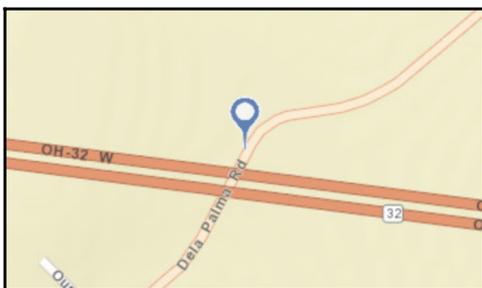
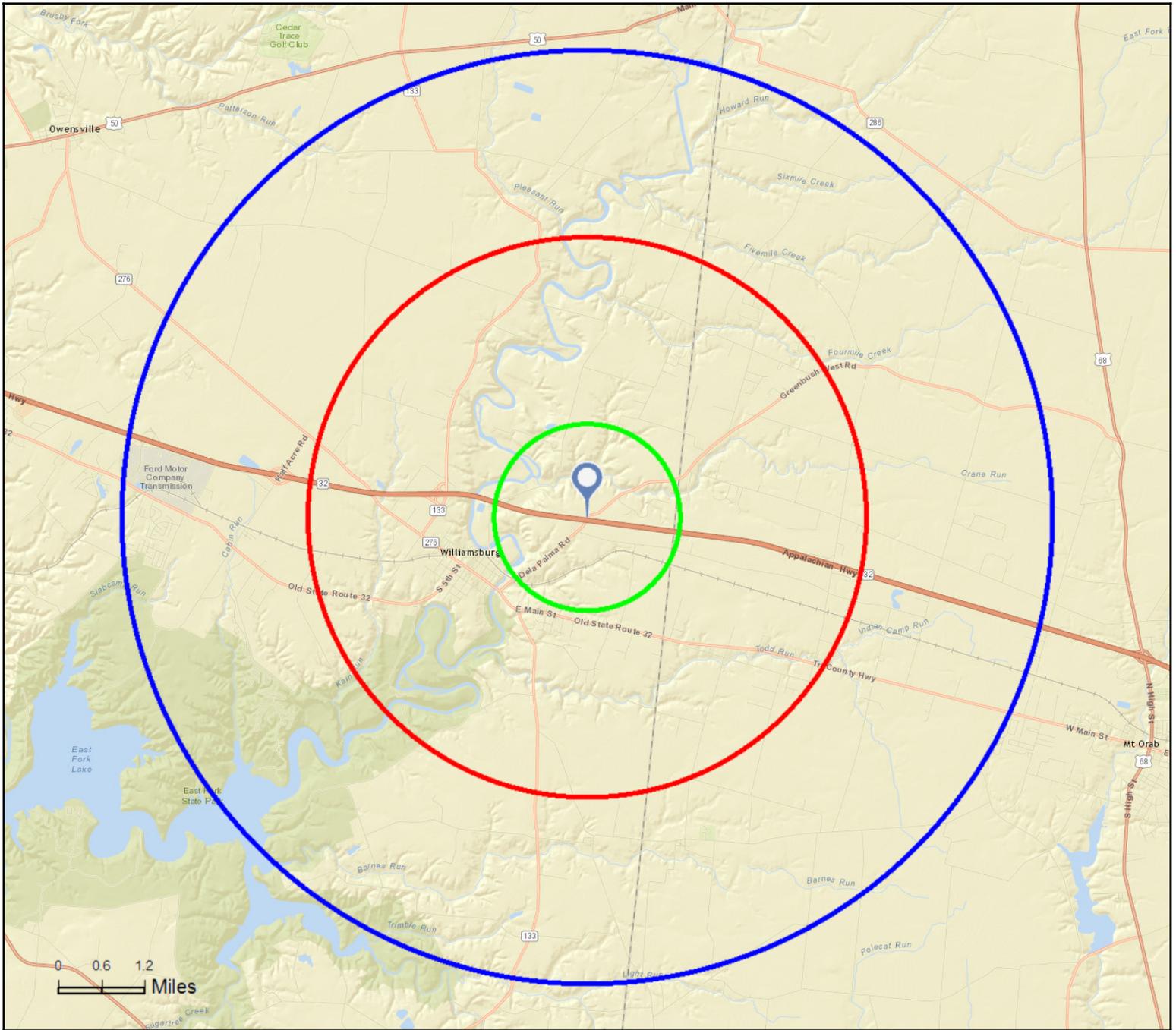


Site Map

Dela Palma Rd/SR 32
 4457 Dela Palma Rd, Williamsburg, OH, 45176
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06350
 Longitude: -84.03196



Market Profile

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
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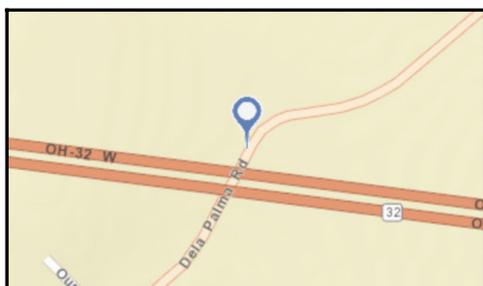
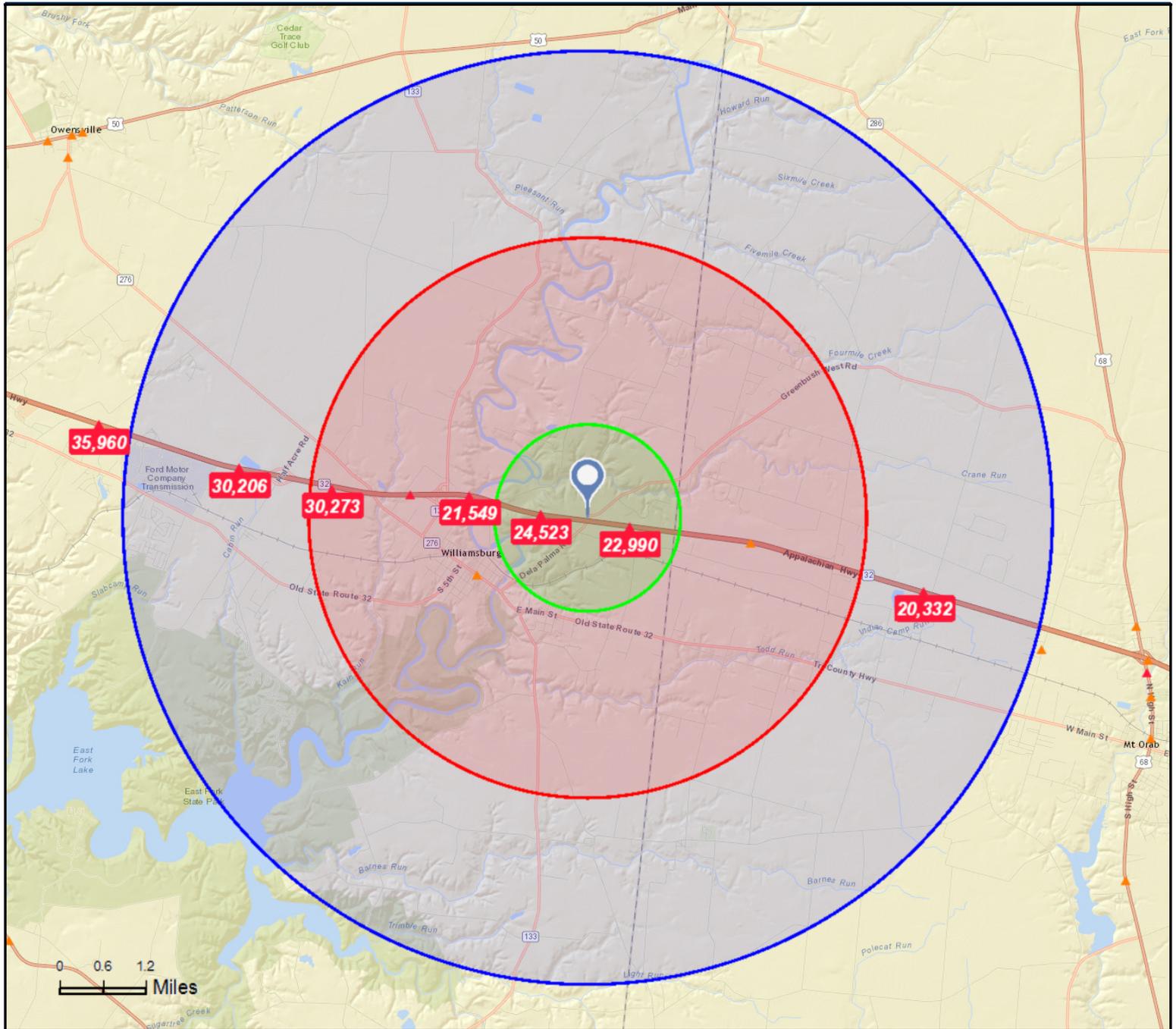
	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	497	5,686	11,711
2010 Total Population	547	6,179	13,334
2016 Total Population	573	6,315	13,660
2016 Group Quarters	5	57	141
2020 Total Population	595	6,434	13,944
2016-2021 Annual Rate	0.76%	0.37%	0.41%
Household Summary			
2000 Households	174	2,121	4,196
2000 Average Household Size	2.82	2.65	2.76
2010 Households	195	2,381	4,887
2010 Average Household Size	2.78	2.57	2.70
2016 Households	206	2,458	5,050
2016 Average Household Size	2.76	2.55	2.68
2021 Households	214	2,518	5,179
2021 Average Household Size	2.76	2.53	2.67
2016-2021 Annual Rate	0.76%	0.48%	0.51%
2010 Families	138	1,749	3,673
2010 Average Family Size	3.27	2.96	3.07
2016 Families	144	1,784	3,753
2016 Average Family Size	3.25	2.94	3.05
2021 Families	149	1,815	3,825
2021 Average Family Size	3.25	2.93	3.05
2016-2021 Annual Rate	0.68%	0.35%	0.38%
Housing Unit Summary			
2000 Housing Units	178	2,255	4,469
Owner Occupied Housing Units	70.2%	72.2%	76.0%
Renter Occupied Housing Units	27.5%	21.9%	17.9%
Vacant Housing Units	2.2%	5.9%	6.1%
2010 Housing Units	206	2,582	5,245
Owner Occupied Housing Units	66.0%	68.1%	71.6%
Renter Occupied Housing Units	28.6%	24.1%	21.5%
Vacant Housing Units	5.3%	7.8%	6.8%
2016 Housing Units	218	2,667	5,416
Owner Occupied Housing Units	62.4%	65.1%	69.0%
Renter Occupied Housing Units	32.1%	27.0%	24.2%
Vacant Housing Units	5.5%	7.8%	6.8%
2021 Housing Units	228	2,741	5,570
Owner Occupied Housing Units	62.3%	64.8%	68.7%
Renter Occupied Housing Units	32.0%	27.1%	24.3%
Vacant Housing Units	6.1%	8.1%	7.0%
Median Household Income			
2016	\$54,981	\$52,242	\$52,353
2021	\$59,093	\$56,831	\$56,978
Median Home Value			
2016	\$139,130	\$122,706	\$121,396
2021	\$185,000	\$159,436	\$155,361
Per Capita Income			
2016	\$26,511	\$23,835	\$23,498
2021	\$29,795	\$26,766	\$26,274
Median Age			
2010	40.6	39.7	38.9
2016	42.0	41.0	40.1
2021	43.2	42.3	41.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

