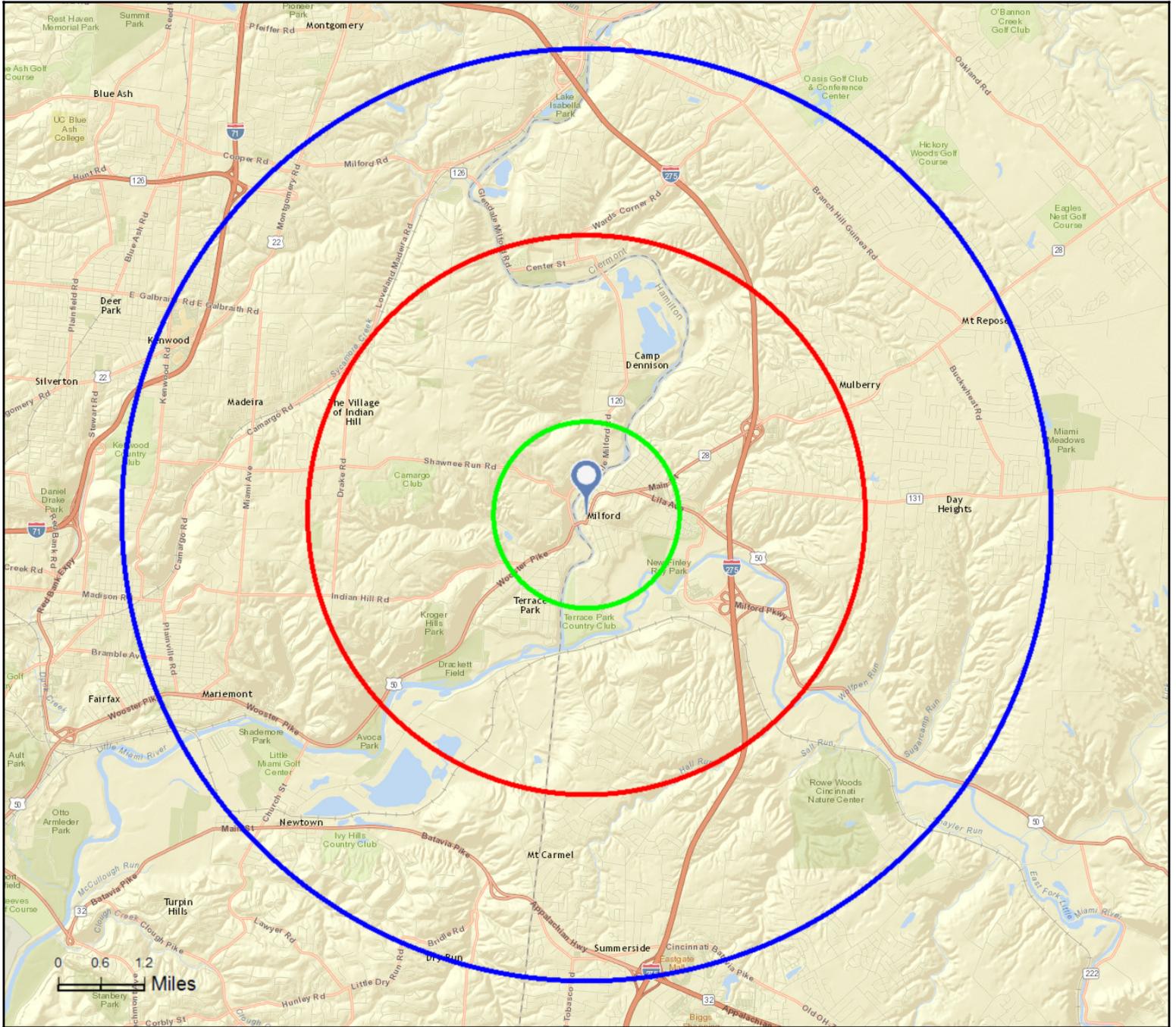


Site Map

Downtown Milford
 101 Main St, Milford, OH 45150-1183
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17302
 Longitude: -84.29639



Market Profile

Downtown Milford
101 Main St, Milford, OH 45150-1183
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,316	20,396	87,278
2010 Total Population	4,443	20,921	88,743
2016 Total Population	4,601	22,026	91,371
2016 Group Quarters	280	535	1,017
2020 Total Population	4,735	22,807	93,800
2016-2021 Annual Rate	0.58%	0.70%	0.53%
Household Summary			
2000 Households	1,949	8,011	33,217
2000 Average Household Size	2.16	2.50	2.60
2010 Households	1,944	8,281	34,521
2010 Average Household Size	2.14	2.46	2.54
2016 Households	2,031	8,750	35,737
2016 Average Household Size	2.13	2.46	2.53
2021 Households	2,104	9,084	36,781
2021 Average Household Size	2.12	2.45	2.52
2016-2021 Annual Rate	0.71%	0.75%	0.58%
2010 Families	1,007	5,583	24,336
2010 Average Family Size	2.98	3.03	3.06
2016 Families	1,028	5,838	24,934
2016 Average Family Size	2.98	3.04	3.06
2021 Families	1,051	6,029	25,531
2021 Average Family Size	2.98	3.04	3.06
2016-2021 Annual Rate	0.44%	0.65%	0.47%
Housing Unit Summary			
2000 Housing Units	2,056	8,310	34,550
Owner Occupied Housing Units	52.5%	70.4%	74.5%
Renter Occupied Housing Units	42.3%	26.0%	21.6%
Vacant Housing Units	5.2%	3.6%	3.9%
2010 Housing Units	2,122	8,946	37,269
Owner Occupied Housing Units	51.8%	68.2%	70.9%
Renter Occupied Housing Units	39.8%	24.4%	21.8%
Vacant Housing Units	8.4%	7.4%	7.4%
2016 Housing Units	2,215	9,460	38,445
Owner Occupied Housing Units	48.1%	65.7%	68.8%
Renter Occupied Housing Units	43.6%	26.8%	24.2%
Vacant Housing Units	8.3%	7.5%	7.0%
2021 Housing Units	2,306	9,856	39,618
Owner Occupied Housing Units	47.7%	65.3%	68.5%
Renter Occupied Housing Units	43.5%	26.9%	24.3%
Vacant Housing Units	8.8%	7.8%	7.2%
Median Household Income			
2016	\$46,910	\$75,462	\$76,967
2021	\$53,269	\$84,115	\$85,537
Median Home Value			
2016	\$162,255	\$231,589	\$223,038
2021	\$195,698	\$248,197	\$238,477
Per Capita Income			
2016	\$35,194	\$43,746	\$42,409
2021	\$38,415	\$47,377	\$46,250
Median Age			
2010	46.2	43.1	41.0
2016	47.8	44.4	42.2
2021	49.4	45.5	43.0

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

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

Market Profile

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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	2,031	8,750	35,737
<\$15,000	15.3%	8.9%	6.9%
\$15,000 - \$24,999	10.8%	7.3%	6.8%
\$25,000 - \$34,999	10.5%	7.9%	8.7%
\$35,000 - \$49,999	15.9%	11.4%	10.3%
\$50,000 - \$74,999	16.0%	14.3%	15.9%
\$75,000 - \$99,999	9.5%	12.0%	13.0%
\$100,000 - \$149,999	12.6%	17.1%	17.9%
\$150,000 - \$199,999	4.0%	9.8%	8.8%
\$200,000+	5.5%	11.4%	11.5%
Average Household Income	\$75,095	\$108,870	\$108,164
2021 Households by Income			
Household Income Base	2,104	9,084	36,781
<\$15,000	15.7%	8.7%	6.4%
\$15,000 - \$24,999	9.7%	6.6%	6.1%
\$25,000 - \$34,999	11.3%	7.9%	8.2%
\$35,000 - \$49,999	10.3%	6.1%	6.0%
\$50,000 - \$74,999	16.6%	15.3%	16.6%
\$75,000 - \$99,999	10.3%	12.7%	13.7%
\$100,000 - \$149,999	15.6%	19.6%	20.6%
\$150,000 - \$199,999	4.8%	11.3%	10.4%
\$200,000+	5.8%	11.9%	12.1%
Average Household Income	\$81,713	\$117,767	\$117,718
2016 Owner Occupied Housing Units by Value			
Total	1,066	6,218	26,430
<\$50,000	5.0%	4.3%	3.9%
\$50,000 - \$99,999	13.8%	8.4%	8.2%
\$100,000 - \$149,999	27.7%	13.6%	16.8%
\$150,000 - \$199,999	14.4%	14.2%	14.5%
\$200,000 - \$249,999	5.5%	15.1%	14.3%
\$250,000 - \$299,999	3.9%	10.0%	10.1%
\$300,000 - \$399,999	8.8%	12.5%	11.7%
\$400,000 - \$499,999	6.7%	6.5%	6.7%
\$500,000 - \$749,999	6.9%	6.1%	6.4%
\$750,000 - \$999,999	3.2%	3.8%	3.6%
\$1,000,000 +	4.0%	5.4%	3.7%
Average Home Value	\$277,394	\$323,090	\$303,118
2021 Owner Occupied Housing Units by Value			
Total	1,099	6,433	27,143
<\$50,000	2.7%	2.6%	2.1%
\$50,000 - \$99,999	9.3%	4.9%	5.1%
\$100,000 - \$149,999	20.1%	8.1%	11.7%
\$150,000 - \$199,999	19.6%	15.4%	16.9%
\$200,000 - \$249,999	7.4%	19.6%	18.6%
\$250,000 - \$299,999	7.1%	13.7%	13.1%
\$300,000 - \$399,999	11.7%	13.3%	11.8%
\$400,000 - \$499,999	7.8%	6.9%	6.8%
\$500,000 - \$749,999	6.9%	5.8%	6.5%
\$750,000 - \$999,999	3.5%	4.2%	4.2%
\$1,000,000 +	3.8%	5.4%	3.3%
Average Home Value	\$301,456	\$341,299	\$316,627

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 Milford
 101 Main St, Milford, OH 45150-1183
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17302
 Longitude: -84.29639

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	4,444	20,921	88,746
0 - 4	4.6%	5.7%	6.2%
5 - 9	6.3%	7.2%	7.2%
10 - 14	5.9%	7.5%	7.7%
15 - 24	9.6%	10.6%	11.4%
25 - 34	10.0%	8.6%	10.0%
35 - 44	12.0%	13.3%	13.4%
45 - 54	14.4%	16.5%	16.7%
55 - 64	12.8%	13.8%	13.3%
65 - 74	7.6%	7.8%	7.0%
75 - 84	9.2%	5.8%	4.8%
85 +	7.7%	3.2%	2.3%
18 +	79.8%	75.1%	74.2%
2016 Population by Age			
Total	4,602	22,029	91,372
0 - 4	4.3%	5.3%	5.7%
5 - 9	5.0%	6.5%	6.6%
10 - 14	6.0%	7.6%	7.4%
15 - 24	9.8%	10.8%	11.7%
25 - 34	9.9%	8.7%	10.0%
35 - 44	11.4%	11.9%	12.1%
45 - 54	13.3%	15.3%	15.1%
55 - 64	14.1%	14.8%	14.7%
65 - 74	10.1%	10.0%	9.3%
75 - 84	7.8%	5.7%	4.8%
85 +	8.2%	3.5%	2.6%
18 +	81.4%	76.5%	75.9%
2021 Population by Age			
Total	4,736	22,809	93,800
0 - 4	4.2%	5.1%	5.6%
5 - 9	4.8%	6.1%	6.3%
10 - 14	5.1%	7.0%	6.9%
15 - 24	9.7%	10.6%	11.1%
25 - 34	9.8%	9.0%	10.5%
35 - 44	11.2%	11.6%	12.2%
45 - 54	12.2%	13.8%	13.4%
55 - 64	13.7%	14.9%	14.7%
65 - 74	12.6%	11.9%	11.2%
75 - 84	8.5%	6.5%	5.5%
85 +	8.1%	3.6%	2.6%
18 +	82.6%	77.6%	77.1%
2010 Population by Sex			
Males	1,980	10,019	42,788
Females	2,463	10,902	45,955
2016 Population by Sex			
Males	2,097	10,597	44,219
Females	2,504	11,429	47,151
2021 Population by Sex			
Males	2,176	11,002	45,555
Females	2,559	11,805	48,245

