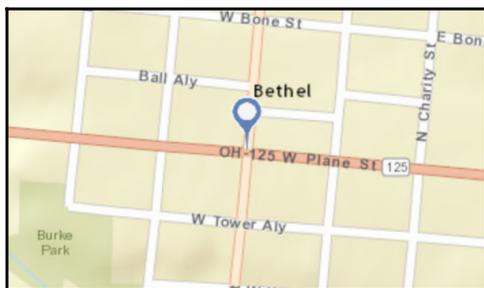
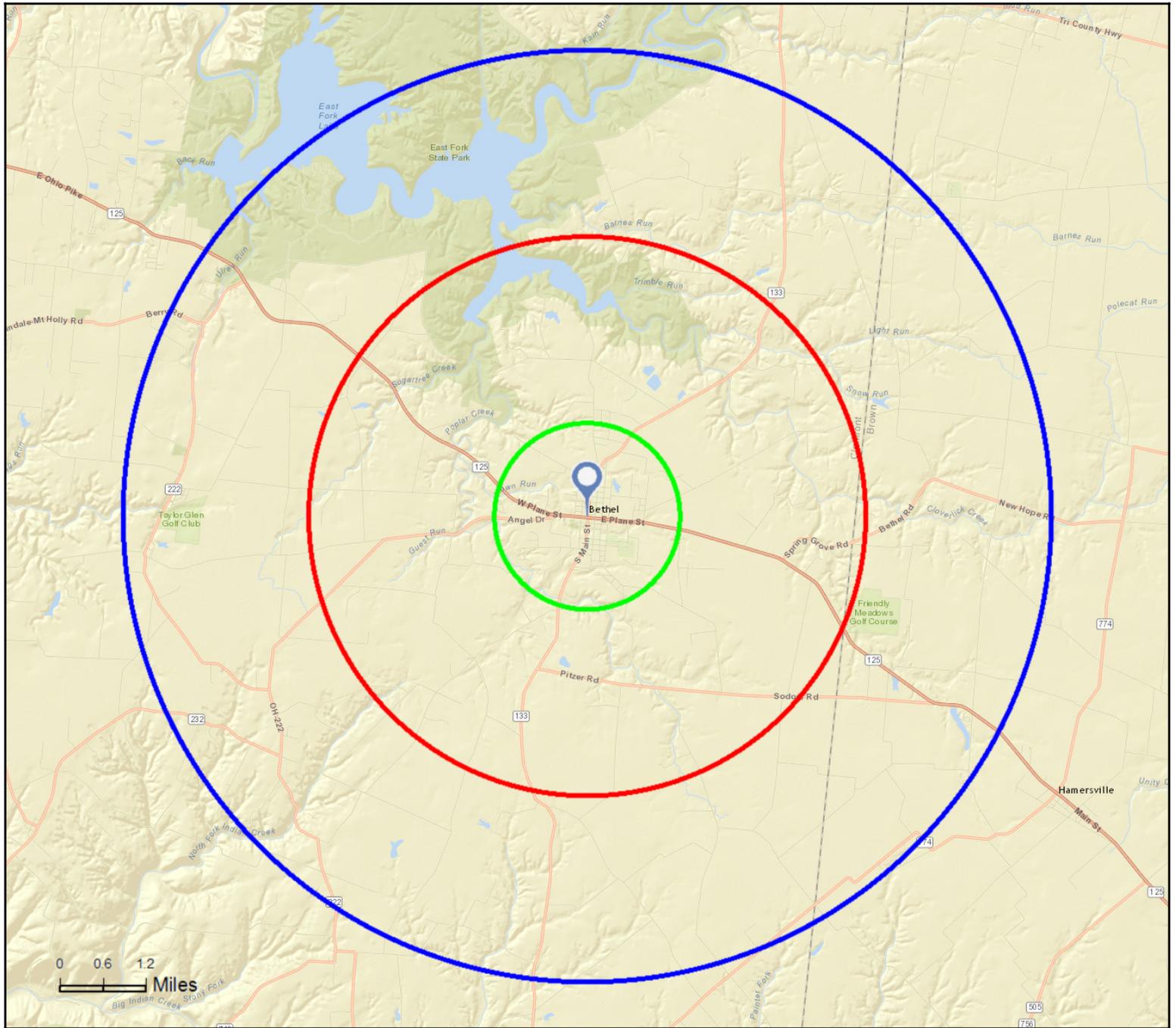


Site Map

Downtown Bethel
 100 STHY 133, Bethel, OH, 45106
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.96360
 Longitude: -84.08111



Market Profile

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,358	6,929	12,898
2010 Total Population	3,393	7,262	13,397
2016 Total Population	3,464	7,435	13,563
2016 Group Quarters	16	20	42
2020 Total Population	3,543	7,617	13,793
2016-2021 Annual Rate	0.45%	0.48%	0.34%
Household Summary			
2000 Households	1,276	2,527	4,594
2000 Average Household Size	2.62	2.73	2.80
2010 Households	1,308	2,718	4,955
2010 Average Household Size	2.58	2.66	2.70
2016 Households	1,345	2,802	5,057
2016 Average Household Size	2.56	2.65	2.67
2021 Households	1,381	2,883	5,165
2021 Average Household Size	2.55	2.64	2.66
2016-2021 Annual Rate	0.53%	0.57%	0.42%
2010 Families	888	1,982	3,700
2010 Average Family Size	3.10	3.10	3.09
2016 Families	901	2,021	3,736
2016 Average Family Size	3.09	3.09	3.07
2021 Families	918	2,066	3,792
2021 Average Family Size	3.09	3.08	3.07
2016-2021 Annual Rate	0.37%	0.44%	0.30%
Housing Unit Summary			
2000 Housing Units	1,367	2,671	4,846
Owner Occupied Housing Units	58.2%	69.8%	75.5%
Renter Occupied Housing Units	35.2%	24.8%	19.3%
Vacant Housing Units	6.7%	5.4%	5.2%
2010 Housing Units	1,468	2,987	5,412
Owner Occupied Housing Units	52.2%	65.1%	70.4%
Renter Occupied Housing Units	36.9%	25.9%	21.1%
Vacant Housing Units	10.9%	9.0%	8.4%
2016 Housing Units	1,511	3,084	5,557
Owner Occupied Housing Units	48.4%	62.1%	67.5%
Renter Occupied Housing Units	40.6%	28.7%	23.5%
Vacant Housing Units	11.0%	9.1%	9.0%
2021 Housing Units	1,559	3,186	5,710
Owner Occupied Housing Units	48.7%	62.1%	67.1%
Renter Occupied Housing Units	39.9%	28.4%	23.3%
Vacant Housing Units	11.4%	9.5%	9.5%
Median Household Income			
2016	\$40,009	\$51,145	\$53,202
2021	\$43,146	\$55,826	\$58,622
Median Home Value			
2016	\$108,285	\$149,541	\$145,559
2021	\$146,429	\$184,943	\$186,279
Per Capita Income			
2016	\$20,000	\$23,737	\$24,456
2021	\$21,949	\$26,384	\$27,264
Median Age			
2010	35.4	38.5	39.5
2016	36.1	39.8	40.9
2021	36.2	40.7	42.0

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

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

Market Profile

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	1,345	2,802	5,057
<\$15,000	16.5%	11.1%	9.7%
\$15,000 - \$24,999	14.1%	11.0%	10.4%
\$25,000 - \$34,999	12.3%	9.6%	9.1%
\$35,000 - \$49,999	17.0%	16.7%	16.4%
\$50,000 - \$74,999	19.4%	22.3%	23.5%
\$75,000 - \$99,999	10.3%	14.1%	13.8%
\$100,000 - \$149,999	6.7%	9.5%	11.2%
\$150,000 - \$199,999	2.4%	3.7%	3.9%
\$200,000+	1.3%	2.0%	2.0%
Average Household Income	\$51,939	\$63,007	\$65,357
2021 Households by Income			
Household Income Base	1,381	2,883	5,165
<\$15,000	17.2%	11.3%	9.8%
\$15,000 - \$24,999	14.0%	10.8%	10.0%
\$25,000 - \$34,999	13.5%	11.6%	11.1%
\$35,000 - \$49,999	8.8%	9.2%	9.3%
\$50,000 - \$74,999	22.5%	22.0%	22.1%
\$75,000 - \$99,999	11.8%	16.0%	15.9%
\$100,000 - \$149,999	7.4%	11.8%	14.4%
\$150,000 - \$199,999	3.1%	4.8%	5.0%
\$200,000+	1.7%	2.6%	2.5%
Average Household Income	\$56,834	\$69,756	\$72,585
2016 Owner Occupied Housing Units by Value			
Total	731	1,916	3,750
<\$50,000	3.1%	3.9%	9.4%
\$50,000 - \$99,999	43.0%	26.4%	22.6%
\$100,000 - \$149,999	23.5%	19.9%	19.8%
\$150,000 - \$199,999	17.4%	20.7%	17.9%
\$200,000 - \$249,999	7.1%	10.5%	10.8%
\$250,000 - \$299,999	1.4%	6.1%	6.9%
\$300,000 - \$399,999	2.9%	7.5%	7.5%
\$400,000 - \$499,999	1.4%	3.9%	3.7%
\$500,000 - \$749,999	0.3%	1.2%	1.3%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$130,506	\$173,279	\$171,440
2021 Owner Occupied Housing Units by Value			
Total	759	1,979	3,833
<\$50,000	2.4%	2.1%	5.8%
\$50,000 - \$99,999	31.4%	16.5%	16.4%
\$100,000 - \$149,999	17.5%	12.7%	12.4%
\$150,000 - \$199,999	25.8%	26.7%	21.1%
\$200,000 - \$249,999	13.3%	16.7%	17.0%
\$250,000 - \$299,999	2.8%	9.9%	11.5%
\$300,000 - \$399,999	4.6%	9.2%	9.3%
\$400,000 - \$499,999	1.8%	4.7%	4.6%
\$500,000 - \$749,999	0.4%	1.4%	1.6%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$155,665	\$202,702	\$201,670

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 Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	3,395	7,264	13,395
0 - 4	7.3%	6.4%	6.2%
5 - 9	7.5%	7.1%	7.0%
10 - 14	7.6%	7.4%	7.2%
15 - 24	14.1%	13.1%	12.6%
25 - 34	13.0%	11.4%	11.1%
35 - 44	13.1%	13.3%	13.3%
45 - 54	13.2%	15.1%	16.2%
55 - 64	10.5%	12.3%	13.0%
65 - 74	6.7%	7.8%	7.9%
75 - 84	4.7%	4.4%	4.0%
85 +	2.2%	1.7%	1.3%
18 +	72.2%	73.8%	74.6%
2016 Population by Age			
Total	3,464	7,436	13,564
0 - 4	7.3%	6.3%	6.0%
5 - 9	7.1%	6.4%	6.3%
10 - 14	7.0%	6.9%	6.8%
15 - 24	14.4%	13.1%	12.3%
25 - 34	12.8%	11.5%	11.5%
35 - 44	13.1%	12.5%	12.4%
45 - 54	13.2%	14.2%	14.4%
55 - 64	10.9%	13.2%	14.3%
65 - 74	8.0%	9.8%	10.2%
75 - 84	4.3%	4.5%	4.3%
85 +	2.0%	1.6%	1.4%
18 +	74.5%	76.5%	77.1%
2021 Population by Age			
Total	3,544	7,619	13,792
0 - 4	7.1%	6.1%	5.7%
5 - 9	7.2%	6.4%	6.2%
10 - 14	7.2%	6.7%	6.7%
15 - 24	12.9%	11.7%	11.2%
25 - 34	14.2%	12.4%	11.6%
35 - 44	12.1%	12.0%	12.3%
45 - 54	12.2%	13.1%	13.3%
55 - 64	11.9%	13.8%	14.6%
65 - 74	8.7%	10.8%	11.4%
75 - 84	4.5%	5.4%	5.4%
85 +	1.9%	1.7%	1.5%
18 +	74.3%	76.7%	77.4%
2010 Population by Sex			
Males	1,599	3,513	6,608
Females	1,794	3,749	6,789
2016 Population by Sex			
Males	1,631	3,589	6,681
Females	1,834	3,847	6,882
2021 Population by Sex			
Males	1,676	3,685	6,805
Females	1,868	3,932	6,987

