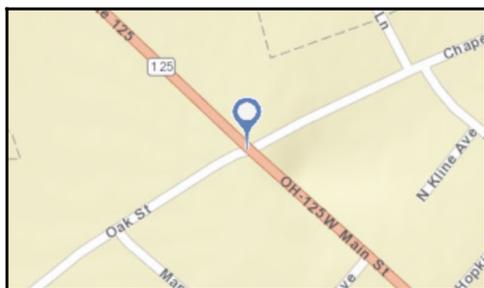
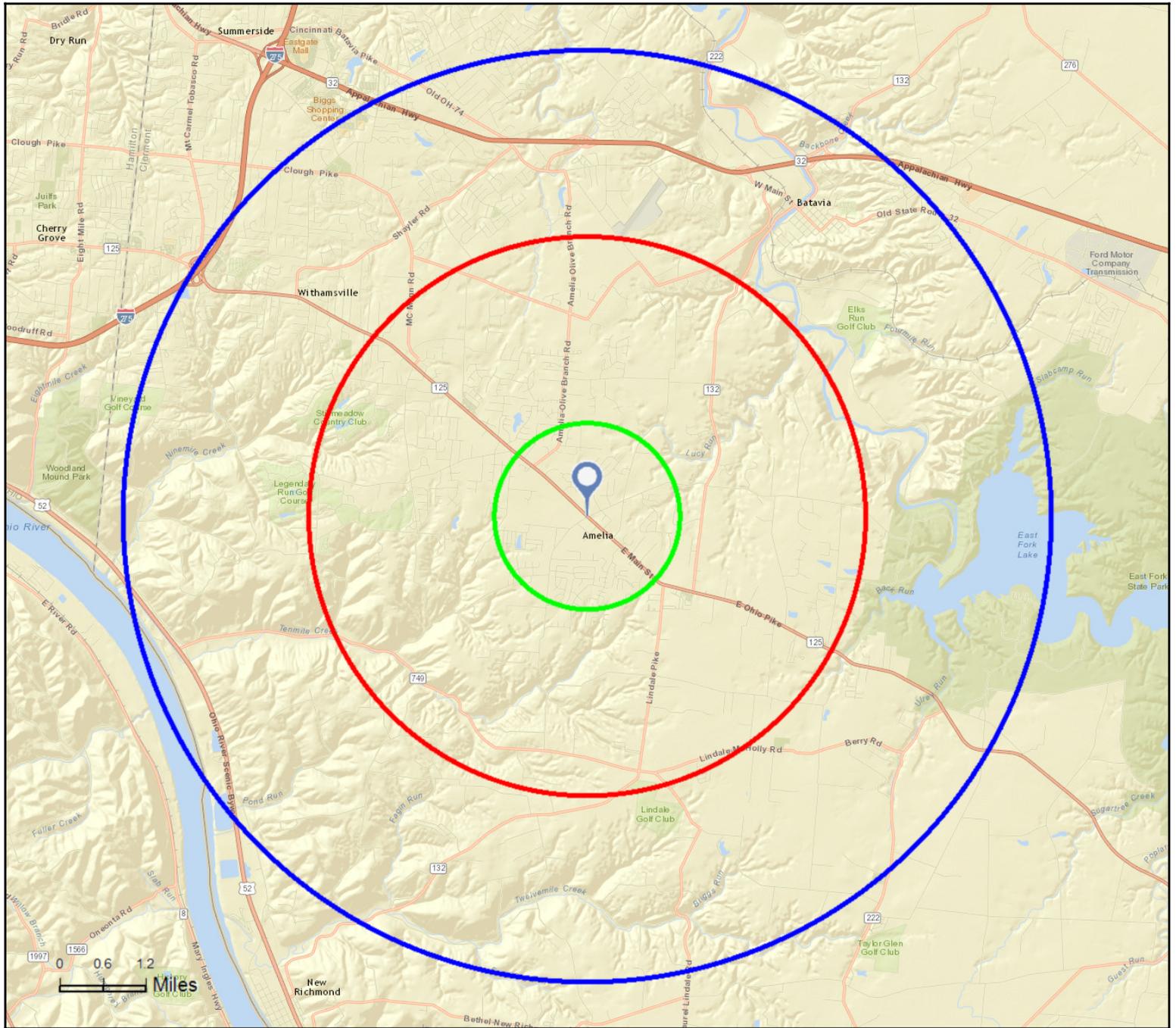


# Site Map

Downtown Amelia  
 2 Chapel Rd, Amelia, OH, 45102  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.03032  
 Longitude: -84.22099



# Market Profile

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,244	19,221	48,262
2010 Total Population	6,717	24,398	57,479
2016 Total Population	7,055	25,370	61,051
2016 Group Quarters	5	64	614
2021 Total Population	7,316	26,242	63,713
2016-2021 Annual Rate	0.73%	0.68%	0.86%
<b>Household Summary</b>			
2000 Households	1,739	7,087	18,472
2000 Average Household Size	2.44	2.71	2.58
2010 Households	2,703	9,163	22,338
2010 Average Household Size	2.48	2.66	2.55
2016 Households	2,831	9,549	23,876
2016 Average Household Size	2.49	2.65	2.53
2021 Households	2,937	9,894	25,003
2021 Average Household Size	2.49	2.65	2.52
2016-2021 Annual Rate	0.74%	0.71%	0.93%
2010 Families	1,797	6,733	15,477
2010 Average Family Size	3.02	3.06	3.02
2016 Families	1,853	6,933	16,265
2016 Average Family Size	3.04	3.07	3.02
2021 Families	1,909	7,139	16,883
2021 Average Family Size	3.05	3.07	3.02
2016-2021 Annual Rate	0.60%	0.59%	0.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,878	7,533	19,521
Owner Occupied Housing Units	51.3%	67.8%	64.2%
Renter Occupied Housing Units	41.2%	26.3%	30.5%
Vacant Housing Units	7.5%	5.9%	5.4%
2010 Housing Units	2,922	9,845	24,164
Owner Occupied Housing Units	61.2%	69.3%	64.0%
Renter Occupied Housing Units	31.3%	23.7%	28.4%
Vacant Housing Units	7.5%	6.9%	7.6%
2016 Housing Units	3,036	10,300	25,744
Owner Occupied Housing Units	58.5%	66.5%	61.1%
Renter Occupied Housing Units	34.7%	26.2%	31.6%
Vacant Housing Units	6.8%	7.3%	7.3%
2021 Housing Units	3,158	10,733	27,018
Owner Occupied Housing Units	58.1%	65.8%	60.5%
Renter Occupied Housing Units	34.9%	26.3%	32.0%
Vacant Housing Units	7.0%	7.8%	7.5%
<b>Median Household Income</b>			
2016	\$55,592	\$60,636	\$58,436
2021	\$61,423	\$69,656	\$67,272
<b>Median Home Value</b>			
2016	\$141,129	\$169,486	\$173,783
2021	\$172,254	\$196,254	\$202,269
<b>Per Capita Income</b>			
2016	\$24,613	\$27,730	\$29,825
2021	\$27,659	\$31,018	\$33,168
<b>Median Age</b>			
2010	32.8	35.2	36.3
2016	34.1	36.2	36.9
2021	34.0	36.8	37.4

**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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.03032  
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	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	2,831	9,549	23,876
<\$15,000	8.4%	8.2%	8.9%
\$15,000 - \$24,999	12.4%	9.5%	9.7%
\$25,000 - \$34,999	10.1%	9.4%	9.8%
\$35,000 - \$49,999	9.2%	10.9%	12.7%
\$50,000 - \$74,999	29.8%	22.6%	20.3%
\$75,000 - \$99,999	13.4%	12.8%	12.7%
\$100,000 - \$149,999	13.6%	19.0%	16.3%
\$150,000 - \$199,999	2.0%	5.1%	5.5%
\$200,000+	1.1%	2.5%	4.1%
Average Household Income	\$62,994	\$74,062	\$75,904
<b>2021 Households by Income</b>			
Household Income Base	2,937	9,894	25,003
<\$15,000	7.7%	7.6%	8.5%
\$15,000 - \$24,999	10.8%	8.4%	8.7%
\$25,000 - \$34,999	9.0%	8.6%	9.3%
\$35,000 - \$49,999	4.7%	6.2%	7.2%
\$50,000 - \$74,999	30.7%	22.8%	21.2%
\$75,000 - \$99,999	16.3%	14.2%	14.5%
\$100,000 - \$149,999	17.1%	23.4%	19.7%
\$150,000 - \$199,999	2.5%	6.1%	6.5%
\$200,000+	1.3%	2.9%	4.4%
Average Household Income	\$70,815	\$82,742	\$84,212
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	1,776	6,848	15,739
<\$50,000	2.9%	5.8%	7.7%
\$50,000 - \$99,999	12.6%	9.7%	10.4%
\$100,000 - \$149,999	41.9%	25.4%	21.8%
\$150,000 - \$199,999	23.7%	23.4%	21.1%
\$200,000 - \$249,999	8.5%	13.6%	14.2%
\$250,000 - \$299,999	5.6%	8.1%	8.7%
\$300,000 - \$399,999	2.1%	9.2%	10.4%
\$400,000 - \$499,999	1.7%	2.4%	2.9%
\$500,000 - \$749,999	0.4%	1.3%	1.9%
\$750,000 - \$999,999	0.6%	0.6%	0.5%
\$1,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$161,036	\$196,521	\$199,962
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,835	7,067	16,347
<\$50,000	1.5%	3.1%	4.6%
\$50,000 - \$99,999	6.8%	5.3%	6.0%
\$100,000 - \$149,999	25.0%	14.3%	12.7%
\$150,000 - \$199,999	37.7%	29.5%	25.8%
\$200,000 - \$249,999	13.7%	19.8%	20.4%
\$250,000 - \$299,999	9.1%	12.0%	12.5%
\$300,000 - \$399,999	2.5%	10.2%	11.6%
\$400,000 - \$499,999	2.6%	3.0%	3.3%
\$500,000 - \$749,999	0.4%	1.6%	2.2%
\$750,000 - \$999,999	0.8%	0.8%	0.6%
\$1,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$188,222	\$221,862	\$225,060

**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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	6,715	24,397	57,477
0 - 4	9.9%	8.5%	7.7%
5 - 9	7.6%	7.9%	7.2%
10 - 14	6.5%	7.0%	6.6%
15 - 24	11.8%	11.9%	12.8%
25 - 34	18.5%	14.6%	14.1%
35 - 44	14.5%	14.2%	13.6%
45 - 54	12.6%	15.1%	15.2%
55 - 64	9.7%	11.5%	12.1%
65 - 74	5.2%	5.8%	6.5%
75 - 84	2.8%	2.7%	3.2%
85 +	1.0%	0.9%	1.1%
18 +	72.6%	72.8%	74.7%
<b>2016 Population by Age</b>			
Total	7,056	25,369	61,052
0 - 4	9.2%	7.8%	7.1%
5 - 9	8.9%	8.1%	7.2%
10 - 14	7.2%	7.4%	6.7%
15 - 24	10.8%	11.2%	12.0%
25 - 34	15.4%	13.7%	14.5%
35 - 44	16.2%	14.3%	13.2%
45 - 54	11.4%	13.2%	13.3%
55 - 64	10.5%	12.6%	13.0%
65 - 74	6.6%	7.6%	8.3%
75 - 84	2.7%	3.0%	3.6%
85 +	1.1%	1.0%	1.3%
18 +	71.3%	73.1%	75.5%
<b>2021 Population by Age</b>			
Total	7,315	26,242	63,714
0 - 4	8.9%	7.6%	7.0%
5 - 9	8.7%	7.6%	6.8%
10 - 14	8.5%	7.9%	7.0%
15 - 24	11.7%	11.5%	11.8%
25 - 34	13.7%	12.6%	14.1%
35 - 44	16.3%	14.8%	13.6%
45 - 54	11.4%	12.3%	12.0%
55 - 64	9.4%	12.1%	12.6%
65 - 74	7.0%	8.7%	9.5%
75 - 84	3.3%	3.8%	4.4%
85 +	1.1%	1.1%	1.4%
18 +	70.0%	72.8%	75.5%
<b>2010 Population by Sex</b>			
Males	3,256	12,069	28,240
Females	3,461	12,329	29,239
<b>2016 Population by Sex</b>			
Males	3,424	12,563	30,001
Females	3,630	12,808	31,050
<b>2021 Population by Sex</b>			
Males	3,552	13,007	31,268
Females	3,764	13,235	32,445

