

Market Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Times: 25, 40 minute radii

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

	25 minutes	40 minutes
Population Summary		
2000 Total Population	725,253	1,715,678
2010 Total Population	768,650	1,798,752
2016 Total Population	790,438	1,852,981
2016 Group Quarters	10,261	36,541
2021 Total Population	811,229	1,901,899
2016-2021 Annual Rate	0.52%	0.52%
Household Summary		
2000 Households	283,952	676,163
2000 Average Household Size	2.51	2.49
2010 Households	305,339	712,052
2010 Average Household Size	2.48	2.48
2016 Households	314,512	733,139
2016 Average Household Size	2.48	2.48
2021 Households	323,067	752,537
2021 Average Household Size	2.48	2.48
2016-2021 Annual Rate	0.54%	0.52%
2010 Families	203,110	461,867
2010 Average Family Size	3.06	3.07
2016 Families	206,666	469,153
2016 Average Family Size	3.07	3.09
2021 Families	211,070	478,458
2021 Average Family Size	3.07	3.10
2016-2021 Annual Rate	0.42%	0.39%
Housing Unit Summary		
2000 Housing Units	298,613	721,894
Owner Occupied Housing Units	66.7%	61.3%
Renter Occupied Housing Units	28.4%	32.4%
Vacant Housing Units	4.9%	6.3%
2010 Housing Units	330,671	786,947
Owner Occupied Housing Units	64.2%	59.4%
Renter Occupied Housing Units	28.1%	31.1%
Vacant Housing Units	7.7%	9.5%
2016 Housing Units	338,900	806,125
Owner Occupied Housing Units	61.8%	56.9%
Renter Occupied Housing Units	31.0%	34.1%
Vacant Housing Units	7.2%	9.1%
2021 Housing Units	348,152	826,829
Owner Occupied Housing Units	61.7%	56.8%
Renter Occupied Housing Units	31.1%	34.2%
Vacant Housing Units	7.2%	9.0%
Median Household Income		
2016	\$63,444	\$55,159
2021	\$72,523	\$62,231
Median Home Value		
2016	\$190,017	\$169,703
2021	\$213,635	\$198,895
Per Capita Income		
2016	\$35,286	\$30,411
2021	\$38,646	\$33,331
Median Age		
2010	38.2	37.0
2016	39.2	37.9
2021	39.9	38.6

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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2016 Households by Income		
Household Income Base	314,507	733,131
<\$15,000	9.2%	12.5%
\$15,000 - \$24,999	8.4%	9.9%
\$25,000 - \$34,999	8.8%	9.7%
\$35,000 - \$49,999	12.2%	12.9%
\$50,000 - \$74,999	18.0%	17.8%
\$75,000 - \$99,999	13.0%	12.4%
\$100,000 - \$149,999	15.8%	14.1%
\$150,000 - \$199,999	7.1%	5.6%
\$200,000+	7.4%	5.1%
Average Household Income	\$88,243	\$76,138
2021 Households by Income		
Household Income Base	323,062	752,529
<\$15,000	8.8%	12.2%
\$15,000 - \$24,999	7.7%	9.2%
\$25,000 - \$34,999	8.7%	10.0%
\$35,000 - \$49,999	6.9%	7.7%
\$50,000 - \$74,999	19.2%	18.6%
\$75,000 - \$99,999	14.2%	13.7%
\$100,000 - \$149,999	18.1%	16.3%
\$150,000 - \$199,999	8.4%	6.7%
\$200,000+	8.0%	5.5%
Average Household Income	\$96,627	\$83,535
2016 Owner Occupied Housing Units by Value		
Total	209,436	458,405
<\$50,000	4.4%	5.9%
\$50,000 - \$99,999	11.9%	16.0%
\$100,000 - \$149,999	19.4%	21.3%
\$150,000 - \$199,999	17.8%	17.4%
\$200,000 - \$249,999	13.9%	12.8%
\$250,000 - \$299,999	8.4%	7.6%
\$300,000 - \$399,999	11.2%	9.3%
\$400,000 - \$499,999	6.2%	4.9%
\$500,000 - \$749,999	4.5%	3.3%
\$750,000 - \$999,999	1.2%	0.9%
\$1,000,000 +	1.0%	0.7%
Average Home Value	\$238,188	\$212,093
2021 Owner Occupied Housing Units by Value		
Total	214,820	469,777
<\$50,000	2.8%	3.9%
\$50,000 - \$99,999	7.9%	11.5%
\$100,000 - \$149,999	12.9%	14.4%
\$150,000 - \$199,999	21.3%	20.7%
\$200,000 - \$249,999	18.7%	18.1%
\$250,000 - \$299,999	11.4%	10.9%
\$300,000 - \$399,999	11.3%	9.9%
\$400,000 - \$499,999	6.6%	5.4%
\$500,000 - \$749,999	4.8%	3.6%
\$750,000 - \$999,999	1.5%	1.1%
\$1,000,000 +	0.8%	0.6%
Average Home Value	\$255,890	\$232,948

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.

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2010 Population by Age		
Total	768,652	1,798,752
0 - 4	6.6%	6.9%
5 - 9	7.1%	7.0%
10 - 14	7.1%	6.9%
15 - 24	12.3%	13.3%
25 - 34	12.7%	13.3%
35 - 44	13.6%	13.3%
45 - 54	15.7%	15.2%
55 - 64	12.3%	11.8%
65 - 74	6.6%	6.5%
75 - 84	4.2%	4.1%
85 +	1.8%	1.7%
18 +	74.9%	75.0%
2016 Population by Age		
Total	790,439	1,852,984
0 - 4	6.1%	6.4%
5 - 9	6.6%	6.6%
10 - 14	7.0%	6.7%
15 - 24	12.4%	13.2%
25 - 34	12.5%	13.3%
35 - 44	12.9%	12.7%
45 - 54	14.1%	13.7%
55 - 64	13.5%	13.1%
65 - 74	8.5%	8.2%
75 - 84	4.3%	4.2%
85 +	1.9%	1.9%
18 +	76.3%	76.4%
2021 Population by Age		
Total	811,229	1,901,899
0 - 4	6.0%	6.3%
5 - 9	6.3%	6.3%
10 - 14	6.8%	6.6%
15 - 24	11.9%	12.6%
25 - 34	12.6%	13.3%
35 - 44	13.2%	13.0%
45 - 54	12.8%	12.4%
55 - 64	13.5%	13.1%
65 - 74	10.1%	9.7%
75 - 84	4.9%	4.7%
85 +	2.0%	1.9%
18 +	77.0%	76.9%
2010 Population by Sex		
Males	371,427	876,865
Females	397,223	921,887
2016 Population by Sex		
Males	383,013	905,209
Females	407,425	947,772
2021 Population by Sex		
Males	394,170	931,320
Females	417,059	970,579

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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2010 Population by Race/Ethnicity		
Total	768,649	1,798,752
White Alone	79.6%	80.4%
Black Alone	13.7%	14.1%
American Indian Alone	0.2%	0.2%
Asian Alone	3.2%	2.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.2%	1.2%
Two or More Races	2.0%	2.0%
Hispanic Origin	3.1%	2.8%
Diversity Index	38.5	36.9
2016 Population by Race/Ethnicity		
Total	790,438	1,852,981
White Alone	78.0%	78.9%
Black Alone	14.1%	14.4%
American Indian Alone	0.2%	0.2%
Asian Alone	3.9%	2.7%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.4%	1.4%
Two or More Races	2.4%	2.4%
Hispanic Origin	3.8%	3.4%
Diversity Index	41.7	39.8
2021 Population by Race/Ethnicity		
Total	811,227	1,901,898
White Alone	76.3%	77.4%
Black Alone	14.4%	14.8%
American Indian Alone	0.2%	0.2%
Asian Alone	4.6%	3.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	1.7%	1.6%
Two or More Races	2.8%	2.8%
Hispanic Origin	4.5%	4.1%
Diversity Index	44.8	42.7
2010 Population by Relationship and Household Type		
Total	768,650	1,798,753
In Households	98.7%	98.0%
In Family Households	82.6%	81.0%
Householder	26.4%	25.7%
Spouse	20.0%	18.5%
Child	31.8%	31.8%
Other relative	2.6%	2.9%
Nonrelative	1.8%	2.2%
In Nonfamily Households	16.1%	17.0%
In Group Quarters	1.3%	2.0%
Institutionalized Population	0.8%	1.1%
Noninstitutionalized Population	0.5%	0.8%

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.