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 Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	3,393	7,263	13,397
White Alone	97.8%	98.3%	98.3%
Black Alone	0.4%	0.3%	0.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	1.2%	0.9%	0.9%
Hispanic Origin	1.0%	0.8%	0.7%
Diversity Index	6.2	5.0	4.7
2016 Population by Race/Ethnicity			
Total	3,464	7,435	13,564
White Alone	97.3%	97.8%	97.9%
Black Alone	0.5%	0.4%	0.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.3%	0.2%	0.2%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	1.5%	1.1%	1.1%
Hispanic Origin	1.3%	1.0%	1.0%
Diversity Index	7.8	6.2	6.0
2021 Population by Race/Ethnicity			
Total	3,544	7,617	13,793
White Alone	96.8%	97.4%	97.4%
Black Alone	0.6%	0.5%	0.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.3%	0.3%	0.2%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	0.1%	0.1%	0.2%
Two or More Races	1.8%	1.4%	1.3%
Hispanic Origin	1.6%	1.3%	1.2%
Diversity Index	9.3	7.5	7.3
2010 Population by Relationship and Household Type			
Total	3,393	7,262	13,397
In Households	99.5%	99.7%	99.7%
In Family Households	84.8%	87.3%	88.1%
Householder	25.9%	27.2%	27.6%
Spouse	17.8%	20.8%	21.5%
Child	34.7%	33.6%	33.1%
Other relative	2.8%	2.9%	3.0%
Nonrelative	3.7%	2.8%	2.8%
In Nonfamily Households	14.7%	12.4%	11.6%
In Group Quarters	0.5%	0.3%	0.3%
Institutionalized Population	0.5%	0.2%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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 Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	2,227	5,007	9,305
Less than 9th Grade	4.7%	4.4%	4.3%
9th - 12th Grade, No Diploma	11.8%	9.8%	10.7%
High School Graduate	45.7%	44.9%	44.8%
GED/Alternative Credential	4.4%	3.3%	3.4%
Some College, No Degree	14.9%	17.4%	17.0%
Associate Degree	6.1%	7.1%	7.0%
Bachelor's Degree	8.0%	6.3%	6.5%
Graduate/Professional Degree	4.5%	6.7%	6.2%
2016 Population 15+ by Marital Status			
Total	2,722	5,981	10,978
Never Married	31.7%	27.1%	26.1%
Married	46.8%	54.9%	56.4%
Widowed	6.0%	4.9%	5.0%
Divorced	15.5%	13.1%	12.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	91.0%	93.0%	93.8%
Civilian Unemployed	9.1%	7.0%	6.2%
2016 Employed Population 16+ by Industry			
Total	1,361	3,132	5,960
Agriculture/Mining	0.4%	1.4%	1.4%
Construction	7.1%	7.7%	8.5%
Manufacturing	14.7%	16.2%	18.5%
Wholesale Trade	2.6%	3.5%	3.2%
Retail Trade	16.8%	15.9%	14.5%
Transportation/Utilities	2.9%	4.1%	4.0%
Information	0.4%	1.0%	1.1%
Finance/Insurance/Real Estate	5.4%	6.0%	6.3%
Services	46.4%	40.7%	39.1%
Public Administration	3.4%	3.5%	3.3%
2016 Employed Population 16+ by Occupation			
Total	1,362	3,133	5,959
White Collar	41.9%	47.3%	46.4%
Management/Business/Financial	5.0%	9.8%	10.6%
Professional	14.3%	13.9%	13.5%
Sales	13.2%	10.9%	9.3%
Administrative Support	9.3%	12.6%	12.9%
Services	26.6%	21.8%	19.2%
Blue Collar	31.6%	30.9%	34.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.6%	6.9%	7.6%
Installation/Maintenance/Repair	3.5%	3.9%	4.4%
Production	10.6%	11.8%	14.2%
Transportation/Material Moving	10.9%	8.4%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	3,393	7,262	13,397
Population Inside Urbanized Area	0.0%	0.9%	5.3%
Population Inside Urbanized Cluster	78.7%	44.2%	25.0%
Rural Population	21.3%	54.9%	69.7%

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

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,307	2,718	4,955
Households with 1 Person	26.9%	22.4%	20.7%
Households with 2+ People	73.1%	77.6%	79.3%
Family Households	67.9%	72.9%	74.7%
Husband-wife Families	46.8%	55.7%	58.1%
With Related Children	22.0%	24.2%	24.4%
Other Family (No Spouse Present)	21.1%	17.2%	16.6%
Other Family with Male Householder	5.0%	4.7%	5.1%
With Related Children	4.2%	3.4%	3.4%
Other Family with Female Householder	16.1%	12.5%	11.5%
With Related Children	11.5%	8.4%	7.7%
Nonfamily Households	5.1%	4.7%	4.6%
All Households with Children	38.3%	36.7%	36.3%
Multigenerational Households	4.8%	4.9%	5.0%
Unmarried Partner Households	9.0%	7.4%	7.4%
Male-female	8.9%	7.1%	7.0%
Same-sex	0.2%	0.2%	0.4%
2010 Households by Size			
Total	1,307	2,718	4,955
1 Person Household	26.9%	22.4%	20.7%
2 Person Household	30.8%	34.0%	35.1%
3 Person Household	16.8%	17.3%	17.8%
4 Person Household	13.4%	14.2%	14.5%
5 Person Household	7.5%	7.5%	7.2%
6 Person Household	2.6%	2.7%	2.8%
7 + Person Household	1.9%	1.9%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	1,308	2,718	4,955
Owner Occupied	58.6%	71.5%	76.9%
Owned with a Mortgage/Loan	43.1%	52.5%	55.4%
Owned Free and Clear	15.5%	19.0%	21.5%
Renter Occupied	41.4%	28.5%	23.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,468	2,987	5,412
Housing Units Inside Urbanized Area	0.0%	0.9%	5.5%
Housing Units Inside Urbanized Cluster	79.0%	46.3%	26.5%
Rural Housing Units	21.0%	52.9%	67.9%

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 Bethel
 100 STHY 133, Bethel, OH, 45106
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.96360
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Heartland Communities	Traditional Living (12B)	Green Acres (6A)
3.	Salt of the Earth (6B)	Heartland Communities	Southern Satellites (10A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$1,770,899	\$4,427,129	\$8,349,460
Average Spent	\$1,316.65	\$1,579.99	\$1,651.07
Spending Potential Index	65	78	82
Education: Total \$	\$1,198,861	\$3,018,842	\$5,550,581
Average Spent	\$891.35	\$1,077.39	\$1,097.60
Spending Potential Index	63	76	78
Entertainment/Recreation: Total \$	\$2,713,312	\$6,820,420	\$12,759,469
Average Spent	\$2,017.33	\$2,434.13	\$2,523.13
Spending Potential Index	69	83	87
Food at Home: Total \$	\$4,854,277	\$11,904,997	\$22,066,306
Average Spent	\$3,609.13	\$4,248.75	\$4,363.52
Spending Potential Index	72	85	88
Food Away from Home: Total \$	\$2,789,582	\$6,962,598	\$13,122,717
Average Spent	\$2,074.04	\$2,484.87	\$2,594.96
Spending Potential Index	67	80	84
Health Care: Total \$	\$5,292,862	\$13,361,901	\$24,824,279
Average Spent	\$3,935.21	\$4,768.70	\$4,908.89
Spending Potential Index	74	90	93
HH Furnishings & Equipment: Total \$	\$1,618,689	\$4,078,160	\$7,631,185
Average Spent	\$1,203.49	\$1,455.45	\$1,509.03
Spending Potential Index	68	82	85
Personal Care Products & Services: Total \$	\$652,687	\$1,652,538	\$3,103,713
Average Spent	\$485.27	\$589.77	\$613.75
Spending Potential Index	66	80	84
Shelter: Total \$	\$13,353,056	\$33,265,204	\$62,136,641
Average Spent	\$9,927.92	\$11,871.95	\$12,287.25
Spending Potential Index	64	76	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,244,296	\$5,695,924	\$10,602,240
Average Spent	\$1,668.62	\$2,032.81	\$2,096.55
Spending Potential Index	72	88	90
Travel: Total \$	\$1,599,915	\$4,177,605	\$7,810,708
Average Spent	\$1,189.53	\$1,490.94	\$1,544.53
Spending Potential Index	64	80	83
Vehicle Maintenance & Repairs: Total \$	\$998,296	\$2,494,651	\$4,631,363
Average Spent	\$742.23	\$890.31	\$915.83
Spending Potential Index	72	86	88

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.

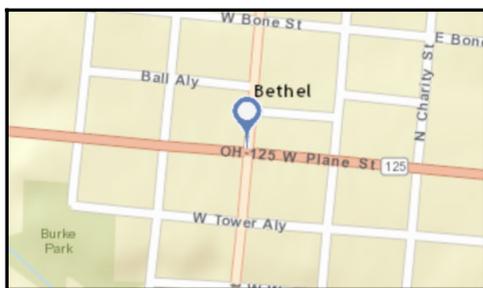
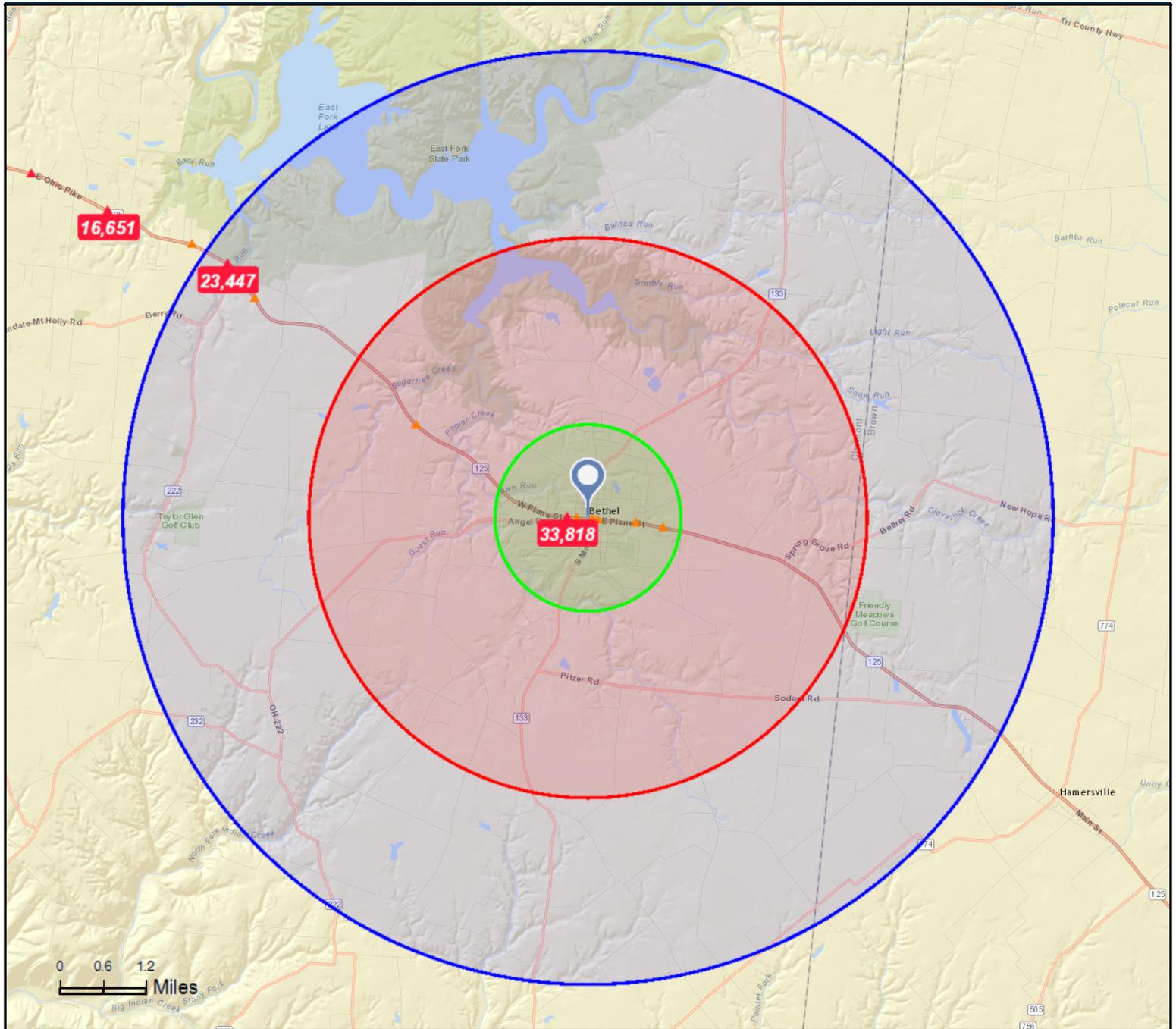
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Bethel
 100 STHY 133, Bethel, OH, 45106
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.96360
 Longitude: -84.08111



