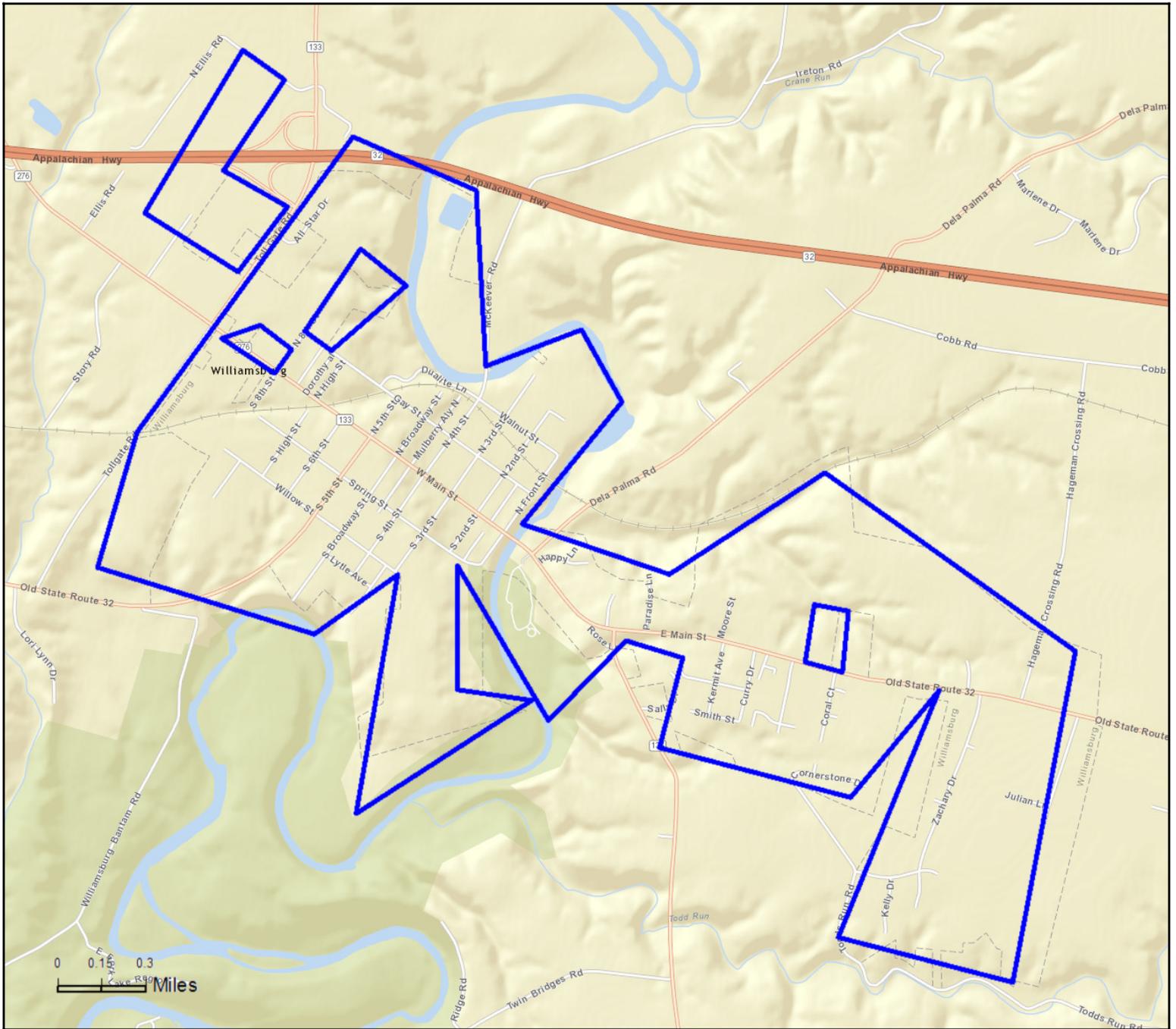


Site Map

Williamsburg Village, OH
 Williamsburg Village, OH (3985288)
 Geography: Place

Prepared by Esri



| Population Summary | |
|--------------------------------|-----------|
| 2000 Total Population | 2,366 |
| 2010 Total Population | 2,512 |
| 2016 Total Population | 2,576 |
| 2016 Group Quarters | 24 |
| 2020 Total Population | 2,639 |
| 2016-2021 Annual Rate | 0.48% |
| Household Summary | |
| 2000 Households | 928 |
| 2000 Average Household Size | 2.53 |
| 2010 Households | 999 |
| 2010 Average Household Size | 2.46 |
| 2016 Households | 1,032 |
| 2016 Average Household Size | 2.47 |
| 2021 Households | 1,062 |
| 2021 Average Household Size | 2.46 |
| 2016-2021 Annual Rate | 0.57% |
| 2010 Families | 643 |
| 2010 Average Family Size | 3.04 |
| 2016 Families | 722 |
| 2016 Average Family Size | 2.91 |
| 2021 Families | 737 |
| 2021 Average Family Size | 2.91 |
| 2016-2021 Annual Rate | 0.41% |
| Housing Unit Summary | |
| 2000 Housing Units | 1,003 |
| Owner Occupied Housing Units | 64.6% |
| Renter Occupied Housing Units | 27.9% |
| Vacant Housing Units | 7.5% |
| 2010 Housing Units | 1,113 |
| Owner Occupied Housing Units | 46.8% |
| Renter Occupied Housing Units | 42.9% |
| Vacant Housing Units | 10.2% |
| 2016 Housing Units | 1,151 |
| Owner Occupied Housing Units | 57.1% |
| Renter Occupied Housing Units | 32.6% |
| Vacant Housing Units | 10.3% |
| 2021 Housing Units | 1,189 |
| Owner Occupied Housing Units | 56.9% |
| Renter Occupied Housing Units | 32.5% |
| Vacant Housing Units | 10.7% |
| Median Household Income | |
| 2016 | \$50,000 |
| 2021 | \$53,880 |
| Median Home Value | |
| 2016 | \$117,096 |
| 2021 | \$149,444 |
| Per Capita Income | |
| 2016 | \$22,590 |
| 2021 | \$25,182 |
| Median Age | |
| 2010 | 36.6 |
| 2016 | 39.3 |
| 2021 | 39.8 |

