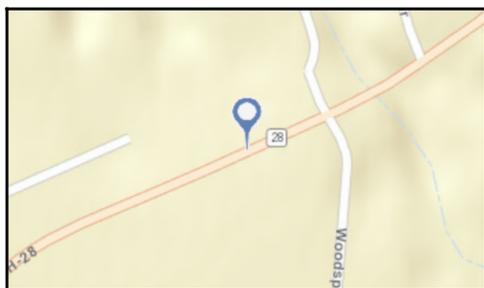
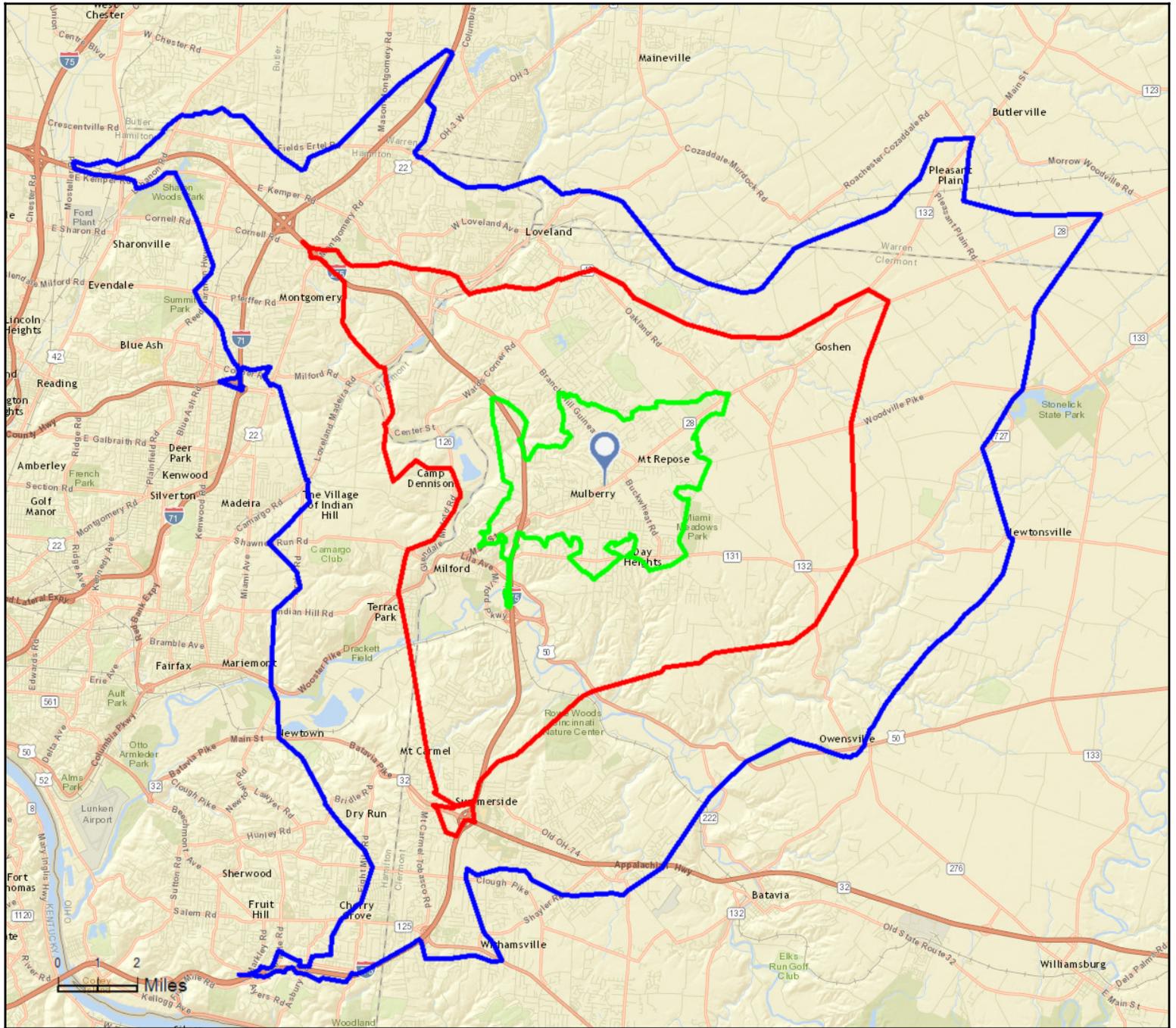


Site Map

Mulberry Area/Mt. Repose
 1079 STHY 28, Milford, OH, 45150
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.19613
 Longitude: -84.23298



Market Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	17,772	67,973	160,201
2010 Total Population	18,881	75,050	169,757
2016 Total Population	19,402	77,839	175,352
2016 Group Quarters	281	688	1,540
2021 Total Population	19,908	80,331	180,197
2016-2021 Annual Rate	0.52%	0.63%	0.55%
Household Summary			
2000 Households	6,578	24,714	59,909
2000 Average Household Size	2.65	2.73	2.65
2010 Households	7,256	27,719	65,017
2010 Average Household Size	2.56	2.68	2.59
2016 Households	7,509	28,898	67,570
2016 Average Household Size	2.55	2.67	2.57
2021 Households	7,733	29,905	69,666
2021 Average Household Size	2.54	2.66	2.56
2016-2021 Annual Rate	0.59%	0.69%	0.61%
2010 Families	5,215	20,555	46,586
2010 Average Family Size	3.02	3.13	3.06
2016 Families	5,337	21,228	47,853
2016 Average Family Size	3.02	3.12	3.06
2021 Families	5,467	21,861	49,042
2021 Average Family Size	3.01	3.12	3.06
2016-2021 Annual Rate	0.48%	0.59%	0.49%
Housing Unit Summary			
2000 Housing Units	6,782	25,570	62,284
Owner Occupied Housing Units	77.8%	77.7%	73.6%
Renter Occupied Housing Units	19.2%	18.9%	22.6%
Vacant Housing Units	3.0%	3.3%	3.8%
2010 Housing Units	7,820	29,488	69,542
Owner Occupied Housing Units	70.9%	75.0%	70.4%
Renter Occupied Housing Units	21.9%	19.0%	23.1%
Vacant Housing Units	7.2%	6.0%	6.5%
2016 Housing Units	8,145	30,791	72,180
Owner Occupied Housing Units	67.8%	72.8%	68.0%
Renter Occupied Housing Units	24.3%	21.0%	25.6%
Vacant Housing Units	7.8%	6.1%	6.4%
2021 Housing Units	8,430	31,994	74,552
Owner Occupied Housing Units	67.1%	72.4%	67.6%
Renter Occupied Housing Units	24.6%	21.1%	25.8%
Vacant Housing Units	8.3%	6.5%	6.6%
Median Household Income			
2016	\$62,588	\$75,398	\$73,408
2021	\$71,582	\$83,243	\$81,716
Median Home Value			
2016	\$172,244	\$206,910	\$211,421
2021	\$199,719	\$229,062	\$232,238
Per Capita Income			
2016	\$31,712	\$36,909	\$38,491
2021	\$35,025	\$40,187	\$42,010
Median Age			
2010	38.9	39.5	39.8
2016	40.0	40.5	40.7
2021	40.4	41.4	41.5

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

Mulberry Area/Mt. Repose
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	5 minutes	10 minutes	15 minutes
2016 Households by Income			
Household Income Base	7,509	28,898	67,570
<\$15,000	7.5%	7.1%	7.0%
\$15,000 - \$24,999	8.5%	7.0%	6.9%
\$25,000 - \$34,999	10.6%	8.8%	8.6%
\$35,000 - \$49,999	13.0%	10.9%	11.2%
\$50,000 - \$74,999	17.5%	15.9%	17.2%
\$75,000 - \$99,999	13.4%	13.3%	13.4%
\$100,000 - \$149,999	16.5%	18.5%	17.5%
\$150,000 - \$199,999	8.2%	9.7%	8.9%
\$200,000+	4.8%	8.7%	9.5%
Average Household Income	\$81,938	\$98,258	\$99,491
2021 Households by Income			
Household Income Base	7,733	29,905	69,666
<\$15,000	7.1%	6.7%	6.5%
\$15,000 - \$24,999	7.8%	6.3%	6.2%
\$25,000 - \$34,999	9.9%	8.4%	8.2%
\$35,000 - \$49,999	8.4%	6.2%	6.2%
\$50,000 - \$74,999	18.8%	16.7%	18.1%
\$75,000 - \$99,999	13.6%	14.1%	14.5%
\$100,000 - \$149,999	19.4%	21.2%	20.0%
\$150,000 - \$199,999	10.0%	11.2%	10.3%
\$200,000+	5.1%	9.1%	9.9%
Average Household Income	\$90,234	\$106,749	\$108,329
2016 Owner Occupied Housing Units by Value			
Total	5,526	22,416	49,075
<\$50,000	7.8%	7.5%	5.3%
\$50,000 - \$99,999	10.5%	7.2%	7.8%
\$100,000 - \$149,999	22.5%	17.1%	17.2%
\$150,000 - \$199,999	20.8%	16.4%	16.6%
\$200,000 - \$249,999	14.8%	14.2%	13.8%
\$250,000 - \$299,999	9.9%	10.5%	10.2%
\$300,000 - \$399,999	8.5%	13.2%	13.3%
\$400,000 - \$499,999	1.7%	6.8%	6.9%
\$500,000 - \$749,999	2.8%	5.0%	5.7%
\$750,000 - \$999,999	0.4%	1.2%	1.8%
\$1,000,000 +	0.5%	1.0%	1.5%
Average Home Value	\$198,869	\$249,687	\$264,475
2021 Owner Occupied Housing Units by Value			
Total	5,659	23,157	50,416
<\$50,000	4.8%	5.1%	3.2%
\$50,000 - \$99,999	5.9%	4.1%	4.2%
\$100,000 - \$149,999	14.3%	10.7%	10.6%
\$150,000 - \$199,999	25.2%	19.0%	20.0%
\$200,000 - \$249,999	20.7%	19.1%	18.6%
\$250,000 - \$299,999	13.5%	13.9%	13.5%
\$300,000 - \$399,999	9.9%	13.6%	13.4%
\$400,000 - \$499,999	1.9%	7.1%	7.2%
\$500,000 - \$749,999	2.9%	5.1%	5.9%
\$750,000 - \$999,999	0.4%	1.4%	2.0%
\$1,000,000 +	0.5%	0.9%	1.4%
Average Home Value	\$222,244	\$267,048	\$282,229

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

Mulberry Area/Mt. Repose
 1079 STHY 28, Milford, OH, 45150
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.19613
 Longitude: -84.23298

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	18,880	75,048	169,758
0 - 4	7.3%	6.6%	6.4%
5 - 9	7.5%	7.8%	7.3%
10 - 14	7.3%	8.0%	7.5%
15 - 24	11.5%	11.5%	12.0%
25 - 34	11.2%	10.3%	10.9%
35 - 44	14.1%	14.4%	13.6%
45 - 54	15.5%	16.7%	16.6%
55 - 64	12.2%	12.7%	13.0%
65 - 74	7.2%	6.8%	6.9%
75 - 84	4.4%	3.8%	4.0%
85 +	1.7%	1.5%	1.7%
18 +	73.6%	72.9%	74.2%
2016 Population by Age			
Total	19,402	77,839	175,352
0 - 4	6.9%	6.1%	5.9%
5 - 9	7.2%	6.9%	6.6%
10 - 14	7.1%	7.8%	7.3%
15 - 24	11.4%	11.8%	12.0%
25 - 34	11.3%	10.7%	11.5%
35 - 44	12.8%	12.6%	12.3%
45 - 54	14.2%	15.2%	14.8%
55 - 64	13.2%	14.2%	14.5%
65 - 74	9.3%	8.9%	9.0%
75 - 84	4.7%	4.0%	4.2%
85 +	1.9%	1.7%	1.9%
18 +	75.0%	74.9%	76.1%
2021 Population by Age			
Total	19,909	80,330	180,197
0 - 4	6.6%	5.9%	5.8%
5 - 9	7.0%	6.5%	6.2%
10 - 14	7.0%	7.1%	6.8%
15 - 24	11.0%	11.2%	11.4%
25 - 34	11.5%	11.2%	11.8%
35 - 44	12.7%	12.5%	12.5%
45 - 54	12.7%	13.5%	13.1%
55 - 64	13.2%	14.6%	14.5%
65 - 74	10.7%	10.6%	10.9%
75 - 84	5.4%	4.9%	5.1%
85 +	2.1%	1.9%	2.0%
18 +	75.5%	76.2%	77.2%
2010 Population by Sex			
Males	9,176	36,809	82,983
Females	9,705	38,241	86,774
2016 Population by Sex			
Males	9,471	38,222	85,860
Females	9,931	39,617	89,493
2021 Population by Sex			
Males	9,767	39,494	88,280
Females	10,141	40,837	91,918

