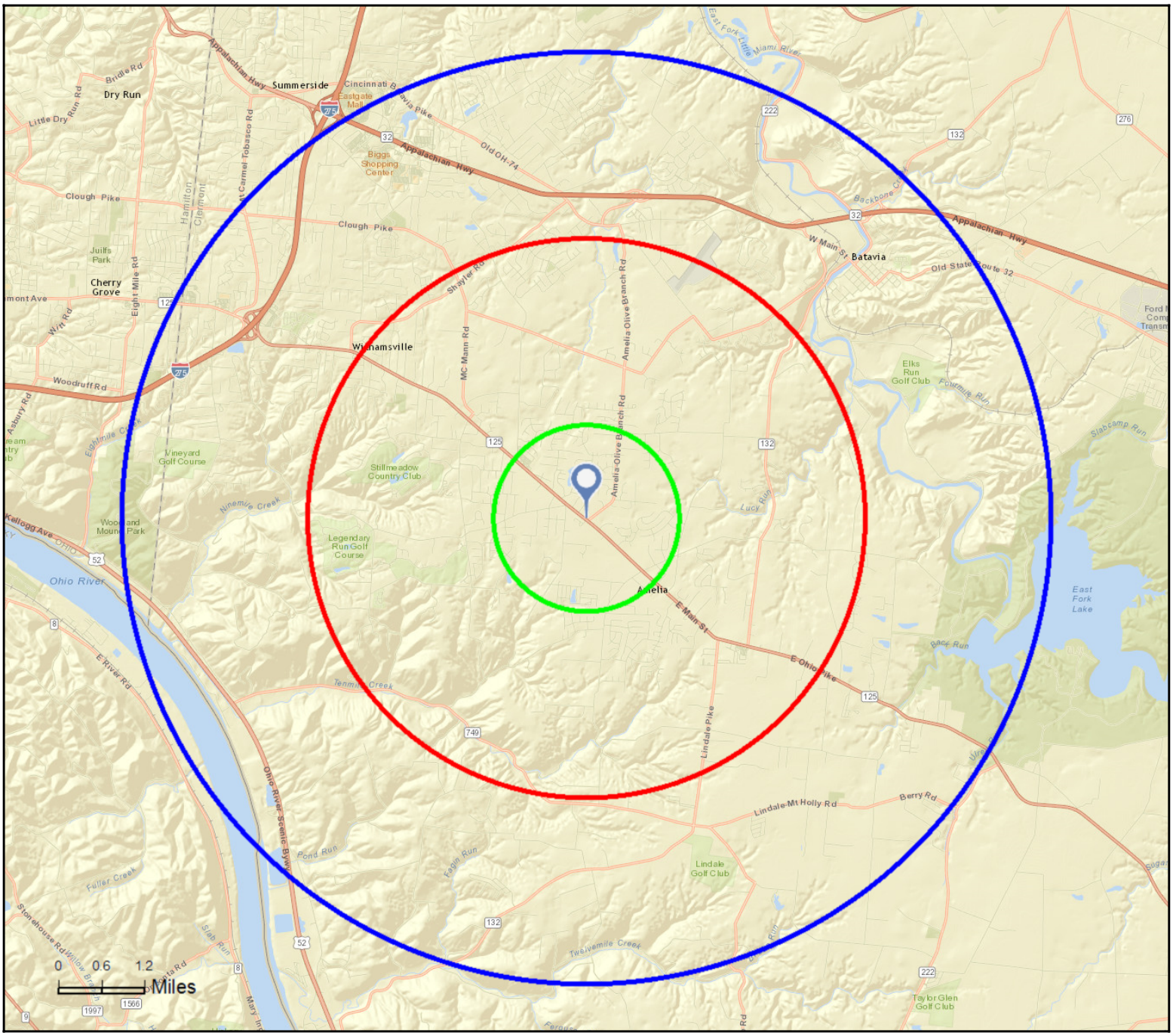
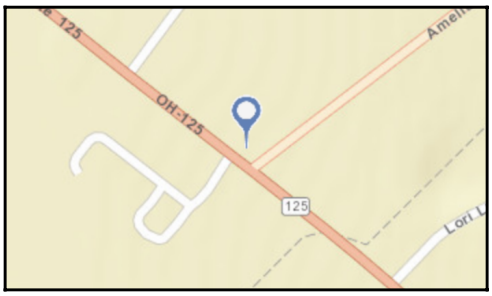
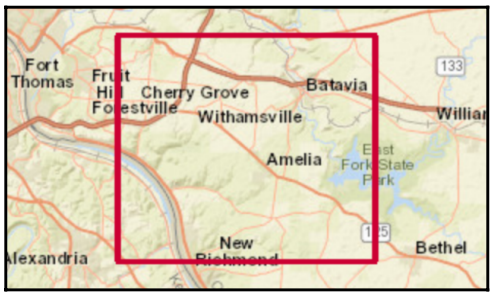
Site Map

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202







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Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,351	22,846	59,288
2010 Total Population	6,989	28,569	68,441
2016 Total Population	7,275	29,737	72,023
2016 Group Quarters	5	29	627
2020 Total Population	7,520	30,787	74,824
2016-2021 Annual Rate	0.66%	0.70%	0.77%
Household Summary			
2000 Households	2,023	8,772	22,922
2000 Average Household Size	2.65	2.60	2.56
2010 Households	2,774	11,135	26,835
2010 Average Household Size	2.52	2.56	2.53
2016 Households	2,890	11,611	28,379
2016 Average Household Size	2.52	2.56	2.52
2021 Households	2,990	12,036	29,562
2021 Average Household Size	2.51	2.56	2.51
2016-2021 Annual Rate	0.68%	0.72%	0.82%
2010 Families	1,935	7,892	18,392
2010 Average Family Size	3.00	3.02	3.02
2016 Families	1,986	8,122	19,154
2016 Average Family Size	3.01	3.03	3.02
2021 Families	2,040	8,363	19,794
2021 Average Family Size	3.02	3.03	3.02
2016-2021 Annual Rate	0.54%	0.59%	0.66%
Housing Unit Summary			
2000 Housing Units	2,178	9,281	24,197
Owner Occupied Housing Units	64.6%	64.7%	63.3%
Renter Occupied Housing Units	28.2%	29.8%	31.4%
Vacant Housing Units	7.1%	5.5%	5.3%
2010 Housing Units	2,978	11,957	29,065
Owner Occupied Housing Units	67.4%	67.0%	63.2%
Renter Occupied Housing Units	25.8%	26.1%	29.1%
Vacant Housing Units	6.9%	6.9%	7.7%
2016 Housing Units	3,097	12,503	30,745
Owner Occupied Housing Units	64.6%	64.3%	60.3%
Renter Occupied Housing Units	28.7%	28.6%	32.0%
Vacant Housing Units	6.7%	7.1%	7.7%
2021 Housing Units	3,218	13,028	32,127
Owner Occupied Housing Units	64.0%	63.9%	59.7%
Renter Occupied Housing Units	28.9%	28.5%	32.3%
Vacant Housing Units	7.1%	7.6%	8.0%
Median Household Income			
2016	$59,419	$61,698	$58,933
2021	$67,141	$71,004	$67,863
Median Home Value			
2016	$173,746	$173,387	$171,611
2021	$201,471	$199,205	$199,284
Per Capita Income			
2016	$28,016	$29,779	$30,354
2021	$31,697	$33,250	$33,694
Median Age			
2010	36.5	36.0	36.4
2016	37.4	36.8	37.2
2021	38.4	37.4	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income			
Household Income Base	2,890	11,611	28,379
<$15,000	7.3%	7.7%	8.8%
$15,000 - $24,999	11.8%	9.2%	9.7%
$25,000 - $34,999	10.2%	9.2%	9.8%
$35,000 - $49,999	7.6%	10.9%	12.4%
$50,000 - $74,999	26.5%	22.6%	20.5%
$75,000 - $99,999	12.6%	13.1%	13.1%
$100,000 - $149,999	16.4%	18.3%	16.2%
$150,000 - $199,999	5.3%	5.6%	5.5%
$200,000+	2.3%	3.4%	4.1%
Average Household Income	$72,194	$76,933	$76,540
2021 Households by Income			
Household Income Base	2,990	12,036	29,562
<$15,000	6.5%	7.0%	8.3%
$15,000 - $24,999	9.9%	8.1%	8.7%
$25,000 - $34,999	8.5%	8.7%	9.3%
$35,000 - $49,999	3.5%	6.0%	7.0%
$50,000 - $74,999	27.9%	22.9%	21.3%
$75,000 - $99,999	15.3%	14.7%	15.0%
$100,000 - $149,999	19.1%	22.3%	19.6%
$150,000 - $199,999	6.5%	6.6%	6.5%
$200,000+	2.8%	3.8%	4.4%
Average Household Income	$81,563	$85,809	$84,807
2016 Owner Occupied Housing Units by Value			
Total	2,001	8,041	18,532
<$50,000	3.0%	3.2%	6.5%
$50,000 - $99,999	8.6%	11.4%	10.8%
$100,000 - $149,999	25.0%	24.7%	23.4%
$150,000 - $199,999	27.9%	22.7%	21.5%
$200,000 - $249,999	19.4%	16.2%	14.4%
$250,000 - $299,999	8.9%	8.3%	8.3%
$300,000 - $399,999	5.6%	8.8%	9.4%
$400,000 - $499,999	0.1%	2.1%	2.9%
$500,000 - $749,999	0.7%	1.7%	2.1%
$750,000 - $999,999	0.5%	0.5%	0.5%
$1,000,000 +	0.0%	0.3%	0.4%
Average Home Value	$184,738	$198,439	$198,976
2021 Owner Occupied Housing Units by Value			
Total	2,060	8,324	19,192
<$50,000	1.3%	1.5%	3.8%
$50,000 - $99,999	3.8%	5.6%	6.0%
$100,000 - $149,999	12.1%	14.3%	13.8%
$150,000 - $199,999	31.9%	29.1%	26.7%
$200,000 - $249,999	29.7%	22.9%	20.8%
$250,000 - $299,999	13.3%	11.7%	11.9%
$300,000 - $399,999	6.3%	9.6%	10.4%
$400,000 - $499,999	0.1%	2.5%	3.2%
$500,000 - $749,999	0.8%	2.1%	2.3%
$750,000 - $999,999	0.7%	0.6%	0.6%
$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	$211,007	$222,763	$223,456

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,989	28,570	68,440
0 - 4	8.1%	8.1%	7.5%
5 - 9	7.3%	7.5%	7.1%
10 - 14	7.0%	6.8%	6.5%
15 - 24	11.7%	11.8%	12.9%
25 - 34	13.8%	14.4%	14.1%
35 - 44	15.1%	14.1%	13.5%
45 - 54	15.1%	15.2%	15.2%
55 - 64	11.3%	11.8%	12.3%
65 - 74	6.5%	6.3%	6.5%
75 - 84	3.3%	3.0%	3.3%
85 +	1.0%	1.0%	1.1%
18 +	73.7%	73.8%	75.1%
2016 Population by Age			
Total	7,275	29,738	72,022
0 - 4	7.6%	7.5%	7.0%
5 - 9	7.7%	7.7%	7.0%
10 - 14	7.1%	7.0%	6.7%
15 - 24	11.6%	11.3%	11.9%
25 - 34	12.6%	13.8%	14.5%
35 - 44	14.2%	14.0%	13.1%
45 - 54	13.8%	13.2%	13.3%
55 - 64	12.7%	12.8%	13.1%
65 - 74	8.0%	8.0%	8.5%
75 - 84	3.5%	3.4%	3.6%
85 +	1.2%	1.1%	1.3%
18 +	73.9%	74.1%	75.9%
2021 Population by Age			
Total	7,518	30,786	74,823
0 - 4	7.2%	7.3%	6.8%
5 - 9	7.2%	7.3%	6.7%
10 - 14	7.6%	7.6%	6.9%
15 - 24	11.4%	11.4%	11.7%
25 - 34	11.9%	12.8%	14.1%
35 - 44	13.9%	14.4%	13.6%
45 - 54	13.2%	12.2%	12.0%
55 - 64	12.6%	12.3%	12.7%
65 - 74	9.2%	9.2%	9.7%
75 - 84	4.4%	4.2%	4.5%
85 +	1.4%	1.3%	1.4%
18 +	74.1%	74.0%	75.9%
2010 Population by Sex			
Males	3,453	14,055	33,655
Females	3,536	14,514	34,786
2016 Population by Sex			
Males	3,598	14,635	35,428
Females	3,677	15,101	36,595
2021 Population by Sex			
Males	3,725	15,154	36,765
Females	3,795	15,633	38,059

