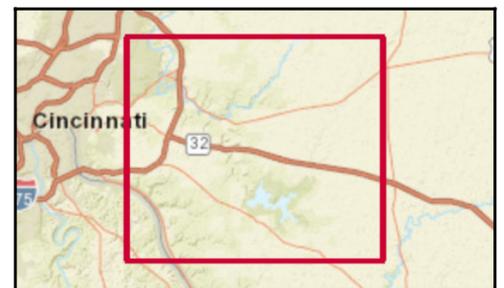
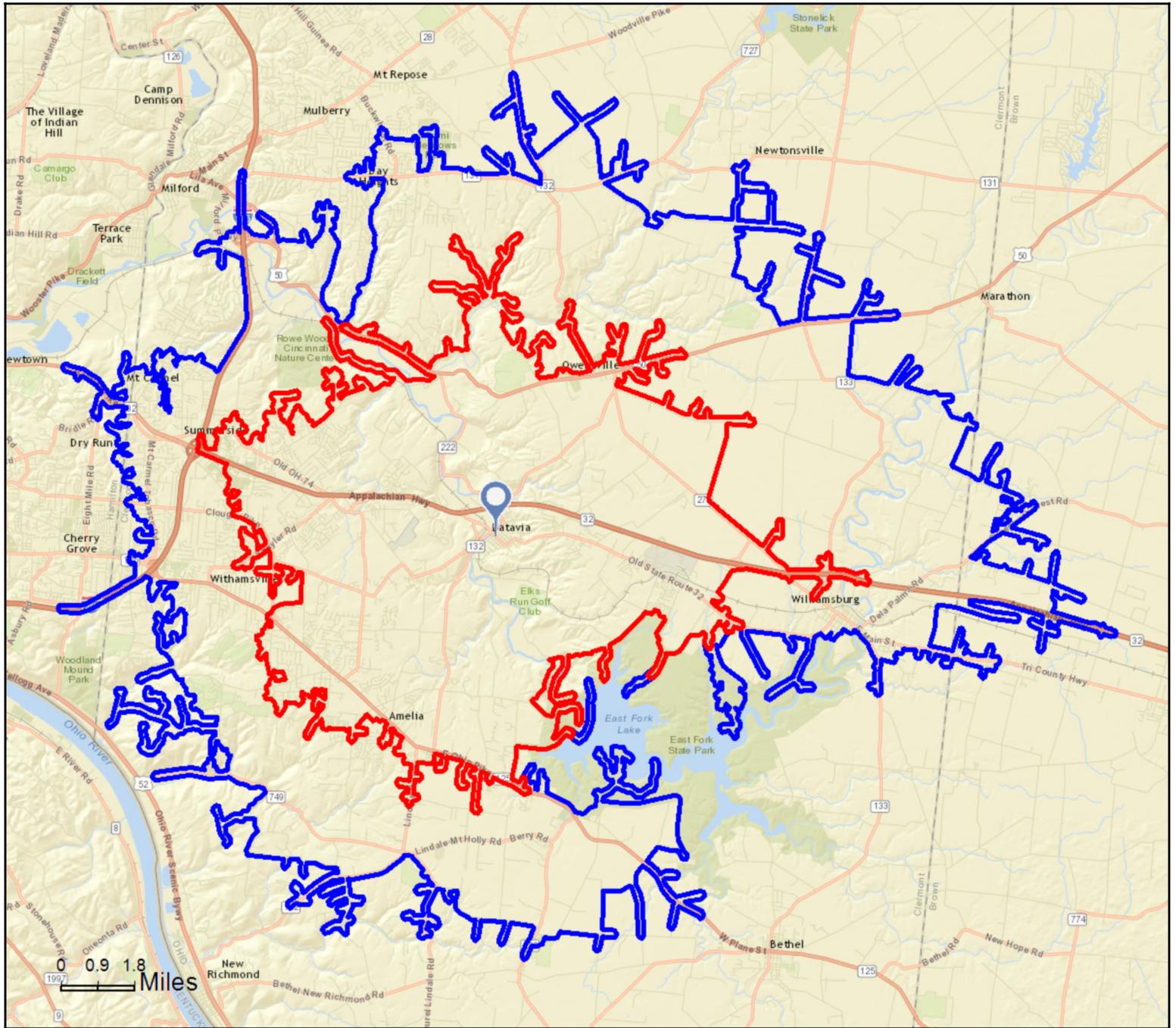


Site Map

Downtown Batavia
 73 E Main St, Batavia, OH, 45103
 Drive Times: 10, 15 minute radii

Prepared by Esri
 Latitude: 39.07723
 Longitude: -84.17762



Market Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Times: 10, 15 minute radii

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

	10 minutes	15 minutes
Population Summary		
2000 Total Population	33,163	82,921
2010 Total Population	42,193	94,719
2016 Total Population	45,077	99,497
2016 Group Quarters	848	906
2021 Total Population	47,273	103,441
2016-2021 Annual Rate	0.96%	0.78%
Household Summary		
2000 Households	12,339	31,732
2000 Average Household Size	2.62	2.59
2010 Households	15,997	36,787
2010 Average Household Size	2.58	2.55
2016 Households	17,221	38,861
2016 Average Household Size	2.57	2.54
2021 Households	18,138	40,526
2021 Average Household Size	2.56	2.53
2016-2021 Annual Rate	1.04%	0.84%
2010 Families	11,254	25,762
2010 Average Family Size	3.05	3.01
2016 Families	11,896	26,815
2016 Average Family Size	3.06	3.02
2021 Families	12,414	27,756
2021 Average Family Size	3.06	3.02
2016-2021 Annual Rate	0.86%	0.69%
Housing Unit Summary		
2000 Housing Units	13,031	33,392
Owner Occupied Housing Units	63.6%	65.7%
Renter Occupied Housing Units	31.1%	29.3%
Vacant Housing Units	5.3%	5.0%
2010 Housing Units	17,241	39,700
Owner Occupied Housing Units	64.1%	65.0%
Renter Occupied Housing Units	28.7%	27.7%
Vacant Housing Units	7.2%	7.3%
2016 Housing Units	18,493	41,896
Owner Occupied Housing Units	61.1%	62.1%
Renter Occupied Housing Units	32.1%	30.7%
Vacant Housing Units	6.9%	7.2%
2021 Housing Units	19,497	43,815
Owner Occupied Housing Units	60.4%	61.6%
Renter Occupied Housing Units	32.6%	30.9%
Vacant Housing Units	7.0%	7.5%
Median Household Income		
2016	\$58,726	\$58,732
2021	\$66,996	\$66,848
Median Home Value		
2016	\$173,680	\$163,836
2021	\$203,311	\$194,668
Per Capita Income		
2016	\$28,558	\$29,214
2021	\$31,711	\$32,415
Median Age		
2010	35.1	36.7
2016	35.8	37.5
2021	36.4	38.1

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

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



Market Profile

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 73 E Main St, Batavia, OH, 45103
 Drive Times: 10, 15 minute radii

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	10 minutes	15 minutes
2016 Households by Income		
Household Income Base	17,221	38,861
<\$15,000	9.4%	8.5%
\$15,000 - \$24,999	9.6%	9.3%
\$25,000 - \$34,999	9.5%	10.2%
\$35,000 - \$49,999	12.3%	12.5%
\$50,000 - \$74,999	20.5%	21.2%
\$75,000 - \$99,999	13.3%	13.3%
\$100,000 - \$149,999	16.7%	16.2%
\$150,000 - \$199,999	5.2%	5.2%
\$200,000+	3.5%	3.6%
Average Household Income	\$74,188	\$74,823
2021 Households by Income		
Household Income Base	18,138	40,526
<\$15,000	8.9%	8.1%
\$15,000 - \$24,999	8.7%	8.4%
\$25,000 - \$34,999	9.1%	9.9%
\$35,000 - \$49,999	7.4%	7.2%
\$50,000 - \$74,999	20.9%	21.8%
\$75,000 - \$99,999	14.8%	15.1%
\$100,000 - \$149,999	20.1%	19.3%
\$150,000 - \$199,999	6.4%	6.2%
\$200,000+	3.7%	4.0%
Average Household Income	\$82,186	\$82,831
2016 Owner Occupied Housing Units by Value		
Total	11,290	26,005
<\$50,000	6.3%	7.4%
\$50,000 - \$99,999	10.7%	12.7%
\$100,000 - \$149,999	22.6%	24.4%
\$150,000 - \$199,999	22.0%	19.8%
\$200,000 - \$249,999	16.1%	13.5%
\$250,000 - \$299,999	8.4%	8.3%
\$300,000 - \$399,999	9.5%	8.8%
\$400,000 - \$499,999	2.5%	2.5%
\$500,000 - \$749,999	1.3%	1.9%
\$750,000 - \$999,999	0.4%	0.4%
\$1,000,000 +	0.2%	0.3%
Average Home Value	\$194,132	\$190,679
2021 Owner Occupied Housing Units by Value		
Total	11,785	26,995
<\$50,000	4.6%	4.8%
\$50,000 - \$99,999	5.1%	7.2%
\$100,000 - \$149,999	12.3%	15.6%
\$150,000 - \$199,999	26.5%	25.1%
\$200,000 - \$249,999	23.2%	19.5%
\$250,000 - \$299,999	12.5%	11.9%
\$300,000 - \$399,999	10.5%	10.0%
\$400,000 - \$499,999	3.2%	3.0%
\$500,000 - \$749,999	1.5%	2.3%
\$750,000 - \$999,999	0.6%	0.5%
\$1,000,000 +	0.1%	0.2%
Average Home Value	\$220,009	\$216,010

