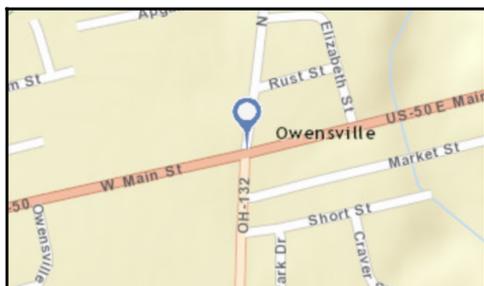
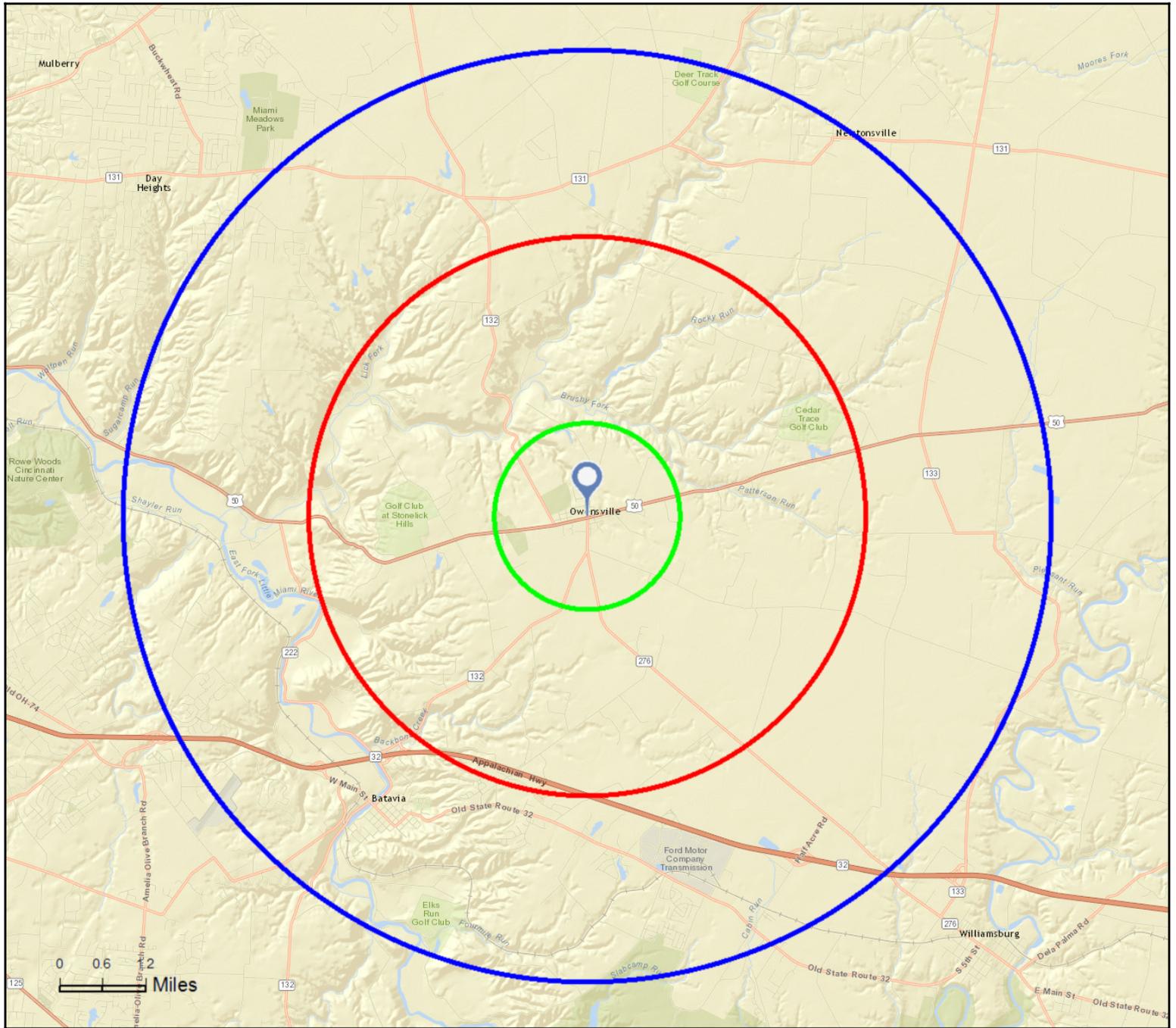


# Site Map

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575



# Market Profile

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,276	5,134	17,666
2010 Total Population	1,276	5,566	20,892
2016 Total Population	1,312	5,640	22,138
2016 Group Quarters	0	197	629
2021 Total Population	1,355	5,876	23,142
2016-2021 Annual Rate	0.65%	0.82%	0.89%
<b>Household Summary</b>			
2000 Households	529	1,831	6,175
2000 Average Household Size	2.41	2.67	2.76
2010 Households	576	2,159	7,573
2010 Average Household Size	2.22	2.47	2.68
2016 Households	597	2,204	8,080
2016 Average Household Size	2.20	2.47	2.66
2021 Households	618	2,305	8,474
2021 Average Household Size	2.19	2.46	2.66
2016-2021 Annual Rate	0.69%	0.90%	0.96%
2010 Families	371	1,588	5,690
2010 Average Family Size	2.77	2.87	3.07
2016 Families	379	1,601	6,013
2016 Average Family Size	2.76	2.89	3.06
2021 Families	388	1,667	6,275
2021 Average Family Size	2.77	2.88	3.06
2016-2021 Annual Rate	0.47%	0.81%	0.86%
<b>Housing Unit Summary</b>			
2000 Housing Units	559	1,900	6,474
Owner Occupied Housing Units	58.1%	75.5%	74.3%
Renter Occupied Housing Units	36.5%	20.8%	21.1%
Vacant Housing Units	5.4%	3.6%	4.6%
2010 Housing Units	628	2,305	8,102
Owner Occupied Housing Units	52.9%	72.1%	72.1%
Renter Occupied Housing Units	38.9%	21.5%	21.4%
Vacant Housing Units	8.3%	6.3%	6.5%
2016 Housing Units	652	2,368	8,663
Owner Occupied Housing Units	48.8%	69.0%	69.9%
Renter Occupied Housing Units	42.8%	24.0%	23.4%
Vacant Housing Units	8.4%	6.9%	6.7%
2021 Housing Units	678	2,488	9,122
Owner Occupied Housing Units	48.2%	68.9%	69.6%
Renter Occupied Housing Units	42.9%	23.8%	23.3%
Vacant Housing Units	8.8%	7.4%	7.1%
<b>Median Household Income</b>			
2016	\$61,274	\$64,869	\$62,071
2021	\$70,398	\$76,019	\$71,048
<b>Median Home Value</b>			
2016	\$180,932	\$197,849	\$183,632
2021	\$210,417	\$236,042	\$217,472
<b>Per Capita Income</b>			
2016	\$32,721	\$34,718	\$30,041
2021	\$36,817	\$39,280	\$33,309
<b>Median Age</b>			
2010	42.4	42.9	38.5
2016	42.9	44.3	39.4
2021	43.5	45.2	40.1

**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

Owensville Downtown Area  
 112 Belfast Rd, Owensville, OH, 45160  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.12287  
 Longitude: -84.13575

	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	597	2,204	8,080
<\$15,000	8.5%	7.4%	9.8%
\$15,000 - \$24,999	6.7%	5.9%	8.5%
\$25,000 - \$34,999	9.4%	9.2%	9.0%
\$35,000 - \$49,999	10.4%	10.4%	11.2%
\$50,000 - \$74,999	26.5%	24.5%	19.8%
\$75,000 - \$99,999	14.4%	12.9%	13.0%
\$100,000 - \$149,999	14.9%	15.5%	17.5%
\$150,000 - \$199,999	5.5%	7.3%	6.2%
\$200,000+	3.7%	6.8%	4.9%
Average Household Income	\$77,132	\$88,033	\$80,340
<b>2021 Households by Income</b>			
Household Income Base	618	2,305	8,474
<\$15,000	7.9%	6.7%	9.3%
\$15,000 - \$24,999	6.1%	5.3%	7.7%
\$25,000 - \$34,999	9.9%	9.5%	9.1%
\$35,000 - \$49,999	4.9%	5.2%	6.2%
\$50,000 - \$74,999	24.3%	22.5%	19.9%
\$75,000 - \$99,999	17.2%	14.6%	14.2%
\$100,000 - \$149,999	18.6%	19.3%	20.4%
\$150,000 - \$199,999	6.6%	8.9%	7.5%
\$200,000+	4.4%	7.9%	5.5%
Average Household Income	\$86,510	\$99,482	\$89,040
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	318	1,635	6,055
<\$50,000	2.5%	4.2%	10.3%
\$50,000 - \$99,999	8.5%	9.7%	11.6%
\$100,000 - \$149,999	27.4%	19.8%	17.5%
\$150,000 - \$199,999	18.6%	17.1%	15.7%
\$200,000 - \$249,999	3.5%	9.6%	11.8%
\$250,000 - \$299,999	14.2%	10.8%	9.7%
\$300,000 - \$399,999	20.8%	17.8%	13.5%
\$400,000 - \$499,999	0.0%	5.8%	5.5%
\$500,000 - \$749,999	4.4%	3.6%	3.1%
\$750,000 - \$999,999	0.0%	0.9%	0.7%
\$1,000,000 +	0.0%	0.7%	0.6%
Average Home Value	\$221,215	\$242,390	\$218,186
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	327	1,713	6,353
<\$50,000	1.2%	2.0%	7.9%
\$50,000 - \$99,999	4.0%	4.5%	5.7%
\$100,000 - \$149,999	15.3%	11.9%	10.6%
\$150,000 - \$199,999	28.1%	21.5%	19.9%
\$200,000 - \$249,999	7.3%	14.0%	16.8%
\$250,000 - \$299,999	17.7%	14.5%	13.4%
\$300,000 - \$399,999	21.1%	18.8%	14.4%
\$400,000 - \$499,999	0.3%	6.9%	6.6%
\$500,000 - \$749,999	5.2%	4.3%	3.5%
\$750,000 - \$999,999	0.0%	1.1%	0.8%
\$1,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$243,902	\$267,590	\$243,243

**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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	1,276	5,568	20,892
0 - 4	5.9%	5.5%	6.9%
5 - 9	7.1%	6.0%	7.1%
10 - 14	7.0%	6.5%	7.3%
15 - 24	12.2%	12.0%	12.7%
25 - 34	9.6%	10.8%	11.7%
35 - 44	11.4%	11.9%	13.5%
45 - 54	16.1%	17.3%	16.4%
55 - 64	14.4%	14.7%	12.7%
65 - 74	9.6%	9.5%	7.2%
75 - 84	4.7%	4.4%	3.6%
85 +	1.8%	1.4%	1.0%
18 +	76.5%	78.5%	74.6%
<b>2016 Population by Age</b>			
Total	1,315	5,639	22,135
0 - 4	5.6%	5.2%	6.5%
5 - 9	6.2%	5.7%	6.7%
10 - 14	6.9%	5.8%	6.5%
15 - 24	10.6%	11.0%	12.3%
25 - 34	12.5%	12.2%	12.6%
35 - 44	10.3%	10.9%	12.3%
45 - 54	13.3%	14.7%	14.6%
55 - 64	16.1%	16.7%	14.6%
65 - 74	11.6%	11.3%	8.8%
75 - 84	5.0%	5.0%	3.8%
85 +	1.8%	1.5%	1.2%
18 +	77.3%	79.9%	76.5%
<b>2021 Population by Age</b>			
Total	1,354	5,874	23,140
0 - 4	5.3%	5.0%	6.3%
5 - 9	6.0%	5.4%	6.5%
10 - 14	6.8%	5.9%	6.6%
15 - 24	10.6%	10.1%	11.3%
25 - 34	10.9%	11.3%	12.7%
35 - 44	12.0%	12.1%	12.7%
45 - 54	11.5%	13.0%	12.9%
55 - 64	15.2%	16.5%	14.7%
65 - 74	13.1%	12.7%	10.4%
75 - 84	6.6%	6.3%	4.7%
85 +	1.9%	1.7%	1.3%
18 +	77.8%	80.3%	76.9%
<b>2010 Population by Sex</b>			
Males	596	2,790	10,370
Females	680	2,776	10,522
<b>2016 Population by Sex</b>			
Males	624	2,853	11,028
Females	689	2,787	11,110
<b>2021 Population by Sex</b>			
Males	655	3,002	11,562
Females	700	2,874	11,580