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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	18,881	75,051	169,757
White Alone	94.4%	95.0%	92.3%
Black Alone	1.9%	1.4%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.4%	1.6%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.4%	0.7%
Two or More Races	1.6%	1.4%	1.6%
Hispanic Origin	1.9%	1.7%	2.2%
Diversity Index	14.3	12.9	18.3
2016 Population by Race/Ethnicity			
Total	19,403	77,840	175,354
White Alone	92.8%	93.7%	90.9%
Black Alone	2.6%	1.8%	2.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	2.0%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	0.5%	0.9%
Two or More Races	2.0%	1.7%	1.9%
Hispanic Origin	2.5%	2.3%	2.8%
Diversity Index	18.0	16.0	21.7
2021 Population by Race/Ethnicity			
Total	19,909	80,332	180,199
White Alone	91.4%	92.5%	89.5%
Black Alone	3.1%	2.2%	3.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	2.4%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.6%	1.0%
Two or More Races	2.4%	2.0%	2.3%
Hispanic Origin	3.1%	2.8%	3.4%
Diversity Index	21.3	18.9	24.9
2010 Population by Relationship and Household Type			
Total	18,881	75,050	169,757
In Households	98.5%	99.1%	99.1%
In Family Households	85.3%	87.4%	85.9%
Householder	27.5%	27.5%	27.4%
Spouse	21.2%	22.4%	22.1%
Child	32.7%	33.7%	32.4%
Other relative	2.2%	2.1%	2.2%
Nonrelative	1.8%	1.7%	1.8%
In Nonfamily Households	13.2%	11.7%	13.3%
In Group Quarters	1.5%	0.9%	0.9%
Institutionalized Population	1.5%	0.4%	0.6%
Noninstitutionalized Population	0.0%	0.5%	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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2016 Population 25+ by Educational Attainment			
Total	13,092	52,433	119,602
Less than 9th Grade	2.0%	1.8%	1.7%
9th - 12th Grade, No Diploma	6.7%	5.8%	5.1%
High School Graduate	24.8%	23.7%	22.4%
GED/Alternative Credential	2.7%	2.7%	2.8%
Some College, No Degree	17.5%	17.7%	17.3%
Associate Degree	10.5%	8.2%	8.3%
Bachelor's Degree	23.5%	25.8%	26.5%
Graduate/Professional Degree	12.2%	14.5%	16.0%
2016 Population 15+ by Marital Status			
Total	15,303	61,644	140,662
Never Married	26.9%	25.0%	26.4%
Married	55.6%	59.8%	58.0%
Widowed	6.4%	5.4%	5.4%
Divorced	11.2%	9.8%	10.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.6%	96.6%
Civilian Unemployed	3.5%	3.4%	3.4%
2016 Employed Population 16+ by Industry			
Total	9,515	38,995	89,475
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	3.2%	4.8%	4.9%
Manufacturing	14.5%	15.4%	14.7%
Wholesale Trade	2.7%	3.6%	3.2%
Retail Trade	13.0%	12.2%	12.4%
Transportation/Utilities	2.4%	3.5%	3.8%
Information	1.6%	1.5%	1.5%
Finance/Insurance/Real Estate	9.3%	8.6%	8.7%
Services	50.2%	47.4%	48.3%
Public Administration	2.9%	2.6%	2.4%
2016 Employed Population 16+ by Occupation			
Total	9,515	38,996	89,476
White Collar	65.3%	67.9%	68.8%
Management/Business/Financial	16.1%	19.3%	19.0%
Professional	21.8%	23.5%	25.2%
Sales	11.8%	12.4%	12.0%
Administrative Support	15.6%	12.7%	12.6%
Services	17.7%	14.4%	13.9%
Blue Collar	17.0%	17.7%	17.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	3.5%	3.6%
Installation/Maintenance/Repair	2.3%	2.4%	2.8%
Production	6.5%	6.2%	5.7%
Transportation/Material Moving	5.1%	5.4%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	18,881	75,050	169,757
Population Inside Urbanized Area	99.4%	94.5%	92.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	5.5%	7.9%

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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	7,255	27,720	65,017
Households with 1 Person	23.1%	21.2%	23.1%
Households with 2+ People	76.9%	78.8%	76.9%
Family Households	71.9%	74.2%	71.7%
Husband-wife Families	55.6%	60.3%	57.6%
With Related Children	25.4%	28.9%	26.6%
Other Family (No Spouse Present)	16.3%	13.9%	14.1%
Other Family with Male Householder	4.2%	4.1%	4.1%
With Related Children	2.7%	2.6%	2.5%
Other Family with Female Householder	12.1%	9.7%	10.0%
With Related Children	8.6%	6.3%	6.4%
Nonfamily Households	5.0%	4.7%	5.2%
All Households with Children	37.2%	38.3%	35.9%
Multigenerational Households	3.2%	3.1%	2.9%
Unmarried Partner Households	6.2%	5.9%	6.0%
Male-female	5.5%	5.2%	5.4%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	7,255	27,720	65,016
1 Person Household	23.1%	21.2%	23.1%
2 Person Household	34.5%	34.0%	34.7%
3 Person Household	17.2%	16.9%	16.8%
4 Person Household	15.6%	16.9%	15.5%
5 Person Household	6.7%	7.6%	6.8%
6 Person Household	2.1%	2.5%	2.2%
7 + Person Household	0.8%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	7,256	27,719	65,017
Owner Occupied	76.4%	79.8%	75.3%
Owned with a Mortgage/Loan	59.4%	62.2%	58.2%
Owned Free and Clear	17.1%	17.6%	17.2%
Renter Occupied	23.6%	20.2%	24.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,820	29,488	69,542
Housing Units Inside Urbanized Area	99.3%	94.4%	92.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	5.6%	7.6%

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

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1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Professional Pride (1B)	Savvy Suburbanites (1D)
2.	Comfortable Empty Nesters	Comfortable Empty Nesters	Professional Pride (1B)
3.	Old and Newcomers (8F)	Middleburg (4C)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$15,819,992	\$72,648,271	\$172,762,506
Average Spent	\$2,106.80	\$2,513.95	\$2,556.79
Spending Potential Index	105	125	127
Education: Total \$	\$10,982,969	\$52,808,462	\$126,123,812
Average Spent	\$1,462.64	\$1,827.41	\$1,866.57
Spending Potential Index	103	129	132
Entertainment/Recreation: Total \$	\$23,217,876	\$106,671,888	\$252,411,519
Average Spent	\$3,092.01	\$3,691.32	\$3,735.56
Spending Potential Index	106	127	128
Food at Home: Total \$	\$38,812,029	\$176,866,344	\$421,709,313
Average Spent	\$5,168.73	\$6,120.37	\$6,241.07
Spending Potential Index	104	123	125
Food Away from Home: Total \$	\$24,553,228	\$112,041,501	\$266,245,319
Average Spent	\$3,269.84	\$3,877.14	\$3,940.29
Spending Potential Index	106	125	127
Health Care: Total \$	\$42,271,865	\$193,831,853	\$458,238,023
Average Spent	\$5,629.49	\$6,707.45	\$6,781.68
Spending Potential Index	106	127	128
HH Furnishings & Equipment: Total \$	\$14,220,893	\$65,222,171	\$154,319,817
Average Spent	\$1,893.85	\$2,256.98	\$2,283.85
Spending Potential Index	107	128	129
Personal Care Products & Services: Total \$	\$5,815,671	\$26,751,424	\$63,511,078
Average Spent	\$774.49	\$925.72	\$939.93
Spending Potential Index	106	126	128
Shelter: Total \$	\$122,500,354	\$560,920,708	\$1,340,865,621
Average Spent	\$16,313.80	\$19,410.36	\$19,844.10
Spending Potential Index	105	125	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,834,796	\$86,917,477	\$205,367,964
Average Spent	\$2,508.30	\$3,007.73	\$3,039.34
Spending Potential Index	108	130	131
Travel: Total \$	\$15,133,109	\$70,711,097	\$166,791,121
Average Spent	\$2,015.33	\$2,446.92	\$2,468.42
Spending Potential Index	108	131	133
Vehicle Maintenance & Repairs: Total \$	\$8,193,375	\$37,548,553	\$89,113,414
Average Spent	\$1,091.14	\$1,299.35	\$1,318.83
Spending Potential Index	105	126	127

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.



Business Summary

Mulberry Area/Mt. Repose
 1079 STHY 28, Milford, OH, 45150
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.19613
 Longitude: -84.23298

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses:	710	2,605	8,103
Total Employees:	7,428	28,308	121,888
Total Residential Population:	19,402	77,839	175,352
Employee/Residential Population Ratio:	0.38:1	0.36:1	0.7:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	23	3.2%	156	2.1%	100	3.8%	545	1.9%	224	2.8%	1,496	1.2%
Construction	69	9.7%	404	5.4%	293	11.2%	1,950	6.9%	701	8.7%	5,420	4.4%
Manufacturing	18	2.5%	94	1.3%	103	4.0%	2,662	9.4%	339	4.2%	11,303	9.3%
Transportation	15	2.1%	93	1.3%	61	2.3%	566	2.0%	175	2.2%	1,651	1.4%
Communication	5	0.7%	20	0.3%	14	0.5%	132	0.5%	54	0.7%	1,613	1.3%
Utility	3	0.4%	11	0.1%	10	0.4%	99	0.3%	19	0.2%	149	0.1%
Wholesale Trade	19	2.7%	102	1.4%	89	3.4%	1,194	4.2%	344	4.2%	6,367	5.2%
Retail Trade Summary	161	22.7%	2,853	38.4%	530	20.3%	8,327	29.4%	1,680	20.7%	29,526	24.2%
Home Improvement	13	1.8%	374	5.0%	38	1.5%	759	2.7%	116	1.4%	2,402	2.0%
General Merchandise Stores	6	0.8%	226	3.0%	19	0.7%	876	3.1%	58	0.7%	3,220	2.6%
Food Stores	18	2.5%	550	7.4%	61	2.3%	1,237	4.4%	164	2.0%	3,118	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	18	2.5%	225	3.0%	53	2.0%	651	2.3%	178	2.2%	2,968	2.4%
Apparel & Accessory Stores	1	0.1%	3	0.0%	19	0.7%	100	0.4%	80	1.0%	661	0.5%
Furniture & Home Furnishings	9	1.3%	78	1.1%	51	2.0%	685	2.4%	206	2.5%	2,440	2.0%
Eating & Drinking Places	49	6.9%	966	13.0%	143	5.5%	2,945	10.4%	445	5.5%	9,568	7.8%
Miscellaneous Retail	46	6.5%	431	5.8%	147	5.6%	1,075	3.8%	433	5.3%	5,149	4.2%
Finance, Insurance, Real Estate Summary	100	14.1%	379	5.1%	310	11.9%	1,285	4.5%	1,042	12.9%	8,938	7.3%
Banks, Savings & Lending Institutions	48	6.8%	126	1.7%	128	4.9%	299	1.1%	383	4.7%	2,770	2.3%
Securities Brokers	5	0.7%	14	0.2%	22	0.8%	121	0.4%	109	1.3%	714	0.6%
Insurance Carriers & Agents	18	2.5%	70	0.9%	58	2.2%	329	1.2%	207	2.6%	2,375	1.9%
Real Estate, Holding, Other Investment Offices	29	4.1%	168	2.3%	103	4.0%	536	1.9%	344	4.2%	3,080	2.5%
Services Summary	261	36.8%	3,009	40.5%	922	35.4%	10,615	37.5%	2,976	36.7%	51,993	42.7%
Hotels & Lodging	2	0.3%	16	0.2%	10	0.4%	251	0.9%	41	0.5%	990	0.8%
Automotive Services	31	4.4%	232	3.1%	98	3.8%	493	1.7%	236	2.9%	1,433	1.2%
Motion Pictures & Amusements	24	3.4%	203	2.7%	80	3.1%	745	2.6%	212	2.6%	2,721	2.2%
Health Services	35	4.9%	684	9.2%	96	3.7%	1,765	6.2%	473	5.8%	10,829	8.9%
Legal Services	4	0.6%	9	0.1%	16	0.6%	128	0.5%	89	1.1%	554	0.5%
Education Institutions & Libraries	15	2.1%	766	10.3%	45	1.7%	1,850	6.5%	146	1.8%	6,342	5.2%
Other Services	151	21.3%	1,098	14.8%	577	22.1%	5,383	19.0%	1,778	21.9%	29,122	23.9%
Government	14	2.0%	304	4.1%	51	2.0%	812	2.9%	142	1.8%	2,826	2.3%
Unclassified Establishments	23	3.2%	3	0.0%	121	4.6%	120	0.4%	406	5.0%	607	0.5%
Totals	710	100.0%	7,428	100.0%	2,605	100.0%	28,308	100.0%	8,103	100.0%	121,888	100.0%

