# HAMILTON COUNTY SITE SELECTION STUDY

## CONTAINER FOOD HALL

JUNE 2021

URBAN FAST FORWARD

HAMILTON COUNTY • OHIO • ESTABLISHED 1790

# INTRODUCTION

Shipping containers, ubiquitous at ports and freight terminals or on the bed of trucks travelling across the country, these steel boxes traverse the world protecting goods and materials as they travel to their destinations. According to some estimates, there are over 20.5 million shipping containers circling the globe.

Coming out of the Great Recession, people began to look for cheaper materials for housing and other more temporary uses with low overhead. Shipping containers appeared to be a solution as they were cheap and numerous which made them an attractive building option for pop-up retail, mobile galleries, and even for housing.

This was realized when a developer funded the construction of a food hall and market on a building site in Brooklyn, New York during the recession. By 2011, the development was mothballed due to the economic downturn and developers were unsure of what to do with the site. Instead of leaving it empty, they recycled 22 shipping containers into temporary stores with a mix of retailers and food vending. Dekalb Market was born. Dekalb Market served as the template for how temporary activation can continue to build community vibrancy. Repurposed shipping containers offered an easy and common building material to make a large impact on a limited budget. The concept took off and within a few years, container-based food halls cropped up around the world.

**Delkalb Market, *Brooklyn, NY***
Credit: Brooklynbased.com

But not in smaller markets like Cincinnati. The concept was often discussed but rarely executed until 2020 when two container-related food halls opened in Northern Kentucky. One is Bridgeview and is part of the Newport on the Levee redevelopment, the other, Covington Yard, is located just over a mile away in Covington, KY.

So far, none have opened within Hamilton County, the county that contains the City of Cincinnati. This report attempts to identify potential areas within Hamilton County where a container food hall could be situated for best outcomes and impacts for county communities. The objectives of this report are:

- Determine the appropriate site/municipality which could support this type of development.
- Determine where this type of development could provide the most economic impact to the municipality and surrounding areas.
- Determine best practices in siting, construction, and operations to ensure success on the chosen site and in the community.

## ABOUT HAMILTON COUNTY

Located in the southwest portion of Ohio, Hamilton County is the third most populous county in

the state with a population of 802,374 as of the 2010 Census. The county is home to over 40 municipal jurisdictions with the largest being the city of Cincinnati.

## ABOUT HAMILTON COUNTY

**802,374**
POPULATION

**36.6**
MEDIAN AGE

**$57,189**
MEDIAN HOUSEHOLD INCOME

**418,318**
NUMBER OF EMPLOYEES

*Data from usadata.io*

## ABOUT SHIPPING CONTAINERS AS CONSTRUCTION MATERIALS

Acquiring shipping containers can be easy if the developer is working with a knowledgeable and experienced contractor. It is often difficult to repurpose used containers as their prior usage in shipping goods and materials often generates opportunities for contamination that prohibit them from utilization as habitable space under health and building codes. New containers are somewhat more costly.

Single-trip, high-cube containers are the most expensive used option but also the most construction-ready. Each container is 8′x40′x9.5′ and is roughly 320 square feet in area. Preparing the containers for a "white box" delivery, where the container is framed and fitted out for retail, is the cheapest option. Restaurant usage would include potential increased costs as locations must be determined for a range hood and kitchen.

Container developments range in size and scope. Some projects utilize one or a few containers to lend ambiance to a wider development. Others vary in scale. Detroit Shipping Company, for example, has 22 containers and is 10,000 square feet. The Downtown Container Project in Las Vegas, NV is even larger. Others such as Gather in Greenville, SC or Covington Yard in Covington, KY are smaller and use between five and 10 containers.

Preferred sites for container park developments often follow similar guidelines to more conventional projects. One important consideration is usage. Most are often a combination of retail, restaurant, bar, and event space. These are qualities also found in food halls and market spaces. Sites generally are flat and out of flood plains. Access is important as well as proximity to adequate population and potential customer base. Additionally, context should be considered including proximity to other amenities which draw a diverse consumer base so that this concept can spark or complement existing growth.

In the Cincinnati/Hamilton County region, the spine of the region's population primarily exists between Interstate 75 and 71. Other population centers exist on the west side where Westwood, one of Cincinnati's most populated neighborhoods, is located.

**Common Ground,** ***Seoul, South Korea***



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# CASE STUDY: DETROIT SHIPPING CO.

*Detroit, MI*

Situated in Detroit's revitalizing Cass Street Corridor, the Detroit Shipping Company had an unlikely start. Founded by an entrepreneur family in the painting industry, Detroit Shipping Company was investigating other city neighborhoods such as Corktown, before finding its present location. The project, built from more than 20 shipping containers over two floors was enticed to locate just off of Cass Street by city incentives, zoning changes, and the opportunity for future expansion.

Originally envisioned as an 11 container food hall, the concept expanded when the city changed the site to a different zoning district which allowed for live music. The site itself last had a building in 1988. It took 10 months to construct the building. Foundation footers were pile driven to bedrock. Containers were locally sourced, multi-use boxes that did not require remediation and acquired through a third-party. Ownership is now planning a three-story container park expansion on the adjacent gravel parking lot.

There are six food operators in the food hall. The hall also hosts events and features amenities such as  a podcast studio and art gallery on the second floor. The ownership aims to recruit experienced food service operators or anyone looking to open a new concept. There is common management to ensure menus do not overlap and that there is a diversity of experiences for patrons.

The lease structure - as of 2019 - included a base rate plus triple net terms. The property owner has also provided tenant improvement dollars for non-removable infrastructure at build out.

# SITE SELECTION CRITERIA AND METHODOLOGY

Hamilton County jurisdictions were ranked and reviewed in three rounds of analysis to determine suitable locations for the subject concept. Round 1 examined the entire county, identifying geographic elements, population centers, and disposable income. Round 2 analyzed racial diversity within the selected jurisdictions as well as accessibility for pedestrians, cyclists, and vehicles. Those jurisdictions that moved on to Round 3 underwent a detailed market analysis. From this assessment, three jurisdictions and two alternates were identified as top potential locations for a container food hall.

## ROUND 1

The first round examined geography, population density, and median household income. Jurisdictions which had large flood plains and many railways were not suitable, for example, due to flood risks and noise concerns. In order to support a food hall, there must be significant population density, either within the jurisdiction itself or within a close range. A dot density map was created to identify areas of high population density for Hamilton County. One-, three-, and five-mile radii were overlaid to capture adjacent areas. The research team found that households with higher disposable income are more likely to patronize food halls. Therefore, a suitable location and its adjacent communities was defined as having a median household income of at least $45,000. Population density, median household income, and race data was gathered from the US Census ACS 5-year 2015-2019.

Eight jurisdictions were selected based on the above criteria and moved into the second round.

Round 1 candidates were: Anderson Township, City of Cheviot, Columbia Township, Village of Newtown, City of Norwood, City of Reading, Village of Silverton, and Village of St. Bernard.

**GEOGRAPHIC CONSTRAINTS**

FLOOD PLAIN

| | |
|---|---|
| -1 | Any part of jurisdiction is in flood plain |
| -2 | More than one section of jurisdiction is in flood plain |
| -3 | Less than half of jurisdiction is in flood plain |
| -4 | Half of jurisdiction is in flood plain |
| -5 | Majority of jurisdiction is in flood plain |

RAILWAY

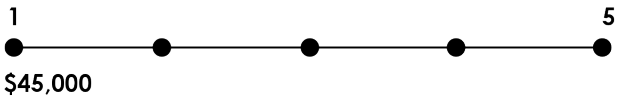
| | |
|---|---|
| -1 | Railway crosses through one section of jurisdiction |
| -2 | Railway crosses through two sections of jurisdiction |
| -3 | Railway crosses through three sections of jurisdiction |
| -4 | Railway crosses through four sections of jurisdiction |
| -5 | Railway crosses through five sections of jurisdiction |

**DEMOGRAPHIC PROFILE**

POPULATION DENSITY

| | |
|---|---|
| 1 | Within 3 miles of population density center |
| 2 | Within 2 miles of population density center |
| 3 | Within 1 mile of population density center |
| 4 | Community is a population density center and near adjacent density |
| 5 | Community is a population density center surrounded by adjacent density |

DISPOSABLE INCOME



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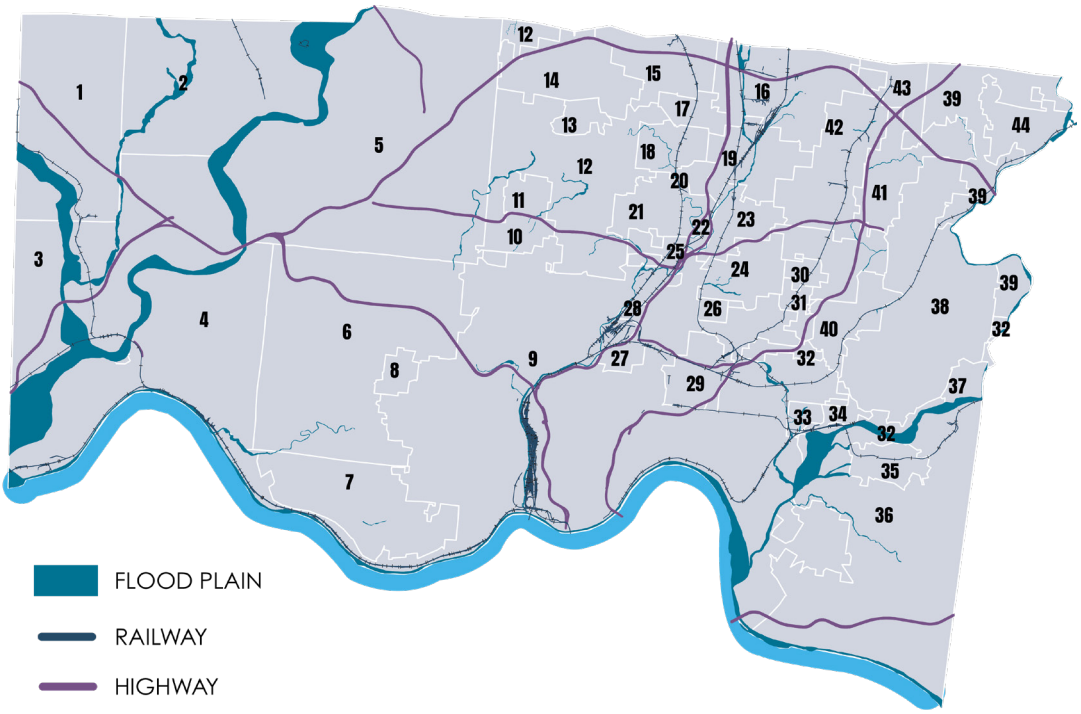
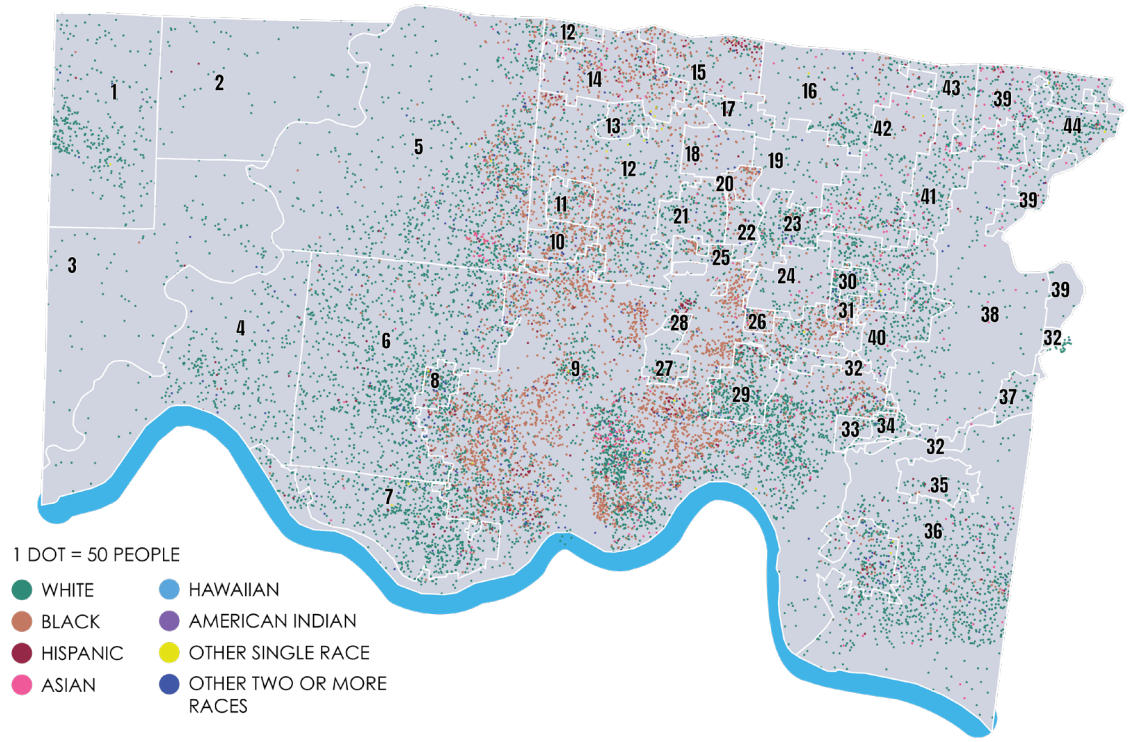
# GEOGRAPHIC CONSTRAINTS




*Data from US Census ACS 5-year 2015-2019*

# DIVERSITY




*Data from US Census ACS 5-year 2015-2019*

1. Harrison Twp
2. Crosby Twp
3. Whitewater Twp
4. Miami Twp
5. Colerain Twp
6. Green Twp
7. Delhi Twp
8. Cheviot
9. City of Cincinnati
10. North College Hill
11. Mt. Healthy
12. Springfield Twp
13. Greenhills
14. Forest Park
15. Springdale
16. Sharonville
17. Glendale
18. Woodlawn
19. Evendale
20. Lincoln Heights
21. Wyoming
22. Lockland
23. Reading
24. Amberly Village
25. Arlington Heights
26. Golf Manor
27. St. Bernard
28. Elmwood Place
29. Norwood
30. Deer Park
31. Silverton
32. Columbia Twp
33. Fairfax
34. Mariemont
35. Newtown
36. Anderson Twp
37. Terrace Park
38. Indian Hill
39. Symmes Twp
40. Madeira
41. Montgomery
42. Blue Ash
43. Sycamore Twp
44. Loveland



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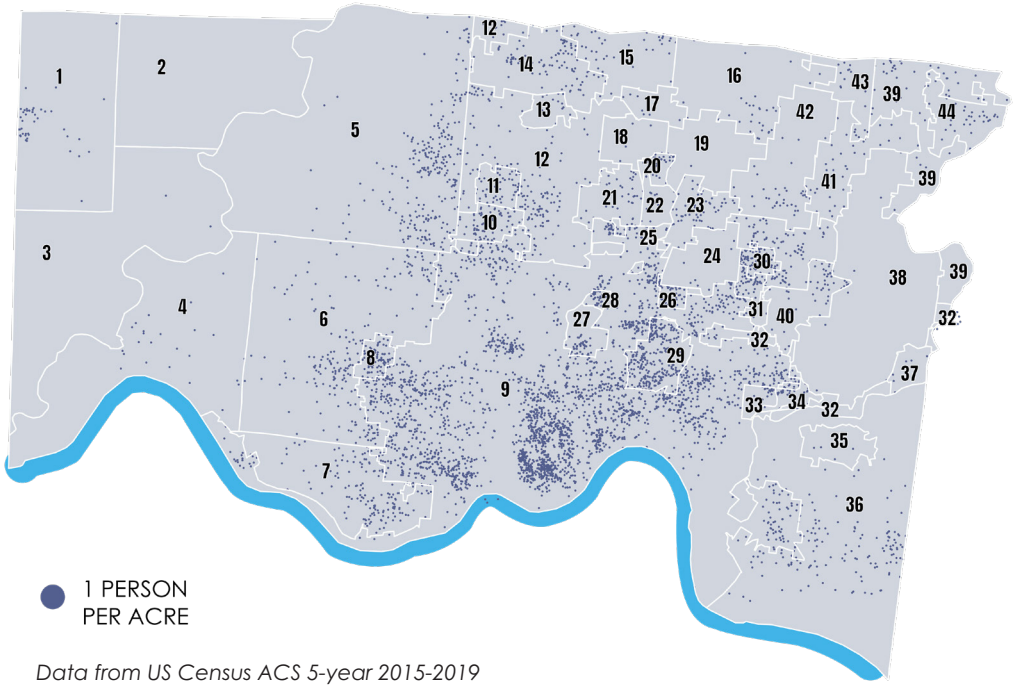
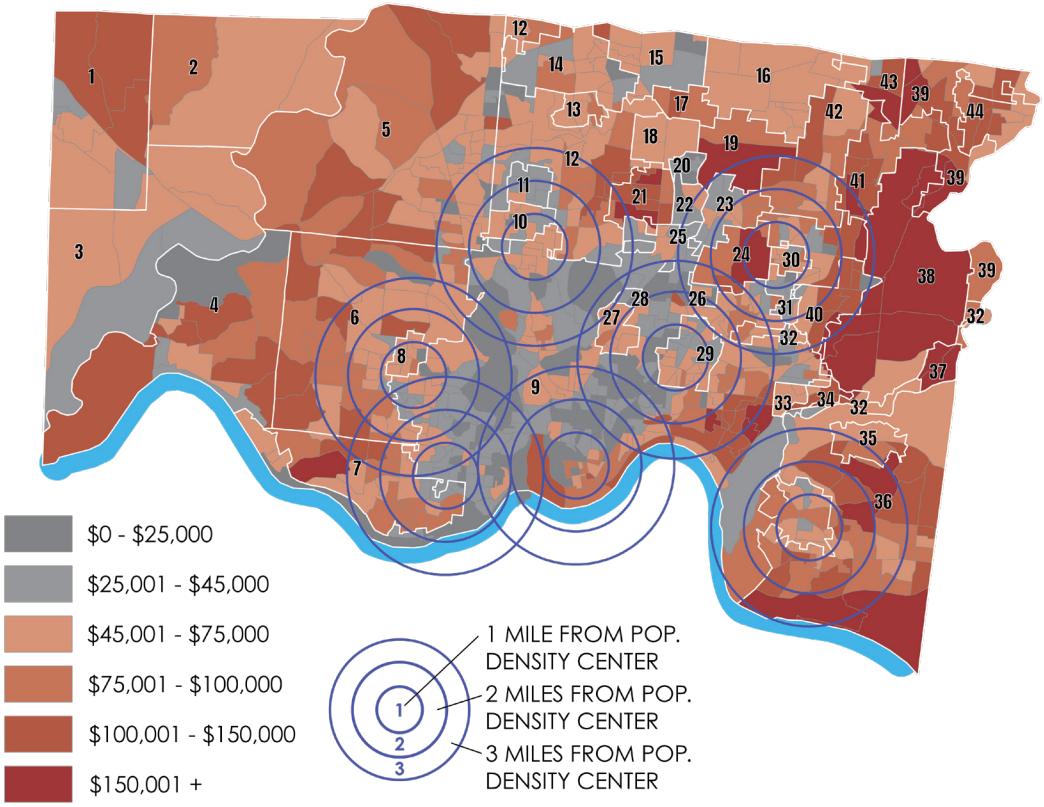
# POPULATION DENSITY




*Data from US Census ACS 5-year 2015-2019*

# MEDIAN HOUSEHOLD INCOME AND POPULATION DENSITY

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## ROUND 2

For the second round of analysis, the eight jurisdictions were placed in a matrix, which scored each on the geographic constraints and demographic profiles from Round 1, along with diversity and accessibility, all on a scale of 1-5. Geographic constraints were scored on a negative scale and demographic profiles and accessibility were scored on a positive scale. The scoring for each criterion is shown in the box to the right.

Successful food halls have a wide range of vendors which attracts a diverse audience. A suitable location for a food hall is one that is in or adjacent to racially diverse communities. The map on page 6 shows the racial makeup of Hamilton County, with each color dot representing 50 people of a specific race. Those jurisdictions with more diversity within the community and in adjacent communities received high scores while those with little diversity scored low. Accessibility was examined on three levels: the pedestrian, the cyclist,

**DEMOGRAPHIC PROFILE**

DIVERSITY

1 — 5

Low diversity in community and adjacent areas

Community and surrounding area is diverse

**ACCESSIBILITY**

VEHICLE ACCESSIBILITY

1 — 5

Has remote access to main roads and highways

Has many points of access to main roads and highways

BICYCLE ACCESSIBILITY

1 — 5

Some bike infrastructure

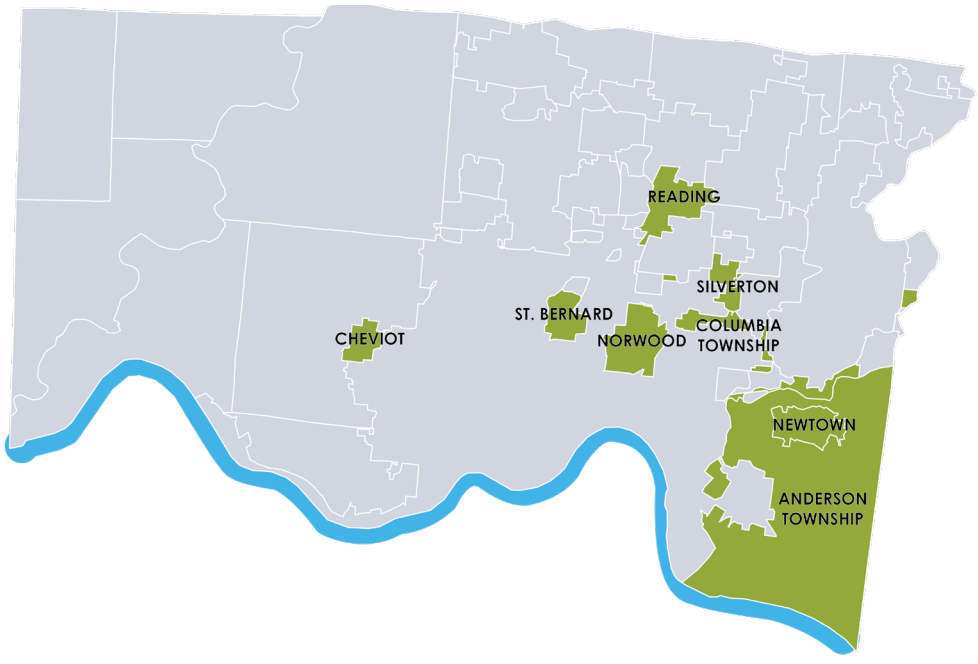
Has bike trail that connects communities

PEDESTRIAN ACCESSIBILITY

1 — 5

Sidewalks on some

Extensive network of sidewalks



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and the vehicle. A successful food hall should be easily accessible by multiple modes of transportation. Locations in walkable areas of commercial activity or near bike trails that are community connectors are particularly attractive. The right locations also must have good highway access to attract those from outside the locality.

Totals were tabulated for each jurisdiction and the top six moved on to the final round of scoring. Those jurisdictions are: Anderson Township, City of Cheviot, Village of Newtown, City of Norwood, City of Reading, and Village of Silverton.

## ROUND 2 SCORING

| JURISDICTION | ANDERSON TWP | CHEVIOT | COLUMBIA TWP | NEWTOWN | NORWOOD | READING | SILVERTON | ST. BERNARD |
|---|---|---|---|---|---|---|---|---|
| GEOGRAPHIC CONSTRAINTS | | | | | | | | |
| FLOODPLAIN | -2 | 0 | -1 | 0 | 0 | -1 | 0 | 0 |
| RAILWAY | -1 | 0 | -2 | -1 | -3 | -1 | -1 | -4 |
| SUB-TOTAL | -3 | 0 | -3 | -1 | -3 | -2 | -1 | -4 |
| DEMOGRAPHIC PROFILE | | | | | | | | |
| POPULATION DENSITY | 3 | 4 | 2 | 2 | 5 | 3 | 4 | 3 |
| MEDIAN INCOME | 5 | 3 | 3 | 4 | 2 | 2 | 1 | 2 |
| DIVERSITY | 2 | 3 | 2 | 2 | 4 | 3 | 5 | 2 |
| SUB-TOTAL | 10 | 10 | 7 | 8 | 11 | 8 | 10 | 7 |
| ACCESSIBILITY | | | | | | | | |
| HIGHWAY ACCESSIBILITY | 2 | 2 | 3 | 1 | 5 | 5 | 3 | 4 |
| BICYCLE ACCESSIBILITY | 3 | 0 | 0 | 3 | 4 | 1 | 0 | 0 |
| PEDESTRIAN ACCESSIBILITY | 1 | 4 | 1 | 2 | 5 | 4 | 5 | 5 |
| SUB-TOTAL | 6 | 6 | 4 | 6 | 14 | 10 | 8 | 9 |
| **ROUND 2 TOTAL** | **13** | **21** | **8** | **13** | **22** | **16** | **17** | **12** |

## ROUND 3

A detailed market analysis was conducted for the top six jurisdictions. ESRI's Business Analyst System was used to pull retail and restaurant market potential reports and Tapestry Segmentation data for each community. This data was not used to score jurisdictions but rather as general evidence to inform the site selection search. Retail and restaurant market potential reports estimate the number of households in each geography that will buy a certain product or shop at a certain type of establishment. ESRI's Tapestry Segmentation reports break jurisdictions into demographic and socioeconomic segments to help viewers better understand the community's habits and needs. The full ESRI reports can be found in the appendix.