Dela Palma Rd/SR 32
 4457 Dela Palma Rd, Williamsburg, OH, 45176
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06350
 Longitude: -84.03196



- 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

Business Summary

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	17	196	344
Total Employees:	508	2,855	4,432
Total Residential Population:	573	6,315	13,660
Employee/Residential Population Ratio:	0.89:1	0.45:1	0.32:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	5.9%	4	0.8%	8	4.1%	41	1.4%	15	4.4%	82	1.9%
Construction	3	17.6%	11	2.2%	24	12.2%	103	3.6%	47	13.7%	204	4.6%
Manufacturing	2	11.8%	320	63.0%	11	5.6%	1,375	48.2%	19	5.5%	1,884	42.5%
Transportation	1	5.9%	19	3.7%	11	5.6%	112	3.9%	22	6.4%	175	3.9%
Communication	0	0.0%	9	1.8%	2	1.0%	39	1.4%	3	0.9%	53	1.2%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	3	0.6%	5	2.6%	21	0.7%	10	2.9%	69	1.6%
Retail Trade Summary	2	11.8%	19	3.7%	30	15.3%	213	7.5%	50	14.5%	337	7.6%
Home Improvement	1	5.9%	1	0.2%	2	1.0%	4	0.1%	7	2.0%	35	0.8%
General Merchandise Stores	0	0.0%	1	0.2%	1	0.5%	6	0.2%	1	0.3%	8	0.2%
Food Stores	0	0.0%	0	0.0%	3	1.5%	51	1.8%	4	1.2%	57	1.3%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	2	0.4%	5	2.6%	29	1.0%	9	2.6%	48	1.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	2	0.1%	1	0.3%	3	0.1%
Furniture & Home Furnishings	0	0.0%	0	0.0%	1	0.5%	3	0.1%	4	1.2%	23	0.5%
Eating & Drinking Places	1	5.9%	14	2.8%	9	4.6%	90	3.2%	11	3.2%	119	2.7%
Miscellaneous Retail	1	5.9%	1	0.2%	9	4.6%	28	1.0%	13	3.8%	44	1.0%
Finance, Insurance, Real Estate Summary	2	11.8%	3	0.6%	20	10.2%	47	1.6%	33	9.6%	76	1.7%
Banks, Savings & Lending Institutions	1	5.9%	2	0.4%	11	5.6%	21	0.7%	16	4.7%	24	0.5%
Securities Brokers	0	0.0%	0	0.0%	2	1.0%	3	0.1%	4	1.2%	8	0.2%
Insurance Carriers & Agents	0	0.0%	0	0.0%	2	1.0%	5	0.2%	3	0.9%	7	0.2%
Real Estate, Holding, Other Investment Offices	1	5.9%	1	0.2%	5	2.6%	17	0.6%	10	2.9%	37	0.8%
Services Summary	4	23.5%	99	19.5%	70	35.7%	769	26.9%	122	35.5%	1,368	30.9%
Hotels & Lodging	0	0.0%	1	0.2%	1	0.5%	2	0.1%	1	0.3%	3	0.1%
Automotive Services	0	0.0%	1	0.2%	11	5.6%	38	1.3%	22	6.4%	73	1.6%
Motion Pictures & Amusements	0	0.0%	0	0.0%	4	2.0%	9	0.3%	9	2.6%	27	0.6%
Health Services	0	0.0%	1	0.2%	8	4.1%	104	3.6%	15	4.4%	233	5.3%
Legal Services	0	0.0%	0	0.0%	1	0.5%	1	0.0%	1	0.3%	2	0.0%
Education Institutions & Libraries	0	0.0%	18	3.5%	6	3.1%	142	5.0%	8	2.3%	222	5.0%
Other Services	3	17.6%	78	15.4%	39	19.9%	473	16.6%	67	19.5%	808	18.2%
Government	1	5.9%	20	3.9%	8	4.1%	132	4.6%	11	3.2%	179	4.0%
Unclassified Establishments	1	5.9%	0	0.0%	7	3.6%	2	0.1%	13	3.8%	4	0.1%
Totals	17	100.0%	508	100.0%	196	100.0%	2,855	100.0%	344	100.0%	4,432	100.0%

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

Retail MarketPlace Profile

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Summary Demographics

2016 Population	573
2016 Households	206
2016 Median Disposable Income	\$44,921
2016 Per Capita Income	\$26,511

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	\$8,011,475	\$1,895,259	\$6,116,216	61.7	2
Total Retail Trade	44-45	\$7,330,884	\$506,087	\$6,824,797	87.1	1
Total Food & Drink	722	\$680,591	\$1,389,172	-\$708,581	-34.2	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,725,083	\$0	\$1,725,083	100.0	0
Automobile Dealers	4411	\$1,406,383	\$0	\$1,406,383	100.0	0
Other Motor Vehicle Dealers	4412	\$202,034	\$0	\$202,034	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$116,666	\$0	\$116,666	100.0	0
Furniture & Home Furnishings Stores	442	\$186,907	\$0	\$186,907	100.0	0
Furniture Stores	4421	\$117,287	\$0	\$117,287	100.0	0
Home Furnishings Stores	4422	\$69,621	\$0	\$69,621	100.0	0
Electronics & Appliance Stores	443	\$378,161	\$0	\$378,161	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$356,834	\$111,943	\$244,891	52.2	1
Bldg Material & Supplies Dealers	4441	\$294,776	\$0	\$294,776	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$62,058	\$111,943	-\$49,885	-28.7	1
Food & Beverage Stores	445	\$1,312,447	\$0	\$1,312,447	100.0	0
Grocery Stores	4451	\$1,212,369	\$0	\$1,212,369	100.0	0
Specialty Food Stores	4452	\$63,237	\$0	\$63,237	100.0	0
Beer, Wine & Liquor Stores	4453	\$36,842	\$0	\$36,842	100.0	0
Health & Personal Care Stores	446,4461	\$565,615	\$0	\$565,615	100.0	0
Gasoline Stations	447,4471	\$532,857	\$0	\$532,857	100.0	0
Clothing & Clothing Accessories Stores	448	\$289,468	\$0	\$289,468	100.0	0
Clothing Stores	4481	\$186,472	\$0	\$186,472	100.0	0
Shoe Stores	4482	\$36,091	\$0	\$36,091	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$66,905	\$0	\$66,905	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$227,407	\$0	\$227,407	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$185,927	\$0	\$185,927	100.0	0
Book, Periodical & Music Stores	4512	\$41,480	\$0	\$41,480	100.0	0
General Merchandise Stores	452	\$1,277,362	\$0	\$1,277,362	100.0	0
Department Stores Excluding Leased Depts.	4521	\$995,332	\$0	\$995,332	100.0	0
Other General Merchandise Stores	4529	\$282,031	\$0	\$282,031	100.0	0
Miscellaneous Store Retailers	453	\$357,277	\$0	\$357,277	100.0	0
Florists	4531	\$16,387	\$0	\$16,387	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$76,368	\$0	\$76,368	100.0	0
Used Merchandise Stores	4533	\$45,822	\$0	\$45,822	100.0	0
Other Miscellaneous Store Retailers	4539	\$218,699	\$0	\$218,699	100.0	0
Nonstore Retailers	454	\$121,465	\$0	\$121,465	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$62,526	\$0	\$62,526	100.0	0
Vending Machine Operators	4542	\$11,524	\$0	\$11,524	100.0	0
Direct Selling Establishments	4543	\$47,415	\$0	\$47,415	100.0	0
Food Services & Drinking Places	722	\$680,591	\$1,389,172	-\$708,581	-34.2	1
Full-Service Restaurants	7221	\$336,365	\$1,179,995	-\$843,630	-55.6	1
Limited-Service Eating Places	7222	\$305,450	\$0	\$305,450	100.0	0
Special Food Services	7223	\$18,762	\$0	\$18,762	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$20,014	\$0	\$20,014	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.

Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Demographic Summary	2016	2021
Population	573	595
Population 18+	444	462
Households	206	214
Median Household Income	\$54,981	\$59,093

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	228	51.4%	109
Bought any women's clothing in last 12 months	207	46.6%	106
Bought clothing for child <13 years in last 6 months	125	28.2%	102
Bought any shoes in last 12 months	249	56.1%	104
Bought costume jewelry in last 12 months	86	19.4%	99
Bought any fine jewelry in last 12 months	76	17.1%	93
Bought a watch in last 12 months	41	9.2%	84
Automobiles (Households)			
HH owns/leases any vehicle	191	92.7%	108
HH bought/leased new vehicle last 12 mo	17	8.3%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	410	92.3%	109
Bought/changed motor oil in last 12 months	266	59.9%	122
Had tune-up in last 12 months	132	29.7%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	274	61.7%	94
Drank regular cola in last 6 months	210	47.3%	105
Drank beer/ale in last 6 months	186	41.9%	98
Cameras (Adults)			
Own digital point & shoot camera	144	32.4%	111
Own digital single-lens reflex (SLR) camera	36	8.1%	94
Bought any camera in last 12 months	26	5.9%	103
Printed digital photos in last 12 months	15	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	152	34.2%	95
Have a smartphone	205	46.2%	78
Have a smartphone: Android phone (any brand)	110	24.8%	92
Have a smartphone: Apple iPhone	67	15.1%	58
Number of cell phones in household: 1	68	33.0%	103
Number of cell phones in household: 2	82	39.8%	106
Number of cell phones in household: 3+	44	21.4%	84
HH has cell phone only (no landline telephone)	83	40.3%	96
Computers (Households)			
HH owns a computer	151	73.3%	95
HH owns desktop computer	94	45.6%	101
HH owns laptop/notebook	100	48.5%	89
HH owns any Apple/Mac brand computer	14	6.8%	45
HH owns any PC/non-Apple brand computer	143	69.4%	102
HH purchased most recent computer in a store	76	36.9%	98
HH purchased most recent computer online	23	11.2%	85
Spent <\$500 on most recent home computer	35	17.0%	117
Spent \$500-\$999 on most recent home computer	37	18.0%	94
Spent \$1,000-\$1,499 on most recent home computer	15	7.3%	77
Spent \$1,500-\$1,999 on most recent home computer	7	3.4%	75
Spent \$2,000+ on most recent home computer	5	2.4%	62

