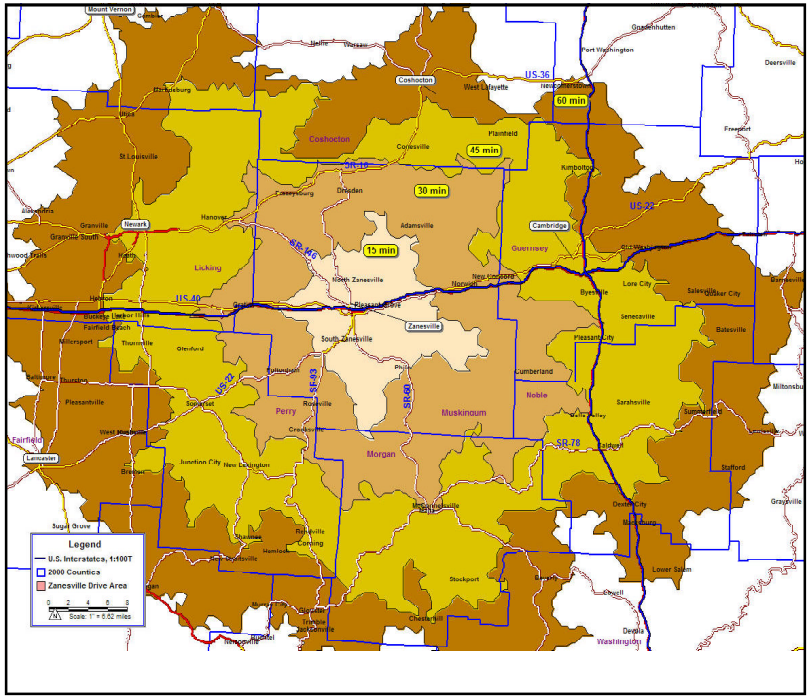
Market Assessment



Drive Radii Around Zanesville

Defining a single market area for downtown Zanesville is difficult. Certainly, the primary support for the downtown will come from the residents within the city and nearby in surrounding areas. Then analyzing demographic statistics, we look at drive time radii in addition to standard geographies such as city limits or county boundaries. Since consumers are moving along the automobile transportation network in and around Zanesville, compiling statistics on consumers within a 15- or 30-minute drive of downtown will help illustrate the full potential for support for retail and service businesses.

Population and Household Growth	City of Zanesville	16-Minute Drive Time	30-Minute Drive Time	46-Minute Drive Time	Muskingum County, OH	State of Ohio
2000 Total Population	25,586	68,434	115,789	295,910	84,585	11,353,140
2004 Total Population	24,667	68,042	115,720	299,751	84,128	11,473,289
2009 Total Population	24,141	67,576	115,605	306,088	83,501	11,634,068
2004 - 2009 Annual Rate	-0.43%	-0.14%	-0.02%	0.42%	-0.15%	0.28%
2000 Households	10,572	26,858	44,283	114,308	32,518	4,445,773
2004 Households	10,392	27,219	45,118	118,183	32,972	4,575,681
2009 Households	10,356	27,522	45,883	122,985	33,318	4,717,323
2004 - 2009 Annual Rate	-0.07%	0.22%	0.34%	0.8%	0.21%	0.61%
2004 Average Family Size	2.95	2.97	3	2.98	2.99	3.03

Households by Type	City of Zanesville	16-Minute Drive Time	30-Minute Drive Time	46-Minute Drive Time	Muskingum County, OH	State of Ohio
Total	10,572	26,858	44,283	114,308	32,518	4,445,773
Family Households	60.9%	69.6%	71.3%	69.9%	70.3%	67.3%
Married-couple Family	38.5%	52.7%	55.6%	54.7%	54.3%	51.4%
With Related Children	17.0%	23.4%	25.3%	24.5%	24.5%	23.5%
Other Family (No Spouse)	22.4%	16.9%	15.8%	15.2%	16.0%	15.9%
With Related Children	16.3%	11.8%	11.0%	10.6%	11.2%	10.5%
Nonfamily Households	39.1%	30.4%	28.7%	30.1%	29.7%	32.7%
Householder Living Alone	33.4%	25.6%	24.2%	25.6%	24.9%	27.3%
Householder Not Living Alone	5.7%	4.8%	4.5%	4.5%	4.7%	5.3%
Households with Related Children	33.3%	35.2%	36.3%	35.1%	35.6%	34.0%
Households with Persons 65+	27.1%	26.0%	25.0%	25.4%	25.5%	23.8%