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2016 Population 25+ by Educational Attainment		
Total	536,152	1,241,642
Less than 9th Grade	2.1%	2.6%
9th - 12th Grade, No Diploma	5.4%	7.0%
High School Graduate	21.5%	25.1%
GED/Alternative Credential	2.7%	3.8%
Some College, No Degree	18.4%	19.5%
Associate Degree	8.4%	8.4%
Bachelor's Degree	25.6%	21.0%
Graduate/Professional Degree	15.9%	12.6%
2016 Population 15+ by Marital Status		
Total	634,029	1,485,734
Never Married	30.5%	33.2%
Married	52.4%	49.1%
Widowed	5.7%	5.8%
Divorced	11.3%	12.0%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	95.6%	94.4%
Civilian Unemployed	4.4%	5.6%
2016 Employed Population 16+ by Industry		
Total	403,254	906,123
Agriculture/Mining	0.2%	0.3%
Construction	4.2%	4.7%
Manufacturing	14.5%	14.2%
Wholesale Trade	3.2%	2.9%
Retail Trade	11.6%	11.9%
Transportation/Utilities	3.8%	4.4%
Information	1.6%	1.6%
Finance/Insurance/Real Estate	8.0%	7.5%
Services	50.3%	49.4%
Public Administration	2.6%	3.1%
2016 Employed Population 16+ by Occupation		
Total	403,253	906,124
White Collar	68.3%	64.4%
Management/Business/Financial	18.5%	16.3%
Professional	25.8%	23.3%
Sales	11.0%	10.6%
Administrative Support	13.0%	14.1%
Services	15.1%	16.5%
Blue Collar	16.7%	19.1%
Farming/Forestry/Fishing	0.1%	0.1%
Construction/Extraction	2.9%	3.6%
Installation/Maintenance/Repair	2.7%	2.8%
Production	5.7%	6.5%
Transportation/Material Moving	5.3%	6.1%
2010 Population By Urban/ Rural Status		
Total Population	768,650	1,798,752
Population Inside Urbanized Area	95.8%	91.3%
Population Inside Urbanized Cluster	0.0%	1.4%
Rural Population	4.2%	7.3%

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2010 Households by Type		
Total	305,339	712,052
Households with 1 Person	27.8%	28.9%
Households with 2+ People	72.2%	71.1%
Family Households	66.5%	64.9%
Husband-wife Families	50.3%	46.7%
With Related Children	23.1%	21.0%
Other Family (No Spouse Present)	16.2%	18.1%
Other Family with Male Householder	4.1%	4.6%
With Related Children	2.4%	2.7%
Other Family with Female Householder	12.0%	13.5%
With Related Children	7.8%	9.1%
Nonfamily Households	5.7%	6.3%
All Households with Children	33.7%	33.2%
Multigenerational Households	3.1%	3.4%
Unmarried Partner Households	5.9%	6.7%
Male-female	5.3%	6.0%
Same-sex	0.6%	0.7%
2010 Households by Size		
Total	305,338	712,052
1 Person Household	27.8%	28.9%
2 Person Household	33.0%	32.4%
3 Person Household	15.9%	15.9%
4 Person Household	13.9%	13.2%
5 Person Household	6.2%	6.2%
6 Person Household	2.1%	2.2%
7 + Person Household	1.0%	1.2%
2010 Households by Tenure and Mortgage Status		
Total	305,339	712,052
Owner Occupied	69.5%	65.6%
Owned with a Mortgage/Loan	54.4%	50.4%
Owned Free and Clear	15.1%	15.2%
Renter Occupied	30.5%	34.4%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	330,671	786,947
Housing Units Inside Urbanized Area	96.1%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	1.4%
Rural Housing Units	3.9%	6.5%

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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Top 3 Tapestry Segments		
1.	Soccer Moms (4A)	Rustbelt Traditions (5D)
2.	Rustbelt Traditions (5D)	Soccer Moms (4A)
3.	Savvy Suburbanites (1D)	Traditional Living (12B)
2016 Consumer Spending		
Apparel & Services: Total \$	\$719,645,495	\$1,457,208,971
Average Spent	\$2,288.13	\$1,987.63
Spending Potential Index	114	99
Education: Total \$	\$520,362,876	\$1,042,013,192
Average Spent	\$1,654.51	\$1,421.30
Spending Potential Index	117	100
Entertainment/Recreation: Total \$	\$1,041,943,585	\$2,105,650,536
Average Spent	\$3,312.89	\$2,872.10
Spending Potential Index	114	99
Food at Home: Total \$	\$1,766,379,567	\$3,634,601,322
Average Spent	\$5,616.25	\$4,957.59
Spending Potential Index	113	99
Food Away from Home: Total \$	\$1,109,278,605	\$2,249,836,401
Average Spent	\$3,526.98	\$3,068.77
Spending Potential Index	114	99
Health Care: Total \$	\$1,881,557,549	\$3,825,811,881
Average Spent	\$5,982.47	\$5,218.40
Spending Potential Index	113	99
HH Furnishings & Equipment: Total \$	\$637,927,238	\$1,284,130,264
Average Spent	\$2,028.31	\$1,751.55
Spending Potential Index	115	99
Personal Care Products & Services: Total \$	\$262,281,330	\$527,546,203
Average Spent	\$833.93	\$719.57
Spending Potential Index	114	98
Shelter: Total \$	\$5,612,579,639	\$11,326,562,671
Average Spent	\$17,845.36	\$15,449.41
Spending Potential Index	115	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$841,325,385	\$1,691,616,461
Average Spent	\$2,675.02	\$2,307.36
Spending Potential Index	115	99
Travel: Total \$	\$677,802,006	\$1,334,309,504
Average Spent	\$2,155.09	\$1,820.00
Spending Potential Index	116	98
Vehicle Maintenance & Repairs: Total \$	\$368,515,891	\$749,225,097
Average Spent	\$1,171.71	\$1,021.94
Spending Potential Index	113	99

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.

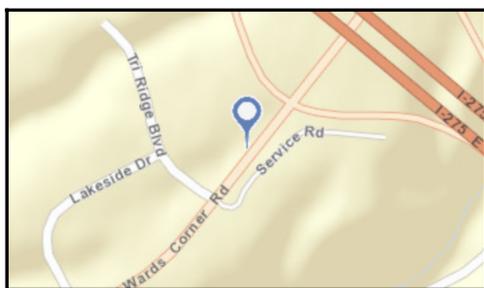
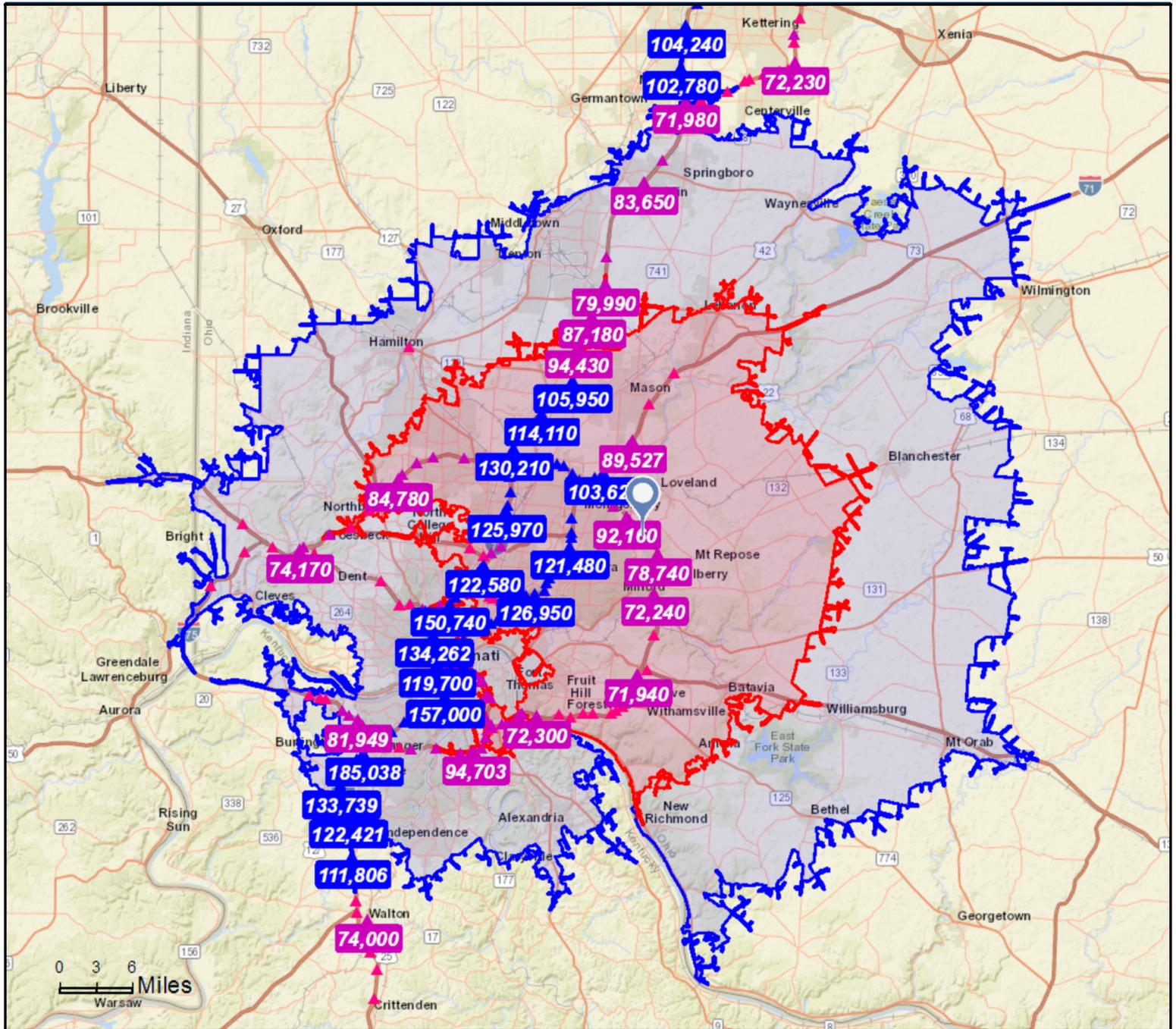
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

