



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

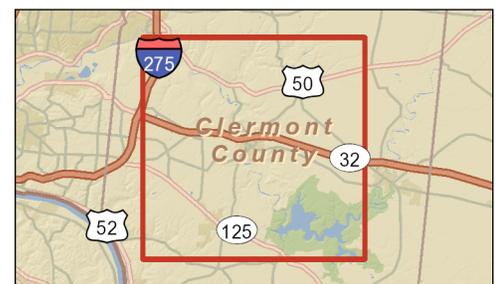
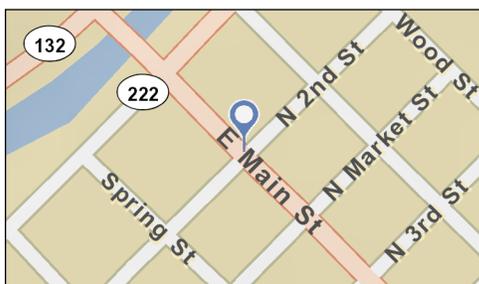
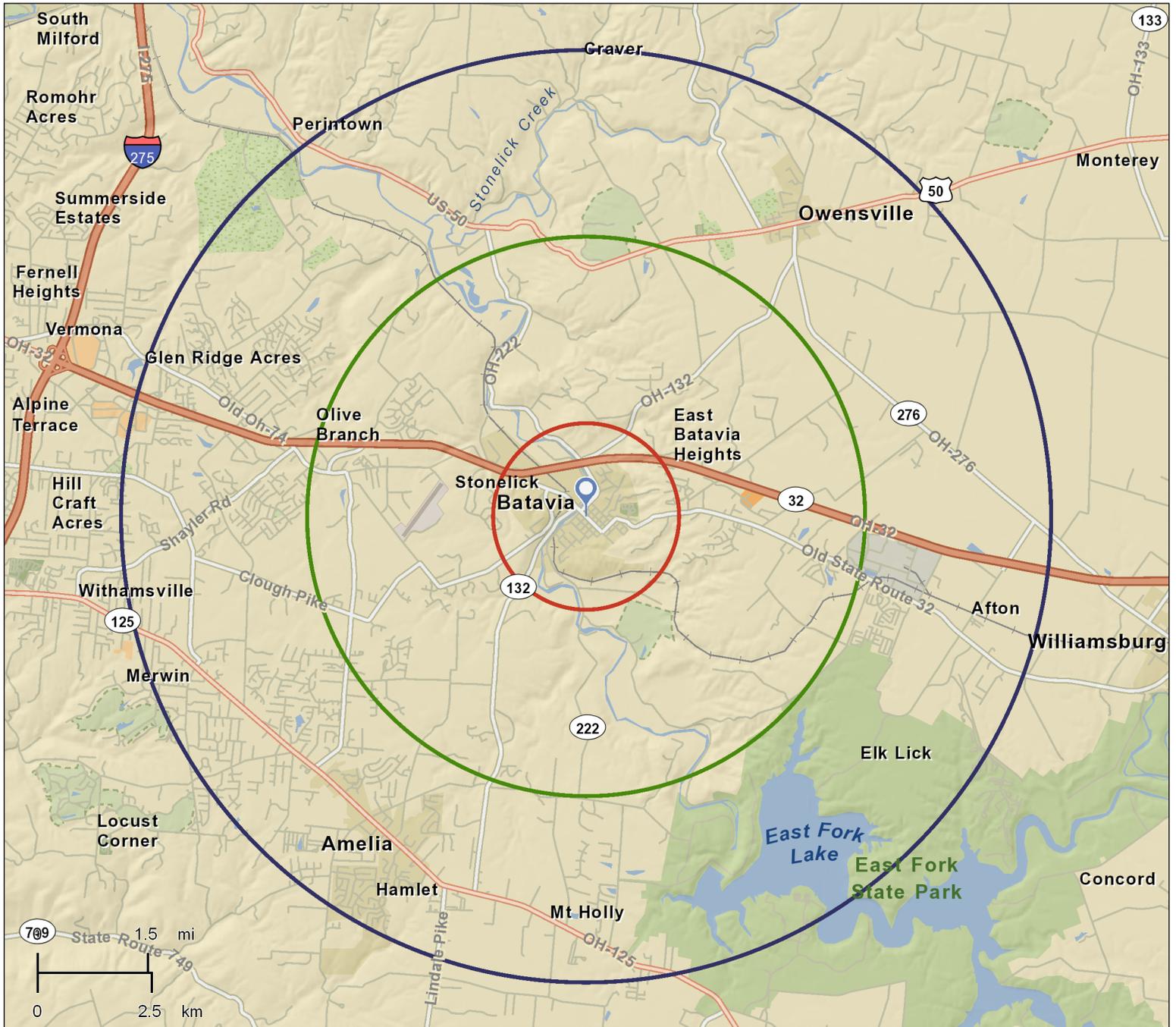
Site Map

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762



April 19, 2013

Made with Esri Business Analyst



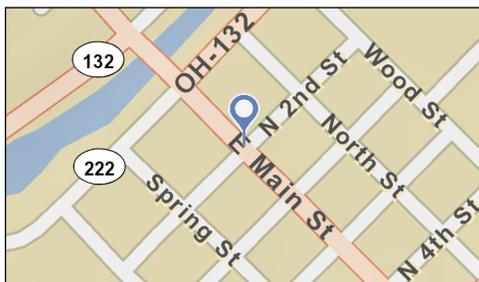
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Traffic Count Map

Downtown Batavia
73 E Main St, Batavia, OH, 45103
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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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Market Profile

Downtown Batavia
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,942	9,966	42,197
2010 Total Population	2,285	12,205	51,762
2012 Total Population	2,386	12,552	52,506
2012 Group Quarters	77	563	869
2017 Total Population	2,554	13,161	54,050
2012-2017 Annual Rate	1.37%	0.95%	0.58%
Household Summary			
2000 Households	679	3,447	15,507
2000 Average Household Size	2.76	2.73	2.67
2010 Households	789	4,378	19,446
2010 Average Household Size	2.80	2.66	2.62
2012 Households	818	4,493	19,688
2012 Average Household Size	2.82	2.67	2.62
2017 Households	882	4,764	20,498
2017 Average Household Size	2.81	2.64	2.59
2012-2017 Annual Rate	1.51%	1.18%	0.81%
2010 Families	554	3,253	13,761
2010 Average Family Size	3.36	3.05	3.08
2012 Families	574	3,334	13,878
2012 Average Family Size	3.37	3.05	3.08
2017 Families	612	3,508	14,278
2017 Average Family Size	3.38	3.04	3.07
2012-2017 Annual Rate	1.31%	1.02%	0.57%
Housing Unit Summary			
2000 Housing Units	736	3,628	16,344
Owner Occupied Housing Units	61.7%	60.3%	65.0%
Renter Occupied Housing Units	30.4%	34.7%	29.9%
Vacant Housing Units	7.9%	5.0%	5.1%
2010 Housing Units	900	4,732	20,938
Owner Occupied Housing Units	58.9%	61.0%	64.8%
Renter Occupied Housing Units	28.8%	31.6%	28.0%
Vacant Housing Units	12.3%	7.5%	7.1%
2012 Housing Units	915	4,814	21,132
Owner Occupied Housing Units	59.1%	61.0%	63.9%
Renter Occupied Housing Units	30.3%	32.3%	29.3%
Vacant Housing Units	10.6%	6.7%	6.8%
2017 Housing Units	963	5,021	21,782
Owner Occupied Housing Units	61.8%	63.7%	65.3%
Renter Occupied Housing Units	29.8%	31.2%	28.8%
Vacant Housing Units	8.4%	5.1%	5.9%
Median Household Income			
2012	\$46,077	\$50,809	\$52,665
2017	\$53,948	\$57,207	\$58,288
Median Home Value			
2012	\$135,686	\$154,421	\$152,046
2017	\$152,774	\$172,154	\$167,795
Per Capita Income			
2012	\$23,734	\$24,769	\$25,068
2017	\$26,881	\$28,150	\$28,046
Median Age			
2010	35.9	34.3	35.3
2012	36.1	34.6	35.4
2017	36.5	35.3	35.9

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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2012 Households by Income			
Household Income Base	818	4,493	19,688
<\$15,000	11.1%	13.5%	10.6%
\$15,000 - \$24,999	13.1%	11.7%	10.9%
\$25,000 - \$34,999	12.1%	9.4%	8.7%
\$35,000 - \$49,999	17.2%	14.2%	15.9%
\$50,000 - \$74,999	22.5%	22.1%	24.0%
\$75,000 - \$99,999	11.5%	10.8%	13.2%
\$100,000 - \$149,999	10.4%	10.6%	11.0%
\$150,000 - \$199,999	1.5%	4.5%	3.4%
\$200,000+	0.7%	3.1%	2.4%
Average Household Income	\$56,166	\$65,864	\$65,520
2017 Households by Income			
Household Income Base	882	4,764	20,498
<\$15,000	10.1%	12.3%	9.7%
\$15,000 - \$24,999	9.5%	8.4%	8.0%
\$25,000 - \$34,999	8.8%	6.7%	6.8%
\$35,000 - \$49,999	14.7%	12.0%	12.9%
\$50,000 - \$74,999	27.7%	26.7%	27.9%
\$75,000 - \$99,999	14.6%	13.6%	16.2%
\$100,000 - \$149,999	11.9%	11.9%	12.1%
\$150,000 - \$199,999	1.6%	5.1%	3.8%
\$200,000+	0.8%	3.4%	2.5%
Average Household Income	\$62,538	\$74,415	\$72,585
2012 Owner Occupied Housing Units by Value			
Total	541	2,938	13,489
<\$50,000	5.0%	2.9%	1.9%
\$50,000 - \$99,999	19.8%	13.6%	13.4%
\$100,000 - \$149,999	35.1%	31.3%	33.6%
\$150,000 - \$199,999	26.4%	23.8%	26.8%
\$200,000 - \$249,999	7.6%	12.0%	13.3%
\$250,000 - \$299,999	2.6%	7.0%	5.8%
\$300,000 - \$399,999	2.0%	6.1%	3.6%
\$400,000 - \$499,999	0.7%	1.8%	0.9%
\$500,000 - \$749,999	0.6%	1.1%	0.6%
\$750,000 - \$999,999	0.0%	0.2%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$144,704	\$176,496	\$166,618
2017 Owner Occupied Housing Units by Value			
Total	595	3,199	14,213
<\$50,000	2.5%	1.3%	0.8%
\$50,000 - \$99,999	13.8%	8.4%	8.1%
\$100,000 - \$149,999	31.8%	26.7%	29.1%
\$150,000 - \$199,999	35.1%	30.5%	33.6%
\$200,000 - \$249,999	10.4%	16.1%	16.8%
\$250,000 - \$299,999	2.7%	7.5%	6.0%
\$300,000 - \$399,999	2.2%	6.2%	3.7%
\$400,000 - \$499,999	0.7%	1.9%	0.9%
\$500,000 - \$749,999	0.8%	1.1%	0.7%
\$750,000 - \$999,999	0.0%	0.3%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$158,735	\$189,634	\$178,645

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.



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Market Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
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Latitude: 39.07723
Longitude: -84.17762

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,283	12,208	51,763
0 - 4	7.3%	8.8%	7.9%
5 - 9	7.3%	7.9%	7.4%
10 - 14	7.3%	6.8%	6.8%
15 - 24	13.0%	13.6%	13.1%
25 - 34	14.0%	13.9%	14.4%
35 - 44	14.1%	13.1%	14.0%
45 - 54	15.6%	15.0%	15.0%
55 - 64	11.1%	11.4%	11.2%
65 - 74	5.9%	5.6%	6.0%
75 - 84	3.5%	3.0%	3.1%
85 +	1.1%	0.9%	1.1%
18 +	73.7%	72.6%	73.9%
2012 Population by Age			
Total	2,387	12,551	52,507
0 - 4	7.2%	8.7%	7.9%
5 - 9	7.3%	7.9%	7.3%
10 - 14	7.2%	6.7%	6.7%
15 - 24	12.7%	13.3%	12.9%
25 - 34	14.2%	14.0%	14.6%
35 - 44	13.7%	12.8%	13.6%
45 - 54	15.1%	14.6%	14.5%
55 - 64	11.8%	12.1%	11.8%
65 - 74	6.3%	6.0%	6.4%
75 - 84	3.4%	3.1%	3.1%
85 +	1.0%	1.0%	1.2%
18 +	74.0%	73.1%	74.4%
2017 Population by Age			
Total	2,553	13,161	54,050
0 - 4	7.1%	8.6%	7.9%
5 - 9	7.2%	7.8%	7.3%
10 - 14	7.4%	6.7%	6.7%
15 - 24	12.0%	12.4%	12.2%
25 - 34	14.3%	14.1%	14.8%
35 - 44	13.4%	12.5%	13.3%
45 - 54	14.0%	13.6%	13.5%
55 - 64	12.5%	12.8%	12.3%
65 - 74	7.5%	7.2%	7.7%
75 - 84	3.6%	3.3%	3.2%
85 +	1.1%	1.0%	1.2%
18 +	74.2%	73.4%	74.6%
2010 Population by Sex			
Males	1,093	5,932	25,456
Females	1,192	6,273	26,306
2012 Population by Sex			
Males	1,146	6,123	25,896
Females	1,240	6,428	26,611
2017 Population by Sex			
Males	1,230	6,441	26,691
Females	1,324	6,720	27,359

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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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,284	12,205	51,763
White Alone	94.7%	94.4%	95.2%
Black Alone	2.3%	2.0%	1.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.8%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.6%	2.2%	1.6%
Hispanic Origin	0.9%	1.2%	1.4%
Diversity Index	12.0	12.9	11.9
2012 Population by Race/Ethnicity			
Total	2,387	12,552	52,507
White Alone	93.7%	93.6%	94.5%
Black Alone	3.2%	2.8%	2.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.8%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.4%
Two or More Races	1.6%	2.2%	1.6%
Hispanic Origin	1.1%	1.4%	1.7%
Diversity Index	13.9	14.7	13.6
2017 Population by Race/Ethnicity			
Total	2,555	13,162	54,050
White Alone	91.2%	91.3%	92.6%
Black Alone	5.5%	4.8%	3.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	1.0%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	1.6%	2.3%	1.7%
Hispanic Origin	1.5%	1.9%	2.3%
Diversity Index	18.9	19.5	18.1
2010 Population by Relationship and Household Type			
Total	2,285	12,205	51,762
In Households	96.6%	95.4%	98.3%
In Family Households	83.8%	84.0%	84.3%
Householder	26.4%	26.8%	26.7%
Spouse	19.4%	18.6%	20.2%
Child	33.8%	33.8%	32.6%
Other relative	1.8%	2.0%	2.4%
Nonrelative	2.5%	2.7%	2.4%
In Nonfamily Households	12.8%	11.4%	14.0%
In Group Quarters	3.4%	4.6%	1.7%
Institutionalized Population	2.6%	3.3%	1.3%
Noninstitutionalized Population	0.8%	1.3%	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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	789	4,378	19,447
Households with 1 Person	25.5%	21.2%	22.9%
Households with 2+ People	74.5%	78.8%	77.1%
Family Households	70.2%	74.3%	70.8%
Husband-wife Families	50.4%	51.6%	53.6%
With Related Children	24.6%	22.8%	24.9%
Other Family (No Spouse Present)	19.8%	22.7%	17.2%
Other Family with Male Householder	4.6%	5.0%	5.0%
With Related Children	3.0%	3.5%	3.3%
Other Family with Female Householder	15.2%	17.6%	12.1%
With Related Children	10.8%	13.7%	8.3%
Nonfamily Households	4.3%	4.5%	6.3%
All Households with Children	38.9%	40.7%	37.2%
Multigenerational Households	3.2%	3.4%	3.5%
Unmarried Partner Households	7.1%	7.9%	8.2%
Male-female	6.8%	7.5%	7.6%
Same-sex	0.3%	0.3%	0.5%
2010 Households by Size			
Total	790	4,378	19,446
1 Person Household	25.4%	21.2%	22.9%
2 Person Household	32.3%	34.4%	33.9%
3 Person Household	15.3%	18.6%	17.9%
4 Person Household	15.4%	15.5%	15.4%
5 Person Household	7.1%	6.8%	6.5%
6 Person Household	3.3%	2.6%	2.4%
7 + Person Household	1.1%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	789	4,378	19,446
Owner Occupied	67.2%	65.9%	69.8%
Owned with a Mortgage/Loan	54.0%	51.3%	56.3%
Owned Free and Clear	13.1%	14.6%	13.5%
Renter Occupied	32.8%	34.1%	30.2%

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

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Latitude: 39.07723
Longitude: -84.17762

Summary	Census 2010	2012	2017
Population	2,285	2,386	2,554
Households	789	818	882
Families	554	574	612
Average Household Size	2.80	2.82	2.81
Owner Occupied Housing Units	530	541	595
Renter Occupied Housing Units	259	277	287
Median Age	35.9	36.1	36.5
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.37%	0.14%	0.68%
Households	1.52%	0.28%	0.74%
Families	1.29%	0.07%	0.72%
Owner HHs	1.92%	0.48%	0.91%
Median Household Income	3.20%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	91	11.1%	89	10.1%
\$15,000 - \$24,999	107	13.1%	84	9.5%
\$25,000 - \$34,999	99	12.1%	78	8.8%
\$35,000 - \$49,999	141	17.2%	130	14.7%
\$50,000 - \$74,999	184	22.5%	244	27.7%
\$75,000 - \$99,999	94	11.5%	129	14.6%
\$100,000 - \$149,999	85	10.4%	105	11.9%
\$150,000 - \$199,999	12	1.5%	14	1.6%
\$200,000+	6	0.7%	7	0.8%
Median Household Income	\$46,077		\$53,948	
Average Household Income	\$56,166		\$62,538	
Per Capita Income	\$23,734		\$26,881	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	166	7.3%	172	7.2%	182	7.1%
5 - 9	167	7.3%	174	7.3%	185	7.2%
10 - 14	167	7.3%	172	7.2%	188	7.4%
15 - 19	170	7.4%	170	7.1%	174	6.8%
20 - 24	127	5.6%	134	5.6%	132	5.2%
25 - 34	320	14.0%	339	14.2%	365	14.3%
35 - 44	321	14.0%	327	13.7%	341	13.4%
45 - 54	356	15.6%	360	15.1%	357	14.0%
55 - 64	254	11.1%	281	11.8%	318	12.5%
65 - 74	135	5.9%	151	6.3%	192	7.5%
75 - 84	79	3.5%	82	3.4%	92	3.6%
85+	24	1.0%	25	1.0%	27	1.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,163	94.7%	2,237	93.7%	2,330	91.2%
Black Alone	53	2.3%	77	3.2%	140	5.5%
American Indian Alone	10	0.4%	11	0.5%	11	0.4%
Asian Alone	18	0.8%	20	0.8%	26	1.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	3	0.1%	4	0.2%	6	0.2%
Two or More Races	37	1.6%	38	1.6%	42	1.6%
Hispanic Origin (Any Race)	21	0.9%	25	1.0%	38	1.5%

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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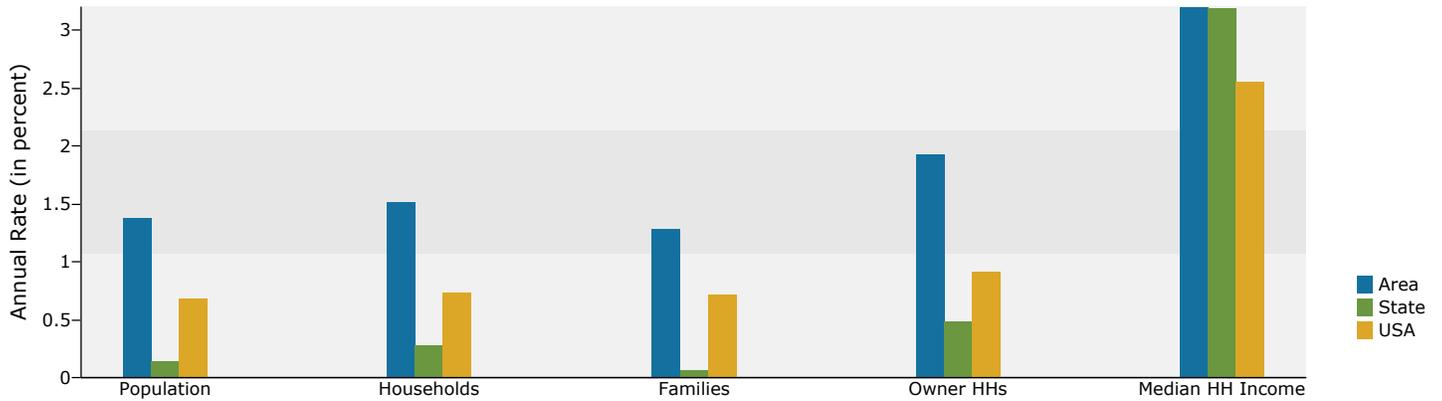
Demographic and Income Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

