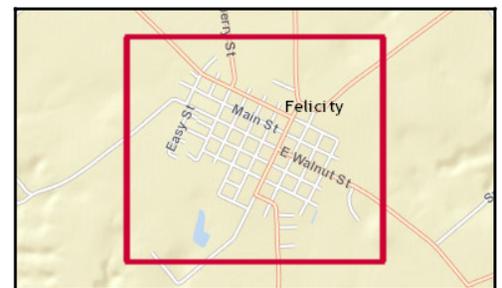


# Site Map

Felicity Village, OH  
Felicity Village, OH (3926880)  
Geography: Place

Prepared by Esri



<b>Population Summary</b>	
2000 Total Population	895
2010 Total Population	818
2016 Total Population	840
2016 Group Quarters	0
2021 Total Population	865
2016-2021 Annual Rate	0.59%
<b>Household Summary</b>	
2000 Households	338
2000 Average Household Size	2.65
2010 Households	335
2010 Average Household Size	2.44
2016 Households	348
2016 Average Household Size	2.41
2021 Households	360
2021 Average Household Size	2.40
2016-2021 Annual Rate	0.68%
2010 Families	198
2010 Average Family Size	3.19
2016 Families	213
2016 Average Family Size	3.05
2021 Families	219
2021 Average Family Size	3.04
2016-2021 Annual Rate	0.56%
<b>Housing Unit Summary</b>	
2000 Housing Units	363
Owner Occupied Housing Units	50.4%
Renter Occupied Housing Units	42.7%
Vacant Housing Units	6.9%
2010 Housing Units	374
Owner Occupied Housing Units	32.6%
Renter Occupied Housing Units	57.0%
Vacant Housing Units	10.4%
2016 Housing Units	383
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	9.1%
2021 Housing Units	398
Owner Occupied Housing Units	36.7%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	9.5%
<b>Median Household Income</b>	
2016	\$19,074
2021	\$18,224
<b>Median Home Value</b>	
2016	\$85,870
2021	\$97,778
<b>Per Capita Income</b>	
2016	\$13,460
2021	\$13,987
<b>Median Age</b>	
2010	37.3
2016	38.6
2021	39.3

**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.

## 2016 Households by Income

Household Income Base	347
<\$15,000	38.3%
\$15,000 - \$24,999	22.2%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	5.5%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	0.3%
\$200,000+	0.3%
Average Household Income	\$32,590

## 2021 Households by Income

Household Income Base	359
<\$15,000	40.9%
\$15,000 - \$24,999	20.9%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	7.2%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.3%
\$200,000+	0.3%
Average Household Income	\$33,653

## 2016 Owner Occupied Housing Units by Value

Total	142
<\$50,000	26.8%
\$50,000 - \$99,999	32.4%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	5.6%
\$200,000 - \$249,999	3.5%
\$250,000 - \$299,999	2.1%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.4%
Average Home Value	\$158,979

## 2021 Owner Occupied Housing Units by Value

Total	146
<\$50,000	20.5%
\$50,000 - \$99,999	30.8%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	4.1%
\$200,000 - \$249,999	8.9%
\$250,000 - \$299,999	4.8%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	12.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.4%
Average Home Value	\$213,014

**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.

<b>2010 Population by Age</b>	
Total	818
0 - 4	6.8%
5 - 9	7.9%
10 - 14	9.7%
15 - 24	9.7%
25 - 34	12.3%
35 - 44	14.2%
45 - 54	13.4%
55 - 64	13.7%
65 - 74	6.2%
75 - 84	4.4%
85 +	1.6%
18 +	72.2%
<b>2016 Population by Age</b>	
Total	839
0 - 4	5.8%
5 - 9	6.9%
10 - 14	8.2%
15 - 24	11.9%
25 - 34	11.9%
35 - 44	13.9%
45 - 54	13.3%
55 - 64	14.4%
65 - 74	7.5%
75 - 84	4.5%
85 +	1.4%
18 +	75.6%
<b>2021 Population by Age</b>	
Total	866
0 - 4	5.9%
5 - 9	6.5%
10 - 14	8.0%
15 - 24	11.0%
25 - 34	12.2%
35 - 44	14.1%
45 - 54	12.1%
55 - 64	14.4%
65 - 74	8.9%
75 - 84	5.3%
85 +	1.6%
18 +	76.4%
<b>2010 Population by Sex</b>	
Males	381
Females	437
<b>2016 Population by Sex</b>	
Males	402
Females	437
<b>2021 Population by Sex</b>	
Males	417
Females	449

