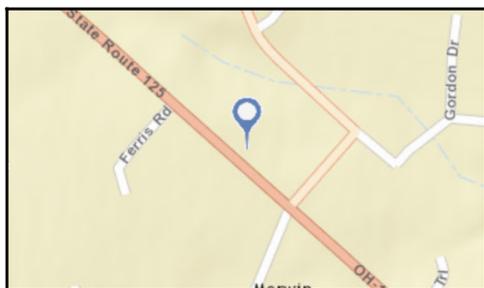
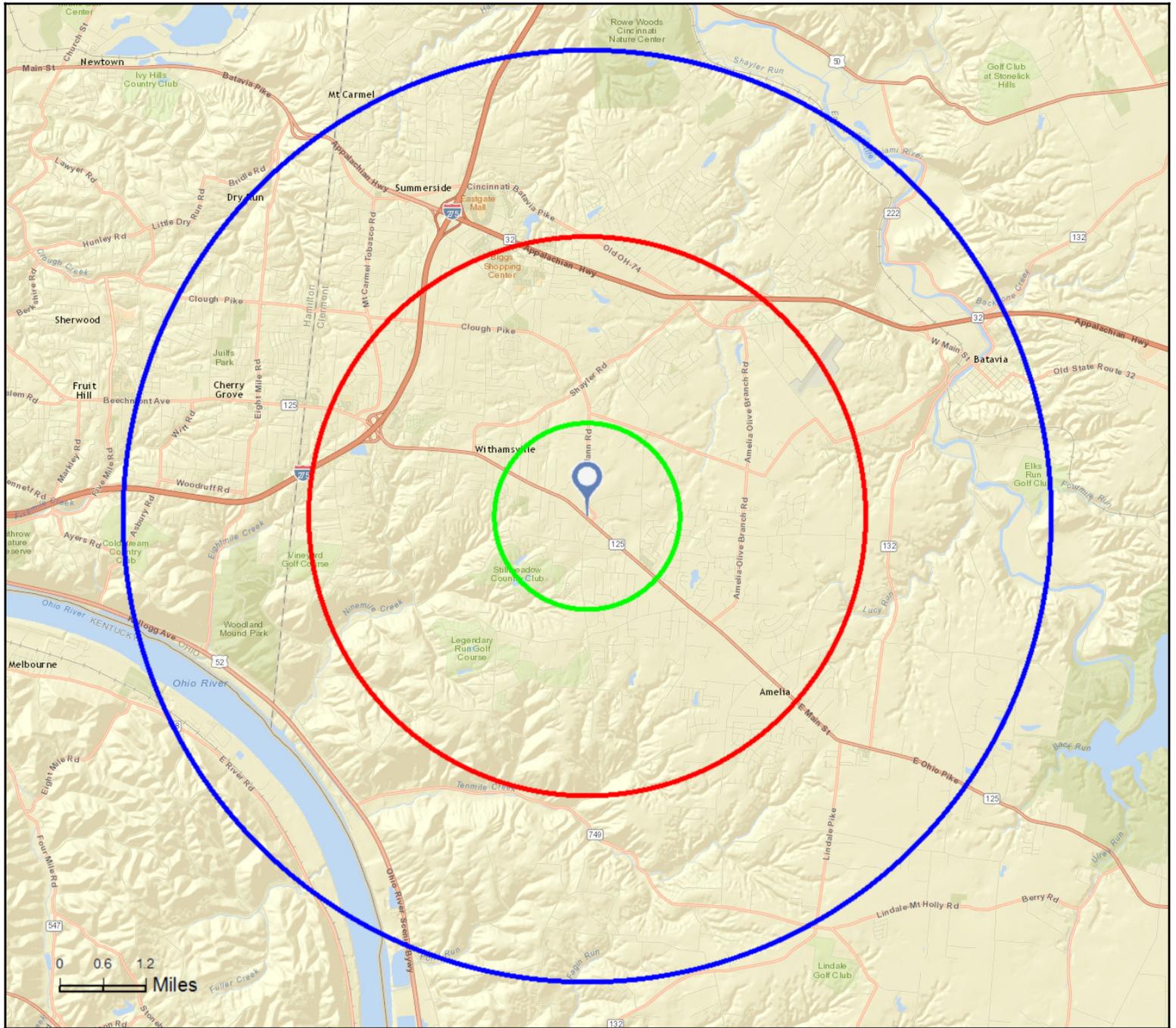


Site Map

Withamsville Area
 1112 W Ohio Pike, , OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.05460
 Longitude: -84.25645



Market Profile

Withamsville Area
1112 W Ohio Pike, , OH, 45102
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,496	33,878	81,031
2010 Total Population	3,795	40,431	89,967
2016 Total Population	3,830	42,918	93,838
2016 Group Quarters	0	181	699
2021 Total Population	3,899	44,864	96,996
2016-2021 Annual Rate	0.36%	0.89%	0.66%
Household Summary			
2000 Households	1,384	13,607	31,335
2000 Average Household Size	2.53	2.48	2.57
2010 Households	1,549	16,451	35,406
2010 Average Household Size	2.45	2.45	2.52
2016 Households	1,569	17,551	37,152
2016 Average Household Size	2.44	2.44	2.51
2021 Households	1,599	18,398	38,522
2021 Average Household Size	2.44	2.43	2.50
2016-2021 Annual Rate	0.38%	0.95%	0.73%
2010 Families	1,097	11,067	24,426
2010 Average Family Size	2.90	2.94	3.02
2016 Families	1,094	11,578	25,261
2016 Average Family Size	2.90	2.95	3.01
2021 Families	1,105	12,017	25,995
2021 Average Family Size	2.91	2.95	3.01
2016-2021 Annual Rate	0.20%	0.75%	0.57%
Housing Unit Summary			
2000 Housing Units	1,456	14,320	32,874
Owner Occupied Housing Units	67.7%	61.2%	64.5%
Renter Occupied Housing Units	27.4%	33.8%	30.8%
Vacant Housing Units	4.9%	5.0%	4.7%
2010 Housing Units	1,704	17,701	38,088
Owner Occupied Housing Units	67.2%	62.4%	64.1%
Renter Occupied Housing Units	23.7%	30.6%	28.9%
Vacant Housing Units	9.1%	7.1%	7.0%
2016 Housing Units	1,764	18,789	39,894
Owner Occupied Housing Units	63.8%	59.0%	61.3%
Renter Occupied Housing Units	25.1%	34.4%	31.9%
Vacant Housing Units	11.1%	6.6%	6.9%
2021 Housing Units	1,817	19,722	41,450
Owner Occupied Housing Units	63.3%	58.3%	60.9%
Renter Occupied Housing Units	24.8%	35.0%	32.0%
Vacant Housing Units	12.0%	6.7%	7.1%
Median Household Income			
2016	\$64,297	\$59,661	\$61,249
2021	\$72,801	\$68,378	\$70,689
Median Home Value			
2016	\$174,674	\$179,453	\$180,364
2021	\$198,654	\$205,562	\$205,056
Per Capita Income			
2016	\$31,455	\$31,680	\$31,940
2021	\$34,767	\$35,142	\$35,344
Median Age			
2010	39.2	37.0	37.1
2016	39.8	37.4	37.9
2021	40.6	37.7	38.5

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

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



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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	1,569	17,551	37,152
<\$15,000	7.7%	7.5%	8.5%
\$15,000 - \$24,999	9.1%	9.5%	8.7%
\$25,000 - \$34,999	8.9%	10.2%	9.6%
\$35,000 - \$49,999	10.1%	12.4%	12.2%
\$50,000 - \$74,999	21.2%	21.2%	20.0%
\$75,000 - \$99,999	13.4%	12.8%	13.3%
\$100,000 - \$149,999	19.6%	16.1%	16.8%
\$150,000 - \$199,999	6.7%	5.9%	5.9%
\$200,000+	3.2%	4.4%	5.0%
Average Household Income	\$78,497	\$78,037	\$80,488
2021 Households by Income			
Household Income Base	1,599	18,398	38,522
<\$15,000	6.7%	7.0%	8.0%
\$15,000 - \$24,999	8.0%	8.5%	7.9%
\$25,000 - \$34,999	9.2%	9.4%	9.1%
\$35,000 - \$49,999	5.6%	7.3%	7.0%
\$50,000 - \$74,999	21.9%	22.1%	20.6%
\$75,000 - \$99,999	14.7%	14.7%	15.0%
\$100,000 - \$149,999	22.5%	19.4%	20.1%
\$150,000 - \$199,999	7.9%	6.9%	7.0%
\$200,000+	3.6%	4.7%	5.3%
Average Household Income	\$86,694	\$86,351	\$88,852
2016 Owner Occupied Housing Units by Value			
Total	1,125	11,093	24,435
<\$50,000	2.8%	2.8%	3.4%
\$50,000 - \$99,999	14.5%	9.9%	10.1%
\$100,000 - \$149,999	19.3%	23.5%	23.2%
\$150,000 - \$199,999	27.3%	23.3%	22.1%
\$200,000 - \$249,999	21.7%	16.4%	15.6%
\$250,000 - \$299,999	8.7%	9.4%	9.3%
\$300,000 - \$399,999	5.4%	9.8%	9.7%
\$400,000 - \$499,999	0.0%	2.4%	3.2%
\$500,000 - \$749,999	0.4%	1.9%	2.7%
\$750,000 - \$999,999	0.0%	0.3%	0.5%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$177,378	\$203,592	\$210,256
2021 Owner Occupied Housing Units by Value			
Total	1,150	11,499	25,233
<\$50,000	1.3%	1.3%	1.7%
\$50,000 - \$99,999	7.2%	4.6%	5.3%
\$100,000 - \$149,999	11.6%	13.0%	14.1%
\$150,000 - \$199,999	30.7%	28.6%	26.8%
\$200,000 - \$249,999	31.0%	23.4%	21.6%
\$250,000 - \$299,999	11.7%	13.2%	12.9%
\$300,000 - \$399,999	5.7%	10.8%	10.5%
\$400,000 - \$499,999	0.1%	2.5%	3.5%
\$500,000 - \$749,999	0.5%	2.2%	2.8%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$199,956	\$226,791	\$231,468

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

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

Market Profile

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	3,795	40,432	89,970
0 - 4	6.6%	7.4%	7.3%
5 - 9	6.6%	6.9%	7.1%
10 - 14	6.7%	6.3%	6.7%
15 - 24	11.7%	12.6%	12.7%
25 - 34	12.9%	14.2%	13.4%
35 - 44	13.3%	13.7%	13.5%
45 - 54	16.9%	15.0%	15.4%
55 - 64	13.1%	12.4%	12.2%
65 - 74	7.3%	7.0%	6.6%
75 - 84	3.5%	3.5%	3.7%
85 +	1.3%	1.2%	1.4%
18 +	76.1%	75.8%	74.9%
2016 Population by Age			
Total	3,831	42,919	93,838
0 - 4	6.1%	6.9%	6.8%
5 - 9	6.6%	6.9%	6.9%
10 - 14	6.6%	6.4%	6.7%
15 - 24	11.5%	11.8%	12.0%
25 - 34	13.1%	14.7%	13.8%
35 - 44	13.0%	13.1%	13.0%
45 - 54	13.9%	13.1%	13.5%
55 - 64	14.5%	12.9%	13.2%
65 - 74	9.2%	8.7%	8.6%
75 - 84	4.3%	4.0%	3.9%
85 +	1.4%	1.4%	1.6%
18 +	77.2%	76.4%	75.9%
2021 Population by Age			
Total	3,899	44,862	96,996
0 - 4	5.9%	6.8%	6.7%
5 - 9	6.0%	6.6%	6.6%
10 - 14	6.7%	6.7%	6.8%
15 - 24	10.8%	11.7%	11.7%
25 - 34	12.3%	14.4%	13.5%
35 - 44	14.0%	13.5%	13.3%
45 - 54	12.4%	11.9%	12.2%
55 - 64	14.2%	12.3%	12.9%
65 - 74	11.0%	9.8%	10.0%
75 - 84	5.1%	4.8%	4.7%
85 +	1.6%	1.6%	1.7%
18 +	77.7%	76.5%	76.2%
2010 Population by Sex			
Males	1,876	19,845	43,812
Females	1,919	20,586	46,155
2016 Population by Sex			
Males	1,900	21,075	45,747
Females	1,931	21,843	48,091
2021 Population by Sex			
Males	1,943	22,003	47,269
Females	1,956	22,861	49,727