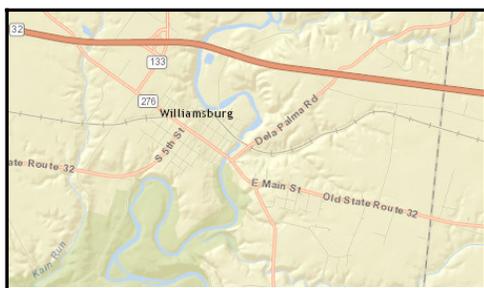
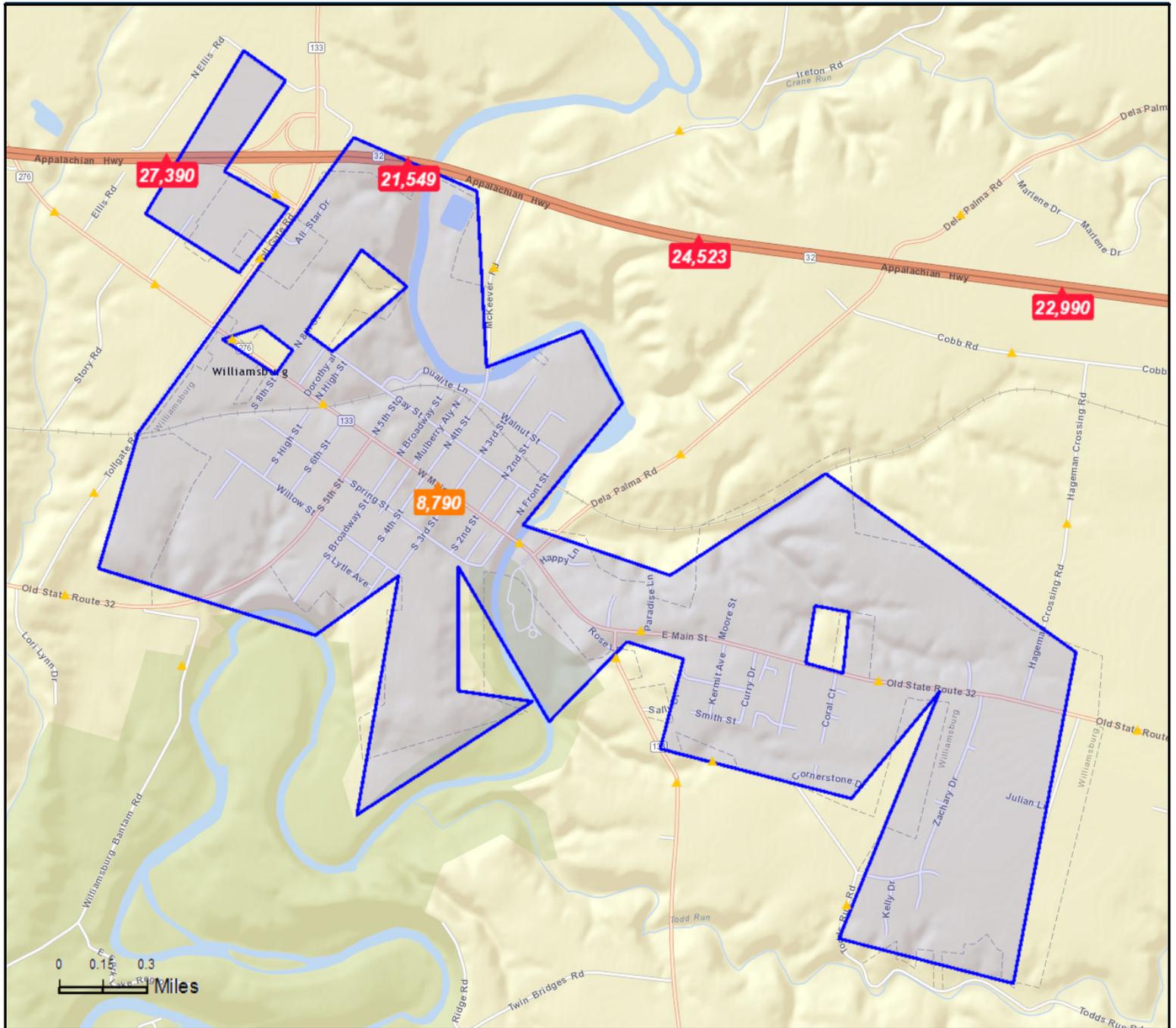
Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents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

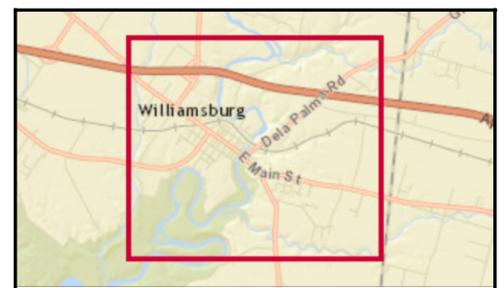
Traffic Count Map

Williamsburg Village, OH
 Williamsburg Village, OH (3985288)
 Geography: Place

Prepared by Esri



- 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

July 26, 2016

Data for all businesses in area

| | |
|--|--------|
| Total Businesses: | 102 |
| Total Employees: | 1,133 |
| Total Residential Population: | 2,576 |
| Employee/Residential Population Ratio: | 0.44:1 |

| by SIC Codes | Businesses | | Employees | |
|--|------------|---------------|--------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 0 | 0.0% | 0 | 0.0% |
| Construction | 3 | 2.9% | 10 | 0.9% |
| Manufacturing | 5 | 4.9% | 343 | 30.3% |
| Transportation | 6 | 5.9% | 91 | 8.0% |
| Communication | 0 | 0.0% | 0 | 0.0% |
| Utility | 0 | 0.0% | 0 | 0.0% |
| Wholesale Trade | 0 | 0.0% | 0 | 0.0% |
| Retail Trade Summary | 17 | 16.7% | 130 | 11.5% |
| Home Improvement | 0 | 0.0% | 0 | 0.0% |
| General Merchandise Stores | 1 | 1.0% | 8 | 0.7% |
| Food Stores | 2 | 2.0% | 49 | 4.3% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 3 | 2.9% | 29 | 2.6% |
| Apparel & Accessory Stores | 0 | 0.0% | 0 | 0.0% |
| Furniture & Home Furnishings | 0 | 0.0% | 0 | 0.0% |
| Eating & Drinking Places | 6 | 5.9% | 30 | 2.6% |
| Miscellaneous Retail | 5 | 4.9% | 14 | 1.2% |
| Finance, Insurance, Real Estate Summary | 14 | 13.7% | 37 | 3.3% |
| Banks, Savings & Lending Institutions | 6 | 5.9% | 12 | 1.1% |
| Securities Brokers | 2 | 2.0% | 3 | 0.3% |
| Insurance Carriers & Agents | 1 | 1.0% | 4 | 0.4% |
| Real Estate, Holding, Other Investment Offices | 5 | 4.9% | 18 | 1.6% |
| Services Summary | 50 | 49.0% | 394 | 34.8% |
| Hotels & Lodging | 0 | 0.0% | 0 | 0.0% |
| Automotive Services | 8 | 7.8% | 43 | 3.8% |
| Motion Pictures & Amusements | 3 | 2.9% | 4 | 0.4% |
| Health Services | 7 | 6.9% | 43 | 3.8% |
| Legal Services | 1 | 1.0% | 1 | 0.1% |
| Education Institutions & Libraries | 6 | 5.9% | 156 | 13.8% |
| Other Services | 25 | 24.5% | 147 | 13.0% |
| Government | 5 | 4.9% | 128 | 11.3% |
| Unclassified Establishments | 2 | 2.0% | 0 | 0.0% |
| Totals | 102 | 100.0% | 1,133 | 100.0% |

