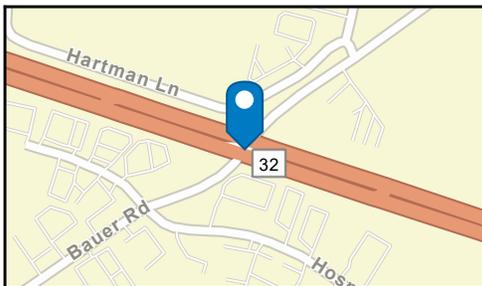
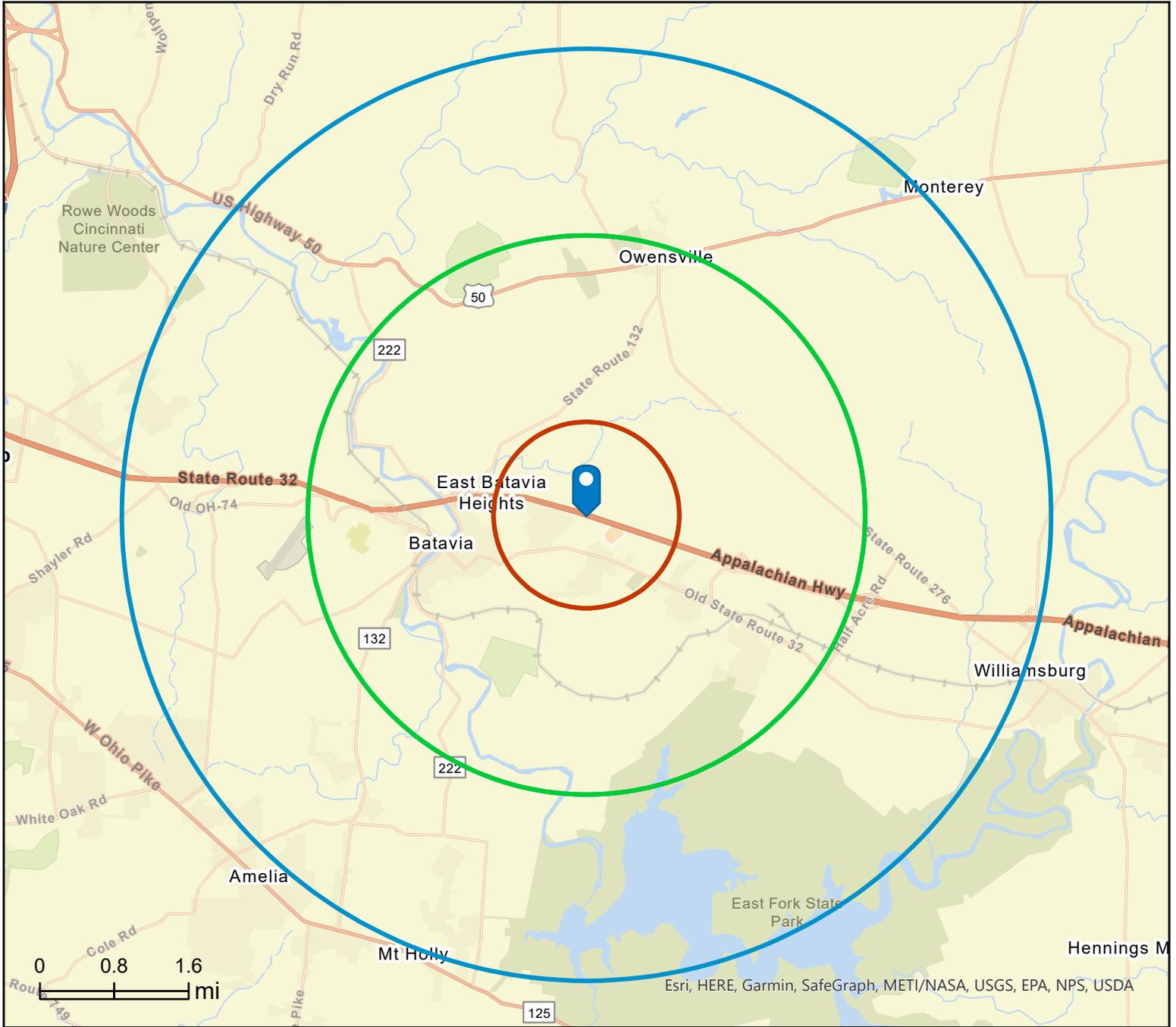


SR 32 & Bauer Road  
Bauer Rd, Batavia, Ohio, 45103  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
Latitude: 39.08329  
Longitude: -84.15028





# Market Profile

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population Summary</b>			
2000 Total Population	662	7,529	15,390
2010 Total Population	895	9,148	19,805
2021 Total Population	966	9,966	22,470
2021 Group Quarters	64	319	349
2026 Total Population	1,025	10,397	23,350
2021-2026 Annual Rate	1.19%	0.85%	0.77%
2021 Total Daytime Population	2,457	10,844	16,968
Workers	1,997	5,485	6,116
Residents	460	5,359	10,852
<b>Household Summary</b>			
2000 Households	181	2,694	5,596
2000 Average Household Size	3.19	2.67	2.70
2010 Households	274	3,300	7,369
2010 Average Household Size	2.98	2.66	2.65
2021 Households	301	3,620	8,487
2021 Average Household Size	3.00	2.66	2.61
2026 Households	322	3,785	8,863
2026 Average Household Size	2.98	2.66	2.60
2021-2026 Annual Rate	1.36%	0.90%	0.87%
2010 Families	211	2,388	5,263
2010 Average Family Size	3.39	3.11	3.11
2021 Families	227	2,567	5,909
2021 Average Family Size	3.44	3.14	3.08
2026 Families	242	2,672	6,127
2026 Average Family Size	3.43	3.14	3.08
2021-2026 Annual Rate	1.29%	0.81%	0.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	197	2,860	5,897
Owner Occupied Housing Units	78.7%	65.8%	62.7%
Renter Occupied Housing Units	13.2%	28.4%	32.2%
Vacant Housing Units	8.1%	5.8%	5.1%
2010 Housing Units	305	3,544	7,922
Owner Occupied Housing Units	76.7%	64.1%	64.2%
Renter Occupied Housing Units	13.1%	29.1%	28.9%
Vacant Housing Units	10.2%	6.9%	7.0%
2021 Housing Units	334	3,854	9,009
Owner Occupied Housing Units	76.3%	63.6%	63.6%
Renter Occupied Housing Units	13.8%	30.3%	30.6%
Vacant Housing Units	9.9%	6.1%	5.8%
2026 Housing Units	357	4,033	9,421
Owner Occupied Housing Units	77.0%	64.7%	64.3%
Renter Occupied Housing Units	13.2%	29.2%	29.7%
Vacant Housing Units	9.8%	6.1%	5.9%
<b>Median Household Income</b>			
2021	\$79,111	\$58,481	\$66,784
2026	\$91,140	\$64,458	\$75,731
<b>Median Home Value</b>			
2021	\$215,909	\$193,027	\$207,998
2026	\$258,019	\$229,425	\$245,309
<b>Per Capita Income</b>			
2021	\$38,676	\$28,663	\$34,075
2026	\$43,463	\$32,038	\$38,514
<b>Median Age</b>			
2010	39.2	35.2	35.3
2021	41.6	36.4	37.1
2026	41.7	37.0	37.8