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 Batavia
 73 E Main St, Batavia, OH, 45103
 Drive Times: 10, 15 minute radii

Prepared by Esri
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	10 minutes	15 minutes
2010 Population by Age		
Total	42,192	94,719
0 - 4	8.0%	7.4%
5 - 9	7.5%	7.1%
10 - 14	6.8%	6.6%
15 - 24	13.3%	12.9%
25 - 34	14.2%	13.7%
35 - 44	14.1%	13.8%
45 - 54	14.9%	15.4%
55 - 64	11.1%	12.2%
65 - 74	5.9%	6.5%
75 - 84	3.1%	3.3%
85 +	1.1%	1.1%
18 +	73.8%	74.9%
2016 Population by Age		
Total	45,079	99,498
0 - 4	7.5%	6.9%
5 - 9	7.5%	7.0%
10 - 14	6.8%	6.6%
15 - 24	12.3%	12.0%
25 - 34	14.8%	14.1%
35 - 44	13.4%	13.2%
45 - 54	13.4%	13.6%
55 - 64	12.4%	13.3%
65 - 74	7.3%	8.4%
75 - 84	3.2%	3.6%
85 +	1.2%	1.3%
18 +	74.7%	75.9%
2021 Population by Age		
Total	47,274	103,442
0 - 4	7.3%	6.8%
5 - 9	7.1%	6.7%
10 - 14	7.2%	6.9%
15 - 24	12.0%	11.6%
25 - 34	14.4%	13.8%
35 - 44	13.7%	13.5%
45 - 54	12.3%	12.3%
55 - 64	12.3%	13.0%
65 - 74	8.5%	9.7%
75 - 84	3.9%	4.4%
85 +	1.3%	1.4%
18 +	74.7%	76.0%
2010 Population by Sex		
Males	20,706	46,602
Females	21,487	48,117
2016 Population by Sex		
Males	22,149	48,985
Females	22,928	50,512
2021 Population by Sex		
Males	23,235	50,947
Females	24,038	52,494

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



Market Profile

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	10 minutes	15 minutes
2010 Population by Race/Ethnicity		
Total	42,194	94,718
White Alone	95.1%	95.5%
Black Alone	1.5%	1.2%
American Indian Alone	0.3%	0.2%
Asian Alone	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%
Two or More Races	1.6%	1.5%
Hispanic Origin	1.4%	1.5%
Diversity Index	12.1	11.5
2016 Population by Race/Ethnicity		
Total	45,077	99,499
White Alone	93.7%	94.3%
Black Alone	2.1%	1.7%
American Indian Alone	0.3%	0.2%
Asian Alone	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	0.4%	0.6%
Two or More Races	2.0%	1.8%
Hispanic Origin	1.9%	2.0%
Diversity Index	15.4	14.6
2021 Population by Race/Ethnicity		
Total	47,273	103,441
White Alone	92.4%	93.1%
Black Alone	2.5%	2.1%
American Indian Alone	0.3%	0.2%
Asian Alone	1.9%	1.6%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	0.5%	0.7%
Two or More Races	2.4%	2.2%
Hispanic Origin	2.4%	2.5%
Diversity Index	18.5	17.4
2010 Population by Relationship and Household Type		
Total	42,193	94,719
In Households	98.0%	99.0%
In Family Households	83.8%	84.4%
Householder	26.5%	27.0%
Spouse	20.0%	20.4%
Child	32.6%	32.0%
Other relative	2.3%	2.6%
Nonrelative	2.4%	2.5%
In Nonfamily Households	14.1%	14.6%
In Group Quarters	2.0%	1.0%
Institutionalized Population	1.6%	0.7%
Noninstitutionalized Population	0.5%	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.



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	10 minutes	15 minutes
2016 Population 25+ by Educational Attainment		
Total	29,686	67,096
Less than 9th Grade	3.1%	2.7%
9th - 12th Grade, No Diploma	7.0%	7.1%
High School Graduate	29.0%	30.2%
GED/Alternative Credential	5.4%	4.7%
Some College, No Degree	17.9%	19.6%
Associate Degree	10.3%	10.4%
Bachelor's Degree	17.9%	17.0%
Graduate/Professional Degree	9.4%	8.3%
2016 Population 15+ by Marital Status		
Total	35,250	79,020
Never Married	29.3%	28.9%
Married	53.7%	53.9%
Widowed	5.3%	4.9%
Divorced	11.7%	12.3%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	96.0%	96.0%
Civilian Unemployed	4.0%	4.0%
2016 Employed Population 16+ by Industry		
Total	22,532	50,205
Agriculture/Mining	0.2%	0.2%
Construction	5.4%	5.8%
Manufacturing	12.5%	13.4%
Wholesale Trade	2.9%	2.8%
Retail Trade	12.4%	13.0%
Transportation/Utilities	5.6%	4.9%
Information	2.0%	1.6%
Finance/Insurance/Real Estate	8.3%	8.4%
Services	47.8%	47.0%
Public Administration	3.0%	2.9%
2016 Employed Population 16+ by Occupation		
Total	22,534	50,206
White Collar	61.4%	60.8%
Management/Business/Financial	14.3%	14.2%
Professional	21.3%	20.7%
Sales	10.1%	10.6%
Administrative Support	15.7%	15.3%
Services	16.9%	16.2%
Blue Collar	21.8%	23.0%
Farming/Forestry/Fishing	0.1%	0.0%
Construction/Extraction	4.6%	4.3%
Installation/Maintenance/Repair	4.7%	5.3%
Production	6.8%	7.5%
Transportation/Material Moving	5.6%	5.9%
2010 Population By Urban/ Rural Status		
Total Population	42,193	94,719
Population Inside Urbanized Area	91.7%	85.2%
Population Inside Urbanized Cluster	0.0%	0.1%
Rural Population	8.3%	14.7%

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



Market Profile

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	10 minutes	15 minutes
2010 Households by Type		
Total	15,996	36,787
Households with 1 Person	23.3%	23.7%
Households with 2+ People	76.7%	76.3%
Family Households	70.4%	70.0%
Husband-wife Families	53.1%	53.0%
With Related Children	24.9%	23.6%
Other Family (No Spouse Present)	17.3%	17.1%
Other Family with Male Householder	4.9%	5.2%
With Related Children	3.2%	3.3%
Other Family with Female Householder	12.4%	11.9%
With Related Children	8.6%	7.8%
Nonfamily Households	6.4%	6.3%
All Households with Children	37.4%	35.3%
Multigenerational Households	3.3%	3.7%
Unmarried Partner Households	8.1%	8.2%
Male-female	7.6%	7.5%
Same-sex	0.5%	0.6%
2010 Households by Size		
Total	15,995	36,787
1 Person Household	23.3%	23.7%
2 Person Household	33.7%	34.7%
3 Person Household	17.8%	17.5%
4 Person Household	15.4%	14.5%
5 Person Household	6.5%	6.3%
6 Person Household	2.3%	2.3%
7 + Person Household	1.0%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	15,997	36,787
Owner Occupied	69.1%	70.1%
Owned with a Mortgage/Loan	56.1%	55.0%
Owned Free and Clear	13.0%	15.1%
Renter Occupied	30.9%	29.9%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	17,241	39,700
Housing Units Inside Urbanized Area	91.7%	85.8%
Housing Units Inside Urbanized Cluster	0.0%	0.1%
Rural Housing Units	8.3%	14.1%

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

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	10 minutes	15 minutes
Top 3 Tapestry Segments		
1.	Middleburg (4C)	Old and Newcomers (8F)
2.	Soccer Moms (4A)	Salt of the Earth (6B)
3.	Green Acres (6A)	Soccer Moms (4A)
2016 Consumer Spending		
Apparel & Services: Total \$	\$33,546,786	\$75,939,314
Average Spent	\$1,948.02	\$1,954.13
Spending Potential Index	97	97
Education: Total \$	\$22,610,760	\$51,656,579
Average Spent	\$1,312.98	\$1,329.27
Spending Potential Index	93	94
Entertainment/Recreation: Total \$	\$48,389,225	\$110,320,827
Average Spent	\$2,809.90	\$2,838.86
Spending Potential Index	96	97
Food at Home: Total \$	\$82,822,456	\$189,153,291
Average Spent	\$4,809.39	\$4,867.43
Spending Potential Index	97	98
Food Away from Home: Total \$	\$52,194,468	\$118,060,731
Average Spent	\$3,030.86	\$3,038.03
Spending Potential Index	98	98
Health Care: Total \$	\$87,009,372	\$200,665,224
Average Spent	\$5,052.52	\$5,163.67
Spending Potential Index	95	97
HH Furnishings & Equipment: Total \$	\$29,603,653	\$67,310,406
Average Spent	\$1,719.04	\$1,732.08
Spending Potential Index	97	98
Personal Care Products & Services: Total \$	\$12,198,215	\$27,705,277
Average Spent	\$708.33	\$712.93
Spending Potential Index	97	97
Shelter: Total \$	\$257,262,951	\$583,949,511
Average Spent	\$14,938.91	\$15,026.62
Spending Potential Index	96	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,494,981	\$88,301,291
Average Spent	\$2,235.35	\$2,272.23
Spending Potential Index	96	98
Travel: Total \$	\$30,685,035	\$69,765,007
Average Spent	\$1,781.84	\$1,795.24
Spending Potential Index	96	96
Vehicle Maintenance & Repairs: Total \$	\$17,237,901	\$39,354,266
Average Spent	\$1,000.98	\$1,012.69
Spending Potential Index	97	98

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.