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

Retail MarketPlace Profile

Williamsburg Village, OH
Geography: Place

Prepared by Esri

| Summary Demographics | | | | | | |
|---|--------------|-------------------------------------|---------------------------------|-------------------|---|---------------------------------------|
| 2016 Population | | | | | | 2,576 |
| 2016 Households | | | | | | 1,032 |
| 2016 Median Disposable Income | | | | | | \$38,898 |
| 2016 Per Capita Income | | | | | | \$22,590 |
| 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 | \$35,055,848 | \$22,399,370 | \$12,656,478 | 22.0 | 19 |
| Total Retail Trade | 44-45 | \$32,053,704 | \$20,157,362 | \$11,896,342 | 22.8 | 12 |
| Total Food & Drink | 722 | \$3,002,144 | \$2,242,008 | \$760,136 | 14.5 | 7 |
| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Motor Vehicle & Parts Dealers | 441 | \$7,497,930 | \$148,931 | \$7,348,999 | 96.1 | 1 |
| Automobile Dealers | 4411 | \$6,131,084 | \$0 | \$6,131,084 | 100.0 | 0 |
| Other Motor Vehicle Dealers | 4412 | \$853,269 | \$0 | \$853,269 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$513,577 | \$148,931 | \$364,646 | 55.0 | 1 |
| Furniture & Home Furnishings Stores | 442 | \$818,224 | \$0 | \$818,224 | 100.0 | 0 |
| Furniture Stores | 4421 | \$518,823 | \$0 | \$518,823 | 100.0 | 0 |
| Home Furnishings Stores | 4422 | \$299,401 | \$0 | \$299,401 | 100.0 | 0 |
| Electronics & Appliance Stores | 443 | \$1,669,336 | \$189,105 | \$1,480,231 | 79.6 | 1 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$1,516,823 | \$0 | \$1,516,823 | 100.0 | 0 |
| Bldg Material & Supplies Dealers | 4441 | \$1,256,302 | \$0 | \$1,256,302 | 100.0 | 0 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$260,521 | \$0 | \$260,521 | 100.0 | 0 |
| Food & Beverage Stores | 445 | \$5,776,695 | \$9,145,020 | -\$3,368,325 | -22.6 | 1 |
| Grocery Stores | 4451 | \$5,335,336 | \$9,145,020 | -\$3,809,684 | -26.3 | 1 |
| Specialty Food Stores | 4452 | \$278,752 | \$0 | \$278,752 | 100.0 | 0 |
| Beer, Wine & Liquor Stores | 4453 | \$162,607 | \$0 | \$162,607 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$2,459,722 | \$2,074,757 | \$384,965 | 8.5 | 1 |
| Gasoline Stations | 447,4471 | \$2,340,083 | \$7,765,517 | -\$5,425,434 | -53.7 | 2 |
| Clothing & Clothing Accessories Stores | 448 | \$1,284,305 | \$0 | \$1,284,305 | 100.0 | 0 |
| Clothing Stores | 4481 | \$827,920 | \$0 | \$827,920 | 100.0 | 0 |
| Shoe Stores | 4482 | \$160,513 | \$0 | \$160,513 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$295,872 | \$0 | \$295,872 | 100.0 | 0 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$992,728 | \$95,803 | \$896,925 | 82.4 | 1 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$805,449 | \$95,803 | \$709,646 | 78.7 | 1 |
| Book, Periodical & Music Stores | 4512 | \$187,279 | \$0 | \$187,279 | 100.0 | 0 |
| General Merchandise Stores | 452 | \$5,629,334 | \$168,963 | \$5,460,371 | 94.2 | 1 |
| Department Stores Excluding Leased Depts. | 4521 | \$4,390,792 | \$0 | \$4,390,792 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | \$1,238,542 | \$168,963 | \$1,069,579 | 76.0 | 1 |
| Miscellaneous Store Retailers | 453 | \$1,547,507 | \$569,266 | \$978,241 | 46.2 | 4 |
| Florists | 4531 | \$68,899 | \$72,602 | -\$3,703 | -2.6 | 1 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$332,406 | \$0 | \$332,406 | 100.0 | 0 |
| Used Merchandise Stores | 4533 | \$205,189 | \$496,664 | -\$291,475 | -41.5 | 3 |
| Other Miscellaneous Store Retailers | 4539 | \$941,013 | \$0 | \$941,013 | 100.0 | 0 |
| Nonstore Retailers | 454 | \$521,017 | \$0 | \$521,017 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$272,610 | \$0 | \$272,610 | 100.0 | 0 |
| Vending Machine Operators | 4542 | \$50,805 | \$0 | \$50,805 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$197,602 | \$0 | \$197,602 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | \$3,002,144 | \$2,242,008 | \$760,136 | 14.5 | 7 |
| Full-Service Restaurants | 7221 | \$1,485,554 | \$1,703,311 | -\$217,757 | -6.8 | 5 |
| Limited-Service Eating Places | 7222 | \$1,343,880 | \$538,697 | \$805,183 | 42.8 | 2 |
| Special Food Services | 7223 | \$82,845 | \$0 | \$82,845 | 100.0 | 0 |
| Drinking Places - Alcoholic Beverages | 7224 | \$89,865 | \$0 | \$89,865 | 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.