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

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



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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2021 Households by Income</b>			
Household Income Base	301	3,620	8,487
<\$15,000	3.0%	13.6%	8.4%
\$15,000 - \$24,999	2.3%	8.4%	9.3%
\$25,000 - \$34,999	4.0%	4.0%	5.7%
\$35,000 - \$49,999	13.6%	15.4%	13.9%
\$50,000 - \$74,999	24.9%	19.9%	17.1%
\$75,000 - \$99,999	10.6%	8.1%	10.5%
\$100,000 - \$149,999	23.3%	22.6%	20.6%
\$150,000 - \$199,999	8.3%	3.7%	7.5%
\$200,000+	10.0%	4.3%	7.0%
Average Household Income	\$106,397	\$76,694	\$89,882
<b>2026 Households by Income</b>			
Household Income Base	322	3,785	8,863
<\$15,000	2.5%	11.9%	7.0%
\$15,000 - \$24,999	1.9%	7.8%	8.2%
\$25,000 - \$34,999	3.4%	3.9%	4.9%
\$35,000 - \$49,999	11.5%	13.5%	12.5%
\$50,000 - \$74,999	23.3%	19.3%	16.9%
\$75,000 - \$99,999	10.9%	8.8%	10.5%
\$100,000 - \$149,999	25.5%	25.3%	22.5%
\$150,000 - \$199,999	9.9%	4.6%	9.2%
\$200,000+	11.5%	4.9%	8.2%
Average Household Income	\$118,577	\$85,498	\$101,233
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	255	2,453	5,731
<\$50,000	1.2%	7.5%	0.9%
\$50,000 - \$99,999	3.1%	6.2%	6.5%
\$100,000 - \$149,999	15.3%	17.8%	14.2%
\$150,000 - \$199,999	24.7%	21.5%	25.2%
\$200,000 - \$249,999	17.3%	21.2%	20.0%
\$250,000 - \$299,999	14.5%	11.7%	12.5%
\$300,000 - \$399,999	12.2%	8.9%	12.4%
\$400,000 - \$499,999	8.2%	2.8%	3.3%
\$500,000 - \$749,999	2.0%	1.9%	3.8%
\$750,000 - \$999,999	0.0%	0.2%	0.9%
\$1,000,000 - \$1,499,999	1.2%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$251,280	\$207,827	\$241,199
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	275	2,609	6,062
<\$50,000	0.4%	3.4%	0.4%
\$50,000 - \$99,999	1.5%	3.2%	3.0%
\$100,000 - \$149,999	8.4%	10.8%	7.9%
\$150,000 - \$199,999	18.5%	17.2%	19.4%
\$200,000 - \$249,999	17.8%	26.0%	21.4%
\$250,000 - \$299,999	19.3%	17.2%	16.3%
\$300,000 - \$399,999	17.5%	14.7%	18.7%
\$400,000 - \$499,999	12.0%	4.1%	5.1%
\$500,000 - \$749,999	2.9%	2.6%	5.9%
\$750,000 - \$999,999	0.0%	0.2%	1.7%
\$1,000,000 - \$1,499,999	1.1%	0.5%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$286,172	\$246,964	\$284,598

**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 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
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Prepared by Esri  
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Age</b>			
Total	894	9,150	19,803
0 - 4	5.7%	7.8%	8.4%
5 - 9	6.4%	7.6%	7.8%
10 - 14	6.7%	7.5%	6.7%
15 - 24	12.3%	14.0%	12.6%
25 - 34	13.3%	12.9%	14.2%
35 - 44	14.0%	13.1%	13.8%
45 - 54	15.7%	15.3%	15.0%
55 - 64	13.9%	11.4%	11.3%
65 - 74	6.7%	6.1%	6.2%
75 - 84	4.1%	3.4%	3.1%
85 +	1.2%	1.0%	1.1%
18 +	77.2%	72.7%	73.6%
<b>2021 Population by Age</b>			
Total	966	9,965	22,471
0 - 4	5.4%	7.0%	7.2%
5 - 9	5.3%	6.9%	7.4%
10 - 14	5.3%	6.6%	7.4%
15 - 24	11.8%	13.0%	11.1%
25 - 34	13.9%	14.9%	13.8%
35 - 44	12.8%	12.1%	13.6%
45 - 54	13.9%	12.3%	12.1%
55 - 64	15.2%	13.4%	12.9%
65 - 74	10.6%	9.0%	9.1%
75 - 84	4.6%	3.7%	4.1%
85 +	1.3%	1.2%	1.2%
18 +	80.7%	75.8%	74.4%
<b>2026 Population by Age</b>			
Total	1,025	10,398	23,352
0 - 4	5.5%	7.1%	7.3%
5 - 9	5.4%	6.9%	7.2%
10 - 14	5.5%	6.6%	7.3%
15 - 24	10.4%	12.2%	12.3%
25 - 34	15.1%	14.5%	11.9%
35 - 44	12.3%	12.6%	14.0%
45 - 54	13.0%	11.5%	12.0%
55 - 64	14.7%	12.6%	11.4%
65 - 74	11.1%	10.1%	10.1%
75 - 84	5.7%	4.6%	5.1%
85 +	1.4%	1.3%	1.4%
18 +	80.7%	75.7%	74.2%
<b>2010 Population by Sex</b>			
Males	453	4,452	9,705
Females	442	4,696	10,100
<b>2021 Population by Sex</b>			
Males	482	4,848	11,088
Females	484	5,119	11,383
<b>2026 Population by Sex</b>			
Males	509	5,052	11,544
Females	516	5,345	11,806

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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	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	895	9,149	19,805
White Alone	96.0%	95.6%	95.3%
Black Alone	1.3%	1.6%	1.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	0.6%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.1%	1.7%	1.7%
Hispanic Origin	0.9%	1.3%	1.4%
Diversity Index	9.5	10.8	11.5
<b>2021 Population by Race/Ethnicity</b>			
Total	965	9,967	22,471
White Alone	94.0%	93.7%	93.2%
Black Alone	2.3%	2.5%	2.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.8%	0.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.6%	2.3%	2.3%
Hispanic Origin	1.6%	2.0%	2.1%
Diversity Index	14.5	15.5	16.7
<b>2026 Population by Race/Ethnicity</b>			
Total	1,025	10,397	23,350
White Alone	92.9%	92.6%	92.0%
Black Alone	2.6%	3.0%	2.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.1%	1.0%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	1.9%	2.7%	2.7%
Hispanic Origin	1.9%	2.4%	2.6%
Diversity Index	16.8	18.2	19.5
<b>2010 Population by Relationship and Household Type</b>			
Total	895	9,148	19,805
In Households	91.2%	95.9%	98.6%
In Family Households	81.5%	83.9%	85.0%
Householder	26.4%	26.3%	27.0%
Spouse	21.8%	18.3%	20.5%
Child	29.8%	34.2%	32.8%
Other relative	1.9%	2.3%	2.4%
Nonrelative	1.6%	2.8%	2.4%
In Nonfamily Households	9.7%	12.1%	13.6%
In Group Quarters	8.8%	4.1%	1.4%
Institutionalized Population	8.8%	2.4%	1.1%
Noninstitutionalized Population	0.0%	1.6%	0.4%

