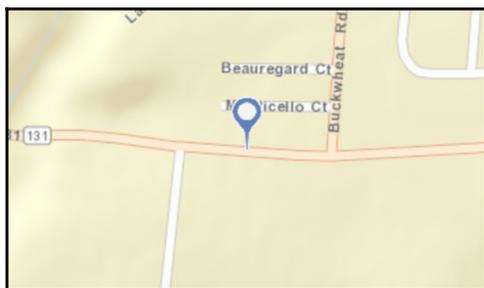
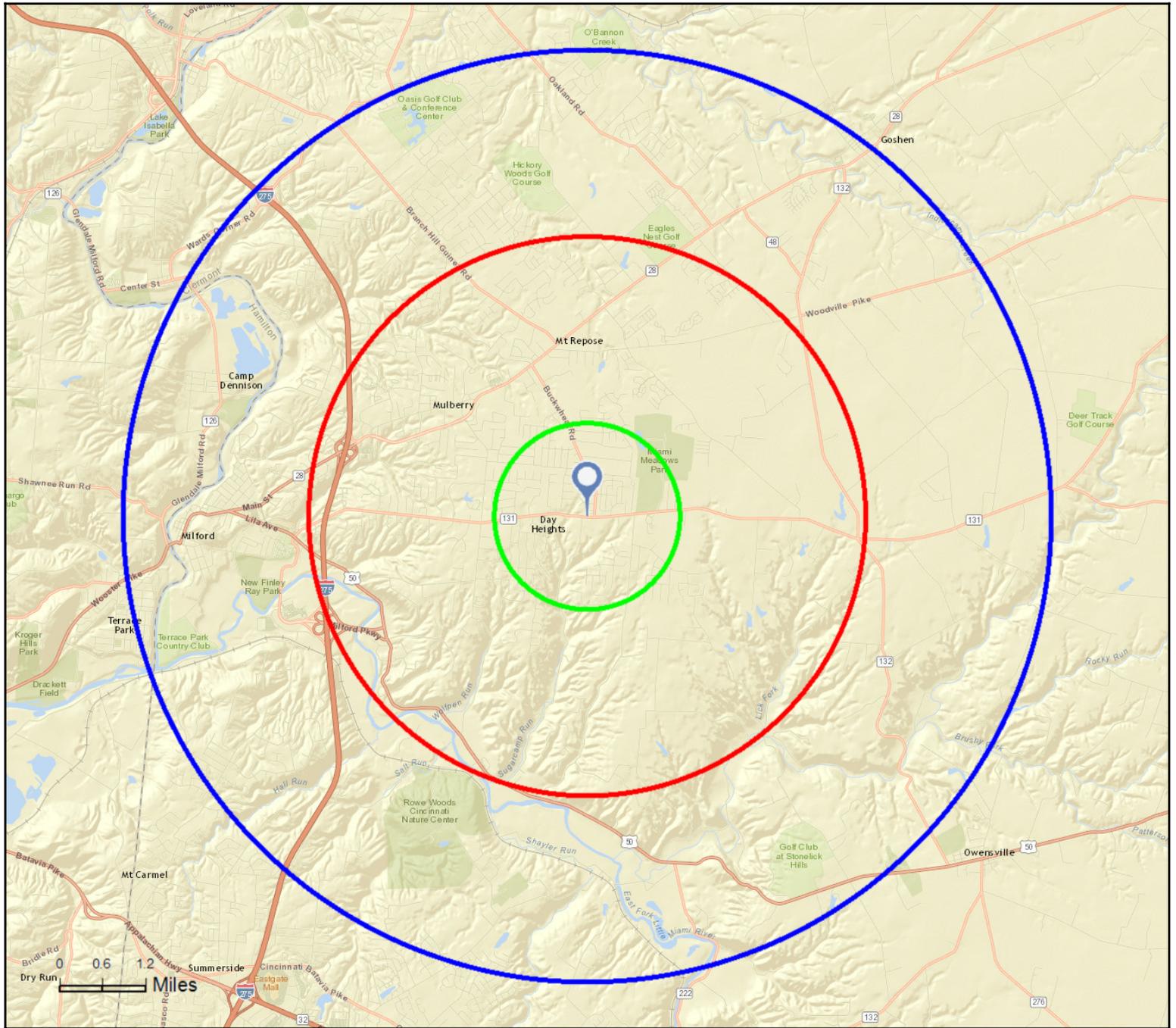


Site Map

Day Heights
 1468 STHY 131, Day Heights, OH, 45150
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17598
 Longitude: -84.21493



Market Profile

Day Heights
1468 STHY 131, Day Heights, OH, 45150
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,808	26,341	54,832
2010 Total Population	6,741	29,834	61,080
2016 Total Population	7,036	30,778	63,393
2016 Group Quarters	0	277	709
2021 Total Population	7,301	31,687	65,447
2016-2021 Annual Rate	0.74%	0.58%	0.64%
Household Summary			
2000 Households	2,043	9,648	20,127
2000 Average Household Size	2.84	2.70	2.70
2010 Households	2,436	11,192	22,679
2010 Average Household Size	2.77	2.64	2.66
2016 Households	2,558	11,624	23,653
2016 Average Household Size	2.75	2.62	2.65
2021 Households	2,660	12,003	24,484
2021 Average Household Size	2.74	2.62	2.64
2016-2021 Annual Rate	0.79%	0.64%	0.69%
2010 Families	1,873	8,299	16,662
2010 Average Family Size	3.17	3.07	3.11
2016 Families	1,953	8,528	17,215
2016 Average Family Size	3.16	3.06	3.11
2021 Families	2,023	8,759	17,732
2021 Average Family Size	3.15	3.06	3.11
2016-2021 Annual Rate	0.71%	0.54%	0.59%
Housing Unit Summary			
2000 Housing Units	2,090	9,931	20,857
Owner Occupied Housing Units	86.5%	82.0%	78.4%
Renter Occupied Housing Units	11.2%	15.2%	18.1%
Vacant Housing Units	2.2%	2.8%	3.5%
2010 Housing Units	2,548	11,947	24,154
Owner Occupied Housing Units	84.3%	76.6%	75.4%
Renter Occupied Housing Units	11.3%	17.1%	18.5%
Vacant Housing Units	4.4%	6.3%	6.1%
2016 Housing Units	2,685	12,465	25,239
Owner Occupied Housing Units	82.2%	74.0%	73.1%
Renter Occupied Housing Units	13.1%	19.3%	20.6%
Vacant Housing Units	4.7%	6.7%	6.3%
2021 Housing Units	2,803	12,930	26,233
Owner Occupied Housing Units	81.7%	73.3%	72.7%
Renter Occupied Housing Units	13.2%	19.5%	20.7%
Vacant Housing Units	5.1%	7.2%	6.7%
Median Household Income			
2016	\$73,411	\$67,429	\$69,408
2021	\$80,411	\$76,562	\$78,329
Median Home Value			
2016	\$163,779	\$172,492	\$187,897
2021	\$189,313	\$197,822	\$213,712
Per Capita Income			
2016	\$31,438	\$31,646	\$33,149
2021	\$34,452	\$34,708	\$36,272
Median Age			
2010	38.3	38.4	39.1
2016	39.2	39.3	40.2
2021	39.5	39.7	41.0

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.

Market Profile

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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	2,558	11,624	23,653
<\$15,000	3.9%	7.4%	7.9%
\$15,000 - \$24,999	8.1%	8.2%	7.6%
\$25,000 - \$34,999	8.6%	9.1%	8.8%
\$35,000 - \$49,999	10.6%	11.9%	11.5%
\$50,000 - \$74,999	19.6%	17.5%	17.1%
\$75,000 - \$99,999	16.2%	13.5%	14.0%
\$100,000 - \$149,999	21.8%	19.7%	18.5%
\$150,000 - \$199,999	6.9%	8.0%	8.7%
\$200,000+	4.2%	4.7%	5.9%
Average Household Income	\$85,822	\$83,978	\$88,092
2021 Households by Income			
Household Income Base	2,660	12,003	24,484
<\$15,000	3.5%	6.9%	7.5%
\$15,000 - \$24,999	7.1%	7.4%	6.9%
\$25,000 - \$34,999	8.0%	8.7%	8.6%
\$35,000 - \$49,999	5.6%	7.5%	6.6%
\$50,000 - \$74,999	20.7%	18.4%	17.9%
\$75,000 - \$99,999	17.9%	14.0%	14.9%
\$100,000 - \$149,999	24.8%	22.7%	21.3%
\$150,000 - \$199,999	7.9%	9.4%	10.1%
\$200,000+	4.5%	5.0%	6.3%
Average Household Income	\$93,863	\$91,876	\$96,215
2016 Owner Occupied Housing Units by Value			
Total	2,206	9,219	18,442
<\$50,000	7.3%	11.5%	8.8%
\$50,000 - \$99,999	6.9%	8.8%	8.0%
\$100,000 - \$149,999	29.9%	20.6%	19.3%
\$150,000 - \$199,999	21.7%	20.3%	18.4%
\$200,000 - \$249,999	11.2%	15.5%	15.1%
\$250,000 - \$299,999	12.2%	9.6%	10.3%
\$300,000 - \$399,999	6.4%	7.8%	11.2%
\$400,000 - \$499,999	2.4%	2.3%	4.2%
\$500,000 - \$749,999	1.7%	2.6%	3.4%
\$750,000 - \$999,999	0.0%	0.2%	0.6%
\$1,000,000 +	0.3%	0.8%	0.8%
Average Home Value	\$188,666	\$198,042	\$221,072
2021 Owner Occupied Housing Units by Value			
Total	2,289	9,483	19,049
<\$50,000	3.5%	8.4%	6.1%
\$50,000 - \$99,999	4.4%	5.1%	4.6%
\$100,000 - \$149,999	19.8%	13.3%	12.0%
\$150,000 - \$199,999	28.3%	24.3%	21.7%
\$200,000 - \$249,999	16.8%	21.2%	20.5%
\$250,000 - \$299,999	16.6%	12.9%	13.8%
\$300,000 - \$399,999	6.2%	8.6%	11.8%
\$400,000 - \$499,999	2.4%	2.6%	4.6%
\$500,000 - \$749,999	1.7%	2.7%	3.5%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 +	0.2%	0.8%	0.7%
Average Home Value	\$207,875	\$218,707	\$241,104

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.