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Data for all businesses in area	25 minutes	40 minutes
Total Businesses:	34,456	71,579
Total Employees:	538,785	1,143,960
Total Residential Population:	790,438	1,852,981
Employee/Residential Population Ratio:	0.68:1	0.62:1

by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	698	2.0%	5,492	1.0%	1,463	2.0%	9,946	0.9%
Construction	2,637	7.7%	24,703	4.6%	5,761	8.0%	50,803	4.4%
Manufacturing	1,552	4.5%	68,098	12.6%	2,885	4.0%	142,845	12.5%
Transportation	847	2.5%	13,110	2.4%	1,731	2.4%	26,641	2.3%
Communication	267	0.8%	4,358	0.8%	570	0.8%	10,509	0.9%
Utility	80	0.2%	1,795	0.3%	175	0.2%	7,724	0.7%
Wholesale Trade	1,466	4.3%	29,063	5.4%	2,651	3.7%	49,126	4.3%
Retail Trade Summary	7,285	21.1%	128,165	23.8%	14,759	20.6%	253,609	22.2%
Home Improvement	466	1.4%	8,870	1.6%	919	1.3%	15,346	1.3%
General Merchandise Stores	255	0.7%	11,502	2.1%	517	0.7%	22,222	1.9%
Food Stores	686	2.0%	14,634	2.7%	1,454	2.0%	44,647	3.9%
Auto Dealers, Gas Stations, Auto Aftermarket	736	2.1%	10,663	2.0%	1,559	2.2%	19,087	1.7%
Apparel & Accessory Stores	518	1.5%	6,370	1.2%	920	1.3%	10,513	0.9%
Furniture & Home Furnishings	767	2.2%	10,027	1.9%	1,329	1.9%	15,133	1.3%
Eating & Drinking Places	2,028	5.9%	42,069	7.8%	4,433	6.2%	86,176	7.5%
Miscellaneous Retail	1,828	5.3%	24,031	4.5%	3,627	5.1%	40,484	3.5%
Finance, Insurance, Real Estate Summary	4,171	12.1%	33,936	6.3%	8,828	12.3%	74,318	6.5%
Banks, Savings & Lending Institutions	1,592	4.6%	7,970	1.5%	3,639	5.1%	19,123	1.7%
Securities Brokers	435	1.3%	3,880	0.7%	803	1.1%	7,407	0.6%
Insurance Carriers & Agents	751	2.2%	10,672	2.0%	1,485	2.1%	22,956	2.0%
Real Estate, Holding, Other Investment Offices	1,394	4.0%	11,414	2.1%	2,901	4.1%	24,832	2.2%
Services Summary	12,960	37.6%	207,962	38.6%	27,251	38.1%	457,816	40.0%
Hotels & Lodging	155	0.4%	3,701	0.7%	334	0.5%	8,589	0.8%
Automotive Services	981	2.8%	6,237	1.2%	2,097	2.9%	12,433	1.1%
Motion Pictures & Amusements	857	2.5%	11,763	2.2%	1,771	2.5%	25,329	2.2%
Health Services	2,120	6.2%	51,537	9.6%	4,132	5.8%	132,784	11.6%
Legal Services	377	1.1%	2,302	0.4%	1,139	1.6%	11,944	1.0%
Education Institutions & Libraries	754	2.2%	33,313	6.2%	1,767	2.5%	77,468	6.8%
Other Services	7,716	22.4%	99,108	18.4%	16,010	22.4%	189,268	16.5%
Government	855	2.5%	20,054	3.7%	2,247	3.1%	57,537	5.0%
Unclassified Establishments	1,638	4.8%	2,050	0.4%	3,260	4.6%	3,084	0.3%
Totals	34,456	100.0%	538,785	100.0%	71,579	100.0%	1,143,960	100.0%

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Business Summary

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Times: 25, 40 minute radii

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	44	0.1%	417	0.1%	147	0.2%	751	0.1%
Mining	15	0.0%	124	0.0%	32	0.0%	316	0.0%
Utilities	29	0.1%	537	0.1%	69	0.1%	5,545	0.5%
Construction	2,781	8.1%	26,137	4.9%	6,080	8.5%	53,726	4.7%
Manufacturing	1,661	4.8%	69,620	12.9%	3,074	4.3%	142,602	12.5%
Wholesale Trade	1,404	4.1%	27,424	5.1%	2,543	3.6%	47,204	4.1%
Retail Trade	5,046	14.6%	83,804	15.6%	9,948	13.9%	163,675	14.3%
Motor Vehicle & Parts Dealers	561	1.6%	9,829	1.8%	1,164	1.6%	17,032	1.5%
Furniture & Home Furnishings Stores	314	0.9%	4,074	0.8%	554	0.8%	5,774	0.5%
Electronics & Appliance Stores	413	1.2%	5,681	1.1%	702	1.0%	8,807	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	461	1.3%	8,856	1.6%	911	1.3%	15,316	1.3%
Food & Beverage Stores	534	1.5%	12,827	2.4%	1,233	1.7%	42,187	3.7%
Health & Personal Care Stores	467	1.4%	9,563	1.8%	922	1.3%	15,059	1.3%
Gasoline Stations	176	0.5%	842	0.2%	396	0.6%	2,064	0.2%
Clothing & Clothing Accessories Stores	675	2.0%	7,329	1.4%	1,184	1.7%	12,194	1.1%
Sport Goods, Hobby, Book, & Music Stores	328	1.0%	3,369	0.6%	643	0.9%	5,855	0.5%
General Merchandise Stores	255	0.7%	11,502	2.1%	517	0.7%	22,222	1.9%
Miscellaneous Store Retailers	720	2.1%	7,834	1.5%	1,458	2.0%	12,401	1.1%
Nonstore Retailers	142	0.4%	2,097	0.4%	265	0.4%	4,763	0.4%
Transportation & Warehousing	689	2.0%	11,733	2.2%	1,484	2.1%	24,938	2.2%
Information	563	1.6%	9,922	1.8%	1,210	1.7%	25,927	2.3%
Finance & Insurance	2,804	8.1%	22,912	4.3%	5,992	8.4%	50,066	4.4%
Central Bank/Credit Intermediation & Related Activities	1,599	4.6%	7,992	1.5%	3,660	5.1%	19,107	1.7%
Securities, Commodity Contracts & Other Financial	444	1.3%	3,976	0.7%	834	1.2%	7,692	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	761	2.2%	10,944	2.0%	1,497	2.1%	23,267	2.0%
Real Estate, Rental & Leasing	1,721	5.0%	12,011	2.2%	3,579	5.0%	23,582	2.1%
Professional, Scientific & Tech Services	3,145	9.1%	45,200	8.4%	6,316	8.8%	85,506	7.5%
Legal Services	438	1.3%	2,722	0.5%	1,266	1.8%	12,832	1.1%
Management of Companies & Enterprises	41	0.1%	990	0.2%	64	0.1%	4,009	0.4%
Administrative & Support & Waste Management & Remediation	1,656	4.8%	21,052	3.9%	3,218	4.5%	35,657	3.1%
Educational Services	899	2.6%	34,984	6.5%	1,973	2.8%	76,524	6.7%
Health Care & Social Assistance	2,750	8.0%	65,259	12.1%	5,613	7.8%	164,292	14.4%
Arts, Entertainment & Recreation	582	1.7%	10,168	1.9%	1,249	1.7%	23,435	2.0%
Accommodation & Food Services	2,238	6.5%	46,274	8.6%	4,864	6.8%	95,800	8.4%
Accommodation	155	0.4%	3,701	0.7%	334	0.5%	8,589	0.8%
Food Services & Drinking Places	2,082	6.0%	42,573	7.9%	4,530	6.3%	87,211	7.6%
Other Services (except Public Administration)	3,896	11.3%	28,132	5.2%	8,619	12.0%	59,818	5.2%
Automotive Repair & Maintenance	743	2.2%	4,664	0.9%	1,529	2.1%	8,733	0.8%
Public Administration	856	2.5%	20,068	3.7%	2,249	3.1%	57,558	5.0%
Unclassified Establishments	1,636	4.7%	2,018	0.4%	3,256	4.5%	3,028	0.3%
Total	34,456	100.0%	538,785	100.0%	71,579	100.0%	1,143,960	100.0%

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Retail MarketPlace Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Time: 25 minute radius