Population by Age - 2004 Estimates	City of Zanesville	16-Minute Drive Time	30-Minute Drive Time	46-Minute Drive Time	Muskingum County, OH	State of Ohio
Median Age	36.0	37.9	37.3	37.6	37.3	37.0
Total	24,668	68,041	115,719	299,750	84,128	11,473,289
0 - 4	7.8%	6.9%	6.8%	6.7%	6.8%	6.7%
5 - 9	7.0%	6.7%	6.7%	6.6%	6.6%	6.6%
10 - 14	7.2%	7.2%	7.3%	7.1%	7.2%	7.1%
15 - 24	13.2%	12.9%	13.7%	13.9%	13.9%	14.1%
25 - 34	13.5%	12.4%	12.2%	12.1%	12.4%	12.7%
35 - 44	13.3%	14.3%	14.5%	14.6%	14.3%	14.8%
45 - 54	12.7%	14.2%	14.3%	14.4%	14.2%	14.6%
55 - 64	9.5%	10.4%	10.3%	10.5%	10.3%	10.1%
65 - 74	7.2%	7.7%	7.4%	7.5%	7.4%	6.8%
75 - 84	5.9%	5.4%	4.8%	4.9%	5.1%	4.8%
85+	2.8%	2.1%	1.8%	1.8%	2.0%	1.8%
18+	74.2%	75.2%	75.1%	75.6%	75.4%	75.6%

Source: U.S. Census 2000, ESRI.

- The City of Zanesville reported just over 25,000 persons in just over 10,000 households in the 2000 Census. The current year estimates and five-year projections suggest that population is shrinking slightly.

- By analyzing the transportation network and drive times in the area, it is estimated that there are nearly 70,000 persons in over 25,000 households within 15 minutes of downtown Zanesville. These figures nearly double when you look at households within a 30-minute drive.

- Over two thirds of the households within a 15-minute drive of downtown Zanesville are designated as "family" households. Over 35% of these households report the presence of related children.

- The average age of residents in the city of Zanesville is 36 - slightly lower than the state average of 37.

- The level of educational attainment for residents in the City of Zanesville is slightly lower than the State of Ohio. Just over one-third of the Zanesville residents have more than a high-school education compared to almost half of those in Ohio.

- The racial composition of Zanesville residents mirrors that of Ohio. However, within a 30-minute drive of downtown, almost 95% of the population is white.

Educational Attainment - 2004 Estimates

	City of Zanesville	15-Minute Drive Time	30-Minute Drive Time	45-Minute Drive Time	Muskingum County, OH	State of Ohio
Total	16,399	45,042	74,772	192,823	54,616	7,411,740
Less than 9th Grade	6.0%	4.7%	4.7%	4.9%	4.4%	4.5%
9th - 12th Grade, No Diploma	20.5%	15.6%	14.8%	14.6%	15.0%	12.6%
High School Graduate	39.9%	43.1%	46.0%	45.7%	44.2%	36.1%
Some College, No Degree	16.9%	17.4%	16.8%	17.2%	17.1%	19.9%
Associate Degree	5.4%	6.7%	6.5%	6.0%	6.6%	5.9%
Bachelor's Degree	7.1%	8.1%	7.0%	7.6%	8.0%	13.7%
Master's/Prof/Doctorate Degree	4.2%	4.5%	4.2%	4.0%	4.6%	7.4%
High School or Less	66%	63%	66%	65%	64%	53%
More than High School	34%	37%	35%	35%	36%	47%