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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	6,717	24,399	57,479
White Alone	95.8%	95.7%	95.3%
Black Alone	1.3%	1.2%	1.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	1.6%	1.6%	1.5%
Hispanic Origin	1.7%	1.4%	1.4%
Diversity Index	11.4	10.9	11.7
<b>2016 Population by Race/Ethnicity</b>			
Total	7,054	25,370	61,050
White Alone	94.5%	94.6%	94.0%
Black Alone	1.9%	1.7%	1.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	0.9%	1.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	1.9%	2.0%	1.9%
Hispanic Origin	2.4%	1.9%	1.9%
Diversity Index	14.7	13.8	14.9
<b>2021 Population by Race/Ethnicity</b>			
Total	7,315	26,242	63,712
White Alone	93.4%	93.5%	92.8%
Black Alone	2.4%	2.1%	2.4%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.1%	1.2%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.6%
Two or More Races	2.3%	2.3%	2.2%
Hispanic Origin	2.9%	2.4%	2.4%
Diversity Index	17.7	16.5	17.8
<b>2010 Population by Relationship and Household Type</b>			
Total	6,717	24,398	57,479
In Households	99.9%	99.7%	99.0%
In Family Households	83.5%	87.2%	83.8%
Householder	26.1%	27.3%	26.9%
Spouse	19.3%	21.1%	20.3%
Child	32.6%	33.6%	31.7%
Other relative	2.6%	2.5%	2.5%
Nonrelative	2.8%	2.6%	2.5%
In Nonfamily Households	16.5%	12.6%	15.2%
In Group Quarters	0.1%	0.3%	1.0%
Institutionalized Population	0.0%	0.2%	0.7%
Noninstitutionalized Population	0.1%	0.0%	0.3%

**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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
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	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	4,509	16,618	40,914
Less than 9th Grade	2.6%	2.9%	2.9%
9th - 12th Grade, No Diploma	4.9%	5.8%	6.5%
High School Graduate	27.3%	28.2%	28.9%
GED/Alternative Credential	4.4%	5.3%	5.2%
Some College, No Degree	21.1%	18.1%	19.4%
Associate Degree	16.1%	12.1%	10.3%
Bachelor's Degree	17.2%	17.6%	17.7%
Graduate/Professional Degree	6.4%	10.1%	9.2%
<b>2016 Population 15+ by Marital Status</b>			
Total	5,273	19,469	48,222
Never Married	29.7%	28.0%	29.7%
Married	51.8%	55.1%	53.2%
Widowed	4.9%	4.9%	5.0%
Divorced	13.6%	12.0%	12.2%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.1%	95.8%	95.9%
Civilian Unemployed	4.9%	4.2%	4.1%
<b>2016 Employed Population 16+ by Industry</b>			
Total	3,590	12,967	31,186
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.0%	6.0%	6.4%
Manufacturing	10.0%	11.9%	12.7%
Wholesale Trade	2.3%	3.6%	3.0%
Retail Trade	12.3%	11.5%	12.3%
Transportation/Utilities	5.6%	6.4%	4.9%
Information	1.9%	1.5%	1.6%
Finance/Insurance/Real Estate	7.9%	7.5%	8.2%
Services	53.0%	48.7%	47.7%
Public Administration	1.9%	2.5%	3.0%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	3,591	12,966	31,186
White Collar	61.2%	61.4%	61.4%
Management/Business/Financial	16.8%	16.3%	15.4%
Professional	20.1%	22.0%	21.6%
Sales	8.5%	8.5%	9.6%
Administrative Support	15.8%	14.7%	14.8%
Services	20.2%	16.3%	15.5%
Blue Collar	18.6%	22.3%	23.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	4.7%	5.2%	4.7%
Installation/Maintenance/Repair	6.4%	5.6%	5.6%
Production	3.5%	5.3%	7.2%
Transportation/Material Moving	3.9%	6.2%	5.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,717	24,398	57,479
Population Inside Urbanized Area	99.6%	92.0%	90.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Population	0.4%	8.0%	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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Rings: 1, 3, 5 mile radii

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Latitude: 39.03032  
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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,703	9,163	22,338
Households with 1 Person	26.9%	20.8%	23.9%
Households with 2+ People	73.1%	79.2%	76.1%
Family Households	66.5%	73.5%	69.3%
Husband-wife Families	49.3%	56.6%	52.3%
With Related Children	25.5%	26.7%	23.3%
Other Family (No Spouse Present)	17.2%	16.9%	17.0%
Other Family with Male Householder	5.0%	5.4%	5.1%
With Related Children	3.1%	3.6%	3.4%
Other Family with Female Householder	12.2%	11.4%	11.9%
With Related Children	8.5%	7.9%	8.0%
Nonfamily Households	6.6%	5.7%	6.8%
All Households with Children	37.8%	38.8%	35.3%
Multigenerational Households	3.4%	3.8%	3.6%
Unmarried Partner Households	8.6%	8.0%	8.5%
Male-female	8.0%	7.4%	7.9%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,703	9,163	22,339
1 Person Household	26.9%	20.8%	23.9%
2 Person Household	31.0%	33.7%	35.1%
3 Person Household	17.5%	18.6%	17.4%
4 Person Household	15.2%	16.2%	14.1%
5 Person Household	6.1%	6.9%	6.1%
6 Person Household	2.4%	2.8%	2.3%
7 + Person Household	0.8%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,703	9,163	22,338
Owner Occupied	66.2%	74.5%	69.2%
Owned with a Mortgage/Loan	59.1%	61.1%	54.3%
Owned Free and Clear	7.1%	13.4%	14.9%
Renter Occupied	33.8%	25.5%	30.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,922	9,845	24,164
Housing Units Inside Urbanized Area	99.6%	92.2%	90.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Housing Units	0.4%	7.8%	8.6%

**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

Downtown Amelia  
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Prepared by Esri  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Old and Newcomers (8F)	Green Acres (6A)	Bright Young Professionals
<b>2.</b>	Up and Coming Families	Soccer Moms (4A)	Green Acres (6A)
<b>3.</b>	Middleburg (4C)	Up and Coming Families	Soccer Moms (4A)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,675,952	\$18,346,681	\$47,757,987
Average Spent	\$1,651.70	\$1,921.32	\$2,000.25
Spending Potential Index	82	95	99
Education: Total \$	\$3,078,652	\$12,475,582	\$32,158,641
Average Spent	\$1,087.48	\$1,306.48	\$1,346.90
Spending Potential Index	77	92	95
Entertainment/Recreation: Total \$	\$6,778,897	\$26,750,042	\$68,657,156
Average Spent	\$2,394.52	\$2,801.34	\$2,875.57
Spending Potential Index	82	96	99
Food at Home: Total \$	\$11,563,429	\$44,917,523	\$117,522,702
Average Spent	\$4,084.57	\$4,703.90	\$4,922.21
Spending Potential Index	82	94	99
Food Away from Home: Total \$	\$7,306,927	\$28,493,101	\$74,192,045
Average Spent	\$2,581.04	\$2,983.88	\$3,107.39
Spending Potential Index	83	96	100
Health Care: Total \$	\$12,124,446	\$48,232,260	\$122,922,129
Average Spent	\$4,282.74	\$5,051.03	\$5,148.36
Spending Potential Index	81	95	97
HH Furnishings & Equipment: Total \$	\$4,148,562	\$16,394,322	\$41,975,768
Average Spent	\$1,465.41	\$1,716.86	\$1,758.07
Spending Potential Index	83	97	100
Personal Care Products & Services: Total \$	\$1,704,322	\$6,719,153	\$17,329,137
Average Spent	\$602.02	\$703.65	\$725.80
Spending Potential Index	82	96	99
Shelter: Total \$	\$36,247,429	\$140,941,107	\$366,836,778
Average Spent	\$12,803.75	\$14,759.78	\$15,364.25
Spending Potential Index	82	95	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,364,296	\$21,453,463	\$54,472,979
Average Spent	\$1,894.84	\$2,246.67	\$2,281.50
Spending Potential Index	82	97	98
Travel: Total \$	\$4,272,051	\$17,322,962	\$43,429,656
Average Spent	\$1,509.03	\$1,814.11	\$1,818.97
Spending Potential Index	81	97	98
Vehicle Maintenance & Repairs: Total \$	\$2,400,575	\$9,445,794	\$24,403,431
Average Spent	\$847.96	\$989.19	\$1,022.09
Spending Potential Index	82	96	99

**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.

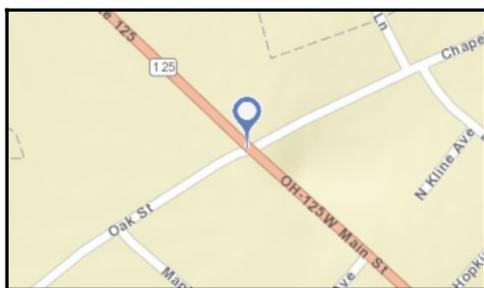
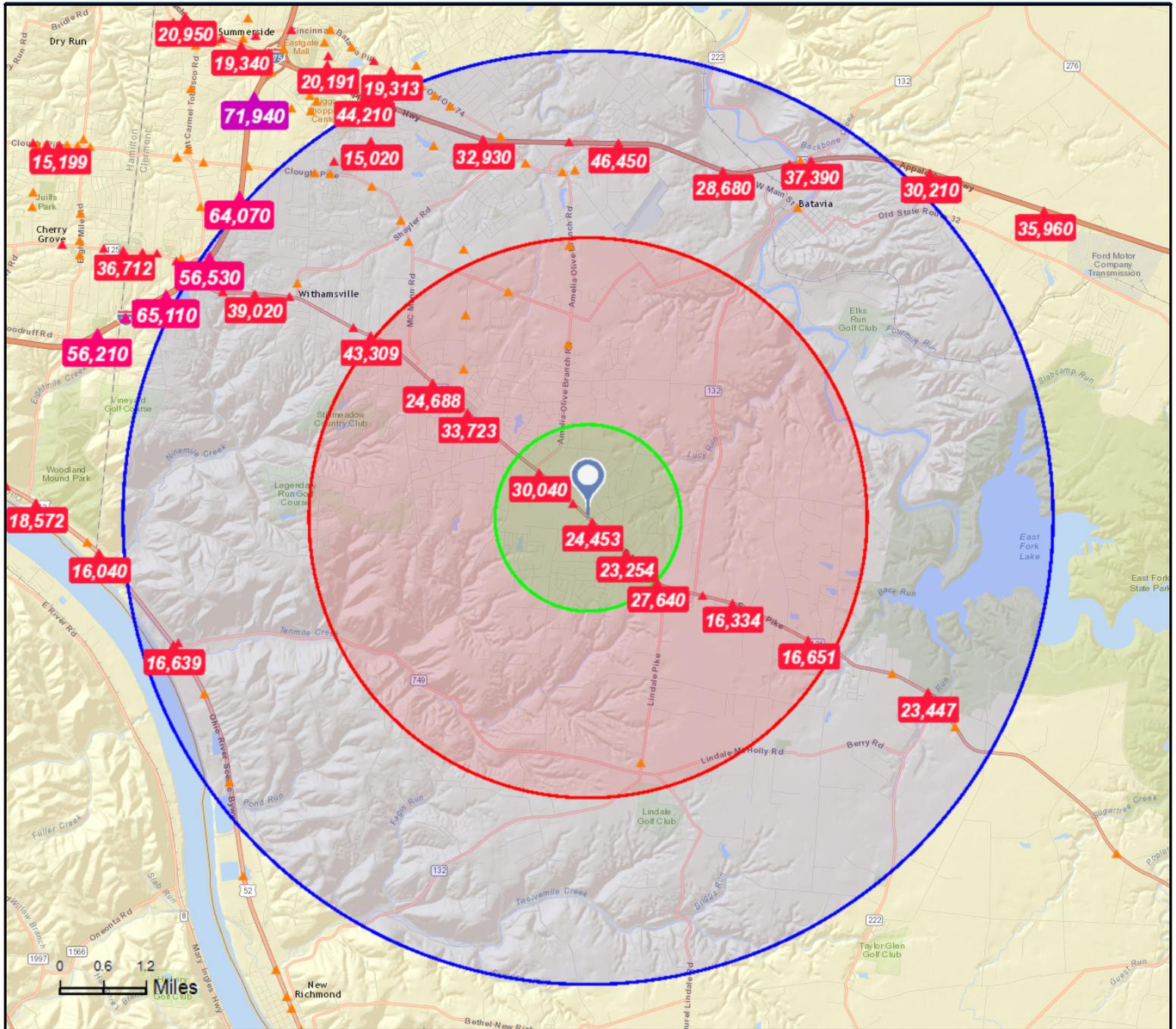
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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

