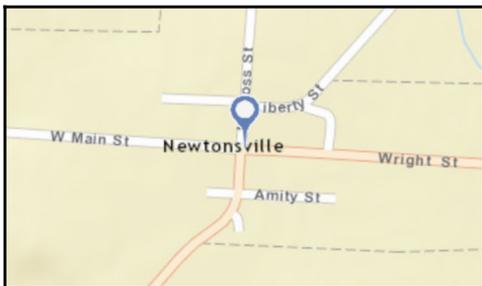
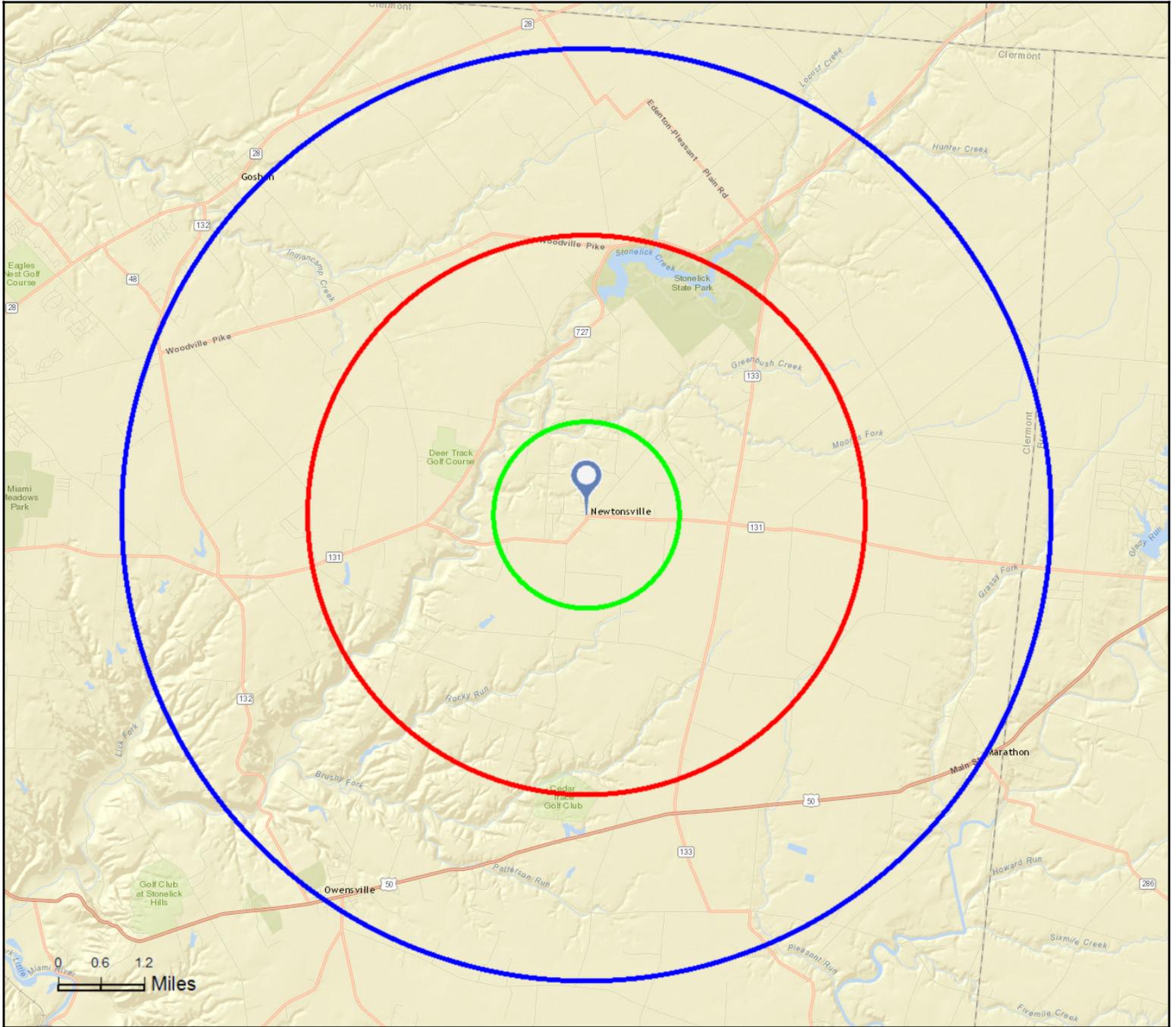


Site Map

Newtonsville Downtown Area
 700 STHY 131, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.18199
 Longitude: -84.08672



Market Profile

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,275	5,496	13,700
2010 Total Population	1,174	5,399	13,815
2016 Total Population	1,185	5,478	14,043
2016 Group Quarters	0	9	37
2020 Total Population	1,201	5,580	14,340
2016-2021 Annual Rate	0.27%	0.37%	0.42%
Household Summary			
2000 Households	438	1,896	4,783
2000 Average Household Size	2.91	2.90	2.86
2010 Households	416	1,946	5,097
2010 Average Household Size	2.82	2.77	2.70
2016 Households	423	1,991	5,223
2016 Average Household Size	2.80	2.75	2.68
2021 Households	432	2,038	5,354
2021 Average Household Size	2.78	2.73	2.67
2016-2021 Annual Rate	0.42%	0.47%	0.50%
2010 Families	326	1,522	3,940
2010 Average Family Size	3.16	3.10	3.04
2016 Families	328	1,542	3,998
2016 Average Family Size	3.16	3.09	3.03
2021 Families	333	1,571	4,078
2021 Average Family Size	3.14	3.08	3.02
2016-2021 Annual Rate	0.30%	0.37%	0.40%
Housing Unit Summary			
2000 Housing Units	450	1,946	4,951
Owner Occupied Housing Units	85.1%	86.5%	83.7%
Renter Occupied Housing Units	12.2%	10.9%	12.9%
Vacant Housing Units	2.7%	2.6%	3.4%
2010 Housing Units	440	2,062	5,421
Owner Occupied Housing Units	79.1%	81.5%	79.5%
Renter Occupied Housing Units	15.5%	12.9%	14.6%
Vacant Housing Units	5.5%	5.6%	6.0%
2016 Housing Units	448	2,111	5,569
Owner Occupied Housing Units	76.6%	79.4%	77.2%
Renter Occupied Housing Units	17.9%	14.9%	16.6%
Vacant Housing Units	5.6%	5.7%	6.2%
2021 Housing Units	459	2,169	5,732
Owner Occupied Housing Units	76.3%	79.1%	76.7%
Renter Occupied Housing Units	17.9%	14.9%	16.6%
Vacant Housing Units	5.9%	6.0%	6.6%
Median Household Income			
2016	\$59,670	\$58,225	\$56,634
2021	\$70,016	\$66,369	\$63,713
Median Home Value			
2016	\$152,841	\$153,661	\$150,436
2021	\$176,307	\$178,900	\$184,074
Per Capita Income			
2016	\$23,418	\$25,723	\$26,208
2021	\$26,243	\$28,853	\$29,408
Median Age			
2010	40.2	41.6	41.9
2016	42.7	43.9	43.8
2021	44.7	45.6	45.3

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

Newtonsville Downtown Area
 700 STHY 131, Batavia, OH, 45103
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	423	1,991	5,223
<\$15,000	5.4%	5.8%	7.8%
\$15,000 - \$24,999	8.3%	7.5%	8.3%
\$25,000 - \$34,999	12.5%	12.1%	10.1%
\$35,000 - \$49,999	11.1%	13.3%	14.4%
\$50,000 - \$74,999	25.3%	25.7%	25.4%
\$75,000 - \$99,999	18.7%	16.3%	14.7%
\$100,000 - \$149,999	16.8%	14.4%	13.2%
\$150,000 - \$199,999	1.9%	2.9%	3.3%
\$200,000+	0.0%	2.1%	2.7%
Average Household Income	\$65,248	\$69,759	\$69,936
2021 Households by Income			
Household Income Base	432	2,038	5,354
<\$15,000	5.1%	5.7%	7.8%
\$15,000 - \$24,999	7.6%	7.0%	7.8%
\$25,000 - \$34,999	12.0%	12.0%	10.6%
\$35,000 - \$49,999	5.1%	7.9%	8.4%
\$50,000 - \$74,999	23.6%	23.5%	23.6%
\$75,000 - \$99,999	23.6%	19.9%	17.7%
\$100,000 - \$149,999	20.8%	18.0%	16.6%
\$150,000 - \$199,999	2.3%	3.5%	4.1%
\$200,000+	0.0%	2.6%	3.4%
Average Household Income	\$72,564	\$77,877	\$78,171
2016 Owner Occupied Housing Units by Value			
Total	343	1,677	4,298
<\$50,000	8.2%	7.9%	8.4%
\$50,000 - \$99,999	25.1%	22.2%	20.0%
\$100,000 - \$149,999	16.3%	18.7%	21.5%
\$150,000 - \$199,999	12.8%	16.7%	17.4%
\$200,000 - \$249,999	13.4%	11.2%	11.0%
\$250,000 - \$299,999	7.3%	7.8%	7.0%
\$300,000 - \$399,999	8.7%	7.8%	7.4%
\$400,000 - \$499,999	8.5%	5.9%	4.4%
\$500,000 - \$749,999	0.0%	1.4%	2.2%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.3%	0.5%	0.7%
Average Home Value	\$185,145	\$186,792	\$186,921
2021 Owner Occupied Housing Units by Value			
Total	350	1,715	4,399
<\$50,000	3.7%	3.7%	4.1%
\$50,000 - \$99,999	10.9%	11.3%	11.0%
\$100,000 - \$149,999	12.3%	17.0%	18.3%
\$150,000 - \$199,999	43.7%	31.0%	24.3%
\$200,000 - \$249,999	3.7%	8.7%	13.6%
\$250,000 - \$299,999	2.0%	7.9%	9.4%
\$300,000 - \$399,999	11.4%	9.4%	8.8%
\$400,000 - \$499,999	11.7%	8.0%	5.9%
\$500,000 - \$749,999	0.0%	2.3%	3.9%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.3%	0.5%	0.6%
Average Home Value	\$211,676	\$216,487	\$220,565

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

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,175	5,400	13,812
0 - 4	5.4%	5.3%	5.4%
5 - 9	6.8%	6.2%	6.0%
10 - 14	8.1%	7.5%	7.2%
15 - 24	12.9%	12.5%	12.4%
25 - 34	10.1%	9.9%	10.1%
35 - 44	14.6%	14.0%	13.4%
45 - 54	18.1%	18.3%	18.2%
55 - 64	12.6%	13.5%	13.8%
65 - 74	6.9%	8.1%	8.6%
75 - 84	3.5%	3.9%	3.9%
85 +	0.8%	0.8%	0.9%
18 +	74.6%	76.3%	77.0%
2016 Population by Age			
Total	1,185	5,477	14,041
0 - 4	5.1%	4.9%	5.0%
5 - 9	5.6%	5.6%	5.8%
10 - 14	6.7%	6.1%	6.1%
15 - 24	12.6%	11.8%	11.4%
25 - 34	10.8%	11.0%	11.5%
35 - 44	12.3%	12.0%	11.8%
45 - 54	16.3%	16.0%	15.7%
55 - 64	16.8%	16.9%	16.6%
65 - 74	8.9%	10.1%	10.4%
75 - 84	4.0%	4.5%	4.6%
85 +	1.1%	1.1%	1.2%
18 +	78.7%	79.5%	79.4%
2021 Population by Age			
Total	1,202	5,579	14,339
0 - 4	4.7%	4.6%	4.7%
5 - 9	5.4%	5.4%	5.4%
10 - 14	6.2%	6.2%	6.3%
15 - 24	10.9%	10.2%	10.1%
25 - 34	11.1%	10.8%	10.7%
35 - 44	12.0%	12.1%	12.4%
45 - 54	14.4%	13.9%	13.6%
55 - 64	17.3%	17.3%	16.8%
65 - 74	11.8%	12.6%	12.6%
75 - 84	4.8%	5.6%	5.9%
85 +	1.3%	1.3%	1.4%
18 +	79.8%	80.2%	79.9%
2010 Population by Sex			
Males	589	2,722	7,004
Females	585	2,677	6,811
2016 Population by Sex			
Males	596	2,773	7,152
Females	589	2,706	6,891
2021 Population by Sex			
Males	606	2,834	7,336
Females	594	2,746	7,003

