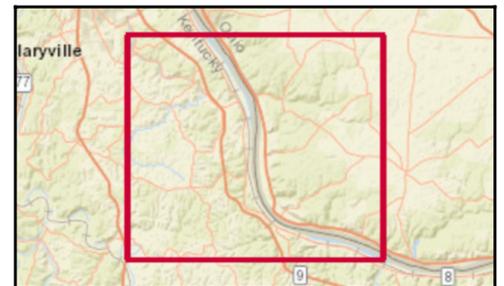
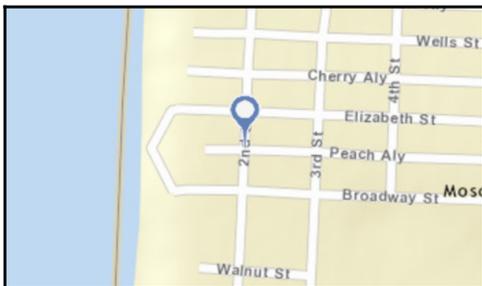
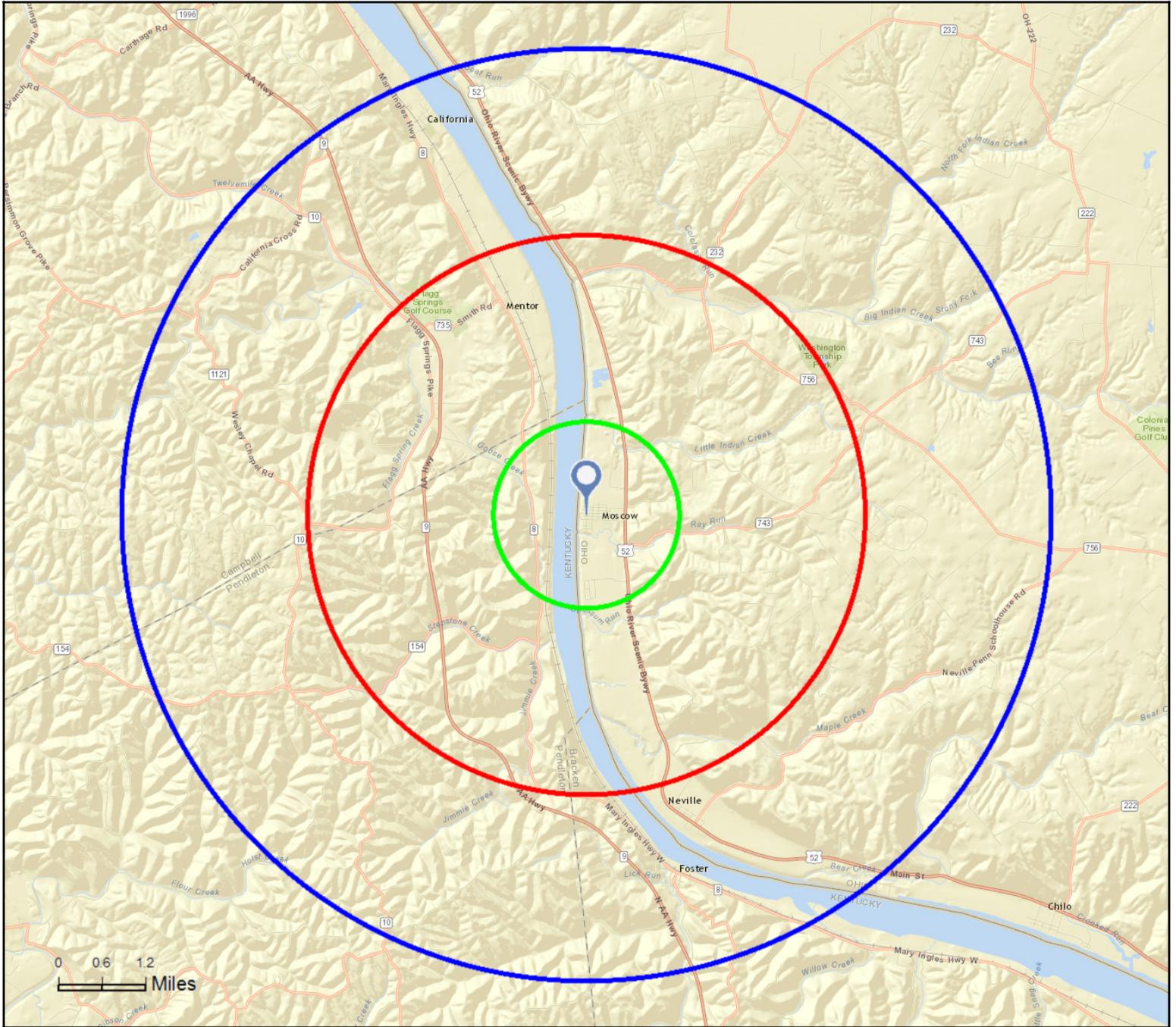


Site Map

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159



Market Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	251	1,771	5,296
2010 Total Population	242	1,782	5,373
2016 Total Population	240	1,793	5,447
2016 Group Quarters	0	7	12
2021 Total Population	240	1,808	5,527
2016-2021 Annual Rate	0.00%	0.17%	0.29%
Household Summary			
2000 Households	100	618	1,806
2000 Average Household Size	2.50	2.83	2.91
2010 Households	102	662	1,954
2010 Average Household Size	2.37	2.68	2.74
2016 Households	102	669	1,990
2016 Average Household Size	2.35	2.67	2.73
2021 Households	102	675	2,024
2021 Average Household Size	2.35	2.67	2.72
2016-2021 Annual Rate	0.00%	0.18%	0.34%
2010 Families	75	509	1,527
2010 Average Family Size	2.76	3.05	3.08
2016 Families	74	509	1,541
2016 Average Family Size	2.76	3.05	3.08
2021 Families	74	512	1,561
2021 Average Family Size	2.74	3.05	3.08
2016-2021 Annual Rate	0.00%	0.12%	0.26%
Housing Unit Summary			
2000 Housing Units	114	667	1,959
Owner Occupied Housing Units	70.2%	78.4%	78.9%
Renter Occupied Housing Units	16.7%	14.1%	13.3%
Vacant Housing Units	13.2%	7.5%	7.8%
2010 Housing Units	120	741	2,187
Owner Occupied Housing Units	66.7%	75.0%	75.7%
Renter Occupied Housing Units	18.3%	14.3%	13.6%
Vacant Housing Units	15.0%	10.7%	10.7%
2016 Housing Units	120	746	2,225
Owner Occupied Housing Units	64.2%	73.1%	73.6%
Renter Occupied Housing Units	20.8%	16.6%	15.8%
Vacant Housing Units	15.0%	10.3%	10.6%
2021 Housing Units	120	751	2,262
Owner Occupied Housing Units	64.2%	73.1%	73.5%
Renter Occupied Housing Units	20.8%	16.8%	16.0%
Vacant Housing Units	15.0%	10.1%	10.5%
Median Household Income			
2016	\$50,000	\$56,134	\$57,651
2021	\$56,266	\$61,827	\$65,367
Median Home Value			
2016	\$105,556	\$162,500	\$166,354
2021	\$137,500	\$212,500	\$217,593
Per Capita Income			
2016	\$25,559	\$27,470	\$27,950
2021	\$28,536	\$30,532	\$31,315
Median Age			
2010	40.7	40.0	40.6
2016	41.6	41.6	42.4
2021	42.4	43.1	44.0

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

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



Market Profile

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	102	669	1,990
<\$15,000	7.8%	8.7%	8.5%
\$15,000 - \$24,999	12.7%	9.3%	8.4%
\$25,000 - \$34,999	13.7%	12.9%	12.7%
\$35,000 - \$49,999	15.7%	11.5%	11.4%
\$50,000 - \$74,999	17.6%	22.6%	22.1%
\$75,000 - \$99,999	11.8%	12.6%	12.6%
\$100,000 - \$149,999	15.7%	14.1%	15.5%
\$150,000 - \$199,999	0.0%	3.1%	3.7%
\$200,000+	4.9%	5.2%	5.1%
Average Household Income	\$69,566	\$75,597	\$76,998
2021 Households by Income			
Household Income Base	102	675	2,024
<\$15,000	6.9%	8.4%	8.2%
\$15,000 - \$24,999	11.8%	8.4%	7.8%
\$25,000 - \$34,999	18.6%	14.8%	13.8%
\$35,000 - \$49,999	8.8%	6.4%	6.1%
\$50,000 - \$74,999	13.7%	20.9%	20.3%
\$75,000 - \$99,999	12.7%	13.3%	13.7%
\$100,000 - \$149,999	21.6%	17.6%	19.6%
\$150,000 - \$199,999	1.0%	4.0%	4.7%
\$200,000+	5.9%	6.2%	6.0%
Average Household Income	\$77,762	\$84,056	\$86,136
2016 Owner Occupied Housing Units by Value			
Total	77	545	1,638
<\$50,000	27.3%	12.5%	10.1%
\$50,000 - \$99,999	22.1%	17.4%	18.8%
\$100,000 - \$149,999	11.7%	16.3%	16.4%
\$150,000 - \$199,999	11.7%	15.4%	14.7%
\$200,000 - \$249,999	10.4%	13.6%	13.6%
\$250,000 - \$299,999	5.2%	7.3%	8.5%
\$300,000 - \$399,999	2.6%	9.7%	9.8%
\$400,000 - \$499,999	9.1%	5.9%	4.8%
\$500,000 - \$749,999	0.0%	0.9%	2.3%
\$750,000 - \$999,999	1.3%	0.4%	0.5%
\$1,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$155,449	\$192,537	\$199,481
2021 Owner Occupied Housing Units by Value			
Total	77	549	1,663
<\$50,000	13.0%	5.1%	4.0%
\$50,000 - \$99,999	28.6%	11.8%	11.1%
\$100,000 - \$149,999	10.4%	10.0%	9.8%
\$150,000 - \$199,999	7.8%	19.1%	18.9%
\$200,000 - \$249,999	10.4%	16.4%	17.9%
\$250,000 - \$299,999	9.1%	12.0%	12.9%
\$300,000 - \$399,999	3.9%	14.4%	14.0%
\$400,000 - \$499,999	14.3%	8.2%	6.6%
\$500,000 - \$749,999	0.0%	1.6%	3.3%
\$750,000 - \$999,999	1.3%	0.7%	0.9%
\$1,000,000 +	0.0%	0.9%	0.7%
Average Home Value	\$191,447	\$240,472	\$245,956

