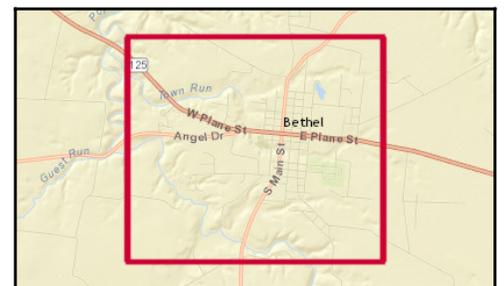


Site Map

Bethel Village, OH
 Bethel Village, OH (3906068)
 Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	2,729
2010 Total Population	2,749
2016 Total Population	2,806
2016 Group Quarters	14
2021 Total Population	2,869
2016-2021 Annual Rate	0.45%
Household Summary	
2000 Households	1,042
2000 Average Household Size	2.61
2010 Households	1,065
2010 Average Household Size	2.57
2016 Households	1,095
2016 Average Household Size	2.55
2021 Households	1,124
2021 Average Household Size	2.54
2016-2021 Annual Rate	0.52%
2010 Families	693
2010 Average Family Size	3.16
2016 Families	729
2016 Average Family Size	3.09
2021 Families	742
2021 Average Family Size	3.09
2016-2021 Annual Rate	0.35%
Housing Unit Summary	
2000 Housing Units	1,118
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	36.1%
Vacant Housing Units	6.8%
2010 Housing Units	1,196
Owner Occupied Housing Units	43.1%
Renter Occupied Housing Units	46.0%
Vacant Housing Units	11.0%
2016 Housing Units	1,231
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	11.0%
2021 Housing Units	1,269
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	11.4%
Median Household Income	
2016	\$39,385
2021	\$41,813
Median Home Value	
2016	\$105,851
2021	\$140,682
Per Capita Income	
2016	\$19,681
2021	\$21,588
Median Age	
2010	33.9
2016	35.8
2021	35.9

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	1,095
<\$15,000	17.0%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	2.4%
\$200,000+	1.2%
Average Household Income	\$50,892

2021 Households by Income

Household Income Base	1,124
<\$15,000	17.7%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	22.9%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	3.1%
\$200,000+	1.5%
Average Household Income	\$55,647

2016 Owner Occupied Housing Units by Value

Total	583
<\$50,000	2.9%
\$50,000 - \$99,999	44.3%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	1.0%
\$300,000 - \$399,999	2.6%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$127,015

2021 Owner Occupied Housing Units by Value

Total	605
<\$50,000	2.3%
\$50,000 - \$99,999	32.9%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	25.1%
\$200,000 - \$249,999	13.6%
\$250,000 - \$299,999	2.1%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$150,372

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	2,749
0 - 4	7.8%
5 - 9	7.9%
10 - 14	7.8%
15 - 24	14.6%
25 - 34	13.4%
35 - 44	13.2%
45 - 54	12.6%
55 - 64	9.8%
65 - 74	6.4%
75 - 84	3.9%
85 +	2.7%
18 +	70.9%
2016 Population by Age	
Total	2,810
0 - 4	7.4%
5 - 9	7.1%
10 - 14	7.0%
15 - 24	14.4%
25 - 34	12.9%
35 - 44	13.1%
45 - 54	13.1%
55 - 64	10.7%
65 - 74	7.9%
75 - 84	4.2%
85 +	2.1%
18 +	74.3%
2021 Population by Age	
Total	2,867
0 - 4	7.3%
5 - 9	7.3%
10 - 14	7.2%
15 - 24	12.9%
25 - 34	14.4%
35 - 44	12.1%
45 - 54	12.1%
55 - 64	11.8%
65 - 74	8.7%
75 - 84	4.4%
85 +	1.9%
18 +	74.1%
2010 Population by Sex	
Males	1,277
Females	1,472
2016 Population by Sex	
Males	1,320
Females	1,490
2021 Population by Sex	
Males	1,355
Females	1,512

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	2,749
White Alone	97.3%
Black Alone	0.4%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.6%
Hispanic Origin	0.9%
Diversity Index	7.1

2016 Population by Race/Ethnicity

Total	2,805
White Alone	97.3%
Black Alone	0.5%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	0.1%
Two or More Races	1.5%
Hispanic Origin	1.4%
Diversity Index	8.0

2021 Population by Race/Ethnicity

Total	2,870
White Alone	96.7%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	0.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.9%
Hispanic Origin	1.7%
Diversity Index	9.6