Market Profile

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,737	29,838	61,079
0 - 4	7.2%	7.2%	6.8%
5 - 9	8.0%	7.7%	7.9%
10 - 14	7.7%	7.6%	7.8%
15 - 24	11.3%	11.2%	11.2%
25 - 34	11.0%	11.6%	10.8%
35 - 44	15.6%	14.6%	14.6%
45 - 54	15.3%	15.5%	16.0%
55 - 64	12.5%	12.2%	12.5%
65 - 74	6.7%	7.0%	6.9%
75 - 84	3.8%	4.0%	3.9%
85 +	1.0%	1.4%	1.7%
18 +	72.5%	73.3%	73.2%
2016 Population by Age			
Total	7,035	30,778	63,391
0 - 4	6.9%	6.8%	6.3%
5 - 9	7.5%	7.3%	7.1%
10 - 14	7.6%	7.4%	7.6%
15 - 24	11.4%	11.1%	11.4%
25 - 34	10.9%	11.8%	11.1%
35 - 44	14.2%	13.5%	13.0%
45 - 54	14.3%	14.3%	14.8%
55 - 64	13.1%	13.1%	13.7%
65 - 74	8.9%	8.9%	8.9%
75 - 84	3.9%	4.3%	4.2%
85 +	1.3%	1.6%	1.9%
18 +	73.8%	74.6%	74.9%
2021 Population by Age			
Total	7,300	31,688	65,449
0 - 4	6.6%	6.6%	6.1%
5 - 9	7.4%	7.1%	6.7%
10 - 14	7.7%	7.2%	7.2%
15 - 24	10.8%	10.6%	11.0%
25 - 34	11.2%	12.0%	11.3%
35 - 44	14.1%	13.6%	12.9%
45 - 54	13.4%	13.0%	13.4%
55 - 64	12.9%	13.1%	13.9%
65 - 74	9.9%	10.0%	10.5%
75 - 84	4.5%	5.0%	5.0%
85 +	1.4%	1.8%	2.0%
18 +	73.9%	75.1%	75.9%
2010 Population by Sex			
Males	3,352	14,652	29,941
Females	3,389	15,182	31,139
2016 Population by Sex			
Males	3,518	15,185	31,151
Females	3,517	15,594	32,241
2021 Population by Sex			
Males	3,666	15,701	32,235
Females	3,635	15,987	33,212

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

Market Profile

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1468 STHY 131, Day Heights, OH, 45150
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,741	29,834	61,080
White Alone	96.2%	95.1%	95.3%
Black Alone	1.1%	1.6%	1.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.2%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	1.1%	1.4%	1.4%
Hispanic Origin	1.7%	1.7%	1.6%
Diversity Index	10.5	12.5	11.9
2016 Population by Race/Ethnicity			
Total	7,036	30,778	63,393
White Alone	95.1%	93.8%	94.1%
Black Alone	1.4%	2.1%	1.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.5%	1.5%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.5%
Two or More Races	1.4%	1.8%	1.7%
Hispanic Origin	2.2%	2.3%	2.1%
Diversity Index	13.3	15.7	14.9
2021 Population by Race/Ethnicity			
Total	7,301	31,687	65,449
White Alone	94.2%	92.6%	93.0%
Black Alone	1.8%	2.6%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.7%	1.8%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.7%	0.6%
Two or More Races	1.6%	2.1%	2.1%
Hispanic Origin	2.7%	2.8%	2.6%
Diversity Index	15.9	18.8	17.7
2010 Population by Relationship and Household Type			
Total	6,741	29,834	61,080
In Households	100.0%	99.1%	98.8%
In Family Households	89.6%	87.2%	86.7%
Householder	27.9%	27.7%	27.3%
Spouse	22.9%	22.0%	21.9%
Child	34.9%	33.4%	33.4%
Other relative	2.3%	2.3%	2.3%
Nonrelative	1.6%	1.8%	1.8%
In Nonfamily Households	10.4%	11.9%	12.1%
In Group Quarters	0.0%	0.9%	1.2%
Institutionalized Population	0.0%	0.8%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.6%

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.

Market Profile

Day Heights
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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	4,686	20,767	42,845
Less than 9th Grade	2.3%	1.8%	1.9%
9th - 12th Grade, No Diploma	6.7%	6.8%	6.2%
High School Graduate	28.6%	27.9%	26.2%
GED/Alternative Credential	3.1%	3.3%	3.4%
Some College, No Degree	18.9%	17.8%	18.3%
Associate Degree	10.1%	9.4%	8.7%
Bachelor's Degree	20.1%	21.5%	23.5%
Graduate/Professional Degree	10.3%	11.5%	11.8%
2016 Population 15+ by Marital Status			
Total	5,484	24,170	50,070
Never Married	24.1%	26.4%	25.5%
Married	62.2%	57.1%	58.5%
Widowed	5.4%	6.0%	5.8%
Divorced	8.3%	10.5%	10.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.0%	96.3%
Civilian Unemployed	4.1%	4.0%	3.7%
2016 Employed Population 16+ by Industry			
Total	3,519	15,256	31,619
Agriculture/Mining	0.4%	0.2%	0.3%
Construction	4.3%	4.4%	5.3%
Manufacturing	9.8%	13.7%	14.7%
Wholesale Trade	3.7%	3.5%	3.4%
Retail Trade	13.8%	13.7%	12.3%
Transportation/Utilities	4.6%	3.9%	3.7%
Information	2.0%	1.2%	1.5%
Finance/Insurance/Real Estate	8.6%	8.5%	8.4%
Services	48.1%	47.4%	47.4%
Public Administration	4.7%	3.5%	2.9%
2016 Employed Population 16+ by Occupation			
Total	3,519	15,254	31,618
White Collar	65.8%	64.8%	65.2%
Management/Business/Financial	18.0%	16.6%	16.7%
Professional	19.1%	20.9%	22.9%
Sales	12.4%	13.6%	12.5%
Administrative Support	16.2%	13.8%	13.0%
Services	16.8%	15.8%	15.2%
Blue Collar	17.4%	19.3%	19.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.7%	3.4%	4.3%
Installation/Maintenance/Repair	2.3%	2.5%	2.8%
Production	4.4%	7.0%	6.8%
Transportation/Material Moving	7.0%	6.4%	5.6%
2010 Population By Urban/ Rural Status			
Total Population	6,741	29,834	61,080
Population Inside Urbanized Area	97.4%	94.2%	90.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.6%	5.8%	9.1%

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

Market Profile

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,437	11,192	22,678
Households with 1 Person	18.9%	20.9%	21.7%
Households with 2+ People	81.1%	79.1%	78.3%
Family Households	76.9%	74.2%	73.5%
Husband-wife Families	63.1%	59.0%	59.0%
With Related Children	30.1%	27.5%	27.8%
Other Family (No Spouse Present)	13.8%	15.2%	14.4%
Other Family with Male Householder	4.2%	4.3%	4.3%
With Related Children	2.6%	2.7%	2.7%
Other Family with Female Householder	9.6%	10.9%	10.2%
With Related Children	6.3%	7.3%	6.6%
Nonfamily Households	4.2%	5.0%	4.8%
All Households with Children	39.6%	38.0%	37.6%
Multigenerational Households	3.9%	3.5%	3.3%
Unmarried Partner Households	5.6%	6.2%	6.2%
Male-female	5.1%	5.7%	5.6%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	2,435	11,192	22,679
1 Person Household	18.9%	20.9%	21.7%
2 Person Household	33.7%	34.8%	34.1%
3 Person Household	17.6%	17.4%	16.9%
4 Person Household	17.6%	16.3%	16.5%
5 Person Household	8.2%	7.4%	7.4%
6 Person Household	2.9%	2.4%	2.5%
7 + Person Household	1.0%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,436	11,192	22,679
Owner Occupied	88.2%	81.8%	80.3%
Owned with a Mortgage/Loan	70.2%	62.9%	62.1%
Owned Free and Clear	18.1%	18.9%	18.2%
Renter Occupied	11.8%	18.2%	19.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,548	11,947	24,154
Housing Units Inside Urbanized Area	96.9%	94.4%	90.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.1%	5.6%	9.3%

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

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

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Soccer Moms (4A)	Middleburg (4C)	Comfortable Empty Nesters
	2. Comfortable Empty Nesters	Comfortable Empty Nesters	Middleburg (4C)
	3. Green Acres (6A)	Down the Road (10D)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$5,575,954	\$25,059,820	\$53,276,041
Average Spent	\$2,179.81	\$2,155.87	\$2,252.40
Spending Potential Index	108	107	112
Education: Total \$	\$3,878,074	\$17,200,674	\$37,528,796
Average Spent	\$1,516.06	\$1,479.76	\$1,586.64
Spending Potential Index	107	105	112
Entertainment/Recreation: Total \$	\$8,264,382	\$36,916,585	\$78,700,821
Average Spent	\$3,230.80	\$3,175.89	\$3,327.31
Spending Potential Index	111	109	114
Food at Home: Total \$	\$13,599,435	\$61,700,713	\$131,318,269
Average Spent	\$5,316.43	\$5,308.04	\$5,551.87
Spending Potential Index	107	107	111
Food Away from Home: Total \$	\$8,657,253	\$38,911,312	\$82,528,461
Average Spent	\$3,384.38	\$3,347.50	\$3,489.13
Spending Potential Index	109	108	113
Health Care: Total \$	\$15,148,730	\$67,667,088	\$144,490,640
Average Spent	\$5,922.10	\$5,821.33	\$6,108.77
Spending Potential Index	112	110	115
HH Furnishings & Equipment: Total \$	\$5,084,557	\$22,587,952	\$48,019,354
Average Spent	\$1,987.71	\$1,943.22	\$2,030.16
Spending Potential Index	113	110	115
Personal Care Products & Services: Total \$	\$2,071,907	\$9,263,910	\$19,689,214
Average Spent	\$809.97	\$796.96	\$832.42
Spending Potential Index	111	109	114
Shelter: Total \$	\$43,307,012	\$192,698,074	\$409,979,765
Average Spent	\$16,930.03	\$16,577.60	\$17,333.10
Spending Potential Index	109	106	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,795,273	\$30,119,098	\$64,256,347
Average Spent	\$2,656.48	\$2,591.11	\$2,716.63
Spending Potential Index	115	112	117
Travel: Total \$	\$5,521,640	\$24,058,481	\$51,476,373
Average Spent	\$2,158.58	\$2,069.72	\$2,176.31
Spending Potential Index	116	111	117
Vehicle Maintenance & Repairs: Total \$	\$2,911,496	\$13,053,017	\$27,814,198
Average Spent	\$1,138.19	\$1,122.94	\$1,175.93
Spending Potential Index	110	108	114

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

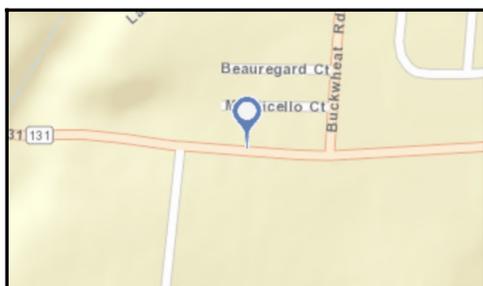
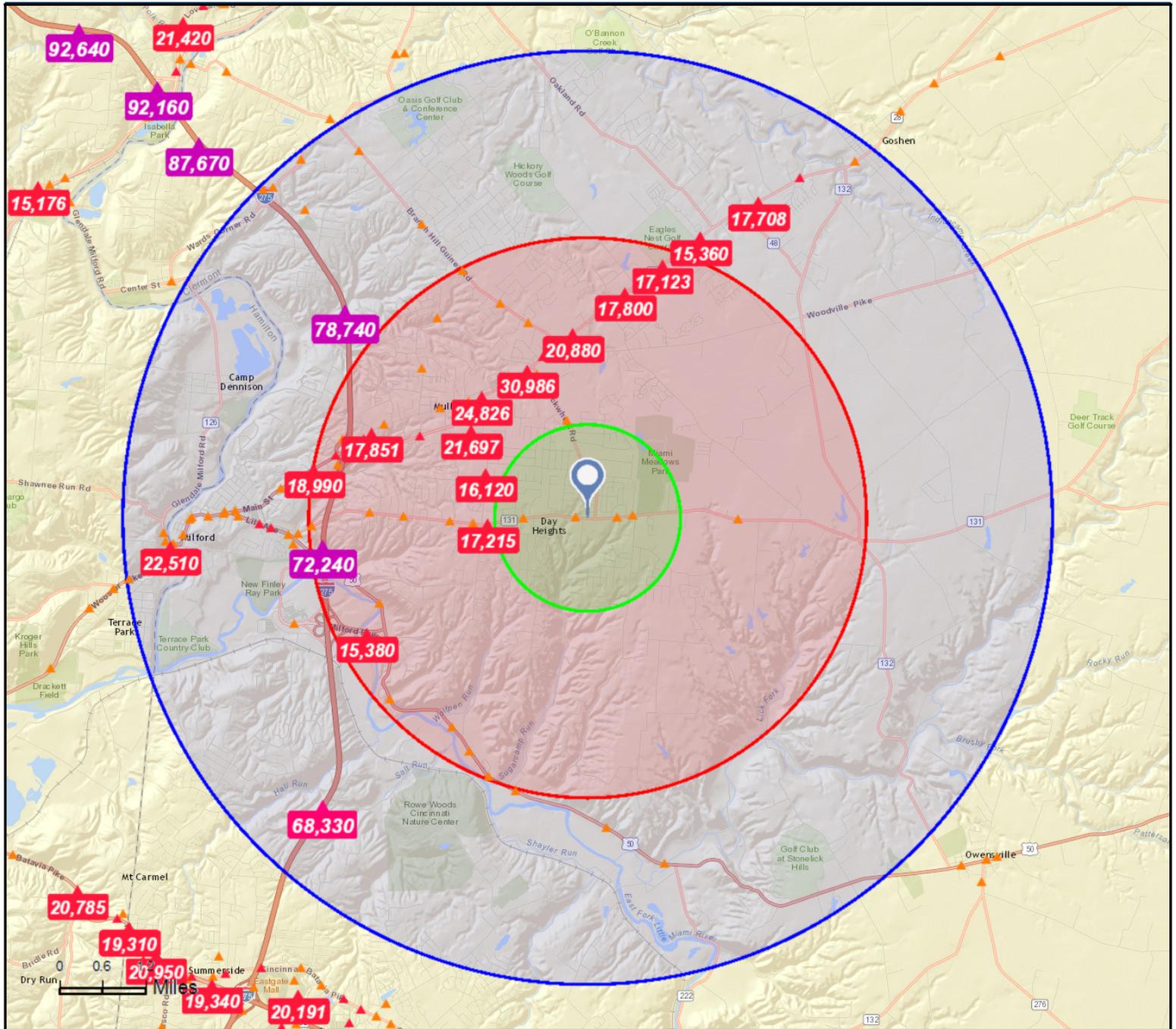
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Traffic Count Map