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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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	3,794	40,431	89,967
White Alone	96.6%	95.0%	94.7%
Black Alone	0.8%	1.4%	1.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.1%	1.4%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	1.1%	1.5%	1.6%
Hispanic Origin	1.3%	1.6%	1.7%
Diversity Index	9.1	12.5	13.4
2016 Population by Race/Ethnicity			
Total	3,830	42,919	93,838
White Alone	95.6%	93.5%	93.3%
Black Alone	1.2%	2.0%	1.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.8%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.5%	0.7%
Two or More Races	1.4%	1.9%	2.0%
Hispanic Origin	1.8%	2.1%	2.3%
Diversity Index	11.7	16.0	16.7
2021 Population by Race/Ethnicity			
Total	3,900	44,864	96,997
White Alone	94.7%	92.2%	92.0%
Black Alone	1.5%	2.5%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	2.2%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.3%	0.6%	0.8%
Two or More Races	1.7%	2.2%	2.4%
Hispanic Origin	2.2%	2.6%	2.8%
Diversity Index	14.2	19.2	19.8
2010 Population by Relationship and Household Type			
Total	3,795	40,431	89,967
In Households	100.0%	99.6%	99.3%
In Family Households	85.6%	82.7%	84.1%
Householder	28.2%	27.0%	27.1%
Spouse	22.2%	20.8%	20.7%
Child	30.9%	30.3%	31.8%
Other relative	2.4%	2.4%	2.4%
Nonrelative	1.9%	2.1%	2.2%
In Nonfamily Households	14.4%	16.8%	15.2%
In Group Quarters	0.0%	0.4%	0.7%
Institutionalized Population	0.0%	0.4%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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

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



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2016 Population 25+ by Educational Attainment			
Total	2,655	29,146	63,387
Less than 9th Grade	1.0%	1.9%	2.1%
9th - 12th Grade, No Diploma	4.4%	5.1%	5.4%
High School Graduate	28.2%	27.3%	25.7%
GED/Alternative Credential	4.9%	4.4%	4.1%
Some College, No Degree	21.5%	19.3%	19.5%
Associate Degree	9.6%	11.1%	10.2%
Bachelor's Degree	19.2%	21.1%	21.7%
Graduate/Professional Degree	11.0%	9.8%	11.2%
2016 Population 15+ by Marital Status			
Total	3,096	34,228	74,634
Never Married	27.9%	29.4%	28.3%
Married	56.1%	53.9%	54.6%
Widowed	4.7%	5.1%	5.3%
Divorced	11.3%	11.6%	11.8%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	96.4%	96.4%
Civilian Unemployed	2.1%	3.6%	3.6%
2016 Employed Population 16+ by Industry			
Total	2,120	22,700	47,938
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	8.1%	5.5%	5.4%
Manufacturing	13.0%	11.9%	11.9%
Wholesale Trade	4.2%	3.2%	2.8%
Retail Trade	14.9%	12.4%	12.2%
Transportation/Utilities	3.9%	5.0%	4.8%
Information	0.8%	1.5%	1.5%
Finance/Insurance/Real Estate	11.3%	9.3%	9.4%
Services	40.4%	48.2%	49.0%
Public Administration	3.3%	3.0%	2.9%
2016 Employed Population 16+ by Occupation			
Total	2,121	22,696	47,936
White Collar	67.0%	64.4%	65.5%
Management/Business/Financial	17.4%	15.7%	16.1%
Professional	22.6%	22.6%	23.6%
Sales	12.0%	10.8%	11.1%
Administrative Support	14.9%	15.3%	14.7%
Services	14.2%	15.4%	15.3%
Blue Collar	18.9%	20.2%	19.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.7%	4.0%	4.0%
Installation/Maintenance/Repair	6.3%	5.3%	4.3%
Production	5.5%	6.4%	5.6%
Transportation/Material Moving	4.3%	4.6%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	3,795	40,431	89,967
Population Inside Urbanized Area	99.8%	96.0%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	0.2%	4.0%	5.0%

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

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,549	16,452	35,407
Households with 1 Person	23.2%	25.3%	24.7%
Households with 2+ People	76.8%	74.7%	75.3%
Family Households	70.8%	67.3%	69.0%
Husband-wife Families	55.8%	51.8%	52.6%
With Related Children	23.2%	22.6%	23.7%
Other Family (No Spouse Present)	15.0%	15.5%	16.3%
Other Family with Male Householder	5.0%	4.8%	4.7%
With Related Children	3.2%	3.1%	3.0%
Other Family with Female Householder	10.1%	10.8%	11.6%
With Related Children	6.0%	6.8%	7.5%
Nonfamily Households	6.0%	7.4%	6.3%
All Households with Children	32.9%	33.2%	34.8%
Multigenerational Households	3.3%	3.1%	3.2%
Unmarried Partner Households	7.4%	8.4%	7.7%
Male-female	6.8%	7.8%	7.1%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,550	16,450	35,405
1 Person Household	23.2%	25.3%	24.7%
2 Person Household	37.0%	36.2%	34.8%
3 Person Household	17.9%	16.8%	17.0%
4 Person Household	13.3%	13.3%	14.3%
5 Person Household	5.6%	5.5%	6.0%
6 Person Household	1.9%	2.0%	2.1%
7 + Person Household	1.1%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,549	16,451	35,406
Owner Occupied	73.9%	67.1%	69.0%
Owned with a Mortgage/Loan	59.0%	54.2%	54.9%
Owned Free and Clear	14.8%	12.9%	14.0%
Renter Occupied	26.1%	32.9%	31.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,704	17,701	38,088
Housing Units Inside Urbanized Area	99.8%	96.3%	95.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.2%	3.7%	4.8%

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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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Bright Young Professionals	Old and Newcomers (8F)
2.	Green Acres (6A)	Old and Newcomers (8F)	Bright Young Professionals
3.	Old and Newcomers (8F)	Soccer Moms (4A)	Soccer Moms (4A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,163,350	\$36,115,157	\$78,127,399
Average Spent	\$2,016.16	\$2,057.73	\$2,102.91
Spending Potential Index	100	102	104
Education: Total \$	\$2,319,956	\$24,729,484	\$54,699,567
Average Spent	\$1,478.62	\$1,409.01	\$1,472.32
Spending Potential Index	105	100	104
Entertainment/Recreation: Total \$	\$4,629,758	\$51,742,909	\$112,832,471
Average Spent	\$2,950.77	\$2,948.15	\$3,037.05
Spending Potential Index	101	101	104
Food at Home: Total \$	\$7,746,362	\$88,574,615	\$192,269,635
Average Spent	\$4,937.13	\$5,046.70	\$5,175.22
Spending Potential Index	99	101	104
Food Away from Home: Total \$	\$4,860,400	\$56,042,639	\$120,969,856
Average Spent	\$3,097.77	\$3,193.13	\$3,256.08
Spending Potential Index	100	103	105
Health Care: Total \$	\$8,430,627	\$92,067,042	\$203,126,592
Average Spent	\$5,373.25	\$5,245.69	\$5,467.45
Spending Potential Index	101	99	103
HH Furnishings & Equipment: Total \$	\$2,836,736	\$31,727,382	\$69,076,434
Average Spent	\$1,807.99	\$1,807.73	\$1,859.29
Spending Potential Index	102	102	105
Personal Care Products & Services: Total \$	\$1,161,919	\$13,116,347	\$28,511,346
Average Spent	\$740.55	\$747.33	\$767.42
Spending Potential Index	101	102	105
Shelter: Total \$	\$24,792,019	\$280,131,021	\$607,414,327
Average Spent	\$15,801.16	\$15,960.97	\$16,349.44
Spending Potential Index	101	102	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,743,894	\$41,059,033	\$90,460,433
Average Spent	\$2,386.17	\$2,339.41	\$2,434.87
Spending Potential Index	103	101	105
Travel: Total \$	\$3,063,356	\$33,016,077	\$72,527,805
Average Spent	\$1,952.43	\$1,881.15	\$1,952.19
Spending Potential Index	105	101	105
Vehicle Maintenance & Repairs: Total \$	\$1,633,307	\$18,394,048	\$40,054,523
Average Spent	\$1,040.99	\$1,048.03	\$1,078.13
Spending Potential Index	101	101	104

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.

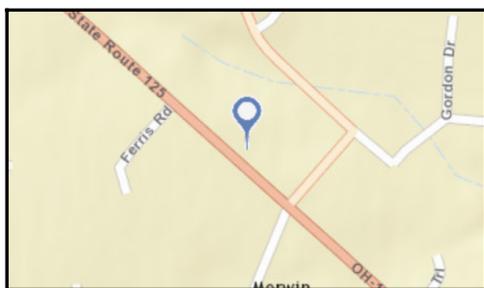
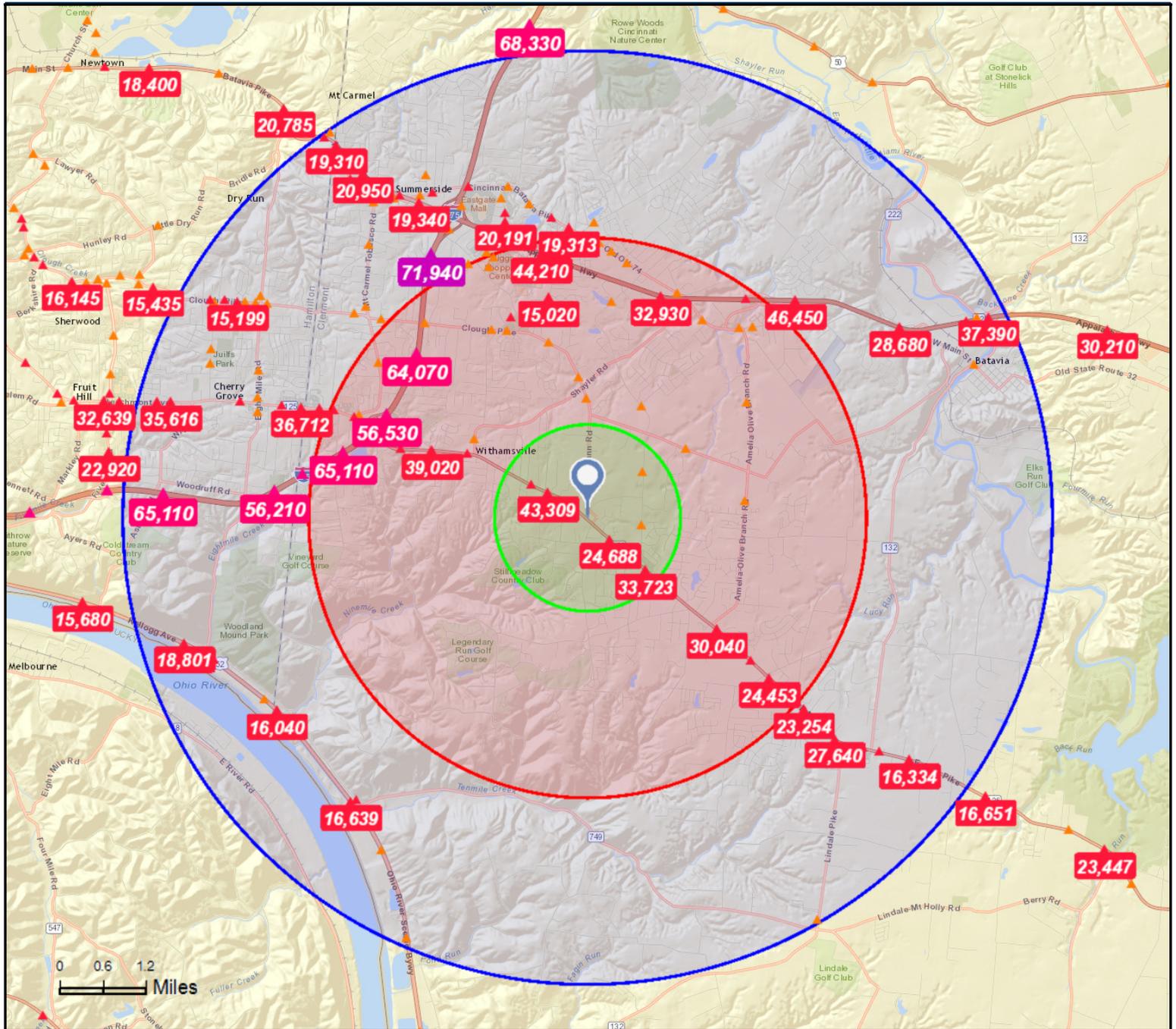
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

