

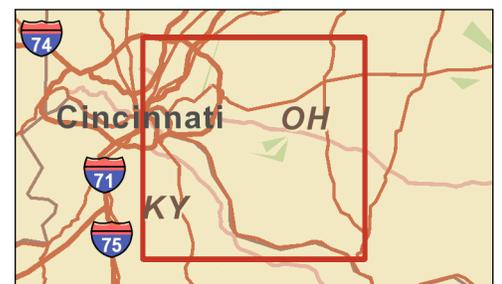
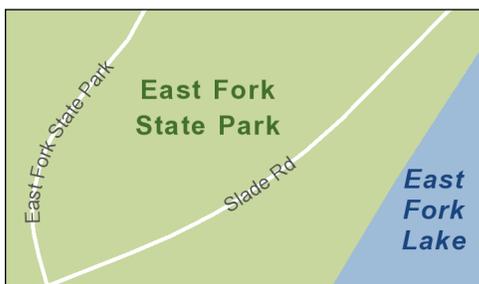
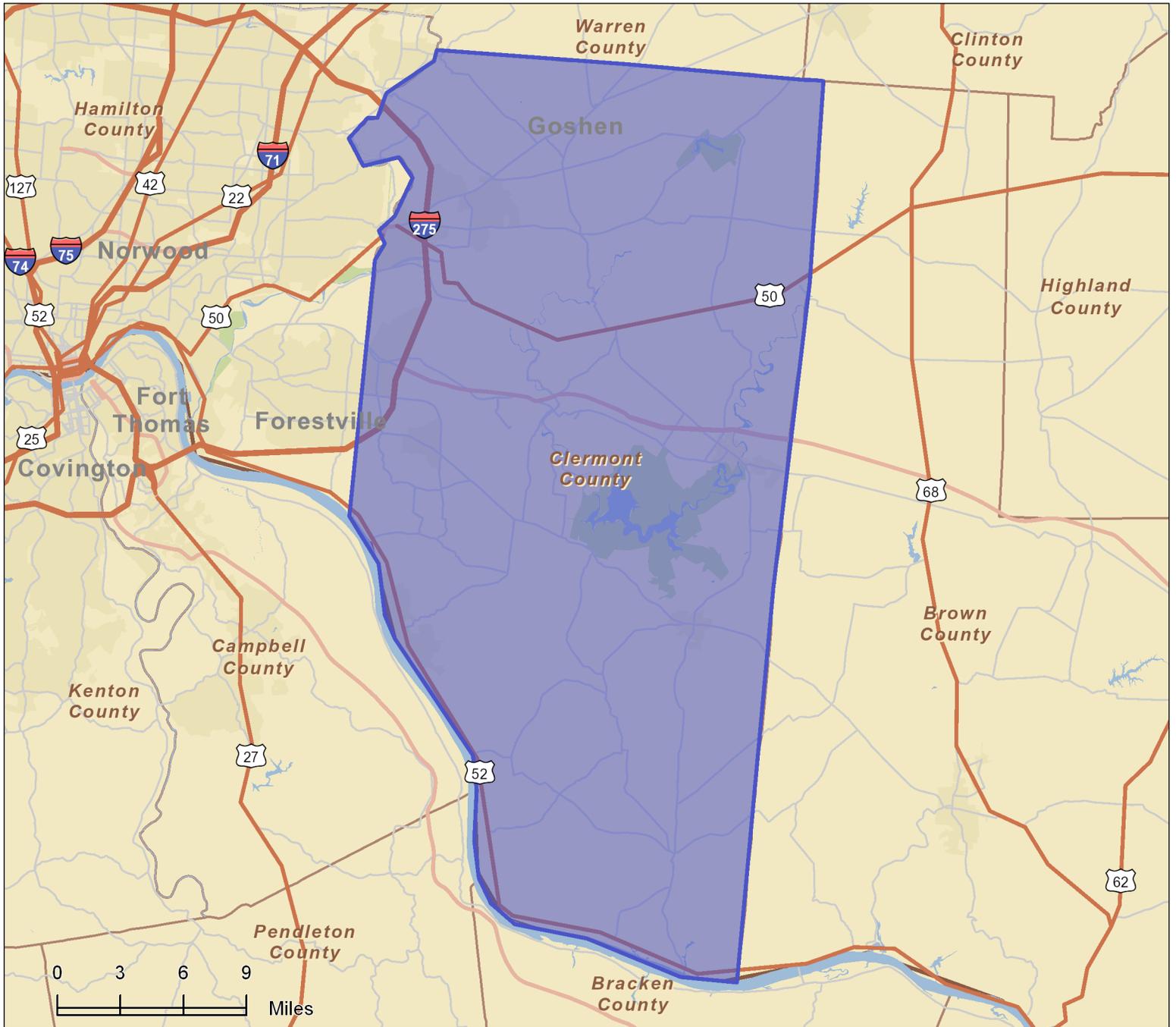


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Clermont County, OH
Standard Geography

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March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Clermont County, OH (3902...

Population Summary

2000 Total Population	177,977
2000 Group Quarters	1,465
2010 Total Population	201,460
2015 Total Population	211,273
2010-2015 Annual Rate	0.96%

Household Summary

2000 Households	66,013
2000 Average Household Size	2.67
2010 Households	76,044
2010 Average Household Size	2.63
2015 Households	80,116
2015 Average Household Size	2.62
2010-2015 Annual Rate	1.05%
2000 Families	49,077
2000 Average Family Size	3.11
2010 Families	55,639
2010 Average Family Size	3.07
2015 Families	58,245
2015 Average Family Size	3.07
2010-2015 Annual Rate	0.92%

Housing Unit Summary

2000 Housing Units	69,226
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	4.6%
2010 Housing Units	81,824
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	7.1%
2015 Housing Units	87,525
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	8.5%

Median Household Income

2000	\$49,332
2010	\$62,712
2015	\$70,850

Median Home Value

2000	\$116,569
2010	\$144,022
2015	\$159,642

Per Capita Income

2000	\$22,370
2010	\$28,307
2015	\$31,590

Median Age

2000	34.8
2010	36.6
2015	36.9

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Clermont County, OH
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Clermont County, OH (3902...)

2000 Households by Income

Household Income Base	65,981
<\$15,000	11.0%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	2.2%
\$200,000+	1.9%
Average Household Income	\$59,843

2010 Households by Income

Household Income Base	76,044
<\$15,000	7.9%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	18.7%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	3.7%
\$200,000+	3.0%
Average Household Income	\$74,716

2015 Households by Income

Household Income Base	80,116
<\$15,000	6.8%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	19.8%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	4.6%
\$200,000+	3.5%
Average Household Income	\$83,006

2000 Owner Occupied Housing Units by Value

Total	49,353
<\$50,000	9.8%
\$50,000 - \$99,999	29.3%
\$100,000 - \$149,999	29.6%
\$150,000 - \$199,999	16.1%
\$200,000 - \$299,999	10.1%
\$300,000 - \$499,999	4.1%
\$500,000 - \$999,999	0.7%
\$1,000,000 +	0.2%
Average Home Value	\$137,560

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	16,290
With Cash Rent	95.9%
No Cash Rent	4.1%
Median Rent	\$473
Average Rent	\$474

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Clermont County, OH
Clermont County, OH (39025)
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Clermont County, OH (3902...

2000 Population by Age

Total	177,977
0 - 4	7.6%
5 - 9	7.9%
10 - 14	7.8%
15 - 24	13.0%
25 - 34	14.1%
35 - 44	17.6%
45 - 54	14.2%
55 - 64	8.4%
65 - 74	5.4%
75 - 84	3.1%
85 +	1.0%
18 +	72.1%

2010 Population by Age

Total	201,460
0 - 4	7.5%
5 - 9	7.3%
10 - 14	7.1%
15 - 24	12.5%
25 - 34	13.3%
35 - 44	14.2%
45 - 54	15.7%
55 - 64	11.6%
65 - 74	6.1%
75 - 84	3.2%
85 +	1.3%
18 +	73.9%

2015 Population by Age

Total	211,273
0 - 4	7.4%
5 - 9	7.2%
10 - 14	7.3%
15 - 24	12.3%
25 - 34	13.1%
35 - 44	13.6%
45 - 54	14.3%
55 - 64	12.5%
65 - 74	7.6%
75 - 84	3.3%
85 +	1.3%
18 +	74.0%

2000 Population by Sex

Males	49.1%
Females	50.9%

2010 Population by Sex

Males	49.0%
Females	51.0%

2015 Population by Sex

Males	48.9%
Females	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Clermont County, OH (39025)

2000 Population by Race/Ethnicity

Total	177,977
White Alone	97.1%
Black Alone	0.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	0.9%
Diversity Index	7.3

2010 Population by Race/Ethnicity

Total	201,460
White Alone	95.9%
Black Alone	1.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.4%
Diversity Index	10.4

2015 Population by Race/Ethnicity

Total	211,273
White Alone	95.4%
Black Alone	1.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.7%
Diversity Index	12.0

2000 Population 3+ by School Enrollment

Total	170,011
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.5%
Enrolled in Grade 9-12	6.4%
Enrolled in College	3.4%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	72.7%

2010 Population 25+ by Educational Attainment

Total	132,151
Less Than 9th Grade	3.5%
9th to 12th Grade, No Diploma	9.0%
High School Graduate	34.2%
Some College, No Degree	19.6%
Associate Degree	8.6%
Bachelor's Degree	16.1%
Graduate/Professional Degree	8.9%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Clermont County, OH
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Clermont County, OH (3902...

2010 Population 15+ by Marital Status

Total	157,300
Never Married	24.4%
Married	59.2%
Widowed	5.2%
Divorced	11.2%

2000 Population 16+ by Employment Status

Total	133,724
In Labor Force	69.8%
Civilian Employed	67.3%
Civilian Unemployed	2.4%
In Armed Forces	0.0%
Not In Labor Force	30.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.7%
Civilian Unemployed	11.3%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed	9.2%

2000 Females 16+ by Employment Status and Age of Children

Total	69,054
Own Children < 6 Only	9.0%
Employed/in Armed Forces	5.6%
Unemployed	0.3%
Not in Labor Force	3.1%
Own Children <6 and 6-17 Only	6.8%
Employed/in Armed Forces	3.8%
Unemployed	0.2%
Not in Labor Force	2.9%
Own Children 6-17 Only	20.2%
Employed/in Armed Forces	15.0%
Unemployed	0.5%
Not in Labor Force	4.7%
No Own Children < 18	63.9%
Employed/in Armed Forces	35.1%
Unemployed	1.3%
Not in Labor Force	27.5%

2010 Employed Population 16+ by Industry

Total	95,089
Agriculture/Mining	0.3%
Construction	7.0%
Manufacturing	13.4%
Wholesale Trade	4.1%
Retail Trade	13.0%
Transportation/Utilities	4.4%
Information	1.6%
Finance/Insurance/Real Estate	7.0%
Services	46.6%
Public Administration	2.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Clermont County, OH
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Clermont County, OH (39025)

2010 Employed Population 16+ by Occupation

Total	95,089
White Collar	61.2%
Management/Business/Financial	14.6%
Professional	20.0%
Sales	12.1%
Administrative Support	14.5%
Services	15.9%
Blue Collar	22.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	4.8%
Production	6.7%
Transportation/Material Moving	5.7%

2000 Workers 16+ by Means of Transportation to Work

Total	88,372
Drove Alone - Car, Truck, or Van	84.5%
Carpooled - Car, Truck, or Van	9.9%
Public Transportation	1.1%
Walked	1.0%
Other Means	0.7%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	88,372
Did not Work at Home	97.2%
Less than 5 minutes	2.0%
5 to 9 minutes	7.0%
10 to 19 minutes	21.3%
20 to 24 minutes	13.1%
25 to 34 minutes	25.8%
35 to 44 minutes	10.5%
45 to 59 minutes	11.8%
60 to 89 minutes	3.8%
90 or more minutes	1.7%
Worked at Home	2.8%
Average Travel Time to Work (in min)	28.2

2000 Households by Vehicles Available

Total	66,013
None	4.9%
1	25.9%
2	44.2%
3	17.7%
4	5.0%
5+	2.3%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Clermont County, OH
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2000 Households by Type

Total	66,013
Family Households	74.3%
Married-couple Family	60.4%
With Related Children	30.7%
Other Family (No Spouse)	14.0%
With Related Children	9.7%
Nonfamily Households	25.7%
Householder Living Alone	21.0%
Householder Not Living Alone	4.7%
Households with Related Children	40.4%
Households with Persons 65+	18.1%

2000 Households by Size

Total	66,013
1 Person Household	21.0%
2 Person Household	32.9%
3 Person Household	18.8%
4 Person Household	16.9%
5 Person Household	7.4%
6 Person Household	2.2%
7 + Person Household	0.9%

2000 Households by Year Householder Moved In

Total	66,013
Moved in 1999 to March 2000	19.0%
Moved in 1995 to 1998	30.5%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	15.6%
Moved in 1970 to 1979	9.9%
Moved in 1969 or Earlier	7.8%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	69,226
1, Detached	67.5%
1, Attached	3.5%
2	1.1%
3 or 4	2.0%
5 to 9	5.0%
10 to 19	8.2%
20 +	3.9%
Mobile Home	8.8%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	69,226
1999 to March 2000	2.8%
1995 to 1998	11.0%
1990 to 1994	11.5%
1980 to 1989	18.0%
1970 to 1979	22.0%
1969 or Earlier	34.6%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Clermont County, OH (39025)

Top 3 Tapestry Segments

1. Green Acres
2. Salt of the Earth
3. Crossroads

2010 Consumer Spending

Apparel & Services: Total \$	\$136,564,071
Average Spent	\$1,795.86
Spending Potential Index	75
Computers & Accessories: Total \$	\$18,157,789
Average Spent	\$238.78
Spending Potential Index	109
Education: Total \$	\$101,580,533
Average Spent	\$1,335.81
Spending Potential Index	110
Entertainment/Recreation: Total \$	\$269,392,442
Average Spent	\$3,542.59
Spending Potential Index	110
Food at Home: Total \$	\$360,368,583
Average Spent	\$4,738.95
Spending Potential Index	106
Food Away from Home: Total \$	\$264,300,727
Average Spent	\$3,475.63
Spending Potential Index	108
Health Care: Total \$	\$300,488,788
Average Spent	\$3,951.51
Spending Potential Index	106
HH Furnishings & Equipment: Total \$	\$149,028,673
Average Spent	\$1,959.77
Spending Potential Index	95
Investments: Total \$	\$134,742,485
Average Spent	\$1,771.90
Spending Potential Index	102
Retail Goods: Total \$	\$1,958,128,267
Average Spent	\$25,749.94
Spending Potential Index	104
Shelter: Total \$	\$1,284,865,245
Average Spent	\$16,896.34
Spending Potential Index	107
TV/Video/Audio: Total \$	\$100,956,942
Average Spent	\$1,327.61
Spending Potential Index	107
Travel: Total \$	\$154,539,648
Average Spent	\$2,032.24
Spending Potential Index	107
Vehicle Maintenance & Repairs: Total \$	\$77,207,162
Average Spent	\$1,015.30
Spending Potential Index	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