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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,275	5,566	20,891
White Alone	97.8%	97.7%	96.4%
Black Alone	0.1%	0.4%	1.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.2%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.2%
Two or More Races	1.8%	1.2%	1.4%
Hispanic Origin	0.9%	0.9%	1.1%
Diversity Index	6.3	6.1	9.1
<b>2016 Population by Race/Ethnicity</b>			
Total	1,313	5,640	22,138
White Alone	97.2%	97.1%	95.5%
Black Alone	0.2%	0.6%	1.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.3%	0.5%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.3%
Two or More Races	2.3%	1.5%	1.7%
Hispanic Origin	1.2%	1.1%	1.5%
Diversity Index	7.7	7.8	11.4
<b>2021 Population by Race/Ethnicity</b>			
Total	1,354	5,874	23,143
White Alone	96.7%	96.5%	94.6%
Black Alone	0.1%	0.8%	1.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.4%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.3%
Two or More Races	2.7%	1.8%	2.1%
Hispanic Origin	1.5%	1.4%	1.8%
Diversity Index	9.4	9.4	13.7
<b>2010 Population by Relationship and Household Type</b>			
Total	1,276	5,566	20,892
In Households	100.0%	95.8%	97.0%
In Family Households	82.4%	83.6%	85.8%
Householder	27.0%	27.8%	27.4%
Spouse	20.8%	22.7%	21.0%
Child	30.9%	29.4%	32.9%
Other relative	1.8%	2.1%	2.3%
Nonrelative	2.0%	1.7%	2.3%
In Nonfamily Households	17.6%	12.2%	11.2%
In Group Quarters	0.0%	4.2%	3.0%
Institutionalized Population	0.0%	3.9%	2.2%
Noninstitutionalized Population	0.0%	0.3%	0.9%

**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

Owensville Downtown Area  
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Rings: 1, 3, 5 mile radii

Prepared by Esri  
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	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	926	4,079	15,045
Less than 9th Grade	4.9%	4.2%	3.4%
9th - 12th Grade, No Diploma	9.9%	9.2%	9.8%
High School Graduate	36.9%	34.1%	31.9%
GED/Alternative Credential	3.6%	5.0%	5.3%
Some College, No Degree	15.7%	17.1%	18.4%
Associate Degree	7.5%	10.0%	9.5%
Bachelor's Degree	14.9%	13.2%	13.8%
Graduate/Professional Degree	6.7%	7.2%	7.8%
<b>2016 Population 15+ by Marital Status</b>			
Total	1,066	4,698	17,768
Never Married	25.0%	23.7%	27.6%
Married	46.2%	56.0%	55.2%
Widowed	12.1%	7.9%	6.1%
Divorced	16.7%	12.4%	11.1%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.6%	96.5%	95.5%
Civilian Unemployed	1.4%	3.5%	4.5%
<b>2016 Employed Population 16+ by Industry</b>			
Total	566	2,559	10,206
Agriculture/Mining	0.0%	0.0%	0.3%
Construction	7.6%	6.4%	6.8%
Manufacturing	11.3%	19.5%	16.4%
Wholesale Trade	1.4%	3.3%	2.9%
Retail Trade	9.2%	10.1%	10.7%
Transportation/Utilities	4.1%	5.0%	4.9%
Information	4.2%	3.1%	1.8%
Finance/Insurance/Real Estate	6.9%	7.6%	6.6%
Services	54.6%	43.2%	46.3%
Public Administration	0.4%	1.6%	3.3%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	567	2,556	10,206
White Collar	52.5%	57.2%	57.8%
Management/Business/Financial	17.7%	15.1%	14.4%
Professional	18.0%	18.6%	18.4%
Sales	5.7%	8.4%	10.4%
Administrative Support	11.1%	15.2%	14.5%
Services	20.7%	13.6%	16.1%
Blue Collar	27.0%	29.0%	26.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.8%	4.9%	5.5%
Installation/Maintenance/Repair	6.2%	8.5%	6.0%
Production	11.5%	10.5%	8.4%
Transportation/Material Moving	4.6%	5.1%	6.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,276	5,566	20,892
Population Inside Urbanized Area	44.7%	28.1%	54.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	55.3%	71.9%	45.8%

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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	576	2,159	7,573
Households with 1 Person	31.4%	22.3%	20.5%
Households with 2+ People	68.6%	77.7%	79.5%
Family Households	64.4%	73.6%	75.1%
Husband-wife Families	49.8%	59.9%	57.8%
With Related Children	19.6%	21.7%	24.3%
Other Family (No Spouse Present)	14.6%	13.7%	17.4%
Other Family with Male Householder	3.6%	4.4%	4.9%
With Related Children	2.3%	2.7%	3.2%
Other Family with Female Householder	11.1%	9.3%	12.4%
With Related Children	8.3%	5.9%	8.6%
Nonfamily Households	4.2%	4.2%	4.4%
All Households with Children	30.9%	30.8%	36.8%
Multigenerational Households	2.4%	3.4%	3.8%
Unmarried Partner Households	6.3%	5.8%	6.8%
Male-female	5.6%	5.2%	6.3%
Same-sex	0.7%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	577	2,159	7,574
1 Person Household	31.4%	22.3%	20.5%
2 Person Household	31.4%	38.5%	35.8%
3 Person Household	15.6%	16.6%	17.3%
4 Person Household	13.3%	13.8%	15.3%
5 Person Household	5.7%	6.0%	7.3%
6 Person Household	2.1%	2.1%	2.7%
7 + Person Household	0.5%	0.8%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	576	2,159	7,573
Owner Occupied	57.6%	77.0%	77.1%
Owned with a Mortgage/Loan	39.9%	54.7%	57.0%
Owned Free and Clear	17.7%	22.4%	20.0%
Renter Occupied	42.4%	23.0%	22.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	628	2,305	8,102
Housing Units Inside Urbanized Area	52.2%	29.3%	53.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	47.8%	70.7%	46.7%

**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.

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	The Great Outdoors (6C)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
<b>3.</b>	Top Tier (1A)	The Great Outdoors (6C)	Down the Road (10D)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,136,324	\$4,790,663	\$16,628,706
Average Spent	\$1,903.39	\$2,173.62	\$2,058.01
Spending Potential Index	95	108	102
Education: Total \$	\$761,543	\$3,395,965	\$11,302,875
Average Spent	\$1,275.62	\$1,540.82	\$1,398.87
Spending Potential Index	90	109	99
Entertainment/Recreation: Total \$	\$1,787,701	\$7,429,899	\$24,754,310
Average Spent	\$2,994.47	\$3,371.10	\$3,063.65
Spending Potential Index	103	116	105
Food at Home: Total \$	\$3,041,981	\$12,406,847	\$42,137,622
Average Spent	\$5,095.45	\$5,629.24	\$5,215.05
Spending Potential Index	102	113	105
Food Away from Home: Total \$	\$1,797,145	\$7,490,864	\$25,920,154
Average Spent	\$3,010.29	\$3,398.76	\$3,207.94
Spending Potential Index	97	110	104
Health Care: Total \$	\$3,541,105	\$14,433,366	\$46,377,697
Average Spent	\$5,931.50	\$6,548.71	\$5,739.81
Spending Potential Index	112	124	108
HH Furnishings & Equipment: Total \$	\$1,061,655	\$4,452,882	\$14,994,630
Average Spent	\$1,778.32	\$2,020.36	\$1,855.77
Spending Potential Index	101	114	105
Personal Care Products & Services: Total \$	\$435,308	\$1,823,814	\$6,159,539
Average Spent	\$729.16	\$827.50	\$762.32
Spending Potential Index	100	113	104
Shelter: Total \$	\$8,528,812	\$36,432,168	\$125,953,629
Average Spent	\$14,286.12	\$16,530.02	\$15,588.32
Spending Potential Index	92	106	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,497,386	\$6,226,800	\$20,189,296
Average Spent	\$2,508.18	\$2,825.23	\$2,498.68
Spending Potential Index	108	122	108
Travel: Total \$	\$1,121,292	\$4,834,270	\$15,745,288
Average Spent	\$1,878.21	\$2,193.41	\$1,948.67
Spending Potential Index	101	118	105
Vehicle Maintenance & Repairs: Total \$	\$653,739	\$2,684,234	\$8,881,834
Average Spent	\$1,095.04	\$1,217.89	\$1,099.24
Spending Potential Index	106	118	106

**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.

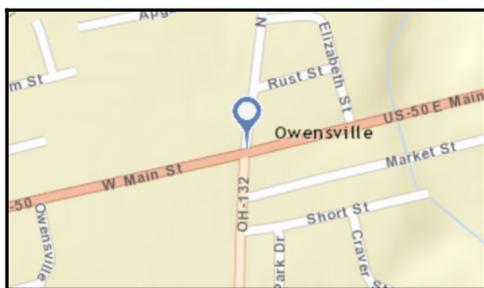
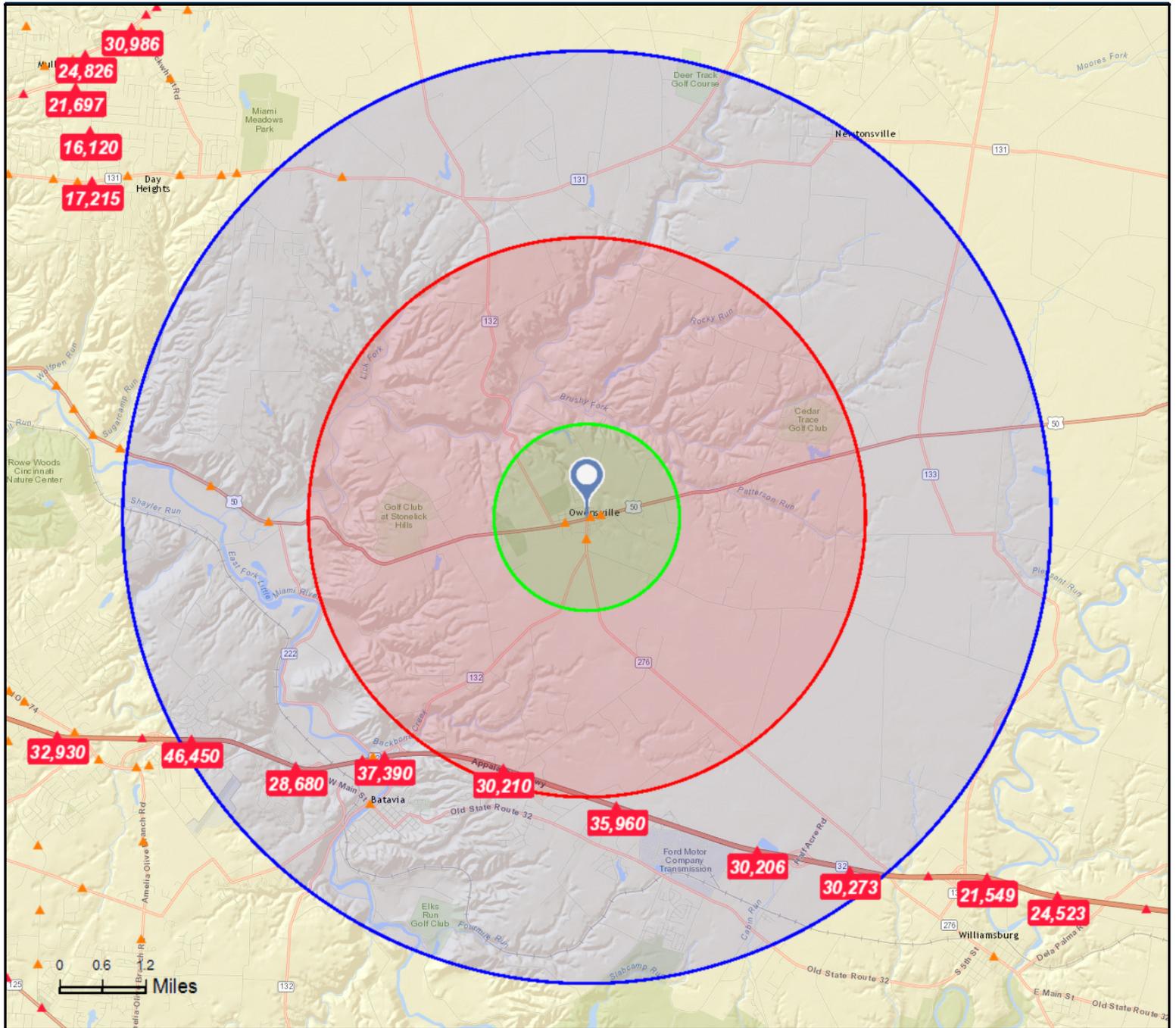
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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