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

## 2010 Population by Race/Ethnicity

Total	818
White Alone	98.7%
Black Alone	0.2%
American Indian Alone	0.5%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.4%
Hispanic Origin	1.2%
Diversity Index	5.0

## 2016 Population by Race/Ethnicity

Total	841
White Alone	98.5%
Black Alone	0.4%
American Indian Alone	0.4%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.6%
Hispanic Origin	1.3%
Diversity Index	5.3

## 2021 Population by Race/Ethnicity

Total	866
White Alone	98.3%
Black Alone	0.5%
American Indian Alone	0.3%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.7%
Hispanic Origin	1.6%
Diversity Index	6.3

## 2010 Population by Relationship and Household Type

Total	818
In Households	100.0%
In Family Households	80.4%
Householder	24.2%
Spouse	14.3%
Child	34.1%
Other relative	4.5%
Nonrelative	3.3%
In Nonfamily Households	19.6%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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

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

<b>2016 Population 25+ by Educational Attainment</b>	
Total	567
Less than 9th Grade	18.5%
9th - 12th Grade, No Diploma	22.8%
High School Graduate	33.7%
GED/Alternative Credential	6.3%
Some College, No Degree	8.5%
Associate Degree	4.2%
Bachelor's Degree	5.3%
Graduate/Professional Degree	0.7%
<b>2016 Population 15+ by Marital Status</b>	
Total	665
Never Married	21.2%
Married	53.8%
Widowed	9.9%
Divorced	15.0%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.3%
Civilian Unemployed	2.7%
<b>2016 Employed Population 16+ by Industry</b>	
Total	255
Agriculture/Mining	0.8%
Construction	5.9%
Manufacturing	15.7%
Wholesale Trade	4.7%
Retail Trade	19.2%
Transportation/Utilities	0.8%
Information	2.0%
Finance/Insurance/Real Estate	1.6%
Services	47.1%
Public Administration	2.4%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	256
White Collar	40.2%
Management/Business/Financial	6.6%
Professional	14.8%
Sales	8.2%
Administrative Support	10.5%
Services	21.9%
Blue Collar	37.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	2.0%
Production	14.5%
Transportation/Material Moving	15.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	818
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

<b>2010 Households by Type</b>	
Total	335
Households with 1 Person	34.3%
Households with 2+ People	65.7%
Family Households	59.1%
Husband-wife Families	34.9%
With Related Children	17.3%
Other Family (No Spouse Present)	24.2%
Other Family with Male Householder	6.9%
With Related Children	3.6%
Other Family with Female Householder	17.3%
With Related Children	11.0%
Nonfamily Households	6.6%
All Households with Children	31.9%
Multigenerational Households	5.1%
Unmarried Partner Households	8.7%
Male-female	8.1%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	335
1 Person Household	34.3%
2 Person Household	30.1%
3 Person Household	13.4%
4 Person Household	9.6%
5 Person Household	7.2%
6 Person Household	3.6%
7 + Person Household	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	335
Owner Occupied	36.4%
Owned with a Mortgage/Loan	22.1%
Owned Free and Clear	14.3%
Renter Occupied	63.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	374
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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

