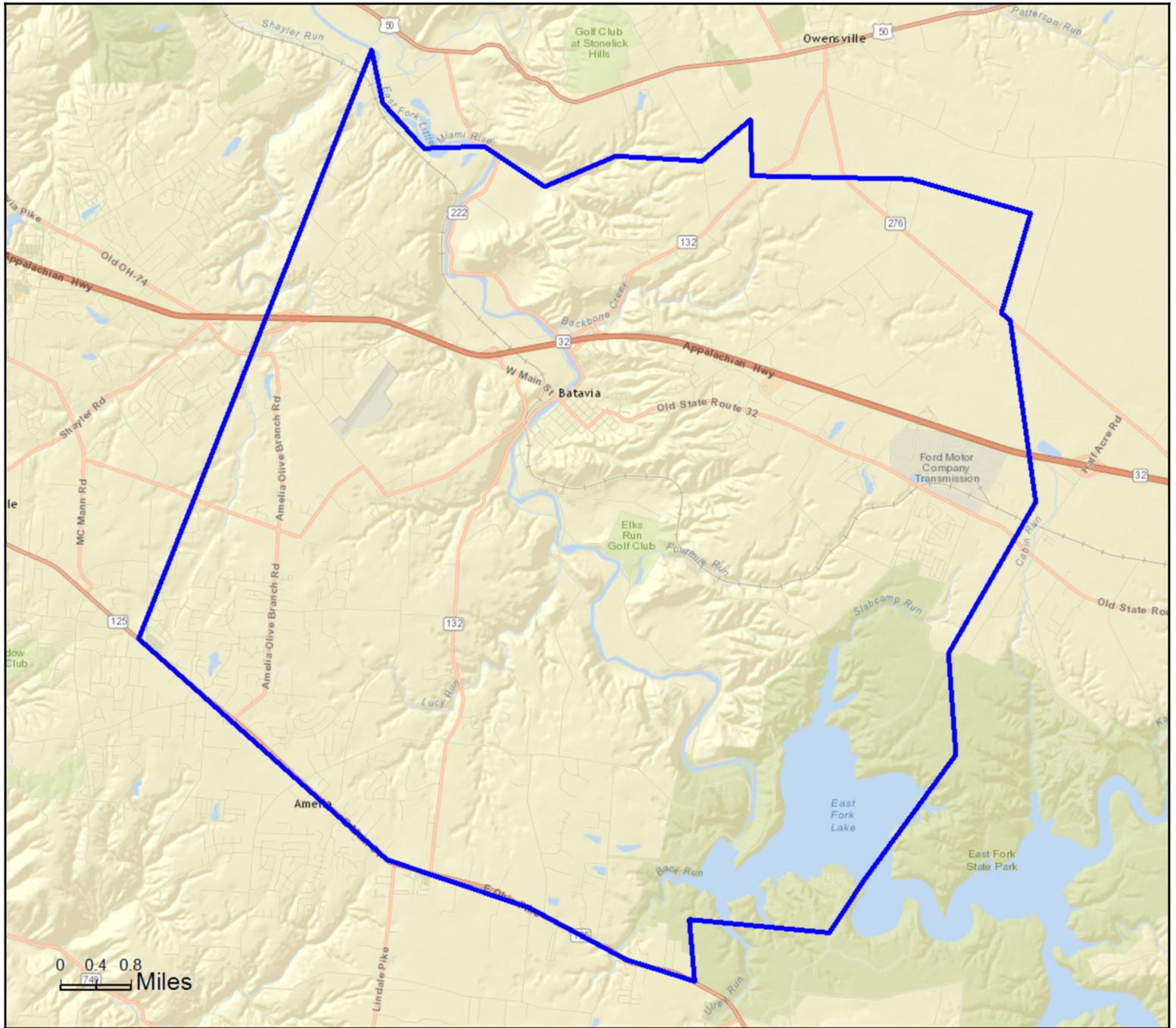


Site Map

Batavia Township
 Batavia township (3902504157)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	17,503
2010 Total Population	23,280
2016 Total Population	24,934
2016 Group Quarters	683
2020 Total Population	26,197
2016-2021 Annual Rate	0.99%
Household Summary	
2000 Households	6,238
2000 Average Household Size	2.70
2010 Households	8,476
2010 Average Household Size	2.67
2016 Households	9,113
2016 Average Household Size	2.66
2021 Households	9,598
2021 Average Household Size	2.66
2016-2021 Annual Rate	1.04%
2010 Families	6,173
2010 Average Family Size	3.10
2016 Families	6,568
2016 Average Family Size	3.10
2021 Families	6,881
2021 Average Family Size	3.11
2016-2021 Annual Rate	0.94%
Housing Unit Summary	
2000 Housing Units	6,637
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	6.0%
2010 Housing Units	9,117
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	7.0%
2016 Housing Units	9,814
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	7.1%
2021 Housing Units	10,378
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	7.5%
Median Household Income	
2016	\$56,618
2021	\$64,566
Median Home Value	
2016	\$169,612
2021	\$203,231
Per Capita Income	
2016	\$26,135
2021	\$29,160
Median Age	
2010	34.2
2016	35.1
2021	35.6