- 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 Bethel
 100 STHY 133, Bethel, OH, 45106
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.96360
 Longitude: -84.08111

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	141	200	291
Total Employees:	1,441	1,816	2,294
Total Residential Population:	3,464	7,435	13,563
Employee/Residential Population Ratio:	0.42:1	0.24:1	0.17:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	3.5%	25	1.7%	12	6.0%	46	2.5%	21	7.2%	69	3.0%
Construction	12	8.5%	48	3.3%	20	10.0%	72	4.0%	37	12.7%	135	5.9%
Manufacturing	2	1.4%	77	5.3%	4	2.0%	93	5.1%	8	2.7%	114	5.0%
Transportation	2	1.4%	13	0.9%	5	2.5%	18	1.0%	11	3.8%	48	2.1%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Utility	1	0.7%	3	0.2%	2	1.0%	20	1.1%	3	1.0%	31	1.4%
Wholesale Trade	2	1.4%	8	0.6%	5	2.5%	14	0.8%	12	4.1%	36	1.6%
Retail Trade Summary	32	22.7%	375	26.0%	38	19.0%	433	23.8%	48	16.5%	473	20.6%
Home Improvement	4	2.8%	16	1.1%	6	3.0%	29	1.6%	8	2.7%	35	1.5%
General Merchandise Stores	3	2.1%	17	1.2%	3	1.5%	18	1.0%	4	1.4%	19	0.8%
Food Stores	1	0.7%	9	0.6%	1	0.5%	10	0.6%	2	0.7%	18	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.3%	79	5.5%	8	4.0%	91	5.0%	11	3.8%	106	4.6%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	2	0.1%
Eating & Drinking Places	8	5.7%	208	14.4%	10	5.0%	235	12.9%	11	3.8%	240	10.5%
Miscellaneous Retail	10	7.1%	46	3.2%	11	5.5%	50	2.8%	12	4.1%	55	2.4%
Finance, Insurance, Real Estate Summary	16	11.3%	43	3.0%	18	9.0%	49	2.7%	24	8.2%	61	2.7%
Banks, Savings & Lending Institutions	9	6.4%	25	1.7%	10	5.0%	27	1.5%	13	4.5%	31	1.4%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	4	0.2%
Insurance Carriers & Agents	3	2.1%	7	0.5%	3	1.5%	8	0.4%	3	1.0%	8	0.3%
Real Estate, Holding, Other Investment Offices	4	2.8%	11	0.8%	5	2.5%	14	0.8%	7	2.4%	18	0.8%
Services Summary	59	41.8%	737	51.1%	83	41.5%	935	51.5%	111	38.1%	1,122	48.9%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Automotive Services	10	7.1%	25	1.7%	14	7.0%	36	2.0%	19	6.5%	55	2.4%
Motion Pictures & Amusements	4	2.8%	53	3.7%	7	3.5%	75	4.1%	11	3.8%	105	4.6%
Health Services	7	5.0%	51	3.5%	8	4.0%	55	3.0%	11	3.8%	92	4.0%
Legal Services	3	2.1%	11	0.8%	3	1.5%	12	0.7%	3	1.0%	12	0.5%
Education Institutions & Libraries	9	6.4%	441	30.6%	13	6.5%	561	30.9%	14	4.8%	608	26.5%
Other Services	26	18.4%	155	10.8%	38	19.0%	196	10.8%	53	18.2%	250	10.9%
Government	9	6.4%	112	7.8%	10	5.0%	137	7.5%	13	4.5%	203	8.8%
Unclassified Establishments	2	1.4%	0	0.0%	3	1.5%	0	0.0%	4	1.4%	1	0.0%
Totals	141	100.0%	1,441	100.0%	200	100.0%	1,816	100.0%	291	100.0%	2,294	100.0%

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

Business Summary

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

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%	3	1.5%	6	0.3%	6	2.1%	13	0.6%
Mining	1	0.7%	4	0.3%	1	0.5%	4	0.2%	1	0.3%	4	0.2%
Utilities	1	0.7%	3	0.2%	2	1.0%	14	0.8%	2	0.7%	23	1.0%
Construction	12	8.5%	48	3.3%	20	10.0%	72	4.0%	37	12.7%	136	5.9%
Manufacturing	2	1.4%	77	5.3%	4	2.0%	93	5.1%	8	2.7%	114	5.0%
Wholesale Trade	2	1.4%	8	0.6%	5	2.5%	14	0.8%	12	4.1%	36	1.6%
Retail Trade	23	16.3%	166	11.5%	28	14.0%	198	10.9%	37	12.7%	234	10.2%
Motor Vehicle & Parts Dealers	4	2.8%	65	4.5%	6	3.0%	76	4.2%	8	2.7%	83	3.6%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	2	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	4	2.8%	16	1.1%	6	3.0%	29	1.6%	8	2.7%	35	1.5%
Food & Beverage Stores	1	0.7%	9	0.6%	1	0.5%	10	0.6%	2	0.7%	18	0.8%
Health & Personal Care Stores	3	2.1%	28	1.9%	3	1.5%	30	1.7%	3	1.0%	31	1.4%
Gasoline Stations	2	1.4%	14	1.0%	2	1.0%	15	0.8%	3	1.0%	23	1.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	1.4%	2	0.1%	2	1.0%	2	0.1%	2	0.7%	2	0.1%
General Merchandise Stores	3	2.1%	17	1.2%	3	1.5%	18	1.0%	4	1.4%	19	0.8%
Miscellaneous Store Retailers	5	3.5%	16	1.1%	6	3.0%	18	1.0%	6	2.1%	19	0.8%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%
Transportation & Warehousing	2	1.4%	14	1.0%	6	3.0%	20	1.1%	11	3.8%	33	1.4%
Information	2	1.4%	11	0.8%	2	1.0%	12	0.7%	2	0.7%	13	0.6%
Finance & Insurance	12	8.5%	32	2.2%	13	6.5%	35	1.9%	17	5.8%	42	1.8%
Central Bank/Credit Intermediation & Related Activities	9	6.4%	25	1.7%	10	5.0%	27	1.5%	13	4.5%	31	1.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	4	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	3	2.1%	7	0.5%	3	1.5%	8	0.4%	3	1.0%	8	0.3%
Real Estate, Rental & Leasing	7	5.0%	15	1.0%	9	4.5%	19	1.0%	12	4.1%	26	1.1%
Professional, Scientific & Tech Services	13	9.2%	82	5.7%	15	7.5%	90	5.0%	18	6.2%	99	4.3%
Legal Services	3	2.1%	11	0.8%	3	1.5%	12	0.7%	3	1.0%	12	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	0.7%	5	0.3%	6	3.0%	24	1.3%	12	4.1%	49	2.1%
Educational Services	8	5.7%	435	30.2%	12	6.0%	554	30.5%	13	4.5%	601	26.2%
Health Care & Social Assistance	9	6.4%	65	4.5%	10	5.0%	70	3.9%	14	4.8%	129	5.6%
Arts, Entertainment & Recreation	1	0.7%	48	3.3%	4	2.0%	70	3.9%	8	2.7%	100	4.4%
Accommodation & Food Services	8	5.7%	208	14.4%	10	5.0%	235	12.9%	11	3.8%	240	10.5%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Food Services & Drinking Places	8	5.7%	208	14.4%	10	5.0%	235	12.9%	11	3.8%	240	10.5%
Other Services (except Public Administration)	26	18.4%	108	7.5%	38	19.0%	150	8.3%	52	17.9%	200	8.7%
Automotive Repair & Maintenance	9	6.4%	21	1.5%	12	6.0%	29	1.6%	15	5.2%	45	2.0%
Public Administration	9	6.4%	112	7.8%	10	5.0%	137	7.5%	13	4.5%	203	8.8%
Unclassified Establishments	2	1.4%	0	0.0%	3	1.5%	0	0.0%	4	1.4%	1	0.0%
Total	141	100.0%	1,441	100.0%	200	100.0%	1,816	100.0%	291	100.0%	2,294	100.0%

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

Retail MarketPlace Profile

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Summary Demographics

2016 Population	3,464
2016 Households	1,345
2016 Median Disposable Income	\$34,707
2016 Per Capita Income	\$20,000

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	\$40,424,329	\$40,358,676	\$65,653	0.1	34
Total Retail Trade	44-45	\$37,024,710	\$32,864,656	\$4,160,054	6.0	23
Total Food & Drink	722	\$3,399,618	\$7,494,020	-\$4,094,402	-37.6	11

