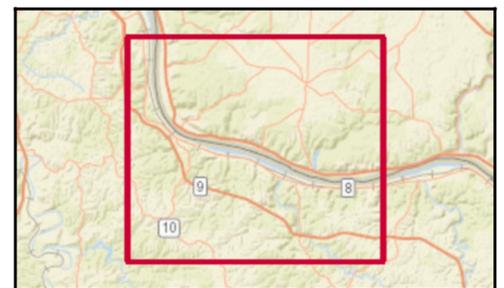
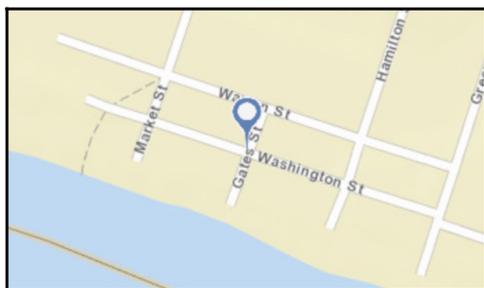
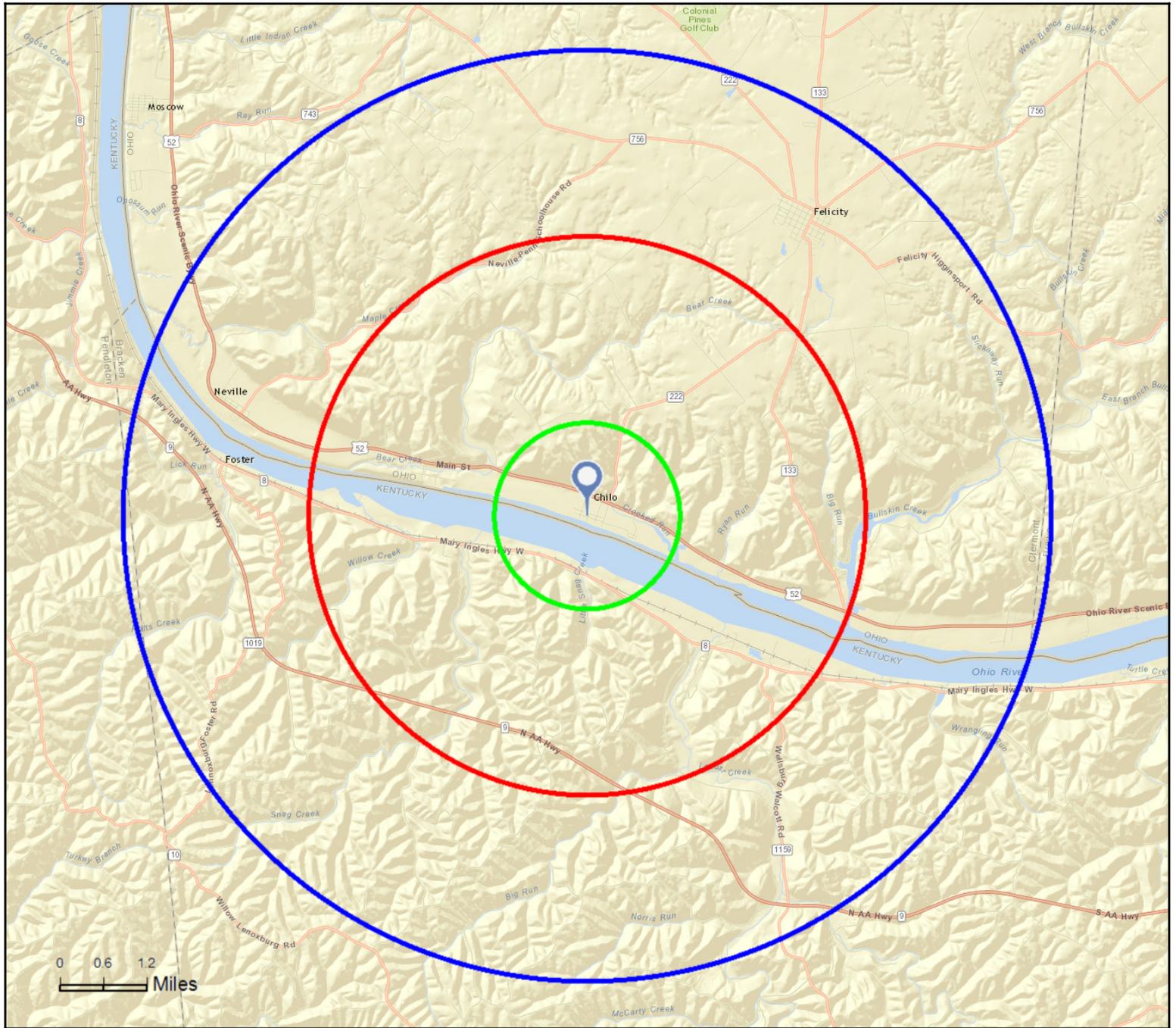


Site Map

Downtown Chilo
 211 Washington St, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.79304
 Longitude: -84.14080



Market Profile

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	98	1,177	5,071
2010 Total Population	99	1,164	4,909
2016 Total Population	101	1,209	5,034
2016 Group Quarters	0	0	4
2021 Total Population	104	1,242	5,148
2016-2021 Annual Rate	0.59%	0.54%	0.45%
Household Summary			
2000 Households	43	430	1,803
2000 Average Household Size	2.28	2.73	2.81
2010 Households	44	436	1,828
2010 Average Household Size	2.25	2.67	2.68
2016 Households	45	456	1,893
2016 Average Household Size	2.24	2.65	2.66
2021 Households	47	470	1,945
2021 Average Household Size	2.21	2.64	2.64
2016-2021 Annual Rate	0.87%	0.61%	0.54%
2010 Families	35	333	1,318
2010 Average Family Size	2.51	3.04	3.14
2016 Families	36	345	1,349
2016 Average Family Size	2.50	3.03	3.12
2021 Families	37	354	1,379
2021 Average Family Size	2.49	3.02	3.11
2016-2021 Annual Rate	0.55%	0.52%	0.44%
Housing Unit Summary			
2000 Housing Units	67	486	1,977
Owner Occupied Housing Units	50.7%	70.2%	66.7%
Renter Occupied Housing Units	13.4%	18.3%	24.5%
Vacant Housing Units	35.8%	11.5%	8.8%
2010 Housing Units	76	523	2,092
Owner Occupied Housing Units	47.4%	68.1%	63.3%
Renter Occupied Housing Units	10.5%	15.3%	24.1%
Vacant Housing Units	42.1%	16.6%	12.6%
2016 Housing Units	77	537	2,149
Owner Occupied Housing Units	46.8%	67.2%	61.1%
Renter Occupied Housing Units	13.0%	17.7%	26.9%
Vacant Housing Units	41.6%	15.1%	11.9%
2021 Housing Units	79	553	2,215
Owner Occupied Housing Units	46.8%	67.1%	60.8%
Renter Occupied Housing Units	12.7%	17.9%	27.0%
Vacant Housing Units	40.5%	15.0%	12.2%
Median Household Income			
2016	\$58,970	\$56,172	\$48,016
2021	\$65,055	\$61,397	\$52,449
Median Home Value			
2016	\$145,833	\$130,804	\$113,431
2021	\$184,615	\$173,547	\$164,397
Per Capita Income			
2016	\$24,159	\$25,076	\$22,129
2021	\$26,937	\$28,078	\$24,554
Median Age			
2010	40.6	40.6	39.6
2016	41.5	41.4	40.7
2021	42.1	42.9	41.9

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 Chilo
 211 Washington St, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.79304
 Longitude: -84.14080

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	45	456	1,893
<\$15,000	4.4%	7.7%	16.0%
\$15,000 - \$24,999	8.9%	12.5%	15.3%
\$25,000 - \$34,999	2.2%	5.0%	7.1%
\$35,000 - \$49,999	15.6%	13.2%	12.9%
\$50,000 - \$74,999	35.6%	31.4%	24.3%
\$75,000 - \$99,999	17.8%	14.3%	11.5%
\$100,000 - \$149,999	6.7%	8.6%	7.8%
\$150,000 - \$199,999	6.7%	4.8%	2.9%
\$200,000+	0.0%	2.2%	2.2%
Average Household Income	\$68,346	\$67,819	\$58,266
2021 Households by Income			
Household Income Base	47	470	1,945
<\$15,000	4.3%	7.9%	16.8%
\$15,000 - \$24,999	8.5%	11.9%	14.5%
\$25,000 - \$34,999	4.3%	6.2%	8.4%
\$35,000 - \$49,999	6.4%	6.4%	6.9%
\$50,000 - \$74,999	34.0%	30.4%	23.3%
\$75,000 - \$99,999	21.3%	17.4%	13.9%
\$100,000 - \$149,999	8.5%	10.9%	9.9%
\$150,000 - \$199,999	8.5%	6.2%	3.7%
\$200,000+	0.0%	2.8%	2.7%
Average Household Income	\$75,112	\$75,666	\$64,380
2016 Owner Occupied Housing Units by Value			
Total	36	361	1,314
<\$50,000	11.1%	13.3%	16.7%
\$50,000 - \$99,999	22.2%	27.1%	29.5%
\$100,000 - \$149,999	16.7%	15.5%	14.3%
\$150,000 - \$199,999	25.0%	17.2%	14.0%
\$200,000 - \$249,999	8.3%	7.5%	7.1%
\$250,000 - \$299,999	0.0%	5.0%	5.2%
\$300,000 - \$399,999	11.1%	10.8%	7.6%
\$400,000 - \$499,999	0.0%	1.4%	2.5%
\$500,000 - \$749,999	0.0%	0.0%	1.5%
\$750,000 - \$999,999	2.8%	2.2%	1.1%
\$1,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$170,714	\$167,105	\$162,795
2021 Owner Occupied Housing Units by Value			
Total	37	371	1,346
<\$50,000	5.4%	7.0%	10.0%
\$50,000 - \$99,999	10.8%	22.1%	26.7%
\$100,000 - \$149,999	10.8%	10.0%	8.5%
\$150,000 - \$199,999	35.1%	23.2%	16.6%
\$200,000 - \$249,999	13.5%	10.8%	11.0%
\$250,000 - \$299,999	0.0%	3.8%	5.3%
\$300,000 - \$399,999	16.2%	17.5%	12.7%
\$400,000 - \$499,999	2.7%	2.4%	4.4%
\$500,000 - \$749,999	2.7%	0.8%	3.0%
\$750,000 - \$999,999	5.4%	2.4%	1.3%
\$1,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$241,447	\$204,515	\$202,153

