

Site Map

Chilo Village, OH
Chilo Village, OH (3914226)
Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	62
2010 Total Population	63
2016 Total Population	64
2016 Group Quarters	0
2020 Total Population	66
2016-2021 Annual Rate	0.62%
Household Summary	
2000 Households	27
2000 Average Household Size	2.30
2010 Households	28
2010 Average Household Size	2.25
2016 Households	29
2016 Average Household Size	2.21
2021 Households	30
2021 Average Household Size	2.20
2016-2021 Annual Rate	0.68%
2010 Families	14
2010 Average Family Size	3.29
2016 Families	23
2016 Average Family Size	2.48
2021 Families	23
2021 Average Family Size	2.57
2016-2021 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	49
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	44.9%
2010 Housing Units	56
Owner Occupied Housing Units	35.7%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	50.0%
2016 Housing Units	56
Owner Occupied Housing Units	41.1%
Renter Occupied Housing Units	10.7%
Vacant Housing Units	48.2%
2021 Housing Units	58
Owner Occupied Housing Units	39.7%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	48.3%
Median Household Income	
2016	\$59,012
2021	\$66,187
Median Home Value	
2016	\$154,167
2021	\$181,250
Per Capita Income	
2016	\$24,007
2021	\$26,718
Median Age	
2010	50.8
2016	40.0
2021	41.9

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	28
<\$15,000	3.6%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	35.7%
\$75,000 - \$99,999	17.9%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	7.1%
\$200,000+	0.0%
Average Household Income	\$69,793

2021 Households by Income

Household Income Base	31
<\$15,000	6.5%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	32.3%
\$75,000 - \$99,999	22.6%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	9.7%
\$200,000+	0.0%
Average Household Income	\$72,348

2016 Owner Occupied Housing Units by Value

Total	23
<\$50,000	8.7%
\$50,000 - \$99,999	21.7%
\$100,000 - \$149,999	17.4%
\$150,000 - \$199,999	26.1%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	13.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	4.3%
\$1,000,000 +	0.0%
Average Home Value	\$189,130

2021 Owner Occupied Housing Units by Value

Total	22
<\$50,000	4.5%
\$50,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	36.4%
\$200,000 - \$249,999	13.6%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	18.2%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	4.5%
\$1,000,000 +	0.0%
Average Home Value	\$220,455

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	63
0 - 4	1.6%
5 - 9	6.3%
10 - 14	1.6%
15 - 24	9.5%
25 - 34	9.5%
35 - 44	12.7%
45 - 54	20.6%
55 - 64	15.9%
65 - 74	12.7%
75 - 84	7.9%
85 +	1.6%
18 +	85.7%
2016 Population by Age	
Total	64
0 - 4	6.3%
5 - 9	7.8%
10 - 14	6.3%
15 - 24	12.5%
25 - 34	10.9%
35 - 44	12.5%
45 - 54	14.1%
55 - 64	15.6%
65 - 74	10.9%
75 - 84	3.1%
85 +	0.0%
18 +	73.4%
2021 Population by Age	
Total	67
0 - 4	6.0%
5 - 9	6.0%
10 - 14	7.5%
15 - 24	11.9%
25 - 34	10.4%
35 - 44	11.9%
45 - 54	11.9%
55 - 64	16.4%
65 - 74	11.9%
75 - 84	6.0%
85 +	0.0%
18 +	74.6%
2010 Population by Sex	
Males	26
Females	37
2016 Population by Sex	
Males	31
Females	33
2021 Population by Sex	
Males	32
Females	35

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	63
White Alone	98.4%
Black Alone	0.0%
American Indian Alone	1.6%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	0.0%
Hispanic Origin	0.0%
Diversity Index	3.1

2016 Population by Race/Ethnicity

Total	65
White Alone	98.5%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.5%
Hispanic Origin	0.0%
Diversity Index	0.0

2021 Population by Race/Ethnicity

Total	66
White Alone	98.5%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.5%
Hispanic Origin	0.0%
Diversity Index	3.0