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

## Top 3 Tapestry Segments

1. Small Town Simplicity
2. Southern Satellites (10A)
3. Top Tier (1A)

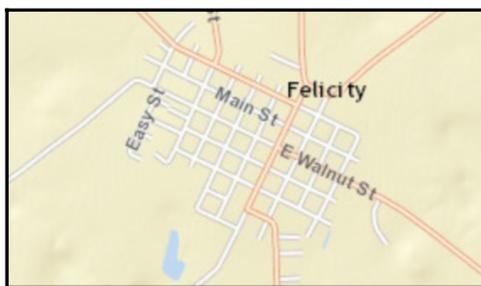
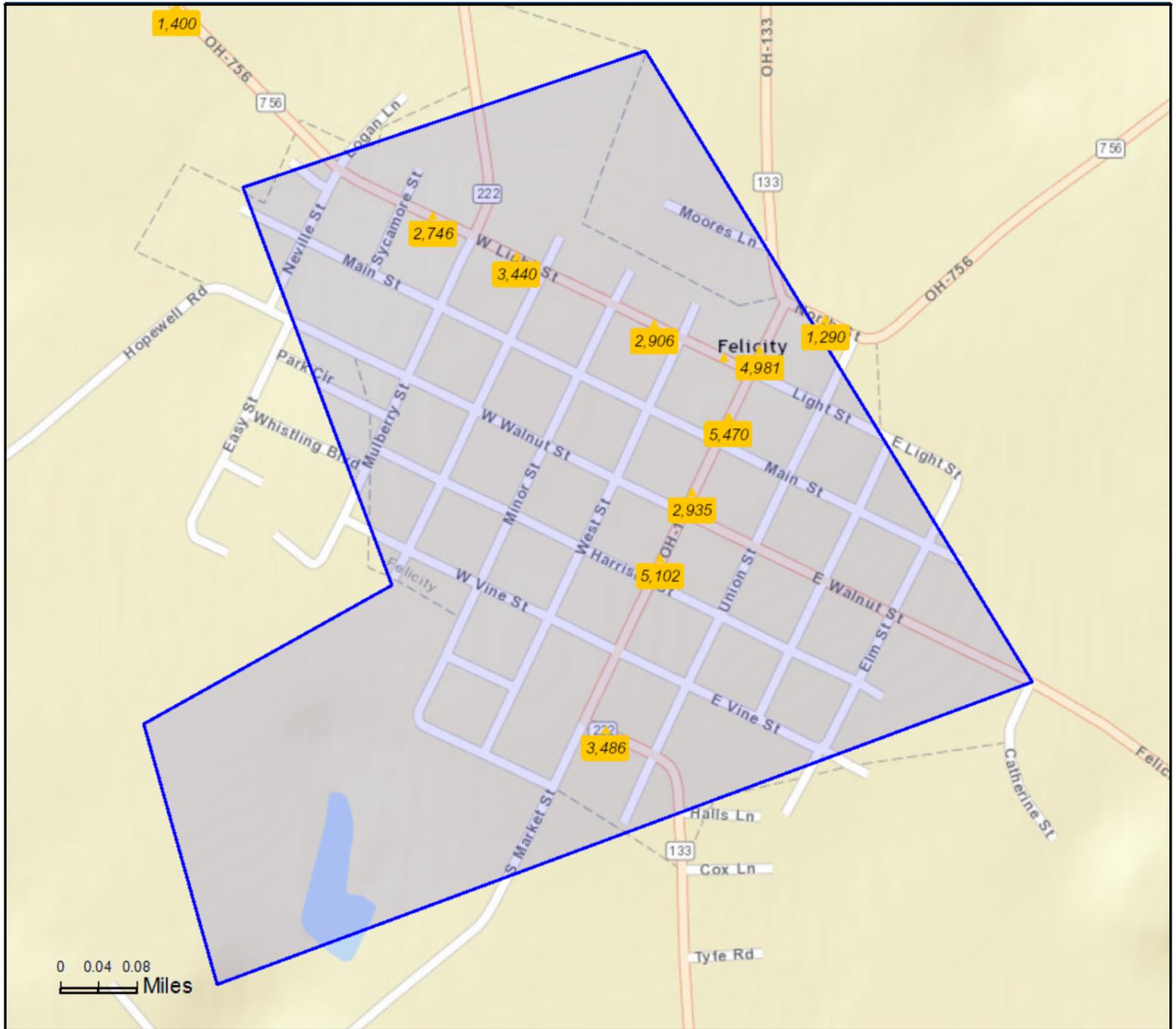
## 2016 Consumer Spending

Apparel & Services: Total \$	\$294,841
Average Spent	\$847.24
Spending Potential Index	42
Education: Total \$	\$173,086
Average Spent	\$497.37
Spending Potential Index	35
Entertainment/Recreation: Total \$	\$454,482
Average Spent	\$1,305.98
Spending Potential Index	45
Food at Home: Total \$	\$831,263
Average Spent	\$2,388.69
Spending Potential Index	48
Food Away from Home: Total \$	\$465,699
Average Spent	\$1,338.22
Spending Potential Index	43
Health Care: Total \$	\$876,747
Average Spent	\$2,519.39
Spending Potential Index	48
HH Furnishings & Equipment: Total \$	\$260,897
Average Spent	\$749.70
Spending Potential Index	42
Personal Care Products & Services: Total \$	\$107,366
Average Spent	\$308.52
Spending Potential Index	42
Shelter: Total \$	\$2,181,763
Average Spent	\$6,269.43
Spending Potential Index	40
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$359,912
Average Spent	\$1,034.23
Spending Potential Index	45
Travel: Total \$	\$240,270
Average Spent	\$690.43
Spending Potential Index	37
Vehicle Maintenance & Repairs: Total \$	\$169,065
Average Spent	\$485.82
Spending Potential Index	47

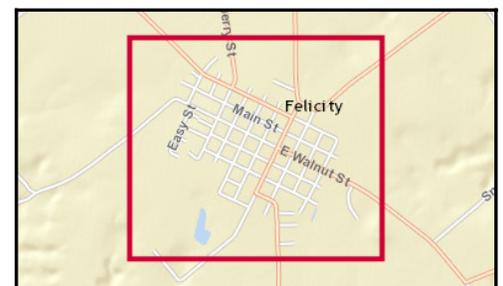
**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household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