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 Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	104	1,164	4,909
0 - 4	6.7%	6.4%	6.2%
5 - 9	6.7%	7.4%	7.2%
10 - 14	7.7%	7.5%	7.8%
15 - 24	10.6%	11.9%	12.2%
25 - 34	9.6%	10.1%	10.6%
35 - 44	12.5%	13.5%	13.8%
45 - 54	16.3%	17.8%	17.0%
55 - 64	12.5%	13.1%	13.1%
65 - 74	7.7%	7.8%	7.3%
75 - 84	2.9%	3.5%	3.7%
85 +	1.0%	0.9%	1.0%
18 +	69.2%	74.1%	74.5%
2016 Population by Age			
Total	99	1,207	5,033
0 - 4	6.1%	5.9%	5.8%
5 - 9	7.1%	6.5%	6.5%
10 - 14	7.1%	7.1%	7.2%
15 - 24	13.1%	12.1%	12.0%
25 - 34	10.1%	11.3%	11.8%
35 - 44	10.1%	11.4%	12.3%
45 - 54	15.2%	15.3%	14.8%
55 - 64	16.2%	16.3%	15.8%
65 - 74	10.1%	9.2%	8.8%
75 - 84	4.0%	4.0%	4.1%
85 +	1.0%	1.0%	1.1%
18 +	76.8%	76.8%	76.9%
2021 Population by Age			
Total	103	1,242	5,146
0 - 4	5.8%	5.5%	5.5%
5 - 9	6.8%	6.0%	6.1%
10 - 14	7.8%	6.8%	6.9%
15 - 24	11.7%	11.8%	11.5%
25 - 34	10.7%	11.0%	11.7%
35 - 44	10.7%	11.1%	12.1%
45 - 54	11.7%	13.0%	13.1%
55 - 64	16.5%	16.7%	16.0%
65 - 74	11.7%	11.8%	11.1%
75 - 84	5.8%	5.0%	4.9%
85 +	1.0%	1.1%	1.3%
18 +	76.7%	77.5%	77.7%
2010 Population by Sex			
Males	49	580	2,439
Females	50	584	2,470
2016 Population by Sex			
Males	50	595	2,480
Females	52	614	2,554
2021 Population by Sex			
Males	50	606	2,521
Females	53	636	2,627

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 Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	99	1,164	4,907
White Alone	99.0%	98.7%	98.4%
Black Alone	0.0%	0.1%	0.2%
American Indian Alone	0.0%	0.3%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	1.0%	0.8%	0.8%
Hispanic Origin	1.0%	0.7%	0.9%
Diversity Index	4.0	3.9	4.9
2016 Population by Race/Ethnicity			
Total	101	1,209	5,035
White Alone	99.0%	98.4%	98.0%
Black Alone	0.0%	0.2%	0.4%
American Indian Alone	0.0%	0.2%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	1.0%	1.0%	1.2%
Diversity Index	3.9	5.0	6.2
2021 Population by Race/Ethnicity			
Total	103	1,241	5,148
White Alone	99.0%	98.3%	97.8%
Black Alone	0.0%	0.2%	0.4%
American Indian Alone	0.0%	0.2%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	1.0%	1.1%	1.2%
Hispanic Origin	1.0%	1.1%	1.4%
Diversity Index	5.6	5.7	6.9
2010 Population by Relationship and Household Type			
Total	99	1,164	4,909
In Households	100.0%	100.0%	99.9%
In Family Households	91.9%	89.4%	87.2%
Householder	27.3%	27.9%	27.2%
Spouse	23.2%	22.9%	20.9%
Child	34.3%	32.4%	32.6%
Other relative	3.0%	3.6%	3.6%
Nonrelative	3.0%	2.7%	2.9%
In Nonfamily Households	8.1%	10.5%	12.8%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	68	827	3,454
Less than 9th Grade	4.4%	4.4%	7.8%
9th - 12th Grade, No Diploma	10.3%	8.5%	12.5%
High School Graduate	38.2%	39.5%	37.4%
GED/Alternative Credential	10.3%	8.5%	7.3%
Some College, No Degree	23.5%	20.6%	17.0%
Associate Degree	4.4%	6.5%	7.1%
Bachelor's Degree	4.4%	8.2%	8.0%
Graduate/Professional Degree	4.4%	3.9%	2.9%
2016 Population 15+ by Marital Status			
Total	81	974	4,059
Never Married	21.0%	24.3%	24.5%
Married	65.4%	60.6%	56.9%
Widowed	3.7%	4.1%	6.2%
Divorced	9.9%	11.0%	12.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	95.8%	94.9%
Civilian Unemployed	4.3%	4.2%	5.1%
2016 Employed Population 16+ by Industry			
Total	44	554	2,080
Agriculture/Mining	0.0%	1.8%	1.6%
Construction	20.5%	16.8%	13.2%
Manufacturing	20.5%	18.8%	17.2%
Wholesale Trade	9.1%	4.5%	3.9%
Retail Trade	2.3%	3.6%	8.2%
Transportation/Utilities	6.8%	7.4%	6.1%
Information	0.0%	0.7%	1.3%
Finance/Insurance/Real Estate	13.6%	11.7%	9.5%
Services	25.0%	33.2%	37.4%
Public Administration	0.0%	1.1%	1.6%
2016 Employed Population 16+ by Occupation			
Total	42	553	2,078
White Collar	31.8%	40.6%	42.5%
Management/Business/Financial	4.5%	7.4%	7.9%
Professional	13.6%	19.1%	18.5%
Sales	9.1%	6.3%	6.9%
Administrative Support	4.5%	7.8%	9.2%
Services	9.1%	9.6%	12.8%
Blue Collar	54.5%	49.6%	44.6%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	13.6%	13.5%	10.9%
Installation/Maintenance/Repair	11.4%	11.6%	9.6%
Production	13.6%	14.4%	13.9%
Transportation/Material Moving	15.9%	9.7%	9.9%
2010 Population By Urban/ Rural Status			
Total Population	99	1,164	4,909
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	100.0%	100.0%

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 Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

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Latitude: 38.79304
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	44	435	1,829
Households with 1 Person	18.2%	19.3%	22.6%
Households with 2+ People	81.8%	80.7%	77.4%
Family Households	79.5%	76.6%	72.1%
Husband-wife Families	65.9%	62.8%	55.5%
With Related Children	29.5%	26.7%	24.0%
Other Family (No Spouse Present)	13.6%	14.0%	16.6%
Other Family with Male Householder	6.8%	5.5%	5.5%
With Related Children	4.5%	3.7%	3.2%
Other Family with Female Householder	9.1%	8.5%	11.0%
With Related Children	4.5%	5.7%	7.4%
Nonfamily Households	2.3%	4.1%	5.3%
All Households with Children	38.6%	36.5%	35.0%
Multigenerational Households	6.8%	4.8%	4.6%
Unmarried Partner Households	6.8%	7.3%	8.9%
Male-female	6.8%	6.9%	8.2%
Same-sex	0.0%	0.5%	0.7%
2010 Households by Size			
Total	44	436	1,828
1 Person Household	18.2%	19.3%	22.6%
2 Person Household	34.1%	35.6%	34.4%
3 Person Household	15.9%	18.3%	17.6%
4 Person Household	15.9%	14.4%	13.5%
5 Person Household	9.1%	7.8%	7.3%
6 Person Household	4.5%	2.8%	3.0%
7 + Person Household	2.3%	1.8%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	44	436	1,828
Owner Occupied	81.8%	81.7%	72.4%
Owned with a Mortgage/Loan	54.5%	54.4%	46.4%
Owned Free and Clear	25.0%	27.3%	26.0%
Renter Occupied	18.2%	18.3%	27.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	76	523	2,092
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	100.0%	100.0%

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

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



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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Top Tier (1A)	Top Tier (1A)	Small Town Simplicity
3.	Professional Pride (1B)	Professional Pride (1B)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$82,997	\$819,585	\$2,897,865
Average Spent	\$1,844.38	\$1,797.34	\$1,530.83
Spending Potential Index	92	89	76
Education: Total \$	\$45,997	\$454,210	\$1,629,774
Average Spent	\$1,022.16	\$996.07	\$860.95
Spending Potential Index	72	70	61
Entertainment/Recreation: Total \$	\$123,656	\$1,221,084	\$4,354,670
Average Spent	\$2,747.91	\$2,677.82	\$2,300.41
Spending Potential Index	94	92	79
Food at Home: Total \$	\$216,492	\$2,137,829	\$7,710,377
Average Spent	\$4,810.93	\$4,688.22	\$4,073.10
Spending Potential Index	97	94	82
Food Away from Home: Total \$	\$131,686	\$1,300,384	\$4,592,748
Average Spent	\$2,926.36	\$2,851.72	\$2,426.17
Spending Potential Index	95	92	78
Health Care: Total \$	\$236,523	\$2,335,627	\$8,347,883
Average Spent	\$5,256.07	\$5,121.99	\$4,409.87
Spending Potential Index	99	97	83
HH Furnishings & Equipment: Total \$	\$72,567	\$716,585	\$2,541,389
Average Spent	\$1,612.60	\$1,571.46	\$1,342.52
Spending Potential Index	91	89	76
Personal Care Products & Services: Total \$	\$29,851	\$294,772	\$1,045,519
Average Spent	\$663.36	\$646.43	\$552.31
Spending Potential Index	91	88	75
Shelter: Total \$	\$585,680	\$5,783,499	\$20,695,792
Average Spent	\$13,015.11	\$12,683.11	\$10,932.80
Spending Potential Index	84	81	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$98,586	\$973,525	\$3,466,090
Average Spent	\$2,190.80	\$2,134.92	\$1,831.00
Spending Potential Index	94	92	79
Travel: Total \$	\$67,792	\$669,434	\$2,365,981
Average Spent	\$1,506.49	\$1,468.06	\$1,249.86
Spending Potential Index	81	79	67
Vehicle Maintenance & Repairs: Total \$	\$44,289	\$437,344	\$1,574,994
Average Spent	\$984.20	\$959.09	\$832.01
Spending Potential Index	95	93	80