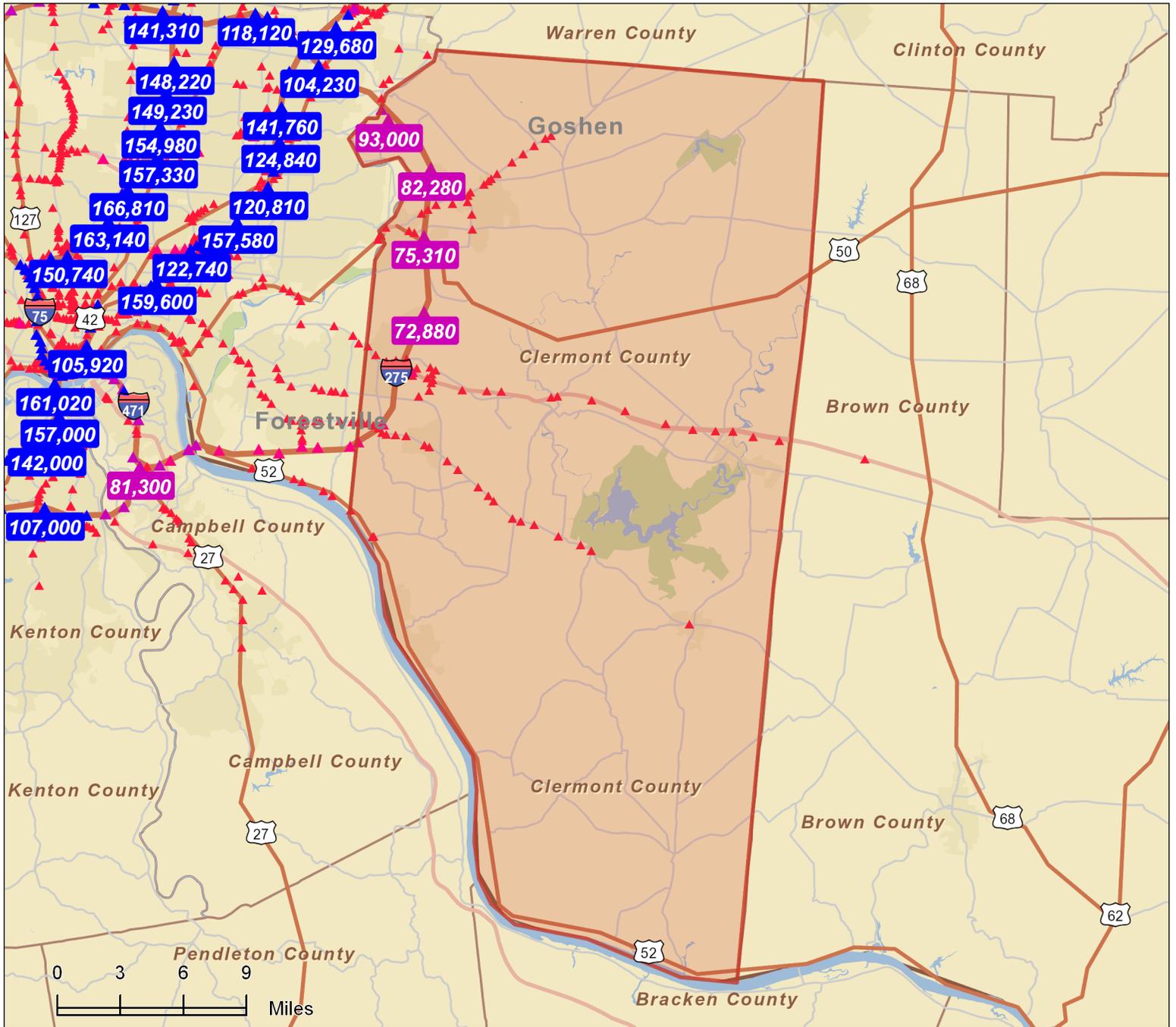
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Traffic Count Map



- 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: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®



Business Summary

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Data for all businesses in area

	Clermont County, OH (39025)
Total Businesses:	5,901
Total Employees:	64,884
Total Residential Population:	201,460
Employee/Residential Population Ratio:	0.32

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	197	3.3%	932	1.4%
Construction	703	11.9%	3,359	5.2%
Manufacturing	246	4.2%	8,528	13.1%
Transportation	158	2.7%	1,739	2.7%
Communication	25	0.4%	127	0.2%
Utility	15	0.3%	170	0.3%
Wholesale Trade	281	4.8%	3,376	5.2%
Retail Trade Summary	1,253	21.2%	18,611	28.7%
Home Improvement	102	1.7%	1,143	1.8%
General Merchandise Stores	46	0.8%	2,413	3.7%
Food Stores	117	2.0%	3,034	4.7%
Auto Dealers, Gas Stations, Auto Aftermarket	185	3.1%	1,634	2.5%
Apparel & Accessory Stores	63	1.1%	424	0.7%
Furniture & Home Furnishings	133	2.3%	1,833	2.8%
Eating & Drinking Places	313	5.3%	5,778	8.9%
Miscellaneous Retail	294	5.0%	2,352	3.6%
Finance, Insurance, Real Estate Summary	530	9.0%	4,237	6.5%
Banks, Savings & Lending Institutions	129	2.2%	778	1.2%
Securities Brokers	35	0.6%	115	0.2%
Insurance Carriers & Agents	128	2.2%	2,275	3.5%
Real Estate, Holding, Other Investment Offices	238	4.0%	1,069	1.6%
Services Summary	2,163	36.7%	19,992	30.8%
Hotels & Lodging	23	0.4%	323	0.5%
Automotive Services	225	3.8%	889	1.4%
Motion Pictures & Amusements	199	3.4%	1,274	2.0%
Health Services	234	4.0%	4,094	6.3%
Legal Services	59	1.0%	239	0.4%
Education Institutions & Libraries	137	2.3%	4,940	7.6%
Other Services	1,286	21.8%	8,233	12.7%
Government	215	3.6%	3,770	5.8%
Other	115	1.9%	43	0.1%
Totals	5,901	100%	64,884	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 23, 2012



Business Summary

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	34	0.6%	79	0.1%
Mining	7	0.1%	53	0.1%
Utilities	10	0.2%	77	0.1%
Construction	743	12.6%	3,486	5.4%
Manufacturing	254	4.3%	8,330	12.8%
Wholesale Trade	264	4.5%	3,118	4.8%
Retail Trade	906	15.4%	12,606	19.4%
Motor Vehicle & Parts Dealers	131	2.2%	1,328	2.0%
Furniture & Home Furnishings Stores	51	0.9%	422	0.7%
Electronics & Appliance Stores	67	1.1%	1,236	1.9%
Bldg Material & Garden Equipment & Supplies Dealers	96	1.6%	1,081	1.7%
Food & Beverage Stores	104	1.8%	3,015	4.6%
Health & Personal Care Stores	59	1.0%	648	1.0%
Gasoline Stations	54	0.9%	306	0.5%
Clothing & Clothing Accessories Stores	79	1.3%	529	0.8%
Sport Goods, Hobby, Book, & Music Stores	69	1.2%	419	0.6%
General Merchandise Stores	46	0.8%	2,413	3.7%
Miscellaneous Store Retailers	134	2.3%	706	1.1%
Nonstore Retailers	16	0.3%	503	0.8%
Transportation & Warehousing	160	2.7%	1,705	2.6%
Information	90	1.5%	836	1.3%
Finance & Insurance	294	5.0%	3,172	4.9%
Central Bank/Credit Intermediation & Related Activities	129	2.2%	780	1.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	36	0.6%	115	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	129	2.2%	2,277	3.5%
Real Estate, Rental & Leasing	296	5.0%	1,277	2.0%
Professional, Scientific & Tech Services	480	8.1%	3,144	4.8%
Legal Services	71	1.2%	292	0.5%
Management of Companies & Enterprises	4	0.1%	30	0.0%
Administrative & Support & Waste Management & Remediation Services	284	4.8%	1,341	2.1%
Educational Services	147	2.5%	4,880	7.5%
Health Care & Social Assistance	331	5.6%	5,749	8.9%
Arts, Entertainment & Recreation	161	2.7%	1,404	2.2%
Accommodation & Food Services	346	5.9%	6,136	9.5%
Accommodation	23	0.4%	323	0.5%
Food Services & Drinking Places	323	5.5%	5,813	9.0%
Other Services (except Public Administration)	753	12.8%	3,571	5.5%
Automotive Repair & Maintenance	165	2.8%	710	1.1%
Public Administration	215	3.6%	3,770	5.8%
Unclassified Establishments	122	2.1%	120	0.2%
Total	5,901	100%	64,884	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Summary Demographics

2010 Population	201,460
2010 Households	76,044
2010 Median Disposable Income	\$49,846
2010 Per Capita Income	\$28,307

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	\$2,120,892,298	\$1,944,488,217	\$176,404,081	4.3	1,241
Total Retail Trade	44-45	\$1,813,251,955	\$1,684,754,457	\$128,497,498	3.7	909
Total Food & Drink	722	\$307,640,343	\$259,733,760	\$47,906,583	8.4	332

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$431,386,544	\$276,634,927	\$154,751,617	21.9	126
Automobile Dealers	4411	\$365,671,888	\$223,270,676	\$142,401,212	24.2	55
Other Motor Vehicle Dealers	4412	\$32,263,547	\$32,423,890	\$-160,343	-0.2	23
Auto Parts, Accessories & Tire Stores	4413	\$33,451,109	\$20,940,361	\$12,510,748	23.0	48
Furniture & Home Furnishings Stores	442	\$30,847,554	\$42,383,715	\$-11,536,161	-15.8	49
Furniture Stores	4421	\$15,866,429	\$29,130,953	\$-13,264,524	-29.5	24
Home Furnishings Stores	4422	\$14,981,125	\$13,252,762	\$1,728,363	6.1	25
Electronics & Appliance Stores	4431	\$75,531,552	\$107,232,556	\$-31,701,004	-17.3	68
Bldg Materials, Garden Equip. & Supply Stores	444	\$70,072,039	\$83,360,963	\$-13,288,924	-8.7	91
Bldg Material & Supplies Dealers	4441	\$66,081,251	\$80,325,717	\$-14,244,466	-9.7	69
Lawn & Garden Equip & Supply Stores	4442	\$3,990,788	\$3,035,246	\$955,542	13.6	22
Food & Beverage Stores	445	\$317,306,412	\$338,427,170	\$-21,120,758	-3.2	100
Grocery Stores	4451	\$304,223,274	\$328,000,985	\$-23,777,711	-3.8	67
Specialty Food Stores	4452	\$4,516,594	\$4,846,642	\$-330,048	-3.5	20
Beer, Wine & Liquor Stores	4453	\$8,566,544	\$5,579,543	\$2,987,001	21.1	13
Health & Personal Care Stores	446,4461	\$36,431,287	\$47,294,103	\$-10,862,816	-13.0	63
Gasoline Stations	447,4471	\$302,658,725	\$214,150,842	\$88,507,883	17.1	53
Clothing & Clothing Accessories Stores	448	\$52,156,502	\$33,346,836	\$18,809,666	22.0	84
Clothing Stores	4481	\$37,898,422	\$22,975,254	\$14,923,168	24.5	53
Shoe Stores	4482	\$8,257,225	\$5,563,726	\$2,693,499	19.5	13
Jewelry, Luggage & Leather Goods Stores	4483	\$6,000,855	\$4,807,856	\$1,192,999	11.0	18
Sporting Goods, Hobby, Book & Music Stores	451	\$8,557,832	\$14,557,328	\$-5,999,496	-26.0	70
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,632,461	\$8,966,479	\$-2,334,018	-15.0	62
Book, Periodical & Music Stores	4512	\$1,925,371	\$5,590,849	\$-3,665,478	-48.8	8
General Merchandise Stores	452	\$296,121,869	\$286,434,943	\$9,686,926	1.7	44
Department Stores Excluding Leased Depts.	4521	\$127,479,264	\$132,558,418	\$-5,079,154	-2.0	13
Other General Merchandise Stores	4529	\$168,642,605	\$153,876,525	\$14,766,080	4.6	31
Miscellaneous Store Retailers	453	\$25,524,695	\$22,972,836	\$2,551,859	5.3	144
Florists	4531	\$1,489,891	\$1,258,398	\$231,493	8.4	24
Office Supplies, Stationery & Gift Stores	4532	\$8,668,547	\$11,697,852	\$-3,029,305	-14.9	34
Used Merchandise Stores	4533	\$583,013	\$1,212,087	\$-629,074	-35.0	30
Other Miscellaneous Store Retailers	4539	\$14,783,244	\$8,804,499	\$5,978,745	25.3	56
Nonstore Retailers	454	\$166,656,944	\$217,958,238	\$-51,301,294	-13.3	17
Electronic Shopping & Mail-Order Houses	4541	\$156,525,344	\$210,414,264	\$-53,888,920	-14.7	7
Vending Machine Operators	4542	\$235,414	\$269,406	\$-33,992	-6.7	2
Direct Selling Establishments	4543	\$9,896,186	\$7,274,568	\$2,621,618	15.3	8
Food Services & Drinking Places	722	\$307,640,343	\$259,733,760	\$47,906,583	8.4	332
Full-Service Restaurants	7221	\$109,381,087	\$86,739,481	\$22,641,606	11.5	146
Limited-Service Eating Places	7222	\$171,216,356	\$151,863,764	\$19,352,592	6.0	148
Special Food Services	7223	\$21,500,290	\$17,517,963	\$3,982,327	10.2	16
Drinking Places - Alcoholic Beverages	7224	\$5,542,610	\$3,612,552	\$1,930,058	21.1	22

