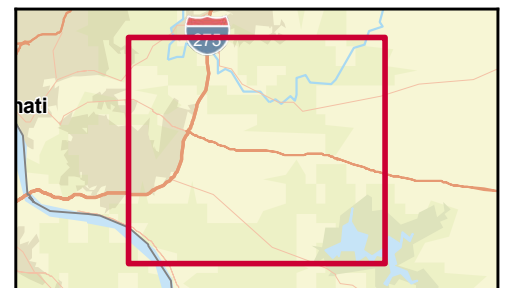
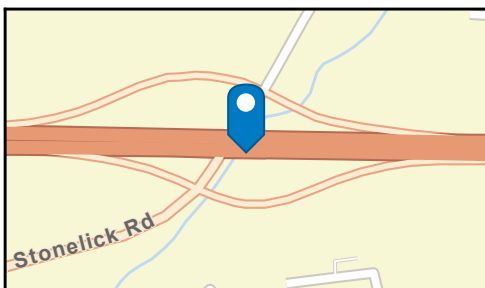
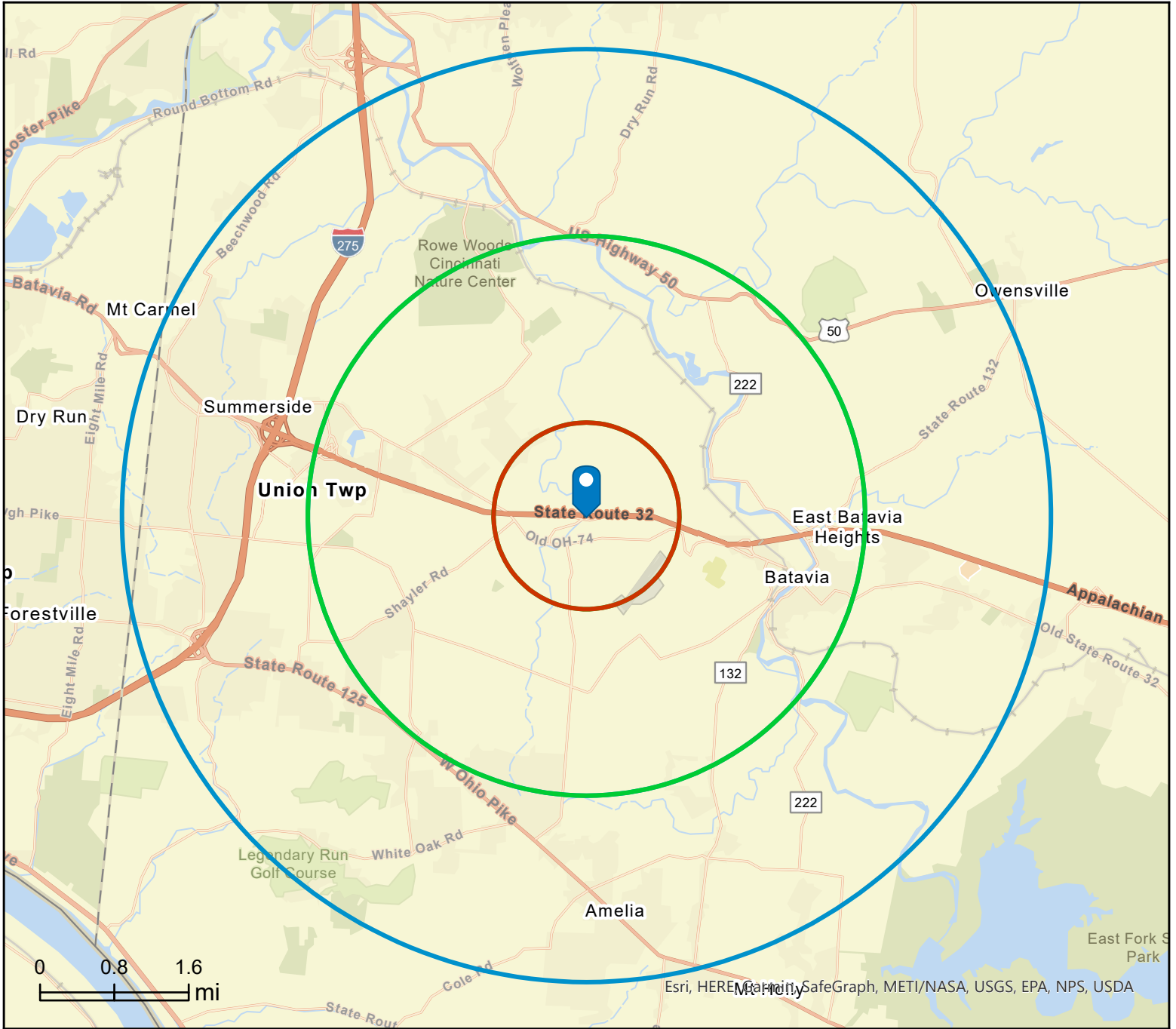


SR 32/Olive Branch-Stonelick
Mile 5 OH-32 W, Batavia, Ohio, 45103
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 39.08851
Longitude: -84.22155





Market Profile

SR 32/Olive Branch-Stonelick
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Population Summary			
2000 Total Population	2,269	21,872	40,604
2010 Total Population	2,897	25,661	46,144
2021 Total Population	3,777	27,945	50,287
2021 Group Quarters	225	380	157
2026 Total Population	3,961	28,960	52,024
2021-2026 Annual Rate	0.96%	0.72%	0.68%
2021 Total Daytime Population	2,799	27,696	48,157
Workers	833	14,943	24,911
Residents	1,966	12,753	23,246
Household Summary			
2000 Households	776	8,176	16,060
2000 Average Household Size	2.72	2.62	2.52
2010 Households	1,064	9,780	18,379
2010 Average Household Size	2.58	2.58	2.50
2021 Households	1,419	10,824	20,150
2021 Average Household Size	2.50	2.55	2.49
2026 Households	1,501	11,265	20,875
2026 Average Household Size	2.49	2.54	2.48
2021-2026 Annual Rate	1.13%	0.80%	0.71%
2010 Families	792	6,734	12,546
2010 Average Family Size	2.96	3.08	3.00
2021 Families	1,046	7,180	13,441
2021 Average Family Size	2.88	3.07	3.01
2026 Families	1,102	7,396	13,832
2026 Average Family Size	2.87	3.07	3.01
2021-2026 Annual Rate	1.05%	0.59%	0.58%
Housing Unit Summary			
2000 Housing Units	835	8,514	16,888
Owner Occupied Housing Units	58.2%	62.3%	62.5%
Renter Occupied Housing Units	34.7%	33.7%	32.6%
Vacant Housing Units	7.1%	4.0%	4.9%
2010 Housing Units	1,168	10,502	19,753
Owner Occupied Housing Units	62.6%	60.8%	63.8%
Renter Occupied Housing Units	28.5%	32.3%	29.3%
Vacant Housing Units	8.9%	6.9%	7.0%
2021 Housing Units	1,522	11,621	21,536
Owner Occupied Housing Units	66.6%	57.6%	62.6%
Renter Occupied Housing Units	26.7%	35.5%	30.9%
Vacant Housing Units	6.8%	6.9%	6.4%
2026 Housing Units	1,611	12,130	22,345
Owner Occupied Housing Units	67.5%	57.7%	63.3%
Renter Occupied Housing Units	25.7%	35.2%	30.1%
Vacant Housing Units	6.8%	7.1%	6.6%
Median Household Income			
2021	\$82,565	\$64,891	\$65,069
2026	\$93,198	\$70,821	\$70,269
Median Home Value			
2021	\$240,996	\$194,769	\$189,276
2026	\$275,795	\$226,457	\$219,649
Per Capita Income			
2021	\$38,600	\$33,090	\$34,659
2026	\$43,246	\$36,722	\$38,195
Median Age			
2010	34.8	35.0	37.1
2021	36.9	36.0	39.1
2026	37.0	36.9	39.6