Owensville Downtown Area  
 112 Belfast Rd, Owensville, OH, 45160  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.12287  
 Longitude: -84.13575



- 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

Owensville Downtown Area  
 112 Belfast Rd, Owensville, OH, 45160  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.12287  
 Longitude: -84.13575

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	64	259	820
Total Employees:	454	3,199	10,557
Total Residential Population:	1,312	5,640	22,138
Employee/Residential Population Ratio:	0.35:1	0.57:1	0.48:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	3.1%	21	4.6%	10	3.9%	78	2.4%	29	3.5%	176	1.7%
Construction	6	9.4%	12	2.6%	28	10.8%	126	3.9%	98	12.0%	447	4.2%
Manufacturing	4	6.3%	22	4.8%	12	4.6%	118	3.7%	40	4.9%	1,179	11.2%
Transportation	3	4.7%	22	4.8%	10	3.9%	77	2.4%	33	4.0%	260	2.5%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	13	0.1%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	11	0.1%
Wholesale Trade	3	4.7%	17	3.7%	7	2.7%	159	5.0%	27	3.3%	523	5.0%
<b>Retail Trade Summary</b>	<b>8</b>	<b>12.5%</b>	<b>76</b>	<b>16.7%</b>	<b>29</b>	<b>11.2%</b>	<b>284</b>	<b>8.9%</b>	<b>100</b>	<b>12.2%</b>	<b>1,128</b>	<b>10.7%</b>
Home Improvement	1	1.6%	5	1.1%	3	1.2%	20	0.6%	16	2.0%	107	1.0%
General Merchandise Stores	0	0.0%	3	0.7%	1	0.4%	8	0.3%	5	0.6%	30	0.3%
Food Stores	3	4.7%	32	7.0%	7	2.7%	72	2.3%	16	2.0%	128	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	1	1.6%	6	1.3%	3	1.2%	25	0.8%	12	1.5%	77	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	4	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	2	0.1%	9	1.1%	52	0.5%
Eating & Drinking Places	2	3.1%	16	3.5%	9	3.5%	127	4.0%	19	2.3%	315	3.0%
Miscellaneous Retail	1	1.6%	14	3.1%	4	1.5%	30	0.9%	22	2.7%	414	3.9%
<b>Finance, Insurance, Real Estate Summary</b>	<b>9</b>	<b>14.1%</b>	<b>28</b>	<b>6.2%</b>	<b>25</b>	<b>9.7%</b>	<b>70</b>	<b>2.2%</b>	<b>84</b>	<b>10.2%</b>	<b>266</b>	<b>2.5%</b>
Banks, Savings & Lending Institutions	4	6.3%	8	1.8%	11	4.2%	19	0.6%	32	3.9%	45	0.4%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.5%	12	0.1%
Insurance Carriers & Agents	2	3.1%	8	1.8%	8	3.1%	31	1.0%	27	3.3%	122	1.2%
Real Estate, Holding, Other Investment Offices	3	4.7%	12	2.6%	5	1.9%	20	0.6%	21	2.6%	88	0.8%
<b>Services Summary</b>	<b>19</b>	<b>29.7%</b>	<b>176</b>	<b>38.8%</b>	<b>86</b>	<b>33.2%</b>	<b>1,393</b>	<b>43.5%</b>	<b>271</b>	<b>33.0%</b>	<b>4,135</b>	<b>39.2%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	3	0.1%	3	0.4%	21	0.2%
Automotive Services	3	4.7%	7	1.5%	9	3.5%	28	0.9%	29	3.5%	93	0.9%
Motion Pictures & Amusements	2	3.1%	11	2.4%	8	3.1%	71	2.2%	17	2.1%	122	1.2%
Health Services	1	1.6%	4	0.9%	12	4.6%	684	21.4%	28	3.4%	1,380	13.1%
Legal Services	0	0.0%	2	0.4%	2	0.8%	5	0.2%	16	2.0%	81	0.8%
Education Institutions & Libraries	3	4.7%	90	19.8%	10	3.9%	370	11.6%	26	3.2%	1,444	13.7%
Other Services	9	14.1%	61	13.4%	46	17.8%	233	7.3%	152	18.5%	993	9.4%
<b>Government</b>	<b>5</b>	<b>7.8%</b>	<b>78</b>	<b>17.2%</b>	<b>40</b>	<b>15.4%</b>	<b>893</b>	<b>27.9%</b>	<b>111</b>	<b>13.5%</b>	<b>2,409</b>	<b>22.8%</b>
<b>Unclassified Establishments</b>	<b>5</b>	<b>7.8%</b>	<b>0</b>	<b>0.0%</b>	<b>12</b>	<b>4.6%</b>	<b>1</b>	<b>0.0%</b>	<b>26</b>	<b>3.2%</b>	<b>10</b>	<b>0.1%</b>
<b>Totals</b>	<b>64</b>	<b>100.0%</b>	<b>454</b>	<b>100.0%</b>	<b>259</b>	<b>100.0%</b>	<b>3,199</b>	<b>100.0%</b>	<b>820</b>	<b>100.0%</b>	<b>10,557</b>	<b>100.0%</b>

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

# Business Summary

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

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%	2	0.8%	5	0.2%	5	0.6%	14	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	10	0.3%	1	0.1%	19	0.2%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	11	0.1%
Construction	6	9.4%	13	2.9%	30	11.6%	129	4.0%	100	12.2%	451	4.3%
Manufacturing	4	6.3%	21	4.6%	11	4.2%	116	3.6%	41	5.0%	1,196	11.3%
Wholesale Trade	3	4.7%	17	3.7%	7	2.7%	158	4.9%	24	2.9%	404	3.8%
Retail Trade	6	9.4%	55	12.1%	19	7.3%	145	4.5%	77	9.4%	780	7.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	2	0.8%	12	0.4%	7	0.9%	47	0.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%	6	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	2	0.1%	5	0.6%	29	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.6%	5	1.1%	3	1.2%	20	0.6%	16	2.0%	107	1.0%
Food & Beverage Stores	3	4.7%	28	6.2%	8	3.1%	65	2.0%	16	2.0%	121	1.1%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	0.4%	5	0.2%	3	0.4%	25	0.2%
Gasoline Stations	1	1.6%	6	1.3%	2	0.8%	14	0.4%	5	0.6%	30	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	4	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	9	0.1%
General Merchandise Stores	0	0.0%	3	0.7%	1	0.4%	8	0.3%	5	0.6%	30	0.3%
Miscellaneous Store Retailers	1	1.6%	12	2.6%	2	0.8%	19	0.6%	11	1.3%	232	2.2%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	141	1.3%
Transportation & Warehousing	3	4.7%	21	4.6%	9	3.5%	75	2.3%	32	3.9%	252	2.4%
Information	0	0.0%	1	0.2%	2	0.8%	8	0.3%	8	1.0%	223	2.1%
Finance & Insurance	6	9.4%	16	3.5%	19	7.3%	50	1.6%	63	7.7%	178	1.7%
Central Bank/Credit Intermediation & Related Activities	4	6.3%	8	1.8%	11	4.2%	19	0.6%	32	3.9%	45	0.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.5%	12	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	2	3.1%	8	1.8%	8	3.1%	31	1.0%	27	3.3%	122	1.2%
Real Estate, Rental & Leasing	3	4.7%	12	2.6%	6	2.3%	22	0.7%	27	3.3%	125	1.2%
Professional, Scientific & Tech Services	2	3.1%	18	4.0%	14	5.4%	76	2.4%	66	8.0%	404	3.8%
Legal Services	0	0.0%	2	0.4%	2	0.8%	5	0.2%	17	2.1%	82	0.8%
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	6	9.4%	16	3.5%	17	6.6%	53	1.7%	45	5.5%	361	3.4%
Educational Services	3	4.7%	89	19.6%	9	3.5%	366	11.4%	22	2.7%	1,245	11.8%
Health Care & Social Assistance	2	3.1%	45	9.9%	18	6.9%	783	24.5%	41	5.0%	1,650	15.6%
Arts, Entertainment & Recreation	2	3.1%	11	2.4%	8	3.1%	72	2.3%	18	2.2%	127	1.2%
Accommodation & Food Services	3	4.7%	21	4.6%	10	3.9%	142	4.4%	23	2.8%	348	3.3%
Accommodation	0	0.0%	0	0.0%	0	0.0%	3	0.1%	3	0.4%	21	0.2%
Food Services & Drinking Places	3	4.7%	21	4.6%	10	3.9%	139	4.3%	20	2.4%	327	3.1%
Other Services (except Public Administration)	6	9.4%	17	3.7%	25	9.7%	96	3.0%	89	10.9%	348	3.3%
Automotive Repair & Maintenance	2	3.1%	6	1.3%	7	2.7%	23	0.7%	21	2.6%	75	0.7%
Public Administration	5	7.8%	78	17.2%	40	15.4%	893	27.9%	111	13.5%	2,409	22.8%
Unclassified Establishments	5	7.8%	0	0.0%	12	4.6%	1	0.0%	26	3.2%	10	0.1%
<b>Total</b>	<b>64</b>	<b>100.0%</b>	<b>454</b>	<b>100.0%</b>	<b>259</b>	<b>100.0%</b>	<b>3,199</b>	<b>100.0%</b>	<b>820</b>	<b>100.0%</b>	<b>10,557</b>	<b>100.0%</b>

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

# Retail MarketPlace Profile

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

## Summary Demographics

2016 Population	1,312
2016 Households	597
2016 Median Disposable Income	\$51,203
2016 Per Capita Income	\$32,721

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	\$24,916,433	\$9,907,932	\$15,008,501	43.1	8
Total Retail Trade	44-45	\$22,806,286	\$9,187,584	\$13,618,702	42.6	6
Total Food & Drink	722	\$2,110,146	\$720,348	\$1,389,798	49.1	3