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	243	1,781	5,372
0 - 4	6.6%	5.7%	5.6%
5 - 9	8.2%	7.1%	7.0%
10 - 14	6.6%	7.8%	7.7%
15 - 24	11.5%	12.9%	12.4%
25 - 34	11.1%	10.2%	10.0%
35 - 44	13.2%	13.6%	13.6%
45 - 54	17.7%	18.0%	18.0%
55 - 64	13.2%	12.6%	13.4%
65 - 74	8.6%	7.7%	7.8%
75 - 84	3.3%	3.6%	3.6%
85 +	0.8%	0.8%	0.8%
18 +	73.7%	74.4%	74.9%
2016 Population by Age			
Total	241	1,794	5,446
0 - 4	6.2%	5.4%	5.2%
5 - 9	7.9%	6.3%	6.1%
10 - 14	6.2%	6.7%	6.7%
15 - 24	10.8%	12.0%	11.8%
25 - 34	11.6%	11.7%	11.3%
35 - 44	12.0%	12.5%	12.3%
45 - 54	16.2%	15.5%	15.4%
55 - 64	14.1%	15.3%	15.8%
65 - 74	10.4%	9.5%	10.1%
75 - 84	3.7%	4.0%	4.1%
85 +	0.8%	1.1%	1.0%
18 +	75.5%	77.2%	77.8%
2021 Population by Age			
Total	240	1,810	5,527
0 - 4	5.8%	5.1%	4.9%
5 - 9	7.5%	6.0%	5.8%
10 - 14	6.3%	6.5%	6.4%
15 - 24	10.0%	10.8%	10.7%
25 - 34	11.7%	11.7%	11.2%
35 - 44	12.5%	12.4%	12.2%
45 - 54	14.6%	13.9%	13.9%
55 - 64	14.6%	16.1%	16.3%
65 - 74	12.1%	11.4%	12.0%
75 - 84	4.2%	4.9%	5.2%
85 +	0.8%	1.3%	1.3%
18 +	76.7%	78.2%	78.8%
2010 Population by Sex			
Males	122	892	2,702
Females	120	890	2,671
2016 Population by Sex			
Males	121	899	2,741
Females	119	894	2,706
2021 Population by Sex			
Males	122	907	2,782
Females	118	901	2,744

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	241	1,782	5,373
White Alone	99.2%	98.5%	98.4%
Black Alone	0.0%	0.3%	0.3%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	0.0%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.1%
Two or More Races	0.8%	0.8%	0.9%
Hispanic Origin	0.8%	0.7%	0.6%
Diversity Index	4.1	4.3	4.4
2016 Population by Race/Ethnicity			
Total	241	1,794	5,447
White Alone	97.9%	98.0%	97.9%
Black Alone	0.4%	0.5%	0.5%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	0.0%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.2%	0.2%
Two or More Races	1.2%	1.1%	1.2%
Hispanic Origin	1.3%	0.8%	0.8%
Diversity Index	5.7	5.5	5.6
2021 Population by Race/Ethnicity			
Total	241	1,809	5,527
White Alone	97.5%	97.5%	97.4%
Black Alone	0.4%	0.6%	0.6%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	0.0%	0.1%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.2%
Two or More Races	1.7%	1.3%	1.4%
Hispanic Origin	1.3%	1.0%	0.9%
Diversity Index	6.5	6.7	6.7
2010 Population by Relationship and Household Type			
Total	242	1,782	5,373
In Households	100.0%	99.7%	99.8%
In Family Households	88.4%	89.4%	90.0%
Householder	26.9%	27.9%	28.3%
Spouse	21.5%	23.0%	23.5%
Child	34.3%	33.7%	33.3%
Other relative	2.5%	2.6%	2.6%
Nonrelative	3.3%	2.3%	2.3%
In Nonfamily Households	11.6%	10.2%	9.8%
In Group Quarters	0.0%	0.3%	0.2%
Institutionalized Population	0.0%	0.3%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

Market Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	167	1,247	3,820
Less than 9th Grade	12.0%	5.4%	4.2%
9th - 12th Grade, No Diploma	12.0%	6.7%	6.4%
High School Graduate	27.5%	33.6%	35.9%
GED/Alternative Credential	7.2%	6.4%	6.3%
Some College, No Degree	12.6%	20.1%	19.5%
Associate Degree	15.0%	11.0%	10.6%
Bachelor's Degree	9.0%	10.7%	11.2%
Graduate/Professional Degree	4.8%	6.1%	5.8%
2016 Population 15+ by Marital Status			
Total	192	1,463	4,464
Never Married	27.6%	24.2%	24.5%
Married	46.4%	56.7%	57.1%
Widowed	11.5%	8.6%	7.5%
Divorced	14.6%	10.5%	10.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	94.5%	93.8%
Civilian Unemployed	5.5%	5.6%	6.2%
2016 Employed Population 16+ by Industry			
Total	103	821	2,509
Agriculture/Mining	0.0%	0.4%	1.0%
Construction	13.6%	12.5%	12.7%
Manufacturing	12.6%	13.8%	13.8%
Wholesale Trade	0.0%	1.2%	2.5%
Retail Trade	19.4%	13.5%	11.7%
Transportation/Utilities	7.8%	6.1%	5.5%
Information	1.9%	1.5%	1.4%
Finance/Insurance/Real Estate	1.9%	7.2%	7.7%
Services	39.8%	42.3%	40.9%
Public Administration	1.9%	1.6%	2.8%
2016 Employed Population 16+ by Occupation			
Total	101	822	2,508
White Collar	59.2%	54.7%	53.9%
Management/Business/Financial	8.7%	12.4%	13.9%
Professional	17.5%	19.5%	18.5%
Sales	18.4%	9.9%	9.0%
Administrative Support	14.6%	12.9%	12.6%
Services	12.6%	14.3%	15.5%
Blue Collar	26.2%	31.2%	30.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.9%	9.3%	10.5%
Installation/Maintenance/Repair	4.9%	5.7%	5.5%
Production	8.7%	8.9%	8.4%
Transportation/Material Moving	8.7%	7.1%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	242	1,782	5,373
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.5%	1.7%
Rural Population	100.0%	99.5%	98.3%

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	102	662	1,954
Households with 1 Person	21.6%	18.9%	17.7%
Households with 2+ People	78.4%	81.1%	82.3%
Family Households	73.5%	76.9%	78.1%
Husband-wife Families	57.8%	63.3%	64.8%
With Related Children	24.5%	27.2%	27.5%
Other Family (No Spouse Present)	15.7%	13.6%	13.3%
Other Family with Male Householder	4.9%	4.7%	4.7%
With Related Children	2.9%	2.6%	2.6%
Other Family with Female Householder	10.8%	8.9%	8.6%
With Related Children	7.8%	5.9%	5.5%
Nonfamily Households	4.9%	4.2%	4.2%
All Households with Children	35.3%	36.3%	36.1%
Multigenerational Households	5.9%	4.5%	4.5%
Unmarried Partner Households	8.8%	6.5%	6.3%
Male-female	7.8%	6.0%	5.9%
Same-sex	1.0%	0.5%	0.4%
2010 Households by Size			
Total	103	662	1,956
1 Person Household	21.4%	18.9%	17.6%
2 Person Household	35.9%	35.6%	36.9%
3 Person Household	15.5%	17.4%	17.8%
4 Person Household	15.5%	15.7%	15.5%
5 Person Household	5.8%	7.4%	7.2%
6 Person Household	3.9%	3.3%	3.2%
7 + Person Household	1.9%	1.7%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	102	662	1,954
Owner Occupied	78.4%	84.0%	84.7%
Owned with a Mortgage/Loan	48.0%	55.9%	57.7%
Owned Free and Clear	30.4%	28.1%	27.1%
Renter Occupied	21.6%	16.0%	15.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	120	741	2,187
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.5%	1.6%
Rural Housing Units	100.0%	99.5%	98.4%

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

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



Market Profile

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Southern Satellites (10A)	Southern Satellites (10A)	Green Acres (6A)
	2. Salt of the Earth (6B)	Green Acres (6A)	Salt of the Earth (6B)
	3. Top Tier (1A)	Salt of the Earth (6B)	Southern Satellites (10A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$186,429	\$1,291,098	\$3,881,428
Average Spent	\$1,827.74	\$1,929.89	\$1,950.47
Spending Potential Index	91	96	97
Education: Total \$	\$104,802	\$830,956	\$2,555,857
Average Spent	\$1,027.47	\$1,242.09	\$1,284.35
Spending Potential Index	73	88	91
Entertainment/Recreation: Total \$	\$278,600	\$1,950,979	\$5,884,715
Average Spent	\$2,731.37	\$2,916.26	\$2,957.14
Spending Potential Index	94	100	101
Food at Home: Total \$	\$487,145	\$3,330,545	\$10,009,739
Average Spent	\$4,775.93	\$4,978.39	\$5,030.02
Spending Potential Index	96	100	101
Food Away from Home: Total \$	\$295,700	\$2,026,794	\$6,084,460
Average Spent	\$2,899.02	\$3,029.59	\$3,057.52
Spending Potential Index	94	98	99
Health Care: Total \$	\$534,444	\$3,755,974	\$11,355,569
Average Spent	\$5,239.65	\$5,614.31	\$5,706.32
Spending Potential Index	99	106	108
HH Furnishings & Equipment: Total \$	\$163,683	\$1,167,475	\$3,531,304
Average Spent	\$1,604.74	\$1,745.10	\$1,774.52
Spending Potential Index	91	99	101
Personal Care Products & Services: Total \$	\$67,282	\$476,851	\$1,440,631
Average Spent	\$659.63	\$712.78	\$723.94
Spending Potential Index	90	97	99
Shelter: Total \$	\$1,319,914	\$9,494,054	\$28,727,018
Average Spent	\$12,940.33	\$14,191.41	\$14,435.69
Spending Potential Index	83	91	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$223,018	\$1,609,857	\$4,884,831
Average Spent	\$2,186.45	\$2,406.36	\$2,454.69
Spending Potential Index	94	104	106
Travel: Total \$	\$154,191	\$1,193,530	\$3,659,165
Average Spent	\$1,511.68	\$1,784.05	\$1,838.78
Spending Potential Index	81	96	99
Vehicle Maintenance & Repairs: Total \$	\$99,929	\$700,384	\$2,114,825
Average Spent	\$979.70	\$1,046.91	\$1,062.73
Spending Potential Index	95	101	103

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.

