Site Map

Business 28
949 STHY 28, , OH, 45150
Rings: 5, 10, 15 mile radii

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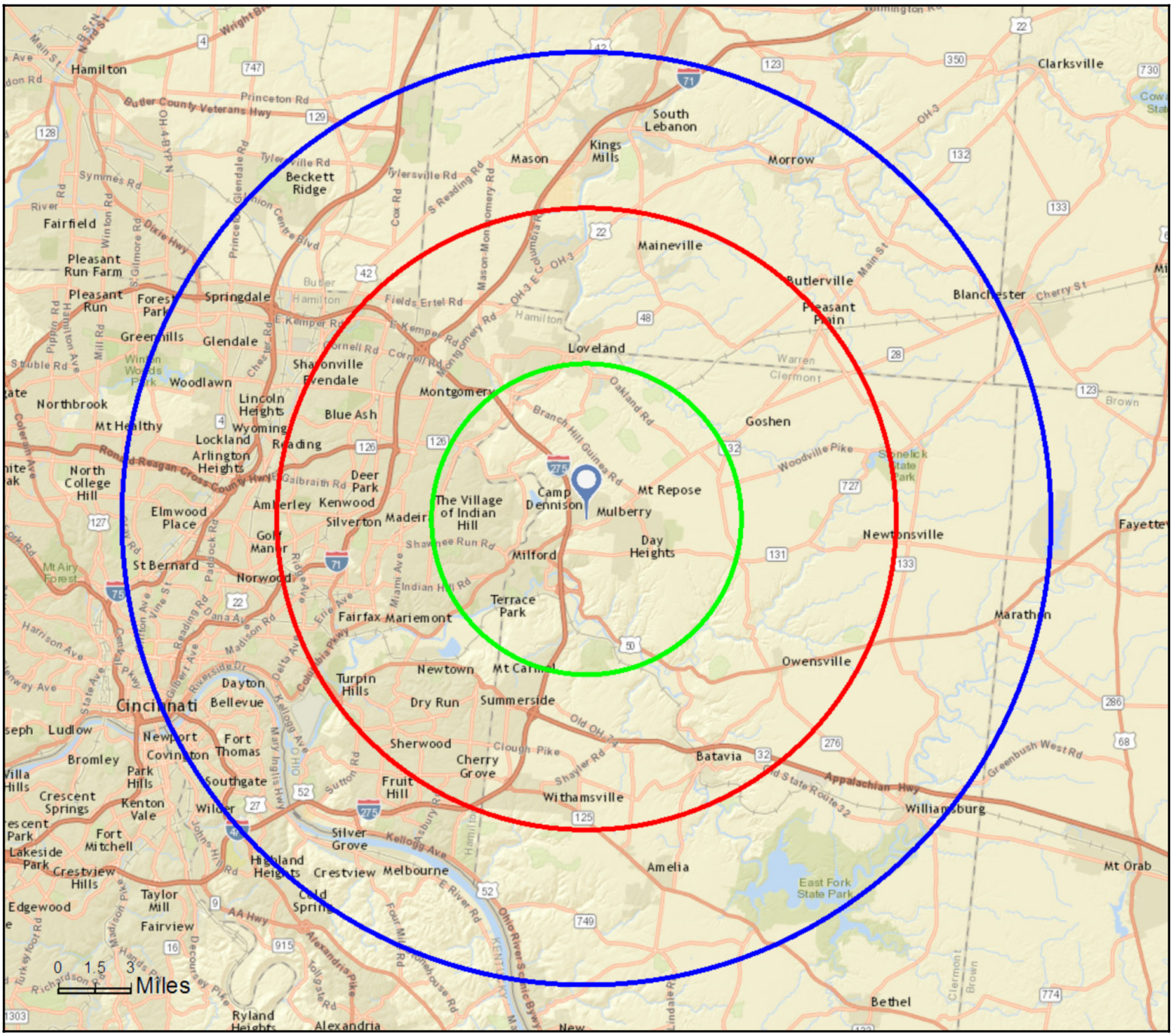

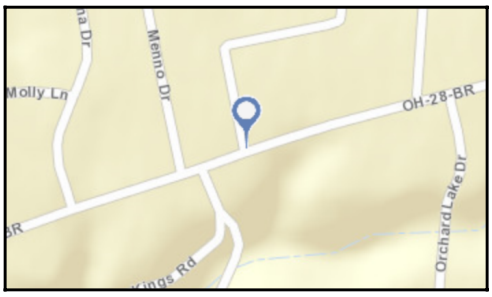

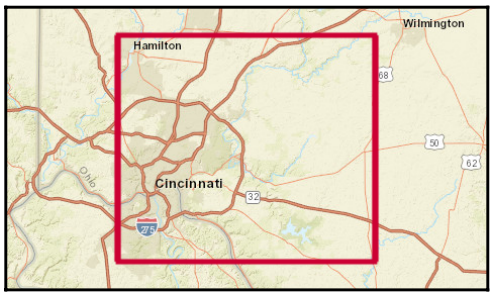

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	5 miles	10 miles	15 miles
Population Summary			
2000 Total Population	66,502	345,082	764,120
2010 Total Population	72,960	363,557	789,808
2016 Total Population	75,635	373,569	813,596
2016 Group Quarters	665	3,485	13,646
2020 Total Population	78,032	383,168	835,202
2016-2021 Annual Rate	0.63%	0.51%	0.53%
Household Summary			
2000 Households	24,019	134,960	305,706
2000 Average Household Size	2.75	2.53	2.45
2010 Households	26,723	145,736	319,809
2010 Average Household Size	2.71	2.47	2.43
2016 Households	27,838	150,603	330,107
2016 Average Household Size	2.69	2.46	2.42
2021 Households	28,790	154,887	339,300
2021 Average Household Size	2.69	2.45	2.42
2016-2021 Annual Rate	0.67%	0.56%	0.55%
2010 Families	20,044	98,061	203,261
2010 Average Family Size	3.14	3.03	3.05
2016 Families	20,699	100,052	207,041
2016 Average Family Size	3.14	3.03	3.06
2021 Families	21,311	102,259	211,474
2021 Average Family Size	3.14	3.03	3.06
2016-2021 Annual Rate	0.58%	0.44%	0.42%
Housing Unit Summary			
2000 Housing Units	24,855	141,019	325,200
Owner Occupied Housing Units	79.7%	70.5%	61.9%
Renter Occupied Housing Units	16.9%	25.2%	32.1%
Vacant Housing Units	3.4%	4.3%	6.0%
2010 Housing Units	28,429	156,568	351,750
Owner Occupied Housing Units	76.7%	67.3%	60.3%
Renter Occupied Housing Units	17.3%	25.8%	30.6%
Vacant Housing Units	6.0%	6.9%	9.1%
2016 Housing Units	29,654	161,195	360,885
Owner Occupied Housing Units	74.7%	64.7%	57.9%
Renter Occupied Housing Units	19.2%	28.7%	33.6%
Vacant Housing Units	6.1%	6.6%	8.5%
2021 Housing Units	30,795	165,895	370,815
Owner Occupied Housing Units	74.3%	64.5%	57.8%
Renter Occupied Housing Units	19.2%	28.8%	33.7%
Vacant Housing Units	6.5%	6.6%	8.5%
Median Household Income			
2016	$79,147	$68,620	$59,910
2021	$87,874	$77,903	$68,306
Median Home Value			
2016	$219,547	$205,425	$192,772
2021	$238,026	$226,158	$218,363
Per Capita Income			
2016	$39,187	$38,796	$35,050
2021	$42,619	$42,513	$38,416
Median Age			
2010	39.7	39.4	38.0
2016	40.7	40.3	38.9
2021	41.7	41.1	39.6

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.

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2016 Households by Income			
Household Income Base	27,838	150,603	330,102
<$15,000	6.8%	8.2%	11.6%
$15,000 - $24,999	6.6%	7.5%	9.2%
$25,000 - $34,999	8.1%	8.4%	9.0%
$35,000 - $49,999	10.4%	11.7%	11.8%
$50,000 - $74,999	15.3%	17.7%	17.3%
$75,000 - $99,999	13.3%	13.1%	12.2%
$100,000 - $149,999	18.6%	16.7%	14.8%
$150,000 - $199,999	10.3%	7.7%	6.8%
$200,000+	10.5%	9.1%	7.4%
Average Household Income	$105,835	$95,679	$85,764
2021 Households by Income			
Household Income Base	28,790	154,887	339,295
<$15,000	6.4%	7.6%	11.1%
$15,000 - $24,999	5.9%	6.8%	8.4%
$25,000 - $34,999	7.7%	8.2%	9.1%
$35,000 - $49,999	5.8%	6.5%	6.8%
$50,000 - $74,999	16.2%	18.7%	18.2%
$75,000 - $99,999	13.9%	14.3%	13.4%
$100,000 - $149,999	21.2%	19.1%	17.0%
$150,000 - $199,999	12.1%	9.0%	8.0%
$200,000+	11.0%	9.7%	8.0%
Average Household Income	$114,868	$104,629	$93,956
2016 Owner Occupied Housing Units by Value			
Total	22,143	104,353	208,868
<$50,000	7.3%	4.2%	5.0%
$50,000 - $99,999	6.5%	8.2%	12.1%
$100,000 - $149,999	15.3%	18.5%	18.4%
$150,000 - $199,999	15.4%	17.6%	16.9%
$200,000 - $249,999	14.2%	14.4%	13.3%
$250,000 - $299,999	10.4%	9.4%	8.4%
$300,000 - $399,999	13.8%	12.3%	11.5%
$400,000 - $499,999	7.4%	7.1%	6.8%
$500,000 - $749,999	5.9%	5.2%	5.0%
$750,000 - $999,999	1.8%	1.7%	1.4%
$1,000,000 +	2.2%	1.4%	1.1%
Average Home Value	$274,102	$258,979	$244,508
2021 Owner Occupied Housing Units by Value			
Total	22,864	107,020	214,312
<$50,000	5.0%	2.4%	3.2%
$50,000 - $99,999	3.7%	4.8%	8.2%
$100,000 - $149,999	9.4%	11.7%	12.1%
$150,000 - $199,999	17.6%	20.9%	20.0%
$200,000 - $249,999	18.7%	19.3%	18.0%
$250,000 - $299,999	13.7%	12.5%	11.6%
$300,000 - $399,999	14.1%	12.3%	11.8%
$400,000 - $499,999	7.7%	7.4%	7.2%
$500,000 - $749,999	5.9%	5.5%	5.4%
$750,000 - $999,999	2.0%	1.9%	1.7%
$1,000,000 +	2.1%	1.2%	0.9%
Average Home Value	$291,383	$275,423	$263,275

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

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2010 Population by Age			
Total	72,960	363,555	789,805
0 - 4	6.5%	6.4%	6.5%
5 - 9	8.1%	6.9%	6.8%
10 - 14	8.2%	7.1%	6.9%
15 - 24	11.3%	11.5%	13.0%
25 - 34	9.8%	12.3%	13.0%
35 - 44	14.4%	13.5%	13.3%
45 - 54	17.0%	16.1%	15.6%
55 - 64	12.8%	12.8%	12.3%
65 - 74	6.7%	6.9%	6.6%
75 - 84	3.8%	4.4%	4.3%
85 +	1.5%	1.9%	1.8%
18 +	72.4%	75.2%	75.6%
2016 Population by Age			
Total	75,636	373,569	813,598
0 - 4	6.1%	6.0%	6.1%
5 - 9	7.0%	6.5%	6.5%
10 - 14	8.0%	6.9%	6.8%
15 - 24	11.8%	11.7%	12.9%
25 - 34	10.2%	12.2%	12.9%
35 - 44	12.5%	12.8%	12.6%
45 - 54	15.5%	14.4%	13.9%
55 - 64	14.3%	14.2%	13.6%
65 - 74	8.8%	8.8%	8.5%
75 - 84	4.0%	4.5%	4.3%
85 +	1.7%	2.1%	2.0%
18 +	74.5%	76.7%	76.9%
2021 Population by Age			
Total	78,032	383,168	835,206
0 - 4	5.9%	5.9%	6.0%
5 - 9	6.6%	6.1%	6.1%
10 - 14	7.3%	6.7%	6.5%
15 - 24	11.3%	11.2%	12.4%
25 - 34	10.7%	12.2%	12.9%
35 - 44	12.4%	13.1%	13.0%
45 - 54	13.7%	12.9%	12.6%
55 - 64	14.7%	14.1%	13.5%
65 - 74	10.6%	10.6%	10.1%
75 - 84	4.9%	5.1%	4.9%
85 +	1.9%	2.2%	2.1%
18 +	75.9%	77.5%	77.6%
2010 Population by Sex			
Males	35,866	175,910	382,832
Females	37,094	187,647	406,976
2016 Population by Sex			
Males	37,227	181,281	395,476
Females	38,408	192,288	418,120
2021 Population by Sex			
Males	38,451	186,346	407,103
Females	39,581	196,822	428,099

