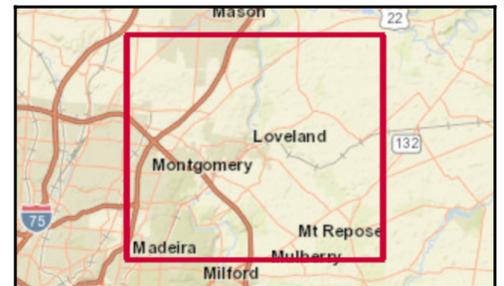
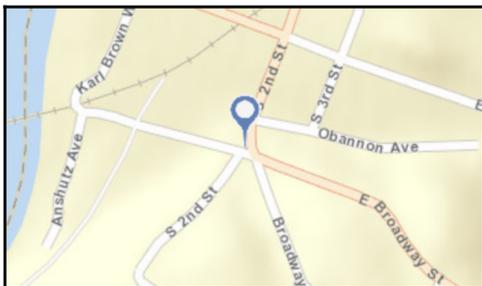
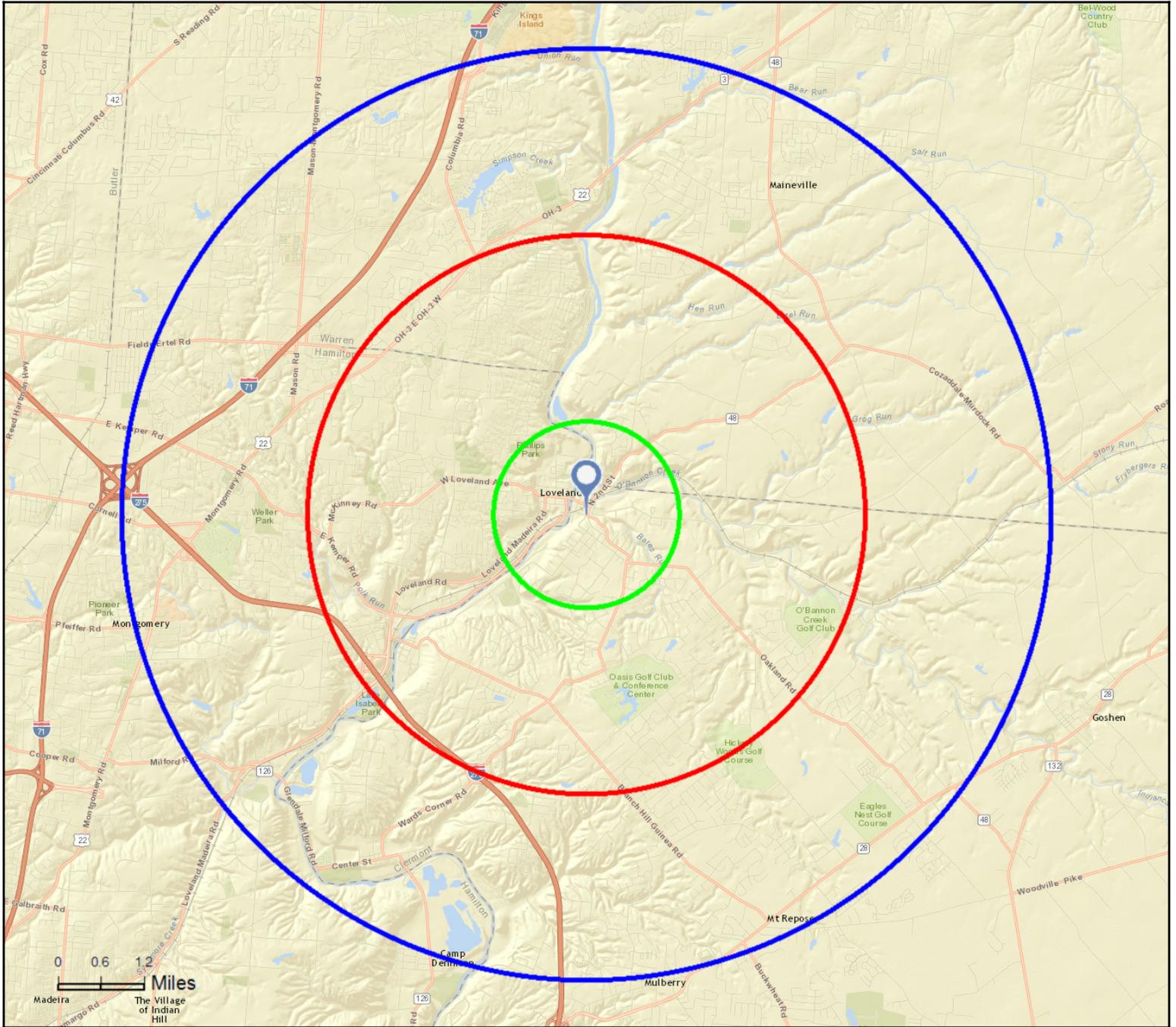


Site Map

Downtown Loveland
 139 E Broadway St, Loveland, OH, 45140
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.26610
 Longitude: -84.25750



Market Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,083	34,396	82,155
2010 Total Population	5,556	39,301	97,878
2016 Total Population	5,715	40,409	101,649
2016 Group Quarters	16	50	578
2021 Total Population	5,872	41,518	105,079
2016-2021 Annual Rate	0.54%	0.54%	0.67%
Household Summary			
2000 Households	1,907	12,335	29,449
2000 Average Household Size	2.66	2.78	2.77
2010 Households	2,061	14,571	36,837
2010 Average Household Size	2.69	2.69	2.64
2016 Households	2,132	15,038	38,409
2016 Average Household Size	2.67	2.68	2.63
2021 Households	2,194	15,474	39,774
2021 Average Household Size	2.67	2.68	2.63
2016-2021 Annual Rate	0.57%	0.57%	0.70%
2010 Families	1,522	10,857	27,148
2010 Average Family Size	3.13	3.16	3.10
2016 Families	1,554	11,096	27,992
2016 Average Family Size	3.13	3.16	3.10
2021 Families	1,590	11,362	28,819
2021 Average Family Size	3.13	3.16	3.11
2016-2021 Annual Rate	0.46%	0.47%	0.58%
Housing Unit Summary			
2000 Housing Units	2,012	12,783	30,734
Owner Occupied Housing Units	62.2%	77.3%	77.4%
Renter Occupied Housing Units	32.5%	19.2%	18.4%
Vacant Housing Units	5.3%	3.5%	4.2%
2010 Housing Units	2,199	15,310	38,891
Owner Occupied Housing Units	62.1%	73.4%	72.9%
Renter Occupied Housing Units	31.7%	21.8%	21.8%
Vacant Housing Units	6.3%	4.8%	5.3%
2016 Housing Units	2,280	15,805	40,471
Owner Occupied Housing Units	59.2%	71.4%	70.7%
Renter Occupied Housing Units	34.3%	23.8%	24.2%
Vacant Housing Units	6.5%	4.9%	5.1%
2021 Housing Units	2,355	16,290	41,979
Owner Occupied Housing Units	58.9%	71.2%	70.5%
Renter Occupied Housing Units	34.3%	23.8%	24.3%
Vacant Housing Units	6.8%	5.0%	5.3%
Median Household Income			
2016	\$65,063	\$88,043	\$86,291
2021	\$74,692	\$98,795	\$95,405
Median Home Value			
2016	\$242,953	\$256,697	\$247,749
2021	\$269,298	\$267,909	\$259,817
Per Capita Income			
2016	\$36,694	\$42,444	\$43,034
2021	\$39,985	\$46,264	\$46,874
Median Age			
2010	35.7	38.2	38.8
2016	36.1	39.1	39.7
2021	37.4	40.6	40.7

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 Loveland
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	2,132	15,038	38,409
<\$15,000	11.3%	5.7%	4.9%
\$15,000 - \$24,999	8.2%	4.9%	4.5%
\$25,000 - \$34,999	8.6%	6.1%	6.6%
\$35,000 - \$49,999	12.1%	9.7%	10.1%
\$50,000 - \$74,999	14.5%	14.9%	16.8%
\$75,000 - \$99,999	10.5%	14.5%	13.5%
\$100,000 - \$149,999	12.6%	19.3%	19.5%
\$150,000 - \$199,999	11.0%	12.2%	11.6%
\$200,000+	11.3%	12.6%	12.4%
Average Household Income	\$98,663	\$113,946	\$113,237
2021 Households by Income			
Household Income Base	2,194	15,474	39,774
<\$15,000	11.0%	5.1%	4.3%
\$15,000 - \$24,999	7.8%	4.4%	4.0%
\$25,000 - \$34,999	9.3%	6.2%	5.9%
\$35,000 - \$49,999	6.5%	4.7%	5.1%
\$50,000 - \$74,999	15.5%	15.0%	18.3%
\$75,000 - \$99,999	10.5%	15.2%	14.4%
\$100,000 - \$149,999	14.1%	22.0%	21.4%
\$150,000 - \$199,999	13.3%	14.3%	13.4%
\$200,000+	11.9%	13.2%	13.1%
Average Household Income	\$107,515	\$123,985	\$123,178
2016 Owner Occupied Housing Units by Value			
Total	1,349	11,284	28,630
<\$50,000	3.3%	2.1%	2.2%
\$50,000 - \$99,999	10.2%	5.8%	5.0%
\$100,000 - \$149,999	15.4%	11.6%	11.1%
\$150,000 - \$199,999	11.6%	13.0%	15.5%
\$200,000 - \$249,999	11.0%	16.0%	17.0%
\$250,000 - \$299,999	5.7%	10.7%	11.6%
\$300,000 - \$399,999	15.9%	19.8%	17.7%
\$400,000 - \$499,999	17.3%	12.4%	10.8%
\$500,000 - \$749,999	8.1%	6.9%	6.6%
\$750,000 - \$999,999	0.9%	1.2%	1.6%
\$1,000,000 +	0.4%	0.6%	0.8%
Average Home Value	\$286,406	\$292,671	\$291,913
2021 Owner Occupied Housing Units by Value			
Total	1,386	11,596	29,588
<\$50,000	1.7%	0.9%	0.9%
\$50,000 - \$99,999	5.3%	2.9%	2.3%
\$100,000 - \$149,999	8.9%	6.5%	5.7%
\$150,000 - \$199,999	13.2%	14.4%	16.4%
\$200,000 - \$249,999	17.7%	20.3%	21.7%
\$250,000 - \$299,999	8.2%	13.5%	15.2%
\$300,000 - \$399,999	16.2%	19.1%	17.2%
\$400,000 - \$499,999	18.8%	12.7%	11.1%
\$500,000 - \$749,999	8.5%	7.8%	7.2%
\$750,000 - \$999,999	1.1%	1.3%	1.8%
\$1,000,000 +	0.4%	0.4%	0.6%
Average Home Value	\$309,632	\$307,990	\$306,130

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,558	39,299	97,877
0 - 4	7.9%	6.6%	6.5%
5 - 9	8.8%	8.2%	7.7%
10 - 14	8.9%	8.6%	8.1%
15 - 24	12.6%	11.7%	11.3%
25 - 34	10.9%	10.5%	11.3%
35 - 44	13.8%	14.8%	14.5%
45 - 54	17.6%	17.7%	17.2%
55 - 64	10.6%	11.8%	12.6%
65 - 74	5.0%	5.6%	6.3%
75 - 84	2.9%	3.2%	3.3%
85 +	1.0%	1.2%	1.2%
18 +	69.2%	71.3%	72.9%
2016 Population by Age			
Total	5,717	40,407	101,649
0 - 4	7.1%	6.0%	6.1%
5 - 9	7.7%	7.0%	7.0%
10 - 14	8.6%	8.4%	7.9%
15 - 24	14.1%	12.8%	11.9%
25 - 34	11.3%	10.8%	11.1%
35 - 44	11.7%	12.8%	13.4%
45 - 54	15.4%	16.0%	15.2%
55 - 64	13.3%	14.3%	14.3%
65 - 74	6.8%	7.5%	8.2%
75 - 84	3.0%	3.2%	3.6%
85 +	1.0%	1.3%	1.4%
18 +	71.8%	74.0%	74.7%
2021 Population by Age			
Total	5,873	41,518	105,079
0 - 4	6.9%	5.7%	5.9%
5 - 9	7.0%	6.3%	6.5%
10 - 14	7.7%	7.4%	7.2%
15 - 24	13.4%	12.2%	11.3%
25 - 34	12.0%	11.2%	11.3%
35 - 44	11.9%	12.9%	13.6%
45 - 54	13.2%	14.0%	13.6%
55 - 64	14.2%	15.1%	14.4%
65 - 74	8.8%	9.7%	10.2%
75 - 84	3.8%	4.0%	4.4%
85 +	1.0%	1.5%	1.5%
18 +	73.6%	76.0%	76.1%
2010 Population by Sex			
Males	2,736	19,380	48,084
Females	2,820	19,921	49,794
2016 Population by Sex			
Males	2,819	19,959	49,990
Females	2,896	20,450	51,659
2021 Population by Sex			
Males	2,902	20,526	51,730
Females	2,970	20,992	53,349

