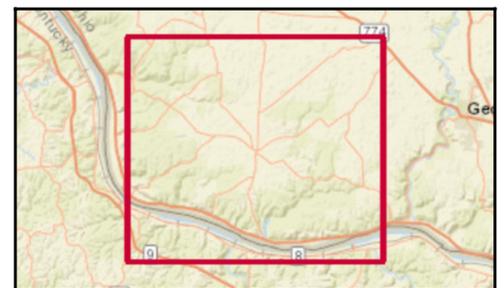
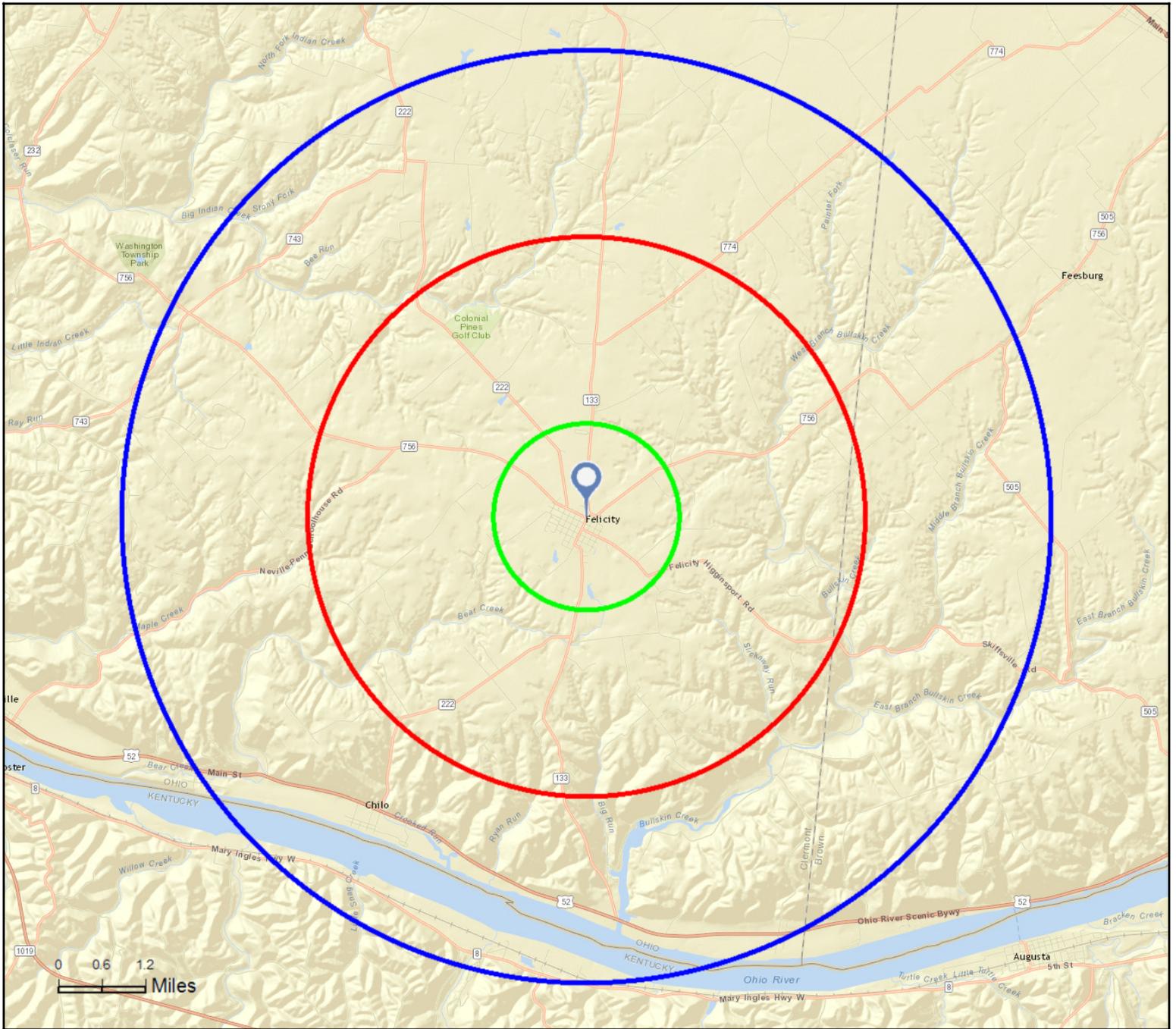


Site Map

Downtown Felicity
 STHY 133, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539



Market Profile

Downtown Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,355	3,850	6,583
2010 Total Population	1,242	3,675	6,501
2016 Total Population	1,270	3,583	6,439
2016 Group Quarters	0	0	0
2021 Total Population	1,304	3,581	6,475
2016-2021 Annual Rate	0.53%	-0.01%	0.11%
Household Summary			
2000 Households	493	1,316	2,266
2000 Average Household Size	2.75	2.93	2.91
2010 Households	490	1,326	2,360
2010 Average Household Size	2.53	2.77	2.75
2016 Households	507	1,305	2,359
2016 Average Household Size	2.50	2.75	2.73
2021 Households	523	1,311	2,383
2021 Average Household Size	2.49	2.73	2.72
2016-2021 Annual Rate	0.62%	0.09%	0.20%
2010 Families	308	968	1,762
2010 Average Family Size	3.17	3.23	3.16
2016 Families	314	939	1,742
2016 Average Family Size	3.15	3.22	3.15
2021 Families	322	936	1,749
2021 Average Family Size	3.14	3.21	3.14
2016-2021 Annual Rate	0.50%	-0.06%	0.08%
Housing Unit Summary			
2000 Housing Units	535	1,393	2,438
Owner Occupied Housing Units	51.4%	68.1%	71.2%
Renter Occupied Housing Units	40.7%	26.5%	21.7%
Vacant Housing Units	7.9%	5.5%	7.1%
2010 Housing Units	552	1,486	2,670
Owner Occupied Housing Units	41.8%	61.8%	66.7%
Renter Occupied Housing Units	46.9%	27.4%	21.6%
Vacant Housing Units	11.2%	10.8%	11.6%
2016 Housing Units	565	1,502	2,717
Owner Occupied Housing Units	38.8%	56.9%	62.9%
Renter Occupied Housing Units	51.0%	30.1%	23.9%
Vacant Housing Units	10.3%	13.1%	13.2%
2021 Housing Units	585	1,532	2,769
Owner Occupied Housing Units	38.1%	55.4%	62.0%
Renter Occupied Housing Units	51.3%	30.2%	24.0%
Vacant Housing Units	10.6%	14.4%	13.9%
Median Household Income			
2016	\$20,142	\$39,632	\$46,378
2021	\$19,325	\$41,613	\$52,482
Median Home Value			
2016	\$86,594	\$95,755	\$115,918
2021	\$97,857	\$122,872	\$168,608
Per Capita Income			
2016	\$14,214	\$18,649	\$21,020
2021	\$14,877	\$20,570	\$23,417
Median Age			
2010	37.9	39.2	40.0
2016	38.8	40.1	41.2
2021	39.3	41.2	42.4

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

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

Market Profile

Downtown Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	507	1,305	2,359
<\$15,000	36.3%	18.2%	13.9%
\$15,000 - \$24,999	21.7%	17.8%	15.0%
\$25,000 - \$34,999	6.7%	8.1%	9.6%
\$35,000 - \$49,999	11.0%	15.4%	14.2%
\$50,000 - \$74,999	13.0%	19.2%	21.7%
\$75,000 - \$99,999	5.9%	11.7%	13.1%
\$100,000 - \$149,999	4.3%	7.0%	8.6%
\$150,000 - \$199,999	0.4%	2.2%	2.6%
\$200,000+	0.4%	0.4%	1.2%
Average Household Income	\$34,680	\$49,258	\$56,418
2021 Households by Income			
Household Income Base	523	1,311	2,383
<\$15,000	38.8%	19.6%	14.5%
\$15,000 - \$24,999	20.5%	17.0%	14.2%
\$25,000 - \$34,999	7.8%	9.4%	11.2%
\$35,000 - \$49,999	7.5%	7.9%	7.1%
\$50,000 - \$74,999	12.2%	18.8%	20.7%
\$75,000 - \$99,999	6.9%	15.0%	16.2%
\$100,000 - \$149,999	5.4%	9.0%	11.2%
\$150,000 - \$199,999	0.4%	2.8%	3.4%
\$200,000+	0.6%	0.4%	1.5%
Average Household Income	\$36,091	\$53,991	\$62,543
2016 Owner Occupied Housing Units by Value			
Total	219	854	1,709
<\$50,000	26.9%	21.5%	19.4%
\$50,000 - \$99,999	31.5%	31.0%	26.1%
\$100,000 - \$149,999	14.2%	14.6%	14.3%
\$150,000 - \$199,999	6.4%	14.3%	17.3%
\$200,000 - \$249,999	4.6%	5.5%	8.0%
\$250,000 - \$299,999	2.3%	1.2%	3.6%
\$300,000 - \$399,999	3.7%	4.2%	5.0%
\$400,000 - \$499,999	2.7%	1.1%	2.1%
\$500,000 - \$749,999	6.4%	4.0%	2.4%
\$750,000 - \$999,999	0.0%	1.2%	0.9%
\$1,000,000 +	1.4%	1.3%	1.0%
Average Home Value	\$157,991	\$158,470	\$162,807
2021 Owner Occupied Housing Units by Value			
Total	223	849	1,718
<\$50,000	20.2%	15.1%	11.9%
\$50,000 - \$99,999	31.4%	32.5%	24.9%
\$100,000 - \$149,999	6.3%	5.5%	6.6%
\$150,000 - \$199,999	4.0%	13.0%	18.0%
\$200,000 - \$249,999	9.4%	11.7%	14.6%
\$250,000 - \$299,999	5.4%	2.5%	6.6%
\$300,000 - \$399,999	5.8%	6.7%	7.0%
\$400,000 - \$499,999	4.9%	3.2%	4.1%
\$500,000 - \$749,999	11.2%	7.2%	4.2%
\$750,000 - \$999,999	0.4%	1.4%	1.1%
\$1,000,000 +	1.3%	1.5%	1.1%
Average Home Value	\$211,942	\$204,524	\$205,218

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 Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,242	3,678	6,501
0 - 4	6.3%	6.3%	6.0%
5 - 9	7.2%	7.1%	7.0%
10 - 14	8.6%	8.3%	7.9%
15 - 24	12.2%	12.2%	12.2%
25 - 34	11.5%	11.0%	10.7%
35 - 44	14.5%	12.9%	13.1%
45 - 54	15.0%	16.7%	17.3%
55 - 64	13.0%	13.6%	13.6%
65 - 74	6.2%	7.3%	7.7%
75 - 84	4.0%	3.7%	3.4%
85 +	1.3%	1.0%	1.0%
18 +	74.1%	73.9%	74.5%
2016 Population by Age			
Total	1,270	3,584	6,439
0 - 4	5.9%	5.8%	5.6%
5 - 9	6.9%	6.6%	6.4%
10 - 14	8.0%	7.2%	6.8%
15 - 24	11.7%	12.4%	12.3%
25 - 34	12.0%	11.6%	11.4%
35 - 44	13.9%	12.4%	12.2%
45 - 54	13.5%	13.8%	14.6%
55 - 64	14.5%	15.9%	15.9%
65 - 74	7.8%	9.0%	9.7%
75 - 84	4.4%	4.2%	4.1%
85 +	1.4%	1.1%	1.0%
18 +	75.8%	76.5%	77.3%
2021 Population by Age			
Total	1,302	3,582	6,473
0 - 4	5.8%	5.7%	5.4%
5 - 9	6.6%	6.2%	6.0%
10 - 14	7.8%	7.1%	6.7%
15 - 24	11.1%	11.6%	11.2%
25 - 34	12.2%	11.6%	11.6%
35 - 44	14.1%	12.6%	12.2%
45 - 54	12.3%	12.1%	12.8%
55 - 64	14.4%	15.6%	16.0%
65 - 74	9.1%	11.2%	11.7%
75 - 84	5.1%	5.0%	5.1%
85 +	1.5%	1.3%	1.2%
18 +	76.6%	77.2%	78.1%
2010 Population by Sex			
Males	601	1,848	3,277
Females	641	1,827	3,224
2016 Population by Sex			
Males	613	1,794	3,235
Females	657	1,789	3,203
2021 Population by Sex			
Males	630	1,792	3,252
Females	674	1,790	3,223

