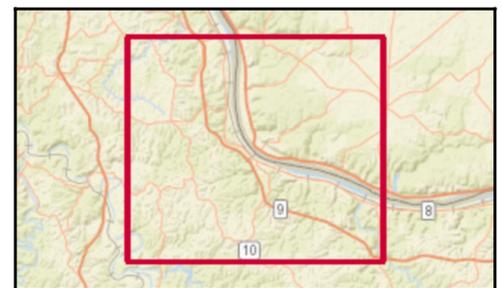
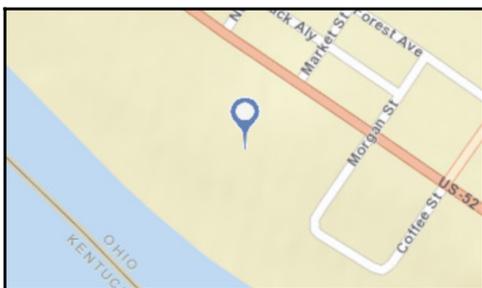
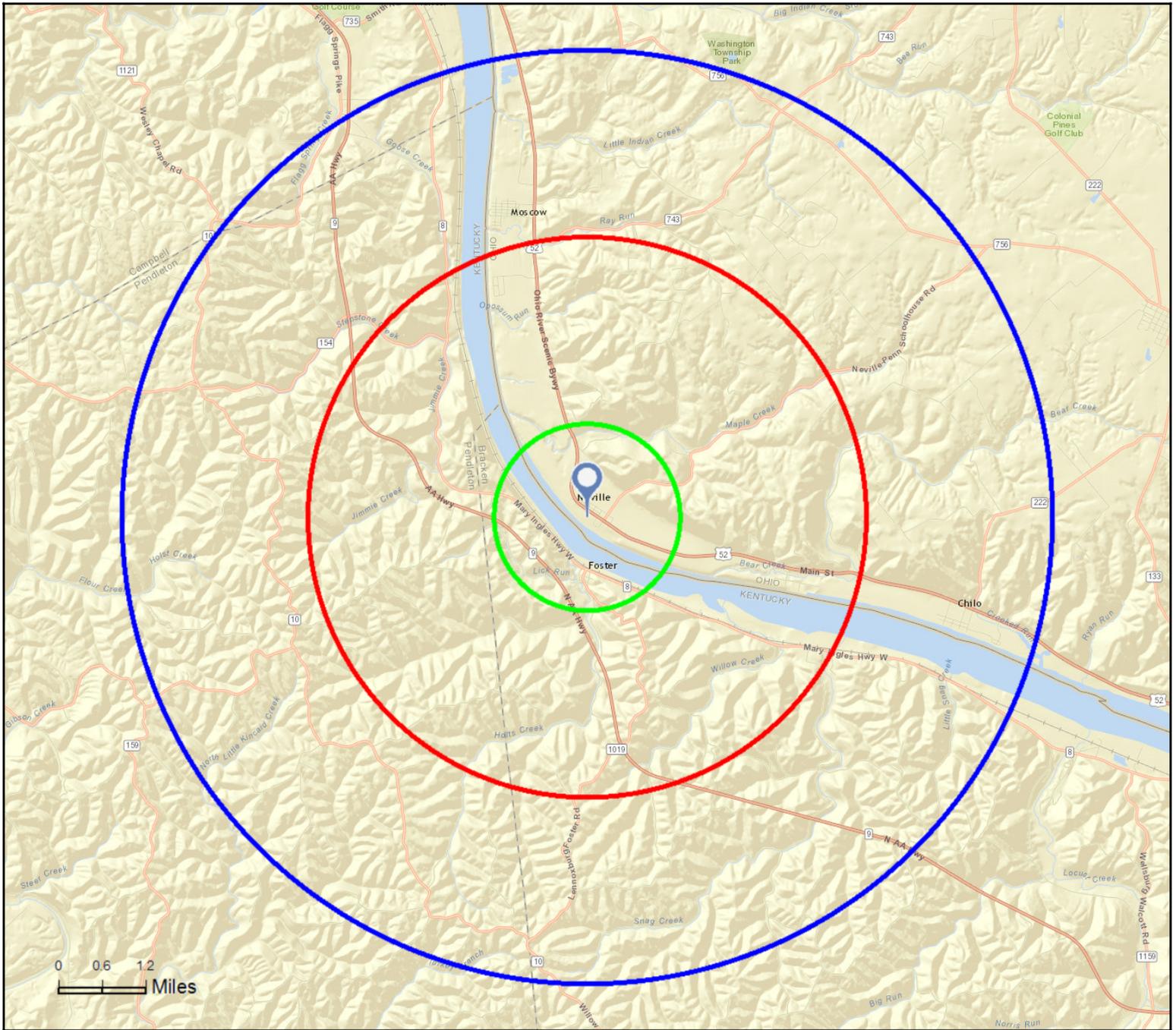


Site Map

Downtown Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331



Market Profile

Downtown Neville
Market St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	203	999	3,458
2010 Total Population	202	1,023	3,519
2016 Total Population	215	1,073	3,596
2016 Group Quarters	0	0	1
2021 Total Population	225	1,107	3,639
2016-2021 Annual Rate	0.91%	0.63%	0.24%
Household Summary			
2000 Households	73	355	1,237
2000 Average Household Size	2.78	2.81	2.77
2010 Households	77	380	1,318
2010 Average Household Size	2.62	2.69	2.67
2016 Households	83	402	1,358
2016 Average Household Size	2.59	2.67	2.65
2021 Households	87	417	1,380
2021 Average Household Size	2.59	2.65	2.64
2016-2021 Annual Rate	0.95%	0.74%	0.32%
2010 Families	56	281	1,004
2010 Average Family Size	3.02	3.10	3.04
2016 Families	60	295	1,024
2016 Average Family Size	2.98	3.08	3.03
2021 Families	62	304	1,036
2021 Average Family Size	3.00	3.07	3.02
2016-2021 Annual Rate	0.66%	0.60%	0.23%
Housing Unit Summary			
2000 Housing Units	89	403	1,377
Owner Occupied Housing Units	64.0%	70.7%	74.7%
Renter Occupied Housing Units	18.0%	17.6%	15.1%
Vacant Housing Units	18.0%	11.7%	10.2%
2010 Housing Units	95	441	1,516
Owner Occupied Housing Units	67.4%	72.3%	73.3%
Renter Occupied Housing Units	13.7%	13.8%	13.7%
Vacant Housing Units	18.9%	13.8%	13.1%
2016 Housing Units	100	460	1,541
Owner Occupied Housing Units	66.0%	71.3%	72.2%
Renter Occupied Housing Units	16.0%	16.1%	16.0%
Vacant Housing Units	17.0%	12.6%	11.9%
2021 Housing Units	105	477	1,561
Owner Occupied Housing Units	65.7%	70.9%	72.2%
Renter Occupied Housing Units	16.2%	16.4%	16.2%
Vacant Housing Units	17.1%	12.6%	11.6%
Median Household Income			
2016	\$55,758	\$55,845	\$55,302
2021	\$59,928	\$60,634	\$59,976
Median Home Value			
2016	\$146,875	\$157,292	\$152,376
2021	\$186,667	\$191,667	\$187,546
Per Capita Income			
2016	\$28,166	\$27,238	\$25,743
2021	\$31,549	\$30,534	\$28,724
Median Age			
2010	39.5	40.0	40.4
2016	41.5	41.6	41.8
2021	43.5	43.4	43.2

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 Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	83	402	1,358
<\$15,000	9.6%	10.0%	9.6%
\$15,000 - \$24,999	9.6%	9.0%	11.0%
\$25,000 - \$34,999	8.4%	9.5%	9.9%
\$35,000 - \$49,999	12.0%	11.9%	11.3%
\$50,000 - \$74,999	30.1%	28.9%	26.4%
\$75,000 - \$99,999	12.0%	12.9%	13.9%
\$100,000 - \$149,999	8.4%	9.7%	10.8%
\$150,000 - \$199,999	3.6%	3.7%	3.3%
\$200,000+	6.0%	4.7%	3.6%
Average Household Income	\$74,349	\$72,876	\$69,608
2021 Households by Income			
Household Income Base	87	417	1,380
<\$15,000	9.2%	9.8%	9.5%
\$15,000 - \$24,999	9.2%	8.6%	10.4%
\$25,000 - \$34,999	10.3%	10.6%	11.4%
\$35,000 - \$49,999	5.7%	6.0%	6.2%
\$50,000 - \$74,999	28.7%	27.3%	24.5%
\$75,000 - \$99,999	13.8%	15.1%	15.9%
\$100,000 - \$149,999	10.3%	11.8%	13.5%
\$150,000 - \$199,999	4.6%	4.8%	4.2%
\$200,000+	6.9%	5.8%	4.4%
Average Household Income	\$83,208	\$81,300	\$77,359
2016 Owner Occupied Housing Units by Value			
Total	66	328	1,112
<\$50,000	7.6%	7.9%	11.9%
\$50,000 - \$99,999	31.8%	25.6%	20.4%
\$100,000 - \$149,999	12.1%	13.1%	16.9%
\$150,000 - \$199,999	16.7%	22.0%	19.9%
\$200,000 - \$249,999	10.6%	10.1%	9.3%
\$250,000 - \$299,999	9.1%	7.6%	6.9%
\$300,000 - \$399,999	6.1%	7.6%	9.8%
\$400,000 - \$499,999	7.6%	5.5%	3.7%
\$500,000 - \$749,999	0.0%	0.0%	0.3%
\$750,000 - \$999,999	0.0%	0.0%	0.4%
\$1,000,000 +	0.0%	0.3%	0.8%
Average Home Value	\$171,642	\$175,306	\$180,224
2021 Owner Occupied Housing Units by Value			
Total	69	338	1,127
<\$50,000	2.9%	3.0%	4.5%
\$50,000 - \$99,999	23.2%	18.0%	16.4%
\$100,000 - \$149,999	7.2%	7.7%	11.0%
\$150,000 - \$199,999	21.7%	25.7%	24.0%
\$200,000 - \$249,999	15.9%	14.2%	8.9%
\$250,000 - \$299,999	8.7%	9.2%	8.8%
\$300,000 - \$399,999	10.1%	14.2%	18.5%
\$400,000 - \$499,999	8.7%	7.7%	5.4%
\$500,000 - \$749,999	0.0%	0.3%	0.9%
\$750,000 - \$999,999	0.0%	0.0%	0.7%
\$1,000,000 +	0.0%	0.3%	0.9%
Average Home Value	\$202,574	\$215,339	\$225,200

