

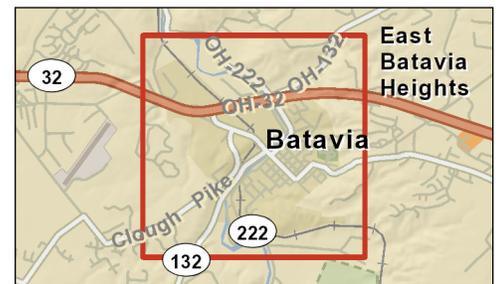
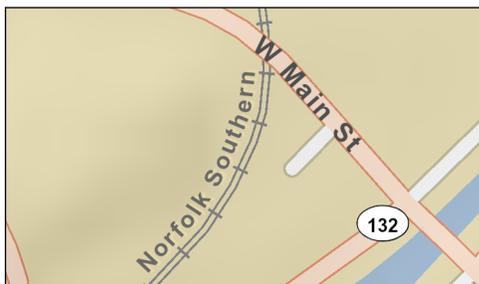
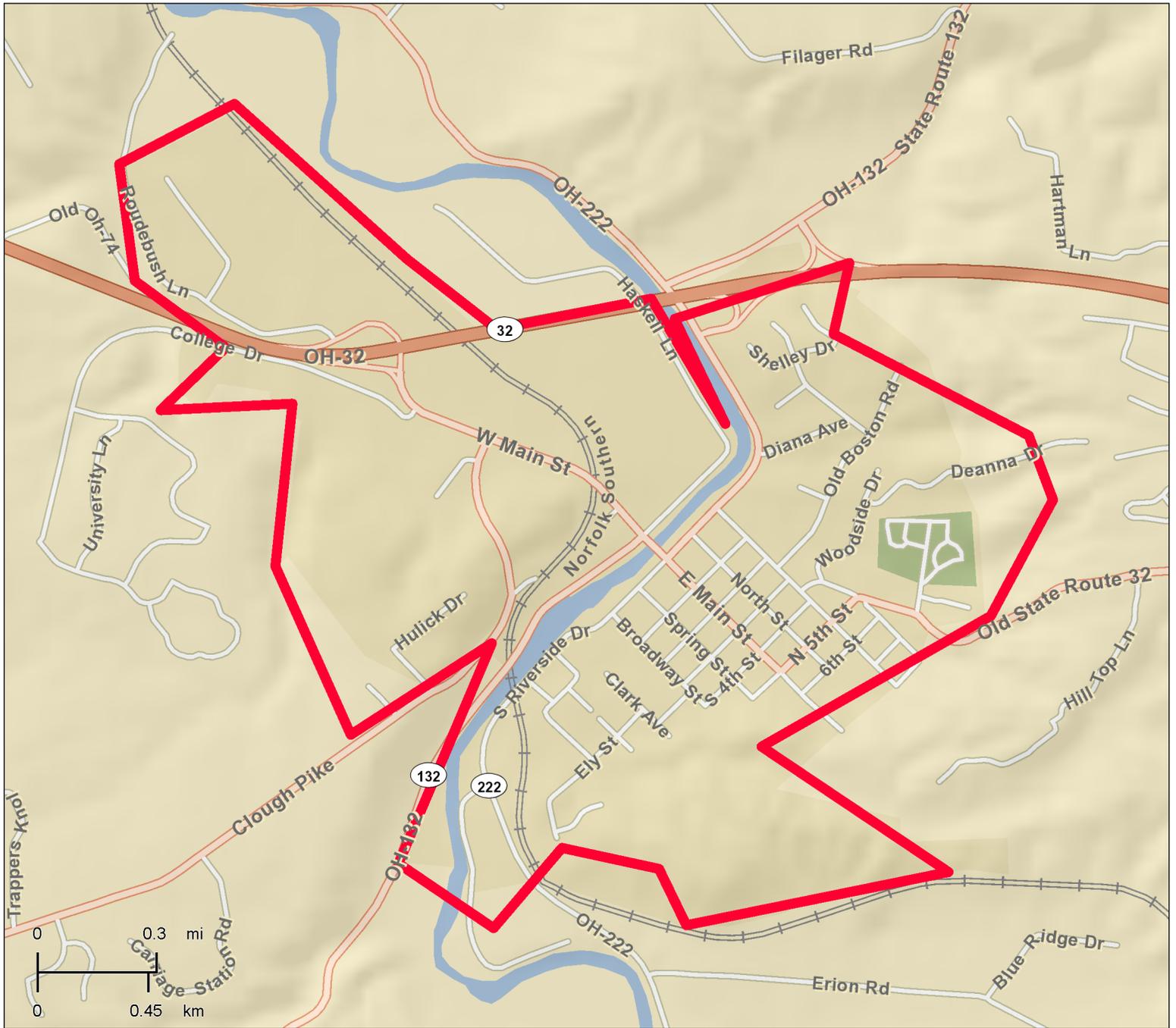


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Batavia, OH  
Place: Batavia Village-OH  
Standard Geography

[www.clermontcountyohio.biz](http://www.clermontcountyohio.biz)



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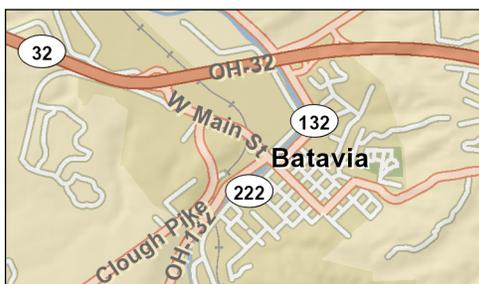
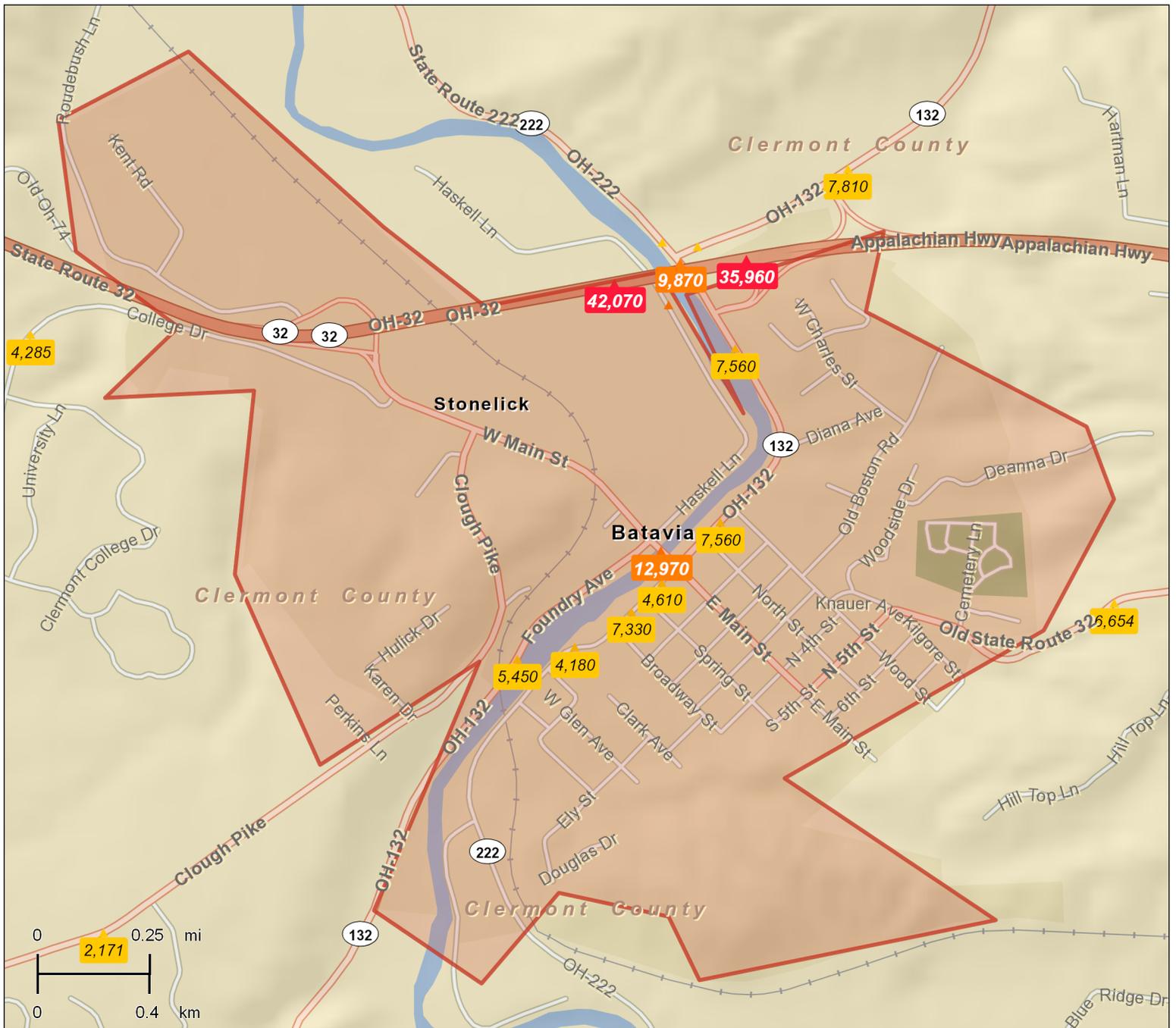


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

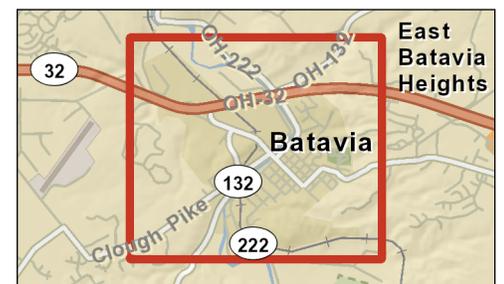
Batavia, OH  
3904150 (Batavia village)  
Geography: Popular places

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### 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: ©2012 Market Planning Solutions, Inc.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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### Batavia village, OH (3904...