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 Milford
101 Main St, Milford, OH 45150-1183
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17302
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	4,444	20,921	88,742
White Alone	95.9%	94.5%	92.2%
Black Alone	1.7%	2.1%	3.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.7%	1.4%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	1.4%	1.3%	1.5%
Hispanic Origin	0.8%	1.3%	1.8%
Diversity Index	9.6	13.0	17.8
2016 Population by Race/Ethnicity			
Total	4,602	22,027	91,372
White Alone	94.8%	93.1%	90.8%
Black Alone	2.2%	2.6%	3.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.8%	1.8%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.6%
Two or More Races	1.7%	1.7%	1.9%
Hispanic Origin	1.1%	1.7%	2.3%
Diversity Index	12.0	16.1	21.0
2021 Population by Race/Ethnicity			
Total	4,735	22,807	93,800
White Alone	93.8%	91.8%	89.5%
Black Alone	2.7%	3.1%	4.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.0%	2.1%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.8%	0.7%
Two or More Races	2.0%	2.0%	2.2%
Hispanic Origin	1.4%	2.1%	2.9%
Diversity Index	14.4	19.1	24.1
2010 Population by Relationship and Household Type			
Total	4,443	20,921	88,743
In Households	93.7%	97.4%	98.9%
In Family Households	69.3%	82.4%	85.3%
Householder	23.1%	26.6%	27.4%
Spouse	16.5%	21.6%	22.1%
Child	25.8%	30.8%	32.5%
Other relative	2.2%	1.9%	1.9%
Nonrelative	1.8%	1.4%	1.5%
In Nonfamily Households	24.4%	15.1%	13.6%
In Group Quarters	6.3%	2.6%	1.1%
Institutionalized Population	0.0%	1.1%	0.7%
Noninstitutionalized Population	6.3%	1.5%	0.4%

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 Milford
101 Main St, Milford, OH 45150-1183
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	3,444	15,389	62,581
Less than 9th Grade	2.2%	1.7%	1.5%
9th - 12th Grade, No Diploma	6.2%	5.2%	4.7%
High School Graduate	29.7%	19.8%	19.2%
GED/Alternative Credential	3.4%	2.3%	2.2%
Some College, No Degree	19.9%	15.6%	16.5%
Associate Degree	4.9%	7.9%	7.9%
Bachelor's Degree	22.0%	28.1%	28.9%
Graduate/Professional Degree	11.6%	19.5%	19.2%
2016 Population 15+ by Marital Status			
Total	3,897	17,762	73,294
Never Married	28.4%	25.3%	24.7%
Married	43.8%	57.7%	59.1%
Widowed	13.0%	7.7%	6.2%
Divorced	14.9%	9.3%	10.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	96.3%	96.4%
Civilian Unemployed	4.0%	3.7%	3.6%
2016 Employed Population 16+ by Industry			
Total	2,064	10,601	45,496
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	10.4%	4.7%	4.0%
Manufacturing	12.9%	14.1%	13.4%
Wholesale Trade	3.9%	4.1%	3.2%
Retail Trade	6.3%	10.6%	10.9%
Transportation/Utilities	1.3%	2.5%	2.8%
Information	0.8%	1.4%	1.6%
Finance/Insurance/Real Estate	9.6%	9.8%	10.0%
Services	53.1%	50.4%	51.4%
Public Administration	1.6%	2.1%	2.6%
2016 Employed Population 16+ by Occupation			
Total	2,063	10,600	45,496
White Collar	62.0%	69.6%	72.5%
Management/Business/Financial	13.6%	20.1%	21.0%
Professional	27.5%	26.8%	27.1%
Sales	9.8%	12.4%	11.5%
Administrative Support	11.1%	10.3%	12.9%
Services	18.5%	14.7%	13.4%
Blue Collar	19.5%	15.7%	14.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	8.3%	3.7%	2.7%
Installation/Maintenance/Repair	1.8%	1.6%	2.0%
Production	6.6%	6.8%	5.5%
Transportation/Material Moving	2.8%	3.6%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	4,443	20,921	88,743
Population Inside Urbanized Area	96.5%	92.9%	96.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.5%	7.1%	3.9%

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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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,944	8,281	34,521
Households with 1 Person	43.2%	27.9%	25.0%
Households with 2+ People	56.8%	72.1%	75.0%
Family Households	51.8%	67.4%	70.5%
Husband-wife Families	37.0%	54.7%	56.9%
With Related Children	15.6%	24.1%	26.3%
Other Family (No Spouse Present)	14.8%	12.7%	13.6%
Other Family with Male Householder	4.2%	3.6%	3.7%
With Related Children	2.6%	2.1%	2.2%
Other Family with Female Householder	10.6%	9.0%	9.8%
With Related Children	6.1%	5.7%	6.4%
Nonfamily Households	5.0%	4.7%	4.5%
All Households with Children	24.8%	32.4%	35.3%
Multigenerational Households	1.5%	2.1%	2.6%
Unmarried Partner Households	6.2%	5.2%	5.1%
Male-female	5.8%	4.6%	4.5%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	1,945	8,281	34,522
1 Person Household	43.2%	27.9%	25.0%
2 Person Household	28.8%	34.2%	34.1%
3 Person Household	12.0%	14.7%	15.9%
4 Person Household	9.7%	13.8%	15.3%
5 Person Household	4.6%	6.6%	6.8%
6 Person Household	1.2%	2.1%	2.1%
7 + Person Household	0.5%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,944	8,281	34,521
Owner Occupied	56.5%	73.6%	76.5%
Owned with a Mortgage/Loan	41.8%	54.9%	58.6%
Owned Free and Clear	14.7%	18.7%	17.9%
Renter Occupied	43.5%	26.4%	23.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,122	8,946	37,269
Housing Units Inside Urbanized Area	97.0%	93.2%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	6.8%	3.8%

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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 101 Main St, Milford, OH 45150-1183
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Retirement Communities	Top Tier (1A) Comfortable Empty Nesters	
2.	Small Town Simplicity	Comfortable Empty Nesters	Top Tier (1A)
3.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Professional Pride (1B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,901,804	\$24,209,150	\$98,287,352
Average Spent	\$1,921.12	\$2,766.76	\$2,750.30
Spending Potential Index	95	137	137
Education: Total \$	\$2,775,971	\$18,676,632	\$74,625,505
Average Spent	\$1,366.80	\$2,134.47	\$2,088.19
Spending Potential Index	97	151	148
Entertainment/Recreation: Total \$	\$5,796,554	\$35,591,388	\$144,341,987
Average Spent	\$2,854.04	\$4,067.59	\$4,039.01
Spending Potential Index	98	140	139
Food at Home: Total \$	\$10,123,047	\$59,085,424	\$237,912,406
Average Spent	\$4,984.27	\$6,752.62	\$6,657.31
Spending Potential Index	100	135	134
Food Away from Home: Total \$	\$6,053,820	\$37,085,926	\$150,762,652
Average Spent	\$2,980.71	\$4,238.39	\$4,218.67
Spending Potential Index	96	137	136
Health Care: Total \$	\$10,978,631	\$65,034,505	\$262,401,707
Average Spent	\$5,405.53	\$7,432.51	\$7,342.58
Spending Potential Index	102	140	139
HH Furnishings & Equipment: Total \$	\$3,481,053	\$21,696,210	\$88,358,289
Average Spent	\$1,713.96	\$2,479.57	\$2,472.46
Spending Potential Index	97	140	140
Personal Care Products & Services: Total \$	\$1,459,422	\$8,961,182	\$36,259,526
Average Spent	\$718.57	\$1,024.14	\$1,014.62
Spending Potential Index	98	140	138
Shelter: Total \$	\$30,859,805	\$190,459,761	\$769,310,616
Average Spent	\$15,194.39	\$21,766.83	\$21,527.01
Spending Potential Index	98	140	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,854,505	\$29,415,545	\$118,748,181
Average Spent	\$2,390.20	\$3,361.78	\$3,322.84
Spending Potential Index	103	145	143
Travel: Total \$	\$3,602,791	\$23,877,990	\$97,419,121
Average Spent	\$1,773.90	\$2,728.91	\$2,726.00
Spending Potential Index	95	147	146
Vehicle Maintenance & Repairs: Total \$	\$2,081,373	\$12,535,854	\$50,700,045
Average Spent	\$1,024.80	\$1,432.67	\$1,418.70
Spending Potential Index	99	138	137

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.

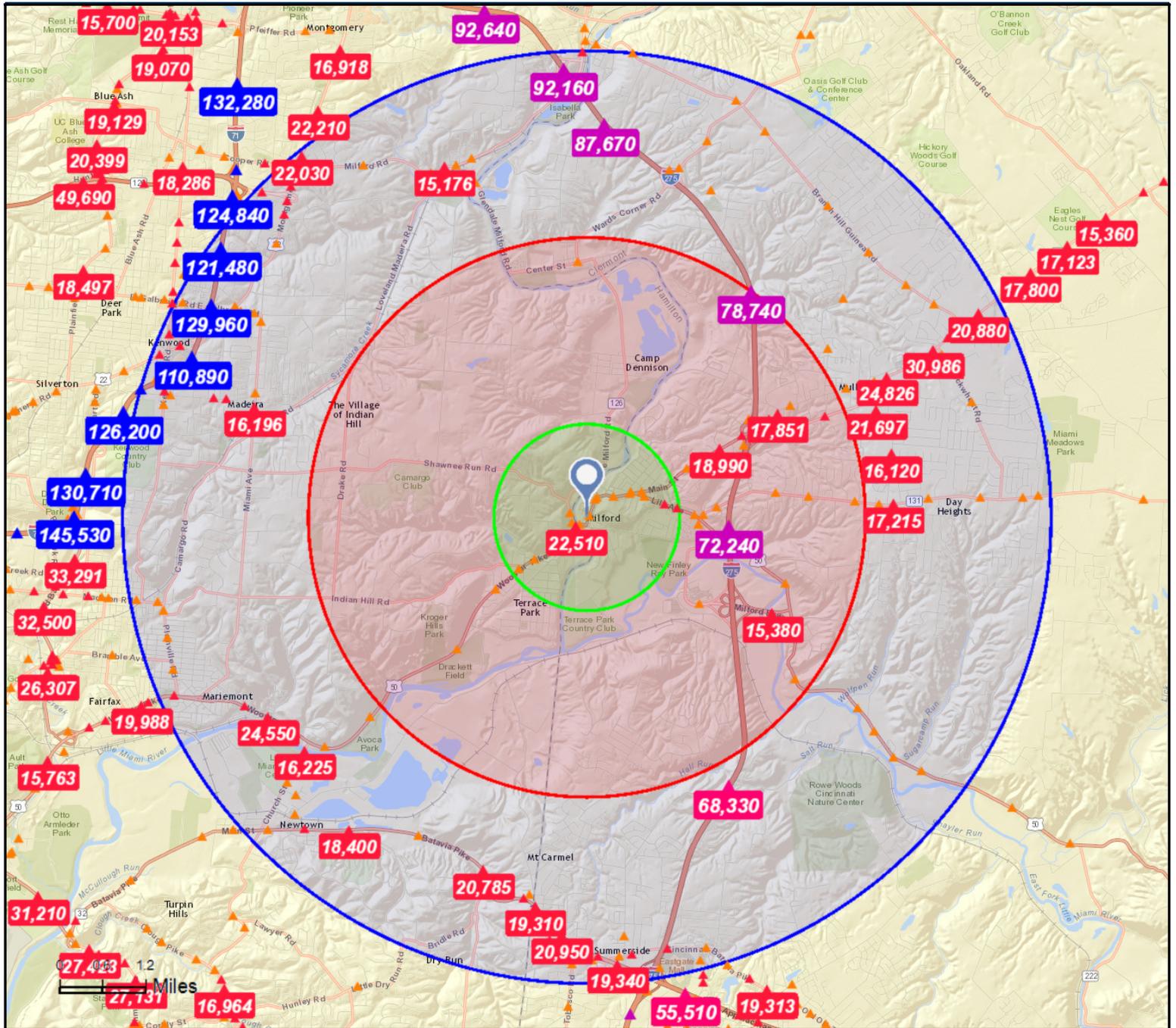
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Milford
 101 Main St, Milford, OH 45150-1183
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17302
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