Race and Ethnicity - 2004 Estimates

	City of Zanesville	15-Minute Drive Time	30-Minute Drive Time	45-Minute Drive Time	Muskingum County, OH	State of Ohio
Total	24,665	68,043	115,721	299,751	84,128	11,473,289
White Alone	85.0%	92.4%	94.6%	95.1%	93.4%	84.1%
Black Alone	11.1%	5.1%	3.3%	2.7%	4.3%	11.8%
American Indian Alone	0.4%	0.2%	0.2%	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.4%	0.3%	0.5%	0.4%	1.6%
Some Other Race Alone	0.4%	0.2%	0.2%	0.2%	0.2%	0.8%
Two or More Races	2.8%	1.7%	1.4%	1.3%	1.5%	1.5%
Hispanic Origin	0.8%	0.6%	0.5%	0.6%	0.6%	2.1%

Source: U.S. Census 2000, ESRI.

Median Household Income - 2004 Estimates	City of Zanesville	15-Minute Drive Time	30-Minute Drive Time	45-Minute Drive Time	Muskingum County, OH	State of Ohio
Household Income Base	10,393	27,221	45,118	118,182	32,972	4,575,660
< $15,000	23.3%	17.0%	15.9%	15.8%	16.0%	13.0%
$15,000 - $24,999	17.3%	14.7%	14.4%	14.4%	14.2%	11.6%
$25,000 - $34,999	14.6%	13.5%	13.6%	13.8%	13.4%	11.7%
$35,000 - $49,999	17.3%	18.2%	18.7%	18.4%	18.3%	16.4%
$50,000 - $74,999	15.5%	19.8%	20.5%	20.3%	20.4%	20.7%
$75,000 - $99,999	6.5%	8.5%	8.9%	9.1%	9.2%	11.5%
$100,000 - $149,999	3.4%	5.2%	5.2%	5.7%	5.5%	10.1%
$150,000 - $199,999	1.0%	1.3%	1.1%	1.1%	1.2%	2.5%
$200,000 +	1.2%	1.9%	1.7%	1.4%	1.8%	2.6%
Average Household Income	$43,578	$52,120	$51,730	$50,693	$52,478	$63,119
Median Household Income						
2000 Census	$26,714	$33,949	$34,984	$34,819	$35,175	$40,998
2004 Estimate	$31,137	$38,433	$39,487	$39,343	$39,714	$47,354
Growth 2000-2004	17%	13%	13%	13%	13%	16%
2009 Projection	$35,914	$44,461	$45,580	$45,559	$45,878	$56,168
Growth 2004-2009	15%	16%	15%	16%	16%	19%

Source: U.S. Census 2000, ESRI.

- The median household income in and around Zanesville is just over $43,000. This is slightly lower than the median for the State of Ohio.
- Income is expected to grow at a rate of 15% - slightly lower than the rate expected for the state.