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	9,113
<\$15,000	11.9%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	5.0%
\$200,000+	2.5%
Average Household Income	\$69,921

2021 Households by Income

Household Income Base	9,598
<\$15,000	11.2%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	6.1%
\$200,000+	2.8%
Average Household Income	\$78,084

2016 Owner Occupied Housing Units by Value

Total	6,108
<\$50,000	9.6%
\$50,000 - \$99,999	9.7%
\$100,000 - \$149,999	22.3%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.3%
Average Home Value	\$199,198

2021 Owner Occupied Housing Units by Value

Total	6,426
<\$50,000	7.8%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	25.3%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	12.9%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.2%
Average Home Value	\$227,124

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	23,280
0 - 4	8.8%
5 - 9	8.0%
10 - 14	7.0%
15 - 24	12.9%
25 - 34	14.5%
35 - 44	14.1%
45 - 54	14.7%
55 - 64	10.6%
65 - 74	5.5%
75 - 84	3.1%
85 +	1.0%
18 +	72.3%
2016 Population by Age	
Total	24,934
0 - 4	8.2%
5 - 9	8.0%
10 - 14	7.1%
15 - 24	12.6%
25 - 34	14.0%
35 - 44	13.6%
45 - 54	13.5%
55 - 64	12.2%
65 - 74	6.7%
75 - 84	3.0%
85 +	1.1%
18 +	73.0%
2021 Population by Age	
Total	26,197
0 - 4	7.9%
5 - 9	7.6%
10 - 14	7.5%
15 - 24	12.4%
25 - 34	13.8%
35 - 44	13.4%
45 - 54	12.5%
55 - 64	12.3%
65 - 74	7.9%
75 - 84	3.6%
85 +	1.2%
18 +	73.1%
2010 Population by Sex	
Males	11,392
Females	11,888
2016 Population by Sex	
Males	12,223
Females	12,711
2021 Population by Sex	
Males	12,856
Females	13,341

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	23,280
White Alone	95.2%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.8%
Hispanic Origin	1.4%
Diversity Index	11.7
2016 Population by Race/Ethnicity	
Total	24,934
White Alone	94.0%
Black Alone	2.2%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.2%
Hispanic Origin	1.8%
Diversity Index	14.8
2021 Population by Race/Ethnicity	
Total	26,197
White Alone	92.8%
Black Alone	2.7%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.6%
Hispanic Origin	2.2%
Diversity Index	17.6
2010 Population by Relationship and Household Type	
Total	23,280
In Households	97.1%
In Family Households	84.8%
Householder	26.5%
Spouse	19.2%
Child	34.1%
Other relative	2.3%
Nonrelative	2.6%
In Nonfamily Households	12.3%
In Group Quarters	2.9%
Institutionalized Population	2.2%
Noninstitutionalized Population	0.7%

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

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

2016 Population 25+ by Educational Attainment	
Total	15,991
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	27.6%
GED/Alternative Credential	5.9%
Some College, No Degree	19.8%
Associate Degree	10.0%
Bachelor's Degree	14.6%
Graduate/Professional Degree	9.7%
2016 Population 15+ by Marital Status	
Total	19,140
Never Married	30.2%
Married	51.5%
Widowed	4.9%
Divorced	13.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.7%
Civilian Unemployed	4.3%
2016 Employed Population 16+ by Industry	
Total	11,756
Agriculture/Mining	0.2%
Construction	6.9%
Manufacturing	12.6%
Wholesale Trade	2.8%
Retail Trade	10.2%
Transportation/Utilities	5.5%
Information	1.9%
Finance/Insurance/Real Estate	6.7%
Services	49.8%
Public Administration	3.2%
2016 Employed Population 16+ by Occupation	
Total	11,756
White Collar	58.7%
Management/Business/Financial	14.3%
Professional	20.8%
Sales	8.7%
Administrative Support	14.8%
Services	18.4%
Blue Collar	22.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.3%
Installation/Maintenance/Repair	4.6%
Production	6.4%
Transportation/Material Moving	5.6%
2010 Population By Urban/ Rural Status	
Total Population	23,280
Population Inside Urbanized Area	90.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.6%

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

2010 Households by Type	
Total	8,476
Households with 1 Person	22.1%
Households with 2+ People	77.9%
Family Households	72.8%
Husband-wife Families	52.7%
With Related Children	25.3%
Other Family (No Spouse Present)	20.1%
Other Family with Male Householder	5.3%
With Related Children	3.7%
Other Family with Female Householder	14.8%
With Related Children	10.9%
Nonfamily Households	5.1%
All Households with Children	40.6%
Multigenerational Households	3.6%
Unmarried Partner Households	7.9%
Male-female	7.5%
Same-sex	0.4%
2010 Households by Size	
Total	8,476
1 Person Household	22.1%
2 Person Household	32.5%
3 Person Household	18.3%
4 Person Household	16.4%
5 Person Household	7.1%
6 Person Household	2.8%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	8,476
Owner Occupied	69.4%
Owned with a Mortgage/Loan	55.8%
Owned Free and Clear	13.6%
Renter Occupied	30.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	9,117
Housing Units Inside Urbanized Area	90.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	9.6%

