



# Market Profile

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,807	25,865	72,772
2010 Total Population	1,935	25,935	76,774
2016 Total Population	2,038	27,133	79,216
2016 Group Quarters	125	532	670
2020 Total Population	2,112	28,118	81,519
2016-2021 Annual Rate	0.72%	0.72%	0.57%
<b>Household Summary</b>			
2000 Households	839	10,013	27,114
2000 Average Household Size	2.10	2.54	2.66
2010 Households	878	10,167	29,173
2010 Average Household Size	2.06	2.50	2.61
2016 Households	929	10,675	30,265
2016 Average Household Size	2.06	2.49	2.60
2021 Households	967	11,090	31,235
2021 Average Household Size	2.05	2.49	2.59
2016-2021 Annual Rate	0.81%	0.77%	0.63%
2010 Families	429	6,990	21,104
2010 Average Family Size	2.96	3.04	3.08
2016 Families	447	7,268	21,676
2016 Average Family Size	2.97	3.04	3.08
2021 Families	461	7,512	22,257
2021 Average Family Size	2.97	3.04	3.08
2016-2021 Annual Rate	0.62%	0.66%	0.53%
<b>Housing Unit Summary</b>			
2000 Housing Units	861	10,424	28,122
Owner Occupied Housing Units	50.8%	72.2%	75.5%
Renter Occupied Housing Units	46.6%	23.8%	20.9%
Vacant Housing Units	2.7%	3.9%	3.6%
2010 Housing Units	928	10,992	31,318
Owner Occupied Housing Units	51.0%	69.2%	72.1%
Renter Occupied Housing Units	43.6%	23.3%	21.1%
Vacant Housing Units	5.4%	7.5%	6.8%
2016 Housing Units	981	11,550	32,506
Owner Occupied Housing Units	47.8%	66.8%	69.7%
Renter Occupied Housing Units	46.9%	25.6%	23.4%
Vacant Housing Units	5.3%	7.6%	6.9%
2021 Housing Units	1,027	12,047	33,665
Owner Occupied Housing Units	47.6%	66.3%	69.3%
Renter Occupied Housing Units	46.6%	25.7%	23.5%
Vacant Housing Units	5.8%	7.9%	7.2%
<b>Median Household Income</b>			
2016	\$43,072	\$68,844	\$75,364
2021	\$48,246	\$78,653	\$83,476
<b>Median Home Value</b>			
2016	\$150,463	\$196,315	\$198,028
2021	\$214,041	\$221,935	\$221,670
<b>Per Capita Income</b>			
2016	\$29,977	\$37,242	\$38,470
2021	\$32,746	\$40,651	\$41,969
<b>Median Age</b>			
2010	47.1	41.9	39.7
2016	48.3	43.1	40.8
2021	49.7	44.1	41.6

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

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

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<b>2016 Households by Income</b>			
Household Income Base	929	10,675	30,265
<\$15,000	17.1%	8.4%	6.9%
\$15,000 - \$24,999	11.9%	7.8%	7.2%
\$25,000 - \$34,999	10.0%	9.2%	8.7%
\$35,000 - \$49,999	17.5%	11.7%	10.7%
\$50,000 - \$74,999	14.2%	15.8%	16.2%
\$75,000 - \$99,999	9.5%	13.3%	13.9%
\$100,000 - \$149,999	13.5%	17.6%	18.8%
\$150,000 - \$199,999	3.7%	8.6%	8.5%
\$200,000+	2.6%	7.6%	9.1%
Average Household Income	\$61,458	\$93,948	\$100,304
<b>2021 Households by Income</b>			
Household Income Base	967	11,090	31,235
<\$15,000	18.0%	8.1%	6.5%
\$15,000 - \$24,999	10.3%	7.1%	6.5%
\$25,000 - \$34,999	10.8%	9.1%	8.3%
\$35,000 - \$49,999	12.0%	6.7%	6.4%
\$50,000 - \$74,999	15.0%	16.4%	16.4%
\$75,000 - \$99,999	10.4%	14.1%	14.7%
\$100,000 - \$149,999	16.4%	20.6%	21.9%
\$150,000 - \$199,999	4.3%	9.9%	10.0%
\$200,000+	2.7%	8.1%	9.5%
Average Household Income	\$67,184	\$102,436	\$109,153
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	469	7,717	22,640
<\$50,000	4.7%	5.8%	4.4%
\$50,000 - \$99,999	14.3%	8.0%	8.7%
\$100,000 - \$149,999	30.9%	19.2%	20.3%
\$150,000 - \$199,999	11.5%	18.4%	17.3%
\$200,000 - \$249,999	11.1%	14.2%	14.4%
\$250,000 - \$299,999	9.8%	9.5%	9.5%
\$300,000 - \$399,999	10.4%	11.4%	9.8%
\$400,000 - \$499,999	3.8%	5.4%	4.6%
\$500,000 - \$749,999	3.4%	4.6%	5.1%
\$750,000 - \$999,999	0.0%	1.8%	2.7%
\$1,000,000 +	0.0%	1.9%	3.0%
Average Home Value	\$197,761	\$253,491	\$271,054
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	489	7,990	23,318
<\$50,000	2.0%	3.3%	2.3%
\$50,000 - \$99,999	9.4%	4.8%	4.9%
\$100,000 - \$149,999	21.1%	12.1%	13.4%
\$150,000 - \$199,999	13.3%	21.5%	20.9%
\$200,000 - \$249,999	14.9%	18.9%	19.4%
\$250,000 - \$299,999	15.1%	13.0%	12.7%
\$300,000 - \$399,999	14.9%	12.4%	10.3%
\$400,000 - \$499,999	5.1%	5.6%	4.9%
\$500,000 - \$749,999	4.1%	4.6%	5.2%
\$750,000 - \$999,999	0.0%	2.1%	3.1%
\$1,000,000 +	0.0%	1.7%	2.7%
Average Home Value	\$233,180	\$272,544	\$288,424

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

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

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<b>2010 Population by Age</b>			
Total	1,932	25,937	76,777
0 - 4	4.6%	5.9%	6.6%
5 - 9	5.4%	7.3%	7.5%
10 - 14	5.1%	7.5%	7.6%
15 - 24	8.9%	10.7%	11.7%
25 - 34	11.9%	9.6%	10.6%
35 - 44	11.3%	13.7%	13.9%
45 - 54	13.7%	16.0%	16.3%
55 - 64	13.3%	13.3%	13.0%
65 - 74	8.1%	7.6%	6.9%
75 - 84	9.8%	5.6%	4.2%
85 +	8.1%	2.8%	1.7%
18 +	82.1%	74.9%	73.7%
<b>2016 Population by Age</b>			
Total	2,038	27,134	79,217
0 - 4	4.4%	5.6%	6.1%
5 - 9	4.6%	6.6%	6.9%
10 - 14	5.3%	7.4%	7.5%
15 - 24	9.9%	11.1%	11.7%
25 - 34	10.5%	9.5%	10.7%
35 - 44	11.6%	12.3%	12.7%
45 - 54	12.5%	15.0%	14.9%
55 - 64	14.5%	14.1%	14.1%
65 - 74	10.5%	9.8%	9.1%
75 - 84	7.9%	5.5%	4.3%
85 +	8.4%	3.1%	2.0%
18 +	83.0%	76.4%	75.4%
<b>2021 Population by Age</b>			
Total	2,110	28,117	81,520
0 - 4	4.4%	5.4%	6.0%
5 - 9	4.3%	6.2%	6.6%
10 - 14	4.6%	6.9%	7.1%
15 - 24	9.6%	10.8%	11.2%
25 - 34	10.3%	9.9%	11.1%
35 - 44	11.6%	12.0%	12.6%
45 - 54	11.4%	13.5%	13.4%
55 - 64	13.6%	14.2%	14.1%
65 - 74	13.4%	11.5%	10.8%
75 - 84	8.6%	6.4%	5.1%
85 +	8.2%	3.2%	2.1%
18 +	83.9%	77.5%	76.3%
<b>2010 Population by Sex</b>			
Males	843	12,452	37,381
Females	1,092	13,483	39,393
<b>2016 Population by Sex</b>			
Males	910	13,076	38,648
Females	1,128	14,057	40,568
<b>2021 Population by Sex</b>			
Males	951	13,590	39,862
Females	1,161	14,527	41,657

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

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,935	25,936	76,774
White Alone	95.5%	94.9%	94.7%
Black Alone	1.3%	1.9%	1.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.3%	1.2%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	1.3%	1.3%	1.4%
Hispanic Origin	1.1%	1.3%	1.8%
Diversity Index	10.7	12.2	13.4
<b>2016 Population by Race/Ethnicity</b>			
Total	2,038	27,133	79,216
White Alone	94.4%	93.7%	93.4%
Black Alone	1.8%	2.5%	2.1%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	1.6%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	1.6%	1.6%	1.7%
Hispanic Origin	1.4%	1.7%	2.3%
Diversity Index	13.2	15.2	16.5
<b>2021 Population by Race/Ethnicity</b>			
Total	2,113	28,117	81,519
White Alone	93.3%	92.5%	92.2%
Black Alone	2.2%	2.9%	2.4%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	1.9%	1.8%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.8%	0.8%
Two or More Races	1.8%	1.9%	2.1%
Hispanic Origin	1.8%	2.2%	2.8%
Diversity Index	15.7	18.0	19.5
<b>2010 Population by Relationship and Household Type</b>			
Total	1,935	25,935	76,774
In Households	93.5%	97.9%	99.1%
In Family Households	67.3%	83.5%	86.4%
Householder	22.7%	26.9%	27.5%
Spouse	16.4%	21.5%	22.1%
Child	24.2%	31.5%	33.0%
Other relative	2.2%	2.1%	2.1%
Nonrelative	1.7%	1.6%	1.7%
In Nonfamily Households	26.3%	14.5%	12.7%
In Group Quarters	6.5%	2.1%	0.9%
Institutionalized Population	0.0%	0.8%	0.4%
Noninstitutionalized Population	6.5%	1.2%	0.4%

**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.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	1,549	18,817	53,729
Less than 9th Grade	2.3%	1.8%	1.7%
9th - 12th Grade, No Diploma	8.0%	5.5%	5.1%
High School Graduate	32.6%	23.4%	22.5%
GED/Alternative Credential	3.7%	2.7%	2.9%
Some College, No Degree	21.1%	17.2%	17.5%
Associate Degree	6.4%	8.9%	8.9%
Bachelor's Degree	18.7%	24.9%	26.2%
Graduate/Professional Degree	7.2%	15.8%	15.2%
<b>2016 Population 15+ by Marital Status</b>			
Total	1,749	21,827	63,003
Never Married	28.5%	26.2%	25.2%
Married	45.0%	56.3%	59.1%
Widowed	14.2%	7.3%	5.6%
Divorced	12.2%	10.2%	10.1%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	96.1%	96.4%
Civilian Unemployed	4.3%	3.9%	3.6%
<b>2016 Employed Population 16+ by Industry</b>			
Total	882	13,400	39,611
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	13.8%	5.1%	4.0%
Manufacturing	10.0%	15.1%	13.5%
Wholesale Trade	3.1%	3.9%	3.0%
Retail Trade	6.9%	11.2%	12.3%
Transportation/Utilities	2.3%	2.8%	3.2%
Information	0.1%	1.4%	1.7%
Finance/Insurance/Real Estate	7.5%	9.0%	10.1%
Services	53.9%	49.1%	49.5%
Public Administration	2.3%	2.4%	2.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	881	13,402	39,613
White Collar	62.9%	68.1%	69.2%
Management/Business/Financial	15.9%	19.3%	18.6%
Professional	28.7%	23.6%	24.8%
Sales	7.9%	12.5%	12.2%
Administrative Support	10.4%	12.8%	13.7%
Services	15.9%	14.8%	14.6%
Blue Collar	21.1%	17.1%	16.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	10.5%	4.1%	3.1%
Installation/Maintenance/Repair	2.2%	1.8%	2.3%
Production	5.1%	7.1%	6.0%
Transportation/Material Moving	3.3%	4.0%	4.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,935	25,935	76,774
Population Inside Urbanized Area	100.0%	97.9%	95.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.1%	4.5%