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

Summary Demographics

2016 Population	790,438
2016 Households	314,512
2016 Median Disposable Income	\$51,975
2016 Per Capita Income	\$35,286

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	\$14,469,554,653	\$16,138,191,036	-\$1,668,636,383	-5.5	6,958
Total Retail Trade	44-45	\$13,127,094,334	\$14,650,074,455	-\$1,522,980,121	-5.5	4,926
Total Food & Drink	722	\$1,342,460,318	\$1,488,116,581	-\$145,656,263	-5.1	2,031

Industry Group

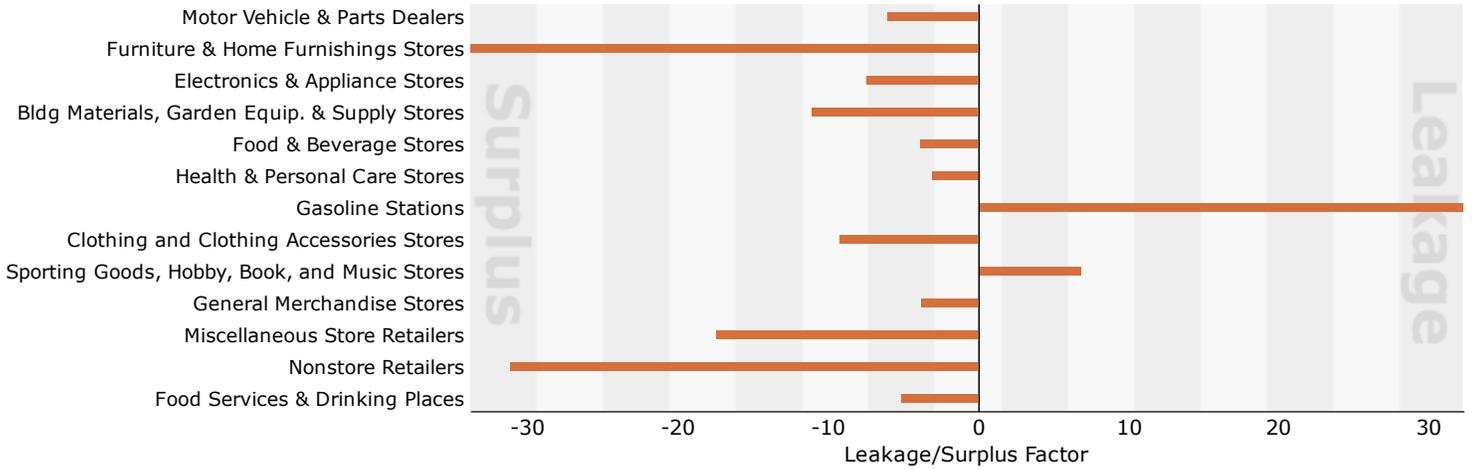
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,970,618,435	\$3,354,725,302	-\$384,106,867	-6.1	592
Automobile Dealers	4411	\$2,419,687,104	\$2,740,107,961	-\$320,420,857	-6.2	285
Other Motor Vehicle Dealers	4412	\$329,970,540	\$402,274,621	-\$72,304,081	-9.9	74
Auto Parts, Accessories & Tire Stores	4413	\$220,960,791	\$212,342,720	\$8,618,071	2.0	233
Furniture & Home Furnishings Stores	442	\$351,863,534	\$712,116,289	-\$360,252,755	-33.9	316
Furniture Stores	4421	\$228,661,882	\$535,968,152	-\$307,306,270	-40.2	156
Home Furnishings Stores	4422	\$123,201,652	\$176,148,137	-\$52,946,485	-17.7	160
Electronics & Appliance Stores	443	\$731,685,764	\$848,968,252	-\$117,282,488	-7.4	429
Bldg Materials, Garden Equip. & Supply Stores	444	\$638,105,917	\$798,252,833	-\$160,146,916	-11.1	433
Bldg Material & Supplies Dealers	4441	\$550,047,812	\$703,531,359	-\$153,483,547	-12.2	344
Lawn & Garden Equip & Supply Stores	4442	\$88,058,105	\$94,721,474	-\$6,663,369	-3.6	89
Food & Beverage Stores	445	\$2,344,928,098	\$2,533,208,152	-\$188,280,054	-3.9	522
Grocery Stores	4451	\$2,161,856,669	\$2,291,825,266	-\$129,968,597	-2.9	321
Specialty Food Stores	4452	\$113,021,956	\$133,125,856	-\$20,103,900	-8.2	120
Beer, Wine & Liquor Stores	4453	\$70,049,473	\$108,257,030	-\$38,207,557	-21.4	81
Health & Personal Care Stores	446,4461	\$964,639,413	\$1,027,042,338	-\$62,402,925	-3.1	378
Gasoline Stations	447,4471	\$907,327,170	\$463,728,453	\$443,598,717	32.4	200
Clothing & Clothing Accessories Stores	448	\$586,201,746	\$705,289,262	-\$119,087,516	-9.2	646
Clothing Stores	4481	\$370,306,592	\$474,330,183	-\$104,023,591	-12.3	407
Shoe Stores	4482	\$70,668,362	\$93,281,342	-\$22,612,980	-13.8	96
Jewelry, Luggage & Leather Goods Stores	4483	\$145,226,792	\$137,677,736	\$7,549,056	2.7	143
Sporting Goods, Hobby, Book & Music Stores	451	\$428,133,701	\$373,079,919	\$55,053,782	6.9	336
Sporting Goods/Hobby/Musical Instr Stores	4511	\$344,919,558	\$324,334,099	\$20,585,459	3.1	278
Book, Periodical & Music Stores	4512	\$83,214,144	\$48,745,820	\$34,468,324	26.1	59
General Merchandise Stores	452	\$2,398,116,457	\$2,589,821,059	-\$191,704,602	-3.8	231
Department Stores Excluding Leased Depts.	4521	\$1,894,778,393	\$1,779,988,314	\$114,790,079	3.1	82
Other General Merchandise Stores	4529	\$503,338,064	\$809,832,745	-\$306,494,681	-23.3	149
Miscellaneous Store Retailers	453	\$606,287,254	\$863,802,315	-\$257,515,061	-17.5	723
Florists	4531	\$25,106,901	\$32,535,756	-\$7,428,855	-12.9	73
Office Supplies, Stationery & Gift Stores	4532	\$143,371,216	\$158,070,688	-\$14,699,472	-4.9	191
Used Merchandise Stores	4533	\$90,632,750	\$57,547,381	\$33,085,369	22.3	139
Other Miscellaneous Store Retailers	4539	\$347,176,388	\$615,648,490	-\$268,472,102	-27.9	321
Nonstore Retailers	454	\$199,186,845	\$380,040,282	-\$180,853,437	-31.2	121
Electronic Shopping & Mail-Order Houses	4541	\$113,155,699	\$305,256,685	-\$192,100,986	-45.9	66
Vending Machine Operators	4542	\$20,903,182	\$34,143,724	-\$13,240,542	-24.1	27
Direct Selling Establishments	4543	\$65,127,965	\$40,639,873	\$24,488,092	23.2	27
Food Services & Drinking Places	722	\$1,342,460,318	\$1,488,116,581	-\$145,656,263	-5.1	2,031
Full-Service Restaurants	7221	\$670,269,755	\$718,111,057	-\$47,841,302	-3.4	1,076
Limited-Service Eating Places	7222	\$594,340,222	\$700,178,099	-\$105,837,877	-8.2	754
Special Food Services	7223	\$35,606,881	\$31,385,880	\$4,221,001	6.3	66
Drinking Places - Alcoholic Beverages	7224	\$42,243,460	\$38,441,545	\$3,801,915	4.7	135

