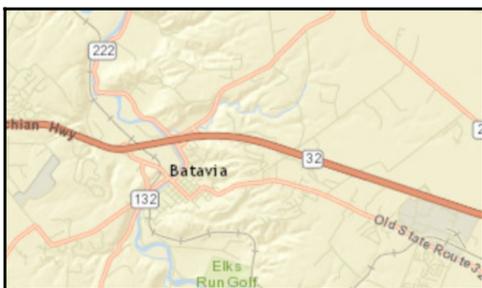
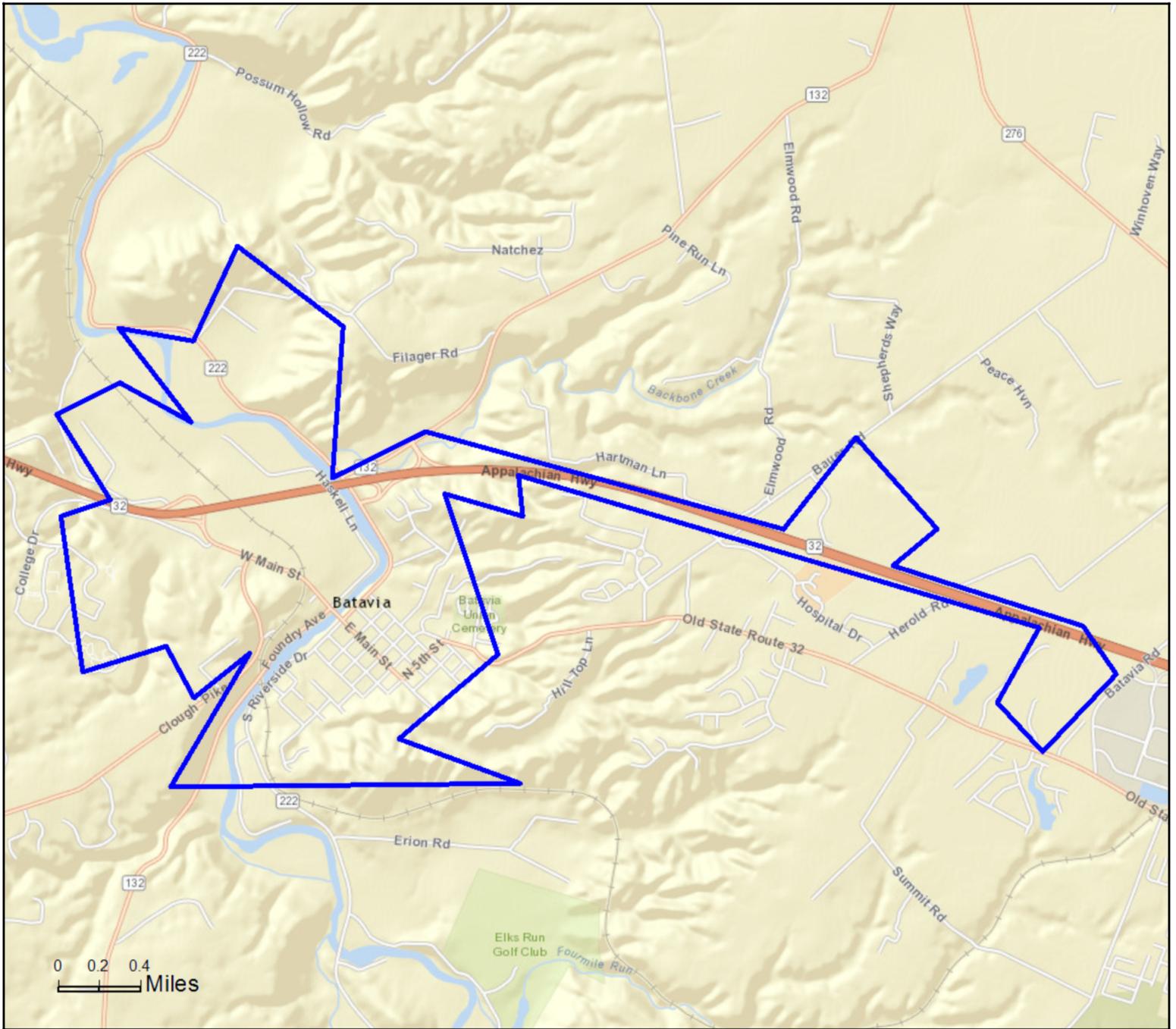


Site Map

Batavia, OH
Batavia Village, OH (3904150)
Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	1,369
2010 Total Population	1,519
2016 Total Population	1,569
2016 Group Quarters	22
2021 Total Population	1,613
2016-2021 Annual Rate	0.55%
Household Summary	
2000 Households	560
2000 Average Household Size	2.43
2010 Households	627
2010 Average Household Size	2.39
2016 Households	652
2016 Average Household Size	2.37
2021 Households	673
2021 Average Household Size	2.37
2016-2021 Annual Rate	0.64%
2010 Families	409
2010 Average Family Size	2.93
2016 Families	443
2016 Average Family Size	2.86
2021 Families	455
2021 Average Family Size	2.85
2016-2021 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	601
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	6.8%
2010 Housing Units	708
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	11.4%
2016 Housing Units	740
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	34.3%
Vacant Housing Units	11.9%
2021 Housing Units	767
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	12.3%
Median Household Income	
2016	\$48,765
2021	\$56,296
Median Home Value	
2016	\$141,584
2021	\$173,322
Per Capita Income	
2016	\$24,316
2021	\$26,638
Median Age	
2010	37.4
2016	35.3
2021	35.5