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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Market Profile

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Rings: 1, 3, 5 mile radii

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Latitude: 39.03840
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,989	28,570	68,441
White Alone	96.4%	95.8%	95.1%
Black Alone	1.2%	1.2%	1.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.8%	0.9%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	1.2%	1.5%	1.5%
Hispanic Origin	1.4%	1.4%	1.6%
Diversity Index	9.7	10.7	12.3
2016 Population by Race/Ethnicity			
Total	7,276	29,737	72,024
White Alone	95.2%	94.6%	93.8%
Black Alone	1.7%	1.7%	1.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.0%	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.6%
Two or More Races	1.5%	1.8%	1.9%
Hispanic Origin	2.0%	1.9%	2.1%
Diversity Index	12.8	13.7	15.5
2021 Population by Race/Ethnicity			
Total	7,519	30,787	74,823
White Alone	94.2%	93.6%	92.5%
Black Alone	2.2%	2.1%	2.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.3%	1.4%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.3%	0.5%	0.7%
Two or More Races	1.8%	2.2%	2.2%
Hispanic Origin	2.5%	2.3%	2.6%
Diversity Index	15.5	16.3	18.5
2010 Population by Relationship and Household Type			
Total	6,989	28,569	68,441
In Households	99.9%	99.9%	99.1%
In Family Households	85.2%	85.7%	83.5%
Householder	27.0%	27.4%	26.9%
Spouse	21.1%	21.1%	20.3%
Child	32.7%	32.4%	31.4%
Other relative	2.3%	2.5%	2.5%
Nonrelative	2.2%	2.3%	2.4%
In Nonfamily Households	14.8%	14.2%	15.6%
In Group Quarters	0.1%	0.1%	0.9%
Institutionalized Population	0.0%	0.1%	0.7%
Noninstitutionalized Population	0.1%	0.0%	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.

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2016 Population 25+ by Educational Attainment			
Total	4,800	19,757	48,572
Less than 9th Grade	2.3%	2.3%	2.6%
9th - 12th Grade, No Diploma	5.4%	5.5%	6.2%
High School Graduate	23.8%	28.1%	28.1%
GED/Alternative Credential	5.0%	4.6%	5.0%
Some College, No Degree	18.6%	19.3%	19.4%
Associate Degree	11.6%	12.0%	10.5%
Bachelor's Degree	22.4%	18.9%	18.8%
Graduate/Professional Degree	10.8%	9.5%	9.4%
2016 Population 15+ by Marital Status			
Total	5,643	23,113	57,117
Never Married	28.4%	28.2%	29.7%
Married	54.9%	54.8%	52.9%
Widowed	5.9%	4.6%	4.8%
Divorced	10.9%	12.3%	12.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	96.0%	96.2%
Civilian Unemployed	4.8%	4.0%	3.8%
2016 Employed Population 16+ by Industry			
Total	3,720	15,433	37,202
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.1%	5.7%	6.0%
Manufacturing	12.0%	12.1%	12.4%
Wholesale Trade	3.5%	3.7%	2.7%
Retail Trade	9.6%	12.1%	12.6%
Transportation/Utilities	4.4%	6.0%	4.9%
Information	1.9%	1.5%	1.5%
Finance/Insurance/Real Estate	9.0%	8.5%	8.6%
Services	53.8%	46.9%	48.2%
Public Administration	1.9%	3.4%	2.8%
2016 Employed Population 16+ by Occupation			
Total	3,721	15,435	37,202
White Collar	65.7%	63.1%	62.2%
Management/Business/Financial	18.8%	15.8%	15.1%
Professional	24.9%	22.5%	22.1%
Sales	9.0%	9.8%	10.4%
Administrative Support	13.0%	14.9%	14.7%
Services	16.2%	16.4%	15.9%
Blue Collar	18.1%	20.6%	21.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.4%	4.1%	4.4%
Installation/Maintenance/Repair	4.2%	5.7%	5.2%
Production	5.2%	5.2%	6.7%
Transportation/Material Moving	4.3%	5.6%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	6,989	28,569	68,441
Population Inside Urbanized Area	99.4%	94.8%	92.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Population	0.6%	5.2%	7.6%

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

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2010 Households by Type			
Total	2,774	11,136	26,835
Households with 1 Person	24.1%	22.8%	24.6%
Households with 2+ People	75.9%	77.2%	75.4%
Family Households	69.8%	70.9%	68.5%
Husband-wife Families	54.6%	54.6%	51.9%
With Related Children	26.0%	25.0%	22.9%
Other Family (No Spouse Present)	15.2%	16.3%	16.7%
Other Family with Male Householder	5.0%	5.1%	5.0%
With Related Children	3.4%	3.4%	3.3%
Other Family with Female Householder	10.2%	11.2%	11.6%
With Related Children	6.8%	7.5%	7.6%
Nonfamily Households	6.1%	6.3%	6.9%
All Households with Children	36.9%	36.4%	34.5%
Multigenerational Households	3.2%	3.3%	3.4%
Unmarried Partner Households	7.6%	8.0%	8.5%
Male-female	7.1%	7.3%	7.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	2,774	11,136	26,834
1 Person Household	24.1%	22.8%	24.6%
2 Person Household	33.3%	34.8%	35.1%
3 Person Household	16.6%	17.9%	17.2%
4 Person Household	16.5%	14.9%	13.8%
5 Person Household	6.3%	6.1%	5.9%
6 Person Household	2.5%	2.4%	2.2%
7 + Person Household	0.7%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,774	11,135	26,835
Owner Occupied	72.3%	72.0%	68.5%
Owned with a Mortgage/Loan	62.5%	59.3%	53.9%
Owned Free and Clear	9.9%	12.7%	14.6%
Renter Occupied	27.7%	28.0%	31.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,978	11,957	29,065
Housing Units Inside Urbanized Area	99.5%	95.0%	92.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Housing Units	0.5%	5.0%	7.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments				
	1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
	2.	Soccer Moms (4A)	Soccer Moms (4A)	Bright Young Professionals
	3.	Green Acres (6A)	Green Acres (6A)	Middleburg (4C)
2016 Consumer Spending				
Apparel & Services: Total $		$5,374,798	$23,189,726	$57,111,717
Average Spent		$1,859.79	$1,997.22	$2,012.46
Spending Potential Index		92	99	100
Education: Total $		$3,794,647	$16,095,250	$38,696,566
Average Spent		$1,313.03	$1,386.21	$1,363.56
Spending Potential Index		93	98	96
Entertainment/Recreation: Total $		$7,867,378	$33,723,851	$82,273,323
Average Spent		$2,722.28	$2,904.47	$2,899.09
Spending Potential Index		93	100	99
Food at Home: Total $		$13,250,828	$56,733,346	$140,838,688
Average Spent		$4,585.06	$4,886.17	$4,962.78
Spending Potential Index		92	98	100
Food Away from Home: Total $		$8,324,842	$35,927,213	$88,728,396
Average Spent		$2,880.57	$3,094.24	$3,126.55
Spending Potential Index		93	100	101
Health Care: Total $		$14,306,363	$60,610,700	$147,687,406
Average Spent		$4,950.30	$5,220.11	$5,204.11
Spending Potential Index		93	99	98
HH Furnishings & Equipment: Total $		$4,826,368	$20,681,560	$50,305,862
Average Spent		$1,670.02	$1,781.20	$1,772.64
Spending Potential Index		95	101	100
Personal Care Products & Services: Total $		$1,984,736	$8,493,132	$20,758,999
Average Spent		$686.76	$731.47	$731.49
Spending Potential Index		94	100	100
Shelter: Total $		$41,713,227	$179,846,856	$439,942,531
Average Spent		$14,433.64	$15,489.35	$15,502.40
Spending Potential Index		93	99	100
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,398,925	$27,008,911	$65,485,120
Average Spent		$2,214.16	$2,326.15	$2,307.52
Spending Potential Index		95	100	99
Travel: Total $		$5,141,048	$21,917,744	$52,099,234
Average Spent		$1,778.91	$1,887.67	$1,835.84
Spending Potential Index		96	101	99
Vehicle Maintenance & Repairs: Total $		$2,784,412	$11,905,083	$29,248,468
Average Spent		$963.46	$1,025.33	$1,030.64
Spending Potential Index		93	99	100

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

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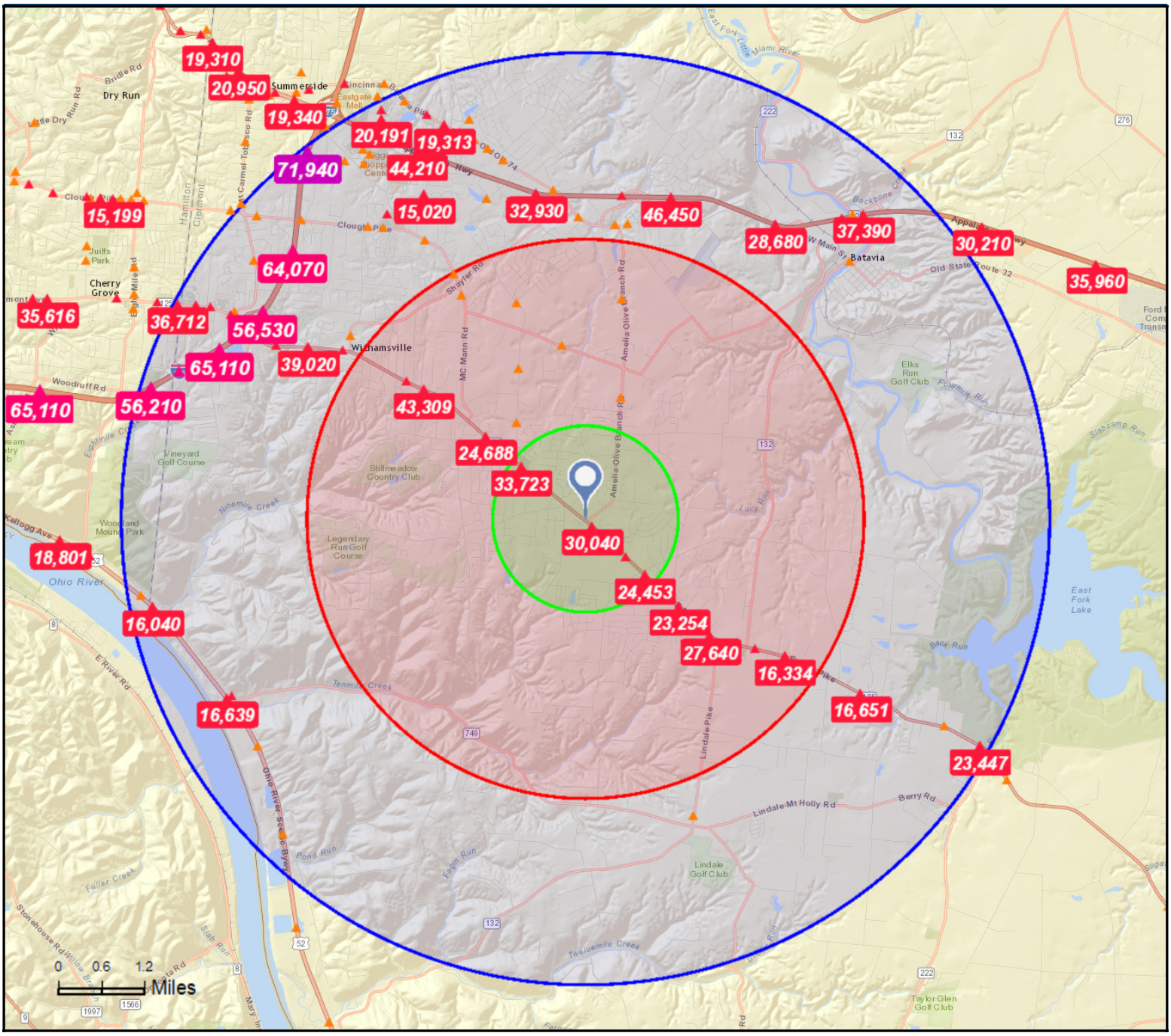
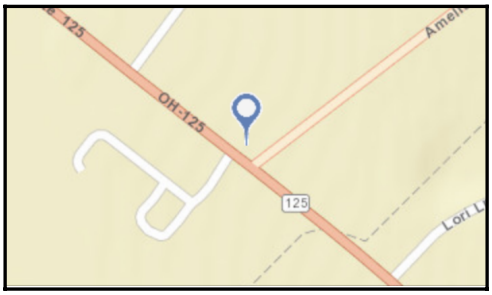
Traffic Count Map