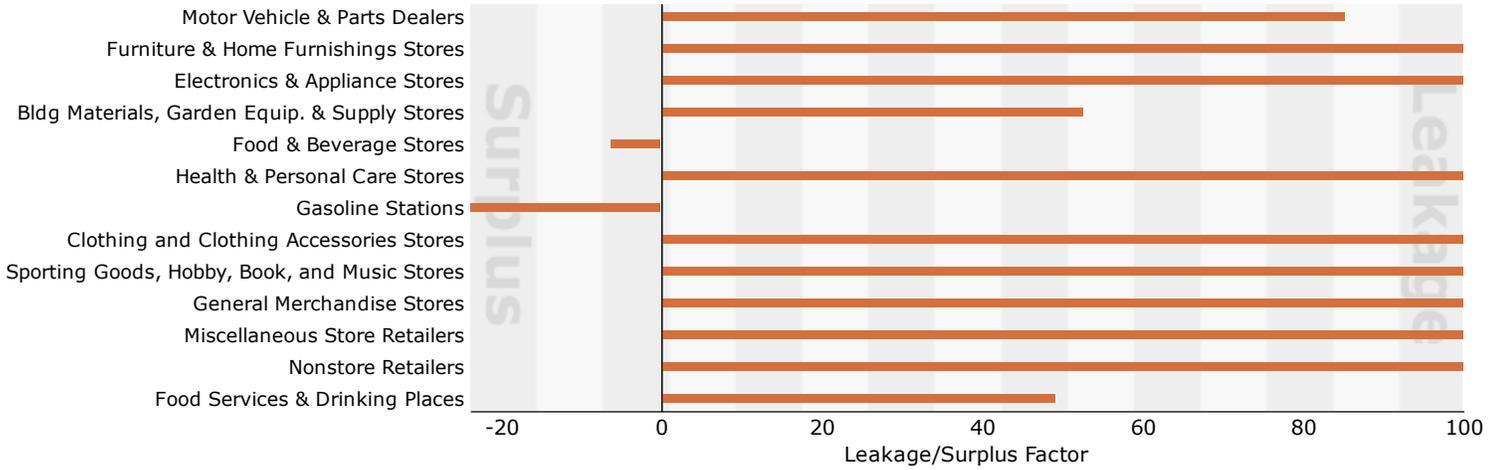
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,359,538	\$429,792	\$4,929,746	85.2	1
Automobile Dealers	4411	\$4,340,952	\$0	\$4,340,952	100.0	0
Other Motor Vehicle Dealers	4412	\$654,483	\$0	\$654,483	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$364,104	\$0	\$364,104	100.0	0
Furniture & Home Furnishings Stores	442	\$579,224	\$0	\$579,224	100.0	0
Furniture Stores	4421	\$359,465	\$0	\$359,465	100.0	0
Home Furnishings Stores	4422	\$219,759	\$0	\$219,759	100.0	0
Electronics & Appliance Stores	443	\$1,176,863	\$0	\$1,176,863	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,150,290	\$356,723	\$793,567	52.7	1
Bldg Material & Supplies Dealers	4441	\$956,627	\$326,103	\$630,524	49.2	1
Lawn & Garden Equip & Supply Stores	4442	\$193,662	\$0	\$193,662	100.0	0
Food & Beverage Stores	445	\$4,065,950	\$4,621,453	-\$555,503	-6.4	2
Grocery Stores	4451	\$3,755,666	\$4,621,453	-\$865,787	-10.3	2
Specialty Food Stores	4452	\$195,699	\$0	\$195,699	100.0	0
Beer, Wine & Liquor Stores	4453	\$114,584	\$0	\$114,584	100.0	0
Health & Personal Care Stores	446,4461	\$1,755,935	\$0	\$1,755,935	100.0	0
Gasoline Stations	447,4471	\$1,645,236	\$2,678,950	-\$1,033,714	-23.9	1
Clothing & Clothing Accessories Stores	448	\$899,913	\$0	\$899,913	100.0	0
Clothing Stores	4481	\$575,212	\$0	\$575,212	100.0	0
Shoe Stores	4482	\$111,692	\$0	\$111,692	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$213,009	\$0	\$213,009	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$717,063	\$0	\$717,063	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$590,807	\$0	\$590,807	100.0	0
Book, Periodical & Music Stores	4512	\$126,256	\$0	\$126,256	100.0	0
General Merchandise Stores	452	\$3,954,760	\$0	\$3,954,760	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,080,145	\$0	\$3,080,145	100.0	0
Other General Merchandise Stores	4529	\$874,615	\$0	\$874,615	100.0	0
Miscellaneous Store Retailers	453	\$1,117,977	\$0	\$1,117,977	100.0	0
Florists	4531	\$50,155	\$0	\$50,155	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$240,222	\$0	\$240,222	100.0	0
Used Merchandise Stores	4533	\$140,769	\$0	\$140,769	100.0	0
Other Miscellaneous Store Retailers	4539	\$686,831	\$0	\$686,831	100.0	0
Nonstore Retailers	454	\$383,538	\$0	\$383,538	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$195,305	\$0	\$195,305	100.0	0
Vending Machine Operators	4542	\$35,672	\$0	\$35,672	100.0	0
Direct Selling Establishments	4543	\$152,562	\$0	\$152,562	100.0	0
Food Services & Drinking Places	722	\$2,110,146	\$720,348	\$1,389,798	49.1	3
Full-Service Restaurants	7221	\$1,042,127	\$437,436	\$604,691	40.9	2
Limited-Service Eating Places	7222	\$949,745	\$282,913	\$666,832	54.1	1
Special Food Services	7223	\$56,788	\$0	\$56,788	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$61,487	\$0	\$61,487	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.

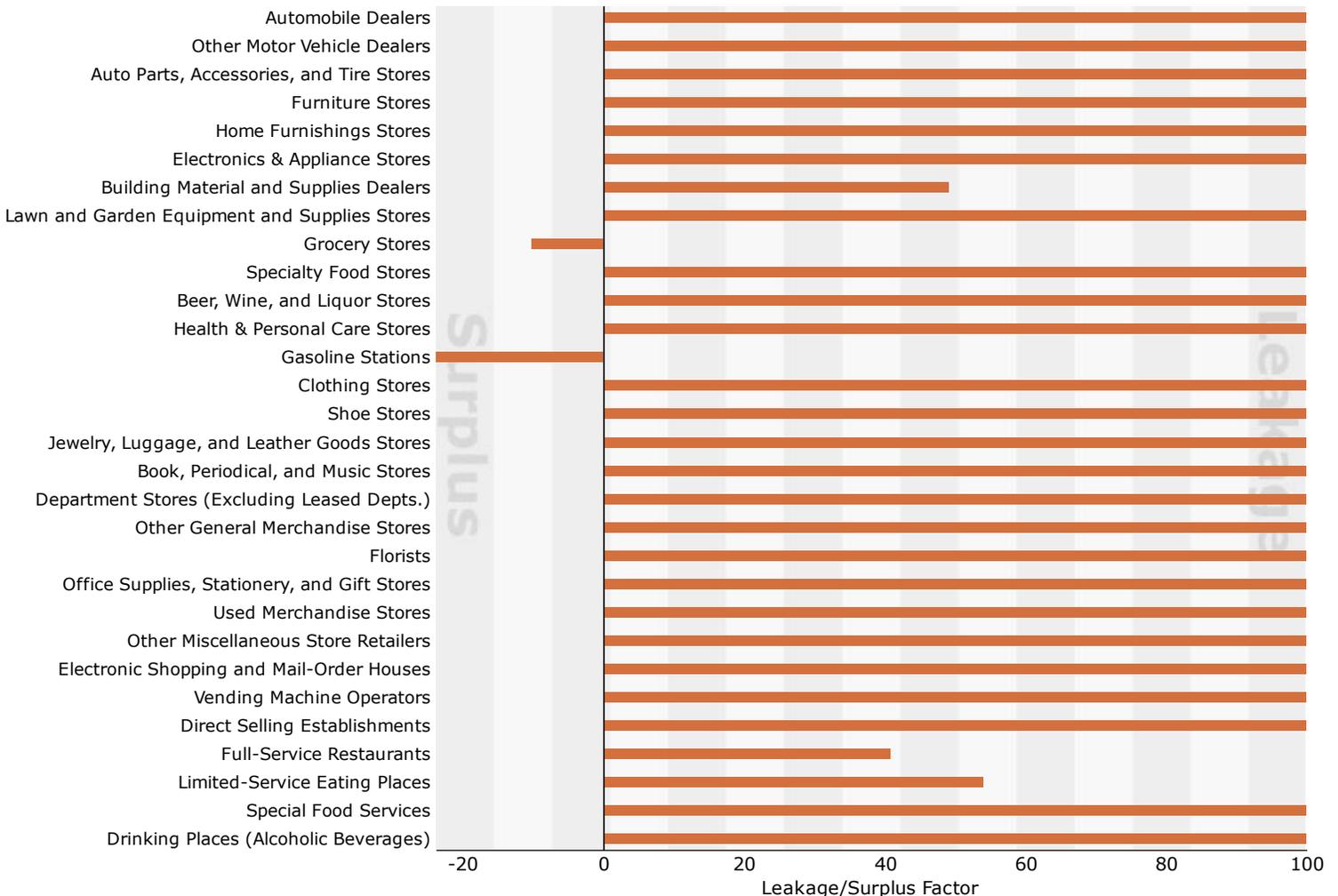
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

## Summary Demographics

2016 Population	5,640
2016 Households	2,204
2016 Median Disposable Income	\$53,420
2016 Per Capita Income	\$34,718

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	\$103,977,662	\$36,193,127	\$67,784,535	48.4	35
Total Retail Trade	44-45	\$94,886,640	\$30,374,882	\$64,511,758	51.5	24
Total Food & Drink	722	\$9,091,021	\$5,818,245	\$3,272,776	22.0	11