#### Population Summary

2000 Total Population	1,366
2010 Total Population	1,509
2012 Total Population	1,560
2012 Group Quarters	21
2017 Total Population	1,644
2012-2017 Annual Rate	1.05%

#### Household Summary

2000 Households	561
2000 Average Household Size	2.42
2010 Households	629
2010 Average Household Size	2.37
2012 Households	649
2012 Average Household Size	2.37
2017 Households	695
2017 Average Household Size	2.34
2012-2017 Annual Rate	1.38%
2010 Families	411
2010 Average Family Size	2.91
2012 Families	445
2012 Average Family Size	2.84
2017 Families	472
2017 Average Family Size	2.81
2012-2017 Annual Rate	1.19%

#### Housing Unit Summary

2000 Housing Units	603
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	6.8%
2010 Housing Units	713
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	11.8%
2012 Housing Units	722
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	10.1%
2017 Housing Units	755
Owner Occupied Housing Units	58.9%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	7.9%

#### Median Household Income

2012	\$43,955
2017	\$52,655

#### Median Home Value

2012	\$131,915
2017	\$148,944

#### Per Capita Income

2012	\$20,849
2017	\$23,480

#### Median Age

2010	38.1
2012	34.5
2017	34.9

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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## Batavia village, OH (3904...

### 2012 Households by Income

Household Income Base	648
<\$15,000	12.5%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	1.4%
\$200,000+	0.6%
Average Household Income	\$54,508

### 2017 Households by Income

Household Income Base	695
<\$15,000	11.5%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	26.9%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	1.6%
\$200,000+	0.7%
Average Household Income	\$60,673

### 2012 Owner Occupied Housing Units by Value

Total	406
<\$50,000	5.7%
\$50,000 - \$99,999	22.2%
\$100,000 - \$149,999	34.7%
\$150,000 - \$199,999	24.6%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$141,010

### 2017 Owner Occupied Housing Units by Value

Total	446
<\$50,000	2.9%
\$50,000 - \$99,999	15.9%
\$100,000 - \$149,999	31.8%
\$150,000 - \$199,999	32.7%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	2.5%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$156,222

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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### Batavia village, OH (3904...

#### 2010 Population by Age

Total	1,509
0 - 4	7.4%
5 - 9	7.0%
10 - 14	6.3%
15 - 24	12.1%
25 - 34	13.6%
35 - 44	12.9%
45 - 54	15.3%
55 - 64	12.0%
65 - 74	7.7%
75 - 84	4.3%
85 +	1.5%
18 +	75.5%

#### 2012 Population by Age

Total	1,561
0 - 4	7.9%
5 - 9	7.6%
10 - 14	7.4%
15 - 24	13.1%
25 - 34	14.7%
35 - 44	13.7%
45 - 54	15.1%
55 - 64	10.5%
65 - 74	5.9%
75 - 84	3.1%
85 +	1.0%
18 +	72.6%

#### 2017 Population by Age

Total	1,645
0 - 4	7.8%
5 - 9	7.5%
10 - 14	7.6%
15 - 24	12.4%
25 - 34	14.8%
35 - 44	13.4%
45 - 54	14.0%
55 - 64	11.1%
65 - 74	7.1%
75 - 84	3.3%
85 +	1.0%
18 +	72.8%

#### 2010 Population by Sex

Males	711
Females	798

#### 2012 Population by Sex

Males	732
Females	829

#### 2017 Population by Sex

Males	776
Females	869

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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## Batavia village, OH (3904...

### 2010 Population by Race/Ethnicity

Total	1,509
White Alone	93.6%
Black Alone	3.4%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.8%
Hispanic Origin	0.9%
Diversity Index	13.7

### 2012 Population by Race/Ethnicity

Total	1,559
White Alone	92.9%
Black Alone	3.9%
American Indian Alone	0.6%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.8%
Hispanic Origin	1.0%
Diversity Index	15.3

### 2017 Population by Race/Ethnicity

Total	1,643
White Alone	90.1%
Black Alone	6.6%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.8%
Hispanic Origin	1.4%
Diversity Index	20.8

### 2010 Population by Relationship and Household Type

Total	1,509
In Households	98.6%
In Family Households	82.0%
Householder	27.2%
Spouse	18.2%
Child	32.3%
Other relative	1.4%
Nonrelative	2.8%
In Nonfamily Households	16.6%
In Group Quarters	1.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.4%

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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### Batavia village, OH (3904...

#### 2010 Households by Type

Total	629
Households with 1 Person	30.8%
Households with 2+ People	69.2%
Family Households	65.3%
Husband-wife Families	43.7%
With Related Children	16.9%
Other Family (No Spouse Present)	21.6%
Other Family with Male Householder	4.9%
With Related Children	2.7%
Other Family with Female Householder	16.7%
With Related Children	11.0%
Nonfamily Households	3.8%

All Households with Children 31.3%

Multigenerational Households 2.7%

Unmarried Partner Households 6.5%

    Male-female 6.2%

    Same-sex 0.3%

#### 2010 Households by Size

Total	629
1 Person Household	30.8%
2 Person Household	34.8%
3 Person Household	14.3%
4 Person Household	11.3%
5 Person Household	5.7%
6 Person Household	2.2%
7 + Person Household	0.8%

#### 2010 Households by Tenure and Mortgage Status

Total	629
Owner Occupied	59.9%
Owned with a Mortgage/Loan	42.6%
Owned Free and Clear	17.3%
Renter Occupied	40.1%

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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# Demographic and Income Profile