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

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



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2021 Households by Income			
Household Income Base	1,419	10,824	20,150
<\$15,000	8.9%	7.0%	8.1%
\$15,000 - \$24,999	6.3%	10.6%	8.1%
\$25,000 - \$34,999	4.2%	5.4%	6.6%
\$35,000 - \$49,999	10.4%	14.6%	13.0%
\$50,000 - \$74,999	16.5%	18.2%	20.6%
\$75,000 - \$99,999	10.1%	11.7%	12.1%
\$100,000 - \$149,999	22.3%	19.7%	18.1%
\$150,000 - \$199,999	8.9%	8.0%	7.5%
\$200,000+	12.3%	4.9%	5.9%
Average Household Income	\$108,214	\$84,230	\$86,803
2026 Households by Income			
Household Income Base	1,501	11,265	20,875
<\$15,000	7.9%	6.1%	6.9%
\$15,000 - \$24,999	5.6%	9.4%	7.2%
\$25,000 - \$34,999	3.7%	5.0%	6.1%
\$35,000 - \$49,999	9.5%	13.8%	12.2%
\$50,000 - \$74,999	15.7%	17.9%	20.3%
\$75,000 - \$99,999	9.8%	11.7%	12.3%
\$100,000 - \$149,999	23.4%	21.1%	19.5%
\$150,000 - \$199,999	10.3%	9.5%	8.7%
\$200,000+	14.1%	5.5%	6.6%
Average Household Income	\$120,479	\$93,082	\$95,507
2021 Owner Occupied Housing Units by Value			
Total	1,013	6,692	13,485
<\$50,000	0.3%	0.9%	1.2%
\$50,000 - \$99,999	2.7%	7.5%	7.3%
\$100,000 - \$149,999	11.9%	16.9%	19.8%
\$150,000 - \$199,999	16.0%	27.5%	27.5%
\$200,000 - \$249,999	23.3%	20.7%	16.5%
\$250,000 - \$299,999	16.9%	13.6%	10.4%
\$300,000 - \$399,999	13.8%	8.6%	9.1%
\$400,000 - \$499,999	10.7%	1.6%	4.2%
\$500,000 - \$749,999	3.8%	2.4%	2.8%
\$750,000 - \$999,999	0.1%	0.1%	0.8%
\$1,000,000 - \$1,499,999	0.5%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$272,384	\$213,977	\$223,007
2026 Owner Occupied Housing Units by Value			
Total	1,087	6,994	14,145
<\$50,000	0.1%	0.4%	0.5%
\$50,000 - \$99,999	1.1%	3.6%	3.9%
\$100,000 - \$149,999	5.7%	10.7%	13.9%
\$150,000 - \$199,999	10.2%	22.9%	24.2%
\$200,000 - \$249,999	22.4%	23.5%	18.8%
\$250,000 - \$299,999	20.2%	18.7%	14.1%
\$300,000 - \$399,999	18.2%	13.2%	12.6%
\$400,000 - \$499,999	15.5%	2.7%	5.9%
\$500,000 - \$749,999	5.6%	4.1%	4.3%
\$750,000 - \$999,999	0.2%	0.1%	1.4%
\$1,000,000 - \$1,499,999	0.5%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$310,138	\$247,451	\$257,342

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.



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2010 Population by Age			
Total	2,897	25,656	46,145
0 - 4	9.1%	7.9%	7.3%
5 - 9	7.9%	7.2%	7.0%
10 - 14	6.6%	6.6%	6.5%
15 - 24	12.7%	14.0%	12.3%
25 - 34	14.1%	14.4%	14.1%
35 - 44	13.7%	14.2%	13.6%
45 - 54	14.5%	15.0%	15.2%
55 - 64	11.6%	10.9%	12.6%
65 - 74	5.8%	5.7%	6.6%
75 - 84	3.1%	3.0%	3.6%
85 +	1.0%	1.1%	1.1%
18 +	73.0%	74.5%	75.4%
2021 Population by Age			
Total	3,777	27,945	50,288
0 - 4	7.5%	6.9%	6.4%
5 - 9	7.1%	7.0%	6.7%
10 - 14	7.1%	6.9%	6.7%
15 - 24	11.6%	11.6%	10.9%
25 - 34	14.2%	16.0%	13.3%
35 - 44	12.4%	13.4%	14.2%
45 - 54	12.4%	12.1%	12.1%
55 - 64	13.5%	12.2%	13.2%
65 - 74	8.8%	8.6%	10.4%
75 - 84	4.2%	3.8%	4.6%
85 +	1.2%	1.3%	1.5%
18 +	75.0%	75.8%	76.7%
2026 Population by Age			
Total	3,959	28,960	52,025
0 - 4	7.8%	7.0%	6.4%
5 - 9	6.9%	6.8%	6.6%
10 - 14	6.7%	6.8%	6.6%
15 - 24	12.7%	12.2%	11.3%
25 - 34	13.2%	14.2%	12.6%
35 - 44	12.9%	14.4%	14.1%
45 - 54	11.8%	11.6%	12.1%
55 - 64	12.3%	11.2%	11.7%
65 - 74	9.4%	9.4%	10.9%
75 - 84	5.1%	4.8%	6.0%
85 +	1.3%	1.5%	1.7%
18 +	74.9%	75.7%	76.7%
2010 Population by Sex			
Males	1,410	12,578	22,551
Females	1,487	13,083	23,593
2021 Population by Sex			
Males	1,867	13,655	24,534
Females	1,910	14,290	25,754
2026 Population by Sex			
Males	1,957	14,122	25,359
Females	2,004	14,837	26,665

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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2010 Population by Race/Ethnicity			
Total	2,899	25,662	46,144
White Alone	94.2%	94.3%	95.3%
Black Alone	2.0%	1.8%	1.2%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.3%	1.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.6%
Two or More Races	2.1%	1.7%	1.4%
Hispanic Origin	1.3%	1.5%	1.8%
Diversity Index	13.4	13.7	12.2
2021 Population by Race/Ethnicity			
Total	3,777	27,946	50,288
White Alone	92.1%	91.6%	93.2%
Black Alone	3.0%	2.9%	1.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	2.0%	2.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.9%
Two or More Races	2.5%	2.3%	1.9%
Hispanic Origin	1.9%	2.4%	2.7%
Diversity Index	18.3	20.0	17.7
2026 Population by Race/Ethnicity			
Total	3,961	28,961	52,024
White Alone	90.7%	90.1%	92.0%
Black Alone	3.6%	3.4%	2.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.4%	2.7%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.3%	0.7%	1.1%
Two or More Races	2.8%	2.7%	2.2%
Hispanic Origin	2.3%	2.9%	3.3%
Diversity Index	21.2	23.3	20.6
2010 Population by Relationship and Household Type			
Total	2,897	25,661	46,144
In Households	94.7%	98.4%	99.6%
In Family Households	83.1%	83.0%	83.8%
Householder	26.7%	26.5%	27.1%
Spouse	19.6%	19.9%	20.7%
Child	32.6%	32.0%	31.3%
Other relative	2.1%	2.4%	2.5%
Nonrelative	2.2%	2.3%	2.2%
In Nonfamily Households	11.6%	15.4%	15.8%
In Group Quarters	5.3%	1.6%	0.4%
Institutionalized Population	4.5%	1.1%	0.3%
Noninstitutionalized Population	0.8%	0.5%	0.1%

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.



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2021 Population 25+ by Educational Attainment			
Total	2,519	18,864	34,847
Less than 9th Grade	3.4%	2.8%	2.2%
9th - 12th Grade, No Diploma	6.1%	5.6%	5.9%
High School Graduate	24.3%	27.5%	25.0%
GED/Alternative Credential	4.4%	4.8%	4.0%
Some College, No Degree	19.2%	19.1%	20.3%
Associate Degree	11.1%	11.0%	10.8%
Bachelor's Degree	20.6%	20.3%	21.2%
Graduate/Professional Degree	10.9%	9.0%	10.7%
2021 Population 15+ by Marital Status			
Total	2,958	22,110	40,332
Never Married	26.8%	29.0%	27.0%
Married	54.1%	52.2%	53.4%
Widowed	5.9%	6.2%	6.3%
Divorced	13.3%	12.7%	13.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,887	15,674	27,977
Population 16+ Employed	97.0%	97.2%	97.6%
Population 16+ Unemployment rate	3.0%	2.8%	2.4%
Population 16-24 Employed	14.1%	13.6%	12.4%
Population 16-24 Unemployment rate	3.7%	5.1%	4.5%
Population 25-54 Employed	60.2%	64.0%	61.7%
Population 25-54 Unemployment rate	3.7%	3.2%	2.3%
Population 55-64 Employed	20.4%	16.8%	18.4%
Population 55-64 Unemployment rate	1.1%	0.5%	1.6%
Population 65+ Employed	5.2%	5.7%	7.5%
Population 65+ Unemployment rate	0.0%	0.0%	1.4%
2021 Employed Population 16+ by Industry			
Total	1,831	15,229	27,301
Agriculture/Mining	0.3%	0.2%	0.4%
Construction	5.5%	6.5%	6.1%
Manufacturing	12.6%	13.3%	12.1%
Wholesale Trade	5.1%	3.1%	2.4%
Retail Trade	8.2%	13.0%	12.6%
Transportation/Utilities	5.6%	5.6%	5.3%
Information	1.3%	1.9%	1.6%
Finance/Insurance/Real Estate	8.0%	9.8%	9.4%
Services	50.4%	43.0%	46.0%
Public Administration	2.9%	3.5%	4.1%
2021 Employed Population 16+ by Occupation			
Total	1,831	15,229	27,301
White Collar	67.1%	65.8%	66.4%
Management/Business/Financial	18.6%	16.9%	18.4%
Professional	30.6%	25.5%	25.0%
Sales	7.5%	10.6%	10.3%
Administrative Support	10.4%	12.8%	12.6%
Services	13.8%	12.7%	14.0%
Blue Collar	19.1%	21.4%	19.7%
Farming/Forestry/Fishing	0.1%	0.0%	0.2%
Construction/Extraction	3.8%	4.0%	4.2%
Installation/Maintenance/Repair	2.7%	3.7%	3.4%
Production	5.9%	7.3%	5.3%
Transportation/Material Moving	6.6%	6.5%	6.7%