ESRI's Retail MarketPlace Profile reports were run for each of the six jurisdictions to determine demand and supply for the food and beverage industry. The surplus/leakage sections of these reports are used to identify if demand exceeds supply or vice versa. If there is leakage, there may be opportunity for new retailers to enter the trade area or for existing retailers to expand. The six jurisdictions were scored on a 1-5 scale based on their surplus/leakage factors for the Food Services & Drinking Places industry and its sub-industries, Special Food Services, Drinking Places, and Restaurants/Other Eating Places.

The final factor used in scoring is Destiny Drivers. This criterion is based on Urban Fast Forward's understanding of the local retail and restaurant market and understanding of individual community momentum and character. Some communities have characteristics and assets that would mesh well with a food hall concept while other communities may be a more unlikely fit. Each jurisdiction was scored on a 1-5 scale based on the team consensus, with 5 representing communities that have high momentum and are a good fit for a container-based food hall concept.

| MARKET ANALYSIS | |
|---|---|
| SURPLUS/LEAKAGE | |
| 1 | All negative factors |
| 2 | Some positive factors |
| 3 | At least half positive factors |
| 4 | All positive factors |
| 5 | All positive factors, mostly high |
| DESTINY DRIVERS | |
| 1 ● ● ● ● ● 5 | |
| Level of community momentum based on market knowledge and expertise | |

**Downtown Container Park, *Clark County, Nevada***

# ROUND 3 SCORING

| JURISDICTION | ANDERSON TWP | CHEVIOT | NEWTOWN | NORWOOD | READING | SILVERTON |
|---|---|---|---|---|---|---|
| GEOGRAPHIC CONSTRAINTS | | | | | | |
| FLOODPLAIN | -2 | 0 | 0 | 0 | -1 | 0 |
| RAILWAY | -1 | 0 | -1 | -3 | -1 | -1 |
| SUB-TOTAL | -3 | 0 | -1 | -3 | -2 | -1 |
| DEMOGRAPHIC PROFILE | | | | | | |
| POPULATION DENSITY | 3 | 4 | 2 | 5 | 3 | 4 |
| MEDIAN INCOME | 5 | 3 | 4 | 2 | 2 | 1 |
| DIVERSITY | 2 | 3 | 2 | 4 | 3 | 5 |
| SUB-TOTAL | 10 | 10 | 8 | 11 | 8 | 10 |
| ACCESSIBILITY | | | | | | |
| HIGHWAY ACCESSIBILITY | 2 | 2 | 1 | 5 | 5 | 3 |
| BICYCLE ACCESSIBILITY | 3 | 0 | 3 | 4 | 1 | 0 |
| PEDESTRIAN ACCESSIBILITY | 1 | 4 | 2 | 5 | 4 | 5 |
| SUB-TOTAL | 6 | 6 | 6 | 14 | 10 | 8 |
| **ROUND 2 TOTAL** | **13** | **21** | **13** | **22** | **16** | **17** |
| MARKET ANALYSIS | | | | | | |
| SURPLUS/ LEAKAGE | 5 | 1 | 4 | 2 | 1 | 3 |
| DESTINY DRIVERS | 0 | 4 | 2 | 5 | 3 | 5 |
| SUB TOTAL | 5 | 5 | 6 | 7 | 4 | 8 |
| **ROUND 3 TOTAL** | **18** | **21** | **19** | **29** | **20** | **25** |

# CASE STUDY: COVINGTON YARD

*Covington, KY*

Opening in September 2020, during the height of the COVID-19 pandemic, Covington Yard is one of the Cincinnati region's first container-style food halls. Located at 401 Greenup Street on the site of a former parking lot, the development contains a turf green space surrounded by vendors and amenities operating out 12 decommissioned shipping containers and a permanent bar, which is in a rehabbed garage building.

Four local food vendors lease the containers: Django Western Taco, Mr. Bulgogi, Yard Bird, and Hangry Omar's. Django's Covington Yard space is its third location in the region, with another in downtown Cincinnati and a recently closed location in Northside. Mr. Bulgogi's and Hangry Omar's are new concepts from local restaurateurs. For Yard Bird, an established pop-up fried chicken concept, this is its only restaurant space.

Covington Yard uses shipping containers in multiple styles. Five 20 foot high cube containers used as kitchens and serving areas are fully enclosed with a window for customer interaction. Three 20 foot containers are open on one side to be used for an event stage and covered seating areas, some of which can be rented out by groups. The restrooms are located in two 20 foot high cube containers with doors on either side. One 10 foot storage container is used for the entryway into the development. Modifications done to the containers include doors, service windows, finished walls, flooring, paint, insulation, lighting, plumbing and HVAC. (PacVan.com) The restrooms are ADA accessible, which required further modifications.

The former garage building contains the permanent bar, operated by Covington Yard. A metal awning attached to the garage provides cover for patrons from the rain and sun, but also traps noise when the patio is busy. The entire development is dog-friendly, which is heavily promoted on the Yard's website.

Josh Niederhelman, principal of Covcor Real Estate Investments, is the project manager behind the Covington Yard development. When asked about the idea behind the project, he said: "Covington Yard kind of came about as an opportunity for us to create a sense of community for the people in Covington. A lot of residents don't have a backyard or really any yard at all." (WCPO)

This open-air concept became even more important during the pandemic. Originally scheduled to open in March of 2020, COVID-19 restrictions combined with construction and supply-line delays pushed the opening to September 2020. Operating at reduced capacity and with pandemic safety protocols, Covington Yard provided people an opportunity to socialize in a safe outdoor setting.

# ANALYSIS RESULTS

The top locations for a container-based food hall in Hamilton County are:

- **City of Norwood**
- **Village of Silverton**
- **City of Cheviot**

Alternates:

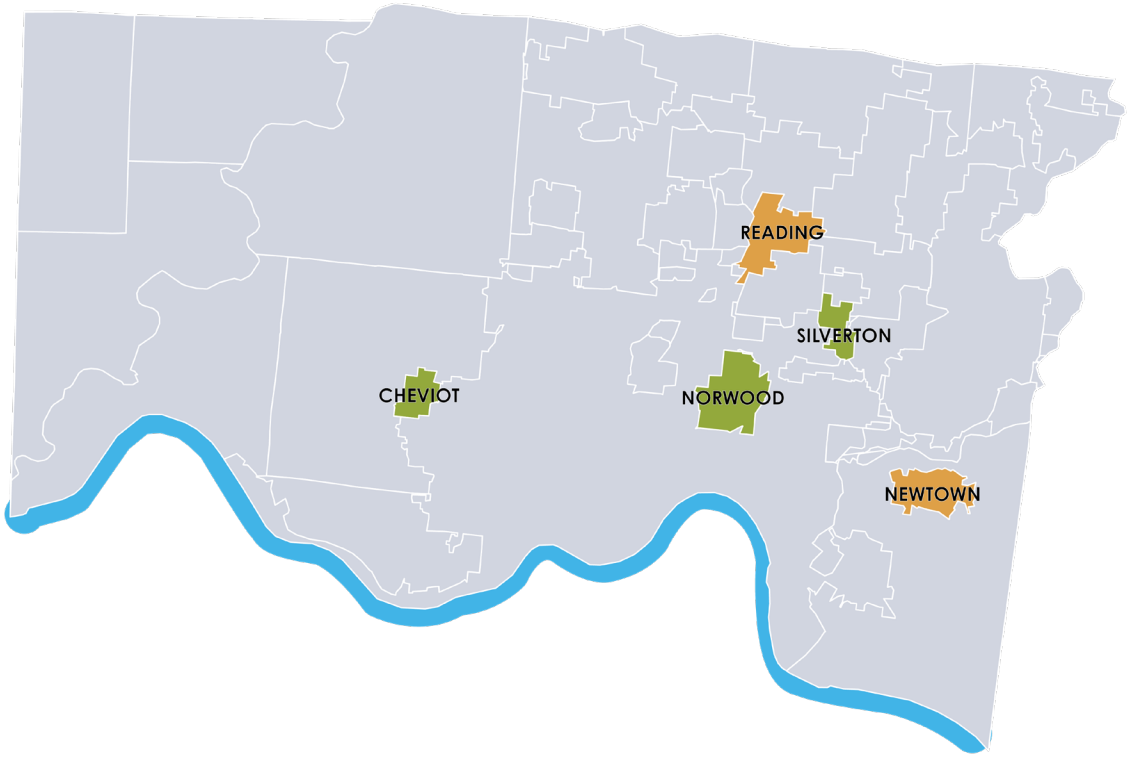
- **City of Reading**
- **Village of Newtown**

# NEXT STEPS

As indicated by the foregoing analysis, the most suitable jurisdictions in Hamilton County have been identified for this business concept. The next step is to identify specific sites within Norwood, Cheviot, Silverton, Newtown and Reading that could potentially house a container food hall.

Phase II of the site selection process will involve exploring each jurisdiction for suitable sites for the container hall. The planning team will analyze the opportunities and challenges of each site including, land use regulations, accessibility, parking, and momentum drivers.

Urban Fast Forward will identify potential partners in each jurisdiction, meet with municipal representatives to discuss project coordination and potenitally engage stakeholders to determine the community's willingness to acquiesce this type of project.



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# Retail MarketPlace Profile

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 43,042 |
| 2020 Households | 15,919 |
| 2020 Median Disposable Income | $81,056 |
| 2020 Per Capita Income | $50,003 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $895,998,230 | $537,190,966 | $358,807,264 | 25.0 | 239 |
| Total Retail Trade | 44-45 | $807,352,138 | $468,366,322 | $338,985,816 | 26.6 | 156 |
| Total Food & Drink | 722 | $88,646,092 | $68,824,644 | $19,821,448 | 12.6 | 83 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $170,854,761 | $161,263,764 | $9,590,997 | 2.9 | 21 |
| Automobile Dealers | 4411 | $137,219,930 | $153,434,387 | -$16,214,457 | -5.6 | 14 |
| Other Motor Vehicle Dealers | 4412 | $16,102,429 | $0 | $16,102,429 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | $17,532,402 | $7,829,377 | $9,703,025 | 38.3 | 7 |
| Furniture & Home Furnishings Stores | 442 | $25,035,824 | $2,424,013 | $22,611,811 | 82.3 | 4 |
| Furniture Stores | 4421 | $14,965,417 | $1,796,642 | $13,168,775 | 78.6 | 3 |
| Home Furnishings Stores | 4422 | $10,070,407 | $627,371 | $9,443,036 | 88.3 | 1 |
| Electronics & Appliance Stores | 443 | $26,407,785 | $29,395,336 | -$2,987,551 | -5.4 | 9 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $60,865,756 | $7,906,142 | $52,959,614 | 77.0 | 12 |
| Bldg Material & Supplies Dealers | 4441 | $55,801,898 | $4,986,792 | $50,815,106 | 83.6 | 8 |
| Lawn & Garden Equip & Supply Stores | 4442 | $5,063,858 | $2,919,350 | $2,144,508 | 26.9 | 4 |
| Food & Beverage Stores | 445 | $137,692,370 | $81,005,577 | $56,686,793 | 25.9 | 24 |
| Grocery Stores | 4451 | $123,653,599 | $69,385,428 | $54,268,171 | 28.1 | 12 |
| Specialty Food Stores | 4452 | $7,722,756 | $7,217,915 | $504,841 | 3.4 | 8 |
| Beer, Wine & Liquor Stores | 4453 | $6,316,015 | $4,402,234 | $1,913,781 | 17.9 | 4 |
| Health & Personal Care Stores | 446,4461 | $58,781,130 | $32,206,397 | $26,574,733 | 29.2 | 14 |
| Gasoline Stations | 447,4471 | $86,130,768 | $12,670,282 | $73,460,486 | 74.4 | 4 |
| Clothing & Clothing Accessories Stores | 448 | $40,033,951 | $12,375,826 | $27,658,125 | 52.8 | 11 |
| Clothing Stores | 4481 | $25,416,693 | $6,462,677 | $18,954,016 | 59.5 | 6 |
| Shoe Stores | 4482 | $5,654,367 | $2,170,753 | $3,483,614 | 44.5 | 2 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $8,962,891 | $3,742,396 | $5,220,495 | 41.1 | 3 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $18,798,062 | $11,497,064 | $7,300,998 | 24.1 | 13 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $15,602,150 | $11,391,478 | $4,210,672 | 15.6 | 12 |
| Book, Periodical & Music Stores | 4512 | $3,195,912 | $105,586 | $3,090,326 | 93.6 | 1 |
| General Merchandise Stores | 452 | $136,172,546 | $94,959,291 | $41,213,255 | 17.8 | 8 |
| Department Stores Excluding Leased Depts. | 4521 | $95,852,822 | $89,540,476 | $6,312,346 | 3.4 | 3 |
| Other General Merchandise Stores | 4529 | $40,319,724 | $5,418,815 | $34,900,909 | 76.3 | 5 |
| Miscellaneous Store Retailers | 453 | $33,815,497 | $22,066,181 | $11,749,316 | 21.0 | 34 |
| Florists | 4531 | $1,845,649 | $1,241,017 | $604,632 | 19.6 | 4 |
| Office Supplies, Stationery & Gift Stores | 4532 | $7,571,995 | $7,162,293 | $409,702 | 2.8 | 9 |
| Used Merchandise Stores | 4533 | $4,893,327 | $3,276,093 | $1,617,234 | 19.8 | 6 |
| Other Miscellaneous Store Retailers | 4539 | $19,504,526 | $10,386,778 | $9,117,748 | 30.5 | 15 |
| Nonstore Retailers | 454 | $12,763,688 | $596,449 | $12,167,239 | 91.1 | 2 |
| Electronic Shopping & Mail-Order Houses | 4541 | $8,102,947 | $374,276 | $7,728,671 | 91.2 | 1 |
| Vending Machine Operators | 4542 | $1,254,360 | $0 | $1,254,360 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | $3,406,381 | $222,173 | $3,184,208 | 87.8 | 1 |
| Food Services & Drinking Places | 722 | $88,646,092 | $68,824,644 | $19,821,448 | 12.6 | 83 |
| Special Food Services | 7223 | $2,526,646 | $601,175 | $1,925,471 | 61.6 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | $3,348,356 | $773,506 | $2,574,850 | 62.5 | 5 |
| Restaurants/Other Eating Places | 7225 | $82,771,090 | $67,449,963 | $15,321,127 | 10.2 | 77 |

**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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# Retail MarketPlace Profile

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 8,486 |
| 2020 Households | 3,838 |
| 2020 Median Disposable Income | $41,377 |
| 2020 Per Capita Income | $27,252 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $96,692,800 | $41,305,743 | $55,387,057 | 40.1 | 67 |
| Total Retail Trade | 44-45 | $87,476,926 | $28,037,550 | $59,439,376 | 51.5 | 40 |
| Total Food & Drink | 722 | $9,215,874 | $13,268,193 | -$4,052,319 | -18.0 | 27 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $18,665,229 | $3,634,009 | $15,031,220 | 67.4 | 4 |
| Automobile Dealers | 4411 | $15,060,623 | $2,106,884 | $12,953,739 | 75.5 | 2 |
| Other Motor Vehicle Dealers | 4412 | $1,733,404 | $0 | $1,733,404 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | $1,871,202 | $1,527,125 | $344,077 | 10.1 | 2 |
| Furniture & Home Furnishings Stores | 442 | $2,574,208 | $513,600 | $2,060,608 | 66.7 | 1 |
| Furniture Stores | 4421 | $1,608,160 | $513,600 | $1,094,560 | 51.6 | 1 |
| Home Furnishings Stores | 4422 | $966,048 | $0 | $966,048 | 100.0 | 0 |
| Electronics & Appliance Stores | 443 | $2,764,732 | $1,449,540 | $1,315,192 | 31.2 | 2 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $5,852,676 | $2,249,994 | $3,602,682 | 44.5 | 3 |
| Bldg Material & Supplies Dealers | 4441 | $5,356,130 | $2,249,994 | $3,106,136 | 40.8 | 3 |
| Lawn & Garden Equip & Supply Stores | 4442 | $496,546 | $0 | $496,546 | 100.0 | 0 |
| Food & Beverage Stores | 445 | $15,449,518 | $4,607,356 | $10,842,162 | 54.1 | 4 |
| Grocery Stores | 4451 | $13,898,433 | $3,500,038 | $10,398,395 | 59.8 | 2 |
| Specialty Food Stores | 4452 | $878,200 | $1,107,318 | -$229,118 | -11.5 | 2 |
| Beer, Wine & Liquor Stores | 4453 | $672,885 | $0 | $672,885 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | $6,442,565 | $3,434,784 | $3,007,781 | 30.5 | 1 |
| Gasoline Stations | 447,4471 | $9,991,676 | $2,113,372 | $7,878,304 | 65.1 | 1 |
| Clothing & Clothing Accessories Stores | 448 | $4,024,635 | $1,863,755 | $2,160,880 | 36.7 | 7 |
| Clothing Stores | 4481 | $2,628,773 | $1,469,383 | $1,159,390 | 28.3 | 6 |
| Shoe Stores | 4482 | $584,327 | $0 | $584,327 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $811,535 | $394,372 | $417,163 | 34.6 | 1 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $1,971,961 | $2,559,682 | -$587,721 | -13.0 | 5 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $1,619,050 | $2,243,876 | -$624,826 | -16.2 | 3 |
| Book, Periodical & Music Stores | 4512 | $352,911 | $315,806 | $37,105 | 5.5 | 2 |
| General Merchandise Stores | 452 | $14,665,888 | $1,083,575 | $13,582,313 | 86.2 | 2 |
| Department Stores Excluding Leased Depts. | 4521 | $10,169,759 | $0 | $10,169,759 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | $4,496,129 | $1,083,575 | $3,412,554 | 61.2 | 2 |
| Miscellaneous Store Retailers | 453 | $3,751,395 | $4,527,883 | -$776,488 | -9.4 | 10 |
| Florists | 4531 | $159,233 | $880,340 | -$721,107 | -69.4 | 2 |
| Office Supplies, Stationery & Gift Stores | 4532 | $783,941 | $733,120 | $50,821 | 3.3 | 3 |
| Used Merchandise Stores | 4533 | $531,240 | $962,468 | -$431,228 | -28.9 | 2 |
| Other Miscellaneous Store Retailers | 4539 | $2,276,981 | $1,951,955 | $325,026 | 7.7 | 3 |
| Nonstore Retailers | 454 | $1,322,443 | $0 | $1,322,443 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | $843,185 | $0 | $843,185 | 100.0 | 0 |
| Vending Machine Operators | 4542 | $134,475 | $0 | $134,475 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | $344,783 | $0 | $344,783 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | $9,215,874 | $13,268,193 | -$4,052,319 | -18.0 | 27 |
| Special Food Services | 7223 | $261,085 | $1,176,939 | -$915,854 | -63.7 | 2 |
| Drinking Places - Alcoholic Beverages | 7224 | $342,498 | $756,317 | -$413,819 | -37.7 | 4 |
| Restaurants/Other Eating Places | 7225 | $8,612,291 | $11,334,937 | -$2,722,646 | -13.6 | 21 |

**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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# Retail MarketPlace Profile

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 2,687 |
| 2020 Households | 1,152 |
| 2020 Median Disposable Income | $69,920 |
| 2020 Per Capita Income | $52,249 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $61,877,878 | $21,804,513 | $40,073,365 | 47.9 | 29 |
| Total Retail Trade | 44-45 | $55,962,995 | $18,735,812 | $37,227,183 | 49.8 | 19 |
| Total Food & Drink | 722 | $5,914,883 | $3,068,701 | $2,846,182 | 31.7 | 10 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $12,224,196 | $1,361,894 | $10,862,302 | 80.0 | 1 |
| Automobile Dealers | 4411 | $9,873,847 | $0 | $9,873,847 | 100.0 | 0 |
| Other Motor Vehicle Dealers | 4412 | $1,159,127 | $1,361,894 | -$202,767 | -8.0 | 1 |
| Auto Parts, Accessories & Tire Stores | 4413 | $1,191,222 | $0 | $1,191,222 | 100.0 | 0 |
| Furniture & Home Furnishings Stores | 442 | $1,676,888 | $0 | $1,676,888 | 100.0 | 0 |
| Furniture Stores | 4421 | $1,017,548 | $0 | $1,017,548 | 100.0 | 0 |
| Home Furnishings Stores | 4422 | $659,340 | $0 | $659,340 | 100.0 | 0 |
| Electronics & Appliance Stores | 443 | $1,752,301 | $1,566,796 | $185,505 | 5.6 | 2 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $4,139,015 | $7,236,700 | -$3,097,685 | -27.2 | 5 |
| Bldg Material & Supplies Dealers | 4441 | $3,814,213 | $933,577 | $2,880,636 | 60.7 | 1 |
| Lawn & Garden Equip & Supply Stores | 4442 | $324,802 | $6,303,123 | -$5,978,321 | -90.2 | 4 |
| Food & Beverage Stores | 445 | $9,540,367 | $6,129,546 | $3,410,821 | 21.8 | 3 |
| Grocery Stores | 4451 | $8,586,410 | $5,726,346 | $2,860,064 | 20.0 | 2 |
| Specialty Food Stores | 4452 | $539,653 | $0 | $539,653 | 100.0 | 0 |
| Beer, Wine & Liquor Stores | 4453 | $414,304 | $403,200 | $11,104 | 1.4 | 1 |
| Health & Personal Care Stores | 446,4461 | $4,054,739 | $0 | $4,054,739 | 100.0 | 0 |
| Gasoline Stations | 447,4471 | $6,291,635 | $0 | $6,291,635 | 100.0 | 0 |
| Clothing & Clothing Accessories Stores | 448 | $2,576,252 | $186,761 | $2,389,491 | 86.5 | 1 |
| Clothing Stores | 4481 | $1,667,462 | $186,761 | $1,480,701 | 79.9 | 1 |
| Shoe Stores | 4482 | $382,759 | $0 | $382,759 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $526,031 | $0 | $526,031 | 100.0 | 0 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $1,254,523 | $1,911,636 | -$657,113 | -20.8 | 3 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $1,041,697 | $1,911,636 | -$869,939 | -29.5 | 3 |
| Book, Periodical & Music Stores | 4512 | $212,826 | $0 | $212,826 | 100.0 | 0 |
| General Merchandise Stores | 452 | $9,257,375 | $0 | $9,257,375 | 100.0 | 0 |
| Department Stores Excluding Leased Depts. | 4521 | $6,447,323 | $0 | $6,447,323 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | $2,810,052 | $0 | $2,810,052 | 100.0 | 0 |
| Miscellaneous Store Retailers | 453 | $2,364,437 | $342,479 | $2,021,958 | 74.7 | 4 |
| Florists | 4531 | $105,899 | $152,466 | -$46,567 | -18.0 | 1 |
| Office Supplies, Stationery & Gift Stores | 4532 | $507,953 | $50,683 | $457,270 | 81.9 | 1 |
| Used Merchandise Stores | 4533 | $325,774 | $55,527 | $270,247 | 70.9 | 1 |
| Other Miscellaneous Store Retailers | 4539 | $1,424,811 | $83,803 | $1,341,008 | 88.9 | 1 |
| Nonstore Retailers | 454 | $831,267 | $0 | $831,267 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | $541,518 | $0 | $541,518 | 100.0 | 0 |
| Vending Machine Operators | 4542 | $85,578 | $0 | $85,578 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | $204,171 | $0 | $204,171 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | $5,914,883 | $3,068,701 | $2,846,182 | 31.7 | 10 |
| Special Food Services | 7223 | $169,537 | $134,412 | $35,125 | 11.6 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | $210,390 | $171,890 | $38,500 | 10.1 | 1 |
| Restaurants/Other Eating Places | 7225 | $5,534,956 | $2,762,399 | $2,772,557 | 33.4 | 8 |

**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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# Retail MarketPlace Profile