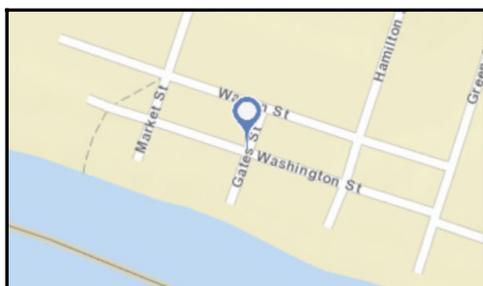
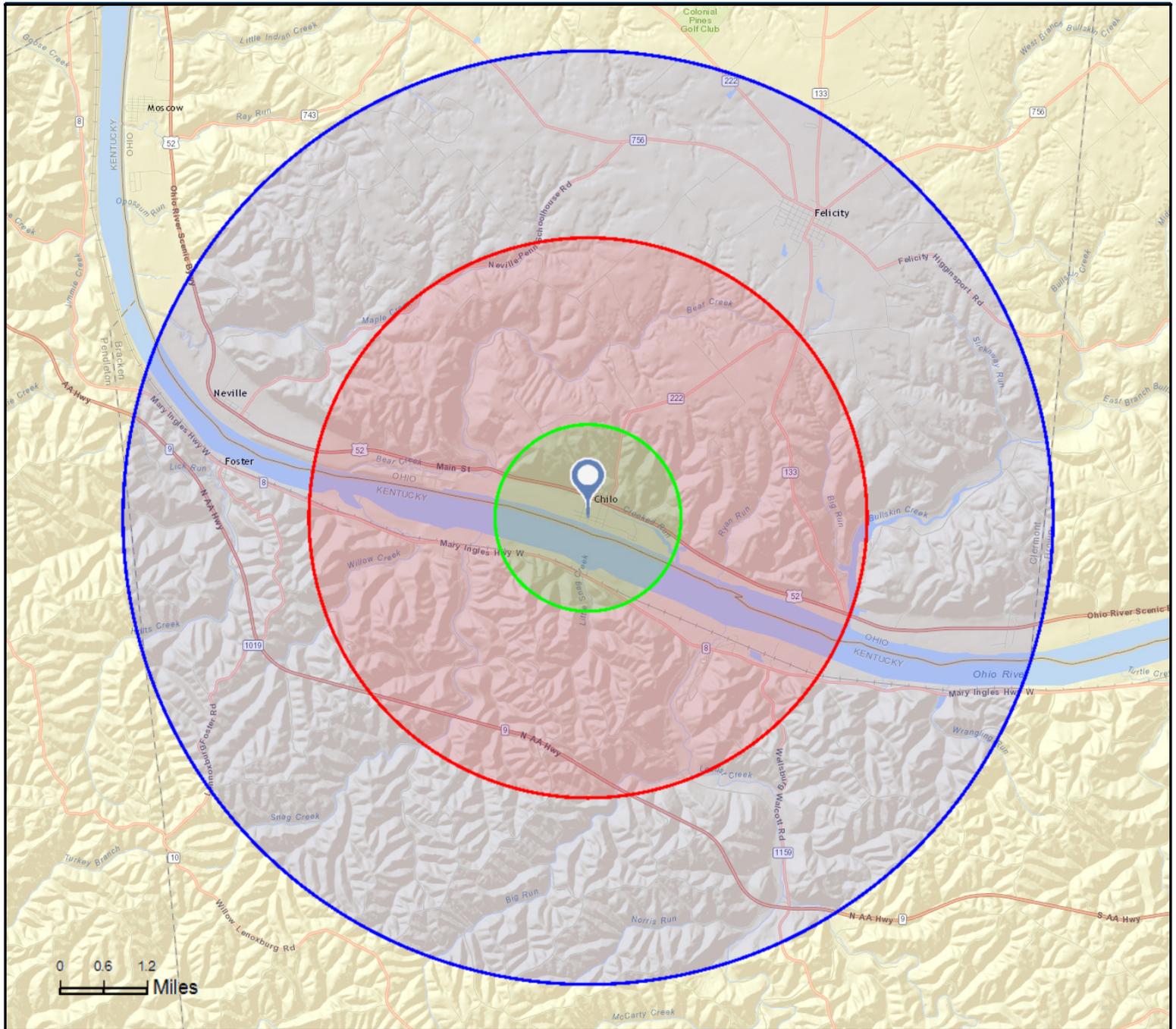
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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.

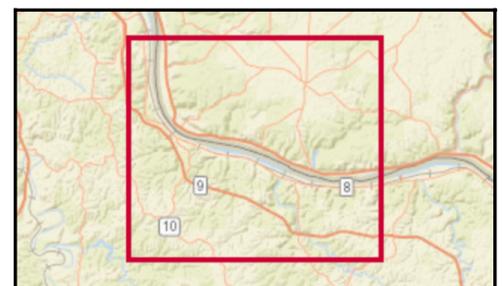
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Downtown Chilo
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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 Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	5	32	107
Total Employees:	43	186	935
Total Residential Population:	101	1,209	5,034
Employee/Residential Population Ratio:	0.43:1	0.15:1	0.19:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	20.0%	5	11.6%	5	15.6%	15	8.1%	8	7.5%	25	2.7%
Construction	1	20.0%	5	11.6%	8	25.0%	22	11.8%	16	15.0%	91	9.7%
Manufacturing	0	0.0%	8	18.6%	1	3.1%	23	12.4%	4	3.7%	75	8.0%
Transportation	1	20.0%	15	34.9%	5	15.6%	72	38.7%	13	12.1%	185	19.8%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
Utility	0	0.0%	0	0.0%	1	3.1%	4	2.2%	1	0.9%	6	0.6%
Wholesale Trade	0	0.0%	0	0.0%	1	3.1%	2	1.1%	3	2.8%	8	0.9%
Retail Trade Summary	0	0.0%	1	2.3%	2	6.3%	8	4.3%	13	12.1%	96	10.3%
Home Improvement	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%	1	3.1%	1	0.5%	1	0.9%	3	0.3%
Food Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	42	4.5%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%	1	3.1%	2	1.1%	3	2.8%	9	1.0%
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%	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	1	2.3%	1	3.1%	4	2.2%	5	4.7%	36	3.9%
Miscellaneous Retail	0	0.0%	0	0.0%	0	0.0%	1	0.5%	2	1.9%	6	0.6%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%	1	3.1%	1	0.5%	6	5.6%	15	1.6%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.8%	7	0.7%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	1	3.1%	1	0.5%	3	2.8%	8	0.9%
Services Summary	1	20.0%	2	4.7%	6	18.8%	12	6.5%	31	29.0%	277	29.6%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
Automotive Services	0	0.0%	0	0.0%	1	3.1%	1	0.5%	2	1.9%	5	0.5%
Motion Pictures & Amusements	0	0.0%	0	0.0%	1	3.1%	1	0.5%	1	0.9%	3	0.3%
Health Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%	1	3.1%	2	1.1%	6	5.6%	200	21.4%
Other Services	0	0.0%	1	2.3%	3	9.4%	7	3.8%	21	19.6%	68	7.3%
Government	0	0.0%	8	18.6%	2	6.3%	28	15.1%	9	8.4%	157	16.8%
Unclassified Establishments	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%
Totals	5	100.0%	43	100.0%	32	100.0%	186	100.0%	107	100.0%	935	100.0%

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

Business Summary

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

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%	2	4.7%	3	9.4%	7	3.8%	5	4.7%	12	1.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	1	20.0%	5	11.6%	9	28.1%	24	12.9%	17	15.9%	95	10.2%
Manufacturing	0	0.0%	8	18.6%	1	3.1%	23	12.4%	3	2.8%	74	7.9%
Wholesale Trade	0	0.0%	0	0.0%	0	0.0%	1	0.5%	2	1.9%	8	0.9%
Retail Trade	0	0.0%	0	0.0%	2	6.3%	5	2.7%	9	8.4%	61	6.5%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	1	3.1%	2	1.1%	2	1.9%	3	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	3.1%	1	0.5%	1	0.9%	1	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	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	42	4.5%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	6	0.6%
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	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.9%	5	0.5%
General Merchandise Stores	0	0.0%	0	0.0%	1	3.1%	1	0.5%	1	0.9%	3	0.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	4	9.3%	5	15.6%	42	22.6%	11	10.3%	114	12.2%
Information	0	0.0%	0	0.0%	1	3.1%	1	0.5%	2	1.9%	11	1.2%
Finance & Insurance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.8%	7	0.7%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.8%	7	0.7%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	7	0.7%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%	1	3.1%	2	1.1%	3	2.8%	6	0.6%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	2	4.7%	1	3.1%	7	3.8%	4	3.7%	22	2.4%
Educational Services	0	0.0%	0	0.0%	1	3.1%	2	1.1%	5	4.7%	196	21.0%
Health Care & Social Assistance	0	0.0%	12	27.9%	1	3.1%	33	17.7%	4	3.7%	85	9.1%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	1	3.1%	1	0.5%	1	0.9%	3	0.3%
Accommodation & Food Services	0	0.0%	1	2.3%	1	3.1%	4	2.2%	6	5.6%	36	3.9%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
Food Services & Drinking Places	0	0.0%	1	2.3%	1	3.1%	4	2.2%	5	4.7%	36	3.9%
Other Services (except Public Administration)	0	0.0%	0	0.0%	4	12.5%	6	3.2%	17	15.9%	41	4.4%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	1	3.1%	1	0.5%	2	1.9%	5	0.5%
Public Administration	0	0.0%	8	18.6%	2	6.3%	28	15.1%	9	8.4%	157	16.8%
Unclassified Establishments	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%
Total	5	100.0%	43	100.0%	32	100.0%	186	100.0%	107	100.0%	935	100.0%

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

Retail MarketPlace Profile

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Summary Demographics

2016 Population	101
2016 Households	45
2016 Median Disposable Income	\$50,424
2016 Per Capita Income	\$24,159

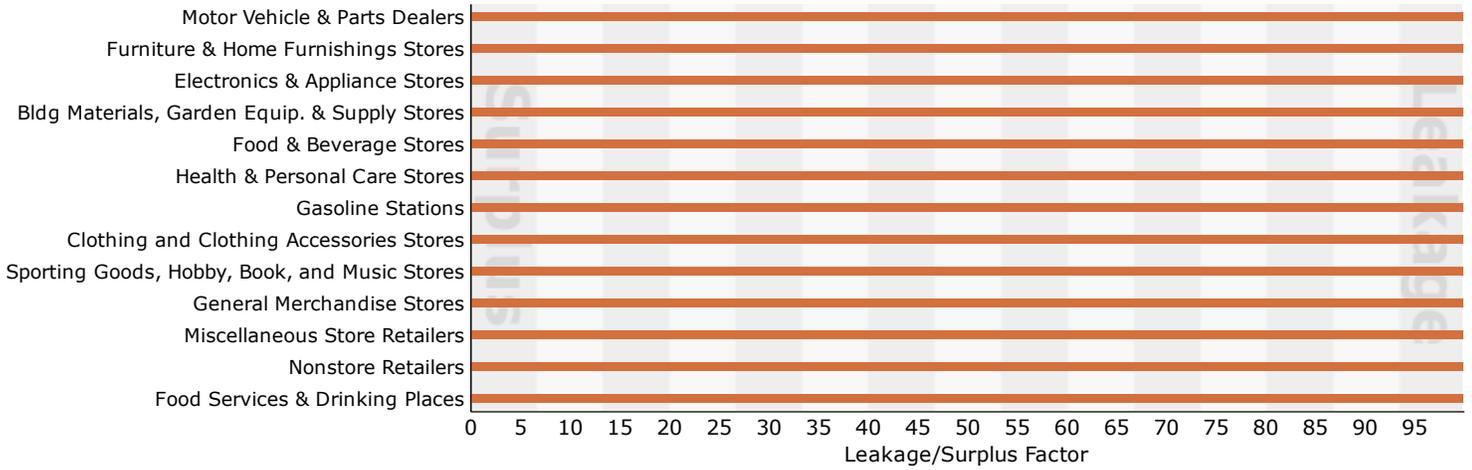
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,627,786	\$41,122	\$1,586,664	95.1	0
Total Retail Trade	44-45	\$1,489,719	\$0	\$1,489,719	100.0	0
Total Food & Drink	722	\$138,067	\$41,122	\$96,945	54.1	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$349,475	\$0	\$349,475	100.0	0
Automobile Dealers	4411	\$288,926	\$0	\$288,926	100.0	0
Other Motor Vehicle Dealers	4412	\$37,773	\$0	\$37,773	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$22,775	\$0	\$22,775	100.0	0
Furniture & Home Furnishings Stores	442	\$38,668	\$0	\$38,668	100.0	0
Furniture Stores	4421	\$25,183	\$0	\$25,183	100.0	0
Home Furnishings Stores	4422	\$13,485	\$0	\$13,485	100.0	0
Electronics & Appliance Stores	443	\$74,290	\$0	\$74,290	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$67,599	\$0	\$67,599	100.0	0
Bldg Material & Supplies Dealers	4441	\$56,795	\$0	\$56,795	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$10,804	\$0	\$10,804	100.0	0
Food & Beverage Stores	445	\$266,567	\$0	\$266,567	100.0	0
Grocery Stores	4451	\$246,020	\$0	\$246,020	100.0	0
Specialty Food Stores	4452	\$12,583	\$0	\$12,583	100.0	0
Beer, Wine & Liquor Stores	4453	\$7,964	\$0	\$7,964	100.0	0
Health & Personal Care Stores	446,4461	\$114,744	\$0	\$114,744	100.0	0
Gasoline Stations	447,4471	\$113,847	\$0	\$113,847	100.0	0
Clothing & Clothing Accessories Stores	448	\$60,290	\$0	\$60,290	100.0	0
Clothing Stores	4481	\$38,716	\$0	\$38,716	100.0	0
Shoe Stores	4482	\$7,876	\$0	\$7,876	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,698	\$0	\$13,698	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$46,139	\$0	\$46,139	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,170	\$0	\$38,170	100.0	0
Book, Periodical & Music Stores	4512	\$7,969	\$0	\$7,969	100.0	0
General Merchandise Stores	452	\$264,153	\$0	\$264,153	100.0	0
Department Stores Excluding Leased Depts.	4521	\$206,846	\$0	\$206,846	100.0	0
Other General Merchandise Stores	4529	\$57,307	\$0	\$57,307	100.0	0
Miscellaneous Store Retailers	453	\$71,768	\$0	\$71,768	100.0	0
Florists	4531	\$2,767	\$0	\$2,767	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$15,685	\$0	\$15,685	100.0	0
Used Merchandise Stores	4533	\$8,797	\$0	\$8,797	100.0	0
Other Miscellaneous Store Retailers	4539	\$44,520	\$0	\$44,520	100.0	0
Nonstore Retailers	454	\$22,179	\$0	\$22,179	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$12,414	\$0	\$12,414	100.0	0
Vending Machine Operators	4542	\$2,337	\$0	\$2,337	100.0	0
Direct Selling Establishments	4543	\$7,428	\$0	\$7,428	100.0	0
Food Services & Drinking Places	722	\$138,067	\$0	\$138,067	100.0	0
Full-Service Restaurants	7221	\$67,731	\$0	\$67,731	100.0	0
Limited-Service Eating Places	7222	\$63,239	\$0	\$63,239	100.0	0
Special Food Services	7223	\$3,440	\$0	\$3,440	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,657	\$0	\$3,657	100.0	0