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

Newtonsville Downtown Area
 700 STHY 131, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,174	5,399	13,814
White Alone	97.9%	97.9%	97.8%
Black Alone	0.6%	0.6%	0.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.2%	0.2%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.1%
Two or More Races	1.2%	1.1%	1.0%
Hispanic Origin	0.4%	0.5%	0.7%
Diversity Index	5.0	5.1	5.6
2016 Population by Race/Ethnicity			
Total	1,185	5,478	14,042
White Alone	97.3%	97.4%	97.2%
Black Alone	0.8%	0.7%	0.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.1%
Two or More Races	1.4%	1.4%	1.3%
Hispanic Origin	0.6%	0.6%	0.9%
Diversity Index	6.4	6.4	7.2
2021 Population by Race/Ethnicity			
Total	1,201	5,579	14,339
White Alone	96.8%	96.8%	96.6%
Black Alone	1.0%	0.9%	1.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.2%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	0.7%	0.8%	1.1%
Diversity Index	7.6	7.7	8.6
2010 Population by Relationship and Household Type			
Total	1,174	5,399	13,815
In Households	100.0%	99.8%	99.7%
In Family Households	90.2%	89.8%	89.1%
Householder	27.9%	28.5%	28.7%
Spouse	22.1%	23.0%	23.1%
Child	34.1%	32.7%	32.1%
Other relative	3.6%	3.1%	2.8%
Nonrelative	2.4%	2.4%	2.3%
In Nonfamily Households	9.8%	10.1%	10.6%
In Group Quarters	0.0%	0.2%	0.3%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	831	3,919	10,081
Less than 9th Grade	1.7%	3.1%	3.3%
9th - 12th Grade, No Diploma	13.4%	12.6%	11.2%
High School Graduate	45.8%	41.5%	39.8%
GED/Alternative Credential	6.7%	7.2%	6.7%
Some College, No Degree	10.5%	14.4%	16.9%
Associate Degree	13.1%	10.1%	8.7%
Bachelor's Degree	6.4%	8.2%	9.8%
Graduate/Professional Degree	2.4%	2.9%	3.6%
2016 Population 15+ by Marital Status			
Total	980	4,563	11,680
Never Married	26.2%	26.5%	25.9%
Married	60.7%	57.9%	56.5%
Widowed	4.4%	5.5%	6.4%
Divorced	8.7%	10.1%	11.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	95.0%	95.5%
Civilian Unemployed	4.7%	5.0%	4.5%
2016 Employed Population 16+ by Industry			
Total	633	2,727	6,721
Agriculture/Mining	0.2%	0.8%	1.3%
Construction	10.9%	10.4%	9.5%
Manufacturing	16.1%	18.8%	18.9%
Wholesale Trade	1.3%	2.4%	2.5%
Retail Trade	7.9%	10.7%	12.3%
Transportation/Utilities	4.9%	4.2%	4.6%
Information	0.9%	0.6%	1.1%
Finance/Insurance/Real Estate	7.0%	6.9%	6.8%
Services	49.6%	43.5%	41.2%
Public Administration	1.4%	1.6%	1.7%
2016 Employed Population 16+ by Occupation			
Total	634	2,727	6,719
White Collar	41.7%	46.7%	49.5%
Management/Business/Financial	8.2%	10.4%	11.4%
Professional	19.0%	16.1%	13.8%
Sales	7.0%	9.2%	10.1%
Administrative Support	7.6%	11.0%	14.1%
Services	23.9%	18.7%	15.6%
Blue Collar	34.6%	34.6%	34.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	8.2%	7.9%	7.5%
Installation/Maintenance/Repair	7.1%	7.4%	7.5%
Production	11.4%	11.0%	10.7%
Transportation/Material Moving	7.9%	8.1%	8.9%
2010 Population By Urban/ Rural Status			
Total Population	1,174	5,399	13,815
Population Inside Urbanized Area	0.0%	2.8%	11.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	97.2%	88.5%

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

Market Profile

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	417	1,947	5,097
Households with 1 Person	17.5%	17.5%	18.1%
Households with 2+ People	82.5%	82.5%	81.9%
Family Households	78.2%	78.2%	77.3%
Husband-wife Families	62.1%	62.9%	62.4%
With Related Children	26.1%	24.7%	23.8%
Other Family (No Spouse Present)	16.1%	15.3%	14.9%
Other Family with Male Householder	6.2%	6.0%	5.7%
With Related Children	3.6%	3.6%	3.4%
Other Family with Female Householder	9.8%	9.2%	9.1%
With Related Children	7.0%	5.8%	5.5%
Nonfamily Households	4.3%	4.4%	4.6%
All Households with Children	37.5%	34.7%	33.3%
Multigenerational Households	6.3%	5.7%	5.2%
Unmarried Partner Households	6.7%	6.5%	6.5%
Male-female	6.3%	5.9%	5.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	418	1,947	5,097
1 Person Household	17.5%	17.5%	18.1%
2 Person Household	35.6%	37.9%	38.6%
3 Person Household	18.7%	18.2%	17.6%
4 Person Household	13.9%	14.1%	14.3%
5 Person Household	8.6%	7.6%	7.1%
6 Person Household	3.6%	3.1%	2.8%
7 + Person Household	2.2%	1.6%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	416	1,946	5,097
Owner Occupied	83.7%	86.4%	84.5%
Owned with a Mortgage/Loan	62.3%	63.1%	61.8%
Owned Free and Clear	21.4%	23.3%	22.8%
Renter Occupied	16.3%	13.6%	15.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	440	2,062	5,421
Housing Units Inside Urbanized Area	0.0%	2.8%	12.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	97.2%	87.9%

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

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Top Tier (1A)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Professional Pride (1B)	Top Tier (1A)	The Great Outdoors (6C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$682,960	\$3,456,200	\$9,109,527
Average Spent	\$1,614.56	\$1,735.91	\$1,744.12
Spending Potential Index	80	86	87
Education: Total \$	\$462,602	\$2,306,126	\$6,004,020
Average Spent	\$1,093.62	\$1,158.28	\$1,149.53
Spending Potential Index	77	82	81
Entertainment/Recreation: Total \$	\$1,065,329	\$5,371,375	\$14,155,892
Average Spent	\$2,518.51	\$2,697.83	\$2,710.30
Spending Potential Index	86	93	93
Food at Home: Total \$	\$1,830,122	\$9,241,342	\$24,317,979
Average Spent	\$4,326.53	\$4,641.56	\$4,655.94
Spending Potential Index	87	93	93
Food Away from Home: Total \$	\$1,078,245	\$5,458,818	\$14,397,951
Average Spent	\$2,549.04	\$2,741.75	\$2,756.64
Spending Potential Index	82	89	89
Health Care: Total \$	\$2,125,634	\$10,682,549	\$28,042,524
Average Spent	\$5,025.14	\$5,365.42	\$5,369.05
Spending Potential Index	95	101	101
HH Furnishings & Equipment: Total \$	\$635,847	\$3,201,701	\$8,419,915
Average Spent	\$1,503.18	\$1,608.09	\$1,612.08
Spending Potential Index	85	91	91
Personal Care Products & Services: Total \$	\$258,694	\$1,303,728	\$3,437,361
Average Spent	\$611.57	\$654.81	\$658.12
Spending Potential Index	83	89	90
Shelter: Total \$	\$5,066,294	\$25,536,060	\$67,341,045
Average Spent	\$11,977.05	\$12,825.75	\$12,893.17
Spending Potential Index	77	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$900,364	\$4,519,391	\$11,849,489
Average Spent	\$2,128.52	\$2,269.91	\$2,268.71
Spending Potential Index	92	98	98
Travel: Total \$	\$666,455	\$3,327,572	\$8,721,787
Average Spent	\$1,575.54	\$1,671.31	\$1,669.88
Spending Potential Index	85	90	90
Vehicle Maintenance & Repairs: Total \$	\$389,821	\$1,962,196	\$5,164,995
Average Spent	\$921.56	\$985.53	\$988.89
Spending Potential Index	89	95	96

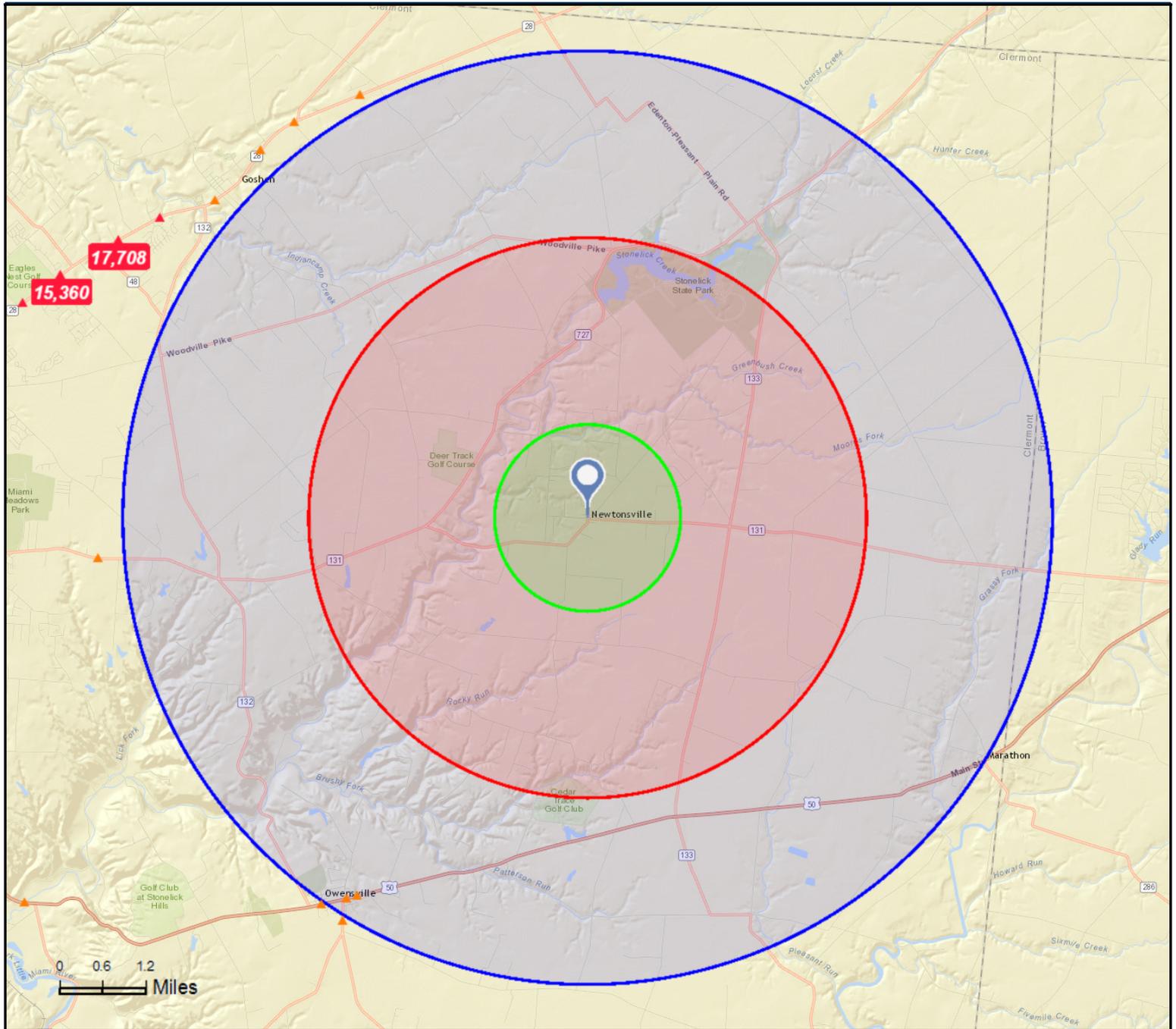
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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.