Industry Group

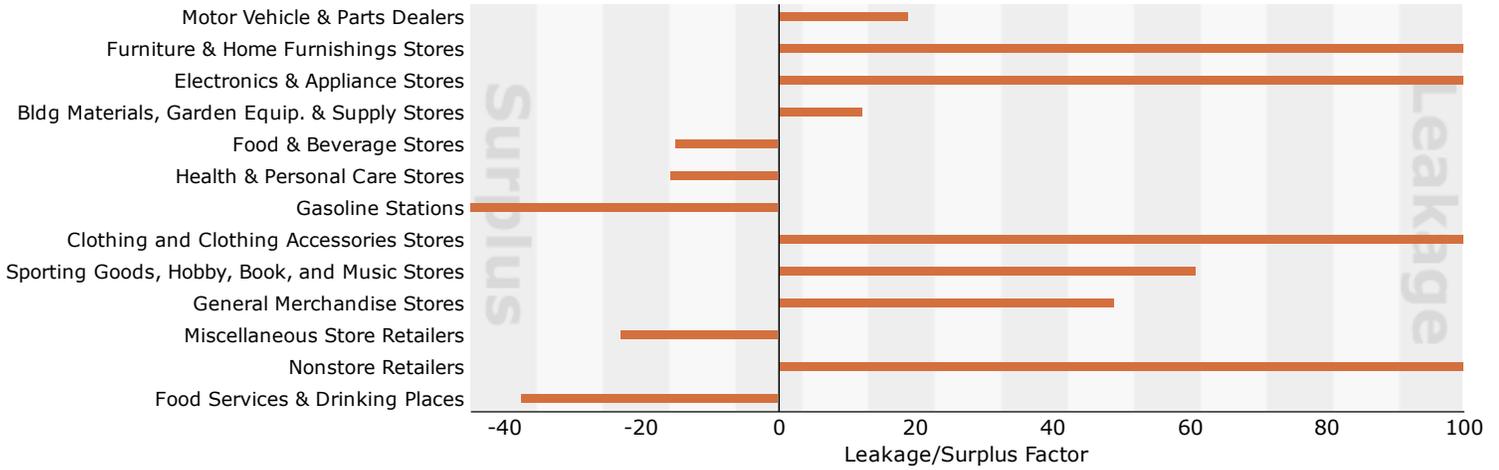
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,655,809	\$5,897,811	\$2,757,998	19.0	4
Automobile Dealers	4411	\$7,062,747	\$0	\$7,062,747	100.0	0
Other Motor Vehicle Dealers	4412	\$1,011,719	\$0	\$1,011,719	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$581,342	\$5,785,405	-\$5,204,063	-81.7	4
Furniture & Home Furnishings Stores	442	\$921,491	\$0	\$921,491	100.0	0
Furniture Stores	4421	\$588,230	\$0	\$588,230	100.0	0
Home Furnishings Stores	4422	\$333,261	\$0	\$333,261	100.0	0
Electronics & Appliance Stores	443	\$1,897,004	\$0	\$1,897,004	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,710,158	\$1,335,513	\$374,645	12.3	4
Bldg Material & Supplies Dealers	4441	\$1,416,920	\$1,229,881	\$187,039	7.1	4
Lawn & Garden Equip & Supply Stores	4442	\$293,238	\$0	\$293,238	100.0	0
Food & Beverage Stores	445	\$6,737,490	\$9,104,008	-\$2,366,518	-14.9	2
Grocery Stores	4451	\$6,224,069	\$9,104,008	-\$2,879,939	-18.8	2
Specialty Food Stores	4452	\$325,099	\$0	\$325,099	100.0	0
Beer, Wine & Liquor Stores	4453	\$188,322	\$0	\$188,322	100.0	0
Health & Personal Care Stores	446,4461	\$2,845,152	\$3,916,596	-\$1,071,444	-15.8	2
Gasoline Stations	447,4471	\$2,746,148	\$7,230,255	-\$4,484,107	-44.9	2
Clothing & Clothing Accessories Stores	448	\$1,468,248	\$0	\$1,468,248	100.0	0
Clothing Stores	4481	\$951,743	\$0	\$951,743	100.0	0
Shoe Stores	4482	\$187,447	\$0	\$187,447	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$329,058	\$0	\$329,058	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,152,453	\$278,750	\$873,703	61.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$936,667	\$278,750	\$657,917	54.1	2
Book, Periodical & Music Stores	4512	\$215,786	\$0	\$215,786	100.0	0
General Merchandise Stores	452	\$6,486,935	\$2,213,798	\$4,273,137	49.1	3
Department Stores Excluding Leased Depts.	4521	\$5,046,645	\$0	\$5,046,645	100.0	0
Other General Merchandise Stores	4529	\$1,440,290	\$2,213,798	-\$773,508	-21.2	3
Miscellaneous Store Retailers	453	\$1,805,926	\$2,887,925	-\$1,081,999	-23.1	5
Florists	4531	\$72,923	\$54,357	\$18,566	14.6	1
Office Supplies, Stationery & Gift Stores	4532	\$380,700	\$0	\$380,700	100.0	0
Used Merchandise Stores	4533	\$235,679	\$0	\$235,679	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,116,624	\$2,833,568	-\$1,716,944	-43.5	4
Nonstore Retailers	454	\$597,897	\$0	\$597,897	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$311,825	\$0	\$311,825	100.0	0
Vending Machine Operators	4542	\$59,098	\$0	\$59,098	100.0	0
Direct Selling Establishments	4543	\$226,973	\$0	\$226,973	100.0	0
Food Services & Drinking Places	722	\$3,399,618	\$7,494,020	-\$4,094,402	-37.6	11
Full-Service Restaurants	7221	\$1,677,372	\$2,323,765	-\$646,393	-16.2	7
Limited-Service Eating Places	7222	\$1,528,128	\$5,170,255	-\$3,642,127	-54.4	5
Special Food Services	7223	\$93,472	\$0	\$93,472	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$100,646	\$0	\$100,646	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.

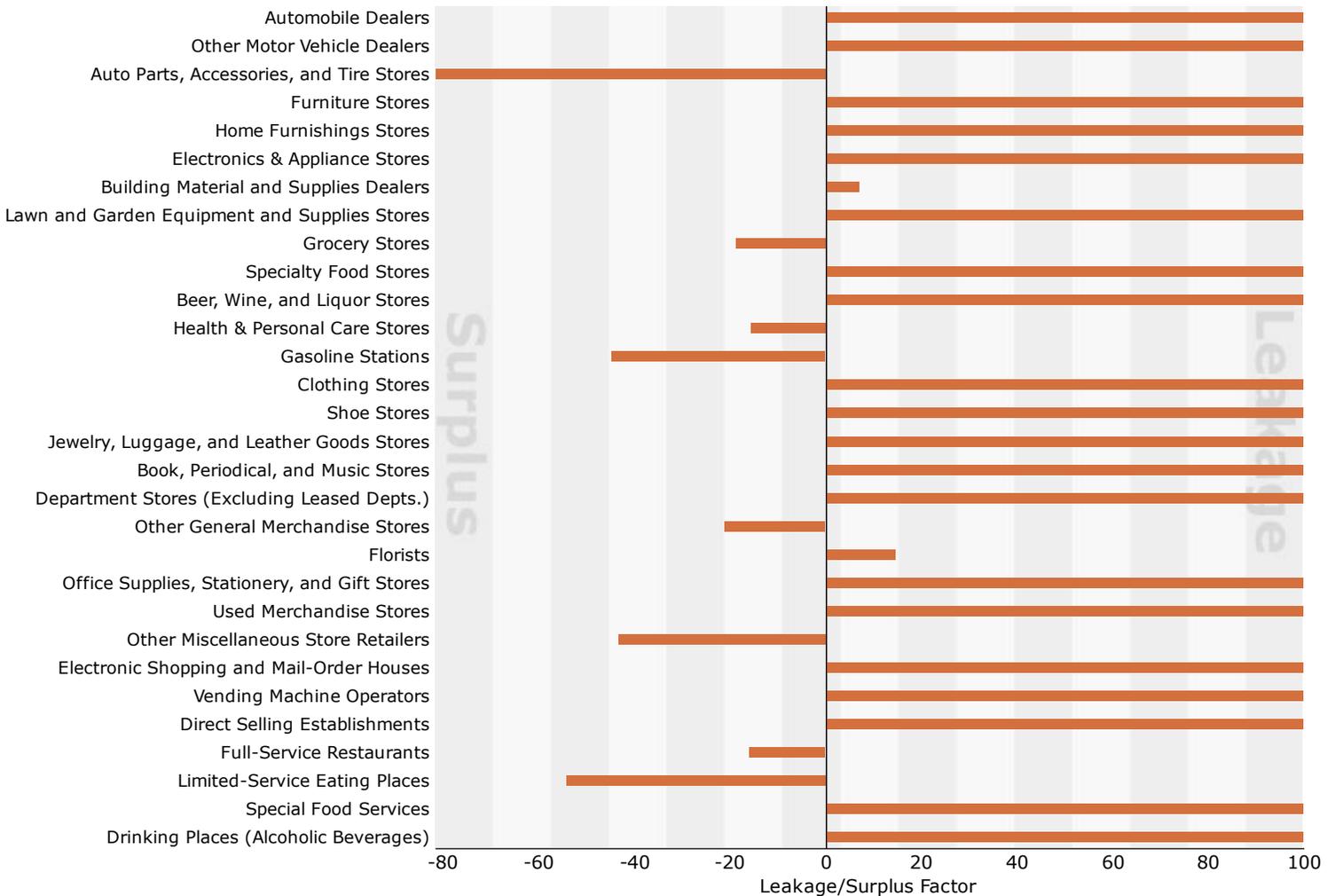
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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Retail MarketPlace Profile

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Summary Demographics

2016 Population	7,435
2016 Households	2,802
2016 Median Disposable Income	\$41,811
2016 Per Capita Income	\$23,737

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	\$102,527,603	\$46,943,774	\$55,583,829	37.2	41
Total Retail Trade	44-45	\$93,780,007	\$38,390,975	\$55,389,032	41.9	28
Total Food & Drink	722	\$8,747,596	\$8,552,799	\$194,797	1.1	14

Industry Group

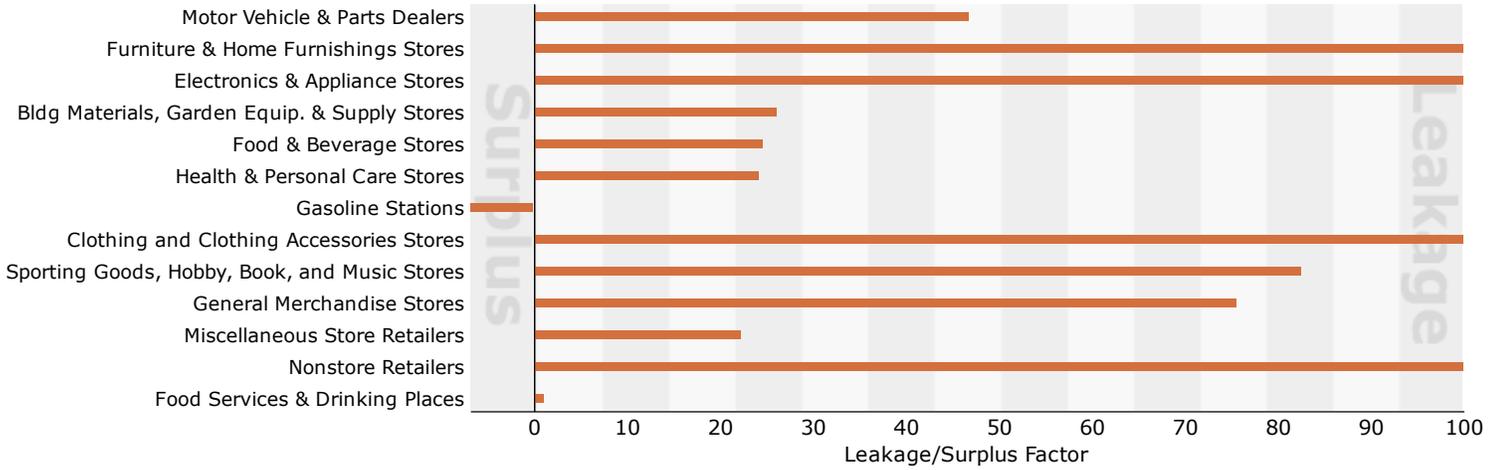
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,957,128	\$7,936,327	\$14,020,801	46.9	6
Automobile Dealers	4411	\$17,880,069	\$607,058	\$17,273,011	93.4	1
Other Motor Vehicle Dealers	4412	\$2,583,985	\$984,653	\$1,599,332	44.8	1
Auto Parts, Accessories & Tire Stores	4413	\$1,493,074	\$6,344,615	-\$4,851,541	-61.9	4
Furniture & Home Furnishings Stores	442	\$2,379,153	\$0	\$2,379,153	100.0	0
Furniture Stores	4421	\$1,506,374	\$0	\$1,506,374	100.0	0
Home Furnishings Stores	4422	\$872,779	\$0	\$872,779	100.0	0
Electronics & Appliance Stores	443	\$4,860,910	\$0	\$4,860,910	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,501,734	\$2,631,080	\$1,870,654	26.2	6
Bldg Material & Supplies Dealers	4441	\$3,740,045	\$1,517,487	\$2,222,558	42.3	4
Lawn & Garden Equip & Supply Stores	4442	\$761,689	\$1,113,593	-\$351,904	-18.8	2
Food & Beverage Stores	445	\$16,859,839	\$10,184,149	\$6,675,690	24.7	2
Grocery Stores	4451	\$15,571,994	\$10,184,149	\$5,387,845	20.9	2
Specialty Food Stores	4452	\$812,989	\$0	\$812,989	100.0	0
Beer, Wine & Liquor Stores	4453	\$474,856	\$0	\$474,856	100.0	0
Health & Personal Care Stores	446,4461	\$7,202,155	\$4,381,279	\$2,820,876	24.4	2
Gasoline Stations	447,4471	\$6,818,058	\$7,810,467	-\$992,409	-6.8	2
Clothing & Clothing Accessories Stores	448	\$3,751,864	\$0	\$3,751,864	100.0	0
Clothing Stores	4481	\$2,416,376	\$0	\$2,416,376	100.0	0
Shoe Stores	4482	\$469,699	\$0	\$469,699	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$865,789	\$0	\$865,789	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,936,279	\$278,750	\$2,657,529	82.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,397,488	\$278,750	\$2,118,738	79.2	2
Book, Periodical & Music Stores	4512	\$538,790	\$0	\$538,790	100.0	0
General Merchandise Stores	452	\$16,428,588	\$2,280,999	\$14,147,589	75.6	3
Department Stores Excluding Leased Depts.	4521	\$12,811,634	\$0	\$12,811,634	100.0	0
Other General Merchandise Stores	4529	\$3,616,953	\$2,280,999	\$1,335,954	22.7	3
Miscellaneous Store Retailers	453	\$4,553,350	\$2,887,925	\$1,665,425	22.4	5
Florists	4531	\$197,904	\$54,357	\$143,547	56.9	1
Office Supplies, Stationery & Gift Stores	4532	\$980,282	\$0	\$980,282	100.0	0
Used Merchandise Stores	4533	\$593,706	\$0	\$593,706	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,781,458	\$2,833,568	-\$52,110	-0.9	4
Nonstore Retailers	454	\$1,530,951	\$0	\$1,530,951	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$798,774	\$0	\$798,774	100.0	0
Vending Machine Operators	4542	\$148,160	\$0	\$148,160	100.0	0
Direct Selling Establishments	4543	\$584,016	\$0	\$584,016	100.0	0
Food Services & Drinking Places	722	\$8,747,596	\$8,552,799	\$194,797	1.1	14
Full-Service Restaurants	7221	\$4,325,608	\$2,793,751	\$1,531,857	21.5	9
Limited-Service Eating Places	7222	\$3,922,741	\$5,759,048	-\$1,836,307	-19.0	5
Special Food Services	7223	\$240,659	\$0	\$240,659	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$258,588	\$0	\$258,588	100.0	0