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<b>2010 Households by Type</b>			
Total	878	10,167	29,173
Households with 1 Person	46.1%	26.5%	22.9%
Households with 2+ People	53.9%	73.5%	77.1%
Family Households	48.9%	68.8%	72.3%
Husband-wife Families	35.1%	55.0%	58.1%
With Related Children	13.6%	24.5%	27.1%
Other Family (No Spouse Present)	13.7%	13.8%	14.3%
Other Family with Male Householder	4.1%	4.0%	4.1%
With Related Children	2.7%	2.4%	2.5%
Other Family with Female Householder	9.6%	9.7%	10.2%
With Related Children	4.9%	6.1%	6.6%
Nonfamily Households	5.0%	4.8%	4.8%
All Households with Children	21.5%	33.5%	36.6%
Multigenerational Households	1.7%	2.6%	2.8%
Unmarried Partner Households	6.0%	5.6%	5.8%
Male-female	5.6%	5.0%	5.2%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	879	10,169	29,173
1 Person Household	46.1%	26.5%	22.9%
2 Person Household	28.1%	34.2%	34.3%
3 Person Household	12.2%	15.4%	16.6%
4 Person Household	8.3%	14.3%	16.0%
5 Person Household	3.6%	6.7%	7.1%
6 Person Household	1.3%	2.0%	2.3%
7 + Person Household	0.5%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	878	10,167	29,173
Owner Occupied	53.9%	74.8%	77.4%
Owned with a Mortgage/Loan	40.2%	56.3%	60.6%
Owned Free and Clear	13.7%	18.5%	16.8%
Renter Occupied	46.1%	25.2%	22.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	928	10,992	31,318
Housing Units Inside Urbanized Area	100.0%	97.9%	95.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.1%	4.5%

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

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



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Retirement Communities	Comfortable Empty Nesters	Middleburg (4C)
<b>2.</b>	Small Town Simplicity	Old and Newcomers (8F)	Comfortable Empty Nesters
<b>3.</b>	Soccer Moms (4A)	Retirement Communities	Old and Newcomers (8F)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,477,174	\$25,505,164	\$77,425,760
Average Spent	\$1,590.07	\$2,389.24	\$2,558.26
Spending Potential Index	79	119	127
Education: Total \$	\$975,611	\$19,186,208	\$57,232,473
Average Spent	\$1,050.17	\$1,797.30	\$1,891.04
Spending Potential Index	74	127	134
Entertainment/Recreation: Total \$	\$2,208,616	\$37,557,004	\$113,833,600
Average Spent	\$2,377.41	\$3,518.22	\$3,761.23
Spending Potential Index	82	121	129
Food at Home: Total \$	\$3,928,653	\$62,622,021	\$188,629,748
Average Spent	\$4,228.91	\$5,866.23	\$6,232.60
Spending Potential Index	85	118	125
Food Away from Home: Total \$	\$2,311,809	\$39,199,341	\$119,248,744
Average Spent	\$2,488.49	\$3,672.07	\$3,940.15
Spending Potential Index	80	119	127
Health Care: Total \$	\$4,189,906	\$69,005,665	\$207,185,496
Average Spent	\$4,510.12	\$6,464.23	\$6,845.71
Spending Potential Index	85	122	129
HH Furnishings & Equipment: Total \$	\$1,309,865	\$22,944,933	\$69,651,470
Average Spent	\$1,409.97	\$2,149.41	\$2,301.39
Spending Potential Index	80	122	130
Personal Care Products & Services: Total \$	\$551,018	\$9,449,883	\$28,535,517
Average Spent	\$593.13	\$885.23	\$942.86
Spending Potential Index	81	121	129
Shelter: Total \$	\$11,551,569	\$200,399,261	\$604,321,983
Average Spent	\$12,434.41	\$18,772.76	\$19,967.68
Spending Potential Index	80	121	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,808,102	\$31,090,407	\$93,088,073
Average Spent	\$1,946.29	\$2,912.45	\$3,075.77
Spending Potential Index	84	126	133
Travel: Total \$	\$1,303,248	\$25,029,611	\$75,835,512
Average Spent	\$1,402.85	\$2,344.69	\$2,505.72
Spending Potential Index	75	126	135
Vehicle Maintenance & Repairs: Total \$	\$799,737	\$13,263,938	\$40,072,439
Average Spent	\$860.86	\$1,242.52	\$1,324.05
Spending Potential Index	83	120	128

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

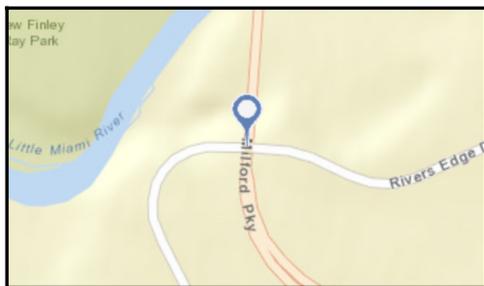
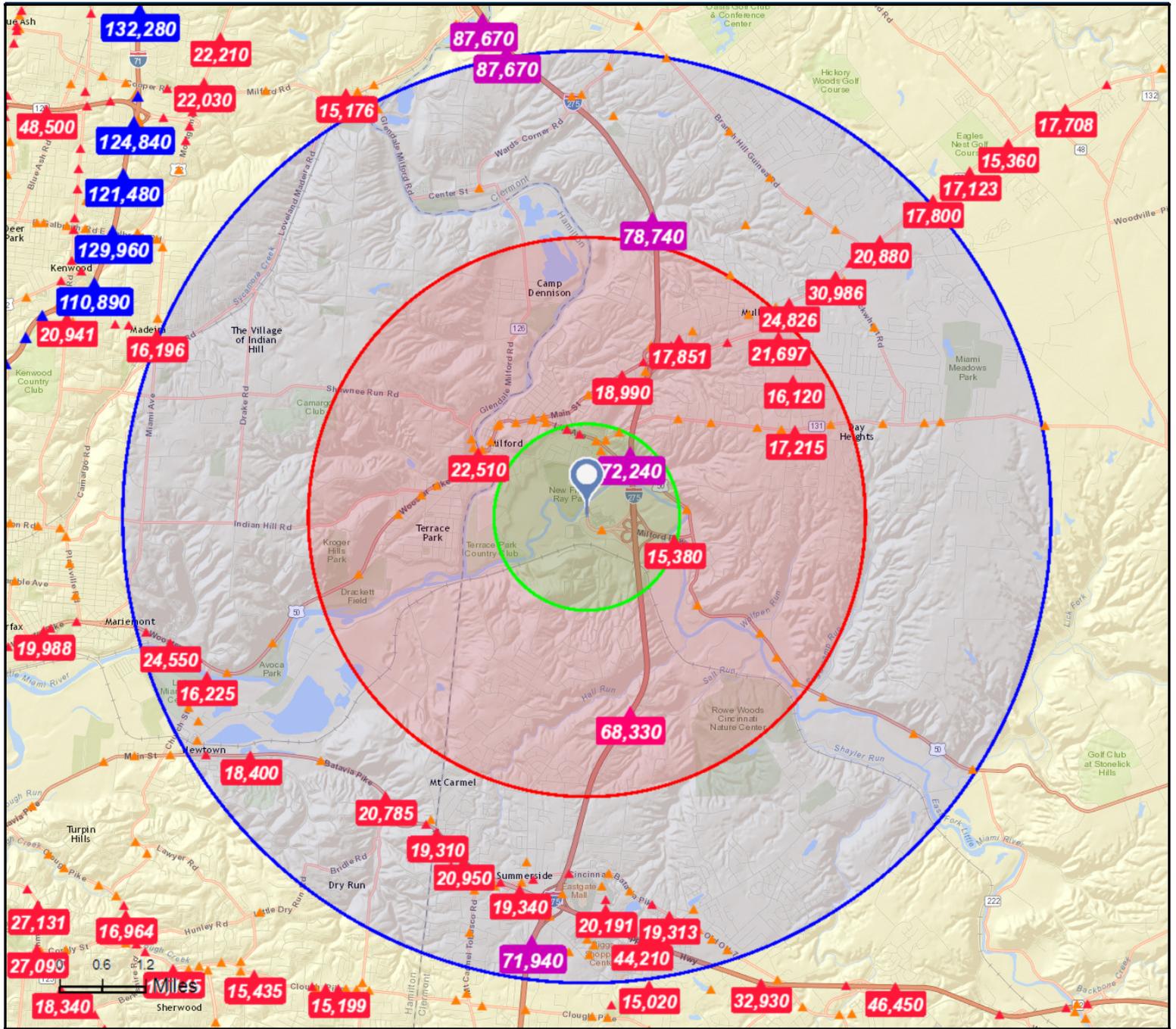
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

# Traffic Count Map

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- 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

