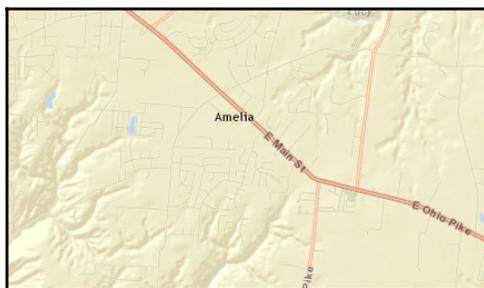
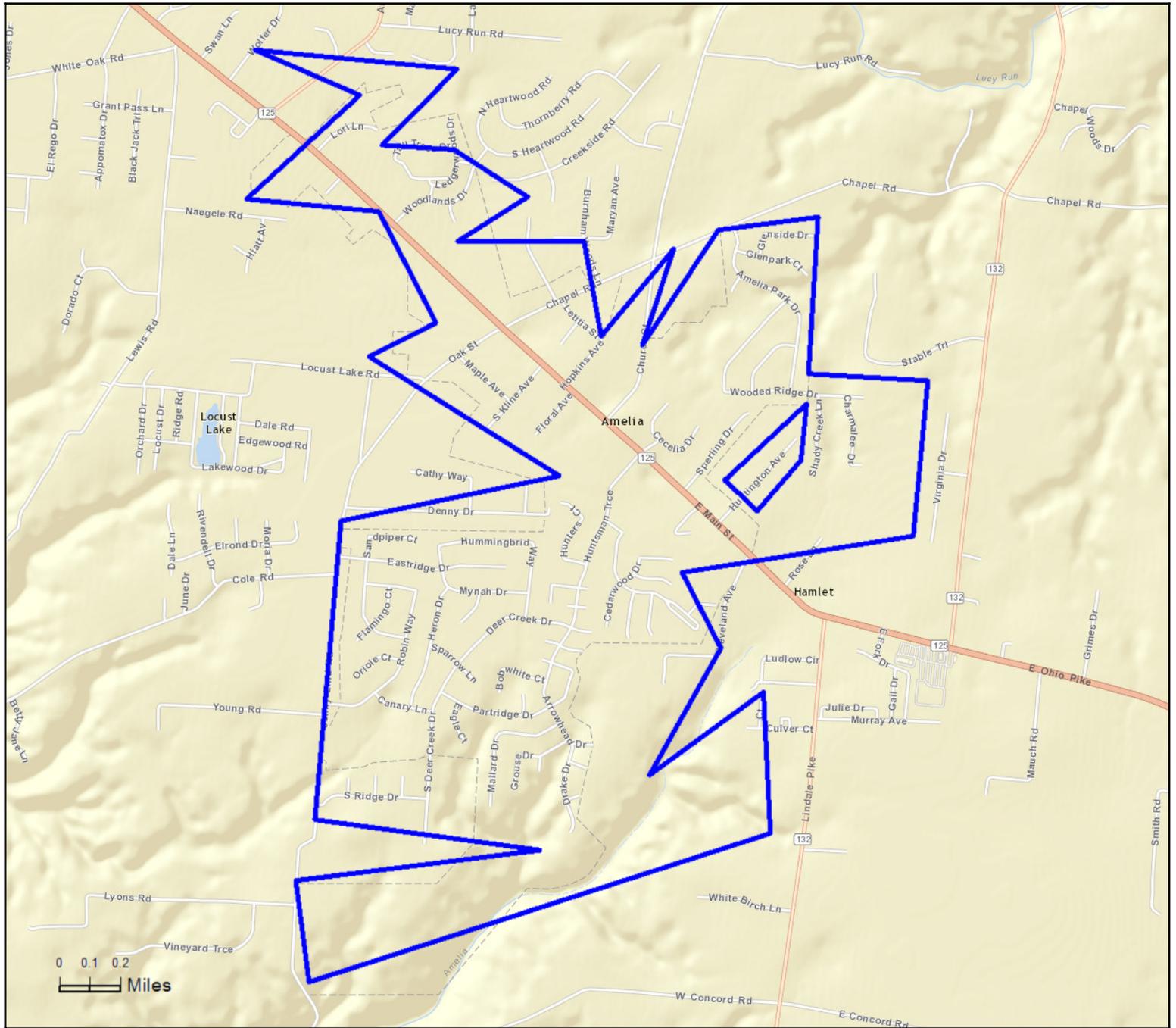


Site Map

Amelia Village, OH
 Amelia Village, OH (3901742)
 Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	2,979
2010 Total Population	4,801
2016 Total Population	5,113
2016 Group Quarters	1
2021 Total Population	5,345
2016-2021 Annual Rate	0.89%
Household Summary	
2000 Households	1,171
2000 Average Household Size	2.54
2010 Households	1,830
2010 Average Household Size	2.62
2016 Households	1,942
2016 Average Household Size	2.63
2021 Households	2,031
2021 Average Household Size	2.63
2016-2021 Annual Rate	0.90%
2010 Families	1,238
2010 Average Family Size	3.15
2016 Families	1,340
2016 Average Family Size	3.13
2021 Families	1,393
2021 Average Family Size	3.14
2016-2021 Annual Rate	0.78%
Housing Unit Summary	
2000 Housing Units	1,248
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	38.7%
Vacant Housing Units	6.2%
2010 Housing Units	1,974
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	7.3%
2016 Housing Units	2,071
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	6.2%
2021 Housing Units	2,169
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	6.4%
Median Household Income	
2016	\$56,505
2021	\$62,273
Median Home Value	
2016	\$133,486
2021	\$160,208
Per Capita Income	
2016	\$23,201
2021	\$25,920
Median Age	
2010	30.5
2016	32.6
2021	32.1