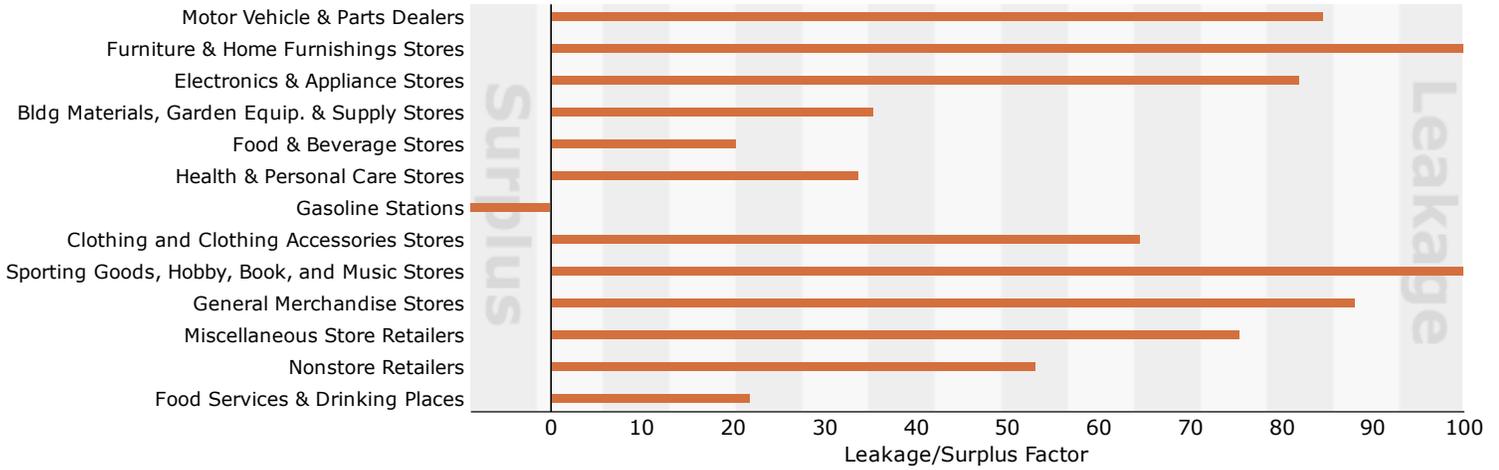
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,056,223	\$1,823,552	\$20,232,671	84.7	3
Automobile Dealers	4411	\$17,844,259	\$0	\$17,844,259	100.0	0
Other Motor Vehicle Dealers	4412	\$2,660,695	\$736,542	\$1,924,153	56.6	1
Auto Parts, Accessories & Tire Stores	4413	\$1,551,270	\$1,087,010	\$464,260	17.6	2
Furniture & Home Furnishings Stores	442	\$2,457,136	\$0	\$2,457,136	100.0	0
Furniture Stores	4421	\$1,541,161	\$0	\$1,541,161	100.0	0
Home Furnishings Stores	4422	\$915,975	\$0	\$915,975	100.0	0
Electronics & Appliance Stores	443	\$5,046,971	\$496,719	\$4,550,252	82.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,824,798	\$2,296,258	\$2,528,540	35.5	4
Bldg Material & Supplies Dealers	4441	\$4,057,222	\$2,061,019	\$1,996,203	32.6	3
Lawn & Garden Equip & Supply Stores	4442	\$767,577	\$235,239	\$532,338	53.1	1
Food & Beverage Stores	445	\$16,850,316	\$11,128,247	\$5,722,069	20.5	6
Grocery Stores	4451	\$15,554,329	\$9,978,060	\$5,576,269	21.8	3
Specialty Food Stores	4452	\$812,251	\$437,905	\$374,346	29.9	1
Beer, Wine & Liquor Stores	4453	\$483,736	\$712,282	-\$228,546	-19.1	1
Health & Personal Care Stores	446,4461	\$7,219,572	\$3,574,742	\$3,644,830	33.8	3
Gasoline Stations	447,4471	\$6,697,846	\$7,982,436	-\$1,284,590	-8.8	3
Clothing & Clothing Accessories Stores	448	\$3,897,360	\$840,590	\$3,056,770	64.5	1
Clothing Stores	4481	\$2,477,692	\$840,590	\$1,637,102	49.3	1
Shoe Stores	4482	\$473,026	\$0	\$473,026	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$946,642	\$0	\$946,642	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,015,831	\$0	\$3,015,831	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,471,549	\$0	\$2,471,549	100.0	0
Book, Periodical & Music Stores	4512	\$544,283	\$0	\$544,283	100.0	0
General Merchandise Stores	452	\$16,677,678	\$1,049,984	\$15,627,694	88.2	1
Department Stores Excluding Leased Depts.	4521	\$13,053,460	\$0	\$13,053,460	100.0	0
Other General Merchandise Stores	4529	\$3,624,218	\$1,049,984	\$2,574,234	55.1	1
Miscellaneous Store Retailers	453	\$4,562,077	\$636,772	\$3,925,305	75.5	3
Florists	4531	\$206,277	\$0	\$206,277	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,015,964	\$50,376	\$965,588	90.6	1
Used Merchandise Stores	4533	\$606,006	\$0	\$606,006	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,733,830	\$586,396	\$2,147,434	64.7	2
Nonstore Retailers	454	\$1,580,831	\$483,861	\$1,096,970	53.1	1
Electronic Shopping & Mail-Order Houses	4541	\$819,734	\$483,861	\$335,873	25.8	1
Vending Machine Operators	4542	\$148,558	\$0	\$148,558	100.0	0
Direct Selling Establishments	4543	\$612,539	\$0	\$612,539	100.0	0
Food Services & Drinking Places	722	\$9,091,021	\$5,818,245	\$3,272,776	22.0	11
Full-Service Restaurants	7221	\$4,514,026	\$2,302,333	\$2,211,693	32.4	5
Limited-Service Eating Places	7222	\$4,058,770	\$3,049,983	\$1,008,787	14.2	4
Special Food Services	7223	\$246,689	\$446,159	-\$199,470	-28.8	1
Drinking Places - Alcoholic Beverages	7224	\$271,537	\$19,770	\$251,767	86.4	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.

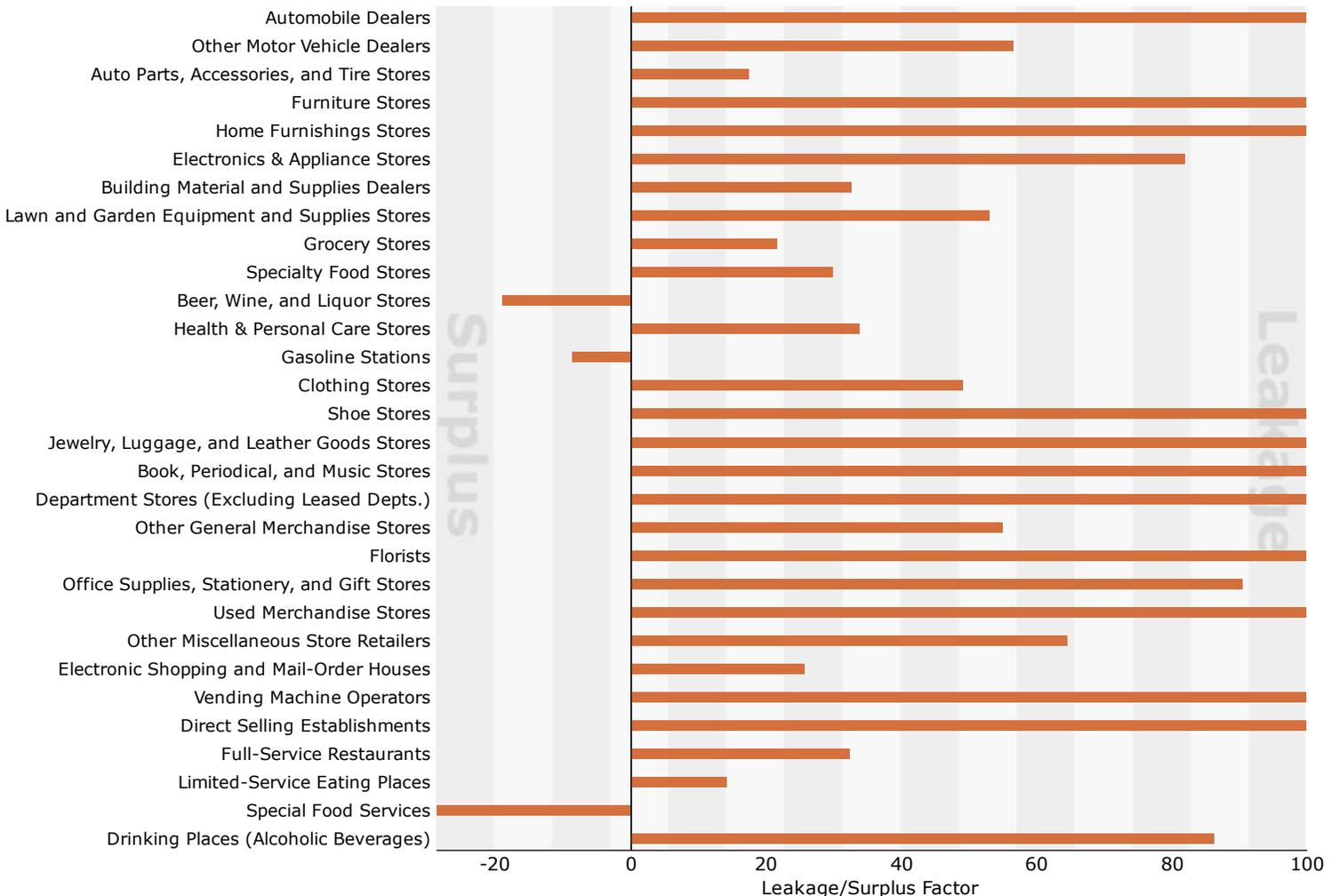
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

## Summary Demographics

2016 Population	22,138
2016 Households	8,080
2016 Median Disposable Income	\$51,323
2016 Per Capita Income	\$30,041

## 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	\$353,253,704	\$166,160,365	\$187,093,339	36.0	106
Total Retail Trade	44-45	\$321,697,620	\$151,343,898	\$170,353,722	36.0	82
Total Food & Drink	722	\$31,556,084	\$14,816,467	\$16,739,617	36.1	24

## Industry Group

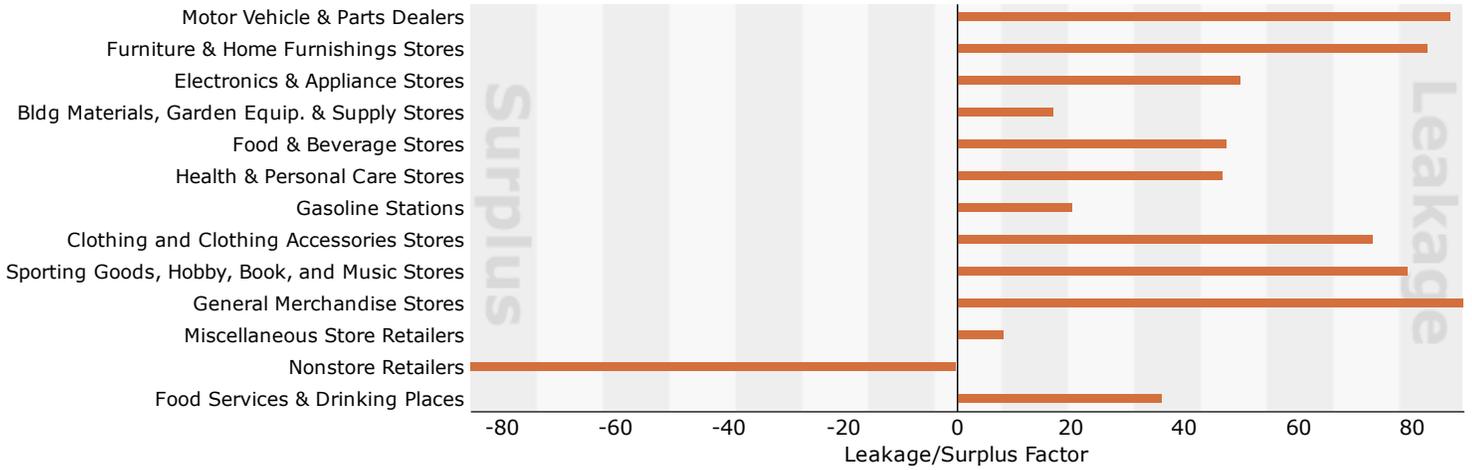
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$74,232,997	\$5,136,715	\$69,096,282	87.1	6
Automobile Dealers	4411	\$60,451,594	\$1,050,838	\$59,400,756	96.6	1
Other Motor Vehicle Dealers	4412	\$8,502,279	\$803,929	\$7,698,350	82.7	1
Auto Parts, Accessories & Tire Stores	4413	\$5,279,124	\$3,281,949	\$1,997,175	23.3	4
Furniture & Home Furnishings Stores	442	\$8,455,594	\$791,904	\$7,663,690	82.9	2
Furniture Stores	4421	\$5,408,757	\$0	\$5,408,757	100.0	0
Home Furnishings Stores	4422	\$3,046,837	\$394,112	\$2,652,725	77.1	2
Electronics & Appliance Stores	443	\$17,356,832	\$5,777,256	\$11,579,576	50.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,718,847	\$11,150,413	\$4,568,434	17.0	19
Bldg Material & Supplies Dealers	4441	\$13,329,755	\$9,547,683	\$3,782,072	16.5	15
Lawn & Garden Equip & Supply Stores	4442	\$2,389,092	\$1,602,730	\$786,362	19.7	4
Food & Beverage Stores	445	\$57,334,988	\$20,338,435	\$36,996,553	47.6	13
Grocery Stores	4451	\$52,908,681	\$15,103,216	\$37,805,465	55.6	6
Specialty Food Stores	4452	\$2,768,278	\$1,886,448	\$881,830	18.9	4
Beer, Wine & Liquor Stores	4453	\$1,658,029	\$3,348,771	-\$1,690,742	-33.8	3
Health & Personal Care Stores	446,4461	\$24,119,785	\$8,705,089	\$15,414,696	47.0	6
Gasoline Stations	447,4471	\$22,763,054	\$15,067,890	\$7,695,164	20.3	6
Clothing & Clothing Accessories Stores	448	\$13,652,094	\$2,096,466	\$11,555,628	73.4	2
Clothing Stores	4481	\$8,679,295	\$2,026,133	\$6,653,162	62.1	2
Shoe Stores	4482	\$1,667,912	\$0	\$1,667,912	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,304,887	\$0	\$3,304,887	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$10,344,432	\$1,187,468	\$9,156,964	79.4	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,430,139	\$500,794	\$7,929,345	88.8	2
Book, Periodical & Music Stores	4512	\$1,914,292	\$686,674	\$1,227,618	47.2	1
General Merchandise Stores	452	\$57,488,431	\$3,269,144	\$54,219,287	89.2	4
Department Stores Excluding Leased Depts.	4521	\$45,176,025	\$0	\$45,176,025	100.0	0
Other General Merchandise Stores	4529	\$12,312,406	\$2,805,320	\$9,507,086	62.9	4
Miscellaneous Store Retailers	453	\$15,191,356	\$12,837,909	\$2,353,447	8.4	12
Florists	4531	\$656,186	\$248,367	\$407,819	45.1	1
Office Supplies, Stationery & Gift Stores	4532	\$3,459,550	\$9,008,699	-\$5,549,149	-44.5	2
Used Merchandise Stores	4533	\$2,116,262	\$254,089	\$1,862,173	78.6	2
Other Miscellaneous Store Retailers	4539	\$8,959,358	\$3,326,754	\$5,632,604	45.8	7
Nonstore Retailers	454	\$5,039,209	\$64,985,208	-\$59,945,999	-85.6	3
Electronic Shopping & Mail-Order Houses	4541	\$2,765,637	\$64,975,588	-\$62,209,951	-91.8	3
Vending Machine Operators	4542	\$507,618	\$0	\$507,618	100.0	0
Direct Selling Establishments	4543	\$1,765,955	\$0	\$1,765,955	100.0	0
Food Services & Drinking Places	722	\$31,556,084	\$14,816,467	\$16,739,617	36.1	24
Full-Service Restaurants	7221	\$15,675,244	\$6,390,342	\$9,284,902	42.1	13
Limited-Service Eating Places	7222	\$14,081,273	\$7,476,905	\$6,604,368	30.6	9
Special Food Services	7223	\$844,943	\$909,447	-\$64,504	-3.7	2
Drinking Places - Alcoholic Beverages	7224	\$954,624	\$39,773	\$914,851	92.0	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.