Newtonsville Downtown Area
 700 STHY 131, Batavia, OH, 45103
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.18199
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

Business Summary

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	32	110	313
Total Employees:	117	541	1,929
Total Residential Population:	1,185	5,478	14,043
Employee/Residential Population Ratio:	0.1:1	0.1:1	0.14:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent								
Agriculture & Mining	1	3.1%	3	2.6%	6	5.5%	19	3.5%	21	6.7%	80	4.1%
Construction	11	34.4%	24	20.5%	31	28.2%	85	15.7%	72	23.0%	277	14.4%
Manufacturing	1	3.1%	9	7.7%	5	4.5%	26	4.8%	17	5.4%	96	5.0%
Transportation	3	9.4%	10	8.5%	7	6.4%	23	4.3%	14	4.5%	78	4.0%
Communication	0	0.0%	0	0.0%	0	0.0%	1	0.2%	2	0.6%	13	0.7%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	5	0.3%
Wholesale Trade	1	3.1%	4	3.4%	2	1.8%	11	2.0%	7	2.2%	41	2.1%
Retail Trade Summary	5	15.6%	26	22.2%	15	13.6%	71	13.1%	41	13.1%	272	14.1%
Home Improvement	1	3.1%	9	7.7%	2	1.8%	17	3.1%	5	1.6%	28	1.5%
General Merchandise Stores	1	3.1%	4	3.4%	1	0.9%	7	1.3%	2	0.6%	14	0.7%
Food Stores	3	9.4%	8	6.8%	5	4.5%	16	3.0%	9	2.9%	71	3.7%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%	1	0.9%	4	0.7%	6	1.9%	39	2.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	3.1%	3	2.6%	2	1.8%	9	1.7%	6	1.9%	36	1.9%
Eating & Drinking Places	1	3.1%	2	1.7%	2	1.8%	4	0.7%	5	1.6%	34	1.8%
Miscellaneous Retail	0	0.0%	0	0.0%	2	1.8%	14	2.6%	8	2.6%	50	2.6%
Finance, Insurance, Real Estate Summary	1	3.1%	0	0.0%	4	3.6%	4	0.7%	17	5.4%	41	2.1%
Banks, Savings & Lending Institutions	1	3.1%	0	0.0%	2	1.8%	0	0.0%	7	2.2%	11	0.6%
Securities Brokers	0	0.0%	0	0.0%	1	0.9%	1	0.2%	1	0.3%	1	0.1%
Insurance Carriers & Agents	0	0.0%	0	0.0%	1	0.9%	1	0.2%	2	0.6%	5	0.3%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	1	0.9%	3	0.6%	7	2.2%	24	1.2%
Services Summary	8	25.0%	18	15.4%	33	30.0%	199	36.8%	98	31.3%	715	37.1%
Hotels & Lodging	1	3.1%	1	0.9%	1	0.9%	2	0.4%	1	0.3%	2	0.1%
Automotive Services	2	6.3%	3	2.6%	5	4.5%	11	2.0%	12	3.8%	33	1.7%
Motion Pictures & Amusements	0	0.0%	0	0.0%	3	2.7%	16	3.0%	11	3.5%	55	2.9%
Health Services	1	3.1%	3	2.6%	1	0.9%	7	1.3%	4	1.3%	33	1.7%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
Education Institutions & Libraries	0	0.0%	0	0.0%	1	0.9%	99	18.3%	8	2.6%	370	19.2%
Other Services	5	15.6%	11	9.4%	21	19.1%	63	11.6%	62	19.8%	221	11.5%
Government	1	3.1%	24	20.5%	4	3.6%	102	18.9%	13	4.2%	310	16.1%
Unclassified Establishments	1	3.1%	0	0.0%	2	1.8%	0	0.0%	10	3.2%	0	0.0%
Totals	32	100.0%	117	100.0%	110	100.0%	541	100.0%	313	100.0%	1,929	100.0%

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Business Summary

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent								
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.9%	3	0.6%	5	1.6%	18	0.9%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	0.7%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	5	0.3%
Construction	11	34.4%	24	20.5%	31	28.2%	86	15.9%	73	23.3%	280	14.5%
Manufacturing	1	3.1%	9	7.7%	4	3.6%	25	4.6%	15	4.8%	92	4.8%
Wholesale Trade	1	3.1%	4	3.4%	2	1.8%	11	2.0%	7	2.2%	41	2.1%
Retail Trade	4	12.5%	24	20.5%	13	11.8%	67	12.4%	36	11.5%	234	12.1%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	1	0.9%	4	0.7%	4	1.3%	28	1.5%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.9%	1	0.2%	2	0.6%	4	0.2%
Electronics & Appliance Stores	1	3.1%	3	2.6%	1	0.9%	8	1.5%	4	1.3%	31	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	1	3.1%	9	7.7%	2	1.8%	17	3.1%	4	1.3%	28	1.5%
Food & Beverage Stores	3	9.4%	8	6.8%	5	4.5%	16	3.0%	10	3.2%	70	3.6%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.2%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.6%	12	0.6%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.9%	5	0.9%	4	1.3%	16	0.8%
General Merchandise Stores	1	3.1%	4	3.4%	1	0.9%	7	1.3%	2	0.6%	14	0.7%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	1	0.9%	2	0.4%	3	1.0%	20	1.0%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.9%	7	1.3%	1	0.3%	10	0.5%
Transportation & Warehousing	3	9.4%	10	8.5%	7	6.4%	23	4.3%	14	4.5%	78	4.0%
Information	0	0.0%	0	0.0%	2	1.8%	5	0.9%	5	1.6%	26	1.3%
Finance & Insurance	1	3.1%	0	0.0%	3	2.7%	2	0.4%	10	3.2%	17	0.9%
Central Bank/Credit Intermediation & Related Activities	1	3.1%	0	0.0%	2	1.8%	0	0.0%	7	2.2%	11	0.6%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	1	0.9%	1	0.2%	1	0.3%	1	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	1	0.9%	1	0.2%	2	0.6%	5	0.3%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%	1	0.9%	3	0.6%	8	2.6%	26	1.3%
Professional, Scientific & Tech Services	1	3.1%	1	0.9%	5	4.5%	13	2.4%	16	5.1%	48	2.5%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
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	2	6.3%	6	5.1%	9	8.2%	22	4.1%	23	7.3%	60	3.1%
Educational Services	0	0.0%	0	0.0%	2	1.8%	99	18.3%	8	2.6%	364	18.9%
Health Care & Social Assistance	1	3.1%	3	2.6%	2	1.8%	17	3.1%	7	2.2%	100	5.2%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	2	1.8%	15	2.8%	10	3.2%	56	2.9%
Accommodation & Food Services	1	3.1%	3	2.6%	3	2.7%	6	1.1%	6	1.9%	39	2.0%
Accommodation	1	3.1%	1	0.9%	1	0.9%	2	0.4%	1	0.3%	2	0.1%
Food Services & Drinking Places	1	3.1%	2	1.7%	2	1.8%	4	0.7%	5	1.6%	37	1.9%
Other Services (except Public Administration)	5	15.6%	11	9.4%	16	14.5%	44	8.1%	44	14.1%	121	6.3%
Automotive Repair & Maintenance	2	6.3%	3	2.6%	5	4.5%	11	2.0%	11	3.5%	31	1.6%
Public Administration	1	3.1%	24	20.5%	4	3.6%	102	18.9%	13	4.2%	310	16.1%
Unclassified Establishments	1	3.1%	0	0.0%	2	1.8%	0	0.0%	10	3.2%	0	0.0%
Total	32	100.0%	117	100.0%	110	100.0%	541	100.0%	313	100.0%	1,929	100.0%

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

Retail MarketPlace Profile

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Summary Demographics

2016 Population	1,185
2016 Households	423
2016 Median Disposable Income	\$50,259
2016 Per Capita Income	\$23,418

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	\$15,906,014	\$2,077,256	\$13,828,758	76.9	5
Total Retail Trade	44-45	\$14,560,958	\$1,868,707	\$12,692,251	77.3	3
Total Food & Drink	722	\$1,345,056	\$208,548	\$1,136,508	73.2	2

