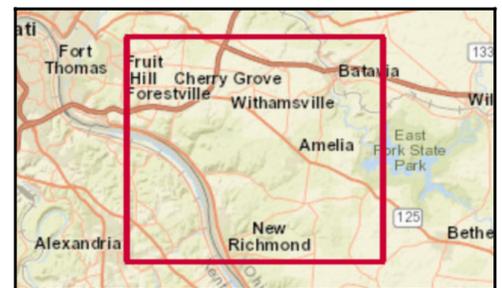
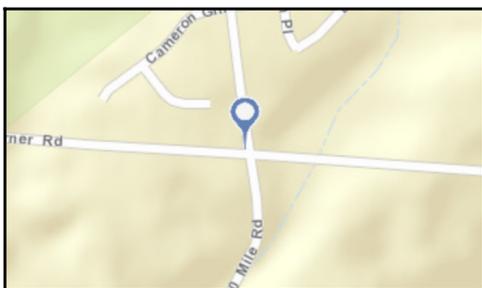
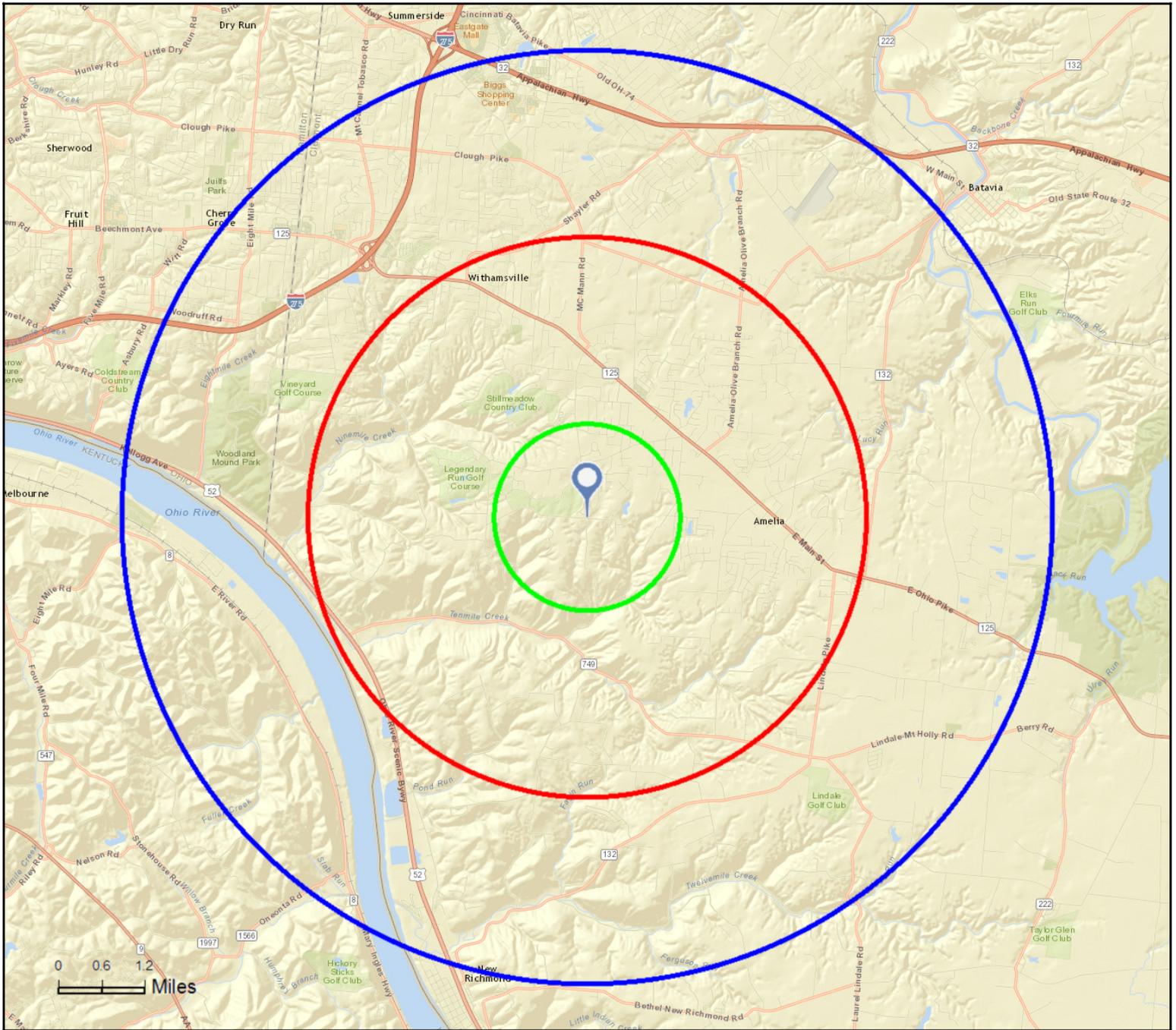


# Site Map

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511



# Market Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,460	22,004	59,083
2010 Total Population	2,668	26,910	66,894
2016 Total Population	2,712	27,937	69,834
2016 Group Quarters	0	5	425
2021 Total Population	2,774	28,877	72,323
2016-2021 Annual Rate	0.45%	0.66%	0.70%
<b>Household Summary</b>			
2000 Households	816	8,521	23,109
2000 Average Household Size	3.01	2.58	2.54
2010 Households	970	10,628	26,563
2010 Average Household Size	2.75	2.53	2.50
2016 Households	994	11,054	27,865
2016 Average Household Size	2.73	2.53	2.49
2021 Households	1,020	11,438	28,933
2021 Average Household Size	2.72	2.52	2.48
2016-2021 Annual Rate	0.52%	0.69%	0.76%
2010 Families	753	7,483	18,125
2010 Average Family Size	3.11	2.99	3.00
2016 Families	763	7,679	18,708
2016 Average Family Size	3.10	3.00	3.00
2021 Families	779	7,893	19,265
2021 Average Family Size	3.09	3.00	3.00
2016-2021 Annual Rate	0.42%	0.55%	0.59%
<b>Housing Unit Summary</b>			
2000 Housing Units	842	9,013	24,394
Owner Occupied Housing Units	84.7%	65.9%	63.2%
Renter Occupied Housing Units	12.2%	28.6%	31.5%
Vacant Housing Units	3.1%	5.5%	5.3%
2010 Housing Units	1,011	11,386	28,707
Owner Occupied Housing Units	84.1%	68.0%	63.0%
Renter Occupied Housing Units	11.9%	25.3%	29.6%
Vacant Housing Units	4.1%	6.7%	7.5%
2016 Housing Units	1,032	11,883	30,106
Owner Occupied Housing Units	82.6%	65.3%	59.8%
Renter Occupied Housing Units	13.8%	27.7%	32.7%
Vacant Housing Units	3.7%	7.0%	7.4%
2021 Housing Units	1,065	12,358	31,343
Owner Occupied Housing Units	82.1%	65.0%	59.3%
Renter Occupied Housing Units	13.7%	27.6%	33.0%
Vacant Housing Units	4.2%	7.4%	7.7%
<b>Median Household Income</b>			
2016	\$83,906	\$63,241	\$58,891
2021	\$100,972	\$73,153	\$67,479
<b>Median Home Value</b>			
2016	\$224,324	\$175,994	\$175,490
2021	\$239,940	\$201,611	\$200,771
<b>Per Capita Income</b>			
2016	\$38,498	\$31,511	\$30,781
2021	\$43,706	\$35,148	\$34,053
<b>Median Age</b>			
2010	44.3	37.0	36.9
2016	46.2	37.9	37.5
2021	47.5	38.4	38.0

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

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



# Market Profile

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	994	11,054	27,865
<\$15,000	5.6%	7.5%	8.8%
\$15,000 - \$24,999	7.4%	9.3%	9.7%
\$25,000 - \$34,999	7.6%	9.1%	9.9%
\$35,000 - \$49,999	8.9%	10.0%	12.2%
\$50,000 - \$74,999	15.9%	22.3%	20.7%
\$75,000 - \$99,999	10.9%	13.1%	12.8%
\$100,000 - \$149,999	25.8%	18.4%	16.1%
\$150,000 - \$199,999	10.0%	6.1%	5.6%
\$200,000+	7.9%	4.1%	4.2%
Average Household Income	\$100,214	\$80,300	\$77,140
<b>2021 Households by Income</b>			
Household Income Base	1,020	11,438	28,933
<\$15,000	5.0%	6.7%	8.3%
\$15,000 - \$24,999	6.5%	8.1%	8.8%
\$25,000 - \$34,999	6.0%	8.3%	9.4%
\$35,000 - \$49,999	4.4%	5.2%	7.0%
\$50,000 - \$74,999	16.5%	22.9%	21.3%
\$75,000 - \$99,999	10.7%	14.9%	14.6%
\$100,000 - \$149,999	29.3%	22.2%	19.5%
\$150,000 - \$199,999	12.5%	7.2%	6.6%
\$200,000+	9.2%	4.6%	4.5%
Average Household Income	\$113,361	\$89,477	\$85,173
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	852	7,761	18,018
<\$50,000	4.0%	2.9%	5.6%
\$50,000 - \$99,999	5.3%	11.4%	9.9%
\$100,000 - \$149,999	10.8%	24.9%	22.8%
\$150,000 - \$199,999	19.4%	20.7%	22.9%
\$200,000 - \$249,999	21.7%	13.8%	14.7%
\$250,000 - \$299,999	16.4%	8.4%	8.6%
\$300,000 - \$399,999	14.4%	10.6%	9.4%
\$400,000 - \$499,999	2.7%	3.4%	2.9%
\$500,000 - \$749,999	2.8%	2.7%	2.2%
\$750,000 - \$999,999	1.3%	0.6%	0.5%
\$1,000,000 +	1.2%	0.5%	0.3%
Average Home Value	\$252,641	\$212,056	\$203,177
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	874	8,028	18,587
<\$50,000	1.5%	1.4%	3.1%
\$50,000 - \$99,999	2.1%	5.6%	5.3%
\$100,000 - \$149,999	4.7%	14.7%	13.3%
\$150,000 - \$199,999	18.9%	27.7%	27.9%
\$200,000 - \$249,999	28.7%	19.7%	20.9%
\$250,000 - \$299,999	22.2%	11.6%	12.3%
\$300,000 - \$399,999	14.0%	11.3%	10.4%
\$400,000 - \$499,999	2.7%	3.8%	3.3%
\$500,000 - \$749,999	3.0%	3.0%	2.5%
\$750,000 - \$999,999	1.7%	0.8%	0.7%
\$1,000,000 +	0.7%	0.3%	0.2%
Average Home Value	\$269,571	\$234,567	\$226,919

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

# Market Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	2,667	26,906	66,894
0 - 4	5.0%	7.7%	7.4%
5 - 9	6.4%	7.2%	7.1%
10 - 14	7.4%	6.8%	6.5%
15 - 24	10.0%	11.5%	12.7%
25 - 34	9.1%	14.1%	13.8%
35 - 44	13.2%	13.8%	13.4%
45 - 54	18.7%	15.4%	15.3%
55 - 64	17.1%	12.6%	12.3%
65 - 74	8.7%	6.7%	6.7%
75 - 84	3.5%	3.1%	3.5%
85 +	0.9%	1.0%	1.4%
18 +	77.0%	74.7%	75.1%
<b>2016 Population by Age</b>			
Total	2,712	27,938	69,833
0 - 4	4.6%	7.1%	6.9%
5 - 9	5.5%	7.3%	7.0%
10 - 14	6.7%	6.9%	6.7%
15 - 24	10.6%	11.3%	11.9%
25 - 34	9.7%	13.4%	14.3%
35 - 44	11.1%	13.7%	12.9%
45 - 54	15.8%	13.3%	13.2%
55 - 64	17.8%	13.4%	13.2%
65 - 74	12.4%	8.8%	8.6%
75 - 84	4.6%	3.7%	3.9%
85 +	1.2%	1.2%	1.5%
18 +	79.3%	75.0%	75.9%
<b>2021 Population by Age</b>			
Total	2,773	28,877	72,322
0 - 4	4.4%	6.9%	6.7%
5 - 9	5.2%	6.9%	6.6%
10 - 14	6.2%	7.2%	6.9%
15 - 24	9.9%	11.4%	11.7%
25 - 34	8.6%	12.5%	13.8%
35 - 44	12.8%	14.1%	13.4%
45 - 54	13.3%	12.1%	11.9%
55 - 64	17.1%	12.7%	12.7%
65 - 74	14.7%	10.0%	9.9%
75 - 84	6.3%	4.7%	4.7%
85 +	1.5%	1.4%	1.7%
18 +	80.4%	75.1%	76.1%
<b>2010 Population by Sex</b>			
Males	1,348	13,297	32,771
Females	1,320	13,613	34,123
<b>2016 Population by Sex</b>			
Males	1,370	13,803	34,252
Females	1,342	14,133	35,582
<b>2021 Population by Sex</b>			
Males	1,399	14,256	35,450
Females	1,375	14,620	36,873