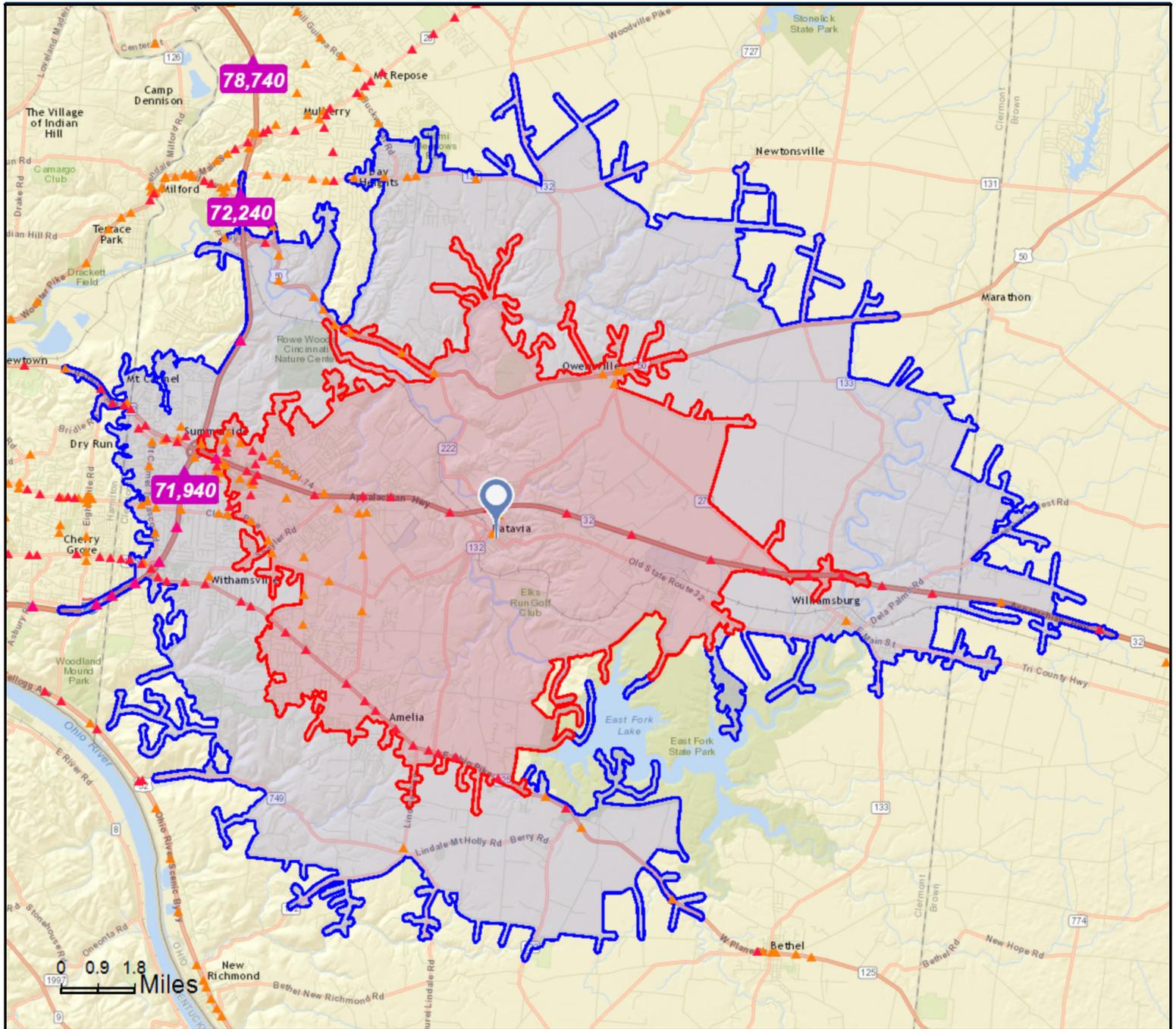
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

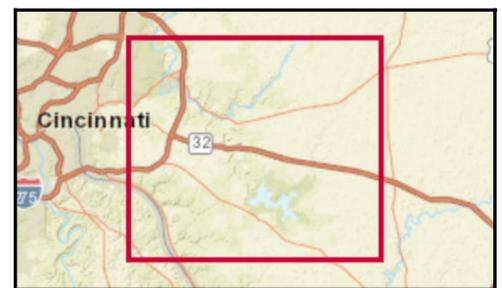
Traffic Count Map

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



Source: ©2016 Kalibrate Technologies

Business Summary

Downtown Batavia
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Drive Times: 10, 15 minute radii

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Data for all businesses in area	10 minutes	15 minutes
Total Businesses:	1,420	3,371
Total Employees:	26,477	50,077
Total Residential Population:	45,077	99,497
Employee/Residential Population Ratio:	0.59:1	0.5:1

by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	46	3.2%	335	1.3%	112	3.3%	782	1.6%
Construction	127	8.9%	909	3.4%	353	10.5%	2,266	4.5%
Manufacturing	60	4.2%	1,739	6.6%	151	4.5%	4,860	9.7%
Transportation	35	2.5%	220	0.8%	94	2.8%	694	1.4%
Communication	6	0.4%	32	0.1%	19	0.6%	136	0.3%
Utility	2	0.1%	15	0.1%	5	0.1%	27	0.1%
Wholesale Trade	44	3.1%	1,116	4.2%	117	3.5%	2,419	4.8%
Retail Trade Summary	283	19.9%	4,600	17.4%	680	20.2%	11,706	23.4%
Home Improvement	18	1.3%	127	0.5%	46	1.4%	644	1.3%
General Merchandise Stores	10	0.7%	563	2.1%	26	0.8%	1,734	3.5%
Food Stores	27	1.9%	498	1.9%	65	1.9%	1,352	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	49	3.5%	548	2.1%	106	3.1%	1,512	3.0%
Apparel & Accessory Stores	16	1.1%	143	0.5%	46	1.4%	426	0.9%
Furniture & Home Furnishings	24	1.7%	255	1.0%	61	1.8%	629	1.3%
Eating & Drinking Places	74	5.2%	1,563	5.9%	168	5.0%	3,500	7.0%
Miscellaneous Retail	64	4.5%	903	3.4%	162	4.8%	1,909	3.8%
Finance, Insurance, Real Estate Summary	172	12.1%	2,184	8.2%	395	11.7%	3,059	6.1%
Banks, Savings & Lending Institutions	78	5.5%	193	0.7%	172	5.1%	428	0.9%
Securities Brokers	8	0.6%	19	0.1%	19	0.6%	86	0.2%
Insurance Carriers & Agents	38	2.7%	1,740	6.6%	78	2.3%	1,946	3.9%
Real Estate, Holding, Other Investment Offices	49	3.5%	232	0.9%	127	3.8%	599	1.2%
Services Summary	482	33.9%	12,735	48.1%	1,160	34.4%	20,741	41.4%
Hotels & Lodging	5	0.4%	84	0.3%	13	0.4%	259	0.5%
Automotive Services	53	3.7%	261	1.0%	124	3.7%	565	1.1%
Motion Pictures & Amusements	37	2.6%	205	0.8%	98	2.9%	643	1.3%
Health Services	56	3.9%	1,947	7.4%	138	4.1%	3,195	6.4%
Legal Services	25	1.8%	122	0.5%	44	1.3%	237	0.5%
Education Institutions & Libraries	40	2.8%	2,002	7.6%	75	2.2%	3,212	6.4%
Other Services	266	18.7%	8,114	30.6%	668	19.8%	12,630	25.2%
Government	115	8.1%	2,580	9.7%	148	4.4%	3,330	6.6%
Unclassified Establishments	49	3.5%	13	0.0%	137	4.1%	55	0.1%
Totals	1,420	100.0%	26,477	100.0%	3,371	100.0%	50,077	100.0%

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

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Latitude: 39.07723
Longitude: -84.17762