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	654
<\$15,000	12.8%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	3.1%
\$200,000+	2.0%
Average Household Income	\$63,280
2021 Households by Income	
Household Income Base	673
<\$15,000	12.6%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	3.9%
\$200,000+	2.2%
Average Household Income	\$69,490
2016 Owner Occupied Housing Units by Value	
Total	398
<\$50,000	11.1%
\$50,000 - \$99,999	17.8%
\$100,000 - \$149,999	25.4%
\$150,000 - \$199,999	25.9%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%
Average Home Value	\$153,078
2021 Owner Occupied Housing Units by Value	
Total	413
<\$50,000	7.3%
\$50,000 - \$99,999	10.4%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	36.1%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%
Average Home Value	\$180,932

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	1,519
0 - 4	7.3%
5 - 9	6.9%
10 - 14	6.7%
15 - 24	12.4%
25 - 34	13.8%
35 - 44	12.9%
45 - 54	15.9%
55 - 64	11.3%
65 - 74	7.0%
75 - 84	4.1%
85 +	1.6%
18 +	74.9%
2016 Population by Age	
Total	1,567
0 - 4	7.5%
5 - 9	7.5%
10 - 14	7.0%
15 - 24	13.7%
25 - 34	13.8%
35 - 44	13.3%
45 - 54	14.9%
55 - 64	11.8%
65 - 74	6.4%
75 - 84	2.9%
85 +	1.1%
18 +	74.0%
2021 Population by Age	
Total	1,614
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.2%
15 - 24	12.4%
25 - 34	15.1%
35 - 44	13.6%
45 - 54	12.1%
55 - 64	12.9%
65 - 74	7.7%
75 - 84	3.3%
85 +	1.1%
18 +	74.3%
2010 Population by Sex	
Males	716
Females	803
2016 Population by Sex	
Males	727
Females	840
2021 Population by Sex	
Males	742
Females	872

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	1,519
White Alone	93.7%
Black Alone	3.4%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.8%
Hispanic Origin	0.9%
Diversity Index	13.6

2016 Population by Race/Ethnicity

Total	1,570
White Alone	92.5%
Black Alone	3.7%
American Indian Alone	0.6%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.3%
Hispanic Origin	1.3%
Diversity Index	16.3

2021 Population by Race/Ethnicity

Total	1,614
White Alone	91.1%
Black Alone	4.4%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.7%
Hispanic Origin	1.5%
Diversity Index	19.2

2010 Population by Relationship and Household Type

Total	1,519
In Households	98.6%
In Family Households	81.7%
Householder	26.9%
Spouse	18.0%
Child	32.5%
Other relative	1.4%
Nonrelative	2.8%
In Nonfamily Households	16.9%
In Group Quarters	1.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.4%

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	1,011
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	23.5%
GED/Alternative Credential	5.9%
Some College, No Degree	24.1%
Associate Degree	11.5%
Bachelor's Degree	13.6%
Graduate/Professional Degree	9.1%
2016 Population 15+ by Marital Status	
Total	1,224
Never Married	32.4%
Married	47.9%
Widowed	6.2%
Divorced	13.5%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	97.3%
Civilian Unemployed	2.7%
2016 Employed Population 16+ by Industry	
Total	798
Agriculture/Mining	0.8%
Construction	8.8%
Manufacturing	13.2%
Wholesale Trade	1.9%
Retail Trade	8.3%
Transportation/Utilities	3.3%
Information	1.4%
Finance/Insurance/Real Estate	4.6%
Services	52.2%
Public Administration	5.6%
2016 Employed Population 16+ by Occupation	
Total	799
White Collar	57.9%
Management/Business/Financial	16.5%
Professional	19.5%
Sales	8.1%
Administrative Support	13.8%
Services	17.5%
Blue Collar	24.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.4%
Installation/Maintenance/Repair	3.1%
Production	8.4%
Transportation/Material Moving	4.6%
2010 Population By Urban/ Rural Status	
Total Population	1,519
Population Inside Urbanized Area	98.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.9%

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	627
Households with 1 Person	30.6%
Households with 2+ People	69.4%
Family Households	65.2%
Husband-wife Families	43.7%
With Related Children	17.5%
Other Family (No Spouse Present)	21.5%
Other Family with Male Householder	4.9%
With Related Children	2.7%
Other Family with Female Householder	16.6%
With Related Children	11.0%
Nonfamily Households	4.1%
All Households with Children	32.4%
Multigenerational Households	3.0%
Unmarried Partner Households	7.0%
Male-female	6.7%
Same-sex	0.3%
2010 Households by Size	
Total	627
1 Person Household	30.6%
2 Person Household	34.0%
3 Person Household	14.5%
4 Person Household	12.0%
5 Person Household	5.9%
6 Person Household	2.2%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	627
Owner Occupied	59.5%
Owned with a Mortgage/Loan	43.1%
Owned Free and Clear	16.4%
Renter Occupied	40.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	708
Housing Units Inside Urbanized Area	98.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%