2010 Population by Relationship and Household Type

Total	2,749
In Households	99.4%
In Family Households	83.6%
Householder	25.2%
Spouse	15.9%
Child	35.9%
Other relative	2.7%
Nonrelative	4.0%
In Nonfamily Households	15.8%
In Group Quarters	0.6%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.0%

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	1,795
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	12.1%
High School Graduate	46.2%
GED/Alternative Credential	4.5%
Some College, No Degree	14.4%
Associate Degree	6.0%
Bachelor's Degree	8.1%
Graduate/Professional Degree	4.1%
2016 Population 15+ by Marital Status	
Total	2,201
Never Married	31.9%
Married	46.5%
Widowed	6.2%
Divorced	15.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	91.0%
Civilian Unemployed	9.0%
2016 Employed Population 16+ by Industry	
Total	1,096
Agriculture/Mining	0.5%
Construction	7.0%
Manufacturing	14.7%
Wholesale Trade	2.4%
Retail Trade	17.1%
Transportation/Utilities	2.7%
Information	0.3%
Finance/Insurance/Real Estate	5.3%
Services	46.6%
Public Administration	3.5%
2016 Employed Population 16+ by Occupation	
Total	1,096
White Collar	41.2%
Management/Business/Financial	4.6%
Professional	14.1%
Sales	13.7%
Administrative Support	8.9%
Services	26.6%
Blue Collar	32.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	3.5%
Production	10.8%
Transportation/Material Moving	11.2%
2010 Population By Urban/ Rural Status	
Total Population	2,749
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	96.4%
Rural Population	3.6%

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	1,065
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	65.1%
Husband-wife Families	40.9%
With Related Children	20.7%
Other Family (No Spouse Present)	24.1%
Other Family with Male Householder	5.5%
With Related Children	4.8%
Other Family with Female Householder	18.6%
With Related Children	13.7%
Nonfamily Households	5.0%
All Households with Children	39.4%
Multigenerational Households	4.8%
Unmarried Partner Households	9.0%
Male-female	8.8%
Same-sex	0.2%
2010 Households by Size	
Total	1,065
1 Person Household	30.0%
2 Person Household	28.4%
3 Person Household	16.8%
4 Person Household	12.9%
5 Person Household	7.2%
6 Person Household	2.8%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	1,065
Owner Occupied	48.4%
Owned with a Mortgage/Loan	36.1%
Owned Free and Clear	12.3%
Renter Occupied	51.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,196
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	96.9%
Rural Housing Units	3.1%

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.	Traditional Living (12B)
2.	Heartland Communities
3.	Salt of the Earth (6B)

2016 Consumer Spending

Apparel & Services: Total \$	\$1,414,140
Average Spent	\$1,291.45
Spending Potential Index	64
Education: Total \$	\$957,528
Average Spent	\$874.45
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$2,164,858
Average Spent	\$1,977.04
Spending Potential Index	68
Food at Home: Total \$	\$3,879,474
Average Spent	\$3,542.90
Spending Potential Index	71
Food Away from Home: Total \$	\$2,227,320
Average Spent	\$2,034.08
Spending Potential Index	66
Health Care: Total \$	\$4,218,655
Average Spent	\$3,852.65
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$1,291,583
Average Spent	\$1,179.53
Spending Potential Index	67
Personal Care Products & Services: Total \$	\$520,574
Average Spent	\$475.41
Spending Potential Index	65
Shelter: Total \$	\$10,670,652
Average Spent	\$9,744.89
Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,789,049
Average Spent	\$1,633.83
Spending Potential Index	70
Travel: Total \$	\$1,273,441
Average Spent	\$1,162.96
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$796,653
Average Spent	\$727.54
Spending Potential Index	70