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 Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,241	3,676	6,502
White Alone	98.7%	98.0%	98.1%
Black Alone	0.2%	0.5%	0.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.1%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	0.6%	1.1%	1.0%
Hispanic Origin	1.0%	0.9%	0.8%
Diversity Index	4.7	5.7	5.3
2016 Population by Race/Ethnicity			
Total	1,269	3,584	6,438
White Alone	98.5%	97.5%	97.7%
Black Alone	0.3%	0.6%	0.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.1%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.2%
Two or More Races	0.7%	1.3%	1.2%
Hispanic Origin	1.3%	1.2%	1.0%
Diversity Index	5.7	7.1	6.6
2021 Population by Race/Ethnicity			
Total	1,304	3,581	6,474
White Alone	98.2%	97.2%	97.2%
Black Alone	0.5%	0.7%	0.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.2%
Two or More Races	0.8%	1.6%	1.5%
Hispanic Origin	1.6%	1.5%	1.3%
Diversity Index	6.6	8.3	7.9
2010 Population by Relationship and Household Type			
Total	1,242	3,675	6,501
In Households	100.0%	100.0%	100.0%
In Family Households	82.5%	87.9%	88.5%
Householder	25.4%	27.2%	27.5%
Spouse	16.2%	20.8%	21.7%
Child	33.3%	33.6%	33.2%
Other relative	3.7%	3.4%	3.3%
Nonrelative	3.9%	3.0%	2.8%
In Nonfamily Households	17.5%	12.1%	11.5%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
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 Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	858	2,435	4,435
Less than 9th Grade	18.1%	9.9%	7.7%
9th - 12th Grade, No Diploma	22.3%	18.2%	14.9%
High School Graduate	33.4%	38.0%	39.0%
GED/Alternative Credential	6.3%	6.0%	5.4%
Some College, No Degree	8.6%	12.6%	14.4%
Associate Degree	5.0%	8.8%	8.6%
Bachelor's Degree	5.4%	4.1%	5.9%
Graduate/Professional Degree	0.9%	2.3%	4.0%
2016 Population 15+ by Marital Status			
Total	1,005	2,880	5,227
Never Married	21.7%	22.7%	22.3%
Married	53.3%	57.7%	58.7%
Widowed	10.0%	8.3%	7.7%
Divorced	14.9%	11.4%	11.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	94.0%	93.3%
Civilian Unemployed	3.2%	6.0%	6.7%
2016 Employed Population 16+ by Industry			
Total	395	1,320	2,565
Agriculture/Mining	0.8%	0.2%	0.9%
Construction	6.3%	8.9%	10.1%
Manufacturing	15.4%	18.0%	17.5%
Wholesale Trade	4.3%	6.6%	5.6%
Retail Trade	19.2%	13.3%	13.8%
Transportation/Utilities	1.3%	5.2%	5.6%
Information	2.0%	0.8%	1.1%
Finance/Insurance/Real Estate	1.5%	9.4%	8.7%
Services	46.6%	35.3%	33.9%
Public Administration	2.3%	2.5%	2.6%
2016 Employed Population 16+ by Occupation			
Total	395	1,320	2,566
White Collar	42.3%	38.3%	44.6%
Management/Business/Financial	7.1%	5.8%	8.0%
Professional	14.9%	13.0%	13.8%
Sales	9.1%	10.2%	12.3%
Administrative Support	11.1%	9.2%	10.4%
Services	21.5%	19.4%	15.5%
Blue Collar	36.2%	42.3%	40.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.3%	7.1%	8.1%
Installation/Maintenance/Repair	2.0%	6.7%	6.8%
Production	13.9%	13.9%	13.6%
Transportation/Material Moving	14.9%	14.7%	11.4%
2010 Population By Urban/ Rural Status			
Total Population	1,242	3,675	6,501
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 Felicity
 STHY 133, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84074
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	489	1,327	2,360
Households with 1 Person	30.9%	22.0%	20.4%
Households with 2+ People	69.1%	78.0%	79.6%
Family Households	63.0%	72.9%	74.7%
Husband-wife Families	40.1%	55.8%	58.9%
With Related Children	18.4%	24.3%	25.0%
Other Family (No Spouse Present)	22.9%	17.1%	15.8%
Other Family with Male Householder	6.3%	5.7%	5.4%
With Related Children	3.1%	3.4%	3.3%
Other Family with Female Householder	16.6%	11.4%	10.4%
With Related Children	11.2%	7.4%	6.8%
Nonfamily Households	6.1%	5.0%	4.9%
All Households with Children	32.9%	35.4%	35.5%
Multigenerational Households	4.3%	4.9%	5.1%
Unmarried Partner Households	11.6%	8.9%	8.2%
Male-female	10.8%	8.2%	7.6%
Same-sex	0.8%	0.7%	0.6%
2010 Households by Size			
Total	489	1,326	2,360
1 Person Household	30.9%	22.0%	20.4%
2 Person Household	30.5%	34.9%	35.6%
3 Person Household	16.0%	16.2%	16.8%
4 Person Household	11.7%	13.9%	14.4%
5 Person Household	6.3%	7.8%	7.7%
6 Person Household	3.5%	3.8%	3.7%
7 + Person Household	1.2%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	490	1,326	2,360
Owner Occupied	47.1%	69.3%	75.5%
Owned with a Mortgage/Loan	27.8%	43.3%	48.9%
Owned Free and Clear	19.4%	25.9%	26.6%
Renter Occupied	52.9%	30.7%	24.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	552	1,486	2,670
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.

Market Profile

Downtown Felicity
 STHY 133, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Small Town Simplicity	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Small Town Simplicity	Small Town Simplicity
3.	Top Tier (1A)	Top Tier (1A)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$458,457	\$1,687,076	\$3,479,722
Average Spent	\$904.25	\$1,292.78	\$1,475.08
Spending Potential Index	45	64	73
Education: Total \$	\$268,112	\$954,869	\$2,000,638
Average Spent	\$528.82	\$731.70	\$848.09
Spending Potential Index	37	52	60
Entertainment/Recreation: Total \$	\$705,077	\$2,544,774	\$5,236,882
Average Spent	\$1,390.68	\$1,950.02	\$2,219.96
Spending Potential Index	48	67	76
Food at Home: Total \$	\$1,285,974	\$4,528,372	\$9,220,664
Average Spent	\$2,536.44	\$3,470.02	\$3,908.72
Spending Potential Index	51	70	78
Food Away from Home: Total \$	\$724,351	\$2,672,448	\$5,508,689
Average Spent	\$1,428.70	\$2,047.85	\$2,335.18
Spending Potential Index	46	66	76
Health Care: Total \$	\$1,359,414	\$4,882,793	\$10,057,373
Average Spent	\$2,681.29	\$3,741.60	\$4,263.41
Spending Potential Index	51	71	80
HH Furnishings & Equipment: Total \$	\$405,347	\$1,481,443	\$3,068,168
Average Spent	\$799.50	\$1,135.21	\$1,300.62
Spending Potential Index	45	64	74
Personal Care Products & Services: Total \$	\$166,806	\$609,493	\$1,260,691
Average Spent	\$329.01	\$467.04	\$534.42
Spending Potential Index	45	64	73
Shelter: Total \$	\$3,381,777	\$12,112,903	\$24,951,328
Average Spent	\$6,670.17	\$9,281.92	\$10,577.08
Spending Potential Index	43	60	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$558,612	\$2,023,864	\$4,194,791
Average Spent	\$1,101.80	\$1,550.85	\$1,778.21
Spending Potential Index	47	67	77
Travel: Total \$	\$373,661	\$1,376,857	\$2,901,716
Average Spent	\$737.00	\$1,055.06	\$1,230.06
Spending Potential Index	40	57	66
Vehicle Maintenance & Repairs: Total \$	\$261,642	\$924,353	\$1,892,407
Average Spent	\$516.06	\$708.32	\$802.21
Spending Potential Index	50	68	77

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.

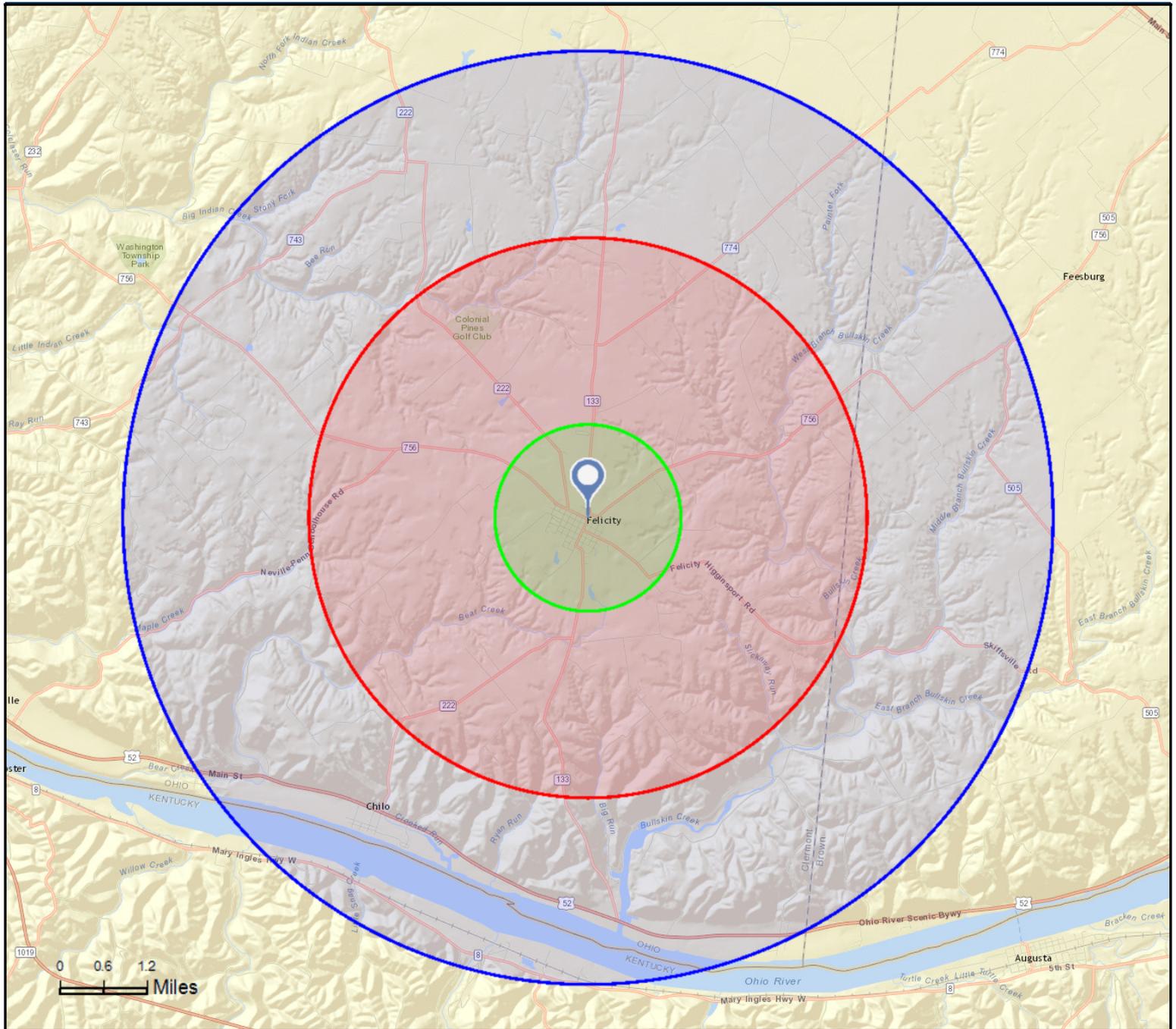
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

