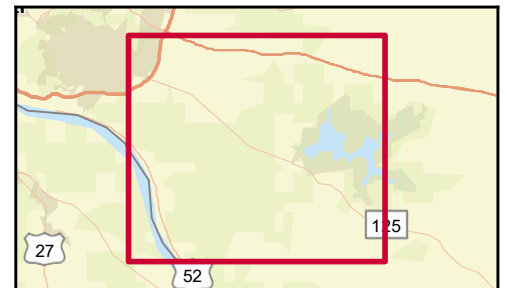
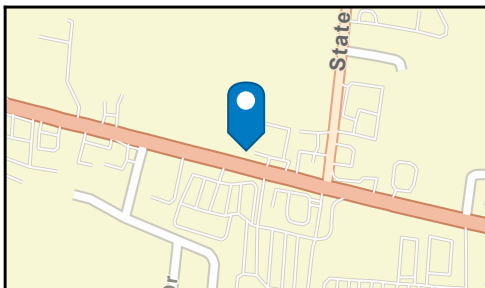
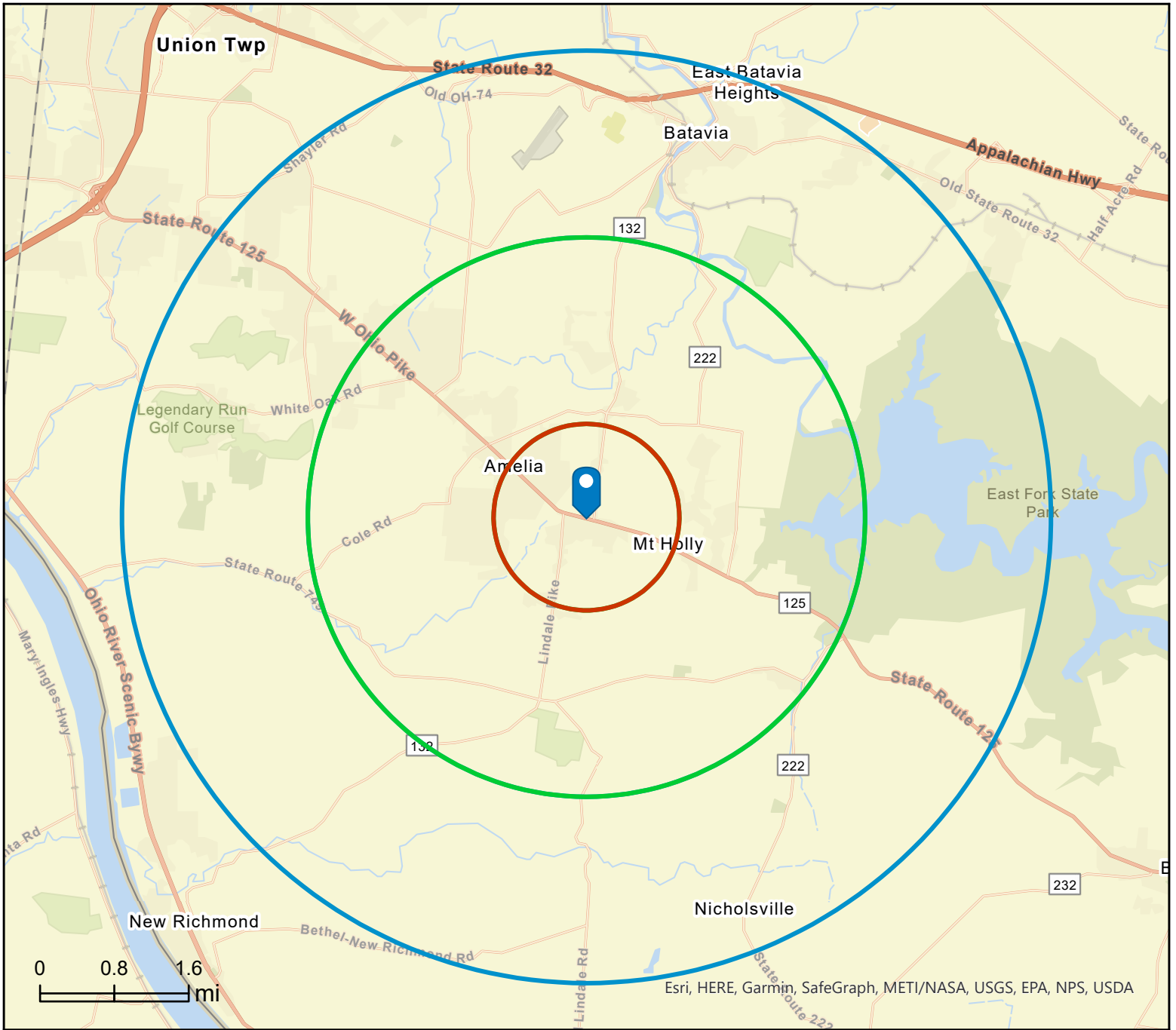


SR 125 & SR 132  
1770 State Route 125, Amelia, Ohio, 45102  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
Latitude: 39.01917  
Longitude: -84.20134





# Market Profile

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population Summary</b>			
2000 Total Population	1,829	15,839	20,478
2010 Total Population	2,458	19,462	23,135
2021 Total Population	2,893	21,035	24,997
2021 Group Quarters	9	63	169
2026 Total Population	3,060	21,705	25,819
2021-2026 Annual Rate	1.13%	0.63%	0.65%
2021 Total Daytime Population	2,630	15,173	23,742
Workers	1,230	5,164	11,562
Residents	1,400	10,009	12,180
<b>Household Summary</b>			
2000 Households	763	5,831	7,538
2000 Average Household Size	2.39	2.71	2.70
2010 Households	984	7,273	8,816
2010 Average Household Size	2.49	2.67	2.60
2021 Households	1,160	7,909	9,663
2021 Average Household Size	2.49	2.65	2.57
2026 Households	1,227	8,178	10,025
2026 Average Household Size	2.49	2.65	2.56
2021-2026 Annual Rate	1.13%	0.67%	0.74%
2010 Families	647	5,335	6,325
2010 Average Family Size	3.04	3.07	3.05
2021 Families	738	5,696	6,772
2021 Average Family Size	3.08	3.07	3.04
2026 Families	773	5,859	6,977
2026 Average Family Size	3.10	3.07	3.03
2021-2026 Annual Rate	0.93%	0.57%	0.60%
<b>Housing Unit Summary</b>			
2000 Housing Units	837	6,181	7,958
Owner Occupied Housing Units	49.2%	70.5%	68.4%
Renter Occupied Housing Units	42.1%	23.8%	26.4%
Vacant Housing Units	8.7%	5.7%	5.3%
2010 Housing Units	1,084	7,884	9,499
Owner Occupied Housing Units	56.8%	69.3%	68.1%
Renter Occupied Housing Units	33.9%	22.9%	24.7%
Vacant Housing Units	9.2%	7.7%	7.2%
2021 Housing Units	1,261	8,522	10,320
Owner Occupied Housing Units	55.9%	68.7%	67.0%
Renter Occupied Housing Units	36.1%	24.1%	26.6%
Vacant Housing Units	8.0%	7.2%	6.4%
2026 Housing Units	1,335	8,827	10,724
Owner Occupied Housing Units	57.2%	69.6%	67.4%
Renter Occupied Housing Units	34.8%	23.1%	26.1%
Vacant Housing Units	8.1%	7.4%	6.5%
<b>Median Household Income</b>			
2021	\$54,679	\$65,614	\$64,766
2026	\$60,639	\$72,542	\$70,953
<b>Median Home Value</b>			
2021	\$172,924	\$179,543	\$211,107
2026	\$192,616	\$200,644	\$243,516
<b>Per Capita Income</b>			
2021	\$28,251	\$31,359	\$35,103
2026	\$32,969	\$35,117	\$39,058
<b>Median Age</b>			
2010	33.0	34.8	37.9
2021	36.2	36.9	39.1
2026	36.8	37.2	39.7