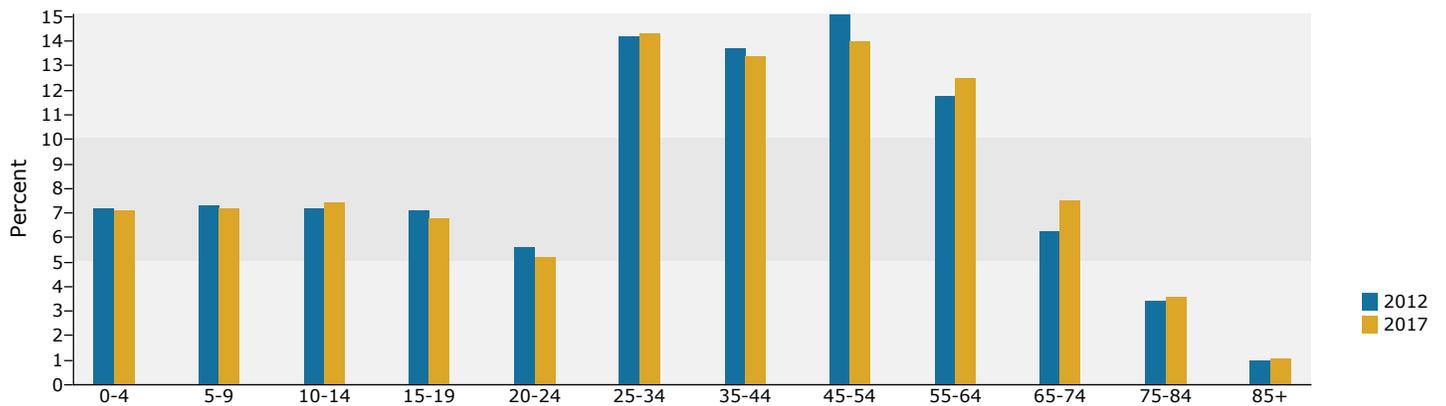
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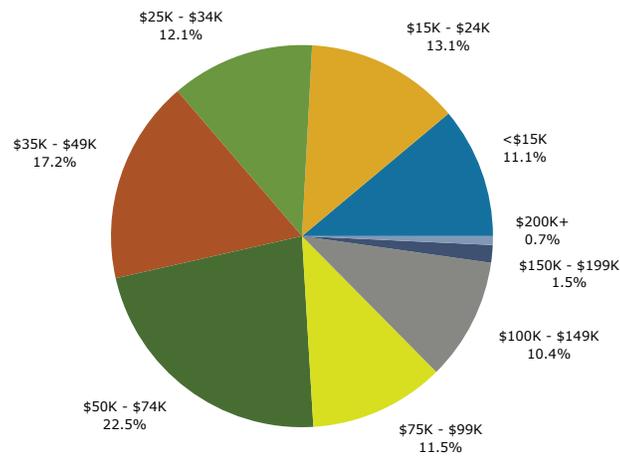
Trends 2012-2017



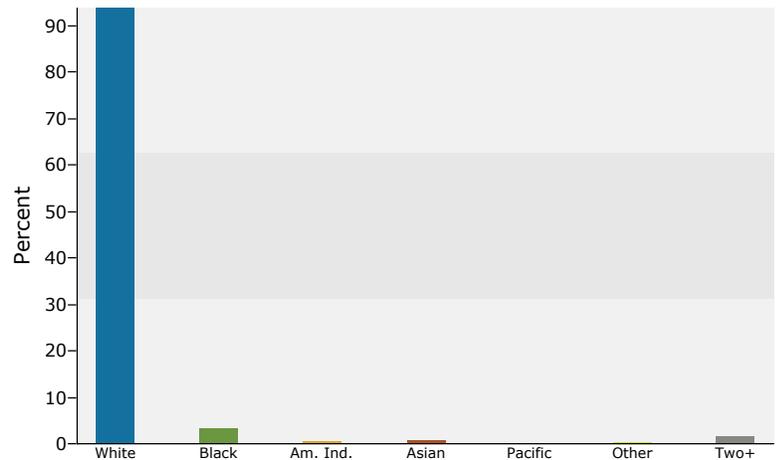
Population by Age



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.

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Demographic and Income Profile

Downtown Batavia
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Summary	Census 2010	2012	2017
Population	12,205	12,552	13,161
Households	4,378	4,493	4,764
Families	3,253	3,334	3,508
Average Household Size	2.66	2.67	2.64
Owner Occupied Housing Units	2,885	2,938	3,199
Renter Occupied Housing Units	1,493	1,556	1,565
Median Age	34.3	34.6	35.3
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.95%	0.14%	0.68%
Households	1.18%	0.28%	0.74%
Families	1.02%	0.07%	0.72%
Owner HHs	1.72%	0.48%	0.91%
Median Household Income	2.40%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	608	13.5%	585	12.3%
\$15,000 - \$24,999	525	11.7%	402	8.4%
\$25,000 - \$34,999	424	9.4%	318	6.7%
\$35,000 - \$49,999	638	14.2%	571	12.0%
\$50,000 - \$74,999	994	22.1%	1,270	26.7%
\$75,000 - \$99,999	484	10.8%	647	13.6%
\$100,000 - \$149,999	478	10.6%	567	11.9%
\$150,000 - \$199,999	200	4.5%	242	5.1%
\$200,000+	141	3.1%	161	3.4%
Median Household Income	\$50,809		\$57,207	
Average Household Income	\$65,864		\$74,415	
Per Capita Income	\$24,769		\$28,150	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,069	8.8%	1,087	8.7%	1,128	8.6%
5 - 9	970	7.9%	986	7.9%	1,022	7.8%
10 - 14	830	6.8%	839	6.7%	887	6.7%
15 - 19	809	6.6%	794	6.3%	796	6.0%
20 - 24	846	6.9%	877	7.0%	842	6.4%
25 - 34	1,695	13.9%	1,762	14.0%	1,850	14.1%
35 - 44	1,599	13.1%	1,603	12.8%	1,645	12.5%
45 - 54	1,826	15.0%	1,830	14.6%	1,794	13.6%
55 - 64	1,396	11.4%	1,516	12.1%	1,683	12.8%
65 - 74	683	5.6%	752	6.0%	949	7.2%
75 - 84	369	3.0%	383	3.1%	429	3.3%
85+	115	0.9%	122	1.0%	136	1.0%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,522	94.4%	11,747	93.6%	12,018	91.3%
Black Alone	247	2.0%	349	2.8%	627	4.8%
American Indian Alone	38	0.3%	40	0.3%	44	0.3%
Asian Alone	96	0.8%	106	0.8%	131	1.0%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	26	0.2%	30	0.2%	41	0.3%
Two or More Races	274	2.2%	278	2.2%	299	2.3%
Hispanic Origin (Any Race)	143	1.2%	173	1.4%	246	1.9%

Data Note: Income is expressed in current dollars.

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

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

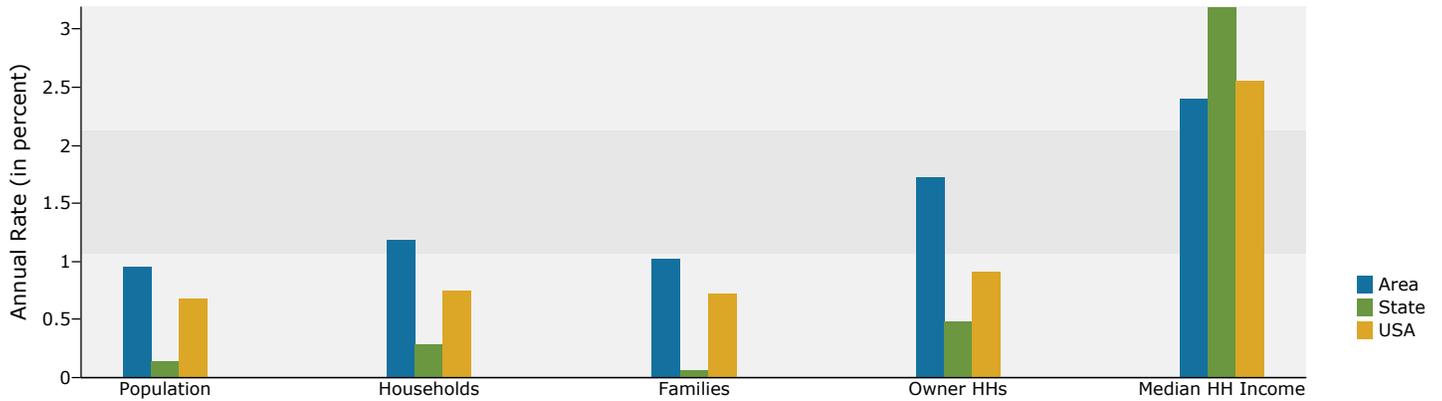
Demographic and Income Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

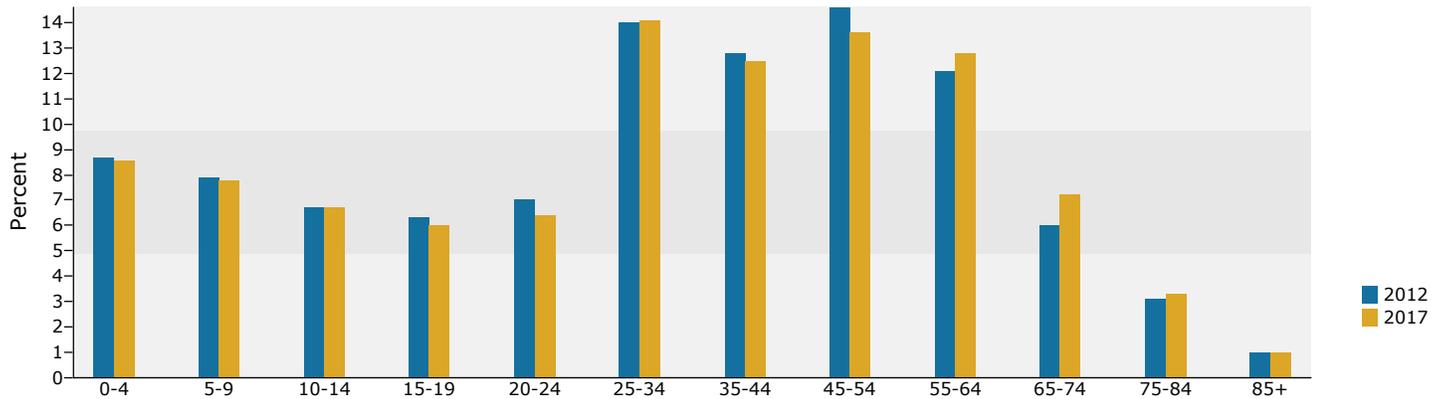
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Latitude: 39.07723
Longitude: -84.17762

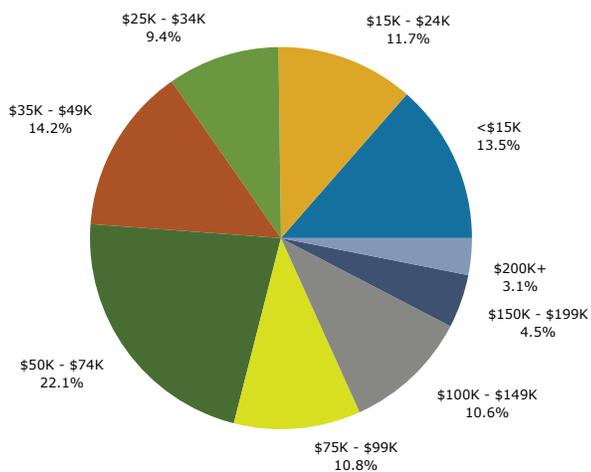
Trends 2012-2017



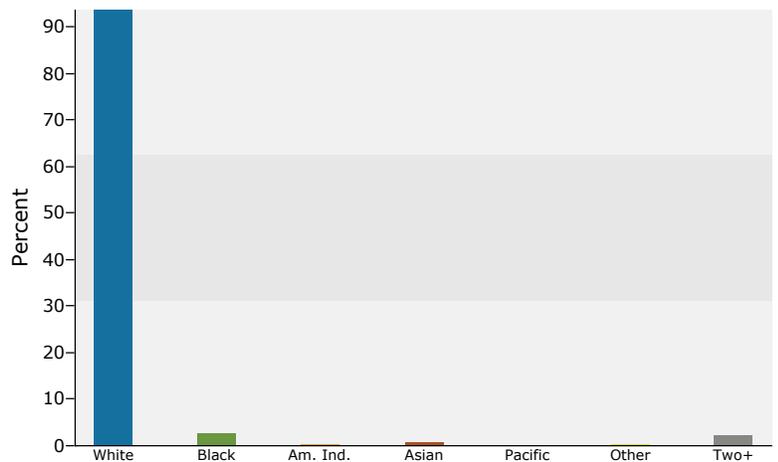
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.4%

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

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Summary	Census 2010	2012	2017
Population	51,762	52,506	54,050
Households	19,446	19,688	20,498
Families	13,761	13,878	14,278
Average Household Size	2.62	2.62	2.59
Owner Occupied Housing Units	13,574	13,495	14,220
Renter Occupied Housing Units	5,872	6,193	6,279
Median Age	35.3	35.4	35.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.58%	0.14%	0.68%
Households	0.81%	0.28%	0.74%
Families	0.57%	0.07%	0.72%
Owner HHs	1.05%	0.48%	0.91%
Median Household Income	2.05%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	2,081	10.6%	1,989	9.7%
\$15,000 - \$24,999	2,139	10.9%	1,640	8.0%
\$25,000 - \$34,999	1,712	8.7%	1,404	6.8%
\$35,000 - \$49,999	3,140	15.9%	2,649	12.9%
\$50,000 - \$74,999	4,724	24.0%	5,719	27.9%
\$75,000 - \$99,999	2,598	13.2%	3,318	16.2%
\$100,000 - \$149,999	2,166	11.0%	2,476	12.1%
\$150,000 - \$199,999	660	3.4%	782	3.8%
\$200,000+	466	2.4%	522	2.5%
Median Household Income	\$52,665		\$58,288	
Average Household Income	\$65,520		\$72,585	
Per Capita Income	\$25,068		\$28,046	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,104	7.9%	4,144	7.9%	4,261	7.9%
5 - 9	3,835	7.4%	3,853	7.3%	3,928	7.3%
10 - 14	3,538	6.8%	3,521	6.7%	3,638	6.7%
15 - 19	3,315	6.4%	3,197	6.1%	3,132	5.8%
20 - 24	3,472	6.7%	3,595	6.8%	3,440	6.4%
25 - 34	7,437	14.4%	7,674	14.6%	7,981	14.8%
35 - 44	7,232	14.0%	7,127	13.6%	7,178	13.3%
45 - 54	7,744	15.0%	7,625	14.5%	7,270	13.5%
55 - 64	5,823	11.2%	6,181	11.8%	6,646	12.3%
65 - 74	3,099	6.0%	3,356	6.4%	4,150	7.7%
75 - 84	1,585	3.1%	1,618	3.1%	1,756	3.2%
85+	580	1.1%	616	1.2%	670	1.2%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	49,282	95.2%	49,621	94.5%	50,024	92.6%
Black Alone	738	1.4%	1,041	2.0%	1,877	3.5%
American Indian Alone	134	0.3%	140	0.3%	157	0.3%
Asian Alone	597	1.2%	644	1.2%	771	1.4%
Pacific Islander Alone	10	0.0%	11	0.0%	17	0.0%
Some Other Race Alone	181	0.3%	210	0.4%	289	0.5%
Two or More Races	821	1.6%	840	1.6%	915	1.7%
Hispanic Origin (Any Race)	742	1.4%	887	1.7%	1,257	2.3%

Data Note: Income is expressed in current dollars.

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

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

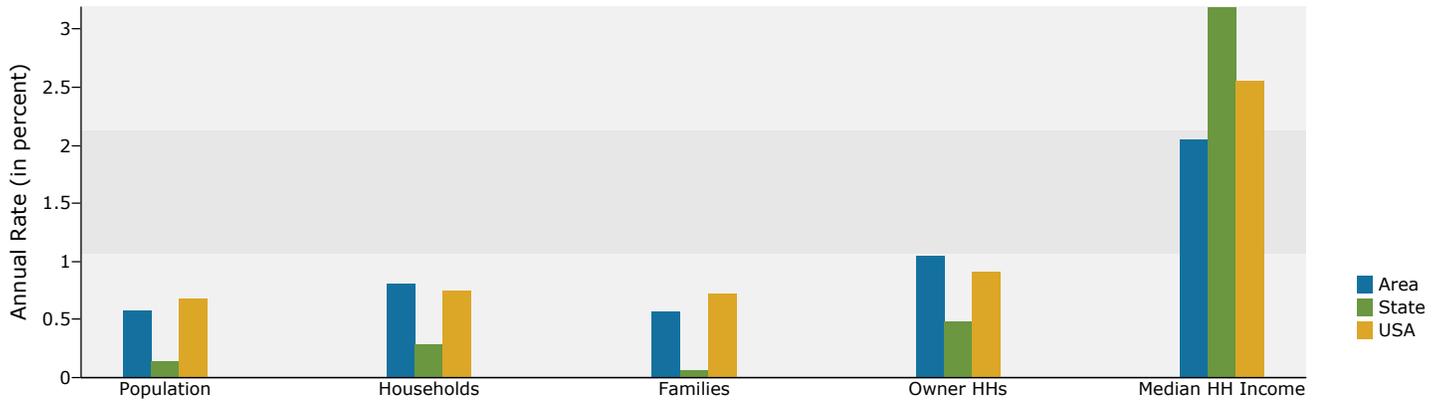
Demographic and Income Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

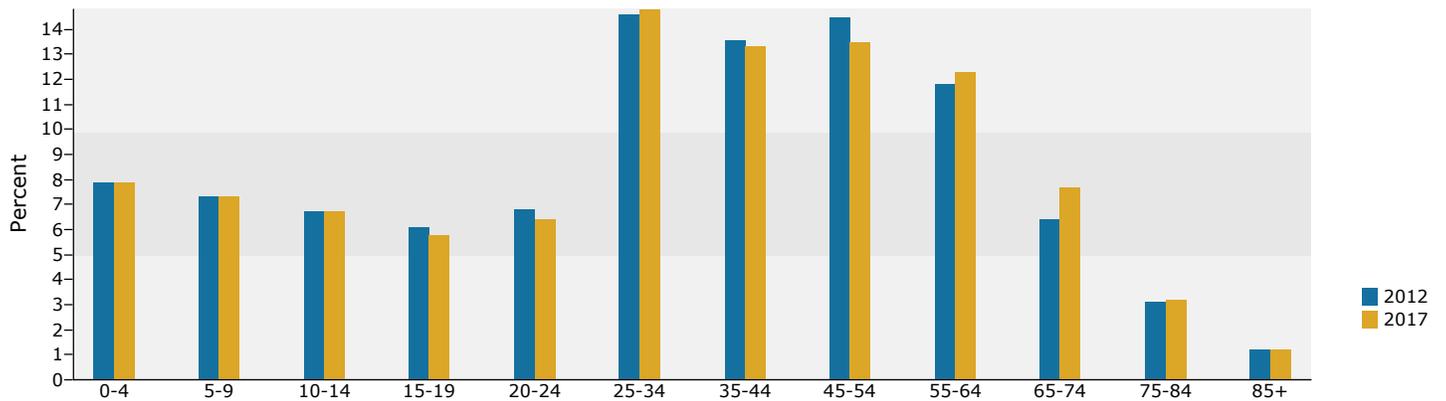
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Latitude: 39.07723
Longitude: -84.17762

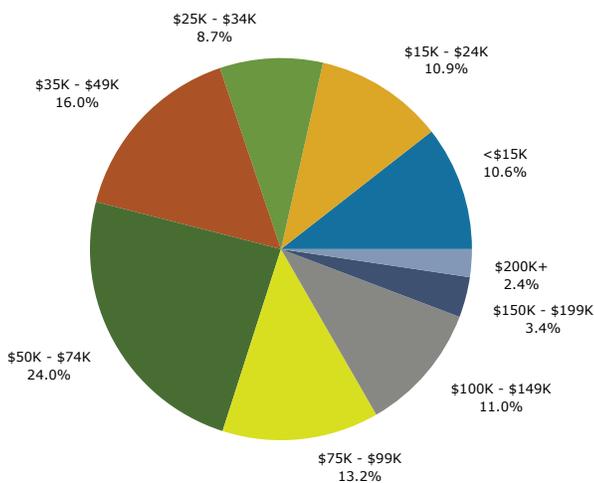
Trends 2012-2017



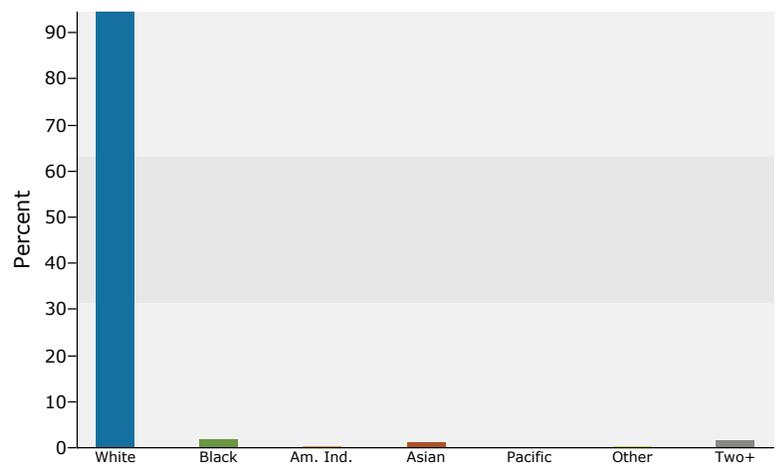
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.7%