Day Heights
 1468 STHY 131, Day Heights, OH, 45150
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17598
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- 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

Business Summary

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	112	1,074	2,248
Total Employees:	828	12,441	24,588
Total Residential Population:	7,036	30,778	63,393
Employee/Residential Population Ratio:	0.12:1	0.4:1	0.39:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	7.1%	25	3.0%	41	3.8%	239	1.9%	85	3.8%	512	2.1%
Construction	18	16.1%	91	11.0%	130	12.1%	819	6.6%	260	11.6%	1,659	6.7%
Manufacturing	5	4.5%	45	5.4%	46	4.3%	544	4.4%	90	4.0%	1,845	7.5%
Transportation	4	3.6%	30	3.6%	32	3.0%	340	2.7%	58	2.6%	566	2.3%
Communication	0	0.0%	0	0.0%	5	0.5%	20	0.2%	12	0.5%	97	0.4%
Utility	0	0.0%	0	0.0%	4	0.4%	14	0.1%	10	0.4%	96	0.4%
Wholesale Trade	4	3.6%	20	2.4%	42	3.9%	616	5.0%	81	3.6%	1,159	4.7%
Retail Trade Summary	16	14.3%	220	26.6%	215	20.0%	3,482	28.0%	457	20.3%	7,286	29.6%
Home Improvement	2	1.8%	13	1.6%	23	2.1%	563	4.5%	36	1.6%	731	3.0%
General Merchandise Stores	1	0.9%	4	0.5%	10	0.9%	237	1.9%	19	0.8%	796	3.2%
Food Stores	4	3.6%	83	10.0%	24	2.2%	592	4.8%	53	2.4%	1,070	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.9%	4	0.5%	23	2.1%	338	2.7%	44	2.0%	591	2.4%
Apparel & Accessory Stores	1	0.9%	2	0.2%	5	0.5%	13	0.1%	15	0.7%	65	0.3%
Furniture & Home Furnishings	1	0.9%	2	0.2%	20	1.9%	195	1.6%	43	1.9%	525	2.1%
Eating & Drinking Places	4	3.6%	99	12.0%	53	4.9%	1,052	8.5%	122	5.4%	2,568	10.4%
Miscellaneous Retail	3	2.7%	14	1.7%	57	5.3%	491	3.9%	127	5.6%	939	3.8%
Finance, Insurance, Real Estate Summary	12	10.7%	27	3.3%	121	11.3%	491	3.9%	255	11.3%	1,026	4.2%
Banks, Savings & Lending Institutions	5	4.5%	9	1.1%	52	4.8%	114	0.9%	111	4.9%	263	1.1%
Securities Brokers	1	0.9%	1	0.1%	8	0.7%	73	0.6%	17	0.8%	100	0.4%
Insurance Carriers & Agents	3	2.7%	11	1.3%	24	2.2%	97	0.8%	51	2.3%	280	1.1%
Real Estate, Holding, Other Investment Offices	3	2.7%	6	0.7%	37	3.4%	207	1.7%	76	3.4%	383	1.6%
Services Summary	43	38.4%	369	44.6%	381	35.5%	5,561	44.7%	789	35.1%	9,461	38.5%
Hotels & Lodging	0	0.0%	0	0.0%	3	0.3%	26	0.2%	8	0.4%	176	0.7%
Automotive Services	5	4.5%	22	2.7%	48	4.5%	299	2.4%	88	3.9%	444	1.8%
Motion Pictures & Amusements	3	2.7%	20	2.4%	32	3.0%	247	2.0%	70	3.1%	637	2.6%
Health Services	4	3.6%	49	5.9%	39	3.6%	942	7.6%	76	3.4%	1,544	6.3%
Legal Services	0	0.0%	0	0.0%	5	0.5%	24	0.2%	14	0.6%	98	0.4%
Education Institutions & Libraries	2	1.8%	116	14.0%	19	1.8%	932	7.5%	40	1.8%	1,611	6.6%
Other Services	29	25.9%	162	19.6%	236	22.0%	3,092	24.9%	493	21.9%	4,952	20.1%
Government	0	0.0%	0	0.0%	15	1.4%	263	2.1%	55	2.4%	751	3.1%
Unclassified Establishments	2	1.8%	0	0.0%	43	4.0%	53	0.4%	98	4.4%	129	0.5%
Totals	112	100.0%	828	100.0%	1,074	100.0%	12,441	100.0%	2,248	100.0%	24,588	100.0%

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

Business Summary

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	11	0.1%	7	0.3%	28	0.1%
Mining	0	0.0%	0	0.0%	1	0.1%	3	0.0%	2	0.1%	25	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	8	0.1%	5	0.2%	33	0.1%
Construction	20	17.9%	105	12.7%	137	12.8%	871	7.0%	271	12.1%	1,721	7.0%
Manufacturing	7	6.3%	54	6.5%	52	4.8%	652	5.2%	99	4.4%	1,865	7.6%
Wholesale Trade	4	3.6%	20	2.4%	41	3.8%	614	4.9%	79	3.5%	1,153	4.7%
Retail Trade	10	8.9%	112	13.5%	150	14.0%	2,281	18.3%	316	14.1%	4,527	18.4%
Motor Vehicle & Parts Dealers	1	0.9%	3	0.4%	21	2.0%	327	2.6%	34	1.5%	542	2.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	6	0.6%	15	0.1%	11	0.5%	44	0.2%
Electronics & Appliance Stores	1	0.9%	2	0.2%	12	1.1%	96	0.8%	28	1.2%	387	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.8%	13	1.6%	21	2.0%	558	4.5%	32	1.4%	721	2.9%
Food & Beverage Stores	2	1.8%	74	8.9%	16	1.5%	538	4.3%	40	1.8%	981	4.0%
Health & Personal Care Stores	1	0.9%	6	0.7%	16	1.5%	285	2.3%	33	1.5%	462	1.9%
Gasoline Stations	0	0.0%	1	0.1%	2	0.2%	11	0.1%	10	0.4%	49	0.2%
Clothing & Clothing Accessories Stores	1	0.9%	2	0.2%	9	0.8%	28	0.2%	25	1.1%	109	0.4%
Sport Goods, Hobby, Book, & Music Stores	1	0.9%	3	0.4%	10	0.9%	85	0.7%	26	1.2%	167	0.7%
General Merchandise Stores	1	0.9%	4	0.5%	10	0.9%	237	1.9%	19	0.8%	796	3.2%
Miscellaneous Store Retailers	1	0.9%	6	0.7%	23	2.1%	82	0.7%	50	2.2%	223	0.9%
Nonstore Retailers	0	0.0%	0	0.0%	3	0.3%	20	0.2%	9	0.4%	45	0.2%
Transportation & Warehousing	6	5.4%	33	4.0%	28	2.6%	277	2.2%	50	2.2%	492	2.0%
Information	0	0.0%	2	0.2%	12	1.1%	665	5.3%	31	1.4%	1,055	4.3%
Finance & Insurance	9	8.0%	21	2.5%	84	7.8%	284	2.3%	179	8.0%	644	2.6%
Central Bank/Credit Intermediation & Related Activities	5	4.5%	9	1.1%	52	4.8%	114	0.9%	111	4.9%	263	1.1%
Securities, Commodity Contracts & Other Financial	1	0.9%	1	0.1%	8	0.7%	73	0.6%	17	0.8%	100	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	3	2.7%	11	1.3%	24	2.2%	97	0.8%	51	2.3%	280	1.1%
Real Estate, Rental & Leasing	4	3.6%	8	1.0%	51	4.7%	240	1.9%	101	4.5%	433	1.8%
Professional, Scientific & Tech Services	6	5.4%	61	7.4%	87	8.1%	1,227	9.9%	205	9.1%	2,016	8.2%
Legal Services	0	0.0%	0	0.0%	7	0.7%	51	0.4%	17	0.8%	132	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	1	0.0%	3	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	11	9.8%	36	4.3%	73	6.8%	693	5.6%	128	5.7%	1,045	4.3%
Educational Services	2	1.8%	116	14.0%	24	2.2%	956	7.7%	48	2.1%	1,846	7.5%
Health Care & Social Assistance	5	4.5%	62	7.5%	49	4.6%	1,185	9.5%	100	4.4%	2,006	8.2%
Arts, Entertainment & Recreation	3	2.7%	20	2.4%	24	2.2%	203	1.6%	52	2.3%	584	2.4%
Accommodation & Food Services	4	3.6%	99	12.0%	60	5.6%	1,108	8.9%	136	6.0%	2,787	11.3%
Accommodation	0	0.0%	0	0.0%	3	0.3%	26	0.2%	8	0.4%	176	0.7%
Food Services & Drinking Places	4	3.6%	99	12.0%	57	5.3%	1,082	8.7%	128	5.7%	2,611	10.6%
Other Services (except Public Administration)	20	17.9%	80	9.7%	138	12.8%	845	6.8%	282	12.5%	1,445	5.9%
Automotive Repair & Maintenance	3	2.7%	17	2.1%	37	3.4%	244	2.0%	69	3.1%	360	1.5%
Public Administration	0	0.0%	0	0.0%	15	1.4%	263	2.1%	55	2.4%	751	3.1%
Unclassified Establishments	2	1.8%	0	0.0%	43	4.0%	53	0.4%	98	4.4%	129	0.5%
Total	112	100.0%	828	100.0%	1,074	100.0%	12,441	100.0%	2,248	100.0%	24,588	100.0%

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

Retail MarketPlace Profile

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Summary Demographics

2016 Population	7,036
2016 Households	2,558
2016 Median Disposable Income	\$56,170
2016 Per Capita Income	\$31,438

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	\$118,856,574	\$27,608,442	\$91,248,132	62.3	15
Total Retail Trade	44-45	\$107,959,655	\$24,273,780	\$83,685,875	63.3	11
Total Food & Drink	722	\$10,896,920	\$3,334,662	\$7,562,258	53.1	4