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

SR 125 & SR 132  
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<b>2021 Households by Income</b>			
Household Income Base	1,160	7,909	9,663
<\$15,000	17.3%	6.6%	9.7%
\$15,000 - \$24,999	9.7%	10.3%	8.5%
\$25,000 - \$34,999	5.9%	4.4%	4.7%
\$35,000 - \$49,999	10.9%	13.3%	14.7%
\$50,000 - \$74,999	23.5%	21.5%	18.3%
\$75,000 - \$99,999	3.8%	13.2%	11.5%
\$100,000 - \$149,999	19.2%	18.7%	18.7%
\$150,000 - \$199,999	6.7%	6.9%	6.1%
\$200,000+	3.1%	5.0%	7.8%
Average Household Income	\$71,471	\$84,578	\$90,004
<b>2026 Households by Income</b>			
Household Income Base	1,227	8,178	10,025
<\$15,000	14.5%	5.5%	8.5%
\$15,000 - \$24,999	8.3%	9.0%	7.5%
\$25,000 - \$34,999	5.1%	4.1%	4.3%
\$35,000 - \$49,999	9.5%	12.1%	13.7%
\$50,000 - \$74,999	23.6%	20.8%	18.2%
\$75,000 - \$99,999	3.7%	13.6%	11.8%
\$100,000 - \$149,999	22.5%	20.7%	20.1%
\$150,000 - \$199,999	8.9%	8.4%	7.1%
\$200,000+	3.9%	5.8%	8.8%
Average Household Income	\$83,336	\$94,530	\$99,708
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	705	5,856	6,915
<\$50,000	0.3%	6.7%	5.4%
\$50,000 - \$99,999	7.4%	6.8%	7.1%
\$100,000 - \$149,999	22.7%	17.7%	11.9%
\$150,000 - \$199,999	42.7%	31.8%	21.0%
\$200,000 - \$249,999	6.7%	14.9%	20.5%
\$250,000 - \$299,999	0.7%	10.5%	13.7%
\$300,000 - \$399,999	13.8%	7.3%	9.4%
\$400,000 - \$499,999	0.0%	1.2%	5.2%
\$500,000 - \$749,999	0.0%	3.0%	4.7%
\$750,000 - \$999,999	5.7%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$223,757	\$198,292	\$239,083
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	763	6,141	7,229
<\$50,000	0.1%	3.4%	2.6%
\$50,000 - \$99,999	3.7%	5.1%	4.8%
\$100,000 - \$149,999	14.8%	12.8%	7.2%
\$150,000 - \$199,999	36.8%	28.5%	16.1%
\$200,000 - \$249,999	8.1%	17.7%	22.2%
\$250,000 - \$299,999	1.0%	14.3%	18.4%
\$300,000 - \$399,999	23.7%	10.7%	12.9%
\$400,000 - \$499,999	0.0%	1.9%	7.2%
\$500,000 - \$749,999	0.0%	5.4%	7.3%
\$750,000 - \$999,999	11.7%	0.1%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$292,005	\$231,921	\$279,104

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
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Prepared by Esri  
 Latitude: 39.01917  
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Age</b>			
Total	2,459	19,461	23,135
0 - 4	9.7%	8.5%	7.3%
5 - 9	7.4%	8.1%	7.4%
10 - 14	6.7%	6.9%	7.1%
15 - 24	12.1%	12.2%	12.2%
25 - 34	17.6%	14.6%	12.3%
35 - 44	13.5%	14.2%	13.5%
45 - 54	15.0%	14.9%	16.0%
55 - 64	9.5%	11.3%	12.9%
65 - 74	4.5%	5.7%	7.0%
75 - 84	2.8%	2.6%	3.4%
85 +	1.1%	0.9%	1.0%
18 +	73.0%	72.5%	74.1%
<b>2021 Population by Age</b>			
Total	2,891	21,038	24,998
0 - 4	8.0%	7.5%	6.4%
5 - 9	8.3%	7.7%	6.7%
10 - 14	8.5%	7.8%	6.9%
15 - 24	10.3%	11.0%	11.4%
25 - 34	12.9%	13.3%	13.2%
35 - 44	16.9%	14.4%	12.8%
45 - 54	11.3%	12.0%	12.1%
55 - 64	12.3%	12.7%	14.1%
65 - 74	7.6%	9.1%	10.5%
75 - 84	2.9%	3.6%	4.6%
85 +	1.0%	1.0%	1.3%
18 +	71.8%	73.2%	76.3%
<b>2026 Population by Age</b>			
Total	3,061	21,703	25,819
0 - 4	7.8%	7.5%	6.5%
5 - 9	8.2%	7.5%	6.6%
10 - 14	8.4%	7.7%	6.8%
15 - 24	12.1%	12.2%	11.4%
25 - 34	10.7%	11.8%	12.5%
35 - 44	16.0%	14.3%	13.2%
45 - 54	13.0%	12.1%	11.7%
55 - 64	10.0%	11.0%	12.4%
65 - 74	8.9%	9.9%	11.4%
75 - 84	3.9%	4.7%	5.9%
85 +	1.0%	1.2%	1.6%
18 +	70.8%	73.0%	76.4%
<b>2010 Population by Sex</b>			
Males	1,190	9,661	11,305
Females	1,268	9,801	11,830
<b>2021 Population by Sex</b>			
Males	1,407	10,428	12,207
Females	1,486	10,607	12,791
<b>2026 Population by Sex</b>			
Males	1,487	10,758	12,577
Females	1,573	10,947	13,242

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	2,457	19,462	23,135
White Alone	95.6%	95.8%	96.0%
Black Alone	1.2%	1.2%	1.2%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	0.8%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.3%	0.3%
Two or More Races	1.2%	1.6%	1.4%
Hispanic Origin	1.6%	1.3%	1.3%
Diversity Index	11.4	10.6	10.1
<b>2021 Population by Race/Ethnicity</b>			
Total	2,893	21,036	24,997
White Alone	93.7%	93.9%	94.2%
Black Alone	1.9%	1.9%	2.0%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	1.2%	1.1%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	0.5%	0.4%
Two or More Races	1.7%	2.3%	1.9%
Hispanic Origin	2.5%	2.1%	2.0%
Diversity Index	16.3	15.6	14.8
<b>2026 Population by Race/Ethnicity</b>			
Total	3,059	21,705	25,819
White Alone	92.7%	92.8%	93.1%
Black Alone	2.2%	2.3%	2.3%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	1.4%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.2%	0.6%	0.5%
Two or More Races	2.0%	2.6%	2.2%
Hispanic Origin	3.0%	2.6%	2.5%
Diversity Index	19.0	18.2	17.4
<b>2010 Population by Relationship and Household Type</b>			
Total	2,458	19,462	23,135
In Households	99.6%	99.7%	99.2%
In Family Households	83.2%	87.0%	85.8%
Householder	26.0%	27.0%	27.7%
Spouse	18.3%	20.3%	20.9%
Child	32.7%	34.2%	32.5%
Other relative	3.1%	2.7%	2.3%
Nonrelative	3.2%	2.9%	2.4%
In Nonfamily Households	16.4%	12.6%	13.4%
In Group Quarters	0.4%	0.3%	0.8%
Institutionalized Population	0.3%	0.3%	0.1%
Noninstitutionalized Population	0.0%	0.1%	0.6%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

SR 125 & SR 132  
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<b>2021 Population 25+ by Educational Attainment</b>			
Total	1,880	13,894	17,137
Less than 9th Grade	1.3%	3.8%	2.7%
9th - 12th Grade, No Diploma	7.5%	7.7%	6.8%
High School Graduate	38.1%	28.5%	26.3%
GED/Alternative Credential	4.9%	3.8%	6.1%
Some College, No Degree	20.0%	20.2%	20.6%
Associate Degree	9.0%	9.6%	9.0%
Bachelor's Degree	17.1%	19.4%	18.6%
Graduate/Professional Degree	1.9%	7.0%	9.9%
<b>2021 Population 15+ by Marital Status</b>			
Total	2,179	16,209	19,978
Never Married	31.3%	26.3%	27.5%
Married	51.9%	54.0%	55.0%
Widowed	6.9%	6.4%	5.8%
Divorced	9.8%	13.3%	11.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,544	11,517	13,462
Population 16+ Employed	97.9%	96.7%	96.1%
Population 16+ Unemployment rate	2.1%	3.3%	3.9%
Population 16-24 Employed	12.0%	12.8%	12.0%
Population 16-24 Unemployment rate	4.7%	6.7%	6.4%
Population 25-54 Employed	67.4%	63.5%	60.0%
Population 25-54 Unemployment rate	2.1%	3.0%	4.6%
Population 55-64 Employed	15.8%	16.9%	19.7%
Population 55-64 Unemployment rate	0.8%	2.8%	1.5%
Population 65+ Employed	4.9%	6.8%	8.4%
Population 65+ Unemployment rate	0.0%	0.3%	0.3%
<b>2021 Employed Population 16+ by Industry</b>			
Total	1,511	11,137	12,942
Agriculture/Mining	0.2%	0.3%	0.1%
Construction	11.9%	10.4%	7.8%
Manufacturing	8.7%	12.8%	12.8%
Wholesale Trade	1.7%	2.0%	3.6%
Retail Trade	10.7%	10.6%	11.3%
Transportation/Utilities	11.8%	6.6%	3.4%
Information	0.5%	1.5%	1.5%
Finance/Insurance/Real Estate	6.0%	8.4%	9.0%
Services	44.1%	45.4%	44.1%
Public Administration	4.4%	2.1%	6.3%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	1,510	11,137	12,941
White Collar	44.1%	59.9%	64.2%
Management/Business/Financial	8.0%	15.6%	19.3%
Professional	22.6%	24.2%	24.1%
Sales	5.6%	7.9%	9.2%
Administrative Support	7.9%	12.2%	11.5%
Services	22.6%	13.4%	14.5%
Blue Collar	33.3%	26.6%	21.3%
Farming/Forestry/Fishing	0.2%	0.2%	0.0%
Construction/Extraction	8.6%	6.6%	5.0%
Installation/Maintenance/Repair	2.6%	5.1%	3.8%
Production	7.5%	6.5%	6.7%
Transportation/Material Moving	14.4%	8.2%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

