

Population Summary	
2000 Total Population	426
2010 Total Population	392
2016 Total Population	396
2016 Group Quarters	0
2021 Total Population	401
2016-2021 Annual Rate	0.25%
Household Summary	
2000 Households	139
2000 Average Household Size	3.06
2010 Households	132
2010 Average Household Size	2.97
2016 Households	134
2016 Average Household Size	2.96
2021 Households	137
2021 Average Household Size	2.93
2016-2021 Annual Rate	0.44%
2010 Families	103
2010 Average Family Size	3.37
2016 Families	104
2016 Average Family Size	3.33
2021 Families	106
2021 Average Family Size	3.29
2016-2021 Annual Rate	0.38%
Housing Unit Summary	
2000 Housing Units	147
Owner Occupied Housing Units	82.3%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	5.4%
2010 Housing Units	144
Owner Occupied Housing Units	63.9%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	8.3%
2016 Housing Units	147
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	8.8%
2021 Housing Units	150
Owner Occupied Housing Units	74.0%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	8.7%
Median Household Income	
2016	\$59,296
2021	\$70,588
Median Home Value	
2016	\$151,786
2021	\$176,020
Per Capita Income	
2016	\$23,402
2021	\$26,248
Median Age	
2010	32.9
2016	42.5
2021	45.0

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

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

2016 Households by Income

Household Income Base	133
<\$15,000	5.3%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	25.6%
\$75,000 - \$99,999	18.8%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	1.5%
\$200,000+	0.0%
Average Household Income	\$65,854

2021 Households by Income

Household Income Base	136
<\$15,000	5.1%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	23.5%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	2.2%
\$200,000+	0.0%
Average Household Income	\$73,146

2016 Owner Occupied Housing Units by Value

Total	109
<\$50,000	8.3%
\$50,000 - \$99,999	24.8%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	9.2%
\$400,000 - \$499,999	8.3%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$182,110

2021 Owner Occupied Housing Units by Value

Total	111
<\$50,000	3.6%
\$50,000 - \$99,999	10.8%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	44.1%
\$200,000 - \$249,999	3.6%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	11.7%
\$400,000 - \$499,999	11.7%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$208,784

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	392
0 - 4	9.4%
5 - 9	7.7%
10 - 14	9.7%
15 - 24	12.5%
25 - 34	14.3%
35 - 44	12.5%
45 - 54	14.3%
55 - 64	9.2%
65 - 74	6.1%
75 - 84	3.8%
85 +	0.5%
18 +	69.1%
2016 Population by Age	
Total	398
0 - 4	5.0%
5 - 9	5.8%
10 - 14	6.8%
15 - 24	12.6%
25 - 34	10.6%
35 - 44	12.6%
45 - 54	16.1%
55 - 64	16.8%
65 - 74	8.8%
75 - 84	4.0%
85 +	1.0%
18 +	78.4%
2021 Population by Age	
Total	400
0 - 4	4.8%
5 - 9	5.3%
10 - 14	6.3%
15 - 24	10.8%
25 - 34	11.0%
35 - 44	12.0%
45 - 54	14.5%
55 - 64	17.3%
65 - 74	12.0%
75 - 84	5.0%
85 +	1.3%
18 +	79.8%
2010 Population by Sex	
Males	188
Females	204
2016 Population by Sex	
Males	201
Females	197
2021 Population by Sex	
Males	202
Females	198

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	392
White Alone	99.0%
Black Alone	0.0%
American Indian Alone	0.3%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	0.8%
Hispanic Origin	1.0%
Diversity Index	4.0

2016 Population by Race/Ethnicity

Total	396
White Alone	97.2%
Black Alone	0.8%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.5%
Hispanic Origin	0.5%
Diversity Index	6.4

2021 Population by Race/Ethnicity

Total	401
White Alone	96.8%
Black Alone	1.0%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.7%
Hispanic Origin	0.5%
Diversity Index	7.3

2010 Population by Relationship and Household Type

Total	392
In Households	100.0%
In Family Households	90.8%
Householder	26.3%
Spouse	19.4%
Child	39.0%
Other relative	3.8%
Nonrelative	2.3%
In Nonfamily Households	9.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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