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	159	1,291	3,398
Total Employees:	2,397	16,007	43,792
Total Residential Population:	2,038	27,133	79,216
Employee/Residential Population Ratio:	1.18:1	0.59:1	0.55:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	3.8%	36	1.5%	46	3.6%	266	1.7%	106	3.1%	718	1.6%
Construction	11	6.9%	98	4.1%	116	9.0%	731	4.6%	300	8.8%	2,110	4.8%
Manufacturing	8	5.0%	157	6.5%	56	4.3%	1,067	6.7%	131	3.9%	4,233	9.7%
Transportation	1	0.6%	16	0.7%	22	1.7%	278	1.7%	67	2.0%	623	1.4%
Communication	1	0.6%	8	0.3%	4	0.3%	29	0.2%	19	0.6%	167	0.4%
Utility	1	0.6%	16	0.7%	5	0.4%	70	0.4%	9	0.3%	102	0.2%
Wholesale Trade	5	3.1%	51	2.1%	51	4.0%	774	4.8%	128	3.8%	2,548	5.8%
<b>Retail Trade Summary</b>	<b>45</b>	<b>28.3%</b>	<b>1,163</b>	<b>48.5%</b>	<b>272</b>	<b>21.1%</b>	<b>4,739</b>	<b>29.6%</b>	<b>785</b>	<b>23.1%</b>	<b>13,280</b>	<b>30.3%</b>
Home Improvement	2	1.3%	21	0.9%	23	1.8%	541	3.4%	50	1.5%	908	2.1%
General Merchandise Stores	1	0.6%	316	13.2%	10	0.8%	656	4.1%	26	0.8%	1,986	4.5%
Food Stores	3	1.9%	22	0.9%	28	2.2%	428	2.7%	80	2.4%	1,862	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	2	1.3%	55	2.3%	24	1.9%	428	2.7%	67	2.0%	790	1.8%
Apparel & Accessory Stores	1	0.6%	4	0.2%	8	0.6%	39	0.2%	60	1.8%	503	1.1%
Furniture & Home Furnishings	4	2.5%	49	2.0%	28	2.2%	336	2.1%	74	2.2%	980	2.2%
Eating & Drinking Places	15	9.4%	581	24.2%	73	5.7%	1,680	10.5%	205	6.0%	4,326	9.9%
Miscellaneous Retail	15	9.4%	115	4.8%	77	6.0%	632	3.9%	223	6.6%	1,925	4.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>20</b>	<b>12.6%</b>	<b>99</b>	<b>4.1%</b>	<b>163</b>	<b>12.6%</b>	<b>742</b>	<b>4.6%</b>	<b>417</b>	<b>12.3%</b>	<b>1,826</b>	<b>4.2%</b>
Banks, Savings & Lending Institutions	8	5.0%	25	1.0%	67	5.2%	177	1.1%	174	5.1%	499	1.1%
Securities Brokers	1	0.6%	7	0.3%	11	0.9%	82	0.5%	28	0.8%	141	0.3%
Insurance Carriers & Agents	4	2.5%	18	0.8%	39	3.0%	246	1.5%	83	2.4%	454	1.0%
Real Estate, Holding, Other Investment Offices	6	3.8%	49	2.0%	46	3.6%	237	1.5%	132	3.9%	732	1.7%
<b>Services Summary</b>	<b>54</b>	<b>34.0%</b>	<b>721</b>	<b>30.1%</b>	<b>451</b>	<b>34.9%</b>	<b>6,833</b>	<b>42.7%</b>	<b>1,213</b>	<b>35.7%</b>	<b>16,959</b>	<b>38.7%</b>
Hotels & Lodging	1	0.6%	15	0.6%	7	0.5%	85	0.5%	14	0.4%	400	0.9%
Automotive Services	3	1.9%	14	0.6%	43	3.3%	286	1.8%	115	3.4%	619	1.4%
Motion Pictures & Amusements	6	3.8%	76	3.2%	32	2.5%	349	2.2%	108	3.2%	982	2.2%
Health Services	3	1.9%	88	3.7%	48	3.7%	1,221	7.6%	157	4.6%	2,784	6.4%
Legal Services	1	0.6%	3	0.1%	12	0.9%	54	0.3%	33	1.0%	214	0.5%
Education Institutions & Libraries	4	2.5%	92	3.8%	22	1.7%	970	6.1%	66	1.9%	2,771	6.3%
Other Services	37	23.3%	433	18.1%	287	22.2%	3,869	24.2%	720	21.2%	9,189	21.0%
<b>Government</b>	<b>2</b>	<b>1.3%</b>	<b>26</b>	<b>1.1%</b>	<b>34</b>	<b>2.6%</b>	<b>368</b>	<b>2.3%</b>	<b>72</b>	<b>2.1%</b>	<b>1,090</b>	<b>2.5%</b>
<b>Unclassified Establishments</b>	<b>6</b>	<b>3.8%</b>	<b>6</b>	<b>0.3%</b>	<b>71</b>	<b>5.5%</b>	<b>110</b>	<b>0.7%</b>	<b>150</b>	<b>4.4%</b>	<b>136</b>	<b>0.3%</b>
<b>Totals</b>	<b>159</b>	<b>100.0%</b>	<b>2,397</b>	<b>100.0%</b>	<b>1,291</b>	<b>100.0%</b>	<b>16,007</b>	<b>100.0%</b>	<b>3,398</b>	<b>100.0%</b>	<b>43,792</b>	<b>100.0%</b>

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

# Business Summary

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	3	0.0%	5	0.1%	18	0.0%
Mining	1	0.6%	7	0.3%	3	0.2%	30	0.2%	4	0.1%	36	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	7	0.0%	4	0.1%	21	0.0%
Construction	11	6.9%	99	4.1%	120	9.3%	743	4.6%	322	9.5%	2,222	5.1%
Manufacturing	7	4.4%	156	6.5%	61	4.7%	1,134	7.1%	146	4.3%	4,169	9.5%
Wholesale Trade	5	3.1%	51	2.1%	50	3.9%	770	4.8%	126	3.7%	2,542	5.8%
Retail Trade	29	18.2%	578	24.1%	189	14.6%	2,925	18.3%	550	16.2%	8,690	19.8%
Motor Vehicle & Parts Dealers	1	0.6%	54	2.3%	18	1.4%	405	2.5%	47	1.4%	706	1.6%
Furniture & Home Furnishings Stores	1	0.6%	11	0.5%	4	0.3%	23	0.1%	27	0.8%	191	0.4%
Electronics & Appliance Stores	3	1.9%	35	1.5%	20	1.5%	222	1.4%	44	1.3%	690	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	21	0.9%	21	1.6%	535	3.3%	47	1.4%	899	2.1%
Food & Beverage Stores	2	1.3%	17	0.7%	19	1.5%	380	2.4%	55	1.6%	1,718	3.9%
Health & Personal Care Stores	4	2.5%	35	1.5%	20	1.5%	314	2.0%	58	1.7%	834	1.9%
Gasoline Stations	0	0.0%	1	0.0%	6	0.5%	22	0.1%	21	0.6%	84	0.2%
Clothing & Clothing Accessories Stores	4	2.5%	18	0.8%	16	1.2%	74	0.5%	82	2.4%	615	1.4%
Sport Goods, Hobby, Book, & Music Stores	2	1.3%	14	0.6%	17	1.3%	117	0.7%	48	1.4%	443	1.0%
General Merchandise Stores	1	0.6%	316	13.2%	10	0.8%	656	4.1%	26	0.8%	1,986	4.5%
Miscellaneous Store Retailers	6	3.8%	52	2.2%	33	2.6%	167	1.0%	82	2.4%	432	1.0%
Nonstore Retailers	2	1.3%	3	0.1%	4	0.3%	11	0.1%	14	0.4%	92	0.2%
Transportation & Warehousing	1	0.6%	10	0.4%	19	1.5%	206	1.3%	59	1.7%	535	1.2%
Information	5	3.1%	100	4.2%	20	1.5%	878	5.5%	46	1.4%	1,421	3.2%
Finance & Insurance	13	8.2%	49	2.0%	117	9.1%	506	3.2%	286	8.4%	1,100	2.5%
Central Bank/Credit Intermediation & Related Activities	8	5.0%	25	1.0%	67	5.2%	177	1.1%	175	5.2%	504	1.2%
Securities, Commodity Contracts & Other Financial	1	0.6%	7	0.3%	11	0.9%	82	0.5%	28	0.8%	141	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.5%	18	0.8%	39	3.0%	246	1.5%	83	2.4%	454	1.0%
Real Estate, Rental & Leasing	7	4.4%	49	2.0%	59	4.6%	267	1.7%	167	4.9%	800	1.8%
Professional, Scientific & Tech Services	18	11.3%	166	6.9%	135	10.5%	1,618	10.1%	315	9.3%	4,747	10.8%
Legal Services	1	0.6%	5	0.2%	14	1.1%	85	0.5%	40	1.2%	269	0.6%
Management of Companies & Enterprises	1	0.6%	0	0.0%	1	0.1%	0	0.0%	4	0.1%	7	0.0%
Administrative & Support & Waste Management & Remediation	7	4.4%	53	2.2%	66	5.1%	715	4.5%	172	5.1%	1,332	3.0%
Educational Services	5	3.1%	231	9.6%	29	2.2%	1,185	7.4%	86	2.5%	3,034	6.9%
Health Care & Social Assistance	3	1.9%	92	3.8%	61	4.7%	1,571	9.8%	197	5.8%	3,911	8.9%
Arts, Entertainment & Recreation	2	1.3%	37	1.5%	19	1.5%	259	1.6%	73	2.1%	897	2.0%
Accommodation & Food Services	17	10.7%	597	24.9%	81	6.3%	1,779	11.1%	227	6.7%	4,783	10.9%
Accommodation	1	0.6%	15	0.6%	7	0.5%	85	0.5%	14	0.4%	400	0.9%
Food Services & Drinking Places	16	10.1%	582	24.3%	75	5.8%	1,694	10.6%	213	6.3%	4,383	10.0%
Other Services (except Public Administration)	19	11.9%	90	3.8%	152	11.8%	933	5.8%	387	11.4%	2,302	5.3%
Automotive Repair & Maintenance	3	1.9%	12	0.5%	34	2.6%	236	1.5%	91	2.7%	503	1.1%
Public Administration	2	1.3%	26	1.1%	34	2.6%	368	2.3%	72	2.1%	1,090	2.5%
Unclassified Establishments	6	3.8%	6	0.3%	71	5.5%	110	0.7%	150	4.4%	136	0.3%
<b>Total</b>	<b>159</b>	<b>100.0%</b>	<b>2,397</b>	<b>100.0%</b>	<b>1,291</b>	<b>100.0%</b>	<b>16,007</b>	<b>100.0%</b>	<b>3,398</b>	<b>100.0%</b>	<b>43,792</b>	<b>100.0%</b>

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



# Retail MarketPlace Profile

Milford - Rivers Edge  
 Milford Pkwy, Milford, OH, 45150  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.16156  
 Longitude: -84.27676

## Summary Demographics

2016 Population	2,038
2016 Households	929
2016 Median Disposable Income	\$36,982
2016 Per Capita Income	\$29,977

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	\$29,216,372	\$125,524,323	-\$96,307,951	-62.2	41
Total Retail Trade	44-45	\$26,601,966	\$106,162,402	-\$79,560,436	-59.9	25
Total Food & Drink	722	\$2,614,405	\$19,361,921	-\$16,747,516	-76.2	16