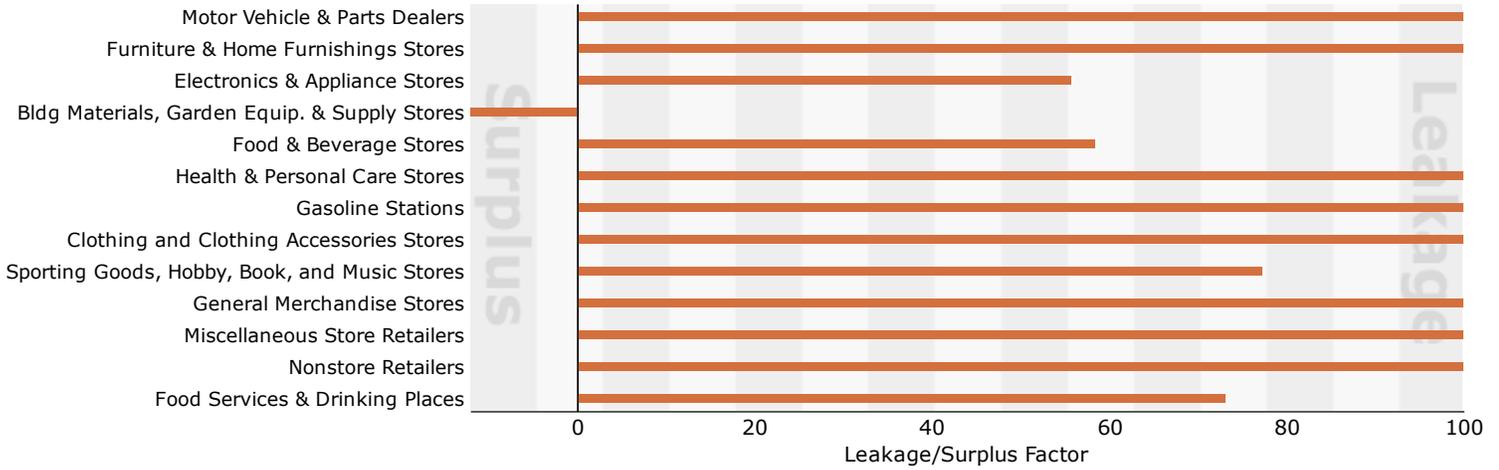
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,437,977	\$0	\$3,437,977	100.0	0
Automobile Dealers	4411	\$2,798,107	\$0	\$2,798,107	100.0	0
Other Motor Vehicle Dealers	4412	\$409,032	\$0	\$409,032	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$230,838	\$0	\$230,838	100.0	0
Furniture & Home Furnishings Stores	442	\$370,991	\$0	\$370,991	100.0	0
Furniture Stores	4421	\$231,419	\$0	\$231,419	100.0	0
Home Furnishings Stores	4422	\$139,572	\$0	\$139,572	100.0	0
Electronics & Appliance Stores	443	\$747,044	\$212,327	\$534,717	55.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$719,925	\$917,043	-\$197,118	-12.0	1
Bldg Material & Supplies Dealers	4441	\$593,879	\$0	\$593,879	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$126,046	\$917,043	-\$790,997	-75.8	1
Food & Beverage Stores	445	\$2,597,045	\$681,464	\$1,915,581	58.4	2
Grocery Stores	4451	\$2,399,234	\$466,112	\$1,933,122	67.5	1
Specialty Food Stores	4452	\$125,026	\$215,352	-\$90,326	-26.5	1
Beer, Wine & Liquor Stores	4453	\$72,786	\$0	\$72,786	100.0	0
Health & Personal Care Stores	446,4461	\$1,126,894	\$0	\$1,126,894	100.0	0
Gasoline Stations	447,4471	\$1,055,760	\$0	\$1,055,760	100.0	0
Clothing & Clothing Accessories Stores	448	\$570,166	\$0	\$570,166	100.0	0
Clothing Stores	4481	\$367,144	\$0	\$367,144	100.0	0
Shoe Stores	4482	\$70,990	\$0	\$70,990	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$132,032	\$0	\$132,032	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$452,098	\$57,874	\$394,224	77.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$371,227	\$57,874	\$313,353	73.0	1
Book, Periodical & Music Stores	4512	\$80,871	\$0	\$80,871	100.0	0
General Merchandise Stores	452	\$2,525,803	\$0	\$2,525,803	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,967,005	\$0	\$1,967,005	100.0	0
Other General Merchandise Stores	4529	\$558,799	\$0	\$558,799	100.0	0
Miscellaneous Store Retailers	453	\$713,408	\$0	\$713,408	100.0	0
Florists	4531	\$33,257	\$0	\$33,257	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$152,073	\$0	\$152,073	100.0	0
Used Merchandise Stores	4533	\$89,770	\$0	\$89,770	100.0	0
Other Miscellaneous Store Retailers	4539	\$438,308	\$0	\$438,308	100.0	0
Nonstore Retailers	454	\$243,849	\$0	\$243,849	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$124,391	\$0	\$124,391	100.0	0
Vending Machine Operators	4542	\$22,783	\$0	\$22,783	100.0	0
Direct Selling Establishments	4543	\$96,675	\$0	\$96,675	100.0	0
Food Services & Drinking Places	722	\$1,345,056	\$208,548	\$1,136,508	73.2	2
Full-Service Restaurants	7221	\$664,292	\$166,778	\$497,514	59.9	1
Limited-Service Eating Places	7222	\$604,560	\$0	\$604,560	100.0	0
Special Food Services	7223	\$37,057	\$41,770	-\$4,713	-6.0	1
Drinking Places - Alcoholic Beverages	7224	\$39,146	\$0	\$39,146	100.0	0

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

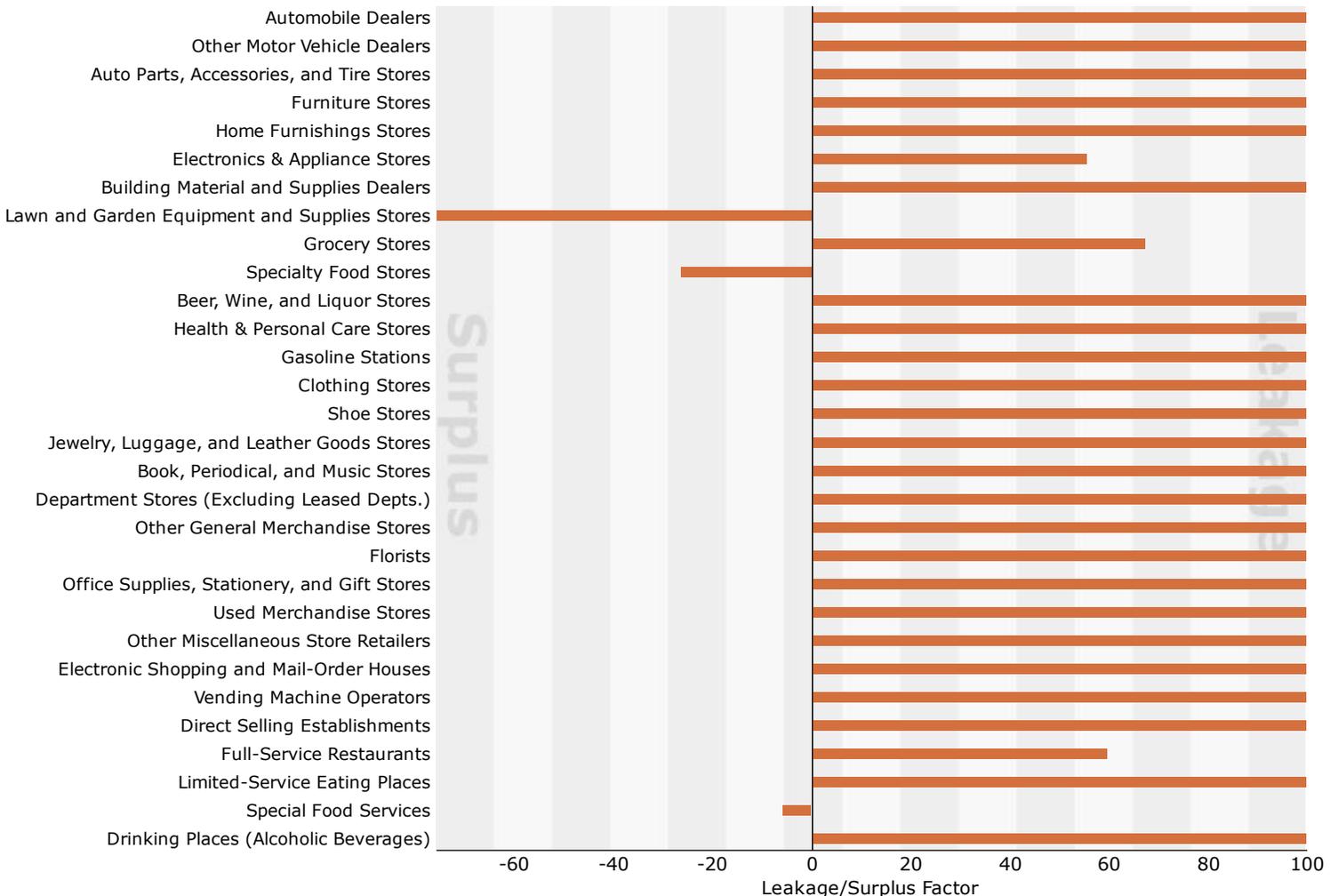
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Summary Demographics

2016 Population	5,478
2016 Households	1,991
2016 Median Disposable Income	\$48,919
2016 Per Capita Income	\$25,723

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	\$78,887,037	\$7,752,710	\$71,134,327	82.1	15
Total Retail Trade	44-45	\$72,214,858	\$7,345,453	\$64,869,405	81.5	11
Total Food & Drink	722	\$6,672,180	\$407,258	\$6,264,922	88.5	3

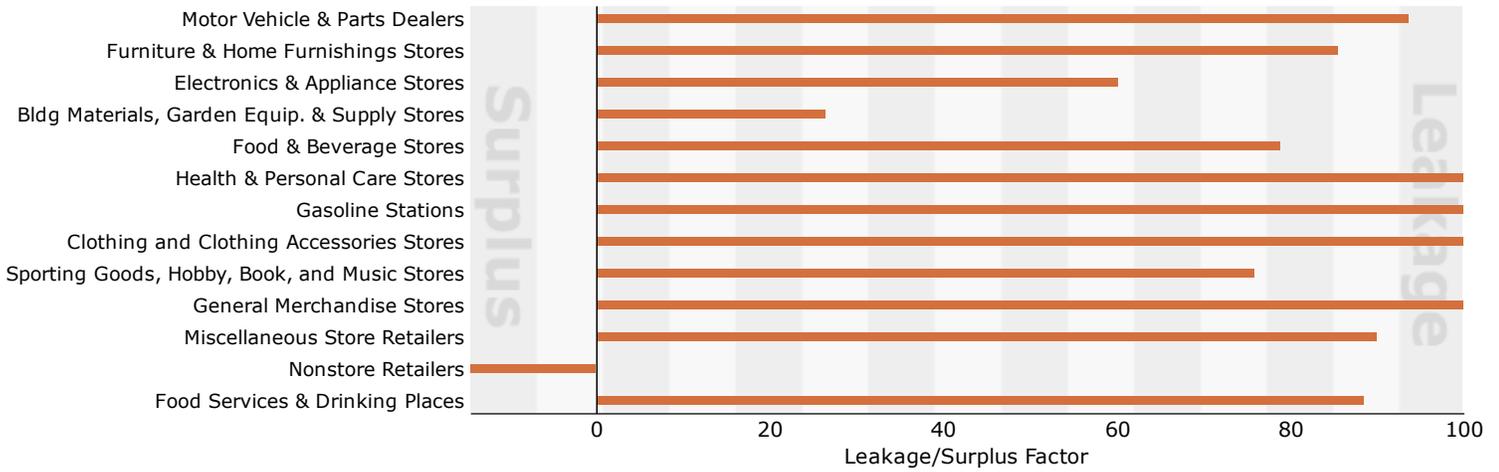
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,041,634	\$549,651	\$16,491,983	93.8	1
Automobile Dealers	4411	\$13,885,962	\$0	\$13,885,962	100.0	0
Other Motor Vehicle Dealers	4412	\$2,013,868	\$0	\$2,013,868	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,141,803	\$379,073	\$762,730	50.2	1
Furniture & Home Furnishings Stores	442	\$1,842,624	\$142,376	\$1,700,248	85.7	1
Furniture Stores	4421	\$1,153,422	\$0	\$1,153,422	100.0	0
Home Furnishings Stores	4422	\$689,202	\$142,376	\$546,826	65.8	1
Electronics & Appliance Stores	443	\$3,699,279	\$916,901	\$2,782,378	60.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,548,331	\$2,060,629	\$1,487,702	26.5	2
Bldg Material & Supplies Dealers	4441	\$2,930,765	\$307,069	\$2,623,696	81.0	1
Lawn & Garden Equip & Supply Stores	4442	\$617,566	\$1,753,560	-\$1,135,994	-47.9	2
Food & Beverage Stores	445	\$12,883,378	\$1,522,626	\$11,360,752	78.9	3
Grocery Stores	4451	\$11,901,649	\$1,082,904	\$10,818,745	83.3	2
Specialty Food Stores	4452	\$619,939	\$400,081	\$219,858	21.6	1
Beer, Wine & Liquor Stores	4453	\$361,790	\$0	\$361,790	100.0	0
Health & Personal Care Stores	446,4461	\$5,588,905	\$0	\$5,588,905	100.0	0
Gasoline Stations	447,4471	\$5,256,886	\$0	\$5,256,886	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,835,477	\$0	\$2,835,477	100.0	0
Clothing Stores	4481	\$1,825,441	\$0	\$1,825,441	100.0	0
Shoe Stores	4482	\$354,196	\$0	\$354,196	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$655,839	\$0	\$655,839	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,242,824	\$305,972	\$1,936,852	76.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,843,078	\$305,972	\$1,537,106	71.5	2
Book, Periodical & Music Stores	4512	\$399,746	\$0	\$399,746	100.0	0
General Merchandise Stores	452	\$12,541,791	\$0	\$12,541,791	100.0	0
Department Stores Excluding Leased Depts.	4521	\$9,771,048	\$0	\$9,771,048	100.0	0
Other General Merchandise Stores	4529	\$2,770,743	\$0	\$2,770,743	100.0	0
Miscellaneous Store Retailers	453	\$3,534,085	\$186,579	\$3,347,506	90.0	1
Florists	4531	\$162,624	\$0	\$162,624	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$754,664	\$0	\$754,664	100.0	0
Used Merchandise Stores	4533	\$444,279	\$0	\$444,279	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,172,518	\$186,579	\$1,985,939	84.2	1
Nonstore Retailers	454	\$1,199,644	\$1,606,410	-\$406,766	-14.5	1
Electronic Shopping & Mail-Order Houses	4541	\$616,208	\$0	\$616,208	100.0	0
Vending Machine Operators	4542	\$112,997	\$0	\$112,997	100.0	0
Direct Selling Establishments	4543	\$470,438	\$1,606,410	-\$1,135,972	-54.7	1
Food Services & Drinking Places	722	\$6,672,180	\$407,258	\$6,264,922	88.5	3
Full-Service Restaurants	7221	\$3,293,598	\$291,863	\$3,001,735	83.7	2
Limited-Service Eating Places	7222	\$3,003,015	\$0	\$3,003,015	100.0	0
Special Food Services	7223	\$182,574	\$73,099	\$109,475	42.8	1
Drinking Places - Alcoholic Beverages	7224	\$192,994	\$42,296	\$150,698	64.0	1

