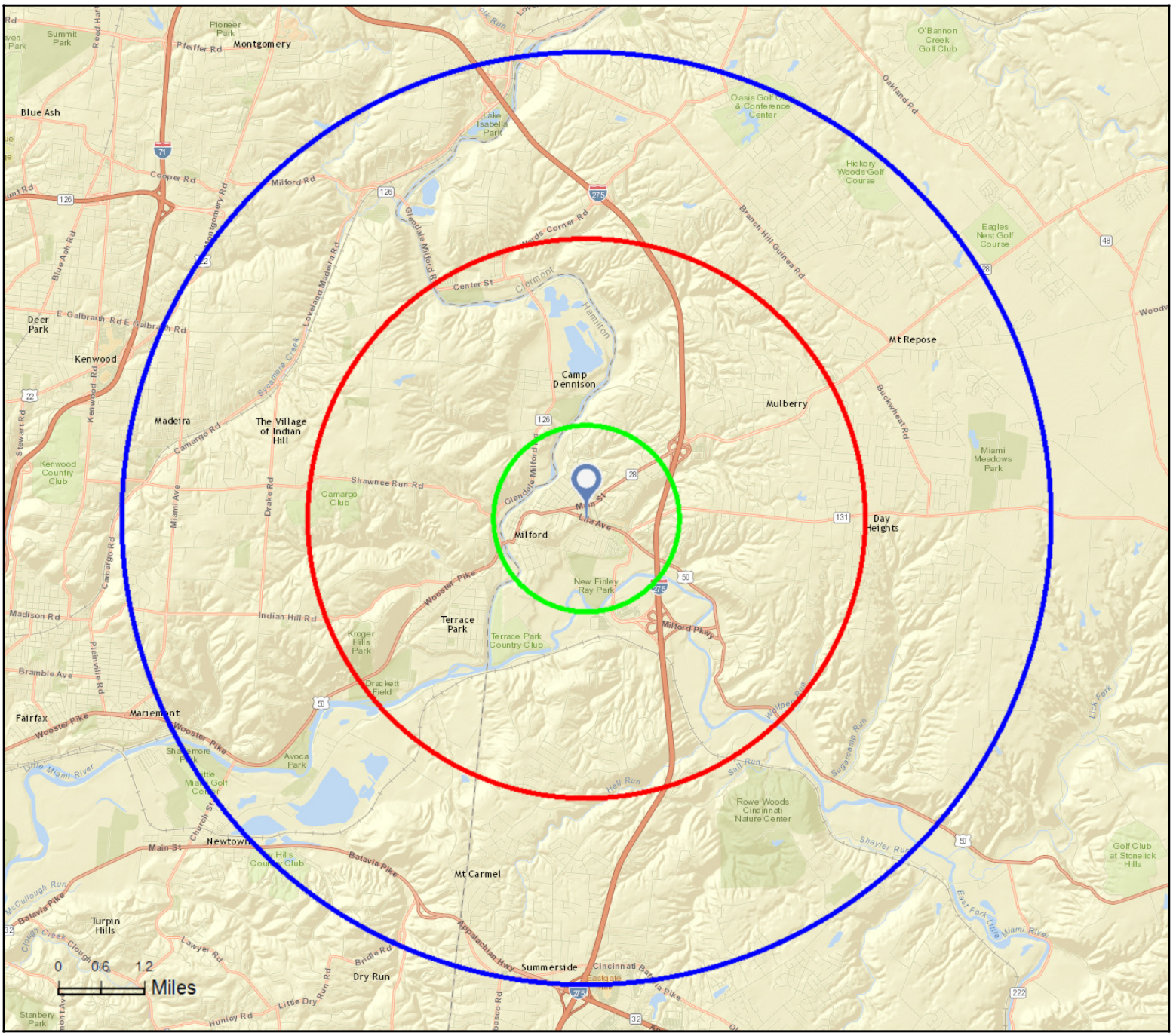
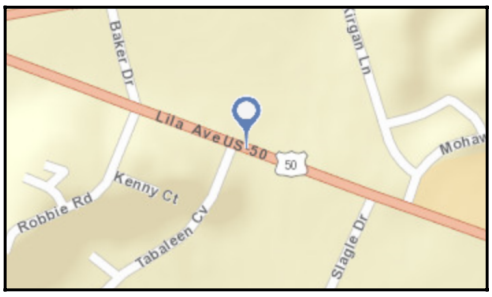
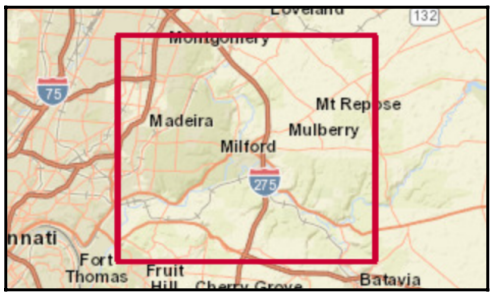
Site Map

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184







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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,199	24,765	72,966
2010 Total Population	5,179	25,152	77,050
2016 Total Population	5,306	26,229	79,472
2016 Group Quarters	197	586	711
2021 Total Population	5,423	27,113	81,756
2016-2021 Annual Rate	0.44%	0.67%	0.57%
Household Summary			
2000 Households	2,487	9,654	27,018
2000 Average Household Size	2.06	2.52	2.68
2010 Households	2,457	9,970	29,060
2010 Average Household Size	2.03	2.46	2.63
2016 Households	2,533	10,434	30,141
2016 Average Household Size	2.02	2.46	2.61
2021 Households	2,602	10,813	31,096
2021 Average Household Size	2.01	2.45	2.61
2016-2021 Annual Rate	0.54%	0.72%	0.63%
2010 Families	1,253	6,791	21,298
2010 Average Family Size	2.76	3.01	3.09
2016 Families	1,266	7,037	21,873
2016 Average Family Size	2.76	3.02	3.09
2021 Families	1,287	7,253	22,451
2021 Average Family Size	2.76	3.02	3.09
2016-2021 Annual Rate	0.33%	0.61%	0.52%
Housing Unit Summary			
2000 Housing Units	2,618	10,064	27,941
Owner Occupied Housing Units	47.0%	71.6%	77.2%
Renter Occupied Housing Units	48.0%	24.3%	19.5%
Vacant Housing Units	5.0%	4.1%	3.3%
2010 Housing Units	2,682	10,813	31,073
Owner Occupied Housing Units	45.3%	68.0%	73.9%
Renter Occupied Housing Units	46.3%	24.2%	19.6%
Vacant Housing Units	8.4%	7.8%	6.5%
2016 Housing Units	2,766	11,326	32,222
Owner Occupied Housing Units	41.8%	65.6%	71.7%
Renter Occupied Housing Units	49.7%	26.6%	21.8%
Vacant Housing Units	8.4%	7.9%	6.5%
2021 Housing Units	2,854	11,783	33,366
Owner Occupied Housing Units	41.6%	65.1%	71.3%
Renter Occupied Housing Units	49.5%	26.7%	21.9%
Vacant Housing Units	8.8%	8.2%	6.8%
Median Household Income			
2016	$41,637	$70,015	$79,878
2021	$47,420	$80,035	$88,929
Median Home Value			
2016	$149,348	$206,522	$221,517
2021	$179,066	$228,727	$238,209
Per Capita Income			
2016	$27,365	$39,143	$41,692
2021	$30,262	$42,754	$45,315
Median Age			
2010	43.2	42.5	40.5
2016	45.0	43.9	41.5
2021	46.2	44.8	42.4

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.

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2016 Households by Income			
Household Income Base	2,533	10,434	30,141
<$15,000	16.9%	8.6%	6.4%
$15,000 - $24,999	11.6%	7.5%	6.5%
$25,000 - $34,999	12.3%	8.9%	8.5%
$35,000 - $49,999	17.2%	12.2%	10.1%
$50,000 - $74,999	15.7%	15.1%	15.3%
$75,000 - $99,999	9.8%	12.5%	13.4%
$100,000 - $149,999	11.7%	17.6%	19.0%
$150,000 - $199,999	3.1%	9.2%	9.5%
$200,000+	1.6%	8.4%	11.4%
Average Household Income	$56,946	$97,546	$109,466
2021 Households by Income			
Household Income Base	2,602	10,813	31,096
<$15,000	17.4%	8.4%	6.0%
$15,000 - $24,999	10.6%	6.8%	5.7%
$25,000 - $34,999	12.6%	8.7%	8.0%
$35,000 - $49,999	10.9%	7.2%	5.9%
$50,000 - $74,999	17.1%	15.7%	15.6%
$75,000 - $99,999	11.5%	12.9%	14.0%
$100,000 - $149,999	14.4%	20.7%	21.9%
$150,000 - $199,999	3.8%	10.7%	11.0%
$200,000+	1.7%	8.9%	11.9%
Average Household Income	$62,879	$106,420	$118,682
2016 Owner Occupied Housing Units by Value			
Total	1,157	7,427	23,097
<$50,000	5.7%	5.2%	4.2%
$50,000 - $99,999	14.8%	8.6%	7.1%
$100,000 - $149,999	29.8%	16.8%	16.2%
$150,000 - $199,999	22.1%	17.5%	16.2%
$200,000 - $249,999	12.8%	15.2%	14.9%
$250,000 - $299,999	4.3%	9.7%	10.7%
$300,000 - $399,999	6.6%	11.8%	11.9%
$400,000 - $499,999	2.2%	5.6%	5.8%
$500,000 - $749,999	1.0%	4.5%	6.2%
$750,000 - $999,999	0.2%	2.2%	3.3%
$1,000,000 +	0.3%	3.0%	3.6%
Average Home Value	$174,351	$271,812	$298,362
2021 Owner Occupied Housing Units by Value			
Total	1,188	7,669	23,770
<$50,000	3.1%	3.1%	2.2%
$50,000 - $99,999	9.8%	4.9%	4.0%
$100,000 - $149,999	20.9%	10.1%	10.2%
$150,000 - $199,999	27.9%	20.6%	18.7%
$200,000 - $249,999	17.0%	19.8%	19.4%
$250,000 - $299,999	7.1%	13.1%	14.0%
$300,000 - $399,999	9.4%	12.8%	12.2%
$400,000 - $499,999	3.1%	5.9%	6.1%
$500,000 - $749,999	1.3%	4.3%	6.2%
$750,000 - $999,999	0.2%	2.4%	3.7%
$1,000,000 +	0.3%	3.0%	3.2%
Average Home Value	$200,337	$290,831	$313,396

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.

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2010 Population by Age			
Total	5,181	25,152	77,049
0 - 4	5.5%	5.9%	6.3%
5 - 9	5.5%	7.2%	7.5%
10 - 14	5.1%	7.4%	8.0%
15 - 24	11.1%	10.7%	11.6%
25 - 34	12.7%	9.2%	9.7%
35 - 44	12.4%	13.3%	13.8%
45 - 54	14.4%	16.2%	16.9%
55 - 64	12.6%	13.5%	13.1%
65 - 74	8.1%	7.9%	6.9%
75 - 84	7.3%	5.7%	4.3%
85 +	5.2%	3.0%	1.9%
18 +	81.0%	75.2%	73.3%
2016 Population by Age			
Total	5,306	26,228	79,471
0 - 4	5.1%	5.5%	5.9%
5 - 9	5.0%	6.5%	6.9%
10 - 14	5.3%	7.4%	7.7%
15 - 24	10.3%	10.9%	11.8%
25 - 34	12.5%	9.2%	10.0%
35 - 44	11.9%	12.0%	12.3%
45 - 54	13.5%	15.0%	15.3%
55 - 64	13.9%	14.4%	14.5%
65 - 74	10.1%	10.1%	9.1%
75 - 84	6.8%	5.7%	4.4%
85 +	5.7%	3.3%	2.1%
18 +	81.8%	76.6%	75.2%
2021 Population by Age			
Total	5,421	27,112	81,755
0 - 4	4.9%	5.3%	5.7%
5 - 9	4.8%	6.2%	6.5%
10 - 14	5.0%	6.9%	7.1%
15 - 24	10.3%	10.6%	11.2%
25 - 34	11.9%	9.5%	10.5%
35 - 44	11.7%	11.8%	12.3%
45 - 54	12.2%	13.5%	13.6%
55 - 64	13.7%	14.4%	14.7%
65 - 74	12.3%	11.9%	10.9%
75 - 84	7.4%	6.6%	5.3%
85 +	5.7%	3.4%	2.2%
18 +	82.4%	77.6%	76.4%
2010 Population by Sex			
Males	2,395	12,070	37,516
Females	2,784	13,082	39,534
2016 Population by Sex			
Males	2,479	12,640	38,787
Females	2,827	13,588	40,685
2021 Population by Sex			
Males	2,541	13,108	40,002
Females	2,882	14,004	41,753

