





# Market Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,632	22,684	58,984
2000 Group Quarters	0	28	502
2010 Total Population	7,310	28,069	69,287
2015 Total Population	8,017	30,297	73,418
2010-2015 Annual Rate	1.86%	1.54%	1.17%
<b>Household Summary</b>			
2000 Households	2,071	8,644	22,793
2000 Average Household Size	2.72	2.62	2.57
2010 Households	2,742	10,886	27,215
2010 Average Household Size	2.67	2.58	2.52
2015 Households	3,039	11,798	28,972
2015 Average Household Size	2.64	2.57	2.51
2010-2015 Annual Rate	2.08%	1.62%	1.26%
2000 Families	1,553	6,346	16,062
2000 Average Family Size	3.17	3.07	3.05
2010 Families	1,966	7,846	18,835
2010 Average Family Size	3.17	3.03	3.02
2015 Families	2,151	8,440	19,901
2015 Average Family Size	3.15	3.02	3.01
2010-2015 Annual Rate	1.82%	1.47%	1.11%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,209	9,134	24,044
Owner Occupied Housing Units	65.2%	65.3%	63.3%
Renter Occupied Housing Units	28.2%	29.2%	31.4%
Vacant Housing Units	6.5%	5.5%	5.3%
2010 Housing Units	3,035	11,846	29,519
Owner Occupied Housing Units	57.7%	62.1%	60.8%
Renter Occupied Housing Units	32.6%	29.8%	31.4%
Vacant Housing Units	9.7%	8.1%	7.8%
2015 Housing Units	3,432	13,052	31,934
Owner Occupied Housing Units	56.4%	61.3%	60.0%
Renter Occupied Housing Units	32.1%	29.1%	30.7%
Vacant Housing Units	11.5%	9.6%	9.3%
<b>Median Household Income</b>			
2000	\$56,422	\$51,666	\$48,423
2010	\$66,434	\$64,603	\$62,677
2015	\$74,449	\$72,883	\$70,075
<b>Median Home Value</b>			
2000	\$134,265	\$125,278	\$118,722
2010	\$163,146	\$155,766	\$147,407
2015	\$181,037	\$172,837	\$163,772
<b>Per Capita Income</b>			
2000	\$22,408	\$22,836	\$22,398
2010	\$27,039	\$28,189	\$28,374
2015	\$29,804	\$31,414	\$31,752
<b>Median Age</b>			
2000	32.5	32.9	33.2
2010	33.4	34.1	34.4
2015	33.5	34.5	34.7

**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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<b>2000 Households by Income</b>			
Household Income Base	2,069	8,651	22,781
<\$15,000	12.1%	10.8%	11.6%
\$15,000 - \$24,999	9.0%	9.5%	10.9%
\$25,000 - \$34,999	9.9%	11.3%	12.3%
\$35,000 - \$49,999	12.2%	16.3%	16.8%
\$50,000 - \$74,999	26.5%	25.3%	24.3%
\$75,000 - \$99,999	19.7%	15.2%	13.3%
\$100,000 - \$149,999	8.1%	8.2%	7.6%
\$150,000 - \$199,999	1.2%	1.3%	1.7%
\$200,000+	1.2%	1.9%	1.6%
Average Household Income	\$60,702	\$60,214	\$57,472
<b>2010 Households by Income</b>			
Household Income Base	2,744	10,885	27,216
<\$15,000	9.6%	7.8%	8.2%
\$15,000 - \$24,999	6.4%	6.0%	6.9%
\$25,000 - \$34,999	10.0%	8.7%	9.0%
\$35,000 - \$49,999	8.2%	12.5%	12.8%
\$50,000 - \$74,999	23.3%	24.3%	24.5%
\$75,000 - \$99,999	23.1%	21.0%	19.5%
\$100,000 - \$149,999	15.8%	14.8%	13.8%
\$150,000 - \$199,999	2.4%	2.6%	2.9%
\$200,000+	1.2%	2.2%	2.3%
Average Household Income	\$70,316	\$73,129	\$71,876
<b>2015 Households by Income</b>			
Household Income Base	3,038	11,798	28,973
<\$15,000	8.5%	6.7%	7.0%
\$15,000 - \$24,999	5.0%	4.5%	5.2%
\$25,000 - \$34,999	7.4%	6.2%	6.4%
\$35,000 - \$49,999	9.0%	9.7%	9.7%
\$50,000 - \$74,999	20.5%	24.4%	25.3%
\$75,000 - \$99,999	24.2%	22.3%	20.8%
\$100,000 - \$149,999	21.1%	20.1%	18.9%
\$150,000 - \$199,999	3.0%	3.3%	3.7%
\$200,000+	1.3%	2.7%	2.9%
Average Household Income	\$76,789	\$81,159	\$80,075
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,419	6,036	15,260
<\$50,000	1.3%	4.1%	8.7%
\$50,000 - \$99,999	18.6%	24.2%	27.0%
\$100,000 - \$149,999	46.6%	40.8%	35.5%
\$150,000 - \$199,999	24.2%	19.7%	15.9%
\$200,000 - \$299,999	8.7%	7.8%	8.8%
\$300,000 - \$499,999	0.0%	2.9%	3.1%
\$500,000 - \$999,999	0.6%	0.4%	1.0%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$139,694	\$138,337	\$135,677
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	652	2,610	7,484
With Cash Rent	99.4%	97.8%	97.8%
No Cash Rent	0.6%	2.2%	2.2%
Median Rent	\$446	\$472	\$482
Average Rent	\$404	\$464	\$482

**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.

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ECONOMIC DEVELOPMENT

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<b>2000 Population by Age</b>			
Total	5,631	22,683	58,983
0 - 4	9.0%	8.8%	8.3%
5 - 9	8.0%	7.8%	7.7%
10 - 14	8.0%	7.3%	7.1%
15 - 24	13.3%	13.1%	13.8%
25 - 34	16.3%	16.7%	16.2%
35 - 44	18.3%	17.7%	17.0%
45 - 54	13.1%	13.4%	13.5%
55 - 64	6.8%	7.0%	7.7%
65 - 74	4.4%	4.8%	5.0%
75 - 84	2.1%	2.8%	2.9%
85 +	0.6%	0.7%	0.8%
18 +	70.5%	71.8%	72.9%
<b>2010 Population by Age</b>			
Total	7,309	28,069	69,286
0 - 4	8.7%	8.7%	8.2%
5 - 9	8.0%	8.1%	7.3%
10 - 14	7.6%	7.5%	6.9%
15 - 24	12.6%	11.5%	13.1%
25 - 34	15.6%	15.6%	15.5%
35 - 44	14.8%	15.3%	14.3%
45 - 54	14.6%	14.5%	14.5%
55 - 64	9.9%	9.9%	10.5%
65 - 74	4.8%	5.1%	5.6%
75 - 84	2.6%	2.7%	3.0%
85 +	0.9%	1.0%	1.1%
18 +	72.0%	71.9%	73.8%
<b>2015 Population by Age</b>			
Total	8,018	30,297	73,416
0 - 4	8.5%	8.5%	8.1%
5 - 9	7.9%	8.1%	7.3%
10 - 14	7.5%	7.7%	7.0%
15 - 24	12.5%	12.0%	13.1%
25 - 34	16.2%	14.6%	14.9%
35 - 44	13.7%	15.1%	14.1%
45 - 54	13.5%	13.5%	13.4%
55 - 64	10.8%	10.6%	11.0%
65 - 74	5.9%	6.3%	6.9%
75 - 84	2.4%	2.7%	3.0%
85 +	1.0%	1.0%	1.1%
18 +	72.1%	71.7%	73.8%
<b>2000 Population by Sex</b>			
Males	49.1%	48.7%	48.9%
Females	50.9%	51.3%	51.1%
<b>2010 Population by Sex</b>			
Males	49.3%	48.6%	48.7%
Females	50.7%	51.4%	51.3%
<b>2015 Population by Sex</b>			
Males	49.3%	48.5%	48.6%
Females	50.7%	51.5%	51.4%

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

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<b>2000 Population by Race/Ethnicity</b>			
Total	5,632	22,684	58,983
White Alone	97.6%	97.0%	96.6%
Black Alone	0.5%	0.8%	1.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	0.5%	0.7%	1.0%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	0.9%	1.0%	1.0%
Hispanic Origin	1.1%	0.9%	1.0%
Diversity Index	6.8	7.6	8.6
<b>2010 Population by Race/Ethnicity</b>			
Total	7,310	28,069	69,286
White Alone	96.4%	95.7%	95.1%
Black Alone	0.8%	1.2%	1.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	1.0%	1.4%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	1.8%	1.6%	1.5%
Diversity Index	10.4	11.2	12.2
<b>2015 Population by Race/Ethnicity</b>			
Total	8,017	30,298	73,418
White Alone	95.9%	95.0%	94.5%
Black Alone	1.0%	1.4%	1.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	1.2%	1.6%
Some Other Race Alone	0.7%	0.7%	0.5%
Two or More Races	1.4%	1.5%	1.5%
Hispanic Origin	2.2%	1.9%	1.9%
Diversity Index	12.0	12.9	14.0
<b>2000 Population 3+ by School Enrollment</b>			
Total	5,325	21,600	56,113
Enrolled in Nursery/Preschool	3.0%	2.6%	2.4%
Enrolled in Kindergarten	0.7%	1.2%	1.2%
Enrolled in Grade 1-8	14.3%	12.9%	12.8%
Enrolled in Grade 9-12	7.1%	6.0%	5.7%
Enrolled in College	3.6%	3.6%	3.9%
Enrolled in Grad/Prof School	0.5%	0.7%	0.7%
Not Enrolled in School	70.7%	72.9%	73.2%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,618	17,996	44,705
Less Than 9th Grade	3.6%	3.0%	3.2%
9th to 12th Grade, No Diploma	9.7%	7.5%	7.9%
High School Graduate	32.1%	32.6%	32.8%
Some College, No Degree	23.3%	21.8%	21.4%
Associate Degree	9.0%	10.6%	9.9%
Bachelor's Degree	16.7%	17.1%	16.3%
Graduate/Professional Degree	5.5%	7.3%	8.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

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<b>2010 Population 15+ by Marital Status</b>			
Total	5,538	21,233	53,787
Never Married	27.4%	24.8%	26.0%
Married	58.1%	59.3%	56.9%
Widowed	5.4%	5.2%	4.9%
Divorced	9.1%	10.7%	12.2%
<b>2000 Population 16+ by Employment Status</b>			
Total	4,118	17,072	44,645
In Labor Force	75.0%	73.5%	72.7%
Civilian Employed	73.9%	71.4%	70.3%
Civilian Unemployed	1.1%	2.1%	2.4%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	25.0%	26.5%	27.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.9%	89.9%	88.9%
Civilian Unemployed	8.1%	10.1%	11.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.4%	91.8%	91.0%
Civilian Unemployed	6.6%	8.2%	9.0%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,178	8,894	23,168
Own Children < 6 Only	12.7%	10.8%	10.2%
Employed/in Armed Forces	9.2%	7.3%	6.6%
Unemployed	0.5%	0.3%	0.4%
Not in Labor Force	3.0%	3.2%	3.3%
Own Children <6 and 6-17 Only	6.6%	6.8%	6.8%
Employed/in Armed Forces	4.9%	4.2%	3.9%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	1.7%	2.4%	2.8%
Own Children 6-17 Only	21.7%	19.0%	18.6%
Employed/in Armed Forces	19.7%	15.3%	14.1%
Unemployed	0.0%	0.3%	0.5%
Not in Labor Force	2.0%	3.3%	4.0%
No Own Children < 18	59.1%	63.4%	64.4%
Employed/in Armed Forces	34.5%	37.7%	38.5%
Unemployed	0.6%	1.1%	1.3%
Not in Labor Force	24.0%	24.6%	24.5%
<b>2010 Employed Population 16+ by Industry</b>			
Total	3,629	13,664	33,942
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	6.1%	7.0%	6.5%
Manufacturing	10.0%	11.7%	11.7%
Wholesale Trade	2.8%	3.4%	3.6%
Retail Trade	13.9%	13.4%	13.2%
Transportation/Utilities	4.3%	4.3%	4.4%
Information	1.5%	1.6%	1.7%
Finance/Insurance/Real Estate	5.9%	7.4%	7.2%
Services	53.6%	48.5%	48.3%
Public Administration	1.8%	2.7%	3.2%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	3,632	13,661	33,941
White Collar	63.5%	64.3%	62.8%
Management/Business/Financial	14.8%	15.5%	14.9%
Professional	19.4%	20.1%	20.7%
Sales	13.9%	12.7%	12.1%
Administrative Support	15.4%	16.1%	15.1%
Services	18.2%	15.8%	16.2%
Blue Collar	18.3%	19.8%	21.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.6%	4.6%	4.9%
Installation/Maintenance/Repair	5.1%	4.5%	4.6%
Production	5.8%	5.9%	6.2%
Transportation/Material Moving	3.7%	4.8%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	2,955	11,888	30,602
Drove Alone - Car, Truck, or Van	85.5%	85.2%	84.9%
Carpooled - Car, Truck, or Van	10.7%	10.4%	9.9%
Public Transportation	0.7%	1.1%	1.5%
Walked	1.0%	0.7%	1.0%
Other Means	0.1%	0.3%	0.5%
Worked at Home	1.9%	2.3%	2.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,955	11,888	30,603
Did not Work at Home	98.1%	97.7%	97.8%
Less than 5 minutes	1.7%	2.1%	1.9%
5 to 9 minutes	9.7%	7.5%	7.9%
10 to 19 minutes	21.4%	22.9%	24.0%
20 to 24 minutes	10.3%	10.5%	12.0%
25 to 34 minutes	25.8%	24.9%	25.8%
35 to 44 minutes	13.0%	13.0%	11.3%
45 to 59 minutes	12.4%	12.9%	10.6%
60 to 89 minutes	3.2%	3.0%	3.0%
90 or more minutes	0.7%	0.9%	1.4%
Worked at Home	1.9%	2.3%	2.2%
Average Travel Time to Work (in min)	27.1	27.5	27.0
<b>2000 Households by Vehicles Available</b>			
Total	2,071	8,673	22,812
None	8.5%	5.9%	5.0%
1	26.1%	25.3%	29.0%
2	45.2%	46.8%	45.4%
3	14.8%	16.2%	15.4%
4	4.1%	4.3%	4.0%
5+	1.4%	1.5%	1.3%
Average Number of Vehicles Available	1.9	1.9	1.9

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

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<b>2000 Households by Type</b>			
Total	2,073	8,644	22,794
Family Households	74.9%	73.4%	70.5%
Married-couple Family	62.2%	59.4%	55.6%
With Related Children	34.5%	31.5%	28.2%
Other Family (No Spouse)	12.7%	14.0%	14.8%
With Related Children	9.5%	9.9%	10.5%
Nonfamily Households	25.0%	26.6%	29.5%
Householder Living Alone	20.5%	21.6%	23.7%
Householder Not Living Alone	4.6%	5.0%	5.9%
Households with Related Children	44.0%	41.3%	38.6%
Households with Persons 65+	14.6%	16.0%	15.9%
<b>2000 Households by Size</b>			
Total	2,071	8,644	22,793
1 Person Household	20.5%	21.6%	23.7%
2 Person Household	30.6%	32.4%	33.3%
3 Person Household	19.5%	19.7%	18.7%
4 Person Household	19.6%	17.2%	15.5%
5 Person Household	6.4%	6.2%	6.2%
6 Person Household	2.8%	2.3%	2.0%
7 + Person Household	0.6%	0.6%	0.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,073	8,674	22,812
Moved in 1999 to March 2000	26.2%	22.8%	24.1%
Moved in 1995 to 1998	31.7%	32.3%	31.9%
Moved in 1990 to 1994	15.8%	16.8%	16.4%
Moved in 1980 to 1989	13.3%	13.4%	12.7%
Moved in 1970 to 1979	6.5%	7.0%	7.9%
Moved in 1969 or Earlier	6.5%	7.7%	6.9%
Median Year Householder Moved In	1996	1995	1996
<b>2000 Housing Units by Units in Structure</b>			
Total	2,212	9,171	24,019
1, Detached	68.1%	64.6%	58.2%
1, Attached	0.5%	3.9%	5.3%
2	0.3%	0.7%	0.6%
3 or 4	2.4%	3.5%	2.8%
5 to 9	12.6%	9.9%	9.1%
10 to 19	11.2%	12.9%	12.4%
20 +	4.2%	2.2%	5.6%
Mobile Home	0.7%	2.3%	5.9%
Other	0.0%	0.1%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,211	9,170	24,017
1999 to March 2000	4.4%	2.9%	2.9%
1995 to 1998	13.9%	13.2%	12.3%
1990 to 1994	8.5%	12.7%	14.1%
1980 to 1989	19.0%	19.4%	19.9%
1970 to 1979	32.6%	23.3%	22.8%
1969 or Earlier	21.5%	28.5%	28.0%
Median Year Structure Built	1979	1979	1980

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

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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers	Up and Coming Families	Up and Coming Families
2.	Up and Coming Families	Old and Newcomers	Enterprising Professionals
3.	Green Acres	Green Acres	Crossroads
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,673,245	\$19,190,586	\$47,807,079
Average Spent	\$1,704.51	\$1,762.94	\$1,756.67
Spending Potential Index	71	74	73
Computers & Accessories: Total \$	\$628,365	\$2,582,812	\$6,389,826
Average Spent	\$229.19	\$237.27	\$234.79
Spending Potential Index	104	108	107
Education: Total \$	\$3,455,429	\$14,219,448	\$34,965,198
Average Spent	\$1,260.33	\$1,306.27	\$1,284.80
Spending Potential Index	103	107	105
Entertainment/Recreation: Total \$	\$9,092,684	\$37,670,912	\$91,998,121
Average Spent	\$3,316.45	\$3,460.63	\$3,380.47
Spending Potential Index	103	107	105
Food at Home: Total \$	\$12,221,042	\$50,167,888	\$124,469,919
Average Spent	\$4,457.48	\$4,608.66	\$4,573.65
Spending Potential Index	100	103	102
Food Away from Home: Total \$	\$9,014,711	\$37,080,111	\$92,239,022
Average Spent	\$3,288.01	\$3,406.36	\$3,389.32
Spending Potential Index	102	106	105
Health Care: Total \$	\$9,937,871	\$41,085,520	\$99,242,707
Average Spent	\$3,624.72	\$3,774.31	\$3,646.67
Spending Potential Index	97	101	98
HH Furnishings & Equipment: Total \$	\$5,044,265	\$20,932,568	\$51,149,174
Average Spent	\$1,839.84	\$1,922.97	\$1,879.48
Spending Potential Index	89	93	91
Investments: Total \$	\$4,416,565	\$18,428,525	\$43,625,346
Average Spent	\$1,610.89	\$1,692.93	\$1,603.01
Spending Potential Index	93	97	92
Retail Goods: Total \$	\$65,577,376	\$272,311,046	\$668,760,506
Average Spent	\$23,918.58	\$25,015.79	\$24,573.60
Spending Potential Index	96	101	99
Shelter: Total \$	\$44,745,602	\$183,092,719	\$451,833,403
Average Spent	\$16,320.43	\$16,819.77	\$16,602.61
Spending Potential Index	103	107	105
TV/Video/Audio: Total \$	\$3,422,165	\$14,091,294	\$35,009,640
Average Spent	\$1,248.20	\$1,294.49	\$1,286.43
Spending Potential Index	101	104	104
Travel: Total \$	\$5,298,712	\$21,844,035	\$52,782,721
Average Spent	\$1,932.64	\$2,006.70	\$1,939.50
Spending Potential Index	102	106	102
Vehicle Maintenance & Repairs: Total \$	\$2,607,514	\$10,773,002	\$26,574,088
Average Spent	\$951.06	\$989.66	\$976.47
Spending Potential Index	101	105	104

**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.

March 27, 2012

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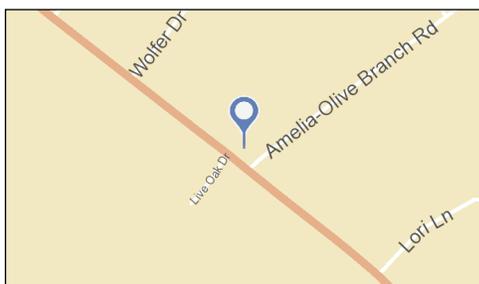
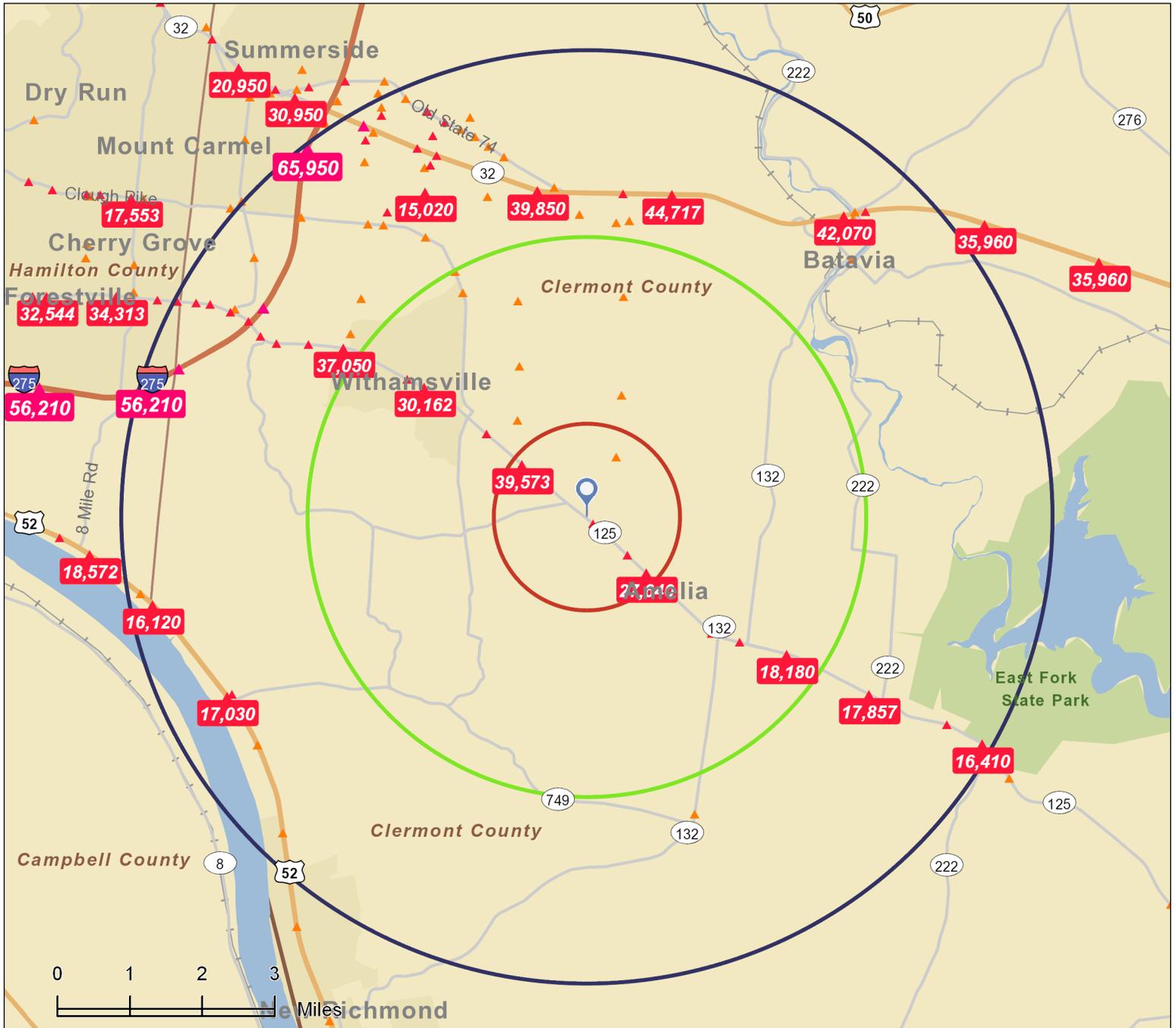
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