Business Summary

Downtown Milford
101 Main St, Milford, OH 45150-1183
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	321	1,165	4,566
Total Employees:	3,111	14,576	56,962
Total Residential Population:	4,601	22,026	91,371
Employee/Residential Population Ratio:	0.68:1	0.66:1	0.62:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.8%	66	2.1%	38	3.3%	233	1.6%	126	2.8%	788	1.4%
Construction	18	5.6%	152	4.9%	94	8.1%	650	4.5%	367	8.0%	2,529	4.4%
Manufacturing	13	4.0%	211	6.8%	52	4.5%	1,085	7.4%	158	3.5%	4,969	8.7%
Transportation	1	0.3%	11	0.4%	18	1.5%	263	1.8%	75	1.6%	859	1.5%
Communication	0	0.0%	0	0.0%	4	0.3%	36	0.2%	29	0.6%	644	1.1%
Utility	2	0.6%	46	1.5%	5	0.4%	68	0.5%	12	0.3%	115	0.2%
Wholesale Trade	8	2.5%	78	2.5%	47	4.0%	698	4.8%	155	3.4%	2,157	3.8%
Retail Trade Summary	75	23.4%	853	27.4%	239	20.5%	4,173	28.6%	1,058	23.2%	18,700	32.8%
Home Improvement	1	0.3%	1	0.0%	18	1.5%	456	3.1%	58	1.3%	1,021	1.8%
General Merchandise Stores	2	0.6%	35	1.1%	9	0.8%	594	4.1%	32	0.7%	2,311	4.1%
Food Stores	9	2.8%	133	4.3%	23	2.0%	318	2.2%	103	2.3%	2,029	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket	5	1.6%	127	4.1%	22	1.9%	382	2.6%	70	1.5%	1,007	1.8%
Apparel & Accessory Stores	3	0.9%	11	0.4%	8	0.7%	25	0.2%	132	2.9%	1,779	3.1%
Furniture & Home Furnishings	8	2.5%	81	2.6%	27	2.3%	334	2.3%	101	2.2%	1,599	2.8%
Eating & Drinking Places	21	6.5%	329	10.6%	63	5.4%	1,474	10.1%	253	5.5%	6,311	11.1%
Miscellaneous Retail	26	8.1%	136	4.4%	69	5.9%	591	4.1%	310	6.8%	2,642	4.6%
Finance, Insurance, Real Estate Summary	43	13.4%	168	5.4%	148	12.7%	665	4.6%	627	13.7%	3,811	6.7%
Banks, Savings & Lending Institutions	15	4.7%	28	0.9%	60	5.2%	159	1.1%	218	4.8%	602	1.1%
Securities Brokers	4	1.2%	7	0.2%	12	1.0%	77	0.5%	81	1.8%	735	1.3%
Insurance Carriers & Agents	15	4.7%	103	3.3%	36	3.1%	237	1.6%	129	2.8%	927	1.6%
Real Estate, Holding, Other Investment Offices	9	2.8%	30	1.0%	41	3.5%	192	1.3%	199	4.4%	1,547	2.7%
Services Summary	110	34.3%	1,280	41.1%	411	35.3%	6,213	42.6%	1,654	36.2%	21,045	36.9%
Hotels & Lodging	0	0.0%	3	0.1%	6	0.5%	90	0.6%	14	0.3%	354	0.6%
Automotive Services	8	2.5%	30	1.0%	39	3.3%	250	1.7%	126	2.8%	659	1.2%
Motion Pictures & Amusements	9	2.8%	127	4.1%	31	2.7%	361	2.5%	128	2.8%	1,250	2.2%
Health Services	7	2.2%	201	6.5%	45	3.9%	1,127	7.7%	236	5.2%	6,175	10.8%
Legal Services	2	0.6%	8	0.3%	12	1.0%	62	0.4%	49	1.1%	274	0.5%
Education Institutions & Libraries	9	2.8%	260	8.4%	21	1.8%	919	6.3%	83	1.8%	3,208	5.6%
Other Services	74	23.1%	651	20.9%	256	22.0%	3,404	23.4%	1,018	22.3%	9,126	16.0%
Government	24	7.5%	212	6.8%	35	3.0%	382	2.6%	74	1.6%	1,187	2.1%
Unclassified Establishments	18	5.6%	34	1.1%	75	6.4%	111	0.8%	230	5.0%	157	0.3%
Totals	321	100.0%	3,111	100.0%	1,165	100.0%	14,576	100.0%	4,566	100.0%	56,962	100.0%

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Business Summary

Downtown Milford
101 Main St, Milford, OH 45150-1183
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

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%	1	0.0%	2	0.2%	10	0.1%	7	0.2%	28	0.0%
Mining	1	0.3%	15	0.5%	3	0.3%	27	0.2%	5	0.1%	48	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	6	0.0%	4	0.1%	23	0.0%
Construction	18	5.6%	153	4.9%	97	8.3%	653	4.5%	392	8.6%	2,683	4.7%
Manufacturing	13	4.0%	212	6.8%	55	4.7%	1,108	7.6%	171	3.7%	4,854	8.5%
Wholesale Trade	8	2.5%	78	2.5%	46	3.9%	694	4.8%	151	3.3%	2,147	3.8%
Retail Trade	51	15.9%	514	16.5%	168	14.4%	2,595	17.8%	768	16.8%	12,073	21.2%
Motor Vehicle & Parts Dealers	4	1.2%	122	3.9%	17	1.5%	362	2.5%	47	1.0%	904	1.6%
Furniture & Home Furnishings Stores	2	0.6%	16	0.5%	4	0.3%	22	0.2%	37	0.8%	710	1.2%
Electronics & Appliance Stores	5	1.6%	64	2.1%	19	1.6%	235	1.6%	57	1.2%	757	1.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.3%	1	0.0%	17	1.5%	450	3.1%	55	1.2%	1,013	1.8%
Food & Beverage Stores	6	1.9%	120	3.9%	16	1.4%	285	2.0%	75	1.6%	1,834	3.2%
Health & Personal Care Stores	5	1.6%	45	1.4%	18	1.5%	308	2.1%	83	1.8%	1,032	1.8%
Gasoline Stations	2	0.6%	5	0.2%	6	0.5%	20	0.1%	23	0.5%	103	0.2%
Clothing & Clothing Accessories Stores	4	1.2%	13	0.4%	14	1.2%	52	0.4%	170	3.7%	2,100	3.7%
Sport Goods, Hobby, Book, & Music Stores	6	1.9%	42	1.4%	16	1.4%	106	0.7%	62	1.4%	630	1.1%
General Merchandise Stores	2	0.6%	35	1.1%	9	0.8%	594	4.1%	32	0.7%	2,311	4.1%
Miscellaneous Store Retailers	13	4.0%	49	1.6%	30	2.6%	152	1.0%	113	2.5%	600	1.1%
Nonstore Retailers	2	0.6%	3	0.1%	4	0.3%	9	0.1%	13	0.3%	79	0.1%
Transportation & Warehousing	1	0.3%	10	0.3%	15	1.3%	205	1.4%	61	1.3%	723	1.3%
Information	3	0.9%	12	0.4%	18	1.5%	767	5.3%	75	1.6%	1,929	3.4%
Finance & Insurance	34	10.6%	138	4.4%	108	9.3%	473	3.2%	431	9.4%	2,346	4.1%
Central Bank/Credit Intermediation & Related Activities	15	4.7%	28	0.9%	60	5.2%	159	1.1%	219	4.8%	607	1.1%
Securities, Commodity Contracts & Other Financial	4	1.2%	7	0.2%	12	1.0%	77	0.5%	82	1.8%	737	1.3%
Insurance Carriers & Related Activities; Funds, Trusts &	15	4.7%	103	3.3%	36	3.1%	237	1.6%	130	2.8%	1,002	1.8%
Real Estate, Rental & Leasing	12	3.7%	33	1.1%	52	4.5%	218	1.5%	234	5.1%	1,518	2.7%
Professional, Scientific & Tech Services	34	10.6%	242	7.8%	124	10.6%	1,399	9.6%	448	9.8%	3,467	6.1%
Legal Services	2	0.6%	8	0.3%	14	1.2%	88	0.6%	57	1.2%	331	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	1	0.0%	5	0.1%	8	0.0%
Administrative & Support & Waste Management & Remediation	11	3.4%	59	1.9%	56	4.8%	614	4.2%	226	4.9%	1,633	2.9%
Educational Services	11	3.4%	465	14.9%	28	2.4%	1,139	7.8%	111	2.4%	3,503	6.1%
Health Care & Social Assistance	10	3.1%	263	8.5%	59	5.1%	1,520	10.4%	292	6.4%	7,524	13.2%
Arts, Entertainment & Recreation	7	2.2%	126	4.1%	21	1.8%	286	2.0%	87	1.9%	1,147	2.0%
Accommodation & Food Services	22	6.9%	334	10.7%	72	6.2%	1,577	10.8%	278	6.1%	6,748	11.8%
Accommodation	0	0.0%	3	0.1%	6	0.5%	90	0.6%	14	0.3%	354	0.6%
Food Services & Drinking Places	21	6.5%	331	10.6%	65	5.6%	1,487	10.2%	264	5.8%	6,394	11.2%
Other Services (except Public Administration)	43	13.4%	210	6.8%	129	11.1%	790	5.4%	514	11.3%	3,215	5.6%
Automotive Repair & Maintenance	7	2.2%	28	0.9%	31	2.7%	204	1.4%	96	2.1%	527	0.9%
Public Administration	24	7.5%	212	6.8%	35	3.0%	382	2.6%	74	1.6%	1,187	2.1%
Unclassified Establishments	18	5.6%	34	1.1%	75	6.4%	111	0.8%	230	5.0%	157	0.3%
Total	321	100.0%	3,111	100.0%	1,165	100.0%	14,576	100.0%	4,566	100.0%	56,962	100.0%

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Retail MarketPlace Profile

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Summary Demographics

2016 Population	4,601
2016 Households	2,031
2016 Median Disposable Income	\$39,520
2016 Per Capita Income	\$35,194

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	\$76,057,422	\$101,745,950	-\$25,688,528	-14.4	71
Total Retail Trade	44-45	\$69,096,776	\$91,872,722	-\$22,775,946	-14.1	50
Total Food & Drink	722	\$6,960,647	\$9,873,228	-\$2,912,581	-17.3	21