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

2016 Population 25+ by Educational Attainment	
Total	278
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	13.3%
High School Graduate	45.7%
GED/Alternative Credential	6.8%
Some College, No Degree	10.4%
Associate Degree	12.9%
Bachelor's Degree	6.5%
Graduate/Professional Degree	2.5%
2016 Population 15+ by Marital Status	
Total	327
Never Married	26.3%
Married	60.9%
Widowed	4.3%
Divorced	8.6%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.5%
Civilian Unemployed	4.5%
2016 Employed Population 16+ by Industry	
Total	212
Agriculture/Mining	0.0%
Construction	10.9%
Manufacturing	16.1%
Wholesale Trade	1.4%
Retail Trade	8.1%
Transportation/Utilities	4.7%
Information	0.9%
Finance/Insurance/Real Estate	6.6%
Services	49.8%
Public Administration	1.4%
2016 Employed Population 16+ by Occupation	
Total	214
White Collar	42.1%
Management/Business/Financial	8.4%
Professional	19.2%
Sales	7.0%
Administrative Support	7.5%
Services	23.8%
Blue Collar	34.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.9%
Installation/Maintenance/Repair	7.0%
Production	11.2%
Transportation/Material Moving	7.9%
2010 Population By Urban/ Rural Status	
Total Population	392
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

2010 Households by Type	
Total	132
Households with 1 Person	18.2%
Households with 2+ People	81.8%
Family Households	78.0%
Husband-wife Families	57.6%
With Related Children	33.3%
Other Family (No Spouse Present)	20.5%
Other Family with Male Householder	8.3%
With Related Children	6.1%
Other Family with Female Householder	12.1%
With Related Children	8.3%
Nonfamily Households	3.8%
All Households with Children	49.2%
Multigenerational Households	6.1%
Unmarried Partner Households	6.8%
Male-female	6.8%
Same-sex	0.0%
2010 Households by Size	
Total	132
1 Person Household	18.2%
2 Person Household	30.3%
3 Person Household	15.2%
4 Person Household	18.2%
5 Person Household	12.1%
6 Person Household	3.8%
7 + Person Household	2.3%
2010 Households by Tenure and Mortgage Status	
Total	132
Owner Occupied	69.7%
Owned with a Mortgage/Loan	51.5%
Owned Free and Clear	18.2%
Renter Occupied	30.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	144
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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

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

Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Top Tier (1A)
3. Professional Pride (1B)