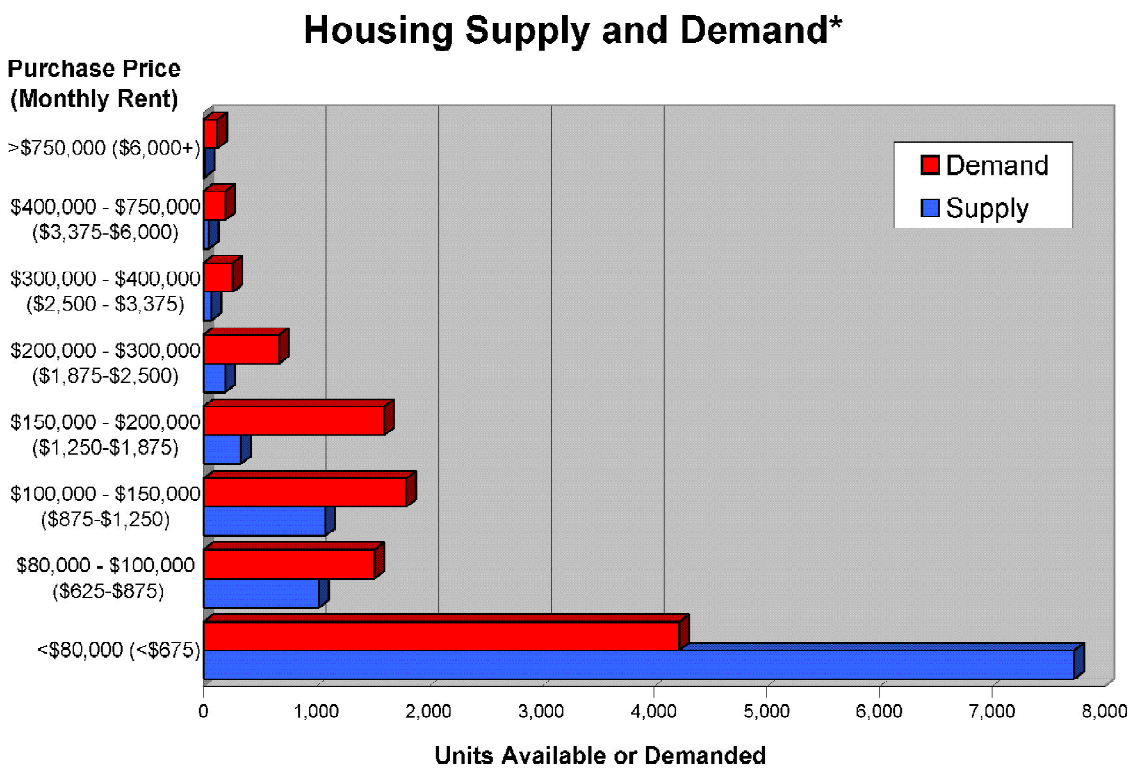
- There are just over 11,000 housing units within the city limits based on Census figures. Over half of these are owner occupied. The reported vacancy rate is 10.5%. Renters account for a larger portion of the housing compared to the State of Ohio.

- The average home value is just under $70,000. This is significantly lower than Ohio's average. The average for housing within a 30-minute drive is over $90,000 but still lower that Ohio's average of over $124,000.

U.S. Census Housing Statistics

	City of Zanesville	15-Minute Drive Time	30-Minute Drive Time	45-Minute Drive Time	Muskingum County, OH	State of Ohio
2004 Housing Units	11,605	29,393	49,394	130,603	35,688	4,936,847
Owner Occupied Housing Units	51.5%	66.4%	68.3%	66.4%	67.8%	64.6%
Renter Occupied Housing Units	38.0%	26.2%	23.0%	24.1%	24.6%	28.0%
Vacant Housing Units	10.5%	7.4%	8.7%	9.5%	7.6%	7.3%
Median Home Value						
2000	$60,267	$79,913	$79,315	$81,533	$81,418	$100,501
2004	$75,783	$96,848	$96,265	$98,596	$98,367	$121,192
2009	$91,167	$116,255	$115,525	$118,390	$118,121	$146,751
Growth 2000-2009	51%	45%	46%	45%	45%	46%
Occupied Housing Units by Value						
Total	5,915	19,320	33,080	83,312	23,897	3,072,514
< $50,000	35.7%	24.4%	24.8%	23.1%	23.2%	12.2%
$50,000 - $99,999	51.0%	43.0%	43.1%	43.3%	43.2%	37.5%
$100,000 - $149,999	8.1%	19.7%	19.0%	20.2%	20.0%	26.3%
$150,000 - $199,999	2.0%	6.9%	7.1%	7.3%	7.4%	12.3%
$200,000 - $299,999	2.5%	4.5%	4.4%	4.3%	4.8%	7.8%
$300,000 - $499,999	0.4%	1.1%	1.2%	1.4%	1.0%	2.9%
$500,000 - $999,999	0.1%	0.2%	0.3%	0.3%	0.2%	0.8%
$1,000,000+	0.0%	0.1%	0.1%	0.1%	0.1%	0.2%
Average Home Value	$69,505	$92,533	$93,204	$95,757	$94,252	$124,321
Rent Rates						
Median Rent	$318	$328	$323	$342	$331	$423
Average Rent	$318	$331	$319	$349	$332	$443

Source: U.S. Census 2000, ESRI.