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. Soccer Moms (4A)
3. Bright Young Professionals

2016 Consumer Spending

Apparel & Services: Total \$	\$16,775,568
Average Spent	\$1,840.84
Spending Potential Index	91
Education: Total \$	\$11,367,794
Average Spent	\$1,247.43
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$24,090,877
Average Spent	\$2,643.57
Spending Potential Index	91
Food at Home: Total \$	\$41,251,554
Average Spent	\$4,526.67
Spending Potential Index	91
Food Away from Home: Total \$	\$26,011,645
Average Spent	\$2,854.34
Spending Potential Index	92
Health Care: Total \$	\$43,214,796
Average Spent	\$4,742.10
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$14,768,504
Average Spent	\$1,620.60
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$6,093,731
Average Spent	\$668.69
Spending Potential Index	91
Shelter: Total \$	\$128,562,258
Average Spent	\$14,107.57
Spending Potential Index	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,183,409
Average Spent	\$2,105.06
Spending Potential Index	91
Travel: Total \$	\$15,316,069
Average Spent	\$1,680.68
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$8,554,554
Average Spent	\$938.72
Spending Potential Index	91

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.

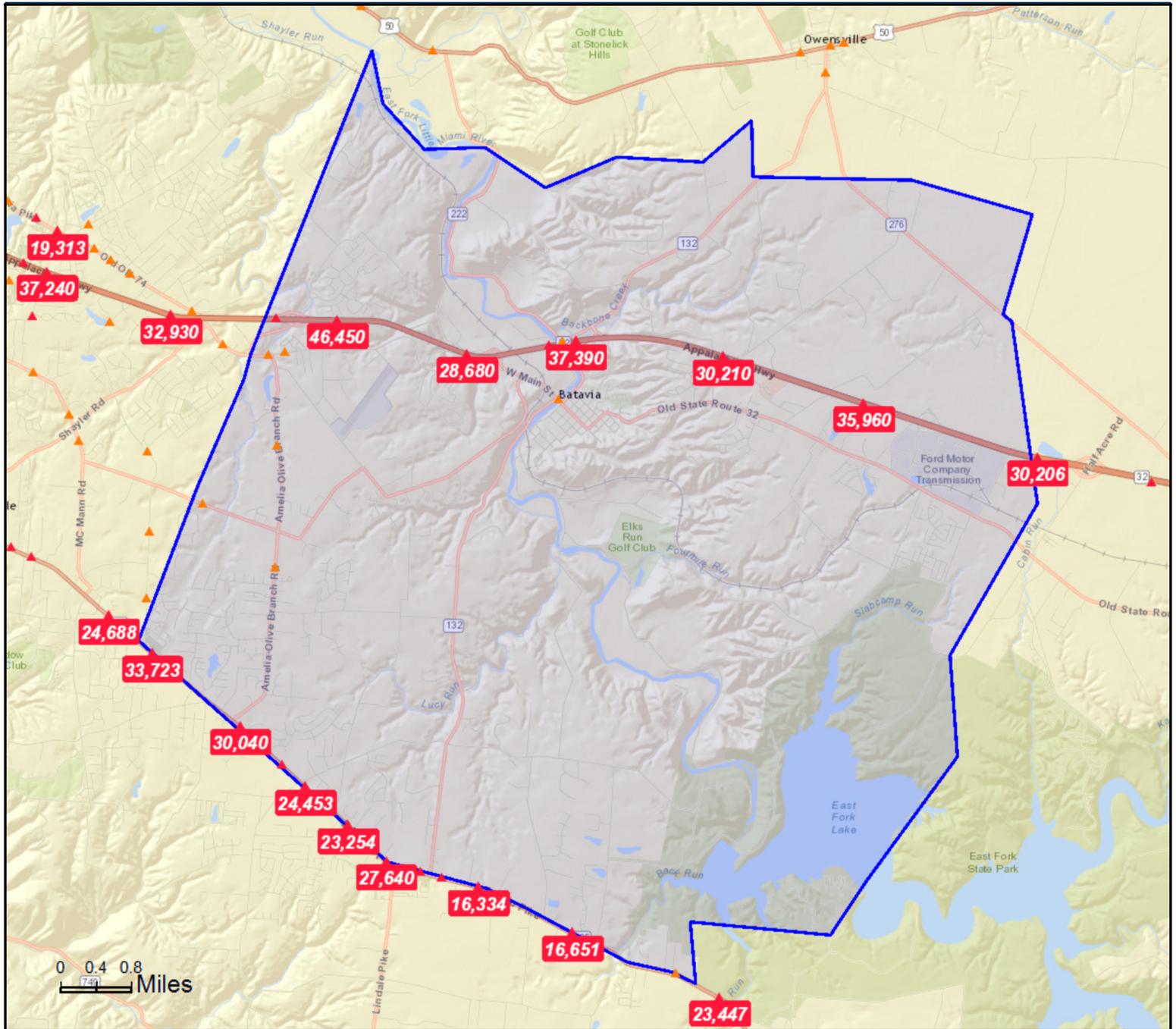
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Township
 Batavia township (3902504157)
 Geography: County Subdivision