Industry Group

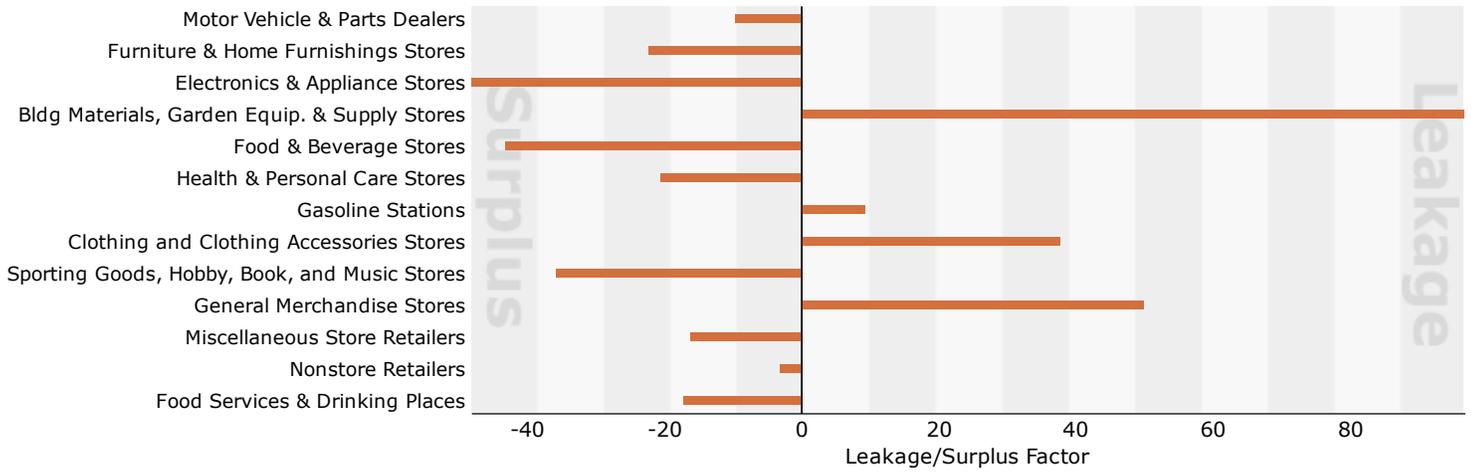
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,417,539	\$18,736,168	-\$3,318,629	-9.7	3
Automobile Dealers	4411	\$12,486,958	\$17,431,311	-\$4,944,353	-16.5	1
Other Motor Vehicle Dealers	4412	\$1,772,142	\$0	\$1,772,142	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,158,440	\$1,161,605	-\$3,165	-0.1	1
Furniture & Home Furnishings Stores	442	\$1,817,719	\$2,860,543	-\$1,042,824	-22.3	2
Furniture Stores	4421	\$1,172,343	\$0	\$1,172,343	100.0	0
Home Furnishings Stores	4422	\$645,376	\$2,860,543	-\$2,215,167	-63.2	2
Electronics & Appliance Stores	443	\$3,802,018	\$10,876,403	-\$7,074,385	-48.2	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,515,706	\$57,356	\$3,458,350	96.8	1
Bldg Material & Supplies Dealers	4441	\$3,030,084	\$0	\$3,030,084	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$485,622	\$57,356	\$428,266	78.9	1
Food & Beverage Stores	445	\$12,469,929	\$31,547,005	-\$19,077,076	-43.3	7
Grocery Stores	4451	\$11,500,810	\$29,265,145	-\$17,764,335	-43.6	4
Specialty Food Stores	4452	\$602,433	\$1,356,088	-\$753,655	-38.5	2
Beer, Wine & Liquor Stores	4453	\$366,687	\$925,772	-\$559,085	-43.3	1
Health & Personal Care Stores	446,4461	\$5,245,050	\$7,978,556	-\$2,733,506	-20.7	4
Gasoline Stations	447,4471	\$4,749,543	\$3,929,329	\$820,214	9.5	3
Clothing & Clothing Accessories Stores	448	\$3,041,769	\$1,371,737	\$1,670,032	37.8	4
Clothing Stores	4481	\$1,931,099	\$950,749	\$980,350	34.0	3
Shoe Stores	4482	\$364,326	\$0	\$364,326	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$746,343	\$420,988	\$325,355	27.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,197,531	\$4,662,644	-\$2,465,113	-35.9	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,768,963	\$4,662,644	-\$2,893,681	-45.0	6
Book, Periodical & Music Stores	4512	\$428,568	\$0	\$428,568	100.0	0
General Merchandise Stores	452	\$12,490,379	\$4,168,116	\$8,322,263	50.0	2
Department Stores Excluding Leased Depts.	4521	\$9,832,950	\$0	\$9,832,950	100.0	0
Other General Merchandise Stores	4529	\$2,657,429	\$4,168,116	-\$1,510,687	-22.1	2
Miscellaneous Store Retailers	453	\$3,245,194	\$4,508,112	-\$1,262,918	-16.3	13
Florists	4531	\$136,650	\$325,846	-\$189,196	-40.9	1
Office Supplies, Stationery & Gift Stores	4532	\$753,098	\$215,933	\$537,165	55.4	2
Used Merchandise Stores	4533	\$471,483	\$1,225,541	-\$754,058	-44.4	3
Other Miscellaneous Store Retailers	4539	\$1,883,962	\$2,740,790	-\$856,828	-18.5	6
Nonstore Retailers	454	\$1,104,398	\$1,176,753	-\$72,355	-3.2	1
Electronic Shopping & Mail-Order Houses	4541	\$602,421	\$1,176,753	-\$574,332	-32.3	1
Vending Machine Operators	4542	\$110,504	\$0	\$110,504	100.0	0
Direct Selling Establishments	4543	\$391,473	\$0	\$391,473	100.0	0
Food Services & Drinking Places	722	\$6,960,647	\$9,873,228	-\$2,912,581	-17.3	21
Full-Service Restaurants	7221	\$3,481,118	\$5,812,419	-\$2,331,301	-25.1	16
Limited-Service Eating Places	7222	\$3,078,323	\$4,060,809	-\$982,486	-13.8	5
Special Food Services	7223	\$182,714	\$0	\$182,714	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$218,490	\$0	\$218,490	100.0	0

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

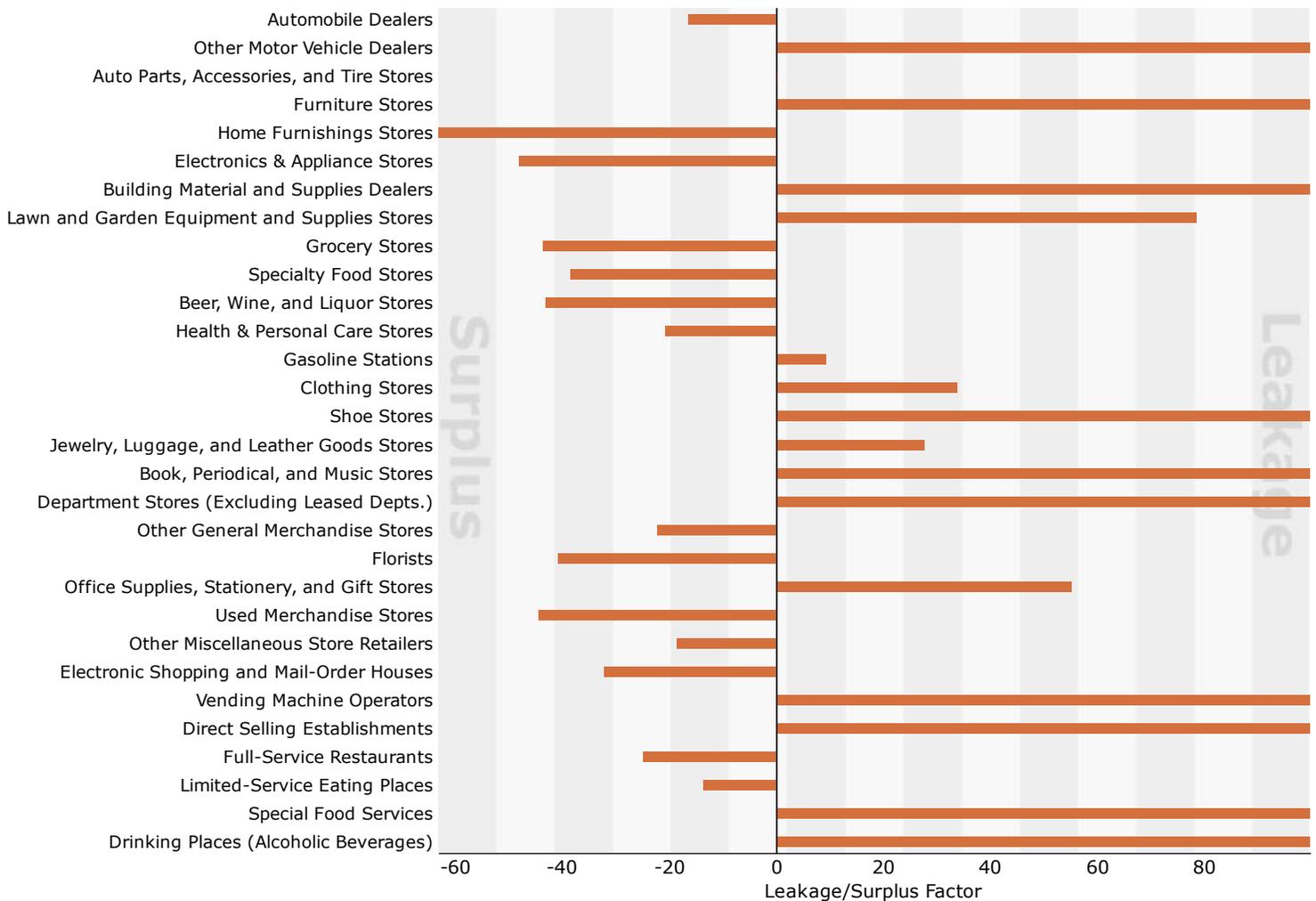
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Summary Demographics

2016 Population	22,026
2016 Households	8,750
2016 Median Disposable Income	\$57,844
2016 Per Capita Income	\$43,746

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	\$466,939,621	\$544,451,733	-\$77,512,112	-7.7	217
Total Retail Trade	44-45	\$423,370,855	\$493,934,886	-\$70,564,031	-7.7	152
Total Food & Drink	722	\$43,568,765	\$50,516,847	-\$6,948,082	-7.4	65

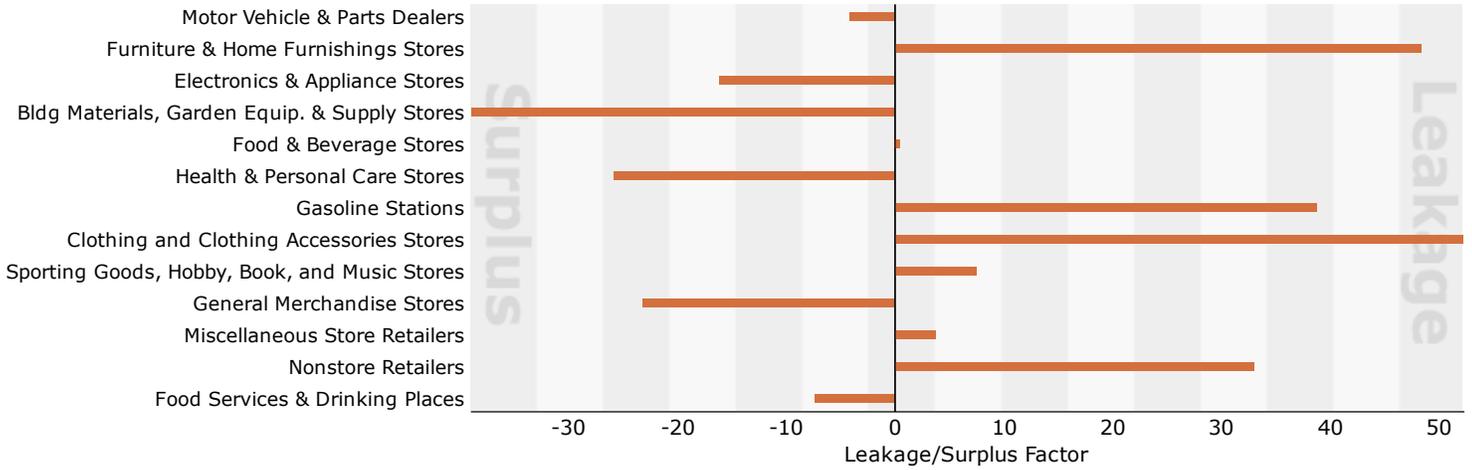
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,386,199	\$103,801,186	-\$8,414,987	-4.2	15
Automobile Dealers	4411	\$76,986,848	\$65,539,766	\$11,447,082	8.0	8
Other Motor Vehicle Dealers	4412	\$11,188,200	\$33,981,359	-\$22,793,159	-50.5	2
Auto Parts, Accessories & Tire Stores	4413	\$7,211,151	\$4,280,060	\$2,931,091	25.5	5
Furniture & Home Furnishings Stores	442	\$11,424,777	\$3,967,337	\$7,457,440	48.4	5
Furniture Stores	4421	\$7,364,551	\$627,724	\$6,736,827	84.3	1
Home Furnishings Stores	4422	\$4,060,225	\$3,339,612	\$720,613	9.7	4
Electronics & Appliance Stores	443	\$23,880,886	\$33,134,122	-\$9,253,236	-16.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,198,322	\$50,641,028	-\$28,442,706	-39.0	15
Bldg Material & Supplies Dealers	4441	\$19,230,854	\$47,317,011	-\$28,086,157	-42.2	9
Lawn & Garden Equip & Supply Stores	4442	\$2,967,469	\$3,324,017	-\$356,548	-5.7	6
Food & Beverage Stores	445	\$74,690,604	\$73,811,441	\$879,163	0.6	17
Grocery Stores	4451	\$68,849,216	\$69,741,680	-\$892,464	-0.6	11
Specialty Food Stores	4452	\$3,611,218	\$3,010,536	\$600,682	9.1	5
Beer, Wine & Liquor Stores	4453	\$2,230,171	\$1,059,224	\$1,170,947	35.6	1
Health & Personal Care Stores	446,4461	\$31,295,495	\$53,229,714	-\$21,934,219	-25.9	12
Gasoline Stations	447,4471	\$28,424,481	\$12,528,462	\$15,896,019	38.8	8
Clothing & Clothing Accessories Stores	448	\$19,010,301	\$5,951,630	\$13,058,671	52.3	11
Clothing Stores	4481	\$11,957,374	\$2,176,637	\$9,780,737	69.2	7
Shoe Stores	4482	\$2,222,161	\$0	\$2,222,161	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,830,766	\$3,774,993	\$1,055,773	12.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$13,862,904	\$11,912,250	\$1,950,654	7.6	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,198,480	\$11,887,051	-\$688,571	-3.0	13
Book, Periodical & Music Stores	4512	\$2,664,424	\$0	\$2,664,424	100.0	0
General Merchandise Stores	452	\$76,847,886	\$123,406,514	-\$46,558,628	-23.2	9
Department Stores Excluding Leased Depts.	4521	\$60,810,487	\$107,430,981	-\$46,620,494	-27.7	3
Other General Merchandise Stores	4529	\$16,037,399	\$15,975,533	\$61,866	0.2	6
Miscellaneous Store Retailers	453	\$19,604,938	\$18,160,708	\$1,444,230	3.8	29
Florists	4531	\$860,703	\$394,158	\$466,545	37.2	2
Office Supplies, Stationery & Gift Stores	4532	\$4,667,495	\$3,666,156	\$1,001,339	12.0	5
Used Merchandise Stores	4533	\$2,938,183	\$1,859,210	\$1,078,973	22.5	6
Other Miscellaneous Store Retailers	4539	\$11,138,558	\$12,241,184	-\$1,102,626	-4.7	16
Nonstore Retailers	454	\$6,744,061	\$3,390,494	\$3,353,567	33.1	3
Electronic Shopping & Mail-Order Houses	4541	\$3,704,905	\$3,226,403	\$478,502	6.9	2
Vending Machine Operators	4542	\$665,446	\$0	\$665,446	100.0	0
Direct Selling Establishments	4543	\$2,373,711	\$0	\$2,373,711	100.0	0
Food Services & Drinking Places	722	\$43,568,765	\$50,516,847	-\$6,948,082	-7.4	65
Full-Service Restaurants	7221	\$21,871,086	\$23,263,959	-\$1,392,873	-3.1	36
Limited-Service Eating Places	7222	\$19,148,467	\$26,525,015	-\$7,376,548	-16.2	26
Special Food Services	7223	\$1,185,460	\$488,143	\$697,317	41.7	1
Drinking Places - Alcoholic Beverages	7224	\$1,363,753	\$239,731	\$1,124,022	70.1	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.