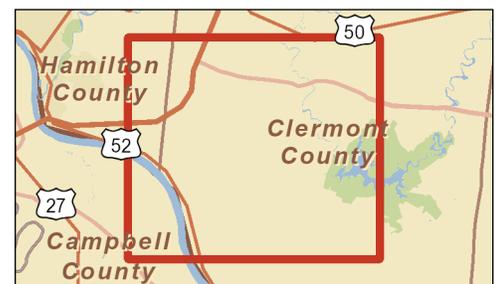
Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202



- 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®

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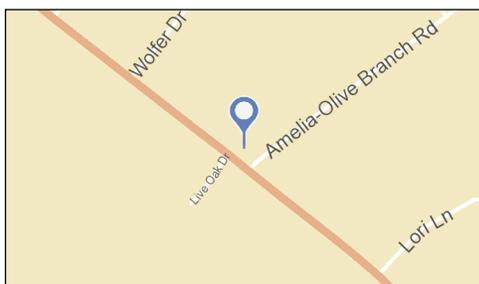
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

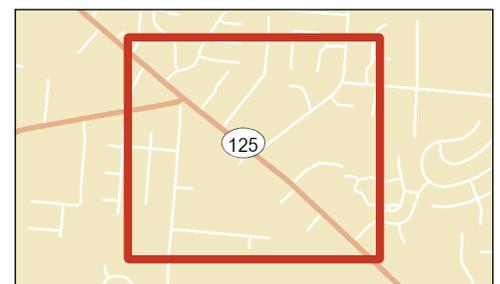
Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202



- 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



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March 27, 2012

Made with Esri Business Analyst



# Business Summary

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	120	693	2,208
Total Employees:	1,066	7,107	26,668
Total Residential Population:	7,310	28,069	69,287
Employee/Residential Population Ratio:	0.15	0.25	0.39

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	2.0%	3	0.2%	31	4.4%	146	2.1%	68	3.1%	338	1.3%
Construction	13	10.8%	33	3.1%	83	12.0%	491	6.9%	223	10.1%	1,047	3.9%
Manufacturing	2	1.4%	38	3.5%	42	6.1%	1,690	23.8%	89	4.0%	2,488	9.3%
Transportation	2	2.0%	6	0.6%	21	3.1%	57	0.8%	53	2.4%	1,077	4.0%
Communication	0	0.0%	0	0.0%	1	0.2%	1	0.0%	14	0.6%	37	0.1%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.2%	102	0.4%
Wholesale Trade	1	1.2%	8	0.7%	38	5.4%	213	3.0%	107	4.8%	1,770	6.6%
<b>Retail Trade Summary</b>	<b>29</b>	<b>24.2%</b>	<b>195</b>	<b>18.2%</b>	<b>153</b>	<b>22.1%</b>	<b>1,264</b>	<b>17.8%</b>	<b>519</b>	<b>23.5%</b>	<b>9,032</b>	<b>33.9%</b>
Home Improvement	2	1.8%	5	0.5%	11	1.5%	36	0.5%	29	1.3%	462	1.7%
General Merchandise Stores	1	0.7%	5	0.4%	5	0.7%	32	0.4%	16	0.7%	1,515	5.7%
Food Stores	2	1.7%	52	4.9%	11	1.5%	382	5.4%	37	1.7%	1,282	4.8%
Auto Dealers, Gas Stations, Auto Aftermarket	7	5.9%	28	2.6%	36	5.2%	155	2.2%	84	3.8%	869	3.3%
Apparel & Accessory Stores	1	0.5%	2	0.2%	3	0.5%	11	0.2%	43	1.9%	331	1.2%
Furniture & Home Furnishings	4	3.1%	5	0.5%	18	2.6%	104	1.5%	60	2.7%	448	1.7%
Eating & Drinking Places	4	3.4%	66	6.2%	40	5.8%	454	6.4%	134	6.1%	2,863	10.7%
Miscellaneous Retail	9	7.2%	32	3.0%	29	4.2%	90	1.3%	115	5.2%	1,262	4.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>18</b>	<b>15.2%</b>	<b>333</b>	<b>31.2%</b>	<b>64</b>	<b>9.3%</b>	<b>1,079</b>	<b>15.2%</b>	<b>213</b>	<b>9.6%</b>	<b>1,804</b>	<b>6.8%</b>
Banks, Savings & Lending Institutions	4	3.3%	22	2.1%	13	1.8%	66	0.9%	52	2.4%	280	1.0%
Securities Brokers	0	0.2%	1	0.1%	3	0.4%	7	0.1%	12	0.6%	22	0.1%
Insurance Carriers & Agents	7	5.5%	292	27.4%	19	2.8%	892	12.6%	52	2.4%	1,093	4.1%
Real Estate, Holding, Other Investment Offices	7	6.2%	18	1.7%	30	4.3%	115	1.6%	96	4.4%	408	1.5%
<b>Services Summary</b>	<b>47</b>	<b>39.5%</b>	<b>401</b>	<b>37.7%</b>	<b>235</b>	<b>33.9%</b>	<b>2,011</b>	<b>28.3%</b>	<b>786</b>	<b>35.6%</b>	<b>7,077</b>	<b>26.5%</b>
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	9	0.1%	11	0.5%	218	0.8%
Automotive Services	4	3.1%	8	0.7%	24	3.4%	76	1.1%	71	3.2%	290	1.1%
Motion Pictures & Amusements	3	2.2%	2	0.2%	23	3.4%	124	1.7%	60	2.7%	467	1.8%
Health Services	2	1.8%	7	0.6%	18	2.6%	126	1.8%	102	4.6%	1,517	5.7%
Legal Services	2	1.4%	5	0.4%	9	1.3%	42	0.6%	35	1.6%	176	0.7%
Education Institutions & Libraries	5	4.0%	232	21.7%	12	1.7%	532	7.5%	46	2.1%	1,744	6.5%
Other Services	32	26.9%	148	13.9%	148	21.3%	1,102	15.5%	460	20.8%	2,667	10.0%
<b>Government</b>	<b>2</b>	<b>1.4%</b>	<b>49</b>	<b>4.6%</b>	<b>7</b>	<b>1.1%</b>	<b>147</b>	<b>2.1%</b>	<b>89</b>	<b>4.0%</b>	<b>1,864</b>	<b>7.0%</b>
<b>Other</b>	<b>3</b>	<b>2.4%</b>	<b>1</b>	<b>0.1%</b>	<b>16</b>	<b>2.4%</b>	<b>7</b>	<b>0.1%</b>	<b>45</b>	<b>2.0%</b>	<b>31</b>	<b>0.1%</b>
<b>Totals</b>	<b>120</b>	<b>100%</b>	<b>1,066</b>	<b>100%</b>	<b>693</b>	<b>100%</b>	<b>7,107</b>	<b>100%</b>	<b>2,208</b>	<b>100%</b>	<b>26,668</b>	<b>100%</b>

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

March 27, 2012



# Business Summary

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	2	0.0%	6	0.3%	10	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	2	0.0%	3	0.1%	6	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	12	0.0%
Construction	13	10.8%	33	3.1%	84	12.1%	491	6.9%	232	10.5%	1,053	4.0%
Manufacturing	2	1.4%	38	3.5%	42	6.1%	1,689	23.8%	92	4.1%	2,497	9.4%
Wholesale Trade	1	1.2%	8	0.7%	36	5.2%	189	2.7%	97	4.4%	1,554	5.8%
Retail Trade	25	20.8%	128	12.0%	112	16.1%	809	11.4%	378	17.1%	6,149	23.1%
Motor Vehicle & Parts Dealers	6	4.7%	21	2.0%	28	4.1%	113	1.6%	61	2.8%	759	2.8%
Furniture & Home Furnishings Stores	3	2.2%	4	0.4%	11	1.6%	54	0.8%	30	1.4%	290	1.1%
Electronics & Appliance Stores	1	0.9%	1	0.1%	7	1.0%	50	0.7%	25	1.1%	135	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.8%	5	0.5%	10	1.5%	34	0.5%	28	1.3%	458	1.7%
Food & Beverage Stores	3	2.4%	53	4.9%	12	1.7%	381	5.4%	35	1.6%	1,295	4.9%
Health & Personal Care Stores	2	1.3%	12	1.1%	7	1.0%	35	0.5%	24	1.1%	269	1.0%
Gasoline Stations	1	1.1%	6	0.6%	8	1.1%	42	0.6%	23	1.0%	110	0.4%
Clothing & Clothing Accessories Stores	1	1.1%	12	1.1%	4	0.6%	24	0.3%	51	2.3%	397	1.5%
Sport Goods, Hobby, Book, & Music Stores	1	1.2%	1	0.1%	3	0.4%	2	0.0%	29	1.3%	290	1.1%
General Merchandise Stores	1	0.7%	5	0.4%	5	0.7%	32	0.4%	16	0.7%	1,515	5.7%
Miscellaneous Store Retailers	3	2.9%	8	0.7%	14	2.1%	39	0.6%	48	2.2%	427	1.6%
Nonstore Retailers	1	0.5%	0	0.0%	3	0.4%	2	0.0%	7	0.3%	202	0.8%
Transportation & Warehousing	2	2.0%	6	0.6%	21	3.1%	62	0.9%	48	2.2%	1,039	3.9%
Information	1	0.9%	4	0.3%	5	0.8%	19	0.3%	31	1.4%	132	0.5%
Finance & Insurance	11	9.0%	315	29.5%	36	5.2%	967	13.6%	118	5.3%	1,398	5.2%
Central Bank/Credit Intermediation & Related Activities	4	3.3%	22	2.1%	14	2.0%	68	1.0%	53	2.4%	282	1.1%
Securities, Commodity Contracts & Other Financial	0	0.2%	1	0.1%	3	0.4%	7	0.1%	12	0.6%	22	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	7	5.5%	292	27.4%	19	2.8%	892	12.6%	52	2.4%	1,093	4.1%
Real Estate, Rental & Leasing	8	6.4%	21	1.9%	40	5.8%	149	2.1%	123	5.6%	498	1.9%
Professional, Scientific & Tech Services	13	10.9%	39	3.7%	54	7.8%	418	5.9%	197	8.9%	1,243	4.7%
Legal Services	3	2.1%	7	0.7%	10	1.5%	45	0.6%	42	1.9%	189	0.7%
Management of Companies & Enterprises	0	0.3%	2	0.2%	1	0.1%	7	0.1%	1	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	6	5.0%	11	1.0%	42	6.1%	150	2.1%	110	5.0%	620	2.3%
Educational Services	5	4.2%	231	21.7%	17	2.5%	535	7.5%	53	2.4%	1,729	6.5%
Health Care & Social Assistance	5	4.4%	42	3.9%	29	4.1%	212	3.0%	137	6.2%	1,861	7.0%
Arts, Entertainment & Recreation	2	1.3%	0	0.0%	15	2.2%	98	1.4%	45	2.0%	393	1.5%
Accommodation & Food Services	4	3.4%	66	6.2%	41	5.9%	462	6.5%	149	6.7%	3,089	11.6%
Accommodation	0	0.0%	0	0.0%	1	0.1%	9	0.1%	11	0.5%	218	0.8%
Food Services & Drinking Places	4	3.4%	66	6.2%	40	5.8%	454	6.4%	137	6.2%	2,871	10.8%
Other Services (except Public Administration)	17	14.3%	73	6.8%	90	13.0%	682	9.6%	252	11.4%	1,421	5.3%
Automotive Repair & Maintenance	4	3.1%	8	0.7%	18	2.6%	66	0.9%	54	2.4%	259	1.0%
Public Administration	2	1.4%	49	4.6%	7	1.1%	147	2.1%	89	4.0%	1,864	7.0%
Unclassified Establishments	3	2.4%	1	0.1%	17	2.5%	17	0.2%	48	2.2%	93	0.3%
<b>Total</b>	<b>120</b>	<b>100%</b>	<b>1,066</b>	<b>100%</b>	<b>693</b>	<b>100%</b>	<b>7,107</b>	<b>100%</b>	<b>2,208</b>	<b>100%</b>	<b>26,668</b>	<b>100%</b>

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

## Summary Demographics

2010 Population	7,310
2010 Households	2,742
2010 Median Disposable Income	\$51,259
2010 Per Capita Income	\$27,041

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	\$71,738,811	\$26,975,374	\$44,763,436	45.3	30
Total Retail Trade	44-45	\$61,230,480	\$24,093,498	\$37,136,982	43.5	25
Total Food & Drink	722	\$10,508,331	\$2,881,876	\$7,626,455	57.0	5

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,556,738	\$2,478,469	\$12,078,269	70.9	5
Automobile Dealers	4411	\$12,348,381	\$1,433,843	\$10,914,538	79.2	2
Other Motor Vehicle Dealers	4412	\$1,069,305	\$193,424	\$875,881	69.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,139,052	\$851,202	\$287,850	14.5	2
Furniture & Home Furnishings Stores	442	\$1,043,337	\$727,193	\$316,144	17.9	3
Furniture Stores	4421	\$537,536	\$470,644	\$66,893	6.6	1
Home Furnishings Stores	4422	\$505,800	\$256,549	\$249,251	32.7	1
Electronics & Appliance Stores	4431	\$2,570,698	\$236,456	\$2,334,243	83.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,352,749	\$227,848	\$2,124,901	82.3	2
Bldg Material & Supplies Dealers	4441	\$2,221,452	\$205,438	\$2,016,013	83.1	2
Lawn & Garden Equip & Supply Stores	4442	\$131,297	\$22,410	\$108,887	70.8	0
Food & Beverage Stores	445	\$10,775,725	\$11,795,538	\$-1,019,813	-4.5	3
Grocery Stores	4451	\$10,328,376	\$11,678,198	\$-1,349,822	-6.1	1
Specialty Food Stores	4452	\$153,546	\$49,709	\$103,836	51.1	1
Beer, Wine & Liquor Stores	4453	\$293,804	\$67,631	\$226,173	62.6	1
Health & Personal Care Stores	446,4461	\$1,225,149	\$1,098,351	\$126,798	5.5	2
Gasoline Stations	447,4471	\$10,132,413	\$3,985,731	\$6,146,682	43.5	1
Clothing & Clothing Accessories Stores	448	\$1,774,138	\$564,624	\$1,209,514	51.7	2
Clothing Stores	4481	\$1,289,722	\$132,659	\$1,157,064	81.3	1
Shoe Stores	4482	\$281,535	\$0	\$281,535	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$202,881	\$431,965	\$-229,084	-36.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$291,624	\$176,697	\$114,926	24.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$225,281	\$14,725	\$210,556	87.7	1
Book, Periodical & Music Stores	4512	\$66,343	\$161,973	\$-95,630	-41.9	1
General Merchandise Stores	452	\$10,039,664	\$2,256,958	\$7,782,706	63.3	1
Department Stores Excluding Leased Depts.	4521	\$4,326,898	\$0	\$4,326,898	100.0	0
Other General Merchandise Stores	4529	\$5,712,766	\$2,256,958	\$3,455,808	43.4	1
Miscellaneous Store Retailers	453	\$857,384	\$210,115	\$647,269	60.6	4
Florists	4531	\$48,914	\$119,852	\$-70,937	-42.0	1
Office Supplies, Stationery & Gift Stores	4532	\$292,744	\$0	\$292,744	100.0	0
Used Merchandise Stores	4533	\$19,960	\$25,264	\$-5,303	-11.7	1
Other Miscellaneous Store Retailers	4539	\$495,766	\$65,000	\$430,766	76.8	1
Nonstore Retailers	454	\$5,610,860	\$335,517	\$5,275,343	88.7	1
Electronic Shopping & Mail-Order Houses	4541	\$5,298,206	\$291,480	\$5,006,726	89.6	0
Vending Machine Operators	4542	\$8,017	\$44,038	\$-36,021	-69.2	0
Direct Selling Establishments	4543	\$304,637	\$0	\$304,637	100.0	0
Food Services & Drinking Places	722	\$10,508,331	\$2,881,876	\$7,626,455	57.0	5
Full-Service Restaurants	7221	\$3,739,379	\$1,279,299	\$2,460,081	49.0	2
Limited-Service Eating Places	7222	\$5,840,908	\$1,518,487	\$4,322,421	58.7	2
Special Food Services	7223	\$734,866	\$0	\$734,866	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$193,178	\$84,090	\$109,087	39.3	1

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

Source: Esri and Infogroup

March 27, 2012

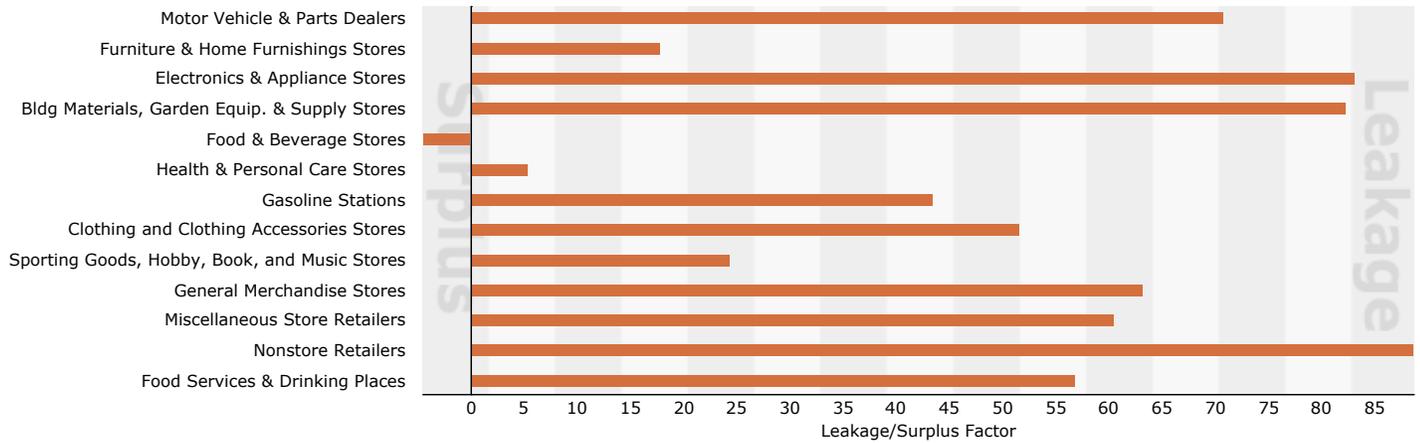
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# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

## Summary Demographics

2010 Population	28,069
2010 Households	10,886
2010 Median Disposable Income	\$50,720
2010 Per Capita Income	\$28,189

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	\$296,520,041	\$181,318,698	\$115,201,343	24.1	153
Total Retail Trade	44-45	\$253,284,104	\$158,230,128	\$95,053,975	23.1	111
Total Food & Drink	722	\$43,235,937	\$23,088,569	\$20,147,368	30.4	42