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	235	52.9%	104
Bought brewed coffee at convenience store in last 30 days	80	18.0%	115
Bought cigarettes at convenience store in last 30 days	72	16.2%	130
Bought gas at convenience store in last 30 days	191	43.0%	130
Spent at convenience store in last 30 days: <\$20	40	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	37	8.3%	92
Spent at convenience store in last 30 days: \$40-\$50	39	8.8%	115
Spent at convenience store in last 30 days: \$51-\$99	23	5.2%	117
Spent at convenience store in last 30 days: \$100+	127	28.6%	125
Entertainment (Adults)			
Attended a movie in last 6 months	228	51.4%	86
Went to live theater in last 12 months	47	10.6%	81
Went to a bar/night club in last 12 months	74	16.7%	100
Dined out in last 12 months	208	46.8%	104
Gambled at a casino in last 12 months	58	13.1%	95
Visited a theme park in last 12 months	66	14.9%	84
Viewed movie (video-on-demand) in last 30 days	51	11.5%	68
Viewed TV show (video-on-demand) in last 30 days	34	7.7%	59
Watched any pay-per-view TV in last 12 months	46	10.4%	79
Downloaded a movie over the Internet in last 30 days	15	3.4%	47
Downloaded any individual song in last 6 months	64	14.4%	71
Watched a movie online in the last 30 days	40	9.0%	56
Watched a TV program online in last 30 days	34	7.7%	51
Played a video/electronic game (console) in last 12 months	49	11.0%	106
Played a video/electronic game (portable) in last 12 months	20	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	149	33.6%	108
Used ATM/cash machine in last 12 months	202	45.5%	93
Own any stock	30	6.8%	88
Own U.S. savings bond	24	5.4%	102
Own shares in mutual fund (stock)	32	7.2%	99
Own shares in mutual fund (bonds)	19	4.3%	88
Have interest checking account	136	30.6%	109
Have non-interest checking account	149	33.6%	119
Have savings account	253	57.0%	105
Have 401K retirement savings plan	69	15.5%	107
Own/used any credit/debit card in last 12 months	335	75.5%	101
Avg monthly credit card expenditures: <\$111	59	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	36	8.1%	118
Avg monthly credit card expenditures: \$226-\$450	25	5.6%	89
Avg monthly credit card expenditures: \$451-\$700	26	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	13	2.9%	68
Avg monthly credit card expenditures: \$1,001+	26	5.9%	65
Did banking online in last 12 months	137	30.9%	86
Did banking on mobile device in last 12 months	51	11.5%	82
Paid bills online in last 12 months	163	36.7%	85

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
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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	153	74.3%	107
Used bread in last 6 months	198	96.1%	102
Used chicken (fresh or frozen) in last 6 months	144	69.9%	101
Used turkey (fresh or frozen) in last 6 months	37	18.0%	113
Used fish/seafood (fresh or frozen) in last 6 months	107	51.9%	95
Used fresh fruit/vegetables in last 6 months	180	87.4%	102
Used fresh milk in last 6 months	190	92.2%	105
Used organic food in last 6 months	29	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	115	25.9%	91
Exercise at club 2+ times per week	39	8.8%	68
Visited a doctor in last 12 months	342	77.0%	102
Used vitamin/dietary supplement in last 6 months	226	50.9%	96
Home (Households)			
Any home improvement in last 12 months	66	32.0%	119
Used housekeeper/maid/professional HH cleaning service in last 12	19	9.2%	70
Purchased low ticket HH furnishings in last 12 months	29	14.1%	88
Purchased big ticket HH furnishings in last 12 months	38	18.4%	88
Bought any small kitchen appliance in last 12 months	42	20.4%	92
Bought any large kitchen appliance in last 12 months	25	12.1%	95
Insurance (Adults/Households)			
Currently carry life insurance	224	50.5%	118
Carry medical/hospital/accident insurance	296	66.7%	102
Carry homeowner insurance	260	58.6%	124
Carry renter's insurance	24	5.4%	66
Have auto insurance: 1 vehicle in household covered	55	26.7%	87
Have auto insurance: 2 vehicles in household covered	61	29.6%	104
Have auto insurance: 3+ vehicles in household covered	64	31.1%	142
Pets (Households)			
Household owns any pet	135	65.5%	122
Household owns any cat	68	33.0%	147
Household owns any dog	108	52.4%	129
Psychographics (Adults)			
Buying American is important to me	230	51.8%	122
Usually buy items on credit rather than wait	48	10.8%	92
Usually buy based on quality - not price	75	16.9%	94
Price is usually more important than brand name	129	29.1%	111
Usually use coupons for brands I buy often	95	21.4%	113
Am interested in how to help the environment	50	11.3%	69
Usually pay more for environ safe product	43	9.7%	76
Usually value green products over convenience	37	8.3%	79
Likely to buy a brand that supports a charity	169	38.1%	109
Reading (Adults)			
Bought digital book in last 12 months	45	10.1%	77
Bought hardcover book in last 12 months	89	20.0%	96
Bought paperback book in last 12 month	129	29.1%	93
Read any daily newspaper (paper version)	128	28.8%	110
Read any digital newspaper in last 30 days	112	25.2%	76
Read any magazine (paper/electronic version) in last 6 months	391	88.1%	97

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

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	334	75.2%	101
Went to family restaurant/steak house: 4+ times a month	117	26.4%	96
Went to fast food/drive-in restaurant in last 6 months	406	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	181	40.8%	103
Fast food/drive-in last 6 months: eat in	178	40.1%	110
Fast food/drive-in last 6 months: home delivery	29	6.5%	85
Fast food/drive-in last 6 months: take-out/drive-thru	216	48.6%	105
Fast food/drive-in last 6 months: take-out/walk-in	80	18.0%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	101	22.7%	72
Own e-reader/tablet: iPad	28	6.3%	41
Own any portable MP3 player	115	25.9%	84
HH owns 1 TV	39	18.9%	93
HH owns 2 TVs	54	26.2%	101
HH owns 3 TVs	49	23.8%	111
HH owns 4+ TVs	41	19.9%	105
HH subscribes to cable TV	75	36.4%	73
HH subscribes to fiber optic	2	1.0%	13
HH has satellite dish	87	42.2%	166
HH owns DVD/Blu-ray player	130	63.1%	104
HH owns camcorder	29	14.1%	101
HH owns portable GPS navigation device	65	31.6%	115
HH purchased video game system in last 12 mos	12	5.8%	73
HH owns Internet video device for TV	9	4.4%	62
Travel (Adults)			
Domestic travel in last 12 months	196	44.1%	88
Took 3+ domestic non-business trips in last 12 months	39	8.8%	79
Spent on domestic vacations in last 12 months: <\$1,000	45	10.1%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	23	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	13	2.9%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	17	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	18	4.1%	74
Domestic travel in the 12 months: used general travel website	21	4.7%	70
Foreign travel in last 3 years	67	15.1%	63
Took 3+ foreign trips by plane in last 3 years	10	2.3%	50
Spent on foreign vacations in last 12 months: <\$1,000	13	2.9%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8	1.8%	55
Spent on foreign vacations in last 12 months: \$3,000+	13	2.9%	59
Foreign travel in last 3 years: used general travel website	13	2.9%	52
Nights spent in hotel/motel in last 12 months: any	160	36.0%	89
Took cruise of more than one day in last 3 years	26	5.9%	70
Member of any frequent flyer program	33	7.4%	46
Member of any hotel rewards program	47	10.6%	75

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Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Demographic Summary		2016	2021
Population		6,315	6,434
Population 18+		4,875	4,974
Households		2,458	2,518
Median Household Income		\$52,242	\$56,831

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,436	50.0%	106
Bought any women's clothing in last 12 months	2,295	47.1%	107
Bought clothing for child <13 years in last 6 months	1,385	28.4%	103
Bought any shoes in last 12 months	2,693	55.2%	103
Bought costume jewelry in last 12 months	970	19.9%	102
Bought any fine jewelry in last 12 months	877	18.0%	98
Bought a watch in last 12 months	465	9.5%	87
Automobiles (Households)			
HH owns/leases any vehicle	2,253	91.7%	107
HH bought/leased new vehicle last 12 mo	203	8.3%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,494	92.2%	108
Bought/changed motor oil in last 12 months	2,962	60.8%	124
Had tune-up in last 12 months	1,478	30.3%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,072	63.0%	96
Drank regular cola in last 6 months	2,373	48.7%	108
Drank beer/ale in last 6 months	1,944	39.9%	94
Cameras (Adults)			
Own digital point & shoot camera	1,511	31.0%	106
Own digital single-lens reflex (SLR) camera	348	7.1%	83
Bought any camera in last 12 months	279	5.7%	100
Printed digital photos in last 12 months	173	3.5%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,727	35.4%	98
Have a smartphone	2,312	47.4%	81
Have a smartphone: Android phone (any brand)	1,213	24.9%	92
Have a smartphone: Apple iPhone	783	16.1%	62
Number of cell phones in household: 1	815	33.2%	103
Number of cell phones in household: 2	964	39.2%	105
Number of cell phones in household: 3+	541	22.0%	86
HH has cell phone only (no landline telephone)	1,033	42.0%	100
Computers (Households)			
HH owns a computer	1,776	72.3%	94
HH owns desktop computer	1,080	43.9%	97
HH owns laptop/notebook	1,189	48.4%	89
HH owns any Apple/Mac brand computer	171	7.0%	46
HH owns any PC/non-Apple brand computer	1,683	68.5%	101
HH purchased most recent computer in a store	911	37.1%	98
HH purchased most recent computer online	258	10.5%	80
Spent <\$500 on most recent home computer	417	17.0%	117
Spent \$500-\$999 on most recent home computer	427	17.4%	91
Spent \$1,000-\$1,499 on most recent home computer	187	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	83	3.4%	74
Spent \$2,000+ on most recent home computer	61	2.5%	63

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Retail Market Potential

Dela Palma Rd/SR 32
 4457 Dela Palma Rd, Williamsburg, OH, 45176
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.06350
 Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,563	52.6%	104
Bought brewed coffee at convenience store in last 30 days	860	17.6%	112
Bought cigarettes at convenience store in last 30 days	858	17.6%	141
Bought gas at convenience store in last 30 days	2,125	43.6%	132
Spent at convenience store in last 30 days: <\$20	374	7.7%	95
Spent at convenience store in last 30 days: \$20-\$39	397	8.1%	90
Spent at convenience store in last 30 days: \$40-\$50	419	8.6%	113
Spent at convenience store in last 30 days: \$51-\$99	249	5.1%	115
Spent at convenience store in last 30 days: \$100+	1,431	29.4%	128
Entertainment (Adults)			
Attended a movie in last 6 months	2,509	51.5%	87
Went to live theater in last 12 months	476	9.8%	75
Went to a bar/night club in last 12 months	752	15.4%	92
Dined out in last 12 months	2,177	44.7%	100
Gambled at a casino in last 12 months	575	11.8%	86
Visited a theme park in last 12 months	704	14.4%	82
Viewed movie (video-on-demand) in last 30 days	575	11.8%	69
Viewed TV show (video-on-demand) in last 30 days	360	7.4%	57
Watched any pay-per-view TV in last 12 months	558	11.4%	87
Downloaded a movie over the Internet in last 30 days	163	3.3%	47
Downloaded any individual song in last 6 months	750	15.4%	75
Watched a movie online in the last 30 days	436	8.9%	56
Watched a TV program online in last 30 days	376	7.7%	52
Played a video/electronic game (console) in last 12 months	520	10.7%	102
Played a video/electronic game (portable) in last 12 months	226	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	1,608	33.0%	106
Used ATM/cash machine in last 12 months	2,199	45.1%	92
Own any stock	306	6.3%	82
Own U.S. savings bond	224	4.6%	87
Own shares in mutual fund (stock)	299	6.1%	85
Own shares in mutual fund (bonds)	179	3.7%	76
Have interest checking account	1,430	29.3%	104
Have non-interest checking account	1,593	32.7%	116
Have savings account	2,602	53.4%	99
Have 401K retirement savings plan	699	14.3%	99
Own/used any credit/debit card in last 12 months	3,648	74.8%	100
Avg monthly credit card expenditures: <\$111	642	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	380	7.8%	113
Avg monthly credit card expenditures: \$226-\$450	268	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	259	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	127	2.6%	60
Avg monthly credit card expenditures: \$1,001+	233	4.8%	53
Did banking online in last 12 months	1,508	30.9%	87
Did banking on mobile device in last 12 months	568	11.7%	83
Paid bills online in last 12 months	1,805	37.0%	86