**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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	698	6,637	15,019
Less than 9th Grade	1.3%	3.2%	2.9%
9th - 12th Grade, No Diploma	5.0%	7.1%	6.9%
High School Graduate	25.1%	31.6%	28.9%
GED/Alternative Credential	3.9%	6.6%	4.0%
Some College, No Degree	21.8%	20.7%	20.5%
Associate Degree	8.5%	7.5%	10.6%
Bachelor's Degree	20.6%	14.6%	18.5%
Graduate/Professional Degree	13.9%	8.7%	7.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	812	7,928	17,516
Never Married	22.3%	28.8%	27.7%
Married	57.0%	51.9%	53.0%
Widowed	7.4%	5.8%	6.1%
Divorced	13.3%	13.4%	13.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	519	4,834	12,085
Population 16+ Employed	97.9%	94.1%	97.3%
Population 16+ Unemployment rate	1.9%	5.9%	2.7%
Population 16-24 Employed	11.0%	14.1%	13.4%
Population 16-24 Unemployment rate	5.1%	4.3%	4.4%
Population 25-54 Employed	59.6%	60.2%	62.3%
Population 25-54 Unemployment rate	1.9%	6.8%	3.2%
Population 55-64 Employed	22.2%	19.9%	18.2%
Population 55-64 Unemployment rate	0.9%	5.6%	0.7%
Population 65+ Employed	7.1%	5.8%	6.1%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	508	4,551	11,756
Agriculture/Mining	0.0%	0.2%	0.5%
Construction	4.9%	6.0%	6.8%
Manufacturing	14.6%	15.4%	11.7%
Wholesale Trade	4.3%	2.6%	3.3%
Retail Trade	5.9%	10.4%	11.4%
Transportation/Utilities	3.9%	4.4%	7.2%
Information	1.4%	1.3%	1.9%
Finance/Insurance/Real Estate	8.9%	7.0%	9.0%
Services	50.8%	47.2%	44.4%
Public Administration	5.1%	5.4%	3.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	510	4,549	11,757
White Collar	65.0%	54.7%	61.5%
Management/Business/Financial	14.2%	11.1%	15.8%
Professional	34.3%	22.3%	24.9%
Sales	5.1%	9.6%	8.7%
Administrative Support	11.4%	11.6%	12.2%
Services	14.6%	18.0%	13.9%
Blue Collar	20.9%	27.3%	24.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.5%	5.5%	4.9%
Installation/Maintenance/Repair	3.9%	5.4%	4.4%
Production	5.9%	8.2%	6.5%
Transportation/Material Moving	6.5%	8.1%	8.7%

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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<b>2010 Households by Type</b>			
Total	273	3,299	7,369
Households with 1 Person	18.7%	23.3%	22.6%
Households with 2+ People	81.3%	76.7%	77.4%
Family Households	77.3%	72.4%	71.4%
Husband-wife Families	63.7%	50.5%	54.2%
With Related Children	26.4%	22.7%	25.0%
Other Family (No Spouse Present)	13.9%	21.9%	17.2%
Other Family with Male Householder	4.0%	5.2%	4.9%
With Related Children	2.9%	3.6%	3.3%
Other Family with Female Householder	9.9%	16.6%	12.3%
With Related Children	6.6%	12.5%	8.6%
Nonfamily Households	4.0%	4.3%	6.0%
All Households with Children	36.5%	39.5%	37.5%
Multigenerational Households	3.3%	3.6%	3.4%
Unmarried Partner Households	5.5%	8.0%	7.6%
Male-female	5.1%	7.6%	7.2%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	274	3,298	7,369
1 Person Household	18.6%	23.3%	22.6%
2 Person Household	37.2%	32.3%	34.2%
3 Person Household	17.2%	17.4%	18.1%
4 Person Household	16.4%	15.9%	15.3%
5 Person Household	6.9%	7.2%	6.5%
6 Person Household	2.6%	2.8%	2.4%
7 + Person Household	1.1%	1.1%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	274	3,300	7,369
Owner Occupied	85.4%	68.8%	69.0%
Owned with a Mortgage/Loan	67.5%	49.5%	55.7%
Owned Free and Clear	17.5%	19.2%	13.3%
Renter Occupied	14.6%	31.2%	31.0%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	185	154	162
Percent of Income for Mortgage	11.4%	13.8%	13.1%
Wealth Index	137	74	95
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	305	3,544	7,922
Housing Units Inside Urbanized Area	80.3%	77.6%	78.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	19.7%	22.4%	21.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	895	9,148	19,805
Population Inside Urbanized Area	79.1%	77.7%	78.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	20.9%	22.3%	21.9%

**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)	Down the Road (10D)	Middleburg (4C)
2.	Savvy Suburbanites (1D)	Middleburg (4C)	Bright Young Professionals (8C)
3.	Down the Road (10D)	Metro Fusion (11C)	Green Acres (6A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$722,573	\$6,458,516	\$17,562,715
Average Spent	\$2,400.57	\$1,784.12	\$2,069.37
Spending Potential Index	113	84	98
Education: Total \$	\$592,650	\$4,753,435	\$13,661,465
Average Spent	\$1,968.94	\$1,313.10	\$1,609.69
Spending Potential Index	114	76	93
Entertainment/Recreation: Total \$	\$1,118,739	\$9,834,129	\$26,898,313
Average Spent	\$3,716.74	\$2,716.61	\$3,169.35
Spending Potential Index	115	84	98
Food at Home: Total \$	\$1,826,543	\$16,788,491	\$44,760,116
Average Spent	\$6,068.25	\$4,637.70	\$5,273.96
Spending Potential Index	111	85	97
Food Away from Home: Total \$	\$1,284,612	\$11,618,073	\$31,287,683
Average Spent	\$4,267.81	\$3,209.41	\$3,686.54
Spending Potential Index	112	85	97
Health Care: Total \$	\$2,181,521	\$19,496,848	\$52,539,484
Average Spent	\$7,247.58	\$5,385.87	\$6,190.58
Spending Potential Index	116	86	99
HH Furnishings & Equipment: Total \$	\$801,817	\$6,943,996	\$18,952,715
Average Spent	\$2,663.84	\$1,918.23	\$2,233.15
Spending Potential Index	118	85	99
Personal Care Products & Services: Total \$	\$309,156	\$2,738,939	\$7,465,750
Average Spent	\$1,027.10	\$756.61	\$879.67
Spending Potential Index	114	84	98
Shelter: Total \$	\$6,752,889	\$59,219,272	\$162,781,346
Average Spent	\$22,434.85	\$16,358.91	\$19,180.08
Spending Potential Index	111	81	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$858,965	\$7,386,702	\$20,096,185
Average Spent	\$2,853.70	\$2,040.53	\$2,367.88
Spending Potential Index	119	85	99
Travel: Total \$	\$907,849	\$7,517,853	\$21,028,645
Average Spent	\$3,016.11	\$2,076.75	\$2,477.75
Spending Potential Index	119	82	98
Vehicle Maintenance & Repairs: Total \$	\$382,696	\$3,508,497	\$9,376,594
Average Spent	\$1,271.42	\$969.20	\$1,104.82
Spending Potential Index	115	87	100