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$60,505,635	\$38,437,322	\$22,068,312	22.3	26
Automobile Dealers	4411	\$51,349,030	\$34,607,273	\$16,741,757	19.5	17
Other Motor Vehicle Dealers	4412	\$4,466,883	\$2,055,443	\$2,411,440	37.0	5
Auto Parts, Accessories & Tire Stores	4413	\$4,689,721	\$1,774,607	\$2,915,115	45.1	4
Furniture & Home Furnishings Stores	442	\$4,314,130	\$5,019,228	\$-705,098	-7.6	11
Furniture Stores	4421	\$2,226,190	\$1,612,742	\$613,448	16.0	4
Home Furnishings Stores	4422	\$2,087,940	\$3,406,486	\$-1,318,546	-24.0	7
Electronics & Appliance Stores	4431	\$10,633,688	\$4,345,442	\$6,288,247	42.0	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,814,614	\$1,169,105	\$8,645,509	78.7	9
Bldg Material & Supplies Dealers	4441	\$9,266,988	\$998,128	\$8,268,860	80.6	7
Lawn & Garden Equip & Supply Stores	4442	\$547,626	\$170,977	\$376,649	52.4	2
Food & Beverage Stores	445	\$44,349,239	\$41,865,199	\$2,484,040	2.9	11
Grocery Stores	4451	\$42,512,607	\$41,608,492	\$904,115	1.1	8
Specialty Food Stores	4452	\$631,677	\$85,029	\$546,648	76.3	1
Beer, Wine & Liquor Stores	4453	\$1,204,955	\$171,678	\$1,033,277	75.1	2
Health & Personal Care Stores	446,4461	\$5,043,579	\$3,421,534	\$1,622,046	19.2	7
Gasoline Stations	447,4471	\$41,984,711	\$33,413,208	\$8,571,503	11.4	9
Clothing & Clothing Accessories Stores	448	\$7,312,413	\$1,246,799	\$6,065,615	70.9	5
Clothing Stores	4481	\$5,313,948	\$698,535	\$4,615,413	76.8	4
Shoe Stores	4482	\$1,160,501	\$0	\$1,160,501	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$837,964	\$548,263	\$289,701	20.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,203,112	\$248,855	\$954,257	65.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$930,613	\$64,541	\$866,072	87.0	2
Book, Periodical & Music Stores	4512	\$272,499	\$184,314	\$88,185	19.3	1
General Merchandise Stores	452	\$41,411,526	\$26,604,427	\$14,807,099	21.8	5
Department Stores Excluding Leased Depts.	4521	\$17,865,249	\$11,499,539	\$6,365,710	21.7	1
Other General Merchandise Stores	4529	\$23,546,277	\$15,104,888	\$8,441,389	21.8	4
Miscellaneous Store Retailers	453	\$3,550,050	\$986,930	\$2,563,121	56.5	15
Florists	4531	\$204,176	\$287,889	\$-83,713	-17.0	4
Office Supplies, Stationery & Gift Stores	4532	\$1,208,340	\$243,464	\$964,876	66.5	2
Used Merchandise Stores	4533	\$82,235	\$99,205	\$-16,970	-9.4	4
Other Miscellaneous Store Retailers	4539	\$2,055,300	\$356,372	\$1,698,928	70.4	5
Nonstore Retailers	454	\$23,161,407	\$1,472,082	\$21,689,325	88.0	3
Electronic Shopping & Mail-Order Houses	4541	\$21,850,063	\$1,337,379	\$20,512,684	88.5	2
Vending Machine Operators	4542	\$32,988	\$134,703	\$-101,715	-60.7	1
Direct Selling Establishments	4543	\$1,278,357	\$0	\$1,278,357	100.0	0
Food Services & Drinking Places	722	\$43,235,937	\$23,088,569	\$20,147,368	30.4	42
Full-Service Restaurants	7221	\$15,369,433	\$11,856,310	\$3,513,123	12.9	21
Limited-Service Eating Places	7222	\$24,059,562	\$10,763,173	\$13,296,389	38.2	17
Special Food Services	7223	\$3,023,098	\$312,994	\$2,710,104	81.2	2
Drinking Places - Alcoholic Beverages	7224	\$783,844	\$156,093	\$627,752	66.8	2

**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 27, 2012

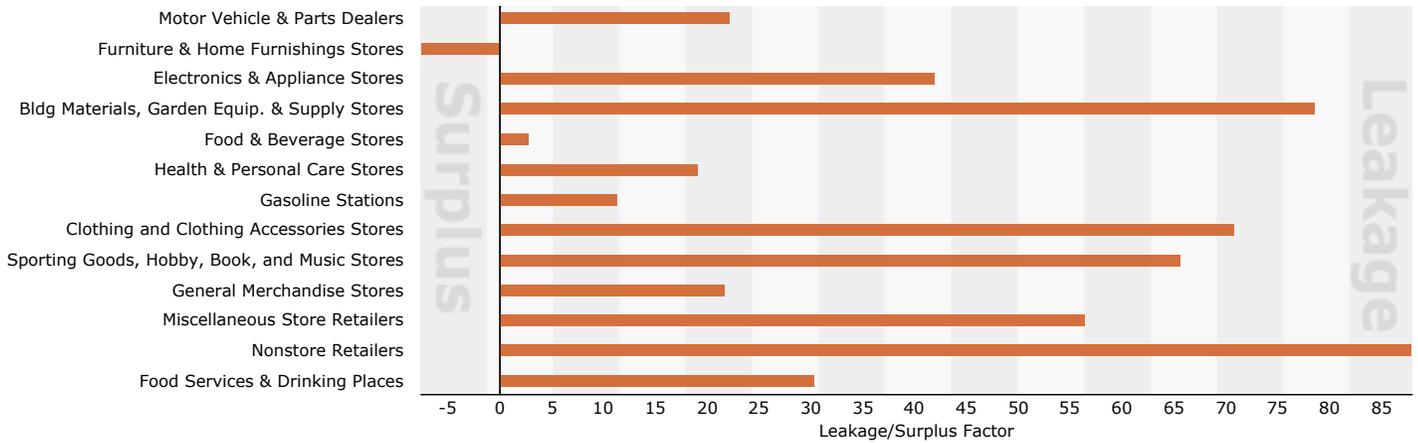
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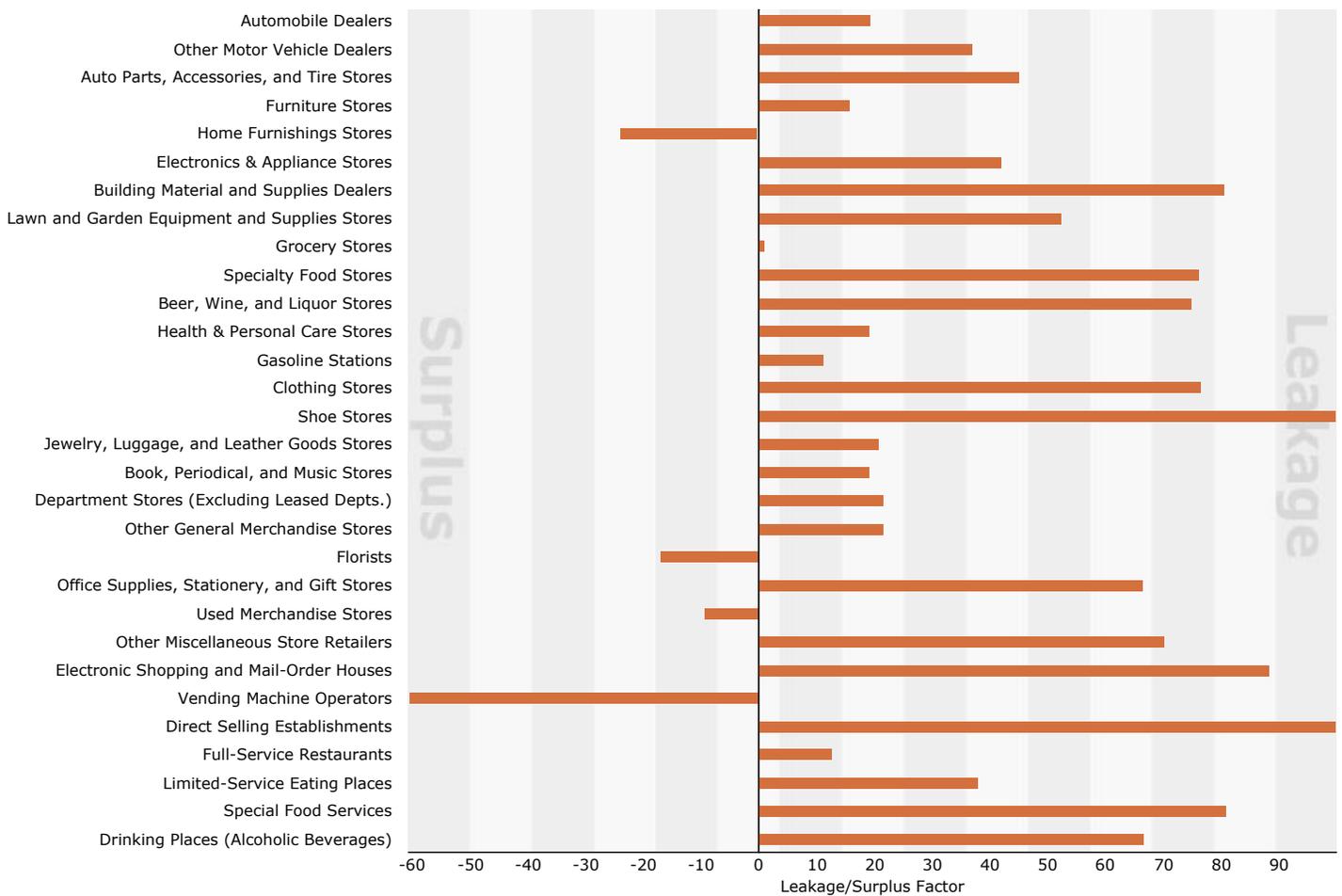
# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

## Summary Demographics

2010 Population	69,287
2010 Households	27,215
2010 Median Disposable Income	\$49,346
2010 Per Capita Income	\$28,374

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	\$730,681,246	\$927,342,930	\$-196,661,684	-11.9	518
Total Retail Trade	44-45	\$623,518,816	\$803,995,221	\$-180,476,405	-12.6	379
Total Food & Drink	722	\$107,162,430	\$123,347,709	\$-16,185,279	-7.0	139

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$148,881,744	\$176,347,556	\$-27,465,812	-8.4	58
Automobile Dealers	4411	\$126,671,221	\$144,089,816	\$-17,418,595	-6.4	31
Other Motor Vehicle Dealers	4412	\$10,640,058	\$25,545,775	\$-14,905,718	-41.2	15
Auto Parts, Accessories & Tire Stores	4413	\$11,570,465	\$6,711,965	\$4,858,500	26.6	12
Furniture & Home Furnishings Stores	442	\$10,661,271	\$30,069,709	\$-19,408,438	-47.7	28
Furniture Stores	4421	\$5,569,840	\$24,032,645	\$-18,462,805	-62.4	17
Home Furnishings Stores	4422	\$5,091,431	\$6,037,064	\$-945,633	-8.5	12
Electronics & Appliance Stores	4431	\$26,093,422	\$15,664,621	\$10,428,800	25.0	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,491,277	\$38,198,601	\$-14,707,323	-23.8	28
Bldg Material & Supplies Dealers	4441	\$22,180,949	\$37,390,229	\$-15,209,280	-25.5	21
Lawn & Garden Equip & Supply Stores	4442	\$1,310,328	\$808,371	\$501,957	23.7	7
Food & Beverage Stores	445	\$109,733,120	\$155,998,891	\$-46,265,770	-17.4	32
Grocery Stores	4451	\$105,094,692	\$152,016,494	\$-46,921,802	-18.2	24
Specialty Food Stores	4452	\$1,601,868	\$968,381	\$633,487	24.6	4
Beer, Wine & Liquor Stores	4453	\$3,036,561	\$3,014,016	\$22,545	0.4	4
Health & Personal Care Stores	446,4461	\$12,498,044	\$15,896,459	\$-3,398,414	-12.0	25
Gasoline Stations	447,4471	\$103,668,997	\$82,484,360	\$21,184,637	11.4	23
Clothing & Clothing Accessories Stores	448	\$18,354,323	\$23,547,518	\$-5,193,195	-12.4	53
Clothing Stores	4481	\$13,350,230	\$16,892,522	\$-3,542,291	-11.7	33
Shoe Stores	4482	\$2,912,044	\$3,594,050	\$-682,007	-10.5	10
Jewelry, Luggage & Leather Goods Stores	4483	\$2,092,049	\$3,060,946	\$-968,897	-18.8	10
Sporting Goods, Hobby, Book & Music Stores	451	\$3,059,929	\$9,601,011	\$-6,541,082	-51.7	29
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,335,672	\$6,154,414	\$-3,818,743	-45.0	25
Book, Periodical & Music Stores	4512	\$724,257	\$3,446,597	\$-2,722,339	-65.3	4
General Merchandise Stores	452	\$101,952,649	\$151,565,362	\$-49,612,713	-19.6	17
Department Stores Excluding Leased Depts.	4521	\$43,833,663	\$82,047,492	\$-38,213,828	-30.4	8
Other General Merchandise Stores	4529	\$58,118,986	\$69,517,870	\$-11,398,885	-8.9	9
Miscellaneous Store Retailers	453	\$8,780,909	\$12,950,296	\$-4,169,387	-19.2	53
Florists	4531	\$500,507	\$543,757	\$-43,250	-4.1	9
Office Supplies, Stationery & Gift Stores	4532	\$3,013,792	\$8,962,016	\$-5,948,224	-49.7	15
Used Merchandise Stores	4533	\$216,673	\$498,807	\$-282,133	-39.4	11
Other Miscellaneous Store Retailers	4539	\$5,049,937	\$2,945,716	\$2,104,220	26.3	19
Nonstore Retailers	454	\$56,343,130	\$91,670,837	\$-35,327,707	-23.9	7
Electronic Shopping & Mail-Order Houses	4541	\$52,964,338	\$91,536,134	\$-38,571,796	-26.7	6
Vending Machine Operators	4542	\$135,061	\$134,703	\$358	0.1	1
Direct Selling Establishments	4543	\$3,243,731	\$0	\$3,243,731	100.0	0
Food Services & Drinking Places	722	\$107,162,430	\$123,347,709	\$-16,185,279	-7.0	139
Full-Service Restaurants	7221	\$38,226,786	\$34,817,810	\$3,408,976	4.7	57
Limited-Service Eating Places	7222	\$59,429,970	\$85,236,182	\$-25,806,212	-17.8	72
Special Food Services	7223	\$7,510,733	\$2,715,552	\$4,795,181	46.9	5
Drinking Places - Alcoholic Beverages	7224	\$1,994,942	\$578,166	\$1,416,776	55.1	6

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Source: Esri and Infogroup

March 27, 2012

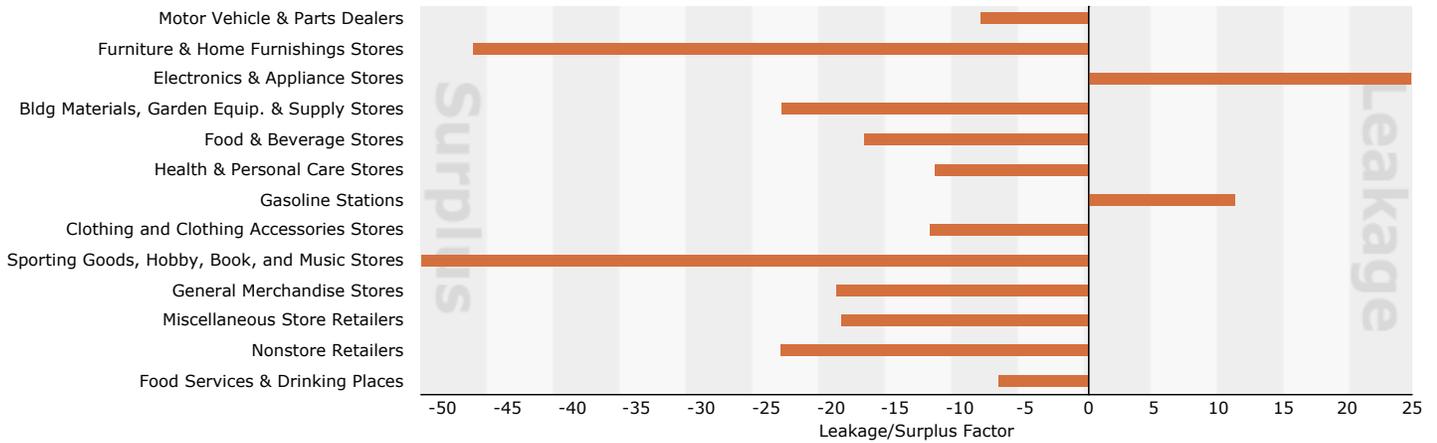
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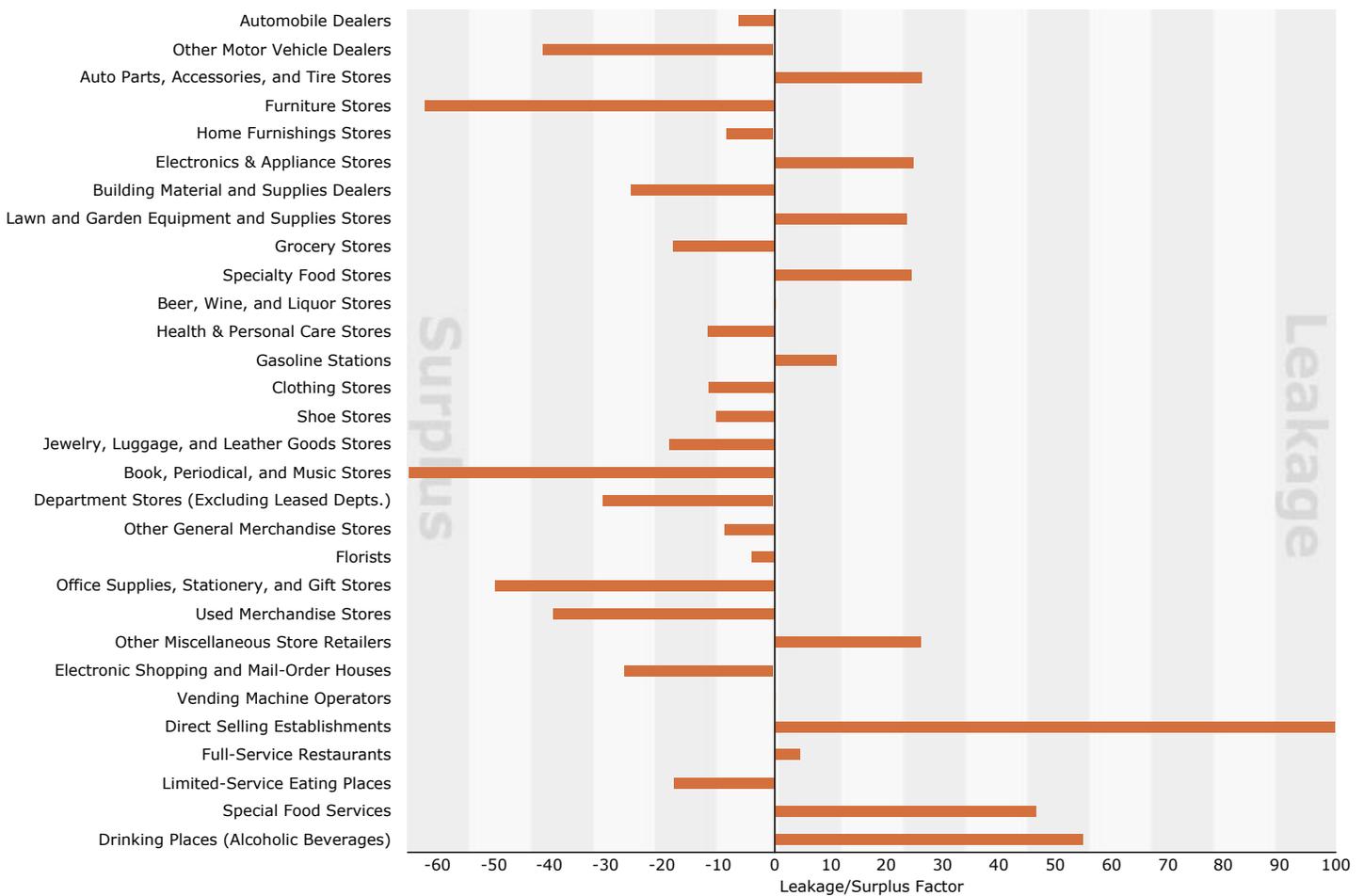
# Retail MarketPlace Profile

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Demographic Summary		2010	2015
Population		7,310	8,017
Total Number of Adults		5,261	5,778
Households		2,742	3,039
Median Household Income		\$66,434	\$74,449

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,759	52.4%	105
Bought any women's apparel in last 12 months	2,556	48.6%	107
Bought apparel for child <13 in last 6 months	1,613	30.7%	108
Bought any shoes in last 12 months	2,799	53.2%	102
Bought costume jewelry in last 12 months	1,153	21.9%	105
Bought any fine jewelry in last 12 months	1,120	21.3%	97
Bought a watch in last 12 months	994	18.9%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,442	89.1%	104
HH bought/leased new vehicle last 12 mo	307	11.2%	117
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,793	91.1%	105
Bought/changed motor oil in last 12 months	2,913	55.4%	106
Had tune-up in last 12 months	1,772	33.7%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,407	64.8%	105
Drank regular cola in last 6 months	2,674	50.8%	99
Drank beer/ale in last 6 months	2,292	43.6%	102
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	637	12.1%	94
Bought film in last 12 months	1,098	20.9%	109
Bought digital camera in last 12 months	381	7.2%	106
Bought memory card for camera in last 12 months	411	7.8%	102
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,940	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,111	21.1%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,917	36.4%	112
Avg monthly cell/mobile phone/PDA bill: \$100+	1,150	21.9%	103
<b>Computers (Households)</b>			
HH owns a personal computer	2,204	80.4%	109
Spent <\$500 on most recent home PC purchase	243	8.9%	102
Spent \$500-\$999 on most recent home PC purchase	523	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	413	15.1%	115
Spent \$1500-\$1999 on most recent home PC purchase	219	8.0%	113
Spent \$2000+ on most recent home PC purchase	192	7.0%	113

**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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,315	63.0%	105
Bought cigarettes at convenience store in last 30 days	868	16.5%	106
Bought gas at convenience store in last 30 days	1,987	37.8%	112
Spent at convenience store in last 30 days: <\$20	498	9.5%	98
Spent at convenience store in last 30 days: \$20-39	539	10.2%	101
Spent at convenience store in last 30 days: \$40+	1,996	37.9%	105
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,306	62.8%	107
Went to live theater in last 12 months	746	14.2%	108
Went to a bar/night club in last 12 months	1,040	19.8%	104
Dined out in last 12 months	2,790	53.0%	108
Gambled at a casino in last 12 months	835	15.9%	99
Visited a theme park in last 12 months	1,206	22.9%	107
DVDs rented in last 30 days: 1	181	3.4%	130
DVDs rented in last 30 days: 2	308	5.9%	126
DVDs rented in last 30 days: 3	181	3.4%	107
DVDs rented in last 30 days: 4	221	4.2%	109
DVDs rented in last 30 days: 5+	822	15.6%	118
DVDs purchased in last 30 days: 1	309	5.9%	118
DVDs purchased in last 30 days: 2	312	5.9%	125
DVDs purchased in last 30 days: 3-4	226	4.3%	93
DVDs purchased in last 30 days: 5+	257	4.9%	94
Spent on toys/games in last 12 months: <\$50	356	6.8%	111
Spent on toys/games in last 12 months: \$50-\$99	167	3.2%	115
Spent on toys/games in last 12 months: \$100-\$199	399	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	622	11.8%	109
Spent on toys/games in last 12 months: \$500+	333	6.3%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,245	23.7%	123
Used ATM/cash machine in last 12 months	3,043	57.8%	114
Own any stock	539	10.2%	111
Own U.S. savings bond	399	7.6%	111
Own shares in mutual fund (stock)	546	10.4%	110
Own shares in mutual fund (bonds)	349	6.6%	112
Used full service brokerage firm in last 12 months	319	6.1%	98
Have savings account	2,231	42.4%	117
Have 401K retirement savings	1,121	21.3%	120
Did banking over the Internet in last 12 months	1,755	33.4%	122
Own any credit/debit card (in own name)	4,215	80.1%	108
Avg monthly credit card expenditures: <\$111	763	14.5%	105
Avg monthly credit card expenditures: \$111-225	435	8.3%	106
Avg monthly credit card expenditures: \$226-450	488	9.3%	124
Avg monthly credit card expenditures: \$451-700	381	7.2%	114
Avg monthly credit card expenditures: \$701+	702	13.3%	100