February 09, 2022



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<b>2010 Households by Type</b>			
Total	983	7,272	8,815
Households with 1 Person	28.1%	20.7%	22.7%
Households with 2+ People	71.9%	79.3%	77.3%
Family Households	65.8%	73.4%	71.8%
Husband-wife Families	46.5%	55.2%	54.3%
With Related Children	23.6%	26.4%	23.1%
Other Family (No Spouse Present)	19.3%	18.1%	17.4%
Other Family with Male Householder	5.9%	5.9%	4.8%
With Related Children	4.0%	3.9%	3.2%
Other Family with Female Householder	13.4%	12.3%	12.7%
With Related Children	9.4%	8.5%	8.8%
Nonfamily Households	6.1%	6.0%	5.5%
All Households with Children	37.3%	39.5%	35.7%
Multigenerational Households	3.8%	4.4%	3.3%
Unmarried Partner Households	9.1%	8.6%	7.8%
Male-female	8.4%	8.0%	7.3%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	982	7,272	8,816
1 Person Household	28.1%	20.7%	22.7%
2 Person Household	29.3%	32.9%	36.1%
3 Person Household	19.1%	18.6%	17.5%
4 Person Household	14.1%	16.6%	13.8%
5 Person Household	5.5%	7.2%	6.3%
6 Person Household	3.3%	2.8%	2.3%
7 + Person Household	0.6%	1.2%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	984	7,273	8,816
Owner Occupied	62.6%	75.2%	73.3%
Owned with a Mortgage/Loan	50.5%	59.3%	56.0%
Owned Free and Clear	12.1%	15.9%	17.3%
Renter Occupied	37.4%	24.8%	26.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	160	183	153
Percent of Income for Mortgage	13.3%	11.5%	13.7%
Wealth Index	55	83	100
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,084	7,884	9,499
Housing Units Inside Urbanized Area	96.7%	91.0%	79.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.1%
Rural Housing Units	3.3%	9.0%	18.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,458	19,462	23,135
Population Inside Urbanized Area	96.7%	91.0%	78.5%
Population Inside Urbanized Cluster	0.0%	0.0%	2.2%
Rural Population	3.3%	8.9%	19.3%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Green Acres (6A)	Workday Drive (4A)
2.	Down the Road (10D)	Up and Coming Families (7A)	Old and Newcomers (8F)
3.	Green Acres (6A)	Old and Newcomers (8F)	Green Acres (6A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,913,622	\$15,380,722	\$19,974,695
Average Spent	\$1,649.67	\$1,944.71	\$2,067.13
Spending Potential Index	78	92	98
Education: Total \$	\$1,354,661	\$11,566,727	\$15,646,402
Average Spent	\$1,167.81	\$1,462.48	\$1,619.21
Spending Potential Index	68	85	94
Entertainment/Recreation: Total \$	\$2,924,026	\$23,561,232	\$30,569,146
Average Spent	\$2,520.71	\$2,979.04	\$3,163.53
Spending Potential Index	78	92	98
Food at Home: Total \$	\$4,898,435	\$39,253,162	\$50,892,385
Average Spent	\$4,222.79	\$4,963.10	\$5,266.73
Spending Potential Index	78	91	97
Food Away from Home: Total \$	\$3,446,274	\$27,575,816	\$35,634,352
Average Spent	\$2,970.93	\$3,486.64	\$3,687.71
Spending Potential Index	78	92	97
Health Care: Total \$	\$5,804,353	\$46,317,203	\$59,697,305
Average Spent	\$5,003.75	\$5,856.27	\$6,177.93
Spending Potential Index	80	94	99
HH Furnishings & Equipment: Total \$	\$2,100,528	\$16,806,962	\$21,626,010
Average Spent	\$1,810.80	\$2,125.04	\$2,238.02
Spending Potential Index	80	94	99
Personal Care Products & Services: Total \$	\$813,926	\$6,555,889	\$8,511,452
Average Spent	\$701.66	\$828.92	\$880.83
Spending Potential Index	78	92	98
Shelter: Total \$	\$17,383,250	\$141,469,934	\$185,721,858
Average Spent	\$14,985.56	\$17,887.21	\$19,219.90
Spending Potential Index	74	89	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,290,248	\$18,308,872	\$23,170,007
Average Spent	\$1,974.35	\$2,314.94	\$2,397.81
Spending Potential Index	83	97	100
Travel: Total \$	\$2,283,101	\$18,429,468	\$24,028,820
Average Spent	\$1,968.19	\$2,330.19	\$2,486.68
Spending Potential Index	78	92	98
Vehicle Maintenance & Repairs: Total \$	\$1,041,840	\$8,297,610	\$10,648,494
Average Spent	\$898.14	\$1,049.14	\$1,101.99
Spending Potential Index	81	95	99

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

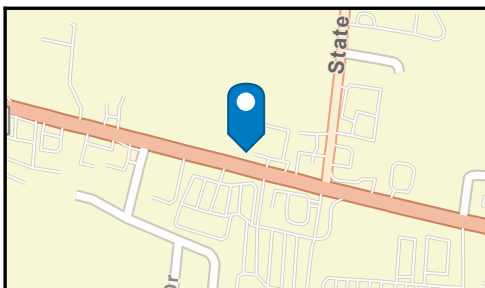
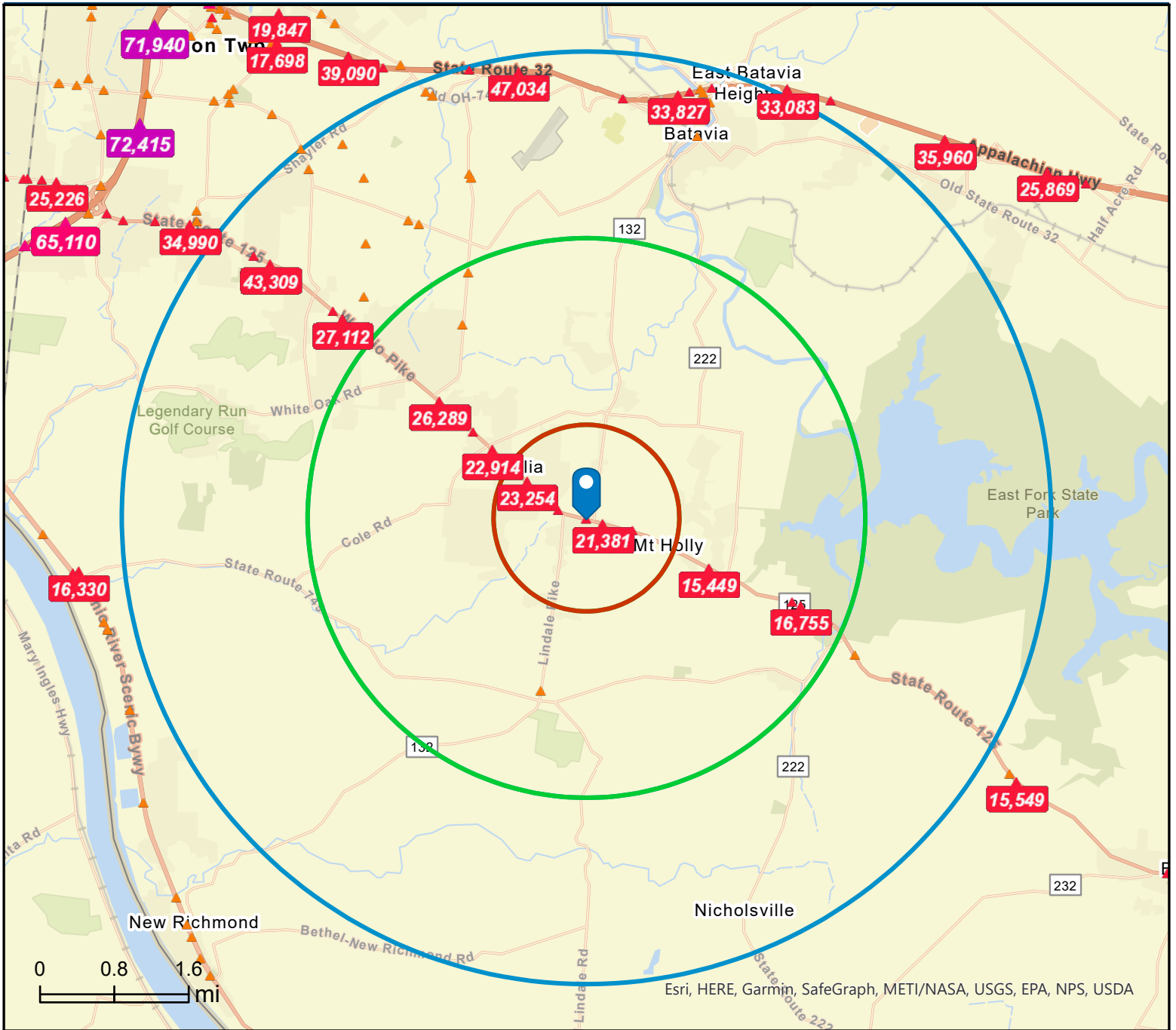
**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

