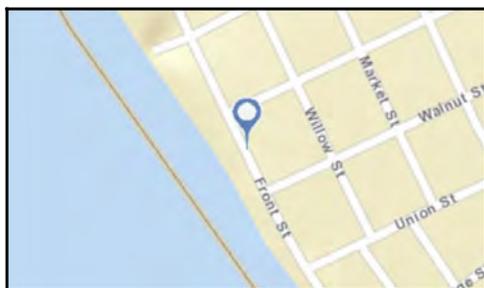
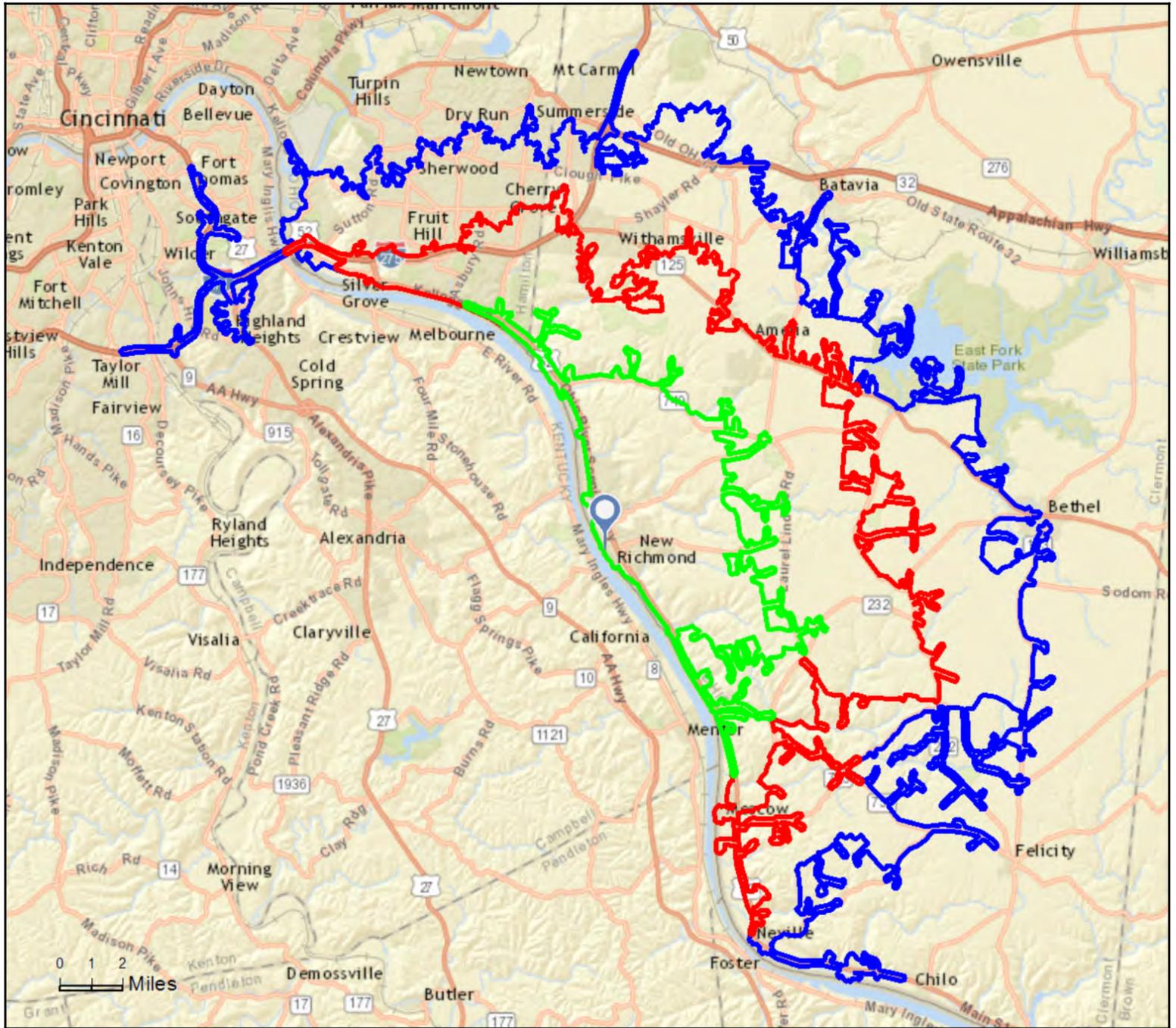


Site Map

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392





Market Profile

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

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	10 minutes	15 minutes	20 minutes
Population Summary			
2000 Total Population	5,810	35,375	105,633
2010 Total Population	6,078	37,653	114,042
2016 Total Population	6,409	38,391	117,275
2016 Group Quarters	9	51	892
2021 Total Population	6,699	39,288	120,327
2016-2021 Annual Rate	0.89%	0.46%	0.52%
Household Summary			
2000 Households	1,978	12,911	39,896
2000 Average Household Size	2.93	2.73	2.63
2010 Households	2,226	14,338	44,041
2010 Average Household Size	2.73	2.62	2.57
2016 Households	2,365	14,676	45,554
2016 Average Household Size	2.71	2.61	2.55
2021 Households	2,479	15,042	46,877
2021 Average Household Size	2.70	2.61	2.55
2016-2021 Annual Rate	0.95%	0.49%	0.57%
2010 Families	1,630	10,453	30,844
2010 Average Family Size	3.14	3.04	3.06
2016 Families	1,710	10,597	31,453
2016 Average Family Size	3.13	3.04	3.05
2021 Families	1,782	10,808	32,136
2021 Average Family Size	3.13	3.04	3.05
2016-2021 Annual Rate	0.83%	0.40%	0.43%
Housing Unit Summary			
2000 Housing Units	2,143	13,682	41,796
Owner Occupied Housing Units	71.9%	74.1%	71.3%
Renter Occupied Housing Units	20.4%	20.3%	24.2%
Vacant Housing Units	7.7%	5.6%	4.5%
2010 Housing Units	2,455	15,486	47,308
Owner Occupied Housing Units	68.8%	71.9%	69.1%
Renter Occupied Housing Units	21.8%	20.7%	24.0%
Vacant Housing Units	9.3%	7.4%	6.9%
2016 Housing Units	2,611	15,998	48,908
Owner Occupied Housing Units	66.1%	69.1%	66.2%
Renter Occupied Housing Units	24.5%	22.7%	26.9%
Vacant Housing Units	9.4%	8.3%	6.9%
2021 Housing Units	2,749	16,500	50,420
Owner Occupied Housing Units	66.2%	68.8%	65.8%
Renter Occupied Housing Units	24.0%	22.3%	27.2%
Vacant Housing Units	9.8%	8.8%	7.0%
Median Household Income			
2016	\$55,348	\$64,137	\$63,311
2021	\$64,272	\$74,835	\$73,730
Median Home Value			
2016	\$169,341	\$185,993	\$181,832
2021	\$199,812	\$213,551	\$208,204
Per Capita Income			
2016	\$26,787	\$33,800	\$33,218
2021	\$29,790	\$37,404	\$36,753
Median Age			
2010	39.3	39.1	38.2
2016	41.0	40.2	39.1
2021	42.0	41.1	39.9

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

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



Market Profile

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	10 minutes	15 minutes	20 minutes
2016 Households by Income			
Household Income Base	2,365	14,676	45,554
<\$15,000	14.0%	8.2%	8.1%
\$15,000 - \$24,999	10.1%	8.3%	8.3%
\$25,000 - \$34,999	9.3%	8.7%	9.1%
\$35,000 - \$49,999	11.8%	11.7%	12.1%
\$50,000 - \$74,999	16.9%	19.9%	19.7%
\$75,000 - \$99,999	11.9%	11.6%	13.3%
\$100,000 - \$149,999	17.1%	18.2%	17.0%
\$150,000 - \$199,999	5.5%	7.0%	6.3%
\$200,000+	3.4%	6.3%	6.0%
Average Household Income	\$72,075	\$88,325	\$84,817
2021 Households by Income			
Household Income Base	2,479	15,042	46,877
<\$15,000	14.0%	7.8%	7.6%
\$15,000 - \$24,999	9.2%	7.5%	7.5%
\$25,000 - \$34,999	9.9%	8.3%	8.8%
\$35,000 - \$49,999	6.2%	6.0%	6.7%
\$50,000 - \$74,999	16.2%	20.5%	20.0%
\$75,000 - \$99,999	13.0%	13.1%	14.9%
\$100,000 - \$149,999	20.9%	21.6%	20.5%
\$150,000 - \$199,999	6.7%	8.2%	7.5%
\$200,000+	3.8%	6.9%	6.5%
Average Household Income	\$79,889	\$97,598	\$93,622
2016 Owner Occupied Housing Units by Value			
Total	1,726	11,050	32,384
<\$50,000	16.9%	8.2%	5.6%
\$50,000 - \$99,999	13.3%	10.1%	9.4%
\$100,000 - \$149,999	13.2%	18.6%	21.4%
\$150,000 - \$199,999	17.1%	18.2%	21.3%
\$200,000 - \$249,999	10.7%	13.9%	14.3%
\$250,000 - \$299,999	8.3%	9.4%	8.6%
\$300,000 - \$399,999	12.9%	10.5%	10.5%
\$400,000 - \$499,999	2.2%	4.4%	4.3%
\$500,000 - \$749,999	2.5%	4.8%	3.4%
\$750,000 - \$999,999	1.7%	1.2%	0.7%
\$1,000,000 +	1.1%	0.7%	0.3%
Average Home Value	\$207,406	\$227,697	\$216,737
2021 Owner Occupied Housing Units by Value			
Total	1,819	11,356	33,179
<\$50,000	8.1%	4.5%	3.1%
\$50,000 - \$99,999	8.6%	6.1%	5.3%
\$100,000 - \$149,999	11.4%	11.6%	12.6%
\$150,000 - \$199,999	21.9%	22.6%	25.7%
\$200,000 - \$249,999	15.1%	19.4%	20.1%
\$250,000 - \$299,999	11.0%	13.0%	12.1%
\$300,000 - \$399,999	14.7%	11.0%	11.3%
\$400,000 - \$499,999	2.7%	4.8%	4.8%
\$500,000 - \$749,999	3.2%	5.1%	3.8%
\$750,000 - \$999,999	2.3%	1.6%	1.0%
\$1,000,000 +	0.8%	0.5%	0.2%
Average Home Value	\$239,720	\$250,442	\$240,336

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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 38.95138
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	10 minutes	15 minutes	20 minutes
2010 Population by Age			
Total	6,077	37,653	114,044
0 - 4	6.2%	6.6%	6.8%
5 - 9	7.6%	7.2%	7.2%
10 - 14	8.1%	7.1%	7.0%
15 - 24	11.7%	11.7%	12.2%
25 - 34	10.7%	12.1%	12.6%
35 - 44	13.6%	13.2%	13.5%
45 - 54	16.8%	16.3%	15.7%
55 - 64	14.1%	14.0%	12.8%
65 - 74	6.9%	7.1%	6.8%
75 - 84	3.5%	3.5%	3.8%
85 +	1.0%	1.1%	1.5%
18 +	73.4%	74.8%	74.8%
2016 Population by Age			
Total	6,411	38,392	117,275
0 - 4	5.8%	6.1%	6.3%
5 - 9	6.2%	6.7%	6.8%
10 - 14	7.3%	7.1%	7.0%
15 - 24	12.6%	11.5%	12.0%
25 - 34	11.2%	12.1%	12.7%
35 - 44	12.2%	12.6%	12.9%
45 - 54	14.4%	14.0%	13.8%
55 - 64	15.1%	14.8%	13.8%
65 - 74	10.5%	10.0%	9.1%
75 - 84	3.6%	3.9%	4.0%
85 +	1.1%	1.3%	1.7%
18 +	76.3%	76.2%	76.1%
2021 Population by Age			
Total	6,700	39,289	120,328
0 - 4	5.6%	5.9%	6.2%
5 - 9	6.1%	6.3%	6.4%
10 - 14	6.7%	6.9%	6.8%
15 - 24	12.0%	11.1%	11.8%
25 - 34	11.1%	11.4%	12.2%
35 - 44	12.0%	13.3%	13.2%
45 - 54	13.0%	12.5%	12.6%
55 - 64	15.1%	14.2%	13.4%
65 - 74	12.1%	11.7%	10.7%
75 - 84	5.1%	5.1%	4.9%
85 +	1.3%	1.5%	1.8%
18 +	77.3%	76.7%	76.7%
2010 Population by Sex			
Males	3,060	18,782	55,925
Females	3,018	18,871	58,117
2016 Population by Sex			
Males	3,238	19,165	57,581
Females	3,171	19,226	59,695
2021 Population by Sex			
Males	3,396	19,608	59,112
Females	3,303	19,680	61,215