- 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

Felicity Village, OH  
Geography: Place

Prepared by Esri

## Data for all businesses in area

Total Businesses:	32
Total Employees:	480
Total Residential Population:	840
Employee/Residential Population Ratio:	0.57:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	3.1%	19	4.0%
Manufacturing	0	0.0%	0	0.0%
Transportation	3	9.4%	40	8.3%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
<b>Retail Trade Summary</b>	<b>8</b>	<b>25.0%</b>	<b>99</b>	<b>20.6%</b>
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	1	3.1%	6	1.3%
Food Stores	2	6.3%	50	10.4%
Auto Dealers, Gas Stations, Auto Aftermarket	1	3.1%	5	1.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	12.5%	38	7.9%
Miscellaneous Retail	0	0.0%	0	0.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>5</b>	<b>15.6%</b>	<b>11</b>	<b>2.3%</b>
Banks, Savings & Lending Institutions	4	12.5%	7	1.5%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	1	3.1%	4	0.8%
<b>Services Summary</b>	<b>10</b>	<b>31.3%</b>	<b>220</b>	<b>45.8%</b>
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	1	3.1%	3	0.6%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	2	6.3%	190	39.6%
Other Services	7	21.9%	27	5.6%
<b>Government</b>	<b>5</b>	<b>15.6%</b>	<b>91</b>	<b>19.0%</b>
<b>Unclassified Establishments</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>32</b>	<b>100.0%</b>	<b>480</b>	<b>100.0%</b>

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

July 27, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	3.1%	19	4.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	4	12.5%	61	12.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	2	6.3%	50	10.4%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	3.1%	5	1.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	3.1%	6	1.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	6.3%	18	3.8%
Information	0	0.0%	0	0.0%
Finance & Insurance	4	12.5%	7	1.5%
Central Bank/Credit Intermediation & Related Activities	4	12.5%	7	1.5%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	1	3.1%	4	0.8%
Professional, Scientific & Tech Services	1	3.1%	1	0.2%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	0	0.0%
Educational Services	2	6.3%	190	39.6%
Health Care & Social Assistance	2	6.3%	33	6.9%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	4	12.5%	38	7.9%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	4	12.5%	38	7.9%
Other Services (except Public Administration)	6	18.8%	18	3.8%
Automotive Repair & Maintenance	1	3.1%	3	0.6%
Public Administration	5	15.6%	91	19.0%
Unclassified Establishments	0	0.0%	0	0.0%
<b>Total</b>	<b>32</b>	<b>100.0%</b>	<b>480</b>	<b>100.0%</b>