Downtown Amelia  
 2 Chapel Rd, Amelia, OH, 45102  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.03032  
 Longitude: -84.22099



- 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

Downtown Amelia  
 2 Chapel Rd, Amelia, OH, 45102  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.03032  
 Longitude: -84.22099

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	156	667	1,650
Total Employees:	1,181	8,152	25,956
Total Residential Population:	7,055	25,370	61,051
Employee/Residential Population Ratio:	0.17:1	0.32:1	0.43:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	3.8%	12	1.0%	32	4.8%	211	2.6%	62	3.8%	401	1.5%
Construction	11	7.1%	38	3.2%	84	12.6%	582	7.1%	199	12.1%	1,237	4.8%
Manufacturing	2	1.3%	19	1.6%	39	5.8%	1,080	13.2%	79	4.8%	2,158	8.3%
Transportation	4	2.6%	17	1.4%	15	2.2%	73	0.9%	40	2.4%	213	0.8%
Communication	1	0.6%	2	0.2%	3	0.4%	12	0.1%	6	0.4%	22	0.1%
Utility	0	0.0%	0	0.0%	2	0.3%	4	0.0%	4	0.2%	23	0.1%
Wholesale Trade	1	0.6%	6	0.5%	19	2.8%	160	2.0%	62	3.8%	830	3.2%
<b>Retail Trade Summary</b>	<b>35</b>	<b>22.4%</b>	<b>377</b>	<b>31.9%</b>	<b>139</b>	<b>20.8%</b>	<b>2,253</b>	<b>27.6%</b>	<b>305</b>	<b>18.5%</b>	<b>4,911</b>	<b>18.9%</b>
Home Improvement	2	1.3%	9	0.8%	5	0.7%	40	0.5%	17	1.0%	236	0.9%
General Merchandise Stores	1	0.6%	5	0.4%	5	0.7%	356	4.4%	10	0.6%	498	1.9%
Food Stores	4	2.6%	129	10.9%	13	1.9%	219	2.7%	29	1.8%	352	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	6	3.8%	39	3.3%	31	4.6%	509	6.2%	68	4.1%	1,129	4.3%
Apparel & Accessory Stores	1	0.6%	2	0.2%	3	0.4%	7	0.1%	8	0.5%	33	0.1%
Furniture & Home Furnishings	0	0.0%	1	0.1%	13	1.9%	107	1.3%	26	1.6%	215	0.8%
Eating & Drinking Places	8	5.1%	112	9.5%	41	6.1%	669	8.2%	76	4.6%	1,486	5.7%
Miscellaneous Retail	14	9.0%	80	6.8%	29	4.3%	345	4.2%	72	4.4%	963	3.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>26</b>	<b>16.7%</b>	<b>178</b>	<b>15.1%</b>	<b>82</b>	<b>12.3%</b>	<b>1,759</b>	<b>21.6%</b>	<b>201</b>	<b>12.2%</b>	<b>2,246</b>	<b>8.7%</b>
Banks, Savings & Lending Institutions	13	8.3%	26	2.2%	45	6.7%	80	1.0%	89	5.4%	157	0.6%
Securities Brokers	1	0.6%	2	0.2%	3	0.4%	5	0.1%	6	0.4%	13	0.1%
Insurance Carriers & Agents	4	2.6%	132	11.2%	12	1.8%	1,614	19.8%	42	2.5%	1,813	7.0%
Real Estate, Holding, Other Investment Offices	7	4.5%	18	1.5%	22	3.3%	61	0.7%	65	3.9%	264	1.0%
<b>Services Summary</b>	<b>60</b>	<b>38.5%</b>	<b>456</b>	<b>38.6%</b>	<b>209</b>	<b>31.3%</b>	<b>1,632</b>	<b>20.0%</b>	<b>540</b>	<b>32.7%</b>	<b>11,984</b>	<b>46.2%</b>
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	15	0.2%	5	0.3%	58	0.2%
Automotive Services	4	2.6%	17	1.4%	19	2.8%	71	0.9%	54	3.3%	280	1.1%
Motion Pictures & Amusements	7	4.5%	9	0.8%	26	3.9%	94	1.2%	49	3.0%	304	1.2%
Health Services	2	1.3%	6	0.5%	7	1.0%	90	1.1%	46	2.8%	1,235	4.8%
Legal Services	3	1.9%	18	1.5%	7	1.0%	35	0.4%	26	1.6%	128	0.5%
Education Institutions & Libraries	3	1.9%	101	8.6%	12	1.8%	528	6.5%	36	2.2%	1,939	7.5%
Other Services	42	26.9%	305	25.8%	138	20.7%	799	9.8%	323	19.6%	8,038	31.0%
<b>Government</b>	<b>2</b>	<b>1.3%</b>	<b>76</b>	<b>6.4%</b>	<b>13</b>	<b>1.9%</b>	<b>384</b>	<b>4.7%</b>	<b>83</b>	<b>5.0%</b>	<b>1,919</b>	<b>7.4%</b>
<b>Unclassified Establishments</b>	<b>7</b>	<b>4.5%</b>	<b>0</b>	<b>0.0%</b>	<b>31</b>	<b>4.6%</b>	<b>2</b>	<b>0.0%</b>	<b>68</b>	<b>4.1%</b>	<b>13</b>	<b>0.1%</b>
<b>Totals</b>	<b>156</b>	<b>100.0%</b>	<b>1,181</b>	<b>100.0%</b>	<b>667</b>	<b>100.0%</b>	<b>8,152</b>	<b>100.0%</b>	<b>1,650</b>	<b>100.0%</b>	<b>25,956</b>	<b>100.0%</b>

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



# Business Summary

Downtown Amelia  
 2 Chapel Rd, Amelia, OH, 45102  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.03032  
 Longitude: -84.22099

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	0.3%	2	0.0%	3	0.2%	5	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	1	0.0%	3	0.2%	18	0.1%
Construction	12	7.7%	38	3.2%	90	13.5%	604	7.4%	212	12.8%	1,287	5.0%
Manufacturing	3	1.9%	23	1.9%	41	6.1%	1,092	13.4%	86	5.2%	2,195	8.5%
Wholesale Trade	1	0.6%	6	0.5%	18	2.7%	147	1.8%	59	3.6%	681	2.6%
Retail Trade	26	16.7%	251	21.3%	93	13.9%	1,546	19.0%	220	13.3%	3,356	12.9%
Motor Vehicle & Parts Dealers	5	3.2%	29	2.5%	26	3.9%	482	5.9%	55	3.3%	1,068	4.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	5	0.7%	47	0.6%	12	0.7%	97	0.4%
Electronics & Appliance Stores	0	0.0%	1	0.1%	8	1.2%	65	0.8%	13	0.8%	115	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	9	0.8%	5	0.7%	40	0.5%	17	1.0%	236	0.9%
Food & Beverage Stores	2	1.3%	120	10.2%	10	1.5%	196	2.4%	23	1.4%	318	1.2%
Health & Personal Care Stores	4	2.6%	26	2.2%	8	1.2%	249	3.1%	14	0.8%	326	1.3%
Gasoline Stations	1	0.6%	11	0.9%	5	0.7%	27	0.3%	13	0.8%	61	0.2%
Clothing & Clothing Accessories Stores	3	1.9%	11	0.9%	6	0.9%	19	0.2%	14	0.8%	57	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.6%	5	0.4%	4	0.6%	10	0.1%	12	0.7%	69	0.3%
General Merchandise Stores	1	0.6%	5	0.4%	5	0.7%	356	4.4%	10	0.6%	498	1.9%
Miscellaneous Store Retailers	6	3.8%	34	2.9%	10	1.5%	52	0.6%	31	1.9%	349	1.3%
Nonstore Retailers	1	0.6%	0	0.0%	3	0.4%	3	0.0%	7	0.4%	164	0.6%
Transportation & Warehousing	4	2.6%	17	1.4%	15	2.2%	55	0.7%	36	2.2%	191	0.7%
Information	3	1.9%	17	1.4%	10	1.5%	49	0.6%	21	1.3%	304	1.2%
Finance & Insurance	20	12.8%	170	14.4%	62	9.3%	1,714	21.0%	138	8.4%	1,997	7.7%
Central Bank/Credit Intermediation & Related Activities	14	9.0%	35	3.0%	47	7.0%	95	1.2%	91	5.5%	172	0.7%
Securities, Commodity Contracts & Other Financial	1	0.6%	2	0.2%	3	0.4%	5	0.1%	6	0.4%	13	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.6%	132	11.2%	12	1.8%	1,614	19.8%	42	2.5%	1,813	7.0%
Real Estate, Rental & Leasing	12	7.7%	26	2.2%	36	5.4%	83	1.0%	90	5.5%	373	1.4%
Professional, Scientific & Tech Services	13	8.3%	53	4.5%	45	6.7%	239	2.9%	126	7.6%	6,961	26.8%
Legal Services	4	2.6%	20	1.7%	8	1.2%	38	0.5%	29	1.8%	136	0.5%
Management of Companies & Enterprises	0	0.0%	1	0.1%	1	0.1%	7	0.1%	1	0.1%	7	0.0%
Administrative & Support & Waste Management & Remediation	8	5.1%	20	1.7%	40	6.0%	166	2.0%	97	5.9%	484	1.9%
Educational Services	4	2.6%	93	7.9%	17	2.5%	530	6.5%	44	2.7%	1,786	6.9%
Health Care & Social Assistance	6	3.8%	90	7.6%	19	2.8%	303	3.7%	69	4.2%	1,581	6.1%
Arts, Entertainment & Recreation	2	1.3%	4	0.3%	9	1.3%	79	1.0%	26	1.6%	243	0.9%
Accommodation & Food Services	8	5.1%	112	9.5%	43	6.4%	697	8.6%	82	5.0%	1,561	6.0%
Accommodation	0	0.0%	0	0.0%	1	0.1%	15	0.2%	5	0.3%	58	0.2%
Food Services & Drinking Places	8	5.1%	112	9.5%	42	6.3%	681	8.4%	77	4.7%	1,503	5.8%
Other Services (except Public Administration)	27	17.3%	183	15.5%	82	12.3%	452	5.5%	187	11.3%	994	3.8%
Automotive Repair & Maintenance	4	2.6%	17	1.4%	16	2.4%	63	0.8%	42	2.5%	245	0.9%
Public Administration	2	1.3%	76	6.4%	13	1.9%	384	4.7%	83	5.0%	1,919	7.4%
Unclassified Establishments	7	4.5%	0	0.0%	31	4.6%	2	0.0%	68	4.1%	13	0.1%
<b>Total</b>	<b>156</b>	<b>100.0%</b>	<b>1,181</b>	<b>100.0%</b>	<b>667</b>	<b>100.0%</b>	<b>8,152</b>	<b>100.0%</b>	<b>1,650</b>	<b>100.0%</b>	<b>25,956</b>	<b>100.0%</b>

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

# Retail MarketPlace Profile

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

## Summary Demographics

2016 Population	7,055
2016 Households	2,831
2016 Median Disposable Income	\$45,393
2016 Per Capita Income	\$24,613

## 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	\$98,060,467	\$54,352,151	\$43,708,316	28.7	37
Total Retail Trade	44-45	\$89,059,337	\$51,484,230	\$37,575,107	26.7	30
Total Food & Drink	722	\$9,001,130	\$2,867,921	\$6,133,209	51.7	7