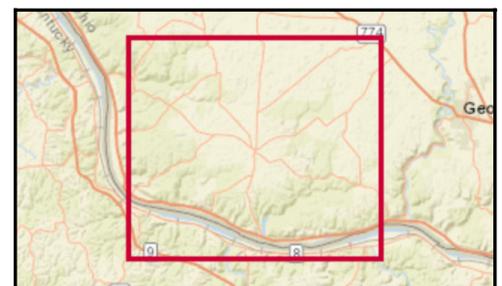
Traffic Count Map

Downtown Felicity
 STHY 133, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539



- 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 Felicity
 STHY 133, Felicity, OH, 45120
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	45	80	117
Total Employees:	575	859	1,098
Total Residential Population:	1,270	3,583	6,439
Employee/Residential Population Ratio:	0.45:1	0.24:1	0.17:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent								
Agriculture & Mining	0	0.0%	1	0.2%	4	5.0%	14	1.6%	9	7.7%	28	2.6%
Construction	3	6.7%	38	6.6%	10	12.5%	135	15.7%	17	14.5%	181	16.5%
Manufacturing	1	2.2%	35	6.1%	2	2.5%	54	6.3%	6	5.1%	90	8.2%
Transportation	4	8.9%	73	12.7%	8	10.0%	128	14.9%	11	9.4%	165	15.0%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.3%
Wholesale Trade	0	0.0%	1	0.2%	3	3.8%	5	0.6%	4	3.4%	11	1.0%
Retail Trade Summary	8	17.8%	71	12.3%	13	16.3%	125	14.6%	17	14.5%	146	13.3%
Home Improvement	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	0	0.0%	3	0.3%
Food Stores	2	4.4%	37	6.4%	3	3.8%	72	8.4%	3	2.6%	79	7.2%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.2%	5	0.9%	4	5.0%	8	0.9%	4	3.4%	8	0.7%
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	4	8.9%	28	4.9%	5	6.3%	44	5.1%	6	5.1%	50	4.6%
Miscellaneous Retail	0	0.0%	0	0.0%	1	1.3%	1	0.1%	2	1.7%	4	0.4%
Finance, Insurance, Real Estate Summary	5	11.1%	14	2.4%	6	7.5%	14	1.6%	7	6.0%	14	1.3%
Banks, Savings & Lending Institutions	3	6.7%	7	1.2%	4	5.0%	7	0.8%	5	4.3%	7	0.6%
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	2	4.4%	7	1.2%	2	2.5%	7	0.8%	2	1.7%	7	0.6%
Services Summary	17	37.8%	243	42.3%	27	33.8%	262	30.5%	34	29.1%	277	25.2%
Hotels & Lodging	0	0.0%	0	0.0%	1	1.3%	1	0.1%	1	0.9%	1	0.1%
Automotive Services	1	2.2%	3	0.5%	1	1.3%	3	0.3%	1	0.9%	3	0.3%
Motion Pictures & Amusements	0	0.0%	0	0.0%	1	1.3%	5	0.6%	2	1.7%	6	0.5%
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	4	8.9%	195	33.9%	5	6.3%	196	22.8%	5	4.3%	198	18.0%
Other Services	12	26.7%	44	7.7%	19	23.8%	57	6.6%	24	20.5%	69	6.3%
Government	5	11.1%	99	17.2%	7	8.8%	121	14.1%	10	8.5%	180	16.4%
Unclassified Establishments	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.7%	0	0.0%
Totals	45	100.0%	575	100.0%	80	100.0%	859	100.0%	117	100.0%	1,098	100.0%

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Business Summary

Downtown Felicity
STHY 133, Felicity, OH, 45120
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent								
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.2%	3	3.8%	7	0.8%	5	4.3%	14	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%	3	0.3%
Construction	3	6.7%	38	6.6%	11	13.8%	139	16.2%	19	16.2%	187	17.0%
Manufacturing	1	2.2%	35	6.1%	2	2.5%	54	6.3%	6	5.1%	90	8.2%
Wholesale Trade	0	0.0%	1	0.2%	3	3.8%	5	0.6%	4	3.4%	11	1.0%
Retail Trade	4	8.9%	43	7.5%	8	10.0%	81	9.4%	11	9.4%	96	8.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	3	3.8%	3	0.3%	3	2.6%	3	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%	2	0.2%
Food & Beverage Stores	2	4.4%	37	6.4%	3	3.8%	72	8.4%	3	2.6%	79	7.2%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gasoline Stations	1	2.2%	5	0.9%	1	1.3%	5	0.6%	1	0.9%	5	0.5%
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%	1	1.3%	1	0.1%	2	1.7%	3	0.3%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	0	0.0%	3	0.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	1	0.1%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	3	6.7%	49	8.5%	5	6.3%	58	6.8%	7	6.0%	68	6.2%
Information	1	2.2%	4	0.7%	1	1.3%	4	0.5%	1	0.9%	6	0.5%
Finance & Insurance	3	6.7%	7	1.2%	4	5.0%	7	0.8%	5	4.3%	7	0.6%
Central Bank/Credit Intermediation & Related Activities	3	6.7%	7	1.2%	4	5.0%	7	0.8%	5	4.3%	7	0.6%
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	2	4.4%	7	1.2%	3	3.8%	8	0.9%	3	2.6%	8	0.7%
Professional, Scientific & Tech Services	1	2.2%	1	0.2%	2	2.5%	4	0.5%	3	2.6%	7	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	1	2.2%	7	1.2%	4	5.0%	35	4.1%	7	6.0%	47	4.3%
Educational Services	3	6.7%	191	33.2%	4	5.0%	192	22.4%	4	3.4%	194	17.7%
Health Care & Social Assistance	2	4.4%	33	5.7%	3	3.8%	59	6.9%	4	3.4%	83	7.6%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	1	1.3%	5	0.6%	2	1.7%	6	0.5%
Accommodation & Food Services	4	8.9%	28	4.9%	6	7.5%	45	5.2%	7	6.0%	51	4.6%
Accommodation	0	0.0%	0	0.0%	1	1.3%	1	0.1%	1	0.9%	1	0.1%
Food Services & Drinking Places	4	8.9%	28	4.9%	5	6.3%	44	5.1%	6	5.1%	50	4.6%
Other Services (except Public Administration)	10	22.2%	30	5.2%	12	15.0%	34	4.0%	15	12.8%	39	3.6%
Automotive Repair & Maintenance	1	2.2%	3	0.5%	1	1.3%	3	0.3%	1	0.9%	3	0.3%
Public Administration	5	11.1%	99	17.2%	7	8.8%	121	14.1%	10	8.5%	180	16.4%
Unclassified Establishments	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.7%	0	0.0%
Total	45	100.0%	575	100.0%	80	100.0%	859	100.0%	117	100.0%	1,098	100.0%

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

Retail MarketPlace Profile

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Summary Demographics

2016 Population	1,270
2016 Households	507
2016 Median Disposable Income	\$18,639
2016 Per Capita Income	\$14,214

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$10,672,189	\$11,819,055	-\$1,146,866	-5.1	10
Total Retail Trade	44-45	\$9,793,595	\$10,747,962	-\$954,367	-4.6	5
Total Food & Drink	722	\$878,594	\$1,071,093	-\$192,499	-9.9	5

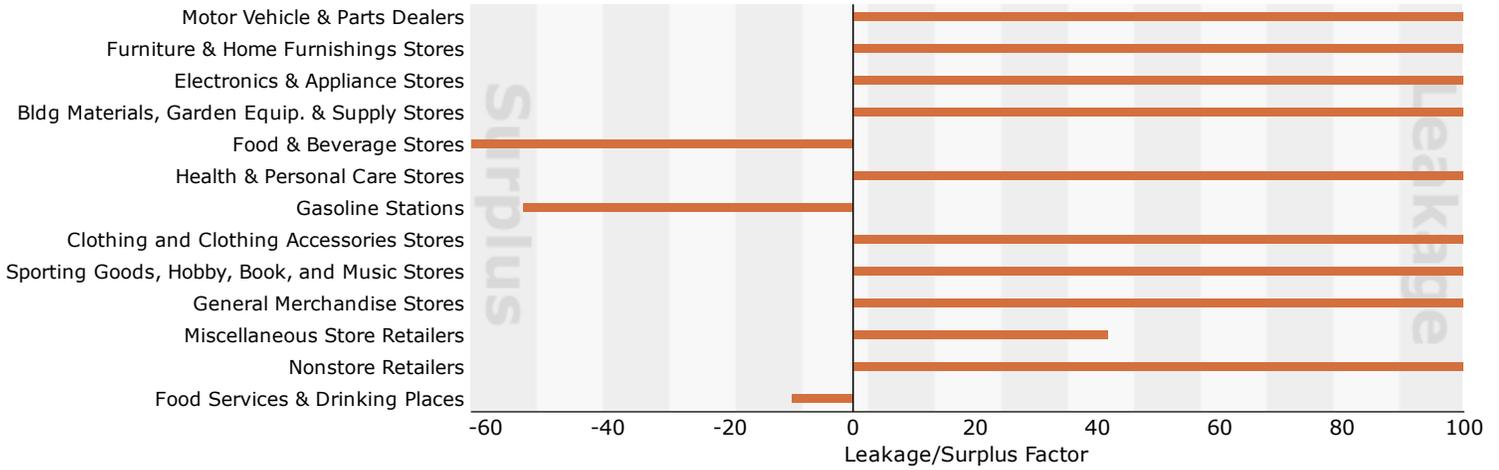
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,263,706	\$0	\$2,263,706	100.0	0
Automobile Dealers	4411	\$1,850,336	\$0	\$1,850,336	100.0	0
Other Motor Vehicle Dealers	4412	\$264,729	\$0	\$264,729	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$148,641	\$0	\$148,641	100.0	0
Furniture & Home Furnishings Stores	442	\$240,415	\$0	\$240,415	100.0	0
Furniture Stores	4421	\$154,947	\$0	\$154,947	100.0	0
Home Furnishings Stores	4422	\$85,468	\$0	\$85,468	100.0	0
Electronics & Appliance Stores	443	\$486,511	\$0	\$486,511	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$442,466	\$0	\$442,466	100.0	0
Bldg Material & Supplies Dealers	4441	\$369,244	\$0	\$369,244	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$73,222	\$0	\$73,222	100.0	0
Food & Beverage Stores	445	\$1,801,203	\$7,793,213	-\$5,992,010	-62.5	2
Grocery Stores	4451	\$1,664,114	\$7,793,213	-\$6,129,099	-64.8	2
Specialty Food Stores	4452	\$86,528	\$0	\$86,528	100.0	0
Beer, Wine & Liquor Stores	4453	\$50,561	\$0	\$50,561	100.0	0
Health & Personal Care Stores	446,4461	\$762,611	\$0	\$762,611	100.0	0
Gasoline Stations	447,4471	\$748,091	\$2,497,785	-\$1,749,694	-53.9	1
Clothing & Clothing Accessories Stores	448	\$388,786	\$0	\$388,786	100.0	0
Clothing Stores	4481	\$251,923	\$0	\$251,923	100.0	0
Shoe Stores	4482	\$51,169	\$0	\$51,169	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$85,694	\$0	\$85,694	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$304,723	\$0	\$304,723	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$250,871	\$0	\$250,871	100.0	0
Book, Periodical & Music Stores	4512	\$53,851	\$0	\$53,851	100.0	0
General Merchandise Stores	452	\$1,715,441	\$0	\$1,715,441	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,332,460	\$0	\$1,332,460	100.0	0
Other General Merchandise Stores	4529	\$382,981	\$0	\$382,981	100.0	0
Miscellaneous Store Retailers	453	\$484,118	\$198,501	\$285,617	41.8	1
Florists	4531	\$17,068	\$0	\$17,068	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$102,264	\$0	\$102,264	100.0	0
Used Merchandise Stores	4533	\$59,892	\$186,249	-\$126,357	-51.3	1
Other Miscellaneous Store Retailers	4539	\$304,894	\$0	\$304,894	100.0	0
Nonstore Retailers	454	\$155,524	\$0	\$155,524	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$82,098	\$0	\$82,098	100.0	0
Vending Machine Operators	4542	\$15,706	\$0	\$15,706	100.0	0
Direct Selling Establishments	4543	\$57,719	\$0	\$57,719	100.0	0
Food Services & Drinking Places	722	\$878,594	\$1,071,093	-\$192,499	-9.9	5
Full-Service Restaurants	7221	\$430,270	\$720,286	-\$290,016	-25.2	3
Limited-Service Eating Places	7222	\$401,296	\$312,243	\$89,053	12.5	1
Special Food Services	7223	\$22,665	\$0	\$22,665	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$24,363	\$38,564	-\$14,201	-22.6	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.