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

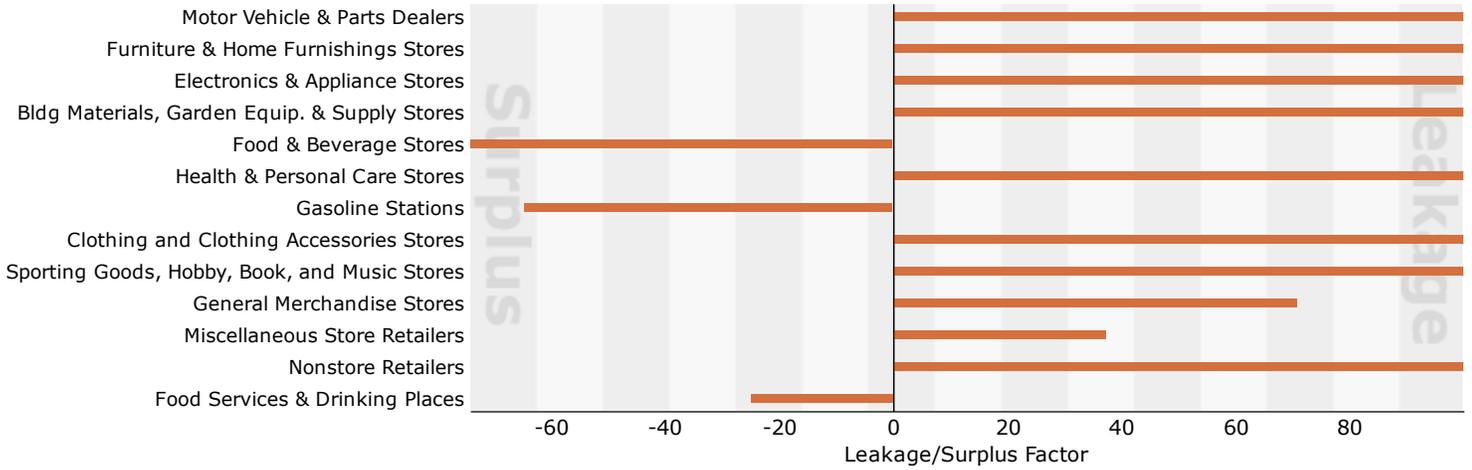
<b>Summary Demographics</b>						
2016 Population						840
2016 Households						348
2016 Median Disposable Income						\$17,571
2016 Per Capita Income						\$13,460
<b>Industry Summary</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Total Retail Trade and Food & Drink	44-45,722	\$6,990,924	\$11,598,780	-\$4,607,856	-24.8	10
Total Retail Trade	44-45	\$6,417,485	\$10,641,826	-\$4,224,341	-24.8	5
Total Food & Drink	722	\$573,439	\$956,954	-\$383,515	-25.1	5
<b>Industry Group</b>	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Motor Vehicle & Parts Dealers	441	\$1,480,743	\$0	\$1,480,743	100.0	0
Automobile Dealers	4411	\$1,208,695	\$0	\$1,208,695	100.0	0
Other Motor Vehicle Dealers	4412	\$174,743	\$0	\$174,743	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$97,305	\$0	\$97,305	100.0	0
Furniture & Home Furnishings Stores	442	\$156,425	\$0	\$156,425	100.0	0
Furniture Stores	4421	\$100,663	\$0	\$100,663	100.0	0
Home Furnishings Stores	4422	\$55,762	\$0	\$55,762	100.0	0
Electronics & Appliance Stores	443	\$318,336	\$0	\$318,336	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$289,763	\$0	\$289,763	100.0	0
Bldg Material & Supplies Dealers	4441	\$241,626	\$0	\$241,626	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$48,137	\$0	\$48,137	100.0	0
Food & Beverage Stores	445	\$1,184,144	\$8,006,215	-\$6,822,071	-74.2	2
Grocery Stores	4451	\$1,094,088	\$8,006,215	-\$6,912,127	-76.0	2
Specialty Food Stores	4452	\$56,912	\$0	\$56,912	100.0	0
Beer, Wine & Liquor Stores	4453	\$33,144	\$0	\$33,144	100.0	0
Health & Personal Care Stores	446,4461	\$500,079	\$0	\$500,079	100.0	0
Gasoline Stations	447,4471	\$490,258	\$2,300,668	-\$1,810,410	-64.9	1
Clothing & Clothing Accessories Stores	448	\$254,079	\$0	\$254,079	100.0	0
Clothing Stores	4481	\$164,820	\$0	\$164,820	100.0	0
Shoe Stores	4482	\$33,500	\$0	\$33,500	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$55,759	\$0	\$55,759	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$199,636	\$0	\$199,636	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$164,202	\$0	\$164,202	100.0	0
Book, Periodical & Music Stores	4512	\$35,434	\$0	\$35,434	100.0	0
General Merchandise Stores	452	\$1,123,251	\$190,083	\$933,168	71.1	1
Department Stores Excluding Leased Depts.	4521	\$871,637	\$0	\$871,637	100.0	0
Other General Merchandise Stores	4529	\$251,614	\$190,083	\$61,531	13.9	1
Miscellaneous Store Retailers	453	\$318,151	\$144,860	\$173,291	37.4	1
Florists	4531	\$11,091	\$0	\$11,091	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$66,944	\$0	\$66,944	100.0	0
Used Merchandise Stores	4533	\$39,341	\$144,860	-\$105,519	-57.3	1
Other Miscellaneous Store Retailers	4539	\$200,775	\$0	\$200,775	100.0	0
Nonstore Retailers	454	\$102,620	\$0	\$102,620	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$53,772	\$0	\$53,772	100.0	0
Vending Machine Operators	4542	\$10,321	\$0	\$10,321	100.0	0
Direct Selling Establishments	4543	\$38,527	\$0	\$38,527	100.0	0
Food Services & Drinking Places	722	\$573,439	\$956,954	-\$383,515	-25.1	5
Full-Service Restaurants	7221	\$280,761	\$684,105	-\$403,344	-41.8	3
Limited-Service Eating Places	7222	\$261,862	\$242,855	\$19,007	3.8	1
Special Food Services	7223	\$14,844	\$0	\$14,844	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$15,972	\$29,994	-\$14,022	-30.5	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.