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

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

2016 Households by Income

Household Income Base	1,941
<\$15,000	7.8%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	31.0%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	1.2%
\$200,000+	0.2%
Average Household Income	\$62,118

2021 Households by Income

Household Income Base	2,031
<\$15,000	7.1%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	31.6%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	20.1%
\$150,000 - \$199,999	1.5%
\$200,000+	0.2%
Average Household Income	\$69,270

2016 Owner Occupied Housing Units by Value

Total	1,276
<\$50,000	2.4%
\$50,000 - \$99,999	13.2%
\$100,000 - \$149,999	51.3%
\$150,000 - \$199,999	24.5%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%
Average Home Value	\$144,945

2021 Owner Occupied Housing Units by Value

Total	1,333
<\$50,000	1.4%
\$50,000 - \$99,999	7.6%
\$100,000 - \$149,999	31.8%
\$150,000 - \$199,999	45.0%
\$200,000 - \$249,999	6.1%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.0%
Average Home Value	\$168,361

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.

2010 Population by Age	
Total	4,801
0 - 4	11.4%
5 - 9	8.3%
10 - 14	6.8%
15 - 24	11.5%
25 - 34	22.0%
35 - 44	14.6%
45 - 54	11.0%
55 - 64	8.6%
65 - 74	3.4%
75 - 84	1.7%
85 +	0.7%
18 +	70.3%
2016 Population by Age	
Total	5,114
0 - 4	9.9%
5 - 9	9.7%
10 - 14	7.5%
15 - 24	10.4%
25 - 34	17.2%
35 - 44	17.8%
45 - 54	10.5%
55 - 64	9.3%
65 - 74	5.3%
75 - 84	1.8%
85 +	0.7%
18 +	69.4%
2021 Population by Age	
Total	5,347
0 - 4	9.8%
5 - 9	9.6%
10 - 14	9.3%
15 - 24	11.3%
25 - 34	15.1%
35 - 44	18.6%
45 - 54	10.5%
55 - 64	7.7%
65 - 74	5.4%
75 - 84	2.0%
85 +	0.6%
18 +	67.3%
2010 Population by Sex	
Males	2,327
Females	2,474
2016 Population by Sex	
Males	2,489
Females	2,625
2021 Population by Sex	
Males	2,593
Females	2,754

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

2010 Population by Race/Ethnicity

Total	4,801
White Alone	95.1%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	1.9%
Diversity Index	12.9

2016 Population by Race/Ethnicity

Total	5,113
White Alone	94.1%
Black Alone	2.0%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.0%
Hispanic Origin	2.6%
Diversity Index	15.9

2021 Population by Race/Ethnicity

Total	5,345
White Alone	93.0%
Black Alone	2.5%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	2.4%
Hispanic Origin	3.2%
Diversity Index	18.8

2010 Population by Relationship and Household Type

Total	4,801
In Households	99.9%
In Family Households	84.4%
Householder	25.8%
Spouse	18.7%
Child	33.8%
Other relative	3.0%
Nonrelative	3.0%
In Nonfamily Households	15.5%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

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

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

2016 Population 25+ by Educational Attainment	
Total	3,194
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	29.4%
GED/Alternative Credential	4.2%
Some College, No Degree	20.7%
Associate Degree	20.5%
Bachelor's Degree	13.6%
Graduate/Professional Degree	4.4%
2016 Population 15+ by Marital Status	
Total	3,727
Never Married	29.4%
Married	53.0%
Widowed	3.8%
Divorced	13.7%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.9%
Civilian Unemployed	5.1%
2016 Employed Population 16+ by Industry	
Total	2,623
Agriculture/Mining	0.0%
Construction	5.5%
Manufacturing	11.9%
Wholesale Trade	2.7%
Retail Trade	12.6%
Transportation/Utilities	6.3%
Information	0.9%
Finance/Insurance/Real Estate	8.2%
Services	49.6%
Public Administration	2.3%
2016 Employed Population 16+ by Occupation	
Total	2,623
White Collar	59.7%
Management/Business/Financial	15.5%
Professional	18.1%
Sales	7.9%
Administrative Support	18.3%
Services	19.6%
Blue Collar	20.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	8.5%
Production	2.9%
Transportation/Material Moving	4.2%
2010 Population By Urban/ Rural Status	
Total Population	4,801
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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

2010 Households by Type	
Total	1,830
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	67.7%
Husband-wife Families	49.2%
With Related Children	27.7%
Other Family (No Spouse Present)	18.5%
Other Family with Male Householder	5.1%
With Related Children	3.1%
Other Family with Female Householder	13.3%
With Related Children	10.1%
Nonfamily Households	6.3%
All Households with Children	41.5%
Multigenerational Households	3.6%
Unmarried Partner Households	8.0%
Male-female	7.4%
Same-sex	0.6%
2010 Households by Size	
Total	1,830
1 Person Household	26.0%
2 Person Household	28.6%
3 Person Household	19.0%
4 Person Household	15.7%
5 Person Household	7.0%
6 Person Household	2.6%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	1,830
Owner Occupied	63.9%
Owned with a Mortgage/Loan	59.3%
Owned Free and Clear	4.6%
Renter Occupied	36.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,974
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%

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.