2010 Population by Relationship and Household Type

Total	63
In Households	100.0%
In Family Households	76.2%
Householder	22.2%
Spouse	20.6%
Child	23.8%
Other relative	6.3%
Nonrelative	3.2%
In Nonfamily Households	23.8%
In Group Quarters	0.0%
Institutionalized Population	0.0%
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	42
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	9.5%
High School Graduate	38.1%
GED/Alternative Credential	9.5%
Some College, No Degree	23.8%
Associate Degree	4.8%
Bachelor's Degree	4.8%
Graduate/Professional Degree	4.8%
2016 Population 15+ by Marital Status	
Total	52
Never Married	21.2%
Married	65.4%
Widowed	3.8%
Divorced	9.6%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.4%
Civilian Unemployed	3.6%
2016 Employed Population 16+ by Industry	
Total	27
Agriculture/Mining	0.0%
Construction	20.7%
Manufacturing	20.7%
Wholesale Trade	6.9%
Retail Trade	3.4%
Transportation/Utilities	10.3%
Information	0.0%
Finance/Insurance/Real Estate	13.8%
Services	24.1%
Public Administration	0.0%
2016 Employed Population 16+ by Occupation	
Total	27
White Collar	37.0%
Management/Business/Financial	3.7%
Professional	18.5%
Sales	11.1%
Administrative Support	3.7%
Services	11.1%
Blue Collar	51.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	14.8%
Installation/Maintenance/Repair	11.1%
Production	11.1%
Transportation/Material Moving	14.8%
2010 Population By Urban/ Rural Status	
Total Population	63
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

2010 Households by Type	
Total	28
Households with 1 Person	46.4%
Households with 2+ People	53.6%
Family Households	50.0%
Husband-wife Families	46.4%
With Related Children	17.9%
Other Family (No Spouse Present)	3.6%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	3.6%
With Related Children	3.6%
Nonfamily Households	3.6%
All Households with Children	21.4%
Multigenerational Households	3.6%
Unmarried Partner Households	7.1%
Male-female	7.1%
Same-sex	0.0%
2010 Households by Size	
Total	28
1 Person Household	46.4%
2 Person Household	17.9%
3 Person Household	14.3%
4 Person Household	10.7%
5 Person Household	7.1%
6 Person Household	3.6%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	28
Owner Occupied	71.4%
Owned with a Mortgage/Loan	39.3%
Owned Free and Clear	32.1%
Renter Occupied	28.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	56
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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.

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Top Tier (1A)
3.	Professional Pride (1B)