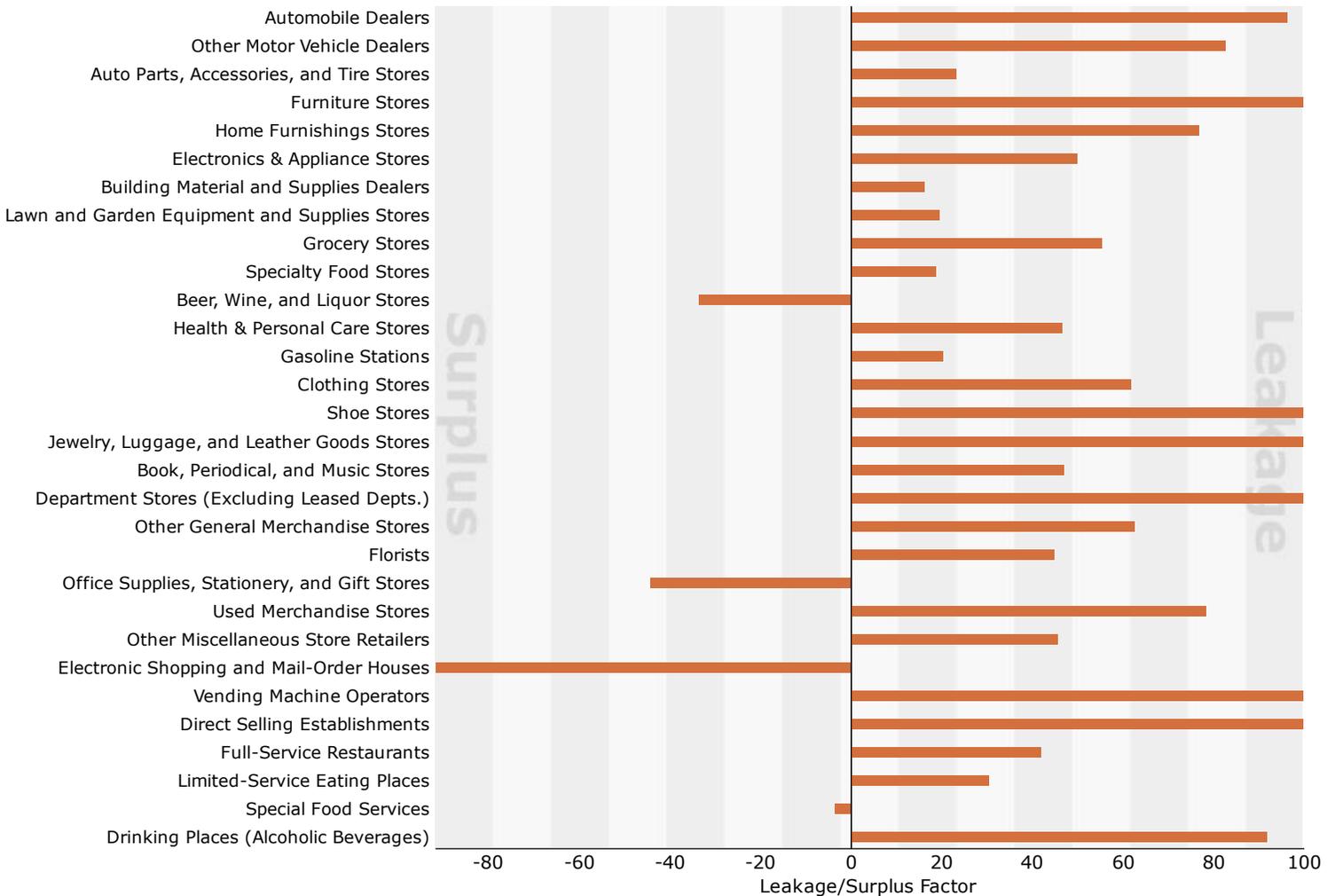
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail Market Potential

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

Demographic Summary	2016	2021
Population	1,312	1,355
Population 18+	1,017	1,054
Households	597	618
Median Household Income	\$61,274	\$70,398

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	526	51.7%	109
Bought any women's clothing in last 12 months	473	46.5%	106
Bought clothing for child <13 years in last 6 months	278	27.3%	99
Bought any shoes in last 12 months	575	56.5%	105
Bought costume jewelry in last 12 months	194	19.1%	98
Bought any fine jewelry in last 12 months	167	16.4%	90
Bought a watch in last 12 months	100	9.8%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	566	94.8%	111
HH bought/leased new vehicle last 12 mo	52	8.7%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	950	93.4%	110
Bought/changed motor oil in last 12 months	619	60.9%	124
Had tune-up in last 12 months	296	29.1%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	617	60.7%	93
Drank regular cola in last 6 months	453	44.5%	99
Drank beer/ale in last 6 months	430	42.3%	99
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	358	35.2%	121
Own digital single-lens reflex (SLR) camera	88	8.7%	100
Bought any camera in last 12 months	60	5.9%	104
Printed digital photos in last 12 months	34	3.3%	114
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	346	34.0%	94
Have a smartphone	459	45.1%	77
Have a smartphone: Android phone (any brand)	235	23.1%	86
Have a smartphone: Apple iPhone	163	16.0%	62
Number of cell phones in household: 1	200	33.5%	104
Number of cell phones in household: 2	240	40.2%	107
Number of cell phones in household: 3+	124	20.8%	82
HH has cell phone only (no landline telephone)	207	34.7%	83
<b>Computers (Households)</b>			
HH owns a computer	447	74.9%	97
HH owns desktop computer	283	47.4%	105
HH owns laptop/notebook	294	49.2%	91
HH owns any Apple/Mac brand computer	49	8.2%	55
HH owns any PC/non-Apple brand computer	419	70.2%	103
HH purchased most recent computer in a store	225	37.7%	100
HH purchased most recent computer online	69	11.6%	88
Spent <\$500 on most recent home computer	104	17.4%	120
Spent \$500-\$999 on most recent home computer	112	18.8%	98
Spent \$1,000-\$1,499 on most recent home computer	47	7.9%	83
Spent \$1,500-\$1,999 on most recent home computer	19	3.2%	70
Spent \$2,000+ on most recent home computer	17	2.8%	73

**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

Owensville Downtown Area  
 112 Belfast Rd, Owensville, OH, 45160  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.12287  
 Longitude: -84.13575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	528	51.9%	102
Bought brewed coffee at convenience store in last 30 days	181	17.8%	113
Bought cigarettes at convenience store in last 30 days	150	14.7%	118
Bought gas at convenience store in last 30 days	438	43.1%	130
Spent at convenience store in last 30 days: <\$20	97	9.5%	118
Spent at convenience store in last 30 days: \$20-\$39	80	7.9%	87
Spent at convenience store in last 30 days: \$40-\$50	92	9.0%	119
Spent at convenience store in last 30 days: \$51-\$99	50	4.9%	111
Spent at convenience store in last 30 days: \$100+	296	29.1%	127
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	520	51.1%	86
Went to live theater in last 12 months	117	11.5%	89
Went to a bar/night club in last 12 months	159	15.6%	94
Dined out in last 12 months	488	48.0%	107
Gambled at a casino in last 12 months	143	14.1%	103
Visited a theme park in last 12 months	150	14.7%	84
Viewed movie (video-on-demand) in last 30 days	104	10.2%	60
Viewed TV show (video-on-demand) in last 30 days	72	7.1%	55
Watched any pay-per-view TV in last 12 months	104	10.2%	78
Downloaded a movie over the Internet in last 30 days	35	3.4%	48
Downloaded any individual song in last 6 months	147	14.5%	71
Watched a movie online in the last 30 days	85	8.4%	52
Watched a TV program online in last 30 days	77	7.6%	51
Played a video/electronic game (console) in last 12 months	106	10.4%	100
Played a video/electronic game (portable) in last 12 months	44	4.3%	95
<b>Financial (Adults)</b>			
Have home mortgage (1st)	356	35.0%	113
Used ATM/cash machine in last 12 months	479	47.1%	96
Own any stock	75	7.4%	96
Own U.S. savings bond	61	6.0%	113
Own shares in mutual fund (stock)	81	8.0%	110
Own shares in mutual fund (bonds)	51	5.0%	103
Have interest checking account	326	32.1%	114
Have non-interest checking account	353	34.7%	123
Have savings account	599	58.9%	109
Have 401K retirement savings plan	156	15.3%	106
Own/used any credit/debit card in last 12 months	796	78.3%	105
Avg monthly credit card expenditures: <\$111	133	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	84	8.3%	120
Avg monthly credit card expenditures: \$226-\$450	61	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	65	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	35	3.4%	80
Avg monthly credit card expenditures: \$1,001+	68	6.7%	74
Did banking online in last 12 months	329	32.4%	91
Did banking on mobile device in last 12 months	109	10.7%	77
Paid bills online in last 12 months	385	37.9%	88