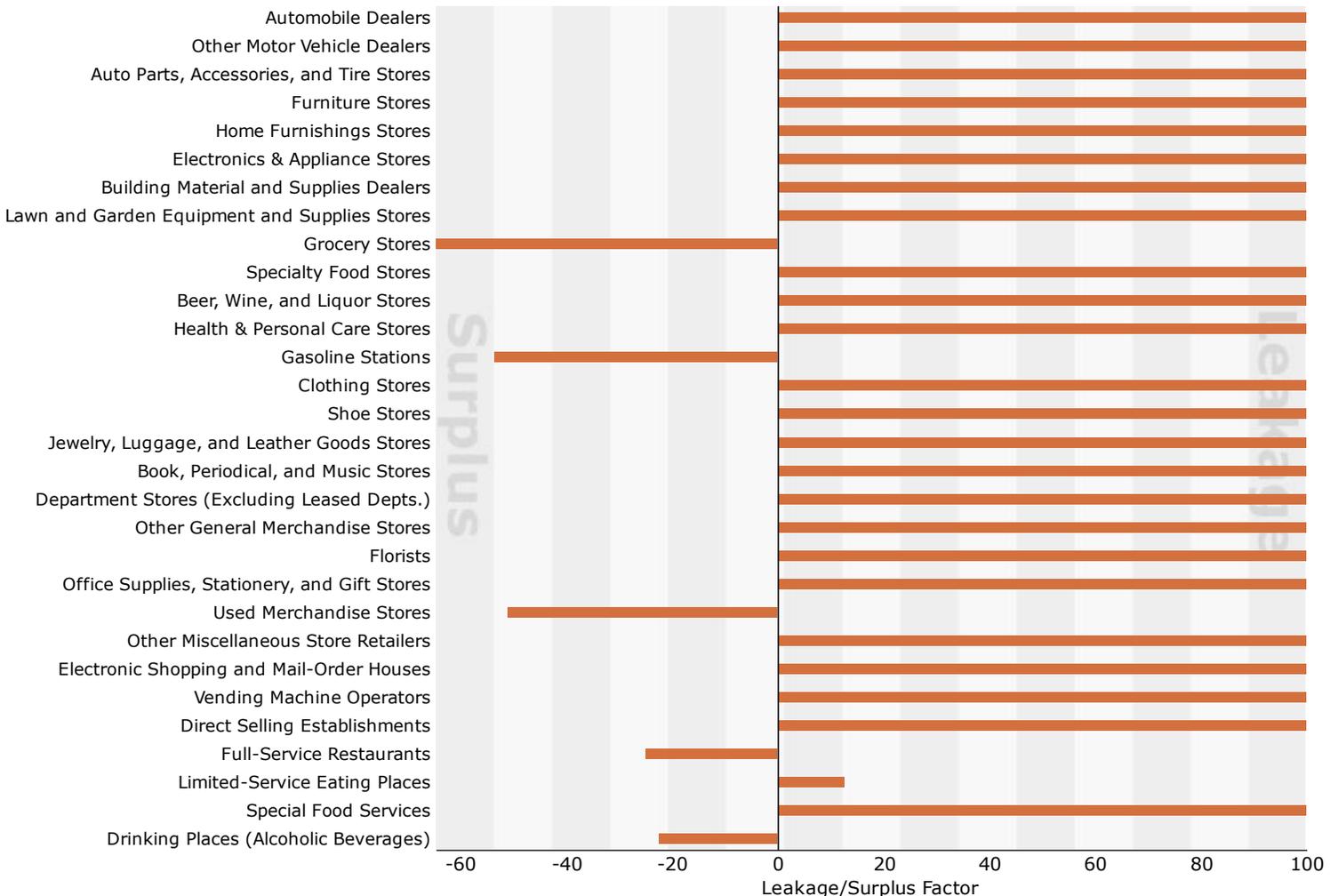
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Summary Demographics

2016 Population	3,583
2016 Households	1,305
2016 Median Disposable Income	\$34,071
2016 Per Capita Income	\$18,649

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	\$722,722	\$39,377,699	\$21,100,984	\$18,276,715 30.2	16
Total Retail Trade	44-45	\$36,065,561	\$19,482,664	\$16,582,897	29.9	10
Total Food & Drink	722	\$3,312,138	\$1,618,321	\$1,693,817	34.4	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,423,736	\$1,454,572	\$6,969,164	70.6	3
Automobile Dealers	4411	\$6,941,066	\$1,219,638	\$5,721,428	70.1	2
Other Motor Vehicle Dealers	4412	\$932,094	\$234,935	\$697,159	59.7	1
Auto Parts, Accessories & Tire Stores	4413	\$550,576	\$0	\$550,576	100.0	0
Furniture & Home Furnishings Stores	442	\$922,740	\$96,264	\$826,476	81.1	1
Furniture Stores	4421	\$599,850	\$0	\$599,850	100.0	0
Home Furnishings Stores	4422	\$322,890	\$96,264	\$226,626	54.1	1
Electronics & Appliance Stores	443	\$1,807,149	\$0	\$1,807,149	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,635,257	\$0	\$1,635,257	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,370,872	\$0	\$1,370,872	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$264,385	\$0	\$264,385	100.0	0
Food & Beverage Stores	445	\$6,503,200	\$14,963,863	-\$8,460,663	-39.4	3
Grocery Stores	4451	\$6,005,901	\$14,963,863	-\$8,957,962	-42.7	3
Specialty Food Stores	4452	\$311,521	\$0	\$311,521	100.0	0
Beer, Wine & Liquor Stores	4453	\$185,778	\$0	\$185,778	100.0	0
Health & Personal Care Stores	446,4461	\$2,796,274	\$0	\$2,796,274	100.0	0
Gasoline Stations	447,4471	\$2,753,080	\$2,570,180	\$182,900	3.4	1
Clothing & Clothing Accessories Stores	448	\$1,454,697	\$0	\$1,454,697	100.0	0
Clothing Stores	4481	\$936,414	\$0	\$936,414	100.0	0
Shoe Stores	4482	\$189,429	\$0	\$189,429	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$328,854	\$0	\$328,854	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,123,540	\$105,425	\$1,018,115	82.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$930,160	\$105,425	\$824,735	79.6	1
Book, Periodical & Music Stores	4512	\$193,380	\$0	\$193,380	100.0	0
General Merchandise Stores	452	\$6,345,195	\$0	\$6,345,195	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,956,921	\$0	\$4,956,921	100.0	0
Other General Merchandise Stores	4529	\$1,388,274	\$0	\$1,388,274	100.0	0
Miscellaneous Store Retailers	453	\$1,751,841	\$204,627	\$1,547,214	79.1	1
Florists	4531	\$65,965	\$0	\$65,965	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$378,848	\$0	\$378,848	100.0	0
Used Merchandise Stores	4533	\$217,383	\$186,249	\$31,134	7.7	1
Other Miscellaneous Store Retailers	4539	\$1,089,645	\$0	\$1,089,645	100.0	0
Nonstore Retailers	454	\$548,851	\$0	\$548,851	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$303,143	\$0	\$303,143	100.0	0
Vending Machine Operators	4542	\$56,843	\$0	\$56,843	100.0	0
Direct Selling Establishments	4543	\$188,864	\$0	\$188,864	100.0	0
Food Services & Drinking Places	722	\$3,312,138	\$1,618,321	\$1,693,817	34.4	6
Full-Service Restaurants	7221	\$1,624,283	\$1,177,045	\$447,238	16.0	4
Limited-Service Eating Places	7222	\$1,514,675	\$402,711	\$1,111,964	58.0	2
Special Food Services	7223	\$83,720	\$0	\$83,720	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$89,460	\$38,564	\$50,896	39.8	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.