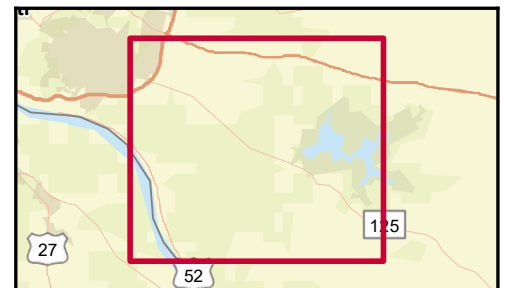


SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2021 Kalibrate Technologies (Q4 2021).



# Business Summary

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 39.01917  
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<b>Data for all businesses in area</b>	<b>0 - 1 mile</b>		<b>1 - 3 mile</b>		<b>3 - 5 mile</b>							
Total Businesses:	122		309		631							
Total Employees:	1,212		3,075		8,963							
Total Residential Population:	2,893		21,035		24,997							
Employee/Residential Population Ratio (per 100 Residents)	42		15		36							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	4.9%	66	5.4%	17	5.5%	137	4.5%	23	3.6%	157	1.8%
Construction	14	11.5%	89	7.3%	36	11.7%	165	5.4%	68	10.8%	569	6.3%
Manufacturing	3	2.5%	57	4.7%	6	1.9%	55	1.8%	55	8.7%	1,664	18.6%
Transportation	5	4.1%	41	3.4%	8	2.6%	29	0.9%	16	2.5%	157	1.8%
Communication	2	1.6%	5	0.4%	2	0.6%	8	0.3%	2	0.3%	10	0.1%
Utility	0	0.0%	0	0.0%	1	0.3%	6	0.2%	4	0.6%	28	0.3%
Wholesale Trade	1	0.8%	3	0.2%	5	1.6%	226	7.3%	26	4.1%	365	4.1%
<b>Retail Trade Summary</b>	<b>28</b>	<b>23.0%</b>	<b>577</b>	<b>47.6%</b>	<b>69</b>	<b>22.3%</b>	<b>572</b>	<b>18.6%</b>	<b>108</b>	<b>17.1%</b>	<b>899</b>	<b>10.0%</b>
Home Improvement	1	0.8%	14	1.2%	2	0.6%	26	0.8%	6	1.0%	30	0.3%
General Merchandise Stores	2	1.6%	227	18.7%	3	1.0%	34	1.1%	8	1.3%	34	0.4%
Food Stores	5	4.1%	34	2.8%	6	1.9%	44	1.4%	9	1.4%	75	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	4	3.3%	150	12.4%	18	5.8%	87	2.8%	18	2.9%	90	1.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%	2	0.6%	3	0.1%	3	0.5%	32	0.4%
Furniture & Home Furnishings	3	2.5%	18	1.5%	6	1.9%	29	0.9%	15	2.4%	94	1.0%
Eating & Drinking Places	8	6.6%	112	9.2%	17	5.5%	266	8.7%	29	4.6%	482	5.4%
Miscellaneous Retail	5	4.1%	22	1.8%	16	5.2%	83	2.7%	20	3.2%	61	0.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>11</b>	<b>9.0%</b>	<b>46</b>	<b>3.8%</b>	<b>33</b>	<b>10.7%</b>	<b>1,115</b>	<b>36.3%</b>	<b>40</b>	<b>6.3%</b>	<b>1,193</b>	<b>13.3%</b>
Banks, Savings & Lending Institutions	5	4.1%	25	2.1%	8	2.6%	41	1.3%	7	1.1%	45	0.5%
Securities Brokers	0	0.0%	0	0.0%	1	0.3%	1	0.0%	4	0.6%	18	0.2%
Insurance Carriers & Agents	1	0.8%	5	0.4%	9	2.9%	1,021	33.2%	13	2.1%	1,050	11.7%
Real Estate, Holding, Other Investment Offices	5	4.1%	16	1.3%	16	5.2%	52	1.7%	17	2.7%	80	0.9%
<b>Services Summary</b>	<b>44</b>	<b>36.1%</b>	<b>264</b>	<b>21.8%</b>	<b>113</b>	<b>36.6%</b>	<b>619</b>	<b>20.1%</b>	<b>196</b>	<b>31.1%</b>	<b>2,537</b>	<b>28.3%</b>
Hotels & Lodging	0	0.0%	0	0.0%	1	0.3%	4	0.1%	3	0.5%	20	0.2%
Automotive Services	4	3.3%	13	1.1%	14	4.5%	46	1.5%	22	3.5%	77	0.9%
Motion Pictures & Amusements	5	4.1%	24	2.0%	17	5.5%	70	2.3%	16	2.5%	165	1.8%
Health Services	6	4.9%	107	8.8%	6	1.9%	45	1.5%	22	3.5%	539	6.0%
Legal Services	0	0.0%	1	0.1%	6	1.9%	33	1.1%	17	2.7%	67	0.7%
Education Institutions & Libraries	0	0.0%	23	1.9%	5	1.6%	159	5.2%	14	2.2%	1,048	11.7%
Other Services	28	23.0%	97	8.0%	65	21.0%	262	8.5%	101	16.0%	622	6.9%
<b>Government</b>	<b>2</b>	<b>1.6%</b>	<b>58</b>	<b>4.8%</b>	<b>6</b>	<b>1.9%</b>	<b>139</b>	<b>4.5%</b>	<b>48</b>	<b>7.6%</b>	<b>1,337</b>	<b>14.9%</b>
<b>Unclassified Establishments</b>	<b>7</b>	<b>5.7%</b>	<b>5</b>	<b>0.4%</b>	<b>13</b>	<b>4.2%</b>	<b>3</b>	<b>0.1%</b>	<b>43</b>	<b>6.8%</b>	<b>47</b>	<b>0.5%</b>
<b>Totals</b>	<b>122</b>	<b>100.0%</b>	<b>1,212</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>	<b>3,075</b>	<b>100.0%</b>	<b>631</b>	<b>100.0%</b>	<b>8,963</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