## Industry Group

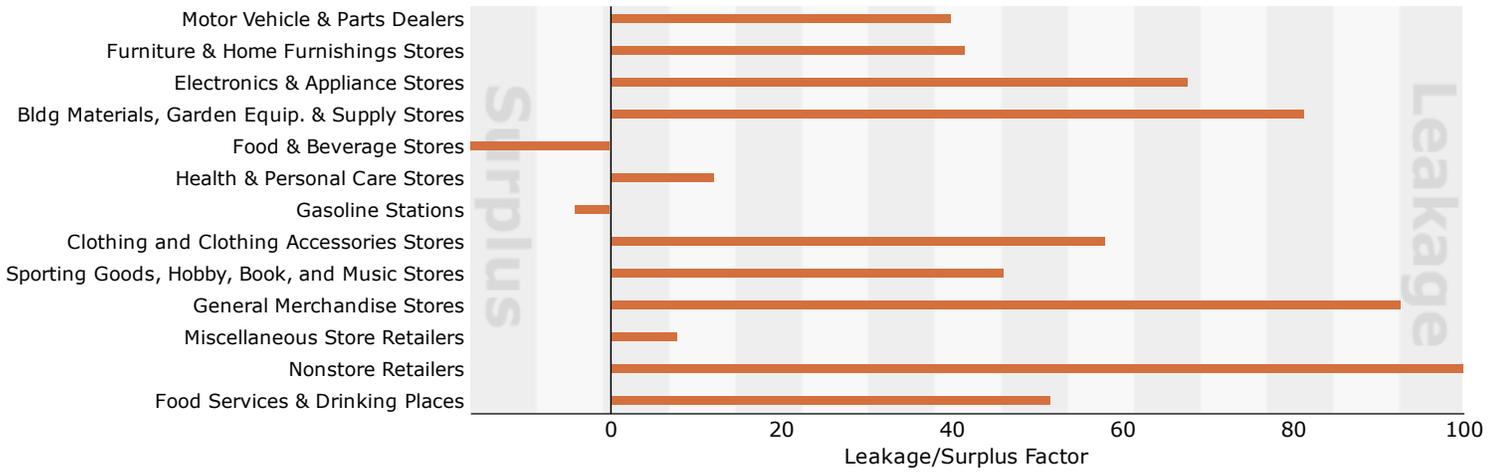
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,367,961	\$8,725,396	\$11,642,565	40.0	6
Automobile Dealers	4411	\$16,702,297	\$5,354,427	\$11,347,870	51.4	3
Other Motor Vehicle Dealers	4412	\$2,189,570	\$2,212,002	-\$22,432	-0.5	1
Auto Parts, Accessories & Tire Stores	4413	\$1,476,094	\$1,158,966	\$317,128	12.0	2
Furniture & Home Furnishings Stores	442	\$2,385,004	\$984,136	\$1,400,868	41.6	2
Furniture Stores	4421	\$1,556,160	\$0	\$1,556,160	100.0	0
Home Furnishings Stores	4422	\$828,844	\$984,136	-\$155,292	-8.6	2
Electronics & Appliance Stores	443	\$4,930,678	\$946,333	\$3,984,345	67.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,147,857	\$428,594	\$3,719,263	81.3	2
Bldg Material & Supplies Dealers	4441	\$3,576,649	\$428,594	\$3,148,055	78.6	2
Lawn & Garden Equip & Supply Stores	4442	\$571,208	\$0	\$571,208	100.0	0
Food & Beverage Stores	445	\$15,915,860	\$22,200,854	-\$6,284,994	-16.5	1
Grocery Stores	4451	\$14,680,356	\$22,029,080	-\$7,348,724	-20.0	1
Specialty Food Stores	4452	\$770,106	\$0	\$770,106	100.0	0
Beer, Wine & Liquor Stores	4453	\$465,399	\$171,774	\$293,625	46.1	1
Health & Personal Care Stores	446,4461	\$6,503,221	\$5,094,793	\$1,408,428	12.1	4
Gasoline Stations	447,4471	\$6,301,936	\$6,851,829	-\$549,893	-4.2	2
Clothing & Clothing Accessories Stores	448	\$3,945,392	\$1,049,239	\$2,896,153	58.0	2
Clothing Stores	4481	\$2,495,099	\$145,287	\$2,349,812	89.0	1
Shoe Stores	4482	\$483,424	\$0	\$483,424	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$966,869	\$903,951	\$62,918	3.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,945,193	\$1,088,004	\$1,857,189	46.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,383,547	\$928,540	\$1,455,007	43.9	1
Book, Periodical & Music Stores	4512	\$561,646	\$159,465	\$402,181	55.8	1
General Merchandise Stores	452	\$16,243,338	\$613,951	\$15,629,387	92.7	1
Department Stores Excluding Leased Depts.	4521	\$12,829,463	\$0	\$12,829,463	100.0	0
Other General Merchandise Stores	4529	\$3,413,876	\$613,951	\$2,799,925	69.5	1
Miscellaneous Store Retailers	453	\$4,097,957	\$3,501,102	\$596,855	7.9	6
Florists	4531	\$160,370	\$218,939	-\$58,569	-15.4	1
Office Supplies, Stationery & Gift Stores	4532	\$961,013	\$504,312	\$456,701	31.2	1
Used Merchandise Stores	4533	\$614,540	\$82,777	\$531,763	76.3	1
Other Miscellaneous Store Retailers	4539	\$2,362,033	\$2,695,073	-\$333,040	-6.6	3
Nonstore Retailers	454	\$1,274,940	\$0	\$1,274,940	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$760,061	\$0	\$760,061	100.0	0
Vending Machine Operators	4542	\$141,764	\$0	\$141,764	100.0	0
Direct Selling Establishments	4543	\$373,114	\$0	\$373,114	100.0	0
Food Services & Drinking Places	722	\$9,001,130	\$2,867,921	\$6,133,209	51.7	7
Full-Service Restaurants	7221	\$4,471,050	\$1,972,509	\$2,498,541	38.8	5
Limited-Service Eating Places	7222	\$4,019,860	\$821,434	\$3,198,426	66.1	2
Special Food Services	7223	\$230,262	\$73,979	\$156,283	51.4	1
Drinking Places - Alcoholic Beverages	7224	\$279,958	\$0	\$279,958	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.

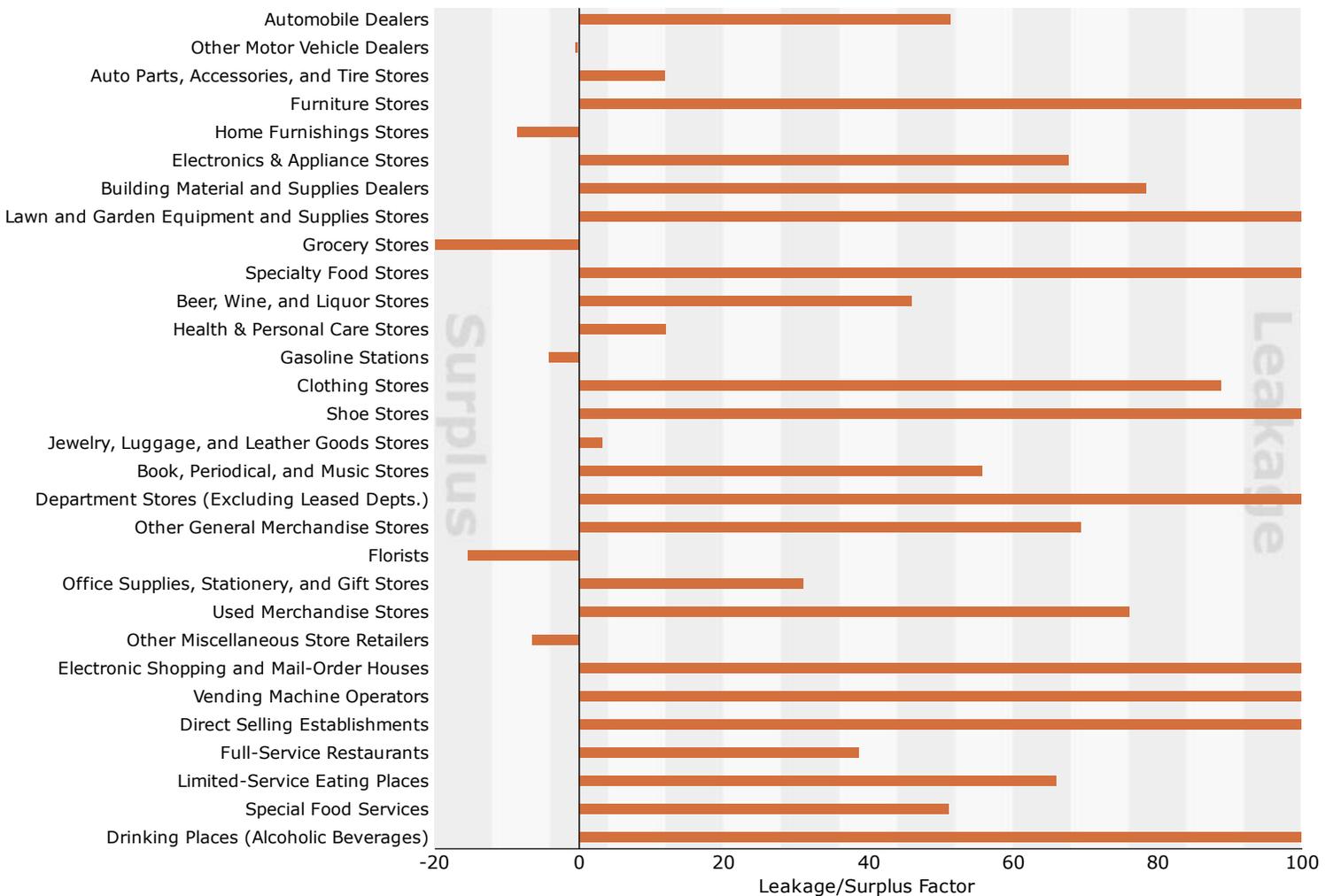
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

## Summary Demographics

2016 Population	25,370
2016 Households	9,549
2016 Median Disposable Income	\$50,618
2016 Per Capita Income	\$27,730

## 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	\$385,486,789	\$395,829,092	-\$10,342,303	-1.3	140
Total Retail Trade	44-45	\$350,072,363	\$374,173,488	-\$24,101,125	-3.3	99
Total Food & Drink	722	\$35,414,426	\$21,655,605	\$13,758,821	24.1	41