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

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Summary Demographics

2010 Population	2,700
2010 Households	948
2010 Median Disposable Income	\$45,069
2010 Per Capita Income	\$25,034

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	\$23,340,470	\$47,207,500	-\$23,867,031	-33.8	26
Total Retail Trade	44-45	\$19,941,574	\$41,828,067	-\$21,886,493	-35.4	17
Total Food & Drink	722	\$3,398,895	\$5,379,433	-\$1,980,538	-22.6	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,745,900	\$13,854,297	-\$9,108,397	-49.0	2
Automobile Dealers	4411	\$4,047,679	\$13,669,970	-\$9,622,291	-54.3	1
Other Motor Vehicle Dealers	4412	\$327,814	\$153,701	\$174,113	36.2	0
Auto Parts, Accessories & Tire Stores	4413	\$370,407	\$30,626	\$339,781	84.7	0
Furniture & Home Furnishings Stores	442	\$330,025	\$120,861	\$209,165	46.4	1
Furniture Stores	4421	\$171,336	\$87,679	\$83,656	32.3	1
Home Furnishings Stores	4422	\$158,690	\$33,181	\$125,508	65.4	0
Electronics & Appliance Stores	4431	\$829,592	\$297,664	\$531,929	47.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$729,287	\$434,125	\$295,162	25.4	4
Bldg Material & Supplies Dealers	4441	\$687,712	\$405,491	\$282,221	25.8	3
Lawn & Garden Equip & Supply Stores	4442	\$41,575	\$28,634	\$12,941	18.4	1
Food & Beverage Stores	445	\$3,523,517	\$2,244,350	\$1,279,167	22.2	3
Grocery Stores	4451	\$3,378,269	\$2,153,413	\$1,224,855	22.1	2
Specialty Food Stores	4452	\$50,124	\$52,786	-\$2,662	-2.6	1
Beer, Wine & Liquor Stores	4453	\$95,124	\$38,151	\$56,973	42.7	0
Health & Personal Care Stores	446,4461	\$399,535	\$16,872	\$382,663	91.9	0
Gasoline Stations	447,4471	\$3,361,877	\$6,293,255	-\$2,931,378	-30.4	2
Clothing & Clothing Accessories Stores	448	\$573,246	\$1,182	\$572,064	99.6	0
Clothing Stores	4481	\$417,066	\$1,182	\$415,884	99.4	0
Shoe Stores	4482	\$92,246	\$0	\$92,246	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$63,933	\$0	\$63,933	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$93,504	\$1,049	\$92,454	97.8	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$71,957	\$1,049	\$70,907	97.1	0
Book, Periodical & Music Stores	4512	\$21,547	\$0	\$21,547	100.0	0
General Merchandise Stores	452	\$3,262,184	\$1,860,626	\$1,401,559	27.4	1
Department Stores Excluding Leased Depts.	4521	\$1,398,253	\$1,224,048	\$174,205	6.6	1
Other General Merchandise Stores	4529	\$1,863,932	\$636,578	\$1,227,354	49.1	0
Miscellaneous Store Retailers	453	\$277,576	\$1,645,907	-\$1,368,331	-71.1	3
Florists	4531	\$15,440	\$97,446	-\$82,007	-72.6	1
Office Supplies, Stationery & Gift Stores	4532	\$94,234	\$1,322,382	-\$1,228,148	-86.7	0
Used Merchandise Stores	4533	\$6,418	\$13,893	-\$7,475	-36.8	0
Other Miscellaneous Store Retailers	4539	\$161,484	\$212,185	-\$50,701	-13.6	2
Nonstore Retailers	454	\$1,815,329	\$15,057,880	-\$13,242,550	-78.5	0
Electronic Shopping & Mail-Order Houses	4541	\$1,720,361	\$15,057,880	-\$13,337,519	-79.5	0
Vending Machine Operators	4542	\$2,614	\$0	\$2,614	100.0	0
Direct Selling Establishments	4543	\$92,354	\$0	\$92,354	100.0	0
Food Services & Drinking Places	722	\$3,398,895	\$5,379,433	-\$1,980,538	-22.6	9
Full-Service Restaurants	7221	\$1,201,890	\$1,354,058	-\$152,169	-6.0	5
Limited-Service Eating Places	7222	\$1,897,589	\$3,724,180	-\$1,826,592	-32.5	4
Special Food Services	7223	\$238,198	\$296,441	-\$58,242	-10.9	0
Drinking Places - Alcoholic Beverages	7224	\$61,218	\$4,754	\$56,464	85.6	0

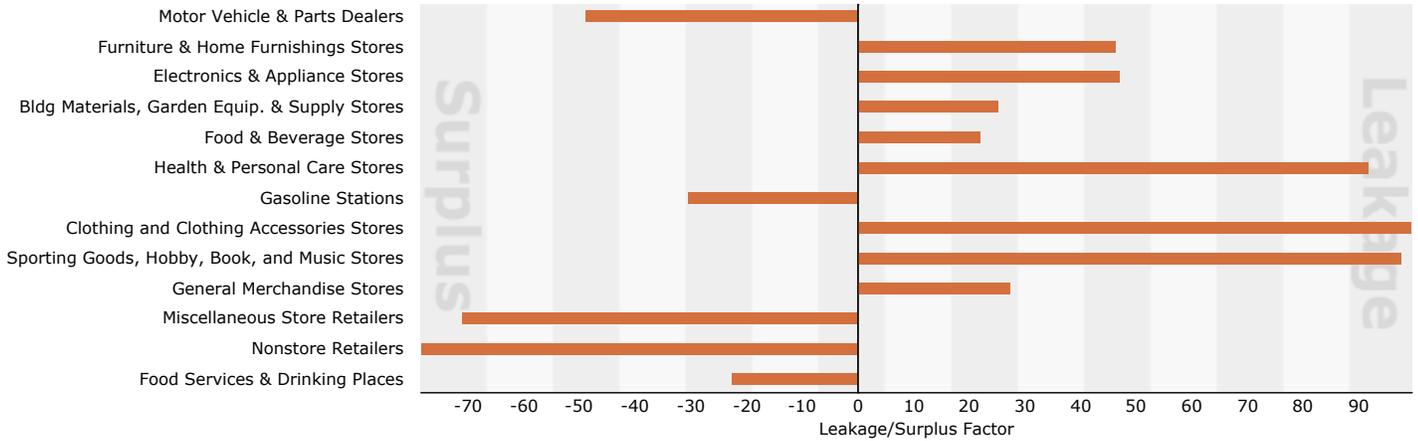
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

April 19, 2013

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Summary Demographics

2010 Population	13,124
2010 Households	4,653
2010 Median Disposable Income	\$45,757
2010 Per Capita Income	\$25,193

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	\$120,723,007	\$131,678,272	-\$10,955,265	-4.3	67
Total Retail Trade	44-45	\$103,119,473	\$117,895,729	-\$14,776,257	-6.7	46
Total Food & Drink	722	\$17,603,535	\$13,782,543	\$3,820,992	12.2	20
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,496,815	\$18,191,137	\$6,305,678	14.8	7
Automobile Dealers	4411	\$20,828,335	\$17,070,646	\$3,757,689	9.9	3
Other Motor Vehicle Dealers	4412	\$1,747,962	\$851,230	\$896,731	34.5	2
Auto Parts, Accessories & Tire Stores	4413	\$1,920,518	\$269,261	\$1,651,257	75.4	1
Furniture & Home Furnishings Stores	442	\$1,713,713	\$401,372	\$1,312,341	62.0	2
Furniture Stores	4421	\$886,592	\$126,173	\$760,419	75.1	1
Home Furnishings Stores	4422	\$827,122	\$275,199	\$551,922	50.1	1
Electronics & Appliance Stores	4431	\$4,279,819	\$1,203,348	\$3,076,471	56.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,815,338	\$1,421,874	\$2,393,464	45.7	9
Bldg Material & Supplies Dealers	4441	\$3,598,246	\$1,392,825	\$2,205,421	44.2	8
Lawn & Garden Equip & Supply Stores	4442	\$217,092	\$29,049	\$188,043	76.4	1
Food & Beverage Stores	445	\$18,238,533	\$3,949,065	\$14,289,469	64.4	7
Grocery Stores	4451	\$17,483,366	\$3,292,496	\$14,190,870	68.3	3
Specialty Food Stores	4452	\$259,771	\$123,548	\$136,223	35.5	2
Beer, Wine & Liquor Stores	4453	\$495,396	\$533,020	-\$37,625	-3.7	2
Health & Personal Care Stores	446,4461	\$2,066,526	\$194,023	\$1,872,503	82.8	0
Gasoline Stations	447,4471	\$17,307,082	\$13,898,891	\$3,408,191	10.9	4
Clothing & Clothing Accessories Stores	448	\$2,972,044	\$16,058	\$2,955,986	98.9	0
Clothing Stores	4481	\$2,161,388	\$16,058	\$2,145,330	98.5	0
Shoe Stores	4482	\$478,262	\$0	\$478,262	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$332,394	\$0	\$332,394	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$485,409	\$24,062	\$461,346	90.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$374,142	\$24,062	\$350,080	87.9	1
Book, Periodical & Music Stores	4512	\$111,266	\$0	\$111,266	100.0	0
General Merchandise Stores	452	\$16,884,449	\$4,175,139	\$12,709,310	60.3	2
Department Stores Excluding Leased Depts.	4521	\$7,240,154	\$1,224,048	\$6,016,107	71.1	1
Other General Merchandise Stores	4529	\$9,644,294	\$2,951,091	\$6,693,203	53.1	1
Miscellaneous Store Retailers	453	\$1,437,642	\$6,660,234	-\$5,222,592	-64.5	9
Florists	4531	\$80,700	\$123,416	-\$42,716	-20.9	1
Office Supplies, Stationery & Gift Stores	4532	\$490,528	\$5,994,344	-\$5,503,816	-84.9	1
Used Merchandise Stores	4533	\$33,279	\$93,614	-\$60,335	-47.5	2
Other Miscellaneous Store Retailers	4539	\$833,136	\$448,862	\$384,274	30.0	4
Nonstore Retailers	454	\$9,422,103	\$67,760,526	-\$58,338,423	-75.6	2
Electronic Shopping & Mail-Order Houses	4541	\$8,898,675	\$67,760,526	-\$58,861,851	-76.8	2
Vending Machine Operators	4542	\$13,535	\$0	\$13,535	100.0	0
Direct Selling Establishments	4543	\$509,893	\$0	\$509,893	100.0	0
Food Services & Drinking Places	722	\$17,603,535	\$13,782,543	\$3,820,992	12.2	20
Full-Service Restaurants	7221	\$6,239,010	\$2,926,114	\$3,312,897	36.1	8
Limited-Service Eating Places	7222	\$9,810,698	\$8,476,315	\$1,334,383	7.3	9
Special Food Services	7223	\$1,232,960	\$2,338,595	-\$1,105,635	-31.0	2
Drinking Places - Alcoholic Beverages	7224	\$320,866	\$41,519	\$279,347	77.1	1

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

April 19, 2013

Made with Esri Business Analyst

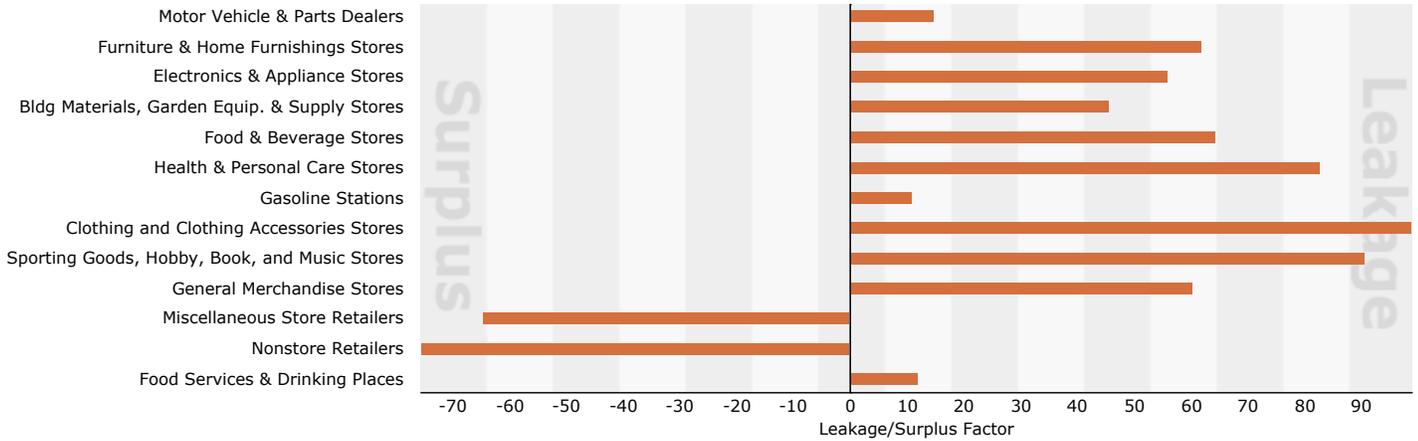


Retail MarketPlace Profile

Downtown Batavia
 73 E Main St, Batavia, OH, 45103
 Ring: 3 mile radius

www.clermontcountyohio.biz
 Latitude: 39.07723
 Longitude: -84.17762

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 19, 2013



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Summary Demographics

2010 Population	51,382
2010 Households	19,238
2010 Median Disposable Income	\$50,099
2010 Per Capita Income	\$27,124

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	\$515,170,213	\$490,355,885	\$24,814,328	2.5	308
Total Retail Trade	44-45	\$440,184,837	\$427,771,368	\$12,413,469	1.4	221
Total Food & Drink	722	\$74,985,376	\$62,584,517	\$12,400,859	9.0	87

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$105,571,627	\$109,136,382	-\$3,564,755	-1.7	43
Automobile Dealers	4411	\$89,811,598	\$83,691,191	\$6,120,407	3.5	23
Other Motor Vehicle Dealers	4412	\$7,631,730	\$20,721,104	-\$13,089,374	-46.2	11
Auto Parts, Accessories & Tire Stores	4413	\$8,128,299	\$4,724,087	\$3,404,212	26.5	9
Furniture & Home Furnishings Stores	442	\$7,376,635	\$9,750,969	-\$2,374,334	-13.9	15
Furniture Stores	4421	\$3,823,009	\$6,261,047	-\$2,438,037	-24.2	7
Home Furnishings Stores	4422	\$3,553,626	\$3,489,923	\$63,703	0.9	8
Electronics & Appliance Stores	4431	\$18,412,625	\$8,422,902	\$9,989,723	37.2	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,584,156	\$6,260,493	\$10,323,663	45.2	28
Bldg Material & Supplies Dealers	4441	\$15,651,806	\$5,614,579	\$10,037,227	47.2	22
Lawn & Garden Equip & Supply Stores	4442	\$932,350	\$645,914	\$286,436	18.1	5
Food & Beverage Stores	445	\$77,173,929	\$73,443,492	\$3,730,436	2.5	28
Grocery Stores	4451	\$73,983,165	\$68,887,935	\$5,095,230	3.6	17
Specialty Food Stores	4452	\$1,098,634	\$637,859	\$460,774	26.5	5
Beer, Wine & Liquor Stores	4453	\$2,092,130	\$3,917,698	-\$1,825,568	-30.4	6
Health & Personal Care Stores	446,4461	\$8,725,218	\$5,437,153	\$3,288,065	23.2	10
Gasoline Stations	447,4471	\$73,557,369	\$62,388,782	\$11,168,587	8.2	16
Clothing & Clothing Accessories Stores	448	\$12,674,175	\$3,104,390	\$9,569,785	60.7	13
Clothing Stores	4481	\$9,211,378	\$1,646,164	\$7,565,214	69.7	8
Shoe Stores	4482	\$2,031,997	\$642,448	\$1,389,549	52.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,430,800	\$815,777	\$615,023	27.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,083,462	\$2,020,451	\$63,011	1.5	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,609,857	\$1,723,262	-\$113,404	-3.4	7
Book, Periodical & Music Stores	4512	\$473,605	\$297,189	\$176,416	22.9	1
General Merchandise Stores	452	\$71,866,833	\$67,706,079	\$4,160,754	3.0	11
Department Stores Excluding Leased Depts.	4521	\$30,959,190	\$25,474,312	\$5,484,878	9.7	2
Other General Merchandise Stores	4529	\$40,907,643	\$42,231,767	-\$1,324,123	-1.6	9
Miscellaneous Store Retailers	453	\$6,134,857	\$8,451,197	-\$2,316,341	-15.9	28
Florists	4531	\$346,966	\$447,066	-\$100,100	-12.6	7
Office Supplies, Stationery & Gift Stores	4532	\$2,083,550	\$6,590,095	-\$4,506,546	-52.0	7
Used Merchandise Stores	4533	\$142,452	\$257,009	-\$114,557	-28.7	7
Other Miscellaneous Store Retailers	4539	\$3,561,890	\$1,157,027	\$2,404,862	51.0	8
Nonstore Retailers	454	\$40,023,952	\$71,649,078	-\$31,625,126	-28.3	5
Electronic Shopping & Mail-Order Houses	4541	\$37,853,446	\$71,514,375	-\$33,660,929	-30.8	4
Vending Machine Operators	4542	\$57,377	\$134,703	-\$77,326	-40.3	1
Direct Selling Establishments	4543	\$2,113,129	\$0	\$2,113,129	100.0	0
Food Services & Drinking Places	722	\$74,985,376	\$62,584,517	\$12,400,859	9.0	87
Full-Service Restaurants	7221	\$26,578,077	\$20,421,514	\$6,156,564	13.1	40
Limited-Service Eating Places	7222	\$41,798,572	\$38,680,633	\$3,117,938	3.9	40
Special Food Services	7223	\$5,250,577	\$3,280,364	\$1,970,213	23.1	4
Drinking Places - Alcoholic Beverages	7224	\$1,358,150	\$202,006	\$1,156,144	74.1	3

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>.