Batavia, OH  
 Batavia village, OH (3904150)  
 Geography: Place

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Summary	Census 2010	2012	2017
Population	1,509	1,560	1,644
Households	629	649	695
Families	411	445	472
Average Household Size	2.37	2.37	2.34
Owner Occupied Housing Units	377	407	445
Renter Occupied Housing Units	252	243	250
Median Age	38.1	34.5	34.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.05%	0.14%	0.68%
Households	1.38%	0.28%	0.74%
Families	1.19%	0.07%	0.72%
Owner HHs	1.80%	0.48%	0.91%
Median Household Income	3.68%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	81	12.5%	80	11.5%
\$15,000 - \$24,999	89	13.7%	70	10.1%
\$25,000 - \$34,999	79	12.2%	63	9.1%
\$35,000 - \$49,999	111	17.1%	103	14.8%
\$50,000 - \$74,999	141	21.8%	187	26.9%
\$75,000 - \$99,999	67	10.3%	93	13.4%
\$100,000 - \$149,999	67	10.3%	83	11.9%
\$150,000 - \$199,999	9	1.4%	11	1.6%
\$200,000+	4	0.6%	5	0.7%
Median Household Income	\$43,955		\$52,655	
Average Household Income	\$54,508		\$60,673	
Per Capita Income	\$20,849		\$23,480	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	111	7.4%	123	7.9%	129	7.8%
5 - 9	105	7.0%	119	7.6%	124	7.5%
10 - 14	95	6.3%	116	7.4%	125	7.6%
15 - 19	102	6.8%	115	7.4%	116	7.1%
20 - 24	80	5.3%	90	5.8%	88	5.3%
25 - 34	205	13.6%	229	14.7%	243	14.8%
35 - 44	195	12.9%	214	13.7%	220	13.4%
45 - 54	231	15.3%	236	15.1%	230	14.0%
55 - 64	181	12.0%	164	10.5%	182	11.1%
65 - 74	116	7.7%	92	5.9%	117	7.1%
75 - 84	65	4.3%	48	3.1%	54	3.3%
85+	23	1.5%	15	1.0%	17	1.0%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,413	93.6%	1,449	92.9%	1,480	90.1%
Black Alone	52	3.4%	61	3.9%	109	6.6%
American Indian Alone	7	0.5%	9	0.6%	9	0.5%
Asian Alone	9	0.6%	10	0.6%	12	0.7%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	1	0.1%	2	0.1%	3	0.2%
Two or More Races	27	1.8%	28	1.8%	30	1.8%
Hispanic Origin (Any Race)	13	0.9%	16	1.0%	23	1.4%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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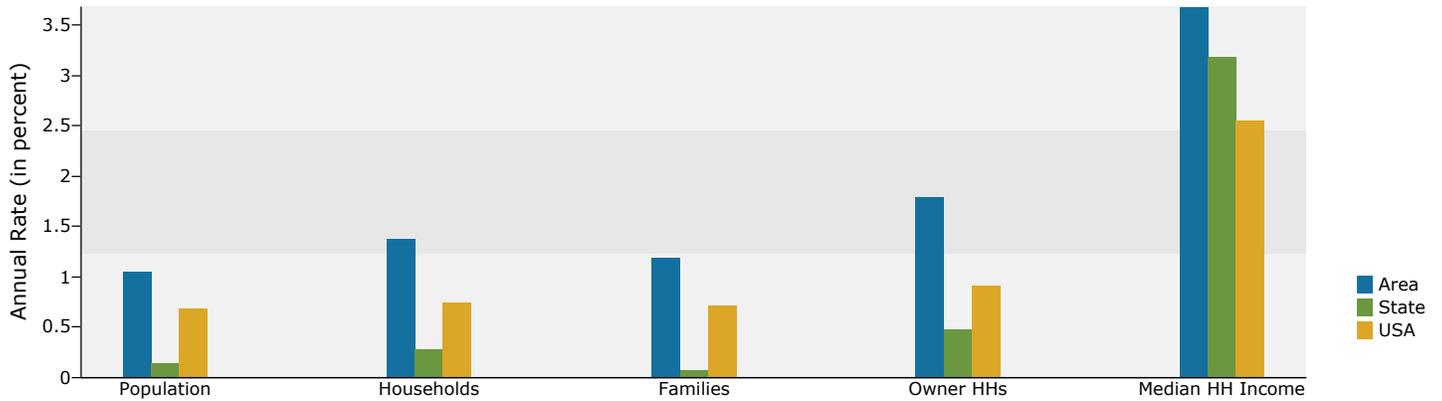
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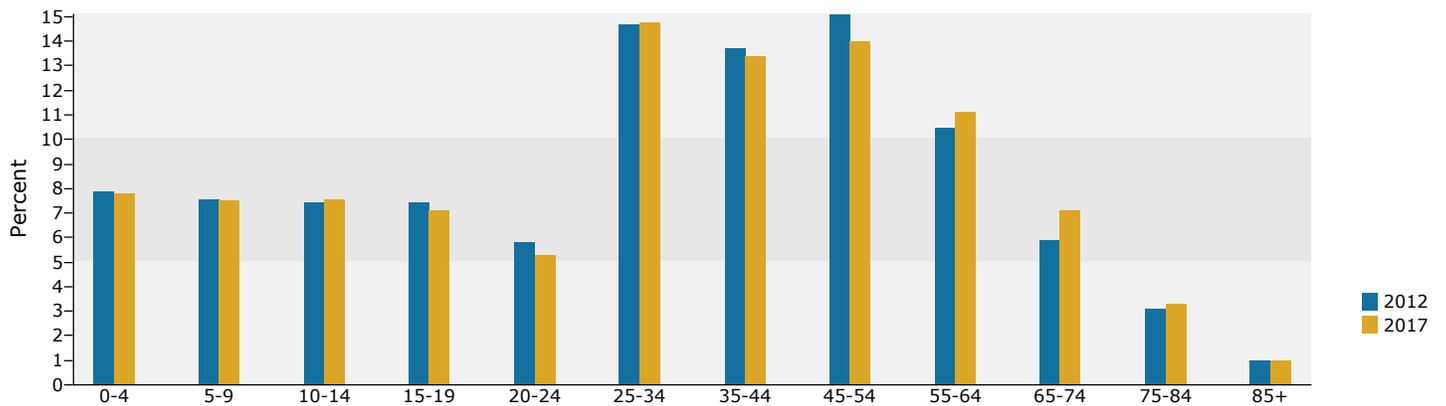
# Demographic and Income Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

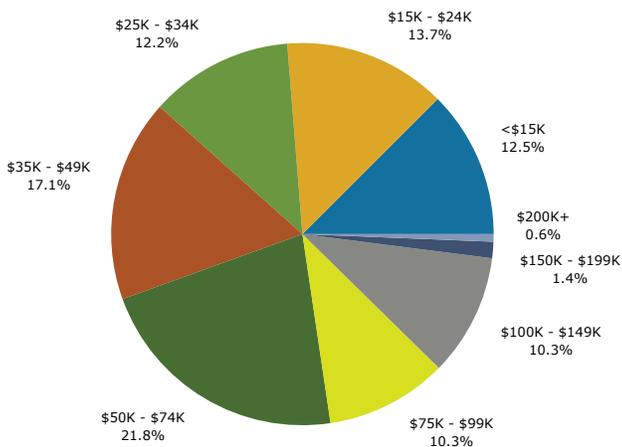
## Trends 2012-2017



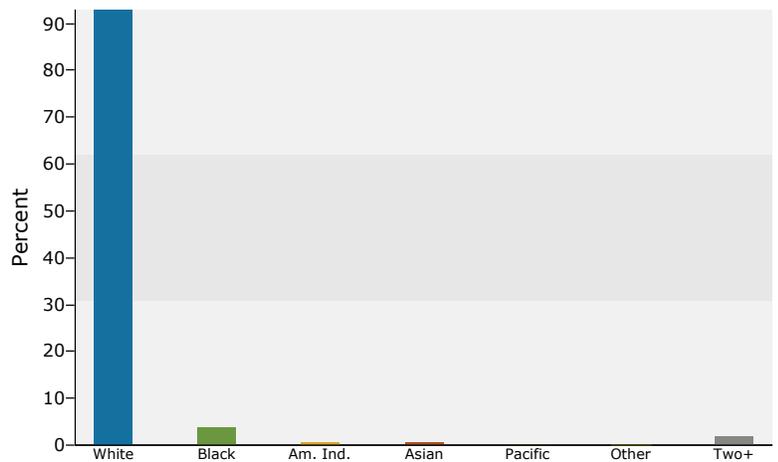
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



# Retail MarketPlace Profile

Batavia, OH  
 Batavia village, OH (3904150)  
 Geography: Place

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## Summary Demographics

2010 Population	1,766
2010 Households	716
2010 Median Disposable Income	\$42,411
2010 Per Capita Income	\$23,241

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$16,767,566	\$21,144,393	-\$4,376,827	-11.5	20
Total Retail Trade	44-45	\$14,315,717	\$19,804,914	-\$5,489,197	-16.1	14
Total Food & Drink	722	\$2,451,849	\$1,339,479	\$1,112,370	29.3	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,377,122	\$13,385,532	-\$10,008,410	-59.7	1
Automobile Dealers	4411	\$2,885,915	\$13,385,532	-\$10,499,617	-64.5	1
Other Motor Vehicle Dealers	4412	\$226,212	\$0	\$226,212	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$264,995	\$0	\$264,995	100.0	0
Furniture & Home Furnishings Stores	442	\$231,970	\$0	\$231,970	100.0	0
Furniture Stores	4421	\$120,561	\$0	\$120,561	100.0	0
Home Furnishings Stores	4422	\$111,409	\$0	\$111,409	100.0	0
Electronics & Appliance Stores	4431	\$592,759	\$0	\$592,759	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$500,451	\$396,450	\$104,001	11.6	3
Bldg Material & Supplies Dealers	4441	\$471,734	\$367,816	\$103,918	12.4	2
Lawn & Garden Equip & Supply Stores	4442	\$28,717	\$28,634	\$83	0.1	1
Food & Beverage Stores	445	\$2,554,305	\$1,365,019	\$1,189,286	30.3	3
Grocery Stores	4451	\$2,448,778	\$1,256,475	\$1,192,303	32.2	1
Specialty Food Stores	4452	\$36,346	\$42,514	-\$6,168	-7.8	1
Beer, Wine & Liquor Stores	4453	\$69,181	\$66,030	\$3,151	2.3	1
Health & Personal Care Stores	446,4461	\$286,143	\$0	\$286,143	100.0	0
Gasoline Stations	447,4471	\$2,437,509	\$1,976,777	\$460,732	10.4	1
Clothing & Clothing Accessories Stores	448	\$413,437	\$0	\$413,437	100.0	0
Clothing Stores	4481	\$300,670	\$0	\$300,670	100.0	0
Shoe Stores	4482	\$67,154	\$0	\$67,154	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$45,613	\$0	\$45,613	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$67,428	\$0	\$67,428	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,661	\$0	\$51,661	100.0	0
Book, Periodical & Music Stores	4512	\$15,767	\$0	\$15,767	100.0	0
General Merchandise Stores	452	\$2,348,560	\$2,325,820	\$22,740	0.5	2
Department Stores Excluding Leased Depts.	4521	\$1,003,287	\$1,224,049	-\$220,762	-9.9	1
Other General Merchandise Stores	4529	\$1,345,273	\$1,101,771	\$243,502	10.0	1
Miscellaneous Store Retailers	453	\$198,192	\$355,316	-\$157,124	-28.4	4
Florists	4531	\$10,619	\$94,973	-\$84,354	-79.9	1
Office Supplies, Stationery & Gift Stores	4532	\$67,013	\$0	\$67,013	100.0	0
Used Merchandise Stores	4533	\$4,630	\$8,883	-\$4,253	-31.5	1
Other Miscellaneous Store Retailers	4539	\$115,930	\$251,460	-\$135,530	-36.9	2
Nonstore Retailers	454	\$1,307,841	\$0	\$1,307,841	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,238,786	\$0	\$1,238,786	100.0	0
Vending Machine Operators	4542	\$1,893	\$0	\$1,893	100.0	0
Direct Selling Establishments	4543	\$67,162	\$0	\$67,162	100.0	0
Food Services & Drinking Places	722	\$2,451,849	\$1,339,479	\$1,112,370	29.3	6
Full-Service Restaurants	7221	\$866,449	\$1,023,096	-\$156,647	-8.3	5
Limited-Service Eating Places	7222	\$1,367,315	\$316,383	\$1,050,932	62.4	1
Special Food Services	7223	\$172,206	\$0	\$172,206	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$45,879	\$0	\$45,879	100.0	0