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



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2010 Households by Type			
Total	1,064	9,781	18,379
Households with 1 Person	20.7%	23.9%	25.3%
Households with 2+ People	79.3%	76.1%	74.7%
Family Households	74.4%	68.8%	68.3%
Husband-wife Families	54.8%	51.6%	52.2%
With Related Children	24.1%	24.1%	23.3%
Other Family (No Spouse Present)	19.6%	17.3%	16.1%
Other Family with Male Householder	4.2%	4.8%	5.0%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	15.4%	12.5%	11.1%
With Related Children	11.8%	8.5%	7.0%
Nonfamily Households	4.9%	7.3%	6.5%
All Households with Children	39.5%	36.4%	34.0%
Multigenerational Households	3.1%	3.3%	3.2%
Unmarried Partner Households	7.2%	8.6%	7.9%
Male-female	6.9%	8.1%	7.2%
Same-sex	0.4%	0.6%	0.7%
2010 Households by Size			
Total	1,064	9,781	18,379
1 Person Household	20.7%	23.9%	25.3%
2 Person Household	35.7%	34.5%	34.8%
3 Person Household	18.9%	17.6%	17.0%
4 Person Household	15.1%	14.8%	14.1%
5 Person Household	6.5%	6.1%	5.8%
6 Person Household	2.0%	2.0%	2.2%
7 + Person Household	1.1%	1.1%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,064	9,780	18,379
Owner Occupied	68.7%	65.3%	68.5%
Owned with a Mortgage/Loan	55.2%	53.9%	55.3%
Owned Free and Clear	13.5%	11.4%	13.2%
Renter Occupied	31.3%	34.7%	31.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	170	165	169
Percent of Income for Mortgage	12.2%	12.6%	12.2%
Wealth Index	143	79	87
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,168	10,502	19,753
Housing Units Inside Urbanized Area	86.0%	97.1%	95.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	14.0%	2.9%	4.7%
2010 Population By Urban/ Rural Status			
Total Population	2,897	25,661	46,144
Population Inside Urbanized Area	89.3%	96.7%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	10.7%	3.3%	5.1%

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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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Workday Drive (4A)	Old and Newcomers (8F)
2.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	Green Acres (6A)
3.	Workday Drive (4A)	Young and Restless (11B)	Rustbelt Traditions (5D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,499,262	\$21,304,578	\$40,467,889
Average Spent	\$2,466.01	\$1,968.27	\$2,008.33
Spending Potential Index	116	93	95
Education: Total \$	\$2,998,465	\$16,506,373	\$31,502,420
Average Spent	\$2,113.08	\$1,524.98	\$1,563.40
Spending Potential Index	122	88	91
Entertainment/Recreation: Total \$	\$5,270,463	\$31,850,850	\$61,562,747
Average Spent	\$3,714.21	\$2,942.61	\$3,055.22
Spending Potential Index	115	91	95
Food at Home: Total \$	\$8,768,562	\$53,932,693	\$102,606,888
Average Spent	\$6,179.40	\$4,982.70	\$5,092.15
Spending Potential Index	113	91	93
Food Away from Home: Total \$	\$6,219,919	\$38,093,833	\$71,786,331
Average Spent	\$4,383.31	\$3,519.39	\$3,562.60
Spending Potential Index	115	93	94
Health Care: Total \$	\$10,038,529	\$61,569,525	\$120,221,367
Average Spent	\$7,074.37	\$5,688.24	\$5,966.32
Spending Potential Index	113	91	96
HH Furnishings & Equipment: Total \$	\$3,779,455	\$22,586,366	\$43,473,837
Average Spent	\$2,663.46	\$2,086.69	\$2,157.51
Spending Potential Index	118	93	96
Personal Care Products & Services: Total \$	\$1,483,103	\$8,976,874	\$17,268,713
Average Spent	\$1,045.17	\$829.35	\$857.01
Spending Potential Index	116	92	95
Shelter: Total \$	\$33,172,034	\$197,722,474	\$377,449,499
Average Spent	\$23,377.05	\$18,267.04	\$18,731.99
Spending Potential Index	116	91	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,965,713	\$23,777,940	\$46,612,198
Average Spent	\$2,794.72	\$2,196.78	\$2,313.26
Spending Potential Index	117	92	97
Travel: Total \$	\$4,305,466	\$24,894,303	\$48,145,047
Average Spent	\$3,034.16	\$2,299.92	\$2,389.33
Spending Potential Index	120	91	95
Vehicle Maintenance & Repairs: Total \$	\$1,812,414	\$11,283,837	\$21,559,540
Average Spent	\$1,277.25	\$1,042.48	\$1,069.95
Spending Potential Index	115	94	97

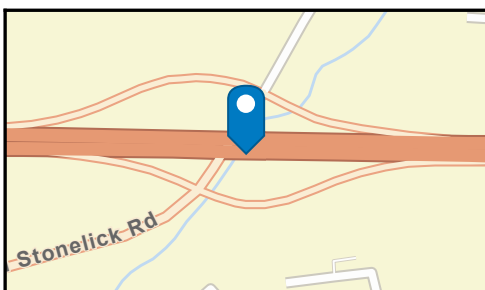
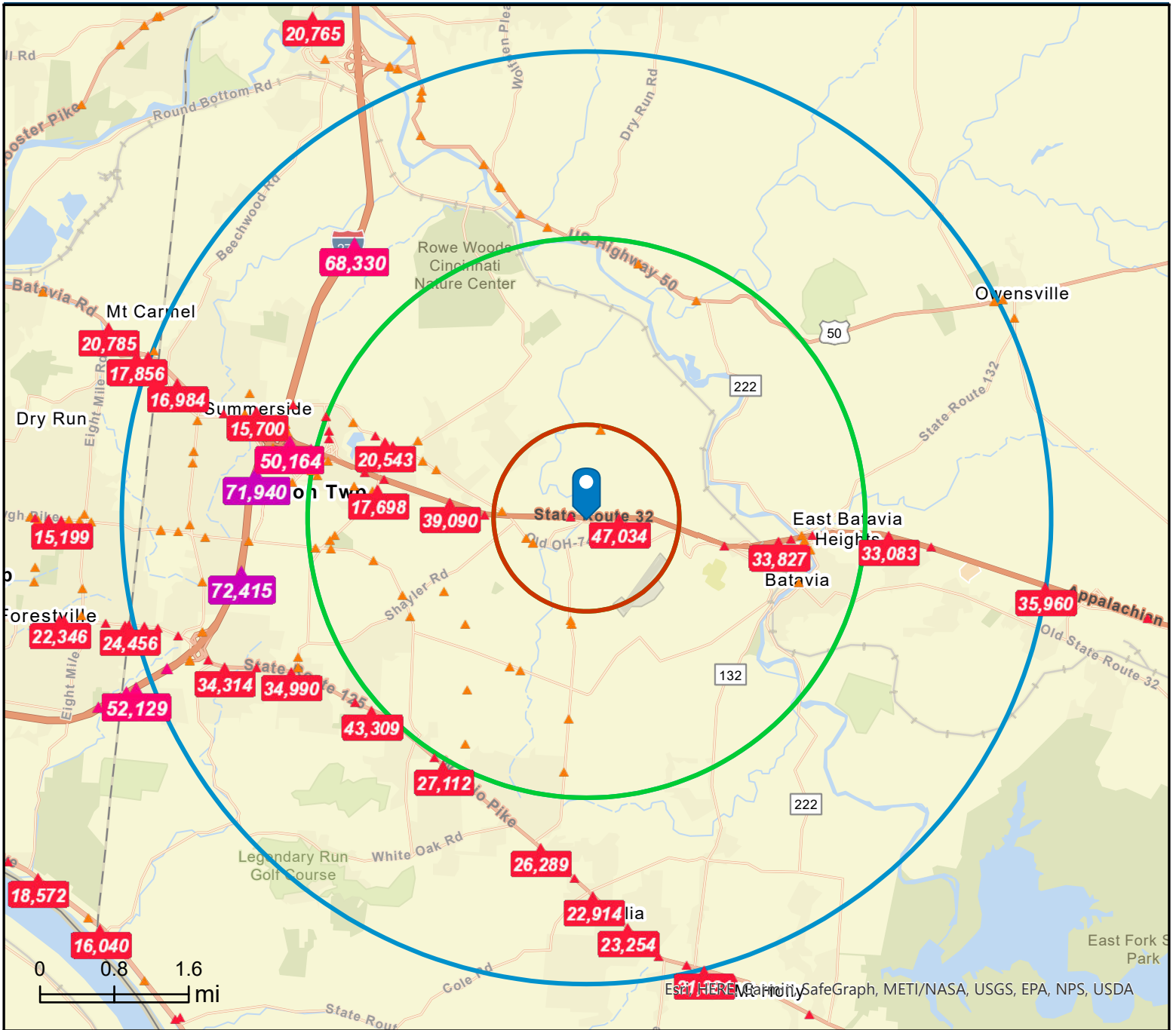
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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.