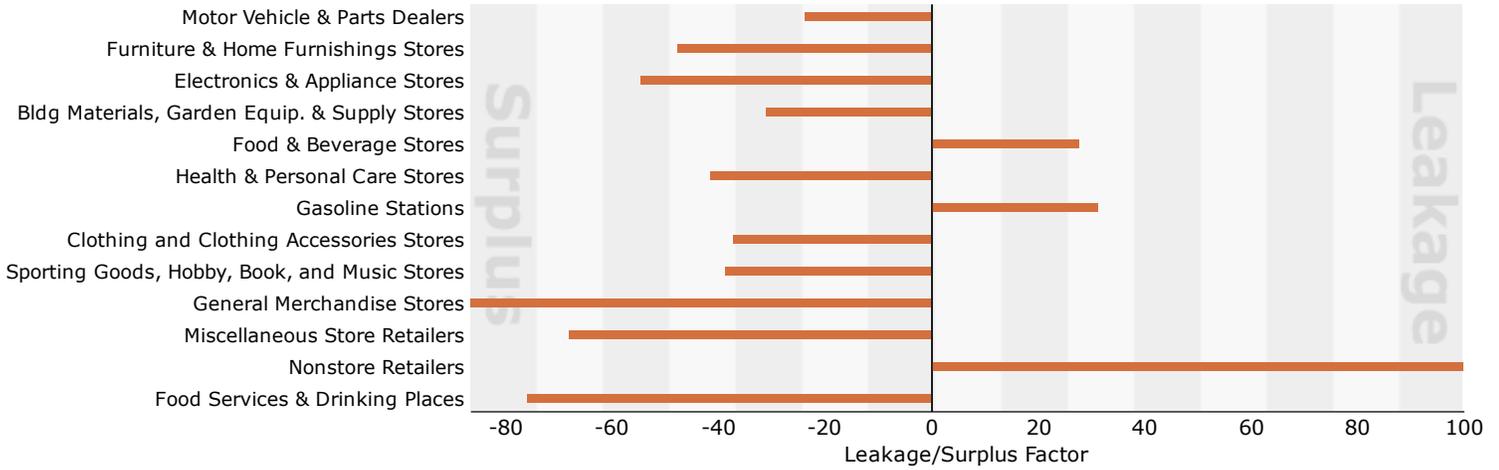
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,975,635	\$9,724,691	-\$3,749,056	-23.9	1
Automobile Dealers	4411	\$4,872,585	\$0	\$4,872,585	100.0	0
Other Motor Vehicle Dealers	4412	\$669,074	\$0	\$669,074	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$433,976	\$807,080	-\$373,104	-30.1	1
Furniture & Home Furnishings Stores	442	\$685,341	\$1,949,442	-\$1,264,101	-48.0	1
Furniture Stores	4421	\$444,783	\$0	\$444,783	100.0	0
Home Furnishings Stores	4422	\$240,558	\$1,949,442	-\$1,708,884	-78.0	1
Electronics & Appliance Stores	443	\$1,424,069	\$4,892,218	-\$3,468,149	-54.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,245,688	\$2,376,342	-\$1,130,654	-31.2	2
Bldg Material & Supplies Dealers	4441	\$1,063,234	\$2,159,764	-\$1,096,530	-34.0	1
Lawn & Garden Equip & Supply Stores	4442	\$182,455	\$216,578	-\$34,123	-8.6	1
Food & Beverage Stores	445	\$4,880,325	\$2,765,840	\$2,114,485	27.7	2
Grocery Stores	4451	\$4,504,108	\$2,296,974	\$2,207,134	32.5	1
Specialty Food Stores	4452	\$235,842	\$468,866	-\$233,024	-33.1	1
Beer, Wine & Liquor Stores	4453	\$140,375	\$0	\$140,375	100.0	0
Health & Personal Care Stores	446,4461	\$2,034,238	\$4,933,995	-\$2,899,757	-41.6	2
Gasoline Stations	447,4471	\$1,896,553	\$993,543	\$903,010	31.2	1
Clothing & Clothing Accessories Stores	448	\$1,145,633	\$2,516,592	-\$1,370,959	-37.4	3
Clothing Stores	4481	\$732,303	\$167,038	\$565,265	62.9	1
Shoe Stores	4482	\$142,559	\$0	\$142,559	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$270,771	\$2,349,553	-\$2,078,782	-79.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$845,107	\$1,915,420	-\$1,070,313	-38.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$683,168	\$1,915,420	-\$1,232,252	-47.4	3
Book, Periodical & Music Stores	4512	\$161,939	\$0	\$161,939	100.0	0
General Merchandise Stores	452	\$4,798,446	\$67,010,471	-\$62,212,025	-86.6	2
Department Stores Excluding Leased Depts.	4521	\$3,761,145	\$66,235,567	-\$62,474,422	-89.3	1
Other General Merchandise Stores	4529	\$1,037,300	\$0	\$1,037,300	100.0	0
Miscellaneous Store Retailers	453	\$1,260,657	\$6,665,003	-\$5,404,346	-68.2	6
Florists	4531	\$48,981	\$188,480	-\$139,499	-58.7	1
Office Supplies, Stationery & Gift Stores	4532	\$287,792	\$1,800,842	-\$1,513,050	-72.4	1
Used Merchandise Stores	4533	\$177,940	\$341,324	-\$163,384	-31.5	1
Other Miscellaneous Store Retailers	4539	\$745,945	\$4,334,357	-\$3,588,412	-70.6	3
Nonstore Retailers	454	\$410,274	\$0	\$410,274	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$229,178	\$0	\$229,178	100.0	0
Vending Machine Operators	4542	\$43,123	\$0	\$43,123	100.0	0
Direct Selling Establishments	4543	\$137,974	\$0	\$137,974	100.0	0
Food Services & Drinking Places	722	\$2,614,405	\$19,361,921	-\$16,747,516	-76.2	16
Full-Service Restaurants	7221	\$1,296,306	\$9,731,987	-\$8,435,681	-76.5	9
Limited-Service Eating Places	7222	\$1,170,616	\$9,629,933	-\$8,459,317	-78.3	7
Special Food Services	7223	\$66,962	\$0	\$66,962	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$80,521	\$0	\$80,521	100.0	0

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

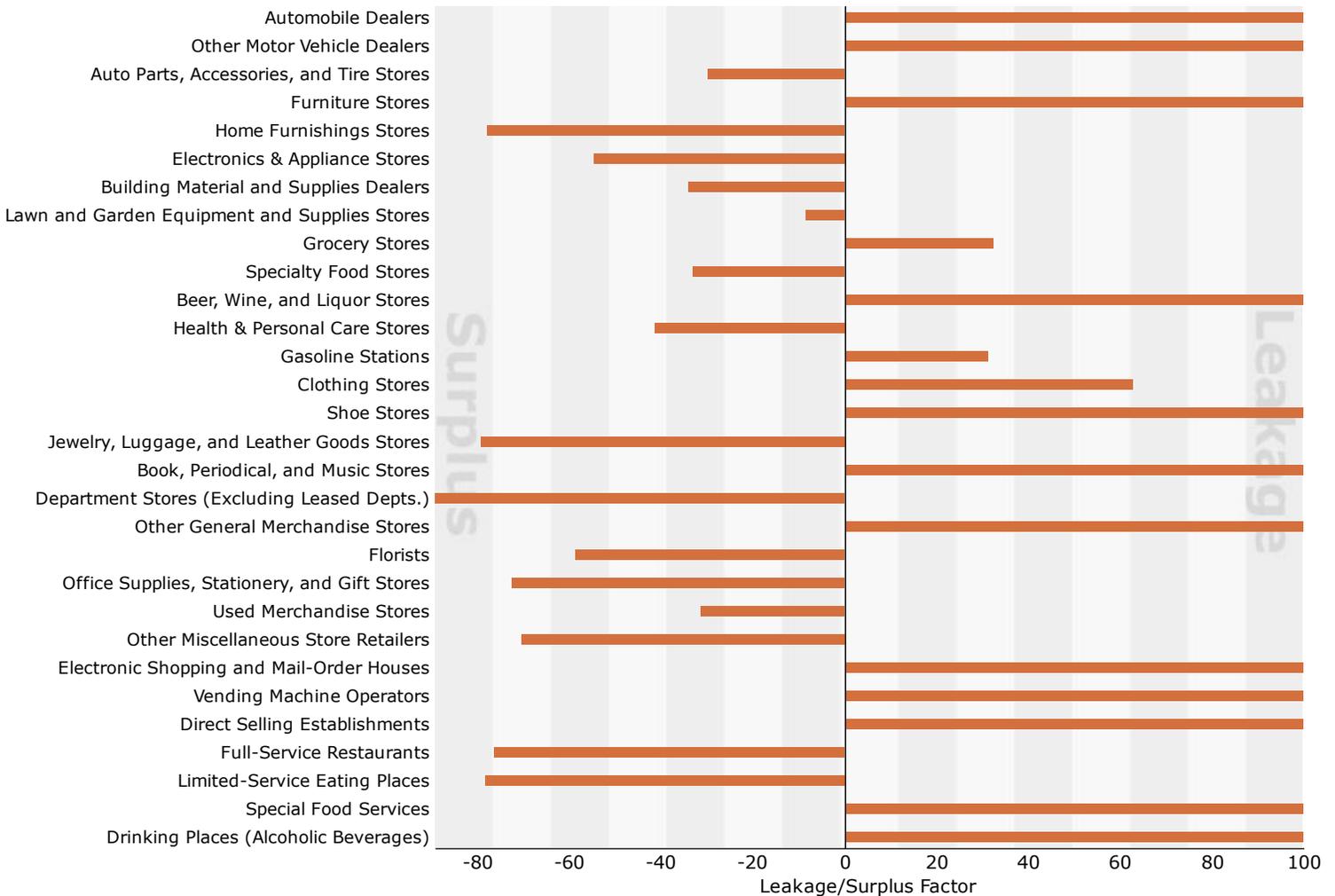
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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

# Retail MarketPlace Profile

Milford - Rivers Edge  
 Milford Pkwy, Milford, OH, 45150  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.16156  
 Longitude: -84.27676

## Summary Demographics

2016 Population	27,133
2016 Households	10,675
2016 Median Disposable Income	\$54,440
2016 Per Capita Income	\$37,242

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$510,148,488	\$620,373,500	-\$110,225,012	-9.7	253
Total Retail Trade	44-45	\$462,858,806	\$561,767,516	-\$98,908,710	-9.7	177
Total Food & Drink	722	\$47,289,682	\$58,605,984	-\$11,316,302	-10.7	76

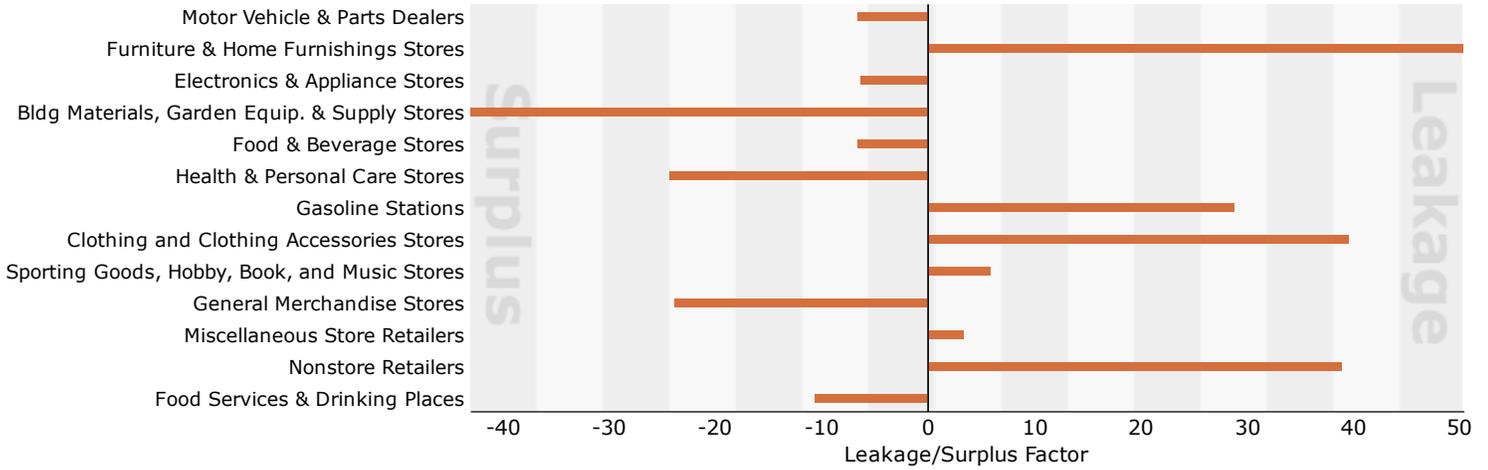
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$104,718,066	\$119,594,548	-\$14,876,482	-6.6	17
Automobile Dealers	4411	\$84,845,380	\$73,046,425	\$11,798,955	7.5	8
Other Motor Vehicle Dealers	4412	\$12,023,204	\$41,238,247	-\$29,215,043	-54.9	2
Auto Parts, Accessories & Tire Stores	4413	\$7,849,482	\$5,309,876	\$2,539,606	19.3	7
Furniture & Home Furnishings Stores	442	\$12,431,385	\$4,096,565	\$8,334,820	50.4	5
Furniture Stores	4421	\$8,031,598	\$862,472	\$7,169,126	80.6	1
Home Furnishings Stores	4422	\$4,399,788	\$3,234,094	\$1,165,694	15.3	4
Electronics & Appliance Stores	443	\$25,939,823	\$29,450,212	-\$3,510,389	-6.3	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,494,273	\$59,030,416	-\$35,536,143	-43.1	21
Bldg Material & Supplies Dealers	4441	\$20,264,957	\$54,124,891	-\$33,859,934	-45.5	12
Lawn & Garden Equip & Supply Stores	4442	\$3,229,316	\$4,905,525	-\$1,676,209	-20.6	9
Food & Beverage Stores	445	\$82,086,667	\$93,704,730	-\$11,618,063	-6.6	20
Grocery Stores	4451	\$75,685,177	\$89,276,991	-\$13,591,814	-8.2	13
Specialty Food Stores	4452	\$3,969,986	\$3,327,407	\$642,579	8.8	5
Beer, Wine & Liquor Stores	4453	\$2,431,504	\$1,100,332	\$1,331,172	37.7	1
Health & Personal Care Stores	446,4461	\$34,360,259	\$56,431,557	-\$22,071,298	-24.3	15
Gasoline Stations	447,4471	\$31,507,417	\$17,407,856	\$14,099,561	28.8	11
Clothing & Clothing Accessories Stores	448	\$20,606,871	\$8,899,771	\$11,707,100	39.7	14
Clothing Stores	4481	\$12,992,525	\$3,810,236	\$9,182,289	54.6	8
Shoe Stores	4482	\$2,435,362	\$0	\$2,435,362	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,178,984	\$4,772,279	\$406,705	4.1	6
Sporting Goods, Hobby, Book & Music Stores	451	\$15,060,828	\$13,371,041	\$1,689,787	5.9	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,163,936	\$13,249,875	-\$1,085,939	-4.3	13
Book, Periodical & Music Stores	4512	\$2,896,892	\$0	\$2,896,892	100.0	0
General Merchandise Stores	452	\$83,947,253	\$136,578,067	-\$52,630,814	-23.9	11
Department Stores Excluding Leased Depts.	4521	\$66,335,230	\$117,939,545	-\$51,604,315	-28.0	3
Other General Merchandise Stores	4529	\$17,612,023	\$18,638,523	-\$1,026,500	-2.8	7
Miscellaneous Store Retailers	453	\$21,424,435	\$20,014,847	\$1,409,588	3.4	32
Florists	4531	\$931,054	\$429,108	\$501,946	36.9	2
Office Supplies, Stationery & Gift Stores	4532	\$5,077,898	\$4,223,569	\$854,329	9.2	6
Used Merchandise Stores	4533	\$3,191,918	\$1,886,199	\$1,305,719	25.7	6
Other Miscellaneous Store Retailers	4539	\$12,223,565	\$13,475,972	-\$1,252,407	-4.9	18
Nonstore Retailers	454	\$7,281,530	\$3,187,905	\$4,093,625	39.1	3
Electronic Shopping & Mail-Order Houses	4541	\$4,038,305	\$2,836,636	\$1,201,669	17.5	2
Vending Machine Operators	4542	\$730,746	\$0	\$730,746	100.0	0
Direct Selling Establishments	4543	\$2,512,480	\$351,270	\$2,161,210	75.5	1
Food Services & Drinking Places	722	\$47,289,682	\$58,605,984	-\$11,316,302	-10.7	76
Full-Service Restaurants	7221	\$23,681,833	\$27,108,073	-\$3,426,240	-6.7	43
Limited-Service Eating Places	7222	\$20,851,786	\$30,771,480	-\$9,919,694	-19.2	30
Special Food Services	7223	\$1,278,066	\$0	\$1,278,066	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,477,998	\$487,926	\$990,072	50.4	2