*An analysis was undertaken which compared the US Census statistics on housing supply and demand. Supply was estimated based on the available units at various prices within in the City of Zanesville. Demand was estimated based on the households which reported income at various levels including assumptions about consumer behavior as it relates to housing costs. While this type of analysis is not perfect and should always be considered along with other data, it is directionally insightful to point out over- and under-supply at various price levels.

- Housing supply of lower priced units seems to outpace demand.
- Alternatively, there appear to be more households with the ability to afford higher priced housing than the supply can address. This suggest opportunity for the community to absorb addition housing which is over $100,000 or $875 per month.

An analysis of the supply of retail stores against the demand exhibited by consumers around Zanesville points to a number of categories which are under- and over-supplied.

The categories which present the biggest opportunity for expansion are sporting goods, hobbies, books, lawn & garden, music, office supplies and specialty foods.

The categories which appear to be over-supplied are auto parts, home furnishings, health & beauty, gasoline, clothing and florists.

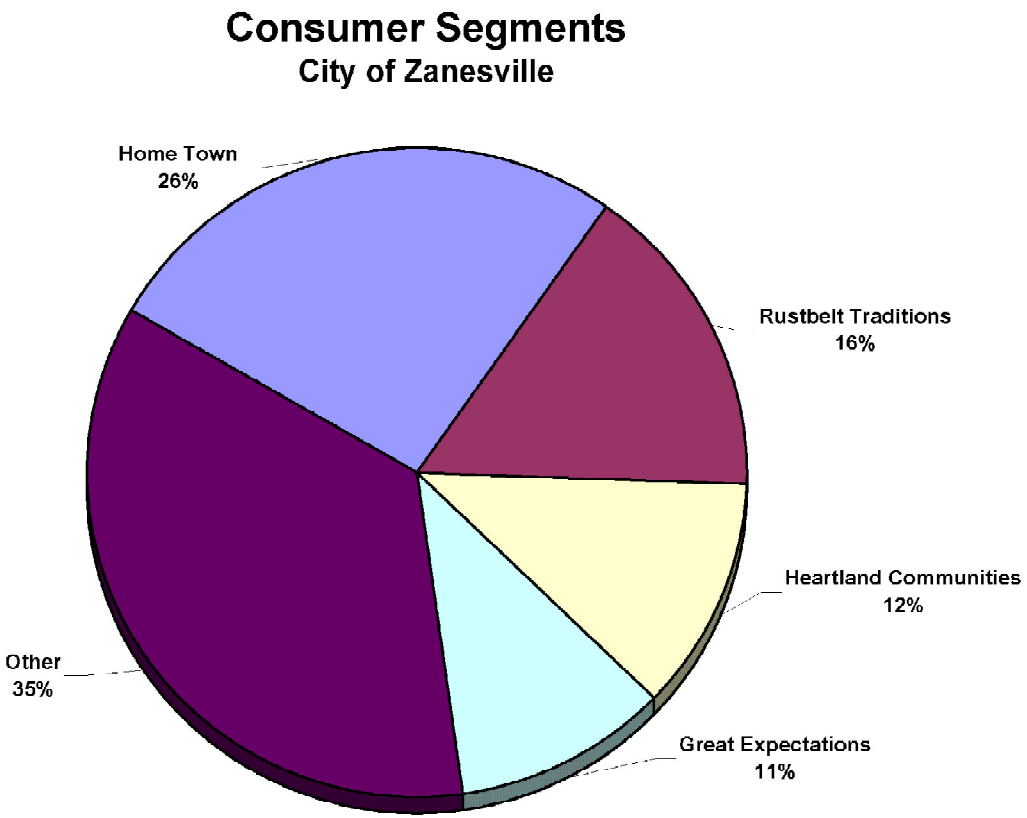
Retail Supply and Demand
Households withing 15-minutes of downtown Zanesville.