| Demographic Summary | | 2016 | 2021 |
|----------------------------|--|-------------|-------------|
| Population | | 2,576 | 2,639 |
| Population 18+ | | 1,960 | 2,011 |
| Households | | 1,032 | 1,062 |
| Median Household Income | | \$50,000 | \$53,880 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|--------------------------------------|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought any men's clothing in last 12 months | 972 | 49.6% | 105 |
| Bought any women's clothing in last 12 months | 893 | 45.6% | 104 |
| Bought clothing for child <13 years in last 6 months | 554 | 28.3% | 103 |
| Bought any shoes in last 12 months | 1,067 | 54.4% | 101 |
| Bought costume jewelry in last 12 months | 366 | 18.7% | 96 |
| Bought any fine jewelry in last 12 months | 340 | 17.3% | 95 |
| Bought a watch in last 12 months | 179 | 9.1% | 83 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 931 | 90.2% | 105 |
| HH bought/leased new vehicle last 12 mo | 80 | 7.8% | 83 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 1,780 | 90.8% | 107 |
| Bought/changed motor oil in last 12 months | 1,134 | 57.9% | 118 |
| Had tune-up in last 12 months | 616 | 31.4% | 104 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 1,235 | 63.0% | 96 |
| Drank regular cola in last 6 months | 970 | 49.5% | 110 |
| Drank beer/ale in last 6 months | 795 | 40.6% | 95 |
| Cameras (Adults) | | | |
| Own digital point & shoot camera | 571 | 29.1% | 100 |
| Own digital single-lens reflex (SLR) camera | 152 | 7.8% | 90 |
| Bought any camera in last 12 months | 108 | 5.5% | 97 |
| Printed digital photos in last 12 months | 64 | 3.3% | 112 |
| Cell Phones (Adults/Households) | | | |
| Bought cell phone in last 12 months | 684 | 34.9% | 97 |
| Have a smartphone | 958 | 48.9% | 83 |
| Have a smartphone: Android phone (any brand) | 533 | 27.2% | 101 |
| Have a smartphone: Apple iPhone | 295 | 15.1% | 58 |
| Number of cell phones in household: 1 | 346 | 33.5% | 104 |
| Number of cell phones in household: 2 | 413 | 40.0% | 107 |
| Number of cell phones in household: 3+ | 218 | 21.1% | 83 |
| HH has cell phone only (no landline telephone) | 461 | 44.7% | 107 |
| Computers (Households) | | | |
| HH owns a computer | 750 | 72.7% | 95 |
| HH owns desktop computer | 457 | 44.3% | 98 |
| HH owns laptop/notebook | 509 | 49.3% | 91 |
| HH owns any Apple/Mac brand computer | 70 | 6.8% | 45 |
| HH owns any PC/non-Apple brand computer | 710 | 68.8% | 101 |
| HH purchased most recent computer in a store | 377 | 36.5% | 97 |
| HH purchased most recent computer online | 112 | 10.9% | 83 |
| Spent <\$500 on most recent home computer | 175 | 17.0% | 117 |
| Spent \$500-\$999 on most recent home computer | 184 | 17.8% | 93 |
| Spent \$1,000-\$1,499 on most recent home computer | 78 | 7.6% | 80 |
| Spent \$1,500-\$1,999 on most recent home computer | 37 | 3.6% | 79 |
| Spent \$2,000+ on most recent home computer | 24 | 2.3% | 59 |

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

Williamsburg Village, OH
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 mos | 1,035 | 52.8% | 104 |
| Bought brewed coffee at convenience store in last 30 days | 350 | 17.9% | 114 |
| Bought cigarettes at convenience store in last 30 days | 334 | 17.0% | 136 |
| Bought gas at convenience store in last 30 days | 830 | 42.3% | 128 |
| Spent at convenience store in last 30 days: <\$20 | 163 | 8.3% | 103 |
| Spent at convenience store in last 30 days: \$20-\$39 | 174 | 8.9% | 98 |
| Spent at convenience store in last 30 days: \$40-\$50 | 147 | 7.5% | 98 |
| Spent at convenience store in last 30 days: \$51-\$99 | 101 | 5.2% | 116 |
| Spent at convenience store in last 30 days: \$100+ | 543 | 27.7% | 121 |
| Entertainment (Adults) | | | |
| Attended a movie in last 6 months | 1,044 | 53.3% | 90 |
| Went to live theater in last 12 months | 191 | 9.7% | 75 |
| Went to a bar/night club in last 12 months | 341 | 17.4% | 104 |
| Dined out in last 12 months | 883 | 45.1% | 100 |
| Gambled at a casino in last 12 months | 239 | 12.2% | 89 |
| Visited a theme park in last 12 months | 290 | 14.8% | 84 |
| Viewed movie (video-on-demand) in last 30 days | 271 | 13.8% | 81 |
| Viewed TV show (video-on-demand) in last 30 days | 180 | 9.2% | 71 |
| Watched any pay-per-view TV in last 12 months | 216 | 11.0% | 84 |
| Downloaded a movie over the Internet in last 30 days | 72 | 3.7% | 51 |
| Downloaded any individual song in last 6 months | 294 | 15.0% | 74 |
| Watched a movie online in the last 30 days | 215 | 11.0% | 69 |
| Watched a TV program online in last 30 days | 174 | 8.9% | 59 |
| Played a video/electronic game (console) in last 12 months | 234 | 11.9% | 114 |
| Played a video/electronic game (portable) in last 12 months | 88 | 4.5% | 99 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 606 | 30.9% | 99 |
| Used ATM/cash machine in last 12 months | 868 | 44.3% | 90 |
| Own any stock | 120 | 6.1% | 80 |
| Own U.S. savings bond | 94 | 4.8% | 91 |
| Own shares in mutual fund (stock) | 111 | 5.7% | 78 |
| Own shares in mutual fund (bonds) | 69 | 3.5% | 72 |
| Have interest checking account | 551 | 28.1% | 100 |
| Have non-interest checking account | 618 | 31.5% | 112 |
| Have savings account | 1,055 | 53.8% | 100 |
| Have 401K retirement savings plan | 293 | 14.9% | 103 |
| Own/used any credit/debit card in last 12 months | 1,410 | 71.9% | 97 |
| Avg monthly credit card expenditures: <\$111 | 244 | 12.4% | 107 |
| Avg monthly credit card expenditures: \$111-\$225 | 144 | 7.3% | 107 |
| Avg monthly credit card expenditures: \$226-\$450 | 110 | 5.6% | 89 |
| Avg monthly credit card expenditures: \$451-\$700 | 96 | 4.9% | 92 |
| Avg monthly credit card expenditures: \$701-\$1,000 | 50 | 2.6% | 59 |
| Avg monthly credit card expenditures: \$1,001+ | 98 | 5.0% | 55 |
| Did banking online in last 12 months | 591 | 30.2% | 84 |
| Did banking on mobile device in last 12 months | 232 | 11.8% | 85 |
| Paid bills online in last 12 months | 729 | 37.2% | 86 |