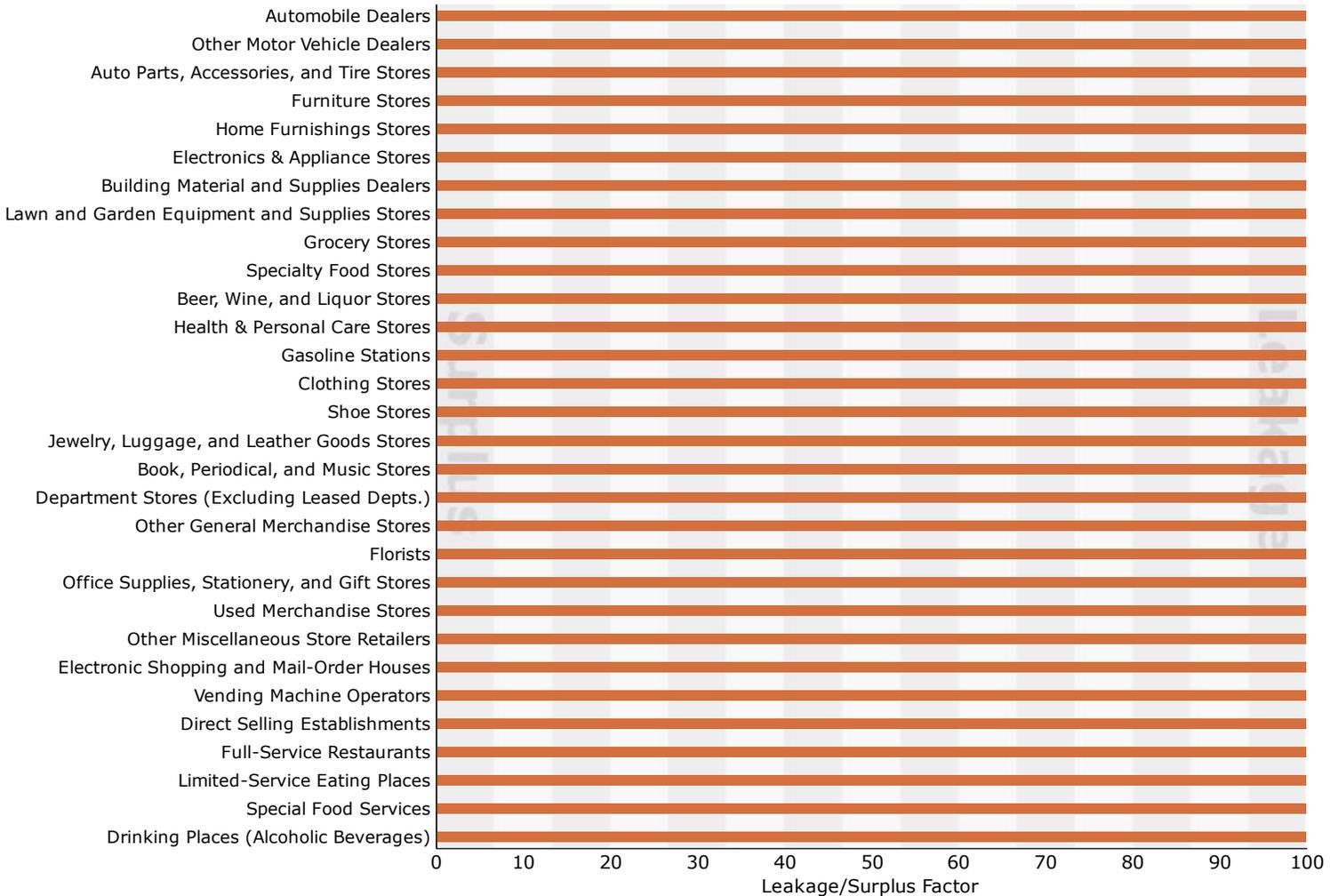
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 Chilo
211 Washington St, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Summary Demographics

2016 Population	1,209
2016 Households	456
2016 Median Disposable Income	\$46,494
2016 Per Capita Income	\$25,076

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	\$17,576,265	\$1,926,345	\$15,649,920	80.2	3
Total Retail Trade	44-45	\$16,076,299	\$1,811,204	\$14,265,095	79.7	2
Total Food & Drink	722	\$1,499,966	\$115,141	\$1,384,825	85.7	1

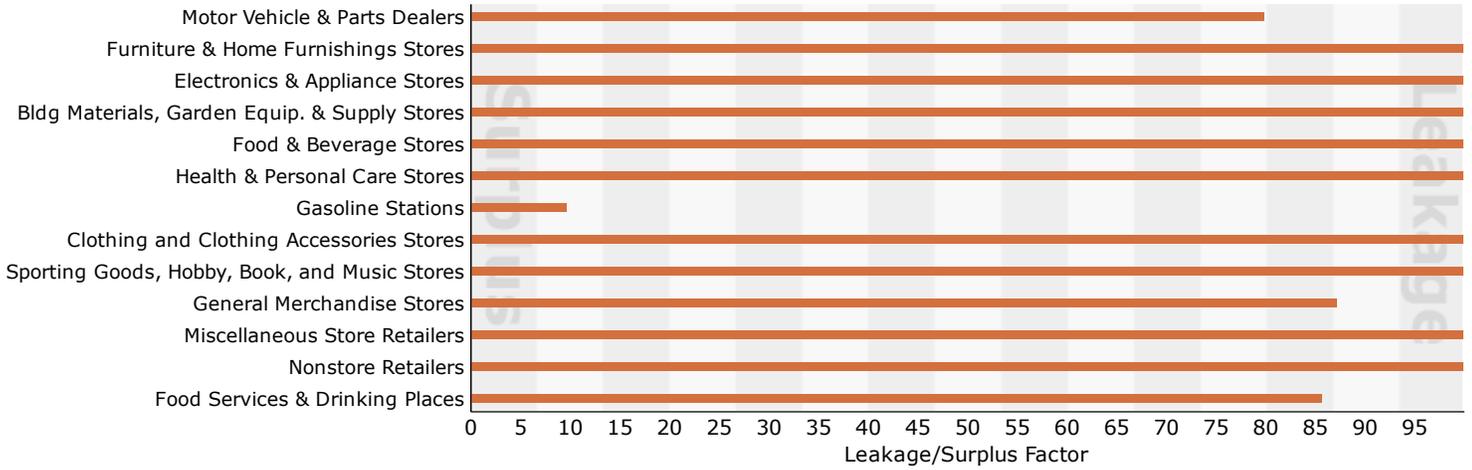
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,794,715	\$421,198	\$3,373,517	80.0	1
Automobile Dealers	4411	\$3,152,489	\$0	\$3,152,489	100.0	0
Other Motor Vehicle Dealers	4412	\$398,537	\$421,198	-\$22,661	-2.8	1
Auto Parts, Accessories & Tire Stores	4413	\$243,688	\$0	\$243,688	100.0	0
Furniture & Home Furnishings Stores	442	\$414,406	\$0	\$414,406	100.0	0
Furniture Stores	4421	\$265,949	\$0	\$265,949	100.0	0
Home Furnishings Stores	4422	\$148,457	\$0	\$148,457	100.0	0
Electronics & Appliance Stores	443	\$723,460	\$0	\$723,460	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$724,713	\$0	\$724,713	100.0	0
Bldg Material & Supplies Dealers	4441	\$612,813	\$0	\$612,813	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$111,899	\$0	\$111,899	100.0	0
Food & Beverage Stores	445	\$2,869,626	\$0	\$2,869,626	100.0	0
Grocery Stores	4451	\$2,631,878	\$0	\$2,631,878	100.0	0
Specialty Food Stores	4452	\$112,841	\$0	\$112,841	100.0	0
Beer, Wine & Liquor Stores	4453	\$124,906	\$0	\$124,906	100.0	0
Health & Personal Care Stores	446,4461	\$1,162,997	\$0	\$1,162,997	100.0	0
Gasoline Stations	447,4471	\$1,249,179	\$1,027,620	\$221,559	9.7	1
Clothing & Clothing Accessories Stores	448	\$630,729	\$0	\$630,729	100.0	0
Clothing Stores	4481	\$405,078	\$0	\$405,078	100.0	0
Shoe Stores	4482	\$89,725	\$0	\$89,725	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$135,926	\$0	\$135,926	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$459,601	\$0	\$459,601	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$366,125	\$0	\$366,125	100.0	0
Book, Periodical & Music Stores	4512	\$93,476	\$0	\$93,476	100.0	0
General Merchandise Stores	452	\$3,064,706	\$207,342	\$2,857,364	87.3	1
Department Stores Excluding Leased Depts.	4521	\$2,406,436	\$0	\$2,406,436	100.0	0
Other General Merchandise Stores	4529	\$658,270	\$207,342	\$450,928	52.1	1
Miscellaneous Store Retailers	453	\$759,205	\$0	\$759,205	100.0	0
Florists	4531	\$29,055	\$0	\$29,055	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$169,453	\$0	\$169,453	100.0	0
Used Merchandise Stores	4533	\$77,378	\$0	\$77,378	100.0	0
Other Miscellaneous Store Retailers	4539	\$483,319	\$0	\$483,319	100.0	0
Nonstore Retailers	454	\$222,965	\$0	\$222,965	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$118,163	\$0	\$118,163	100.0	0
Vending Machine Operators	4542	\$25,746	\$0	\$25,746	100.0	0
Direct Selling Establishments	4543	\$79,056	\$0	\$79,056	100.0	0
Food Services & Drinking Places	722	\$1,499,966	\$115,141	\$1,384,825	85.7	1
Full-Service Restaurants	7221	\$734,285	\$0	\$734,285	100.0	0
Limited-Service Eating Places	7222	\$696,423	\$115,141	\$581,282	71.6	1
Special Food Services	7223	\$34,260	\$0	\$34,260	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$34,998	\$0	\$34,998	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.