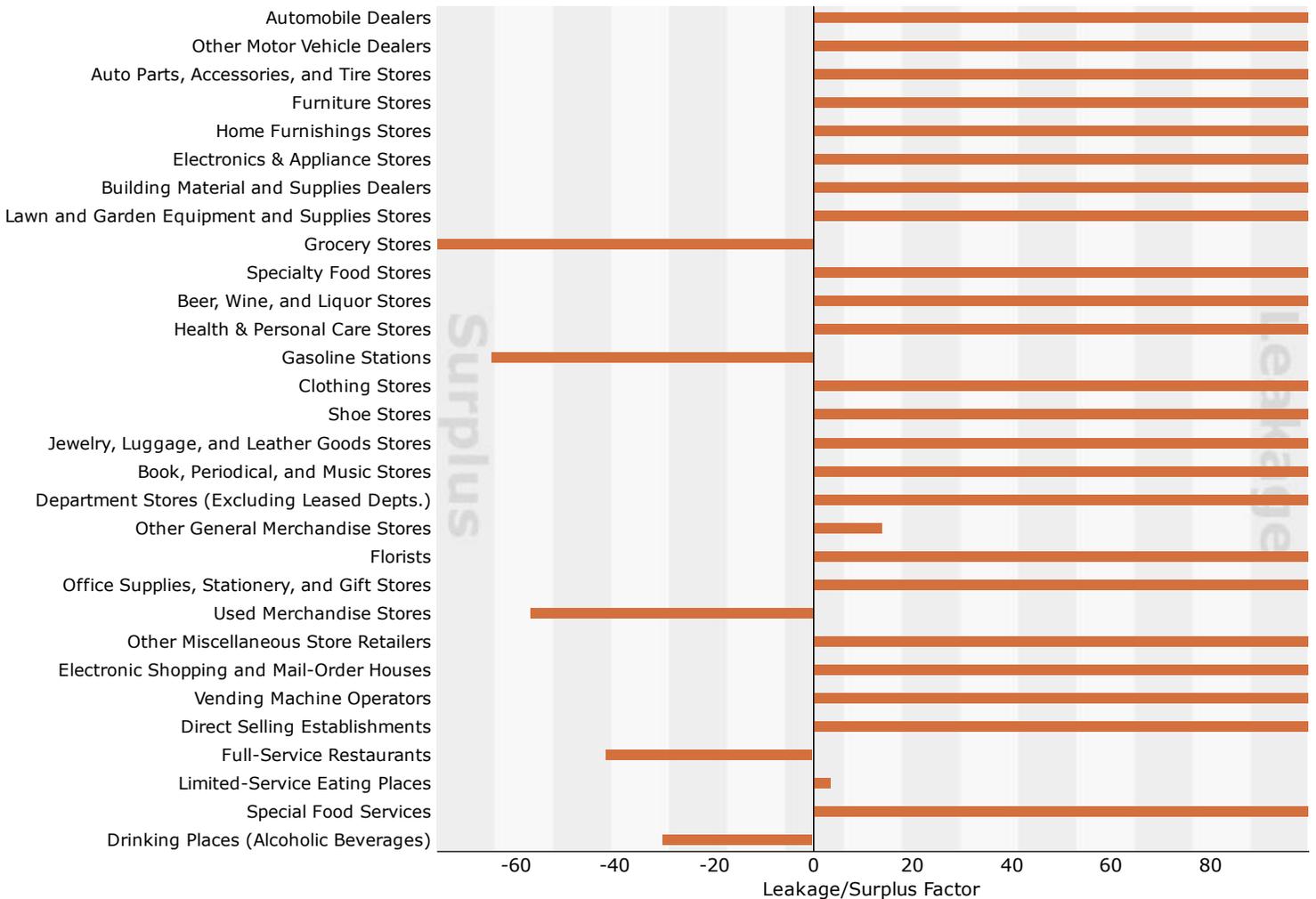
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	840	865
Population 18+	634	662
Households	348	360
Median Household Income	\$19,074	\$18,224