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 19,744 |
| 2020 Households | 8,628 |
| 2020 Median Disposable Income | $39,045 |
| 2020 Per Capita Income | $27,929 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $229,515,610 | $411,096,900 | -$181,581,290 | -28.3 | 224 |
| Total Retail Trade | 44-45 | $207,145,252 | $333,807,252 | -$126,662,000 | -23.4 | 147 |
| Total Food & Drink | 722 | $22,370,358 | $77,289,648 | -$54,919,290 | -55.1 | 77 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $43,840,392 | $29,053,167 | $14,787,225 | 20.3 | 8 |
| Automobile Dealers | 4411 | $35,425,887 | $18,955,302 | $16,470,585 | 30.3 | 4 |
| Other Motor Vehicle Dealers | 4412 | $3,977,690 | $0 | $3,977,690 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | $4,436,815 | $10,097,865 | -$5,661,050 | -38.9 | 4 |
| Furniture & Home Furnishings Stores | 442 | $6,093,199 | $17,087,727 | -$10,994,528 | -47.4 | 8 |
| Furniture Stores | 4421 | $3,883,001 | $7,692,501 | -$3,809,500 | -32.9 | 3 |
| Home Furnishings Stores | 4422 | $2,210,198 | $9,395,226 | -$7,185,028 | -61.9 | 5 |
| Electronics & Appliance Stores | 443 | $6,687,471 | $8,745,253 | -$2,057,782 | -13.3 | 6 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $12,950,775 | $7,149,213 | $5,801,562 | 28.9 | 9 |
| Bldg Material & Supplies Dealers | 4441 | $11,893,183 | $7,149,213 | $4,743,970 | 24.9 | 9 |
| Lawn & Garden Equip & Supply Stores | 4442 | $1,057,592 | $0 | $1,057,592 | 100.0 | 0 |
| Food & Beverage Stores | 445 | $37,016,206 | $75,892,320 | -$38,876,114 | -34.4 | 23 |
| Grocery Stores | 4451 | $33,278,545 | $72,572,847 | -$39,294,302 | -37.1 | 17 |
| Specialty Food Stores | 4452 | $2,109,765 | $2,949,237 | -$839,472 | -16.6 | 5 |
| Beer, Wine & Liquor Stores | 4453 | $1,627,896 | $370,236 | $1,257,660 | 62.9 | 1 |
| Health & Personal Care Stores | 446,4461 | $15,053,898 | $23,453,764 | -$8,399,866 | -21.8 | 12 |
| Gasoline Stations | 447,4471 | $23,833,888 | $27,236,902 | -$3,403,014 | -6.7 | 8 |
| Clothing & Clothing Accessories Stores | 448 | $9,861,110 | $86,669,512 | -$76,808,402 | -79.6 | 42 |
| Clothing Stores | 4481 | $6,408,173 | $68,317,508 | -$61,909,335 | -82.8 | 30 |
| Shoe Stores | 4482 | $1,425,018 | $14,806,335 | -$13,381,317 | -82.4 | 7 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $2,027,919 | $3,545,669 | -$1,517,750 | -27.2 | 5 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $4,713,831 | $16,424,019 | -$11,710,188 | -55.4 | 6 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $3,838,598 | $13,277,377 | -$9,438,779 | -55.1 | 5 |
| Book, Periodical & Music Stores | 4512 | $875,233 | $3,146,642 | -$2,271,409 | -56.5 | 1 |
| General Merchandise Stores | 452 | $35,145,338 | $24,858,670 | $10,286,668 | 17.1 | 6 |
| Department Stores Excluding Leased Depts. | 4521 | $24,408,964 | $22,555,838 | $1,853,126 | 3.9 | 3 |
| Other General Merchandise Stores | 4529 | $10,736,374 | $2,302,832 | $8,433,542 | 64.7 | 3 |
| Miscellaneous Store Retailers | 453 | $8,855,470 | $15,178,185 | -$6,322,715 | -26.3 | 15 |
| Florists | 4531 | $342,812 | $677,914 | -$335,102 | -32.8 | 3 |
| Office Supplies, Stationery & Gift Stores | 4532 | $1,873,080 | $1,161,167 | $711,913 | 23.5 | 5 |
| Used Merchandise Stores | 4533 | $1,296,300 | $2,665,296 | -$1,368,996 | -34.6 | 1 |
| Other Miscellaneous Store Retailers | 4539 | $5,343,278 | $10,673,808 | -$5,330,530 | -33.3 | 6 |
| Nonstore Retailers | 454 | $3,093,674 | $2,058,520 | $1,035,154 | 20.1 | 4 |
| Electronic Shopping & Mail-Order Houses | 4541 | $1,997,747 | $2,058,520 | -$60,773 | -1.5 | 4 |
| Vending Machine Operators | 4542 | $322,972 | $0 | $322,972 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | $772,955 | $0 | $772,955 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | $22,370,358 | $77,289,648 | -$54,919,290 | -55.1 | 77 |
| Special Food Services | 7223 | $609,064 | $268,824 | $340,240 | 38.8 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | $831,253 | $1,465,364 | -$634,111 | -27.6 | 6 |
| Restaurants/Other Eating Places | 7225 | $20,930,041 | $75,555,460 | -$54,625,419 | -56.6 | 70 |

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

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 5,064 |
| 2020 Households | 2,579 |
| 2020 Median Disposable Income | $38,588 |
| 2020 Per Capita Income | $32,714 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $71,752,056 | $90,152,192 | -$18,400,136 | -11.4 | 38 |
| Total Retail Trade | 44-45 | $64,845,699 | $84,576,601 | -$19,730,902 | -13.2 | 26 |
| Total Food & Drink | 722 | $6,906,357 | $5,575,591 | $1,330,766 | 10.7 | 12 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $13,797,814 | $55,930,441 | -$42,132,627 | -60.4 | 4 |
| Automobile Dealers | 4411 | $11,130,819 | $54,227,730 | -$43,096,911 | -65.9 | 2 |
| Other Motor Vehicle Dealers | 4412 | $1,269,629 | $0 | $1,269,629 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | $1,397,366 | $1,702,711 | -$305,345 | -9.8 | 2 |
| Furniture & Home Furnishings Stores | 442 | $1,935,613 | $0 | $1,935,613 | 100.0 | 0 |
| Furniture Stores | 4421 | $1,202,627 | $0 | $1,202,627 | 100.0 | 0 |
| Home Furnishings Stores | 4422 | $732,986 | $0 | $732,986 | 100.0 | 0 |
| Electronics & Appliance Stores | 443 | $2,065,926 | $6,040,983 | -$3,975,057 | -49.0 | 3 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $4,369,657 | $1,220,766 | $3,148,891 | 56.3 | 2 |
| Bldg Material & Supplies Dealers | 4441 | $4,011,364 | $1,220,766 | $2,790,598 | 53.3 | 2 |
| Lawn & Garden Equip & Supply Stores | 4442 | $358,293 | $0 | $358,293 | 100.0 | 0 |
| Food & Beverage Stores | 445 | $11,417,045 | $6,829,777 | $4,587,268 | 25.1 | 2 |
| Grocery Stores | 4451 | $10,269,774 | $2,186,782 | $8,082,992 | 64.9 | 1 |
| Specialty Food Stores | 4452 | $647,880 | $4,642,995 | -$3,995,115 | -75.5 | 1 |
| Beer, Wine & Liquor Stores | 4453 | $499,391 | $0 | $499,391 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | $4,805,313 | $5,210,852 | -$405,539 | -4.0 | 3 |
| Gasoline Stations | 447,4471 | $7,357,289 | $704,457 | $6,652,832 | 82.5 | 1 |
| Clothing & Clothing Accessories Stores | 448 | $3,023,650 | $965,425 | $2,058,225 | 51.6 | 4 |
| Clothing Stores | 4481 | $1,962,644 | $965,425 | $997,219 | 34.1 | 4 |
| Shoe Stores | 4482 | $438,750 | $0 | $438,750 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $622,256 | $0 | $622,256 | 100.0 | 0 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $1,461,233 | $1,191,375 | $269,858 | 10.2 | 2 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $1,201,928 | $666,300 | $535,628 | 28.7 | 1 |
| Book, Periodical & Music Stores | 4512 | $259,305 | $525,075 | -$265,770 | -33.9 | 1 |
| General Merchandise Stores | 452 | $10,878,984 | $541,787 | $10,337,197 | 90.5 | 1 |
| Department Stores Excluding Leased Depts. | 4521 | $7,555,865 | $0 | $7,555,865 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | $3,323,119 | $541,787 | $2,781,332 | 72.0 | 1 |
| Miscellaneous Store Retailers | 453 | $2,761,662 | $5,940,738 | -$3,179,076 | -36.5 | 4 |
| Florists | 4531 | $118,883 | $5,144,220 | -$5,025,337 | -95.5 | 2 |
| Office Supplies, Stationery & Gift Stores | 4532 | $589,953 | $0 | $589,953 | 100.0 | 0 |
| Used Merchandise Stores | 4533 | $393,155 | $222,108 | $171,047 | 27.8 | 1 |
| Other Miscellaneous Store Retailers | 4539 | $1,659,671 | $574,410 | $1,085,261 | 48.6 | 1 |
| Nonstore Retailers | 454 | $971,513 | $0 | $971,513 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | $630,216 | $0 | $630,216 | 100.0 | 0 |
| Vending Machine Operators | 4542 | $99,760 | $0 | $99,760 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | $241,537 | $0 | $241,537 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | $6,906,357 | $5,575,591 | $1,330,766 | 10.7 | 12 |
| Special Food Services | 7223 | $190,254 | $403,235 | -$212,981 | -35.9 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | $255,828 | $897,311 | -$641,483 | -55.6 | 1 |
| Restaurants/Other Eating Places | 7225 | $6,460,275 | $4,275,045 | $2,185,230 | 20.4 | 10 |

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf
**Source:** Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

May 28, 2021

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# Retail MarketPlace Profile

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Summary Demographics | |
|---|---|
| 2020 Population | 10,427 |
| 2020 Households | 4,609 |
| 2020 Median Disposable Income | $42,065 |
| 2020 Per Capita Income | $29,694 |

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

| 2017 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 | $127,402,025 | $123,073,630 | $4,328,395 | 1.7 | 103 |
| Total Retail Trade | 44-45 | $115,233,942 | $107,217,967 | $8,015,975 | 3.6 | 77 |
| Total Food & Drink | 722 | $12,168,083 | $15,855,663 | -$3,687,580 | -13.2 | 26 |
| **2017 Industry Group** | **NAICS** | **Demand (Retail Potential)** | **Supply (Retail Sales)** | **Retail Gap** | **Leakage/Surplus Factor** | **Number of Businesses** |
| Motor Vehicle & Parts Dealers | 441 | $24,487,648 | $19,136,017 | $5,351,631 | 12.3 | 13 |
| Automobile Dealers | 4411 | $19,738,067 | $17,114,897 | $2,623,170 | 7.1 | 9 |
| Other Motor Vehicle Dealers | 4412 | $2,253,883 | $0 | $2,253,883 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | $2,495,698 | $2,021,120 | $474,578 | 10.5 | 4 |
| Furniture & Home Furnishings Stores | 442 | $3,366,059 | $6,590,273 | -$3,224,214 | -32.4 | 5 |
| Furniture Stores | 4421 | $2,089,573 | $6,590,273 | -$4,500,700 | -51.9 | 5 |
| Home Furnishings Stores | 4422 | $1,276,486 | $0 | $1,276,486 | 100.0 | 0 |
| Electronics & Appliance Stores | 443 | $3,660,153 | $9,001,092 | -$5,340,939 | -42.2 | 5 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | $7,862,621 | $6,223,080 | $1,639,541 | 11.6 | 8 |
| Bldg Material & Supplies Dealers | 4441 | $7,197,204 | $6,223,080 | $974,124 | 7.3 | 8 |
| Lawn & Garden Equip & Supply Stores | 4442 | $665,417 | $0 | $665,417 | 100.0 | 0 |
| Food & Beverage Stores | 445 | $20,299,003 | $18,741,293 | $1,557,710 | 4.0 | 6 |
| Grocery Stores | 4451 | $18,253,061 | $17,670,842 | $582,219 | 1.6 | 4 |
| Specialty Food Stores | 4452 | $1,152,052 | $330,933 | $821,119 | 55.4 | 1 |
| Beer, Wine & Liquor Stores | 4453 | $893,890 | $739,518 | $154,372 | 9.5 | 1 |
| Health & Personal Care Stores | 446,4461 | $8,518,560 | $4,642,037 | $3,876,523 | 29.5 | 4 |
| Gasoline Stations | 447,4471 | $13,069,065 | $6,938,283 | $6,130,782 | 30.6 | 2 |
| Clothing & Clothing Accessories Stores | 448 | $5,416,435 | $23,090,551 | -$17,674,116 | -62.0 | 17 |
| Clothing Stores | 4481 | $3,500,196 | $18,972,536 | -$15,472,340 | -68.8 | 15 |
| Shoe Stores | 4482 | $775,395 | $2,994,929 | -$2,219,534 | -58.9 | 1 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | $1,140,844 | $1,123,086 | $17,758 | 0.8 | 1 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | $2,578,279 | $0 | $2,578,279 | 100.0 | 0 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | $2,120,127 | $0 | $2,120,127 | 100.0 | 0 |
| Book, Periodical & Music Stores | 4512 | $458,152 | $0 | $458,152 | 100.0 | 0 |
| General Merchandise Stores | 452 | $19,275,115 | $1,409,306 | $17,865,809 | 86.4 | 2 |
| Department Stores Excluding Leased Depts. | 4521 | $13,381,226 | $0 | $13,381,226 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | $5,893,889 | $1,409,306 | $4,484,583 | 61.4 | 2 |
| Miscellaneous Store Retailers | 453 | $4,893,696 | $9,847,696 | -$4,954,000 | -33.6 | 13 |
| Florists | 4531 | $214,452 | $271,338 | -$56,886 | -11.7 | 1 |
| Office Supplies, Stationery & Gift Stores | 4532 | $1,036,250 | $6,863,683 | -$5,827,433 | -73.8 | 6 |
| Used Merchandise Stores | 4533 | $691,574 | $740,360 | -$48,786 | -3.4 | 1 |
| Other Miscellaneous Store Retailers | 4539 | $2,951,420 | $1,972,315 | $979,105 | 19.9 | 5 |
| Nonstore Retailers | 454 | $1,807,308 | $1,598,339 | $208,969 | 6.1 | 2 |
| Electronic Shopping & Mail-Order Houses | 4541 | $1,114,695 | $1,309,101 | -$194,406 | -8.0 | 1 |
| Vending Machine Operators | 4542 | $176,557 | $289,238 | -$112,681 | -24.2 | 1 |
| Direct Selling Establishments | 4543 | $516,056 | $0 | $516,056 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | $12,168,083 | $15,855,663 | -$3,687,580 | -13.2 | 26 |
| Special Food Services | 7223 | $340,294 | $3,663,022 | -$3,322,728 | -83.0 | 2 |
| Drinking Places - Alcoholic Beverages | 7224 | $450,949 | $614,508 | -$163,559 | -15.4 | 4 |
| Restaurants/Other Eating Places | 7225 | $11,376,840 | $11,578,133 | -$201,293 | -0.9 | 20 |

**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 Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

June 01, 2021

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# Restaurant Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 43,042 | 42,771 |
| Population 18+ | 32,579 | 32,750 |
| Households | 15,919 | 15,880 |
| Median Household Income | $102,278 | $108,369 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 25,725 | 79.0% | 107 |
| Went to family restaurant/steak house 4+ times/month | 9,230 | 28.3% | 108 |
| Spent at family restaurant last 30 days: <$1-30 | 2,593 | 8.0% | 101 |
| Spent at family restaurant last 30 days: $31-50 | 3,375 | 10.4% | 112 |
| Spent at family restaurant last 30 days: $51-100 | 5,475 | 16.8% | 113 |
| Spent at family restaurant last 30 days: $101-200 | 3,719 | 11.4% | 122 |
| Went to family restaurant last 6 months: for breakfast | 4,654 | 14.3% | 110 |
| Went to family restaurant last 6 months: for lunch | 6,349 | 19.5% | 105 |
| Went to family restaurant last 6 months: for dinner | 17,300 | 53.1% | 117 |
| Went to family restaurant last 6 months: for snack | 586 | 1.8% | 92 |
| Went to family restaurant last 6 months: on weekday | 11,312 | 34.7% | 116 |
| Went to family restaurant last 6 months: on weekend | 14,867 | 45.6% | 113 |
| Went to family restaurant last 6 months: Applebee`s | 6,564 | 20.1% | 101 |
| Went to family restaurant last 6 months: Bob Evans | 1,176 | 3.6% | 120 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 3,426 | 10.5% | 109 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 979 | 3.0% | 112 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 2,711 | 8.3% | 118 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 3,744 | 11.5% | 109 |
| Went to family restaurant last 6 months: CiCi's | 506 | 1.6% | 71 |
| Went to family restaurant last 6 months: Cracker Barrel | 3,941 | 12.1% | 108 |
| Went to family restaurant last 6 months: Denny`s | 2,471 | 7.6% | 86 |
| Went to family restaurant last 6 months: Golden Corral | 1,640 | 5.0% | 72 |
| Went to family restaurant last 6 months: IHOP | 3,462 | 10.6% | 108 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 844 | 2.6% | 84 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 2,086 | 6.4% | 120 |
| Went to family restaurant last 6 months: Olive Garden | 5,919 | 18.2% | 117 |
| Went to family restaurant last 6 months: Outback Steakhouse | 3,102 | 9.5% | 119 |
| Went to family restaurant last 6 months: Red Lobster | 3,075 | 9.4% | 99 |
| Went to family restaurant last 6 months: Red Robin | 2,990 | 9.2% | 135 |
| Went to family restaurant last 6 months: Ruby Tuesday | 1,444 | 4.4% | 109 |
| Went to family restaurant last 6 months: Texas Roadhouse | 3,831 | 11.8% | 113 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 1,676 | 5.1% | 103 |
| Went to family restaurant last 6 months: Waffle House | 1,703 | 5.2% | 82 |
| Went to family restaurant last 6 months: fast food/drive-in | 29,979 | 92.0% | 102 |
| Went to fast food/drive-in restaurant 9+ times/month | 12,710 | 39.0% | 100 |
| Spent at fast food restaurant last 30 days: <$1-10 | 1,429 | 4.4% | 108 |
| Spent at fast food restaurant last 30 days: $11-$20 | 3,560 | 10.9% | 109 |
| Spent at fast food restaurant last 30 days: $21-$40 | 5,563 | 17.1% | 107 |
| Spent at fast food restaurant last 30 days: $41-$50 | 2,863 | 8.8% | 104 |
| Spent at fast food restaurant last 30 days: $51-$100 | 5,758 | 17.7% | 104 |
| Spent at fast food restaurant last 30 days: $101-$200 | 2,933 | 9.0% | 101 |
| Spent at fast food restaurant last 30 days: $201+ | 1,218 | 3.7% | 113 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 12,478 | 38.3% | 107 |
| Went to fast food restaurant in the last 6 months: home delivery | 2,539 | 7.8% | 92 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 15,923 | 48.9% | 107 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 7,512 | 23.1% | 111 |
| Went to fast food restaurant in the last 6 months: breakfast | 11,638 | 35.7% | 103 |
| Went to fast food restaurant in the last 6 months: lunch | 17,422 | 53.5% | 108 |
| Went to fast food restaurant in the last 6 months: dinner | 16,254 | 49.9% | 109 |
| Went to fast food restaurant in the last 6 months: snack | 4,239 | 13.0% | 105 |
| Went to fast food restaurant in the last 6 months: weekday | 20,881 | 64.1% | 110 |
| Went to fast food restaurant in the last 6 months: weekend | 15,842 | 48.6% | 105 |
| Went to fast food restaurant in the last 6 months: A & W | 814 | 2.5% | 89 |
| Went to fast food restaurant in the last 6 months: Arby`s | 6,158 | 18.9% | 108 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 1,098 | 3.4% | 98 |
| Went to fast food restaurant in the last 6 months: Boston Market | 1,006 | 3.1% | 98 |
| Went to fast food restaurant in the last 6 months: Burger King | 8,417 | 25.8% | 90 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 814 | 2.5% | 76 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 1,339 | 4.1% | 70 |
| Went to fast food restaurant in the last 6 months: Checkers | 644 | 2.0% | 57 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 9,696 | 29.8% | 115 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 4,987 | 15.3% | 122 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 731 | 2.2% | 85 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 517 | 1.6% | 45 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 1,104 | 3.4% | 115 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 5,703 | 17.5% | 112 |
| Went to fast food restaurant in the last 6 months: Del Taco | 1,000 | 3.1% | 78 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 3,976 | 12.2% | 93 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 5,256 | 16.1% | 119 |
| Went to fast food restaurant in the last 6 months: Five Guys | 3,737 | 11.5% | 125 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 1,636 | 5.0% | 81 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 1,856 | 5.7% | 75 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 2,403 | 7.4% | 129 |
| Went to fast food restaurant in the last 6 months: KFC | 5,732 | 17.6% | 87 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 1,792 | 5.5% | 98 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 3,121 | 9.6% | 78 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 870 | 2.7% | 77 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 16,482 | 50.6% | 98 |
| Went to fast food restaurant in the last 6 months: Panda Express | 3,051 | 9.4% | 97 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 5,880 | 18.0% | 142 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 2,777 | 8.5% | 103 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 1,634 | 5.0% | 118 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 4,132 | 12.7% | 81 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 2,339 | 7.2% | 77 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 3,390 | 10.4% | 86 |
| Went to fast food restaurant in the last 6 months: Starbucks | 7,426 | 22.8% | 125 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 1,785 | 5.5% | 101 |
| Went to fast food restaurant in the last 6 months: Subway | 7,976 | 24.5% | 100 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 9,081 | 27.9% | 97 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 8,820 | 27.1% | 106 |
| Went to fast food restaurant in the last 6 months: Whataburger | 1,595 | 4.9% | 86 |
| Went to fast food restaurant in the last 6 months: White Castle | 929 | 2.9% | 93 |
| Went to fine dining restaurant last month | 4,837 | 14.8% | 144 |
| Went to fine dining restaurant 3+ times last month | 1,331 | 4.1% | 141 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 8,486 | 8,482 |
| Population 18+ | 6,515 | 6,506 |
| Households | 3,838 | 3,841 |
| Median Household Income | $50,153 | $53,320 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 4,775 | 73.3% | 100 |
| Went to family restaurant/steak house 4+ times/month | 1,630 | 25.0% | 96 |
| Spent at family restaurant last 30 days: <$1-30 | 679 | 10.4% | 132 |
| Spent at family restaurant last 30 days: $31-50 | 818 | 12.6% | 136 |
| Spent at family restaurant last 30 days: $51-100 | 880 | 13.5% | 91 |
| Spent at family restaurant last 30 days: $101-200 | 477 | 7.3% | 78 |
| Went to family restaurant last 6 months: for breakfast | 797 | 12.2% | 95 |
| Went to family restaurant last 6 months: for lunch | 1,185 | 18.2% | 98 |
| Went to family restaurant last 6 months: for dinner | 3,029 | 46.5% | 103 |
| Went to family restaurant last 6 months: for snack | 123 | 1.9% | 96 |
| Went to family restaurant last 6 months: on weekday | 1,880 | 28.9% | 97 |
| Went to family restaurant last 6 months: on weekend | 2,585 | 39.7% | 99 |
| Went to family restaurant last 6 months: Applebee`s | 1,423 | 21.8% | 110 |
| Went to family restaurant last 6 months: Bob Evans | 333 | 5.1% | 170 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 624 | 9.6% | 100 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 95 | 1.5% | 55 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 222 | 3.4% | 48 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 534 | 8.2% | 78 |
| Went to family restaurant last 6 months: CiCi's | 154 | 2.4% | 109 |
| Went to family restaurant last 6 months: Cracker Barrel | 736 | 11.3% | 100 |
| Went to family restaurant last 6 months: Denny`s | 511 | 7.8% | 89 |
| Went to family restaurant last 6 months: Golden Corral | 581 | 8.9% | 127 |
| Went to family restaurant last 6 months: IHOP | 549 | 8.4% | 86 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 226 | 3.5% | 112 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 272 | 4.2% | 78 |
| Went to family restaurant last 6 months: Olive Garden | 1,023 | 15.7% | 101 |
| Went to family restaurant last 6 months: Outback Steakhouse | 402 | 6.2% | 77 |
| Went to family restaurant last 6 months: Red Lobster | 536 | 8.2% | 86 |
| Went to family restaurant last 6 months: Red Robin | 313 | 4.8% | 71 |
| Went to family restaurant last 6 months: Ruby Tuesday | 225 | 3.5% | 85 |
| Went to family restaurant last 6 months: Texas Roadhouse | 714 | 11.0% | 106 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 308 | 4.7% | 95 |
| Went to family restaurant last 6 months: Waffle House | 412 | 6.3% | 100 |
| Went to family restaurant last 6 months: fast food/drive-in | 5,946 | 91.3% | 101 |
| Went to fast food/drive-in restaurant 9+ times/month | 2,725 | 41.8% | 107 |
| Spent at fast food restaurant last 30 days: <$1-10 | 305 | 4.7% | 115 |
| Spent at fast food restaurant last 30 days: $11-$20 | 620 | 9.5% | 95 |
| Spent at fast food restaurant last 30 days: $21-$40 | 1,165 | 17.9% | 112 |
| Spent at fast food restaurant last 30 days: $41-$50 | 554 | 8.5% | 101 |
| Spent at fast food restaurant last 30 days: $51-$100 | 1,118 | 17.2% | 101 |
| Spent at fast food restaurant last 30 days: $101-$200 | 598 | 9.2% | 103 |
| Spent at fast food restaurant last 30 days: $201+ | 155 | 2.4% | 72 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 2,277 | 35.0% | 98 |
| Went to fast food restaurant in the last 6 months: home delivery | 636 | 9.8% | 116 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 3,135 | 48.1% | 105 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 1,322 | 20.3% | 98 |
| Went to fast food restaurant in the last 6 months: breakfast | 2,199 | 33.8% | 97 |
| Went to fast food restaurant in the last 6 months: lunch | 3,186 | 48.9% | 99 |
| Went to fast food restaurant in the last 6 months: dinner | 3,375 | 51.8% | 113 |
| Went to fast food restaurant in the last 6 months: snack | 660 | 10.1% | 82 |
| Went to fast food restaurant in the last 6 months: weekday | 4,061 | 62.3% | 107 |
| Went to fast food restaurant in the last 6 months: weekend | 3,177 | 48.8% | 105 |
| Went to fast food restaurant in the last 6 months: A & W | 328 | 5.0% | 180 |
| Went to fast food restaurant in the last 6 months: Arby`s | 1,695 | 26.0% | 149 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 144 | 2.2% | 64 |
| Went to fast food restaurant in the last 6 months: Boston Market | 118 | 1.8% | 58 |
| Went to fast food restaurant in the last 6 months: Burger King | 2,114 | 32.4% | 113 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 270 | 4.1% | 125 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 208 | 3.2% | 55 |
| Went to fast food restaurant in the last 6 months: Checkers | 274 | 4.2% | 122 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 1,338 | 20.5% | 80 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 577 | 8.9% | 70 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 130 | 2.0% | 76 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 264 | 4.1% | 114 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 166 | 2.5% | 87 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 1,287 | 19.8% | 126 |
| Went to fast food restaurant in the last 6 months: Del Taco | 160 | 2.5% | 62 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 1,025 | 15.7% | 120 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 631 | 9.7% | 72 |
| Went to fast food restaurant in the last 6 months: Five Guys | 532 | 8.2% | 89 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 694 | 10.7% | 173 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 275 | 4.2% | 55 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 388 | 6.0% | 104 |
| Went to fast food restaurant in the last 6 months: KFC | 1,632 | 25.0% | 124 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 310 | 4.8% | 85 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 959 | 14.7% | 119 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 328 | 5.0% | 146 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 3,559 | 54.6% | 106 |
| Went to fast food restaurant in the last 6 months: Panda Express | 511 | 7.8% | 81 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 673 | 10.3% | 82 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 618 | 9.5% | 115 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 296 | 4.5% | 107 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 1,270 | 19.5% | 124 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 561 | 8.6% | 92 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 855 | 13.1% | 109 |
| Went to fast food restaurant in the last 6 months: Starbucks | 890 | 13.7% | 75 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 565 | 8.7% | 159 |
| Went to fast food restaurant in the last 6 months: Subway | 1,731 | 26.6% | 109 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 2,312 | 35.5% | 123 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 1,825 | 28.0% | 110 |
| Went to fast food restaurant in the last 6 months: Whataburger | 303 | 4.7% | 82 |
| Went to fast food restaurant in the last 6 months: White Castle | 289 | 4.4% | 145 |
| Went to fine dining restaurant last month | 459 | 7.0% | 68 |
| Went to fine dining restaurant 3+ times last month | 98 | 1.5% | 52 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 2,687 | 2,692 |
| Population 18+ | 2,162 | 2,178 |
| Households | 1,152 | 1,159 |
| Median Household Income | $86,003 | $100,857 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 1,693 | 78.3% | 106 |
| Went to family restaurant/steak house 4+ times/month | 630 | 29.1% | 111 |
| Spent at family restaurant last 30 days: <$1-30 | 189 | 8.7% | 111 |
| Spent at family restaurant last 30 days: $31-50 | 238 | 11.0% | 119 |
| Spent at family restaurant last 30 days: $51-100 | 384 | 17.8% | 120 |
| Spent at family restaurant last 30 days: $101-200 | 227 | 10.5% | 112 |
| Went to family restaurant last 6 months: for breakfast | 326 | 15.1% | 117 |
| Went to family restaurant last 6 months: for lunch | 423 | 19.6% | 105 |
| Went to family restaurant last 6 months: for dinner | 1,101 | 50.9% | 113 |
| Went to family restaurant last 6 months: for snack | 25 | 1.2% | 59 |
| Went to family restaurant last 6 months: on weekday | 697 | 32.2% | 108 |
| Went to family restaurant last 6 months: on weekend | 997 | 46.1% | 115 |
| Went to family restaurant last 6 months: Applebee`s | 512 | 23.7% | 119 |
| Went to family restaurant last 6 months: Bob Evans | 82 | 3.8% | 126 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 246 | 11.4% | 118 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 33 | 1.5% | 57 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 122 | 5.6% | 80 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 196 | 9.1% | 86 |
| Went to family restaurant last 6 months: CiCi's | 32 | 1.5% | 68 |
| Went to family restaurant last 6 months: Cracker Barrel | 304 | 14.1% | 125 |
| Went to family restaurant last 6 months: Denny`s | 206 | 9.5% | 108 |
| Went to family restaurant last 6 months: Golden Corral | 202 | 9.3% | 133 |
| Went to family restaurant last 6 months: IHOP | 227 | 10.5% | 107 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 89 | 4.1% | 133 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 144 | 6.7% | 125 |
| Went to family restaurant last 6 months: Olive Garden | 362 | 16.7% | 108 |
| Went to family restaurant last 6 months: Outback Steakhouse | 191 | 8.8% | 111 |
| Went to family restaurant last 6 months: Red Lobster | 226 | 10.5% | 110 |
| Went to family restaurant last 6 months: Red Robin | 153 | 7.1% | 104 |
| Went to family restaurant last 6 months: Ruby Tuesday | 105 | 4.9% | 120 |
| Went to family restaurant last 6 months: Texas Roadhouse | 307 | 14.2% | 137 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 81 | 3.7% | 75 |
| Went to family restaurant last 6 months: Waffle House | 210 | 9.7% | 153 |
| Went to family restaurant last 6 months: fast food/drive-in | 2,032 | 94.0% | 104 |
| Went to fast food/drive-in restaurant 9+ times/month | 951 | 44.0% | 113 |
| Spent at fast food restaurant last 30 days: <$1-10 | 73 | 3.4% | 83 |
| Spent at fast food restaurant last 30 days: $11-$20 | 205 | 9.5% | 94 |
| Spent at fast food restaurant last 30 days: $21-$40 | 364 | 16.8% | 105 |
| Spent at fast food restaurant last 30 days: $41-$50 | 210 | 9.7% | 115 |
| Spent at fast food restaurant last 30 days: $51-$100 | 447 | 20.7% | 121 |
| Spent at fast food restaurant last 30 days: $101-$200 | 226 | 10.5% | 117 |
| Spent at fast food restaurant last 30 days: $201+ | 78 | 3.6% | 109 |