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

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2010 Population by Race/Ethnicity			
Total	72,959	363,556	789,808
White Alone	95.0%	87.6%	79.8%
Black Alone	1.4%	6.7%	14.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	3.2%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	0.7%	1.0%
Two or More Races	1.3%	1.7%	1.9%
Hispanic Origin	1.7%	2.2%	2.7%
Diversity Index	12.6	26.1	37.8
2016 Population by Race/Ethnicity			
Total	75,635	373,568	813,597
White Alone	93.8%	86.0%	78.3%
Black Alone	1.8%	7.0%	14.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	3.9%	3.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.5%	0.8%	1.2%
Two or More Races	1.7%	2.1%	2.2%
Hispanic Origin	2.2%	2.7%	3.4%
Diversity Index	15.7	29.3	40.7
2021 Population by Race/Ethnicity			
Total	78,032	383,168	835,203
White Alone	92.7%	84.5%	76.7%
Black Alone	2.2%	7.3%	14.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.3%	4.6%	4.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.6%	1.0%	1.4%
Two or More Races	2.0%	2.4%	2.6%
Hispanic Origin	2.7%	3.3%	4.0%
Diversity Index	18.5	32.5	43.5
2010 Population by Relationship and Household Type			
Total	72,960	363,557	789,808
In Households	99.1%	99.1%	98.3%
In Family Households	87.9%	83.3%	80.3%
Householder	27.5%	27.0%	25.7%
Spouse	22.6%	21.3%	19.1%
Child	34.0%	31.2%	31.0%
Other relative	2.0%	2.2%	2.6%
Nonrelative	1.6%	1.6%	1.9%
In Nonfamily Households	11.2%	15.8%	18.0%
In Group Quarters	0.9%	0.9%	1.7%
Institutionalized Population	0.4%	0.7%	0.8%
Noninstitutionalized Population	0.5%	0.2%	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment			
Total	50,722	257,364	551,392
Less than 9th Grade	1.8%	1.6%	2.3%
9th - 12th Grade, No Diploma	5.3%	4.7%	6.0%
High School Graduate	22.0%	20.2%	21.1%
GED/Alternative Credential	2.6%	2.6%	3.1%
Some College, No Degree	16.9%	17.4%	18.0%
Associate Degree	8.0%	8.1%	7.9%
Bachelor's Degree	27.5%	27.6%	25.2%
Graduate/Professional Degree	15.8%	17.8%	16.3%
2016 Population 15+ by Marital Status			
Total	59,660	300,993	656,678
Never Married	25.0%	27.8%	32.8%
Married	60.7%	55.7%	50.2%
Widowed	5.3%	5.8%	5.7%
Divorced	9.1%	10.7%	11.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	96.4%	95.3%
Civilian Unemployed	3.3%	3.6%	4.7%
2016 Employed Population 16+ by Industry			
Total	37,999	193,332	409,243
Agriculture/Mining	0.3%	0.3%	0.2%
Construction	4.8%	4.4%	4.3%
Manufacturing	15.1%	13.7%	13.9%
Wholesale Trade	3.6%	3.2%	3.0%
Retail Trade	12.0%	11.5%	11.4%
Transportation/Utilities	3.5%	3.4%	3.7%
Information	1.5%	1.7%	1.6%
Finance/Insurance/Real Estate	8.6%	8.7%	8.0%
Services	47.8%	50.8%	51.3%
Public Administration	2.6%	2.5%	2.6%
2016 Employed Population 16+ by Occupation			
Total	37,999	193,332	409,242
White Collar	68.9%	70.6%	68.2%
Management/Business/Financial	20.1%	19.9%	18.7%
Professional	24.2%	27.0%	25.9%
Sales	12.8%	11.5%	10.9%
Administrative Support	11.8%	12.2%	12.7%
Services	14.0%	14.0%	15.5%
Blue Collar	17.2%	15.4%	16.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.5%	2.9%	3.0%
Installation/Maintenance/Repair	2.3%	2.7%	2.6%
Production	6.1%	5.3%	5.5%
Transportation/Material Moving	5.1%	4.5%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	72,960	363,557	789,808
Population Inside Urbanized Area	94.0%	94.1%	94.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.0%	5.9%	5.7%

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

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2010 Households by Type			
Total	26,723	145,736	319,809
Households with 1 Person	20.5%	27.2%	30.0%
Households with 2+ People	79.5%	72.8%	70.0%
Family Households	75.0%	67.3%	63.6%
Husband-wife Families	61.7%	53.1%	47.1%
With Related Children	29.9%	24.0%	21.2%
Other Family (No Spouse Present)	13.3%	14.2%	16.4%
Other Family with Male Householder	3.9%	3.8%	4.2%
With Related Children	2.5%	2.2%	2.4%
Other Family with Female Householder	9.4%	10.4%	12.3%
With Related Children	6.2%	6.6%	8.0%
Nonfamily Households	4.5%	5.5%	6.4%
All Households with Children	39.0%	33.2%	32.0%
Multigenerational Households	3.0%	2.6%	3.0%
Unmarried Partner Households	5.5%	5.7%	6.1%
Male-female	5.0%	5.1%	5.5%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	26,722	145,737	319,810
1 Person Household	20.5%	27.2%	30.0%
2 Person Household	34.0%	34.2%	32.7%
3 Person Household	16.9%	15.8%	15.3%
4 Person Household	17.3%	14.1%	13.1%
5 Person Household	7.9%	6.0%	5.8%
6 Person Household	2.6%	1.9%	2.0%
7 + Person Household	0.9%	0.8%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	26,723	145,736	319,809
Owner Occupied	81.6%	72.3%	66.3%
Owned with a Mortgage/Loan	63.4%	55.8%	51.2%
Owned Free and Clear	18.2%	16.5%	15.1%
Renter Occupied	18.4%	27.7%	33.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	28,429	156,568	351,750
Housing Units Inside Urbanized Area	94.0%	94.6%	94.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.0%	5.4%	5.0%

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

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Top 3 Tapestry Segments			
	1. Professional Pride (1B)	Soccer Moms (4A)	Soccer Moms (4A)
	2. Comfortable Empty Nesters	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
	3. Middleburg (4C)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2016 Consumer Spending			
Apparel & Services: Total $	$75,130,951	$371,809,063	$738,025,603
Average Spent	$2,698.86	$2,468.80	$2,235.72
Spending Potential Index	134	123	111
Education: Total $	$55,214,879	$270,552,105	$534,846,219
Average Spent	$1,983.44	$1,796.46	$1,620.22
Spending Potential Index	140	127	115
Entertainment/Recreation: Total $	$110,441,805	$540,666,915	$1,063,797,441
Average Spent	$3,967.30	$3,590.01	$3,222.58
Spending Potential Index	136	123	111
Food at Home: Total $	$181,645,102	$908,548,745	$1,820,046,116
Average Spent	$6,525.08	$6,032.74	$5,513.50
Spending Potential Index	131	121	111
Food Away from Home: Total $	$115,715,705	$572,939,358	$1,137,129,319
Average Spent	$4,156.75	$3,804.30	$3,444.73
Spending Potential Index	134	123	111
Health Care: Total $	$200,071,550	$978,497,827	$1,920,029,338
Average Spent	$7,186.99	$6,497.20	$5,816.38
Spending Potential Index	136	123	110
HH Furnishings & Equipment: Total $	$67,580,142	$331,035,826	$650,084,855
Average Spent	$2,427.62	$2,198.07	$1,969.32
Spending Potential Index	137	124	112
Personal Care Products & Services: Total $	$27,692,801	$136,260,320	$267,781,274
Average Spent	$994.78	$904.76	$811.20
Spending Potential Index	136	123	111
Shelter: Total $	$580,120,258	$2,897,425,572	$5,755,328,007
Average Spent	$20,839.15	$19,238.83	$17,434.73
Spending Potential Index	134	124	112
Support Payments/Cash Contributions/Gifts in Kind: Total $	$90,182,143	$439,097,927	$855,547,701
Average Spent	$3,239.53	$2,915.60	$2,591.73
Spending Potential Index	140	126	112
Travel: Total $	$73,922,180	$355,625,474	$684,240,974
Average Spent	$2,655.44	$2,361.34	$2,072.79
Spending Potential Index	143	127	111
Vehicle Maintenance & Repairs: Total $	$38,748,905	$190,978,699	$376,853,589
Average Spent	$1,391.94	$1,268.09	$1,141.61
Spending Potential Index	134	122	110

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

July 29, 2016

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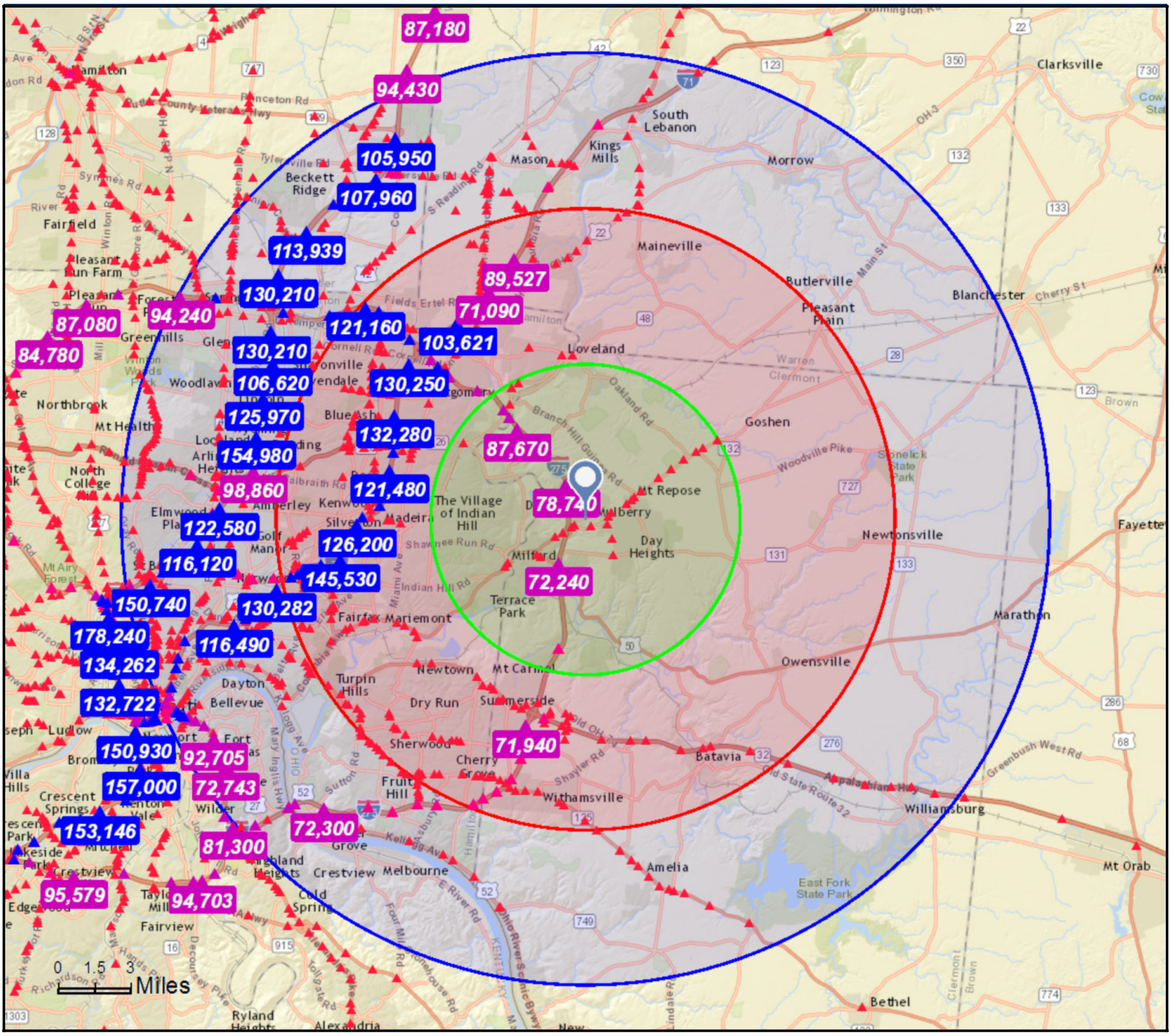
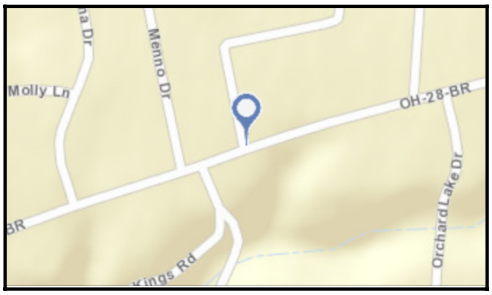
Traffic Count Map