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26610
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,556	39,302	97,878
White Alone	93.3%	92.9%	89.9%
Black Alone	2.4%	1.8%	2.6%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	1.3%	3.1%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.6%	0.7%
Two or More Races	1.8%	1.5%	1.6%
Hispanic Origin	3.3%	2.4%	2.6%
Diversity Index	18.6	17.7	22.9
2016 Population by Race/Ethnicity			
Total	5,716	40,410	101,649
White Alone	92.2%	91.5%	88.0%
Black Alone	2.6%	2.0%	2.9%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	1.7%	3.8%	6.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.9%	0.7%	0.8%
Two or More Races	2.2%	1.9%	1.9%
Hispanic Origin	4.1%	3.0%	3.2%
Diversity Index	21.7	21.0	26.8
2021 Population by Race/Ethnicity			
Total	5,872	41,517	105,079
White Alone	91.0%	90.2%	86.2%
Black Alone	2.9%	2.2%	3.2%
American Indian Alone	0.3%	0.1%	0.1%
Asian Alone	1.9%	4.5%	7.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	0.8%	1.0%
Two or More Races	2.5%	2.2%	2.3%
Hispanic Origin	5.1%	3.7%	3.8%
Diversity Index	25.0	24.2	30.6
2010 Population by Relationship and Household Type			
Total	5,556	39,301	97,878
In Households	99.7%	99.9%	99.4%
In Family Households	87.9%	88.5%	87.3%
Householder	27.2%	27.7%	27.8%
Spouse	20.0%	23.1%	23.3%
Child	36.3%	34.5%	32.9%
Other relative	2.2%	1.9%	1.9%
Nonrelative	2.2%	1.4%	1.3%
In Nonfamily Households	11.8%	11.3%	12.1%
In Group Quarters	0.3%	0.1%	0.6%
Institutionalized Population	0.2%	0.1%	0.6%
Noninstitutionalized Population	0.1%	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 Loveland
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	3,574	26,628	68,261
Less than 9th Grade	3.3%	1.4%	1.2%
9th - 12th Grade, No Diploma	5.5%	3.5%	3.2%
High School Graduate	18.6%	17.5%	15.9%
GED/Alternative Credential	3.3%	1.7%	1.7%
Some College, No Degree	16.1%	15.7%	16.3%
Associate Degree	9.6%	7.8%	7.8%
Bachelor's Degree	31.3%	33.3%	33.2%
Graduate/Professional Degree	12.2%	19.1%	20.8%
2016 Population 15+ by Marital Status			
Total	4,380	31,786	80,365
Never Married	30.5%	25.8%	24.1%
Married	53.4%	60.2%	62.2%
Widowed	6.1%	4.8%	4.5%
Divorced	10.0%	9.1%	9.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	97.7%	97.0%
Civilian Unemployed	2.0%	2.3%	3.0%
2016 Employed Population 16+ by Industry			
Total	2,838	21,587	53,535
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	6.4%	4.5%	4.0%
Manufacturing	14.8%	16.1%	15.7%
Wholesale Trade	2.7%	4.1%	3.7%
Retail Trade	17.6%	13.4%	12.4%
Transportation/Utilities	4.1%	3.5%	3.1%
Information	1.3%	1.3%	1.6%
Finance/Insurance/Real Estate	7.0%	8.4%	8.5%
Services	44.3%	45.8%	48.8%
Public Administration	1.4%	2.4%	1.8%
2016 Employed Population 16+ by Occupation			
Total	2,840	21,589	53,535
White Collar	67.1%	73.1%	75.1%
Management/Business/Financial	22.6%	22.8%	22.1%
Professional	21.6%	26.0%	28.6%
Sales	12.4%	13.1%	13.1%
Administrative Support	10.5%	11.3%	11.3%
Services	14.0%	12.3%	12.0%
Blue Collar	19.0%	14.6%	12.9%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	4.3%	2.6%	2.4%
Installation/Maintenance/Repair	1.9%	2.1%	2.2%
Production	4.8%	4.5%	3.9%
Transportation/Material Moving	7.6%	5.4%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	5,556	39,301	97,878
Population Inside Urbanized Area	98.6%	96.5%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	3.5%	3.8%

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

Market Profile

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,061	14,570	36,837
Households with 1 Person	21.4%	21.1%	21.5%
Households with 2+ People	78.6%	78.9%	78.5%
Family Households	73.8%	74.5%	73.7%
Husband-wife Families	54.1%	62.2%	61.8%
With Related Children	29.0%	32.3%	30.4%
Other Family (No Spouse Present)	19.8%	12.4%	11.9%
Other Family with Male Householder	4.7%	3.3%	3.3%
With Related Children	2.5%	2.0%	2.0%
Other Family with Female Householder	15.1%	9.1%	8.6%
With Related Children	11.5%	6.0%	5.6%
Nonfamily Households	4.7%	4.4%	4.8%
All Households with Children	43.6%	40.6%	38.4%
Multigenerational Households	2.8%	2.3%	2.3%
Unmarried Partner Households	6.6%	4.9%	4.9%
Male-female	5.9%	4.3%	4.4%
Same-sex	0.7%	0.5%	0.6%
2010 Households by Size			
Total	2,061	14,572	36,836
1 Person Household	21.4%	21.0%	21.5%
2 Person Household	32.4%	33.2%	34.5%
3 Person Household	17.3%	16.7%	17.0%
4 Person Household	17.8%	18.3%	17.1%
5 Person Household	7.5%	7.8%	7.2%
6 Person Household	2.6%	2.2%	2.1%
7 + Person Household	1.1%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	2,061	14,571	36,837
Owner Occupied	66.2%	77.1%	76.9%
Owned with a Mortgage/Loan	54.7%	63.3%	62.8%
Owned Free and Clear	11.5%	13.8%	14.2%
Renter Occupied	33.8%	22.9%	23.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,199	15,310	38,891
Housing Units Inside Urbanized Area	98.8%	96.7%	96.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	3.3%	3.7%

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.	Professional Pride (1B)	Professional Pride (1B)	Soccer Moms (4A)
2.	Middleburg (4C)	Bright Young Professionals	Professional Pride (1B)
3.	Traditional Living (12B)	Green Acres (6A)	Savvy Suburbanites (1D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$5,428,753	\$43,834,695	\$111,334,715
Average Spent	\$2,546.32	\$2,914.93	\$2,898.66
Spending Potential Index	126	145	144
Education: Total \$	\$3,997,626	\$32,859,974	\$82,234,552
Average Spent	\$1,875.06	\$2,185.13	\$2,141.02
Spending Potential Index	133	154	151
Entertainment/Recreation: Total \$	\$7,885,729	\$63,886,877	\$162,423,773
Average Spent	\$3,698.75	\$4,248.36	\$4,228.79
Spending Potential Index	127	146	145
Food at Home: Total \$	\$13,214,207	\$104,769,166	\$265,414,206
Average Spent	\$6,198.03	\$6,966.96	\$6,910.21
Spending Potential Index	124	140	139
Food Away from Home: Total \$	\$8,365,633	\$67,401,621	\$171,265,977
Average Spent	\$3,923.84	\$4,482.09	\$4,459.01
Spending Potential Index	127	145	144
Health Care: Total \$	\$14,148,975	\$114,176,032	\$289,476,779
Average Spent	\$6,636.48	\$7,592.50	\$7,536.69
Spending Potential Index	125	143	142
HH Furnishings & Equipment: Total \$	\$4,835,187	\$39,278,543	\$99,844,250
Average Spent	\$2,267.91	\$2,611.95	\$2,599.50
Spending Potential Index	128	148	147
Personal Care Products & Services: Total \$	\$1,964,110	\$16,069,488	\$40,806,077
Average Spent	\$921.25	\$1,068.59	\$1,062.41
Spending Potential Index	126	146	145
Shelter: Total \$	\$41,911,299	\$339,907,833	\$862,622,932
Average Spent	\$19,658.21	\$22,603.26	\$22,458.88
Spending Potential Index	126	145	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,315,838	\$51,783,498	\$131,223,680
Average Spent	\$2,962.40	\$3,443.51	\$3,416.48
Spending Potential Index	128	148	147
Travel: Total \$	\$5,162,014	\$43,228,151	\$109,933,196
Average Spent	\$2,421.21	\$2,874.59	\$2,862.17
Spending Potential Index	130	154	154
Vehicle Maintenance & Repairs: Total \$	\$2,771,309	\$22,327,111	\$56,681,153
Average Spent	\$1,299.86	\$1,484.71	\$1,475.73
Spending Potential Index	126	143	143

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.

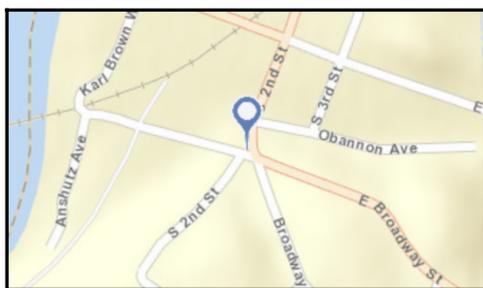
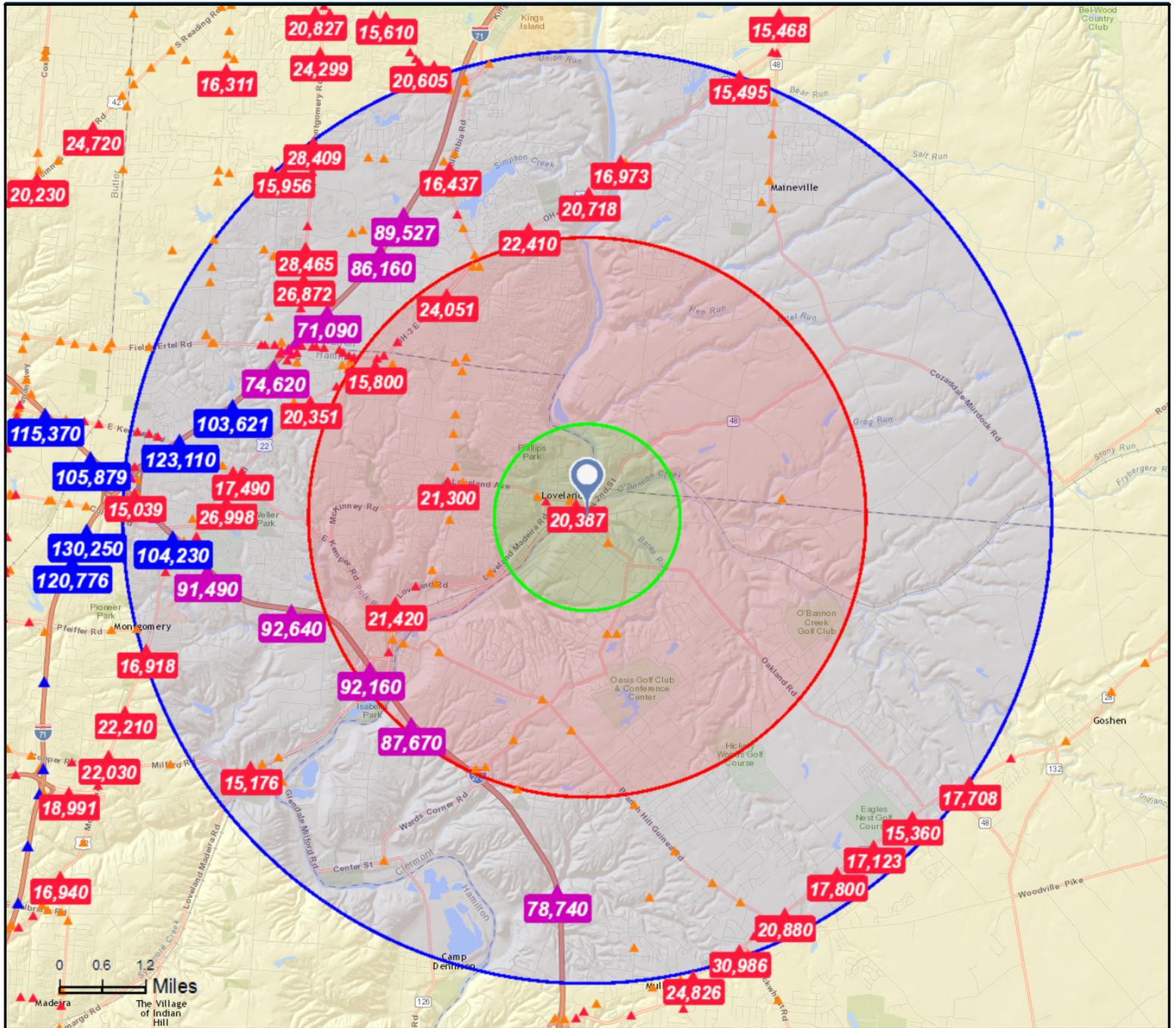
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