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

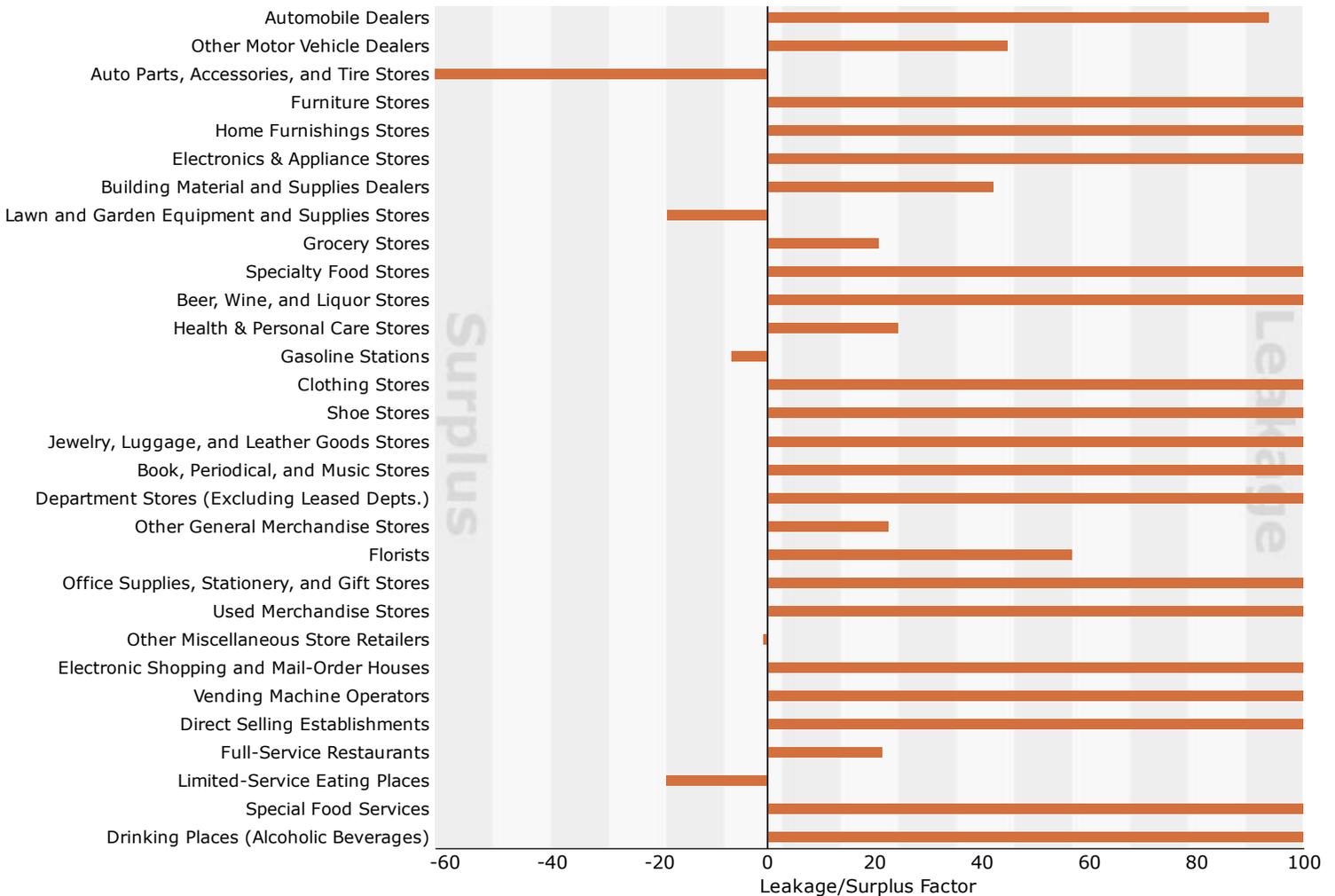
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Summary Demographics

2016 Population	13,563
2016 Households	5,057
2016 Median Disposable Income	\$43,715
2016 Per Capita Income	\$24,456

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	\$191,070,097	\$55,842,754	\$135,227,343	54.8	51
Total Retail Trade	44-45	\$174,638,722	\$46,891,275	\$127,747,447	57.7	35
Total Food & Drink	722	\$16,431,375	\$8,951,479	\$7,479,896	29.5	16

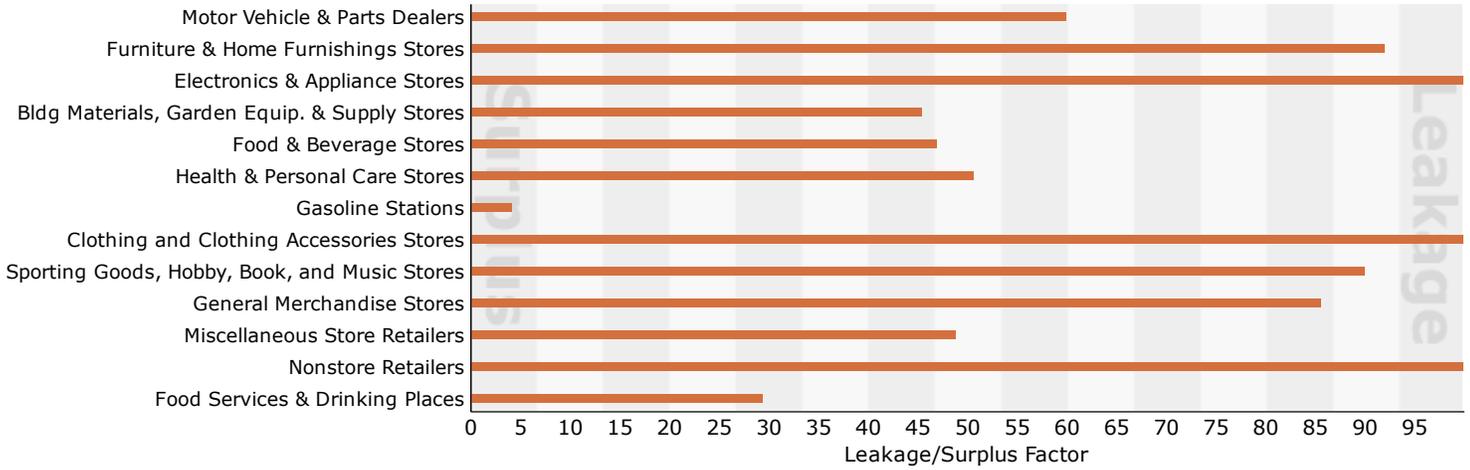
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$40,836,817	\$10,224,079	\$30,612,738	60.0	8
Automobile Dealers	4411	\$33,325,839	\$2,607,766	\$30,718,073	85.5	2
Other Motor Vehicle Dealers	4412	\$4,725,175	\$1,223,286	\$3,501,889	58.9	1
Auto Parts, Accessories & Tire Stores	4413	\$2,785,803	\$6,393,027	-\$3,607,224	-39.3	4
Furniture & Home Furnishings Stores	442	\$4,483,228	\$186,308	\$4,296,920	92.0	1
Furniture Stores	4421	\$2,851,980	\$0	\$2,851,980	100.0	0
Home Furnishings Stores	4422	\$1,631,248	\$186,308	\$1,444,940	79.5	1
Electronics & Appliance Stores	443	\$9,082,852	\$0	\$9,082,852	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,377,559	\$3,135,285	\$5,242,274	45.5	8
Bldg Material & Supplies Dealers	4441	\$6,987,942	\$1,760,106	\$5,227,836	59.8	5
Lawn & Garden Equip & Supply Stores	4442	\$1,389,617	\$1,375,179	\$14,438	0.5	3
Food & Beverage Stores	445	\$31,276,654	\$11,269,164	\$20,007,490	47.0	3
Grocery Stores	4451	\$28,882,321	\$11,269,164	\$17,613,157	43.9	3
Specialty Food Stores	4452	\$1,506,657	\$0	\$1,506,657	100.0	0
Beer, Wine & Liquor Stores	4453	\$887,676	\$0	\$887,676	100.0	0
Health & Personal Care Stores	446,4461	\$13,399,503	\$4,381,279	\$9,018,224	50.7	2
Gasoline Stations	447,4471	\$12,697,615	\$11,681,245	\$1,016,370	4.2	3
Clothing & Clothing Accessories Stores	448	\$7,065,090	\$0	\$7,065,090	100.0	0
Clothing Stores	4481	\$4,536,365	\$0	\$4,536,365	100.0	0
Shoe Stores	4482	\$882,844	\$0	\$882,844	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,645,881	\$0	\$1,645,881	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,480,146	\$285,760	\$5,194,386	90.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,484,860	\$285,760	\$4,199,100	88.0	2
Book, Periodical & Music Stores	4512	\$995,286	\$0	\$995,286	100.0	0
General Merchandise Stores	452	\$30,701,103	\$2,367,920	\$28,333,183	85.7	4
Department Stores Excluding Leased Depts.	4521	\$23,989,498	\$0	\$23,989,498	100.0	0
Other General Merchandise Stores	4529	\$6,711,605	\$2,367,920	\$4,343,685	47.8	4
Miscellaneous Store Retailers	453	\$8,429,512	\$2,887,925	\$5,541,587	49.0	5
Florists	4531	\$366,631	\$54,357	\$312,274	74.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,838,992	\$0	\$1,838,992	100.0	0
Used Merchandise Stores	4533	\$1,102,232	\$0	\$1,102,232	100.0	0
Other Miscellaneous Store Retailers	4539	\$5,121,657	\$2,833,568	\$2,288,089	28.8	4
Nonstore Retailers	454	\$2,808,644	\$0	\$2,808,644	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,490,670	\$0	\$1,490,670	100.0	0
Vending Machine Operators	4542	\$275,032	\$0	\$275,032	100.0	0
Direct Selling Establishments	4543	\$1,042,942	\$0	\$1,042,942	100.0	0
Food Services & Drinking Places	722	\$16,431,375	\$8,951,479	\$7,479,896	29.5	16
Full-Service Restaurants	7221	\$8,126,139	\$3,190,524	\$4,935,615	43.6	11
Limited-Service Eating Places	7222	\$7,378,285	\$5,759,048	\$1,619,237	12.3	5
Special Food Services	7223	\$445,989	\$0	\$445,989	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$480,963	\$0	\$480,963	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.