## Industry Group

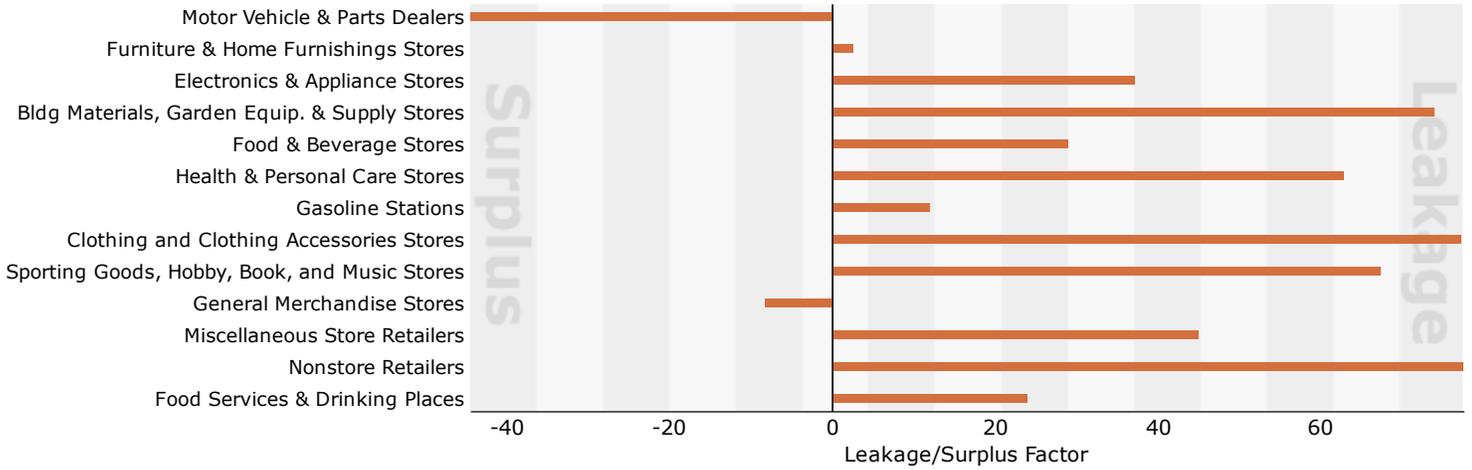
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$80,162,545	\$208,664,048	-\$128,501,503	-44.5	28
Automobile Dealers	4411	\$65,486,465	\$199,668,978	-\$134,182,513	-50.6	18
Other Motor Vehicle Dealers	4412	\$8,843,421	\$5,043,791	\$3,799,630	27.4	5
Auto Parts, Accessories & Tire Stores	4413	\$5,832,659	\$3,951,278	\$1,881,381	19.2	5
Furniture & Home Furnishings Stores	442	\$9,376,107	\$8,879,748	\$496,359	2.7	7
Furniture Stores	4421	\$6,089,679	\$5,735,226	\$354,453	3.0	2
Home Furnishings Stores	4422	\$3,286,429	\$3,144,522	\$141,907	2.2	5
Electronics & Appliance Stores	443	\$19,382,983	\$8,853,617	\$10,529,366	37.3	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,736,354	\$2,503,375	\$14,232,979	74.0	6
Bldg Material & Supplies Dealers	4441	\$14,374,407	\$2,503,375	\$11,871,032	70.3	6
Lawn & Garden Equip & Supply Stores	4442	\$2,361,947	\$0	\$2,361,947	100.0	0
Food & Beverage Stores	445	\$62,271,579	\$34,167,581	\$28,103,998	29.1	7
Grocery Stores	4451	\$57,434,719	\$33,670,252	\$23,764,467	26.1	5
Specialty Food Stores	4452	\$3,012,336	\$266,507	\$2,745,829	83.7	1
Beer, Wine & Liquor Stores	4453	\$1,824,524	\$230,822	\$1,593,702	77.5	1
Health & Personal Care Stores	446,4461	\$25,737,805	\$5,849,688	\$19,888,117	63.0	5
Gasoline Stations	447,4471	\$24,488,807	\$19,211,359	\$5,277,448	12.1	10
Clothing & Clothing Accessories Stores	448	\$15,450,830	\$1,972,587	\$13,478,243	77.4	6
Clothing Stores	4481	\$9,770,060	\$734,567	\$9,035,493	86.0	4
Shoe Stores	4482	\$1,874,272	\$0	\$1,874,272	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,806,498	\$1,238,020	\$2,568,478	50.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$11,499,064	\$2,230,931	\$9,268,133	67.5	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,323,459	\$2,012,534	\$7,310,925	64.5	5
Book, Periodical & Music Stores	4512	\$2,175,604	\$218,397	\$1,957,207	81.8	1
General Merchandise Stores	452	\$63,599,328	\$75,069,235	-\$11,469,907	-8.3	5
Department Stores Excluding Leased Depts.	4521	\$50,224,750	\$71,924,000	-\$21,699,250	-17.8	1
Other General Merchandise Stores	4529	\$13,374,578	\$3,145,235	\$10,229,343	61.9	4
Miscellaneous Store Retailers	453	\$16,167,028	\$6,117,339	\$10,049,689	45.1	11
Florists	4531	\$670,030	\$218,939	\$451,091	50.7	1
Office Supplies, Stationery & Gift Stores	4532	\$3,805,516	\$504,312	\$3,301,204	76.6	1
Used Merchandise Stores	4533	\$2,392,320	\$397,331	\$1,994,989	71.5	2
Other Miscellaneous Store Retailers	4539	\$9,299,162	\$4,996,757	\$4,302,405	30.1	7
Nonstore Retailers	454	\$5,199,931	\$653,981	\$4,545,950	77.7	2
Electronic Shopping & Mail-Order Houses	4541	\$3,011,903	\$331,372	\$2,680,531	80.2	1
Vending Machine Operators	4542	\$554,410	\$132,278	\$422,132	61.5	1
Direct Selling Establishments	4543	\$1,633,618	\$190,331	\$1,443,287	79.1	1
Food Services & Drinking Places	722	\$35,414,426	\$21,655,605	\$13,758,821	24.1	41
Full-Service Restaurants	7221	\$17,632,938	\$9,881,479	\$7,751,459	28.2	20
Limited-Service Eating Places	7222	\$15,748,838	\$11,532,315	\$4,216,523	15.5	18
Special Food Services	7223	\$936,677	\$126,118	\$810,559	76.3	1
Drinking Places - Alcoholic Beverages	7224	\$1,095,973	\$115,692	\$980,281	80.9	2

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.

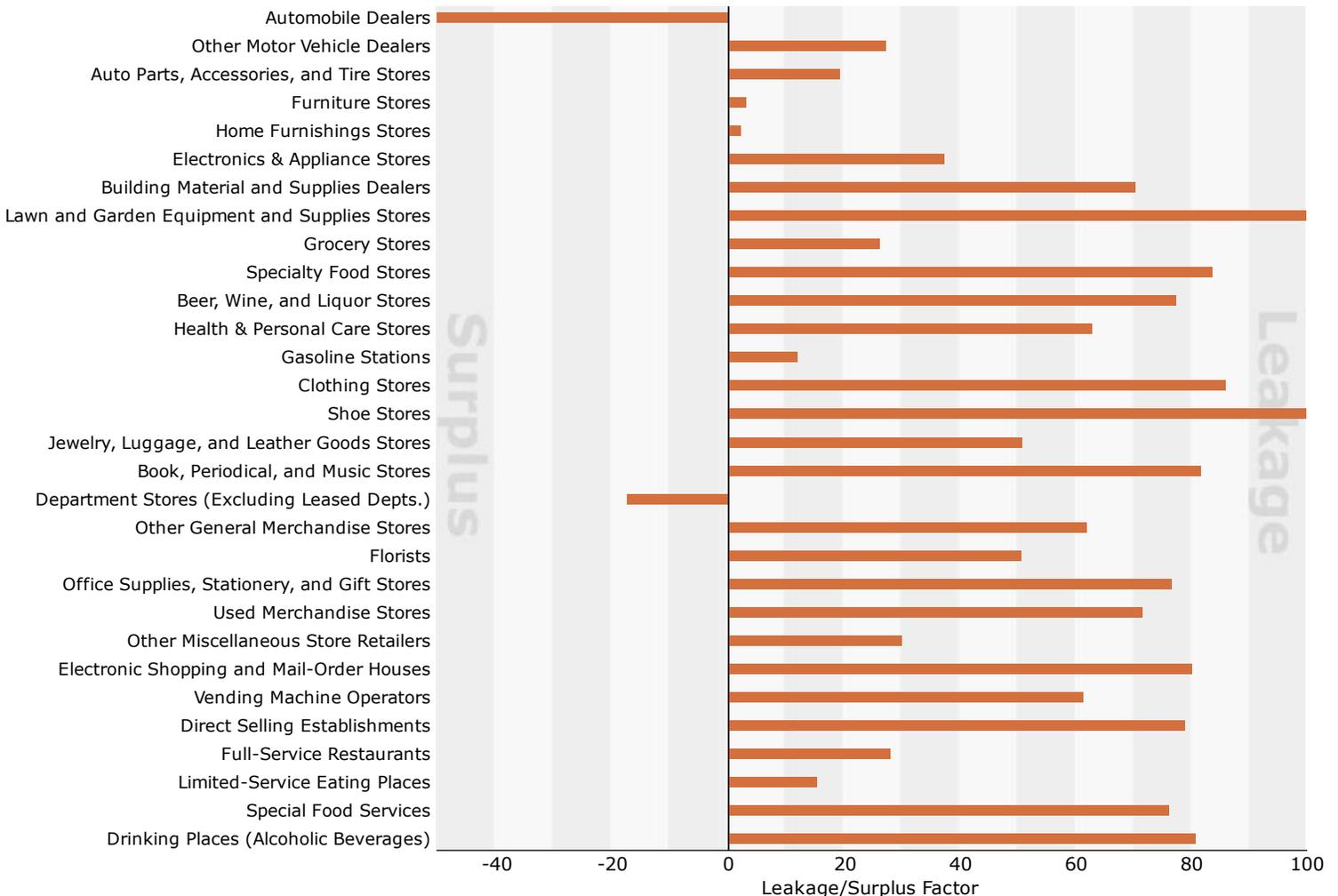
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

## Summary Demographics

2016 Population	61,051
2016 Households	23,876
2016 Median Disposable Income	\$48,735
2016 Per Capita Income	\$29,825

## 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	\$956,555,799	\$821,524,115	\$135,031,684	7.6	300
Total Retail Trade	44-45	\$868,519,658	\$775,072,933	\$93,446,725	5.7	225
Total Food & Drink	722	\$88,036,141	\$46,451,182	\$41,584,959	30.9	74