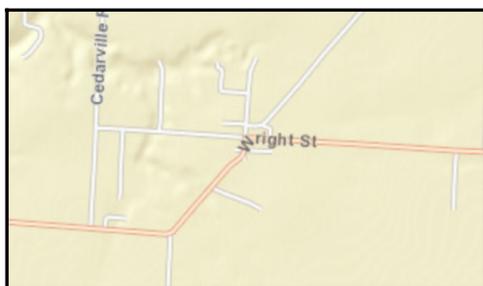
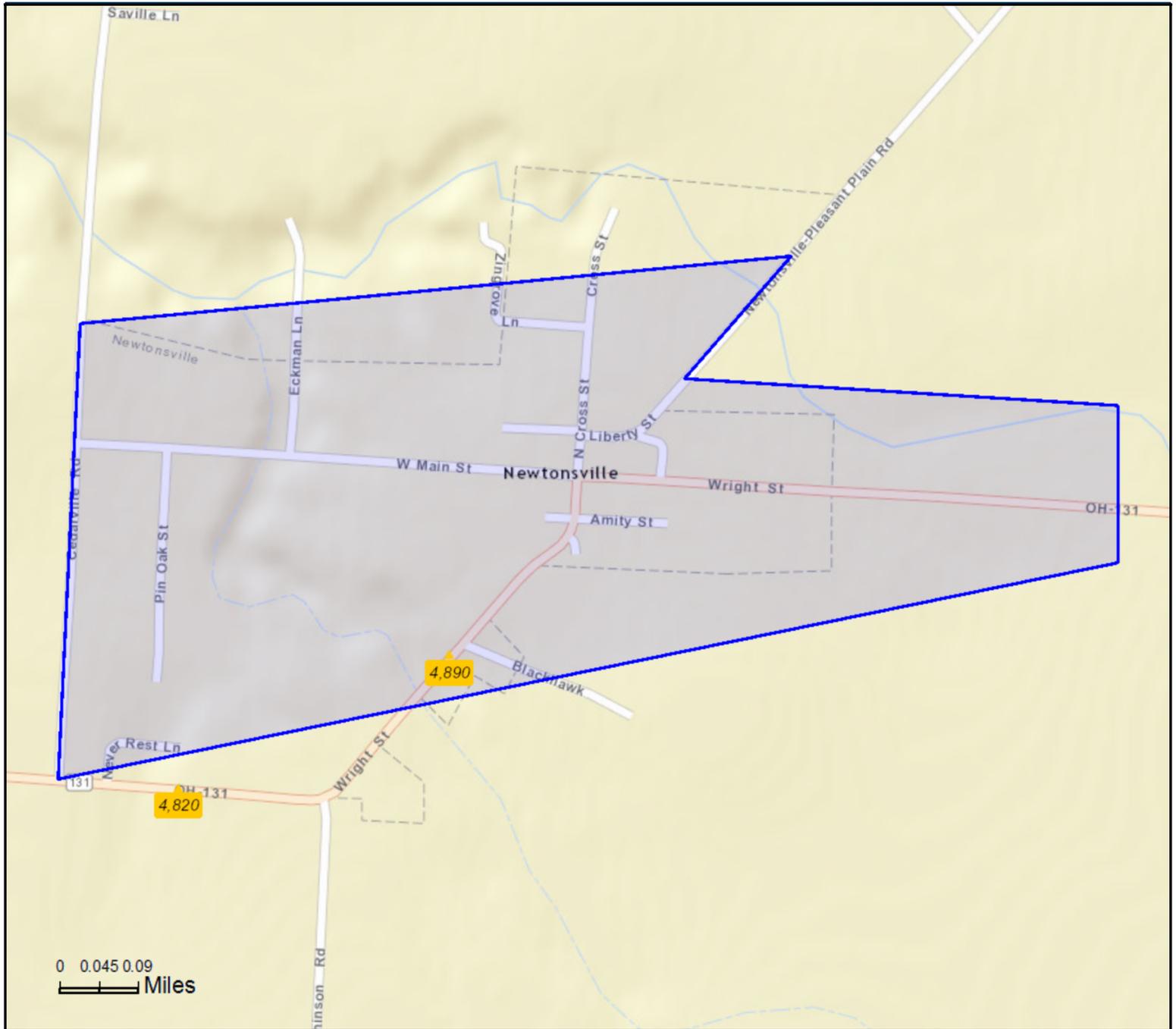
2016 Consumer Spending

Apparel & Services: Total \$	\$218,361
Average Spent	\$1,629.56
Spending Potential Index	81
Education: Total \$	\$147,906
Average Spent	\$1,103.78
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$340,614
Average Spent	\$2,541.90
Spending Potential Index	87
Food at Home: Total \$	\$585,140
Average Spent	\$4,366.72
Spending Potential Index	88
Food Away from Home: Total \$	\$344,744
Average Spent	\$2,572.72
Spending Potential Index	83
Health Care: Total \$	\$679,623
Average Spent	\$5,071.81
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$203,297
Average Spent	\$1,517.14
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$82,711
Average Spent	\$617.25
Spending Potential Index	84
Shelter: Total \$	\$1,619,831
Average Spent	\$12,088.29
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$287,871
Average Spent	\$2,148.29
Spending Potential Index	93
Travel: Total \$	\$213,084
Average Spent	\$1,590.18
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$124,636
Average Spent	\$930.12
Spending Potential Index	90

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

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

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



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies



Business Summary

Newtonsville, OH
Geography: Place

Prepared by Esri

Data for all businesses in area

Total Businesses:	19
Total Employees:	88
Total Residential Population:	396
Employee/Residential Population Ratio:	0.22:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	5	26.3%	13	14.8%
Manufacturing	0	0.0%	0	0.0%
Transportation	1	5.3%	2	2.3%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	5	26.3%	19	21.6%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	1	5.3%	7	8.0%
Food Stores	4	21.1%	12	13.6%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	1	5.3%	0	0.0%
Banks, Savings & Lending Institutions	1	5.3%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	5	26.3%	12	13.6%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	2	10.5%	4	4.5%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	1	5.3%	5	5.7%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	2	10.5%	3	3.4%
Government	2	10.5%	42	47.7%
Unclassified Establishments	0	0.0%	0	0.0%
Totals	19	100.0%	88	100.0%