**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.





# Business Summary

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

Data for all businesses in area	0 - 1 mile		1 - 3 mile		3 - 5 mile							
Total Businesses:	106		380		310							
Total Employees:	2,285		5,931		3,971							
Total Residential Population:	966		9,966		22,470							
Employee/Residential Population Ratio (per 100 Residents)	237		60		18							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.9%	12	0.5%	8	2.1%	50	0.8%	23	7.4%	220	5.5%
Construction	6	5.7%	119	5.2%	25	6.6%	196	3.3%	39	12.6%	226	5.7%
Manufacturing	6	5.7%	103	4.5%	26	6.8%	797	13.4%	18	5.8%	784	19.7%
Transportation	1	0.9%	15	0.7%	15	3.9%	203	3.4%	8	2.6%	90	2.3%
Communication	0	0.0%	0	0.0%	0	0.0%	7	0.1%	1	0.3%	23	0.6%
Utility	0	0.0%	0	0.0%	2	0.5%	14	0.2%	0	0.0%	2	0.1%
Wholesale Trade	2	1.9%	40	1.8%	13	3.4%	265	4.5%	8	2.6%	85	2.1%
Retail Trade Summary	11	10.4%	120	5.3%	53	13.9%	378	6.4%	42	13.5%	330	8.3%
Home Improvement	0	0.0%	2	0.1%	5	1.3%	22	0.4%	3	1.0%	6	0.2%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.8%	17	0.3%	2	0.6%	13	0.3%
Food Stores	1	0.9%	10	0.4%	5	1.3%	46	0.8%	5	1.6%	47	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.8%	17	0.7%	8	2.1%	39	0.7%	9	2.9%	78	2.0%
Apparel & Accessory Stores	1	0.9%	1	0.0%	0	0.0%	1	0.0%	1	0.3%	6	0.2%
Furniture & Home Furnishings	0	0.0%	0	0.0%	5	1.3%	40	0.7%	4	1.3%	25	0.6%
Eating & Drinking Places	4	3.8%	84	3.7%	11	2.9%	168	2.8%	9	2.9%	136	3.4%
Miscellaneous Retail	2	1.9%	6	0.3%	15	3.9%	44	0.7%	9	2.9%	19	0.5%
Finance, Insurance, Real Estate Summary	3	2.8%	14	0.6%	29	7.6%	152	2.6%	25	8.1%	241	6.1%
Banks, Savings & Lending Institutions	1	0.9%	4	0.2%	8	2.1%	40	0.7%	5	1.6%	39	1.0%
Securities Brokers	0	0.0%	0	0.0%	4	1.1%	13	0.2%	0	0.0%	1	0.0%
Insurance Carriers & Agents	2	1.9%	7	0.3%	8	2.1%	53	0.9%	5	1.6%	145	3.7%
Real Estate, Holding, Other Investment Offices	1	0.9%	2	0.1%	9	2.4%	47	0.8%	15	4.8%	57	1.4%
Services Summary	39	36.8%	965	42.2%	129	33.9%	2,448	41.3%	101	32.6%	1,577	39.7%
Hotels & Lodging	1	0.9%	7	0.3%	3	0.8%	17	0.3%	0	0.0%	1	0.0%
Automotive Services	2	1.9%	8	0.4%	12	3.2%	31	0.5%	9	2.9%	41	1.0%
Motion Pictures & Amusements	3	2.8%	14	0.6%	9	2.4%	82	1.4%	9	2.9%	85	2.1%
Health Services	15	14.2%	805	35.2%	15	3.9%	590	9.9%	14	4.5%	277	7.0%
Legal Services	2	1.9%	5	0.2%	12	3.2%	45	0.8%	1	0.3%	5	0.1%
Education Institutions & Libraries	3	2.8%	42	1.8%	15	3.9%	978	16.5%	9	2.9%	473	11.9%
Other Services	13	12.3%	85	3.7%	64	16.8%	706	11.9%	59	19.0%	696	17.5%
Government	28	26.4%	884	38.7%	55	14.5%	1,373	23.1%	19	6.1%	380	9.6%
Unclassified Establishments	8	7.5%	12	0.5%	25	6.6%	49	0.8%	23	7.4%	12	0.3%
Totals	106	100.0%	2,285	100.0%	380	100.0%	5,931	100.0%	310	100.0%	3,971	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

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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%	1	0.0%	2	0.5%	3	0.1%	1	0.3%	4	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	0.4%
Utilities	0	0.0%	0	0.0%	1	0.3%	11	0.2%	0	0.0%	1	0.0%
Construction	7	6.6%	120	5.3%	25	6.6%	197	3.3%	44	14.2%	251	6.3%
Manufacturing	7	6.6%	106	4.6%	28	7.4%	822	13.9%	19	6.1%	787	19.8%
Wholesale Trade	2	1.9%	40	1.8%	12	3.2%	147	2.5%	8	2.6%	70	1.8%
Retail Trade	7	6.6%	36	1.6%	39	10.3%	178	3.0%	31	10.0%	182	4.6%
Motor Vehicle & Parts Dealers	2	1.9%	11	0.5%	4	1.1%	19	0.3%	8	2.6%	72	1.8%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	2	0.5%	10	0.2%	1	0.3%	11	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.3%	9	0.2%	2	0.6%	12	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	2	0.1%	5	1.3%	22	0.4%	3	1.0%	6	0.2%
Food & Beverage Stores	1	0.9%	10	0.4%	4	1.1%	36	0.6%	4	1.3%	37	0.9%
Health & Personal Care Stores	1	0.9%	5	0.2%	1	0.3%	7	0.1%	1	0.3%	4	0.1%
Gasoline Stations	1	0.9%	6	0.3%	4	1.1%	21	0.4%	1	0.3%	5	0.1%
Clothing & Clothing Accessories Stores	1	0.9%	1	0.0%	0	0.0%	1	0.0%	1	0.3%	7	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.3%	6	0.1%	1	0.3%	3	0.1%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.8%	17	0.3%	2	0.6%	13	0.3%
Miscellaneous Store Retailers	1	0.9%	2	0.1%	6	1.6%	22	0.4%	3	1.0%	11	0.3%
Nonstore Retailers	0	0.0%	0	0.0%	7	1.8%	9	0.2%	3	1.0%	0	0.0%
Transportation & Warehousing	1	0.9%	15	0.7%	15	3.9%	202	3.4%	6	1.9%	86	2.2%
Information	1	0.9%	9	0.4%	4	1.1%	209	3.5%	4	1.3%	41	1.0%
Finance & Insurance	3	2.8%	12	0.5%	20	5.3%	105	1.8%	11	3.5%	184	4.6%
Central Bank/Credit Intermediation & Related Activities	1	0.9%	4	0.2%	8	2.1%	40	0.7%	5	1.6%	39	1.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	1.1%	13	0.2%	0	0.0%	1	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.9%	7	0.3%	8	2.1%	53	0.9%	5	1.6%	145	3.7%
Real Estate, Rental & Leasing	1	0.9%	3	0.1%	14	3.7%	82	1.4%	17	5.5%	52	1.3%
Professional, Scientific & Tech Services	3	2.8%	11	0.5%	33	8.7%	503	8.5%	23	7.4%	296	7.5%
Legal Services	2	1.9%	5	0.2%	12	3.2%	45	0.8%	1	0.3%	5	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	0.9%	8	0.4%	11	2.9%	104	1.8%	18	5.8%	189	4.8%
Educational Services	3	2.8%	42	1.8%	13	3.4%	787	13.3%	8	2.6%	469	11.8%
Health Care & Social Assistance	18	17.0%	857	37.5%	20	5.3%	722	12.2%	21	6.8%	500	12.6%
Arts, Entertainment & Recreation	3	2.8%	14	0.6%	8	2.1%	80	1.3%	8	2.6%	77	1.9%
Accommodation & Food Services	5	4.7%	91	4.0%	15	3.9%	194	3.3%	10	3.2%	145	3.7%
Accommodation	1	0.9%	7	0.3%	3	0.8%	17	0.3%	0	0.0%	1	0.0%
Food Services & Drinking Places	4	3.8%	84	3.7%	12	3.2%	178	3.0%	10	3.2%	144	3.6%
Other Services (except Public Administration)	8	7.5%	24	1.1%	40	10.5%	163	2.7%	38	12.3%	231	5.8%
Automotive Repair & Maintenance	1	0.9%	7	0.3%	9	2.4%	21	0.4%	8	2.6%	37	0.9%
Public Administration	28	26.4%	884	38.7%	55	14.5%	1,373	23.1%	19	6.1%	380	9.6%
Unclassified Establishments	8	7.5%	12	0.5%	25	6.6%	49	0.8%	23	7.4%	12	0.3%
<b>Total</b>	<b>106</b>	<b>100.0%</b>	<b>2,285</b>	<b>100.0%</b>	<b>380</b>	<b>100.0%</b>	<b>5,931</b>	<b>100.0%</b>	<b>310</b>	<b>100.0%</b>	<b>3,971</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 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