# Business Summary

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.8%	1	0.1%	1	0.3%	3	0.1%	3	0.5%	8	0.1%
Mining	0	0.0%	1	0.1%	1	0.3%	3	0.1%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.3%	5	0.2%	1	0.2%	15	0.2%
Construction	14	11.5%	93	7.7%	39	12.6%	182	5.9%	70	11.1%	581	6.5%
Manufacturing	4	3.3%	65	5.4%	8	2.6%	72	2.3%	59	9.4%	1,694	18.9%
Wholesale Trade	1	0.8%	3	0.2%	5	1.6%	226	7.3%	24	3.8%	219	2.4%
Retail Trade	18	14.8%	456	37.6%	50	16.2%	283	9.2%	75	11.9%	381	4.3%
Motor Vehicle & Parts Dealers	4	3.3%	150	12.4%	14	4.5%	70	2.3%	12	1.9%	66	0.7%
Furniture & Home Furnishings Stores	2	1.6%	17	1.4%	2	0.6%	11	0.4%	6	1.0%	27	0.3%
Electronics & Appliance Stores	0	0.0%	1	0.1%	4	1.3%	18	0.6%	5	0.8%	44	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.8%	14	1.2%	2	0.6%	26	0.8%	6	1.0%	30	0.3%
Food & Beverage Stores	4	3.3%	25	2.1%	3	1.0%	19	0.6%	8	1.3%	62	0.7%
Health & Personal Care Stores	3	2.5%	15	1.2%	5	1.6%	33	1.1%	2	0.3%	10	0.1%
Gasoline Stations	0	0.0%	0	0.0%	4	1.3%	18	0.6%	6	1.0%	25	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	3	1.0%	16	0.5%	3	0.5%	35	0.4%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.3%	1	0.0%	3	0.5%	12	0.1%
General Merchandise Stores	2	1.6%	227	18.7%	3	1.0%	34	1.1%	8	1.3%	34	0.4%
Miscellaneous Store Retailers	1	0.8%	6	0.5%	6	1.9%	39	1.3%	9	1.4%	33	0.4%
Nonstore Retailers	1	0.8%	0	0.0%	5	1.6%	0	0.0%	6	1.0%	5	0.1%
Transportation & Warehousing	3	2.5%	19	1.6%	8	2.6%	30	1.0%	15	2.4%	155	1.7%
Information	2	1.6%	9	0.7%	7	2.3%	34	1.1%	8	1.3%	221	2.5%
Finance & Insurance	7	5.7%	32	2.6%	18	5.8%	1,063	34.6%	24	3.8%	1,113	12.4%
Central Bank/Credit Intermediation & Related Activities	6	4.9%	27	2.2%	8	2.6%	41	1.3%	7	1.1%	45	0.5%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	1	0.3%	1	0.0%	4	0.6%	18	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.8%	5	0.4%	9	2.9%	1,021	33.2%	13	2.1%	1,050	11.7%
Real Estate, Rental & Leasing	9	7.4%	23	1.9%	23	7.4%	61	2.0%	27	4.3%	133	1.5%
Professional, Scientific & Tech Services	10	8.2%	49	4.0%	25	8.1%	131	4.3%	53	8.4%	515	5.7%
Legal Services	0	0.0%	1	0.1%	6	1.9%	33	1.1%	17	2.7%	67	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	2	0.1%	0	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation	4	3.3%	12	1.0%	18	5.8%	77	2.5%	26	4.1%	156	1.7%
Educational Services	2	1.6%	27	2.2%	10	3.2%	174	5.7%	15	2.4%	867	9.7%
Health Care & Social Assistance	8	6.6%	117	9.7%	10	3.2%	70	2.3%	27	4.3%	583	6.5%
Arts, Entertainment & Recreation	3	2.5%	35	2.9%	7	2.3%	40	1.3%	12	1.9%	150	1.7%
Accommodation & Food Services	8	6.6%	112	9.2%	18	5.8%	276	9.0%	33	5.2%	509	5.7%
Accommodation	0	0.0%	0	0.0%	1	0.3%	4	0.1%	3	0.5%	20	0.2%
Food Services & Drinking Places	8	6.6%	112	9.2%	17	5.5%	272	8.8%	30	4.8%	488	5.4%
Other Services (except Public Administration)	18	14.8%	94	7.8%	43	13.9%	204	6.6%	69	10.9%	282	3.1%
Automotive Repair & Maintenance	4	3.3%	13	1.1%	11	3.6%	36	1.2%	16	2.5%	60	0.7%
Public Administration	2	1.6%	58	4.8%	6	1.9%	137	4.5%	48	7.6%	1,332	14.9%
Unclassified Establishments	7	5.7%	5	0.4%	13	4.2%	3	0.1%	43	6.8%	47	0.5%
<b>Total</b>	<b>122</b>	<b>100.0%</b>	<b>1,212</b>	<b>100.0%</b>	<b>309</b>	<b>100.0%</b>	<b>3,075</b>	<b>100.0%</b>	<b>631</b>	<b>100.0%</b>	<b>8,963</b>	<b>100.0%</b>

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Demographic Summary		2021	2026
Population		2,893	3,060
Population 18+		2,076	2,167
Households		1,160	1,227
Median Household Income		\$54,679	\$60,639

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,006	48.5%	99
Bought any women's clothing in last 12 months	972	46.8%	104
Bought any shoes in last 12 months	1,084	52.2%	98
Bought costume jewelry in last 12 months	341	16.4%	102
Bought any fine jewelry in last 12 months	366	17.6%	96
Bought a watch in last 12 months	311	15.0%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,052	90.7%	105
HH bought/leased new vehicle last 12 months	92	7.9%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,867	89.9%	105
Bought/changed motor oil in last 12 months	1,071	51.6%	114
Had tune-up in last 12 months	514	24.8%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,495	72.0%	101
Drank non-diet (regular) in last 6 months	908	43.7%	104
Drank beer/ale in last 6 months	875	42.1%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	143	6.9%	86
Own digital SLR camera/camcorder	142	6.8%	86
Printed digital photos in last 12 months	467	22.5%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	697	33.6%	104
Have a smartphone	1,888	90.9%	102
Have a smartphone: Android phone (any brand)	962	46.3%	114
Have a smartphone: Apple iPhone	906	43.6%	91
Number of cell phones in household: 1	285	24.6%	81
Number of cell phones in household: 2	459	39.6%	104
Number of cell phones in household: 3+	402	34.7%	117
HH has cell phone only (no landline telephone)	827	71.3%	111
<b>Computers (Households)</b>			
HH owns a computer	875	75.4%	101
HH owns desktop computer	429	37.0%	106
HH owns laptop/notebook	686	59.1%	101
HH owns any Apple/Mac brand computer	189	16.3%	81
HH owns any PC/non-Apple brand computer	747	64.4%	106
HH purchased most recent computer in a store	421	36.3%	104
HH purchased most recent computer online	166	14.3%	91
HH spent \$1-\$499 on most recent home computer	178	15.3%	108
HH spent \$500-\$999 on most recent home computer	215	18.5%	112
HH spent \$1,000-\$1,499 on most recent home computer	107	9.2%	90
HH spent \$1,500-\$1,999 on most recent home computer	50	4.3%	87
HH spent \$2,000+ on most recent home computer	44	3.8%	86

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,404	67.6%	110
Bought brewed coffee at convenience store in last 30 days	286	13.8%	110
Bought cigarettes at convenience store in last 30 days	259	12.5%	136
Bought gas at convenience store in last 30 days	943	45.4%	124
Spent at convenience store in last 30 days: \$1-19	129	6.2%	89
Spent at convenience store in last 30 days: \$20-\$39	190	9.2%	98
Spent at convenience store in last 30 days: \$40-\$50	176	8.5%	105
Spent at convenience store in last 30 days: \$51-\$99	138	6.6%	120
Spent at convenience store in last 30 days: \$100+	561	27.0%	123
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,189	57.3%	96
Went to live theater in last 12 months	199	9.6%	78
Went to a bar/night club in last 12 months	352	17.0%	96
Dined out in last 12 months	1,044	50.3%	99
Gambled at a casino in last 12 months	238	11.5%	87
Visited a theme park in last 12 months	369	17.8%	96
Viewed movie (video-on-demand) in last 30 days	284	13.7%	92
Viewed TV show (video-on-demand) in last 30 days	198	9.5%	94
Watched any pay-per-view TV in last 12 months	160	7.7%	104
Downloaded a movie over the Internet in last 30 days	183	8.8%	94
Downloaded any individual song in last 6 months	374	18.0%	97
Used internet to watch a movie online in the last 30 days	667	32.1%	99
Used internet to watch a TV program online in last 30 days	427	20.6%	97
Played a video/electronic game (console) in last 12 months	194	9.3%	98
Played a video/electronic game (portable) in last 12 months	88	4.2%	87
<b>Financial (Adults)</b>			
Have home mortgage (1st)	750	36.1%	111
Used ATM/cash machine in last 12 months	1,089	52.5%	97
Own any stock	118	5.7%	68
Own U.S. savings bond	93	4.5%	92
Own shares in mutual fund (stock)	130	6.3%	78
Own shares in mutual fund (bonds)	97	4.7%	90
Have interest checking account	631	30.4%	101
Have non-interest checking account	635	30.6%	100
Have savings account	1,234	59.4%	100
Have 401K retirement savings plan	343	16.5%	95
Own/used any credit/debit card in last 12 months	1,685	81.2%	98
Avg monthly credit card expenditures: \$1-110	233	11.2%	99
Avg monthly credit card expenditures: \$111-\$225	158	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	149	7.2%	98
Avg monthly credit card expenditures: \$451-\$700	146	7.0%	103
Avg monthly credit card expenditures: \$701-\$1,000	119	5.7%	90
Avg monthly credit card expenditures: \$1001-2000	155	7.5%	94
Avg monthly credit card expenditures: \$2001+	88	4.2%	62
Did banking online in last 12 months	929	44.7%	104
Did banking on mobile device in last 12 months	720	34.7%	108
Paid bills online in last 12 months	1,196	57.6%	105