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 Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	204	1,024	3,520
0 - 4	5.9%	5.8%	5.9%
5 - 9	6.4%	6.7%	6.9%
10 - 14	7.4%	7.2%	7.3%
15 - 24	13.2%	13.4%	12.9%
25 - 34	9.8%	9.8%	10.0%
35 - 44	15.2%	15.1%	14.1%
45 - 54	17.2%	17.8%	17.9%
55 - 64	12.3%	12.4%	12.9%
65 - 74	7.4%	7.2%	7.6%
75 - 84	3.4%	3.9%	3.9%
85 +	0.5%	0.7%	0.9%
18 +	75.5%	76.0%	75.2%
2016 Population by Age			
Total	215	1,073	3,596
0 - 4	5.6%	5.5%	5.5%
5 - 9	6.0%	6.2%	6.5%
10 - 14	6.5%	6.3%	6.4%
15 - 24	11.6%	11.9%	12.1%
25 - 34	12.6%	12.0%	11.5%
35 - 44	12.6%	12.9%	12.5%
45 - 54	16.3%	16.1%	15.9%
55 - 64	15.8%	15.6%	15.1%
65 - 74	8.4%	8.4%	9.3%
75 - 84	3.7%	4.1%	4.3%
85 +	0.9%	1.0%	1.0%
18 +	78.6%	78.3%	77.7%
2021 Population by Age			
Total	224	1,108	3,638
0 - 4	4.9%	5.1%	5.2%
5 - 9	5.8%	5.9%	6.2%
10 - 14	6.3%	6.3%	6.4%
15 - 24	11.2%	11.1%	11.0%
25 - 34	12.5%	12.0%	11.5%
35 - 44	11.2%	11.6%	11.9%
45 - 54	15.2%	15.0%	14.3%
55 - 64	16.5%	16.1%	15.9%
65 - 74	11.2%	10.9%	11.3%
75 - 84	4.5%	4.9%	5.1%
85 +	0.9%	1.2%	1.2%
18 +	79.5%	78.9%	78.3%
2010 Population by Sex			
Males	101	510	1,762
Females	101	513	1,757
2016 Population by Sex			
Males	105	528	1,797
Females	110	545	1,798
2021 Population by Sex			
Males	108	538	1,816
Females	117	569	1,823

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 Neville
Market St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	202	1,023	3,520
White Alone	98.0%	98.2%	98.6%
Black Alone	0.5%	0.3%	0.2%
American Indian Alone	0.0%	0.2%	0.1%
Asian Alone	0.0%	0.2%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	1.0%	0.7%	0.6%
Hispanic Origin	1.0%	0.8%	0.7%
Diversity Index	5.8	5.0	4.2
2016 Population by Race/Ethnicity			
Total	215	1,074	3,596
White Alone	98.1%	97.9%	98.2%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	0.0%	0.2%	0.1%
Asian Alone	0.0%	0.2%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.4%
Two or More Races	0.9%	0.8%	0.8%
Hispanic Origin	1.4%	1.1%	1.0%
Diversity Index	6.3	6.2	5.6
2021 Population by Race/Ethnicity			
Total	223	1,107	3,639
White Alone	98.2%	97.6%	97.9%
Black Alone	0.4%	0.6%	0.5%
American Indian Alone	0.0%	0.2%	0.2%
Asian Alone	0.0%	0.2%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	0.9%	0.9%	0.9%
Hispanic Origin	1.3%	1.3%	1.2%
Diversity Index	7.8	7.2	6.4
2010 Population by Relationship and Household Type			
Total	202	1,023	3,519
In Households	100.0%	100.0%	100.0%
In Family Households	86.6%	87.8%	89.3%
Householder	27.2%	27.6%	27.9%
Spouse	21.3%	22.1%	22.9%
Child	31.2%	31.9%	32.9%
Other relative	4.0%	3.8%	3.1%
Nonrelative	3.0%	2.6%	2.4%
In Nonfamily Households	13.4%	12.2%	10.7%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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

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



Market Profile

Downtown Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	151	751	2,502
Less than 9th Grade	2.0%	2.5%	3.8%
9th - 12th Grade, No Diploma	6.0%	5.6%	6.6%
High School Graduate	35.8%	36.4%	37.6%
GED/Alternative Credential	7.9%	7.9%	7.1%
Some College, No Degree	25.8%	25.4%	21.0%
Associate Degree	6.0%	6.5%	9.9%
Bachelor's Degree	13.9%	12.1%	9.0%
Graduate/Professional Degree	2.6%	3.6%	4.9%
2016 Population 15+ by Marital Status			
Total	176	880	2,935
Never Married	30.1%	28.2%	24.5%
Married	51.7%	53.0%	55.5%
Widowed	3.4%	4.3%	7.4%
Divorced	14.8%	14.5%	12.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	91.7%	92.9%	95.2%
Civilian Unemployed	8.3%	7.1%	4.7%
2016 Employed Population 16+ by Industry			
Total	100	499	1,707
Agriculture/Mining	2.0%	2.2%	2.1%
Construction	17.0%	18.4%	16.3%
Manufacturing	14.0%	12.2%	13.9%
Wholesale Trade	1.0%	1.4%	1.6%
Retail Trade	4.0%	5.0%	9.1%
Transportation/Utilities	6.0%	6.6%	6.6%
Information	3.0%	3.2%	1.9%
Finance/Insurance/Real Estate	13.0%	11.2%	7.8%
Services	40.0%	38.7%	39.3%
Public Administration	1.0%	1.0%	1.3%
2016 Employed Population 16+ by Occupation			
Total	99	496	1,706
White Collar	47.0%	46.9%	46.7%
Management/Business/Financial	11.0%	12.4%	11.4%
Professional	24.0%	22.6%	18.7%
Sales	3.0%	3.0%	6.7%
Administrative Support	9.0%	8.8%	10.0%
Services	6.0%	7.4%	12.3%
Blue Collar	46.0%	45.1%	40.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	14.0%	15.4%	13.8%
Installation/Maintenance/Repair	16.0%	13.6%	9.0%
Production	13.0%	11.0%	11.0%
Transportation/Material Moving	3.0%	5.0%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	202	1,023	3,519
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	100.0%	100.0%

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

Market Profile

Downtown Neville
Market St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	77	380	1,319
Households with 1 Person	20.8%	20.0%	19.1%
Households with 2+ People	79.2%	80.0%	80.9%
Family Households	72.7%	73.9%	76.1%
Husband-wife Families	57.1%	59.5%	62.3%
With Related Children	24.7%	25.3%	26.3%
Other Family (No Spouse Present)	15.6%	14.7%	13.8%
Other Family with Male Householder	5.2%	4.7%	4.9%
With Related Children	2.6%	2.4%	2.7%
Other Family with Female Householder	10.4%	9.7%	8.9%
With Related Children	7.8%	6.8%	5.9%
Nonfamily Households	6.5%	6.1%	4.8%
All Households with Children	35.1%	35.0%	35.4%
Multigenerational Households	5.2%	5.0%	4.9%
Unmarried Partner Households	10.4%	8.2%	7.2%
Male-female	9.1%	7.6%	6.7%
Same-sex	1.3%	0.5%	0.5%
2010 Households by Size			
Total	77	380	1,318
1 Person Household	20.8%	20.0%	19.1%
2 Person Household	35.1%	35.8%	36.1%
3 Person Household	19.5%	18.9%	18.1%
4 Person Household	13.0%	13.4%	14.4%
5 Person Household	7.8%	7.6%	7.4%
6 Person Household	1.3%	2.4%	2.9%
7 + Person Household	2.6%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	77	380	1,318
Owner Occupied	83.1%	83.9%	84.3%
Owned with a Mortgage/Loan	53.2%	55.5%	56.5%
Owned Free and Clear	29.9%	28.7%	27.8%
Renter Occupied	16.9%	16.1%	15.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	95	441	1,516
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	100.0%	100.0%

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

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

Market Profile

Downtown Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Top Tier (1A)	Salt of the Earth (6B)	Salt of the Earth (6B)
3.	Professional Pride (1B)	Top Tier (1A)	Green Acres (6A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$162,827	\$761,187	\$2,430,132
Average Spent	\$1,961.77	\$1,893.50	\$1,789.49
Spending Potential Index	97	94	89
Education: Total \$	\$90,238	\$440,234	\$1,470,616
Average Spent	\$1,087.20	\$1,095.11	\$1,082.93
Spending Potential Index	77	77	77
Entertainment/Recreation: Total \$	\$242,593	\$1,144,528	\$3,689,201
Average Spent	\$2,922.81	\$2,847.08	\$2,716.64
Spending Potential Index	100	98	93
Food at Home: Total \$	\$424,723	\$1,996,142	\$6,405,618
Average Spent	\$5,117.14	\$4,965.53	\$4,716.95
Spending Potential Index	103	100	95
Food Away from Home: Total \$	\$258,348	\$1,206,555	\$3,847,166
Average Spent	\$3,112.63	\$3,001.38	\$2,832.96
Spending Potential Index	101	97	92
Health Care: Total \$	\$464,020	\$2,208,417	\$7,181,469
Average Spent	\$5,590.60	\$5,493.57	\$5,288.27
Spending Potential Index	106	104	100
HH Furnishings & Equipment: Total \$	\$142,364	\$673,991	\$2,181,060
Average Spent	\$1,715.23	\$1,676.59	\$1,606.08
Spending Potential Index	97	95	91
Personal Care Products & Services: Total \$	\$58,562	\$276,624	\$892,999
Average Spent	\$705.57	\$688.12	\$657.58
Spending Potential Index	96	94	90
Shelter: Total \$	\$1,149,009	\$5,425,386	\$17,514,160
Average Spent	\$13,843.48	\$13,495.99	\$12,897.03
Spending Potential Index	89	87	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$193,410	\$923,643	\$3,015,653
Average Spent	\$2,330.24	\$2,297.62	\$2,220.66
Spending Potential Index	100	99	96
Travel: Total \$	\$132,997	\$645,480	\$2,144,384
Average Spent	\$1,602.37	\$1,605.67	\$1,579.08
Spending Potential Index	86	86	85
Vehicle Maintenance & Repairs: Total \$	\$86,887	\$411,731	\$1,333,036
Average Spent	\$1,046.83	\$1,024.21	\$981.62
Spending Potential Index	101	99	95

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.