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.

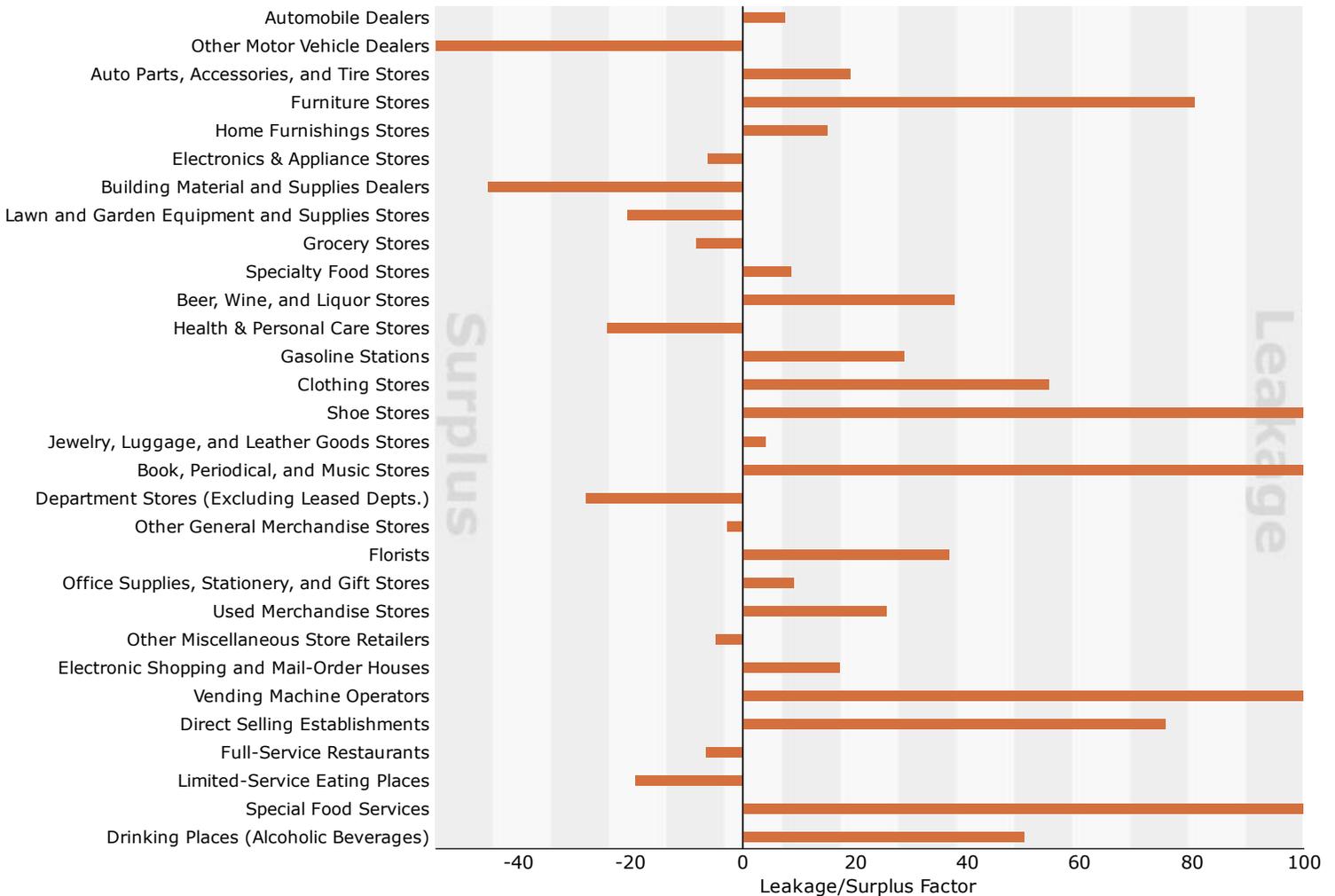
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Milford - Rivers Edge  
 Milford Pkwy, Milford, OH, 45150  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.16156  
 Longitude: -84.27676

## Summary Demographics

2016 Population	79,216
2016 Households	30,265
2016 Median Disposable Income	\$57,322
2016 Per Capita Income	\$38,470

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,571,056,295	\$1,793,770,714	-\$222,714,419	-6.6	743
Total Retail Trade	44-45	\$1,425,472,191	\$1,651,784,938	-\$226,312,747	-7.4	535
Total Food & Drink	722	\$145,584,104	\$141,985,776	\$3,598,328	1.3	207

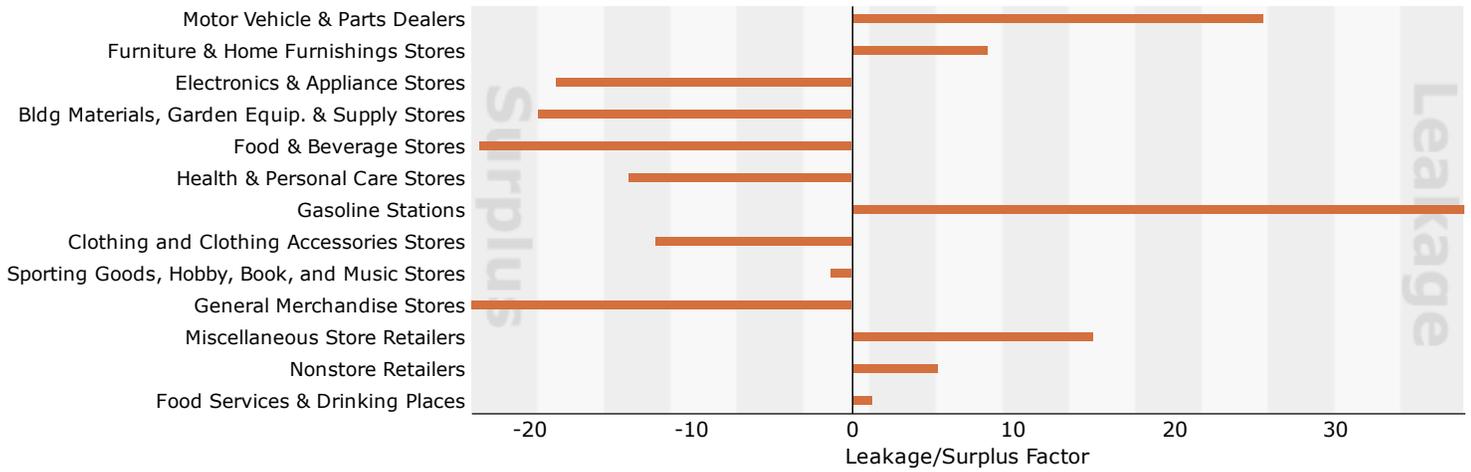
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$323,815,640	\$192,045,745	\$131,769,895	25.5	46
Automobile Dealers	4411	\$262,763,336	\$97,545,855	\$165,217,481	45.9	17
Other Motor Vehicle Dealers	4412	\$36,988,310	\$76,474,951	-\$39,486,641	-34.8	7
Auto Parts, Accessories & Tire Stores	4413	\$24,063,994	\$18,024,939	\$6,039,055	14.3	22
Furniture & Home Furnishings Stores	442	\$38,458,544	\$32,451,483	\$6,007,061	8.5	28
Furniture Stores	4421	\$24,907,774	\$20,894,762	\$4,013,012	8.8	16
Home Furnishings Stores	4422	\$13,550,770	\$11,556,721	\$1,994,049	7.9	12
Electronics & Appliance Stores	443	\$79,874,863	\$116,076,077	-\$36,201,214	-18.5	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$71,861,770	\$106,891,336	-\$35,029,566	-19.6	47
Bldg Material & Supplies Dealers	4441	\$62,060,333	\$91,793,480	-\$29,733,147	-19.3	32
Lawn & Garden Equip & Supply Stores	4442	\$9,801,437	\$15,097,856	-\$5,296,419	-21.3	15
Food & Beverage Stores	445	\$251,981,591	\$404,328,327	-\$152,346,736	-23.2	64
Grocery Stores	4451	\$232,334,846	\$385,927,088	-\$153,592,242	-24.8	41
Specialty Food Stores	4452	\$12,187,620	\$7,605,052	\$4,582,568	23.2	14
Beer, Wine & Liquor Stores	4453	\$7,459,125	\$10,796,186	-\$3,337,061	-18.3	8
Health & Personal Care Stores	446,4461	\$104,988,272	\$139,089,573	-\$34,101,301	-14.0	46
Gasoline Stations	447,4471	\$97,390,446	\$43,678,313	\$53,712,133	38.1	23
Clothing & Clothing Accessories Stores	448	\$63,538,920	\$81,271,403	-\$17,732,483	-12.2	83
Clothing Stores	4481	\$40,013,586	\$51,613,615	-\$11,600,029	-12.7	51
Shoe Stores	4482	\$7,533,995	\$10,670,052	-\$3,136,057	-17.2	11
Jewelry, Luggage & Leather Goods Stores	4483	\$15,991,338	\$18,987,736	-\$2,996,398	-8.6	21
Sporting Goods, Hobby, Book & Music Stores	451	\$46,817,644	\$48,117,786	-\$1,300,142	-1.4	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$37,883,285	\$43,101,219	-\$5,217,934	-6.4	38
Book, Periodical & Music Stores	4512	\$8,934,359	\$5,016,567	\$3,917,792	28.1	6
General Merchandise Stores	452	\$258,886,895	\$419,485,549	-\$160,598,654	-23.7	28
Department Stores Excluding Leased Depts.	4521	\$204,744,990	\$310,314,126	-\$105,569,136	-20.5	11
Other General Merchandise Stores	4529	\$54,141,906	\$109,171,423	-\$55,029,517	-33.7	17
Miscellaneous Store Retailers	453	\$65,863,783	\$48,612,516	\$17,251,267	15.1	79
Florists	4531	\$2,816,488	\$1,052,624	\$1,763,864	45.6	7
Office Supplies, Stationery & Gift Stores	4532	\$15,613,230	\$9,966,488	\$5,646,742	22.1	23
Used Merchandise Stores	4533	\$9,838,136	\$2,973,557	\$6,864,579	53.6	12
Other Miscellaneous Store Retailers	4539	\$37,595,929	\$34,619,847	\$2,976,082	4.1	36
Nonstore Retailers	454	\$21,993,823	\$19,736,830	\$2,256,993	5.4	8
Electronic Shopping & Mail-Order Houses	4541	\$12,381,545	\$15,412,874	-\$3,031,329	-10.9	5
Vending Machine Operators	4542	\$2,245,021	\$0	\$2,245,021	100.0	0
Direct Selling Establishments	4543	\$7,367,257	\$4,323,956	\$3,043,301	26.0	4
Food Services & Drinking Places	722	\$145,584,104	\$141,985,776	\$3,598,328	1.3	207
Full-Service Restaurants	7221	\$72,836,039	\$55,400,006	\$17,436,033	13.6	105
Limited-Service Eating Places	7222	\$64,296,481	\$79,743,845	-\$15,447,364	-10.7	84
Special Food Services	7223	\$3,924,688	\$3,236,860	\$687,828	9.6	8
Drinking Places - Alcoholic Beverages	7224	\$4,526,896	\$3,605,065	\$921,831	11.3	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.