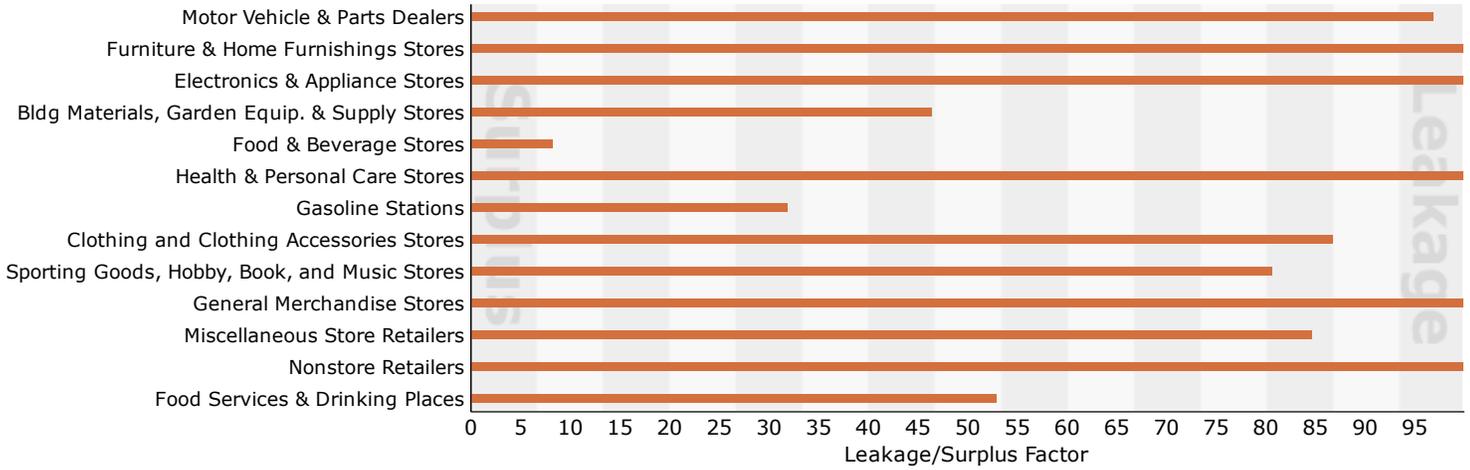
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,825,648	\$376,311	\$24,449,337	97.0	1
Automobile Dealers	4411	\$20,260,924	\$0	\$20,260,924	100.0	0
Other Motor Vehicle Dealers	4412	\$2,754,507	\$0	\$2,754,507	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,810,217	\$0	\$1,810,217	100.0	0
Furniture & Home Furnishings Stores	442	\$2,906,580	\$0	\$2,906,580	100.0	0
Furniture Stores	4421	\$1,888,637	\$0	\$1,888,637	100.0	0
Home Furnishings Stores	4422	\$1,017,943	\$0	\$1,017,943	100.0	0
Electronics & Appliance Stores	443	\$5,993,097	\$0	\$5,993,097	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,236,191	\$1,909,156	\$3,327,035	46.6	3
Bldg Material & Supplies Dealers	4441	\$4,498,238	\$1,859,368	\$2,638,870	41.5	3
Lawn & Garden Equip & Supply Stores	4442	\$737,954	\$0	\$737,954	100.0	0
Food & Beverage Stores	445	\$19,088,629	\$16,147,609	\$2,941,020	8.3	2
Grocery Stores	4451	\$17,606,659	\$15,590,191	\$2,016,468	6.1	2
Specialty Food Stores	4452	\$923,297	\$557,418	\$365,879	24.7	1
Beer, Wine & Liquor Stores	4453	\$558,673	\$0	\$558,673	100.0	0
Health & Personal Care Stores	446,4461	\$7,989,467	\$0	\$7,989,467	100.0	0
Gasoline Stations	447,4471	\$7,513,259	\$3,861,043	\$3,652,216	32.1	1
Clothing & Clothing Accessories Stores	448	\$4,746,278	\$332,458	\$4,413,820	86.9	2
Clothing Stores	4481	\$2,992,988	\$291,236	\$2,701,752	82.3	2
Shoe Stores	4482	\$570,325	\$0	\$570,325	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,182,965	\$0	\$1,182,965	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,532,172	\$374,848	\$3,157,324	80.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,867,260	\$143,247	\$2,724,013	90.5	1
Book, Periodical & Music Stores	4512	\$664,912	\$0	\$664,912	100.0	0
General Merchandise Stores	452	\$19,552,892	\$0	\$19,552,892	100.0	0
Department Stores Excluding Leased Depts.	4521	\$15,447,019	\$0	\$15,447,019	100.0	0
Other General Merchandise Stores	4529	\$4,105,873	\$0	\$4,105,873	100.0	0
Miscellaneous Store Retailers	453	\$4,964,143	\$410,970	\$4,553,173	84.7	1
Florists	4531	\$211,909	\$0	\$211,909	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,175,273	\$0	\$1,175,273	100.0	0
Used Merchandise Stores	4533	\$733,609	\$0	\$733,609	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,843,351	\$0	\$2,843,351	100.0	0
Nonstore Retailers	454	\$1,611,297	\$0	\$1,611,297	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$934,266	\$0	\$934,266	100.0	0
Vending Machine Operators	4542	\$169,946	\$0	\$169,946	100.0	0
Direct Selling Establishments	4543	\$507,086	\$0	\$507,086	100.0	0
Food Services & Drinking Places	722	\$10,896,920	\$3,334,662	\$7,562,258	53.1	4
Full-Service Restaurants	7221	\$5,431,234	\$771,408	\$4,659,826	75.1	2
Limited-Service Eating Places	7222	\$4,841,475	\$2,530,231	\$2,311,244	31.4	2
Special Food Services	7223	\$290,923	\$0	\$290,923	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$333,287	\$0	\$333,287	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.

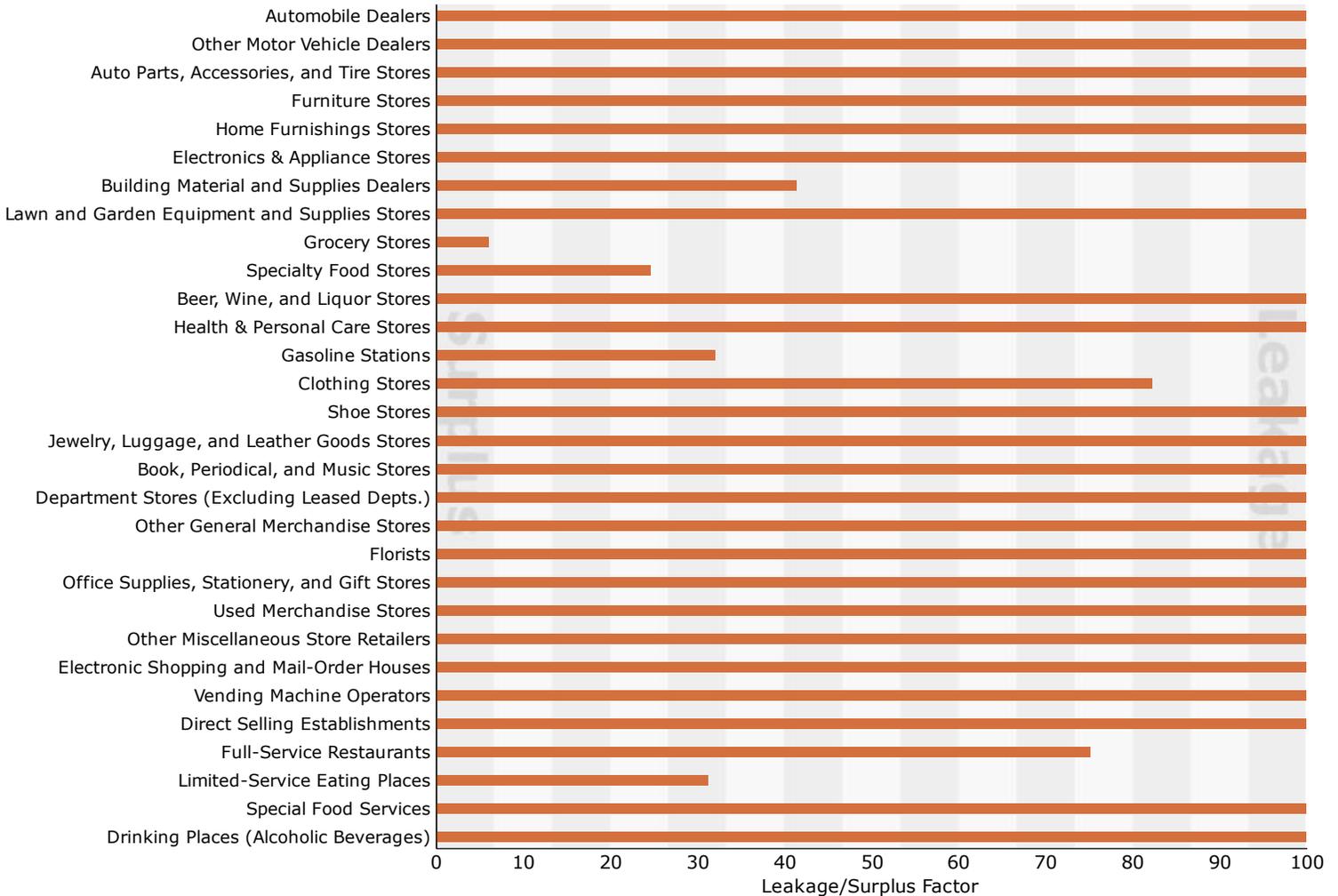
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



Retail MarketPlace Profile

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Summary Demographics

2016 Population	30,778
2016 Households	11,624
2016 Median Disposable Income	\$53,710
2016 Per Capita Income	\$31,646

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	\$515,600,081	\$468,854,895	\$46,745,186	4.7	209
Total Retail Trade	44-45	\$468,414,819	\$429,196,255	\$39,218,564	4.4	149
Total Food & Drink	722	\$47,185,261	\$39,658,641	\$7,526,620	8.7	60