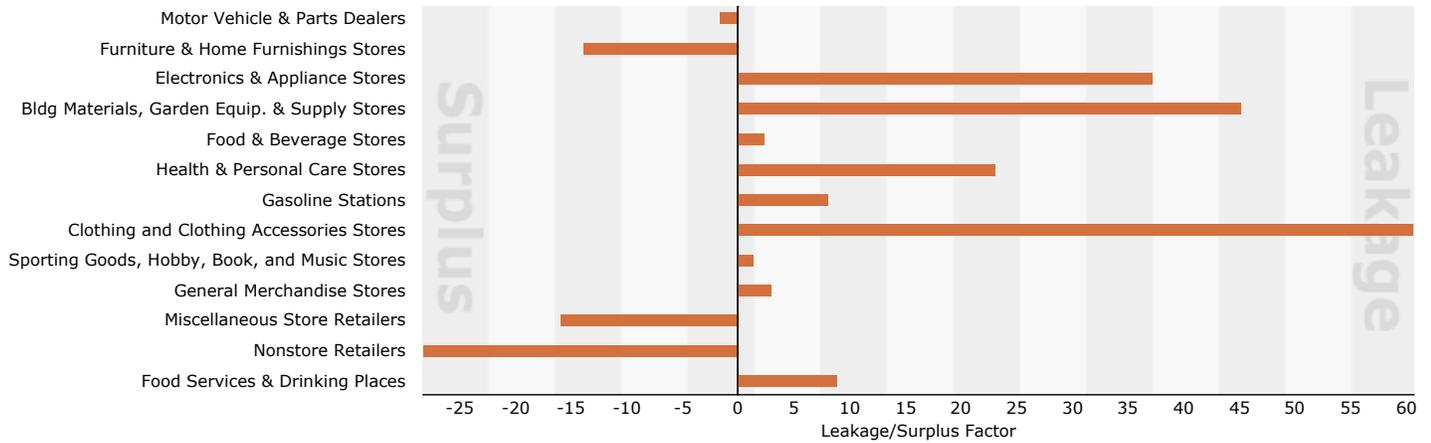
Source: Esri and Infogroup

April 19, 2013

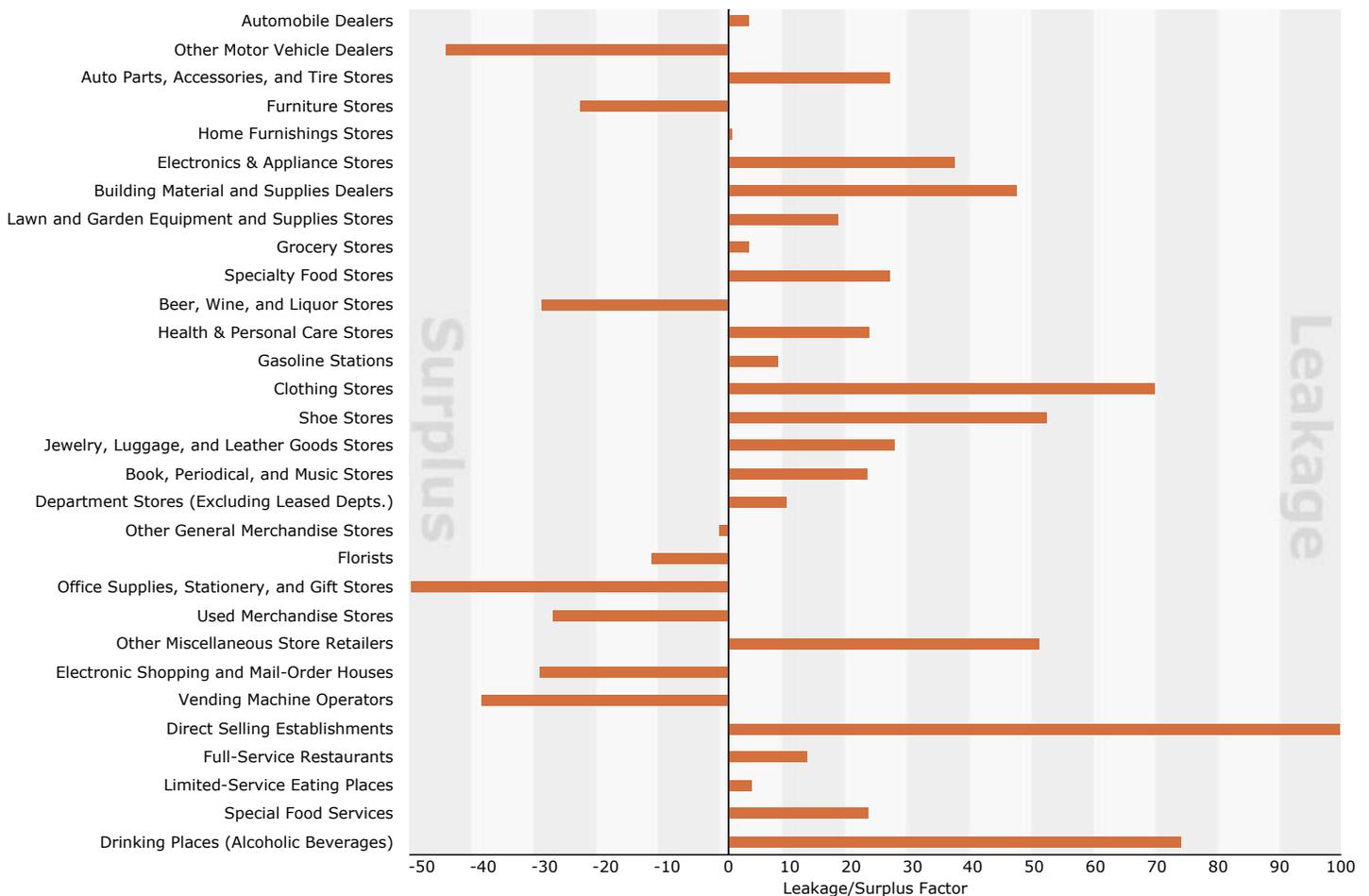
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

	2000	2010	2000-2010 Annual Rate
Population	1,942	2,285	1.64%
Households	679	789	1.51%
Housing Units	736	900	2.03%

Population by Race	Number	Percent
Total	2,284	100.0%
Population Reporting One Race	2,247	98.4%
White	2,163	94.7%
Black	53	2.3%
American Indian	10	0.4%
Asian	18	0.8%
Pacific Islander	0	0.0%
Some Other Race	3	0.1%
Population Reporting Two or More Races	37	1.6%
Total Hispanic Population	21	0.9%

Population by Sex	Number	Percent
Male	1,093	47.8%
Female	1,192	52.2%

Population by Age	Number	Percent
Total	2,283	100.0%
Age 0 - 4	166	7.3%
Age 5 - 9	167	7.3%
Age 10 - 14	167	7.3%
Age 15 - 19	170	7.4%
Age 20 - 24	127	5.6%
Age 25 - 29	155	6.8%
Age 30 - 34	165	7.2%
Age 35 - 39	148	6.5%
Age 40 - 44	173	7.6%
Age 45 - 49	197	8.6%
Age 50 - 54	159	7.0%
Age 55 - 59	149	6.5%
Age 60 - 64	105	4.6%
Age 65 - 69	81	3.5%
Age 70 - 74	54	2.4%
Age 75 - 79	42	1.8%
Age 80 - 84	37	1.6%
Age 85+	24	1.1%
Age 18+	1,682	73.6%
Age 65+	238	10.4%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.9
Male	35.4
Female	36.1
White Alone	36.5
Black Alone	32.1
American Indian Alone	27.5
Asian Alone	32.5
Pacific Islander Alone	0.0
Some Other Race Alone	25.0
Two or More Races	15.6
Hispanic Population	30.0

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.



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ECONOMIC DEVELOPMENT

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Households by Type

Total	789	100.0%
Households with 1 Person	201	25.5%
Households with 2+ People	588	74.5%
Family Households	554	70.2%
Husband-wife Families	398	50.4%
With Own Children	184	23.3%
Other Family (No Spouse Present)	156	19.8%
With Own Children	98	12.4%
Nonfamily Households	34	4.3%
All Households with Children	307	38.9%
Multigenerational Households	25	3.2%
Unmarried Partner Households	56	7.1%
Male-female	54	6.8%
Same-sex	2	0.3%
Average Household Size	2.80	

Family Households by Size

Total	555	100.0%
2 People	227	40.9%
3 People	118	21.3%
4 People	120	21.6%
5 People	55	9.9%
6 People	26	4.7%
7+ People	9	1.6%
Average Family Size	3.36	

Nonfamily Households by Size

Total	235	100.0%
1 Person	201	85.5%
2 People	28	11.9%
3 People	3	1.3%
4 People	2	0.9%
5 People	1	0.4%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	2,285	100.0%
In Households	2,208	96.6%
In Family Households	1,915	83.8%
Householder	603	26.4%
Spouse	443	19.4%
Child	773	33.8%
Other relative	40	1.8%
Nonrelative	57	2.5%
In Nonfamily Households	292	12.8%
In Group Quarters	77	3.4%
Institutionalized Population	59	2.6%
Noninstitutionalized Population	19	0.8%

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.



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Family Households by Age of Householder

Total	555	100.0%
Householder Age 15 - 44	254	45.8%
Householder Age 45 - 54	135	24.3%
Householder Age 55 - 64	87	15.7%
Householder Age 65 - 74	49	8.8%
Householder Age 75+	30	5.4%

Nonfamily Households by Age of Householder

Total	234	100.0%
Householder Age 15 - 44	71	30.3%
Householder Age 45 - 54	59	25.2%
Householder Age 55 - 64	47	20.1%
Householder Age 65 - 74	25	10.7%
Householder Age 75+	32	13.7%

Households by Race of Householder

Total	789	100.0%
Householder is White Alone	754	95.6%
Householder is Black Alone	19	2.4%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	4	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	9	1.1%
Households with Hispanic Householder	3	0.4%

Husband-wife Families by Race of Householder

Total	398	100.0%
Householder is White Alone	382	96.0%
Householder is Black Alone	8	2.0%
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	1	0.3%
Householder is Two or More Races	3	0.8%
Husband-wife Families with Hispanic Householder	2	0.5%

Other Families (No Spouse) by Race of Householder

Total	156	100.0%
Householder is White Alone	147	94.2%
Householder is Black Alone	6	3.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	1.3%
Other Families with Hispanic Householder	0	0.0%

Nonfamily Households by Race of Householder

Total	234	100.0%
Householder is White Alone	225	96.2%
Householder is Black Alone	5	2.1%
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	3	1.3%
Nonfamily Households with Hispanic Householder	1	0.4%

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



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Total Housing Units by Occupancy

Total	885	100.0%
Occupied Housing Units	789	89.2%
Vacant Housing Units		
For Rent	29	3.3%
Rented, not Occupied	2	0.2%
For Sale Only	24	2.7%
Sold, not Occupied	5	0.6%
For Seasonal/Recreational/Occasional Use	4	0.5%
For Migrant Workers	0	0.0%
Other Vacant	32	3.6%
Total Vacancy Rate	12.3%	

Households by Tenure and Mortgage Status

Total	789	100.0%
Owner Occupied	530	67.2%
Owned with a Mortgage/Loan	426	54.0%
Owned Free and Clear	103	13.1%
Average Household Size	3.00	
Renter Occupied	259	32.8%
Average Household Size	2.38	

Owner-occupied Housing Units by Race of Householder

Total	530	100.0%
Householder is White Alone	509	96.0%
Householder is Black Alone	13	2.5%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	4	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	3	0.6%
Owner-occupied Housing Units with Hispanic Householder	1	0.2%

Renter-occupied Housing Units by Race of Householder

Total	259	100.0%
Householder is White Alone	245	94.6%
Householder is Black Alone	6	2.3%
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	1	0.4%
Householder is Two or More Races	6	2.3%
Renter-occupied Housing Units with Hispanic Householder	2	0.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.80
Householder is Black Alone	2.58
Householder is American Indian Alone	3.00
Householder is Asian Alone	4.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.00
Householder is Two or More Races	2.56
Householder is Hispanic	3.00

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

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Latitude: 39.07723
Longitude: -84.17762

	2000	2010	2000-2010 Annual Rate
Population	9,966	12,205	2.05%
Households	3,447	4,378	2.42%
Housing Units	3,628	4,732	2.69%

Population by Race	Number	Percent
Total	12,205	100.0%
Population Reporting One Race	11,931	97.8%
White	11,522	94.4%
Black	247	2.0%
American Indian	38	0.3%
Asian	96	0.8%
Pacific Islander	2	0.0%
Some Other Race	26	0.2%
Population Reporting Two or More Races	274	2.2%
Total Hispanic Population	143	1.2%

Population by Sex	Number	Percent
Male	5,932	48.6%
Female	6,273	51.4%

Population by Age	Number	Percent
Total	12,208	100.0%
Age 0 - 4	1,069	8.8%
Age 5 - 9	970	7.9%
Age 10 - 14	830	6.8%
Age 15 - 19	809	6.6%
Age 20 - 24	846	6.9%
Age 25 - 29	874	7.2%
Age 30 - 34	821	6.7%
Age 35 - 39	785	6.4%
Age 40 - 44	814	6.7%
Age 45 - 49	918	7.5%
Age 50 - 54	908	7.4%
Age 55 - 59	792	6.5%
Age 60 - 64	604	4.9%
Age 65 - 69	395	3.2%
Age 70 - 74	288	2.4%
Age 75 - 79	208	1.7%
Age 80 - 84	161	1.3%
Age 85+	115	0.9%
Age 18+	8,866	72.6%
Age 65+	1,167	9.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	34.3
Male	33.9
Female	34.7
White Alone	35.1
Black Alone	30.6
American Indian Alone	32.5
Asian Alone	33.7
Pacific Islander Alone	32.5
Some Other Race Alone	22.5
Two or More Races	9.6
Hispanic Population	20.3

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.



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ECONOMIC DEVELOPMENT

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Households by Type

Total	4,378	100.0%
Households with 1 Person	928	21.2%
Households with 2+ People	3,450	78.8%
Family Households	3,253	74.3%
Husband-wife Families	2,260	51.6%
With Own Children	937	21.4%
Other Family (No Spouse Present)	993	22.7%
With Own Children	686	15.7%
Nonfamily Households	197	4.5%
All Households with Children	1,782	40.7%
Multigenerational Households	148	3.4%
Unmarried Partner Households	345	7.9%
Male-female	330	7.5%
Same-sex	15	0.3%
Average Household Size	2.66	

Family Households by Size

Total	3,253	100.0%
2 People	1,352	41.6%
3 People	787	24.2%
4 People	668	20.5%
5 People	290	8.9%
6 People	112	3.4%
7+ People	44	1.4%
Average Family Size	3.05	

Nonfamily Households by Size

Total	1,125	100.0%
1 Person	928	82.5%
2 People	155	13.8%
3 People	26	2.3%
4 People	10	0.9%
5 People	6	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	12,205	100.0%
In Households	11,642	95.4%
In Family Households	10,250	84.0%
Householder	3,269	26.8%
Spouse	2,271	18.6%
Child	4,127	33.8%
Other relative	249	2.0%
Nonrelative	335	2.7%
In Nonfamily Households	1,391	11.4%
In Group Quarters	563	4.6%
Institutionalized Population	406	3.3%
Noninstitutionalized Population	157	1.3%

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Family Households by Age of Householder		
Total		3,254 100.0%
Householder Age 15 - 44	1,506	46.3%
Householder Age 45 - 54	737	22.6%
Householder Age 55 - 64	578	17.8%
Householder Age 65 - 74	285	8.8%
Householder Age 75+	148	4.5%
Nonfamily Households by Age of Householder		
Total	1,125	100.0%
Householder Age 15 - 44	358	31.8%
Householder Age 45 - 54	262	23.3%
Householder Age 55 - 64	233	20.7%
Householder Age 65 - 74	136	12.1%
Householder Age 75+	136	12.1%
Households by Race of Householder		
Total	4,378	100.0%
Householder is White Alone	4,191	95.7%
Householder is Black Alone	89	2.0%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	30	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	8	0.2%
Householder is Two or More Races	49	1.1%
Households with Hispanic Householder	33	0.8%
Husband-wife Families by Race of Householder		
Total	2,260	100.0%
Householder is White Alone	2,185	96.7%
Householder is Black Alone	25	1.1%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	22	1.0%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	4	0.2%
Householder is Two or More Races	18	0.8%
Husband-wife Families with Hispanic Householder	19	0.8%
Other Families (No Spouse) by Race of Householder		
Total	994	100.0%
Householder is White Alone	938	94.4%
Householder is Black Alone	28	2.8%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	5	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	19	1.9%
Other Families with Hispanic Householder	7	0.7%
Nonfamily Households by Race of Householder		
Total	1,125	100.0%
Householder is White Alone	1,069	95.0%
Householder is Black Alone	36	3.2%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.2%
Householder is Two or More Races	13	1.2%
Nonfamily Households with Hispanic Householder	7	0.6%

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



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Total Housing Units by Occupancy

Total	4,732	100.0%
Occupied Housing Units	4,378	92.5%
Vacant Housing Units		
For Rent	103	2.2%
Rented, not Occupied	9	0.2%
For Sale Only	88	1.9%
Sold, not Occupied	24	0.5%
For Seasonal/Recreational/Occasional Use	26	0.5%
For Migrant Workers	0	0.0%
Other Vacant	104	2.2%
Total Vacancy Rate	7.5%	

Households by Tenure and Mortgage Status

Total	4,378	100.0%
Owner Occupied	2,885	65.9%
Owned with a Mortgage/Loan	2,244	51.3%
Owned Free and Clear	641	14.6%
Average Household Size	2.71	
Renter Occupied	1,493	34.1%
Average Household Size	2.57	

Owner-occupied Housing Units by Race of Householder

Total	2,885	100.0%
Householder is White Alone	2,799	97.0%
Householder is Black Alone	35	1.2%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	24	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.1%
Householder is Two or More Races	19	0.7%
Owner-occupied Housing Units with Hispanic Householder	18	0.6%

Renter-occupied Housing Units by Race of Householder

Total	1,493	100.0%
Householder is White Alone	1,392	93.2%
Householder is Black Alone	54	3.6%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	6	0.4%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	6	0.4%
Householder is Two or More Races	30	2.0%
Renter-occupied Housing Units with Hispanic Householder	15	1.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.65
Householder is Black Alone	2.56
Householder is American Indian Alone	3.00
Householder is Asian Alone	3.17
Householder is Pacific Islander Alone	6.00
Householder is Some Other Race Alone	3.00
Householder is Two or More Races	2.69
Householder is Hispanic	2.88

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

	2000	2010	2000-2010 Annual Rate
Population	42,197	51,762	2.06%
Households	15,507	19,446	2.29%
Housing Units	16,344	20,938	2.51%

Population by Race	Number	Percent
Total	51,763	100.0%
Population Reporting One Race	50,942	98.4%
White	49,282	95.2%
Black	738	1.4%
American Indian	134	0.3%
Asian	597	1.2%
Pacific Islander	10	0.0%
Some Other Race	181	0.4%
Population Reporting Two or More Races	821	1.6%
Total Hispanic Population	742	1.4%

Population by Sex	Number	Percent
Total	51,763	100.0%
Male	25,456	49.2%
Female	26,306	50.8%

Population by Age	Number	Percent
Total	51,763	100.0%
Age 0 - 4	4,104	7.9%
Age 5 - 9	3,835	7.4%
Age 10 - 14	3,538	6.8%
Age 15 - 19	3,315	6.4%
Age 20 - 24	3,472	6.7%
Age 25 - 29	3,719	7.2%
Age 30 - 34	3,718	7.2%
Age 35 - 39	3,598	7.0%
Age 40 - 44	3,634	7.0%
Age 45 - 49	3,830	7.4%
Age 50 - 54	3,914	7.6%
Age 55 - 59	3,243	6.3%
Age 60 - 64	2,580	5.0%
Age 65 - 69	1,821	3.5%
Age 70 - 74	1,278	2.5%
Age 75 - 79	906	1.8%
Age 80 - 84	679	1.3%
Age 85+	580	1.1%
Age 18+	38,262	73.9%
Age 65+	5,264	10.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.3
Male	34.4
Female	36.2
White Alone	35.8
Black Alone	30.2
American Indian Alone	35.6
Asian Alone	33.0
Pacific Islander Alone	27.5
Some Other Race Alone	25.7
Two or More Races	14.4
Hispanic Population	24.0

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.



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Households by Type

Total	19,447	100.0%
Households with 1 Person	4,456	22.9%
Households with 2+ People	14,991	77.1%
Family Households	13,761	70.8%
Husband-wife Families	10,424	53.6%
With Own Children	4,555	23.4%
Other Family (No Spouse Present)	3,337	17.2%
With Own Children	1,985	10.2%
Nonfamily Households	1,230	6.3%
All Households with Children	7,232	37.2%
Multigenerational Households	674	3.5%
Unmarried Partner Households	1,587	8.2%
Male-female	1,481	7.6%
Same-sex	106	0.5%
Average Household Size	2.62	

Family Households by Size

Total	13,761	100.0%
2 People	5,560	40.4%
3 People	3,347	24.3%
4 People	2,946	21.4%
5 People	1,249	9.1%
6 People	456	3.3%
7+ People	203	1.5%
Average Family Size	3.08	

Nonfamily Households by Size

Total	5,685	100.0%
1 Person	4,456	78.4%
2 People	1,034	18.2%
3 People	127	2.2%
4 People	49	0.9%
5 People	15	0.3%
6 People	3	0.1%
7+ People	1	0.0%
Average Nonfamily Size	1.28	

Population by Relationship and Household Type

Total	51,762	100.0%
In Households	50,893	98.3%
In Family Households	43,642	84.3%
Householder	13,817	26.7%
Spouse	10,465	20.2%
Child	16,864	32.6%
Other relative	1,245	2.4%
Nonrelative	1,251	2.4%
In Nonfamily Households	7,251	14.0%
In Group Quarters	869	1.7%
Institutionalized Population	661	1.3%
Noninstitutionalized Population	208	0.4%

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.