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

# Market Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	2,668	26,910	66,894
White Alone	97.3%	96.1%	95.0%
Black Alone	0.7%	1.1%	1.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.9%	0.9%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.4%	0.5%
Two or More Races	0.9%	1.3%	1.6%
Hispanic Origin	0.6%	1.4%	1.6%
Diversity Index	6.6	10.2	12.7
<b>2016 Population by Race/Ethnicity</b>			
Total	2,712	27,937	69,834
White Alone	96.6%	95.0%	93.6%
Black Alone	0.9%	1.5%	1.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.1%	1.1%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.2%	0.5%	0.6%
Two or More Races	1.1%	1.7%	1.9%
Hispanic Origin	0.8%	1.9%	2.1%
Diversity Index	8.2	13.0	15.9
<b>2021 Population by Race/Ethnicity</b>			
Total	2,774	28,877	72,323
White Alone	95.9%	94.0%	92.4%
Black Alone	1.1%	1.9%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.4%	1.3%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.2%	0.6%	0.7%
Two or More Races	1.3%	2.0%	2.3%
Hispanic Origin	1.0%	2.3%	2.6%
Diversity Index	9.9	15.6	18.9
<b>2010 Population by Relationship and Household Type</b>			
Total	2,668	26,910	66,894
In Households	100.0%	100.0%	99.4%
In Family Households	89.4%	85.3%	83.5%
Householder	29.6%	27.6%	27.0%
Spouse	25.6%	21.5%	20.5%
Child	30.9%	31.6%	31.3%
Other relative	1.6%	2.4%	2.4%
Nonrelative	1.6%	2.2%	2.3%
In Nonfamily Households	10.6%	14.7%	15.8%
In Group Quarters	0.0%	0.0%	0.6%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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

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

## Market Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	1,969	18,835	47,175
Less than 9th Grade	1.6%	2.2%	2.4%
9th - 12th Grade, No Diploma	3.7%	5.5%	5.6%
High School Graduate	25.1%	26.1%	27.1%
GED/Alternative Credential	4.0%	5.3%	4.7%
Some College, No Degree	14.1%	20.1%	19.7%
Associate Degree	11.8%	12.1%	10.1%
Bachelor's Degree	24.3%	18.9%	20.3%
Graduate/Professional Degree	15.4%	9.8%	10.0%
<b>2016 Population 15+ by Marital Status</b>			
Total	2,258	21,978	55,470
Never Married	24.0%	28.1%	29.3%
Married	60.7%	54.6%	53.4%
Widowed	7.0%	4.8%	5.2%
Divorced	8.3%	12.5%	12.1%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.2%	96.0%	96.3%
Civilian Unemployed	4.8%	4.0%	3.7%
<b>2016 Employed Population 16+ by Industry</b>			
Total	1,458	14,607	36,042
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.1%	5.8%	5.9%
Manufacturing	15.2%	12.7%	11.7%
Wholesale Trade	4.3%	3.5%	2.9%
Retail Trade	8.4%	10.9%	12.3%
Transportation/Utilities	5.5%	5.1%	5.1%
Information	0.7%	1.4%	1.4%
Finance/Insurance/Real Estate	9.3%	9.1%	8.7%
Services	50.1%	48.2%	48.9%
Public Administration	2.5%	3.3%	2.8%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	1,458	14,608	36,043
White Collar	71.3%	63.9%	63.2%
Management/Business/Financial	21.1%	16.6%	15.4%
Professional	29.5%	22.9%	23.0%
Sales	8.3%	9.5%	10.6%
Administrative Support	12.5%	15.0%	14.2%
Services	11.1%	15.9%	15.9%
Blue Collar	17.6%	20.2%	21.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.3%	4.1%	4.3%
Installation/Maintenance/Repair	5.8%	6.0%	5.2%
Production	5.0%	5.0%	6.0%
Transportation/Material Moving	4.5%	5.1%	5.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,668	26,910	66,894
Population Inside Urbanized Area	80.2%	91.9%	90.7%
Population Inside Urbanized Cluster	0.0%	0.0%	1.4%
Rural Population	19.8%	8.1%	7.8%

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

## Market Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	970	10,627	26,563
Households with 1 Person	18.2%	23.1%	25.0%
Households with 2+ People	81.8%	76.9%	75.0%
Family Households	77.6%	70.4%	68.2%
Husband-wife Families	67.0%	54.8%	51.8%
With Related Children	24.9%	24.1%	22.9%
Other Family (No Spouse Present)	10.6%	15.6%	16.4%
Other Family with Male Householder	4.2%	5.0%	4.9%
With Related Children	2.9%	3.3%	3.1%
Other Family with Female Householder	6.4%	10.6%	11.5%
With Related Children	3.7%	6.9%	7.5%
Nonfamily Households	4.1%	6.4%	6.8%
All Households with Children	31.9%	34.9%	34.1%
Multigenerational Households	3.1%	3.2%	3.4%
Unmarried Partner Households	5.7%	8.0%	8.3%
Male-female	5.2%	7.3%	7.6%
Same-sex	0.5%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	970	10,628	26,562
1 Person Household	18.2%	23.1%	25.0%
2 Person Household	40.5%	36.0%	35.2%
3 Person Household	16.8%	17.3%	17.1%
4 Person Household	15.6%	14.3%	13.6%
5 Person Household	5.2%	5.9%	5.9%
6 Person Household	2.5%	2.3%	2.2%
7 + Person Household	1.2%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	970	10,628	26,563
Owner Occupied	87.6%	72.8%	68.1%
Owned with a Mortgage/Loan	70.7%	59.8%	53.3%
Owned Free and Clear	16.9%	13.1%	14.7%
Renter Occupied	12.4%	27.2%	31.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,011	11,386	28,707
Housing Units Inside Urbanized Area	80.3%	92.3%	91.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.3%
Rural Housing Units	19.7%	7.7%	7.4%

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

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



# Market Profile

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Green Acres (6A)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Savvy Suburbanites (1D)	Green Acres (6A)	Bright Young Professionals
3.	Top Tier (1A)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,483,139	\$23,000,287	\$56,443,102
Average Spent	\$2,498.13	\$2,080.72	\$2,025.59
Spending Potential Index	124	103	101
Education: Total \$	\$1,908,669	\$16,114,522	\$38,460,888
Average Spent	\$1,920.19	\$1,457.80	\$1,380.26
Spending Potential Index	136	103	98
Entertainment/Recreation: Total \$	\$3,705,156	\$33,491,796	\$81,387,725
Average Spent	\$3,727.52	\$3,029.83	\$2,920.79
Spending Potential Index	128	104	100
Food at Home: Total \$	\$5,993,652	\$56,166,887	\$139,399,879
Average Spent	\$6,029.83	\$5,081.14	\$5,002.69
Spending Potential Index	121	102	100
Food Away from Home: Total \$	\$3,796,821	\$35,576,987	\$87,649,302
Average Spent	\$3,819.74	\$3,218.47	\$3,145.50
Spending Potential Index	124	104	102
Health Care: Total \$	\$6,886,868	\$60,248,900	\$146,406,368
Average Spent	\$6,928.44	\$5,450.42	\$5,254.13
Spending Potential Index	131	103	99
HH Furnishings & Equipment: Total \$	\$2,281,315	\$20,534,942	\$49,740,875
Average Spent	\$2,295.09	\$1,857.69	\$1,785.07
Spending Potential Index	130	105	101
Personal Care Products & Services: Total \$	\$926,995	\$8,452,448	\$20,563,965
Average Spent	\$932.59	\$764.65	\$737.99
Spending Potential Index	127	104	101
Shelter: Total \$	\$19,220,694	\$178,921,981	\$436,238,295
Average Spent	\$19,336.71	\$16,186.18	\$15,655.42
Spending Potential Index	124	104	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,115,907	\$26,955,796	\$64,988,728
Average Spent	\$3,134.72	\$2,438.56	\$2,332.27
Spending Potential Index	135	105	101
Travel: Total \$	\$2,586,535	\$21,915,164	\$51,639,391
Average Spent	\$2,602.15	\$1,982.56	\$1,853.20
Spending Potential Index	140	107	100
Vehicle Maintenance & Repairs: Total \$	\$1,303,584	\$11,819,722	\$28,946,519
Average Spent	\$1,311.45	\$1,069.27	\$1,038.81
Spending Potential Index	127	103	100

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

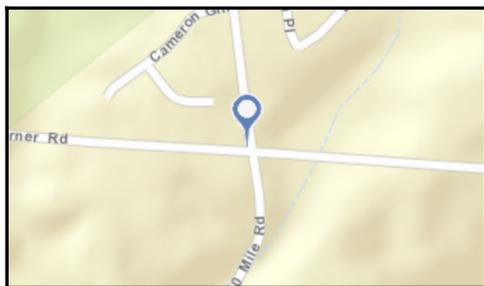
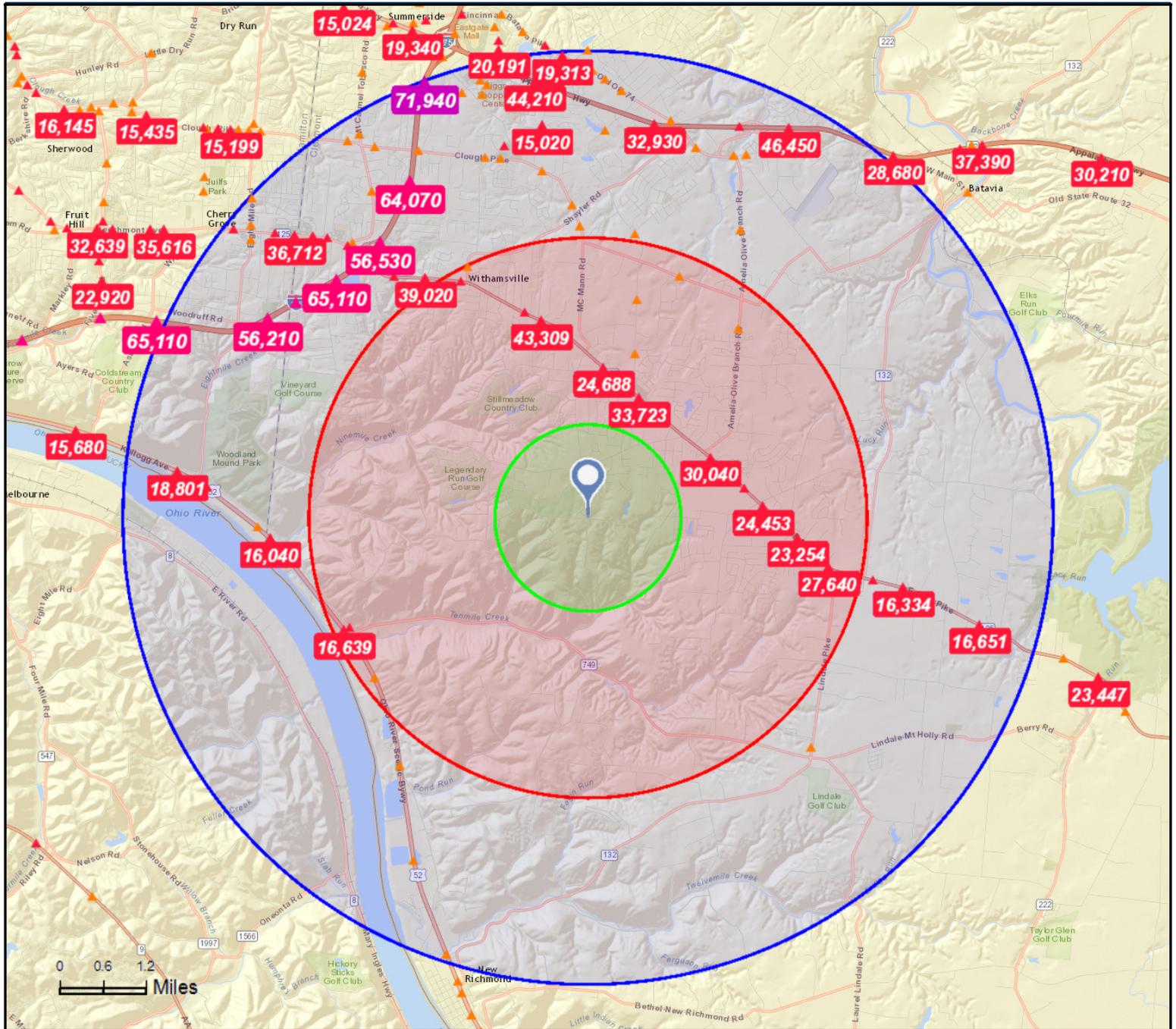
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