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 New Richmond
 220 Front St, New Richmond, OH, 45157
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	10 minutes	15 minutes	20 minutes
2010 Population by Race/Ethnicity			
Total	6,077	37,652	114,043
White Alone	96.8%	96.0%	95.2%
Black Alone	1.0%	1.0%	1.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.9%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.4%
Two or More Races	1.2%	1.3%	1.5%
Hispanic Origin	1.2%	1.5%	1.5%
Diversity Index	8.6	10.6	12.1
2016 Population by Race/Ethnicity			
Total	6,410	38,391	117,275
White Alone	95.9%	95.1%	94.1%
Black Alone	1.3%	1.4%	1.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.4%	1.1%	1.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	1.5%	1.6%	1.8%
Hispanic Origin	1.6%	1.9%	2.0%
Diversity Index	10.8	13.0	14.9
2021 Population by Race/Ethnicity			
Total	6,698	39,287	120,327
White Alone	95.1%	94.2%	93.0%
Black Alone	1.6%	1.6%	2.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.5%	1.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	0.7%	0.6%
Two or More Races	1.8%	1.9%	2.2%
Hispanic Origin	1.9%	2.4%	2.4%
Diversity Index	13.0	15.4	17.6
2010 Population by Relationship and Household Type			
Total	6,078	37,653	114,042
In Households	99.9%	99.9%	99.2%
In Family Households	87.7%	86.9%	84.7%
Householder	27.1%	27.7%	27.1%
Spouse	21.0%	22.0%	21.2%
Child	33.3%	32.2%	31.9%
Other relative	2.9%	2.5%	2.4%
Nonrelative	3.4%	2.5%	2.1%
In Nonfamily Households	12.2%	13.0%	14.5%
In Group Quarters	0.1%	0.1%	0.8%
Institutionalized Population	0.1%	0.1%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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

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	10 minutes	15 minutes	20 minutes
2016 Population 25+ by Educational Attainment			
Total	4,364	26,352	79,654
Less than 9th Grade	3.8%	2.7%	2.1%
9th - 12th Grade, No Diploma	10.5%	6.8%	5.4%
High School Graduate	34.6%	27.4%	25.5%
GED/Alternative Credential	6.4%	5.0%	3.8%
Some College, No Degree	19.3%	17.5%	19.3%
Associate Degree	5.0%	9.0%	9.6%
Bachelor's Degree	12.6%	19.9%	22.0%
Graduate/Professional Degree	7.7%	11.8%	12.3%
2016 Population 15+ by Marital Status			
Total	5,172	30,754	93,723
Never Married	24.7%	26.7%	27.2%
Married	55.6%	55.5%	55.7%
Widowed	6.8%	5.7%	5.6%
Divorced	12.9%	12.1%	11.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	95.1%	95.8%
Civilian Unemployed	5.8%	4.9%	4.2%
2016 Employed Population 16+ by Industry			
Total	2,760	18,890	59,066
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	10.4%	6.8%	6.0%
Manufacturing	14.6%	13.9%	11.8%
Wholesale Trade	3.7%	3.7%	3.2%
Retail Trade	11.3%	10.7%	11.8%
Transportation/Utilities	3.7%	4.4%	4.6%
Information	1.8%	1.1%	1.5%
Finance/Insurance/Real Estate	5.4%	8.6%	8.8%
Services	44.2%	47.5%	49.0%
Public Administration	4.5%	3.1%	3.1%
2016 Employed Population 16+ by Occupation			
Total	2,757	18,891	59,065
White Collar	53.6%	62.8%	65.3%
Management/Business/Financial	16.1%	17.1%	17.1%
Professional	17.4%	22.9%	24.0%
Sales	7.6%	9.8%	11.0%
Administrative Support	12.6%	13.0%	13.3%
Services	15.9%	14.6%	14.9%
Blue Collar	30.4%	22.5%	19.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.5%	5.5%	4.5%
Installation/Maintenance/Repair	5.9%	5.1%	4.3%
Production	10.8%	6.3%	6.0%
Transportation/Material Moving	5.1%	5.6%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	6,078	37,653	114,042
Population Inside Urbanized Area	17.7%	67.1%	84.8%
Population Inside Urbanized Cluster	40.5%	7.3%	2.9%
Rural Population	41.9%	25.7%	12.3%

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

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	10 minutes	15 minutes	20 minutes
2010 Households by Type			
Total	2,226	14,338	44,041
Households with 1 Person	21.7%	21.5%	23.9%
Households with 2+ People	78.3%	78.5%	76.1%
Family Households	73.2%	72.9%	70.0%
Husband-wife Families	56.6%	57.9%	54.8%
With Related Children	23.7%	24.4%	24.6%
Other Family (No Spouse Present)	16.5%	15.0%	15.2%
Other Family with Male Householder	5.3%	4.9%	4.6%
With Related Children	3.1%	3.1%	2.8%
Other Family with Female Householder	11.2%	10.1%	10.6%
With Related Children	7.9%	6.4%	6.8%
Nonfamily Households	5.0%	5.6%	6.0%
All Households with Children	35.4%	34.5%	34.7%
Multigenerational Households	4.7%	3.8%	3.3%
Unmarried Partner Households	8.5%	7.5%	7.3%
Male-female	7.9%	6.9%	6.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,227	14,337	44,042
1 Person Household	21.7%	21.5%	23.9%
2 Person Household	35.0%	36.2%	34.9%
3 Person Household	16.7%	17.2%	17.0%
4 Person Household	13.4%	14.4%	14.4%
5 Person Household	7.7%	6.7%	6.3%
6 Person Household	3.9%	2.8%	2.3%
7 + Person Household	1.6%	1.2%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	2,226	14,338	44,041
Owner Occupied	75.9%	77.6%	74.2%
Owned with a Mortgage/Loan	55.7%	58.7%	57.3%
Owned Free and Clear	20.2%	19.0%	16.9%
Renter Occupied	24.1%	22.4%	25.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,455	15,486	47,308
Housing Units Inside Urbanized Area	16.0%	67.9%	85.3%
Housing Units Inside Urbanized Cluster	42.1%	7.3%	2.9%
Rural Housing Units	41.8%	24.8%	11.8%

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

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



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	10 minutes	15 minutes	20 minutes
Top 3 Tapestry Segments			
1.	Heartland Communities	Green Acres (6A)	Green Acres (6A)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Old and Newcomers (8F)
3.	Green Acres (6A)	Soccer Moms (4A)	Savvy Suburbanites (1D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$4,319,744	\$33,154,534	\$99,896,112
Average Spent	\$1,826.53	\$2,259.10	\$2,192.92
Spending Potential Index	91	112	109
Education: Total \$	\$2,791,297	\$22,941,383	\$70,101,292
Average Spent	\$1,180.25	\$1,563.19	\$1,538.86
Spending Potential Index	83	111	109
Entertainment/Recreation: Total \$	\$6,613,186	\$49,227,173	\$145,969,922
Average Spent	\$2,796.27	\$3,354.26	\$3,204.33
Spending Potential Index	96	115	110
Food at Home: Total \$	\$11,360,151	\$82,289,579	\$246,621,864
Average Spent	\$4,803.45	\$5,607.08	\$5,413.84
Spending Potential Index	96	113	109
Food Away from Home: Total \$	\$6,803,458	\$51,465,894	\$154,720,818
Average Spent	\$2,876.73	\$3,506.81	\$3,396.43
Spending Potential Index	93	113	110
Health Care: Total \$	\$12,739,863	\$90,771,694	\$266,150,498
Average Spent	\$5,386.83	\$6,185.04	\$5,842.53
Spending Potential Index	102	117	110
HH Furnishings & Equipment: Total \$	\$3,925,491	\$29,875,313	\$89,131,272
Average Spent	\$1,659.83	\$2,035.66	\$1,956.61
Spending Potential Index	94	115	111
Personal Care Products & Services: Total \$	\$1,605,763	\$12,278,686	\$36,687,275
Average Spent	\$678.97	\$836.65	\$805.36
Spending Potential Index	93	114	110
Shelter: Total \$	\$32,065,916	\$253,686,005	\$771,469,403
Average Spent	\$13,558.53	\$17,285.77	\$16,935.27
Spending Potential Index	87	111	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,423,068	\$40,229,278	\$118,448,342
Average Spent	\$2,293.05	\$2,741.16	\$2,600.17
Spending Potential Index	99	118	112
Travel: Total \$	\$3,997,136	\$31,855,429	\$94,422,143
Average Spent	\$1,690.12	\$2,170.58	\$2,072.75
Spending Potential Index	91	117	111
Vehicle Maintenance & Repairs: Total \$	\$2,393,198	\$17,442,830	\$51,814,027
Average Spent	\$1,011.92	\$1,188.53	\$1,137.42
Spending Potential Index	98	115	110

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.

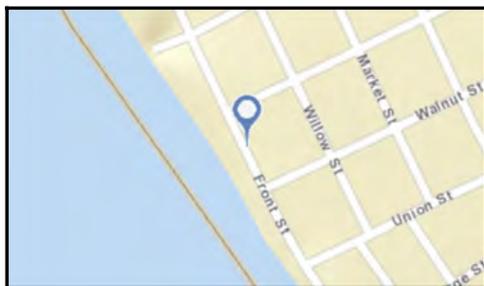
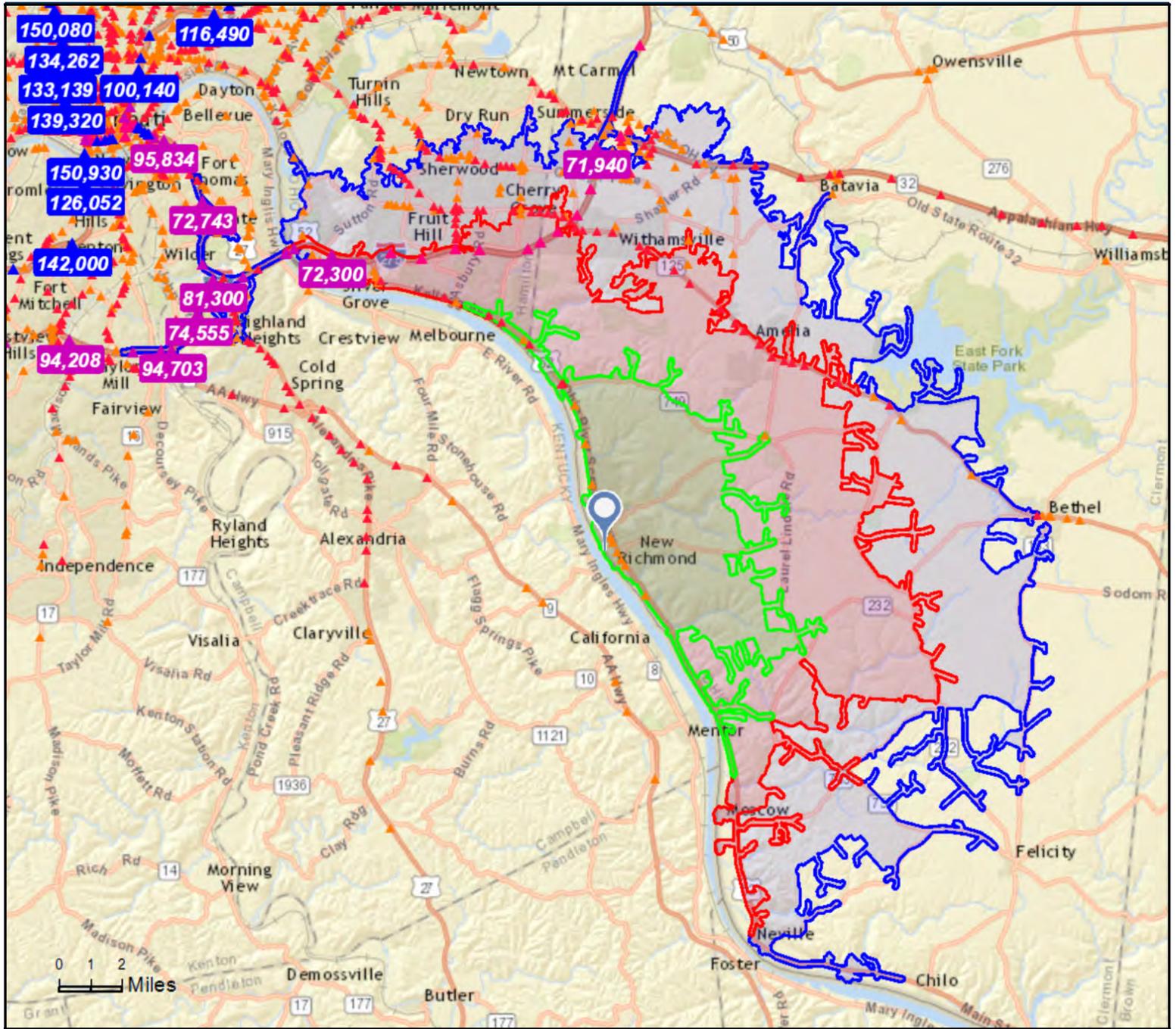
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