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	847	73.0%	107
HH used bread in last 6 months	1,086	93.6%	100
HH used chicken (fresh or frozen) in last 6 months	788	67.9%	102
HH used turkey (fresh or frozen) in last 6 months	162	14.0%	100
HH used fish/seafood (fresh or frozen) in last 6 months	626	54.0%	98
HH used fresh fruit/vegetables in last 6 months	976	84.1%	100
HH used fresh milk in last 6 months	1,009	87.0%	105
HH used organic food in last 6 months	233	20.1%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	631	30.4%	101
Exercise at club 2+ times per week	285	13.7%	95
Visited a doctor in last 12 months	1,553	74.8%	97
Used vitamin/dietary supplement in last 6 months	1,079	52.0%	95
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	361	31.1%	109
HH used any maid/professional cleaning service in last 12 months	143	12.3%	80
HH purchased low ticket HH furnishings in last 12 months	213	18.4%	102
HH purchased big ticket HH furnishings in last 12 months	275	23.7%	103
HH bought any small kitchen appliance in last 12 months	278	24.0%	102
HH bought any large kitchen appliance in last 12 months	192	16.6%	124
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	934	45.0%	102
Carry medical/hospital/accident insurance	1,557	75.0%	100
Carry homeowner/personal property insurance	1,071	51.6%	106
Carry renter's insurance	185	8.9%	96
HH has auto insurance: 1 vehicle in household covered	313	27.0%	93
HH has auto insurance: 2 vehicles in household covered	351	30.3%	109
HH has auto insurance: 3+ vehicles in household covered	320	27.6%	120
<b>Pets (Households)</b>			
Household owns any pet	721	62.2%	117
Household owns any cat	310	26.7%	116
Household owns any dog	573	49.4%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	866	41.7%	115
Usually buy items on credit rather than wait	258	12.4%	91
Usually buy based on quality - not price	373	18.0%	96
Price is usually more important than brand name	635	30.6%	105
Usually use coupons for brands I buy often	327	15.8%	101
Am interested in how to help the environment	383	18.4%	88
Usually pay more for environ safe product	283	13.6%	91
Usually value green products over convenience	230	11.1%	95
Likely to buy a brand that supports a charity	724	34.9%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	269	13.0%	91
Bought hardcover book in last 12 months	403	19.4%	94
Bought paperback book in last 12 month	557	26.8%	95
Read any daily newspaper (paper version)	231	11.1%	76
Read any digital newspaper in last 30 days	796	38.3%	86
Read any magazine (paper/electronic version) in last 6 months	1,817	87.5%	97

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

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# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,585	76.3%	105
Went to family restaurant/steak house: 4+ times a month	623	30.0%	121
Went to fast food/drive-in restaurant in last 6 months	1,908	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	911	43.9%	115
Fast food restaurant last 6 months: eat in	723	34.8%	107
Fast food restaurant last 6 months: home delivery	199	9.6%	108
Fast food restaurant last 6 months: take-out/drive-thru	1,139	54.9%	115
Fast food restaurant last 6 months: take-out/walk-in	383	18.4%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,086	52.3%	102
Own any e-reader	221	10.6%	104
Own e-reader/tablet: iPad	603	29.0%	95
HH has Internet connectable TV	448	38.6%	106
Own any portable MP3 player	299	14.4%	99
HH owns 1 TV	189	16.3%	77
HH owns 2 TVs	308	26.6%	100
HH owns 3 TVs	263	22.7%	107
HH owns 4+ TVs	237	20.4%	116
HH subscribes to cable TV	433	37.3%	94
HH subscribes to fiber optic	40	3.4%	59
HH owns portable GPS navigation device	233	20.1%	104
HH purchased video game system in last 12 months	85	7.3%	89
HH owns any Internet video device for TV	419	36.1%	108
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,100	53.0%	99
Took 3+ domestic non-business trips in last 12 months	252	12.1%	95
Spent on domestic vacations in last 12 months: \$1-999	235	11.3%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	130	6.3%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	63	3.0%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	100	4.8%	111
Spent on domestic vacations in last 12 months: \$3,000+	127	6.1%	86
Domestic travel in last 12 months: used general travel website	99	4.8%	71
Took foreign trip (including Alaska and Hawaii) in last 3 years	516	24.9%	81
Took 3+ foreign trips by plane in last 3 years	92	4.4%	66
Spent on foreign vacations in last 12 months: \$1-999	102	4.9%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	63	3.0%	68
Spent on foreign vacations in last 12 months: \$3,000+	102	4.9%	69
Foreign travel in last 3 years: used general travel website	85	4.1%	65
Nights spent in hotel/motel in last 12 months: any	965	46.5%	100
Took cruise of more than one day in last 3 years	218	10.5%	108
Member of any frequent flyer program	340	16.4%	80
Member of any hotel rewards program	413	19.9%	93

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Demographic Summary		2021	2026
Population		21,035	21,705
Population 18+		15,408	15,848
Households		7,909	8,178
Median Household Income		\$65,614	\$72,542

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,756	50.3%	103
Bought any women's clothing in last 12 months	7,044	45.7%	101
Bought any shoes in last 12 months	8,167	53.0%	99
Bought costume jewelry in last 12 months	2,479	16.1%	100
Bought any fine jewelry in last 12 months	2,634	17.1%	93
Bought a watch in last 12 months	2,223	14.4%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,219	91.3%	106
HH bought/leased new vehicle last 12 months	822	10.4%	114
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	13,906	90.3%	106
Bought/changed motor oil in last 12 months	7,567	49.1%	108
Had tune-up in last 12 months	3,853	25.0%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	10,838	70.3%	99
Drank non-diet (regular) in last 6 months	6,636	43.1%	102
Drank beer/ale in last 6 months	6,455	41.9%	101
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,209	7.8%	97
Own digital SLR camera/camcorder	1,292	8.4%	105
Printed digital photos in last 12 months	3,544	23.0%	104
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,959	32.2%	100
Have a smartphone	14,067	91.3%	102
Have a smartphone: Android phone (any brand)	6,361	41.3%	101
Have a smartphone: Apple iPhone	7,630	49.5%	103
Number of cell phones in household: 1	2,042	25.8%	85
Number of cell phones in household: 2	3,082	39.0%	102
Number of cell phones in household: 3+	2,659	33.6%	113
HH has cell phone only (no landline telephone)	5,171	65.4%	101
<b>Computers (Households)</b>			
HH owns a computer	6,220	78.6%	105
HH owns desktop computer	2,961	37.4%	107
HH owns laptop/notebook	4,949	62.6%	106
HH owns any Apple/Mac brand computer	1,503	19.0%	95
HH owns any PC/non-Apple brand computer	5,223	66.0%	109
HH purchased most recent computer in a store	2,994	37.9%	108
HH purchased most recent computer online	1,305	16.5%	105
HH spent \$1-\$499 on most recent home computer	1,279	16.2%	113
HH spent \$500-\$999 on most recent home computer	1,417	17.9%	108
HH spent \$1,000-\$1,499 on most recent home computer	826	10.4%	101
HH spent \$1,500-\$1,999 on most recent home computer	378	4.8%	96
HH spent \$2,000+ on most recent home computer	342	4.3%	98