**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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,921	74.5%	105
Used bread in last 6 months	5,104	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,212	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	2,917	55.4%	105
Used fresh fruit/vegetables in last 6 months	4,631	88.0%	101
Used fresh milk in last 6 months	4,832	91.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,726	32.8%	109
Exercise at club 2+ times per week	715	13.6%	111
Visited a doctor in last 12 months	4,203	79.9%	103
Used vitamin/dietary supplement in last 6 months	2,626	49.9%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	934	34.1%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	407	14.8%	95
Purchased any HH furnishing in last 12 months	906	33.0%	110
Purchased bedding/bath goods in last 12 months	1,549	56.5%	103
Purchased cooking/serving product in last 12 months	814	29.7%	108
Bought any kitchen appliance in last 12 months	521	19.0%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,828	53.8%	112
Have medical/hospital/accident insurance	4,014	76.3%	106
Carry homeowner insurance	3,018	57.4%	109
Carry renter insurance	404	7.7%	125
Have auto/other vehicle insurance	4,595	87.3%	105
<b>Pets (Households)</b>			
HH owns any pet	1,544	56.3%	109
HH owns any cat	753	27.5%	114
HH owns any dog	1,134	41.4%	109
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,778	52.8%	105
Read any daily newspaper	2,149	40.8%	99
Heavy magazine reader	1,113	21.2%	106
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	4,123	78.4%	109
Went to family restaurant/steak house last mo: <2 times	1,342	25.5%	99
Went to family restaurant/steak house last mo: 2-4 times	1,519	28.9%	107
Went to family restaurant/steak house last mo: 5+ times	1,262	24.0%	123
Went to fast food/drive-in restaurant in last 6 mo	4,833	91.9%	103
Went to fast food/drive-in restaurant <6 times/mo	1,821	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/mo	1,621	30.8%	106
Went to fast food/drive-in restaurant 14+ times/mo	1,391	26.4%	106
Fast food/drive-in last 6 mo: eat in	2,038	38.7%	103
Fast food/drive-in last 6 mo: home delivery	583	11.1%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	3,097	58.9%	112
Fast food/drive-in last 6 mo: take-out/walk-in	1,246	23.7%	96

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,833	66.8%	103
HH average monthly long distance phone bill: <\$16	759	27.7%	100
HH average monthly long distance phone bill: \$16-25	361	13.2%	115
HH average monthly long distance phone bill: \$26-59	228	8.3%	91
HH average monthly long distance phone bill: \$60+	105	3.8%	86
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	474	17.3%	88
HH owns 2 TVs	728	26.6%	101
HH owns 3 TVs	652	23.8%	106
HH owns 4+ TVs	610	22.2%	106
HH subscribes to cable TV	1,612	58.8%	101
HH Purchased audio equipment in last 12 months	269	9.8%	101
HH Purchased CD player in last 12 months	98	3.6%	92
HH Purchased DVD player in last 12 months	310	11.3%	116
HH Purchased MP3 player in last 12 months	631	12.0%	118
HH Purchased video game system in last 12 months	309	11.3%	105
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,090	58.7%	112
Took 3+ domestic trips in last 12 months	923	17.5%	118
Spent on domestic vacations last 12 mo: <\$1000	740	14.1%	112
Spent on domestic vacations last 12 mo: \$1000-\$1499	415	7.9%	117
Spent on domestic vacations last 12 mo: \$1500-\$1999	266	5.1%	124
Spent on domestic vacations last 12 mo: \$2000-\$2999	227	4.3%	104
Spent on domestic vacations last 12 mo: \$3000+	249	4.7%	94
Foreign travel in last 3 years	1,347	25.6%	99
Took 3+ foreign trips by plane in last 3 years	222	4.2%	89
Spent on foreign vacations last 12 mo: <\$1000	296	5.6%	94
Spent on foreign vacations last 12 mo: \$1000-\$2999	166	3.2%	77
Spent on foreign vacations last 12 mo: \$3000+	243	4.6%	94
Stayed 1+ nights at hotel/motel in last 12 months	2,375	45.1%	111

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# Retail Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Demographic Summary	2010	2015
Population	28,069	30,297
Total Number of Adults	20,170	21,716
Households	10,886	11,798
Median Household Income	\$64,603	\$72,883

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	10,718	53.1%	106
Bought any women's apparel in last 12 months	9,747	48.3%	106
Bought apparel for child <13 in last 6 months	6,347	31.5%	111
Bought any shoes in last 12 months	10,979	54.4%	105
Bought costume jewelry in last 12 months	4,464	22.1%	106
Bought any fine jewelry in last 12 months	4,463	22.1%	100
Bought a watch in last 12 months	3,921	19.4%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	9,906	91.0%	106
HH bought/leased new vehicle last 12 mo	1,195	11.0%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,567	92.1%	106
Bought/changed motor oil in last 12 months	11,310	56.1%	107
Had tune-up in last 12 months	6,755	33.5%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,811	63.5%	103
Drank regular cola in last 6 months	10,451	51.8%	101
Drank beer/ale in last 6 months	8,834	43.8%	103
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,552	12.7%	99
Bought film in last 12 months	4,121	20.4%	107
Bought digital camera in last 12 months	1,452	7.2%	105
Bought memory card for camera in last 12 months	1,623	8.0%	105
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	7,630	37.8%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,216	20.9%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,140	35.4%	109
Avg monthly cell/mobile phone/PDA bill: \$100+	4,821	23.9%	113
<b>Computers (Households)</b>			
HH owns a personal computer	8,889	81.7%	110
Spent <\$500 on most recent home PC purchase	1,006	9.2%	107
Spent \$500-\$999 on most recent home PC purchase	2,275	20.9%	117
Spent \$1000-\$1499 on most recent home PC purchase	1,614	14.8%	114
Spent \$1500-\$1999 on most recent home PC purchase	842	7.7%	109
Spent \$2000+ on most recent home PC purchase	743	6.8%	110

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	12,907	64.0%	106
Bought cigarettes at convenience store in last 30 days	3,376	16.7%	107
Bought gas at convenience store in last 30 days	7,718	38.3%	114
Spent at convenience store in last 30 days: <\$20	1,937	9.6%	100
Spent at convenience store in last 30 days: \$20-39	2,079	10.3%	101
Spent at convenience store in last 30 days: \$40+	7,962	39.5%	110
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	12,632	62.6%	106
Went to live theater in last 12 months	2,788	13.8%	105
Went to a bar/night club in last 12 months	4,160	20.6%	108
Dined out in last 12 months	10,738	53.2%	108
Gambled at a casino in last 12 months	3,297	16.3%	102
Visited a theme park in last 12 months	4,857	24.1%	112
DVDs rented in last 30 days: 1	652	3.2%	122
DVDs rented in last 30 days: 2	1,144	5.7%	123
DVDs rented in last 30 days: 3	650	3.2%	101
DVDs rented in last 30 days: 4	835	4.1%	107
DVDs rented in last 30 days: 5+	3,231	16.0%	121
DVDs purchased in last 30 days: 1	1,183	5.9%	118
DVDs purchased in last 30 days: 2	1,183	5.9%	124
DVDs purchased in last 30 days: 3-4	940	4.7%	101
DVDs purchased in last 30 days: 5+	1,008	5.0%	96
Spent on toys/games in last 12 months: <\$50	1,292	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	619	3.1%	111
Spent on toys/games in last 12 months: \$100-\$199	1,504	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	2,512	12.5%	115
Spent on toys/games in last 12 months: \$500+	1,353	6.7%	117
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,771	23.7%	123
Used ATM/cash machine in last 12 months	11,663	57.8%	114
Own any stock	1,920	9.5%	104
Own U.S. savings bond	1,552	7.7%	112
Own shares in mutual fund (stock)	2,039	10.1%	108
Own shares in mutual fund (bonds)	1,262	6.3%	106
Used full service brokerage firm in last 12 months	1,215	6.0%	97
Have savings account	8,447	41.9%	115
Have 401K retirement savings	4,318	21.4%	121
Did banking over the Internet in last 12 months	6,874	34.1%	125
Own any credit/debit card (in own name)	15,963	79.1%	107
Avg monthly credit card expenditures: <\$111	3,026	15.0%	108
Avg monthly credit card expenditures: \$111-225	1,708	8.5%	109
Avg monthly credit card expenditures: \$226-450	1,736	8.6%	115
Avg monthly credit card expenditures: \$451-700	1,375	6.8%	107
Avg monthly credit card expenditures: \$701+	2,692	13.3%	100

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	14,972	74.2%	105
Used bread in last 6 months	19,630	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	16,117	79.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	11,092	55.0%	104
Used fresh fruit/vegetables in last 6 months	17,842	88.5%	101
Used fresh milk in last 6 months	18,669	92.6%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,594	32.7%	109
Exercise at club 2+ times per week	2,666	13.2%	108
Visited a doctor in last 12 months	16,022	79.4%	102
Used vitamin/dietary supplement in last 6 months	9,938	49.3%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,731	34.3%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,631	15.0%	96
Purchased any HH furnishing in last 12 months	3,615	33.2%	111
Purchased bedding/bath goods in last 12 months	6,232	57.2%	105
Purchased cooking/serving product in last 12 months	3,191	29.3%	107
Bought any kitchen appliance in last 12 months	2,039	18.7%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	10,741	53.3%	111
Have medical/hospital/accident insurance	15,191	75.3%	105
Carry homeowner insurance	11,666	57.8%	110
Carry renter insurance	1,336	6.6%	108
Have auto/other vehicle insurance	17,794	88.2%	106
<b>Pets (Households)</b>			
HH owns any pet	6,281	57.7%	112
HH owns any cat	2,890	26.5%	110
HH owns any dog	4,670	42.9%	113
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	10,770	53.4%	106
Read any daily newspaper	8,175	40.5%	98
Heavy magazine reader	4,242	21.0%	106
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	15,728	78.0%	108
Went to family restaurant/steak house last mo: <2 times	5,205	25.8%	101
Went to family restaurant/steak house last mo: 2-4 times	5,826	28.9%	107
Went to family restaurant/steak house last mo: 5+ times	4,696	23.3%	120
Went to fast food/drive-in restaurant in last 6 mo	18,485	91.6%	103
Went to fast food/drive-in restaurant <6 times/mo	6,773	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/mo	6,218	30.8%	107
Went to fast food/drive-in restaurant 14+ times/mo	5,493	27.2%	109
Fast food/drive-in last 6 mo: eat in	7,730	38.3%	102
Fast food/drive-in last 6 mo: home delivery	2,345	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	12,054	59.8%	114
Fast food/drive-in last 6 mo: take-out/walk-in	4,878	24.2%	98

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	7,345	67.5%	104
HH average monthly long distance phone bill: <\$16	3,055	28.1%	101
HH average monthly long distance phone bill: \$16-25	1,298	11.9%	104
HH average monthly long distance phone bill: \$26-59	923	8.5%	93
HH average monthly long distance phone bill: \$60+	459	4.2%	95
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,745	16.0%	81
HH owns 2 TVs	2,873	26.4%	100
HH owns 3 TVs	2,643	24.3%	108
HH owns 4+ TVs	2,551	23.4%	112
HH subscribes to cable TV	6,495	59.7%	103
HH Purchased audio equipment in last 12 months	1,133	10.4%	107
HH Purchased CD player in last 12 months	429	3.9%	102
HH Purchased DVD player in last 12 months	1,197	11.0%	113
HH Purchased MP3 player in last 12 months	2,475	12.3%	120
HH Purchased video game system in last 12 months	1,319	12.1%	113
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,687	57.9%	111
Took 3+ domestic trips in last 12 months	3,409	16.9%	114
Spent on domestic vacations last 12 mo: <\$1000	2,818	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,604	8.0%	118
Spent on domestic vacations last 12 mo: \$1500-\$1999	975	4.8%	118
Spent on domestic vacations last 12 mo: \$2000-\$2999	857	4.2%	103
Spent on domestic vacations last 12 mo: \$3000+	994	4.9%	97
Foreign travel in last 3 years	5,324	26.4%	102
Took 3+ foreign trips by plane in last 3 years	871	4.3%	91
Spent on foreign vacations last 12 mo: <\$1000	1,119	5.5%	93
Spent on foreign vacations last 12 mo: \$1000-\$2999	727	3.6%	88
Spent on foreign vacations last 12 mo: \$3000+	897	4.4%	91
Stayed 1+ nights at hotel/motel in last 12 months	9,241	45.8%	113

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March 27, 2012

Made with Esri Business Analyst



# Retail Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Demographic Summary	2010	2015
Population	69,287	73,418
Total Number of Adults	51,120	54,169
Households	27,215	28,972
Median Household Income	\$62,677	\$70,075

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	26,518	51.9%	104
Bought any women's apparel in last 12 months	24,489	47.9%	105
Bought apparel for child <13 in last 6 months	15,907	31.1%	109
Bought any shoes in last 12 months	27,984	54.7%	105
Bought costume jewelry in last 12 months	11,344	22.2%	106
Bought any fine jewelry in last 12 months	11,594	22.7%	103
Bought a watch in last 12 months	9,991	19.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	24,605	90.4%	105
HH bought/leased new vehicle last 12 mo	2,816	10.3%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	46,652	91.3%	105
Bought/changed motor oil in last 12 months	28,191	55.1%	106
Had tune-up in last 12 months	16,702	32.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	32,388	63.4%	102
Drank regular cola in last 6 months	26,516	51.9%	101
Drank beer/ale in last 6 months	22,266	43.6%	102
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	6,541	12.8%	100
Bought film in last 12 months	10,166	19.9%	104
Bought digital camera in last 12 months	3,523	6.9%	101
Bought memory card for camera in last 12 months	4,067	8.0%	104
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	19,573	38.3%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	10,594	20.7%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	17,843	34.9%	108
Avg monthly cell/mobile phone/PDA bill: \$100+	12,266	24.0%	113
<b>Computers (Households)</b>			
HH owns a personal computer	21,933	80.6%	109
Spent <\$500 on most recent home PC purchase	2,445	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	5,506	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	3,851	14.2%	108
Spent \$1500-\$1999 on most recent home PC purchase	2,146	7.9%	111
Spent \$2000+ on most recent home PC purchase	1,805	6.6%	107

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	32,523	63.6%	106
Bought cigarettes at convenience store in last 30 days	8,412	16.5%	105
Bought gas at convenience store in last 30 days	19,157	37.5%	112
Spent at convenience store in last 30 days: <\$20	4,742	9.3%	96
Spent at convenience store in last 30 days: \$20-39	5,173	10.1%	99
Spent at convenience store in last 30 days: \$40+	20,037	39.2%	109
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	31,395	61.4%	104
Went to live theater in last 12 months	6,877	13.5%	102
Went to a bar/night club in last 12 months	10,965	21.5%	112
Dined out in last 12 months	26,535	51.9%	105
Gambled at a casino in last 12 months	8,521	16.7%	104
Visited a theme park in last 12 months	12,092	23.7%	110
DVDs rented in last 30 days: 1	1,607	3.1%	119
DVDs rented in last 30 days: 2	2,772	5.4%	117
DVDs rented in last 30 days: 3	1,563	3.1%	95
DVDs rented in last 30 days: 4	2,067	4.0%	105
DVDs rented in last 30 days: 5+	7,989	15.6%	118
DVDs purchased in last 30 days: 1	2,819	5.5%	111
DVDs purchased in last 30 days: 2	2,838	5.6%	117
DVDs purchased in last 30 days: 3-4	2,692	5.3%	114
DVDs purchased in last 30 days: 5+	2,571	5.0%	97
Spent on toys/games in last 12 months: <\$50	3,352	6.6%	108
Spent on toys/games in last 12 months: \$50-\$99	1,498	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	3,660	7.2%	99
Spent on toys/games in last 12 months: \$200-\$499	6,104	11.9%	110
Spent on toys/games in last 12 months: \$500+	3,272	6.4%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	11,372	22.2%	116
Used ATM/cash machine in last 12 months	29,275	57.3%	113
Own any stock	4,595	9.0%	98
Own U.S. savings bond	3,703	7.2%	106
Own shares in mutual fund (stock)	5,057	9.9%	105
Own shares in mutual fund (bonds)	3,170	6.2%	105
Used full service brokerage firm in last 12 months	3,077	6.0%	97
Have savings account	20,651	40.4%	111
Have 401K retirement savings	10,561	20.7%	116
Did banking over the Internet in last 12 months	16,931	33.1%	121
Own any credit/debit card (in own name)	39,920	78.1%	106
Avg monthly credit card expenditures: <\$111	7,474	14.6%	105
Avg monthly credit card expenditures: \$111-225	3,947	7.7%	99
Avg monthly credit card expenditures: \$226-450	4,058	7.9%	106
Avg monthly credit card expenditures: \$451-700	3,397	6.6%	104
Avg monthly credit card expenditures: \$701+	7,029	13.8%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	37,103	72.6%	102
Used bread in last 6 months	49,571	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	40,108	78.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	27,265	53.3%	101
Used fresh fruit/vegetables in last 6 months	44,812	87.7%	100
Used fresh milk in last 6 months	47,094	92.1%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,600	32.5%	108
Exercise at club 2+ times per week	6,783	13.3%	108
Visited a doctor in last 12 months	39,974	78.2%	101
Used vitamin/dietary supplement in last 6 months	24,924	48.8%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,691	31.9%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,987	14.7%	94
Purchased any HH furnishing in last 12 months	8,873	32.6%	109
Purchased bedding/bath goods in last 12 months	15,390	56.6%	103
Purchased cooking/serving product in last 12 months	7,966	29.3%	107
Bought any kitchen appliance in last 12 months	4,889	18.0%	103
<b>Insurance (Adults)</b>			
Currently carry any life insurance	26,007	50.9%	106
Have medical/hospital/accident insurance	37,511	73.4%	102
Carry homeowner insurance	27,694	54.2%	103
Carry renter insurance	3,647	7.1%	116
Have auto/other vehicle insurance	44,505	87.1%	105
<b>Pets (Households)</b>			
HH owns any pet	14,885	54.7%	106
HH owns any cat	6,773	24.9%	103
HH owns any dog	10,938	40.2%	106
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	27,238	53.3%	106
Read any daily newspaper	20,034	39.2%	95
Heavy magazine reader	10,830	21.2%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	39,208	76.7%	106
Went to family restaurant/steak house last mo: <2 times	13,224	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	14,453	28.3%	105
Went to family restaurant/steak house last mo: 5+ times	11,529	22.6%	116
Went to fast food/drive-in restaurant in last 6 mo	46,484	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	17,118	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/mo	15,256	29.8%	103
Went to fast food/drive-in restaurant 14+ times/mo	14,110	27.6%	111
Fast food/drive-in last 6 mo: eat in	19,434	38.0%	101
Fast food/drive-in last 6 mo: home delivery	6,272	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	29,610	57.9%	110
Fast food/drive-in last 6 mo: take-out/walk-in	12,755	25.0%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	17,509	64.3%	100
HH average monthly long distance phone bill: <\$16	7,596	27.9%	101
HH average monthly long distance phone bill: \$16-25	3,098	11.4%	100
HH average monthly long distance phone bill: \$26-59	2,258	8.3%	91
HH average monthly long distance phone bill: \$60+	1,263	4.6%	104
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	4,737	17.4%	88
HH owns 2 TVs	7,331	26.9%	103
HH owns 3 TVs	6,456	23.7%	106
HH owns 4+ TVs	5,896	21.7%	103
HH subscribes to cable TV	16,394	60.2%	104
HH Purchased audio equipment in last 12 months	2,792	10.3%	106
HH Purchased CD player in last 12 months	1,070	3.9%	102
HH Purchased DVD player in last 12 months	2,838	10.4%	107
HH Purchased MP3 player in last 12 months	5,892	11.5%	113
HH Purchased video game system in last 12 months	3,365	12.4%	115
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,507	55.8%	107
Took 3+ domestic trips in last 12 months	8,241	16.1%	109
Spent on domestic vacations last 12 mo: <\$1000	6,889	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,743	7.3%	109
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,248	4.4%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,148	4.2%	101
Spent on domestic vacations last 12 mo: \$3000+	2,606	5.1%	101
Foreign travel in last 3 years	13,748	26.9%	104
Took 3+ foreign trips by plane in last 3 years	2,132	4.2%	88
Spent on foreign vacations last 12 mo: <\$1000	2,890	5.7%	95
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,951	3.8%	94
Spent on foreign vacations last 12 mo: \$3000+	2,465	4.8%	98
Stayed 1+ nights at hotel/motel in last 12 months	22,362	43.7%	108

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March 27, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Demographic Summary		2010	2015
Population		7,310	8,017
Population 18+		5,261	5,778
Households		2,742	3,039
Median Household Income		\$66,434	\$74,449
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
HH owns a personal computer		2,204	109
Purchased home PC in last 12 months		498	116
Purchased home PC 1-2 years ago		635	103
Purchased home PC 3-4 years ago		615	115
Purchased home PC 5+ years ago		282	110
Spent <\$500 on home PC (most recent purchase)		243	102
Spent \$500-999 on home PC (most recent purchase)		523	107
Spent \$1000-1499 on home PC (most recent purchase)		413	115
Spent \$1500-1999 on home PC (most recent purchase)		219	113
Spent \$2000+ on home PC (most recent purchase)		192	113
Purchased home PC at computer superstore		399	114
Purchased home PC at department store		124	92
Purchased home PC direct from manufacturer		423	111
Purchased home PC at electronics store		379	125
Purchased home PC on Internet		248	105
Purchased home PC at warehouse discount outlet		70	116
HH owns desktop PC		1,739	110
HH owns laptop/notebook/tablet PC		970	113
HH owns any Apple/Apple Mac clone brand PC		168	98
HH owns any IBM/IBM compatible brand PC		2,035	110
Brand of PC that HH owns: Compaq		280	120
Brand of PC that HH owns: Dell		898	106
Brand of PC that HH owns: Gateway		177	97
Brand of PC that HH owns: Hewlett Packard		505	118
Brand of PC that HH owns: Sony Vaio		82	103
Child (under 18) uses home PC		633	109
HH owns CD burner		1,153	114
HH owns CD ROM drive		1,174	109
HH owns DVD drive		786	115
HH owns DVD-RW (DVD burner)		640	114
HH owns external hard drive		452	116
HH owns flash drive		652	116
HH owns LAN/network interface card		373	123
HH owns inkjet printer		1,302	111
HH owns laser printer		450	120
HH owns modem/fax modem		629	110
HH owns removable cartridge storage device		188	118
HH owns scanner		879	113
HH owns PC speakers		1,276	112
HH owns tape backup		73	100
HH owns webcam		360	116
HH owns software: accounting		265	109
HH owns software: communications/fax		271	121
HH owns software: database/filing		253	113
HH owns software: desktop publishing		414	125