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.2%	6	0.0%	8	0.2%	18	0.0%
Mining	0	0.0%	1	0.0%	2	0.1%	30	0.1%
Utilities	2	0.1%	13	0.0%	4	0.1%	20	0.0%
Construction	134	9.4%	944	3.6%	373	11.1%	2,368	4.7%
Manufacturing	67	4.7%	1,786	6.7%	163	4.8%	4,935	9.9%
Wholesale Trade	40	2.8%	973	3.7%	113	3.4%	2,269	4.5%
Retail Trade	199	14.0%	2,947	11.1%	488	14.5%	8,016	16.0%
Motor Vehicle & Parts Dealers	36	2.5%	487	1.8%	79	2.3%	1,385	2.8%
Furniture & Home Furnishings Stores	10	0.7%	104	0.4%	28	0.8%	233	0.5%
Electronics & Appliance Stores	12	0.8%	138	0.5%	31	0.9%	363	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	18	1.3%	127	0.5%	45	1.3%	642	1.3%
Food & Beverage Stores	21	1.5%	469	1.8%	51	1.5%	1,261	2.5%
Health & Personal Care Stores	16	1.1%	209	0.8%	42	1.2%	751	1.5%
Gasoline Stations	13	0.9%	61	0.2%	27	0.8%	127	0.3%
Clothing & Clothing Accessories Stores	23	1.6%	180	0.7%	63	1.9%	521	1.0%
Sport Goods, Hobby, Book, & Music Stores	8	0.6%	101	0.4%	26	0.8%	281	0.6%
General Merchandise Stores	10	0.7%	563	2.1%	26	0.8%	1,734	3.5%
Miscellaneous Store Retailers	25	1.8%	340	1.3%	61	1.8%	537	1.1%
Nonstore Retailers	5	0.4%	167	0.6%	9	0.3%	181	0.4%
Transportation & Warehousing	33	2.3%	210	0.8%	89	2.6%	603	1.2%
Information	19	1.3%	333	1.3%	49	1.5%	1,030	2.1%
Finance & Insurance	124	8.7%	1,962	7.4%	271	8.0%	2,480	5.0%
Central Bank/Credit Intermediation & Related Activities	79	5.6%	203	0.8%	175	5.2%	448	0.9%
Securities, Commodity Contracts & Other Financial	8	0.6%	19	0.1%	19	0.6%	86	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	38	2.7%	1,740	6.6%	78	2.3%	1,946	3.9%
Real Estate, Rental & Leasing	69	4.9%	305	1.2%	175	5.2%	730	1.5%
Professional, Scientific & Tech Services	110	7.7%	6,982	26.4%	272	8.1%	8,797	17.6%
Legal Services	28	2.0%	133	0.5%	52	1.5%	283	0.6%
Management of Companies & Enterprises	1	0.1%	7	0.0%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	68	4.8%	515	1.9%	180	5.3%	1,314	2.6%
Educational Services	42	3.0%	1,828	6.9%	85	2.5%	3,050	6.1%
Health Care & Social Assistance	79	5.6%	2,354	8.9%	196	5.8%	4,726	9.4%
Arts, Entertainment & Recreation	21	1.5%	151	0.6%	59	1.8%	595	1.2%
Accommodation & Food Services	81	5.7%	1,681	6.3%	187	5.5%	3,817	7.6%
Accommodation	5	0.4%	84	0.3%	13	0.4%	259	0.5%
Food Services & Drinking Places	77	5.4%	1,597	6.0%	175	5.2%	3,558	7.1%
Other Services (except Public Administration)	163	11.5%	886	3.3%	371	11.0%	1,886	3.8%
Automotive Repair & Maintenance	41	2.9%	215	0.8%	93	2.8%	460	0.9%
Public Administration	115	8.1%	2,580	9.7%	148	4.4%	3,330	6.6%
Unclassified Establishments	49	3.5%	13	0.0%	137	4.1%	55	0.1%
Total	1,420	100.0%	26,477	100.0%	3,371	100.0%	50,077	100.0%

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

Retail MarketPlace Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Summary Demographics

2016 Population	45,077
2016 Households	17,221
2016 Median Disposable Income	\$49,047
2016 Per Capita Income	\$28,558

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	\$687,135,093	\$708,052,420	-\$20,917,327	-1.5	294
Total Retail Trade	44-45	\$624,243,421	\$655,908,295	-\$31,664,874	-2.5	216
Total Food & Drink	722	\$62,891,671	\$52,144,125	\$10,747,546	9.3	77

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$142,575,538	\$182,553,626	-\$39,978,088	-12.3	35
Automobile Dealers	4411	\$116,652,214	\$134,247,642	-\$17,595,428	-7.0	21
Other Motor Vehicle Dealers	4412	\$15,572,918	\$42,038,575	-\$26,465,657	-45.9	7
Auto Parts, Accessories & Tire Stores	4413	\$10,350,406	\$6,267,410	\$4,082,996	24.6	6
Furniture & Home Furnishings Stores	442	\$16,633,672	\$18,522,878	-\$1,889,206	-5.4	13
Furniture Stores	4421	\$10,796,506	\$13,733,907	-\$2,937,401	-12.0	7
Home Furnishings Stores	4422	\$5,837,167	\$4,788,972	\$1,048,195	9.9	6
Electronics & Appliance Stores	443	\$34,371,152	\$25,252,832	\$9,118,320	15.3	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,507,461	\$11,837,859	\$17,669,602	42.7	21
Bldg Material & Supplies Dealers	4441	\$25,311,682	\$11,739,085	\$13,572,597	36.6	21
Lawn & Garden Equip & Supply Stores	4442	\$4,195,780	\$0	\$4,195,780	100.0	0
Food & Beverage Stores	445	\$111,686,053	\$90,831,042	\$20,855,011	10.3	20
Grocery Stores	4451	\$103,014,780	\$78,195,754	\$24,819,026	13.7	11
Specialty Food Stores	4452	\$5,400,653	\$1,800,702	\$3,599,951	50.0	4
Beer, Wine & Liquor Stores	4453	\$3,270,620	\$10,834,585	-\$7,563,965	-53.6	5
Health & Personal Care Stores	446,4461	\$45,916,393	\$28,707,506	\$17,208,887	23.1	16
Gasoline Stations	447,4471	\$44,041,902	\$36,333,315	\$7,708,587	9.6	16
Clothing & Clothing Accessories Stores	448	\$27,493,598	\$26,353,005	\$1,140,593	2.1	26
Clothing Stores	4481	\$17,415,850	\$16,506,544	\$909,306	2.7	16
Shoe Stores	4482	\$3,364,269	\$3,959,693	-\$595,424	-8.1	4
Jewelry, Luggage & Leather Goods Stores	4483	\$6,713,480	\$5,886,767	\$826,713	6.6	6
Sporting Goods, Hobby, Book & Music Stores	451	\$20,363,078	\$12,237,363	\$8,125,715	24.9	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,484,777	\$10,672,491	\$5,812,286	21.4	8
Book, Periodical & Music Stores	4512	\$3,878,301	\$1,564,873	\$2,313,428	42.5	2
General Merchandise Stores	452	\$113,413,224	\$121,669,548	-\$8,256,324	-3.5	10
Department Stores Excluding Leased Depts.	4521	\$89,472,091	\$80,710,433	\$8,761,658	5.1	2
Other General Merchandise Stores	4529	\$23,941,132	\$40,959,115	-\$17,017,983	-26.2	8
Miscellaneous Store Retailers	453	\$28,975,685	\$25,020,277	\$3,955,408	7.3	28
Florists	4531	\$1,172,736	\$774,114	\$398,622	20.5	5
Office Supplies, Stationery & Gift Stores	4532	\$6,767,346	\$12,143,527	-\$5,376,181	-28.4	7
Used Merchandise Stores	4533	\$4,257,337	\$838,909	\$3,418,428	67.1	4
Other Miscellaneous Store Retailers	4539	\$16,778,266	\$11,263,726	\$5,514,540	19.7	12
Nonstore Retailers	454	\$9,265,663	\$76,589,044	-\$67,323,381	-78.4	5
Electronic Shopping & Mail-Order Houses	4541	\$5,346,781	\$76,316,813	-\$70,970,032	-86.9	3
Vending Machine Operators	4542	\$993,169	\$144,303	\$848,866	74.6	1
Direct Selling Establishments	4543	\$2,925,713	\$127,928	\$2,797,785	91.6	1
Food Services & Drinking Places	722	\$62,891,671	\$52,144,125	\$10,747,546	9.3	77
Full-Service Restaurants	7221	\$31,265,932	\$18,755,104	\$12,510,828	25.0	36
Limited-Service Eating Places	7222	\$28,031,255	\$32,299,323	-\$4,268,068	-7.1	38
Special Food Services	7223	\$1,639,918	\$937,330	\$702,588	27.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,954,566	\$152,368	\$1,802,198	85.5	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.