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

Data for all businesses in area

Total Businesses:	759
Total Employees:	11,629
Total Residential Population:	24,934
Employee/Residential Population Ratio:	0.47:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	28	3.7%	235	2.0%
Construction	67	8.8%	363	3.1%
Manufacturing	31	4.1%	814	7.0%
Transportation	20	2.6%	124	1.1%
Communication	1	0.1%	2	0.0%
Utility	1	0.1%	12	0.1%
Wholesale Trade	19	2.5%	426	3.7%
Retail Trade Summary	112	14.8%	1,325	11.4%
Home Improvement	13	1.7%	90	0.8%
General Merchandise Stores	3	0.4%	14	0.1%
Food Stores	7	0.9%	66	0.6%
Auto Dealers, Gas Stations, Auto Aftermarket	23	3.0%	105	0.9%
Apparel & Accessory Stores	2	0.3%	4	0.0%
Furniture & Home Furnishings	13	1.7%	109	0.9%
Eating & Drinking Places	26	3.4%	465	4.0%
Miscellaneous Retail	25	3.3%	472	4.1%
Finance, Insurance, Real Estate Summary	87	11.5%	1,843	15.8%
Banks, Savings & Lending Institutions	31	4.1%	36	0.3%
Securities Brokers	4	0.5%	11	0.1%
Insurance Carriers & Agents	27	3.6%	1,695	14.6%
Real Estate, Holding, Other Investment Offices	25	3.3%	101	0.9%
Services Summary	271	35.7%	4,155	35.7%
Hotels & Lodging	3	0.4%	25	0.2%
Automotive Services	26	3.4%	99	0.9%
Motion Pictures & Amusements	19	2.5%	80	0.7%
Health Services	26	3.4%	1,412	12.1%
Legal Services	18	2.4%	85	0.7%
Education Institutions & Libraries	22	2.9%	1,356	11.7%
Other Services	157	20.7%	1,098	9.4%
Government	100	13.2%	2,319	19.9%
Unclassified Establishments	22	2.9%	11	0.1%
Totals	759	100.0%	11,629	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	2	0.3%	5	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.1%	12	0.1%
Construction	72	9.5%	377	3.2%
Manufacturing	34	4.5%	834	7.2%
Wholesale Trade	16	2.1%	292	2.5%
Retail Trade	83	10.9%	829	7.1%
Motor Vehicle & Parts Dealers	17	2.2%	67	0.6%
Furniture & Home Furnishings Stores	3	0.4%	42	0.4%
Electronics & Appliance Stores	8	1.1%	48	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	13	1.7%	90	0.8%
Food & Beverage Stores	6	0.8%	54	0.5%
Health & Personal Care Stores	6	0.8%	49	0.4%
Gasoline Stations	6	0.8%	38	0.3%
Clothing & Clothing Accessories Stores	2	0.3%	4	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	0.3%	8	0.1%
General Merchandise Stores	3	0.4%	14	0.1%
Miscellaneous Store Retailers	13	1.7%	256	2.2%
Nonstore Retailers	4	0.5%	159	1.4%
Transportation & Warehousing	19	2.5%	122	1.0%
Information	9	1.2%	209	1.8%
Finance & Insurance	62	8.2%	1,742	15.0%
Central Bank/Credit Intermediation & Related Activities	31	4.1%	36	0.3%
Securities, Commodity Contracts & Other Financial	4	0.5%	11	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	27	3.6%	1,695	14.6%
Real Estate, Rental & Leasing	36	4.7%	145	1.2%
Professional, Scientific & Tech Services	66	8.7%	414	3.6%
Legal Services	19	2.5%	86	0.7%
Management of Companies & Enterprises	1	0.1%	7	0.1%
Administrative & Support & Waste Management & Remediation	38	5.0%	365	3.1%
Educational Services	20	2.6%	1,163	10.0%
Health Care & Social Assistance	37	4.9%	1,631	14.0%
Arts, Entertainment & Recreation	13	1.7%	75	0.6%
Accommodation & Food Services	30	4.0%	502	4.3%
Accommodation	3	0.4%	25	0.2%
Food Services & Drinking Places	27	3.6%	477	4.1%
Other Services (except Public Administration)	98	12.9%	575	4.9%
Automotive Repair & Maintenance	20	2.6%	84	0.7%
Public Administration	100	13.2%	2,319	19.9%
Unclassified Establishments	22	2.9%	11	0.1%
Total	759	100.0%	11,629	100.0%

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

Retail MarketPlace Profile

Batavia Township
Geography: County Subdivision

Prepared by Esri

Summary Demographics

2016 Population	24,934
2016 Households	9,113
2016 Median Disposable Income	\$46,743
2016 Per Capita Income	\$26,135

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	\$353,308,198	\$185,982,864	\$167,325,334	31.0	120
Total Retail Trade	44-45	\$320,780,249	\$167,598,663	\$153,181,586	31.4	89
Total Food & Drink	722	\$32,527,949	\$18,384,201	\$14,143,748	27.8	31