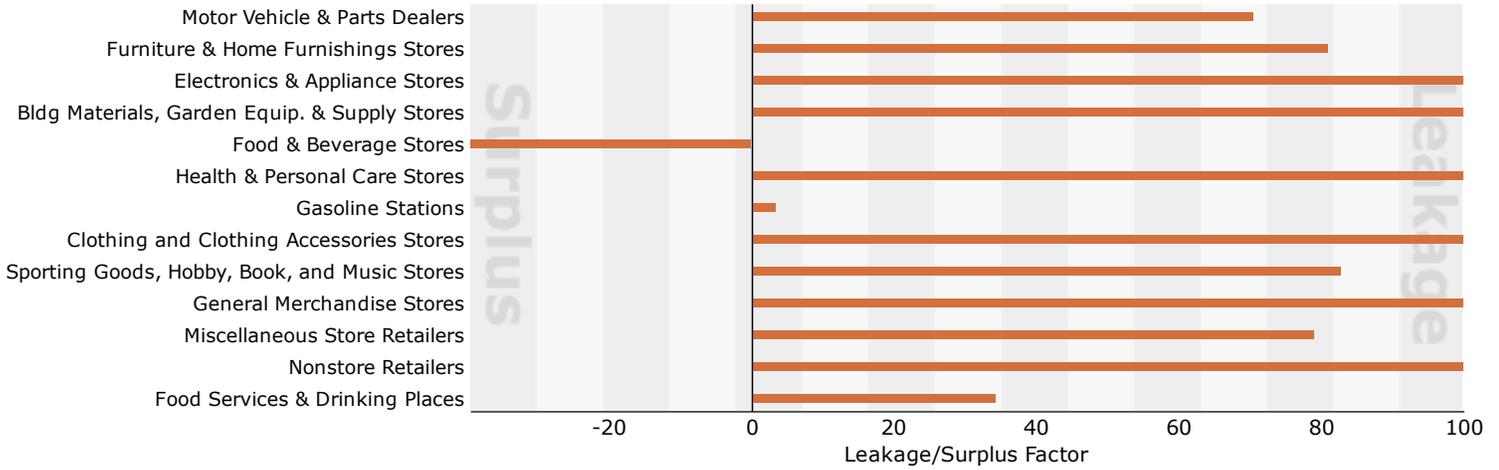
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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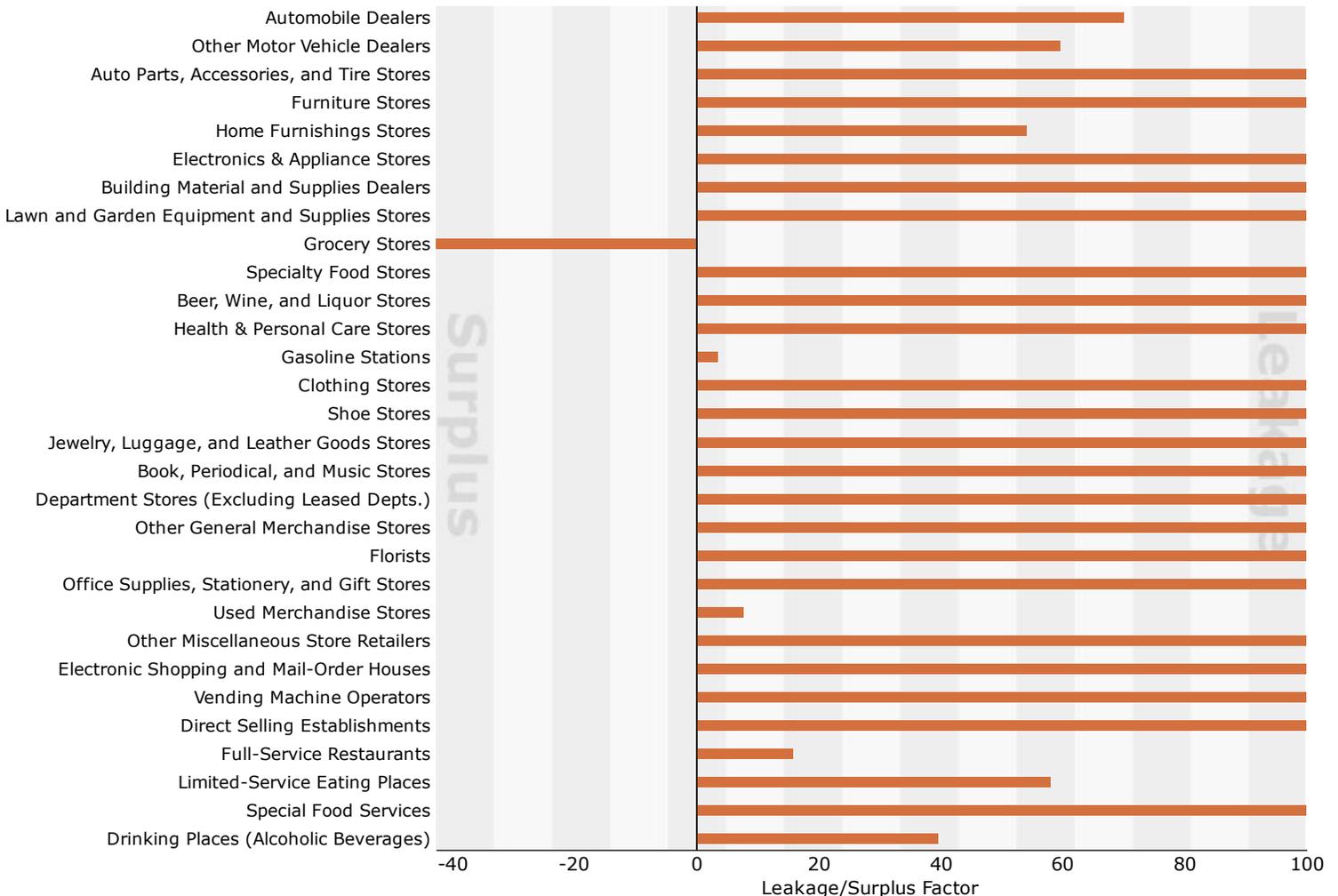
Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Summary Demographics

2016 Population	6,439
2016 Households	2,359
2016 Median Disposable Income	\$38,183
2016 Per Capita Income	\$21,020

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	\$77,664,351	\$24,444,876	\$53,219,475	52.1	20
Total Retail Trade	44-45	\$71,082,801	\$22,628,734	\$48,454,067	51.7	13
Total Food & Drink	722	\$6,581,551	\$1,816,142	\$4,765,409	56.7	7

Industry Group

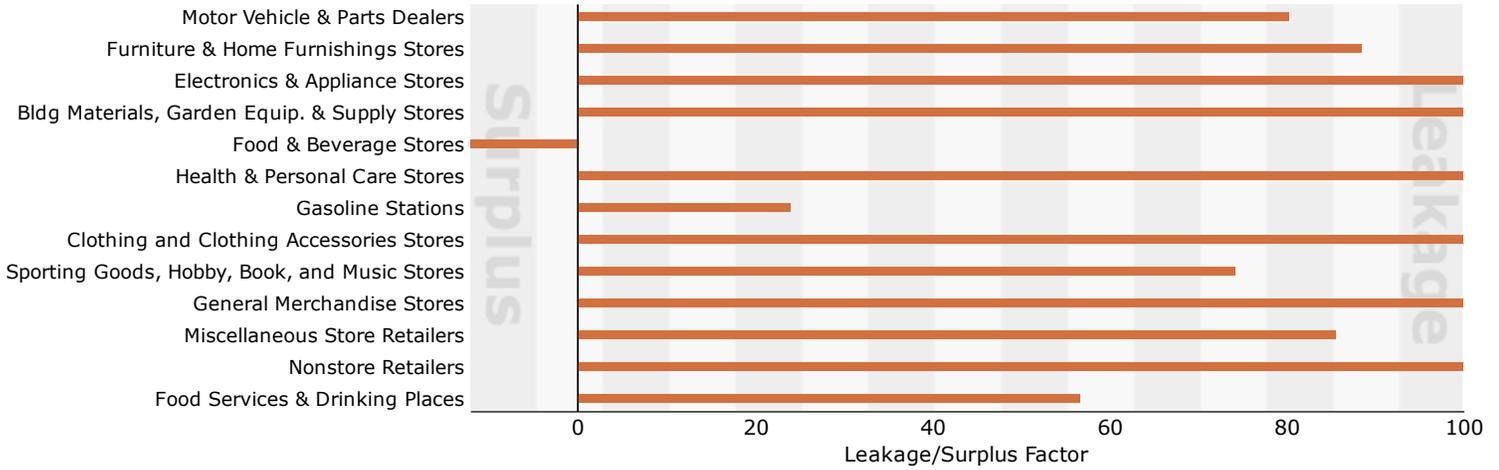
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,629,237	\$1,820,354	\$14,808,883	80.3	3
Automobile Dealers	4411	\$13,695,892	\$1,475,740	\$12,220,152	80.5	2
Other Motor Vehicle Dealers	4412	\$1,838,559	\$344,614	\$1,493,945	68.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,094,786	\$0	\$1,094,786	100.0	0
Furniture & Home Furnishings Stores	442	\$1,831,567	\$111,074	\$1,720,493	88.6	1
Furniture Stores	4421	\$1,187,144	\$0	\$1,187,144	100.0	0
Home Furnishings Stores	4422	\$644,423	\$111,074	\$533,349	70.6	1
Electronics & Appliance Stores	443	\$3,585,853	\$0	\$3,585,853	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,260,865	\$0	\$3,260,865	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,733,671	\$0	\$2,733,671	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$527,194	\$0	\$527,194	100.0	0
Food & Beverage Stores	445	\$12,760,832	\$16,286,692	-\$3,525,860	-12.1	3
Grocery Stores	4451	\$11,783,040	\$16,286,692	-\$4,503,652	-16.0	3
Specialty Food Stores	4452	\$610,195	\$0	\$610,195	100.0	0
Beer, Wine & Liquor Stores	4453	\$367,597	\$0	\$367,597	100.0	0
Health & Personal Care Stores	446,4461	\$5,494,105	\$0	\$5,494,105	100.0	0
Gasoline Stations	447,4471	\$5,379,619	\$3,294,114	\$2,085,505	24.0	1
Clothing & Clothing Accessories Stores	448	\$2,875,441	\$0	\$2,875,441	100.0	0
Clothing Stores	4481	\$1,847,875	\$0	\$1,847,875	100.0	0
Shoe Stores	4482	\$371,490	\$0	\$371,490	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$656,076	\$0	\$656,076	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,215,483	\$327,820	\$1,887,663	74.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,831,553	\$327,820	\$1,503,733	69.6	2
Book, Periodical & Music Stores	4512	\$383,930	\$0	\$383,930	100.0	0
General Merchandise Stores	452	\$12,526,033	\$0	\$12,526,033	100.0	0
Department Stores Excluding Leased Depts.	4521	\$9,795,161	\$0	\$9,795,161	100.0	0
Other General Merchandise Stores	4529	\$2,730,871	\$0	\$2,730,871	100.0	0
Miscellaneous Store Retailers	453	\$3,438,804	\$265,886	\$3,172,918	85.6	1
Florists	4531	\$134,448	\$0	\$134,448	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$748,321	\$0	\$748,321	100.0	0
Used Merchandise Stores	4533	\$429,767	\$186,249	\$243,518	39.5	1
Other Miscellaneous Store Retailers	4539	\$2,126,268	\$0	\$2,126,268	100.0	0
Nonstore Retailers	454	\$1,084,963	\$0	\$1,084,963	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$598,636	\$0	\$598,636	100.0	0
Vending Machine Operators	4542	\$111,733	\$0	\$111,733	100.0	0
Direct Selling Establishments	4543	\$374,594	\$0	\$374,594	100.0	0
Food Services & Drinking Places	722	\$6,581,551	\$1,816,142	\$4,765,409	56.7	7
Full-Service Restaurants	7221	\$3,233,048	\$1,289,528	\$1,943,520	43.0	4
Limited-Service Eating Places	7222	\$3,001,432	\$484,955	\$2,516,477	72.2	2
Special Food Services	7223	\$167,737	\$0	\$167,737	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$179,333	\$41,659	\$137,674	62.3	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.