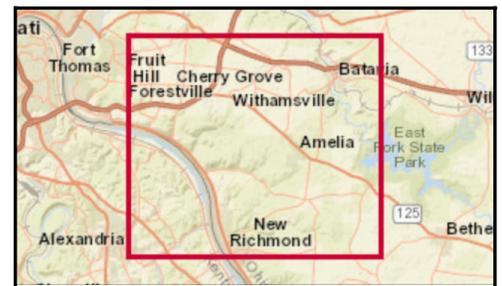
# Traffic Count Map

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511



- 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

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	34	807	2,176
Total Employees:	345	9,102	33,546
Total Residential Population:	2,712	27,937	69,834
Employee/Residential Population Ratio:	0.13:1	0.33:1	0.48:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	2.9%	5	1.4%	35	4.3%	166	1.8%	68	3.1%	434	1.3%
Construction	6	17.6%	16	4.6%	107	13.3%	669	7.4%	233	10.7%	1,404	4.2%
Manufacturing	1	2.9%	9	2.6%	45	5.6%	1,333	14.6%	88	4.0%	2,096	6.2%
Transportation	0	0.0%	1	0.3%	15	1.9%	71	0.8%	46	2.1%	265	0.8%
Communication	0	0.0%	1	0.3%	4	0.5%	12	0.1%	14	0.6%	82	0.2%
Utility	0	0.0%	0	0.0%	2	0.2%	4	0.0%	4	0.2%	20	0.1%
Wholesale Trade	0	0.0%	0	0.0%	28	3.5%	206	2.3%	72	3.3%	1,640	4.9%
<b>Retail Trade Summary</b>	<b>6</b>	<b>17.6%</b>	<b>89</b>	<b>25.8%</b>	<b>164</b>	<b>20.3%</b>	<b>2,124</b>	<b>23.3%</b>	<b>499</b>	<b>22.9%</b>	<b>9,310</b>	<b>27.8%</b>
Home Improvement	0	0.0%	0	0.0%	7	0.9%	51	0.6%	21	1.0%	492	1.5%
General Merchandise Stores	0	0.0%	0	0.0%	5	0.6%	186	2.0%	20	0.9%	1,455	4.3%
Food Stores	1	2.9%	41	11.9%	15	1.9%	234	2.6%	46	2.1%	682	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	1	0.3%	35	4.3%	526	5.8%	87	4.0%	1,551	4.6%
Apparel & Accessory Stores	0	0.0%	0	0.0%	5	0.6%	18	0.2%	17	0.8%	121	0.4%
Furniture & Home Furnishings	0	0.0%	0	0.0%	11	1.4%	79	0.9%	46	2.1%	472	1.4%
Eating & Drinking Places	2	5.9%	31	9.0%	45	5.6%	713	7.8%	136	6.3%	3,039	9.1%
Miscellaneous Retail	3	8.8%	16	4.6%	41	5.1%	316	3.5%	127	5.8%	1,496	4.5%
<b>Finance, Insurance, Real Estate Summary</b>	<b>3</b>	<b>8.8%</b>	<b>7</b>	<b>2.0%</b>	<b>103</b>	<b>12.8%</b>	<b>1,876</b>	<b>20.6%</b>	<b>269</b>	<b>12.4%</b>	<b>2,716</b>	<b>8.1%</b>
Banks, Savings & Lending Institutions	1	2.9%	2	0.6%	49	6.1%	80	0.9%	118	5.4%	288	0.9%
Securities Brokers	0	0.0%	0	0.0%	4	0.5%	7	0.1%	11	0.5%	27	0.1%
Insurance Carriers & Agents	1	2.9%	3	0.9%	21	2.6%	1,685	18.5%	48	2.2%	1,880	5.6%
Real Estate, Holding, Other Investment Offices	1	2.9%	2	0.6%	30	3.7%	104	1.1%	93	4.3%	521	1.6%
<b>Services Summary</b>	<b>11</b>	<b>32.4%</b>	<b>65</b>	<b>18.8%</b>	<b>253</b>	<b>31.4%</b>	<b>2,202</b>	<b>24.2%</b>	<b>748</b>	<b>34.4%</b>	<b>14,364</b>	<b>42.8%</b>
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	7	0.1%	7	0.3%	85	0.3%
Automotive Services	1	2.9%	4	1.2%	21	2.6%	117	1.3%	68	3.1%	374	1.1%
Motion Pictures & Amusements	1	2.9%	10	2.9%	24	3.0%	137	1.5%	60	2.8%	535	1.6%
Health Services	0	0.0%	1	0.3%	18	2.2%	289	3.2%	91	4.2%	1,491	4.4%
Legal Services	0	0.0%	4	1.2%	10	1.2%	45	0.5%	32	1.5%	176	0.5%
Education Institutions & Libraries	0	0.0%	8	2.3%	12	1.5%	547	6.0%	42	1.9%	1,936	5.8%
Other Services	9	26.5%	38	11.0%	167	20.7%	1,061	11.7%	448	20.6%	9,767	29.1%
<b>Government</b>	<b>3</b>	<b>8.8%</b>	<b>152</b>	<b>44.1%</b>	<b>10</b>	<b>1.2%</b>	<b>438</b>	<b>4.8%</b>	<b>38</b>	<b>1.7%</b>	<b>1,190</b>	<b>3.5%</b>
<b>Unclassified Establishments</b>	<b>2</b>	<b>5.9%</b>	<b>1</b>	<b>0.3%</b>	<b>42</b>	<b>5.2%</b>	<b>2</b>	<b>0.0%</b>	<b>97</b>	<b>4.5%</b>	<b>26</b>	<b>0.1%</b>
<b>Totals</b>	<b>34</b>	<b>100.0%</b>	<b>345</b>	<b>100.0%</b>	<b>807</b>	<b>100.0%</b>	<b>9,102</b>	<b>100.0%</b>	<b>2,176</b>	<b>100.0%</b>	<b>33,546</b>	<b>100.0%</b>

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

# Business Summary

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	3	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	1	0.0%	3	0.1%	16	0.0%
Construction	6	17.6%	16	4.6%	111	13.8%	695	7.6%	249	11.4%	1,469	4.4%
Manufacturing	1	2.9%	11	3.2%	48	5.9%	1,345	14.8%	97	4.5%	2,120	6.3%
Wholesale Trade	0	0.0%	0	0.0%	27	3.3%	193	2.1%	68	3.1%	1,510	4.5%
Retail Trade	4	11.8%	53	15.4%	115	14.3%	1,375	15.1%	348	16.0%	6,136	18.3%
Motor Vehicle & Parts Dealers	0	0.0%	1	0.3%	29	3.6%	492	5.4%	72	3.3%	1,492	4.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	5	0.6%	29	0.3%	24	1.1%	207	0.6%
Electronics & Appliance Stores	0	0.0%	0	0.0%	6	0.7%	54	0.6%	20	0.9%	263	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	7	0.9%	51	0.6%	21	1.0%	492	1.5%
Food & Beverage Stores	0	0.0%	38	11.0%	12	1.5%	211	2.3%	34	1.6%	593	1.8%
Health & Personal Care Stores	0	0.0%	1	0.3%	9	1.1%	185	2.0%	29	1.3%	522	1.6%
Gasoline Stations	0	0.0%	0	0.0%	6	0.7%	34	0.4%	14	0.6%	60	0.2%
Clothing & Clothing Accessories Stores	1	2.9%	3	0.9%	10	1.2%	37	0.4%	29	1.3%	169	0.5%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	2	0.6%	5	0.6%	19	0.2%	25	1.1%	243	0.7%
General Merchandise Stores	0	0.0%	0	0.0%	5	0.6%	186	2.0%	20	0.9%	1,455	4.3%
Miscellaneous Store Retailers	1	2.9%	7	2.0%	17	2.1%	72	0.8%	51	2.3%	488	1.5%
Nonstore Retailers	0	0.0%	0	0.0%	4	0.5%	3	0.0%	8	0.4%	153	0.5%
Transportation & Warehousing	0	0.0%	1	0.3%	13	1.6%	60	0.7%	38	1.7%	227	0.7%
Information	1	2.9%	2	0.6%	9	1.1%	45	0.5%	32	1.5%	351	1.0%
Finance & Insurance	2	5.9%	9	2.6%	75	9.3%	1,785	19.6%	179	8.2%	2,209	6.6%
Central Bank/Credit Intermediation & Related Activities	1	2.9%	6	1.7%	50	6.2%	94	1.0%	120	5.5%	303	0.9%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	0.5%	7	0.1%	11	0.5%	27	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	1	2.9%	3	0.9%	21	2.6%	1,685	18.5%	48	2.2%	1,880	5.6%
Real Estate, Rental & Leasing	1	2.9%	4	1.2%	45	5.6%	169	1.9%	128	5.9%	637	1.9%
Professional, Scientific & Tech Services	3	8.8%	12	3.5%	60	7.4%	339	3.7%	190	8.7%	8,097	24.1%
Legal Services	0	0.0%	4	1.2%	11	1.4%	48	0.5%	37	1.7%	203	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	7	0.1%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	4	11.8%	16	4.6%	62	7.7%	285	3.1%	115	5.3%	574	1.7%
Educational Services	1	2.9%	9	2.6%	17	2.1%	553	6.1%	51	2.3%	1,967	5.9%
Health Care & Social Assistance	1	2.9%	6	1.7%	31	3.8%	486	5.3%	130	6.0%	1,995	5.9%
Arts, Entertainment & Recreation	1	2.9%	9	2.6%	9	1.1%	113	1.2%	36	1.7%	482	1.4%
Accommodation & Food Services	2	5.9%	31	9.0%	46	5.7%	731	8.0%	146	6.7%	3,171	9.5%
Accommodation	0	0.0%	0	0.0%	1	0.1%	7	0.1%	7	0.3%	85	0.3%
Food Services & Drinking Places	2	5.9%	31	9.0%	46	5.7%	725	8.0%	140	6.4%	3,086	9.2%
Other Services (except Public Administration)	3	8.8%	14	4.1%	83	10.3%	480	5.3%	227	10.4%	1,359	4.1%
Automotive Repair & Maintenance	1	2.9%	3	0.9%	15	1.9%	101	1.1%	52	2.4%	328	1.0%
Public Administration	3	8.8%	152	44.1%	10	1.2%	438	4.8%	38	1.7%	1,190	3.5%
Unclassified Establishments	2	5.9%	1	0.3%	42	5.2%	2	0.0%	97	4.5%	26	0.1%
<b>Total</b>	<b>34</b>	<b>100.0%</b>	<b>345</b>	<b>100.0%</b>	<b>807</b>	<b>100.0%</b>	<b>9,102</b>	<b>100.0%</b>	<b>2,176</b>	<b>100.0%</b>	<b>33,546</b>	<b>100.0%</b>