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

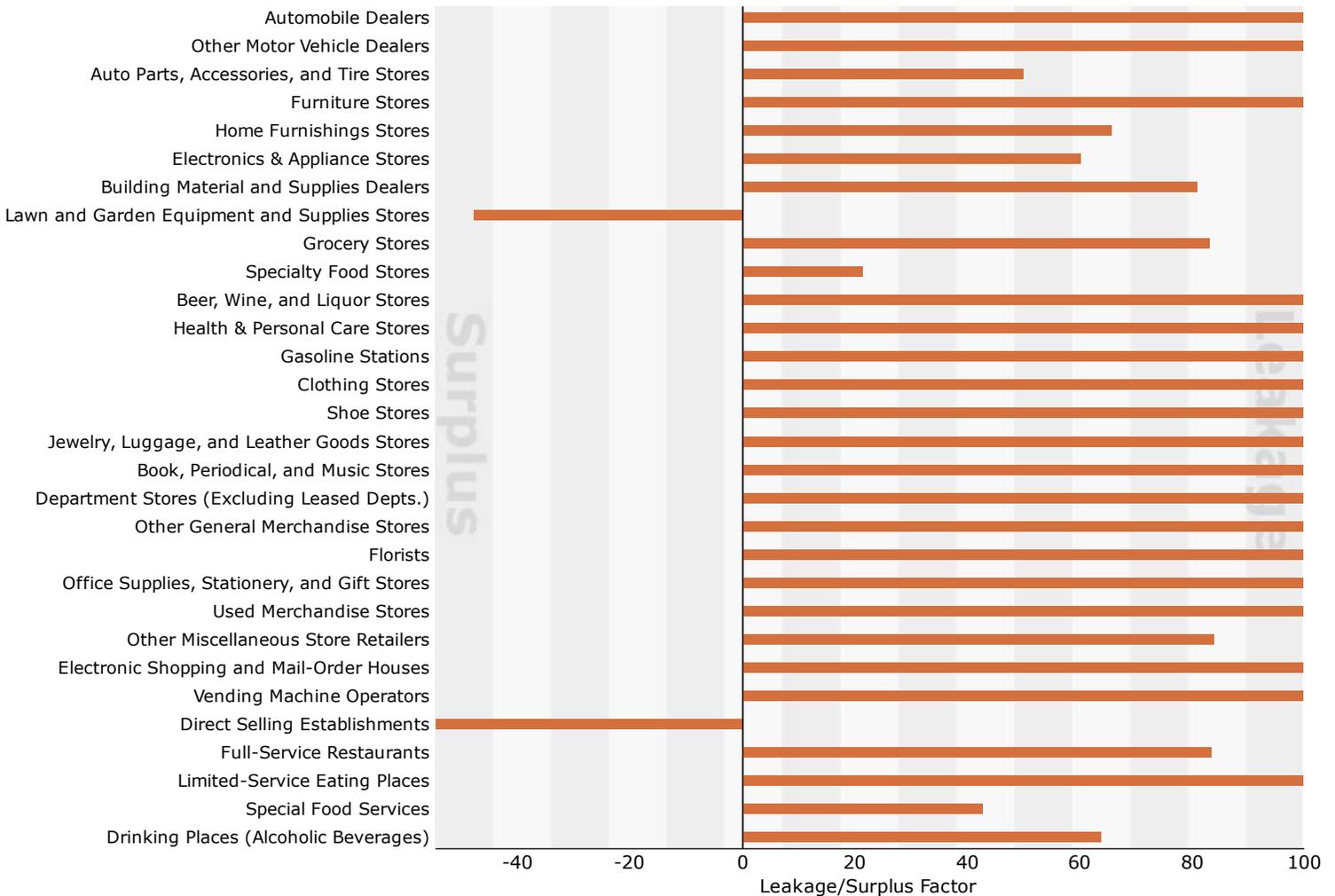
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Summary Demographics

2016 Population	14,043
2016 Households	5,223
2016 Median Disposable Income	\$47,105
2016 Per Capita Income	\$26,208

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	\$207,002,632	\$37,595,881	\$169,406,751	69.3	44
Total Retail Trade	44-45	\$189,485,306	\$36,016,528	\$153,468,778	68.1	37
Total Food & Drink	722	\$17,517,326	\$1,579,352	\$15,937,974	83.5	7

Industry Group

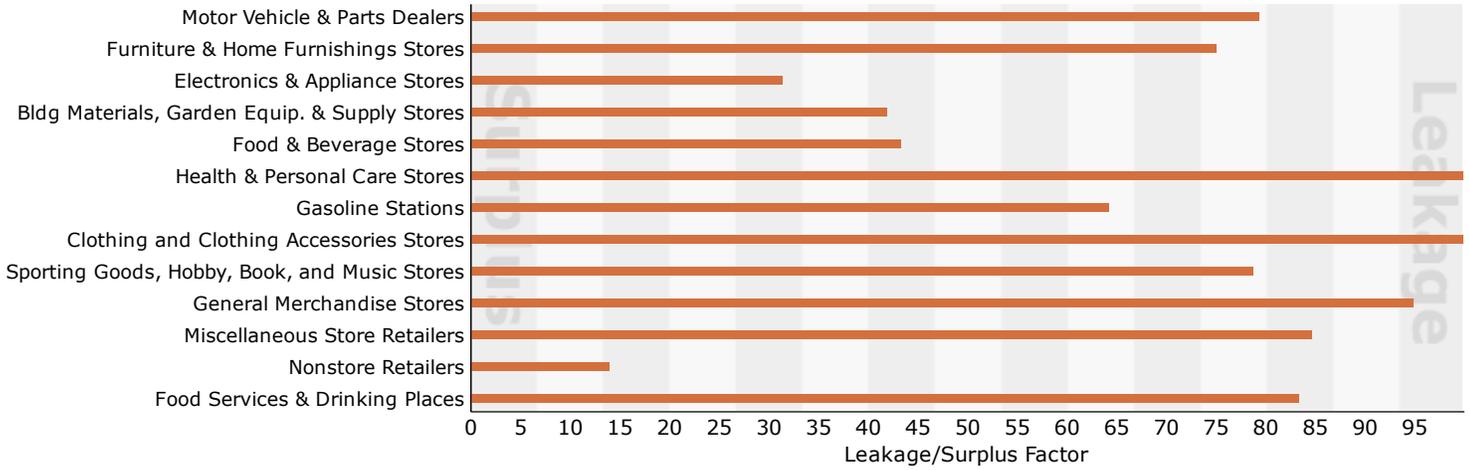
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,643,507	\$5,094,278	\$39,549,229	79.5	6
Automobile Dealers	4411	\$36,355,403	\$2,407,630	\$33,947,773	87.6	3
Other Motor Vehicle Dealers	4412	\$5,291,330	\$0	\$5,291,330	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,996,774	\$2,545,005	\$451,769	8.2	3
Furniture & Home Furnishings Stores	442	\$4,835,145	\$687,092	\$4,148,053	75.1	2
Furniture Stores	4421	\$3,029,079	\$0	\$3,029,079	100.0	0
Home Furnishings Stores	4422	\$1,806,066	\$687,092	\$1,118,974	44.9	2
Electronics & Appliance Stores	443	\$9,712,645	\$5,060,283	\$4,652,362	31.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,325,554	\$3,805,195	\$5,520,359	42.0	7
Bldg Material & Supplies Dealers	4441	\$7,726,154	\$1,594,298	\$6,131,856	65.8	3
Lawn & Garden Equip & Supply Stores	4442	\$1,599,399	\$2,210,897	-\$611,498	-16.0	4
Food & Beverage Stores	445	\$33,806,548	\$13,323,311	\$20,483,237	43.5	8
Grocery Stores	4451	\$31,228,395	\$12,201,451	\$19,026,944	43.8	5
Specialty Food Stores	4452	\$1,626,182	\$623,465	\$1,002,717	44.6	2
Beer, Wine & Liquor Stores	4453	\$951,971	\$498,396	\$453,575	31.3	1
Health & Personal Care Stores	446,4461	\$14,644,292	\$0	\$14,644,292	100.0	0
Gasoline Stations	447,4471	\$13,809,072	\$2,998,392	\$10,810,680	64.3	1
Clothing & Clothing Accessories Stores	448	\$7,468,489	\$0	\$7,468,489	100.0	0
Clothing Stores	4481	\$4,797,772	\$0	\$4,797,772	100.0	0
Shoe Stores	4482	\$934,025	\$0	\$934,025	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,736,692	\$0	\$1,736,692	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,906,417	\$699,525	\$5,206,892	78.8	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,860,648	\$699,525	\$4,161,123	74.8	4
Book, Periodical & Music Stores	4512	\$1,045,769	\$0	\$1,045,769	100.0	0
General Merchandise Stores	452	\$32,930,525	\$840,242	\$32,090,283	95.0	1
Department Stores Excluding Leased Depts.	4521	\$25,662,742	\$0	\$25,662,742	100.0	0
Other General Merchandise Stores	4529	\$7,267,783	\$840,242	\$6,427,541	79.3	1
Miscellaneous Store Retailers	453	\$9,267,766	\$762,794	\$8,504,972	84.8	2
Florists	4531	\$418,483	\$0	\$418,483	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,985,559	\$0	\$1,985,559	100.0	0
Used Merchandise Stores	4533	\$1,164,583	\$0	\$1,164,583	100.0	0
Other Miscellaneous Store Retailers	4539	\$5,699,140	\$753,107	\$4,946,033	76.7	2
Nonstore Retailers	454	\$3,135,346	\$2,362,365	\$772,981	14.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,616,790	\$0	\$1,616,790	100.0	0
Vending Machine Operators	4542	\$296,477	\$0	\$296,477	100.0	0
Direct Selling Establishments	4543	\$1,222,079	\$2,362,365	-\$1,140,286	-31.8	1
Food Services & Drinking Places	722	\$17,517,326	\$1,579,352	\$15,937,974	83.5	7
Full-Service Restaurants	7221	\$8,644,340	\$924,349	\$7,719,991	80.7	4
Limited-Service Eating Places	7222	\$7,893,893	\$429,405	\$7,464,488	89.7	1
Special Food Services	7223	\$474,207	\$74,404	\$399,803	72.9	1
Drinking Places - Alcoholic Beverages	7224	\$504,886	\$151,194	\$353,692	53.9	2