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

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

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Traditional Living (12B)
3. Down the Road (10D)

2016 Consumer Spending

Apparel & Services: Total \$	\$1,074,595
Average Spent	\$1,648.15
Spending Potential Index	82
Education: Total \$	\$715,494
Average Spent	\$1,097.38
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$1,570,968
Average Spent	\$2,409.46
Spending Potential Index	83
Food at Home: Total \$	\$2,746,954
Average Spent	\$4,213.12
Spending Potential Index	85
Food Away from Home: Total \$	\$1,683,700
Average Spent	\$2,582.36
Spending Potential Index	83
Health Care: Total \$	\$2,901,302
Average Spent	\$4,449.85
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$961,104
Average Spent	\$1,474.09
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$388,609
Average Spent	\$596.03
Spending Potential Index	81
Shelter: Total \$	\$8,192,532
Average Spent	\$12,565.23
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,270,568
Average Spent	\$1,948.72
Spending Potential Index	84
Travel: Total \$	\$962,002
Average Spent	\$1,475.46
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$563,083
Average Spent	\$863.62
Spending Potential Index	83

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.

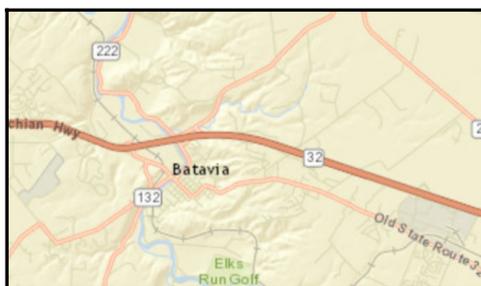
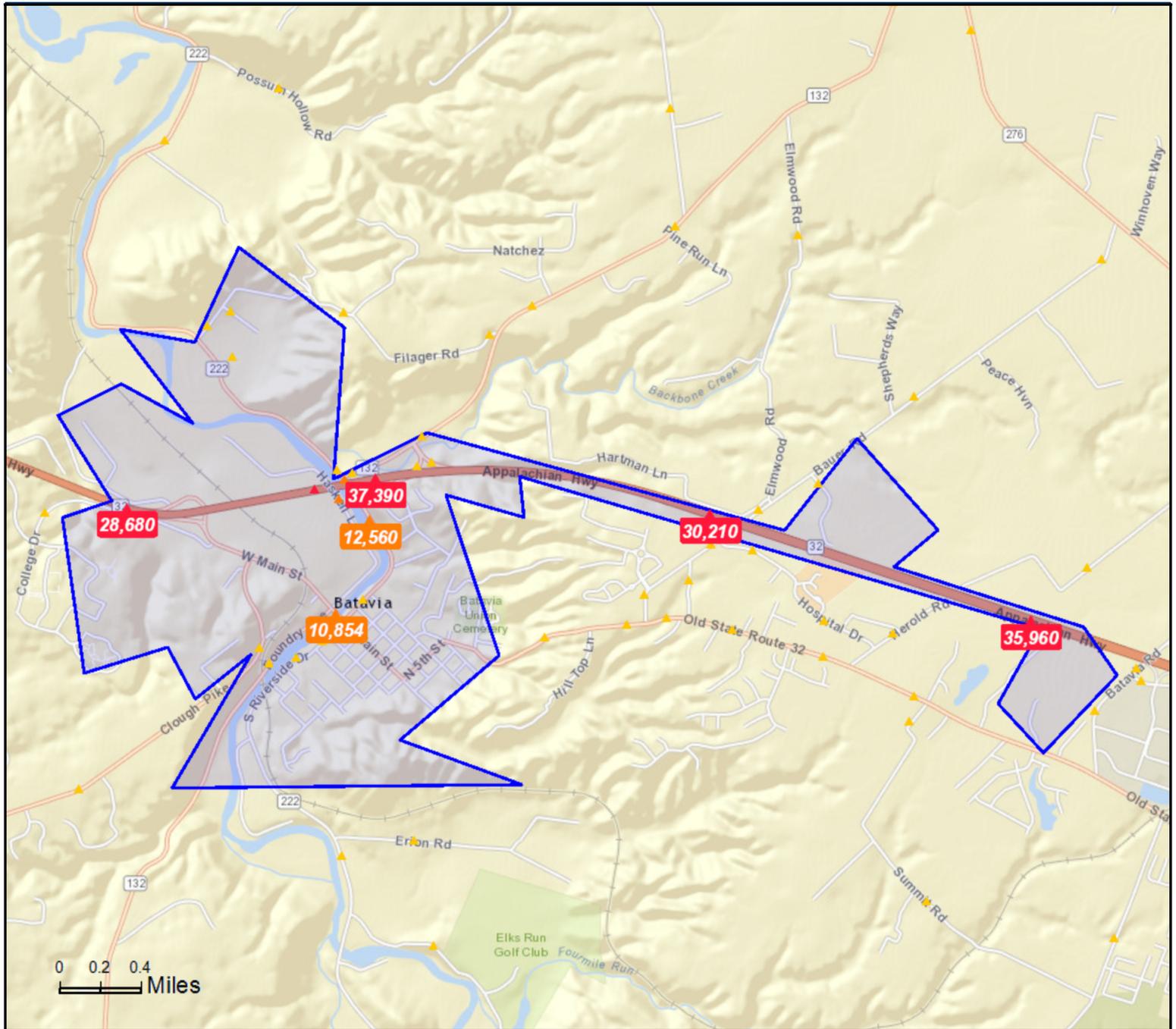
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