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Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,840	74.9%	108
Used bread in last 6 months	2,362	96.1%	102
Used chicken (fresh or frozen) in last 6 months	1,720	70.0%	101
Used turkey (fresh or frozen) in last 6 months	411	16.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,281	52.1%	95
Used fresh fruit/vegetables in last 6 months	2,143	87.2%	102
Used fresh milk in last 6 months	2,248	91.5%	104
Used organic food in last 6 months	334	13.6%	69
Health (Adults)			
Exercise at home 2+ times per week	1,262	25.9%	91
Exercise at club 2+ times per week	390	8.0%	61
Visited a doctor in last 12 months	3,781	77.6%	102
Used vitamin/dietary supplement in last 6 months	2,468	50.6%	96
Home (Households)			
Any home improvement in last 12 months	747	30.4%	113
Used housekeeper/maid/professional HH cleaning service in last 12	213	8.7%	66
Purchased low ticket HH furnishings in last 12 months	350	14.2%	89
Purchased big ticket HH furnishings in last 12 months	463	18.8%	90
Bought any small kitchen appliance in last 12 months	504	20.5%	92
Bought any large kitchen appliance in last 12 months	314	12.8%	100
Insurance (Adults/Households)			
Currently carry life insurance	2,367	48.6%	114
Carry medical/hospital/accident insurance	3,199	65.6%	100
Carry homeowner insurance	2,742	56.2%	120
Carry renter's insurance	251	5.1%	63
Have auto insurance: 1 vehicle in household covered	694	28.2%	92
Have auto insurance: 2 vehicles in household covered	727	29.6%	104
Have auto insurance: 3+ vehicles in household covered	701	28.5%	131
Pets (Households)			
Household owns any pet	1,628	66.2%	123
Household owns any cat	806	32.8%	146
Household owns any dog	1,319	53.7%	132
Psychographics (Adults)			
Buying American is important to me	2,549	52.3%	123
Usually buy items on credit rather than wait	531	10.9%	93
Usually buy based on quality - not price	862	17.7%	99
Price is usually more important than brand name	1,455	29.8%	114
Usually use coupons for brands I buy often	1,052	21.6%	114
Am interested in how to help the environment	554	11.4%	70
Usually pay more for environ safe product	487	10.0%	78
Usually value green products over convenience	435	8.9%	85
Likely to buy a brand that supports a charity	1,806	37.0%	106
Reading (Adults)			
Bought digital book in last 12 months	501	10.3%	78
Bought hardcover book in last 12 months	931	19.1%	91
Bought paperback book in last 12 month	1,423	29.2%	93
Read any daily newspaper (paper version)	1,292	26.5%	101
Read any digital newspaper in last 30 days	1,283	26.3%	79
Read any magazine (paper/electronic version) in last 6 months	4,296	88.1%	97

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Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

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	3,702	75.9%	102
Went to family restaurant/steak house: 4+ times a month	1,343	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	4,488	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,076	42.6%	108
Fast food/drive-in last 6 months: eat in	1,957	40.1%	110
Fast food/drive-in last 6 months: home delivery	297	6.1%	79
Fast food/drive-in last 6 months: take-out/drive-thru	2,452	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	896	18.4%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,103	22.6%	71
Own e-reader/tablet: iPad	316	6.5%	42
Own any portable MP3 player	1,245	25.5%	83
HH owns 1 TV	459	18.7%	91
HH owns 2 TVs	629	25.6%	99
HH owns 3 TVs	583	23.7%	111
HH owns 4+ TVs	502	20.4%	108
HH subscribes to cable TV	865	35.2%	71
HH subscribes to fiber optic	31	1.3%	17
HH has satellite dish	1,084	44.1%	174
HH owns DVD/Blu-ray player	1,544	62.8%	104
HH owns camcorder	342	13.9%	100
HH owns portable GPS navigation device	723	29.4%	107
HH purchased video game system in last 12 mos	138	5.6%	71
HH owns Internet video device for TV	104	4.2%	60
Travel (Adults)			
Domestic travel in last 12 months	2,176	44.6%	89
Took 3+ domestic non-business trips in last 12 months	402	8.2%	74
Spent on domestic vacations in last 12 months: <\$1,000	497	10.2%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	241	4.9%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	135	2.8%	77
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	168	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	188	3.9%	70
Domestic travel in the 12 months: used general travel website	249	5.1%	75
Foreign travel in last 3 years	685	14.1%	58
Took 3+ foreign trips by plane in last 3 years	94	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	121	2.5%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	91	1.9%	57
Spent on foreign vacations in last 12 months: \$3,000+	127	2.6%	52
Foreign travel in last 3 years: used general travel website	144	3.0%	53
Nights spent in hotel/motel in last 12 months: any	1,735	35.6%	88
Took cruise of more than one day in last 3 years	284	5.8%	70
Member of any frequent flyer program	335	6.9%	42
Member of any hotel rewards program	488	10.0%	71

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Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Demographic Summary	2016	2021
Population	13,660	13,944
Population 18+	10,470	10,723
Households	5,050	5,179
Median Household Income	\$52,353	\$56,978

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,243	50.1%	106
Bought any women's clothing in last 12 months	4,938	47.2%	107
Bought clothing for child <13 years in last 6 months	3,011	28.8%	104
Bought any shoes in last 12 months	5,767	55.1%	102
Bought costume jewelry in last 12 months	2,067	19.7%	101
Bought any fine jewelry in last 12 months	1,921	18.3%	100
Bought a watch in last 12 months	1,071	10.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	4,627	91.6%	107
HH bought/leased new vehicle last 12 mo	424	8.4%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,652	92.2%	108
Bought/changed motor oil in last 12 months	6,375	60.9%	124
Had tune-up in last 12 months	3,111	29.7%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,607	63.1%	96
Drank regular cola in last 6 months	5,100	48.7%	109
Drank beer/ale in last 6 months	4,094	39.1%	92
Cameras (Adults)			
Own digital point & shoot camera	3,190	30.5%	105
Own digital single-lens reflex (SLR) camera	725	6.9%	80
Bought any camera in last 12 months	600	5.7%	101
Printed digital photos in last 12 months	378	3.6%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,713	35.5%	98
Have a smartphone	4,988	47.6%	81
Have a smartphone: Android phone (any brand)	2,586	24.7%	92
Have a smartphone: Apple iPhone	1,727	16.5%	64
Number of cell phones in household: 1	1,669	33.0%	103
Number of cell phones in household: 2	1,951	38.6%	103
Number of cell phones in household: 3+	1,157	22.9%	90
HH has cell phone only (no landline telephone)	2,163	42.8%	102
Computers (Households)			
HH owns a computer	3,629	71.9%	94
HH owns desktop computer	2,201	43.6%	96
HH owns laptop/notebook	2,431	48.1%	89
HH owns any Apple/Mac brand computer	385	7.6%	51
HH owns any PC/non-Apple brand computer	3,412	67.6%	99
HH purchased most recent computer in a store	1,875	37.1%	99
HH purchased most recent computer online	527	10.4%	80
Spent <\$500 on most recent home computer	882	17.5%	120
Spent \$500-\$999 on most recent home computer	864	17.1%	90
Spent \$1,000-\$1,499 on most recent home computer	388	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	157	3.1%	68
Spent \$2,000+ on most recent home computer	128	2.5%	65

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Retail Market Potential

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,511	52.6%	104
Bought brewed coffee at convenience store in last 30 days	1,770	16.9%	108
Bought cigarettes at convenience store in last 30 days	1,931	18.4%	147
Bought gas at convenience store in last 30 days	4,600	43.9%	133
Spent at convenience store in last 30 days: <\$20	774	7.4%	91
Spent at convenience store in last 30 days: \$20-\$39	862	8.2%	91
Spent at convenience store in last 30 days: \$40-\$50	900	8.6%	113
Spent at convenience store in last 30 days: \$51-\$99	515	4.9%	111
Spent at convenience store in last 30 days: \$100+	3,162	30.2%	132
Entertainment (Adults)			
Attended a movie in last 6 months	5,332	50.9%	86
Went to live theater in last 12 months	976	9.3%	72
Went to a bar/night club in last 12 months	1,471	14.0%	84
Dined out in last 12 months	4,577	43.7%	97
Gambled at a casino in last 12 months	1,261	12.0%	88
Visited a theme park in last 12 months	1,466	14.0%	79
Viewed movie (video-on-demand) in last 30 days	1,158	11.1%	65
Viewed TV show (video-on-demand) in last 30 days	685	6.5%	51
Watched any pay-per-view TV in last 12 months	1,170	11.2%	85
Downloaded a movie over the Internet in last 30 days	360	3.4%	48
Downloaded any individual song in last 6 months	1,669	15.9%	78
Watched a movie online in the last 30 days	915	8.7%	55
Watched a TV program online in last 30 days	798	7.6%	51
Played a video/electronic game (console) in last 12 months	1,094	10.4%	100
Played a video/electronic game (portable) in last 12 months	483	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	3,422	32.7%	105
Used ATM/cash machine in last 12 months	4,708	45.0%	92
Own any stock	613	5.9%	77
Own U.S. savings bond	448	4.3%	81
Own shares in mutual fund (stock)	618	5.9%	81
Own shares in mutual fund (bonds)	365	3.5%	72
Have interest checking account	2,995	28.6%	101
Have non-interest checking account	3,428	32.7%	116
Have savings account	5,482	52.4%	97
Have 401K retirement savings plan	1,463	14.0%	96
Own/used any credit/debit card in last 12 months	7,883	75.3%	101
Avg monthly credit card expenditures: <\$111	1,412	13.5%	116
Avg monthly credit card expenditures: \$111-\$225	782	7.5%	108
Avg monthly credit card expenditures: \$226-\$450	560	5.3%	84
Avg monthly credit card expenditures: \$451-\$700	540	5.2%	97
Avg monthly credit card expenditures: \$701-\$1,000	270	2.6%	60
Avg monthly credit card expenditures: \$1,001+	494	4.7%	52
Did banking online in last 12 months	3,225	30.8%	86
Did banking on mobile device in last 12 months	1,203	11.5%	82
Paid bills online in last 12 months	3,876	37.0%	86