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

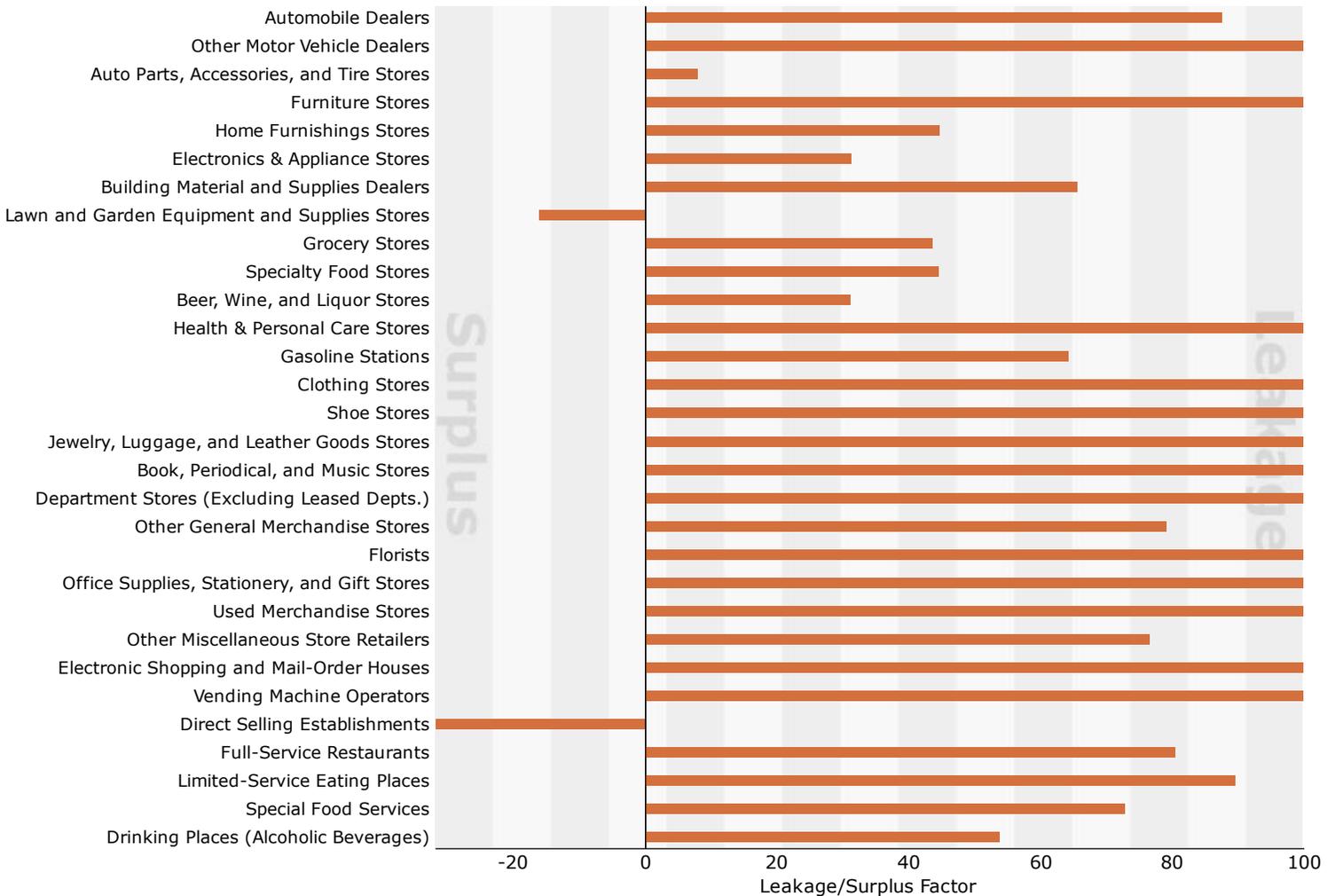
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Newtownsville Downtown Area
 700 STHY 131, Batavia, OH, 45103
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.18199
 Longitude: -84.08672

Demographic Summary	2016	2021
Population	1,185	1,201
Population 18+	933	959
Households	423	432
Median Household Income	\$59,670	\$70,016

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	491	52.6%	111
Bought any women's clothing in last 12 months	440	47.2%	107
Bought clothing for child <13 years in last 6 months	264	28.3%	103
Bought any shoes in last 12 months	534	57.2%	106
Bought costume jewelry in last 12 months	184	19.7%	101
Bought any fine jewelry in last 12 months	158	16.9%	92
Bought a watch in last 12 months	88	9.4%	86
Automobiles (Households)			
HH owns/leases any vehicle	401	94.8%	111
HH bought/leased new vehicle last 12 mo	37	8.7%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	872	93.5%	110
Bought/changed motor oil in last 12 months	573	61.4%	125
Had tune-up in last 12 months	267	28.6%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	568	60.9%	93
Drank regular cola in last 6 months	427	45.8%	102
Drank beer/ale in last 6 months	398	42.7%	100
Cameras (Adults)			
Own digital point & shoot camera	325	34.8%	120
Own digital single-lens reflex (SLR) camera	79	8.5%	98
Bought any camera in last 12 months	56	6.0%	105
Printed digital photos in last 12 months	31	3.3%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	316	33.9%	94
Have a smartphone	412	44.2%	75
Have a smartphone: Android phone (any brand)	215	23.0%	86
Have a smartphone: Apple iPhone	140	15.0%	58
Number of cell phones in household: 1	139	32.9%	102
Number of cell phones in household: 2	169	40.0%	107
Number of cell phones in household: 3+	91	21.5%	84
HH has cell phone only (no landline telephone)	155	36.6%	87
Computers (Households)			
HH owns a computer	311	73.5%	96
HH owns desktop computer	196	46.3%	102
HH owns laptop/notebook	204	48.2%	89
HH owns any Apple/Mac brand computer	30	7.1%	47
HH owns any PC/non-Apple brand computer	295	69.7%	103
HH purchased most recent computer in a store	157	37.1%	99
HH purchased most recent computer online	47	11.1%	85
Spent <\$500 on most recent home computer	74	17.5%	120
Spent \$500-\$999 on most recent home computer	76	18.0%	94
Spent \$1,000-\$1,499 on most recent home computer	31	7.3%	77
Spent \$1,500-\$1,999 on most recent home computer	15	3.5%	78
Spent \$2,000+ on most recent home computer	11	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

Newtownsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	494	52.9%	104
Bought brewed coffee at convenience store in last 30 days	169	18.1%	115
Bought cigarettes at convenience store in last 30 days	145	15.5%	124
Bought gas at convenience store in last 30 days	407	43.6%	132
Spent at convenience store in last 30 days: <\$20	90	9.6%	119
Spent at convenience store in last 30 days: \$20-\$39	73	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	89	9.5%	125
Spent at convenience store in last 30 days: \$51-\$99	48	5.1%	116
Spent at convenience store in last 30 days: \$100+	271	29.0%	127
Entertainment (Adults)			
Attended a movie in last 6 months	468	50.2%	84
Went to live theater in last 12 months	106	11.4%	87
Went to a bar/night club in last 12 months	152	16.3%	98
Dined out in last 12 months	449	48.1%	107
Gambled at a casino in last 12 months	126	13.5%	99
Visited a theme park in last 12 months	141	15.1%	86
Viewed movie (video-on-demand) in last 30 days	92	9.9%	58
Viewed TV show (video-on-demand) in last 30 days	61	6.5%	51
Watched any pay-per-view TV in last 12 months	94	10.1%	77
Downloaded a movie over the Internet in last 30 days	30	3.2%	45
Downloaded any individual song in last 6 months	130	13.9%	68
Watched a movie online in the last 30 days	72	7.7%	48
Watched a TV program online in last 30 days	64	6.9%	46
Played a video/electronic game (console) in last 12 months	96	10.3%	99
Played a video/electronic game (portable) in last 12 months	42	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	329	35.3%	113
Used ATM/cash machine in last 12 months	433	46.4%	95
Own any stock	68	7.3%	95
Own U.S. savings bond	56	6.0%	113
Own shares in mutual fund (stock)	77	8.3%	114
Own shares in mutual fund (bonds)	46	4.9%	101
Have interest checking account	303	32.5%	115
Have non-interest checking account	328	35.2%	124
Have savings account	551	59.1%	109
Have 401K retirement savings plan	149	16.0%	110
Own/used any credit/debit card in last 12 months	728	78.0%	105
Avg monthly credit card expenditures: <\$111	128	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	81	8.7%	126
Avg monthly credit card expenditures: \$226-\$450	54	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	60	6.4%	121
Avg monthly credit card expenditures: \$701-\$1,000	31	3.3%	77
Avg monthly credit card expenditures: \$1,001+	59	6.3%	70
Did banking online in last 12 months	294	31.5%	88
Did banking on mobile device in last 12 months	106	11.4%	81
Paid bills online in last 12 months	339	36.3%	84

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Retail Market Potential

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	318	75.2%	108
Used bread in last 6 months	409	96.7%	103
Used chicken (fresh or frozen) in last 6 months	298	70.4%	102
Used turkey (fresh or frozen) in last 6 months	81	19.1%	121
Used fish/seafood (fresh or frozen) in last 6 months	222	52.5%	96
Used fresh fruit/vegetables in last 6 months	373	88.2%	103
Used fresh milk in last 6 months	394	93.1%	106
Used organic food in last 6 months	60	14.2%	72
Health (Adults)			
Exercise at home 2+ times per week	257	27.5%	97
Exercise at club 2+ times per week	83	8.9%	68
Visited a doctor in last 12 months	724	77.6%	102
Used vitamin/dietary supplement in last 6 months	493	52.8%	100
Home (Households)			
Any home improvement in last 12 months	143	33.8%	126
Used housekeeper/maid/professional HH cleaning service in last 12	42	9.9%	75
Purchased low ticket HH furnishings in last 12 months	60	14.2%	88
Purchased big ticket HH furnishings in last 12 months	75	17.7%	85
Bought any small kitchen appliance in last 12 months	88	20.8%	94
Bought any large kitchen appliance in last 12 months	50	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	491	52.6%	123
Carry medical/hospital/accident insurance	634	68.0%	104
Carry homeowner insurance	577	61.8%	131
Carry renter's insurance	53	5.7%	70
Have auto insurance: 1 vehicle in household covered	104	24.6%	80
Have auto insurance: 2 vehicles in household covered	126	29.8%	105
Have auto insurance: 3+ vehicles in household covered	149	35.2%	161
Pets (Households)			
Household owns any pet	284	67.1%	125
Household owns any cat	142	33.6%	150
Household owns any dog	229	54.1%	133
Psychographics (Adults)			
Buying American is important to me	492	52.7%	125
Usually buy items on credit rather than wait	98	10.5%	89
Usually buy based on quality - not price	154	16.5%	92
Price is usually more important than brand name	273	29.3%	112
Usually use coupons for brands I buy often	196	21.0%	111
Am interested in how to help the environment	99	10.6%	65
Usually pay more for environ safe product	88	9.4%	74
Usually value green products over convenience	72	7.7%	73
Likely to buy a brand that supports a charity	357	38.3%	110
Reading (Adults)			
Bought digital book in last 12 months	99	10.6%	80
Bought hardcover book in last 12 months	197	21.1%	101
Bought paperback book in last 12 month	279	29.9%	95
Read any daily newspaper (paper version)	276	29.6%	113
Read any digital newspaper in last 30 days	231	24.8%	74
Read any magazine (paper/electronic version) in last 6 months	816	87.5%	96