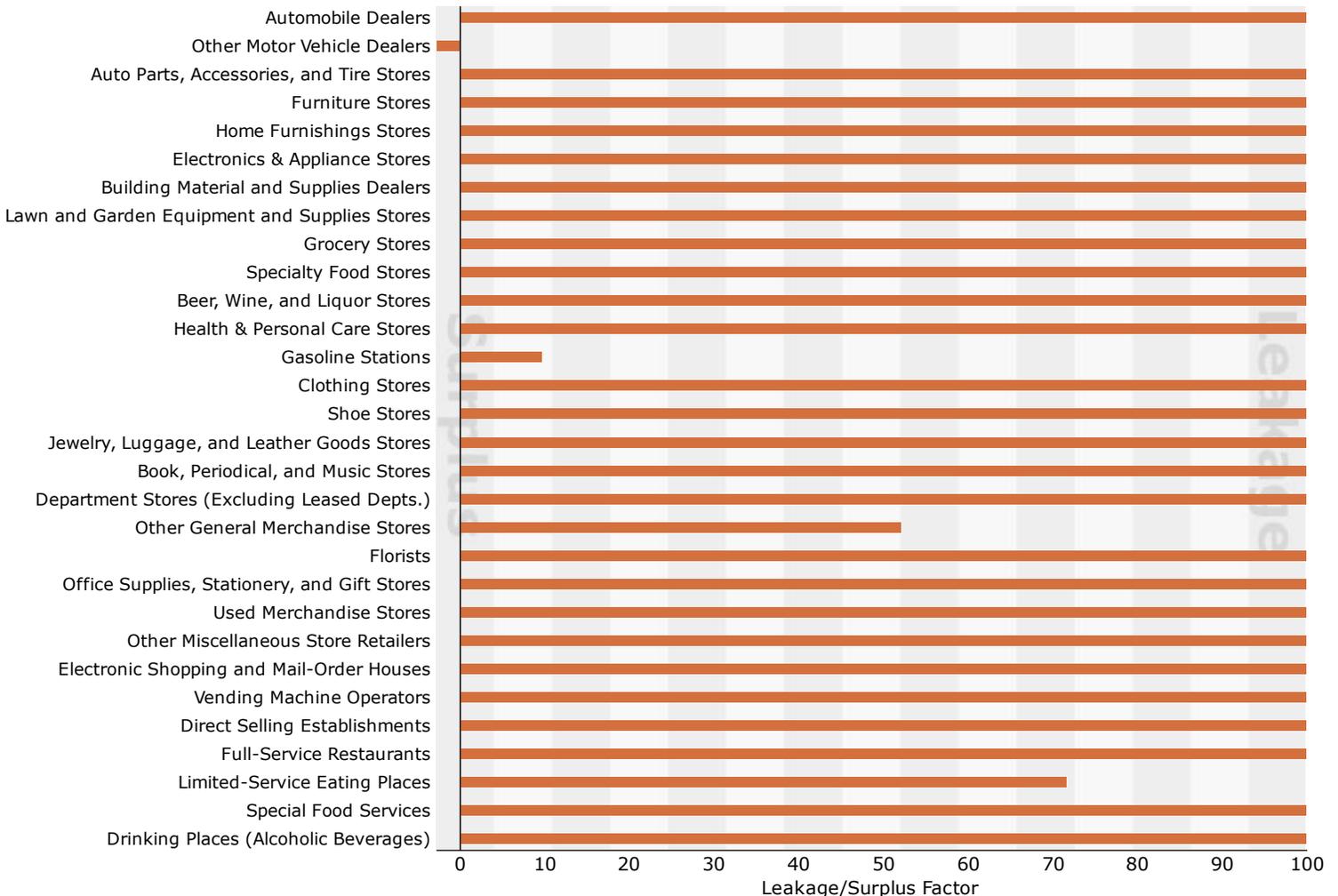
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Summary Demographics

2016 Population	5,034
2016 Households	1,893
2016 Median Disposable Income	\$38,386
2016 Per Capita Income	\$22,129

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	\$64,814,960	\$16,903,375	\$47,911,585	58.6	16
Total Retail Trade	44-45	\$59,317,039	\$15,599,993	\$43,717,046	58.4	10
Total Food & Drink	722	\$5,497,921	\$1,303,382	\$4,194,539	61.7	6

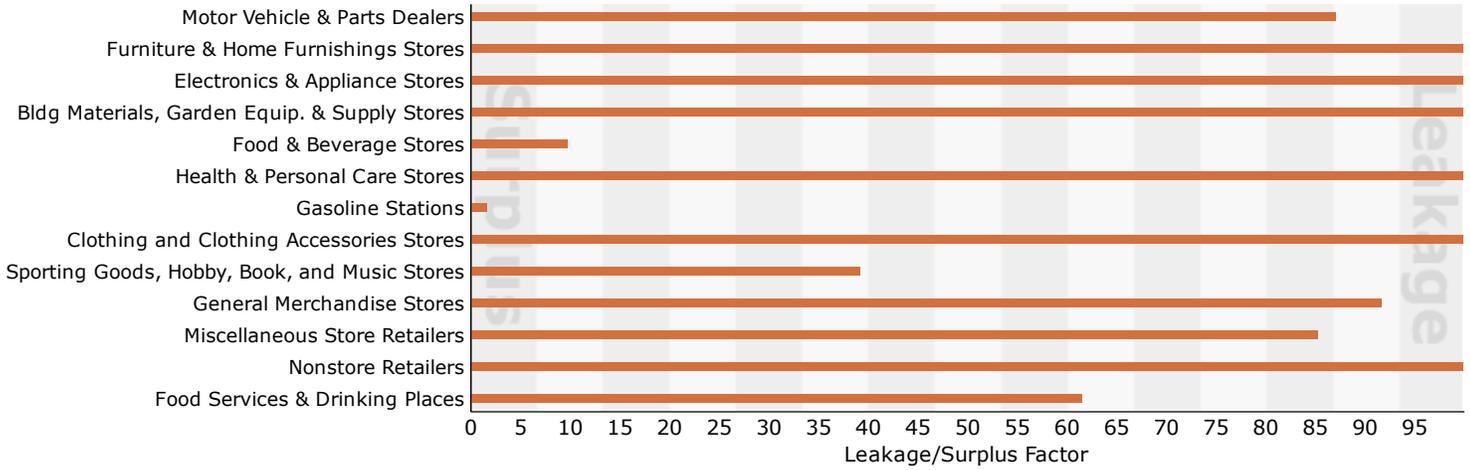
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,950,743	\$953,430	\$12,997,313	87.2	2
Automobile Dealers	4411	\$11,557,370	\$0	\$11,557,370	100.0	0
Other Motor Vehicle Dealers	4412	\$1,493,778	\$671,975	\$821,803	37.9	1
Auto Parts, Accessories & Tire Stores	4413	\$899,595	\$0	\$899,595	100.0	0
Furniture & Home Furnishings Stores	442	\$1,517,283	\$0	\$1,517,283	100.0	0
Furniture Stores	4421	\$974,822	\$0	\$974,822	100.0	0
Home Furnishings Stores	4422	\$542,461	\$0	\$542,461	100.0	0
Electronics & Appliance Stores	443	\$2,724,573	\$0	\$2,724,573	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,675,782	\$0	\$2,675,782	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,257,196	\$0	\$2,257,196	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$418,586	\$0	\$418,586	100.0	0
Food & Beverage Stores	445	\$10,642,023	\$8,736,679	\$1,905,344	9.8	2
Grocery Stores	4451	\$9,774,505	\$8,728,515	\$1,045,990	5.7	2
Specialty Food Stores	4452	\$436,906	\$0	\$436,906	100.0	0
Beer, Wine & Liquor Stores	4453	\$430,612	\$0	\$430,612	100.0	0
Health & Personal Care Stores	446,4461	\$4,354,377	\$0	\$4,354,377	100.0	0
Gasoline Stations	447,4471	\$4,593,536	\$4,429,876	\$163,660	1.8	2
Clothing & Clothing Accessories Stores	448	\$2,334,037	\$0	\$2,334,037	100.0	0
Clothing Stores	4481	\$1,501,244	\$0	\$1,501,244	100.0	0
Shoe Stores	4482	\$326,971	\$0	\$326,971	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$505,821	\$0	\$505,821	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,725,163	\$750,481	\$974,682	39.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,384,245	\$750,481	\$633,764	29.7	1
Book, Periodical & Music Stores	4512	\$340,917	\$0	\$340,917	100.0	0
General Merchandise Stores	452	\$11,130,299	\$479,563	\$10,650,736	91.7	1
Department Stores Excluding Leased Depts.	4521	\$8,724,271	\$0	\$8,724,271	100.0	0
Other General Merchandise Stores	4529	\$2,406,028	\$479,563	\$1,926,465	66.8	1
Miscellaneous Store Retailers	453	\$2,824,756	\$223,005	\$2,601,751	85.4	1
Florists	4531	\$106,686	\$0	\$106,686	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$624,235	\$0	\$624,235	100.0	0
Used Merchandise Stores	4533	\$300,375	\$186,249	\$114,126	23.5	1
Other Miscellaneous Store Retailers	4539	\$1,793,460	\$0	\$1,793,460	100.0	0
Nonstore Retailers	454	\$844,467	\$0	\$844,467	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$448,006	\$0	\$448,006	100.0	0
Vending Machine Operators	4542	\$94,954	\$0	\$94,954	100.0	0
Direct Selling Establishments	4543	\$301,507	\$0	\$301,507	100.0	0
Food Services & Drinking Places	722	\$5,497,921	\$1,303,382	\$4,194,539	61.7	6
Full-Service Restaurants	7221	\$2,691,791	\$779,863	\$1,911,928	55.1	3
Limited-Service Eating Places	7222	\$2,544,854	\$484,955	\$2,059,899	68.0	2
Special Food Services	7223	\$128,556	\$0	\$128,556	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$132,720	\$38,564	\$94,156	55.0	1