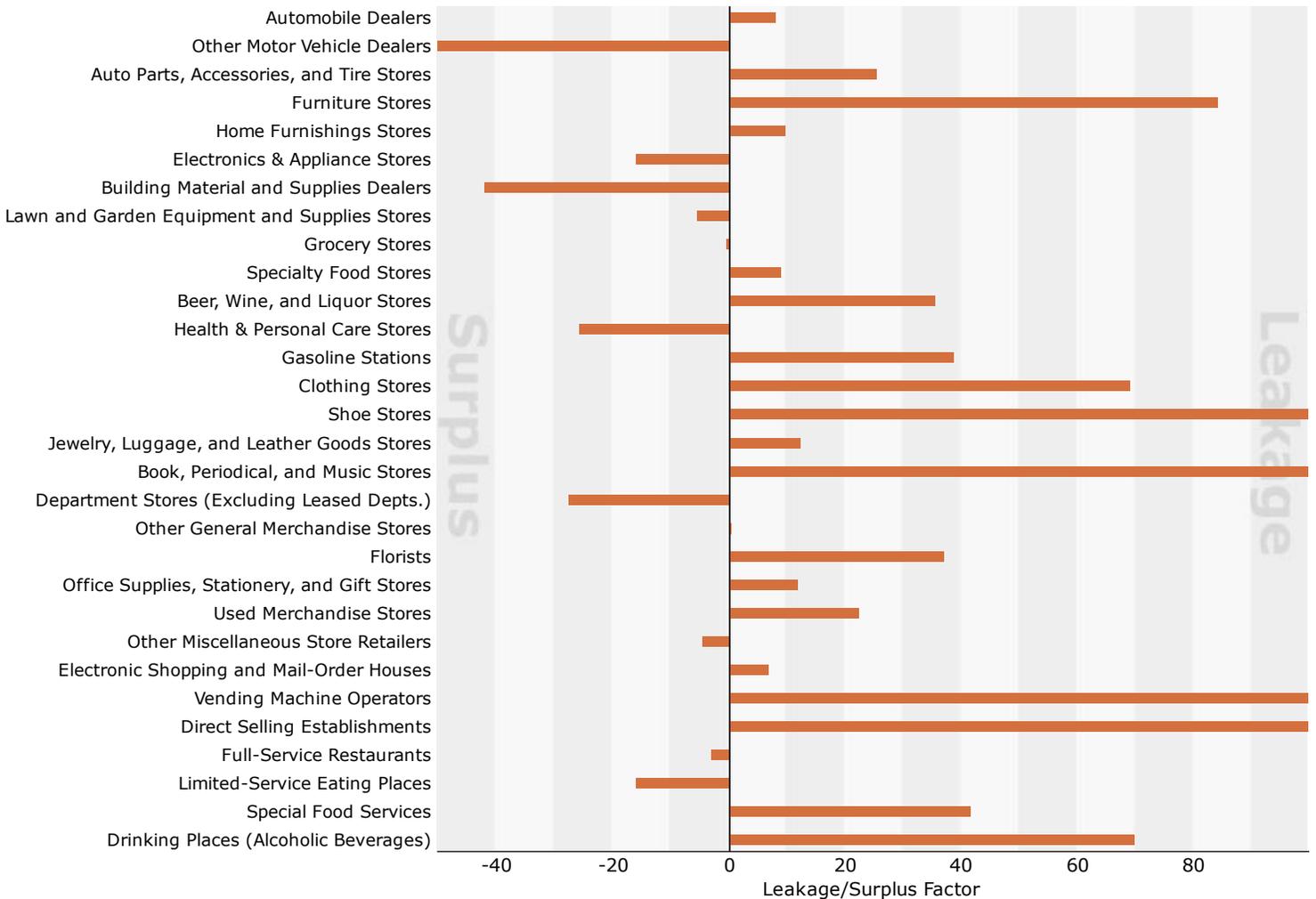
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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 Milford
101 Main St, Milford, OH 45150-1183
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Summary Demographics

2016 Population	91,371
2016 Households	35,737
2016 Median Disposable Income	\$58,956
2016 Per Capita Income	\$42,409

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,957,124,692	\$2,411,117,758	-\$453,993,066	-10.4	1,021
Total Retail Trade	44-45	\$1,774,935,566	\$2,189,269,471	-\$414,333,905	-10.5	765
Total Food & Drink	722	\$182,189,126	\$221,848,287	-\$39,659,161	-9.8	256

Industry Group

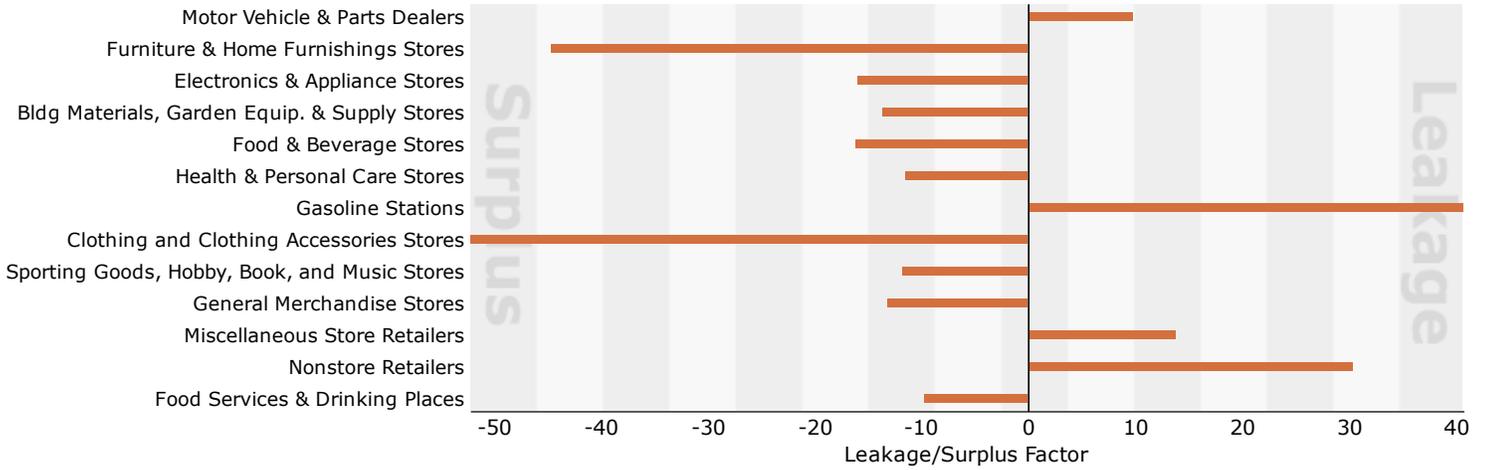
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$401,663,701	\$329,758,347	\$71,905,354	9.8	49
Automobile Dealers	4411	\$325,280,919	\$265,002,180	\$60,278,739	10.2	22
Other Motor Vehicle Dealers	4412	\$46,281,931	\$48,997,379	-\$2,715,448	-2.8	6
Auto Parts, Accessories & Tire Stores	4413	\$30,100,851	\$15,758,789	\$14,342,062	31.3	20
Furniture & Home Furnishings Stores	442	\$47,942,303	\$125,354,264	-\$77,411,961	-44.7	38
Furniture Stores	4421	\$30,999,974	\$111,381,948	-\$80,381,974	-56.5	22
Home Furnishings Stores	4422	\$16,942,329	\$13,972,317	\$2,970,012	9.6	17
Electronics & Appliance Stores	443	\$99,845,640	\$137,841,330	-\$37,995,690	-16.0	61
Bldg Materials, Garden Equip. & Supply Stores	444	\$90,747,613	\$119,789,240	-\$29,041,627	-13.8	54
Bldg Material & Supplies Dealers	4441	\$78,471,042	\$100,811,964	-\$22,340,922	-12.5	36
Lawn & Garden Equip & Supply Stores	4442	\$12,276,570	\$18,977,276	-\$6,700,706	-21.4	18
Food & Beverage Stores	445	\$313,583,743	\$434,934,358	-\$121,350,615	-16.2	83
Grocery Stores	4451	\$289,094,714	\$408,850,182	-\$119,755,468	-17.2	47
Specialty Food Stores	4452	\$15,166,257	\$17,428,406	-\$2,262,149	-6.9	26
Beer, Wine & Liquor Stores	4453	\$9,322,771	\$8,655,770	\$667,001	3.7	10
Health & Personal Care Stores	446,4461	\$130,827,280	\$165,066,301	-\$34,239,021	-11.6	70
Gasoline Stations	447,4471	\$120,279,332	\$50,733,689	\$69,545,643	40.7	24
Clothing & Clothing Accessories Stores	448	\$79,496,431	\$253,199,421	-\$173,702,990	-52.2	173
Clothing Stores	4481	\$50,027,967	\$179,186,904	-\$129,158,937	-56.3	112
Shoe Stores	4482	\$9,366,577	\$16,071,103	-\$6,704,526	-26.4	19
Jewelry, Luggage & Leather Goods Stores	4483	\$20,101,887	\$57,941,414	-\$37,839,527	-48.5	41
Sporting Goods, Hobby, Book & Music Stores	451	\$58,237,762	\$73,946,680	-\$15,708,918	-11.9	62
Sporting Goods/Hobby/Musical Instr Stores	4511	\$47,077,514	\$65,611,618	-\$18,534,104	-16.4	52
Book, Periodical & Music Stores	4512	\$11,160,248	\$8,335,062	\$2,825,186	14.5	9
General Merchandise Stores	452	\$322,537,658	\$421,708,190	-\$99,170,532	-13.3	35
Department Stores Excluding Leased Depts.	4521	\$255,182,454	\$396,015,359	-\$140,832,905	-21.6	14
Other General Merchandise Stores	4529	\$67,355,204	\$25,692,831	\$41,662,373	44.8	20
Miscellaneous Store Retailers	453	\$82,034,922	\$62,120,925	\$19,913,997	13.8	108
Florists	4531	\$3,547,215	\$897,749	\$2,649,466	59.6	7
Office Supplies, Stationery & Gift Stores	4532	\$19,514,015	\$22,578,568	-\$3,064,553	-7.3	33
Used Merchandise Stores	4533	\$12,295,513	\$3,294,857	\$9,000,656	57.7	16
Other Miscellaneous Store Retailers	4539	\$46,678,179	\$35,349,751	\$11,328,428	13.8	52
Nonstore Retailers	454	\$27,739,182	\$14,816,726	\$12,922,456	30.4	9
Electronic Shopping & Mail-Order Houses	4541	\$15,467,923	\$10,508,038	\$4,959,885	19.1	5
Vending Machine Operators	4542	\$2,794,556	\$0	\$2,794,556	100.0	0
Direct Selling Establishments	4543	\$9,476,703	\$4,308,688	\$5,168,015	37.5	4
Food Services & Drinking Places	722	\$182,189,126	\$221,848,287	-\$39,659,161	-9.8	256
Full-Service Restaurants	7221	\$91,287,215	\$117,665,093	-\$26,377,878	-12.6	134
Limited-Service Eating Places	7222	\$80,276,084	\$95,864,144	-\$15,588,060	-8.8	97
Special Food Services	7223	\$4,929,379	\$3,467,092	\$1,462,287	17.4	9
Drinking Places - Alcoholic Beverages	7224	\$5,696,449	\$4,851,957	\$844,492	8.0	16

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.