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

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2010 Population by Race/Ethnicity			
Total	5,179	25,152	77,049
White Alone	93.6%	94.6%	94.4%
Black Alone	2.8%	2.1%	1.7%
American Indian Alone	0.3%	0.2%	0.1%
Asian Alone	0.9%	1.2%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.5%	0.5%
Two or More Races	1.7%	1.4%	1.4%
Hispanic Origin	1.2%	1.4%	1.8%
Diversity Index	14.2	12.9	14.0
2016 Population by Race/Ethnicity			
Total	5,307	26,229	79,472
White Alone	92.1%	93.3%	93.1%
Black Alone	3.6%	2.7%	2.1%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	1.1%	1.5%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.6%	0.6%
Two or More Races	2.1%	1.7%	1.7%
Hispanic Origin	1.5%	1.9%	2.3%
Diversity Index	17.6	16.1	17.1
2021 Population by Race/Ethnicity			
Total	5,424	27,113	81,756
White Alone	90.6%	92.0%	91.9%
Black Alone	4.3%	3.2%	2.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.3%	1.8%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.7%
Two or More Races	2.5%	2.1%	2.0%
Hispanic Origin	1.8%	2.3%	2.8%
Diversity Index	20.6	19.1	20.1
2010 Population by Relationship and Household Type			
Total	5,179	25,152	77,050
In Households	96.2%	97.7%	99.1%
In Family Households	69.2%	82.8%	87.0%
Householder	23.7%	26.9%	27.6%
Spouse	15.6%	21.4%	22.6%
Child	25.1%	31.0%	33.3%
Other relative	2.5%	2.0%	1.9%
Nonrelative	2.4%	1.5%	1.5%
In Nonfamily Households	27.0%	14.8%	12.1%
In Group Quarters	3.8%	2.3%	0.9%
Institutionalized Population	0.0%	1.1%	0.5%
Noninstitutionalized Population	3.8%	1.3%	0.5%

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.

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2016 Population 25+ by Educational Attainment			
Total	3,947	18,289	53,839
Less than 9th Grade	3.1%	1.8%	1.5%
9th - 12th Grade, No Diploma	7.6%	5.3%	4.6%
High School Graduate	29.9%	22.1%	20.5%
GED/Alternative Credential	3.9%	2.5%	2.2%
Some College, No Degree	19.8%	16.3%	17.0%
Associate Degree	10.8%	8.5%	8.2%
Bachelor's Degree	17.1%	26.1%	28.4%
Graduate/Professional Degree	7.8%	17.3%	17.6%
2016 Population 15+ by Marital Status			
Total	4,491	21,135	63,229
Never Married	29.0%	25.8%	24.4%
Married	45.5%	56.6%	60.4%
Widowed	12.0%	7.7%	5.6%
Divorced	13.6%	9.9%	9.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	95.9%	96.7%
Civilian Unemployed	3.0%	4.1%	3.3%
2016 Employed Population 16+ by Industry			
Total	2,509	12,780	39,567
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	7.5%	4.6%	4.0%
Manufacturing	14.1%	14.1%	14.1%
Wholesale Trade	5.3%	3.8%	3.3%
Retail Trade	8.8%	11.6%	11.7%
Transportation/Utilities	2.1%	2.8%	2.7%
Information	1.0%	1.4%	1.7%
Finance/Insurance/Real Estate	6.9%	8.9%	9.9%
Services	52.7%	50.3%	49.8%
Public Administration	1.7%	2.4%	2.6%
2016 Employed Population 16+ by Occupation			
Total	2,510	12,781	39,568
White Collar	53.8%	68.2%	71.2%
Management/Business/Financial	9.4%	19.4%	20.3%
Professional	22.8%	24.3%	25.9%
Sales	9.9%	12.9%	12.2%
Administrative Support	11.8%	11.6%	12.8%
Services	23.5%	15.5%	13.7%
Blue Collar	22.7%	16.3%	15.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	6.4%	3.7%	2.8%
Installation/Maintenance/Repair	2.5%	1.6%	2.0%
Production	10.4%	7.0%	5.8%
Transportation/Material Moving	3.5%	3.9%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	5,179	25,152	77,050
Population Inside Urbanized Area	100.0%	96.3%	95.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	3.7%	4.7%

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

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2010 Households by Type			
Total	2,457	9,970	29,060
Households with 1 Person	42.0%	27.2%	22.3%
Households with 2+ People	58.0%	72.8%	77.7%
Family Households	51.0%	68.1%	73.3%
Husband-wife Families	33.7%	54.3%	60.0%
With Related Children	12.4%	23.7%	28.3%
Other Family (No Spouse Present)	17.3%	13.8%	13.3%
Other Family with Male Householder	5.0%	3.8%	3.8%
With Related Children	2.8%	2.3%	2.3%
Other Family with Female Householder	12.3%	10.0%	9.5%
With Related Children	7.2%	6.4%	6.2%
Nonfamily Households	7.0%	4.7%	4.4%
All Households with Children	23.0%	32.9%	37.2%
Multigenerational Households	1.8%	2.4%	2.7%
Unmarried Partner Households	7.7%	5.4%	5.2%
Male-female	7.1%	4.9%	4.6%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	2,458	9,970	29,059
1 Person Household	42.0%	27.2%	22.3%
2 Person Household	31.8%	34.4%	34.2%
3 Person Household	12.2%	15.3%	16.5%
4 Person Household	8.7%	13.9%	16.5%
5 Person Household	3.6%	6.5%	7.4%
6 Person Household	1.1%	2.0%	2.3%
7 + Person Household	0.6%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,457	9,970	29,060
Owner Occupied	49.5%	73.7%	79.0%
Owned with a Mortgage/Loan	35.2%	55.1%	61.3%
Owned Free and Clear	14.3%	18.7%	17.7%
Renter Occupied	50.5%	26.3%	21.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,682	10,813	31,073
Housing Units Inside Urbanized Area	100.0%	96.3%	95.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.7%	4.7%

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.

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Top 3 Tapestry Segments			
1.	Retirement Communities	Comfortable Empty Nesters	Comfortable Empty Nesters
2.	Small Town Simplicity	Old and Newcomers (8F)	Top Tier (1A)
3.	Rustbelt Traditions (5D)	Top Tier (1A)	Professional Pride (1B)
2016 Consumer Spending			
Apparel & Services: Total $	$3,769,304	$25,876,494	$83,906,267
Average Spent	$1,488.08	$2,480.02	$2,783.79
Spending Potential Index	74	123	138
Education: Total $	$2,624,678	$19,563,268	$63,272,775
Average Spent	$1,036.19	$1,874.95	$2,099.23
Spending Potential Index	73	133	148
Entertainment/Recreation: Total $	$5,508,279	$38,109,413	$123,314,636
Average Spent	$2,174.61	$3,652.43	$4,091.26
Spending Potential Index	75	125	140
Food at Home: Total $	$9,792,769	$63,361,402	$202,580,181
Average Spent	$3,866.08	$6,072.59	$6,721.08
Spending Potential Index	78	122	135
Food Away from Home: Total $	$5,852,833	$39,750,375	$128,825,438
Average Spent	$2,310.63	$3,809.70	$4,274.09
Spending Potential Index	75	123	138
Health Care: Total $	$10,292,618	$69,964,630	$223,526,425
Average Spent	$4,063.41	$6,705.45	$7,416.03
Spending Potential Index	77	127	140
HH Furnishings & Equipment: Total $	$3,317,295	$23,269,492	$75,490,632
Average Spent	$1,309.63	$2,230.16	$2,504.58
Spending Potential Index	74	126	142
Personal Care Products & Services: Total $	$1,386,366	$9,588,951	$30,945,595
Average Spent	$547.32	$919.01	$1,026.69
Spending Potential Index	75	125	140
Shelter: Total $	$29,706,044	$203,285,590	$654,862,810
Average Spent	$11,727.61	$19,483.00	$21,726.65
Spending Potential Index	75	125	140
Support Payments/Cash Contributions/Gifts in Kind: Total $	$4,491,483	$31,547,085	$101,106,157
Average Spent	$1,773.19	$3,023.49	$3,354.44
Spending Potential Index	76	130	145
Travel: Total $	$3,340,913	$25,463,945	$83,249,102
Average Spent	$1,318.95	$2,440.48	$2,761.99
Spending Potential Index	71	131	148
Vehicle Maintenance & Repairs: Total $	$1,987,083	$13,443,984	$43,262,395
Average Spent	$784.48	$1,288.48	$1,435.33
Spending Potential Index	76	124	139

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.

July 29, 2016

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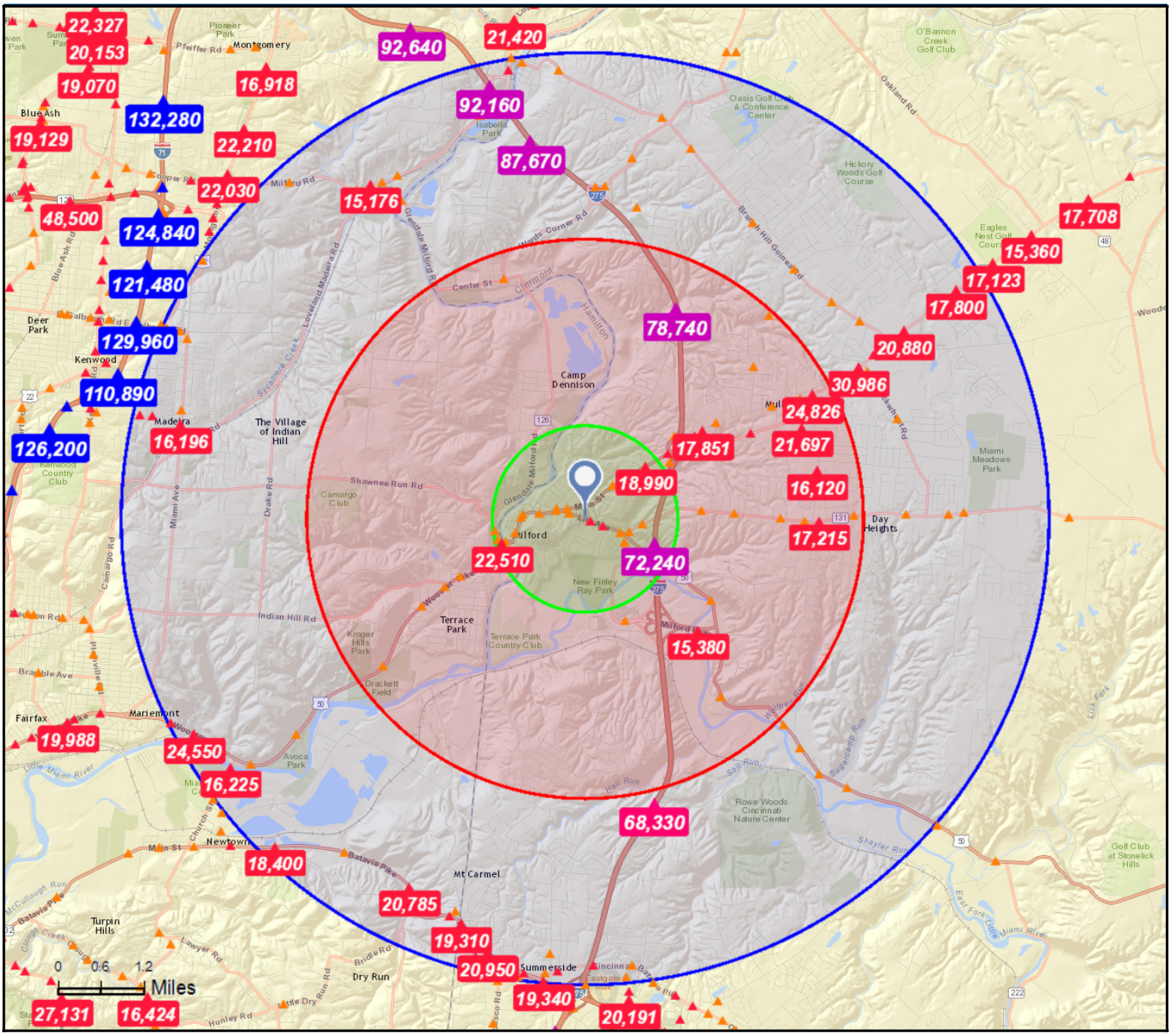
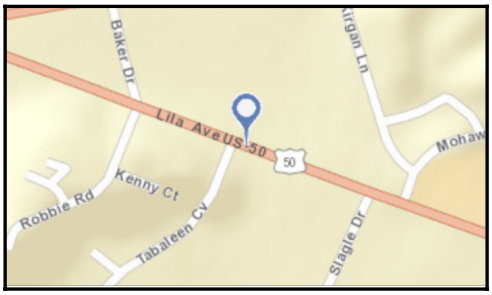
Traffic Count Map