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

July 27, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	5	26.3%	13	14.8%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	5	26.3%	19	21.6%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	4	21.1%	12	13.6%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	5.3%	7	8.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	5.3%	2	2.3%
Information	0	0.0%	0	0.0%
Finance & Insurance	1	5.3%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	1	5.3%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	5.3%	2	2.3%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	1	5.3%	5	5.7%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	3	15.8%	5	5.7%
Automotive Repair & Maintenance	2	10.5%	4	4.5%
Public Administration	2	10.5%	42	47.7%
Unclassified Establishments	0	0.0%	0	0.0%
Total	19	100.0%	88	100.0%

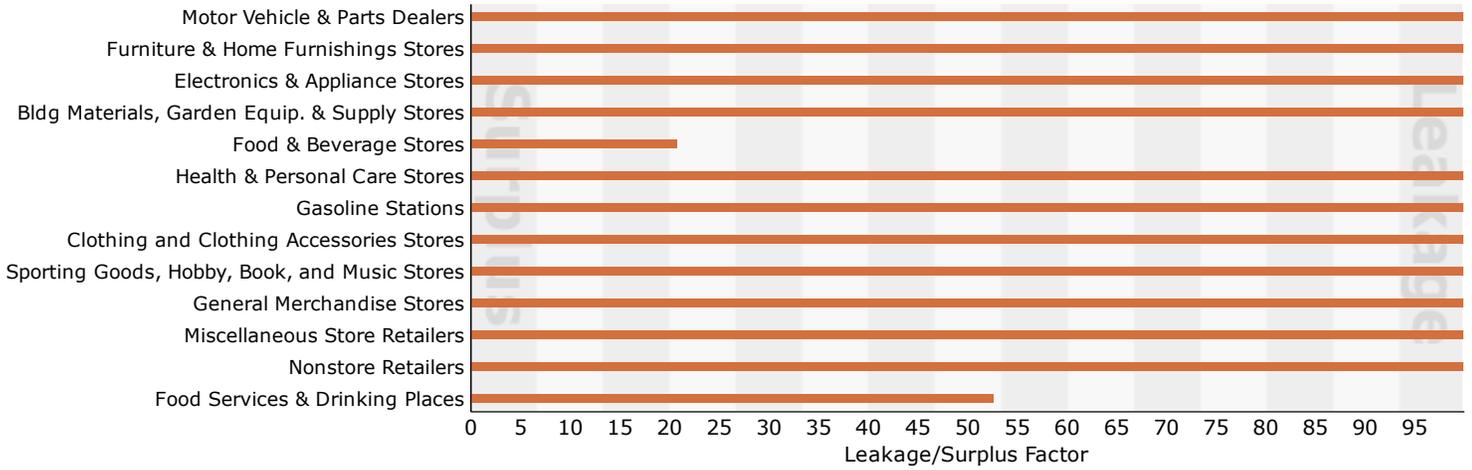
Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Summary Demographics						
2016 Population						396
2016 Households						134
2016 Median Disposable Income						\$50,162
2016 Per Capita Income						\$23,402
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	\$5,047,109	\$671,529	\$4,375,580	76.5	4
Total Retail Trade	44-45	\$4,620,312	\$539,496	\$4,080,816	79.1	3
Total Food & Drink	722	\$426,797	\$132,033	\$294,764	52.7	1
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,090,898	\$0	\$1,090,898	100.0	0
Automobile Dealers	4411	\$887,862	\$0	\$887,862	100.0	0
Other Motor Vehicle Dealers	4412	\$129,789	\$0	\$129,789	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$73,247	\$0	\$73,247	100.0	0
Furniture & Home Furnishings Stores	442	\$117,718	\$0	\$117,718	100.0	0
Furniture Stores	4421	\$73,431	\$0	\$73,431	100.0	0
Home Furnishings Stores	4422	\$44,287	\$0	\$44,287	100.0	0
Electronics & Appliance Stores	443	\$237,043	\$0	\$237,043	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$228,438	\$0	\$228,438	100.0	0
Bldg Material & Supplies Dealers	4441	\$188,443	\$0	\$188,443	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$39,995	\$0	\$39,995	100.0	0
Food & Beverage Stores	445	\$824,064	\$539,496	\$284,568	20.9	3
Grocery Stores	4451	\$761,297	\$369,008	\$392,289	34.7	2
Specialty Food Stores	4452	\$39,672	\$170,488	-\$130,816	-62.2	1
Beer, Wine & Liquor Stores	4453	\$23,095	\$0	\$23,095	100.0	0
Health & Personal Care Stores	446,4461	\$357,573	\$0	\$357,573	100.0	0
Gasoline Stations	447,4471	\$335,001	\$0	\$335,001	100.0	0
Clothing & Clothing Accessories Stores	448	\$180,919	\$0	\$180,919	100.0	0
Clothing Stores	4481	\$116,498	\$0	\$116,498	100.0	0
Shoe Stores	4482	\$22,526	\$0	\$22,526	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$41,895	\$0	\$41,895	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$143,454	\$0	\$143,454	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$117,793	\$0	\$117,793	100.0	0
Book, Periodical & Music Stores	4512	\$25,661	\$0	\$25,661	100.0	0
General Merchandise Stores	452	\$801,458	\$0	\$801,458	100.0	0
Department Stores Excluding Leased Depts.	4521	\$624,147	\$0	\$624,147	100.0	0
Other General Merchandise Stores	4529	\$177,311	\$0	\$177,311	100.0	0
Miscellaneous Store Retailers	453	\$226,371	\$0	\$226,371	100.0	0
Florists	4531	\$10,553	\$0	\$10,553	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$48,254	\$0	\$48,254	100.0	0
Used Merchandise Stores	4533	\$28,485	\$0	\$28,485	100.0	0
Other Miscellaneous Store Retailers	4539	\$139,079	\$0	\$139,079	100.0	0
Nonstore Retailers	454	\$77,375	\$0	\$77,375	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$39,470	\$0	\$39,470	100.0	0
Vending Machine Operators	4542	\$7,229	\$0	\$7,229	100.0	0
Direct Selling Establishments	4543	\$30,676	\$0	\$30,676	100.0	0
Food Services & Drinking Places	722	\$426,797	\$132,033	\$294,764	52.7	1
Full-Service Restaurants	7221	\$210,785	\$132,033	\$78,752	23.0	1
Limited-Service Eating Places	7222	\$191,832	\$0	\$191,832	100.0	0
Special Food Services	7223	\$11,759	\$0	\$11,759	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$12,421	\$0	\$12,421	100.0	0