Key:

High Demand - there are signifiancly more buyers than sellers.
Equilibrium - demand roughly matches supply.
Over Supply - there are significanly more sellers than buyers.

	Supply (Retail Sales)	Demand (Consumer Needs)
Automobile Dealers	$128,863,294	$108,400,605
Auto Parts, Accessories, and Tire Stores	**$75,580,842**	**$18,247,754**
Furniture & Home Furnishings Stores	**$22,046,570**	**$13,773,418**
Furniture Stores	$14,140,491	$10,112,915
Home Furnishings Stores	**$7,906,079**	**$3,660,503**
Electronics & Appliance Stores	$10,526,691	$10,816,141
Bldg Materials, Garden Equip. & Supply Stores	$32,904,958	$26,605,854
Building Material and Supplies Dealers	$29,668,643	$21,599,020
Lawn and Garden Equipment and Supplies Stores	**$3,236,315**	**$5,006,834**
Food & Beverage Stores	$98,794,096	$88,749,020
Grocery Stores	$90,229,022	$82,612,663
Specialty Food Stores	$1,116,415	$1,206,567
Beer, Wine, and Liquor Stores	$7,448,659	$4,929,790
Health & Personal Care Stores	**$52,232,630**	**$29,284,928**
Gasoline Stations	**$95,933,513**	**$58,047,705**
Clothing and Clothing Accessories Stores	**$36,249,199**	**$24,531,685**
Clothing Stores	**$23,155,725**	**$16,011,505**
Shoe Stores	$6,066,903	$4,656,719
Jewelry, Luggage, and Leather Goods Stores	$7,026,571	$3,863,461
Sporting Goods, Hobby, Book, and Music Stores	**$15,606,424**	**$24,478,427**
Book, Periodical, and Music Stores	**$3,955,670**	**$4,573,869**
General Merchandise Stores	$127,852,023	$93,193,447
Department Stores (Excluding Leased Depts.)	$65,093,265	$43,793,523
Miscellaneous Store Retailers	$22,599,178	$18,737,018
Florists	**$2,616,104**	**$1,267,370**
Office Supplies, Stationery, and Gift Stores	**$6,530,345**	**$8,065,239**
Used Merchandise Stores	$2,045,760	$2,158,686
Food Services & Drinking Places	$95,442,220	$92,695,092
Full-Service Restaurants	$66,671,013	$66,898,922
Limited-Service Eating Places	$24,138,185	$21,564,549
Special Food Services	**$910,063**	**$1,870,798**
Drinking Places (Alcoholic Beverages)	$3,722,959	$2,360,823

Source: ESRI, US Census Survey of Consumer Expenditures 2003.



Source: ESRI Tapestry Segments

A traditional demographic analysis offers important insight into the types of consumers in a given geography. To augment this analysis, it is helpful to use a third-party geodemographic segmentation system to profile the consumer segments.

ESRI's *Tapestry Segmentation* scheme profiles households across the United States using traditional census data as well as other spending and consumer behavior information. The resulting segments are available for analysis across any geography and provide a helpful profile of consumer composition.

The chart to the left depicts the segments in the City of Zanesville. There are four segments which make up two thirds of the households in Zanesville. The remaining third is broken across many other segments. The segments shown are the primary groups in the market.

The following pages present some description of these segments. Please note that the descriptions suggest certain consumer characteristics and lifestyle or product preferences and should not be taken literally.