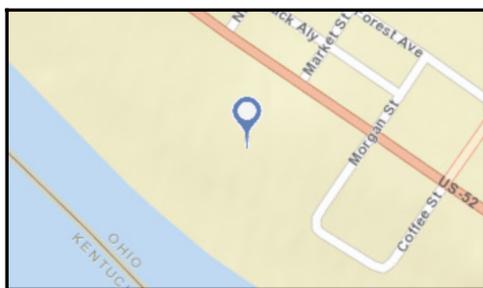
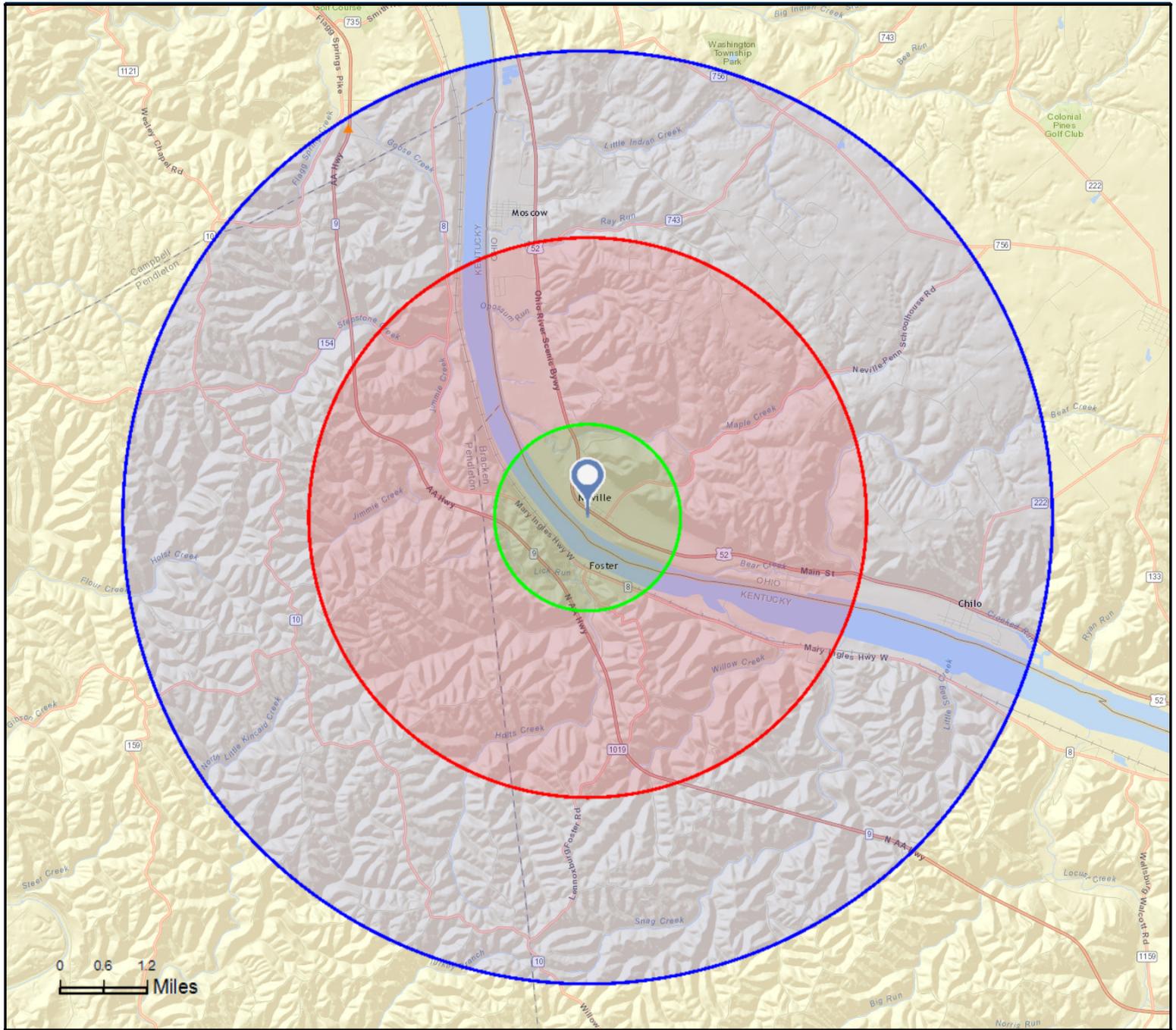
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

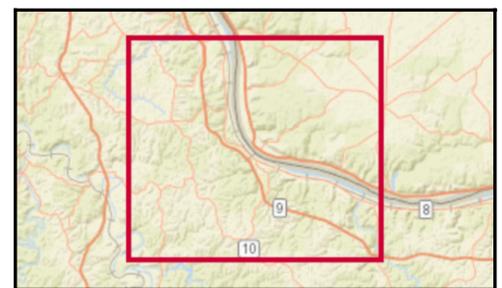
Traffic Count Map

Downtown Neville
 Market St, Moscow, OH, 45153
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331



- 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 Neville
Market St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	7	20	67
Total Employees:	22	86	444
Total Residential Population:	215	1,073	3,596
Employee/Residential Population Ratio:	0.1:1	0.08:1	0.12:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	1	4.5%	1	5.0%	3	3.5%	7	10.4%	18	4.1%
Construction	1	14.3%	4	18.2%	4	20.0%	10	11.6%	13	19.4%	48	10.8%
Manufacturing	0	0.0%	0	0.0%	0	0.0%	6	7.0%	2	3.0%	74	16.7%
Transportation	1	14.3%	7	31.8%	3	15.0%	20	23.3%	7	10.4%	69	15.5%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%
Utility	0	0.0%	1	4.5%	0	0.0%	2	2.3%	1	1.5%	6	1.4%
Wholesale Trade	1	14.3%	2	9.1%	1	5.0%	5	5.8%	3	4.5%	11	2.5%
Retail Trade Summary	1	14.3%	3	13.6%	2	10.0%	8	9.3%	7	10.4%	30	6.8%
Home Improvement	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	1	1.2%	2	3.0%	7	1.6%
Food Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	6	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1	1.5%	6	1.4%
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%	0	0.0%	0	0.0%	1	1.5%	4	0.9%
Miscellaneous Retail	0	0.0%	2	9.1%	1	5.0%	5	5.8%	2	3.0%	6	1.4%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%	1	5.0%	1	1.2%	4	6.0%	5	1.1%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.0%	1	0.2%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	1	5.0%	1	1.2%	2	3.0%	3	0.7%
Services Summary	2	28.6%	5	22.7%	6	30.0%	26	30.2%	15	22.4%	108	24.3%
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	1.5%	1	0.2%
Motion Pictures & Amusements	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	6	1.4%
Health Services	0	0.0%	0	0.0%	0	0.0%	11	12.8%	1	1.5%	47	10.6%
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%	1	4.5%	1	5.0%	5	5.8%	2	3.0%	24	5.4%
Other Services	2	28.6%	3	13.6%	4	20.0%	9	10.5%	10	14.9%	30	6.8%
Government	0	0.0%	1	4.5%	0	0.0%	5	5.8%	5	7.5%	71	16.0%
Unclassified Establishments	0	0.0%	0	0.0%	1	5.0%	0	0.0%	3	4.5%	2	0.5%
Totals	7	100.0%	22	100.0%	20	100.0%	86	100.0%	67	100.0%	444	100.0%

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

Business Summary

Downtown Neville
Market St, Moscow, OH, 45153
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	5.0%	2	2.3%	4	6.0%	8	1.8%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	1	14.3%	4	18.2%	4	20.0%	11	12.8%	13	19.4%	49	11.0%
Manufacturing	0	0.0%	0	0.0%	0	0.0%	6	7.0%	2	3.0%	74	16.7%
Wholesale Trade	0	0.0%	2	9.1%	1	5.0%	4	4.7%	2	3.0%	10	2.3%
Retail Trade	1	14.3%	3	13.6%	2	10.0%	8	9.3%	7	10.4%	27	6.1%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1	1.5%	3	0.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	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%	0	0.0%	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	6	1.4%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.9%
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%	2	9.1%	1	5.0%	5	5.8%	2	3.0%	6	1.4%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	1	1.2%	2	3.0%	7	1.6%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	1	14.3%	7	31.8%	3	15.0%	20	23.3%	7	10.4%	56	12.6%
Information	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1	1.5%	4	0.9%
Finance & Insurance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.0%	2	0.5%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	3.0%	1	0.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%	0	0.0%	1	1.2%	1	1.5%	3	0.7%
Professional, Scientific & Tech Services	1	14.3%	1	4.5%	1	5.0%	3	3.5%	3	4.5%	7	1.6%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	1	4.5%	1	5.0%	3	3.5%	2	3.0%	8	1.8%
Educational Services	0	0.0%	1	4.5%	1	5.0%	5	5.8%	2	3.0%	24	5.4%
Health Care & Social Assistance	0	0.0%	0	0.0%	0	0.0%	14	16.3%	1	1.5%	66	14.9%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	6	1.4%
Accommodation & Food Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	4	0.9%
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%	0	0.0%	0	0.0%	1	1.5%	4	0.9%
Other Services (except Public Administration)	1	14.3%	2	9.1%	3	15.0%	5	5.8%	8	11.9%	22	5.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.5%	1	0.2%
Public Administration	0	0.0%	1	4.5%	0	0.0%	5	5.8%	5	7.5%	71	16.0%
Unclassified Establishments	0	0.0%	0	0.0%	1	5.0%	0	0.0%	3	4.5%	2	0.5%
Total	7	100.0%	22	100.0%	20	100.0%	86	100.0%	67	100.0%	444	100.0%

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

Downtown Neville
 Market St, Moscow, OH, 45153
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.80934
 Longitude: -84.21331

Summary Demographics

2016 Population	215
2016 Households	83
2016 Median Disposable Income	\$46,466
2016 Per Capita Income	\$28,166

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	\$3,695,029	\$641,325	\$3,053,704	70.4	1
Total Retail Trade	44-45	\$3,380,035	\$641,325	\$2,738,710	68.1	1
Total Food & Drink	722	\$314,994	\$0	\$314,994	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	\$796,965	\$0	\$796,965	100.0	0
Automobile Dealers	4411	\$661,521	\$0	\$661,521	100.0	0
Other Motor Vehicle Dealers	4412	\$84,131	\$0	\$84,131	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$51,313	\$0	\$51,313	100.0	0
Furniture & Home Furnishings Stores	442	\$87,236	\$0	\$87,236	100.0	0
Furniture Stores	4421	\$56,133	\$0	\$56,133	100.0	0
Home Furnishings Stores	4422	\$31,104	\$0	\$31,104	100.0	0
Electronics & Appliance Stores	443	\$155,026	\$0	\$155,026	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$152,549	\$0	\$152,549	100.0	0
Bldg Material & Supplies Dealers	4441	\$128,847	\$0	\$128,847	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$23,702	\$0	\$23,702	100.0	0
Food & Beverage Stores	445	\$603,600	\$0	\$603,600	100.0	0
Grocery Stores	4451	\$554,211	\$0	\$554,211	100.0	0
Specialty Food Stores	4452	\$24,581	\$0	\$24,581	100.0	0
Beer, Wine & Liquor Stores	4453	\$24,808	\$0	\$24,808	100.0	0
Health & Personal Care Stores	446,4461	\$247,328	\$0	\$247,328	100.0	0
Gasoline Stations	447,4471	\$261,871	\$0	\$261,871	100.0	0
Clothing & Clothing Accessories Stores	448	\$133,352	\$0	\$133,352	100.0	0
Clothing Stores	4481	\$85,642	\$0	\$85,642	100.0	0
Shoe Stores	4482	\$18,688	\$0	\$18,688	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$29,022	\$0	\$29,022	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$98,061	\$0	\$98,061	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$78,686	\$0	\$78,686	100.0	0
Book, Periodical & Music Stores	4512	\$19,374	\$0	\$19,374	100.0	0
General Merchandise Stores	452	\$636,366	\$0	\$636,366	100.0	0
Department Stores Excluding Leased Depts.	4521	\$499,451	\$0	\$499,451	100.0	0
Other General Merchandise Stores	4529	\$136,915	\$0	\$136,915	100.0	0
Miscellaneous Store Retailers	453	\$160,193	\$0	\$160,193	100.0	0
Florists	4531	\$6,139	\$0	\$6,139	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$35,620	\$0	\$35,620	100.0	0
Used Merchandise Stores	4533	\$16,924	\$0	\$16,924	100.0	0
Other Miscellaneous Store Retailers	4539	\$101,510	\$0	\$101,510	100.0	0
Nonstore Retailers	454	\$47,489	\$0	\$47,489	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$25,433	\$0	\$25,433	100.0	0
Vending Machine Operators	4542	\$5,393	\$0	\$5,393	100.0	0
Direct Selling Establishments	4543	\$16,663	\$0	\$16,663	100.0	0
Food Services & Drinking Places	722	\$314,994	\$0	\$314,994	100.0	0
Full-Service Restaurants	7221	\$154,258	\$0	\$154,258	100.0	0
Limited-Service Eating Places	7222	\$145,901	\$0	\$145,901	100.0	0
Special Food Services	7223	\$7,310	\$0	\$7,310	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$7,525	\$0	\$7,525	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.