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

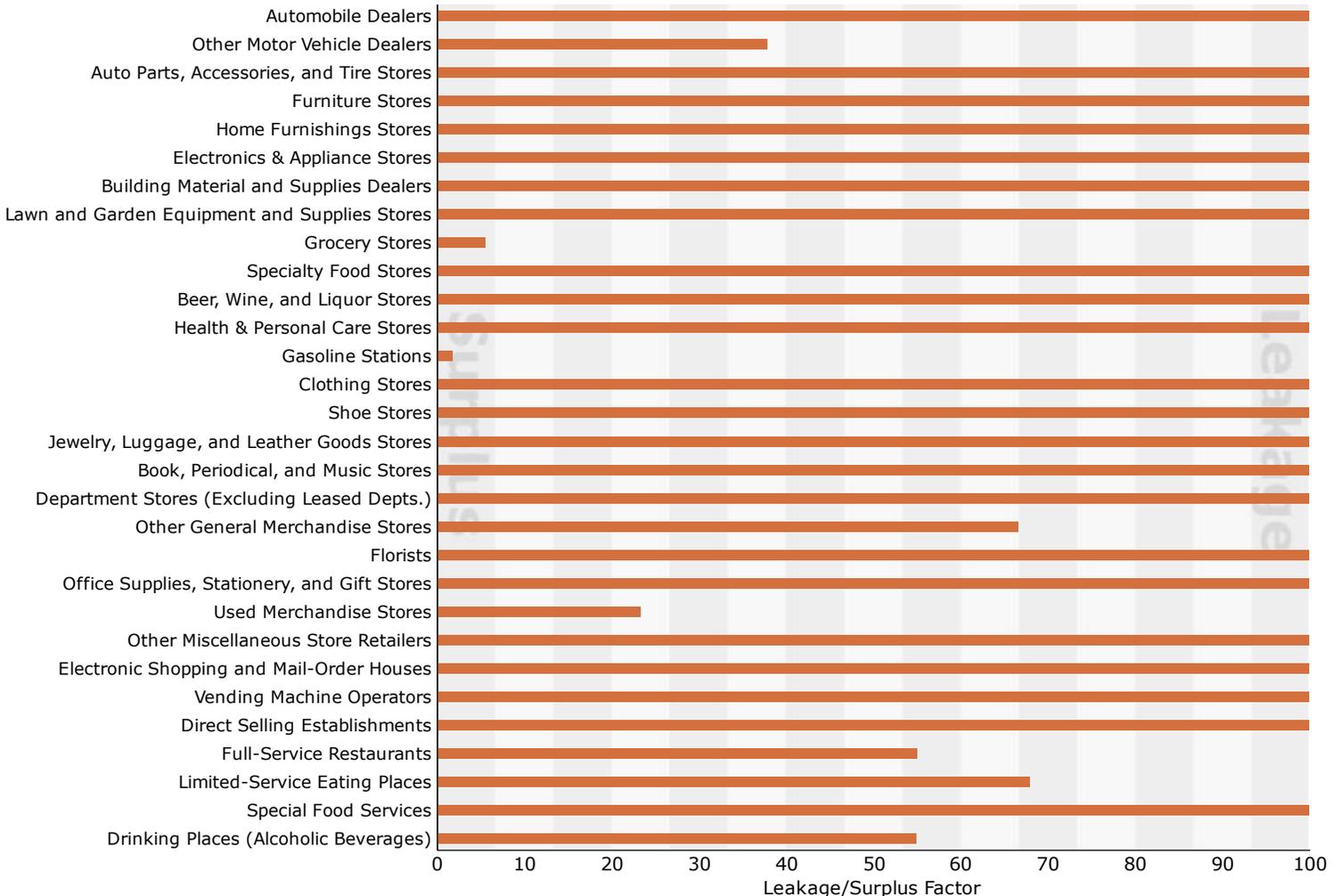
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Demographic Summary	2016	2021
Population	101	104
Population 18+	76	79
Households	45	47
Median Household Income	\$58,970	\$65,055

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	36	47.4%	100
Bought any women's clothing in last 12 months	37	48.7%	111
Bought clothing for child <13 years in last 6 months	22	28.9%	105
Bought any shoes in last 12 months	41	53.9%	100
Bought costume jewelry in last 12 months	17	22.4%	115
Bought any fine jewelry in last 12 months	15	19.7%	108
Bought a watch in last 12 months	8	10.5%	96
Automobiles (Households)			
HH owns/leases any vehicle	41	91.1%	106
HH bought/leased new vehicle last 12 mo	4	8.9%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	70	92.1%	108
Bought/changed motor oil in last 12 months	49	64.5%	131
Had tune-up in last 12 months	23	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	50	65.8%	101
Drank regular cola in last 6 months	38	50.0%	111
Drank beer/ale in last 6 months	27	35.5%	83
Cameras (Adults)			
Own digital point & shoot camera	23	30.3%	104
Own digital single-lens reflex (SLR) camera	4	5.3%	61
Bought any camera in last 12 months	4	5.3%	92
Printed digital photos in last 12 months	3	3.9%	135
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29	38.2%	106
Have a smartphone	37	48.7%	83
Have a smartphone: Android phone (any brand)	18	23.7%	88
Have a smartphone: Apple iPhone	14	18.4%	71
Number of cell phones in household: 1	15	33.3%	104
Number of cell phones in household: 2	17	37.8%	101
Number of cell phones in household: 3+	11	24.4%	96
HH has cell phone only (no landline telephone)	20	44.4%	106
Computers (Households)			
HH owns a computer	32	71.1%	93
HH owns desktop computer	18	40.0%	88
HH owns laptop/notebook	21	46.7%	86
HH owns any Apple/Mac brand computer	3	6.7%	44
HH owns any PC/non-Apple brand computer	30	66.7%	98
HH purchased most recent computer in a store	17	37.8%	100
HH purchased most recent computer online	4	8.9%	68
Spent <\$500 on most recent home computer	7	15.6%	107
Spent \$500-\$999 on most recent home computer	7	15.6%	82
Spent \$1,000-\$1,499 on most recent home computer	4	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	1	2.2%	49
Spent \$2,000+ on most recent home computer	1	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 Chilo
211 Washington St, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	39	51.3%	101
Bought brewed coffee at convenience store in last 30 days	13	17.1%	109
Bought cigarettes at convenience store in last 30 days	16	21.1%	168
Bought gas at convenience store in last 30 days	34	44.7%	135
Spent at convenience store in last 30 days: <\$20	4	5.3%	65
Spent at convenience store in last 30 days: \$20-\$39	6	7.9%	87
Spent at convenience store in last 30 days: \$40-\$50	7	9.2%	121
Spent at convenience store in last 30 days: \$51-\$99	4	5.3%	119
Spent at convenience store in last 30 days: \$100+	24	31.6%	138
Entertainment (Adults)			
Attended a movie in last 6 months	38	50.0%	84
Went to live theater in last 12 months	6	7.9%	61
Went to a bar/night club in last 12 months	9	11.8%	71
Dined out in last 12 months	31	40.8%	91
Gambled at a casino in last 12 months	7	9.2%	67
Visited a theme park in last 12 months	10	13.2%	75
Viewed movie (video-on-demand) in last 30 days	8	10.5%	62
Viewed TV show (video-on-demand) in last 30 days	4	5.3%	41
Watched any pay-per-view TV in last 12 months	10	13.2%	100
Downloaded a movie over the Internet in last 30 days	2	2.6%	37
Downloaded any individual song in last 6 months	13	17.1%	84
Watched a movie online in the last 30 days	6	7.9%	49
Watched a TV program online in last 30 days	5	6.6%	44
Played a video/electronic game (console) in last 12 months	7	9.2%	88
Played a video/electronic game (portable) in last 12 months	4	5.3%	116
Financial (Adults)			
Have home mortgage (1st)	25	32.9%	106
Used ATM/cash machine in last 12 months	34	44.7%	91
Own any stock	4	5.3%	69
Own U.S. savings bond	2	2.6%	50
Own shares in mutual fund (stock)	4	5.3%	73
Own shares in mutual fund (bonds)	2	2.6%	54
Have interest checking account	21	27.6%	98
Have non-interest checking account	24	31.6%	112
Have savings account	36	47.4%	88
Have 401K retirement savings plan	9	11.8%	81
Own/used any credit/debit card in last 12 months	57	75.0%	101
Avg monthly credit card expenditures: <\$111	10	13.2%	113
Avg monthly credit card expenditures: \$111-\$225	6	7.9%	115
Avg monthly credit card expenditures: \$226-\$450	4	5.3%	83
Avg monthly credit card expenditures: \$451-\$700	4	5.3%	99
Avg monthly credit card expenditures: \$701-\$1,000	1	1.3%	31
Avg monthly credit card expenditures: \$1,001+	2	2.6%	29
Did banking online in last 12 months	24	31.6%	88
Did banking on mobile device in last 12 months	9	11.8%	85
Paid bills online in last 12 months	29	38.2%	89

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.

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	34	75.6%	109
Used bread in last 6 months	44	97.8%	104
Used chicken (fresh or frozen) in last 6 months	32	71.1%	103
Used turkey (fresh or frozen) in last 6 months	7	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	24	53.3%	98
Used fresh fruit/vegetables in last 6 months	39	86.7%	101
Used fresh milk in last 6 months	41	91.1%	104
Used organic food in last 6 months	6	13.3%	68
Health (Adults)			
Exercise at home 2+ times per week	21	27.6%	97
Exercise at club 2+ times per week	5	6.6%	51
Visited a doctor in last 12 months	60	78.9%	104
Used vitamin/dietary supplement in last 6 months	39	51.3%	97
Home (Households)			
Any home improvement in last 12 months	13	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	3	6.7%	51
Purchased low ticket HH furnishings in last 12 months	7	15.6%	97
Purchased big ticket HH furnishings in last 12 months	9	20.0%	96
Bought any small kitchen appliance in last 12 months	9	20.0%	90
Bought any large kitchen appliance in last 12 months	6	13.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	35	46.1%	108
Carry medical/hospital/accident insurance	49	64.5%	98
Carry homeowner insurance	41	53.9%	115
Carry renter's insurance	3	3.9%	48
Have auto insurance: 1 vehicle in household covered	13	28.9%	94
Have auto insurance: 2 vehicles in household covered	13	28.9%	101
Have auto insurance: 3+ vehicles in household covered	12	26.7%	122
Pets (Households)			
Household owns any pet	31	68.9%	128
Household owns any cat	15	33.3%	149
Household owns any dog	27	60.0%	147
Psychographics (Adults)			
Buying American is important to me	41	53.9%	127
Usually buy items on credit rather than wait	8	10.5%	90
Usually buy based on quality - not price	15	19.7%	110
Price is usually more important than brand name	24	31.6%	120
Usually use coupons for brands I buy often	16	21.1%	111
Am interested in how to help the environment	9	11.8%	73
Usually pay more for environ safe product	8	10.5%	82
Usually value green products over convenience	8	10.5%	100
Likely to buy a brand that supports a charity	26	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	8	10.5%	80
Bought hardcover book in last 12 months	14	18.4%	88
Bought paperback book in last 12 month	23	30.3%	96
Read any daily newspaper (paper version)	16	21.1%	80
Read any digital newspaper in last 30 days	22	28.9%	87
Read any magazine (paper/electronic version) in last 6 months	67	88.2%	97