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May 28, 2021

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# Restaurant Market Potential

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 846 | 39.1% | 109 |
| Went to fast food restaurant in the last 6 months: home delivery | 187 | 8.6% | 102 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 1,166 | 53.9% | 118 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 441 | 20.4% | 98 |
| Went to fast food restaurant in the last 6 months: breakfast | 821 | 38.0% | 109 |
| Went to fast food restaurant in the last 6 months: lunch | 1,197 | 55.4% | 112 |
| Went to fast food restaurant in the last 6 months: dinner | 1,129 | 52.2% | 114 |
| Went to fast food restaurant in the last 6 months: snack | 256 | 11.8% | 96 |
| Went to fast food restaurant in the last 6 months: weekday | 1,433 | 66.3% | 114 |
| Went to fast food restaurant in the last 6 months: weekend | 1,114 | 51.5% | 111 |
| Went to fast food restaurant in the last 6 months: A & W | 111 | 5.1% | 183 |
| Went to fast food restaurant in the last 6 months: Arby`s | 539 | 24.9% | 143 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 54 | 2.5% | 73 |
| Went to fast food restaurant in the last 6 months: Boston Market | 34 | 1.6% | 50 |
| Went to fast food restaurant in the last 6 months: Burger King | 716 | 33.1% | 116 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 101 | 4.7% | 141 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 95 | 4.4% | 75 |
| Went to fast food restaurant in the last 6 months: Checkers | 71 | 3.3% | 96 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 619 | 28.6% | 111 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 195 | 9.0% | 72 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 50 | 2.3% | 88 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 83 | 3.8% | 108 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 56 | 2.6% | 88 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 477 | 22.1% | 141 |
| Went to fast food restaurant in the last 6 months: Del Taco | 76 | 3.5% | 89 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 369 | 17.1% | 131 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 244 | 11.3% | 83 |
| Went to fast food restaurant in the last 6 months: Five Guys | 192 | 8.9% | 97 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 203 | 9.4% | 152 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 148 | 6.8% | 90 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 149 | 6.9% | 120 |
| Went to fast food restaurant in the last 6 months: KFC | 475 | 22.0% | 109 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 121 | 5.6% | 100 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 378 | 17.5% | 142 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 82 | 3.8% | 110 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 1,212 | 56.1% | 109 |
| Went to fast food restaurant in the last 6 months: Panda Express | 212 | 9.8% | 102 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 265 | 12.3% | 97 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 227 | 10.5% | 127 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 160 | 7.4% | 173 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 419 | 19.4% | 123 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 210 | 9.7% | 104 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 353 | 16.3% | 135 |
| Went to fast food restaurant in the last 6 months: Starbucks | 360 | 16.7% | 91 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 166 | 7.7% | 141 |
| Went to fast food restaurant in the last 6 months: Subway | 641 | 29.6% | 121 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 808 | 37.4% | 130 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 632 | 29.2% | 114 |
| Went to fast food restaurant in the last 6 months: Whataburger | 124 | 5.7% | 101 |
| Went to fast food restaurant in the last 6 months: White Castle | 55 | 2.5% | 83 |
| Went to fine dining restaurant last month | 214 | 9.9% | 96 |
| Went to fine dining restaurant 3+ times last month | 56 | 2.6% | 90 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 19,744 | 19,876 |
| Population 18+ | 15,904 | 16,021 |
| Households | 8,628 | 8,706 |
| Median Household Income | $46,140 | $49,832 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 11,315 | 71.1% | 97 |
| Went to family restaurant/steak house 4+ times/month | 3,937 | 24.8% | 95 |
| Spent at family restaurant last 30 days: <$1-30 | 1,565 | 9.8% | 125 |
| Spent at family restaurant last 30 days: $31-50 | 1,931 | 12.1% | 132 |
| Spent at family restaurant last 30 days: $51-100 | 1,862 | 11.7% | 79 |
| Spent at family restaurant last 30 days: $101-200 | 1,255 | 7.9% | 84 |
| Went to family restaurant last 6 months: for breakfast | 1,981 | 12.5% | 96 |
| Went to family restaurant last 6 months: for lunch | 2,914 | 18.3% | 99 |
| Went to family restaurant last 6 months: for dinner | 6,911 | 43.5% | 96 |
| Went to family restaurant last 6 months: for snack | 339 | 2.1% | 108 |
| Went to family restaurant last 6 months: on weekday | 4,485 | 28.2% | 95 |
| Went to family restaurant last 6 months: on weekend | 6,078 | 38.2% | 95 |
| Went to family restaurant last 6 months: Applebee`s | 3,131 | 19.7% | 99 |
| Went to family restaurant last 6 months: Bob Evans | 563 | 3.5% | 118 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 1,618 | 10.2% | 106 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 301 | 1.9% | 71 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 786 | 4.9% | 70 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 1,445 | 9.1% | 86 |
| Went to family restaurant last 6 months: CiCi's | 367 | 2.3% | 106 |
| Went to family restaurant last 6 months: Cracker Barrel | 1,572 | 9.9% | 88 |
| Went to family restaurant last 6 months: Denny`s | 1,282 | 8.1% | 91 |
| Went to family restaurant last 6 months: Golden Corral | 1,321 | 8.3% | 118 |
| Went to family restaurant last 6 months: IHOP | 1,469 | 9.2% | 94 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 558 | 3.5% | 114 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 695 | 4.4% | 82 |
| Went to family restaurant last 6 months: Olive Garden | 2,399 | 15.1% | 97 |
| Went to family restaurant last 6 months: Outback Steakhouse | 1,137 | 7.1% | 90 |
| Went to family restaurant last 6 months: Red Lobster | 1,418 | 8.9% | 94 |
| Went to family restaurant last 6 months: Red Robin | 912 | 5.7% | 84 |
| Went to family restaurant last 6 months: Ruby Tuesday | 566 | 3.6% | 88 |
| Went to family restaurant last 6 months: Texas Roadhouse | 1,576 | 9.9% | 96 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 667 | 4.2% | 84 |
| Went to family restaurant last 6 months: Waffle House | 1,004 | 6.3% | 100 |
| Went to family restaurant last 6 months: fast food/drive-in | 14,304 | 89.9% | 99 |
| Went to fast food/drive-in restaurant 9+ times/month | 6,198 | 39.0% | 100 |
| Spent at fast food restaurant last 30 days: <$1-10 | 762 | 4.8% | 118 |
| Spent at fast food restaurant last 30 days: $11-$20 | 1,558 | 9.8% | 97 |
| Spent at fast food restaurant last 30 days: $21-$40 | 2,796 | 17.6% | 110 |
| Spent at fast food restaurant last 30 days: $41-$50 | 1,257 | 7.9% | 94 |
| Spent at fast food restaurant last 30 days: $51-$100 | 2,636 | 16.6% | 97 |
| Spent at fast food restaurant last 30 days: $101-$200 | 1,300 | 8.2% | 92 |
| Spent at fast food restaurant last 30 days: $201+ | 428 | 2.7% | 81 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 5,420 | 34.1% | 95 |
| Went to fast food restaurant in the last 6 months: home delivery | 1,360 | 8.6% | 101 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 7,359 | 46.3% | 101 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 3,052 | 19.2% | 92 |
| Went to fast food restaurant in the last 6 months: breakfast | 5,407 | 34.0% | 98 |
| Went to fast food restaurant in the last 6 months: lunch | 7,534 | 47.4% | 96 |
| Went to fast food restaurant in the last 6 months: dinner | 7,778 | 48.9% | 107 |
| Went to fast food restaurant in the last 6 months: snack | 1,588 | 10.0% | 81 |
| Went to fast food restaurant in the last 6 months: weekday | 9,371 | 58.9% | 101 |
| Went to fast food restaurant in the last 6 months: weekend | 7,660 | 48.2% | 104 |
| Went to fast food restaurant in the last 6 months: A & W | 704 | 4.4% | 158 |
| Went to fast food restaurant in the last 6 months: Arby`s | 3,346 | 21.0% | 121 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 436 | 2.7% | 80 |
| Went to fast food restaurant in the last 6 months: Boston Market | 407 | 2.6% | 81 |
| Went to fast food restaurant in the last 6 months: Burger King | 4,858 | 30.5% | 107 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 525 | 3.3% | 100 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 680 | 4.3% | 73 |
| Went to fast food restaurant in the last 6 months: Checkers | 587 | 3.7% | 107 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 3,502 | 22.0% | 85 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 1,689 | 10.6% | 84 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 268 | 1.7% | 64 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 671 | 4.2% | 118 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 448 | 2.8% | 96 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 2,679 | 16.8% | 107 |
| Went to fast food restaurant in the last 6 months: Del Taco | 520 | 3.3% | 83 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 2,515 | 15.8% | 121 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 1,766 | 11.1% | 82 |
| Went to fast food restaurant in the last 6 months: Five Guys | 1,190 | 7.5% | 81 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 1,384 | 8.7% | 141 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 745 | 4.7% | 61 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 941 | 5.9% | 103 |
| Went to fast food restaurant in the last 6 months: KFC | 3,721 | 23.4% | 116 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 825 | 5.2% | 92 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 2,173 | 13.7% | 111 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 688 | 4.3% | 125 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 8,597 | 54.1% | 105 |
| Went to fast food restaurant in the last 6 months: Panda Express | 1,341 | 8.4% | 87 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 1,700 | 10.7% | 84 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 1,659 | 10.4% | 126 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 729 | 4.6% | 107 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 2,959 | 18.6% | 118 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 1,383 | 8.7% | 93 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 2,085 | 13.1% | 108 |
| Went to fast food restaurant in the last 6 months: Starbucks | 2,461 | 15.5% | 85 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 1,246 | 7.8% | 144 |
| Went to fast food restaurant in the last 6 months: Subway | 4,002 | 25.2% | 103 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 5,139 | 32.3% | 112 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 4,228 | 26.6% | 104 |
| Went to fast food restaurant in the last 6 months: Whataburger | 831 | 5.2% | 92 |
| Went to fast food restaurant in the last 6 months: White Castle | 498 | 3.1% | 102 |
| Went to fine dining restaurant last month | 1,328 | 8.4% | 81 |
| Went to fine dining restaurant 3+ times last month | 309 | 1.9% | 67 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 5,064 | 5,223 |
| Population 18+ | 4,243 | 4,358 |
| Households | 2,579 | 2,668 |
| Median Household Income | $45,309 | $48,355 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 3,099 | 73.0% | 99 |
| Went to family restaurant/steak house 4+ times/month | 1,093 | 25.8% | 98 |
| Spent at family restaurant last 30 days: <$1-30 | 384 | 9.1% | 115 |
| Spent at family restaurant last 30 days: $31-50 | 502 | 11.8% | 128 |
| Spent at family restaurant last 30 days: $51-100 | 553 | 13.0% | 88 |
| Spent at family restaurant last 30 days: $101-200 | 276 | 6.5% | 70 |
| Went to family restaurant last 6 months: for breakfast | 528 | 12.4% | 96 |
| Went to family restaurant last 6 months: for lunch | 731 | 17.2% | 93 |
| Went to family restaurant last 6 months: for dinner | 1,873 | 44.1% | 98 |
| Went to family restaurant last 6 months: for snack | 91 | 2.1% | 109 |
| Went to family restaurant last 6 months: on weekday | 1,219 | 28.7% | 96 |
| Went to family restaurant last 6 months: on weekend | 1,635 | 38.5% | 96 |
| Went to family restaurant last 6 months: Applebee`s | 902 | 21.3% | 107 |
| Went to family restaurant last 6 months: Bob Evans | 180 | 4.2% | 141 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 457 | 10.8% | 112 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 79 | 1.9% | 70 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 211 | 5.0% | 71 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 381 | 9.0% | 85 |
| Went to family restaurant last 6 months: CiCi's | 115 | 2.7% | 124 |
| Went to family restaurant last 6 months: Cracker Barrel | 444 | 10.5% | 93 |
| Went to family restaurant last 6 months: Denny`s | 320 | 7.5% | 85 |
| Went to family restaurant last 6 months: Golden Corral | 389 | 9.2% | 131 |
| Went to family restaurant last 6 months: IHOP | 407 | 9.6% | 98 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 171 | 4.0% | 130 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 236 | 5.6% | 104 |
| Went to family restaurant last 6 months: Olive Garden | 626 | 14.8% | 95 |
| Went to family restaurant last 6 months: Outback Steakhouse | 294 | 6.9% | 87 |
| Went to family restaurant last 6 months: Red Lobster | 438 | 10.3% | 108 |
| Went to family restaurant last 6 months: Red Robin | 204 | 4.8% | 71 |
| Went to family restaurant last 6 months: Ruby Tuesday | 247 | 5.8% | 143 |
| Went to family restaurant last 6 months: Texas Roadhouse | 420 | 9.9% | 95 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 234 | 5.5% | 111 |
| Went to family restaurant last 6 months: Waffle House | 290 | 6.8% | 108 |
| Went to family restaurant last 6 months: fast food/drive-in | 3,802 | 89.6% | 99 |
| Went to fast food/drive-in restaurant 9+ times/month | 1,649 | 38.9% | 100 |
| Spent at fast food restaurant last 30 days: <$1-10 | 214 | 5.0% | 124 |
| Spent at fast food restaurant last 30 days: $11-$20 | 422 | 9.9% | 99 |
| Spent at fast food restaurant last 30 days: $21-$40 | 720 | 17.0% | 106 |
| Spent at fast food restaurant last 30 days: $41-$50 | 300 | 7.1% | 84 |
| Spent at fast food restaurant last 30 days: $51-$100 | 693 | 16.3% | 96 |
| Spent at fast food restaurant last 30 days: $101-$200 | 344 | 8.1% | 91 |
| Spent at fast food restaurant last 30 days: $201+ | 94 | 2.2% | 67 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 1,411 | 33.3% | 93 |
| Went to fast food restaurant in the last 6 months: home delivery | 404 | 9.5% | 113 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 2,052 | 48.4% | 105 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 903 | 21.3% | 103 |
| Went to fast food restaurant in the last 6 months: breakfast | 1,513 | 35.7% | 103 |
| Went to fast food restaurant in the last 6 months: lunch | 2,067 | 48.7% | 99 |
| Went to fast food restaurant in the last 6 months: dinner | 1,964 | 46.3% | 101 |
| Went to fast food restaurant in the last 6 months: snack | 518 | 12.2% | 99 |
| Went to fast food restaurant in the last 6 months: weekday | 2,487 | 58.6% | 101 |
| Went to fast food restaurant in the last 6 months: weekend | 1,917 | 45.2% | 97 |
| Went to fast food restaurant in the last 6 months: A & W | 170 | 4.0% | 143 |
| Went to fast food restaurant in the last 6 months: Arby`s | 939 | 22.1% | 127 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 105 | 2.5% | 72 |
| Went to fast food restaurant in the last 6 months: Boston Market | 114 | 2.7% | 85 |
| Went to fast food restaurant in the last 6 months: Burger King | 1,346 | 31.7% | 111 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 204 | 4.8% | 145 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 125 | 2.9% | 50 |
| Went to fast food restaurant in the last 6 months: Checkers | 228 | 5.4% | 156 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 926 | 21.8% | 85 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 430 | 10.1% | 81 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 138 | 3.3% | 123 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 227 | 5.3% | 150 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 98 | 2.3% | 79 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 779 | 18.4% | 117 |
| Went to fast food restaurant in the last 6 months: Del Taco | 107 | 2.5% | 64 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 564 | 13.3% | 102 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 466 | 11.0% | 81 |
| Went to fast food restaurant in the last 6 months: Five Guys | 333 | 7.8% | 85 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 340 | 8.0% | 130 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 192 | 4.5% | 59 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 245 | 5.8% | 101 |
| Went to fast food restaurant in the last 6 months: KFC | 940 | 22.2% | 110 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 200 | 4.7% | 84 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 565 | 13.3% | 108 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 192 | 4.5% | 131 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 2,168 | 51.1% | 99 |
| Went to fast food restaurant in the last 6 months: Panda Express | 282 | 6.6% | 69 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 447 | 10.5% | 83 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 397 | 9.4% | 113 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 181 | 4.3% | 100 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 753 | 17.7% | 113 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 487 | 11.5% | 123 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 497 | 11.7% | 97 |
| Went to fast food restaurant in the last 6 months: Starbucks | 568 | 13.4% | 73 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 324 | 7.6% | 140 |
| Went to fast food restaurant in the last 6 months: Subway | 1,089 | 25.7% | 105 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 1,266 | 29.8% | 104 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 1,241 | 29.2% | 114 |
| Went to fast food restaurant in the last 6 months: Whataburger | 187 | 4.4% | 78 |
| Went to fast food restaurant in the last 6 months: White Castle | 206 | 4.9% | 158 |
| Went to fine dining restaurant last month | 345 | 8.1% | 79 |
| Went to fine dining restaurant 3+ times last month | 67 | 1.6% | 55 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.