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



Source: ©2016 Kalibrate Technologies

July 27, 2016



Business Summary

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Data for all businesses in area	10 minutes	15 minutes	20 minutes
Total Businesses:	155	1,030	3,345
Total Employees:	1,226	10,961	44,438
Total Residential Population:	6,409	38,391	117,275
Employee/Residential Population Ratio:	0.19:1	0.29:1	0.38:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	3.2%	23	1.9%	28	2.7%	145	1.3%	104	3.1%	620	1.4%
Construction	19	12.3%	60	4.9%	130	12.6%	607	5.5%	343	10.3%	1,919	4.3%
Manufacturing	5	3.2%	19	1.5%	35	3.4%	565	5.2%	106	3.2%	2,161	4.9%
Transportation	3	1.9%	16	1.3%	25	2.4%	142	1.3%	71	2.1%	372	0.8%
Communication	0	0.0%	0	0.0%	6	0.6%	34	0.3%	19	0.6%	107	0.2%
Utility	1	0.6%	6	0.5%	3	0.3%	12	0.1%	10	0.3%	51	0.1%
Wholesale Trade	1	0.6%	9	0.7%	21	2.0%	144	1.3%	99	3.0%	884	2.0%
Retail Trade Summary	29	18.7%	268	21.9%	206	20.0%	3,542	32.3%	682	20.4%	11,033	24.8%
Home Improvement	2	1.3%	5	0.4%	9	0.9%	172	1.6%	37	1.1%	588	1.3%
General Merchandise Stores	1	0.6%	5	0.4%	6	0.6%	425	3.9%	25	0.7%	1,150	2.6%
Food Stores	6	3.9%	75	6.1%	22	2.1%	359	3.3%	69	2.1%	1,374	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	5	3.2%	29	2.4%	38	3.7%	676	6.2%	112	3.3%	1,809	4.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	2	0.2%	15	0.1%	20	0.6%	143	0.3%
Furniture & Home Furnishings	0	0.0%	0	0.0%	16	1.6%	94	0.9%	50	1.5%	415	0.9%
Eating & Drinking Places	11	7.1%	133	10.8%	62	6.0%	1,276	11.6%	195	5.8%	4,037	9.1%
Miscellaneous Retail	3	1.9%	21	1.7%	50	4.9%	525	4.8%	173	5.2%	1,517	3.4%
Finance, Insurance, Real Estate Summary	14	9.0%	97	7.9%	132	12.8%	1,869	17.1%	441	13.2%	3,746	8.4%
Banks, Savings & Lending Institutions	10	6.5%	59	4.8%	67	6.5%	197	1.8%	187	5.6%	583	1.3%
Securities Brokers	0	0.0%	0	0.0%	7	0.7%	18	0.2%	34	1.0%	103	0.2%
Insurance Carriers & Agents	1	0.6%	5	0.4%	25	2.4%	1,505	13.7%	78	2.3%	1,987	4.5%
Real Estate, Holding, Other Investment Offices	3	1.9%	32	2.6%	33	3.2%	150	1.4%	142	4.2%	1,072	2.4%
Services Summary	57	36.8%	474	38.7%	363	35.2%	3,170	28.9%	1,253	37.5%	22,213	50.0%
Hotels & Lodging	1	0.6%	1	0.1%	4	0.4%	29	0.3%	7	0.2%	93	0.2%
Automotive Services	2	1.3%	7	0.6%	25	2.4%	93	0.8%	95	2.8%	481	1.1%
Motion Pictures & Amusements	2	1.3%	16	1.3%	34	3.3%	431	3.9%	103	3.1%	1,124	2.5%
Health Services	5	3.2%	99	8.1%	31	3.0%	360	3.3%	196	5.9%	4,334	9.8%
Legal Services	0	0.0%	0	0.0%	18	1.7%	111	1.0%	41	1.2%	206	0.5%
Education Institutions & Libraries	6	3.9%	221	18.0%	20	1.9%	833	7.6%	78	2.3%	4,972	11.2%
Other Services	41	26.5%	130	10.6%	232	22.5%	1,314	12.0%	733	21.9%	11,003	24.8%
Government	10	6.5%	252	20.6%	26	2.5%	714	6.5%	58	1.7%	1,300	2.9%
Unclassified Establishments	10	6.5%	2	0.2%	56	5.4%	17	0.2%	159	4.8%	32	0.1%
Totals	155	100.0%	1,226	100.0%	1,030	100.0%	10,961	100.0%	3,345	100.0%	44,438	100.0%

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

Business Summary

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Times: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

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	0.1%	2	0.0%	6	0.2%	12	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	0.6%	6	0.5%	2	0.2%	10	0.1%	5	0.1%	32	0.1%
Construction	25	16.1%	74	6.0%	142	13.8%	650	5.9%	372	11.1%	2,035	4.6%
Manufacturing	6	3.9%	24	2.0%	38	3.7%	540	4.9%	118	3.5%	2,204	5.0%
Wholesale Trade	1	0.6%	9	0.7%	21	2.0%	139	1.3%	96	2.9%	850	1.9%
Retail Trade	17	11.0%	131	10.7%	137	13.3%	2,216	20.2%	463	13.8%	6,806	15.3%
Motor Vehicle & Parts Dealers	4	2.6%	22	1.8%	32	3.1%	647	5.9%	92	2.8%	1,718	3.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	7	0.7%	39	0.4%	22	0.7%	134	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%	7	0.7%	57	0.5%	25	0.7%	283	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	5	0.4%	9	0.9%	172	1.6%	37	1.1%	588	1.3%
Food & Beverage Stores	5	3.2%	71	5.8%	18	1.7%	330	3.0%	54	1.6%	1,252	2.8%
Health & Personal Care Stores	1	0.6%	13	1.1%	11	1.1%	333	3.0%	41	1.2%	766	1.7%
Gasoline Stations	1	0.6%	7	0.6%	7	0.7%	29	0.3%	21	0.6%	90	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	7	0.7%	35	0.3%	32	1.0%	202	0.5%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.1%	12	1.2%	62	0.6%	30	0.9%	160	0.4%
General Merchandise Stores	1	0.6%	5	0.4%	6	0.6%	425	3.9%	25	0.7%	1,150	2.6%
Miscellaneous Store Retailers	2	1.3%	7	0.6%	18	1.7%	82	0.7%	73	2.2%	429	1.0%
Nonstore Retailers	0	0.0%	1	0.1%	3	0.3%	6	0.1%	11	0.3%	33	0.1%
Transportation & Warehousing	2	1.3%	13	1.1%	22	2.1%	113	1.0%	54	1.6%	256	0.6%
Information	1	0.6%	6	0.5%	15	1.5%	133	1.2%	50	1.5%	384	0.9%
Finance & Insurance	11	7.1%	64	5.2%	101	9.8%	1,734	15.8%	301	9.0%	2,688	6.0%
Central Bank/Credit Intermediation & Related Activities	10	6.5%	59	4.8%	69	6.7%	211	1.9%	189	5.7%	598	1.3%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	7	0.7%	18	0.2%	34	1.0%	103	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.6%	5	0.4%	25	2.4%	1,505	13.7%	78	2.3%	1,987	4.5%
Real Estate, Rental & Leasing	3	1.9%	6	0.5%	48	4.7%	181	1.7%	192	5.7%	1,225	2.8%
Professional, Scientific & Tech Services	15	9.7%	47	3.8%	106	10.3%	652	5.9%	295	8.8%	7,792	17.5%
Legal Services	0	0.0%	0	0.0%	20	1.9%	119	1.1%	45	1.3%	222	0.5%
Management of Companies & Enterprises	1	0.6%	30	2.4%	2	0.2%	36	0.3%	4	0.1%	41	0.1%
Administrative & Support & Waste Management & Remediation	6	3.9%	23	1.9%	52	5.0%	229	2.1%	177	5.3%	854	1.9%
Educational Services	5	3.2%	215	17.5%	24	2.3%	829	7.6%	91	2.7%	4,974	11.2%
Health Care & Social Assistance	6	3.9%	118	9.6%	48	4.7%	514	4.7%	258	7.7%	5,524	12.4%
Arts, Entertainment & Recreation	3	1.9%	19	1.5%	26	2.5%	441	4.0%	69	2.1%	1,050	2.4%
Accommodation & Food Services	12	7.7%	134	10.9%	67	6.5%	1,318	12.0%	209	6.2%	4,206	9.5%
Accommodation	1	0.6%	1	0.1%	4	0.4%	29	0.3%	7	0.2%	93	0.2%
Food Services & Drinking Places	11	7.1%	133	10.8%	64	6.2%	1,289	11.8%	202	6.0%	4,113	9.3%
Other Services (except Public Administration)	18	11.6%	53	4.3%	96	9.3%	493	4.5%	368	11.0%	2,173	4.9%
Automotive Repair & Maintenance	1	0.6%	4	0.3%	17	1.7%	73	0.7%	71	2.1%	403	0.9%
Public Administration	10	6.5%	252	20.6%	26	2.5%	714	6.5%	58	1.7%	1,300	2.9%
Unclassified Establishments	10	6.5%	2	0.2%	56	5.4%	17	0.2%	159	4.8%	32	0.1%
Total	155	100.0%	1,226	100.0%	1,030	100.0%	10,961	100.0%	3,345	100.0%	44,438	100.0%

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

Retail MarketPlace Profile

Downtown New Richmond
220 Front St, New Richmond, OH, 45157
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 38.95138
Longitude: -84.28392

Summary Demographics

2016 Population	6,409
2016 Households	2,365
2016 Median Disposable Income	\$45,748
2016 Per Capita Income	\$26,787

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	\$95,537,627	\$30,048,715	\$65,488,912	52.1	29
Total Retail Trade	44-45	\$87,264,903	\$25,504,138	\$61,760,765	54.8	18
Total Food & Drink	722	\$8,272,724	\$4,544,577	\$3,728,147	29.1	11