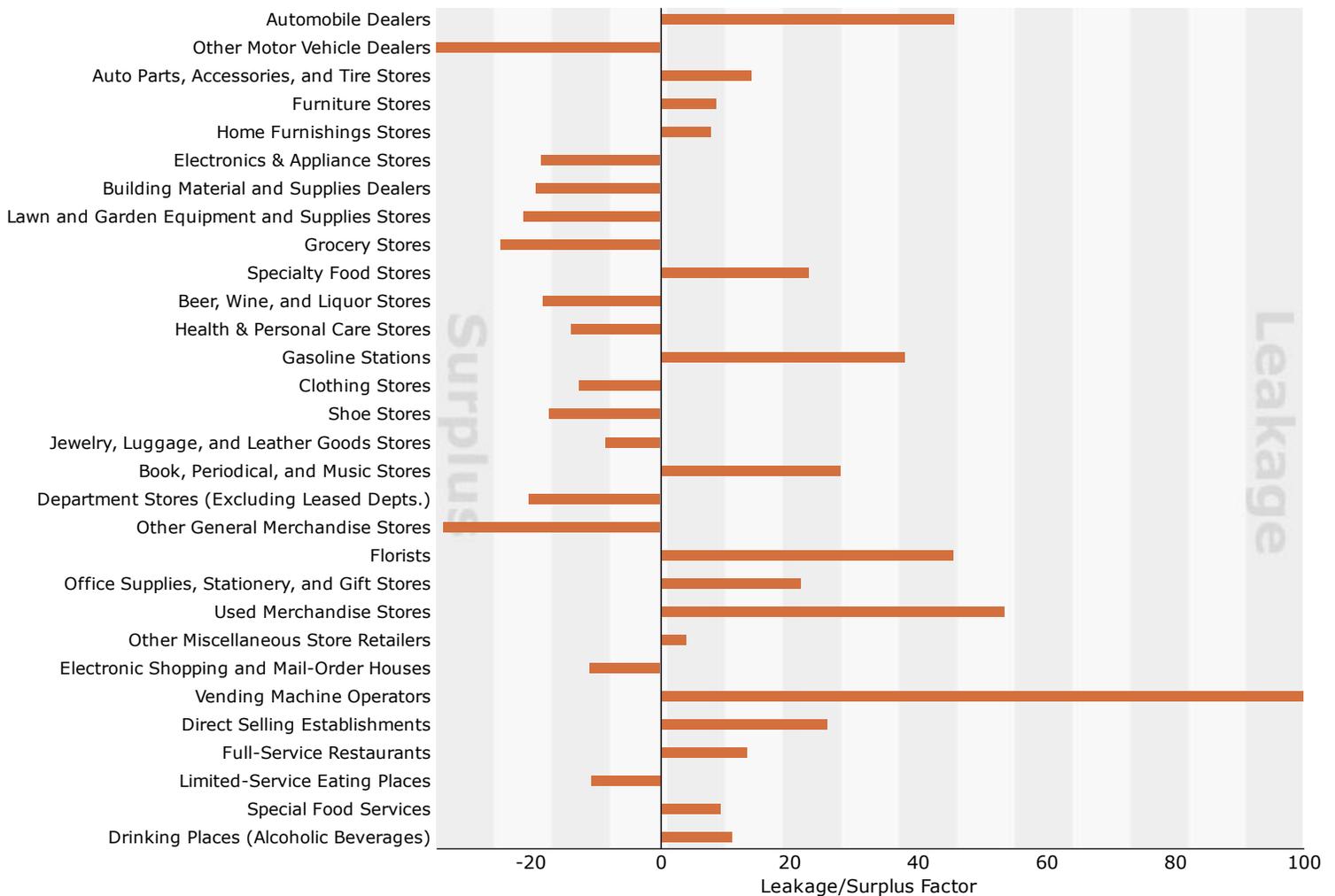
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Demographic Summary	2016	2021
Population	2,038	2,112
Population 18+	1,691	1,770
Households	929	967
Median Household Income	\$43,072	\$48,246

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	763	45.1%	95
Bought any women's clothing in last 12 months	706	41.8%	95
Bought clothing for child <13 years in last 6 months	458	27.1%	98
Bought any shoes in last 12 months	862	51.0%	95
Bought costume jewelry in last 12 months	337	19.9%	102
Bought any fine jewelry in last 12 months	289	17.1%	93
Bought a watch in last 12 months	177	10.5%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	790	85.0%	99
HH bought/leased new vehicle last 12 mo	74	8.0%	85
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,428	84.4%	99
Bought/changed motor oil in last 12 months	846	50.0%	102
Had tune-up in last 12 months	492	29.1%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,060	62.7%	96
Drank regular cola in last 6 months	792	46.8%	104
Drank beer/ale in last 6 months	690	40.8%	96
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	451	26.7%	92
Own digital single-lens reflex (SLR) camera	105	6.2%	72
Bought any camera in last 12 months	91	5.4%	94
Printed digital photos in last 12 months	37	2.2%	75
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	644	38.1%	105
Have a smartphone	937	55.4%	94
Have a smartphone: Android phone (any brand)	469	27.7%	103
Have a smartphone: Apple iPhone	403	23.8%	92
Number of cell phones in household: 1	342	36.8%	115
Number of cell phones in household: 2	337	36.3%	97
Number of cell phones in household: 3+	198	21.3%	84
HH has cell phone only (no landline telephone)	406	43.7%	104
<b>Computers (Households)</b>			
HH owns a computer	667	71.8%	93
HH owns desktop computer	369	39.7%	88
HH owns laptop/notebook	466	50.2%	92
HH owns any Apple/Mac brand computer	100	10.8%	72
HH owns any PC/non-Apple brand computer	618	66.5%	98
HH purchased most recent computer in a store	321	34.6%	92
HH purchased most recent computer online	103	11.1%	85
Spent <\$500 on most recent home computer	140	15.1%	104
Spent \$500-\$999 on most recent home computer	165	17.8%	93
Spent \$1,000-\$1,499 on most recent home computer	73	7.9%	83
Spent \$1,500-\$1,999 on most recent home computer	38	4.1%	90
Spent \$2,000+ on most recent home computer	29	3.1%	80

**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

Milford - Rivers Edge  
 Milford Pkwy, Milford, OH, 45150  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.16156  
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	858	50.7%	100
Bought brewed coffee at convenience store in last 30 days	245	14.5%	92
Bought cigarettes at convenience store in last 30 days	307	18.2%	145
Bought gas at convenience store in last 30 days	627	37.1%	112
Spent at convenience store in last 30 days: <\$20	129	7.6%	94
Spent at convenience store in last 30 days: \$20-\$39	162	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	135	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	73	4.3%	98
Spent at convenience store in last 30 days: \$100+	430	25.4%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	908	53.7%	90
Went to live theater in last 12 months	176	10.4%	80
Went to a bar/night club in last 12 months	227	13.4%	80
Dined out in last 12 months	678	40.1%	89
Gambled at a casino in last 12 months	192	11.4%	83
Visited a theme park in last 12 months	275	16.3%	92
Viewed movie (video-on-demand) in last 30 days	247	14.6%	86
Viewed TV show (video-on-demand) in last 30 days	162	9.6%	74
Watched any pay-per-view TV in last 12 months	187	11.1%	84
Downloaded a movie over the Internet in last 30 days	124	7.3%	102
Downloaded any individual song in last 6 months	288	17.0%	83
Watched a movie online in the last 30 days	282	16.7%	104
Watched a TV program online in last 30 days	217	12.8%	86
Played a video/electronic game (console) in last 12 months	177	10.5%	100
Played a video/electronic game (portable) in last 12 months	91	5.4%	118
<b>Financial (Adults)</b>			
Have home mortgage (1st)	449	26.6%	85
Used ATM/cash machine in last 12 months	698	41.3%	84
Own any stock	133	7.9%	103
Own U.S. savings bond	80	4.7%	89
Own shares in mutual fund (stock)	93	5.5%	76
Own shares in mutual fund (bonds)	53	3.1%	64
Have interest checking account	486	28.7%	102
Have non-interest checking account	411	24.3%	86
Have savings account	809	47.8%	89
Have 401K retirement savings plan	216	12.8%	88
Own/used any credit/debit card in last 12 months	1,212	71.7%	96
Avg monthly credit card expenditures: <\$111	228	13.5%	116
Avg monthly credit card expenditures: \$111-\$225	121	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	88	5.2%	82
Avg monthly credit card expenditures: \$451-\$700	87	5.1%	97
Avg monthly credit card expenditures: \$701-\$1,000	60	3.5%	82
Avg monthly credit card expenditures: \$1,001+	106	6.3%	69
Did banking online in last 12 months	486	28.7%	81
Did banking on mobile device in last 12 months	172	10.2%	73
Paid bills online in last 12 months	596	35.2%	82