May 28, 2021

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# Restaurant Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 10,427 | 10,400 |
| Population 18+ | 8,245 | 8,211 |
| Households | 4,609 | 4,609 |
| Median Household Income | $51,178 | $53,321 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 5,904 | 71.6% | 97 |
| Went to family restaurant/steak house 4+ times/month | 2,094 | 25.4% | 97 |
| Spent at family restaurant last 30 days: <$1-30 | 778 | 9.4% | 120 |
| Spent at family restaurant last 30 days: $31-50 | 752 | 9.1% | 99 |
| Spent at family restaurant last 30 days: $51-100 | 1,180 | 14.3% | 96 |
| Spent at family restaurant last 30 days: $101-200 | 649 | 7.9% | 84 |
| Went to family restaurant last 6 months: for breakfast | 1,024 | 12.4% | 96 |
| Went to family restaurant last 6 months: for lunch | 1,411 | 17.1% | 92 |
| Went to family restaurant last 6 months: for dinner | 3,676 | 44.6% | 99 |
| Went to family restaurant last 6 months: for snack | 179 | 2.2% | 110 |
| Went to family restaurant last 6 months: on weekday | 2,389 | 29.0% | 97 |
| Went to family restaurant last 6 months: on weekend | 3,268 | 39.6% | 98 |
| Went to family restaurant last 6 months: Applebee`s | 1,712 | 20.8% | 104 |
| Went to family restaurant last 6 months: Bob Evans | 339 | 4.1% | 137 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 726 | 8.8% | 92 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 149 | 1.8% | 68 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 414 | 5.0% | 71 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 825 | 10.0% | 95 |
| Went to family restaurant last 6 months: CiCi's | 177 | 2.1% | 99 |
| Went to family restaurant last 6 months: Cracker Barrel | 900 | 10.9% | 97 |
| Went to family restaurant last 6 months: Denny`s | 687 | 8.3% | 94 |
| Went to family restaurant last 6 months: Golden Corral | 643 | 7.8% | 111 |
| Went to family restaurant last 6 months: IHOP | 650 | 7.9% | 80 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 285 | 3.5% | 112 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 427 | 5.2% | 97 |
| Went to family restaurant last 6 months: Olive Garden | 1,256 | 15.2% | 98 |
| Went to family restaurant last 6 months: Outback Steakhouse | 644 | 7.8% | 98 |
| Went to family restaurant last 6 months: Red Lobster | 794 | 9.6% | 101 |
| Went to family restaurant last 6 months: Red Robin | 531 | 6.4% | 95 |
| Went to family restaurant last 6 months: Ruby Tuesday | 314 | 3.8% | 94 |
| Went to family restaurant last 6 months: Texas Roadhouse | 944 | 11.4% | 110 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 348 | 4.2% | 85 |
| Went to family restaurant last 6 months: Waffle House | 469 | 5.7% | 90 |
| Went to family restaurant last 6 months: fast food/drive-in | 7,419 | 90.0% | 100 |
| Went to fast food/drive-in restaurant 9+ times/month | 3,165 | 38.4% | 99 |
| Spent at fast food restaurant last 30 days: <$1-10 | 407 | 4.9% | 122 |
| Spent at fast food restaurant last 30 days: $11-$20 | 866 | 10.5% | 104 |
| Spent at fast food restaurant last 30 days: $21-$40 | 1,385 | 16.8% | 105 |
| Spent at fast food restaurant last 30 days: $41-$50 | 565 | 6.9% | 81 |
| Spent at fast food restaurant last 30 days: $51-$100 | 1,386 | 16.8% | 99 |
| Spent at fast food restaurant last 30 days: $101-$200 | 709 | 8.6% | 96 |
| Spent at fast food restaurant last 30 days: $201+ | 226 | 2.7% | 83 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.
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June 01, 2021

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# Restaurant Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to fast food restaurant in the last 6 months: eat in | 2,792 | 33.9% | 94 |
| Went to fast food restaurant in the last 6 months: home delivery | 734 | 8.9% | 105 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 3,856 | 46.8% | 102 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 1,545 | 18.7% | 90 |
| Went to fast food restaurant in the last 6 months: breakfast | 2,784 | 33.8% | 97 |
| Went to fast food restaurant in the last 6 months: lunch | 3,897 | 47.3% | 96 |
| Went to fast food restaurant in the last 6 months: dinner | 3,864 | 46.9% | 102 |
| Went to fast food restaurant in the last 6 months: snack | 892 | 10.8% | 88 |
| Went to fast food restaurant in the last 6 months: weekday | 4,787 | 58.1% | 100 |
| Went to fast food restaurant in the last 6 months: weekend | 3,742 | 45.4% | 98 |
| Went to fast food restaurant in the last 6 months: A & W | 290 | 3.5% | 126 |
| Went to fast food restaurant in the last 6 months: Arby`s | 1,680 | 20.4% | 117 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 237 | 2.9% | 84 |
| Went to fast food restaurant in the last 6 months: Boston Market | 226 | 2.7% | 87 |
| Went to fast food restaurant in the last 6 months: Burger King | 2,816 | 34.2% | 119 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 255 | 3.1% | 94 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 371 | 4.5% | 77 |
| Went to fast food restaurant in the last 6 months: Checkers | 345 | 4.2% | 122 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 1,741 | 21.1% | 82 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 795 | 9.6% | 77 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 183 | 2.2% | 84 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 319 | 3.9% | 109 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 251 | 3.0% | 104 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 1,323 | 16.0% | 102 |
| Went to fast food restaurant in the last 6 months: Del Taco | 240 | 2.9% | 74 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 1,132 | 13.7% | 105 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 1,097 | 13.3% | 98 |
| Went to fast food restaurant in the last 6 months: Five Guys | 657 | 8.0% | 87 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 614 | 7.4% | 121 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 391 | 4.7% | 62 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 458 | 5.6% | 97 |
| Went to fast food restaurant in the last 6 months: KFC | 1,961 | 23.8% | 118 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 446 | 5.4% | 96 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 1,064 | 12.9% | 105 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 324 | 3.9% | 114 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 4,480 | 54.3% | 106 |
| Went to fast food restaurant in the last 6 months: Panda Express | 625 | 7.6% | 79 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 829 | 10.1% | 79 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 697 | 8.5% | 102 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 371 | 4.5% | 105 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 1,421 | 17.2% | 110 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 712 | 8.6% | 93 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 963 | 11.7% | 97 |
| Went to fast food restaurant in the last 6 months: Starbucks | 1,080 | 13.1% | 72 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 556 | 6.7% | 124 |
| Went to fast food restaurant in the last 6 months: Subway | 2,060 | 25.0% | 102 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 2,613 | 31.7% | 110 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 2,320 | 28.1% | 110 |
| Went to fast food restaurant in the last 6 months: Whataburger | 351 | 4.3% | 75 |
| Went to fast food restaurant in the last 6 months: White Castle | 274 | 3.3% | 108 |
| Went to fine dining restaurant last month | 702 | 8.5% | 83 |
| Went to fine dining restaurant 3+ times last month | 191 | 2.3% | 80 |

**Data Note**: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.
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June 01, 2021

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# Retail Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 43,042 | 42,771 |
| Population 18+ | 32,579 | 32,750 |
| Households | 15,919 | 15,880 |
| Median Household Income | $102,278 | $108,369 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 16,810 | 51.6% | 107 |
| Bought any women's clothing in last 12 months | 15,176 | 46.6% | 106 |
| Bought clothing for child <13 years in last 6 months | 8,510 | 26.1% | 99 |
| Bought any shoes in last 12 months | 18,179 | 55.8% | 106 |
| Bought costume jewelry in last 12 months | 5,910 | 18.1% | 107 |
| Bought any fine jewelry in last 12 months | 5,947 | 18.3% | 101 |
| Bought a watch in last 12 months | 4,896 | 15.0% | 98 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 14,828 | 93.1% | 109 |
| HH bought/leased new vehicle last 12 months | 2,113 | 13.3% | 140 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 29,864 | 91.7% | 108 |
| Bought/changed motor oil in last 12 months | 15,289 | 46.9% | 101 |
| Had tune-up in last 12 months | 8,655 | 26.6% | 109 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 23,551 | 72.3% | 100 |
| Drank regular cola in last 6 months | 12,323 | 37.8% | 87 |
| Drank beer/ale in last 6 months | 14,470 | 44.4% | 108 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 3,832 | 11.8% | 139 |
| Own digital SLR camera/camcorder | 3,377 | 10.4% | 136 |
| Printed digital photos in last 12 months | 9,221 | 28.3% | 129 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 10,981 | 33.7% | 100 |
| Have a smartphone | 29,454 | 90.4% | 104 |
| Have a smartphone: Android phone (any brand) | 11,759 | 36.1% | 88 |
| Have a smartphone: Apple iPhone | 17,607 | 54.0% | 120 |
| Number of cell phones in household: 1 | 3,541 | 22.2% | 74 |
| Number of cell phones in household: 2 | 6,671 | 41.9% | 109 |
| Number of cell phones in household: 3+ | 5,481 | 34.4% | 119 |
| HH has cell phone only (no landline telephone) | 8,023 | 50.4% | 83 |
| **Computers (Households)** | | | |
| HH owns a computer | 13,443 | 84.4% | 115 |
| HH owns desktop computer | 6,923 | 43.5% | 124 |
| HH owns laptop/notebook | 10,611 | 66.7% | 116 |
| HH owns any Apple/Mac brand computer | 3,971 | 24.9% | 131 |
| HH owns any PC/non-Apple brand computer | 10,899 | 68.5% | 113 |
| HH purchased most recent computer in a store | 6,804 | 42.7% | 121 |
| HH purchased most recent computer online | 2,724 | 17.1% | 121 |
| HH spent $1-$499 on most recent home computer | 2,349 | 14.8% | 101 |
| HH spent $500-$999 on most recent home computer | 3,290 | 20.7% | 129 |
| HH spent $1,000-$1,499 on most recent home computer | 1,825 | 11.5% | 118 |
| HH spent $1,500-$1,999 on most recent home computer | 954 | 6.0% | 135 |
| HH spent $2,000+ on most recent home computer | 862 | 5.4% | 133 |

**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 2020 and 2025.

May 28, 2021

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## Retail Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 20,726 | 63.6% | 102 |
| Bought brewed coffee at convenience store in last 30 days | 4,318 | 13.3% | 100 |
| Bought cigarettes at convenience store in last 30 days | 2,459 | 7.5% | 72 |
| Bought gas at convenience store in last 30 days | 12,706 | 39.0% | 105 |
| Spent at convenience store in last 30 days: $1-19 | 2,641 | 8.1% | 120 |
| Spent at convenience store in last 30 days: $20-$39 | 3,200 | 9.8% | 106 |
| Spent at convenience store in last 30 days: $40-$50 | 2,774 | 8.5% | 107 |
| Spent at convenience store in last 30 days: $51-$99 | 1,601 | 4.9% | 91 |
| Spent at convenience store in last 30 days: $100+ | 7,313 | 22.4% | 99 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 20,863 | 64.0% | 109 |
| Went to live theater in last 12 months | 4,797 | 14.7% | 129 |
| Went to a bar/night club in last 12 months | 6,442 | 19.8% | 117 |
| Dined out in last 12 months | 20,167 | 61.9% | 122 |
| Gambled at a casino in last 12 months | 4,513 | 13.9% | 101 |
| Visited a theme park in last 12 months | 6,677 | 20.5% | 109 |
| Viewed movie (video-on-demand) in last 30 days | 7,421 | 22.8% | 137 |
| Viewed TV show (video-on-demand) in last 30 days | 5,165 | 15.9% | 136 |
| Watched any pay-per-view TV in last 12 months | 3,589 | 11.0% | 125 |
| Downloaded a movie over the Internet in last 30 days | 3,440 | 10.6% | 105 |
| Downloaded any individual song in last 6 months | 7,046 | 21.6% | 115 |
| Watched a movie online in the last 30 days | 9,067 | 27.8% | 93 |
| Watched a TV program online in last 30 days | 6,959 | 21.4% | 105 |
| Played a video/electronic game (console) in last 12 months | 2,808 | 8.6% | 95 |
| Played a video/electronic game (portable) in last 12 months | 1,353 | 4.2% | 97 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 13,544 | 41.6% | 135 |
| Used ATM/cash machine in last 12 months | 19,612 | 60.2% | 115 |
| Own any stock | 3,368 | 10.3% | 147 |
| Own U.S. savings bond | 1,668 | 5.1% | 122 |
| Own shares in mutual fund (stock) | 3,653 | 11.2% | 157 |
| Own shares in mutual fund (bonds) | 2,446 | 7.5% | 158 |
| Have interest checking account | 12,437 | 38.2% | 134 |
| Have non-interest checking account | 10,168 | 31.2% | 108 |
| Have savings account | 21,957 | 67.4% | 118 |
| Have 401K retirement savings plan | 6,881 | 21.1% | 132 |
| Own/used any credit/debit card in last 12 months | 28,338 | 87.0% | 108 |
| Avg monthly credit card expenditures: $1-110 | 3,523 | 10.8% | 95 |
| Avg monthly credit card expenditures: $111-$225 | 2,439 | 7.5% | 104 |
| Avg monthly credit card expenditures: $226-$450 | 2,515 | 7.7% | 112 |
| Avg monthly credit card expenditures: $451-$700 | 2,514 | 7.7% | 124 |
| Avg monthly credit card expenditures: $701-$1,000 | 2,431 | 7.5% | 127 |
| Avg monthly credit card expenditures: $1,001+ | 6,092 | 18.7% | 153 |
| Did banking online in last 12 months | 16,190 | 49.7% | 127 |
| Did banking on mobile device in last 12 months | 10,852 | 33.3% | 117 |
| Paid bills online in last 12 months | 19,291 | 59.2% | 116 |

**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 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 11,300 | 71.0% | 104 |
| HH used bread in last 6 months | 14,972 | 94.1% | 101 |
| HH used chicken (fresh or frozen) in last 6 months | 11,378 | 71.5% | 105 |
| HH used turkey (fresh or frozen) in last 6 months | 2,423 | 15.2% | 102 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 9,067 | 57.0% | 104 |
| HH used fresh fruit/vegetables in last 6 months | 13,856 | 87.0% | 104 |
| HH used fresh milk in last 6 months | 13,831 | 86.9% | 103 |
| HH used organic food in last 6 months | 4,204 | 26.4% | 109 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 10,732 | 32.9% | 120 |
| Exercise at club 2+ times per week | 5,965 | 18.3% | 130 |
| Visited a doctor in last 12 months | 26,478 | 81.3% | 107 |
| Used vitamin/dietary supplement in last 6 months | 18,843 | 57.8% | 108 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 5,634 | 35.4% | 130 |
| HH used any maid/professional cleaning service in last 12 months | 3,282 | 20.6% | 138 |
| HH purchased low ticket HH furnishings in last 12 months | 2,925 | 18.4% | 106 |
| HH purchased big ticket HH furnishings in last 12 months | 3,944 | 24.8% | 109 |
| HH bought any small kitchen appliance in last 12 months | 3,697 | 23.2% | 103 |
| HH bought any large kitchen appliance in last 12 months | 2,463 | 15.5% | 117 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 16,988 | 52.1% | 120 |
| Carry medical/hospital/accident insurance | 26,292 | 80.7% | 109 |
| Carry homeowner insurance | 19,669 | 60.4% | 130 |
| Carry renter's insurance | 2,177 | 6.7% | 77 |
| HH has auto insurance: 1 vehicle in household covered | 3,715 | 23.3% | 77 |
| HH has auto insurance: 2 vehicles in household covered | 5,394 | 33.9% | 122 |
| HH has auto insurance: 3+ vehicles in household covered | 4,965 | 31.2% | 139 |
| **Pets (Households)** | | | |
| Household owns any pet | 9,478 | 59.5% | 111 |
| Household owns any cat | 3,812 | 23.9% | 105 |
| Household owns any dog | 7,439 | 46.7% | 114 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 12,625 | 38.8% | 105 |
| Usually buy items on credit rather than wait | 4,691 | 14.4% | 107 |
| Usually buy based on quality - not price | 6,156 | 18.9% | 103 |
| Price is usually more important than brand name | 8,667 | 26.6% | 95 |
| Usually use coupons for brands I buy often | 5,496 | 16.9% | 106 |
| Am interested in how to help the environment | 6,027 | 18.5% | 94 |
| Usually pay more for environ safe product | 4,585 | 14.1% | 95 |
| Usually value green products over convenience | 3,282 | 10.1% | 88 |
| Likely to buy a brand that supports a charity | 11,795 | 36.2% | 101 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 5,310 | 16.3% | 124 |
| Bought hardcover book in last 12 months | 7,871 | 24.2% | 121 |
| Bought paperback book in last 12 month | 10,995 | 33.7% | 120 |
| Read any daily newspaper (paper version) | 6,122 | 18.8% | 118 |
| Read any digital newspaper in last 30 days | 15,458 | 47.4% | 115 |
| Read any magazine (paper/electronic version) in last 6 months | 30,621 | 94.0% | 103 |

**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 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 25,725 | 79.0% | 107 |
| Went to family restaurant/steak house: 4+ times a month | 9,230 | 28.3% | 108 |
| Went to fast food/drive-in restaurant in last 6 months | 29,979 | 92.0% | 102 |
| Went to fast food/drive-in restaurant 9+ times/month | 12,710 | 39.0% | 100 |
| Fast food restaurant last 6 months: eat in | 12,478 | 38.3% | 107 |
| Fast food restaurant last 6 months: home delivery | 2,539 | 7.8% | 92 |
| Fast food restaurant last 6 months: take-out/drive-thru | 15,923 | 48.9% | 107 |
| Fast food restaurant last 6 months: take-out/walk-in | 7,512 | 23.1% | 111 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 19,326 | 59.3% | 118 |
| Own any e-reader | 4,190 | 12.9% | 133 |
| Own e-reader/tablet: iPad | 12,682 | 38.9% | 133 |
| HH has Internet connectable TV | 6,120 | 38.4% | 121 |
| Own any portable MP3 player | 6,221 | 19.1% | 120 |
| HH owns 1 TV | 2,593 | 16.3% | 76 |
| HH owns 2 TVs | 4,076 | 25.6% | 97 |
| HH owns 3 TVs | 3,814 | 24.0% | 114 |
| HH owns 4+ TVs | 3,705 | 23.3% | 138 |
| HH subscribes to cable TV | 7,530 | 47.3% | 114 |
| HH subscribes to fiber optic | 1,553 | 9.8% | 152 |
| HH owns portable GPS navigation device | 4,265 | 26.8% | 132 |
| HH purchased video game system in last 12 months | 1,353 | 8.5% | 100 |
| HH owns any Internet video device for TV | 5,273 | 33.1% | 120 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 21,216 | 65.1% | 124 |
| Took 3+ domestic non-business trips in last 12 months | 5,087 | 15.6% | 131 |
| Spent on domestic vacations in last 12 months: $1-999 | 3,870 | 11.9% | 110 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 2,589 | 7.9% | 127 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 1,558 | 4.8% | 124 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 2,114 | 6.5% | 147 |
| Spent on domestic vacations in last 12 months: $3,000+ | 3,246 | 10.0% | 156 |
| Domestic travel in last 12 months: used general travel website | 2,948 | 9.0% | 137 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 11,608 | 35.6% | 123 |
| Took 3+ foreign trips by plane in last 3 years | 2,597 | 8.0% | 137 |
| Spent on foreign vacations in last 12 months: $1-999 | 1,965 | 6.0% | 121 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 1,587 | 4.9% | 113 |
| Spent on foreign vacations in last 12 months: $3,000+ | 3,125 | 9.6% | 144 |
| Foreign travel in last 3 years: used general travel website | 2,589 | 7.9% | 136 |
| Nights spent in hotel/motel in last 12 months: any | 18,538 | 56.9% | 126 |
| Took cruise of more than one day in last 3 years | 3,925 | 12.0% | 131 |
| Member of any frequent flyer program | 8,863 | 27.2% | 148 |
| Member of any hotel rewards program | 8,980 | 27.6% | 145 |

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May 28, 2021

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# Retail Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 8,486 | 8,482 |
| Population 18+ | 6,515 | 6,506 |
| Households | 3,838 | 3,841 |
| Median Household Income | $50,153 | $53,320 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 3,207 | 49.2% | 102 |
| Bought any women's clothing in last 12 months | 2,796 | 42.9% | 98 |
| Bought clothing for child <13 years in last 6 months | 1,665 | 25.6% | 97 |
| Bought any shoes in last 12 months | 3,272 | 50.2% | 96 |
| Bought costume jewelry in last 12 months | 924 | 14.2% | 83 |
| Bought any fine jewelry in last 12 months | 1,047 | 16.1% | 89 |
| Bought a watch in last 12 months | 1,040 | 16.0% | 104 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 3,206 | 83.5% | 98 |
| HH bought/leased new vehicle last 12 months | 298 | 7.8% | 82 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 5,494 | 84.3% | 99 |
| Bought/changed motor oil in last 12 months | 3,259 | 50.0% | 107 |
| Had tune-up in last 12 months | 1,708 | 26.2% | 107 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 4,399 | 67.5% | 94 |
| Drank regular cola in last 6 months | 3,197 | 49.1% | 113 |
| Drank beer/ale in last 6 months | 2,552 | 39.2% | 95 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 424 | 6.5% | 77 |
| Own digital SLR camera/camcorder | 401 | 6.2% | 81 |
| Printed digital photos in last 12 months | 1,278 | 19.6% | 89 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 2,256 | 34.6% | 103 |
| Have a smartphone | 5,527 | 84.8% | 97 |
| Have a smartphone: Android phone (any brand) | 3,347 | 51.4% | 125 |
| Have a smartphone: Apple iPhone | 2,114 | 32.4% | 72 |
| Number of cell phones in household: 1 | 1,385 | 36.1% | 119 |
| Number of cell phones in household: 2 | 1,403 | 36.6% | 95 |
| Number of cell phones in household: 3+ | 940 | 24.5% | 85 |
| HH has cell phone only (no landline telephone) | 2,654 | 69.2% | 114 |
| **Computers (Households)** | | | |
| HH owns a computer | 2,518 | 65.6% | 89 |
| HH owns desktop computer | 1,201 | 31.3% | 89 |
| HH owns laptop/notebook | 1,976 | 51.5% | 90 |
| HH owns any Apple/Mac brand computer | 454 | 11.8% | 62 |
| HH owns any PC/non-Apple brand computer | 2,223 | 57.9% | 96 |
| HH purchased most recent computer in a store | 1,292 | 33.7% | 95 |
| HH purchased most recent computer online | 398 | 10.4% | 73 |
| HH spent $1-$499 on most recent home computer | 635 | 16.5% | 113 |
| HH spent $500-$999 on most recent home computer | 599 | 15.6% | 97 |
| HH spent $1,000-$1,499 on most recent home computer | 286 | 7.5% | 77 |
| HH spent $1,500-$1,999 on most recent home computer | 76 | 2.0% | 44 |
| HH spent $2,000+ on most recent home computer | 91 | 2.4% | 58 |

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## Retail Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 4,357 | 66.9% | 107 |
| Bought brewed coffee at convenience store in last 30 days | 837 | 12.8% | 97 |
| Bought cigarettes at convenience store in last 30 days | 969 | 14.9% | 142 |
| Bought gas at convenience store in last 30 days | 2,736 | 42.0% | 113 |
| Spent at convenience store in last 30 days: $1-19 | 443 | 6.8% | 101 |
| Spent at convenience store in last 30 days: $20-$39 | 532 | 8.2% | 88 |
| Spent at convenience store in last 30 days: $40-$50 | 488 | 7.5% | 94 |
| Spent at convenience store in last 30 days: $51-$99 | 314 | 4.8% | 89 |
| Spent at convenience store in last 30 days: $100+ | 1,800 | 27.6% | 122 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 3,672 | 56.4% | 96 |
| Went to live theater in last 12 months | 489 | 7.5% | 66 |
| Went to a bar/night club in last 12 months | 1,068 | 16.4% | 97 |
| Dined out in last 12 months | 3,095 | 47.5% | 94 |
| Gambled at a casino in last 12 months | 773 | 11.9% | 87 |
| Visited a theme park in last 12 months | 836 | 12.8% | 68 |
| Viewed movie (video-on-demand) in last 30 days | 837 | 12.8% | 77 |
| Viewed TV show (video-on-demand) in last 30 days | 529 | 8.1% | 70 |
| Watched any pay-per-view TV in last 12 months | 361 | 5.5% | 63 |
| Downloaded a movie over the Internet in last 30 days | 621 | 9.5% | 95 |
| Downloaded any individual song in last 6 months | 1,132 | 17.4% | 92 |
| Watched a movie online in the last 30 days | 1,931 | 29.6% | 99 |
| Watched a TV program online in last 30 days | 1,382 | 21.2% | 105 |
| Played a video/electronic game (console) in last 12 months | 660 | 10.1% | 112 |
| Played a video/electronic game (portable) in last 12 months | 313 | 4.8% | 112 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 1,576 | 24.2% | 79 |
| Used ATM/cash machine in last 12 months | 3,350 | 51.4% | 98 |
| Own any stock | 321 | 4.9% | 70 |
| Own U.S. savings bond | 166 | 2.5% | 61 |
| Own shares in mutual fund (stock) | 360 | 5.5% | 78 |
| Own shares in mutual fund (bonds) | 197 | 3.0% | 64 |
| Have interest checking account | 1,727 | 26.5% | 93 |
| Have non-interest checking account | 1,753 | 26.9% | 93 |
| Have savings account | 3,408 | 52.3% | 92 |
| Have 401K retirement savings plan | 937 | 14.4% | 90 |
| Own/used any credit/debit card in last 12 months | 5,086 | 78.1% | 97 |
| Avg monthly credit card expenditures: $1-110 | 888 | 13.6% | 120 |
| Avg monthly credit card expenditures: $111-$225 | 470 | 7.2% | 100 |
| Avg monthly credit card expenditures: $226-$450 | 441 | 6.8% | 98 |
| Avg monthly credit card expenditures: $451-$700 | 316 | 4.9% | 78 |
| Avg monthly credit card expenditures: $701-$1,000 | 271 | 4.2% | 71 |
| Avg monthly credit card expenditures: $1,001+ | 452 | 6.9% | 57 |
| Did banking online in last 12 months | 2,441 | 37.5% | 96 |
| Did banking on mobile device in last 12 months | 1,690 | 25.9% | 91 |
| Paid bills online in last 12 months | 3,296 | 50.6% | 99 |