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	336	12.3%	122
HH owns software: entertainment/games	886	32.3%	111
HH owns software: online meeting/conference	93	3.4%	119
HH owns software: personal finance/tax prep	481	17.5%	124
HH owns software: presentation graphics	248	9.1%	113
HH owns software: multimedia	510	18.6%	122
HH owns software: networking	359	13.1%	117
HH owns software: security/anti-virus	901	32.9%	117
HH owns software: spreadsheet	724	26.4%	114
HH owns software: utility	215	7.8%	111
HH owns software: web authoring	120	4.4%	126
HH owns software: word processing	1,037	37.8%	112
Spent \$500+ on software for home PC in last 12 mo	71	2.6%	108
Purchased computer book in last 12 months	122	4.4%	103
HH owns fax machine	186	6.8%	113
Purchased audio equipment in last 12 months	269	9.8%	101
Purchased headphones in last 12 months	111	4.0%	102
HH owns camcorder	616	22.5%	115
Purchased camcorder in last 12 months	68	2.5%	117
HH owns CD player	1,355	49.4%	107
Purchased CD player in last 12 months	98	3.6%	92
HH owns DVD player	1,920	70.0%	106
Purchased DVD player in last 12 months	310	11.3%	116
HH owns 1 TV	474	17.3%	88
HH owns 2 TVs	728	26.6%	101
HH owns 3 TVs	652	23.8%	106
HH owns 4+ TVs	610	22.3%	106
HH owns miniature screen TV (<13 in)	220	8.0%	101
Most recent TV purchase: miniature screen (<13 in)	73	2.7%	96
HH owns regular screen TV (13-26 in)	1,220	44.5%	102
Most recent TV purchase: regular screen (13-26 in)	612	22.3%	96
HH owns large screen TV (27-35 in)	1,298	47.3%	102
Most recent TV purchase: large screen (27-35 in)	851	31.0%	98
HH owns big screen TV (36-42 in)	575	21.0%	111
Most recent TV purchase: big screen (36-42 in)	429	15.6%	111
HH owns giant screen TV (over 42 in)	415	15.1%	106
Most recent TV purchase: giant screen (over 42 in)	322	11.7%	105
HH owns LCD TV	534	19.5%	102
HH owns plasma TV	248	9.0%	109
HH owns projection TV	159	5.8%	107
HH owns video game system	973	35.5%	106
Purchased video game system in last 12 months	309	11.3%	105
HH owns video game system: handheld	455	16.6%	108
HH owns video game system: attached to TV/computer	866	31.6%	107
HH owns video game system: Game Boy	208	7.6%	110
HH owns video game system: Game Boy Advance/SP	213	7.8%	118
HH owns video game system: Nintendo DS	225	8.2%	108

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	151	5.5%	110
HH owns video game system: Nintendo Wii	210	7.7%	114
HH owns video game system: PlayStation 2	453	16.5%	100
HH owns video game system: PlayStation 3	99	3.6%	100
HH owns video game system: Sony PlayStation/PS One	115	4.2%	104
HH owns video game system: Sony PSP	89	3.2%	111
HH owns video game system: Xbox	186	6.8%	114
HH owns video game system: Xbox 360	203	7.4%	115
HH purchased 5+ video games in last 12 months	191	7.0%	107
HH spent \$101+ on video games in last 12 months	244	8.9%	110
Owns MP3 player	1,599	30.4%	113
Purchased MP3 player in last 12 months	631	12.0%	118
Owns Apple iPod	644	12.2%	110
Purchased Apple iPod in last 12 months	181	3.4%	102
Have any access to the Internet	4,738	90.1%	106
Have access to Internet: at home	4,098	77.9%	111
Have access to Internet: at work	2,413	45.9%	123
Have access to Internet: at school/library	1,310	24.9%	99
Have access to Internet: not hm/work/school/library	1,105	21.0%	108
Use Internet less than once a week	168	3.2%	80
Use Internet 1-2 times per week	263	5.0%	91
Use Internet 3-6 times per week	466	8.9%	110
Use Internet once a day	684	13.0%	118
Use Internet 2-4 times per day	1,012	19.2%	109
Use Internet 5 or more times per day	1,554	29.5%	118
Any Internet or online usage in last 30 days	4,147	78.8%	112
Used Internet in last 30 days: at home	3,732	70.9%	114
Used Internet in last 30 days: at work	2,081	39.6%	124
Used Internet in last 30 days: at school/library	419	8.0%	103
Used Internet/30 days: not home/work/school/library	488	9.3%	100
Internet last 30 days: used email	3,710	70.5%	113
Internet last 30 days: used Instant Messenger	1,457	27.7%	109
Internet last 30 days: paid bills online	2,067	39.3%	119
Internet last 30 days: visited online blog	524	10.0%	104
Internet last 30 days: wrote online blog	223	4.2%	115
Internet last 30 days: visited chat room	241	4.6%	98
Internet last 30 days: looked for employment	766	14.6%	111
Internet last 30 days: played games online	1,139	21.6%	103
Internet last 30 days: traded/tracked investments	610	11.6%	104
Internet last 30 days: downloaded music	1,001	19.0%	103
Internet last 30 days: made phone call	195	3.7%	101
Internet last 30 days: made personal purchase	1,797	34.1%	111
Internet last 30 days: made business purchase	571	10.9%	114
Internet last 30 days: made travel plans	1,013	19.3%	112
Internet last 30 days: watched online video	1,142	21.7%	113
Internet last 30 days: obtained new/used car info	550	10.5%	118
Internet last 30 days: obtained financial info	1,548	29.4%	123
Internet last 30 days: obtained medical info	965	18.3%	110
Internet last 30 days: obtained latest news	2,344	44.5%	116
Internet last 30 days: obtained real estate info	651	12.4%	115

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March 27, 2012

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# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	1,382	26.3%	113
Ordered anything on Internet in last 12 months	2,087	39.7%	115
Ordered on Internet/12 mo: airline ticket	951	18.1%	108
Ordered on Internet/12 mo: CD/tape	218	4.1%	95
Ordered on Internet/12 mo: clothing	873	16.6%	114
Ordered on Internet/12 mo: computer	182	3.5%	101
Ordered on Internet/12 mo: computer peripheral	226	4.3%	99
Ordered on Internet/12 mo: DVD	365	6.9%	106
Ordered on Internet/12 mo: flowers	244	4.6%	100
Ordered on Internet/12 mo: software	350	6.7%	117
Ordered on Internet/12 mo: tickets (concerts etc.)	535	10.2%	106
Ordered on Internet/12 mo: toy	268	5.1%	102
Purchased item from amazon.com in last 12 months	731	13.9%	99
Purchased item from barnes&noble.com in last 12 mo	161	3.1%	96
Purchased item from bestbuy.com in last 12 months	136	2.6%	103
Purchased item from ebay.com in last 12 months	568	10.8%	116
Purchased item from walmart.com in last 12 months	273	5.2%	127
Spent on Internet orders last 12 months: <\$100	319	6.1%	111
Spent on Internet orders last 12 months: \$100-199	315	6.0%	111
Spent on Internet orders last 12 months: \$200-499	530	10.1%	120
Spent on Internet orders last 12 months: \$500+	819	15.6%	107
Connection to Internet from home: dial-up modem	431	8.2%	98
Connection to Internet from home: cable modem	1,631	31.0%	115
Connection to Internet from home: DSL	1,369	26.0%	106
Connection to Internet from home: wireless	854	16.2%	118
Connection to Internet from home: any broadband	3,524	67.0%	113
DVDs rented in last 30 days: 1	181	3.4%	130
DVDs rented in last 30 days: 2	308	5.9%	126
DVDs rented in last 30 days: 3	181	3.4%	107
DVDs rented in last 30 days: 4	221	4.2%	109
DVDs rented in last 30 days: 5+	822	15.6%	118
Rented video tape/DVD last month: action/adventure	1,273	24.2%	120
Rented video tape/DVD last month: classic	260	4.9%	95
Rented video tape/DVD last month: comedy	1,269	24.1%	117
Rented video tape/DVD last month: drama	849	16.1%	119
Rented video tape/DVD last month: family/children	526	10.0%	112
Rented video tape/DVD last month: foreign	76	1.4%	73
Rented video tape/DVD last month: horror	377	7.2%	97
Rented video tape/DVD last month: romance	433	8.2%	110
Rented video tape/DVD last month: science fiction	349	6.6%	125
Rented video tape/DVD last mo at Blockbuster Video	752	14.3%	118
Rented video tape/DVD last mo at Hollywood Video	265	5.0%	122
Bought video tape/DVD last month: action/adventure	472	9.0%	107
Bought video tape/DVD last month: classic	154	2.9%	108
Bought video tape/DVD last month: comedy	456	8.7%	108
Bought video tape/DVD last month: drama	245	4.7%	108
Bought video tape/DVD last month: family/children	372	7.1%	120
Bought video tape/DVD last month: horror	139	2.6%	84
Bought video tape/DVD last month: romance	126	2.4%	94

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Latitude: 39.0384  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	125	2.4%	95
Bought blank video tape in last 6 months	637	12.1%	107
Bought 7+ blank video tapes in last 6 months	145	2.8%	106
DVDs purchased in last 30 days: 1	309	5.9%	118
DVDs purchased in last 30 days: 2	312	5.9%	125
DVDs purchased in last 30 days: 3-4	226	4.3%	93
DVDs purchased in last 30 days: 5+	257	4.9%	94
Bought any camera in last 12 months	637	12.1%	94
Spent on cameras in last 12 months: <\$100	189	3.6%	81
Spent on cameras in last 12 months: \$100-199	155	2.9%	98
Spent on cameras in last 12 months: \$200+	208	4.0%	99
Own APS (point & shoot or SLR) camera	119	2.3%	82
Own digital camera	1,994	37.9%	115
Bought digital camera in last 12 months	381	7.2%	106
Own digital point & shoot camera	1,513	28.8%	116
Bought digital point & shoot camera in last 12 mo	271	5.2%	104
Own digital SLR camera	545	10.4%	112
Bought digital SLR camera in last 12 months	117	2.2%	99
Own 35mm auto focus point & shoot camera	272	5.2%	110
Own 35mm auto focus single lens reflex camera	144	2.7%	115
Own 35mm auto focus zoom camera	367	7.0%	124
Own 35mm single lens reflex camera	146	2.8%	92
Own Canon camera	991	18.8%	120
Bought Canon camera in last 12 months	115	2.2%	103
Own Fuji camera	171	3.2%	80
Own Kodak camera	644	12.2%	104
Bought Kodak camera in last 12 months	127	2.4%	81
Own Nikon camera	285	5.4%	100
Own Olympus camera	264	5.0%	110
Own Polaroid camera	120	2.3%	93
Bought any camera accessory in last 12 months	2,510	47.7%	112
Bought film in last 12 months	1,098	20.9%	109
Bought film in last 12 months: <3 rolls	495	9.4%	106
Bought film in last 12 months: 3-6 rolls	360	6.8%	109
Bought film in last 12 months: 7+ rolls	244	4.6%	110
Bought film in last 12 mo: APS (color prints)	151	2.9%	108
Bought film in last 12 mo: instant developing	82	1.6%	78
Bought film in last 12 mo: 35mm (black & white)	52	1.0%	104
Bought film in last 12 mo: 35mm (color prints)	702	13.3%	117
Bought Fuji film in last 12 months	309	5.9%	117
Bought Kodak film in last 12 months	699	13.3%	112
Bought store-brand film in last 12 months	115	2.2%	103
Purchased film in last 12 mo: department store	180	3.4%	92
Purchased film in last 12 mo: discount store	312	5.9%	124

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

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

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	256	4.9%	104
Purchased film in last 12 mo: grocery store	132	2.5%	117
Purchased film in last 12 mo: 1 hour service store	177	3.4%	132
Had film processed at discount store	241	4.6%	138
Had film processed at drug store	222	4.2%	99
Had film processed at 1 hour service store	189	3.6%	124
Bought memory card for camera in last 12 months	411	7.8%	102
Own memory card for camera	1,508	28.7%	116

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		28,069	30,297	
Population 18+		20,170	21,716	
Households		10,886	11,798	
Median Household Income		\$64,603	\$72,883	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		8,889	81.7%	110
Purchased home PC in last 12 months		1,946	17.9%	114
Purchased home PC 1-2 years ago		2,737	25.1%	112
Purchased home PC 3-4 years ago		2,479	22.8%	117
Purchased home PC 5+ years ago		1,116	10.3%	110
Spent <\$500 on home PC (most recent purchase)		1,006	9.2%	107
Spent \$500-999 on home PC (most recent purchase)		2,275	20.9%	117
Spent \$1000-1499 on home PC (most recent purchase)		1,614	14.8%	114
Spent \$1500-1999 on home PC (most recent purchase)		842	7.7%	109
Spent \$2000+ on home PC (most recent purchase)		743	6.8%	110
Purchased home PC at computer superstore		1,622	14.9%	117
Purchased home PC at department store		558	5.1%	104
Purchased home PC direct from manufacturer		1,688	15.5%	111
Purchased home PC at electronics store		1,446	13.3%	120
Purchased home PC on Internet		1,054	9.7%	113
Purchased home PC at warehouse discount outlet		273	2.5%	114
HH owns desktop PC		7,009	64.4%	112
HH owns laptop/notebook/tablet PC		3,887	35.7%	114
HH owns any Apple/Apple Mac clone brand PC		647	5.9%	95
HH owns any IBM/IBM compatible brand PC		8,247	75.8%	112
Brand of PC that HH owns: Compaq		1,099	10.1%	119
Brand of PC that HH owns: Dell		3,725	34.2%	111
Brand of PC that HH owns: Gateway		748	6.9%	103
Brand of PC that HH owns: Hewlett Packard		1,994	18.3%	118
Brand of PC that HH owns: Sony Vaio		346	3.2%	109
Child (under 18) uses home PC		2,703	24.8%	118
HH owns CD burner		4,737	43.5%	118
HH owns CD ROM drive		4,852	44.6%	114
HH owns DVD drive		3,171	29.1%	117
HH owns DVD-RW (DVD burner)		2,570	23.6%	115
HH owns external hard drive		1,807	16.6%	117
HH owns flash drive		2,729	25.1%	122
HH owns LAN/network interface card		1,503	13.8%	125
HH owns inkjet printer		5,289	48.6%	114
HH owns laser printer		1,776	16.3%	119
HH owns modem/fax modem		2,588	23.8%	114
HH owns removable cartridge storage device		710	6.5%	112
HH owns scanner		3,581	32.9%	116
HH owns PC speakers		5,223	48.0%	115
HH owns tape backup		285	2.6%	98
HH owns webcam		1,426	13.1%	116
HH owns software: accounting		1,107	10.2%	114
HH owns software: communications/fax		1,030	9.5%	116
HH owns software: database/filing		1,014	9.3%	114
HH owns software: desktop publishing		1,577	14.5%	119

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,302	12.0%	119
HH owns software: entertainment/games	3,632	33.4%	115
HH owns software: online meeting/conference	368	3.4%	118
HH owns software: personal finance/tax prep	1,929	17.7%	125
HH owns software: presentation graphics	992	9.1%	114
HH owns software: multimedia	2,007	18.4%	120
HH owns software: networking	1,433	13.2%	117
HH owns software: security/anti-virus	3,556	32.7%	116
HH owns software: spreadsheet	2,961	27.2%	118
HH owns software: utility	873	8.0%	113
HH owns software: web authoring	422	3.9%	112
HH owns software: word processing	4,250	39.0%	116
Spent \$500+ on software for home PC in last 12 mo	265	2.4%	102
Purchased computer book in last 12 months	507	4.7%	108
HH owns fax machine	707	6.5%	108
Purchased audio equipment in last 12 months	1,133	10.4%	107
Purchased headphones in last 12 months	447	4.1%	103
HH owns camcorder	2,507	23.0%	118
Purchased camcorder in last 12 months	262	2.4%	113
HH owns CD player	5,489	50.4%	110
Purchased CD player in last 12 months	429	3.9%	102
HH owns DVD player	7,706	70.8%	107
Purchased DVD player in last 12 months	1,197	11.0%	113
HH owns 1 TV	1,745	16.0%	81
HH owns 2 TVs	2,873	26.4%	100
HH owns 3 TVs	2,643	24.3%	108
HH owns 4+ TVs	2,551	23.4%	112
HH owns miniature screen TV (<13 in)	906	8.3%	105
Most recent TV purchase: miniature screen (<13 in)	282	2.6%	93
HH owns regular screen TV (13-26 in)	4,847	44.5%	102
Most recent TV purchase: regular screen (13-26 in)	2,346	21.6%	92
HH owns large screen TV (27-35 in)	5,298	48.7%	105
Most recent TV purchase: large screen (27-35 in)	3,442	31.6%	100
HH owns big screen TV (36-42 in)	2,324	21.4%	113
Most recent TV purchase: big screen (36-42 in)	1,697	15.6%	110
HH owns giant screen TV (over 42 in)	1,792	16.5%	116
Most recent TV purchase: giant screen (over 42 in)	1,404	12.9%	115
HH owns LCD TV	2,295	21.1%	110
HH owns plasma TV	1,009	9.3%	112
HH owns projection TV	680	6.2%	116
HH owns video game system	4,133	38.0%	113
Purchased video game system in last 12 months	1,319	12.1%	113
HH owns video game system: handheld	1,934	17.8%	116
HH owns video game system: attached to TV/computer	3,668	33.7%	114
HH owns video game system: Game Boy	846	7.8%	113
HH owns video game system: Game Boy Advance/SP	848	7.8%	118
HH owns video game system: Nintendo DS	991	9.1%	120

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	618	5.7%	113
HH owns video game system: Nintendo Wii	855	7.9%	116
HH owns video game system: PlayStation 2	1,977	18.2%	110
HH owns video game system: PlayStation 3	436	4.0%	111
HH owns video game system: Sony PlayStation/PS One	480	4.4%	109
HH owns video game system: Sony PSP	366	3.4%	115
HH owns video game system: Xbox	784	7.2%	121
HH owns video game system: Xbox 360	808	7.4%	115
HH purchased 5+ video games in last 12 months	818	7.5%	116
HH spent \$101+ on video games in last 12 months	1,040	9.6%	118
Owns MP3 player	6,285	31.2%	116
Purchased MP3 player in last 12 months	2,475	12.3%	120
Owns Apple iPod	2,442	12.1%	109
Purchased Apple iPod in last 12 months	737	3.7%	108
Have any access to the Internet	18,234	90.4%	107
Have access to Internet: at home	15,763	78.2%	111
Have access to Internet: at work	9,001	44.6%	120
Have access to Internet: at school/library	5,202	25.8%	102
Have access to Internet: not hm/work/school/library	4,134	20.5%	106
Use Internet less than once a week	690	3.4%	86
Use Internet 1-2 times per week	1,058	5.2%	95
Use Internet 3-6 times per week	1,774	8.8%	109
Use Internet once a day	2,564	12.7%	115
Use Internet 2-4 times per day	3,990	19.8%	112
Use Internet 5 or more times per day	5,883	29.2%	117
Any Internet or online usage in last 30 days	15,961	79.1%	112
Used Internet in last 30 days: at home	14,269	70.7%	114
Used Internet in last 30 days: at work	7,797	38.7%	122
Used Internet in last 30 days: at school/library	1,549	7.7%	100
Used Internet/30 days: not home/work/school/library	1,885	9.3%	101
Internet last 30 days: used email	14,296	70.9%	114
Internet last 30 days: used Instant Messenger	5,685	28.2%	111
Internet last 30 days: paid bills online	8,145	40.4%	123
Internet last 30 days: visited online blog	2,137	10.6%	111
Internet last 30 days: wrote online blog	836	4.1%	112
Internet last 30 days: visited chat room	901	4.5%	96
Internet last 30 days: looked for employment	3,002	14.9%	114
Internet last 30 days: played games online	4,709	23.3%	111
Internet last 30 days: traded/tracked investments	2,386	11.8%	106
Internet last 30 days: downloaded music	4,021	19.9%	108
Internet last 30 days: made phone call	790	3.9%	106
Internet last 30 days: made personal purchase	7,040	34.9%	113
Internet last 30 days: made business purchase	2,189	10.9%	114
Internet last 30 days: made travel plans	3,890	19.3%	112
Internet last 30 days: watched online video	4,456	22.1%	115
Internet last 30 days: obtained new/used car info	2,118	10.5%	119
Internet last 30 days: obtained financial info	5,851	29.0%	121
Internet last 30 days: obtained medical info	3,739	18.5%	111
Internet last 30 days: obtained latest news	8,979	44.5%	116
Internet last 30 days: obtained real estate info	2,460	12.2%	113