Business 28
949 STHY 28, , OH, 45150
Rings: 5, 10, 15 mile radii

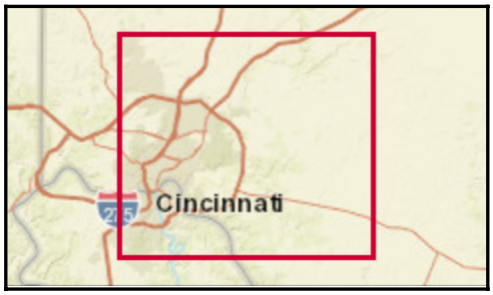
Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150





Average Daily Traffic Volume

- ***Up to 6,000 vehicles per day***
- ***6,001 - 15,000***
- ***15,001 - 30,000***
- ***30,001 - 50,000***
- ***50,001 - 100,000***
- ***More than 100,000 per day***



Source: ©2016 Kalibrate Technologies

July 29, 2016

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Business Summary

Business 28
949 STHY 28, , OH, 45150
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Data for all businesses in area	5 miles	10 miles	15 miles
Total Businesses:	2,666	16,276	36,032
Total Employees:	28,365	242,840	582,835
Total Residential Population:	75,635	373,569	813,596
Employee/Residential Population Ratio:	0.38:1	0.65:1	0.72:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	105	3.9%	586	2.1%	402	2.5%	2,963	1.2%	734	2.0%	5,540	1.0%
Construction	292	11.0%	1,949	6.9%	1,282	7.9%	10,285	4.2%	2,766	7.7%	25,407	4.4%
Manufacturing	105	3.9%	2,524	8.9%	671	4.1%	28,929	11.9%	1,561	4.3%	68,051	11.7%
Transportation	62	2.3%	572	2.0%	313	1.9%	3,425	1.4%	868	2.4%	13,333	2.3%
Communication	15	0.6%	132	0.5%	101	0.6%	2,273	0.9%	293	0.8%	5,955	1.0%
Utility	11	0.4%	95	0.3%	35	0.2%	240	0.1%	71	0.2%	1,725	0.3%
Wholesale Trade	92	3.5%	1,257	4.4%	642	3.9%	12,176	5.0%	1,463	4.1%	27,891	4.8%
Retail Trade Summary	539	20.2%	8,059	28.4%	3,357	20.6%	57,407	23.6%	7,373	20.5%	124,701	21.4%
Home Improvement	41	1.5%	784	2.8%	189	1.2%	3,550	1.5%	463	1.3%	8,287	1.4%
General Merchandise Stores	20	0.8%	792	2.8%	115	0.7%	6,304	2.6%	247	0.7%	10,903	1.9%
Food Stores	62	2.3%	1,142	4.0%	320	2.0%	6,793	2.8%	678	1.9%	14,211	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	48	1.8%	584	2.1%	311	1.9%	4,821	2.0%	693	1.9%	9,855	1.7%
Apparel & Accessory Stores	17	0.6%	66	0.2%	236	1.4%	2,589	1.1%	508	1.4%	6,081	1.0%
Furniture & Home Furnishings	55	2.1%	707	2.5%	379	2.3%	4,734	1.9%	759	2.1%	9,287	1.6%
Eating & Drinking Places	147	5.5%	2,932	10.3%	917	5.6%	19,209	7.9%	2,177	6.0%	43,472	7.5%
Miscellaneous Retail	148	5.6%	1,052	3.7%	890	5.5%	9,408	3.9%	1,848	5.1%	22,606	3.9%
Finance, Insurance, Real Estate Summary	320	12.0%	1,295	4.6%	2,183	13.4%	17,964	7.4%	4,347	12.1%	33,339	5.7%
Banks, Savings & Lending Institutions	131	4.9%	289	1.0%	765	4.7%	5,080	2.1%	1,649	4.6%	8,299	1.4%
Securities Brokers	24	0.9%	125	0.4%	255	1.6%	2,046	0.8%	449	1.2%	4,056	0.7%
Insurance Carriers & Agents	70	2.6%	420	1.5%	432	2.7%	4,787	2.0%	737	2.0%	8,720	1.5%
Real Estate, Holding, Other Investment Offices	96	3.6%	461	1.6%	730	4.5%	6,050	2.5%	1,513	4.2%	12,263	2.1%
Services Summary	934	35.0%	10,996	38.8%	6,153	37.8%	98,093	40.4%	13,989	38.8%	254,783	43.7%
Hotels & Lodging	10	0.4%	236	0.8%	64	0.4%	1,484	0.6%	162	0.4%	4,115	0.7%
Automotive Services	95	3.6%	473	1.7%	403	2.5%	2,543	1.0%	956	2.7%	6,058	1.0%
Motion Pictures & Amusements	82	3.1%	832	2.9%	424	2.6%	4,902	2.0%	898	2.5%	14,762	2.5%
Health Services	94	3.5%	1,724	6.1%	1,066	6.5%	24,946	10.3%	2,328	6.5%	84,113	14.4%
Legal Services	17	0.6%	135	0.5%	199	1.2%	1,285	0.5%	460	1.3%	3,245	0.6%
Education Institutions & Libraries	47	1.8%	1,983	7.0%	333	2.0%	13,237	5.5%	899	2.5%	35,779	6.1%
Other Services	589	22.1%	5,615	19.8%	3,664	22.5%	49,697	20.5%	8,285	23.0%	106,711	18.3%
Government	52	2.0%	744	2.6%	347	2.1%	8,145	3.4%	809	2.2%	20,084	3.4%
Unclassified Establishments	139	5.2%	156	0.5%	790	4.9%	939	0.4%	1,758	4.9%	2,027	0.3%
Totals	2,666	100.0%	28,365	100.0%	16,276	100.0%	242,840	100.0%	36,032	100.0%	582,835	100.0%

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July 29, 2016

Business Summary

Business 28
949 STHY 28, , OH, 45150
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	7	0.3%	33	0.1%	25	0.2%	98	0.0%	53	0.1%	465	0.1%
Mining	3	0.1%	28	0.1%	10	0.1%	93	0.0%	16	0.0%	150	0.0%
Utilities	4	0.2%	25	0.1%	16	0.1%	119	0.0%	29	0.1%	1,201	0.2%
Construction	306	11.5%	2,021	7.1%	1,360	8.4%	10,775	4.4%	2,922	8.1%	26,772	4.6%
Manufacturing	116	4.4%	2,491	8.8%	702	4.3%	28,946	11.9%	1,651	4.6%	69,447	11.9%
Wholesale Trade	89	3.3%	1,244	4.4%	614	3.8%	11,819	4.9%	1,396	3.9%	26,229	4.5%
Retail Trade	369	13.8%	4,920	17.3%	2,343	14.4%	37,170	15.3%	4,991	13.9%	78,922	13.5%
Motor Vehicle & Parts Dealers	38	1.4%	532	1.9%	226	1.4%	4,443	1.8%	520	1.4%	9,039	1.6%
Furniture & Home Furnishings Stores	11	0.4%	58	0.2%	139	0.9%	1,686	0.7%	306	0.8%	3,553	0.6%
Electronics & Appliance Stores	38	1.4%	540	1.9%	225	1.4%	2,910	1.2%	411	1.1%	5,402	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	38	1.4%	775	2.7%	185	1.1%	3,540	1.5%	458	1.3%	8,273	1.4%
Food & Beverage Stores	49	1.8%	1,055	3.7%	242	1.5%	5,966	2.5%	540	1.5%	12,544	2.2%
Health & Personal Care Stores	36	1.4%	509	1.8%	232	1.4%	2,469	1.0%	465	1.3%	8,308	1.4%
Gasoline Stations	11	0.4%	52	0.2%	86	0.5%	387	0.2%	174	0.5%	826	0.1%
Clothing & Clothing Accessories Stores	28	1.1%	110	0.4%	313	1.9%	3,094	1.3%	654	1.8%	7,055	1.2%
Sport Goods, Hobby, Book, & Music Stores	28	1.1%	174	0.6%	170	1.0%	1,547	0.6%	340	0.9%	3,231	0.6%
General Merchandise Stores	20	0.8%	792	2.8%	115	0.7%	6,304	2.6%	247	0.7%	10,903	1.9%
Miscellaneous Store Retailers	64	2.4%	276	1.0%	348	2.1%	4,177	1.7%	734	2.0%	7,668	1.3%
Nonstore Retailers	9	0.3%	47	0.2%	62	0.4%	648	0.3%	141	0.4%	2,121	0.4%
Transportation & Warehousing	52	2.0%	490	1.7%	244	1.5%	2,894	1.2%	718	2.0%	11,894	2.0%
Information	38	1.4%	1,213	4.3%	265	1.6%	5,687	2.3%	637	1.8%	11,900	2.0%
Finance & Insurance	224	8.4%	833	2.9%	1,465	9.0%	12,222	5.0%	2,866	8.0%	21,514	3.7%
Central Bank/Credit Intermediation & Related Activities	131	4.9%	289	1.0%	768	4.7%	5,093	2.1%	1,657	4.6%	8,323	1.4%
Securities, Commodity Contracts & Other Financial	24	0.9%	125	0.4%	259	1.6%	2,095	0.9%	461	1.3%	4,167	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	70	2.6%	420	1.5%	438	2.7%	5,034	2.1%	747	2.1%	9,024	1.5%
Real Estate, Rental & Leasing	124	4.7%	520	1.8%	847	5.2%	6,075	2.5%	1,814	5.0%	13,124	2.3%
Professional, Scientific & Tech Services	252	9.5%	2,289	8.1%	1,625	10.0%	25,337	10.4%	3,401	9.4%	46,812	8.0%
Legal Services	21	0.8%	174	0.6%	233	1.4%	1,515	0.6%	522	1.4%	3,681	0.6%
Management of Companies & Enterprises	4	0.2%	7	0.0%	25	0.2%	192	0.1%	47	0.1%	938	0.2%
Administrative & Support & Waste Management & Remediation	152	5.7%	1,137	4.0%	833	5.1%	10,170	4.2%	1,698	4.7%	20,633	3.5%
Educational Services	61	2.3%	2,242	7.9%	417	2.6%	14,549	6.0%	1,034	2.9%	37,153	6.4%
Health Care & Social Assistance	123	4.6%	2,322	8.2%	1,327	8.2%	30,833	12.7%	3,028	8.4%	99,433	17.1%
Arts, Entertainment & Recreation	60	2.3%	754	2.7%	279	1.7%	3,908	1.6%	635	1.8%	13,603	2.3%
Accommodation & Food Services	162	6.1%	3,201	11.3%	1,010	6.2%	20,975	8.6%	2,392	6.6%	48,094	8.3%
Accommodation	10	0.4%	236	0.8%	64	0.4%	1,484	0.6%	162	0.4%	4,115	0.7%
Food Services & Drinking Places	152	5.7%	2,966	10.5%	947	5.8%	19,491	8.0%	2,230	6.2%	43,979	7.5%
Other Services (except Public Administration)	327	12.3%	1,696	6.0%	1,733	10.6%	11,894	4.9%	4,138	11.5%	32,438	5.6%
Automotive Repair & Maintenance	73	2.7%	379	1.3%	308	1.9%	2,032	0.8%	710	2.0%	4,445	0.8%
Public Administration	52	2.0%	744	2.6%	347	2.1%	8,145	3.4%	811	2.3%	20,105	3.4%
Unclassified Establishments	139	5.2%	156	0.5%	790	4.9%	939	0.4%	1,756	4.9%	2,007	0.3%
Total	2,666	100.0%	28,365	100.0%	16,276	100.0%	242,840	100.0%	36,032	100.0%	582,835	100.0%

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

July 29, 2016

Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Summary Demographics	
2016 Population	75,635
2016 Households	27,838
2016 Median Disposable Income	$60,131
2016 Per Capita Income	$39,187

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,514,014,148	$1,041,516,334	$472,497,814	18.5	507
Total Retail Trade	44-45	$1,373,419,466	$940,159,327	$433,260,139	18.7	354
Total Food & Drink	722	$140,594,682	$101,357,006	$39,237,676	16.2	153