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May 28, 2021

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# Retail Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 2,709 | 70.6% | 103 |
| HH used bread in last 6 months | 3,606 | 94.0% | 101 |
| HH used chicken (fresh or frozen) in last 6 months | 2,511 | 65.4% | 96 |
| HH used turkey (fresh or frozen) in last 6 months | 555 | 14.5% | 97 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 1,883 | 49.1% | 89 |
| HH used fresh fruit/vegetables in last 6 months | 3,044 | 79.3% | 94 |
| HH used fresh milk in last 6 months | 3,243 | 84.5% | 100 |
| HH used organic food in last 6 months | 647 | 16.9% | 70 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 1,523 | 23.4% | 85 |
| Exercise at club 2+ times per week | 669 | 10.3% | 73 |
| Visited a doctor in last 12 months | 4,789 | 73.5% | 97 |
| Used vitamin/dietary supplement in last 6 months | 3,024 | 46.4% | 86 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 896 | 23.3% | 86 |
| HH used any maid/professional cleaning service in last 12 months | 372 | 9.7% | 65 |
| HH purchased low ticket HH furnishings in last 12 months | 626 | 16.3% | 94 |
| HH purchased big ticket HH furnishings in last 12 months | 850 | 22.1% | 98 |
| HH bought any small kitchen appliance in last 12 months | 854 | 22.3% | 98 |
| HH bought any large kitchen appliance in last 12 months | 490 | 12.8% | 97 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 2,706 | 41.5% | 96 |
| Carry medical/hospital/accident insurance | 4,626 | 71.0% | 96 |
| Carry homeowner insurance | 2,652 | 40.7% | 88 |
| Carry renter's insurance | 682 | 10.5% | 120 |
| HH has auto insurance: 1 vehicle in household covered | 1,305 | 34.0% | 112 |
| HH has auto insurance: 2 vehicles in household covered | 992 | 25.8% | 93 |
| HH has auto insurance: 3+ vehicles in household covered | 697 | 18.2% | 81 |
| **Pets (Households)** | | | |
| Household owns any pet | 2,091 | 54.5% | 101 |
| Household owns any cat | 947 | 24.7% | 108 |
| Household owns any dog | 1,600 | 41.7% | 101 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 2,548 | 39.1% | 106 |
| Usually buy items on credit rather than wait | 840 | 12.9% | 95 |
| Usually buy based on quality - not price | 1,193 | 18.3% | 100 |
| Price is usually more important than brand name | 2,124 | 32.6% | 116 |
| Usually use coupons for brands I buy often | 1,083 | 16.6% | 104 |
| Am interested in how to help the environment | 1,136 | 17.4% | 88 |
| Usually pay more for environ safe product | 1,001 | 15.4% | 104 |
| Usually value green products over convenience | 752 | 11.5% | 101 |
| Likely to buy a brand that supports a charity | 2,306 | 35.4% | 99 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 719 | 11.0% | 84 |
| Bought hardcover book in last 12 months | 1,202 | 18.4% | 92 |
| Bought paperback book in last 12 month | 1,605 | 24.6% | 88 |
| Read any daily newspaper (paper version) | 1,088 | 16.7% | 105 |
| Read any digital newspaper in last 30 days | 2,559 | 39.3% | 95 |
| Read any magazine (paper/electronic version) in last 6 months | 5,790 | 88.9% | 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.
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May 28, 2021

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# Retail Market Potential

Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 4,775 | 73.3% | 100 |
| Went to family restaurant/steak house: 4+ times a month | 1,630 | 25.0% | 96 |
| Went to fast food/drive-in restaurant in last 6 months | 5,946 | 91.3% | 101 |
| Went to fast food/drive-in restaurant 9+ times/month | 2,725 | 41.8% | 107 |
| Fast food restaurant last 6 months: eat in | 2,277 | 35.0% | 98 |
| Fast food restaurant last 6 months: home delivery | 636 | 9.8% | 116 |
| Fast food restaurant last 6 months: take-out/drive-thru | 3,135 | 48.1% | 105 |
| Fast food restaurant last 6 months: take-out/walk-in | 1,322 | 20.3% | 98 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 2,759 | 42.3% | 85 |
| Own any e-reader | 564 | 8.7% | 90 |
| Own e-reader/tablet: iPad | 1,263 | 19.4% | 66 |
| HH has Internet connectable TV | 1,182 | 30.8% | 97 |
| Own any portable MP3 player | 936 | 14.4% | 90 |
| HH owns 1 TV | 802 | 20.9% | 98 |
| HH owns 2 TVs | 1,075 | 28.0% | 106 |
| HH owns 3 TVs | 782 | 20.4% | 97 |
| HH owns 4+ TVs | 537 | 14.0% | 83 |
| HH subscribes to cable TV | 1,583 | 41.2% | 100 |
| HH subscribes to fiber optic | 139 | 3.6% | 56 |
| HH owns portable GPS navigation device | 682 | 17.8% | 87 |
| HH purchased video game system in last 12 months | 244 | 6.4% | 75 |
| HH owns any Internet video device for TV | 895 | 23.3% | 84 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 2,780 | 42.7% | 81 |
| Took 3+ domestic non-business trips in last 12 months | 506 | 7.8% | 65 |
| Spent on domestic vacations in last 12 months: $1-999 | 659 | 10.1% | 94 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 237 | 3.6% | 58 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 200 | 3.1% | 79 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 207 | 3.2% | 72 |
| Spent on domestic vacations in last 12 months: $3,000+ | 207 | 3.2% | 50 |
| Domestic travel in last 12 months: used general travel website | 269 | 4.1% | 62 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 1,160 | 17.8% | 62 |
| Took 3+ foreign trips by plane in last 3 years | 208 | 3.2% | 55 |
| Spent on foreign vacations in last 12 months: $1-999 | 196 | 3.0% | 61 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 175 | 2.7% | 62 |
| Spent on foreign vacations in last 12 months: $3,000+ | 185 | 2.8% | 43 |
| Foreign travel in last 3 years: used general travel website | 190 | 2.9% | 50 |
| Nights spent in hotel/motel in last 12 months: any | 2,529 | 38.8% | 86 |
| Took cruise of more than one day in last 3 years | 319 | 4.9% | 53 |
| Member of any frequent flyer program | 606 | 9.3% | 50 |
| Member of any hotel rewards program | 872 | 13.4% | 70 |

**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.
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# Retail Market Potential

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 2,687 | 2,692 |
| Population 18+ | 2,162 | 2,178 |
| Households | 1,152 | 1,159 |
| Median Household Income | $86,003 | $100,857 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 1,061 | 49.1% | 102 |
| Bought any women's clothing in last 12 months | 991 | 45.8% | 104 |
| Bought clothing for child <13 years in last 6 months | 662 | 30.6% | 116 |
| Bought any shoes in last 12 months | 1,123 | 51.9% | 99 |
| Bought costume jewelry in last 12 months | 367 | 17.0% | 100 |
| Bought any fine jewelry in last 12 months | 374 | 17.3% | 96 |
| Bought a watch in last 12 months | 313 | 14.5% | 94 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 1,058 | 91.8% | 107 |
| HH bought/leased new vehicle last 12 months | 94 | 8.2% | 86 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 1,976 | 91.4% | 107 |
| Bought/changed motor oil in last 12 months | 1,149 | 53.1% | 114 |
| Had tune-up in last 12 months | 556 | 25.7% | 105 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 1,519 | 70.3% | 98 |
| Drank regular cola in last 6 months | 925 | 42.8% | 98 |
| Drank beer/ale in last 6 months | 914 | 42.3% | 102 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 212 | 9.8% | 116 |
| Own digital SLR camera/camcorder | 153 | 7.1% | 93 |
| Printed digital photos in last 12 months | 503 | 23.3% | 106 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 730 | 33.8% | 100 |
| Have a smartphone | 1,906 | 88.2% | 101 |
| Have a smartphone: Android phone (any brand) | 960 | 44.4% | 108 |
| Have a smartphone: Apple iPhone | 904 | 41.8% | 93 |
| Number of cell phones in household: 1 | 305 | 26.5% | 88 |
| Number of cell phones in household: 2 | 475 | 41.2% | 107 |
| Number of cell phones in household: 3+ | 351 | 30.5% | 105 |
| HH has cell phone only (no landline telephone) | 728 | 63.2% | 105 |
| **Computers (Households)** | | | |
| HH owns a computer | 858 | 74.5% | 101 |
| HH owns desktop computer | 410 | 35.6% | 101 |
| HH owns laptop/notebook | 673 | 58.4% | 102 |
| HH owns any Apple/Mac brand computer | 183 | 15.9% | 83 |
| HH owns any PC/non-Apple brand computer | 741 | 64.3% | 106 |
| HH purchased most recent computer in a store | 443 | 38.5% | 109 |
| HH purchased most recent computer online | 161 | 14.0% | 99 |
| HH spent $1-$499 on most recent home computer | 194 | 16.8% | 115 |
| HH spent $500-$999 on most recent home computer | 204 | 17.7% | 110 |
| HH spent $1,000-$1,499 on most recent home computer | 104 | 9.0% | 93 |
| HH spent $1,500-$1,999 on most recent home computer | 42 | 3.6% | 82 |
| HH spent $2,000+ on most recent home computer | 48 | 4.2% | 103 |

**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 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 1,501 | 69.4% | 111 |
| Bought brewed coffee at convenience store in last 30 days | 330 | 15.3% | 115 |
| Bought cigarettes at convenience store in last 30 days | 284 | 13.1% | 125 |
| Bought gas at convenience store in last 30 days | 1,046 | 48.4% | 130 |
| Spent at convenience store in last 30 days: $1-19 | 136 | 6.3% | 93 |
| Spent at convenience store in last 30 days: $20-$39 | 194 | 9.0% | 97 |
| Spent at convenience store in last 30 days: $40-$50 | 176 | 8.1% | 102 |
| Spent at convenience store in last 30 days: $51-$99 | 118 | 5.5% | 101 |
| Spent at convenience store in last 30 days: $100+ | 667 | 30.9% | 136 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 1,271 | 58.8% | 100 |
| Went to live theater in last 12 months | 222 | 10.3% | 90 |
| Went to a bar/night club in last 12 months | 389 | 18.0% | 106 |
| Dined out in last 12 months | 1,115 | 51.6% | 102 |
| Gambled at a casino in last 12 months | 270 | 12.5% | 91 |
| Visited a theme park in last 12 months | 397 | 18.4% | 98 |
| Viewed movie (video-on-demand) in last 30 days | 355 | 16.4% | 99 |
| Viewed TV show (video-on-demand) in last 30 days | 250 | 11.6% | 99 |
| Watched any pay-per-view TV in last 12 months | 211 | 9.8% | 111 |
| Downloaded a movie over the Internet in last 30 days | 176 | 8.1% | 81 |
| Downloaded any individual song in last 6 months | 393 | 18.2% | 97 |
| Watched a movie online in the last 30 days | 606 | 28.0% | 93 |
| Watched a TV program online in last 30 days | 450 | 20.8% | 103 |
| Played a video/electronic game (console) in last 12 months | 218 | 10.1% | 111 |
| Played a video/electronic game (portable) in last 12 months | 98 | 4.5% | 106 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 800 | 37.0% | 121 |
| Used ATM/cash machine in last 12 months | 1,157 | 53.5% | 102 |
| Own any stock | 124 | 5.7% | 82 |
| Own U.S. savings bond | 102 | 4.7% | 112 |
| Own shares in mutual fund (stock) | 141 | 6.5% | 92 |
| Own shares in mutual fund (bonds) | 106 | 4.9% | 103 |
| Have interest checking account | 683 | 31.6% | 111 |
| Have non-interest checking account | 645 | 29.8% | 103 |
| Have savings account | 1,267 | 58.6% | 103 |
| Have 401K retirement savings plan | 361 | 16.7% | 104 |
| Own/used any credit/debit card in last 12 months | 1,750 | 80.9% | 101 |
| Avg monthly credit card expenditures: $1-110 | 302 | 14.0% | 123 |
| Avg monthly credit card expenditures: $111-$225 | 151 | 7.0% | 97 |
| Avg monthly credit card expenditures: $226-$450 | 161 | 7.4% | 108 |
| Avg monthly credit card expenditures: $451-$700 | 117 | 5.4% | 87 |
| Avg monthly credit card expenditures: $701-$1,000 | 113 | 5.2% | 89 |
| Avg monthly credit card expenditures: $1,001+ | 220 | 10.2% | 83 |
| Did banking online in last 12 months | 900 | 41.6% | 106 |
| Did banking on mobile device in last 12 months | 679 | 31.4% | 111 |
| Paid bills online in last 12 months | 1,193 | 55.2% | 108 |

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## Retail Market Potential

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Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 840 | 72.9% | 107 |
| HH used bread in last 6 months | 1,079 | 93.7% | 100 |
| HH used chicken (fresh or frozen) in last 6 months | 782 | 67.9% | 100 |
| HH used turkey (fresh or frozen) in last 6 months | 170 | 14.8% | 99 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 602 | 52.3% | 95 |
| HH used fresh fruit/vegetables in last 6 months | 963 | 83.6% | 99 |
| HH used fresh milk in last 6 months | 1,014 | 88.0% | 104 |
| HH used organic food in last 6 months | 237 | 20.6% | 85 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 577 | 26.7% | 97 |
| Exercise at club 2+ times per week | 282 | 13.0% | 92 |
| Visited a doctor in last 12 months | 1,698 | 78.5% | 103 |
| Used vitamin/dietary supplement in last 6 months | 1,144 | 52.9% | 99 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 371 | 32.2% | 118 |
| HH used any maid/professional cleaning service in last 12 months | 128 | 11.1% | 75 |
| HH purchased low ticket HH furnishings in last 12 months | 197 | 17.1% | 98 |
| HH purchased big ticket HH furnishings in last 12 months | 265 | 23.0% | 101 |
| HH bought any small kitchen appliance in last 12 months | 260 | 22.6% | 100 |
| HH bought any large kitchen appliance in last 12 months | 191 | 16.6% | 126 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 1,059 | 49.0% | 113 |
| Carry medical/hospital/accident insurance | 1,706 | 78.9% | 106 |
| Carry homeowner insurance | 1,172 | 54.2% | 117 |
| Carry renter's insurance | 180 | 8.3% | 96 |
| HH has auto insurance: 1 vehicle in household covered | 317 | 27.5% | 91 |
| HH has auto insurance: 2 vehicles in household covered | 351 | 30.5% | 110 |
| HH has auto insurance: 3+ vehicles in household covered | 332 | 28.8% | 128 |
| **Pets (Households)** | | | |
| Household owns any pet | 732 | 63.5% | 118 |
| Household owns any cat | 327 | 28.4% | 124 |
| Household owns any dog | 579 | 50.3% | 122 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 927 | 42.9% | 116 |
| Usually buy items on credit rather than wait | 262 | 12.1% | 90 |
| Usually buy based on quality - not price | 379 | 17.5% | 96 |
| Price is usually more important than brand name | 634 | 29.3% | 105 |
| Usually use coupons for brands I buy often | 357 | 16.5% | 103 |
| Am interested in how to help the environment | 359 | 16.6% | 84 |
| Usually pay more for environ safe product | 270 | 12.5% | 84 |
| Usually value green products over convenience | 192 | 8.9% | 78 |
| Likely to buy a brand that supports a charity | 755 | 34.9% | 98 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 290 | 13.4% | 102 |
| Bought hardcover book in last 12 months | 445 | 20.6% | 103 |
| Bought paperback book in last 12 month | 594 | 27.5% | 98 |
| Read any daily newspaper (paper version) | 364 | 16.8% | 106 |
| Read any digital newspaper in last 30 days | 853 | 39.5% | 96 |
| Read any magazine (paper/electronic version) in last 6 months | 1,988 | 92.0% | 101 |

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# Retail Market Potential

Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 1,693 | 78.3% | 106 |
| Went to family restaurant/steak house: 4+ times a month | 630 | 29.1% | 111 |
| Went to fast food/drive-in restaurant in last 6 months | 2,032 | 94.0% | 104 |
| Went to fast food/drive-in restaurant 9+ times/month | 951 | 44.0% | 113 |
| Fast food restaurant last 6 months: eat in | 846 | 39.1% | 109 |
| Fast food restaurant last 6 months: home delivery | 187 | 8.6% | 102 |
| Fast food restaurant last 6 months: take-out/drive-thru | 1,166 | 53.9% | 118 |
| Fast food restaurant last 6 months: take-out/walk-in | 441 | 20.4% | 98 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 1,104 | 51.1% | 102 |
| Own any e-reader | 232 | 10.7% | 111 |
| Own e-reader/tablet: iPad | 577 | 26.7% | 91 |
| HH has Internet connectable TV | 409 | 35.5% | 112 |
| Own any portable MP3 player | 358 | 16.6% | 104 |
| HH owns 1 TV | 206 | 17.9% | 84 |
| HH owns 2 TVs | 283 | 24.6% | 93 |
| HH owns 3 TVs | 258 | 22.4% | 106 |
| HH owns 4+ TVs | 257 | 22.3% | 133 |
| HH subscribes to cable TV | 439 | 38.1% | 92 |
| HH subscribes to fiber optic | 41 | 3.6% | 55 |
| HH owns portable GPS navigation device | 280 | 24.3% | 119 |
| HH purchased video game system in last 12 months | 84 | 7.3% | 86 |
| HH owns any Internet video device for TV | 349 | 30.3% | 109 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 1,188 | 54.9% | 104 |
| Took 3+ domestic non-business trips in last 12 months | 253 | 11.7% | 98 |
| Spent on domestic vacations in last 12 months: $1-999 | 241 | 11.1% | 103 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 138 | 6.4% | 102 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 63 | 2.9% | 75 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 97 | 4.5% | 102 |
| Spent on domestic vacations in last 12 months: $3,000+ | 148 | 6.8% | 107 |
| Domestic travel in last 12 months: used general travel website | 127 | 5.9% | 89 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 490 | 22.7% | 78 |
| Took 3+ foreign trips by plane in last 3 years | 99 | 4.6% | 79 |
| Spent on foreign vacations in last 12 months: $1-999 | 107 | 4.9% | 100 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 55 | 2.5% | 59 |
| Spent on foreign vacations in last 12 months: $3,000+ | 106 | 4.9% | 73 |
| Foreign travel in last 3 years: used general travel website | 86 | 4.0% | 68 |
| Nights spent in hotel/motel in last 12 months: any | 986 | 45.6% | 101 |
| Took cruise of more than one day in last 3 years | 189 | 8.7% | 95 |
| Member of any frequent flyer program | 345 | 16.0% | 87 |
| Member of any hotel rewards program | 434 | 20.1% | 105 |

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# Retail Market Potential

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 19,744 | 19,876 |
| Population 18+ | 15,904 | 16,021 |
| Households | 8,628 | 8,706 |
| Median Household Income | $46,140 | $49,832 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 7,758 | 48.8% | 101 |
| Bought any women's clothing in last 12 months | 6,586 | 41.4% | 94 |
| Bought clothing for child <13 years in last 6 months | 3,775 | 23.7% | 90 |
| Bought any shoes in last 12 months | 8,031 | 50.5% | 96 |
| Bought costume jewelry in last 12 months | 2,271 | 14.3% | 84 |
| Bought any fine jewelry in last 12 months | 2,553 | 16.1% | 89 |
| Bought a watch in last 12 months | 2,389 | 15.0% | 98 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 6,888 | 79.8% | 93 |
| HH bought/leased new vehicle last 12 months | 633 | 7.3% | 77 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 13,104 | 82.4% | 97 |
| Bought/changed motor oil in last 12 months | 7,711 | 48.5% | 104 |
| Had tune-up in last 12 months | 3,921 | 24.7% | 101 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 10,707 | 67.3% | 94 |
| Drank regular cola in last 6 months | 7,640 | 48.0% | 110 |
| Drank beer/ale in last 6 months | 6,483 | 40.8% | 99 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 1,065 | 6.7% | 79 |
| Own digital SLR camera/camcorder | 1,069 | 6.7% | 88 |
| Printed digital photos in last 12 months | 3,092 | 19.4% | 88 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 5,301 | 33.3% | 99 |
| Have a smartphone | 13,754 | 86.5% | 99 |
| Have a smartphone: Android phone (any brand) | 7,627 | 48.0% | 116 |
| Have a smartphone: Apple iPhone | 5,957 | 37.5% | 83 |
| Number of cell phones in household: 1 | 3,372 | 39.1% | 129 |
| Number of cell phones in household: 2 | 3,055 | 35.4% | 92 |
| Number of cell phones in household: 3+ | 1,856 | 21.5% | 74 |
| HH has cell phone only (no landline telephone) | 6,178 | 71.6% | 119 |
| **Computers (Households)** | | | |
| HH owns a computer | 5,713 | 66.2% | 90 |
| HH owns desktop computer | 2,649 | 30.7% | 87 |
| HH owns laptop/notebook | 4,436 | 51.4% | 90 |
| HH owns any Apple/Mac brand computer | 1,213 | 14.1% | 74 |
| HH owns any PC/non-Apple brand computer | 4,862 | 56.4% | 93 |
| HH purchased most recent computer in a store | 2,787 | 32.3% | 91 |
| HH purchased most recent computer online | 1,084 | 12.6% | 89 |
| HH spent $1-$499 on most recent home computer | 1,391 | 16.1% | 110 |
| HH spent $500-$999 on most recent home computer | 1,283 | 14.9% | 93 |
| HH spent $1,000-$1,499 on most recent home computer | 728 | 8.4% | 87 |
| HH spent $1,500-$1,999 on most recent home computer | 243 | 2.8% | 63 |
| HH spent $2,000+ on most recent home computer | 254 | 2.9% | 73 |

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# Retail Market Potential

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 10,426 | 65.6% | 105 |
| Bought brewed coffee at convenience store in last 30 days | 1,925 | 12.1% | 91 |
| Bought cigarettes at convenience store in last 30 days | 2,322 | 14.6% | 139 |
| Bought gas at convenience store in last 30 days | 5,957 | 37.5% | 101 |
| Spent at convenience store in last 30 days: $1-19 | 1,082 | 6.8% | 101 |
| Spent at convenience store in last 30 days: $20-$39 | 1,424 | 9.0% | 96 |
| Spent at convenience store in last 30 days: $40-$50 | 1,200 | 7.5% | 95 |
| Spent at convenience store in last 30 days: $51-$99 | 868 | 5.5% | 101 |
| Spent at convenience store in last 30 days: $100+ | 3,886 | 24.4% | 107 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 9,165 | 57.6% | 98 |
| Went to live theater in last 12 months | 1,526 | 9.6% | 84 |
| Went to a bar/night club in last 12 months | 3,062 | 19.3% | 114 |
| Dined out in last 12 months | 7,347 | 46.2% | 91 |
| Gambled at a casino in last 12 months | 2,165 | 13.6% | 100 |
| Visited a theme park in last 12 months | 2,407 | 15.1% | 81 |
| Viewed movie (video-on-demand) in last 30 days | 2,207 | 13.9% | 84 |
| Viewed TV show (video-on-demand) in last 30 days | 1,386 | 8.7% | 75 |
| Watched any pay-per-view TV in last 12 months | 990 | 6.2% | 71 |
| Downloaded a movie over the Internet in last 30 days | 1,818 | 11.4% | 114 |
| Downloaded any individual song in last 6 months | 2,916 | 18.3% | 97 |
| Watched a movie online in the last 30 days | 5,523 | 34.7% | 116 |
| Watched a TV program online in last 30 days | 3,864 | 24.3% | 120 |
| Played a video/electronic game (console) in last 12 months | 1,771 | 11.1% | 123 |
| Played a video/electronic game (portable) in last 12 months | 772 | 4.9% | 113 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 3,982 | 25.0% | 82 |
| Used ATM/cash machine in last 12 months | 8,200 | 51.6% | 98 |
| Own any stock | 927 | 5.8% | 83 |
| Own U.S. savings bond | 538 | 3.4% | 81 |
| Own shares in mutual fund (stock) | 987 | 6.2% | 87 |
| Own shares in mutual fund (bonds) | 514 | 3.2% | 68 |
| Have interest checking account | 3,973 | 25.0% | 88 |
| Have non-interest checking account | 4,309 | 27.1% | 94 |
| Have savings account | 8,295 | 52.2% | 92 |
| Have 401K retirement savings plan | 2,520 | 15.8% | 99 |
| Own/used any credit/debit card in last 12 months | 12,087 | 76.0% | 95 |
| Avg monthly credit card expenditures: $1-110 | 1,840 | 11.6% | 102 |
| Avg monthly credit card expenditures: $111-$225 | 1,147 | 7.2% | 100 |
| Avg monthly credit card expenditures: $226-$450 | 1,121 | 7.0% | 102 |
| Avg monthly credit card expenditures: $451-$700 | 803 | 5.0% | 81 |
| Avg monthly credit card expenditures: $701-$1,000 | 737 | 4.6% | 79 |
| Avg monthly credit card expenditures: $1,001+ | 1,342 | 8.4% | 69 |
| Did banking online in last 12 months | 6,019 | 37.8% | 96 |
| Did banking on mobile device in last 12 months | 4,359 | 27.4% | 97 |
| Paid bills online in last 12 months | 8,082 | 50.8% | 99 |