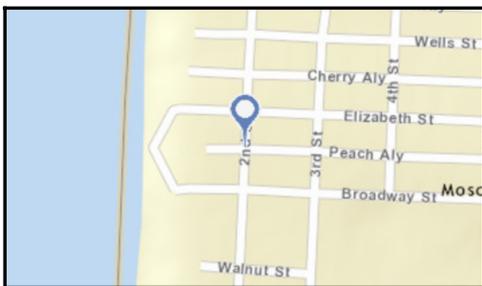
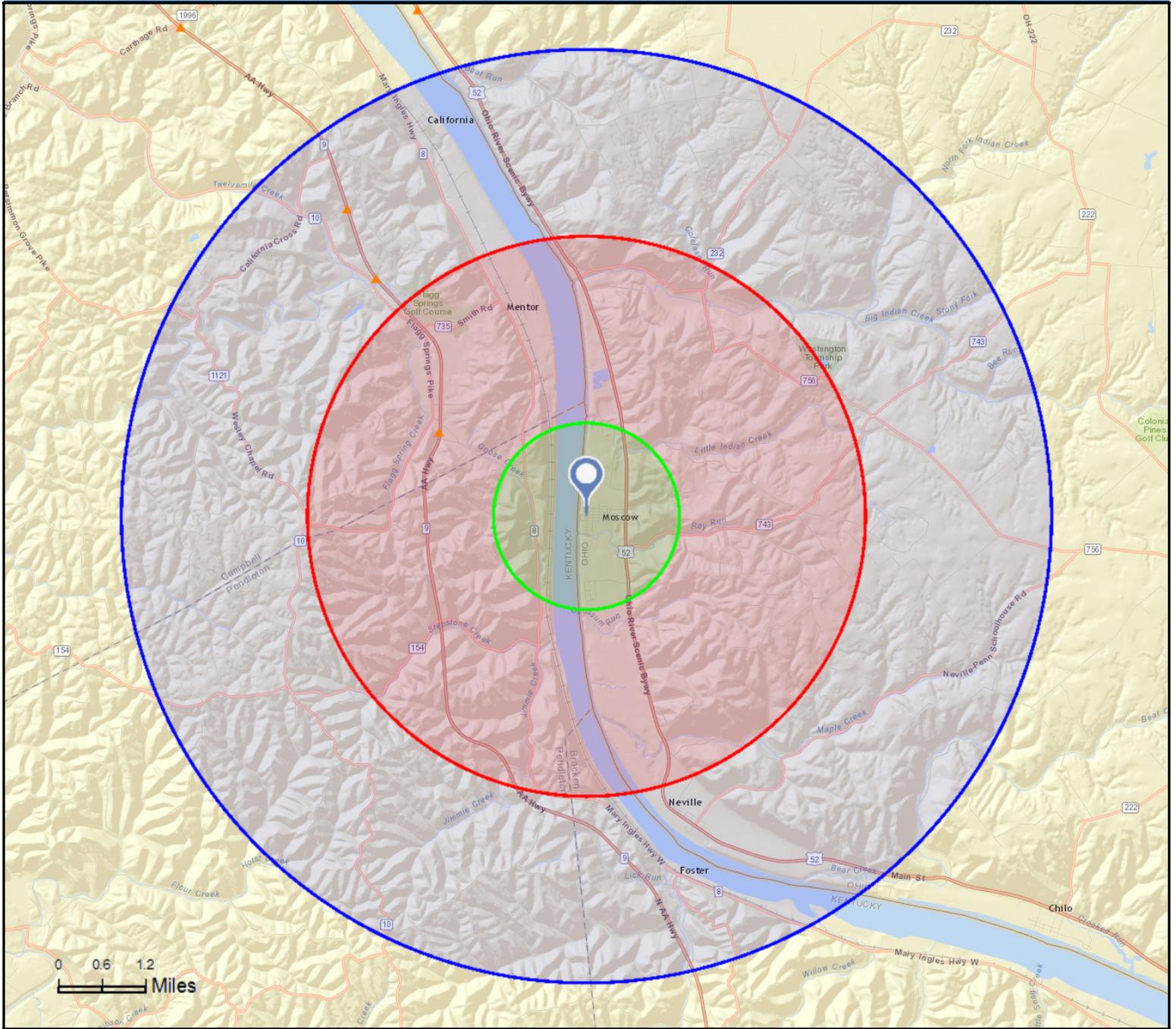
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

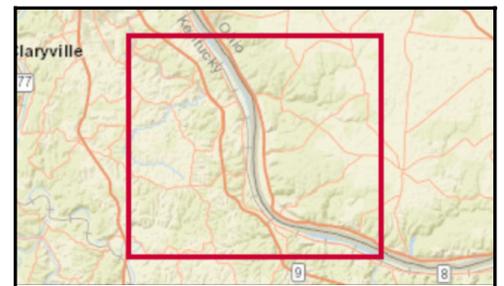
Traffic Count Map

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159



- 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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	9	38	88
Total Employees:	74	293	615
Total Residential Population:	240	1,793	5,447
Employee/Residential Population Ratio:	0.31:1	0.16:1	0.11:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	11.1%	1	1.4%	3	7.9%	8	2.7%	7	8.0%	19	3.1%
Construction	1	11.1%	13	17.6%	4	10.5%	29	9.9%	14	15.9%	68	11.1%
Manufacturing	1	11.1%	10	13.5%	2	5.3%	38	13.0%	3	3.4%	78	12.7%
Transportation	0	0.0%	1	1.4%	2	5.3%	9	3.1%	5	5.7%	31	5.0%
Communication	0	0.0%	1	1.4%	1	2.6%	2	0.7%	1	1.1%	3	0.5%
Utility	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	1.1%	7	1.1%
Wholesale Trade	0	0.0%	3	4.1%	1	2.6%	7	2.4%	2	2.3%	13	2.1%
Retail Trade Summary	1	11.1%	5	6.8%	6	15.8%	38	13.0%	13	14.8%	73	11.9%
Home Improvement	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	1.1%	2	0.3%
General Merchandise Stores	0	0.0%	2	2.7%	1	2.6%	4	1.4%	2	2.3%	8	1.3%
Food Stores	0	0.0%	2	2.7%	1	2.6%	18	6.1%	3	3.4%	31	5.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%	1	2.6%	7	2.4%	1	1.1%	12	2.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%	1	2.6%	5	1.7%	2	2.3%	9	1.5%
Miscellaneous Retail	1	11.1%	1	1.4%	2	5.3%	4	1.4%	4	4.5%	11	1.8%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%	2	5.3%	3	1.0%	6	6.8%	7	1.1%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	2	5.3%	1	0.3%	4	4.5%	1	0.2%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	2	0.7%	1	1.1%	4	0.7%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Services Summary	1	11.1%	2	2.7%	11	28.9%	101	34.5%	26	29.5%	218	35.4%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Motion Pictures & Amusements	0	0.0%	0	0.0%	2	5.3%	20	6.8%	2	2.3%	30	4.9%
Health Services	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	3	0.5%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%	1	2.6%	32	10.9%	4	4.5%	95	15.4%
Other Services	1	11.1%	2	2.7%	8	21.1%	49	16.7%	19	21.6%	90	14.6%
Government	2	22.2%	37	50.0%	4	10.5%	57	19.5%	6	6.8%	101	16.4%
Unclassified Establishments	1	11.1%	0	0.0%	2	5.3%	0	0.0%	4	4.5%	0	0.0%
Totals	9	100.0%	74	100.0%	38	100.0%	293	100.0%	88	100.0%	615	100.0%

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

Business Summary

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

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	1.4%	2	5.3%	4	1.4%	3	3.4%	7	1.1%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	2	0.3%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	1.1%	5	0.8%
Construction	1	11.1%	13	17.6%	4	10.5%	29	9.9%	14	15.9%	68	11.1%
Manufacturing	1	11.1%	10	13.5%	2	5.3%	38	13.0%	3	3.4%	78	12.7%
Wholesale Trade	0	0.0%	3	4.1%	1	2.6%	7	2.4%	2	2.3%	12	2.0%
Retail Trade	1	11.1%	5	6.8%	5	13.2%	33	11.3%	12	13.6%	64	10.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	1.1%	2	0.3%
Food & Beverage Stores	0	0.0%	2	2.7%	1	2.6%	18	6.1%	3	3.4%	31	5.0%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%	1	2.6%	6	2.0%	1	1.1%	11	1.8%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	2.6%	2	0.7%	2	2.3%	6	1.0%
General Merchandise Stores	0	0.0%	2	2.7%	1	2.6%	4	1.4%	2	2.3%	8	1.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	1	2.6%	1	0.3%	2	2.3%	5	0.8%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	1	1.4%	2	5.3%	9	3.1%	5	5.7%	30	4.9%
Information	0	0.0%	1	1.4%	1	2.6%	2	0.7%	1	1.1%	3	0.5%
Finance & Insurance	0	0.0%	0	0.0%	2	5.3%	3	1.0%	5	5.7%	5	0.8%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	2	5.3%	1	0.3%	4	4.5%	1	0.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	2	0.7%	1	1.1%	4	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%	1	2.6%	2	0.7%	2	2.3%	4	0.7%
Professional, Scientific & Tech Services	0	0.0%	1	1.4%	2	5.3%	5	1.7%	7	8.0%	19	3.1%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	1	1.4%	2	5.3%	5	1.7%	3	3.4%	9	1.5%
Educational Services	0	0.0%	0	0.0%	1	2.6%	32	10.9%	4	4.5%	95	15.4%
Health Care & Social Assistance	0	0.0%	0	0.0%	0	0.0%	2	0.7%	1	1.1%	7	1.1%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	1	2.6%	19	6.5%	2	2.3%	30	4.9%
Accommodation & Food Services	0	0.0%	0	0.0%	1	2.6%	5	1.7%	2	2.3%	9	1.5%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%	1	2.6%	5	1.7%	2	2.3%	9	1.5%
Other Services (except Public Administration)	1	11.1%	1	1.4%	5	13.2%	39	13.3%	11	12.5%	67	10.9%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Public Administration	2	22.2%	37	50.0%	4	10.5%	57	19.5%	6	6.8%	101	16.4%
Unclassified Establishments	1	11.1%	0	0.0%	2	5.3%	0	0.0%	4	4.5%	0	0.0%
Total	9	100.0%	74	100.0%	38	100.0%	293	100.0%	88	100.0%	615	100.0%

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

Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2016 Population	240
2016 Households	102
2016 Median Disposable Income	\$42,094
2016 Per Capita Income	\$25,559

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	\$3,597,386	\$1,018,118	\$2,579,268	55.9	1
Total Retail Trade	44-45	\$3,292,011	\$1,018,118	\$2,273,893	52.8	1
Total Food & Drink	722	\$305,376	\$0	\$305,376	100.0	0