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

March 23, 2012

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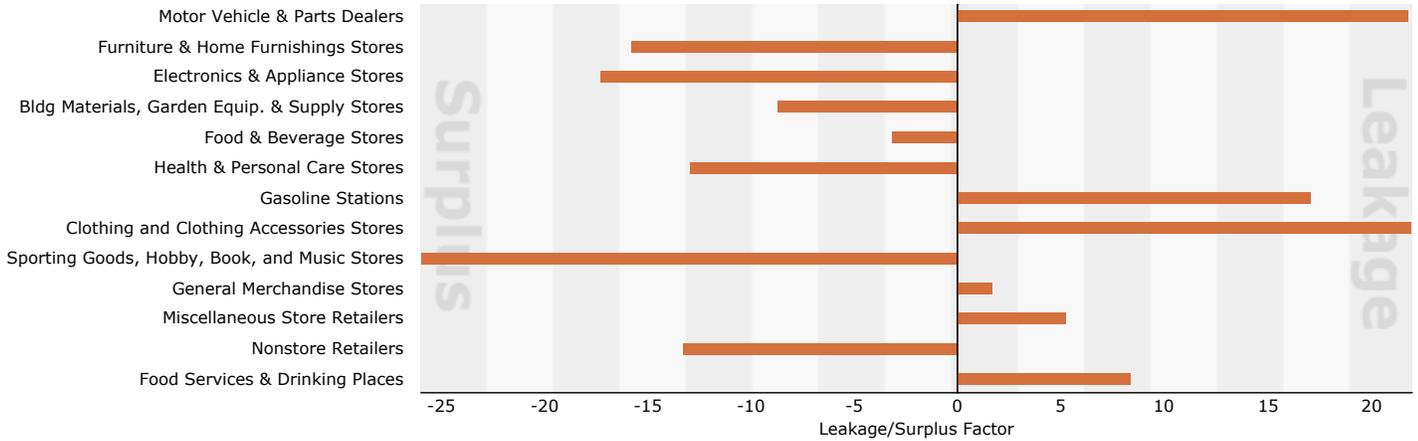


Retail MarketPlace Profile

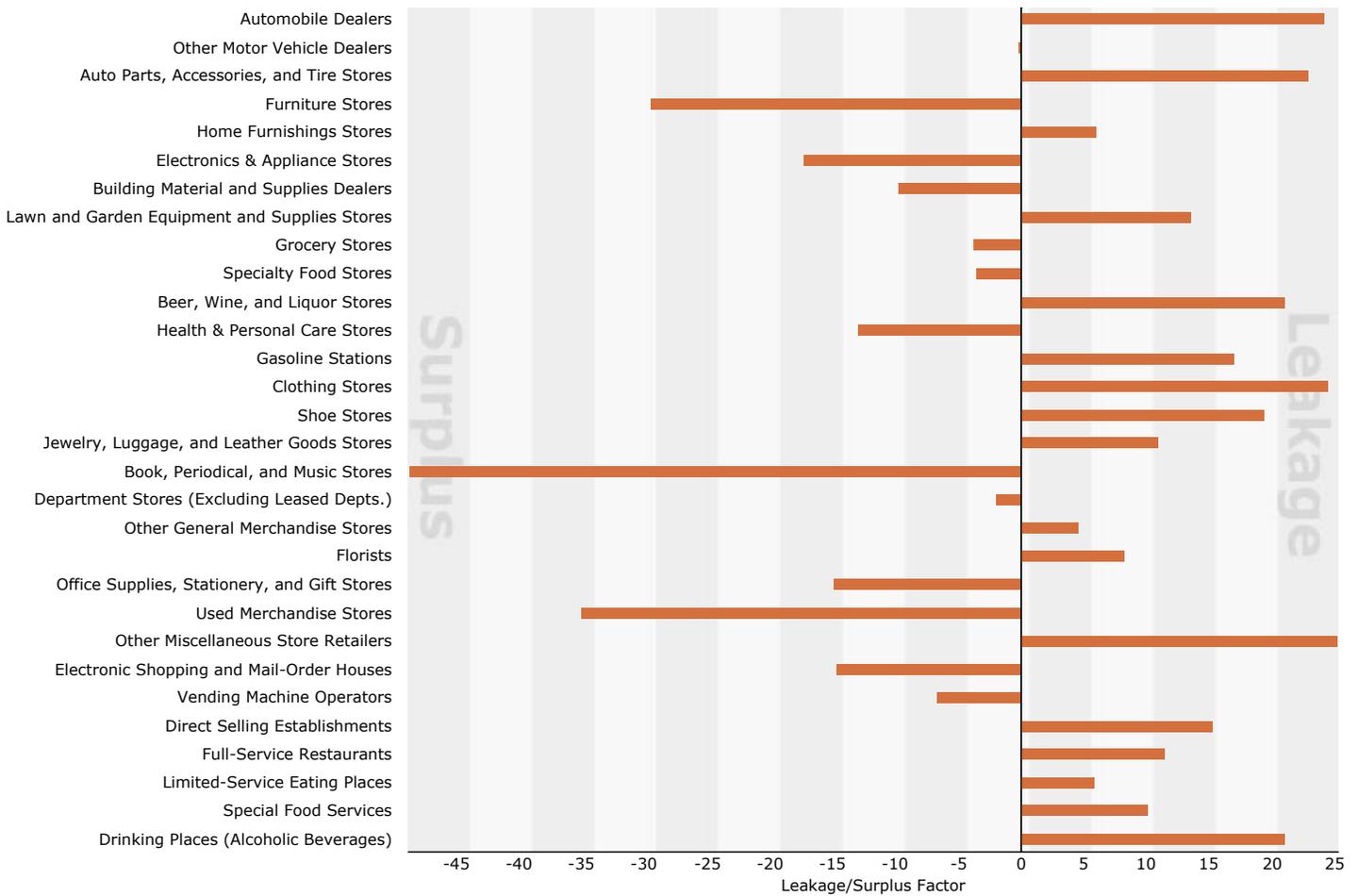
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Demographic Summary	2010	2015
Population	201,460	211,273
Total Number of Adults	148,828	156,377
Households	76,044	80,116
Median Household Income	\$62,712	\$70,850

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	77,830	52.3%	105
Bought any women's apparel in last 12 months	70,632	47.5%	104
Bought apparel for child <13 in last 6 months	45,410	30.5%	107
Bought any shoes in last 12 months	80,625	54.2%	104
Bought costume jewelry in last 12 months	32,322	21.7%	104
Bought any fine jewelry in last 12 months	32,947	22.1%	101
Bought a watch in last 12 months	28,721	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	69,278	91.1%	106
HH bought/leased new vehicle last 12 mo	7,974	10.5%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	136,824	91.9%	106
Bought/changed motor oil in last 12 months	84,035	56.5%	108
Had tune-up in last 12 months	47,781	32.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	91,599	61.5%	100
Drank regular cola in last 6 months	76,536	51.4%	101
Drank beer/ale in last 6 months	63,982	43.0%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	19,675	13.2%	103
Bought film in last 12 months	29,831	20.0%	105
Bought digital camera in last 12 months	10,538	7.1%	103
Bought memory card for camera in last 12 months	11,811	7.9%	104
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	54,850	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	32,125	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	49,618	33.3%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	34,882	23.4%	111
Computers (Households)			
HH owns a personal computer	59,971	78.9%	107
Spent <\$500 on most recent home PC purchase	6,768	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	15,285	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	10,680	14.0%	108
Spent \$1500-\$1999 on most recent home PC purchase	5,631	7.4%	104
Spent \$2000+ on most recent home PC purchase	4,867	6.4%	103

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 2010 and 2015.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Clermont County, OH
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	94,105	63.2%	105
Bought cigarettes at convenience store in last 30 days	24,301	16.3%	105
Bought gas at convenience store in last 30 days	56,782	38.2%	114
Spent at convenience store in last 30 days: <\$20	13,791	9.3%	96
Spent at convenience store in last 30 days: \$20-39	15,066	10.1%	99
Spent at convenience store in last 30 days: \$40+	58,387	39.2%	109
Entertainment (Adults)			
Attended movies in last 6 months	87,961	59.1%	100
Went to live theater in last 12 months	19,026	12.8%	97
Went to a bar/night club in last 12 months	30,603	20.6%	108
Dined out in last 12 months	77,787	52.3%	106
Gambled at a casino in last 12 months	24,029	16.1%	101
Visited a theme park in last 12 months	33,277	22.4%	104
DVDs rented in last 30 days: 1	4,213	2.8%	107
DVDs rented in last 30 days: 2	7,624	5.1%	111
DVDs rented in last 30 days: 3	4,589	3.1%	96
DVDs rented in last 30 days: 4	5,841	3.9%	101
DVDs rented in last 30 days: 5+	21,851	14.7%	111
DVDs purchased in last 30 days: 1	8,004	5.4%	108
DVDs purchased in last 30 days: 2	7,780	5.2%	110
DVDs purchased in last 30 days: 3-4	7,246	4.9%	105
DVDs purchased in last 30 days: 5+	7,498	5.0%	97
Spent on toys/games in last 12 months: <\$50	9,955	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	4,284	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	10,753	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	17,556	11.8%	109
Spent on toys/games in last 12 months: \$500+	9,600	6.5%	112
Financial (Adults)			
Have home mortgage (1st)	34,051	22.9%	119
Used ATM/cash machine in last 12 months	82,037	55.1%	108
Own any stock	14,187	9.5%	104
Own U.S. savings bond	11,012	7.4%	108
Own shares in mutual fund (stock)	15,223	10.2%	109
Own shares in mutual fund (bonds)	9,380	6.3%	106
Used full service brokerage firm in last 12 months	9,302	6.3%	101
Have savings account	60,001	40.3%	111
Have 401K retirement savings	30,967	20.8%	117
Did banking over the Internet in last 12 months	46,356	31.1%	114
Own any credit/debit card (in own name)	115,569	77.7%	105
Avg monthly credit card expenditures: <\$111	22,096	14.8%	107
Avg monthly credit card expenditures: \$111-225	11,748	7.9%	101
Avg monthly credit card expenditures: \$226-450	11,640	7.8%	105
Avg monthly credit card expenditures: \$451-700	9,878	6.6%	104
Avg monthly credit card expenditures: \$701+	20,302	13.6%	102

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

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	109,853	73.8%	104
Used bread in last 6 months	144,734	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	117,222	78.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	80,396	54.0%	102
Used fresh fruit/vegetables in last 6 months	131,633	88.4%	101
Used fresh milk in last 6 months	137,904	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	47,028	31.6%	105
Exercise at club 2+ times per week	18,164	12.2%	99
Visited a doctor in last 12 months	117,676	79.1%	102
Used vitamin/dietary supplement in last 6 months	73,063	49.1%	101
Home (Households)			
Any home improvement in last 12 months	26,264	34.5%	109
Used housekeeper/maid/prof HH cleaning service in the last 12 months	11,366	14.9%	96
Purchased any HH furnishing in last 12 months	23,988	31.5%	105
Purchased bedding/bath goods in last 12 months	42,074	55.3%	101
Purchased cooking/serving product in last 12 months	21,840	28.7%	105
Bought any kitchen appliance in last 12 months	13,963	18.4%	105
Insurance (Adults)			
Currently carry any life insurance	78,395	52.7%	110
Have medical/hospital/accident insurance	110,730	74.4%	104
Carry homeowner insurance	87,132	58.5%	111
Carry renter insurance	8,982	6.0%	98
Have auto/other vehicle insurance	131,242	88.2%	106
Pets (Households)			
HH owns any pet	44,359	58.3%	113
HH owns any cat	20,774	27.3%	113
HH owns any dog	33,326	43.8%	116
Reading Materials (Adults)			
Bought book in last 12 months	77,961	52.4%	104
Read any daily newspaper	61,587	41.4%	100
Heavy magazine reader	29,208	19.6%	99
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	112,564	75.6%	105
Went to family restaurant/steak house last mo: <2 times	38,400	25.8%	100
Went to family restaurant/steak house last mo: 2-4 times	42,122	28.3%	105
Went to family restaurant/steak house last mo: 5+ times	32,036	21.5%	111
Went to fast food/drive-in restaurant in last 6 mo	135,298	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	50,344	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/mo	45,126	30.3%	105
Went to fast food/drive-in restaurant 14+ times/mo	39,826	26.8%	107
Fast food/drive-in last 6 mo: eat in	58,174	39.1%	104
Fast food/drive-in last 6 mo: home delivery	16,522	11.1%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	86,063	57.8%	110
Fast food/drive-in last 6 mo: take-out/walk-in	36,204	24.3%	99

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	51,402	67.6%	105
HH average monthly long distance phone bill: <\$16	22,006	28.9%	105
HH average monthly long distance phone bill: \$16-25	8,846	11.6%	102
HH average monthly long distance phone bill: \$26-59	6,670	8.8%	96
HH average monthly long distance phone bill: \$60+	3,452	4.5%	102
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	12,533	16.5%	84
HH owns 2 TVs	19,927	26.2%	100
HH owns 3 TVs	18,234	24.0%	107
HH owns 4+ TVs	17,816	23.4%	111
HH subscribes to cable TV	42,829	56.3%	97
HH Purchased audio equipment in last 12 months	7,476	9.8%	101
HH Purchased CD player in last 12 months	3,006	4.0%	102
HH Purchased DVD player in last 12 months	7,731	10.2%	105
HH Purchased MP3 player in last 12 months	15,778	10.6%	104
HH Purchased video game system in last 12 months	9,167	12.1%	112
Travel (Adults)			
Domestic travel in last 12 months	82,615	55.5%	106
Took 3+ domestic trips in last 12 months	23,575	15.8%	107
Spent on domestic vacations last 12 mo: <\$1000	19,249	12.9%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	11,458	7.7%	115
Spent on domestic vacations last 12 mo: \$1500-\$1999	6,370	4.3%	105
Spent on domestic vacations last 12 mo: \$2000-\$2999	6,400	4.3%	104
Spent on domestic vacations last 12 mo: \$3000+	7,833	5.3%	104
Foreign travel in last 3 years	37,549	25.2%	98
Took 3+ foreign trips by plane in last 3 years	5,896	4.0%	83
Spent on foreign vacations last 12 mo: <\$1000	8,382	5.6%	94
Spent on foreign vacations last 12 mo: \$1000-\$2999	5,274	3.5%	87
Spent on foreign vacations last 12 mo: \$3000+	6,595	4.4%	91
Stayed 1+ nights at hotel/motel in last 12 months	65,484	44.0%	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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Electronics and Internet Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