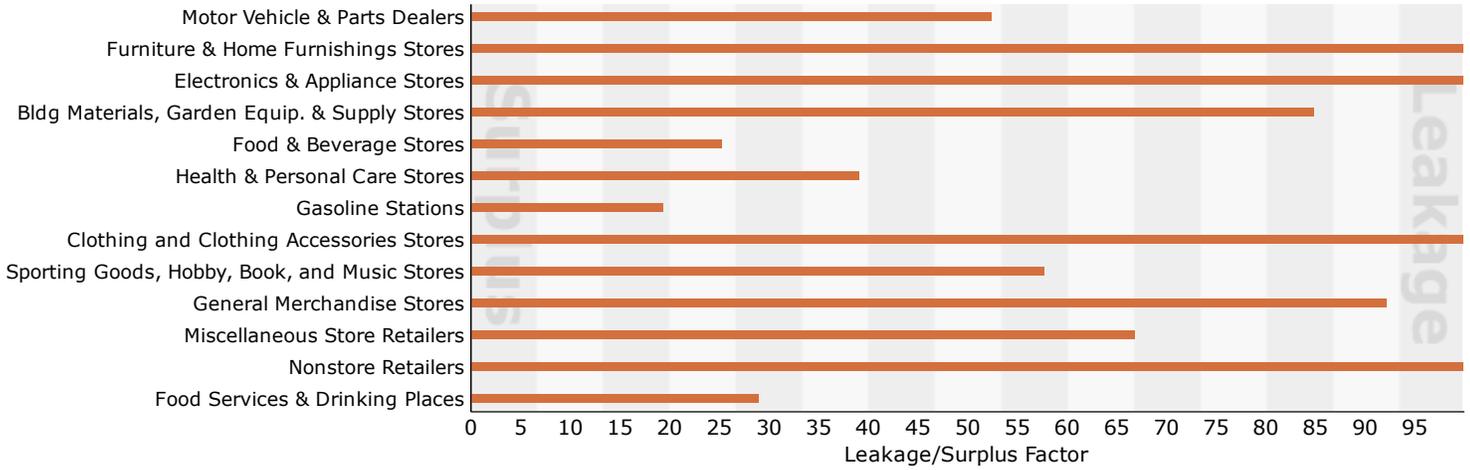
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,348,049	\$6,334,816	\$14,013,233	52.5	4
Automobile Dealers	4411	\$16,569,806	\$5,491,502	\$11,078,304	50.2	2
Other Motor Vehicle Dealers	4412	\$2,389,638	\$326,178	\$2,063,460	76.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,388,605	\$517,136	\$871,469	45.7	1
Furniture & Home Furnishings Stores	442	\$2,248,970	\$0	\$2,248,970	100.0	0
Furniture Stores	4421	\$1,439,362	\$0	\$1,439,362	100.0	0
Home Furnishings Stores	4422	\$809,607	\$0	\$809,607	100.0	0
Electronics & Appliance Stores	443	\$4,561,962	\$0	\$4,561,962	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,211,580	\$341,714	\$3,869,866	85.0	2
Bldg Material & Supplies Dealers	4441	\$3,543,475	\$330,373	\$3,213,102	82.9	2
Lawn & Garden Equip & Supply Stores	4442	\$668,106	\$0	\$668,106	100.0	0
Food & Beverage Stores	445	\$15,581,476	\$9,260,791	\$6,320,685	25.4	4
Grocery Stores	4451	\$14,385,201	\$9,260,791	\$5,124,410	21.7	4
Specialty Food Stores	4452	\$750,312	\$0	\$750,312	100.0	0
Beer, Wine & Liquor Stores	4453	\$445,962	\$0	\$445,962	100.0	0
Health & Personal Care Stores	446,4461	\$6,644,240	\$2,897,620	\$3,746,620	39.3	1
Gasoline Stations	447,4471	\$6,315,724	\$4,257,345	\$2,058,379	19.5	2
Clothing & Clothing Accessories Stores	448	\$3,583,611	\$0	\$3,583,611	100.0	0
Clothing Stores	4481	\$2,293,786	\$0	\$2,293,786	100.0	0
Shoe Stores	4482	\$446,587	\$0	\$446,587	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$843,238	\$0	\$843,238	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,781,682	\$742,206	\$2,039,476	57.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,284,021	\$742,206	\$1,541,815	50.9	1
Book, Periodical & Music Stores	4512	\$497,661	\$0	\$497,661	100.0	0
General Merchandise Stores	452	\$15,405,089	\$612,491	\$14,792,598	92.4	1
Department Stores Excluding Leased Depts.	4521	\$12,061,605	\$0	\$12,061,605	100.0	0
Other General Merchandise Stores	4529	\$3,343,485	\$612,491	\$2,730,994	69.0	1
Miscellaneous Store Retailers	453	\$4,199,450	\$832,865	\$3,366,585	66.9	2
Florists	4531	\$174,423	\$0	\$174,423	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$927,750	\$0	\$927,750	100.0	0
Used Merchandise Stores	4533	\$552,971	\$0	\$552,971	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,544,306	\$829,824	\$1,714,482	50.8	2
Nonstore Retailers	454	\$1,383,071	\$0	\$1,383,071	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$744,631	\$0	\$744,631	100.0	0
Vending Machine Operators	4542	\$137,155	\$0	\$137,155	100.0	0
Direct Selling Establishments	4543	\$501,285	\$0	\$501,285	100.0	0
Food Services & Drinking Places	722	\$8,272,724	\$4,544,577	\$3,728,147	29.1	11
Full-Service Restaurants	7221	\$4,092,858	\$1,602,203	\$2,490,655	43.7	7
Limited-Service Eating Places	7222	\$3,717,095	\$2,924,107	\$792,988	11.9	4
Special Food Services	7223	\$222,145	\$0	\$222,145	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$240,626	\$0	\$240,626	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.

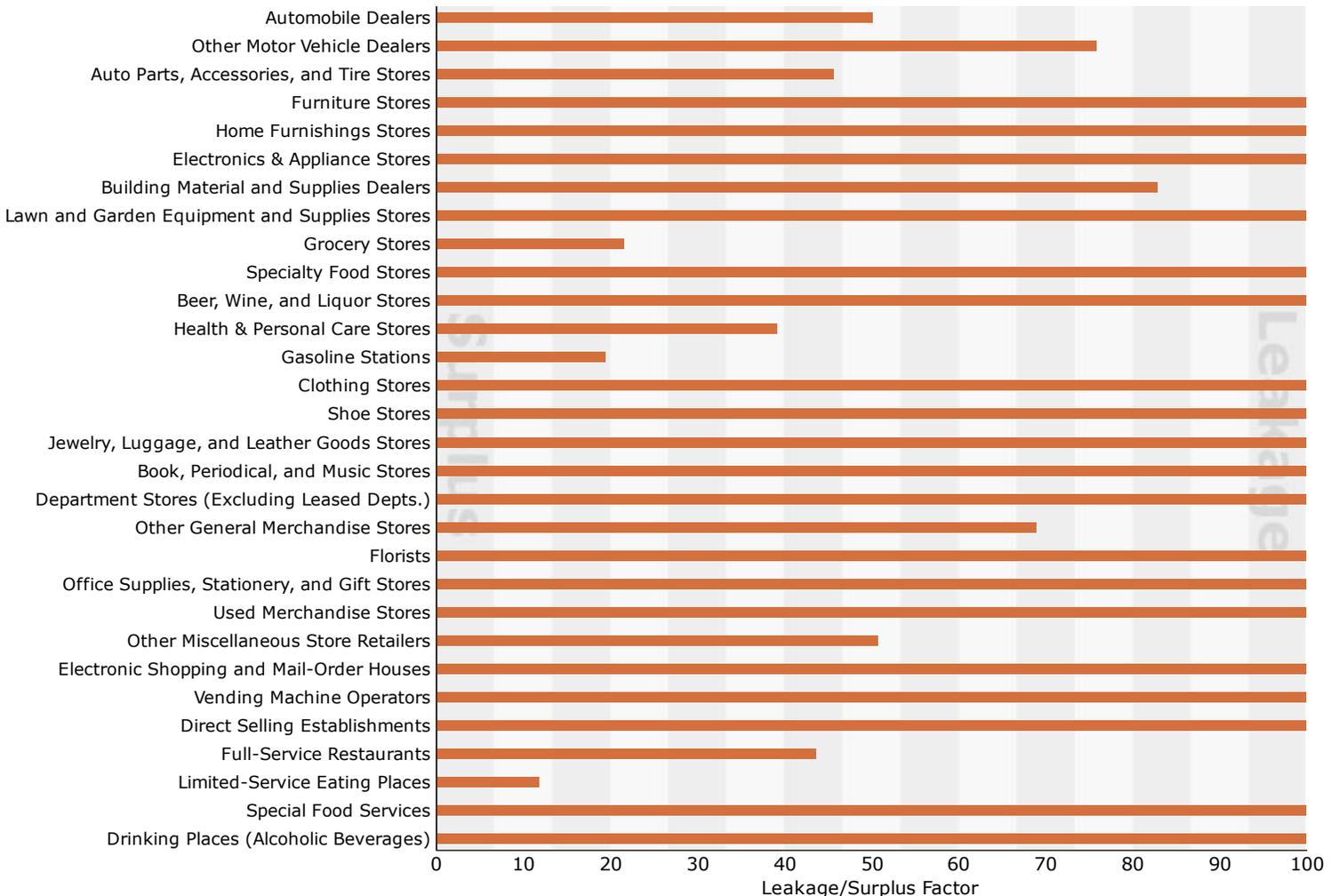
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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 New Richmond
220 Front St, New Richmond, OH, 45157
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 38.95138
Longitude: -84.28392

Summary Demographics

2016 Population	38,391
2016 Households	14,676
2016 Median Disposable Income	\$52,601
2016 Per Capita Income	\$33,800

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	\$680,382,643	\$547,845,898	\$132,536,745	10.8	205
Total Retail Trade	44-45	\$618,426,566	\$506,057,368	\$112,369,198	10.0	141
Total Food & Drink	722	\$61,956,077	\$41,788,531	\$20,167,546	19.4	64

