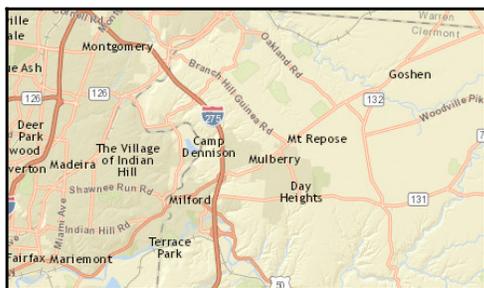
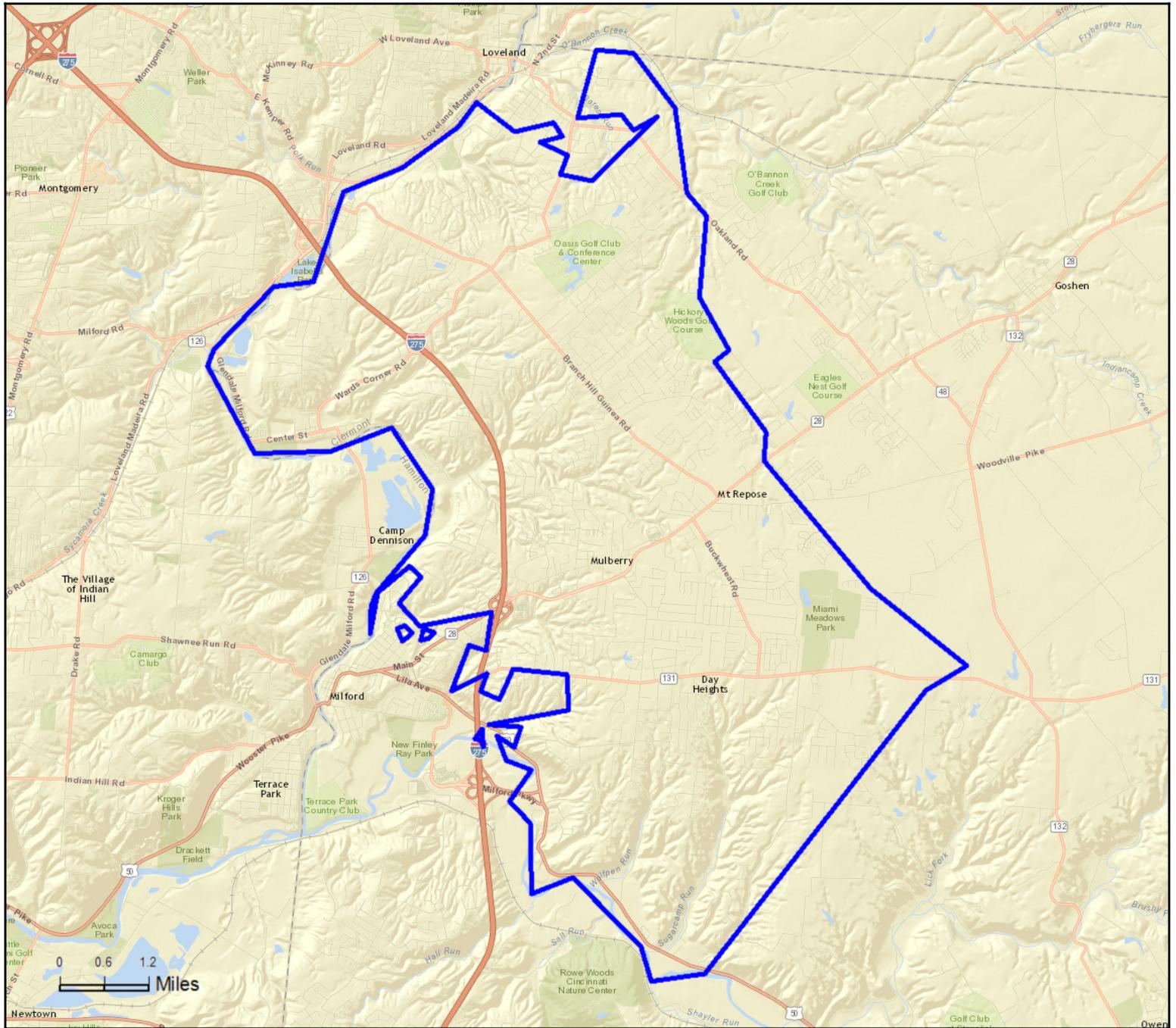