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# Retail Market Potential

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Norwood City, OH (3957386)
Geography: Place

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| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 5,783 | 67.0% | 98 |
| HH used bread in last 6 months | 8,006 | 92.8% | 100 |
| HH used chicken (fresh or frozen) in last 6 months | 5,511 | 63.9% | 94 |
| HH used turkey (fresh or frozen) in last 6 months | 1,285 | 14.9% | 100 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 4,292 | 49.7% | 91 |
| HH used fresh fruit/vegetables in last 6 months | 6,843 | 79.3% | 94 |
| HH used fresh milk in last 6 months | 6,943 | 80.5% | 95 |
| HH used organic food in last 6 months | 1,738 | 20.1% | 83 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 3,811 | 24.0% | 88 |
| Exercise at club 2+ times per week | 1,835 | 11.5% | 82 |
| Visited a doctor in last 12 months | 11,449 | 72.0% | 95 |
| Used vitamin/dietary supplement in last 6 months | 7,380 | 46.4% | 86 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 1,915 | 22.2% | 81 |
| HH used any maid/professional cleaning service in last 12 months | 938 | 10.9% | 73 |
| HH purchased low ticket HH furnishings in last 12 months | 1,440 | 16.7% | 96 |
| HH purchased big ticket HH furnishings in last 12 months | 1,907 | 22.1% | 97 |
| HH bought any small kitchen appliance in last 12 months | 1,952 | 22.6% | 100 |
| HH bought any large kitchen appliance in last 12 months | 1,074 | 12.4% | 94 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 6,146 | 38.6% | 89 |
| Carry medical/hospital/accident insurance | 11,183 | 70.3% | 95 |
| Carry homeowner insurance | 5,891 | 37.0% | 80 |
| Carry renter's insurance | 1,794 | 11.3% | 130 |
| HH has auto insurance: 1 vehicle in household covered | 2,924 | 33.9% | 112 |
| HH has auto insurance: 2 vehicles in household covered | 2,036 | 23.6% | 85 |
| HH has auto insurance: 3+ vehicles in household covered | 1,341 | 15.5% | 69 |
| **Pets (Households)** | | | |
| Household owns any pet | 4,278 | 49.6% | 92 |
| Household owns any cat | 2,055 | 23.8% | 104 |
| Household owns any dog | 3,061 | 35.5% | 86 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 5,634 | 35.4% | 96 |
| Usually buy items on credit rather than wait | 2,147 | 13.5% | 100 |
| Usually buy based on quality - not price | 3,183 | 20.0% | 109 |
| Price is usually more important than brand name | 4,955 | 31.2% | 111 |
| Usually use coupons for brands I buy often | 2,481 | 15.6% | 98 |
| Am interested in how to help the environment | 3,028 | 19.0% | 96 |
| Usually pay more for environ safe product | 2,443 | 15.4% | 104 |
| Usually value green products over convenience | 1,874 | 11.8% | 103 |
| Likely to buy a brand that supports a charity | 5,894 | 37.1% | 104 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 1,701 | 10.7% | 82 |
| Bought hardcover book in last 12 months | 2,772 | 17.4% | 87 |
| Bought paperback book in last 12 month | 3,910 | 24.6% | 88 |
| Read any daily newspaper (paper version) | 2,526 | 15.9% | 100 |
| Read any digital newspaper in last 30 days | 6,841 | 43.0% | 104 |
| Read any magazine (paper/electronic version) in last 6 months | 14,286 | 89.8% | 99 |

**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 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 11,315 | 71.1% | 97 |
| Went to family restaurant/steak house: 4+ times a month | 3,937 | 24.8% | 95 |
| Went to fast food/drive-in restaurant in last 6 months | 14,304 | 89.9% | 99 |
| Went to fast food/drive-in restaurant 9+ times/month | 6,198 | 39.0% | 100 |
| Fast food restaurant last 6 months: eat in | 5,420 | 34.1% | 95 |
| Fast food restaurant last 6 months: home delivery | 1,360 | 8.6% | 101 |
| Fast food restaurant last 6 months: take-out/drive-thru | 7,359 | 46.3% | 101 |
| Fast food restaurant last 6 months: take-out/walk-in | 3,052 | 19.2% | 92 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 6,988 | 43.9% | 88 |
| Own any e-reader | 1,407 | 8.8% | 92 |
| Own e-reader/tablet: iPad | 3,552 | 22.3% | 76 |
| HH has Internet connectable TV | 2,640 | 30.6% | 97 |
| Own any portable MP3 player | 2,410 | 15.2% | 95 |
| HH owns 1 TV | 2,065 | 23.9% | 112 |
| HH owns 2 TVs | 2,482 | 28.8% | 109 |
| HH owns 3 TVs | 1,576 | 18.3% | 87 |
| HH owns 4+ TVs | 982 | 11.4% | 68 |
| HH subscribes to cable TV | 3,403 | 39.4% | 95 |
| HH subscribes to fiber optic | 364 | 4.2% | 66 |
| HH owns portable GPS navigation device | 1,314 | 15.2% | 75 |
| HH purchased video game system in last 12 months | 541 | 6.3% | 74 |
| HH owns any Internet video device for TV | 2,083 | 24.1% | 87 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 7,168 | 45.1% | 86 |
| Took 3+ domestic non-business trips in last 12 months | 1,488 | 9.4% | 78 |
| Spent on domestic vacations in last 12 months: $1-999 | 1,749 | 11.0% | 102 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 664 | 4.2% | 67 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 547 | 3.4% | 89 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 522 | 3.3% | 75 |
| Spent on domestic vacations in last 12 months: $3,000+ | 619 | 3.9% | 61 |
| Domestic travel in last 12 months: used general travel website | 857 | 5.4% | 81 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 3,481 | 21.9% | 76 |
| Took 3+ foreign trips by plane in last 3 years | 727 | 4.6% | 78 |
| Spent on foreign vacations in last 12 months: $1-999 | 566 | 3.6% | 72 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 503 | 3.2% | 73 |
| Spent on foreign vacations in last 12 months: $3,000+ | 719 | 4.5% | 68 |
| Foreign travel in last 3 years: used general travel website | 745 | 4.7% | 80 |
| Nights spent in hotel/motel in last 12 months: any | 6,175 | 38.8% | 86 |
| Took cruise of more than one day in last 3 years | 870 | 5.5% | 59 |
| Member of any frequent flyer program | 2,021 | 12.7% | 69 |
| Member of any hotel rewards program | 2,318 | 14.6% | 77 |

**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 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 5,064 | 5,223 |
| Population 18+ | 4,243 | 4,358 |
| Households | 2,579 | 2,668 |
| Median Household Income | $45,309 | $48,355 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 1,951 | 46.0% | 95 |
| Bought any women's clothing in last 12 months | 1,848 | 43.6% | 99 |
| Bought clothing for child <13 years in last 6 months | 1,038 | 24.5% | 93 |
| Bought any shoes in last 12 months | 2,015 | 47.5% | 90 |
| Bought costume jewelry in last 12 months | 750 | 17.7% | 104 |
| Bought any fine jewelry in last 12 months | 767 | 18.1% | 100 |
| Bought a watch in last 12 months | 644 | 15.2% | 99 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 2,110 | 81.8% | 96 |
| HH bought/leased new vehicle last 12 months | 204 | 7.9% | 83 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 3,474 | 81.9% | 96 |
| Bought/changed motor oil in last 12 months | 1,970 | 46.4% | 100 |
| Had tune-up in last 12 months | 1,010 | 23.8% | 98 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 2,990 | 70.5% | 98 |
| Drank regular cola in last 6 months | 2,017 | 47.5% | 109 |
| Drank beer/ale in last 6 months | 1,571 | 37.0% | 90 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 253 | 6.0% | 71 |
| Own digital SLR camera/camcorder | 248 | 5.8% | 77 |
| Printed digital photos in last 12 months | 874 | 20.6% | 94 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 1,506 | 35.5% | 106 |
| Have a smartphone | 3,577 | 84.3% | 97 |
| Have a smartphone: Android phone (any brand) | 2,021 | 47.6% | 116 |
| Have a smartphone: Apple iPhone | 1,513 | 35.7% | 79 |
| Number of cell phones in household: 1 | 898 | 34.8% | 115 |
| Number of cell phones in household: 2 | 949 | 36.8% | 96 |
| Number of cell phones in household: 3+ | 640 | 24.8% | 86 |
| HH has cell phone only (no landline telephone) | 1,662 | 64.4% | 107 |
| **Computers (Households)** | | | |
| HH owns a computer | 1,717 | 66.6% | 91 |
| HH owns desktop computer | 797 | 30.9% | 88 |
| HH owns laptop/notebook | 1,351 | 52.4% | 91 |
| HH owns any Apple/Mac brand computer | 338 | 13.1% | 69 |
| HH owns any PC/non-Apple brand computer | 1,483 | 57.5% | 95 |
| HH purchased most recent computer in a store | 875 | 33.9% | 96 |
| HH purchased most recent computer online | 284 | 11.0% | 78 |
| HH spent $1-$499 on most recent home computer | 396 | 15.4% | 105 |
| HH spent $500-$999 on most recent home computer | 426 | 16.5% | 103 |
| HH spent $1,000-$1,499 on most recent home computer | 178 | 6.9% | 71 |
| HH spent $1,500-$1,999 on most recent home computer | 55 | 2.1% | 48 |
| HH spent $2,000+ on most recent home computer | 67 | 2.6% | 64 |

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

May 28, 2021

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# Retail Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 2,649 | 62.4% | 100 |
| Bought brewed coffee at convenience store in last 30 days | 497 | 11.7% | 88 |
| Bought cigarettes at convenience store in last 30 days | 567 | 13.4% | 127 |
| Bought gas at convenience store in last 30 days | 1,625 | 38.3% | 103 |
| Spent at convenience store in last 30 days: $1-19 | 295 | 7.0% | 103 |
| Spent at convenience store in last 30 days: $20-$39 | 386 | 9.1% | 98 |
| Spent at convenience store in last 30 days: $40-$50 | 320 | 7.5% | 95 |
| Spent at convenience store in last 30 days: $51-$99 | 207 | 4.9% | 90 |
| Spent at convenience store in last 30 days: $100+ | 1,046 | 24.7% | 108 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 2,354 | 55.5% | 95 |
| Went to live theater in last 12 months | 353 | 8.3% | 73 |
| Went to a bar/night club in last 12 months | 734 | 17.3% | 102 |
| Dined out in last 12 months | 1,905 | 44.9% | 88 |
| Gambled at a casino in last 12 months | 554 | 13.1% | 96 |
| Visited a theme park in last 12 months | 576 | 13.6% | 72 |
| Viewed movie (video-on-demand) in last 30 days | 614 | 14.5% | 87 |
| Viewed TV show (video-on-demand) in last 30 days | 430 | 10.1% | 87 |
| Watched any pay-per-view TV in last 12 months | 254 | 6.0% | 68 |
| Downloaded a movie over the Internet in last 30 days | 393 | 9.3% | 92 |
| Downloaded any individual song in last 6 months | 698 | 16.5% | 87 |
| Watched a movie online in the last 30 days | 1,148 | 27.1% | 90 |
| Watched a TV program online in last 30 days | 829 | 19.5% | 96 |
| Played a video/electronic game (console) in last 12 months | 418 | 9.9% | 109 |
| Played a video/electronic game (portable) in last 12 months | 210 | 4.9% | 115 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 1,106 | 26.1% | 85 |
| Used ATM/cash machine in last 12 months | 2,090 | 49.3% | 94 |
| Own any stock | 223 | 5.3% | 75 |
| Own U.S. savings bond | 131 | 3.1% | 74 |
| Own shares in mutual fund (stock) | 216 | 5.1% | 71 |
| Own shares in mutual fund (bonds) | 124 | 2.9% | 62 |
| Have interest checking account | 1,055 | 24.9% | 88 |
| Have non-interest checking account | 1,137 | 26.8% | 93 |
| Have savings account | 2,209 | 52.1% | 92 |
| Have 401K retirement savings plan | 568 | 13.4% | 83 |
| Own/used any credit/debit card in last 12 months | 3,192 | 75.2% | 94 |
| Avg monthly credit card expenditures: $1-110 | 600 | 14.1% | 125 |
| Avg monthly credit card expenditures: $111-$225 | 315 | 7.4% | 103 |
| Avg monthly credit card expenditures: $226-$450 | 260 | 6.1% | 89 |
| Avg monthly credit card expenditures: $451-$700 | 188 | 4.4% | 71 |
| Avg monthly credit card expenditures: $701-$1,000 | 183 | 4.3% | 73 |
| Avg monthly credit card expenditures: $1,001+ | 278 | 6.6% | 54 |
| Did banking online in last 12 months | 1,508 | 35.5% | 91 |
| Did banking on mobile device in last 12 months | 1,065 | 25.1% | 89 |
| Paid bills online in last 12 months | 2,031 | 47.9% | 94 |

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May 28, 2021

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# Retail Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 1,711 | 66.3% | 97 |
| HH used bread in last 6 months | 2,401 | 93.1% | 100 |
| HH used chicken (fresh or frozen) in last 6 months | 1,656 | 64.2% | 94 |
| HH used turkey (fresh or frozen) in last 6 months | 390 | 15.1% | 101 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 1,330 | 51.6% | 94 |
| HH used fresh fruit/vegetables in last 6 months | 2,029 | 78.7% | 94 |
| HH used fresh milk in last 6 months | 2,091 | 81.1% | 96 |
| HH used organic food in last 6 months | 508 | 19.7% | 81 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 1,038 | 24.5% | 89 |
| Exercise at club 2+ times per week | 481 | 11.3% | 80 |
| Visited a doctor in last 12 months | 3,056 | 72.0% | 95 |
| Used vitamin/dietary supplement in last 6 months | 2,047 | 48.2% | 90 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 582 | 22.6% | 83 |
| HH used any maid/professional cleaning service in last 12 months | 310 | 12.0% | 81 |
| HH purchased low ticket HH furnishings in last 12 months | 398 | 15.4% | 89 |
| HH purchased big ticket HH furnishings in last 12 months | 532 | 20.6% | 91 |
| HH bought any small kitchen appliance in last 12 months | 567 | 22.0% | 97 |
| HH bought any large kitchen appliance in last 12 months | 319 | 12.4% | 94 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 1,859 | 43.8% | 101 |
| Carry medical/hospital/accident insurance | 2,918 | 68.8% | 93 |
| Carry homeowner insurance | 1,737 | 40.9% | 88 |
| Carry renter's insurance | 363 | 8.6% | 98 |
| HH has auto insurance: 1 vehicle in household covered | 819 | 31.8% | 105 |
| HH has auto insurance: 2 vehicles in household covered | 712 | 27.6% | 100 |
| HH has auto insurance: 3+ vehicles in household covered | 420 | 16.3% | 72 |
| **Pets (Households)** | | | |
| Household owns any pet | 1,251 | 48.5% | 90 |
| Household owns any cat | 542 | 21.0% | 92 |
| Household owns any dog | 940 | 36.4% | 89 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 1,561 | 36.8% | 100 |
| Usually buy items on credit rather than wait | 560 | 13.2% | 98 |
| Usually buy based on quality - not price | 778 | 18.3% | 100 |
| Price is usually more important than brand name | 1,263 | 29.8% | 106 |
| Usually use coupons for brands I buy often | 682 | 16.1% | 101 |
| Am interested in how to help the environment | 839 | 19.8% | 100 |
| Usually pay more for environ safe product | 610 | 14.4% | 97 |
| Usually value green products over convenience | 459 | 10.8% | 95 |
| Likely to buy a brand that supports a charity | 1,533 | 36.1% | 101 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 460 | 10.8% | 83 |
| Bought hardcover book in last 12 months | 831 | 19.6% | 98 |
| Bought paperback book in last 12 month | 1,123 | 26.5% | 94 |
| Read any daily newspaper (paper version) | 657 | 15.5% | 97 |
| Read any digital newspaper in last 30 days | 1,562 | 36.8% | 89 |
| Read any magazine (paper/electronic version) in last 6 months | 3,821 | 90.1% | 99 |

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May 28, 2021

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# Retail Market Potential

Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 3,099 | 73.0% | 99 |
| Went to family restaurant/steak house: 4+ times a month | 1,093 | 25.8% | 98 |
| Went to fast food/drive-in restaurant in last 6 months | 3,802 | 89.6% | 99 |
| Went to fast food/drive-in restaurant 9+ times/month | 1,649 | 38.9% | 100 |
| Fast food restaurant last 6 months: eat in | 1,411 | 33.3% | 93 |
| Fast food restaurant last 6 months: home delivery | 404 | 9.5% | 113 |
| Fast food restaurant last 6 months: take-out/drive-thru | 2,052 | 48.4% | 105 |
| Fast food restaurant last 6 months: take-out/walk-in | 903 | 21.3% | 103 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 1,944 | 45.8% | 91 |
| Own any e-reader | 322 | 7.6% | 79 |
| Own e-reader/tablet: iPad | 1,011 | 23.8% | 81 |
| HH has Internet connectable TV | 718 | 27.8% | 88 |
| Own any portable MP3 player | 528 | 12.4% | 78 |
| HH owns 1 TV | 538 | 20.9% | 98 |
| HH owns 2 TVs | 662 | 25.7% | 97 |
| HH owns 3 TVs | 510 | 19.8% | 94 |
| HH owns 4+ TVs | 369 | 14.3% | 85 |
| HH subscribes to cable TV | 1,122 | 43.5% | 105 |
| HH subscribes to fiber optic | 126 | 4.9% | 76 |
| HH owns portable GPS navigation device | 462 | 17.9% | 88 |
| HH purchased video game system in last 12 months | 165 | 6.4% | 75 |
| HH owns any Internet video device for TV | 602 | 23.3% | 84 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 1,874 | 44.2% | 84 |
| Took 3+ domestic non-business trips in last 12 months | 381 | 9.0% | 75 |
| Spent on domestic vacations in last 12 months: $1-999 | 409 | 9.6% | 89 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 214 | 5.0% | 81 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 141 | 3.3% | 86 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 126 | 3.0% | 67 |
| Spent on domestic vacations in last 12 months: $3,000+ | 157 | 3.7% | 58 |
| Domestic travel in last 12 months: used general travel website | 170 | 4.0% | 61 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 905 | 21.3% | 74 |
| Took 3+ foreign trips by plane in last 3 years | 133 | 3.1% | 54 |
| Spent on foreign vacations in last 12 months: $1-999 | 157 | 3.7% | 74 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 140 | 3.3% | 76 |
| Spent on foreign vacations in last 12 months: $3,000+ | 147 | 3.5% | 52 |
| Foreign travel in last 3 years: used general travel website | 147 | 3.5% | 59 |
| Nights spent in hotel/motel in last 12 months: any | 1,724 | 40.6% | 90 |
| Took cruise of more than one day in last 3 years | 293 | 6.9% | 75 |
| Member of any frequent flyer program | 504 | 11.9% | 64 |
| Member of any hotel rewards program | 665 | 15.7% | 82 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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May 28, 2021

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# Retail Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Demographic Summary | 2020 | 2025 |
|---|---|---|
| Population | 10,427 | 10,400 |
| Population 18+ | 8,245 | 8,211 |
| Households | 4,609 | 4,609 |
| Median Household Income | $51,178 | $53,321 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 3,946 | 47.9% | 99 |
| Bought any women's clothing in last 12 months | 3,521 | 42.7% | 97 |
| Bought clothing for child <13 years in last 6 months | 2,170 | 26.3% | 100 |
| Bought any shoes in last 12 months | 4,142 | 50.2% | 96 |
| Bought costume jewelry in last 12 months | 1,306 | 15.8% | 93 |
| Bought any fine jewelry in last 12 months | 1,405 | 17.0% | 94 |
| Bought a watch in last 12 months | 1,202 | 14.6% | 95 |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 3,767 | 81.7% | 96 |
| HH bought/leased new vehicle last 12 months | 365 | 7.9% | 84 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 6,944 | 84.2% | 99 |
| Bought/changed motor oil in last 12 months | 4,021 | 48.8% | 105 |
| Had tune-up in last 12 months | 1,943 | 23.6% | 97 |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 5,656 | 68.6% | 95 |
| Drank regular cola in last 6 months | 3,829 | 46.4% | 107 |
| Drank beer/ale in last 6 months | 3,260 | 39.5% | 96 |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 589 | 7.1% | 85 |
| Own digital SLR camera/camcorder | 550 | 6.7% | 88 |
| Printed digital photos in last 12 months | 1,718 | 20.8% | 95 |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 2,864 | 34.7% | 103 |
| Have a smartphone | 7,009 | 85.0% | 98 |
| Have a smartphone: Android phone (any brand) | 3,945 | 47.8% | 116 |
| Have a smartphone: Apple iPhone | 2,962 | 35.9% | 80 |
| Number of cell phones in household: 1 | 1,719 | 37.3% | 123 |
| Number of cell phones in household: 2 | 1,620 | 35.1% | 92 |
| Number of cell phones in household: 3+ | 1,107 | 24.0% | 83 |
| HH has cell phone only (no landline telephone) | 2,973 | 64.5% | 107 |
| **Computers (Households)** | | | |
| HH owns a computer | 3,051 | 66.2% | 90 |
| HH owns desktop computer | 1,467 | 31.8% | 91 |
| HH owns laptop/notebook | 2,366 | 51.3% | 89 |
| HH owns any Apple/Mac brand computer | 589 | 12.8% | 67 |
| HH owns any PC/non-Apple brand computer | 2,638 | 57.2% | 95 |
| HH purchased most recent computer in a store | 1,469 | 31.9% | 90 |
| HH purchased most recent computer online | 549 | 11.9% | 84 |
| HH spent $1-$499 on most recent home computer | 756 | 16.4% | 112 |
| HH spent $500-$999 on most recent home computer | 675 | 14.6% | 91 |
| HH spent $1,000-$1,499 on most recent home computer | 308 | 6.7% | 69 |
| HH spent $1,500-$1,999 on most recent home computer | 145 | 3.1% | 71 |
| HH spent $2,000+ on most recent home computer | 141 | 3.1% | 75 |

**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 2020 and 2025.

June 01, 2021

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# Retail Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 months | 5,397 | 65.5% | 105 |
| Bought brewed coffee at convenience store in last 30 days | 1,062 | 12.9% | 97 |
| Bought cigarettes at convenience store in last 30 days | 1,202 | 14.6% | 139 |
| Bought gas at convenience store in last 30 days | 3,267 | 39.6% | 106 |
| Spent at convenience store in last 30 days: $1-19 | 514 | 6.2% | 92 |
| Spent at convenience store in last 30 days: $20-$39 | 765 | 9.3% | 100 |
| Spent at convenience store in last 30 days: $40-$50 | 773 | 9.4% | 117 |
| Spent at convenience store in last 30 days: $51-$99 | 577 | 7.0% | 129 |
| Spent at convenience store in last 30 days: $100+ | 1,896 | 23.0% | 101 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 4,555 | 55.2% | 94 |
| Went to live theater in last 12 months | 840 | 10.2% | 90 |
| Went to a bar/night club in last 12 months | 1,384 | 16.8% | 99 |
| Dined out in last 12 months | 3,931 | 47.7% | 94 |
| Gambled at a casino in last 12 months | 1,144 | 13.9% | 102 |
| Visited a theme park in last 12 months | 1,294 | 15.7% | 84 |
| Viewed movie (video-on-demand) in last 30 days | 1,297 | 15.7% | 95 |
| Viewed TV show (video-on-demand) in last 30 days | 909 | 11.0% | 95 |
| Watched any pay-per-view TV in last 12 months | 585 | 7.1% | 80 |
| Downloaded a movie over the Internet in last 30 days | 768 | 9.3% | 93 |
| Downloaded any individual song in last 6 months | 1,454 | 17.6% | 94 |
| Watched a movie online in the last 30 days | 2,504 | 30.4% | 101 |
| Watched a TV program online in last 30 days | 1,687 | 20.5% | 101 |
| Played a video/electronic game (console) in last 12 months | 856 | 10.4% | 115 |
| Played a video/electronic game (portable) in last 12 months | 375 | 4.5% | 106 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 2,305 | 28.0% | 91 |
| Used ATM/cash machine in last 12 months | 4,169 | 50.6% | 96 |
| Own any stock | 450 | 5.5% | 78 |
| Own U.S. savings bond | 321 | 3.9% | 93 |
| Own shares in mutual fund (stock) | 449 | 5.4% | 76 |
| Own shares in mutual fund (bonds) | 304 | 3.7% | 78 |
| Have interest checking account | 2,144 | 26.0% | 92 |
| Have non-interest checking account | 2,405 | 29.2% | 101 |
| Have savings account | 4,332 | 52.5% | 92 |
| Have 401K retirement savings plan | 1,290 | 15.6% | 98 |
| Own/used any credit/debit card in last 12 months | 6,329 | 76.8% | 96 |
| Avg monthly credit card expenditures: $1-110 | 1,030 | 12.5% | 110 |
| Avg monthly credit card expenditures: $111-$225 | 668 | 8.1% | 112 |
| Avg monthly credit card expenditures: $226-$450 | 513 | 6.2% | 90 |
| Avg monthly credit card expenditures: $451-$700 | 391 | 4.7% | 76 |
| Avg monthly credit card expenditures: $701-$1,000 | 362 | 4.4% | 75 |
| Avg monthly credit card expenditures: $1,001+ | 717 | 8.7% | 71 |
| Did banking online in last 12 months | 2,893 | 35.1% | 89 |
| Did banking on mobile device in last 12 months | 2,078 | 25.2% | 89 |
| Paid bills online in last 12 months | 4,053 | 49.2% | 96 |