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

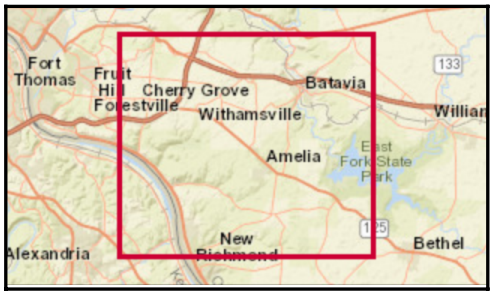
Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202





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

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Business Summary

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	198	829	2,253
Total Employees:	2,613	9,768	34,776
Total Residential Population:	7,275	29,737	72,023
Employee/Residential Population Ratio:	0.36:1	0.33:1	0.48:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	10	5.1%	34	1.3%	41	4.9%	255	2.6%	67	3.0%	477	1.4%
Construction	15	7.6%	45	1.7%	107	12.9%	741	7.6%	231	10.3%	1,453	4.2%
Manufacturing	4	2.0%	44	1.7%	50	6.0%	1,518	15.5%	91	4.0%	2,248	6.5%
Transportation	3	1.5%	15	0.6%	17	2.1%	84	0.9%	51	2.3%	269	0.8%
Communication	2	1.0%	3	0.1%	3	0.4%	12	0.1%	15	0.7%	83	0.2%
Utility	0	0.0%	0	0.0%	2	0.2%	5	0.1%	4	0.2%	22	0.1%
Wholesale Trade	1	0.5%	4	0.2%	29	3.5%	227	2.3%	77	3.4%	1,758	5.1%
Retail Trade Summary	52	26.3%	650	24.9%	167	20.1%	2,628	26.9%	479	21.3%	8,964	25.8%
Home Improvement	1	0.5%	5	0.2%	7	0.8%	49	0.5%	22	1.0%	491	1.4%
General Merchandise Stores	1	0.5%	4	0.2%	5	0.6%	358	3.7%	17	0.8%	1,263	3.6%
Food Stores	5	2.5%	171	6.5%	14	1.7%	228	2.3%	42	1.9%	708	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	11	5.6%	56	2.1%	38	4.6%	700	7.2%	83	3.7%	1,331	3.8%
Apparel & Accessory Stores	0	0.0%	1	0.0%	4	0.5%	17	0.2%	24	1.1%	190	0.5%
Furniture & Home Furnishings	1	0.5%	16	0.6%	15	1.8%	117	1.2%	45	2.0%	480	1.4%
Eating & Drinking Places	17	8.6%	305	11.7%	48	5.8%	767	7.9%	127	5.6%	2,946	8.5%
Miscellaneous Retail	14	7.1%	91	3.5%	37	4.5%	394	4.0%	120	5.3%	1,554	4.5%
Finance, Insurance, Real Estate Summary	28	14.1%	1,208	46.2%	101	12.2%	1,867	19.1%	279	12.4%	2,716	7.8%
Banks, Savings & Lending Institutions	15	7.6%	28	1.1%	49	5.9%	82	0.8%	120	5.3%	304	0.9%
Securities Brokers	0	0.0%	0	0.0%	4	0.5%	7	0.1%	9	0.4%	24	0.1%
Insurance Carriers & Agents	7	3.5%	1,158	44.3%	18	2.2%	1,677	17.2%	58	2.6%	1,940	5.6%
Real Estate, Holding, Other Investment Offices	7	3.5%	21	0.8%	30	3.6%	101	1.0%	92	4.1%	448	1.3%
Services Summary	73	36.9%	571	21.9%	259	31.2%	2,068	21.2%	775	34.4%	14,659	42.2%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	7	0.1%	10	0.4%	151	0.4%
Automotive Services	3	1.5%	15	0.6%	24	2.9%	123	1.3%	70	3.1%	358	1.0%
Motion Pictures & Amusements	8	4.0%	21	0.8%	28	3.4%	154	1.6%	62	2.8%	441	1.3%
Health Services	2	1.0%	6	0.2%	17	2.1%	203	2.1%	96	4.3%	1,768	5.1%
Legal Services	4	2.0%	23	0.9%	9	1.1%	44	0.5%	44	2.0%	241	0.7%
Education Institutions & Libraries	6	3.0%	296	11.3%	12	1.4%	533	5.5%	48	2.1%	2,203	6.3%
Other Services	51	25.8%	209	8.0%	167	20.1%	1,004	10.3%	445	19.8%	9,496	27.3%
Government	1	0.5%	40	1.5%	11	1.3%	362	3.7%	92	4.1%	2,102	6.0%
Unclassified Establishments	10	5.1%	0	0.0%	42	5.1%	1	0.0%	92	4.1%	26	0.1%
Totals	198	100.0%	2,613	100.0%	829	100.0%	9,768	100.0%	2,253	100.0%	34,776	100.0%

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

July 29, 2016

Business Summary

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

	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	0	0.0%	0	0.0%	2	0.2%	2	0.0%	2	0.1%	4	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	1	0.0%	3	0.1%	18	0.1%
Construction	16	8.1%	51	2.0%	113	13.6%	772	7.9%	245	10.9%	1,511	4.3%
Manufacturing	5	2.5%	50	1.9%	53	6.4%	1,530	15.7%	99	4.4%	2,256	6.5%
Wholesale Trade	1	0.5%	4	0.2%	28	3.4%	211	2.2%	73	3.2%	1,609	4.6%
Retail Trade	32	16.2%	318	12.2%	115	13.9%	1,822	18.7%	338	15.0%	5,910	17.0%
Motor Vehicle & Parts Dealers	9	4.5%	41	1.6%	32	3.9%	668	6.8%	65	2.9%	1,259	3.6%
Furniture & Home Furnishings Stores	0	0.0%	5	0.2%	6	0.7%	50	0.5%	26	1.2%	223	0.6%
Electronics & Appliance Stores	1	0.5%	15	0.6%	9	1.1%	70	0.7%	18	0.8%	256	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	5	0.2%	7	0.8%	49	0.5%	22	1.0%	491	1.4%
Food & Beverage Stores	3	1.5%	153	5.9%	11	1.3%	205	2.1%	30	1.3%	646	1.9%
Health & Personal Care Stores	4	2.0%	24	0.9%	9	1.1%	271	2.8%	28	1.2%	571	1.6%
Gasoline Stations	2	1.0%	15	0.6%	6	0.7%	31	0.3%	17	0.8%	72	0.2%
Clothing & Clothing Accessories Stores	3	1.5%	13	0.5%	8	1.0%	35	0.4%	36	1.6%	249	0.7%
Sport Goods, Hobby, Book, & Music Stores	1	0.5%	7	0.3%	5	0.6%	15	0.2%	22	1.0%	236	0.7%
General Merchandise Stores	1	0.5%	4	0.2%	5	0.6%	358	3.7%	17	0.8%	1,263	3.6%
Miscellaneous Store Retailers	5	2.5%	35	1.3%	14	1.7%	67	0.7%	48	2.1%	469	1.3%
Nonstore Retailers	1	0.5%	0	0.0%	3	0.4%	4	0.0%	8	0.4%	175	0.5%
Transportation & Warehousing	3	1.5%	17	0.7%	15	1.8%	63	0.6%	44	2.0%	239	0.7%
Information	4	2.0%	15	0.6%	10	1.2%	47	0.5%	35	1.6%	541	1.6%
Finance & Insurance	23	11.6%	1,199	45.9%	73	8.8%	1,781	18.2%	189	8.4%	2,283	6.6%
Central Bank/Credit Intermediation & Related Activities	15	7.6%	41	1.6%	51	6.2%	97	1.0%	122	5.4%	319	0.9%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	0.5%	7	0.1%	9	0.4%	24	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	7	3.5%	1,158	44.3%	18	2.2%	1,677	17.2%	58	2.6%	1,940	5.6%
Real Estate, Rental & Leasing	11	5.6%	30	1.1%	47	5.7%	142	1.5%	128	5.7%	565	1.6%
Professional, Scientific & Tech Services	16	8.1%	65	2.5%	57	6.9%	306	3.1%	201	8.9%	8,063	23.2%
Legal Services	4	2.0%	23	0.9%	10	1.2%	47	0.5%	50	2.2%	270	0.8%
Management of Companies & Enterprises	1	0.5%	5	0.2%	1	0.1%	7	0.1%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	14	7.1%	48	1.8%	61	7.4%	283	2.9%	117	5.2%	612	1.8%
Educational Services	7	3.5%	299	11.4%	19	2.3%	541	5.5%	56	2.5%	2,045	5.9%
Health Care & Social Assistance	5	2.5%	28	1.1%	31	3.7%	430	4.4%	131	5.8%	2,202	6.3%
Arts, Entertainment & Recreation	3	1.5%	11	0.4%	11	1.3%	136	1.4%	34	1.5%	378	1.1%
Accommodation & Food Services	18	9.1%	314	12.0%	49	5.9%	786	8.0%	140	6.2%	3,130	9.0%
Accommodation	0	0.0%	0	0.0%	1	0.1%	7	0.1%	10	0.4%	151	0.4%
Food Services & Drinking Places	18	9.1%	314	12.0%	49	5.9%	779	8.0%	131	5.8%	2,980	8.6%
Other Services (except Public Administration)	28	14.1%	120	4.6%	93	11.2%	544	5.6%	234	10.4%	1,275	3.7%
Automotive Repair & Maintenance	2	1.0%	13	0.5%	18	2.2%	107	1.1%	54	2.4%	312	0.9%
Public Administration	1	0.5%	40	1.5%	11	1.3%	362	3.7%	92	4.1%	2,102	6.0%
Unclassified Establishments	10	5.1%	0	0.0%	42	5.1%	1	0.0%	92	4.1%	26	0.1%
Total	198	100.0%	2,613	100.0%	829	100.0%	9,768	100.0%	2,253	100.0%	34,776	100.0%

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

July 29, 2016

Retail MarketPlace Profile

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Summary Demographics	
2016 Population	7,275
2016 Households	2,890
2016 Median Disposable Income	$50,119
2016 Per Capita Income	$28,016