Site Map

Miami Township
 Miami township (3902549322)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	36,377
2010 Total Population	40,848
2016 Total Population	42,325
2016 Group Quarters	271
2020 Total Population	43,681
2016-2021 Annual Rate	0.63%
Household Summary	
2000 Households	12,826
2000 Average Household Size	2.81
2010 Households	14,785
2010 Average Household Size	2.74
2016 Households	15,408
2016 Average Household Size	2.73
2021 Households	15,945
2021 Average Household Size	2.72
2016-2021 Annual Rate	0.69%
2010 Families	11,485
2010 Average Family Size	3.13
2016 Families	11,795
2016 Average Family Size	3.14
2021 Families	12,153
2021 Average Family Size	3.13
2016-2021 Annual Rate	0.60%
Housing Unit Summary	
2000 Housing Units	13,147
Owner Occupied Housing Units	83.0%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	2.4%
2010 Housing Units	15,668
Owner Occupied Housing Units	79.3%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	5.6%
2016 Housing Units	16,391
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	6.0%
2021 Housing Units	17,039
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	6.4%
Median Household Income	
2016	\$84,280
2021	\$95,497
Median Home Value	
2016	\$220,100
2021	\$236,396
Per Capita Income	
2016	\$38,320
2021	\$41,861
Median Age	
2010	39.8
2016	40.5
2021	41.3

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

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

2016 Households by Income	
Household Income Base	15,407
<\$15,000	4.9%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	12.1%
\$200,000+	9.3%
Average Household Income	\$104,672
2021 Households by Income	
Household Income Base	15,946
<\$15,000	4.5%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	5.8%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	14.1%
\$200,000+	9.7%
Average Household Income	\$114,035
2016 Owner Occupied Housing Units by Value	
Total	12,556
<\$50,000	4.9%
\$50,000 - \$99,999	6.2%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	17.6%
\$200,000 - \$249,999	16.8%
\$250,000 - \$299,999	12.8%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	5.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.5%
Average Home Value	\$253,062
2021 Owner Occupied Housing Units by Value	
Total	12,960
<\$50,000	2.6%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	19.9%
\$200,000 - \$249,999	21.9%
\$250,000 - \$299,999	16.5%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	5.5%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.4%
Average Home Value	\$269,599

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.

2010 Population by Age	
Total	40,848
0 - 4	6.6%
5 - 9	8.1%
10 - 14	8.3%
15 - 24	11.3%
25 - 34	9.4%
35 - 44	14.7%
45 - 54	17.4%
55 - 64	12.9%
65 - 74	6.6%
75 - 84	3.6%
85 +	1.1%
18 +	72.0%
2016 Population by Age	
Total	42,325
0 - 4	6.3%
5 - 9	7.3%
10 - 14	8.1%
15 - 24	11.7%
25 - 34	10.0%
35 - 44	12.9%
45 - 54	15.5%
55 - 64	14.2%
65 - 74	8.8%
75 - 84	3.9%
85 +	1.4%
18 +	73.9%
2021 Population by Age	
Total	43,681
0 - 4	6.1%
5 - 9	6.9%
10 - 14	7.4%
15 - 24	11.1%
25 - 34	10.4%
35 - 44	12.9%
45 - 54	13.7%
55 - 64	14.6%
65 - 74	10.5%
75 - 84	4.8%
85 +	1.6%
18 +	75.2%
2010 Population by Sex	
Males	20,216
Females	20,632
2016 Population by Sex	
Males	20,936
Females	21,389
2021 Population by Sex	
Males	21,654
Females	22,027

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

2010 Population by Race/Ethnicity	
Total	40,848
White Alone	95.2%
Black Alone	1.4%
American Indian Alone	0.1%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.8%
Diversity Index	12.6
2016 Population by Race/Ethnicity	
Total	42,327
White Alone	93.9%
Black Alone	1.9%
American Indian Alone	0.1%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	15.8
2021 Population by Race/Ethnicity	
Total	43,681
White Alone	92.8%
Black Alone	2.3%
American Indian Alone	0.1%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.0%
Hispanic Origin	3.0%
Diversity Index	18.9
2010 Population by Relationship and Household Type	
Total	40,848
In Households	99.3%
In Family Households	89.4%
Householder	28.1%
Spouse	23.6%
Child	34.4%
Other relative	1.9%
Nonrelative	1.4%
In Nonfamily Households	9.9%
In Group Quarters	0.7%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.0%

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

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

2016 Population 25+ by Educational Attainment	
Total	28,208
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	20.9%
GED/Alternative Credential	2.0%
Some College, No Degree	17.0%
Associate Degree	8.9%
Bachelor's Degree	28.9%
Graduate/Professional Degree	15.8%
2016 Population 15+ by Marital Status	
Total	33,151
Never Married	24.2%
Married	62.1%
Widowed	4.9%
Divorced	8.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.9%
Civilian Unemployed	3.1%
2016 Employed Population 16+ by Industry	
Total	21,585
Agriculture/Mining	0.4%
Construction	3.0%
Manufacturing	15.2%
Wholesale Trade	3.5%
Retail Trade	12.8%
Transportation/Utilities	3.4%
Information	2.0%
Finance/Insurance/Real Estate	8.8%
Services	48.1%
Public Administration	2.9%
2016 Employed Population 16+ by Occupation	
Total	21,587
White Collar	71.1%
Management/Business/Financial	20.8%
Professional	24.3%
Sales	13.7%
Administrative Support	12.3%
Services	14.1%
Blue Collar	14.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	1.8%
Production	5.7%
Transportation/Material Moving	5.2%
2010 Population By Urban/ Rural Status	
Total Population	40,848
Population Inside Urbanized Area	99.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.8%