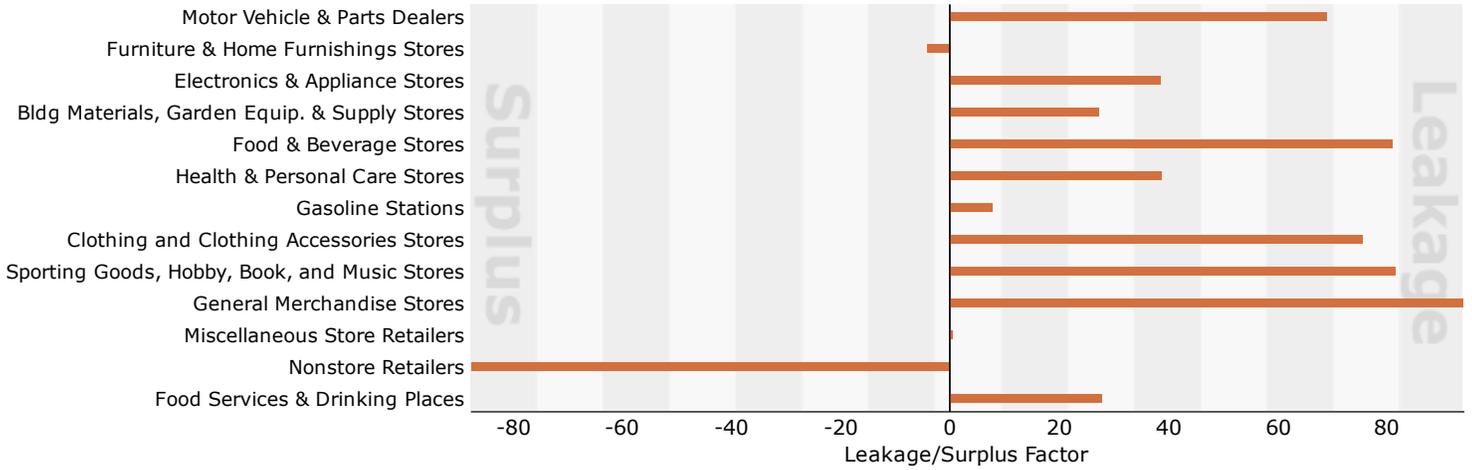
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$72,950,821	\$13,248,582	\$59,702,239	69.3	14
Automobile Dealers	4411	\$59,678,162	\$9,384,669	\$50,293,493	72.8	8
Other Motor Vehicle Dealers	4412	\$7,931,984	\$2,076,744	\$5,855,240	58.5	3
Auto Parts, Accessories & Tire Stores	4413	\$5,340,675	\$1,787,169	\$3,553,506	49.9	3
Furniture & Home Furnishings Stores	442	\$8,564,843	\$9,330,470	-\$765,627	-4.3	6
Furniture Stores	4421	\$5,574,802	\$7,078,900	-\$1,504,098	-11.9	2
Home Furnishings Stores	4422	\$2,990,041	\$2,251,570	\$738,471	14.1	4
Electronics & Appliance Stores	443	\$17,734,531	\$7,840,586	\$9,893,945	38.7	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,144,466	\$8,647,848	\$6,496,618	27.3	14
Bldg Material & Supplies Dealers	4441	\$13,010,109	\$8,647,848	\$4,362,261	20.1	14
Lawn & Garden Equip & Supply Stores	4442	\$2,134,357	\$0	\$2,134,357	100.0	0
Food & Beverage Stores	445	\$57,486,236	\$6,014,395	\$51,471,841	81.1	5
Grocery Stores	4451	\$53,017,933	\$2,286,255	\$50,731,678	91.7	1
Specialty Food Stores	4452	\$2,780,843	\$718,348	\$2,062,495	58.9	2
Beer, Wine & Liquor Stores	4453	\$1,687,460	\$3,009,792	-\$1,322,332	-28.2	2
Health & Personal Care Stores	446,4461	\$23,621,516	\$10,393,457	\$13,228,059	38.9	8
Gasoline Stations	447,4471	\$22,549,476	\$19,308,107	\$3,241,369	7.7	7
Clothing & Clothing Accessories Stores	448	\$14,218,476	\$1,966,571	\$12,251,905	75.7	3
Clothing Stores	4481	\$9,014,852	\$1,966,571	\$7,048,281	64.2	3
Shoe Stores	4482	\$1,735,808	\$0	\$1,735,808	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,467,816	\$0	\$3,467,816	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$10,463,244	\$1,043,986	\$9,419,258	81.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,458,165	\$278,750	\$8,179,415	93.6	1
Book, Periodical & Music Stores	4512	\$2,005,079	\$765,236	\$1,239,843	44.8	1
General Merchandise Stores	452	\$58,453,951	\$1,765,287	\$56,688,664	94.1	3
Department Stores Excluding Leased Depts.	4521	\$46,140,534	\$0	\$46,140,534	100.0	0
Other General Merchandise Stores	4529	\$12,313,417	\$1,765,287	\$10,548,130	74.9	3
Miscellaneous Store Retailers	453	\$14,842,143	\$14,674,238	\$167,905	0.6	13
Florists	4531	\$604,235	\$437,878	\$166,357	16.0	2
Office Supplies, Stationery & Gift Stores	4532	\$3,488,862	\$10,593,328	-\$7,104,466	-50.5	2
Used Merchandise Stores	4533	\$2,199,878	\$744,996	\$1,454,882	49.4	4
Other Miscellaneous Store Retailers	4539	\$8,549,168	\$2,898,036	\$5,651,132	49.4	5
Nonstore Retailers	454	\$4,750,546	\$73,365,136	-\$68,614,590	-87.8	4
Electronic Shopping & Mail-Order Houses	4541	\$2,755,481	\$73,184,757	-\$70,429,276	-92.7	3
Vending Machine Operators	4542	\$511,539	\$180,379	\$331,160	47.9	1
Direct Selling Establishments	4543	\$1,483,526	\$0	\$1,483,526	100.0	0
Food Services & Drinking Places	722	\$32,527,949	\$18,384,201	\$14,143,748	27.8	31
Full-Service Restaurants	7221	\$16,189,508	\$8,103,816	\$8,085,692	33.3	16
Limited-Service Eating Places	7222	\$14,472,209	\$9,371,534	\$5,100,675	21.4	13
Special Food Services	7223	\$852,451	\$870,287	-\$17,836	-1.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,013,781	\$38,564	\$975,217	92.7	1