<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	261	41.2%	87
Bought any women's clothing in last 12 months	276	43.5%	99
Bought clothing for child <13 years in last 6 months	200	31.5%	114
Bought any shoes in last 12 months	325	51.3%	95
Bought costume jewelry in last 12 months	119	18.8%	96
Bought any fine jewelry in last 12 months	105	16.6%	90
Bought a watch in last 12 months	52	8.2%	74
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	284	81.6%	95
HH bought/leased new vehicle last 12 mo	24	6.9%	73
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	532	83.9%	99
Bought/changed motor oil in last 12 months	353	55.7%	113
Had tune-up in last 12 months	196	30.9%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	359	56.6%	87
Drank regular cola in last 6 months	337	53.2%	118
Drank beer/ale in last 6 months	222	35.0%	82
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	155	24.4%	84
Own digital single-lens reflex (SLR) camera	23	3.6%	42
Bought any camera in last 12 months	38	6.0%	105
Printed digital photos in last 12 months	15	2.4%	81
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	219	34.5%	96
Have a smartphone	302	47.6%	81
Have a smartphone: Android phone (any brand)	152	24.0%	89
Have a smartphone: Apple iPhone	113	17.8%	69
Number of cell phones in household: 1	145	41.7%	130
Number of cell phones in household: 2	124	35.6%	95
Number of cell phones in household: 3+	57	16.4%	64
HH has cell phone only (no landline telephone)	158	45.4%	108
<b>Computers (Households)</b>			
HH owns a computer	224	64.4%	84
HH owns desktop computer	135	38.8%	86
HH owns laptop/notebook	149	42.8%	79
HH owns any Apple/Mac brand computer	22	6.3%	42
HH owns any PC/non-Apple brand computer	216	62.1%	91
HH purchased most recent computer in a store	118	33.9%	90
HH purchased most recent computer online	35	10.1%	77
Spent <\$500 on most recent home computer	62	17.8%	123
Spent \$500-\$999 on most recent home computer	59	17.0%	89
Spent \$1,000-\$1,499 on most recent home computer	21	6.0%	64
Spent \$1,500-\$1,999 on most recent home computer	9	2.6%	57
Spent \$2,000+ on most recent home computer	6	1.7%	44

**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

Felicity Village, OH  
Geography: Place

Prepared by Esri

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	306	48.3%	95
Bought brewed coffee at convenience store in last 30 days	106	16.7%	106
Bought cigarettes at convenience store in last 30 days	160	25.2%	202
Bought gas at convenience store in last 30 days	271	42.7%	129
Spent at convenience store in last 30 days: <\$20	36	5.7%	70
Spent at convenience store in last 30 days: \$20-\$39	70	11.0%	122
Spent at convenience store in last 30 days: \$40-\$50	51	8.0%	106
Spent at convenience store in last 30 days: \$51-\$99	37	5.8%	132
Spent at convenience store in last 30 days: \$100+	197	31.1%	136
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	285	45.0%	76
Went to live theater in last 12 months	39	6.2%	47
Went to a bar/night club in last 12 months	75	11.8%	71
Dined out in last 12 months	220	34.7%	77
Gambled at a casino in last 12 months	52	8.2%	60
Visited a theme park in last 12 months	101	15.9%	90
Viewed movie (video-on-demand) in last 30 days	72	11.4%	67
Viewed TV show (video-on-demand) in last 30 days	52	8.2%	64
Watched any pay-per-view TV in last 12 months	84	13.2%	101
Downloaded a movie over the Internet in last 30 days	30	4.7%	66
Downloaded any individual song in last 6 months	115	18.1%	89
Watched a movie online in the last 30 days	72	11.4%	71
Watched a TV program online in last 30 days	60	9.5%	63
Played a video/electronic game (console) in last 12 months	71	11.2%	107
Played a video/electronic game (portable) in last 12 months	34	5.4%	118
<b>Financial (Adults)</b>			
Have home mortgage (1st)	128	20.2%	65
Used ATM/cash machine in last 12 months	222	35.0%	71
Own any stock	35	5.5%	72
Own U.S. savings bond	27	4.3%	80
Own shares in mutual fund (stock)	20	3.2%	43
Own shares in mutual fund (bonds)	12	1.9%	39
Have interest checking account	134	21.1%	75
Have non-interest checking account	167	26.3%	93
Have savings account	247	39.0%	72
Have 401K retirement savings plan	59	9.3%	64
Own/used any credit/debit card in last 12 months	400	63.1%	85
Avg monthly credit card expenditures: <\$111	71	11.2%	97
Avg monthly credit card expenditures: \$111-\$225	32	5.0%	73
Avg monthly credit card expenditures: \$226-\$450	32	5.0%	80
Avg monthly credit card expenditures: \$451-\$700	14	2.2%	41
Avg monthly credit card expenditures: \$701-\$1,000	21	3.3%	77
Avg monthly credit card expenditures: \$1,001+	25	3.9%	43
Did banking online in last 12 months	147	23.2%	65
Did banking on mobile device in last 12 months	48	7.6%	54
Paid bills online in last 12 months	189	29.8%	69