Demographic Summary		2021	2026
Population		966	1,025
Population 18+		780	827
Households		301	322
Median Household Income		\$79,111	\$91,140

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	398	51.0%	104
Bought any women's clothing in last 12 months	369	47.3%	105
Bought any shoes in last 12 months	432	55.4%	104
Bought costume jewelry in last 12 months	137	17.6%	109
Bought any fine jewelry in last 12 months	146	18.7%	102
Bought a watch in last 12 months	112	14.4%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	279	92.7%	107
HH bought/leased new vehicle last 12 months	30	10.0%	110
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	717	91.9%	108
Bought/changed motor oil in last 12 months	384	49.2%	108
Had tune-up in last 12 months	207	26.5%	110
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	562	72.1%	101
Drank non-diet (regular) in last 6 months	295	37.8%	90
Drank beer/ale in last 6 months	352	45.1%	109
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	67	8.6%	107
Own digital SLR camera/camcorder	71	9.1%	114
Printed digital photos in last 12 months	207	26.5%	120
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	262	33.6%	104
Have a smartphone	716	91.8%	103
Have a smartphone: Android phone (any brand)	307	39.4%	97
Have a smartphone: Apple iPhone	405	51.9%	108
Number of cell phones in household: 1	63	20.9%	69
Number of cell phones in household: 2	125	41.5%	109
Number of cell phones in household: 3+	110	36.5%	123
HH has cell phone only (no landline telephone)	186	61.8%	96
<b>Computers (Households)</b>			
HH owns a computer	246	81.7%	109
HH owns desktop computer	123	40.9%	117
HH owns laptop/notebook	196	65.1%	111
HH owns any Apple/Mac brand computer	67	22.3%	111
HH owns any PC/non-Apple brand computer	202	67.1%	110
HH purchased most recent computer in a store	118	39.2%	112
HH purchased most recent computer online	51	16.9%	107
HH spent \$1-\$499 on most recent home computer	43	14.3%	100
HH spent \$500-\$999 on most recent home computer	59	19.6%	118
HH spent \$1,000-\$1,499 on most recent home computer	35	11.6%	113
HH spent \$1,500-\$1,999 on most recent home computer	17	5.6%	114
HH spent \$2,000+ on most recent home computer	15	5.0%	113

**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 & Bauer Road  
 Bauer Rd, 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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	517	66.3%	108
Bought brewed coffee at convenience store in last 30 days	115	14.7%	117
Bought cigarettes at convenience store in last 30 days	71	9.1%	100
Bought gas at convenience store in last 30 days	334	42.8%	117
Spent at convenience store in last 30 days: \$1-19	61	7.8%	112
Spent at convenience store in last 30 days: \$20-\$39	76	9.7%	104
Spent at convenience store in last 30 days: \$40-\$50	68	8.7%	108
Spent at convenience store in last 30 days: \$51-\$99	44	5.6%	102
Spent at convenience store in last 30 days: \$100+	190	24.4%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	481	61.7%	104
Went to live theater in last 12 months	97	12.4%	101
Went to a bar/night club in last 12 months	153	19.6%	111
Dined out in last 12 months	450	57.7%	113
Gambled at a casino in last 12 months	99	12.7%	96
Visited a theme park in last 12 months	158	20.3%	109
Viewed movie (video-on-demand) in last 30 days	148	19.0%	127
Viewed TV show (video-on-demand) in last 30 days	101	12.9%	127
Watched any pay-per-view TV in last 12 months	72	9.2%	124
Downloaded a movie over the Internet in last 30 days	75	9.6%	102
Downloaded any individual song in last 6 months	152	19.5%	105
Used internet to watch a movie online in the last 30 days	248	31.8%	98
Used internet to watch a TV program online in last 30 days	173	22.2%	105
Played a video/electronic game (console) in last 12 months	72	9.2%	97
Played a video/electronic game (portable) in last 12 months	37	4.7%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	335	42.9%	132
Used ATM/cash machine in last 12 months	456	58.5%	108
Own any stock	73	9.4%	113
Own U.S. savings bond	48	6.2%	126
Own shares in mutual fund (stock)	76	9.7%	121
Own shares in mutual fund (bonds)	49	6.3%	121
Have interest checking account	284	36.4%	122
Have non-interest checking account	243	31.2%	101
Have savings account	523	67.1%	113
Have 401K retirement savings plan	158	20.3%	116
Own/used any credit/debit card in last 12 months	673	86.3%	104
Avg monthly credit card expenditures: \$1-110	87	11.2%	98
Avg monthly credit card expenditures: \$111-\$225	63	8.1%	111
Avg monthly credit card expenditures: \$226-\$450	60	7.7%	105
Avg monthly credit card expenditures: \$451-\$700	57	7.3%	107
Avg monthly credit card expenditures: \$701-\$1,000	58	7.4%	117
Avg monthly credit card expenditures: \$1001-2000	69	8.8%	111
Avg monthly credit card expenditures: \$2001+	64	8.2%	120
Did banking online in last 12 months	394	50.5%	117
Did banking on mobile device in last 12 months	280	35.9%	112
Paid bills online in last 12 months	479	61.4%	112

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

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



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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	222	73.8%	108
HH used bread in last 6 months	284	94.4%	101
HH used chicken (fresh or frozen) in last 6 months	210	69.8%	105
HH used turkey (fresh or frozen) in last 6 months	45	15.0%	107
HH used fish/seafood (fresh or frozen) in last 6 months	169	56.1%	102
HH used fresh fruit/vegetables in last 6 months	261	86.7%	103
HH used fresh milk in last 6 months	262	87.0%	105
HH used organic food in last 6 months	70	23.3%	97
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	264	33.8%	113
Exercise at club 2+ times per week	136	17.4%	121
Visited a doctor in last 12 months	630	80.8%	105
Used vitamin/dietary supplement in last 6 months	435	55.8%	102
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	106	35.2%	123
HH used any maid/professional cleaning service in last 12 months	50	16.6%	108
HH purchased low ticket HH furnishings in last 12 months	60	19.9%	111
HH purchased big ticket HH furnishings in last 12 months	77	25.6%	111
HH bought any small kitchen appliance in last 12 months	75	24.9%	106
HH bought any large kitchen appliance in last 12 months	54	17.9%	134
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	390	50.0%	113
Carry medical/hospital/accident insurance	626	80.3%	107
Carry homeowner/personal property insurance	476	61.0%	125
Carry renter's insurance	61	7.8%	85
HH has auto insurance: 1 vehicle in household covered	71	23.6%	81
HH has auto insurance: 2 vehicles in household covered	101	33.6%	121
HH has auto insurance: 3+ vehicles in household covered	94	31.2%	136
<b>Pets (Households)</b>			
Household owns any pet	187	62.1%	117
Household owns any cat	78	25.9%	112
Household owns any dog	148	49.2%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	311	39.9%	110
Usually buy items on credit rather than wait	105	13.5%	99
Usually buy based on quality - not price	141	18.1%	96
Price is usually more important than brand name	222	28.5%	98
Usually use coupons for brands I buy often	122	15.6%	100
Am interested in how to help the environment	156	20.0%	96
Usually pay more for environ safe product	107	13.7%	91
Usually value green products over convenience	80	10.3%	88
Likely to buy a brand that supports a charity	282	36.2%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	122	15.6%	110
Bought hardcover book in last 12 months	179	22.9%	111
Bought paperback book in last 12 month	241	30.9%	109
Read any daily newspaper (paper version)	116	14.9%	101
Read any digital newspaper in last 30 days	358	45.9%	103
Read any magazine (paper/electronic version) in last 6 months	709	90.9%	101