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$312,830,390	$143,259,121	$169,571,269	37.2	40
Automobile Dealers	4411	$253,641,496	$88,148,410	$165,493,086	48.4	20
Other Motor Vehicle Dealers	4412	$36,059,108	$41,526,781	-$5,467,673	-7.0	3
Auto Parts, Accessories & Tire Stores	4413	$23,129,785	$13,583,930	$9,545,855	26.0	17
Furniture & Home Furnishings Stores	442	$37,308,466	$9,679,384	$27,629,082	58.8	12
Furniture Stores	4421	$24,209,721	$1,809,453	$22,400,268	86.1	3
Home Furnishings Stores	4422	$13,098,745	$7,869,932	$5,228,813	24.9	9
Electronics & Appliance Stores	443	$77,043,297	$86,884,887	-$9,841,590	-6.0	34
Bldg Materials, Garden Equip. & Supply Stores	444	$69,453,604	$94,864,090	-$25,410,486	-15.5	40
Bldg Material & Supplies Dealers	4441	$60,024,734	$88,714,632	-$28,689,898	-19.3	29
Lawn & Garden Equip & Supply Stores	4442	$9,428,869	$6,149,459	$3,279,410	21.1	12
Food & Beverage Stores	445	$241,540,189	$260,580,709	-$19,040,520	-3.8	53
Grocery Stores	4451	$222,713,741	$249,372,458	-$26,658,717	-5.6	33
Specialty Food Stores	4452	$11,686,526	$6,350,347	$5,336,179	29.6	13
Beer, Wine & Liquor Stores	4453	$7,139,922	$4,857,904	$2,282,018	19.0	7
Health & Personal Care Stores	446,4461	$100,714,310	$88,735,588	$11,978,722	6.3	27
Gasoline Stations	447,4471	$93,387,519	$33,964,109	$59,423,410	46.7	16
Clothing & Clothing Accessories Stores	448	$61,434,195	$12,716,635	$48,717,560	65.7	25
Clothing Stores	4481	$38,621,543	$6,111,237	$32,510,306	72.7	16
Shoe Stores	4482	$7,260,443	$0	$7,260,443	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$15,552,209	$6,259,302	$9,292,907	42.6	8
Sporting Goods, Hobby, Book & Music Stores	451	$45,543,174	$18,423,424	$27,119,750	42.4	24
Sporting Goods/Hobby/Musical Instr Stores	4511	$36,924,929	$15,654,874	$21,270,055	40.5	21
Book, Periodical & Music Stores	4512	$8,618,245	$2,768,550	$5,849,695	51.4	3
General Merchandise Stores	452	$249,754,206	$155,672,529	$94,081,677	23.2	18
Department Stores Excluding Leased Depts.	4521	$197,755,243	$133,271,951	$64,483,292	19.5	4
Other General Merchandise Stores	4529	$51,998,962	$22,400,578	$29,598,384	39.8	14
Miscellaneous Store Retailers	453	$63,389,190	$29,948,403	$33,440,787	35.8	58
Florists	4531	$2,717,812	$1,131,290	$1,586,522	41.2	6
Office Supplies, Stationery & Gift Stores	4532	$15,117,541	$5,099,720	$10,017,821	49.6	10
Used Merchandise Stores	4533	$9,495,794	$2,691,563	$6,804,231	55.8	14
Other Miscellaneous Store Retailers	4539	$36,058,042	$21,025,831	$15,032,211	26.3	28
Nonstore Retailers	454	$21,020,927	$5,430,448	$15,590,479	58.9	6
Electronic Shopping & Mail-Order Houses	4541	$11,939,086	$3,725,808	$8,213,278	52.4	3
Vending Machine Operators	4542	$2,154,418	$0	$2,154,418	100.0	0
Direct Selling Establishments	4543	$6,927,423	$1,704,640	$5,222,783	60.5	3
Food Services & Drinking Places	722	$140,594,682	$101,357,006	$39,237,676	16.2	153
Full-Service Restaurants	7221	$70,379,161	$43,062,200	$27,316,961	24.1	81
Limited-Service Eating Places	7222	$62,052,005	$52,010,860	$10,041,145	8.8	57
Special Food Services	7223	$3,836,353	$2,627,534	$1,208,819	18.7	5
Drinking Places - Alcoholic Beverages	7224	$4,327,164	$3,656,413	$670,751	8.4	11

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

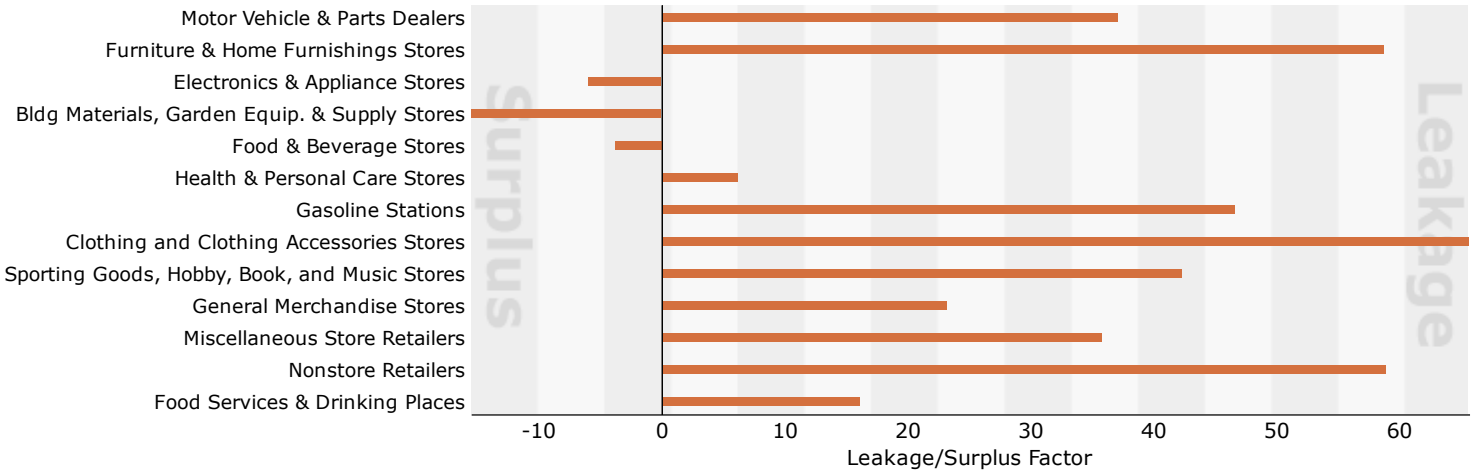
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

July 29, 2016

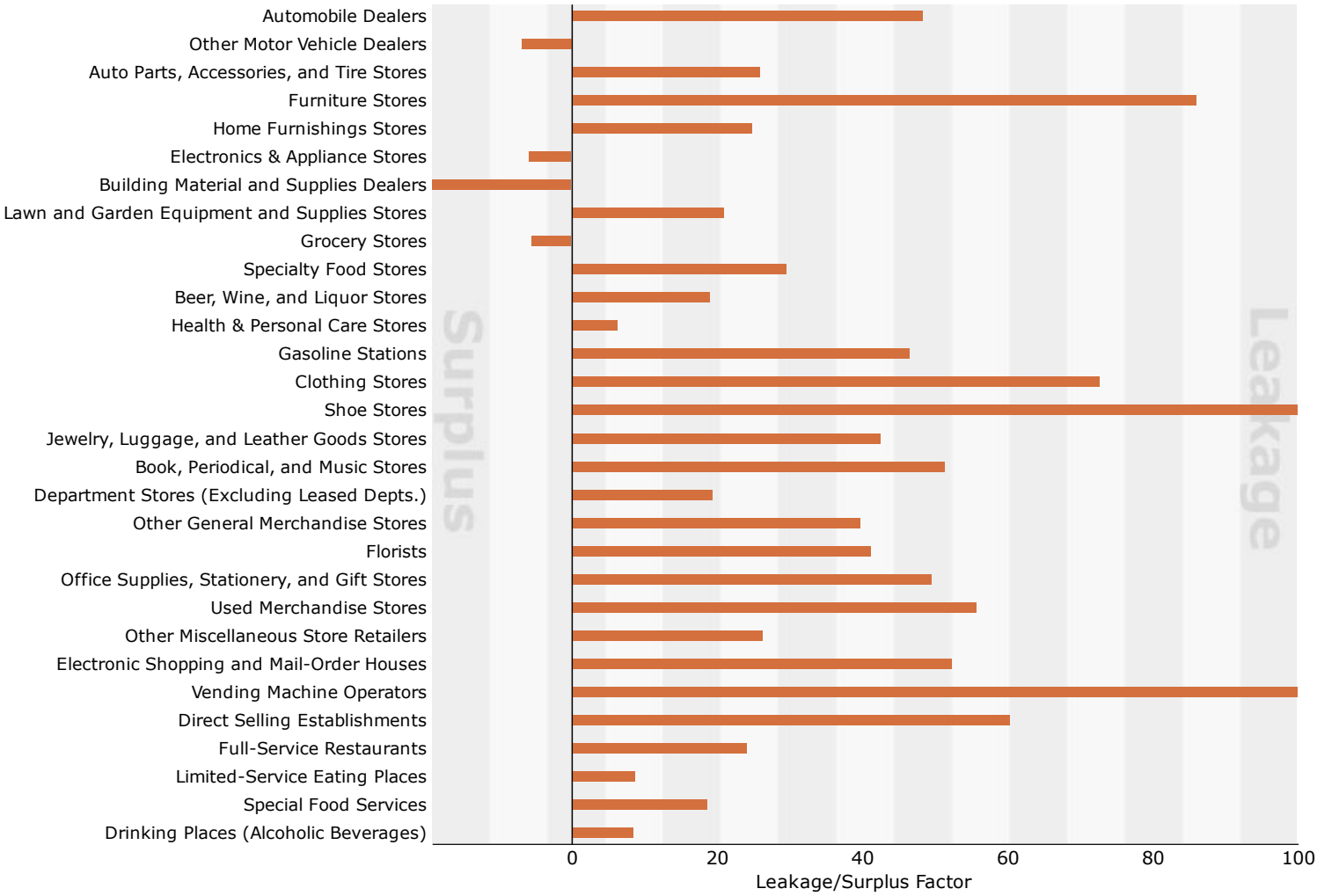
Business 28
949 STHY 28, , OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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July 29, 2016

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Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Summary Demographics	
2016 Population	373,569
2016 Households	150,603
2016 Median Disposable Income	$54,590
2016 Per Capita Income	$38,796

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	$7,461,858,567	$8,096,729,559	-$634,870,992	-4.1	3,258
Total Retail Trade	44-45	$6,769,574,438	$7,413,853,112	-$644,278,674	-4.5	2,322
Total Food & Drink	722	$692,284,129	$682,876,447	$9,407,682	0.7	935

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$1,532,382,879	$1,674,257,332	-$141,874,453	-4.4	237
Automobile Dealers	4411	$1,245,784,276	$1,490,455,836	-$244,671,560	-8.9	127
Other Motor Vehicle Dealers	4412	$172,459,276	$117,535,715	$54,923,561	18.9	24
Auto Parts, Accessories & Tire Stores	4413	$114,139,327	$66,265,780	$47,873,547	26.5	86
Furniture & Home Furnishings Stores	442	$181,686,529	$277,792,162	-$96,105,633	-20.9	143
Furniture Stores	4421	$117,800,395	$220,549,497	-$102,749,102	-30.4	75
Home Furnishings Stores	4422	$63,886,134	$57,242,664	$6,643,470	5.5	68
Electronics & Appliance Stores	443	$378,517,662	$477,850,996	-$99,333,334	-11.6	226
Bldg Materials, Garden Equip. & Supply Stores	444	$334,686,528	$323,149,260	$11,537,268	1.8	173
Bldg Material & Supplies Dealers	4441	$288,673,427	$281,307,252	$7,366,175	1.3	133
Lawn & Garden Equip & Supply Stores	4442	$46,013,101	$41,842,008	$4,171,093	4.7	40
Food & Beverage Stores	445	$1,205,365,555	$1,290,657,731	-$85,292,176	-3.4	242
Grocery Stores	4451	$1,111,420,485	$1,194,270,472	-$82,849,987	-3.6	145
Specialty Food Stores	4452	$58,314,267	$55,148,981	$3,165,286	2.8	68
Beer, Wine & Liquor Stores	4453	$35,630,803	$41,238,279	-$5,607,476	-7.3	29
Health & Personal Care Stores	446,4461	$498,949,413	$370,329,539	$128,619,874	14.8	192
Gasoline Stations	447,4471	$465,147,186	$196,497,259	$268,649,927	40.6	91
Clothing & Clothing Accessories Stores	448	$302,263,731	$378,454,228	-$76,190,497	-11.2	312
Clothing Stores	4481	$190,721,949	$248,702,664	-$57,980,715	-13.2	188
Shoe Stores	4482	$36,145,912	$44,400,174	-$8,254,262	-10.2	50
Jewelry, Luggage & Leather Goods Stores	4483	$75,395,870	$85,351,389	-$9,955,519	-6.2	74
Sporting Goods, Hobby, Book & Music Stores	451	$221,454,096	$176,284,557	$45,169,539	11.4	173
Sporting Goods/Hobby/Musical Instr Stores	4511	$178,813,492	$152,175,935	$26,637,557	8.0	144
Book, Periodical & Music Stores	4512	$42,640,603	$24,108,621	$18,531,982	27.8	29
General Merchandise Stores	452	$1,232,104,392	$1,573,000,905	-$340,896,513	-12.2	113
Department Stores Excluding Leased Depts.	4521	$973,619,671	$1,047,824,158	-$74,204,487	-3.7	42
Other General Merchandise Stores	4529	$258,484,721	$525,176,747	-$266,692,026	-34.0	72
Miscellaneous Store Retailers	453	$313,294,992	$502,851,750	-$189,556,758	-23.2	358
Florists	4531	$13,158,252	$21,254,142	-$8,095,890	-23.5	38
Office Supplies, Stationery & Gift Stores	4532	$74,116,400	$80,381,140	-$6,264,740	-4.1	103
Used Merchandise Stores	4533	$46,850,762	$22,721,953	$24,128,809	34.7	66
Other Miscellaneous Store Retailers	4539	$179,169,579	$378,494,516	-$199,324,937	-35.7	151
Nonstore Retailers	454	$103,721,474	$172,727,393	-$69,005,919	-25.0	61
Electronic Shopping & Mail-Order Houses	4541	$58,667,059	$129,775,255	-$71,108,196	-37.7	32
Vending Machine Operators	4542	$10,736,099	$29,103,714	-$18,367,615	-46.1	15
Direct Selling Establishments	4543	$34,318,316	$13,848,425	$20,469,891	42.5	14
Food Services & Drinking Places	722	$692,284,129	$682,876,447	$9,407,682	0.7	935
Full-Service Restaurants	7221	$345,909,278	$332,223,305	$13,685,973	2.0	493
Limited-Service Eating Places	7222	$306,160,748	$325,542,536	-$19,381,788	-3.1	356
Special Food Services	7223	$18,437,124	$10,892,940	$7,544,184	25.7	34
Drinking Places - Alcoholic Beverages	7224	$21,776,979	$14,217,665	$7,559,314	21.0	53