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Business Summary

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

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	1	0.1%	4	0.1%	7	0.3%	28	0.1%	16	0.2%	60	0.0%
Mining	0	0.0%	0	0.0%	3	0.1%	26	0.1%	6	0.1%	56	0.0%
Utilities	2	0.3%	7	0.1%	5	0.2%	35	0.1%	10	0.1%	59	0.0%
Construction	73	10.3%	441	5.9%	308	11.8%	2,028	7.2%	741	9.1%	5,682	4.7%
Manufacturing	21	3.0%	161	2.2%	113	4.3%	2,636	9.3%	359	4.4%	11,118	9.1%
Wholesale Trade	17	2.4%	97	1.3%	86	3.3%	1,182	4.2%	331	4.1%	6,285	5.2%
Retail Trade	106	14.9%	1,805	24.3%	364	14.0%	5,175	18.3%	1,182	14.6%	19,503	16.0%
Motor Vehicle & Parts Dealers	17	2.4%	217	2.9%	39	1.5%	574	2.0%	136	1.7%	2,787	2.3%
Furniture & Home Furnishings Stores	5	0.7%	12	0.2%	12	0.5%	60	0.2%	70	0.9%	600	0.5%
Electronics & Appliance Stores	5	0.7%	18	0.2%	33	1.3%	523	1.8%	126	1.6%	1,717	1.4%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.7%	369	5.0%	34	1.3%	749	2.6%	112	1.4%	2,392	2.0%
Food & Beverage Stores	12	1.7%	515	6.9%	47	1.8%	1,144	4.0%	130	1.6%	2,874	2.4%
Health & Personal Care Stores	13	1.8%	264	3.6%	38	1.5%	528	1.9%	109	1.3%	1,284	1.1%
Gasoline Stations	2	0.3%	8	0.1%	14	0.5%	77	0.3%	42	0.5%	181	0.1%
Clothing & Clothing Accessories Stores	5	0.7%	16	0.2%	31	1.2%	153	0.5%	118	1.5%	866	0.7%
Sport Goods, Hobby, Book, & Music Stores	10	1.4%	84	1.1%	28	1.1%	175	0.6%	73	0.9%	637	0.5%
General Merchandise Stores	6	0.8%	226	3.0%	19	0.7%	876	3.1%	58	0.7%	3,220	2.6%
Miscellaneous Store Retailers	17	2.4%	57	0.8%	59	2.3%	266	0.9%	176	2.2%	2,785	2.3%
Nonstore Retailers	3	0.4%	20	0.3%	10	0.4%	50	0.2%	31	0.4%	160	0.1%
Transportation & Warehousing	11	1.5%	94	1.3%	52	2.0%	487	1.7%	138	1.7%	1,322	1.1%
Information	6	0.8%	27	0.4%	36	1.4%	1,186	4.2%	131	1.6%	3,861	3.2%
Finance & Insurance	71	10.0%	210	2.8%	209	8.0%	755	2.7%	704	8.7%	5,963	4.9%
Central Bank/Credit Intermediation & Related Activities	48	6.8%	126	1.7%	129	5.0%	304	1.1%	384	4.7%	2,775	2.3%
Securities, Commodity Contracts & Other Financial	5	0.7%	14	0.2%	22	0.8%	121	0.4%	111	1.4%	757	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	18	2.5%	70	0.9%	58	2.2%	329	1.2%	209	2.6%	2,430	2.0%
Real Estate, Rental & Leasing	44	6.2%	210	2.8%	130	5.0%	579	2.0%	407	5.0%	3,021	2.5%
Professional, Scientific & Tech Services	51	7.2%	357	4.8%	243	9.3%	2,202	7.8%	845	10.4%	16,233	13.3%
Legal Services	4	0.6%	9	0.1%	20	0.8%	167	0.6%	109	1.3%	681	0.6%
Management of Companies & Enterprises	1	0.1%	1	0.0%	4	0.2%	9	0.0%	11	0.1%	149	0.1%
Administrative & Support & Waste Management & Remediation	36	5.1%	190	2.6%	146	5.6%	1,083	3.8%	417	5.1%	6,615	5.4%
Educational Services	21	3.0%	808	10.9%	57	2.2%	2,113	7.5%	188	2.3%	7,193	5.9%
Health Care & Social Assistance	43	6.1%	908	12.2%	125	4.8%	2,320	8.2%	592	7.3%	13,321	10.9%
Arts, Entertainment & Recreation	18	2.5%	177	2.4%	56	2.1%	613	2.2%	148	1.8%	2,159	1.8%
Accommodation & Food Services	53	7.5%	1,001	13.5%	159	6.1%	3,231	11.4%	500	6.2%	10,687	8.8%
Accommodation	2	0.3%	16	0.2%	10	0.4%	251	0.9%	41	0.5%	990	0.8%
Food Services & Drinking Places	52	7.3%	985	13.3%	149	5.7%	2,980	10.5%	459	5.7%	9,697	8.0%
Other Services (except Public Administration)	99	13.9%	623	8.4%	332	12.7%	1,688	6.0%	828	10.2%	5,167	4.2%
Automotive Repair & Maintenance	24	3.4%	197	2.7%	78	3.0%	404	1.4%	177	2.2%	1,112	0.9%
Public Administration	14	2.0%	304	4.1%	51	2.0%	812	2.9%	142	1.8%	2,826	2.3%
Unclassified Establishments	23	3.2%	3	0.0%	121	4.6%	120	0.4%	406	5.0%	607	0.5%
Total	710	100.0%	7,428	100.0%	2,605	100.0%	28,308	100.0%	8,103	100.0%	121,888	100.0%

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Retail MarketPlace Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Summary Demographics

2016 Population	19,402
2016 Households	7,509
2016 Median Disposable Income	\$51,441
2016 Per Capita Income	\$31,712

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	\$321,895,880	\$379,372,137	-\$57,476,257	-8.2	163
Total Retail Trade	44-45	\$292,357,088	\$341,480,579	-\$49,123,491	-7.8	107
Total Food & Drink	722	\$29,538,791	\$37,891,557	-\$8,352,766	-12.4	55

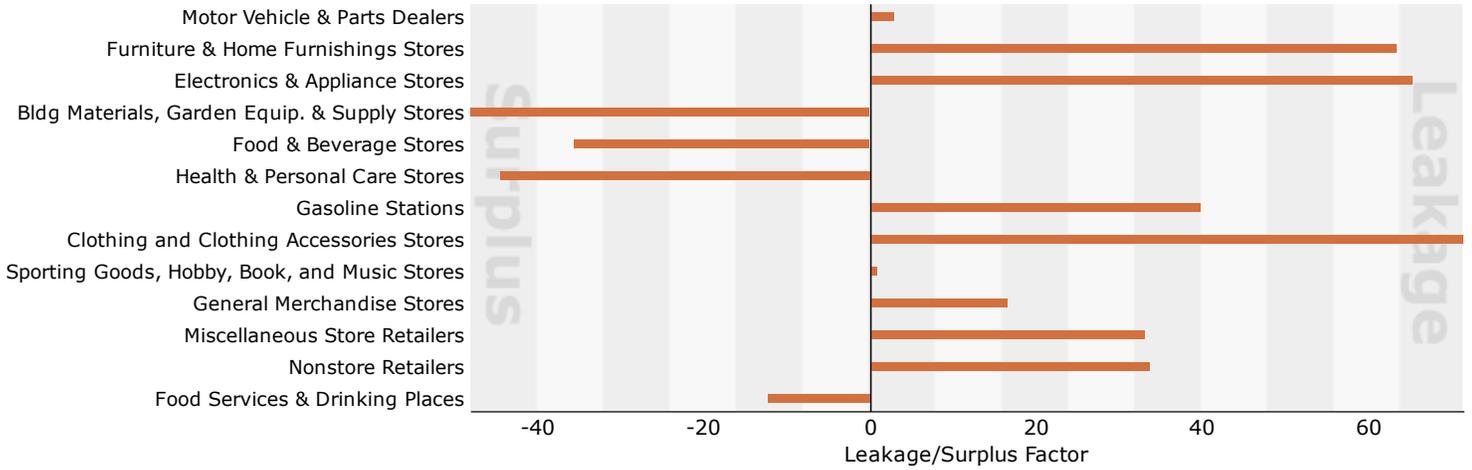
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$66,985,781	\$63,221,624	\$3,764,157	2.9	17
Automobile Dealers	4411	\$54,684,045	\$53,723,279	\$960,766	0.9	6
Other Motor Vehicle Dealers	4412	\$7,419,790	\$542,915	\$6,876,875	86.4	1
Auto Parts, Accessories & Tire Stores	4413	\$4,881,946	\$8,955,430	-\$4,073,484	-29.4	10
Furniture & Home Furnishings Stores	442	\$7,890,252	\$1,754,514	\$6,135,738	63.6	4
Furniture Stores	4421	\$5,135,933	\$1,041,258	\$4,094,675	66.3	3
Home Furnishings Stores	4422	\$2,754,319	\$713,256	\$2,041,063	58.9	2
Electronics & Appliance Stores	443	\$16,227,460	\$3,394,294	\$12,833,166	65.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,098,152	\$40,285,648	-\$26,187,496	-48.2	16
Bldg Material & Supplies Dealers	4441	\$12,132,022	\$37,339,668	-\$25,207,646	-51.0	11
Lawn & Garden Equip & Supply Stores	4442	\$1,966,131	\$2,945,980	-\$979,849	-19.9	5
Food & Beverage Stores	445	\$51,801,123	\$109,352,820	-\$57,551,697	-35.7	13
Grocery Stores	4451	\$47,778,502	\$107,471,024	-\$59,692,522	-38.4	9
Specialty Food Stores	4452	\$2,505,450	\$717,332	\$1,788,118	55.5	2
Beer, Wine & Liquor Stores	4453	\$1,517,171	\$1,164,463	\$352,708	13.2	2
Health & Personal Care Stores	446,4461	\$21,543,983	\$56,312,603	-\$34,768,620	-44.7	11
Gasoline Stations	447,4471	\$20,369,838	\$8,739,935	\$11,629,903	40.0	5
Clothing & Clothing Accessories Stores	448	\$12,909,022	\$2,137,467	\$10,771,555	71.6	6
Clothing Stores	4481	\$8,135,100	\$318,989	\$7,816,111	92.5	3
Shoe Stores	4482	\$1,554,638	\$0	\$1,554,638	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,219,283	\$1,818,478	\$1,400,805	27.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$9,624,806	\$9,437,386	\$187,420	1.0	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,809,394	\$7,520,574	\$288,820	1.9	6
Book, Periodical & Music Stores	4512	\$1,815,412	\$1,916,813	-\$101,401	-2.7	2
General Merchandise Stores	452	\$53,089,561	\$37,944,491	\$15,145,070	16.6	7
Department Stores Excluding Leased Depts.	4521	\$41,954,940	\$34,933,146	\$7,021,794	9.1	2
Other General Merchandise Stores	4529	\$11,134,621	\$3,011,345	\$8,123,276	57.4	5
Miscellaneous Store Retailers	453	\$13,474,562	\$6,753,724	\$6,720,838	33.2	15
Florists	4531	\$559,850	\$163,827	\$396,023	54.7	1
Office Supplies, Stationery & Gift Stores	4532	\$3,181,566	\$453,383	\$2,728,183	75.1	2
Used Merchandise Stores	4533	\$1,998,725	\$306,551	\$1,692,174	73.4	3
Other Miscellaneous Store Retailers	4539	\$7,734,420	\$5,829,964	\$1,904,456	14.0	8
Nonstore Retailers	454	\$4,342,549	\$2,146,073	\$2,196,476	33.9	2
Electronic Shopping & Mail-Order Houses	4541	\$2,522,250	\$1,371,138	\$1,151,112	29.6	1
Vending Machine Operators	4542	\$461,243	\$0	\$461,243	100.0	0
Direct Selling Establishments	4543	\$1,359,055	\$774,935	\$584,120	27.4	1
Food Services & Drinking Places	722	\$29,538,791	\$37,891,557	-\$8,352,766	-12.4	55
Full-Service Restaurants	7221	\$14,719,305	\$11,302,322	\$3,416,983	13.1	26
Limited-Service Eating Places	7222	\$13,131,655	\$26,117,802	-\$12,986,147	-33.1	27
Special Food Services	7223	\$781,454	\$0	\$781,454	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$906,376	\$471,434	\$434,942	31.6	3