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# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	10,033	65.1%	106
Bought brewed coffee at convenience store in last 30 days	2,008	13.0%	104
Bought cigarettes at convenience store in last 30 days	1,569	10.2%	111
Bought gas at convenience store in last 30 days	6,385	41.4%	113
Spent at convenience store in last 30 days: \$1-19	1,006	6.5%	94
Spent at convenience store in last 30 days: \$20-\$39	1,460	9.5%	101
Spent at convenience store in last 30 days: \$40-\$50	1,303	8.5%	104
Spent at convenience store in last 30 days: \$51-\$99	868	5.6%	101
Spent at convenience store in last 30 days: \$100+	3,772	24.5%	112
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	9,349	60.7%	102
Went to live theater in last 12 months	1,907	12.4%	100
Went to a bar/night club in last 12 months	2,757	17.9%	101
Dined out in last 12 months	8,225	53.4%	105
Gambled at a casino in last 12 months	1,955	12.7%	96
Visited a theme park in last 12 months	2,774	18.0%	97
Viewed movie (video-on-demand) in last 30 days	2,355	15.3%	102
Viewed TV show (video-on-demand) in last 30 days	1,573	10.2%	100
Watched any pay-per-view TV in last 12 months	1,244	8.1%	109
Downloaded a movie over the Internet in last 30 days	1,458	9.5%	101
Downloaded any individual song in last 6 months	3,008	19.5%	105
Used internet to watch a movie online in the last 30 days	4,761	30.9%	96
Used internet to watch a TV program online in last 30 days	3,081	20.0%	94
Played a video/electronic game (console) in last 12 months	1,499	9.7%	102
Played a video/electronic game (portable) in last 12 months	683	4.4%	91
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,889	38.2%	117
Used ATM/cash machine in last 12 months	8,445	54.8%	102
Own any stock	1,308	8.5%	102
Own U.S. savings bond	743	4.8%	99
Own shares in mutual fund (stock)	1,249	8.1%	101
Own shares in mutual fund (bonds)	865	5.6%	108
Have interest checking account	4,953	32.1%	107
Have non-interest checking account	4,873	31.6%	103
Have savings account	9,670	62.8%	105
Have 401K retirement savings plan	2,940	19.1%	109
Own/used any credit/debit card in last 12 months	12,982	84.3%	102
Avg monthly credit card expenditures: \$1-110	1,781	11.6%	102
Avg monthly credit card expenditures: \$111-\$225	1,101	7.1%	98
Avg monthly credit card expenditures: \$226-\$450	1,083	7.0%	96
Avg monthly credit card expenditures: \$451-\$700	1,191	7.7%	113
Avg monthly credit card expenditures: \$701-\$1,000	945	6.1%	97
Avg monthly credit card expenditures: \$1001-2000	1,224	7.9%	100
Avg monthly credit card expenditures: \$2001+	1,003	6.5%	95
Did banking online in last 12 months	7,247	47.0%	109
Did banking on mobile device in last 12 months	5,427	35.2%	110
Paid bills online in last 12 months	9,002	58.4%	107

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# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	5,563	70.3%	103
HH used bread in last 6 months	7,445	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	5,404	68.3%	103
HH used turkey (fresh or frozen) in last 6 months	1,097	13.9%	99
HH used fish/seafood (fresh or frozen) in last 6 months	4,272	54.0%	98
HH used fresh fruit/vegetables in last 6 months	6,717	84.9%	101
HH used fresh milk in last 6 months	6,705	84.8%	102
HH used organic food in last 6 months	1,721	21.8%	91
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,756	30.9%	103
Exercise at club 2+ times per week	2,266	14.7%	102
Visited a doctor in last 12 months	12,009	77.9%	101
Used vitamin/dietary supplement in last 6 months	8,395	54.5%	100
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,576	32.6%	114
HH used any maid/professional cleaning service in last 12 months	1,160	14.7%	96
HH purchased low ticket HH furnishings in last 12 months	1,431	18.1%	101
HH purchased big ticket HH furnishings in last 12 months	1,847	23.4%	101
HH bought any small kitchen appliance in last 12 months	1,908	24.1%	103
HH bought any large kitchen appliance in last 12 months	1,103	13.9%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,412	48.1%	109
Carry medical/hospital/accident insurance	11,797	76.6%	102
Carry homeowner/personal property insurance	8,438	54.8%	112
Carry renter's insurance	1,291	8.4%	91
HH has auto insurance: 1 vehicle in household covered	2,013	25.5%	88
HH has auto insurance: 2 vehicles in household covered	2,483	31.4%	113
HH has auto insurance: 3+ vehicles in household covered	2,186	27.6%	121
<b>Pets (Households)</b>			
Household owns any pet	4,808	60.8%	115
Household owns any cat	2,087	26.4%	115
Household owns any dog	3,799	48.0%	119
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,973	38.8%	107
Usually buy items on credit rather than wait	1,980	12.9%	94
Usually buy based on quality - not price	2,728	17.7%	94
Price is usually more important than brand name	4,536	29.4%	101
Usually use coupons for brands I buy often	2,378	15.4%	99
Am interested in how to help the environment	2,875	18.7%	89
Usually pay more for environ safe product	2,176	14.1%	94
Usually value green products over convenience	1,680	10.9%	94
Likely to buy a brand that supports a charity	5,455	35.4%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,240	14.5%	102
Bought hardcover book in last 12 months	3,238	21.0%	101
Bought paperback book in last 12 month	4,525	29.4%	104
Read any daily newspaper (paper version)	1,939	12.6%	86
Read any digital newspaper in last 30 days	6,546	42.5%	95
Read any magazine (paper/electronic version) in last 6 months	14,011	90.9%	101

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# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	11,742	76.2%	105
Went to family restaurant/steak house: 4+ times a month	4,084	26.5%	107
Went to fast food/drive-in restaurant in last 6 months	14,075	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	6,276	40.7%	107
Fast food restaurant last 6 months: eat in	5,216	33.9%	104
Fast food restaurant last 6 months: home delivery	1,262	8.2%	92
Fast food restaurant last 6 months: take-out/drive-thru	8,086	52.5%	110
Fast food restaurant last 6 months: take-out/walk-in	3,010	19.5%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	8,620	55.9%	109
Own any e-reader	1,559	10.1%	99
Own e-reader/tablet: iPad	5,137	33.3%	109
HH has Internet connectable TV	3,142	39.7%	109
Own any portable MP3 player	2,284	14.8%	102
HH owns 1 TV	1,413	17.9%	85
HH owns 2 TVs	2,067	26.1%	98
HH owns 3 TVs	1,846	23.3%	111
HH owns 4+ TVs	1,639	20.7%	118
HH subscribes to cable TV	2,987	37.8%	95
HH subscribes to fiber optic	326	4.1%	71
HH owns portable GPS navigation device	1,676	21.2%	110
HH purchased video game system in last 12 months	620	7.8%	95
HH owns any Internet video device for TV	2,822	35.7%	107
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	8,631	56.0%	105
Took 3+ domestic non-business trips in last 12 months	2,181	14.2%	111
Spent on domestic vacations in last 12 months: \$1-999	1,739	11.3%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,090	7.1%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	635	4.1%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	741	4.8%	111
Spent on domestic vacations in last 12 months: \$3,000+	1,110	7.2%	101
Domestic travel in last 12 months: used general travel website	1,012	6.6%	98
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,538	29.5%	96
Took 3+ foreign trips by plane in last 3 years	824	5.3%	80
Spent on foreign vacations in last 12 months: \$1-999	844	5.5%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	644	4.2%	93
Spent on foreign vacations in last 12 months: \$3,000+	1,012	6.6%	92
Foreign travel in last 3 years: used general travel website	893	5.8%	92
Nights spent in hotel/motel in last 12 months: any	7,522	48.8%	105
Took cruise of more than one day in last 3 years	1,759	11.4%	117
Member of any frequent flyer program	3,145	20.4%	99
Member of any hotel rewards program	3,582	23.2%	109

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Demographic Summary		2021	2026
Population		24,997	25,819
Population 18+		19,074	19,728
Households		9,663	10,025
Median Household Income		\$64,766	\$70,953

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,535	50.0%	102
Bought any women's clothing in last 12 months	8,725	45.7%	101
Bought any shoes in last 12 months	10,165	53.3%	100
Bought costume jewelry in last 12 months	3,127	16.4%	102
Bought any fine jewelry in last 12 months	3,377	17.7%	97
Bought a watch in last 12 months	2,736	14.3%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,706	90.1%	104
HH bought/leased new vehicle last 12 months	970	10.0%	110
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	17,089	89.6%	105
Bought/changed motor oil in last 12 months	9,270	48.6%	107
Had tune-up in last 12 months	4,734	24.8%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,509	70.8%	100
Drank non-diet (regular) in last 6 months	7,909	41.5%	99
Drank beer/ale in last 6 months	8,075	42.3%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,588	8.3%	103
Own digital SLR camera/camcorder	1,566	8.2%	103
Printed digital photos in last 12 months	4,454	23.4%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,299	33.0%	102
Have a smartphone	17,308	90.7%	101
Have a smartphone: Android phone (any brand)	7,876	41.3%	102
Have a smartphone: Apple iPhone	9,332	48.9%	102
Number of cell phones in household: 1	2,675	27.7%	92
Number of cell phones in household: 2	3,695	38.2%	100
Number of cell phones in household: 3+	3,133	32.4%	109
HH has cell phone only (no landline telephone)	6,187	64.0%	99
<b>Computers (Households)</b>			
HH owns a computer	7,532	77.9%	104
HH owns desktop computer	3,580	37.0%	106
HH owns laptop/notebook	6,034	62.4%	106
HH owns any Apple/Mac brand computer	1,978	20.5%	102
HH owns any PC/non-Apple brand computer	6,209	64.3%	106
HH purchased most recent computer in a store	3,623	37.5%	107
HH purchased most recent computer online	1,599	16.5%	105
HH spent \$1-\$499 on most recent home computer	1,496	15.5%	108
HH spent \$500-\$999 on most recent home computer	1,759	18.2%	110
HH spent \$1,000-\$1,499 on most recent home computer	1,021	10.6%	103
HH spent \$1,500-\$1,999 on most recent home computer	462	4.8%	96
HH spent \$2,000+ on most recent home computer	417	4.3%	98