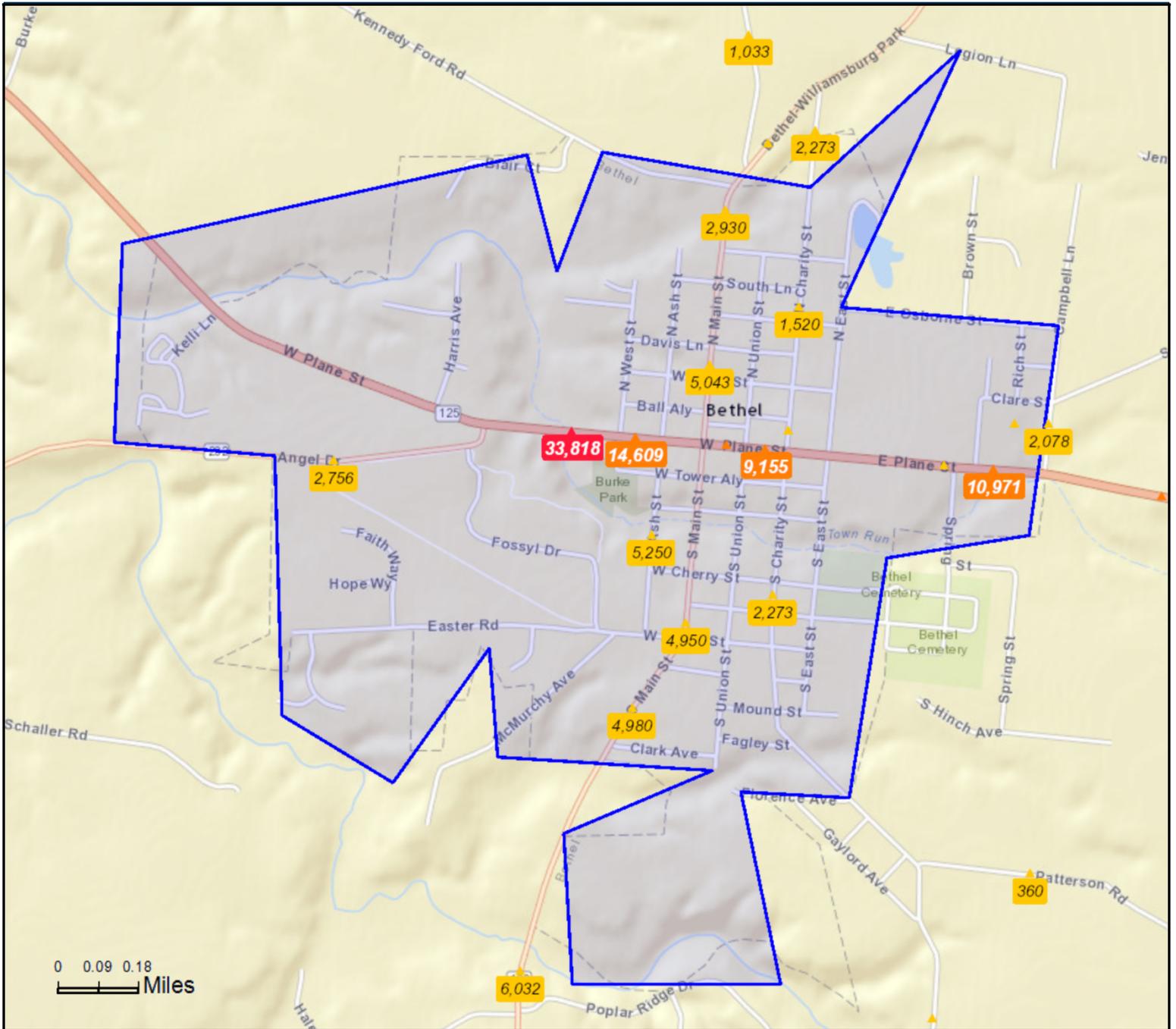
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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.