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

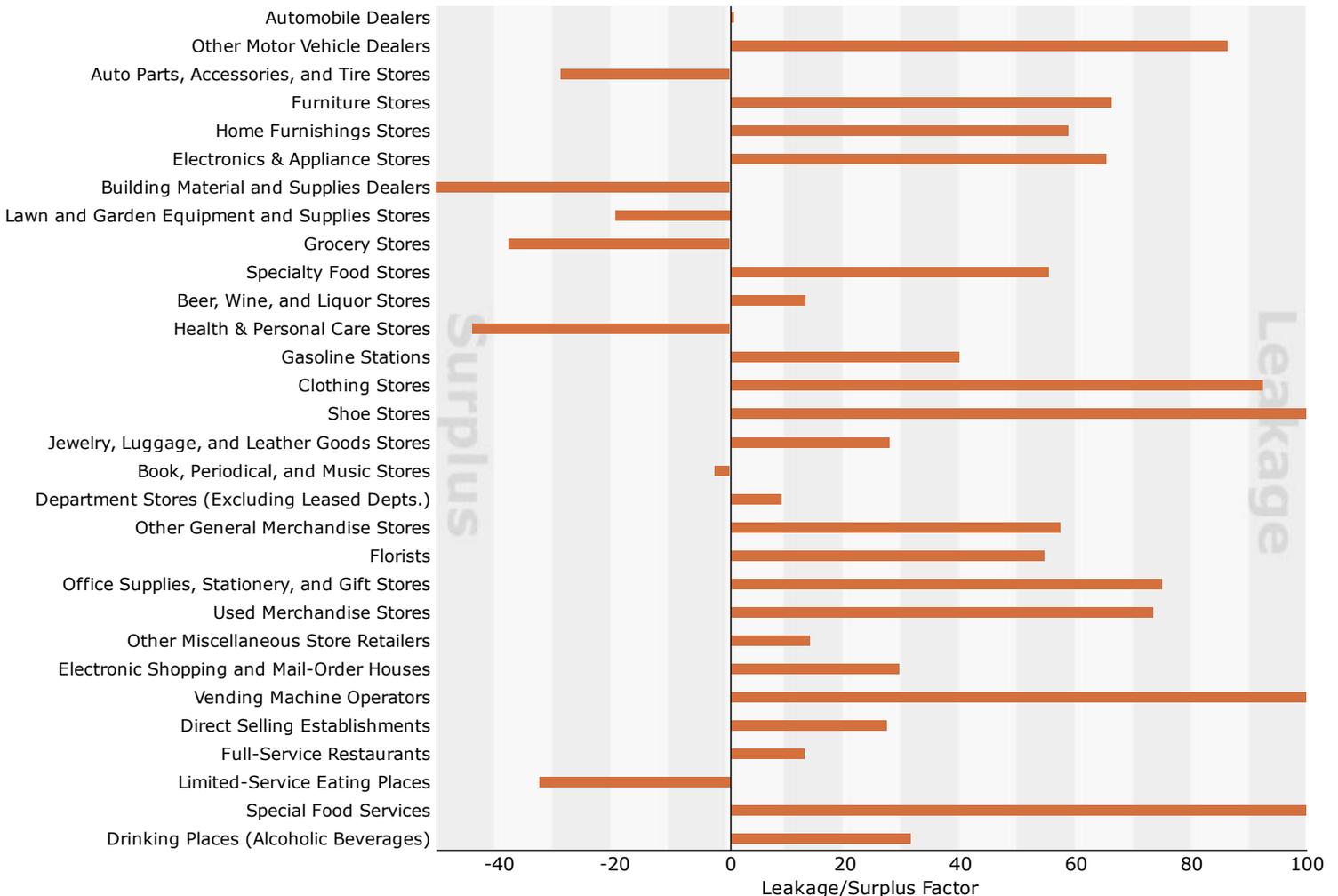
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Mulberry Area/Mt. Repose
 1079 STHY 28, Milford, OH, 45150
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 39.19613
 Longitude: -84.23298

Summary Demographics

2016 Population	77,839
2016 Households	28,898
2016 Median Disposable Income	\$57,484
2016 Per Capita Income	\$36,909

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	\$1,470,470,517	\$1,097,745,410	\$372,725,107	14.5	501
Total Retail Trade	44-45	\$1,334,314,457	\$995,664,974	\$338,649,483	14.5	349
Total Food & Drink	722	\$136,156,060	\$102,080,436	\$34,075,624	14.3	152

Industry Group

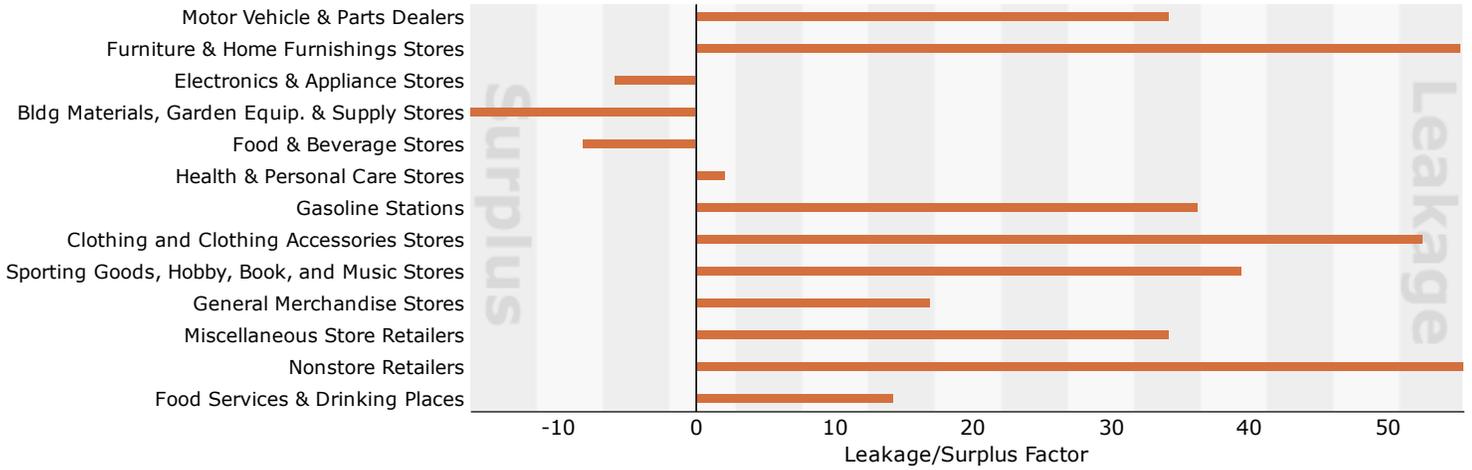
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$304,020,457	\$148,827,273	\$155,193,184	34.3	41
Automobile Dealers	4411	\$246,863,885	\$85,702,877	\$161,161,008	48.5	18
Other Motor Vehicle Dealers	4412	\$34,744,902	\$47,298,510	-\$12,553,608	-15.3	3
Auto Parts, Accessories & Tire Stores	4413	\$22,411,670	\$15,825,886	\$6,585,784	17.2	19
Furniture & Home Furnishings Stores	442	\$36,099,499	\$10,386,337	\$25,713,162	55.3	13
Furniture Stores	4421	\$23,427,438	\$2,467,811	\$20,959,627	80.9	4
Home Furnishings Stores	4422	\$12,672,062	\$7,918,526	\$4,753,536	23.1	10
Electronics & Appliance Stores	443	\$74,574,551	\$83,952,887	-\$9,378,336	-5.9	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$66,497,821	\$92,415,754	-\$25,917,933	-16.3	37
Bldg Material & Supplies Dealers	4441	\$57,342,868	\$87,887,514	-\$30,544,646	-21.0	26
Lawn & Garden Equip & Supply Stores	4442	\$9,154,953	\$4,528,240	\$4,626,713	33.8	10
Food & Beverage Stores	445	\$235,604,617	\$277,624,482	-\$42,019,865	-8.2	51
Grocery Stores	4451	\$217,262,592	\$267,527,410	-\$50,264,818	-10.4	32
Specialty Food Stores	4452	\$11,400,311	\$5,506,973	\$5,893,338	34.9	11
Beer, Wine & Liquor Stores	4453	\$6,941,715	\$4,590,098	\$2,351,617	20.4	7
Health & Personal Care Stores	446,4461	\$98,032,195	\$93,910,329	\$4,121,866	2.1	29
Gasoline Stations	447,4471	\$91,320,791	\$42,729,665	\$48,591,126	36.2	18
Clothing & Clothing Accessories Stores	448	\$59,455,175	\$18,466,289	\$40,988,886	52.6	28
Clothing Stores	4481	\$37,440,650	\$9,917,453	\$27,523,197	58.1	17
Shoe Stores	4482	\$7,070,974	\$1,038,294	\$6,032,680	74.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$14,943,552	\$7,510,541	\$7,433,011	33.1	10
Sporting Goods, Hobby, Book & Music Stores	451	\$44,089,469	\$19,128,512	\$24,960,957	39.5	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,733,523	\$16,324,603	\$19,408,920	37.3	22
Book, Periodical & Music Stores	4512	\$8,355,946	\$2,803,909	\$5,552,037	49.8	3
General Merchandise Stores	452	\$242,567,333	\$172,199,558	\$70,367,775	17.0	18
Department Stores Excluding Leased Depts.	4521	\$191,889,734	\$149,734,018	\$42,155,716	12.3	5
Other General Merchandise Stores	4529	\$50,677,600	\$22,465,539	\$28,212,061	38.6	13
Miscellaneous Store Retailers	453	\$61,672,800	\$30,196,381	\$31,476,419	34.3	55
Florists	4531	\$2,624,458	\$1,092,034	\$1,532,424	41.2	5
Office Supplies, Stationery & Gift Stores	4532	\$14,649,138	\$5,712,579	\$8,936,559	43.9	11
Used Merchandise Stores	4533	\$9,200,520	\$2,543,203	\$6,657,317	56.7	13
Other Miscellaneous Store Retailers	4539	\$35,198,685	\$20,848,565	\$14,350,120	25.6	27
Nonstore Retailers	454	\$20,379,748	\$5,827,507	\$14,552,241	55.5	6
Electronic Shopping & Mail-Order Houses	4541	\$11,576,106	\$3,461,406	\$8,114,700	54.0	3
Vending Machine Operators	4542	\$2,100,269	\$0	\$2,100,269	100.0	0
Direct Selling Establishments	4543	\$6,703,374	\$2,366,101	\$4,337,273	47.8	3
Food Services & Drinking Places	722	\$136,156,060	\$102,080,436	\$34,075,624	14.3	152
Full-Service Restaurants	7221	\$68,073,002	\$42,262,110	\$25,810,892	23.4	79
Limited-Service Eating Places	7222	\$60,188,685	\$53,666,967	\$6,521,718	5.7	58
Special Food Services	7223	\$3,695,848	\$2,735,395	\$960,453	14.9	6
Drinking Places - Alcoholic Beverages	7224	\$4,198,525	\$3,415,964	\$782,561	10.3	10

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.