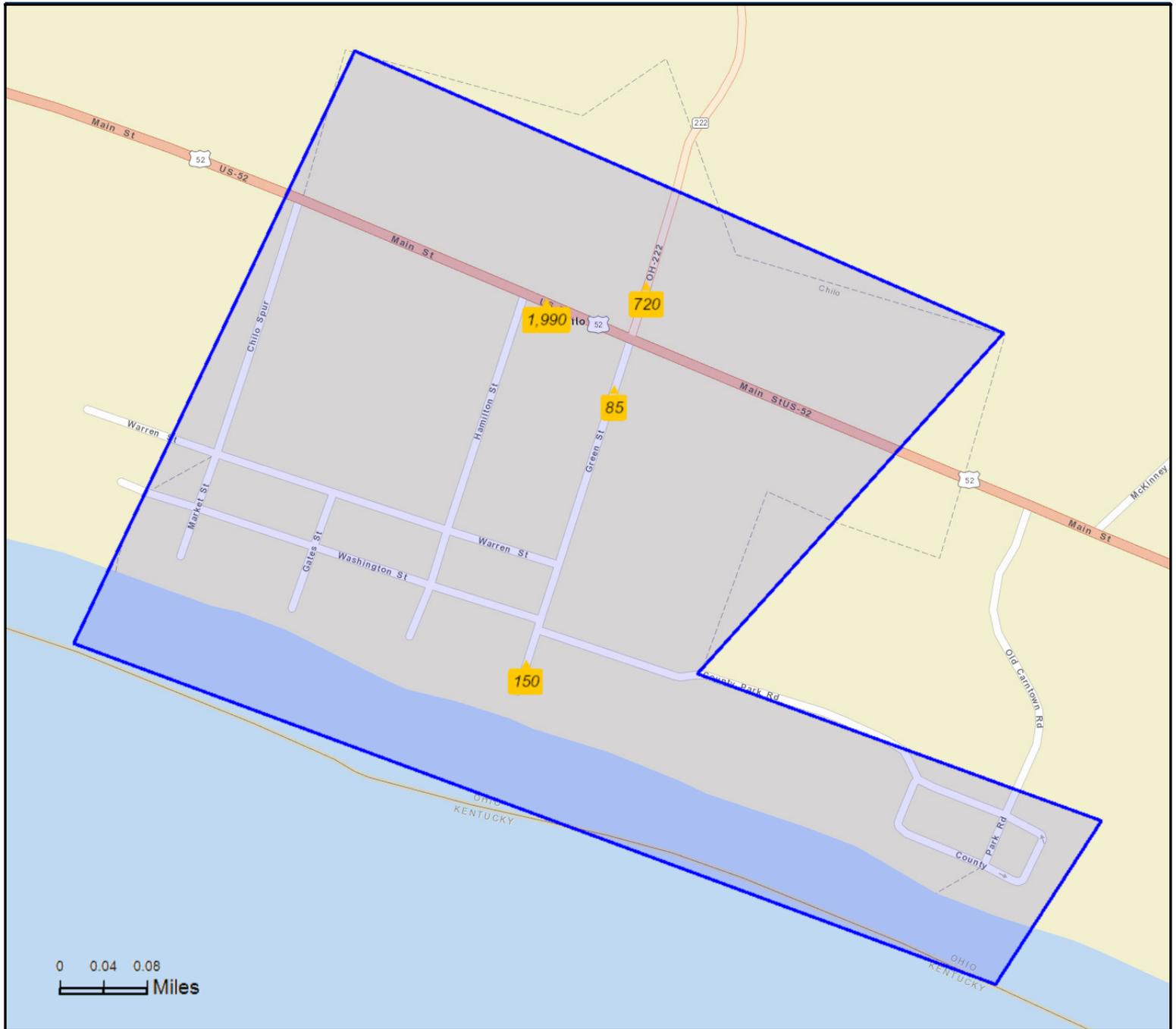
2016 Consumer Spending

Apparel & Services: Total \$	\$53,405
Average Spent	\$1,841.55
Spending Potential Index	91
Education: Total \$	\$29,597
Average Spent	\$1,020.59
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$79,567
Average Spent	\$2,743.69
Spending Potential Index	94
Food at Home: Total \$	\$139,304
Average Spent	\$4,803.59
Spending Potential Index	96
Food Away from Home: Total \$	\$84,735
Average Spent	\$2,921.90
Spending Potential Index	94
Health Care: Total \$	\$152,192
Average Spent	\$5,248.00
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$46,694
Average Spent	\$1,610.14
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$19,208
Average Spent	\$662.34
Spending Potential Index	90
Shelter: Total \$	\$376,860
Average Spent	\$12,995.17
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$63,436
Average Spent	\$2,187.45
Spending Potential Index	94
Travel: Total \$	\$43,621
Average Spent	\$1,504.17
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$28,498
Average Spent	\$982.69
Spending Potential Index	95

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.



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

Data for all businesses in area

Total Businesses:	5
Total Employees:	24
Total Residential Population:	64
Employee/Residential Population Ratio:	0.38:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Transportation	2	40.0%	15	62.5%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	1	20.0%	5	20.8%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	1	20.0%	5	20.8%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	2	40.0%	4	16.7%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	1	20.0%	2	8.3%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	1	20.0%	2	8.3%
Other Services	0	0.0%	0	0.0%
Government	0	0.0%	0	0.0%
Unclassified Establishments	0	0.0%	0	0.0%
Totals	5	100.0%	24	100.0%

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

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	0	0.0%	0	0.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
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	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	40.0%	15	62.5%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	0	0.0%
Educational Services	1	20.0%	2	8.3%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	1	20.0%	2	8.3%
Accommodation & Food Services	1	20.0%	5	20.8%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	20.0%	5	20.8%
Other Services (except Public Administration)	0	0.0%	0	0.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	0	0.0%	0	0.0%
Unclassified Establishments	0	0.0%	0	0.0%
Total	5	100.0%	24	100.0%