Bethel Village, OH
 Bethel Village, OH (3906068)
 Geography: Place

Prepared by Esri



0 0.09 0.18 Miles



- 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:	128
Total Employees:	1,408
Total Residential Population:	2,806
Employee/Residential Population Ratio:	0.5:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	5	3.9%	27	1.9%
Construction	10	7.8%	42	3.0%
Manufacturing	1	0.8%	19	1.3%
Transportation	2	1.6%	13	0.9%
Communication	0	0.0%	0	0.0%
Utility	1	0.8%	3	0.2%
Wholesale Trade	1	0.8%	5	0.4%
Retail Trade Summary	30	23.4%	391	27.8%
Home Improvement	2	1.6%	9	0.6%
General Merchandise Stores	2	1.6%	10	0.7%
Food Stores	1	0.8%	10	0.7%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.7%	85	6.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	9	7.0%	229	16.3%
Miscellaneous Retail	10	7.8%	48	3.4%
Finance, Insurance, Real Estate Summary	15	11.7%	42	3.0%
Banks, Savings & Lending Institutions	10	7.8%	27	1.9%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	1	0.8%	3	0.2%
Real Estate, Holding, Other Investment Offices	4	3.1%	12	0.9%
Services Summary	55	43.0%	769	54.6%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	7	5.5%	19	1.3%
Motion Pictures & Amusements	3	2.3%	50	3.6%
Health Services	7	5.5%	53	3.8%
Legal Services	3	2.3%	12	0.9%
Education Institutions & Libraries	10	7.8%	482	34.2%
Other Services	25	19.5%	153	10.9%
Government	7	5.5%	97	6.9%
Unclassified Establishments	1	0.8%	0	0.0%
Totals	128	100.0%	1,408	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	1	0.8%	4	0.3%
Utilities	1	0.8%	3	0.2%
Construction	10	7.8%	42	3.0%
Manufacturing	1	0.8%	19	1.3%
Wholesale Trade	1	0.8%	5	0.4%
Retail Trade	21	16.4%	162	11.5%
Motor Vehicle & Parts Dealers	4	3.1%	71	5.0%
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%	9	0.6%
Food & Beverage Stores	1	0.8%	10	0.7%
Health & Personal Care Stores	3	2.3%	30	2.1%
Gasoline Stations	2	1.6%	14	1.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	1.6%	2	0.1%
General Merchandise Stores	2	1.6%	10	0.7%
Miscellaneous Store Retailers	5	3.9%	16	1.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	1.6%	13	0.9%
Information	2	1.6%	12	0.9%
Finance & Insurance	11	8.6%	30	2.1%
Central Bank/Credit Intermediation & Related Activities	10	7.8%	27	1.9%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.8%	3	0.2%
Real Estate, Rental & Leasing	6	4.7%	16	1.1%
Professional, Scientific & Tech Services	12	9.4%	82	5.8%
Legal Services	3	2.3%	12	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	0.8%	6	0.4%
Educational Services	9	7.0%	475	33.7%
Health Care & Social Assistance	9	7.0%	67	4.8%
Arts, Entertainment & Recreation	1	0.8%	45	3.2%
Accommodation & Food Services	9	7.0%	229	16.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	9	7.0%	229	16.3%
Other Services (except Public Administration)	23	18.0%	101	7.2%
Automotive Repair & Maintenance	6	4.7%	15	1.1%
Public Administration	7	5.5%	97	6.9%
Unclassified Establishments	1	0.8%	0	0.0%
Total	128	100.0%	1,408	100.0%

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

Retail MarketPlace Profile

Bethel Village, OH
Geography: Place

Prepared by Esri

Summary Demographics

2016 Population	2,806
2016 Households	1,095
2016 Median Disposable Income	\$34,018
2016 Per Capita Income	\$19,681

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	\$32,331,081	\$39,289,352	-\$6,958,271	-9.7	33
Total Retail Trade	44-45	\$29,612,656	\$31,924,605	-\$2,311,949	-3.8	21
Total Food & Drink	722	\$2,718,425	\$7,364,747	-\$4,646,322	-46.1	12