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

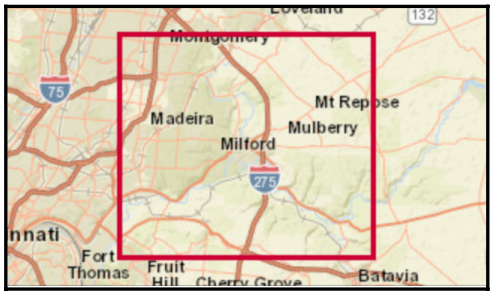
Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184





Average Daily Traffic Volume

- ***Up to 6,000 vehicles per day***
- ***6,001 - 15,000***
- ***15,001 - 30,000***
- ***30,001 - 50,000***
- ***50,001 - 100,000***
- ***More than 100,000 per day***



Source: ©2016 Kalibrate Technologies

July 29, 2016

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Business Summary

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	431	1,381	3,073
Total Employees:	4,149	17,237	34,263
Total Residential Population:	5,306	26,229	79,472
Employee/Residential Population Ratio:	0.78:1	0.66:1	0.43:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	13	3.0%	94	2.3%	46	3.3%	294	1.7%	108	3.5%	663	1.9%
Construction	19	4.4%	160	3.9%	121	8.8%	820	4.8%	285	9.3%	1,921	5.6%
Manufacturing	14	3.2%	195	4.7%	57	4.1%	1,137	6.6%	129	4.2%	3,470	10.1%
Transportation	3	0.7%	25	0.6%	23	1.7%	294	1.7%	60	2.0%	622	1.8%
Communication	2	0.5%	11	0.3%	6	0.4%	44	0.3%	12	0.4%	127	0.4%
Utility	2	0.5%	48	1.2%	5	0.4%	69	0.4%	11	0.4%	103	0.3%
Wholesale Trade	10	2.3%	58	1.4%	52	3.8%	766	4.4%	114	3.7%	1,519	4.4%
Retail Trade Summary	111	25.8%	1,626	39.2%	298	21.6%	5,289	30.7%	642	20.9%	9,510	27.8%
Home Improvement	2	0.5%	31	0.7%	25	1.8%	611	3.5%	43	1.4%	861	2.5%
General Merchandise Stores	4	0.9%	213	5.1%	11	0.8%	701	4.1%	17	0.6%	880	2.6%
Food Stores	12	2.8%	211	5.1%	31	2.2%	612	3.6%	73	2.4%	1,339	3.9%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.8%	167	4.0%	27	2.0%	454	2.6%	54	1.8%	660	1.9%
Apparel & Accessory Stores	4	0.9%	14	0.3%	9	0.7%	43	0.2%	35	1.1%	222	0.6%
Furniture & Home Furnishings	10	2.3%	92	2.2%	30	2.2%	363	2.1%	64	2.1%	713	2.1%
Eating & Drinking Places	32	7.4%	701	16.9%	81	5.9%	1,815	10.5%	161	5.2%	3,434	10.0%
Miscellaneous Retail	36	8.4%	197	4.7%	84	6.1%	689	4.0%	194	6.3%	1,401	4.1%
Finance, Insurance, Real Estate Summary	62	14.4%	198	4.8%	174	12.6%	798	4.6%	386	12.6%	1,644	4.8%
Banks, Savings & Lending Institutions	30	7.0%	75	1.8%	72	5.2%	190	1.1%	152	4.9%	360	1.1%
Securities Brokers	5	1.2%	7	0.2%	13	0.9%	88	0.5%	28	0.9%	147	0.4%
Insurance Carriers & Agents	14	3.2%	59	1.4%	39	2.8%	251	1.5%	83	2.7%	490	1.4%
Real Estate, Holding, Other Investment Offices	14	3.2%	57	1.4%	49	3.5%	270	1.6%	123	4.0%	647	1.9%
Services Summary	151	35.0%	1,502	36.2%	483	35.0%	7,110	41.2%	1,116	36.3%	13,611	39.7%
Hotels & Lodging	1	0.2%	20	0.5%	7	0.5%	101	0.6%	11	0.4%	260	0.8%
Automotive Services	15	3.5%	70	1.7%	48	3.5%	303	1.8%	99	3.2%	541	1.6%
Motion Pictures & Amusements	13	3.0%	179	4.3%	36	2.6%	402	2.3%	98	3.2%	905	2.6%
Health Services	18	4.2%	300	7.2%	54	3.9%	1,283	7.4%	125	4.1%	2,378	6.9%
Legal Services	5	1.2%	17	0.4%	12	0.9%	60	0.3%	29	0.9%	183	0.5%
Education Institutions & Libraries	7	1.6%	199	4.8%	24	1.7%	1,076	6.2%	63	2.1%	2,710	7.9%
Other Services	91	21.1%	718	17.3%	302	21.9%	3,885	22.5%	691	22.5%	6,632	19.4%
Government	24	5.6%	219	5.3%	40	2.9%	500	2.9%	63	2.1%	939	2.7%
Unclassified Establishments	20	4.6%	13	0.3%	76	5.5%	116	0.7%	148	4.8%	134	0.4%
Totals	431	100.0%	4,149	100.0%	1,381	100.0%	17,237	100.0%	3,073	100.0%	34,263	100.0%

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

July 29, 2016

Business Summary

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	6	0.0%	7	0.2%	25	0.1%
Mining	1	0.2%	16	0.4%	3	0.2%	27	0.2%	4	0.1%	35	0.1%
Utilities	0	0.0%	0	0.0%	2	0.1%	7	0.0%	4	0.1%	22	0.1%
Construction	19	4.4%	156	3.8%	126	9.1%	835	4.8%	305	9.9%	2,027	5.9%
Manufacturing	16	3.7%	201	4.8%	62	4.5%	1,184	6.9%	143	4.7%	3,411	10.0%
Wholesale Trade	9	2.1%	57	1.4%	51	3.7%	762	4.4%	112	3.6%	1,513	4.4%
Retail Trade	75	17.4%	910	21.9%	206	14.9%	3,342	19.4%	452	14.7%	5,826	17.0%
Motor Vehicle & Parts Dealers	9	2.1%	157	3.8%	21	1.5%	434	2.5%	38	1.2%	583	1.7%
Furniture & Home Furnishings Stores	3	0.7%	19	0.5%	6	0.4%	26	0.2%	16	0.5%	63	0.2%
Electronics & Appliance Stores	6	1.4%	72	1.7%	20	1.4%	248	1.4%	42	1.4%	534	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.5%	30	0.7%	23	1.7%	606	3.5%	40	1.3%	852	2.5%
Food & Beverage Stores	7	1.6%	191	4.6%	21	1.5%	565	3.3%	54	1.8%	1,208	3.5%
Health & Personal Care Stores	8	1.9%	66	1.6%	22	1.6%	356	2.1%	47	1.5%	632	1.8%
Gasoline Stations	3	0.7%	10	0.2%	6	0.4%	20	0.1%	17	0.6%	77	0.2%
Clothing & Clothing Accessories Stores	6	1.4%	24	0.6%	17	1.2%	79	0.5%	49	1.6%	281	0.8%
Sport Goods, Hobby, Book, & Music Stores	8	1.9%	48	1.2%	18	1.3%	123	0.7%	42	1.4%	273	0.8%
General Merchandise Stores	4	0.9%	213	5.1%	11	0.8%	701	4.1%	17	0.6%	880	2.6%
Miscellaneous Store Retailers	17	3.9%	76	1.8%	35	2.5%	174	1.0%	78	2.5%	355	1.0%
Nonstore Retailers	2	0.5%	5	0.1%	4	0.3%	11	0.1%	14	0.5%	87	0.3%
Transportation & Warehousing	3	0.7%	43	1.0%	19	1.4%	225	1.3%	50	1.6%	529	1.5%
Information	6	1.4%	45	1.1%	20	1.4%	856	5.0%	40	1.3%	1,268	3.7%
Finance & Insurance	49	11.4%	141	3.4%	125	9.1%	528	3.1%	265	8.6%	1,022	3.0%
Central Bank/Credit Intermediation & Related Activities	30	7.0%	75	1.8%	72	5.2%	190	1.1%	153	5.0%	365	1.1%
Securities, Commodity Contracts & Other Financial	5	1.2%	7	0.2%	13	0.9%	88	0.5%	29	0.9%	148	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	14	3.2%	59	1.4%	39	2.8%	251	1.5%	83	2.7%	509	1.5%
Real Estate, Rental & Leasing	22	5.1%	76	1.8%	62	4.5%	301	1.7%	154	5.0%	707	2.1%
Professional, Scientific & Tech Services	46	10.7%	284	6.8%	139	10.1%	1,592	9.2%	298	9.7%	2,601	7.6%
Legal Services	5	1.2%	17	0.4%	14	1.0%	89	0.5%	32	1.0%	220	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	2	0.0%	5	0.2%	8	0.0%
Administrative & Support & Waste Management & Remediation	14	3.2%	69	1.7%	70	5.1%	737	4.3%	165	5.4%	1,243	3.6%
Educational Services	9	2.1%	401	9.7%	32	2.3%	1,308	7.6%	82	2.7%	2,975	8.7%
Health Care & Social Assistance	20	4.6%	365	8.8%	70	5.1%	1,704	9.9%	161	5.2%	3,203	9.3%
Arts, Entertainment & Recreation	11	2.6%	174	4.2%	24	1.7%	310	1.8%	69	2.2%	824	2.4%
Accommodation & Food Services	34	7.9%	723	17.4%	91	6.6%	1,936	11.2%	177	5.8%	3,733	10.9%
Accommodation	1	0.2%	20	0.5%	7	0.5%	101	0.6%	11	0.4%	260	0.8%
Food Services & Drinking Places	33	7.7%	703	16.9%	84	6.1%	1,835	10.6%	167	5.4%	3,472	10.1%
Other Services (except Public Administration)	53	12.3%	256	6.2%	160	11.6%	961	5.6%	371	12.1%	2,217	6.5%
Automotive Repair & Maintenance	9	2.1%	37	0.9%	39	2.8%	254	1.5%	77	2.5%	430	1.3%
Public Administration	24	5.6%	219	5.3%	40	2.9%	500	2.9%	63	2.1%	939	2.7%
Unclassified Establishments	20	4.6%	13	0.3%	76	5.5%	116	0.7%	148	4.8%	134	0.4%
Total	431	100.0%	4,149	100.0%	1,381	100.0%	17,237	100.0%	3,073	100.0%	34,263	100.0%

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

July 29, 2016

Retail MarketPlace Profile

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Summary Demographics	
2016 Population	5,306
2016 Households	2,533
2016 Median Disposable Income	$36,000
2016 Per Capita Income	$27,365