**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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	448	75.0%	108
Used bread in last 6 months	574	96.1%	102
Used chicken (fresh or frozen) in last 6 months	423	70.9%	103
Used turkey (fresh or frozen) in last 6 months	114	19.1%	120
Used fish/seafood (fresh or frozen) in last 6 months	316	52.9%	97
Used fresh fruit/vegetables in last 6 months	529	88.6%	103
Used fresh milk in last 6 months	550	92.1%	105
Used organic food in last 6 months	89	14.9%	76
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	282	27.7%	98
Exercise at club 2+ times per week	95	9.3%	72
Visited a doctor in last 12 months	794	78.1%	103
Used vitamin/dietary supplement in last 6 months	544	53.5%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	197	33.0%	123
Used housekeeper/maid/professional HH cleaning service in last 12	59	9.9%	75
Purchased low ticket HH furnishings in last 12 months	86	14.4%	90
Purchased big ticket HH furnishings in last 12 months	106	17.8%	85
Bought any small kitchen appliance in last 12 months	126	21.1%	95
Bought any large kitchen appliance in last 12 months	69	11.6%	91
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	523	51.4%	120
Carry medical/hospital/accident insurance	698	68.6%	105
Carry homeowner insurance	617	60.7%	129
Carry renter's insurance	60	5.9%	72
Have auto insurance: 1 vehicle in household covered	154	25.8%	84
Have auto insurance: 2 vehicles in household covered	177	29.6%	104
Have auto insurance: 3+ vehicles in household covered	203	34.0%	156
<b>Pets (Households)</b>			
Household owns any pet	404	67.7%	126
Household owns any cat	207	34.7%	155
Household owns any dog	321	53.8%	132
<b>Psychographics (Adults)</b>			
Buying American is important to me	525	51.6%	122
Usually buy items on credit rather than wait	107	10.5%	90
Usually buy based on quality - not price	175	17.2%	96
Price is usually more important than brand name	293	28.8%	110
Usually use coupons for brands I buy often	210	20.6%	109
Am interested in how to help the environment	112	11.0%	68
Usually pay more for environ safe product	97	9.5%	75
Usually value green products over convenience	84	8.3%	79
Likely to buy a brand that supports a charity	370	36.4%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	112	11.0%	83
Bought hardcover book in last 12 months	220	21.6%	103
Bought paperback book in last 12 month	318	31.3%	100
Read any daily newspaper (paper version)	295	29.0%	111
Read any digital newspaper in last 30 days	253	24.9%	75
Read any magazine (paper/electronic version) in last 6 months	897	88.2%	97

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

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

# Retail Market Potential

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	764	75.1%	101
Went to family restaurant/steak house: 4+ times a month	264	26.0%	94
Went to fast food/drive-in restaurant in last 6 months	928	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	397	39.0%	99
Fast food/drive-in last 6 months: eat in	420	41.3%	114
Fast food/drive-in last 6 months: home delivery	65	6.4%	83
Fast food/drive-in last 6 months: take-out/drive-thru	484	47.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	179	17.6%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	246	24.2%	76
Own e-reader/tablet: iPad	72	7.1%	46
Own any portable MP3 player	283	27.8%	90
HH owns 1 TV	109	18.3%	89
HH owns 2 TVs	162	27.1%	105
HH owns 3 TVs	143	24.0%	112
HH owns 4+ TVs	119	19.9%	106
HH subscribes to cable TV	201	33.7%	68
HH subscribes to fiber optic	5	0.8%	11
HH has satellite dish	275	46.1%	181
HH owns DVD/Blu-ray player	384	64.3%	106
HH owns camcorder	94	15.7%	113
HH owns portable GPS navigation device	201	33.7%	123
HH purchased video game system in last 12 mos	32	5.4%	68
HH owns Internet video device for TV	28	4.7%	67
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	478	47.0%	94
Took 3+ domestic non-business trips in last 12 months	102	10.0%	90
Spent on domestic vacations in last 12 months: <\$1,000	106	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	58	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	33	3.2%	91
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	39	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	52	5.1%	93
Domestic travel in the 12 months: used general travel website	55	5.4%	80
Foreign travel in last 3 years	170	16.7%	69
Took 3+ foreign trips by plane in last 3 years	28	2.8%	61
Spent on foreign vacations in last 12 months: <\$1,000	31	3.0%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	20	2.0%	60
Spent on foreign vacations in last 12 months: \$3,000+	33	3.2%	65
Foreign travel in last 3 years: used general travel website	31	3.0%	55
Nights spent in hotel/motel in last 12 months: any	389	38.2%	94
Took cruise of more than one day in last 3 years	67	6.6%	79
Member of any frequent flyer program	90	8.8%	54
Member of any hotel rewards program	119	11.7%	83

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**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

Owensville Downtown Area  
 112 Belfast Rd, Owensville, OH, 45160  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.12287  
 Longitude: -84.13575

Demographic Summary	2016	2021
Population	5,640	5,876
Population 18+	4,507	4,717
Households	2,204	2,305
Median Household Income	\$64,869	\$76,019

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,351	52.2%	110
Bought any women's clothing in last 12 months	2,117	47.0%	107
Bought clothing for child <13 years in last 6 months	1,216	27.0%	98
Bought any shoes in last 12 months	2,581	57.3%	106
Bought costume jewelry in last 12 months	905	20.1%	103
Bought any fine jewelry in last 12 months	773	17.2%	94
Bought a watch in last 12 months	488	10.8%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,084	94.6%	110
HH bought/leased new vehicle last 12 mo	222	10.1%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,194	93.1%	109
Bought/changed motor oil in last 12 months	2,574	57.1%	116
Had tune-up in last 12 months	1,332	29.6%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,824	62.7%	96
Drank regular cola in last 6 months	1,907	42.3%	94
Drank beer/ale in last 6 months	1,973	43.8%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,630	36.2%	124
Own digital single-lens reflex (SLR) camera	433	9.6%	111
Bought any camera in last 12 months	286	6.3%	111
Printed digital photos in last 12 months	156	3.5%	118
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,544	34.3%	95
Have a smartphone	2,276	50.5%	86
Have a smartphone: Android phone (any brand)	1,051	23.3%	87
Have a smartphone: Apple iPhone	955	21.2%	82
Number of cell phones in household: 1	681	30.9%	96
Number of cell phones in household: 2	887	40.2%	108
Number of cell phones in household: 3+	531	24.1%	95
HH has cell phone only (no landline telephone)	720	32.7%	78
<b>Computers (Households)</b>			
HH owns a computer	1,728	78.4%	102
HH owns desktop computer	1,107	50.2%	111
HH owns laptop/notebook	1,158	52.5%	97
HH owns any Apple/Mac brand computer	252	11.4%	76
HH owns any PC/non-Apple brand computer	1,589	72.1%	106
HH purchased most recent computer in a store	876	39.7%	106
HH purchased most recent computer online	280	12.7%	97
Spent <\$500 on most recent home computer	359	16.3%	112
Spent \$500-\$999 on most recent home computer	443	20.1%	105
Spent \$1,000-\$1,499 on most recent home computer	207	9.4%	99
Spent \$1,500-\$1,999 on most recent home computer	89	4.0%	89
Spent \$2,000+ on most recent home computer	77	3.5%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,365	52.5%	103
Bought brewed coffee at convenience store in last 30 days	799	17.7%	113
Bought cigarettes at convenience store in last 30 days	566	12.6%	100
Bought gas at convenience store in last 30 days	1,789	39.7%	120
Spent at convenience store in last 30 days: <\$20	428	9.5%	117
Spent at convenience store in last 30 days: \$20-\$39	383	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	384	8.5%	112
Spent at convenience store in last 30 days: \$51-\$99	203	4.5%	102
Spent at convenience store in last 30 days: \$100+	1,202	26.7%	116
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,509	55.7%	94
Went to live theater in last 12 months	610	13.5%	104
Went to a bar/night club in last 12 months	744	16.5%	99
Dined out in last 12 months	2,305	51.1%	114
Gambled at a casino in last 12 months	678	15.0%	110
Visited a theme park in last 12 months	743	16.5%	94
Viewed movie (video-on-demand) in last 30 days	656	14.6%	86
Viewed TV show (video-on-demand) in last 30 days	477	10.6%	82
Watched any pay-per-view TV in last 12 months	541	12.0%	91
Downloaded a movie over the Internet in last 30 days	213	4.7%	66
Downloaded any individual song in last 6 months	773	17.2%	84
Watched a movie online in the last 30 days	476	10.6%	66
Watched a TV program online in last 30 days	453	10.1%	67
Played a video/electronic game (console) in last 12 months	440	9.8%	94
Played a video/electronic game (portable) in last 12 months	191	4.2%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,729	38.4%	123
Used ATM/cash machine in last 12 months	2,265	50.3%	102
Own any stock	404	9.0%	117
Own U.S. savings bond	295	6.5%	124
Own shares in mutual fund (stock)	419	9.3%	128
Own shares in mutual fund (bonds)	270	6.0%	123
Have interest checking account	1,531	34.0%	121
Have non-interest checking account	1,521	33.7%	119
Have savings account	2,753	61.1%	113
Have 401K retirement savings plan	762	16.9%	116
Own/used any credit/debit card in last 12 months	3,619	80.3%	108
Avg monthly credit card expenditures: <\$111	569	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	362	8.0%	117
Avg monthly credit card expenditures: \$226-\$450	304	6.7%	107
Avg monthly credit card expenditures: \$451-\$700	294	6.5%	122
Avg monthly credit card expenditures: \$701-\$1,000	202	4.5%	104
Avg monthly credit card expenditures: \$1,001+	422	9.4%	103
Did banking online in last 12 months	1,660	36.8%	103
Did banking on mobile device in last 12 months	546	12.1%	87
Paid bills online in last 12 months	1,905	42.3%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,651	74.9%	108
Used bread in last 6 months	2,116	96.0%	102
Used chicken (fresh or frozen) in last 6 months	1,570	71.2%	103
Used turkey (fresh or frozen) in last 6 months	425	19.3%	122
Used fish/seafood (fresh or frozen) in last 6 months	1,197	54.3%	99
Used fresh fruit/vegetables in last 6 months	1,956	88.7%	103
Used fresh milk in last 6 months	2,014	91.4%	104
Used organic food in last 6 months	364	16.5%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,334	29.6%	104
Exercise at club 2+ times per week	537	11.9%	92
Visited a doctor in last 12 months	3,602	79.9%	105
Used vitamin/dietary supplement in last 6 months	2,504	55.6%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	749	34.0%	127
Used housekeeper/maid/professional HH cleaning service in last 12	261	11.8%	90
Purchased low ticket HH furnishings in last 12 months	344	15.6%	97
Purchased big ticket HH furnishings in last 12 months	422	19.1%	92
Bought any small kitchen appliance in last 12 months	475	21.6%	97
Bought any large kitchen appliance in last 12 months	278	12.6%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,364	52.5%	123
Carry medical/hospital/accident insurance	3,196	70.9%	108
Carry homeowner insurance	2,830	62.8%	133
Carry renter's insurance	265	5.9%	72
Have auto insurance: 1 vehicle in household covered	548	24.9%	81
Have auto insurance: 2 vehicles in household covered	673	30.5%	107
Have auto insurance: 3+ vehicles in household covered	753	34.2%	156
<b>Pets (Households)</b>			
Household owns any pet	1,467	66.6%	124
Household owns any cat	721	32.7%	146
Household owns any dog	1,151	52.2%	128
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,236	49.6%	117
Usually buy items on credit rather than wait	498	11.0%	94
Usually buy based on quality - not price	785	17.4%	97
Price is usually more important than brand name	1,231	27.3%	104
Usually use coupons for brands I buy often	911	20.2%	107
Am interested in how to help the environment	547	12.1%	74
Usually pay more for environ safe product	454	10.1%	79
Usually value green products over convenience	377	8.4%	80
Likely to buy a brand that supports a charity	1,608	35.7%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	597	13.2%	100
Bought hardcover book in last 12 months	1,012	22.5%	107
Bought paperback book in last 12 month	1,506	33.4%	106
Read any daily newspaper (paper version)	1,362	30.2%	116
Read any digital newspaper in last 30 days	1,329	29.5%	89
Read any magazine (paper/electronic version) in last 6 months	4,064	90.2%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,466	76.9%	103
Went to family restaurant/steak house: 4+ times a month	1,238	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	4,118	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,756	39.0%	99
Fast food/drive-in last 6 months: eat in	1,828	40.6%	112
Fast food/drive-in last 6 months: home delivery	295	6.5%	85
Fast food/drive-in last 6 months: take-out/drive-thru	2,160	47.9%	103
Fast food/drive-in last 6 months: take-out/walk-in	861	19.1%	98
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,325	29.4%	93
Own e-reader/tablet: iPad	516	11.4%	75
Own any portable MP3 player	1,395	31.0%	100
HH owns 1 TV	373	16.9%	83
HH owns 2 TVs	578	26.2%	101
HH owns 3 TVs	537	24.4%	114
HH owns 4+ TVs	486	22.1%	117
HH subscribes to cable TV	863	39.2%	79
HH subscribes to fiber optic	84	3.8%	50
HH has satellite dish	886	40.2%	158
HH owns DVD/Blu-ray player	1,436	65.2%	108
HH owns camcorder	367	16.7%	119
HH owns portable GPS navigation device	780	35.4%	129
HH purchased video game system in last 12 mos	130	5.9%	74
HH owns Internet video device for TV	129	5.9%	83
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,393	53.1%	106
Took 3+ domestic non-business trips in last 12 months	541	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	495	11.0%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	288	6.4%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	179	4.0%	111
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	206	4.6%	117
Spent on domestic vacations in last 12 months: \$3,000+	290	6.4%	117
Domestic travel in the 12 months: used general travel website	300	6.7%	98
Foreign travel in last 3 years	1,003	22.3%	92
Took 3+ foreign trips by plane in last 3 years	174	3.9%	86
Spent on foreign vacations in last 12 months: <\$1,000	189	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	120	2.7%	82
Spent on foreign vacations in last 12 months: \$3,000+	209	4.6%	93
Foreign travel in last 3 years: used general travel website	201	4.5%	80
Nights spent in hotel/motel in last 12 months: any	1,950	43.3%	107
Took cruise of more than one day in last 3 years	387	8.6%	102
Member of any frequent flyer program	648	14.4%	88
Member of any hotel rewards program	690	15.3%	108