Top 3 Tapestry Segments

1. Up and Coming Families
2. Middleburg (4C)
3. Old and Newcomers (8F)

2016 Consumer Spending

Apparel & Services: Total \$	\$3,169,122
Average Spent	\$1,631.89
Spending Potential Index	81
Education: Total \$	\$1,991,724
Average Spent	\$1,025.60
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$4,597,712
Average Spent	\$2,367.51
Spending Potential Index	81
Food at Home: Total \$	\$7,718,414
Average Spent	\$3,974.47
Spending Potential Index	80
Food Away from Home: Total \$	\$4,977,479
Average Spent	\$2,563.07
Spending Potential Index	83
Health Care: Total \$	\$8,055,126
Average Spent	\$4,147.85
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$2,817,735
Average Spent	\$1,450.94
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$1,147,435
Average Spent	\$590.85
Spending Potential Index	81
Shelter: Total \$	\$24,519,976
Average Spent	\$12,626.15
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,557,502
Average Spent	\$1,831.88
Spending Potential Index	79
Travel: Total \$	\$2,904,592
Average Spent	\$1,495.67
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$1,613,091
Average Spent	\$830.63
Spending Potential Index	80

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.

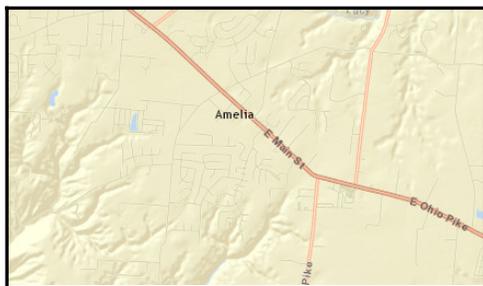
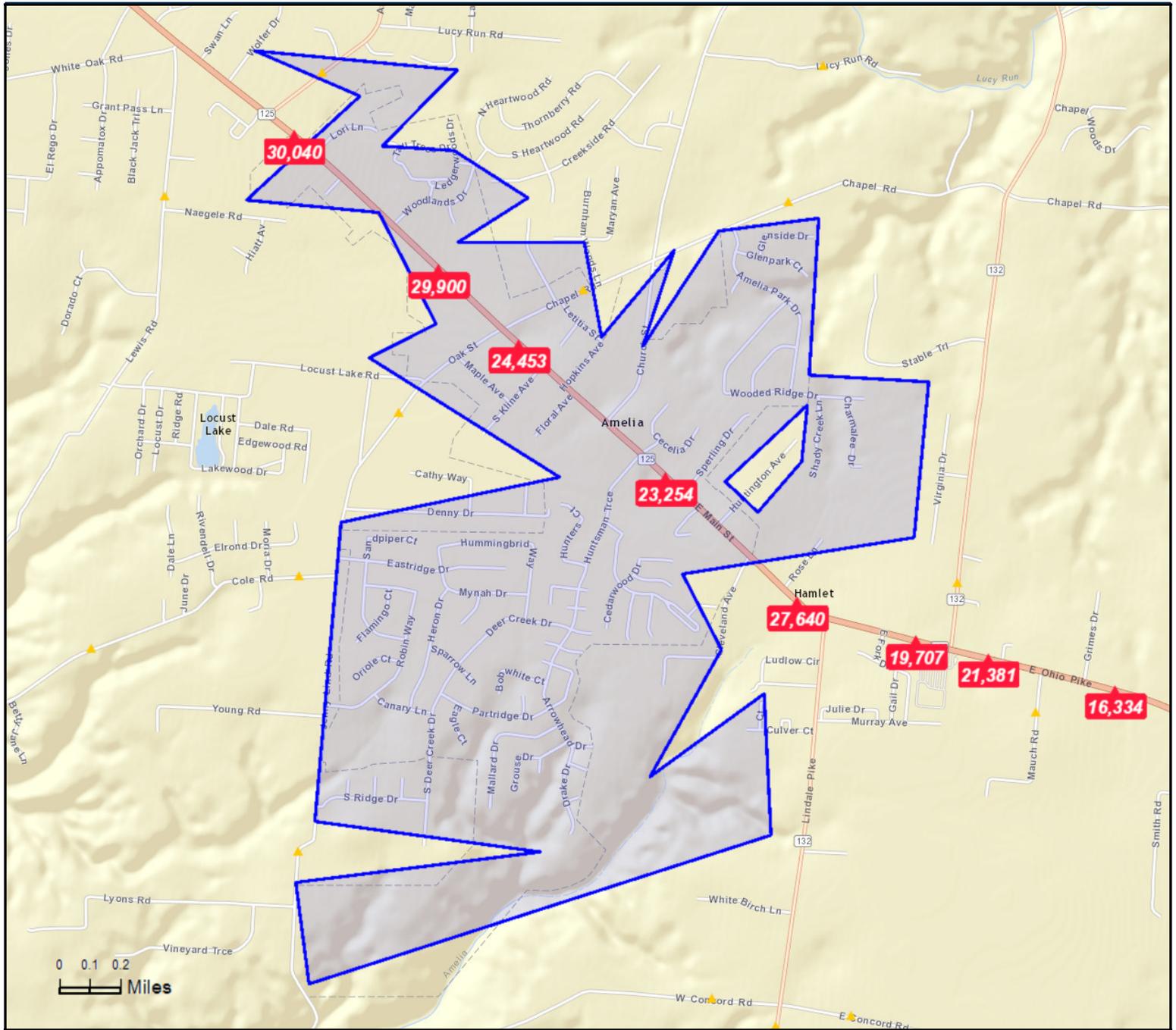
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Amelia Village, OH
 Amelia Village, OH (3901742)
 Geography: Place