Industry Group

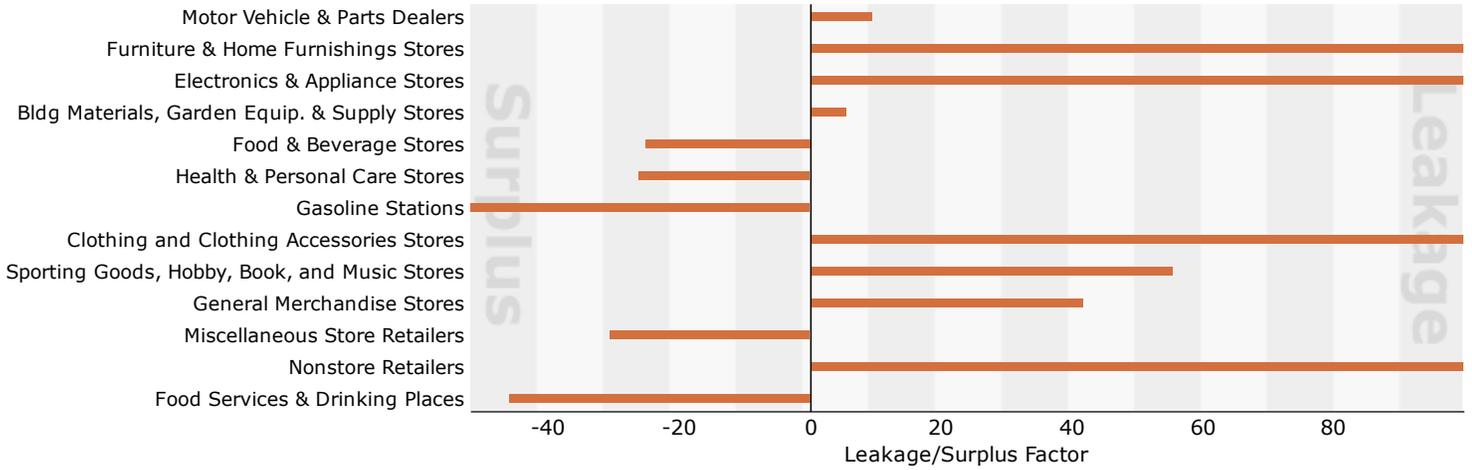
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,918,599	\$5,699,218	\$1,219,381	9.7	4
Automobile Dealers	4411	\$5,646,289	\$0	\$5,646,289	100.0	0
Other Motor Vehicle Dealers	4412	\$807,560	\$0	\$807,560	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$464,750	\$5,699,218	-\$5,234,468	-84.9	4
Furniture & Home Furnishings Stores	442	\$736,046	\$0	\$736,046	100.0	0
Furniture Stores	4421	\$470,531	\$0	\$470,531	100.0	0
Home Furnishings Stores	4422	\$265,515	\$0	\$265,515	100.0	0
Electronics & Appliance Stores	443	\$1,517,309	\$0	\$1,517,309	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,361,888	\$1,213,966	\$147,922	5.7	2
Bldg Material & Supplies Dealers	4441	\$1,128,703	\$1,213,966	-\$85,263	-3.6	2
Lawn & Garden Equip & Supply Stores	4442	\$233,185	\$0	\$233,185	100.0	0
Food & Beverage Stores	445	\$5,395,152	\$9,052,577	-\$3,657,425	-25.3	2
Grocery Stores	4451	\$4,984,001	\$9,052,577	-\$4,068,576	-29.0	2
Specialty Food Stores	4452	\$260,366	\$0	\$260,366	100.0	0
Beer, Wine & Liquor Stores	4453	\$150,785	\$0	\$150,785	100.0	0
Health & Personal Care Stores	446,4461	\$2,274,512	\$3,894,470	-\$1,619,958	-26.3	2
Gasoline Stations	447,4471	\$2,199,277	\$6,954,550	-\$4,755,273	-51.9	2
Clothing & Clothing Accessories Stores	448	\$1,175,362	\$0	\$1,175,362	100.0	0
Clothing Stores	4481	\$762,174	\$0	\$762,174	100.0	0
Shoe Stores	4482	\$150,265	\$0	\$150,265	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$262,923	\$0	\$262,923	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$921,851	\$263,264	\$658,587	55.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$748,740	\$263,264	\$485,476	48.0	2
Book, Periodical & Music Stores	4512	\$173,111	\$0	\$173,111	100.0	0
General Merchandise Stores	452	\$5,191,708	\$2,119,075	\$3,072,633	42.0	2
Department Stores Excluding Leased Depts.	4521	\$4,038,819	\$0	\$4,038,819	100.0	0
Other General Merchandise Stores	4529	\$1,152,889	\$2,119,075	-\$966,186	-29.5	2
Miscellaneous Store Retailers	453	\$1,443,861	\$2,727,485	-\$1,283,624	-30.8	5
Florists	4531	\$57,770	\$51,337	\$6,433	5.9	1
Office Supplies, Stationery & Gift Stores	4532	\$304,201	\$0	\$304,201	100.0	0
Used Merchandise Stores	4533	\$188,886	\$0	\$188,886	100.0	0
Other Miscellaneous Store Retailers	4539	\$893,004	\$2,676,148	-\$1,783,144	-50.0	4
Nonstore Retailers	454	\$477,091	\$0	\$477,091	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$249,190	\$0	\$249,190	100.0	0
Vending Machine Operators	4542	\$47,324	\$0	\$47,324	100.0	0
Direct Selling Establishments	4543	\$180,577	\$0	\$180,577	100.0	0
Food Services & Drinking Places	722	\$2,718,425	\$7,364,747	-\$4,646,322	-46.1	12
Full-Service Restaurants	7221	\$1,341,219	\$2,234,060	-\$892,841	-25.0	7
Limited-Service Eating Places	7222	\$1,221,896	\$5,130,687	-\$3,908,791	-61.5	5
Special Food Services	7223	\$74,735	\$0	\$74,735	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$80,575	\$0	\$80,575	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.