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	5,375	26.6%	115
Ordered anything on Internet in last 12 months	8,132	40.3%	117
Ordered on Internet/12 mo: airline ticket	3,769	18.7%	112
Ordered on Internet/12 mo: CD/tape	891	4.4%	101
Ordered on Internet/12 mo: clothing	3,298	16.4%	113
Ordered on Internet/12 mo: computer	682	3.4%	99
Ordered on Internet/12 mo: computer peripheral	901	4.5%	103
Ordered on Internet/12 mo: DVD	1,427	7.1%	108
Ordered on Internet/12 mo: flowers	974	4.8%	104
Ordered on Internet/12 mo: software	1,288	6.4%	112
Ordered on Internet/12 mo: tickets (concerts etc.)	2,135	10.6%	110
Ordered on Internet/12 mo: toy	1,065	5.3%	106
Purchased item from amazon.com in last 12 months	2,962	14.7%	105
Purchased item from barnes&noble.com in last 12 mo	646	3.2%	100
Purchased item from bestbuy.com in last 12 months	564	2.8%	111
Purchased item from ebay.com in last 12 months	2,159	10.7%	115
Purchased item from walmart.com in last 12 months	1,072	5.3%	130
Spent on Internet orders last 12 months: <\$100	1,305	6.5%	119
Spent on Internet orders last 12 months: \$100-199	1,183	5.9%	109
Spent on Internet orders last 12 months: \$200-499	2,081	10.3%	123
Spent on Internet orders last 12 months: \$500+	3,165	15.7%	108
Connection to Internet from home: dial-up modem	1,680	8.3%	100
Connection to Internet from home: cable modem	6,288	31.2%	116
Connection to Internet from home: DSL	5,319	26.4%	107
Connection to Internet from home: wireless	3,222	16.0%	116
Connection to Internet from home: any broadband	13,505	67.0%	113
DVDs rented in last 30 days: 1	652	3.2%	122
DVDs rented in last 30 days: 2	1,144	5.7%	123
DVDs rented in last 30 days: 3	650	3.2%	101
DVDs rented in last 30 days: 4	835	4.1%	107
DVDs rented in last 30 days: 5+	3,231	16.0%	121
Rented video tape/DVD last month: action/adventure	4,830	23.9%	118
Rented video tape/DVD last month: classic	1,021	5.1%	97
Rented video tape/DVD last month: comedy	4,914	24.4%	118
Rented video tape/DVD last month: drama	3,281	16.3%	120
Rented video tape/DVD last month: family/children	2,140	10.6%	119
Rented video tape/DVD last month: foreign	356	1.8%	89
Rented video tape/DVD last month: horror	1,588	7.9%	106
Rented video tape/DVD last month: romance	1,663	8.2%	110
Rented video tape/DVD last month: science fiction	1,231	6.1%	115
Rented video tape/DVD last mo at Blockbuster Video	2,967	14.7%	122
Rented video tape/DVD last mo at Hollywood Video	1,046	5.2%	126
Bought video tape/DVD last month: action/adventure	1,841	9.1%	109
Bought video tape/DVD last month: classic	590	2.9%	108
Bought video tape/DVD last month: comedy	1,803	8.9%	111
Bought video tape/DVD last month: drama	990	4.9%	114
Bought video tape/DVD last month: family/children	1,394	6.9%	117
Bought video tape/DVD last month: horror	528	2.6%	83
Bought video tape/DVD last month: romance	538	2.7%	105

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	529	2.6%	105
Bought blank video tape in last 6 months	2,268	11.2%	99
Bought 7+ blank video tapes in last 6 months	512	2.5%	97
DVDs purchased in last 30 days: 1	1,183	5.9%	118
DVDs purchased in last 30 days: 2	1,183	5.9%	124
DVDs purchased in last 30 days: 3-4	940	4.7%	101
DVDs purchased in last 30 days: 5+	1,008	5.0%	96
Bought any camera in last 12 months	2,552	12.7%	99
Spent on cameras in last 12 months: <\$100	804	4.0%	90
Spent on cameras in last 12 months: \$100-199	634	3.1%	104
Spent on cameras in last 12 months: \$200+	778	3.9%	97
Own APS (point & shoot or SLR) camera	493	2.4%	89
Own digital camera	7,789	38.6%	117
Bought digital camera in last 12 months	1,452	7.2%	105
Own digital point & shoot camera	5,948	29.5%	119
Bought digital point & shoot camera in last 12 mo	1,051	5.2%	105
Own digital SLR camera	2,062	10.2%	110
Bought digital SLR camera in last 12 months	437	2.2%	96
Own 35mm auto focus point & shoot camera	1,016	5.0%	107
Own 35mm auto focus single lens reflex camera	520	2.6%	108
Own 35mm auto focus zoom camera	1,243	6.2%	110
Own 35mm single lens reflex camera	589	2.9%	97
Own Canon camera	3,626	18.0%	114
Bought Canon camera in last 12 months	446	2.2%	104
Own Fuji camera	707	3.5%	87
Own Kodak camera	2,645	13.1%	111
Bought Kodak camera in last 12 months	544	2.7%	91
Own Nikon camera	1,135	5.6%	104
Own Olympus camera	994	4.9%	109
Own Polaroid camera	479	2.4%	97
Bought any camera accessory in last 12 months	9,668	47.9%	112
Bought film in last 12 months	4,121	20.4%	107
Bought film in last 12 months: <3 rolls	1,907	9.5%	106
Bought film in last 12 months: 3-6 rolls	1,304	6.5%	103
Bought film in last 12 months: 7+ rolls	910	4.5%	107
Bought film in last 12 mo: APS (color prints)	583	2.9%	108
Bought film in last 12 mo: instant developing	367	1.8%	91
Bought film in last 12 mo: 35mm (black & white)	178	0.9%	93
Bought film in last 12 mo: 35mm (color prints)	2,499	12.4%	109
Bought Fuji film in last 12 months	1,023	5.1%	101
Bought Kodak film in last 12 months	2,604	12.9%	109
Bought store-brand film in last 12 months	433	2.1%	101
Purchased film in last 12 mo: department store	689	3.4%	92
Purchased film in last 12 mo: discount store	1,132	5.6%	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.

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

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

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	936	4.6%	99
Purchased film in last 12 mo: grocery store	449	2.2%	104
Purchased film in last 12 mo: 1 hour service store	556	2.8%	108
Had film processed at discount store	831	4.1%	125
Had film processed at drug store	871	4.3%	101
Had film processed at 1 hour service store	645	3.2%	110
Bought memory card for camera in last 12 months	1,623	8.0%	105
Own memory card for camera	5,823	28.9%	117

**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 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		69,287	73,418	
Population 18+		51,120	54,169	
Households		27,215	28,972	
Median Household Income		\$62,677	\$70,075	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		21,933	80.6%	109
Purchased home PC in last 12 months		4,719	17.3%	110
Purchased home PC 1-2 years ago		6,854	25.2%	112
Purchased home PC 3-4 years ago		5,873	21.6%	111
Purchased home PC 5+ years ago		2,602	9.6%	103
Spent <\$500 on home PC (most recent purchase)		2,445	9.0%	104
Spent \$500-999 on home PC (most recent purchase)		5,506	20.2%	113
Spent \$1000-1499 on home PC (most recent purchase)		3,851	14.2%	108
Spent \$1500-1999 on home PC (most recent purchase)		2,146	7.9%	111
Spent \$2000+ on home PC (most recent purchase)		1,805	6.6%	107
Purchased home PC at computer superstore		4,030	14.8%	116
Purchased home PC at department store		1,356	5.0%	101
Purchased home PC direct from manufacturer		3,884	14.3%	103
Purchased home PC at electronics store		3,539	13.0%	118
Purchased home PC on Internet		2,622	9.6%	112
Purchased home PC at warehouse discount outlet		644	2.4%	108
HH owns desktop PC		16,927	62.2%	108
HH owns laptop/notebook/tablet PC		9,666	35.5%	114
HH owns any Apple/Apple Mac clone brand PC		1,624	6.0%	96
HH owns any IBM/IBM compatible brand PC		20,216	74.3%	110
Brand of PC that HH owns: Compaq		2,609	9.6%	113
Brand of PC that HH owns: Dell		9,051	33.3%	108
Brand of PC that HH owns: Gateway		1,868	6.9%	103
Brand of PC that HH owns: Hewlett Packard		4,866	17.9%	115
Brand of PC that HH owns: Sony Vaio		867	3.2%	110
Child (under 18) uses home PC		6,407	23.5%	111
HH owns CD burner		11,533	42.4%	115
HH owns CD ROM drive		11,808	43.4%	111
HH owns DVD drive		7,872	28.9%	116
HH owns DVD-RW (DVD burner)		6,455	23.7%	115
HH owns external hard drive		4,343	16.0%	113
HH owns flash drive		6,717	24.7%	120
HH owns LAN/network interface card		3,623	13.3%	120
HH owns inkjet printer		12,653	46.5%	109
HH owns laser printer		4,250	15.6%	114
HH owns modem/fax modem		6,331	23.3%	112
HH owns removable cartridge storage device		1,679	6.2%	106
HH owns scanner		8,763	32.2%	113
HH owns PC speakers		12,592	46.3%	111
HH owns tape backup		696	2.6%	96
HH owns webcam		3,656	13.4%	119
HH owns software: accounting		2,600	9.6%	107
HH owns software: communications/fax		2,349	8.6%	106
HH owns software: database/filing		2,270	8.3%	102
HH owns software: desktop publishing		3,672	13.5%	111

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March 27, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,164	11.6%	116
HH owns software: entertainment/games	8,897	32.7%	113
HH owns software: online meeting/conference	916	3.4%	118
HH owns software: personal finance/tax prep	4,461	16.4%	116
HH owns software: presentation graphics	2,403	8.8%	110
HH owns software: multimedia	4,821	17.7%	116
HH owns software: networking	3,490	12.8%	114
HH owns software: security/anti-virus	8,600	31.6%	113
HH owns software: spreadsheet	7,248	26.6%	115
HH owns software: utility	2,097	7.7%	109
HH owns software: web authoring	1,006	3.7%	107
HH owns software: word processing	10,399	38.2%	114
Spent \$500+ on software for home PC in last 12 mo	677	2.5%	104
Purchased computer book in last 12 months	1,267	4.7%	108
HH owns fax machine	1,619	5.9%	99
Purchased audio equipment in last 12 months	2,792	10.3%	106
Purchased headphones in last 12 months	1,112	4.1%	103
HH owns camcorder	5,992	22.0%	113
Purchased camcorder in last 12 months	647	2.4%	112
HH owns CD player	13,449	49.4%	107
Purchased CD player in last 12 months	1,070	3.9%	102
HH owns DVD player	18,914	69.5%	105
Purchased DVD player in last 12 months	2,838	10.4%	107
HH owns 1 TV	4,737	17.4%	88
HH owns 2 TVs	7,331	26.9%	103
HH owns 3 TVs	6,456	23.7%	106
HH owns 4+ TVs	5,896	21.7%	103
HH owns miniature screen TV (<13 in)	2,283	8.4%	106
Most recent TV purchase: miniature screen (<13 in)	700	2.6%	93
HH owns regular screen TV (13-26 in)	11,790	43.3%	100
Most recent TV purchase: regular screen (13-26 in)	5,854	21.5%	92
HH owns large screen TV (27-35 in)	13,106	48.2%	103
Most recent TV purchase: large screen (27-35 in)	8,544	31.4%	99
HH owns big screen TV (36-42 in)	5,683	20.9%	111
Most recent TV purchase: big screen (36-42 in)	4,239	15.6%	110
HH owns giant screen TV (over 42 in)	4,399	16.2%	114
Most recent TV purchase: giant screen (over 42 in)	3,483	12.8%	115
HH owns LCD TV	5,700	20.9%	109
HH owns plasma TV	2,484	9.1%	110
HH owns projection TV	1,645	6.0%	112
HH owns video game system	10,286	37.8%	113
Purchased video game system in last 12 months	3,365	12.4%	115
HH owns video game system: handheld	4,698	17.3%	112
HH owns video game system: attached to TV/computer	9,155	33.6%	114
HH owns video game system: Game Boy	2,028	7.5%	108
HH owns video game system: Game Boy Advance/SP	2,035	7.5%	113
HH owns video game system: Nintendo DS	2,419	8.9%	117

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,534	5.6%	112
HH owns video game system: Nintendo Wii	2,118	7.8%	115
HH owns video game system: PlayStation 2	4,917	18.1%	110
HH owns video game system: PlayStation 3	1,107	4.1%	112
HH owns video game system: Sony PlayStation/PS One	1,194	4.4%	109
HH owns video game system: Sony PSP	941	3.5%	118
HH owns video game system: Xbox	1,993	7.3%	123
HH owns video game system: Xbox 360	2,065	7.6%	117
HH purchased 5+ video games in last 12 months	2,073	7.6%	117
HH spent \$101+ on video games in last 12 months	2,632	9.7%	120
Owns MP3 player	15,339	30.0%	112
Purchased MP3 player in last 12 months	5,892	11.5%	113
Owns Apple iPod	5,857	11.5%	103
Purchased Apple iPod in last 12 months	1,791	3.5%	104
Have any access to the Internet	45,945	89.9%	106
Have access to Internet: at home	39,347	77.0%	109
Have access to Internet: at work	22,268	43.6%	117
Have access to Internet: at school/library	13,514	26.4%	105
Have access to Internet: not hm/work/school/library	10,485	20.5%	106
Use Internet less than once a week	1,800	3.5%	88
Use Internet 1-2 times per week	2,655	5.2%	94
Use Internet 3-6 times per week	4,288	8.4%	104
Use Internet once a day	6,370	12.5%	113
Use Internet 2-4 times per day	9,906	19.4%	110
Use Internet 5 or more times per day	15,066	29.5%	118
Any Internet or online usage in last 30 days	40,080	78.4%	111
Used Internet in last 30 days: at home	35,565	69.6%	112
Used Internet in last 30 days: at work	19,389	37.9%	119
Used Internet in last 30 days: at school/library	4,248	8.3%	108
Used Internet/30 days: not home/work/school/library	4,805	9.4%	102
Internet last 30 days: used email	35,851	70.1%	113
Internet last 30 days: used Instant Messenger	14,627	28.6%	113
Internet last 30 days: paid bills online	20,635	40.4%	123
Internet last 30 days: visited online blog	5,425	10.6%	111
Internet last 30 days: wrote online blog	2,060	4.0%	109
Internet last 30 days: visited chat room	2,347	4.6%	98
Internet last 30 days: looked for employment	7,833	15.3%	117
Internet last 30 days: played games online	12,126	23.7%	113
Internet last 30 days: traded/tracked investments	5,961	11.7%	104
Internet last 30 days: downloaded music	10,721	21.0%	114
Internet last 30 days: made phone call	2,021	4.0%	107
Internet last 30 days: made personal purchase	17,590	34.4%	112
Internet last 30 days: made business purchase	5,445	10.7%	112
Internet last 30 days: made travel plans	9,574	18.7%	108
Internet last 30 days: watched online video	11,152	21.8%	114
Internet last 30 days: obtained new/used car info	5,177	10.1%	115
Internet last 30 days: obtained financial info	14,472	28.3%	118
Internet last 30 days: obtained medical info	9,357	18.3%	110
Internet last 30 days: obtained latest news	22,601	44.2%	115
Internet last 30 days: obtained real estate info	6,324	12.4%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	13,822	27.0%	117
Ordered anything on Internet in last 12 months	19,810	38.8%	112
Ordered on Internet/12 mo: airline ticket	9,678	18.9%	113
Ordered on Internet/12 mo: CD/tape	2,408	4.7%	108
Ordered on Internet/12 mo: clothing	7,986	15.6%	108
Ordered on Internet/12 mo: computer	1,821	3.6%	104
Ordered on Internet/12 mo: computer peripheral	2,287	4.5%	103
Ordered on Internet/12 mo: DVD	3,492	6.8%	104
Ordered on Internet/12 mo: flowers	2,665	5.2%	112
Ordered on Internet/12 mo: software	3,198	6.3%	110
Ordered on Internet/12 mo: tickets (concerts etc.)	5,432	10.6%	110
Ordered on Internet/12 mo: toy	2,456	4.8%	96
Purchased item from amazon.com in last 12 months	7,538	14.7%	105
Purchased item from barnes&noble.com in last 12 mo	1,678	3.3%	103
Purchased item from bestbuy.com in last 12 months	1,390	2.7%	108
Purchased item from ebay.com in last 12 months	5,124	10.0%	108
Purchased item from walmart.com in last 12 months	2,452	4.8%	117
Spent on Internet orders last 12 months: <\$100	3,049	6.0%	109
Spent on Internet orders last 12 months: \$100-199	2,919	5.7%	106
Spent on Internet orders last 12 months: \$200-499	4,751	9.3%	111
Spent on Internet orders last 12 months: \$500+	8,121	15.9%	109
Connection to Internet from home: dial-up modem	3,928	7.7%	92
Connection to Internet from home: cable modem	15,857	31.0%	115
Connection to Internet from home: DSL	13,278	26.0%	106
Connection to Internet from home: wireless	8,297	16.2%	118
Connection to Internet from home: any broadband	33,917	66.3%	112
DVDs rented in last 30 days: 1	1,607	3.1%	119
DVDs rented in last 30 days: 2	2,772	5.4%	117
DVDs rented in last 30 days: 3	1,563	3.1%	95
DVDs rented in last 30 days: 4	2,067	4.0%	105
DVDs rented in last 30 days: 5+	7,989	15.6%	118
Rented video tape/DVD last month: action/adventure	11,832	23.1%	115
Rented video tape/DVD last month: classic	2,657	5.2%	100
Rented video tape/DVD last month: comedy	12,264	24.0%	116
Rented video tape/DVD last month: drama	7,964	15.6%	115
Rented video tape/DVD last month: family/children	5,198	10.2%	114
Rented video tape/DVD last month: foreign	908	1.8%	90
Rented video tape/DVD last month: horror	4,075	8.0%	108
Rented video tape/DVD last month: romance	4,174	8.2%	109
Rented video tape/DVD last month: science fiction	3,016	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	7,446	14.6%	121
Rented video tape/DVD last mo at Hollywood Video	2,570	5.0%	122
Bought video tape/DVD last month: action/adventure	4,757	9.3%	111
Bought video tape/DVD last month: classic	1,398	2.7%	101
Bought video tape/DVD last month: comedy	4,441	8.7%	108
Bought video tape/DVD last month: drama	2,529	4.9%	114
Bought video tape/DVD last month: family/children	3,491	6.8%	116
Bought video tape/DVD last month: horror	1,255	2.5%	78
Bought video tape/DVD last month: romance	1,347	2.6%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,291	2.5%	101
Bought blank video tape in last 6 months	5,726	11.2%	99
Bought 7+ blank video tapes in last 6 months	1,288	2.5%	97
DVDs purchased in last 30 days: 1	2,819	5.5%	111
DVDs purchased in last 30 days: 2	2,838	5.6%	117
DVDs purchased in last 30 days: 3-4	2,692	5.3%	114
DVDs purchased in last 30 days: 5+	2,571	5.0%	97
Bought any camera in last 12 months	6,541	12.8%	100
Spent on cameras in last 12 months: <\$100	2,179	4.3%	96
Spent on cameras in last 12 months: \$100-199	1,610	3.2%	104
Spent on cameras in last 12 months: \$200+	1,943	3.8%	96
Own APS (point & shoot or SLR) camera	1,424	2.8%	101
Own digital camera	19,118	37.4%	113
Bought digital camera in last 12 months	3,523	6.9%	101
Own digital point & shoot camera	14,477	28.3%	114
Bought digital point & shoot camera in last 12 mo	2,599	5.1%	103
Own digital SLR camera	5,233	10.2%	110
Bought digital SLR camera in last 12 months	1,121	2.2%	97
Own 35mm auto focus point & shoot camera	2,435	4.8%	102
Own 35mm auto focus single lens reflex camera	1,227	2.4%	101
Own 35mm auto focus zoom camera	3,003	5.9%	105
Own 35mm single lens reflex camera	1,565	3.1%	102
Own Canon camera	8,965	17.5%	112
Bought Canon camera in last 12 months	1,198	2.3%	110
Own Fuji camera	1,965	3.8%	95
Own Kodak camera	6,653	13.0%	110
Bought Kodak camera in last 12 months	1,486	2.9%	98
Own Nikon camera	2,965	5.8%	107
Own Olympus camera	2,496	4.9%	108
Own Polaroid camera	1,205	2.4%	96
Bought any camera accessory in last 12 months	24,144	47.2%	111
Bought film in last 12 months	10,166	19.9%	104
Bought film in last 12 months: <3 rolls	4,665	9.1%	103
Bought film in last 12 months: 3-6 rolls	3,214	6.3%	100
Bought film in last 12 months: 7+ rolls	2,284	4.5%	106
Bought film in last 12 mo: APS (color prints)	1,431	2.8%	105
Bought film in last 12 mo: instant developing	1,031	2.0%	101
Bought film in last 12 mo: 35mm (black & white)	432	0.8%	89
Bought film in last 12 mo: 35mm (color prints)	5,871	11.5%	101
Bought Fuji film in last 12 months	2,379	4.7%	92
Bought Kodak film in last 12 months	6,466	12.6%	107
Bought store-brand film in last 12 months	1,114	2.2%	102
Purchased film in last 12 mo: department store	1,645	3.2%	87
Purchased film in last 12 mo: discount store	2,630	5.1%	108

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Ring: 5 miles radius

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

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,382	4.7%	99
Purchased film in last 12 mo: grocery store	1,100	2.2%	100
Purchased film in last 12 mo: 1 hour service store	1,361	2.7%	105
Had film processed at discount store	1,901	3.7%	112
Had film processed at drug store	2,159	4.2%	99
Had film processed at 1 hour service store	1,612	3.2%	109
Bought memory card for camera in last 12 months	4,067	8.0%	104
Own memory card for camera	14,253	27.9%	113

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March 27, 2012



# Financial Investments Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Demographic Summary		2010	2015
Population		7,310	8,017
Population 18+		5,261	5,778
Households		2,742	3,039
Median Household Income		\$66,434	\$74,449