**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

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	682	73.4%	106
Used bread in last 6 months	880	94.7%	101
Used chicken (fresh or frozen) in last 6 months	629	67.7%	98
Used turkey (fresh or frozen) in last 6 months	142	15.3%	96
Used fish/seafood (fresh or frozen) in last 6 months	484	52.1%	95
Used fresh fruit/vegetables in last 6 months	779	83.9%	98
Used fresh milk in last 6 months	825	88.8%	101
Used organic food in last 6 months	141	15.2%	77
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	413	24.4%	86
Exercise at club 2+ times per week	187	11.1%	85
Visited a doctor in last 12 months	1,283	75.9%	100
Used vitamin/dietary supplement in last 6 months	876	51.8%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	220	23.7%	88
Used housekeeper/maid/professional HH cleaning service in last 12	107	11.5%	87
Purchased low ticket HH furnishings in last 12 months	163	17.5%	109
Purchased big ticket HH furnishings in last 12 months	194	20.9%	100
Bought any small kitchen appliance in last 12 months	214	23.0%	104
Bought any large kitchen appliance in last 12 months	113	12.2%	96
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	644	38.1%	89
Carry medical/hospital/accident insurance	1,092	64.6%	99
Carry homeowner insurance	741	43.8%	93
Carry renter's insurance	167	9.9%	121
Have auto insurance: 1 vehicle in household covered	373	40.2%	130
Have auto insurance: 2 vehicles in household covered	226	24.3%	85
Have auto insurance: 3+ vehicles in household covered	158	17.0%	78
<b>Pets (Households)</b>			
Household owns any pet	443	47.7%	89
Household owns any cat	181	19.5%	87
Household owns any dog	329	35.4%	87
<b>Psychographics (Adults)</b>			
Buying American is important to me	793	46.9%	111
Usually buy items on credit rather than wait	197	11.6%	99
Usually buy based on quality - not price	342	20.2%	113
Price is usually more important than brand name	442	26.1%	100
Usually use coupons for brands I buy often	310	18.3%	97
Am interested in how to help the environment	310	18.3%	113
Usually pay more for environ safe product	181	10.7%	84
Usually value green products over convenience	188	11.1%	106
Likely to buy a brand that supports a charity	579	34.2%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	183	10.8%	82
Bought hardcover book in last 12 months	281	16.6%	79
Bought paperback book in last 12 month	488	28.9%	92
Read any daily newspaper (paper version)	473	28.0%	107
Read any digital newspaper in last 30 days	491	29.0%	87
Read any magazine (paper/electronic version) in last 6 months	1,537	90.9%	100

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

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

# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,226	72.5%	97
Went to family restaurant/steak house: 4+ times a month	492	29.1%	106
Went to fast food/drive-in restaurant in last 6 months	1,492	88.2%	98
Went to fast food/drive-in restaurant 9+ times/mo	637	37.7%	95
Fast food/drive-in last 6 months: eat in	581	34.4%	94
Fast food/drive-in last 6 months: home delivery	113	6.7%	87
Fast food/drive-in last 6 months: take-out/drive-thru	750	44.4%	96
Fast food/drive-in last 6 months: take-out/walk-in	340	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	527	31.2%	98
Own e-reader/tablet: iPad	233	13.8%	90
Own any portable MP3 player	491	29.0%	94
HH owns 1 TV	168	18.1%	88
HH owns 2 TVs	283	30.5%	117
HH owns 3 TVs	187	20.1%	94
HH owns 4+ TVs	157	16.9%	89
HH subscribes to cable TV	512	55.1%	111
HH subscribes to fiber optic	50	5.4%	71
HH has satellite dish	219	23.6%	93
HH owns DVD/Blu-ray player	543	58.4%	97
HH owns camcorder	118	12.7%	91
HH owns portable GPS navigation device	230	24.8%	90
HH purchased video game system in last 12 mos	63	6.8%	85
HH owns Internet video device for TV	53	5.7%	81
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	687	40.6%	81
Took 3+ domestic non-business trips in last 12 months	137	8.1%	73
Spent on domestic vacations in last 12 months: <\$1,000	131	7.7%	72
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	82	4.8%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	52	3.1%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	65	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	74	4.4%	79
Domestic travel in the 12 months: used general travel website	64	3.8%	56
Foreign travel in last 3 years	276	16.3%	68
Took 3+ foreign trips by plane in last 3 years	58	3.4%	76
Spent on foreign vacations in last 12 months: <\$1,000	59	3.5%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	48	2.8%	87
Spent on foreign vacations in last 12 months: \$3,000+	55	3.3%	65
Foreign travel in last 3 years: used general travel website	74	4.4%	78
Nights spent in hotel/motel in last 12 months: any	556	32.9%	81
Took cruise of more than one day in last 3 years	108	6.4%	76
Member of any frequent flyer program	225	13.3%	82
Member of any hotel rewards program	195	11.5%	82

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**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

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		27,133	28,118
Population 18+		20,736	21,792
Households		10,675	11,090
Median Household Income		\$68,844	\$78,653

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	10,274	49.5%	105
Bought any women's clothing in last 12 months	9,574	46.2%	105
Bought clothing for child <13 years in last 6 months	5,634	27.2%	99
Bought any shoes in last 12 months	11,562	55.8%	103
Bought costume jewelry in last 12 months	4,473	21.6%	110
Bought any fine jewelry in last 12 months	3,880	18.7%	102
Bought a watch in last 12 months	2,377	11.5%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	9,678	90.7%	106
HH bought/leased new vehicle last 12 mo	1,268	11.9%	126
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,730	90.3%	106
Bought/changed motor oil in last 12 months	10,361	50.0%	102
Had tune-up in last 12 months	6,366	30.7%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,777	66.4%	102
Drank regular cola in last 6 months	8,569	41.3%	92
Drank beer/ale in last 6 months	9,588	46.2%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	7,041	34.0%	116
Own digital single-lens reflex (SLR) camera	2,081	10.0%	116
Bought any camera in last 12 months	1,217	5.9%	103
Printed digital photos in last 12 months	621	3.0%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,646	36.9%	102
Have a smartphone	12,719	61.3%	104
Have a smartphone: Android phone (any brand)	5,327	25.7%	95
Have a smartphone: Apple iPhone	6,229	30.0%	116
Number of cell phones in household: 1	3,149	29.5%	92
Number of cell phones in household: 2	4,151	38.9%	104
Number of cell phones in household: 3+	2,943	27.6%	108
HH has cell phone only (no landline telephone)	3,886	36.4%	87
<b>Computers (Households)</b>			
HH owns a computer	8,741	81.9%	107
HH owns desktop computer	5,266	49.3%	109
HH owns laptop/notebook	6,175	57.8%	107
HH owns any Apple/Mac brand computer	1,835	17.2%	114
HH owns any PC/non-Apple brand computer	7,685	72.0%	106
HH purchased most recent computer in a store	4,356	40.8%	108
HH purchased most recent computer online	1,503	14.1%	108
Spent <\$500 on most recent home computer	1,520	14.2%	98
Spent \$500-\$999 on most recent home computer	2,246	21.0%	110
Spent \$1,000-\$1,499 on most recent home computer	1,176	11.0%	116
Spent \$1,500-\$1,999 on most recent home computer	541	5.1%	111
Spent \$2,000+ on most recent home computer	494	4.6%	118

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,120	53.6%	106
Bought brewed coffee at convenience store in last 30 days	3,431	16.5%	105
Bought cigarettes at convenience store in last 30 days	2,460	11.9%	95
Bought gas at convenience store in last 30 days	7,008	33.8%	102
Spent at convenience store in last 30 days: <\$20	1,895	9.1%	113
Spent at convenience store in last 30 days: \$20-\$39	1,993	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	1,584	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	871	4.2%	95
Spent at convenience store in last 30 days: \$100+	4,772	23.0%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	12,915	62.3%	105
Went to live theater in last 12 months	3,239	15.6%	120
Went to a bar/night club in last 12 months	3,778	18.2%	109
Dined out in last 12 months	10,691	51.6%	115
Gambled at a casino in last 12 months	3,106	15.0%	109
Visited a theme park in last 12 months	3,913	18.9%	107
Viewed movie (video-on-demand) in last 30 days	4,261	20.5%	121
Viewed TV show (video-on-demand) in last 30 days	3,085	14.9%	115
Watched any pay-per-view TV in last 12 months	2,781	13.4%	102
Downloaded a movie over the Internet in last 30 days	1,517	7.3%	102
Downloaded any individual song in last 6 months	4,491	21.7%	106
Watched a movie online in the last 30 days	3,270	15.8%	99
Watched a TV program online in last 30 days	3,126	15.1%	101
Played a video/electronic game (console) in last 12 months	2,103	10.1%	97
Played a video/electronic game (portable) in last 12 months	957	4.6%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,825	37.7%	121
Used ATM/cash machine in last 12 months	10,960	52.9%	108
Own any stock	2,123	10.2%	134
Own U.S. savings bond	1,428	6.9%	130
Own shares in mutual fund (stock)	2,001	9.6%	133
Own shares in mutual fund (bonds)	1,296	6.3%	129
Have interest checking account	7,075	34.1%	121
Have non-interest checking account	6,204	29.9%	106
Have savings account	12,339	59.5%	110
Have 401K retirement savings plan	3,619	17.5%	120
Own/used any credit/debit card in last 12 months	16,587	80.0%	107
Avg monthly credit card expenditures: <\$111	2,524	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	1,470	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	1,484	7.2%	113
Avg monthly credit card expenditures: \$451-\$700	1,304	6.3%	118
Avg monthly credit card expenditures: \$701-\$1,000	1,089	5.3%	122
Avg monthly credit card expenditures: \$1,001+	2,547	12.3%	135
Did banking online in last 12 months	8,335	40.2%	113
Did banking on mobile device in last 12 months	2,968	14.3%	102
Paid bills online in last 12 months	9,755	47.0%	109

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	7,745	72.6%	104
Used bread in last 6 months	10,111	94.7%	101
Used chicken (fresh or frozen) in last 6 months	7,541	70.6%	102
Used turkey (fresh or frozen) in last 6 months	1,855	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	5,973	56.0%	102
Used fresh fruit/vegetables in last 6 months	9,358	87.7%	102
Used fresh milk in last 6 months	9,541	89.4%	102
Used organic food in last 6 months	2,117	19.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,447	31.1%	110
Exercise at club 2+ times per week	3,277	15.8%	121
Visited a doctor in last 12 months	16,647	80.3%	106
Used vitamin/dietary supplement in last 6 months	11,848	57.1%	108
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,323	31.1%	116
Used housekeeper/maid/professional HH cleaning service in last 12	1,710	16.0%	122
Purchased low ticket HH furnishings in last 12 months	1,871	17.5%	109
Purchased big ticket HH furnishings in last 12 months	2,378	22.3%	107
Bought any small kitchen appliance in last 12 months	2,535	23.7%	107
Bought any large kitchen appliance in last 12 months	1,508	14.1%	111
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,056	48.5%	114
Carry medical/hospital/accident insurance	14,731	71.0%	108
Carry homeowner insurance	11,754	56.7%	120
Carry renter's insurance	1,676	8.1%	99
Have auto insurance: 1 vehicle in household covered	3,145	29.5%	96
Have auto insurance: 2 vehicles in household covered	3,329	31.2%	109
Have auto insurance: 3+ vehicles in household covered	2,746	25.7%	118
<b>Pets (Households)</b>			
Household owns any pet	5,973	56.0%	104
Household owns any cat	2,512	23.5%	105
Household owns any dog	4,411	41.3%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,221	44.5%	105
Usually buy items on credit rather than wait	2,421	11.7%	99
Usually buy based on quality - not price	3,767	18.2%	101
Price is usually more important than brand name	5,104	24.6%	94
Usually use coupons for brands I buy often	4,103	19.8%	105
Am interested in how to help the environment	3,117	15.0%	92
Usually pay more for environ safe product	2,505	12.1%	95
Usually value green products over convenience	2,003	9.7%	92
Likely to buy a brand that supports a charity	7,088	34.2%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,225	15.6%	118
Bought hardcover book in last 12 months	4,659	22.5%	107
Bought paperback book in last 12 month	7,165	34.6%	110
Read any daily newspaper (paper version)	6,334	30.5%	117
Read any digital newspaper in last 30 days	7,638	36.8%	111
Read any magazine (paper/electronic version) in last 6 months	19,333	93.2%	103