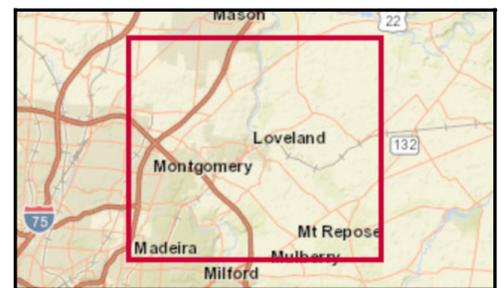
Traffic Count Map

Downtown Loveland
 139 E Broadway St, Loveland, OH, 45140
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.26610
 Longitude: -84.25750



- 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 Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	235	1,078	3,444
Total Employees:	1,716	10,630	53,141
Total Residential Population:	5,715	40,409	101,649
Employee/Residential Population Ratio:	0.3:1	0.26:1	0.52:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	4.3%	48	2.8%	41	3.8%	197	1.9%	90	2.6%	674	1.3%
Construction	19	8.1%	154	9.0%	106	9.8%	566	5.3%	260	7.5%	2,088	3.9%
Manufacturing	3	1.3%	23	1.3%	30	2.8%	518	4.9%	104	3.0%	3,390	6.4%
Transportation	5	2.1%	56	3.3%	20	1.9%	140	1.3%	65	1.9%	444	0.8%
Communication	1	0.4%	4	0.2%	6	0.6%	24	0.2%	24	0.7%	205	0.4%
Utility	1	0.4%	2	0.1%	4	0.4%	8	0.1%	8	0.2%	34	0.1%
Wholesale Trade	4	1.7%	20	1.2%	35	3.2%	385	3.6%	123	3.6%	2,564	4.8%
Retail Trade Summary	46	19.6%	467	27.2%	230	21.3%	3,426	32.2%	810	23.5%	16,036	30.2%
Home Improvement	6	2.6%	25	1.5%	19	1.8%	151	1.4%	42	1.2%	1,052	2.0%
General Merchandise Stores	2	0.9%	9	0.5%	7	0.6%	252	2.4%	25	0.7%	1,390	2.6%
Food Stores	7	3.0%	97	5.7%	27	2.5%	712	6.7%	78	2.3%	1,855	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	3	1.3%	11	0.6%	20	1.9%	216	2.0%	80	2.3%	1,674	3.2%
Apparel & Accessory Stores	1	0.4%	1	0.1%	4	0.4%	22	0.2%	42	1.2%	354	0.7%
Furniture & Home Furnishings	5	2.1%	32	1.9%	30	2.8%	262	2.5%	103	3.0%	1,432	2.7%
Eating & Drinking Places	15	6.4%	226	13.2%	67	6.2%	1,027	9.7%	243	7.1%	5,094	9.6%
Miscellaneous Retail	8	3.4%	67	3.9%	56	5.2%	785	7.4%	196	5.7%	3,187	6.0%
Finance, Insurance, Real Estate Summary	38	16.2%	118	6.9%	158	14.7%	596	5.6%	490	14.2%	5,772	10.9%
Banks, Savings & Lending Institutions	15	6.4%	29	1.7%	65	6.0%	153	1.4%	197	5.7%	3,255	6.1%
Securities Brokers	1	0.4%	22	1.3%	13	1.2%	107	1.0%	50	1.5%	406	0.8%
Insurance Carriers & Agents	10	4.3%	29	1.7%	30	2.8%	132	1.2%	78	2.3%	578	1.1%
Real Estate, Holding, Other Investment Offices	11	4.7%	38	2.2%	50	4.6%	205	1.9%	165	4.8%	1,533	2.9%
Services Summary	87	37.0%	665	38.8%	379	35.2%	4,359	41.0%	1,272	36.9%	20,570	38.7%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	8	0.1%	19	0.6%	571	1.1%
Automotive Services	5	2.1%	19	1.1%	24	2.2%	125	1.2%	84	2.4%	672	1.3%
Motion Pictures & Amusements	7	3.0%	62	3.6%	29	2.7%	292	2.7%	105	3.0%	1,549	2.9%
Health Services	6	2.6%	47	2.7%	38	3.5%	520	4.9%	218	6.3%	5,017	9.4%
Legal Services	1	0.4%	4	0.2%	4	0.4%	23	0.2%	35	1.0%	229	0.4%
Education Institutions & Libraries	5	2.1%	167	9.7%	20	1.9%	759	7.1%	55	1.6%	2,196	4.1%
Other Services	63	26.8%	364	21.2%	262	24.3%	2,631	24.8%	756	22.0%	10,337	19.5%
Government	5	2.1%	48	2.8%	14	1.3%	288	2.7%	46	1.3%	1,086	2.0%
Unclassified Establishments	16	6.8%	110	6.4%	56	5.2%	123	1.2%	152	4.4%	279	0.5%
Totals	235	100.0%	1,716	100.0%	1,078	100.0%	10,630	100.0%	3,444	100.0%	53,141	100.0%

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Business Summary

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	6	0.1%	4	0.1%	17	0.0%
Mining	1	0.4%	4	0.2%	1	0.1%	4	0.0%	3	0.1%	30	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.1%	25	0.0%
Construction	20	8.5%	160	9.3%	112	10.4%	592	5.6%	278	8.1%	2,152	4.0%
Manufacturing	4	1.7%	31	1.8%	34	3.2%	546	5.1%	111	3.2%	3,269	6.2%
Wholesale Trade	3	1.3%	14	0.8%	31	2.9%	365	3.4%	116	3.4%	2,484	4.7%
Retail Trade	30	12.8%	232	13.5%	156	14.5%	2,357	22.2%	541	15.7%	10,756	20.2%
Motor Vehicle & Parts Dealers	2	0.9%	9	0.5%	13	1.2%	185	1.7%	61	1.8%	1,570	3.0%
Furniture & Home Furnishings Stores	2	0.9%	17	1.0%	15	1.4%	96	0.9%	45	1.3%	577	1.1%
Electronics & Appliance Stores	2	0.9%	12	0.7%	12	1.1%	154	1.4%	55	1.6%	832	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	6	2.6%	25	1.5%	19	1.8%	151	1.4%	42	1.2%	1,050	2.0%
Food & Beverage Stores	7	3.0%	93	5.4%	25	2.3%	698	6.6%	57	1.7%	1,713	3.2%
Health & Personal Care Stores	1	0.4%	14	0.8%	14	1.3%	135	1.3%	56	1.6%	580	1.1%
Gasoline Stations	1	0.4%	2	0.1%	7	0.6%	31	0.3%	20	0.6%	103	0.2%
Clothing & Clothing Accessories Stores	1	0.4%	1	0.1%	5	0.5%	25	0.2%	54	1.6%	392	0.7%
Sport Goods, Hobby, Book, & Music Stores	3	1.3%	10	0.6%	11	1.0%	53	0.5%	36	1.0%	365	0.7%
General Merchandise Stores	2	0.9%	9	0.5%	7	0.6%	252	2.4%	25	0.7%	1,390	2.6%
Miscellaneous Store Retailers	5	2.1%	42	2.4%	22	2.0%	558	5.2%	73	2.1%	2,090	3.9%
Nonstore Retailers	0	0.0%	0	0.0%	6	0.6%	20	0.2%	17	0.5%	92	0.2%
Transportation & Warehousing	4	1.7%	53	3.1%	17	1.6%	130	1.2%	40	1.2%	305	0.6%
Information	3	1.3%	29	1.7%	15	1.4%	137	1.3%	55	1.6%	661	1.2%
Finance & Insurance	27	11.5%	80	4.7%	109	10.1%	394	3.7%	327	9.5%	4,277	8.0%
Central Bank/Credit Intermediation & Related Activities	15	6.4%	29	1.7%	66	6.1%	156	1.5%	198	5.7%	3,256	6.1%
Securities, Commodity Contracts & Other Financial	1	0.4%	22	1.3%	13	1.2%	107	1.0%	51	1.5%	443	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	10	4.3%	29	1.7%	30	2.8%	132	1.2%	78	2.3%	578	1.1%
Real Estate, Rental & Leasing	17	7.2%	66	3.8%	60	5.6%	239	2.2%	194	5.6%	1,462	2.8%
Professional, Scientific & Tech Services	23	9.8%	86	5.0%	109	10.1%	484	4.6%	348	10.1%	4,847	9.1%
Legal Services	1	0.4%	5	0.3%	7	0.6%	34	0.3%	42	1.2%	263	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.3%	4	0.0%	8	0.2%	138	0.3%
Administrative & Support & Waste Management & Remediation	15	6.4%	69	4.0%	64	5.9%	1,328	12.5%	173	5.0%	2,607	4.9%
Educational Services	6	2.6%	165	9.6%	25	2.3%	774	7.3%	77	2.2%	2,925	5.5%
Health Care & Social Assistance	11	4.7%	77	4.5%	58	5.4%	733	6.9%	271	7.9%	6,119	11.5%
Arts, Entertainment & Recreation	5	2.1%	76	4.4%	18	1.7%	273	2.6%	71	2.1%	1,302	2.5%
Accommodation & Food Services	15	6.4%	226	13.2%	68	6.3%	1,036	9.7%	269	7.8%	5,727	10.8%
Accommodation	0	0.0%	0	0.0%	1	0.1%	8	0.1%	19	0.6%	571	1.1%
Food Services & Drinking Places	15	6.4%	226	13.2%	67	6.2%	1,028	9.7%	250	7.3%	5,157	9.7%
Other Services (except Public Administration)	31	13.2%	189	11.0%	127	11.8%	814	7.7%	356	10.3%	2,674	5.0%
Automotive Repair & Maintenance	3	1.3%	13	0.8%	16	1.5%	95	0.9%	63	1.8%	544	1.0%
Public Administration	5	2.1%	48	2.8%	14	1.3%	288	2.7%	46	1.3%	1,086	2.0%
Unclassified Establishments	16	6.8%	110	6.4%	56	5.2%	123	1.2%	152	4.4%	279	0.5%
Total	235	100.0%	1,716	100.0%	1,078	100.0%	10,630	100.0%	3,444	100.0%	53,141	100.0%

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Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Summary Demographics

2016 Population	5,715
2016 Households	2,132
2016 Median Disposable Income	\$53,014
2016 Per Capita Income	\$36,694

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	\$112,715,683	\$45,051,537	\$67,664,146	42.9	45
Total Retail Trade	44-45	\$102,239,945	\$36,806,826	\$65,433,119	47.1	30
Total Food & Drink	722	\$10,475,738	\$8,244,711	\$2,231,027	11.9	15