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	$71,098,657	$177,673,112	-$106,574,455	-42.8	103
Total Retail Trade	44-45	$64,674,907	$155,157,511	-$90,482,604	-41.2	71
Total Food & Drink	722	$6,423,750	$22,515,601	-$16,091,851	-55.6	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$14,449,398	$24,371,957	-$9,922,559	-25.6	7
Automobile Dealers	4411	$11,812,012	$21,368,669	-$9,556,657	-28.8	4
Other Motor Vehicle Dealers	4412	$1,563,370	$0	$1,563,370	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$1,074,017	$2,859,565	-$1,785,548	-45.4	3
Furniture & Home Furnishings Stores	442	$1,668,073	$3,421,856	-$1,753,783	-34.5	3
Furniture Stores	4421	$1,080,817	$544,028	$536,789	33.0	1
Home Furnishings Stores	4422	$587,255	$2,877,828	-$2,290,573	-66.1	2
Electronics & Appliance Stores	443	$3,506,395	$12,153,392	-$8,646,997	-55.2	6
Bldg Materials, Garden Equip. & Supply Stores	444	$2,977,745	$4,349,928	-$1,372,183	-18.7	3
Bldg Material & Supplies Dealers	4441	$2,534,338	$3,481,960	-$947,622	-15.8	1
Lawn & Garden Equip & Supply Stores	4442	$443,408	$867,968	-$424,560	-32.4	2
Food & Beverage Stores	445	$11,930,697	$36,143,888	-$24,213,191	-50.4	8
Grocery Stores	4451	$11,008,437	$33,364,743	-$22,356,306	-50.4	5
Specialty Food Stores	4452	$577,047	$1,853,373	-$1,276,326	-52.5	2
Beer, Wine & Liquor Stores	4453	$345,213	$925,772	-$580,559	-45.7	1
Health & Personal Care Stores	446,4461	$4,940,754	$9,835,235	-$4,894,481	-33.1	6
Gasoline Stations	447,4471	$4,613,917	$6,923,984	-$2,310,067	-20.0	4
Clothing & Clothing Accessories Stores	448	$2,801,741	$2,915,899	-$114,158	-2.0	6
Clothing Stores	4481	$1,794,412	$1,373,648	$420,764	13.3	4
Shoe Stores	4482	$348,115	$0	$348,115	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$659,213	$1,542,251	-$883,038	-40.1	2
Sporting Goods, Hobby, Book & Music Stores	451	$2,020,306	$5,218,191	-$3,197,885	-44.2	8
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,619,084	$5,218,191	-$3,599,107	-52.6	8
Book, Periodical & Music Stores	4512	$401,221	$0	$401,221	100.0	0
General Merchandise Stores	452	$11,707,577	$40,122,766	-$28,415,189	-54.8	4
Department Stores Excluding Leased Depts.	4521	$9,175,934	$33,117,832	-$23,941,898	-56.6	1
Other General Merchandise Stores	4529	$2,531,643	$7,004,934	-$4,473,291	-46.9	3
Miscellaneous Store Retailers	453	$3,044,425	$7,852,780	-$4,808,355	-44.1	16
Florists	4531	$121,395	$273,296	-$151,901	-38.5	1
Office Supplies, Stationery & Gift Stores	4532	$695,732	$1,122,900	-$427,168	-23.5	3
Used Merchandise Stores	4533	$438,735	$1,596,670	-$1,157,935	-56.9	5
Other Miscellaneous Store Retailers	4539	$1,788,564	$4,859,914	-$3,071,350	-46.2	7
Nonstore Retailers	454	$1,013,880	$1,847,636	-$833,756	-29.1	1
Electronic Shopping & Mail-Order Houses	4541	$557,800	$1,843,484	-$1,285,684	-53.5	1
Vending Machine Operators	4542	$105,522	$0	$105,522	100.0	0
Direct Selling Establishments	4543	$350,558	$0	$350,558	100.0	0
Food Services & Drinking Places	722	$6,423,750	$22,515,601	-$16,091,851	-55.6	31
Full-Service Restaurants	7221	$3,190,584	$10,676,210	-$7,485,626	-54.0	21
Limited-Service Eating Places	7222	$2,864,797	$11,819,866	-$8,955,069	-61.0	11
Special Food Services	7223	$164,336	$0	$164,336	100.0	0
Drinking Places - Alcoholic Beverages	7224	$204,032	$0	$204,032	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.

July 29, 2016

Milford - Lila Avenue
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Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17546
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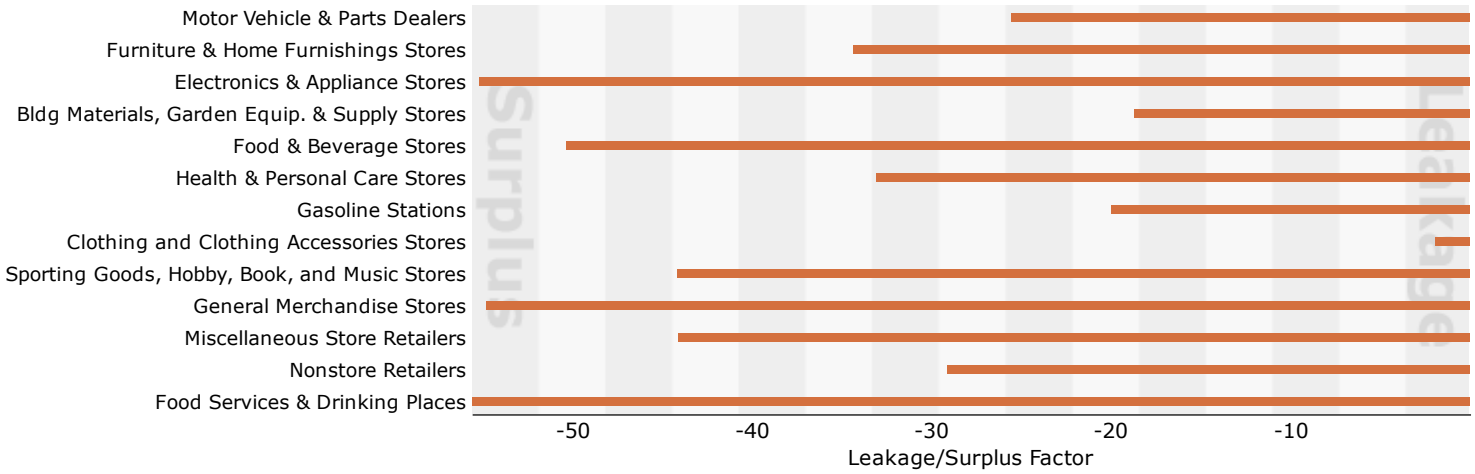
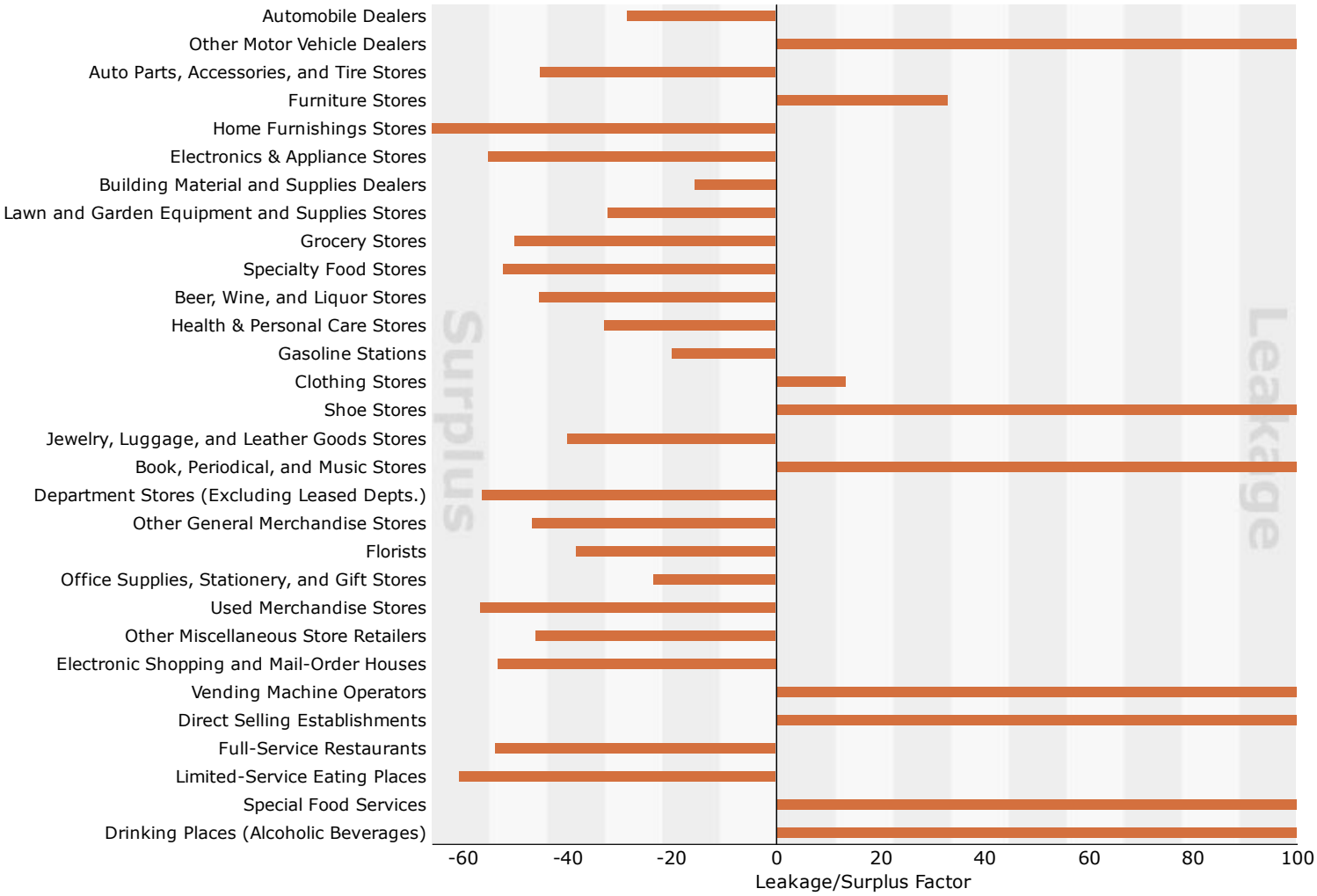
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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July 29, 2016

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Retail MarketPlace Profile

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Summary Demographics	
2016 Population	26,229
2016 Households	10,434
2016 Median Disposable Income	$55,100
2016 Per Capita Income	$39,143

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	$510,958,363	$697,945,789	-$186,987,426	-15.5	280
Total Retail Trade	44-45	$463,534,683	$634,653,354	-$171,118,671	-15.6	195
Total Food & Drink	722	$47,423,680	$63,292,435	-$15,868,755	-14.3	85

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$104,800,754	$121,680,185	-$16,879,431	-7.5	21
Automobile Dealers	4411	$84,834,881	$74,887,602	$9,947,279	6.2	9
Other Motor Vehicle Dealers	4412	$12,095,492	$38,753,100	-$26,657,608	-52.4	3
Auto Parts, Accessories & Tire Stores	4413	$7,870,380	$8,039,484	-$169,104	-1.1	9
Furniture & Home Furnishings Stores	442	$12,471,500	$4,735,339	$7,736,161	45.0	7
Furniture Stores	4421	$8,048,076	$1,268,999	$6,779,077	72.8	3
Home Furnishings Stores	4422	$4,423,425	$3,466,341	$957,084	12.1	4
Electronics & Appliance Stores	443	$26,013,984	$34,675,200	-$8,661,216	-14.3	16
Bldg Materials, Garden Equip. & Supply Stores	444	$23,763,649	$68,112,101	-$44,348,452	-48.3	23
Bldg Material & Supplies Dealers	4441	$20,518,221	$63,363,153	-$42,844,932	-51.1	14
Lawn & Garden Equip & Supply Stores	4442	$3,245,428	$4,748,948	-$1,503,520	-18.8	9
Food & Beverage Stores	445	$82,046,665	$132,368,024	-$50,321,359	-23.5	23
Grocery Stores	4451	$75,642,369	$127,321,900	-$51,679,531	-25.5	15
Specialty Food Stores	4452	$3,966,731	$3,319,632	$647,099	8.9	5
Beer, Wine & Liquor Stores	4453	$2,437,565	$1,726,491	$711,074	17.1	2
Health & Personal Care Stores	446,4461	$34,403,487	$65,633,941	-$31,230,454	-31.2	17
Gasoline Stations	447,4471	$31,450,738	$16,316,874	$15,133,864	31.7	10
Clothing & Clothing Accessories Stores	448	$20,666,494	$9,571,149	$11,095,345	36.7	14
Clothing Stores	4481	$13,020,485	$3,945,988	$9,074,497	53.5	8
Shoe Stores	4482	$2,433,460	$0	$2,433,460	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$5,212,548	$5,307,905	-$95,357	-0.9	6
Sporting Goods, Hobby, Book & Music Stores	451	$15,093,372	$13,935,919	$1,157,453	4.0	15
Sporting Goods/Hobby/Musical Instr Stores	4511	$12,196,347	$13,692,355	-$1,496,008	-5.8	14
Book, Periodical & Music Stores	4512	$2,897,025	$243,564	$2,653,461	84.5	1
General Merchandise Stores	452	$84,038,457	$143,530,922	-$59,492,465	-26.1	11
Department Stores Excluding Leased Depts.	4521	$66,431,155	$125,412,954	-$58,981,799	-30.7	4
Other General Merchandise Stores	4529	$17,607,302	$18,117,968	-$510,666	-1.4	7
Miscellaneous Store Retailers	453	$21,457,898	$20,784,384	$673,514	1.6	34
Florists	4531	$938,372	$437,845	$500,527	36.4	2
Office Supplies, Stationery & Gift Stores	4532	$5,092,683	$4,129,844	$962,839	10.4	7
Used Merchandise Stores	4533	$3,195,457	$1,905,472	$1,289,985	25.3	7
Other Miscellaneous Store Retailers	4539	$12,231,386	$14,311,223	-$2,079,837	-7.8	19
Nonstore Retailers	454	$7,327,685	$3,309,316	$4,018,369	37.8	3
Electronic Shopping & Mail-Order Houses	4541	$4,049,086	$2,904,069	$1,145,017	16.5	2
Vending Machine Operators	4542	$730,391	$0	$730,391	100.0	0
Direct Selling Establishments	4543	$2,548,209	$405,247	$2,142,962	72.6	1
Food Services & Drinking Places	722	$47,423,680	$63,292,435	-$15,868,755	-14.3	85
Full-Service Restaurants	7221	$23,762,693	$28,500,936	-$4,738,243	-9.1	48
Limited-Service Eating Places	7222	$20,898,549	$33,823,505	-$12,924,956	-23.6	34
Special Food Services	7223	$1,282,071	$488,143	$793,928	44.8	1
Drinking Places - Alcoholic Beverages	7224	$1,480,367	$479,851	$1,000,516	51.0	3