Home Town

Demographic: The median age for *Home Town* residents is 33.6 years. Above-average concentrations of single parent and single -person households characterize these neighborhoods. *Home Town* neighborhoods are almost 75 percent white, with above-average percentages of blacks and Native Americans.

Socioeconomic: The median household income for *Home Town* residents is $27,900; their net worth is $59,200. With slightly more than 70 percent of their income derived from wages and salaries, they also rely on Social Security, supplemental security and public assistance for support. Thirty four percent haven't graduated from high school compared to 20 percent nationally. Only seven percent hold a Bachelor's or graduate degree compared to 25 percent nationally. Although unemployment is fairly high, most of those who are working find service or skilled labor jobs. The manufacturing, retail trade, construction, transportation and support services industries are the primary sources of employment for these residents.

Residential: These low-density, settled neighborhoods in the Midwest and South rarely change. *Home Town* residents may move from one house to another, but they seldom cross the county line. More than 70 percent live in single -family detached homes; another 12 percent live in two- to four-unit structures. Nearly half of the homes are owner-occupied with a median value of $55,300, only 40 percent that of the U.S median value. Most homes were built before 1960.

Preferences: *Home Town* residents buy books from a department store, join a special seniors banking club, and own a lawn or garden tractor. *Home Town* residents will eat no-bake cakes, cook with cornmeal, and serve children's prepared dinners. They hold personal property insurance policies valued below $25,000, visit online chat rooms, and serve on a church board. They watch syndicated television such as *Sabrina, Mad About You* and *The Jenny Jones Show* and listen to the radio on weekends. They search the Yellow Pages for video equipment, insurance agents and supermarkets. *Home Town* residents own dogs as pets and buy packaged moist dog food. They eat at Golden Corral and Ponderosa family restaurants; their fast-food favorites are Hardees, Rally's and Krystal's Burgers. They shop at Belk and Wal-Mart Pharmacy; they also buy cosmetics in-home from Avon. *Home Town* residents are heavy smokers. They enjoy practicing martial arts, attending Monday night pro-football games and freshwater fishing.

Rustbelt Traditions

Demographic: *Rustbelt Traditions* are the backbone of older industrial cities in states bordering the Great Lakes. For years these residents sustained the manufacturing industry that drove the local economies. Their median age is 36.1 years. *Rustbelt Traditions* households are a mix of married couples, single parents and singles without children. Most of these residents are white with some black and some Hispanic populations represented.

Socioeconomic: Their median household income is $41,400. Most *Rustbelt Traditions* earn wages; others receive retirement and Social Security benefits. Their median net worth is $80,700. Most are high school graduates; some have attended college. *Rustbelt Traditions* work in the services, retail, administration and government sectors; some hold professional and management positions.

Residential: Most live in modest, single-family houses with a median value of $87,500. Over 60 percent of the housing in these neighborhoods was built prior to 1960.

Preferences: The segment name is an accurate description of *Rustbelt Traditions* residents. They are solid citizens who have lived, worked, spent and played in the same area for years. They don't follow fads; they stick with the products and services they know. Some purchases reflect their attentive maintenance of their homes and yards; *Rustbelt Traditions* own dehumidifiers, work boots and gloves, kerosene heaters, lawnmowers, lawn sprinklers, trimmers and snowblowers. For specialized projects, *Rustbelt Traditions* will contract for roofing, flooring and carpet installations. Financially conservative *Rustbelt Traditions* have a personal loan that is not associated with a student loan or a vacation loan. They hold low-value variable life and homeowners' insurance policies. *Rustbelt Traditions* will see a doctor for diet control, buy lenses and sunglasses from optical discount stores, exercise on a stationary bike at home and take garlic supplements. They also buy foods that are labeled as high-fiber and low-cholesterol. They are members of veteran clubs. Target shooting and bowling are some of their favorite leisure activities. They're devoted pet owners. Watching television is an important activity to *Rustbelt Traditions*. They watch entertainment and news specials, *Victory Garden* and QVC. *Rustbelt Traditions* watch their pennies and look for bargains in the J.C. Penney catalog, and at Sam's Club warehouse store, Shop 'N Save, Aldi, Walgreen's and Lerner. *Rustbelt Traditions* probably wouldn't bank by mail, join a business club or listen to all-talk radio.