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



# Retail MarketPlace Profile

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

## Summary Demographics

2016 Population	2,712
2016 Households	994
2016 Median Disposable Income	\$63,748
2016 Per Capita Income	\$38,498

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	\$53,208,915	\$12,008,194	\$41,200,721	63.2	6
Total Retail Trade	44-45	\$48,324,452	\$11,337,283	\$36,987,169	62.0	5
Total Food & Drink	722	\$4,884,463	\$670,911	\$4,213,552	75.8	1

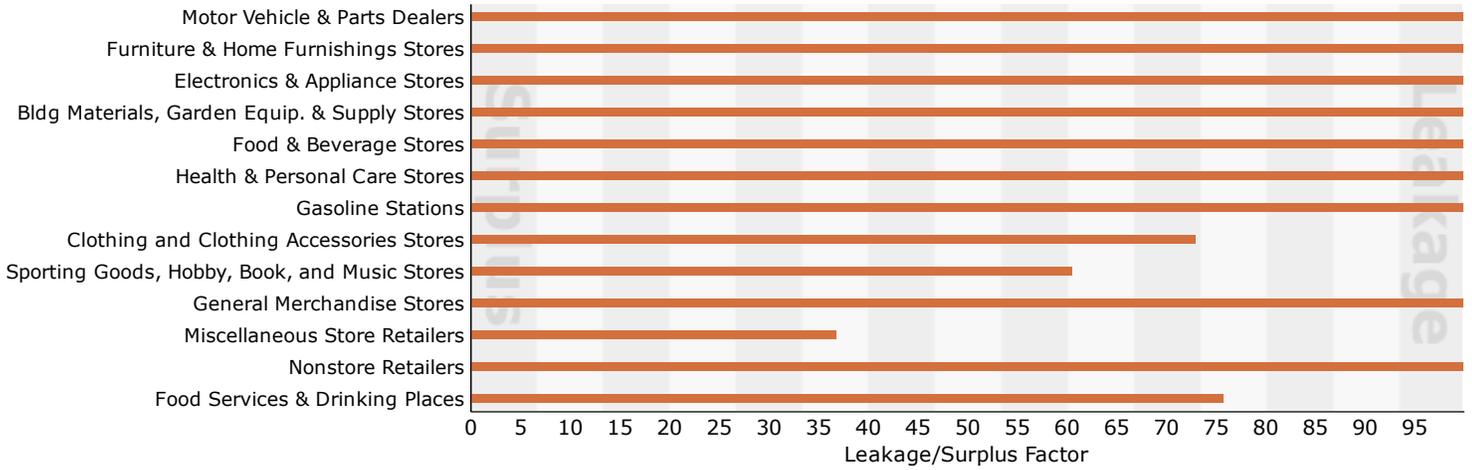
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,067,657	\$0	\$11,067,657	100.0	0
Automobile Dealers	4411	\$8,975,736	\$0	\$8,975,736	100.0	0
Other Motor Vehicle Dealers	4412	\$1,274,608	\$0	\$1,274,608	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$817,313	\$0	\$817,313	100.0	0
Furniture & Home Furnishings Stores	442	\$1,292,676	\$0	\$1,292,676	100.0	0
Furniture Stores	4421	\$828,627	\$0	\$828,627	100.0	0
Home Furnishings Stores	4422	\$464,049	\$0	\$464,049	100.0	0
Electronics & Appliance Stores	443	\$2,686,826	\$0	\$2,686,826	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,423,401	\$0	\$2,423,401	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,066,889	\$0	\$2,066,889	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$356,512	\$0	\$356,512	100.0	0
Food & Beverage Stores	445	\$8,544,811	\$0	\$8,544,811	100.0	0
Grocery Stores	4451	\$7,880,544	\$0	\$7,880,544	100.0	0
Specialty Food Stores	4452	\$413,246	\$0	\$413,246	100.0	0
Beer, Wine & Liquor Stores	4453	\$251,021	\$0	\$251,021	100.0	0
Health & Personal Care Stores	446,4461	\$3,606,281	\$0	\$3,606,281	100.0	0
Gasoline Stations	447,4471	\$3,308,787	\$0	\$3,308,787	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,108,813	\$327,454	\$1,781,359	73.1	1
Clothing Stores	4481	\$1,333,894	\$0	\$1,333,894	100.0	0
Shoe Stores	4482	\$250,012	\$0	\$250,012	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$524,906	\$314,417	\$210,489	25.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,562,944	\$382,596	\$1,180,348	60.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,267,697	\$327,130	\$940,567	59.0	1
Book, Periodical & Music Stores	4512	\$295,246	\$0	\$295,246	100.0	0
General Merchandise Stores	452	\$8,704,335	\$0	\$8,704,335	100.0	0
Department Stores Excluding Leased Depts.	4521	\$6,866,035	\$0	\$6,866,035	100.0	0
Other General Merchandise Stores	4529	\$1,838,300	\$0	\$1,838,300	100.0	0
Miscellaneous Store Retailers	453	\$2,245,063	\$1,034,030	\$1,211,033	36.9	1
Florists	4531	\$103,044	\$0	\$103,044	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$529,405	\$0	\$529,405	100.0	0
Used Merchandise Stores	4533	\$326,625	\$0	\$326,625	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,285,988	\$1,034,030	\$251,958	10.9	1
Nonstore Retailers	454	\$772,858	\$0	\$772,858	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$422,320	\$0	\$422,320	100.0	0
Vending Machine Operators	4542	\$75,981	\$0	\$75,981	100.0	0
Direct Selling Establishments	4543	\$274,557	\$0	\$274,557	100.0	0
Food Services & Drinking Places	722	\$4,884,463	\$670,911	\$4,213,552	75.8	1
Full-Service Restaurants	7221	\$2,442,626	\$377,788	\$2,064,838	73.2	1
Limited-Service Eating Places	7222	\$2,155,210	\$293,123	\$1,862,087	76.1	1
Special Food Services	7223	\$135,333	\$0	\$135,333	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$151,294	\$0	\$151,294	100.0	0

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

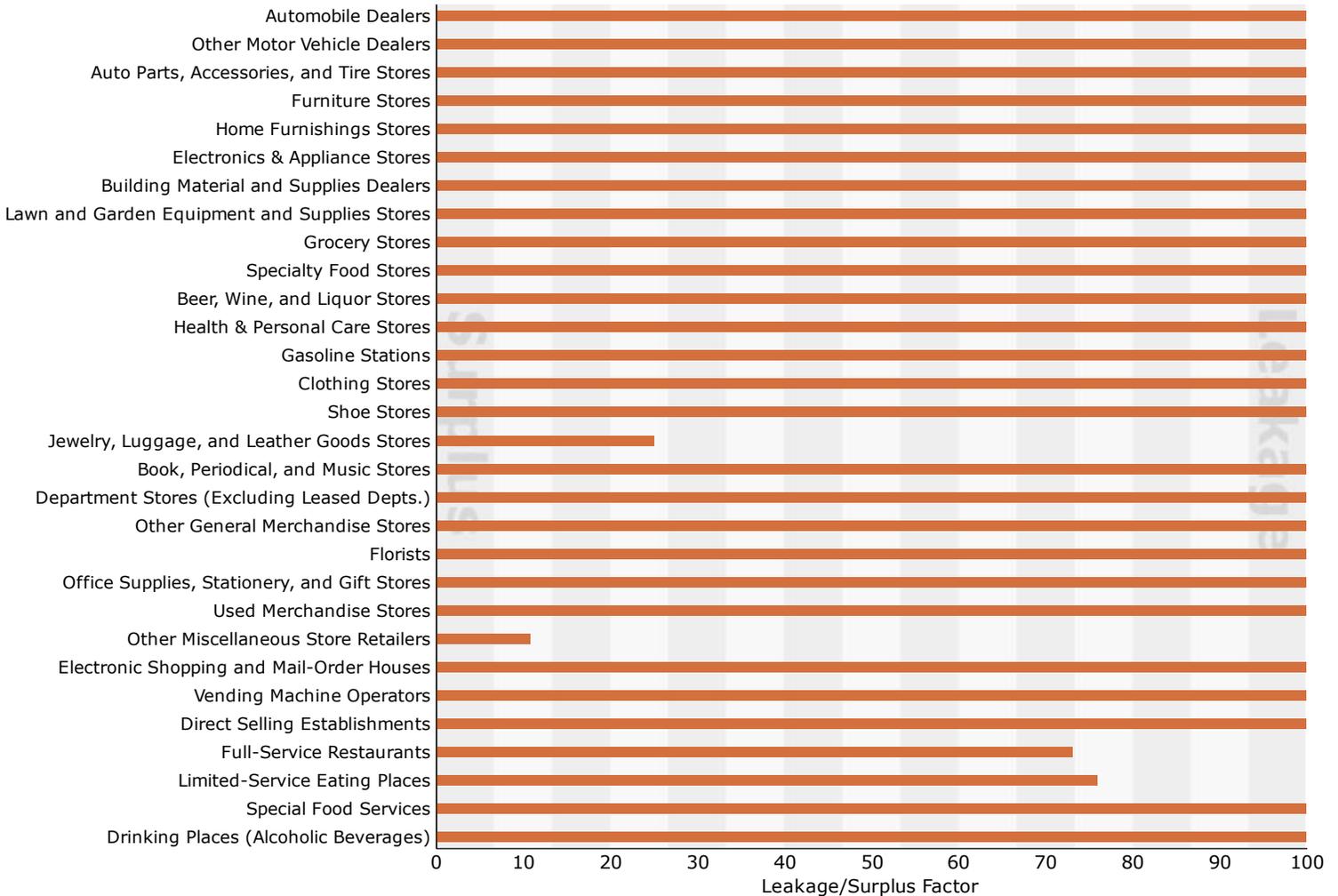
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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

# Retail MarketPlace Profile

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

## Summary Demographics

2016 Population	27,937
2016 Households	11,054
2016 Median Disposable Income	\$52,052
2016 Per Capita Income	\$31,511

## 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	\$469,458,601	\$326,576,998	\$142,881,603	17.9	156
Total Retail Trade	44-45	\$426,060,689	\$305,775,788	\$120,284,901	16.4	114
Total Food & Drink	722	\$43,397,911	\$20,801,210	\$22,596,701	35.2	42