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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July 29, 2016

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

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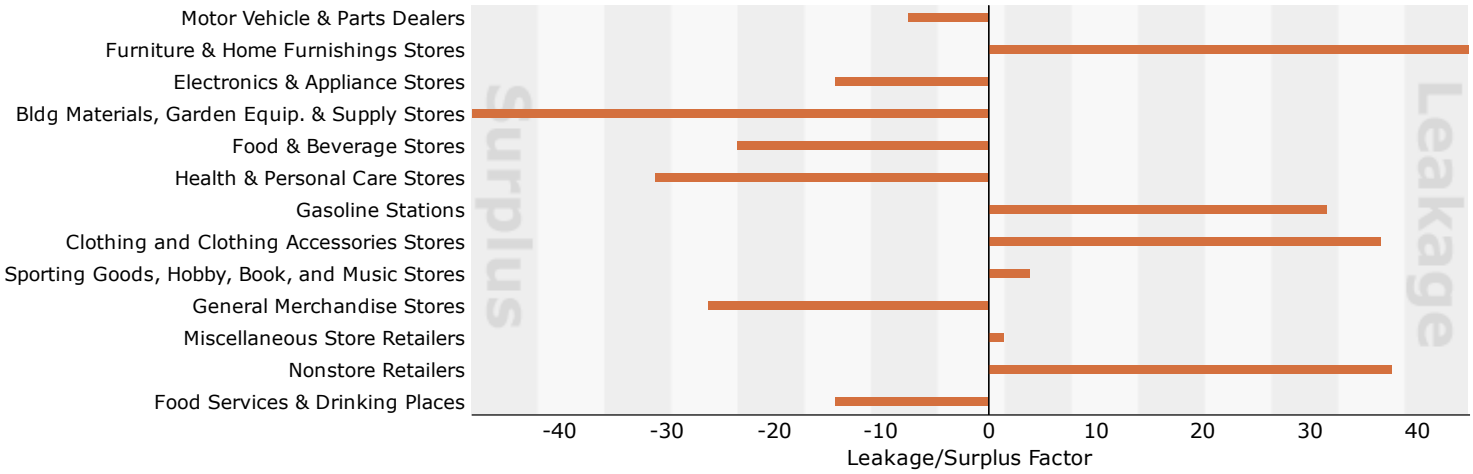
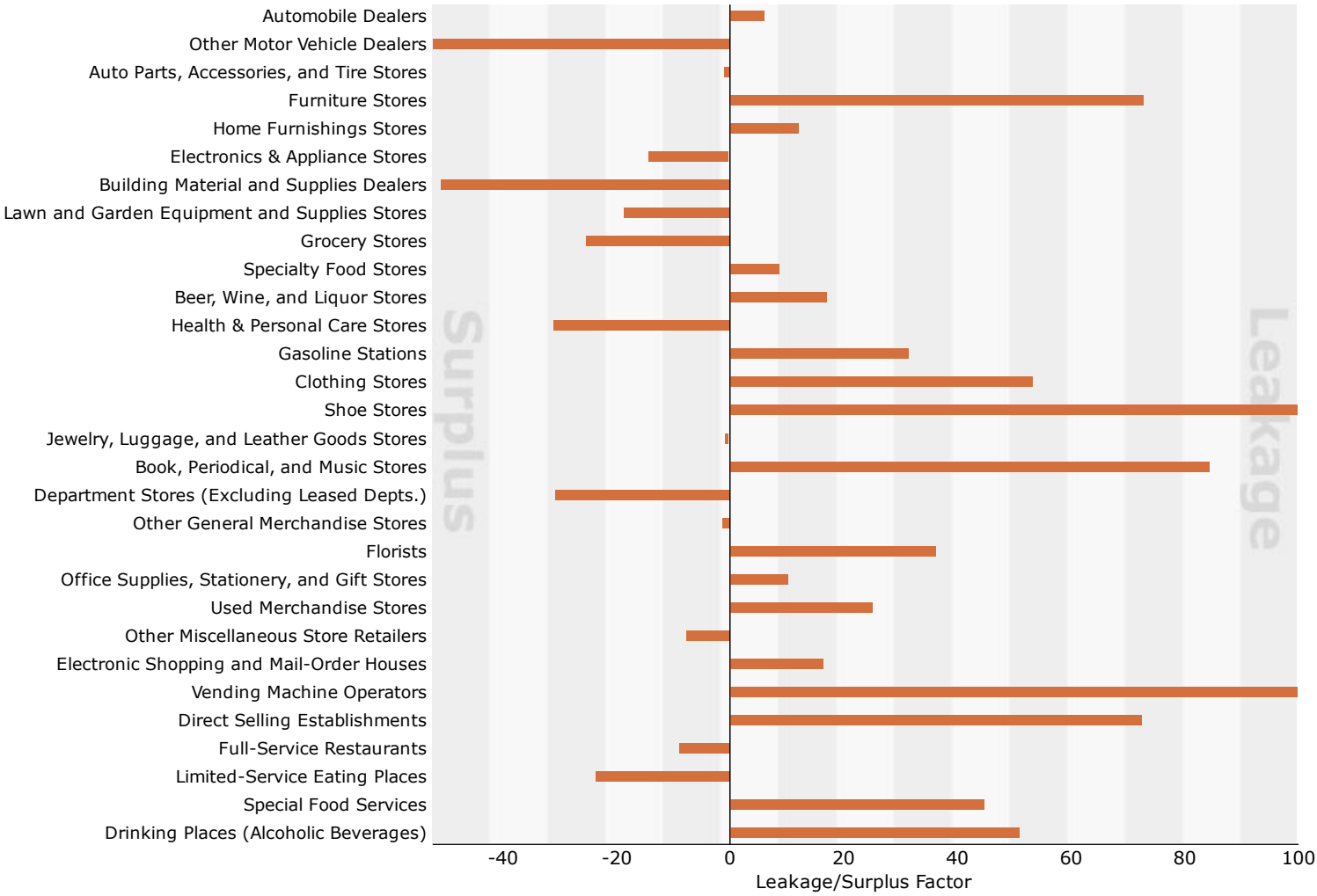
Longitude: -84.28184

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 5 mile radius

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Longitude: -84.28184

Summary Demographics	
2016 Population	79,472
2016 Households	30,141
2016 Median Disposable Income	$60,689
2016 Per Capita Income	$41,692

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	$1,669,950,868	$1,215,861,200	$454,089,668	15.7	602
Total Retail Trade	44-45	$1,514,480,596	$1,099,948,360	$414,532,236	15.9	439
Total Food & Drink	722	$155,470,272	$115,912,839	$39,557,433	14.6	164

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$343,522,810	$157,548,615	$185,974,195	37.1	39
Automobile Dealers	4411	$278,150,747	$95,083,452	$183,067,295	49.0	15
Other Motor Vehicle Dealers	4412	$39,718,422	$48,306,146	-$8,587,724	-9.8	5
Auto Parts, Accessories & Tire Stores	4413	$25,653,642	$14,159,017	$11,494,625	28.9	18
Furniture & Home Furnishings Stores	442	$41,015,686	$11,178,912	$29,836,774	57.2	17
Furniture Stores	4421	$26,545,372	$2,583,696	$23,961,676	82.3	5
Home Furnishings Stores	4422	$14,470,314	$8,595,216	$5,875,098	25.5	12
Electronics & Appliance Stores	443	$85,256,359	$87,343,938	-$2,087,579	-1.2	40
Bldg Materials, Garden Equip. & Supply Stores	444	$77,474,725	$103,546,547	-$26,071,822	-14.4	41
Bldg Material & Supplies Dealers	4441	$67,033,615	$89,348,988	-$22,315,373	-14.3	26
Lawn & Garden Equip & Supply Stores	4442	$10,441,111	$14,197,558	-$3,756,447	-15.2	15
Food & Beverage Stores	445	$266,801,817	$302,406,045	-$35,604,228	-6.3	60
Grocery Stores	4451	$245,973,290	$287,859,002	-$41,885,712	-7.8	36
Specialty Food Stores	4452	$12,906,352	$7,543,258	$5,363,094	26.2	16
Beer, Wine & Liquor Stores	4453	$7,922,175	$7,003,785	$918,390	6.2	8
Health & Personal Care Stores	446,4461	$111,256,562	$106,900,428	$4,356,134	2.0	37
Gasoline Stations	447,4471	$102,536,177	$39,197,685	$63,338,492	44.7	19
Clothing & Clothing Accessories Stores	448	$67,885,044	$34,175,388	$33,709,656	33.0	47
Clothing Stores	4481	$42,671,141	$23,414,063	$19,257,078	29.1	33
Shoe Stores	4482	$7,992,453	$1,297,864	$6,694,589	72.1	1
Jewelry, Luggage & Leather Goods Stores	4483	$17,221,450	$9,463,461	$7,757,989	29.1	13
Sporting Goods, Hobby, Book & Music Stores	451	$49,996,083	$30,378,993	$19,617,090	24.4	40
Sporting Goods/Hobby/Musical Instr Stores	4511	$40,464,486	$24,554,625	$15,909,861	24.5	35
Book, Periodical & Music Stores	4512	$9,531,597	$5,824,368	$3,707,229	24.1	5
General Merchandise Stores	452	$275,304,586	$174,278,057	$101,026,529	22.5	19
Department Stores Excluding Leased Depts.	4521	$217,928,231	$152,707,610	$65,220,621	17.6	6
Other General Merchandise Stores	4529	$57,376,355	$21,570,447	$35,805,908	45.4	13
Miscellaneous Store Retailers	453	$69,915,340	$40,208,639	$29,706,701	27.0	72
Florists	4531	$3,016,785	$849,293	$2,167,492	56.1	6
Office Supplies, Stationery & Gift Stores	4532	$16,664,265	$10,579,554	$6,084,711	22.3	18
Used Merchandise Stores	4533	$10,501,721	$2,746,574	$7,755,147	58.5	14
Other Miscellaneous Store Retailers	4539	$39,732,568	$26,033,218	$13,699,350	20.8	34
Nonstore Retailers	454	$23,515,408	$12,785,113	$10,730,295	29.6	8
Electronic Shopping & Mail-Order Houses	4541	$13,191,236	$8,140,537	$5,050,699	23.7	4
Vending Machine Operators	4542	$2,379,103	$0	$2,379,103	100.0	0
Direct Selling Establishments	4543	$7,945,069	$4,644,576	$3,300,493	26.2	4
Food Services & Drinking Places	722	$155,470,272	$115,912,839	$39,557,433	14.6	164
Full-Service Restaurants	7221	$77,895,055	$53,086,083	$24,808,972	18.9	87
Limited-Service Eating Places	7222	$68,515,239	$55,740,402	$12,774,837	10.3	58
Special Food Services	7223	$4,222,047	$3,356,050	$865,997	11.4	8
Drinking Places - Alcoholic Beverages	7224	$4,837,931	$3,730,304	$1,107,627	12.9	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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July 29, 2016