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

Source: Esri and Infogroup

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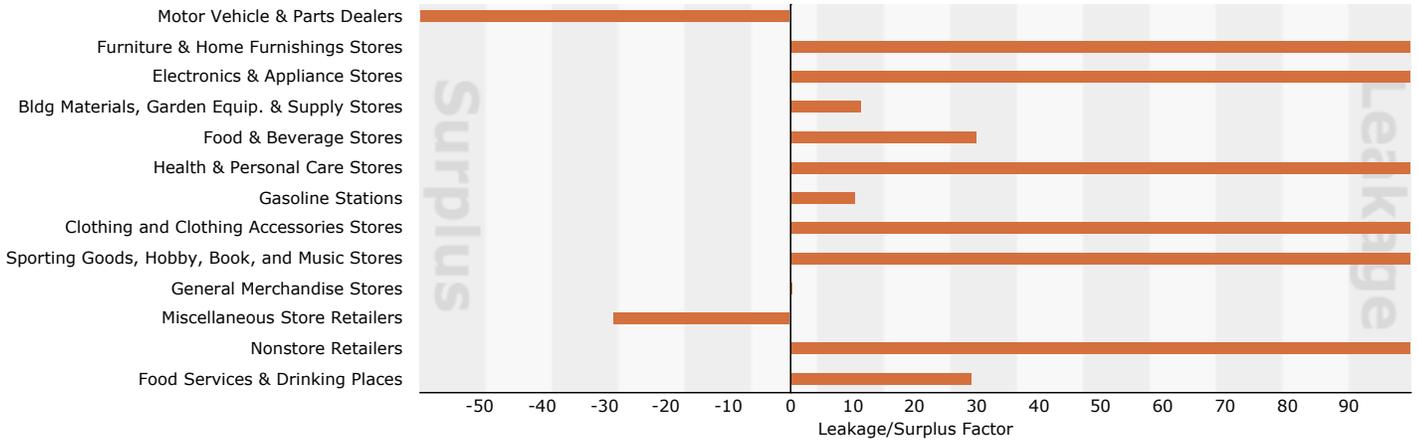


# Retail MarketPlace Profile

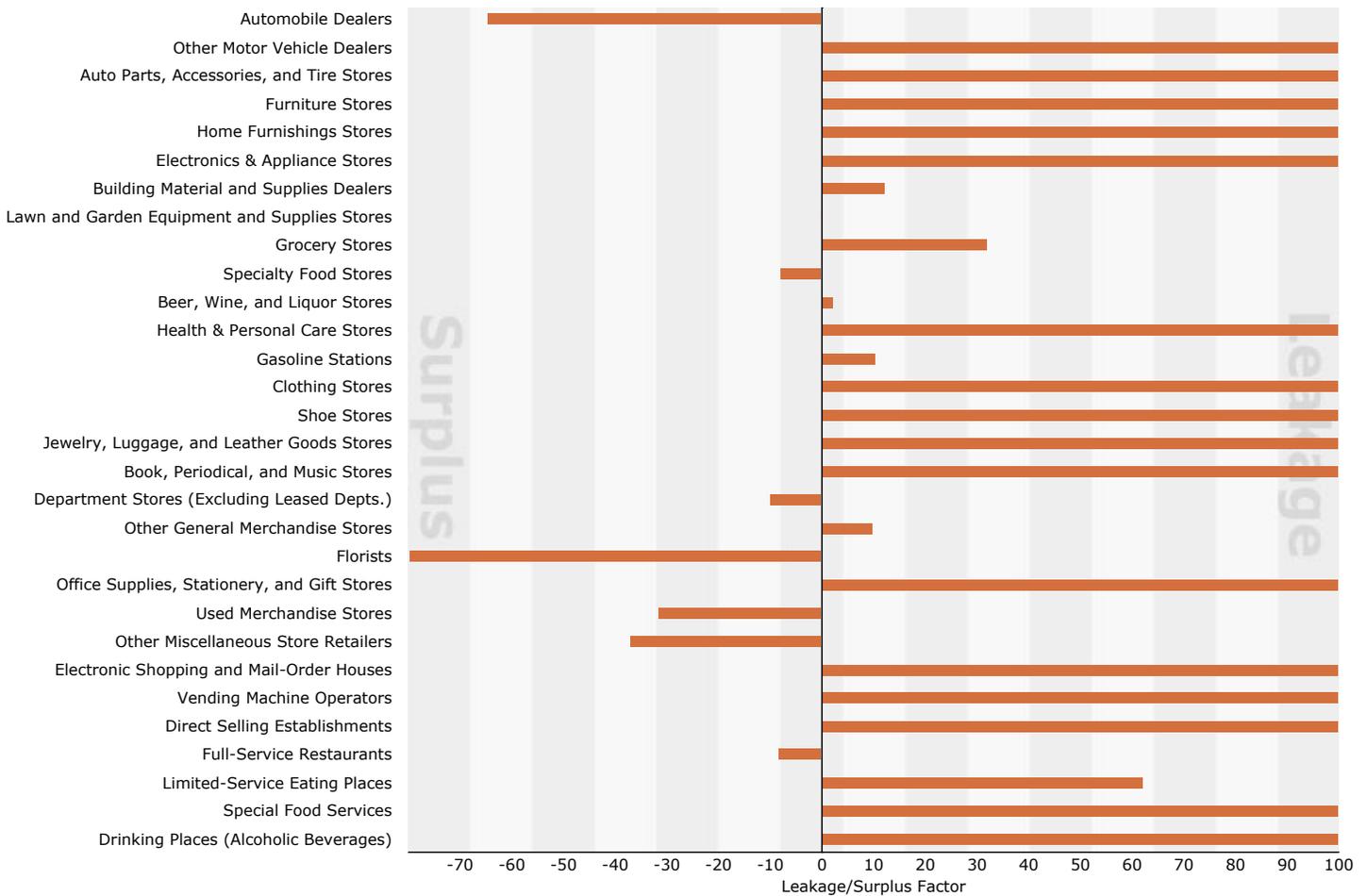
Batavia, OH  
 Batavia village, OH (3904150)  
 Geography: Place

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 19, 2013



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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	2000	2010	2000-2010 Annual Rate
Population	1,366	1,509	1.00%
Households	561	629	1.15%
Housing Units	603	713	1.69%

Population by Race	Number	Percent
<b>Total</b>	1,509	100.0%
Population Reporting One Race	1,482	98.2%
White	1,413	93.6%
Black	52	3.4%
American Indian	7	0.5%
Asian	9	0.6%
Pacific Islander	0	0.0%
Some Other Race	1	0.1%
Population Reporting Two or More Races	27	1.8%
Total Hispanic Population	13	0.9%

Population by Sex	Number	Percent
Male	711	47.1%
Female	798	52.9%

Population by Age	Number	Percent
<b>Total</b>	1,509	100.0%
Age 0 - 4	111	7.4%
Age 5 - 9	105	7.0%
Age 10 - 14	95	6.3%
Age 15 - 19	102	6.8%
Age 20 - 24	80	5.3%
Age 25 - 29	99	6.6%
Age 30 - 34	106	7.0%
Age 35 - 39	92	6.1%
Age 40 - 44	103	6.8%
Age 45 - 49	137	9.1%
Age 50 - 54	94	6.2%
Age 55 - 59	106	7.0%
Age 60 - 64	75	5.0%
Age 65 - 69	61	4.0%
Age 70 - 74	55	3.6%
Age 75 - 79	31	2.1%
Age 80 - 84	34	2.3%
Age 85+	23	1.5%
Age 18+	1,139	75.5%
Age 65+	204	13.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	38.1
Male	38.1
Female	38.1
White Alone	38.9
Black Alone	32.1
American Indian Alone	37.5
Asian Alone	38.8
Pacific Islander Alone	0.0
Some Other Race Alone	2.5
Two or More Races	11.3
Hispanic Population	36.3