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,818	75.6%	109
Used bread in last 6 months	4,849	96.0%	102
Used chicken (fresh or frozen) in last 6 months	3,511	69.5%	101
Used turkey (fresh or frozen) in last 6 months	832	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	2,655	52.6%	96
Used fresh fruit/vegetables in last 6 months	4,405	87.2%	102
Used fresh milk in last 6 months	4,616	91.4%	104
Used organic food in last 6 months	685	13.6%	69
Health (Adults)			
Exercise at home 2+ times per week	2,730	26.1%	92
Exercise at club 2+ times per week	757	7.2%	56
Visited a doctor in last 12 months	8,125	77.6%	102
Used vitamin/dietary supplement in last 6 months	5,323	50.8%	96
Home (Households)			
Any home improvement in last 12 months	1,523	30.2%	112
Used housekeeper/maid/professional HH cleaning service in last 12	433	8.6%	65
Purchased low ticket HH furnishings in last 12 months	743	14.7%	92
Purchased big ticket HH furnishings in last 12 months	960	19.0%	91
Bought any small kitchen appliance in last 12 months	1,052	20.8%	94
Bought any large kitchen appliance in last 12 months	659	13.0%	103
Insurance (Adults/Households)			
Currently carry life insurance	5,036	48.1%	113
Carry medical/hospital/accident insurance	6,878	65.7%	100
Carry homeowner insurance	5,816	55.5%	118
Carry renter's insurance	550	5.3%	64
Have auto insurance: 1 vehicle in household covered	1,442	28.6%	93
Have auto insurance: 2 vehicles in household covered	1,499	29.7%	104
Have auto insurance: 3+ vehicles in household covered	1,412	28.0%	128
Pets (Households)			
Household owns any pet	3,382	67.0%	125
Household owns any cat	1,653	32.7%	146
Household owns any dog	2,756	54.6%	134
Psychographics (Adults)			
Buying American is important to me	5,509	52.6%	124
Usually buy items on credit rather than wait	1,090	10.4%	89
Usually buy based on quality - not price	1,817	17.4%	97
Price is usually more important than brand name	3,159	30.2%	115
Usually use coupons for brands I buy often	2,174	20.8%	110
Am interested in how to help the environment	1,160	11.1%	68
Usually pay more for environ safe product	1,035	9.9%	77
Usually value green products over convenience	942	9.0%	86
Likely to buy a brand that supports a charity	3,923	37.5%	107
Reading (Adults)			
Bought digital book in last 12 months	1,052	10.0%	76
Bought hardcover book in last 12 months	1,954	18.7%	89
Bought paperback book in last 12 month	2,995	28.6%	91
Read any daily newspaper (paper version)	2,662	25.4%	97
Read any digital newspaper in last 30 days	2,739	26.2%	79
Read any magazine (paper/electronic version) in last 6 months	9,164	87.5%	96

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

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	7,960	76.0%	102
Went to family restaurant/steak house: 4+ times a month	2,848	27.2%	99
Went to fast food/drive-in restaurant in last 6 months	9,685	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,468	42.7%	108
Fast food/drive-in last 6 months: eat in	4,097	39.1%	108
Fast food/drive-in last 6 months: home delivery	607	5.8%	76
Fast food/drive-in last 6 months: take-out/drive-thru	5,363	51.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	1,907	18.2%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,385	22.8%	72
Own e-reader/tablet: iPad	713	6.8%	44
Own any portable MP3 player	2,678	25.6%	83
HH owns 1 TV	924	18.3%	89
HH owns 2 TVs	1,284	25.4%	98
HH owns 3 TVs	1,195	23.7%	111
HH owns 4+ TVs	1,051	20.8%	110
HH subscribes to cable TV	1,658	32.8%	66
HH subscribes to fiber optic	81	1.6%	21
HH has satellite dish	2,284	45.2%	178
HH owns DVD/Blu-ray player	3,180	63.0%	104
HH owns camcorder	711	14.1%	101
HH owns portable GPS navigation device	1,449	28.7%	104
HH purchased video game system in last 12 mos	300	5.9%	75
HH owns Internet video device for TV	204	4.0%	57
Travel (Adults)			
Domestic travel in last 12 months	4,709	45.0%	90
Took 3+ domestic non-business trips in last 12 months	882	8.4%	76
Spent on domestic vacations in last 12 months: <\$1,000	1,082	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	495	4.7%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	284	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	346	3.3%	85
Spent on domestic vacations in last 12 months: \$3,000+	396	3.8%	69
Domestic travel in the 12 months: used general travel website	515	4.9%	73
Foreign travel in last 3 years	1,421	13.6%	56
Took 3+ foreign trips by plane in last 3 years	195	1.9%	41
Spent on foreign vacations in last 12 months: <\$1,000	247	2.4%	57
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	185	1.8%	54
Spent on foreign vacations in last 12 months: \$3,000+	249	2.4%	48
Foreign travel in last 3 years: used general travel website	303	2.9%	52
Nights spent in hotel/motel in last 12 months: any	3,692	35.3%	87
Took cruise of more than one day in last 3 years	620	5.9%	71
Member of any frequent flyer program	708	6.8%	41
Member of any hotel rewards program	1,001	9.6%	68

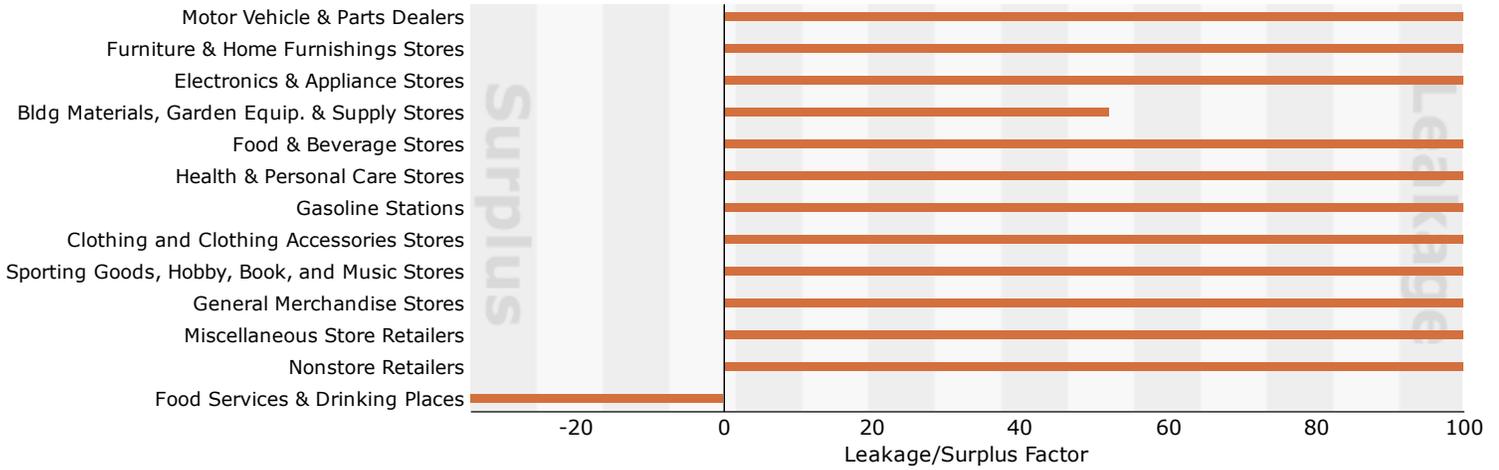
Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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.

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Summary Demographics

2016 Population	6,315
2016 Households	2,458
2016 Median Disposable Income	\$41,931
2016 Per Capita Income	\$23,835

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	\$87,746,597	\$31,868,470	\$55,878,127	46.7	30
Total Retail Trade	44-45	\$80,283,913	\$24,827,927	\$55,455,986	52.8	19
Total Food & Drink	722	\$7,462,684	\$7,040,542	\$422,142	2.9	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,851,372	\$1,474,302	\$17,377,070	85.5	2
Automobile Dealers	4411	\$15,432,738	\$0	\$15,432,738	100.0	0
Other Motor Vehicle Dealers	4412	\$2,152,015	\$191,241	\$1,960,774	83.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,266,619	\$836,283	\$430,336	20.5	1
Furniture & Home Furnishings Stores	442	\$2,057,345	\$0	\$2,057,345	100.0	0
Furniture Stores	4421	\$1,307,077	\$0	\$1,307,077	100.0	0
Home Furnishings Stores	4422	\$750,268	\$0	\$750,268	100.0	0
Electronics & Appliance Stores	443	\$4,122,138	\$584,988	\$3,537,150	75.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,817,134	\$467,530	\$3,349,604	78.2	2
Bldg Material & Supplies Dealers	4441	\$3,167,904	\$0	\$3,167,904	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$649,230	\$467,530	\$181,700	16.3	2
Food & Beverage Stores	445	\$14,391,749	\$9,145,020	\$5,246,729	22.3	1
Grocery Stores	4451	\$13,292,559	\$9,145,020	\$4,147,539	18.5	1
Specialty Food Stores	4452	\$692,405	\$0	\$692,405	100.0	0
Beer, Wine & Liquor Stores	4453	\$406,785	\$0	\$406,785	100.0	0
Health & Personal Care Stores	446,4461	\$6,192,676	\$2,357,902	\$3,834,774	44.8	1
Gasoline Stations	447,4471	\$5,916,567	\$8,566,834	-\$2,650,267	-18.3	2
Clothing & Clothing Accessories Stores	448	\$3,202,379	\$0	\$3,202,379	100.0	0
Clothing Stores	4481	\$2,061,526	\$0	\$2,061,526	100.0	0
Shoe Stores	4482	\$403,733	\$0	\$403,733	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$737,119	\$0	\$737,119	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,492,682	\$178,979	\$2,313,703	86.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,042,603	\$178,979	\$1,863,624	83.9	2
Book, Periodical & Music Stores	4512	\$450,079	\$0	\$450,079	100.0	0
General Merchandise Stores	452	\$14,053,118	\$773,959	\$13,279,159	89.6	1
Department Stores Excluding Leased Depts.	4521	\$10,965,998	\$0	\$10,965,998	100.0	0
Other General Merchandise Stores	4529	\$3,087,120	\$773,959	\$2,313,161	59.9	1
Miscellaneous Store Retailers	453	\$3,895,076	\$865,211	\$3,029,865	63.6	5
Florists	4531	\$170,237	\$137,931	\$32,306	10.5	2
Office Supplies, Stationery & Gift Stores	4532	\$837,867	\$0	\$837,867	100.0	0
Used Merchandise Stores	4533	\$498,979	\$496,664	\$2,315	0.2	3
Other Miscellaneous Store Retailers	4539	\$2,387,994	\$0	\$2,387,994	100.0	0
Nonstore Retailers	454	\$1,291,678	\$0	\$1,291,678	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$681,936	\$0	\$681,936	100.0	0
Vending Machine Operators	4542	\$126,292	\$0	\$126,292	100.0	0
Direct Selling Establishments	4543	\$483,449	\$0	\$483,449	100.0	0
Food Services & Drinking Places	722	\$7,462,684	\$7,040,542	\$422,142	2.9	11
Full-Service Restaurants	7221	\$3,682,273	\$5,725,304	-\$2,043,031	-21.7	7
Limited-Service Eating Places	7222	\$3,364,299	\$1,315,239	\$2,049,060	43.8	4
Special Food Services	7223	\$200,978	\$0	\$200,978	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$215,134	\$0	\$215,134	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.