Industry Group

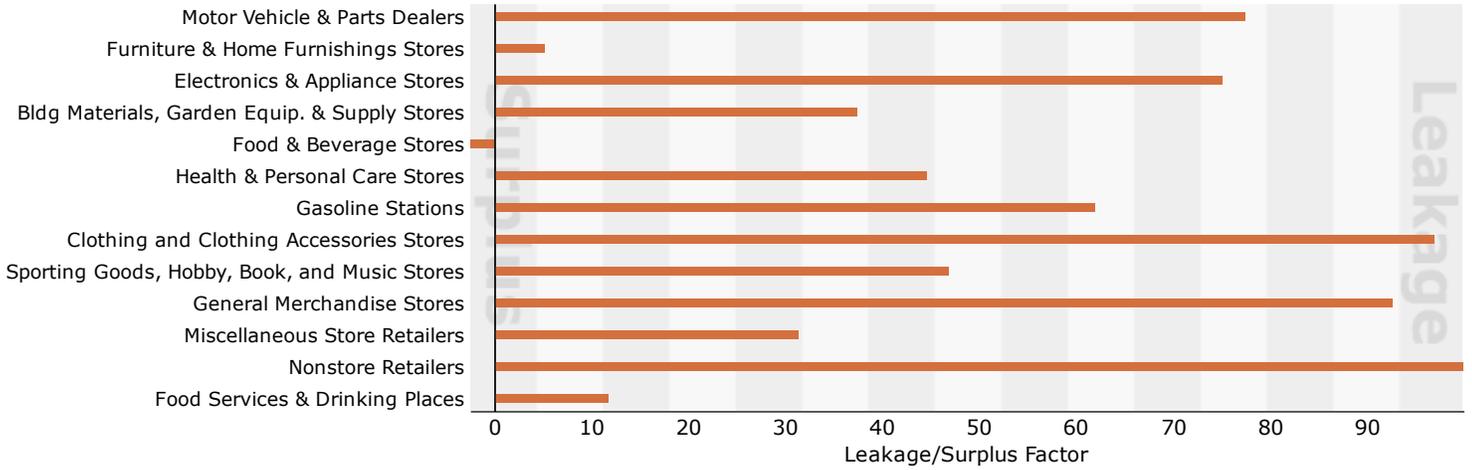
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,247,305	\$2,949,351	\$20,297,954	77.5	3
Automobile Dealers	4411	\$18,934,389	\$2,394,134	\$16,540,255	77.5	2
Other Motor Vehicle Dealers	4412	\$2,600,891	\$0	\$2,600,891	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,712,025	\$555,217	\$1,156,808	51.0	1
Furniture & Home Furnishings Stores	442	\$2,779,286	\$2,498,630	\$280,656	5.3	2
Furniture Stores	4421	\$1,818,363	\$1,716,057	\$102,306	2.9	1
Home Furnishings Stores	4422	\$960,923	\$782,574	\$178,349	10.2	1
Electronics & Appliance Stores	443	\$5,727,950	\$811,905	\$4,916,045	75.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,918,377	\$2,233,666	\$2,684,711	37.5	7
Bldg Material & Supplies Dealers	4441	\$4,239,962	\$1,989,740	\$2,250,222	36.1	6
Lawn & Garden Equip & Supply Stores	4442	\$678,415	\$0	\$678,415	100.0	0
Food & Beverage Stores	445	\$18,139,674	\$19,054,948	-\$915,274	-2.5	6
Grocery Stores	4451	\$16,728,216	\$16,999,913	-\$271,697	-0.8	3
Specialty Food Stores	4452	\$879,100	\$1,612,540	-\$733,440	-29.4	3
Beer, Wine & Liquor Stores	4453	\$532,357	\$0	\$532,357	100.0	0
Health & Personal Care Stores	446,4461	\$7,448,870	\$2,842,892	\$4,605,978	44.8	1
Gasoline Stations	447,4471	\$7,048,563	\$1,651,181	\$5,397,382	62.0	1
Clothing & Clothing Accessories Stores	448	\$4,587,333	\$70,860	\$4,516,473	97.0	1
Clothing Stores	4481	\$2,895,970	\$70,860	\$2,825,110	95.2	1
Shoe Stores	4482	\$551,939	\$0	\$551,939	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,139,424	\$0	\$1,139,424	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,388,866	\$1,226,002	\$2,162,864	46.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,736,352	\$1,069,420	\$1,666,932	43.8	3
Book, Periodical & Music Stores	4512	\$652,514	\$0	\$652,514	100.0	0
General Merchandise Stores	452	\$18,711,910	\$720,870	\$17,991,040	92.6	1
Department Stores Excluding Leased Depts.	4521	\$14,812,461	\$0	\$14,812,461	100.0	0
Other General Merchandise Stores	4529	\$3,899,449	\$720,870	\$3,178,579	68.8	1
Miscellaneous Store Retailers	453	\$4,712,794	\$2,456,112	\$2,256,682	31.5	4
Florists	4531	\$193,956	\$0	\$193,956	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,121,637	\$714,945	\$406,692	22.1	1
Used Merchandise Stores	4533	\$713,980	\$1,208,264	-\$494,284	-25.7	2
Other Miscellaneous Store Retailers	4539	\$2,683,222	\$532,903	\$2,150,319	66.9	1
Nonstore Retailers	454	\$1,529,017	\$0	\$1,529,017	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$882,157	\$0	\$882,157	100.0	0
Vending Machine Operators	4542	\$161,970	\$0	\$161,970	100.0	0
Direct Selling Establishments	4543	\$484,889	\$0	\$484,889	100.0	0
Food Services & Drinking Places	722	\$10,475,738	\$8,244,711	\$2,231,027	11.9	15
Full-Service Restaurants	7221	\$5,233,068	\$5,659,405	-\$426,337	-3.9	8
Limited-Service Eating Places	7222	\$4,631,645	\$1,772,849	\$2,858,796	44.6	4
Special Food Services	7223	\$287,807	\$0	\$287,807	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$323,219	\$758,234	-\$435,015	-40.2	2

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

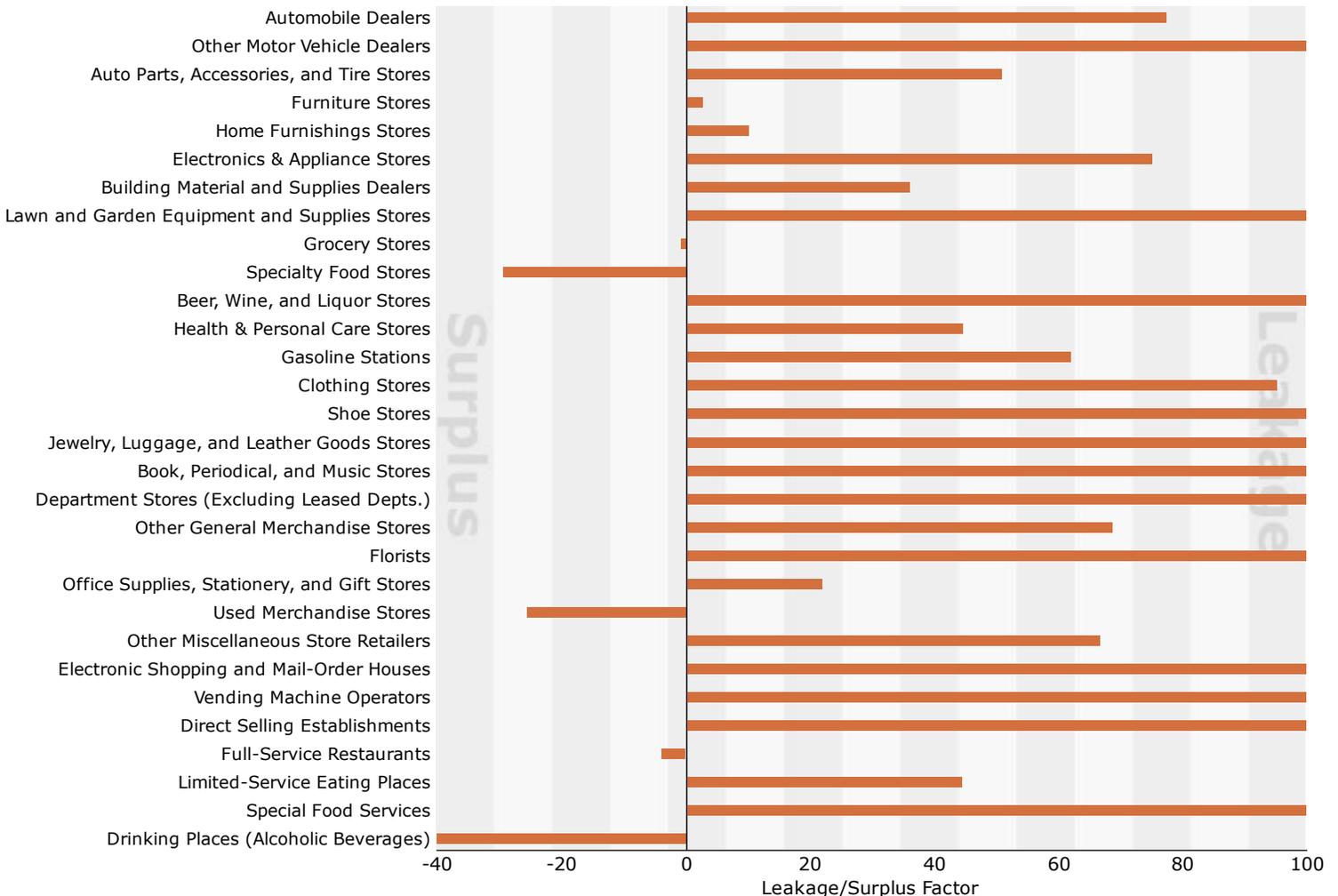
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Summary Demographics

2016 Population	40,409
2016 Households	15,038
2016 Median Disposable Income	\$66,372
2016 Per Capita Income	\$42,444

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	\$907,602,534	\$527,927,896	\$379,674,638	26.4	209
Total Retail Trade	44-45	\$822,853,055	\$490,379,414	\$332,473,641	25.3	142
Total Food & Drink	722	\$84,749,479	\$37,548,482	\$47,200,997	38.6	67