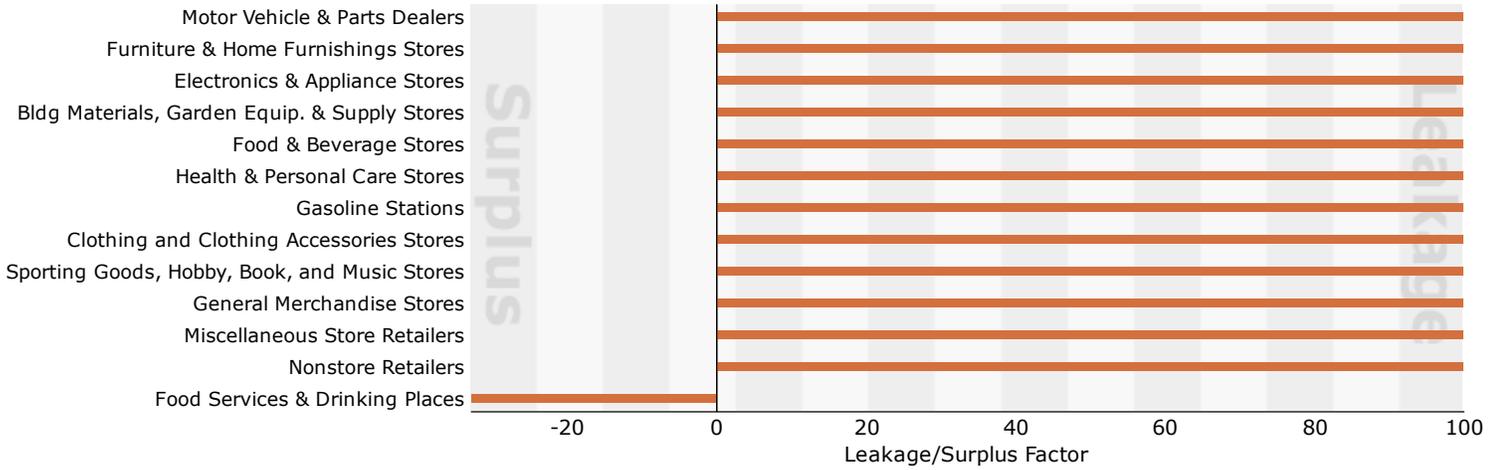
Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Summary Demographics						
2016 Population						64
2016 Households						29
2016 Median Disposable Income						\$50,630
2016 Per Capita Income						\$24,007
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	\$1,027,624	\$172,712	\$854,912	71.2	1
Total Retail Trade	44-45	\$940,506	\$0	\$940,506	100.0	0
Total Food & Drink	722	\$87,118	\$172,712	-\$85,594	-32.9	1
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$220,523	\$0	\$220,523	100.0	0
Automobile Dealers	4411	\$182,243	\$0	\$182,243	100.0	0
Other Motor Vehicle Dealers	4412	\$23,891	\$0	\$23,891	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$14,389	\$0	\$14,389	100.0	0
Furniture & Home Furnishings Stores	442	\$24,426	\$0	\$24,426	100.0	0
Furniture Stores	4421	\$15,927	\$0	\$15,927	100.0	0
Home Furnishings Stores	4422	\$8,499	\$0	\$8,499	100.0	0
Electronics & Appliance Stores	443	\$47,277	\$0	\$47,277	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$42,700	\$0	\$42,700	100.0	0
Bldg Material & Supplies Dealers	4441	\$35,857	\$0	\$35,857	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$6,843	\$0	\$6,843	100.0	0
Food & Beverage Stores	445	\$168,326	\$0	\$168,326	100.0	0
Grocery Stores	4451	\$155,431	\$0	\$155,431	100.0	0
Specialty Food Stores	4452	\$8,054	\$0	\$8,054	100.0	0
Beer, Wine & Liquor Stores	4453	\$4,841	\$0	\$4,841	100.0	0
Health & Personal Care Stores	446,4461	\$72,803	\$0	\$72,803	100.0	0
Gasoline Stations	447,4471	\$71,776	\$0	\$71,776	100.0	0
Clothing & Clothing Accessories Stores	448	\$38,159	\$0	\$38,159	100.0	0
Clothing Stores	4481	\$24,504	\$0	\$24,504	100.0	0
Shoe Stores	4482	\$4,950	\$0	\$4,950	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$8,705	\$0	\$8,705	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$29,313	\$0	\$29,313	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$24,318	\$0	\$24,318	100.0	0
Book, Periodical & Music Stores	4512	\$4,995	\$0	\$4,995	100.0	0
General Merchandise Stores	452	\$165,740	\$0	\$165,740	100.0	0
Department Stores Excluding Leased Depts.	4521	\$129,752	\$0	\$129,752	100.0	0
Other General Merchandise Stores	4529	\$35,988	\$0	\$35,988	100.0	0
Miscellaneous Store Retailers	453	\$45,382	\$0	\$45,382	100.0	0
Florists	4531	\$1,750	\$0	\$1,750	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$9,901	\$0	\$9,901	100.0	0
Used Merchandise Stores	4533	\$5,638	\$0	\$5,638	100.0	0
Other Miscellaneous Store Retailers	4539	\$28,093	\$0	\$28,093	100.0	0
Nonstore Retailers	454	\$14,081	\$0	\$14,081	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$7,913	\$0	\$7,913	100.0	0
Vending Machine Operators	4542	\$1,473	\$0	\$1,473	100.0	0
Direct Selling Establishments	4543	\$4,695	\$0	\$4,695	100.0	0
Food Services & Drinking Places	722	\$87,118	\$172,712	-\$85,594	-32.9	1
Full-Service Restaurants	7221	\$42,744	\$0	\$42,744	100.0	0
Limited-Service Eating Places	7222	\$39,858	\$172,712	-\$132,854	-62.5	1
Special Food Services	7223	\$2,186	\$0	\$2,186	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,330	\$0	\$2,330	100.0	0