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# Retail Market Potential

SR 125 & SR 132  
 1770 State Route 125, Amelia, Ohio, 45102  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 39.01917  
 Longitude: -84.20134

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	12,283	64.4%	105
Bought brewed coffee at convenience store in last 30 days	2,447	12.8%	102
Bought cigarettes at convenience store in last 30 days	1,900	10.0%	109
Bought gas at convenience store in last 30 days	7,744	40.6%	111
Spent at convenience store in last 30 days: \$1-19	1,270	6.7%	96
Spent at convenience store in last 30 days: \$20-\$39	1,816	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	1,565	8.2%	101
Spent at convenience store in last 30 days: \$51-\$99	1,116	5.9%	105
Spent at convenience store in last 30 days: \$100+	4,555	23.9%	109
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	11,504	60.3%	102
Went to live theater in last 12 months	2,393	12.5%	101
Went to a bar/night club in last 12 months	3,474	18.2%	103
Dined out in last 12 months	10,255	53.8%	106
Gambled at a casino in last 12 months	2,407	12.6%	95
Visited a theme park in last 12 months	3,366	17.6%	95
Viewed movie (video-on-demand) in last 30 days	3,145	16.5%	110
Viewed TV show (video-on-demand) in last 30 days	2,054	10.8%	106
Watched any pay-per-view TV in last 12 months	1,536	8.1%	108
Downloaded a movie over the Internet in last 30 days	1,764	9.2%	98
Downloaded any individual song in last 6 months	3,679	19.3%	104
Used internet to watch a movie online in the last 30 days	5,860	30.7%	95
Used internet to watch a TV program online in last 30 days	3,973	20.8%	98
Played a video/electronic game (console) in last 12 months	1,846	9.7%	102
Played a video/electronic game (portable) in last 12 months	841	4.4%	91
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,134	37.4%	115
Used ATM/cash machine in last 12 months	10,582	55.5%	103
Own any stock	1,621	8.5%	102
Own U.S. savings bond	953	5.0%	102
Own shares in mutual fund (stock)	1,596	8.4%	104
Own shares in mutual fund (bonds)	1,113	5.8%	112
Have interest checking account	6,287	33.0%	110
Have non-interest checking account	5,954	31.2%	102
Have savings account	11,957	62.7%	105
Have 401K retirement savings plan	3,595	18.8%	108
Own/used any credit/debit card in last 12 months	16,059	84.2%	102
Avg monthly credit card expenditures: \$1-110	2,220	11.6%	103
Avg monthly credit card expenditures: \$111-\$225	1,365	7.2%	98
Avg monthly credit card expenditures: \$226-\$450	1,377	7.2%	98
Avg monthly credit card expenditures: \$451-\$700	1,441	7.6%	111
Avg monthly credit card expenditures: \$701-\$1,000	1,226	6.4%	101
Avg monthly credit card expenditures: \$1001-2000	1,495	7.8%	99
Avg monthly credit card expenditures: \$2001+	1,301	6.8%	100
Did banking online in last 12 months	8,893	46.6%	108
Did banking on mobile device in last 12 months	6,561	34.4%	107
Paid bills online in last 12 months	11,012	57.7%	105

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<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	6,814	70.5%	104
HH used bread in last 6 months	9,042	93.6%	100
HH used chicken (fresh or frozen) in last 6 months	6,537	67.6%	102
HH used turkey (fresh or frozen) in last 6 months	1,383	14.3%	102
HH used fish/seafood (fresh or frozen) in last 6 months	5,255	54.4%	99
HH used fresh fruit/vegetables in last 6 months	8,200	84.9%	101
HH used fresh milk in last 6 months	8,135	84.2%	101
HH used organic food in last 6 months	2,163	22.4%	93
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,876	30.8%	103
Exercise at club 2+ times per week	2,829	14.8%	103
Visited a doctor in last 12 months	14,980	78.5%	102
Used vitamin/dietary supplement in last 6 months	10,385	54.4%	99
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	3,066	31.7%	111
HH used any maid/professional cleaning service in last 12 months	1,456	15.1%	98
HH purchased low ticket HH furnishings in last 12 months	1,758	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	2,302	23.8%	103
HH bought any small kitchen appliance in last 12 months	2,322	24.0%	103
HH bought any large kitchen appliance in last 12 months	1,377	14.3%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,170	48.1%	109
Carry medical/hospital/accident insurance	14,659	76.9%	102
Carry homeowner/personal property insurance	10,428	54.7%	112
Carry renter's insurance	1,678	8.8%	95
HH has auto insurance: 1 vehicle in household covered	2,581	26.7%	92
HH has auto insurance: 2 vehicles in household covered	2,939	30.4%	110
HH has auto insurance: 3+ vehicles in household covered	2,561	26.5%	116
<b>Pets (Households)</b>			
Household owns any pet	5,680	58.8%	111
Household owns any cat	2,479	25.7%	111
Household owns any dog	4,400	45.5%	113
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,417	38.9%	107
Usually buy items on credit rather than wait	2,506	13.1%	96
Usually buy based on quality - not price	3,464	18.2%	97
Price is usually more important than brand name	5,624	29.5%	101
Usually use coupons for brands I buy often	3,032	15.9%	102
Am interested in how to help the environment	3,586	18.8%	90
Usually pay more for environ safe product	2,722	14.3%	95
Usually value green products over convenience	2,036	10.7%	92
Likely to buy a brand that supports a charity	6,739	35.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,826	14.8%	104
Bought hardcover book in last 12 months	4,103	21.5%	104
Bought paperback book in last 12 month	5,646	29.6%	105
Read any daily newspaper (paper version)	2,686	14.1%	96
Read any digital newspaper in last 30 days	8,321	43.6%	98
Read any magazine (paper/electronic version) in last 6 months	17,347	90.9%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,405	75.5%	104
Went to family restaurant/steak house: 4+ times a month	5,088	26.7%	108
Went to fast food/drive-in restaurant in last 6 months	17,365	91.0%	101
Went to fast food/drive-in restaurant 9+ times/month	7,654	40.1%	105
Fast food restaurant last 6 months: eat in	6,411	33.6%	104
Fast food restaurant last 6 months: home delivery	1,614	8.5%	95
Fast food restaurant last 6 months: take-out/drive-thru	9,887	51.8%	108
Fast food restaurant last 6 months: take-out/walk-in	3,769	19.8%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	10,405	54.6%	106
Own any e-reader	2,064	10.8%	105
Own e-reader/tablet: iPad	6,231	32.7%	106
HH has Internet connectable TV	3,817	39.5%	108
Own any portable MP3 player	2,846	14.9%	103
HH owns 1 TV	1,783	18.5%	87
HH owns 2 TVs	2,550	26.4%	99
HH owns 3 TVs	2,164	22.4%	106
HH owns 4+ TVs	1,949	20.2%	115
HH subscribes to cable TV	3,920	40.6%	102
HH subscribes to fiber optic	474	4.9%	84
HH owns portable GPS navigation device	2,016	20.9%	108
HH purchased video game system in last 12 months	712	7.4%	90
HH owns any Internet video device for TV	3,359	34.8%	104
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	10,760	56.4%	105
Took 3+ domestic non-business trips in last 12 months	2,692	14.1%	111
Spent on domestic vacations in last 12 months: \$1-999	2,135	11.2%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,295	6.8%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	758	4.0%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	951	5.0%	115
Spent on domestic vacations in last 12 months: \$3,000+	1,450	7.6%	107
Domestic travel in last 12 months: used general travel website	1,273	6.7%	99
Took foreign trip (including Alaska and Hawaii) in last 3 years	5,588	29.3%	96
Took 3+ foreign trips by plane in last 3 years	1,115	5.8%	88
Spent on foreign vacations in last 12 months: \$1-999	1,031	5.4%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	739	3.9%	86
Spent on foreign vacations in last 12 months: \$3,000+	1,310	6.9%	96
Foreign travel in last 3 years: used general travel website	1,126	5.9%	94
Nights spent in hotel/motel in last 12 months: any	9,394	49.3%	106
Took cruise of more than one day in last 3 years	2,151	11.3%	116
Member of any frequent flyer program	3,983	20.9%	102
Member of any hotel rewards program	4,514	23.7%	111

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