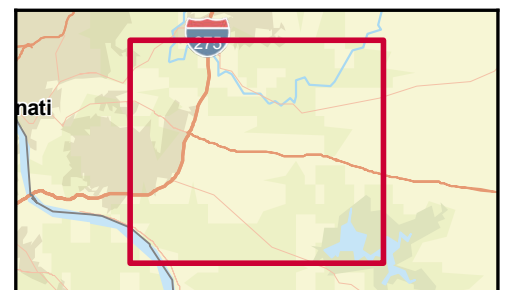
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155



- 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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Bands: 0-1, 1-3, 3-5 mile radii

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Data for all businesses in area	0 - 1 mile		1 - 3 mile		3 - 5 mile							
Total Businesses:	37		873		1,532							
Total Employees:	586		13,895		21,771							
Total Residential Population:	3,777		27,945		50,287							
Employee/Residential Population Ratio (per 100 Residents)	16		50		43							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	5.4%	14	2.4%	26	3.0%	218	1.6%	47	3.1%	338	1.6%
Construction	4	10.8%	44	7.5%	64	7.3%	569	4.1%	127	8.3%	920	4.2%
Manufacturing	4	10.8%	111	18.9%	51	5.8%	1,577	11.3%	49	3.2%	1,388	6.4%
Transportation	2	5.4%	16	2.7%	16	1.8%	152	1.1%	37	2.4%	268	1.2%
Communication	0	0.0%	0	0.0%	4	0.5%	19	0.1%	11	0.7%	63	0.3%
Utility	0	0.0%	2	0.3%	3	0.3%	18	0.1%	1	0.1%	31	0.1%
Wholesale Trade	2	5.4%	31	5.3%	30	3.4%	976	7.0%	41	2.7%	941	4.3%
Retail Trade Summary	5	13.5%	52	8.9%	204	23.4%	3,257	23.4%	339	22.1%	6,215	28.5%
Home Improvement	0	0.0%	1	0.2%	8	0.9%	75	0.5%	17	1.1%	462	2.1%
General Merchandise Stores	0	0.0%	5	0.9%	11	1.3%	624	4.5%	17	1.1%	1,133	5.2%
Food Stores	0	0.0%	5	0.9%	18	2.1%	337	2.4%	32	2.1%	858	3.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.7%	9	1.5%	31	3.6%	431	3.1%	49	3.2%	489	2.2%
Apparel & Accessory Stores	0	0.0%	3	0.5%	13	1.5%	128	0.9%	20	1.3%	162	0.7%
Furniture & Home Furnishings	1	2.7%	5	0.9%	20	2.3%	234	1.7%	23	1.5%	226	1.0%
Eating & Drinking Places	1	2.7%	22	3.8%	57	6.5%	1,119	8.1%	91	5.9%	2,116	9.7%
Miscellaneous Retail	1	2.7%	4	0.7%	46	5.3%	309	2.2%	90	5.9%	770	3.5%
Finance, Insurance, Real Estate Summary	3	8.1%	16	2.7%	73	8.4%	1,044	7.5%	144	9.4%	2,118	9.7%
Banks, Savings & Lending Institutions	0	0.0%	3	0.5%	18	2.1%	119	0.9%	33	2.2%	217	1.0%
Securities Brokers	0	0.0%	0	0.0%	7	0.8%	32	0.2%	11	0.7%	83	0.4%
Insurance Carriers & Agents	1	2.7%	2	0.3%	17	1.9%	701	5.0%	34	2.2%	1,505	6.9%
Real Estate, Holding, Other Investment Offices	2	5.4%	10	1.7%	30	3.4%	192	1.4%	66	4.3%	313	1.4%
Services Summary	10	27.0%	180	30.7%	297	34.0%	4,682	33.7%	610	39.8%	8,075	37.1%
Hotels & Lodging	0	0.0%	1	0.2%	4	0.5%	82	0.6%	9	0.6%	168	0.8%
Automotive Services	1	2.7%	5	0.9%	28	3.2%	175	1.3%	54	3.5%	234	1.1%
Motion Pictures & Amusements	0	0.0%	1	0.2%	20	2.3%	136	1.0%	49	3.2%	333	1.5%
Health Services	2	5.4%	83	14.2%	54	6.2%	1,127	8.1%	95	6.2%	1,870	8.6%
Legal Services	0	0.0%	1	0.2%	16	1.8%	70	0.5%	31	2.0%	184	0.8%
Education Institutions & Libraries	1	2.7%	48	8.2%	19	2.2%	1,172	8.4%	27	1.8%	1,013	4.7%
Other Services	5	13.5%	42	7.2%	156	17.9%	1,920	13.8%	344	22.5%	4,272	19.6%
Government	4	10.8%	119	20.3%	54	6.2%	1,335	9.6%	49	3.2%	1,366	6.3%
Unclassified Establishments	2	5.4%	1	0.2%	53	6.1%	48	0.3%	78	5.1%	49	0.2%
Totals	37	100.0%	586	100.0%	873	100.0%	13,895	100.0%	1,532	100.0%	21,771	100.0%

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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 39.08851
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	5	0.0%	4	0.3%	12	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	12	0.1%
Utilities	0	0.0%	1	0.2%	1	0.1%	11	0.1%	0	0.0%	0	0.0%
Construction	5	13.5%	49	8.4%	69	7.9%	601	4.3%	131	8.6%	943	4.3%
Manufacturing	4	10.8%	112	19.1%	57	6.5%	1,612	11.6%	57	3.7%	1,462	6.7%
Wholesale Trade	2	5.4%	17	2.9%	28	3.2%	845	6.1%	41	2.7%	940	4.3%
Retail Trade	4	10.8%	29	4.9%	140	16.0%	2,086	15.0%	238	15.5%	4,001	18.4%
Motor Vehicle & Parts Dealers	1	2.7%	8	1.4%	23	2.6%	398	2.9%	38	2.5%	433	2.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	11	1.3%	111	0.8%	12	0.8%	106	0.5%
Electronics & Appliance Stores	1	2.7%	4	0.7%	6	0.7%	102	0.7%	9	0.6%	88	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.2%	8	0.9%	75	0.5%	16	1.0%	460	2.1%
Food & Beverage Stores	0	0.0%	4	0.7%	15	1.7%	304	2.2%	23	1.5%	785	3.6%
Health & Personal Care Stores	0	0.0%	1	0.2%	13	1.5%	90	0.6%	30	2.0%	416	1.9%
Gasoline Stations	0	0.0%	1	0.2%	8	0.9%	33	0.2%	10	0.7%	56	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	3	0.5%	15	1.7%	142	1.0%	27	1.8%	208	1.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.2%	6	0.7%	97	0.7%	9	0.6%	114	0.5%
General Merchandise Stores	0	0.0%	5	0.9%	11	1.3%	624	4.5%	17	1.1%	1,133	5.2%
Miscellaneous Store Retailers	0	0.0%	1	0.2%	18	2.1%	107	0.8%	28	1.8%	197	0.9%
Nonstore Retailers	0	0.0%	0	0.0%	8	0.9%	4	0.0%	17	1.1%	4	0.0%
Transportation & Warehousing	1	2.7%	15	2.6%	12	1.4%	145	1.0%	33	2.2%	252	1.2%
Information	0	0.0%	1	0.2%	12	1.4%	326	2.3%	33	2.2%	800	3.7%
Finance & Insurance	1	2.7%	6	1.0%	42	4.8%	851	6.1%	79	5.2%	1,810	8.3%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	3	0.5%	18	2.1%	119	0.9%	34	2.2%	222	1.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	7	0.8%	32	0.2%	11	0.7%	83	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	1	2.7%	2	0.3%	17	1.9%	701	5.0%	34	2.2%	1,505	6.9%
Real Estate, Rental & Leasing	3	8.1%	10	1.7%	41	4.7%	238	1.7%	88	5.7%	384	1.8%
Professional, Scientific & Tech Services	2	5.4%	39	6.7%	71	8.1%	1,151	8.3%	148	9.7%	1,695	7.8%
Legal Services	0	0.0%	1	0.2%	19	2.2%	81	0.6%	33	2.2%	192	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.2%	6	0.0%
Administrative & Support & Waste Management & Remediation	1	2.7%	9	1.5%	34	3.9%	248	1.8%	67	4.4%	396	1.8%
Educational Services	1	2.7%	47	8.0%	21	2.4%	1,021	7.3%	38	2.5%	1,040	4.8%
Health Care & Social Assistance	3	8.1%	89	15.2%	69	7.9%	1,568	11.3%	128	8.4%	2,951	13.6%
Arts, Entertainment & Recreation	0	0.0%	1	0.2%	13	1.5%	117	0.8%	26	1.7%	281	1.3%
Accommodation & Food Services	1	2.7%	23	3.9%	63	7.2%	1,222	8.8%	103	6.7%	2,308	10.6%
Accommodation	0	0.0%	1	0.2%	4	0.5%	82	0.6%	9	0.6%	168	0.8%
Food Services & Drinking Places	1	2.7%	22	3.8%	59	6.8%	1,140	8.2%	93	6.1%	2,140	9.8%
Other Services (except Public Administration)	4	10.8%	16	2.7%	91	10.4%	464	3.3%	186	12.1%	1,069	4.9%
Automotive Repair & Maintenance	1	2.7%	4	0.7%	24	2.7%	150	1.1%	44	2.9%	201	0.9%
Public Administration	4	10.8%	119	20.3%	54	6.2%	1,335	9.6%	48	3.1%	1,361	6.3%
Unclassified Establishments	2	5.4%	1	0.2%	53	6.1%	48	0.3%	78	5.1%	49	0.2%
Total	37	100.0%	586	100.0%	873	100.0%	13,895	100.0%	1,532	100.0%	21,771	100.0%