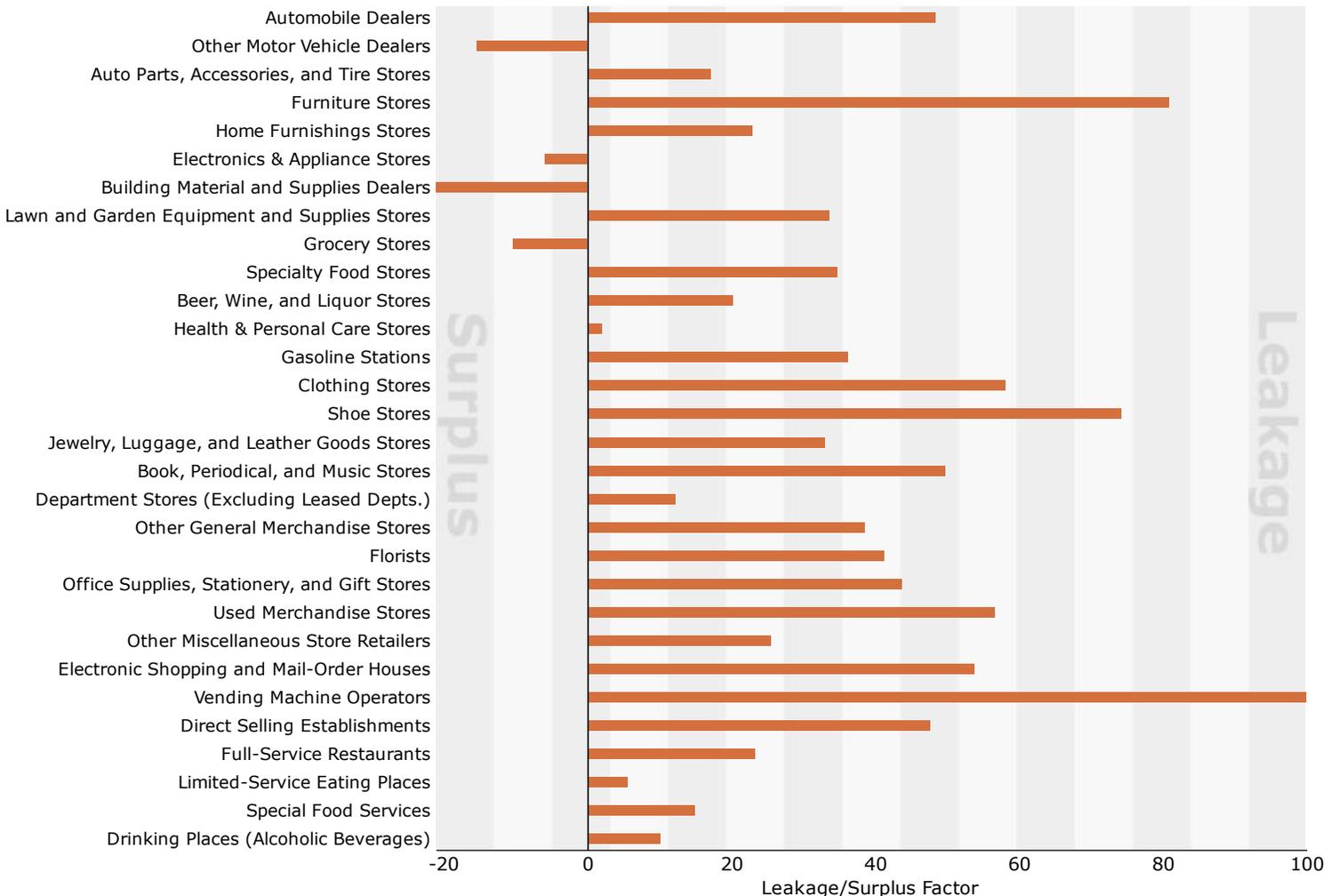
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Mulberry Area/Mt. Repose
 1079 STHY 28, Milford, OH, 45150
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 39.19613
 Longitude: -84.23298

Summary Demographics

2016 Population	175,352
2016 Households	67,570
2016 Median Disposable Income	\$56,849
2016 Per Capita Income	\$38,491

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	\$3,516,426,819	\$4,205,733,238	-\$689,306,419	-8.9	1,610
Total Retail Trade	44-45	\$3,190,617,598	\$3,872,429,604	-\$681,812,006	-9.7	1,154
Total Food & Drink	722	\$325,809,221	\$333,303,634	-\$7,494,413	-1.1	456

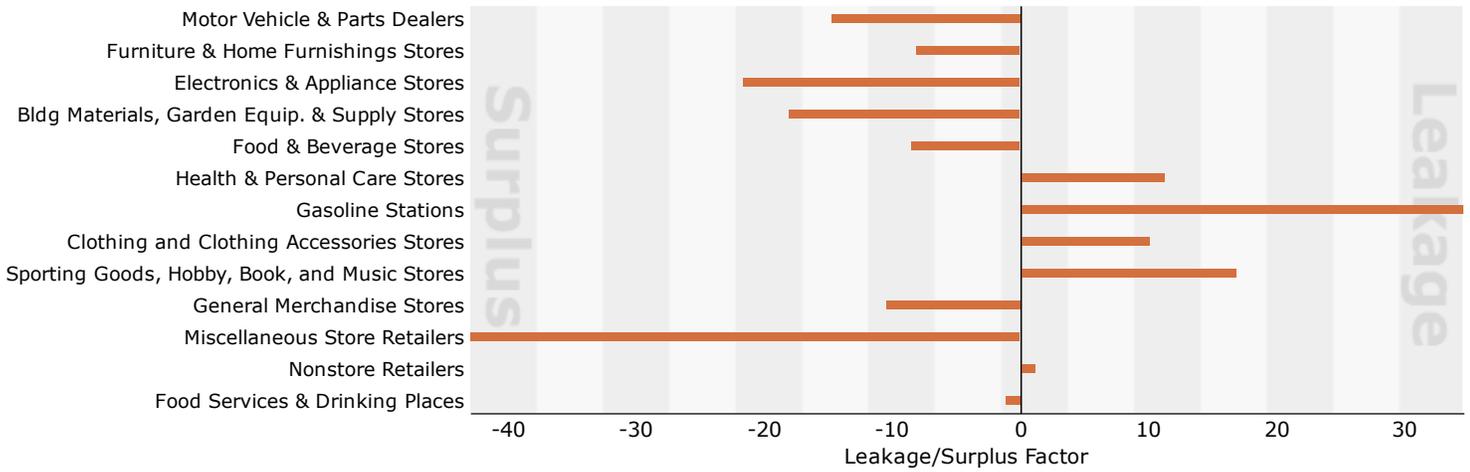
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$723,570,929	\$975,367,569	-\$251,796,640	-14.8	140
Automobile Dealers	4411	\$587,394,670	\$833,264,257	-\$245,869,587	-17.3	72
Other Motor Vehicle Dealers	4412	\$82,419,582	\$100,072,605	-\$17,653,023	-9.7	15
Auto Parts, Accessories & Tire Stores	4413	\$53,756,677	\$42,030,706	\$11,725,971	12.2	53
Furniture & Home Furnishings Stores	442	\$85,760,143	\$100,900,680	-\$15,140,537	-8.1	73
Furniture Stores	4421	\$55,493,716	\$68,019,814	-\$12,526,098	-10.1	35
Home Furnishings Stores	4422	\$30,266,426	\$32,880,865	-\$2,614,439	-4.1	38
Electronics & Appliance Stores	443	\$178,279,176	\$277,161,944	-\$98,882,768	-21.7	121
Bldg Materials, Garden Equip. & Supply Stores	444	\$159,510,360	\$229,842,260	-\$70,331,900	-18.1	109
Bldg Material & Supplies Dealers	4441	\$137,541,641	\$212,773,640	-\$75,231,999	-21.5	85
Lawn & Garden Equip & Supply Stores	4442	\$21,968,720	\$17,068,620	\$4,900,100	12.6	24
Food & Beverage Stores	445	\$566,201,735	\$671,267,865	-\$105,066,130	-8.5	128
Grocery Stores	4451	\$522,081,267	\$622,197,192	-\$100,115,925	-8.7	77
Specialty Food Stores	4452	\$27,386,886	\$27,845,209	-\$458,323	-0.8	35
Beer, Wine & Liquor Stores	4453	\$16,733,581	\$21,225,464	-\$4,491,883	-11.8	16
Health & Personal Care Stores	446,4461	\$235,216,243	\$187,188,269	\$48,027,974	11.4	85
Gasoline Stations	447,4471	\$218,581,173	\$106,006,489	\$112,574,684	34.7	49
Clothing & Clothing Accessories Stores	448	\$142,118,736	\$115,916,262	\$26,202,474	10.2	117
Clothing Stores	4481	\$89,623,135	\$63,244,929	\$26,378,206	17.3	62
Shoe Stores	4482	\$16,937,387	\$21,962,156	-\$5,024,769	-12.9	21
Jewelry, Luggage & Leather Goods Stores	4483	\$35,558,214	\$30,709,177	\$4,849,037	7.3	34
Sporting Goods, Hobby, Book & Music Stores	451	\$104,645,521	\$74,349,950	\$30,295,571	16.9	74
Sporting Goods/Hobby/Musical Instr Stores	4511	\$84,653,754	\$63,652,000	\$21,001,754	14.2	61
Book, Periodical & Music Stores	4512	\$19,991,767	\$10,697,950	\$9,293,817	30.3	12
General Merchandise Stores	452	\$579,681,559	\$715,525,182	-\$135,843,623	-10.5	57
Department Stores Excluding Leased Depts.	4521	\$458,132,619	\$511,290,816	-\$53,158,197	-5.5	21
Other General Merchandise Stores	4529	\$121,548,941	\$204,234,366	-\$82,685,425	-25.4	36
Miscellaneous Store Retailers	453	\$147,839,533	\$370,860,516	-\$223,020,983	-43.0	171
Florists	4531	\$6,287,687	\$8,358,103	-\$2,070,416	-14.1	20
Office Supplies, Stationery & Gift Stores	4532	\$34,985,707	\$35,497,206	-\$511,499	-0.7	48
Used Merchandise Stores	4533	\$22,001,589	\$11,387,050	\$10,614,539	31.8	35
Other Miscellaneous Store Retailers	4539	\$84,564,550	\$315,618,157	-\$231,053,607	-57.7	68
Nonstore Retailers	454	\$49,212,491	\$48,042,619	\$1,169,872	1.2	29
Electronic Shopping & Mail-Order Houses	4541	\$27,688,412	\$34,495,457	-\$6,807,045	-10.9	16
Vending Machine Operators	4542	\$5,042,875	\$6,981,679	-\$1,938,804	-16.1	6
Direct Selling Establishments	4543	\$16,481,205	\$6,565,483	\$9,915,722	43.0	7
Food Services & Drinking Places	722	\$325,809,221	\$333,303,634	-\$7,494,413	-1.1	456
Full-Service Restaurants	7221	\$162,847,377	\$152,107,142	\$10,740,235	3.4	241
Limited-Service Eating Places	7222	\$144,053,853	\$166,110,867	-\$22,057,014	-7.1	175
Special Food Services	7223	\$8,738,901	\$7,063,815	\$1,675,086	10.6	14
Drinking Places - Alcoholic Beverages	7224	\$10,169,090	\$8,021,810	\$2,147,280	11.8	26