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

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Demographic Summary	2016	2021
Population	396	401
Population 18+	312	319
Households	134	137
Median Household Income	\$59,296	\$70,588

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	164	52.6%	111
Bought any women's clothing in last 12 months	147	47.1%	107
Bought clothing for child <13 years in last 6 months	88	28.2%	102
Bought any shoes in last 12 months	179	57.4%	106
Bought costume jewelry in last 12 months	61	19.6%	100
Bought any fine jewelry in last 12 months	53	17.0%	93
Bought a watch in last 12 months	29	9.3%	84
Automobiles (Households)			
HH owns/leases any vehicle	127	94.8%	111
HH bought/leased new vehicle last 12 mo	12	9.0%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	292	93.6%	110
Bought/changed motor oil in last 12 months	192	61.5%	125
Had tune-up in last 12 months	89	28.5%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	190	60.9%	93
Drank regular cola in last 6 months	143	45.8%	102
Drank beer/ale in last 6 months	133	42.6%	100
Cameras (Adults)			
Own digital point & shoot camera	109	34.9%	120
Own digital single-lens reflex (SLR) camera	26	8.3%	97
Bought any camera in last 12 months	19	6.1%	107
Printed digital photos in last 12 months	10	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	106	34.0%	94
Have a smartphone	138	44.2%	75
Have a smartphone: Android phone (any brand)	72	23.1%	86
Have a smartphone: Apple iPhone	47	15.1%	58
Number of cell phones in household: 1	44	32.8%	102
Number of cell phones in household: 2	54	40.3%	108
Number of cell phones in household: 3+	29	21.6%	85
HH has cell phone only (no landline telephone)	49	36.6%	87
Computers (Households)			
HH owns a computer	99	73.9%	96
HH owns desktop computer	62	46.3%	102
HH owns laptop/notebook	65	48.5%	89
HH owns any Apple/Mac brand computer	10	7.5%	50
HH owns any PC/non-Apple brand computer	93	69.4%	102
HH purchased most recent computer in a store	50	37.3%	99
HH purchased most recent computer online	15	11.2%	86
Spent <\$500 on most recent home computer	23	17.2%	118
Spent \$500-\$999 on most recent home computer	24	17.9%	94
Spent \$1,000-\$1,499 on most recent home computer	10	7.5%	79
Spent \$1,500-\$1,999 on most recent home computer	5	3.7%	82
Spent \$2,000+ on most recent home computer	4	3.0%	76