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

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

Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

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	60	78.9%	106
Went to family restaurant/steak house: 4+ times a month	23	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	71	93.4%	104
Went to fast food/drive-in restaurant 9+ times/mo	35	46.1%	117
Fast food/drive-in last 6 months: eat in	31	40.8%	112
Fast food/drive-in last 6 months: home delivery	4	5.3%	69
Fast food/drive-in last 6 months: take-out/drive-thru	42	55.3%	119
Fast food/drive-in last 6 months: take-out/walk-in	14	18.4%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17	22.4%	71
Own e-reader/tablet: iPad	5	6.6%	43
Own any portable MP3 player	19	25.0%	81
HH owns 1 TV	8	17.8%	87
HH owns 2 TVs	11	24.4%	94
HH owns 3 TVs	11	24.4%	114
HH owns 4+ TVs	10	22.2%	118
HH subscribes to cable TV	13	28.9%	58
HH subscribes to fiber optic	1	2.2%	29
HH has satellite dish	24	53.3%	210
HH owns DVD/Blu-ray player	28	62.2%	103
HH owns camcorder	6	13.3%	95
HH owns portable GPS navigation device	12	26.7%	97
HH purchased video game system in last 12 mos	3	6.7%	84
HH owns Internet video device for TV	2	4.4%	63
Travel (Adults)			
Domestic travel in last 12 months	36	47.4%	95
Took 3+ domestic non-business trips in last 12 months	6	7.9%	71
Spent on domestic vacations in last 12 months: <\$1,000	8	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3	3.9%	68
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2	2.6%	74
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2	2.6%	67
Spent on domestic vacations in last 12 months: \$3,000+	3	3.9%	72
Domestic travel in the 12 months: used general travel website	4	5.3%	78
Foreign travel in last 3 years	9	11.8%	49
Took 3+ foreign trips by plane in last 3 years	1	1.3%	29
Spent on foreign vacations in last 12 months: <\$1,000	1	1.3%	32
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1	1.3%	40
Spent on foreign vacations in last 12 months: \$3,000+	1	1.3%	26
Foreign travel in last 3 years: used general travel website	2	2.6%	47
Nights spent in hotel/motel in last 12 months: any	27	35.5%	88
Took cruise of more than one day in last 3 years	4	5.3%	63
Member of any frequent flyer program	4	5.3%	32
Member of any hotel rewards program	7	9.2%	65

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Demographic Summary	2016	2021
Population	1,209	1,242
Population 18+	927	962
Households	456	470
Median Household Income	\$56,172	\$61,397

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	443	47.8%	101
Bought any women's clothing in last 12 months	454	49.0%	112
Bought clothing for child <13 years in last 6 months	266	28.7%	104
Bought any shoes in last 12 months	503	54.3%	101
Bought costume jewelry in last 12 months	202	21.8%	112
Bought any fine jewelry in last 12 months	184	19.8%	108
Bought a watch in last 12 months	94	10.1%	92
Automobiles (Households)			
HH owns/leases any vehicle	413	90.6%	106
HH bought/leased new vehicle last 12 mo	38	8.3%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	859	92.7%	109
Bought/changed motor oil in last 12 months	593	64.0%	130
Had tune-up in last 12 months	283	30.5%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	604	65.2%	100
Drank regular cola in last 6 months	469	50.6%	113
Drank beer/ale in last 6 months	334	36.0%	85
Cameras (Adults)			
Own digital point & shoot camera	274	29.6%	101
Own digital single-lens reflex (SLR) camera	46	5.0%	58
Bought any camera in last 12 months	53	5.7%	100
Printed digital photos in last 12 months	38	4.1%	140
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	349	37.6%	104
Have a smartphone	453	48.9%	83
Have a smartphone: Android phone (any brand)	219	23.6%	88
Have a smartphone: Apple iPhone	172	18.6%	72
Number of cell phones in household: 1	149	32.7%	102
Number of cell phones in household: 2	170	37.3%	100
Number of cell phones in household: 3+	109	23.9%	94
HH has cell phone only (no landline telephone)	199	43.6%	104
Computers (Households)			
HH owns a computer	320	70.2%	91
HH owns desktop computer	187	41.0%	91
HH owns laptop/notebook	214	46.9%	87
HH owns any Apple/Mac brand computer	32	7.0%	47
HH owns any PC/non-Apple brand computer	305	66.9%	98
HH purchased most recent computer in a store	172	37.7%	100
HH purchased most recent computer online	43	9.4%	72
Spent <\$500 on most recent home computer	76	16.7%	115
Spent \$500-\$999 on most recent home computer	73	16.0%	84
Spent \$1,000-\$1,499 on most recent home computer	36	7.9%	83
Spent \$1,500-\$1,999 on most recent home computer	13	2.9%	63
Spent \$2,000+ on most recent home computer	11	2.4%	61

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 Chilo
 211 Washington St, Felicity, OH, 45120
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.79304
 Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	482	52.0%	102
Bought brewed coffee at convenience store in last 30 days	156	16.8%	107
Bought cigarettes at convenience store in last 30 days	190	20.5%	164
Bought gas at convenience store in last 30 days	419	45.2%	137
Spent at convenience store in last 30 days: <\$20	44	4.7%	59
Spent at convenience store in last 30 days: \$20-\$39	69	7.4%	82
Spent at convenience store in last 30 days: \$40-\$50	84	9.1%	119
Spent at convenience store in last 30 days: \$51-\$99	46	5.0%	112
Spent at convenience store in last 30 days: \$100+	296	31.9%	139
Entertainment (Adults)			
Attended a movie in last 6 months	467	50.4%	85
Went to live theater in last 12 months	76	8.2%	63
Went to a bar/night club in last 12 months	110	11.9%	71
Dined out in last 12 months	376	40.6%	90
Gambled at a casino in last 12 months	88	9.5%	69
Visited a theme park in last 12 months	123	13.3%	75
Viewed movie (video-on-demand) in last 30 days	102	11.0%	65
Viewed TV show (video-on-demand) in last 30 days	54	5.8%	45
Watched any pay-per-view TV in last 12 months	125	13.5%	103
Downloaded a movie over the Internet in last 30 days	29	3.1%	44
Downloaded any individual song in last 6 months	161	17.4%	85
Watched a movie online in the last 30 days	70	7.6%	47
Watched a TV program online in last 30 days	65	7.0%	47
Played a video/electronic game (console) in last 12 months	86	9.3%	89
Played a video/electronic game (portable) in last 12 months	46	5.0%	109
Financial (Adults)			
Have home mortgage (1st)	311	33.5%	108
Used ATM/cash machine in last 12 months	416	44.9%	91
Own any stock	51	5.5%	72
Own U.S. savings bond	27	2.9%	55
Own shares in mutual fund (stock)	43	4.6%	64
Own shares in mutual fund (bonds)	23	2.5%	51
Have interest checking account	256	27.6%	98
Have non-interest checking account	294	31.7%	112
Have savings account	436	47.0%	87
Have 401K retirement savings plan	110	11.9%	82
Own/used any credit/debit card in last 12 months	700	75.5%	101
Avg monthly credit card expenditures: <\$111	126	13.6%	117
Avg monthly credit card expenditures: \$111-\$225	70	7.6%	110
Avg monthly credit card expenditures: \$226-\$450	47	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	44	4.7%	89
Avg monthly credit card expenditures: \$701-\$1,000	18	1.9%	45
Avg monthly credit card expenditures: \$1,001+	27	2.9%	32
Did banking online in last 12 months	292	31.5%	88
Did banking on mobile device in last 12 months	109	11.8%	84
Paid bills online in last 12 months	348	37.5%	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 Chilo
211 Washington St, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	349	76.5%	110
Used bread in last 6 months	442	96.9%	103
Used chicken (fresh or frozen) in last 6 months	324	71.1%	103
Used turkey (fresh or frozen) in last 6 months	67	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	243	53.3%	98
Used fresh fruit/vegetables in last 6 months	399	87.5%	102
Used fresh milk in last 6 months	414	90.8%	103
Used organic food in last 6 months	56	12.3%	62
Health (Adults)			
Exercise at home 2+ times per week	254	27.4%	97
Exercise at club 2+ times per week	56	6.0%	46
Visited a doctor in last 12 months	736	79.4%	105
Used vitamin/dietary supplement in last 6 months	477	51.5%	97
Home (Households)			
Any home improvement in last 12 months	131	28.7%	107
Used housekeeper/maid/professional HH cleaning service in last 12	33	7.2%	55
Purchased low ticket HH furnishings in last 12 months	70	15.4%	96
Purchased big ticket HH furnishings in last 12 months	90	19.7%	94
Bought any small kitchen appliance in last 12 months	96	21.1%	95
Bought any large kitchen appliance in last 12 months	63	13.8%	109
Insurance (Adults/Households)			
Currently carry life insurance	430	46.4%	109
Carry medical/hospital/accident insurance	598	64.5%	98
Carry homeowner insurance	501	54.0%	115
Carry renter's insurance	42	4.5%	56
Have auto insurance: 1 vehicle in household covered	136	29.8%	97
Have auto insurance: 2 vehicles in household covered	135	29.6%	104
Have auto insurance: 3+ vehicles in household covered	118	25.9%	119
Pets (Households)			
Household owns any pet	315	69.1%	129
Household owns any cat	151	33.1%	148
Household owns any dog	269	59.0%	145
Psychographics (Adults)			
Buying American is important to me	506	54.6%	129
Usually buy items on credit rather than wait	102	11.0%	94
Usually buy based on quality - not price	180	19.4%	108
Price is usually more important than brand name	293	31.6%	120
Usually use coupons for brands I buy often	197	21.3%	112
Am interested in how to help the environment	104	11.2%	69
Usually pay more for environ safe product	98	10.6%	83
Usually value green products over convenience	91	9.8%	93
Likely to buy a brand that supports a charity	321	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	102	11.0%	83
Bought hardcover book in last 12 months	165	17.8%	85
Bought paperback book in last 12 month	282	30.4%	97
Read any daily newspaper (paper version)	200	21.6%	82
Read any digital newspaper in last 30 days	264	28.5%	85
Read any magazine (paper/electronic version) in last 6 months	816	88.0%	97

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

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	727	78.4%	105
Went to family restaurant/steak house: 4+ times a month	282	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	871	94.0%	104
Went to fast food/drive-in restaurant 9+ times/mo	433	46.7%	118
Fast food/drive-in last 6 months: eat in	383	41.3%	114
Fast food/drive-in last 6 months: home delivery	45	4.9%	63
Fast food/drive-in last 6 months: take-out/drive-thru	506	54.6%	118
Fast food/drive-in last 6 months: take-out/walk-in	173	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	205	22.1%	70
Own e-reader/tablet: iPad	66	7.1%	46
Own any portable MP3 player	238	25.7%	83
HH owns 1 TV	78	17.1%	84
HH owns 2 TVs	113	24.8%	96
HH owns 3 TVs	110	24.1%	113
HH owns 4+ TVs	103	22.6%	120
HH subscribes to cable TV	132	28.9%	58
HH subscribes to fiber optic	5	1.1%	14
HH has satellite dish	238	52.2%	205
HH owns DVD/Blu-ray player	288	63.2%	104
HH owns camcorder	65	14.3%	102
HH owns portable GPS navigation device	118	25.9%	94
HH purchased video game system in last 12 mos	25	5.5%	69
HH owns Internet video device for TV	16	3.5%	50
Travel (Adults)			
Domestic travel in last 12 months	436	47.0%	94
Took 3+ domestic non-business trips in last 12 months	70	7.6%	68
Spent on domestic vacations in last 12 months: <\$1,000	97	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	40	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	25	2.7%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	27	2.9%	75
Spent on domestic vacations in last 12 months: \$3,000+	35	3.8%	69
Domestic travel in the 12 months: used general travel website	54	5.8%	86
Foreign travel in last 3 years	112	12.1%	50
Took 3+ foreign trips by plane in last 3 years	12	1.3%	29
Spent on foreign vacations in last 12 months: <\$1,000	17	1.8%	44
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	16	1.7%	53
Spent on foreign vacations in last 12 months: \$3,000+	16	1.7%	35
Foreign travel in last 3 years: used general travel website	30	3.2%	58
Nights spent in hotel/motel in last 12 months: any	335	36.1%	89
Took cruise of more than one day in last 3 years	55	5.9%	71
Member of any frequent flyer program	54	5.8%	36
Member of any hotel rewards program	85	9.2%	65