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



## Households by Type

Total	629	100.0%
Households with 1 Person	194	30.8%
Households with 2+ People	435	69.2%
Family Households	411	65.3%
Husband-wife Families	275	43.7%
With Own Children	103	16.4%
Other Family (No Spouse Present)	136	21.6%
With Own Children	77	12.2%
Nonfamily Households	24	3.8%
All Households with Children	197	31.3%
Multigenerational Households	17	2.7%
Unmarried Partner Households	41	6.5%
Male-female	39	6.2%
Same-sex	2	0.3%
Average Household Size	2.37	

## Family Households by Size

Total	411	100.0%
2 People	201	48.9%
3 People	86	20.9%
4 People	70	17.0%
5 People	35	8.5%
6 People	14	3.4%
7+ People	5	1.2%
Average Family Size	2.91	

## Nonfamily Households by Size

Total	218	100.0%
1 Person	194	89.0%
2 People	18	8.3%
3 People	4	1.8%
4 People	1	0.5%
5 People	1	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.15	

## Population by Relationship and Household Type

Total	1,509	100.0%
In Households	1,488	98.6%
In Family Households	1,237	82.0%
Householder	411	27.2%
Spouse	275	18.2%
Child	487	32.3%
Other relative	21	1.4%
Nonrelative	43	2.9%
In Nonfamily Households	251	16.6%
In Group Quarters	21	1.4%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	21	1.4%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Census 2010 Summary Profile

Batavia, OH  
 Batavia village, OH (3904150)  
 Geography: Place

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## Family Households by Age of Householder

Total	411	100.0%
Householder Age 15 - 44	167	40.6%
Householder Age 45 - 54	91	22.1%
Householder Age 55 - 64	71	17.3%
Householder Age 65 - 74	51	12.4%
Householder Age 75+	31	7.5%

## Nonfamily Households by Age of Householder

Total	218	100.0%
Householder Age 15 - 44	59	27.1%
Householder Age 45 - 54	55	25.2%
Householder Age 55 - 64	43	19.7%
Householder Age 65 - 74	25	11.5%
Householder Age 75+	36	16.5%

## Households by Race of Householder

Total	629	100.0%
Householder is White Alone	596	94.8%
Householder is Black Alone	22	3.5%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	3	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	6	1.0%
Households with Hispanic Householder	4	0.6%

## Husband-wife Families by Race of Householder

Total	275	100.0%
Householder is White Alone	263	95.6%
Householder is Black Alone	7	2.5%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	3	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	1	0.4%
Husband-wife Families with Hispanic Householder	1	0.4%

## Other Families (No Spouse) by Race of Householder

Total	136	100.0%
Householder is White Alone	127	93.4%
Householder is Black Alone	8	5.9%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	1	0.7%
Other Families with Hispanic Householder	1	0.7%

## Nonfamily Households by Race of Householder

Total	218	100.0%
Householder is White Alone	206	94.5%
Householder is Black Alone	7	3.2%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	4	1.8%
Nonfamily Households with Hispanic Householder	2	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Census 2010 Summary Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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## Total Housing Units by Occupancy

Total	713	100.0%
Occupied Housing Units	629	88.2%
Vacant Housing Units		
For Rent	33	4.6%
Rented, not Occupied	2	0.3%
For Sale Only	11	1.5%
Sold, not Occupied	3	0.4%
For Seasonal/Recreational/Occasional Use	4	0.6%
For Migrant Workers	0	0.0%
Other Vacant	31	4.3%
Total Vacancy Rate	11.8%	

## Households by Tenure and Mortgage Status

Total	629	100.0%
Owner Occupied	377	59.9%
Owned with a Mortgage/Loan	268	42.6%
Owned Free and Clear	109	17.3%
Average Household Size	2.39	
Renter Occupied	252	40.1%
Average Household Size	2.33	

## Owner-occupied Housing Units by Race of Householder

Total	377	100.0%
Householder is White Alone	358	95.0%
Householder is Black Alone	15	4.0%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	3	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Owner-occupied Housing Units with Hispanic Householder	1	0.3%

## Renter-occupied Housing Units by Race of Householder

Total	252	100.0%
Householder is White Alone	238	94.4%
Householder is Black Alone	7	2.8%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	6	2.4%
Renter-occupied Housing Units with Hispanic Householder	3	1.2%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.37
Householder is Black Alone	2.41
Householder is American Indian Alone	1.50
Householder is Asian Alone	3.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	0.00
Householder is Two or More Races	1.83
Householder is Hispanic	1.75

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Retail Market Potential

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Batavia village, OH (3904150)  
Geography: Place

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<b>Demographic Summary</b>	<b>2011</b>	<b>2016</b>
Population	1,520	1,584
Population 18+	1,099	1,147
Households	634	667
Median Household Income	\$45,145	\$53,203

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	577	52.5%	105
Bought any women's apparel in last 12 months	511	46.5%	102
Bought apparel for child <13 in last 6 months	343	31.2%	110
Bought any shoes in last 12 months	585	53.2%	102
Bought costume jewelry in last 12 months	236	21.5%	103
Bought any fine jewelry in last 12 months	243	22.1%	101
Bought a watch in last 12 months	203	18.5%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	556	87.7%	102
HH bought/leased new vehicle last 12 mo	50	7.9%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	985	89.6%	103
Bought/changed motor oil in last 12 months	624	56.8%	110
Had tune-up in last 12 months	358	32.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	660	60.1%	97
Drank regular cola in last 6 months	579	52.7%	103
Drank beer/ale in last 6 months	474	43.1%	101
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	129	11.7%	92
Bought film in last 12 months	222	20.2%	106
Bought digital camera in last 12 months	78	7.1%	104
Bought memory card for camera in last 12 months	81	7.4%	97
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	389	35.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	229	20.8%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	371	33.8%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	209	19.0%	90
<b>Computers (Households)</b>			
HH owns a personal computer	462	72.9%	98
Spent <\$500 on most recent home PC purchase	59	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	123	19.4%	109
Spent \$1000-\$1499 on most recent home PC purchase	78	12.3%	94
Spent \$1500-\$1999 on most recent home PC purchase	42	6.6%	93
Spent \$2000+ on most recent home PC purchase	34	5.4%	85

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	703	64.0%	107
Bought cigarettes at convenience store in last 30 days	206	18.7%	121
Bought gas at convenience store in last 30 days	419	38.1%	114
Spent at convenience store in last 30 days: <\$20	107	9.7%	101
Spent at convenience store in last 30 days: \$20-39	108	9.8%	97
Spent at convenience store in last 30 days: \$40+	452	41.1%	115
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	637	58.0%	98
Went to live theater in last 12 months	138	12.6%	95
Went to a bar/night club in last 12 months	228	20.7%	109
Dined out in last 12 months	557	50.7%	103
Gambled at a casino in last 12 months	174	15.8%	99
Visited a theme park in last 12 months	240	21.8%	101
DVDs rented in last 30 days: 1	33	3.0%	113
DVDs rented in last 30 days: 2	56	5.1%	110
DVDs rented in last 30 days: 3	30	2.7%	85
DVDs rented in last 30 days: 4	42	3.8%	100
DVDs rented in last 30 days: 5+	176	16.0%	121
DVDs purchased in last 30 days: 1	56	5.1%	102
DVDs purchased in last 30 days: 2	63	5.7%	121
DVDs purchased in last 30 days: 3-4	50	4.6%	99
DVDs purchased in last 30 days: 5+	53	4.8%	93
Spent on toys/games in last 12 months: <\$50	66	6.0%	99
Spent on toys/games in last 12 months: \$50-\$99	37	3.4%	122
Spent on toys/games in last 12 months: \$100-\$199	84	7.6%	107
Spent on toys/games in last 12 months: \$200-\$499	135	12.3%	114
Spent on toys/games in last 12 months: \$500+	70	6.4%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	215	19.6%	102
Used ATM/cash machine in last 12 months	588	53.5%	105
Own any stock	85	7.7%	84
Own U.S. savings bond	73	6.6%	98
Own shares in mutual fund (stock)	98	8.9%	95
Own shares in mutual fund (bonds)	66	6.0%	102
Used full service brokerage firm in last 12 months	62	5.6%	91
Have savings account	423	38.5%	106
Have 401K retirement savings	208	18.9%	107
Did banking over the Internet in last 12 months	332	30.2%	110
Own any credit/debit card (in own name)	832	75.7%	103
Avg monthly credit card expenditures: <\$111	175	15.9%	116
Avg monthly credit card expenditures: \$111-225	93	8.5%	109
Avg monthly credit card expenditures: \$226-450	85	7.7%	103
Avg monthly credit card expenditures: \$451-700	63	5.7%	90
Avg monthly credit card expenditures: \$701+	121	11.0%	82