Prepared by Esri



- 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 27, 2016

Data for all businesses in area

Total Businesses:	125
Total Employees:	972
Total Residential Population:	5,113
Employee/Residential Population Ratio:	0.19:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	2.4%	4	0.4%
Construction	8	6.4%	29	3.0%
Manufacturing	1	0.8%	16	1.6%
Transportation	2	1.6%	17	1.7%
Communication	1	0.8%	2	0.2%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	0.8%	7	0.7%
Retail Trade Summary	29	23.2%	361	37.1%
Home Improvement	2	1.6%	12	1.2%
General Merchandise Stores	1	0.8%	6	0.6%
Food Stores	5	4.0%	172	17.7%
Auto Dealers, Gas Stations, Auto Aftermarket	5	4.0%	38	3.9%
Apparel & Accessory Stores	1	0.8%	3	0.3%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	3.2%	61	6.3%
Miscellaneous Retail	11	8.8%	69	7.1%
Finance, Insurance, Real Estate Summary	23	18.4%	52	5.3%
Banks, Savings & Lending Institutions	12	9.6%	27	2.8%
Securities Brokers	2	1.6%	3	0.3%
Insurance Carriers & Agents	4	3.2%	12	1.2%
Real Estate, Holding, Other Investment Offices	5	4.0%	10	1.0%
Services Summary	50	40.0%	466	47.9%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	3	2.4%	15	1.5%
Motion Pictures & Amusements	7	5.6%	8	0.8%
Health Services	1	0.8%	3	0.3%
Legal Services	3	2.4%	22	2.3%
Education Institutions & Libraries	2	1.6%	73	7.5%
Other Services	34	27.2%	345	35.5%
Government	1	0.8%	18	1.9%
Unclassified Establishments	6	4.8%	0	0.0%
Totals	125	100.0%	972	100.0%

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

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	8	6.4%	29	3.0%
Manufacturing	2	1.6%	22	2.3%
Wholesale Trade	1	0.8%	7	0.7%
Retail Trade	23	18.4%	281	28.9%
Motor Vehicle & Parts Dealers	4	3.2%	28	2.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.6%	12	1.2%
Food & Beverage Stores	2	1.6%	160	16.5%
Health & Personal Care Stores	4	3.2%	19	2.0%
Gasoline Stations	1	0.8%	10	1.0%
Clothing & Clothing Accessories Stores	3	2.4%	14	1.4%
Sport Goods, Hobby, Book, & Music Stores	1	0.8%	7	0.7%
General Merchandise Stores	1	0.8%	6	0.6%
Miscellaneous Store Retailers	4	3.2%	25	2.6%
Nonstore Retailers	1	0.8%	0	0.0%
Transportation & Warehousing	2	1.6%	17	1.7%
Information	3	2.4%	19	2.0%
Finance & Insurance	19	15.2%	55	5.7%
Central Bank/Credit Intermediation & Related Activities	13	10.4%	40	4.1%
Securities, Commodity Contracts & Other Financial	2	1.6%	3	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	4	3.2%	12	1.2%
Real Estate, Rental & Leasing	9	7.2%	14	1.4%
Professional, Scientific & Tech Services	9	7.2%	47	4.8%
Legal Services	4	3.2%	25	2.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	2.4%	6	0.6%
Educational Services	3	2.4%	62	6.4%
Health Care & Social Assistance	6	4.8%	123	12.7%
Arts, Entertainment & Recreation	1	0.8%	2	0.2%
Accommodation & Food Services	4	3.2%	61	6.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	4	3.2%	61	6.3%
Other Services (except Public Administration)	25	20.0%	209	21.5%
Automotive Repair & Maintenance	3	2.4%	15	1.5%
Public Administration	1	0.8%	18	1.9%
Unclassified Establishments	6	4.8%	0	0.0%
Total	125	100.0%	972	100.0%