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Demographic Summary		2010	2015
Population		201,460	211,273
Population 18+		148,828	156,377
Households		76,044	80,116
Median Household Income		\$62,712	\$70,850
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	59,971	78.9%	107
Purchased home PC in last 12 months	12,637	16.6%	106
Purchased home PC 1-2 years ago	18,603	24.5%	109
Purchased home PC 3-4 years ago	16,434	21.6%	111
Purchased home PC 5+ years ago	7,501	9.9%	106
Spent <\$500 on home PC (most recent purchase)	6,768	8.9%	103
Spent \$500-999 on home PC (most recent purchase)	15,285	20.1%	113
Spent \$1000-1499 on home PC (most recent purchase)	10,680	14.0%	108
Spent \$1500-1999 on home PC (most recent purchase)	5,631	7.4%	104
Spent \$2000+ on home PC (most recent purchase)	4,867	6.4%	103
Purchased home PC at computer superstore	10,626	14.0%	110
Purchased home PC at department store	3,833	5.0%	102
Purchased home PC direct from manufacturer	11,177	14.7%	106
Purchased home PC at electronics store	9,312	12.2%	111
Purchased home PC on Internet	6,810	9.0%	104
Purchased home PC at warehouse discount outlet	1,794	2.4%	108
HH owns desktop PC	47,474	62.4%	108
HH owns laptop/notebook/tablet PC	24,981	32.9%	105
HH owns any Apple/Apple Mac clone brand PC	4,155	5.5%	87
HH owns any IBM/IBM compatible brand PC	55,452	72.9%	108
Brand of PC that HH owns: Compaq	7,175	9.4%	111
Brand of PC that HH owns: Dell	25,084	33.0%	107
Brand of PC that HH owns: Gateway	5,250	6.9%	104
Brand of PC that HH owns: Hewlett Packard	13,330	17.5%	113
Brand of PC that HH owns: Sony Vaio	2,155	2.8%	98
Child (under 18) uses home PC	18,409	24.2%	115
HH owns CD burner	31,214	41.0%	111
HH owns CD ROM drive	32,516	42.8%	109
HH owns DVD drive	20,880	27.5%	110
HH owns DVD-RW (DVD burner)	17,236	22.7%	110
HH owns external hard drive	11,621	15.3%	108
HH owns flash drive	17,572	23.1%	113
HH owns LAN/network interface card	9,351	12.3%	111
HH owns inkjet printer	35,438	46.6%	109
HH owns laser printer	11,455	15.1%	110
HH owns modem/fax modem	17,455	23.0%	110
HH owns removable cartridge storage device	4,541	6.0%	103
HH owns scanner	24,681	32.5%	114
HH owns PC speakers	34,777	45.7%	110
HH owns tape backup	2,019	2.7%	100
HH owns webcam	9,247	12.2%	107
HH owns software: accounting	7,371	9.7%	109
HH owns software: communications/fax	6,559	8.6%	106
HH owns software: database/filing	6,370	8.4%	103
HH owns software: desktop publishing	10,193	13.4%	111

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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Electronics and Internet Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	8,196	10.8%	108
HH owns software: entertainment/games	24,358	32.0%	110
HH owns software: online meeting/conference	2,213	2.9%	102
HH owns software: personal finance/tax prep	12,248	16.1%	114
HH owns software: presentation graphics	6,392	8.4%	105
HH owns software: multimedia	12,637	16.6%	109
HH owns software: networking	9,110	12.0%	107
HH owns software: security/anti-virus	23,361	30.7%	109
HH owns software: spreadsheet	19,443	25.6%	111
HH owns software: utility	5,543	7.3%	103
HH owns software: web authoring	2,587	3.4%	98
HH owns software: word processing	27,967	36.8%	109
Spent \$500+ on software for home PC in last 12 mo	1,763	2.3%	97
Purchased computer book in last 12 months	3,235	4.3%	98
HH owns fax machine	4,684	6.2%	102
Purchased audio equipment in last 12 months	7,476	9.8%	101
Purchased headphones in last 12 months	2,860	3.8%	94
HH owns camcorder	17,105	22.5%	115
Purchased camcorder in last 12 months	1,644	2.2%	102
HH owns CD player	37,615	49.5%	108
Purchased CD player in last 12 months	3,006	4.0%	102
HH owns DVD player	52,660	69.3%	104
Purchased DVD player in last 12 months	7,731	10.2%	105
HH owns 1 TV	12,533	16.5%	84
HH owns 2 TVs	19,927	26.2%	100
HH owns 3 TVs	18,234	24.0%	107
HH owns 4+ TVs	17,816	23.4%	111
HH owns miniature screen TV (<13 in)	6,666	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	2,003	2.6%	95
HH owns regular screen TV (13-26 in)	34,034	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	16,844	22.2%	95
HH owns large screen TV (27-35 in)	37,226	49.0%	105
Most recent TV purchase: large screen (27-35 in)	24,129	31.7%	101
HH owns big screen TV (36-42 in)	15,557	20.5%	108
Most recent TV purchase: big screen (36-42 in)	11,606	15.3%	108
HH owns giant screen TV (over 42 in)	12,321	16.2%	114
Most recent TV purchase: giant screen (over 42 in)	9,698	12.8%	114
HH owns LCD TV	15,576	20.5%	107
HH owns plasma TV	6,762	8.9%	107
HH owns projection TV	4,646	6.1%	113
HH owns video game system	28,081	36.9%	110
Purchased video game system in last 12 months	9,167	12.1%	112
HH owns video game system: handheld	13,021	17.1%	111
HH owns video game system: attached to TV/computer	24,987	32.9%	111
HH owns video game system: Game Boy	5,821	7.7%	111
HH owns video game system: Game Boy Advance/SP	5,662	7.4%	113
HH owns video game system: Nintendo DS	6,634	8.7%	115

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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March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	4,069	5.4%	107
HH owns video game system: Nintendo Wii	5,848	7.7%	114
HH owns video game system: PlayStation 2	13,725	18.0%	109
HH owns video game system: PlayStation 3	2,985	3.9%	109
HH owns video game system: Sony PlayStation/PS One	3,416	4.5%	111
HH owns video game system: Sony PSP	2,339	3.1%	105
HH owns video game system: Xbox	5,244	6.9%	116
HH owns video game system: Xbox 360	5,323	7.0%	108
HH purchased 5+ video games in last 12 months	5,328	7.0%	108
HH spent \$101+ on video games in last 12 months	6,758	8.9%	110
Owns MP3 player	41,454	27.9%	104
Purchased MP3 player in last 12 months	15,778	10.6%	104
Owns Apple iPod	15,860	10.7%	96
Purchased Apple iPod in last 12 months	4,805	3.2%	95
Have any access to the Internet	131,476	88.3%	104
Have access to Internet: at home	112,396	75.5%	107
Have access to Internet: at work	61,038	41.0%	110
Have access to Internet: at school/library	38,112	25.6%	102
Have access to Internet: not hm/work/school/library	29,888	20.1%	104
Use Internet less than once a week	5,851	3.9%	99
Use Internet 1-2 times per week	8,370	5.6%	102
Use Internet 3-6 times per week	12,669	8.5%	106
Use Internet once a day	18,052	12.1%	110
Use Internet 2-4 times per day	27,740	18.6%	106
Use Internet 5 or more times per day	40,131	27.0%	108
Any Internet or online usage in last 30 days	112,774	75.8%	107
Used Internet in last 30 days: at home	100,255	67.4%	108
Used Internet in last 30 days: at work	52,644	35.4%	111
Used Internet in last 30 days: at school/library	10,587	7.1%	92
Used Internet/30 days: not home/work/school/library	13,407	9.0%	98
Internet last 30 days: used email	100,062	67.2%	108
Internet last 30 days: used Instant Messenger	38,796	26.1%	103
Internet last 30 days: paid bills online	54,828	36.8%	112
Internet last 30 days: visited online blog	14,161	9.5%	99
Internet last 30 days: wrote online blog	5,180	3.5%	94
Internet last 30 days: visited chat room	6,276	4.2%	90
Internet last 30 days: looked for employment	20,411	13.7%	105
Internet last 30 days: played games online	33,418	22.5%	107
Internet last 30 days: traded/tracked investments	17,250	11.6%	104
Internet last 30 days: downloaded music	28,145	18.9%	103
Internet last 30 days: made phone call	5,153	3.5%	94
Internet last 30 days: made personal purchase	48,924	32.9%	107
Internet last 30 days: made business purchase	15,214	10.2%	107
Internet last 30 days: made travel plans	26,459	17.8%	103
Internet last 30 days: watched online video	29,437	19.8%	103
Internet last 30 days: obtained new/used car info	14,176	9.5%	108
Internet last 30 days: obtained financial info	38,987	26.2%	109
Internet last 30 days: obtained medical info	26,387	17.7%	106
Internet last 30 days: obtained latest news	62,231	41.8%	109
Internet last 30 days: obtained real estate info	16,934	11.4%	106

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March 23, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	37,884	25.5%	110
Ordered anything on Internet in last 12 months	56,643	38.1%	110
Ordered on Internet/12 mo: airline ticket	26,297	17.7%	106
Ordered on Internet/12 mo: CD/tape	6,915	4.6%	106
Ordered on Internet/12 mo: clothing	23,097	15.5%	107
Ordered on Internet/12 mo: computer	5,152	3.5%	101
Ordered on Internet/12 mo: computer peripheral	6,630	4.5%	103
Ordered on Internet/12 mo: DVD	9,927	6.7%	102
Ordered on Internet/12 mo: flowers	7,287	4.9%	106
Ordered on Internet/12 mo: software	9,025	6.1%	106
Ordered on Internet/12 mo: tickets (concerts etc.)	15,190	10.2%	106
Ordered on Internet/12 mo: toy	7,561	5.1%	102
Purchased item from amazon.com in last 12 months	21,369	14.4%	102
Purchased item from barnes&noble.com in last 12 mo	4,783	3.2%	100
Purchased item from bestbuy.com in last 12 months	3,813	2.6%	102
Purchased item from ebay.com in last 12 months	15,199	10.2%	110
Purchased item from walmart.com in last 12 months	6,855	4.6%	112
Spent on Internet orders last 12 months: <\$100	8,958	6.0%	110
Spent on Internet orders last 12 months: \$100-199	8,351	5.6%	104
Spent on Internet orders last 12 months: \$200-499	13,649	9.2%	109
Spent on Internet orders last 12 months: \$500+	22,885	15.4%	106
Connection to Internet from home: dial-up modem	13,688	9.2%	110
Connection to Internet from home: cable modem	42,424	28.5%	106
Connection to Internet from home: DSL	39,482	26.5%	108
Connection to Internet from home: wireless	21,591	14.5%	105
Connection to Internet from home: any broadband	94,129	63.2%	107
DVDs rented in last 30 days: 1	4,213	2.8%	107
DVDs rented in last 30 days: 2	7,624	5.1%	111
DVDs rented in last 30 days: 3	4,589	3.1%	96
DVDs rented in last 30 days: 4	5,841	3.9%	101
DVDs rented in last 30 days: 5+	21,851	14.7%	111
Rented video tape/DVD last month: action/adventure	33,112	22.2%	110
Rented video tape/DVD last month: classic	7,426	5.0%	96
Rented video tape/DVD last month: comedy	33,815	22.7%	110
Rented video tape/DVD last month: drama	21,539	14.5%	106
Rented video tape/DVD last month: family/children	15,173	10.2%	115
Rented video tape/DVD last month: foreign	2,459	1.7%	84
Rented video tape/DVD last month: horror	11,301	7.6%	102
Rented video tape/DVD last month: romance	11,863	8.0%	106
Rented video tape/DVD last month: science fiction	8,412	5.7%	106
Rented video tape/DVD last mo at Blockbuster Video	19,747	13.3%	110
Rented video tape/DVD last mo at Hollywood Video	6,279	4.2%	102
Bought video tape/DVD last month: action/adventure	12,906	8.7%	104
Bought video tape/DVD last month: classic	3,913	2.6%	97
Bought video tape/DVD last month: comedy	12,456	8.4%	104
Bought video tape/DVD last month: drama	6,640	4.5%	103
Bought video tape/DVD last month: family/children	9,940	6.7%	113
Bought video tape/DVD last month: horror	3,709	2.5%	79
Bought video tape/DVD last month: romance	3,921	2.6%	103

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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	3,417	2.3%	92
Bought blank video tape in last 6 months	16,781	11.3%	99
Bought 7+ blank video tapes in last 6 months	3,784	2.5%	97
DVDs purchased in last 30 days: 1	8,004	5.4%	108
DVDs purchased in last 30 days: 2	7,780	5.2%	110
DVDs purchased in last 30 days: 3-4	7,246	4.9%	105
DVDs purchased in last 30 days: 5+	7,498	5.0%	97
Bought any camera in last 12 months	19,675	13.2%	103
Spent on cameras in last 12 months: <\$100	6,591	4.4%	100
Spent on cameras in last 12 months: \$100-199	4,753	3.2%	106
Spent on cameras in last 12 months: \$200+	5,953	4.0%	101
Own APS (point & shoot or SLR) camera	4,132	2.8%	101
Own digital camera	55,522	37.3%	113
Bought digital camera in last 12 months	10,538	7.1%	103
Own digital point & shoot camera	42,211	28.4%	114
Bought digital point & shoot camera in last 12 mo	7,714	5.2%	105
Own digital SLR camera	15,030	10.1%	109
Bought digital SLR camera in last 12 months	3,326	2.2%	99
Own 35mm auto focus point & shoot camera	7,660	5.1%	110
Own 35mm auto focus single lens reflex camera	3,585	2.4%	101
Own 35mm auto focus zoom camera	9,442	6.3%	113
Own 35mm single lens reflex camera	4,828	3.2%	108
Own Canon camera	25,553	17.2%	109
Bought Canon camera in last 12 months	3,355	2.3%	106
Own Fuji camera	5,982	4.0%	99
Own Kodak camera	20,086	13.5%	114
Bought Kodak camera in last 12 months	4,344	2.9%	98
Own Nikon camera	8,655	5.8%	107
Own Olympus camera	7,409	5.0%	110
Own Polaroid camera	3,539	2.4%	97
Bought any camera accessory in last 12 months	70,525	47.4%	111
Bought film in last 12 months	29,831	20.0%	105
Bought film in last 12 months: <3 rolls	13,656	9.2%	103
Bought film in last 12 months: 3-6 rolls	9,545	6.4%	102
Bought film in last 12 months: 7+ rolls	6,627	4.5%	105
Bought film in last 12 mo: APS (color prints)	3,996	2.7%	101
Bought film in last 12 mo: instant developing	2,987	2.0%	100
Bought film in last 12 mo: 35mm (black & white)	1,174	0.8%	83
Bought film in last 12 mo: 35mm (color prints)	17,811	12.0%	105
Bought Fuji film in last 12 months	7,394	5.0%	99
Bought Kodak film in last 12 months	18,981	12.8%	108
Bought store-brand film in last 12 months	3,122	2.1%	98
Purchased film in last 12 mo: department store	5,269	3.5%	95
Purchased film in last 12 mo: discount store	7,995	5.4%	113