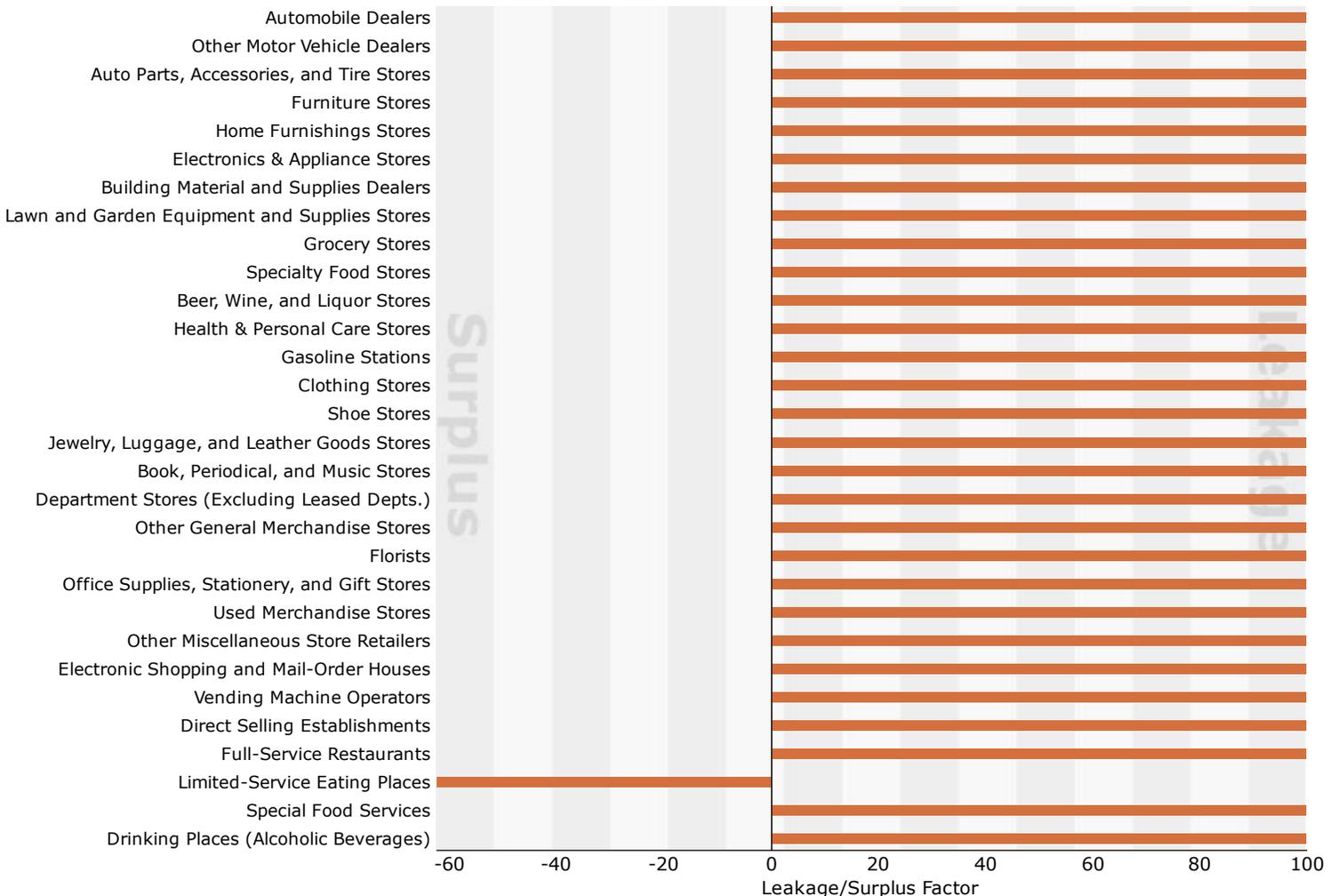
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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		64	66
Population 18+		47	50
Households		29	30
Median Household Income		\$59,012	\$66,187