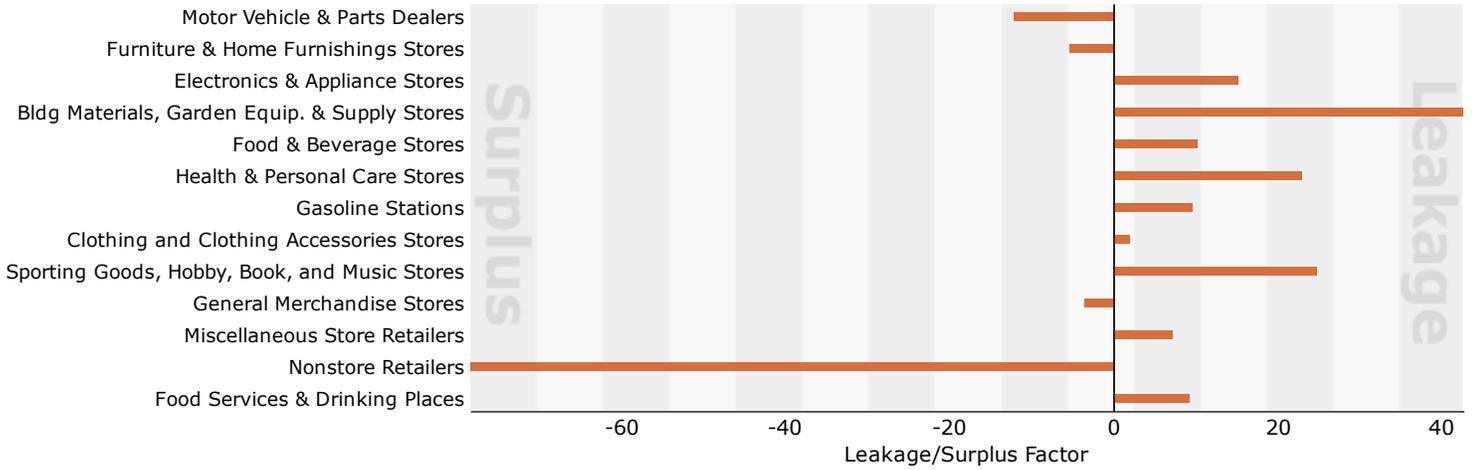
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

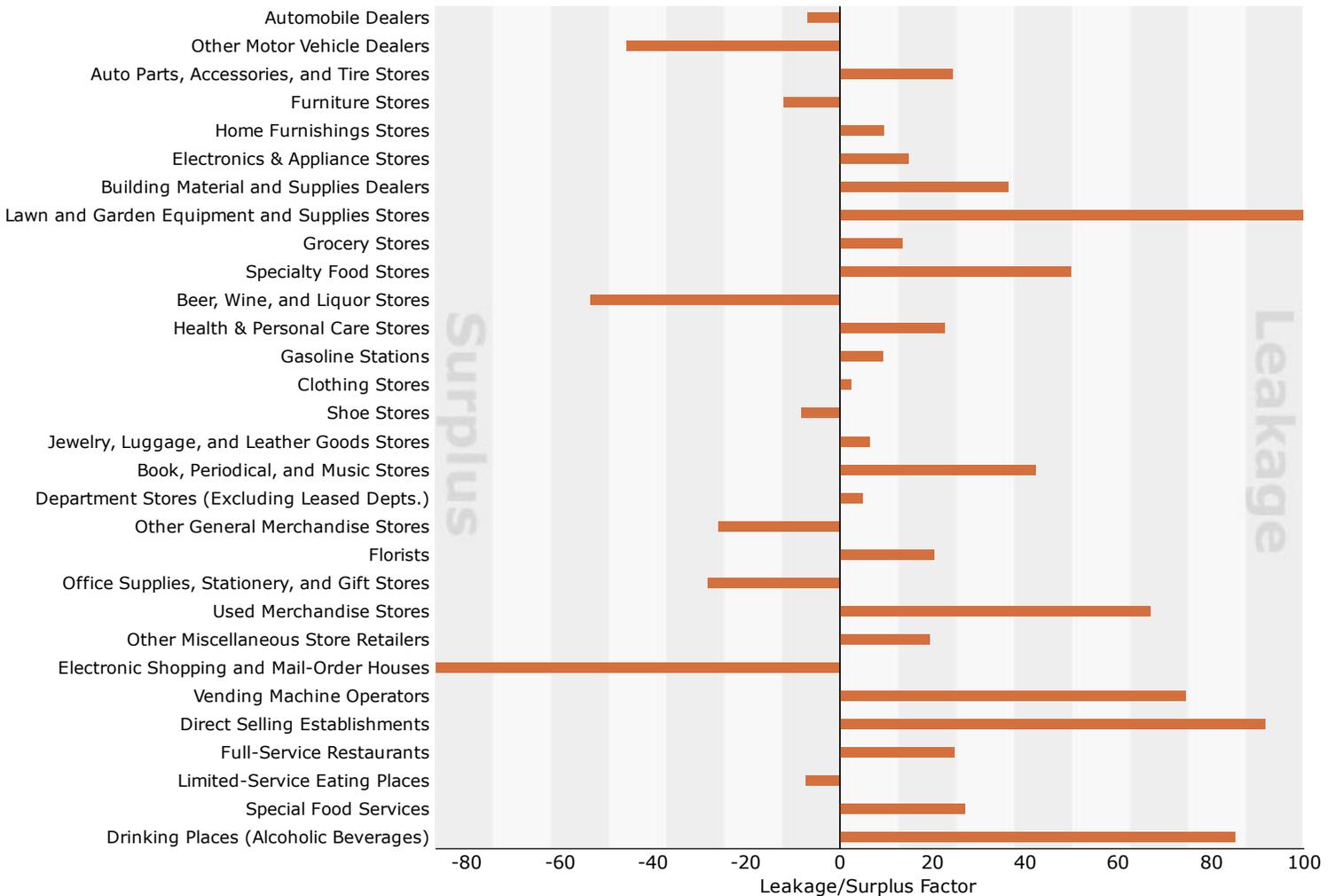
Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Summary Demographics

2016 Population	99,497
2016 Households	38,861
2016 Median Disposable Income	\$49,130
2016 Per Capita Income	\$29,214

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,542,399,258	\$1,766,591,165	-\$224,191,907	-6.8	670
Total Retail Trade	44-45	\$1,401,841,633	\$1,651,160,270	-\$249,318,637	-8.2	500
Total Food & Drink	722	\$140,557,626	\$115,430,895	\$25,126,731	9.8	170

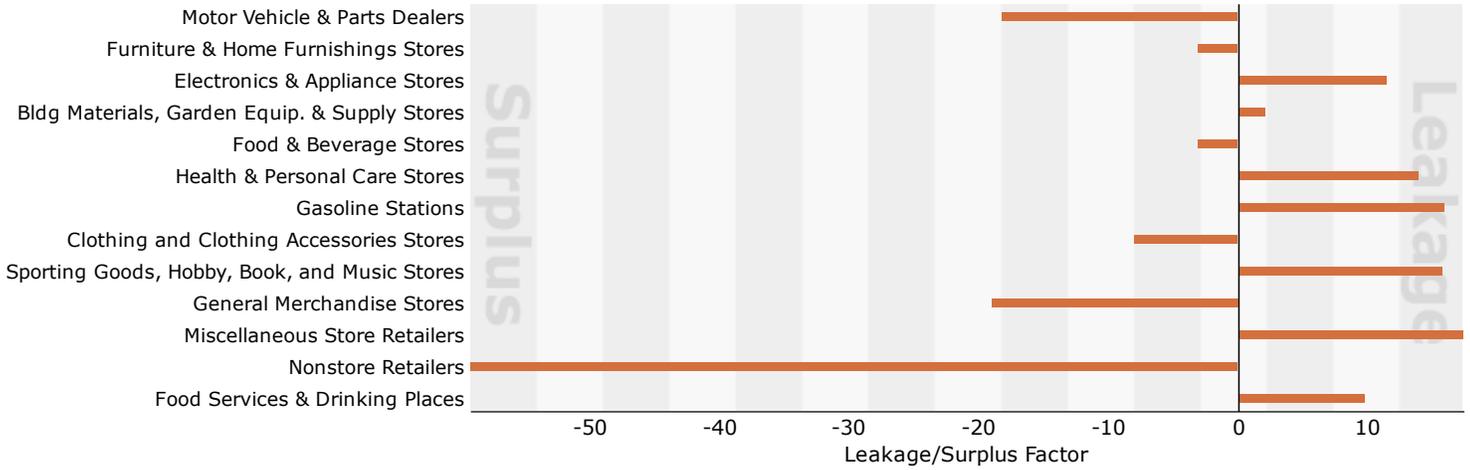
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$319,827,183	\$462,437,496	-\$142,610,313	-18.2	77
Automobile Dealers	4411	\$261,540,061	\$363,372,287	-\$101,832,226	-16.3	42
Other Motor Vehicle Dealers	4412	\$35,049,317	\$80,188,059	-\$45,138,742	-39.2	13
Auto Parts, Accessories & Tire Stores	4413	\$23,237,805	\$18,877,150	\$4,360,655	10.4	23
Furniture & Home Furnishings Stores	442	\$37,116,106	\$39,488,656	-\$2,372,550	-3.1	31
Furniture Stores	4421	\$24,046,538	\$29,139,500	-\$5,092,962	-9.6	16
Home Furnishings Stores	4422	\$13,069,568	\$10,349,156	\$2,720,412	11.6	14
Electronics & Appliance Stores	443	\$76,909,957	\$61,054,883	\$15,855,074	11.5	31
Bldg Materials, Garden Equip. & Supply Stores	444	\$66,230,965	\$63,348,892	\$2,882,073	2.2	46
Bldg Material & Supplies Dealers	4441	\$56,667,980	\$60,876,607	-\$4,208,627	-3.6	37
Lawn & Garden Equip & Supply Stores	4442	\$9,562,985	\$2,472,285	\$7,090,700	58.9	9
Food & Beverage Stores	445	\$251,667,291	\$267,641,794	-\$15,974,503	-3.1	48
Grocery Stores	4451	\$232,149,082	\$251,404,760	-\$19,255,678	-4.0	32
Specialty Food Stores	4452	\$12,167,911	\$3,985,104	\$8,182,807	50.7	8
Beer, Wine & Liquor Stores	4453	\$7,350,298	\$12,251,929	-\$4,901,631	-25.0	7
Health & Personal Care Stores	446,4461	\$103,740,290	\$78,348,866	\$25,391,424	13.9	35
Gasoline Stations	447,4471	\$99,175,042	\$71,833,473	\$27,341,569	16.0	33
Clothing & Clothing Accessories Stores	448	\$61,313,792	\$72,031,958	-\$10,718,166	-8.0	69
Clothing Stores	4481	\$38,915,550	\$44,715,487	-\$5,799,937	-6.9	40
Shoe Stores	4482	\$7,519,848	\$13,061,615	-\$5,541,767	-26.9	14
Jewelry, Luggage & Leather Goods Stores	4483	\$14,878,393	\$14,254,856	\$623,537	2.1	16
Sporting Goods, Hobby, Book & Music Stores	451	\$45,407,926	\$32,978,245	\$12,429,681	15.9	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,731,235	\$29,015,466	\$7,715,769	11.7	25
Book, Periodical & Music Stores	4512	\$8,676,691	\$3,962,779	\$4,713,912	37.3	5
General Merchandise Stores	452	\$254,045,897	\$373,665,571	-\$119,619,674	-19.1	25
Department Stores Excluding Leased Depts.	4521	\$200,149,563	\$269,926,764	-\$69,777,201	-14.8	8
Other General Merchandise Stores	4529	\$53,896,334	\$103,738,807	-\$49,842,473	-31.6	17
Miscellaneous Store Retailers	453	\$65,305,244	\$45,920,318	\$19,384,926	17.4	66
Florists	4531	\$2,658,942	\$1,615,228	\$1,043,714	24.4	10
Office Supplies, Stationery & Gift Stores	4532	\$15,138,083	\$17,241,245	-\$2,103,162	-6.5	17
Used Merchandise Stores	4533	\$9,522,592	\$2,946,052	\$6,576,540	52.7	13
Other Miscellaneous Store Retailers	4539	\$37,985,628	\$24,117,793	\$13,867,835	22.3	27
Nonstore Retailers	454	\$21,101,940	\$82,410,115	-\$61,308,175	-59.2	8
Electronic Shopping & Mail-Order Houses	4541	\$12,013,015	\$81,939,473	-\$69,926,458	-74.4	6
Vending Machine Operators	4542	\$2,235,410	\$175,569	\$2,059,841	85.4	1
Direct Selling Establishments	4543	\$6,853,515	\$295,073	\$6,558,442	91.7	1
Food Services & Drinking Places	722	\$140,557,626	\$115,430,895	\$25,126,731	9.8	170
Full-Service Restaurants	7221	\$69,858,612	\$40,455,202	\$29,403,410	26.7	81
Limited-Service Eating Places	7222	\$62,656,994	\$72,631,600	-\$9,974,606	-7.4	79
Special Food Services	7223	\$3,666,990	\$1,169,209	\$2,497,781	51.6	4
Drinking Places - Alcoholic Beverages	7224	\$4,375,030	\$1,174,884	\$3,200,146	57.7	6