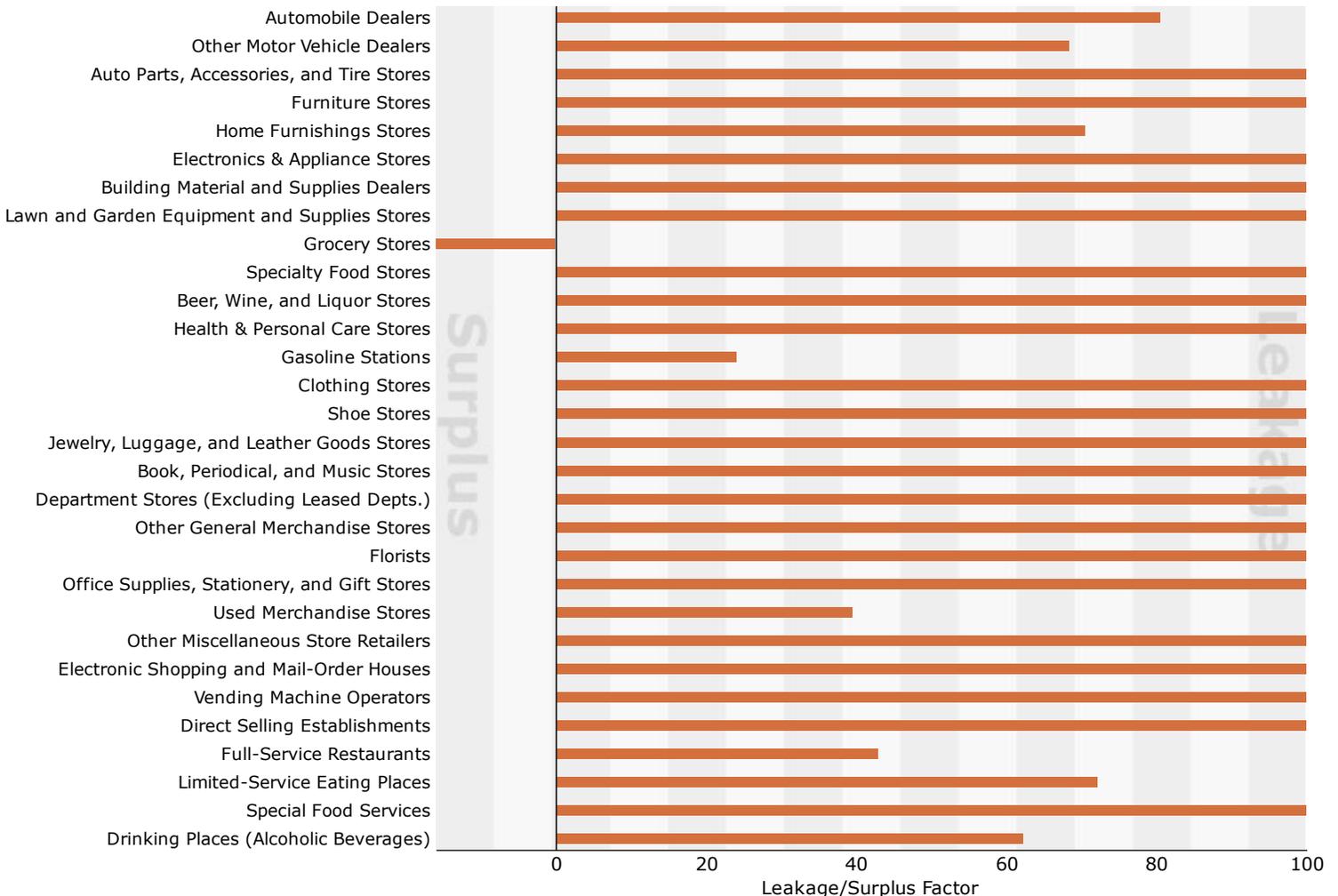
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Downtown Felicity
 STHY 133, Felicity, OH, 45120
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539

Demographic Summary	2016	2021
Population	1,270	1,304
Population 18+	963	997
Households	507	523
Median Household Income	\$20,142	\$19,325

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	401	41.6%	88
Bought any women's clothing in last 12 months	423	43.9%	100
Bought clothing for child <13 years in last 6 months	303	31.5%	114
Bought any shoes in last 12 months	496	51.5%	96
Bought costume jewelry in last 12 months	183	19.0%	97
Bought any fine jewelry in last 12 months	162	16.8%	92
Bought a watch in last 12 months	80	8.3%	75
Automobiles (Households)			
HH owns/leases any vehicle	416	82.1%	96
HH bought/leased new vehicle last 12 mo	36	7.1%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	815	84.6%	99
Bought/changed motor oil in last 12 months	541	56.2%	114
Had tune-up in last 12 months	297	30.8%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	551	57.2%	87
Drank regular cola in last 6 months	510	53.0%	118
Drank beer/ale in last 6 months	338	35.1%	82
Cameras (Adults)			
Own digital point & shoot camera	239	24.8%	85
Own digital single-lens reflex (SLR) camera	36	3.7%	43
Bought any camera in last 12 months	57	5.9%	104
Printed digital photos in last 12 months	24	2.5%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	334	34.7%	96
Have a smartphone	459	47.7%	81
Have a smartphone: Android phone (any brand)	231	24.0%	89
Have a smartphone: Apple iPhone	173	18.0%	70
Number of cell phones in household: 1	208	41.0%	128
Number of cell phones in household: 2	182	35.9%	96
Number of cell phones in household: 3+	86	17.0%	67
HH has cell phone only (no landline telephone)	230	45.4%	108
Computers (Households)			
HH owns a computer	328	64.7%	84
HH owns desktop computer	197	38.9%	86
HH owns laptop/notebook	218	43.0%	79
HH owns any Apple/Mac brand computer	32	6.3%	42
HH owns any PC/non-Apple brand computer	316	62.3%	92
HH purchased most recent computer in a store	173	34.1%	91
HH purchased most recent computer online	50	9.9%	75
Spent <\$500 on most recent home computer	90	17.8%	122
Spent \$500-\$999 on most recent home computer	85	16.8%	88
Spent \$1,000-\$1,499 on most recent home computer	31	6.1%	65
Spent \$1,500-\$1,999 on most recent home computer	14	2.8%	61
Spent \$2,000+ on most recent home computer	10	2.0%	50

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.

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.84074
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	468	48.6%	96
Bought brewed coffee at convenience store in last 30 days	161	16.7%	106
Bought cigarettes at convenience store in last 30 days	240	24.9%	199
Bought gas at convenience store in last 30 days	414	43.0%	130
Spent at convenience store in last 30 days: <\$20	55	5.7%	71
Spent at convenience store in last 30 days: \$20-\$39	104	10.8%	119
Spent at convenience store in last 30 days: \$40-\$50	78	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	55	5.7%	129
Spent at convenience store in last 30 days: \$100+	299	31.0%	136
Entertainment (Adults)			
Attended a movie in last 6 months	437	45.4%	76
Went to live theater in last 12 months	60	6.2%	48
Went to a bar/night club in last 12 months	114	11.8%	71
Dined out in last 12 months	338	35.1%	78
Gambled at a casino in last 12 months	80	8.3%	61
Visited a theme park in last 12 months	151	15.7%	89
Viewed movie (video-on-demand) in last 30 days	109	11.3%	67
Viewed TV show (video-on-demand) in last 30 days	78	8.1%	63
Watched any pay-per-view TV in last 12 months	128	13.3%	101
Downloaded a movie over the Internet in last 30 days	45	4.7%	65
Downloaded any individual song in last 6 months	174	18.1%	89
Watched a movie online in the last 30 days	107	11.1%	70
Watched a TV program online in last 30 days	89	9.2%	62
Played a video/electronic game (console) in last 12 months	107	11.1%	106
Played a video/electronic game (portable) in last 12 months	52	5.4%	119
Financial (Adults)			
Have home mortgage (1st)	204	21.2%	68
Used ATM/cash machine in last 12 months	344	35.7%	73
Own any stock	52	5.4%	71
Own U.S. savings bond	40	4.2%	78
Own shares in mutual fund (stock)	31	3.2%	44
Own shares in mutual fund (bonds)	18	1.9%	38
Have interest checking account	208	21.6%	77
Have non-interest checking account	257	26.7%	94
Have savings account	380	39.5%	73
Have 401K retirement savings plan	91	9.4%	65
Own/used any credit/debit card in last 12 months	617	64.1%	86
Avg monthly credit card expenditures: <\$111	109	11.3%	98
Avg monthly credit card expenditures: \$111-\$225	50	5.2%	75
Avg monthly credit card expenditures: \$226-\$450	48	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	22	2.3%	43
Avg monthly credit card expenditures: \$701-\$1,000	31	3.2%	75
Avg monthly credit card expenditures: \$1,001+	37	3.8%	42
Did banking online in last 12 months	230	23.9%	67
Did banking on mobile device in last 12 months	75	7.8%	56
Paid bills online in last 12 months	293	30.4%	71

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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Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.84074
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	385	75.9%	109
Used bread in last 6 months	489	96.4%	103
Used chicken (fresh or frozen) in last 6 months	336	66.3%	96
Used turkey (fresh or frozen) in last 6 months	75	14.8%	93
Used fish/seafood (fresh or frozen) in last 6 months	253	49.9%	91
Used fresh fruit/vegetables in last 6 months	419	82.6%	96
Used fresh milk in last 6 months	459	90.5%	103
Used organic food in last 6 months	65	12.8%	65
Health (Adults)			
Exercise at home 2+ times per week	219	22.7%	80
Exercise at club 2+ times per week	54	5.6%	43
Visited a doctor in last 12 months	700	72.7%	96
Used vitamin/dietary supplement in last 6 months	449	46.6%	88
Home (Households)			
Any home improvement in last 12 months	114	22.5%	84
Used housekeeper/maid/professional HH cleaning service in last 12	39	7.7%	58
Purchased low ticket HH furnishings in last 12 months	101	19.9%	124
Purchased big ticket HH furnishings in last 12 months	103	20.3%	97
Bought any small kitchen appliance in last 12 months	115	22.7%	102
Bought any large kitchen appliance in last 12 months	66	13.0%	102
Insurance (Adults/Households)			
Currently carry life insurance	354	36.8%	86
Carry medical/hospital/accident insurance	574	59.6%	91
Carry homeowner insurance	407	42.3%	90
Carry renter's insurance	79	8.2%	101
Have auto insurance: 1 vehicle in household covered	194	38.3%	124
Have auto insurance: 2 vehicles in household covered	131	25.8%	91
Have auto insurance: 3+ vehicles in household covered	71	14.0%	64
Pets (Households)			
Household owns any pet	274	54.0%	101
Household owns any cat	113	22.3%	99
Household owns any dog	214	42.2%	104
Psychographics (Adults)			
Buying American is important to me	505	52.4%	124
Usually buy items on credit rather than wait	106	11.0%	94
Usually buy based on quality - not price	175	18.2%	101
Price is usually more important than brand name	329	34.2%	130
Usually use coupons for brands I buy often	196	20.4%	108
Am interested in how to help the environment	141	14.6%	90
Usually pay more for environ safe product	103	10.7%	84
Usually value green products over convenience	83	8.6%	82
Likely to buy a brand that supports a charity	346	35.9%	103
Reading (Adults)			
Bought digital book in last 12 months	87	9.0%	68
Bought hardcover book in last 12 months	146	15.2%	72
Bought paperback book in last 12 month	256	26.6%	85
Read any daily newspaper (paper version)	282	29.3%	112
Read any digital newspaper in last 30 days	271	28.1%	84
Read any magazine (paper/electronic version) in last 6 months	853	88.6%	98