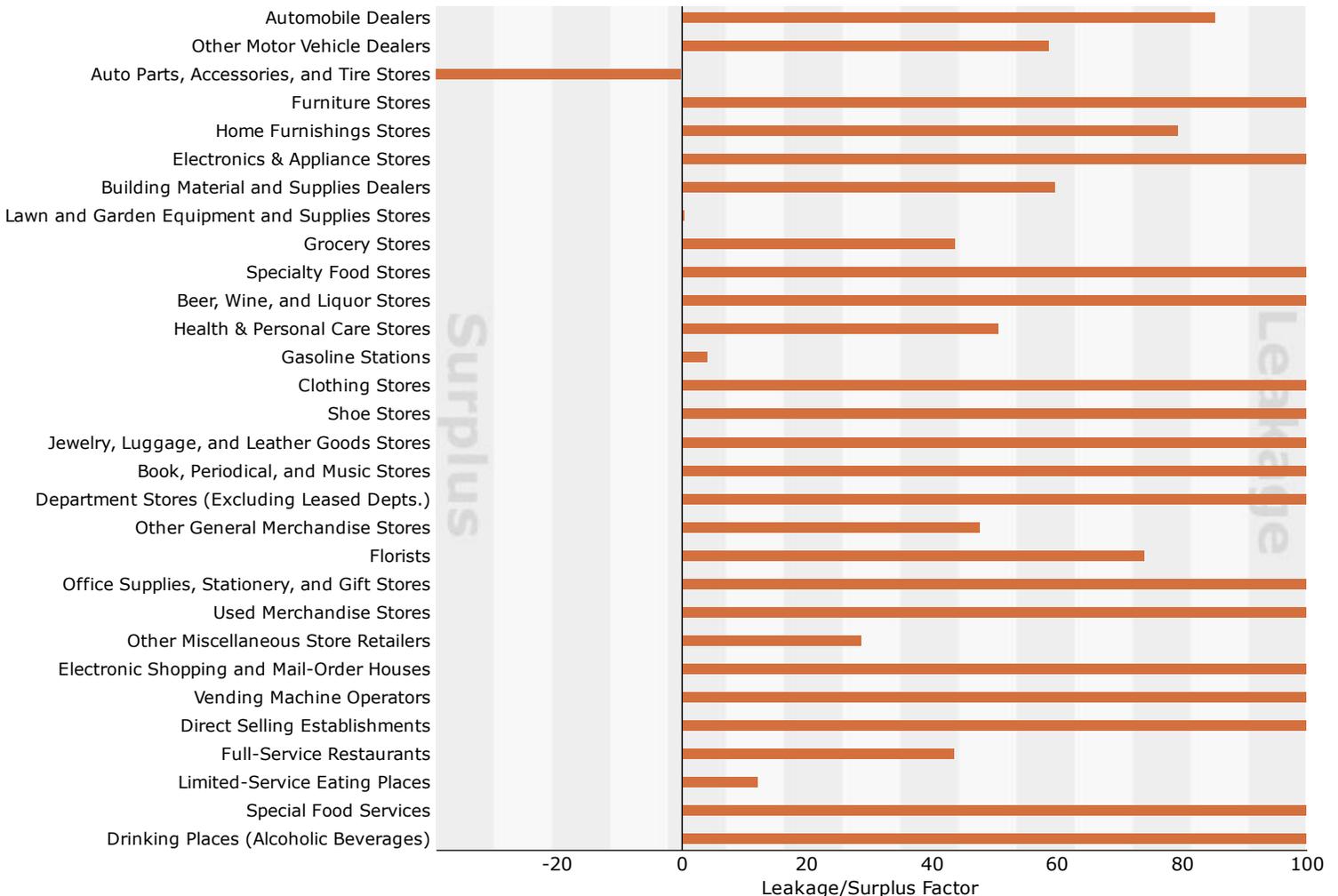
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Demographic Summary	2016	2021
Population	3,464	3,543
Population 18+	2,580	2,632
Households	1,345	1,381
Median Household Income	\$40,009	\$43,146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,194	46.3%	98
Bought any women's clothing in last 12 months	1,146	44.4%	101
Bought clothing for child <13 years in last 6 months	721	27.9%	101
Bought any shoes in last 12 months	1,327	51.4%	95
Bought costume jewelry in last 12 months	471	18.3%	93
Bought any fine jewelry in last 12 months	438	17.0%	93
Bought a watch in last 12 months	237	9.2%	83
Automobiles (Households)			
HH owns/leases any vehicle	1,176	87.4%	102
HH bought/leased new vehicle last 12 mo	81	6.0%	64
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,270	88.0%	103
Bought/changed motor oil in last 12 months	1,422	55.1%	112
Had tune-up in last 12 months	828	32.1%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,624	62.9%	96
Drank regular cola in last 6 months	1,319	51.1%	114
Drank beer/ale in last 6 months	977	37.9%	89
Cameras (Adults)			
Own digital point & shoot camera	651	25.2%	87
Own digital single-lens reflex (SLR) camera	170	6.6%	76
Bought any camera in last 12 months	131	5.1%	89
Printed digital photos in last 12 months	77	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	880	34.1%	94
Have a smartphone	1,285	49.8%	85
Have a smartphone: Android phone (any brand)	702	27.2%	101
Have a smartphone: Apple iPhone	397	15.4%	60
Number of cell phones in household: 1	479	35.6%	111
Number of cell phones in household: 2	504	37.5%	100
Number of cell phones in household: 3+	267	19.9%	78
HH has cell phone only (no landline telephone)	647	48.1%	115
Computers (Households)			
HH owns a computer	947	70.4%	92
HH owns desktop computer	566	42.1%	93
HH owns laptop/notebook	650	48.3%	89
HH owns any Apple/Mac brand computer	86	6.4%	43
HH owns any PC/non-Apple brand computer	892	66.3%	98
HH purchased most recent computer in a store	481	35.8%	95
HH purchased most recent computer online	141	10.5%	80
Spent <\$500 on most recent home computer	233	17.3%	119
Spent \$500-\$999 on most recent home computer	239	17.8%	93
Spent \$1,000-\$1,499 on most recent home computer	94	7.0%	74
Spent \$1,500-\$1,999 on most recent home computer	45	3.3%	73
Spent \$2,000+ on most recent home computer	30	2.2%	57

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 Bethel
 100 STHY 133, Bethel, OH, 45106
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.96360
 Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,294	50.2%	99
Bought brewed coffee at convenience store in last 30 days	429	16.6%	106
Bought cigarettes at convenience store in last 30 days	440	17.1%	136
Bought gas at convenience store in last 30 days	1,092	42.3%	128
Spent at convenience store in last 30 days: <\$20	164	6.4%	78
Spent at convenience store in last 30 days: \$20-\$39	264	10.2%	113
Spent at convenience store in last 30 days: \$40-\$50	145	5.6%	74
Spent at convenience store in last 30 days: \$51-\$99	125	4.8%	109
Spent at convenience store in last 30 days: \$100+	734	28.4%	124
Entertainment (Adults)			
Attended a movie in last 6 months	1,381	53.5%	90
Went to live theater in last 12 months	241	9.3%	72
Went to a bar/night club in last 12 months	446	17.3%	103
Dined out in last 12 months	1,096	42.5%	95
Gambled at a casino in last 12 months	300	11.6%	85
Visited a theme park in last 12 months	336	13.0%	74
Viewed movie (video-on-demand) in last 30 days	439	17.0%	100
Viewed TV show (video-on-demand) in last 30 days	279	10.8%	84
Watched any pay-per-view TV in last 12 months	277	10.7%	82
Downloaded a movie over the Internet in last 30 days	101	3.9%	55
Downloaded any individual song in last 6 months	395	15.3%	75
Watched a movie online in the last 30 days	343	13.3%	83
Watched a TV program online in last 30 days	279	10.8%	72
Played a video/electronic game (console) in last 12 months	335	13.0%	124
Played a video/electronic game (portable) in last 12 months	119	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	733	28.4%	91
Used ATM/cash machine in last 12 months	1,109	43.0%	88
Own any stock	144	5.6%	73
Own U.S. savings bond	109	4.2%	80
Own shares in mutual fund (stock)	110	4.3%	59
Own shares in mutual fund (bonds)	73	2.8%	58
Have interest checking account	688	26.7%	95
Have non-interest checking account	734	28.4%	101
Have savings account	1,299	50.3%	93
Have 401K retirement savings plan	360	14.0%	96
Own/used any credit/debit card in last 12 months	1,755	68.0%	91
Avg monthly credit card expenditures: <\$111	314	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	160	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	160	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	99	3.8%	72
Avg monthly credit card expenditures: \$701-\$1,000	59	2.3%	53
Avg monthly credit card expenditures: \$1,001+	107	4.1%	46
Did banking online in last 12 months	742	28.8%	81
Did banking on mobile device in last 12 months	287	11.1%	79
Paid bills online in last 12 months	962	37.3%	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 Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	988	73.5%	106
Used bread in last 6 months	1,273	94.6%	101
Used chicken (fresh or frozen) in last 6 months	919	68.3%	99
Used turkey (fresh or frozen) in last 6 months	195	14.5%	91
Used fish/seafood (fresh or frozen) in last 6 months	687	51.1%	94
Used fresh fruit/vegetables in last 6 months	1,161	86.3%	101
Used fresh milk in last 6 months	1,205	89.6%	102
Used organic food in last 6 months	184	13.7%	70
Health (Adults)			
Exercise at home 2+ times per week	566	21.9%	77
Exercise at club 2+ times per week	228	8.8%	68
Visited a doctor in last 12 months	1,960	76.0%	100
Used vitamin/dietary supplement in last 6 months	1,216	47.1%	89
Home (Households)			
Any home improvement in last 12 months	335	24.9%	93
Used housekeeper/maid/professional HH cleaning service in last 12	120	8.9%	68
Purchased low ticket HH furnishings in last 12 months	171	12.7%	79
Purchased big ticket HH furnishings in last 12 months	263	19.6%	94
Bought any small kitchen appliance in last 12 months	277	20.6%	93
Bought any large kitchen appliance in last 12 months	178	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	1,181	45.8%	107
Carry medical/hospital/accident insurance	1,658	64.3%	98
Carry homeowner insurance	1,271	49.3%	105
Carry renter's insurance	140	5.4%	67
Have auto insurance: 1 vehicle in household covered	469	34.9%	113
Have auto insurance: 2 vehicles in household covered	385	28.6%	100
Have auto insurance: 3+ vehicles in household covered	242	18.0%	82
Pets (Households)			
Household owns any pet	784	58.3%	108
Household owns any cat	380	28.3%	126
Household owns any dog	597	44.4%	109
Psychographics (Adults)			
Buying American is important to me	1,251	48.5%	114
Usually buy items on credit rather than wait	281	10.9%	93
Usually buy based on quality - not price	443	17.2%	96
Price is usually more important than brand name	740	28.7%	109
Usually use coupons for brands I buy often	586	22.7%	120
Am interested in how to help the environment	363	14.1%	86
Usually pay more for environ safe product	256	9.9%	78
Usually value green products over convenience	271	10.5%	100
Likely to buy a brand that supports a charity	948	36.7%	105
Reading (Adults)			
Bought digital book in last 12 months	260	10.1%	76
Bought hardcover book in last 12 months	450	17.4%	83
Bought paperback book in last 12 month	662	25.7%	82
Read any daily newspaper (paper version)	743	28.8%	110
Read any digital newspaper in last 30 days	693	26.9%	81
Read any magazine (paper/electronic version) in last 6 months	2,324	90.1%	99