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

Williamsburg Village, OH
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 758 | 73.4% | 106 |
| Used bread in last 6 months | 983 | 95.3% | 101 |
| Used chicken (fresh or frozen) in last 6 months | 711 | 68.9% | 100 |
| Used turkey (fresh or frozen) in last 6 months | 170 | 16.5% | 104 |
| Used fish/seafood (fresh or frozen) in last 6 months | 527 | 51.1% | 94 |
| Used fresh fruit/vegetables in last 6 months | 890 | 86.2% | 101 |
| Used fresh milk in last 6 months | 936 | 90.7% | 103 |
| Used organic food in last 6 months | 145 | 14.1% | 71 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 461 | 23.5% | 83 |
| Exercise at club 2+ times per week | 172 | 8.8% | 67 |
| Visited a doctor in last 12 months | 1,493 | 76.2% | 100 |
| Used vitamin/dietary supplement in last 6 months | 948 | 48.4% | 92 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 300 | 29.1% | 108 |
| Used housekeeper/maid/professional HH cleaning service in last 12 | 90 | 8.7% | 66 |
| Purchased low ticket HH furnishings in last 12 months | 140 | 13.6% | 84 |
| Purchased big ticket HH furnishings in last 12 months | 196 | 19.0% | 91 |
| Bought any small kitchen appliance in last 12 months | 205 | 19.9% | 89 |
| Bought any large kitchen appliance in last 12 months | 132 | 12.8% | 100 |
| Insurance (Adults/Households) | | | |
| Currently carry life insurance | 922 | 47.0% | 110 |
| Carry medical/hospital/accident insurance | 1,268 | 64.7% | 99 |
| Carry homeowner insurance | 1,053 | 53.7% | 114 |
| Carry renter's insurance | 102 | 5.2% | 64 |
| Have auto insurance: 1 vehicle in household covered | 307 | 29.7% | 96 |
| Have auto insurance: 2 vehicles in household covered | 304 | 29.5% | 103 |
| Have auto insurance: 3+ vehicles in household covered | 264 | 25.6% | 117 |
| Pets (Households) | | | |
| Household owns any pet | 656 | 63.6% | 118 |
| Household owns any cat | 331 | 32.1% | 143 |
| Household owns any dog | 512 | 49.6% | 122 |
| Psychographics (Adults) | | | |
| Buying American is important to me | 986 | 50.3% | 119 |
| Usually buy items on credit rather than wait | 219 | 11.2% | 95 |
| Usually buy based on quality - not price | 340 | 17.3% | 97 |
| Price is usually more important than brand name | 570 | 29.1% | 111 |
| Usually use coupons for brands I buy often | 437 | 22.3% | 118 |
| Am interested in how to help the environment | 235 | 12.0% | 74 |
| Usually pay more for environ safe product | 197 | 10.1% | 79 |
| Usually value green products over convenience | 179 | 9.1% | 87 |
| Likely to buy a brand that supports a charity | 743 | 37.9% | 109 |
| Reading (Adults) | | | |
| Bought digital book in last 12 months | 187 | 9.5% | 72 |
| Bought hardcover book in last 12 months | 363 | 18.5% | 88 |
| Bought paperback book in last 12 month | 543 | 27.7% | 88 |
| Read any daily newspaper (paper version) | 545 | 27.8% | 106 |
| Read any digital newspaper in last 30 days | 508 | 25.9% | 78 |
| Read any magazine (paper/electronic version) in last 6 months | 1,739 | 88.7% | 98 |

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

Williamsburg Village, OH
Geography: Place

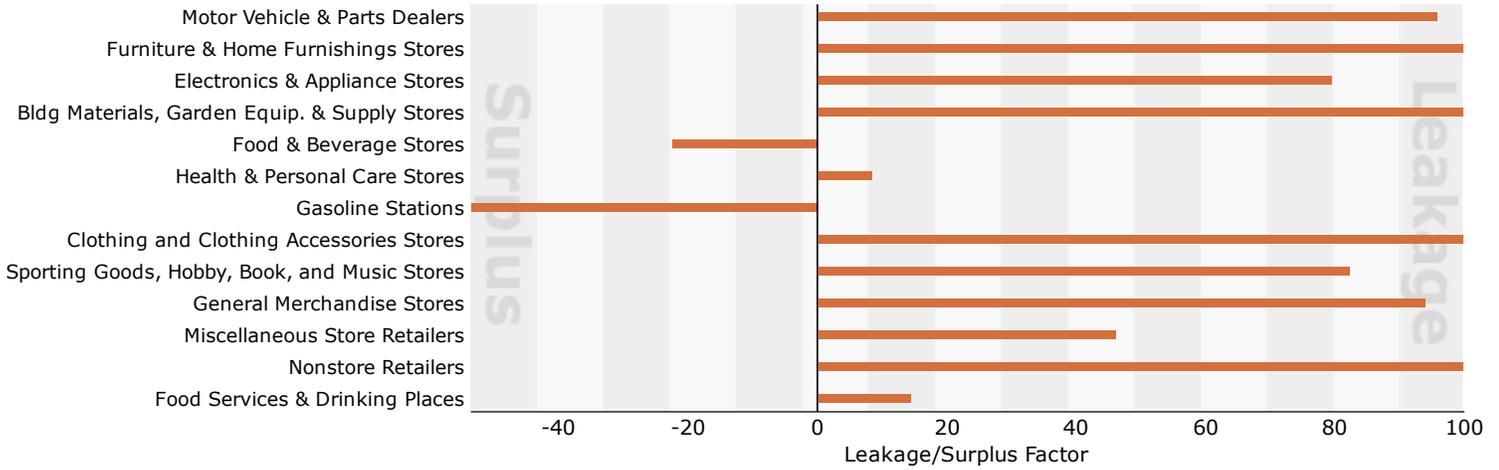
Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 months | 1,446 | 73.8% | 99 |
| Went to family restaurant/steak house: 4+ times a month | 513 | 26.2% | 95 |
| Went to fast food/drive-in restaurant in last 6 months | 1,782 | 90.9% | 101 |
| Went to fast food/drive-in restaurant 9+ times/mo | 804 | 41.0% | 104 |
| Fast food/drive-in last 6 months: eat in | 753 | 38.4% | 106 |
| Fast food/drive-in last 6 months: home delivery | 140 | 7.1% | 93 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 947 | 48.3% | 104 |
| Fast food/drive-in last 6 months: take-out/walk-in | 372 | 19.0% | 98 |
| Television & Electronics (Adults/Households) | | | |
| Own any e-reader/tablet | 451 | 23.0% | 73 |
| Own e-reader/tablet: iPad | 121 | 6.2% | 40 |
| Own any portable MP3 player | 483 | 24.6% | 80 |
| HH owns 1 TV | 207 | 20.1% | 98 |
| HH owns 2 TVs | 260 | 25.2% | 97 |
| HH owns 3 TVs | 241 | 23.4% | 109 |
| HH owns 4+ TVs | 193 | 18.7% | 99 |
| HH subscribes to cable TV | 431 | 41.8% | 84 |
| HH subscribes to fiber optic | 17 | 1.6% | 22 |
| HH has satellite dish | 376 | 36.4% | 143 |
| HH owns DVD/Blu-ray player | 636 | 61.6% | 102 |
| HH owns camcorder | 128 | 12.4% | 89 |
| HH owns portable GPS navigation device | 294 | 28.5% | 104 |
| HH purchased video game system in last 12 mos | 57 | 5.5% | 70 |
| HH owns Internet video device for TV | 47 | 4.6% | 65 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 829 | 42.3% | 84 |
| Took 3+ domestic non-business trips in last 12 months | 159 | 8.1% | 73 |
| Spent on domestic vacations in last 12 months: <\$1,000 | 195 | 9.9% | 93 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499 | 103 | 5.3% | 90 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999 | 49 | 2.5% | 70 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999 | 65 | 3.3% | 85 |
| Spent on domestic vacations in last 12 months: \$3,000+ | 69 | 3.5% | 64 |
| Domestic travel in the 12 months: used general travel website | 94 | 4.8% | 71 |
| Foreign travel in last 3 years | 282 | 14.4% | 60 |
| Took 3+ foreign trips by plane in last 3 years | 36 | 1.8% | 41 |
| Spent on foreign vacations in last 12 months: <\$1,000 | 47 | 2.4% | 58 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999 | 38 | 1.9% | 59 |
| Spent on foreign vacations in last 12 months: \$3,000+ | 55 | 2.8% | 57 |
| Foreign travel in last 3 years: used general travel website | 57 | 2.9% | 52 |
| Nights spent in hotel/motel in last 12 months: any | 663 | 33.8% | 83 |
| Took cruise of more than one day in last 3 years | 109 | 5.6% | 66 |
| Member of any frequent flyer program | 134 | 6.8% | 42 |
| Member of any hotel rewards program | 192 | 9.8% | 69 |