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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Demographic Summary		2021	2026
Population		3,777	3,961
Population 18+		2,831	2,966
Households		1,419	1,501
Median Household Income		\$82,565	\$93,198

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	1,447	51.1%	104
Bought any women's clothing in last 12 months	1,330	47.0%	104
Bought any shoes in last 12 months	1,562	55.2%	103
Bought costume jewelry in last 12 months	491	17.3%	108
Bought any fine jewelry in last 12 months	532	18.8%	102
Bought a watch in last 12 months	397	14.0%	97
Automobiles (Households)			
HH owns/leases any vehicle	1,297	91.4%	106
HH bought/leased new vehicle last 12 months	161	11.3%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,563	90.5%	106
Bought/changed motor oil in last 12 months	1,311	46.3%	102
Had tune-up in last 12 months	721	25.5%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,052	72.5%	102
Drank non-diet (regular) in last 6 months	1,095	38.7%	92
Drank beer/ale in last 6 months	1,272	44.9%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	243	8.6%	107
Own digital SLR camera/camcorder	273	9.6%	121
Printed digital photos in last 12 months	744	26.3%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	954	33.7%	104
Have a smartphone	2,649	93.6%	105
Have a smartphone: Android phone (any brand)	1,082	38.2%	94
Have a smartphone: Apple iPhone	1,563	55.2%	115
Number of cell phones in household: 1	313	22.1%	73
Number of cell phones in household: 2	564	39.7%	104
Number of cell phones in household: 3+	526	37.1%	125
HH has cell phone only (no landline telephone)	865	61.0%	95
Computers (Households)			
HH owns a computer	1,178	83.0%	111
HH owns desktop computer	559	39.4%	113
HH owns laptop/notebook	950	66.9%	114
HH owns any Apple/Mac brand computer	353	24.9%	124
HH owns any PC/non-Apple brand computer	941	66.3%	109
HH purchased most recent computer in a store	543	38.3%	109
HH purchased most recent computer online	251	17.7%	112
HH spent \$1-\$499 on most recent home computer	207	14.6%	102
HH spent \$500-\$999 on most recent home computer	259	18.3%	110
HH spent \$1,000-\$1,499 on most recent home computer	177	12.5%	121
HH spent \$1,500-\$1,999 on most recent home computer	78	5.5%	111
HH spent \$2,000+ on most recent home computer	69	4.9%	110

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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 0 - 1 mile radius

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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	1,834	64.8%	105
Bought brewed coffee at convenience store in last 30 days	399	14.1%	112
Bought cigarettes at convenience store in last 30 days	249	8.8%	96
Bought gas at convenience store in last 30 days	1,104	39.0%	106
Spent at convenience store in last 30 days: \$1-19	207	7.3%	105
Spent at convenience store in last 30 days: \$20-\$39	268	9.5%	101
Spent at convenience store in last 30 days: \$40-\$50	266	9.4%	116
Spent at convenience store in last 30 days: \$51-\$99	146	5.2%	93
Spent at convenience store in last 30 days: \$100+	636	22.5%	103
Entertainment (Adults)			
Attended a movie in last 6 months	1,808	63.9%	107
Went to live theater in last 12 months	391	13.8%	112
Went to a bar/night club in last 12 months	586	20.7%	117
Dined out in last 12 months	1,619	57.2%	112
Gambled at a casino in last 12 months	375	13.2%	100
Visited a theme park in last 12 months	585	20.7%	112
Viewed movie (video-on-demand) in last 30 days	570	20.1%	135
Viewed TV show (video-on-demand) in last 30 days	394	13.9%	137
Watched any pay-per-view TV in last 12 months	256	9.0%	122
Downloaded a movie over the Internet in last 30 days	291	10.3%	109
Downloaded any individual song in last 6 months	580	20.5%	110
Used internet to watch a movie online in the last 30 days	974	34.4%	106
Used internet to watch a TV program online in last 30 days	664	23.5%	111
Played a video/electronic game (console) in last 12 months	281	9.9%	105
Played a video/electronic game (portable) in last 12 months	148	5.2%	108
Financial (Adults)			
Have home mortgage (1st)	1,152	40.7%	125
Used ATM/cash machine in last 12 months	1,662	58.7%	109
Own any stock	275	9.7%	117
Own U.S. savings bond	168	5.9%	121
Own shares in mutual fund (stock)	276	9.7%	121
Own shares in mutual fund (bonds)	181	6.4%	123
Have interest checking account	993	35.1%	117
Have non-interest checking account	895	31.6%	103
Have savings account	1,893	66.9%	112
Have 401K retirement savings plan	584	20.6%	118
Own/used any credit/debit card in last 12 months	2,414	85.3%	103
Avg monthly credit card expenditures: \$1-110	316	11.2%	98
Avg monthly credit card expenditures: \$111-\$225	213	7.5%	103
Avg monthly credit card expenditures: \$226-\$450	207	7.3%	100
Avg monthly credit card expenditures: \$451-\$700	206	7.3%	106
Avg monthly credit card expenditures: \$701-\$1,000	200	7.1%	111
Avg monthly credit card expenditures: \$1001-2000	249	8.8%	111
Avg monthly credit card expenditures: \$2001+	251	8.9%	130
Did banking online in last 12 months	1,433	50.6%	117
Did banking on mobile device in last 12 months	1,041	36.8%	114
Paid bills online in last 12 months	1,735	61.3%	112