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

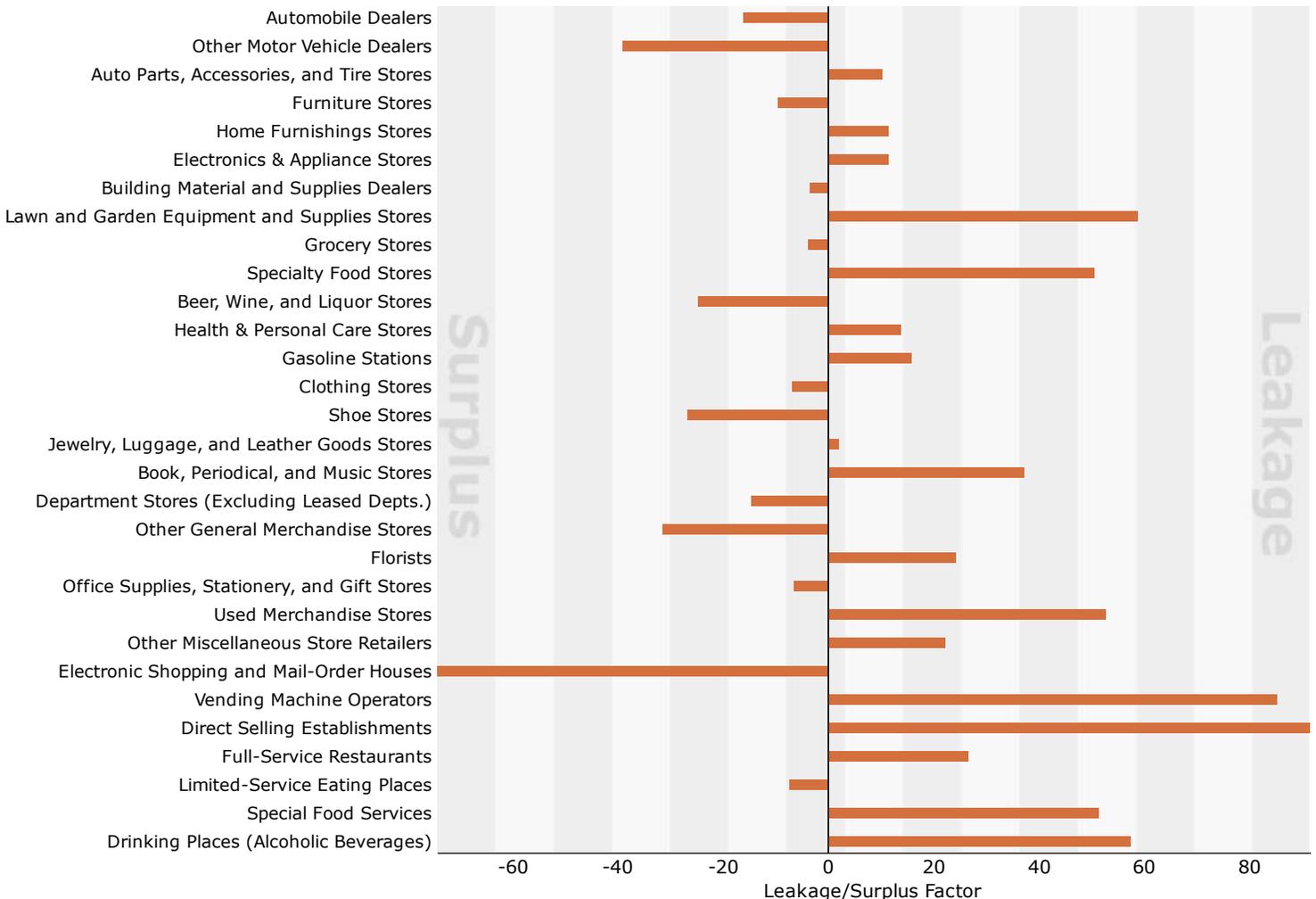
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Demographic Summary	2016	2021
Population	45,077	47,273
Population 18+	33,655	35,298
Households	17,221	18,138
Median Household Income	\$58,726	\$66,996

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,706	49.6%	105
Bought any women's clothing in last 12 months	15,370	45.7%	104
Bought clothing for child <13 years in last 6 months	9,866	29.3%	106
Bought any shoes in last 12 months	18,953	56.3%	105
Bought costume jewelry in last 12 months	6,847	20.3%	104
Bought any fine jewelry in last 12 months	6,142	18.2%	100
Bought a watch in last 12 months	4,005	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	15,662	90.9%	106
HH bought/leased new vehicle last 12 mo	1,776	10.3%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,579	90.9%	107
Bought/changed motor oil in last 12 months	17,922	53.3%	108
Had tune-up in last 12 months	10,401	30.9%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,979	65.3%	100
Drank regular cola in last 6 months	15,114	44.9%	100
Drank beer/ale in last 6 months	14,688	43.6%	102
Cameras (Adults)			
Own digital point & shoot camera	10,852	32.2%	111
Own digital single-lens reflex (SLR) camera	3,286	9.8%	113
Bought any camera in last 12 months	2,055	6.1%	107
Printed digital photos in last 12 months	1,034	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,594	37.4%	104
Have a smartphone	20,973	62.3%	106
Have a smartphone: Android phone (any brand)	9,969	29.6%	110
Have a smartphone: Apple iPhone	9,075	27.0%	104
Number of cell phones in household: 1	4,944	28.7%	89
Number of cell phones in household: 2	6,862	39.8%	107
Number of cell phones in household: 3+	4,724	27.4%	108
HH has cell phone only (no landline telephone)	7,587	44.1%	105
Computers (Households)			
HH owns a computer	13,973	81.1%	106
HH owns desktop computer	8,461	49.1%	108
HH owns laptop/notebook	9,942	57.7%	106
HH owns any Apple/Mac brand computer	2,499	14.5%	97
HH owns any PC/non-Apple brand computer	12,501	72.6%	107
HH purchased most recent computer in a store	7,003	40.7%	108
HH purchased most recent computer online	2,469	14.3%	110
Spent <\$500 on most recent home computer	2,690	15.6%	108
Spent \$500-\$999 on most recent home computer	3,615	21.0%	110
Spent \$1,000-\$1,499 on most recent home computer	1,799	10.4%	110
Spent \$1,500-\$1,999 on most recent home computer	780	4.5%	99
Spent \$2,000+ on most recent home computer	673	3.9%	100