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$96,721,292	\$166,783,796	-\$70,062,504	-26.6	30
Automobile Dealers	4411	\$78,763,799	\$159,399,713	-\$80,635,914	-33.9	23
Other Motor Vehicle Dealers	4412	\$10,782,522	\$3,563,496	\$7,219,026	50.3	3
Auto Parts, Accessories & Tire Stores	4413	\$7,174,971	\$3,820,587	\$3,354,384	30.5	5
Furniture & Home Furnishings Stores	442	\$11,383,608	\$4,270,875	\$7,112,733	45.4	6
Furniture Stores	4421	\$7,382,266	\$2,359,089	\$5,023,177	51.6	2
Home Furnishings Stores	4422	\$4,001,343	\$1,911,786	\$2,089,557	35.3	4
Electronics & Appliance Stores	443	\$23,770,858	\$7,540,512	\$16,230,346	51.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,860,496	\$3,713,766	\$17,146,730	69.8	8
Bldg Material & Supplies Dealers	4441	\$18,006,355	\$3,373,545	\$14,632,810	68.4	7
Lawn & Garden Equip & Supply Stores	4442	\$2,854,141	\$340,222	\$2,513,919	78.7	1
Food & Beverage Stores	445	\$75,942,803	\$39,095,837	\$36,846,966	32.0	11
Grocery Stores	4451	\$70,028,657	\$38,598,508	\$31,430,149	28.9	9
Specialty Food Stores	4452	\$3,673,022	\$266,507	\$3,406,515	86.5	1
Beer, Wine & Liquor Stores	4453	\$2,241,124	\$230,822	\$2,010,302	81.3	1
Health & Personal Care Stores	446,4461	\$31,379,180	\$10,858,039	\$20,521,141	48.6	6
Gasoline Stations	447,4471	\$29,514,120	\$21,405,307	\$8,108,813	15.9	10
Clothing & Clothing Accessories Stores	448	\$18,948,576	\$3,197,957	\$15,750,619	71.1	9
Clothing Stores	4481	\$11,955,215	\$1,225,729	\$10,729,486	81.4	5
Shoe Stores	4482	\$2,280,457	\$597,843	\$1,682,614	58.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$4,712,905	\$1,374,384	\$3,338,521	54.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$13,993,566	\$2,201,941	\$11,791,625	72.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,312,416	\$1,983,544	\$9,328,872	70.2	5
Book, Periodical & Music Stores	4512	\$2,681,149	\$218,397	\$2,462,752	84.9	1
General Merchandise Stores	452	\$77,465,547	\$38,181,234	\$39,284,313	34.0	5
Department Stores Excluding Leased Depts.	4521	\$61,178,810	\$0	\$61,178,810	100.0	0
Other General Merchandise Stores	4529	\$16,286,737	\$3,657,714	\$12,629,023	63.3	4
Miscellaneous Store Retailers	453	\$19,689,052	\$7,864,627	\$11,824,425	42.9	18
Florists	4531	\$814,127	\$856,757	-\$42,630	-2.6	4
Office Supplies, Stationery & Gift Stores	4532	\$4,649,525	\$504,312	\$4,145,213	80.4	1
Used Merchandise Stores	4533	\$2,944,103	\$297,998	\$2,646,105	81.6	3
Other Miscellaneous Store Retailers	4539	\$11,281,298	\$6,205,559	\$5,075,739	29.0	10
Nonstore Retailers	454	\$6,391,592	\$661,898	\$5,729,694	81.2	2
Electronic Shopping & Mail-Order Houses	4541	\$3,683,222	\$471,567	\$3,211,655	77.3	1
Vending Machine Operators	4542	\$676,166	\$0	\$676,166	100.0	0
Direct Selling Establishments	4543	\$2,032,204	\$190,331	\$1,841,873	82.9	1
Food Services & Drinking Places	722	\$43,397,911	\$20,801,210	\$22,596,701	35.2	42
Full-Service Restaurants	7221	\$21,641,298	\$9,974,567	\$11,666,731	36.9	23
Limited-Service Eating Places	7222	\$19,258,200	\$10,671,701	\$8,586,499	28.7	18
Special Food Services	7223	\$1,134,699	\$99,409	\$1,035,290	83.9	1
Drinking Places - Alcoholic Beverages	7224	\$1,363,714	\$55,532	\$1,308,182	92.2	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.

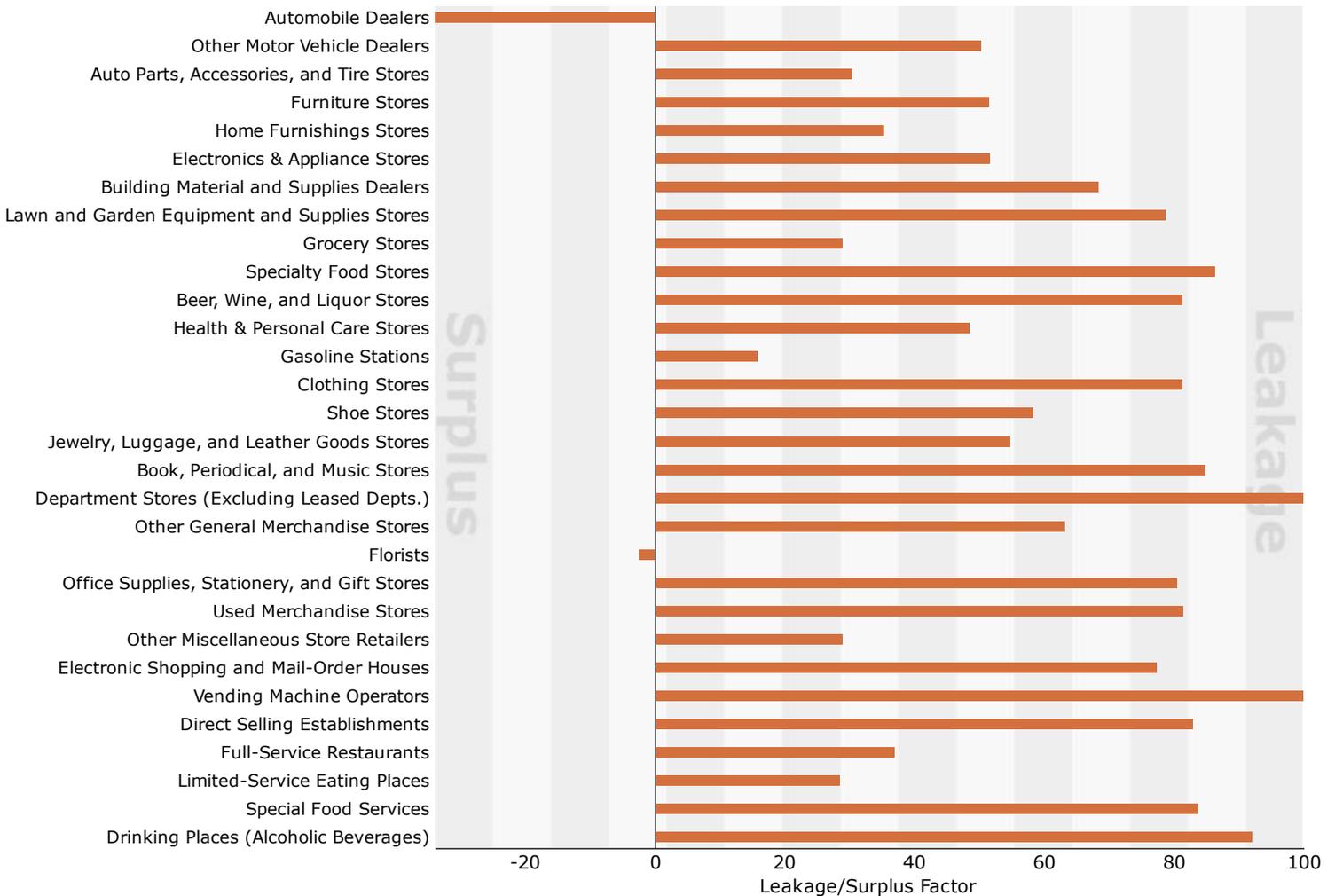
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.



# Retail MarketPlace Profile

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

## Summary Demographics

2016 Population	69,834
2016 Households	27,865
2016 Median Disposable Income	\$49,238
2016 Per Capita Income	\$30,781

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	\$1,121,561,617	\$1,426,995,801	-\$305,434,184	-12.0	494
Total Retail Trade	44-45	\$1,018,318,281	\$1,330,886,339	-\$312,568,058	-13.3	359
Total Food & Drink	722	\$103,243,336	\$96,109,462	\$7,133,874	3.6	135

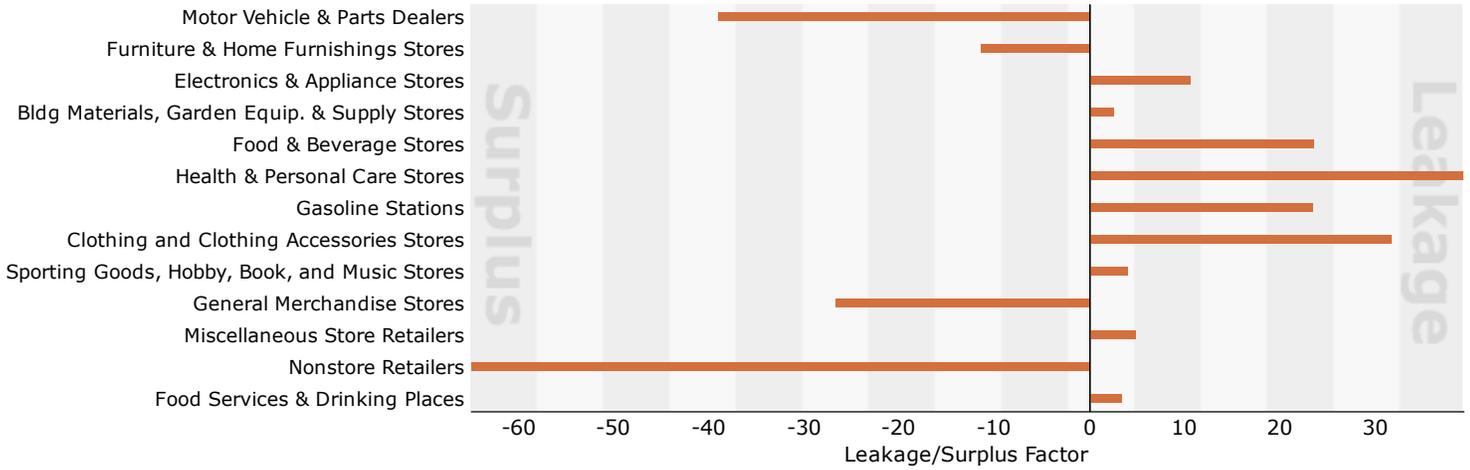
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$230,970,060	\$527,229,487	-\$296,259,427	-39.1	70
Automobile Dealers	4411	\$188,722,411	\$471,634,485	-\$282,912,074	-42.8	46
Other Motor Vehicle Dealers	4412	\$25,252,897	\$42,566,603	-\$17,313,706	-25.5	9
Auto Parts, Accessories & Tire Stores	4413	\$16,994,751	\$13,028,399	\$3,966,352	13.2	15
Furniture & Home Furnishings Stores	442	\$27,085,165	\$34,110,020	-\$7,024,855	-11.5	27
Furniture Stores	4421	\$17,598,267	\$24,488,628	-\$6,890,361	-16.4	14
Home Furnishings Stores	4422	\$9,486,898	\$9,621,392	-\$134,494	-0.7	12
Electronics & Appliance Stores	443	\$56,243,028	\$45,273,967	\$10,969,061	10.8	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$48,658,722	\$46,074,518	\$2,584,204	2.7	23
Bldg Material & Supplies Dealers	4441	\$41,920,652	\$43,765,670	-\$1,845,018	-2.2	19
Lawn & Garden Equip & Supply Stores	4442	\$6,738,071	\$2,308,848	\$4,429,223	49.0	5
Food & Beverage Stores	445	\$182,635,170	\$112,645,708	\$69,989,462	23.7	28
Grocery Stores	4451	\$168,402,833	\$99,536,534	\$68,866,299	25.7	21
Specialty Food Stores	4452	\$8,797,762	\$4,811,239	\$3,986,523	29.3	4
Beer, Wine & Liquor Stores	4453	\$5,434,575	\$8,297,935	-\$2,863,360	-20.9	3
Health & Personal Care Stores	446,4461	\$74,970,365	\$32,571,368	\$42,398,997	39.4	23
Gasoline Stations	447,4471	\$71,458,882	\$44,085,654	\$27,373,228	23.7	23
Clothing & Clothing Accessories Stores	448	\$45,158,491	\$23,269,767	\$21,888,724	32.0	31
Clothing Stores	4481	\$28,576,153	\$10,168,097	\$18,408,056	47.5	15
Shoe Stores	4482	\$5,514,377	\$7,800,372	-\$2,285,995	-17.2	8
Jewelry, Luggage & Leather Goods Stores	4483	\$11,067,962	\$5,301,298	\$5,766,664	35.2	8
Sporting Goods, Hobby, Book & Music Stores	451	\$33,158,812	\$30,490,639	\$2,668,173	4.2	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,754,816	\$27,633,696	-\$878,880	-1.6	27
Book, Periodical & Music Stores	4512	\$6,403,995	\$2,856,943	\$3,547,052	38.3	3
General Merchandise Stores	452	\$185,660,863	\$321,113,422	-\$135,452,559	-26.7	20
Department Stores Excluding Leased Depts.	4521	\$146,509,041	\$223,393,859	-\$76,884,818	-20.8	4
Other General Merchandise Stores	4529	\$39,151,822	\$97,719,564	-\$58,567,742	-42.8	16
Miscellaneous Store Retailers	453	\$47,192,975	\$42,653,546	\$4,539,429	5.1	56
Florists	4531	\$1,892,953	\$1,431,062	\$461,891	13.9	8
Office Supplies, Stationery & Gift Stores	4532	\$11,066,519	\$15,804,992	-\$4,738,473	-17.6	11
Used Merchandise Stores	4533	\$6,980,503	\$4,232,018	\$2,748,485	24.5	14
Other Miscellaneous Store Retailers	4539	\$27,253,000	\$21,185,474	\$6,067,526	12.5	22
Nonstore Retailers	454	\$15,125,747	\$71,368,242	-\$56,242,495	-65.0	9
Electronic Shopping & Mail-Order Houses	4541	\$8,727,022	\$70,590,756	-\$61,863,734	-78.0	6
Vending Machine Operators	4542	\$1,625,213	\$139,493	\$1,485,720	84.2	1
Direct Selling Establishments	4543	\$4,773,512	\$637,993	\$4,135,519	76.4	2
Food Services & Drinking Places	722	\$103,243,336	\$96,109,462	\$7,133,874	3.6	135
Full-Service Restaurants	7221	\$51,384,501	\$25,652,430	\$25,732,071	33.4	60
Limited-Service Eating Places	7222	\$45,963,832	\$69,614,605	-\$23,650,773	-20.5	67
Special Food Services	7223	\$2,658,914	\$267,434	\$2,391,480	81.7	3
Drinking Places - Alcoholic Beverages	7224	\$3,236,089	\$574,993	\$2,661,096	69.8	5