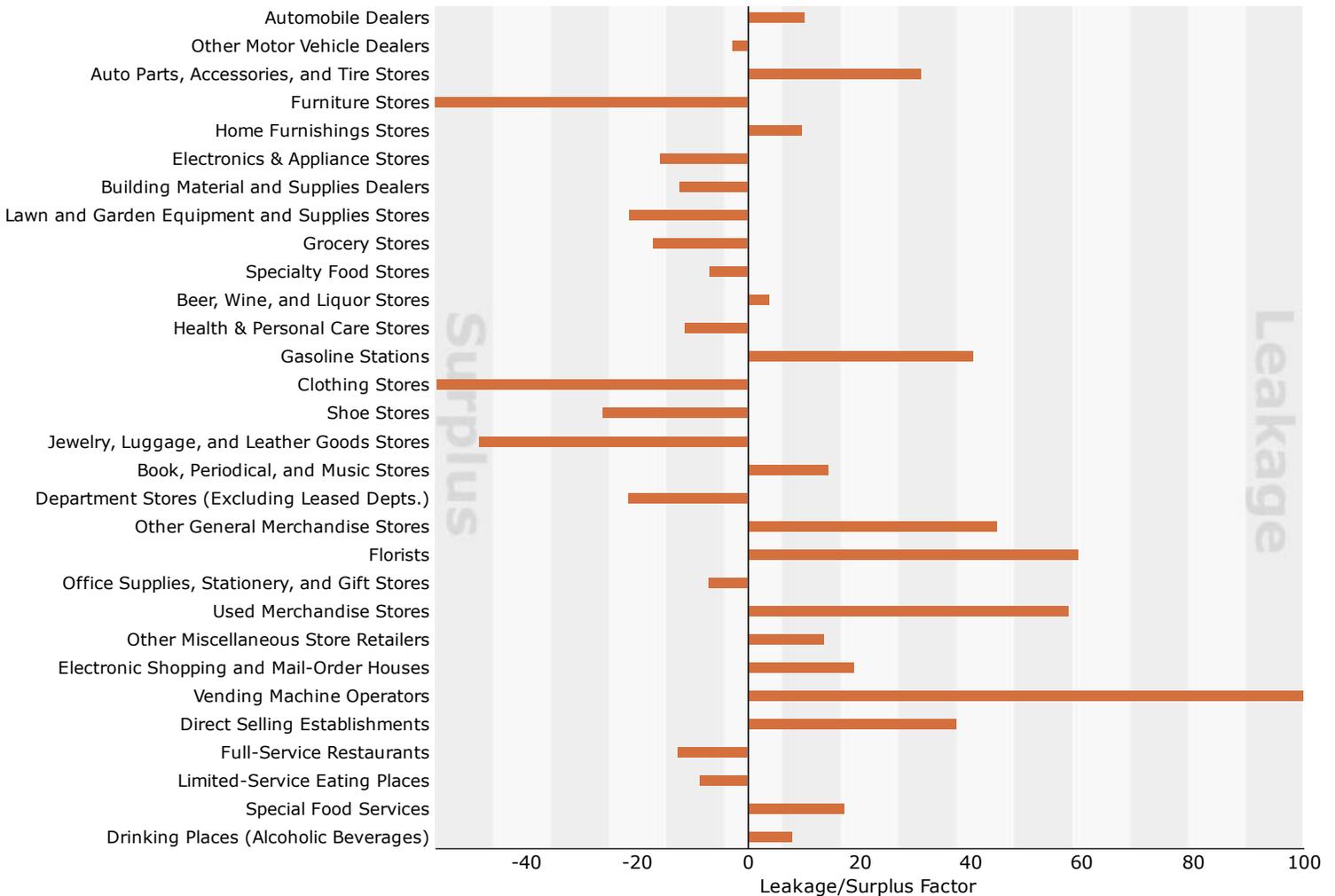
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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 Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Demographic Summary	2016	2021
Population	4,601	4,735
Population 18+	3,747	3,914
Households	2,031	2,104
Median Household Income	\$46,910	\$53,269

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,723	46.0%	97
Bought any women's clothing in last 12 months	1,600	42.7%	97
Bought clothing for child <13 years in last 6 months	936	25.0%	91
Bought any shoes in last 12 months	1,923	51.3%	95
Bought costume jewelry in last 12 months	762	20.3%	104
Bought any fine jewelry in last 12 months	650	17.3%	95
Bought a watch in last 12 months	408	10.9%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,758	86.6%	101
HH bought/leased new vehicle last 12 mo	184	9.1%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,197	85.3%	100
Bought/changed motor oil in last 12 months	1,820	48.6%	99
Had tune-up in last 12 months	1,091	29.1%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,398	64.0%	98
Drank regular cola in last 6 months	1,650	44.0%	98
Drank beer/ale in last 6 months	1,625	43.4%	102
Cameras (Adults)			
Own digital point & shoot camera	1,057	28.2%	97
Own digital single-lens reflex (SLR) camera	253	6.8%	78
Bought any camera in last 12 months	191	5.1%	89
Printed digital photos in last 12 months	84	2.2%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,390	37.1%	103
Have a smartphone	2,058	54.9%	93
Have a smartphone: Android phone (any brand)	989	26.4%	98
Have a smartphone: Apple iPhone	918	24.5%	95
Number of cell phones in household: 1	744	36.6%	114
Number of cell phones in household: 2	751	37.0%	99
Number of cell phones in household: 3+	420	20.7%	81
HH has cell phone only (no landline telephone)	827	40.7%	97
Computers (Households)			
HH owns a computer	1,492	73.5%	96
HH owns desktop computer	829	40.8%	90
HH owns laptop/notebook	1,039	51.2%	94
HH owns any Apple/Mac brand computer	260	12.8%	85
HH owns any PC/non-Apple brand computer	1,346	66.3%	97
HH purchased most recent computer in a store	710	35.0%	93
HH purchased most recent computer online	227	11.2%	85
Spent <\$500 on most recent home computer	281	13.8%	95
Spent \$500-\$999 on most recent home computer	370	18.2%	95
Spent \$1,000-\$1,499 on most recent home computer	173	8.5%	90
Spent \$1,500-\$1,999 on most recent home computer	87	4.3%	94
Spent \$2,000+ on most recent home computer	73	3.6%	92

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 Milford
 101 Main St, Milford, OH 45150-1183
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.17302
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,875	50.0%	99
Bought brewed coffee at convenience store in last 30 days	552	14.7%	94
Bought cigarettes at convenience store in last 30 days	604	16.1%	129
Bought gas at convenience store in last 30 days	1,269	33.9%	103
Spent at convenience store in last 30 days: <\$20	303	8.1%	100
Spent at convenience store in last 30 days: \$20-\$39	338	9.0%	100
Spent at convenience store in last 30 days: \$40-\$50	294	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	159	4.2%	96
Spent at convenience store in last 30 days: \$100+	881	23.5%	103
Entertainment (Adults)			
Attended a movie in last 6 months	2,100	56.0%	94
Went to live theater in last 12 months	475	12.7%	98
Went to a bar/night club in last 12 months	522	13.9%	83
Dined out in last 12 months	1,609	42.9%	96
Gambled at a casino in last 12 months	464	12.4%	90
Visited a theme park in last 12 months	580	15.5%	88
Viewed movie (video-on-demand) in last 30 days	580	15.5%	91
Viewed TV show (video-on-demand) in last 30 days	372	9.9%	77
Watched any pay-per-view TV in last 12 months	394	10.5%	80
Downloaded a movie over the Internet in last 30 days	292	7.8%	108
Downloaded any individual song in last 6 months	618	16.5%	81
Watched a movie online in the last 30 days	617	16.5%	103
Watched a TV program online in last 30 days	469	12.5%	84
Played a video/electronic game (console) in last 12 months	350	9.3%	89
Played a video/electronic game (portable) in last 12 months	177	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	1,025	27.4%	88
Used ATM/cash machine in last 12 months	1,634	43.6%	89
Own any stock	329	8.8%	115
Own U.S. savings bond	187	5.0%	94
Own shares in mutual fund (stock)	264	7.0%	97
Own shares in mutual fund (bonds)	147	3.9%	81
Have interest checking account	1,143	30.5%	108
Have non-interest checking account	932	24.9%	88
Have savings account	1,874	50.0%	93
Have 401K retirement savings plan	499	13.3%	92
Own/used any credit/debit card in last 12 months	2,767	73.8%	99
Avg monthly credit card expenditures: <\$111	480	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	273	7.3%	106
Avg monthly credit card expenditures: \$226-\$450	190	5.1%	80
Avg monthly credit card expenditures: \$451-\$700	204	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	153	4.1%	95
Avg monthly credit card expenditures: \$1,001+	326	8.7%	96
Did banking online in last 12 months	1,126	30.1%	84
Did banking on mobile device in last 12 months	351	9.4%	67
Paid bills online in last 12 months	1,368	36.5%	85

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

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

Retail Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,458	71.8%	103
Used bread in last 6 months	1,918	94.4%	101
Used chicken (fresh or frozen) in last 6 months	1,369	67.4%	98
Used turkey (fresh or frozen) in last 6 months	318	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,086	53.5%	98
Used fresh fruit/vegetables in last 6 months	1,726	85.0%	99
Used fresh milk in last 6 months	1,790	88.1%	100
Used organic food in last 6 months	356	17.5%	89
Health (Adults)			
Exercise at home 2+ times per week	910	24.3%	86
Exercise at club 2+ times per week	437	11.7%	90
Visited a doctor in last 12 months	2,877	76.8%	101
Used vitamin/dietary supplement in last 6 months	2,018	53.9%	102
Home (Households)			
Any home improvement in last 12 months	508	25.0%	93
Used housekeeper/maid/professional HH cleaning service in last 12	279	13.7%	104
Purchased low ticket HH furnishings in last 12 months	334	16.4%	102
Purchased big ticket HH furnishings in last 12 months	426	21.0%	100
Bought any small kitchen appliance in last 12 months	461	22.7%	102
Bought any large kitchen appliance in last 12 months	251	12.4%	97
Insurance (Adults/Households)			
Currently carry life insurance	1,519	40.5%	95
Carry medical/hospital/accident insurance	2,504	66.8%	102
Carry homeowner insurance	1,746	46.6%	99
Carry renter's insurance	340	9.1%	111
Have auto insurance: 1 vehicle in household covered	807	39.7%	129
Have auto insurance: 2 vehicles in household covered	515	25.4%	89
Have auto insurance: 3+ vehicles in household covered	366	18.0%	83
Pets (Households)			
Household owns any pet	972	47.9%	89
Household owns any cat	409	20.1%	90
Household owns any dog	705	34.7%	85
Psychographics (Adults)			
Buying American is important to me	1,735	46.3%	109
Usually buy items on credit rather than wait	456	12.2%	104
Usually buy based on quality - not price	785	21.0%	117
Price is usually more important than brand name	933	24.9%	95
Usually use coupons for brands I buy often	726	19.4%	102
Am interested in how to help the environment	677	18.1%	111
Usually pay more for environ safe product	448	12.0%	94
Usually value green products over convenience	440	11.7%	112
Likely to buy a brand that supports a charity	1,281	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	421	11.2%	85
Bought hardcover book in last 12 months	652	17.4%	83
Bought paperback book in last 12 month	1,126	30.1%	96
Read any daily newspaper (paper version)	1,178	31.4%	120
Read any digital newspaper in last 30 days	1,110	29.6%	89
Read any magazine (paper/electronic version) in last 6 months	3,422	91.3%	101