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

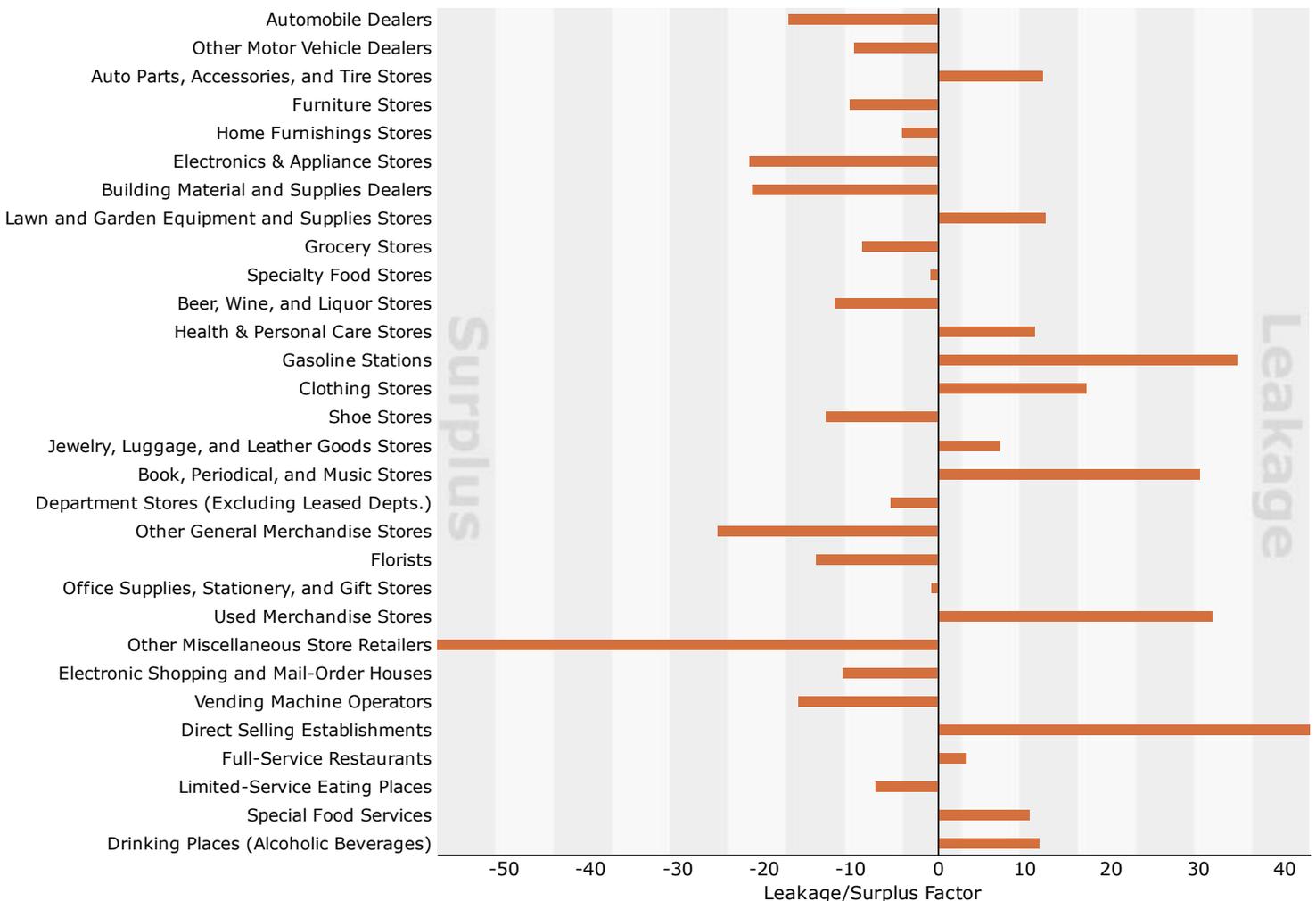
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Demographic Summary	2016	2021
Population	19,402	19,908
Population 18+	14,554	15,026
Households	7,509	7,733
Median Household Income	\$62,588	\$71,582

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	7,236	49.7%	105
Bought any women's clothing in last 12 months	6,738	46.3%	105
Bought clothing for child <13 years in last 6 months	4,403	30.3%	110
Bought any shoes in last 12 months	8,124	55.8%	104
Bought costume jewelry in last 12 months	3,013	20.7%	106
Bought any fine jewelry in last 12 months	2,652	18.2%	99
Bought a watch in last 12 months	1,701	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	6,868	91.5%	107
HH bought/leased new vehicle last 12 mo	862	11.5%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,358	91.8%	108
Bought/changed motor oil in last 12 months	7,823	53.8%	109
Had tune-up in last 12 months	4,494	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,543	65.6%	100
Drank regular cola in last 6 months	6,407	44.0%	98
Drank beer/ale in last 6 months	6,379	43.8%	103
Cameras (Adults)			
Own digital point & shoot camera	4,808	33.0%	113
Own digital single-lens reflex (SLR) camera	1,445	9.9%	115
Bought any camera in last 12 months	849	5.8%	102
Printed digital photos in last 12 months	461	3.2%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,433	37.3%	103
Have a smartphone	8,997	61.8%	105
Have a smartphone: Android phone (any brand)	4,140	28.4%	106
Have a smartphone: Apple iPhone	4,051	27.8%	108
Number of cell phones in household: 1	2,007	26.7%	83
Number of cell phones in household: 2	3,019	40.2%	107
Number of cell phones in household: 3+	2,166	28.8%	113
HH has cell phone only (no landline telephone)	3,032	40.4%	96
Computers (Households)			
HH owns a computer	6,132	81.7%	106
HH owns desktop computer	3,777	50.3%	111
HH owns laptop/notebook	4,343	57.8%	107
HH owns any Apple/Mac brand computer	1,111	14.8%	98
HH owns any PC/non-Apple brand computer	5,496	73.2%	108
HH purchased most recent computer in a store	3,040	40.5%	108
HH purchased most recent computer online	1,059	14.1%	108
Spent <\$500 on most recent home computer	1,110	14.8%	102
Spent \$500-\$999 on most recent home computer	1,613	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	744	9.9%	105
Spent \$1,500-\$1,999 on most recent home computer	352	4.7%	103
Spent \$2,000+ on most recent home computer	316	4.2%	107

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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	7,858	54.0%	106
Bought brewed coffee at convenience store in last 30 days	2,300	15.8%	101
Bought cigarettes at convenience store in last 30 days	1,951	13.4%	107
Bought gas at convenience store in last 30 days	5,429	37.3%	113
Spent at convenience store in last 30 days: <\$20	1,201	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	1,263	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	1,132	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	725	5.0%	113
Spent at convenience store in last 30 days: \$100+	3,798	26.1%	114
Entertainment (Adults)			
Attended a movie in last 6 months	8,863	60.9%	102
Went to live theater in last 12 months	1,978	13.6%	105
Went to a bar/night club in last 12 months	2,499	17.2%	103
Dined out in last 12 months	7,331	50.4%	112
Gambled at a casino in last 12 months	2,084	14.3%	104
Visited a theme park in last 12 months	2,681	18.4%	105
Viewed movie (video-on-demand) in last 30 days	2,681	18.4%	108
Viewed TV show (video-on-demand) in last 30 days	1,943	13.4%	103
Watched any pay-per-view TV in last 12 months	1,969	13.5%	103
Downloaded a movie over the Internet in last 30 days	947	6.5%	91
Downloaded any individual song in last 6 months	3,307	22.7%	111
Watched a movie online in the last 30 days	2,186	15.0%	94
Watched a TV program online in last 30 days	2,130	14.6%	98
Played a video/electronic game (console) in last 12 months	1,624	11.2%	107
Played a video/electronic game (portable) in last 12 months	685	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	5,528	38.0%	122
Used ATM/cash machine in last 12 months	7,764	53.3%	109
Own any stock	1,244	8.5%	112
Own U.S. savings bond	878	6.0%	114
Own shares in mutual fund (stock)	1,182	8.1%	112
Own shares in mutual fund (bonds)	767	5.3%	108
Have interest checking account	4,687	32.2%	114
Have non-interest checking account	4,660	32.0%	113
Have savings account	8,734	60.0%	111
Have 401K retirement savings plan	2,485	17.1%	117
Own/used any credit/debit card in last 12 months	11,589	79.6%	107
Avg monthly credit card expenditures: <\$111	1,987	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	1,015	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	1,040	7.1%	113
Avg monthly credit card expenditures: \$451-\$700	869	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	656	4.5%	105
Avg monthly credit card expenditures: \$1,001+	1,455	10.0%	110
Did banking online in last 12 months	6,143	42.2%	118
Did banking on mobile device in last 12 months	2,390	16.4%	117
Paid bills online in last 12 months	7,184	49.4%	115

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Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,505	73.3%	105
Used bread in last 6 months	7,145	95.2%	101
Used chicken (fresh or frozen) in last 6 months	5,374	71.6%	104
Used turkey (fresh or frozen) in last 6 months	1,276	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	4,241	56.5%	103
Used fresh fruit/vegetables in last 6 months	6,586	87.7%	102
Used fresh milk in last 6 months	6,780	90.3%	103
Used organic food in last 6 months	1,312	17.5%	89
Health (Adults)			
Exercise at home 2+ times per week	4,496	30.9%	109
Exercise at club 2+ times per week	2,062	14.2%	109
Visited a doctor in last 12 months	11,466	78.8%	104
Used vitamin/dietary supplement in last 6 months	7,981	54.8%	104
Home (Households)			
Any home improvement in last 12 months	2,298	30.6%	114
Used housekeeper/maid/professional HH cleaning service in last 12	1,008	13.4%	102
Purchased low ticket HH furnishings in last 12 months	1,248	16.6%	103
Purchased big ticket HH furnishings in last 12 months	1,661	22.1%	106
Bought any small kitchen appliance in last 12 months	1,765	23.5%	106
Bought any large kitchen appliance in last 12 months	1,057	14.1%	111
Insurance (Adults/Households)			
Currently carry life insurance	7,119	48.9%	115
Carry medical/hospital/accident insurance	10,077	69.2%	106
Carry homeowner insurance	8,156	56.0%	119
Carry renter's insurance	1,181	8.1%	100
Have auto insurance: 1 vehicle in household covered	2,035	27.1%	88
Have auto insurance: 2 vehicles in household covered	2,442	32.5%	114
Have auto insurance: 3+ vehicles in household covered	2,029	27.0%	124
Pets (Households)			
Household owns any pet	4,482	59.7%	111
Household owns any cat	1,890	25.2%	112
Household owns any dog	3,477	46.3%	114
Psychographics (Adults)			
Buying American is important to me	6,743	46.3%	109
Usually buy items on credit rather than wait	1,665	11.4%	97
Usually buy based on quality - not price	2,542	17.5%	97
Price is usually more important than brand name	3,848	26.4%	101
Usually use coupons for brands I buy often	2,860	19.7%	104
Am interested in how to help the environment	2,149	14.8%	91
Usually pay more for environ safe product	1,732	11.9%	93
Usually value green products over convenience	1,332	9.2%	87
Likely to buy a brand that supports a charity	4,987	34.3%	98
Reading (Adults)			
Bought digital book in last 12 months	2,185	15.0%	114
Bought hardcover book in last 12 months	3,217	22.1%	106
Bought paperback book in last 12 month	4,967	34.1%	109
Read any daily newspaper (paper version)	3,822	26.3%	100
Read any digital newspaper in last 30 days	5,123	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	13,379	91.9%	101