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

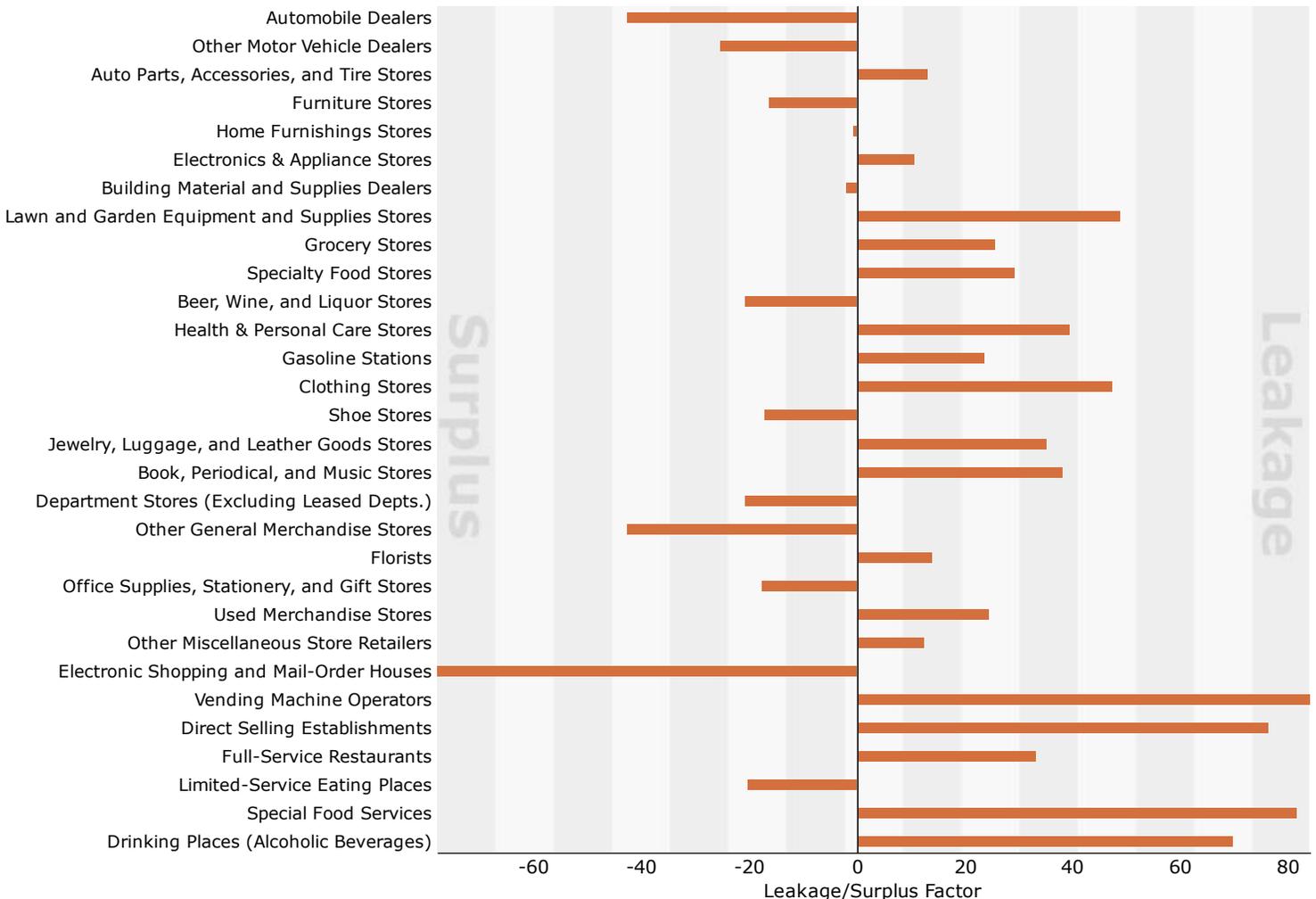
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.

# Retail Market Potential

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		2,712	2,774
Population 18+		2,151	2,230
Households		994	1,020
Median Household Income		\$83,906	\$100,972

<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	1,157	53.8%	114
Bought any women's clothing in last 12 months	975	45.3%	103
Bought clothing for child <13 years in last 6 months	577	26.8%	97
Bought any shoes in last 12 months	1,226	57.0%	106
Bought costume jewelry in last 12 months	453	21.1%	108
Bought any fine jewelry in last 12 months	380	17.7%	96
Bought a watch in last 12 months	257	11.9%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	934	94.0%	110
HH bought/leased new vehicle last 12 mo	120	12.1%	129
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,011	93.5%	110
Bought/changed motor oil in last 12 months	1,162	54.0%	110
Had tune-up in last 12 months	667	31.0%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,370	63.7%	97
Drank regular cola in last 6 months	876	40.7%	91
Drank beer/ale in last 6 months	973	45.2%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	840	39.1%	134
Own digital single-lens reflex (SLR) camera	235	10.9%	127
Bought any camera in last 12 months	148	6.9%	121
Printed digital photos in last 12 months	75	3.5%	119
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	730	33.9%	94
Have a smartphone	1,281	59.6%	101
Have a smartphone: Android phone (any brand)	555	25.8%	96
Have a smartphone: Apple iPhone	627	29.1%	113
Number of cell phones in household: 1	245	24.6%	77
Number of cell phones in household: 2	405	40.7%	109
Number of cell phones in household: 3+	309	31.1%	122
HH has cell phone only (no landline telephone)	308	31.0%	74
<b>Computers (Households)</b>			
HH owns a computer	848	85.3%	111
HH owns desktop computer	560	56.3%	124
HH owns laptop/notebook	595	59.9%	110
HH owns any Apple/Mac brand computer	154	15.5%	103
HH owns any PC/non-Apple brand computer	775	78.0%	115
HH purchased most recent computer in a store	448	45.1%	120
HH purchased most recent computer online	152	15.3%	117
Spent <\$500 on most recent home computer	147	14.8%	102
Spent \$500-\$999 on most recent home computer	254	25.6%	134
Spent \$1,000-\$1,499 on most recent home computer	115	11.6%	122
Spent \$1,500-\$1,999 on most recent home computer	54	5.4%	119
Spent \$2,000+ on most recent home computer	42	4.2%	108

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	1,180	54.9%	108
Bought brewed coffee at convenience store in last 30 days	366	17.0%	108
Bought cigarettes at convenience store in last 30 days	220	10.2%	82
Bought gas at convenience store in last 30 days	811	37.7%	114
Spent at convenience store in last 30 days: <\$20	197	9.2%	113
Spent at convenience store in last 30 days: \$20-\$39	181	8.4%	93
Spent at convenience store in last 30 days: \$40-\$50	169	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	108	5.0%	113
Spent at convenience store in last 30 days: \$100+	558	25.9%	113
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,383	64.3%	108
Went to live theater in last 12 months	341	15.9%	122
Went to a bar/night club in last 12 months	374	17.4%	104
Dined out in last 12 months	1,159	53.9%	120
Gambled at a casino in last 12 months	345	16.0%	117
Visited a theme park in last 12 months	402	18.7%	106
Viewed movie (video-on-demand) in last 30 days	389	18.1%	106
Viewed TV show (video-on-demand) in last 30 days	300	13.9%	108
Watched any pay-per-view TV in last 12 months	326	15.2%	115
Downloaded a movie over the Internet in last 30 days	117	5.4%	76
Downloaded any individual song in last 6 months	519	24.1%	118
Watched a movie online in the last 30 days	270	12.6%	79
Watched a TV program online in last 30 days	296	13.8%	92
Played a video/electronic game (console) in last 12 months	221	10.3%	98
Played a video/electronic game (portable) in last 12 months	93	4.3%	95
<b>Financial (Adults)</b>			
Have home mortgage (1st)	881	41.0%	132
Used ATM/cash machine in last 12 months	1,203	55.9%	114
Own any stock	250	11.6%	152
Own U.S. savings bond	165	7.7%	145
Own shares in mutual fund (stock)	252	11.7%	161
Own shares in mutual fund (bonds)	162	7.5%	155
Have interest checking account	840	39.1%	139
Have non-interest checking account	702	32.6%	115
Have savings account	1,423	66.2%	122
Have 401K retirement savings plan	431	20.0%	138
Own/used any credit/debit card in last 12 months	1,795	83.4%	112
Avg monthly credit card expenditures: <\$111	286	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	169	7.9%	114
Avg monthly credit card expenditures: \$226-\$450	167	7.8%	123
Avg monthly credit card expenditures: \$451-\$700	145	6.7%	126
Avg monthly credit card expenditures: \$701-\$1,000	139	6.5%	150
Avg monthly credit card expenditures: \$1,001+	256	11.9%	131
Did banking online in last 12 months	940	43.7%	122
Did banking on mobile device in last 12 months	316	14.7%	105
Paid bills online in last 12 months	1,046	48.6%	113