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Retail Market Potential

Newtonsville, OH
Geography: Place

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	165	52.9%	104
Bought brewed coffee at convenience store in last 30 days	56	17.9%	114
Bought cigarettes at convenience store in last 30 days	48	15.4%	123
Bought gas at convenience store in last 30 days	136	43.6%	132
Spent at convenience store in last 30 days: <\$20	30	9.6%	119
Spent at convenience store in last 30 days: \$20-\$39	24	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	30	9.6%	126
Spent at convenience store in last 30 days: \$51-\$99	16	5.1%	116
Spent at convenience store in last 30 days: \$100+	91	29.2%	127
Entertainment (Adults)			
Attended a movie in last 6 months	156	50.0%	84
Went to live theater in last 12 months	35	11.2%	86
Went to a bar/night club in last 12 months	51	16.3%	98
Dined out in last 12 months	150	48.1%	107
Gambled at a casino in last 12 months	42	13.5%	98
Visited a theme park in last 12 months	47	15.1%	86
Viewed movie (video-on-demand) in last 30 days	31	9.9%	58
Viewed TV show (video-on-demand) in last 30 days	20	6.4%	50
Watched any pay-per-view TV in last 12 months	31	9.9%	76
Downloaded a movie over the Internet in last 30 days	10	3.2%	45
Downloaded any individual song in last 6 months	44	14.1%	69
Watched a movie online in the last 30 days	24	7.7%	48
Watched a TV program online in last 30 days	21	6.7%	45
Played a video/electronic game (console) in last 12 months	32	10.3%	98
Played a video/electronic game (portable) in last 12 months	14	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	110	35.3%	113
Used ATM/cash machine in last 12 months	145	46.5%	95
Own any stock	23	7.4%	96
Own U.S. savings bond	19	6.1%	115
Own shares in mutual fund (stock)	26	8.3%	115
Own shares in mutual fund (bonds)	15	4.8%	99
Have interest checking account	101	32.4%	115
Have non-interest checking account	110	35.3%	125
Have savings account	184	59.0%	109
Have 401K retirement savings plan	50	16.0%	110
Own/used any credit/debit card in last 12 months	243	77.9%	105
Avg monthly credit card expenditures: <\$111	43	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	27	8.7%	126
Avg monthly credit card expenditures: \$226-\$450	18	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	20	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	10	3.2%	74
Avg monthly credit card expenditures: \$1,001+	20	6.4%	71
Did banking online in last 12 months	98	31.4%	88
Did banking on mobile device in last 12 months	35	11.2%	80
Paid bills online in last 12 months	113	36.2%	84