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 Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	18,323	54.4%	107
Bought brewed coffee at convenience store in last 30 days	5,187	15.4%	98
Bought cigarettes at convenience store in last 30 days	4,450	13.2%	106
Bought gas at convenience store in last 30 days	12,979	38.6%	117
Spent at convenience store in last 30 days: <\$20	2,894	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	3,000	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	2,740	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	1,615	4.8%	108
Spent at convenience store in last 30 days: \$100+	8,713	25.9%	113
Entertainment (Adults)			
Attended a movie in last 6 months	20,453	60.8%	102
Went to live theater in last 12 months	4,444	13.2%	102
Went to a bar/night club in last 12 months	5,905	17.5%	105
Dined out in last 12 months	16,605	49.3%	110
Gambled at a casino in last 12 months	4,938	14.7%	107
Visited a theme park in last 12 months	6,046	18.0%	102
Viewed movie (video-on-demand) in last 30 days	5,907	17.6%	103
Viewed TV show (video-on-demand) in last 30 days	4,406	13.1%	101
Watched any pay-per-view TV in last 12 months	4,467	13.3%	101
Downloaded a movie over the Internet in last 30 days	2,390	7.1%	99
Downloaded any individual song in last 6 months	7,772	23.1%	113
Watched a movie online in the last 30 days	5,296	15.7%	98
Watched a TV program online in last 30 days	5,023	14.9%	100
Played a video/electronic game (console) in last 12 months	3,820	11.4%	109
Played a video/electronic game (portable) in last 12 months	1,611	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	12,120	36.0%	116
Used ATM/cash machine in last 12 months	17,951	53.3%	109
Own any stock	2,657	7.9%	103
Own U.S. savings bond	1,746	5.2%	98
Own shares in mutual fund (stock)	2,553	7.6%	105
Own shares in mutual fund (bonds)	1,714	5.1%	105
Have interest checking account	10,461	31.1%	110
Have non-interest checking account	10,733	31.9%	113
Have savings account	20,007	59.4%	110
Have 401K retirement savings plan	5,763	17.1%	118
Own/used any credit/debit card in last 12 months	26,731	79.4%	107
Avg monthly credit card expenditures: <\$111	4,547	13.5%	116
Avg monthly credit card expenditures: \$111-\$225	2,307	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	2,310	6.9%	108
Avg monthly credit card expenditures: \$451-\$700	1,948	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	1,367	4.1%	94
Avg monthly credit card expenditures: \$1,001+	2,990	8.9%	98
Did banking online in last 12 months	13,930	41.4%	116
Did banking on mobile device in last 12 months	5,671	16.9%	120
Paid bills online in last 12 months	16,411	48.8%	113

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 Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,476	72.4%	104
Used bread in last 6 months	16,360	95.0%	101
Used chicken (fresh or frozen) in last 6 months	12,119	70.4%	102
Used turkey (fresh or frozen) in last 6 months	2,899	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	9,515	55.3%	101
Used fresh fruit/vegetables in last 6 months	15,040	87.3%	102
Used fresh milk in last 6 months	15,371	89.3%	101
Used organic food in last 6 months	3,039	17.6%	90
Health (Adults)			
Exercise at home 2+ times per week	10,101	30.0%	106
Exercise at club 2+ times per week	4,622	13.7%	106
Visited a doctor in last 12 months	26,338	78.3%	103
Used vitamin/dietary supplement in last 6 months	18,027	53.6%	101
Home (Households)			
Any home improvement in last 12 months	5,030	29.2%	109
Used housekeeper/maid/professional HH cleaning service in last 12	2,026	11.8%	89
Purchased low ticket HH furnishings in last 12 months	3,015	17.5%	109
Purchased big ticket HH furnishings in last 12 months	3,813	22.1%	106
Bought any small kitchen appliance in last 12 months	4,059	23.6%	106
Bought any large kitchen appliance in last 12 months	2,297	13.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	15,905	47.3%	111
Carry medical/hospital/accident insurance	23,142	68.8%	105
Carry homeowner insurance	17,934	53.3%	113
Carry renter's insurance	3,104	9.2%	113
Have auto insurance: 1 vehicle in household covered	4,989	29.0%	94
Have auto insurance: 2 vehicles in household covered	5,342	31.0%	109
Have auto insurance: 3+ vehicles in household covered	4,502	26.1%	120
Pets (Households)			
Household owns any pet	10,179	59.1%	110
Household owns any cat	4,441	25.8%	115
Household owns any dog	7,796	45.3%	111
Psychographics (Adults)			
Buying American is important to me	15,044	44.7%	106
Usually buy items on credit rather than wait	3,576	10.6%	91
Usually buy based on quality - not price	5,813	17.3%	96
Price is usually more important than brand name	9,007	26.8%	102
Usually use coupons for brands I buy often	6,450	19.2%	101
Am interested in how to help the environment	4,840	14.4%	88
Usually pay more for environ safe product	3,783	11.2%	88
Usually value green products over convenience	3,012	8.9%	85
Likely to buy a brand that supports a charity	11,510	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	4,814	14.3%	108
Bought hardcover book in last 12 months	7,461	22.2%	106
Bought paperback book in last 12 month	11,033	32.8%	104
Read any daily newspaper (paper version)	8,300	24.7%	94
Read any digital newspaper in last 30 days	11,512	34.2%	103
Read any magazine (paper/electronic version) in last 6 months	30,840	91.6%	101

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Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

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	26,465	78.6%	105
Went to family restaurant/steak house: 4+ times a month	9,999	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	30,940	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	14,189	42.2%	107
Fast food/drive-in last 6 months: eat in	13,001	38.6%	106
Fast food/drive-in last 6 months: home delivery	2,777	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	17,467	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	6,935	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,501	34.2%	108
Own e-reader/tablet: iPad	5,196	15.4%	101
Own any portable MP3 player	11,310	33.6%	109
HH owns 1 TV	3,191	18.5%	91
HH owns 2 TVs	4,373	25.4%	98
HH owns 3 TVs	3,981	23.1%	108
HH owns 4+ TVs	3,559	20.7%	109
HH subscribes to cable TV	8,300	48.2%	97
HH subscribes to fiber optic	1,228	7.1%	94
HH has satellite dish	4,662	27.1%	107
HH owns DVD/Blu-ray player	11,077	64.3%	106
HH owns camcorder	2,636	15.3%	110
HH owns portable GPS navigation device	5,305	30.8%	112
HH purchased video game system in last 12 mos	1,289	7.5%	94
HH owns Internet video device for TV	1,238	7.2%	102
Travel (Adults)			
Domestic travel in last 12 months	18,283	54.3%	108
Took 3+ domestic non-business trips in last 12 months	4,022	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	3,940	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,066	6.1%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,283	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,411	4.2%	107
Spent on domestic vacations in last 12 months: \$3,000+	2,026	6.0%	109
Domestic travel in the 12 months: used general travel website	2,111	6.3%	93
Foreign travel in last 3 years	7,879	23.4%	97
Took 3+ foreign trips by plane in last 3 years	1,246	3.7%	82
Spent on foreign vacations in last 12 months: <\$1,000	1,343	4.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,046	3.1%	95
Spent on foreign vacations in last 12 months: \$3,000+	1,480	4.4%	89
Foreign travel in last 3 years: used general travel website	1,610	4.8%	86
Nights spent in hotel/motel in last 12 months: any	14,707	43.7%	108
Took cruise of more than one day in last 3 years	2,921	8.7%	104
Member of any frequent flyer program	5,530	16.4%	101
Member of any hotel rewards program	5,342	15.9%	112

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Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.07723
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Demographic Summary	2016	2021
Population	99,497	103,441
Population 18+	75,495	78,597
Households	38,861	40,526
Median Household Income	\$58,732	\$66,848