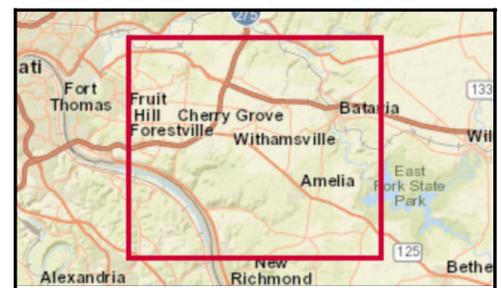
Traffic Count Map

Withamsville Area
 1112 W Ohio Pike, , OH, 45102
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.05460
 Longitude: -84.25645



- 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

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	242	1,274	3,222
Total Employees:	3,013	22,270	45,582
Total Residential Population:	3,830	42,918	93,838
Employee/Residential Population Ratio:	0.79:1	0.52:1	0.49:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	5.0%	61	2.0%	44	3.5%	221	1.0%	90	2.8%	653	1.4%
Construction	39	16.1%	401	13.3%	135	10.6%	944	4.2%	303	9.4%	1,953	4.3%
Manufacturing	29	12.0%	1,027	34.1%	60	4.7%	1,622	7.3%	111	3.4%	2,591	5.7%
Transportation	3	1.2%	12	0.4%	23	1.8%	101	0.5%	64	2.0%	376	0.8%
Communication	0	0.0%	0	0.0%	7	0.5%	30	0.1%	23	0.7%	122	0.3%
Utility	2	0.8%	4	0.1%	3	0.2%	11	0.0%	4	0.1%	23	0.1%
Wholesale Trade	16	6.6%	151	5.0%	50	3.9%	1,128	5.1%	102	3.2%	1,877	4.1%
Retail Trade Summary	46	19.0%	529	17.6%	284	22.3%	4,693	21.1%	727	22.6%	12,964	28.4%
Home Improvement	2	0.8%	20	0.7%	11	0.9%	191	0.9%	29	0.9%	541	1.2%
General Merchandise Stores	2	0.8%	11	0.4%	9	0.7%	544	2.4%	28	0.9%	1,981	4.3%
Food Stores	4	1.7%	20	0.7%	26	2.0%	376	1.7%	62	1.9%	1,326	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	12	5.0%	169	5.6%	54	4.2%	830	3.7%	112	3.5%	1,766	3.9%
Apparel & Accessory Stores	1	0.4%	6	0.2%	12	0.9%	78	0.4%	45	1.4%	434	1.0%
Furniture & Home Furnishings	6	2.5%	46	1.5%	23	1.8%	285	1.3%	66	2.0%	593	1.3%
Eating & Drinking Places	12	5.0%	223	7.4%	80	6.3%	1,812	8.1%	194	6.0%	4,168	9.1%
Miscellaneous Retail	7	2.9%	33	1.1%	69	5.4%	576	2.6%	192	6.0%	2,155	4.7%
Finance, Insurance, Real Estate Summary	24	9.9%	398	13.2%	164	12.9%	2,259	10.1%	412	12.8%	3,452	7.6%
Banks, Savings & Lending Institutions	11	4.5%	20	0.7%	68	5.3%	164	0.7%	172	5.3%	496	1.1%
Securities Brokers	1	0.4%	2	0.1%	6	0.5%	15	0.1%	23	0.7%	67	0.1%
Insurance Carriers & Agents	5	2.1%	350	11.6%	32	2.5%	1,798	8.1%	81	2.5%	2,018	4.4%
Real Estate, Holding, Other Investment Offices	7	2.9%	25	0.8%	58	4.6%	282	1.3%	136	4.2%	871	1.9%
Services Summary	58	24.0%	431	14.3%	429	33.7%	10,772	48.4%	1,145	35.5%	19,265	42.3%
Hotels & Lodging	0	0.0%	0	0.0%	4	0.3%	46	0.2%	10	0.3%	223	0.5%
Automotive Services	7	2.9%	38	1.3%	37	2.9%	231	1.0%	103	3.2%	548	1.2%
Motion Pictures & Amusements	5	2.1%	18	0.6%	34	2.7%	259	1.2%	95	2.9%	809	1.8%
Health Services	5	2.1%	61	2.0%	57	4.5%	962	4.3%	155	4.8%	2,786	6.1%
Legal Services	4	1.7%	14	0.5%	21	1.6%	112	0.5%	55	1.7%	295	0.6%
Education Institutions & Libraries	2	0.8%	107	3.6%	26	2.0%	1,098	4.9%	66	2.0%	2,977	6.5%
Other Services	36	14.9%	194	6.4%	250	19.6%	8,065	36.2%	660	20.5%	11,627	25.5%
Government	0	0.0%	0	0.0%	18	1.4%	480	2.2%	95	2.9%	2,264	5.0%
Unclassified Establishments	13	5.4%	0	0.0%	58	4.6%	8	0.0%	146	4.5%	40	0.1%
Totals	242	100.0%	3,013	100.0%	1,274	100.0%	22,270	100.0%	3,222	100.0%	45,582	100.0%

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

Business Summary

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	4	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Utilities	1	0.4%	1	0.0%	2	0.2%	7	0.0%	3	0.1%	18	0.0%
Construction	40	16.5%	408	13.5%	140	11.0%	977	4.4%	322	10.0%	2,054	4.5%
Manufacturing	30	12.4%	1,032	34.3%	65	5.1%	1,637	7.4%	124	3.8%	2,641	5.8%
Wholesale Trade	16	6.6%	137	4.5%	48	3.8%	1,097	4.9%	98	3.0%	1,726	3.8%
Retail Trade	33	13.6%	298	9.9%	195	15.3%	2,806	12.6%	510	15.8%	8,599	18.9%
Motor Vehicle & Parts Dealers	10	4.1%	162	5.4%	44	3.5%	787	3.5%	87	2.7%	1,662	3.6%
Furniture & Home Furnishings Stores	2	0.8%	14	0.5%	13	1.0%	114	0.5%	33	1.0%	244	0.5%
Electronics & Appliance Stores	3	1.2%	32	1.1%	9	0.7%	175	0.8%	30	0.9%	340	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.8%	20	0.7%	11	0.9%	191	0.9%	29	0.9%	541	1.2%
Food & Beverage Stores	4	1.7%	18	0.6%	19	1.5%	342	1.5%	45	1.4%	1,194	2.6%
Health & Personal Care Stores	1	0.4%	11	0.4%	14	1.1%	137	0.6%	47	1.5%	811	1.8%
Gasoline Stations	2	0.8%	7	0.2%	10	0.8%	43	0.2%	24	0.7%	104	0.2%
Clothing & Clothing Accessories Stores	2	0.8%	8	0.3%	21	1.6%	118	0.5%	64	2.0%	535	1.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.8%	3	0.1%	14	1.1%	142	0.6%	34	1.1%	330	0.7%
General Merchandise Stores	2	0.8%	11	0.4%	9	0.7%	544	2.4%	28	0.9%	1,981	4.3%
Miscellaneous Store Retailers	3	1.2%	10	0.3%	25	2.0%	181	0.8%	78	2.4%	679	1.5%
Nonstore Retailers	1	0.4%	2	0.1%	5	0.4%	33	0.1%	10	0.3%	177	0.4%
Transportation & Warehousing	3	1.2%	12	0.4%	17	1.3%	91	0.4%	54	1.7%	299	0.7%
Information	1	0.4%	5	0.2%	16	1.3%	200	0.9%	51	1.6%	619	1.4%
Finance & Insurance	17	7.0%	373	12.4%	107	8.4%	1,990	8.9%	279	8.7%	2,601	5.7%
Central Bank/Credit Intermediation & Related Activities	11	4.5%	20	0.7%	69	5.4%	177	0.8%	175	5.4%	516	1.1%
Securities, Commodity Contracts & Other Financial	1	0.4%	2	0.1%	6	0.5%	15	0.1%	23	0.7%	67	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	5	2.1%	350	11.6%	32	2.5%	1,798	8.1%	81	2.5%	2,018	4.4%
Real Estate, Rental & Leasing	10	4.1%	34	1.1%	78	6.1%	344	1.5%	186	5.8%	1,034	2.3%
Professional, Scientific & Tech Services	17	7.0%	105	3.5%	107	8.4%	7,250	32.6%	294	9.1%	8,619	18.9%
Legal Services	4	1.7%	14	0.5%	24	1.9%	130	0.6%	63	2.0%	327	0.7%
Management of Companies & Enterprises	0	0.0%	1	0.0%	1	0.1%	7	0.0%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	16	6.6%	94	3.1%	79	6.2%	373	1.7%	160	5.0%	866	1.9%
Educational Services	4	1.7%	115	3.8%	32	2.5%	1,133	5.1%	82	2.5%	2,850	6.3%
Health Care & Social Assistance	7	2.9%	82	2.7%	77	6.0%	1,149	5.2%	210	6.5%	3,990	8.8%
Arts, Entertainment & Recreation	1	0.4%	5	0.2%	17	1.3%	193	0.9%	57	1.8%	775	1.7%
Accommodation & Food Services	13	5.4%	226	7.5%	86	6.8%	1,881	8.4%	210	6.5%	4,467	9.8%
Accommodation	0	0.0%	0	0.0%	4	0.3%	46	0.2%	10	0.3%	223	0.5%
Food Services & Drinking Places	13	5.4%	226	7.5%	82	6.4%	1,835	8.2%	200	6.2%	4,244	9.3%
Other Services (except Public Administration)	20	8.3%	84	2.8%	129	10.1%	645	2.9%	338	10.5%	2,107	4.6%
Automotive Repair & Maintenance	4	1.7%	29	1.0%	29	2.3%	204	0.9%	78	2.4%	464	1.0%
Public Administration	0	0.0%	0	0.0%	18	1.4%	480	2.2%	95	2.9%	2,264	5.0%
Unclassified Establishments	13	5.4%	0	0.0%	58	4.6%	8	0.0%	146	4.5%	40	0.1%
Total	242	100.0%	3,013	100.0%	1,274	100.0%	22,270	100.0%	3,222	100.0%	45,582	100.0%