## Industry Group

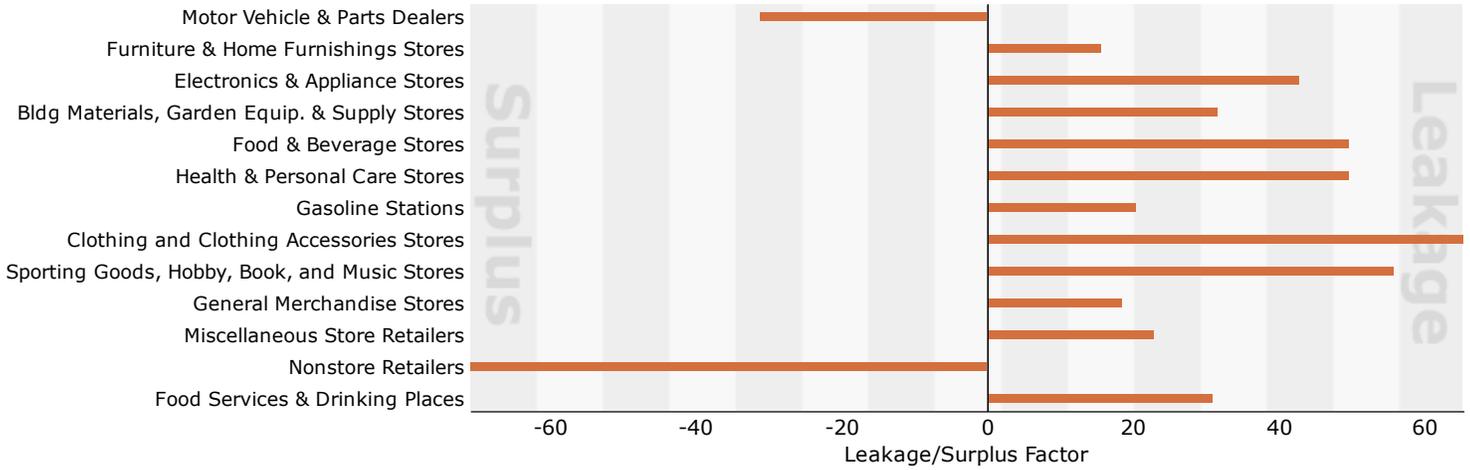
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$197,422,412	\$377,321,150	-\$179,898,738	-31.3	51
Automobile Dealers	4411	\$161,447,537	\$342,139,843	-\$180,692,306	-35.9	35
Other Motor Vehicle Dealers	4412	\$21,512,173	\$28,119,866	-\$6,607,693	-13.3	8
Auto Parts, Accessories & Tire Stores	4413	\$14,462,702	\$7,061,442	\$7,401,260	34.4	8
Furniture & Home Furnishings Stores	442	\$23,148,534	\$16,867,516	\$6,281,018	15.7	14
Furniture Stores	4421	\$15,056,996	\$12,232,962	\$2,824,034	10.3	6
Home Furnishings Stores	4422	\$8,091,538	\$4,634,554	\$3,456,984	27.2	8
Electronics & Appliance Stores	443	\$48,042,697	\$19,205,235	\$28,837,462	42.9	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,271,637	\$21,390,478	\$19,881,159	31.7	18
Bldg Material & Supplies Dealers	4441	\$35,543,392	\$21,014,233	\$14,529,159	25.7	17
Lawn & Garden Equip & Supply Stores	4442	\$5,728,244	\$376,245	\$5,351,999	87.7	1
Food & Beverage Stores	445	\$155,545,296	\$52,390,006	\$103,155,290	49.6	19
Grocery Stores	4451	\$143,446,295	\$48,025,356	\$95,420,939	49.8	15
Specialty Food Stores	4452	\$7,520,190	\$599,624	\$6,920,566	85.2	2
Beer, Wine & Liquor Stores	4453	\$4,578,810	\$3,765,026	\$813,784	9.8	2
Health & Personal Care Stores	446,4461	\$63,817,384	\$21,482,855	\$42,334,529	49.6	11
Gasoline Stations	447,4471	\$61,085,962	\$40,397,798	\$20,688,164	20.4	20
Clothing & Clothing Accessories Stores	448	\$38,556,922	\$8,060,904	\$30,496,018	65.4	16
Clothing Stores	4481	\$24,396,404	\$3,421,918	\$20,974,486	75.4	9
Shoe Stores	4482	\$4,708,154	\$2,396,996	\$2,311,158	32.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$9,452,364	\$2,241,991	\$7,210,373	61.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$28,393,865	\$8,066,871	\$20,326,994	55.8	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,957,582	\$7,074,841	\$15,882,741	52.9	11
Book, Periodical & Music Stores	4512	\$5,436,283	\$992,029	\$4,444,254	69.1	2
General Merchandise Stores	452	\$158,163,381	\$108,788,762	\$49,374,619	18.5	10
Department Stores Excluding Leased Depts.	4521	\$124,849,681	\$86,778,240	\$38,071,441	18.0	1
Other General Merchandise Stores	4529	\$33,313,700	\$22,010,522	\$11,303,178	20.4	9
Miscellaneous Store Retailers	453	\$40,232,705	\$25,253,491	\$14,979,214	22.9	34
Florists	4531	\$1,608,067	\$1,276,041	\$332,026	11.5	6
Office Supplies, Stationery & Gift Stores	4532	\$9,439,445	\$11,094,967	-\$1,655,522	-8.1	4
Used Merchandise Stores	4533	\$5,964,721	\$1,932,800	\$4,031,921	51.1	7
Other Miscellaneous Store Retailers	4539	\$23,220,473	\$10,949,683	\$12,270,790	35.9	16
Nonstore Retailers	454	\$12,838,863	\$75,847,868	-\$63,009,005	-71.0	7
Electronic Shopping & Mail-Order Houses	4541	\$7,448,890	\$75,438,155	-\$67,989,265	-82.0	5
Vending Machine Operators	4542	\$1,383,751	\$180,379	\$1,203,372	76.9	1
Direct Selling Establishments	4543	\$4,006,222	\$229,334	\$3,776,888	89.2	1
Food Services & Drinking Places	722	\$88,036,141	\$46,451,182	\$41,584,959	30.9	74
Full-Service Restaurants	7221	\$43,794,238	\$15,118,018	\$28,676,220	48.7	36
Limited-Service Eating Places	7222	\$39,213,388	\$30,726,078	\$8,487,310	12.1	33
Special Food Services	7223	\$2,273,012	\$476,761	\$1,796,251	65.3	2
Drinking Places - Alcoholic Beverages	7224	\$2,755,503	\$130,325	\$2,625,178	91.0	2

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

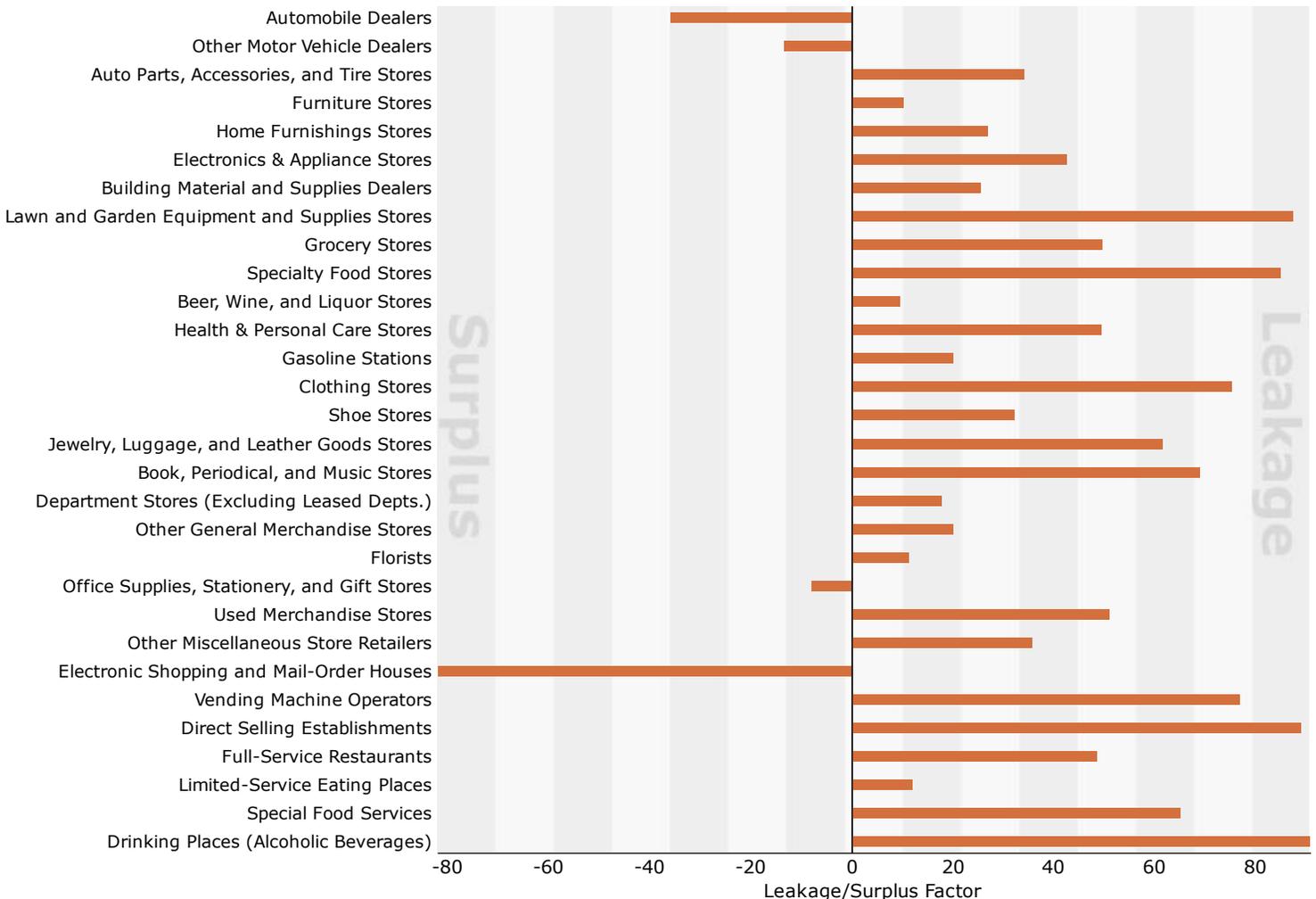
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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

# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Demographic Summary	2016	2021
Population	7,055	7,316
Population 18+	5,032	5,120
Households	2,831	2,937
Median Household Income	\$55,592	\$61,423

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,466	49.0%	104
Bought any women's clothing in last 12 months	2,312	45.9%	105
Bought clothing for child <13 years in last 6 months	1,595	31.7%	115
Bought any shoes in last 12 months	2,854	56.7%	105
Bought costume jewelry in last 12 months	1,035	20.6%	105
Bought any fine jewelry in last 12 months	882	17.5%	96
Bought a watch in last 12 months	556	11.0%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,574	90.9%	106
HH bought/leased new vehicle last 12 mo	268	9.5%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,549	90.4%	106
Bought/changed motor oil in last 12 months	2,704	53.7%	109
Had tune-up in last 12 months	1,598	31.8%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,331	66.2%	101
Drank regular cola in last 6 months	2,247	44.7%	99
Drank beer/ale in last 6 months	2,246	44.6%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,576	31.3%	107
Own digital single-lens reflex (SLR) camera	434	8.6%	100
Bought any camera in last 12 months	307	6.1%	107
Printed digital photos in last 12 months	169	3.4%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,940	38.6%	107
Have a smartphone	3,252	64.6%	110
Have a smartphone: Android phone (any brand)	1,520	30.2%	112
Have a smartphone: Apple iPhone	1,464	29.1%	113
Number of cell phones in household: 1	832	29.4%	91
Number of cell phones in household: 2	1,106	39.1%	104
Number of cell phones in household: 3+	756	26.7%	105
HH has cell phone only (no landline telephone)	1,352	47.8%	114
<b>Computers (Households)</b>			
HH owns a computer	2,293	81.0%	105
HH owns desktop computer	1,364	48.2%	106
HH owns laptop/notebook	1,684	59.5%	110
HH owns any Apple/Mac brand computer	397	14.0%	93
HH owns any PC/non-Apple brand computer	2,064	72.9%	107
HH purchased most recent computer in a store	1,138	40.2%	107
HH purchased most recent computer online	406	14.3%	110
Spent <\$500 on most recent home computer	423	14.9%	103
Spent \$500-\$999 on most recent home computer	627	22.1%	116
Spent \$1,000-\$1,499 on most recent home computer	270	9.5%	101
Spent \$1,500-\$1,999 on most recent home computer	125	4.4%	97
Spent \$2,000+ on most recent home computer	97	3.4%	87

**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

Downtown Amelia  
 2 Chapel Rd, Amelia, OH, 45102  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.03032  
 Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,731	54.3%	107
Bought brewed coffee at convenience store in last 30 days	826	16.4%	104
Bought cigarettes at convenience store in last 30 days	675	13.4%	107
Bought gas at convenience store in last 30 days	1,933	38.4%	116
Spent at convenience store in last 30 days: <\$20	413	8.2%	101
Spent at convenience store in last 30 days: \$20-\$39	443	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	409	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	239	4.7%	107
Spent at convenience store in last 30 days: \$100+	1,294	25.7%	112
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,171	63.0%	106
Went to live theater in last 12 months	606	12.0%	93
Went to a bar/night club in last 12 months	946	18.8%	113
Dined out in last 12 months	2,414	48.0%	107
Gambled at a casino in last 12 months	744	14.8%	108
Visited a theme park in last 12 months	1,008	20.0%	114
Viewed movie (video-on-demand) in last 30 days	888	17.6%	104
Viewed TV show (video-on-demand) in last 30 days	626	12.4%	96
Watched any pay-per-view TV in last 12 months	737	14.6%	111
Downloaded a movie over the Internet in last 30 days	365	7.3%	101
Downloaded any individual song in last 6 months	1,221	24.3%	119
Watched a movie online in the last 30 days	823	16.4%	102
Watched a TV program online in last 30 days	799	15.9%	106
Played a video/electronic game (console) in last 12 months	616	12.2%	117
Played a video/electronic game (portable) in last 12 months	255	5.1%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,803	35.8%	115
Used ATM/cash machine in last 12 months	2,672	53.1%	108
Own any stock	356	7.1%	92
Own U.S. savings bond	245	4.9%	92
Own shares in mutual fund (stock)	346	6.9%	95
Own shares in mutual fund (bonds)	235	4.7%	96
Have interest checking account	1,525	30.3%	108
Have non-interest checking account	1,589	31.6%	112
Have savings account	2,974	59.1%	109
Have 401K retirement savings plan	771	15.3%	105
Own/used any credit/debit card in last 12 months	3,965	78.8%	106
Avg monthly credit card expenditures: <\$111	696	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	347	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	351	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	288	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	196	3.9%	90
Avg monthly credit card expenditures: \$1,001+	391	7.8%	86
Did banking online in last 12 months	2,132	42.4%	119
Did banking on mobile device in last 12 months	934	18.6%	133
Paid bills online in last 12 months	2,483	49.3%	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