Milford - Lila Avenue
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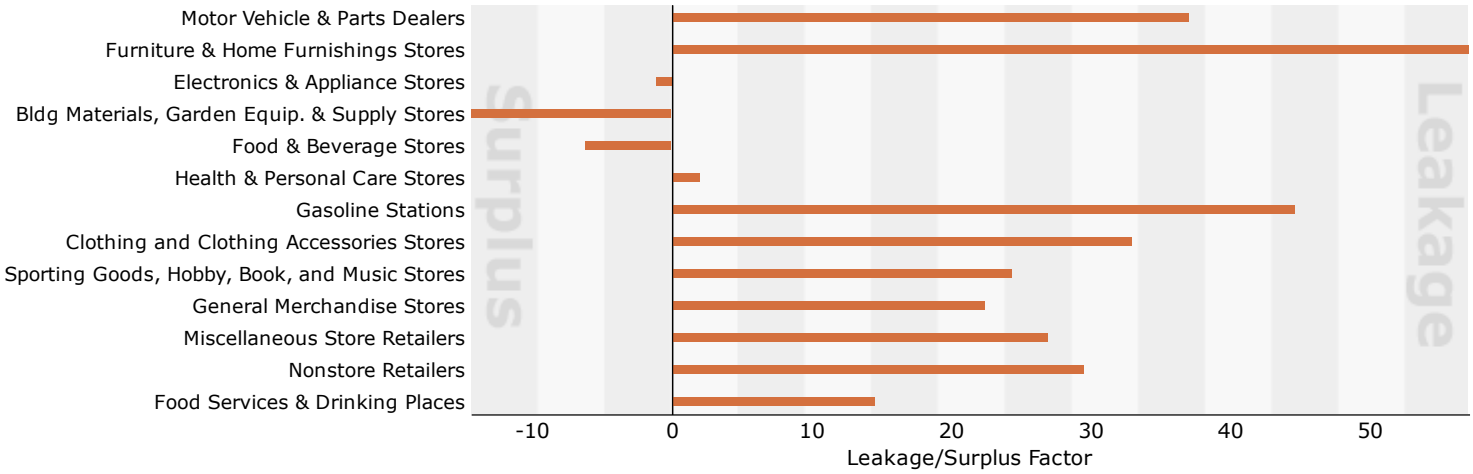
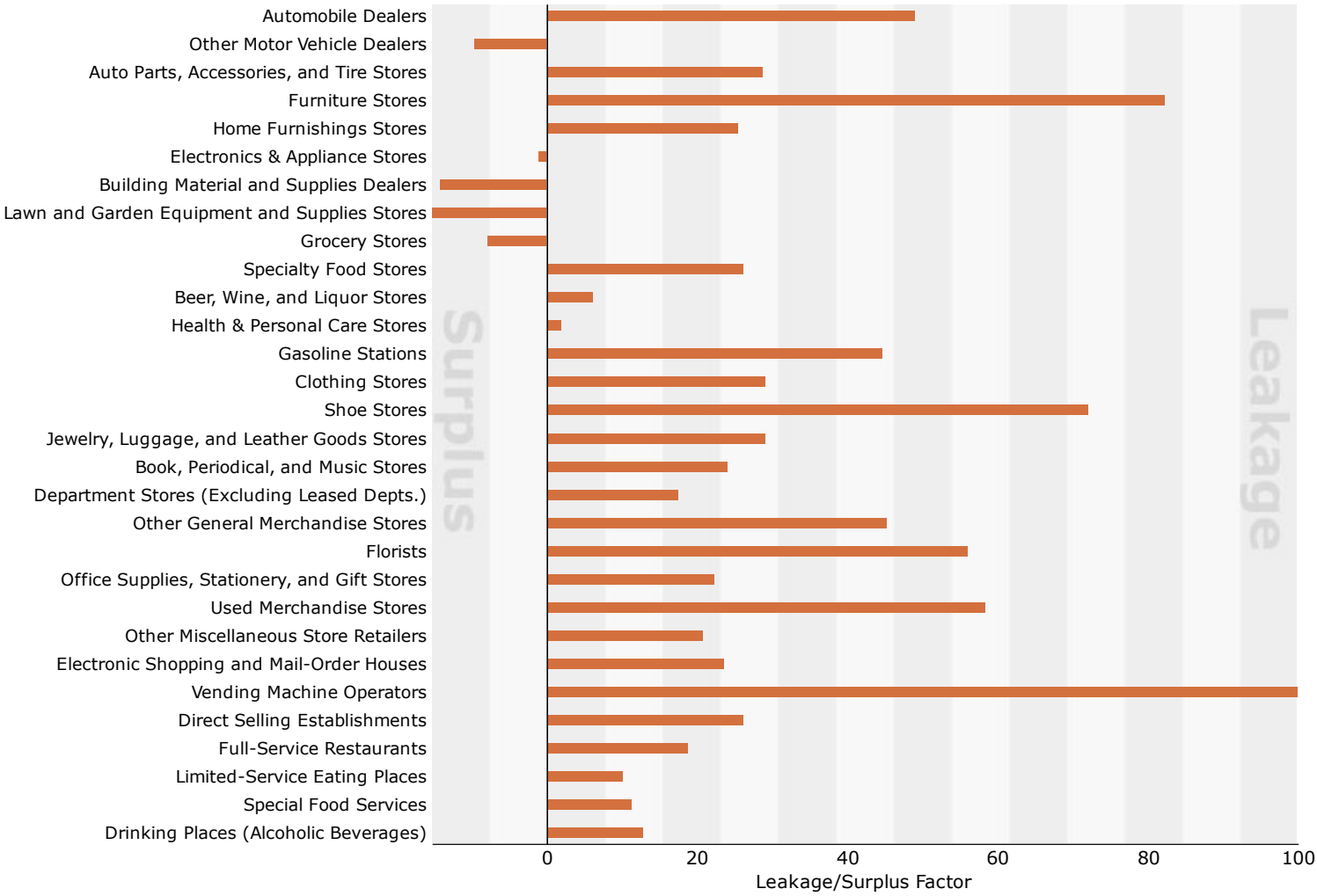
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Milford - Lila Avenue
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Ring: 1 mile radius

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Demographic Summary	2016	2021
Population	5,306	5,423
Population 18+	4,340	4,468
Households	2,533	2,602
Median Household Income	$41,637	$47,420

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,024	46.6%	99
Bought any women's clothing in last 12 months	1,877	43.2%	98
Bought clothing for child <13 years in last 6 months	1,084	25.0%	91
Bought any shoes in last 12 months	2,215	51.0%	95
Bought costume jewelry in last 12 months	856	19.7%	101
Bought any fine jewelry in last 12 months	754	17.4%	95
Bought a watch in last 12 months	444	10.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	2,168	85.6%	100
HH bought/leased new vehicle last 12 mo	205	8.1%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,686	84.9%	100
Bought/changed motor oil in last 12 months	2,183	50.3%	102
Had tune-up in last 12 months	1,240	28.6%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,746	63.3%	97
Drank regular cola in last 6 months	2,022	46.6%	104
Drank beer/ale in last 6 months	1,915	44.1%	104
Cameras (Adults)			
Own digital point & shoot camera	1,165	26.8%	92
Own digital single-lens reflex (SLR) camera	296	6.8%	79
Bought any camera in last 12 months	222	5.1%	90
Printed digital photos in last 12 months	109	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,656	38.2%	106
Have a smartphone	2,329	53.7%	91
Have a smartphone: Android phone (any brand)	1,219	28.1%	104
Have a smartphone: Apple iPhone	915	21.1%	82
Number of cell phones in household: 1	995	39.3%	122
Number of cell phones in household: 2	925	36.5%	98
Number of cell phones in household: 3+	474	18.7%	73
HH has cell phone only (no landline telephone)	1,202	47.5%	113
Computers (Households)			
HH owns a computer	1,831	72.3%	94
HH owns desktop computer	995	39.3%	87
HH owns laptop/notebook	1,289	50.9%	94
HH owns any Apple/Mac brand computer	286	11.3%	75
HH owns any PC/non-Apple brand computer	1,664	65.7%	97
HH purchased most recent computer in a store	882	34.8%	93
HH purchased most recent computer online	283	11.2%	85
Spent <$500 on most recent home computer	384	15.2%	104
Spent $500-$999 on most recent home computer	458	18.1%	95
Spent $1,000-$1,499 on most recent home computer	195	7.7%	81
Spent $1,500-$1,999 on most recent home computer	96	3.8%	83
Spent $2,000+ on most recent home computer	85	3.4%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,248	51.8%	102
Bought brewed coffee at convenience store in last 30 days	689	15.9%	101
Bought cigarettes at convenience store in last 30 days	755	17.4%	139
Bought gas at convenience store in last 30 days	1,563	36.0%	109
Spent at convenience store in last 30 days: <$20	335	7.7%	95
Spent at convenience store in last 30 days: $20-$39	402	9.3%	102
Spent at convenience store in last 30 days: $40-$50	355	8.2%	107
Spent at convenience store in last 30 days: $51-$99	183	4.2%	95
Spent at convenience store in last 30 days: $100+	1,131	26.1%	114
Entertainment (Adults)			
Attended a movie in last 6 months	2,397	55.2%	93
Went to live theater in last 12 months	482	11.1%	85
Went to a bar/night club in last 12 months	694	16.0%	96
Dined out in last 12 months	1,805	41.6%	93
Gambled at a casino in last 12 months	534	12.3%	90
Visited a theme park in last 12 months	634	14.6%	83
Viewed movie (video-on-demand) in last 30 days	639	14.7%	87
Viewed TV show (video-on-demand) in last 30 days	442	10.2%	79
Watched any pay-per-view TV in last 12 months	455	10.5%	80
Downloaded a movie over the Internet in last 30 days	301	6.9%	97
Downloaded any individual song in last 6 months	735	16.9%	83
Watched a movie online in the last 30 days	680	15.7%	98
Watched a TV program online in last 30 days	576	13.3%	89
Played a video/electronic game (console) in last 12 months	469	10.8%	104
Played a video/electronic game (portable) in last 12 months	220	5.1%	111
Financial (Adults)			
Have home mortgage (1st)	1,141	26.3%	85
Used ATM/cash machine in last 12 months	1,911	44.0%	90
Own any stock	298	6.9%	90
Own U.S. savings bond	204	4.7%	89
Own shares in mutual fund (stock)	249	5.7%	79
Own shares in mutual fund (bonds)	129	3.0%	61
Have interest checking account	1,205	27.8%	99
Have non-interest checking account	1,128	26.0%	92
Have savings account	2,178	50.2%	93
Have 401K retirement savings plan	530	12.2%	84
Own/used any credit/debit card in last 12 months	3,127	72.1%	97
Avg monthly credit card expenditures: <$111	563	13.0%	112
Avg monthly credit card expenditures: $111-$225	299	6.9%	100
Avg monthly credit card expenditures: $226-$450	250	5.8%	91
Avg monthly credit card expenditures: $451-$700	207	4.8%	89
Avg monthly credit card expenditures: $701-$1,000	151	3.5%	81
Avg monthly credit card expenditures: $1,001+	275	6.3%	70
Did banking online in last 12 months	1,303	30.0%	84
Did banking on mobile device in last 12 months	459	10.6%	76
Paid bills online in last 12 months	1,613	37.2%	86