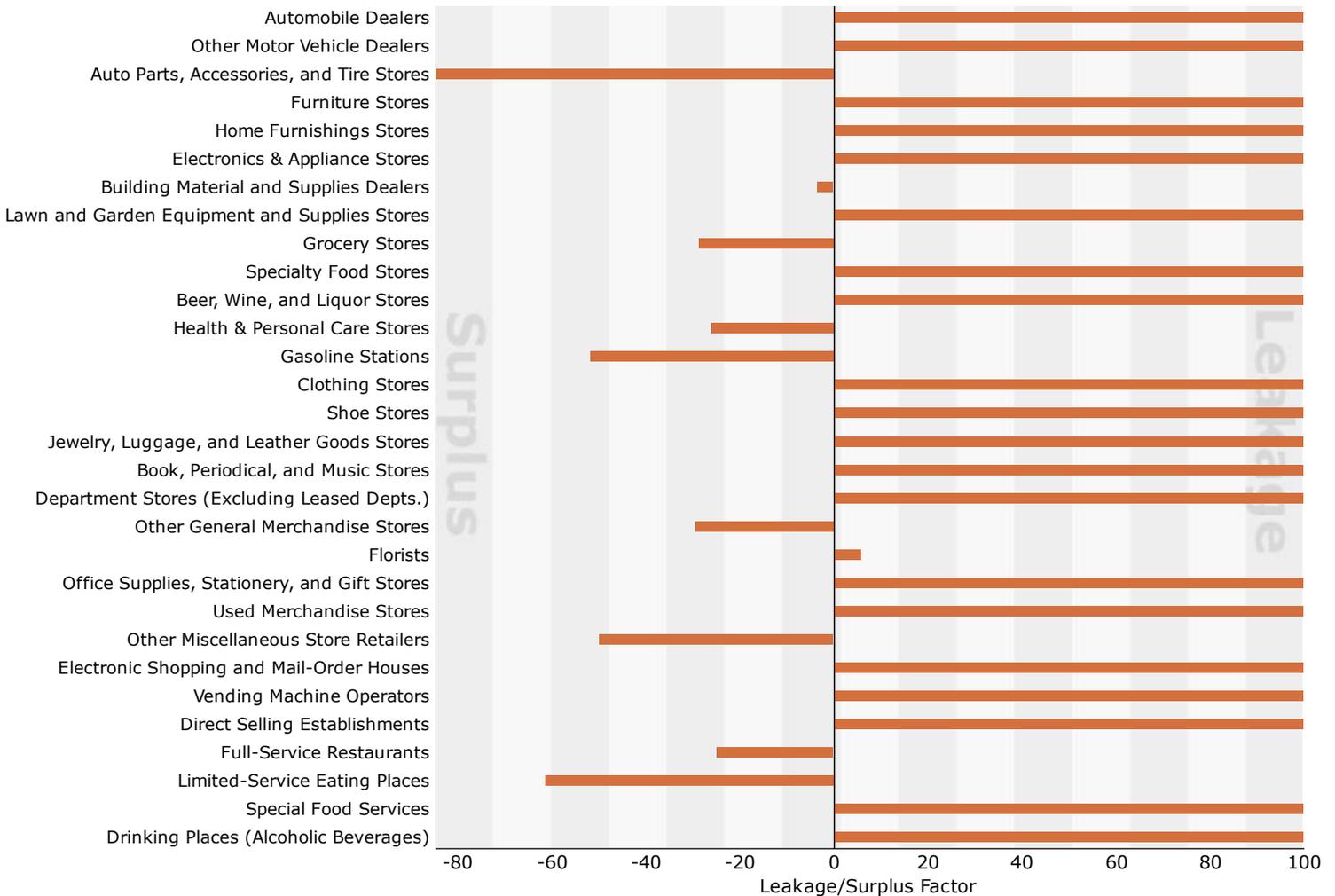
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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		2,806	2,869
Population 18+		2,088	2,124
Households		1,095	1,124
Median Household Income		\$39,385	\$41,813