**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 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	604	77.4%	107
Went to family restaurant/steak house: 4+ times a month	227	29.1%	118
Went to fast food/drive-in restaurant in last 6 months	717	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	321	41.2%	108
Fast food restaurant last 6 months: eat in	275	35.3%	109
Fast food restaurant last 6 months: home delivery	72	9.2%	104
Fast food restaurant last 6 months: take-out/drive-thru	416	53.3%	111
Fast food restaurant last 6 months: take-out/walk-in	176	22.6%	110
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	440	56.4%	110
Own any e-reader	104	13.3%	130
Own e-reader/tablet: iPad	275	35.3%	115
HH has Internet connectable TV	127	42.2%	116
Own any portable MP3 player	118	15.1%	104
HH owns 1 TV	44	14.6%	69
HH owns 2 TVs	79	26.2%	99
HH owns 3 TVs	71	23.6%	112
HH owns 4+ TVs	72	23.9%	136
HH subscribes to cable TV	129	42.9%	108
HH subscribes to fiber optic	21	7.0%	120
HH owns portable GPS navigation device	69	22.9%	119
HH purchased video game system in last 12 months	24	8.0%	97
HH owns any Internet video device for TV	118	39.2%	117
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	476	61.0%	114
Took 3+ domestic non-business trips in last 12 months	116	14.9%	117
Spent on domestic vacations in last 12 months: \$1-999	89	11.4%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	58	7.4%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31	4.0%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	47	6.0%	139
Spent on domestic vacations in last 12 months: \$3,000+	72	9.2%	130
Domestic travel in last 12 months: used general travel website	55	7.1%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	250	32.1%	105
Took 3+ foreign trips by plane in last 3 years	52	6.7%	100
Spent on foreign vacations in last 12 months: \$1-999	44	5.6%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	28	3.6%	80
Spent on foreign vacations in last 12 months: \$3,000+	64	8.2%	115
Foreign travel in last 3 years: used general travel website	51	6.5%	104
Nights spent in hotel/motel in last 12 months: any	420	53.8%	116
Took cruise of more than one day in last 3 years	92	11.8%	121
Member of any frequent flyer program	184	23.6%	115
Member of any hotel rewards program	205	26.3%	123

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# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

Demographic Summary		2021	2026
Population		9,966	10,397
Population 18+		7,551	7,872
Households		3,620	3,785
Median Household Income		\$58,481	\$64,458

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	3,613	47.8%	98
Bought any women's clothing in last 12 months	3,425	45.4%	100
Bought any shoes in last 12 months	3,900	51.6%	97
Bought costume jewelry in last 12 months	1,184	15.7%	98
Bought any fine jewelry in last 12 months	1,320	17.5%	95
Bought a watch in last 12 months	1,086	14.4%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,207	88.6%	103
HH bought/leased new vehicle last 12 months	302	8.3%	92
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,655	88.1%	103
Bought/changed motor oil in last 12 months	3,731	49.4%	109
Had tune-up in last 12 months	1,766	23.4%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,457	72.3%	102
Drank non-diet (regular) in last 6 months	3,444	45.6%	108
Drank beer/ale in last 6 months	3,183	42.2%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	474	6.3%	78
Own digital SLR camera/camcorder	485	6.4%	81
Printed digital photos in last 12 months	1,570	20.8%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,482	32.9%	102
Have a smartphone	6,788	89.9%	101
Have a smartphone: Android phone (any brand)	3,532	46.8%	115
Have a smartphone: Apple iPhone	3,167	41.9%	87
Number of cell phones in household: 1	1,013	28.0%	93
Number of cell phones in household: 2	1,353	37.4%	98
Number of cell phones in household: 3+	1,201	33.2%	112
HH has cell phone only (no landline telephone)	2,463	68.0%	106
<b>Computers (Households)</b>			
HH owns a computer	2,616	72.3%	97
HH owns desktop computer	1,269	35.1%	101
HH owns laptop/notebook	2,044	56.5%	96
HH owns any Apple/Mac brand computer	563	15.6%	77
HH owns any PC/non-Apple brand computer	2,226	61.5%	101
HH purchased most recent computer in a store	1,251	34.6%	99
HH purchased most recent computer online	486	13.4%	85
HH spent \$1-\$499 on most recent home computer	601	16.6%	116
HH spent \$500-\$999 on most recent home computer	592	16.4%	99
HH spent \$1,000-\$1,499 on most recent home computer	319	8.8%	86
HH spent \$1,500-\$1,999 on most recent home computer	146	4.0%	81
HH spent \$2,000+ on most recent home computer	123	3.4%	77

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# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	4,953	65.6%	107
Bought brewed coffee at convenience store in last 30 days	1,033	13.7%	109
Bought cigarettes at convenience store in last 30 days	923	12.2%	134
Bought gas at convenience store in last 30 days	3,147	41.7%	113
Spent at convenience store in last 30 days: \$1-19	408	5.4%	78
Spent at convenience store in last 30 days: \$20-\$39	635	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	645	8.5%	105
Spent at convenience store in last 30 days: \$51-\$99	534	7.1%	127
Spent at convenience store in last 30 days: \$100+	1,877	24.9%	113
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,111	54.4%	92
Went to live theater in last 12 months	680	9.0%	73
Went to a bar/night club in last 12 months	1,192	15.8%	89
Dined out in last 12 months	3,660	48.5%	95
Gambled at a casino in last 12 months	888	11.8%	89
Visited a theme park in last 12 months	1,319	17.5%	94
Viewed movie (video-on-demand) in last 30 days	1,073	14.2%	95
Viewed TV show (video-on-demand) in last 30 days	759	10.1%	99
Watched any pay-per-view TV in last 12 months	501	6.6%	89
Downloaded a movie over the Internet in last 30 days	653	8.6%	92
Downloaded any individual song in last 6 months	1,305	17.3%	93
Used internet to watch a movie online in the last 30 days	2,417	32.0%	99
Used internet to watch a TV program online in last 30 days	1,476	19.5%	92
Played a video/electronic game (console) in last 12 months	667	8.8%	93
Played a video/electronic game (portable) in last 12 months	294	3.9%	80
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,301	30.5%	93
Used ATM/cash machine in last 12 months	3,756	49.7%	92
Own any stock	462	6.1%	74
Own U.S. savings bond	366	4.8%	99
Own shares in mutual fund (stock)	464	6.1%	76
Own shares in mutual fund (bonds)	348	4.6%	88
Have interest checking account	2,219	29.4%	98
Have non-interest checking account	2,289	30.3%	99
Have savings account	4,254	56.3%	95
Have 401K retirement savings plan	1,180	15.6%	89
Own/used any credit/debit card in last 12 months	5,986	79.3%	96
Avg monthly credit card expenditures: \$1-110	803	10.6%	94
Avg monthly credit card expenditures: \$111-\$225	536	7.1%	97
Avg monthly credit card expenditures: \$226-\$450	523	6.9%	94
Avg monthly credit card expenditures: \$451-\$700	528	7.0%	102
Avg monthly credit card expenditures: \$701-\$1,000	421	5.6%	88
Avg monthly credit card expenditures: \$1001-2000	554	7.3%	92
Avg monthly credit card expenditures: \$2001+	368	4.9%	71
Did banking online in last 12 months	3,111	41.2%	96
Did banking on mobile device in last 12 months	2,385	31.6%	98
Paid bills online in last 12 months	3,995	52.9%	97