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

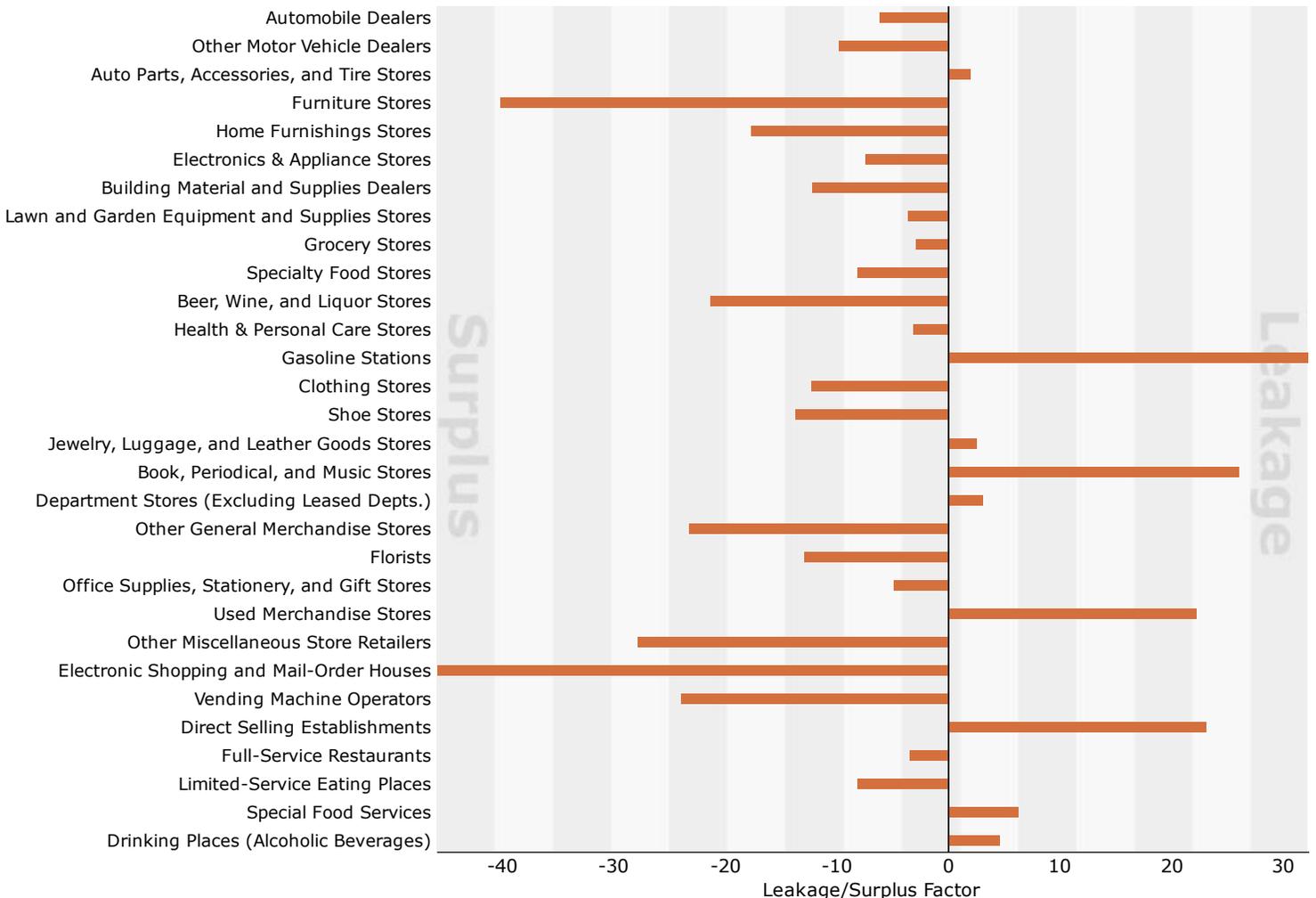
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Time: 40 minute radius

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

Summary Demographics

2016 Population	1,852,981
2016 Households	733,139
2016 Median Disposable Income	\$45,589
2016 Per Capita Income	\$30,411

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	\$29,474,449,633	\$29,377,106,001	\$97,343,632	0.2	14,217
Total Retail Trade	44-45	\$26,756,260,921	\$26,273,075,657	\$483,185,264	0.9	9,746
Total Food & Drink	722	\$2,718,188,712	\$3,104,030,344	-\$385,841,632	-6.6	4,471

Industry Group

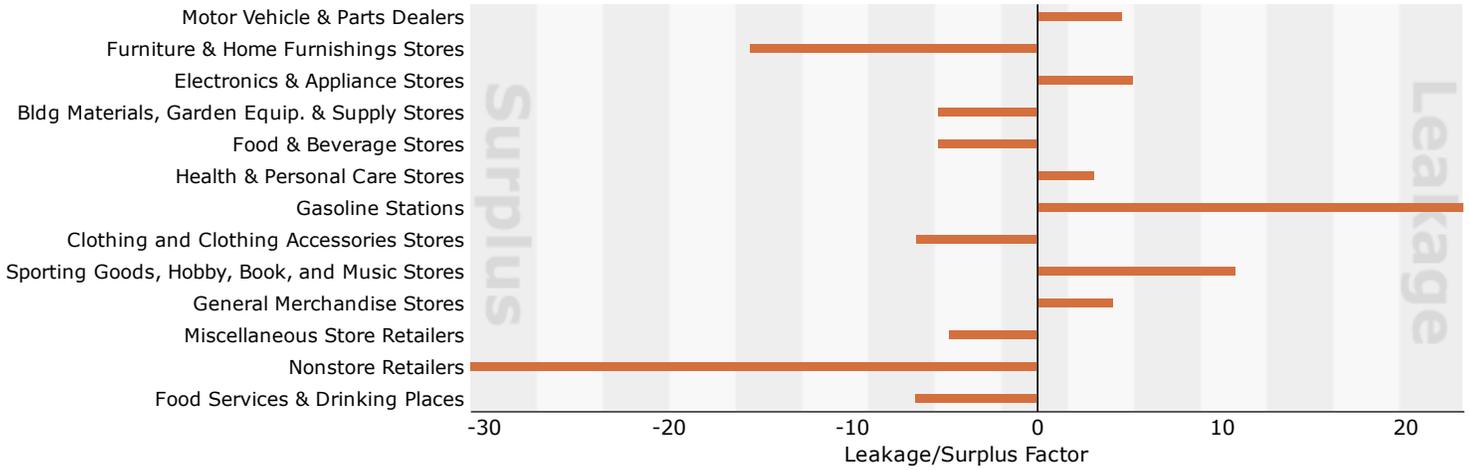
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,074,592,162	\$5,533,325,687	\$541,266,475	4.7	1,201
Automobile Dealers	4411	\$4,968,180,857	\$4,523,033,582	\$445,147,275	4.7	554
Other Motor Vehicle Dealers	4412	\$659,951,377	\$563,688,566	\$96,262,811	7.9	156
Auto Parts, Accessories & Tire Stores	4413	\$446,459,928	\$446,603,539	-\$143,611	0.0	492
Furniture & Home Furnishings Stores	442	\$710,009,550	\$973,097,847	-\$263,088,297	-15.6	553
Furniture Stores	4421	\$459,134,793	\$678,481,995	-\$219,347,202	-19.3	257
Home Furnishings Stores	4422	\$250,874,757	\$294,615,852	-\$43,741,095	-8.0	296
Electronics & Appliance Stores	443	\$1,428,172,170	\$1,284,841,748	\$143,330,422	5.3	726
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,271,085,220	\$1,416,466,181	-\$145,380,961	-5.4	840
Bldg Material & Supplies Dealers	4441	\$1,092,917,552	\$1,268,566,242	-\$175,648,690	-7.4	677
Lawn & Garden Equip & Supply Stores	4442	\$178,167,669	\$147,899,939	\$30,267,730	9.3	164
Food & Beverage Stores	445	\$4,807,501,917	\$5,352,561,417	-\$545,059,500	-5.4	1,196
Grocery Stores	4451	\$4,421,121,517	\$4,812,724,384	-\$391,602,867	-4.2	745
Specialty Food Stores	4452	\$218,057,000	\$252,058,330	-\$34,001,330	-7.2	261
Beer, Wine & Liquor Stores	4453	\$168,323,400	\$287,778,703	-\$119,455,303	-26.2	191
Health & Personal Care Stores	446,4461	\$1,931,336,534	\$1,814,259,198	\$117,077,336	3.1	747
Gasoline Stations	447,4471	\$1,885,350,146	\$1,176,398,237	\$708,951,909	23.2	459
Clothing & Clothing Accessories Stores	448	\$1,170,647,692	\$1,334,667,953	-\$164,020,261	-6.5	1,177
Clothing Stores	4481	\$742,360,826	\$924,096,129	-\$181,735,303	-10.9	759
Shoe Stores	4482	\$147,291,000	\$160,283,465	-\$12,992,465	-4.2	169
Jewelry, Luggage & Leather Goods Stores	4483	\$280,995,866	\$250,288,359	\$30,707,507	5.8	250
Sporting Goods, Hobby, Book & Music Stores	451	\$843,484,010	\$679,688,088	\$163,795,922	10.8	665
Sporting Goods/Hobby/Musical Instr Stores	4511	\$669,385,048	\$583,158,560	\$86,226,488	6.9	541
Book, Periodical & Music Stores	4512	\$174,098,963	\$96,529,528	\$77,569,435	28.7	124
General Merchandise Stores	452	\$5,008,850,363	\$4,606,390,470	\$402,459,893	4.2	481
Department Stores Excluding Leased Depts.	4521	\$3,954,019,028	\$3,457,929,053	\$496,089,975	6.7	158
Other General Merchandise Stores	4529	\$1,054,831,335	\$1,148,461,417	-\$93,630,082	-4.2	323
Miscellaneous Store Retailers	453	\$1,228,079,117	\$1,351,570,561	-\$123,491,444	-4.8	1,465
Florists	4531	\$50,181,201	\$54,484,976	-\$4,303,775	-4.1	144
Office Supplies, Stationery & Gift Stores	4532	\$290,275,223	\$245,604,105	\$44,671,118	8.3	368
Used Merchandise Stores	4533	\$711,515,715	\$116,973,435	\$54,542,280	18.9	304
Other Miscellaneous Store Retailers	4539	\$716,106,978	\$934,508,044	-\$218,401,066	-13.2	649
Nonstore Retailers	454	\$397,152,040	\$749,808,271	-\$352,656,231	-30.7	236
Electronic Shopping & Mail-Order Houses	4541	\$220,673,713	\$409,185,777	-\$188,512,064	-29.9	130
Vending Machine Operators	4542	\$43,176,642	\$44,251,267	-\$1,074,625	-1.2	54
Direct Selling Establishments	4543	\$133,301,684	\$296,371,227	-\$163,069,543	-38.0	52
Food Services & Drinking Places	722	\$2,718,188,712	\$3,104,030,344	-\$385,841,632	-6.6	4,471
Full-Service Restaurants	7221	\$1,354,327,922	\$1,547,432,354	-\$193,104,432	-6.7	2,413
Limited-Service Eating Places	7222	\$1,212,090,875	\$1,384,705,444	-\$172,614,569	-6.6	1,527
Special Food Services	7223	\$69,658,018	\$56,476,606	\$13,181,412	10.5	147
Drinking Places - Alcoholic Beverages	7224	\$82,111,898	\$115,415,940	-\$33,304,042	-16.9	385

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.