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	22	46.8%	99
Bought any women's clothing in last 12 months	23	48.9%	111
Bought clothing for child <13 years in last 6 months	13	27.7%	100
Bought any shoes in last 12 months	25	53.2%	99
Bought costume jewelry in last 12 months	10	21.3%	109
Bought any fine jewelry in last 12 months	9	19.1%	104
Bought a watch in last 12 months	5	10.6%	97
Automobiles (Households)			
HH owns/leases any vehicle	26	89.7%	105
HH bought/leased new vehicle last 12 mo	2	6.9%	73
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	44	93.6%	110
Bought/changed motor oil in last 12 months	30	63.8%	130
Had tune-up in last 12 months	14	29.8%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	31	66.0%	101
Drank regular cola in last 6 months	24	51.1%	114
Drank beer/ale in last 6 months	17	36.2%	85
Cameras (Adults)			
Own digital point & shoot camera	14	29.8%	102
Own digital single-lens reflex (SLR) camera	2	4.3%	49
Bought any camera in last 12 months	3	6.4%	112
Printed digital photos in last 12 months	2	4.3%	145
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18	38.3%	106
Have a smartphone	23	48.9%	83
Have a smartphone: Android phone (any brand)	11	23.4%	87
Have a smartphone: Apple iPhone	9	19.1%	74
Number of cell phones in household: 1	9	31.0%	97
Number of cell phones in household: 2	11	37.9%	101
Number of cell phones in household: 3+	7	24.1%	95
HH has cell phone only (no landline telephone)	13	44.8%	107
Computers (Households)			
HH owns a computer	20	69.0%	90
HH owns desktop computer	12	41.4%	91
HH owns laptop/notebook	14	48.3%	89
HH owns any Apple/Mac brand computer	2	6.9%	46
HH owns any PC/non-Apple brand computer	19	65.5%	96
HH purchased most recent computer in a store	11	37.9%	101
HH purchased most recent computer online	3	10.3%	79
Spent <\$500 on most recent home computer	5	17.2%	119
Spent \$500-\$999 on most recent home computer	5	17.2%	90
Spent \$1,000-\$1,499 on most recent home computer	2	6.9%	73
Spent \$1,500-\$1,999 on most recent home computer	1	3.4%	76
Spent \$2,000+ on most recent home computer	1	3.4%	88