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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

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	11,700	80.4%	108
Went to family restaurant/steak house: 4+ times a month	4,442	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	13,403	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,212	42.7%	108
Fast food/drive-in last 6 months: eat in	5,752	39.5%	109
Fast food/drive-in last 6 months: home delivery	1,215	8.3%	109
Fast food/drive-in last 6 months: take-out/drive-thru	7,702	52.9%	114
Fast food/drive-in last 6 months: take-out/walk-in	2,916	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,029	34.6%	109
Own e-reader/tablet: iPad	2,400	16.5%	108
Own any portable MP3 player	4,918	33.8%	110
HH owns 1 TV	1,239	16.5%	81
HH owns 2 TVs	1,897	25.3%	97
HH owns 3 TVs	1,763	23.5%	110
HH owns 4+ TVs	1,707	22.7%	120
HH subscribes to cable TV	3,712	49.4%	100
HH subscribes to fiber optic	549	7.3%	96
HH has satellite dish	2,119	28.2%	111
HH owns DVD/Blu-ray player	4,786	63.7%	105
HH owns camcorder	1,203	16.0%	115
HH owns portable GPS navigation device	2,415	32.2%	117
HH purchased video game system in last 12 mos	555	7.4%	93
HH owns Internet video device for TV	573	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	8,067	55.4%	111
Took 3+ domestic non-business trips in last 12 months	1,774	12.2%	110
Spent on domestic vacations in last 12 months: <\$1,000	1,585	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	964	6.6%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	616	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	708	4.9%	125
Spent on domestic vacations in last 12 months: \$3,000+	855	5.9%	107
Domestic travel in the 12 months: used general travel website	1,008	6.9%	102
Foreign travel in last 3 years	3,556	24.4%	101
Took 3+ foreign trips by plane in last 3 years	573	3.9%	87
Spent on foreign vacations in last 12 months: <\$1,000	613	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	474	3.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	706	4.9%	98
Foreign travel in last 3 years: used general travel website	795	5.5%	98
Nights spent in hotel/motel in last 12 months: any	6,586	45.3%	111
Took cruise of more than one day in last 3 years	1,312	9.0%	108
Member of any frequent flyer program	2,554	17.5%	108
Member of any hotel rewards program	2,495	17.1%	121

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Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Demographic Summary	2016	2021
Population	77,839	80,331
Population 18+	58,315	61,218
Households	28,898	29,905
Median Household Income	\$75,398	\$83,243

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,471	50.5%	107
Bought any women's clothing in last 12 months	27,295	46.8%	107
Bought clothing for child <13 years in last 6 months	17,086	29.3%	106
Bought any shoes in last 12 months	33,319	57.1%	106
Bought costume jewelry in last 12 months	12,527	21.5%	110
Bought any fine jewelry in last 12 months	11,112	19.1%	104
Bought a watch in last 12 months	7,035	12.1%	110
Automobiles (Households)			
HH owns/leases any vehicle	26,554	91.9%	107
HH bought/leased new vehicle last 12 mo	3,676	12.7%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	53,493	91.7%	108
Bought/changed motor oil in last 12 months	29,903	51.3%	104
Had tune-up in last 12 months	18,262	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,946	66.8%	102
Drank regular cola in last 6 months	24,346	41.7%	93
Drank beer/ale in last 6 months	26,457	45.4%	107
Cameras (Adults)			
Own digital point & shoot camera	20,123	34.5%	118
Own digital single-lens reflex (SLR) camera	6,219	10.7%	124
Bought any camera in last 12 months	3,549	6.1%	107
Printed digital photos in last 12 months	1,834	3.1%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,630	37.1%	103
Have a smartphone	36,882	63.2%	107
Have a smartphone: Android phone (any brand)	15,268	26.2%	97
Have a smartphone: Apple iPhone	18,110	31.1%	120
Number of cell phones in household: 1	7,539	26.1%	81
Number of cell phones in household: 2	11,536	39.9%	107
Number of cell phones in household: 3+	8,814	30.5%	120
HH has cell phone only (no landline telephone)	10,570	36.6%	87
Computers (Households)			
HH owns a computer	24,009	83.1%	108
HH owns desktop computer	14,833	51.3%	113
HH owns laptop/notebook	17,065	59.1%	109
HH owns any Apple/Mac brand computer	5,118	17.7%	118
HH owns any PC/non-Apple brand computer	21,135	73.1%	108
HH purchased most recent computer in a store	12,081	41.8%	111
HH purchased most recent computer online	4,266	14.8%	113
Spent <\$500 on most recent home computer	4,213	14.6%	100
Spent \$500-\$999 on most recent home computer	6,202	21.5%	112
Spent \$1,000-\$1,499 on most recent home computer	3,252	11.3%	119
Spent \$1,500-\$1,999 on most recent home computer	1,519	5.3%	115
Spent \$2,000+ on most recent home computer	1,360	4.7%	120

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

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	31,680	54.3%	107
Bought brewed coffee at convenience store in last 30 days	9,483	16.3%	103
Bought cigarettes at convenience store in last 30 days	6,941	11.9%	95
Bought gas at convenience store in last 30 days	20,742	35.6%	108
Spent at convenience store in last 30 days: <\$20	5,324	9.1%	113
Spent at convenience store in last 30 days: \$20-\$39	5,485	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	4,540	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	2,517	4.3%	98
Spent at convenience store in last 30 days: \$100+	13,992	24.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	36,380	62.4%	105
Went to live theater in last 12 months	8,695	14.9%	115
Went to a bar/night club in last 12 months	10,314	17.7%	106
Dined out in last 12 months	30,483	52.3%	117
Gambled at a casino in last 12 months	8,764	15.0%	110
Visited a theme park in last 12 months	11,401	19.6%	111
Viewed movie (video-on-demand) in last 30 days	11,885	20.4%	120
Viewed TV show (video-on-demand) in last 30 days	8,592	14.7%	114
Watched any pay-per-view TV in last 12 months	8,046	13.8%	105
Downloaded a movie over the Internet in last 30 days	4,155	7.1%	99
Downloaded any individual song in last 6 months	13,218	22.7%	111
Watched a movie online in the last 30 days	8,765	15.0%	94
Watched a TV program online in last 30 days	8,771	15.0%	101
Played a video/electronic game (console) in last 12 months	5,968	10.2%	98
Played a video/electronic game (portable) in last 12 months	2,594	4.4%	98
Financial (Adults)			
Have home mortgage (1st)	23,264	39.9%	128
Used ATM/cash machine in last 12 months	31,648	54.3%	111
Own any stock	5,839	10.0%	131
Own U.S. savings bond	3,806	6.5%	123
Own shares in mutual fund (stock)	5,773	9.9%	136
Own shares in mutual fund (bonds)	3,827	6.6%	135
Have interest checking account	19,991	34.3%	122
Have non-interest checking account	18,168	31.2%	110
Have savings account	35,377	60.7%	112
Have 401K retirement savings plan	10,942	18.8%	129
Own/used any credit/debit card in last 12 months	47,205	80.9%	109
Avg monthly credit card expenditures: <\$111	7,207	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	4,014	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	4,167	7.1%	113
Avg monthly credit card expenditures: \$451-\$700	3,698	6.3%	119
Avg monthly credit card expenditures: \$701-\$1,000	2,999	5.1%	119
Avg monthly credit card expenditures: \$1,001+	7,380	12.7%	140
Did banking online in last 12 months	24,798	42.5%	119
Did banking on mobile device in last 12 months	9,295	15.9%	114
Paid bills online in last 12 months	28,545	48.9%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,215	73.4%	106
Used bread in last 6 months	27,433	94.9%	101
Used chicken (fresh or frozen) in last 6 months	20,655	71.5%	104
Used turkey (fresh or frozen) in last 6 months	5,059	17.5%	110
Used fish/seafood (fresh or frozen) in last 6 months	16,249	56.2%	103
Used fresh fruit/vegetables in last 6 months	25,479	88.2%	103
Used fresh milk in last 6 months	26,053	90.2%	102
Used organic food in last 6 months	5,705	19.7%	100
Health (Adults)			
Exercise at home 2+ times per week	18,530	31.8%	112
Exercise at club 2+ times per week	8,984	15.4%	118
Visited a doctor in last 12 months	46,738	80.1%	106
Used vitamin/dietary supplement in last 6 months	32,994	56.6%	107
Home (Households)			
Any home improvement in last 12 months	9,447	32.7%	122
Used housekeeper/maid/professional HH cleaning service in last 12	4,548	15.7%	120
Purchased low ticket HH furnishings in last 12 months	5,150	17.8%	111
Purchased big ticket HH furnishings in last 12 months	6,576	22.8%	109
Bought any small kitchen appliance in last 12 months	6,892	23.8%	107
Bought any large kitchen appliance in last 12 months	4,258	14.7%	116
Insurance (Adults/Households)			
Currently carry life insurance	29,075	49.9%	117
Carry medical/hospital/accident insurance	41,332	70.9%	108
Carry homeowner insurance	33,929	58.2%	124
Carry renter's insurance	4,484	7.7%	94
Have auto insurance: 1 vehicle in household covered	7,567	26.2%	85
Have auto insurance: 2 vehicles in household covered	9,497	32.9%	115
Have auto insurance: 3+ vehicles in household covered	8,184	28.3%	130
Pets (Households)			
Household owns any pet	17,281	59.8%	111
Household owns any cat	7,177	24.8%	111
Household owns any dog	13,216	45.7%	112
Psychographics (Adults)			
Buying American is important to me	25,963	44.5%	105
Usually buy items on credit rather than wait	6,602	11.3%	96
Usually buy based on quality - not price	10,307	17.7%	98
Price is usually more important than brand name	14,958	25.7%	98
Usually use coupons for brands I buy often	11,179	19.2%	101
Am interested in how to help the environment	8,323	14.3%	88
Usually pay more for environ safe product	6,774	11.6%	91
Usually value green products over convenience	5,238	9.0%	85
Likely to buy a brand that supports a charity	20,252	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	9,394	16.1%	122
Bought hardcover book in last 12 months	13,261	22.7%	109
Bought paperback book in last 12 month	19,977	34.3%	109
Read any daily newspaper (paper version)	16,217	27.8%	106
Read any digital newspaper in last 30 days	21,589	37.0%	111
Read any magazine (paper/electronic version) in last 6 months	54,054	92.7%	102