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,804	71.2%	102
Used bread in last 6 months	2,387	94.2%	100
Used chicken (fresh or frozen) in last 6 months	1,709	67.5%	98
Used turkey (fresh or frozen) in last 6 months	396	15.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,334	52.7%	96
Used fresh fruit/vegetables in last 6 months	2,142	84.6%	99
Used fresh milk in last 6 months	2,226	87.9%	100
Used organic food in last 6 months	430	17.0%	86
Health (Adults)			
Exercise at home 2+ times per week	1,117	25.7%	91
Exercise at club 2+ times per week	475	10.9%	84
Visited a doctor in last 12 months	3,263	75.2%	99
Used vitamin/dietary supplement in last 6 months	2,268	52.3%	99
Home (Households)			
Any home improvement in last 12 months	601	23.7%	88
Used housekeeper/maid/professional HH cleaning service in last 12	292	11.5%	88
Purchased low ticket HH furnishings in last 12 months	402	15.9%	99
Purchased big ticket HH furnishings in last 12 months	513	20.3%	97
Bought any small kitchen appliance in last 12 months	580	22.9%	103
Bought any large kitchen appliance in last 12 months	300	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	1,739	40.1%	94
Carry medical/hospital/accident insurance	2,834	65.3%	100
Carry homeowner insurance	1,912	44.1%	94
Carry renter's insurance	411	9.5%	116
Have auto insurance: 1 vehicle in household covered	1,001	39.5%	128
Have auto insurance: 2 vehicles in household covered	626	24.7%	87
Have auto insurance: 3+ vehicles in household covered	417	16.5%	75
Pets (Households)			
Household owns any pet	1,246	49.2%	92
Household owns any cat	553	21.8%	97
Household owns any dog	887	35.0%	86
Psychographics (Adults)			
Buying American is important to me	2,051	47.3%	112
Usually buy items on credit rather than wait	540	12.4%	106
Usually buy based on quality - not price	848	19.5%	109
Price is usually more important than brand name	1,133	26.1%	99
Usually use coupons for brands I buy often	864	19.9%	105
Am interested in how to help the environment	757	17.4%	107
Usually pay more for environ safe product	539	12.4%	97
Usually value green products over convenience	508	11.7%	111
Likely to buy a brand that supports a charity	1,491	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	470	10.8%	82
Bought hardcover book in last 12 months	756	17.4%	83
Bought paperback book in last 12 month	1,304	30.0%	96
Read any daily newspaper (paper version)	1,270	29.3%	112
Read any digital newspaper in last 30 days	1,297	29.9%	90
Read any magazine (paper/electronic version) in last 6 months	3,954	91.1%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,207	73.9%	99
Went to family restaurant/steak house: 4+ times a month	1,229	28.3%	103
Went to fast food/drive-in restaurant in last 6 months	3,880	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,668	38.4%	97
Fast food/drive-in last 6 months: eat in	1,490	34.3%	94
Fast food/drive-in last 6 months: home delivery	315	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	1,993	45.9%	99
Fast food/drive-in last 6 months: take-out/walk-in	812	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,248	28.8%	91
Own e-reader/tablet: iPad	526	12.1%	79
Own any portable MP3 player	1,208	27.8%	90
HH owns 1 TV	517	20.4%	100
HH owns 2 TVs	757	29.9%	115
HH owns 3 TVs	483	19.1%	89
HH owns 4+ TVs	417	16.5%	87
HH subscribes to cable TV	1,435	56.7%	114
HH subscribes to fiber optic	131	5.2%	68
HH has satellite dish	515	20.3%	80
HH owns DVD/Blu-ray player	1,456	57.5%	95
HH owns camcorder	284	11.2%	80
HH owns portable GPS navigation device	641	25.3%	92
HH purchased video game system in last 12 mos	165	6.5%	82
HH owns Internet video device for TV	134	5.3%	75
Travel (Adults)			
Domestic travel in last 12 months	1,823	42.0%	84
Took 3+ domestic non-business trips in last 12 months	387	8.9%	80
Spent on domestic vacations in last 12 months: <$1,000	367	8.5%	79
Spent on domestic vacations in last 12 months: $1,000-$1,499	220	5.1%	87
Spent on domestic vacations in last 12 months: $1,500-$1,999	134	3.1%	86
Spent on domestic vacations in last 12 months: $2,000-$2,999	149	3.4%	88
Spent on domestic vacations in last 12 months: $3,000+	159	3.7%	66
Domestic travel in the 12 months: used general travel website	191	4.4%	65
Foreign travel in last 3 years	710	16.4%	68
Took 3+ foreign trips by plane in last 3 years	127	2.9%	65
Spent on foreign vacations in last 12 months: <$1,000	147	3.4%	81
Spent on foreign vacations in last 12 months: $1,000-$2,999	104	2.4%	73
Spent on foreign vacations in last 12 months: $3,000+	126	2.9%	58
Foreign travel in last 3 years: used general travel website	179	4.1%	74
Nights spent in hotel/motel in last 12 months: any	1,496	34.5%	85
Took cruise of more than one day in last 3 years	250	5.8%	69
Member of any frequent flyer program	500	11.5%	71
Member of any hotel rewards program	481	11.1%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Demographic Summary	2016	2021
Population	26,229	27,113
Population 18+	20,088	21,049
Households	10,434	10,813
Median Household Income	$70,015	$80,035

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,974	49.7%	105
Bought any women's clothing in last 12 months	9,301	46.3%	105
Bought clothing for child <13 years in last 6 months	5,457	27.2%	99
Bought any shoes in last 12 months	11,228	55.9%	104
Bought costume jewelry in last 12 months	4,313	21.5%	110
Bought any fine jewelry in last 12 months	3,743	18.6%	102
Bought a watch in last 12 months	2,326	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	9,469	90.8%	106
HH bought/leased new vehicle last 12 mo	1,254	12.0%	128
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,181	90.5%	106
Bought/changed motor oil in last 12 months	10,046	50.0%	102
Had tune-up in last 12 months	6,182	30.8%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,341	66.4%	101
Drank regular cola in last 6 months	8,205	40.8%	91
Drank beer/ale in last 6 months	9,238	46.0%	108
Cameras (Adults)			
Own digital point & shoot camera	6,844	34.1%	117
Own digital single-lens reflex (SLR) camera	2,024	10.1%	117
Bought any camera in last 12 months	1,168	5.8%	102
Printed digital photos in last 12 months	602	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,401	36.8%	102
Have a smartphone	12,348	61.5%	104
Have a smartphone: Android phone (any brand)	5,121	25.5%	95
Have a smartphone: Apple iPhone	6,124	30.5%	118
Number of cell phones in household: 1	3,026	29.0%	90
Number of cell phones in household: 2	4,074	39.0%	104
Number of cell phones in household: 3+	2,906	27.9%	109
HH has cell phone only (no landline telephone)	3,725	35.7%	85
Computers (Households)			
HH owns a computer	8,565	82.1%	107
HH owns desktop computer	5,179	49.6%	110
HH owns laptop/notebook	6,046	57.9%	107
HH owns any Apple/Mac brand computer	1,819	17.4%	116
HH owns any PC/non-Apple brand computer	7,508	72.0%	106
HH purchased most recent computer in a store	4,233	40.6%	108
HH purchased most recent computer online	1,471	14.1%	108
Spent <$500 on most recent home computer	1,461	14.0%	96
Spent $500-$999 on most recent home computer	2,190	21.0%	110
Spent $1,000-$1,499 on most recent home computer	1,150	11.0%	116
Spent $1,500-$1,999 on most recent home computer	536	5.1%	113
Spent $2,000+ on most recent home computer	492	4.7%	120

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	10,739	53.5%	105
Bought brewed coffee at convenience store in last 30 days	3,309	16.5%	105
Bought cigarettes at convenience store in last 30 days	2,370	11.8%	94
Bought gas at convenience store in last 30 days	6,751	33.6%	102
Spent at convenience store in last 30 days: <$20	1,850	9.2%	114
Spent at convenience store in last 30 days: $20-$39	1,919	9.6%	106
Spent at convenience store in last 30 days: $40-$50	1,510	7.5%	99
Spent at convenience store in last 30 days: $51-$99	863	4.3%	97
Spent at convenience store in last 30 days: $100+	4,591	22.9%	100
Entertainment (Adults)			
Attended a movie in last 6 months	12,477	62.1%	104
Went to live theater in last 12 months	3,198	15.9%	123
Went to a bar/night club in last 12 months	3,608	18.0%	108
Dined out in last 12 months	10,429	51.9%	116
Gambled at a casino in last 12 months	2,986	14.9%	108
Visited a theme park in last 12 months	3,777	18.8%	107
Viewed movie (video-on-demand) in last 30 days	4,163	20.7%	122
Viewed TV show (video-on-demand) in last 30 days	3,036	15.1%	117
Watched any pay-per-view TV in last 12 months	2,687	13.4%	102
Downloaded a movie over the Internet in last 30 days	1,473	7.3%	102
Downloaded any individual song in last 6 months	4,362	21.7%	106
Watched a movie online in the last 30 days	3,191	15.9%	99
Watched a TV program online in last 30 days	3,028	15.1%	101
Played a video/electronic game (console) in last 12 months	2,023	10.1%	96
Played a video/electronic game (portable) in last 12 months	915	4.6%	100
Financial (Adults)			
Have home mortgage (1st)	7,653	38.1%	123
Used ATM/cash machine in last 12 months	10,647	53.0%	108
Own any stock	2,105	10.5%	137
Own U.S. savings bond	1,402	7.0%	132
Own shares in mutual fund (stock)	1,994	9.9%	137
Own shares in mutual fund (bonds)	1,300	6.5%	133
Have interest checking account	6,898	34.3%	122
Have non-interest checking account	6,046	30.1%	106
Have savings account	11,990	59.7%	110
Have 401K retirement savings plan	3,533	17.6%	121
Own/used any credit/debit card in last 12 months	16,143	80.4%	108
Avg monthly credit card expenditures: <$111	2,459	12.2%	106
Avg monthly credit card expenditures: $111-$225	1,411	7.0%	102
Avg monthly credit card expenditures: $226-$450	1,442	7.2%	113
Avg monthly credit card expenditures: $451-$700	1,282	6.4%	120
Avg monthly credit card expenditures: $701-$1,000	1,069	5.3%	123
Avg monthly credit card expenditures: $1,001+	2,567	12.8%	141
Did banking online in last 12 months	8,154	40.6%	114
Did banking on mobile device in last 12 months	2,876	14.3%	102
Paid bills online in last 12 months	9,509	47.3%	110

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July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,584	72.7%	105
Used bread in last 6 months	9,889	94.8%	101
Used chicken (fresh or frozen) in last 6 months	7,385	70.8%	103
Used turkey (fresh or frozen) in last 6 months	1,811	17.4%	109
Used fish/seafood (fresh or frozen) in last 6 months	5,875	56.3%	103
Used fresh fruit/vegetables in last 6 months	9,154	87.7%	102
Used fresh milk in last 6 months	9,344	89.6%	102
Used organic food in last 6 months	2,047	19.6%	100
Health (Adults)			
Exercise at home 2+ times per week	6,230	31.0%	109
Exercise at club 2+ times per week	3,223	16.0%	123
Visited a doctor in last 12 months	16,179	80.5%	106
Used vitamin/dietary supplement in last 6 months	11,528	57.4%	109
Home (Households)			
Any home improvement in last 12 months	3,249	31.1%	116
Used housekeeper/maid/professional HH cleaning service in last 12	1,694	16.2%	123
Purchased low ticket HH furnishings in last 12 months	1,817	17.4%	108
Purchased big ticket HH furnishings in last 12 months	2,328	22.3%	107
Bought any small kitchen appliance in last 12 months	2,468	23.7%	107
Bought any large kitchen appliance in last 12 months	1,464	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	9,765	48.6%	114
Carry medical/hospital/accident insurance	14,317	71.3%	109
Carry homeowner insurance	11,506	57.3%	122
Carry renter's insurance	1,593	7.9%	97
Have auto insurance: 1 vehicle in household covered	3,041	29.1%	94
Have auto insurance: 2 vehicles in household covered	3,262	31.3%	110
Have auto insurance: 3+ vehicles in household covered	2,719	26.1%	119
Pets (Households)			
Household owns any pet	5,854	56.1%	104
Household owns any cat	2,475	23.7%	106
Household owns any dog	4,329	41.5%	102
Psychographics (Adults)			
Buying American is important to me	8,967	44.6%	105
Usually buy items on credit rather than wait	2,363	11.8%	100
Usually buy based on quality - not price	3,642	18.1%	101
Price is usually more important than brand name	4,941	24.6%	94
Usually use coupons for brands I buy often	3,966	19.7%	104
Am interested in how to help the environment	3,032	15.1%	93
Usually pay more for environ safe product	2,422	12.1%	94
Usually value green products over convenience	1,934	9.6%	92
Likely to buy a brand that supports a charity	6,837	34.0%	98
Reading (Adults)			
Bought digital book in last 12 months	3,156	15.7%	119
Bought hardcover book in last 12 months	4,569	22.7%	109
Bought paperback book in last 12 month	7,008	34.9%	111
Read any daily newspaper (paper version)	6,173	30.7%	117
Read any digital newspaper in last 30 days	7,439	37.0%	111
Read any magazine (paper/electronic version) in last 6 months	18,732	93.2%	103