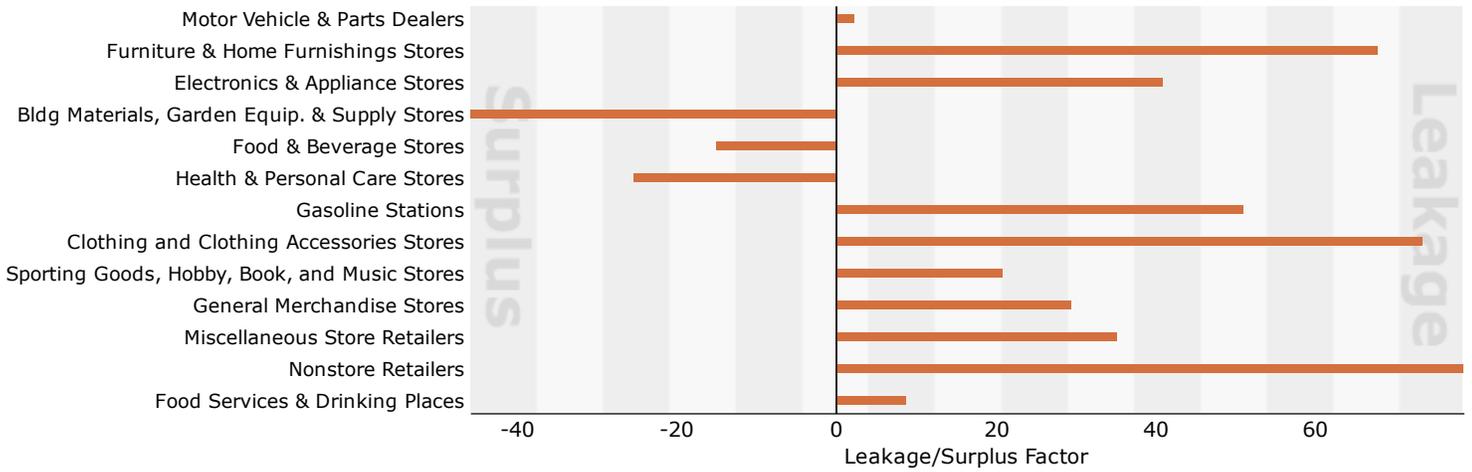
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$107,410,339	\$102,383,644	\$5,026,695	2.4	23
Automobile Dealers	4411	\$87,602,222	\$56,307,706	\$31,294,516	21.7	9
Other Motor Vehicle Dealers	4412	\$11,996,316	\$35,606,969	-\$23,610,653	-49.6	2
Auto Parts, Accessories & Tire Stores	4413	\$7,811,801	\$10,468,969	-\$2,657,168	-14.5	12
Furniture & Home Furnishings Stores	442	\$12,589,765	\$2,401,330	\$10,188,435	68.0	6
Furniture Stores	4421	\$8,171,562	\$1,041,258	\$7,130,304	77.4	3
Home Furnishings Stores	4422	\$4,418,203	\$1,360,071	\$3,058,132	52.9	4
Electronics & Appliance Stores	443	\$25,900,036	\$10,845,759	\$15,054,277	41.0	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,772,774	\$61,363,600	-\$38,590,826	-45.9	24
Bldg Material & Supplies Dealers	4441	\$19,566,236	\$58,090,886	-\$38,524,650	-49.6	18
Lawn & Garden Equip & Supply Stores	4442	\$3,206,538	\$3,272,714	-\$66,176	-1.0	6
Food & Beverage Stores	445	\$82,995,607	\$112,627,071	-\$29,631,464	-15.1	17
Grocery Stores	4451	\$76,553,654	\$109,341,369	-\$32,787,715	-17.6	11
Specialty Food Stores	4452	\$4,012,457	\$1,864,839	\$2,147,618	36.5	4
Beer, Wine & Liquor Stores	4453	\$2,429,496	\$1,420,863	\$1,008,633	26.2	3
Health & Personal Care Stores	446,4461	\$34,665,622	\$58,249,172	-\$23,583,550	-25.4	14
Gasoline Stations	447,4471	\$32,644,125	\$10,606,204	\$22,037,921	51.0	5
Clothing & Clothing Accessories Stores	448	\$20,579,723	\$3,135,354	\$17,444,369	73.6	9
Clothing Stores	4481	\$12,984,481	\$1,059,953	\$11,924,528	84.9	6
Shoe Stores	4482	\$2,477,740	\$0	\$2,477,740	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,117,503	\$2,075,401	\$3,042,102	42.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$15,363,653	\$10,070,047	\$5,293,606	20.8	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,481,563	\$7,664,295	\$4,817,268	23.9	6
Book, Periodical & Music Stores	4512	\$2,882,090	\$2,405,752	\$476,338	9.0	2
General Merchandise Stores	452	\$84,828,245	\$46,293,310	\$38,534,935	29.4	10
Department Stores Excluding Leased Depts.	4521	\$66,990,614	\$33,627,929	\$33,362,685	33.2	2
Other General Merchandise Stores	4529	\$17,837,632	\$12,665,380	\$5,172,252	17.0	8
Miscellaneous Store Retailers	453	\$21,653,555	\$10,380,894	\$11,272,661	35.2	21
Florists	4531	\$912,375	\$437,123	\$475,252	35.2	2
Office Supplies, Stationery & Gift Stores	4532	\$5,099,118	\$1,510,181	\$3,588,937	54.3	3
Used Merchandise Stores	4533	\$3,179,203	\$421,859	\$2,757,344	76.6	5
Other Miscellaneous Store Retailers	4539	\$12,462,859	\$8,011,731	\$4,451,128	21.7	11
Nonstore Retailers	454	\$7,011,376	\$839,870	\$6,171,506	78.6	2
Electronic Shopping & Mail-Order Houses	4541	\$4,046,995	\$0	\$4,046,995	100.0	0
Vending Machine Operators	4542	\$738,352	\$0	\$738,352	100.0	0
Direct Selling Establishments	4543	\$2,226,028	\$790,008	\$1,436,020	47.6	2
Food Services & Drinking Places	722	\$47,185,261	\$39,658,641	\$7,526,620	8.7	60
Full-Service Restaurants	7221	\$23,510,496	\$12,535,617	\$10,974,879	30.4	29
Limited-Service Eating Places	7222	\$20,980,652	\$26,267,237	-\$5,286,585	-11.2	27
Special Food Services	7223	\$1,251,146	\$0	\$1,251,146	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,442,967	\$855,787	\$587,180	25.5	5

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.

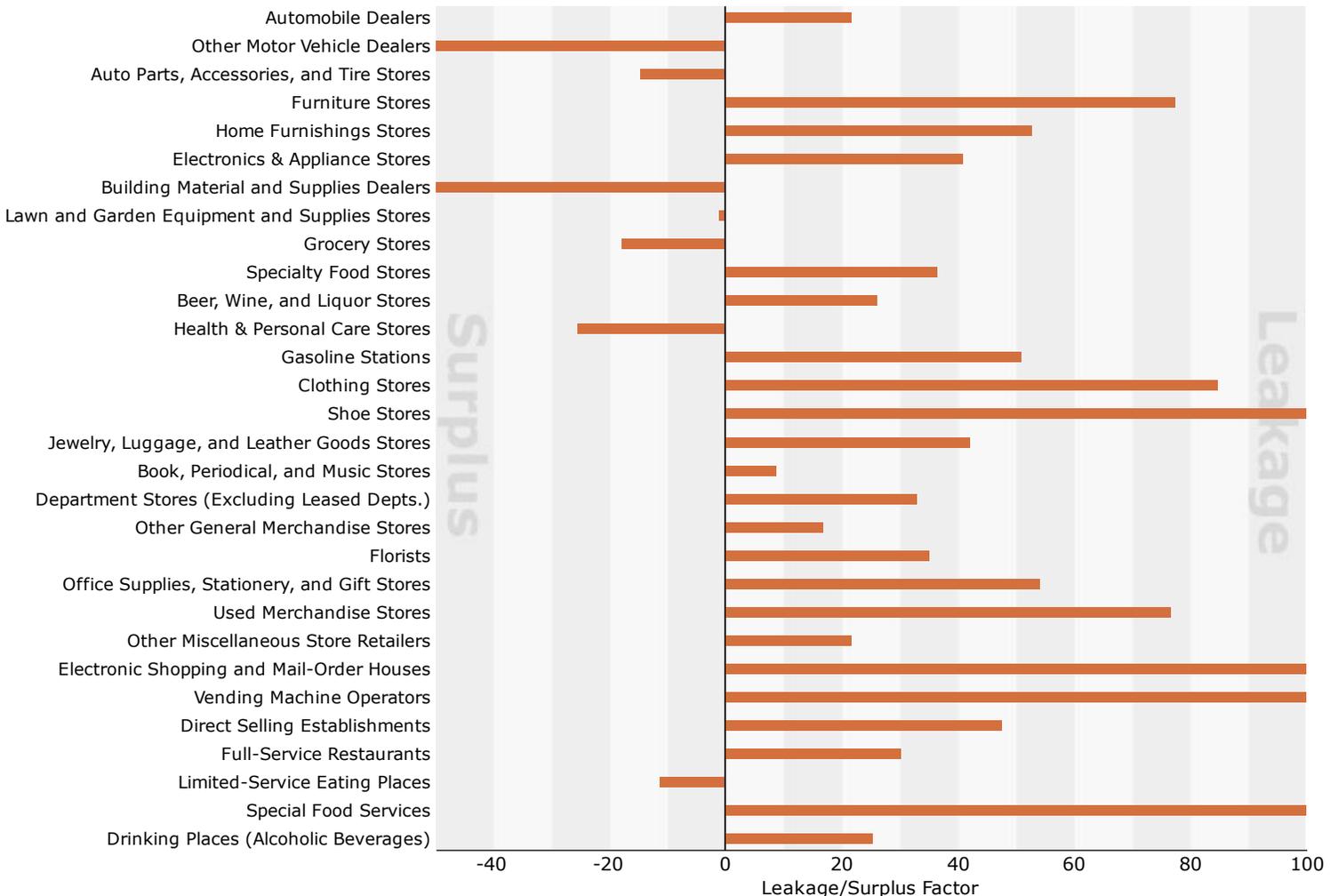
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



Retail MarketPlace Profile

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Summary Demographics

2016 Population	63,393
2016 Households	23,653
2016 Median Disposable Income	\$54,584
2016 Per Capita Income	\$33,149

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	\$1,093,804,028	\$958,872,815	\$134,931,213	6.6	432
Total Retail Trade	44-45	\$993,526,541	\$871,118,802	\$122,407,739	6.6	303
Total Food & Drink	722	\$100,277,487	\$87,754,014	\$12,523,473	6.7	129

Industry Group

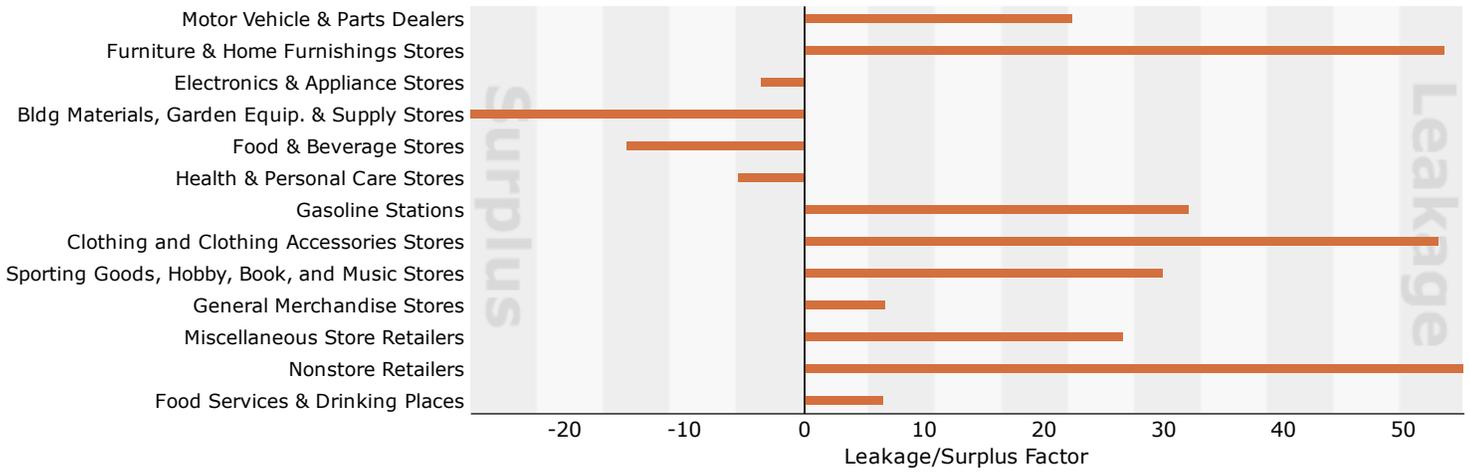
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$227,482,250	\$143,928,377	\$83,553,873	22.5	36
Automobile Dealers	4411	\$185,127,800	\$82,651,174	\$102,476,626	38.3	17
Other Motor Vehicle Dealers	4412	\$25,778,869	\$47,059,861	-\$21,280,992	-29.2	3
Auto Parts, Accessories & Tire Stores	4413	\$16,575,581	\$14,217,342	\$2,358,239	7.7	17
Furniture & Home Furnishings Stores	442	\$26,721,151	\$8,092,223	\$18,628,928	53.5	12
Furniture Stores	4421	\$17,326,603	\$1,613,708	\$15,712,895	83.0	3
Home Furnishings Stores	4422	\$9,394,548	\$6,478,514	\$2,916,034	18.4	8
Electronics & Appliance Stores	443	\$55,015,591	\$59,147,251	-\$4,131,660	-3.6	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,781,275	\$86,466,352	-\$37,685,077	-27.9	36
Bldg Material & Supplies Dealers	4441	\$41,908,540	\$82,064,237	-\$40,155,697	-32.4	25
Lawn & Garden Equip & Supply Stores	4442	\$6,872,735	\$4,402,115	\$2,470,620	21.9	10
Food & Beverage Stores	445	\$175,863,659	\$237,419,450	-\$61,555,791	-14.9	42
Grocery Stores	4451	\$162,211,439	\$228,790,964	-\$66,579,525	-17.0	27
Specialty Food Stores	4452	\$8,505,732	\$4,607,650	\$3,898,082	29.7	8
Beer, Wine & Liquor Stores	4453	\$5,146,489	\$4,020,835	\$1,125,654	12.3	6
Health & Personal Care Stores	446,4461	\$73,406,066	\$81,904,588	-\$8,498,522	-5.5	25
Gasoline Stations	447,4471	\$68,804,350	\$35,335,334	\$33,469,016	32.1	16
Clothing & Clothing Accessories Stores	448	\$43,725,505	\$13,434,814	\$30,290,691	53.0	23
Clothing Stores	4481	\$27,583,692	\$6,393,212	\$21,190,480	62.4	14
Shoe Stores	4482	\$5,245,951	\$490,301	\$4,755,650	82.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$10,895,861	\$6,551,301	\$4,344,560	24.9	9
Sporting Goods, Hobby, Book & Music Stores	451	\$32,658,869	\$17,594,668	\$15,064,201	30.0	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,519,493	\$15,046,169	\$11,473,324	27.6	19
Book, Periodical & Music Stores	4512	\$6,139,377	\$2,548,499	\$3,590,878	41.3	2
General Merchandise Stores	452	\$179,956,024	\$156,826,051	\$23,129,973	6.9	18
Department Stores Excluding Leased Depts.	4521	\$142,140,871	\$134,223,676	\$7,917,195	2.9	4
Other General Merchandise Stores	4529	\$37,815,153	\$22,602,376	\$15,212,777	25.2	13
Miscellaneous Store Retailers	453	\$46,038,768	\$26,611,410	\$19,427,358	26.7	47
Florists	4531	\$1,951,065	\$733,823	\$1,217,242	45.3	3
Office Supplies, Stationery & Gift Stores	4532	\$10,840,020	\$4,690,966	\$6,149,054	39.6	9
Used Merchandise Stores	4533	\$6,767,413	\$2,048,740	\$4,718,673	53.5	9
Other Miscellaneous Store Retailers	4539	\$26,480,270	\$19,137,882	\$7,342,388	16.1	25
Nonstore Retailers	454	\$15,073,032	\$4,358,284	\$10,714,748	55.1	5
Electronic Shopping & Mail-Order Houses	4541	\$8,593,754	\$2,832,186	\$5,761,568	50.4	2
Vending Machine Operators	4542	\$1,565,230	\$0	\$1,565,230	100.0	0
Direct Selling Establishments	4543	\$4,914,049	\$1,526,098	\$3,387,951	52.6	3
Food Services & Drinking Places	722	\$100,277,487	\$87,754,014	\$12,523,473	6.7	129
Full-Service Restaurants	7221	\$50,019,474	\$36,328,902	\$13,690,572	15.9	69
Limited-Service Eating Places	7222	\$44,492,045	\$47,616,447	-\$3,124,402	-3.4	49
Special Food Services	7223	\$2,696,935	\$1,547,418	\$1,149,517	27.1	3
Drinking Places - Alcoholic Beverages	7224	\$3,069,034	\$2,261,246	\$807,788	15.2	8