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

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	801	72.9%	103
Used bread in last 6 months	1,074	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	870	79.2%	103
Used fish/seafood (fresh or frozen) in last 6 months	583	53.0%	101
Used fresh fruit/vegetables in last 6 months	957	87.1%	100
Used fresh milk in last 6 months	1,000	91.0%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	336	30.6%	102
Exercise at club 2+ times per week	132	12.0%	97
Visited a doctor in last 12 months	861	78.3%	101
Used vitamin/dietary supplement in last 6 months	516	47.0%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	217	34.2%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	81	12.8%	81
Purchased any HH furnishing in last 12 months	207	32.7%	109
Purchased bedding/bath goods in last 12 months	364	57.4%	105
Purchased cooking/serving product in last 12 months	191	30.1%	110
Bought any kitchen appliance in last 12 months	123	19.4%	111
<b>Insurance (Adults)</b>			
Currently carry any life insurance	573	52.1%	110
Have medical/hospital/accident insurance	808	73.5%	103
Carry homeowner insurance	574	52.2%	100
Carry renter insurance	68	6.2%	100
Have auto/other vehicle insurance	926	84.3%	102
<b>Pets (Households)</b>			
HH owns any pet	336	53.0%	103
HH owns any cat	158	24.9%	104
HH owns any dog	241	38.0%	101
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	546	49.7%	99
Read any daily newspaper	474	43.1%	105
Heavy magazine reader	221	20.1%	101
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	817	74.3%	103
Went to family restaurant/steak house last mo: <2 times	294	26.8%	104
Went to family restaurant/steak house last mo: 2-4 times	286	26.0%	97
Went to family restaurant/steak house last mo: 5+ times	237	21.6%	111
Went to fast food/drive-in restaurant in last 6 mo	999	90.9%	103
Went to fast food/drive-in restaurant <6 times/mo	390	35.5%	101
Went to fast food/drive-in restaurant 6-13 times/mo	322	29.3%	102
Went to fast food/drive-in restaurant 14+ times/mo	286	26.0%	105
Fast food/drive-in last 6 mo: eat in	383	34.9%	93
Fast food/drive-in last 6 mo: home delivery	123	11.2%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	649	59.1%	113
Fast food/drive-in last 6 mo: take-out/walk-in	251	22.8%	93

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

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ECONOMIC DEVELOPMENT

# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	402	63.4%	98
HH average monthly long distance phone bill: <\$16	184	29.0%	105
HH average monthly long distance phone bill: \$16-25	60	9.5%	83
HH average monthly long distance phone bill: \$26-59	42	6.6%	72
HH average monthly long distance phone bill: \$60+	19	3.0%	67
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	109	17.2%	87
HH owns 2 TVs	167	26.3%	100
HH owns 3 TVs	150	23.7%	106
HH owns 4+ TVs	142	22.4%	107
HH subscribes to cable TV	402	63.4%	109
HH Purchased audio equipment in last 12 months	71	11.2%	115
HH Purchased CD player in last 12 months	31	4.9%	126
HH Purchased DVD player in last 12 months	67	10.6%	109
HH Purchased MP3 player in last 12 months	124	11.3%	110
HH Purchased video game system in last 12 months	71	11.2%	104
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	565	51.4%	98
Took 3+ domestic trips in last 12 months	143	13.0%	88
Spent on domestic vacations last 12 mo: <\$1000	154	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	63	5.7%	85
Spent on domestic vacations last 12 mo: \$1500-\$1999	47	4.3%	104
Spent on domestic vacations last 12 mo: \$2000-\$2999	43	3.9%	94
Spent on domestic vacations last 12 mo: \$3000+	50	4.6%	90
Foreign travel in last 3 years	232	21.1%	81
Took 3+ foreign trips by plane in last 3 years	37	3.4%	70
Spent on foreign vacations last 12 mo: <\$1000	49	4.5%	74
Spent on foreign vacations last 12 mo: \$1000-\$2999	34	3.1%	75
Spent on foreign vacations last 12 mo: \$3000+	37	3.4%	68
Stayed 1+ nights at hotel/motel in last 12 months	441	40.1%	99

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

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<b>Demographic Summary</b>	<b>2011</b>	<b>2016</b>
Population	1,520	1,584
Population 18+	1,099	1,147
Households	634	667
Median Household Income	\$45,145	\$53,203

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	817	74.3%	103
Family restaurant/steak house last month: <2 times	294	26.8%	104
Family restaurant/steak house last month: 2-4 times	286	26.0%	97
Family restaurant/steak house last month: 5+ times	237	21.6%	111
Family restaurant/steak house last 6 months: breakfast	154	14.0%	107
Family restaurant/steak house last 6 months: lunch	278	25.3%	102
Family restaurant/steak house last 6 months: snack	34	3.1%	110
Family restaurant/steak house last 6 months: dinner	628	57.1%	108
Family restaurant/steak house last 6 months: weekday	454	41.3%	108
Family restaurant/steak house last 6 months: weekend	524	47.7%	107
Family restaurant/steak house last 6 months: Applebee's	307	27.9%	111
Family restaurant/steak house last 6 months: Bennigan's	28	2.5%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	70	6.4%	141
Family restaurant/steak house last 6 months: Cheesecake Factory	63	5.7%	86
Family restaurant/steak house last 6 months: Chili's Grill & Bar	125	11.4%	98
Family restaurant/steak house last 6 months: Cracker Barrel	130	11.8%	108
Family restaurant/steak house last 6 months: Denny's	105	9.6%	105
Family restaurant/steak house last 6 months: Friendly's	52	4.7%	120
Family restaurant/steak house last 6 months: Golden Corral	95	8.6%	120
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	111	10.1%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	41	3.7%	139
Family restaurant/steak house last 6 months: Old Country Buffet	44	4.0%	142
Family restaurant/steak house last 6 months: Olive Garden	216	19.7%	111
Family restaurant/steak house last 6 months: Outback Steakhouse	123	11.2%	98
Family restaurant/steak house last 6 months: Perkins	43	3.9%	109
Family restaurant/steak house last 6 months: Red Lobster	138	12.6%	94
Family restaurant/steak house last 6 months: Red Robin	77	7.0%	124
Family restaurant/steak house last 6 months: Ruby Tuesday	95	8.6%	104
Family restaurant/steak house last 6 months: Ryan's	42	3.8%	103
Family restaurant/steak house last 6 months: Sizzler	28	2.5%	83
Family restaurant/steak house last 6 months: T.G.I. Friday's	123	11.2%	109
Went to fast food/drive-in restaurant in last 6 months	999	90.9%	103
Went to fast food/drive-in restaurant <6 times/month	390	35.5%	101
Went to fast food/drive-in restaurant 6-13 times/month	322	29.3%	102
Went to fast food/drive-in restaurant 14+ times/month	286	26.0%	105
Fast food/drive-in last 6 months: breakfast	308	28.0%	102
Fast food/drive-in last 6 months: lunch	673	61.2%	104
Fast food/drive-in last 6 months: snack	193	17.6%	101
Fast food/drive-in last 6 months: dinner	594	54.0%	112

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

www.clermontcountyohio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	776	70.6%	107
Fast food/drive-in last 6 months: weekend	558	50.8%	105
Fast food/drive-in last 6 months: A & W	51	4.6%	103
Fast food/drive-in last 6 months: Arby's	275	25.0%	123
Fast food/drive-in last 6 months: Boston Market	45	4.1%	85
Fast food/drive-in last 6 months: Burger King	413	37.6%	104
Fast food/drive-in last 6 months: Captain D's	54	4.9%	97
Fast food/drive-in last 6 months: Carl's Jr.	30	2.7%	43
Fast food/drive-in last 6 months: Checkers	28	2.5%	80
Fast food/drive-in last 6 months: Chick-fil-A	149	13.6%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	60	5.5%	89
Fast food/drive-in last 6 months: Chuck E. Cheese	54	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	53	4.8%	113
Fast food/drive-in last 6 months: Dairy Queen	203	18.5%	117
Fast food/drive-in last 6 months: Del Taco	22	2.0%	59
Fast food/drive-in last 6 months: Domino's Pizza	153	13.9%	104
Fast food/drive-in last 6 months: Dunkin' Donuts	116	10.6%	92
Fast food/drive-in last 6 months: Fuddruckers	26	2.4%	84
Fast food/drive-in last 6 months: Hardee's	89	8.1%	121
Fast food/drive-in last 6 months: Jack in the Box	93	8.5%	80
Fast food/drive-in last 6 months: KFC	313	28.5%	104
Fast food/drive-in last 6 months: Little Caesars	115	10.5%	143
Fast food/drive-in last 6 months: Long John Silver's	86	7.8%	125
Fast food/drive-in last 6 months: McDonald's	634	57.7%	104
Fast food/drive-in last 6 months: Panera Bread	113	10.3%	106
Fast food/drive-in last 6 months: Papa John's	102	9.3%	107
Fast food/drive-in last 6 months: Pizza Hut	247	22.5%	102
Fast food/drive-in last 6 months: Popeyes	72	6.6%	90
Fast food/drive-in last 6 months: Quiznos	89	8.1%	89
Fast food/drive-in last 6 months: Sonic Drive-In	118	10.7%	91
Fast food/drive-in last 6 months: Starbucks	125	11.4%	76
Fast food/drive-in last 6 months: Steak n Shake	78	7.1%	141
Fast food/drive-in last 6 months: Subway	341	31.0%	98
Fast food/drive-in last 6 months: Taco Bell	383	34.9%	109
Fast food/drive-in last 6 months: Wendy's	395	35.9%	116
Fast food/drive-in last 6 months: Whataburger	47	4.3%	88
Fast food/drive-in last 6 months: White Castle	67	6.1%	153
Fast food/drive-in last 6 months: eat in	383	34.9%	93
Fast food/drive-in last 6 months: home delivery	123	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	649	59.1%	113
Fast food/drive-in last 6 months: take-out/walk-in	251	22.8%	93