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

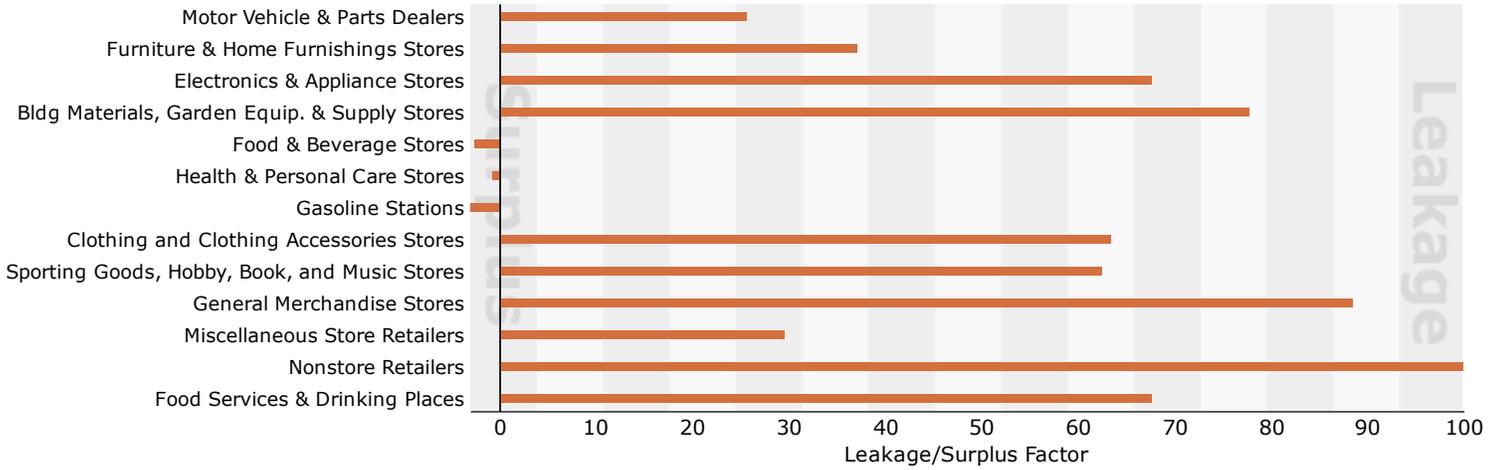
Summary Demographics						
2016 Population						5,113
2016 Households						1,942
2016 Median Disposable Income						\$46,795
2016 Per Capita Income						\$23,201
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$67,037,567	\$34,832,972	\$32,204,595	31.6	27
Total Retail Trade	44-45	\$60,851,708	\$33,640,686	\$27,211,022	28.8	24
Total Food & Drink	722	\$6,185,859	\$1,192,286	\$4,993,573	67.7	3
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,060,674	\$8,323,144	\$5,737,530	25.6	6
Automobile Dealers	4411	\$11,548,044	\$4,961,789	\$6,586,255	39.9	3
Other Motor Vehicle Dealers	4412	\$1,507,675	\$2,372,215	-\$864,540	-22.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,004,955	\$989,140	\$15,815	0.8	2
Furniture & Home Furnishings Stores	442	\$1,653,446	\$757,028	\$896,418	37.2	1
Furniture Stores	4421	\$1,083,710	\$0	\$1,083,710	100.0	0
Home Furnishings Stores	4422	\$569,736	\$757,028	-\$187,292	-14.1	1
Electronics & Appliance Stores	443	\$3,398,808	\$655,154	\$2,743,654	67.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,837,888	\$354,309	\$2,483,579	77.8	2
Bldg Material & Supplies Dealers	4441	\$2,467,378	\$354,309	\$2,113,069	74.9	2
Lawn & Garden Equip & Supply Stores	4442	\$370,510	\$0	\$370,510	100.0	0
Food & Beverage Stores	445	\$10,730,493	\$11,313,844	-\$583,351	-2.6	1
Grocery Stores	4451	\$9,896,730	\$11,313,844	-\$1,417,114	-6.7	1
Specialty Food Stores	4452	\$519,558	\$0	\$519,558	100.0	0
Beer, Wine & Liquor Stores	4453	\$314,205	\$0	\$314,205	100.0	0
Health & Personal Care Stores	446,4461	\$4,344,305	\$4,409,179	-\$64,874	-0.7	4
Gasoline Stations	447,4471	\$4,304,713	\$4,570,348	-\$265,635	-3.0	2
Clothing & Clothing Accessories Stores	448	\$2,723,928	\$609,546	\$2,114,382	63.4	2
Clothing Stores	4481	\$1,713,100	\$145,288	\$1,567,812	84.4	1
Shoe Stores	4482	\$332,616	\$0	\$332,616	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$678,212	\$464,258	\$213,954	18.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,064,512	\$476,886	\$1,587,626	62.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,680,384	\$476,886	\$1,203,498	55.8	1
Book, Periodical & Music Stores	4512	\$384,128	\$0	\$384,128	100.0	0
General Merchandise Stores	452	\$11,142,660	\$675,851	\$10,466,809	88.6	1
Department Stores Excluding Leased Depts.	4521	\$8,830,882	\$0	\$8,830,882	100.0	0
Other General Merchandise Stores	4529	\$2,311,778	\$675,851	\$1,635,927	54.8	1
Miscellaneous Store Retailers	453	\$2,757,910	\$1,495,397	\$1,262,513	29.7	3
Florists	4531	\$104,260	\$0	\$104,260	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$655,590	\$0	\$655,590	100.0	0
Used Merchandise Stores	4533	\$421,356	\$82,777	\$338,579	67.2	1
Other Miscellaneous Store Retailers	4539	\$1,576,704	\$1,412,620	\$164,084	5.5	2
Nonstore Retailers	454	\$832,371	\$0	\$832,371	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$515,341	\$0	\$515,341	100.0	0
Vending Machine Operators	4542	\$95,928	\$0	\$95,928	100.0	0
Direct Selling Establishments	4543	\$221,102	\$0	\$221,102	100.0	0
Food Services & Drinking Places	722	\$6,185,859	\$1,192,286	\$4,993,573	67.7	3
Full-Service Restaurants	7221	\$3,069,907	\$1,103,922	\$1,965,985	47.1	2
Limited-Service Eating Places	7222	\$2,769,367	\$0	\$2,769,367	100.0	0
Special Food Services	7223	\$156,884	\$88,364	\$68,520	27.9	1
Drinking Places - Alcoholic Beverages	7224	\$189,701	\$0	\$189,701	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.