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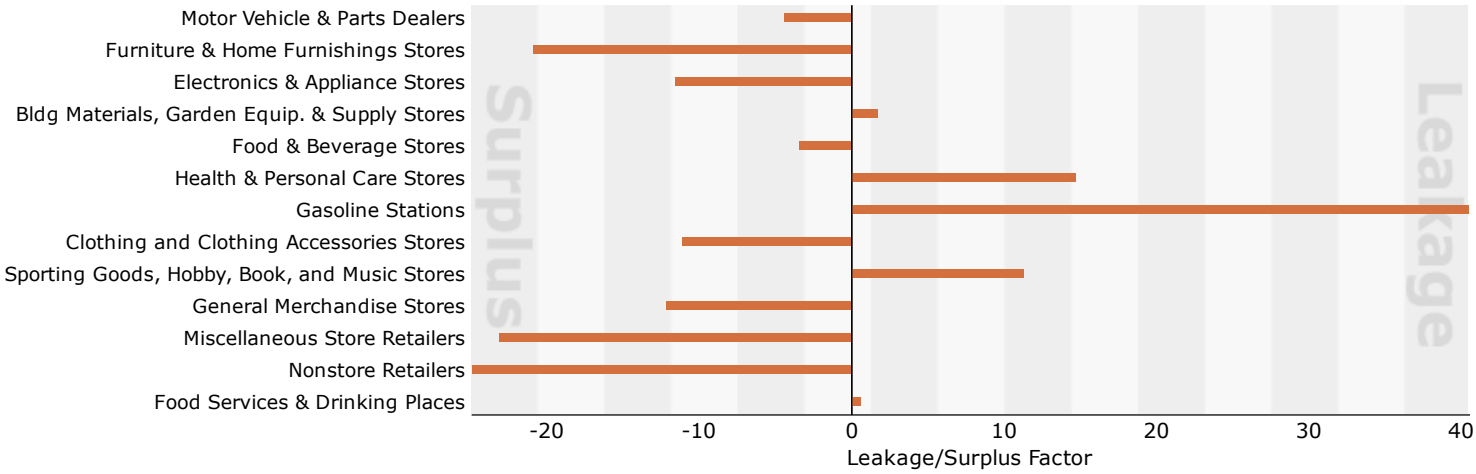
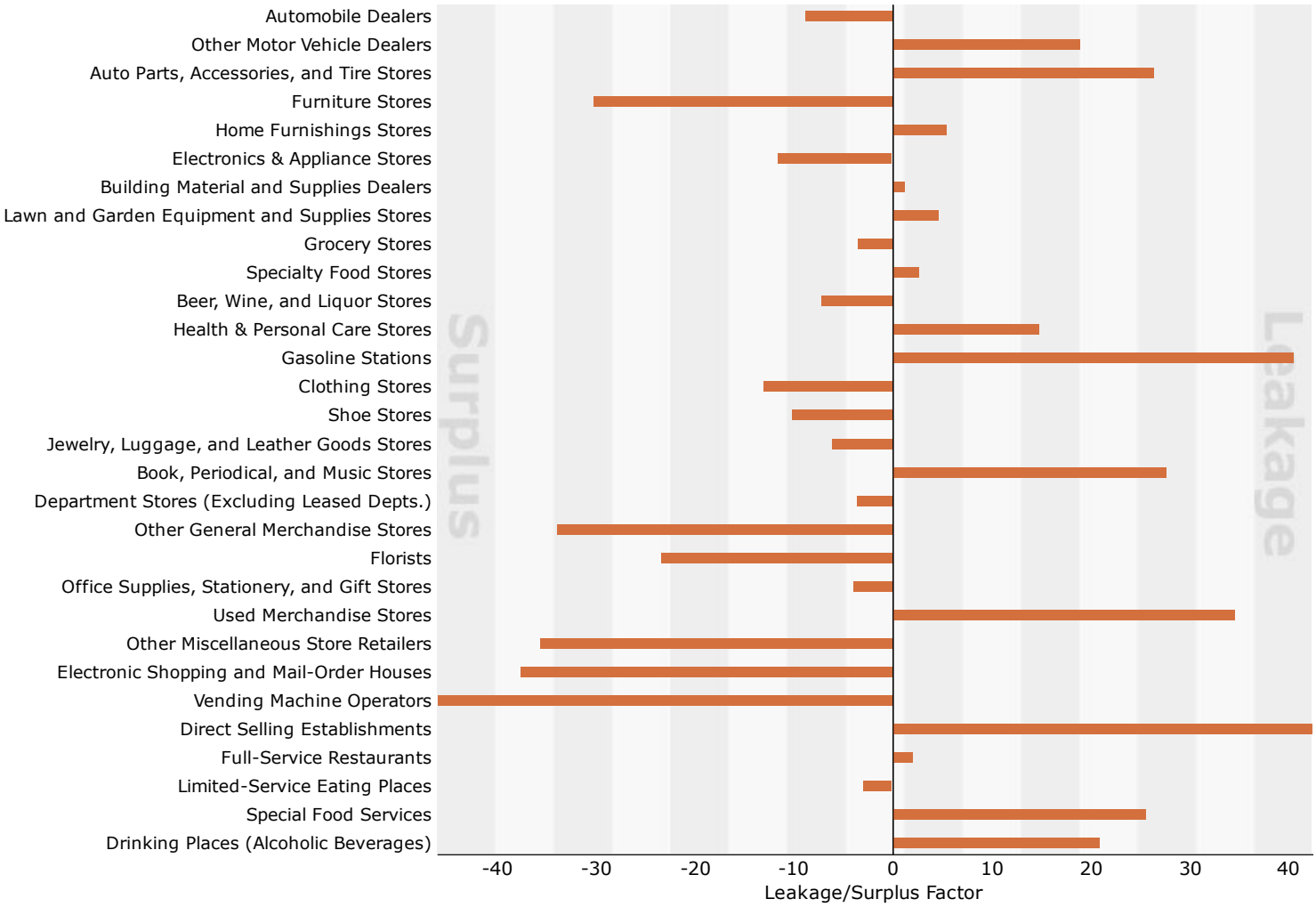
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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Summary Demographics	
2016 Population	813,596
2016 Households	330,107
2016 Median Disposable Income	$50,093
2016 Per Capita Income	$35,050

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	$14,713,388,048	$15,449,589,981	-$736,201,933	-2.4	7,018
Total Retail Trade	44-45	$13,347,029,111	$13,897,216,532	-$550,187,421	-2.0	4,843
Total Food & Drink	722	$1,366,358,937	$1,552,373,449	-$186,014,512	-6.4	2,175

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$3,015,247,811	$3,077,210,632	-$61,962,821	-1.0	547
Automobile Dealers	4411	$2,458,379,277	$2,589,926,900	-$131,547,623	-2.6	259
Other Motor Vehicle Dealers	4412	$332,545,396	$323,586,398	$8,958,998	1.4	71
Auto Parts, Accessories & Tire Stores	4413	$224,323,138	$163,697,334	$60,625,804	15.6	217
Furniture & Home Furnishings Stores	442	$356,624,915	$600,202,854	-$243,577,939	-25.5	304
Furniture Stores	4421	$231,345,340	$430,107,574	-$198,762,234	-30.0	146
Home Furnishings Stores	4422	$125,279,575	$170,095,280	-$44,815,705	-15.2	158
Electronics & Appliance Stores	443	$734,719,922	$778,665,795	-$43,945,873	-2.9	420
Bldg Materials, Garden Equip. & Supply Stores	444	$645,993,016	$715,347,680	-$69,354,664	-5.1	417
Bldg Material & Supplies Dealers	4441	$556,897,464	$621,122,500	-$64,225,036	-5.5	332
Lawn & Garden Equip & Supply Stores	4442	$89,095,553	$94,225,180	-$5,129,627	-2.8	85
Food & Beverage Stores	445	$2,391,287,722	$2,515,005,220	-$123,717,498	-2.5	539
Grocery Stores	4451	$2,202,668,743	$2,228,654,626	-$25,985,883	-0.6	324
Specialty Food Stores	4452	$113,025,311	$141,412,090	-$28,386,779	-11.2	126
Beer, Wine & Liquor Stores	4453	$75,593,668	$144,938,504	-$69,344,836	-31.4	88
Health & Personal Care Stores	446,4461	$974,996,614	$1,001,556,958	-$26,560,344	-1.3	371
Gasoline Stations	447,4471	$926,107,070	$470,652,380	$455,454,690	32.6	197
Clothing & Clothing Accessories Stores	448	$594,036,576	$679,950,115	-$85,913,539	-6.7	627
Clothing Stores	4481	$375,680,882	$456,281,000	-$80,600,118	-9.7	401
Shoe Stores	4482	$72,533,869	$90,380,909	-$17,847,040	-11.0	94
Jewelry, Luggage & Leather Goods Stores	4483	$145,821,825	$133,288,207	$12,533,618	4.5	132
Sporting Goods, Hobby, Book & Music Stores	451	$430,546,196	$354,750,239	$75,795,957	9.7	346
Sporting Goods/Hobby/Musical Instr Stores	4511	$344,944,318	$291,974,841	$52,969,477	8.3	281
Book, Periodical & Music Stores	4512	$85,601,878	$62,775,398	$22,826,480	15.4	66
General Merchandise Stores	452	$2,460,343,946	$2,477,070,334	-$16,726,388	-0.3	222
Department Stores Excluding Leased Depts.	4521	$1,943,614,312	$1,675,328,032	$268,286,280	7.4	78
Other General Merchandise Stores	4529	$516,729,634	$801,742,302	-$285,012,668	-21.6	144
Miscellaneous Store Retailers	453	$615,629,682	$831,945,871	-$216,316,189	-14.9	727
Florists	4531	$25,335,632	$37,188,302	-$11,852,670	-19.0	79
Office Supplies, Stationery & Gift Stores	4532	$145,621,980	$157,464,079	-$11,842,099	-3.9	187
Used Merchandise Stores	4533	$90,272,121	$55,229,990	$35,042,131	24.1	140
Other Miscellaneous Store Retailers	4539	$354,399,949	$582,063,501	-$227,663,552	-24.3	321
Nonstore Retailers	454	$201,495,641	$394,858,455	-$193,362,814	-32.4	125
Electronic Shopping & Mail-Order Houses	4541	$113,464,533	$299,419,175	-$185,954,642	-45.0	68
Vending Machine Operators	4542	$21,370,921	$34,181,088	-$12,810,167	-23.1	27
Direct Selling Establishments	4543	$66,660,187	$61,258,192	$5,401,995	4.2	30
Food Services & Drinking Places	722	$1,366,358,937	$1,552,373,449	-$186,014,512	-6.4	2,175
Full-Service Restaurants	7221	$681,996,221	$797,048,671	-$115,052,450	-7.8	1,182
Limited-Service Eating Places	7222	$605,923,883	$666,356,930	-$60,433,047	-4.7	758
Special Food Services	7223	$35,742,704	$31,057,474	$4,685,230	7.0	68
Drinking Places - Alcoholic Beverages	7224	$42,696,129	$57,910,373	-$15,214,244	-15.1	167