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

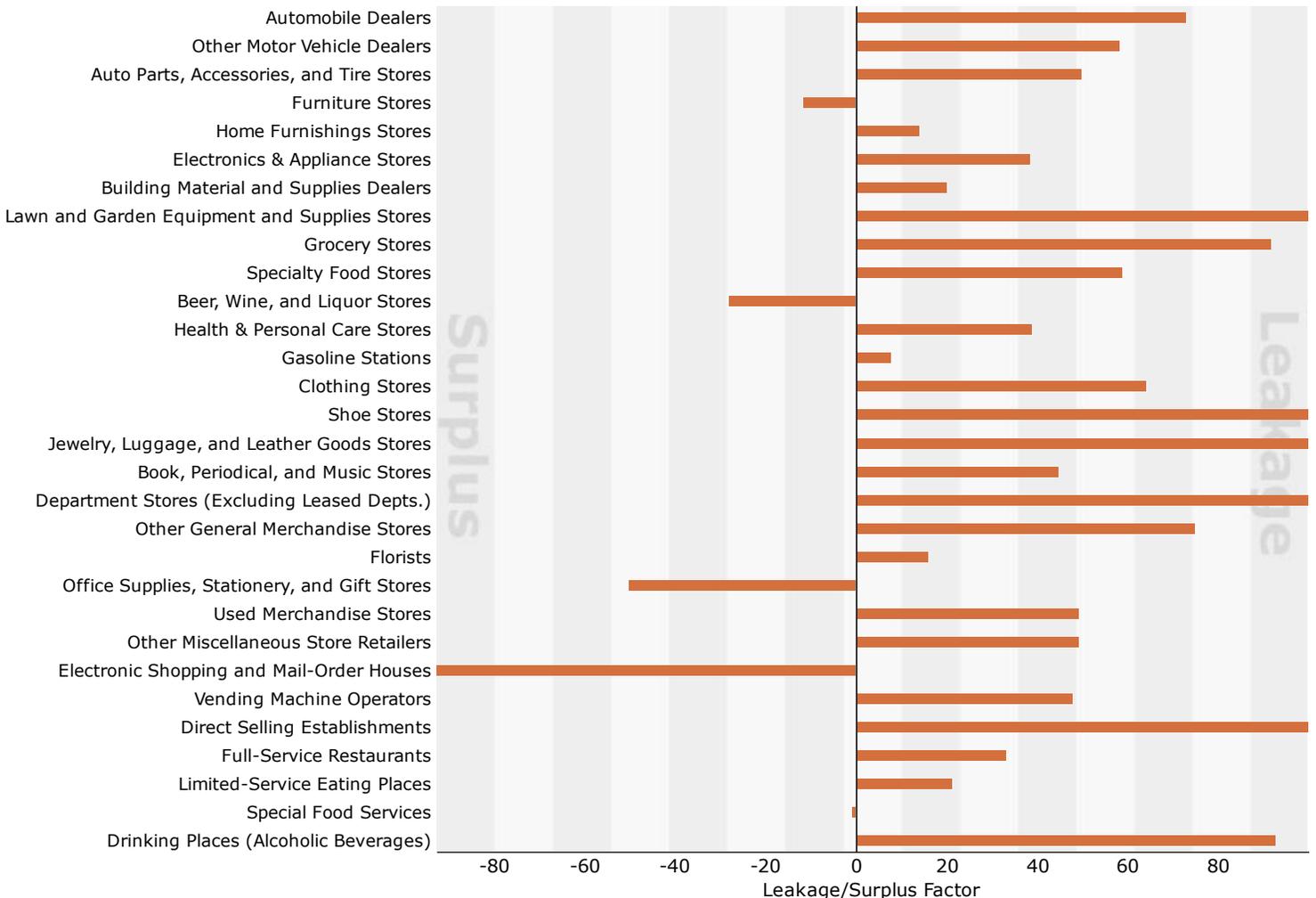
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Retail Market Potential