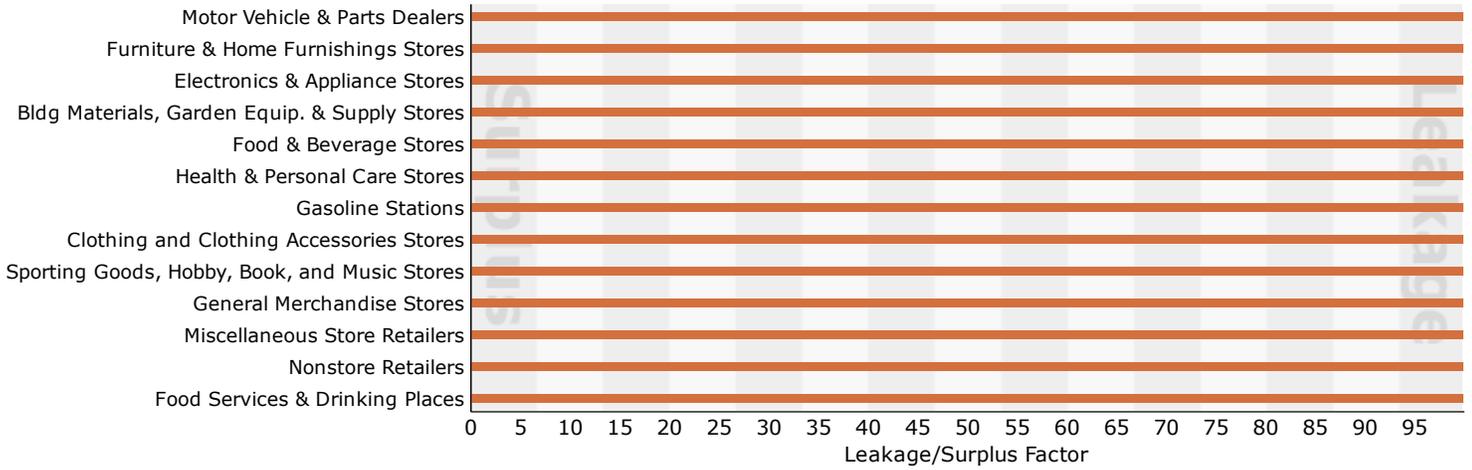
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$773,437	\$0	\$773,437	100.0	0
Automobile Dealers	4411	\$639,051	\$0	\$639,051	100.0	0
Other Motor Vehicle Dealers	4412	\$83,955	\$0	\$83,955	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$50,430	\$0	\$50,430	100.0	0
Furniture & Home Furnishings Stores	442	\$85,250	\$0	\$85,250	100.0	0
Furniture Stores	4421	\$55,199	\$0	\$55,199	100.0	0
Home Furnishings Stores	4422	\$30,052	\$0	\$30,052	100.0	0
Electronics & Appliance Stores	443	\$162,049	\$0	\$162,049	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$150,416	\$0	\$150,416	100.0	0
Bldg Material & Supplies Dealers	4441	\$126,269	\$0	\$126,269	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$24,147	\$0	\$24,147	100.0	0
Food & Beverage Stores	445	\$588,686	\$0	\$588,686	100.0	0
Grocery Stores	4451	\$542,866	\$0	\$542,866	100.0	0
Specialty Food Stores	4452	\$27,128	\$0	\$27,128	100.0	0
Beer, Wine & Liquor Stores	4453	\$18,693	\$0	\$18,693	100.0	0
Health & Personal Care Stores	446,4461	\$251,523	\$0	\$251,523	100.0	0
Gasoline Stations	447,4471	\$251,083	\$0	\$251,083	100.0	0
Clothing & Clothing Accessories Stores	448	\$132,273	\$0	\$132,273	100.0	0
Clothing Stores	4481	\$84,973	\$0	\$84,973	100.0	0
Shoe Stores	4482	\$17,425	\$0	\$17,425	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$29,875	\$0	\$29,875	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$100,840	\$0	\$100,840	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$82,923	\$0	\$82,923	100.0	0
Book, Periodical & Music Stores	4512	\$17,916	\$0	\$17,916	100.0	0
General Merchandise Stores	452	\$589,397	\$0	\$589,397	100.0	0
Department Stores Excluding Leased Depts.	4521	\$461,492	\$0	\$461,492	100.0	0
Other General Merchandise Stores	4529	\$127,905	\$0	\$127,905	100.0	0
Miscellaneous Store Retailers	453	\$158,030	\$0	\$158,030	100.0	0
Florists	4531	\$6,198	\$0	\$6,198	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$34,641	\$0	\$34,641	100.0	0
Used Merchandise Stores	4533	\$18,936	\$0	\$18,936	100.0	0
Other Miscellaneous Store Retailers	4539	\$98,255	\$0	\$98,255	100.0	0
Nonstore Retailers	454	\$49,027	\$0	\$49,027	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$26,976	\$0	\$26,976	100.0	0
Vending Machine Operators	4542	\$5,179	\$0	\$5,179	100.0	0
Direct Selling Establishments	4543	\$16,872	\$0	\$16,872	100.0	0
Food Services & Drinking Places	722	\$305,376	\$0	\$305,376	100.0	0
Full-Service Restaurants	7221	\$149,883	\$0	\$149,883	100.0	0
Limited-Service Eating Places	7222	\$139,924	\$0	\$139,924	100.0	0
Special Food Services	7223	\$7,568	\$0	\$7,568	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$8,001	\$0	\$8,001	100.0	0

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

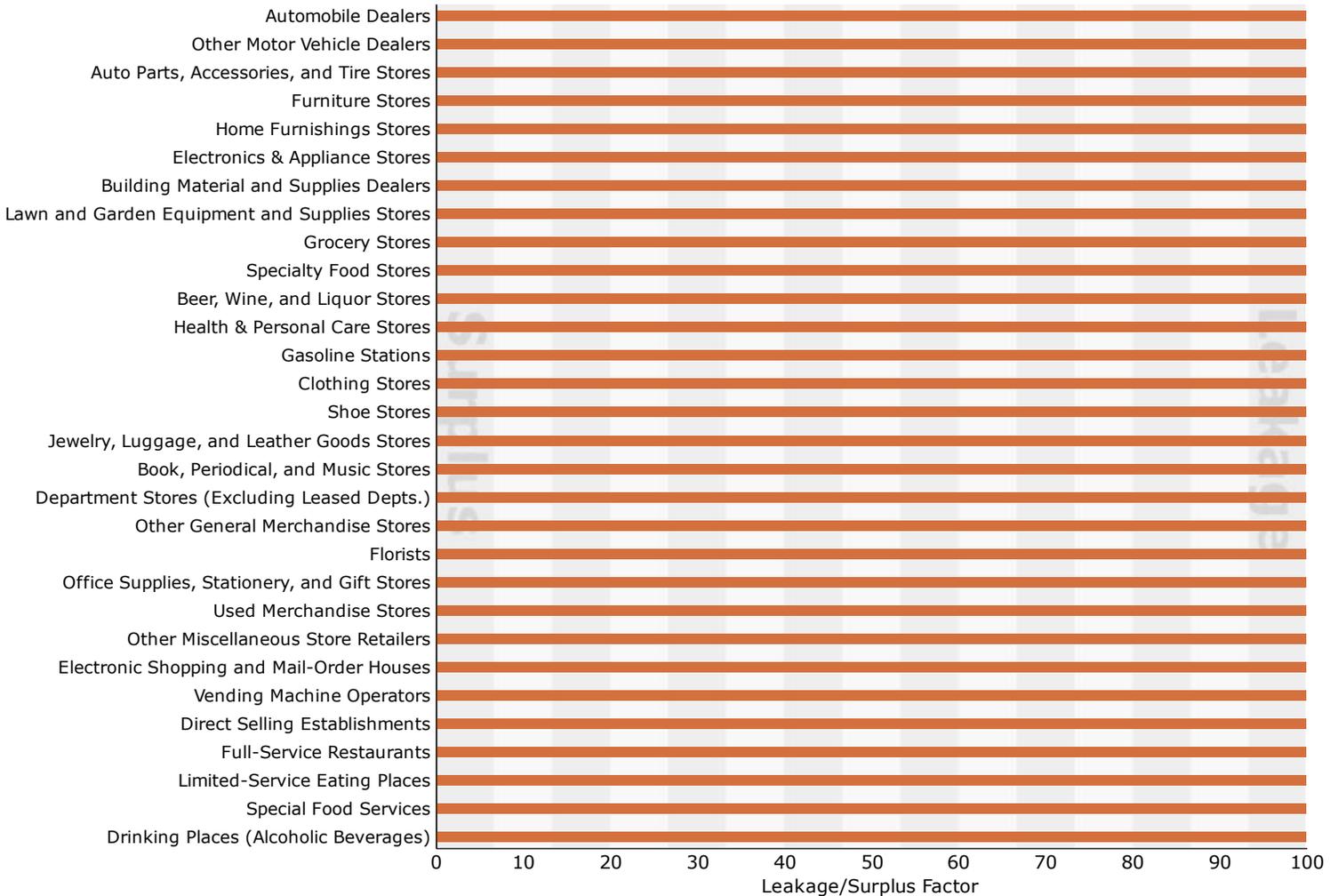
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2016 Population	1,793
2016 Households	669
2016 Median Disposable Income	\$46,354
2016 Per Capita Income	\$27,470

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	\$27,811,159	\$7,906,681	\$19,904,478	55.7	6
Total Retail Trade	44-45	\$25,373,443	\$7,726,170	\$17,647,273	53.3	5
Total Food & Drink	722	\$2,437,715	\$180,511	\$2,257,204	86.2	1

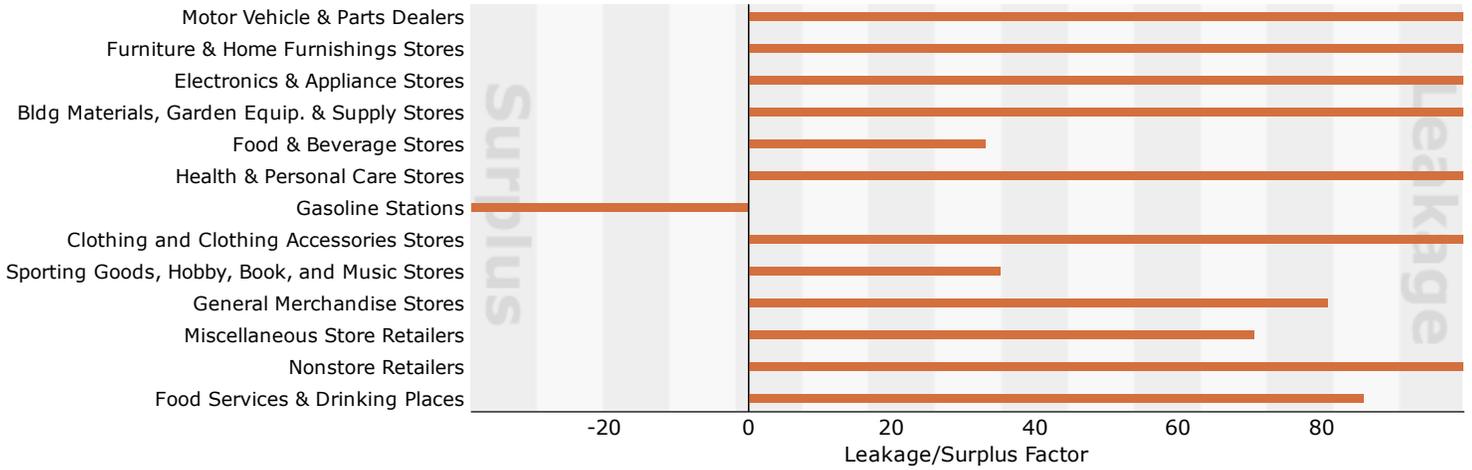
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,985,097	\$0	\$5,985,097	100.0	0
Automobile Dealers	4411	\$4,936,338	\$0	\$4,936,338	100.0	0
Other Motor Vehicle Dealers	4412	\$648,006	\$0	\$648,006	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$400,752	\$0	\$400,752	100.0	0
Furniture & Home Furnishings Stores	442	\$654,908	\$0	\$654,908	100.0	0
Furniture Stores	4421	\$409,489	\$0	\$409,489	100.0	0
Home Furnishings Stores	4422	\$245,419	\$0	\$245,419	100.0	0
Electronics & Appliance Stores	443	\$1,122,655	\$0	\$1,122,655	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,203,858	\$0	\$1,203,858	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,016,687	\$0	\$1,016,687	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$187,171	\$0	\$187,171	100.0	0
Food & Beverage Stores	445	\$4,512,441	\$2,255,530	\$2,256,911	33.3	1
Grocery Stores	4451	\$4,121,637	\$2,255,530	\$1,866,107	29.3	1
Specialty Food Stores	4452	\$162,096	\$0	\$162,096	100.0	0
Beer, Wine & Liquor Stores	4453	\$228,708	\$0	\$228,708	100.0	0
Health & Personal Care Stores	446,4461	\$1,773,946	\$0	\$1,773,946	100.0	0
Gasoline Stations	447,4471	\$1,899,158	\$4,300,452	-\$2,401,294	-38.7	1
Clothing & Clothing Accessories Stores	448	\$990,009	\$0	\$990,009	100.0	0
Clothing Stores	4481	\$634,807	\$0	\$634,807	100.0	0
Shoe Stores	4482	\$141,069	\$0	\$141,069	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$214,133	\$0	\$214,133	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$707,990	\$336,894	\$371,096	35.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$545,384	\$336,894	\$208,490	23.6	1
Book, Periodical & Music Stores	4512	\$162,605	\$0	\$162,605	100.0	0
General Merchandise Stores	452	\$5,005,435	\$521,466	\$4,483,969	81.1	1
Department Stores Excluding Leased Depts.	4521	\$3,935,678	\$0	\$3,935,678	100.0	0
Other General Merchandise Stores	4529	\$1,069,756	\$462,988	\$606,768	39.6	1
Miscellaneous Store Retailers	453	\$1,156,957	\$196,998	\$959,959	70.9	1
Florists	4531	\$50,280	\$0	\$50,280	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$270,131	\$0	\$270,131	100.0	0
Used Merchandise Stores	4533	\$113,078	\$0	\$113,078	100.0	0
Other Miscellaneous Store Retailers	4539	\$723,468	\$196,998	\$526,470	57.2	1
Nonstore Retailers	454	\$360,989	\$0	\$360,989	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$178,117	\$0	\$178,117	100.0	0
Vending Machine Operators	4542	\$41,239	\$0	\$41,239	100.0	0
Direct Selling Establishments	4543	\$141,632	\$0	\$141,632	100.0	0
Food Services & Drinking Places	722	\$2,437,715	\$180,511	\$2,257,204	86.2	1
Full-Service Restaurants	7221	\$1,204,058	\$176,452	\$1,027,606	74.4	1
Limited-Service Eating Places	7222	\$1,119,715	\$0	\$1,119,715	100.0	0
Special Food Services	7223	\$56,391	\$0	\$56,391	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$57,550	\$0	\$57,550	100.0	0