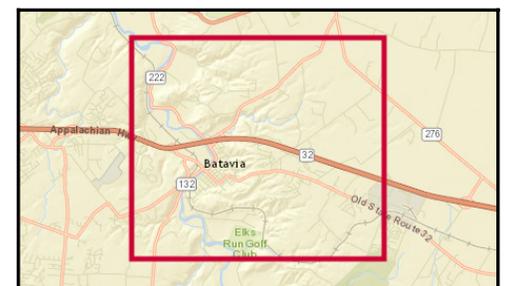
Traffic Count Map

Batavia, OH
 Batavia Village, OH (3904150)
 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 29, 2016

Data for all businesses in area

Total Businesses:	226
Total Employees:	2,393
Total Residential Population:	1,569
Employee/Residential Population Ratio:	1.53:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	1.3%	27	1.1%
Construction	17	7.5%	109	4.6%
Manufacturing	7	3.1%	171	7.1%
Transportation	4	1.8%	36	1.5%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	8	3.5%	178	7.4%
Retail Trade Summary	20	8.8%	112	4.7%
Home Improvement	3	1.3%	18	0.8%
General Merchandise Stores	1	0.4%	6	0.3%
Food Stores	1	0.4%	12	0.5%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.8%	10	0.4%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	3	1.3%	17	0.7%
Eating & Drinking Places	3	1.3%	26	1.1%
Miscellaneous Retail	5	2.2%	23	1.0%
Finance, Insurance, Real Estate Summary	29	12.8%	115	4.8%
Banks, Savings & Lending Institutions	11	4.9%	18	0.8%
Securities Brokers	1	0.4%	3	0.1%
Insurance Carriers & Agents	12	5.3%	68	2.8%
Real Estate, Holding, Other Investment Offices	5	2.2%	26	1.1%
Services Summary	78	34.5%	737	30.8%
Hotels & Lodging	1	0.4%	1	0.0%
Automotive Services	6	2.7%	29	1.2%
Motion Pictures & Amusements	3	1.3%	12	0.5%
Health Services	4	1.8%	32	1.3%
Legal Services	15	6.6%	77	3.2%
Education Institutions & Libraries	10	4.4%	448	18.7%
Other Services	39	17.3%	138	5.8%
Government	55	24.3%	907	37.9%
Unclassified Establishments	5	2.2%	1	0.0%
Totals	226	100.0%	2,393	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	17	7.5%	109	4.6%
Manufacturing	8	3.5%	175	7.3%
Wholesale Trade	8	3.5%	178	7.4%
Retail Trade	16	7.1%	82	3.4%
Motor Vehicle & Parts Dealers	2	0.9%	3	0.1%
Furniture & Home Furnishings Stores	1	0.4%	3	0.1%
Electronics & Appliance Stores	1	0.4%	10	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.3%	18	0.8%
Food & Beverage Stores	1	0.4%	12	0.5%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	2	0.9%	7	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	0.4%	6	0.3%
Miscellaneous Store Retailers	5	2.2%	23	1.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.3%	34	1.4%
Information	3	1.3%	193	8.1%
Finance & Insurance	24	10.6%	89	3.7%
Central Bank/Credit Intermediation & Related Activities	11	4.9%	18	0.8%
Securities, Commodity Contracts & Other Financial	1	0.4%	3	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	12	5.3%	68	2.8%
Real Estate, Rental & Leasing	4	1.8%	25	1.0%
Professional, Scientific & Tech Services	29	12.8%	124	5.2%
Legal Services	16	7.1%	78	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	7	3.1%	32	1.3%
Educational Services	8	3.5%	259	10.8%
Health Care & Social Assistance	4	1.8%	32	1.3%
Arts, Entertainment & Recreation	3	1.3%	10	0.4%
Accommodation & Food Services	4	1.8%	27	1.1%
Accommodation	1	0.4%	1	0.0%
Food Services & Drinking Places	3	1.3%	26	1.1%
Other Services (except Public Administration)	28	12.4%	116	4.8%
Automotive Repair & Maintenance	6	2.7%	29	1.2%
Public Administration	55	24.3%	907	37.9%
Unclassified Establishments	5	2.2%	1	0.0%
Total	226	100.0%	2,393	100.0%