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

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



Retail Market Potential

SR 32/Olive Branch-Stonelick
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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	986	69.5%	102
HH used bread in last 6 months	1,331	93.8%	100
HH used chicken (fresh or frozen) in last 6 months	993	70.0%	105
HH used turkey (fresh or frozen) in last 6 months	215	15.2%	109
HH used fish/seafood (fresh or frozen) in last 6 months	798	56.2%	102
HH used fresh fruit/vegetables in last 6 months	1,223	86.2%	102
HH used fresh milk in last 6 months	1,187	83.7%	101
HH used organic food in last 6 months	358	25.2%	105
Health (Adults)			
Exercise at home 2+ times per week	926	32.7%	109
Exercise at club 2+ times per week	510	18.0%	125
Visited a doctor in last 12 months	2,261	79.9%	104
Used vitamin/dietary supplement in last 6 months	1,580	55.8%	102
Home (Households)			
HH did any home improvement in last 12 months	462	32.6%	114
HH used any maid/professional cleaning service in last 12 months	250	17.6%	115
HH purchased low ticket HH furnishings in last 12 months	274	19.3%	107
HH purchased big ticket HH furnishings in last 12 months	364	25.7%	111
HH bought any small kitchen appliance in last 12 months	346	24.4%	104
HH bought any large kitchen appliance in last 12 months	213	15.0%	112
Insurance (Adults/Households)			
Currently carry life insurance	1,399	49.4%	112
Carry medical/hospital/accident insurance	2,208	78.0%	104
Carry homeowner/personal property insurance	1,594	56.3%	115
Carry renter's insurance	250	8.8%	96
HH has auto insurance: 1 vehicle in household covered	348	24.5%	85
HH has auto insurance: 2 vehicles in household covered	461	32.5%	117
HH has auto insurance: 3+ vehicles in household covered	405	28.5%	125
Pets (Households)			
Household owns any pet	800	56.4%	106
Household owns any cat	311	21.9%	95
Household owns any dog	621	43.8%	109
Psychographics (Adults)			
Buying American is important to me	984	34.8%	96
Usually buy items on credit rather than wait	393	13.9%	102
Usually buy based on quality - not price	515	18.2%	97
Price is usually more important than brand name	784	27.7%	95
Usually use coupons for brands I buy often	422	14.9%	95
Am interested in how to help the environment	559	19.7%	94
Usually pay more for environ safe product	393	13.9%	93
Usually value green products over convenience	294	10.4%	89
Likely to buy a brand that supports a charity	1,014	35.8%	101
Reading (Adults)			
Bought digital book in last 12 months	441	15.6%	109
Bought hardcover book in last 12 months	643	22.7%	110
Bought paperback book in last 12 month	861	30.4%	107
Read any daily newspaper (paper version)	392	13.8%	94
Read any digital newspaper in last 30 days	1,404	49.6%	111
Read any magazine (paper/electronic version) in last 6 months	2,636	93.1%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

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	2,184	77.1%	107
Went to family restaurant/steak house: 4+ times a month	783	27.7%	112
Went to fast food/drive-in restaurant in last 6 months	2,590	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	1,128	39.8%	105
Fast food restaurant last 6 months: eat in	982	34.7%	107
Fast food restaurant last 6 months: home delivery	254	9.0%	101
Fast food restaurant last 6 months: take-out/drive-thru	1,444	51.0%	107
Fast food restaurant last 6 months: take-out/walk-in	656	23.2%	113
Television & Electronics (Adults/Households)			
Own any tablet	1,630	57.6%	112
Own any e-reader	349	12.3%	120
Own e-reader/tablet: iPad	1,042	36.8%	120
HH has Internet connectable TV	582	41.0%	112
Own any portable MP3 player	417	14.7%	101
HH owns 1 TV	227	16.0%	76
HH owns 2 TVs	368	25.9%	98
HH owns 3 TVs	325	22.9%	108
HH owns 4+ TVs	331	23.3%	133
HH subscribes to cable TV	648	45.7%	115
HH subscribes to fiber optic	115	8.1%	139
HH owns portable GPS navigation device	294	20.7%	108
HH purchased video game system in last 12 months	132	9.3%	113
HH owns any Internet video device for TV	546	38.5%	115
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,725	60.9%	114
Took 3+ domestic non-business trips in last 12 months	430	15.2%	119
Spent on domestic vacations in last 12 months: \$1-999	309	10.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	227	8.0%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	139	4.9%	122
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	158	5.6%	129
Spent on domestic vacations in last 12 months: \$3,000+	265	9.4%	131
Domestic travel in last 12 months: used general travel website	237	8.4%	125
Took foreign trip (including Alaska and Hawaii) in last 3 years	991	35.0%	114
Took 3+ foreign trips by plane in last 3 years	199	7.0%	105
Spent on foreign vacations in last 12 months: \$1-999	161	5.7%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	129	4.6%	102
Spent on foreign vacations in last 12 months: \$3,000+	252	8.9%	125
Foreign travel in last 3 years: used general travel website	212	7.5%	119
Nights spent in hotel/motel in last 12 months: any	1,519	53.7%	115
Took cruise of more than one day in last 3 years	351	12.4%	127
Member of any frequent flyer program	725	25.6%	124
Member of any hotel rewards program	764	27.0%	126

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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Demographic Summary		2021	2026
Population		27,945	28,960
Population 18+		21,173	21,910
Households		10,824	11,265
Median Household Income		\$64,891	\$70,821

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	10,660	50.3%	103
Bought any women's clothing in last 12 months	9,763	46.1%	102
Bought any shoes in last 12 months	11,172	52.8%	99
Bought costume jewelry in last 12 months	3,448	16.3%	101
Bought any fine jewelry in last 12 months	3,789	17.9%	98
Bought a watch in last 12 months	2,979	14.1%	97
Automobiles (Households)			
HH owns/leases any vehicle	9,713	89.7%	104
HH bought/leased new vehicle last 12 months	990	9.1%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,758	88.6%	104
Bought/changed motor oil in last 12 months	10,096	47.7%	105
Had tune-up in last 12 months	5,160	24.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,043	71.0%	100
Drank non-diet (regular) in last 6 months	8,851	41.8%	99
Drank beer/ale in last 6 months	8,872	41.9%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,850	8.7%	108
Own digital SLR camera/camcorder	1,706	8.1%	101
Printed digital photos in last 12 months	5,020	23.7%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,070	33.4%	104
Have a smartphone	19,475	92.0%	103
Have a smartphone: Android phone (any brand)	9,102	43.0%	106
Have a smartphone: Apple iPhone	10,270	48.5%	101
Number of cell phones in household: 1	3,022	27.9%	92
Number of cell phones in household: 2	4,266	39.4%	104
Number of cell phones in household: 3+	3,392	31.3%	106
HH has cell phone only (no landline telephone)	7,362	68.0%	105
Computers (Households)			
HH owns a computer	8,502	78.5%	105
HH owns desktop computer	3,862	35.7%	102
HH owns laptop/notebook	6,813	62.9%	107
HH owns any Apple/Mac brand computer	2,238	20.7%	103
HH owns any PC/non-Apple brand computer	6,943	64.1%	106
HH purchased most recent computer in a store	4,032	37.3%	106
HH purchased most recent computer online	1,727	16.0%	101
HH spent \$1-\$499 on most recent home computer	1,701	15.7%	110
HH spent \$500-\$999 on most recent home computer	1,912	17.7%	107
HH spent \$1,000-\$1,499 on most recent home computer	1,170	10.8%	105
HH spent \$1,500-\$1,999 on most recent home computer	526	4.9%	98
HH spent \$2,000+ on most recent home computer	455	4.2%	95

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Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

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	13,759	65.0%	106
Bought brewed coffee at convenience store in last 30 days	2,764	13.1%	104
Bought cigarettes at convenience store in last 30 days	2,068	9.8%	107
Bought gas at convenience store in last 30 days	8,534	40.3%	110
Spent at convenience store in last 30 days: \$1-19	1,564	7.4%	106
Spent at convenience store in last 30 days: \$20-\$39	1,912	9.0%	97
Spent at convenience store in last 30 days: \$40-\$50	1,769	8.4%	103
Spent at convenience store in last 30 days: \$51-\$99	1,195	5.6%	102
Spent at convenience store in last 30 days: \$100+	5,112	24.1%	110
Entertainment (Adults)			
Attended a movie in last 6 months	13,095	61.8%	104
Went to live theater in last 12 months	2,697	12.7%	103
Went to a bar/night club in last 12 months	4,087	19.3%	109
Dined out in last 12 months	11,264	53.2%	105
Gambled at a casino in last 12 months	2,789	13.2%	100
Visited a theme park in last 12 months	3,808	18.0%	97
Viewed movie (video-on-demand) in last 30 days	3,472	16.4%	110
Viewed TV show (video-on-demand) in last 30 days	2,346	11.1%	109
Watched any pay-per-view TV in last 12 months	1,622	7.7%	103
Downloaded a movie over the Internet in last 30 days	2,043	9.6%	103
Downloaded any individual song in last 6 months	4,078	19.3%	104
Used internet to watch a movie online in the last 30 days	7,184	33.9%	105
Used internet to watch a TV program online in last 30 days	4,927	23.3%	110
Played a video/electronic game (console) in last 12 months	2,205	10.4%	110
Played a video/electronic game (portable) in last 12 months	1,076	5.1%	105
Financial (Adults)			
Have home mortgage (1st)	7,823	36.9%	113
Used ATM/cash machine in last 12 months	11,900	56.2%	104
Own any stock	1,548	7.3%	88
Own U.S. savings bond	1,069	5.0%	103
Own shares in mutual fund (stock)	1,609	7.6%	94
Own shares in mutual fund (bonds)	1,051	5.0%	95
Have interest checking account	6,704	31.7%	106
Have non-interest checking account	6,653	31.4%	102
Have savings account	13,363	63.1%	106
Have 401K retirement savings plan	4,048	19.1%	109
Own/used any credit/debit card in last 12 months	17,776	84.0%	102
Avg monthly credit card expenditures: \$1-110	2,612	12.3%	109
Avg monthly credit card expenditures: \$111-\$225	1,701	8.0%	110
Avg monthly credit card expenditures: \$226-\$450	1,584	7.5%	102
Avg monthly credit card expenditures: \$451-\$700	1,409	6.7%	97
Avg monthly credit card expenditures: \$701-\$1,000	1,244	5.9%	93
Avg monthly credit card expenditures: \$1001-2000	1,588	7.5%	94
Avg monthly credit card expenditures: \$2001+	1,345	6.4%	93
Did banking online in last 12 months	9,982	47.1%	109
Did banking on mobile device in last 12 months	7,467	35.3%	110
Paid bills online in last 12 months	12,366	58.4%	107