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	$112,374,619	$68,649,102	$43,725,517	24.2	51
Total Retail Trade	44-45	$102,060,140	$59,575,016	$42,485,124	26.3	34
Total Food & Drink	722	$10,314,478	$9,074,086	$1,240,392	6.4	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$23,271,380	$8,435,328	$14,836,052	46.8	9
Automobile Dealers	4411	$18,990,418	$5,809,100	$13,181,318	53.2	5
Other Motor Vehicle Dealers	4412	$2,574,150	$848,865	$1,725,285	50.4	1
Auto Parts, Accessories & Tire Stores	4413	$1,706,812	$1,777,362	-$70,550	-2.0	2
Furniture & Home Furnishings Stores	442	$2,719,176	$878,309	$1,840,867	51.2	1
Furniture Stores	4421	$1,765,024	$0	$1,765,024	100.0	0
Home Furnishings Stores	4422	$954,152	$610,354	$343,798	22.0	1
Electronics & Appliance Stores	443	$5,645,350	$1,200,488	$4,444,862	64.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	$4,870,438	$617,205	$4,253,233	77.5	2
Bldg Material & Supplies Dealers	4441	$4,173,477	$617,205	$3,556,272	74.2	2
Lawn & Garden Equip & Supply Stores	4442	$696,961	$0	$696,961	100.0	0
Food & Beverage Stores	445	$18,253,593	$28,725,069	-$10,471,476	-22.3	2
Grocery Stores	4451	$16,836,901	$28,561,597	-$11,724,696	-25.8	1
Specialty Food Stores	4452	$883,356	$0	$883,356	100.0	0
Beer, Wine & Liquor Stores	4453	$533,336	$0	$533,336	100.0	0
Health & Personal Care Stores	446,4461	$7,562,448	$3,056,041	$4,506,407	42.4	3
Gasoline Stations	447,4471	$7,117,500	$9,043,106	-$1,925,606	-11.9	3
Clothing & Clothing Accessories Stores	448	$4,492,879	$1,374,521	$3,118,358	53.1	3
Clothing Stores	4481	$2,843,866	$215,105	$2,628,761	85.9	1
Shoe Stores	4482	$545,113	$0	$545,113	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$1,103,900	$1,159,416	-$55,516	-2.5	2
Sporting Goods, Hobby, Book & Music Stores	451	$3,332,500	$1,464,131	$1,868,369	39.0	3
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,692,115	$1,259,600	$1,432,515	36.3	2
Book, Periodical & Music Stores	4512	$640,384	$204,531	$435,853	51.6	1
General Merchandise Stores	452	$18,529,506	$563,255	$17,966,251	94.1	1
Department Stores Excluding Leased Depts.	4521	$14,614,353	$0	$14,614,353	100.0	0
Other General Merchandise Stores	4529	$3,915,153	$563,255	$3,351,898	74.8	1
Miscellaneous Store Retailers	453	$4,734,728	$4,217,564	$517,164	5.8	6
Florists	4531	$197,865	$181,046	$16,819	4.4	1
Office Supplies, Stationery & Gift Stores	4532	$1,110,248	$417,028	$693,220	45.4	1
Used Merchandise Stores	4533	$701,728	$0	$701,728	100.0	0
Other Miscellaneous Store Retailers	4539	$2,724,886	$3,619,491	-$894,605	-14.1	4
Nonstore Retailers	454	$1,530,643	$0	$1,530,643	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$881,529	$0	$881,529	100.0	0
Vending Machine Operators	4542	$162,388	$0	$162,388	100.0	0
Direct Selling Establishments	4543	$486,725	$0	$486,725	100.0	0
Food Services & Drinking Places	722	$10,314,478	$9,074,086	$1,240,392	6.4	16
Full-Service Restaurants	7221	$5,138,964	$4,899,304	$239,660	2.4	9
Limited-Service Eating Places	7222	$4,578,937	$4,160,911	$418,026	4.8	8
Special Food Services	7223	$274,510	$0	$274,510	100.0	0
Drinking Places - Alcoholic Beverages	7224	$322,067	$0	$322,067	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

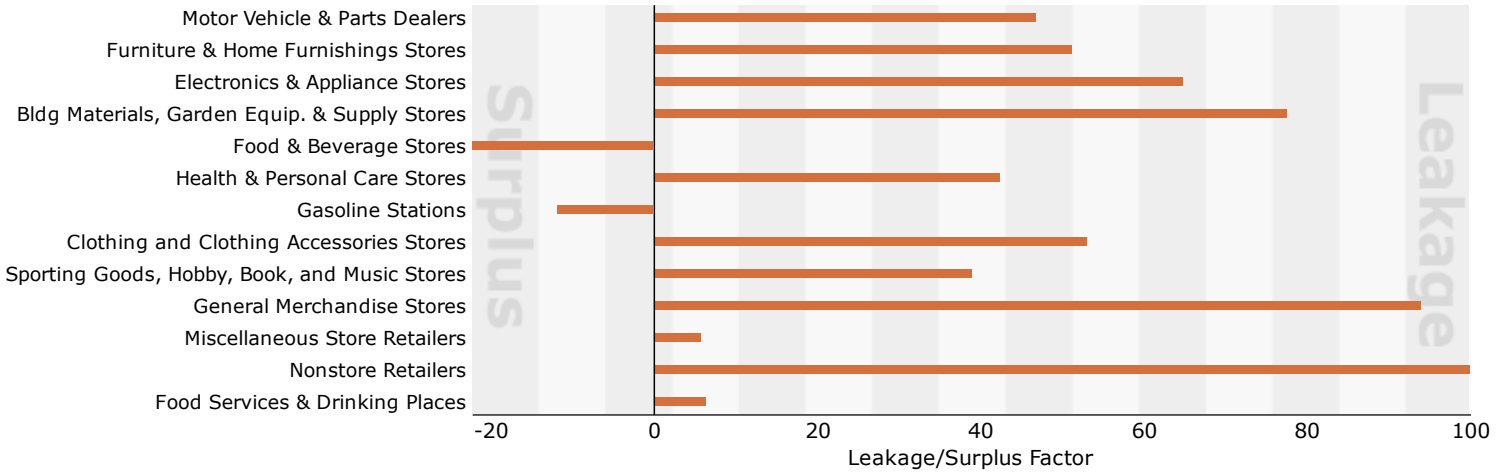
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

July 29, 2016

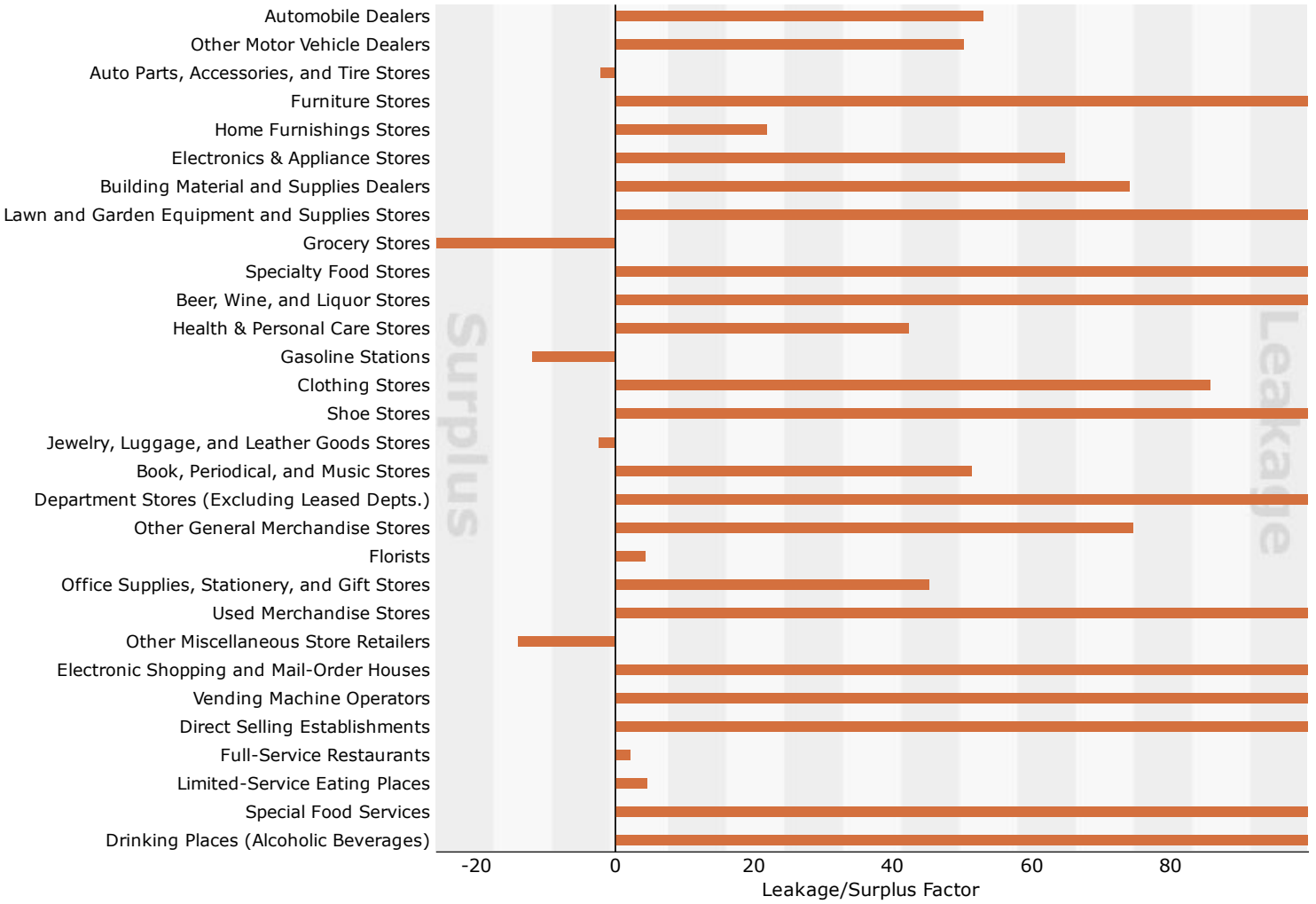
Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

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

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Retail MarketPlace Profile

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Summary Demographics	
2016 Population	29,737
2016 Households	11,611
2016 Median Disposable Income	$51,195
2016 Per Capita Income	$29,779

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	$473,024,656	$443,741,222	$29,283,434	3.2	160
Total Retail Trade	44-45	$429,370,241	$420,524,982	$8,845,259	1.0	113
Total Food & Drink	722	$43,654,415	$23,216,240	$20,438,175	30.6	47

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$97,782,766	$248,919,766	-$151,137,000	-43.6	33
Automobile Dealers	4411	$79,826,774	$241,114,146	-$161,287,372	-50.3	24
Other Motor Vehicle Dealers	4412	$10,765,573	$4,537,111	$6,228,462	40.7	4
Auto Parts, Accessories & Tire Stores	4413	$7,190,420	$3,268,509	$3,921,911	37.5	4
Furniture & Home Furnishings Stores	442	$11,480,711	$8,925,483	$2,555,228	12.5	8
Furniture Stores	4421	$7,462,672	$5,970,726	$1,491,946	11.1	3
Home Furnishings Stores	4422	$4,018,039	$2,954,757	$1,063,282	15.2	5
Electronics & Appliance Stores	443	$23,883,467	$9,761,912	$14,121,555	42.0	6
Bldg Materials, Garden Equip. & Supply Stores	444	$20,524,194	$2,958,024	$17,566,170	74.8	7
Bldg Material & Supplies Dealers	4441	$17,666,174	$2,855,958	$14,810,216	72.2	7
Lawn & Garden Equip & Supply Stores	4442	$2,858,019	$0	$2,858,019	100.0	0
Food & Beverage Stores	445	$76,665,259	$37,406,139	$39,259,120	34.4	10
Grocery Stores	4451	$70,703,503	$36,908,810	$33,794,693	31.4	8
Specialty Food Stores	4452	$3,710,316	$266,507	$3,443,809	86.6	1
Beer, Wine & Liquor Stores	4453	$2,251,440	$230,822	$2,020,618	81.4	1
Health & Personal Care Stores	446,4461	$31,536,957	$5,849,688	$25,687,269	68.7	5
Gasoline Stations	447,4471	$29,939,942	$18,569,576	$11,370,366	23.4	10
Clothing & Clothing Accessories Stores	448	$19,064,116	$2,784,457	$16,279,659	74.5	7
Clothing Stores	4481	$12,049,772	$948,594	$11,101,178	85.4	4
Shoe Stores	4482	$2,310,833	$597,843	$1,712,990	58.9	1
Jewelry, Luggage & Leather Goods Stores	4483	$4,703,511	$1,238,020	$3,465,491	58.3	2
Sporting Goods, Hobby, Book & Music Stores	451	$14,104,897	$2,196,904	$11,907,993	73.0	6
Sporting Goods/Hobby/Musical Instr Stores	4511	$11,403,679	$1,978,507	$9,425,172	70.4	5
Book, Periodical & Music Stores	4512	$2,701,218	$218,397	$2,482,821	85.0	1
General Merchandise Stores	452	$78,189,549	$75,356,335	$2,833,214	1.8	5
Department Stores Excluding Leased Depts.	4521	$61,744,533	$71,924,000	-$10,179,467	-7.6	1
Other General Merchandise Stores	4529	$16,445,016	$3,432,335	$13,012,681	65.5	4
Miscellaneous Store Retailers	453	$19,812,775	$7,150,715	$12,662,060	47.0	15
Florists	4531	$811,964	$792,899	$19,065	1.2	3
Office Supplies, Stationery & Gift Stores	4532	$4,673,411	$504,312	$4,169,099	80.5	1
Used Merchandise Stores	4533	$2,962,992	$473,400	$2,489,592	72.4	3
Other Miscellaneous Store Retailers	4539	$11,364,408	$5,380,103	$5,984,305	35.7	8
Nonstore Retailers	454	$6,385,608	$645,983	$5,739,625	81.6	2
Electronic Shopping & Mail-Order Houses	4541	$3,697,563	$318,627	$3,378,936	84.1	1
Vending Machine Operators	4542	$682,873	$105,823	$577,050	73.2	1
Direct Selling Establishments	4543	$2,005,173	$221,534	$1,783,639	80.1	1
Food Services & Drinking Places	722	$43,654,415	$23,216,240	$20,438,175	30.6	47
Full-Service Restaurants	7221	$21,746,198	$10,962,400	$10,783,798	33.0	24
Limited-Service Eating Places	7222	$19,393,389	$12,038,739	$7,354,650	23.4	19
Special Food Services	7223	$1,147,926	$99,409	$1,048,517	84.1	1
Drinking Places - Alcoholic Beverages	7224	$1,366,902	$115,692	$1,251,210	84.4	2