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Family Households by Age of Householder		
Total		13,759 100.0%
Householder Age 15 - 44	6,266	45.5%
Householder Age 45 - 54	3,197	23.2%
Householder Age 55 - 64	2,398	17.4%
Householder Age 65 - 74	1,258	9.1%
Householder Age 75+	640	4.7%
Nonfamily Households by Age of Householder		
Total	5,685	100.0%
Householder Age 15 - 44	2,145	37.7%
Householder Age 45 - 54	1,100	19.3%
Householder Age 55 - 64	1,041	18.3%
Householder Age 65 - 74	707	12.4%
Householder Age 75+	692	12.2%
Households by Race of Householder		
Total	19,445	100.0%
Householder is White Alone	18,716	96.3%
Householder is Black Alone	273	1.4%
Householder is American Indian Alone	46	0.2%
Householder is Asian Alone	175	0.9%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	55	0.3%
Householder is Two or More Races	175	0.9%
Households with Hispanic Householder	202	1.0%
Husband-wife Families by Race of Householder		
Total	10,424	100.0%
Householder is White Alone	10,073	96.6%
Householder is Black Alone	103	1.0%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	126	1.2%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	30	0.3%
Householder is Two or More Races	65	0.6%
Husband-wife Families with Hispanic Householder	109	1.0%
Other Families (No Spouse) by Race of Householder		
Total	3,337	100.0%
Householder is White Alone	3,189	95.6%
Householder is Black Alone	67	2.0%
Householder is American Indian Alone	8	0.2%
Householder is Asian Alone	19	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.3%
Householder is Two or More Races	45	1.3%
Other Families with Hispanic Householder	36	1.1%
Nonfamily Households by Race of Householder		
Total	5,686	100.0%
Householder is White Alone	5,454	95.9%
Householder is Black Alone	104	1.8%
Householder is American Indian Alone	13	0.2%
Householder is Asian Alone	31	0.5%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	17	0.3%
Householder is Two or More Races	65	1.1%
Nonfamily Households with Hispanic Householder	57	1.0%

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Longitude: -84.17762

Total Housing Units by Occupancy

Total	20,923	100.0%
Occupied Housing Units	19,446	92.9%
Vacant Housing Units		
For Rent	622	3.0%
Rented, not Occupied	41	0.2%
For Sale Only	298	1.4%
Sold, not Occupied	64	0.3%
For Seasonal/Recreational/Occasional Use	77	0.4%
For Migrant Workers	0	0.0%
Other Vacant	375	1.8%
Total Vacancy Rate	7.1%	

Households by Tenure and Mortgage Status

Total	19,446	100.0%
Owner Occupied	13,574	69.8%
Owned with a Mortgage/Loan	10,956	56.3%
Owned Free and Clear	2,618	13.5%
Average Household Size	2.75	
Renter Occupied	5,872	30.2%
Average Household Size	2.32	

Owner-occupied Housing Units by Race of Householder

Total	13,573	100.0%
Householder is White Alone	13,200	97.3%
Householder is Black Alone	127	0.9%
Householder is American Indian Alone	25	0.2%
Householder is Asian Alone	113	0.8%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	25	0.2%
Householder is Two or More Races	81	0.6%
Owner-occupied Housing Units with Hispanic Householder	118	0.9%

Renter-occupied Housing Units by Race of Householder

Total	5,872	100.0%
Householder is White Alone	5,516	93.9%
Householder is Black Alone	146	2.5%
Householder is American Indian Alone	21	0.4%
Householder is Asian Alone	63	1.1%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	29	0.5%
Householder is Two or More Races	94	1.6%
Renter-occupied Housing Units with Hispanic Householder	84	1.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.61
Householder is Black Alone	2.58
Householder is American Indian Alone	2.96
Householder is Asian Alone	3.07
Householder is Pacific Islander Alone	3.40
Householder is Some Other Race Alone	3.25
Householder is Two or More Races	2.46
Householder is Hispanic	2.99

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

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Latitude: 39.07723

Longitude: -84.17762

Demographic Summary		2011	2016
Population		2,318	2,443
Population 18+		1,710	1,808
Households		798	844
Median Household Income		\$48,024	\$54,814

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	916	53.6%	108
Bought any women's apparel in last 12 months	807	47.2%	104
Bought apparel for child <13 in last 6 months	520	30.4%	107
Bought any shoes in last 12 months	926	54.2%	104
Bought costume jewelry in last 12 months	375	21.9%	105
Bought any fine jewelry in last 12 months	387	22.6%	103
Bought a watch in last 12 months	313	18.3%	95
Automobiles (Households)			
HH owns/leases any vehicle	709	88.8%	103
HH bought/leased new vehicle last 12 mo	68	8.5%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,555	90.9%	105
Bought/changed motor oil in last 12 months	959	56.1%	108
Had tune-up in last 12 months	559	32.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,048	61.3%	99
Drank regular cola in last 6 months	873	51.1%	100
Drank beer/ale in last 6 months	753	44.0%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	207	12.1%	95
Bought film in last 12 months	355	20.8%	109
Bought digital camera in last 12 months	124	7.3%	106
Bought memory card for camera in last 12 months	135	7.9%	103
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	609	35.6%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	368	21.5%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	577	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	354	20.7%	98
Computers (Households)			
HH owns a personal computer	597	74.8%	101
Spent <\$500 on most recent home PC purchase	73	9.1%	106
Spent \$500-\$999 on most recent home PC purchase	156	19.5%	110
Spent \$1000-\$1499 on most recent home PC purchase	103	12.9%	98
Spent \$1500-\$1999 on most recent home PC purchase	55	6.9%	96
Spent \$2000+ on most recent home PC purchase	44	5.5%	88

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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Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,097	64.2%	107
Bought cigarettes at convenience store in last 30 days	292	17.1%	111
Bought gas at convenience store in last 30 days	645	37.7%	113
Spent at convenience store in last 30 days: <\$20	173	10.1%	105
Spent at convenience store in last 30 days: \$20-39	173	10.1%	100
Spent at convenience store in last 30 days: \$40+	688	40.2%	113
Entertainment (Adults)			
Attended movies in last 6 months	1,013	59.2%	100
Went to live theater in last 12 months	237	13.9%	105
Went to a bar/night club in last 12 months	357	20.9%	109
Dined out in last 12 months	913	53.4%	109
Gambled at a casino in last 12 months	295	17.3%	107
Visited a theme park in last 12 months	378	22.1%	103
DVDs rented in last 30 days: 1	53	3.1%	117
DVDs rented in last 30 days: 2	88	5.1%	111
DVDs rented in last 30 days: 3	53	3.1%	97
DVDs rented in last 30 days: 4	67	3.9%	102
DVDs rented in last 30 days: 5+	272	15.9%	120
DVDs purchased in last 30 days: 1	91	5.3%	107
DVDs purchased in last 30 days: 2	96	5.6%	119
DVDs purchased in last 30 days: 3-4	77	4.5%	98
DVDs purchased in last 30 days: 5+	82	4.8%	93
Spent on toys/games in last 12 months: <\$50	104	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	56	3.3%	119
Spent on toys/games in last 12 months: \$100-\$199	131	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	206	12.0%	112
Spent on toys/games in last 12 months: \$500+	112	6.6%	114
Financial (Adults)			
Have home mortgage (1st)	385	22.5%	117
Used ATM/cash machine in last 12 months	944	55.2%	109
Own any stock	165	9.6%	105
Own U.S. savings bond	131	7.7%	112
Own shares in mutual fund (stock)	186	10.9%	116
Own shares in mutual fund (bonds)	123	7.2%	122
Used full service brokerage firm in last 12 months	116	6.8%	109
Have savings account	705	41.2%	114
Have 401K retirement savings	361	21.1%	119
Did banking over the Internet in last 12 months	543	31.8%	116
Own any credit/debit card (in own name)	1,353	79.1%	107
Avg monthly credit card expenditures: <\$111	271	15.8%	115
Avg monthly credit card expenditures: \$111-225	148	8.7%	112
Avg monthly credit card expenditures: \$226-450	138	8.1%	108
Avg monthly credit card expenditures: \$451-700	112	6.6%	103
Avg monthly credit card expenditures: \$701+	225	13.2%	98

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,255	73.4%	104
Used bread in last 6 months	1,672	97.8%	102
Used chicken/turkey (fresh or frozen) in last 6 months	1,370	80.1%	104
Used fish/seafood (fresh or frozen) in last 6 months	932	54.5%	103
Used fresh fruit/vegetables in last 6 months	1,513	88.5%	102
Used fresh milk in last 6 months	1,572	91.9%	101
Health (Adults)			
Exercise at home 2+ times per week	558	32.6%	109
Exercise at club 2+ times per week	217	12.7%	102
Visited a doctor in last 12 months	1,376	80.5%	104
Used vitamin/dietary supplement in last 6 months	846	49.5%	102
Home (Households)			
Any home improvement in last 12 months	289	36.2%	115
Used housekeeper/maid/prof HH cleaning service in the last 12 months	107	13.4%	85
Purchased any HH furnishing in last 12 months	264	33.1%	110
Purchased bedding/bath goods in last 12 months	457	57.3%	105
Purchased cooking/serving product in last 12 months	239	30.0%	109
Bought any kitchen appliance in last 12 months	156	19.5%	112
Insurance (Adults)			
Currently carry any life insurance	938	54.9%	116
Have medical/hospital/accident insurance	1,308	76.5%	107
Carry homeowner insurance	1,004	58.7%	112
Carry renter insurance	95	5.6%	90
Have auto/other vehicle insurance	1,485	86.8%	105
Pets (Households)			
HH owns any pet	436	54.6%	106
HH owns any cat	202	25.3%	106
HH owns any dog	316	39.6%	105
Reading Materials (Adults)			
Bought book in last 12 months	891	52.1%	104
Read any daily newspaper	766	44.8%	109
Heavy magazine reader	335	19.6%	98
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,310	76.6%	107
Went to family restaurant/steak house last mo: <2 times	454	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	477	27.9%	104
Went to family restaurant/steak house last mo: 5+ times	379	22.2%	114
Went to fast food/drive-in restaurant in last 6 mo	1,561	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	620	36.3%	104
Went to fast food/drive-in restaurant 6-13 times/mo	503	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	438	25.6%	103
Fast food/drive-in last 6 mo: eat in	618	36.1%	96
Fast food/drive-in last 6 mo: home delivery	183	10.7%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	1,008	58.9%	113
Fast food/drive-in last 6 mo: take-out/walk-in	412	24.1%	98

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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Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	521	65.3%	101
HH average monthly long distance phone bill: <\$16	238	29.8%	108
HH average monthly long distance phone bill: \$16-25	79	9.9%	87
HH average monthly long distance phone bill: \$26-59	54	6.8%	74
HH average monthly long distance phone bill: \$60+	24	3.0%	67
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	130	16.3%	82
HH owns 2 TVs	205	25.7%	98
HH owns 3 TVs	194	24.3%	109
HH owns 4+ TVs	191	23.9%	115
HH subscribes to cable TV	513	64.3%	111
HH Purchased audio equipment in last 12 months	86	10.8%	111
HH Purchased CD player in last 12 months	37	4.6%	120
HH Purchased DVD player in last 12 months	84	10.5%	108
HH Purchased MP3 player in last 12 months	192	11.2%	110
HH Purchased video game system in last 12 months	92	11.5%	107
Travel (Adults)			
Domestic travel in last 12 months	958	56.0%	107
Took 3+ domestic trips in last 12 months	258	15.1%	101
Spent on domestic vacations last 12 mo: <\$1000	238	13.9%	110
Spent on domestic vacations last 12 mo: \$1000-\$1499	113	6.6%	98
Spent on domestic vacations last 12 mo: \$1500-\$1999	80	4.7%	114
Spent on domestic vacations last 12 mo: \$2000-\$2999	76	4.4%	107
Spent on domestic vacations last 12 mo: \$3000+	97	5.7%	112
Foreign travel in last 3 years	410	24.0%	92
Took 3+ foreign trips by plane in last 3 years	68	4.0%	82
Spent on foreign vacations last 12 mo: <\$1000	91	5.3%	89
Spent on foreign vacations last 12 mo: \$1000-\$2999	60	3.5%	85
Spent on foreign vacations last 12 mo: \$3000+	67	3.9%	79
Stayed 1+ nights at hotel/motel in last 12 months	748	43.7%	108

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Demographic Summary	2011	2016
Population	12,488	13,372
Population 18+	9,099	9,773
Households	4,488	4,857
Median Household Income	\$49,854	\$56,696

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	4,634	50.9%	102
Bought any women's apparel in last 12 months	4,389	48.2%	106
Bought apparel for child <13 in last 6 months	2,715	29.8%	105
Bought any shoes in last 12 months	4,825	53.0%	102
Bought costume jewelry in last 12 months	2,001	22.0%	105
Bought any fine jewelry in last 12 months	2,205	24.2%	110
Bought a watch in last 12 months	1,731	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	3,885	86.6%	101
HH bought/leased new vehicle last 12 mo	412	9.2%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,061	88.6%	102
Bought/changed motor oil in last 12 months	4,893	53.8%	104
Had tune-up in last 12 months	2,931	32.2%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,407	59.4%	96
Drank regular cola in last 6 months	4,671	51.3%	101
Drank beer/ale in last 6 months	3,784	41.6%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,129	12.4%	97
Bought film in last 12 months	1,736	19.1%	100
Bought digital camera in last 12 months	600	6.6%	96
Bought memory card for camera in last 12 months	704	7.7%	101
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,255	35.8%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,903	20.9%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,872	31.6%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	2,121	23.3%	110
Computers (Households)			
HH owns a personal computer	3,358	74.8%	101
Spent <\$500 on most recent home PC purchase	416	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	859	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	580	12.9%	99
Spent \$1500-\$1999 on most recent home PC purchase	332	7.4%	103
Spent \$2000+ on most recent home PC purchase	272	6.1%	97

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	5,647	62.1%	103
Bought cigarettes at convenience store in last 30 days	1,524	16.7%	109
Bought gas at convenience store in last 30 days	3,195	35.1%	105
Spent at convenience store in last 30 days: <\$20	842	9.3%	96
Spent at convenience store in last 30 days: \$20-39	939	10.3%	102
Spent at convenience store in last 30 days: \$40+	3,569	39.2%	110
Entertainment (Adults)			
Attended movies in last 6 months	5,316	58.4%	99
Went to live theater in last 12 months	1,200	13.2%	100
Went to a bar/night club in last 12 months	1,817	20.0%	105
Dined out in last 12 months	4,812	52.9%	108
Gambled at a casino in last 12 months	1,547	17.0%	106
Visited a theme park in last 12 months	1,938	21.3%	99
DVDs rented in last 30 days: 1	287	3.2%	119
DVDs rented in last 30 days: 2	443	4.9%	105
DVDs rented in last 30 days: 3	277	3.0%	95
DVDs rented in last 30 days: 4	338	3.7%	97
DVDs rented in last 30 days: 5+	1,402	15.4%	117
DVDs purchased in last 30 days: 1	503	5.5%	111
DVDs purchased in last 30 days: 2	505	5.6%	117
DVDs purchased in last 30 days: 3-4	483	5.3%	115
DVDs purchased in last 30 days: 5+	487	5.4%	103
Spent on toys/games in last 12 months: <\$50	539	5.9%	98
Spent on toys/games in last 12 months: \$50-\$99	271	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	668	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	1,055	11.6%	107
Spent on toys/games in last 12 months: \$500+	601	6.6%	115
Financial (Adults)			
Have home mortgage (1st)	1,944	21.4%	111
Used ATM/cash machine in last 12 months	5,005	55.0%	108
Own any stock	890	9.8%	106
Own U.S. savings bond	754	8.3%	122
Own shares in mutual fund (stock)	986	10.8%	115
Own shares in mutual fund (bonds)	644	7.1%	120
Used full service brokerage firm in last 12 months	619	6.8%	109
Have savings account	3,711	40.8%	113
Have 401K retirement savings	1,856	20.4%	115
Did banking over the Internet in last 12 months	2,749	30.2%	110
Own any credit/debit card (in own name)	7,059	77.6%	105
Avg monthly credit card expenditures: <\$111	1,372	15.1%	110
Avg monthly credit card expenditures: \$111-225	740	8.1%	105
Avg monthly credit card expenditures: \$226-450	688	7.6%	101
Avg monthly credit card expenditures: \$451-700	585	6.4%	101
Avg monthly credit card expenditures: \$701+	1,199	13.2%	98

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,610	72.6%	103
Used bread in last 6 months	8,867	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,192	79.0%	102
Used fish/seafood (fresh or frozen) in last 6 months	4,883	53.7%	102
Used fresh fruit/vegetables in last 6 months	8,063	88.6%	102
Used fresh milk in last 6 months	8,321	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	2,850	31.3%	104
Exercise at club 2+ times per week	1,057	11.6%	94
Visited a doctor in last 12 months	7,343	80.7%	104
Used vitamin/dietary supplement in last 6 months	4,424	48.6%	100
Home (Households)			
Any home improvement in last 12 months	1,574	35.1%	111
Used housekeeper/maid/prof HH cleaning service in the last 12 months	683	15.2%	97
Purchased any HH furnishing in last 12 months	1,374	30.6%	102
Purchased bedding/bath goods in last 12 months	2,494	55.6%	102
Purchased cooking/serving product in last 12 months	1,245	27.7%	101
Bought any kitchen appliance in last 12 months	823	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	4,632	50.9%	107
Have medical/hospital/accident insurance	6,769	74.4%	104
Carry homeowner insurance	4,800	52.8%	101
Carry renter insurance	628	6.9%	112
Have auto/other vehicle insurance	7,714	84.8%	102
Pets (Households)			
HH owns any pet	2,306	51.4%	100
HH owns any cat	1,158	25.8%	108
HH owns any dog	1,834	40.9%	109
Reading Materials (Adults)			
Bought book in last 12 months	4,741	52.1%	104
Read any daily newspaper	3,911	43.0%	104
Heavy magazine reader	1,843	20.3%	102
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	6,838	75.2%	105
Went to family restaurant/steak house last mo: <2 times	2,388	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	2,571	28.3%	105
Went to family restaurant/steak house last mo: 5+ times	1,879	20.7%	107
Went to fast food/drive-in restaurant in last 6 mo	8,145	89.5%	101
Went to fast food/drive-in restaurant <6 times/mo	3,273	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/mo	2,562	28.2%	98
Went to fast food/drive-in restaurant 14+ times/mo	2,311	25.4%	102
Fast food/drive-in last 6 mo: eat in	3,363	37.0%	98
Fast food/drive-in last 6 mo: home delivery	981	10.8%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	5,018	55.1%	106
Fast food/drive-in last 6 mo: take-out/walk-in	2,179	23.9%	97

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
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Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,847	63.4%	98
HH average monthly long distance phone bill: <\$16	1,269	28.3%	102
HH average monthly long distance phone bill: \$16-25	487	10.9%	95
HH average monthly long distance phone bill: \$26-59	364	8.1%	88
HH average monthly long distance phone bill: \$60+	180	4.0%	90
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	825	18.4%	93
HH owns 2 TVs	1,163	25.9%	99
HH owns 3 TVs	1,052	23.4%	105
HH owns 4+ TVs	1,077	24.0%	115
HH subscribes to cable TV	2,776	61.9%	106
HH Purchased audio equipment in last 12 months	465	10.4%	106
HH Purchased CD player in last 12 months	181	4.0%	104
HH Purchased DVD player in last 12 months	433	9.6%	99
HH Purchased MP3 player in last 12 months	924	10.2%	99
HH Purchased video game system in last 12 months	525	11.7%	108
Travel (Adults)			
Domestic travel in last 12 months	4,919	54.1%	104
Took 3+ domestic trips in last 12 months	1,331	14.6%	98
Spent on domestic vacations last 12 mo: <\$1000	1,208	13.3%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	647	7.1%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	386	4.2%	104
Spent on domestic vacations last 12 mo: \$2000-\$2999	395	4.3%	105
Spent on domestic vacations last 12 mo: \$3000+	478	5.3%	104
Foreign travel in last 3 years	2,169	23.8%	91
Took 3+ foreign trips by plane in last 3 years	363	4.0%	83
Spent on foreign vacations last 12 mo: <\$1000	485	5.3%	89
Spent on foreign vacations last 12 mo: \$1000-\$2999	334	3.7%	89
Spent on foreign vacations last 12 mo: \$3000+	349	3.8%	77
Stayed 1+ nights at hotel/motel in last 12 months	3,834	42.1%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762

Demographic Summary	2011	2016
Population	52,124	54,454
Population 18+	38,628	40,502
Households	19,571	20,518
Median Household Income	\$53,616	\$59,866

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	20,017	51.8%	104
Bought any women's apparel in last 12 months	18,475	47.8%	105
Bought apparel for child <13 in last 6 months	12,026	31.1%	110
Bought any shoes in last 12 months	20,786	53.8%	104
Bought costume jewelry in last 12 months	8,555	22.1%	106
Bought any fine jewelry in last 12 months	8,959	23.2%	105
Bought a watch in last 12 months	7,485	19.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	17,530	89.6%	104
HH bought/leased new vehicle last 12 mo	1,969	10.1%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,067	90.8%	105
Bought/changed motor oil in last 12 months	21,495	55.6%	107
Had tune-up in last 12 months	12,572	32.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,122	62.4%	101
Drank regular cola in last 6 months	20,176	52.2%	102
Drank beer/ale in last 6 months	16,662	43.1%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,776	12.4%	97
Bought film in last 12 months	7,612	19.7%	104
Bought digital camera in last 12 months	2,639	6.8%	100
Bought memory card for camera in last 12 months	2,997	7.8%	102
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	14,258	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	8,050	20.8%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	13,140	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	9,083	23.5%	111
Computers (Households)			
HH owns a personal computer	15,411	78.7%	106
Spent <\$500 on most recent home PC purchase	1,811	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	3,954	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	2,756	14.1%	107
Spent \$1500-\$1999 on most recent home PC purchase	1,456	7.4%	104
Spent \$2000+ on most recent home PC purchase	1,252	6.4%	102