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



# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	2,614	72.2%	106
HH used bread in last 6 months	3,379	93.3%	100
HH used chicken (fresh or frozen) in last 6 months	2,463	68.0%	102
HH used turkey (fresh or frozen) in last 6 months	523	14.4%	103
HH used fish/seafood (fresh or frozen) in last 6 months	1,997	55.2%	100
HH used fresh fruit/vegetables in last 6 months	3,009	83.1%	99
HH used fresh milk in last 6 months	3,057	84.4%	102
HH used organic food in last 6 months	737	20.4%	85
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,248	29.8%	99
Exercise at club 2+ times per week	892	11.8%	82
Visited a doctor in last 12 months	5,565	73.7%	96
Used vitamin/dietary supplement in last 6 months	3,949	52.3%	96
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	1,060	29.3%	102
HH used any maid/professional cleaning service in last 12 months	452	12.5%	81
HH purchased low ticket HH furnishings in last 12 months	648	17.9%	100
HH purchased big ticket HH furnishings in last 12 months	851	23.5%	102
HH bought any small kitchen appliance in last 12 months	806	22.3%	95
HH bought any large kitchen appliance in last 12 months	499	13.8%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,212	42.5%	96
Carry medical/hospital/accident insurance	5,435	72.0%	96
Carry homeowner/personal property insurance	3,496	46.3%	95
Carry renter's insurance	676	9.0%	97
HH has auto insurance: 1 vehicle in household covered	1,022	28.2%	97
HH has auto insurance: 2 vehicles in household covered	992	27.4%	99
HH has auto insurance: 3+ vehicles in household covered	928	25.6%	112
<b>Pets (Households)</b>			
Household owns any pet	2,114	58.4%	110
Household owns any cat	927	25.6%	111
Household owns any dog	1,649	45.6%	113
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,986	39.5%	109
Usually buy items on credit rather than wait	917	12.1%	89
Usually buy based on quality - not price	1,414	18.7%	100
Price is usually more important than brand name	2,260	29.9%	103
Usually use coupons for brands I buy often	1,200	15.9%	101
Am interested in how to help the environment	1,452	19.2%	92
Usually pay more for environ safe product	1,028	13.6%	91
Usually value green products over convenience	875	11.6%	100
Likely to buy a brand that supports a charity	2,665	35.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	870	11.5%	81
Bought hardcover book in last 12 months	1,399	18.5%	89
Bought paperback book in last 12 month	1,920	25.4%	90
Read any daily newspaper (paper version)	961	12.7%	87
Read any digital newspaper in last 30 days	2,817	37.3%	83
Read any magazine (paper/electronic version) in last 6 months	6,544	86.7%	96

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# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 1 - 3 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	5,626	74.5%	103
Went to family restaurant/steak house: 4+ times a month	2,119	28.1%	114
Went to fast food/drive-in restaurant in last 6 months	6,850	90.7%	101
Went to fast food/drive-in restaurant 9+ times/month	3,107	41.1%	108
Fast food restaurant last 6 months: eat in	2,510	33.2%	102
Fast food restaurant last 6 months: home delivery	663	8.8%	99
Fast food restaurant last 6 months: take-out/drive-thru	3,788	50.2%	105
Fast food restaurant last 6 months: take-out/walk-in	1,392	18.4%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,696	48.9%	96
Own any e-reader	657	8.7%	85
Own e-reader/tablet: iPad	2,036	27.0%	88
HH has Internet connectable TV	1,306	36.1%	99
Own any portable MP3 player	1,050	13.9%	96
HH owns 1 TV	660	18.2%	86
HH owns 2 TVs	947	26.2%	99
HH owns 3 TVs	792	21.9%	104
HH owns 4+ TVs	669	18.5%	105
HH subscribes to cable TV	1,388	38.3%	96
HH subscribes to fiber optic	144	4.0%	68
HH owns portable GPS navigation device	721	19.9%	103
HH purchased video game system in last 12 months	272	7.5%	91
HH owns any Internet video device for TV	1,169	32.3%	97
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	3,756	49.7%	93
Took 3+ domestic non-business trips in last 12 months	860	11.4%	90
Spent on domestic vacations in last 12 months: \$1-999	814	10.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	424	5.6%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	264	3.5%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	334	4.4%	102
Spent on domestic vacations in last 12 months: \$3,000+	435	5.8%	81
Domestic travel in last 12 months: used general travel website	370	4.9%	73
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,874	24.8%	81
Took 3+ foreign trips by plane in last 3 years	357	4.7%	71
Spent on foreign vacations in last 12 months: \$1-999	335	4.4%	82
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	235	3.1%	69
Spent on foreign vacations in last 12 months: \$3,000+	394	5.2%	73
Foreign travel in last 3 years: used general travel website	310	4.1%	65
Nights spent in hotel/motel in last 12 months: any	3,326	44.0%	95
Took cruise of more than one day in last 3 years	721	9.5%	98
Member of any frequent flyer program	1,177	15.6%	76
Member of any hotel rewards program	1,377	18.2%	85

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# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

Demographic Summary	2021	2026
Population	22,470	23,350
Population 18+	16,721	17,332
Households	8,487	8,863
Median Household Income	\$66,784	\$75,731

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	8,547	51.1%	104
Bought any women's clothing in last 12 months	7,701	46.1%	102
Bought any shoes in last 12 months	8,957	53.6%	100
Bought costume jewelry in last 12 months	2,708	16.2%	101
Bought any fine jewelry in last 12 months	2,941	17.6%	96
Bought a watch in last 12 months	2,399	14.3%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,717	90.9%	105
HH bought/leased new vehicle last 12 months	848	10.0%	110
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,065	90.1%	105
Bought/changed motor oil in last 12 months	8,171	48.9%	108
Had tune-up in last 12 months	4,033	24.1%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,682	69.9%	98
Drank non-diet (regular) in last 6 months	6,888	41.2%	98
Drank beer/ale in last 6 months	7,062	42.2%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,522	9.1%	113
Own digital SLR camera/camcorder	1,400	8.4%	105
Printed digital photos in last 12 months	4,056	24.3%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,600	33.5%	104
Have a smartphone	15,175	90.8%	101
Have a smartphone: Android phone (any brand)	6,945	41.5%	102
Have a smartphone: Apple iPhone	8,116	48.5%	101
Number of cell phones in household: 1	2,199	25.9%	86
Number of cell phones in household: 2	3,418	40.3%	106
Number of cell phones in household: 3+	2,719	32.0%	108
HH has cell phone only (no landline telephone)	5,466	64.4%	100
<b>Computers (Households)</b>			
HH owns a computer	6,741	79.4%	106
HH owns desktop computer	3,116	36.7%	105
HH owns laptop/notebook	5,380	63.4%	108
HH owns any Apple/Mac brand computer	1,689	19.9%	99
HH owns any PC/non-Apple brand computer	5,574	65.7%	108
HH purchased most recent computer in a store	3,230	38.1%	109
HH purchased most recent computer online	1,392	16.4%	104
HH spent \$1-\$499 on most recent home computer	1,368	16.1%	113
HH spent \$500-\$999 on most recent home computer	1,571	18.5%	112
HH spent \$1,000-\$1,499 on most recent home computer	910	10.7%	104
HH spent \$1,500-\$1,999 on most recent home computer	415	4.9%	99
HH spent \$2,000+ on most recent home computer	348	4.1%	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 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	10,986	65.7%	107
Bought brewed coffee at convenience store in last 30 days	2,284	13.7%	109
Bought cigarettes at convenience store in last 30 days	1,655	9.9%	108
Bought gas at convenience store in last 30 days	7,080	42.3%	115
Spent at convenience store in last 30 days: \$1-19	1,172	7.0%	101
Spent at convenience store in last 30 days: \$20-\$39	1,574	9.4%	101
Spent at convenience store in last 30 days: \$40-\$50	1,447	8.7%	107
Spent at convenience store in last 30 days: \$51-\$99	909	5.4%	98
Spent at convenience store in last 30 days: \$100+	4,194	25.1%	114
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	9,999	59.8%	101
Went to live theater in last 12 months	2,048	12.2%	99
Went to a bar/night club in last 12 months	3,275	19.6%	111
Dined out in last 12 months	9,194	55.0%	108
Gambled at a casino in last 12 months	2,154	12.9%	97
Visited a theme park in last 12 months	2,930	17.5%	95
Viewed movie (video-on-demand) in last 30 days	2,658	15.9%	106
Viewed TV show (video-on-demand) in last 30 days	1,830	10.9%	108
Watched any pay-per-view TV in last 12 months	1,344	8.0%	108
Downloaded a movie over the Internet in last 30 days	1,490	8.9%	95
Downloaded any individual song in last 6 months	3,183	19.0%	103
Used internet to watch a movie online in the last 30 days	5,198	31.1%	96
Used internet to watch a TV program online in last 30 days	3,507	21.0%	99
Played a video/electronic game (console) in last 12 months	1,654	9.9%	104
Played a video/electronic game (portable) in last 12 months	806	4.8%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,371	38.1%	117
Used ATM/cash machine in last 12 months	9,352	55.9%	104
Own any stock	1,357	8.1%	98
Own U.S. savings bond	945	5.7%	116
Own shares in mutual fund (stock)	1,418	8.5%	105
Own shares in mutual fund (bonds)	934	5.6%	107
Have interest checking account	5,672	33.9%	113
Have non-interest checking account	5,321	31.8%	104
Have savings account	10,816	64.7%	109
Have 401K retirement savings plan	3,228	19.3%	110
Own/used any credit/debit card in last 12 months	14,150	84.6%	102
Avg monthly credit card expenditures: \$1-110	2,041	12.2%	108
Avg monthly credit card expenditures: \$111-\$225	1,316	7.9%	108
Avg monthly credit card expenditures: \$226-\$450	1,224	7.3%	100
Avg monthly credit card expenditures: \$451-\$700	1,139	6.8%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,091	6.5%	103
Avg monthly credit card expenditures: \$1001-2000	1,334	8.0%	100
Avg monthly credit card expenditures: \$2001+	1,088	6.5%	95
Did banking online in last 12 months	7,897	47.2%	109
Did banking on mobile device in last 12 months	5,815	34.8%	108
Paid bills online in last 12 months	9,739	58.2%	106