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

2010 Households by Type	
Total	14,785
Households with 1 Person	18.2%
Households with 2+ People	81.8%
Family Households	77.7%
Husband-wife Families	65.3%
With Related Children	31.7%
Other Family (No Spouse Present)	12.4%
Other Family with Male Householder	3.5%
With Related Children	2.1%
Other Family with Female Householder	8.9%
With Related Children	6.1%
Nonfamily Households	4.1%
All Households with Children	40.3%
Multigenerational Households	3.0%
Unmarried Partner Households	4.9%
Male-female	4.2%
Same-sex	0.6%
2010 Households by Size	
Total	14,785
1 Person Household	18.2%
2 Person Household	34.9%
3 Person Household	17.2%
4 Person Household	18.1%
5 Person Household	8.1%
6 Person Household	2.5%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	14,785
Owner Occupied	84.1%
Owned with a Mortgage/Loan	67.2%
Owned Free and Clear	16.8%
Renter Occupied	15.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	15,668
Housing Units Inside Urbanized Area	99.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.9%

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

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

Top 3 Tapestry Segments

1. Comfortable Empty Nesters
2. Professional Pride (1B)
3. Middleburg (4C)

2016 Consumer Spending

Apparel & Services: Total \$	\$40,961,297
Average Spent	\$2,658.44
Spending Potential Index	132
Education: Total \$	\$30,302,007
Average Spent	\$1,966.64
Spending Potential Index	139
Entertainment/Recreation: Total \$	\$60,213,503
Average Spent	\$3,907.94
Spending Potential Index	134
Food at Home: Total \$	\$97,723,942
Average Spent	\$6,342.42
Spending Potential Index	127
Food Away from Home: Total \$	\$63,048,426
Average Spent	\$4,091.93
Spending Potential Index	132
Health Care: Total \$	\$108,325,833
Average Spent	\$7,030.49
Spending Potential Index	133
HH Furnishings & Equipment: Total \$	\$37,050,145
Average Spent	\$2,404.60
Spending Potential Index	136
Personal Care Products & Services: Total \$	\$15,088,343
Average Spent	\$979.25
Spending Potential Index	134
Shelter: Total \$	\$317,786,382
Average Spent	\$20,624.77
Spending Potential Index	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,162,636
Average Spent	\$3,190.72
Spending Potential Index	138
Travel: Total \$	\$41,024,364
Average Spent	\$2,662.54
Spending Potential Index	143
Vehicle Maintenance & Repairs: Total \$	\$21,014,625
Average Spent	\$1,363.88
Spending Potential Index	132

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.

Data for all businesses in area

Total Businesses:	1,441
Total Employees:	17,517
Total Residential Population:	42,325
Employee/Residential Population Ratio:	0.41:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	55	3.8%	304	1.7%
Construction	185	12.8%	1,135	6.5%
Manufacturing	67	4.6%	1,988	11.3%
Transportation	37	2.6%	408	2.3%
Communication	7	0.5%	97	0.6%
Utility	6	0.4%	17	0.1%
Wholesale Trade	56	3.9%	993	5.7%
Retail Trade Summary	266	18.5%	4,378	25.0%
Home Improvement	26	1.8%	661	3.8%
General Merchandise Stores	9	0.6%	237	1.4%
Food Stores	32	2.2%	664	3.8%
Auto Dealers, Gas Stations, Auto Aftermarket	22	1.5%	341	1.9%
Apparel & Accessory Stores	8	0.6%	26	0.1%
Furniture & Home Furnishings	27	1.9%	494	2.8%
Eating & Drinking Places	69	4.8%	1,348	7.7%
Miscellaneous Retail	73	5.1%	607	3.5%
Finance, Insurance, Real Estate Summary	166	11.5%	714	4.1%
Banks, Savings & Lending Institutions	70	4.9%	152	0.9%
Securities Brokers	15	1.0%	103	0.6%
Insurance Carriers & Agents	30	2.1%	199	1.1%
Real Estate, Holding, Other Investment Offices	51	3.5%	260	1.5%
Services Summary	520	36.1%	7,180	41.0%
Hotels & Lodging	7	0.5%	189	1.1%
Automotive Services	54	3.7%	310	1.8%
Motion Pictures & Amusements	41	2.8%	415	2.4%
Health Services	52	3.6%	1,168	6.7%
Legal Services	11	0.8%	111	0.6%
Education Institutions & Libraries	23	1.6%	1,016	5.8%
Other Services	332	23.0%	3,971	22.7%
Government	13	0.9%	247	1.4%
Unclassified Establishments	63	4.4%	56	0.3%
Totals	1,441	100.0%	17,517	100.0%