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

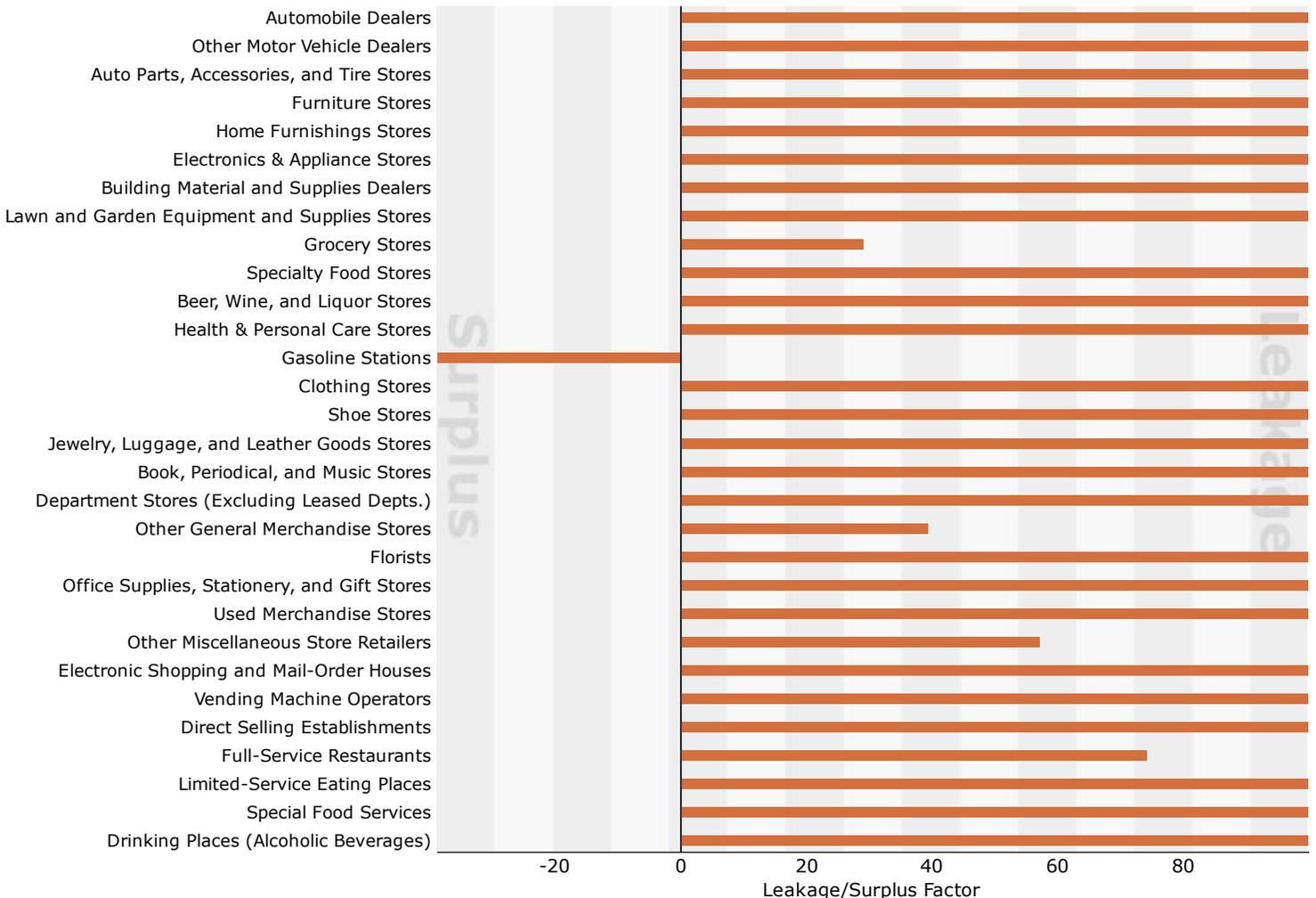
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2016 Population	5,447
2016 Households	1,990
2016 Median Disposable Income	\$48,055
2016 Per Capita Income	\$27,950

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	\$85,218,574	\$14,502,689	\$70,715,885	70.9	14
Total Retail Trade	44-45	\$77,746,372	\$14,034,608	\$63,711,764	69.4	11
Total Food & Drink	722	\$7,472,202	\$468,082	\$7,004,120	88.2	3

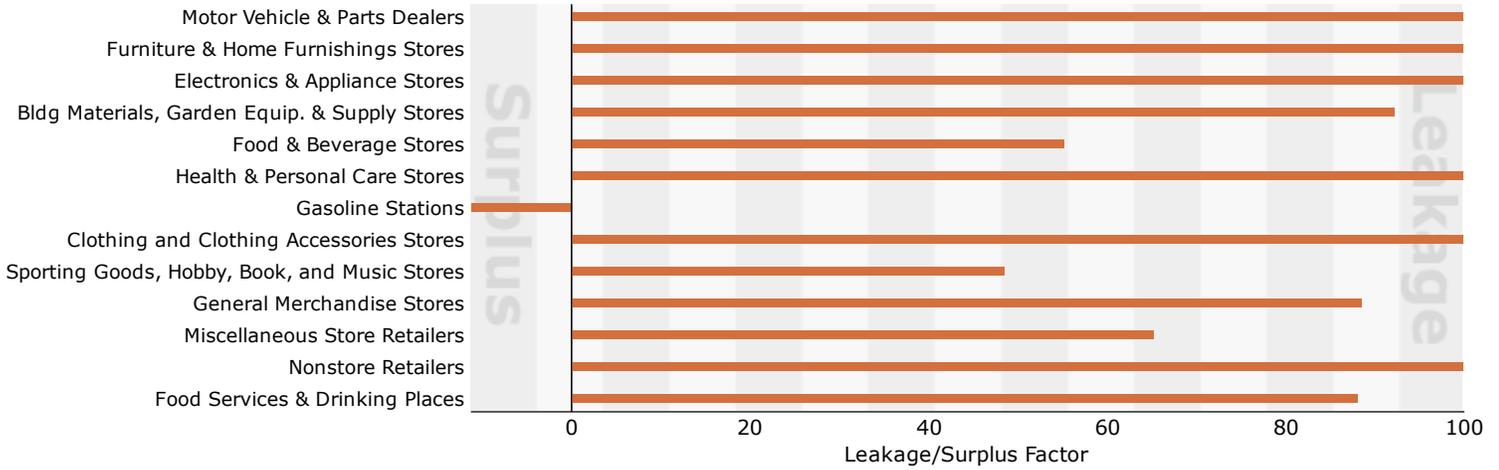
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,298,545	\$0	\$18,298,545	100.0	0
Automobile Dealers	4411	\$15,049,814	\$0	\$15,049,814	100.0	0
Other Motor Vehicle Dealers	4412	\$2,011,774	\$0	\$2,011,774	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,236,957	\$0	\$1,236,957	100.0	0
Furniture & Home Furnishings Stores	442	\$2,009,599	\$0	\$2,009,599	100.0	0
Furniture Stores	4421	\$1,258,536	\$0	\$1,258,536	100.0	0
Home Furnishings Stores	4422	\$751,063	\$0	\$751,063	100.0	0
Electronics & Appliance Stores	443	\$3,576,155	\$0	\$3,576,155	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,721,254	\$148,920	\$3,572,334	92.3	1
Bldg Material & Supplies Dealers	4441	\$3,136,431	\$34,599	\$3,101,832	97.8	1
Lawn & Garden Equip & Supply Stores	4442	\$584,823	\$114,321	\$470,502	67.3	1
Food & Beverage Stores	445	\$13,825,585	\$3,978,120	\$9,847,465	55.3	2
Grocery Stores	4451	\$12,654,328	\$3,978,120	\$8,676,208	52.2	2
Specialty Food Stores	4452	\$529,277	\$0	\$529,277	100.0	0
Beer, Wine & Liquor Stores	4453	\$641,980	\$0	\$641,980	100.0	0
Health & Personal Care Stores	446,4461	\$5,527,993	\$0	\$5,527,993	100.0	0
Gasoline Stations	447,4471	\$5,753,659	\$7,222,120	-\$1,468,461	-11.3	2
Clothing & Clothing Accessories Stores	448	\$3,063,882	\$0	\$3,063,882	100.0	0
Clothing Stores	4481	\$1,962,926	\$0	\$1,962,926	100.0	0
Shoe Stores	4482	\$423,847	\$0	\$423,847	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$677,109	\$0	\$677,109	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,223,962	\$769,040	\$1,454,922	48.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,734,226	\$769,040	\$965,186	38.6	2
Book, Periodical & Music Stores	4512	\$489,736	\$0	\$489,736	100.0	0
General Merchandise Stores	452	\$15,026,696	\$913,667	\$14,113,029	88.5	2
Department Stores Excluding Leased Depts.	4521	\$11,806,845	\$0	\$11,806,845	100.0	0
Other General Merchandise Stores	4529	\$3,219,851	\$773,318	\$2,446,533	61.3	1
Miscellaneous Store Retailers	453	\$3,580,572	\$749,622	\$2,830,950	65.4	2
Florists	4531	\$158,062	\$0	\$158,062	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$827,935	\$0	\$827,935	100.0	0
Used Merchandise Stores	4533	\$376,585	\$0	\$376,585	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,217,991	\$749,622	\$1,468,369	49.5	2
Nonstore Retailers	454	\$1,138,470	\$0	\$1,138,470	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$570,013	\$0	\$570,013	100.0	0
Vending Machine Operators	4542	\$125,531	\$0	\$125,531	100.0	0
Direct Selling Establishments	4543	\$442,926	\$0	\$442,926	100.0	0
Food Services & Drinking Places	722	\$7,472,202	\$468,082	\$7,004,120	88.2	3
Full-Service Restaurants	7221	\$3,694,815	\$437,531	\$3,257,284	78.8	2
Limited-Service Eating Places	7222	\$3,411,733	\$0	\$3,411,733	100.0	0
Special Food Services	7223	\$179,630	\$0	\$179,630	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$186,024	\$22,327	\$163,697	78.6	1