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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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	24	51.1%	101
Bought brewed coffee at convenience store in last 30 days	8	17.0%	108
Bought cigarettes at convenience store in last 30 days	10	21.3%	170
Bought gas at convenience store in last 30 days	21	44.7%	135
Spent at convenience store in last 30 days: <\$20	2	4.3%	53
Spent at convenience store in last 30 days: \$20-\$39	4	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	4	8.5%	112
Spent at convenience store in last 30 days: \$51-\$99	2	4.3%	96
Spent at convenience store in last 30 days: \$100+	15	31.9%	139
Entertainment (Adults)			
Attended a movie in last 6 months	24	51.1%	86
Went to live theater in last 12 months	4	8.5%	66
Went to a bar/night club in last 12 months	6	12.8%	76
Dined out in last 12 months	19	40.4%	90
Gambled at a casino in last 12 months	4	8.5%	62
Visited a theme park in last 12 months	6	12.8%	72
Viewed movie (video-on-demand) in last 30 days	5	10.6%	63
Viewed TV show (video-on-demand) in last 30 days	3	6.4%	49
Watched any pay-per-view TV in last 12 months	6	12.8%	97
Downloaded a movie over the Internet in last 30 days	1	2.1%	30
Downloaded any individual song in last 6 months	8	17.0%	83
Watched a movie online in the last 30 days	4	8.5%	53
Watched a TV program online in last 30 days	3	6.4%	43
Played a video/electronic game (console) in last 12 months	4	8.5%	82
Played a video/electronic game (portable) in last 12 months	2	4.3%	93
Financial (Adults)			
Have home mortgage (1st)	16	34.0%	109
Used ATM/cash machine in last 12 months	21	44.7%	91
Own any stock	3	6.4%	83
Own U.S. savings bond	1	2.1%	40
Own shares in mutual fund (stock)	2	4.3%	59
Own shares in mutual fund (bonds)	1	2.1%	44
Have interest checking account	13	27.7%	98
Have non-interest checking account	15	31.9%	113
Have savings account	22	46.8%	87
Have 401K retirement savings plan	6	12.8%	88
Own/used any credit/debit card in last 12 months	35	74.5%	100
Avg monthly credit card expenditures: <\$111	6	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	4	8.5%	124
Avg monthly credit card expenditures: \$226-\$450	2	4.3%	67
Avg monthly credit card expenditures: \$451-\$700	2	4.3%	80
Avg monthly credit card expenditures: \$701-\$1,000	1	2.1%	49
Avg monthly credit card expenditures: \$1,001+	1	2.1%	23
Did banking online in last 12 months	15	31.9%	89
Did banking on mobile device in last 12 months	6	12.8%	91
Paid bills online in last 12 months	18	38.3%	89

