.2%	79
Own e-reader/tablet: iPad	456	8.4%	55
Own any portable MP3 player	1,397	25.7%	83
HH owns 1 TV	482	18.9%	92
HH owns 2 TVs	628	24.6%	95
HH owns 3 TVs	590	23.1%	108
HH owns 4+ TVs	504	19.8%	105
HH subscribes to cable TV	937	36.7%	74
HH subscribes to fiber optic	92	3.6%	47
HH has satellite dish	935	36.7%	144
HH owns DVD/Blu-ray player	1,586	62.2%	103
HH owns camcorder	335	13.1%	94
HH owns portable GPS navigation device	701	27.5%	100
HH purchased video game system in last 12 mos	171	6.7%	84
HH owns Internet video device for TV	111	4.4%	62
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,423	44.6%	89
Took 3+ domestic non-business trips in last 12 months	520	9.6%	86
Spent on domestic vacations in last 12 months: <\$1,000	570	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	265	4.9%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	136	2.5%	70
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	176	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	206	3.8%	69
Domestic travel in the 12 months: used general travel website	233	4.3%	63
Foreign travel in last 3 years	812	14.9%	62
Took 3+ foreign trips by plane in last 3 years	118	2.2%	48
Spent on foreign vacations in last 12 months: <\$1,000	137	2.5%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	98	1.8%	55
Spent on foreign vacations in last 12 months: \$3,000+	148	2.7%	55
Foreign travel in last 3 years: used general travel website	164	3.0%	54
Nights spent in hotel/motel in last 12 months: any	1,848	34.0%	84
Took cruise of more than one day in last 3 years	352	6.5%	77
Member of any frequent flyer program	459	8.4%	52
Member of any hotel rewards program	520	9.6%	68

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# Retail Market Potential

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	17,274	17,983
Population 18+	13,207	13,837
Households	6,302	6,572
Median Household Income	\$55,349	\$61,588

<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	6,711	50.8%	108
Bought any women's clothing in last 12 months	6,116	46.3%	105
Bought clothing for child <13 years in last 6 months	3,832	29.0%	105
Bought any shoes in last 12 months	7,360	55.7%	103
Bought costume jewelry in last 12 months	2,519	19.1%	98
Bought any fine jewelry in last 12 months	2,326	17.6%	96
Bought a watch in last 12 months	1,465	11.1%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,797	92.0%	107
HH bought/leased new vehicle last 12 mo	585	9.3%	99
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	12,137	91.9%	108
Bought/changed motor oil in last 12 months	7,580	57.4%	117
Had tune-up in last 12 months	3,936	29.8%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	8,335	63.1%	96
Drank regular cola in last 6 months	6,099	46.2%	103
Drank beer/ale in last 6 months	5,406	40.9%	96
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	4,133	31.3%	107
Own digital single-lens reflex (SLR) camera	1,124	8.5%	99
Bought any camera in last 12 months	774	5.9%	103
Printed digital photos in last 12 months	435	3.3%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,633	35.1%	97
Have a smartphone	6,838	51.8%	88
Have a smartphone: Android phone (any brand)	3,472	26.3%	98
Have a smartphone: Apple iPhone	2,565	19.4%	75
Number of cell phones in household: 1	1,962	31.1%	97
Number of cell phones in household: 2	2,499	39.7%	106
Number of cell phones in household: 3+	1,537	24.4%	96
HH has cell phone only (no landline telephone)	2,623	41.6%	99
<b>Computers (Households)</b>			
HH owns a computer	4,742	75.2%	98
HH owns desktop computer	2,961	47.0%	104
HH owns laptop/notebook	3,224	51.2%	94
HH owns any Apple/Mac brand computer	632	10.0%	67
HH owns any PC/non-Apple brand computer	4,363	69.2%	102
HH purchased most recent computer in a store	2,389	37.9%	101
HH purchased most recent computer online	754	12.0%	92
Spent <\$500 on most recent home computer	1,075	17.1%	117
Spent \$500-\$999 on most recent home computer	1,184	18.8%	98
Spent \$1,000-\$1,499 on most recent home computer	532	8.4%	89
Spent \$1,500-\$1,999 on most recent home computer	228	3.6%	79
Spent \$2,000+ on most recent home computer	193	3.1%	78