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 Milford
101 Main St, Milford, OH 45150-1183
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

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	2,704	72.2%	97
Went to family restaurant/steak house: 4+ times a month	1,070	28.6%	104
Went to fast food/drive-in restaurant in last 6 months	3,277	87.5%	97
Went to fast food/drive-in restaurant 9+ times/mo	1,359	36.3%	92
Fast food/drive-in last 6 months: eat in	1,256	33.5%	92
Fast food/drive-in last 6 months: home delivery	237	6.3%	82
Fast food/drive-in last 6 months: take-out/drive-thru	1,562	41.7%	90
Fast food/drive-in last 6 months: take-out/walk-in	726	19.4%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,226	32.7%	103
Own e-reader/tablet: iPad	578	15.4%	101
Own any portable MP3 player	1,063	28.4%	92
HH owns 1 TV	372	18.3%	90
HH owns 2 TVs	619	30.5%	118
HH owns 3 TVs	394	19.4%	91
HH owns 4+ TVs	354	17.4%	92
HH subscribes to cable TV	1,140	56.1%	113
HH subscribes to fiber optic	144	7.1%	93
HH has satellite dish	427	21.0%	83
HH owns DVD/Blu-ray player	1,172	57.7%	95
HH owns camcorder	251	12.4%	89
HH owns portable GPS navigation device	529	26.0%	95
HH purchased video game system in last 12 mos	136	6.7%	84
HH owns Internet video device for TV	112	5.5%	78
Travel (Adults)			
Domestic travel in last 12 months	1,648	44.0%	88
Took 3+ domestic non-business trips in last 12 months	342	9.1%	82
Spent on domestic vacations in last 12 months: <\$1,000	299	8.0%	74
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	188	5.0%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	130	3.5%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	159	4.2%	109
Spent on domestic vacations in last 12 months: \$3,000+	189	5.0%	92
Domestic travel in the 12 months: used general travel website	182	4.9%	72
Foreign travel in last 3 years	714	19.1%	79
Took 3+ foreign trips by plane in last 3 years	164	4.4%	97
Spent on foreign vacations in last 12 months: <\$1,000	153	4.1%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	113	3.0%	92
Spent on foreign vacations in last 12 months: \$3,000+	159	4.2%	85
Foreign travel in last 3 years: used general travel website	192	5.1%	92
Nights spent in hotel/motel in last 12 months: any	1,353	36.1%	89
Took cruise of more than one day in last 3 years	261	7.0%	83
Member of any frequent flyer program	599	16.0%	98
Member of any hotel rewards program	493	13.2%	93

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 Milford
101 Main St, Milford, OH 45150-1183
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Demographic Summary	2016	2021
Population	22,026	22,807
Population 18+	16,852	17,706
Households	8,750	9,084
Median Household Income	\$75,462	\$84,115

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,328	49.4%	105
Bought any women's clothing in last 12 months	7,769	46.1%	105
Bought clothing for child <13 years in last 6 months	4,492	26.7%	97
Bought any shoes in last 12 months	9,424	55.9%	104
Bought costume jewelry in last 12 months	3,614	21.4%	110
Bought any fine jewelry in last 12 months	3,159	18.7%	102
Bought a watch in last 12 months	1,951	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	7,909	90.4%	106
HH bought/leased new vehicle last 12 mo	1,069	12.2%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,189	90.1%	106
Bought/changed motor oil in last 12 months	8,232	48.8%	99
Had tune-up in last 12 months	5,260	31.2%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,268	66.9%	102
Drank regular cola in last 6 months	6,728	39.9%	89
Drank beer/ale in last 6 months	7,876	46.7%	110
Cameras (Adults)			
Own digital point & shoot camera	5,743	34.1%	117
Own digital single-lens reflex (SLR) camera	1,724	10.2%	119
Bought any camera in last 12 months	960	5.7%	100
Printed digital photos in last 12 months	497	2.9%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,219	36.9%	102
Have a smartphone	10,490	62.2%	106
Have a smartphone: Android phone (any brand)	4,174	24.8%	92
Have a smartphone: Apple iPhone	5,386	32.0%	124
Number of cell phones in household: 1	2,564	29.3%	91
Number of cell phones in household: 2	3,407	38.9%	104
Number of cell phones in household: 3+	2,424	27.7%	109
HH has cell phone only (no landline telephone)	3,021	34.5%	82
Computers (Households)			
HH owns a computer	7,179	82.0%	107
HH owns desktop computer	4,314	49.3%	109
HH owns laptop/notebook	5,087	58.1%	107
HH owns any Apple/Mac brand computer	1,625	18.6%	124
HH owns any PC/non-Apple brand computer	6,229	71.2%	105
HH purchased most recent computer in a store	3,527	40.3%	107
HH purchased most recent computer online	1,245	14.2%	109
Spent <\$500 on most recent home computer	1,193	13.6%	94
Spent \$500-\$999 on most recent home computer	1,828	20.9%	109
Spent \$1,000-\$1,499 on most recent home computer	976	11.2%	118
Spent \$1,500-\$1,999 on most recent home computer	461	5.3%	116
Spent \$2,000+ on most recent home computer	432	4.9%	126

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Retail Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	8,964	53.2%	105
Bought brewed coffee at convenience store in last 30 days	2,784	16.5%	105
Bought cigarettes at convenience store in last 30 days	1,931	11.5%	92
Bought gas at convenience store in last 30 days	5,491	32.6%	99
Spent at convenience store in last 30 days: <\$20	1,607	9.5%	118
Spent at convenience store in last 30 days: \$20-\$39	1,628	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	1,262	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	701	4.2%	94
Spent at convenience store in last 30 days: \$100+	3,697	21.9%	96
Entertainment (Adults)			
Attended a movie in last 6 months	10,538	62.5%	105
Went to live theater in last 12 months	2,763	16.4%	126
Went to a bar/night club in last 12 months	3,024	17.9%	107
Dined out in last 12 months	8,740	51.9%	116
Gambled at a casino in last 12 months	2,498	14.8%	108
Visited a theme park in last 12 months	3,204	19.0%	108
Viewed movie (video-on-demand) in last 30 days	3,611	21.4%	126
Viewed TV show (video-on-demand) in last 30 days	2,635	15.6%	121
Watched any pay-per-view TV in last 12 months	2,264	13.4%	102
Downloaded a movie over the Internet in last 30 days	1,304	7.7%	108
Downloaded any individual song in last 6 months	3,651	21.7%	106
Watched a movie online in the last 30 days	2,733	16.2%	101
Watched a TV program online in last 30 days	2,602	15.4%	103
Played a video/electronic game (console) in last 12 months	1,651	9.8%	94
Played a video/electronic game (portable) in last 12 months	746	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	6,385	37.9%	122
Used ATM/cash machine in last 12 months	8,957	53.2%	108
Own any stock	1,854	11.0%	144
Own U.S. savings bond	1,173	7.0%	131
Own shares in mutual fund (stock)	1,776	10.5%	145
Own shares in mutual fund (bonds)	1,159	6.9%	141
Have interest checking account	5,850	34.7%	123
Have non-interest checking account	4,959	29.4%	104
Have savings account	9,994	59.3%	110
Have 401K retirement savings plan	2,999	17.8%	122
Own/used any credit/debit card in last 12 months	13,564	80.5%	108
Avg monthly credit card expenditures: <\$111	1,972	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	1,163	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	1,184	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	1,086	6.4%	121
Avg monthly credit card expenditures: \$701-\$1,000	915	5.4%	126
Avg monthly credit card expenditures: \$1,001+	2,359	14.0%	154
Did banking online in last 12 months	6,803	40.4%	113
Did banking on mobile device in last 12 months	2,352	14.0%	100
Paid bills online in last 12 months	7,912	46.9%	109

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Retail Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17302
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,305	72.1%	104
Used bread in last 6 months	8,279	94.6%	101
Used chicken (fresh or frozen) in last 6 months	6,183	70.7%	102
Used turkey (fresh or frozen) in last 6 months	1,500	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	4,929	56.3%	103
Used fresh fruit/vegetables in last 6 months	7,679	87.8%	102
Used fresh milk in last 6 months	7,817	89.3%	102
Used organic food in last 6 months	1,808	20.7%	105
Health (Adults)			
Exercise at home 2+ times per week	5,236	31.1%	109
Exercise at club 2+ times per week	2,797	16.6%	128
Visited a doctor in last 12 months	13,599	80.7%	106
Used vitamin/dietary supplement in last 6 months	9,741	57.8%	109
Home (Households)			
Any home improvement in last 12 months	2,714	31.0%	116
Used housekeeper/maid/professional HH cleaning service in last 12	1,522	17.4%	132
Purchased low ticket HH furnishings in last 12 months	1,529	17.5%	109
Purchased big ticket HH furnishings in last 12 months	1,973	22.5%	108
Bought any small kitchen appliance in last 12 months	2,082	23.8%	107
Bought any large kitchen appliance in last 12 months	1,215	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	8,096	48.0%	113
Carry medical/hospital/accident insurance	12,063	71.6%	109
Carry homeowner insurance	9,559	56.7%	121
Carry renter's insurance	1,359	8.1%	99
Have auto insurance: 1 vehicle in household covered	2,593	29.6%	96
Have auto insurance: 2 vehicles in household covered	2,734	31.2%	110
Have auto insurance: 3+ vehicles in household covered	2,228	25.5%	117
Pets (Households)			
Household owns any pet	4,809	55.0%	102
Household owns any cat	2,027	23.2%	103
Household owns any dog	3,516	40.2%	99
Psychographics (Adults)			
Buying American is important to me	7,345	43.6%	103
Usually buy items on credit rather than wait	1,998	11.9%	101
Usually buy based on quality - not price	3,091	18.3%	102
Price is usually more important than brand name	4,096	24.3%	93
Usually use coupons for brands I buy often	3,321	19.7%	104
Am interested in how to help the environment	2,590	15.4%	94
Usually pay more for environ safe product	2,078	12.3%	97
Usually value green products over convenience	1,662	9.9%	94
Likely to buy a brand that supports a charity	5,717	33.9%	97
Reading (Adults)			
Bought digital book in last 12 months	2,715	16.1%	122
Bought hardcover book in last 12 months	3,885	23.1%	110
Bought paperback book in last 12 month	5,878	34.9%	111
Read any daily newspaper (paper version)	5,281	31.3%	120
Read any digital newspaper in last 30 days	6,348	37.7%	113
Read any magazine (paper/electronic version) in last 6 months	15,765	93.5%	103