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Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	7,476	69.1%	102
HH used bread in last 6 months	10,166	93.9%	100
HH used chicken (fresh or frozen) in last 6 months	7,292	67.4%	101
HH used turkey (fresh or frozen) in last 6 months	1,552	14.3%	103
HH used fish/seafood (fresh or frozen) in last 6 months	5,904	54.5%	99
HH used fresh fruit/vegetables in last 6 months	9,134	84.4%	100
HH used fresh milk in last 6 months	9,092	84.0%	101
HH used organic food in last 6 months	2,525	23.3%	97
Health (Adults)			
Exercise at home 2+ times per week	6,308	29.8%	99
Exercise at club 2+ times per week	3,272	15.5%	107
Visited a doctor in last 12 months	16,518	78.0%	101
Used vitamin/dietary supplement in last 6 months	11,519	54.4%	99
Home (Households)			
HH did any home improvement in last 12 months	3,230	29.8%	104
HH used any maid/professional cleaning service in last 12 months	1,566	14.5%	94
HH purchased low ticket HH furnishings in last 12 months	1,944	18.0%	100
HH purchased big ticket HH furnishings in last 12 months	2,634	24.3%	105
HH bought any small kitchen appliance in last 12 months	2,608	24.1%	103
HH bought any large kitchen appliance in last 12 months	1,509	13.9%	104
Insurance (Adults/Households)			
Currently carry life insurance	10,209	48.2%	109
Carry medical/hospital/accident insurance	16,321	77.1%	103
Carry homeowner/personal property insurance	11,226	53.0%	109
Carry renter's insurance	2,151	10.2%	110
HH has auto insurance: 1 vehicle in household covered	3,065	28.3%	98
HH has auto insurance: 2 vehicles in household covered	3,248	30.0%	108
HH has auto insurance: 3+ vehicles in household covered	2,661	24.6%	107
Pets (Households)			
Household owns any pet	6,113	56.5%	107
Household owns any cat	2,663	24.6%	107
Household owns any dog	4,641	42.9%	106
Psychographics (Adults)			
Buying American is important to me	7,783	36.8%	102
Usually buy items on credit rather than wait	2,713	12.8%	94
Usually buy based on quality - not price	3,719	17.6%	93
Price is usually more important than brand name	6,436	30.4%	104
Usually use coupons for brands I buy often	2,961	14.0%	89
Am interested in how to help the environment	4,050	19.1%	91
Usually pay more for environ safe product	2,922	13.8%	92
Usually value green products over convenience	2,190	10.3%	89
Likely to buy a brand that supports a charity	7,381	34.9%	98
Reading (Adults)			
Bought digital book in last 12 months	3,019	14.3%	100
Bought hardcover book in last 12 months	4,294	20.3%	98
Bought paperback book in last 12 month	5,979	28.2%	100
Read any daily newspaper (paper version)	2,613	12.3%	84
Read any digital newspaper in last 30 days	9,752	46.1%	103
Read any magazine (paper/electronic version) in last 6 months	19,319	91.2%	101

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Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

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	16,018	75.7%	104
Went to family restaurant/steak house: 4+ times a month	5,607	26.5%	107
Went to fast food/drive-in restaurant in last 6 months	19,369	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	8,503	40.2%	105
Fast food restaurant last 6 months: eat in	7,193	34.0%	105
Fast food restaurant last 6 months: home delivery	1,938	9.2%	103
Fast food restaurant last 6 months: take-out/drive-thru	11,002	52.0%	109
Fast food restaurant last 6 months: take-out/walk-in	4,336	20.5%	100
Television & Electronics (Adults/Households)			
Own any tablet	11,504	54.3%	106
Own any e-reader	2,309	10.9%	106
Own e-reader/tablet: iPad	6,713	31.7%	103
HH has Internet connectable TV	4,257	39.3%	108
Own any portable MP3 player	3,118	14.7%	101
HH owns 1 TV	2,156	19.9%	94
HH owns 2 TVs	2,829	26.1%	98
HH owns 3 TVs	2,353	21.7%	103
HH owns 4+ TVs	2,120	19.6%	112
HH subscribes to cable TV	4,342	40.1%	101
HH subscribes to fiber optic	524	4.8%	83
HH owns portable GPS navigation device	2,151	19.9%	103
HH purchased video game system in last 12 months	821	7.6%	92
HH owns any Internet video device for TV	3,786	35.0%	105
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,919	56.3%	105
Took 3+ domestic non-business trips in last 12 months	2,945	13.9%	109
Spent on domestic vacations in last 12 months: \$1-999	2,265	10.7%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,621	7.7%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	928	4.4%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,019	4.8%	111
Spent on domestic vacations in last 12 months: \$3,000+	1,532	7.2%	102
Domestic travel in last 12 months: used general travel website	1,363	6.4%	96
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,192	29.2%	96
Took 3+ foreign trips by plane in last 3 years	1,219	5.8%	86
Spent on foreign vacations in last 12 months: \$1-999	1,043	4.9%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	883	4.2%	93
Spent on foreign vacations in last 12 months: \$3,000+	1,354	6.4%	89
Foreign travel in last 3 years: used general travel website	1,202	5.7%	90
Nights spent in hotel/motel in last 12 months: any	10,314	48.7%	105
Took cruise of more than one day in last 3 years	2,239	10.6%	108
Member of any frequent flyer program	4,381	20.7%	101
Member of any hotel rewards program	4,830	22.8%	107

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

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



Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Demographic Summary		2021	2026
Population		50,287	52,024
Population 18+		38,590	39,904
Households		20,150	20,875
Median Household Income		\$65,069	\$70,269

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	19,039	49.3%	101
Bought any women's clothing in last 12 months	17,922	46.4%	103
Bought any shoes in last 12 months	20,596	53.4%	100
Bought costume jewelry in last 12 months	6,385	16.5%	103
Bought any fine jewelry in last 12 months	6,889	17.9%	97
Bought a watch in last 12 months	5,388	14.0%	96
Automobiles (Households)			
HH owns/leases any vehicle	17,841	88.5%	103
HH bought/leased new vehicle last 12 months	1,951	9.7%	106
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,155	88.5%	104
Bought/changed motor oil in last 12 months	17,993	46.6%	103
Had tune-up in last 12 months	9,497	24.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	27,063	70.1%	99
Drank non-diet (regular) in last 6 months	16,287	42.2%	100
Drank beer/ale in last 6 months	15,810	41.0%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,253	8.4%	105
Own digital SLR camera/camcorder	3,278	8.5%	107
Printed digital photos in last 12 months	9,275	24.0%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,796	33.2%	103
Have a smartphone	34,869	90.4%	101
Have a smartphone: Android phone (any brand)	16,098	41.7%	103
Have a smartphone: Apple iPhone	18,563	48.1%	100
Number of cell phones in household: 1	6,059	30.1%	99
Number of cell phones in household: 2	7,662	38.0%	100
Number of cell phones in household: 3+	6,034	29.9%	101
HH has cell phone only (no landline telephone)	13,219	65.6%	102
Computers (Households)			
HH owns a computer	15,594	77.4%	104
HH owns desktop computer	7,154	35.5%	102
HH owns laptop/notebook	12,544	62.3%	106
HH owns any Apple/Mac brand computer	3,808	18.9%	94
HH owns any PC/non-Apple brand computer	12,990	64.5%	106
HH purchased most recent computer in a store	7,466	37.1%	106
HH purchased most recent computer online	3,237	16.1%	102
HH spent \$1-\$499 on most recent home computer	3,221	16.0%	112
HH spent \$500-\$999 on most recent home computer	3,647	18.1%	109
HH spent \$1,000-\$1,499 on most recent home computer	1,994	9.9%	96
HH spent \$1,500-\$1,999 on most recent home computer	898	4.5%	90
HH spent \$2,000+ on most recent home computer	832	4.1%	94

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 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