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	37,414	49.6%	105
Bought any women's clothing in last 12 months	34,282	45.4%	103
Bought clothing for child <13 years in last 6 months	21,709	28.8%	104
Bought any shoes in last 12 months	41,777	55.3%	103
Bought costume jewelry in last 12 months	15,312	20.3%	104
Bought any fine jewelry in last 12 months	13,793	18.3%	100
Bought a watch in last 12 months	8,579	11.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	35,244	90.7%	106
HH bought/leased new vehicle last 12 mo	3,836	9.9%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	68,374	90.6%	106
Bought/changed motor oil in last 12 months	40,518	53.7%	109
Had tune-up in last 12 months	23,324	30.9%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	49,095	65.0%	99
Drank regular cola in last 6 months	34,225	45.3%	101
Drank beer/ale in last 6 months	33,274	44.1%	103
Cameras (Adults)			
Own digital point & shoot camera	23,945	31.7%	109
Own digital single-lens reflex (SLR) camera	7,005	9.3%	108
Bought any camera in last 12 months	4,454	5.9%	104
Printed digital photos in last 12 months	2,392	3.2%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	28,089	37.2%	103
Have a smartphone	45,103	59.7%	102
Have a smartphone: Android phone (any brand)	21,621	28.6%	106
Have a smartphone: Apple iPhone	19,034	25.2%	98
Number of cell phones in household: 1	11,942	30.7%	96
Number of cell phones in household: 2	15,217	39.2%	105
Number of cell phones in household: 3+	9,985	25.7%	101
HH has cell phone only (no landline telephone)	17,019	43.8%	104
Computers (Households)			
HH owns a computer	30,895	79.5%	103
HH owns desktop computer	18,540	47.7%	105
HH owns laptop/notebook	21,897	56.3%	104
HH owns any Apple/Mac brand computer	5,310	13.7%	91
HH owns any PC/non-Apple brand computer	27,782	71.5%	105
HH purchased most recent computer in a store	15,498	39.9%	106
HH purchased most recent computer online	5,257	13.5%	103
Spent <\$500 on most recent home computer	6,052	15.6%	107
Spent \$500-\$999 on most recent home computer	8,042	20.7%	108
Spent \$1,000-\$1,499 on most recent home computer	3,775	9.7%	103
Spent \$1,500-\$1,999 on most recent home computer	1,692	4.4%	96
Spent \$2,000+ on most recent home computer	1,427	3.7%	94

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Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	40,901	54.2%	107
Bought brewed coffee at convenience store in last 30 days	12,355	16.4%	104
Bought cigarettes at convenience store in last 30 days	10,478	13.9%	111
Bought gas at convenience store in last 30 days	29,029	38.5%	116
Spent at convenience store in last 30 days: <\$20	6,416	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	6,753	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	6,213	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	3,514	4.7%	105
Spent at convenience store in last 30 days: \$100+	19,735	26.1%	114
Entertainment (Adults)			
Attended a movie in last 6 months	45,051	59.7%	100
Went to live theater in last 12 months	9,551	12.7%	97
Went to a bar/night club in last 12 months	13,359	17.7%	106
Dined out in last 12 months	36,572	48.4%	108
Gambled at a casino in last 12 months	10,897	14.4%	105
Visited a theme park in last 12 months	13,321	17.6%	100
Viewed movie (video-on-demand) in last 30 days	12,855	17.0%	100
Viewed TV show (video-on-demand) in last 30 days	9,389	12.4%	96
Watched any pay-per-view TV in last 12 months	9,842	13.0%	99
Downloaded a movie over the Internet in last 30 days	4,956	6.6%	91
Downloaded any individual song in last 6 months	16,440	21.8%	107
Watched a movie online in the last 30 days	11,183	14.8%	93
Watched a TV program online in last 30 days	10,706	14.2%	95
Played a video/electronic game (console) in last 12 months	8,457	11.2%	107
Played a video/electronic game (portable) in last 12 months	3,710	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	26,465	35.1%	113
Used ATM/cash machine in last 12 months	39,216	51.9%	106
Own any stock	5,700	7.6%	99
Own U.S. savings bond	3,844	5.1%	96
Own shares in mutual fund (stock)	5,547	7.3%	101
Own shares in mutual fund (bonds)	3,577	4.7%	97
Have interest checking account	23,170	30.7%	109
Have non-interest checking account	23,771	31.5%	111
Have savings account	43,917	58.2%	108
Have 401K retirement savings plan	12,264	16.2%	112
Own/used any credit/debit card in last 12 months	59,210	78.4%	105
Avg monthly credit card expenditures: <\$111	9,910	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	5,229	6.9%	101
Avg monthly credit card expenditures: \$226-\$450	5,121	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	4,211	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	2,896	3.8%	89
Avg monthly credit card expenditures: \$1,001+	6,271	8.3%	92
Did banking online in last 12 months	29,777	39.4%	110
Did banking on mobile device in last 12 months	11,930	15.8%	113
Paid bills online in last 12 months	35,362	46.8%	109

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Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	28,018	72.1%	104
Used bread in last 6 months	36,893	94.9%	101
Used chicken (fresh or frozen) in last 6 months	27,222	70.0%	102
Used turkey (fresh or frozen) in last 6 months	6,518	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	21,168	54.5%	100
Used fresh fruit/vegetables in last 6 months	33,821	87.0%	101
Used fresh milk in last 6 months	34,668	89.2%	101
Used organic food in last 6 months	6,879	17.7%	90
Health (Adults)			
Exercise at home 2+ times per week	22,313	29.6%	104
Exercise at club 2+ times per week	9,685	12.8%	99
Visited a doctor in last 12 months	58,807	77.9%	103
Used vitamin/dietary supplement in last 6 months	40,499	53.6%	102
Home (Households)			
Any home improvement in last 12 months	11,357	29.2%	109
Used housekeeper/maid/professional HH cleaning service in last 12	4,572	11.8%	89
Purchased low ticket HH furnishings in last 12 months	6,557	16.9%	105
Purchased big ticket HH furnishings in last 12 months	8,436	21.7%	104
Bought any small kitchen appliance in last 12 months	9,072	23.3%	105
Bought any large kitchen appliance in last 12 months	5,177	13.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	35,324	46.8%	110
Carry medical/hospital/accident insurance	51,717	68.5%	104
Carry homeowner insurance	39,992	53.0%	113
Carry renter's insurance	6,635	8.8%	108
Have auto insurance: 1 vehicle in household covered	11,726	30.2%	98
Have auto insurance: 2 vehicles in household covered	11,779	30.3%	106
Have auto insurance: 3+ vehicles in household covered	9,772	25.1%	115
Pets (Households)			
Household owns any pet	22,822	58.7%	109
Household owns any cat	10,179	26.2%	117
Household owns any dog	17,325	44.6%	109
Psychographics (Adults)			
Buying American is important to me	34,141	45.2%	107
Usually buy items on credit rather than wait	8,207	10.9%	93
Usually buy based on quality - not price	13,080	17.3%	97
Price is usually more important than brand name	20,378	27.0%	103
Usually use coupons for brands I buy often	14,836	19.7%	104
Am interested in how to help the environment	10,684	14.2%	87
Usually pay more for environ safe product	8,805	11.7%	91
Usually value green products over convenience	6,968	9.2%	88
Likely to buy a brand that supports a charity	26,102	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	10,344	13.7%	104
Bought hardcover book in last 12 months	16,336	21.6%	103
Bought paperback book in last 12 month	24,360	32.3%	103
Read any daily newspaper (paper version)	19,269	25.5%	98
Read any digital newspaper in last 30 days	24,960	33.1%	99
Read any magazine (paper/electronic version) in last 6 months	68,956	91.3%	101

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Retail Market Potential

Downtown Batavia
 73 E Main St, Batavia, OH, 45103
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 39.07723
 Longitude: -84.17762

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	59,041	78.2%	105
Went to family restaurant/steak house: 4+ times a month	22,157	29.3%	107
Went to fast food/drive-in restaurant in last 6 months	69,490	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	31,625	41.9%	106
Fast food/drive-in last 6 months: eat in	28,994	38.4%	106
Fast food/drive-in last 6 months: home delivery	6,064	8.0%	105
Fast food/drive-in last 6 months: take-out/drive-thru	38,800	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	15,050	19.9%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	24,237	32.1%	101
Own e-reader/tablet: iPad	10,659	14.1%	92
Own any portable MP3 player	24,278	32.2%	104
HH owns 1 TV	7,447	19.2%	94
HH owns 2 TVs	10,004	25.7%	99
HH owns 3 TVs	8,939	23.0%	108
HH owns 4+ TVs	7,801	20.1%	106
HH subscribes to cable TV	18,829	48.5%	98
HH subscribes to fiber optic	2,510	6.5%	85
HH has satellite dish	10,579	27.2%	107
HH owns DVD/Blu-ray player	24,683	63.5%	105
HH owns camcorder	5,750	14.8%	106
HH owns portable GPS navigation device	11,765	30.3%	110
HH purchased video game system in last 12 mos	2,812	7.2%	91
HH owns Internet video device for TV	2,581	6.6%	94
Travel (Adults)			
Domestic travel in last 12 months	39,578	52.4%	105
Took 3+ domestic non-business trips in last 12 months	8,601	11.4%	103
Spent on domestic vacations in last 12 months: <\$1,000	8,557	11.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,416	5.8%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,659	3.5%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,983	4.0%	101
Spent on domestic vacations in last 12 months: \$3,000+	4,238	5.6%	102
Domestic travel in the 12 months: used general travel website	4,631	6.1%	91
Foreign travel in last 3 years	16,625	22.0%	91
Took 3+ foreign trips by plane in last 3 years	2,690	3.6%	79
Spent on foreign vacations in last 12 months: <\$1,000	2,932	3.9%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,092	2.8%	85
Spent on foreign vacations in last 12 months: \$3,000+	3,086	4.1%	82
Foreign travel in last 3 years: used general travel website	3,440	4.6%	82
Nights spent in hotel/motel in last 12 months: any	32,028	42.4%	104
Took cruise of more than one day in last 3 years	6,042	8.0%	96
Member of any frequent flyer program	11,343	15.0%	92
Member of any hotel rewards program	11,218	14.9%	105

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