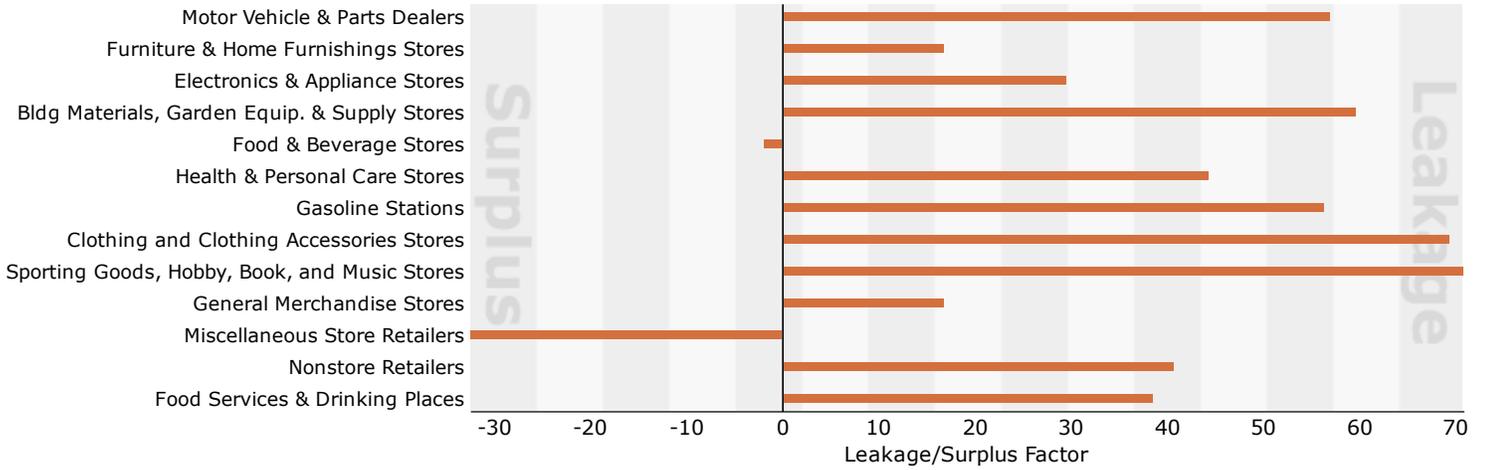
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$187,047,488	\$51,219,910	\$135,827,578	57.0	14
Automobile Dealers	4411	\$151,876,689	\$45,624,612	\$106,252,077	53.8	6
Other Motor Vehicle Dealers	4412	\$21,302,994	\$0	\$21,302,994	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$13,867,806	\$5,595,298	\$8,272,508	42.5	8
Furniture & Home Furnishings Stores	442	\$22,381,757	\$15,937,965	\$6,443,792	16.8	15
Furniture Stores	4421	\$14,566,657	\$11,375,407	\$3,191,250	12.3	7
Home Furnishings Stores	4422	\$7,815,100	\$4,562,557	\$3,252,543	26.3	8
Electronics & Appliance Stores	443	\$46,298,118	\$25,189,801	\$21,108,317	29.5	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,752,336	\$10,234,615	\$30,517,721	59.9	18
Bldg Material & Supplies Dealers	4441	\$35,191,432	\$7,707,393	\$27,484,039	64.1	16
Lawn & Garden Equip & Supply Stores	4442	\$5,560,904	\$2,527,222	\$3,033,682	37.5	2
Food & Beverage Stores	445	\$145,282,123	\$151,297,110	-\$6,014,987	-2.0	24
Grocery Stores	4451	\$133,957,249	\$143,097,179	-\$9,139,930	-3.3	14
Specialty Food Stores	4452	\$7,036,920	\$4,256,537	\$2,780,383	24.6	7
Beer, Wine & Liquor Stores	4453	\$4,287,954	\$3,943,394	\$344,560	4.2	4
Health & Personal Care Stores	446,4461	\$60,067,562	\$23,156,360	\$36,911,202	44.4	10
Gasoline Stations	447,4471	\$55,971,510	\$15,584,987	\$40,386,523	56.4	6
Clothing & Clothing Accessories Stores	448	\$37,032,471	\$6,677,432	\$30,355,039	69.4	5
Clothing Stores	4481	\$23,311,014	\$5,351,787	\$17,959,227	62.7	3
Shoe Stores	4482	\$4,394,382	\$1,282,782	\$3,111,600	54.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$9,327,076	\$0	\$9,327,076	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$27,352,155	\$4,652,208	\$22,699,947	70.9	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,124,610	\$3,947,774	\$18,176,836	69.7	8
Book, Periodical & Music Stores	4512	\$5,227,545	\$704,434	\$4,523,111	76.2	1
General Merchandise Stores	452	\$150,284,614	\$106,829,142	\$43,455,472	16.9	6
Department Stores Excluding Leased Depts.	4521	\$119,024,047	\$13,225,473	\$105,798,574	80.0	1
Other General Merchandise Stores	4529	\$31,260,568	\$93,603,669	-\$62,343,101	-49.9	6
Miscellaneous Store Retailers	453	\$37,901,957	\$74,349,367	-\$36,447,410	-32.5	19
Florists	4531	\$1,608,712	\$1,627,914	-\$19,202	-0.6	2
Office Supplies, Stationery & Gift Stores	4532	\$9,082,462	\$2,544,425	\$6,538,037	56.2	4
Used Merchandise Stores	4533	\$5,740,930	\$2,405,561	\$3,335,369	40.9	6
Other Miscellaneous Store Retailers	4539	\$21,469,854	\$67,771,467	-\$46,301,613	-51.9	7
Nonstore Retailers	454	\$12,480,962	\$5,250,517	\$7,230,445	40.8	5
Electronic Shopping & Mail-Order Houses	4541	\$7,144,301	\$3,325,048	\$3,819,253	36.5	3
Vending Machine Operators	4542	\$1,297,513	\$1,696,455	-\$398,942	-13.3	1
Direct Selling Establishments	4543	\$4,039,148	\$0	\$4,039,148	100.0	0
Food Services & Drinking Places	722	\$84,749,479	\$37,548,482	\$47,200,997	38.6	67
Full-Service Restaurants	7221	\$42,406,582	\$22,189,025	\$20,217,557	31.3	38
Limited-Service Eating Places	7222	\$37,390,761	\$12,216,482	\$25,174,279	50.7	22
Special Food Services	7223	\$2,320,490	\$390,383	\$1,930,107	71.2	3
Drinking Places - Alcoholic Beverages	7224	\$2,631,647	\$2,752,593	-\$120,946	-2.2	4

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.

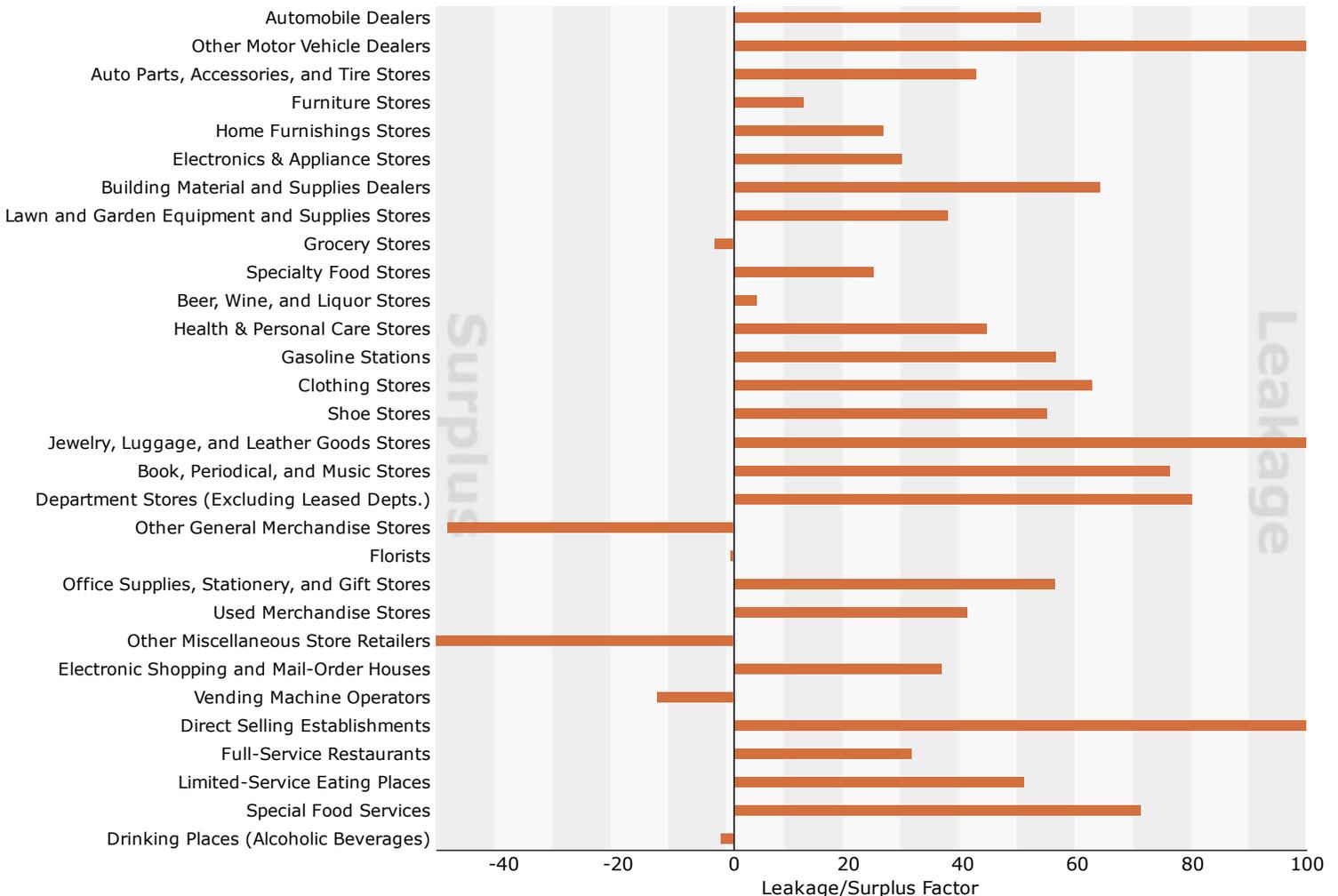
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Summary Demographics

2016 Population	101,649
2016 Households	38,409
2016 Median Disposable Income	\$65,222
2016 Per Capita Income	\$43,034

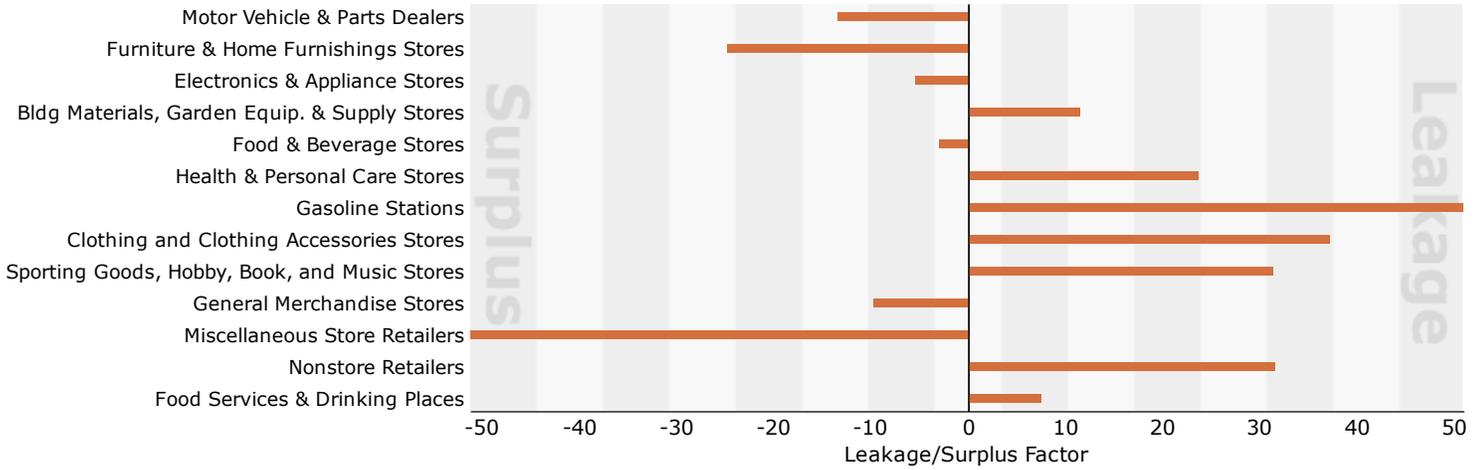
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,285,955,605	\$2,484,728,298	-\$198,772,693	-4.2	760
Total Retail Trade	44-45	\$2,072,583,938	\$2,301,785,223	-\$229,201,285	-5.2	509
Total Food & Drink	722	\$213,371,666	\$182,943,076	\$30,428,590	7.7	251