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.

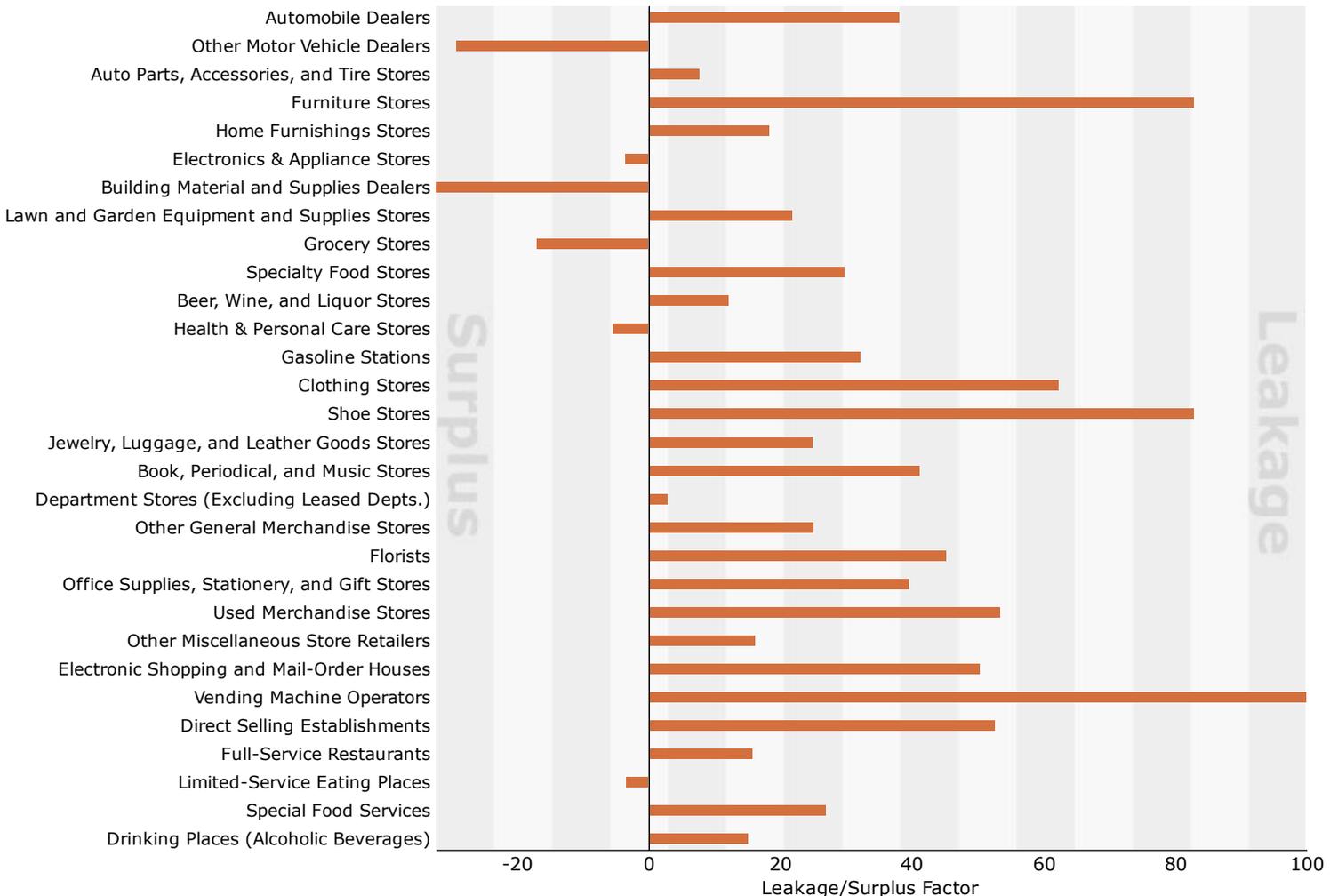
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Demographic Summary		2016	2021
Population		7,036	7,301
Population 18+		5,194	5,395
Households		2,558	2,660
Median Household Income		\$73,411	\$80,411

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,600	50.1%	106
Bought any women's clothing in last 12 months	2,371	45.6%	104
Bought clothing for child <13 years in last 6 months	1,582	30.5%	111
Bought any shoes in last 12 months	2,909	56.0%	104
Bought costume jewelry in last 12 months	1,117	21.5%	110
Bought any fine jewelry in last 12 months	972	18.7%	102
Bought a watch in last 12 months	594	11.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	2,373	92.8%	108
HH bought/leased new vehicle last 12 mo	303	11.8%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,787	92.2%	108
Bought/changed motor oil in last 12 months	2,783	53.6%	109
Had tune-up in last 12 months	1,594	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,441	66.2%	101
Drank regular cola in last 6 months	2,284	44.0%	98
Drank beer/ale in last 6 months	2,248	43.3%	102
Cameras (Adults)			
Own digital point & shoot camera	1,831	35.3%	121
Own digital single-lens reflex (SLR) camera	557	10.7%	124
Bought any camera in last 12 months	327	6.3%	110
Printed digital photos in last 12 months	170	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,898	36.5%	101
Have a smartphone	3,265	62.9%	107
Have a smartphone: Android phone (any brand)	1,475	28.4%	105
Have a smartphone: Apple iPhone	1,490	28.7%	111
Number of cell phones in household: 1	612	23.9%	74
Number of cell phones in household: 2	1,042	40.7%	109
Number of cell phones in household: 3+	824	32.2%	127
HH has cell phone only (no landline telephone)	954	37.3%	89
Computers (Households)			
HH owns a computer	2,161	84.5%	110
HH owns desktop computer	1,369	53.5%	118
HH owns laptop/notebook	1,516	59.3%	109
HH owns any Apple/Mac brand computer	374	14.6%	97
HH owns any PC/non-Apple brand computer	1,962	76.7%	113
HH purchased most recent computer in a store	1,114	43.5%	116
HH purchased most recent computer online	381	14.9%	114
Spent <\$500 on most recent home computer	398	15.6%	107
Spent \$500-\$999 on most recent home computer	582	22.8%	119
Spent \$1,000-\$1,499 on most recent home computer	273	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	125	4.9%	107
Spent \$2,000+ on most recent home computer	111	4.3%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,864	55.1%	109
Bought brewed coffee at convenience store in last 30 days	789	15.2%	97
Bought cigarettes at convenience store in last 30 days	610	11.7%	94
Bought gas at convenience store in last 30 days	1,938	37.3%	113
Spent at convenience store in last 30 days: <\$20	429	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	461	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	406	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	254	4.9%	110
Spent at convenience store in last 30 days: \$100+	1,336	25.7%	112
Entertainment (Adults)			
Attended a movie in last 6 months	3,253	62.6%	105
Went to live theater in last 12 months	743	14.3%	110
Went to a bar/night club in last 12 months	898	17.3%	103
Dined out in last 12 months	2,677	51.5%	115
Gambled at a casino in last 12 months	777	15.0%	109
Visited a theme park in last 12 months	1,058	20.4%	116
Viewed movie (video-on-demand) in last 30 days	969	18.7%	110
Viewed TV show (video-on-demand) in last 30 days	707	13.6%	105
Watched any pay-per-view TV in last 12 months	740	14.2%	108
Downloaded a movie over the Internet in last 30 days	336	6.5%	90
Downloaded any individual song in last 6 months	1,234	23.8%	116
Watched a movie online in the last 30 days	794	15.3%	96
Watched a TV program online in last 30 days	772	14.9%	99
Played a video/electronic game (console) in last 12 months	593	11.4%	109
Played a video/electronic game (portable) in last 12 months	248	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	2,075	39.9%	128
Used ATM/cash machine in last 12 months	2,802	53.9%	110
Own any stock	467	9.0%	118
Own U.S. savings bond	373	7.2%	136
Own shares in mutual fund (stock)	432	8.3%	115
Own shares in mutual fund (bonds)	292	5.6%	116
Have interest checking account	1,725	33.2%	118
Have non-interest checking account	1,670	32.2%	114
Have savings account	3,207	61.7%	114
Have 401K retirement savings plan	934	18.0%	124
Own/used any credit/debit card in last 12 months	4,189	80.7%	108
Avg monthly credit card expenditures: <\$111	726	14.0%	121
Avg monthly credit card expenditures: \$111-\$225	395	7.6%	110
Avg monthly credit card expenditures: \$226-\$450	394	7.6%	120
Avg monthly credit card expenditures: \$451-\$700	324	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	254	4.9%	113
Avg monthly credit card expenditures: \$1,001+	512	9.9%	109
Did banking online in last 12 months	2,184	42.0%	118
Did banking on mobile device in last 12 months	846	16.3%	116
Paid bills online in last 12 months	2,580	49.7%	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.

Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,904	74.4%	107
Used bread in last 6 months	2,442	95.5%	102
Used chicken (fresh or frozen) in last 6 months	1,870	73.1%	106
Used turkey (fresh or frozen) in last 6 months	449	17.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	1,474	57.6%	106
Used fresh fruit/vegetables in last 6 months	2,274	88.9%	104
Used fresh milk in last 6 months	2,328	91.0%	103
Used organic food in last 6 months	431	16.8%	86
Health (Adults)			
Exercise at home 2+ times per week	1,672	32.2%	113
Exercise at club 2+ times per week	772	14.9%	114
Visited a doctor in last 12 months	4,159	80.1%	106
Used vitamin/dietary supplement in last 6 months	2,848	54.8%	104
Home (Households)			
Any home improvement in last 12 months	853	33.3%	124
Used housekeeper/maid/professional HH cleaning service in last 12	350	13.7%	104
Purchased low ticket HH furnishings in last 12 months	446	17.4%	109
Purchased big ticket HH furnishings in last 12 months	569	22.2%	106
Bought any small kitchen appliance in last 12 months	599	23.4%	105
Bought any large kitchen appliance in last 12 months	370	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	2,613	50.3%	118
Carry medical/hospital/accident insurance	3,639	70.1%	107
Carry homeowner insurance	3,040	58.5%	124
Carry renter's insurance	394	7.6%	93
Have auto insurance: 1 vehicle in household covered	612	23.9%	78
Have auto insurance: 2 vehicles in household covered	865	33.8%	119
Have auto insurance: 3+ vehicles in household covered	784	30.6%	140
Pets (Households)			
Household owns any pet	1,589	62.1%	116
Household owns any cat	645	25.2%	112
Household owns any dog	1,263	49.4%	121
Psychographics (Adults)			
Buying American is important to me	2,353	45.3%	107
Usually buy items on credit rather than wait	546	10.5%	90
Usually buy based on quality - not price	876	16.9%	94
Price is usually more important than brand name	1,296	25.0%	95
Usually use coupons for brands I buy often	1,005	19.3%	102
Am interested in how to help the environment	760	14.6%	90
Usually pay more for environ safe product	578	11.1%	87
Usually value green products over convenience	451	8.7%	83
Likely to buy a brand that supports a charity	1,815	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	786	15.1%	114
Bought hardcover book in last 12 months	1,153	22.2%	106
Bought paperback book in last 12 month	1,773	34.1%	109
Read any daily newspaper (paper version)	1,392	26.8%	102
Read any digital newspaper in last 30 days	1,832	35.3%	106
Read any magazine (paper/electronic version) in last 6 months	4,768	91.8%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

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	4,201	80.9%	108
Went to family restaurant/steak house: 4+ times a month	1,617	31.1%	113
Went to fast food/drive-in restaurant in last 6 months	4,757	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,243	43.2%	109
Fast food/drive-in last 6 months: eat in	2,083	40.1%	110
Fast food/drive-in last 6 months: home delivery	407	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	2,695	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,089	21.0%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,821	35.1%	111
Own e-reader/tablet: iPad	844	16.2%	106
Own any portable MP3 player	1,835	35.3%	115
HH owns 1 TV	362	14.2%	69
HH owns 2 TVs	610	23.8%	92
HH owns 3 TVs	636	24.9%	116
HH owns 4+ TVs	655	25.6%	136
HH subscribes to cable TV	1,261	49.3%	99
HH subscribes to fiber optic	196	7.7%	101
HH has satellite dish	766	29.9%	118
HH owns DVD/Blu-ray player	1,680	65.7%	109
HH owns camcorder	450	17.6%	126
HH owns portable GPS navigation device	883	34.5%	126
HH purchased video game system in last 12 mos	180	7.0%	89
HH owns Internet video device for TV	207	8.1%	115
Travel (Adults)			
Domestic travel in last 12 months	2,994	57.6%	115
Took 3+ domestic non-business trips in last 12 months	679	13.1%	118
Spent on domestic vacations in last 12 months: <\$1,000	621	12.0%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	361	7.0%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	243	4.7%	131
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	273	5.3%	135
Spent on domestic vacations in last 12 months: \$3,000+	335	6.4%	117
Domestic travel in the 12 months: used general travel website	351	6.8%	100
Foreign travel in last 3 years	1,322	25.5%	106
Took 3+ foreign trips by plane in last 3 years	199	3.8%	85
Spent on foreign vacations in last 12 months: <\$1,000	213	4.1%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	178	3.4%	105
Spent on foreign vacations in last 12 months: \$3,000+	261	5.0%	101
Foreign travel in last 3 years: used general travel website	308	5.9%	106
Nights spent in hotel/motel in last 12 months: any	2,450	47.2%	116
Took cruise of more than one day in last 3 years	513	9.9%	118
Member of any frequent flyer program	936	18.0%	110
Member of any hotel rewards program	928	17.9%	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.

Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Demographic Summary	2016	2021
Population	30,778	31,687
Population 18+	22,974	23,813
Households	11,624	12,003
Median Household Income	\$67,429	\$76,562

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,573	50.4%	107
Bought any women's clothing in last 12 months	10,679	46.5%	106
Bought clothing for child <13 years in last 6 months	6,947	30.2%	110
Bought any shoes in last 12 months	12,935	56.3%	104
Bought costume jewelry in last 12 months	4,753	20.7%	106
Bought any fine jewelry in last 12 months	4,224	18.4%	100
Bought a watch in last 12 months	2,747	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	10,697	92.0%	108
HH bought/leased new vehicle last 12 mo	1,339	11.5%	123
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,143	92.0%	108
Bought/changed motor oil in last 12 months	12,345	53.7%	109
Had tune-up in last 12 months	6,978	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,067	65.6%	100
Drank regular cola in last 6 months	10,083	43.9%	98
Drank beer/ale in last 6 months	9,964	43.4%	102
Cameras (Adults)			
Own digital point & shoot camera	7,657	33.3%	114
Own digital single-lens reflex (SLR) camera	2,303	10.0%	116
Bought any camera in last 12 months	1,405	6.1%	107
Printed digital photos in last 12 months	743	3.2%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,388	36.5%	101
Have a smartphone	13,984	60.9%	103
Have a smartphone: Android phone (any brand)	6,379	27.8%	103
Have a smartphone: Apple iPhone	6,291	27.4%	106
Number of cell phones in household: 1	3,079	26.5%	82
Number of cell phones in household: 2	4,650	40.0%	107
Number of cell phones in household: 3+	3,452	29.7%	117
HH has cell phone only (no landline telephone)	4,639	39.9%	95
Computers (Households)			
HH owns a computer	9,507	81.8%	106
HH owns desktop computer	5,923	51.0%	113
HH owns laptop/notebook	6,683	57.5%	106
HH owns any Apple/Mac brand computer	1,732	14.9%	99
HH owns any PC/non-Apple brand computer	8,519	73.3%	108
HH purchased most recent computer in a store	4,782	41.1%	109
HH purchased most recent computer online	1,648	14.2%	108
Spent <\$500 on most recent home computer	1,795	15.4%	106
Spent \$500-\$999 on most recent home computer	2,476	21.3%	112
Spent \$1,000-\$1,499 on most recent home computer	1,200	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	539	4.6%	102
Spent \$2,000+ on most recent home computer	492	4.2%	108

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Retail Market Potential

Day Heights
1468 STHY 131, Day Heights, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17598
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	12,397	54.0%	106
Bought brewed coffee at convenience store in last 30 days	3,567	15.5%	99
Bought cigarettes at convenience store in last 30 days	3,076	13.4%	107
Bought gas at convenience store in last 30 days	8,689	37.8%	114
Spent at convenience store in last 30 days: <\$20	1,937	8.4%	104
Spent at convenience store in last 30 days: \$20-\$39	2,061	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	1,762	7.7%	101
Spent at convenience store in last 30 days: \$51-\$99	1,072	4.7%	105
Spent at convenience store in last 30 days: \$100+	5,999	26.1%	114
Entertainment (Adults)			
Attended a movie in last 6 months	13,887	60.4%	102
Went to live theater in last 12 months	3,093	13.5%	104
Went to a bar/night club in last 12 months	3,816	16.6%	99
Dined out in last 12 months	11,605	50.5%	113
Gambled at a casino in last 12 months	3,382	14.7%	107
Visited a theme park in last 12 months	4,217	18.4%	104
Viewed movie (video-on-demand) in last 30 days	4,167	18.1%	107
Viewed TV show (video-on-demand) in last 30 days	2,937	12.8%	99
Watched any pay-per-view TV in last 12 months	3,065	13.3%	101
Downloaded a movie over the Internet in last 30 days	1,469	6.4%	89
Downloaded any individual song in last 6 months	5,145	22.4%	110
Watched a movie online in the last 30 days	3,355	14.6%	91
Watched a TV program online in last 30 days	3,206	14.0%	93
Played a video/electronic game (console) in last 12 months	2,517	11.0%	105
Played a video/electronic game (portable) in last 12 months	1,065	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	8,827	38.4%	124
Used ATM/cash machine in last 12 months	12,083	52.6%	107
Own any stock	1,957	8.5%	111
Own U.S. savings bond	1,391	6.1%	114
Own shares in mutual fund (stock)	1,870	8.1%	112
Own shares in mutual fund (bonds)	1,222	5.3%	109
Have interest checking account	7,421	32.3%	115
Have non-interest checking account	7,416	32.3%	114
Have savings account	13,771	59.9%	111
Have 401K retirement savings plan	3,986	17.4%	119
Own/used any credit/debit card in last 12 months	18,374	80.0%	107
Avg monthly credit card expenditures: <\$111	3,153	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	1,616	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	1,609	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	1,384	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	1,047	4.6%	106
Avg monthly credit card expenditures: \$1,001+	2,280	9.9%	109
Did banking online in last 12 months	9,469	41.2%	115
Did banking on mobile device in last 12 months	3,642	15.9%	113
Paid bills online in last 12 months	11,094	48.3%	112

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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	8,645	74.4%	107
Used bread in last 6 months	11,055	95.1%	101
Used chicken (fresh or frozen) in last 6 months	8,286	71.3%	103
Used turkey (fresh or frozen) in last 6 months	2,007	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	6,547	56.3%	103
Used fresh fruit/vegetables in last 6 months	10,214	87.9%	102
Used fresh milk in last 6 months	10,512	90.4%	103
Used organic food in last 6 months	2,021	17.4%	88
Health (Adults)			
Exercise at home 2+ times per week	7,060	30.7%	108
Exercise at club 2+ times per week	3,167	13.8%	106
Visited a doctor in last 12 months	18,221	79.3%	105
Used vitamin/dietary supplement in last 6 months	12,581	54.8%	104
Home (Households)			
Any home improvement in last 12 months	3,658	31.5%	117
Used housekeeper/maid/professional HH cleaning service in last 12	1,548	13.3%	101
Purchased low ticket HH furnishings in last 12 months	1,978	17.0%	106
Purchased big ticket HH furnishings in last 12 months	2,557	22.0%	105
Bought any small kitchen appliance in last 12 months	2,718	23.4%	105
Bought any large kitchen appliance in last 12 months	1,671	14.4%	113
Insurance (Adults/Households)			
Currently carry life insurance	11,414	49.7%	116
Carry medical/hospital/accident insurance	16,015	69.7%	106
Carry homeowner insurance	13,190	57.4%	122
Carry renter's insurance	1,750	7.6%	94
Have auto insurance: 1 vehicle in household covered	3,087	26.6%	86
Have auto insurance: 2 vehicles in household covered	3,790	32.6%	114
Have auto insurance: 3+ vehicles in household covered	3,273	28.2%	129
Pets (Households)			
Household owns any pet	7,115	61.2%	114
Household owns any cat	3,015	25.9%	116
Household owns any dog	5,556	47.8%	117
Psychographics (Adults)			
Buying American is important to me	10,731	46.7%	110
Usually buy items on credit rather than wait	2,493	10.9%	92
Usually buy based on quality - not price	3,920	17.1%	95
Price is usually more important than brand name	6,082	26.5%	101
Usually use coupons for brands I buy often	4,422	19.2%	102
Am interested in how to help the environment	3,224	14.0%	86
Usually pay more for environ safe product	2,549	11.1%	87
Usually value green products over convenience	2,032	8.8%	84
Likely to buy a brand that supports a charity	8,133	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	3,378	14.7%	111
Bought hardcover book in last 12 months	5,002	21.8%	104
Bought paperback book in last 12 month	7,685	33.5%	107
Read any daily newspaper (paper version)	6,089	26.5%	101
Read any digital newspaper in last 30 days	7,922	34.5%	104
Read any magazine (paper/electronic version) in last 6 months	21,001	91.4%	101