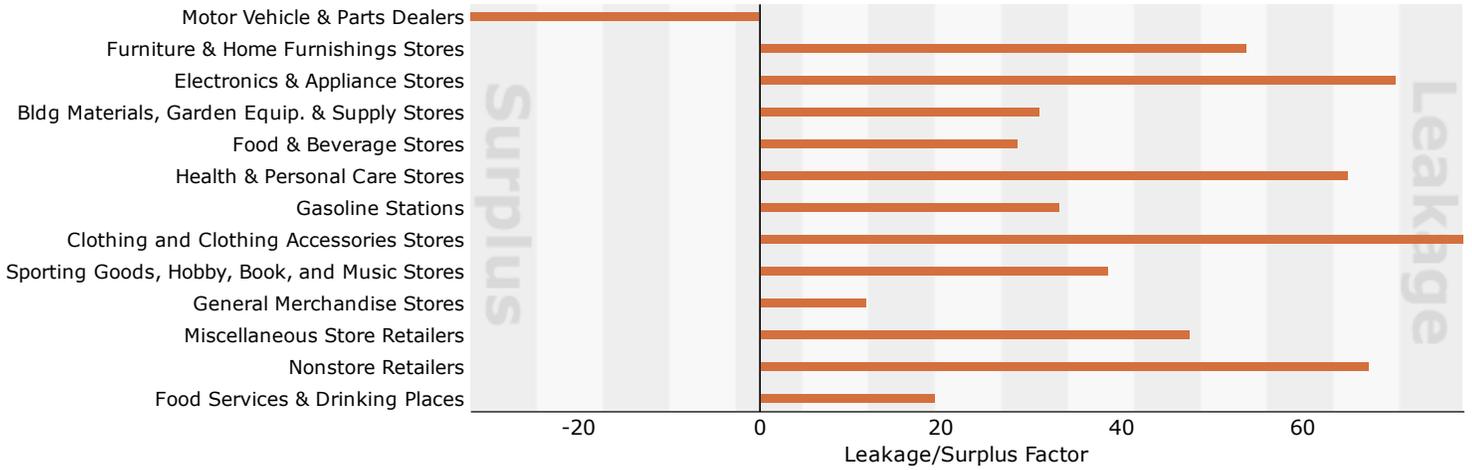
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$141,386,089	\$274,623,392	-\$133,237,303	-32.0	33
Automobile Dealers	4411	\$114,788,803	\$264,952,414	-\$150,163,611	-39.5	22
Other Motor Vehicle Dealers	4412	\$16,284,781	\$4,261,477	\$12,023,304	58.5	4
Auto Parts, Accessories & Tire Stores	4413	\$10,312,505	\$5,409,502	\$4,903,003	31.2	7
Furniture & Home Furnishings Stores	442	\$16,454,992	\$4,927,033	\$11,527,959	53.9	8
Furniture Stores	4421	\$10,607,858	\$1,901,594	\$8,706,264	69.6	2
Home Furnishings Stores	4422	\$5,847,135	\$3,025,438	\$2,821,697	31.8	6
Electronics & Appliance Stores	443	\$34,036,005	\$5,912,576	\$28,123,429	70.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,237,898	\$16,448,492	\$14,789,406	31.0	11
Bldg Material & Supplies Dealers	4441	\$26,865,183	\$15,053,005	\$11,812,178	28.2	8
Lawn & Garden Equip & Supply Stores	4442	\$4,372,715	\$1,395,487	\$2,977,228	51.6	3
Food & Beverage Stores	445	\$109,450,160	\$60,795,185	\$48,654,975	28.6	14
Grocery Stores	4451	\$100,945,672	\$57,902,861	\$43,042,811	27.1	11
Specialty Food Stores	4452	\$5,282,836	\$369,603	\$4,913,233	86.9	1
Beer, Wine & Liquor Stores	4453	\$3,221,652	\$2,522,721	\$698,931	12.2	2
Health & Personal Care Stores	446,4461	\$46,078,782	\$9,755,924	\$36,322,858	65.1	7
Gasoline Stations	447,4471	\$42,897,774	\$21,499,244	\$21,398,530	33.2	12
Clothing & Clothing Accessories Stores	448	\$26,987,297	\$3,349,522	\$23,637,775	77.9	6
Clothing Stores	4481	\$17,034,247	\$706,883	\$16,327,364	92.0	2
Shoe Stores	4482	\$3,236,880	\$974,194	\$2,262,686	53.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,716,170	\$1,668,446	\$5,047,724	60.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$20,179,540	\$8,932,077	\$11,247,463	38.6	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,406,575	\$7,673,573	\$8,733,002	36.3	13
Book, Periodical & Music Stores	4512	\$3,772,965	\$1,258,503	\$2,514,462	50.0	2
General Merchandise Stores	452	\$111,294,850	\$87,709,766	\$23,585,084	11.9	7
Department Stores Excluding Leased Depts.	4521	\$87,786,545	\$83,643,498	\$4,143,047	2.4	2
Other General Merchandise Stores	4529	\$23,508,305	\$4,066,267	\$19,442,038	70.5	6
Miscellaneous Store Retailers	453	\$28,889,422	\$10,255,531	\$18,633,891	47.6	20
Florists	4531	\$1,229,298	\$296,935	\$932,363	61.1	2
Office Supplies, Stationery & Gift Stores	4532	\$6,726,611	\$1,356,435	\$5,370,176	66.4	2
Used Merchandise Stores	4533	\$4,169,225	\$475,078	\$3,694,147	79.5	3
Other Miscellaneous Store Retailers	4539	\$16,764,288	\$8,127,083	\$8,637,205	34.7	13
Nonstore Retailers	454	\$9,533,755	\$1,848,626	\$7,685,129	67.5	3
Electronic Shopping & Mail-Order Houses	4541	\$5,356,881	\$1,753,783	\$3,603,098	50.7	3
Vending Machine Operators	4542	\$971,456	\$0	\$971,456	100.0	0
Direct Selling Establishments	4543	\$3,205,418	\$0	\$3,205,418	100.0	0
Food Services & Drinking Places	722	\$61,956,077	\$41,788,531	\$20,167,546	19.4	64
Full-Service Restaurants	7221	\$30,901,952	\$11,654,188	\$19,247,764	45.2	29
Limited-Service Eating Places	7222	\$27,514,934	\$29,614,732	-\$2,099,798	-3.7	29
Special Food Services	7223	\$1,642,998	\$107,040	\$1,535,958	87.8	1
Drinking Places - Alcoholic Beverages	7224	\$1,896,194	\$412,571	\$1,483,623	64.3	5

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.

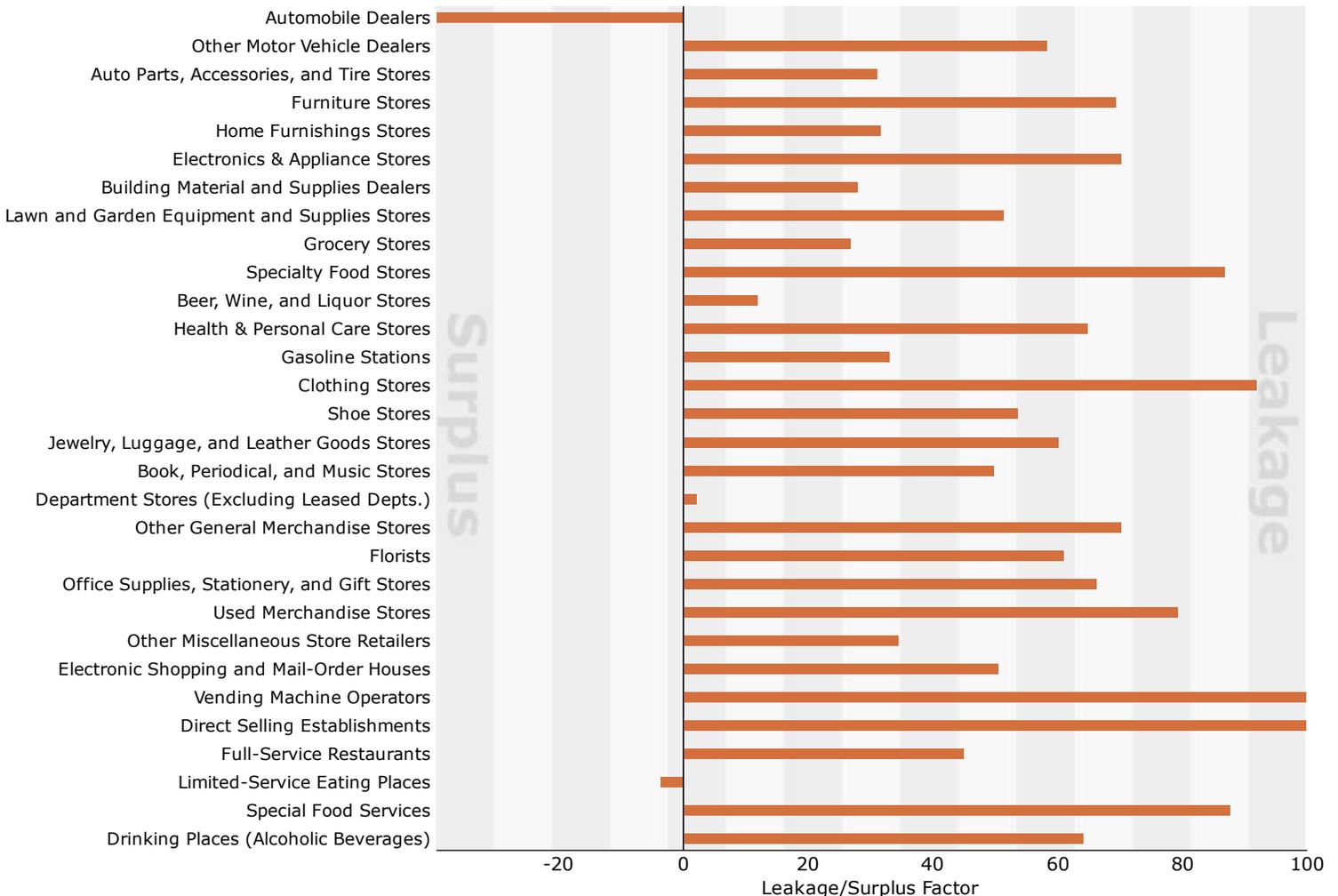
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Downtown New Richmond
220 Front St, New Richmond, OH, 45157
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 38.95138
Longitude: -84.28392

Summary Demographics

2016 Population	117,275
2016 Households	45,554
2016 Median Disposable Income	\$51,952
2016 Per Capita Income	\$33,218

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,042,037,471	\$1,521,983,288	\$520,054,183	14.6	683
Total Retail Trade	44-45	\$1,854,682,460	\$1,386,378,881	\$468,303,579	14.4	486
Total Food & Drink	722	\$187,355,010	\$135,604,407	\$51,750,603	16.0	197

Industry Group

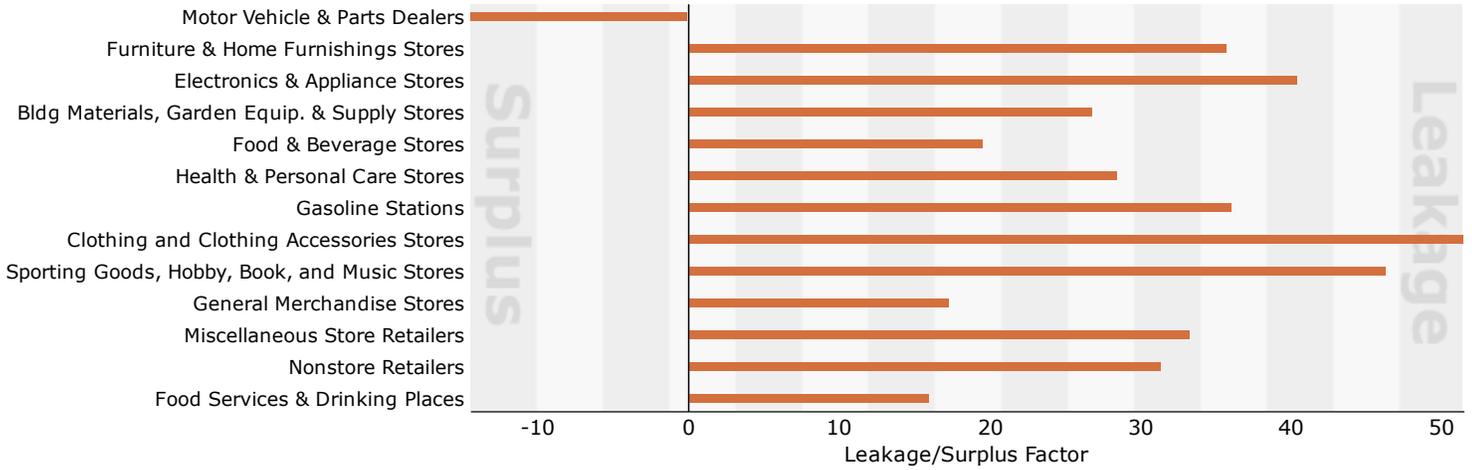
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$422,004,586	\$565,343,289	-\$143,338,703	-14.5	90
Automobile Dealers	4411	\$343,710,436	\$496,106,705	-\$152,396,269	-18.1	54
Other Motor Vehicle Dealers	4412	\$47,257,113	\$47,440,067	-\$182,954	-0.2	12
Auto Parts, Accessories & Tire Stores	4413	\$31,037,037	\$21,796,516	\$9,240,521	17.5	25
Furniture & Home Furnishings Stores	442	\$49,383,789	\$23,363,534	\$26,020,255	35.8	25
Furniture Stores	4421	\$31,952,832	\$15,555,243	\$16,397,589	34.5	11
Home Furnishings Stores	4422	\$17,430,957	\$7,808,291	\$9,622,666	38.1	14
Electronics & Appliance Stores	443	\$102,523,276	\$43,344,845	\$59,178,431	40.6	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$90,759,761	\$52,250,233	\$38,509,528	26.9	35
Bldg Material & Supplies Dealers	4441	\$77,989,820	\$48,840,352	\$29,149,468	23.0	27
Lawn & Garden Equip & Supply Stores	4442	\$12,769,940	\$3,409,881	\$9,360,059	57.9	8
Food & Beverage Stores	445	\$330,799,258	\$222,211,913	\$108,587,345	19.6	52
Grocery Stores	4451	\$305,055,519	\$173,452,107	\$131,603,412	27.5	33
Specialty Food Stores	4452	\$15,962,101	\$31,021,023	-\$15,058,922	-32.1	9
Beer, Wine & Liquor Stores	4453	\$9,781,638	\$17,738,783	-\$7,957,145	-28.9	10
Health & Personal Care Stores	446,4461	\$137,444,570	\$76,412,983	\$61,031,587	28.5	37
Gasoline Stations	447,4471	\$129,142,628	\$60,598,468	\$68,544,160	36.1	31
Clothing & Clothing Accessories Stores	448	\$81,667,314	\$26,111,901	\$55,555,413	51.5	33
Clothing Stores	4481	\$51,650,590	\$12,776,738	\$38,873,852	60.3	18
Shoe Stores	4482	\$9,861,397	\$6,019,115	\$3,842,282	24.2	6
Jewelry, Luggage & Leather Goods Stores	4483	\$20,155,328	\$7,316,049	\$12,839,279	46.7	10
Sporting Goods, Hobby, Book & Music Stores	451	\$60,246,906	\$22,073,778	\$38,173,128	46.4	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$48,722,393	\$19,074,917	\$29,647,476	43.7	32
Book, Periodical & Music Stores	4512	\$11,524,513	\$2,998,861	\$8,525,652	58.7	4
General Merchandise Stores	452	\$336,163,625	\$236,768,818	\$99,394,807	17.3	27
Department Stores Excluding Leased Depts.	4521	\$265,201,205	\$212,979,941	\$52,221,264	10.9	8
Other General Merchandise Stores	4529	\$70,962,420	\$23,788,877	\$47,173,543	49.8	19
Miscellaneous Store Retailers	453	\$86,230,802	\$43,147,749	\$43,083,053	33.3	82
Florists	4531	\$3,607,481	\$2,162,097	\$1,445,384	25.1	10
Office Supplies, Stationery & Gift Stores	4532	\$20,184,301	\$12,589,630	\$7,594,671	23.2	16
Used Merchandise Stores	4533	\$12,639,563	\$5,201,999	\$7,437,564	41.7	18
Other Miscellaneous Store Retailers	4539	\$49,799,457	\$23,194,024	\$26,605,433	36.4	38
Nonstore Retailers	454	\$28,315,946	\$14,751,369	\$13,564,577	31.5	11
Electronic Shopping & Mail-Order Houses	4541	\$16,009,629	\$13,825,062	\$2,184,567	7.3	7
Vending Machine Operators	4542	\$2,940,781	\$228,490	\$2,712,291	85.6	2
Direct Selling Establishments	4543	\$9,365,536	\$697,817	\$8,667,719	86.1	2
Food Services & Drinking Places	722	\$187,355,010	\$135,604,407	\$51,750,603	16.0	197
Full-Service Restaurants	7221	\$93,406,555	\$53,184,367	\$40,222,188	27.4	97
Limited-Service Eating Places	7222	\$83,176,769	\$79,585,975	\$3,590,794	2.2	83
Special Food Services	7223	\$4,939,082	\$1,214,343	\$3,724,739	60.5	6
Drinking Places - Alcoholic Beverages	7224	\$5,832,604	\$1,619,721	\$4,212,883	56.5	11