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$471,698,537	\$618,631,872	-\$146,933,335	-13.5	64
Automobile Dealers	4411	\$383,230,464	\$594,775,393	-\$211,544,929	-21.6	37
Other Motor Vehicle Dealers	4412	\$53,547,272	\$3,099,418	\$50,447,854	89.1	3
Auto Parts, Accessories & Tire Stores	4413	\$34,920,801	\$20,757,061	\$14,163,740	25.4	24
Furniture & Home Furnishings Stores	442	\$56,316,159	\$93,500,566	-\$37,184,407	-24.8	51
Furniture Stores	4421	\$36,637,051	\$72,318,745	-\$35,681,694	-32.7	25
Home Furnishings Stores	4422	\$19,679,108	\$21,181,821	-\$1,502,713	-3.7	26
Electronics & Appliance Stores	443	\$116,624,049	\$130,001,797	-\$13,377,748	-5.4	53
Bldg Materials, Garden Equip. & Supply Stores	444	\$102,640,720	\$81,301,899	\$21,338,821	11.6	38
Bldg Material & Supplies Dealers	4441	\$88,725,188	\$77,290,322	\$11,434,866	6.9	32
Lawn & Garden Equip & Supply Stores	4442	\$13,915,531	\$4,011,577	\$9,903,954	55.2	6
Food & Beverage Stores	445	\$365,719,257	\$388,398,832	-\$22,679,575	-3.0	61
Grocery Stores	4451	\$337,203,050	\$368,238,880	-\$31,035,830	-4.4	37
Specialty Food Stores	4452	\$17,709,680	\$13,446,562	\$4,263,118	13.7	18
Beer, Wine & Liquor Stores	4453	\$10,806,527	\$6,713,390	\$4,093,137	23.4	6
Health & Personal Care Stores	446,4461	\$151,025,850	\$92,850,356	\$58,175,494	23.9	41
Gasoline Stations	447,4471	\$141,208,732	\$45,721,331	\$95,487,401	51.1	18
Clothing & Clothing Accessories Stores	448	\$93,296,103	\$42,545,649	\$50,750,454	37.4	47
Clothing Stores	4481	\$58,657,546	\$30,966,235	\$27,691,311	30.9	30
Shoe Stores	4482	\$11,082,075	\$8,330,254	\$2,751,821	14.2	10
Jewelry, Luggage & Leather Goods Stores	4483	\$23,556,482	\$3,249,160	\$20,307,322	75.8	7
Sporting Goods, Hobby, Book & Music Stores	451	\$69,040,352	\$35,977,889	\$33,062,463	31.5	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$55,903,838	\$27,544,102	\$28,359,736	34.0	25
Book, Periodical & Music Stores	4512	\$13,136,514	\$8,433,787	\$4,702,727	21.8	7
General Merchandise Stores	452	\$378,431,717	\$461,055,394	-\$82,623,677	-9.8	25
Department Stores Excluding Leased Depts.	4521	\$299,728,092	\$236,725,862	\$63,002,230	11.7	11
Other General Merchandise Stores	4529	\$78,703,625	\$224,329,533	-\$145,625,908	-48.1	13
Miscellaneous Store Retailers	453	\$95,330,504	\$295,572,580	-\$200,242,076	-51.2	65
Florists	4531	\$4,016,664	\$2,220,763	\$1,795,901	28.8	5
Office Supplies, Stationery & Gift Stores	4532	\$22,833,079	\$10,203,533	\$12,629,546	38.2	15
Used Merchandise Stores	4533	\$14,440,036	\$5,449,496	\$8,990,540	45.2	14
Other Miscellaneous Store Retailers	4539	\$54,040,725	\$277,698,788	-\$223,658,063	-67.4	30
Nonstore Retailers	454	\$31,251,959	\$16,227,059	\$15,024,900	31.6	15
Electronic Shopping & Mail-Order Houses	4541	\$17,966,844	\$8,337,221	\$9,629,623	36.6	7
Vending Machine Operators	4542	\$3,266,194	\$5,929,503	-\$2,663,309	-29.0	4
Direct Selling Establishments	4543	\$10,018,922	\$1,960,335	\$8,058,587	67.3	5
Food Services & Drinking Places	722	\$213,371,666	\$182,943,076	\$30,428,590	7.7	251
Full-Service Restaurants	7221	\$106,709,072	\$89,535,283	\$17,173,789	8.8	135
Limited-Service Eating Places	7222	\$94,235,056	\$84,021,014	\$10,214,042	5.7	93
Special Food Services	7223	\$5,786,595	\$4,431,943	\$1,354,652	13.3	10
Drinking Places - Alcoholic Beverages	7224	\$6,640,944	\$4,954,835	\$1,686,109	14.5	12

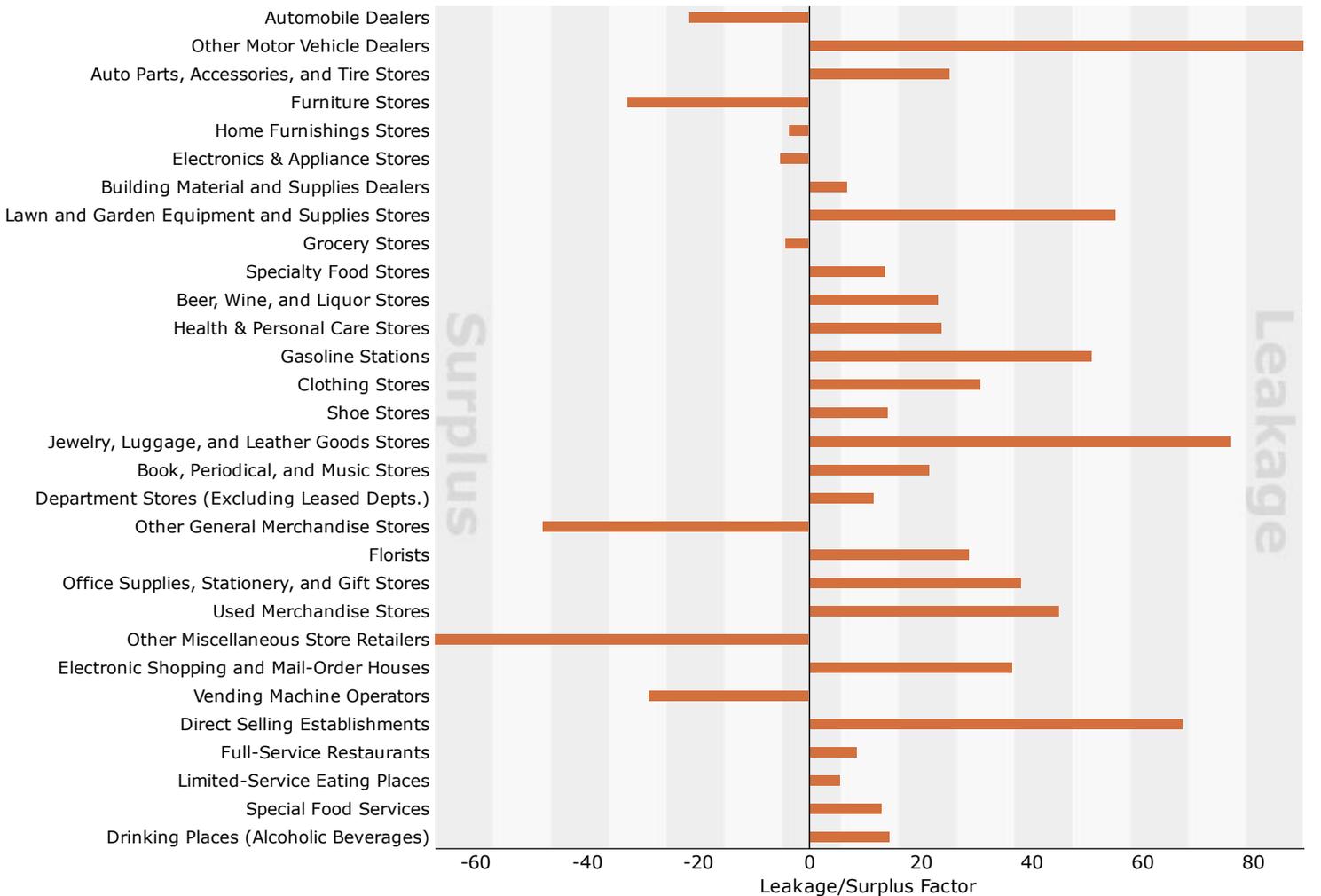
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<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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 Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Demographic Summary		2016	2021
Population		5,715	5,872
Population 18+		4,103	4,323
Households		2,132	2,194
Median Household Income		\$65,063	\$74,692

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,993	48.6%	103
Bought any women's clothing in last 12 months	1,947	47.5%	108
Bought clothing for child <13 years in last 6 months	1,264	30.8%	112
Bought any shoes in last 12 months	2,353	57.3%	106
Bought costume jewelry in last 12 months	885	21.6%	110
Bought any fine jewelry in last 12 months	789	19.2%	105
Bought a watch in last 12 months	471	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	1,923	90.2%	105
HH bought/leased new vehicle last 12 mo	289	13.6%	144
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,724	90.8%	107
Bought/changed motor oil in last 12 months	2,109	51.4%	105
Had tune-up in last 12 months	1,313	32.0%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,772	67.6%	103
Drank regular cola in last 6 months	1,747	42.6%	95
Drank beer/ale in last 6 months	1,777	43.3%	102
Cameras (Adults)			
Own digital point & shoot camera	1,344	32.8%	112
Own digital single-lens reflex (SLR) camera	431	10.5%	122
Bought any camera in last 12 months	237	5.8%	101
Printed digital photos in last 12 months	113	2.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,573	38.3%	106
Have a smartphone	2,710	66.0%	112
Have a smartphone: Android phone (any brand)	1,203	29.3%	109
Have a smartphone: Apple iPhone	1,250	30.5%	118
Number of cell phones in household: 1	510	23.9%	74
Number of cell phones in household: 2	869	40.8%	109
Number of cell phones in household: 3+	667	31.3%	123
HH has cell phone only (no landline telephone)	864	40.5%	97
Computers (Households)			
HH owns a computer	1,759	82.5%	107
HH owns desktop computer	1,086	50.9%	112
HH owns laptop/notebook	1,258	59.0%	109
HH owns any Apple/Mac brand computer	357	16.7%	111
HH owns any PC/non-Apple brand computer	1,555	72.9%	107
HH purchased most recent computer in a store	871	40.9%	109
HH purchased most recent computer online	323	15.2%	116
Spent <\$500 on most recent home computer	303	14.2%	98
Spent \$500-\$999 on most recent home computer	434	20.4%	107
Spent \$1,000-\$1,499 on most recent home computer	245	11.5%	121
Spent \$1,500-\$1,999 on most recent home computer	117	5.5%	120
Spent \$2,000+ on most recent home computer	105	4.9%	126

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,222	54.2%	107
Bought brewed coffee at convenience store in last 30 days	642	15.6%	100
Bought cigarettes at convenience store in last 30 days	523	12.7%	102
Bought gas at convenience store in last 30 days	1,476	36.0%	109
Spent at convenience store in last 30 days: <\$20	338	8.2%	102
Spent at convenience store in last 30 days: \$20-\$39	394	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	299	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	195	4.8%	107
Spent at convenience store in last 30 days: \$100+	984	24.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	2,600	63.4%	107
Went to live theater in last 12 months	593	14.5%	111
Went to a bar/night club in last 12 months	762	18.6%	111
Dined out in last 12 months	2,111	51.5%	115
Gambled at a casino in last 12 months	572	13.9%	102
Visited a theme park in last 12 months	797	19.4%	110
Viewed movie (video-on-demand) in last 30 days	851	20.7%	122
Viewed TV show (video-on-demand) in last 30 days	664	16.2%	125
Watched any pay-per-view TV in last 12 months	584	14.2%	108
Downloaded a movie over the Internet in last 30 days	309	7.5%	105
Downloaded any individual song in last 6 months	930	22.7%	111
Watched a movie online in the last 30 days	653	15.9%	100
Watched a TV program online in last 30 days	657	16.0%	107
Played a video/electronic game (console) in last 12 months	471	11.5%	110
Played a video/electronic game (portable) in last 12 months	156	3.8%	83
Financial (Adults)			
Have home mortgage (1st)	1,589	38.7%	125
Used ATM/cash machine in last 12 months	2,256	55.0%	112
Own any stock	375	9.1%	119
Own U.S. savings bond	232	5.7%	107
Own shares in mutual fund (stock)	390	9.5%	131
Own shares in mutual fund (bonds)	269	6.6%	135
Have interest checking account	1,309	31.9%	113
Have non-interest checking account	1,283	31.3%	111
Have savings account	2,441	59.5%	110
Have 401K retirement savings plan	801	19.5%	134
Own/used any credit/debit card in last 12 months	3,241	79.0%	106
Avg monthly credit card expenditures: <\$111	526	12.8%	111
Avg monthly credit card expenditures: \$111-\$225	242	5.9%	86
Avg monthly credit card expenditures: \$226-\$450	284	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	232	5.7%	106
Avg monthly credit card expenditures: \$701-\$1,000	183	4.5%	103
Avg monthly credit card expenditures: \$1,001+	503	12.3%	135
Did banking online in last 12 months	1,809	44.1%	124
Did banking on mobile device in last 12 months	719	17.5%	125
Paid bills online in last 12 months	2,077	50.6%	118