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Retail Market Potential

Downtown Chilo
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Ring: 5 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Demographic Summary		2016	2021
Population		5,034	5,148
Population 18+		3,869	3,997
Households		1,893	1,945
Median Household Income		\$48,016	\$52,449

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,792	46.3%	98
Bought any women's clothing in last 12 months	1,848	47.8%	109
Bought clothing for child <13 years in last 6 months	1,137	29.4%	107
Bought any shoes in last 12 months	2,072	53.6%	99
Bought costume jewelry in last 12 months	816	21.1%	108
Bought any fine jewelry in last 12 months	739	19.1%	104
Bought a watch in last 12 months	376	9.7%	88
Automobiles (Households)			
HH owns/leases any vehicle	1,673	88.4%	103
HH bought/leased new vehicle last 12 mo	151	8.0%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,509	90.7%	107
Bought/changed motor oil in last 12 months	2,401	62.1%	126
Had tune-up in last 12 months	1,185	30.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,445	63.2%	97
Drank regular cola in last 6 months	1,979	51.2%	114
Drank beer/ale in last 6 months	1,385	35.8%	84
Cameras (Adults)			
Own digital point & shoot camera	1,099	28.4%	97
Own digital single-lens reflex (SLR) camera	180	4.7%	54
Bought any camera in last 12 months	223	5.8%	101
Printed digital photos in last 12 months	144	3.7%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,429	36.9%	102
Have a smartphone	1,879	48.6%	83
Have a smartphone: Android phone (any brand)	918	23.7%	88
Have a smartphone: Apple iPhone	712	18.4%	71
Number of cell phones in household: 1	662	35.0%	109
Number of cell phones in household: 2	699	36.9%	99
Number of cell phones in household: 3+	416	22.0%	86
HH has cell phone only (no landline telephone)	836	44.2%	105
Computers (Households)			
HH owns a computer	1,302	68.8%	89
HH owns desktop computer	764	40.4%	89
HH owns laptop/notebook	870	46.0%	85
HH owns any Apple/Mac brand computer	129	6.8%	45
HH owns any PC/non-Apple brand computer	1,242	65.6%	97
HH purchased most recent computer in a store	697	36.8%	98
HH purchased most recent computer online	182	9.6%	74
Spent <\$500 on most recent home computer	320	16.9%	116
Spent \$500-\$999 on most recent home computer	307	16.2%	85
Spent \$1,000-\$1,499 on most recent home computer	141	7.4%	79
Spent \$1,500-\$1,999 on most recent home computer	54	2.9%	63
Spent \$2,000+ on most recent home computer	44	2.3%	59

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,978	51.1%	101
Bought brewed coffee at convenience store in last 30 days	650	16.8%	107
Bought cigarettes at convenience store in last 30 days	835	21.6%	173
Bought gas at convenience store in last 30 days	1,728	44.7%	135
Spent at convenience store in last 30 days: <\$20	192	5.0%	61
Spent at convenience store in last 30 days: \$20-\$39	320	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	343	8.9%	116
Spent at convenience store in last 30 days: \$51-\$99	200	5.2%	117
Spent at convenience store in last 30 days: \$100+	1,227	31.7%	138
Entertainment (Adults)			
Attended a movie in last 6 months	1,900	49.1%	83
Went to live theater in last 12 months	299	7.7%	59
Went to a bar/night club in last 12 months	460	11.9%	71
Dined out in last 12 months	1,518	39.2%	87
Gambled at a casino in last 12 months	355	9.2%	67
Visited a theme park in last 12 months	539	13.9%	79
Viewed movie (video-on-demand) in last 30 days	430	11.1%	65
Viewed TV show (video-on-demand) in last 30 days	247	6.4%	49
Watched any pay-per-view TV in last 12 months	521	13.5%	102
Downloaded a movie over the Internet in last 30 days	135	3.5%	49
Downloaded any individual song in last 6 months	677	17.5%	86
Watched a movie online in the last 30 days	326	8.4%	53
Watched a TV program online in last 30 days	293	7.6%	51
Played a video/electronic game (console) in last 12 months	377	9.7%	93
Played a video/electronic game (portable) in last 12 months	197	5.1%	112
Financial (Adults)			
Have home mortgage (1st)	1,178	30.4%	98
Used ATM/cash machine in last 12 months	1,650	42.6%	87
Own any stock	213	5.5%	72
Own U.S. savings bond	124	3.2%	61
Own shares in mutual fund (stock)	166	4.3%	59
Own shares in mutual fund (bonds)	92	2.4%	49
Have interest checking account	1,013	26.2%	93
Have non-interest checking account	1,178	30.4%	108
Have savings account	1,747	45.2%	84
Have 401K retirement savings plan	436	11.3%	78
Own/used any credit/debit card in last 12 months	2,812	72.7%	98
Avg monthly credit card expenditures: <\$111	505	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	269	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	196	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	159	4.1%	77
Avg monthly credit card expenditures: \$701-\$1,000	87	2.2%	52
Avg monthly credit card expenditures: \$1,001+	121	3.1%	34
Did banking online in last 12 months	1,144	29.6%	83
Did banking on mobile device in last 12 months	417	10.8%	77
Paid bills online in last 12 months	1,385	35.8%	83

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,447	76.4%	110
Used bread in last 6 months	1,831	96.7%	103
Used chicken (fresh or frozen) in last 6 months	1,320	69.7%	101
Used turkey (fresh or frozen) in last 6 months	279	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	993	52.5%	96
Used fresh fruit/vegetables in last 6 months	1,633	86.3%	101
Used fresh milk in last 6 months	1,718	90.8%	103
Used organic food in last 6 months	237	12.5%	64
Health (Adults)			
Exercise at home 2+ times per week	1,014	26.2%	92
Exercise at club 2+ times per week	229	5.9%	45
Visited a doctor in last 12 months	3,008	77.7%	103
Used vitamin/dietary supplement in last 6 months	1,946	50.3%	95
Home (Households)			
Any home improvement in last 12 months	513	27.1%	101
Used housekeeper/maid/professional HH cleaning service in last 12	140	7.4%	56
Purchased low ticket HH furnishings in last 12 months	315	16.6%	104
Purchased big ticket HH furnishings in last 12 months	377	19.9%	95
Bought any small kitchen appliance in last 12 months	405	21.4%	96
Bought any large kitchen appliance in last 12 months	257	13.6%	107
Insurance (Adults/Households)			
Currently carry life insurance	1,704	44.0%	103
Carry medical/hospital/accident insurance	2,450	63.3%	97
Carry homeowner insurance	1,978	51.1%	109
Carry renter's insurance	211	5.5%	67
Have auto insurance: 1 vehicle in household covered	606	32.0%	104
Have auto insurance: 2 vehicles in household covered	540	28.5%	100
Have auto insurance: 3+ vehicles in household covered	431	22.8%	104
Pets (Households)			
Household owns any pet	1,232	65.1%	121
Household owns any cat	573	30.3%	135
Household owns any dog	1,031	54.5%	134
Psychographics (Adults)			
Buying American is important to me	2,091	54.0%	128
Usually buy items on credit rather than wait	425	11.0%	94
Usually buy based on quality - not price	738	19.1%	106
Price is usually more important than brand name	1,246	32.2%	123
Usually use coupons for brands I buy often	814	21.0%	111
Am interested in how to help the environment	468	12.1%	74
Usually pay more for environ safe product	409	10.6%	83
Usually value green products over convenience	370	9.6%	91
Likely to buy a brand that supports a charity	1,354	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	406	10.5%	79
Bought hardcover book in last 12 months	664	17.2%	82
Bought paperback book in last 12 month	1,141	29.5%	94
Read any daily newspaper (paper version)	909	23.5%	90
Read any digital newspaper in last 30 days	1,099	28.4%	85
Read any magazine (paper/electronic version) in last 6 months	3,411	88.2%	97

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Retail Market Potential

Downtown Chilo
211 Washington St, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.79304
Longitude: -84.14080

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	2,976	76.9%	103
Went to family restaurant/steak house: 4+ times a month	1,145	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	3,618	93.5%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,746	45.1%	114
Fast food/drive-in last 6 months: eat in	1,557	40.2%	111
Fast food/drive-in last 6 months: home delivery	213	5.5%	72
Fast food/drive-in last 6 months: take-out/drive-thru	2,084	53.9%	116
Fast food/drive-in last 6 months: take-out/walk-in	700	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	876	22.6%	71
Own e-reader/tablet: iPad	289	7.5%	49
Own any portable MP3 player	975	25.2%	82
HH owns 1 TV	328	17.3%	85
HH owns 2 TVs	487	25.7%	99
HH owns 3 TVs	459	24.2%	113
HH owns 4+ TVs	399	21.1%	112
HH subscribes to cable TV	637	33.7%	68
HH subscribes to fiber optic	32	1.7%	22
HH has satellite dish	893	47.2%	186
HH owns DVD/Blu-ray player	1,186	62.7%	104
HH owns camcorder	261	13.8%	99
HH owns portable GPS navigation device	477	25.2%	92
HH purchased video game system in last 12 mos	110	5.8%	73
HH owns Internet video device for TV	72	3.8%	54
Travel (Adults)			
Domestic travel in last 12 months	1,696	43.8%	88
Took 3+ domestic non-business trips in last 12 months	272	7.0%	63
Spent on domestic vacations in last 12 months: <\$1,000	380	9.8%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	165	4.3%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	98	2.5%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	103	2.7%	68
Spent on domestic vacations in last 12 months: \$3,000+	130	3.4%	61
Domestic travel in the 12 months: used general travel website	197	5.1%	75
Foreign travel in last 3 years	449	11.6%	48
Took 3+ foreign trips by plane in last 3 years	47	1.2%	27
Spent on foreign vacations in last 12 months: <\$1,000	68	1.8%	42
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	66	1.7%	52
Spent on foreign vacations in last 12 months: \$3,000+	68	1.8%	35
Foreign travel in last 3 years: used general travel website	114	2.9%	53
Nights spent in hotel/motel in last 12 months: any	1,333	34.5%	85
Took cruise of more than one day in last 3 years	217	5.6%	67
Member of any frequent flyer program	222	5.7%	35
Member of any hotel rewards program	335	8.7%	61

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