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April 19, 2013

Made with Esri Business Analyst



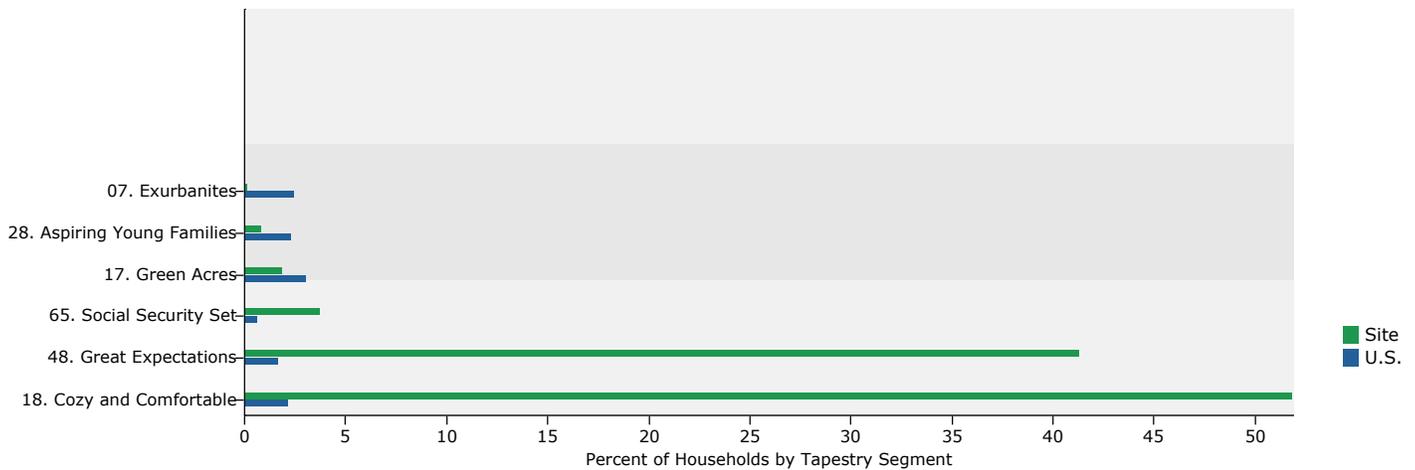
# Tapestry Segmentation Area Profile

Batavia, OH  
 Batavia village, OH (3904150)  
 Geography: Place

www.clermontcountyohio.biz

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	18. Cozy and Comfortable	51.9%	51.9%	2.2%	2.2%	2359
2	48. Great Expectations	41.3%	93.2%	1.7%	3.9%	2,429
3	65. Social Security Set	3.8%	97.0%	0.7%	4.6%	543
4	17. Green Acres	1.9%	98.9%	3.1%	7.7%	61
5	28. Aspiring Young Families	0.9%	99.8%	2.3%	10.0%	39
<b>Subtotal</b>		<b>99.8%</b>		<b>10.0%</b>		
6	07. Exurbanites	0.2%	100.0%	2.5%	12.5%	8
<b>Subtotal</b>		<b>0.2%</b>		<b>2.5%</b>		
<b>Total</b>		<b>100.0%</b>		<b>12.5%</b>		<b>800</b>

Top Ten Tapestry Segments Site vs. U.S.



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

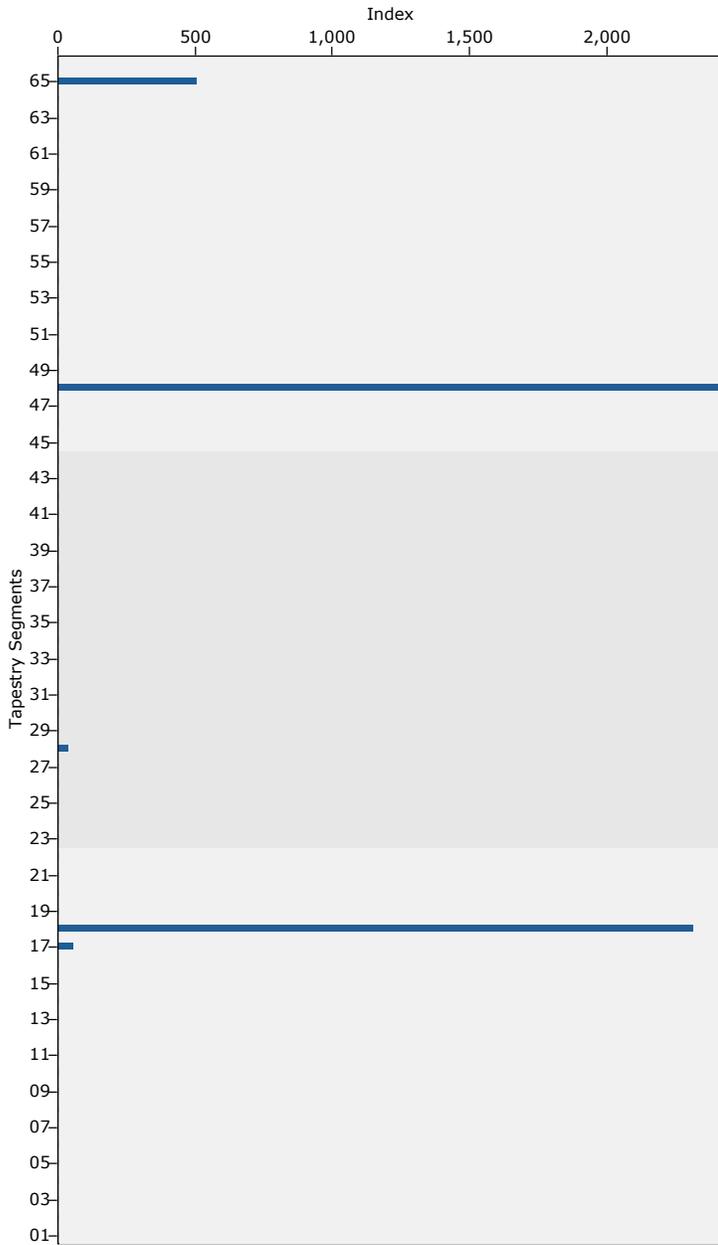
**Source:** Esri



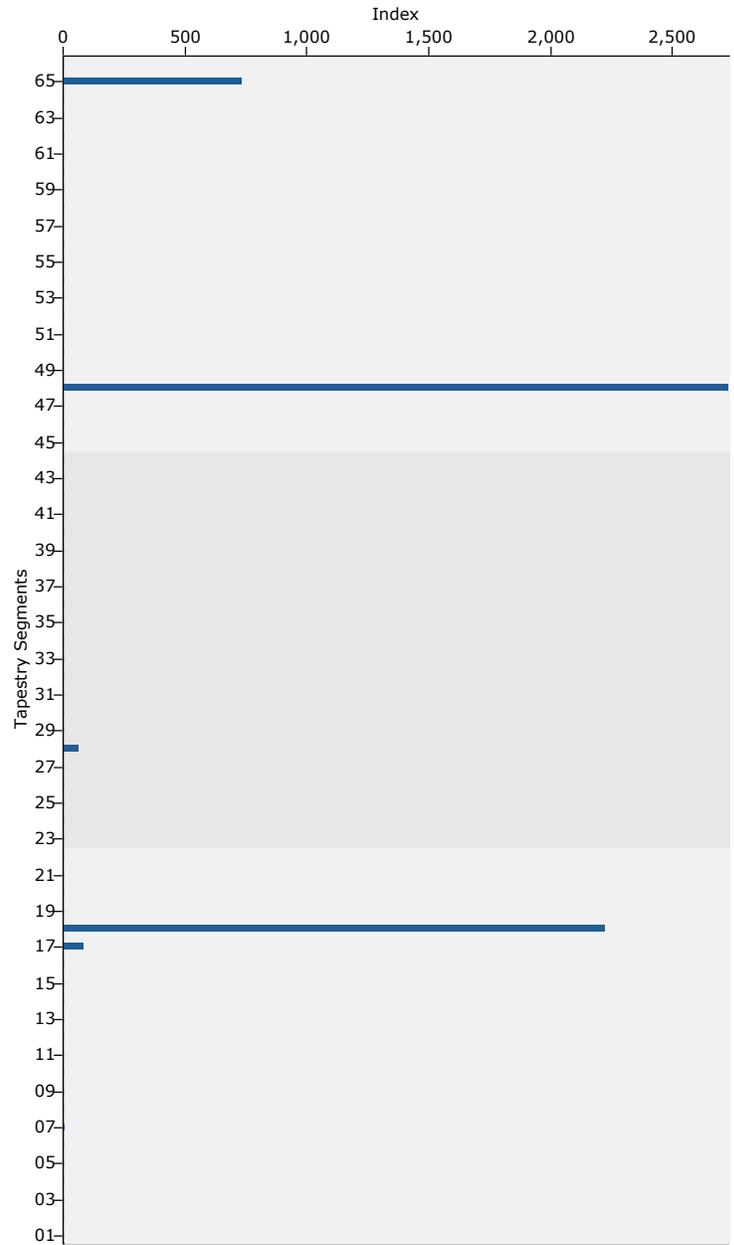
# Tapestry Segmentation Area Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