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

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Retail Market Potential

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

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	712	76.3%	102
Went to family restaurant/steak house: 4+ times a month	248	26.6%	97
Went to fast food/drive-in restaurant in last 6 months	856	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	380	40.7%	103
Fast food/drive-in last 6 months: eat in	386	41.4%	114
Fast food/drive-in last 6 months: home delivery	55	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	454	48.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	162	17.4%	89
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	211	22.6%	71
Own e-reader/tablet: iPad	59	6.3%	41
Own any portable MP3 player	248	26.6%	86
HH owns 1 TV	78	18.4%	90
HH owns 2 TVs	114	27.0%	104
HH owns 3 TVs	101	23.9%	112
HH owns 4+ TVs	87	20.6%	109
HH subscribes to cable TV	135	31.9%	64
HH subscribes to fiber optic	3	0.7%	9
HH has satellite dish	199	47.0%	185
HH owns DVD/Blu-ray player	272	64.3%	106
HH owns camcorder	67	15.8%	113
HH owns portable GPS navigation device	145	34.3%	125
HH purchased video game system in last 12 mos	24	5.7%	71
HH owns Internet video device for TV	19	4.5%	64
Travel (Adults)			
Domestic travel in last 12 months	424	45.4%	91
Took 3+ domestic non-business trips in last 12 months	85	9.1%	82
Spent on domestic vacations in last 12 months: <\$1,000	96	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	48	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	30	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	39	4.2%	107
Spent on domestic vacations in last 12 months: \$3,000+	40	4.3%	78
Domestic travel in the 12 months: used general travel website	45	4.8%	71
Foreign travel in last 3 years	145	15.5%	64
Took 3+ foreign trips by plane in last 3 years	25	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	30	3.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	17	1.8%	56
Spent on foreign vacations in last 12 months: \$3,000+	29	3.1%	63
Foreign travel in last 3 years: used general travel website	26	2.8%	50
Nights spent in hotel/motel in last 12 months: any	349	37.4%	92
Took cruise of more than one day in last 3 years	57	6.1%	73
Member of any frequent flyer program	74	7.9%	49
Member of any hotel rewards program	103	11.0%	78

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Retail Market Potential

Newtownsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Demographic Summary		2016	2021
Population		5,478	5,580
Population 18+		4,352	4,473
Households		1,991	2,038
Median Household Income		\$58,225	\$66,369

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,273	52.2%	111
Bought any women's clothing in last 12 months	2,060	47.3%	108
Bought clothing for child <13 years in last 6 months	1,231	28.3%	103
Bought any shoes in last 12 months	2,482	57.0%	106
Bought costume jewelry in last 12 months	864	19.9%	102
Bought any fine jewelry in last 12 months	749	17.2%	94
Bought a watch in last 12 months	413	9.5%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,880	94.4%	110
HH bought/leased new vehicle last 12 mo	175	8.8%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,065	93.4%	110
Bought/changed motor oil in last 12 months	2,684	61.7%	126
Had tune-up in last 12 months	1,253	28.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,667	61.3%	94
Drank regular cola in last 6 months	2,011	46.2%	103
Drank beer/ale in last 6 months	1,834	42.1%	99
Cameras (Adults)			
Own digital point & shoot camera	1,496	34.4%	118
Own digital single-lens reflex (SLR) camera	354	8.1%	94
Bought any camera in last 12 months	260	6.0%	105
Printed digital photos in last 12 months	148	3.4%	116
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,489	34.2%	95
Have a smartphone	1,939	44.6%	76
Have a smartphone: Android phone (any brand)	1,006	23.1%	86
Have a smartphone: Apple iPhone	665	15.3%	59
Number of cell phones in household: 1	656	32.9%	103
Number of cell phones in household: 2	793	39.8%	106
Number of cell phones in household: 3+	430	21.6%	85
HH has cell phone only (no landline telephone)	740	37.2%	89
Computers (Households)			
HH owns a computer	1,461	73.4%	95
HH owns desktop computer	915	46.0%	101
HH owns laptop/notebook	960	48.2%	89
HH owns any Apple/Mac brand computer	142	7.1%	47
HH owns any PC/non-Apple brand computer	1,382	69.4%	102
HH purchased most recent computer in a store	740	37.2%	99
HH purchased most recent computer online	217	10.9%	83
Spent <\$500 on most recent home computer	345	17.3%	119
Spent \$500-\$999 on most recent home computer	357	17.9%	94
Spent \$1,000-\$1,499 on most recent home computer	146	7.3%	77
Spent \$1,500-\$1,999 on most recent home computer	68	3.4%	75
Spent \$2,000+ on most recent home computer	53	2.7%	68

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Retail Market Potential

Newtonsville Downtown Area
700 STHY 131, Batavia, OH, 45103
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.18199
Longitude: -84.08672

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,299	52.8%	104
Bought brewed coffee at convenience store in last 30 days	783	18.0%	115
Bought cigarettes at convenience store in last 30 days	694	15.9%	127
Bought gas at convenience store in last 30 days	1,903	43.7%	132
Spent at convenience store in last 30 days: <\$20	404	9.3%	115
Spent at convenience store in last 30 days: \$20-\$39	338	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	415	9.5%	125
Spent at convenience store in last 30 days: \$51-\$99	225	5.2%	117
Spent at convenience store in last 30 days: \$100+	1,275	29.3%	128
Entertainment (Adults)			
Attended a movie in last 6 months	2,184	50.2%	84
Went to live theater in last 12 months	482	11.1%	85
Went to a bar/night club in last 12 months	691	15.9%	95
Dined out in last 12 months	2,066	47.5%	106
Gambled at a casino in last 12 months	575	13.2%	96
Visited a theme park in last 12 months	649	14.9%	85
Viewed movie (video-on-demand) in last 30 days	434	10.0%	59
Viewed TV show (video-on-demand) in last 30 days	282	6.5%	50
Watched any pay-per-view TV in last 12 months	450	10.3%	79
Downloaded a movie over the Internet in last 30 days	137	3.1%	44
Downloaded any individual song in last 6 months	619	14.2%	70
Watched a movie online in the last 30 days	334	7.7%	48
Watched a TV program online in last 30 days	298	6.8%	46
Played a video/electronic game (console) in last 12 months	445	10.2%	98
Played a video/electronic game (portable) in last 12 months	197	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	1,526	35.1%	113
Used ATM/cash machine in last 12 months	2,013	46.3%	94
Own any stock	310	7.1%	93
Own U.S. savings bond	250	5.7%	108
Own shares in mutual fund (stock)	346	8.0%	110
Own shares in mutual fund (bonds)	207	4.8%	98
Have interest checking account	1,398	32.1%	114
Have non-interest checking account	1,516	34.8%	123
Have savings account	2,526	58.0%	107
Have 401K retirement savings plan	680	15.6%	108
Own/used any credit/debit card in last 12 months	3,387	77.8%	104
Avg monthly credit card expenditures: <\$111	596	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	374	8.6%	125
Avg monthly credit card expenditures: \$226-\$450	248	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	275	6.3%	119
Avg monthly credit card expenditures: \$701-\$1,000	139	3.2%	74
Avg monthly credit card expenditures: \$1,001+	262	6.0%	66
Did banking online in last 12 months	1,370	31.5%	88
Did banking on mobile device in last 12 months	494	11.4%	81
Paid bills online in last 12 months	1,584	36.4%	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.

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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	1,497	75.2%	108
Used bread in last 6 months	1,923	96.6%	103
Used chicken (fresh or frozen) in last 6 months	1,404	70.5%	102
Used turkey (fresh or frozen) in last 6 months	373	18.7%	118
Used fish/seafood (fresh or frozen) in last 6 months	1,045	52.5%	96
Used fresh fruit/vegetables in last 6 months	1,754	88.1%	103
Used fresh milk in last 6 months	1,851	93.0%	106
Used organic food in last 6 months	279	14.0%	71
Health (Adults)			
Exercise at home 2+ times per week	1,198	27.5%	97
Exercise at club 2+ times per week	377	8.7%	67
Visited a doctor in last 12 months	3,383	77.7%	103
Used vitamin/dietary supplement in last 6 months	2,293	52.7%	100
Home (Households)			
Any home improvement in last 12 months	667	33.5%	125
Used housekeeper/maid/professional HH cleaning service in last 12	193	9.7%	74
Purchased low ticket HH furnishings in last 12 months	283	14.2%	88
Purchased big ticket HH furnishings in last 12 months	357	17.9%	86
Bought any small kitchen appliance in last 12 months	416	20.9%	94
Bought any large kitchen appliance in last 12 months	237	11.9%	94
Insurance (Adults/Households)			
Currently carry life insurance	2,268	52.1%	122
Carry medical/hospital/accident insurance	2,943	67.6%	103
Carry homeowner insurance	2,662	61.2%	130
Carry renter's insurance	243	5.6%	69
Have auto insurance: 1 vehicle in household covered	497	25.0%	81
Have auto insurance: 2 vehicles in household covered	593	29.8%	105
Have auto insurance: 3+ vehicles in household covered	689	34.6%	158
Pets (Households)			
Household owns any pet	1,340	67.3%	125
Household owns any cat	667	33.5%	149
Household owns any dog	1,087	54.6%	134
Psychographics (Adults)			
Buying American is important to me	2,301	52.9%	125
Usually buy items on credit rather than wait	457	10.5%	89
Usually buy based on quality - not price	727	16.7%	93
Price is usually more important than brand name	1,280	29.4%	112
Usually use coupons for brands I buy often	913	21.0%	111
Am interested in how to help the environment	463	10.6%	65
Usually pay more for environ safe product	414	9.5%	74
Usually value green products over convenience	344	7.9%	75
Likely to buy a brand that supports a charity	1,651	37.9%	109
Reading (Adults)			
Bought digital book in last 12 months	463	10.6%	80
Bought hardcover book in last 12 months	907	20.8%	100
Bought paperback book in last 12 month	1,303	29.9%	95
Read any daily newspaper (paper version)	1,259	28.9%	111
Read any digital newspaper in last 30 days	1,092	25.1%	75
Read any magazine (paper/electronic version) in last 6 months	3,807	87.5%	96