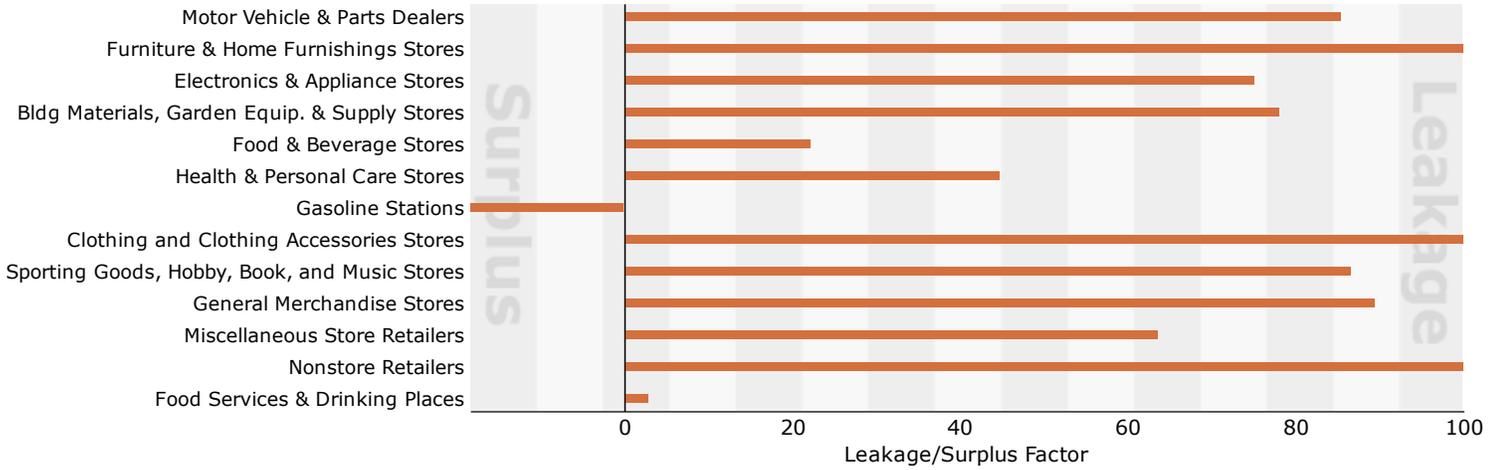
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

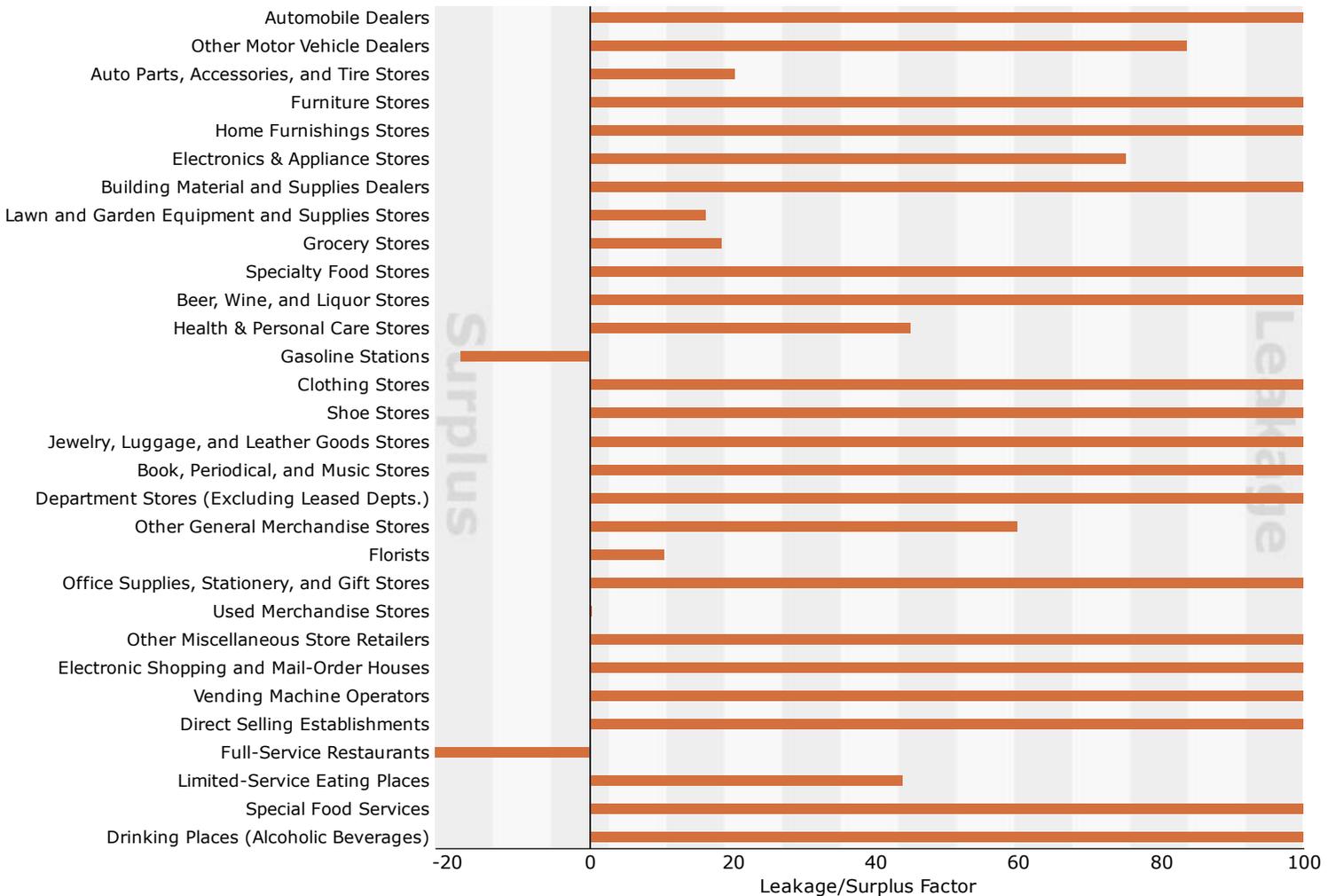
Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Retail MarketPlace Profile

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

Summary Demographics

2016 Population	13,660
2016 Households	5,050
2016 Median Disposable Income	\$42,202
2016 Per Capita Income	\$23,498

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	\$179,468,406	\$48,725,326	\$130,743,080	57.3	48
Total Retail Trade	44-45	\$164,161,596	\$39,476,157	\$124,685,439	61.2	34
Total Food & Drink	722	\$15,306,809	\$9,249,168	\$6,057,641	24.7	14

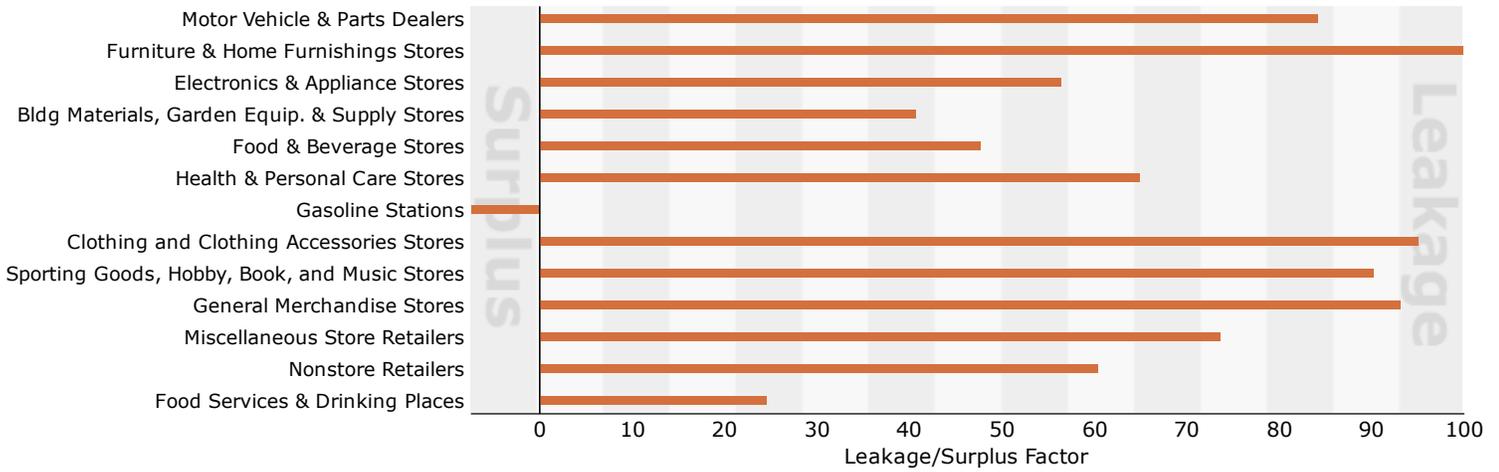
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$38,421,310	\$3,273,508	\$35,147,802	84.3	5
Automobile Dealers	4411	\$31,480,290	\$1,663,529	\$29,816,761	90.0	2
Other Motor Vehicle Dealers	4412	\$4,359,237	\$405,314	\$3,953,923	83.0	1
Auto Parts, Accessories & Tire Stores	4413	\$2,581,783	\$1,204,664	\$1,377,119	36.4	2
Furniture & Home Furnishings Stores	442	\$4,211,570	\$0	\$4,211,570	100.0	0
Furniture Stores	4421	\$2,685,252	\$0	\$2,685,252	100.0	0
Home Furnishings Stores	4422	\$1,526,319	\$0	\$1,526,319	100.0	0
Electronics & Appliance Stores	443	\$8,411,298	\$2,335,471	\$6,075,827	56.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,775,311	\$3,272,183	\$4,503,128	40.8	7
Bldg Material & Supplies Dealers	4441	\$6,478,825	\$2,642,774	\$3,836,051	42.1	4
Lawn & Garden Equip & Supply Stores	4442	\$1,296,486	\$629,409	\$667,077	34.6	3
Food & Beverage Stores	445	\$29,463,599	\$10,404,000	\$19,059,599	47.8	2
Grocery Stores	4451	\$27,211,248	\$9,169,090	\$18,042,158	49.6	1
Specialty Food Stores	4452	\$1,416,487	\$0	\$1,416,487	100.0	0
Beer, Wine & Liquor Stores	4453	\$835,864	\$1,234,910	-\$399,046	-19.3	1
Health & Personal Care Stores	446,4461	\$12,655,842	\$2,681,493	\$9,974,349	65.0	1
Gasoline Stations	447,4471	\$12,147,395	\$14,095,909	-\$1,948,514	-7.4	4
Clothing & Clothing Accessories Stores	448	\$6,594,361	\$164,883	\$6,429,478	95.1	1
Clothing Stores	4481	\$4,243,459	\$164,883	\$4,078,576	92.5	1
Shoe Stores	4482	\$836,443	\$0	\$836,443	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,514,459	\$0	\$1,514,459	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,115,876	\$258,407	\$4,857,469	90.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,203,958	\$258,407	\$3,945,551	88.4	2
Book, Periodical & Music Stores	4512	\$911,918	\$0	\$911,918	100.0	0
General Merchandise Stores	452	\$28,812,964	\$1,013,777	\$27,799,187	93.2	1
Department Stores Excluding Leased Depts.	4521	\$22,499,217	\$0	\$22,499,217	100.0	0
Other General Merchandise Stores	4529	\$6,313,746	\$1,013,777	\$5,299,969	72.3	1
Miscellaneous Store Retailers	453	\$7,955,131	\$1,207,758	\$6,747,373	73.6	6
Florists	4531	\$339,287	\$163,827	\$175,460	34.9	2
Office Supplies, Stationery & Gift Stores	4532	\$1,721,821	\$0	\$1,721,821	100.0	0
Used Merchandise Stores	4533	\$1,014,895	\$496,664	\$518,231	34.3	3
Other Miscellaneous Store Retailers	4539	\$4,879,128	\$547,267	\$4,331,861	79.8	1
Nonstore Retailers	454	\$2,596,940	\$640,957	\$1,955,983	60.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,393,216	\$0	\$1,393,216	100.0	0
Vending Machine Operators	4542	\$258,528	\$0	\$258,528	100.0	0
Direct Selling Establishments	4543	\$945,195	\$640,957	\$304,238	19.2	1
Food Services & Drinking Places	722	\$15,306,809	\$9,249,168	\$6,057,641	24.7	14
Full-Service Restaurants	7221	\$7,543,932	\$7,556,214	-\$12,282	-0.1	9
Limited-Service Eating Places	7222	\$6,921,841	\$1,692,954	\$5,228,887	60.7	4
Special Food Services	7223	\$403,913	\$0	\$403,913	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$437,123	\$0	\$437,123	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.