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,550	72.7%	105
Used bread in last 6 months	2,013	94.4%	101
Used chicken (fresh or frozen) in last 6 months	1,526	71.6%	104
Used turkey (fresh or frozen) in last 6 months	348	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,168	54.8%	100
Used fresh fruit/vegetables in last 6 months	1,856	87.1%	102
Used fresh milk in last 6 months	1,921	90.1%	102
Used organic food in last 6 months	380	17.8%	91
Health (Adults)			
Exercise at home 2+ times per week	1,208	29.4%	104
Exercise at club 2+ times per week	628	15.3%	118
Visited a doctor in last 12 months	3,209	78.2%	103
Used vitamin/dietary supplement in last 6 months	2,184	53.2%	101
Home (Households)			
Any home improvement in last 12 months	677	31.8%	118
Used housekeeper/maid/professional HH cleaning service in last 12	299	14.0%	107
Purchased low ticket HH furnishings in last 12 months	363	17.0%	106
Purchased big ticket HH furnishings in last 12 months	494	23.2%	111
Bought any small kitchen appliance in last 12 months	493	23.1%	104
Bought any large kitchen appliance in last 12 months	310	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	1,973	48.1%	113
Carry medical/hospital/accident insurance	2,771	67.5%	103
Carry homeowner insurance	2,252	54.9%	117
Carry renter's insurance	291	7.1%	87
Have auto insurance: 1 vehicle in household covered	548	25.7%	83
Have auto insurance: 2 vehicles in household covered	679	31.8%	112
Have auto insurance: 3+ vehicles in household covered	576	27.0%	124
Pets (Households)			
Household owns any pet	1,299	60.9%	113
Household owns any cat	541	25.4%	113
Household owns any dog	995	46.7%	115
Psychographics (Adults)			
Buying American is important to me	1,770	43.1%	102
Usually buy items on credit rather than wait	472	11.5%	98
Usually buy based on quality - not price	758	18.5%	103
Price is usually more important than brand name	1,087	26.5%	101
Usually use coupons for brands I buy often	794	19.4%	102
Am interested in how to help the environment	602	14.7%	90
Usually pay more for environ safe product	479	11.7%	91
Usually value green products over convenience	373	9.1%	86
Likely to buy a brand that supports a charity	1,384	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	659	16.1%	121
Bought hardcover book in last 12 months	926	22.6%	108
Bought paperback book in last 12 month	1,391	33.9%	108
Read any daily newspaper (paper version)	1,068	26.0%	99
Read any digital newspaper in last 30 days	1,565	38.1%	115
Read any magazine (paper/electronic version) in last 6 months	3,845	93.7%	103

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Retail Market Potential

Downtown Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

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	3,268	79.6%	107
Went to family restaurant/steak house: 4+ times a month	1,214	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	3,762	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,680	40.9%	104
Fast food/drive-in last 6 months: eat in	1,626	39.6%	109
Fast food/drive-in last 6 months: home delivery	320	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	2,152	52.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	826	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,515	36.9%	116
Own e-reader/tablet: iPad	768	18.7%	122
Own any portable MP3 player	1,477	36.0%	117
HH owns 1 TV	362	17.0%	83
HH owns 2 TVs	519	24.3%	94
HH owns 3 TVs	495	23.2%	109
HH owns 4+ TVs	477	22.4%	118
HH subscribes to cable TV	1,055	49.5%	100
HH subscribes to fiber optic	178	8.3%	110
HH has satellite dish	587	27.5%	108
HH owns DVD/Blu-ray player	1,387	65.1%	108
HH owns camcorder	354	16.6%	119
HH owns portable GPS navigation device	681	31.9%	116
HH purchased video game system in last 12 mos	160	7.5%	95
HH owns Internet video device for TV	163	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	2,316	56.4%	113
Took 3+ domestic non-business trips in last 12 months	538	13.1%	118
Spent on domestic vacations in last 12 months: <\$1,000	430	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	272	6.6%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	167	4.1%	114
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	226	5.5%	141
Spent on domestic vacations in last 12 months: \$3,000+	298	7.3%	132
Domestic travel in the 12 months: used general travel website	337	8.2%	121
Foreign travel in last 3 years	1,101	26.8%	111
Took 3+ foreign trips by plane in last 3 years	199	4.9%	108
Spent on foreign vacations in last 12 months: <\$1,000	173	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	144	3.5%	108
Spent on foreign vacations in last 12 months: \$3,000+	257	6.3%	126
Foreign travel in last 3 years: used general travel website	243	5.9%	106
Nights spent in hotel/motel in last 12 months: any	1,921	46.8%	115
Took cruise of more than one day in last 3 years	414	10.1%	120
Member of any frequent flyer program	862	21.0%	129
Member of any hotel rewards program	774	18.9%	134

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

Demographic Summary	2016	2021
Population	40,409	41,518
Population 18+	29,883	31,537
Households	15,038	15,474
Median Household Income	\$88,043	\$98,795

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,301	51.2%	108
Bought any women's clothing in last 12 months	14,001	46.9%	107
Bought clothing for child <13 years in last 6 months	8,820	29.5%	107
Bought any shoes in last 12 months	17,379	58.2%	108
Bought costume jewelry in last 12 months	6,628	22.2%	114
Bought any fine jewelry in last 12 months	5,820	19.5%	106
Bought a watch in last 12 months	3,709	12.4%	113
Automobiles (Households)			
HH owns/leases any vehicle	13,897	92.4%	108
HH bought/leased new vehicle last 12 mo	2,093	13.9%	148
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,468	91.9%	108
Bought/changed motor oil in last 12 months	14,839	49.7%	101
Had tune-up in last 12 months	9,689	32.4%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,270	67.8%	104
Drank regular cola in last 6 months	12,107	40.5%	90
Drank beer/ale in last 6 months	13,772	46.1%	108
Cameras (Adults)			
Own digital point & shoot camera	10,759	36.0%	124
Own digital single-lens reflex (SLR) camera	3,495	11.7%	136
Bought any camera in last 12 months	1,900	6.4%	112
Printed digital photos in last 12 months	894	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,290	37.8%	105
Have a smartphone	20,114	67.3%	114
Have a smartphone: Android phone (any brand)	8,032	26.9%	100
Have a smartphone: Apple iPhone	10,318	34.5%	134
Number of cell phones in household: 1	3,526	23.4%	73
Number of cell phones in household: 2	6,098	40.6%	108
Number of cell phones in household: 3+	4,975	33.1%	130
HH has cell phone only (no landline telephone)	5,269	35.0%	84
Computers (Households)			
HH owns a computer	12,959	86.2%	112
HH owns desktop computer	8,042	53.5%	118
HH owns laptop/notebook	9,325	62.0%	114
HH owns any Apple/Mac brand computer	2,944	19.6%	130
HH owns any PC/non-Apple brand computer	11,371	75.6%	111
HH purchased most recent computer in a store	6,539	43.5%	116
HH purchased most recent computer online	2,368	15.7%	120
Spent <\$500 on most recent home computer	2,058	13.7%	94
Spent \$500-\$999 on most recent home computer	3,390	22.5%	118
Spent \$1,000-\$1,499 on most recent home computer	1,854	12.3%	130
Spent \$1,500-\$1,999 on most recent home computer	916	6.1%	134
Spent \$2,000+ on most recent home computer	792	5.3%	134

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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	16,449	55.0%	108
Bought brewed coffee at convenience store in last 30 days	4,882	16.3%	104
Bought cigarettes at convenience store in last 30 days	2,973	9.9%	80
Bought gas at convenience store in last 30 days	10,424	34.9%	106
Spent at convenience store in last 30 days: <\$20	2,872	9.6%	119
Spent at convenience store in last 30 days: \$20-\$39	2,787	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	2,341	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	1,252	4.2%	95
Spent at convenience store in last 30 days: \$100+	6,817	22.8%	100
Entertainment (Adults)			
Attended a movie in last 6 months	19,520	65.3%	110
Went to live theater in last 12 months	4,799	16.1%	124
Went to a bar/night club in last 12 months	5,559	18.6%	111
Dined out in last 12 months	16,262	54.4%	121
Gambled at a casino in last 12 months	4,520	15.1%	110
Visited a theme park in last 12 months	6,276	21.0%	119
Viewed movie (video-on-demand) in last 30 days	6,600	22.1%	130
Viewed TV show (video-on-demand) in last 30 days	4,967	16.6%	129
Watched any pay-per-view TV in last 12 months	4,458	14.9%	113
Downloaded a movie over the Internet in last 30 days	2,309	7.7%	108
Downloaded any individual song in last 6 months	7,196	24.1%	118
Watched a movie online in the last 30 days	4,754	15.9%	100
Watched a TV program online in last 30 days	4,918	16.5%	110
Played a video/electronic game (console) in last 12 months	2,998	10.0%	96
Played a video/electronic game (portable) in last 12 months	1,314	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	12,619	42.2%	136
Used ATM/cash machine in last 12 months	16,980	56.8%	116
Own any stock	3,343	11.2%	146
Own U.S. savings bond	1,985	6.6%	125
Own shares in mutual fund (stock)	3,383	11.3%	156
Own shares in mutual fund (bonds)	2,272	7.6%	156
Have interest checking account	10,900	36.5%	129
Have non-interest checking account	9,149	30.6%	108
Have savings account	18,779	62.8%	116
Have 401K retirement savings plan	6,222	20.8%	143
Own/used any credit/debit card in last 12 months	24,648	82.5%	111
Avg monthly credit card expenditures: <\$111	3,592	12.0%	104
Avg monthly credit card expenditures: \$111-\$225	2,047	6.9%	99
Avg monthly credit card expenditures: \$226-\$450	2,229	7.5%	118
Avg monthly credit card expenditures: \$451-\$700	2,005	6.7%	126
Avg monthly credit card expenditures: \$701-\$1,000	1,656	5.5%	129
Avg monthly credit card expenditures: \$1,001+	4,230	14.2%	156
Did banking online in last 12 months	13,668	45.7%	128
Did banking on mobile device in last 12 months	5,246	17.6%	125
Paid bills online in last 12 months	15,457	51.7%	120

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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	10,897	72.5%	104
Used bread in last 6 months	14,260	94.8%	101
Used chicken (fresh or frozen) in last 6 months	10,897	72.5%	105
Used turkey (fresh or frozen) in last 6 months	2,646	17.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	8,465	56.3%	103
Used fresh fruit/vegetables in last 6 months	13,290	88.4%	103
Used fresh milk in last 6 months	13,501	89.8%	102
Used organic food in last 6 months	3,146	20.9%	106
Health (Adults)			
Exercise at home 2+ times per week	9,729	32.6%	115
Exercise at club 2+ times per week	5,136	17.2%	132
Visited a doctor in last 12 months	24,153	80.8%	107
Used vitamin/dietary supplement in last 6 months	17,157	57.4%	109
Home (Households)			
Any home improvement in last 12 months	5,197	34.6%	129
Used housekeeper/maid/professional HH cleaning service in last 12	2,506	16.7%	127
Purchased low ticket HH furnishings in last 12 months	2,745	18.3%	114
Purchased big ticket HH furnishings in last 12 months	3,539	23.5%	113
Bought any small kitchen appliance in last 12 months	3,626	24.1%	109
Bought any large kitchen appliance in last 12 months	2,268	15.1%	118
Insurance (Adults/Households)			
Currently carry life insurance	15,057	50.4%	118
Carry medical/hospital/accident insurance	21,467	71.8%	110
Carry homeowner insurance	17,777	59.5%	126
Carry renter's insurance	2,354	7.9%	97
Have auto insurance: 1 vehicle in household covered	3,678	24.5%	79
Have auto insurance: 2 vehicles in household covered	4,963	33.0%	116
Have auto insurance: 3+ vehicles in household covered	4,572	30.4%	139
Pets (Households)			
Household owns any pet	9,057	60.2%	112
Household owns any cat	3,659	24.3%	108
Household owns any dog	6,929	46.1%	113
Psychographics (Adults)			
Buying American is important to me	12,707	42.5%	100
Usually buy items on credit rather than wait	3,393	11.4%	97
Usually buy based on quality - not price	5,399	18.1%	101
Price is usually more important than brand name	7,463	25.0%	95
Usually use coupons for brands I buy often	5,596	18.7%	99
Am interested in how to help the environment	4,420	14.8%	91
Usually pay more for environ safe product	3,391	11.3%	89
Usually value green products over convenience	2,589	8.7%	82
Likely to buy a brand that supports a charity	10,069	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	5,247	17.6%	133
Bought hardcover book in last 12 months	7,139	23.9%	114
Bought paperback book in last 12 month	10,593	35.4%	113
Read any daily newspaper (paper version)	8,130	27.2%	104
Read any digital newspaper in last 30 days	11,705	39.2%	118
Read any magazine (paper/electronic version) in last 6 months	28,107	94.1%	104