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

Retail MarketPlace Profile

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Summary Demographics

2016 Population	3,830
2016 Households	1,569
2016 Median Disposable Income	\$52,497
2016 Per Capita Income	\$31,455

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	\$63,480,107	\$82,421,360	-\$18,941,253	-13.0	42
Total Retail Trade	44-45	\$57,633,311	\$75,482,818	-\$17,849,507	-13.4	30
Total Food & Drink	722	\$5,846,796	\$6,938,542	-\$1,091,746	-8.5	12

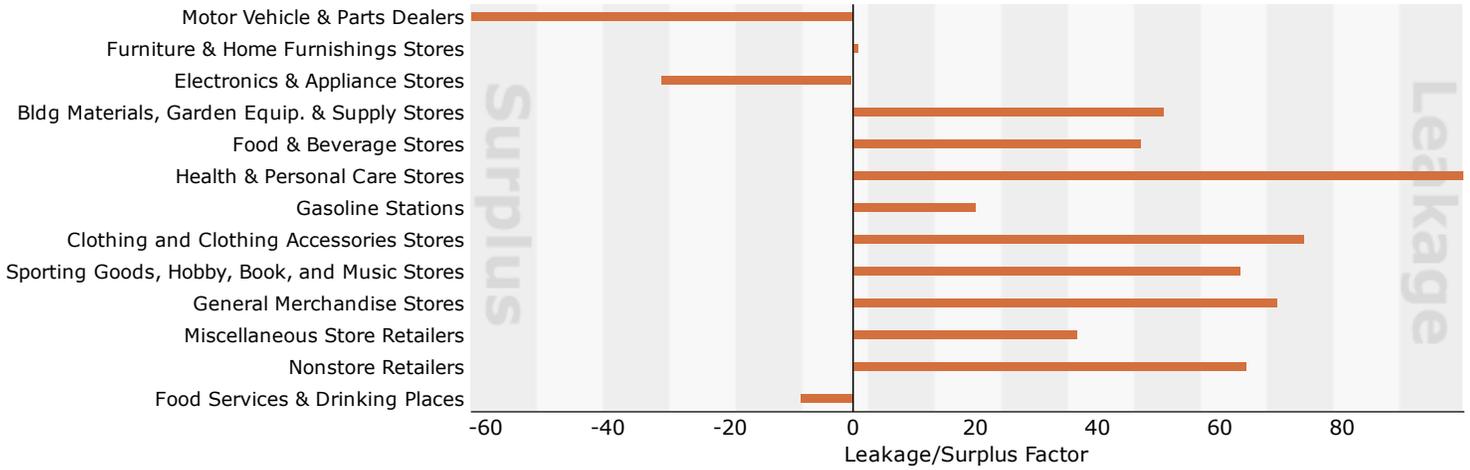
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,091,819	\$56,544,260	-\$43,452,441	-62.4	10
Automobile Dealers	4411	\$10,671,877	\$55,835,241	-\$45,163,364	-67.9	9
Other Motor Vehicle Dealers	4412	\$1,449,811	\$0	\$1,449,811	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$970,131	\$709,020	\$261,111	15.6	1
Furniture & Home Furnishings Stores	442	\$1,531,177	\$1,497,691	\$33,486	1.1	2
Furniture Stores	4421	\$991,866	\$1,191,404	-\$199,538	-9.1	1
Home Furnishings Stores	4422	\$539,311	\$306,287	\$233,024	27.6	1
Electronics & Appliance Stores	443	\$3,203,163	\$6,109,513	-\$2,906,350	-31.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,748,816	\$890,219	\$1,858,597	51.1	1
Bldg Material & Supplies Dealers	4441	\$2,354,222	\$890,219	\$1,464,003	45.1	1
Lawn & Garden Equip & Supply Stores	4442	\$394,594	\$0	\$394,594	100.0	0
Food & Beverage Stores	445	\$10,341,982	\$3,692,774	\$6,649,208	47.4	4
Grocery Stores	4451	\$9,538,334	\$3,561,509	\$5,976,825	45.6	3
Specialty Food Stores	4452	\$500,799	\$0	\$500,799	100.0	0
Beer, Wine & Liquor Stores	4453	\$302,849	\$0	\$302,849	100.0	0
Health & Personal Care Stores	446,4461	\$4,265,846	\$0	\$4,265,846	100.0	0
Gasoline Stations	447,4471	\$4,011,814	\$2,654,998	\$1,356,816	20.4	2
Clothing & Clothing Accessories Stores	448	\$2,543,032	\$381,860	\$2,161,172	73.9	1
Clothing Stores	4481	\$1,611,147	\$381,860	\$1,229,287	61.7	1
Shoe Stores	4482	\$308,593	\$0	\$308,593	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$623,292	\$0	\$623,292	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,870,012	\$415,662	\$1,454,350	63.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,509,467	\$415,662	\$1,093,805	56.8	1
Book, Periodical & Music Stores	4512	\$360,544	\$0	\$360,544	100.0	0
General Merchandise Stores	452	\$10,472,920	\$1,879,617	\$8,593,303	69.6	2
Department Stores Excluding Leased Depts.	4521	\$8,257,002	\$0	\$8,257,002	100.0	0
Other General Merchandise Stores	4529	\$2,215,918	\$1,879,617	\$336,301	8.2	2
Miscellaneous Store Retailers	453	\$2,666,212	\$1,225,892	\$1,440,320	37.0	4
Florists	4531	\$112,093	\$204,972	-\$92,879	-29.3	1
Office Supplies, Stationery & Gift Stores	4532	\$627,098	\$0	\$627,098	100.0	0
Used Merchandise Stores	4533	\$395,923	\$94,758	\$301,165	61.4	1
Other Miscellaneous Store Retailers	4539	\$1,531,099	\$926,161	\$604,938	24.6	2
Nonstore Retailers	454	\$886,517	\$190,331	\$696,186	64.7	1
Electronic Shopping & Mail-Order Houses	4541	\$498,162	\$0	\$498,162	100.0	0
Vending Machine Operators	4542	\$92,047	\$0	\$92,047	100.0	0
Direct Selling Establishments	4543	\$296,309	\$190,331	\$105,978	21.8	1
Food Services & Drinking Places	722	\$5,846,796	\$6,938,542	-\$1,091,746	-8.5	12
Full-Service Restaurants	7221	\$2,914,100	\$2,692,768	\$221,332	3.9	5
Limited-Service Eating Places	7222	\$2,592,367	\$4,245,774	-\$1,653,407	-24.2	6
Special Food Services	7223	\$156,366	\$0	\$156,366	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$183,964	\$0	\$183,964	100.0	0

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

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

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Summary Demographics

2016 Population	42,918
2016 Households	17,551
2016 Median Disposable Income	\$50,046
2016 Per Capita Income	\$31,680

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	\$711,415,663	\$683,445,127	\$27,970,536	2.0	278
Total Retail Trade	44-45	\$645,567,206	\$628,858,283	\$16,708,923	1.3	203
Total Food & Drink	722	\$65,848,457	\$54,586,844	\$11,261,613	9.4	76

Industry Group

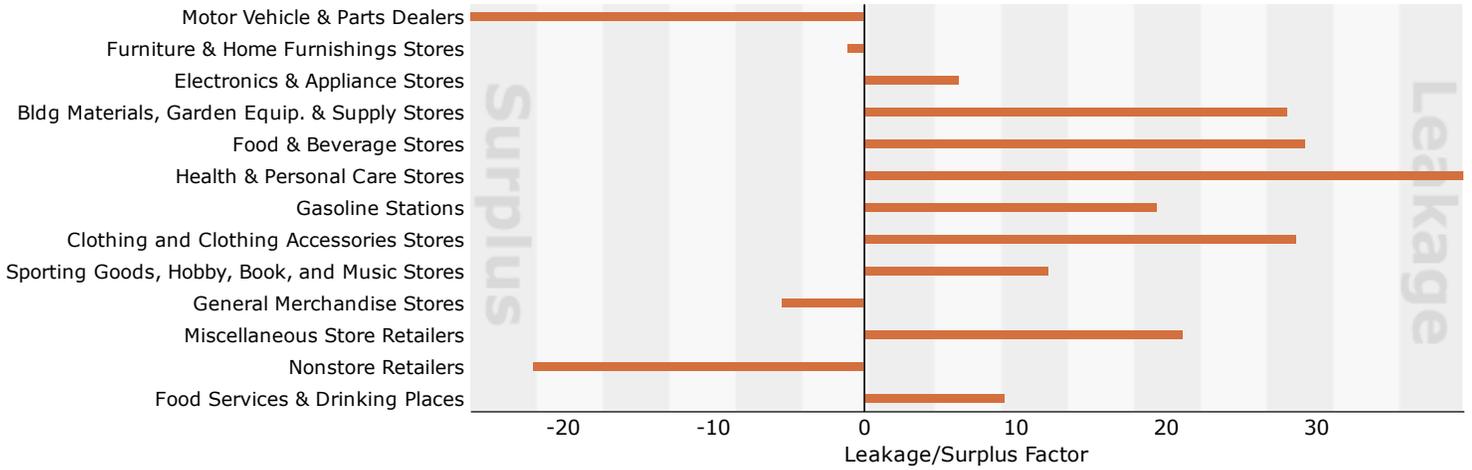
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$146,150,641	\$249,675,810	-\$103,525,169	-26.2	43
Automobile Dealers	4411	\$119,466,485	\$203,851,513	-\$84,385,028	-26.1	30
Other Motor Vehicle Dealers	4412	\$15,873,128	\$39,274,470	-\$23,401,342	-42.4	6
Auto Parts, Accessories & Tire Stores	4413	\$10,811,028	\$6,549,827	\$4,261,201	24.5	7
Furniture & Home Furnishings Stores	442	\$17,206,183	\$17,592,307	-\$386,124	-1.1	13
Furniture Stores	4421	\$11,200,281	\$13,421,442	-\$2,221,161	-9.0	9
Home Furnishings Stores	4422	\$6,005,902	\$4,170,864	\$1,835,038	18.0	5
Electronics & Appliance Stores	443	\$35,926,460	\$31,676,554	\$4,249,906	6.3	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,712,515	\$17,235,081	\$13,477,434	28.1	13
Bldg Material & Supplies Dealers	4441	\$26,520,646	\$16,406,008	\$10,114,638	23.6	11
Lawn & Garden Equip & Supply Stores	4442	\$4,191,869	\$829,073	\$3,362,796	67.0	2
Food & Beverage Stores	445	\$115,836,544	\$63,344,583	\$52,491,961	29.3	17
Grocery Stores	4451	\$106,814,479	\$56,934,124	\$49,880,355	30.5	14
Specialty Food Stores	4452	\$5,603,322	\$620,089	\$4,983,233	80.1	2
Beer, Wine & Liquor Stores	4453	\$3,418,742	\$5,790,370	-\$2,371,628	-25.8	1
Health & Personal Care Stores	446,4461	\$47,278,120	\$20,369,627	\$26,908,493	39.8	11
Gasoline Stations	447,4471	\$45,188,256	\$30,516,955	\$14,671,301	19.4	15
Clothing & Clothing Accessories Stores	448	\$28,874,084	\$16,000,512	\$12,873,572	28.7	23
Clothing Stores	4481	\$18,245,141	\$6,390,860	\$11,854,281	48.1	11
Shoe Stores	4482	\$3,517,944	\$5,219,120	-\$1,701,176	-19.5	5
Jewelry, Luggage & Leather Goods Stores	4483	\$7,110,998	\$4,390,532	\$2,720,466	23.7	7
Sporting Goods, Hobby, Book & Music Stores	451	\$21,161,754	\$16,551,105	\$4,610,649	12.2	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,062,170	\$16,077,125	\$985,045	3.0	13
Book, Periodical & Music Stores	4512	\$4,099,584	\$473,979	\$3,625,605	79.3	1
General Merchandise Stores	452	\$117,881,665	\$131,605,602	-\$13,723,937	-5.5	9
Department Stores Excluding Leased Depts.	4521	\$93,087,619	\$63,853,396	\$29,234,223	18.6	1
Other General Merchandise Stores	4529	\$24,794,046	\$67,752,206	-\$42,958,160	-46.4	8
Miscellaneous Store Retailers	453	\$29,852,783	\$19,428,416	\$10,424,367	21.2	29
Florists	4531	\$1,180,278	\$1,176,163	\$4,115	0.2	6
Office Supplies, Stationery & Gift Stores	4532	\$7,028,949	\$2,816,218	\$4,212,731	42.8	5
Used Merchandise Stores	4533	\$4,485,279	\$1,408,288	\$3,076,991	52.2	4
Other Miscellaneous Store Retailers	4539	\$17,158,276	\$14,027,747	\$3,130,529	10.0	14
Nonstore Retailers	454	\$9,498,201	\$14,861,732	-\$5,363,531	-22.0	4
Electronic Shopping & Mail-Order Houses	4541	\$5,540,328	\$14,632,398	-\$9,092,070	-45.1	3
Vending Machine Operators	4542	\$1,031,410	\$0	\$1,031,410	100.0	0
Direct Selling Establishments	4543	\$2,926,463	\$229,334	\$2,697,129	85.5	1
Food Services & Drinking Places	722	\$65,848,457	\$54,586,844	\$11,261,613	9.4	76
Full-Service Restaurants	7221	\$32,776,396	\$14,809,163	\$17,967,233	37.8	33
Limited-Service Eating Places	7222	\$29,294,266	\$39,565,832	-\$10,271,566	-14.9	41
Special Food Services	7223	\$1,688,334	\$57,796	\$1,630,538	93.4	1
Drinking Places - Alcoholic Beverages	7224	\$2,089,459	\$154,052	\$1,935,407	86.3	1