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

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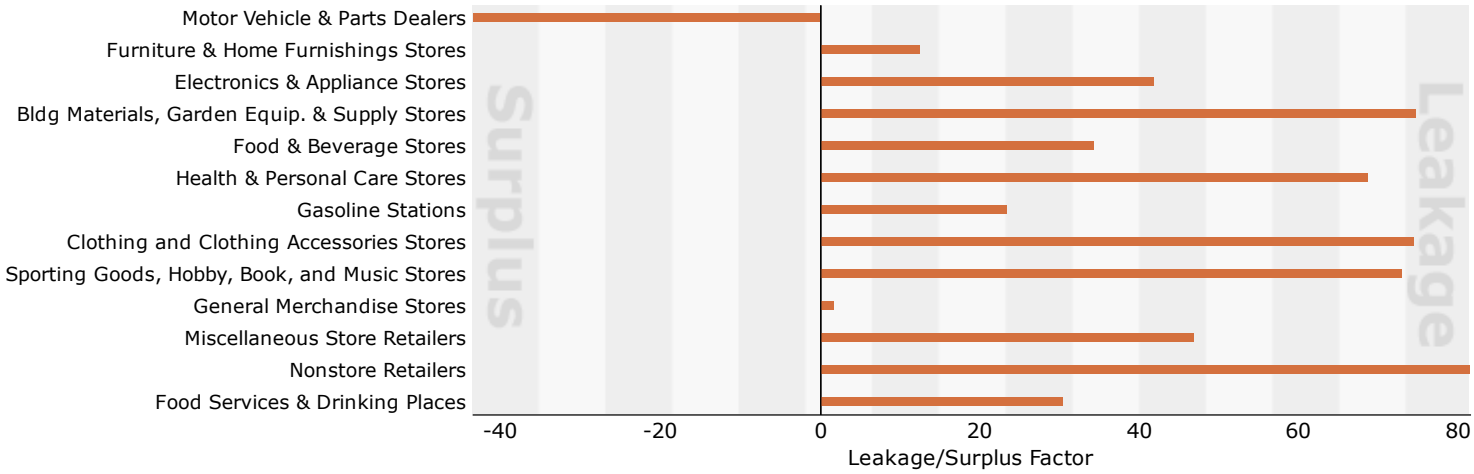
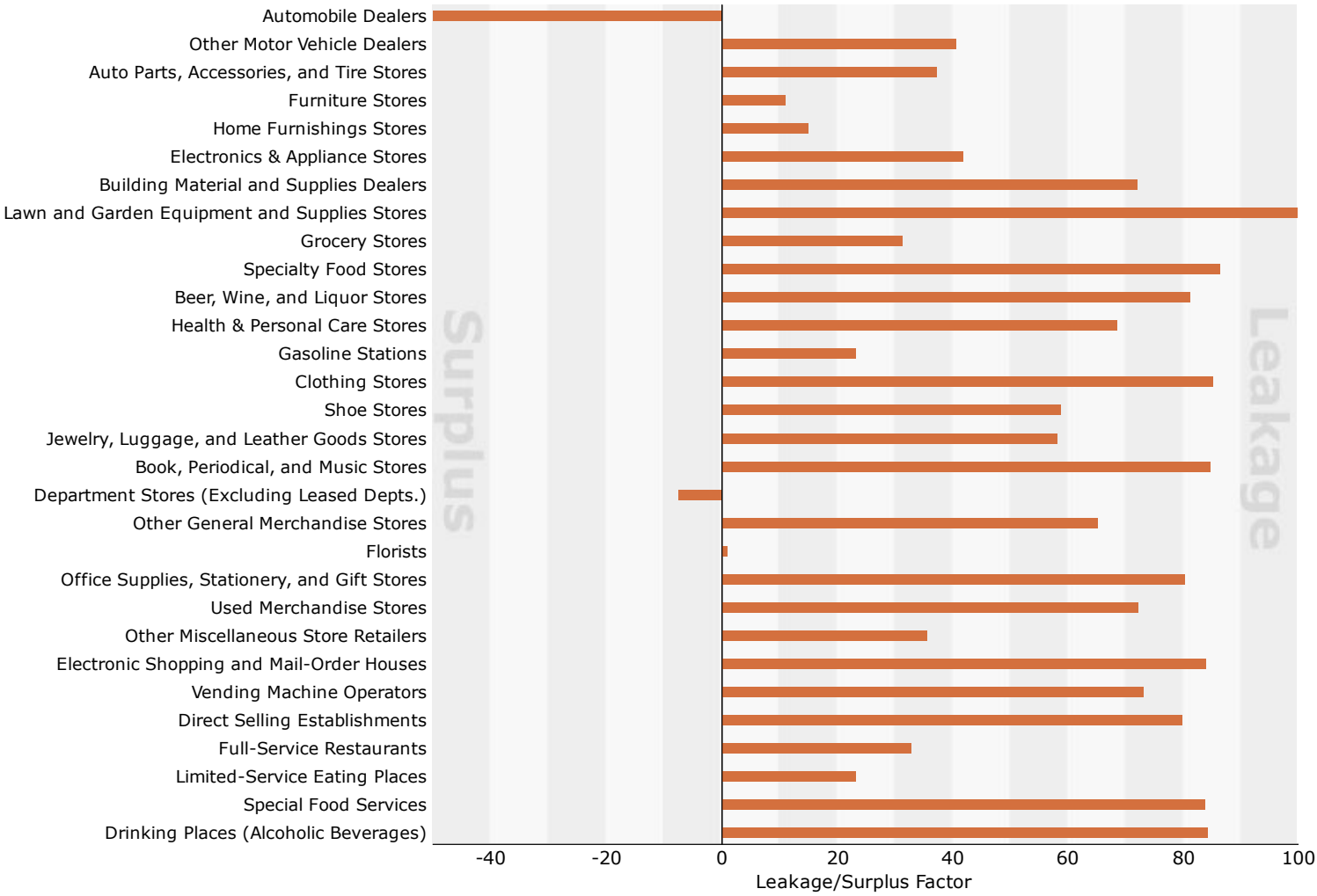
July 29, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Summary Demographics	
2016 Population	72,023
2016 Households	28,379
2016 Median Disposable Income	$49,253
2016 Per Capita Income	$30,354

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	$1,142,394,756	$1,350,748,164	-$208,353,408	-8.4	475
Total Retail Trade	44-45	$1,037,299,773	$1,258,642,146	-$221,342,373	-9.6	348
Total Food & Drink	722	$105,094,984	$92,106,018	$12,988,966	6.6	127

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$235,634,149	$442,137,325	-$206,503,176	-30.5	61
Automobile Dealers	4411	$192,650,962	$381,273,558	-$188,622,596	-32.9	39
Other Motor Vehicle Dealers	4412	$25,691,451	$50,006,038	-$24,314,587	-32.1	10
Auto Parts, Accessories & Tire Stores	4413	$17,291,735	$10,857,729	$6,434,006	22.9	12
Furniture & Home Furnishings Stores	442	$27,641,280	$36,488,125	-$8,846,845	-13.8	28
Furniture Stores	4421	$17,979,206	$26,767,400	-$8,788,194	-19.6	15
Home Furnishings Stores	4422	$9,662,074	$9,720,724	-$58,650	-0.3	13
Electronics & Appliance Stores	443	$57,398,835	$44,680,096	$12,718,739	12.5	18
Bldg Materials, Garden Equip. & Supply Stores	444	$49,406,490	$46,939,013	$2,467,477	2.6	25
Bldg Material & Supplies Dealers	4441	$42,554,677	$45,414,020	-$2,859,343	-3.3	21
Lawn & Garden Equip & Supply Stores	4442	$6,851,814	$1,524,993	$5,326,821	63.6	3
Food & Beverage Stores	445	$185,827,955	$129,245,987	$56,581,968	18.0	26
Grocery Stores	4451	$171,373,288	$120,119,881	$51,253,407	17.6	20
Specialty Food Stores	4452	$8,984,007	$1,183,251	$7,800,756	76.7	3
Beer, Wine & Liquor Stores	4453	$5,470,659	$7,942,855	-$2,472,196	-18.4	3
Health & Personal Care Stores	446,4461	$76,336,384	$40,802,067	$35,534,317	30.3	22
Gasoline Stations	447,4471	$72,913,953	$49,605,758	$23,308,195	19.0	26
Clothing & Clothing Accessories Stores	448	$46,016,924	$33,832,097	$12,184,827	15.3	39
Clothing Stores	4481	$29,116,753	$17,170,397	$11,946,356	25.8	20
Shoe Stores	4482	$5,612,306	$9,318,285	-$3,705,979	-24.8	9
Jewelry, Luggage & Leather Goods Stores	4483	$11,287,864	$7,343,415	$3,944,449	21.2	10
Sporting Goods, Hobby, Book & Music Stores	451	$33,867,852	$28,877,413	$4,990,439	8.0	26
Sporting Goods/Hobby/Musical Instr Stores	4511	$27,363,385	$25,532,981	$1,830,404	3.5	22
Book, Periodical & Music Stores	4512	$6,504,468	$3,344,432	$3,160,036	32.1	4
General Merchandise Stores	452	$188,829,544	$284,138,225	-$95,308,681	-20.2	17
Department Stores Excluding Leased Depts.	4521	$149,038,075	$190,248,339	-$41,210,264	-12.1	5
Other General Merchandise Stores	4529	$39,791,469	$93,889,886	-$54,098,417	-40.5	12
Miscellaneous Store Retailers	453	$48,069,851	$39,895,089	$8,174,762	9.3	52
Florists	4531	$1,925,237	$1,489,785	$435,452	12.8	8
Office Supplies, Stationery & Gift Stores	4532	$11,264,475	$14,362,832	-$3,098,357	-12.1	11
Used Merchandise Stores	4533	$7,132,156	$2,410,872	$4,721,284	49.5	10
Other Miscellaneous Store Retailers	4539	$27,747,983	$21,631,599	$6,116,384	12.4	23
Nonstore Retailers	454	$15,356,557	$82,000,953	-$66,644,396	-68.5	8
Electronic Shopping & Mail-Order Houses	4541	$8,902,718	$81,591,240	-$72,688,522	-80.3	6
Vending Machine Operators	4542	$1,652,856	$180,379	$1,472,477	80.3	1
Direct Selling Establishments	4543	$4,800,983	$229,334	$4,571,649	90.9	1
Food Services & Drinking Places	722	$105,094,984	$92,106,018	$12,988,966	6.6	127
Full-Service Restaurants	7221	$52,294,240	$23,587,970	$28,706,270	37.8	55
Limited-Service Eating Places	7222	$46,794,195	$67,553,974	-$20,759,779	-18.2	65
Special Food Services	7223	$2,713,949	$476,761	$2,237,188	70.1	2
Drinking Places - Alcoholic Beverages	7224	$3,292,600	$487,313	$2,805,287	74.2	5