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,061	72.8%	105
Used bread in last 6 months	2,677	94.6%	101
Used chicken (fresh or frozen) in last 6 months	1,989	70.3%	102
Used turkey (fresh or frozen) in last 6 months	453	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,524	53.8%	99
Used fresh fruit/vegetables in last 6 months	2,450	86.5%	101
Used fresh milk in last 6 months	2,538	89.7%	102
Used organic food in last 6 months	480	17.0%	86
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,582	31.4%	111
Exercise at club 2+ times per week	699	13.9%	107
Visited a doctor in last 12 months	3,834	76.2%	101
Used vitamin/dietary supplement in last 6 months	2,686	53.4%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	798	28.2%	105
Used housekeeper/maid/professional HH cleaning service in last 12	353	12.5%	95
Purchased low ticket HH furnishings in last 12 months	479	16.9%	105
Purchased big ticket HH furnishings in last 12 months	648	22.9%	110
Bought any small kitchen appliance in last 12 months	704	24.9%	112
Bought any large kitchen appliance in last 12 months	361	12.8%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,316	46.0%	108
Carry medical/hospital/accident insurance	3,414	67.8%	103
Carry homeowner insurance	2,526	50.2%	107
Carry renter's insurance	516	10.3%	126
Have auto insurance: 1 vehicle in household covered	883	31.2%	101
Have auto insurance: 2 vehicles in household covered	859	30.3%	107
Have auto insurance: 3+ vehicles in household covered	691	24.4%	112
<b>Pets (Households)</b>			
Household owns any pet	1,595	56.3%	105
Household owns any cat	666	23.5%	105
Household owns any dog	1,224	43.2%	106
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,160	42.9%	101
Usually buy items on credit rather than wait	532	10.6%	90
Usually buy based on quality - not price	907	18.0%	100
Price is usually more important than brand name	1,325	26.3%	100
Usually use coupons for brands I buy often	966	19.2%	101
Am interested in how to help the environment	747	14.8%	91
Usually pay more for environ safe product	650	12.9%	101
Usually value green products over convenience	484	9.6%	91
Likely to buy a brand that supports a charity	1,687	33.5%	96
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	800	15.9%	120
Bought hardcover book in last 12 months	1,093	21.7%	104
Bought paperback book in last 12 month	1,552	30.8%	98
Read any daily newspaper (paper version)	1,126	22.4%	86
Read any digital newspaper in last 30 days	1,802	35.8%	108
Read any magazine (paper/electronic version) in last 6 months	4,641	92.2%	102

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

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

# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,003	79.6%	107
Went to family restaurant/steak house: 4+ times a month	1,510	30.0%	109
Went to fast food/drive-in restaurant in last 6 months	4,642	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,214	44.0%	111
Fast food/drive-in last 6 months: eat in	1,954	38.8%	107
Fast food/drive-in last 6 months: home delivery	463	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	2,676	53.2%	115
Fast food/drive-in last 6 months: take-out/walk-in	943	18.7%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,792	35.6%	112
Own e-reader/tablet: iPad	872	17.3%	113
Own any portable MP3 player	1,718	34.1%	111
HH owns 1 TV	559	19.7%	97
HH owns 2 TVs	755	26.7%	103
HH owns 3 TVs	625	22.1%	103
HH owns 4+ TVs	555	19.6%	104
HH subscribes to cable TV	1,443	51.0%	103
HH subscribes to fiber optic	165	5.8%	77
HH has satellite dish	726	25.6%	101
HH owns DVD/Blu-ray player	1,791	63.3%	105
HH owns camcorder	453	16.0%	115
HH owns portable GPS navigation device	848	30.0%	109
HH purchased video game system in last 12 mos	229	8.1%	102
HH owns Internet video device for TV	205	7.2%	103
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,663	52.9%	106
Took 3+ domestic non-business trips in last 12 months	596	11.8%	107
Spent on domestic vacations in last 12 months: <\$1,000	547	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	310	6.2%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	195	3.9%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	225	4.5%	115
Spent on domestic vacations in last 12 months: \$3,000+	280	5.6%	101
Domestic travel in the 12 months: used general travel website	381	7.6%	112
Foreign travel in last 3 years	1,158	23.0%	95
Took 3+ foreign trips by plane in last 3 years	188	3.7%	83
Spent on foreign vacations in last 12 months: <\$1,000	226	4.5%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	125	2.5%	76
Spent on foreign vacations in last 12 months: \$3,000+	205	4.1%	82
Foreign travel in last 3 years: used general travel website	224	4.5%	80
Nights spent in hotel/motel in last 12 months: any	2,237	44.5%	109
Took cruise of more than one day in last 3 years	391	7.8%	93
Member of any frequent flyer program	825	16.4%	100
Member of any hotel rewards program	807	16.0%	114

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# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Demographic Summary	2016	2021
Population	25,370	26,242
Population 18+	18,540	19,104
Households	9,549	9,894
Median Household Income	\$60,636	\$69,656

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,449	51.0%	108
Bought any women's clothing in last 12 months	8,447	45.6%	104
Bought clothing for child <13 years in last 6 months	5,586	30.1%	109
Bought any shoes in last 12 months	10,460	56.4%	105
Bought costume jewelry in last 12 months	3,874	20.9%	107
Bought any fine jewelry in last 12 months	3,400	18.3%	100
Bought a watch in last 12 months	2,172	11.7%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,796	92.1%	108
HH bought/leased new vehicle last 12 mo	1,039	10.9%	116
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	16,993	91.7%	108
Bought/changed motor oil in last 12 months	9,904	53.4%	109
Had tune-up in last 12 months	5,873	31.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,183	65.7%	100
Drank regular cola in last 6 months	8,149	44.0%	98
Drank beer/ale in last 6 months	8,178	44.1%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	6,333	34.2%	117
Own digital single-lens reflex (SLR) camera	1,872	10.1%	117
Bought any camera in last 12 months	1,187	6.4%	112
Printed digital photos in last 12 months	611	3.3%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,819	36.8%	102
Have a smartphone	11,712	63.2%	107
Have a smartphone: Android phone (any brand)	5,265	28.4%	105
Have a smartphone: Apple iPhone	5,413	29.2%	113
Number of cell phones in household: 1	2,591	27.1%	84
Number of cell phones in household: 2	3,791	39.7%	106
Number of cell phones in household: 3+	2,820	29.5%	116
HH has cell phone only (no landline telephone)	4,004	41.9%	100
<b>Computers (Households)</b>			
HH owns a computer	7,921	83.0%	108
HH owns desktop computer	4,899	51.3%	113
HH owns laptop/notebook	5,677	59.5%	110
HH owns any Apple/Mac brand computer	1,431	15.0%	100
HH owns any PC/non-Apple brand computer	7,148	74.9%	110
HH purchased most recent computer in a store	4,062	42.5%	113
HH purchased most recent computer online	1,414	14.8%	113
Spent <\$500 on most recent home computer	1,486	15.6%	107
Spent \$500-\$999 on most recent home computer	2,178	22.8%	120
Spent \$1,000-\$1,499 on most recent home computer	1,010	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	460	4.8%	106
Spent \$2,000+ on most recent home computer	384	4.0%	103

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# Retail Market Potential

Downtown Amelia  
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Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	10,172	54.9%	108
Bought brewed coffee at convenience store in last 30 days	2,985	16.1%	102
Bought cigarettes at convenience store in last 30 days	2,266	12.2%	98
Bought gas at convenience store in last 30 days	7,150	38.6%	117
Spent at convenience store in last 30 days: <\$20	1,628	8.8%	108
Spent at convenience store in last 30 days: \$20-\$39	1,648	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	1,487	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	860	4.6%	105
Spent at convenience store in last 30 days: \$100+	4,793	25.9%	113
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	11,632	62.7%	106
Went to live theater in last 12 months	2,466	13.3%	102
Went to a bar/night club in last 12 months	3,275	17.7%	106
Dined out in last 12 months	9,316	50.2%	112
Gambled at a casino in last 12 months	2,766	14.9%	109
Visited a theme park in last 12 months	3,667	19.8%	112
Viewed movie (video-on-demand) in last 30 days	3,332	18.0%	106
Viewed TV show (video-on-demand) in last 30 days	2,416	13.0%	101
Watched any pay-per-view TV in last 12 months	2,683	14.5%	110
Downloaded a movie over the Internet in last 30 days	1,215	6.6%	91
Downloaded any individual song in last 6 months	4,486	24.2%	119
Watched a movie online in the last 30 days	2,777	15.0%	94
Watched a TV program online in last 30 days	2,774	15.0%	100
Played a video/electronic game (console) in last 12 months	2,106	11.4%	109
Played a video/electronic game (portable) in last 12 months	916	4.9%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,094	38.3%	123
Used ATM/cash machine in last 12 months	9,979	53.8%	110
Own any stock	1,595	8.6%	112
Own U.S. savings bond	1,072	5.8%	109
Own shares in mutual fund (stock)	1,572	8.5%	117
Own shares in mutual fund (bonds)	1,035	5.6%	115
Have interest checking account	6,151	33.2%	118
Have non-interest checking account	5,902	31.8%	113
Have savings account	11,283	60.9%	113
Have 401K retirement savings plan	3,290	17.7%	122
Own/used any credit/debit card in last 12 months	14,942	80.6%	108
Avg monthly credit card expenditures: <\$111	2,486	13.4%	116
Avg monthly credit card expenditures: \$111-\$225	1,323	7.1%	104
Avg monthly credit card expenditures: \$226-\$450	1,313	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	1,114	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	859	4.6%	107
Avg monthly credit card expenditures: \$1,001+	1,736	9.4%	103
Did banking online in last 12 months	7,829	42.2%	118
Did banking on mobile device in last 12 months	3,177	17.1%	122
Paid bills online in last 12 months	9,129	49.2%	114

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# Retail Market Potential

Downtown Amelia  
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Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,981	73.1%	105
Used bread in last 6 months	9,079	95.1%	101
Used chicken (fresh or frozen) in last 6 months	6,806	71.3%	103
Used turkey (fresh or frozen) in last 6 months	1,615	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	5,299	55.5%	102
Used fresh fruit/vegetables in last 6 months	8,382	87.8%	102
Used fresh milk in last 6 months	8,576	89.8%	102
Used organic food in last 6 months	1,729	18.1%	92
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,877	31.7%	112
Exercise at club 2+ times per week	2,621	14.1%	109
Visited a doctor in last 12 months	14,634	78.9%	104
Used vitamin/dietary supplement in last 6 months	10,085	54.4%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,045	31.9%	119
Used housekeeper/maid/professional HH cleaning service in last 12	1,215	12.7%	97
Purchased low ticket HH furnishings in last 12 months	1,670	17.5%	109
Purchased big ticket HH furnishings in last 12 months	2,179	22.8%	109
Bought any small kitchen appliance in last 12 months	2,304	24.1%	109
Bought any large kitchen appliance in last 12 months	1,350	14.1%	111
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,063	48.9%	115
Carry medical/hospital/accident insurance	13,050	70.4%	107
Carry homeowner insurance	10,348	55.8%	119
Carry renter's insurance	1,618	8.7%	107
Have auto insurance: 1 vehicle in household covered	2,588	27.1%	88
Have auto insurance: 2 vehicles in household covered	3,062	32.1%	113
Have auto insurance: 3+ vehicles in household covered	2,714	28.4%	130
<b>Pets (Households)</b>			
Household owns any pet	5,839	61.1%	114
Household owns any cat	2,488	26.1%	116
Household owns any dog	4,555	47.7%	117
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,248	44.5%	105
Usually buy items on credit rather than wait	1,872	10.1%	86
Usually buy based on quality - not price	3,173	17.1%	95
Price is usually more important than brand name	4,817	26.0%	99
Usually use coupons for brands I buy often	3,535	19.1%	101
Am interested in how to help the environment	2,596	14.0%	86
Usually pay more for environ safe product	2,080	11.2%	88
Usually value green products over convenience	1,615	8.7%	83
Likely to buy a brand that supports a charity	6,441	34.7%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,833	15.3%	116
Bought hardcover book in last 12 months	4,159	22.4%	107
Bought paperback book in last 12 month	6,032	32.5%	104
Read any daily newspaper (paper version)	4,639	25.0%	96
Read any digital newspaper in last 30 days	6,524	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	17,060	92.0%	101

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# Retail Market Potential

Downtown Amelia  
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Ring: 3 mile radius