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

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	7	0.0%
Mining	1	0.1%	3	0.0%
Utilities	3	0.2%	9	0.1%
Construction	196	13.6%	1,191	6.8%
Manufacturing	73	5.1%	1,937	11.1%
Wholesale Trade	55	3.8%	991	5.7%
Retail Trade	184	12.8%	2,879	16.4%
Motor Vehicle & Parts Dealers	18	1.2%	315	1.8%
Furniture & Home Furnishings Stores	5	0.3%	16	0.1%
Electronics & Appliance Stores	19	1.3%	382	2.2%
Bldg Material & Garden Equipment & Supplies Dealers	23	1.6%	652	3.7%
Food & Beverage Stores	25	1.7%	618	3.5%
Health & Personal Care Stores	21	1.5%	351	2.0%
Gasoline Stations	4	0.3%	26	0.1%
Clothing & Clothing Accessories Stores	14	1.0%	44	0.3%
Sport Goods, Hobby, Book, & Music Stores	14	1.0%	92	0.5%
General Merchandise Stores	9	0.6%	237	1.4%
Miscellaneous Store Retailers	26	1.8%	106	0.6%
Nonstore Retailers	6	0.4%	40	0.2%
Transportation & Warehousing	30	2.1%	307	1.8%
Information	18	1.2%	1,055	6.0%
Finance & Insurance	115	8.0%	454	2.6%
Central Bank/Credit Intermediation & Related Activities	70	4.9%	152	0.9%
Securities, Commodity Contracts & Other Financial	15	1.0%	103	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	30	2.1%	199	1.1%
Real Estate, Rental & Leasing	62	4.3%	278	1.6%
Professional, Scientific & Tech Services	146	10.1%	1,667	9.5%
Legal Services	14	1.0%	147	0.8%
Management of Companies & Enterprises	3	0.2%	6	0.0%
Administrative & Support & Waste Management & Remediation	92	6.4%	842	4.8%
Educational Services	31	2.2%	1,063	6.1%
Health Care & Social Assistance	70	4.9%	1,560	8.9%
Arts, Entertainment & Recreation	30	2.1%	354	2.0%
Accommodation & Food Services	79	5.5%	1,556	8.9%
Accommodation	7	0.5%	189	1.1%
Food Services & Drinking Places	72	5.0%	1,367	7.8%
Other Services (except Public Administration)	175	12.1%	1,055	6.0%
Automotive Repair & Maintenance	45	3.1%	278	1.6%
Public Administration	13	0.9%	247	1.4%
Unclassified Establishments	63	4.4%	56	0.3%
Total	1,441	100.0%	17,517	100.0%