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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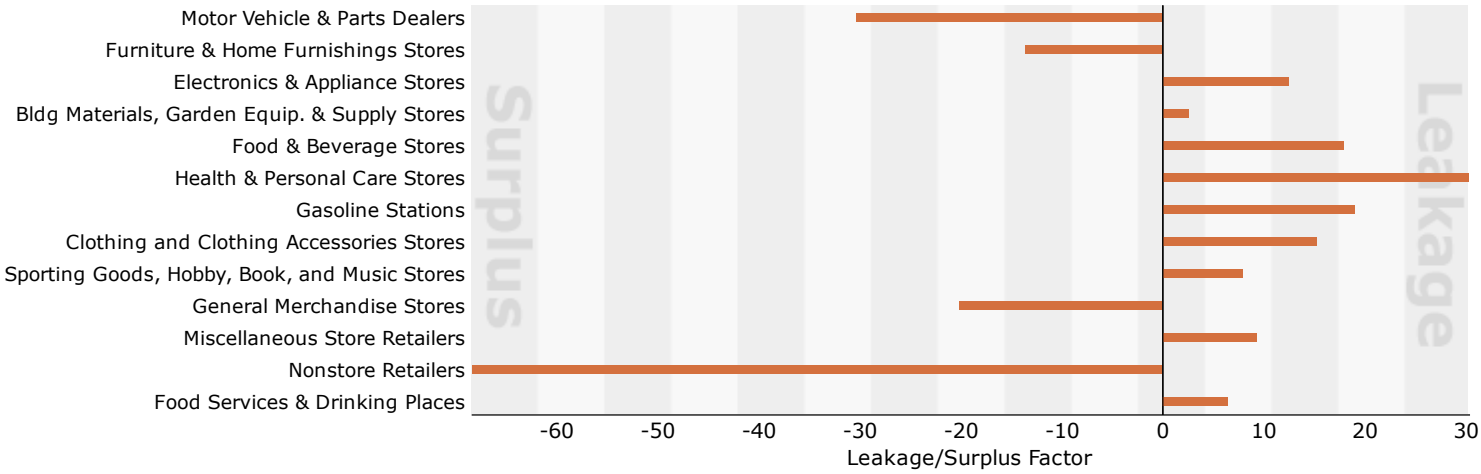
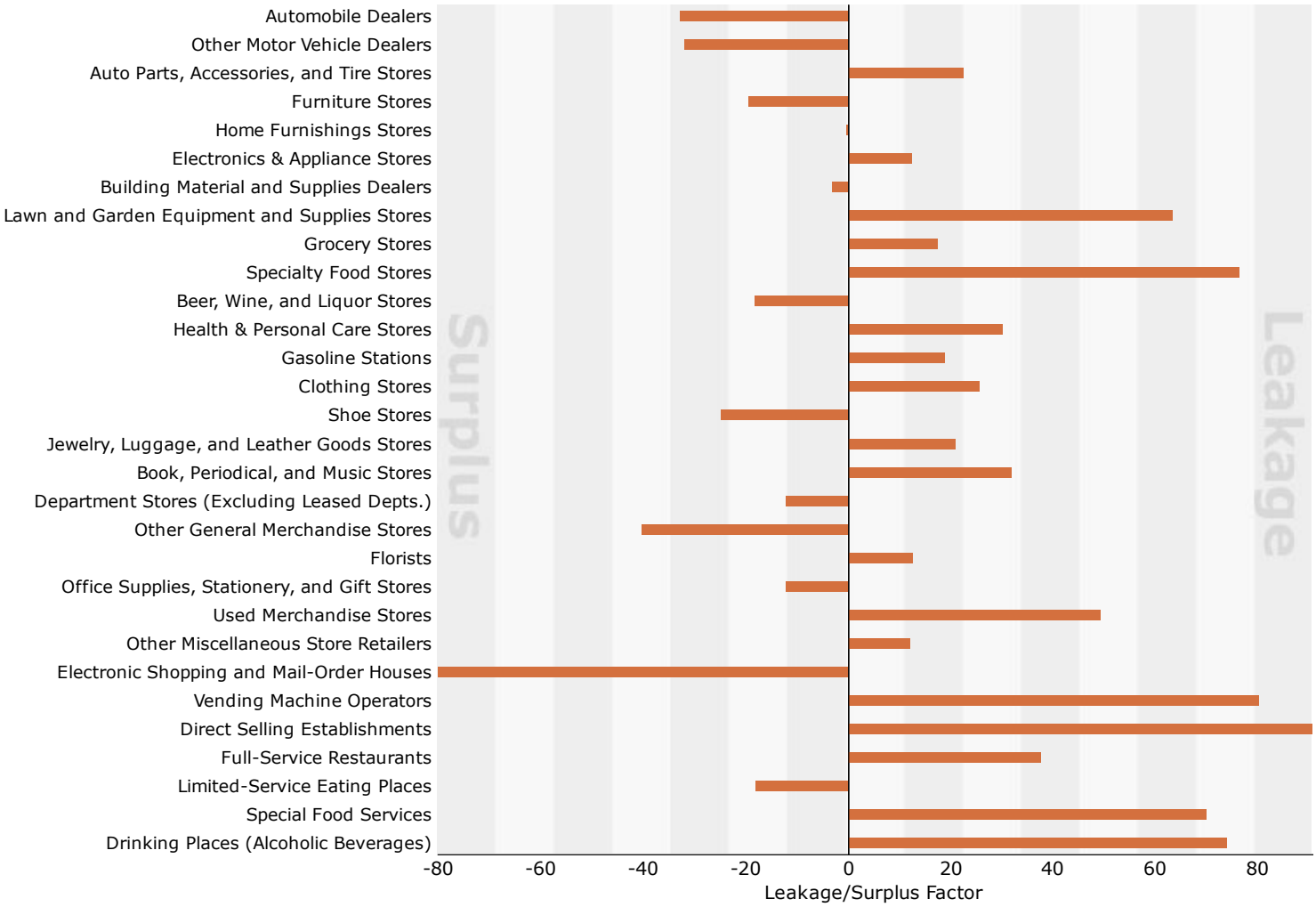
July 29, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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July 29, 2016

Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Demographic Summary	2016	2021
Population	7,275	7,520
Population 18+	5,378	5,571
Households	2,890	2,990
Median Household Income	$59,419	$67,141

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,711	50.4%	107
Bought any women's clothing in last 12 months	2,409	44.8%	102
Bought clothing for child <13 years in last 6 months	1,549	28.8%	104
Bought any shoes in last 12 months	3,019	56.1%	104
Bought costume jewelry in last 12 months	1,149	21.4%	109
Bought any fine jewelry in last 12 months	971	18.1%	98
Bought a watch in last 12 months	591	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	2,651	91.7%	107
HH bought/leased new vehicle last 12 mo	302	10.4%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,947	92.0%	108
Bought/changed motor oil in last 12 months	2,868	53.3%	109
Had tune-up in last 12 months	1,666	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,546	65.9%	101
Drank regular cola in last 6 months	2,325	43.2%	96
Drank beer/ale in last 6 months	2,541	47.2%	111
Cameras (Adults)			
Own digital point & shoot camera	1,875	34.9%	120
Own digital single-lens reflex (SLR) camera	561	10.4%	121
Bought any camera in last 12 months	342	6.4%	112
Printed digital photos in last 12 months	183	3.4%	116
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,001	37.2%	103
Have a smartphone	3,425	63.7%	108
Have a smartphone: Android phone (any brand)	1,532	28.5%	106
Have a smartphone: Apple iPhone	1,612	30.0%	116
Number of cell phones in household: 1	841	29.1%	91
Number of cell phones in household: 2	1,126	39.0%	104
Number of cell phones in household: 3+	798	27.6%	108
HH has cell phone only (no landline telephone)	1,191	41.2%	98
Computers (Households)			
HH owns a computer	2,380	82.4%	107
HH owns desktop computer	1,456	50.4%	111
HH owns laptop/notebook	1,716	59.4%	109
HH owns any Apple/Mac brand computer	447	15.5%	103
HH owns any PC/non-Apple brand computer	2,137	73.9%	109
HH purchased most recent computer in a store	1,228	42.5%	113
HH purchased most recent computer online	433	15.0%	115
Spent <$500 on most recent home computer	449	15.5%	107
Spent $500-$999 on most recent home computer	662	22.9%	120
Spent $1,000-$1,499 on most recent home computer	312	10.8%	114
Spent $1,500-$1,999 on most recent home computer	135	4.7%	103
Spent $2,000+ on most recent home computer	117	4.0%	103

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

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,974	55.3%	109
Bought brewed coffee at convenience store in last 30 days	910	16.9%	108
Bought cigarettes at convenience store in last 30 days	672	12.5%	100
Bought gas at convenience store in last 30 days	2,059	38.3%	116
Spent at convenience store in last 30 days: <$20	474	8.8%	109
Spent at convenience store in last 30 days: $20-$39	495	9.2%	102
Spent at convenience store in last 30 days: $40-$50	442	8.2%	108
Spent at convenience store in last 30 days: $51-$99	233	4.3%	98
Spent at convenience store in last 30 days: $100+	1,385	25.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	3,436	63.9%	107
Went to live theater in last 12 months	746	13.9%	107
Went to a bar/night club in last 12 months	1,057	19.7%	118
Dined out in last 12 months	2,711	50.4%	112
Gambled at a casino in last 12 months	838	15.6%	114
Visited a theme park in last 12 months	1,035	19.2%	109
Viewed movie (video-on-demand) in last 30 days	1,048	19.5%	115
Viewed TV show (video-on-demand) in last 30 days	752	14.0%	108
Watched any pay-per-view TV in last 12 months	802	14.9%	113
Downloaded a movie over the Internet in last 30 days	367	6.8%	95
Downloaded any individual song in last 6 months	1,339	24.9%	122
Watched a movie online in the last 30 days	822	15.3%	96
Watched a TV program online in last 30 days	878	16.3%	109
Played a video/electronic game (console) in last 12 months	647	12.0%	115
Played a video/electronic game (portable) in last 12 months	279	5.2%	114
Financial (Adults)			
Have home mortgage (1st)	2,047	38.1%	122
Used ATM/cash machine in last 12 months	2,932	54.5%	111
Own any stock	508	9.4%	123
Own U.S. savings bond	345	6.4%	121
Own shares in mutual fund (stock)	469	8.7%	120
Own shares in mutual fund (bonds)	310	5.8%	119
Have interest checking account	1,859	34.6%	123
Have non-interest checking account	1,723	32.0%	113
Have savings account	3,333	62.0%	115
Have 401K retirement savings plan	942	17.5%	121
Own/used any credit/debit card in last 12 months	4,385	81.5%	109
Avg monthly credit card expenditures: <$111	730	13.6%	117
Avg monthly credit card expenditures: $111-$225	389	7.2%	105
Avg monthly credit card expenditures: $226-$450	411	7.6%	121
Avg monthly credit card expenditures: $451-$700	350	6.5%	122
Avg monthly credit card expenditures: $701-$1,000	249	4.6%	107
Avg monthly credit card expenditures: $1,001+	527	9.8%	108
Did banking online in last 12 months	2,250	41.8%	117
Did banking on mobile device in last 12 months	885	16.5%	118
Paid bills online in last 12 months	2,618	48.7%	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.
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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,122	73.4%	106
Used bread in last 6 months	2,737	94.7%	101
Used chicken (fresh or frozen) in last 6 months	2,071	71.7%	104
Used turkey (fresh or frozen) in last 6 months	510	17.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	1,611	55.7%	102
Used fresh fruit/vegetables in last 6 months	2,542	88.0%	103
Used fresh milk in last 6 months	2,599	89.9%	102
Used organic food in last 6 months	524	18.1%	92
Health (Adults)			
Exercise at home 2+ times per week	1,825	33.9%	120
Exercise at club 2+ times per week	865	16.1%	124
Visited a doctor in last 12 months	4,314	80.2%	106
Used vitamin/dietary supplement in last 6 months	2,970	55.2%	105
Home (Households)			
Any home improvement in last 12 months	894	30.9%	115
Used housekeeper/maid/professional HH cleaning service in last 12	406	14.0%	107
Purchased low ticket HH furnishings in last 12 months	511	17.7%	110
Purchased big ticket HH furnishings in last 12 months	663	22.9%	110
Bought any small kitchen appliance in last 12 months	739	25.6%	115
Bought any large kitchen appliance in last 12 months	402	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	2,648	49.2%	115
Carry medical/hospital/accident insurance	3,798	70.6%	108
Carry homeowner insurance	2,941	54.7%	116
Carry renter's insurance	548	10.2%	125
Have auto insurance: 1 vehicle in household covered	822	28.4%	92
Have auto insurance: 2 vehicles in household covered	917	31.7%	111
Have auto insurance: 3+ vehicles in household covered	801	27.7%	127
Pets (Households)			
Household owns any pet	1,678	58.1%	108
Household owns any cat	741	25.6%	114
Household owns any dog	1,265	43.8%	107
Psychographics (Adults)			
Buying American is important to me	2,371	44.1%	104
Usually buy items on credit rather than wait	534	9.9%	85
Usually buy based on quality - not price	903	16.8%	94
Price is usually more important than brand name	1,319	24.5%	93
Usually use coupons for brands I buy often	1,047	19.5%	103
Am interested in how to help the environment	766	14.2%	87
Usually pay more for environ safe product	596	11.1%	87
Usually value green products over convenience	470	8.7%	83
Likely to buy a brand that supports a charity	1,828	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	866	16.1%	122
Bought hardcover book in last 12 months	1,254	23.3%	111
Bought paperback book in last 12 month	1,791	33.3%	106
Read any daily newspaper (paper version)	1,448	26.9%	103
Read any digital newspaper in last 30 days	1,974	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	5,019	93.3%	103