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	24,468	63.3%	106
Bought cigarettes at convenience store in last 30 days	6,527	16.9%	109
Bought gas at convenience store in last 30 days	14,787	38.3%	115
Spent at convenience store in last 30 days: <\$20	3,617	9.4%	97
Spent at convenience store in last 30 days: \$20-39	3,874	10.0%	99
Spent at convenience store in last 30 days: \$40+	15,351	39.7%	111
Entertainment (Adults)			
Attended movies in last 6 months	23,468	60.8%	103
Went to live theater in last 12 months	5,121	13.3%	100
Went to a bar/night club in last 12 months	7,933	20.5%	108
Dined out in last 12 months	20,167	52.2%	106
Gambled at a casino in last 12 months	6,428	16.6%	104
Visited a theme park in last 12 months	8,953	23.2%	108
DVDs rented in last 30 days: 1	1,188	3.1%	116
DVDs rented in last 30 days: 2	2,092	5.4%	117
DVDs rented in last 30 days: 3	1,217	3.2%	98
DVDs rented in last 30 days: 4	1,491	3.9%	101
DVDs rented in last 30 days: 5+	6,214	16.1%	122
DVDs purchased in last 30 days: 1	2,137	5.5%	111
DVDs purchased in last 30 days: 2	2,204	5.7%	121
DVDs purchased in last 30 days: 3-4	1,959	5.1%	110
DVDs purchased in last 30 days: 5+	1,936	5.0%	97
Spent on toys/games in last 12 months: <\$50	2,528	6.5%	108
Spent on toys/games in last 12 months: \$50-\$99	1,150	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	2,801	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	4,729	12.2%	113
Spent on toys/games in last 12 months: \$500+	2,478	6.4%	112
Financial (Adults)			
Have home mortgage (1st)	8,656	22.4%	117
Used ATM/cash machine in last 12 months	21,702	56.2%	111
Own any stock	3,470	9.0%	98
Own U.S. savings bond	2,826	7.3%	107
Own shares in mutual fund (stock)	3,766	9.7%	104
Own shares in mutual fund (bonds)	2,438	6.3%	107
Used full service brokerage firm in last 12 months	2,375	6.1%	99
Have savings account	15,694	40.6%	112
Have 401K retirement savings	7,906	20.5%	116
Did banking over the Internet in last 12 months	12,461	32.3%	118
Own any credit/debit card (in own name)	30,303	78.4%	106
Avg monthly credit card expenditures: <\$111	5,738	14.9%	108
Avg monthly credit card expenditures: \$111-225	3,294	8.5%	110
Avg monthly credit card expenditures: \$226-450	3,174	8.2%	110
Avg monthly credit card expenditures: \$451-700	2,542	6.6%	103
Avg monthly credit card expenditures: \$701+	5,043	13.1%	97

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723

Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	28,429	73.6%	104
Used bread in last 6 months	37,545	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	30,618	79.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	20,774	53.8%	102
Used fresh fruit/vegetables in last 6 months	34,057	88.2%	101
Used fresh milk in last 6 months	35,573	92.1%	102
Health (Adults)			
Exercise at home 2+ times per week	12,366	32.0%	107
Exercise at club 2+ times per week	4,951	12.8%	103
Visited a doctor in last 12 months	30,406	78.7%	102
Used vitamin/dietary supplement in last 6 months	18,875	48.9%	101
Home (Households)			
Any home improvement in last 12 months	6,594	33.7%	107
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,798	14.3%	91
Purchased any HH furnishing in last 12 months	6,287	32.1%	107
Purchased bedding/bath goods in last 12 months	11,068	56.6%	103
Purchased cooking/serving product in last 12 months	5,665	28.9%	105
Bought any kitchen appliance in last 12 months	3,644	18.6%	107
Insurance (Adults)			
Currently carry any life insurance	20,063	51.9%	109
Have medical/hospital/accident insurance	28,722	74.4%	104
Carry homeowner insurance	21,461	55.6%	106
Carry renter insurance	2,641	6.8%	111
Have auto/other vehicle insurance	33,602	87.0%	105
Pets (Households)			
HH owns any pet	10,814	55.3%	107
HH owns any cat	4,984	25.5%	106
HH owns any dog	8,158	41.7%	111
Reading Materials (Adults)			
Bought book in last 12 months	20,170	52.2%	104
Read any daily newspaper	15,621	40.4%	98
Heavy magazine reader	7,810	20.2%	102
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	29,578	76.6%	107
Went to family restaurant/steak house last mo: <2 times	9,942	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	10,933	28.3%	105
Went to family restaurant/steak house last mo: 5+ times	8,702	22.5%	116
Went to fast food/drive-in restaurant in last 6 mo	35,247	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	13,205	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	11,557	29.9%	104
Went to fast food/drive-in restaurant 14+ times/mo	10,485	27.1%	109
Fast food/drive-in last 6 mo: eat in	14,574	37.7%	100
Fast food/drive-in last 6 mo: home delivery	4,648	12.0%	115
Fast food/drive-in last 6 mo: take-out/drive-thru	22,692	58.7%	113
Fast food/drive-in last 6 mo: take-out/walk-in	9,372	24.3%	99

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	12,701	64.9%	101
HH average monthly long distance phone bill: <\$16	5,481	28.0%	101
HH average monthly long distance phone bill: \$16-25	2,110	10.8%	94
HH average monthly long distance phone bill: \$26-59	1,652	8.4%	92
HH average monthly long distance phone bill: \$60+	826	4.2%	95
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,379	17.3%	87
HH owns 2 TVs	5,092	26.0%	99
HH owns 3 TVs	4,658	23.8%	106
HH owns 4+ TVs	4,509	23.0%	110
HH subscribes to cable TV	11,698	59.8%	103
HH Purchased audio equipment in last 12 months	2,042	10.4%	107
HH Purchased CD player in last 12 months	814	4.2%	108
HH Purchased DVD player in last 12 months	2,082	10.6%	109
HH Purchased MP3 player in last 12 months	4,515	11.7%	114
HH Purchased video game system in last 12 months	2,405	12.3%	114
Travel (Adults)			
Domestic travel in last 12 months	21,526	55.7%	107
Took 3+ domestic trips in last 12 months	6,191	16.0%	108
Spent on domestic vacations last 12 mo: <\$1000	5,309	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,944	7.6%	113
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,707	4.4%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,584	4.1%	99
Spent on domestic vacations last 12 mo: \$3000+	1,853	4.8%	95
Foreign travel in last 3 years	9,629	24.9%	96
Took 3+ foreign trips by plane in last 3 years	1,511	3.9%	81
Spent on foreign vacations last 12 mo: <\$1000	2,093	5.4%	90
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,307	3.4%	82
Spent on foreign vacations last 12 mo: \$3000+	1,715	4.4%	89
Stayed 1+ nights at hotel/motel in last 12 months	16,937	43.8%	108

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Demographic Summary	2011	2016
Population	2,318	2,443
Population 18+	1,710	1,808
Households	798	844
Median Household Income	\$48,024	\$54,814

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,310	76.6%	107
Family restaurant/steak house last month: <2 times	454	26.6%	104
Family restaurant/steak house last month: 2-4 times	477	27.9%	104
Family restaurant/steak house last month: 5+ times	379	22.2%	114
Family restaurant/steak house last 6 months: breakfast	249	14.6%	111
Family restaurant/steak house last 6 months: lunch	455	26.6%	107
Family restaurant/steak house last 6 months: snack	48	2.8%	100
Family restaurant/steak house last 6 months: dinner	1,020	59.6%	113
Family restaurant/steak house last 6 months: weekday	747	43.7%	114
Family restaurant/steak house last 6 months: weekend	832	48.7%	110
Family restaurant/steak house last 6 months: Applebee's	504	29.5%	117
Family restaurant/steak house last 6 months: Bennigan's	41	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm	111	6.5%	144
Family restaurant/steak house last 6 months: Cheesecake Factory	107	6.3%	94
Family restaurant/steak house last 6 months: Chili's Grill & Bar	212	12.4%	106
Family restaurant/steak house last 6 months: Cracker Barrel	215	12.6%	114
Family restaurant/steak house last 6 months: Denny's	159	9.3%	103
Family restaurant/steak house last 6 months: Friendly's	87	5.1%	129
Family restaurant/steak house last 6 months: Golden Corral	136	8.0%	111
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	184	10.8%	92
Family restaurant/steak house last 6 months: Lone Star Steakhouse	66	3.9%	143
Family restaurant/steak house last 6 months: Old Country Buffet	68	4.0%	141
Family restaurant/steak house last 6 months: Olive Garden	364	21.3%	120
Family restaurant/steak house last 6 months: Outback Steakhouse	211	12.3%	108
Family restaurant/steak house last 6 months: Perkins	72	4.2%	117
Family restaurant/steak house last 6 months: Red Lobster	230	13.5%	100
Family restaurant/steak house last 6 months: Red Robin	133	7.8%	138
Family restaurant/steak house last 6 months: Ruby Tuesday	158	9.2%	111
Family restaurant/steak house last 6 months: Ryan's	56	3.3%	88
Family restaurant/steak house last 6 months: Sizzler	39	2.3%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's	203	11.9%	115
Went to fast food/drive-in restaurant in last 6 months	1,561	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	620	36.3%	104
Went to fast food/drive-in restaurant 6-13 times/month	503	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month	438	25.6%	103
Fast food/drive-in last 6 months: breakfast	489	28.6%	104
Fast food/drive-in last 6 months: lunch	1,070	62.6%	106
Fast food/drive-in last 6 months: snack	301	17.6%	101
Fast food/drive-in last 6 months: dinner	917	53.6%	111

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,230	71.9%	109
Fast food/drive-in last 6 months: weekend	859	50.2%	104
Fast food/drive-in last 6 months: A & W	84	4.9%	109
Fast food/drive-in last 6 months: Arby's	432	25.3%	124
Fast food/drive-in last 6 months: Boston Market	78	4.6%	95
Fast food/drive-in last 6 months: Burger King	644	37.7%	105
Fast food/drive-in last 6 months: Captain D's	78	4.6%	90
Fast food/drive-in last 6 months: Carl's Jr.	61	3.6%	56
Fast food/drive-in last 6 months: Checkers	42	2.5%	77
Fast food/drive-in last 6 months: Chick-fil-A	241	14.1%	109
Fast food/drive-in last 6 months: Chipotle Mex. Grill	104	6.1%	99
Fast food/drive-in last 6 months: Chuck E. Cheese	77	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	73	4.3%	100
Fast food/drive-in last 6 months: Dairy Queen	320	18.7%	118
Fast food/drive-in last 6 months: Del Taco	37	2.2%	63
Fast food/drive-in last 6 months: Domino's Pizza	222	13.0%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	198	11.6%	101
Fast food/drive-in last 6 months: Fuddruckers	44	2.6%	91
Fast food/drive-in last 6 months: Hardee's	129	7.5%	113
Fast food/drive-in last 6 months: Jack in the Box	144	8.4%	80
Fast food/drive-in last 6 months: KFC	479	28.0%	102
Fast food/drive-in last 6 months: Little Caesars	163	9.5%	131
Fast food/drive-in last 6 months: Long John Silver's	122	7.1%	114
Fast food/drive-in last 6 months: McDonald's	991	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	197	11.5%	118
Fast food/drive-in last 6 months: Papa John's	161	9.4%	108
Fast food/drive-in last 6 months: Pizza Hut	378	22.1%	101
Fast food/drive-in last 6 months: Popeyes	114	6.7%	91
Fast food/drive-in last 6 months: Quiznos	147	8.6%	95
Fast food/drive-in last 6 months: Sonic Drive-In	190	11.1%	94
Fast food/drive-in last 6 months: Starbucks	225	13.2%	87
Fast food/drive-in last 6 months: Steak n Shake	117	6.8%	136
Fast food/drive-in last 6 months: Subway	549	32.1%	101
Fast food/drive-in last 6 months: Taco Bell	592	34.6%	108
Fast food/drive-in last 6 months: Wendy's	608	35.6%	115
Fast food/drive-in last 6 months: Whataburger	67	3.9%	80
Fast food/drive-in last 6 months: White Castle	96	5.6%	141
Fast food/drive-in last 6 months: eat in	618	36.1%	96
Fast food/drive-in last 6 months: home delivery	183	10.7%	103
Fast food/drive-in last 6 months: take-out/drive-thru	1,008	58.9%	113
Fast food/drive-in last 6 months: take-out/walk-in	412	24.1%	98

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Demographic Summary	2011	2016
Population	12,488	13,372
Population 18+	9,099	9,773
Households	4,488	4,857
Median Household Income	\$49,854	\$56,696

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,838	75.2%	105
Family restaurant/steak house last month: <2 times	2,388	26.2%	102
Family restaurant/steak house last month: 2-4 times	2,571	28.3%	105
Family restaurant/steak house last month: 5+ times	1,879	20.7%	107
Family restaurant/steak house last 6 months: breakfast	1,337	14.7%	112
Family restaurant/steak house last 6 months: lunch	2,351	25.8%	104
Family restaurant/steak house last 6 months: snack	211	2.3%	83
Family restaurant/steak house last 6 months: dinner	5,227	57.4%	109
Family restaurant/steak house last 6 months: weekday	3,768	41.4%	108
Family restaurant/steak house last 6 months: weekend	4,399	48.3%	109
Family restaurant/steak house last 6 months: Applebee's	2,672	29.4%	117
Family restaurant/steak house last 6 months: Bennigan's	223	2.5%	110
Family restaurant/steak house last 6 months: Bob Evans Farm	500	5.5%	122
Family restaurant/steak house last 6 months: Cheesecake Factory	532	5.8%	88
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,154	12.7%	109
Family restaurant/steak house last 6 months: Cracker Barrel	1,163	12.8%	116
Family restaurant/steak house last 6 months: Denny's	810	8.9%	98
Family restaurant/steak house last 6 months: Friendly's	405	4.5%	113
Family restaurant/steak house last 6 months: Golden Corral	764	8.4%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,055	11.6%	99
Family restaurant/steak house last 6 months: Lone Star Steakhouse	320	3.5%	131
Family restaurant/steak house last 6 months: Old Country Buffet	328	3.6%	128
Family restaurant/steak house last 6 months: Olive Garden	1,782	19.6%	110
Family restaurant/steak house last 6 months: Outback Steakhouse	1,126	12.4%	108
Family restaurant/steak house last 6 months: Perkins	430	4.7%	131
Family restaurant/steak house last 6 months: Red Lobster	1,192	13.1%	98
Family restaurant/steak house last 6 months: Red Robin	642	7.1%	125
Family restaurant/steak house last 6 months: Ruby Tuesday	832	9.1%	110
Family restaurant/steak house last 6 months: Ryan's	310	3.4%	91
Family restaurant/steak house last 6 months: Sizzler	308	3.4%	111
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,012	11.1%	108
Went to fast food/drive-in restaurant in last 6 months	8,145	89.5%	101
Went to fast food/drive-in restaurant <6 times/month	3,273	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/month	2,562	28.2%	98
Went to fast food/drive-in restaurant 14+ times/month	2,311	25.4%	102
Fast food/drive-in last 6 months: breakfast	2,656	29.2%	107
Fast food/drive-in last 6 months: lunch	5,562	61.1%	104
Fast food/drive-in last 6 months: snack	1,591	17.5%	100
Fast food/drive-in last 6 months: dinner	4,672	51.3%	106

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

Restaurant Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	6,269	68.9%	104
Fast food/drive-in last 6 months: weekend	4,492	49.4%	103
Fast food/drive-in last 6 months: A & W	468	5.1%	114
Fast food/drive-in last 6 months: Arby's	2,181	24.0%	117
Fast food/drive-in last 6 months: Boston Market	417	4.6%	96
Fast food/drive-in last 6 months: Burger King	3,436	37.8%	105
Fast food/drive-in last 6 months: Captain D's	428	4.7%	93
Fast food/drive-in last 6 months: Carl's Jr.	480	5.3%	83
Fast food/drive-in last 6 months: Checkers	247	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	1,406	15.5%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	557	6.1%	100
Fast food/drive-in last 6 months: Chuck E. Cheese	389	4.3%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	394	4.3%	101
Fast food/drive-in last 6 months: Dairy Queen	1,708	18.8%	119
Fast food/drive-in last 6 months: Del Taco	237	2.6%	76
Fast food/drive-in last 6 months: Domino's Pizza	1,151	12.7%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	951	10.5%	91
Fast food/drive-in last 6 months: Fuddruckers	273	3.0%	106
Fast food/drive-in last 6 months: Hardee's	625	6.9%	103
Fast food/drive-in last 6 months: Jack in the Box	914	10.0%	95
Fast food/drive-in last 6 months: KFC	2,462	27.1%	99
Fast food/drive-in last 6 months: Little Caesars	731	8.0%	110
Fast food/drive-in last 6 months: Long John Silver's	625	6.9%	110
Fast food/drive-in last 6 months: McDonald's	5,209	57.2%	103
Fast food/drive-in last 6 months: Panera Bread	966	10.6%	109
Fast food/drive-in last 6 months: Papa John's	912	10.0%	115
Fast food/drive-in last 6 months: Pizza Hut	1,995	21.9%	100
Fast food/drive-in last 6 months: Popeyes	641	7.0%	96
Fast food/drive-in last 6 months: Quiznos	851	9.4%	103
Fast food/drive-in last 6 months: Sonic Drive-In	1,127	12.4%	105
Fast food/drive-in last 6 months: Starbucks	1,325	14.6%	97
Fast food/drive-in last 6 months: Steak n Shake	563	6.2%	123
Fast food/drive-in last 6 months: Subway	2,956	32.5%	103
Fast food/drive-in last 6 months: Taco Bell	3,127	34.4%	107
Fast food/drive-in last 6 months: Wendy's	2,930	32.2%	104
Fast food/drive-in last 6 months: Whataburger	415	4.6%	94
Fast food/drive-in last 6 months: White Castle	409	4.5%	113
Fast food/drive-in last 6 months: eat in	3,363	37.0%	98
Fast food/drive-in last 6 months: home delivery	981	10.8%	103
Fast food/drive-in last 6 months: take-out/drive-thru	5,018	55.1%	106
Fast food/drive-in last 6 months: take-out/walk-in	2,179	23.9%	97

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

Restaurant Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Demographic Summary	2011	2016
Population	52,124	54,454
Population 18+	38,628	40,502
Households	19,571	20,518
Median Household Income	\$53,616	\$59,866

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,578	76.6%	107
Family restaurant/steak house last month: <2 times	9,942	25.7%	100
Family restaurant/steak house last month: 2-4 times	10,933	28.3%	105
Family restaurant/steak house last month: 5+ times	8,702	22.5%	116
Family restaurant/steak house last 6 months: breakfast	5,705	14.8%	113
Family restaurant/steak house last 6 months: lunch	10,248	26.5%	107
Family restaurant/steak house last 6 months: snack	926	2.4%	85
Family restaurant/steak house last 6 months: dinner	22,746	58.9%	112
Family restaurant/steak house last 6 months: weekday	16,358	42.3%	110
Family restaurant/steak house last 6 months: weekend	19,137	49.5%	112
Family restaurant/steak house last 6 months: Applebee's	11,343	29.4%	117
Family restaurant/steak house last 6 months: Bennigan's	1,019	2.6%	119
Family restaurant/steak house last 6 months: Bob Evans Farm	2,027	5.2%	116
Family restaurant/steak house last 6 months: Cheesecake Factory	2,431	6.3%	94
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,376	13.9%	119
Family restaurant/steak house last 6 months: Cracker Barrel	5,134	13.3%	121
Family restaurant/steak house last 6 months: Denny's	3,569	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	1,247	3.2%	82
Family restaurant/steak house last 6 months: Golden Corral	3,337	8.6%	120
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,097	13.2%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,245	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet	1,091	2.8%	100
Family restaurant/steak house last 6 months: Olive Garden	8,160	21.1%	119
Family restaurant/steak house last 6 months: Outback Steakhouse	4,957	12.8%	112
Family restaurant/steak house last 6 months: Perkins	1,623	4.2%	117
Family restaurant/steak house last 6 months: Red Lobster	5,648	14.6%	109
Family restaurant/steak house last 6 months: Red Robin	2,714	7.0%	125
Family restaurant/steak house last 6 months: Ruby Tuesday	3,642	9.4%	114
Family restaurant/steak house last 6 months: Ryan's	1,267	3.3%	88
Family restaurant/steak house last 6 months: Sizzler	1,104	2.9%	93
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,296	11.1%	108
Went to fast food/drive-in restaurant in last 6 months	35,247	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	13,205	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month	11,557	29.9%	104
Went to fast food/drive-in restaurant 14+ times/month	10,485	27.1%	109
Fast food/drive-in last 6 months: breakfast	11,206	29.0%	106
Fast food/drive-in last 6 months: lunch	24,262	62.8%	107
Fast food/drive-in last 6 months: snack	6,556	17.0%	97
Fast food/drive-in last 6 months: dinner	20,592	53.3%	110

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	27,428	71.0%	107
Fast food/drive-in last 6 months: weekend	19,642	50.8%	106
Fast food/drive-in last 6 months: A & W	1,891	4.9%	108
Fast food/drive-in last 6 months: Arby's	9,545	24.7%	121
Fast food/drive-in last 6 months: Boston Market	1,760	4.6%	95
Fast food/drive-in last 6 months: Burger King	14,693	38.0%	106
Fast food/drive-in last 6 months: Captain D's	1,867	4.8%	95
Fast food/drive-in last 6 months: Carl's Jr.	1,987	5.1%	81
Fast food/drive-in last 6 months: Checkers	1,172	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	6,686	17.3%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,546	6.6%	107
Fast food/drive-in last 6 months: Chuck E. Cheese	1,819	4.7%	105
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,644	4.3%	99
Fast food/drive-in last 6 months: Dairy Queen	7,418	19.2%	121
Fast food/drive-in last 6 months: Del Taco	1,151	3.0%	87
Fast food/drive-in last 6 months: Domino's Pizza	5,337	13.8%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	3,657	9.5%	82
Fast food/drive-in last 6 months: Fuddruckers	1,381	3.6%	126
Fast food/drive-in last 6 months: Hardee's	2,523	6.5%	97
Fast food/drive-in last 6 months: Jack in the Box	4,098	10.6%	101
Fast food/drive-in last 6 months: KFC	11,057	28.6%	104
Fast food/drive-in last 6 months: Little Caesars	3,525	9.1%	125
Fast food/drive-in last 6 months: Long John Silver's	2,692	7.0%	111
Fast food/drive-in last 6 months: McDonald's	22,777	59.0%	106
Fast food/drive-in last 6 months: Panera Bread	3,979	10.3%	106
Fast food/drive-in last 6 months: Papa John's	4,253	11.0%	126
Fast food/drive-in last 6 months: Pizza Hut	9,484	24.6%	112
Fast food/drive-in last 6 months: Popeyes	2,845	7.4%	101
Fast food/drive-in last 6 months: Quiznos	4,044	10.5%	115
Fast food/drive-in last 6 months: Sonic Drive-In	5,445	14.1%	120
Fast food/drive-in last 6 months: Starbucks	5,994	15.5%	103
Fast food/drive-in last 6 months: Steak n Shake	2,411	6.2%	124
Fast food/drive-in last 6 months: Subway	13,534	35.0%	111
Fast food/drive-in last 6 months: Taco Bell	13,970	36.2%	113
Fast food/drive-in last 6 months: Wendy's	13,475	34.9%	113
Fast food/drive-in last 6 months: Whataburger	2,263	5.9%	120
Fast food/drive-in last 6 months: White Castle	1,384	3.6%	90
Fast food/drive-in last 6 months: eat in	14,574	37.7%	100
Fast food/drive-in last 6 months: home delivery	4,648	12.0%	115
Fast food/drive-in last 6 months: take-out/drive-thru	22,692	58.7%	113
Fast food/drive-in last 6 months: take-out/walk-in	9,372	24.3%	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.