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

Retail MarketPlace Profile

Miami Township
Geography: County Subdivision

Prepared by Esri

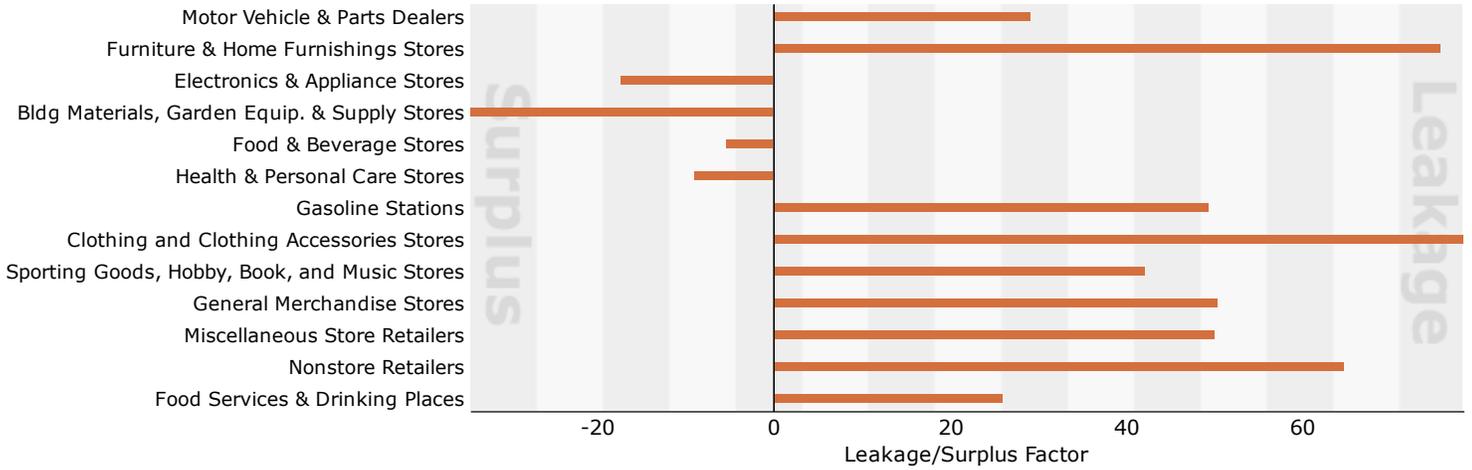
Summary Demographics						
2016 Population						42,325
2016 Households						15,408
2016 Median Disposable Income						\$63,441
2016 Per Capita Income						\$38,320
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$850,950,475	\$597,951,090	\$252,999,385	17.5	239
Total Retail Trade	44-45	\$771,807,457	\$551,498,866	\$220,308,591	16.6	168
Total Food & Drink	722	\$79,143,018	\$46,452,224	\$32,690,794	26.0	71
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$176,464,247	\$96,735,348	\$79,728,899	29.2	19
Automobile Dealers	4411	\$143,362,162	\$53,826,020	\$89,536,142	45.4	7
Other Motor Vehicle Dealers	4412	\$20,094,922	\$34,704,454	-\$14,609,532	-26.7	2
Auto Parts, Accessories & Tire Stores	4413	\$13,007,163	\$8,204,874	\$4,802,289	22.6	10
Furniture & Home Furnishings Stores	442	\$21,064,019	\$2,919,040	\$18,144,979	75.7	6
Furniture Stores	4421	\$13,712,506	\$725,371	\$12,987,135	90.0	2
Home Furnishings Stores	4422	\$7,351,513	\$2,193,669	\$5,157,844	54.0	4
Electronics & Appliance Stores	443	\$43,418,592	\$61,745,028	-\$18,326,436	-17.4	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$38,270,903	\$78,428,723	-\$40,157,820	-34.4	22
Bldg Material & Supplies Dealers	4441	\$33,053,361	\$75,586,764	-\$42,533,403	-39.2	17
Lawn & Garden Equip & Supply Stores	4442	\$5,217,542	\$2,841,959	\$2,375,583	29.5	5
Food & Beverage Stores	445	\$135,589,091	\$150,962,694	-\$15,373,603	-5.4	26
Grocery Stores	4451	\$125,027,364	\$146,108,027	-\$21,080,663	-7.8	18
Specialty Food Stores	4452	\$6,564,998	\$2,078,180	\$4,486,818	51.9	4
Beer, Wine & Liquor Stores	4453	\$3,996,729	\$2,776,487	\$1,220,242	18.0	4
Health & Personal Care Stores	446,4461	\$56,366,683	\$67,522,105	-\$11,155,422	-9.0	17
Gasoline Stations	447,4471	\$52,600,359	\$17,847,901	\$34,752,458	49.3	8
Clothing & Clothing Accessories Stores	448	\$34,590,061	\$4,210,738	\$30,379,323	78.3	11
Clothing Stores	4481	\$21,716,761	\$2,076,021	\$19,640,740	82.5	7
Shoe Stores	4482	\$4,092,216	\$0	\$4,092,216	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$8,781,084	\$2,134,717	\$6,646,367	60.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$25,732,770	\$10,485,113	\$15,247,657	42.1	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,870,302	\$8,079,361	\$12,790,941	44.2	8
Book, Periodical & Music Stores	4512	\$4,862,468	\$2,405,752	\$2,456,716	33.8	2
General Merchandise Stores	452	\$140,645,153	\$46,389,340	\$94,255,813	50.4	9
Department Stores Excluding Leased Depts.	4521	\$111,423,853	\$34,933,147	\$76,490,706	52.3	2
Other General Merchandise Stores	4529	\$29,221,300	\$11,456,193	\$17,765,107	43.7	7
Miscellaneous Store Retailers	453	\$35,433,220	\$11,761,556	\$23,671,664	50.2	20
Florists	4531	\$1,510,485	\$163,827	\$1,346,658	80.4	1
Office Supplies, Stationery & Gift Stores	4532	\$8,503,422	\$1,578,548	\$6,924,874	68.7	4
Used Merchandise Stores	4533	\$5,354,185	\$331,109	\$5,023,076	88.4	4
Other Miscellaneous Store Retailers	4539	\$20,065,128	\$9,688,072	\$10,377,056	34.9	11
Nonstore Retailers	454	\$11,632,359	\$2,491,280	\$9,141,079	64.7	5
Electronic Shopping & Mail-Order Houses	4541	\$6,703,589	\$786,641	\$5,916,948	79.0	2
Vending Machine Operators	4542	\$1,210,818	\$0	\$1,210,818	100.0	0
Direct Selling Establishments	4543	\$3,717,952	\$1,704,639	\$2,013,313	37.1	3
Food Services & Drinking Places	722	\$79,143,018	\$46,452,224	\$32,690,794	26.0	71
Full-Service Restaurants	7221	\$39,587,268	\$13,733,360	\$25,853,908	48.5	32
Limited-Service Eating Places	7222	\$34,960,507	\$27,532,656	\$7,427,851	11.9	30
Special Food Services	7223	\$2,160,312	\$2,362,642	-\$202,330	-4.5	3
Drinking Places - Alcoholic Beverages	7224	\$2,434,931	\$2,823,566	-\$388,635	-7.4	6

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.