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.

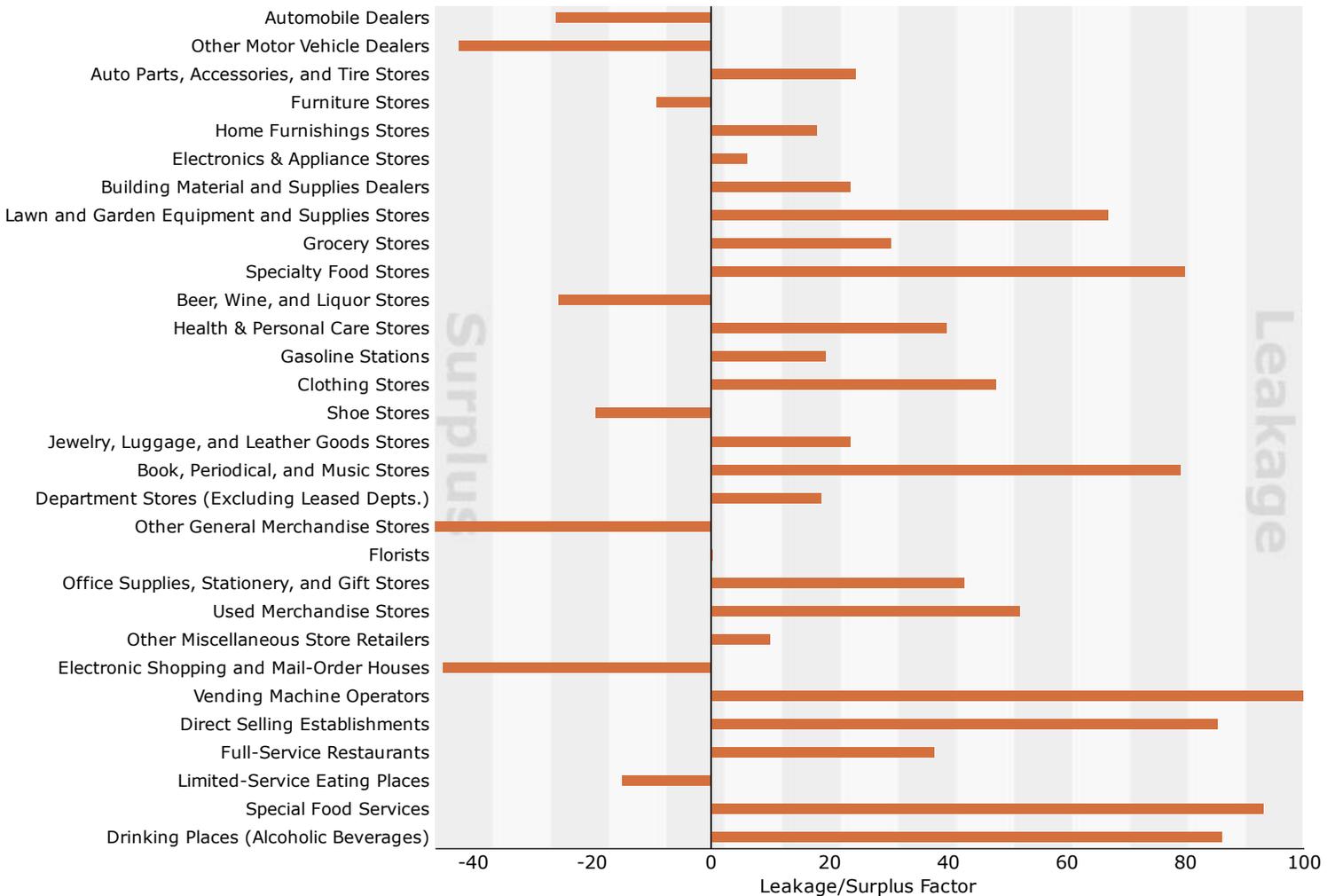
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Summary Demographics

2016 Population	93,838
2016 Households	37,152
2016 Median Disposable Income	\$50,856
2016 Per Capita Income	\$31,940

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,548,291,196	\$1,914,070,161	-\$365,778,965	-10.6	729
Total Retail Trade	44-45	\$1,405,333,912	\$1,780,266,849	-\$374,932,937	-11.8	532
Total Food & Drink	722	\$142,957,284	\$133,803,312	\$9,153,972	3.3	197

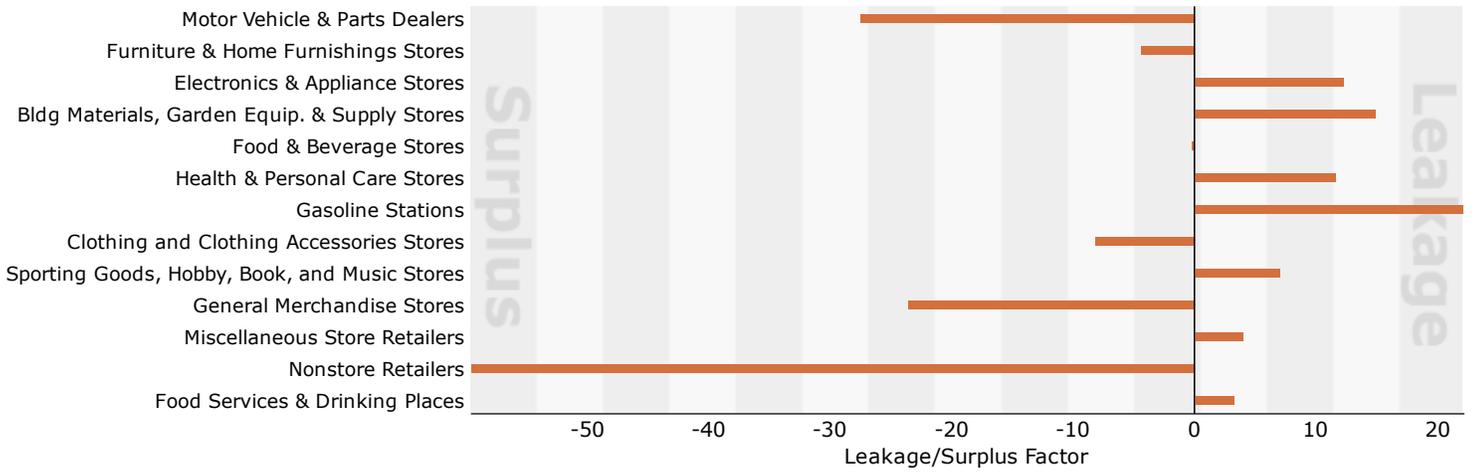
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$318,279,914	\$559,965,643	-\$241,685,729	-27.5	84
Automobile Dealers	4411	\$259,712,271	\$484,575,354	-\$224,863,083	-30.2	49
Other Motor Vehicle Dealers	4412	\$34,994,992	\$55,198,872	-\$20,203,880	-22.4	10
Auto Parts, Accessories & Tire Stores	4413	\$23,572,651	\$20,191,417	\$3,381,234	7.7	25
Furniture & Home Furnishings Stores	442	\$37,458,316	\$40,927,670	-\$3,469,354	-4.4	36
Furniture Stores	4421	\$24,328,198	\$29,577,610	-\$5,249,412	-9.7	20
Home Furnishings Stores	4422	\$13,130,118	\$11,350,060	\$1,780,058	7.3	16
Electronics & Appliance Stores	443	\$78,114,174	\$60,880,727	\$17,233,447	12.4	33
Bldg Materials, Garden Equip. & Supply Stores	444	\$67,520,918	\$49,926,037	\$17,594,881	15.0	31
Bldg Material & Supplies Dealers	4441	\$58,157,979	\$47,125,945	\$11,032,034	10.5	25
Lawn & Garden Equip & Supply Stores	4442	\$9,362,939	\$2,800,093	\$6,562,846	54.0	5
Food & Beverage Stores	445	\$251,893,062	\$253,069,267	-\$1,176,205	-0.2	44
Grocery Stores	4451	\$232,284,687	\$232,584,694	-\$300,007	-0.1	28
Specialty Food Stores	4452	\$12,180,564	\$8,282,086	\$3,898,478	19.1	9
Beer, Wine & Liquor Stores	4453	\$7,427,811	\$12,202,487	-\$4,774,676	-24.3	6
Health & Personal Care Stores	446,4461	\$103,561,578	\$81,697,324	\$21,864,254	11.8	41
Gasoline Stations	447,4471	\$98,033,661	\$62,340,557	\$35,693,104	22.3	31
Clothing & Clothing Accessories Stores	448	\$62,492,263	\$73,694,079	-\$11,201,816	-8.2	69
Clothing Stores	4481	\$39,528,870	\$44,678,066	-\$5,149,196	-6.1	38
Shoe Stores	4482	\$7,578,007	\$14,095,614	-\$6,517,607	-30.1	14
Jewelry, Luggage & Leather Goods Stores	4483	\$15,385,387	\$14,920,400	\$464,987	1.5	17
Sporting Goods, Hobby, Book & Music Stores	451	\$45,813,645	\$39,721,012	\$6,092,633	7.1	39
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,949,035	\$35,042,003	\$1,907,032	2.6	33
Book, Periodical & Music Stores	4512	\$8,864,610	\$4,679,009	\$4,185,601	30.9	6
General Merchandise Stores	452	\$255,968,162	\$414,480,793	-\$158,512,631	-23.6	28
Department Stores Excluding Leased Depts.	4521	\$202,029,808	\$313,692,479	-\$111,662,671	-21.7	9
Other General Merchandise Stores	4529	\$53,938,354	\$100,788,313	-\$46,849,959	-30.3	19
Miscellaneous Store Retailers	453	\$65,081,248	\$60,020,955	\$5,060,293	4.0	87
Florists	4531	\$2,649,046	\$2,234,652	\$414,394	8.5	11
Office Supplies, Stationery & Gift Stores	4532	\$15,299,439	\$24,236,568	-\$8,937,129	-22.6	22
Used Merchandise Stores	4533	\$9,709,629	\$5,775,259	\$3,934,370	25.4	20
Other Miscellaneous Store Retailers	4539	\$37,423,133	\$27,774,476	\$9,648,657	14.8	34
Nonstore Retailers	454	\$21,116,971	\$83,542,785	-\$62,425,814	-59.6	11
Electronic Shopping & Mail-Order Houses	4541	\$12,104,685	\$82,646,207	-\$70,541,522	-74.4	8
Vending Machine Operators	4542	\$2,241,746	\$137,088	\$2,104,658	88.5	1
Direct Selling Establishments	4543	\$6,770,540	\$759,491	\$6,011,049	79.8	2
Food Services & Drinking Places	722	\$142,957,284	\$133,803,312	\$9,153,972	3.3	197
Full-Service Restaurants	7221	\$71,231,831	\$41,593,318	\$29,638,513	26.3	90
Limited-Service Eating Places	7222	\$63,493,104	\$89,374,299	-\$25,881,195	-16.9	91
Special Food Services	7223	\$3,726,223	\$832,493	\$2,893,730	63.5	5
Drinking Places - Alcoholic Beverages	7224	\$4,506,127	\$2,003,201	\$2,502,926	38.5	12