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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	24,180	80.9%	109
Went to family restaurant/steak house: 4+ times a month	9,430	31.6%	115
Went to fast food/drive-in restaurant in last 6 months	27,433	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,314	41.2%	104
Fast food/drive-in last 6 months: eat in	11,993	40.1%	110
Fast food/drive-in last 6 months: home delivery	2,140	7.2%	93
Fast food/drive-in last 6 months: take-out/drive-thru	15,255	51.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	6,450	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,079	40.4%	127
Own e-reader/tablet: iPad	6,497	21.7%	142
Own any portable MP3 player	11,470	38.4%	125
HH owns 1 TV	2,303	15.3%	75
HH owns 2 TVs	3,724	24.8%	95
HH owns 3 TVs	3,604	24.0%	112
HH owns 4+ TVs	3,691	24.5%	130
HH subscribes to cable TV	7,580	50.4%	101
HH subscribes to fiber optic	1,615	10.7%	141
HH has satellite dish	3,938	26.2%	103
HH owns DVD/Blu-ray player	10,134	67.4%	111
HH owns camcorder	2,806	18.7%	134
HH owns portable GPS navigation device	5,377	35.8%	130
HH purchased video game system in last 12 mos	1,170	7.8%	98
HH owns Internet video device for TV	1,323	8.8%	125
Travel (Adults)			
Domestic travel in last 12 months	18,454	61.8%	123
Took 3+ domestic non-business trips in last 12 months	4,458	14.9%	134
Spent on domestic vacations in last 12 months: <\$1,000	3,506	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,084	7.0%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,356	4.5%	127
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,781	6.0%	153
Spent on domestic vacations in last 12 months: \$3,000+	2,678	9.0%	163
Domestic travel in the 12 months: used general travel website	2,578	8.6%	127
Foreign travel in last 3 years	9,306	31.1%	129
Took 3+ foreign trips by plane in last 3 years	1,847	6.2%	137
Spent on foreign vacations in last 12 months: <\$1,000	1,643	5.5%	132
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,145	3.8%	118
Spent on foreign vacations in last 12 months: \$3,000+	2,242	7.5%	151
Foreign travel in last 3 years: used general travel website	2,184	7.3%	131
Nights spent in hotel/motel in last 12 months: any	15,355	51.4%	127
Took cruise of more than one day in last 3 years	3,557	11.9%	142
Member of any frequent flyer program	7,661	25.6%	157
Member of any hotel rewards program	6,625	22.2%	157

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Retail Market Potential

Downtown Loveland
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Demographic Summary	2016	2021
Population	101,649	105,079
Population 18+	75,971	79,968
Households	38,409	39,774
Median Household Income	\$86,291	\$95,405

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	38,777	51.0%	108
Bought any women's clothing in last 12 months	35,498	46.7%	106
Bought clothing for child <13 years in last 6 months	22,553	29.7%	108
Bought any shoes in last 12 months	44,059	58.0%	108
Bought costume jewelry in last 12 months	16,520	21.7%	111
Bought any fine jewelry in last 12 months	14,587	19.2%	105
Bought a watch in last 12 months	9,452	12.4%	113
Automobiles (Households)			
HH owns/leases any vehicle	35,578	92.6%	108
HH bought/leased new vehicle last 12 mo	5,215	13.6%	145
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	70,026	92.2%	108
Bought/changed motor oil in last 12 months	37,831	49.8%	101
Had tune-up in last 12 months	24,724	32.5%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	51,292	67.5%	103
Drank regular cola in last 6 months	30,954	40.7%	91
Drank beer/ale in last 6 months	35,200	46.3%	109
Cameras (Adults)			
Own digital point & shoot camera	27,382	36.0%	124
Own digital single-lens reflex (SLR) camera	9,026	11.9%	138
Bought any camera in last 12 months	4,889	6.4%	113
Printed digital photos in last 12 months	2,323	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	28,350	37.3%	103
Have a smartphone	50,984	67.1%	114
Have a smartphone: Android phone (any brand)	20,248	26.7%	99
Have a smartphone: Apple iPhone	26,103	34.4%	133
Number of cell phones in household: 1	9,075	23.6%	74
Number of cell phones in household: 2	15,626	40.7%	109
Number of cell phones in household: 3+	12,625	32.9%	129
HH has cell phone only (no landline telephone)	13,529	35.2%	84
Computers (Households)			
HH owns a computer	33,337	86.8%	113
HH owns desktop computer	20,829	54.2%	120
HH owns laptop/notebook	23,942	62.3%	115
HH owns any Apple/Mac brand computer	7,561	19.7%	131
HH owns any PC/non-Apple brand computer	29,257	76.2%	112
HH purchased most recent computer in a store	16,855	43.9%	117
HH purchased most recent computer online	6,212	16.2%	124
Spent <\$500 on most recent home computer	5,481	14.3%	98
Spent \$500-\$999 on most recent home computer	8,720	22.7%	119
Spent \$1,000-\$1,499 on most recent home computer	4,765	12.4%	131
Spent \$1,500-\$1,999 on most recent home computer	2,296	6.0%	131
Spent \$2,000+ on most recent home computer	2,037	5.3%	135

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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	41,681	54.9%	108
Bought brewed coffee at convenience store in last 30 days	12,310	16.2%	103
Bought cigarettes at convenience store in last 30 days	7,500	9.9%	79
Bought gas at convenience store in last 30 days	26,311	34.6%	105
Spent at convenience store in last 30 days: <\$20	7,329	9.6%	119
Spent at convenience store in last 30 days: \$20-\$39	7,118	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	5,969	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	3,212	4.2%	96
Spent at convenience store in last 30 days: \$100+	17,223	22.7%	99
Entertainment (Adults)			
Attended a movie in last 6 months	49,661	65.4%	110
Went to live theater in last 12 months	12,253	16.1%	124
Went to a bar/night club in last 12 months	14,261	18.8%	112
Dined out in last 12 months	41,308	54.4%	121
Gambled at a casino in last 12 months	11,613	15.3%	112
Visited a theme park in last 12 months	16,168	21.3%	121
Viewed movie (video-on-demand) in last 30 days	16,968	22.3%	131
Viewed TV show (video-on-demand) in last 30 days	12,673	16.7%	129
Watched any pay-per-view TV in last 12 months	11,484	15.1%	115
Downloaded a movie over the Internet in last 30 days	5,916	7.8%	108
Downloaded any individual song in last 6 months	18,476	24.3%	119
Watched a movie online in the last 30 days	12,362	16.3%	102
Watched a TV program online in last 30 days	12,588	16.6%	111
Played a video/electronic game (console) in last 12 months	7,700	10.1%	97
Played a video/electronic game (portable) in last 12 months	3,412	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	32,436	42.7%	137
Used ATM/cash machine in last 12 months	43,283	57.0%	116
Own any stock	8,392	11.0%	144
Own U.S. savings bond	5,148	6.8%	128
Own shares in mutual fund (stock)	8,278	10.9%	150
Own shares in mutual fund (bonds)	5,543	7.3%	150
Have interest checking account	27,470	36.2%	128
Have non-interest checking account	23,674	31.2%	110
Have savings account	48,105	63.3%	117
Have 401K retirement savings plan	15,571	20.5%	141
Own/used any credit/debit card in last 12 months	63,026	83.0%	111
Avg monthly credit card expenditures: <\$111	9,189	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	5,505	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	5,657	7.4%	118
Avg monthly credit card expenditures: \$451-\$700	5,126	6.7%	127
Avg monthly credit card expenditures: \$701-\$1,000	4,326	5.7%	132
Avg monthly credit card expenditures: \$1,001+	10,559	13.9%	153
Did banking online in last 12 months	34,983	46.0%	129
Did banking on mobile device in last 12 months	13,509	17.8%	127
Paid bills online in last 12 months	39,825	52.4%	122

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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	27,740	72.2%	104
Used bread in last 6 months	36,457	94.9%	101
Used chicken (fresh or frozen) in last 6 months	27,830	72.5%	105
Used turkey (fresh or frozen) in last 6 months	6,669	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	21,662	56.4%	103
Used fresh fruit/vegetables in last 6 months	34,045	88.6%	103
Used fresh milk in last 6 months	34,475	89.8%	102
Used organic food in last 6 months	8,255	21.5%	109
Health (Adults)			
Exercise at home 2+ times per week	25,200	33.2%	117
Exercise at club 2+ times per week	13,261	17.5%	134
Visited a doctor in last 12 months	61,465	80.9%	107
Used vitamin/dietary supplement in last 6 months	43,548	57.3%	109
Home (Households)			
Any home improvement in last 12 months	13,127	34.2%	127
Used housekeeper/maid/professional HH cleaning service in last 12	6,391	16.6%	126
Purchased low ticket HH furnishings in last 12 months	7,117	18.5%	115
Purchased big ticket HH furnishings in last 12 months	9,080	23.6%	113
Bought any small kitchen appliance in last 12 months	9,241	24.1%	108
Bought any large kitchen appliance in last 12 months	5,791	15.1%	118
Insurance (Adults/Households)			
Currently carry life insurance	38,611	50.8%	119
Carry medical/hospital/accident insurance	54,833	72.2%	110
Carry homeowner insurance	45,239	59.5%	127
Carry renter's insurance	6,296	8.3%	102
Have auto insurance: 1 vehicle in household covered	9,409	24.5%	79
Have auto insurance: 2 vehicles in household covered	13,116	34.1%	120
Have auto insurance: 3+ vehicles in household covered	11,436	29.8%	136
Pets (Households)			
Household owns any pet	23,070	60.1%	112
Household owns any cat	9,283	24.2%	108
Household owns any dog	17,736	46.2%	113
Psychographics (Adults)			
Buying American is important to me	32,230	42.4%	100
Usually buy items on credit rather than wait	8,630	11.4%	97
Usually buy based on quality - not price	13,464	17.7%	99
Price is usually more important than brand name	19,131	25.2%	96
Usually use coupons for brands I buy often	14,392	18.9%	100
Am interested in how to help the environment	11,235	14.8%	91
Usually pay more for environ safe product	8,759	11.5%	90
Usually value green products over convenience	6,587	8.7%	82
Likely to buy a brand that supports a charity	25,962	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	13,368	17.6%	133
Bought hardcover book in last 12 months	18,566	24.4%	117
Bought paperback book in last 12 month	27,449	36.1%	115
Read any daily newspaper (paper version)	20,668	27.2%	104
Read any digital newspaper in last 30 days	30,227	39.8%	119
Read any magazine (paper/electronic version) in last 6 months	71,266	93.8%	103

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 Loveland
139 E Broadway St, Loveland, OH, 45140
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.26610
Longitude: -84.25750

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	61,698	81.2%	109
Went to family restaurant/steak house: 4+ times a month	23,872	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	69,873	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	31,689	41.7%	106
Fast food/drive-in last 6 months: eat in	30,198	39.7%	109
Fast food/drive-in last 6 months: home delivery	5,791	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	39,219	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	16,417	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	31,035	40.9%	129
Own e-reader/tablet: iPad	16,558	21.8%	142
Own any portable MP3 player	29,031	38.2%	124
HH owns 1 TV	5,930	15.4%	75
HH owns 2 TVs	9,508	24.8%	95
HH owns 3 TVs	9,319	24.3%	113
HH owns 4+ TVs	9,434	24.6%	130
HH subscribes to cable TV	19,466	50.7%	102
HH subscribes to fiber optic	4,257	11.1%	146
HH has satellite dish	9,986	26.0%	102
HH owns DVD/Blu-ray player	25,899	67.4%	111
HH owns camcorder	7,176	18.7%	134
HH owns portable GPS navigation device	13,692	35.6%	130
HH purchased video game system in last 12 mos	3,044	7.9%	100
HH owns Internet video device for TV	3,567	9.3%	132
Travel (Adults)			
Domestic travel in last 12 months	47,406	62.4%	125
Took 3+ domestic non-business trips in last 12 months	11,138	14.7%	132
Spent on domestic vacations in last 12 months: <\$1,000	9,279	12.2%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,485	7.2%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,518	4.6%	130
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,238	5.6%	143
Spent on domestic vacations in last 12 months: \$3,000+	6,567	8.6%	157
Domestic travel in the 12 months: used general travel website	6,552	8.6%	127
Foreign travel in last 3 years	23,806	31.3%	130
Took 3+ foreign trips by plane in last 3 years	4,719	6.2%	138
Spent on foreign vacations in last 12 months: <\$1,000	4,149	5.5%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,993	3.9%	121
Spent on foreign vacations in last 12 months: \$3,000+	5,519	7.3%	146
Foreign travel in last 3 years: used general travel website	5,547	7.3%	131
Nights spent in hotel/motel in last 12 months: any	39,144	51.5%	127
Took cruise of more than one day in last 3 years	8,967	11.8%	141
Member of any frequent flyer program	19,354	25.5%	156
Member of any hotel rewards program	16,571	21.8%	154

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