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

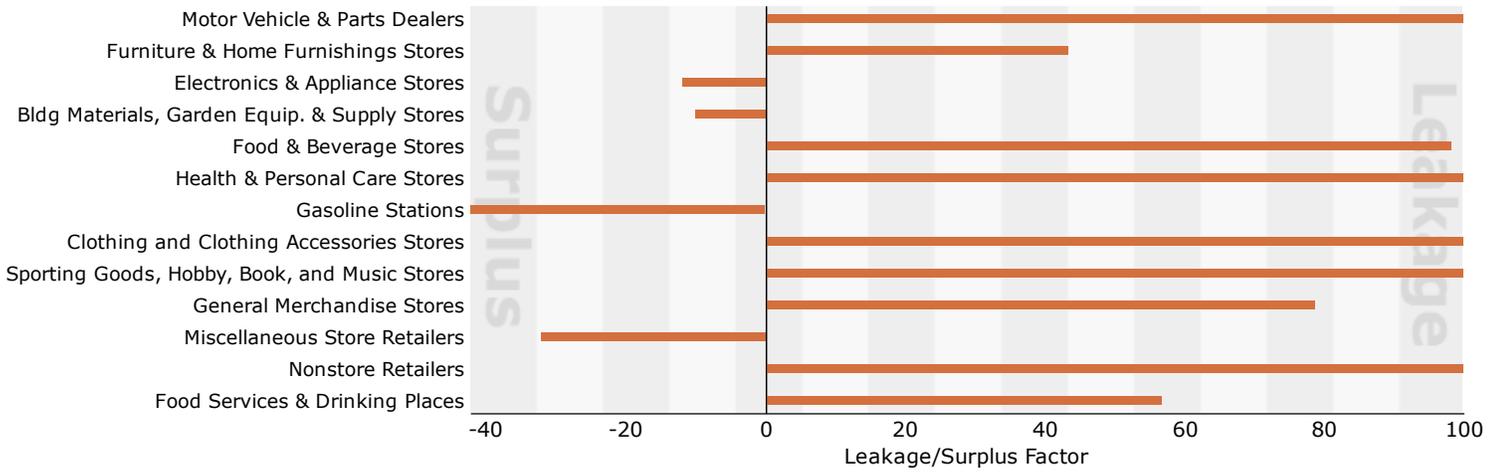
Summary Demographics						
2016 Population						1,569
2016 Households						652
2016 Median Disposable Income						\$40,898
2016 Per Capita Income						\$24,316
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$23,318,019	\$9,621,958	\$13,696,061	41.6	19
Total Retail Trade	44-45	\$21,227,964	\$9,047,101	\$12,180,863	40.2	15
Total Food & Drink	722	\$2,090,055	\$574,857	\$1,515,198	56.9	4
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,892,792	\$0	\$4,892,792	100.0	0
Automobile Dealers	4411	\$4,035,339	\$0	\$4,035,339	100.0	0
Other Motor Vehicle Dealers	4412	\$510,896	\$0	\$510,896	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$346,557	\$0	\$346,557	100.0	0
Furniture & Home Furnishings Stores	442	\$563,939	\$222,147	\$341,792	43.5	1
Furniture Stores	4421	\$369,355	\$0	\$369,355	100.0	0
Home Furnishings Stores	4422	\$194,584	\$222,147	-\$27,563	-6.6	1
Electronics & Appliance Stores	443	\$1,149,936	\$1,461,400	-\$311,464	-11.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$955,789	\$1,170,815	-\$215,026	-10.1	3
Bldg Material & Supplies Dealers	4441	\$812,788	\$1,170,815	-\$358,027	-18.0	3
Lawn & Garden Equip & Supply Stores	4442	\$143,001	\$0	\$143,001	100.0	0
Food & Beverage Stores	445	\$3,818,409	\$31,233	\$3,787,176	98.4	1
Grocery Stores	4451	\$3,523,361	\$0	\$3,523,361	100.0	0
Specialty Food Stores	4452	\$184,589	\$31,233	\$153,356	71.1	1
Beer, Wine & Liquor Stores	4453	\$110,459	\$0	\$110,459	100.0	0
Health & Personal Care Stores	446,4461	\$1,579,153	\$0	\$1,579,153	100.0	0
Gasoline Stations	447,4471	\$1,539,936	\$3,789,832	-\$2,249,896	-42.2	2
Clothing & Clothing Accessories Stores	448	\$913,593	\$0	\$913,593	100.0	0
Clothing Stores	4481	\$582,770	\$0	\$582,770	100.0	0
Shoe Stores	4482	\$113,332	\$0	\$113,332	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$217,491	\$0	\$217,491	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$678,769	\$0	\$678,769	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$547,150	\$0	\$547,150	100.0	0
Book, Periodical & Music Stores	4512	\$131,619	\$0	\$131,619	100.0	0
General Merchandise Stores	452	\$3,841,740	\$452,671	\$3,389,069	78.9	1
Department Stores Excluding Leased Depts.	4521	\$3,024,578	\$0	\$3,024,578	100.0	0
Other General Merchandise Stores	4529	\$817,162	\$452,671	\$364,491	28.7	1
Miscellaneous Store Retailers	453	\$985,818	\$1,919,003	-\$933,185	-32.1	5
Florists	4531	\$39,463	\$218,939	-\$179,476	-69.5	1
Office Supplies, Stationery & Gift Stores	4532	\$224,689	\$0	\$224,689	100.0	0
Used Merchandise Stores	4533	\$143,489	\$173,832	-\$30,343	-9.6	2
Other Miscellaneous Store Retailers	4539	\$578,177	\$1,526,232	-\$948,055	-45.1	2
Nonstore Retailers	454	\$308,090	\$0	\$308,090	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$180,176	\$0	\$180,176	100.0	0
Vending Machine Operators	4542	\$33,856	\$0	\$33,856	100.0	0
Direct Selling Establishments	4543	\$94,058	\$0	\$94,058	100.0	0
Food Services & Drinking Places	722	\$2,090,055	\$574,857	\$1,515,198	56.9	4
Full-Service Restaurants	7221	\$1,037,028	\$574,857	\$462,171	28.7	4
Limited-Service Eating Places	7222	\$934,080	\$0	\$934,080	100.0	0
Special Food Services	7223	\$55,114	\$0	\$55,114	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$63,833	\$0	\$63,833	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.