### Tapestry Indexes by Households



### Tapestry Indexes by Population



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

**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

www.clermontcountyohio.biz

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	634	100.0%		1,520	100.0%	
<b>L1. High Society</b>	<b>1</b>	<b>0.2%</b>	<b>1</b>	<b>5</b>	<b>0.3%</b>	<b>2</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1	0.2%	6	5	0.3%	13
<b>L2. Upscale Avenues</b>	<b>341</b>	<b>53.8%</b>	<b>406</b>	<b>789</b>	<b>51.9%</b>	<b>396</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	12	1.9%	61	44	2.9%	91
18 Cozy and Comfortable	329	51.9%	2322	745	49.0%	2225
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>24</b>	<b>3.8%</b>	<b>30</b>	<b>60</b>	<b>3.9%</b>	<b>37</b>
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	24	3.8%	512	60	3.9%	736
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

www.clermontcountyohio.biz

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	634	100.0%		1,520	100.0%	
<b>L7. High Hopes</b>	<b>268</b>	<b>42.3%</b>	<b>1046</b>	<b>666</b>	<b>43.8%</b>	<b>1139</b>
28 Aspiring Young Families	6	0.9%	40	23	1.5%	66
48 Great Expectations	262	41.3%	2427	643	42.3%	2733
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

www.clermontcountyohio.biz

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	634	100.0%		1,520	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>24</b>	<b>3.8%</b>	<b>79</b>	<b>60</b>	<b>3.9%</b>	<b>73</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	24	3.8%	512	60	3.9%	736
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>6</b>	<b>0.9%</b>	<b>9</b>	<b>23</b>	<b>1.5%</b>	<b>15</b>
28 Aspiring Young Families	6	0.9%	40	23	1.5%	66
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>262</b>	<b>41.3%</b>	<b>395</b>	<b>643</b>	<b>42.3%</b>	<b>379</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	262	41.3%	2427	643	42.3%	2733

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

**Source:** Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Batavia, OH  
Batavia village, OH (3904150)  
Geography: Place

www.clermontcountyohio.biz

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	634	100.0%		1,520	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>1</b>	<b>0.2%</b>	<b>1</b>	<b>5</b>	<b>0.3%</b>	<b>2</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1	0.2%	6	5	0.3%	13
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>329</b>	<b>51.9%</b>	<b>578</b>	<b>745</b>	<b>49.0%</b>	<b>588</b>
18 Cozy and Comfortable	329	51.9%	2322	745	49.0%	2225
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>12</b>	<b>1.9%</b>	<b>18</b>	<b>44</b>	<b>2.9%</b>	<b>27</b>
17 Green Acres	12	1.9%	61	44	2.9%	91
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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

Source: Esri

April 19, 2013

Made with Esri Business Analyst

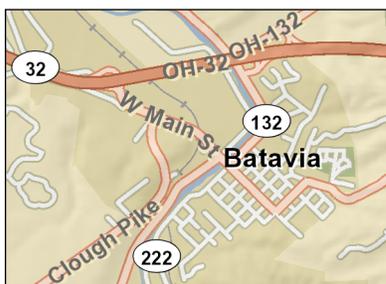
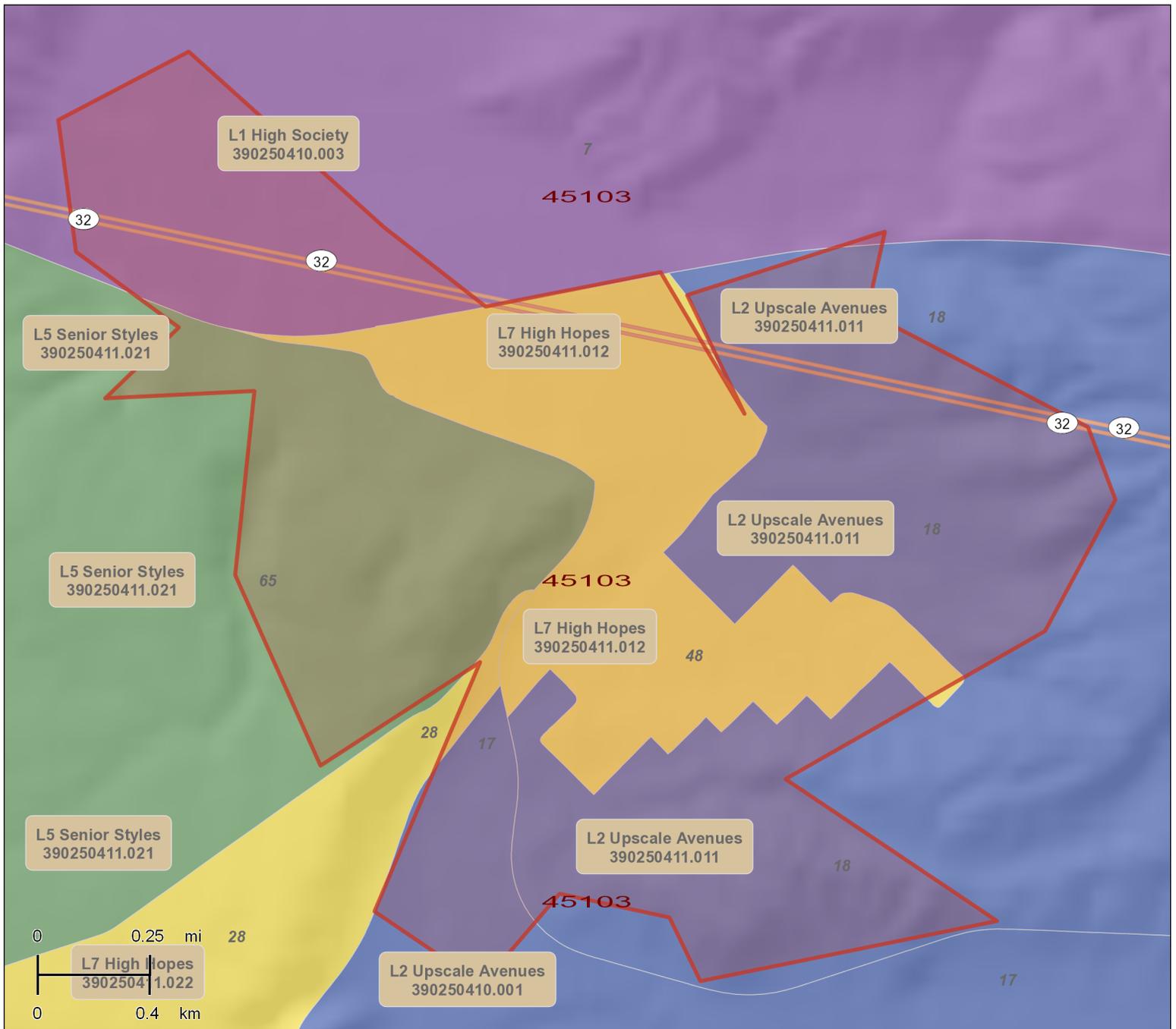


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Dominant Tapestry Site Map

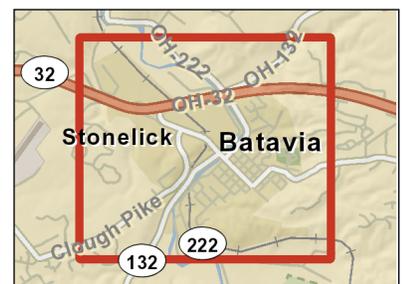
Batavia, OH  
3904150 (Batavia village)  
Geography: Popular places

www.clermontcountyohio.biz



## Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 19, 2013

Made with Esri Business Analyst



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## Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

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