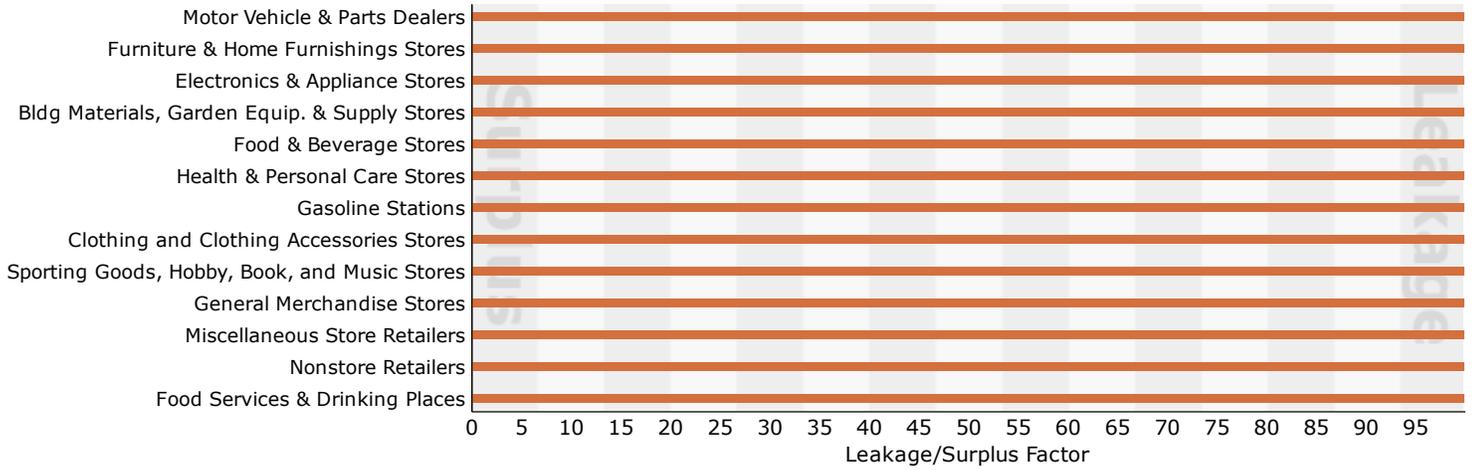
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

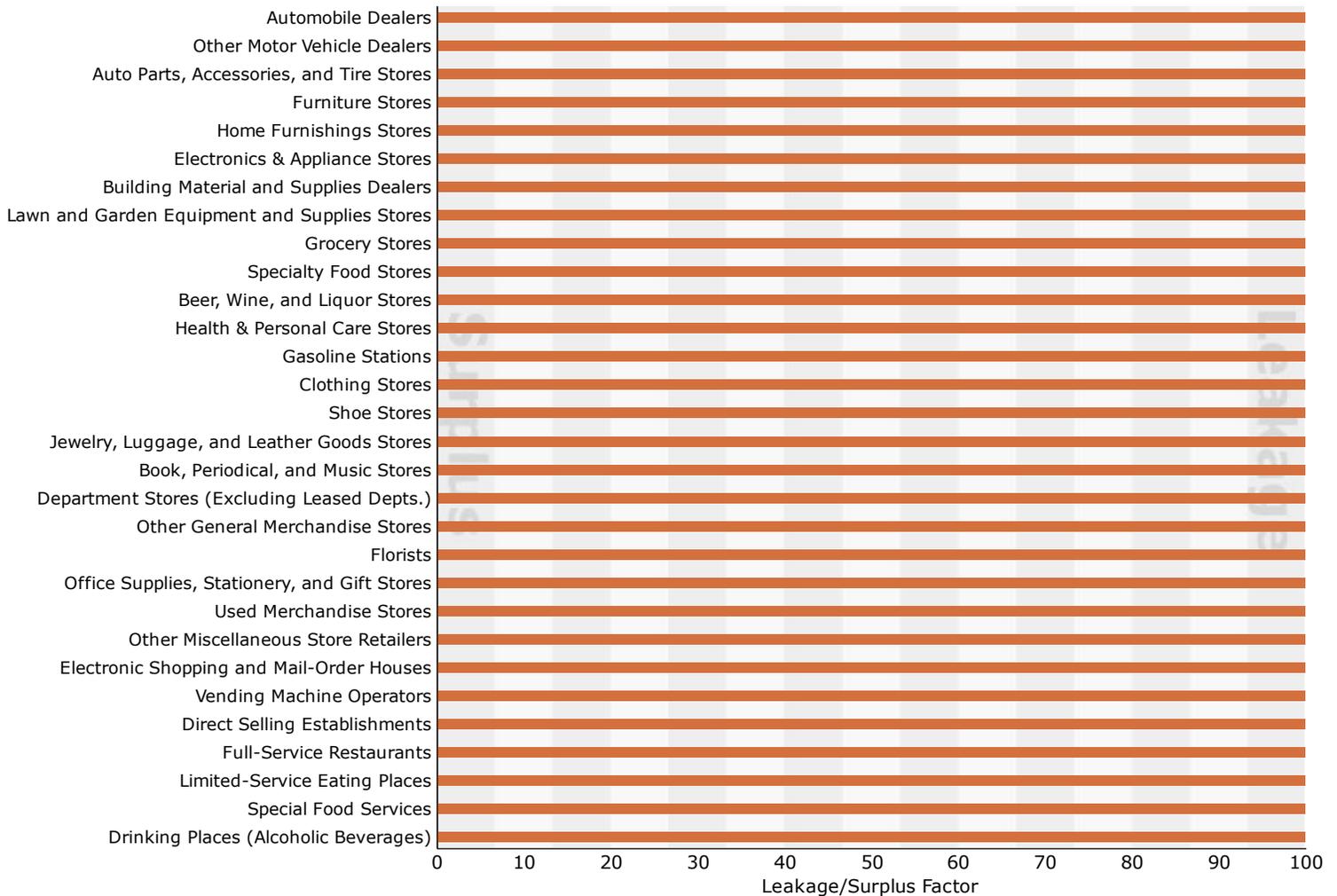
Downtown Neville
Market St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Summary Demographics

2016 Population	1,073
2016 Households	402
2016 Median Disposable Income	\$45,933
2016 Per Capita Income	\$27,238

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$17,602,710	\$1,736,814	\$15,865,896	82.0	2
Total Retail Trade	44-45	\$16,099,761	\$1,721,553	\$14,378,208	80.7	2
Total Food & Drink	722	\$1,502,949	\$15,261	\$1,487,688	98.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,808,007	\$0	\$3,808,007	100.0	0
Automobile Dealers	4411	\$3,155,763	\$0	\$3,155,763	100.0	0
Other Motor Vehicle Dealers	4412	\$406,596	\$0	\$406,596	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$245,648	\$0	\$245,648	100.0	0
Furniture & Home Furnishings Stores	442	\$413,414	\$0	\$413,414	100.0	0
Furniture Stores	4421	\$262,573	\$0	\$262,573	100.0	0
Home Furnishings Stores	4422	\$150,841	\$0	\$150,841	100.0	0
Electronics & Appliance Stores	443	\$718,405	\$0	\$718,405	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$738,458	\$0	\$738,458	100.0	0
Bldg Material & Supplies Dealers	4441	\$622,285	\$0	\$622,285	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$116,174	\$0	\$116,174	100.0	0
Food & Beverage Stores	445	\$2,871,129	\$0	\$2,871,129	100.0	0
Grocery Stores	4451	\$2,631,986	\$0	\$2,631,986	100.0	0
Specialty Food Stores	4452	\$110,563	\$0	\$110,563	100.0	0
Beer, Wine & Liquor Stores	4453	\$128,580	\$0	\$128,580	100.0	0
Health & Personal Care Stores	446,4461	\$1,158,765	\$0	\$1,158,765	100.0	0
Gasoline Stations	447,4471	\$1,240,761	\$0	\$1,240,761	100.0	0
Clothing & Clothing Accessories Stores	448	\$625,398	\$0	\$625,398	100.0	0
Clothing Stores	4481	\$401,998	\$0	\$401,998	100.0	0
Shoe Stores	4482	\$89,020	\$0	\$89,020	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$134,381	\$0	\$134,381	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$456,368	\$697,700	-\$241,332	-20.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$360,999	\$697,700	-\$336,701	-31.8	1
Book, Periodical & Music Stores	4512	\$95,369	\$0	\$95,369	100.0	0
General Merchandise Stores	452	\$3,084,477	\$0	\$3,084,477	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,420,013	\$0	\$2,420,013	100.0	0
Other General Merchandise Stores	4529	\$664,464	\$0	\$664,464	100.0	0
Miscellaneous Store Retailers	453	\$757,412	\$0	\$757,412	100.0	0
Florists	4531	\$30,225	\$0	\$30,225	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$169,435	\$0	\$169,435	100.0	0
Used Merchandise Stores	4533	\$75,805	\$0	\$75,805	100.0	0
Other Miscellaneous Store Retailers	4539	\$481,947	\$0	\$481,947	100.0	0
Nonstore Retailers	454	\$227,166	\$0	\$227,166	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$116,776	\$0	\$116,776	100.0	0
Vending Machine Operators	4542	\$25,837	\$0	\$25,837	100.0	0
Direct Selling Establishments	4543	\$84,553	\$0	\$84,553	100.0	0
Food Services & Drinking Places	722	\$1,502,949	\$0	\$1,502,949	100.0	0
Full-Service Restaurants	7221	\$736,958	\$0	\$736,958	100.0	0
Limited-Service Eating Places	7222	\$696,275	\$0	\$696,275	100.0	0
Special Food Services	7223	\$34,566	\$0	\$34,566	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$35,150	\$0	\$35,150	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.