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	961	46.0%	97
Bought any women's clothing in last 12 months	926	44.3%	101
Bought clothing for child <13 years in last 6 months	584	28.0%	101
Bought any shoes in last 12 months	1,070	51.2%	95
Bought costume jewelry in last 12 months	380	18.2%	93
Bought any fine jewelry in last 12 months	355	17.0%	93
Bought a watch in last 12 months	192	9.2%	83
Automobiles (Households)			
HH owns/leases any vehicle	954	87.1%	102
HH bought/leased new vehicle last 12 mo	65	5.9%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,833	87.8%	103
Bought/changed motor oil in last 12 months	1,145	54.8%	112
Had tune-up in last 12 months	673	32.2%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,317	63.1%	96
Drank regular cola in last 6 months	1,072	51.3%	114
Drank beer/ale in last 6 months	787	37.7%	89
Cameras (Adults)			
Own digital point & shoot camera	519	24.9%	85
Own digital single-lens reflex (SLR) camera	136	6.5%	75
Bought any camera in last 12 months	105	5.0%	88
Printed digital photos in last 12 months	62	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	713	34.1%	94
Have a smartphone	1,045	50.0%	85
Have a smartphone: Android phone (any brand)	572	27.4%	102
Have a smartphone: Apple iPhone	322	15.4%	60
Number of cell phones in household: 1	391	35.7%	111
Number of cell phones in household: 2	409	37.4%	100
Number of cell phones in household: 3+	217	19.8%	78
HH has cell phone only (no landline telephone)	532	48.6%	116
Computers (Households)			
HH owns a computer	769	70.2%	91
HH owns desktop computer	459	41.9%	93
HH owns laptop/notebook	530	48.4%	89
HH owns any Apple/Mac brand computer	69	6.3%	42
HH owns any PC/non-Apple brand computer	725	66.2%	97
HH purchased most recent computer in a store	391	35.7%	95
HH purchased most recent computer online	114	10.4%	80
Spent <\$500 on most recent home computer	189	17.3%	119
Spent \$500-\$999 on most recent home computer	194	17.7%	93
Spent \$1,000-\$1,499 on most recent home computer	76	6.9%	73
Spent \$1,500-\$1,999 on most recent home computer	37	3.4%	74
Spent \$2,000+ on most recent home computer	24	2.2%	56

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

Bethel 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	1,045	50.0%	99
Bought brewed coffee at convenience store in last 30 days	346	16.6%	105
Bought cigarettes at convenience store in last 30 days	357	17.1%	137
Bought gas at convenience store in last 30 days	883	42.3%	128
Spent at convenience store in last 30 days: <\$20	130	6.2%	77
Spent at convenience store in last 30 days: \$20-\$39	216	10.3%	114
Spent at convenience store in last 30 days: \$40-\$50	114	5.5%	72
Spent at convenience store in last 30 days: \$51-\$99	101	4.8%	109
Spent at convenience store in last 30 days: \$100+	593	28.4%	124
Entertainment (Adults)			
Attended a movie in last 6 months	1,121	53.7%	90
Went to live theater in last 12 months	194	9.3%	72
Went to a bar/night club in last 12 months	362	17.3%	104
Dined out in last 12 months	883	42.3%	94
Gambled at a casino in last 12 months	241	11.5%	84
Visited a theme park in last 12 months	270	12.9%	73
Viewed movie (video-on-demand) in last 30 days	361	17.3%	102
Viewed TV show (video-on-demand) in last 30 days	230	11.0%	85
Watched any pay-per-view TV in last 12 months	225	10.8%	82
Downloaded a movie over the Internet in last 30 days	83	4.0%	55
Downloaded any individual song in last 6 months	321	15.4%	75
Watched a movie online in the last 30 days	283	13.6%	85
Watched a TV program online in last 30 days	229	11.0%	73
Played a video/electronic game (console) in last 12 months	273	13.1%	125
Played a video/electronic game (portable) in last 12 months	96	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	588	28.2%	91
Used ATM/cash machine in last 12 months	895	42.9%	87
Own any stock	115	5.5%	72
Own U.S. savings bond	87	4.2%	79
Own shares in mutual fund (stock)	85	4.1%	56
Own shares in mutual fund (bonds)	57	2.7%	56
Have interest checking account	552	26.4%	94
Have non-interest checking account	588	28.2%	100
Have savings account	1,044	50.0%	93
Have 401K retirement savings plan	289	13.8%	95
Own/used any credit/debit card in last 12 months	1,412	67.6%	91
Avg monthly credit card expenditures: <\$111	253	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	127	6.1%	88
Avg monthly credit card expenditures: \$226-\$450	130	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	78	3.7%	70
Avg monthly credit card expenditures: \$701-\$1,000	47	2.3%	52
Avg monthly credit card expenditures: \$1,001+	85	4.1%	45
Did banking online in last 12 months	599	28.7%	80
Did banking on mobile device in last 12 months	233	11.2%	80
Paid bills online in last 12 months	780	37.4%	87