**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 2020 and 2025.

June 01, 2021

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## Retail Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Grocery (Adults)** | | | |
| HH used beef (fresh/frozen) in last 6 months | 3,188 | 69.2% | 101 |
| HH used bread in last 6 months | 4,315 | 93.6% | 100 |
| HH used chicken (fresh or frozen) in last 6 months | 3,101 | 67.3% | 99 |
| HH used turkey (fresh or frozen) in last 6 months | 734 | 15.9% | 106 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 2,450 | 53.2% | 97 |
| HH used fresh fruit/vegetables in last 6 months | 3,735 | 81.0% | 96 |
| HH used fresh milk in last 6 months | 3,884 | 84.3% | 100 |
| HH used organic food in last 6 months | 938 | 20.4% | 84 |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 2,087 | 25.3% | 92 |
| Exercise at club 2+ times per week | 814 | 9.9% | 70 |
| Visited a doctor in last 12 months | 6,102 | 74.0% | 97 |
| Used vitamin/dietary supplement in last 6 months | 4,076 | 49.4% | 92 |
| **Home (Households)** | | | |
| HH did any home improvement in last 12 months | 1,135 | 24.6% | 90 |
| HH used any maid/professional cleaning service in last 12 months | 490 | 10.6% | 71 |
| HH purchased low ticket HH furnishings in last 12 months | 765 | 16.6% | 95 |
| HH purchased big ticket HH furnishings in last 12 months | 985 | 21.4% | 94 |
| HH bought any small kitchen appliance in last 12 months | 997 | 21.6% | 96 |
| HH bought any large kitchen appliance in last 12 months | 589 | 12.8% | 97 |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 3,486 | 42.3% | 98 |
| Carry medical/hospital/accident insurance | 6,021 | 73.0% | 98 |
| Carry homeowner insurance | 3,370 | 40.9% | 88 |
| Carry renter's insurance | 788 | 9.6% | 110 |
| HH has auto insurance: 1 vehicle in household covered | 1,547 | 33.6% | 111 |
| HH has auto insurance: 2 vehicles in household covered | 1,103 | 23.9% | 86 |
| HH has auto insurance: 3+ vehicles in household covered | 863 | 18.7% | 83 |
| **Pets (Households)** | | | |
| Household owns any pet | 2,382 | 51.7% | 96 |
| Household owns any cat | 1,114 | 24.2% | 106 |
| Household owns any dog | 1,707 | 37.0% | 90 |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 3,103 | 37.6% | 102 |
| Usually buy items on credit rather than wait | 1,094 | 13.3% | 98 |
| Usually buy based on quality - not price | 1,467 | 17.8% | 97 |
| Price is usually more important than brand name | 2,443 | 29.6% | 106 |
| Usually use coupons for brands I buy often | 1,290 | 15.6% | 98 |
| Am interested in how to help the environment | 1,445 | 17.5% | 89 |
| Usually pay more for environ safe product | 1,109 | 13.5% | 91 |
| Usually value green products over convenience | 882 | 10.7% | 94 |
| Likely to buy a brand that supports a charity | 3,035 | 36.8% | 103 |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 880 | 10.7% | 81 |
| Bought hardcover book in last 12 months | 1,500 | 18.2% | 91 |
| Bought paperback book in last 12 month | 2,041 | 24.8% | 88 |
| Read any daily newspaper (paper version) | 1,448 | 17.6% | 111 |
| Read any digital newspaper in last 30 days | 3,248 | 39.4% | 96 |
| Read any magazine (paper/electronic version) in last 6 months | 7,494 | 90.9% | 100 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

June 01, 2021

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## Retail Market Potential

Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 5,904 | 71.6% | 97 |
| Went to family restaurant/steak house: 4+ times a month | 2,094 | 25.4% | 97 |
| Went to fast food/drive-in restaurant in last 6 months | 7,419 | 90.0% | 100 |
| Went to fast food/drive-in restaurant 9+ times/month | 3,165 | 38.4% | 99 |
| Fast food restaurant last 6 months: eat in | 2,792 | 33.9% | 94 |
| Fast food restaurant last 6 months: home delivery | 734 | 8.9% | 105 |
| Fast food restaurant last 6 months: take-out/drive-thru | 3,856 | 46.8% | 102 |
| Fast food restaurant last 6 months: take-out/walk-in | 1,545 | 18.7% | 90 |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 3,770 | 45.7% | 91 |
| Own any e-reader | 720 | 8.7% | 90 |
| Own e-reader/tablet: iPad | 1,815 | 22.0% | 75 |
| HH has Internet connectable TV | 1,333 | 28.9% | 91 |
| Own any portable MP3 player | 1,235 | 15.0% | 94 |
| HH owns 1 TV | 993 | 21.5% | 101 |
| HH owns 2 TVs | 1,327 | 28.8% | 109 |
| HH owns 3 TVs | 927 | 20.1% | 95 |
| HH owns 4+ TVs | 638 | 13.8% | 82 |
| HH subscribes to cable TV | 1,976 | 42.9% | 104 |
| HH subscribes to fiber optic | 222 | 4.8% | 75 |
| HH owns portable GPS navigation device | 866 | 18.8% | 92 |
| HH purchased video game system in last 12 months | 322 | 7.0% | 82 |
| HH owns any Internet video device for TV | 1,110 | 24.1% | 87 |
| **Travel (Adults)** | | | |
| Took domestic trip in continental US last 12 months | 3,747 | 45.4% | 86 |
| Took 3+ domestic non-business trips in last 12 months | 803 | 9.7% | 81 |
| Spent on domestic vacations in last 12 months: $1-999 | 798 | 9.7% | 90 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 417 | 5.1% | 81 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 269 | 3.3% | 84 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 302 | 3.7% | 83 |
| Spent on domestic vacations in last 12 months: $3,000+ | 425 | 5.2% | 80 |
| Domestic travel in last 12 months: used general travel website | 425 | 5.2% | 78 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 1,701 | 20.6% | 71 |
| Took 3+ foreign trips by plane in last 3 years | 301 | 3.7% | 63 |
| Spent on foreign vacations in last 12 months: $1-999 | 302 | 3.7% | 74 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 258 | 3.1% | 72 |
| Spent on foreign vacations in last 12 months: $3,000+ | 352 | 4.3% | 64 |
| Foreign travel in last 3 years: used general travel website | 369 | 4.5% | 76 |
| Nights spent in hotel/motel in last 12 months: any | 3,180 | 38.6% | 86 |
| Took cruise of more than one day in last 3 years | 520 | 6.3% | 68 |
| Member of any frequent flyer program | 987 | 12.0% | 65 |
| Member of any hotel rewards program | 1,179 | 14.3% | 75 |

**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 2020 and 2025.

June 01, 2021

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# Tapestry Segmentation Area Profile

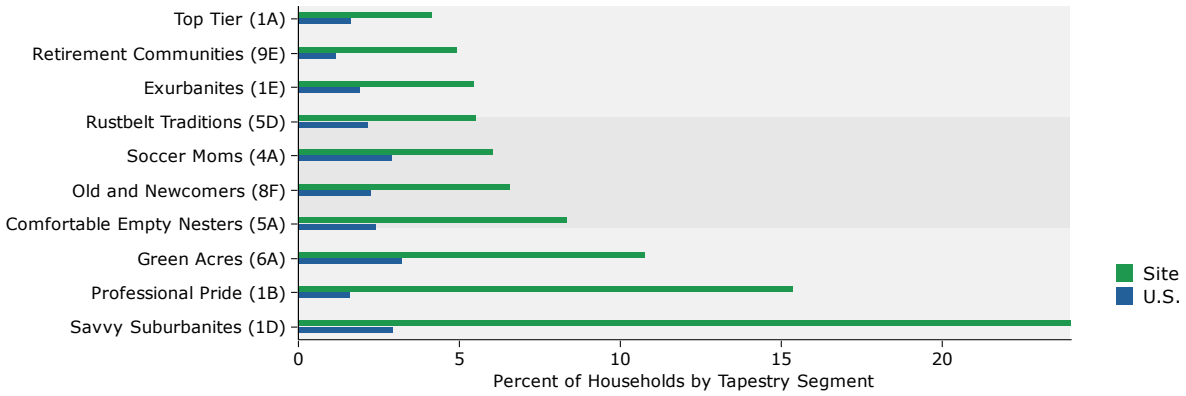
Anderson township, OH
Anderson township, OH (3906101980)
Geography: County Subdivision

Prepared by Esri

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2020 Households Percent | 2020 Households Cumulative Percent | 2020 U.S. Households Percent | 2020 U.S. Households Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| 1 | Savvy Suburbanites (1D) | 24.0% | 24.0% | 3.0% | 3.0% | 808 |
| 2 | Professional Pride (1B) | 15.4% | 39.4% | 1.6% | 4.6% | 943 |
| 3 | Green Acres (6A) | 10.8% | 50.2% | 3.2% | 7.8% | 333 |
| 4 | Comfortable Empty Nesters (5A) | 8.4% | 58.5% | 2.4% | 10.2% | 342 |
| 5 | Old and Newcomers (8F) | 6.6% | 65.1% | 2.3% | 12.5% | 286 |
| | **Subtotal** | **65.2%** | | **12.5%** | | |
| 6 | Soccer Moms (4A) | 6.1% | 71.2% | 3.0% | 15.5% | 206 |
| 7 | Rustbelt Traditions (5D) | 5.5% | 76.7% | 2.2% | 17.7% | 254 |
| 8 | Exurbanites (1E) | 5.5% | 82.2% | 1.9% | 19.6% | 283 |
| 9 | Retirement Communities (9E) | 5.0% | 87.2% | 1.2% | 20.8% | 411 |
| 10 | Top Tier (1A) | 4.2% | 91.4% | 1.7% | 22.5% | 250 |
| | **Subtotal** | **26.3%** | | **10.0%** | | |
| 11 | Midlife Constants (5E) | 2.7% | 94.1% | 2.5% | 25.0% | 109 |
| 12 | In Style (5B) | 2.5% | 96.6% | 2.2% | 27.2% | 113 |
| 13 | Home Improvement (4B) | 2.0% | 98.6% | 1.7% | 28.9% | 120 |
| 14 | Heartland Communities (6F) | 1.4% | 100.0% | 2.3% | 31.2% | 60 |
| | **Subtotal** | **8.6%** | | **8.7%** | | |
| | **Total** | **100.0%** | | **31.2%** | | **320** |

Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

May 28, 2021

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# Tapestry Segmentation Area Profile

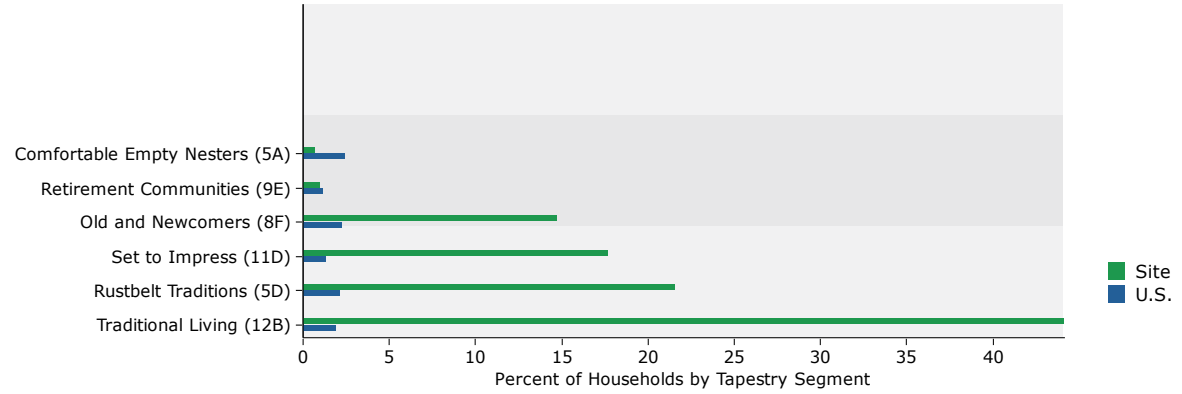
Cheviot City, OH
Cheviot City, OH (3914128)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| | | 2020 Households | | 2020 U.S. Households | | |
|---|---|---|---|---|---|---|
| | | | Cumulative | | Cumulative | |
| Rank | Tapestry Segment | Percent | Percent | Percent | Percent | Index |
| 1 | Traditional Living (12B) | 44.2% | 44.2% | 1.9% | 1.9% | 2315 |
| 2 | Rustbelt Traditions (5D) | 21.6% | 65.7% | 2.2% | 4.1% | 990 |
| 3 | Set to Impress (11D) | 17.7% | 83.5% | 1.4% | 5.5% | 1,284 |
| 4 | Old and Newcomers (8F) | 14.8% | 98.3% | 2.3% | 7.8% | 642 |
| 5 | Retirement Communities (9E) | 1.0% | 99.3% | 1.2% | 9.0% | 86 |
| | **Subtotal** | **99.3%** | | **9.0%** | | |
| 6 | Comfortable Empty Nesters (5A) | 0.7% | 100.0% | 2.4% | 11.4% | 29 |
| | **Subtotal** | **0.7%** | | **2.4%** | | |
| | **Total** | **100.0%** | | **11.4%** | | **875** |

Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

May 28, 2021

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# Tapestry Segmentation Area Profile

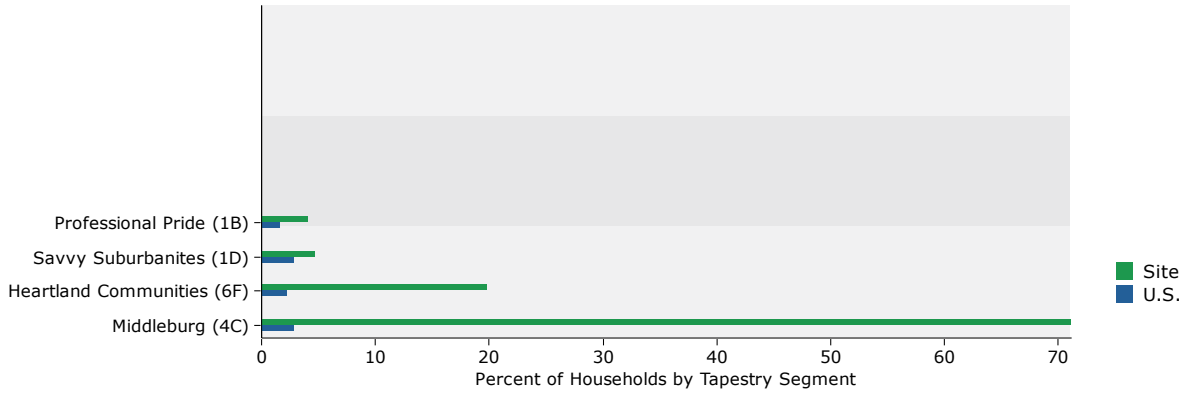
Newtown Village, OH
Newtown Village, OH (3955678)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2020 Households Percent | 2020 Households Cumulative Percent | 2020 U.S. Households Percent | 2020 U.S. Households Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| 1 | Middleburg (4C) | 71.2% | 71.2% | 2.9% | 2.9% | 2421 |
| 2 | Heartland Communities (6F) | 19.9% | 91.1% | 2.3% | 5.2% | 873 |
| 3 | Savvy Suburbanites (1D) | 4.8% | 95.8% | 3.0% | 8.2% | 161 |
| 4 | Professional Pride (1B) | 4.2% | 100.0% | 1.6% | 9.8% | 256 |
| | **Subtotal** | **100.1%** | | **9.8%** | | |
| | **Total** | **100.0%** | | **9.8%** | | **1018** |

Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

May 28, 2021

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# Tapestry Segmentation Area Profile

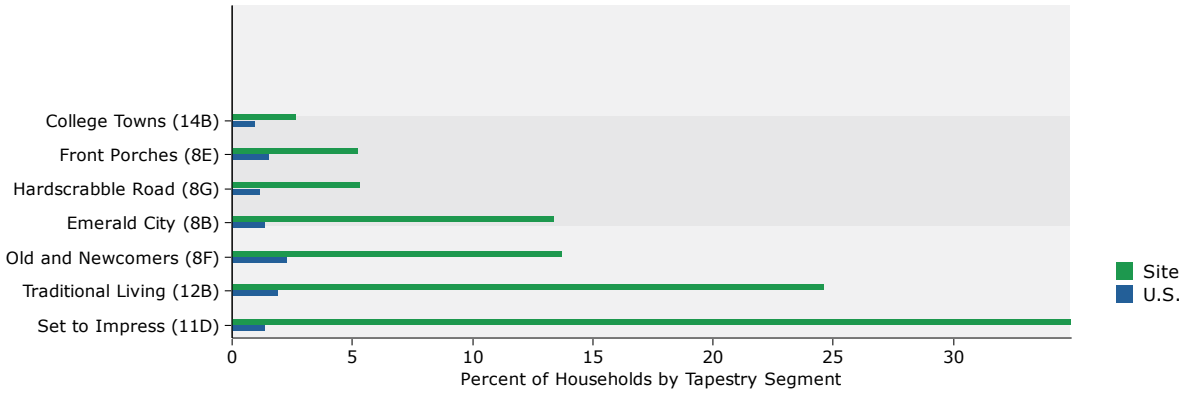
Norwood City, OH
Norwood City, OH (3957386)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2020 Households Percent | 2020 Households Cumulative Percent | 2020 U.S. Households Percent | 2020 U.S. Households Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| **1** | Set to Impress (11D) | 34.9% | 34.9% | 1.4% | 1.4% | 2526 |
| **2** | Traditional Living (12B) | 24.6% | 59.5% | 1.9% | 3.3% | 1,290 |
| **3** | Old and Newcomers (8F) | 13.7% | 73.3% | 2.3% | 5.6% | 597 |
| **4** | Emerald City (8B) | 13.4% | 86.7% | 1.4% | 7.0% | 945 |
| **5** | Hardscrabble Road (8G) | 5.3% | 92.0% | 1.2% | 8.2% | 447 |
| | **Subtotal** | **91.9%** | | **8.2%** | | |
| **6** | Front Porches (8E) | 5.3% | 97.3% | 1.6% | 9.8% | 334 |
| **7** | College Towns (14B) | 2.7% | 100.0% | 1.0% | 10.8% | 282 |
| | **Subtotal** | **8.0%** | | **2.6%** | | |
| | **Total** | **100.0%** | | **10.7%** | | **931** |

Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

May 28, 2021

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# Tapestry Segmentation Area Profile

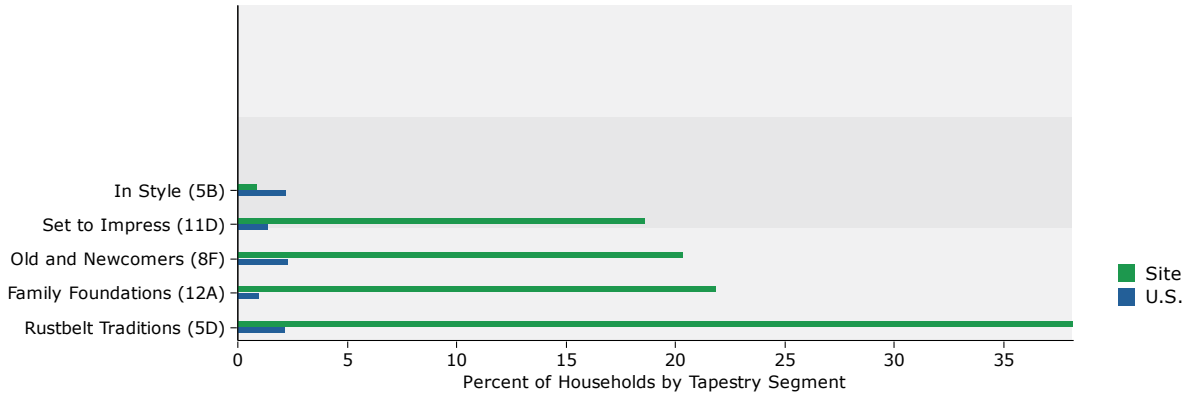
Silverton Village, OH
Silverton Village, OH (3972522)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| | | 2020 Households | | 2020 U.S. Households | | |
|---|---|---|---|---|---|---|
| | | | Cumulative | | Cumulative | |
| **Rank** | **Tapestry Segment** | **Percent** | **Percent** | **Percent** | **Percent** | **Index** |
| **1** | Rustbelt Traditions (5D) | 38.2% | 38.2% | 2.2% | 2.2% | 1752 |
| **2** | Family Foundations (12A) | 21.9% | 60.1% | 1.0% | 3.2% | 2,133 |
| **3** | Old and Newcomers (8F) | 20.4% | 80.4% | 2.3% | 5.5% | 884 |
| **4** | Set to Impress (11D) | 18.7% | 99.1% | 1.4% | 6.9% | 1,349 |
| **5** | In Style (5B) | 0.9% | 100.0% | 2.2% | 9.1% | 41 |
| | **Subtotal** | **100.1%** | | **9.1%** | | |
| | **Total** | **100.0%** | | **9.1%** | | **1095** |

Top Ten Tapestry Segments Site vs. U.S.

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**Source:** Esri

May 28, 2021

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# Tapestry Segmentation Area Profile

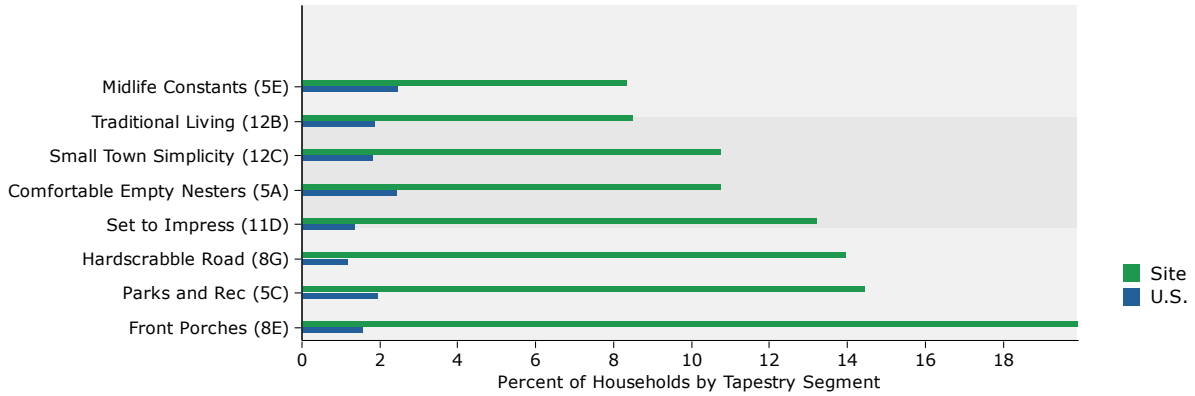
Reading City, OH
Reading City, OH (3965732)
Geography: Place

Prepared by Esri

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2020 Households Percent | 2020 Households Cumulative Percent | 2020 U.S. Households Percent | 2020 U.S. Households Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| **1** | Front Porches (8E) | 19.9% | 19.9% | 1.6% | 1.6% | 1266 |
| **2** | Parks and Rec (5C) | 14.4% | 34.4% | 2.0% | 3.6% | 736 |
| **3** | Hardscrabble Road (8G) | 14.0% | 48.4% | 1.2% | 4.8% | 1,170 |
| **4** | Set to Impress (11D) | 13.2% | 61.6% | 1.4% | 6.2% | 957 |
| **5** | Comfortable Empty Nesters (5A) | 10.8% | 72.4% | 2.4% | 8.6% | 440 |
| | **Subtotal** | **72.3%** | | **8.6%** | | |
| **6** | Small Town Simplicity (12C) | 10.8% | 83.1% | 1.8% | 10.4% | 586 |
| **7** | Traditional Living (12B) | 8.5% | 91.6% | 1.9% | 12.3% | 447 |
| **8** | Midlife Constants (5E) | 8.4% | 100.0% | 2.5% | 14.8% | 338 |
| | **Subtotal** | **27.7%** | | **6.2%** | | |
| | **Total** | **100.0%** | | **14.8%** | | **677** |

Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

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