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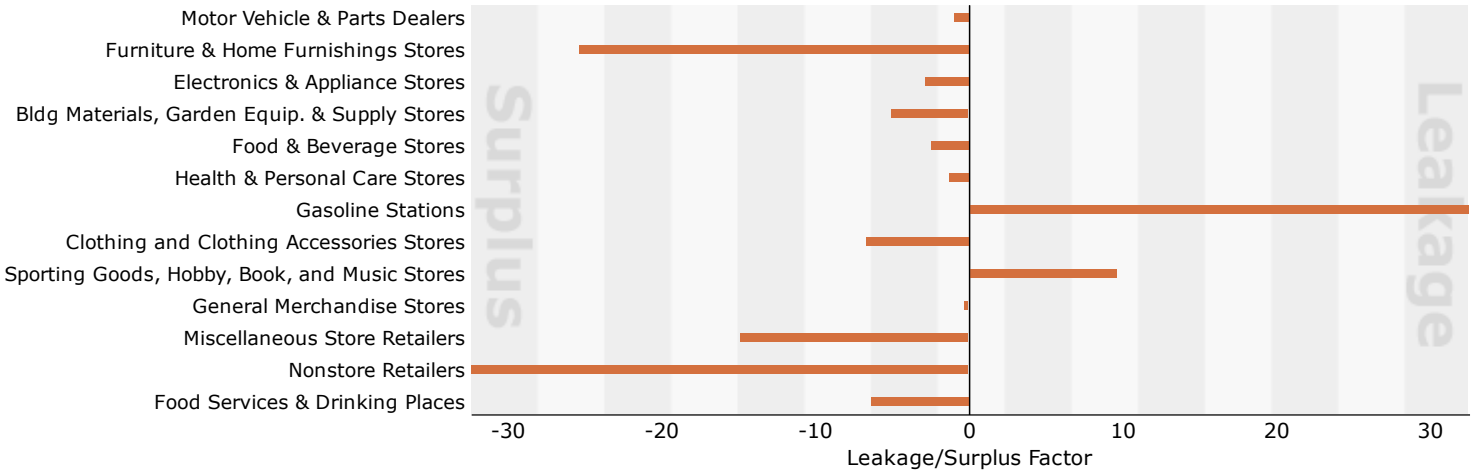
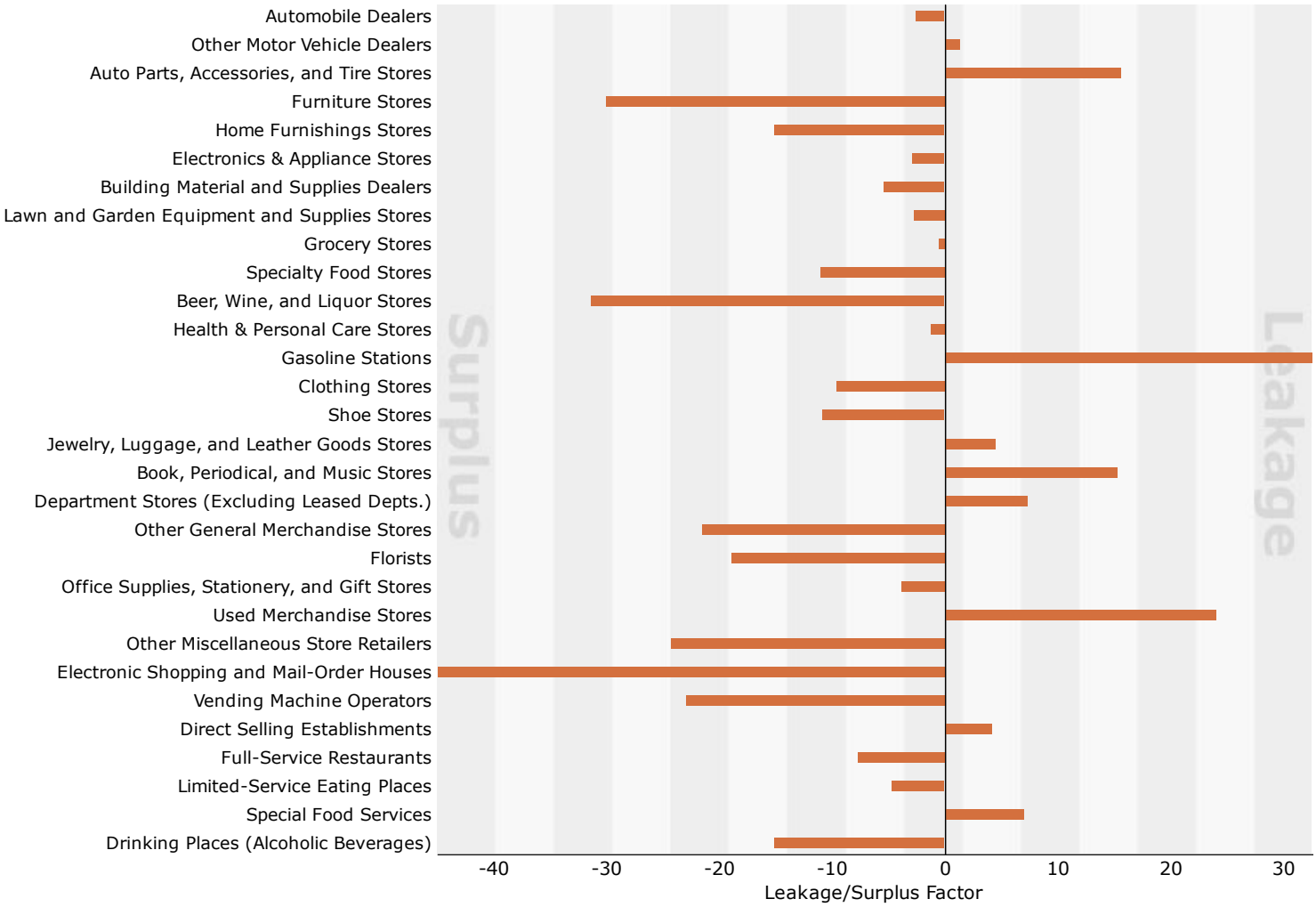
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

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Demographic Summary	2016	2021
Population	75,635	78,032
Population 18+	56,317	59,194
Households	27,838	28,790
Median Household Income	$79,147	$87,874

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	28,492	50.6%	107
Bought any women's clothing in last 12 months	26,562	47.2%	107
Bought clothing for child <13 years in last 6 months	16,633	29.5%	107
Bought any shoes in last 12 months	32,419	57.6%	107
Bought costume jewelry in last 12 months	12,205	21.7%	111
Bought any fine jewelry in last 12 months	10,802	19.2%	105
Bought a watch in last 12 months	6,880	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	25,658	92.2%	108
HH bought/leased new vehicle last 12 mo	3,711	13.3%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,804	92.0%	108
Bought/changed motor oil in last 12 months	28,650	50.9%	104
Had tune-up in last 12 months	17,730	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,836	67.2%	103
Drank regular cola in last 6 months	23,130	41.1%	92
Drank beer/ale in last 6 months	25,508	45.3%	106
Cameras (Adults)			
Own digital point & shoot camera	19,729	35.0%	120
Own digital single-lens reflex (SLR) camera	6,170	11.0%	127
Bought any camera in last 12 months	3,451	6.1%	108
Printed digital photos in last 12 months	1,750	3.1%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	20,882	37.1%	103
Have a smartphone	36,189	64.3%	109
Have a smartphone: Android phone (any brand)	14,587	25.9%	96
Have a smartphone: Apple iPhone	18,223	32.4%	125
Number of cell phones in household: 1	6,894	24.8%	77
Number of cell phones in household: 2	11,193	40.2%	107
Number of cell phones in household: 3+	8,853	31.8%	125
HH has cell phone only (no landline telephone)	9,806	35.2%	84
Computers (Households)			
HH owns a computer	23,407	84.1%	109
HH owns desktop computer	14,581	52.4%	116
HH owns laptop/notebook	16,636	59.8%	110
HH owns any Apple/Mac brand computer	5,173	18.6%	124
HH owns any PC/non-Apple brand computer	20,503	73.7%	108
HH purchased most recent computer in a store	11,784	42.3%	112
HH purchased most recent computer online	4,210	15.1%	116
Spent <$500 on most recent home computer	4,009	14.4%	99
Spent $500-$999 on most recent home computer	6,028	21.7%	113
Spent $1,000-$1,499 on most recent home computer	3,241	11.6%	123
Spent $1,500-$1,999 on most recent home computer	1,511	5.4%	119
Spent $2,000+ on most recent home computer	1,391	5.0%	127

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.

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	30,578	54.3%	107
Bought brewed coffee at convenience store in last 30 days	9,003	16.0%	102
Bought cigarettes at convenience store in last 30 days	6,451	11.5%	92
Bought gas at convenience store in last 30 days	19,772	35.1%	106
Spent at convenience store in last 30 days: <$20	5,206	9.2%	114
Spent at convenience store in last 30 days: $20-$39	5,320	9.4%	104
Spent at convenience store in last 30 days: $40-$50	4,307	7.6%	100
Spent at convenience store in last 30 days: $51-$99	2,439	4.3%	98
Spent at convenience store in last 30 days: $100+	13,285	23.6%	103
Entertainment (Adults)			
Attended a movie in last 6 months	35,499	63.0%	106
Went to live theater in last 12 months	8,687	15.4%	119
Went to a bar/night club in last 12 months	9,867	17.5%	105
Dined out in last 12 months	29,825	53.0%	118
Gambled at a casino in last 12 months	8,496	15.1%	110
Visited a theme park in last 12 months	11,232	19.9%	113
Viewed movie (video-on-demand) in last 30 days	11,799	21.0%	123
Viewed TV show (video-on-demand) in last 30 days	8,573	15.2%	118
Watched any pay-per-view TV in last 12 months	7,912	14.0%	107
Downloaded a movie over the Internet in last 30 days	4,093	7.3%	101
Downloaded any individual song in last 6 months	12,975	23.0%	113
Watched a movie online in the last 30 days	8,551	15.2%	95
Watched a TV program online in last 30 days	8,569	15.2%	102
Played a video/electronic game (console) in last 12 months	5,690	10.1%	97
Played a video/electronic game (portable) in last 12 months	2,430	4.3%	95
Financial (Adults)			
Have home mortgage (1st)	22,997	40.8%	131
Used ATM/cash machine in last 12 months	30,896	54.9%	112
Own any stock	5,888	10.5%	137
Own U.S. savings bond	3,799	6.7%	127
Own shares in mutual fund (stock)	5,834	10.4%	143
Own shares in mutual fund (bonds)	3,900	6.9%	142
Have interest checking account	19,603	34.8%	124
Have non-interest checking account	17,544	31.2%	110
Have savings account	34,434	61.1%	113
Have 401K retirement savings plan	10,843	19.3%	132
Own/used any credit/debit card in last 12 months	45,876	81.5%	109
Avg monthly credit card expenditures: <$111	6,930	12.3%	106
Avg monthly credit card expenditures: $111-$225	3,849	6.8%	99
Avg monthly credit card expenditures: $226-$450	4,041	7.2%	113
Avg monthly credit card expenditures: $451-$700	3,641	6.5%	121
Avg monthly credit card expenditures: $701-$1,000	3,019	5.4%	124
Avg monthly credit card expenditures: $1,001+	7,604	13.5%	149
Did banking online in last 12 months	24,372	43.3%	121
Did banking on mobile device in last 12 months	9,071	16.1%	115
Paid bills online in last 12 months	27,957	49.6%	115

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.