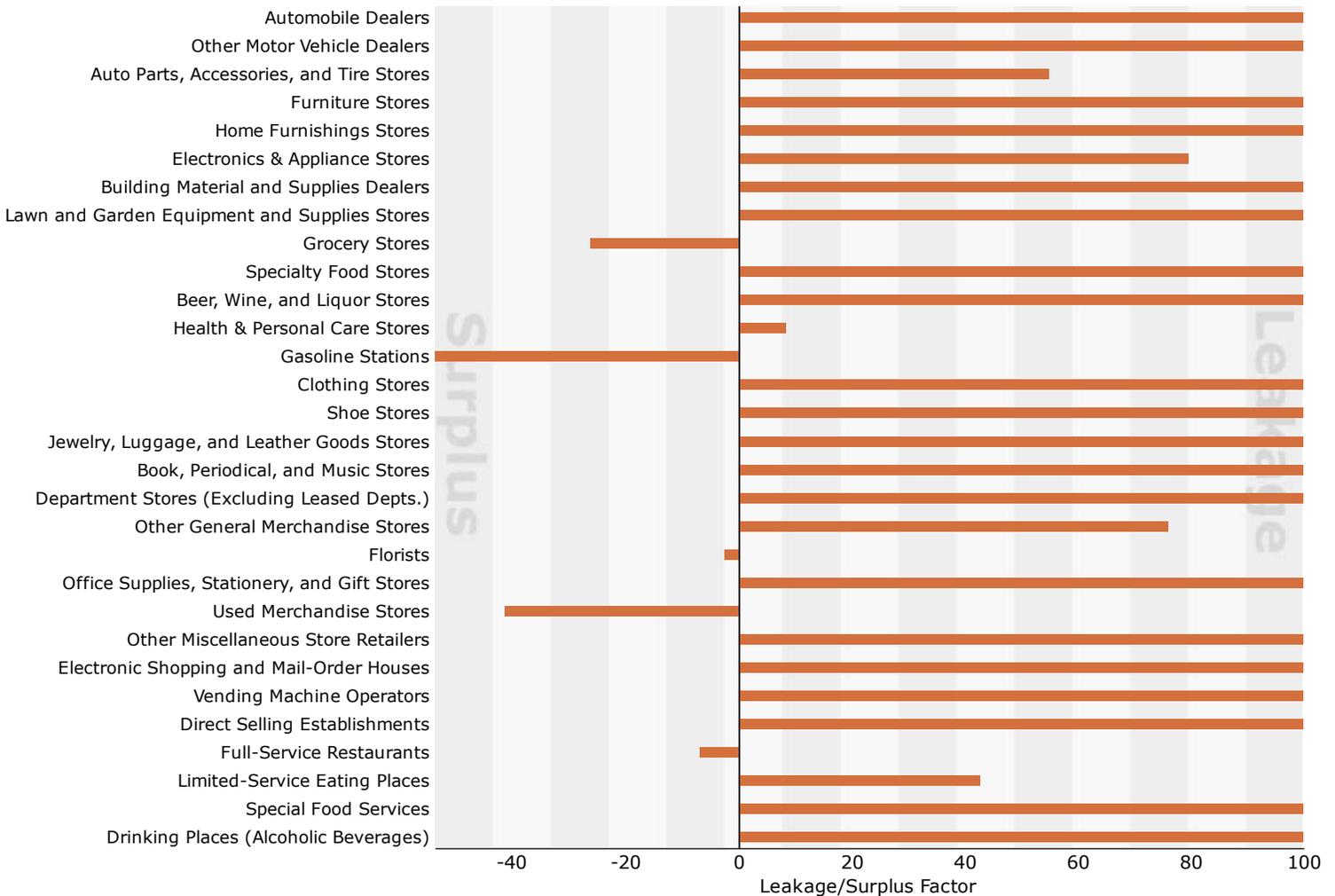
Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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.

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.