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 Felicity
 STHY 133, Felicity, OH, 45120
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539

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	696	72.3%	97
Went to family restaurant/steak house: 4+ times a month	261	27.1%	99
Went to fast food/drive-in restaurant in last 6 months	888	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	388	40.3%	102
Fast food/drive-in last 6 months: eat in	357	37.1%	102
Fast food/drive-in last 6 months: home delivery	72	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	497	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	159	16.5%	85
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	232	24.1%	76
Own e-reader/tablet: iPad	83	8.6%	56
Own any portable MP3 player	230	23.9%	78
HH owns 1 TV	92	18.1%	89
HH owns 2 TVs	143	28.2%	109
HH owns 3 TVs	124	24.5%	114
HH owns 4+ TVs	85	16.8%	89
HH subscribes to cable TV	234	46.2%	93
HH subscribes to fiber optic	16	3.2%	41
HH has satellite dish	169	33.3%	131
HH owns DVD/Blu-ray player	311	61.3%	101
HH owns camcorder	64	12.6%	90
HH owns portable GPS navigation device	119	23.5%	85
HH purchased video game system in last 12 mos	33	6.5%	82
HH owns Internet video device for TV	23	4.5%	64
Travel (Adults)			
Domestic travel in last 12 months	330	34.3%	68
Took 3+ domestic non-business trips in last 12 months	53	5.5%	50
Spent on domestic vacations in last 12 months: <\$1,000	75	7.8%	73
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	40	4.2%	71
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	20	2.1%	58
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	19	2.0%	51
Spent on domestic vacations in last 12 months: \$3,000+	19	2.0%	36
Domestic travel in the 12 months: used general travel website	27	2.8%	41
Foreign travel in last 3 years	98	10.2%	42
Took 3+ foreign trips by plane in last 3 years	9	0.9%	21
Spent on foreign vacations in last 12 months: <\$1,000	14	1.5%	35
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	15	1.6%	48
Spent on foreign vacations in last 12 months: \$3,000+	16	1.7%	33
Foreign travel in last 3 years: used general travel website	21	2.2%	39
Nights spent in hotel/motel in last 12 months: any	281	29.2%	72
Took cruise of more than one day in last 3 years	46	4.8%	57
Member of any frequent flyer program	53	5.5%	34
Member of any hotel rewards program	67	7.0%	49

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Demographic Summary	2016	2021
Population	3,583	3,581
Population 18+	2,743	2,767
Households	1,305	1,311
Median Household Income	\$39,632	\$41,613

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,253	45.7%	97
Bought any women's clothing in last 12 months	1,296	47.2%	108
Bought clothing for child <13 years in last 6 months	814	29.7%	108
Bought any shoes in last 12 months	1,461	53.3%	99
Bought costume jewelry in last 12 months	570	20.8%	106
Bought any fine jewelry in last 12 months	515	18.8%	102
Bought a watch in last 12 months	261	9.5%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,140	87.4%	102
HH bought/leased new vehicle last 12 mo	102	7.8%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,464	89.8%	106
Bought/changed motor oil in last 12 months	1,680	61.2%	125
Had tune-up in last 12 months	841	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,711	62.4%	95
Drank regular cola in last 6 months	1,409	51.4%	114
Drank beer/ale in last 6 months	979	35.7%	84
Cameras (Adults)			
Own digital point & shoot camera	766	27.9%	96
Own digital single-lens reflex (SLR) camera	124	4.5%	52
Bought any camera in last 12 months	159	5.8%	102
Printed digital photos in last 12 months	97	3.5%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,005	36.6%	101
Have a smartphone	1,328	48.4%	82
Have a smartphone: Android phone (any brand)	651	23.7%	88
Have a smartphone: Apple iPhone	503	18.3%	71
Number of cell phones in household: 1	469	35.9%	112
Number of cell phones in household: 2	479	36.7%	98
Number of cell phones in household: 3+	276	21.1%	83
HH has cell phone only (no landline telephone)	579	44.4%	106
Computers (Households)			
HH owns a computer	889	68.1%	89
HH owns desktop computer	524	40.2%	89
HH owns laptop/notebook	593	45.4%	84
HH owns any Apple/Mac brand computer	88	6.7%	45
HH owns any PC/non-Apple brand computer	849	65.1%	96
HH purchased most recent computer in a store	475	36.4%	97
HH purchased most recent computer online	126	9.7%	74
Spent <\$500 on most recent home computer	223	17.1%	118
Spent \$500-\$999 on most recent home computer	213	16.3%	86
Spent \$1,000-\$1,499 on most recent home computer	94	7.2%	76
Spent \$1,500-\$1,999 on most recent home computer	37	2.8%	62
Spent \$2,000+ on most recent home computer	30	2.3%	59

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Retail Market Potential

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,393	50.8%	100
Bought brewed coffee at convenience store in last 30 days	460	16.8%	107
Bought cigarettes at convenience store in last 30 days	605	22.1%	176
Bought gas at convenience store in last 30 days	1,219	44.4%	135
Spent at convenience store in last 30 days: <\$20	139	5.1%	63
Spent at convenience store in last 30 days: \$20-\$39	236	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	240	8.7%	115
Spent at convenience store in last 30 days: \$51-\$99	144	5.2%	119
Spent at convenience store in last 30 days: \$100+	868	31.6%	138
Entertainment (Adults)			
Attended a movie in last 6 months	1,333	48.6%	82
Went to live theater in last 12 months	207	7.5%	58
Went to a bar/night club in last 12 months	326	11.9%	71
Dined out in last 12 months	1,060	38.6%	86
Gambled at a casino in last 12 months	249	9.1%	66
Visited a theme park in last 12 months	389	14.2%	81
Viewed movie (video-on-demand) in last 30 days	305	11.1%	65
Viewed TV show (video-on-demand) in last 30 days	182	6.6%	51
Watched any pay-per-view TV in last 12 months	369	13.5%	102
Downloaded a movie over the Internet in last 30 days	100	3.6%	51
Downloaded any individual song in last 6 months	482	17.6%	86
Watched a movie online in the last 30 days	241	8.8%	55
Watched a TV program online in last 30 days	214	7.8%	52
Played a video/electronic game (console) in last 12 months	272	9.9%	95
Played a video/electronic game (portable) in last 12 months	141	5.1%	113
Financial (Adults)			
Have home mortgage (1st)	800	29.2%	94
Used ATM/cash machine in last 12 months	1,143	41.7%	85
Own any stock	150	5.5%	71
Own U.S. savings bond	91	3.3%	63
Own shares in mutual fund (stock)	114	4.2%	57
Own shares in mutual fund (bonds)	63	2.3%	47
Have interest checking account	701	25.6%	91
Have non-interest checking account	821	29.9%	106
Have savings account	1,217	44.4%	82
Have 401K retirement savings plan	302	11.0%	76
Own/used any credit/debit card in last 12 months	1,961	71.5%	96
Avg monthly credit card expenditures: <\$111	352	12.8%	111
Avg monthly credit card expenditures: \$111-\$225	184	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	139	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	106	3.9%	72
Avg monthly credit card expenditures: \$701-\$1,000	65	2.4%	55
Avg monthly credit card expenditures: \$1,001+	89	3.2%	36
Did banking online in last 12 months	790	28.8%	81
Did banking on mobile device in last 12 months	284	10.4%	74
Paid bills online in last 12 months	961	35.0%	81

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.

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	997	76.4%	110
Used bread in last 6 months	1,262	96.7%	103
Used chicken (fresh or frozen) in last 6 months	903	69.2%	100
Used turkey (fresh or frozen) in last 6 months	192	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	679	52.0%	95
Used fresh fruit/vegetables in last 6 months	1,118	85.7%	100
Used fresh milk in last 6 months	1,184	90.7%	103
Used organic food in last 6 months	164	12.6%	64
Health (Adults)			
Exercise at home 2+ times per week	706	25.7%	91
Exercise at club 2+ times per week	161	5.9%	45
Visited a doctor in last 12 months	2,113	77.0%	102
Used vitamin/dietary supplement in last 6 months	1,365	49.8%	94
Home (Households)			
Any home improvement in last 12 months	344	26.4%	98
Used housekeeper/maid/professional HH cleaning service in last 12	97	7.4%	56
Purchased low ticket HH furnishings in last 12 months	224	17.2%	107
Purchased big ticket HH furnishings in last 12 months	261	20.0%	96
Bought any small kitchen appliance in last 12 months	282	21.6%	97
Bought any large kitchen appliance in last 12 months	176	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	1,180	43.0%	101
Carry medical/hospital/accident insurance	1,723	62.8%	96
Carry homeowner insurance	1,369	49.9%	106
Carry renter's insurance	160	5.8%	72
Have auto insurance: 1 vehicle in household covered	431	33.0%	107
Have auto insurance: 2 vehicles in household covered	367	28.1%	99
Have auto insurance: 3+ vehicles in household covered	278	21.3%	98
Pets (Households)			
Household owns any pet	826	63.3%	118
Household owns any cat	378	29.0%	129
Household owns any dog	684	52.4%	129
Psychographics (Adults)			
Buying American is important to me	1,476	53.8%	127
Usually buy items on credit rather than wait	302	11.0%	94
Usually buy based on quality - not price	520	19.0%	106
Price is usually more important than brand name	891	32.5%	124
Usually use coupons for brands I buy often	575	21.0%	111
Am interested in how to help the environment	341	12.4%	76
Usually pay more for environ safe product	290	10.6%	83
Usually value green products over convenience	259	9.4%	90
Likely to buy a brand that supports a charity	963	35.1%	101
Reading (Adults)			
Bought digital book in last 12 months	282	10.3%	78
Bought hardcover book in last 12 months	463	16.9%	81
Bought paperback book in last 12 month	798	29.1%	93
Read any daily newspaper (paper version)	666	24.3%	93
Read any digital newspaper in last 30 days	778	28.4%	85
Read any magazine (paper/electronic version) in last 6 months	2,419	88.2%	97

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Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

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	2,092	76.3%	102
Went to family restaurant/steak house: 4+ times a month	802	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	2,560	93.3%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,219	44.4%	113
Fast food/drive-in last 6 months: eat in	1,091	39.8%	109
Fast food/drive-in last 6 months: home delivery	158	5.8%	75
Fast food/drive-in last 6 months: take-out/drive-thru	1,469	53.6%	116
Fast food/drive-in last 6 months: take-out/walk-in	490	17.9%	92
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	626	22.8%	72
Own e-reader/tablet: iPad	209	7.6%	50
Own any portable MP3 player	686	25.0%	81
HH owns 1 TV	228	17.5%	85
HH owns 2 TVs	341	26.1%	101
HH owns 3 TVs	317	24.3%	114
HH owns 4+ TVs	265	20.3%	108
HH subscribes to cable TV	466	35.7%	72
HH subscribes to fiber optic	25	1.9%	25
HH has satellite dish	586	44.9%	177
HH owns DVD/Blu-ray player	815	62.5%	103
HH owns camcorder	178	13.6%	98
HH owns portable GPS navigation device	325	24.9%	91
HH purchased video game system in last 12 mos	77	5.9%	74
HH owns Internet video device for TV	51	3.9%	55
Travel (Adults)			
Domestic travel in last 12 months	1,166	42.5%	85
Took 3+ domestic non-business trips in last 12 months	187	6.8%	61
Spent on domestic vacations in last 12 months: <\$1,000	262	9.6%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	116	4.2%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	68	2.5%	69
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	70	2.6%	65
Spent on domestic vacations in last 12 months: \$3,000+	87	3.2%	58
Domestic travel in the 12 months: used general travel website	131	4.8%	71
Foreign travel in last 3 years	313	11.4%	47
Took 3+ foreign trips by plane in last 3 years	32	1.2%	26
Spent on foreign vacations in last 12 months: <\$1,000	47	1.7%	41
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	46	1.7%	51
Spent on foreign vacations in last 12 months: \$3,000+	48	1.7%	35
Foreign travel in last 3 years: used general travel website	78	2.8%	51
Nights spent in hotel/motel in last 12 months: any	925	33.7%	83
Took cruise of more than one day in last 3 years	151	5.5%	66
Member of any frequent flyer program	156	5.7%	35
Member of any hotel rewards program	231	8.4%	60