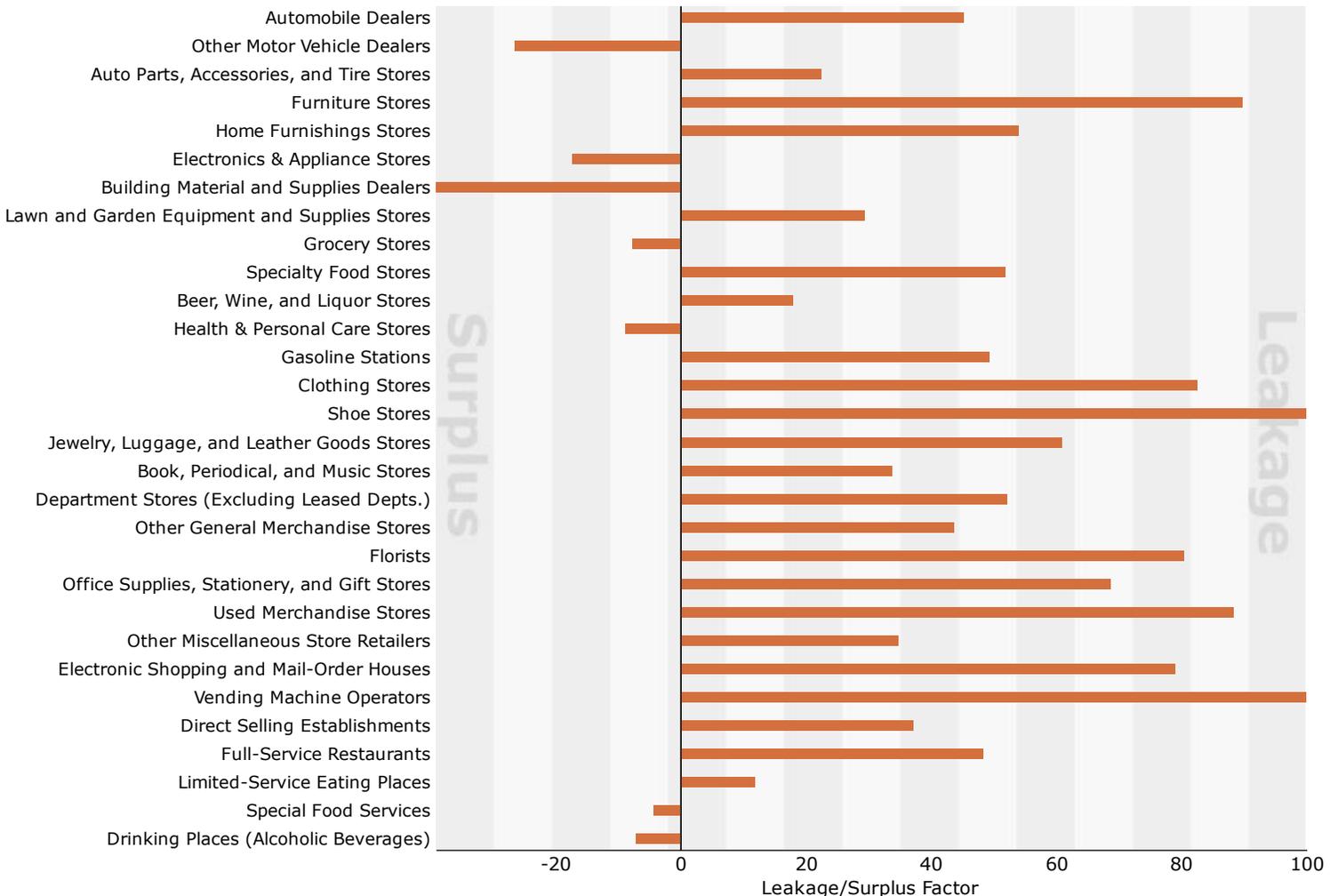
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.

Demographic Summary		2016	2021
Population		42,325	43,681
Population 18+		31,276	32,855
Households		15,408	15,945
Median Household Income		\$84,280	\$95,497