| by NAICS Codes | Businesses | | Employees | |
|---|------------|---------------|--------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 0 | 0.0% | 0 | 0.0% |
| Mining | 0 | 0.0% | 0 | 0.0% |
| Utilities | 0 | 0.0% | 0 | 0.0% |
| Construction | 4 | 3.9% | 12 | 1.1% |
| Manufacturing | 5 | 4.9% | 343 | 30.3% |
| Wholesale Trade | 0 | 0.0% | 0 | 0.0% |
| Retail Trade | 10 | 9.8% | 95 | 8.4% |
| Motor Vehicle & Parts Dealers | 1 | 1.0% | 10 | 0.9% |
| Furniture & Home Furnishings Stores | 0 | 0.0% | 0 | 0.0% |
| Electronics & Appliance Stores | 0 | 0.0% | 0 | 0.0% |
| Bldg Material & Garden Equipment & Supplies Dealers | 0 | 0.0% | 0 | 0.0% |
| Food & Beverage Stores | 1 | 1.0% | 44 | 3.9% |
| Health & Personal Care Stores | 1 | 1.0% | 9 | 0.8% |
| Gasoline Stations | 2 | 2.0% | 19 | 1.7% |
| Clothing & Clothing Accessories Stores | 0 | 0.0% | 0 | 0.0% |
| Sport Goods, Hobby, Book, & Music Stores | 1 | 1.0% | 1 | 0.1% |
| General Merchandise Stores | 1 | 1.0% | 8 | 0.7% |
| Miscellaneous Store Retailers | 3 | 2.9% | 4 | 0.4% |
| Nonstore Retailers | 0 | 0.0% | 0 | 0.0% |
| Transportation & Warehousing | 6 | 5.9% | 89 | 7.9% |
| Information | 1 | 1.0% | 5 | 0.4% |
| Finance & Insurance | 9 | 8.8% | 19 | 1.7% |
| Central Bank/Credit Intermediation & Related Activities | 6 | 5.9% | 12 | 1.1% |
| Securities, Commodity Contracts & Other Financial | 2 | 2.0% | 3 | 0.3% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 1 | 1.0% | 4 | 0.4% |
| Real Estate, Rental & Leasing | 7 | 6.9% | 23 | 2.0% |
| Professional, Scientific & Tech Services | 4 | 3.9% | 14 | 1.2% |
| Legal Services | 1 | 1.0% | 1 | 0.1% |
| Management of Companies & Enterprises | 0 | 0.0% | 0 | 0.0% |
| Administrative & Support & Waste Management & Remediation | 5 | 4.9% | 18 | 1.6% |
| Educational Services | 6 | 5.9% | 153 | 13.5% |
| Health Care & Social Assistance | 11 | 10.8% | 96 | 8.5% |
| Arts, Entertainment & Recreation | 1 | 1.0% | 3 | 0.3% |
| Accommodation & Food Services | 7 | 6.9% | 35 | 3.1% |
| Accommodation | 0 | 0.0% | 0 | 0.0% |
| Food Services & Drinking Places | 7 | 6.9% | 35 | 3.1% |
| Other Services (except Public Administration) | 19 | 18.6% | 100 | 8.8% |
| Automotive Repair & Maintenance | 7 | 6.9% | 39 | 3.4% |
| Public Administration | 5 | 4.9% | 128 | 11.3% |
| Unclassified Establishments | 2 | 2.0% | 0 | 0.0% |
| Total | 102 | 100.0% | 1,133 | 100.0% |

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

2016 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 1,032 |
| <\$15,000 | 15.0% |
| \$15,000 - \$24,999 | 13.5% |
| \$25,000 - \$34,999 | 10.1% |
| \$35,000 - \$49,999 | 11.4% |
| \$50,000 - \$74,999 | 26.1% |
| \$75,000 - \$99,999 | 11.8% |
| \$100,000 - \$149,999 | 7.3% |
| \$150,000 - \$199,999 | 2.3% |
| \$200,000+ | 2.5% |
| Average Household Income | \$59,021 |

2021 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 1,062 |
| <\$15,000 | 14.9% |
| \$15,000 - \$24,999 | 12.7% |
| \$25,000 - \$34,999 | 10.1% |
| \$35,000 - \$49,999 | 5.7% |
| \$50,000 - \$74,999 | 27.7% |
| \$75,000 - \$99,999 | 14.2% |
| \$100,000 - \$149,999 | 8.8% |
| \$150,000 - \$199,999 | 2.8% |
| \$200,000+ | 3.1% |
| Average Household Income | \$65,687 |

2016 Owner Occupied Housing Units by Value

| | |
|-----------------------|-----------|
| Total | 657 |
| <\$50,000 | 9.1% |
| \$50,000 - \$99,999 | 33.8% |
| \$100,000 - \$149,999 | 20.7% |
| \$150,000 - \$199,999 | 12.3% |
| \$200,000 - \$249,999 | 5.9% |
| \$250,000 - \$299,999 | 6.4% |
| \$300,000 - \$399,999 | 5.3% |
| \$400,000 - \$499,999 | 3.0% |
| \$500,000 - \$749,999 | 3.3% |
| \$750,000 - \$999,999 | 0.0% |
| \$1,000,000 + | 0.0% |
| Average Home Value | \$159,285 |

2021 Owner Occupied Housing Units by Value

| | |
|-----------------------|-----------|
| Total | 675 |
| <\$50,000 | 5.5% |
| \$50,000 - \$99,999 | 24.7% |
| \$100,000 - \$149,999 | 20.0% |
| \$150,000 - \$199,999 | 17.5% |
| \$200,000 - \$249,999 | 4.9% |
| \$250,000 - \$299,999 | 11.3% |
| \$300,000 - \$399,999 | 7.4% |
| \$400,000 - \$499,999 | 4.1% |
| \$500,000 - \$749,999 | 4.6% |
| \$750,000 - \$999,999 | 0.0% |
| \$1,000,000 + | 0.0% |
| Average Home Value | \$190,778 |

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

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

| 2010 Population by Age | |
|-------------------------------|-------|
| Total | 2,512 |
| 0 - 4 | 7.8% |
| 5 - 9 | 6.7% |
| 10 - 14 | 7.4% |
| 15 - 24 | 13.7% |
| 25 - 34 | 12.2% |
| 35 - 44 | 14.6% |
| 45 - 54 | 14.3% |
| 55 - 64 | 11.4% |
| 65 - 74 | 6.5% |
| 75 - 84 | 3.7% |
| 85 + | 1.7% |
| 18 + | 73.4% |
| 2016 Population by Age | |
| Total | 2,575 |
| 0 - 4 | 7.0% |
| 5 - 9 | 6.6% |
| 10 - 14 | 6.4% |
| 15 - 24 | 12.7% |
| 25 - 34 | 12.3% |
| 35 - 44 | 12.3% |
| 45 - 54 | 14.1% |
| 55 - 64 | 14.3% |
| 65 - 74 | 9.0% |
| 75 - 84 | 3.7% |
| 85 + | 1.4% |
| 18 + | 76.1% |
| 2021 Population by Age | |
| Total | 2,639 |
| 0 - 4 | 6.8% |
| 5 - 9 | 6.6% |
| 10 - 14 | 6.6% |
| 15 - 24 | 11.4% |
| 25 - 34 | 12.5% |
| 35 - 44 | 12.3% |
| 45 - 54 | 13.2% |
| 55 - 64 | 14.0% |
| 65 - 74 | 10.5% |
| 75 - 84 | 4.5% |
| 85 + | 1.6% |
| 18 + | 76.2% |
| 2010 Population by Sex | |
| Males | 1,216 |
| Females | 1,296 |
| 2016 Population by Sex | |
| Males | 1,259 |
| Females | 1,316 |
| 2021 Population by Sex | |
| Males | 1,295 |
| Females | 1,344 |

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

2010 Population by Race/Ethnicity

| | |
|------------------------|-------|
| Total | 2,512 |
| White Alone | 98.0% |
| Black Alone | 0.5% |
| American Indian Alone | 0.2% |
| Asian Alone | 0.1% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 0.2% |
| Two or More Races | 1.0% |
| Hispanic Origin | 0.5% |
| Diversity Index | 4.8 |