Batavia Township
Geography: County Subdivision

Prepared by Esri

Demographic Summary		2016	2021
Population		24,934	26,197
Population 18+		18,214	19,153
Households		9,113	9,598
Median Household Income		\$56,618	\$64,566

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,168	50.3%	107
Bought any women's clothing in last 12 months	8,226	45.2%	103
Bought clothing for child <13 years in last 6 months	5,420	29.8%	108
Bought any shoes in last 12 months	10,131	55.6%	103
Bought costume jewelry in last 12 months	3,735	20.5%	105
Bought any fine jewelry in last 12 months	3,434	18.9%	103
Bought a watch in last 12 months	2,183	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	8,203	90.0%	105
HH bought/leased new vehicle last 12 mo	948	10.4%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,463	90.4%	106
Bought/changed motor oil in last 12 months	9,527	52.3%	107
Had tune-up in last 12 months	5,600	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,926	65.5%	100
Drank regular cola in last 6 months	8,149	44.7%	100
Drank beer/ale in last 6 months	8,001	43.9%	103
Cameras (Adults)			
Own digital point & shoot camera	5,783	31.8%	109
Own digital single-lens reflex (SLR) camera	1,807	9.9%	115
Bought any camera in last 12 months	1,122	6.2%	108
Printed digital photos in last 12 months	571	3.1%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,716	36.9%	102
Have a smartphone	11,363	62.4%	106
Have a smartphone: Android phone (any brand)	5,360	29.4%	109
Have a smartphone: Apple iPhone	4,940	27.1%	105
Number of cell phones in household: 1	2,638	28.9%	90
Number of cell phones in household: 2	3,570	39.2%	105
Number of cell phones in household: 3+	2,539	27.9%	109
HH has cell phone only (no landline telephone)	4,048	44.4%	106
Computers (Households)			
HH owns a computer	7,338	80.5%	105
HH owns desktop computer	4,452	48.9%	108
HH owns laptop/notebook	5,228	57.4%	106
HH owns any Apple/Mac brand computer	1,354	14.9%	99
HH owns any PC/non-Apple brand computer	6,544	71.8%	106
HH purchased most recent computer in a store	3,681	40.4%	107
HH purchased most recent computer online	1,285	14.1%	108
Spent <\$500 on most recent home computer	1,390	15.3%	105
Spent \$500-\$999 on most recent home computer	1,922	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	909	10.0%	105
Spent \$1,500-\$1,999 on most recent home computer	422	4.6%	102
Spent \$2,000+ on most recent home computer	374	4.1%	105

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 Township
Geography: County Subdivision

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	9,929	54.5%	107
Bought brewed coffee at convenience store in last 30 days	2,891	15.9%	101
Bought cigarettes at convenience store in last 30 days	2,485	13.6%	109
Bought gas at convenience store in last 30 days	6,961	38.2%	116
Spent at convenience store in last 30 days: <\$20	1,584	8.7%	107
Spent at convenience store in last 30 days: \$20-\$39	1,626	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	1,409	7.7%	101
Spent at convenience store in last 30 days: \$51-\$99	808	4.4%	100
Spent at convenience store in last 30 days: \$100+	4,726	25.9%	113
Entertainment (Adults)			
Attended a movie in last 6 months	11,068	60.8%	102
Went to live theater in last 12 months	2,319	12.7%	98
Went to a bar/night club in last 12 months	3,100	17.0%	102
Dined out in last 12 months	8,959	49.2%	110
Gambled at a casino in last 12 months	2,616	14.4%	105
Visited a theme park in last 12 months	3,319	18.2%	103
Viewed movie (video-on-demand) in last 30 days	3,271	18.0%	106
Viewed TV show (video-on-demand) in last 30 days	2,396	13.2%	102
Watched any pay-per-view TV in last 12 months	2,435	13.4%	102
Downloaded a movie over the Internet in last 30 days	1,311	7.2%	100
Downloaded any individual song in last 6 months	4,308	23.7%	116
Watched a movie online in the last 30 days	2,815	15.5%	97
Watched a TV program online in last 30 days	2,758	15.1%	101
Played a video/electronic game (console) in last 12 months	2,049	11.2%	108
Played a video/electronic game (portable) in last 12 months	913	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	6,548	36.0%	116
Used ATM/cash machine in last 12 months	9,531	52.3%	107
Own any stock	1,437	7.9%	103
Own U.S. savings bond	920	5.1%	95
Own shares in mutual fund (stock)	1,426	7.8%	108
Own shares in mutual fund (bonds)	924	5.1%	104
Have interest checking account	5,629	30.9%	110
Have non-interest checking account	5,764	31.6%	112
Have savings account	10,565	58.0%	107
Have 401K retirement savings plan	3,102	17.0%	117
Own/used any credit/debit card in last 12 months	14,428	79.2%	106
Avg monthly credit card expenditures: <\$111	2,378	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	1,135	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	1,268	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	1,007	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	732	4.0%	93
Avg monthly credit card expenditures: \$1,001+	1,725	9.5%	104
Did banking online in last 12 months	7,413	40.7%	114
Did banking on mobile device in last 12 months	2,954	16.2%	116
Paid bills online in last 12 months	8,771	48.2%	112