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Bank/financial institution: use full service bank	2,848	54.1%	110
Bank/financial institution: use savings & loan	535	10.2%	97
Bank/financial institution: use credit union	1,418	27.0%	119
Bank/financial institution: use fed savings bank	125	2.4%	103
Bank/financial institution: use mutual funds co	187	3.6%	109
Bank/financial institution: use Internet Bank	236	4.5%	104
Used ATM/cash machine in last 12 months	3,043	57.8%	114
Banked in person in last 12 months	2,929	55.7%	107
Banked by mail in last 12 months	270	5.1%	96
Banked by phone in last 12 months	963	18.3%	122
Did banking over the Internet in last 12 months	1,755	33.4%	122
Used direct deposit of paycheck in last 12 months	2,331	44.3%	115
Have interest checking account	1,829	34.8%	108
Have non-interest checking account	1,571	29.9%	112
Have money market account	658	12.5%	102
Have savings account	2,231	42.4%	117
Have 401K retirement savings	1,121	21.3%	120
Have IRA retirement savings	859	16.3%	108
Have auto loan for new car	703	13.4%	116
Have personal loan for education only	224	4.3%	105
Have personal loan-not for education	139	2.6%	105
Have home mortgage (1st)	1,245	23.7%	123
Have 2nd mortgage (equity loan)	397	7.5%	120
Have home equity line of credit	361	6.9%	114
Have personal line of credit	219	4.2%	92
Have overdraft protection	858	16.3%	123
Own any securities investment	1,478	28.1%	113
Own annuities	143	2.7%	90
Own certificate of deposit (6 months or less)	174	3.3%	94
Own certificate of deposit (more than 6 months)	289	5.5%	99
Own common/preferred stock in company you work for	183	3.5%	115
Own common stock in company you don't work for	350	6.7%	105
Own insured money market account (bank)	95	1.8%	88
Own shares in money market fund	392	7.5%	112
Own shares in mutual fund (bonds)	349	6.6%	112
Own shares in mutual fund (stock)	546	10.4%	110
Own any stock	539	10.2%	111
Own stock with market value <\$10000	189	3.6%	116
Own stock with market value \$10000-49999	136	2.6%	103
Own stock with market value \$50000+	131	2.5%	100

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

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1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

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

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	399	7.6%	111
Used financial planning counsel in last 12 months	447	8.5%	108
Used full service brokerage firm in last 12 months	319	6.1%	98
Own any credit/debit card (in own name)	4,215	80.1%	108
Own American Express card (in own name)	653	12.4%	100
Own Discover card (in own name)	648	12.3%	110
Own MasterCard (in own name)	1,941	36.9%	108
Own Visa (in own name)	2,914	55.4%	113
Own any department store credit card (in own name)	1,799	34.2%	110
Avg monthly credit card expenditures: <\$111	763	14.5%	105
Avg monthly credit card expenditures: \$111-225	435	8.3%	106
Avg monthly credit card expenditures: \$226-450	488	9.3%	124
Avg monthly credit card expenditures: \$451-700	381	7.2%	114
Avg monthly credit card expenditures: \$701+	702	13.3%	100

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		28,069	30,297	
Population 18+		20,170	21,716	
Households		10,886	11,798	
Median Household Income		\$64,603	\$72,883	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		10,664	52.9%	107
Bank/financial institution: use savings & loan		2,069	10.3%	98
Bank/financial institution: use credit union		5,447	27.0%	119
Bank/financial institution: use fed savings bank		481	2.4%	104
Bank/financial institution: use mutual funds co		689	3.4%	105
Bank/financial institution: use Internet Bank		889	4.4%	102
Used ATM/cash machine in last 12 months		11,663	57.8%	114
Banked in person in last 12 months		11,272	55.9%	108
Banked by mail in last 12 months		1,118	5.5%	104
Banked by phone in last 12 months		3,606	17.9%	119
Did banking over the Internet in last 12 months		6,874	34.1%	125
Used direct deposit of paycheck in last 12 months		9,015	44.7%	116
Have interest checking account		7,036	34.9%	108
Have non-interest checking account		5,973	29.6%	111
Have money market account		2,499	12.4%	101
Have savings account		8,447	41.9%	115
Have 401K retirement savings		4,318	21.4%	121
Have IRA retirement savings		3,207	15.9%	106
Have auto loan for new car		2,764	13.7%	119
Have personal loan for education only		941	4.7%	115
Have personal loan-not for education		551	2.7%	109
Have home mortgage (1st)		4,771	23.7%	123
Have 2nd mortgage (equity loan)		1,529	7.6%	121
Have home equity line of credit		1,353	6.7%	112
Have personal line of credit		910	4.5%	100
Have overdraft protection		3,214	15.9%	120
Own any securities investment		5,463	27.1%	109
Own annuities		574	2.8%	94
Own certificate of deposit (6 months or less)		660	3.3%	93
Own certificate of deposit (more than 6 months)		1,103	5.5%	98
Own common/preferred stock in company you work for		671	3.3%	110
Own common stock in company you don't work for		1,248	6.2%	98
Own insured money market account (bank)		393	1.9%	95
Own shares in money market fund		1,409	7.0%	105
Own shares in mutual fund (bonds)		1,262	6.3%	106
Own shares in mutual fund (stock)		2,039	10.1%	108
Own any stock		1,920	9.5%	104
Own stock with market value <\$10000		676	3.4%	108
Own stock with market value \$10000-49999		513	2.5%	102
Own stock with market value \$50000+		470	2.3%	93

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

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,552	7.7%	112
Used financial planning counsel in last 12 months	1,686	8.4%	106
Used full service brokerage firm in last 12 months	1,215	6.0%	97
Own any credit/debit card (in own name)	15,963	79.1%	107
Own American Express card (in own name)	2,471	12.3%	99
Own Discover card (in own name)	2,459	12.2%	109
Own MasterCard (in own name)	7,416	36.8%	107
Own Visa (in own name)	11,085	55.0%	112
Own any department store credit card (in own name)	6,684	33.1%	107
Avg monthly credit card expenditures: <\$111	3,026	15.0%	108
Avg monthly credit card expenditures: \$111-225	1,708	8.5%	109
Avg monthly credit card expenditures: \$226-450	1,736	8.6%	115
Avg monthly credit card expenditures: \$451-700	1,375	6.8%	107
Avg monthly credit card expenditures: \$701+	2,692	13.3%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		69,287	73,418	
Population 18+		51,120	54,169	
Households		27,215	28,972	
Median Household Income		\$62,677	\$70,075	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		26,053	51.0%	103
Bank/financial institution: use savings & loan		5,250	10.3%	98
Bank/financial institution: use credit union		13,482	26.4%	117
Bank/financial institution: use fed savings bank		1,138	2.2%	97
Bank/financial institution: use mutual funds co		1,734	3.4%	104
Bank/financial institution: use Internet Bank		2,439	4.8%	110
Used ATM/cash machine in last 12 months		29,275	57.3%	113
Banked in person in last 12 months		27,836	54.5%	105
Banked by mail in last 12 months		2,805	5.5%	103
Banked by phone in last 12 months		8,803	17.2%	115
Did banking over the Internet in last 12 months		16,931	33.1%	121
Used direct deposit of paycheck in last 12 months		22,238	43.5%	113
Have interest checking account		17,334	33.9%	105
Have non-interest checking account		14,858	29.1%	109
Have money market account		6,331	12.4%	101
Have savings account		20,651	40.4%	111
Have 401K retirement savings		10,561	20.7%	116
Have IRA retirement savings		8,003	15.7%	104
Have auto loan for new car		6,749	13.2%	114
Have personal loan for education only		2,456	4.8%	118
Have personal loan-not for education		1,280	2.5%	100
Have home mortgage (1st)		11,372	22.2%	116
Have 2nd mortgage (equity loan)		3,611	7.1%	112
Have home equity line of credit		3,213	6.3%	105
Have personal line of credit		2,342	4.6%	101
Have overdraft protection		7,709	15.1%	113
Own any securities investment		13,091	25.6%	103
Own annuities		1,561	3.1%	101
Own certificate of deposit (6 months or less)		1,673	3.3%	93
Own certificate of deposit (more than 6 months)		2,748	5.4%	97
Own common/preferred stock in company you work for		1,695	3.3%	110
Own common stock in company you don't work for		3,048	6.0%	94
Own insured money market account (bank)		1,025	2.0%	97
Own shares in money market fund		3,541	6.9%	104
Own shares in mutual fund (bonds)		3,170	6.2%	105
Own shares in mutual fund (stock)		5,057	9.9%	105
Own any stock		4,595	9.0%	98
Own stock with market value <\$10000		1,576	3.1%	99
Own stock with market value \$10000-49999		1,325	2.6%	103
Own stock with market value \$50000+		1,183	2.3%	93

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	3,703	7.2%	106
Used financial planning counsel in last 12 months	4,172	8.2%	104
Used full service brokerage firm in last 12 months	3,077	6.0%	97
Own any credit/debit card (in own name)	39,920	78.1%	106
Own American Express card (in own name)	6,547	12.8%	103
Own Discover card (in own name)	5,940	11.6%	104
Own MasterCard (in own name)	18,465	36.1%	106
Own Visa (in own name)	27,677	54.1%	110
Own any department store credit card (in own name)	16,417	32.1%	103
Avg monthly credit card expenditures: <\$111	7,474	14.6%	105
Avg monthly credit card expenditures: \$111-225	3,947	7.7%	99
Avg monthly credit card expenditures: \$226-450	4,058	7.9%	106
Avg monthly credit card expenditures: \$451-700	3,397	6.6%	104
Avg monthly credit card expenditures: \$701+	7,029	13.8%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Demographic Summary		2010	2015	
Population		7,310	8,017	
Population 18+		5,261	5,778	
Households		2,742	3,039	
Median Household Income		\$66,434	\$74,449	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		1,544	56.3%	109
HH owns any bird		65	2.4%	82
HH owns any cat		753	27.5%	114
HH owns any dog		1,134	41.4%	109
HH owns 1 cat		380	13.9%	108
HH owns 2+ cats		373	13.6%	118
HH owns 1 dog		695	25.3%	108
HH owns 2+ dogs		440	16.0%	109
HH used canned cat food in last 6 months		364	13.3%	114
HH used <4 cans of cat food in last 7 days		130	4.7%	109
HH used 8+ cans of cat food in last 7 days		109	4.0%	110
HH used packaged dry cat food in last 6 months		714	26.0%	112
HH used <5 pounds of packaged dry cat food last mo		253	9.2%	113
HH used 11+ pounds of packaged dry cat food last mo		202	7.4%	102
HH used cat treats in last 6 months		310	11.3%	110
HH used cat litter in last 6 months		652	23.8%	116
HH used canned dog food in last 6 months		376	13.7%	104
HH used packaged dry dog food in last 6 months		1,098	40.0%	110
HH used <10 pounds of pkgd dry dog food last month		463	16.9%	102
HH used 25+ pounds of pkgd dry dog food last month		360	13.1%	119
HH used dog biscuits/treats in last 6 months		909	33.2%	112
HH used <2 packages of dog biscuits/treats last mo		445	16.2%	110
HH used 4+ packages of dog biscuits/treats last mo		176	6.4%	116
HH used flea/tick care prod for cat/dog last 12 mo		1,009	36.8%	108
HH member took pet to vet in last 12 mo: 1 time		386	14.1%	111
HH member took pet to vet in last 12 mo: 2 times		352	12.8%	116
HH member took pet to vet in last 12 mo: 3 times		158	5.8%	102
HH member took pet to vet in last 12 mo: 4 times		123	4.5%	108
HH member took pet to vet in last 12 mo: 5+ times		184	6.7%	120
Bought pet food from vet in last 12 months		152	5.5%	109
Bought flea control product from vet in last 12 mo		402	14.7%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		28,069	30,297	
Population 18+		20,170	21,716	
Households		10,886	11,798	
Median Household Income		\$64,603	\$72,883	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		6,281	57.7%	112
HH owns any bird		310	2.8%	98
HH owns any cat		2,890	26.5%	110
HH owns any dog		4,670	42.9%	113
HH owns 1 cat		1,489	13.7%	107
HH owns 2+ cats		1,400	12.9%	111
HH owns 1 dog		2,851	26.2%	112
HH owns 2+ dogs		1,821	16.7%	114
HH used canned cat food in last 6 months		1,331	12.2%	105
HH used <4 cans of cat food in last 7 days		502	4.6%	106
HH used 8+ cans of cat food in last 7 days		369	3.4%	94
HH used packaged dry cat food in last 6 months		2,771	25.5%	110
HH used <5 pounds of packaged dry cat food last mo		964	8.9%	108
HH used 11+ pounds of packaged dry cat food last mo		793	7.3%	101
HH used cat treats in last 6 months		1,224	11.2%	110
HH used cat litter in last 6 months		2,509	23.0%	113
HH used canned dog food in last 6 months		1,522	14.0%	106
HH used packaged dry dog food in last 6 months		4,514	41.5%	114
HH used <10 pounds of pkgd dry dog food last month		1,986	18.2%	110
HH used 25+ pounds of pkgd dry dog food last month		1,405	12.9%	117
HH used dog biscuits/treats in last 6 months		3,742	34.4%	116
HH used <2 packages of dog biscuits/treats last mo		1,845	16.9%	114
HH used 4+ packages of dog biscuits/treats last mo		675	6.2%	112
HH used flea/tick care prod for cat/dog last 12 mo		4,096	37.6%	111
HH member took pet to vet in last 12 mo: 1 time		1,583	14.5%	115
HH member took pet to vet in last 12 mo: 2 times		1,370	12.6%	114
HH member took pet to vet in last 12 mo: 3 times		683	6.3%	112
HH member took pet to vet in last 12 mo: 4 times		478	4.4%	106
HH member took pet to vet in last 12 mo: 5+ times		718	6.6%	118
Bought pet food from vet in last 12 months		602	5.5%	108
Bought flea control product from vet in last 12 mo		1,667	15.3%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		69,287	73,418	
Population 18+		51,120	54,169	
Households		27,215	28,972	
Median Household Income		\$62,677	\$70,075	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		14,885	54.7%	106
HH owns any bird		744	2.7%	94
HH owns any cat		6,773	24.9%	103
HH owns any dog		10,938	40.2%	106
HH owns 1 cat		3,484	12.8%	100
HH owns 2+ cats		3,288	12.1%	104
HH owns 1 dog		6,772	24.9%	106
HH owns 2+ dogs		4,169	15.3%	104
HH used canned cat food in last 6 months		3,081	11.3%	97
HH used <4 cans of cat food in last 7 days		1,187	4.4%	100
HH used 8+ cans of cat food in last 7 days		863	3.2%	88
HH used packaged dry cat food in last 6 months		6,534	24.0%	103
HH used <5 pounds of packaged dry cat food last mo		2,353	8.6%	106
HH used 11+ pounds of packaged dry cat food last mo		1,865	6.9%	95
HH used cat treats in last 6 months		2,913	10.7%	104
HH used cat litter in last 6 months		5,922	21.8%	106
HH used canned dog food in last 6 months		3,651	13.4%	101
HH used packaged dry dog food in last 6 months		10,606	39.0%	107
HH used <10 pounds of pkgd dry dog food last month		4,771	17.5%	105
HH used 25+ pounds of pkgd dry dog food last month		3,211	11.8%	107
HH used dog biscuits/treats in last 6 months		8,708	32.0%	108
HH used <2 packages of dog biscuits/treats last mo		4,385	16.1%	109
HH used 4+ packages of dog biscuits/treats last mo		1,530	5.6%	101
HH used flea/tick care prod for cat/dog last 12 mo		9,575	35.2%	104
HH member took pet to vet in last 12 mo: 1 time		3,725	13.7%	108
HH member took pet to vet in last 12 mo: 2 times		3,186	11.7%	106
HH member took pet to vet in last 12 mo: 3 times		1,513	5.6%	99
HH member took pet to vet in last 12 mo: 4 times		1,147	4.2%	102
HH member took pet to vet in last 12 mo: 5+ times		1,681	6.2%	111
Bought pet food from vet in last 12 months		1,395	5.1%	100
Bought flea control product from vet in last 12 mo		3,793	13.9%	104

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March 27, 2012

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,310	8,017
Population 18+		5,261	5,778
Households		2,742	3,039
Median Household Income		\$66,434	\$74,449

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week	1,726	32.8%	109
Exercise at club 2+ times per week	715	13.6%	111
Exercise at other facility (not club) 2+ times/wk	442	8.4%	104
Own stationary bicycle	310	5.9%	104
Own treadmill	609	11.6%	118
Own weight lifting equipment	778	14.8%	114
Presently controlling diet	2,334	44.4%	107
Diet control for blood sugar level	383	7.3%	99
Diet control for cholesterol level	555	10.5%	104
Diet control to maintain weight	656	12.5%	111
Diet control for physical fitness	579	11.0%	110
Diet control for salt restriction	155	2.9%	88
Diet control for weight loss	882	16.8%	118
Used doctor's care/diet for diet method	134	2.5%	85
Used exercise program for diet method	500	9.5%	112
Used Weight Watchers as diet method	186	3.5%	116
Buy foods specifically labeled as fat-free	990	18.8%	107
Buy foods specifically labeled as high fiber	676	12.8%	112
Buy foods specifically labeled as high protein	305	5.8%	106
Buy foods specifically labeled as lactose-free	77	1.5%	79
Buy foods specifically labeled as low-calorie	551	10.5%	97
Buy foods specifically labeled as low-carb	457	8.7%	113
Buy foods specifically labeled as low-cholesterol	415	7.9%	95
Buy foods specifically labeled as low-fat	759	14.4%	108
Buy foods specifically labeled as low-sodium	499	9.5%	105
Buy foods specifically labeled as natural/organic	543	10.3%	123
Buy foods specifically labeled as sugar-free	744	14.1%	106
Used butter alternatives in last 6 months	181	3.4%	82
Used egg alternatives in last 6 months	667	12.7%	89
Used salt alternatives in last 6 months	1,460	27.8%	100
Drank meal/dietary supplement in last 6 months	415	7.9%	108
Used nutrition/energy bar in last 6 months	818	15.5%	110
Drank sports drink/thirst quencher in last 6 mo	1,668	31.7%	99
Used vitamin/dietary supplement in last 6 months	2,626	49.9%	103
Vitamin/dietary suppl used/6 mo: antioxidant	133	2.5%	87
Vitamin/dietary suppl used/6 mo: B complex	275	5.2%	107
Vitamin/dietary suppl used/6 mo: B complex+C	78	1.5%	76
Vitamin/dietary suppl used/6 mo: B-6	87	1.7%	81
Vitamin/dietary suppl used/6 mo: B-12	227	4.3%	76
Vitamin/dietary suppl used/6 mo: C	482	9.2%	109
Vitamin/dietary suppl used/6 mo: calcium	503	9.6%	89

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	232	4.4%	90
Vitamin/dietary suppl used/6 mo: E	255	4.8%	98
Vitamin/dietary suppl used/6 mo: garlic	84	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	250	4.8%	103
Vitamin/dietary suppl used/6 mo: multiple formula	689	13.1%	112
Vitamin/dietary suppl used/6 mo: multiple w/iron	280	5.3%	123
Vitamin/dietary suppl used/6 mo: mult w/minerals	341	6.5%	109
Vitamin/dietary suppl used/6 mo: zinc	113	2.1%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	120	2.3%	86
Vitamin/dietary suppl/6 mo: Centrum	340	6.5%	111
Vitamin/dietary suppl/6 mo: Nature Made	357	6.8%	115
Visited doctor in last 12 months	4,203	79.9%	103
Visited doctor in last 12 months: 1-3 times	1,816	34.5%	102
Visited doctor in last 12 months: 4-7 times	1,236	23.5%	106
Visited doctor in last 12 months: 8+ times	1,150	21.9%	101
Visited doctor in last 12 mo: allergist	121	2.3%	96
Visited doctor in last 12 mo: cardiologist	372	7.1%	100
Visited doctor in last 12 mo: chiropractor	403	7.7%	103
Visited doctor in last 12 mo: dentist	2,124	40.4%	107
Visited doctor in last 12 mo: dermatologist	345	6.6%	92
Visited doctor in last 12 mo: ear/nose/throat	225	4.3%	93
Visited doctor in last 12 mo: eye	1,087	20.7%	100
Visited doctor in last 12 mo: general/family	2,471	47.0%	110
Visited doctor in last 12 mo: internist	326	6.2%	85
Visited doctor in last 12 mo: physical therapist	232	4.4%	97
Visited doctor in last 12 mo: podiatrist	154	2.9%	86
Visited doctor in last 12 mo: urologist	193	3.7%	95
Visited nurse practitioner in last 12 months	247	4.7%	112
Wear regular/sun/tinted prescription eyeglasses	1,877	35.7%	104
Wear bi-focals	870	16.5%	105
Wear disposable contact lenses	382	7.3%	112
Wear soft contact lenses	545	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	192	3.6%	131
Spent on contact lenses in last 12 mo: \$100-199	227	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	146	2.8%	92
Bought prescription eyewear: discount optical ctr	457	8.7%	109
Bought prescription eyewear: from eye doctor	1,330	25.3%	99
Bought prescription eyewear: retail optical chain	647	12.3%	111
Used prescription drug for allergy/hay fever	421	8.0%	114
Used prescription drug for anxiety/panic	202	3.8%	94
Used prescription drug for arthritis/rheumatism	141	2.7%	102
Used prescription drug for asthma	245	4.7%	114
Used prescription drug for backache/back pain	390	7.4%	100
Used prescription drug for depression	316	6.0%	102
Used prescr drug for diabetes (insulin dependent)	81	1.5%	78
Used prescr drug for diabetes (non-insulin)	193	3.7%	98
Used prescription drug for eczema/skin itch/rash	114	2.2%	104

**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.



# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	353	6.7%	101
Used prescription drug for high blood pressure	659	12.5%	100
Used prescription drug for high cholesterol	522	9.9%	114
Used prescription drug for migraine headache	197	3.7%	101
Used prescription drug for sinus congestion/headache	295	5.6%	115
Used prescription drug for urinary tract infection	155	2.9%	94
Used last 6 mo: adhesive bandages	2,958	56.2%	101
Used last 6 mo: athlete's foot/foot care product	728	13.8%	99
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,668	50.7%	107
Used last 6 mo: children's cold tablets/liquids	808	15.4%	102
Used last 6 mo: contact lens cleaning solution	741	14.1%	116
Used last 6 mo: cotton swabs	2,629	50.0%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	2,476	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,752	33.3%	97
Used last 6 mo: children's cough syrup	773	14.7%	103
Used last 6 mo: diarrhea remedy	883	16.8%	102
Used last 6 mo: eye wash and drops	1,568	29.8%	98
Used last 6 mo: headache/pain reliever (nonprescr)	4,539	86.3%	103
Used last 6 mo: hemorrhoid remedy	494	9.4%	105
Used last 6 mo: indigestion/upset stomach remedy	2,413	45.9%	102
Used last 6 mo: lactose intolerance product	178	3.4%	96
Used last 6 mo: laxative/fiber supplement	700	13.3%	96
Used last 6 mo: medicated skin ointment	1,669	31.7%	101
Used last 6 mo: medicated throat remedy	602	11.4%	100
Used last 6 mo: nasal spray	845	16.1%	101
Used last 6 mo: pain reliever/fever reducer (kids)	1,229	23.4%	105
Used last 6 mo: pain relieving rub/liquid/patch	1,311	24.9%	99
Used last 6 mo: sleeping tablets (nonprescription)	275	5.2%	97
Used last 12 mo: sunburn remedy	877	16.7%	108
Used last 12 mo: suntan/sunscreen product	2,251	42.8%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,771	33.7%	112
Used last 6 mo: toothache/gum/canker sore remedy	913	17.4%	103
Used last 6 mo: vitamins for children	834	15.9%	108
Used body powder in last 6 months	1,371	26.1%	94
Used body powder <3 times in last 7 days	580	11.0%	93
Used body powder 8+ times in last 7 days	98	1.9%	85
Used body wash/shower gel in last 6 months	2,723	51.8%	100
Used breath freshener in last 6 months	2,432	46.2%	99
Used complexion care product in last 6 months	2,538	48.2%	102
Used complexion care product <7 times last week	644	12.2%	89
Used complexion care product 11+ times last week	996	18.9%	114
Used complexion care prod: dry facial skin type	368	7.0%	96
Used complexion care prod: normal facial skin type	843	16.0%	105
Used complexion care prod: oily facial skin type	331	6.3%	104
Used dental floss in last 6 months	3,493	66.4%	106