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



# Retail Market Potential

SR 32 & Bauer Road  
 Bauer Rd, Batavia, Ohio, 45103  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 39.08329  
 Longitude: -84.15028

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	5,987	70.5%	104
HH used bread in last 6 months	7,978	94.0%	100
HH used chicken (fresh or frozen) in last 6 months	5,773	68.0%	102
HH used turkey (fresh or frozen) in last 6 months	1,240	14.6%	105
HH used fish/seafood (fresh or frozen) in last 6 months	4,586	54.0%	98
HH used fresh fruit/vegetables in last 6 months	7,255	85.5%	101
HH used fresh milk in last 6 months	7,213	85.0%	102
HH used organic food in last 6 months	1,893	22.3%	93
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,141	30.7%	103
Exercise at club 2+ times per week	2,503	15.0%	104
Visited a doctor in last 12 months	13,276	79.4%	103
Used vitamin/dietary supplement in last 6 months	9,238	55.2%	101
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,694	31.7%	111
HH used any maid/professional cleaning service in last 12 months	1,196	14.1%	92
HH purchased low ticket HH furnishings in last 12 months	1,562	18.4%	102
HH purchased big ticket HH furnishings in last 12 months	2,050	24.2%	105
HH bought any small kitchen appliance in last 12 months	2,025	23.9%	102
HH bought any large kitchen appliance in last 12 months	1,230	14.5%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,345	49.9%	113
Carry medical/hospital/accident insurance	13,225	79.1%	105
Carry homeowner/personal property insurance	9,522	56.9%	117
Carry renter's insurance	1,508	9.0%	98
HH has auto insurance: 1 vehicle in household covered	2,173	25.6%	88
HH has auto insurance: 2 vehicles in household covered	2,637	31.1%	112
HH has auto insurance: 3+ vehicles in household covered	2,393	28.2%	123
<b>Pets (Households)</b>			
Household owns any pet	5,083	59.9%	113
Household owns any cat	2,321	27.3%	119
Household owns any dog	3,918	46.2%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,620	39.6%	109
Usually buy items on credit rather than wait	2,134	12.8%	94
Usually buy based on quality - not price	2,902	17.4%	92
Price is usually more important than brand name	5,038	30.1%	103
Usually use coupons for brands I buy often	2,498	14.9%	95
Am interested in how to help the environment	3,028	18.1%	87
Usually pay more for environ safe product	2,318	13.9%	92
Usually value green products over convenience	1,648	9.9%	85
Likely to buy a brand that supports a charity	5,850	35.0%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,412	14.4%	101
Bought hardcover book in last 12 months	3,531	21.1%	102
Bought paperback book in last 12 month	4,950	29.6%	105
Read any daily newspaper (paper version)	2,255	13.5%	92
Read any digital newspaper in last 30 days	7,510	44.9%	100
Read any magazine (paper/electronic version) in last 6 months	15,175	90.8%	101

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# Retail Market Potential

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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	12,734	76.2%	105
Went to family restaurant/steak house: 4+ times a month	4,521	27.0%	109
Went to fast food/drive-in restaurant in last 6 months	15,296	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	6,771	40.5%	106
Fast food restaurant last 6 months: eat in	5,766	34.5%	106
Fast food restaurant last 6 months: home delivery	1,399	8.4%	94
Fast food restaurant last 6 months: take-out/drive-thru	8,878	53.1%	111
Fast food restaurant last 6 months: take-out/walk-in	3,480	20.8%	101
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	9,041	54.1%	106
Own any e-reader	1,866	11.2%	109
Own e-reader/tablet: iPad	5,300	31.7%	103
HH has Internet connectable TV	3,371	39.7%	109
Own any portable MP3 player	2,550	15.3%	105
HH owns 1 TV	1,555	18.3%	87
HH owns 2 TVs	2,240	26.4%	99
HH owns 3 TVs	1,894	22.3%	106
HH owns 4+ TVs	1,771	20.9%	119
HH subscribes to cable TV	3,362	39.6%	100
HH subscribes to fiber optic	391	4.6%	79
HH owns portable GPS navigation device	1,883	22.2%	115
HH purchased video game system in last 12 months	595	7.0%	85
HH owns any Internet video device for TV	3,002	35.4%	106
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	9,629	57.6%	108
Took 3+ domestic non-business trips in last 12 months	2,448	14.6%	115
Spent on domestic vacations in last 12 months: \$1-999	1,852	11.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,266	7.6%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	676	4.0%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	848	5.1%	117
Spent on domestic vacations in last 12 months: \$3,000+	1,323	7.9%	111
Domestic travel in last 12 months: used general travel website	1,124	6.7%	100
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,769	28.5%	93
Took 3+ foreign trips by plane in last 3 years	925	5.5%	83
Spent on foreign vacations in last 12 months: \$1-999	827	4.9%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	640	3.8%	85
Spent on foreign vacations in last 12 months: \$3,000+	1,117	6.7%	93
Foreign travel in last 3 years: used general travel website	927	5.5%	88
Nights spent in hotel/motel in last 12 months: any	8,323	49.8%	107
Took cruise of more than one day in last 3 years	1,770	10.6%	109
Member of any frequent flyer program	3,465	20.7%	101
Member of any hotel rewards program	3,921	23.4%	110

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