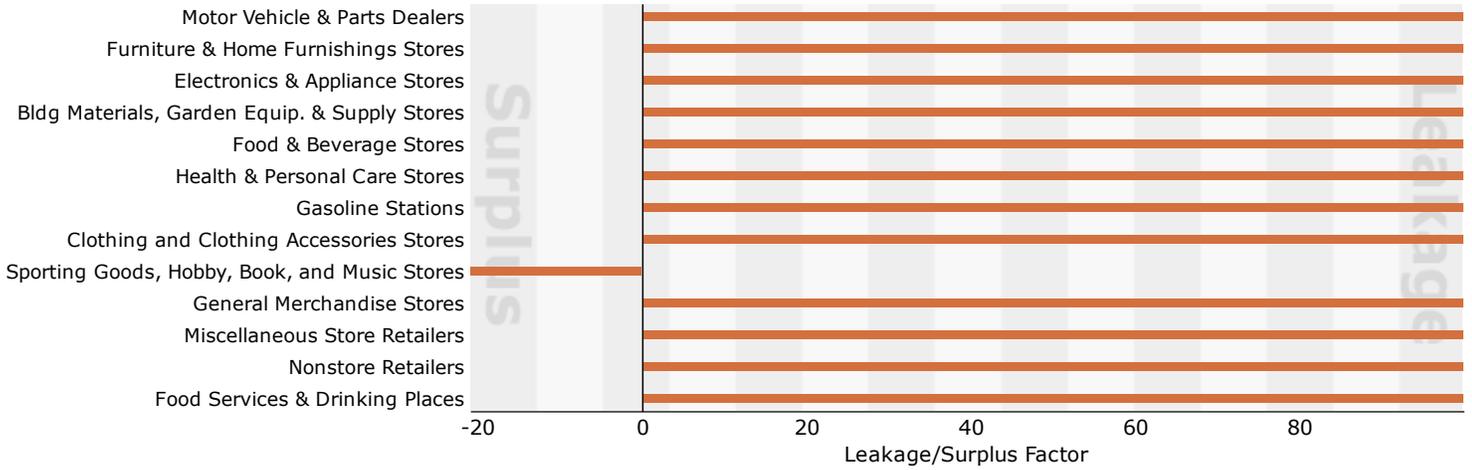
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

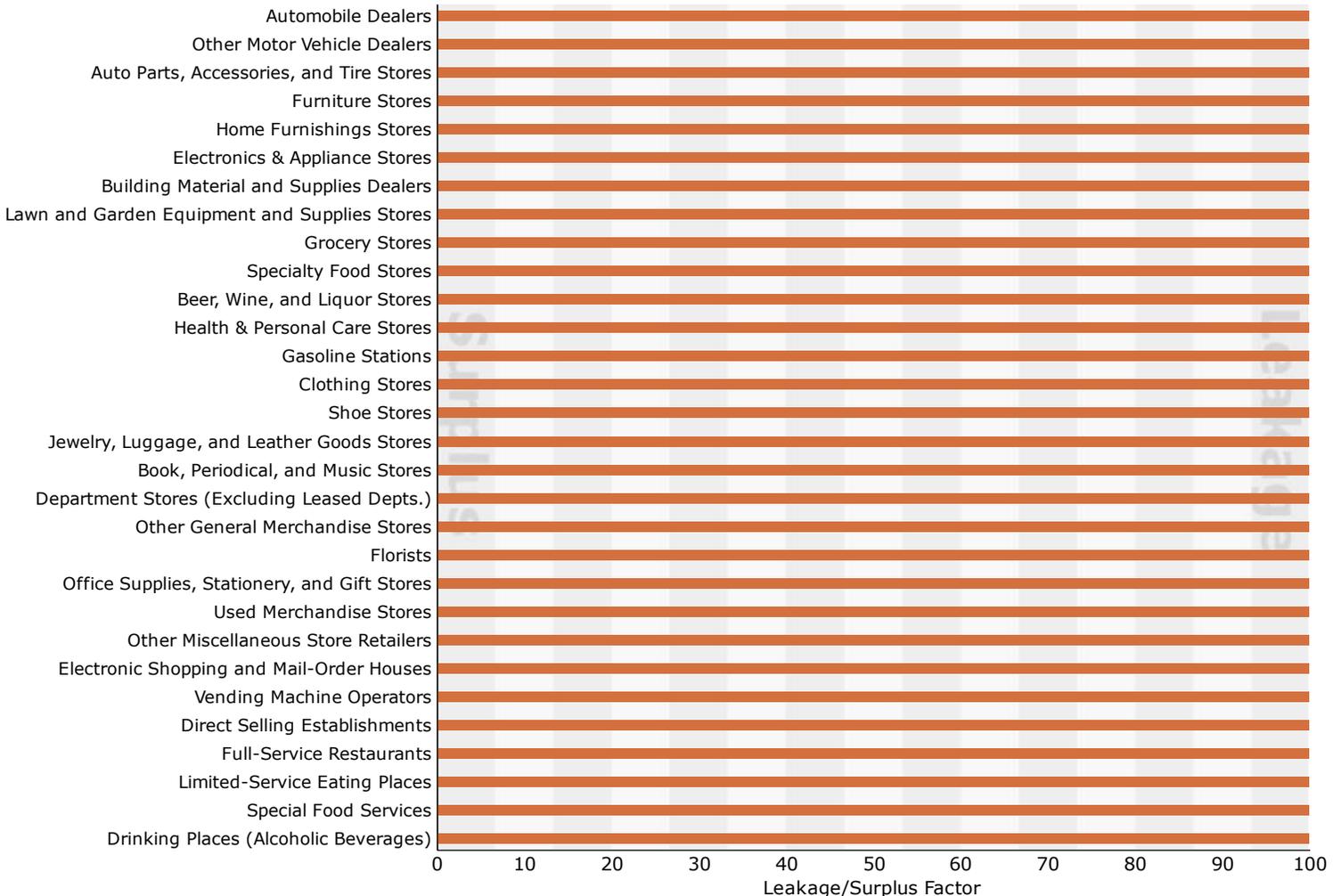
Downtown Neville
Market St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Retail MarketPlace Profile

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Summary Demographics

2016 Population	3,596
2016 Households	1,358
2016 Median Disposable Income	\$45,224
2016 Per Capita Income	\$25,743

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	\$56,943,533	\$7,197,433	\$49,746,100	77.6	8
Total Retail Trade	44-45	\$52,064,503	\$7,025,954	\$45,038,549	76.2	7
Total Food & Drink	722	\$4,879,030	\$171,480	\$4,707,550	93.2	1

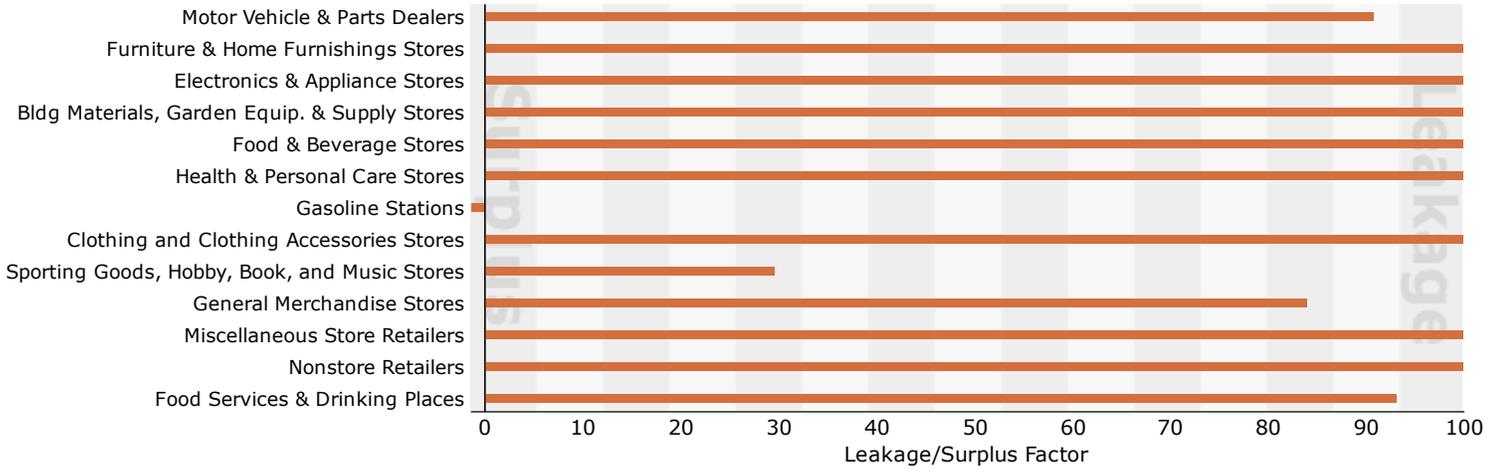
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,371,340	\$589,678	\$11,781,662	90.9	1
Automobile Dealers	4411	\$10,241,012	\$0	\$10,241,012	100.0	0
Other Motor Vehicle Dealers	4412	\$1,331,863	\$589,678	\$742,185	38.6	1
Auto Parts, Accessories & Tire Stores	4413	\$798,465	\$0	\$798,465	100.0	0
Furniture & Home Furnishings Stores	442	\$1,327,619	\$0	\$1,327,619	100.0	0
Furniture Stores	4421	\$827,775	\$0	\$827,775	100.0	0
Home Furnishings Stores	4422	\$499,844	\$0	\$499,844	100.0	0
Electronics & Appliance Stores	443	\$2,203,833	\$0	\$2,203,833	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,431,354	\$0	\$2,431,354	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,045,934	\$0	\$2,045,934	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$385,420	\$0	\$385,420	100.0	0
Food & Beverage Stores	445	\$9,265,675	\$0	\$9,265,675	100.0	0
Grocery Stores	4451	\$8,468,006	\$0	\$8,468,006	100.0	0
Specialty Food Stores	4452	\$319,666	\$0	\$319,666	100.0	0
Beer, Wine & Liquor Stores	4453	\$478,002	\$0	\$478,002	100.0	0
Health & Personal Care Stores	446,4461	\$3,630,238	\$0	\$3,630,238	100.0	0
Gasoline Stations	447,4471	\$3,996,918	\$4,116,165	-\$119,247	-1.5	2
Clothing & Clothing Accessories Stores	448	\$1,974,986	\$0	\$1,974,986	100.0	0
Clothing Stores	4481	\$1,270,784	\$0	\$1,270,784	100.0	0
Shoe Stores	4482	\$290,624	\$0	\$290,624	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$413,578	\$0	\$413,578	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,413,694	\$767,800	\$645,894	29.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,088,947	\$767,800	\$321,147	17.3	2
Book, Periodical & Music Stores	4512	\$324,748	\$0	\$324,748	100.0	0
General Merchandise Stores	452	\$10,301,909	\$896,154	\$9,405,755	84.0	2
Department Stores Excluding Leased Depts.	4521	\$8,083,591	\$0	\$8,083,591	100.0	0
Other General Merchandise Stores	4529	\$2,218,319	\$779,197	\$1,439,122	48.0	2
Miscellaneous Store Retailers	453	\$2,417,869	\$0	\$2,417,869	100.0	0
Florists	4531	\$101,085	\$0	\$101,085	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$547,335	\$0	\$547,335	100.0	0
Used Merchandise Stores	4533	\$216,963	\$0	\$216,963	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,552,486	\$0	\$1,552,486	100.0	0
Nonstore Retailers	454	\$729,068	\$0	\$729,068	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$352,133	\$0	\$352,133	100.0	0
Vending Machine Operators	4542	\$84,430	\$0	\$84,430	100.0	0
Direct Selling Establishments	4543	\$292,506	\$0	\$292,506	100.0	0
Food Services & Drinking Places	722	\$4,879,030	\$171,480	\$4,707,550	93.2	1
Full-Service Restaurants	7221	\$2,395,450	\$105,685	\$2,289,765	91.5	1
Limited-Service Eating Places	7222	\$2,265,626	\$0	\$2,265,626	100.0	0
Special Food Services	7223	\$109,305	\$0	\$109,305	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$108,648	\$0	\$108,648	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.