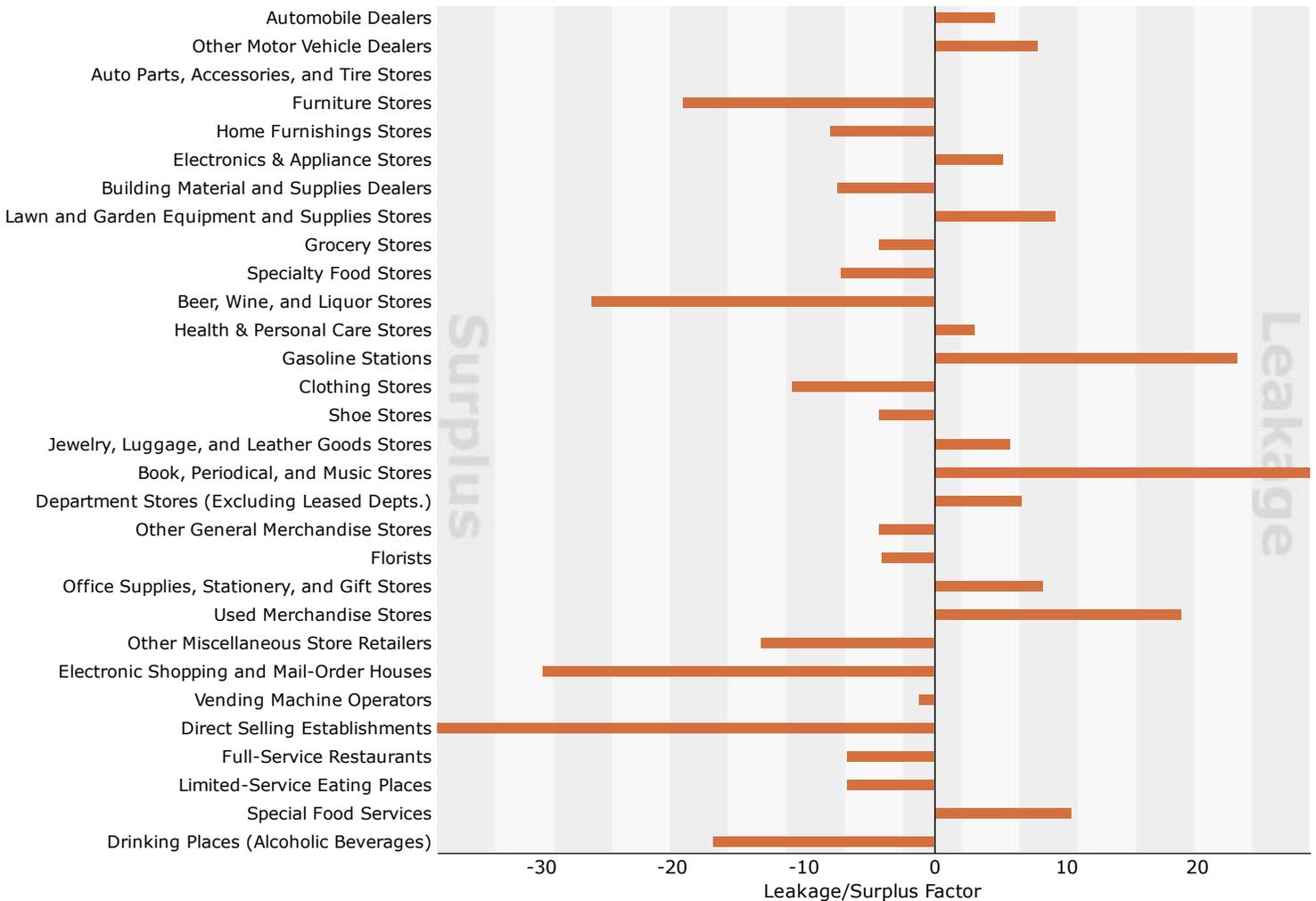
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Wards Corner/I-275
 466 Wards Corner Rd, Loveland, OH, 45140
 Drive Time: 25 minute radius

Prepared by Esri
 Latitude: 39.22410
 Longitude: -84.28123

Demographic Summary	2016	2021
Population	790,438	811,229
Population 18+	602,813	624,616
Households	314,512	323,067
Median Household Income	\$63,444	\$72,523

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	294,555	48.9%	103
Bought any women's clothing in last 12 months	274,503	45.5%	104
Bought clothing for child <13 years in last 6 months	165,028	27.4%	99
Bought any shoes in last 12 months	334,270	55.5%	103
Bought costume jewelry in last 12 months	126,607	21.0%	108
Bought any fine jewelry in last 12 months	114,477	19.0%	104
Bought a watch in last 12 months	70,099	11.6%	106
Automobiles (Households)			
HH owns/leases any vehicle	278,090	88.4%	103
HH bought/leased new vehicle last 12 mo	34,338	10.9%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	533,685	88.5%	104
Bought/changed motor oil in last 12 months	297,719	49.4%	101
Had tune-up in last 12 months	185,060	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	398,709	66.1%	101
Drank regular cola in last 6 months	260,375	43.2%	96
Drank beer/ale in last 6 months	273,239	45.3%	106
Cameras (Adults)			
Own digital point & shoot camera	192,814	32.0%	110
Own digital single-lens reflex (SLR) camera	60,333	10.0%	116
Bought any camera in last 12 months	36,005	6.0%	105
Printed digital photos in last 12 months	17,613	2.9%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	224,077	37.2%	103
Have a smartphone	375,896	62.4%	106
Have a smartphone: Android phone (any brand)	166,599	27.6%	103
Have a smartphone: Apple iPhone	172,266	28.6%	111
Number of cell phones in household: 1	94,899	30.2%	94
Number of cell phones in household: 2	121,786	38.7%	104
Number of cell phones in household: 3+	85,204	27.1%	106
HH has cell phone only (no landline telephone)	129,814	41.3%	98
Computers (Households)			
HH owns a computer	253,455	80.6%	105
HH owns desktop computer	152,056	48.3%	107
HH owns laptop/notebook	180,465	57.4%	106
HH owns any Apple/Mac brand computer	51,854	16.5%	110
HH owns any PC/non-Apple brand computer	223,478	71.1%	105
HH purchased most recent computer in a store	126,832	40.3%	107
HH purchased most recent computer online	44,924	14.3%	109
Spent <\$500 on most recent home computer	45,783	14.6%	100
Spent \$500-\$999 on most recent home computer	64,995	20.7%	108
Spent \$1,000-\$1,499 on most recent home computer	33,736	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	16,069	5.1%	112
Spent \$2,000+ on most recent home computer	13,734	4.4%	111

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Retail Market Potential

Wards Corner/I-275
 466 Wards Corner Rd, Loveland, OH, 45140
 Drive Time: 25 minute radius