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Retail Market Potential

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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	20,508	73.7%	106
Used bread in last 6 months	26,434	95.0%	101
Used chicken (fresh or frozen) in last 6 months	20,014	71.9%	104
Used turkey (fresh or frozen) in last 6 months	4,879	17.5%	111
Used fish/seafood (fresh or frozen) in last 6 months	15,798	56.7%	104
Used fresh fruit/vegetables in last 6 months	24,629	88.5%	103
Used fresh milk in last 6 months	25,153	90.4%	103
Used organic food in last 6 months	5,593	20.1%	102
Health (Adults)			
Exercise at home 2+ times per week	18,082	32.1%	113
Exercise at club 2+ times per week	8,995	16.0%	123
Visited a doctor in last 12 months	45,390	80.6%	106
Used vitamin/dietary supplement in last 6 months	32,087	57.0%	108
Home (Households)			
Any home improvement in last 12 months	9,296	33.4%	125
Used housekeeper/maid/professional HH cleaning service in last 12	4,593	16.5%	125
Purchased low ticket HH furnishings in last 12 months	5,021	18.0%	112
Purchased big ticket HH furnishings in last 12 months	6,401	23.0%	110
Bought any small kitchen appliance in last 12 months	6,658	23.9%	108
Bought any large kitchen appliance in last 12 months	4,159	14.9%	117
Insurance (Adults/Households)			
Currently carry life insurance	28,383	50.4%	118
Carry medical/hospital/accident insurance	40,141	71.3%	109
Carry homeowner insurance	33,336	59.2%	126
Carry renter's insurance	4,178	7.4%	91
Have auto insurance: 1 vehicle in household covered	6,990	25.1%	81
Have auto insurance: 2 vehicles in household covered	9,337	33.5%	118
Have auto insurance: 3+ vehicles in household covered	8,104	29.1%	133
Pets (Households)			
Household owns any pet	16,796	60.3%	112
Household owns any cat	6,848	24.6%	110
Household owns any dog	12,918	46.4%	114
Psychographics (Adults)			
Buying American is important to me	24,951	44.3%	105
Usually buy items on credit rather than wait	6,354	11.3%	96
Usually buy based on quality - not price	9,994	17.7%	99
Price is usually more important than brand name	14,319	25.4%	97
Usually use coupons for brands I buy often	10,750	19.1%	101
Am interested in how to help the environment	8,037	14.3%	88
Usually pay more for environ safe product	6,505	11.6%	90
Usually value green products over convenience	5,017	8.9%	85
Likely to buy a brand that supports a charity	19,522	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	9,338	16.6%	125
Bought hardcover book in last 12 months	12,986	23.1%	110
Bought paperback book in last 12 month	19,541	34.7%	111
Read any daily newspaper (paper version)	15,817	28.1%	107
Read any digital newspaper in last 30 days	21,310	37.8%	114
Read any magazine (paper/electronic version) in last 6 months	52,352	93.0%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

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	45,202	80.3%	108
Went to family restaurant/steak house: 4+ times a month	17,111	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	51,591	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	23,055	40.9%	104
Fast food/drive-in last 6 months: eat in	21,951	39.0%	107
Fast food/drive-in last 6 months: home delivery	4,083	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	28,794	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	11,574	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	21,762	38.6%	122
Own e-reader/tablet: iPad	11,356	20.2%	131
Own any portable MP3 player	20,285	36.0%	117
HH owns 1 TV	4,258	15.3%	75
HH owns 2 TVs	6,977	25.1%	97
HH owns 3 TVs	6,567	23.6%	110
HH owns 4+ TVs	6,847	24.6%	130
HH subscribes to cable TV	13,759	49.4%	100
HH subscribes to fiber optic	2,857	10.3%	135
HH has satellite dish	7,559	27.2%	107
HH owns DVD/Blu-ray player	18,317	65.8%	109
HH owns camcorder	5,085	18.3%	131
HH owns portable GPS navigation device	9,654	34.7%	126
HH purchased video game system in last 12 mos	2,161	7.8%	98
HH owns Internet video device for TV	2,306	8.3%	117
Travel (Adults)			
Domestic travel in last 12 months	33,539	59.6%	119
Took 3+ domestic non-business trips in last 12 months	7,939	14.1%	127
Spent on domestic vacations in last 12 months: <$1,000	6,265	11.1%	104
Spent on domestic vacations in last 12 months: $1,000-$1,499	3,995	7.1%	122
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,500	4.4%	124
Spent on domestic vacations in last 12 months: $2,000-$2,999	3,207	5.7%	146
Spent on domestic vacations in last 12 months: $3,000+	4,509	8.0%	145
Domestic travel in the 12 months: used general travel website	4,635	8.2%	122
Foreign travel in last 3 years	16,404	29.1%	121
Took 3+ foreign trips by plane in last 3 years	3,168	5.6%	125
Spent on foreign vacations in last 12 months: <$1,000	2,865	5.1%	122
Spent on foreign vacations in last 12 months: $1,000-$2,999	2,041	3.6%	111
Spent on foreign vacations in last 12 months: $3,000+	3,798	6.7%	136
Foreign travel in last 3 years: used general travel website	3,821	6.8%	121
Nights spent in hotel/motel in last 12 months: any	27,729	49.2%	121
Took cruise of more than one day in last 3 years	6,266	11.1%	133
Member of any frequent flyer program	13,061	23.2%	142
Member of any hotel rewards program	11,461	20.4%	144

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Demographic Summary	2016	2021
Population	373,569	383,168
Population 18+	286,428	296,855
Households	150,603	154,887
Median Household Income	$68,620	$77,903

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	142,092	49.6%	105
Bought any women's clothing in last 12 months	131,991	46.1%	105
Bought clothing for child <13 years in last 6 months	78,612	27.4%	100
Bought any shoes in last 12 months	160,936	56.2%	104
Bought costume jewelry in last 12 months	60,641	21.2%	108
Bought any fine jewelry in last 12 months	54,089	18.9%	103
Bought a watch in last 12 months	34,076	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	136,018	90.3%	106
HH bought/leased new vehicle last 12 mo	17,366	11.5%	123
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	258,565	90.3%	106
Bought/changed motor oil in last 12 months	143,294	50.0%	102
Had tune-up in last 12 months	89,413	31.2%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	188,929	66.0%	101
Drank regular cola in last 6 months	120,505	42.1%	94
Drank beer/ale in last 6 months	132,163	46.1%	108
Cameras (Adults)			
Own digital point & shoot camera	96,134	33.6%	115
Own digital single-lens reflex (SLR) camera	30,052	10.5%	122
Bought any camera in last 12 months	17,411	6.1%	107
Printed digital photos in last 12 months	8,473	3.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	105,884	37.0%	102
Have a smartphone	179,201	62.6%	106
Have a smartphone: Android phone (any brand)	76,895	26.8%	100
Have a smartphone: Apple iPhone	85,056	29.7%	115
Number of cell phones in household: 1	44,258	29.4%	91
Number of cell phones in household: 2	59,249	39.3%	105
Number of cell phones in household: 3+	41,126	27.3%	107
HH has cell phone only (no landline telephone)	59,308	39.4%	94
Computers (Households)			
HH owns a computer	123,787	82.2%	107
HH owns desktop computer	74,758	49.6%	110
HH owns laptop/notebook	88,162	58.5%	108
HH owns any Apple/Mac brand computer	25,848	17.2%	114
HH owns any PC/non-Apple brand computer	108,834	72.3%	106
HH purchased most recent computer in a store	61,994	41.2%	109
HH purchased most recent computer online	22,191	14.7%	113
Spent <$500 on most recent home computer	21,853	14.5%	100
Spent $500-$999 on most recent home computer	31,989	21.2%	111
Spent $1,000-$1,499 on most recent home computer	16,807	11.2%	118
Spent $1,500-$1,999 on most recent home computer	7,957	5.3%	116
Spent $2,000+ on most recent home computer	6,807	4.5%	115

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	154,065	53.8%	106
Bought brewed coffee at convenience store in last 30 days	46,908	16.4%	104
Bought cigarettes at convenience store in last 30 days	33,407	11.7%	93
Bought gas at convenience store in last 30 days	99,796	34.8%	105
Spent at convenience store in last 30 days: <$20	25,789	9.0%	111
Spent at convenience store in last 30 days: $20-$39	26,800	9.4%	103
Spent at convenience store in last 30 days: $40-$50	22,667	7.9%	104
Spent at convenience store in last 30 days: $51-$99	12,301	4.3%	97
Spent at convenience store in last 30 days: $100+	66,920	23.4%	102
Entertainment (Adults)			
Attended a movie in last 6 months	179,834	62.8%	106
Went to live theater in last 12 months	43,716	15.3%	117
Went to a bar/night club in last 12 months	53,744	18.8%	112
Dined out in last 12 months	147,210	51.4%	115
Gambled at a casino in last 12 months	42,494	14.8%	108
Visited a theme park in last 12 months	53,448	18.7%	106
Viewed movie (video-on-demand) in last 30 days	57,783	20.2%	119
Viewed TV show (video-on-demand) in last 30 days	42,763	14.9%	116
Watched any pay-per-view TV in last 12 months	39,432	13.8%	105
Downloaded a movie over the Internet in last 30 days	21,288	7.4%	103
Downloaded any individual song in last 6 months	64,393	22.5%	110
Watched a movie online in the last 30 days	45,653	15.9%	100
Watched a TV program online in last 30 days	45,362	15.8%	106
Played a video/electronic game (console) in last 12 months	29,540	10.3%	99
Played a video/electronic game (portable) in last 12 months	13,011	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	107,625	37.6%	121
Used ATM/cash machine in last 12 months	154,945	54.1%	110
Own any stock	27,659	9.7%	126
Own U.S. savings bond	17,552	6.1%	116
Own shares in mutual fund (stock)	26,880	9.4%	129
Own shares in mutual fund (bonds)	17,573	6.1%	126
Have interest checking account	95,423	33.3%	118
Have non-interest checking account	88,179	30.8%	109
Have savings account	173,131	60.4%	112
Have 401K retirement savings plan	51,551	18.0%	124
Own/used any credit/debit card in last 12 months	229,776	80.2%	108
Avg monthly credit card expenditures: <$111	34,724	12.1%	105
Avg monthly credit card expenditures: $111-$225	20,258	7.1%	103
Avg monthly credit card expenditures: $226-$450	20,329	7.1%	112
Avg monthly credit card expenditures: $451-$700	17,577	6.1%	115
Avg monthly credit card expenditures: $701-$1,000	14,488	5.1%	117
Avg monthly credit card expenditures: $1,001+	33,873	11.8%	130
Did banking online in last 12 months	120,357	42.0%	118
Did banking on mobile device in last 12 months	45,440	15.9%	113
Paid bills online in last 12 months	139,509	48.7%	113

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	106,986	71.0%	102
Used bread in last 6 months	142,554	94.7%	101
Used chicken (fresh or frozen) in last 6 months	105,817	70.3%	102
Used turkey (fresh or frozen) in last 6 months	25,624	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	83,663	55.6%	102
Used fresh fruit/vegetables in last 6 months	131,796	87.5%	102
Used fresh milk in last 6 months	133,819	88.9%	101
Used organic food in last 6 months	30,819	20.5%	104
Health (Adults)			
Exercise at home 2+ times per week	89,456	31.2%	110
Exercise at club 2+ times per week	44,497	15.5%	119
Visited a doctor in last 12 months	227,411	79.4%	105
Used vitamin/dietary supplement in last 6 months	160,088	55.9%	106
Home (Households)			
Any home improvement in last 12 months	46,302	30.7%	115
Used housekeeper/maid/professional HH cleaning service in last 12	22,627	15.0%	114
Purchased low ticket HH furnishings in last 12 months	26,727	17.7%	110
Purchased big ticket HH furnishings in last 12 months	33,730	22.4%	107
Bought any small kitchen appliance in last 12 months	35,539	23.6%	106
Bought any large kitchen appliance in last 12 months	20,912	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	138,915	48.5%	114
Carry medical/hospital/accident insurance	201,658	70.4%	107
Carry homeowner insurance	157,999	55.2%	117
Carry renter's insurance	25,041	8.7%	107
Have auto insurance: 1 vehicle in household covered	43,964	29.2%	95
Have auto insurance: 2 vehicles in household covered	47,224	31.4%	110
Have auto insurance: 3+ vehicles in household covered	38,215	25.4%	116
Pets (Households)			
Household owns any pet	85,533	56.8%	106
Household owns any cat	36,174	24.0%	107
Household owns any dog	63,926	42.4%	104
Psychographics (Adults)			
Buying American is important to me	124,477	43.5%	103
Usually buy items on credit rather than wait	33,145	11.6%	99
Usually buy based on quality - not price	51,219	17.9%	100
Price is usually more important than brand name	73,120	25.5%	97
Usually use coupons for brands I buy often	55,941	19.5%	103
Am interested in how to help the environment	43,025	15.0%	92
Usually pay more for environ safe product	34,972	12.2%	96
Usually value green products over convenience	26,684	9.3%	89
Likely to buy a brand that supports a charity	98,792	34.5%	99
Reading (Adults)			
Bought digital book in last 12 months	45,291	15.8%	120
Bought hardcover book in last 12 months	66,147	23.1%	110
Bought paperback book in last 12 month	98,904	34.5%	110
Read any daily newspaper (paper version)	81,928	28.6%	109
Read any digital newspaper in last 30 days	106,568	37.2%	112
Read any magazine (paper/electronic version) in last 6 months	265,836	92.8%	102

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 10 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