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.

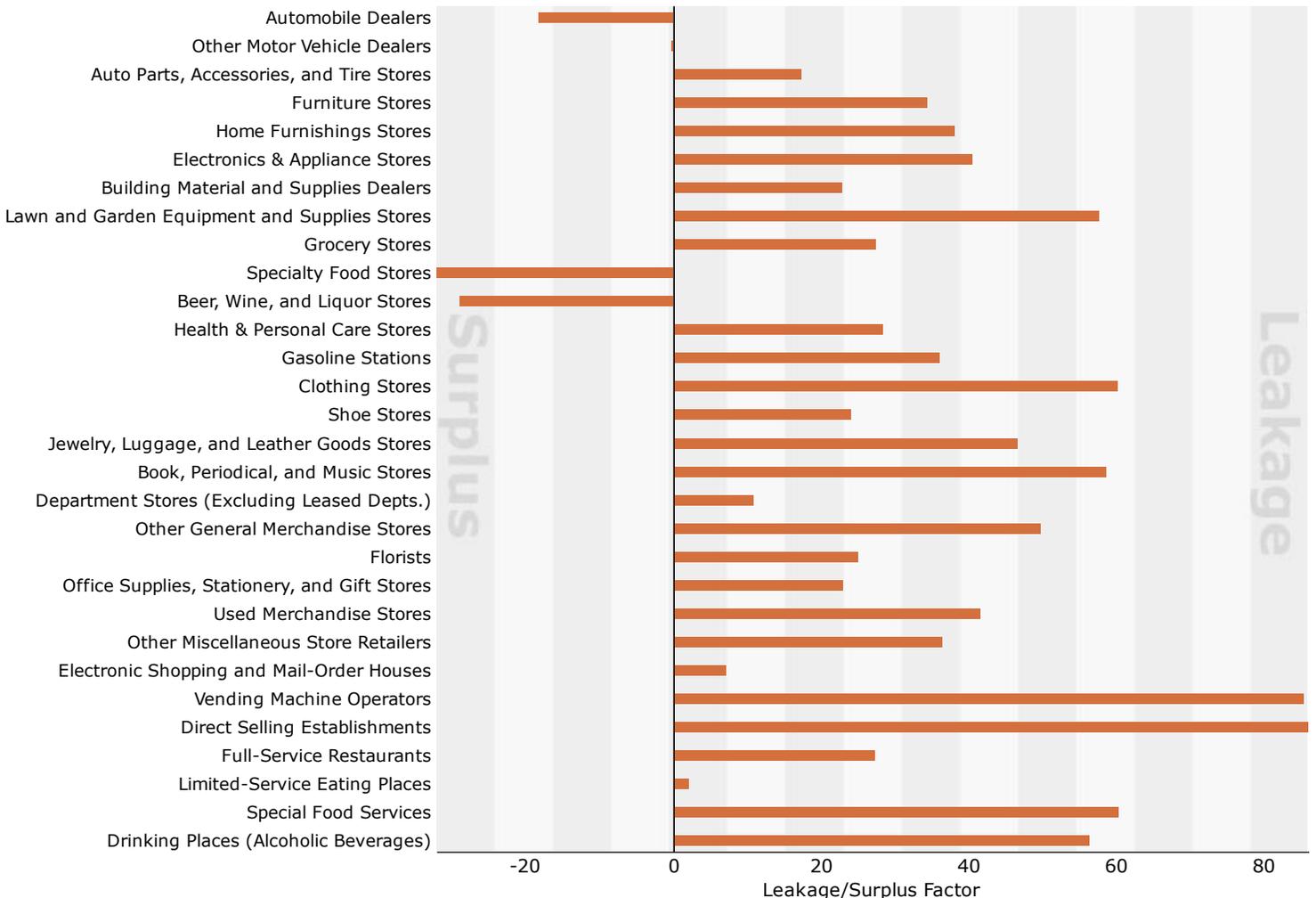
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Demographic Summary		2016	2021
Population		6,409	6,699
Population 18+		4,891	5,179
Households		2,365	2,479
Median Household Income		\$55,348	\$64,272

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,393	48.9%	104
Bought any women's clothing in last 12 months	2,284	46.7%	106
Bought clothing for child <13 years in last 6 months	1,390	28.4%	103
Bought any shoes in last 12 months	2,660	54.4%	101
Bought costume jewelry in last 12 months	1,005	20.5%	105
Bought any fine jewelry in last 12 months	850	17.4%	95
Bought a watch in last 12 months	522	10.7%	97
Automobiles (Households)			
HH owns/leases any vehicle	2,174	91.9%	107
HH bought/leased new vehicle last 12 mo	202	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,460	91.2%	107
Bought/changed motor oil in last 12 months	2,835	58.0%	118
Had tune-up in last 12 months	1,458	29.8%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,060	62.6%	96
Drank regular cola in last 6 months	2,261	46.2%	103
Drank beer/ale in last 6 months	1,927	39.4%	93
Cameras (Adults)			
Own digital point & shoot camera	1,556	31.8%	109
Own digital single-lens reflex (SLR) camera	361	7.4%	86
Bought any camera in last 12 months	285	5.8%	102
Printed digital photos in last 12 months	156	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,684	34.4%	95
Have a smartphone	2,508	51.3%	87
Have a smartphone: Android phone (any brand)	1,168	23.9%	89
Have a smartphone: Apple iPhone	1,038	21.2%	82
Number of cell phones in household: 1	738	31.2%	97
Number of cell phones in household: 2	886	37.5%	100
Number of cell phones in household: 3+	578	24.4%	96
HH has cell phone only (no landline telephone)	926	39.2%	93
Computers (Households)			
HH owns a computer	1,773	75.0%	98
HH owns desktop computer	1,105	46.7%	103
HH owns laptop/notebook	1,202	50.8%	94
HH owns any Apple/Mac brand computer	231	9.8%	65
HH owns any PC/non-Apple brand computer	1,639	69.3%	102
HH purchased most recent computer in a store	917	38.8%	103
HH purchased most recent computer online	283	12.0%	92
Spent <\$500 on most recent home computer	393	16.6%	114
Spent \$500-\$999 on most recent home computer	469	19.8%	104
Spent \$1,000-\$1,499 on most recent home computer	192	8.1%	86
Spent \$1,500-\$1,999 on most recent home computer	91	3.8%	84
Spent \$2,000+ on most recent home computer	79	3.3%	85

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

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



Retail Market Potential

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,470	50.5%	100
Bought brewed coffee at convenience store in last 30 days	771	15.8%	100
Bought cigarettes at convenience store in last 30 days	736	15.0%	120
Bought gas at convenience store in last 30 days	2,082	42.6%	129
Spent at convenience store in last 30 days: <\$20	315	6.4%	80
Spent at convenience store in last 30 days: \$20-\$39	434	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	373	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	243	5.0%	112
Spent at convenience store in last 30 days: \$100+	1,466	30.0%	131
Entertainment (Adults)			
Attended a movie in last 6 months	2,639	54.0%	91
Went to live theater in last 12 months	584	11.9%	92
Went to a bar/night club in last 12 months	729	14.9%	89
Dined out in last 12 months	2,271	46.4%	104
Gambled at a casino in last 12 months	629	12.9%	94
Visited a theme park in last 12 months	691	14.1%	80
Viewed movie (video-on-demand) in last 30 days	736	15.0%	89
Viewed TV show (video-on-demand) in last 30 days	487	10.0%	77
Watched any pay-per-view TV in last 12 months	584	11.9%	91
Downloaded a movie over the Internet in last 30 days	211	4.3%	60
Downloaded any individual song in last 6 months	909	18.6%	91
Watched a movie online in the last 30 days	551	11.3%	70
Watched a TV program online in last 30 days	532	10.9%	73
Played a video/electronic game (console) in last 12 months	528	10.8%	103
Played a video/electronic game (portable) in last 12 months	227	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	1,734	35.5%	114
Used ATM/cash machine in last 12 months	2,382	48.7%	99
Own any stock	374	7.6%	100
Own U.S. savings bond	252	5.2%	97
Own shares in mutual fund (stock)	359	7.3%	101
Own shares in mutual fund (bonds)	229	4.7%	96
Have interest checking account	1,583	32.4%	115
Have non-interest checking account	1,552	31.7%	112
Have savings account	2,741	56.0%	104
Have 401K retirement savings plan	760	15.5%	107
Own/used any credit/debit card in last 12 months	3,764	77.0%	103
Avg monthly credit card expenditures: <\$111	687	14.0%	121
Avg monthly credit card expenditures: \$111-\$225	345	7.1%	102
Avg monthly credit card expenditures: \$226-\$450	340	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	265	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	179	3.7%	85
Avg monthly credit card expenditures: \$1,001+	332	6.8%	75
Did banking online in last 12 months	1,737	35.5%	99
Did banking on mobile device in last 12 months	613	12.5%	89
Paid bills online in last 12 months	2,039	41.7%	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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,790	75.7%	109
Used bread in last 6 months	2,273	96.1%	102
Used chicken (fresh or frozen) in last 6 months	1,685	71.2%	103
Used turkey (fresh or frozen) in last 6 months	394	16.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,309	55.3%	101
Used fresh fruit/vegetables in last 6 months	2,103	88.9%	104
Used fresh milk in last 6 months	2,160	91.3%	104
Used organic food in last 6 months	337	14.2%	72
Health (Adults)			
Exercise at home 2+ times per week	1,393	28.5%	100
Exercise at club 2+ times per week	503	10.3%	79
Visited a doctor in last 12 months	3,877	79.3%	105
Used vitamin/dietary supplement in last 6 months	2,605	53.3%	101
Home (Households)			
Any home improvement in last 12 months	711	30.1%	112
Used housekeeper/maid/professional HH cleaning service in last 12	260	11.0%	84
Purchased low ticket HH furnishings in last 12 months	350	14.8%	92
Purchased big ticket HH furnishings in last 12 months	480	20.3%	97
Bought any small kitchen appliance in last 12 months	544	23.0%	104
Bought any large kitchen appliance in last 12 months	317	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	2,526	51.6%	121
Carry medical/hospital/accident insurance	3,377	69.0%	105
Carry homeowner insurance	2,827	57.8%	123
Carry renter's insurance	310	6.3%	78
Have auto insurance: 1 vehicle in household covered	679	28.7%	93
Have auto insurance: 2 vehicles in household covered	711	30.1%	106
Have auto insurance: 3+ vehicles in household covered	662	28.0%	128
Pets (Households)			
Household owns any pet	1,480	62.6%	116
Household owns any cat	666	28.2%	126
Household owns any dog	1,192	50.4%	124
Psychographics (Adults)			
Buying American is important to me	2,466	50.4%	119
Usually buy items on credit rather than wait	500	10.2%	87
Usually buy based on quality - not price	839	17.2%	96
Price is usually more important than brand name	1,381	28.2%	108
Usually use coupons for brands I buy often	1,008	20.6%	109
Am interested in how to help the environment	674	13.8%	85
Usually pay more for environ safe product	484	9.9%	77
Usually value green products over convenience	455	9.3%	88
Likely to buy a brand that supports a charity	1,705	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	654	13.4%	101
Bought hardcover book in last 12 months	1,008	20.6%	98
Bought paperback book in last 12 month	1,483	30.3%	97
Read any daily newspaper (paper version)	1,409	28.8%	110
Read any digital newspaper in last 30 days	1,470	30.1%	90
Read any magazine (paper/electronic version) in last 6 months	4,419	90.3%	100