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	6,596	4.4%	94
Purchased film in last 12 mo: grocery store	3,144	2.1%	98
Purchased film in last 12 mo: 1 hour service store	3,763	2.5%	99
Had film processed at discount store	5,518	3.7%	112
Had film processed at drug store	6,248	4.2%	98
Had film processed at 1 hour service store	4,555	3.1%	105
Bought memory card for camera in last 12 months	11,811	7.9%	104
Own memory card for camera	42,201	28.4%	114

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March 23, 2012



Financial Investments Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		201,460	211,273	
Population 18+		148,828	156,377	
Households		76,044	80,116	
Median Household Income		\$62,712	\$70,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		78,114	52.5%	106
Bank/financial institution: use savings & loan		15,616	10.5%	100
Bank/financial institution: use credit union		39,045	26.2%	116
Bank/financial institution: use fed savings bank		3,276	2.2%	96
Bank/financial institution: use mutual funds co		5,071	3.4%	104
Bank/financial institution: use Internet Bank		6,473	4.3%	101
Used ATM/cash machine in last 12 months		82,037	55.1%	108
Banked in person in last 12 months		81,846	55.0%	106
Banked by mail in last 12 months		8,378	5.6%	105
Banked by phone in last 12 months		24,889	16.7%	111
Did banking over the Internet in last 12 months		46,356	31.1%	114
Used direct deposit of paycheck in last 12 months		64,285	43.2%	112
Have interest checking account		52,298	35.1%	109
Have non-interest checking account		42,766	28.7%	108
Have money market account		18,959	12.7%	103
Have savings account		60,001	40.3%	111
Have 401K retirement savings		30,967	20.8%	117
Have IRA retirement savings		24,044	16.2%	107
Have auto loan for new car		19,903	13.4%	116
Have personal loan for education only		6,844	4.6%	113
Have personal loan-not for education		4,191	2.8%	112
Have home mortgage (1st)		34,051	22.9%	119
Have 2nd mortgage (equity loan)		11,185	7.5%	120
Have home equity line of credit		10,070	6.8%	113
Have personal line of credit		7,184	4.8%	107
Have overdraft protection		22,474	15.1%	113
Own any securities investment		39,725	26.7%	107
Own annuities		4,633	3.1%	103
Own certificate of deposit (6 months or less)		5,116	3.4%	98
Own certificate of deposit (more than 6 months)		8,347	5.6%	101
Own common/preferred stock in company you work for		4,918	3.3%	110
Own common stock in company you don't work for		9,695	6.5%	103
Own insured money market account (bank)		3,098	2.1%	101
Own shares in money market fund		10,790	7.3%	109
Own shares in mutual fund (bonds)		9,380	6.3%	106
Own shares in mutual fund (stock)		15,223	10.2%	109
Own any stock		14,187	9.5%	104
Own stock with market value <\$10000		4,703	3.2%	102
Own stock with market value \$10000-49999		4,036	2.7%	108
Own stock with market value \$50000+		3,654	2.5%	98

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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	11,012	7.4%	108
Used financial planning counsel in last 12 months	12,265	8.2%	105
Used full service brokerage firm in last 12 months	9,302	6.3%	101
Own any credit/debit card (in own name)	115,569	77.7%	105
Own American Express card (in own name)	17,909	12.0%	97
Own Discover card (in own name)	18,157	12.2%	109
Own MasterCard (in own name)	54,017	36.3%	106
Own Visa (in own name)	78,956	53.1%	108
Own any department store credit card (in own name)	48,716	32.7%	105
Avg monthly credit card expenditures: <\$111	22,096	14.8%	107
Avg monthly credit card expenditures: \$111-225	11,748	7.9%	101
Avg monthly credit card expenditures: \$226-450	11,640	7.8%	105
Avg monthly credit card expenditures: \$451-700	9,878	6.6%	104
Avg monthly credit card expenditures: \$701+	20,302	13.6%	102

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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Pets and Products Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

Demographic Summary		2010	2015	
Population		201,460	211,273	
Population 18+		148,828	156,377	
Households		76,044	80,116	
Median Household Income		\$62,712	\$70,850	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		44,359	58.3%	113
HH owns any bird		2,286	3.0%	103
HH owns any cat		20,774	27.3%	113
HH owns any dog		33,326	43.8%	116
HH owns 1 cat		10,565	13.9%	109
HH owns 2+ cats		10,204	13.4%	116
HH owns 1 dog		20,003	26.3%	112
HH owns 2+ dogs		13,324	17.5%	119
HH used canned cat food in last 6 months		9,373	12.3%	106
HH used <4 cans of cat food in last 7 days		3,512	4.6%	106
HH used 8+ cans of cat food in last 7 days		2,666	3.5%	97
HH used packaged dry cat food in last 6 months		20,052	26.4%	114
HH used <5 pounds of packaged dry cat food last mo		6,818	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		6,131	8.1%	112
HH used cat treats in last 6 months		8,585	11.3%	110
HH used cat litter in last 6 months		17,719	23.3%	114
HH used canned dog food in last 6 months		10,910	14.3%	108
HH used packaged dry dog food in last 6 months		32,256	42.4%	117
HH used <10 pounds of pkgd dry dog food last month		14,017	18.4%	111
HH used 25+ pounds of pkgd dry dog food last month		10,259	13.5%	123
HH used dog biscuits/treats in last 6 months		26,350	34.7%	117
HH used <2 packages of dog biscuits/treats last mo		13,235	17.4%	117
HH used 4+ packages of dog biscuits/treats last mo		4,856	6.4%	115
HH used flea/tick care prod for cat/dog last 12 mo		29,427	38.7%	114
HH member took pet to vet in last 12 mo: 1 time		11,152	14.7%	116
HH member took pet to vet in last 12 mo: 2 times		9,417	12.4%	112
HH member took pet to vet in last 12 mo: 3 times		4,741	6.2%	111
HH member took pet to vet in last 12 mo: 4 times		3,518	4.6%	112
HH member took pet to vet in last 12 mo: 5+ times		4,953	6.5%	117
Bought pet food from vet in last 12 months		4,230	5.6%	109
Bought flea control product from vet in last 12 mo		11,993	15.8%	118

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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Health and Beauty Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		201,460	211,273	
Population 18+		148,828	156,377	
Households		76,044	80,116	
Median Household Income		\$62,712	\$70,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		47,028	31.6%	105
Exercise at club 2+ times per week		18,164	12.2%	99
Exercise at other facility (not club) 2+ times/wk		12,443	8.4%	104
Own stationary bicycle		9,153	6.2%	109
Own treadmill		16,800	11.3%	115
Own weight lifting equipment		22,129	14.9%	115
Presently controlling diet		62,469	42.0%	102
Diet control for blood sugar level		10,538	7.1%	96
Diet control for cholesterol level		14,892	10.0%	99
Diet control to maintain weight		16,819	11.3%	101
Diet control for physical fitness		15,127	10.2%	102
Diet control for salt restriction		4,518	3.0%	91
Diet control for weight loss		23,040	15.5%	109
Used doctor's care/diet for diet method		4,196	2.8%	94
Used exercise program for diet method		13,313	8.9%	105
Used Weight Watchers as diet method		4,592	3.1%	101
Buy foods specifically labeled as fat-free		26,682	17.9%	102
Buy foods specifically labeled as high fiber		17,524	11.8%	103
Buy foods specifically labeled as high protein		7,867	5.3%	97
Buy foods specifically labeled as lactose-free		2,292	1.5%	83
Buy foods specifically labeled as low-calorie		16,636	11.2%	103
Buy foods specifically labeled as low-carb		11,729	7.9%	102
Buy foods specifically labeled as low-cholesterol		11,949	8.0%	97
Buy foods specifically labeled as low-fat		20,994	14.1%	106
Buy foods specifically labeled as low-sodium		13,378	9.0%	100
Buy foods specifically labeled as natural/organic		12,855	8.6%	103
Buy foods specifically labeled as sugar-free		20,854	14.0%	105
Used butter alternatives in last 6 months		5,796	3.9%	93
Used egg alternatives in last 6 months		19,930	13.4%	94
Used salt alternatives in last 6 months		41,206	27.7%	99
Drank meal/dietary supplement in last 6 months		10,410	7.0%	96
Used nutrition/energy bar in last 6 months		20,906	14.0%	99
Drank sports drink/thirst quencher in last 6 mo		47,997	32.3%	101
Used vitamin/dietary supplement in last 6 months		73,063	49.1%	101
Vitamin/dietary suppl used/6 mo: antioxidant		3,555	2.4%	82
Vitamin/dietary suppl used/6 mo: B complex		7,191	4.8%	99
Vitamin/dietary suppl used/6 mo: B complex+C		2,196	1.5%	76
Vitamin/dietary suppl used/6 mo: B-6		2,746	1.8%	91
Vitamin/dietary suppl used/6 mo: B-12		7,648	5.1%	91
Vitamin/dietary suppl used/6 mo: C		12,833	8.6%	103
Vitamin/dietary suppl used/6 mo: calcium		15,361	10.3%	96

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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	6,855	4.6%	93
Vitamin/dietary suppl used/6 mo: E	7,583	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	2,343	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	6,957	4.7%	101
Vitamin/dietary suppl used/6 mo: multiple formula	19,040	12.8%	109
Vitamin/dietary suppl used/6 mo: multiple w/iron	6,643	4.5%	103
Vitamin/dietary suppl used/6 mo: mult w/minerals	9,165	6.2%	104
Vitamin/dietary suppl used/6 mo: zinc	3,086	2.1%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	3,395	2.3%	86
Vitamin/dietary suppl/6 mo: Centrum	8,291	5.6%	95
Vitamin/dietary suppl/6 mo: Nature Made	8,740	5.9%	100
Visited doctor in last 12 months	117,676	79.1%	102
Visited doctor in last 12 months: 1-3 times	51,158	34.4%	101
Visited doctor in last 12 months: 4-7 times	33,560	22.6%	101
Visited doctor in last 12 months: 8+ times	32,959	22.1%	103
Visited doctor in last 12 mo: allergist	3,455	2.3%	97
Visited doctor in last 12 mo: cardiologist	10,000	6.7%	95
Visited doctor in last 12 mo: chiropractor	11,723	7.9%	106
Visited doctor in last 12 mo: dentist	58,380	39.2%	104
Visited doctor in last 12 mo: dermatologist	10,260	6.9%	97
Visited doctor in last 12 mo: ear/nose/throat	6,167	4.1%	90
Visited doctor in last 12 mo: eye	30,852	20.7%	100
Visited doctor in last 12 mo: general/family	66,672	44.8%	105
Visited doctor in last 12 mo: internist	9,776	6.6%	90
Visited doctor in last 12 mo: physical therapist	6,411	4.3%	95
Visited doctor in last 12 mo: podiatrist	4,334	2.9%	86
Visited doctor in last 12 mo: urologist	5,619	3.8%	98
Visited nurse practitioner in last 12 months	6,524	4.4%	105
Wear regular/sun/tinted prescription eyeglasses	52,921	35.6%	103
Wear bi-focals	24,163	16.2%	103
Wear disposable contact lenses	10,792	7.3%	112
Wear soft contact lenses	14,597	9.8%	112
Spent on contact lenses in last 12 mo: <\$100	4,603	3.1%	111
Spent on contact lenses in last 12 mo: \$100-199	5,809	3.9%	105
Spent on contact lenses in last 12 mo: \$200+	4,677	3.1%	104
Bought prescription eyewear: discount optical ctr	12,591	8.5%	106
Bought prescription eyewear: from eye doctor	38,770	26.1%	102
Bought prescription eyewear: retail optical chain	17,832	12.0%	108
Used prescription drug for allergy/hay fever	11,200	7.5%	107
Used prescription drug for anxiety/panic	6,241	4.2%	103
Used prescription drug for arthritis/rheumatism	3,605	2.4%	92
Used prescription drug for asthma	6,048	4.1%	99
Used prescription drug for backache/back pain	11,336	7.6%	103
Used prescription drug for depression	9,683	6.5%	110
Used prescr drug for diabetes (insulin dependent)	2,621	1.8%	89
Used prescr drug for diabetes (non-insulin)	5,173	3.5%	93
Used prescription drug for eczema/skin itch/rash	3,121	2.1%	101

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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Health and Beauty Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	10,208	6.9%	104
Used prescription drug for high blood pressure	18,864	12.7%	102
Used prescription drug for high cholesterol	13,446	9.0%	104
Used prescription drug for migraine headache	5,961	4.0%	108
Used prescription drug for sinus congest./headache	7,397	5.0%	102
Used prescription drug for urinary tract infection	4,410	3.0%	95
Used last 6 mo: adhesive bandages	84,968	57.1%	103
Used last 6 mo: athlete's foot/foot care product	18,745	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	73,033	49.1%	103
Used last 6 mo: children's cold tablets/liquids	23,805	16.0%	106
Used last 6 mo: contact lens cleaning solution	20,521	13.8%	113
Used last 6 mo: cotton swabs	74,150	49.8%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	70,351	47.3%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	50,606	34.0%	99
Used last 6 mo: children's cough syrup	21,566	14.5%	102
Used last 6 mo: diarrhea remedy	22,996	15.5%	94
Used last 6 mo: eye wash and drops	44,851	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	127,604	85.7%	102
Used last 6 mo: hemorrhoid remedy	13,277	8.9%	100
Used last 6 mo: indigestion/upset stomach remedy	67,756	45.5%	101
Used last 6 mo: lactose intolerance product	4,398	3.0%	84
Used last 6 mo: laxative/fiber supplement	19,235	12.9%	93
Used last 6 mo: medicated skin ointment	47,562	32.0%	102
Used last 6 mo: medicated throat remedy	16,248	10.9%	95
Used last 6 mo: nasal spray	24,087	16.2%	102
Used last 6 mo: pain reliever/fever reducer (kids)	35,383	23.8%	107
Used last 6 mo: pain relieving rub/liquid/patch	36,260	24.4%	97
Used last 6 mo: sleeping tablets (nonprescription)	7,731	5.2%	96
Used last 12 mo: sunburn remedy	24,860	16.7%	108
Used last 12 mo: suntan/sunscreen product	60,803	40.9%	106
Used last 12 mo: SPF 15+ suntan/sunscreen product	48,714	32.7%	109
Used last 6 mo: toothache/gum/canker sore remedy	24,617	16.5%	98
Used last 6 mo: vitamins for children	23,396	15.7%	107
Used body powder in last 6 months	39,304	26.4%	95
Used body powder <3 times in last 7 days	16,500	11.1%	94
Used body powder 8+ times in last 7 days	2,817	1.9%	86
Used body wash/shower gel in last 6 months	78,114	52.5%	101
Used breath freshener in last 6 months	69,249	46.5%	100
Used complexion care product in last 6 months	70,316	47.2%	100
Used complexion care product <7 times last week	19,492	13.1%	96
Used complexion care product 11+ times last week	25,146	16.9%	101
Used complexion care prod: dry facial skin type	9,925	6.7%	91
Used complexion care prod: normal facial skin type	23,165	15.6%	102
Used complexion care prod: oily facial skin type	8,972	6.0%	100
Used dental floss in last 6 months	96,110	64.6%	103