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Retail Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
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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	13,217	78.4%	105
Went to family restaurant/steak house: 4+ times a month	5,088	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	15,164	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	6,480	38.5%	97
Fast food/drive-in last 6 months: eat in	6,230	37.0%	102
Fast food/drive-in last 6 months: home delivery	1,174	7.0%	91
Fast food/drive-in last 6 months: take-out/drive-thru	7,964	47.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	3,371	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,439	38.2%	120
Own e-reader/tablet: iPad	3,415	20.3%	132
Own any portable MP3 player	5,822	34.5%	112
HH owns 1 TV	1,507	17.2%	84
HH owns 2 TVs	2,350	26.9%	104
HH owns 3 TVs	1,937	22.1%	103
HH owns 4+ TVs	1,939	22.2%	117
HH subscribes to cable TV	4,873	55.7%	112
HH subscribes to fiber optic	924	10.6%	139
HH has satellite dish	1,814	20.7%	82
HH owns DVD/Blu-ray player	5,523	63.1%	104
HH owns camcorder	1,465	16.7%	120
HH owns portable GPS navigation device	2,883	32.9%	120
HH purchased video game system in last 12 mos	653	7.5%	94
HH owns Internet video device for TV	670	7.7%	109
Travel (Adults)			
Domestic travel in last 12 months	9,694	57.5%	115
Took 3+ domestic non-business trips in last 12 months	2,329	13.8%	124
Spent on domestic vacations in last 12 months: <\$1,000	1,725	10.2%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,191	7.1%	121
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	713	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	945	5.6%	144
Spent on domestic vacations in last 12 months: \$3,000+	1,343	8.0%	145
Domestic travel in the 12 months: used general travel website	1,369	8.1%	120
Foreign travel in last 3 years	4,958	29.4%	122
Took 3+ foreign trips by plane in last 3 years	1,041	6.2%	137
Spent on foreign vacations in last 12 months: <\$1,000	907	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	630	3.7%	115
Spent on foreign vacations in last 12 months: \$3,000+	1,153	6.8%	138
Foreign travel in last 3 years: used general travel website	1,155	6.9%	123
Nights spent in hotel/motel in last 12 months: any	8,050	47.8%	118
Took cruise of more than one day in last 3 years	1,792	10.6%	127
Member of any frequent flyer program	3,955	23.5%	144
Member of any hotel rewards program	3,321	19.7%	140

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Retail Market Potential

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Demographic Summary	2016	2021
Population	91,371	93,800
Population 18+	69,369	72,301
Households	35,737	36,781
Median Household Income	\$76,967	\$85,537

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	34,657	50.0%	106
Bought any women's clothing in last 12 months	32,340	46.6%	106
Bought clothing for child <13 years in last 6 months	19,223	27.7%	101
Bought any shoes in last 12 months	39,198	56.5%	105
Bought costume jewelry in last 12 months	14,748	21.3%	109
Bought any fine jewelry in last 12 months	13,042	18.8%	103
Bought a watch in last 12 months	8,194	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	32,616	91.3%	107
HH bought/leased new vehicle last 12 mo	4,469	12.5%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	63,233	91.2%	107
Bought/changed motor oil in last 12 months	34,492	49.7%	101
Had tune-up in last 12 months	21,953	31.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	46,108	66.5%	102
Drank regular cola in last 6 months	27,976	40.3%	90
Drank beer/ale in last 6 months	32,214	46.4%	109
Cameras (Adults)			
Own digital point & shoot camera	24,054	34.7%	119
Own digital single-lens reflex (SLR) camera	7,483	10.8%	125
Bought any camera in last 12 months	4,132	6.0%	105
Printed digital photos in last 12 months	2,065	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	25,331	36.5%	101
Have a smartphone	43,556	62.8%	107
Have a smartphone: Android phone (any brand)	17,523	25.3%	94
Have a smartphone: Apple iPhone	21,944	31.6%	122
Number of cell phones in household: 1	9,952	27.8%	87
Number of cell phones in household: 2	14,123	39.5%	106
Number of cell phones in household: 3+	10,262	28.7%	113
HH has cell phone only (no landline telephone)	12,535	35.1%	84
Computers (Households)			
HH owns a computer	29,843	83.5%	109
HH owns desktop computer	18,353	51.4%	113
HH owns laptop/notebook	21,195	59.3%	109
HH owns any Apple/Mac brand computer	6,632	18.6%	123
HH owns any PC/non-Apple brand computer	26,007	72.8%	107
HH purchased most recent computer in a store	14,872	41.6%	111
HH purchased most recent computer online	5,335	14.9%	114
Spent <\$500 on most recent home computer	5,011	14.0%	97
Spent \$500-\$999 on most recent home computer	7,741	21.7%	113
Spent \$1,000-\$1,499 on most recent home computer	4,067	11.4%	120
Spent \$1,500-\$1,999 on most recent home computer	1,967	5.5%	121
Spent \$2,000+ on most recent home computer	1,797	5.0%	128

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Retail Market Potential

Downtown Milford
 101 Main St, Milford, OH 45150-1183
 Ring: 5 mile radius

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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	37,151	53.6%	106
Bought brewed coffee at convenience store in last 30 days	11,470	16.5%	105
Bought cigarettes at convenience store in last 30 days	7,715	11.1%	89
Bought gas at convenience store in last 30 days	23,253	33.5%	101
Spent at convenience store in last 30 days: <\$20	6,439	9.3%	115
Spent at convenience store in last 30 days: \$20-\$39	6,567	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	5,295	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	3,016	4.3%	98
Spent at convenience store in last 30 days: \$100+	15,743	22.7%	99
Entertainment (Adults)			
Attended a movie in last 6 months	43,838	63.2%	106
Went to live theater in last 12 months	11,349	16.4%	126
Went to a bar/night club in last 12 months	12,767	18.4%	110
Dined out in last 12 months	36,719	52.9%	118
Gambled at a casino in last 12 months	10,396	15.0%	109
Visited a theme park in last 12 months	13,428	19.4%	110
Viewed movie (video-on-demand) in last 30 days	14,807	21.3%	126
Viewed TV show (video-on-demand) in last 30 days	11,091	16.0%	124
Watched any pay-per-view TV in last 12 months	9,706	14.0%	106
Downloaded a movie over the Internet in last 30 days	5,193	7.5%	104
Downloaded any individual song in last 6 months	15,728	22.7%	111
Watched a movie online in the last 30 days	10,945	15.8%	99
Watched a TV program online in last 30 days	10,865	15.7%	105
Played a video/electronic game (console) in last 12 months	6,910	10.0%	95
Played a video/electronic game (portable) in last 12 months	2,982	4.3%	94
Financial (Adults)			
Have home mortgage (1st)	27,430	39.5%	127
Used ATM/cash machine in last 12 months	37,940	54.7%	111
Own any stock	7,443	10.7%	140
Own U.S. savings bond	4,809	6.9%	131
Own shares in mutual fund (stock)	7,273	10.5%	144
Own shares in mutual fund (bonds)	4,767	6.9%	141
Have interest checking account	24,117	34.8%	123
Have non-interest checking account	21,452	30.9%	109
Have savings account	42,423	61.2%	113
Have 401K retirement savings plan	12,829	18.5%	127
Own/used any credit/debit card in last 12 months	56,440	81.4%	109
Avg monthly credit card expenditures: <\$111	8,256	11.9%	103
Avg monthly credit card expenditures: \$111-\$225	4,838	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	5,103	7.4%	116
Avg monthly credit card expenditures: \$451-\$700	4,386	6.3%	119
Avg monthly credit card expenditures: \$701-\$1,000	3,872	5.6%	129
Avg monthly credit card expenditures: \$1,001+	9,591	13.8%	152
Did banking online in last 12 months	29,629	42.7%	120
Did banking on mobile device in last 12 months	10,573	15.2%	109
Paid bills online in last 12 months	34,244	49.4%	115

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Retail Market Potential

Downtown Milford
101 Main St, Milford, OH 45150-1183
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17302
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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	25,746	72.0%	104
Used bread in last 6 months	33,852	94.7%	101
Used chicken (fresh or frozen) in last 6 months	25,429	71.2%	103
Used turkey (fresh or frozen) in last 6 months	6,179	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	20,178	56.5%	103
Used fresh fruit/vegetables in last 6 months	31,562	88.3%	103
Used fresh milk in last 6 months	32,004	89.6%	102
Used organic food in last 6 months	7,439	20.8%	106
Health (Adults)			
Exercise at home 2+ times per week	21,979	31.7%	112
Exercise at club 2+ times per week	11,373	16.4%	126
Visited a doctor in last 12 months	55,955	80.7%	106
Used vitamin/dietary supplement in last 6 months	39,699	57.2%	108
Home (Households)			
Any home improvement in last 12 months	11,487	32.1%	120
Used housekeeper/maid/professional HH cleaning service in last 12	6,076	17.0%	129
Purchased low ticket HH furnishings in last 12 months	6,327	17.7%	110
Purchased big ticket HH furnishings in last 12 months	8,128	22.7%	109
Bought any small kitchen appliance in last 12 months	8,459	23.7%	107
Bought any large kitchen appliance in last 12 months	5,084	14.2%	112
Insurance (Adults/Households)			
Currently carry life insurance	34,571	49.8%	117
Carry medical/hospital/accident insurance	49,809	71.8%	110
Carry homeowner insurance	40,428	58.3%	124
Carry renter's insurance	5,423	7.8%	96
Have auto insurance: 1 vehicle in household covered	9,948	27.8%	90
Have auto insurance: 2 vehicles in household covered	11,592	32.4%	114
Have auto insurance: 3+ vehicles in household covered	9,533	26.7%	122
Pets (Households)			
Household owns any pet	20,513	57.4%	107
Household owns any cat	8,581	24.0%	107
Household owns any dog	15,331	42.9%	105
Psychographics (Adults)			
Buying American is important to me	30,336	43.7%	103
Usually buy items on credit rather than wait	8,145	11.7%	100
Usually buy based on quality - not price	12,357	17.8%	99
Price is usually more important than brand name	17,310	25.0%	95
Usually use coupons for brands I buy often	13,792	19.9%	105
Am interested in how to help the environment	10,398	15.0%	92
Usually pay more for environ safe product	8,629	12.4%	97
Usually value green products over convenience	6,423	9.3%	88
Likely to buy a brand that supports a charity	23,794	34.3%	98
Reading (Adults)			
Bought digital book in last 12 months	11,403	16.4%	124
Bought hardcover book in last 12 months	16,421	23.7%	113
Bought paperback book in last 12 month	24,734	35.7%	114
Read any daily newspaper (paper version)	21,270	30.7%	117
Read any digital newspaper in last 30 days	26,642	38.4%	115
Read any magazine (paper/electronic version) in last 6 months	64,747	93.3%	103

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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	55,157	79.5%	107
Went to family restaurant/steak house: 4+ times a month	20,946	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	63,157	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	27,658	39.9%	101
Fast food/drive-in last 6 months: eat in	26,382	38.0%	105
Fast food/drive-in last 6 months: home delivery	5,219	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	34,234	49.4%	106
Fast food/drive-in last 6 months: take-out/walk-in	13,959	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	26,567	38.3%	121
Own e-reader/tablet: iPad	13,940	20.1%	131
Own any portable MP3 player	24,394	35.2%	114
HH owns 1 TV	6,139	17.2%	84
HH owns 2 TVs	9,235	25.8%	100
HH owns 3 TVs	8,234	23.0%	108
HH owns 4+ TVs	8,096	22.7%	120
HH subscribes to cable TV	19,304	54.0%	109
HH subscribes to fiber optic	3,712	10.4%	137
HH has satellite dish	8,059	22.6%	89
HH owns DVD/Blu-ray player	22,956	64.2%	106
HH owns camcorder	6,075	17.0%	122
HH owns portable GPS navigation device	12,040	33.7%	123
HH purchased video game system in last 12 mos	2,614	7.3%	92
HH owns Internet video device for TV	2,884	8.1%	114
Travel (Adults)			
Domestic travel in last 12 months	41,366	59.6%	119
Took 3+ domestic non-business trips in last 12 months	9,796	14.1%	127
Spent on domestic vacations in last 12 months: <\$1,000	7,802	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,967	7.2%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,095	4.5%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,796	5.5%	140
Spent on domestic vacations in last 12 months: \$3,000+	5,460	7.9%	143
Domestic travel in the 12 months: used general travel website	5,775	8.3%	123
Foreign travel in last 3 years	20,666	29.8%	124
Took 3+ foreign trips by plane in last 3 years	4,136	6.0%	132
Spent on foreign vacations in last 12 months: <\$1,000	3,632	5.2%	126
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,623	3.8%	116
Spent on foreign vacations in last 12 months: \$3,000+	4,717	6.8%	137
Foreign travel in last 3 years: used general travel website	4,716	6.8%	122
Nights spent in hotel/motel in last 12 months: any	34,188	49.3%	121
Took cruise of more than one day in last 3 years	7,517	10.8%	129
Member of any frequent flyer program	16,295	23.5%	144
Member of any hotel rewards program	13,954	20.1%	142

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.