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 Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

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	1,867	72.4%	97
Went to family restaurant/steak house: 4+ times a month	701	27.2%	99
Went to fast food/drive-in restaurant in last 6 months	2,340	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,060	41.1%	104
Fast food/drive-in last 6 months: eat in	986	38.2%	105
Fast food/drive-in last 6 months: home delivery	213	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	1,252	48.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	512	19.8%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	610	23.6%	75
Own e-reader/tablet: iPad	187	7.2%	47
Own any portable MP3 player	620	24.0%	78
HH owns 1 TV	294	21.9%	107
HH owns 2 TVs	348	25.9%	100
HH owns 3 TVs	301	22.4%	105
HH owns 4+ TVs	221	16.4%	87
HH subscribes to cable TV	696	51.7%	104
HH subscribes to fiber optic	30	2.2%	29
HH has satellite dish	375	27.9%	110
HH owns DVD/Blu-ray player	792	58.9%	97
HH owns camcorder	139	10.3%	74
HH owns portable GPS navigation device	329	24.5%	89
HH purchased video game system in last 12 mos	69	5.1%	65
HH owns Internet video device for TV	60	4.5%	63
Travel (Adults)			
Domestic travel in last 12 months	1,097	42.5%	85
Took 3+ domestic non-business trips in last 12 months	208	8.1%	73
Spent on domestic vacations in last 12 months: <\$1,000	238	9.2%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	127	4.9%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	63	2.4%	68
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	71	2.8%	71
Spent on domestic vacations in last 12 months: \$3,000+	86	3.3%	60
Domestic travel in the 12 months: used general travel website	123	4.8%	70
Foreign travel in last 3 years	373	14.5%	60
Took 3+ foreign trips by plane in last 3 years	41	1.6%	35
Spent on foreign vacations in last 12 months: <\$1,000	56	2.2%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	54	2.1%	64
Spent on foreign vacations in last 12 months: \$3,000+	66	2.6%	52
Foreign travel in last 3 years: used general travel website	71	2.8%	49
Nights spent in hotel/motel in last 12 months: any	880	34.1%	84
Took cruise of more than one day in last 3 years	161	6.2%	74
Member of any frequent flyer program	153	5.9%	36
Member of any hotel rewards program	235	9.1%	65

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 Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Demographic Summary		2016	2021
Population		7,435	7,617
Population 18+		5,689	5,846
Households		2,802	2,883
Median Household Income		\$51,145	\$55,826

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,815	49.5%	105
Bought any women's clothing in last 12 months	2,582	45.4%	103
Bought clothing for child <13 years in last 6 months	1,587	27.9%	101
Bought any shoes in last 12 months	3,073	54.0%	100
Bought costume jewelry in last 12 months	1,089	19.1%	98
Bought any fine jewelry in last 12 months	963	16.9%	92
Bought a watch in last 12 months	548	9.6%	87
Automobiles (Households)			
HH owns/leases any vehicle	2,546	90.9%	106
HH bought/leased new vehicle last 12 mo	212	7.6%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,160	90.7%	107
Bought/changed motor oil in last 12 months	3,274	57.5%	117
Had tune-up in last 12 months	1,739	30.6%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,523	61.9%	95
Drank regular cola in last 6 months	2,722	47.8%	107
Drank beer/ale in last 6 months	2,294	40.3%	95
Cameras (Adults)			
Own digital point & shoot camera	1,748	30.7%	105
Own digital single-lens reflex (SLR) camera	440	7.7%	90
Bought any camera in last 12 months	320	5.6%	99
Printed digital photos in last 12 months	178	3.1%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,922	33.8%	93
Have a smartphone	2,772	48.7%	83
Have a smartphone: Android phone (any brand)	1,440	25.3%	94
Have a smartphone: Apple iPhone	969	17.0%	66
Number of cell phones in household: 1	940	33.5%	104
Number of cell phones in household: 2	1,079	38.5%	103
Number of cell phones in household: 3+	605	21.6%	85
HH has cell phone only (no landline telephone)	1,174	41.9%	100
Computers (Households)			
HH owns a computer	2,051	73.2%	95
HH owns desktop computer	1,267	45.2%	100
HH owns laptop/notebook	1,389	49.6%	91
HH owns any Apple/Mac brand computer	211	7.5%	50
HH owns any PC/non-Apple brand computer	1,930	68.9%	101
HH purchased most recent computer in a store	1,048	37.4%	99
HH purchased most recent computer online	314	11.2%	86
Spent <\$500 on most recent home computer	482	17.2%	118
Spent \$500-\$999 on most recent home computer	532	19.0%	99
Spent \$1,000-\$1,499 on most recent home computer	211	7.5%	80
Spent \$1,500-\$1,999 on most recent home computer	100	3.6%	78
Spent \$2,000+ on most recent home computer	73	2.6%	66

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 Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,934	51.6%	102
Bought brewed coffee at convenience store in last 30 days	967	17.0%	108
Bought cigarettes at convenience store in last 30 days	885	15.6%	124
Bought gas at convenience store in last 30 days	2,421	42.6%	129
Spent at convenience store in last 30 days: <\$20	443	7.8%	96
Spent at convenience store in last 30 days: \$20-\$39	518	9.1%	101
Spent at convenience store in last 30 days: \$40-\$50	415	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	288	5.1%	114
Spent at convenience store in last 30 days: \$100+	1,640	28.8%	126
Entertainment (Adults)			
Attended a movie in last 6 months	3,048	53.6%	90
Went to live theater in last 12 months	624	11.0%	84
Went to a bar/night club in last 12 months	953	16.8%	100
Dined out in last 12 months	2,608	45.8%	102
Gambled at a casino in last 12 months	734	12.9%	94
Visited a theme park in last 12 months	811	14.3%	81
Viewed movie (video-on-demand) in last 30 days	811	14.3%	84
Viewed TV show (video-on-demand) in last 30 days	536	9.4%	73
Watched any pay-per-view TV in last 12 months	621	10.9%	83
Downloaded a movie over the Internet in last 30 days	211	3.7%	52
Downloaded any individual song in last 6 months	918	16.1%	79
Watched a movie online in the last 30 days	629	11.1%	69
Watched a TV program online in last 30 days	557	9.8%	66
Played a video/electronic game (console) in last 12 months	671	11.8%	113
Played a video/electronic game (portable) in last 12 months	260	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	1,841	32.4%	104
Used ATM/cash machine in last 12 months	2,615	46.0%	94
Own any stock	400	7.0%	92
Own U.S. savings bond	311	5.5%	103
Own shares in mutual fund (stock)	382	6.7%	93
Own shares in mutual fund (bonds)	241	4.2%	87
Have interest checking account	1,749	30.7%	109
Have non-interest checking account	1,790	31.5%	111
Have savings account	3,171	55.7%	103
Have 401K retirement savings plan	878	15.4%	106
Own/used any credit/debit card in last 12 months	4,197	73.8%	99
Avg monthly credit card expenditures: <\$111	743	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	415	7.3%	106
Avg monthly credit card expenditures: \$226-\$450	361	6.3%	100
Avg monthly credit card expenditures: \$451-\$700	296	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	187	3.3%	76
Avg monthly credit card expenditures: \$1,001+	329	5.8%	64
Did banking online in last 12 months	1,798	31.6%	89
Did banking on mobile device in last 12 months	655	11.5%	82
Paid bills online in last 12 months	2,182	38.4%	89

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,080	74.2%	107
Used bread in last 6 months	2,678	95.6%	102
Used chicken (fresh or frozen) in last 6 months	1,950	69.6%	101
Used turkey (fresh or frozen) in last 6 months	465	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,477	52.7%	97
Used fresh fruit/vegetables in last 6 months	2,454	87.6%	102
Used fresh milk in last 6 months	2,552	91.1%	104
Used organic food in last 6 months	396	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	1,455	25.6%	90
Exercise at club 2+ times per week	547	9.6%	74
Visited a doctor in last 12 months	4,404	77.4%	102
Used vitamin/dietary supplement in last 6 months	2,871	50.5%	96
Home (Households)			
Any home improvement in last 12 months	823	29.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	276	9.9%	75
Purchased low ticket HH furnishings in last 12 months	380	13.6%	84
Purchased big ticket HH furnishings in last 12 months	541	19.3%	92
Bought any small kitchen appliance in last 12 months	598	21.3%	96
Bought any large kitchen appliance in last 12 months	362	12.9%	102
Insurance (Adults/Households)			
Currently carry life insurance	2,832	49.8%	117
Carry medical/hospital/accident insurance	3,819	67.1%	102
Carry homeowner insurance	3,169	55.7%	118
Carry renter's insurance	339	6.0%	73
Have auto insurance: 1 vehicle in household covered	834	29.8%	97
Have auto insurance: 2 vehicles in household covered	831	29.7%	104
Have auto insurance: 3+ vehicles in household covered	735	26.2%	120
Pets (Households)			
Household owns any pet	1,742	62.2%	116
Household owns any cat	843	30.1%	134
Household owns any dog	1,365	48.7%	120
Psychographics (Adults)			
Buying American is important to me	2,856	50.2%	119
Usually buy items on credit rather than wait	592	10.4%	89
Usually buy based on quality - not price	954	16.8%	93
Price is usually more important than brand name	1,604	28.2%	107
Usually use coupons for brands I buy often	1,232	21.7%	114
Am interested in how to help the environment	731	12.8%	79
Usually pay more for environ safe product	549	9.7%	76
Usually value green products over convenience	522	9.2%	87
Likely to buy a brand that supports a charity	2,097	36.9%	106
Reading (Adults)			
Bought digital book in last 12 months	626	11.0%	83
Bought hardcover book in last 12 months	1,120	19.7%	94
Bought paperback book in last 12 month	1,597	28.1%	89
Read any daily newspaper (paper version)	1,695	29.8%	114
Read any digital newspaper in last 30 days	1,544	27.1%	81
Read any magazine (paper/electronic version) in last 6 months	5,091	89.5%	99