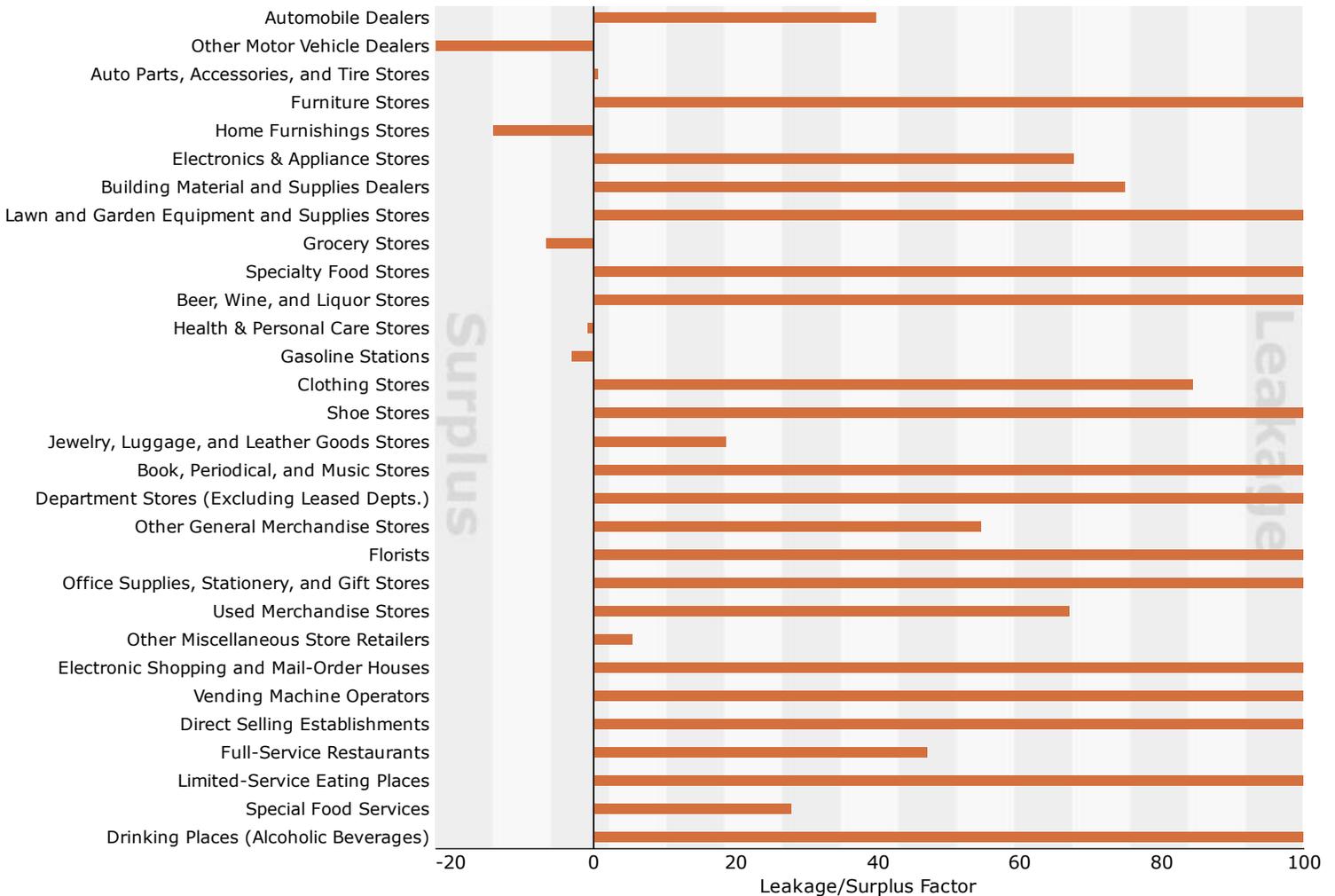
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.