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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

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	3,798	77.7%	104
Went to family restaurant/steak house: 4+ times a month	1,477	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	4,519	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,076	42.4%	108
Fast food/drive-in last 6 months: eat in	2,033	41.6%	114
Fast food/drive-in last 6 months: home delivery	346	7.1%	92
Fast food/drive-in last 6 months: take-out/drive-thru	2,523	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	942	19.3%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,363	27.9%	88
Own e-reader/tablet: iPad	575	11.8%	77
Own any portable MP3 player	1,446	29.6%	96
HH owns 1 TV	420	17.8%	87
HH owns 2 TVs	634	26.8%	103
HH owns 3 TVs	558	23.6%	110
HH owns 4+ TVs	496	21.0%	111
HH subscribes to cable TV	1,047	44.3%	89
HH subscribes to fiber optic	81	3.4%	45
HH has satellite dish	868	36.7%	145
HH owns DVD/Blu-ray player	1,493	63.1%	104
HH owns camcorder	353	14.9%	107
HH owns portable GPS navigation device	727	30.7%	112
HH purchased video game system in last 12 mos	140	5.9%	75
HH owns Internet video device for TV	130	5.5%	78
Travel (Adults)			
Domestic travel in last 12 months	2,553	52.2%	104
Took 3+ domestic non-business trips in last 12 months	530	10.8%	98
Spent on domestic vacations in last 12 months: <\$1,000	515	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	248	5.1%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	191	3.9%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	198	4.0%	104
Spent on domestic vacations in last 12 months: \$3,000+	254	5.2%	94
Domestic travel in the 12 months: used general travel website	288	5.9%	87
Foreign travel in last 3 years	920	18.8%	78
Took 3+ foreign trips by plane in last 3 years	138	2.8%	63
Spent on foreign vacations in last 12 months: <\$1,000	165	3.4%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	125	2.6%	78
Spent on foreign vacations in last 12 months: \$3,000+	174	3.6%	72
Foreign travel in last 3 years: used general travel website	181	3.7%	66
Nights spent in hotel/motel in last 12 months: any	2,071	42.3%	104
Took cruise of more than one day in last 3 years	400	8.2%	98
Member of any frequent flyer program	529	10.8%	66
Member of any hotel rewards program	659	13.5%	95

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 New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Demographic Summary	2016	2021
Population	38,391	39,288
Population 18+	29,245	30,142
Households	14,676	15,042
Median Household Income	\$64,137	\$74,835

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,641	50.1%	106
Bought any women's clothing in last 12 months	13,592	46.5%	106
Bought clothing for child <13 years in last 6 months	8,250	28.2%	102
Bought any shoes in last 12 months	16,358	55.9%	104
Bought costume jewelry in last 12 months	6,169	21.1%	108
Bought any fine jewelry in last 12 months	5,383	18.4%	100
Bought a watch in last 12 months	3,365	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	13,491	91.9%	107
HH bought/leased new vehicle last 12 mo	1,564	10.7%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	26,815	91.7%	108
Bought/changed motor oil in last 12 months	15,766	53.9%	110
Had tune-up in last 12 months	9,067	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,981	64.9%	99
Drank regular cola in last 6 months	12,652	43.3%	96
Drank beer/ale in last 6 months	12,749	43.6%	102
Cameras (Adults)			
Own digital point & shoot camera	10,000	34.2%	117
Own digital single-lens reflex (SLR) camera	2,802	9.6%	111
Bought any camera in last 12 months	1,811	6.2%	109
Printed digital photos in last 12 months	957	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,655	36.4%	101
Have a smartphone	17,345	59.3%	101
Have a smartphone: Android phone (any brand)	7,468	25.5%	95
Have a smartphone: Apple iPhone	8,195	28.0%	108
Number of cell phones in household: 1	4,137	28.2%	88
Number of cell phones in household: 2	5,762	39.3%	105
Number of cell phones in household: 3+	4,157	28.3%	111
HH has cell phone only (no landline telephone)	5,604	38.2%	91
Computers (Households)			
HH owns a computer	11,903	81.1%	106
HH owns desktop computer	7,407	50.5%	111
HH owns laptop/notebook	8,350	56.9%	105
HH owns any Apple/Mac brand computer	2,170	14.8%	98
HH owns any PC/non-Apple brand computer	10,690	72.8%	107
HH purchased most recent computer in a store	6,102	41.6%	110
HH purchased most recent computer online	2,073	14.1%	108
Spent <\$500 on most recent home computer	2,289	15.6%	107
Spent \$500-\$999 on most recent home computer	3,137	21.4%	112
Spent \$1,000-\$1,499 on most recent home computer	1,527	10.4%	110
Spent \$1,500-\$1,999 on most recent home computer	697	4.7%	104
Spent \$2,000+ on most recent home computer	597	4.1%	104

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Retail Market Potential

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	15,638	53.5%	105
Bought brewed coffee at convenience store in last 30 days	4,763	16.3%	104
Bought cigarettes at convenience store in last 30 days	3,678	12.6%	101
Bought gas at convenience store in last 30 days	11,077	37.9%	115
Spent at convenience store in last 30 days: <\$20	2,478	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	2,668	9.1%	101
Spent at convenience store in last 30 days: \$40-\$50	2,279	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	1,340	4.6%	104
Spent at convenience store in last 30 days: \$100+	7,504	25.7%	112
Entertainment (Adults)			
Attended a movie in last 6 months	17,776	60.8%	102
Went to live theater in last 12 months	4,085	14.0%	108
Went to a bar/night club in last 12 months	4,991	17.1%	102
Dined out in last 12 months	14,614	50.0%	111
Gambled at a casino in last 12 months	4,194	14.3%	105
Visited a theme park in last 12 months	5,306	18.1%	103
Viewed movie (video-on-demand) in last 30 days	5,211	17.8%	105
Viewed TV show (video-on-demand) in last 30 days	3,696	12.6%	98
Watched any pay-per-view TV in last 12 months	4,064	13.9%	106
Downloaded a movie over the Internet in last 30 days	1,737	5.9%	83
Downloaded any individual song in last 6 months	6,375	21.8%	107
Watched a movie online in the last 30 days	4,024	13.8%	86
Watched a TV program online in last 30 days	4,002	13.7%	92
Played a video/electronic game (console) in last 12 months	3,102	10.6%	102
Played a video/electronic game (portable) in last 12 months	1,357	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	11,080	37.9%	122
Used ATM/cash machine in last 12 months	15,389	52.6%	107
Own any stock	2,697	9.2%	121
Own U.S. savings bond	1,762	6.0%	114
Own shares in mutual fund (stock)	2,645	9.0%	125
Own shares in mutual fund (bonds)	1,746	6.0%	123
Have interest checking account	9,790	33.5%	119
Have non-interest checking account	9,219	31.5%	111
Have savings account	17,445	59.7%	110
Have 401K retirement savings plan	5,061	17.3%	119
Own/used any credit/debit card in last 12 months	23,406	80.0%	107
Avg monthly credit card expenditures: <\$111	3,805	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	2,112	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	2,009	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	1,776	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	1,366	4.7%	108
Avg monthly credit card expenditures: \$1,001+	2,940	10.1%	111
Did banking online in last 12 months	11,675	39.9%	112
Did banking on mobile device in last 12 months	4,411	15.1%	108
Paid bills online in last 12 months	13,550	46.3%	108

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Retail Market Potential

Downtown New Richmond
 220 Front St, New Richmond, OH, 45157
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,790	73.5%	106
Used bread in last 6 months	13,996	95.4%	102
Used chicken (fresh or frozen) in last 6 months	10,464	71.3%	103
Used turkey (fresh or frozen) in last 6 months	2,474	16.9%	106
Used fish/seafood (fresh or frozen) in last 6 months	8,198	55.9%	102
Used fresh fruit/vegetables in last 6 months	12,942	88.2%	103
Used fresh milk in last 6 months	13,249	90.3%	103
Used organic food in last 6 months	2,640	18.0%	91
Health (Adults)			
Exercise at home 2+ times per week	9,210	31.5%	111
Exercise at club 2+ times per week	4,069	13.9%	107
Visited a doctor in last 12 months	23,356	79.9%	105
Used vitamin/dietary supplement in last 6 months	16,175	55.3%	105
Home (Households)			
Any home improvement in last 12 months	4,684	31.9%	119
Used housekeeper/maid/professional HH cleaning service in last 12	2,071	14.1%	107
Purchased low ticket HH furnishings in last 12 months	2,479	16.9%	105
Purchased big ticket HH furnishings in last 12 months	3,226	22.0%	105
Bought any small kitchen appliance in last 12 months	3,457	23.6%	106
Bought any large kitchen appliance in last 12 months	2,020	13.8%	108
Insurance (Adults/Households)			
Currently carry life insurance	14,589	49.9%	117
Carry medical/hospital/accident insurance	20,629	70.5%	108
Carry homeowner insurance	16,770	57.3%	122
Carry renter's insurance	2,196	7.5%	92
Have auto insurance: 1 vehicle in household covered	3,928	26.8%	87
Have auto insurance: 2 vehicles in household covered	4,720	32.2%	113
Have auto insurance: 3+ vehicles in household covered	4,176	28.5%	130
Pets (Households)			
Household owns any pet	9,013	61.4%	114
Household owns any cat	3,875	26.4%	118
Household owns any dog	7,091	48.3%	119
Psychographics (Adults)			
Buying American is important to me	13,543	46.3%	109
Usually buy items on credit rather than wait	3,138	10.7%	91
Usually buy based on quality - not price	5,132	17.5%	98
Price is usually more important than brand name	7,629	26.1%	99
Usually use coupons for brands I buy often	5,813	19.9%	105
Am interested in how to help the environment	4,034	13.8%	85
Usually pay more for environ safe product	3,220	11.0%	86
Usually value green products over convenience	2,642	9.0%	86
Likely to buy a brand that supports a charity	10,180	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	4,420	15.1%	114
Bought hardcover book in last 12 months	6,582	22.5%	107
Bought paperback book in last 12 month	9,663	33.0%	105
Read any daily newspaper (paper version)	8,208	28.1%	107
Read any digital newspaper in last 30 days	10,185	34.8%	105
Read any magazine (paper/electronic version) in last 6 months	26,860	91.8%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	23,136	79.1%	106
Went to family restaurant/steak house: 4+ times a month	8,925	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	26,832	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,262	41.9%	106
Fast food/drive-in last 6 months: eat in	11,334	38.8%	107
Fast food/drive-in last 6 months: home delivery	2,057	7.0%	92
Fast food/drive-in last 6 months: take-out/drive-thru	14,815	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	5,755	19.7%	101
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	9,973	34.1%	108
Own e-reader/tablet: iPad	4,833	16.5%	108
Own any portable MP3 player	9,700	33.2%	108
HH owns 1 TV	2,419	16.5%	81
HH owns 2 TVs	3,742	25.5%	98
HH owns 3 TVs	3,453	23.5%	110
HH owns 4+ TVs	3,394	23.1%	122
HH subscribes to cable TV	7,029	47.9%	96
HH subscribes to fiber optic	1,010	6.9%	90
HH has satellite dish	4,455	30.4%	120
HH owns DVD/Blu-ray player	9,548	65.1%	108
HH owns camcorder	2,420	16.5%	118
HH owns portable GPS navigation device	4,769	32.5%	118
HH purchased video game system in last 12 mos	1,022	7.0%	88
HH owns Internet video device for TV	1,075	7.3%	104
Travel (Adults)			
Domestic travel in last 12 months	16,574	56.7%	113
Took 3+ domestic non-business trips in last 12 months	3,883	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	3,408	11.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,804	6.2%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,252	4.3%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,416	4.8%	124
Spent on domestic vacations in last 12 months: \$3,000+	1,999	6.8%	124
Domestic travel in the 12 months: used general travel website	2,184	7.5%	110
Foreign travel in last 3 years	7,208	24.6%	102
Took 3+ foreign trips by plane in last 3 years	1,333	4.6%	101
Spent on foreign vacations in last 12 months: <\$1,000	1,298	4.4%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	897	3.1%	94
Spent on foreign vacations in last 12 months: \$3,000+	1,528	5.2%	105
Foreign travel in last 3 years: used general travel website	1,615	5.5%	99
Nights spent in hotel/motel in last 12 months: any	13,533	46.3%	114
Took cruise of more than one day in last 3 years	2,839	9.7%	116
Member of any frequent flyer program	5,240	17.9%	110
Member of any hotel rewards program	5,076	17.4%	123