Prepared by Esri  
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Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,787	79.8%	107
Went to family restaurant/steak house: 4+ times a month	5,668	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	17,124	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	7,936	42.8%	108
Fast food/drive-in last 6 months: eat in	7,230	39.0%	107
Fast food/drive-in last 6 months: home delivery	1,442	7.8%	101
Fast food/drive-in last 6 months: take-out/drive-thru	9,675	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	3,799	20.5%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	6,581	35.5%	112
Own e-reader/tablet: iPad	3,198	17.2%	112
Own any portable MP3 player	6,543	35.3%	115
HH owns 1 TV	1,610	16.9%	82
HH owns 2 TVs	2,391	25.0%	97
HH owns 3 TVs	2,309	24.2%	113
HH owns 4+ TVs	2,165	22.7%	120
HH subscribes to cable TV	4,544	47.6%	96
HH subscribes to fiber optic	659	6.9%	91
HH has satellite dish	2,791	29.2%	115
HH owns DVD/Blu-ray player	6,337	66.4%	110
HH owns camcorder	1,604	16.8%	120
HH owns portable GPS navigation device	3,126	32.7%	119
HH purchased video game system in last 12 mos	715	7.5%	94
HH owns Internet video device for TV	728	7.6%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	10,542	56.9%	114
Took 3+ domestic non-business trips in last 12 months	2,427	13.1%	118
Spent on domestic vacations in last 12 months: <\$1,000	2,310	12.5%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,120	6.0%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	767	4.1%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	868	4.7%	120
Spent on domestic vacations in last 12 months: \$3,000+	1,234	6.7%	121
Domestic travel in the 12 months: used general travel website	1,301	7.0%	104
Foreign travel in last 3 years	4,571	24.7%	102
Took 3+ foreign trips by plane in last 3 years	784	4.2%	94
Spent on foreign vacations in last 12 months: <\$1,000	808	4.4%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	536	2.9%	89
Spent on foreign vacations in last 12 months: \$3,000+	929	5.0%	101
Foreign travel in last 3 years: used general travel website	980	5.3%	95
Nights spent in hotel/motel in last 12 months: any	8,598	46.4%	114
Took cruise of more than one day in last 3 years	1,706	9.2%	110
Member of any frequent flyer program	3,379	18.2%	112
Member of any hotel rewards program	3,252	17.5%	124

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# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Demographic Summary	2016	2021
Population	61,051	63,713
Population 18+	46,103	48,130
Households	23,876	25,003
Median Household Income	\$58,436	\$67,272

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	22,799	49.5%	105
Bought any women's clothing in last 12 months	20,935	45.4%	103
Bought clothing for child <13 years in last 6 months	13,265	28.8%	104
Bought any shoes in last 12 months	25,622	55.6%	103
Bought costume jewelry in last 12 months	9,523	20.7%	106
Bought any fine jewelry in last 12 months	8,584	18.6%	102
Bought a watch in last 12 months	5,496	11.9%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	21,635	90.6%	106
HH bought/leased new vehicle last 12 mo	2,422	10.1%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	41,722	90.5%	106
Bought/changed motor oil in last 12 months	24,329	52.8%	107
Had tune-up in last 12 months	14,522	31.5%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	30,119	65.3%	100
Drank regular cola in last 6 months	20,727	45.0%	100
Drank beer/ale in last 6 months	20,310	44.1%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	14,837	32.2%	110
Own digital single-lens reflex (SLR) camera	4,436	9.6%	112
Bought any camera in last 12 months	2,795	6.1%	106
Printed digital photos in last 12 months	1,463	3.2%	108
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	17,328	37.6%	104
Have a smartphone	28,764	62.4%	106
Have a smartphone: Android phone (any brand)	13,396	29.1%	108
Have a smartphone: Apple iPhone	12,663	27.5%	106
Number of cell phones in household: 1	7,112	29.8%	93
Number of cell phones in household: 2	9,394	39.3%	105
Number of cell phones in household: 3+	6,378	26.7%	105
HH has cell phone only (no landline telephone)	10,500	44.0%	105
<b>Computers (Households)</b>			
HH owns a computer	19,353	81.1%	105
HH owns desktop computer	11,595	48.6%	107
HH owns laptop/notebook	13,838	58.0%	107
HH owns any Apple/Mac brand computer	3,554	14.9%	99
HH owns any PC/non-Apple brand computer	17,284	72.4%	106
HH purchased most recent computer in a store	9,723	40.7%	108
HH purchased most recent computer online	3,375	14.1%	108
Spent <\$500 on most recent home computer	3,637	15.2%	105
Spent \$500-\$999 on most recent home computer	5,037	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	2,484	10.4%	110
Spent \$1,500-\$1,999 on most recent home computer	1,117	4.7%	103
Spent \$2,000+ on most recent home computer	918	3.8%	98

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# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	25,046	54.3%	107
Bought brewed coffee at convenience store in last 30 days	7,419	16.1%	102
Bought cigarettes at convenience store in last 30 days	6,003	13.0%	104
Bought gas at convenience store in last 30 days	17,516	38.0%	115
Spent at convenience store in last 30 days: <\$20	3,954	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	4,144	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	3,728	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	2,138	4.6%	105
Spent at convenience store in last 30 days: \$100+	11,747	25.5%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	28,241	61.3%	103
Went to live theater in last 12 months	6,108	13.2%	102
Went to a bar/night club in last 12 months	8,298	18.0%	108
Dined out in last 12 months	22,761	49.4%	110
Gambled at a casino in last 12 months	6,604	14.3%	105
Visited a theme park in last 12 months	8,400	18.2%	103
Viewed movie (video-on-demand) in last 30 days	8,226	17.8%	105
Viewed TV show (video-on-demand) in last 30 days	6,063	13.2%	102
Watched any pay-per-view TV in last 12 months	6,286	13.6%	104
Downloaded a movie over the Internet in last 30 days	3,246	7.0%	98
Downloaded any individual song in last 6 months	10,725	23.3%	114
Watched a movie online in the last 30 days	7,282	15.8%	99
Watched a TV program online in last 30 days	7,059	15.3%	102
Played a video/electronic game (console) in last 12 months	5,126	11.1%	106
Played a video/electronic game (portable) in last 12 months	2,307	5.0%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,387	35.5%	114
Used ATM/cash machine in last 12 months	24,542	53.2%	108
Own any stock	3,700	8.0%	105
Own U.S. savings bond	2,348	5.1%	96
Own shares in mutual fund (stock)	3,576	7.8%	107
Own shares in mutual fund (bonds)	2,357	5.1%	105
Have interest checking account	14,382	31.2%	111
Have non-interest checking account	14,472	31.4%	111
Have savings account	27,077	58.7%	109
Have 401K retirement savings plan	7,757	16.8%	116
Own/used any credit/debit card in last 12 months	36,583	79.4%	106
Avg monthly credit card expenditures: <\$111	5,990	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	3,137	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	3,152	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	2,598	5.6%	106
Avg monthly credit card expenditures: \$701-\$1,000	1,869	4.1%	94
Avg monthly credit card expenditures: \$1,001+	4,106	8.9%	98
Did banking online in last 12 months	19,005	41.2%	115
Did banking on mobile device in last 12 months	7,759	16.8%	120
Paid bills online in last 12 months	22,454	48.7%	113

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# Retail Market Potential

Downtown Amelia  
2 Chapel Rd, Amelia, OH, 45102  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.03032  
Longitude: -84.22099

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	17,081	71.5%	103
Used bread in last 6 months	22,657	94.9%	101
Used chicken (fresh or frozen) in last 6 months	16,736	70.1%	102
Used turkey (fresh or frozen) in last 6 months	3,931	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	13,089	54.8%	100
Used fresh fruit/vegetables in last 6 months	20,779	87.0%	101
Used fresh milk in last 6 months	21,195	88.8%	101
Used organic food in last 6 months	4,373	18.3%	93
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	13,952	30.3%	107
Exercise at club 2+ times per week	6,327	13.7%	105
Visited a doctor in last 12 months	36,106	78.3%	103
Used vitamin/dietary supplement in last 6 months	25,007	54.2%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,940	29.1%	108
Used housekeeper/maid/professional HH cleaning service in last 12	2,934	12.3%	93
Purchased low ticket HH furnishings in last 12 months	4,170	17.5%	109
Purchased big ticket HH furnishings in last 12 months	5,354	22.4%	107
Bought any small kitchen appliance in last 12 months	5,659	23.7%	107
Bought any large kitchen appliance in last 12 months	3,204	13.4%	105
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	21,373	46.4%	109
Carry medical/hospital/accident insurance	31,855	69.1%	105
Carry homeowner insurance	24,171	52.4%	111
Carry renter's insurance	4,345	9.4%	116
Have auto insurance: 1 vehicle in household covered	7,180	30.1%	98
Have auto insurance: 2 vehicles in household covered	7,312	30.6%	108
Have auto insurance: 3+ vehicles in household covered	5,939	24.9%	114
<b>Pets (Households)</b>			
Household owns any pet	13,831	57.9%	108
Household owns any cat	6,023	25.2%	112
Household owns any dog	10,504	44.0%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	20,276	44.0%	104
Usually buy items on credit rather than wait	4,990	10.8%	92
Usually buy based on quality - not price	7,995	17.3%	97
Price is usually more important than brand name	12,322	26.7%	102
Usually use coupons for brands I buy often	8,926	19.4%	102
Am interested in how to help the environment	6,679	14.5%	89
Usually pay more for environ safe product	5,335	11.6%	91
Usually value green products over convenience	4,192	9.1%	86
Likely to buy a brand that supports a charity	15,640	33.9%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,710	14.6%	110
Bought hardcover book in last 12 months	10,343	22.4%	107
Bought paperback book in last 12 month	15,252	33.1%	105
Read any daily newspaper (paper version)	11,443	24.8%	95
Read any digital newspaper in last 30 days	15,956	34.6%	104
Read any magazine (paper/electronic version) in last 6 months	42,369	91.9%	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.

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	36,332	78.8%	106
Went to family restaurant/steak house: 4+ times a month	13,964	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	42,501	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	19,553	42.4%	107
Fast food/drive-in last 6 months: eat in	17,808	38.6%	106
Fast food/drive-in last 6 months: home delivery	3,761	8.2%	106
Fast food/drive-in last 6 months: take-out/drive-thru	23,817	51.7%	111
Fast food/drive-in last 6 months: take-out/walk-in	9,511	20.6%	106
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	15,701	34.1%	107
Own e-reader/tablet: iPad	7,288	15.8%	103
Own any portable MP3 player	15,425	33.5%	109
HH owns 1 TV	4,579	19.2%	94
HH owns 2 TVs	6,051	25.3%	98
HH owns 3 TVs	5,541	23.2%	108
HH owns 4+ TVs	4,833	20.2%	107
HH subscribes to cable TV	11,830	49.5%	100
HH subscribes to fiber optic	1,705	7.1%	94
HH has satellite dish	6,146	25.7%	101
HH owns DVD/Blu-ray player	15,343	64.3%	106
HH owns camcorder	3,558	14.9%	107
HH owns portable GPS navigation device	7,239	30.3%	110
HH purchased video game system in last 12 mos	1,762	7.4%	93
HH owns Internet video device for TV	1,714	7.2%	102
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	25,194	54.6%	109
Took 3+ domestic non-business trips in last 12 months	5,512	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	5,418	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,689	5.8%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,706	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,877	4.1%	104
Spent on domestic vacations in last 12 months: \$3,000+	2,837	6.2%	112
Domestic travel in the 12 months: used general travel website	3,017	6.5%	97
Foreign travel in last 3 years	11,010	23.9%	99
Took 3+ foreign trips by plane in last 3 years	1,869	4.1%	90
Spent on foreign vacations in last 12 months: <\$1,000	1,924	4.2%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,416	3.1%	94
Spent on foreign vacations in last 12 months: \$3,000+	2,107	4.6%	92
Foreign travel in last 3 years: used general travel website	2,300	5.0%	89
Nights spent in hotel/motel in last 12 months: any	20,377	44.2%	109
Took cruise of more than one day in last 3 years	4,047	8.8%	105
Member of any frequent flyer program	7,852	17.0%	104
Member of any hotel rewards program	7,395	16.0%	114

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