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,266	75.0%	101
Went to family restaurant/steak house: 4+ times a month	1,588	27.9%	102
Went to fast food/drive-in restaurant in last 6 months	5,191	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,332	41.0%	104
Fast food/drive-in last 6 months: eat in	2,269	39.9%	110
Fast food/drive-in last 6 months: home delivery	408	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	2,778	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	1,073	18.9%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,404	24.7%	78
Own e-reader/tablet: iPad	479	8.4%	55
Own any portable MP3 player	1,522	26.8%	87
HH owns 1 TV	546	19.5%	95
HH owns 2 TVs	739	26.4%	102
HH owns 3 TVs	654	23.3%	109
HH owns 4+ TVs	534	19.1%	101
HH subscribes to cable TV	1,247	44.5%	90
HH subscribes to fiber optic	57	2.0%	27
HH has satellite dish	989	35.3%	139
HH owns DVD/Blu-ray player	1,738	62.0%	103
HH owns camcorder	371	13.2%	95
HH owns portable GPS navigation device	829	29.6%	108
HH purchased video game system in last 12 mos	151	5.4%	68
HH owns Internet video device for TV	135	4.8%	68
Travel (Adults)			
Domestic travel in last 12 months	2,647	46.5%	93
Took 3+ domestic non-business trips in last 12 months	545	9.6%	86
Spent on domestic vacations in last 12 months: <\$1,000	586	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	294	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	180	3.2%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	208	3.7%	94
Spent on domestic vacations in last 12 months: \$3,000+	243	4.3%	78
Domestic travel in the 12 months: used general travel website	289	5.1%	75
Foreign travel in last 3 years	931	16.4%	68
Took 3+ foreign trips by plane in last 3 years	134	2.4%	52
Spent on foreign vacations in last 12 months: <\$1,000	160	2.8%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	122	2.1%	66
Spent on foreign vacations in last 12 months: \$3,000+	183	3.2%	65
Foreign travel in last 3 years: used general travel website	183	3.2%	58
Nights spent in hotel/motel in last 12 months: any	2,153	37.8%	93
Took cruise of more than one day in last 3 years	385	6.8%	81
Member of any frequent flyer program	475	8.3%	51
Member of any hotel rewards program	647	11.4%	81

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.96360
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Demographic Summary		2016	2021
Population		13,563	13,793
Population 18+		10,457	10,677
Households		5,057	5,165
Median Household Income		\$53,202	\$58,622

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,252	50.2%	106
Bought any women's clothing in last 12 months	4,821	46.1%	105
Bought clothing for child <13 years in last 6 months	2,927	28.0%	102
Bought any shoes in last 12 months	5,724	54.7%	102
Bought costume jewelry in last 12 months	2,074	19.8%	102
Bought any fine jewelry in last 12 months	1,827	17.5%	95
Bought a watch in last 12 months	1,042	10.0%	90
Automobiles (Households)			
HH owns/leases any vehicle	4,641	91.8%	107
HH bought/leased new vehicle last 12 mo	422	8.3%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,608	91.9%	108
Bought/changed motor oil in last 12 months	6,177	59.1%	120
Had tune-up in last 12 months	3,172	30.3%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,521	62.4%	95
Drank regular cola in last 6 months	4,945	47.3%	105
Drank beer/ale in last 6 months	4,224	40.4%	95
Cameras (Adults)			
Own digital point & shoot camera	3,374	32.3%	111
Own digital single-lens reflex (SLR) camera	810	7.7%	90
Bought any camera in last 12 months	609	5.8%	102
Printed digital photos in last 12 months	352	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,601	34.4%	95
Have a smartphone	5,160	49.3%	84
Have a smartphone: Android phone (any brand)	2,603	24.9%	92
Have a smartphone: Apple iPhone	1,923	18.4%	71
Number of cell phones in household: 1	1,635	32.3%	101
Number of cell phones in household: 2	1,963	38.8%	104
Number of cell phones in household: 3+	1,164	23.0%	90
HH has cell phone only (no landline telephone)	2,042	40.4%	96
Computers (Households)			
HH owns a computer	3,749	74.1%	96
HH owns desktop computer	2,322	45.9%	101
HH owns laptop/notebook	2,536	50.1%	92
HH owns any Apple/Mac brand computer	410	8.1%	54
HH owns any PC/non-Apple brand computer	3,530	69.8%	103
HH purchased most recent computer in a store	1,940	38.4%	102
HH purchased most recent computer online	574	11.4%	87
Spent <\$500 on most recent home computer	859	17.0%	117
Spent \$500-\$999 on most recent home computer	972	19.2%	101
Spent \$1,000-\$1,499 on most recent home computer	404	8.0%	84
Spent \$1,500-\$1,999 on most recent home computer	182	3.6%	79
Spent \$2,000+ on most recent home computer	138	2.7%	70

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,473	52.3%	103
Bought brewed coffee at convenience store in last 30 days	1,782	17.0%	108
Bought cigarettes at convenience store in last 30 days	1,660	15.9%	127
Bought gas at convenience store in last 30 days	4,478	42.8%	130
Spent at convenience store in last 30 days: <\$20	805	7.7%	95
Spent at convenience store in last 30 days: \$20-\$39	886	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	837	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	539	5.2%	116
Spent at convenience store in last 30 days: \$100+	3,067	29.3%	128
Entertainment (Adults)			
Attended a movie in last 6 months	5,632	53.9%	91
Went to live theater in last 12 months	1,158	11.1%	85
Went to a bar/night club in last 12 months	1,655	15.8%	95
Dined out in last 12 months	4,818	46.1%	103
Gambled at a casino in last 12 months	1,336	12.8%	93
Visited a theme park in last 12 months	1,534	14.7%	83
Viewed movie (video-on-demand) in last 30 days	1,376	13.2%	77
Viewed TV show (video-on-demand) in last 30 days	906	8.7%	67
Watched any pay-per-view TV in last 12 months	1,221	11.7%	89
Downloaded a movie over the Internet in last 30 days	377	3.6%	50
Downloaded any individual song in last 6 months	1,795	17.2%	84
Watched a movie online in the last 30 days	1,049	10.0%	63
Watched a TV program online in last 30 days	975	9.3%	62
Played a video/electronic game (console) in last 12 months	1,160	11.1%	106
Played a video/electronic game (portable) in last 12 months	483	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	3,530	33.8%	109
Used ATM/cash machine in last 12 months	4,918	47.0%	96
Own any stock	766	7.3%	96
Own U.S. savings bond	570	5.5%	103
Own shares in mutual fund (stock)	749	7.2%	99
Own shares in mutual fund (bonds)	462	4.4%	91
Have interest checking account	3,297	31.5%	112
Have non-interest checking account	3,375	32.3%	114
Have savings account	5,862	56.1%	104
Have 401K retirement savings plan	1,613	15.4%	106
Own/used any credit/debit card in last 12 months	7,934	75.9%	102
Avg monthly credit card expenditures: <\$111	1,400	13.4%	115
Avg monthly credit card expenditures: \$111-\$225	794	7.6%	110
Avg monthly credit card expenditures: \$226-\$450	648	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	574	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	364	3.5%	81
Avg monthly credit card expenditures: \$1,001+	621	5.9%	65
Did banking online in last 12 months	3,442	32.9%	92
Did banking on mobile device in last 12 months	1,241	11.9%	85
Paid bills online in last 12 months	4,090	39.1%	91

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,782	74.8%	108
Used bread in last 6 months	4,857	96.0%	102
Used chicken (fresh or frozen) in last 6 months	3,551	70.2%	102
Used turkey (fresh or frozen) in last 6 months	853	16.9%	106
Used fish/seafood (fresh or frozen) in last 6 months	2,709	53.6%	98
Used fresh fruit/vegetables in last 6 months	4,447	87.9%	103
Used fresh milk in last 6 months	4,621	91.4%	104
Used organic food in last 6 months	714	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	2,827	27.0%	95
Exercise at club 2+ times per week	987	9.4%	73
Visited a doctor in last 12 months	8,183	78.3%	103
Used vitamin/dietary supplement in last 6 months	5,385	51.5%	97
Home (Households)			
Any home improvement in last 12 months	1,554	30.7%	115
Used housekeeper/maid/professional HH cleaning service in last 12	492	9.7%	74
Purchased low ticket HH furnishings in last 12 months	722	14.3%	89
Purchased big ticket HH furnishings in last 12 months	988	19.5%	93
Bought any small kitchen appliance in last 12 months	1,089	21.5%	97
Bought any large kitchen appliance in last 12 months	663	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	5,248	50.2%	118
Carry medical/hospital/accident insurance	7,071	67.6%	103
Carry homeowner insurance	5,966	57.1%	121
Carry renter's insurance	623	6.0%	73
Have auto insurance: 1 vehicle in household covered	1,416	28.0%	91
Have auto insurance: 2 vehicles in household covered	1,527	30.2%	106
Have auto insurance: 3+ vehicles in household covered	1,449	28.7%	131
Pets (Households)			
Household owns any pet	3,274	64.7%	120
Household owns any cat	1,579	31.2%	139
Household owns any dog	2,625	51.9%	127
Psychographics (Adults)			
Buying American is important to me	5,360	51.3%	121
Usually buy items on credit rather than wait	1,082	10.3%	88
Usually buy based on quality - not price	1,792	17.1%	95
Price is usually more important than brand name	2,967	28.4%	108
Usually use coupons for brands I buy often	2,224	21.3%	112
Am interested in how to help the environment	1,286	12.3%	75
Usually pay more for environ safe product	1,022	9.8%	77
Usually value green products over convenience	931	8.9%	85
Likely to buy a brand that supports a charity	3,810	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	1,181	11.3%	85
Bought hardcover book in last 12 months	2,092	20.0%	96
Bought paperback book in last 12 month	3,062	29.3%	93
Read any daily newspaper (paper version)	2,989	28.6%	109
Read any digital newspaper in last 30 days	2,914	27.9%	84
Read any magazine (paper/electronic version) in last 6 months	9,332	89.2%	98

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Retail Market Potential

Downtown Bethel
100 STHY 133, Bethel, OH, 45106
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.96360
Longitude: -84.08111

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	7,994	76.4%	103
Went to family restaurant/steak house: 4+ times a month	3,004	28.7%	105
Went to fast food/drive-in restaurant in last 6 months	9,600	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,388	42.0%	106
Fast food/drive-in last 6 months: eat in	4,219	40.3%	111
Fast food/drive-in last 6 months: home delivery	675	6.5%	84
Fast food/drive-in last 6 months: take-out/drive-thru	5,222	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,950	18.6%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,621	25.1%	79
Own e-reader/tablet: iPad	938	9.0%	58
Own any portable MP3 player	2,901	27.7%	90
HH owns 1 TV	912	18.0%	88
HH owns 2 TVs	1,315	26.0%	100
HH owns 3 TVs	1,211	23.9%	112
HH owns 4+ TVs	1,051	20.8%	110
HH subscribes to cable TV	2,022	40.0%	81
HH subscribes to fiber optic	103	2.0%	27
HH has satellite dish	2,023	40.0%	158
HH owns DVD/Blu-ray player	3,209	63.5%	105
HH owns camcorder	725	14.3%	103
HH owns portable GPS navigation device	1,548	30.6%	111
HH purchased video game system in last 12 mos	277	5.5%	69
HH owns Internet video device for TV	243	4.8%	68
Travel (Adults)			
Domestic travel in last 12 months	5,052	48.3%	96
Took 3+ domestic non-business trips in last 12 months	1,040	9.9%	90
Spent on domestic vacations in last 12 months: <\$1,000	1,140	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	538	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	350	3.3%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	404	3.9%	99
Spent on domestic vacations in last 12 months: \$3,000+	476	4.6%	83
Domestic travel in the 12 months: used general travel website	564	5.4%	80
Foreign travel in last 3 years	1,728	16.5%	69
Took 3+ foreign trips by plane in last 3 years	255	2.4%	54
Spent on foreign vacations in last 12 months: <\$1,000	295	2.8%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	225	2.2%	66
Spent on foreign vacations in last 12 months: \$3,000+	344	3.3%	66
Foreign travel in last 3 years: used general travel website	368	3.5%	63
Nights spent in hotel/motel in last 12 months: any	4,076	39.0%	96
Took cruise of more than one day in last 3 years	719	6.9%	82
Member of any frequent flyer program	953	9.1%	56
Member of any hotel rewards program	1,260	12.0%	85

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

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