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

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

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	4,351	80.9%	108
Went to family restaurant/steak house: 4+ times a month	1,707	31.7%	116
Went to fast food/drive-in restaurant in last 6 months	4,956	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,279	42.4%	107
Fast food/drive-in last 6 months: eat in	2,112	39.3%	108
Fast food/drive-in last 6 months: home delivery	430	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	2,812	52.3%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,075	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,899	35.3%	111
Own e-reader/tablet: iPad	924	17.2%	112
Own any portable MP3 player	1,920	35.7%	116
HH owns 1 TV	512	17.7%	87
HH owns 2 TVs	755	26.1%	101
HH owns 3 TVs	679	23.5%	110
HH owns 4+ TVs	642	22.2%	118
HH subscribes to cable TV	1,527	52.8%	106
HH subscribes to fiber optic	197	6.8%	90
HH has satellite dish	729	25.2%	99
HH owns DVD/Blu-ray player	1,897	65.6%	108
HH owns camcorder	503	17.4%	125
HH owns portable GPS navigation device	946	32.7%	119
HH purchased video game system in last 12 mos	207	7.2%	90
HH owns Internet video device for TV	213	7.4%	105
Travel (Adults)			
Domestic travel in last 12 months	3,053	56.8%	113
Took 3+ domestic non-business trips in last 12 months	708	13.2%	119
Spent on domestic vacations in last 12 months: <$1,000	657	12.2%	114
Spent on domestic vacations in last 12 months: $1,000-$1,499	368	6.8%	117
Spent on domestic vacations in last 12 months: $1,500-$1,999	223	4.1%	116
Spent on domestic vacations in last 12 months: $2,000-$2,999	246	4.6%	117
Spent on domestic vacations in last 12 months: $3,000+	376	7.0%	127
Domestic travel in the 12 months: used general travel website	373	6.9%	102
Foreign travel in last 3 years	1,319	24.5%	102
Took 3+ foreign trips by plane in last 3 years	235	4.4%	97
Spent on foreign vacations in last 12 months: <$1,000	217	4.0%	97
Spent on foreign vacations in last 12 months: $1,000-$2,999	155	2.9%	88
Spent on foreign vacations in last 12 months: $3,000+	272	5.1%	102
Foreign travel in last 3 years: used general travel website	297	5.5%	99
Nights spent in hotel/motel in last 12 months: any	2,512	46.7%	115
Took cruise of more than one day in last 3 years	482	9.0%	107
Member of any frequent flyer program	968	18.0%	110
Member of any hotel rewards program	985	18.3%	130

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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.

July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Demographic Summary	2016	2021
Population	29,737	30,787
Population 18+	22,038	22,777
Households	11,611	12,036
Median Household Income	$61,698	$71,004

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,082	50.3%	106
Bought any women's clothing in last 12 months	9,950	45.1%	103
Bought clothing for child <13 years in last 6 months	6,507	29.5%	107
Bought any shoes in last 12 months	12,333	56.0%	104
Bought costume jewelry in last 12 months	4,633	21.0%	108
Bought any fine jewelry in last 12 months	4,035	18.3%	100
Bought a watch in last 12 months	2,526	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	10,629	91.5%	107
HH bought/leased new vehicle last 12 mo	1,234	10.6%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,098	91.2%	107
Bought/changed motor oil in last 12 months	11,606	52.7%	107
Had tune-up in last 12 months	6,964	31.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	14,552	66.0%	101
Drank regular cola in last 6 months	9,629	43.7%	97
Drank beer/ale in last 6 months	10,043	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	7,404	33.6%	115
Own digital single-lens reflex (SLR) camera	2,221	10.1%	117
Bought any camera in last 12 months	1,365	6.2%	109
Printed digital photos in last 12 months	725	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,261	37.5%	104
Have a smartphone	14,061	63.8%	108
Have a smartphone: Android phone (any brand)	6,306	28.6%	106
Have a smartphone: Apple iPhone	6,514	29.6%	114
Number of cell phones in household: 1	3,275	28.2%	88
Number of cell phones in household: 2	4,560	39.3%	105
Number of cell phones in household: 3+	3,310	28.5%	112
HH has cell phone only (no landline telephone)	4,886	42.1%	100
Computers (Households)			
HH owns a computer	9,598	82.7%	108
HH owns desktop computer	5,866	50.5%	112
HH owns laptop/notebook	6,915	59.6%	110
HH owns any Apple/Mac brand computer	1,808	15.6%	104
HH owns any PC/non-Apple brand computer	8,600	74.1%	109
HH purchased most recent computer in a store	4,878	42.0%	112
HH purchased most recent computer online	1,727	14.9%	114
Spent <$500 on most recent home computer	1,774	15.3%	105
Spent $500-$999 on most recent home computer	2,623	22.6%	118
Spent $1,000-$1,499 on most recent home computer	1,226	10.6%	112
Spent $1,500-$1,999 on most recent home computer	565	4.9%	107
Spent $2,000+ on most recent home computer	466	4.0%	102

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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	12,121	55.0%	108
Bought brewed coffee at convenience store in last 30 days	3,652	16.6%	105
Bought cigarettes at convenience store in last 30 days	2,690	12.2%	98
Bought gas at convenience store in last 30 days	8,295	37.6%	114
Spent at convenience store in last 30 days: <$20	1,946	8.8%	109
Spent at convenience store in last 30 days: $20-$39	2,035	9.2%	102
Spent at convenience store in last 30 days: $40-$50	1,786	8.1%	106
Spent at convenience store in last 30 days: $51-$99	986	4.5%	101
Spent at convenience store in last 30 days: $100+	5,522	25.1%	109
Entertainment (Adults)			
Attended a movie in last 6 months	13,910	63.1%	106
Went to live theater in last 12 months	2,977	13.5%	104
Went to a bar/night club in last 12 months	4,127	18.7%	112
Dined out in last 12 months	11,081	50.3%	112
Gambled at a casino in last 12 months	3,356	15.2%	111
Visited a theme park in last 12 months	4,385	19.9%	113
Viewed movie (video-on-demand) in last 30 days	4,203	19.1%	112
Viewed TV show (video-on-demand) in last 30 days	3,073	13.9%	108
Watched any pay-per-view TV in last 12 months	3,195	14.5%	110
Downloaded a movie over the Internet in last 30 days	1,536	7.0%	97
Downloaded any individual song in last 6 months	5,332	24.2%	119
Watched a movie online in the last 30 days	3,469	15.7%	98
Watched a TV program online in last 30 days	3,504	15.9%	106
Played a video/electronic game (console) in last 12 months	2,546	11.6%	111
Played a video/electronic game (portable) in last 12 months	1,125	5.1%	112
Financial (Adults)			
Have home mortgage (1st)	8,374	38.0%	122
Used ATM/cash machine in last 12 months	11,945	54.2%	110
Own any stock	1,910	8.7%	113
Own U.S. savings bond	1,276	5.8%	109
Own shares in mutual fund (stock)	1,834	8.3%	115
Own shares in mutual fund (bonds)	1,218	5.5%	114
Have interest checking account	7,272	33.0%	117
Have non-interest checking account	6,955	31.6%	112
Have savings account	13,408	60.8%	113
Have 401K retirement savings plan	3,845	17.4%	120
Own/used any credit/debit card in last 12 months	17,769	80.6%	108
Avg monthly credit card expenditures: <$111	2,919	13.2%	114
Avg monthly credit card expenditures: $111-$225	1,562	7.1%	103
Avg monthly credit card expenditures: $226-$450	1,605	7.3%	115
Avg monthly credit card expenditures: $451-$700	1,336	6.1%	114
Avg monthly credit card expenditures: $701-$1,000	984	4.5%	104
Avg monthly credit card expenditures: $1,001+	2,123	9.6%	106
Did banking online in last 12 months	9,334	42.4%	119
Did banking on mobile device in last 12 months	3,814	17.3%	124
Paid bills online in last 12 months	10,917	49.5%	115

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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,422	72.5%	104
Used bread in last 6 months	11,006	94.8%	101
Used chicken (fresh or frozen) in last 6 months	8,270	71.2%	103
Used turkey (fresh or frozen) in last 6 months	1,979	17.0%	108
Used fish/seafood (fresh or frozen) in last 6 months	6,420	55.3%	101
Used fresh fruit/vegetables in last 6 months	10,162	87.5%	102
Used fresh milk in last 6 months	10,397	89.5%	102
Used organic food in last 6 months	2,154	18.6%	94
Health (Adults)			
Exercise at home 2+ times per week	7,126	32.3%	114
Exercise at club 2+ times per week	3,281	14.9%	114
Visited a doctor in last 12 months	17,424	79.1%	104
Used vitamin/dietary supplement in last 6 months	12,099	54.9%	104
Home (Households)			
Any home improvement in last 12 months	3,592	30.9%	115
Used housekeeper/maid/professional HH cleaning service in last 12	1,555	13.4%	102
Purchased low ticket HH furnishings in last 12 months	2,057	17.7%	110
Purchased big ticket HH furnishings in last 12 months	2,674	23.0%	110
Bought any small kitchen appliance in last 12 months	2,860	24.6%	111
Bought any large kitchen appliance in last 12 months	1,622	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	10,600	48.1%	113
Carry medical/hospital/accident insurance	15,494	70.3%	107
Carry homeowner insurance	12,007	54.5%	116
Carry renter's insurance	2,069	9.4%	115
Have auto insurance: 1 vehicle in household covered	3,310	28.5%	92
Have auto insurance: 2 vehicles in household covered	3,675	31.7%	111
Have auto insurance: 3+ vehicles in household covered	3,122	26.9%	123
Pets (Households)			
Household owns any pet	6,809	58.6%	109
Household owns any cat	2,912	25.1%	112
Household owns any dog	5,184	44.6%	110
Psychographics (Adults)			
Buying American is important to me	9,559	43.4%	102
Usually buy items on credit rather than wait	2,298	10.4%	89
Usually buy based on quality - not price	3,787	17.2%	96
Price is usually more important than brand name	5,616	25.5%	97
Usually use coupons for brands I buy often	4,232	19.2%	101
Am interested in how to help the environment	3,178	14.4%	89
Usually pay more for environ safe product	2,586	11.7%	92
Usually value green products over convenience	1,978	9.0%	85
Likely to buy a brand that supports a charity	7,546	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	3,450	15.7%	118
Bought hardcover book in last 12 months	5,029	22.8%	109
Bought paperback book in last 12 month	7,278	33.0%	105
Read any daily newspaper (paper version)	5,587	25.4%	97
Read any digital newspaper in last 30 days	7,914	35.9%	108
Read any magazine (paper/electronic version) in last 6 months	20,418	92.6%	102

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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