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Retail Market Potential

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Demographic Summary	2016	2021
Population	6,439	6,475
Population 18+	4,977	5,055
Households	2,359	2,383
Median Household Income	\$46,378	\$52,482

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,349	47.2%	100
Bought any women's clothing in last 12 months	2,376	47.7%	109
Bought clothing for child <13 years in last 6 months	1,451	29.2%	106
Bought any shoes in last 12 months	2,686	54.0%	100
Bought costume jewelry in last 12 months	1,047	21.0%	108
Bought any fine jewelry in last 12 months	943	18.9%	103
Bought a watch in last 12 months	488	9.8%	89
Automobiles (Households)			
HH owns/leases any vehicle	2,105	89.2%	104
HH bought/leased new vehicle last 12 mo	193	8.2%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,540	91.2%	107
Bought/changed motor oil in last 12 months	3,087	62.0%	126
Had tune-up in last 12 months	1,517	30.5%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,146	63.2%	97
Drank regular cola in last 6 months	2,507	50.4%	112
Drank beer/ale in last 6 months	1,823	36.6%	86
Cameras (Adults)			
Own digital point & shoot camera	1,464	29.4%	101
Own digital single-lens reflex (SLR) camera	257	5.2%	60
Bought any camera in last 12 months	289	5.8%	102
Printed digital photos in last 12 months	186	3.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,825	36.7%	101
Have a smartphone	2,418	48.6%	83
Have a smartphone: Android phone (any brand)	1,182	23.7%	88
Have a smartphone: Apple iPhone	920	18.5%	72
Number of cell phones in household: 1	809	34.3%	107
Number of cell phones in household: 2	880	37.3%	100
Number of cell phones in household: 3+	528	22.4%	88
HH has cell phone only (no landline telephone)	1,019	43.2%	103
Computers (Households)			
HH owns a computer	1,646	69.8%	91
HH owns desktop computer	976	41.4%	91
HH owns laptop/notebook	1,101	46.7%	86
HH owns any Apple/Mac brand computer	167	7.1%	47
HH owns any PC/non-Apple brand computer	1,567	66.4%	98
HH purchased most recent computer in a store	877	37.2%	99
HH purchased most recent computer online	233	9.9%	76
Spent <\$500 on most recent home computer	398	16.9%	116
Spent \$500-\$999 on most recent home computer	393	16.7%	87
Spent \$1,000-\$1,499 on most recent home computer	179	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	70	3.0%	65
Spent \$2,000+ on most recent home computer	57	2.4%	62

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Retail Market Potential

Downtown Felicity
 STHY 133, Felicity, OH, 45120
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.84074
 Longitude: -84.09539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,563	51.5%	101
Bought brewed coffee at convenience store in last 30 days	841	16.9%	108
Bought cigarettes at convenience store in last 30 days	1,028	20.7%	165
Bought gas at convenience store in last 30 days	2,214	44.5%	135
Spent at convenience store in last 30 days: <\$20	270	5.4%	67
Spent at convenience store in last 30 days: \$20-\$39	405	8.1%	90
Spent at convenience store in last 30 days: \$40-\$50	443	8.9%	117
Spent at convenience store in last 30 days: \$51-\$99	258	5.2%	117
Spent at convenience store in last 30 days: \$100+	1,564	31.4%	137
Entertainment (Adults)			
Attended a movie in last 6 months	2,480	49.8%	84
Went to live theater in last 12 months	414	8.3%	64
Went to a bar/night club in last 12 months	617	12.4%	74
Dined out in last 12 months	2,015	40.5%	90
Gambled at a casino in last 12 months	486	9.8%	71
Visited a theme park in last 12 months	700	14.1%	80
Viewed movie (video-on-demand) in last 30 days	555	11.2%	66
Viewed TV show (video-on-demand) in last 30 days	325	6.5%	51
Watched any pay-per-view TV in last 12 months	659	13.2%	101
Downloaded a movie over the Internet in last 30 days	171	3.4%	48
Downloaded any individual song in last 6 months	870	17.5%	86
Watched a movie online in the last 30 days	417	8.4%	52
Watched a TV program online in last 30 days	381	7.7%	51
Played a video/electronic game (console) in last 12 months	487	9.8%	94
Played a video/electronic game (portable) in last 12 months	250	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	1,564	31.4%	101
Used ATM/cash machine in last 12 months	2,170	43.6%	89
Own any stock	290	5.8%	76
Own U.S. savings bond	176	3.5%	67
Own shares in mutual fund (stock)	242	4.9%	67
Own shares in mutual fund (bonds)	137	2.8%	57
Have interest checking account	1,357	27.3%	97
Have non-interest checking account	1,544	31.0%	110
Have savings account	2,345	47.1%	87
Have 401K retirement savings plan	596	12.0%	82
Own/used any credit/debit card in last 12 months	3,670	73.7%	99
Avg monthly credit card expenditures: <\$111	657	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	357	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	260	5.2%	83
Avg monthly credit card expenditures: \$451-\$700	221	4.4%	83
Avg monthly credit card expenditures: \$701-\$1,000	122	2.5%	57
Avg monthly credit card expenditures: \$1,001+	178	3.6%	39
Did banking online in last 12 months	1,511	30.4%	85
Did banking on mobile device in last 12 months	549	11.0%	79
Paid bills online in last 12 months	1,813	36.4%	85

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Retail Market Potential

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,800	76.3%	110
Used bread in last 6 months	2,282	96.7%	103
Used chicken (fresh or frozen) in last 6 months	1,651	70.0%	101
Used turkey (fresh or frozen) in last 6 months	357	15.1%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,245	52.8%	97
Used fresh fruit/vegetables in last 6 months	2,044	86.6%	101
Used fresh milk in last 6 months	2,145	90.9%	103
Used organic food in last 6 months	300	12.7%	65
Health (Adults)			
Exercise at home 2+ times per week	1,327	26.7%	94
Exercise at club 2+ times per week	320	6.4%	49
Visited a doctor in last 12 months	3,884	78.0%	103
Used vitamin/dietary supplement in last 6 months	2,525	50.7%	96
Home (Households)			
Any home improvement in last 12 months	661	28.0%	104
Used housekeeper/maid/professional HH cleaning service in last 12	183	7.8%	59
Purchased low ticket HH furnishings in last 12 months	385	16.3%	102
Purchased big ticket HH furnishings in last 12 months	468	19.8%	95
Bought any small kitchen appliance in last 12 months	505	21.4%	96
Bought any large kitchen appliance in last 12 months	319	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	2,254	45.3%	106
Carry medical/hospital/accident insurance	3,193	64.2%	98
Carry homeowner insurance	2,618	52.6%	112
Carry renter's insurance	272	5.5%	67
Have auto insurance: 1 vehicle in household covered	729	30.9%	100
Have auto insurance: 2 vehicles in household covered	682	28.9%	101
Have auto insurance: 3+ vehicles in household covered	575	24.4%	112
Pets (Households)			
Household owns any pet	1,550	65.7%	122
Household owns any cat	726	30.8%	137
Household owns any dog	1,294	54.9%	135
Psychographics (Adults)			
Buying American is important to me	2,680	53.8%	127
Usually buy items on credit rather than wait	542	10.9%	93
Usually buy based on quality - not price	937	18.8%	105
Price is usually more important than brand name	1,574	31.6%	121
Usually use coupons for brands I buy often	1,047	21.0%	111
Am interested in how to help the environment	594	11.9%	73
Usually pay more for environ safe product	520	10.4%	82
Usually value green products over convenience	468	9.4%	89
Likely to buy a brand that supports a charity	1,751	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	531	10.7%	81
Bought hardcover book in last 12 months	883	17.7%	85
Bought paperback book in last 12 month	1,480	29.7%	95
Read any daily newspaper (paper version)	1,195	24.0%	92
Read any digital newspaper in last 30 days	1,409	28.3%	85
Read any magazine (paper/electronic version) in last 6 months	4,390	88.2%	97

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Retail Market Potential

Downtown Felicity
STHY 133, Felicity, OH, 45120
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84074
Longitude: -84.09539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,840	77.2%	103
Went to family restaurant/steak house: 4+ times a month	1,471	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	4,646	93.3%	104
Went to fast food/drive-in restaurant 9+ times/mo	2,231	44.8%	114
Fast food/drive-in last 6 months: eat in	2,012	40.4%	111
Fast food/drive-in last 6 months: home delivery	273	5.5%	72
Fast food/drive-in last 6 months: take-out/drive-thru	2,658	53.4%	115
Fast food/drive-in last 6 months: take-out/walk-in	903	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,142	22.9%	72
Own e-reader/tablet: iPad	381	7.7%	50
Own any portable MP3 player	1,281	25.7%	84
HH owns 1 TV	406	17.2%	84
HH owns 2 TVs	607	25.7%	99
HH owns 3 TVs	573	24.3%	114
HH owns 4+ TVs	504	21.4%	113
HH subscribes to cable TV	789	33.4%	67
HH subscribes to fiber optic	39	1.7%	22
HH has satellite dish	1,115	47.3%	186
HH owns DVD/Blu-ray player	1,487	63.0%	104
HH owns camcorder	333	14.1%	101
HH owns portable GPS navigation device	621	26.3%	96
HH purchased video game system in last 12 mos	136	5.8%	73
HH owns Internet video device for TV	93	3.9%	56
Travel (Adults)			
Domestic travel in last 12 months	2,235	44.9%	90
Took 3+ domestic non-business trips in last 12 months	375	7.5%	68
Spent on domestic vacations in last 12 months: <\$1,000	503	10.1%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	219	4.4%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	135	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	144	2.9%	74
Spent on domestic vacations in last 12 months: \$3,000+	179	3.6%	65
Domestic travel in the 12 months: used general travel website	259	5.2%	77
Foreign travel in last 3 years	616	12.4%	51
Took 3+ foreign trips by plane in last 3 years	71	1.4%	32
Spent on foreign vacations in last 12 months: <\$1,000	97	1.9%	47
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	89	1.8%	55
Spent on foreign vacations in last 12 months: \$3,000+	100	2.0%	40
Foreign travel in last 3 years: used general travel website	152	3.1%	55
Nights spent in hotel/motel in last 12 months: any	1,761	35.4%	87
Took cruise of more than one day in last 3 years	290	5.8%	70
Member of any frequent flyer program	315	6.3%	39
Member of any hotel rewards program	462	9.3%	66

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