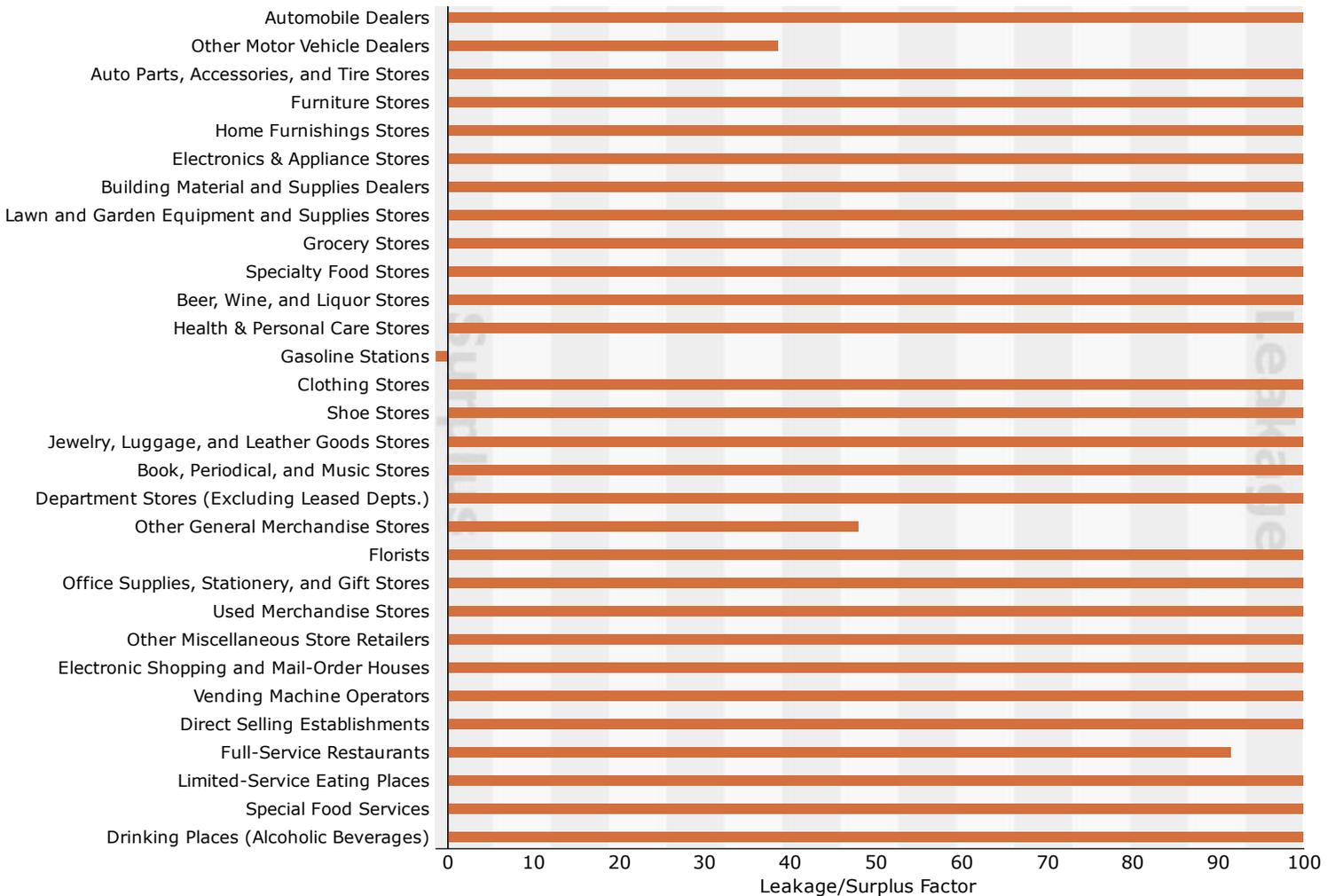
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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

Retail Market Potential

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Demographic Summary	2016	2021
Population	215	225
Population 18+	169	178
Households	83	87
Median Household Income	\$55,758	\$59,928

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	81	47.9%	101
Bought any women's clothing in last 12 months	83	49.1%	112
Bought clothing for child <13 years in last 6 months	49	29.0%	105
Bought any shoes in last 12 months	92	54.4%	101
Bought costume jewelry in last 12 months	37	21.9%	112
Bought any fine jewelry in last 12 months	34	20.1%	110
Bought a watch in last 12 months	17	10.1%	91
Automobiles (Households)			
HH owns/leases any vehicle	75	90.4%	106
HH bought/leased new vehicle last 12 mo	7	8.4%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	157	92.9%	109
Bought/changed motor oil in last 12 months	108	63.9%	130
Had tune-up in last 12 months	52	30.8%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	110	65.1%	99
Drank regular cola in last 6 months	85	50.3%	112
Drank beer/ale in last 6 months	61	36.1%	85
Cameras (Adults)			
Own digital point & shoot camera	50	29.6%	102
Own digital single-lens reflex (SLR) camera	8	4.7%	55
Bought any camera in last 12 months	10	5.9%	104
Printed digital photos in last 12 months	7	4.1%	142
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	64	37.9%	105
Have a smartphone	83	49.1%	83
Have a smartphone: Android phone (any brand)	40	23.7%	88
Have a smartphone: Apple iPhone	31	18.3%	71
Number of cell phones in household: 1	27	32.5%	101
Number of cell phones in household: 2	31	37.3%	100
Number of cell phones in household: 3+	20	24.1%	95
HH has cell phone only (no landline telephone)	36	43.4%	103
Computers (Households)			
HH owns a computer	58	69.9%	91
HH owns desktop computer	34	41.0%	90
HH owns laptop/notebook	39	47.0%	87
HH owns any Apple/Mac brand computer	6	7.2%	48
HH owns any PC/non-Apple brand computer	55	66.3%	97
HH purchased most recent computer in a store	31	37.3%	99
HH purchased most recent computer online	8	9.6%	74
Spent <\$500 on most recent home computer	14	16.9%	116
Spent \$500-\$999 on most recent home computer	13	15.7%	82
Spent \$1,000-\$1,499 on most recent home computer	7	8.4%	89
Spent \$1,500-\$1,999 on most recent home computer	2	2.4%	53
Spent \$2,000+ on most recent home computer	2	2.4%	61

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

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

Retail Market Potential

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	88	52.1%	103
Bought brewed coffee at convenience store in last 30 days	28	16.6%	105
Bought cigarettes at convenience store in last 30 days	35	20.7%	166
Bought gas at convenience store in last 30 days	76	45.0%	136
Spent at convenience store in last 30 days: <\$20	8	4.7%	58
Spent at convenience store in last 30 days: \$20-\$39	13	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	15	8.9%	116
Spent at convenience store in last 30 days: \$51-\$99	8	4.7%	107
Spent at convenience store in last 30 days: \$100+	54	32.0%	139
Entertainment (Adults)			
Attended a movie in last 6 months	85	50.3%	85
Went to live theater in last 12 months	14	8.3%	64
Went to a bar/night club in last 12 months	20	11.8%	71
Dined out in last 12 months	69	40.8%	91
Gambled at a casino in last 12 months	16	9.5%	69
Visited a theme park in last 12 months	23	13.6%	77
Viewed movie (video-on-demand) in last 30 days	19	11.2%	66
Viewed TV show (video-on-demand) in last 30 days	10	5.9%	46
Watched any pay-per-view TV in last 12 months	23	13.6%	104
Downloaded a movie over the Internet in last 30 days	5	3.0%	41
Downloaded any individual song in last 6 months	29	17.2%	84
Watched a movie online in the last 30 days	13	7.7%	48
Watched a TV program online in last 30 days	12	7.1%	48
Played a video/electronic game (console) in last 12 months	16	9.5%	91
Played a video/electronic game (portable) in last 12 months	8	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	57	33.7%	108
Used ATM/cash machine in last 12 months	76	45.0%	92
Own any stock	9	5.3%	70
Own U.S. savings bond	5	3.0%	56
Own shares in mutual fund (stock)	8	4.7%	65
Own shares in mutual fund (bonds)	4	2.4%	49
Have interest checking account	47	27.8%	99
Have non-interest checking account	54	32.0%	113
Have savings account	79	46.7%	87
Have 401K retirement savings plan	20	11.8%	81
Own/used any credit/debit card in last 12 months	128	75.7%	102
Avg monthly credit card expenditures: <\$111	23	13.6%	117
Avg monthly credit card expenditures: \$111-\$225	13	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	9	5.3%	84
Avg monthly credit card expenditures: \$451-\$700	8	4.7%	89
Avg monthly credit card expenditures: \$701-\$1,000	3	1.8%	41
Avg monthly credit card expenditures: \$1,001+	5	3.0%	33
Did banking online in last 12 months	53	31.4%	88
Did banking on mobile device in last 12 months	20	11.8%	85
Paid bills online in last 12 months	63	37.3%	87

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

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

Retail Market Potential

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	64	77.1%	111
Used bread in last 6 months	80	96.4%	103
Used chicken (fresh or frozen) in last 6 months	59	71.1%	103
Used turkey (fresh or frozen) in last 6 months	12	14.5%	91
Used fish/seafood (fresh or frozen) in last 6 months	44	53.0%	97
Used fresh fruit/vegetables in last 6 months	73	88.0%	103
Used fresh milk in last 6 months	75	90.4%	103
Used organic food in last 6 months	10	12.0%	61
Health (Adults)			
Exercise at home 2+ times per week	46	27.2%	96
Exercise at club 2+ times per week	10	5.9%	45
Visited a doctor in last 12 months	134	79.3%	105
Used vitamin/dietary supplement in last 6 months	87	51.5%	97
Home (Households)			
Any home improvement in last 12 months	24	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	6	7.2%	55
Purchased low ticket HH furnishings in last 12 months	13	15.7%	97
Purchased big ticket HH furnishings in last 12 months	16	19.3%	92
Bought any small kitchen appliance in last 12 months	17	20.5%	92
Bought any large kitchen appliance in last 12 months	11	13.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	78	46.2%	108
Carry medical/hospital/accident insurance	109	64.5%	98
Carry homeowner insurance	91	53.8%	114
Carry renter's insurance	8	4.7%	58
Have auto insurance: 1 vehicle in household covered	25	30.1%	98
Have auto insurance: 2 vehicles in household covered	24	28.9%	102
Have auto insurance: 3+ vehicles in household covered	22	26.5%	121
Pets (Households)			
Household owns any pet	57	68.7%	128
Household owns any cat	28	33.7%	150
Household owns any dog	49	59.0%	145
Psychographics (Adults)			
Buying American is important to me	92	54.4%	129
Usually buy items on credit rather than wait	19	11.2%	96
Usually buy based on quality - not price	33	19.5%	109
Price is usually more important than brand name	53	31.4%	120
Usually use coupons for brands I buy often	36	21.3%	113
Am interested in how to help the environment	19	11.2%	69
Usually pay more for environ safe product	18	10.7%	83
Usually value green products over convenience	17	10.1%	96
Likely to buy a brand that supports a charity	59	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	19	11.2%	85
Bought hardcover book in last 12 months	30	17.8%	85
Bought paperback book in last 12 month	51	30.2%	96
Read any daily newspaper (paper version)	36	21.3%	81
Read any digital newspaper in last 30 days	48	28.4%	85
Read any magazine (paper/electronic version) in last 6 months	149	88.2%	97