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March 23, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	29,230	19.6%	97
Used denture adhesive/fixative in last 6 months	7,795	5.2%	84
Used denture cleaner in last 6 months	14,027	9.4%	85
Used deodorant/antiperspirant in last 6 months	140,209	94.2%	101
Used deodorant/antiperspirant <8 times last week	103,136	69.3%	101
Used deodorant/antiperspirant 15+ times last week	8,842	5.9%	98
Used disposable razor in last 6 months	78,779	52.9%	101
Used electric shaver in last 6 months	28,110	18.9%	100
Used hair coloring product (at home) last 6 months	29,214	19.6%	98
Used hair conditioner (at home) in last 6 months	93,467	62.8%	101
Used hair conditioning treatment (at home)/6 mo	32,825	22.1%	94
Used hair growth product in last 6 months	2,783	1.9%	82
Used hair mousse in last 6 months	26,949	18.1%	104
Used hair spray (at home) in last 6 months	56,632	38.1%	105
Used hair styling gel/lotion in last 6 months	40,869	27.5%	102
Used hand & body cream/lotion/oil in last 6 months	108,305	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	32,380	21.8%	102
Used hand & body cream/lotion/oil 9+ times last wk	35,874	24.1%	97
Used hand & body cream in last 6 months	24,773	16.6%	95
Used hand & body lotion in last 6 months	74,753	50.2%	102
Used hand & body oil in last 6 months	7,184	4.8%	93
Used lip care in last 6 months	91,469	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	118,069	79.3%	103
Used mouthwash in last 6 months	97,313	65.4%	99
Used mouthwash <4 times in last 7 days	31,923	21.5%	100
Used mouthwash 8+ times in last 7 days	22,086	14.8%	94
Used shampoo (at home) in last 6 months	138,369	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	25,784	17.3%	90
Used shaving cream/gel in last 6 months	80,563	54.1%	103
Used personal care soap (bar) in last 6 months	122,899	82.6%	99
Used personal care soap for antibacterial purpose	28,828	19.4%	101
Used personal care soap for complexion	9,715	6.5%	95
Used personal care soap for deodorant	25,588	17.2%	106
Use personal care soap for moisturizing	31,933	21.5%	99
Bought toothbrush in last 6 months	128,466	86.3%	101
Bought electric toothbrush in last 6 months	10,221	6.9%	103
Used toothpaste in last 6 months	143,105	96.2%	101
Used toothpaste <8 times in last 7 days	47,659	32.0%	100
Used toothpaste 15+ times in last 7 days	22,895	15.4%	95
Used toothpaste with baking soda in last 6 months	15,575	10.5%	91
Used toothpaste (gel) in last 6 months	44,475	29.9%	107
Used toothpaste (paste) in last 6 months	71,658	48.1%	100
Used whitening toothpaste in last 6 months	56,304	37.8%	109
Used tooth whitener (not toothpaste) last 6 months	15,346	10.3%	97
Had professional manicure/pedicure last 6 months	24,879	16.7%	97
Had professional facial/massage last 6 months	14,075	9.5%	101
Spent \$100+ at barber shops in last 6 months	7,756	5.2%	97
Spent \$100+ at beauty parlors in last 6 months	24,978	16.8%	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		201,460	211,273	
Population 18+		148,828	156,377	
Households		76,044	80,116	
Median Household Income		\$62,712	\$70,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		112,564	75.6%	105
Family restaurant/steak house last month: <2 times		38,400	25.8%	100
Family restaurant/steak house last month: 2-4 times		42,122	28.3%	105
Family restaurant/steak house last month: 5+ times		32,036	21.5%	111
Family restaurant/steak house last 6 months: breakfast		21,081	14.2%	108
Family restaurant/steak house last 6 months: lunch		38,776	26.1%	105
Family restaurant/steak house last 6 months: snack		3,004	2.0%	72
Family restaurant/steak house last 6 months: dinner		86,670	58.2%	110
Family restaurant/steak house last 6 months: weekday		62,008	41.7%	108
Family restaurant/steak house last 6 months: weekend		72,446	48.7%	109
Family restaurant/steak house last 6 months: Applebee's		41,798	28.1%	111
Family restaurant/steak house last 6 months: Bennigan's		3,341	2.2%	102
Family restaurant/steak house last 6 months: Bob Evans Farm		7,820	5.3%	114
Family restaurant/steak house last 6 months: Cheesecake Factory		9,188	6.2%	94
Family restaurant/steak house last 6 months: Chili's Grill & Bar		19,794	13.3%	115
Family restaurant/steak house last 6 months: Cracker Barrel		19,552	13.1%	119
Family restaurant/steak house last 6 months: Denny's		12,783	8.6%	95
Family restaurant/steak house last 6 months: Friendly's		5,230	3.5%	88
Family restaurant/steak house last 6 months: Golden Corral		12,080	8.1%	112
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		18,089	12.2%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse		4,701	3.2%	116
Family restaurant/steak house last 6 months: Old Country Buffet		3,938	2.6%	93
Family restaurant/steak house last 6 months: Olive Garden		29,821	20.0%	113
Family restaurant/steak house last 6 months: Outback Steakhouse		18,707	12.6%	110
Family restaurant/steak house last 6 months: Perkins		5,831	3.9%	108
Family restaurant/steak house last 6 months: Red Lobster		21,365	14.4%	107
Family restaurant/steak house last 6 months: Red Robin		9,842	6.6%	117
Family restaurant/steak house last 6 months: Ruby Tuesday		13,847	9.3%	111
Family restaurant/steak house last 6 months: Ryan's		5,384	3.6%	96
Family restaurant/steak house last 6 months: Sizzler		3,324	2.2%	74
Family restaurant/steak house last 6 months: T.G.I. Friday's		16,225	10.9%	106
Went to fast food/drive-in restaurant in last 6 months		135,298	90.9%	102
Went to fast food/drive-in restaurant <6 times/month		50,344	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/month		45,126	30.3%	105
Went to fast food/drive-in restaurant 14+ times/month		39,826	26.8%	107
Fast food/drive-in last 6 months: breakfast		43,653	29.3%	107
Fast food/drive-in last 6 months: lunch		93,647	62.9%	107
Fast food/drive-in last 6 months: snack		25,044	16.8%	97
Fast food/drive-in last 6 months: dinner		78,810	53.0%	109

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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	105,698	71.0%	107
Fast food/drive-in last 6 months: weekend	75,113	50.5%	105
Fast food/drive-in last 6 months: A & W	7,474	5.0%	111
Fast food/drive-in last 6 months: Arby's	37,621	25.3%	122
Fast food/drive-in last 6 months: Boston Market	6,711	4.5%	95
Fast food/drive-in last 6 months: Burger King	57,496	38.6%	107
Fast food/drive-in last 6 months: Captain D's	7,761	5.2%	101
Fast food/drive-in last 6 months: Carl's Jr.	6,831	4.6%	74
Fast food/drive-in last 6 months: Checkers	4,429	3.0%	93
Fast food/drive-in last 6 months: Chick-fil-A	24,291	16.3%	127
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,506	6.4%	105
Fast food/drive-in last 6 months: Chuck E. Cheese	6,697	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	5,527	3.7%	86
Fast food/drive-in last 6 months: Dairy Queen	28,147	18.9%	118
Fast food/drive-in last 6 months: Del Taco	4,168	2.8%	84
Fast food/drive-in last 6 months: Domino's Pizza	19,723	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	15,253	10.2%	89
Fast food/drive-in last 6 months: Fuddruckers	4,802	3.2%	116
Fast food/drive-in last 6 months: Hardee's	10,084	6.8%	100
Fast food/drive-in last 6 months: Jack in the Box	14,415	9.7%	93
Fast food/drive-in last 6 months: KFC	42,390	28.5%	103
Fast food/drive-in last 6 months: Little Caesars	11,798	7.9%	108
Fast food/drive-in last 6 months: Long John Silver's	10,121	6.8%	108
Fast food/drive-in last 6 months: McDonald's	87,623	58.9%	105
Fast food/drive-in last 6 months: Panera Bread	16,131	10.8%	111
Fast food/drive-in last 6 months: Papa John's	14,479	9.7%	112
Fast food/drive-in last 6 months: Pizza Hut	35,971	24.2%	109
Fast food/drive-in last 6 months: Popeyes	10,007	6.7%	92
Fast food/drive-in last 6 months: Quiznos	14,164	9.5%	106
Fast food/drive-in last 6 months: Sonic Drive-In	19,930	13.4%	114
Fast food/drive-in last 6 months: Starbucks	23,113	15.5%	105
Fast food/drive-in last 6 months: Steak n Shake	8,741	5.9%	117
Fast food/drive-in last 6 months: Subway	51,765	34.8%	110
Fast food/drive-in last 6 months: Taco Bell	52,859	35.5%	110
Fast food/drive-in last 6 months: Wendy's	51,656	34.7%	111
Fast food/drive-in last 6 months: Whataburger	7,794	5.2%	109
Fast food/drive-in last 6 months: White Castle	4,961	3.3%	83
Fast food/drive-in last 6 months: eat in	58,174	39.1%	104
Fast food/drive-in last 6 months: home delivery	16,522	11.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	86,063	57.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	36,204	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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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		201,460	211,273	
Population 18+		148,828	156,377	
Households		76,044	80,116	
Median Household Income		\$62,712	\$70,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		15,497	10.4%	105
Participated in archery		4,590	3.1%	116
Participated in backpacking/hiking		14,774	9.9%	105
Participated in baseball		7,972	5.4%	103
Participated in basketball		14,154	9.5%	102
Participated in bicycling (mountain)		5,868	3.9%	107
Participated in bicycling (road)		15,476	10.4%	108
Participated in boating (power)		10,371	7.0%	113
Participated in bowling		19,979	13.4%	115
Participated in canoeing/kayaking		7,992	5.4%	112
Participated in downhill skiing		4,382	2.9%	101
Participated in fishing (fresh water)		22,907	15.4%	118
Participated in fishing (salt water)		7,037	4.7%	104
Participated in football		9,539	6.4%	103
Participated in Frisbee		8,547	5.7%	105
Participated in golf		17,109	11.5%	111
Play golf < once a month		6,359	4.3%	108
Play golf 1+ times a month		8,718	5.9%	109
Participated in horseback riding		4,887	3.3%	108
Participated in hunting with rifle		8,679	5.8%	120
Participated in hunting with shotgun		7,238	4.9%	115
Participated in ice skating		4,493	3.0%	105
Participated in jogging/running		16,624	11.2%	106
Participated in martial arts		1,912	1.3%	91
Participated in motorcycling		6,209	4.2%	113
Participated in Pilates		4,993	3.4%	102
Participated in roller skating		3,178	2.1%	102
Participated in snowboarding		2,657	1.8%	93
Participated in soccer		6,341	4.3%	99
Participated in softball		6,312	4.2%	109
Participated in swimming		32,754	22.0%	113
Participated in target shooting		6,428	4.3%	112
Participated in tennis		6,350	4.3%	100
Participated in volleyball		5,900	4.0%	113
Participated in walking for exercise		46,525	31.3%	105
Participated in weight lifting		19,186	12.9%	109
Participated in yoga		7,843	5.3%	91
Spent on high end sports/recreation equipment/12 mo: <\$250		6,875	4.6%	105
Spent on high end sports/recreation equipment/12 mo: \$250+		6,308	4.2%	109
Attend sports event: auto racing (NASCAR)		12,199	8.2%	112
Attend sports event: auto racing (not NASCAR)		10,234	6.9%	108
Attend sports event: baseball game		23,682	15.9%	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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	12,523	8.4%	106
Attend sports event: basketball game (pro)	13,106	8.8%	103
Attend sports event: football game (college)	17,028	11.4%	111
Attend sports event: football-Monday night game (pro)	9,476	6.4%	104
Attend sports event: football-weekend game (pro)	14,356	9.6%	106
Attend sports event: golf tournament	8,749	5.9%	106
Attend sports event: ice hockey game	10,679	7.2%	108
Attend sports event: soccer game	9,764	6.6%	106
Attend sports event: tennis match	7,351	4.9%	100
Attended adult education course in last 12 months	10,543	7.1%	107
Attended auto show in last 12 months	13,795	9.3%	112
Went to bar/night club in last 12 months	30,603	20.6%	108
Went to beach in last 12 months	37,249	25.0%	102
Attended dance performance in last 12 months	6,216	4.2%	94
Danced/went dancing in last 12 months	13,556	9.1%	96
Dined out in last 12 months	77,787	52.3%	106
Dine out < once a month	7,230	4.9%	103
Dine out once a month	9,975	6.7%	108
Dine out 2-3 times a month	18,180	12.2%	106
Dine out once a week	18,884	12.7%	110
Dine out 2+ times per week	14,511	9.8%	99
Gambled at casino in last 12 months	24,029	16.1%	101
Gambled at casino 6+ times in last 12 months	3,992	2.7%	99
Gambled in Atlantic City in last 12 months	2,720	1.8%	72
Gambled in Las Vegas in last 12 months	6,809	4.6%	96
Attended horse races in last 12 months	4,071	2.7%	92
Attended movies in last 6 months	87,961	59.1%	100
Attended movies in last 90 days: < once a month	49,274	33.1%	102
Attended movies in last 90 days: once a month	15,802	10.6%	104
Attended movies in last 90 days: 2-3 times a month	9,865	6.6%	98
Attended movies in last 90 days: once/week or more	3,097	2.1%	81
Prefer to see movie after second week of release	36,691	24.7%	104
Went to museum in last 12 months	17,958	12.1%	94
Attended music performance in last 12 months	37,473	25.2%	106
Attended country music performance in last 12 mo	8,536	5.7%	113
Attended rock music performance in last 12 months	17,131	11.5%	105
Attended classical music/opera performance/12 mo	6,038	4.1%	88
Went to live theater in last 12 months	19,026	12.8%	97
Visited a theme park in last 12 months	33,277	22.4%	104
Visited Disney World (FL)/12 mo: Magic Kingdom	5,203	3.5%	103
Visited any Sea World in last 12 months	5,030	3.4%	100
Visited any Six Flags in last 12 months	7,854	5.3%	91
Went to zoo in last 12 months	21,560	14.5%	114
Played backgammon in last 12 months	2,813	1.9%	94
Participated in book club in last 12 months	4,281	2.9%	91
Played billiards/pool in last 12 months	15,491	10.4%	108
Played bingo in last 12 months	6,046	4.1%	96
Did birdwatching in last 12 months	10,095	6.8%	109
Played board game in last 12 months	26,875	18.1%	111