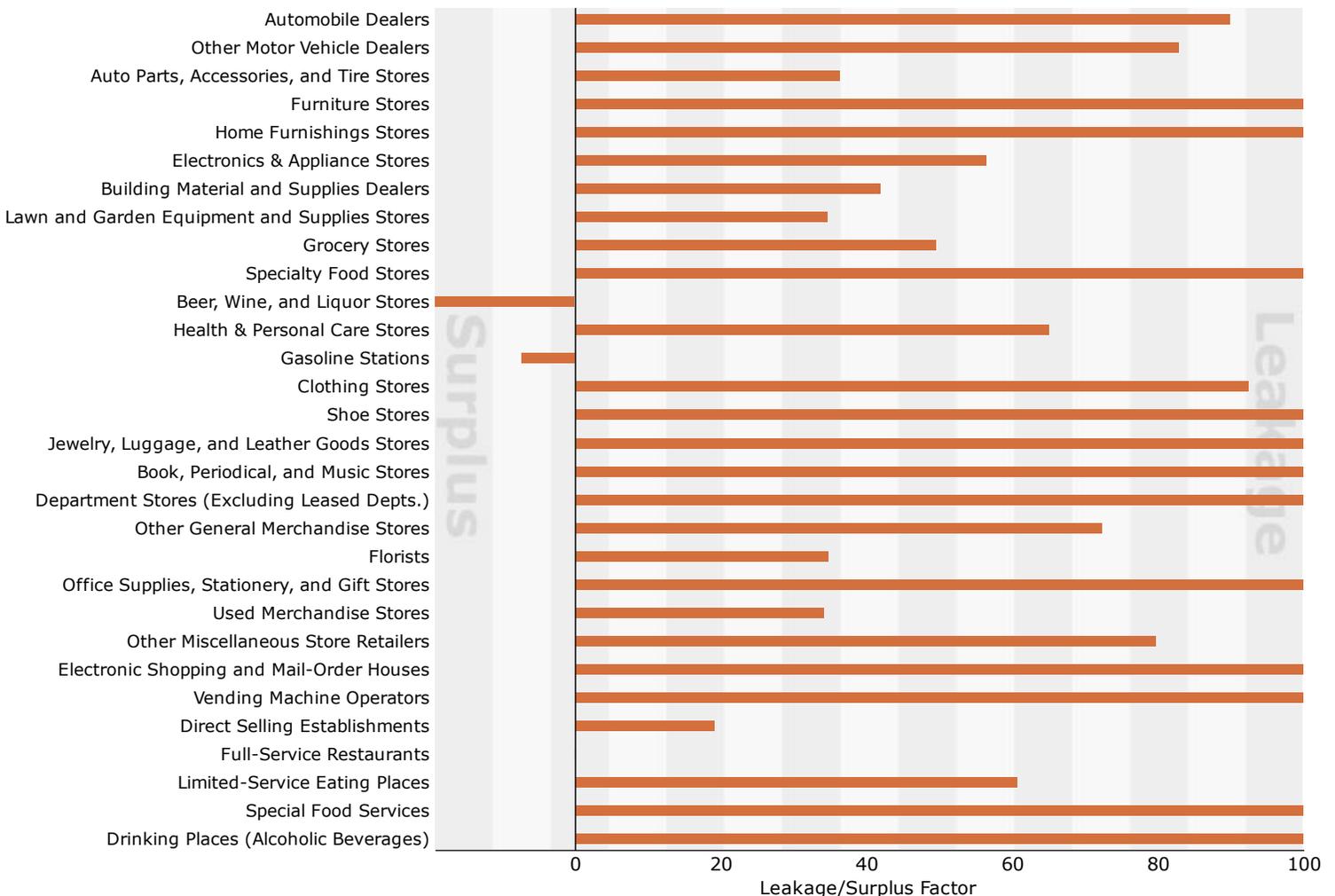
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Business Summary

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

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%	1	0.5%	3	0.1%	3	0.9%	6	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	12	0.4%	1	0.3%	29	0.7%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	3	17.6%	11	2.2%	25	12.8%	106	3.7%	48	14.0%	207	4.7%
Manufacturing	2	11.8%	320	63.0%	11	5.6%	1,375	48.2%	19	5.5%	1,894	42.7%
Wholesale Trade	0	0.0%	3	0.6%	5	2.6%	21	0.7%	10	2.9%	69	1.6%
Retail Trade	2	11.8%	6	1.2%	20	10.2%	118	4.1%	37	10.8%	202	4.6%
Motor Vehicle & Parts Dealers	0	0.0%	2	0.4%	3	1.5%	12	0.4%	5	1.5%	20	0.5%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.5%	2	0.1%	3	0.9%	12	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	5.9%	1	0.2%	2	1.0%	4	0.1%	7	2.0%	35	0.8%
Food & Beverage Stores	0	0.0%	0	0.0%	2	1.0%	46	1.6%	3	0.9%	52	1.2%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	0.5%	13	0.5%	2	0.6%	19	0.4%
Gasoline Stations	0	0.0%	0	0.0%	2	1.0%	17	0.6%	4	1.2%	28	0.6%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	2	0.1%	1	0.3%	3	0.1%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	2	1.0%	2	0.1%	2	0.6%	3	0.1%
General Merchandise Stores	0	0.0%	1	0.2%	1	0.5%	6	0.2%	1	0.3%	8	0.2%
Miscellaneous Store Retailers	1	5.9%	1	0.2%	6	3.1%	11	0.4%	7	2.0%	14	0.3%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	2	0.1%	1	0.3%	8	0.2%
Transportation & Warehousing	1	5.9%	15	3.0%	10	5.1%	93	3.3%	20	5.8%	149	3.4%
Information	0	0.0%	9	1.8%	3	1.5%	44	1.5%	4	1.2%	58	1.3%
Finance & Insurance	1	5.9%	2	0.4%	15	7.7%	29	1.0%	23	6.7%	39	0.9%
Central Bank/Credit Intermediation & Related Activities	1	5.9%	2	0.4%	11	5.6%	21	0.7%	16	4.7%	24	0.5%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	2	1.0%	3	0.1%	4	1.2%	8	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	2	1.0%	5	0.2%	3	0.9%	7	0.2%
Real Estate, Rental & Leasing	1	5.9%	1	0.2%	7	3.6%	22	0.8%	17	4.9%	52	1.2%
Professional, Scientific & Tech Services	1	5.9%	4	0.8%	8	4.1%	36	1.3%	17	4.9%	63	1.4%
Legal Services	0	0.0%	0	0.0%	1	0.5%	1	0.0%	1	0.3%	2	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	5.9%	1	0.2%	9	4.6%	32	1.1%	14	4.1%	177	4.0%
Educational Services	0	0.0%	18	3.5%	6	3.1%	139	4.9%	8	2.3%	219	4.9%
Health Care & Social Assistance	1	5.9%	78	15.4%	17	8.7%	480	16.8%	29	8.4%	745	16.8%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	3	1.5%	8	0.3%	7	2.0%	26	0.6%
Accommodation & Food Services	1	5.9%	14	2.8%	11	5.6%	97	3.4%	13	3.8%	127	2.9%
Accommodation	0	0.0%	1	0.2%	1	0.5%	2	0.1%	1	0.3%	3	0.1%
Food Services & Drinking Places	1	5.9%	14	2.8%	10	5.1%	95	3.3%	12	3.5%	124	2.8%
Other Services (except Public Administration)	2	11.8%	6	1.2%	30	15.3%	105	3.7%	51	14.8%	185	4.2%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	9	4.6%	34	1.2%	16	4.7%	60	1.4%
Public Administration	1	5.9%	20	3.9%	8	4.1%	132	4.6%	11	3.2%	179	4.0%
Unclassified Establishments	1	5.9%	0	0.0%	7	3.6%	2	0.1%	13	3.8%	4	0.1%
Total	17	100.0%	508	100.0%	196	100.0%	2,855	100.0%	344	100.0%	4,432	100.0%

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

Market Profile

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	206	2,458	5,050
<\$15,000	10.2%	11.7%	10.7%
\$15,000 - \$24,999	9.2%	11.0%	11.5%
\$25,000 - \$34,999	11.2%	9.4%	9.4%
\$35,000 - \$49,999	9.7%	13.8%	14.3%
\$50,000 - \$74,999	31.1%	28.0%	27.2%
\$75,000 - \$99,999	8.7%	11.6%	12.2%
\$100,000 - \$149,999	13.6%	9.4%	9.3%
\$150,000 - \$199,999	2.4%	2.5%	3.0%
\$200,000+	3.4%	2.5%	2.4%
Average Household Income	\$68,423	\$62,759	\$63,231
2021 Households by Income			
Household Income Base	214	2,518	5,179
<\$15,000	10.3%	11.6%	10.6%
\$15,000 - \$24,999	8.4%	10.5%	10.9%
\$25,000 - \$34,999	11.2%	10.3%	10.6%
\$35,000 - \$49,999	4.7%	6.8%	7.2%
\$50,000 - \$74,999	31.8%	28.1%	27.4%
\$75,000 - \$99,999	10.3%	14.5%	15.1%
\$100,000 - \$149,999	16.8%	12.0%	11.5%
\$150,000 - \$199,999	2.8%	3.1%	3.8%
\$200,000+	4.2%	3.1%	2.9%
Average Household Income	\$76,942	\$70,191	\$70,453
2016 Owner Occupied Housing Units by Value			
Total	136	1,737	3,737
<\$50,000	12.5%	12.8%	17.0%
\$50,000 - \$99,999	24.3%	25.8%	21.8%
\$100,000 - \$149,999	16.9%	25.1%	26.4%
\$150,000 - \$199,999	8.1%	10.2%	10.7%
\$200,000 - \$249,999	9.6%	7.5%	7.9%
\$250,000 - \$299,999	7.4%	5.6%	5.3%
\$300,000 - \$399,999	8.8%	6.7%	6.1%
\$400,000 - \$499,999	4.4%	2.4%	1.7%
\$500,000 - \$749,999	8.1%	3.5%	2.7%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$199,632	\$164,099	\$156,723
2021 Owner Occupied Housing Units by Value			
Total	142	1,775	3,826
<\$50,000	5.6%	7.9%	13.0%
\$50,000 - \$99,999	14.1%	18.2%	15.1%
\$100,000 - \$149,999	17.6%	21.1%	20.7%
\$150,000 - \$199,999	17.6%	14.5%	12.3%
\$200,000 - \$249,999	8.5%	10.3%	12.6%
\$250,000 - \$299,999	6.3%	9.9%	10.7%
\$300,000 - \$399,999	11.3%	9.5%	8.8%
\$400,000 - \$499,999	6.3%	3.4%	2.6%
\$500,000 - \$749,999	12.0%	4.9%	3.7%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$245,745	\$200,887	\$192,475