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# Retail Market Potential

Owensville Downtown Area  
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Ring: 5 mile radius

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<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	22,138	23,142
Population 18+	16,923	17,792
Households	8,080	8,474
Median Household Income	\$62,071	\$71,048

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,652	51.1%	108
Bought any women's clothing in last 12 months	7,830	46.3%	105
Bought clothing for child <13 years in last 6 months	4,934	29.2%	106
Bought any shoes in last 12 months	9,560	56.5%	105
Bought costume jewelry in last 12 months	3,393	20.0%	103
Bought any fine jewelry in last 12 months	3,082	18.2%	99
Bought a watch in last 12 months	1,913	11.3%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,415	91.8%	107
HH bought/leased new vehicle last 12 mo	815	10.1%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,486	91.5%	108
Bought/changed motor oil in last 12 months	9,362	55.3%	113
Had tune-up in last 12 months	5,002	29.6%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	10,839	64.0%	98
Drank regular cola in last 6 months	7,547	44.6%	99
Drank beer/ale in last 6 months	7,231	42.7%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	5,545	32.8%	112
Own digital single-lens reflex (SLR) camera	1,588	9.4%	109
Bought any camera in last 12 months	1,041	6.2%	108
Printed digital photos in last 12 months	545	3.2%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,026	35.6%	99
Have a smartphone	9,380	55.4%	94
Have a smartphone: Android phone (any brand)	4,512	26.7%	99
Have a smartphone: Apple iPhone	3,837	22.7%	88
Number of cell phones in household: 1	2,363	29.2%	91
Number of cell phones in household: 2	3,206	39.7%	106
Number of cell phones in household: 3+	2,171	26.9%	106
HH has cell phone only (no landline telephone)	3,236	40.0%	96
<b>Computers (Households)</b>			
HH owns a computer	6,327	78.3%	102
HH owns desktop computer	3,952	48.9%	108
HH owns laptop/notebook	4,348	53.8%	99
HH owns any Apple/Mac brand computer	1,001	12.4%	82
HH owns any PC/non-Apple brand computer	5,747	71.1%	105
HH purchased most recent computer in a store	3,190	39.5%	105
HH purchased most recent computer online	1,062	13.1%	101
Spent <\$500 on most recent home computer	1,318	16.3%	112
Spent \$500-\$999 on most recent home computer	1,596	19.8%	103
Spent \$1,000-\$1,499 on most recent home computer	750	9.3%	98
Spent \$1,500-\$1,999 on most recent home computer	337	4.2%	92
Spent \$2,000+ on most recent home computer	299	3.7%	94

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# Retail Market Potential

Owensville Downtown Area  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	9,098	53.8%	106
Bought brewed coffee at convenience store in last 30 days	2,751	16.3%	103
Bought cigarettes at convenience store in last 30 days	2,400	14.2%	113
Bought gas at convenience store in last 30 days	6,715	39.7%	120
Spent at convenience store in last 30 days: <\$20	1,520	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	1,484	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	1,374	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	773	4.6%	103
Spent at convenience store in last 30 days: \$100+	4,529	26.8%	117
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	9,607	56.8%	95
Went to live theater in last 12 months	2,076	12.3%	94
Went to a bar/night club in last 12 months	2,690	15.9%	95
Dined out in last 12 months	8,261	48.8%	109
Gambled at a casino in last 12 months	2,445	14.4%	105
Visited a theme park in last 12 months	2,892	17.1%	97
Viewed movie (video-on-demand) in last 30 days	2,598	15.4%	90
Viewed TV show (video-on-demand) in last 30 days	1,861	11.0%	85
Watched any pay-per-view TV in last 12 months	2,042	12.1%	92
Downloaded a movie over the Internet in last 30 days	982	5.8%	81
Downloaded any individual song in last 6 months	3,314	19.6%	96
Watched a movie online in the last 30 days	2,126	12.6%	79
Watched a TV program online in last 30 days	1,981	11.7%	78
Played a video/electronic game (console) in last 12 months	1,804	10.7%	102
Played a video/electronic game (portable) in last 12 months	777	4.6%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,183	36.5%	118
Used ATM/cash machine in last 12 months	8,458	50.0%	102
Own any stock	1,303	7.7%	101
Own U.S. savings bond	931	5.5%	104
Own shares in mutual fund (stock)	1,339	7.9%	109
Own shares in mutual fund (bonds)	867	5.1%	105
Have interest checking account	5,268	31.1%	110
Have non-interest checking account	5,536	32.7%	116
Have savings account	9,841	58.2%	108
Have 401K retirement savings plan	2,826	16.7%	115
Own/used any credit/debit card in last 12 months	13,314	78.7%	106
Avg monthly credit card expenditures: <\$111	2,221	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	1,195	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	1,101	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	988	5.8%	110
Avg monthly credit card expenditures: \$701-\$1,000	661	3.9%	91
Avg monthly credit card expenditures: \$1,001+	1,477	8.7%	96
Did banking online in last 12 months	6,301	37.2%	104
Did banking on mobile device in last 12 months	2,361	14.0%	100
Paid bills online in last 12 months	7,403	43.7%	102

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# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,032	74.7%	107
Used bread in last 6 months	7,709	95.4%	102
Used chicken (fresh or frozen) in last 6 months	5,694	70.5%	102
Used turkey (fresh or frozen) in last 6 months	1,439	17.8%	112
Used fish/seafood (fresh or frozen) in last 6 months	4,432	54.9%	100
Used fresh fruit/vegetables in last 6 months	7,081	87.6%	102
Used fresh milk in last 6 months	7,325	90.7%	103
Used organic food in last 6 months	1,354	16.8%	85
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,906	29.0%	102
Exercise at club 2+ times per week	1,947	11.5%	88
Visited a doctor in last 12 months	13,287	78.5%	104
Used vitamin/dietary supplement in last 6 months	9,038	53.4%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,538	31.4%	117
Used housekeeper/maid/professional HH cleaning service in last 12	924	11.4%	87
Purchased low ticket HH furnishings in last 12 months	1,345	16.6%	104
Purchased big ticket HH furnishings in last 12 months	1,670	20.7%	99
Bought any small kitchen appliance in last 12 months	1,801	22.3%	100
Bought any large kitchen appliance in last 12 months	1,089	13.5%	106
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,359	49.4%	116
Carry medical/hospital/accident insurance	11,588	68.5%	104
Carry homeowner insurance	9,724	57.5%	122
Carry renter's insurance	1,106	6.5%	80
Have auto insurance: 1 vehicle in household covered	2,161	26.7%	87
Have auto insurance: 2 vehicles in household covered	2,467	30.5%	107
Have auto insurance: 3+ vehicles in household covered	2,385	29.5%	135
<b>Pets (Households)</b>			
Household owns any pet	5,111	63.3%	118
Household owns any cat	2,336	28.9%	129
Household owns any dog	4,011	49.6%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,065	47.7%	113
Usually buy items on credit rather than wait	1,787	10.6%	90
Usually buy based on quality - not price	2,853	16.9%	94
Price is usually more important than brand name	4,654	27.5%	105
Usually use coupons for brands I buy often	3,282	19.4%	102
Am interested in how to help the environment	2,162	12.8%	78
Usually pay more for environ safe product	1,758	10.4%	81
Usually value green products over convenience	1,427	8.4%	80
Likely to buy a brand that supports a charity	6,190	36.6%	105
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,172	12.8%	97
Bought hardcover book in last 12 months	3,578	21.1%	101
Bought paperback book in last 12 month	5,378	31.8%	101
Read any daily newspaper (paper version)	4,552	26.9%	103
Read any digital newspaper in last 30 days	5,156	30.5%	91
Read any magazine (paper/electronic version) in last 6 months	15,253	90.1%	99

**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

Owensville Downtown Area  
112 Belfast Rd, Owensville, OH, 45160  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.12287  
Longitude: -84.13575

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	13,060	77.2%	103
Went to family restaurant/steak house: 4+ times a month	4,656	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	15,547	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,883	40.7%	103
Fast food/drive-in last 6 months: eat in	6,499	38.4%	106
Fast food/drive-in last 6 months: home delivery	1,224	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	8,513	50.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	3,337	19.7%	101
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	5,096	30.1%	95
Own e-reader/tablet: iPad	2,093	12.4%	81
Own any portable MP3 player	5,237	30.9%	100
HH owns 1 TV	1,406	17.4%	85
HH owns 2 TVs	2,037	25.2%	97
HH owns 3 TVs	1,927	23.8%	111
HH owns 4+ TVs	1,742	21.6%	114
HH subscribes to cable TV	3,371	41.7%	84
HH subscribes to fiber optic	419	5.2%	68
HH has satellite dish	2,782	34.4%	136
HH owns DVD/Blu-ray player	5,204	64.4%	106
HH owns camcorder	1,261	15.6%	112
HH owns portable GPS navigation device	2,581	31.9%	116
HH purchased video game system in last 12 mos	569	7.0%	89
HH owns Internet video device for TV	510	6.3%	90
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	8,764	51.8%	103
Took 3+ domestic non-business trips in last 12 months	1,903	11.2%	101
Spent on domestic vacations in last 12 months: <\$1,000	1,886	11.1%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	989	5.8%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	619	3.7%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	728	4.3%	110
Spent on domestic vacations in last 12 months: \$3,000+	958	5.7%	103
Domestic travel in the 12 months: used general travel website	994	5.9%	87
Foreign travel in last 3 years	3,590	21.2%	88
Took 3+ foreign trips by plane in last 3 years	586	3.5%	77
Spent on foreign vacations in last 12 months: <\$1,000	643	3.8%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	449	2.7%	81
Spent on foreign vacations in last 12 months: \$3,000+	712	4.2%	85
Foreign travel in last 3 years: used general travel website	727	4.3%	77
Nights spent in hotel/motel in last 12 months: any	6,998	41.4%	102
Took cruise of more than one day in last 3 years	1,398	8.3%	99
Member of any frequent flyer program	2,352	13.9%	85
Member of any hotel rewards program	2,421	14.3%	101

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