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

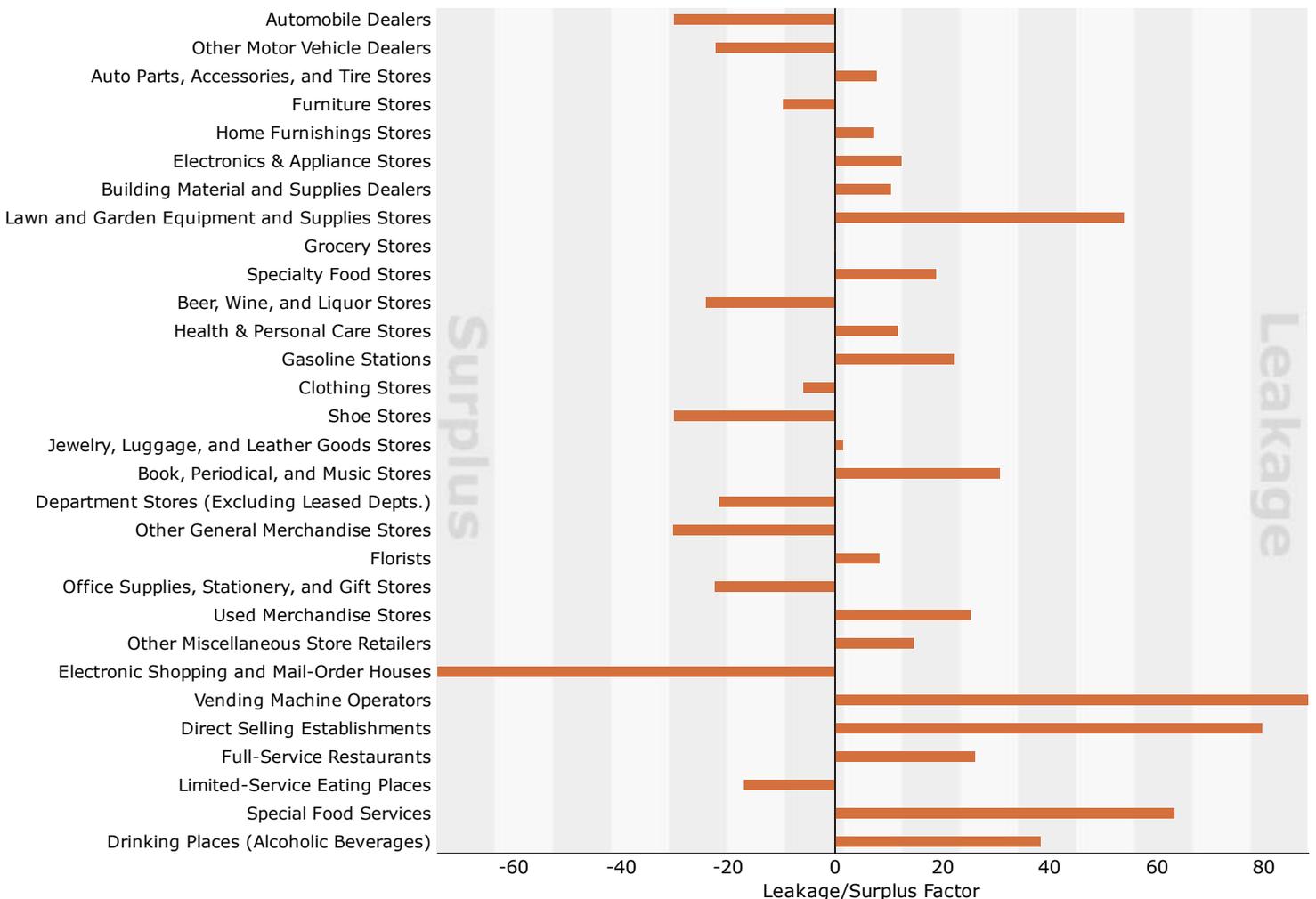
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Demographic Summary	2016	2021
Population	3,830	3,899
Population 18+	2,957	3,030
Households	1,569	1,599
Median Household Income	\$64,297	\$72,801

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,487	50.3%	106
Bought any women's clothing in last 12 months	1,299	43.9%	100
Bought clothing for child <13 years in last 6 months	810	27.4%	99
Bought any shoes in last 12 months	1,607	54.3%	101
Bought costume jewelry in last 12 months	618	20.9%	107
Bought any fine jewelry in last 12 months	533	18.0%	98
Bought a watch in last 12 months	321	10.9%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,430	91.1%	106
HH bought/leased new vehicle last 12 mo	164	10.5%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,700	91.3%	107
Bought/changed motor oil in last 12 months	1,580	53.4%	109
Had tune-up in last 12 months	916	31.0%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,933	65.4%	100
Drank regular cola in last 6 months	1,283	43.4%	97
Drank beer/ale in last 6 months	1,374	46.5%	109
Cameras (Adults)			
Own digital point & shoot camera	1,003	33.9%	116
Own digital single-lens reflex (SLR) camera	290	9.8%	114
Bought any camera in last 12 months	168	5.7%	100
Printed digital photos in last 12 months	98	3.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,108	37.5%	104
Have a smartphone	1,812	61.3%	104
Have a smartphone: Android phone (any brand)	825	27.9%	104
Have a smartphone: Apple iPhone	828	28.0%	108
Number of cell phones in household: 1	450	28.7%	89
Number of cell phones in household: 2	609	38.8%	104
Number of cell phones in household: 3+	439	28.0%	110
HH has cell phone only (no landline telephone)	606	38.6%	92
Computers (Households)			
HH owns a computer	1,282	81.7%	106
HH owns desktop computer	790	50.4%	111
HH owns laptop/notebook	916	58.4%	108
HH owns any Apple/Mac brand computer	238	15.2%	101
HH owns any PC/non-Apple brand computer	1,155	73.6%	108
HH purchased most recent computer in a store	655	41.7%	111
HH purchased most recent computer online	231	14.7%	113
Spent <\$500 on most recent home computer	244	15.6%	107
Spent \$500-\$999 on most recent home computer	358	22.8%	120
Spent \$1,000-\$1,499 on most recent home computer	162	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	75	4.8%	105
Spent \$2,000+ on most recent home computer	60	3.8%	97

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

Withamsville Area
 1112 W Ohio Pike, , OH, 45102
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.05460
 Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,648	55.7%	110
Bought brewed coffee at convenience store in last 30 days	506	17.1%	109
Bought cigarettes at convenience store in last 30 days	376	12.7%	102
Bought gas at convenience store in last 30 days	1,102	37.3%	113
Spent at convenience store in last 30 days: <\$20	255	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	284	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	245	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	140	4.7%	107
Spent at convenience store in last 30 days: \$100+	742	25.1%	110
Entertainment (Adults)			
Attended a movie in last 6 months	1,841	62.3%	105
Went to live theater in last 12 months	407	13.8%	106
Went to a bar/night club in last 12 months	559	18.9%	113
Dined out in last 12 months	1,471	49.7%	111
Gambled at a casino in last 12 months	470	15.9%	116
Visited a theme park in last 12 months	567	19.2%	109
Viewed movie (video-on-demand) in last 30 days	572	19.3%	114
Viewed TV show (video-on-demand) in last 30 days	434	14.7%	114
Watched any pay-per-view TV in last 12 months	413	14.0%	106
Downloaded a movie over the Internet in last 30 days	189	6.4%	89
Downloaded any individual song in last 6 months	687	23.2%	114
Watched a movie online in the last 30 days	441	14.9%	93
Watched a TV program online in last 30 days	462	15.6%	105
Played a video/electronic game (console) in last 12 months	346	11.7%	112
Played a video/electronic game (portable) in last 12 months	153	5.2%	114
Financial (Adults)			
Have home mortgage (1st)	1,126	38.1%	122
Used ATM/cash machine in last 12 months	1,608	54.4%	111
Own any stock	272	9.2%	120
Own U.S. savings bond	192	6.5%	123
Own shares in mutual fund (stock)	249	8.4%	116
Own shares in mutual fund (bonds)	165	5.6%	115
Have interest checking account	1,011	34.2%	121
Have non-interest checking account	926	31.3%	111
Have savings account	1,819	61.5%	114
Have 401K retirement savings plan	517	17.5%	120
Own/used any credit/debit card in last 12 months	2,389	80.8%	108
Avg monthly credit card expenditures: <\$111	394	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	219	7.4%	108
Avg monthly credit card expenditures: \$226-\$450	223	7.5%	119
Avg monthly credit card expenditures: \$451-\$700	184	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	136	4.6%	107
Avg monthly credit card expenditures: \$1,001+	289	9.8%	108
Did banking online in last 12 months	1,217	41.2%	115
Did banking on mobile device in last 12 months	471	15.9%	114
Paid bills online in last 12 months	1,430	48.4%	112

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

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,140	72.7%	105
Used bread in last 6 months	1,492	95.1%	101
Used chicken (fresh or frozen) in last 6 months	1,125	71.7%	104
Used turkey (fresh or frozen) in last 6 months	280	17.8%	113
Used fish/seafood (fresh or frozen) in last 6 months	884	56.3%	103
Used fresh fruit/vegetables in last 6 months	1,381	88.0%	103
Used fresh milk in last 6 months	1,412	90.0%	102
Used organic food in last 6 months	286	18.2%	93
Health (Adults)			
Exercise at home 2+ times per week	971	32.8%	116
Exercise at club 2+ times per week	436	14.7%	113
Visited a doctor in last 12 months	2,376	80.4%	106
Used vitamin/dietary supplement in last 6 months	1,626	55.0%	104
Home (Households)			
Any home improvement in last 12 months	491	31.3%	117
Used housekeeper/maid/professional HH cleaning service in last 12	209	13.3%	101
Purchased low ticket HH furnishings in last 12 months	279	17.8%	111
Purchased big ticket HH furnishings in last 12 months	362	23.1%	110
Bought any small kitchen appliance in last 12 months	388	24.7%	111
Bought any large kitchen appliance in last 12 months	226	14.4%	113
Insurance (Adults/Households)			
Currently carry life insurance	1,449	49.0%	115
Carry medical/hospital/accident insurance	2,099	71.0%	108
Carry homeowner insurance	1,636	55.3%	118
Carry renter's insurance	270	9.1%	112
Have auto insurance: 1 vehicle in household covered	441	28.1%	91
Have auto insurance: 2 vehicles in household covered	504	32.1%	113
Have auto insurance: 3+ vehicles in household covered	426	27.2%	124
Pets (Households)			
Household owns any pet	922	58.8%	109
Household owns any cat	412	26.3%	117
Household owns any dog	689	43.9%	108
Psychographics (Adults)			
Buying American is important to me	1,320	44.6%	105
Usually buy items on credit rather than wait	313	10.6%	90
Usually buy based on quality - not price	508	17.2%	96
Price is usually more important than brand name	719	24.3%	93
Usually use coupons for brands I buy often	584	19.7%	104
Am interested in how to help the environment	428	14.5%	89
Usually pay more for environ safe product	355	12.0%	94
Usually value green products over convenience	275	9.3%	88
Likely to buy a brand that supports a charity	1,009	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	433	14.6%	111
Bought hardcover book in last 12 months	677	22.9%	109
Bought paperback book in last 12 month	976	33.0%	105
Read any daily newspaper (paper version)	824	27.9%	107
Read any digital newspaper in last 30 days	1,041	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	2,748	92.9%	102