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

Dela Palma Rd/SR 32
 4457 Dela Palma Rd, Williamsburg, OH, 45176
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06350
 Longitude: -84.03196

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	550	6,177	13,332
0 - 4	6.2%	6.6%	6.6%
5 - 9	6.9%	6.8%	7.1%
10 - 14	6.9%	6.8%	7.1%
15 - 24	12.2%	12.3%	12.4%
25 - 34	10.2%	11.4%	11.9%
35 - 44	13.6%	13.4%	13.3%
45 - 54	17.5%	17.2%	17.0%
55 - 64	13.5%	13.1%	12.7%
65 - 74	7.3%	7.4%	7.3%
75 - 84	3.8%	3.6%	3.5%
85 +	1.5%	1.4%	1.3%
18 +	74.9%	75.3%	74.6%
2016 Population by Age			
Total	573	6,314	13,662
0 - 4	5.8%	6.2%	6.2%
5 - 9	6.3%	6.4%	6.5%
10 - 14	6.8%	6.5%	6.8%
15 - 24	11.7%	11.7%	12.0%
25 - 34	11.5%	11.8%	12.0%
35 - 44	11.9%	12.6%	12.7%
45 - 54	15.0%	14.5%	14.4%
55 - 64	15.9%	15.6%	15.2%
65 - 74	9.6%	9.5%	9.2%
75 - 84	4.2%	3.9%	3.8%
85 +	1.4%	1.4%	1.3%
18 +	77.5%	77.2%	76.6%
2021 Population by Age			
Total	595	6,434	13,943
0 - 4	5.5%	5.9%	5.9%
5 - 9	6.1%	6.2%	6.3%
10 - 14	6.7%	6.7%	6.8%
15 - 24	10.9%	10.9%	11.3%
25 - 34	11.3%	11.3%	11.4%
35 - 44	11.6%	12.5%	12.8%
45 - 54	13.3%	13.1%	13.0%
55 - 64	16.1%	15.6%	15.3%
65 - 74	11.9%	11.5%	11.1%
75 - 84	5.0%	4.9%	4.8%
85 +	1.5%	1.5%	1.4%
18 +	77.6%	77.3%	76.9%
2010 Population by Sex			
Males	266	3,058	6,648
Females	281	3,121	6,686
2016 Population by Sex			
Males	281	3,138	6,828
Females	291	3,177	6,832
2021 Population by Sex			
Males	295	3,210	6,990
Females	299	3,224	6,955

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	548	6,179	13,335
White Alone	98.0%	98.2%	98.0%
Black Alone	0.4%	0.3%	0.4%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	0.2%	0.1%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.1%	0.9%	1.0%
Hispanic Origin	0.7%	0.6%	0.8%
Diversity Index	5.0	4.8	5.5
2016 Population by Race/Ethnicity			
Total	575	6,315	13,660
White Alone	97.2%	97.7%	97.4%
Black Alone	0.5%	0.5%	0.6%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.4%	1.2%	1.3%
Hispanic Origin	0.9%	0.9%	1.1%
Diversity Index	6.5	6.2	7.2
2021 Population by Race/Ethnicity			
Total	596	6,434	13,945
White Alone	96.8%	97.2%	96.8%
Black Alone	0.7%	0.6%	0.7%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.7%	1.4%	1.5%
Hispanic Origin	1.2%	1.1%	1.4%
Diversity Index	8.1	7.5	8.7
2010 Population by Relationship and Household Type			
Total	547	6,179	13,334
In Households	99.1%	99.1%	98.9%
In Family Households	85.9%	86.9%	87.7%
Householder	27.1%	27.4%	27.4%
Spouse	20.8%	21.2%	21.2%
Child	32.0%	32.2%	33.0%
Other relative	2.4%	2.9%	3.0%
Nonrelative	3.5%	3.3%	3.1%
In Nonfamily Households	13.2%	12.1%	11.3%
In Group Quarters	0.9%	0.9%	1.1%
Institutionalized Population	0.2%	0.3%	0.4%
Noninstitutionalized Population	0.7%	0.6%	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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	398	4,368	9,360
Less than 9th Grade	4.3%	4.5%	4.2%
9th - 12th Grade, No Diploma	7.3%	10.3%	10.7%
High School Graduate	42.5%	41.9%	40.9%
GED/Alternative Credential	4.5%	6.2%	6.3%
Some College, No Degree	18.6%	16.5%	16.0%
Associate Degree	9.8%	7.8%	7.9%
Bachelor's Degree	6.8%	8.9%	10.1%
Graduate/Professional Degree	6.3%	3.9%	3.9%
2016 Population 15+ by Marital Status			
Total	465	5,105	10,994
Never Married	29.9%	28.6%	28.8%
Married	51.2%	52.6%	52.4%
Widowed	2.6%	4.0%	4.9%
Divorced	16.3%	14.8%	13.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	94.1%	93.7%
Civilian Unemployed	6.2%	5.9%	6.3%
2016 Employed Population 16+ by Industry			
Total	274	2,905	6,182
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	4.0%	5.0%	5.3%
Manufacturing	20.8%	22.1%	22.0%
Wholesale Trade	0.4%	1.7%	2.2%
Retail Trade	14.2%	12.0%	10.7%
Transportation/Utilities	3.3%	3.9%	4.3%
Information	1.8%	1.6%	0.9%
Finance/Insurance/Real Estate	3.3%	3.9%	4.4%
Services	46.4%	46.2%	47.3%
Public Administration	6.2%	3.2%	2.6%
2016 Employed Population 16+ by Occupation			
Total	276	2,903	6,181
White Collar	49.3%	42.3%	42.5%
Management/Business/Financial	12.0%	9.9%	9.6%
Professional	19.0%	14.6%	14.1%
Sales	13.5%	7.8%	7.5%
Administrative Support	4.7%	9.9%	11.2%
Services	25.5%	22.6%	22.6%
Blue Collar	25.9%	35.0%	34.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	4.6%	5.1%
Installation/Maintenance/Repair	4.7%	6.5%	7.2%
Production	10.9%	16.2%	14.6%
Transportation/Material Moving	7.3%	7.7%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	547	6,179	13,334
Population Inside Urbanized Area	40.2%	30.9%	27.8%
Population Inside Urbanized Cluster	0.0%	0.0%	1.1%
Rural Population	59.8%	69.1%	71.1%

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

Dela Palma Rd/SR 32
4457 Dela Palma Rd, Williamsburg, OH, 45176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06350
Longitude: -84.03196

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	194	2,381	4,887
Households with 1 Person	25.3%	22.3%	20.5%
Households with 2+ People	74.7%	77.7%	79.5%
Family Households	71.1%	73.5%	75.2%
Husband-wife Families	54.6%	56.7%	58.1%
With Related Children	23.7%	23.4%	24.4%
Other Family (No Spouse Present)	16.5%	16.8%	17.1%
Other Family with Male Householder	4.6%	5.7%	6.1%
With Related Children	2.6%	3.7%	4.0%
Other Family with Female Householder	11.9%	11.0%	10.9%
With Related Children	7.2%	7.3%	7.4%
Nonfamily Households	3.6%	4.2%	4.4%
All Households with Children	34.4%	35.2%	36.5%
Multigenerational Households	4.6%	4.9%	5.0%
Unmarried Partner Households	7.7%	7.4%	7.4%
Male-female	7.2%	7.0%	7.0%
Same-sex	0.5%	0.4%	0.4%
2010 Households by Size			
Total	194	2,383	4,886
1 Person Household	25.3%	22.3%	20.5%
2 Person Household	32.5%	34.1%	34.1%
3 Person Household	18.0%	18.0%	18.1%
4 Person Household	13.4%	14.5%	15.6%
5 Person Household	7.2%	6.8%	7.3%
6 Person Household	2.1%	2.7%	2.9%
7 + Person Household	1.5%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	195	2,381	4,887
Owner Occupied	69.7%	73.8%	76.9%
Owned with a Mortgage/Loan	50.8%	55.3%	56.7%
Owned Free and Clear	19.5%	18.6%	20.2%
Renter Occupied	30.3%	26.2%	23.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	206	2,582	5,245
Housing Units Inside Urbanized Area	43.2%	33.9%	29.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Housing Units	56.8%	66.1%	69.8%

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.

Market Profile

Dela Palma Rd/SR 32
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 Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Traditional Living (12B)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Top Tier (1A)	Traditional Living (12B)	Down the Road (10D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$353,243	\$3,919,023	\$8,218,582
Average Spent	\$1,714.77	\$1,594.40	\$1,627.44
Spending Potential Index	85	79	81
Education: Total \$	\$242,003	\$2,538,534	\$5,098,148
Average Spent	\$1,174.77	\$1,032.76	\$1,009.53
Spending Potential Index	83	73	71
Entertainment/Recreation: Total \$	\$545,421	\$5,972,561	\$12,411,167
Average Spent	\$2,647.67	\$2,429.85	\$2,457.66
Spending Potential Index	91	83	84
Food at Home: Total \$	\$946,042	\$10,412,474	\$21,685,595
Average Spent	\$4,592.44	\$4,236.16	\$4,294.18
Spending Potential Index	92	85	86
Food Away from Home: Total \$	\$556,330	\$6,182,255	\$12,964,742
Average Spent	\$2,700.63	\$2,515.16	\$2,567.28
Spending Potential Index	87	81	83
Health Care: Total \$	\$1,078,325	\$11,668,643	\$24,051,288
Average Spent	\$5,234.59	\$4,747.21	\$4,762.63
Spending Potential Index	99	90	90
HH Furnishings & Equipment: Total \$	\$327,024	\$3,562,776	\$7,388,513
Average Spent	\$1,587.50	\$1,449.46	\$1,463.07
Spending Potential Index	90	82	83
Personal Care Products & Services: Total \$	\$132,470	\$1,448,082	\$3,028,604
Average Spent	\$643.06	\$589.13	\$599.72
Spending Potential Index	88	80	82
Shelter: Total \$	\$2,638,798	\$28,839,663	\$59,923,151
Average Spent	\$12,809.70	\$11,732.98	\$11,865.97
Spending Potential Index	82	75	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$459,036	\$4,943,807	\$10,158,192
Average Spent	\$2,228.33	\$2,011.31	\$2,011.52
Spending Potential Index	96	87	87
Travel: Total \$	\$338,818	\$3,576,059	\$7,319,369
Average Spent	\$1,644.75	\$1,454.87	\$1,449.38
Spending Potential Index	88	78	78
Vehicle Maintenance & Repairs: Total \$	\$199,386	\$2,169,877	\$4,500,579
Average Spent	\$967.89	\$882.78	\$891.20
Spending Potential Index	93	85	86

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.