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,982	51.1%	108
Bought any women's clothing in last 12 months	14,892	47.6%	108
Bought clothing for child <13 years in last 6 months	9,511	30.4%	110
Bought any shoes in last 12 months	18,238	58.3%	108
Bought costume jewelry in last 12 months	6,945	22.2%	114
Bought any fine jewelry in last 12 months	6,022	19.3%	105
Bought a watch in last 12 months	3,898	12.5%	113
Automobiles (Households)			
HH owns/leases any vehicle	14,334	93.0%	109
HH bought/leased new vehicle last 12 mo	2,161	14.0%	149
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,014	92.8%	109
Bought/changed motor oil in last 12 months	15,922	50.9%	104
Had tune-up in last 12 months	9,942	31.8%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,115	67.5%	103
Drank regular cola in last 6 months	12,745	40.8%	91
Drank beer/ale in last 6 months	14,326	45.8%	108
Cameras (Adults)			
Own digital point & shoot camera	11,360	36.3%	125
Own digital single-lens reflex (SLR) camera	3,621	11.6%	134
Bought any camera in last 12 months	1,996	6.4%	112
Printed digital photos in last 12 months	1,006	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,679	37.3%	103
Have a smartphone	20,786	66.5%	113
Have a smartphone: Android phone (any brand)	8,335	26.6%	99
Have a smartphone: Apple iPhone	10,563	33.8%	131
Number of cell phones in household: 1	3,466	22.5%	70
Number of cell phones in household: 2	6,305	40.9%	109
Number of cell phones in household: 3+	5,177	33.6%	132
HH has cell phone only (no landline telephone)	5,294	34.4%	82
Computers (Households)			
HH owns a computer	13,335	86.5%	113
HH owns desktop computer	8,423	54.7%	121
HH owns laptop/notebook	9,531	61.9%	114
HH owns any Apple/Mac brand computer	2,949	19.1%	127
HH owns any PC/non-Apple brand computer	11,730	76.1%	112
HH purchased most recent computer in a store	6,746	43.8%	116
HH purchased most recent computer online	2,444	15.9%	121
Spent <\$500 on most recent home computer	2,156	14.0%	96
Spent \$500-\$999 on most recent home computer	3,510	22.8%	119
Spent \$1,000-\$1,499 on most recent home computer	1,874	12.2%	128
Spent \$1,500-\$1,999 on most recent home computer	895	5.8%	127
Spent \$2,000+ on most recent home computer	790	5.1%	131

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

Miami Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,162	54.9%	108
Bought brewed coffee at convenience store in last 30 days	5,081	16.2%	103
Bought cigarettes at convenience store in last 30 days	3,213	10.3%	82
Bought gas at convenience store in last 30 days	10,908	34.9%	106
Spent at convenience store in last 30 days: <\$20	2,884	9.2%	114
Spent at convenience store in last 30 days: \$20-\$39	2,923	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	2,388	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	1,383	4.4%	100
Spent at convenience store in last 30 days: \$100+	7,316	23.4%	102
Entertainment (Adults)			
Attended a movie in last 6 months	20,297	64.9%	109
Went to live theater in last 12 months	4,998	16.0%	123
Went to a bar/night club in last 12 months	5,786	18.5%	111
Dined out in last 12 months	17,223	55.1%	123
Gambled at a casino in last 12 months	4,831	15.4%	113
Visited a theme park in last 12 months	6,574	21.0%	119
Viewed movie (video-on-demand) in last 30 days	6,940	22.2%	131
Viewed TV show (video-on-demand) in last 30 days	5,113	16.3%	127
Watched any pay-per-view TV in last 12 months	4,678	15.0%	114
Downloaded a movie over the Internet in last 30 days	2,304	7.4%	103
Downloaded any individual song in last 6 months	7,618	24.4%	119
Watched a movie online in the last 30 days	4,881	15.6%	98
Watched a TV program online in last 30 days	5,049	16.1%	108
Played a video/electronic game (console) in last 12 months	3,190	10.2%	98
Played a video/electronic game (portable) in last 12 months	1,387	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	13,526	43.2%	139
Used ATM/cash machine in last 12 months	17,794	56.9%	116
Own any stock	3,416	10.9%	143
Own U.S. savings bond	2,251	7.2%	136
Own shares in mutual fund (stock)	3,348	10.7%	148
Own shares in mutual fund (bonds)	2,262	7.2%	149
Have interest checking account	11,265	36.0%	128
Have non-interest checking account	9,947	31.8%	112
Have savings account	19,879	63.6%	118
Have 401K retirement savings plan	6,300	20.1%	139
Own/used any credit/debit card in last 12 months	25,862	82.7%	111
Avg monthly credit card expenditures: <\$111	3,895	12.5%	107
Avg monthly credit card expenditures: \$111-\$225	2,208	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	2,405	7.7%	121
Avg monthly credit card expenditures: \$451-\$700	2,097	6.7%	126
Avg monthly credit card expenditures: \$701-\$1,000	1,797	5.7%	133
Avg monthly credit card expenditures: \$1,001+	4,327	13.8%	153
Did banking online in last 12 months	14,505	46.4%	130
Did banking on mobile device in last 12 months	5,520	17.6%	126
Paid bills online in last 12 months	16,473	52.7%	122