Prepared by Esri
 Latitude: 39.22410
 Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	322,798	53.5%	106
Bought brewed coffee at convenience store in last 30 days	96,035	15.9%	101
Bought cigarettes at convenience store in last 30 days	72,756	12.1%	96
Bought gas at convenience store in last 30 days	207,293	34.4%	104
Spent at convenience store in last 30 days: <\$20	53,185	8.8%	109
Spent at convenience store in last 30 days: \$20-\$39	56,576	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	47,471	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	25,920	4.3%	97
Spent at convenience store in last 30 days: \$100+	138,996	23.1%	101
Entertainment (Adults)			
Attended a movie in last 6 months	376,581	62.5%	105
Went to live theater in last 12 months	87,186	14.5%	111
Went to a bar/night club in last 12 months	111,338	18.5%	111
Dined out in last 12 months	298,135	49.5%	110
Gambled at a casino in last 12 months	87,685	14.5%	106
Visited a theme park in last 12 months	110,595	18.3%	104
Viewed movie (video-on-demand) in last 30 days	119,102	19.8%	116
Viewed TV show (video-on-demand) in last 30 days	88,631	14.7%	114
Watched any pay-per-view TV in last 12 months	81,761	13.6%	103
Downloaded a movie over the Internet in last 30 days	44,823	7.4%	104
Downloaded any individual song in last 6 months	132,820	22.0%	108
Watched a movie online in the last 30 days	97,119	16.1%	101
Watched a TV program online in last 30 days	95,477	15.8%	106
Played a video/electronic game (console) in last 12 months	63,143	10.5%	100
Played a video/electronic game (portable) in last 12 months	27,631	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	215,693	35.8%	115
Used ATM/cash machine in last 12 months	317,877	52.7%	107
Own any stock	54,395	9.0%	118
Own U.S. savings bond	35,191	5.8%	110
Own shares in mutual fund (stock)	52,413	8.7%	120
Own shares in mutual fund (bonds)	34,354	5.7%	117
Have interest checking account	190,965	31.7%	112
Have non-interest checking account	179,424	29.8%	105
Have savings account	353,031	58.6%	108
Have 401K retirement savings plan	103,525	17.2%	118
Own/used any credit/debit card in last 12 months	471,211	78.2%	105
Avg monthly credit card expenditures: <\$111	71,826	11.9%	103
Avg monthly credit card expenditures: \$111-\$225	42,021	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	41,384	6.9%	108
Avg monthly credit card expenditures: \$451-\$700	35,374	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	29,097	4.8%	112
Avg monthly credit card expenditures: \$1,001+	65,948	10.9%	121
Did banking online in last 12 months	243,371	40.4%	113
Did banking on mobile device in last 12 months	94,412	15.7%	112
Paid bills online in last 12 months	284,950	47.3%	110

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Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Time: 25 minute radius

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	221,556	70.4%	101
Used bread in last 6 months	296,787	94.4%	100
Used chicken (fresh or frozen) in last 6 months	219,745	69.9%	101
Used turkey (fresh or frozen) in last 6 months	52,732	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	174,138	55.4%	101
Used fresh fruit/vegetables in last 6 months	273,060	86.8%	101
Used fresh milk in last 6 months	277,941	88.4%	100
Used organic food in last 6 months	63,948	20.3%	103
Health (Adults)			
Exercise at home 2+ times per week	184,944	30.7%	108
Exercise at club 2+ times per week	89,779	14.9%	114
Visited a doctor in last 12 months	471,886	78.3%	103
Used vitamin/dietary supplement in last 6 months	328,556	54.5%	103
Home (Households)			
Any home improvement in last 12 months	92,761	29.5%	110
Used housekeeper/maid/professional HH cleaning service in last 12	44,245	14.1%	107
Purchased low ticket HH furnishings in last 12 months	54,673	17.4%	108
Purchased big ticket HH furnishings in last 12 months	69,278	22.0%	105
Bought any small kitchen appliance in last 12 months	72,700	23.1%	104
Bought any large kitchen appliance in last 12 months	42,920	13.6%	107
Insurance (Adults/Households)			
Currently carry life insurance	283,595	47.0%	110
Carry medical/hospital/accident insurance	414,280	68.7%	105
Carry homeowner insurance	316,489	52.5%	112
Carry renter's insurance	52,160	8.7%	106
Have auto insurance: 1 vehicle in household covered	92,903	29.5%	96
Have auto insurance: 2 vehicles in household covered	95,517	30.4%	107
Have auto insurance: 3+ vehicles in household covered	75,459	24.0%	110
Pets (Households)			
Household owns any pet	174,870	55.6%	103
Household owns any cat	72,973	23.2%	103
Household owns any dog	131,000	41.7%	102
Psychographics (Adults)			
Buying American is important to me	259,188	43.0%	102
Usually buy items on credit rather than wait	69,748	11.6%	99
Usually buy based on quality - not price	108,290	18.0%	100
Price is usually more important than brand name	154,376	25.6%	98
Usually use coupons for brands I buy often	115,782	19.2%	102
Am interested in how to help the environment	92,454	15.3%	94
Usually pay more for environ safe product	74,245	12.3%	96
Usually value green products over convenience	57,759	9.6%	91
Likely to buy a brand that supports a charity	208,709	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	90,953	15.1%	114
Bought hardcover book in last 12 months	134,436	22.3%	106
Bought paperback book in last 12 month	202,690	33.6%	107
Read any daily newspaper (paper version)	166,730	27.7%	106
Read any digital newspaper in last 30 days	218,897	36.3%	109
Read any magazine (paper/electronic version) in last 6 months	557,942	92.6%	102

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Retail Market Potential

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 466 Wards Corner Rd, Loveland, OH, 45140
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	470,189	78.0%	105
Went to family restaurant/steak house: 4+ times a month	177,386	29.4%	107
Went to fast food/drive-in restaurant in last 6 months	549,105	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	246,177	40.8%	103
Fast food/drive-in last 6 months: eat in	224,016	37.2%	102
Fast food/drive-in last 6 months: home delivery	47,249	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	297,937	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	123,903	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	213,872	35.5%	112
Own e-reader/tablet: iPad	104,924	17.4%	113
Own any portable MP3 player	202,221	33.5%	109
HH owns 1 TV	58,914	18.7%	92
HH owns 2 TVs	79,730	25.4%	98
HH owns 3 TVs	70,021	22.3%	104
HH owns 4+ TVs	65,959	21.0%	111
HH subscribes to cable TV	164,826	52.4%	106
HH subscribes to fiber optic	27,682	8.8%	116
HH has satellite dish	71,815	22.8%	90
HH owns DVD/Blu-ray player	197,270	62.7%	104
HH owns camcorder	47,776	15.2%	109
HH owns portable GPS navigation device	95,421	30.3%	110
HH purchased video game system in last 12 mos	22,942	7.3%	92
HH owns Internet video device for TV	24,135	7.7%	109
Travel (Adults)			
Domestic travel in last 12 months	332,519	55.2%	110
Took 3+ domestic non-business trips in last 12 months	76,344	12.7%	114
Spent on domestic vacations in last 12 months: <\$1,000	68,025	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	39,185	6.5%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	24,524	4.1%	114
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	27,447	4.6%	117
Spent on domestic vacations in last 12 months: \$3,000+	40,102	6.7%	121
Domestic travel in the 12 months: used general travel website	44,605	7.4%	109
Foreign travel in last 3 years	157,310	26.1%	108
Took 3+ foreign trips by plane in last 3 years	29,816	4.9%	110
Spent on foreign vacations in last 12 months: <\$1,000	27,359	4.5%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	20,057	3.3%	102
Spent on foreign vacations in last 12 months: \$3,000+	34,099	5.7%	114
Foreign travel in last 3 years: used general travel website	36,456	6.0%	108
Nights spent in hotel/motel in last 12 months: any	274,001	45.5%	112
Took cruise of more than one day in last 3 years	56,914	9.4%	113
Member of any frequent flyer program	118,278	19.6%	120
Member of any hotel rewards program	104,948	17.4%	123

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Retail Market Potential

Wards Corner/I-275
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 Drive Time: 40 minute radius

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Demographic Summary		2016	2021
Population		1,852,981	1,901,899
Population 18+		1,414,949	1,462,660
Households		733,139	752,537
Median Household Income		\$55,159	\$62,231

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	675,311	47.7%	101
Bought any women's clothing in last 12 months	634,531	44.8%	102
Bought clothing for child <13 years in last 6 months	384,100	27.1%	98
Bought any shoes in last 12 months	763,912	54.0%	100
Bought costume jewelry in last 12 months	286,214	20.2%	104
Bought any fine jewelry in last 12 months	262,610	18.6%	101
Bought a watch in last 12 months	156,419	11.1%	100
Automobiles (Households)			
HH owns/leases any vehicle	632,133	86.2%	101
HH bought/leased new vehicle last 12 mo	72,265	9.9%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,221,948	86.4%	102
Bought/changed motor oil in last 12 months	698,203	49.3%	100
Had tune-up in last 12 months	424,647	30.0%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	918,851	64.9%	99
Drank regular cola in last 6 months	632,801	44.7%	100
Drank beer/ale in last 6 months	616,075	43.5%	102
Cameras (Adults)			
Own digital point & shoot camera	424,495	30.0%	103
Own digital single-lens reflex (SLR) camera	129,621	9.2%	106
Bought any camera in last 12 months	82,185	5.8%	102
Printed digital photos in last 12 months	41,003	2.9%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	522,895	37.0%	102
Have a smartphone	845,058	59.7%	102
Have a smartphone: Android phone (any brand)	395,414	27.9%	104
Have a smartphone: Apple iPhone	363,063	25.7%	99
Number of cell phones in household: 1	238,100	32.5%	101
Number of cell phones in household: 2	277,313	37.8%	101
Number of cell phones in household: 3+	184,216	25.1%	99
HH has cell phone only (no landline telephone)	324,188	44.2%	106
Computers (Households)			
HH owns a computer	568,371	77.5%	101
HH owns desktop computer	337,049	46.0%	102
HH owns laptop/notebook	403,559	55.0%	101
HH owns any Apple/Mac brand computer	106,329	14.5%	96
HH owns any PC/non-Apple brand computer	506,140	69.0%	102
HH purchased most recent computer in a store	284,063	38.7%	103
HH purchased most recent computer online	97,293	13.3%	101
Spent <\$500 on most recent home computer	110,145	15.0%	103
Spent \$500-\$999 on most recent home computer	144,131	19.7%	103
Spent \$1,000-\$1,499 on most recent home computer	72,107	9.8%	104
Spent \$1,500-\$1,999 on most recent home computer	34,380	4.7%	103
Spent \$2,000+ on most recent home computer	29,528	4.0%	103