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# Retail Market Potential

Felicity Village, OH  
Geography: Place

Prepared by Esri

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	264	75.9%	109
Used bread in last 6 months	335	96.3%	102
Used chicken (fresh or frozen) in last 6 months	230	66.1%	96
Used turkey (fresh or frozen) in last 6 months	52	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	173	49.7%	91
Used fresh fruit/vegetables in last 6 months	286	82.2%	96
Used fresh milk in last 6 months	315	90.5%	103
Used organic food in last 6 months	45	12.9%	66
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	142	22.4%	79
Exercise at club 2+ times per week	35	5.5%	42
Visited a doctor in last 12 months	457	72.1%	95
Used vitamin/dietary supplement in last 6 months	293	46.2%	87
<b>Home (Households)</b>			
Any home improvement in last 12 months	77	22.1%	82
Used housekeeper/maid/professional HH cleaning service in last 12	26	7.5%	57
Purchased low ticket HH furnishings in last 12 months	71	20.4%	127
Purchased big ticket HH furnishings in last 12 months	71	20.4%	98
Bought any small kitchen appliance in last 12 months	79	22.7%	102
Bought any large kitchen appliance in last 12 months	45	12.9%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	228	36.0%	84
Carry medical/hospital/accident insurance	375	59.1%	90
Carry homeowner insurance	262	41.3%	88
Carry renter's insurance	54	8.5%	105
Have auto insurance: 1 vehicle in household covered	135	38.8%	126
Have auto insurance: 2 vehicles in household covered	89	25.6%	90
Have auto insurance: 3+ vehicles in household covered	46	13.2%	61
<b>Pets (Households)</b>			
Household owns any pet	184	52.9%	98
Household owns any cat	75	21.6%	96
Household owns any dog	142	40.8%	100
<b>Psychographics (Adults)</b>			
Buying American is important to me	332	52.4%	124
Usually buy items on credit rather than wait	70	11.0%	94
Usually buy based on quality - not price	114	18.0%	100
Price is usually more important than brand name	218	34.4%	131
Usually use coupons for brands I buy often	129	20.3%	108
Am interested in how to help the environment	95	15.0%	92
Usually pay more for environ safe product	68	10.7%	84
Usually value green products over convenience	54	8.5%	81
Likely to buy a brand that supports a charity	228	36.0%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	57	9.0%	68
Bought hardcover book in last 12 months	95	15.0%	72
Bought paperback book in last 12 month	167	26.3%	84
Read any daily newspaper (paper version)	190	30.0%	115
Read any digital newspaper in last 30 days	178	28.1%	84
Read any magazine (paper/electronic version) in last 6 months	562	88.6%	98

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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	455	71.8%	96
Went to family restaurant/steak house: 4+ times a month	170	26.8%	98
Went to fast food/drive-in restaurant in last 6 months	584	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	252	39.7%	101
Fast food/drive-in last 6 months: eat in	233	36.8%	101
Fast food/drive-in last 6 months: home delivery	49	7.7%	101
Fast food/drive-in last 6 months: take-out/drive-thru	326	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	104	16.4%	84
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	153	24.1%	76
Own e-reader/tablet: iPad	56	8.8%	58
Own any portable MP3 player	150	23.7%	77
HH owns 1 TV	63	18.1%	89
HH owns 2 TVs	99	28.4%	110
HH owns 3 TVs	85	24.4%	114
HH owns 4+ TVs	57	16.4%	87
HH subscribes to cable TV	165	47.4%	95
HH subscribes to fiber optic	12	3.4%	45
HH has satellite dish	112	32.2%	127
HH owns DVD/Blu-ray player	213	61.2%	101
HH owns camcorder	44	12.6%	91
HH owns portable GPS navigation device	81	23.3%	85
HH purchased video game system in last 12 mos	23	6.6%	83
HH owns Internet video device for TV	16	4.6%	65
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	211	33.3%	66
Took 3+ domestic non-business trips in last 12 months	34	5.4%	48
Spent on domestic vacations in last 12 months: <\$1,000	48	7.6%	71
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	26	4.1%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	13	2.1%	57
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	12	1.9%	48
Spent on domestic vacations in last 12 months: \$3,000+	12	1.9%	34
Domestic travel in the 12 months: used general travel website	16	2.5%	37
Foreign travel in last 3 years	64	10.1%	42
Took 3+ foreign trips by plane in last 3 years	6	0.9%	21
Spent on foreign vacations in last 12 months: <\$1,000	9	1.4%	34
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	10	1.6%	48
Spent on foreign vacations in last 12 months: \$3,000+	11	1.7%	35
Foreign travel in last 3 years: used general travel website	13	2.1%	37
Nights spent in hotel/motel in last 12 months: any	182	28.7%	71
Took cruise of more than one day in last 3 years	30	4.7%	56
Member of any frequent flyer program	35	5.5%	34
Member of any hotel rewards program	43	6.8%	48

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