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Retail Market Potential

Miami Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,376	73.8%	106
Used bread in last 6 months	14,666	95.2%	101
Used chicken (fresh or frozen) in last 6 months	11,232	72.9%	106
Used turkey (fresh or frozen) in last 6 months	2,775	18.0%	114
Used fish/seafood (fresh or frozen) in last 6 months	8,830	57.3%	105
Used fresh fruit/vegetables in last 6 months	13,686	88.8%	104
Used fresh milk in last 6 months	13,956	90.6%	103
Used organic food in last 6 months	3,116	20.2%	103
Health (Adults)			
Exercise at home 2+ times per week	10,493	33.5%	118
Exercise at club 2+ times per week	5,337	17.1%	131
Visited a doctor in last 12 months	25,369	81.1%	107
Used vitamin/dietary supplement in last 6 months	18,073	57.8%	109
Home (Households)			
Any home improvement in last 12 months	5,318	34.5%	129
Used housekeeper/maid/professional HH cleaning service in last 12	2,568	16.7%	127
Purchased low ticket HH furnishings in last 12 months	2,830	18.4%	114
Purchased big ticket HH furnishings in last 12 months	3,618	23.5%	112
Bought any small kitchen appliance in last 12 months	3,731	24.2%	109
Bought any large kitchen appliance in last 12 months	2,384	15.5%	122
Insurance (Adults/Households)			
Currently carry life insurance	16,235	51.9%	122
Carry medical/hospital/accident insurance	22,526	72.0%	110
Carry homeowner insurance	19,096	61.1%	130
Carry renter's insurance	2,380	7.6%	93
Have auto insurance: 1 vehicle in household covered	3,554	23.1%	75
Have auto insurance: 2 vehicles in household covered	5,335	34.6%	122
Have auto insurance: 3+ vehicles in household covered	4,759	30.9%	141
Pets (Households)			
Household owns any pet	9,411	61.1%	114
Household owns any cat	3,738	24.3%	108
Household owns any dog	7,286	47.3%	116
Psychographics (Adults)			
Buying American is important to me	13,770	44.0%	104
Usually buy items on credit rather than wait	3,623	11.6%	99
Usually buy based on quality - not price	5,525	17.7%	98
Price is usually more important than brand name	7,872	25.2%	96
Usually use coupons for brands I buy often	5,960	19.1%	101
Am interested in how to help the environment	4,533	14.5%	89
Usually pay more for environ safe product	3,636	11.6%	91
Usually value green products over convenience	2,673	8.5%	81
Likely to buy a brand that supports a charity	10,642	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	5,546	17.7%	134
Bought hardcover book in last 12 months	7,472	23.9%	114
Bought paperback book in last 12 month	11,322	36.2%	115
Read any daily newspaper (paper version)	8,628	27.6%	105
Read any digital newspaper in last 30 days	12,376	39.6%	119
Read any magazine (paper/electronic version) in last 6 months	29,313	93.7%	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	25,704	82.2%	110
Went to family restaurant/steak house: 4+ times a month	9,899	31.7%	115
Went to fast food/drive-in restaurant in last 6 months	28,868	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,226	42.3%	107
Fast food/drive-in last 6 months: eat in	12,726	40.7%	112
Fast food/drive-in last 6 months: home delivery	2,451	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	16,536	52.9%	114
Fast food/drive-in last 6 months: take-out/walk-in	6,627	21.2%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,543	40.1%	126
Own e-reader/tablet: iPad	6,624	21.2%	138
Own any portable MP3 player	11,834	37.8%	123
HH owns 1 TV	2,237	14.5%	71
HH owns 2 TVs	3,758	24.4%	94
HH owns 3 TVs	3,742	24.3%	114
HH owns 4+ TVs	3,991	25.9%	137
HH subscribes to cable TV	7,802	50.6%	102
HH subscribes to fiber optic	1,627	10.6%	139
HH has satellite dish	4,175	27.1%	107
HH owns DVD/Blu-ray player	10,299	66.8%	110
HH owns camcorder	2,928	19.0%	136
HH owns portable GPS navigation device	5,618	36.5%	133
HH purchased video game system in last 12 mos	1,200	7.8%	98
HH owns Internet video device for TV	1,395	9.1%	128
Travel (Adults)			
Domestic travel in last 12 months	19,475	62.3%	124
Took 3+ domestic non-business trips in last 12 months	4,561	14.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	3,596	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,338	7.5%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,511	4.8%	135
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,881	6.0%	154
Spent on domestic vacations in last 12 months: \$3,000+	2,593	8.3%	150
Domestic travel in the 12 months: used general travel website	2,733	8.7%	129
Foreign travel in last 3 years	9,662	30.9%	128
Took 3+ foreign trips by plane in last 3 years	1,777	5.7%	126
Spent on foreign vacations in last 12 months: <\$1,000	1,677	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,198	3.8%	117
Spent on foreign vacations in last 12 months: \$3,000+	2,201	7.0%	142
Foreign travel in last 3 years: used general travel website	2,249	7.2%	129
Nights spent in hotel/motel in last 12 months: any	16,216	51.8%	128
Took cruise of more than one day in last 3 years	3,665	11.7%	140
Member of any frequent flyer program	7,691	24.6%	151
Member of any hotel rewards program	6,842	21.9%	155

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