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

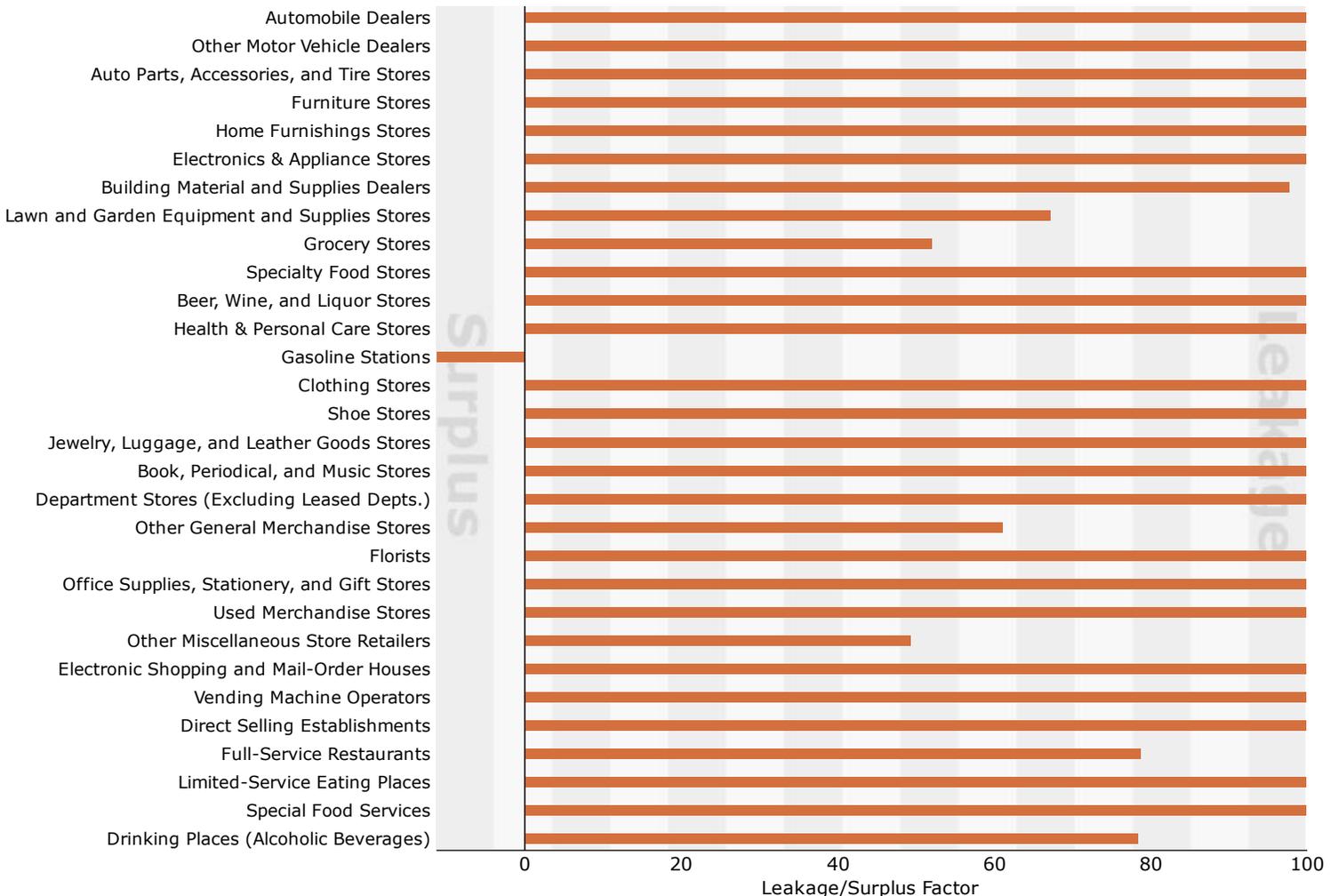
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

Demographic Summary	2016	2021
Population	240	240
Population 18+	182	184
Households	102	102
Median Household Income	\$50,000	\$56,266

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	88	48.4%	102
Bought any women's clothing in last 12 months	89	48.9%	111
Bought clothing for child <13 years in last 6 months	52	28.6%	104
Bought any shoes in last 12 months	99	54.4%	101
Bought costume jewelry in last 12 months	39	21.4%	110
Bought any fine jewelry in last 12 months	35	19.2%	105
Bought a watch in last 12 months	18	9.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	93	91.2%	107
HH bought/leased new vehicle last 12 mo	8	7.8%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	169	92.9%	109
Bought/changed motor oil in last 12 months	116	63.7%	130
Had tune-up in last 12 months	55	30.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	118	64.8%	99
Drank regular cola in last 6 months	91	50.0%	111
Drank beer/ale in last 6 months	67	36.8%	86
Cameras (Adults)			
Own digital point & shoot camera	55	30.2%	104
Own digital single-lens reflex (SLR) camera	10	5.5%	64
Bought any camera in last 12 months	10	5.5%	96
Printed digital photos in last 12 months	7	3.8%	131
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	68	37.4%	103
Have a smartphone	88	48.4%	82
Have a smartphone: Android phone (any brand)	43	23.6%	88
Have a smartphone: Apple iPhone	33	18.1%	70
Number of cell phones in household: 1	33	32.4%	101
Number of cell phones in household: 2	38	37.3%	100
Number of cell phones in household: 3+	24	23.5%	92
HH has cell phone only (no landline telephone)	44	43.1%	103
Computers (Households)			
HH owns a computer	72	70.6%	92
HH owns desktop computer	42	41.2%	91
HH owns laptop/notebook	48	47.1%	87
HH owns any Apple/Mac brand computer	7	6.9%	46
HH owns any PC/non-Apple brand computer	68	66.7%	98
HH purchased most recent computer in a store	38	37.3%	99
HH purchased most recent computer online	10	9.8%	75
Spent <\$500 on most recent home computer	17	16.7%	115
Spent \$500-\$999 on most recent home computer	16	15.7%	82
Spent \$1,000-\$1,499 on most recent home computer	8	7.8%	83
Spent \$1,500-\$1,999 on most recent home computer	3	2.9%	65
Spent \$2,000+ on most recent home computer	3	2.9%	75

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

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

Downtown Moscow
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Ring: 1 mile radius

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Latitude: 38.85676
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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	95	52.2%	103
Bought brewed coffee at convenience store in last 30 days	31	17.0%	108
Bought cigarettes at convenience store in last 30 days	36	19.8%	158
Bought gas at convenience store in last 30 days	82	45.1%	136
Spent at convenience store in last 30 days: <\$20	10	5.5%	68
Spent at convenience store in last 30 days: \$20-\$39	14	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	17	9.3%	123
Spent at convenience store in last 30 days: \$51-\$99	9	4.9%	112
Spent at convenience store in last 30 days: \$100+	57	31.3%	137
Entertainment (Adults)			
Attended a movie in last 6 months	92	50.5%	85
Went to live theater in last 12 months	16	8.8%	68
Went to a bar/night club in last 12 months	23	12.6%	76
Dined out in last 12 months	76	41.8%	93
Gambled at a casino in last 12 months	18	9.9%	72
Visited a theme park in last 12 months	25	13.7%	78
Viewed movie (video-on-demand) in last 30 days	20	11.0%	65
Viewed TV show (video-on-demand) in last 30 days	11	6.0%	47
Watched any pay-per-view TV in last 12 months	24	13.2%	100
Downloaded a movie over the Internet in last 30 days	6	3.3%	46
Downloaded any individual song in last 6 months	31	17.0%	84
Watched a movie online in the last 30 days	14	7.7%	48
Watched a TV program online in last 30 days	13	7.1%	48
Played a video/electronic game (console) in last 12 months	17	9.3%	89
Played a video/electronic game (portable) in last 12 months	9	4.9%	109
Financial (Adults)			
Have home mortgage (1st)	61	33.5%	108
Used ATM/cash machine in last 12 months	82	45.1%	92
Own any stock	10	5.5%	72
Own U.S. savings bond	6	3.3%	62
Own shares in mutual fund (stock)	9	4.9%	68
Own shares in mutual fund (bonds)	5	2.7%	57
Have interest checking account	51	28.0%	99
Have non-interest checking account	58	31.9%	113
Have savings account	88	48.4%	89
Have 401K retirement savings plan	23	12.6%	87
Own/used any credit/debit card in last 12 months	138	75.8%	102
Avg monthly credit card expenditures: <\$111	25	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	14	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	9	4.9%	78
Avg monthly credit card expenditures: \$451-\$700	9	4.9%	93
Avg monthly credit card expenditures: \$701-\$1,000	4	2.2%	51
Avg monthly credit card expenditures: \$1,001+	6	3.3%	36
Did banking online in last 12 months	57	31.3%	88
Did banking on mobile device in last 12 months	21	11.5%	82
Paid bills online in last 12 months	68	37.4%	87

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

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Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

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Latitude: 38.85676
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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	78	76.5%	110
Used bread in last 6 months	99	97.1%	103
Used chicken (fresh or frozen) in last 6 months	72	70.6%	102
Used turkey (fresh or frozen) in last 6 months	15	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	54	52.9%	97
Used fresh fruit/vegetables in last 6 months	89	87.3%	102
Used fresh milk in last 6 months	93	91.2%	104
Used organic food in last 6 months	13	12.7%	65
Health (Adults)			
Exercise at home 2+ times per week	50	27.5%	97
Exercise at club 2+ times per week	12	6.6%	51
Visited a doctor in last 12 months	144	79.1%	104
Used vitamin/dietary supplement in last 6 months	94	51.6%	98
Home (Households)			
Any home improvement in last 12 months	30	29.4%	110
Used housekeeper/maid/professional HH cleaning service in last 12	8	7.8%	60
Purchased low ticket HH furnishings in last 12 months	16	15.7%	98
Purchased big ticket HH furnishings in last 12 months	20	19.6%	94
Bought any small kitchen appliance in last 12 months	21	20.6%	93
Bought any large kitchen appliance in last 12 months	14	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	86	47.3%	111
Carry medical/hospital/accident insurance	118	64.8%	99
Carry homeowner insurance	100	54.9%	117
Carry renter's insurance	9	4.9%	61
Have auto insurance: 1 vehicle in household covered	30	29.4%	95
Have auto insurance: 2 vehicles in household covered	30	29.4%	103
Have auto insurance: 3+ vehicles in household covered	27	26.5%	121
Pets (Households)			
Household owns any pet	70	68.6%	128
Household owns any cat	34	33.3%	149
Household owns any dog	60	58.8%	144
Psychographics (Adults)			
Buying American is important to me	99	54.4%	128
Usually buy items on credit rather than wait	20	11.0%	94
Usually buy based on quality - not price	35	19.2%	107
Price is usually more important than brand name	57	31.3%	119
Usually use coupons for brands I buy often	39	21.4%	113
Am interested in how to help the environment	20	11.0%	67
Usually pay more for environ safe product	19	10.4%	82
Usually value green products over convenience	17	9.3%	89
Likely to buy a brand that supports a charity	64	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	20	11.0%	83
Bought hardcover book in last 12 months	33	18.1%	87
Bought paperback book in last 12 month	55	30.2%	96
Read any daily newspaper (paper version)	41	22.5%	86
Read any digital newspaper in last 30 days	51	28.0%	84
Read any magazine (paper/electronic version) in last 6 months	160	87.9%	97