Demographic Summary		2016	2021
Population		5,113	5,345
Population 18+		3,548	3,596
Households		1,942	2,031
Median Household Income		\$56,505	\$62,273

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,744	49.2%	104
Bought any women's clothing in last 12 months	1,677	47.3%	108
Bought clothing for child <13 years in last 6 months	1,244	35.1%	127
Bought any shoes in last 12 months	2,075	58.5%	109
Bought costume jewelry in last 12 months	730	20.6%	105
Bought any fine jewelry in last 12 months	625	17.6%	96
Bought a watch in last 12 months	405	11.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	1,784	91.9%	107
HH bought/leased new vehicle last 12 mo	198	10.2%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,203	90.3%	106
Bought/changed motor oil in last 12 months	1,894	53.4%	109
Had tune-up in last 12 months	1,168	32.9%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,399	67.6%	103
Drank regular cola in last 6 months	1,589	44.8%	100
Drank beer/ale in last 6 months	1,483	41.8%	98
Cameras (Adults)			
Own digital point & shoot camera	1,110	31.3%	107
Own digital single-lens reflex (SLR) camera	304	8.6%	99
Bought any camera in last 12 months	226	6.4%	112
Printed digital photos in last 12 months	114	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,398	39.4%	109
Have a smartphone	2,422	68.3%	116
Have a smartphone: Android phone (any brand)	1,096	30.9%	115
Have a smartphone: Apple iPhone	1,123	31.7%	122
Number of cell phones in household: 1	473	24.4%	76
Number of cell phones in household: 2	783	40.3%	108
Number of cell phones in household: 3+	616	31.7%	125
HH has cell phone only (no landline telephone)	957	49.3%	118
Computers (Households)			
HH owns a computer	1,633	84.1%	109
HH owns desktop computer	991	51.0%	113
HH owns laptop/notebook	1,208	62.2%	115
HH owns any Apple/Mac brand computer	278	14.3%	95
HH owns any PC/non-Apple brand computer	1,480	76.2%	112
HH purchased most recent computer in a store	809	41.7%	111
HH purchased most recent computer online	299	15.4%	118
Spent <\$500 on most recent home computer	296	15.2%	105
Spent \$500-\$999 on most recent home computer	446	23.0%	120
Spent \$1,000-\$1,499 on most recent home computer	190	9.8%	103
Spent \$1,500-\$1,999 on most recent home computer	92	4.7%	104
Spent \$2,000+ on most recent home computer	69	3.6%	91

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

Amelia Village, OH
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,946	54.8%	108
Bought brewed coffee at convenience store in last 30 days	533	15.0%	96
Bought cigarettes at convenience store in last 30 days	412	11.6%	93
Bought gas at convenience store in last 30 days	1,352	38.1%	115
Spent at convenience store in last 30 days: <\$20	299	8.4%	104
Spent at convenience store in last 30 days: \$20-\$39	312	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	287	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	180	5.1%	115
Spent at convenience store in last 30 days: \$100+	868	24.5%	107
Entertainment (Adults)			
Attended a movie in last 6 months	2,295	64.7%	109
Went to live theater in last 12 months	410	11.6%	89
Went to a bar/night club in last 12 months	623	17.6%	105
Dined out in last 12 months	1,707	48.1%	107
Gambled at a casino in last 12 months	530	14.9%	109
Visited a theme park in last 12 months	835	23.5%	134
Viewed movie (video-on-demand) in last 30 days	623	17.6%	103
Viewed TV show (video-on-demand) in last 30 days	443	12.5%	97
Watched any pay-per-view TV in last 12 months	550	15.5%	118
Downloaded a movie over the Internet in last 30 days	269	7.6%	106
Downloaded any individual song in last 6 months	871	24.5%	120
Watched a movie online in the last 30 days	614	17.3%	108
Watched a TV program online in last 30 days	547	15.4%	103
Played a video/electronic game (console) in last 12 months	431	12.1%	116
Played a video/electronic game (portable) in last 12 months	173	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	1,383	39.0%	125
Used ATM/cash machine in last 12 months	1,920	54.1%	110
Own any stock	222	6.3%	82
Own U.S. savings bond	160	4.5%	85
Own shares in mutual fund (stock)	227	6.4%	88
Own shares in mutual fund (bonds)	167	4.7%	97
Have interest checking account	1,038	29.3%	104
Have non-interest checking account	1,098	30.9%	109
Have savings account	2,124	59.9%	111
Have 401K retirement savings plan	573	16.1%	111
Own/used any credit/debit card in last 12 months	2,785	78.5%	105
Avg monthly credit card expenditures: <\$111	497	14.0%	121
Avg monthly credit card expenditures: \$111-\$225	262	7.4%	107
Avg monthly credit card expenditures: \$226-\$450	231	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	199	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	146	4.1%	95
Avg monthly credit card expenditures: \$1,001+	262	7.4%	81
Did banking online in last 12 months	1,596	45.0%	126
Did banking on mobile device in last 12 months	764	21.5%	154
Paid bills online in last 12 months	1,851	52.2%	121