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	24,992	64.8%	105
Bought brewed coffee at convenience store in last 30 days	4,952	12.8%	102
Bought cigarettes at convenience store in last 30 days	3,954	10.2%	112
Bought gas at convenience store in last 30 days	15,520	40.2%	109
Spent at convenience store in last 30 days: \$1-19	2,782	7.2%	104
Spent at convenience store in last 30 days: \$20-\$39	3,670	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	3,235	8.4%	103
Spent at convenience store in last 30 days: \$51-\$99	2,120	5.5%	99
Spent at convenience store in last 30 days: \$100+	9,238	23.9%	109
Entertainment (Adults)			
Attended a movie in last 6 months	23,337	60.5%	102
Went to live theater in last 12 months	4,736	12.3%	99
Went to a bar/night club in last 12 months	7,223	18.7%	106
Dined out in last 12 months	20,690	53.6%	105
Gambled at a casino in last 12 months	4,869	12.6%	95
Visited a theme park in last 12 months	6,627	17.2%	93
Viewed movie (video-on-demand) in last 30 days	6,083	15.8%	105
Viewed TV show (video-on-demand) in last 30 days	4,145	10.7%	106
Watched any pay-per-view TV in last 12 months	2,976	7.7%	104
Downloaded a movie over the Internet in last 30 days	3,509	9.1%	97
Downloaded any individual song in last 6 months	7,568	19.6%	106
Used internet to watch a movie online in the last 30 days	11,949	31.0%	96
Used internet to watch a TV program online in last 30 days	7,908	20.5%	97
Played a video/electronic game (console) in last 12 months	3,899	10.1%	106
Played a video/electronic game (portable) in last 12 months	1,852	4.8%	99
Financial (Adults)			
Have home mortgage (1st)	14,067	36.5%	112
Used ATM/cash machine in last 12 months	21,640	56.1%	104
Own any stock	3,032	7.9%	95
Own U.S. savings bond	1,915	5.0%	102
Own shares in mutual fund (stock)	3,112	8.1%	100
Own shares in mutual fund (bonds)	2,111	5.5%	105
Have interest checking account	12,505	32.4%	108
Have non-interest checking account	12,213	31.6%	103
Have savings account	24,080	62.4%	105
Have 401K retirement savings plan	7,107	18.4%	105
Own/used any credit/debit card in last 12 months	32,543	84.3%	102
Avg monthly credit card expenditures: \$1-110	4,769	12.4%	109
Avg monthly credit card expenditures: \$111-\$225	2,934	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	2,828	7.3%	100
Avg monthly credit card expenditures: \$451-\$700	2,836	7.3%	108
Avg monthly credit card expenditures: \$701-\$1,000	2,335	6.1%	95
Avg monthly credit card expenditures: \$1001-2000	2,843	7.4%	93
Avg monthly credit card expenditures: \$2001+	2,393	6.2%	91
Did banking online in last 12 months	17,763	46.0%	107
Did banking on mobile device in last 12 months	13,331	34.5%	107
Paid bills online in last 12 months	22,591	58.5%	107

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Retail Market Potential

SR 32/Olive Branch-Stonelick
 Mile 5 OH-32 W, Batavia, Ohio, 45103
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 39.08851
 Longitude: -84.22155

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	13,884	68.9%	101
HH used bread in last 6 months	18,798	93.3%	100
HH used chicken (fresh or frozen) in last 6 months	13,326	66.1%	99
HH used turkey (fresh or frozen) in last 6 months	2,742	13.6%	97
HH used fish/seafood (fresh or frozen) in last 6 months	10,638	52.8%	96
HH used fresh fruit/vegetables in last 6 months	17,059	84.7%	101
HH used fresh milk in last 6 months	16,829	83.5%	100
HH used organic food in last 6 months	4,533	22.5%	94
Health (Adults)			
Exercise at home 2+ times per week	11,814	30.6%	102
Exercise at club 2+ times per week	5,790	15.0%	104
Visited a doctor in last 12 months	30,337	78.6%	102
Used vitamin/dietary supplement in last 6 months	21,183	54.9%	100
Home (Households)			
HH did any home improvement in last 12 months	6,200	30.8%	107
HH used any maid/professional cleaning service in last 12 months	2,842	14.1%	92
HH purchased low ticket HH furnishings in last 12 months	3,615	17.9%	100
HH purchased big ticket HH furnishings in last 12 months	4,747	23.6%	102
HH bought any small kitchen appliance in last 12 months	4,891	24.3%	104
HH bought any large kitchen appliance in last 12 months	2,838	14.1%	105
Insurance (Adults/Households)			
Currently carry life insurance	18,397	47.7%	108
Carry medical/hospital/accident insurance	29,759	77.1%	103
Carry homeowner/personal property insurance	20,715	53.7%	110
Carry renter's insurance	3,580	9.3%	100
HH has auto insurance: 1 vehicle in household covered	5,589	27.7%	96
HH has auto insurance: 2 vehicles in household covered	5,996	29.8%	108
HH has auto insurance: 3+ vehicles in household covered	4,889	24.3%	106
Pets (Households)			
Household owns any pet	11,403	56.6%	107
Household owns any cat	5,070	25.2%	109
Household owns any dog	8,612	42.7%	106
Psychographics (Adults)			
Buying American is important to me	14,750	38.2%	106
Usually buy items on credit rather than wait	5,066	13.1%	96
Usually buy based on quality - not price	6,793	17.6%	94
Price is usually more important than brand name	11,456	29.7%	102
Usually use coupons for brands I buy often	6,071	15.7%	100
Am interested in how to help the environment	7,418	19.2%	92
Usually pay more for environ safe product	5,710	14.8%	99
Usually value green products over convenience	4,153	10.8%	93
Likely to buy a brand that supports a charity	13,838	35.9%	101
Reading (Adults)			
Bought digital book in last 12 months	5,691	14.7%	104
Bought hardcover book in last 12 months	8,389	21.7%	105
Bought paperback book in last 12 month	11,622	30.1%	106
Read any daily newspaper (paper version)	5,430	14.1%	96
Read any digital newspaper in last 30 days	17,026	44.1%	99
Read any magazine (paper/electronic version) in last 6 months	35,248	91.3%	101

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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	29,236	75.8%	105
Went to family restaurant/steak house: 4+ times a month	10,005	25.9%	105
Went to fast food/drive-in restaurant in last 6 months	35,004	90.7%	101
Went to fast food/drive-in restaurant 9+ times/month	15,359	39.8%	104
Fast food restaurant last 6 months: eat in	12,987	33.7%	104
Fast food restaurant last 6 months: home delivery	3,614	9.4%	105
Fast food restaurant last 6 months: take-out/drive-thru	19,740	51.2%	107
Fast food restaurant last 6 months: take-out/walk-in	7,940	20.6%	100
Television & Electronics (Adults/Households)			
Own any tablet	21,057	54.6%	107
Own any e-reader	4,290	11.1%	108
Own e-reader/tablet: iPad	12,444	32.2%	105
HH has Internet connectable TV	7,886	39.1%	107
Own any portable MP3 player	5,825	15.1%	104
HH owns 1 TV	4,003	19.9%	94
HH owns 2 TVs	5,423	26.9%	101
HH owns 3 TVs	4,276	21.2%	100
HH owns 4+ TVs	3,772	18.7%	107
HH subscribes to cable TV	8,601	42.7%	107
HH subscribes to fiber optic	912	4.5%	78
HH owns portable GPS navigation device	4,044	20.1%	104
HH purchased video game system in last 12 months	1,488	7.4%	90
HH owns any Internet video device for TV	7,048	35.0%	105
Travel (Adults)			
Took domestic trip in continental US last 12 months	21,561	55.9%	104
Took 3+ domestic non-business trips in last 12 months	5,369	13.9%	109
Spent on domestic vacations in last 12 months: \$1-999	4,382	11.4%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,564	6.6%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,566	4.1%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,768	4.6%	106
Spent on domestic vacations in last 12 months: \$3,000+	2,894	7.5%	105
Domestic travel in last 12 months: used general travel website	2,360	6.1%	91
Took foreign trip (including Alaska and Hawaii) in last 3 years	11,096	28.8%	94
Took 3+ foreign trips by plane in last 3 years	2,204	5.7%	86
Spent on foreign vacations in last 12 months: \$1-999	2,021	5.2%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,514	3.9%	87
Spent on foreign vacations in last 12 months: \$3,000+	2,606	6.8%	94
Foreign travel in last 3 years: used general travel website	2,178	5.6%	90
Nights spent in hotel/motel in last 12 months: any	18,779	48.7%	105
Took cruise of more than one day in last 3 years	4,126	10.7%	110
Member of any frequent flyer program	7,855	20.4%	99
Member of any hotel rewards program	8,794	22.8%	107

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