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

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



Retail Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

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	142	78.0%	105
Went to family restaurant/steak house: 4+ times a month	54	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	170	93.4%	104
Went to fast food/drive-in restaurant 9+ times/mo	84	46.2%	117
Fast food/drive-in last 6 months: eat in	75	41.2%	113
Fast food/drive-in last 6 months: home delivery	9	4.9%	64
Fast food/drive-in last 6 months: take-out/drive-thru	98	53.8%	116
Fast food/drive-in last 6 months: take-out/walk-in	34	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	40	22.0%	69
Own e-reader/tablet: iPad	13	7.1%	47
Own any portable MP3 player	47	25.8%	84
HH owns 1 TV	17	16.7%	81
HH owns 2 TVs	25	24.5%	95
HH owns 3 TVs	25	24.5%	115
HH owns 4+ TVs	23	22.5%	119
HH subscribes to cable TV	30	29.4%	59
HH subscribes to fiber optic	1	1.0%	13
HH has satellite dish	53	52.0%	205
HH owns DVD/Blu-ray player	64	62.7%	104
HH owns camcorder	15	14.7%	105
HH owns portable GPS navigation device	27	26.5%	96
HH purchased video game system in last 12 mos	6	5.9%	74
HH owns Internet video device for TV	4	3.9%	56
Travel (Adults)			
Domestic travel in last 12 months	85	46.7%	93
Took 3+ domestic non-business trips in last 12 months	14	7.7%	69
Spent on domestic vacations in last 12 months: <\$1,000	19	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8	4.4%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5	2.7%	77
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6	3.3%	84
Spent on domestic vacations in last 12 months: \$3,000+	7	3.8%	70
Domestic travel in the 12 months: used general travel website	10	5.5%	81
Foreign travel in last 3 years	23	12.6%	52
Took 3+ foreign trips by plane in last 3 years	3	1.6%	37
Spent on foreign vacations in last 12 months: <\$1,000	4	2.2%	53
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3	1.6%	51
Spent on foreign vacations in last 12 months: \$3,000+	4	2.2%	44
Foreign travel in last 3 years: used general travel website	6	3.3%	59
Nights spent in hotel/motel in last 12 months: any	66	36.3%	89
Took cruise of more than one day in last 3 years	11	6.0%	72
Member of any frequent flyer program	11	6.0%	37
Member of any hotel rewards program	17	9.3%	66

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Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2016	2021
Population	1,793	1,808
Population 18+	1,385	1,416
Households	669	675
Median Household Income	\$56,134	\$61,827

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	708	51.1%	108
Bought any women's clothing in last 12 months	650	46.9%	107
Bought clothing for child <13 years in last 6 months	389	28.1%	102
Bought any shoes in last 12 months	770	55.6%	103
Bought costume jewelry in last 12 months	288	20.8%	106
Bought any fine jewelry in last 12 months	251	18.1%	99
Bought a watch in last 12 months	143	10.3%	94
Automobiles (Households)			
HH owns/leases any vehicle	621	92.8%	108
HH bought/leased new vehicle last 12 mo	63	9.4%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,293	93.4%	110
Bought/changed motor oil in last 12 months	843	60.9%	124
Had tune-up in last 12 months	418	30.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	871	62.9%	96
Drank regular cola in last 6 months	645	46.6%	104
Drank beer/ale in last 6 months	561	40.5%	95
Cameras (Adults)			
Own digital point & shoot camera	475	34.3%	118
Own digital single-lens reflex (SLR) camera	108	7.8%	90
Bought any camera in last 12 months	84	6.1%	106
Printed digital photos in last 12 months	51	3.7%	126
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	488	35.2%	97
Have a smartphone	697	50.3%	86
Have a smartphone: Android phone (any brand)	338	24.4%	91
Have a smartphone: Apple iPhone	281	20.3%	78
Number of cell phones in household: 1	205	30.6%	95
Number of cell phones in household: 2	262	39.2%	105
Number of cell phones in household: 3+	167	25.0%	98
HH has cell phone only (no landline telephone)	257	38.4%	92
Computers (Households)			
HH owns a computer	505	75.5%	98
HH owns desktop computer	314	46.9%	104
HH owns laptop/notebook	342	51.1%	94
HH owns any Apple/Mac brand computer	60	9.0%	60
HH owns any PC/non-Apple brand computer	476	71.2%	105
HH purchased most recent computer in a store	266	39.8%	106
HH purchased most recent computer online	77	11.5%	88
Spent <\$500 on most recent home computer	111	16.6%	114
Spent \$500-\$999 on most recent home computer	132	19.7%	103
Spent \$1,000-\$1,499 on most recent home computer	58	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	25	3.7%	82
Spent \$2,000+ on most recent home computer	20	3.0%	76

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Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	738	53.3%	105
Bought brewed coffee at convenience store in last 30 days	237	17.1%	109
Bought cigarettes at convenience store in last 30 days	224	16.2%	129
Bought gas at convenience store in last 30 days	597	43.1%	130
Spent at convenience store in last 30 days: <\$20	104	7.5%	93
Spent at convenience store in last 30 days: \$20-\$39	106	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	123	8.9%	116
Spent at convenience store in last 30 days: \$51-\$99	73	5.3%	119
Spent at convenience store in last 30 days: \$100+	414	29.9%	130
Entertainment (Adults)			
Attended a movie in last 6 months	754	54.4%	92
Went to live theater in last 12 months	156	11.3%	87
Went to a bar/night club in last 12 months	205	14.8%	89
Dined out in last 12 months	643	46.4%	104
Gambled at a casino in last 12 months	174	12.6%	92
Visited a theme park in last 12 months	211	15.2%	86
Viewed movie (video-on-demand) in last 30 days	166	12.0%	71
Viewed TV show (video-on-demand) in last 30 days	109	7.9%	61
Watched any pay-per-view TV in last 12 months	176	12.7%	97
Downloaded a movie over the Internet in last 30 days	48	3.5%	48
Downloaded any individual song in last 6 months	258	18.6%	91
Watched a movie online in the last 30 days	122	8.8%	55
Watched a TV program online in last 30 days	123	8.9%	59
Played a video/electronic game (console) in last 12 months	142	10.3%	98
Played a video/electronic game (portable) in last 12 months	65	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	493	35.6%	114
Used ATM/cash machine in last 12 months	672	48.5%	99
Own any stock	108	7.8%	102
Own U.S. savings bond	76	5.5%	104
Own shares in mutual fund (stock)	107	7.7%	106
Own shares in mutual fund (bonds)	65	4.7%	97
Have interest checking account	453	32.7%	116
Have non-interest checking account	460	33.2%	117
Have savings account	784	56.6%	105
Have 401K retirement savings plan	214	15.5%	106
Own/used any credit/debit card in last 12 months	1,087	78.5%	105
Avg monthly credit card expenditures: <\$111	191	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	111	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	84	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	81	5.8%	110
Avg monthly credit card expenditures: \$701-\$1,000	52	3.8%	87
Avg monthly credit card expenditures: \$1,001+	85	6.1%	68
Did banking online in last 12 months	481	34.7%	97
Did banking on mobile device in last 12 months	171	12.3%	88
Paid bills online in last 12 months	558	40.3%	94

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	505	75.5%	109
Used bread in last 6 months	646	96.6%	103
Used chicken (fresh or frozen) in last 6 months	476	71.2%	103
Used turkey (fresh or frozen) in last 6 months	115	17.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	366	54.7%	100
Used fresh fruit/vegetables in last 6 months	591	88.3%	103
Used fresh milk in last 6 months	613	91.6%	104
Used organic food in last 6 months	94	14.1%	71
Health (Adults)			
Exercise at home 2+ times per week	401	29.0%	102
Exercise at club 2+ times per week	130	9.4%	72
Visited a doctor in last 12 months	1,100	79.4%	105
Used vitamin/dietary supplement in last 6 months	731	52.8%	100
Home (Households)			
Any home improvement in last 12 months	217	32.4%	121
Used housekeeper/maid/professional HH cleaning service in last 12	64	9.6%	73
Purchased low ticket HH furnishings in last 12 months	102	15.2%	95
Purchased big ticket HH furnishings in last 12 months	134	20.0%	96
Bought any small kitchen appliance in last 12 months	146	21.8%	98
Bought any large kitchen appliance in last 12 months	90	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	703	50.8%	119
Carry medical/hospital/accident insurance	946	68.3%	104
Carry homeowner insurance	814	58.8%	125
Carry renter's insurance	83	6.0%	74
Have auto insurance: 1 vehicle in household covered	172	25.7%	83
Have auto insurance: 2 vehicles in household covered	207	30.9%	109
Have auto insurance: 3+ vehicles in household covered	212	31.7%	145
Pets (Households)			
Household owns any pet	455	68.0%	127
Household owns any cat	218	32.6%	145
Household owns any dog	375	56.1%	138
Psychographics (Adults)			
Buying American is important to me	728	52.6%	124
Usually buy items on credit rather than wait	143	10.3%	88
Usually buy based on quality - not price	245	17.7%	99
Price is usually more important than brand name	395	28.5%	109
Usually use coupons for brands I buy often	289	20.9%	110
Am interested in how to help the environment	162	11.7%	72
Usually pay more for environ safe product	138	10.0%	78
Usually value green products over convenience	119	8.6%	82
Likely to buy a brand that supports a charity	495	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	163	11.8%	89
Bought hardcover book in last 12 months	284	20.5%	98
Bought paperback book in last 12 month	428	30.9%	98
Read any daily newspaper (paper version)	376	27.1%	104
Read any digital newspaper in last 30 days	401	29.0%	87
Read any magazine (paper/electronic version) in last 6 months	1,234	89.1%	98