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March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	33,203	22.3%	107
Played chess in last 12 months	5,327	3.6%	98
Cooked for fun in last 12 months	32,537	21.9%	105
Did crossword puzzle in last 12 months	22,488	15.1%	104
Participated in fantasy sports league last 12 mo	4,847	3.3%	100
Flew a kite in last 12 months	4,404	3.0%	105
Did furniture refinishing in last 12 months	4,929	3.3%	103
Did indoor gardening/plant care in last 12 months	15,299	10.3%	102
Participated in karaoke in last 12 months	6,564	4.4%	100
Bought lottery ticket in last 12 months	52,434	35.2%	102
Bought lottery ticket in last 12 mo: Daily Drawing	5,773	3.9%	80
Bought lottery ticket in last 12 mo: Instant Game	24,725	16.6%	105
Bought lottery ticket in last 12 mo: Lotto Drawing	32,888	22.1%	103
Played lottery: <3 times in last 30 days	23,583	15.8%	101
Played lottery: 3-7 times in last 30 days	14,767	9.9%	103
Played lottery: 8+ times in last 30 days	14,090	9.5%	102
Played musical instrument in last 12 months	12,023	8.1%	101
Did painting/drawing in last 12 months	9,523	6.4%	98
Did photography in last 12 months	20,491	13.8%	109
Read book in last 12 months	62,999	42.3%	104
Participated in trivia games in last 12 months	9,747	6.5%	109
Played video game in last 12 months	21,924	14.7%	111
Did woodworking in last 12 months	7,940	5.3%	114
Participated in word games in last 12 months	14,202	9.5%	100
Member of AARP	22,370	15.0%	97
Member of business club	3,789	2.5%	102
Member of charitable organization	9,331	6.3%	99
Member of church board	6,491	4.4%	101
Member of fraternal order	5,387	3.6%	103
Member of religious club	9,229	6.2%	97
Member of union	8,038	5.4%	103
Member of veterans club	5,067	3.4%	100
Bought any children`s toy/game in last 12 months	55,910	37.6%	109
Spent on toys/games in last 12 months: <\$50	9,955	6.7%	110
Spent on toys/games in last 12 months: \$50-99	4,284	2.9%	104
Spent on toys/games in last 12 months: \$100-199	10,753	7.2%	100
Spent on toys/games in last 12 months: \$200-499	17,556	11.8%	109
Spent on toys/games in last 12 months: \$500+	9,600	6.5%	112
Bought infant toy in last 12 months	13,372	9.0%	107
Bought pre-school toy in last 12 months	12,897	8.7%	107
Spent on toys/games (for child <6)/12 mo: <\$100	17,874	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	10,512	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	12,390	8.3%	108
Bought for child in last 12 mo: boy action figure	13,021	8.7%	108
Bought for child in last 12 mo: girl action figure	4,380	2.9%	95
Bought for child in last 12 mo: bicycle	11,035	7.4%	108
Bought for child in last 12 mo: board game	19,726	13.3%	112

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Sports and Leisure Market Potential

Clermont County, OH
Clermont County, OH (39025)
Geography: County

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: builder set	5,403	3.6%	107
Bought for child in last 12 mo: car	14,768	9.9%	108
Bought for child in last 12 mo: construction toy	7,644	5.1%	104
Bought for child in last 12 mo: large/baby doll	10,167	6.8%	105
Bought for child in last 12 mo: fashion doll	7,757	5.2%	102
Bought for child in last 12 mo: plush doll/animal	14,601	9.8%	117
Bought for child in last 12 mo: doll accessories	6,262	4.2%	105
Bought for child in last 12 mo: doll clothing	6,332	4.3%	103
Bought for child in last 12 mo: educational toy	22,230	14.9%	110
Bought for child in last 12 mo: electronic game	15,819	10.6%	114
Bought for child in last 12 mo: mechanical toy	6,642	4.5%	112
Bought for child in last 12 mo: model kit/set	4,171	2.8%	109
Bought for child in last 12 mo: sound game	3,793	2.5%	91
Bought for child in last 12 mo: water toy	16,149	10.9%	113
Bought for child in last 12 mo: word game	5,665	3.8%	99
Bought book in last 12 months	77,961	52.4%	104
Bought 1-3 books in last 12 months	30,512	20.5%	104
Bought 4-9 books in last 12 months	24,182	16.2%	104
Bought 10+ books in last 12 months	23,262	15.6%	103
Bought paperback book in last 12 months	59,749	40.1%	106
Bought <3 paperback books in last 12 months	20,411	13.7%	106
Bought 3-6 paperback books in last 12 months	20,943	14.1%	107
Bought 7+ paperback books in last 12 months	18,395	12.4%	105
Bought hardcover book in last 12 months	43,603	29.3%	105
Bought <3 hardcover books in last 12 months	19,901	13.4%	109
Bought 3-5 hardcover books in last 12 months	12,018	8.1%	101
Bought 6+ hardcover books in last 12 months	11,686	7.9%	100
Bought book (fiction) in last 12 months	44,328	29.8%	106
Bought book (non-fiction) in last 12 months	39,035	26.2%	103
Bought biography in last 12 months	10,136	6.8%	94
Bought children`s book in last 12 months	20,189	13.6%	107
Bought cookbook in last 12 months	16,763	11.3%	103
Bought desk dictionary in last 12 months	2,381	1.6%	79
Bought history book in last 12 months	10,547	7.1%	94
Bought mystery book in last 12 months	17,579	11.8%	105
Bought personal/business self-help book last 12 mo	11,690	7.9%	109
Bought religious book (not bible) last 12 months	11,946	8.0%	106
Bought romance book in last 12 months	10,130	6.8%	104
Bought science fiction book in last 12 months	7,188	4.8%	106
Bought book through book club in last 12 months	6,632	4.5%	103
Bought book at book store in last 12 months	52,013	34.9%	104
Bought book at Barnes & Noble in last 12 months	30,330	20.4%	103
Bought book at Borders in last 12 months	17,048	11.5%	103
Bought book at convenience store in last 12 months	2,844	1.9%	86
Bought book at department store in last 12 months	12,847	8.6%	113
Bought book at drug store in last 12 months	2,876	1.9%	85
Bought book through Internet in last 12 mo	14,981	10.1%	99
Bought book through mail order in last 12 months	4,809	3.2%	95
Bought book at supermarket in last 12 months	8,926	6.0%	115
Bought book at warehouse store in last 12 months	8,943	6.0%	103

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March 23, 2012

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Retail Goods and Services Expenditures

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	10.6%	Population	201,460	211,273
Salt of the Earth	9.6%	Households	76,044	80,116
Crossroads	8.9%	Families	55,639	58,245
Up and Coming Families	7.7%	Median Age	36.6	36.9
Sophisticated Squires	5.9%	Median Household Income	\$62,712	\$70,850
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,795.86	\$136,564,071
Men's		71	\$323.70	\$24,615,241
Women's		67	\$552.12	\$41,985,703
Children's		82	\$328.54	\$24,983,325
Footwear		53	\$219.96	\$16,726,346
Watches & Jewelry		107	\$208.46	\$15,851,981
Apparel Products and Services (1)		174	\$163.08	\$12,401,475
Computer				
Computers and Hardware for Home Use		108	\$207.85	\$15,805,731
Software and Accessories for Home Use		109	\$30.93	\$2,352,058
Entertainment & Recreation		110	\$3,542.59	\$269,392,442
Fees and Admissions		109	\$674.89	\$51,321,101
Membership Fees for Clubs (2)		107	\$175.92	\$13,377,262
Fees for Participant Sports, excl. Trips		110	\$117.11	\$8,905,251
Admission to Movie/Theatre/Opera/Ballet		108	\$163.36	\$12,422,364
Admission to Sporting Events, excl. Trips		114	\$67.63	\$5,142,813
Fees for Recreational Lessons		110	\$150.16	\$11,418,515
Dating Services		94	\$0.72	\$54,895
TV/Video/Audio		107	\$1,327.61	\$100,956,942
Community Antenna or Cable TV		106	\$766.16	\$58,261,836
Televisions		110	\$213.30	\$16,220,035
VCRs, Video Cameras, and DVD Players		109	\$22.08	\$1,679,181
Video Cassettes and DVDs		108	\$57.06	\$4,338,955
Video and Computer Game Hardware and Software		113	\$63.15	\$4,802,006
Satellite Dishes		113	\$1.43	\$108,607
Rental of Video Cassettes and DVDs		111	\$45.58	\$3,466,079
Streaming/Downloaded Video		105	\$1.47	\$111,584
Audio (3)		102	\$149.61	\$11,377,207
Rental and Repair of TV/Radio/Sound Equipment		102	\$7.78	\$591,452
Pets		134	\$576.93	\$43,871,975
Toys and Games (4)		110	\$160.09	\$12,174,137
Recreational Vehicles and Fees (5)		105	\$337.71	\$25,680,968
Sports/Recreation/Exercise Equipment (6)		88	\$158.62	\$12,061,803
Photo Equipment and Supplies (7)		110	\$113.89	\$8,660,888
Reading (8)		106	\$164.00	\$12,470,987
Catered Affairs (9)		117	\$28.85	\$2,193,640
Food		107	\$8,214.58	\$624,669,310
Food at Home		106	\$4,738.95	\$360,368,583
Bakery and Cereal Products		106	\$632.49	\$48,097,183
Meats, Poultry, Fish, and Eggs		106	\$1,093.90	\$83,184,577
Dairy Products		106	\$526.87	\$40,065,534
Fruits and Vegetables		105	\$822.20	\$62,523,706
Snacks and Other Food at Home (10)		107	\$1,663.48	\$126,497,583
Food Away from Home		108	\$3,475.63	\$264,300,727
Alcoholic Beverages		108	\$614.15	\$46,702,367
Nonalcoholic Beverages at Home		106	\$465.29	\$35,382,557

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	102	\$1,771.90	\$134,742,485
Vehicle Loans	111	\$5,464.90	\$415,573,072
Health			
Nonprescription Drugs	106	\$109.09	\$8,295,859
Prescription Drugs	105	\$523.76	\$39,828,907
Eyeglasses and Contact Lenses	109	\$83.58	\$6,356,081
Home			
Mortgage Payment and Basics (11)	113	\$10,558.36	\$802,899,709
Maintenance and Remodeling Services	110	\$2,178.36	\$165,650,809
Maintenance and Remodeling Materials (12)	110	\$408.90	\$31,094,075
Utilities, Fuel, and Public Services	107	\$4,859.34	\$369,523,362
Household Furnishings and Equipment			
Household Textiles (13)	107	\$142.81	\$10,859,554
Furniture	108	\$650.93	\$49,499,217
Floor Coverings	109	\$81.39	\$6,189,347
Major Appliances (14)	109	\$329.36	\$25,045,876
Housewares (15)	95	\$81.65	\$6,208,793
Small Appliances	107	\$34.91	\$2,654,734
Luggage	110	\$10.15	\$771,939
Telephones and Accessories	74	\$31.59	\$2,402,529
Household Operations			
Child Care	114	\$528.84	\$40,215,385
Lawn and Garden (16)	108	\$451.34	\$34,321,340
Moving/Storage/Freight Express	101	\$61.32	\$4,662,944
Housekeeping Supplies (17)	108	\$754.76	\$57,394,935
Insurance			
Owners and Renters Insurance	111	\$515.96	\$39,235,483
Vehicle Insurance	108	\$1,253.75	\$95,340,268
Life/Other Insurance	110	\$458.42	\$34,860,293
Health Insurance	106	\$2,047.50	\$155,699,716
Personal Care Products (18)	108	\$431.74	\$32,831,060
School Books and Supplies (19)	109	\$116.27	\$8,841,729
Smoking Products	105	\$447.20	\$34,006,684
Transportation			
Vehicle Purchases (Net Outlay) (20)	110	\$4,819.38	\$366,484,805
Gasoline and Motor Oil	109	\$3,125.18	\$237,651,400
Vehicle Maintenance and Repairs	108	\$1,015.30	\$77,207,162
Travel			
Airline Fares	107	\$491.18	\$37,351,504
Lodging on Trips	108	\$469.68	\$35,715,948
Auto/Truck/Van Rental on Trips	109	\$40.23	\$3,059,366
Food and Drink on Trips	107	\$467.78	\$35,571,581