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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	3,330	76.5%	103
Went to family restaurant/steak house: 4+ times a month	1,172	26.9%	98
Went to fast food/drive-in restaurant in last 6 months	4,001	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,792	41.2%	104
Fast food/drive-in last 6 months: eat in	1,798	41.3%	114
Fast food/drive-in last 6 months: home delivery	255	5.9%	76
Fast food/drive-in last 6 months: take-out/drive-thru	2,140	49.2%	106
Fast food/drive-in last 6 months: take-out/walk-in	761	17.5%	90
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	981	22.5%	71
Own e-reader/tablet: iPad	278	6.4%	42
Own any portable MP3 player	1,154	26.5%	86
HH owns 1 TV	364	18.3%	89
HH owns 2 TVs	534	26.8%	103
HH owns 3 TVs	474	23.8%	111
HH owns 4+ TVs	414	20.8%	110
HH subscribes to cable TV	630	31.6%	64
HH subscribes to fiber optic	16	0.8%	11
HH has satellite dish	944	47.4%	187
HH owns DVD/Blu-ray player	1,278	64.2%	106
HH owns camcorder	312	15.7%	112
HH owns portable GPS navigation device	669	33.6%	122
HH purchased video game system in last 12 mos	115	5.8%	73
HH owns Internet video device for TV	89	4.5%	63
Travel (Adults)			
Domestic travel in last 12 months	1,984	45.6%	91
Took 3+ domestic non-business trips in last 12 months	390	9.0%	81
Spent on domestic vacations in last 12 months: <\$1,000	447	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	223	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	138	3.2%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	175	4.0%	103
Spent on domestic vacations in last 12 months: \$3,000+	187	4.3%	78
Domestic travel in the 12 months: used general travel website	214	4.9%	73
Foreign travel in last 3 years	664	15.3%	63
Took 3+ foreign trips by plane in last 3 years	110	2.5%	56
Spent on foreign vacations in last 12 months: <\$1,000	134	3.1%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	81	1.9%	57
Spent on foreign vacations in last 12 months: \$3,000+	131	3.0%	61
Foreign travel in last 3 years: used general travel website	124	2.8%	51
Nights spent in hotel/motel in last 12 months: any	1,622	37.3%	92
Took cruise of more than one day in last 3 years	263	6.0%	72
Member of any frequent flyer program	336	7.7%	47
Member of any hotel rewards program	475	10.9%	77

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Demographic Summary	2016	2021
Population	14,043	14,340
Population 18+	11,155	11,464
Households	5,223	5,354
Median Household Income	\$56,634	\$63,713

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,775	51.8%	110
Bought any women's clothing in last 12 months	5,272	47.3%	108
Bought clothing for child <13 years in last 6 months	3,134	28.1%	102
Bought any shoes in last 12 months	6,323	56.7%	105
Bought costume jewelry in last 12 months	2,209	19.8%	101
Bought any fine jewelry in last 12 months	1,919	17.2%	94
Bought a watch in last 12 months	1,073	9.6%	87
Automobiles (Households)			
HH owns/leases any vehicle	4,924	94.3%	110
HH bought/leased new vehicle last 12 mo	455	8.7%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,412	93.3%	110
Bought/changed motor oil in last 12 months	6,876	61.6%	126
Had tune-up in last 12 months	3,233	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,850	61.4%	94
Drank regular cola in last 6 months	5,145	46.1%	103
Drank beer/ale in last 6 months	4,653	41.7%	98
Cameras (Adults)			
Own digital point & shoot camera	3,817	34.2%	117
Own digital single-lens reflex (SLR) camera	897	8.0%	93
Bought any camera in last 12 months	664	6.0%	104
Printed digital photos in last 12 months	384	3.4%	118
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,842	34.4%	95
Have a smartphone	5,021	45.0%	77
Have a smartphone: Android phone (any brand)	2,581	23.1%	86
Have a smartphone: Apple iPhone	1,752	15.7%	61
Number of cell phones in household: 1	1,728	33.1%	103
Number of cell phones in household: 2	2,077	39.8%	106
Number of cell phones in household: 3+	1,126	21.6%	85
HH has cell phone only (no landline telephone)	1,934	37.0%	88
Computers (Households)			
HH owns a computer	3,840	73.5%	96
HH owns desktop computer	2,399	45.9%	101
HH owns laptop/notebook	2,527	48.4%	89
HH owns any Apple/Mac brand computer	387	7.4%	49
HH owns any PC/non-Apple brand computer	3,626	69.4%	102
HH purchased most recent computer in a store	1,950	37.3%	99
HH purchased most recent computer online	572	11.0%	84
Spent <\$500 on most recent home computer	903	17.3%	119
Spent \$500-\$999 on most recent home computer	939	18.0%	94
Spent \$1,000-\$1,499 on most recent home computer	394	7.5%	80
Spent \$1,500-\$1,999 on most recent home computer	174	3.3%	73
Spent \$2,000+ on most recent home computer	141	2.7%	69

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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	5,861	52.5%	104
Bought brewed coffee at convenience store in last 30 days	1,992	17.9%	114
Bought cigarettes at convenience store in last 30 days	1,785	16.0%	128
Bought gas at convenience store in last 30 days	4,873	43.7%	132
Spent at convenience store in last 30 days: <\$20	1,004	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	866	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	1,047	9.4%	123
Spent at convenience store in last 30 days: \$51-\$99	569	5.1%	115
Spent at convenience store in last 30 days: \$100+	3,284	29.4%	128
Entertainment (Adults)			
Attended a movie in last 6 months	5,624	50.4%	85
Went to live theater in last 12 months	1,222	11.0%	84
Went to a bar/night club in last 12 months	1,731	15.5%	93
Dined out in last 12 months	5,251	47.1%	105
Gambled at a casino in last 12 months	1,467	13.2%	96
Visited a theme park in last 12 months	1,645	14.7%	84
Viewed movie (video-on-demand) in last 30 days	1,126	10.1%	59
Viewed TV show (video-on-demand) in last 30 days	733	6.6%	51
Watched any pay-per-view TV in last 12 months	1,175	10.5%	80
Downloaded a movie over the Internet in last 30 days	359	3.2%	45
Downloaded any individual song in last 6 months	1,619	14.5%	71
Watched a movie online in the last 30 days	874	7.8%	49
Watched a TV program online in last 30 days	787	7.1%	47
Played a video/electronic game (console) in last 12 months	1,138	10.2%	98
Played a video/electronic game (portable) in last 12 months	503	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	3,898	34.9%	112
Used ATM/cash machine in last 12 months	5,171	46.4%	94
Own any stock	789	7.1%	92
Own U.S. savings bond	626	5.6%	106
Own shares in mutual fund (stock)	859	7.7%	106
Own shares in mutual fund (bonds)	519	4.7%	96
Have interest checking account	3,544	31.8%	113
Have non-interest checking account	3,856	34.6%	122
Have savings account	6,405	57.4%	106
Have 401K retirement savings plan	1,703	15.3%	105
Own/used any credit/debit card in last 12 months	8,672	77.7%	104
Avg monthly credit card expenditures: <\$111	1,510	13.5%	117
Avg monthly credit card expenditures: \$111-\$225	939	8.4%	122
Avg monthly credit card expenditures: \$226-\$450	640	5.7%	91
Avg monthly credit card expenditures: \$451-\$700	694	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	354	3.2%	74
Avg monthly credit card expenditures: \$1,001+	663	5.9%	66
Did banking online in last 12 months	3,534	31.7%	89
Did banking on mobile device in last 12 months	1,252	11.2%	80
Paid bills online in last 12 months	4,111	36.9%	86

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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	3,929	75.2%	108
Used bread in last 6 months	5,041	96.5%	103
Used chicken (fresh or frozen) in last 6 months	3,688	70.6%	102
Used turkey (fresh or frozen) in last 6 months	968	18.5%	117
Used fish/seafood (fresh or frozen) in last 6 months	2,751	52.7%	96
Used fresh fruit/vegetables in last 6 months	4,606	88.2%	103
Used fresh milk in last 6 months	4,835	92.6%	105
Used organic food in last 6 months	737	14.1%	72
Health (Adults)			
Exercise at home 2+ times per week	3,073	27.5%	97
Exercise at club 2+ times per week	964	8.6%	66
Visited a doctor in last 12 months	8,694	77.9%	103
Used vitamin/dietary supplement in last 6 months	5,890	52.8%	100
Home (Households)			
Any home improvement in last 12 months	1,724	33.0%	123
Used housekeeper/maid/professional HH cleaning service in last 12	500	9.6%	73
Purchased low ticket HH furnishings in last 12 months	750	14.4%	89
Purchased big ticket HH furnishings in last 12 months	941	18.0%	86
Bought any small kitchen appliance in last 12 months	1,094	20.9%	94
Bought any large kitchen appliance in last 12 months	624	11.9%	94
Insurance (Adults/Households)			
Currently carry life insurance	5,746	51.5%	121
Carry medical/hospital/accident insurance	7,546	67.6%	103
Carry homeowner insurance	6,751	60.5%	129
Carry renter's insurance	623	5.6%	69
Have auto insurance: 1 vehicle in household covered	1,335	25.6%	83
Have auto insurance: 2 vehicles in household covered	1,552	29.7%	104
Have auto insurance: 3+ vehicles in household covered	1,766	33.8%	155
Pets (Households)			
Household owns any pet	3,528	67.5%	126
Household owns any cat	1,766	33.8%	151
Household owns any dog	2,857	54.7%	134
Psychographics (Adults)			
Buying American is important to me	5,876	52.7%	124
Usually buy items on credit rather than wait	1,175	10.5%	90
Usually buy based on quality - not price	1,899	17.0%	95
Price is usually more important than brand name	3,281	29.4%	112
Usually use coupons for brands I buy often	2,335	20.9%	111
Am interested in how to help the environment	1,203	10.8%	66
Usually pay more for environ safe product	1,069	9.6%	75
Usually value green products over convenience	907	8.1%	77
Likely to buy a brand that supports a charity	4,160	37.3%	107
Reading (Adults)			
Bought digital book in last 12 months	1,200	10.8%	81
Bought hardcover book in last 12 months	2,321	20.8%	99
Bought paperback book in last 12 month	3,380	30.3%	97
Read any daily newspaper (paper version)	3,166	28.4%	108
Read any digital newspaper in last 30 days	2,823	25.3%	76
Read any magazine (paper/electronic version) in last 6 months	9,783	87.7%	97

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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	8,513	76.3%	102
Went to family restaurant/steak house: 4+ times a month	3,006	26.9%	98
Went to fast food/drive-in restaurant in last 6 months	10,250	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,581	41.1%	104
Fast food/drive-in last 6 months: eat in	4,607	41.3%	114
Fast food/drive-in last 6 months: home delivery	658	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	5,487	49.2%	106
Fast food/drive-in last 6 months: take-out/walk-in	1,963	17.6%	90
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,557	22.9%	72
Own e-reader/tablet: iPad	736	6.6%	43
Own any portable MP3 player	2,987	26.8%	87
HH owns 1 TV	949	18.2%	89
HH owns 2 TVs	1,398	26.8%	103
HH owns 3 TVs	1,248	23.9%	112
HH owns 4+ TVs	1,082	20.7%	110
HH subscribes to cable TV	1,669	32.0%	64
HH subscribes to fiber optic	44	0.8%	11
HH has satellite dish	2,477	47.4%	187
HH owns DVD/Blu-ray player	3,350	64.1%	106
HH owns camcorder	814	15.6%	112
HH owns portable GPS navigation device	1,726	33.0%	120
HH purchased video game system in last 12 mos	296	5.7%	71
HH owns Internet video device for TV	232	4.4%	63
Travel (Adults)			
Domestic travel in last 12 months	5,136	46.0%	92
Took 3+ domestic non-business trips in last 12 months	1,017	9.1%	82
Spent on domestic vacations in last 12 months: <\$1,000	1,152	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	580	5.2%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	353	3.2%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	432	3.9%	99
Spent on domestic vacations in last 12 months: \$3,000+	497	4.5%	81
Domestic travel in the 12 months: used general travel website	571	5.1%	76
Foreign travel in last 3 years	1,715	15.4%	64
Took 3+ foreign trips by plane in last 3 years	279	2.5%	56
Spent on foreign vacations in last 12 months: <\$1,000	334	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	211	1.9%	58
Spent on foreign vacations in last 12 months: \$3,000+	332	3.0%	60
Foreign travel in last 3 years: used general travel website	328	2.9%	53
Nights spent in hotel/motel in last 12 months: any	4,175	37.4%	92
Took cruise of more than one day in last 3 years	689	6.2%	74
Member of any frequent flyer program	877	7.9%	48
Member of any hotel rewards program	1,225	11.0%	78

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.