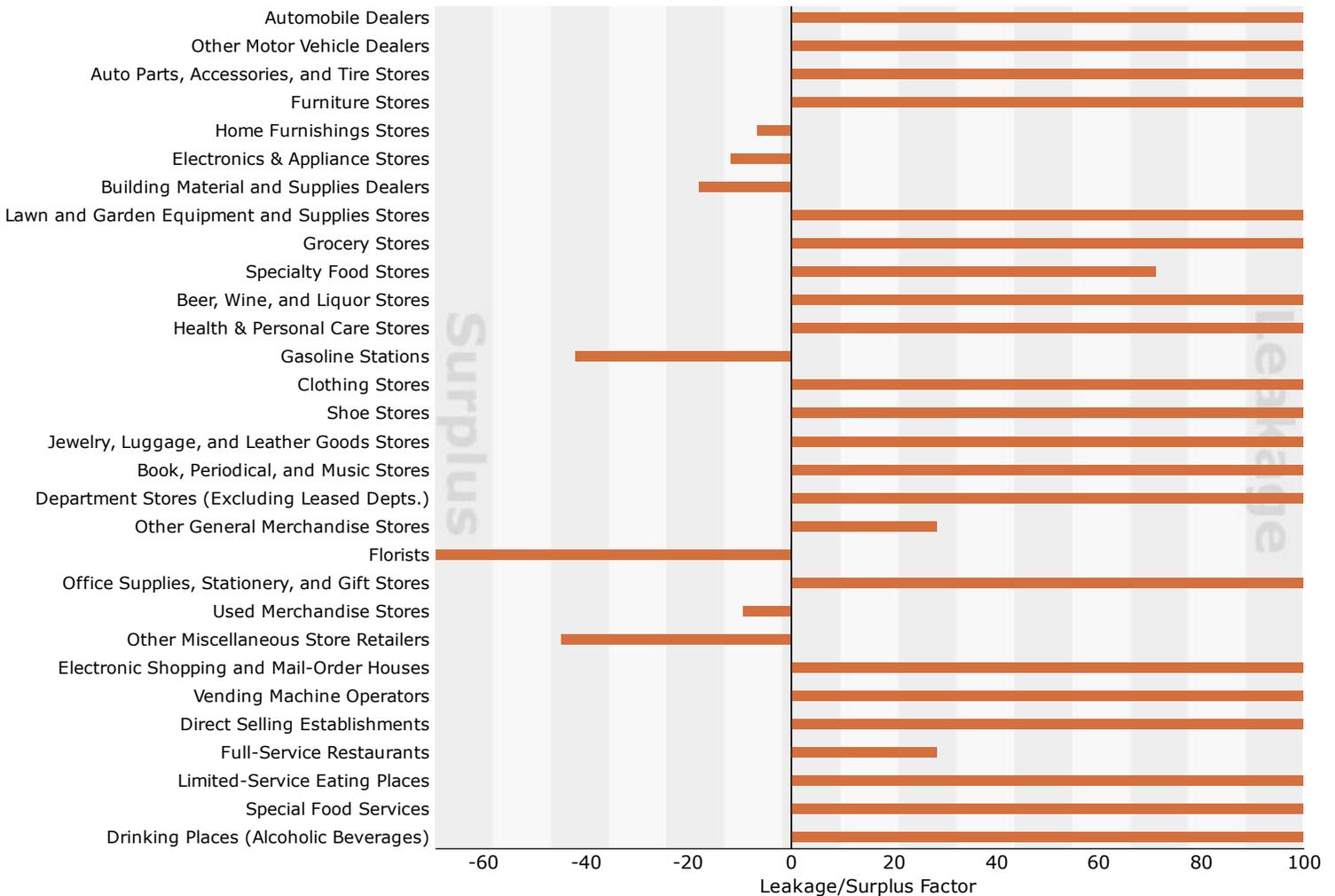
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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		1,569	1,613
Population 18+		1,160	1,199
Households		652	673
Median Household Income		\$48,765	\$56,296