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	226,077	78.9%	106
Went to family restaurant/steak house: 4+ times a month	85,625	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	261,817	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	116,620	40.7%	103
Fast food/drive-in last 6 months: eat in	108,726	38.0%	104
Fast food/drive-in last 6 months: home delivery	22,248	7.8%	101
Fast food/drive-in last 6 months: take-out/drive-thru	142,624	49.8%	107
Fast food/drive-in last 6 months: take-out/walk-in	58,771	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	105,238	36.7%	116
Own e-reader/tablet: iPad	52,499	18.3%	119
Own any portable MP3 player	98,607	34.4%	112
HH owns 1 TV	27,767	18.4%	90
HH owns 2 TVs	38,671	25.7%	99
HH owns 3 TVs	33,976	22.6%	105
HH owns 4+ TVs	32,204	21.4%	113
HH subscribes to cable TV	79,285	52.6%	106
HH subscribes to fiber optic	13,876	9.2%	121
HH has satellite dish	34,736	23.1%	91
HH owns DVD/Blu-ray player	96,057	63.8%	105
HH owns camcorder	23,795	15.8%	113
HH owns portable GPS navigation device	48,075	31.9%	116
HH purchased video game system in last 12 mos	10,985	7.3%	92
HH owns Internet video device for TV	11,739	7.8%	111
Travel (Adults)			
Domestic travel in last 12 months	164,206	57.3%	114
Took 3+ domestic non-business trips in last 12 months	37,839	13.2%	119
Spent on domestic vacations in last 12 months: <$1,000	32,829	11.5%	107
Spent on domestic vacations in last 12 months: $1,000-$1,499	19,214	6.7%	115
Spent on domestic vacations in last 12 months: $1,500-$1,999	12,158	4.2%	119
Spent on domestic vacations in last 12 months: $2,000-$2,999	13,775	4.8%	123
Spent on domestic vacations in last 12 months: $3,000+	20,436	7.1%	129
Domestic travel in the 12 months: used general travel website	22,044	7.7%	114
Foreign travel in last 3 years	78,642	27.5%	114
Took 3+ foreign trips by plane in last 3 years	15,175	5.3%	118
Spent on foreign vacations in last 12 months: <$1,000	13,700	4.8%	115
Spent on foreign vacations in last 12 months: $1,000-$2,999	9,975	3.5%	107
Spent on foreign vacations in last 12 months: $3,000+	17,228	6.0%	121
Foreign travel in last 3 years: used general travel website	17,876	6.2%	112
Nights spent in hotel/motel in last 12 months: any	135,454	47.3%	116
Took cruise of more than one day in last 3 years	28,506	10.0%	119
Member of any frequent flyer program	60,506	21.1%	129
Member of any hotel rewards program	53,073	18.5%	131

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 15 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Demographic Summary	2016	2021
Population	813,596	835,202
Population 18+	625,520	647,798
Households	330,107	339,300
Median Household Income	$59,910	$68,306

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	302,750	48.4%	102
Bought any women's clothing in last 12 months	283,171	45.3%	103
Bought clothing for child <13 years in last 6 months	166,924	26.7%	97
Bought any shoes in last 12 months	343,641	54.9%	102
Bought costume jewelry in last 12 months	129,583	20.7%	106
Bought any fine jewelry in last 12 months	118,844	19.0%	104
Bought a watch in last 12 months	71,988	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	285,675	86.5%	101
HH bought/leased new vehicle last 12 mo	34,347	10.4%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	544,346	87.0%	102
Bought/changed motor oil in last 12 months	303,476	48.5%	99
Had tune-up in last 12 months	189,489	30.3%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	411,522	65.8%	101
Drank regular cola in last 6 months	271,734	43.4%	97
Drank beer/ale in last 6 months	281,891	45.1%	106
Cameras (Adults)			
Own digital point & shoot camera	194,609	31.1%	107
Own digital single-lens reflex (SLR) camera	61,429	9.8%	114
Bought any camera in last 12 months	36,887	5.9%	103
Printed digital photos in last 12 months	17,993	2.9%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	231,481	37.0%	102
Have a smartphone	385,080	61.6%	105
Have a smartphone: Android phone (any brand)	171,316	27.4%	102
Have a smartphone: Apple iPhone	175,525	28.1%	109
Number of cell phones in household: 1	105,370	31.9%	99
Number of cell phones in household: 2	125,396	38.0%	102
Number of cell phones in household: 3+	85,162	25.8%	101
HH has cell phone only (no landline telephone)	141,639	42.9%	102
Computers (Households)			
HH owns a computer	260,964	79.1%	103
HH owns desktop computer	154,483	46.8%	103
HH owns laptop/notebook	186,218	56.4%	104
HH owns any Apple/Mac brand computer	53,920	16.3%	109
HH owns any PC/non-Apple brand computer	229,139	69.4%	102
HH purchased most recent computer in a store	130,023	39.4%	105
HH purchased most recent computer online	45,901	13.9%	106
Spent <$500 on most recent home computer	47,911	14.5%	100
Spent $500-$999 on most recent home computer	66,065	20.0%	105
Spent $1,000-$1,499 on most recent home computer	34,639	10.5%	111
Spent $1,500-$1,999 on most recent home computer	16,690	5.1%	111
Spent $2,000+ on most recent home computer	14,318	4.3%	111

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 15 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	331,121	52.9%	104
Bought brewed coffee at convenience store in last 30 days	98,503	15.7%	100
Bought cigarettes at convenience store in last 30 days	77,754	12.4%	99
Bought gas at convenience store in last 30 days	213,698	34.2%	103
Spent at convenience store in last 30 days: <$20	54,830	8.8%	108
Spent at convenience store in last 30 days: $20-$39	58,483	9.3%	103
Spent at convenience store in last 30 days: $40-$50	48,686	7.8%	102
Spent at convenience store in last 30 days: $51-$99	26,570	4.2%	96
Spent at convenience store in last 30 days: $100+	143,592	23.0%	100
Entertainment (Adults)			
Attended a movie in last 6 months	388,202	62.1%	104
Went to live theater in last 12 months	89,088	14.2%	110
Went to a bar/night club in last 12 months	115,162	18.4%	110
Dined out in last 12 months	302,745	48.4%	108
Gambled at a casino in last 12 months	87,451	14.0%	102
Visited a theme park in last 12 months	110,820	17.7%	101
Viewed movie (video-on-demand) in last 30 days	119,916	19.2%	113
Viewed TV show (video-on-demand) in last 30 days	89,846	14.4%	111
Watched any pay-per-view TV in last 12 months	81,919	13.1%	100
Downloaded a movie over the Internet in last 30 days	46,721	7.5%	104
Downloaded any individual song in last 6 months	135,856	21.7%	106
Watched a movie online in the last 30 days	101,997	16.3%	102
Watched a TV program online in last 30 days	100,949	16.1%	108
Played a video/electronic game (console) in last 12 months	65,620	10.5%	100
Played a video/electronic game (portable) in last 12 months	28,699	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	214,576	34.3%	110
Used ATM/cash machine in last 12 months	323,303	51.7%	105
Own any stock	55,234	8.8%	115
Own U.S. savings bond	36,369	5.8%	110
Own shares in mutual fund (stock)	53,168	8.5%	117
Own shares in mutual fund (bonds)	34,390	5.5%	113
Have interest checking account	192,521	30.8%	109
Have non-interest checking account	184,389	29.5%	104
Have savings account	359,204	57.4%	106
Have 401K retirement savings plan	102,767	16.4%	113
Own/used any credit/debit card in last 12 months	482,007	77.1%	103
Avg monthly credit card expenditures: <$111	73,556	11.8%	101
Avg monthly credit card expenditures: $111-$225	43,322	6.9%	101
Avg monthly credit card expenditures: $226-$450	42,040	6.7%	106
Avg monthly credit card expenditures: $451-$700	36,196	5.8%	109
Avg monthly credit card expenditures: $701-$1,000	29,935	4.8%	111
Avg monthly credit card expenditures: $1,001+	67,360	10.8%	119
Did banking online in last 12 months	245,563	39.3%	110
Did banking on mobile device in last 12 months	95,311	15.2%	109
Paid bills online in last 12 months	288,278	46.1%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 15 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	229,903	69.6%	100
Used bread in last 6 months	310,130	93.9%	100
Used chicken (fresh or frozen) in last 6 months	228,768	69.3%	100
Used turkey (fresh or frozen) in last 6 months	54,757	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	181,794	55.1%	101
Used fresh fruit/vegetables in last 6 months	284,598	86.2%	101
Used fresh milk in last 6 months	290,212	87.9%	100
Used organic food in last 6 months	67,566	20.5%	104
Health (Adults)			
Exercise at home 2+ times per week	189,551	30.3%	107
Exercise at club 2+ times per week	91,106	14.6%	112
Visited a doctor in last 12 months	486,009	77.7%	102
Used vitamin/dietary supplement in last 6 months	337,463	53.9%	102
Home (Households)			
Any home improvement in last 12 months	93,878	28.4%	106
Used housekeeper/maid/professional HH cleaning service in last 12	45,315	13.7%	104
Purchased low ticket HH furnishings in last 12 months	56,131	17.0%	106
Purchased big ticket HH furnishings in last 12 months	71,354	21.6%	103
Bought any small kitchen appliance in last 12 months	75,090	22.7%	102
Bought any large kitchen appliance in last 12 months	43,805	13.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	287,175	45.9%	108
Carry medical/hospital/accident insurance	423,721	67.7%	103
Carry homeowner insurance	315,379	50.4%	107
Carry renter's insurance	54,620	8.7%	107
Have auto insurance: 1 vehicle in household covered	99,767	30.2%	98
Have auto insurance: 2 vehicles in household covered	96,882	29.3%	103
Have auto insurance: 3+ vehicles in household covered	74,718	22.6%	104
Pets (Households)			
Household owns any pet	178,149	54.0%	100
Household owns any cat	74,945	22.7%	101
Household owns any dog	132,738	40.2%	99
Psychographics (Adults)			
Buying American is important to me	267,108	42.7%	101
Usually buy items on credit rather than wait	72,245	11.5%	98
Usually buy based on quality - not price	111,649	17.8%	99
Price is usually more important than brand name	160,888	25.7%	98
Usually use coupons for brands I buy often	119,969	19.2%	101
Am interested in how to help the environment	97,679	15.6%	96
Usually pay more for environ safe product	78,282	12.5%	98
Usually value green products over convenience	61,323	9.8%	93
Likely to buy a brand that supports a charity	218,417	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	93,101	14.9%	113
Bought hardcover book in last 12 months	138,952	22.2%	106
Bought paperback book in last 12 month	209,449	33.5%	107
Read any daily newspaper (paper version)	174,076	27.8%	106
Read any digital newspaper in last 30 days	225,360	36.0%	108
Read any magazine (paper/electronic version) in last 6 months	578,157	92.4%	102

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July 29, 2016

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 15 mile radius

Prepared by Esri
Latitude: 39.19162
Longitude: -84.25150

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	481,979	77.1%	103
Went to family restaurant/steak house: 4+ times a month	179,869	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	567,303	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	254,048	40.6%	103
Fast food/drive-in last 6 months: eat in	228,799	36.6%	101
Fast food/drive-in last 6 months: home delivery	49,100	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	303,793	48.6%	105
Fast food/drive-in last 6 months: take-out/walk-in	129,058	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	216,241	34.6%	109
Own e-reader/tablet: iPad	105,804	16.9%	110
Own any portable MP3 player	205,752	32.9%	107
HH owns 1 TV	65,294	19.8%	97
HH owns 2 TVs	83,390	25.3%	97
HH owns 3 TVs	72,033	21.8%	102
HH owns 4+ TVs	66,395	20.1%	106
HH subscribes to cable TV	173,464	52.5%	106
HH subscribes to fiber optic	27,093	8.2%	108
HH has satellite dish	73,701	22.3%	88
HH owns DVD/Blu-ray player	204,015	61.8%	102
HH owns camcorder	48,125	14.6%	104
HH owns portable GPS navigation device	95,559	28.9%	105
HH purchased video game system in last 12 mos	23,595	7.1%	90
HH owns Internet video device for TV	24,687	7.5%	106
Travel (Adults)			
Domestic travel in last 12 months	337,766	54.0%	108
Took 3+ domestic non-business trips in last 12 months	78,287	12.5%	113
Spent on domestic vacations in last 12 months: <$1,000	69,707	11.1%	104
Spent on domestic vacations in last 12 months: $1,000-$1,499	40,177	6.4%	110
Spent on domestic vacations in last 12 months: $1,500-$1,999	25,172	4.0%	113
Spent on domestic vacations in last 12 months: $2,000-$2,999	27,660	4.4%	113
Spent on domestic vacations in last 12 months: $3,000+	40,231	6.4%	117
Domestic travel in the 12 months: used general travel website	46,074	7.4%	109
Foreign travel in last 3 years	160,815	25.7%	107
Took 3+ foreign trips by plane in last 3 years	31,473	5.0%	112
Spent on foreign vacations in last 12 months: <$1,000	27,855	4.5%	107
Spent on foreign vacations in last 12 months: $1,000-$2,999	20,600	3.3%	101
Spent on foreign vacations in last 12 months: $3,000+	35,403	5.7%	114
Foreign travel in last 3 years: used general travel website	38,093	6.1%	109
Nights spent in hotel/motel in last 12 months: any	277,966	44.4%	109
Took cruise of more than one day in last 3 years	57,388	9.2%	109
Member of any frequent flyer program	119,984	19.2%	118
Member of any hotel rewards program	105,138	16.8%	119

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