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Retail Market Potential

Chilo 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	22	75.9%	109
Used bread in last 6 months	28	96.6%	103
Used chicken (fresh or frozen) in last 6 months	21	72.4%	105
Used turkey (fresh or frozen) in last 6 months	4	13.8%	87
Used fish/seafood (fresh or frozen) in last 6 months	15	51.7%	95
Used fresh fruit/vegetables in last 6 months	25	86.2%	101
Used fresh milk in last 6 months	26	89.7%	102
Used organic food in last 6 months	4	13.8%	70
Health (Adults)			
Exercise at home 2+ times per week	13	27.7%	97
Exercise at club 2+ times per week	3	6.4%	49
Visited a doctor in last 12 months	37	78.7%	104
Used vitamin/dietary supplement in last 6 months	24	51.1%	97
Home (Households)			
Any home improvement in last 12 months	8	27.6%	103
Used housekeeper/maid/professional HH cleaning service in last 12	2	6.9%	52
Purchased low ticket HH furnishings in last 12 months	4	13.8%	86
Purchased big ticket HH furnishings in last 12 months	6	20.7%	99
Bought any small kitchen appliance in last 12 months	6	20.7%	93
Bought any large kitchen appliance in last 12 months	4	13.8%	108
Insurance (Adults/Households)			
Currently carry life insurance	22	46.8%	110
Carry medical/hospital/accident insurance	30	63.8%	97
Carry homeowner insurance	25	53.2%	113
Carry renter's insurance	2	4.3%	52
Have auto insurance: 1 vehicle in household covered	9	31.0%	101
Have auto insurance: 2 vehicles in household covered	9	31.0%	109
Have auto insurance: 3+ vehicles in household covered	8	27.6%	126
Pets (Households)			
Household owns any pet	20	69.0%	128
Household owns any cat	10	34.5%	154
Household owns any dog	17	58.6%	144
Psychographics (Adults)			
Buying American is important to me	26	55.3%	131
Usually buy items on credit rather than wait	5	10.6%	91
Usually buy based on quality - not price	9	19.1%	107
Price is usually more important than brand name	15	31.9%	122
Usually use coupons for brands I buy often	10	21.3%	112
Am interested in how to help the environment	5	10.6%	65
Usually pay more for environ safe product	5	10.6%	83
Usually value green products over convenience	5	10.6%	101
Likely to buy a brand that supports a charity	16	34.0%	98
Reading (Adults)			
Bought digital book in last 12 months	5	10.6%	80
Bought hardcover book in last 12 months	8	17.0%	81
Bought paperback book in last 12 month	14	29.8%	95
Read any daily newspaper (paper version)	10	21.3%	81
Read any digital newspaper in last 30 days	13	27.7%	83
Read any magazine (paper/electronic version) in last 6 months	41	87.2%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	37	78.7%	106
Went to family restaurant/steak house: 4+ times a month	14	29.8%	108
Went to fast food/drive-in restaurant in last 6 months	44	93.6%	104
Went to fast food/drive-in restaurant 9+ times/mo	22	46.8%	119
Fast food/drive-in last 6 months: eat in	19	40.4%	111
Fast food/drive-in last 6 months: home delivery	2	4.3%	55
Fast food/drive-in last 6 months: take-out/drive-thru	26	55.3%	119
Fast food/drive-in last 6 months: take-out/walk-in	9	19.1%	98
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10	21.3%	67
Own e-reader/tablet: iPad	3	6.4%	42
Own any portable MP3 player	12	25.5%	83
HH owns 1 TV	5	17.2%	84
HH owns 2 TVs	7	24.1%	93
HH owns 3 TVs	7	24.1%	113
HH owns 4+ TVs	7	24.1%	128
HH subscribes to cable TV	8	27.6%	56
HH subscribes to fiber optic	0	0.0%	0
HH has satellite dish	15	51.7%	204
HH owns DVD/Blu-ray player	18	62.1%	103
HH owns camcorder	4	13.8%	99
HH owns portable GPS navigation device	7	24.1%	88
HH purchased video game system in last 12 mos	2	6.9%	87
HH owns Internet video device for TV	1	3.4%	49
Travel (Adults)			
Domestic travel in last 12 months	22	46.8%	93
Took 3+ domestic non-business trips in last 12 months	4	8.5%	77
Spent on domestic vacations in last 12 months: <\$1,000	5	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2	4.3%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1	2.1%	60
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1	2.1%	55
Spent on domestic vacations in last 12 months: \$3,000+	2	4.3%	77
Domestic travel in the 12 months: used general travel website	3	6.4%	94
Foreign travel in last 3 years	6	12.8%	53
Took 3+ foreign trips by plane in last 3 years	1	2.1%	47
Spent on foreign vacations in last 12 months: <\$1,000	1	2.1%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1	2.1%	65
Spent on foreign vacations in last 12 months: \$3,000+	1	2.1%	43
Foreign travel in last 3 years: used general travel website	1	2.1%	38
Nights spent in hotel/motel in last 12 months: any	17	36.2%	89
Took cruise of more than one day in last 3 years	3	6.4%	76
Member of any frequent flyer program	3	6.4%	39
Member of any hotel rewards program	4	8.5%	60

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