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

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

Retail Market Potential

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

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	2,353	79.6%	107
Went to family restaurant/steak house: 4+ times a month	901	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	2,702	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,196	40.4%	102
Fast food/drive-in last 6 months: eat in	1,124	38.0%	105
Fast food/drive-in last 6 months: home delivery	234	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	1,511	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	575	19.4%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,000	33.8%	107
Own e-reader/tablet: iPad	473	16.0%	104
Own any portable MP3 player	1,018	34.4%	112
HH owns 1 TV	277	17.7%	86
HH owns 2 TVs	410	26.1%	101
HH owns 3 TVs	374	23.8%	111
HH owns 4+ TVs	342	21.8%	115
HH subscribes to cable TV	831	53.0%	107
HH subscribes to fiber optic	112	7.1%	94
HH has satellite dish	388	24.7%	97
HH owns DVD/Blu-ray player	1,016	64.8%	107
HH owns camcorder	271	17.3%	124
HH owns portable GPS navigation device	512	32.6%	119
HH purchased video game system in last 12 mos	110	7.0%	88
HH owns Internet video device for TV	114	7.3%	103
Travel (Adults)			
Domestic travel in last 12 months	1,655	56.0%	112
Took 3+ domestic non-business trips in last 12 months	396	13.4%	121
Spent on domestic vacations in last 12 months: <\$1,000	361	12.2%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	199	6.7%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	116	3.9%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	138	4.7%	120
Spent on domestic vacations in last 12 months: \$3,000+	192	6.5%	118
Domestic travel in the 12 months: used general travel website	203	6.9%	101
Foreign travel in last 3 years	712	24.1%	100
Took 3+ foreign trips by plane in last 3 years	126	4.3%	95
Spent on foreign vacations in last 12 months: <\$1,000	120	4.1%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	88	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	141	4.8%	96
Foreign travel in last 3 years: used general travel website	158	5.3%	96
Nights spent in hotel/motel in last 12 months: any	1,333	45.1%	111
Took cruise of more than one day in last 3 years	243	8.2%	98
Member of any frequent flyer program	499	16.9%	103
Member of any hotel rewards program	515	17.4%	123

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

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Demographic Summary		2016	2021
Population		42,918	44,864
Population 18+		32,794	34,305
Households		17,551	18,398
Median Household Income		\$59,661	\$68,378

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,096	49.1%	104
Bought any women's clothing in last 12 months	14,763	45.0%	102
Bought clothing for child <13 years in last 6 months	9,203	28.1%	102
Bought any shoes in last 12 months	18,172	55.4%	103
Bought costume jewelry in last 12 months	6,834	20.8%	107
Bought any fine jewelry in last 12 months	6,083	18.5%	101
Bought a watch in last 12 months	3,924	12.0%	109
Automobiles (Households)			
HH owns/leases any vehicle	15,925	90.7%	106
HH bought/leased new vehicle last 12 mo	1,791	10.2%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,609	90.3%	106
Bought/changed motor oil in last 12 months	16,922	51.6%	105
Had tune-up in last 12 months	10,452	31.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,437	65.4%	100
Drank regular cola in last 6 months	14,597	44.5%	99
Drank beer/ale in last 6 months	14,957	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	10,709	32.7%	112
Own digital single-lens reflex (SLR) camera	3,321	10.1%	117
Bought any camera in last 12 months	1,980	6.0%	106
Printed digital photos in last 12 months	1,012	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,472	38.0%	105
Have a smartphone	20,930	63.8%	108
Have a smartphone: Android phone (any brand)	9,637	29.4%	109
Have a smartphone: Apple iPhone	9,363	28.6%	110
Number of cell phones in household: 1	5,394	30.7%	96
Number of cell phones in household: 2	6,913	39.4%	105
Number of cell phones in household: 3+	4,515	25.7%	101
HH has cell phone only (no landline telephone)	7,718	44.0%	105
Computers (Households)			
HH owns a computer	14,391	82.0%	107
HH owns desktop computer	8,540	48.7%	107
HH owns laptop/notebook	10,351	59.0%	109
HH owns any Apple/Mac brand computer	2,759	15.7%	105
HH owns any PC/non-Apple brand computer	12,767	72.7%	107
HH purchased most recent computer in a store	7,196	41.0%	109
HH purchased most recent computer online	2,548	14.5%	111
Spent <\$500 on most recent home computer	2,639	15.0%	104
Spent \$500-\$999 on most recent home computer	3,754	21.4%	112
Spent \$1,000-\$1,499 on most recent home computer	1,894	10.8%	114
Spent \$1,500-\$1,999 on most recent home computer	851	4.8%	106
Spent \$2,000+ on most recent home computer	690	3.9%	100

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Retail Market Potential

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,851	54.4%	107
Bought brewed coffee at convenience store in last 30 days	5,365	16.4%	104
Bought cigarettes at convenience store in last 30 days	3,973	12.1%	97
Bought gas at convenience store in last 30 days	12,164	37.1%	112
Spent at convenience store in last 30 days: <\$20	2,931	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	3,019	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	2,699	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	1,491	4.5%	103
Spent at convenience store in last 30 days: \$100+	8,067	24.6%	107
Entertainment (Adults)			
Attended a movie in last 6 months	20,493	62.5%	105
Went to live theater in last 12 months	4,610	14.1%	108
Went to a bar/night club in last 12 months	6,384	19.5%	117
Dined out in last 12 months	16,551	50.5%	113
Gambled at a casino in last 12 months	4,811	14.7%	107
Visited a theme park in last 12 months	6,095	18.6%	106
Viewed movie (video-on-demand) in last 30 days	6,165	18.8%	111
Viewed TV show (video-on-demand) in last 30 days	4,612	14.1%	109
Watched any pay-per-view TV in last 12 months	4,514	13.8%	105
Downloaded a movie over the Internet in last 30 days	2,447	7.5%	104
Downloaded any individual song in last 6 months	7,804	23.8%	117
Watched a movie online in the last 30 days	5,525	16.8%	105
Watched a TV program online in last 30 days	5,423	16.5%	111
Played a video/electronic game (console) in last 12 months	3,688	11.2%	108
Played a video/electronic game (portable) in last 12 months	1,676	5.1%	112
Financial (Adults)			
Have home mortgage (1st)	11,603	35.4%	114
Used ATM/cash machine in last 12 months	17,849	54.4%	111
Own any stock	2,759	8.4%	110
Own U.S. savings bond	1,740	5.3%	100
Own shares in mutual fund (stock)	2,634	8.0%	111
Own shares in mutual fund (bonds)	1,747	5.3%	110
Have interest checking account	10,409	31.7%	113
Have non-interest checking account	10,261	31.3%	111
Have savings account	19,680	60.0%	111
Have 401K retirement savings plan	5,631	17.2%	118
Own/used any credit/debit card in last 12 months	26,203	79.9%	107
Avg monthly credit card expenditures: <\$111	4,200	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	2,264	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	2,306	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	1,903	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	1,363	4.2%	96
Avg monthly credit card expenditures: \$1,001+	3,068	9.4%	103
Did banking online in last 12 months	13,841	42.2%	118
Did banking on mobile device in last 12 months	5,730	17.5%	125
Paid bills online in last 12 months	16,397	50.0%	116

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Retail Market Potential

Withamsville Area
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Ring: 3 mile radius

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Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,335	70.3%	101
Used bread in last 6 months	16,617	94.7%	101
Used chicken (fresh or frozen) in last 6 months	12,296	70.1%	102
Used turkey (fresh or frozen) in last 6 months	2,908	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	9,581	54.6%	100
Used fresh fruit/vegetables in last 6 months	15,261	87.0%	101
Used fresh milk in last 6 months	15,496	88.3%	100
Used organic food in last 6 months	3,363	19.2%	97
Health (Adults)			
Exercise at home 2+ times per week	10,155	31.0%	109
Exercise at club 2+ times per week	4,918	15.0%	115
Visited a doctor in last 12 months	25,711	78.4%	103
Used vitamin/dietary supplement in last 6 months	18,073	55.1%	104
Home (Households)			
Any home improvement in last 12 months	5,052	28.8%	107
Used housekeeper/maid/professional HH cleaning service in last 12	2,282	13.0%	99
Purchased low ticket HH furnishings in last 12 months	3,107	17.7%	110
Purchased big ticket HH furnishings in last 12 months	3,969	22.6%	108
Bought any small kitchen appliance in last 12 months	4,239	24.2%	109
Bought any large kitchen appliance in last 12 months	2,306	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	15,057	45.9%	108
Carry medical/hospital/accident insurance	22,883	69.8%	106
Carry homeowner insurance	16,925	51.6%	110
Carry renter's insurance	3,476	10.6%	130
Have auto insurance: 1 vehicle in household covered	5,439	31.0%	100
Have auto insurance: 2 vehicles in household covered	5,368	30.6%	107
Have auto insurance: 3+ vehicles in household covered	4,223	24.1%	110
Pets (Households)			
Household owns any pet	9,785	55.8%	104
Household owns any cat	4,253	24.2%	108
Household owns any dog	7,241	41.3%	101
Psychographics (Adults)			
Buying American is important to me	13,944	42.5%	100
Usually buy items on credit rather than wait	3,607	11.0%	94
Usually buy based on quality - not price	5,668	17.3%	96
Price is usually more important than brand name	8,593	26.2%	100
Usually use coupons for brands I buy often	6,392	19.5%	103
Am interested in how to help the environment	4,902	14.9%	92
Usually pay more for environ safe product	3,882	11.8%	93
Usually value green products over convenience	2,998	9.1%	87
Likely to buy a brand that supports a charity	10,885	33.2%	95
Reading (Adults)			
Bought digital book in last 12 months	4,986	15.2%	115
Bought hardcover book in last 12 months	7,681	23.4%	112
Bought paperback book in last 12 month	11,168	34.1%	109
Read any daily newspaper (paper version)	8,301	25.3%	97
Read any digital newspaper in last 30 days	11,719	35.7%	107
Read any magazine (paper/electronic version) in last 6 months	30,353	92.6%	102