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	739	74.3%	107
Used bread in last 6 months	956	96.2%	102
Used chicken (fresh or frozen) in last 6 months	717	72.1%	105
Used turkey (fresh or frozen) in last 6 months	190	19.1%	121
Used fish/seafood (fresh or frozen) in last 6 months	580	58.4%	107
Used fresh fruit/vegetables in last 6 months	891	89.6%	105
Used fresh milk in last 6 months	904	90.9%	103
Used organic food in last 6 months	178	17.9%	91
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	704	32.7%	115
Exercise at club 2+ times per week	322	15.0%	115
Visited a doctor in last 12 months	1,761	81.9%	108
Used vitamin/dietary supplement in last 6 months	1,204	56.0%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	364	36.6%	137
Used housekeeper/maid/professional HH cleaning service in last 12	138	13.9%	105
Purchased low ticket HH furnishings in last 12 months	168	16.9%	105
Purchased big ticket HH furnishings in last 12 months	225	22.6%	108
Bought any small kitchen appliance in last 12 months	235	23.6%	106
Bought any large kitchen appliance in last 12 months	148	14.9%	117
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,175	54.6%	128
Carry medical/hospital/accident insurance	1,593	74.1%	113
Carry homeowner insurance	1,369	63.6%	135
Carry renter's insurance	156	7.3%	89
Have auto insurance: 1 vehicle in household covered	212	21.3%	69
Have auto insurance: 2 vehicles in household covered	333	33.5%	118
Have auto insurance: 3+ vehicles in household covered	361	36.3%	166
<b>Pets (Households)</b>			
Household owns any pet	663	66.7%	124
Household owns any cat	299	30.1%	134
Household owns any dog	522	52.5%	129
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,040	48.3%	114
Usually buy items on credit rather than wait	220	10.2%	87
Usually buy based on quality - not price	367	17.1%	95
Price is usually more important than brand name	522	24.3%	92
Usually use coupons for brands I buy often	425	19.8%	104
Am interested in how to help the environment	296	13.8%	84
Usually pay more for environ safe product	220	10.2%	80
Usually value green products over convenience	173	8.0%	77
Likely to buy a brand that supports a charity	746	34.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	329	15.3%	116
Bought hardcover book in last 12 months	504	23.4%	112
Bought paperback book in last 12 month	728	33.8%	108
Read any daily newspaper (paper version)	689	32.0%	122
Read any digital newspaper in last 30 days	763	35.5%	106
Read any magazine (paper/electronic version) in last 6 months	1,993	92.7%	102

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	1,728	80.3%	108
Went to family restaurant/steak house: 4+ times a month	686	31.9%	116
Went to fast food/drive-in restaurant in last 6 months	1,970	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	873	40.6%	103
Fast food/drive-in last 6 months: eat in	859	39.9%	110
Fast food/drive-in last 6 months: home delivery	135	6.3%	82
Fast food/drive-in last 6 months: take-out/drive-thru	1,062	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	434	20.2%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	766	35.6%	112
Own e-reader/tablet: iPad	392	18.2%	119
Own any portable MP3 player	783	36.4%	118
HH owns 1 TV	127	12.8%	62
HH owns 2 TVs	244	24.5%	95
HH owns 3 TVs	260	26.2%	122
HH owns 4+ TVs	264	26.6%	141
HH subscribes to cable TV	464	46.7%	94
HH subscribes to fiber optic	72	7.2%	95
HH has satellite dish	328	33.0%	130
HH owns DVD/Blu-ray player	688	69.2%	114
HH owns camcorder	185	18.6%	133
HH owns portable GPS navigation device	387	38.9%	142
HH purchased video game system in last 12 mos	61	6.1%	77
HH owns Internet video device for TV	75	7.5%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,345	62.5%	125
Took 3+ domestic non-business trips in last 12 months	341	15.9%	143
Spent on domestic vacations in last 12 months: <\$1,000	299	13.9%	130
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	143	6.6%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	113	5.3%	147
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	127	5.9%	151
Spent on domestic vacations in last 12 months: \$3,000+	169	7.9%	143
Domestic travel in the 12 months: used general travel website	162	7.5%	111
Foreign travel in last 3 years	591	27.5%	114
Took 3+ foreign trips by plane in last 3 years	104	4.8%	107
Spent on foreign vacations in last 12 months: <\$1,000	103	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	71	3.3%	101
Spent on foreign vacations in last 12 months: \$3,000+	141	6.6%	132
Foreign travel in last 3 years: used general travel website	139	6.5%	116
Nights spent in hotel/motel in last 12 months: any	1,096	51.0%	125
Took cruise of more than one day in last 3 years	228	10.6%	126
Member of any frequent flyer program	448	20.8%	128
Member of any hotel rewards program	453	21.1%	149

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		27,937	28,877
Population 18+		20,966	21,691
Households		11,054	11,438
Median Household Income		\$63,241	\$73,153

<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	10,489	50.0%	106
Bought any women's clothing in last 12 months	9,501	45.3%	103
Bought clothing for child <13 years in last 6 months	6,042	28.8%	105
Bought any shoes in last 12 months	11,722	55.9%	104
Bought costume jewelry in last 12 months	4,424	21.1%	108
Bought any fine jewelry in last 12 months	3,843	18.3%	100
Bought a watch in last 12 months	2,438	11.6%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,109	91.5%	107
HH bought/leased new vehicle last 12 mo	1,164	10.5%	112
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	19,107	91.1%	107
Bought/changed motor oil in last 12 months	10,957	52.3%	106
Had tune-up in last 12 months	6,632	31.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,781	65.7%	100
Drank regular cola in last 6 months	9,065	43.2%	96
Drank beer/ale in last 6 months	9,654	46.0%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	7,057	33.7%	115
Own digital single-lens reflex (SLR) camera	2,114	10.1%	117
Bought any camera in last 12 months	1,294	6.2%	108
Printed digital photos in last 12 months	687	3.3%	112
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,871	37.5%	104
Have a smartphone	13,310	63.5%	108
Have a smartphone: Android phone (any brand)	5,892	28.1%	104
Have a smartphone: Apple iPhone	6,245	29.8%	115
Number of cell phones in household: 1	3,154	28.5%	89
Number of cell phones in household: 2	4,342	39.3%	105
Number of cell phones in household: 3+	3,098	28.0%	110
HH has cell phone only (no landline telephone)	4,540	41.1%	98
<b>Computers (Households)</b>			
HH owns a computer	9,128	82.6%	107
HH owns desktop computer	5,586	50.5%	112
HH owns laptop/notebook	6,566	59.4%	109
HH owns any Apple/Mac brand computer	1,768	16.0%	106
HH owns any PC/non-Apple brand computer	8,139	73.6%	108
HH purchased most recent computer in a store	4,618	41.8%	111
HH purchased most recent computer online	1,636	14.8%	113
Spent <\$500 on most recent home computer	1,647	14.9%	103
Spent \$500-\$999 on most recent home computer	2,475	22.4%	117
Spent \$1,000-\$1,499 on most recent home computer	1,176	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	558	5.0%	111
Spent \$2,000+ on most recent home computer	442	4.0%	102

**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

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

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	11,459	54.7%	108
Bought brewed coffee at convenience store in last 30 days	3,535	16.9%	107
Bought cigarettes at convenience store in last 30 days	2,501	11.9%	95
Bought gas at convenience store in last 30 days	7,713	36.8%	111
Spent at convenience store in last 30 days: <\$20	1,861	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	1,959	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	1,676	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	925	4.4%	100
Spent at convenience store in last 30 days: \$100+	5,127	24.5%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,299	63.4%	107
Went to live theater in last 12 months	2,926	14.0%	107
Went to a bar/night club in last 12 months	3,985	19.0%	114
Dined out in last 12 months	10,668	50.9%	113
Gambled at a casino in last 12 months	3,207	15.3%	112
Visited a theme park in last 12 months	4,116	19.6%	111
Viewed movie (video-on-demand) in last 30 days	4,051	19.3%	114
Viewed TV show (video-on-demand) in last 30 days	2,969	14.2%	110
Watched any pay-per-view TV in last 12 months	3,053	14.6%	111
Downloaded a movie over the Internet in last 30 days	1,476	7.0%	98
Downloaded any individual song in last 6 months	5,011	23.9%	117
Watched a movie online in the last 30 days	3,318	15.8%	99
Watched a TV program online in last 30 days	3,365	16.0%	107
Played a video/electronic game (console) in last 12 months	2,359	11.3%	108
Played a video/electronic game (portable) in last 12 months	1,055	5.0%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,926	37.8%	122
Used ATM/cash machine in last 12 months	11,418	54.5%	111
Own any stock	1,884	9.0%	117
Own U.S. savings bond	1,217	5.8%	110
Own shares in mutual fund (stock)	1,829	8.7%	120
Own shares in mutual fund (bonds)	1,218	5.8%	120
Have interest checking account	6,957	33.2%	118
Have non-interest checking account	6,611	31.5%	112
Have savings account	12,795	61.0%	113
Have 401K retirement savings plan	3,664	17.5%	120
Own/used any credit/debit card in last 12 months	16,949	80.8%	108
Avg monthly credit card expenditures: <\$111	2,724	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	1,478	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	1,530	7.3%	115
Avg monthly credit card expenditures: \$451-\$700	1,272	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	958	4.6%	106
Avg monthly credit card expenditures: \$1,001+	2,130	10.2%	112
Did banking online in last 12 months	8,939	42.6%	119
Did banking on mobile device in last 12 months	3,598	17.2%	123
Paid bills online in last 12 months	10,367	49.4%	115

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	7,978	72.2%	104
Used bread in last 6 months	10,473	94.7%	101
Used chicken (fresh or frozen) in last 6 months	7,841	70.9%	103
Used turkey (fresh or frozen) in last 6 months	1,892	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	6,110	55.3%	101
Used fresh fruit/vegetables in last 6 months	9,662	87.4%	102
Used fresh milk in last 6 months	9,887	89.4%	102
Used organic food in last 6 months	2,082	18.8%	96
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,797	32.4%	114
Exercise at club 2+ times per week	3,163	15.1%	116
Visited a doctor in last 12 months	16,607	79.2%	104
Used vitamin/dietary supplement in last 6 months	11,635	55.5%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,404	30.8%	115
Used housekeeper/maid/professional HH cleaning service in last 12	1,558	14.1%	107
Purchased low ticket HH furnishings in last 12 months	1,944	17.6%	109
Purchased big ticket HH furnishings in last 12 months	2,542	23.0%	110
Bought any small kitchen appliance in last 12 months	2,718	24.6%	111
Bought any large kitchen appliance in last 12 months	1,527	13.8%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,079	48.1%	113
Carry medical/hospital/accident insurance	14,794	70.6%	108
Carry homeowner insurance	11,438	54.6%	116
Carry renter's insurance	1,958	9.3%	115
Have auto insurance: 1 vehicle in household covered	3,177	28.7%	93
Have auto insurance: 2 vehicles in household covered	3,481	31.5%	111
Have auto insurance: 3+ vehicles in household covered	2,947	26.7%	122
<b>Pets (Households)</b>			
Household owns any pet	6,427	58.1%	108
Household owns any cat	2,743	24.8%	111
Household owns any dog	4,871	44.1%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,077	43.3%	102
Usually buy items on credit rather than wait	2,272	10.8%	92
Usually buy based on quality - not price	3,655	17.4%	97
Price is usually more important than brand name	5,331	25.4%	97
Usually use coupons for brands I buy often	4,066	19.4%	102
Am interested in how to help the environment	3,049	14.5%	89
Usually pay more for environ safe product	2,495	11.9%	93
Usually value green products over convenience	1,896	9.0%	86
Likely to buy a brand that supports a charity	7,137	34.0%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,329	15.9%	120
Bought hardcover book in last 12 months	4,843	23.1%	110
Bought paperback book in last 12 month	7,027	33.5%	107
Read any daily newspaper (paper version)	5,518	26.3%	101
Read any digital newspaper in last 30 days	7,589	36.2%	109
Read any magazine (paper/electronic version) in last 6 months	19,474	92.9%	102