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

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

Retail Market Potential

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

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	133	78.7%	106
Went to family restaurant/steak house: 4+ times a month	51	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	159	94.1%	105
Went to fast food/drive-in restaurant 9+ times/mo	79	46.7%	118
Fast food/drive-in last 6 months: eat in	70	41.4%	114
Fast food/drive-in last 6 months: home delivery	8	4.7%	62
Fast food/drive-in last 6 months: take-out/drive-thru	92	54.4%	117
Fast food/drive-in last 6 months: take-out/walk-in	31	18.3%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	37	21.9%	69
Own e-reader/tablet: iPad	12	7.1%	46
Own any portable MP3 player	43	25.4%	83
HH owns 1 TV	14	16.9%	82
HH owns 2 TVs	21	25.3%	98
HH owns 3 TVs	20	24.1%	113
HH owns 4+ TVs	19	22.9%	121
HH subscribes to cable TV	24	28.9%	58
HH subscribes to fiber optic	1	1.2%	16
HH has satellite dish	43	51.8%	204
HH owns DVD/Blu-ray player	52	62.7%	104
HH owns camcorder	12	14.5%	104
HH owns portable GPS navigation device	21	25.3%	92
HH purchased video game system in last 12 mos	5	6.0%	76
HH owns Internet video device for TV	3	3.6%	51
Travel (Adults)			
Domestic travel in last 12 months	79	46.7%	93
Took 3+ domestic non-business trips in last 12 months	13	7.7%	69
Spent on domestic vacations in last 12 months: <\$1,000	18	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7	4.1%	71
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5	3.0%	83
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5	3.0%	76
Spent on domestic vacations in last 12 months: \$3,000+	6	3.6%	64
Domestic travel in the 12 months: used general travel website	10	5.9%	87
Foreign travel in last 3 years	20	11.8%	49
Took 3+ foreign trips by plane in last 3 years	2	1.2%	26
Spent on foreign vacations in last 12 months: <\$1,000	3	1.8%	43
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3	1.8%	54
Spent on foreign vacations in last 12 months: \$3,000+	3	1.8%	36
Foreign travel in last 3 years: used general travel website	5	3.0%	53
Nights spent in hotel/motel in last 12 months: any	61	36.1%	89
Took cruise of more than one day in last 3 years	10	5.9%	71
Member of any frequent flyer program	10	5.9%	36
Member of any hotel rewards program	16	9.5%	67

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 Neville
Market St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Demographic Summary	2016	2021
Population	1,073	1,107
Population 18+	840	874
Households	402	417
Median Household Income	\$55,845	\$60,634

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	410	48.8%	103
Bought any women's clothing in last 12 months	408	48.6%	111
Bought clothing for child <13 years in last 6 months	240	28.6%	104
Bought any shoes in last 12 months	461	54.9%	102
Bought costume jewelry in last 12 months	179	21.3%	109
Bought any fine jewelry in last 12 months	162	19.3%	105
Bought a watch in last 12 months	84	10.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	368	91.5%	107
HH bought/leased new vehicle last 12 mo	34	8.5%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	780	92.9%	109
Bought/changed motor oil in last 12 months	533	63.5%	129
Had tune-up in last 12 months	253	30.1%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	540	64.3%	98
Drank regular cola in last 6 months	416	49.5%	110
Drank beer/ale in last 6 months	315	37.5%	88
Cameras (Adults)			
Own digital point & shoot camera	258	30.7%	105
Own digital single-lens reflex (SLR) camera	48	5.7%	66
Bought any camera in last 12 months	49	5.8%	102
Printed digital photos in last 12 months	33	3.9%	134
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	310	36.9%	102
Have a smartphone	402	47.9%	81
Have a smartphone: Android phone (any brand)	197	23.5%	87
Have a smartphone: Apple iPhone	149	17.7%	69
Number of cell phones in household: 1	132	32.8%	102
Number of cell phones in household: 2	152	37.8%	101
Number of cell phones in household: 3+	94	23.4%	92
HH has cell phone only (no landline telephone)	170	42.3%	101
Computers (Households)			
HH owns a computer	285	70.9%	92
HH owns desktop computer	169	42.0%	93
HH owns laptop/notebook	190	47.3%	87
HH owns any Apple/Mac brand computer	28	7.0%	46
HH owns any PC/non-Apple brand computer	271	67.4%	99
HH purchased most recent computer in a store	151	37.6%	100
HH purchased most recent computer online	39	9.7%	74
Spent <\$500 on most recent home computer	67	16.7%	115
Spent \$500-\$999 on most recent home computer	66	16.4%	86
Spent \$1,000-\$1,499 on most recent home computer	31	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	12	3.0%	66
Spent \$2,000+ on most recent home computer	10	2.5%	63

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 Neville
Market St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	438	52.1%	103
Bought brewed coffee at convenience store in last 30 days	144	17.1%	109
Bought cigarettes at convenience store in last 30 days	163	19.4%	155
Bought gas at convenience store in last 30 days	377	44.9%	136
Spent at convenience store in last 30 days: <\$20	49	5.8%	72
Spent at convenience store in last 30 days: \$20-\$39	63	7.5%	83
Spent at convenience store in last 30 days: \$40-\$50	77	9.2%	120
Spent at convenience store in last 30 days: \$51-\$99	42	5.0%	113
Spent at convenience store in last 30 days: \$100+	263	31.3%	137
Entertainment (Adults)			
Attended a movie in last 6 months	423	50.4%	85
Went to live theater in last 12 months	75	8.9%	69
Went to a bar/night club in last 12 months	108	12.9%	77
Dined out in last 12 months	355	42.3%	94
Gambled at a casino in last 12 months	87	10.4%	76
Visited a theme park in last 12 months	115	13.7%	78
Viewed movie (video-on-demand) in last 30 days	90	10.7%	63
Viewed TV show (video-on-demand) in last 30 days	50	6.0%	46
Watched any pay-per-view TV in last 12 months	107	12.7%	97
Downloaded a movie over the Internet in last 30 days	26	3.1%	43
Downloaded any individual song in last 6 months	139	16.5%	81
Watched a movie online in the last 30 days	63	7.5%	47
Watched a TV program online in last 30 days	59	7.0%	47
Played a video/electronic game (console) in last 12 months	80	9.5%	91
Played a video/electronic game (portable) in last 12 months	41	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	285	33.9%	109
Used ATM/cash machine in last 12 months	380	45.2%	92
Own any stock	49	5.8%	76
Own U.S. savings bond	30	3.6%	67
Own shares in mutual fund (stock)	45	5.4%	74
Own shares in mutual fund (bonds)	26	3.1%	64
Have interest checking account	241	28.7%	102
Have non-interest checking account	272	32.4%	115
Have savings account	417	49.6%	92
Have 401K retirement savings plan	107	12.7%	88
Own/used any credit/debit card in last 12 months	639	76.1%	102
Avg monthly credit card expenditures: <\$111	114	13.6%	117
Avg monthly credit card expenditures: \$111-\$225	65	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	44	5.2%	83
Avg monthly credit card expenditures: \$451-\$700	43	5.1%	96
Avg monthly credit card expenditures: \$701-\$1,000	19	2.3%	52
Avg monthly credit card expenditures: \$1,001+	30	3.6%	39
Did banking online in last 12 months	264	31.4%	88
Did banking on mobile device in last 12 months	98	11.7%	83
Paid bills online in last 12 months	313	37.3%	87

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

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

Retail Market Potential

Downtown Neville
Market St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	307	76.4%	110
Used bread in last 6 months	389	96.8%	103
Used chicken (fresh or frozen) in last 6 months	285	70.9%	103
Used turkey (fresh or frozen) in last 6 months	63	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	214	53.2%	97
Used fresh fruit/vegetables in last 6 months	353	87.8%	102
Used fresh milk in last 6 months	367	91.3%	104
Used organic food in last 6 months	51	12.7%	64
Health (Adults)			
Exercise at home 2+ times per week	230	27.4%	96
Exercise at club 2+ times per week	56	6.7%	51
Visited a doctor in last 12 months	664	79.0%	104
Used vitamin/dietary supplement in last 6 months	435	51.8%	98
Home (Households)			
Any home improvement in last 12 months	120	29.9%	111
Used housekeeper/maid/professional HH cleaning service in last 12	32	8.0%	60
Purchased low ticket HH furnishings in last 12 months	61	15.2%	94
Purchased big ticket HH furnishings in last 12 months	78	19.4%	93
Bought any small kitchen appliance in last 12 months	84	20.9%	94
Bought any large kitchen appliance in last 12 months	54	13.4%	106
Insurance (Adults/Households)			
Currently carry life insurance	401	47.7%	112
Carry medical/hospital/accident insurance	548	65.2%	100
Carry homeowner insurance	468	55.7%	118
Carry renter's insurance	40	4.8%	58
Have auto insurance: 1 vehicle in household covered	115	28.6%	93
Have auto insurance: 2 vehicles in household covered	119	29.6%	104
Have auto insurance: 3+ vehicles in household covered	112	27.9%	128
Pets (Households)			
Household owns any pet	276	68.7%	128
Household owns any cat	134	33.3%	149
Household owns any dog	233	58.0%	142
Psychographics (Adults)			
Buying American is important to me	455	54.2%	128
Usually buy items on credit rather than wait	91	10.8%	92
Usually buy based on quality - not price	157	18.7%	104
Price is usually more important than brand name	261	31.1%	118
Usually use coupons for brands I buy often	178	21.2%	112
Am interested in how to help the environment	93	11.1%	68
Usually pay more for environ safe product	86	10.2%	80
Usually value green products over convenience	79	9.4%	89
Likely to buy a brand that supports a charity	298	35.5%	102
Reading (Adults)			
Bought digital book in last 12 months	91	10.8%	82
Bought hardcover book in last 12 months	156	18.6%	89
Bought paperback book in last 12 month	255	30.4%	97
Read any daily newspaper (paper version)	196	23.3%	89
Read any digital newspaper in last 30 days	233	27.7%	83
Read any magazine (paper/electronic version) in last 6 months	738	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 Neville
Market St, Moscow, OH, 45153
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

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	655	78.0%	105
Went to family restaurant/steak house: 4+ times a month	248	29.5%	107
Went to fast food/drive-in restaurant in last 6 months	785	93.5%	104
Went to fast food/drive-in restaurant 9+ times/mo	381	45.4%	115
Fast food/drive-in last 6 months: eat in	347	41.3%	114
Fast food/drive-in last 6 months: home delivery	43	5.1%	67
Fast food/drive-in last 6 months: take-out/drive-thru	448	53.3%	115
Fast food/drive-in last 6 months: take-out/walk-in	154	18.3%	94
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	187	22.3%	70
Own e-reader/tablet: iPad	58	6.9%	45
Own any portable MP3 player	217	25.8%	84
HH owns 1 TV	70	17.4%	85
HH owns 2 TVs	102	25.4%	98
HH owns 3 TVs	97	24.1%	113
HH owns 4+ TVs	89	22.1%	117
HH subscribes to cable TV	119	29.6%	60
HH subscribes to fiber optic	4	1.0%	13
HH has satellite dish	206	51.2%	202
HH owns DVD/Blu-ray player	255	63.4%	105
HH owns camcorder	58	14.4%	103
HH owns portable GPS navigation device	111	27.6%	101
HH purchased video game system in last 12 mos	23	5.7%	72
HH owns Internet video device for TV	15	3.7%	53
Travel (Adults)			
Domestic travel in last 12 months	392	46.7%	93
Took 3+ domestic non-business trips in last 12 months	66	7.9%	71
Spent on domestic vacations in last 12 months: <\$1,000	88	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	38	4.5%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	24	2.9%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	26	3.1%	79
Spent on domestic vacations in last 12 months: \$3,000+	33	3.9%	71
Domestic travel in the 12 months: used general travel website	47	5.6%	83
Foreign travel in last 3 years	108	12.9%	53
Took 3+ foreign trips by plane in last 3 years	13	1.5%	34
Spent on foreign vacations in last 12 months: <\$1,000	18	2.1%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	15	1.8%	55
Spent on foreign vacations in last 12 months: \$3,000+	17	2.0%	41
Foreign travel in last 3 years: used general travel website	26	3.1%	55
Nights spent in hotel/motel in last 12 months: any	306	36.4%	90
Took cruise of more than one day in last 3 years	50	6.0%	71
Member of any frequent flyer program	53	6.3%	39
Member of any hotel rewards program	81	9.6%	68