2016 Population by Race/Ethnicity

| | |
|------------------------|-------|
| Total | 2,575 |
| White Alone | 97.9% |
| Black Alone | 0.4% |
| American Indian Alone | 0.2% |
| Asian Alone | 0.2% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.2% |
| Two or More Races | 1.0% |
| Hispanic Origin | 0.9% |
| Diversity Index | 5.8 |

2021 Population by Race/Ethnicity

| | |
|------------------------|-------|
| Total | 2,637 |
| White Alone | 97.5% |
| Black Alone | 0.5% |
| American Indian Alone | 0.2% |
| Asian Alone | 0.2% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.2% |
| Two or More Races | 1.3% |
| Hispanic Origin | 1.1% |
| Diversity Index | 7.0 |

2010 Population by Relationship and Household Type

| | |
|---------------------------------|-------|
| Total | 2,512 |
| In Households | 97.9% |
| In Family Households | 81.6% |
| Householder | 25.6% |
| Spouse | 17.1% |
| Child | 32.5% |
| Other relative | 2.5% |
| Nonrelative | 3.9% |
| In Nonfamily Households | 16.3% |
| In Group Quarters | 2.1% |
| Institutionalized Population | 0.2% |
| Noninstitutionalized Population | 1.9% |

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

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

| 2016 Population 25+ by Educational Attainment | |
|--|-------|
| Total | 1,733 |
| Less than 9th Grade | 5.7% |
| 9th - 12th Grade, No Diploma | 12.2% |
| High School Graduate | 38.9% |
| GED/Alternative Credential | 6.0% |
| Some College, No Degree | 20.1% |
| Associate Degree | 6.3% |
| Bachelor's Degree | 6.8% |
| Graduate/Professional Degree | 4.0% |
| 2016 Population 15+ by Marital Status | |
| Total | 2,059 |
| Never Married | 30.9% |
| Married | 51.0% |
| Widowed | 3.4% |
| Divorced | 14.7% |
| 2016 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 95.0% |
| Civilian Unemployed | 5.0% |
| 2016 Employed Population 16+ by Industry | |
| Total | 1,187 |
| Agriculture/Mining | 0.0% |
| Construction | 5.3% |
| Manufacturing | 18.8% |
| Wholesale Trade | 1.1% |
| Retail Trade | 14.5% |
| Transportation/Utilities | 4.5% |
| Information | 2.9% |
| Finance/Insurance/Real Estate | 3.1% |
| Services | 46.0% |
| Public Administration | 3.9% |
| 2016 Employed Population 16+ by Occupation | |
| Total | 1,187 |
| White Collar | 39.2% |
| Management/Business/Financial | 7.9% |
| Professional | 15.2% |
| Sales | 7.1% |
| Administrative Support | 8.9% |
| Services | 20.9% |
| Blue Collar | 39.9% |
| Farming/Forestry/Fishing | 0.0% |
| Construction/Extraction | 4.3% |
| Installation/Maintenance/Repair | 7.1% |
| Production | 20.9% |
| Transportation/Material Moving | 7.7% |
| 2010 Population By Urban/ Rural Status | |
| Total Population | 2,512 |
| Population Inside Urbanized Area | 89.5% |
| Population Inside Urbanized Cluster | 0.0% |
| Rural Population | 10.5% |

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

| 2010 Households by Type | |
|--|-------|
| Total | 999 |
| Households with 1 Person | 31.2% |
| Households with 2+ People | 68.8% |
| Family Households | 64.4% |
| Husband-wife Families | 42.9% |
| With Related Children | 20.4% |
| Other Family (No Spouse Present) | 21.4% |
| Other Family with Male Householder | 5.7% |
| With Related Children | 4.1% |
| Other Family with Female Householder | 15.7% |
| With Related Children | 11.2% |
| Nonfamily Households | 4.4% |
| All Households with Children | 36.2% |
| Multigenerational Households | 4.3% |
| Unmarried Partner Households | 7.0% |
| Male-female | 6.7% |
| Same-sex | 0.3% |
| 2010 Households by Size | |
| Total | 999 |
| 1 Person Household | 31.2% |
| 2 Person Household | 29.2% |
| 3 Person Household | 17.8% |
| 4 Person Household | 12.4% |
| 5 Person Household | 5.6% |
| 6 Person Household | 2.1% |
| 7 + Person Household | 1.6% |
| 2010 Households by Tenure and Mortgage Status | |
| Total | 999 |
| Owner Occupied | 52.2% |
| Owned with a Mortgage/Loan | 40.0% |
| Owned Free and Clear | 12.1% |
| Renter Occupied | 47.8% |
| 2010 Housing Units By Urban/ Rural Status | |
| Total Housing Units | 1,113 |
| Housing Units Inside Urbanized Area | 90.6% |
| Housing Units Inside Urbanized Cluster | 0.0% |
| Rural Housing Units | 9.4% |

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

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

Top 3 Tapestry Segments

| | |
|-----------|--------------------------|
| 1. | Salt of the Earth (6B) |
| 2. | Traditional Living (12B) |
| 3. | Top Tier (1A) |

2016 Consumer Spending

| | |
|---|--------------|
| Apparel & Services: Total \$ | \$1,534,296 |
| Average Spent | \$1,486.72 |
| Spending Potential Index | 74 |
| Education: Total \$ | \$1,066,131 |
| Average Spent | \$1,033.07 |
| Spending Potential Index | 73 |
| Entertainment/Recreation: Total \$ | \$2,338,348 |
| Average Spent | \$2,265.84 |
| Spending Potential Index | 78 |
| Food at Home: Total \$ | \$4,106,141 |
| Average Spent | \$3,978.82 |
| Spending Potential Index | 80 |
| Food Away from Home: Total \$ | \$2,408,914 |
| Average Spent | \$2,334.22 |
| Spending Potential Index | 75 |
| Health Care: Total \$ | \$4,567,917 |
| Average Spent | \$4,426.28 |
| Spending Potential Index | 84 |
| HH Furnishings & Equipment: Total \$ | \$1,410,265 |
| Average Spent | \$1,366.54 |
| Spending Potential Index | 77 |
| Personal Care Products & Services: Total \$ | \$568,068 |
| Average Spent | \$550.45 |
| Spending Potential Index | 75 |
| Shelter: Total \$ | \$11,562,415 |
| Average Spent | \$11,203.89 |
| Spending Potential Index | 72 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$1,957,315 |
| Average Spent | \$1,896.62 |
| Spending Potential Index | 82 |
| Travel: Total \$ | \$1,439,348 |
| Average Spent | \$1,394.72 |
| Spending Potential Index | 75 |
| Vehicle Maintenance & Repairs: Total \$ | \$853,747 |
| Average Spent | \$827.27 |
| Spending Potential Index | 80 |

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.