Heartland Communities

Demographic: The median age of the population is 40.9 years. Most of *Heartland Communities* households are married couples without children and single persons. More than 30 percent of these householders are aged over 65 years. This relatively large segment represents 2.5 percent of all U.S. households. There is very little ethnic diversity; 90 percent of the residents are white.

Socioeconomic: Median household income for *Heartland Communities* residents is $31,000, two thirds that of the U.S. median. Among Tapestry's lowest ten segments for income obtained from wages and salaries, almost 40 percent of these residents draw Social Security benefits. Their median net worth is $79,800, well below the U.S. figure of $94,800. Not highly educated, only 12 percent hold college or graduate degrees compared to 25 percent nationwide. Most residents who are still working are employed in blue-collar professions. *Heartland Communities* residents have above-average employment in the manufacturing, production, transportation/moving and farming industries.

Residential: Preferred by more than six million people who like small-town life, *Heartland Communities* neighborhoods are scattered across the Midwest and the South. Their homes are older; more than half of the homes were built before 1960. More than 75 percent of their homes are single -family dwellings with a median home value of $65,700, less than half that of the U.S. median of $138,800.

Preferences: *Heartland Communities* buy vegetable seeds, riding lawn mowers and garden tillers. Their top apparel purchases are work boots and hunting clothing. Portable dishwashers and coal or wood-burning stoves are popular appliance purchases for *Heartland Communities* residents. Home improvement projects may include the installation of vinyl flooring or kitchen counter tops.

Heartland Communities residents would probably join a special seniors banking club, have a personal loan, hold homeowner's insurance policies valued below $50,000 and life insurance policies valued under $20,000. In their free time, *Heartland Communities* join veterans' clubs, visit elected officials, attend country music performances, and serve on church boards. They go hunting and freshwater fishing. They watch entertainment and news specials on television and the Game Show Network and TNN on cable. They read fishing, hunting and gardening magazines and listen to country music.

They eat out at Long John Silver's, Ponderosa and Hardees family restaurants. *Heartland Communities* prefer un-filtered cigarettes to cigars and would rather drink Folgers coffee than Starbucks. Favorite grocery stores include IGA and Aldi. They shop for appliances at True Value Hardware and medication at Wal-Mart Pharmacies, order from the J.C. Penney catalog and buy cosmetics in-house from Avon.

Great Expectations

Demographic: Young singles and married couples dominate this large urban market that represents nearly six million people. Their median age is 33 years; an above-average percentage of these householders are still in their twenties. Whites, blacks and Hispanics populate this segment.

Socioeconomic: The median household income of $33,800 and net worth of $68,730 are low compared to that of the U.S. Although most of their income is derived from wages and dividends, some residents receive Social Security benefits. Many have graduated from high school; nearly 30 percent have some college credits, just beating the U.S. average of 27 percent who have earned some credits. The service, manufacturing and retail industries are the primary employers of *Great Expectations* residents.

Residential: Nearly half own single -family houses with a median value of $89,500; the rest pay rent of approximately $528 for apartments in small two-19 unit buildings. Most homes in these older suburban neighborhoods were built before 1960.

Preferences: *Great Expectations* residents own a room air conditioner, drink low- no-alcohol beer and buy baby and children's products. They own one television set, have a student loan, hold renter's insurance policies and take prescribed drugs for anxiety. They play pool and join veteran's clubs. They use the Yellow Pages to find pharmacies and healthcare facilities. *Great Expectations* residents watch syndicated television, eat at family restaurants, practice martial arts and kickboxing. They use caller ID. They probably wouldn't buy Starbucks ground coffee, own a home equity credit line, take vitamins, listen to all-talk and sports radio or order flowers online.