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Retail Market Potential

Bethel 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	804	73.4%	106
Used bread in last 6 months	1,036	94.6%	101
Used chicken (fresh or frozen) in last 6 months	747	68.2%	99
Used turkey (fresh or frozen) in last 6 months	157	14.3%	90
Used fish/seafood (fresh or frozen) in last 6 months	559	51.1%	93
Used fresh fruit/vegetables in last 6 months	944	86.2%	101
Used fresh milk in last 6 months	979	89.4%	102
Used organic food in last 6 months	149	13.6%	69
Health (Adults)			
Exercise at home 2+ times per week	453	21.7%	76
Exercise at club 2+ times per week	184	8.8%	68
Visited a doctor in last 12 months	1,586	76.0%	100
Used vitamin/dietary supplement in last 6 months	980	46.9%	89
Home (Households)			
Any home improvement in last 12 months	269	24.6%	92
Used housekeeper/maid/professional HH cleaning service in last 12	97	8.9%	67
Purchased low ticket HH furnishings in last 12 months	138	12.6%	78
Purchased big ticket HH furnishings in last 12 months	215	19.6%	94
Bought any small kitchen appliance in last 12 months	226	20.6%	93
Bought any large kitchen appliance in last 12 months	146	13.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	950	45.5%	107
Carry medical/hospital/accident insurance	1,339	64.1%	98
Carry homeowner insurance	1,018	48.8%	104
Carry renter's insurance	113	5.4%	66
Have auto insurance: 1 vehicle in household covered	387	35.3%	115
Have auto insurance: 2 vehicles in household covered	313	28.6%	100
Have auto insurance: 3+ vehicles in household covered	189	17.3%	79
Pets (Households)			
Household owns any pet	634	57.9%	108
Household owns any cat	307	28.0%	125
Household owns any dog	481	43.9%	108
Psychographics (Adults)			
Buying American is important to me	1,009	48.3%	114
Usually buy items on credit rather than wait	228	10.9%	93
Usually buy based on quality - not price	360	17.2%	96
Price is usually more important than brand name	599	28.7%	109
Usually use coupons for brands I buy often	476	22.8%	120
Am interested in how to help the environment	297	14.2%	87
Usually pay more for environ safe product	208	10.0%	78
Usually value green products over convenience	222	10.6%	101
Likely to buy a brand that supports a charity	766	36.7%	105
Reading (Adults)			
Bought digital book in last 12 months	210	10.1%	76
Bought hardcover book in last 12 months	361	17.3%	83
Bought paperback book in last 12 month	532	25.5%	81
Read any daily newspaper (paper version)	600	28.7%	110
Read any digital newspaper in last 30 days	563	27.0%	81
Read any magazine (paper/electronic version) in last 6 months	1,884	90.2%	99

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Retail Market Potential

Bethel 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	1,508	72.2%	97
Went to family restaurant/steak house: 4+ times a month	568	27.2%	99
Went to fast food/drive-in restaurant in last 6 months	1,893	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	858	41.1%	104
Fast food/drive-in last 6 months: eat in	796	38.1%	105
Fast food/drive-in last 6 months: home delivery	175	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	1,013	48.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	417	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	495	23.7%	75
Own e-reader/tablet: iPad	153	7.3%	48
Own any portable MP3 player	500	23.9%	78
HH owns 1 TV	241	22.0%	108
HH owns 2 TVs	283	25.8%	100
HH owns 3 TVs	245	22.4%	105
HH owns 4+ TVs	178	16.3%	86
HH subscribes to cable TV	576	52.6%	106
HH subscribes to fiber optic	25	2.3%	30
HH has satellite dish	296	27.0%	106
HH owns DVD/Blu-ray player	642	58.6%	97
HH owns camcorder	110	10.0%	72
HH owns portable GPS navigation device	264	24.1%	88
HH purchased video game system in last 12 mos	56	5.1%	64
HH owns Internet video device for TV	49	4.5%	63
Travel (Adults)			
Domestic travel in last 12 months	885	42.4%	85
Took 3+ domestic non-business trips in last 12 months	168	8.0%	72
Spent on domestic vacations in last 12 months: <\$1,000	192	9.2%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	103	4.9%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	2.4%	67
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	56	2.7%	69
Spent on domestic vacations in last 12 months: \$3,000+	69	3.3%	60
Domestic travel in the 12 months: used general travel website	100	4.8%	71
Foreign travel in last 3 years	301	14.4%	60
Took 3+ foreign trips by plane in last 3 years	33	1.6%	35
Spent on foreign vacations in last 12 months: <\$1,000	44	2.1%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	2.1%	65
Spent on foreign vacations in last 12 months: \$3,000+	53	2.5%	51
Foreign travel in last 3 years: used general travel website	57	2.7%	49
Nights spent in hotel/motel in last 12 months: any	710	34.0%	84
Took cruise of more than one day in last 3 years	131	6.3%	75
Member of any frequent flyer program	122	5.8%	36
Member of any hotel rewards program	189	9.1%	64

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