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Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 5 mile radius

Prepared by Esri  
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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	6,966	52.7%	104
Bought brewed coffee at convenience store in last 30 days	2,146	16.2%	103
Bought cigarettes at convenience store in last 30 days	2,142	16.2%	130
Bought gas at convenience store in last 30 days	5,509	41.7%	126
Spent at convenience store in last 30 days: <\$20	1,099	8.3%	103
Spent at convenience store in last 30 days: \$20-\$39	1,152	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	1,052	8.0%	104
Spent at convenience store in last 30 days: \$51-\$99	633	4.8%	108
Spent at convenience store in last 30 days: \$100+	3,761	28.5%	124
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	7,142	54.1%	91
Went to live theater in last 12 months	1,441	10.9%	84
Went to a bar/night club in last 12 months	1,978	15.0%	90
Dined out in last 12 months	6,188	46.9%	104
Gambled at a casino in last 12 months	1,827	13.8%	101
Visited a theme park in last 12 months	2,001	15.2%	86
Viewed movie (video-on-demand) in last 30 days	1,772	13.4%	79
Viewed TV show (video-on-demand) in last 30 days	1,209	9.2%	71
Watched any pay-per-view TV in last 12 months	1,469	11.1%	85
Downloaded a movie over the Internet in last 30 days	617	4.7%	65
Downloaded any individual song in last 6 months	2,351	17.8%	87
Watched a movie online in the last 30 days	1,474	11.2%	70
Watched a TV program online in last 30 days	1,315	10.0%	67
Played a video/electronic game (console) in last 12 months	1,438	10.9%	104
Played a video/electronic game (portable) in last 12 months	563	4.3%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,515	34.2%	110
Used ATM/cash machine in last 12 months	6,300	47.7%	97
Own any stock	888	6.7%	88
Own U.S. savings bond	645	4.9%	92
Own shares in mutual fund (stock)	921	7.0%	96
Own shares in mutual fund (bonds)	585	4.4%	91
Have interest checking account	3,921	29.7%	105
Have non-interest checking account	4,360	33.0%	117
Have savings account	7,437	56.3%	104
Have 401K retirement savings plan	2,082	15.8%	108
Own/used any credit/debit card in last 12 months	10,134	76.7%	103
Avg monthly credit card expenditures: <\$111	1,781	13.5%	116
Avg monthly credit card expenditures: \$111-\$225	912	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	800	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	716	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	440	3.3%	77
Avg monthly credit card expenditures: \$1,001+	957	7.2%	80
Did banking online in last 12 months	4,574	34.6%	97
Did banking on mobile device in last 12 months	1,686	12.8%	91
Paid bills online in last 12 months	5,426	41.1%	95

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Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