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Retail Market Potential

Batavia Township
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,639	72.9%	105
Used bread in last 6 months	8,624	94.6%	101
Used chicken (fresh or frozen) in last 6 months	6,396	70.2%	102
Used turkey (fresh or frozen) in last 6 months	1,532	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	5,061	55.5%	102
Used fresh fruit/vegetables in last 6 months	7,920	86.9%	101
Used fresh milk in last 6 months	8,113	89.0%	101
Used organic food in last 6 months	1,657	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	5,480	30.1%	106
Exercise at club 2+ times per week	2,419	13.3%	102
Visited a doctor in last 12 months	14,279	78.4%	103
Used vitamin/dietary supplement in last 6 months	9,785	53.7%	102
Home (Households)			
Any home improvement in last 12 months	2,674	29.3%	109
Used housekeeper/maid/professional HH cleaning service in last 12	1,116	12.2%	93
Purchased low ticket HH furnishings in last 12 months	1,604	17.6%	110
Purchased big ticket HH furnishings in last 12 months	2,053	22.5%	108
Bought any small kitchen appliance in last 12 months	2,169	23.8%	107
Bought any large kitchen appliance in last 12 months	1,277	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	8,522	46.8%	110
Carry medical/hospital/accident insurance	12,503	68.6%	105
Carry homeowner insurance	9,693	53.2%	113
Carry renter's insurance	1,543	8.5%	104
Have auto insurance: 1 vehicle in household covered	2,695	29.6%	96
Have auto insurance: 2 vehicles in household covered	2,751	30.2%	106
Have auto insurance: 3+ vehicles in household covered	2,303	25.3%	116
Pets (Households)			
Household owns any pet	5,324	58.4%	109
Household owns any cat	2,308	25.3%	113
Household owns any dog	4,047	44.4%	109
Psychographics (Adults)			
Buying American is important to me	8,062	44.3%	105
Usually buy items on credit rather than wait	1,903	10.4%	89
Usually buy based on quality - not price	3,038	16.7%	93
Price is usually more important than brand name	4,857	26.7%	102
Usually use coupons for brands I buy often	3,438	18.9%	100
Am interested in how to help the environment	2,595	14.2%	87
Usually pay more for environ safe product	2,030	11.1%	87
Usually value green products over convenience	1,571	8.6%	82
Likely to buy a brand that supports a charity	6,410	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	2,600	14.3%	108
Bought hardcover book in last 12 months	3,961	21.7%	104
Bought paperback book in last 12 month	5,966	32.8%	104
Read any daily newspaper (paper version)	4,565	25.1%	96
Read any digital newspaper in last 30 days	6,167	33.9%	102
Read any magazine (paper/electronic version) in last 6 months	16,716	91.8%	101

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Retail Market Potential

Batavia Township
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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	14,315	78.6%	105
Went to family restaurant/steak house: 4+ times a month	5,348	29.4%	107
Went to fast food/drive-in restaurant in last 6 months	16,833	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	7,616	41.8%	106
Fast food/drive-in last 6 months: eat in	6,883	37.8%	104
Fast food/drive-in last 6 months: home delivery	1,489	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	9,455	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	3,808	20.9%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,120	33.6%	106
Own e-reader/tablet: iPad	2,858	15.7%	102
Own any portable MP3 player	6,100	33.5%	109
HH owns 1 TV	1,679	18.4%	90
HH owns 2 TVs	2,261	24.8%	96
HH owns 3 TVs	2,161	23.7%	111
HH owns 4+ TVs	1,884	20.7%	109
HH subscribes to cable TV	4,462	49.0%	99
HH subscribes to fiber optic	628	6.9%	91
HH has satellite dish	2,333	25.6%	101
HH owns DVD/Blu-ray player	5,877	64.5%	107
HH owns camcorder	1,359	14.9%	107
HH owns portable GPS navigation device	2,754	30.2%	110
HH purchased video game system in last 12 mos	699	7.7%	97
HH owns Internet video device for TV	648	7.1%	101
Travel (Adults)			
Domestic travel in last 12 months	9,909	54.4%	109
Took 3+ domestic non-business trips in last 12 months	2,157	11.8%	107
Spent on domestic vacations in last 12 months: <\$1,000	2,141	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,044	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	676	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	765	4.2%	108
Spent on domestic vacations in last 12 months: \$3,000+	1,107	6.1%	110
Domestic travel in the 12 months: used general travel website	1,100	6.0%	89
Foreign travel in last 3 years	4,301	23.6%	98
Took 3+ foreign trips by plane in last 3 years	717	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	736	4.0%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	539	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	857	4.7%	95
Foreign travel in last 3 years: used general travel website	894	4.9%	88
Nights spent in hotel/motel in last 12 months: any	7,917	43.5%	107
Took cruise of more than one day in last 3 years	1,614	8.9%	106
Member of any frequent flyer program	3,062	16.8%	103
Member of any hotel rewards program	2,917	16.0%	113

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