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	16,369	78.9%	106
Went to family restaurant/steak house: 4+ times a month	6,307	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	18,806	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	8,245	39.8%	101
Fast food/drive-in last 6 months: eat in	7,807	37.6%	104
Fast food/drive-in last 6 months: home delivery	1,506	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	10,106	48.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	4,168	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	7,574	36.5%	115
Own e-reader/tablet: iPad	3,820	18.4%	120
Own any portable MP3 player	7,091	34.2%	111
HH owns 1 TV	1,824	17.1%	84
HH owns 2 TVs	2,840	26.6%	103
HH owns 3 TVs	2,376	22.3%	104
HH owns 4+ TVs	2,401	22.5%	119
HH subscribes to cable TV	5,891	55.2%	111
HH subscribes to fiber optic	1,014	9.5%	125
HH has satellite dish	2,345	22.0%	86
HH owns DVD/Blu-ray player	6,740	63.1%	104
HH owns camcorder	1,741	16.3%	117
HH owns portable GPS navigation device	3,504	32.8%	120
HH purchased video game system in last 12 mos	769	7.2%	91
HH owns Internet video device for TV	793	7.4%	105
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,732	56.6%	113
Took 3+ domestic non-business trips in last 12 months	2,733	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	2,187	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,416	6.8%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	874	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,104	5.3%	136
Spent on domestic vacations in last 12 months: \$3,000+	1,513	7.3%	132
Domestic travel in the 12 months: used general travel website	1,580	7.6%	113
Foreign travel in last 3 years	5,662	27.3%	113
Took 3+ foreign trips by plane in last 3 years	1,093	5.3%	117
Spent on foreign vacations in last 12 months: <\$1,000	1,022	4.9%	118
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	712	3.4%	105
Spent on foreign vacations in last 12 months: \$3,000+	1,240	6.0%	120
Foreign travel in last 3 years: used general travel website	1,312	6.3%	113
Nights spent in hotel/motel in last 12 months: any	9,738	47.0%	116
Took cruise of more than one day in last 3 years	2,068	10.0%	119
Member of any frequent flyer program	4,394	21.2%	130
Member of any hotel rewards program	3,847	18.6%	131

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Demographic Summary	2016	2021
Population	79,216	81,519
Population 18+	59,715	62,187
Households	30,265	31,235
Median Household Income	\$75,364	\$83,476

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	29,678	49.7%	105
Bought any women's clothing in last 12 months	27,719	46.4%	106
Bought clothing for child <13 years in last 6 months	17,029	28.5%	103
Bought any shoes in last 12 months	33,559	56.2%	104
Bought costume jewelry in last 12 months	12,632	21.2%	108
Bought any fine jewelry in last 12 months	11,081	18.6%	101
Bought a watch in last 12 months	6,908	11.6%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	27,656	91.4%	107
HH bought/leased new vehicle last 12 mo	3,653	12.1%	128
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	54,504	91.3%	107
Bought/changed motor oil in last 12 months	30,599	51.2%	104
Had tune-up in last 12 months	18,688	31.3%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	39,661	66.4%	101
Drank regular cola in last 6 months	24,964	41.8%	93
Drank beer/ale in last 6 months	27,177	45.5%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	20,202	33.8%	116
Own digital single-lens reflex (SLR) camera	6,122	10.3%	119
Bought any camera in last 12 months	3,468	5.8%	102
Printed digital photos in last 12 months	1,793	3.0%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	22,152	37.1%	103
Have a smartphone	37,218	62.3%	106
Have a smartphone: Android phone (any brand)	15,799	26.5%	98
Have a smartphone: Apple iPhone	17,990	30.1%	117
Number of cell phones in household: 1	8,288	27.4%	85
Number of cell phones in household: 2	12,016	39.7%	106
Number of cell phones in household: 3+	8,745	28.9%	113
HH has cell phone only (no landline telephone)	11,167	36.9%	88
<b>Computers (Households)</b>			
HH owns a computer	24,988	82.6%	107
HH owns desktop computer	15,327	50.6%	112
HH owns laptop/notebook	17,683	58.4%	108
HH owns any Apple/Mac brand computer	5,169	17.1%	114
HH owns any PC/non-Apple brand computer	21,987	72.6%	107
HH purchased most recent computer in a store	12,405	41.0%	109
HH purchased most recent computer online	4,391	14.5%	111
Spent <\$500 on most recent home computer	4,324	14.3%	98
Spent \$500-\$999 on most recent home computer	6,495	21.5%	112
Spent \$1,000-\$1,499 on most recent home computer	3,272	10.8%	114
Spent \$1,500-\$1,999 on most recent home computer	1,547	5.1%	112
Spent \$2,000+ on most recent home computer	1,416	4.7%	119

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	32,087	53.7%	106
Bought brewed coffee at convenience store in last 30 days	9,712	16.3%	104
Bought cigarettes at convenience store in last 30 days	7,177	12.0%	96
Bought gas at convenience store in last 30 days	20,844	34.9%	106
Spent at convenience store in last 30 days: <\$20	5,345	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	5,534	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	4,652	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	2,724	4.6%	103
Spent at convenience store in last 30 days: \$100+	14,181	23.7%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	37,084	62.1%	104
Went to live theater in last 12 months	9,079	15.2%	117
Went to a bar/night club in last 12 months	10,642	17.8%	107
Dined out in last 12 months	30,852	51.7%	115
Gambled at a casino in last 12 months	8,908	14.9%	109
Visited a theme park in last 12 months	11,385	19.1%	108
Viewed movie (video-on-demand) in last 30 days	12,139	20.3%	120
Viewed TV show (video-on-demand) in last 30 days	9,000	15.1%	117
Watched any pay-per-view TV in last 12 months	8,203	13.7%	104
Downloaded a movie over the Internet in last 30 days	4,276	7.2%	100
Downloaded any individual song in last 6 months	13,331	22.3%	109
Watched a movie online in the last 30 days	9,245	15.5%	97
Watched a TV program online in last 30 days	8,979	15.0%	101
Played a video/electronic game (console) in last 12 months	6,184	10.4%	99
Played a video/electronic game (portable) in last 12 months	2,685	4.5%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	23,217	38.9%	125
Used ATM/cash machine in last 12 months	32,312	54.1%	110
Own any stock	5,866	9.8%	128
Own U.S. savings bond	3,799	6.4%	120
Own shares in mutual fund (stock)	5,649	9.5%	130
Own shares in mutual fund (bonds)	3,718	6.2%	128
Have interest checking account	20,168	33.8%	120
Have non-interest checking account	18,502	31.0%	110
Have savings account	36,042	60.4%	112
Have 401K retirement savings plan	10,709	17.9%	123
Own/used any credit/debit card in last 12 months	48,044	80.5%	108
Avg monthly credit card expenditures: <\$111	7,489	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	4,157	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	4,312	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	3,721	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	2,987	5.0%	116
Avg monthly credit card expenditures: \$1,001+	7,295	12.2%	135
Did banking online in last 12 months	25,173	42.2%	118
Did banking on mobile device in last 12 months	9,359	15.7%	112
Paid bills online in last 12 months	29,266	49.0%	114

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# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.16156  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,960	72.6%	104
Used bread in last 6 months	28,730	94.9%	101
Used chicken (fresh or frozen) in last 6 months	21,614	71.4%	103
Used turkey (fresh or frozen) in last 6 months	5,234	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	17,083	56.4%	103
Used fresh fruit/vegetables in last 6 months	26,636	88.0%	103
Used fresh milk in last 6 months	27,172	89.8%	102
Used organic food in last 6 months	5,934	19.6%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	18,617	31.2%	110
Exercise at club 2+ times per week	9,220	15.4%	119
Visited a doctor in last 12 months	47,744	80.0%	105
Used vitamin/dietary supplement in last 6 months	33,689	56.4%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,585	31.7%	118
Used housekeeper/maid/professional HH cleaning service in last 12	4,677	15.5%	117
Purchased low ticket HH furnishings in last 12 months	5,272	17.4%	108
Purchased big ticket HH furnishings in last 12 months	6,796	22.5%	107
Bought any small kitchen appliance in last 12 months	7,173	23.7%	107
Bought any large kitchen appliance in last 12 months	4,317	14.3%	112
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	29,409	49.2%	115
Carry medical/hospital/accident insurance	42,253	70.8%	108
Carry homeowner insurance	34,310	57.5%	122
Carry renter's insurance	4,685	7.8%	96
Have auto insurance: 1 vehicle in household covered	8,361	27.6%	90
Have auto insurance: 2 vehicles in household covered	9,794	32.4%	114
Have auto insurance: 3+ vehicles in household covered	8,170	27.0%	124
<b>Pets (Households)</b>			
Household owns any pet	17,661	58.4%	109
Household owns any cat	7,402	24.5%	109
Household owns any dog	13,340	44.1%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	26,637	44.6%	105
Usually buy items on credit rather than wait	6,942	11.6%	99
Usually buy based on quality - not price	10,719	18.0%	100
Price is usually more important than brand name	15,243	25.5%	97
Usually use coupons for brands I buy often	11,803	19.8%	104
Am interested in how to help the environment	8,863	14.8%	91
Usually pay more for environ safe product	7,327	12.3%	96
Usually value green products over convenience	5,561	9.3%	89
Likely to buy a brand that supports a charity	20,425	34.2%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	9,436	15.8%	120
Bought hardcover book in last 12 months	13,657	22.9%	109
Bought paperback book in last 12 month	20,764	34.8%	111
Read any daily newspaper (paper version)	17,203	28.8%	110
Read any digital newspaper in last 30 days	21,941	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	55,476	92.9%	102

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

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

# Retail Market Potential

Milford - Rivers Edge  
Milford Pkwy, Milford, OH, 45150  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.16156  
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	47,417	79.4%	106
Went to family restaurant/steak house: 4+ times a month	17,979	30.1%	110
Went to fast food/drive-in restaurant in last 6 months	54,481	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	24,186	40.5%	103
Fast food/drive-in last 6 months: eat in	22,916	38.4%	106
Fast food/drive-in last 6 months: home delivery	4,604	7.7%	101
Fast food/drive-in last 6 months: take-out/drive-thru	30,071	50.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	11,969	20.0%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	21,932	36.7%	116
Own e-reader/tablet: iPad	11,020	18.5%	120
Own any portable MP3 player	20,603	34.5%	112
HH owns 1 TV	5,088	16.8%	82
HH owns 2 TVs	7,841	25.9%	100
HH owns 3 TVs	6,971	23.0%	108
HH owns 4+ TVs	6,860	22.7%	120
HH subscribes to cable TV	15,859	52.4%	106
HH subscribes to fiber optic	2,844	9.4%	124
HH has satellite dish	7,390	24.4%	96
HH owns DVD/Blu-ray player	19,369	64.0%	106
HH owns camcorder	5,070	16.8%	120
HH owns portable GPS navigation device	10,006	33.1%	120
HH purchased video game system in last 12 mos	2,287	7.6%	95
HH owns Internet video device for TV	2,365	7.8%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	34,270	57.4%	115
Took 3+ domestic non-business trips in last 12 months	7,951	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	6,527	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,089	6.8%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,547	4.3%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,128	5.2%	134
Spent on domestic vacations in last 12 months: \$3,000+	4,298	7.2%	131
Domestic travel in the 12 months: used general travel website	4,619	7.7%	114
Foreign travel in last 3 years	16,349	27.4%	114
Took 3+ foreign trips by plane in last 3 years	3,059	5.1%	114
Spent on foreign vacations in last 12 months: <\$1,000	2,915	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,076	3.5%	107
Spent on foreign vacations in last 12 months: \$3,000+	3,549	5.9%	120
Foreign travel in last 3 years: used general travel website	3,690	6.2%	111
Nights spent in hotel/motel in last 12 months: any	28,207	47.2%	116
Took cruise of more than one day in last 3 years	5,929	9.9%	118
Member of any frequent flyer program	12,447	20.8%	128
Member of any hotel rewards program	11,171	18.7%	132

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