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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	18,343	79.8%	107
Went to family restaurant/steak house: 4+ times a month	6,861	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	21,173	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	9,714	42.3%	107
Fast food/drive-in last 6 months: eat in	8,899	38.7%	107
Fast food/drive-in last 6 months: home delivery	1,807	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	12,072	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	4,689	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,902	34.4%	108
Own e-reader/tablet: iPad	3,685	16.0%	105
Own any portable MP3 player	7,710	33.6%	109
HH owns 1 TV	1,856	16.0%	78
HH owns 2 TVs	2,894	24.9%	96
HH owns 3 TVs	2,755	23.7%	111
HH owns 4+ TVs	2,736	23.5%	125
HH subscribes to cable TV	5,540	47.7%	96
HH subscribes to fiber optic	860	7.4%	97
HH has satellite dish	3,432	29.5%	116
HH owns DVD/Blu-ray player	7,491	64.4%	107
HH owns camcorder	1,896	16.3%	117
HH owns portable GPS navigation device	3,786	32.6%	119
HH purchased video game system in last 12 mos	863	7.4%	94
HH owns Internet video device for TV	871	7.5%	106
Travel (Adults)			
Domestic travel in last 12 months	12,765	55.6%	111
Took 3+ domestic non-business trips in last 12 months	2,815	12.3%	110
Spent on domestic vacations in last 12 months: <\$1,000	2,565	11.2%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,490	6.5%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	968	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,109	4.8%	124
Spent on domestic vacations in last 12 months: \$3,000+	1,396	6.1%	110
Domestic travel in the 12 months: used general travel website	1,531	6.7%	98
Foreign travel in last 3 years	5,531	24.1%	100
Took 3+ foreign trips by plane in last 3 years	900	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	956	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	721	3.1%	96
Spent on foreign vacations in last 12 months: \$3,000+	1,099	4.8%	96
Foreign travel in last 3 years: used general travel website	1,218	5.3%	95
Nights spent in hotel/motel in last 12 months: any	10,316	44.9%	111
Took cruise of more than one day in last 3 years	2,122	9.2%	110
Member of any frequent flyer program	3,990	17.4%	106
Member of any hotel rewards program	3,855	16.8%	119

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Retail Market Potential

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Demographic Summary	2016	2021
Population	63,393	65,447
Population 18+	47,485	49,649
Households	23,653	24,484
Median Household Income	\$69,408	\$78,329

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,937	50.4%	107
Bought any women's clothing in last 12 months	22,116	46.6%	106
Bought clothing for child <13 years in last 6 months	14,099	29.7%	108
Bought any shoes in last 12 months	26,885	56.6%	105
Bought costume jewelry in last 12 months	9,983	21.0%	108
Bought any fine jewelry in last 12 months	8,844	18.6%	102
Bought a watch in last 12 months	5,625	11.8%	108
Automobiles (Households)			
HH owns/leases any vehicle	21,735	91.9%	107
HH bought/leased new vehicle last 12 mo	2,821	11.9%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	43,567	91.7%	108
Bought/changed motor oil in last 12 months	25,097	52.9%	108
Had tune-up in last 12 months	14,550	30.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	31,338	66.0%	101
Drank regular cola in last 6 months	20,492	43.2%	96
Drank beer/ale in last 6 months	20,962	44.1%	104
Cameras (Adults)			
Own digital point & shoot camera	15,989	33.7%	116
Own digital single-lens reflex (SLR) camera	4,806	10.1%	117
Bought any camera in last 12 months	2,880	6.1%	106
Printed digital photos in last 12 months	1,494	3.1%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,531	36.9%	102
Have a smartphone	29,014	61.1%	104
Have a smartphone: Android phone (any brand)	12,729	26.8%	100
Have a smartphone: Apple iPhone	13,513	28.5%	110
Number of cell phones in household: 1	6,283	26.6%	83
Number of cell phones in household: 2	9,423	39.8%	106
Number of cell phones in household: 3+	7,072	29.9%	117
HH has cell phone only (no landline telephone)	9,031	38.2%	91
Computers (Households)			
HH owns a computer	19,331	81.7%	106
HH owns desktop computer	11,985	50.7%	112
HH owns laptop/notebook	13,617	57.6%	106
HH owns any Apple/Mac brand computer	3,723	15.7%	105
HH owns any PC/non-Apple brand computer	17,260	73.0%	107
HH purchased most recent computer in a store	9,741	41.2%	109
HH purchased most recent computer online	3,372	14.3%	109
Spent <\$500 on most recent home computer	3,604	15.2%	105
Spent \$500-\$999 on most recent home computer	4,989	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	2,501	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	1,152	4.9%	107
Spent \$2,000+ on most recent home computer	1,030	4.4%	111

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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	25,709	54.1%	107
Bought brewed coffee at convenience store in last 30 days	7,537	15.9%	101
Bought cigarettes at convenience store in last 30 days	6,147	12.9%	103
Bought gas at convenience store in last 30 days	17,600	37.1%	112
Spent at convenience store in last 30 days: <\$20	4,169	8.8%	108
Spent at convenience store in last 30 days: \$20-\$39	4,363	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	3,745	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	2,132	4.5%	101
Spent at convenience store in last 30 days: \$100+	11,968	25.2%	110
Entertainment (Adults)			
Attended a movie in last 6 months	28,816	60.7%	102
Went to live theater in last 12 months	6,558	13.8%	106
Went to a bar/night club in last 12 months	8,012	16.9%	101
Dined out in last 12 months	24,083	50.7%	113
Gambled at a casino in last 12 months	7,022	14.8%	108
Visited a theme park in last 12 months	8,941	18.8%	107
Viewed movie (video-on-demand) in last 30 days	8,905	18.8%	110
Viewed TV show (video-on-demand) in last 30 days	6,327	13.3%	103
Watched any pay-per-view TV in last 12 months	6,349	13.4%	102
Downloaded a movie over the Internet in last 30 days	3,127	6.6%	92
Downloaded any individual song in last 6 months	10,324	21.7%	107
Watched a movie online in the last 30 days	6,855	14.4%	90
Watched a TV program online in last 30 days	6,635	14.0%	93
Played a video/electronic game (console) in last 12 months	4,996	10.5%	101
Played a video/electronic game (portable) in last 12 months	2,166	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	18,501	39.0%	125
Used ATM/cash machine in last 12 months	25,061	52.8%	107
Own any stock	4,332	9.1%	119
Own U.S. savings bond	2,934	6.2%	117
Own shares in mutual fund (stock)	4,188	8.8%	122
Own shares in mutual fund (bonds)	2,745	5.8%	119
Have interest checking account	15,768	33.2%	118
Have non-interest checking account	14,920	31.4%	111
Have savings account	28,435	59.9%	111
Have 401K retirement savings plan	8,510	17.9%	123
Own/used any credit/debit card in last 12 months	38,000	80.0%	107
Avg monthly credit card expenditures: <\$111	6,219	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	3,392	7.1%	104
Avg monthly credit card expenditures: \$226-\$450	3,277	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	2,942	6.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	2,245	4.7%	110
Avg monthly credit card expenditures: \$1,001+	5,151	10.8%	120
Did banking online in last 12 months	19,463	41.0%	115
Did banking on mobile device in last 12 months	7,412	15.6%	111
Paid bills online in last 12 months	22,601	47.6%	111

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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	17,522	74.1%	107
Used bread in last 6 months	22,501	95.1%	101
Used chicken (fresh or frozen) in last 6 months	16,884	71.4%	103
Used turkey (fresh or frozen) in last 6 months	4,122	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	13,230	55.9%	102
Used fresh fruit/vegetables in last 6 months	20,801	87.9%	103
Used fresh milk in last 6 months	21,395	90.5%	103
Used organic food in last 6 months	4,343	18.4%	93
Health (Adults)			
Exercise at home 2+ times per week	14,705	31.0%	109
Exercise at club 2+ times per week	6,735	14.2%	109
Visited a doctor in last 12 months	37,781	79.6%	105
Used vitamin/dietary supplement in last 6 months	26,293	55.4%	105
Home (Households)			
Any home improvement in last 12 months	7,600	32.1%	120
Used housekeeper/maid/professional HH cleaning service in last 12	3,359	14.2%	108
Purchased low ticket HH furnishings in last 12 months	4,110	17.4%	108
Purchased big ticket HH furnishings in last 12 months	5,235	22.1%	106
Bought any small kitchen appliance in last 12 months	5,547	23.5%	106
Bought any large kitchen appliance in last 12 months	3,430	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	23,602	49.7%	116
Carry medical/hospital/accident insurance	33,225	70.0%	107
Carry homeowner insurance	27,424	57.8%	123
Carry renter's insurance	3,554	7.5%	92
Have auto insurance: 1 vehicle in household covered	6,249	26.4%	86
Have auto insurance: 2 vehicles in household covered	7,699	32.5%	114
Have auto insurance: 3+ vehicles in household covered	6,715	28.4%	130
Pets (Households)			
Household owns any pet	14,377	60.8%	113
Household owns any cat	6,047	25.6%	114
Household owns any dog	11,173	47.2%	116
Psychographics (Adults)			
Buying American is important to me	21,873	46.1%	109
Usually buy items on credit rather than wait	5,274	11.1%	95
Usually buy based on quality - not price	8,346	17.6%	98
Price is usually more important than brand name	12,432	26.2%	100
Usually use coupons for brands I buy often	9,116	19.2%	101
Am interested in how to help the environment	6,695	14.1%	87
Usually pay more for environ safe product	5,330	11.2%	88
Usually value green products over convenience	4,272	9.0%	86
Likely to buy a brand that supports a charity	16,741	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	7,129	15.0%	114
Bought hardcover book in last 12 months	10,393	21.9%	105
Bought paperback book in last 12 month	15,862	33.4%	106
Read any daily newspaper (paper version)	12,841	27.0%	103
Read any digital newspaper in last 30 days	16,635	35.0%	105
Read any magazine (paper/electronic version) in last 6 months	43,602	91.8%	101

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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	37,761	79.5%	107
Went to family restaurant/steak house: 4+ times a month	14,161	29.8%	109
Went to fast food/drive-in restaurant in last 6 months	43,599	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	19,728	41.5%	105
Fast food/drive-in last 6 months: eat in	18,404	38.8%	107
Fast food/drive-in last 6 months: home delivery	3,532	7.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	24,508	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	9,624	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	16,748	35.3%	111
Own e-reader/tablet: iPad	8,059	17.0%	111
Own any portable MP3 player	16,142	34.0%	110
HH owns 1 TV	3,756	15.9%	78
HH owns 2 TVs	6,007	25.4%	98
HH owns 3 TVs	5,536	23.4%	109
HH owns 4+ TVs	5,580	23.6%	125
HH subscribes to cable TV	11,256	47.6%	96
HH subscribes to fiber optic	1,934	8.2%	107
HH has satellite dish	6,976	29.5%	116
HH owns DVD/Blu-ray player	15,306	64.7%	107
HH owns camcorder	4,027	17.0%	122
HH owns portable GPS navigation device	7,837	33.1%	121
HH purchased video game system in last 12 mos	1,767	7.5%	94
HH owns Internet video device for TV	1,795	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	26,538	55.9%	112
Took 3+ domestic non-business trips in last 12 months	6,004	12.6%	114
Spent on domestic vacations in last 12 months: <\$1,000	5,230	11.0%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,134	6.6%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,975	4.2%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,395	5.0%	129
Spent on domestic vacations in last 12 months: \$3,000+	3,174	6.7%	121
Domestic travel in the 12 months: used general travel website	3,372	7.1%	105
Foreign travel in last 3 years	11,916	25.1%	104
Took 3+ foreign trips by plane in last 3 years	2,124	4.5%	99
Spent on foreign vacations in last 12 months: <\$1,000	2,108	4.4%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,517	3.2%	98
Spent on foreign vacations in last 12 months: \$3,000+	2,539	5.3%	108
Foreign travel in last 3 years: used general travel website	2,726	5.7%	103
Nights spent in hotel/motel in last 12 months: any	21,657	45.6%	112
Took cruise of more than one day in last 3 years	4,568	9.6%	115
Member of any frequent flyer program	8,964	18.9%	116
Member of any hotel rewards program	8,373	17.6%	125

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.