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Retail Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,085	78.3%	105
Went to family restaurant/steak house: 4+ times a month	414	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	1,281	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	599	43.2%	110
Fast food/drive-in last 6 months: eat in	568	41.0%	113
Fast food/drive-in last 6 months: home delivery	77	5.6%	73
Fast food/drive-in last 6 months: take-out/drive-thru	711	51.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	255	18.4%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	356	25.7%	81
Own e-reader/tablet: iPad	136	9.8%	64
Own any portable MP3 player	403	29.1%	94
HH owns 1 TV	107	16.0%	78
HH owns 2 TVs	170	25.4%	98
HH owns 3 TVs	166	24.8%	116
HH owns 4+ TVs	155	23.2%	123
HH subscribes to cable TV	232	34.7%	70
HH subscribes to fiber optic	14	2.1%	28
HH has satellite dish	306	45.7%	180
HH owns DVD/Blu-ray player	437	65.3%	108
HH owns camcorder	106	15.8%	113
HH owns portable GPS navigation device	213	31.8%	116
HH purchased video game system in last 12 mos	37	5.5%	70
HH owns Internet video device for TV	32	4.8%	68
Travel (Adults)			
Domestic travel in last 12 months	704	50.8%	101
Took 3+ domestic non-business trips in last 12 months	145	10.5%	94
Spent on domestic vacations in last 12 months: <\$1,000	162	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	71	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	57	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	68	4.9%	89
Domestic travel in the 12 months: used general travel website	81	5.8%	86
Foreign travel in last 3 years	234	16.9%	70
Took 3+ foreign trips by plane in last 3 years	35	2.5%	56
Spent on foreign vacations in last 12 months: <\$1,000	40	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	30	2.2%	66
Spent on foreign vacations in last 12 months: \$3,000+	48	3.5%	70
Foreign travel in last 3 years: used general travel website	55	4.0%	71
Nights spent in hotel/motel in last 12 months: any	563	40.6%	100
Took cruise of more than one day in last 3 years	98	7.1%	84
Member of any frequent flyer program	142	10.3%	63
Member of any hotel rewards program	181	13.1%	93

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Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2016	2021
Population	5,447	5,527
Population 18+	4,237	4,358
Households	1,990	2,024
Median Household Income	\$57,651	\$65,367

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,186	51.6%	109
Bought any women's clothing in last 12 months	1,979	46.7%	106
Bought clothing for child <13 years in last 6 months	1,186	28.0%	102
Bought any shoes in last 12 months	2,365	55.8%	104
Bought costume jewelry in last 12 months	873	20.6%	105
Bought any fine jewelry in last 12 months	757	17.9%	97
Bought a watch in last 12 months	439	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	1,856	93.3%	109
HH bought/leased new vehicle last 12 mo	189	9.5%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,959	93.4%	110
Bought/changed motor oil in last 12 months	2,563	60.5%	123
Had tune-up in last 12 months	1,273	30.0%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,651	62.6%	96
Drank regular cola in last 6 months	1,949	46.0%	102
Drank beer/ale in last 6 months	1,744	41.2%	97
Cameras (Adults)			
Own digital point & shoot camera	1,479	34.9%	120
Own digital single-lens reflex (SLR) camera	346	8.2%	95
Bought any camera in last 12 months	260	6.1%	108
Printed digital photos in last 12 months	151	3.6%	122
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,478	34.9%	97
Have a smartphone	2,132	50.3%	86
Have a smartphone: Android phone (any brand)	1,037	24.5%	91
Have a smartphone: Apple iPhone	861	20.3%	79
Number of cell phones in household: 1	605	30.4%	95
Number of cell phones in household: 2	786	39.5%	106
Number of cell phones in household: 3+	498	25.0%	98
HH has cell phone only (no landline telephone)	747	37.5%	90
Computers (Households)			
HH owns a computer	1,517	76.2%	99
HH owns desktop computer	951	47.8%	106
HH owns laptop/notebook	1,027	51.6%	95
HH owns any Apple/Mac brand computer	181	9.1%	60
HH owns any PC/non-Apple brand computer	1,429	71.8%	106
HH purchased most recent computer in a store	796	40.0%	106
HH purchased most recent computer online	236	11.9%	91
Spent <\$500 on most recent home computer	331	16.6%	115
Spent \$500-\$999 on most recent home computer	401	20.2%	106
Spent \$1,000-\$1,499 on most recent home computer	173	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	75	3.8%	83
Spent \$2,000+ on most recent home computer	59	3.0%	76

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Retail Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,264	53.4%	105
Bought brewed coffee at convenience store in last 30 days	728	17.2%	109
Bought cigarettes at convenience store in last 30 days	659	15.6%	124
Bought gas at convenience store in last 30 days	1,815	42.8%	130
Spent at convenience store in last 30 days: <\$20	338	8.0%	98
Spent at convenience store in last 30 days: \$20-\$39	327	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	374	8.8%	116
Spent at convenience store in last 30 days: \$51-\$99	226	5.3%	121
Spent at convenience store in last 30 days: \$100+	1,255	29.6%	129
Entertainment (Adults)			
Attended a movie in last 6 months	2,325	54.9%	92
Went to live theater in last 12 months	495	11.7%	90
Went to a bar/night club in last 12 months	644	15.2%	91
Dined out in last 12 months	2,003	47.3%	105
Gambled at a casino in last 12 months	552	13.0%	95
Visited a theme park in last 12 months	656	15.5%	88
Viewed movie (video-on-demand) in last 30 days	510	12.0%	71
Viewed TV show (video-on-demand) in last 30 days	344	8.1%	63
Watched any pay-per-view TV in last 12 months	532	12.6%	96
Downloaded a movie over the Internet in last 30 days	150	3.5%	49
Downloaded any individual song in last 6 months	789	18.6%	91
Watched a movie online in the last 30 days	380	9.0%	56
Watched a TV program online in last 30 days	383	9.0%	60
Played a video/electronic game (console) in last 12 months	440	10.4%	99
Played a video/electronic game (portable) in last 12 months	197	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	1,518	35.8%	115
Used ATM/cash machine in last 12 months	2,073	48.9%	100
Own any stock	343	8.1%	106
Own U.S. savings bond	246	5.8%	110
Own shares in mutual fund (stock)	347	8.2%	113
Own shares in mutual fund (bonds)	211	5.0%	102
Have interest checking account	1,413	33.3%	118
Have non-interest checking account	1,418	33.5%	118
Have savings account	2,454	57.9%	107
Have 401K retirement savings plan	676	16.0%	110
Own/used any credit/debit card in last 12 months	3,343	78.9%	106
Avg monthly credit card expenditures: <\$111	584	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	342	8.1%	117
Avg monthly credit card expenditures: \$226-\$450	262	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	255	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	168	4.0%	92
Avg monthly credit card expenditures: \$1,001+	279	6.6%	73
Did banking online in last 12 months	1,486	35.1%	98
Did banking on mobile device in last 12 months	526	12.4%	89
Paid bills online in last 12 months	1,716	40.5%	94

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Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,498	75.3%	108
Used bread in last 6 months	1,923	96.6%	103
Used chicken (fresh or frozen) in last 6 months	1,416	71.2%	103
Used turkey (fresh or frozen) in last 6 months	350	17.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	1,093	54.9%	101
Used fresh fruit/vegetables in last 6 months	1,762	88.5%	103
Used fresh milk in last 6 months	1,828	91.9%	104
Used organic food in last 6 months	285	14.3%	73
Health (Adults)			
Exercise at home 2+ times per week	1,233	29.1%	103
Exercise at club 2+ times per week	415	9.8%	75
Visited a doctor in last 12 months	3,361	79.3%	105
Used vitamin/dietary supplement in last 6 months	2,245	53.0%	100
Home (Households)			
Any home improvement in last 12 months	657	33.0%	123
Used housekeeper/maid/professional HH cleaning service in last 12	198	9.9%	76
Purchased low ticket HH furnishings in last 12 months	302	15.2%	94
Purchased big ticket HH furnishings in last 12 months	397	19.9%	95
Bought any small kitchen appliance in last 12 months	437	22.0%	99
Bought any large kitchen appliance in last 12 months	266	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	2,177	51.4%	120
Carry medical/hospital/accident insurance	2,915	68.8%	105
Carry homeowner insurance	2,520	59.5%	126
Carry renter's insurance	261	6.2%	76
Have auto insurance: 1 vehicle in household covered	500	25.1%	81
Have auto insurance: 2 vehicles in household covered	619	31.1%	109
Have auto insurance: 3+ vehicles in household covered	650	32.7%	150
Pets (Households)			
Household owns any pet	1,350	67.8%	126
Household owns any cat	648	32.6%	145
Household owns any dog	1,105	55.5%	136
Psychographics (Adults)			
Buying American is important to me	2,215	52.3%	123
Usually buy items on credit rather than wait	432	10.2%	87
Usually buy based on quality - not price	737	17.4%	97
Price is usually more important than brand name	1,192	28.1%	107
Usually use coupons for brands I buy often	881	20.8%	110
Am interested in how to help the environment	497	11.7%	72
Usually pay more for environ safe product	417	9.8%	77
Usually value green products over convenience	356	8.4%	80
Likely to buy a brand that supports a charity	1,524	36.0%	103
Reading (Adults)			
Bought digital book in last 12 months	502	11.8%	90
Bought hardcover book in last 12 months	884	20.9%	100
Bought paperback book in last 12 month	1,310	30.9%	99
Read any daily newspaper (paper version)	1,186	28.0%	107
Read any digital newspaper in last 30 days	1,225	28.9%	87
Read any magazine (paper/electronic version) in last 6 months	3,778	89.2%	98

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Retail Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.85676
 Longitude: -84.23159

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	3,317	78.3%	105
Went to family restaurant/steak house: 4+ times a month	1,260	29.7%	108
Went to fast food/drive-in restaurant in last 6 months	3,910	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,810	42.7%	108
Fast food/drive-in last 6 months: eat in	1,738	41.0%	113
Fast food/drive-in last 6 months: home delivery	241	5.7%	74
Fast food/drive-in last 6 months: take-out/drive-thru	2,152	50.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	779	18.4%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,104	26.1%	82
Own e-reader/tablet: iPad	426	10.1%	66
Own any portable MP3 player	1,250	29.5%	96
HH owns 1 TV	317	15.9%	78
HH owns 2 TVs	510	25.6%	99
HH owns 3 TVs	494	24.8%	116
HH owns 4+ TVs	460	23.1%	122
HH subscribes to cable TV	705	35.4%	71
HH subscribes to fiber optic	44	2.2%	29
HH has satellite dish	894	44.9%	177
HH owns DVD/Blu-ray player	1,307	65.7%	109
HH owns camcorder	319	16.0%	115
HH owns portable GPS navigation device	654	32.9%	120
HH purchased video game system in last 12 mos	111	5.6%	70
HH owns Internet video device for TV	100	5.0%	71
Travel (Adults)			
Domestic travel in last 12 months	2,168	51.2%	102
Took 3+ domestic non-business trips in last 12 months	459	10.8%	98
Spent on domestic vacations in last 12 months: <\$1,000	500	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	223	5.3%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	158	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	182	4.3%	110
Spent on domestic vacations in last 12 months: \$3,000+	215	5.1%	92
Domestic travel in the 12 months: used general travel website	246	5.8%	86
Foreign travel in last 3 years	741	17.5%	73
Took 3+ foreign trips by plane in last 3 years	115	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	127	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	94	2.2%	68
Spent on foreign vacations in last 12 months: \$3,000+	154	3.6%	73
Foreign travel in last 3 years: used general travel website	170	4.0%	72
Nights spent in hotel/motel in last 12 months: any	1,744	41.2%	101
Took cruise of more than one day in last 3 years	304	7.2%	86
Member of any frequent flyer program	455	10.7%	66
Member of any hotel rewards program	572	13.5%	96

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