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Retail Market Potential

Withamsville Area
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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	25,973	79.2%	106
Went to family restaurant/steak house: 4+ times a month	10,153	31.0%	113
Went to fast food/drive-in restaurant in last 6 months	30,194	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,846	42.2%	107
Fast food/drive-in last 6 months: eat in	12,744	38.9%	107
Fast food/drive-in last 6 months: home delivery	2,807	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	16,861	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	6,843	20.9%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,559	35.2%	111
Own e-reader/tablet: iPad	5,432	16.6%	108
Own any portable MP3 player	11,219	34.2%	111
HH owns 1 TV	3,522	20.1%	98
HH owns 2 TVs	4,523	25.8%	99
HH owns 3 TVs	4,004	22.8%	107
HH owns 4+ TVs	3,433	19.6%	104
HH subscribes to cable TV	9,294	53.0%	107
HH subscribes to fiber optic	1,353	7.7%	101
HH has satellite dish	3,908	22.3%	88
HH owns DVD/Blu-ray player	11,249	64.1%	106
HH owns camcorder	2,586	14.7%	106
HH owns portable GPS navigation device	5,355	30.5%	111
HH purchased video game system in last 12 mos	1,287	7.3%	92
HH owns Internet video device for TV	1,314	7.5%	106
Travel (Adults)			
Domestic travel in last 12 months	18,139	55.3%	110
Took 3+ domestic non-business trips in last 12 months	4,006	12.2%	110
Spent on domestic vacations in last 12 months: <\$1,000	3,868	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,970	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,219	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,307	4.0%	102
Spent on domestic vacations in last 12 months: \$3,000+	2,123	6.5%	117
Domestic travel in the 12 months: used general travel website	2,189	6.7%	99
Foreign travel in last 3 years	8,224	25.1%	104
Took 3+ foreign trips by plane in last 3 years	1,451	4.4%	98
Spent on foreign vacations in last 12 months: <\$1,000	1,433	4.4%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,066	3.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	1,568	4.8%	96
Foreign travel in last 3 years: used general travel website	1,710	5.2%	93
Nights spent in hotel/motel in last 12 months: any	14,829	45.2%	111
Took cruise of more than one day in last 3 years	2,945	9.0%	107
Member of any frequent flyer program	5,973	18.2%	112
Member of any hotel rewards program	5,490	16.7%	119

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Retail Market Potential

Withamsville Area
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Demographic Summary	2016	2021
Population	93,838	96,996
Population 18+	71,233	73,935
Households	37,152	38,522
Median Household Income	\$61,249	\$70,689

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	35,115	49.3%	104
Bought any women's clothing in last 12 months	32,315	45.4%	103
Bought clothing for child <13 years in last 6 months	19,953	28.0%	102
Bought any shoes in last 12 months	39,455	55.4%	103
Bought costume jewelry in last 12 months	14,794	20.8%	106
Bought any fine jewelry in last 12 months	13,160	18.5%	101
Bought a watch in last 12 months	8,268	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	33,573	90.4%	106
HH bought/leased new vehicle last 12 mo	3,828	10.3%	110
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	64,244	90.2%	106
Bought/changed motor oil in last 12 months	36,850	51.7%	105
Had tune-up in last 12 months	22,200	31.2%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	46,726	65.6%	100
Drank regular cola in last 6 months	31,392	44.1%	98
Drank beer/ale in last 6 months	32,435	45.5%	107
Cameras (Adults)			
Own digital point & shoot camera	22,942	32.2%	110
Own digital single-lens reflex (SLR) camera	6,929	9.7%	113
Bought any camera in last 12 months	4,222	5.9%	104
Printed digital photos in last 12 months	2,193	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	26,968	37.9%	105
Have a smartphone	44,255	62.1%	106
Have a smartphone: Android phone (any brand)	20,391	28.6%	106
Have a smartphone: Apple iPhone	19,792	27.8%	107
Number of cell phones in household: 1	11,339	30.5%	95
Number of cell phones in household: 2	14,501	39.0%	104
Number of cell phones in household: 3+	9,713	26.1%	103
HH has cell phone only (no landline telephone)	15,934	42.9%	102
Computers (Households)			
HH owns a computer	30,080	81.0%	105
HH owns desktop computer	17,910	48.2%	106
HH owns laptop/notebook	21,511	57.9%	107
HH owns any Apple/Mac brand computer	5,712	15.4%	102
HH owns any PC/non-Apple brand computer	26,730	71.9%	106
HH purchased most recent computer in a store	14,988	40.3%	107
HH purchased most recent computer online	5,213	14.0%	107
Spent <\$500 on most recent home computer	5,523	14.9%	102
Spent \$500-\$999 on most recent home computer	7,824	21.1%	110
Spent \$1,000-\$1,499 on most recent home computer	3,836	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	1,772	4.8%	105
Spent \$2,000+ on most recent home computer	1,486	4.0%	102

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Retail Market Potential

Withamsville Area
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	38,678	54.3%	107
Bought brewed coffee at convenience store in last 30 days	11,795	16.6%	105
Bought cigarettes at convenience store in last 30 days	9,077	12.7%	102
Bought gas at convenience store in last 30 days	26,071	36.6%	111
Spent at convenience store in last 30 days: <\$20	6,260	8.8%	108
Spent at convenience store in last 30 days: \$20-\$39	6,533	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	5,778	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	3,173	4.5%	101
Spent at convenience store in last 30 days: \$100+	17,602	24.7%	108
Entertainment (Adults)			
Attended a movie in last 6 months	43,998	61.8%	104
Went to live theater in last 12 months	9,853	13.8%	106
Went to a bar/night club in last 12 months	13,314	18.7%	112
Dined out in last 12 months	35,442	49.8%	111
Gambled at a casino in last 12 months	10,465	14.7%	107
Visited a theme park in last 12 months	13,012	18.3%	104
Viewed movie (video-on-demand) in last 30 days	13,380	18.8%	111
Viewed TV show (video-on-demand) in last 30 days	9,904	13.9%	108
Watched any pay-per-view TV in last 12 months	9,679	13.6%	103
Downloaded a movie over the Internet in last 30 days	5,149	7.2%	101
Downloaded any individual song in last 6 months	16,101	22.6%	111
Watched a movie online in the last 30 days	11,415	16.0%	100
Watched a TV program online in last 30 days	11,105	15.6%	104
Played a video/electronic game (console) in last 12 months	7,839	11.0%	105
Played a video/electronic game (portable) in last 12 months	3,548	5.0%	109
Financial (Adults)			
Have home mortgage (1st)	25,466	35.8%	115
Used ATM/cash machine in last 12 months	38,022	53.4%	109
Own any stock	6,021	8.5%	110
Own U.S. savings bond	3,831	5.4%	102
Own shares in mutual fund (stock)	5,795	8.1%	112
Own shares in mutual fund (bonds)	3,777	5.3%	109
Have interest checking account	22,646	31.8%	113
Have non-interest checking account	21,936	30.8%	109
Have savings account	42,156	59.2%	110
Have 401K retirement savings plan	11,966	16.8%	116
Own/used any credit/debit card in last 12 months	56,490	79.3%	106
Avg monthly credit card expenditures: <\$111	9,102	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	4,903	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	5,015	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	4,145	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	3,004	4.2%	98
Avg monthly credit card expenditures: \$1,001+	6,834	9.6%	106
Did banking online in last 12 months	29,238	41.0%	115
Did banking on mobile device in last 12 months	11,667	16.4%	117
Paid bills online in last 12 months	34,451	48.4%	112

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Retail Market Potential

Withamsville Area
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Ring: 5 mile radius

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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	26,491	71.3%	103
Used bread in last 6 months	35,186	94.7%	101
Used chicken (fresh or frozen) in last 6 months	26,073	70.2%	102
Used turkey (fresh or frozen) in last 6 months	6,223	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	20,361	54.8%	100
Used fresh fruit/vegetables in last 6 months	32,303	86.9%	101
Used fresh milk in last 6 months	32,965	88.7%	101
Used organic food in last 6 months	7,005	18.9%	96
Health (Adults)			
Exercise at home 2+ times per week	21,793	30.6%	108
Exercise at club 2+ times per week	10,335	14.5%	111
Visited a doctor in last 12 months	55,898	78.5%	104
Used vitamin/dietary supplement in last 6 months	39,213	55.0%	104
Home (Households)			
Any home improvement in last 12 months	10,830	29.2%	109
Used housekeeper/maid/professional HH cleaning service in last 12	4,932	13.3%	101
Purchased low ticket HH furnishings in last 12 months	6,419	17.3%	108
Purchased big ticket HH furnishings in last 12 months	8,261	22.2%	106
Bought any small kitchen appliance in last 12 months	8,866	23.9%	107
Bought any large kitchen appliance in last 12 months	4,960	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	33,144	46.5%	109
Carry medical/hospital/accident insurance	49,417	69.4%	106
Carry homeowner insurance	37,560	52.7%	112
Carry renter's insurance	6,708	9.4%	116
Have auto insurance: 1 vehicle in household covered	11,405	30.7%	100
Have auto insurance: 2 vehicles in household covered	11,250	30.3%	106
Have auto insurance: 3+ vehicles in household covered	9,081	24.4%	112
Pets (Households)			
Household owns any pet	20,966	56.4%	105
Household owns any cat	9,101	24.5%	109
Household owns any dog	15,613	42.0%	103
Psychographics (Adults)			
Buying American is important to me	31,171	43.8%	103
Usually buy items on credit rather than wait	8,045	11.3%	96
Usually buy based on quality - not price	12,574	17.7%	98
Price is usually more important than brand name	18,561	26.1%	99
Usually use coupons for brands I buy often	13,961	19.6%	104
Am interested in how to help the environment	10,610	14.9%	91
Usually pay more for environ safe product	8,571	12.0%	94
Usually value green products over convenience	6,703	9.4%	90
Likely to buy a brand that supports a charity	24,016	33.7%	97
Reading (Adults)			
Bought digital book in last 12 months	10,575	14.8%	112
Bought hardcover book in last 12 months	16,032	22.5%	107
Bought paperback book in last 12 month	23,897	33.5%	107
Read any daily newspaper (paper version)	18,804	26.4%	101
Read any digital newspaper in last 30 days	25,089	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	65,904	92.5%	102

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

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

Retail Market Potential

Withamsville Area
1112 W Ohio Pike, , OH, 45102
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.05460
Longitude: -84.25645

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	56,182	78.9%	106
Went to family restaurant/steak house: 4+ times a month	21,627	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	65,389	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	29,669	41.7%	106
Fast food/drive-in last 6 months: eat in	27,211	38.2%	105
Fast food/drive-in last 6 months: home delivery	5,818	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	36,261	50.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	14,437	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	24,492	34.4%	108
Own e-reader/tablet: iPad	11,545	16.2%	106
Own any portable MP3 player	23,838	33.5%	109
HH owns 1 TV	7,153	19.3%	94
HH owns 2 TVs	9,673	26.0%	100
HH owns 3 TVs	8,359	22.5%	105
HH owns 4+ TVs	7,494	20.2%	107
HH subscribes to cable TV	19,550	52.6%	106
HH subscribes to fiber optic	2,865	7.7%	101
HH has satellite dish	8,569	23.1%	91
HH owns DVD/Blu-ray player	23,544	63.4%	105
HH owns camcorder	5,556	15.0%	107
HH owns portable GPS navigation device	11,369	30.6%	111
HH purchased video game system in last 12 mos	2,750	7.4%	93
HH owns Internet video device for TV	2,677	7.2%	102
Travel (Adults)			
Domestic travel in last 12 months	38,824	54.5%	109
Took 3+ domestic non-business trips in last 12 months	8,719	12.2%	110
Spent on domestic vacations in last 12 months: <\$1,000	8,043	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,365	6.1%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,675	3.8%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,046	4.3%	110
Spent on domestic vacations in last 12 months: \$3,000+	4,521	6.3%	115
Domestic travel in the 12 months: used general travel website	4,824	6.8%	100
Foreign travel in last 3 years	17,460	24.5%	102
Took 3+ foreign trips by plane in last 3 years	3,074	4.3%	96
Spent on foreign vacations in last 12 months: <\$1,000	3,152	4.4%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,205	3.1%	95
Spent on foreign vacations in last 12 months: \$3,000+	3,402	4.8%	96
Foreign travel in last 3 years: used general travel website	3,736	5.2%	94
Nights spent in hotel/motel in last 12 months: any	31,729	44.5%	110
Took cruise of more than one day in last 3 years	6,284	8.8%	105
Member of any frequent flyer program	12,638	17.7%	109
Member of any hotel rewards program	11,779	16.5%	117

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