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	553	47.7%	101
Bought any women's clothing in last 12 months	529	45.6%	104
Bought clothing for child <13 years in last 6 months	361	31.1%	113
Bought any shoes in last 12 months	626	54.0%	100
Bought costume jewelry in last 12 months	222	19.1%	98
Bought any fine jewelry in last 12 months	206	17.8%	97
Bought a watch in last 12 months	123	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	575	88.2%	103
HH bought/leased new vehicle last 12 mo	59	9.0%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,043	89.9%	106
Bought/changed motor oil in last 12 months	644	55.5%	113
Had tune-up in last 12 months	370	31.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	752	64.8%	99
Drank regular cola in last 6 months	574	49.5%	110
Drank beer/ale in last 6 months	453	39.1%	92
Cameras (Adults)			
Own digital point & shoot camera	310	26.7%	92
Own digital single-lens reflex (SLR) camera	93	8.0%	93
Bought any camera in last 12 months	62	5.3%	94
Printed digital photos in last 12 months	33	2.8%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	434	37.4%	104
Have a smartphone	682	58.8%	100
Have a smartphone: Android phone (any brand)	371	32.0%	119
Have a smartphone: Apple iPhone	242	20.9%	81
Number of cell phones in household: 1	188	28.8%	90
Number of cell phones in household: 2	264	40.5%	108
Number of cell phones in household: 3+	166	25.5%	100
HH has cell phone only (no landline telephone)	328	50.3%	120
Computers (Households)			
HH owns a computer	494	75.8%	99
HH owns desktop computer	299	45.9%	101
HH owns laptop/notebook	348	53.4%	98
HH owns any Apple/Mac brand computer	64	9.8%	65
HH owns any PC/non-Apple brand computer	453	69.5%	102
HH purchased most recent computer in a store	241	37.0%	98
HH purchased most recent computer online	82	12.6%	96
Spent <\$500 on most recent home computer	101	15.5%	107
Spent \$500-\$999 on most recent home computer	123	18.9%	99
Spent \$1,000-\$1,499 on most recent home computer	54	8.3%	87
Spent \$1,500-\$1,999 on most recent home computer	27	4.1%	91
Spent \$2,000+ on most recent home computer	21	3.2%	82

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

Batavia, 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	612	52.8%	104
Bought brewed coffee at convenience store in last 30 days	176	15.2%	97
Bought cigarettes at convenience store in last 30 days	204	17.6%	141
Bought gas at convenience store in last 30 days	479	41.3%	125
Spent at convenience store in last 30 days: <\$20	79	6.8%	84
Spent at convenience store in last 30 days: \$20-\$39	100	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	80	6.9%	90
Spent at convenience store in last 30 days: \$51-\$99	65	5.6%	127
Spent at convenience store in last 30 days: \$100+	323	27.8%	122
Entertainment (Adults)			
Attended a movie in last 6 months	656	56.6%	95
Went to live theater in last 12 months	114	9.8%	76
Went to a bar/night club in last 12 months	186	16.0%	96
Dined out in last 12 months	523	45.1%	101
Gambled at a casino in last 12 months	136	11.7%	86
Visited a theme park in last 12 months	180	15.5%	88
Viewed movie (video-on-demand) in last 30 days	188	16.2%	95
Viewed TV show (video-on-demand) in last 30 days	137	11.8%	91
Watched any pay-per-view TV in last 12 months	140	12.1%	92
Downloaded a movie over the Internet in last 30 days	68	5.9%	82
Downloaded any individual song in last 6 months	239	20.6%	101
Watched a movie online in the last 30 days	172	14.8%	93
Watched a TV program online in last 30 days	147	12.7%	85
Played a video/electronic game (console) in last 12 months	147	12.7%	121
Played a video/electronic game (portable) in last 12 months	52	4.5%	98
Financial (Adults)			
Have home mortgage (1st)	366	31.6%	101
Used ATM/cash machine in last 12 months	554	47.8%	97
Own any stock	64	5.5%	72
Own U.S. savings bond	40	3.4%	65
Own shares in mutual fund (stock)	54	4.7%	64
Own shares in mutual fund (bonds)	37	3.2%	66
Have interest checking account	302	26.0%	92
Have non-interest checking account	365	31.5%	111
Have savings account	614	52.9%	98
Have 401K retirement savings plan	177	15.3%	105
Own/used any credit/debit card in last 12 months	844	72.8%	98
Avg monthly credit card expenditures: <\$111	160	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	65	5.6%	81
Avg monthly credit card expenditures: \$226-\$450	72	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	51	4.4%	82
Avg monthly credit card expenditures: \$701-\$1,000	27	2.3%	54
Avg monthly credit card expenditures: \$1,001+	70	6.0%	67
Did banking online in last 12 months	428	36.9%	103
Did banking on mobile device in last 12 months	181	15.6%	111
Paid bills online in last 12 months	522	45.0%	105