**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

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

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	16,715	79.7%	107
Went to family restaurant/steak house: 4+ times a month	6,422	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	19,298	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	8,807	42.0%	106
Fast food/drive-in last 6 months: eat in	8,053	38.4%	106
Fast food/drive-in last 6 months: home delivery	1,706	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	10,769	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	4,213	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	7,526	35.9%	113
Own e-reader/tablet: iPad	3,706	17.7%	115
Own any portable MP3 player	7,279	34.7%	113
HH owns 1 TV	2,019	18.3%	89
HH owns 2 TVs	2,832	25.6%	99
HH owns 3 TVs	2,586	23.4%	109
HH owns 4+ TVs	2,374	21.5%	114
HH subscribes to cable TV	5,751	52.0%	105
HH subscribes to fiber optic	826	7.5%	98
HH has satellite dish	2,712	24.5%	97
HH owns DVD/Blu-ray player	7,174	64.9%	107
HH owns camcorder	1,817	16.4%	118
HH owns portable GPS navigation device	3,553	32.1%	117
HH purchased video game system in last 12 mos	832	7.5%	95
HH owns Internet video device for TV	849	7.7%	109
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,919	56.8%	113
Took 3+ domestic non-business trips in last 12 months	2,788	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	2,477	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,332	6.4%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	862	4.1%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	981	4.7%	120
Spent on domestic vacations in last 12 months: \$3,000+	1,454	6.9%	126
Domestic travel in the 12 months: used general travel website	1,563	7.5%	110
Foreign travel in last 3 years	5,410	25.8%	107
Took 3+ foreign trips by plane in last 3 years	1,003	4.8%	106
Spent on foreign vacations in last 12 months: <\$1,000	994	4.7%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	635	3.0%	93
Spent on foreign vacations in last 12 months: \$3,000+	1,099	5.2%	106
Foreign travel in last 3 years: used general travel website	1,161	5.5%	99
Nights spent in hotel/motel in last 12 months: any	9,779	46.6%	115
Took cruise of more than one day in last 3 years	1,958	9.3%	111
Member of any frequent flyer program	4,005	19.1%	117
Member of any hotel rewards program	3,784	18.0%	128

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

Demographic Summary	2016	2021
Population	69,834	72,323
Population 18+	53,016	55,015
Households	27,865	28,933
Median Household Income	\$58,891	\$67,479

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	26,043	49.1%	104
Bought any women's clothing in last 12 months	24,004	45.3%	103
Bought clothing for child <13 years in last 6 months	14,981	28.3%	103
Bought any shoes in last 12 months	29,272	55.2%	102
Bought costume jewelry in last 12 months	10,975	20.7%	106
Bought any fine jewelry in last 12 months	9,808	18.5%	101
Bought a watch in last 12 months	6,204	11.7%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	25,182	90.4%	106
HH bought/leased new vehicle last 12 mo	2,788	10.0%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	47,794	90.2%	106
Bought/changed motor oil in last 12 months	27,720	52.3%	106
Had tune-up in last 12 months	16,545	31.2%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	34,622	65.3%	100
Drank regular cola in last 6 months	23,683	44.7%	100
Drank beer/ale in last 6 months	23,680	44.7%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	17,000	32.1%	110
Own digital single-lens reflex (SLR) camera	5,065	9.6%	111
Bought any camera in last 12 months	3,161	6.0%	105
Printed digital photos in last 12 months	1,639	3.1%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	19,986	37.7%	104
Have a smartphone	32,827	61.9%	105
Have a smartphone: Android phone (any brand)	15,261	28.8%	107
Have a smartphone: Apple iPhone	14,518	27.4%	106
Number of cell phones in household: 1	8,565	30.7%	96
Number of cell phones in household: 2	10,874	39.0%	104
Number of cell phones in household: 3+	7,219	25.9%	102
HH has cell phone only (no landline telephone)	12,217	43.8%	105
<b>Computers (Households)</b>			
HH owns a computer	22,472	80.6%	105
HH owns desktop computer	13,338	47.9%	106
HH owns laptop/notebook	16,052	57.6%	106
HH owns any Apple/Mac brand computer	4,141	14.9%	99
HH owns any PC/non-Apple brand computer	20,037	71.9%	106
HH purchased most recent computer in a store	11,230	40.3%	107
HH purchased most recent computer online	3,885	13.9%	107
Spent <\$500 on most recent home computer	4,221	15.1%	104
Spent \$500-\$999 on most recent home computer	5,826	20.9%	110
Spent \$1,000-\$1,499 on most recent home computer	2,854	10.2%	108
Spent \$1,500-\$1,999 on most recent home computer	1,286	4.6%	101
Spent \$2,000+ on most recent home computer	1,083	3.9%	99

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

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

# Retail Market Potential

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	28,695	54.1%	107
Bought brewed coffee at convenience store in last 30 days	8,576	16.2%	103
Bought cigarettes at convenience store in last 30 days	6,885	13.0%	104
Bought gas at convenience store in last 30 days	19,815	37.4%	113
Spent at convenience store in last 30 days: <\$20	4,584	8.6%	107
Spent at convenience store in last 30 days: \$20-\$39	4,791	9.0%	100
Spent at convenience store in last 30 days: \$40-\$50	4,287	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	2,410	4.5%	103
Spent at convenience store in last 30 days: \$100+	13,380	25.2%	110
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	32,494	61.3%	103
Went to live theater in last 12 months	7,146	13.5%	104
Went to a bar/night club in last 12 months	9,679	18.3%	109
Dined out in last 12 months	26,050	49.1%	110
Gambled at a casino in last 12 months	7,616	14.4%	105
Visited a theme park in last 12 months	9,558	18.0%	102
Viewed movie (video-on-demand) in last 30 days	9,539	18.0%	106
Viewed TV show (video-on-demand) in last 30 days	6,973	13.2%	102
Watched any pay-per-view TV in last 12 months	7,122	13.4%	102
Downloaded a movie over the Internet in last 30 days	3,766	7.1%	99
Downloaded any individual song in last 6 months	12,067	22.8%	112
Watched a movie online in the last 30 days	8,458	16.0%	100
Watched a TV program online in last 30 days	8,154	15.4%	103
Played a video/electronic game (console) in last 12 months	5,895	11.1%	107
Played a video/electronic game (portable) in last 12 months	2,671	5.0%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	18,597	35.1%	113
Used ATM/cash machine in last 12 months	28,054	52.9%	108
Own any stock	4,320	8.1%	107
Own U.S. savings bond	2,777	5.2%	99
Own shares in mutual fund (stock)	4,131	7.8%	107
Own shares in mutual fund (bonds)	2,691	5.1%	104
Have interest checking account	16,610	31.3%	111
Have non-interest checking account	16,400	30.9%	109
Have savings account	31,055	58.6%	108
Have 401K retirement savings plan	8,759	16.5%	114
Own/used any credit/debit card in last 12 months	41,924	79.1%	106
Avg monthly credit card expenditures: <\$111	6,863	12.9%	112
Avg monthly credit card expenditures: \$111-\$225	3,648	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	3,629	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	3,030	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	2,168	4.1%	95
Avg monthly credit card expenditures: \$1,001+	4,750	9.0%	99
Did banking online in last 12 months	21,481	40.5%	114
Did banking on mobile device in last 12 months	8,672	16.4%	117
Paid bills online in last 12 months	25,477	48.1%	112

**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

Locust Corner/Merwin 10 Mile  
3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.02790  
Longitude: -84.25511

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	19,874	71.3%	103
Used bread in last 6 months	26,414	94.8%	101
Used chicken (fresh or frozen) in last 6 months	19,507	70.0%	101
Used turkey (fresh or frozen) in last 6 months	4,582	16.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,253	54.7%	100
Used fresh fruit/vegetables in last 6 months	24,227	86.9%	101
Used fresh milk in last 6 months	24,709	88.7%	101
Used organic food in last 6 months	5,160	18.5%	94
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,078	30.3%	107
Exercise at club 2+ times per week	7,449	14.1%	108
Visited a doctor in last 12 months	41,490	78.3%	103
Used vitamin/dietary supplement in last 6 months	28,948	54.6%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,002	28.7%	107
Used housekeeper/maid/professional HH cleaning service in last 12	3,552	12.7%	97
Purchased low ticket HH furnishings in last 12 months	4,806	17.2%	107
Purchased big ticket HH furnishings in last 12 months	6,187	22.2%	106
Bought any small kitchen appliance in last 12 months	6,634	23.8%	107
Bought any large kitchen appliance in last 12 months	3,680	13.2%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	24,466	46.1%	108
Carry medical/hospital/accident insurance	36,633	69.1%	105
Carry homeowner insurance	27,558	52.0%	110
Carry renter's insurance	5,092	9.6%	118
Have auto insurance: 1 vehicle in household covered	8,630	31.0%	100
Have auto insurance: 2 vehicles in household covered	8,424	30.2%	106
Have auto insurance: 3+ vehicles in household covered	6,732	24.2%	111
<b>Pets (Households)</b>			
Household owns any pet	15,757	56.5%	105
Household owns any cat	6,841	24.6%	109
Household owns any dog	11,846	42.5%	104
<b>Psychographics (Adults)</b>			
Buying American is important to me	23,272	43.9%	104
Usually buy items on credit rather than wait	5,822	11.0%	94
Usually buy based on quality - not price	9,286	17.5%	98
Price is usually more important than brand name	13,959	26.3%	100
Usually use coupons for brands I buy often	10,351	19.5%	103
Am interested in how to help the environment	7,832	14.8%	91
Usually pay more for environ safe product	6,231	11.8%	92
Usually value green products over convenience	4,962	9.4%	89
Likely to buy a brand that supports a charity	17,905	33.8%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	7,720	14.6%	110
Bought hardcover book in last 12 months	11,877	22.4%	107
Bought paperback book in last 12 month	17,587	33.2%	106
Read any daily newspaper (paper version)	13,617	25.7%	98
Read any digital newspaper in last 30 days	18,397	34.7%	104
Read any magazine (paper/electronic version) in last 6 months	48,844	92.1%	102

**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

Locust Corner/Merwin 10 Mile  
 3471 Merwin 10 Mile Rd, Cincinnati, OH, 45245  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.02790  
 Longitude: -84.25511

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	41,718	78.7%	106
Went to family restaurant/steak house: 4+ times a month	16,136	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	48,711	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	22,317	42.1%	107
Fast food/drive-in last 6 months: eat in	20,333	38.4%	105
Fast food/drive-in last 6 months: home delivery	4,317	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	27,080	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	10,797	20.4%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	18,004	34.0%	107
Own e-reader/tablet: iPad	8,390	15.8%	103
Own any portable MP3 player	17,622	33.2%	108
HH owns 1 TV	5,396	19.4%	95
HH owns 2 TVs	7,236	26.0%	100
HH owns 3 TVs	6,298	22.6%	106
HH owns 4+ TVs	5,560	20.0%	106
HH subscribes to cable TV	14,320	51.4%	103
HH subscribes to fiber optic	2,010	7.2%	95
HH has satellite dish	6,758	24.3%	95
HH owns DVD/Blu-ray player	17,693	63.5%	105
HH owns camcorder	4,082	14.6%	105
HH owns portable GPS navigation device	8,368	30.0%	109
HH purchased video game system in last 12 mos	2,039	7.3%	92
HH owns Internet video device for TV	1,980	7.1%	101
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,693	54.1%	108
Took 3+ domestic non-business trips in last 12 months	6,308	11.9%	107
Spent on domestic vacations in last 12 months: <\$1,000	6,077	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,123	5.9%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,965	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,163	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	3,248	6.1%	111
Domestic travel in the 12 months: used general travel website	3,468	6.5%	97
Foreign travel in last 3 years	12,598	23.8%	99
Took 3+ foreign trips by plane in last 3 years	2,188	4.1%	92
Spent on foreign vacations in last 12 months: <\$1,000	2,227	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,622	3.1%	94
Spent on foreign vacations in last 12 months: \$3,000+	2,405	4.5%	91
Foreign travel in last 3 years: used general travel website	2,681	5.1%	91
Nights spent in hotel/motel in last 12 months: any	23,354	44.1%	108
Took cruise of more than one day in last 3 years	4,599	8.7%	104
Member of any frequent flyer program	9,023	17.0%	104
Member of any hotel rewards program	8,457	16.0%	113

**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.