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Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Time: 40 minute radius

Prepared by Esri
Latitude: 39.22410
Longitude: -84.28123

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	742,933	52.5%	103
Bought brewed coffee at convenience store in last 30 days	219,960	15.5%	99
Bought cigarettes at convenience store in last 30 days	189,393	13.4%	107
Bought gas at convenience store in last 30 days	495,952	35.1%	106
Spent at convenience store in last 30 days: <\$20	118,428	8.4%	103
Spent at convenience store in last 30 days: \$20-\$39	130,591	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	110,172	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	62,354	4.4%	100
Spent at convenience store in last 30 days: \$100+	336,813	23.8%	104
Entertainment (Adults)			
Attended a movie in last 6 months	858,795	60.7%	102
Went to live theater in last 12 months	185,130	13.1%	101
Went to a bar/night club in last 12 months	251,760	17.8%	106
Dined out in last 12 months	659,560	46.6%	104
Gambled at a casino in last 12 months	190,750	13.5%	98
Visited a theme park in last 12 months	243,356	17.2%	98
Viewed movie (video-on-demand) in last 30 days	254,856	18.0%	106
Viewed TV show (video-on-demand) in last 30 days	189,784	13.4%	104
Watched any pay-per-view TV in last 12 months	181,675	12.8%	98
Downloaded a movie over the Internet in last 30 days	100,147	7.1%	99
Downloaded any individual song in last 6 months	295,443	20.9%	102
Watched a movie online in the last 30 days	221,511	15.7%	98
Watched a TV program online in last 30 days	213,552	15.1%	101
Played a video/electronic game (console) in last 12 months	151,639	10.7%	103
Played a video/electronic game (portable) in last 12 months	65,297	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	465,998	32.9%	106
Used ATM/cash machine in last 12 months	708,417	50.1%	102
Own any stock	114,783	8.1%	106
Own U.S. savings bond	78,109	5.5%	104
Own shares in mutual fund (stock)	109,215	7.7%	106
Own shares in mutual fund (bonds)	70,002	4.9%	102
Have interest checking account	417,444	29.5%	105
Have non-interest checking account	411,905	29.1%	103
Have savings account	788,310	55.7%	103
Have 401K retirement savings plan	219,802	15.5%	107
Own/used any credit/debit card in last 12 months	1,063,177	75.1%	101
Avg monthly credit card expenditures: <\$111	169,209	12.0%	103
Avg monthly credit card expenditures: \$111-\$225	97,151	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	92,450	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	77,414	5.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	62,327	4.4%	102
Avg monthly credit card expenditures: \$1,001+	133,070	9.4%	104
Did banking online in last 12 months	528,522	37.4%	105
Did banking on mobile device in last 12 months	207,340	14.7%	105
Paid bills online in last 12 months	629,935	44.5%	103

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Retail Market Potential

Wards Corner/I-275
466 Wards Corner Rd, Loveland, OH, 45140
Drive Time: 40 minute radius

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Latitude: 39.22410
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	515,337	70.3%	101
Used bread in last 6 months	690,701	94.2%	100
Used chicken (fresh or frozen) in last 6 months	506,937	69.1%	100
Used turkey (fresh or frozen) in last 6 months	119,512	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	400,805	54.7%	100
Used fresh fruit/vegetables in last 6 months	628,740	85.8%	100
Used fresh milk in last 6 months	646,188	88.1%	100
Used organic food in last 6 months	140,922	19.2%	98
Health (Adults)			
Exercise at home 2+ times per week	413,035	29.2%	103
Exercise at club 2+ times per week	188,526	13.3%	102
Visited a doctor in last 12 months	1,083,557	76.6%	101
Used vitamin/dietary supplement in last 6 months	742,795	52.5%	99
Home (Households)			
Any home improvement in last 12 months	203,321	27.7%	103
Used housekeeper/maid/professional HH cleaning service in last 12	91,642	12.5%	95
Purchased low ticket HH furnishings in last 12 months	121,049	16.5%	103
Purchased big ticket HH furnishings in last 12 months	156,595	21.4%	102
Bought any small kitchen appliance in last 12 months	164,356	22.4%	101
Bought any large kitchen appliance in last 12 months	95,808	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	638,297	45.1%	106
Carry medical/hospital/accident insurance	939,328	66.4%	101
Carry homeowner insurance	697,863	49.3%	105
Carry renter's insurance	118,027	8.3%	102
Have auto insurance: 1 vehicle in household covered	225,273	30.7%	100
Have auto insurance: 2 vehicles in household covered	211,988	28.9%	102
Have auto insurance: 3+ vehicles in household covered	161,412	22.0%	101
Pets (Households)			
Household owns any pet	399,431	54.5%	101
Household owns any cat	169,778	23.2%	103
Household owns any dog	300,146	40.9%	100
Psychographics (Adults)			
Buying American is important to me	614,296	43.4%	103
Usually buy items on credit rather than wait	160,725	11.4%	97
Usually buy based on quality - not price	251,606	17.8%	99
Price is usually more important than brand name	369,967	26.1%	100
Usually use coupons for brands I buy often	273,954	19.4%	102
Am interested in how to help the environment	218,337	15.4%	95
Usually pay more for environ safe product	173,835	12.3%	96
Usually value green products over convenience	139,284	9.8%	94
Likely to buy a brand that supports a charity	491,601	34.7%	100
Reading (Adults)			
Bought digital book in last 12 months	194,119	13.7%	104
Bought hardcover book in last 12 months	301,128	21.3%	102
Bought paperback book in last 12 month	457,597	32.3%	103
Read any daily newspaper (paper version)	386,536	27.3%	104
Read any digital newspaper in last 30 days	485,045	34.3%	103
Read any magazine (paper/electronic version) in last 6 months	1,295,656	91.6%	101

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Retail Market Potential

Wards Corner/I-275
 466 Wards Corner Rd, Loveland, OH, 45140
 Drive Time: 40 minute radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,080,689	76.4%	102
Went to family restaurant/steak house: 4+ times a month	402,286	28.4%	103
Went to fast food/drive-in restaurant in last 6 months	1,279,092	90.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	577,027	40.8%	103
Fast food/drive-in last 6 months: eat in	515,801	36.5%	100
Fast food/drive-in last 6 months: home delivery	112,413	7.9%	104
Fast food/drive-in last 6 months: take-out/drive-thru	690,929	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	285,762	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	459,554	32.5%	102
Own e-reader/tablet: iPad	214,698	15.2%	99
Own any portable MP3 player	446,895	31.6%	103
HH owns 1 TV	143,675	19.6%	96
HH owns 2 TVs	186,747	25.5%	98
HH owns 3 TVs	160,622	21.9%	102
HH owns 4+ TVs	145,626	19.9%	105
HH subscribes to cable TV	380,802	51.9%	105
HH subscribes to fiber optic	53,527	7.3%	96
HH has satellite dish	173,074	23.6%	93
HH owns DVD/Blu-ray player	450,056	61.4%	101
HH owns camcorder	102,693	14.0%	100
HH owns portable GPS navigation device	206,321	28.1%	102
HH purchased video game system in last 12 mos	51,429	7.0%	88
HH owns Internet video device for TV	51,468	7.0%	100
Travel (Adults)			
Domestic travel in last 12 months	726,402	51.3%	102
Took 3+ domestic non-business trips in last 12 months	164,386	11.6%	105
Spent on domestic vacations in last 12 months: <\$1,000	154,522	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	85,983	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	53,605	3.8%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	58,136	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	80,942	5.7%	104
Domestic travel in the 12 months: used general travel website	95,018	6.7%	99
Foreign travel in last 3 years	326,880	23.1%	96
Took 3+ foreign trips by plane in last 3 years	60,191	4.3%	95
Spent on foreign vacations in last 12 months: <\$1,000	56,846	4.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	43,485	3.1%	94
Spent on foreign vacations in last 12 months: \$3,000+	69,117	4.9%	98
Foreign travel in last 3 years: used general travel website	77,126	5.5%	98
Nights spent in hotel/motel in last 12 months: any	596,036	42.1%	104
Took cruise of more than one day in last 3 years	118,889	8.4%	100
Member of any frequent flyer program	233,968	16.5%	101
Member of any hotel rewards program	214,330	15.1%	107

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

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