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Retail Market Potential

Batavia, 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	480	73.6%	106
Used bread in last 6 months	616	94.5%	101
Used chicken (fresh or frozen) in last 6 months	455	69.8%	101
Used turkey (fresh or frozen) in last 6 months	100	15.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	354	54.3%	99
Used fresh fruit/vegetables in last 6 months	560	85.9%	100
Used fresh milk in last 6 months	583	89.4%	102
Used organic food in last 6 months	91	14.0%	71
Health (Adults)			
Exercise at home 2+ times per week	281	24.2%	85
Exercise at club 2+ times per week	116	10.0%	77
Visited a doctor in last 12 months	879	75.8%	100
Used vitamin/dietary supplement in last 6 months	555	47.8%	91
Home (Households)			
Any home improvement in last 12 months	171	26.2%	98
Used housekeeper/maid/professional HH cleaning service in last 12	57	8.7%	66
Purchased low ticket HH furnishings in last 12 months	100	15.3%	95
Purchased big ticket HH furnishings in last 12 months	139	21.3%	102
Bought any small kitchen appliance in last 12 months	140	21.5%	97
Bought any large kitchen appliance in last 12 months	90	13.8%	108
Insurance (Adults/Households)			
Currently carry life insurance	517	44.6%	104
Carry medical/hospital/accident insurance	737	63.5%	97
Carry homeowner insurance	576	49.7%	106
Carry renter's insurance	72	6.2%	76
Have auto insurance: 1 vehicle in household covered	205	31.4%	102
Have auto insurance: 2 vehicles in household covered	194	29.8%	104
Have auto insurance: 3+ vehicles in household covered	140	21.5%	98
Pets (Households)			
Household owns any pet	395	60.6%	113
Household owns any cat	179	27.5%	122
Household owns any dog	308	47.2%	116
Psychographics (Adults)			
Buying American is important to me	554	47.8%	113
Usually buy items on credit rather than wait	131	11.3%	96
Usually buy based on quality - not price	210	18.1%	101
Price is usually more important than brand name	335	28.9%	110
Usually use coupons for brands I buy often	245	21.1%	112
Am interested in how to help the environment	166	14.3%	88
Usually pay more for environ safe product	130	11.2%	88
Usually value green products over convenience	107	9.2%	88
Likely to buy a brand that supports a charity	413	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	133	11.5%	87
Bought hardcover book in last 12 months	213	18.4%	88
Bought paperback book in last 12 month	347	29.9%	95
Read any daily newspaper (paper version)	273	23.5%	90
Read any digital newspaper in last 30 days	345	29.7%	89
Read any magazine (paper/electronic version) in last 6 months	1,049	90.4%	100

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Retail Market Potential

Batavia, 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	875	75.4%	101
Went to family restaurant/steak house: 4+ times a month	316	27.2%	99
Went to fast food/drive-in restaurant in last 6 months	1,061	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	494	42.6%	108
Fast food/drive-in last 6 months: eat in	436	37.6%	103
Fast food/drive-in last 6 months: home delivery	105	9.1%	118
Fast food/drive-in last 6 months: take-out/drive-thru	605	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	236	20.3%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	332	28.6%	90
Own e-reader/tablet: iPad	123	10.6%	69
Own any portable MP3 player	324	27.9%	91
HH owns 1 TV	124	19.0%	93
HH owns 2 TVs	158	24.2%	93
HH owns 3 TVs	150	23.0%	108
HH owns 4+ TVs	122	18.7%	99
HH subscribes to cable TV	316	48.5%	98
HH subscribes to fiber optic	24	3.7%	48
HH has satellite dish	184	28.2%	111
HH owns DVD/Blu-ray player	397	60.9%	101
HH owns camcorder	76	11.7%	83
HH owns portable GPS navigation device	167	25.6%	93
HH purchased video game system in last 12 mos	45	6.9%	87
HH owns Internet video device for TV	39	6.0%	85
Travel (Adults)			
Domestic travel in last 12 months	532	45.9%	92
Took 3+ domestic non-business trips in last 12 months	103	8.9%	80
Spent on domestic vacations in last 12 months: <\$1,000	116	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	62	5.3%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	36	3.1%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	43	3.7%	95
Spent on domestic vacations in last 12 months: \$3,000+	41	3.5%	64
Domestic travel in the 12 months: used general travel website	59	5.1%	75
Foreign travel in last 3 years	193	16.6%	69
Took 3+ foreign trips by plane in last 3 years	19	1.6%	36
Spent on foreign vacations in last 12 months: <\$1,000	29	2.5%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	30	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	34	2.9%	59
Foreign travel in last 3 years: used general travel website	36	3.1%	56
Nights spent in hotel/motel in last 12 months: any	415	35.8%	88
Took cruise of more than one day in last 3 years	74	6.4%	76
Member of any frequent flyer program	112	9.7%	59
Member of any hotel rewards program	137	11.8%	84

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