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Retail Market Potential

Amelia Village, OH
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,419	73.1%	105
Used bread in last 6 months	1,845	95.0%	101
Used chicken (fresh or frozen) in last 6 months	1,382	71.2%	103
Used turkey (fresh or frozen) in last 6 months	292	15.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,039	53.5%	98
Used fresh fruit/vegetables in last 6 months	1,683	86.7%	101
Used fresh milk in last 6 months	1,750	90.1%	102
Used organic food in last 6 months	337	17.4%	88
Health (Adults)			
Exercise at home 2+ times per week	1,109	31.3%	110
Exercise at club 2+ times per week	478	13.5%	104
Visited a doctor in last 12 months	2,649	74.7%	98
Used vitamin/dietary supplement in last 6 months	1,860	52.4%	99
Home (Households)			
Any home improvement in last 12 months	580	29.9%	111
Used housekeeper/maid/professional HH cleaning service in last 12	231	11.9%	90
Purchased low ticket HH furnishings in last 12 months	341	17.6%	109
Purchased big ticket HH furnishings in last 12 months	457	23.5%	113
Bought any small kitchen appliance in last 12 months	468	24.1%	109
Bought any large kitchen appliance in last 12 months	253	13.0%	102
Insurance (Adults/Households)			
Currently carry life insurance	1,649	46.5%	109
Carry medical/hospital/accident insurance	2,400	67.6%	103
Carry homeowner insurance	1,839	51.8%	110
Carry renter's insurance	321	9.0%	111
Have auto insurance: 1 vehicle in household covered	548	28.2%	91
Have auto insurance: 2 vehicles in household covered	626	32.2%	113
Have auto insurance: 3+ vehicles in household covered	508	26.2%	120
Pets (Households)			
Household owns any pet	1,152	59.3%	110
Household owns any cat	426	21.9%	98
Household owns any dog	934	48.1%	118
Psychographics (Adults)			
Buying American is important to me	1,461	41.2%	97
Usually buy items on credit rather than wait	374	10.5%	90
Usually buy based on quality - not price	675	19.0%	106
Price is usually more important than brand name	953	26.9%	102
Usually use coupons for brands I buy often	652	18.4%	97
Am interested in how to help the environment	529	14.9%	92
Usually pay more for environ safe product	481	13.6%	106
Usually value green products over convenience	347	9.8%	93
Likely to buy a brand that supports a charity	1,207	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	589	16.6%	126
Bought hardcover book in last 12 months	752	21.2%	101
Bought paperback book in last 12 month	1,055	29.7%	95
Read any daily newspaper (paper version)	647	18.2%	70
Read any digital newspaper in last 30 days	1,300	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	3,254	91.7%	101

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Retail Market Potential

Amelia Village, OH
Geography: Place

Prepared by Esri

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	2,815	79.3%	106
Went to family restaurant/steak house: 4+ times a month	1,033	29.1%	106
Went to fast food/drive-in restaurant in last 6 months	3,269	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,622	45.7%	116
Fast food/drive-in last 6 months: eat in	1,377	38.8%	107
Fast food/drive-in last 6 months: home delivery	336	9.5%	124
Fast food/drive-in last 6 months: take-out/drive-thru	1,915	54.0%	116
Fast food/drive-in last 6 months: take-out/walk-in	678	19.1%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,396	39.3%	124
Own e-reader/tablet: iPad	701	19.8%	129
Own any portable MP3 player	1,281	36.1%	117
HH owns 1 TV	349	18.0%	88
HH owns 2 TVs	501	25.8%	99
HH owns 3 TVs	433	22.3%	104
HH owns 4+ TVs	413	21.3%	113
HH subscribes to cable TV	909	46.8%	94
HH subscribes to fiber optic	133	6.8%	90
HH has satellite dish	571	29.4%	116
HH owns DVD/Blu-ray player	1,255	64.6%	107
HH owns camcorder	336	17.3%	124
HH owns portable GPS navigation device	596	30.7%	112
HH purchased video game system in last 12 mos	179	9.2%	116
HH owns Internet video device for TV	168	8.7%	123
Travel (Adults)			
Domestic travel in last 12 months	1,945	54.8%	109
Took 3+ domestic non-business trips in last 12 months	450	12.7%	114
Spent on domestic vacations in last 12 months: <\$1,000	405	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	215	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	152	4.3%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	179	5.0%	129
Spent on domestic vacations in last 12 months: \$3,000+	205	5.8%	105
Domestic travel in the 12 months: used general travel website	312	8.8%	130
Foreign travel in last 3 years	883	24.9%	103
Took 3+ foreign trips by plane in last 3 years	138	3.9%	86
Spent on foreign vacations in last 12 months: <\$1,000	188	5.3%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	91	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	149	4.2%	85
Foreign travel in last 3 years: used general travel website	163	4.6%	82
Nights spent in hotel/motel in last 12 months: any	1,647	46.4%	114
Took cruise of more than one day in last 3 years	301	8.5%	101
Member of any frequent flyer program	653	18.4%	113
Member of any hotel rewards program	589	16.6%	118

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