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		201,460	211,273
Households		76,044	80,116
Families		55,639	58,245
Median Age		36.6	36.9
Median Household Income		\$62,712	\$70,850
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	106	\$5.06	\$384,502
Gasoline	109	\$3,056.00	\$232,390,484
Motor Oil	107	\$12.67	\$963,856
Vehicle Parts/Equipment and Accessories	105	\$58.99	\$4,485,685
Tire Purchase/Replacement	109	\$157.54	\$11,979,864
Vehicle Audio/Video Equipment and Installation	107	\$7.59	\$577,058
Vehicle Cleaning Products and Services	106	\$8.60	\$653,869
Services			
Auto Repair Service Policy	112	\$18.41	\$1,400,019
Membership Fees for Automobile Service Clubs	103	\$22.52	\$1,712,504
Global Positioning Services	107	\$2.70	\$205,619
Vehicle Air Conditioning Repair	110	\$19.38	\$1,473,597
Vehicle Body Work and Painting	106	\$40.42	\$3,073,443
Vehicle Brake Work	106	\$84.27	\$6,408,095
Vehicle Clutch/Transmission Repair	107	\$49.46	\$3,761,481
Vehicle Cooling System Repair	108	\$31.39	\$2,387,332
Vehicle Drive Shaft and Rear-end Repair	110	\$9.46	\$719,347
Vehicle Electrical System Repair	107	\$36.97	\$2,811,587
Vehicle Exhaust System Repair	107	\$14.29	\$1,086,365
Vehicle Front End Alignment/Wheel Balance & Rotation	107	\$19.80	\$1,505,445
Lube/Oil Change and Oil Filters	109	\$98.09	\$7,459,367
Vehicle Motor Repair/Replacement	108	\$98.88	\$7,519,020
Vehicle Motor Tune-up	106	\$65.73	\$4,998,717
Vehicle Shock Absorber Replacement	109	\$7.24	\$550,565
Vehicle Steering/Front End Repair	107	\$29.70	\$2,258,234
Tire Repair and Other Repair Work	107	\$69.76	\$5,304,524

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		201,460	211,273
Households		76,044	80,116
Families		55,639	58,245
Median Age		36.6	36.9
Median Household Income		\$62,712	\$70,850
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	106	\$6,249.90	\$475,267,052
Savings Accounts	106	\$13,932.31	\$1,059,468,569
U.S. Savings Bonds	109	\$448.19	\$34,082,019
Stocks, Bonds & Mutual Funds	108	\$42,221.50	\$3,210,691,922
Annual Changes			
Checking Accounts	121	\$315.14	\$23,964,577
Savings Accounts	94	\$368.43	\$28,016,816
U.S. Savings Bonds	40	\$0.95	\$71,910
Earnings			
Dividends, Royalties, Estates, Trusts	104	\$1,023.11	\$77,801,524
Interest from Savings Accounts or Bonds	104	\$948.91	\$72,159,237
Retirement Plan Contributions	113	\$1,558.14	\$118,487,408
Liabilities			
Original Mortgage Amount	115	\$24,785.53	\$1,884,790,468
Vehicle Loan Amount 1	111	\$3,006.87	\$228,654,300
Amount Paid: Interest			
Home Mortgage	115	\$5,324.00	\$404,858,035
Lump Sum Home Equity Loan	110	\$142.57	\$10,841,272
New Car/Truck/Van Loan	111	\$232.82	\$17,704,716
Used Car/Truck/Van Loan	110	\$179.22	\$13,628,692
Amount Paid: Principal			
Home Mortgage	114	\$2,251.76	\$171,232,569
Lump Sum Home Equity Loan	109	\$182.07	\$13,845,252
New Car/Truck/Van Loan	112	\$1,250.83	\$95,118,343
Used Car/Truck/Van Loan	111	\$839.99	\$63,875,897
Checking Account and Banking Service Charges	107	\$29.64	\$2,254,093
Finance Charges, excluding Mortgage/Vehicle	108	\$264.62	\$20,122,655

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

Made with Esri Business Analyst



House and Home Expenditures

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	81,824	Population	201,460	
2010-2015 Percent Change	6.97%	Households	76,044	
Percent Occupied	92.9%	Families	55,639	
Percent Owner HHS	73.8%	Median Age	36.6	
Median Home Value	\$144,022	Median Household Income	\$62,712	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		112	\$13,229.94	\$1,006,057,586
Mortgage Interest		115	\$5,324.00	\$404,858,035
Mortgage Principal		114	\$2,251.76	\$171,232,569
Property Taxes		109	\$2,404.99	\$182,884,986
Homeowners Insurance		112	\$503.21	\$38,266,058
Ground Rent		102	\$74.41	\$5,658,060
Maintenance and Remodeling Services		110	\$2,178.35	\$165,650,809
Maintenance and Remodeling Materials		110	\$408.90	\$31,094,075
Property Management and Security		99	\$84.33	\$6,412,994
Rented Dwellings		90	\$3,095.66	\$235,406,592
Rent		90	\$2,931.41	\$222,916,101
Rent Received as Pay		84	\$77.55	\$5,896,971
Renters' Insurance		98	\$12.75	\$969,424
Maintenance and Repair Services		93	\$19.62	\$1,491,978
Maintenance and Repair Materials		102	\$54.34	\$4,132,117
Owned Vacation Homes		103	\$478.91	\$36,418,442
Mortgage Payment		107	\$217.29	\$16,523,766
Property Taxes		101	\$113.44	\$8,626,198
Homeowners Insurance		100	\$14.79	\$1,124,634
Maintenance and Remodeling		100	\$115.84	\$8,808,767
Property Management and Security		103	\$17.56	\$1,335,077
Housing While Attending School		113	\$91.82	\$6,982,624
Household Operations		107	\$1,693.27	\$128,763,119
Child Care		114	\$528.84	\$40,215,385
Care for Elderly or Handicapped		109	\$78.73	\$5,986,949
Appliance Rental and Repair		110	\$26.67	\$2,028,077
Computer Information Services		109	\$264.95	\$20,147,924
Home Security System Services		112	\$29.30	\$2,228,078
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.21	\$396,101
Housekeeping Services		106	\$162.57	\$12,362,755
Lawn and Garden		108	\$451.34	\$34,321,340
Moving/Storage/Freight Express		101	\$61.32	\$4,662,944
PC Repair (Personal Use)		104	\$9.21	\$700,057
Reupholstering/Furniture Repair		107	\$8.45	\$642,764
Termite/Pest Control		111	\$27.14	\$2,064,018
Water Softening Services		107	\$6.01	\$457,065
Internet Services Away from Home		110	\$2.94	\$223,357
Voice Over IP Service		101	\$6.72	\$510,930
Other Home Services (1)		104	\$23.87	\$1,815,375

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	107	\$4,859.34	\$369,523,362
Bottled Gas	102	\$68.82	\$5,233,288
Electricity	108	\$1,832.76	\$139,370,777
Fuel Oil	87	\$97.50	\$7,414,065
Natural Gas	108	\$703.71	\$53,513,196
Telephone Services	107	\$1,546.18	\$117,577,595
Water and Other Public Services	110	\$601.93	\$45,773,045
Coal/Wood/Other Fuel	98	\$8.43	\$641,395
Housekeeping Supplies	108	\$754.76	\$57,394,935
Laundry and Cleaning Supplies	108	\$206.08	\$15,671,112
Postage and Stationery	106	\$216.87	\$16,491,568
Other HH Products (2)	108	\$331.81	\$25,232,255
Household Textiles	107	\$142.81	\$10,859,554
Bathroom Linens	108	\$19.15	\$1,456,535
Bedroom Linens	108	\$67.05	\$5,098,785
Kitchen and Dining Room Linens	108	\$3.33	\$253,388
Curtains and Draperies	105	\$30.30	\$2,304,156
Slipcovers, Decorative Pillows	109	\$4.67	\$354,816
Materials for Slipcovers/Curtains	108	\$16.47	\$1,252,108
Other Linens	105	\$1.84	\$139,767
Furniture	108	\$650.93	\$49,499,217
Mattresses and Box Springs	106	\$84.35	\$6,414,122
Other Bedroom Furniture	110	\$118.03	\$8,975,434
Sofas	106	\$161.10	\$12,250,354
Living Room Tables and Chairs	107	\$88.71	\$6,745,448
Kitchen, Dining Room Furniture	109	\$67.73	\$5,150,142
Infant Furniture	112	\$12.50	\$950,760
Outdoor Furniture	112	\$29.85	\$2,269,575
Wall Units, Cabinets, Other Furniture (3)	111	\$88.68	\$6,743,382
Major Appliances	109	\$329.36	\$25,045,876
Dishwashers and Disposals	108	\$29.65	\$2,254,640
Refrigerators and Freezers	109	\$89.38	\$6,797,028
Clothes Washers	111	\$55.65	\$4,231,893
Clothes Dryers	112	\$42.91	\$3,263,073
Cooking Stoves and Ovens	108	\$51.08	\$3,884,163
Microwave Ovens	105	\$13.35	\$1,015,254
Window Air Conditioners	96	\$6.73	\$511,762
Electric Floor Cleaning Equipment	105	\$23.71	\$1,803,260
Sewing Machines and Miscellaneous Appliances	105	\$16.90	\$1,284,803

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 23, 2012

Made with Esri Business Analyst



House and Home Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	109	\$81.39	\$6,189,347
Housewares	95	\$81.65	\$6,208,793
Small Appliances	107	\$34.91	\$2,654,734
Window Coverings	111	\$43.09	\$3,276,829
Lamps and Other Lighting Fixtures	109	\$25.71	\$1,954,872
Infant Equipment	30	\$6.15	\$467,464
Rental of Furniture	95	\$4.40	\$334,437
Laundry and Cleaning Equipment	108	\$24.01	\$1,825,999
Closet and Storage Items	21	\$5.35	\$406,787
Luggage	110	\$10.15	\$771,939
Clocks and Other Household Decoratives	31	\$63.14	\$4,801,576
Telephones and Accessories	74	\$31.59	\$2,402,529
Telephone Answering Devices	108	\$0.90	\$68,672
Grills and Outdoor Equipment	27	\$14.49	\$1,101,970
Power Tools	100	\$31.95	\$2,429,282
Hand Tools	105	\$10.83	\$823,259
Office Furniture/Equipment for Home Use	112	\$18.37	\$1,397,197
Computers and Hardware for Home Use	108	\$207.85	\$15,805,731
Software and Accessories for Home Use	109	\$30.93	\$2,352,058
Other Household Items (4)	106	\$109.81	\$8,350,552

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.



Medical Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		201,460	211,273
Households		76,044	80,116
Families		55,639	58,245
Median Household Income		\$62,712	\$70,850
Males per 100 Females		95.9	95.8
Population By Age			
Population <5 Years		7.5%	7.4%
Population 5-17 Years		18.6%	18.6%
Population 65+ Years		10.7%	12.3%
Median Age		36.6	36.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	106	\$3,951.51	\$300,488,788
Medical Care	106	\$1,904.02	\$144,789,072
Physician Services	109	\$246.74	\$18,762,876
Dental Services	105	\$342.97	\$26,080,459
Eyecare Services	109	\$54.62	\$4,153,517
Lab Tests, X-Rays	110	\$60.78	\$4,621,842
Hospital Room and Hospital Services	111	\$152.53	\$11,598,896
Convalescent or Nursing Home Care	86	\$19.79	\$1,504,859
Other Medical services (1)	109	\$122.41	\$9,308,301
Nonprescription Drugs	106	\$109.09	\$8,295,859
Prescription Drugs	105	\$523.76	\$39,828,907
Nonprescription Vitamins	105	\$59.33	\$4,511,437
Medicare Prescription Drug Premium	94	\$46.79	\$3,558,194
Eyeglasses and Contact Lenses	109	\$83.58	\$6,356,081
Hearing Aids	91	\$19.70	\$1,498,168
Medical Equipment for General Use	114	\$7.20	\$547,389
Other Medical Supplies (2)	107	\$54.74	\$4,162,287
Health Insurance	106	\$2,047.50	\$155,699,716
Blue Cross/Blue Shield	109	\$611.37	\$46,490,707
Commercial Health Insurance	113	\$423.30	\$32,189,775
Health Maintenance Organization	108	\$358.61	\$27,269,849
Medicare Payments	96	\$396.37	\$30,141,582
Long Term Care Insurance	103	\$85.77	\$6,522,648
Other Health Insurance (3)	102	\$172.07	\$13,085,156

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 23, 2012

Made with Esri Business Analyst



Recreation Expenditures

Clermont County, OH
Clermont County, OH (39025)
Geography: County

Demographic Summary		2010	2015
Population		201,460	211,273
Households		76,044	80,116
Families		55,639	58,245
Median Age		36.6	36.9
Median Household Income		\$62,712	\$70,850
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	109	\$674.89	\$51,321,101
Admission to Movies, Theater, Opera, Ballet	108	\$163.36	\$12,422,364
Admission to Sporting Events, excl.Trips	114	\$67.63	\$5,142,813
Fees for Participant Sports, excl.Trips	110	\$117.11	\$8,905,251
Fees for Recreational Lessons	110	\$150.16	\$11,418,515
Membership Fees for Social/Recreation/Civic Clubs	107	\$175.91	\$13,377,262
Dating Services	94	\$0.72	\$54,895
Rental of Video Cassettes and DVDs	111	\$45.58	\$3,466,079
Toys & Games	110	\$160.09	\$12,174,137
Toys and Playground Equipment	110	\$155.68	\$11,838,213
Play Arcade Pinball/Video Games	103	\$1.95	\$147,967
Online Entertainment and Games	107	\$2.47	\$187,957
Recreational Vehicles and Fees	105	\$337.71	\$25,680,968
Docking and Landing Fees for Boats and Planes	107	\$7.55	\$574,495
Camp Fees	110	\$31.59	\$2,402,502
Purchase of RVs or Boats	104	\$289.47	\$22,012,427
Rental of RVs or Boats	106	\$9.09	\$691,544
Sports, Recreation and Exercise Equipment	88	\$158.62	\$12,061,803
Exercise Equipment and Gear, Game Tables	93	\$76.31	\$5,803,222
Bicycles	108	\$21.42	\$1,629,023
Camping Equipment	46	\$6.67	\$507,237
Hunting and Fishing Equipment	67	\$25.63	\$1,949,123
Winter Sports Equipment	103	\$6.63	\$503,978
Water Sports Equipment	106	\$7.07	\$537,425
Other Sports Equipment	112	\$10.58	\$804,887
Rental/Repair of Sports/Recreation/Exercise Equipment	107	\$4.30	\$326,909
Photographic Equipment and Supplies	110	\$113.89	\$8,660,888
Film	106	\$7.82	\$594,803
Film Processing	109	\$24.53	\$1,865,554
Photographic Equipment	110	\$47.17	\$3,586,706
Photographer Fees/Other Supplies & Equip Rental/Repair	111	\$34.37	\$2,613,825
Reading	106	\$164.00	\$12,470,987
Magazine/Newspaper Subscriptions	106	\$67.04	\$5,097,699
Magazine/Newspaper Single Copies	103	\$19.81	\$1,506,200
Books	107	\$77.15	\$5,867,088

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.