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Retail Market Potential

Newtonsville, OH
Geography: Place

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	101	75.4%	108
Used bread in last 6 months	129	96.3%	102
Used chicken (fresh or frozen) in last 6 months	94	70.1%	102
Used turkey (fresh or frozen) in last 6 months	26	19.4%	122
Used fish/seafood (fresh or frozen) in last 6 months	70	52.2%	96
Used fresh fruit/vegetables in last 6 months	118	88.1%	103
Used fresh milk in last 6 months	125	93.3%	106
Used organic food in last 6 months	19	14.2%	72
Health (Adults)			
Exercise at home 2+ times per week	86	27.6%	97
Exercise at club 2+ times per week	28	9.0%	69
Visited a doctor in last 12 months	242	77.6%	102
Used vitamin/dietary supplement in last 6 months	165	52.9%	100
Home (Households)			
Any home improvement in last 12 months	45	33.6%	125
Used housekeeper/maid/professional HH cleaning service in last 12	13	9.7%	74
Purchased low ticket HH furnishings in last 12 months	19	14.2%	88
Purchased big ticket HH furnishings in last 12 months	24	17.9%	86
Bought any small kitchen appliance in last 12 months	28	20.9%	94
Bought any large kitchen appliance in last 12 months	16	11.9%	94
Insurance (Adults/Households)			
Currently carry life insurance	164	52.6%	123
Carry medical/hospital/accident insurance	212	67.9%	104
Carry homeowner insurance	193	61.9%	131
Carry renter's insurance	18	5.8%	71
Have auto insurance: 1 vehicle in household covered	33	24.6%	80
Have auto insurance: 2 vehicles in household covered	40	29.9%	105
Have auto insurance: 3+ vehicles in household covered	47	35.1%	161
Pets (Households)			
Household owns any pet	90	67.2%	125
Household owns any cat	45	33.6%	150
Household owns any dog	73	54.5%	134
Psychographics (Adults)			
Buying American is important to me	164	52.6%	124
Usually buy items on credit rather than wait	33	10.6%	90
Usually buy based on quality - not price	51	16.3%	91
Price is usually more important than brand name	91	29.2%	111
Usually use coupons for brands I buy often	65	20.8%	110
Am interested in how to help the environment	33	10.6%	65
Usually pay more for environ safe product	29	9.3%	73
Usually value green products over convenience	24	7.7%	73
Likely to buy a brand that supports a charity	119	38.1%	109
Reading (Adults)			
Bought digital book in last 12 months	33	10.6%	80
Bought hardcover book in last 12 months	66	21.2%	101
Bought paperback book in last 12 month	93	29.8%	95
Read any daily newspaper (paper version)	92	29.5%	113
Read any digital newspaper in last 30 days	77	24.7%	74
Read any magazine (paper/electronic version) in last 6 months	273	87.5%	96

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Retail Market Potential

Newtonsville, OH
Geography: Place

Prepared by Esri

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	238	76.3%	102
Went to family restaurant/steak house: 4+ times a month	83	26.6%	97
Went to fast food/drive-in restaurant in last 6 months	286	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	127	40.7%	103
Fast food/drive-in last 6 months: eat in	129	41.3%	114
Fast food/drive-in last 6 months: home delivery	19	6.1%	79
Fast food/drive-in last 6 months: take-out/drive-thru	152	48.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	54	17.3%	89
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	70	22.4%	71
Own e-reader/tablet: iPad	20	6.4%	42
Own any portable MP3 player	83	26.6%	86
HH owns 1 TV	25	18.7%	91
HH owns 2 TVs	36	26.9%	104
HH owns 3 TVs	32	23.9%	112
HH owns 4+ TVs	28	20.9%	111
HH subscribes to cable TV	43	32.1%	65
HH subscribes to fiber optic	1	0.7%	10
HH has satellite dish	63	47.0%	185
HH owns DVD/Blu-ray player	86	64.2%	106
HH owns camcorder	21	15.7%	112
HH owns portable GPS navigation device	46	34.3%	125
HH purchased video game system in last 12 mos	8	6.0%	75
HH owns Internet video device for TV	6	4.5%	64
Travel (Adults)			
Domestic travel in last 12 months	142	45.5%	91
Took 3+ domestic non-business trips in last 12 months	28	9.0%	81
Spent on domestic vacations in last 12 months: <\$1,000	32	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	16	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10	3.2%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	13	4.2%	107
Spent on domestic vacations in last 12 months: \$3,000+	14	4.5%	81
Domestic travel in the 12 months: used general travel website	15	4.8%	71
Foreign travel in last 3 years	48	15.4%	64
Took 3+ foreign trips by plane in last 3 years	8	2.6%	57
Spent on foreign vacations in last 12 months: <\$1,000	10	3.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6	1.9%	59
Spent on foreign vacations in last 12 months: \$3,000+	10	3.2%	65
Foreign travel in last 3 years: used general travel website	9	2.9%	52
Nights spent in hotel/motel in last 12 months: any	117	37.5%	92
Took cruise of more than one day in last 3 years	19	6.1%	73
Member of any frequent flyer program	25	8.0%	49
Member of any hotel rewards program	35	11.2%	79

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