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

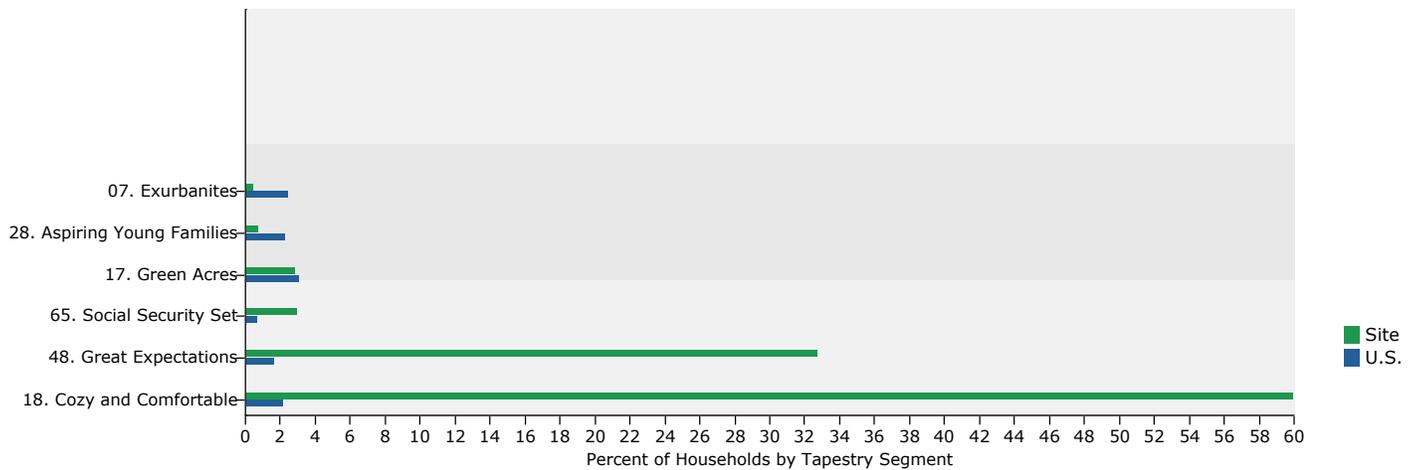
Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	18. Cozy and Comfortable	60.0%	60.0%	2.2%	2.2%	2727
2	48. Great Expectations	32.8%	92.8%	1.7%	3.9%	1,929
3	65. Social Security Set	3.0%	95.8%	0.7%	4.6%	429
4	17. Green Acres	2.9%	98.7%	3.1%	7.7%	94
5	28. Aspiring Young Families	0.8%	99.5%	2.3%	10.0%	35
Subtotal		99.5%		10.0%		
6	07. Exurbanites	0.5%	100.0%	2.5%	12.5%	20
Subtotal		0.5%		2.5%		
Total		100.0%		12.5%		800

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

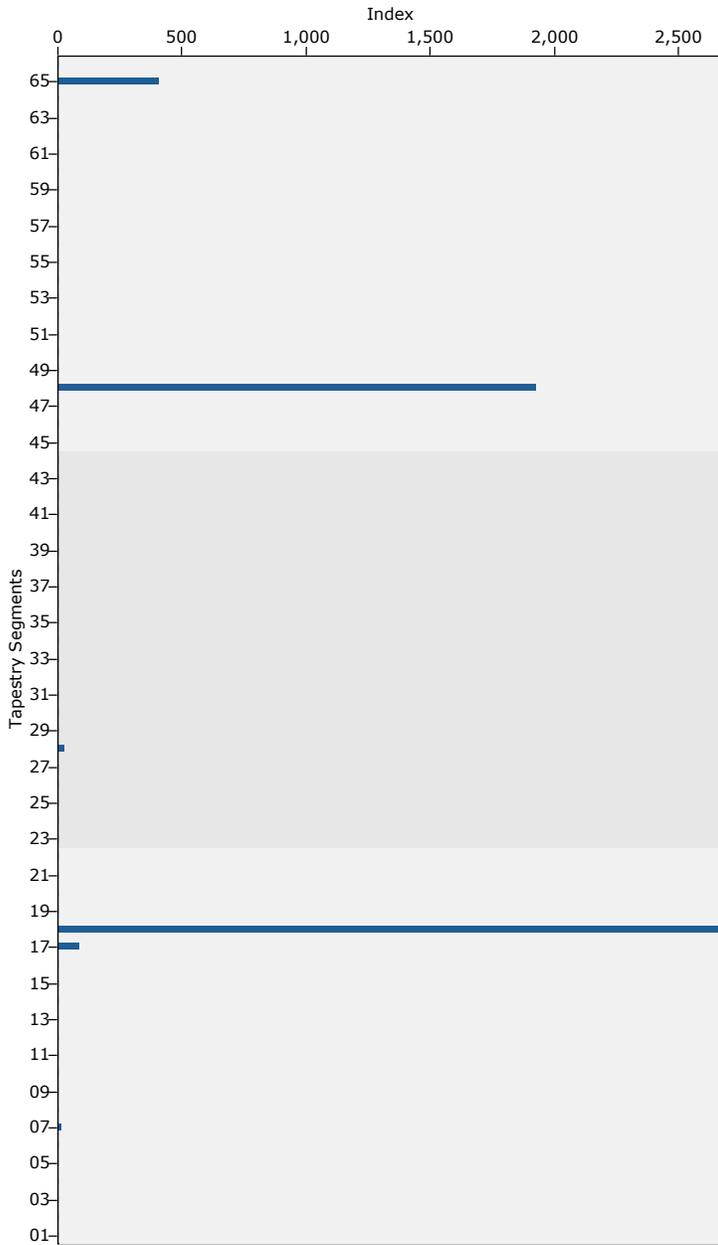
Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

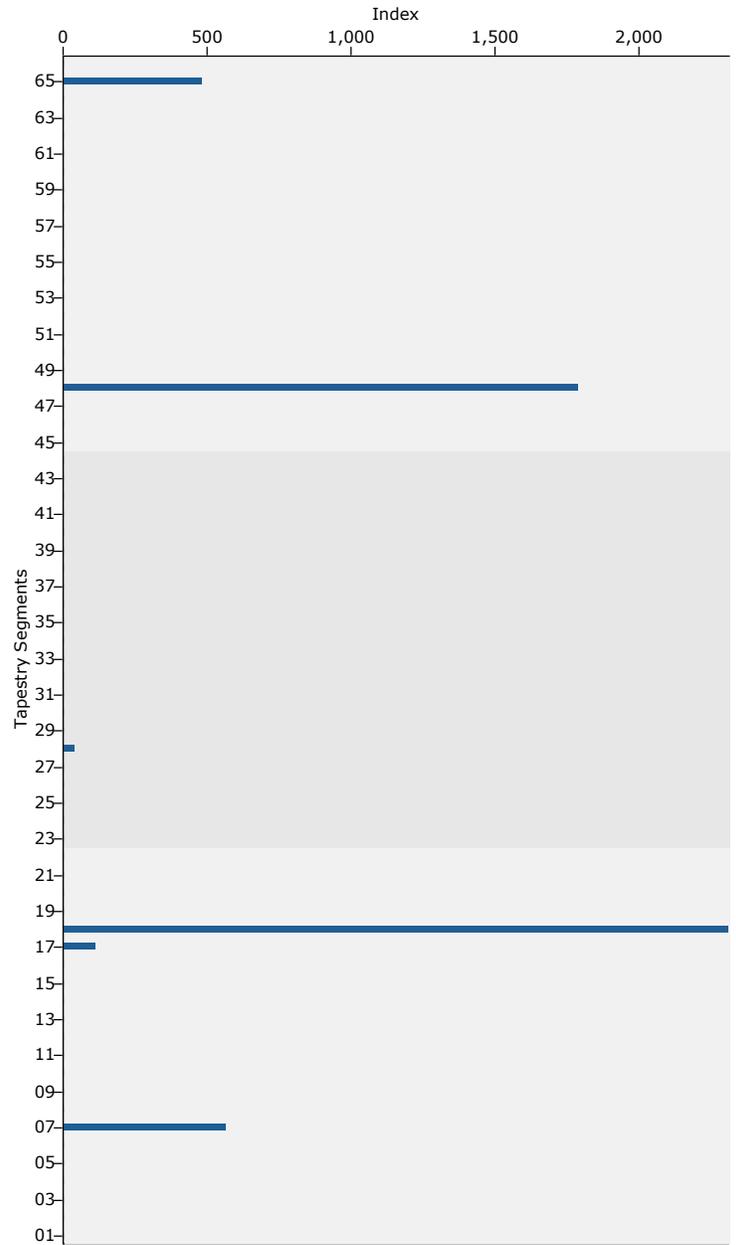
www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	798	100.0%		2,317	100.0%	
L1. High Society	4	0.5%	4	324	14.0%	102
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	4	0.5%	21	324	14.0%	572
L2. Upscale Avenues	502	62.9%	475	1,267	54.7%	418
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	23	2.9%	94	85	3.7%	116
18 Cozy and Comfortable	479	60.0%	2684	1,182	51.0%	2316
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	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
L4. Solo Acts	0	0.0%	0	0	0.0%	0
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
L5. Senior Styles	24	3.0%	24	60	2.6%	24
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	3.0%	410	60	2.6%	486
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	798	100.0%		2,317	100.0%	
L7. High Hopes	268	33.6%	831	666	28.7%	747
28 Aspiring Young Families	6	0.8%	33	23	1.0%	43
48 Great Expectations	262	32.8%	1928	643	27.8%	1793
L8. Global Roots	0	0.0%	0	0	0.0%	0
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
L9. Family Portrait	0	0.0%	0	0	0.0%	0
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
L10. Traditional Living	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
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
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
L12. American Quilt	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
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

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	798	100.0%		2,317	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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
U2. Principal Urban Centers II	24	3.0%	63	60	2.6%	48
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	3.0%	410	60	2.6%	486
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
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
U4. Metro Cities II	6	0.8%	7	23	1.0%	10
28 Aspiring Young Families	6	0.8%	33	23	1.0%	43
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
U5. Urban Outskirts I	262	32.8%	314	643	27.8%	249
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	32.8%	1928	643	27.8%	1793

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	798	100.0%		2,317	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
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
U7. Suburban Periphery I	4	0.5%	3	324	14.0%	84
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	4	0.5%	21	324	14.0%	572
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
U8. Suburban Periphery II	479	60.0%	669	1,182	51.0%	612
18 Cozy and Comfortable	479	60.0%	2684	1,182	51.0%	2316
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
U9. Small Towns	0	0.0%	0	0	0.0%	0
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
U10. Rural I	23	2.9%	27	85	3.7%	35
17 Green Acres	23	2.9%	94	85	3.7%	116
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
U11. Rural II	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
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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

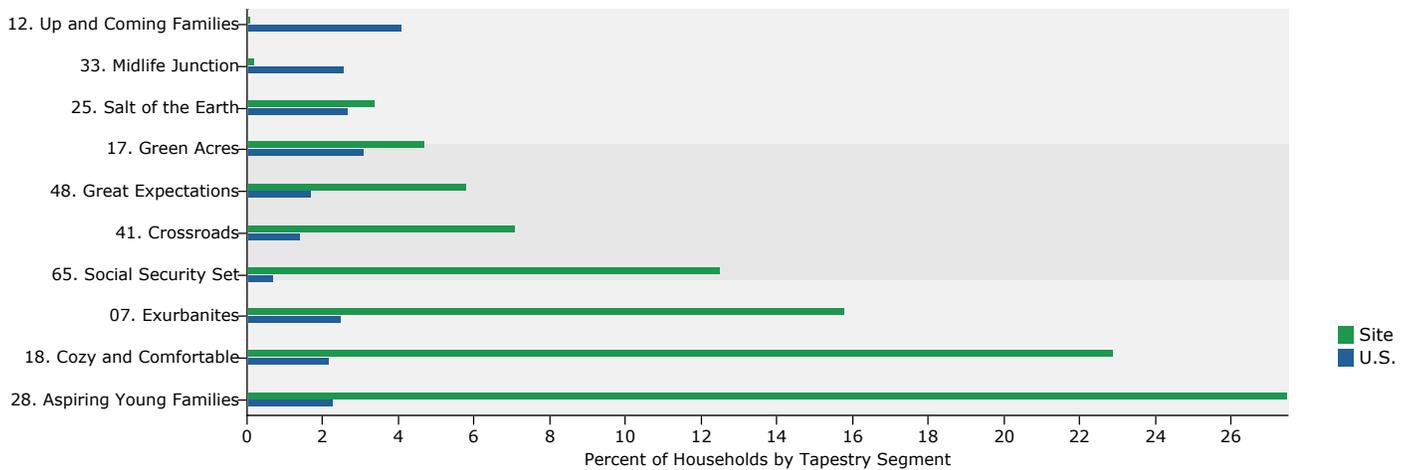
Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	28. Aspiring Young Families	27.5%	27.5%	2.3%	2.3%	1196
2	18. Cozy and Comfortable	22.9%	50.4%	2.2%	4.5%	1,041
3	07. Exurbanites	15.8%	66.2%	2.5%	7.0%	632
4	65. Social Security Set	12.5%	78.7%	0.7%	7.7%	1,786
5	41. Crossroads	7.1%	85.8%	1.4%	9.1%	507
Subtotal		85.8%		9.1%		
6	48. Great Expectations	5.8%	91.6%	1.7%	10.8%	341
7	17. Green Acres	4.7%	96.3%	3.1%	13.9%	152
8	25. Salt of the Earth	3.4%	99.7%	2.7%	16.6%	126
9	33. Midlife Junction	0.2%	99.9%	2.6%	19.2%	8
10	12. Up and Coming Families	0.1%	100.0%	4.1%	23.3%	2
Subtotal		14.2%		14.2%		
Total		100.0%		23.3%		429

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

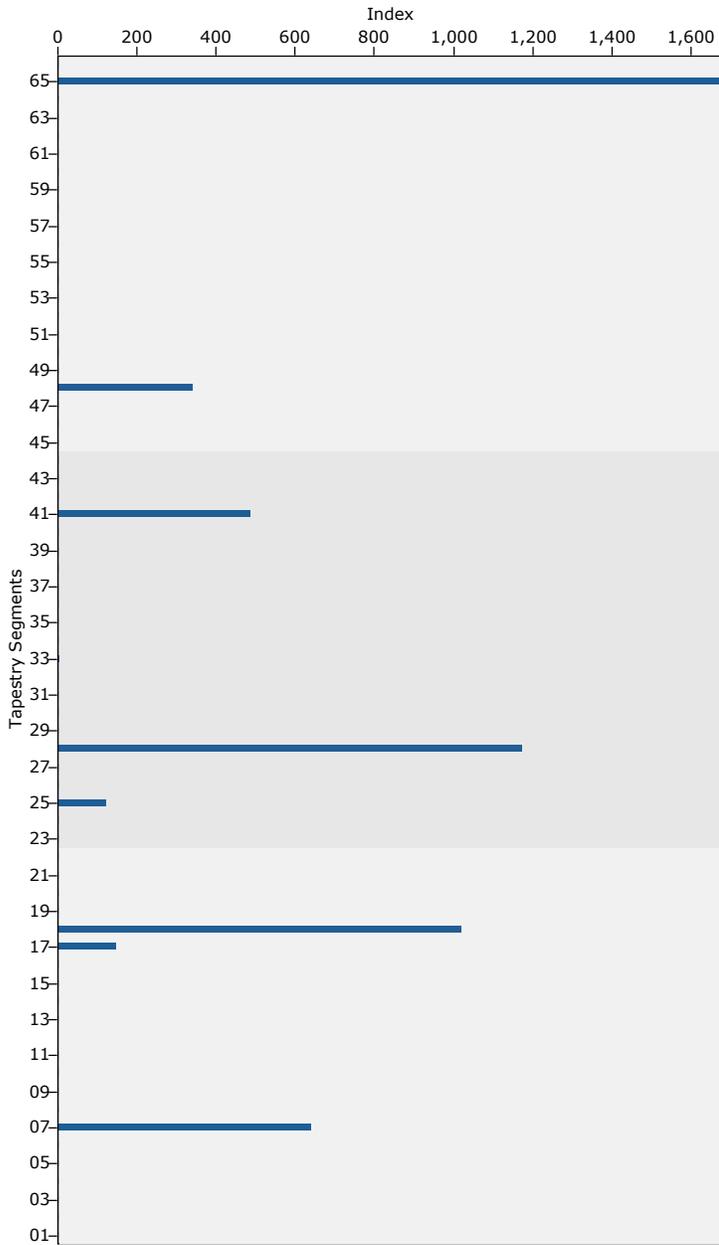
Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

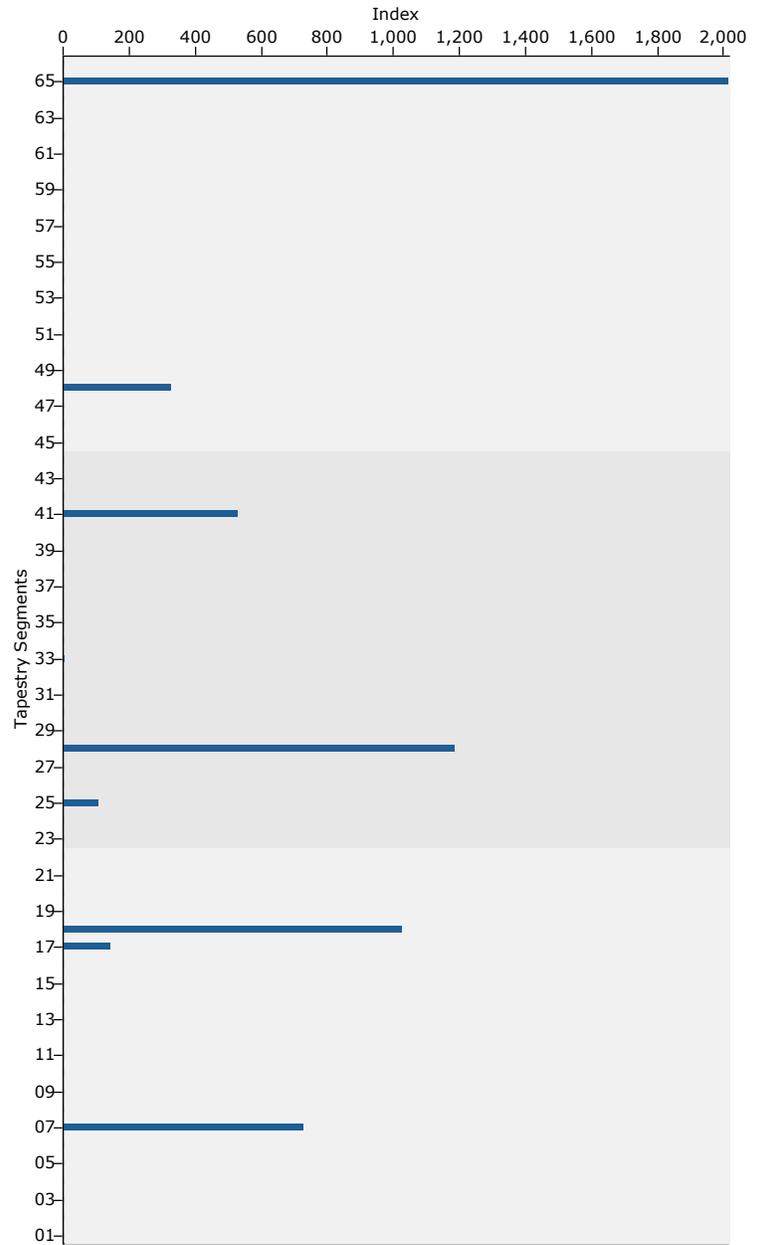
www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

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Longitude: -84.17762

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,487	100.0%		12,489	100.0%	
L1. High Society	710	15.8%	126	2,244	18.0%	132
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	710	15.8%	643	2,244	18.0%	734
L2. Upscale Avenues	1,239	27.6%	209	3,420	27.4%	209
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	211	4.7%	152	588	4.7%	148
18 Cozy and Comfortable	1,028	22.9%	1025	2,832	22.7%	1029
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	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
L4. Solo Acts	0	0.0%	0	0	0.0%	0
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
L5. Senior Styles	559	12.5%	99	1,351	10.8%	101
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	559	12.5%	1684	1,351	10.8%	2018
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,487	100.0%		12,489	100.0%	
L7. High Hopes	1,495	33.3%	825	4,055	32.5%	844
28 Aspiring Young Families	1,233	27.5%	1175	3,412	27.3%	1188
48 Great Expectations	262	5.8%	343	643	5.1%	333
L8. Global Roots	0	0.0%	0	0	0.0%	0
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
L9. Family Portrait	4	0.1%	1	12	0.1%	1
12 Up and Coming Families	4	0.1%	2	12	0.1%	2
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
L10. Traditional Living	9	0.2%	2	17	0.1%	2
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	9	0.2%	8	17	0.1%	6
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	152	3.4%	36	371	3.0%	32
25 Salt of the Earth	152	3.4%	127	371	3.0%	113
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
L12. American Quilt	319	7.1%	82	1,019	8.2%	95
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	319	7.1%	491	1,019	8.2%	531
46 Rooted Rural	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

Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,487	100.0%		12,489	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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
U2. Principal Urban Centers II	559	12.5%	259	1,351	10.8%	199
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	559	12.5%	1684	1,351	10.8%	2018
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
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
U4. Metro Cities II	1,233	27.5%	249	3,412	27.3%	272
28 Aspiring Young Families	1,233	27.5%	1175	3,412	27.3%	1188
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
U5. Urban Outskirts I	262	5.8%	56	643	5.1%	46
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	5.8%	343	643	5.1%	333

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ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

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Latitude: 39.07723
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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,487	100.0%		12,489	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
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
U7. Suburban Periphery I	714	15.9%	99	2,256	18.1%	109
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	710	15.8%	643	2,244	18.0%	734
12 Up and Coming Families	4	0.1%	2	12	0.1%	2
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
U8. Suburban Periphery II	1,037	23.1%	257	2,849	22.8%	274
18 Cozy and Comfortable	1,028	22.9%	1025	2,832	22.7%	1029
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	9	0.2%	8	17	0.1%	6
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
U9. Small Towns	319	7.1%	154	1,019	8.2%	186
41 Crossroads	319	7.1%	491	1,019	8.2%	531
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	363	8.1%	76	959	7.7%	72
17 Green Acres	211	4.7%	152	588	4.7%	148
25 Salt of the Earth	152	3.4%	127	371	3.0%	113
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	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
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.