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 Neville
Market St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Demographic Summary	2016	2021
Population	3,596	3,639
Population 18+	2,794	2,850
Households	1,358	1,380
Median Household Income	\$55,302	\$59,976

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,397	50.0%	106
Bought any women's clothing in last 12 months	1,346	48.2%	110
Bought clothing for child <13 years in last 6 months	796	28.5%	103
Bought any shoes in last 12 months	1,553	55.6%	103
Bought costume jewelry in last 12 months	582	20.8%	107
Bought any fine jewelry in last 12 months	519	18.6%	101
Bought a watch in last 12 months	275	9.8%	89
Automobiles (Households)			
HH owns/leases any vehicle	1,255	92.4%	108
HH bought/leased new vehicle last 12 mo	116	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,600	93.1%	109
Bought/changed motor oil in last 12 months	1,755	62.8%	128
Had tune-up in last 12 months	830	29.7%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,768	63.3%	97
Drank regular cola in last 6 months	1,352	48.4%	108
Drank beer/ale in last 6 months	1,091	39.0%	92
Cameras (Adults)			
Own digital point & shoot camera	894	32.0%	110
Own digital single-lens reflex (SLR) camera	183	6.5%	76
Bought any camera in last 12 months	163	5.8%	102
Printed digital photos in last 12 months	106	3.8%	130
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,005	36.0%	100
Have a smartphone	1,309	46.9%	80
Have a smartphone: Android phone (any brand)	654	23.4%	87
Have a smartphone: Apple iPhone	476	17.0%	66
Number of cell phones in household: 1	445	32.8%	102
Number of cell phones in household: 2	523	38.5%	103
Number of cell phones in household: 3+	311	22.9%	90
HH has cell phone only (no landline telephone)	552	40.6%	97
Computers (Households)			
HH owns a computer	975	71.8%	93
HH owns desktop computer	588	43.3%	96
HH owns laptop/notebook	647	47.6%	88
HH owns any Apple/Mac brand computer	97	7.1%	48
HH owns any PC/non-Apple brand computer	925	68.1%	100
HH purchased most recent computer in a store	510	37.6%	100
HH purchased most recent computer online	138	10.2%	78
Spent <\$500 on most recent home computer	230	16.9%	117
Spent \$500-\$999 on most recent home computer	230	16.9%	89
Spent \$1,000-\$1,499 on most recent home computer	105	7.7%	82
Spent \$1,500-\$1,999 on most recent home computer	43	3.2%	69
Spent \$2,000+ on most recent home computer	35	2.6%	66

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 Neville
Market St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,464	52.4%	103
Bought brewed coffee at convenience store in last 30 days	486	17.4%	111
Bought cigarettes at convenience store in last 30 days	509	18.2%	146
Bought gas at convenience store in last 30 days	1,242	44.5%	135
Spent at convenience store in last 30 days: <\$20	194	6.9%	86
Spent at convenience store in last 30 days: \$20-\$39	213	7.6%	84
Spent at convenience store in last 30 days: \$40-\$50	260	9.3%	122
Spent at convenience store in last 30 days: \$51-\$99	142	5.1%	115
Spent at convenience store in last 30 days: \$100+	856	30.6%	134
Entertainment (Adults)			
Attended a movie in last 6 months	1,408	50.4%	85
Went to live theater in last 12 months	270	9.7%	74
Went to a bar/night club in last 12 months	387	13.9%	83
Dined out in last 12 months	1,229	44.0%	98
Gambled at a casino in last 12 months	316	11.3%	83
Visited a theme park in last 12 months	395	14.1%	80
Viewed movie (video-on-demand) in last 30 days	295	10.6%	62
Viewed TV show (video-on-demand) in last 30 days	173	6.2%	48
Watched any pay-per-view TV in last 12 months	335	12.0%	91
Downloaded a movie over the Internet in last 30 days	87	3.1%	43
Downloaded any individual song in last 6 months	444	15.9%	78
Watched a movie online in the last 30 days	213	7.6%	48
Watched a TV program online in last 30 days	195	7.0%	47
Played a video/electronic game (console) in last 12 months	273	9.8%	94
Played a video/electronic game (portable) in last 12 months	134	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	959	34.3%	110
Used ATM/cash machine in last 12 months	1,275	45.6%	93
Own any stock	177	6.3%	83
Own U.S. savings bond	120	4.3%	81
Own shares in mutual fund (stock)	175	6.3%	86
Own shares in mutual fund (bonds)	102	3.7%	75
Have interest checking account	836	29.9%	106
Have non-interest checking account	928	33.2%	117
Have savings account	1,466	52.5%	97
Have 401K retirement savings plan	384	13.7%	95
Own/used any credit/debit card in last 12 months	2,143	76.7%	103
Avg monthly credit card expenditures: <\$111	382	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	225	8.1%	117
Avg monthly credit card expenditures: \$226-\$450	151	5.4%	85
Avg monthly credit card expenditures: \$451-\$700	154	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	72	2.6%	60
Avg monthly credit card expenditures: \$1,001+	124	4.4%	49
Did banking online in last 12 months	882	31.6%	88
Did banking on mobile device in last 12 months	324	11.6%	83
Paid bills online in last 12 months	1,036	37.1%	86

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 Neville
Market St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,031	75.9%	109
Used bread in last 6 months	1,314	96.8%	103
Used chicken (fresh or frozen) in last 6 months	961	70.8%	103
Used turkey (fresh or frozen) in last 6 months	225	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	720	53.0%	97
Used fresh fruit/vegetables in last 6 months	1,193	87.8%	102
Used fresh milk in last 6 months	1,246	91.8%	104
Used organic food in last 6 months	178	13.1%	67
Health (Adults)			
Exercise at home 2+ times per week	768	27.5%	97
Exercise at club 2+ times per week	206	7.4%	57
Visited a doctor in last 12 months	2,197	78.6%	104
Used vitamin/dietary supplement in last 6 months	1,455	52.1%	99
Home (Households)			
Any home improvement in last 12 months	420	30.9%	115
Used housekeeper/maid/professional HH cleaning service in last 12	114	8.4%	64
Purchased low ticket HH furnishings in last 12 months	202	14.9%	93
Purchased big ticket HH furnishings in last 12 months	257	18.9%	91
Bought any small kitchen appliance in last 12 months	285	21.0%	95
Bought any large kitchen appliance in last 12 months	176	13.0%	102
Insurance (Adults/Households)			
Currently carry life insurance	1,375	49.2%	115
Carry medical/hospital/accident insurance	1,847	66.1%	101
Carry homeowner insurance	1,607	57.5%	122
Carry renter's insurance	142	5.1%	62
Have auto insurance: 1 vehicle in household covered	374	27.5%	89
Have auto insurance: 2 vehicles in household covered	403	29.7%	104
Have auto insurance: 3+ vehicles in household covered	407	30.0%	137
Pets (Households)			
Household owns any pet	928	68.3%	127
Household owns any cat	452	33.3%	148
Household owns any dog	774	57.0%	140
Psychographics (Adults)			
Buying American is important to me	1,500	53.7%	127
Usually buy items on credit rather than wait	300	10.7%	91
Usually buy based on quality - not price	505	18.1%	101
Price is usually more important than brand name	851	30.5%	116
Usually use coupons for brands I buy often	590	21.1%	112
Am interested in how to help the environment	307	11.0%	67
Usually pay more for environ safe product	280	10.0%	78
Usually value green products over convenience	249	8.9%	85
Likely to buy a brand that supports a charity	1,013	36.3%	104
Reading (Adults)			
Bought digital book in last 12 months	303	10.8%	82
Bought hardcover book in last 12 months	540	19.3%	92
Bought paperback book in last 12 month	845	30.2%	96
Read any daily newspaper (paper version)	704	25.2%	96
Read any digital newspaper in last 30 days	751	26.9%	81
Read any magazine (paper/electronic version) in last 6 months	2,453	87.8%	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 Neville
Market St, Moscow, OH, 45153
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.80934
Longitude: -84.21331

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	2,166	77.5%	104
Went to family restaurant/steak house: 4+ times a month	803	28.7%	105
Went to fast food/drive-in restaurant in last 6 months	2,597	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,230	44.0%	112
Fast food/drive-in last 6 months: eat in	1,154	41.3%	114
Fast food/drive-in last 6 months: home delivery	149	5.3%	70
Fast food/drive-in last 6 months: take-out/drive-thru	1,452	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	505	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	627	22.4%	71
Own e-reader/tablet: iPad	191	6.8%	45
Own any portable MP3 player	731	26.2%	85
HH owns 1 TV	239	17.6%	86
HH owns 2 TVs	349	25.7%	99
HH owns 3 TVs	326	24.0%	112
HH owns 4+ TVs	297	21.9%	116
HH subscribes to cable TV	412	30.3%	61
HH subscribes to fiber optic	14	1.0%	14
HH has satellite dish	678	49.9%	197
HH owns DVD/Blu-ray player	864	63.6%	105
HH owns camcorder	202	14.9%	107
HH owns portable GPS navigation device	400	29.5%	107
HH purchased video game system in last 12 mos	77	5.7%	71
HH owns Internet video device for TV	54	4.0%	56
Travel (Adults)			
Domestic travel in last 12 months	1,297	46.4%	93
Took 3+ domestic non-business trips in last 12 months	231	8.3%	74
Spent on domestic vacations in last 12 months: <\$1,000	291	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	132	4.7%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	82	2.9%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	96	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	113	4.0%	73
Domestic travel in the 12 months: used general travel website	151	5.4%	80
Foreign travel in last 3 years	383	13.7%	57
Took 3+ foreign trips by plane in last 3 years	53	1.9%	42
Spent on foreign vacations in last 12 months: <\$1,000	69	2.5%	59
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	51	1.8%	56
Spent on foreign vacations in last 12 months: \$3,000+	67	2.4%	48
Foreign travel in last 3 years: used general travel website	85	3.0%	54
Nights spent in hotel/motel in last 12 months: any	1,029	36.8%	91
Took cruise of more than one day in last 3 years	168	6.0%	72
Member of any frequent flyer program	191	6.8%	42
Member of any hotel rewards program	283	10.1%	72

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.