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July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,870	79.0%	106
Went to family restaurant/steak house: 4+ times a month	6,113	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	18,183	90.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,930	39.5%	100
Fast food/drive-in last 6 months: eat in	7,550	37.6%	103
Fast food/drive-in last 6 months: home delivery	1,452	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	9,752	48.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	4,051	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,415	36.9%	116
Own e-reader/tablet: iPad	3,788	18.9%	123
Own any portable MP3 player	6,896	34.3%	111
HH owns 1 TV	1,773	17.0%	83
HH owns 2 TVs	2,766	26.5%	102
HH owns 3 TVs	2,336	22.4%	105
HH owns 4+ TVs	2,349	22.5%	119
HH subscribes to cable TV	5,750	55.1%	111
HH subscribes to fiber optic	1,001	9.6%	126
HH has satellite dish	2,298	22.0%	87
HH owns DVD/Blu-ray player	6,588	63.1%	104
HH owns camcorder	1,712	16.4%	118
HH owns portable GPS navigation device	3,443	33.0%	120
HH purchased video game system in last 12 mos	759	7.3%	92
HH owns Internet video device for TV	784	7.5%	107
Travel (Adults)			
Domestic travel in last 12 months	11,461	57.1%	114
Took 3+ domestic non-business trips in last 12 months	2,693	13.4%	121
Spent on domestic vacations in last 12 months: <$1,000	2,088	10.4%	97
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,392	6.9%	119
Spent on domestic vacations in last 12 months: $1,500-$1,999	859	4.3%	120
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,109	5.5%	141
Spent on domestic vacations in last 12 months: $3,000+	1,491	7.4%	135
Domestic travel in the 12 months: used general travel website	1,560	7.8%	115
Foreign travel in last 3 years	5,624	28.0%	116
Took 3+ foreign trips by plane in last 3 years	1,098	5.5%	121
Spent on foreign vacations in last 12 months: <$1,000	1,022	5.1%	122
Spent on foreign vacations in last 12 months: $1,000-$2,999	722	3.6%	110
Spent on foreign vacations in last 12 months: $3,000+	1,242	6.2%	125
Foreign travel in last 3 years: used general travel website	1,285	6.4%	115
Nights spent in hotel/motel in last 12 months: any	9,477	47.2%	116
Took cruise of more than one day in last 3 years	2,048	10.2%	122
Member of any frequent flyer program	4,373	21.8%	133
Member of any hotel rewards program	3,797	18.9%	134

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July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Demographic Summary	2016	2021
Population	79,472	81,756
Population 18+	59,765	62,474
Households	30,141	31,096
Median Household Income	$79,878	$88,929

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	30,003	50.2%	106
Bought any women's clothing in last 12 months	27,900	46.7%	106
Bought clothing for child <13 years in last 6 months	16,958	28.4%	103
Bought any shoes in last 12 months	33,943	56.8%	105
Bought costume jewelry in last 12 months	12,863	21.5%	110
Bought any fine jewelry in last 12 months	11,303	18.9%	103
Bought a watch in last 12 months	7,112	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	27,656	91.8%	107
HH bought/leased new vehicle last 12 mo	3,863	12.8%	136
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,708	91.5%	108
Bought/changed motor oil in last 12 months	29,984	50.2%	102
Had tune-up in last 12 months	18,967	31.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	39,975	66.9%	102
Drank regular cola in last 6 months	24,201	40.5%	90
Drank beer/ale in last 6 months	27,638	46.2%	109
Cameras (Adults)			
Own digital point & shoot camera	20,941	35.0%	120
Own digital single-lens reflex (SLR) camera	6,492	10.9%	126
Bought any camera in last 12 months	3,552	5.9%	104
Printed digital photos in last 12 months	1,843	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,000	36.8%	102
Have a smartphone	38,057	63.7%	108
Have a smartphone: Android phone (any brand)	15,258	25.5%	95
Have a smartphone: Apple iPhone	19,282	32.3%	125
Number of cell phones in household: 1	7,999	26.5%	83
Number of cell phones in household: 2	12,023	39.9%	107
Number of cell phones in household: 3+	9,008	29.9%	117
HH has cell phone only (no landline telephone)	10,435	34.6%	83
Computers (Households)			
HH owns a computer	25,321	84.0%	109
HH owns desktop computer	15,610	51.8%	114
HH owns laptop/notebook	17,997	59.7%	110
HH owns any Apple/Mac brand computer	5,630	18.7%	124
HH owns any PC/non-Apple brand computer	22,101	73.3%	108
HH purchased most recent computer in a store	12,604	41.8%	111
HH purchased most recent computer online	4,528	15.0%	115
Spent <$500 on most recent home computer	4,205	14.0%	96
Spent $500-$999 on most recent home computer	6,566	21.8%	114
Spent $1,000-$1,499 on most recent home computer	3,460	11.5%	121
Spent $1,500-$1,999 on most recent home computer	1,638	5.4%	119
Spent $2,000+ on most recent home computer	1,507	5.0%	127

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July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	32,177	53.8%	106
Bought brewed coffee at convenience store in last 30 days	9,830	16.4%	105
Bought cigarettes at convenience store in last 30 days	6,558	11.0%	88
Bought gas at convenience store in last 30 days	20,228	33.8%	102
Spent at convenience store in last 30 days: <$20	5,615	9.4%	116
Spent at convenience store in last 30 days: $20-$39	5,648	9.5%	104
Spent at convenience store in last 30 days: $40-$50	4,532	7.6%	99
Spent at convenience store in last 30 days: $51-$99	2,616	4.4%	99
Spent at convenience store in last 30 days: $100+	13,593	22.7%	99
Entertainment (Adults)			
Attended a movie in last 6 months	37,865	63.4%	107
Went to live theater in last 12 months	9,660	16.2%	124
Went to a bar/night club in last 12 months	10,906	18.2%	109
Dined out in last 12 months	31,844	53.3%	119
Gambled at a casino in last 12 months	9,020	15.1%	110
Visited a theme park in last 12 months	11,852	19.8%	113
Viewed movie (video-on-demand) in last 30 days	12,860	21.5%	127
Viewed TV show (video-on-demand) in last 30 days	9,507	15.9%	123
Watched any pay-per-view TV in last 12 months	8,416	14.1%	107
Downloaded a movie over the Internet in last 30 days	4,448	7.4%	104
Downloaded any individual song in last 6 months	13,720	23.0%	113
Watched a movie online in the last 30 days	9,440	15.8%	99
Watched a TV program online in last 30 days	9,365	15.7%	105
Played a video/electronic game (console) in last 12 months	6,005	10.0%	96
Played a video/electronic game (portable) in last 12 months	2,641	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	24,058	40.3%	129
Used ATM/cash machine in last 12 months	32,862	55.0%	112
Own any stock	6,445	10.8%	141
Own U.S. savings bond	4,175	7.0%	132
Own shares in mutual fund (stock)	6,268	10.5%	145
Own shares in mutual fund (bonds)	4,146	6.9%	143
Have interest checking account	20,966	35.1%	124
Have non-interest checking account	18,522	31.0%	110
Have savings account	36,673	61.4%	114
Have 401K retirement savings plan	11,211	18.8%	129
Own/used any credit/debit card in last 12 months	48,764	81.6%	109
Avg monthly credit card expenditures: <$111	7,179	12.0%	104
Avg monthly credit card expenditures: $111-$225	4,184	7.0%	102
Avg monthly credit card expenditures: $226-$450	4,380	7.3%	116
Avg monthly credit card expenditures: $451-$700	3,866	6.5%	121
Avg monthly credit card expenditures: $701-$1,000	3,300	5.5%	128
Avg monthly credit card expenditures: $1,001+	8,245	13.8%	152
Did banking online in last 12 months	25,809	43.2%	121
Did banking on mobile device in last 12 months	9,402	15.7%	112
Paid bills online in last 12 months	29,793	49.9%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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July 29, 2016

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Retail Market Potential

Milford - Lila Avenue
855 STHY 50, Milford, OH, 45150
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17546
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,849	72.5%	104
Used bread in last 6 months	28,595	94.9%	101
Used chicken (fresh or frozen) in last 6 months	21,588	71.6%	104
Used turkey (fresh or frozen) in last 6 months	5,253	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	17,104	56.7%	104
Used fresh fruit/vegetables in last 6 months	26,635	88.4%	103
Used fresh milk in last 6 months	27,082	89.9%	102
Used organic food in last 6 months	6,216	20.6%	105
Health (Adults)			
Exercise at home 2+ times per week	19,183	32.1%	113
Exercise at club 2+ times per week	9,879	16.5%	127
Visited a doctor in last 12 months	48,300	80.8%	107
Used vitamin/dietary supplement in last 6 months	34,401	57.6%	109
Home (Households)			
Any home improvement in last 12 months	9,818	32.6%	121
Used housekeeper/maid/professional HH cleaning service in last 12	5,093	16.9%	128
Purchased low ticket HH furnishings in last 12 months	5,363	17.8%	111
Purchased big ticket HH furnishings in last 12 months	6,916	22.9%	110
Bought any small kitchen appliance in last 12 months	7,201	23.9%	108
Bought any large kitchen appliance in last 12 months	4,383	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	29,862	50.0%	117
Carry medical/hospital/accident insurance	42,955	71.9%	110
Carry homeowner insurance	35,125	58.8%	125
Carry renter's insurance	4,694	7.9%	96
Have auto insurance: 1 vehicle in household covered	8,046	26.7%	87
Have auto insurance: 2 vehicles in household covered	9,965	33.1%	116
Have auto insurance: 3+ vehicles in household covered	8,357	27.7%	127
Pets (Households)			
Household owns any pet	17,498	58.1%	108
Household owns any cat	7,262	24.1%	107
Household owns any dog	13,155	43.6%	107
Psychographics (Adults)			
Buying American is important to me	26,143	43.7%	103
Usually buy items on credit rather than wait	6,966	11.7%	99
Usually buy based on quality - not price	10,618	17.8%	99
Price is usually more important than brand name	14,926	25.0%	95
Usually use coupons for brands I buy often	11,730	19.6%	104
Am interested in how to help the environment	8,855	14.8%	91
Usually pay more for environ safe product	7,286	12.2%	95
Usually value green products over convenience	5,476	9.2%	87
Likely to buy a brand that supports a charity	20,456	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	9,983	16.7%	126
Bought hardcover book in last 12 months	14,182	23.7%	113
Bought paperback book in last 12 month	21,281	35.6%	113
Read any daily newspaper (paper version)	17,713	29.6%	113
Read any digital newspaper in last 30 days	22,907	38.3%	115
Read any magazine (paper/electronic version) in last 6 months	55,815	93.4%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	47,814	80.0%	107
Went to family restaurant/steak house: 4+ times a month	18,242	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	54,486	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	24,024	40.2%	102
Fast food/drive-in last 6 months: eat in	23,082	38.6%	106
Fast food/drive-in last 6 months: home delivery	4,494	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	29,854	50.0%	108
Fast food/drive-in last 6 months: take-out/walk-in	12,183	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	23,090	38.6%	122
Own e-reader/tablet: iPad	12,131	20.3%	132
Own any portable MP3 player	21,348	35.7%	116
HH owns 1 TV	4,967	16.5%	81
HH owns 2 TVs	7,733	25.7%	99
HH owns 3 TVs	7,043	23.4%	109
HH owns 4+ TVs	7,053	23.4%	124
HH subscribes to cable TV	15,947	52.9%	107
HH subscribes to fiber optic	3,117	10.3%	136
HH has satellite dish	7,189	23.9%	94
HH owns DVD/Blu-ray player	19,551	64.9%	107
HH owns camcorder	5,302	17.6%	126
HH owns portable GPS navigation device	10,349	34.3%	125
HH purchased video game system in last 12 mos	2,279	7.6%	95
HH owns Internet video device for TV	2,491	8.3%	117
Travel (Adults)			
Domestic travel in last 12 months	35,735	59.8%	119
Took 3+ domestic non-business trips in last 12 months	8,408	14.1%	127
Spent on domestic vacations in last 12 months: <$1,000	6,624	11.1%	103
Spent on domestic vacations in last 12 months: $1,000-$1,499	4,294	7.2%	123
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,668	4.5%	125
Spent on domestic vacations in last 12 months: $2,000-$2,999	3,355	5.6%	144
Spent on domestic vacations in last 12 months: $3,000+	4,764	8.0%	145
Domestic travel in the 12 months: used general travel website	5,007	8.4%	124
Foreign travel in last 3 years	17,904	30.0%	124
Took 3+ foreign trips by plane in last 3 years	3,550	5.9%	132
Spent on foreign vacations in last 12 months: <$1,000	3,162	5.3%	127
Spent on foreign vacations in last 12 months: $1,000-$2,999	2,246	3.8%	115
Spent on foreign vacations in last 12 months: $3,000+	4,089	6.8%	138
Foreign travel in last 3 years: used general travel website	4,122	6.9%	123
Nights spent in hotel/motel in last 12 months: any	29,585	49.5%	122
Took cruise of more than one day in last 3 years	6,529	10.9%	130
Member of any frequent flyer program	14,089	23.6%	144
Member of any hotel rewards program	12,170	20.4%	144

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