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Retail Market Potential

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Demographic Summary	2016	2021
Population	117,275	120,327
Population 18+	89,225	92,234
Households	45,554	46,877
Median Household Income	\$63,311	\$73,730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	44,476	49.8%	105
Bought any women's clothing in last 12 months	40,911	45.9%	104
Bought clothing for child <13 years in last 6 months	24,728	27.7%	101
Bought any shoes in last 12 months	49,746	55.8%	103
Bought costume jewelry in last 12 months	18,651	20.9%	107
Bought any fine jewelry in last 12 months	16,389	18.4%	100
Bought a watch in last 12 months	10,413	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	41,573	91.3%	107
HH bought/leased new vehicle last 12 mo	4,818	10.6%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	81,151	91.0%	107
Bought/changed motor oil in last 12 months	46,928	52.6%	107
Had tune-up in last 12 months	27,715	31.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	58,064	65.1%	99
Drank regular cola in last 6 months	38,934	43.6%	97
Drank beer/ale in last 6 months	39,998	44.8%	105
Cameras (Adults)			
Own digital point & shoot camera	29,726	33.3%	114
Own digital single-lens reflex (SLR) camera	8,674	9.7%	113
Bought any camera in last 12 months	5,458	6.1%	107
Printed digital photos in last 12 months	2,816	3.2%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32,986	37.0%	102
Have a smartphone	53,985	60.5%	103
Have a smartphone: Android phone (any brand)	24,360	27.3%	101
Have a smartphone: Apple iPhone	24,560	27.5%	106
Number of cell phones in household: 1	13,557	29.8%	93
Number of cell phones in household: 2	17,858	39.2%	105
Number of cell phones in household: 3+	12,187	26.8%	105
HH has cell phone only (no landline telephone)	18,503	40.6%	97
Computers (Households)			
HH owns a computer	36,992	81.2%	106
HH owns desktop computer	22,501	49.4%	109
HH owns laptop/notebook	26,202	57.5%	106
HH owns any Apple/Mac brand computer	6,899	15.1%	101
HH owns any PC/non-Apple brand computer	33,040	72.5%	107
HH purchased most recent computer in a store	18,736	41.1%	109
HH purchased most recent computer online	6,430	14.1%	108
Spent <\$500 on most recent home computer	6,908	15.2%	104
Spent \$500-\$999 on most recent home computer	9,743	21.4%	112
Spent \$1,000-\$1,499 on most recent home computer	4,804	10.5%	111
Spent \$1,500-\$1,999 on most recent home computer	2,193	4.8%	106
Spent \$2,000+ on most recent home computer	1,840	4.0%	103

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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	47,971	53.8%	106
Bought brewed coffee at convenience store in last 30 days	14,663	16.4%	105
Bought cigarettes at convenience store in last 30 days	11,284	12.6%	101
Bought gas at convenience store in last 30 days	33,239	37.3%	113
Spent at convenience store in last 30 days: <\$20	7,619	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	8,118	9.1%	101
Spent at convenience store in last 30 days: \$40-\$50	7,158	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	4,044	4.5%	102
Spent at convenience store in last 30 days: \$100+	22,539	25.3%	110
Entertainment (Adults)			
Attended a movie in last 6 months	54,838	61.5%	103
Went to live theater in last 12 months	12,597	14.1%	109
Went to a bar/night club in last 12 months	16,063	18.0%	108
Dined out in last 12 months	44,790	50.2%	112
Gambled at a casino in last 12 months	13,033	14.6%	107
Visited a theme park in last 12 months	15,964	17.9%	102
Viewed movie (video-on-demand) in last 30 days	16,261	18.2%	107
Viewed TV show (video-on-demand) in last 30 days	11,893	13.3%	103
Watched any pay-per-view TV in last 12 months	12,181	13.7%	104
Downloaded a movie over the Internet in last 30 days	5,986	6.7%	93
Downloaded any individual song in last 6 months	19,866	22.3%	109
Watched a movie online in the last 30 days	13,419	15.0%	94
Watched a TV program online in last 30 days	13,198	14.8%	99
Played a video/electronic game (console) in last 12 months	9,536	10.7%	102
Played a video/electronic game (portable) in last 12 months	4,242	4.8%	104
Financial (Adults)			
Have home mortgage (1st)	32,656	36.6%	118
Used ATM/cash machine in last 12 months	47,541	53.3%	109
Own any stock	7,933	8.9%	116
Own U.S. savings bond	5,060	5.7%	107
Own shares in mutual fund (stock)	7,694	8.6%	119
Own shares in mutual fund (bonds)	4,981	5.6%	115
Have interest checking account	29,319	32.9%	117
Have non-interest checking account	27,889	31.3%	111
Have savings account	53,395	59.8%	111
Have 401K retirement savings plan	15,304	17.2%	118
Own/used any credit/debit card in last 12 months	71,257	79.9%	107
Avg monthly credit card expenditures: <\$111	11,550	12.9%	112
Avg monthly credit card expenditures: \$111-\$225	6,358	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	6,254	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	5,290	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	4,048	4.5%	105
Avg monthly credit card expenditures: \$1,001+	8,751	9.8%	108
Did banking online in last 12 months	36,499	40.9%	115
Did banking on mobile device in last 12 months	14,002	15.7%	112
Paid bills online in last 12 months	42,502	47.6%	111

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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	32,858	72.1%	104
Used bread in last 6 months	43,288	95.0%	101
Used chicken (fresh or frozen) in last 6 months	32,098	70.5%	102
Used turkey (fresh or frozen) in last 6 months	7,732	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	25,160	55.2%	101
Used fresh fruit/vegetables in last 6 months	39,890	87.6%	102
Used fresh milk in last 6 months	40,663	89.3%	101
Used organic food in last 6 months	8,448	18.5%	94
Health (Adults)			
Exercise at home 2+ times per week	27,484	30.8%	109
Exercise at club 2+ times per week	12,589	14.1%	108
Visited a doctor in last 12 months	70,595	79.1%	104
Used vitamin/dietary supplement in last 6 months	49,220	55.2%	104
Home (Households)			
Any home improvement in last 12 months	13,940	30.6%	114
Used housekeeper/maid/professional HH cleaning service in last 12	6,127	13.4%	102
Purchased low ticket HH furnishings in last 12 months	7,822	17.2%	107
Purchased big ticket HH furnishings in last 12 months	10,046	22.1%	106
Bought any small kitchen appliance in last 12 months	10,754	23.6%	106
Bought any large kitchen appliance in last 12 months	6,211	13.6%	107
Insurance (Adults/Households)			
Currently carry life insurance	43,160	48.4%	113
Carry medical/hospital/accident insurance	62,508	70.1%	107
Carry homeowner insurance	49,184	55.1%	117
Carry renter's insurance	7,681	8.6%	106
Have auto insurance: 1 vehicle in household covered	13,274	29.1%	94
Have auto insurance: 2 vehicles in household covered	14,131	31.0%	109
Have auto insurance: 3+ vehicles in household covered	12,047	26.4%	121
Pets (Households)			
Household owns any pet	26,825	58.9%	110
Household owns any cat	11,692	25.7%	114
Household owns any dog	20,427	44.8%	110
Psychographics (Adults)			
Buying American is important to me	40,342	45.2%	107
Usually buy items on credit rather than wait	9,838	11.0%	94
Usually buy based on quality - not price	15,729	17.6%	98
Price is usually more important than brand name	23,353	26.2%	100
Usually use coupons for brands I buy often	17,604	19.7%	104
Am interested in how to help the environment	12,899	14.5%	89
Usually pay more for environ safe product	10,281	11.5%	90
Usually value green products over convenience	8,214	9.2%	88
Likely to buy a brand that supports a charity	30,548	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	13,270	14.9%	112
Bought hardcover book in last 12 months	20,072	22.5%	107
Bought paperback book in last 12 month	29,888	33.5%	107
Read any daily newspaper (paper version)	24,663	27.6%	106
Read any digital newspaper in last 30 days	31,286	35.1%	105
Read any magazine (paper/electronic version) in last 6 months	82,273	92.2%	102

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 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 38.95138
 Longitude: -84.28392

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	70,446	79.0%	106
Went to family restaurant/steak house: 4+ times a month	27,141	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	81,981	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	37,181	41.7%	106
Fast food/drive-in last 6 months: eat in	34,479	38.6%	106
Fast food/drive-in last 6 months: home delivery	6,830	7.7%	100
Fast food/drive-in last 6 months: take-out/drive-thru	45,292	50.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	18,030	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	30,531	34.2%	108
Own e-reader/tablet: iPad	14,426	16.2%	105
Own any portable MP3 player	29,786	33.4%	108
HH owns 1 TV	8,194	18.0%	88
HH owns 2 TVs	11,757	25.8%	100
HH owns 3 TVs	10,492	23.0%	108
HH owns 4+ TVs	9,787	21.5%	114
HH subscribes to cable TV	23,026	50.5%	102
HH subscribes to fiber optic	3,397	7.5%	98
HH has satellite dish	11,931	26.2%	103
HH owns DVD/Blu-ray player	29,266	64.2%	106
HH owns camcorder	7,048	15.5%	111
HH owns portable GPS navigation device	14,470	31.8%	116
HH purchased video game system in last 12 mos	3,211	7.0%	89
HH owns Internet video device for TV	3,258	7.2%	101
Travel (Adults)			
Domestic travel in last 12 months	49,773	55.8%	111
Took 3+ domestic non-business trips in last 12 months	11,355	12.7%	115
Spent on domestic vacations in last 12 months: <\$1,000	10,392	11.6%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,462	6.1%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,625	4.1%	114
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,999	4.5%	115
Spent on domestic vacations in last 12 months: \$3,000+	5,827	6.5%	119
Domestic travel in the 12 months: used general travel website	6,212	7.0%	103
Foreign travel in last 3 years	21,884	24.5%	102
Took 3+ foreign trips by plane in last 3 years	3,854	4.3%	96
Spent on foreign vacations in last 12 months: <\$1,000	3,909	4.4%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,764	3.1%	95
Spent on foreign vacations in last 12 months: \$3,000+	4,431	5.0%	100
Foreign travel in last 3 years: used general travel website	4,805	5.4%	96
Nights spent in hotel/motel in last 12 months: any	40,656	45.6%	112
Took cruise of more than one day in last 3 years	8,198	9.2%	110
Member of any frequent flyer program	15,895	17.8%	109
Member of any hotel rewards program	15,121	16.9%	120

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.