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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	46,634	80.0%	107
Went to family restaurant/steak house: 4+ times a month	17,602	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	53,497	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	23,918	41.0%	104
Fast food/drive-in last 6 months: eat in	22,705	38.9%	107
Fast food/drive-in last 6 months: home delivery	4,295	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	29,822	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	11,888	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	21,825	37.4%	118
Own e-reader/tablet: iPad	11,137	19.1%	125
Own any portable MP3 player	20,580	35.3%	115
HH owns 1 TV	4,639	16.1%	78
HH owns 2 TVs	7,311	25.3%	98
HH owns 3 TVs	6,766	23.4%	109
HH owns 4+ TVs	6,861	23.7%	126
HH subscribes to cable TV	14,283	49.4%	100
HH subscribes to fiber optic	2,754	9.5%	125
HH has satellite dish	7,826	27.1%	107
HH owns DVD/Blu-ray player	18,854	65.2%	108
HH owns camcorder	5,107	17.7%	127
HH owns portable GPS navigation device	9,831	34.0%	124
HH purchased video game system in last 12 mos	2,204	7.6%	96
HH owns Internet video device for TV	2,297	7.9%	113
Travel (Adults)			
Domestic travel in last 12 months	33,929	58.2%	116
Took 3+ domestic non-business trips in last 12 months	7,918	13.6%	122
Spent on domestic vacations in last 12 months: <\$1,000	6,457	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,023	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,486	4.3%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,155	5.4%	139
Spent on domestic vacations in last 12 months: \$3,000+	4,411	7.6%	137
Domestic travel in the 12 months: used general travel website	4,600	7.9%	117
Foreign travel in last 3 years	16,265	27.9%	116
Took 3+ foreign trips by plane in last 3 years	3,096	5.3%	118
Spent on foreign vacations in last 12 months: <\$1,000	2,866	4.9%	118
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,014	3.5%	106
Spent on foreign vacations in last 12 months: \$3,000+	3,683	6.3%	127
Foreign travel in last 3 years: used general travel website	3,767	6.5%	116
Nights spent in hotel/motel in last 12 months: any	28,024	48.1%	118
Took cruise of more than one day in last 3 years	6,151	10.5%	126
Member of any frequent flyer program	12,720	21.8%	134
Member of any hotel rewards program	11,338	19.4%	138

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Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Demographic Summary	2016	2021
Population	175,352	180,197
Population 18+	133,471	139,100
Households	67,570	69,666
Median Household Income	\$73,408	\$81,716

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	66,688	50.0%	106
Bought any women's clothing in last 12 months	61,953	46.4%	106
Bought clothing for child <13 years in last 6 months	37,572	28.1%	102
Bought any shoes in last 12 months	75,639	56.7%	105
Bought costume jewelry in last 12 months	28,082	21.0%	108
Bought any fine jewelry in last 12 months	24,979	18.7%	102
Bought a watch in last 12 months	15,836	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	61,661	91.3%	107
HH bought/leased new vehicle last 12 mo	7,986	11.8%	126
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	121,584	91.1%	107
Bought/changed motor oil in last 12 months	68,146	51.1%	104
Had tune-up in last 12 months	41,597	31.2%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	88,288	66.1%	101
Drank regular cola in last 6 months	56,024	42.0%	94
Drank beer/ale in last 6 months	60,845	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	45,253	33.9%	116
Own digital single-lens reflex (SLR) camera	13,892	10.4%	121
Bought any camera in last 12 months	8,081	6.1%	106
Printed digital photos in last 12 months	4,057	3.0%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	49,348	37.0%	102
Have a smartphone	83,062	62.2%	106
Have a smartphone: Android phone (any brand)	35,464	26.6%	99
Have a smartphone: Apple iPhone	39,755	29.8%	115
Number of cell phones in household: 1	18,868	27.9%	87
Number of cell phones in household: 2	26,832	39.7%	106
Number of cell phones in household: 3+	19,251	28.5%	112
HH has cell phone only (no landline telephone)	25,447	37.7%	90
Computers (Households)			
HH owns a computer	55,726	82.5%	107
HH owns desktop computer	34,043	50.4%	111
HH owns laptop/notebook	39,532	58.5%	108
HH owns any Apple/Mac brand computer	11,594	17.2%	114
HH owns any PC/non-Apple brand computer	49,050	72.6%	107
HH purchased most recent computer in a store	27,798	41.1%	109
HH purchased most recent computer online	9,845	14.6%	111
Spent <\$500 on most recent home computer	9,815	14.5%	100
Spent \$500-\$999 on most recent home computer	14,293	21.2%	111
Spent \$1,000-\$1,499 on most recent home computer	7,489	11.1%	117
Spent \$1,500-\$1,999 on most recent home computer	3,542	5.2%	115
Spent \$2,000+ on most recent home computer	3,094	4.6%	117

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Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	72,127	54.0%	107
Bought brewed coffee at convenience store in last 30 days	21,802	16.3%	104
Bought cigarettes at convenience store in last 30 days	15,797	11.8%	95
Bought gas at convenience store in last 30 days	46,954	35.2%	106
Spent at convenience store in last 30 days: <\$20	12,157	9.1%	112
Spent at convenience store in last 30 days: \$20-\$39	12,458	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	10,615	8.0%	104
Spent at convenience store in last 30 days: \$51-\$99	5,853	4.4%	99
Spent at convenience store in last 30 days: \$100+	31,652	23.7%	103
Entertainment (Adults)			
Attended a movie in last 6 months	83,016	62.2%	105
Went to live theater in last 12 months	20,168	15.1%	116
Went to a bar/night club in last 12 months	24,249	18.2%	109
Dined out in last 12 months	68,949	51.7%	115
Gambled at a casino in last 12 months	19,953	14.9%	109
Visited a theme park in last 12 months	25,125	18.8%	107
Viewed movie (video-on-demand) in last 30 days	26,647	20.0%	117
Viewed TV show (video-on-demand) in last 30 days	19,740	14.8%	115
Watched any pay-per-view TV in last 12 months	18,297	13.7%	104
Downloaded a movie over the Internet in last 30 days	9,684	7.3%	101
Downloaded any individual song in last 6 months	29,658	22.2%	109
Watched a movie online in the last 30 days	20,609	15.4%	97
Watched a TV program online in last 30 days	20,201	15.1%	101
Played a video/electronic game (console) in last 12 months	13,724	10.3%	98
Played a video/electronic game (portable) in last 12 months	5,945	4.5%	98
Financial (Adults)			
Have home mortgage (1st)	51,245	38.4%	123
Used ATM/cash machine in last 12 months	72,313	54.2%	110
Own any stock	13,053	9.8%	128
Own U.S. savings bond	8,354	6.3%	118
Own shares in mutual fund (stock)	12,804	9.6%	132
Own shares in mutual fund (bonds)	8,476	6.4%	131
Have interest checking account	44,920	33.7%	119
Have non-interest checking account	41,486	31.1%	110
Have savings account	80,910	60.6%	112
Have 401K retirement savings plan	24,330	18.2%	125
Own/used any credit/debit card in last 12 months	107,658	80.7%	108
Avg monthly credit card expenditures: <\$111	16,615	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	9,410	7.1%	102
Avg monthly credit card expenditures: \$226-\$450	9,474	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	8,325	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	6,703	5.0%	116
Avg monthly credit card expenditures: \$1,001+	16,017	12.0%	132
Did banking online in last 12 months	56,046	42.0%	118
Did banking on mobile device in last 12 months	21,022	15.8%	112
Paid bills online in last 12 months	64,803	48.6%	113

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1079 STHY 28, Milford, OH, 45150
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	48,817	72.2%	104
Used bread in last 6 months	64,089	94.8%	101
Used chicken (fresh or frozen) in last 6 months	47,874	70.9%	103
Used turkey (fresh or frozen) in last 6 months	11,658	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	37,690	55.8%	102
Used fresh fruit/vegetables in last 6 months	59,369	87.9%	102
Used fresh milk in last 6 months	60,498	89.5%	102
Used organic food in last 6 months	13,327	19.7%	100
Health (Adults)			
Exercise at home 2+ times per week	41,522	31.1%	110
Exercise at club 2+ times per week	20,545	15.4%	118
Visited a doctor in last 12 months	106,451	79.8%	105
Used vitamin/dietary supplement in last 6 months	74,832	56.1%	106
Home (Households)			
Any home improvement in last 12 months	21,188	31.4%	117
Used housekeeper/maid/professional HH cleaning service in last 12	10,319	15.3%	116
Purchased low ticket HH furnishings in last 12 months	11,786	17.4%	109
Purchased big ticket HH furnishings in last 12 months	15,118	22.4%	107
Bought any small kitchen appliance in last 12 months	15,920	23.6%	106
Bought any large kitchen appliance in last 12 months	9,399	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	65,414	49.0%	115
Carry medical/hospital/accident insurance	94,280	70.6%	108
Carry homeowner insurance	75,655	56.7%	120
Carry renter's insurance	10,946	8.2%	101
Have auto insurance: 1 vehicle in household covered	18,826	27.9%	90
Have auto insurance: 2 vehicles in household covered	21,515	31.8%	112
Have auto insurance: 3+ vehicles in household covered	18,258	27.0%	124
Pets (Households)			
Household owns any pet	39,414	58.3%	109
Household owns any cat	16,750	24.8%	111
Household owns any dog	29,787	44.1%	108
Psychographics (Adults)			
Buying American is important to me	59,187	44.3%	105
Usually buy items on credit rather than wait	15,457	11.6%	99
Usually buy based on quality - not price	23,777	17.8%	99
Price is usually more important than brand name	34,282	25.7%	98
Usually use coupons for brands I buy often	26,046	19.5%	103
Am interested in how to help the environment	19,579	14.7%	90
Usually pay more for environ safe product	15,824	11.9%	93
Usually value green products over convenience	12,258	9.2%	87
Likely to buy a brand that supports a charity	45,875	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	20,885	15.6%	118
Bought hardcover book in last 12 months	30,599	22.9%	109
Bought paperback book in last 12 month	45,885	34.4%	110
Read any daily newspaper (paper version)	37,953	28.4%	109
Read any digital newspaper in last 30 days	49,007	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	123,699	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

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.19613
Longitude: -84.23298

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	105,686	79.2%	106
Went to family restaurant/steak house: 4+ times a month	40,048	30.0%	109
Went to fast food/drive-in restaurant in last 6 months	121,976	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	54,243	40.6%	103
Fast food/drive-in last 6 months: eat in	51,154	38.3%	105
Fast food/drive-in last 6 months: home delivery	10,012	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	66,830	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	27,003	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	48,819	36.6%	115
Own e-reader/tablet: iPad	24,377	18.3%	119
Own any portable MP3 player	45,933	34.4%	112
HH owns 1 TV	11,802	17.5%	85
HH owns 2 TVs	17,394	25.7%	99
HH owns 3 TVs	15,444	22.9%	107
HH owns 4+ TVs	14,993	22.2%	117
HH subscribes to cable TV	34,545	51.1%	103
HH subscribes to fiber optic	6,302	9.3%	123
HH has satellite dish	16,920	25.0%	99
HH owns DVD/Blu-ray player	43,421	64.3%	106
HH owns camcorder	11,189	16.6%	119
HH owns portable GPS navigation device	22,256	32.9%	120
HH purchased video game system in last 12 mos	5,040	7.5%	94
HH owns Internet video device for TV	5,236	7.7%	110
Travel (Adults)			
Domestic travel in last 12 months	76,547	57.4%	114
Took 3+ domestic non-business trips in last 12 months	17,752	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	14,964	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,035	6.8%	116
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,576	4.2%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,770	5.1%	130
Spent on domestic vacations in last 12 months: \$3,000+	9,706	7.3%	132
Domestic travel in the 12 months: used general travel website	10,155	7.6%	112
Foreign travel in last 3 years	36,542	27.4%	114
Took 3+ foreign trips by plane in last 3 years	6,988	5.2%	116
Spent on foreign vacations in last 12 months: <\$1,000	6,506	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,668	3.5%	107
Spent on foreign vacations in last 12 months: \$3,000+	8,023	6.0%	121
Foreign travel in last 3 years: used general travel website	8,261	6.2%	111
Nights spent in hotel/motel in last 12 months: any	62,884	47.1%	116
Took cruise of more than one day in last 3 years	13,528	10.1%	121
Member of any frequent flyer program	27,938	20.9%	128
Member of any hotel rewards program	24,798	18.6%	132

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