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	4,731	75.1%	108
Used bread in last 6 months	6,006	95.3%	101
Used chicken (fresh or frozen) in last 6 months	4,382	69.5%	101
Used turkey (fresh or frozen) in last 6 months	1,094	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	3,380	53.6%	98
Used fresh fruit/vegetables in last 6 months	5,503	87.3%	102
Used fresh milk in last 6 months	5,733	91.0%	103
Used organic food in last 6 months	936	14.9%	75
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,517	26.6%	94
Exercise at club 2+ times per week	1,245	9.4%	72
Visited a doctor in last 12 months	10,251	77.6%	102
Used vitamin/dietary supplement in last 6 months	6,820	51.6%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,933	30.7%	114
Used housekeeper/maid/professional HH cleaning service in last 12	626	9.9%	75
Purchased low ticket HH furnishings in last 12 months	959	15.2%	95
Purchased big ticket HH furnishings in last 12 months	1,238	19.6%	94
Bought any small kitchen appliance in last 12 months	1,349	21.4%	96
Bought any large kitchen appliance in last 12 months	826	13.1%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,462	48.9%	115
Carry medical/hospital/accident insurance	8,909	67.5%	103
Carry homeowner insurance	7,478	56.6%	120
Carry renter's insurance	784	5.9%	73
Have auto insurance: 1 vehicle in household covered	1,761	27.9%	91
Have auto insurance: 2 vehicles in household covered	1,901	30.2%	106
Have auto insurance: 3+ vehicles in household covered	1,796	28.5%	131
<b>Pets (Households)</b>			
Household owns any pet	4,126	65.5%	122
Household owns any cat	1,985	31.5%	140
Household owns any dog	3,257	51.7%	127
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,614	50.1%	118
Usually buy items on credit rather than wait	1,376	10.4%	89
Usually buy based on quality - not price	2,236	16.9%	94
Price is usually more important than brand name	3,797	28.7%	110
Usually use coupons for brands I buy often	2,637	20.0%	106
Am interested in how to help the environment	1,604	12.1%	75
Usually pay more for environ safe product	1,332	10.1%	79
Usually value green products over convenience	1,151	8.7%	83
Likely to buy a brand that supports a charity	4,921	37.3%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,491	11.3%	85
Bought hardcover book in last 12 months	2,611	19.8%	94
Bought paperback book in last 12 month	3,929	29.7%	95
Read any daily newspaper (paper version)	3,532	26.7%	102
Read any digital newspaper in last 30 days	3,669	27.8%	83
Read any magazine (paper/electronic version) in last 6 months	11,719	88.7%	98

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

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

# Retail Market Potential

Half Acre Rd/SR 32  
Half Acre Rd, Batavia, OH, 45103  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.06966  
Longitude: -84.09367

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	9,992	75.7%	101
Went to family restaurant/steak house: 4+ times a month	3,476	26.3%	96
Went to fast food/drive-in restaurant in last 6 months	12,126	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	5,334	40.4%	102
Fast food/drive-in last 6 months: eat in	5,012	37.9%	104
Fast food/drive-in last 6 months: home delivery	914	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	6,633	50.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,505	19.0%	98
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	3,601	27.3%	86
Own e-reader/tablet: iPad	1,306	9.9%	64
Own any portable MP3 player	3,726	28.2%	92
HH owns 1 TV	1,133	18.0%	88
HH owns 2 TVs	1,601	25.4%	98
HH owns 3 TVs	1,489	23.6%	110
HH owns 4+ TVs	1,294	20.5%	109
HH subscribes to cable TV	2,417	38.4%	77
HH subscribes to fiber optic	205	3.3%	43
HH has satellite dish	2,413	38.3%	151
HH owns DVD/Blu-ray player	3,989	63.3%	105
HH owns camcorder	911	14.5%	104
HH owns portable GPS navigation device	1,916	30.4%	111
HH purchased video game system in last 12 mos	406	6.4%	81
HH owns Internet video device for TV	324	5.1%	73
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,355	48.1%	96
Took 3+ domestic non-business trips in last 12 months	1,366	10.3%	93
Spent on domestic vacations in last 12 months: <\$1,000	1,398	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	720	5.5%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	429	3.2%	91
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	514	3.9%	100
Spent on domestic vacations in last 12 months: \$3,000+	623	4.7%	86
Domestic travel in the 12 months: used general travel website	699	5.3%	78
Foreign travel in last 3 years	2,332	17.7%	73
Took 3+ foreign trips by plane in last 3 years	348	2.6%	59
Spent on foreign vacations in last 12 months: <\$1,000	414	3.1%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	297	2.2%	69
Spent on foreign vacations in last 12 months: \$3,000+	449	3.4%	68
Foreign travel in last 3 years: used general travel website	454	3.4%	62
Nights spent in hotel/motel in last 12 months: any	5,012	37.9%	93
Took cruise of more than one day in last 3 years	943	7.1%	85
Member of any frequent flyer program	1,405	10.6%	65
Member of any hotel rewards program	1,612	12.2%	86

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