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	17,604	79.9%	107
Went to family restaurant/steak house: 4+ times a month	6,745	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	20,311	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	9,322	42.3%	107
Fast food/drive-in last 6 months: eat in	8,521	38.7%	106
Fast food/drive-in last 6 months: home delivery	1,806	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	11,467	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	4,472	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,868	35.7%	113
Own e-reader/tablet: iPad	3,826	17.4%	113
Own any portable MP3 player	7,755	35.2%	114
HH owns 1 TV	2,091	18.0%	88
HH owns 2 TVs	2,969	25.6%	99
HH owns 3 TVs	2,741	23.6%	110
HH owns 4+ TVs	2,518	21.7%	115
HH subscribes to cable TV	5,929	51.1%	103
HH subscribes to fiber optic	845	7.3%	96
HH has satellite dish	2,970	25.6%	101
HH owns DVD/Blu-ray player	7,588	65.4%	108
HH owns camcorder	1,942	16.7%	120
HH owns portable GPS navigation device	3,735	32.2%	117
HH purchased video game system in last 12 mos	880	7.6%	95
HH owns Internet video device for TV	890	7.7%	109
Travel (Adults)			
Domestic travel in last 12 months	12,420	56.4%	113
Took 3+ domestic non-business trips in last 12 months	2,861	13.0%	117
Spent on domestic vacations in last 12 months: <$1,000	2,651	12.0%	112
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,394	6.3%	108
Spent on domestic vacations in last 12 months: $1,500-$1,999	883	4.0%	112
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,008	4.6%	117
Spent on domestic vacations in last 12 months: $3,000+	1,478	6.7%	122
Domestic travel in the 12 months: used general travel website	1,570	7.1%	105
Foreign travel in last 3 years	5,517	25.0%	104
Took 3+ foreign trips by plane in last 3 years	976	4.4%	98
Spent on foreign vacations in last 12 months: <$1,000	982	4.5%	107
Spent on foreign vacations in last 12 months: $1,000-$2,999	648	2.9%	90
Spent on foreign vacations in last 12 months: $3,000+	1,097	5.0%	100
Foreign travel in last 3 years: used general travel website	1,172	5.3%	95
Nights spent in hotel/motel in last 12 months: any	10,163	46.1%	114
Took cruise of more than one day in last 3 years	1,981	9.0%	107
Member of any frequent flyer program	4,045	18.4%	112
Member of any hotel rewards program	3,882	17.6%	125

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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Demographic Summary	2016	2021
Population	72,023	74,824
Population 18+	54,638	56,796
Households	28,379	29,562
Median Household Income	$58,933	$67,863

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	26,880	49.2%	104
Bought any women's clothing in last 12 months	24,885	45.5%	104
Bought clothing for child <13 years in last 6 months	15,687	28.7%	104
Bought any shoes in last 12 months	30,326	55.5%	103
Bought costume jewelry in last 12 months	11,248	20.6%	105
Bought any fine jewelry in last 12 months	10,101	18.5%	101
Bought a watch in last 12 months	6,417	11.7%	107
Automobiles (Households)			
HH owns/leases any vehicle	25,670	90.5%	106
HH bought/leased new vehicle last 12 mo	2,863	10.1%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	49,416	90.4%	106
Bought/changed motor oil in last 12 months	28,811	52.7%	107
Had tune-up in last 12 months	17,112	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	35,697	65.3%	100
Drank regular cola in last 6 months	24,541	44.9%	100
Drank beer/ale in last 6 months	24,221	44.3%	104
Cameras (Adults)			
Own digital point & shoot camera	17,404	31.9%	109
Own digital single-lens reflex (SLR) camera	5,207	9.5%	110
Bought any camera in last 12 months	3,274	6.0%	105
Printed digital photos in last 12 months	1,701	3.1%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	20,633	37.8%	104
Have a smartphone	33,916	62.1%	106
Have a smartphone: Android phone (any brand)	15,876	29.1%	108
Have a smartphone: Apple iPhone	14,872	27.2%	105
Number of cell phones in household: 1	8,577	30.2%	94
Number of cell phones in household: 2	11,136	39.2%	105
Number of cell phones in household: 3+	7,449	26.2%	103
HH has cell phone only (no landline telephone)	12,559	44.3%	106
Computers (Households)			
HH owns a computer	22,882	80.6%	105
HH owns desktop computer	13,677	48.2%	106
HH owns laptop/notebook	16,339	57.6%	106
HH owns any Apple/Mac brand computer	4,184	14.7%	98
HH owns any PC/non-Apple brand computer	20,408	71.9%	106
HH purchased most recent computer in a store	11,449	40.3%	107
HH purchased most recent computer online	3,968	14.0%	107
Spent <$500 on most recent home computer	4,307	15.2%	105
Spent $500-$999 on most recent home computer	5,940	20.9%	110
Spent $1,000-$1,499 on most recent home computer	2,897	10.2%	108
Spent $1,500-$1,999 on most recent home computer	1,310	4.6%	101
Spent $2,000+ on most recent home computer	1,099	3.9%	99

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July 29, 2016

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	29,583	54.1%	107
Bought brewed coffee at convenience store in last 30 days	8,836	16.2%	103
Bought cigarettes at convenience store in last 30 days	7,267	13.3%	106
Bought gas at convenience store in last 30 days	20,657	37.8%	114
Spent at convenience store in last 30 days: <$20	4,645	8.5%	105
Spent at convenience store in last 30 days: $20-$39	4,893	9.0%	99
Spent at convenience store in last 30 days: $40-$50	4,441	8.1%	107
Spent at convenience store in last 30 days: $51-$99	2,533	4.6%	105
Spent at convenience store in last 30 days: $100+	13,963	25.6%	112
Entertainment (Adults)			
Attended a movie in last 6 months	33,375	61.1%	103
Went to live theater in last 12 months	7,232	13.2%	102
Went to a bar/night club in last 12 months	9,866	18.1%	108
Dined out in last 12 months	26,831	49.1%	109
Gambled at a casino in last 12 months	7,812	14.3%	104
Visited a theme park in last 12 months	9,817	18.0%	102
Viewed movie (video-on-demand) in last 30 days	9,787	17.9%	105
Viewed TV show (video-on-demand) in last 30 days	7,217	13.2%	102
Watched any pay-per-view TV in last 12 months	7,434	13.6%	103
Downloaded a movie over the Internet in last 30 days	3,847	7.0%	98
Downloaded any individual song in last 6 months	12,537	22.9%	112
Watched a movie online in the last 30 days	8,592	15.7%	98
Watched a TV program online in last 30 days	8,314	15.2%	102
Played a video/electronic game (console) in last 12 months	6,080	11.1%	107
Played a video/electronic game (portable) in last 12 months	2,710	5.0%	109
Financial (Adults)			
Have home mortgage (1st)	19,299	35.3%	114
Used ATM/cash machine in last 12 months	29,019	53.1%	108
Own any stock	4,337	7.9%	104
Own U.S. savings bond	2,712	5.0%	94
Own shares in mutual fund (stock)	4,194	7.7%	106
Own shares in mutual fund (bonds)	2,749	5.0%	103
Have interest checking account	16,927	31.0%	110
Have non-interest checking account	17,097	31.3%	111
Have savings account	31,987	58.5%	108
Have 401K retirement savings plan	9,069	16.6%	114
Own/used any credit/debit card in last 12 months	43,187	79.0%	106
Avg monthly credit card expenditures: <$111	7,126	13.0%	112
Avg monthly credit card expenditures: $111-$225	3,683	6.7%	98
Avg monthly credit card expenditures: $226-$450	3,751	6.9%	108
Avg monthly credit card expenditures: $451-$700	3,075	5.6%	106
Avg monthly credit card expenditures: $701-$1,000	2,168	4.0%	92
Avg monthly credit card expenditures: $1,001+	4,861	8.9%	98
Did banking online in last 12 months	22,424	41.0%	115
Did banking on mobile device in last 12 months	9,122	16.7%	119
Paid bills online in last 12 months	26,487	48.5%	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

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.03840
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,299	71.5%	103
Used bread in last 6 months	26,913	94.8%	101
Used chicken (fresh or frozen) in last 6 months	19,892	70.1%	102
Used turkey (fresh or frozen) in last 6 months	4,670	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,545	54.8%	100
Used fresh fruit/vegetables in last 6 months	24,669	86.9%	101
Used fresh milk in last 6 months	25,192	88.8%	101
Used organic food in last 6 months	5,192	18.3%	93
Health (Adults)			
Exercise at home 2+ times per week	16,480	30.2%	106
Exercise at club 2+ times per week	7,522	13.8%	106
Visited a doctor in last 12 months	42,677	78.1%	103
Used vitamin/dietary supplement in last 6 months	29,633	54.2%	103
Home (Households)			
Any home improvement in last 12 months	8,189	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	3,524	12.4%	94
Purchased low ticket HH furnishings in last 12 months	4,905	17.3%	108
Purchased big ticket HH furnishings in last 12 months	6,303	22.2%	106
Bought any small kitchen appliance in last 12 months	6,730	23.7%	107
Bought any large kitchen appliance in last 12 months	3,774	13.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	25,310	46.3%	109
Carry medical/hospital/accident insurance	37,601	68.8%	105
Carry homeowner insurance	28,567	52.3%	111
Carry renter's insurance	5,108	9.3%	115
Have auto insurance: 1 vehicle in household covered	8,642	30.5%	99
Have auto insurance: 2 vehicles in household covered	8,636	30.4%	107
Have auto insurance: 3+ vehicles in household covered	6,951	24.5%	112
Pets (Households)			
Household owns any pet	16,346	57.6%	107
Household owns any cat	7,112	25.1%	112
Household owns any dog	12,370	43.6%	107
Psychographics (Adults)			
Buying American is important to me	24,162	44.2%	104
Usually buy items on credit rather than wait	6,011	11.0%	94
Usually buy based on quality - not price	9,559	17.5%	97
Price is usually more important than brand name	14,644	26.8%	102
Usually use coupons for brands I buy often	10,670	19.5%	103
Am interested in how to help the environment	7,970	14.6%	90
Usually pay more for environ safe product	6,436	11.8%	92
Usually value green products over convenience	5,028	9.2%	88
Likely to buy a brand that supports a charity	18,489	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	7,954	14.6%	110
Bought hardcover book in last 12 months	12,181	22.3%	106
Bought paperback book in last 12 month	18,113	33.2%	106
Read any daily newspaper (paper version)	13,745	25.2%	96
Read any digital newspaper in last 30 days	18,915	34.6%	104
Read any magazine (paper/electronic version) in last 6 months	50,256	92.0%	101

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Retail Market Potential

Amelia Olive Branch/SR 125
1466 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

Prepared by Esri
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	43,048	78.8%	106
Went to family restaurant/steak house: 4+ times a month	16,515	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	50,350	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	23,145	42.4%	107
Fast food/drive-in last 6 months: eat in	21,013	38.5%	106
Fast food/drive-in last 6 months: home delivery	4,499	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	28,266	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	11,113	20.3%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	18,489	33.8%	107
Own e-reader/tablet: iPad	8,551	15.7%	102
Own any portable MP3 player	18,097	33.1%	108
HH owns 1 TV	5,458	19.2%	94
HH owns 2 TVs	7,268	25.6%	99
HH owns 3 TVs	6,487	22.9%	107
HH owns 4+ TVs	5,706	20.1%	106
HH subscribes to cable TV	14,297	50.4%	101
HH subscribes to fiber optic	2,033	7.2%	94
HH has satellite dish	7,117	25.1%	99
HH owns DVD/Blu-ray player	18,091	63.7%	105
HH owns camcorder	4,170	14.7%	105
HH owns portable GPS navigation device	8,524	30.0%	109
HH purchased video game system in last 12 mos	2,108	7.4%	94
HH owns Internet video device for TV	2,017	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	29,565	54.1%	108
Took 3+ domestic non-business trips in last 12 months	6,494	11.9%	107
Spent on domestic vacations in last 12 months: <$1,000	6,288	11.5%	107
Spent on domestic vacations in last 12 months: $1,000-$1,499	3,209	5.9%	101
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,017	3.7%	103
Spent on domestic vacations in last 12 months: $2,000-$2,999	2,214	4.1%	104
Spent on domestic vacations in last 12 months: $3,000+	3,305	6.0%	110
Domestic travel in the 12 months: used general travel website	3,571	6.5%	97
Foreign travel in last 3 years	12,865	23.5%	98
Took 3+ foreign trips by plane in last 3 years	2,163	4.0%	88
Spent on foreign vacations in last 12 months: <$1,000	2,275	4.2%	100
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,653	3.0%	93
Spent on foreign vacations in last 12 months: $3,000+	2,440	4.5%	90
Foreign travel in last 3 years: used general travel website	2,685	4.9%	88
Nights spent in hotel/motel in last 12 months: any	23,982	43.9%	108
Took cruise of more than one day in last 3 years	4,714	8.6%	103
Member of any frequent flyer program	9,138	16.7%	102
Member of any hotel rewards program	8,682	15.9%	113

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