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April 19, 2013

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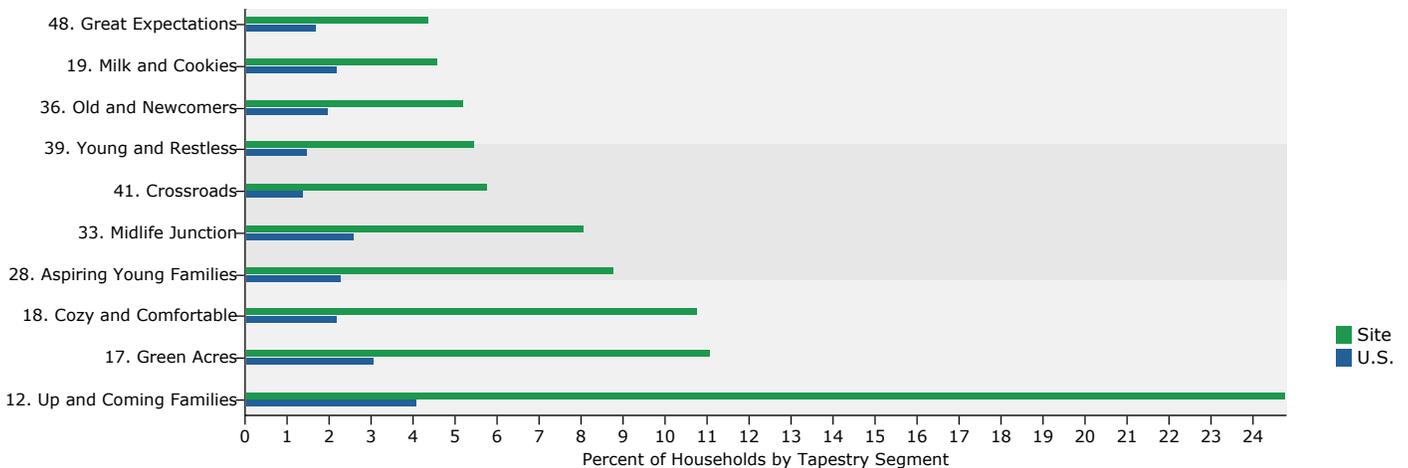
Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz
Latitude: 39.07723
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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	24.8%	24.8%	4.1%	4.1%	605
2	17. Green Acres	11.1%	35.9%	3.1%	7.2%	358
3	18. Cozy and Comfortable	10.8%	46.7%	2.2%	9.4%	491
4	28. Aspiring Young Families	8.8%	55.5%	2.3%	11.7%	383
5	33. Midlife Junction	8.1%	63.6%	2.6%	14.3%	312
Subtotal		63.6%		14.3%		
6	41. Crossroads	5.8%	69.4%	1.4%	15.7%	414
7	39. Young and Restless	5.5%	74.9%	1.5%	17.2%	367
8	36. Old and Newcomers	5.2%	80.1%	2.0%	19.2%	260
9	19. Milk and Cookies	4.6%	84.7%	2.2%	21.4%	209
10	48. Great Expectations	4.4%	89.1%	1.7%	23.1%	259
Subtotal		25.5%		8.8%		
11	07. Exurbanites	4.2%	93.3%	2.5%	25.6%	168
12	65. Social Security Set	2.9%	96.2%	0.7%	26.3%	414
13	25. Salt of the Earth	2.2%	98.4%	2.7%	29.0%	81
14	53. Home Town	1.1%	99.5%	1.4%	30.4%	77
15	13. In Style	0.5%	100.0%	2.3%	32.7%	22
Subtotal		10.9%		9.6%		
16	24. Main Street, USA	0.2%	100.2%	2.2%	34.9%	9
Subtotal		0.2%		2.2%		
Total		100.2%		34.9%		287

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

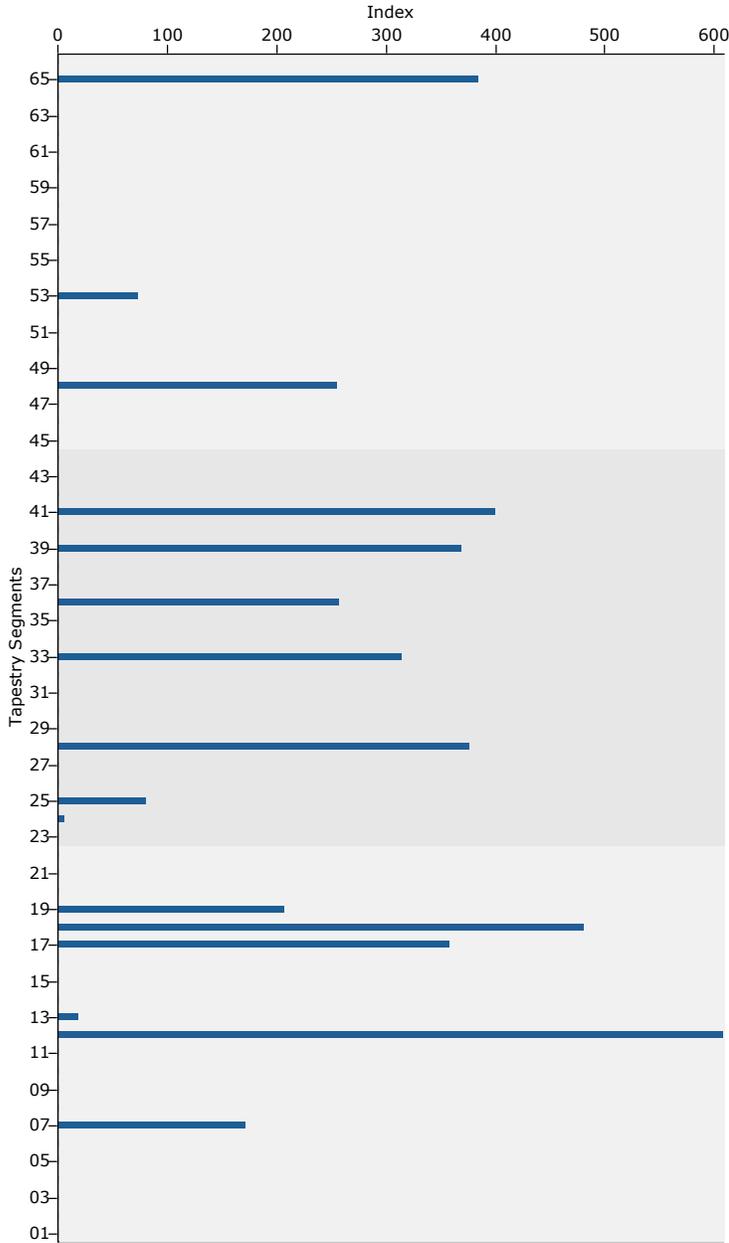
Tapestry Segmentation Area Profile

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

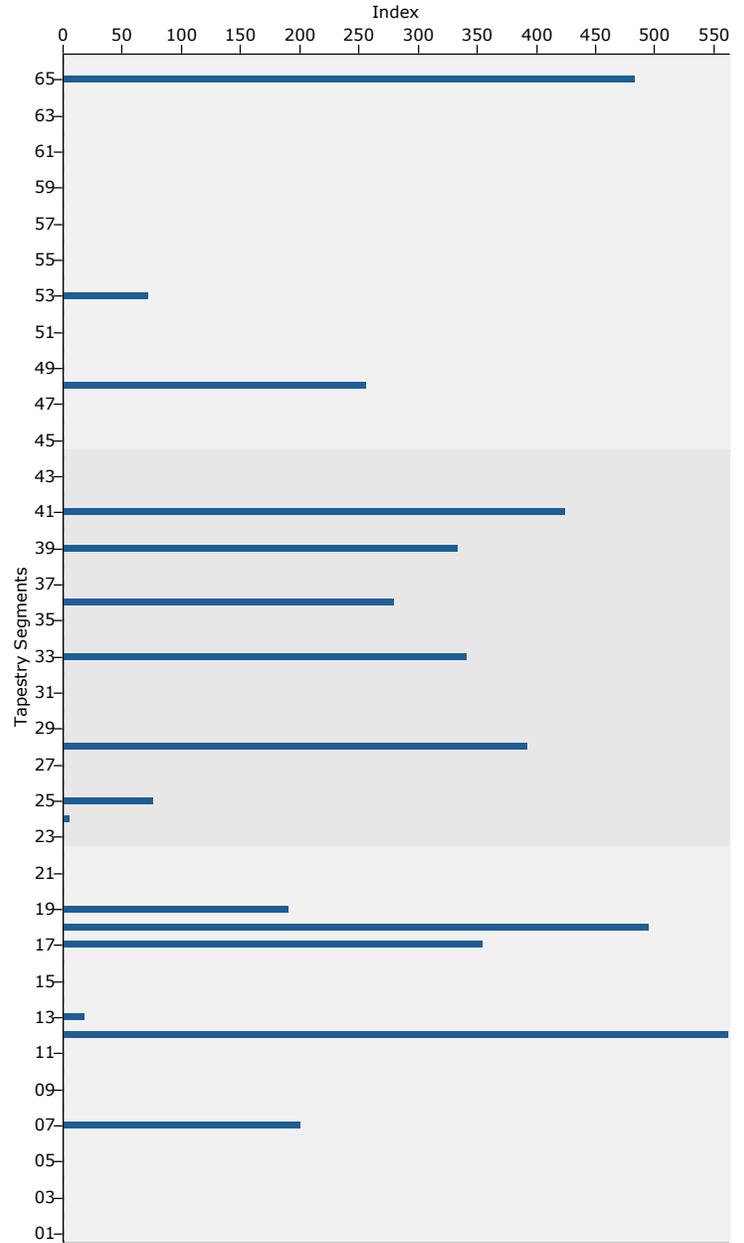
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Latitude: 39.07723
Longitude: -84.17762

Tapestry Indexes by Households



Tapestry Indexes by Population



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ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,571	100.0%		52,125	100.0%	
L1. High Society	831	4.2%	34	2,572	4.9%	36
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	2	0.0%	0	8	0.0%	1
07 Exurbanites	829	4.2%	172	2,564	4.9%	201
L2. Upscale Avenues	4,365	22.3%	168	11,773	22.6%	173
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	90	0.5%	20	211	0.4%	19
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,167	11.1%	359	5,871	11.3%	355
18 Cozy and Comfortable	2,108	10.8%	482	5,691	10.9%	496
L3. Metropolis	0	0.0%	0	0	0.0%	0
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
L4. Solo Acts	2,095	10.7%	146	4,351	8.3%	151
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	1,026	5.2%	258	2,322	4.5%	281
39 Young and Restless	1,069	5.5%	370	2,029	3.9%	335
L5. Senior Styles	559	2.9%	23	1,351	2.6%	24
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	559	2.9%	386	1,351	2.6%	484
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
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

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Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Latitude: 39.07723
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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,571	100.0%		52,125	100.0%	
L7. High Hopes	2,579	13.2%	326	6,780	13.0%	338
28 Aspiring Young Families	1,725	8.8%	377	4,705	9.0%	393
48 Great Expectations	854	4.4%	256	2,075	4.0%	257
L8. Global Roots	0	0.0%	0	0	0.0%	0
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
L9. Family Portrait	5,757	29.4%	332	16,153	31.0%	297
12 Up and Coming Families	4,850	24.8%	609	13,704	26.3%	563
19 Milk and Cookies	907	4.6%	209	2,449	4.7%	192
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
L10. Traditional Living	1,612	8.2%	102	4,128	7.9%	103
24 Main Street, USA	33	0.2%	7	72	0.1%	6
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,579	8.1%	316	4,056	7.8%	342
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	640	3.3%	35	1,612	3.1%	33
25 Salt of the Earth	431	2.2%	82	1,073	2.1%	78
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	209	1.1%	75	539	1.0%	73
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	1,133	5.8%	67	3,405	6.5%	76
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	1,133	5.8%	400	3,405	6.5%	425
46 Rooted Rural	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.

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	Number	Percent	Index	Number	Percent	Index
Total:	19,571	100.0%		52,125	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
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
U2. Principal Urban Centers II	559	2.9%	59	1,351	2.6%	48
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	559	2.9%	386	1,351	2.6%	484
U3. Metro Cities I	907	4.6%	38	2,449	4.7%	38
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	907	4.6%	209	2,449	4.7%	192
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	3,820	19.5%	177	9,056	17.4%	173
28 Aspiring Young Families	1,725	8.8%	377	4,705	9.0%	393
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	1,026	5.2%	258	2,322	4.5%	281
39 Young and Restless	1,069	5.5%	370	2,029	3.9%	335
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
U5. Urban Outskirts I	887	4.5%	43	2,147	4.1%	37
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	33	0.2%	7	72	0.1%	6
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	854	4.4%	256	2,075	4.0%	257

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

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,571	100.0%		52,125	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
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
U7. Suburban Periphery I	5,771	29.5%	183	16,487	31.6%	191
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2	0.0%	0	8	0.0%	1
07 Exurbanites	829	4.2%	172	2,564	4.9%	201
12 Up and Coming Families	4,850	24.8%	609	13,704	26.3%	563
13 In Style	90	0.5%	20	211	0.4%	19
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,896	19.9%	222	10,286	19.7%	237
18 Cozy and Comfortable	2,108	10.8%	482	5,691	10.9%	496
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,579	8.1%	316	4,056	7.8%	342
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	209	1.1%	75	539	1.0%	73
U9. Small Towns	1,133	5.8%	125	3,405	6.5%	149
41 Crossroads	1,133	5.8%	400	3,405	6.5%	425
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	2,598	13.3%	125	6,944	13.3%	125
17 Green Acres	2,167	11.1%	359	5,871	11.3%	355
25 Salt of the Earth	431	2.2%	82	1,073	2.1%	78
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	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
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



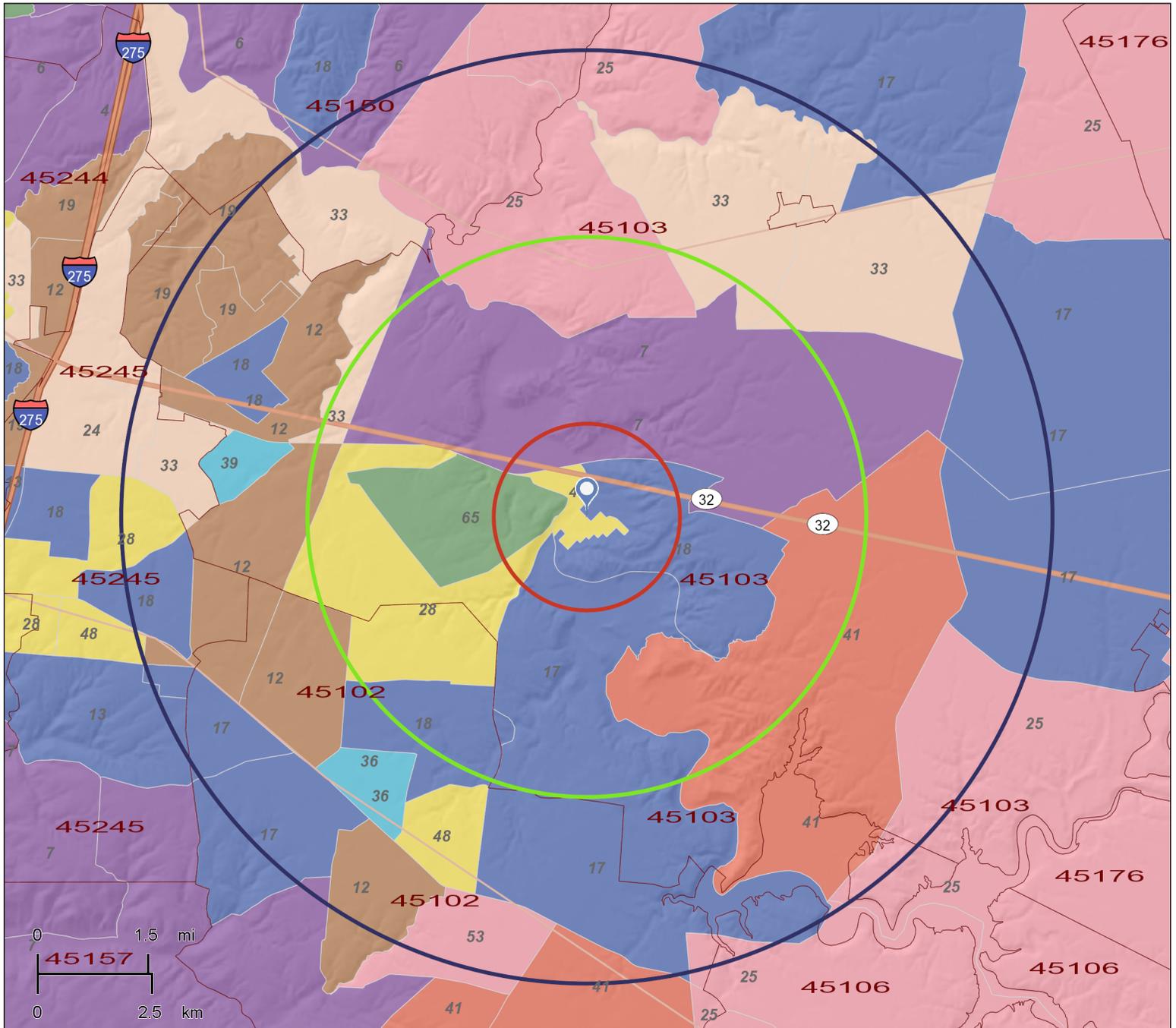
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Dominant Tapestry Site Map

Downtown Batavia
73 E Main St, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

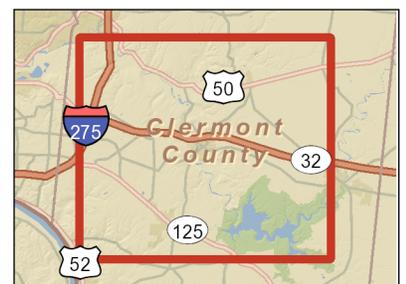
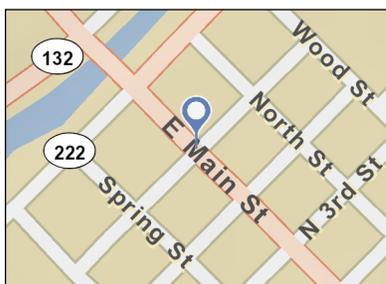
www.clermontcountyohio.biz

Latitude: 39.07723
Longitude: -84.17762



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



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