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	1,010	19.2%	95
Used denture adhesive/fixative in last 6 months	267	5.1%	81
Used denture cleaner in last 6 months	526	10.0%	90
Used deodorant/antiperspirant in last 6 months	4,954	94.2%	101
Used deodorant/antiperspirant <8 times last week	3,686	70.1%	102
Used deodorant/antiperspirant 15+ times last week	311	5.9%	98
Used disposable razor in last 6 months	2,810	53.4%	102
Used electric shaver in last 6 months	1,038	19.7%	105
Used hair coloring product (at home) last 6 months	1,016	19.3%	97
Used hair conditioner (at home) in last 6 months	3,312	63.0%	101
Used hair conditioning treatment (at home)/6 mo	1,147	21.8%	93
Used hair growth product in last 6 months	110	2.1%	91
Used hair mousse in last 6 months	900	17.1%	98
Used hair spray (at home) in last 6 months	2,046	38.9%	107
Used hair styling gel/lotion in last 6 months	1,480	28.1%	105
Used hand & body cream/lotion/oil in last 6 months	3,773	71.7%	99
Used hand & body cream/lotion/oil <5 times last wk	1,042	19.8%	92
Used hand & body cream/lotion/oil 9+ times last wk	1,366	26.0%	104
Used hand & body cream in last 6 months	910	17.3%	99
Used hand & body lotion in last 6 months	2,692	51.2%	104
Used hand & body oil in last 6 months	250	4.8%	92
Used lip care in last 6 months	3,247	61.7%	103
Used liquid soap/hand sanitizer in last 6 months	4,198	79.8%	104
Used mouthwash in last 6 months	3,378	64.2%	97
Used mouthwash <4 times in last 7 days	1,128	21.4%	100
Used mouthwash 8+ times in last 7 days	753	14.3%	90
Used shampoo (at home) in last 6 months	4,889	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	980	18.6%	97
Used shaving cream/gel in last 6 months	2,830	53.8%	103
Used personal care soap (bar) in last 6 months	4,335	82.4%	98
Used personal care soap for antibacterial purpose	959	18.2%	95
Used personal care soap for complexion	338	6.4%	94
Used personal care soap for deodorant	900	17.1%	106
Use personal care soap for moisturizing	1,089	20.7%	96
Bought toothbrush in last 6 months	4,582	87.1%	102
Bought electric toothbrush in last 6 months	398	7.6%	113
Used toothpaste in last 6 months	5,075	96.5%	101
Used toothpaste <8 times in last 7 days	1,650	31.4%	98
Used toothpaste 15+ times in last 7 days	767	14.6%	90
Used toothpaste with baking soda in last 6 months	507	9.6%	84
Used toothpaste (gel) in last 6 months	1,598	30.4%	109
Used toothpaste (paste) in last 6 months	2,591	49.2%	102
Used whitening toothpaste in last 6 months	2,031	38.6%	111
Used tooth whitener (not toothpaste) last 6 months	539	10.2%	96
Had professional manicure/pedicure last 6 months	919	17.5%	102
Had professional facial/massage last 6 months	538	10.2%	109
Spent \$100+ at barber shops in last 6 months	247	4.7%	88
Spent \$100+ at beauty parlors in last 6 months	898	17.1%	107

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		28,069	30,297	
Population 18+		20,170	21,716	
Households		10,886	11,798	
Median Household Income		\$64,603	\$72,883	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		6,594	32.7%	109
Exercise at club 2+ times per week		2,666	13.2%	108
Exercise at other facility (not club) 2+ times/wk		1,746	8.7%	107
Own stationary bicycle		1,170	5.8%	103
Own treadmill		2,313	11.5%	117
Own weight lifting equipment		3,121	15.5%	119
Presently controlling diet		8,688	43.1%	104
Diet control for blood sugar level		1,369	6.8%	92
Diet control for cholesterol level		2,007	10.0%	98
Diet control to maintain weight		2,373	11.8%	105
Diet control for physical fitness		2,185	10.8%	109
Diet control for salt restriction		544	2.7%	81
Diet control for weight loss		3,304	16.4%	115
Used doctor's care/diet for diet method		547	2.7%	90
Used exercise program for diet method		1,998	9.9%	117
Used Weight Watchers as diet method		655	3.2%	107
Buy foods specifically labeled as fat-free		3,696	18.3%	104
Buy foods specifically labeled as high fiber		2,459	12.2%	106
Buy foods specifically labeled as high protein		1,116	5.5%	101
Buy foods specifically labeled as lactose-free		328	1.6%	88
Buy foods specifically labeled as low-calorie		2,255	11.2%	103
Buy foods specifically labeled as low-carb		1,704	8.4%	110
Buy foods specifically labeled as low-cholesterol		1,596	7.9%	96
Buy foods specifically labeled as low-fat		2,910	14.4%	108
Buy foods specifically labeled as low-sodium		1,801	8.9%	99
Buy foods specifically labeled as natural/organic		1,987	9.9%	117
Buy foods specifically labeled as sugar-free		2,813	13.9%	105
Used butter alternatives in last 6 months		766	3.8%	91
Used egg alternatives in last 6 months		2,715	13.5%	95
Used salt alternatives in last 6 months		5,618	27.9%	100
Drank meal/dietary supplement in last 6 months		1,572	7.8%	107
Used nutrition/energy bar in last 6 months		3,083	15.3%	108
Drank sports drink/thirst quencher in last 6 mo		6,809	33.8%	106
Used vitamin/dietary supplement in last 6 months		9,938	49.3%	102
Vitamin/dietary suppl used/6 mo: antioxidant		478	2.4%	81
Vitamin/dietary suppl used/6 mo: B complex		1,013	5.0%	103
Vitamin/dietary suppl used/6 mo: B complex+C		289	1.4%	74
Vitamin/dietary suppl used/6 mo: B-6		354	1.8%	86
Vitamin/dietary suppl used/6 mo: B-12		920	4.6%	81
Vitamin/dietary suppl used/6 mo: C		1,797	8.9%	106
Vitamin/dietary suppl used/6 mo: calcium		1,985	9.8%	91

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	863	4.3%	87
Vitamin/dietary suppl used/6 mo: E	939	4.7%	94
Vitamin/dietary suppl used/6 mo: garlic	329	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	924	4.6%	99
Vitamin/dietary suppl used/6 mo: multiple formula	2,626	13.0%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,007	5.0%	116
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,241	6.2%	104
Vitamin/dietary suppl used/6 mo: zinc	386	1.9%	83
Vitamin/dietary suppl/6 mo: Caltrate 600	447	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	1,216	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	1,253	6.2%	106
Visited doctor in last 12 months	16,022	79.4%	102
Visited doctor in last 12 months: 1-3 times	7,066	35.0%	103
Visited doctor in last 12 months: 4-7 times	4,526	22.4%	101
Visited doctor in last 12 months: 8+ times	4,430	22.0%	102
Visited doctor in last 12 mo: allergist	511	2.5%	106
Visited doctor in last 12 mo: cardiologist	1,290	6.4%	91
Visited doctor in last 12 mo: chiropractor	1,586	7.9%	106
Visited doctor in last 12 mo: dentist	8,017	39.7%	105
Visited doctor in last 12 mo: dermatologist	1,369	6.8%	95
Visited doctor in last 12 mo: ear/nose/throat	793	3.9%	85
Visited doctor in last 12 mo: eye	4,160	20.6%	100
Visited doctor in last 12 mo: general/family	9,168	45.5%	107
Visited doctor in last 12 mo: internist	1,248	6.2%	84
Visited doctor in last 12 mo: physical therapist	855	4.2%	94
Visited doctor in last 12 mo: podiatrist	573	2.8%	84
Visited doctor in last 12 mo: urologist	712	3.5%	91
Visited nurse practitioner in last 12 months	922	4.6%	109
Wear regular/sun/tinted prescription eyeglasses	7,043	34.9%	101
Wear bi-focals	3,126	15.5%	98
Wear disposable contact lenses	1,525	7.6%	117
Wear soft contact lenses	2,116	10.5%	119
Spent on contact lenses in last 12 mo: <\$100	713	3.5%	127
Spent on contact lenses in last 12 mo: \$100-199	870	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	634	3.1%	104
Bought prescription eyewear: discount optical ctr	1,738	8.6%	108
Bought prescription eyewear: from eye doctor	5,025	24.9%	97
Bought prescription eyewear: retail optical chain	2,442	12.1%	109
Used prescription drug for allergy/hay fever	1,578	7.8%	112
Used prescription drug for anxiety/panic	842	4.2%	102
Used prescription drug for arthritis/rheumatism	458	2.3%	86
Used prescription drug for asthma	863	4.3%	105
Used prescription drug for backache/back pain	1,567	7.8%	105
Used prescription drug for depression	1,289	6.4%	108
Used prescr drug for diabetes (insulin dependent)	324	1.6%	81
Used prescr drug for diabetes (non-insulin)	699	3.5%	93
Used prescription drug for eczema/skin itch/rash	450	2.2%	107

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,351	6.7%	101
Used prescription drug for high blood pressure	2,426	12.0%	96
Used prescription drug for high cholesterol	1,830	9.1%	104
Used prescription drug for migraine headache	772	3.8%	103
Used prescription drug for sinus congest./headache	1,068	5.3%	109
Used prescription drug for urinary tract infection	612	3.0%	97
Used last 6 mo: adhesive bandages	11,384	56.4%	102
Used last 6 mo: athlete's foot/foot care product	2,650	13.1%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	10,112	50.1%	105
Used last 6 mo: children's cold tablets/liquids	3,300	16.4%	108
Used last 6 mo: contact lens cleaning solution	2,901	14.4%	118
Used last 6 mo: cotton swabs	10,115	50.1%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	9,649	47.8%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	6,898	34.2%	100
Used last 6 mo: children's cough syrup	3,010	14.9%	105
Used last 6 mo: diarrhea remedy	3,223	16.0%	97
Used last 6 mo: eye wash and drops	6,045	30.0%	98
Used last 6 mo: headache/pain reliever (nonprescr)	17,362	86.1%	103
Used last 6 mo: hemorrhoid remedy	1,811	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	9,185	45.5%	101
Used last 6 mo: lactose intolerance product	664	3.3%	93
Used last 6 mo: laxative/fiber supplement	2,570	12.7%	92
Used last 6 mo: medicated skin ointment	6,429	31.9%	101
Used last 6 mo: medicated throat remedy	2,311	11.5%	100
Used last 6 mo: nasal spray	3,267	16.2%	102
Used last 6 mo: pain reliever/fever reducer (kids)	4,865	24.1%	109
Used last 6 mo: pain relieving rub/liquid/patch	4,942	24.5%	97
Used last 6 mo: sleeping tablets (nonprescription)	1,087	5.4%	100
Used last 12 mo: sunburn remedy	3,354	16.6%	108
Used last 12 mo: suntan/sunscreen product	8,467	42.0%	109
Used last 12 mo: SPF 15+ suntan/sunscreen product	6,838	33.9%	113
Used last 6 mo: toothache/gum/canker sore remedy	3,398	16.8%	100
Used last 6 mo: vitamins for children	3,336	16.5%	112
Used body powder in last 6 months	5,230	25.9%	93
Used body powder <3 times in last 7 days	2,194	10.9%	92
Used body powder 8+ times in last 7 days	369	1.8%	84
Used body wash/shower gel in last 6 months	10,612	52.6%	102
Used breath freshener in last 6 months	9,530	47.2%	102
Used complexion care product in last 6 months	9,746	48.3%	102
Used complexion care product <7 times last week	2,592	12.9%	94
Used complexion care product 11+ times last week	3,575	17.7%	106
Used complexion care prod: dry facial skin type	1,348	6.7%	92
Used complexion care prod: normal facial skin type	3,215	15.9%	105
Used complexion care prod: oily facial skin type	1,264	6.3%	104
Used dental floss in last 6 months	13,323	66.1%	106

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# Health and Beauty Market Potential

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 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	3,941	19.5%	97
Used denture adhesive/fixative in last 6 months	939	4.7%	74
Used denture cleaner in last 6 months	1,796	8.9%	80
Used deodorant/antiperspirant in last 6 months	19,063	94.5%	101
Used deodorant/antiperspirant <8 times last week	14,016	69.5%	101
Used deodorant/antiperspirant 15+ times last week	1,155	5.7%	95
Used disposable razor in last 6 months	10,618	52.6%	101
Used electric shaver in last 6 months	3,844	19.1%	101
Used hair coloring product (at home) last 6 months	3,974	19.7%	99
Used hair conditioner (at home) in last 6 months	12,694	62.9%	101
Used hair conditioning treatment (at home)/6 mo	4,505	22.3%	95
Used hair growth product in last 6 months	416	2.1%	90
Used hair mousse in last 6 months	3,597	17.8%	103
Used hair spray (at home) in last 6 months	7,684	38.1%	105
Used hair styling gel/lotion in last 6 months	5,668	28.1%	105
Used hand & body cream/lotion/oil in last 6 months	14,649	72.6%	100
Used hand & body cream/lotion/oil <5 times last wk	4,153	20.6%	96
Used hand & body cream/lotion/oil 9+ times last wk	5,078	25.2%	101
Used hand & body cream in last 6 months	3,498	17.3%	99
Used hand & body lotion in last 6 months	10,344	51.3%	105
Used hand & body oil in last 6 months	999	5.0%	95
Used lip care in last 6 months	12,544	62.2%	104
Used liquid soap/hand sanitizer in last 6 months	16,084	79.7%	104
Used mouthwash in last 6 months	13,216	65.5%	99
Used mouthwash <4 times in last 7 days	4,485	22.2%	103
Used mouthwash 8+ times in last 7 days	2,974	14.7%	93
Used shampoo (at home) in last 6 months	18,749	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,594	17.8%	92
Used shaving cream/gel in last 6 months	10,934	54.2%	104
Used personal care soap (bar) in last 6 months	16,542	82.0%	98
Used personal care soap for antibacterial purpose	3,818	18.9%	99
Used personal care soap for complexion	1,261	6.3%	91
Used personal care soap for deodorant	3,450	17.1%	106
Use personal care soap for moisturizing	4,382	21.7%	100
Bought toothbrush in last 6 months	17,605	87.3%	102
Bought electric toothbrush in last 6 months	1,475	7.3%	110
Used toothpaste in last 6 months	19,487	96.6%	101
Used toothpaste <8 times in last 7 days	6,375	31.6%	98
Used toothpaste 15+ times in last 7 days	3,039	15.1%	93
Used toothpaste with baking soda in last 6 months	2,068	10.3%	90
Used toothpaste (gel) in last 6 months	6,275	31.1%	112
Used toothpaste (paste) in last 6 months	9,921	49.2%	102
Used whitening toothpaste in last 6 months	7,914	39.2%	113
Used tooth whitener (not toothpaste) last 6 months	2,126	10.5%	99
Had professional manicure/pedicure last 6 months	3,598	17.8%	104
Had professional facial/massage last 6 months	2,062	10.2%	109
Spent \$100+ at barber shops in last 6 months	1,029	5.1%	95
Spent \$100+ at beauty parlors in last 6 months	3,429	17.0%	107

**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.



# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		69,287	73,418	
Population 18+		51,120	54,169	
Households		27,215	28,972	
Median Household Income		\$62,677	\$70,075	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		16,600	32.5%	108
Exercise at club 2+ times per week		6,783	13.3%	108
Exercise at other facility (not club) 2+ times/wk		4,730	9.3%	115
Own stationary bicycle		2,781	5.4%	96
Own treadmill		5,304	10.4%	106
Own weight lifting equipment		7,571	14.8%	114
Presently controlling diet		21,496	42.1%	102
Diet control for blood sugar level		3,423	6.7%	91
Diet control for cholesterol level		4,838	9.5%	93
Diet control to maintain weight		5,698	11.1%	100
Diet control for physical fitness		5,337	10.4%	105
Diet control for salt restriction		1,415	2.8%	83
Diet control for weight loss		8,130	15.9%	112
Used doctor's care/diet for diet method		1,352	2.6%	88
Used exercise program for diet method		4,958	9.7%	114
Used Weight Watchers as diet method		1,572	3.1%	101
Buy foods specifically labeled as fat-free		9,193	18.0%	103
Buy foods specifically labeled as high fiber		6,140	12.0%	105
Buy foods specifically labeled as high protein		2,830	5.5%	101
Buy foods specifically labeled as lactose-free		882	1.7%	93
Buy foods specifically labeled as low-calorie		5,857	11.5%	106
Buy foods specifically labeled as low-carb		4,115	8.1%	104
Buy foods specifically labeled as low-cholesterol		4,035	7.9%	95
Buy foods specifically labeled as low-fat		7,238	14.2%	106
Buy foods specifically labeled as low-sodium		4,568	8.9%	99
Buy foods specifically labeled as natural/organic		4,862	9.5%	113
Buy foods specifically labeled as sugar-free		7,130	13.9%	105
Used butter alternatives in last 6 months		2,020	4.0%	95
Used egg alternatives in last 6 months		7,128	13.9%	98
Used salt alternatives in last 6 months		14,114	27.6%	99
Drank meal/dietary supplement in last 6 months		3,952	7.7%	106
Used nutrition/energy bar in last 6 months		7,738	15.1%	107
Drank sports drink/thirst quencher in last 6 mo		17,361	34.0%	106
Used vitamin/dietary supplement in last 6 months		24,924	48.8%	100
Vitamin/dietary suppl used/6 mo: antioxidant		1,148	2.2%	77
Vitamin/dietary suppl used/6 mo: B complex		2,478	4.8%	100
Vitamin/dietary suppl used/6 mo: B complex+C		793	1.6%	80
Vitamin/dietary suppl used/6 mo: B-6		962	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		2,558	5.0%	89
Vitamin/dietary suppl used/6 mo: C		4,551	8.9%	106
Vitamin/dietary suppl used/6 mo: calcium		5,011	9.8%	91

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,210	4.3%	88
Vitamin/dietary suppl used/6 mo: E	2,494	4.9%	98
Vitamin/dietary suppl used/6 mo: garlic	842	1.6%	97
Vitamin/dietary suppl used/6 mo: glucosamine	2,311	4.5%	98
Vitamin/dietary suppl used/6 mo: multiple formula	6,468	12.7%	108
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,385	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,133	6.1%	103
Vitamin/dietary suppl used/6 mo: zinc	1,077	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	1,105	2.2%	82
Vitamin/dietary suppl/6 mo: Centrum	2,923	5.7%	98
Vitamin/dietary suppl/6 mo: Nature Made	3,054	6.0%	102
Visited doctor in last 12 months	39,974	78.2%	101
Visited doctor in last 12 months: 1-3 times	17,675	34.6%	102
Visited doctor in last 12 months: 4-7 times	11,284	22.1%	99
Visited doctor in last 12 months: 8+ times	11,017	21.6%	100
Visited doctor in last 12 mo: allergist	1,249	2.4%	102
Visited doctor in last 12 mo: cardiologist	3,187	6.2%	88
Visited doctor in last 12 mo: chiropractor	3,853	7.5%	101
Visited doctor in last 12 mo: dentist	19,947	39.0%	103
Visited doctor in last 12 mo: dermatologist	3,512	6.9%	96
Visited doctor in last 12 mo: ear/nose/throat	2,061	4.0%	88
Visited doctor in last 12 mo: eye	10,260	20.1%	97
Visited doctor in last 12 mo: general/family	22,250	43.5%	102
Visited doctor in last 12 mo: internist	3,181	6.2%	85
Visited doctor in last 12 mo: physical therapist	2,184	4.3%	94
Visited doctor in last 12 mo: podiatrist	1,481	2.9%	86
Visited doctor in last 12 mo: urologist	1,826	3.6%	92
Visited nurse practitioner in last 12 months	2,127	4.2%	99
Wear regular/sun/tinted prescription eyeglasses	17,443	34.1%	99
Wear bi-focals	7,551	14.8%	94
Wear disposable contact lenses	3,801	7.4%	115
Wear soft contact lenses	5,280	10.3%	118
Spent on contact lenses in last 12 mo: <\$100	1,701	3.3%	119
Spent on contact lenses in last 12 mo: \$100-199	2,130	4.2%	112
Spent on contact lenses in last 12 mo: \$200+	1,651	3.2%	107
Bought prescription eyewear: discount optical ctr	4,339	8.5%	106
Bought prescription eyewear: from eye doctor	12,288	24.0%	94
Bought prescription eyewear: retail optical chain	6,242	12.2%	110
Used prescription drug for allergy/hay fever	3,962	7.8%	110
Used prescription drug for anxiety/panic	2,111	4.1%	101
Used prescription drug for arthritis/rheumatism	1,189	2.3%	88
Used prescription drug for asthma	2,097	4.1%	100
Used prescription drug for backache/back pain	3,826	7.5%	101
Used prescription drug for depression	3,213	6.3%	107
Used prescr drug for diabetes (insulin dependent)	814	1.6%	81
Used prescr drug for diabetes (non-insulin)	1,698	3.3%	89
Used prescription drug for eczema/skin itch/rash	1,139	2.2%	107

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,168	6.2%	94
Used prescription drug for high blood pressure	5,817	11.4%	91
Used prescription drug for high cholesterol	4,268	8.3%	96
Used prescription drug for migraine headache	2,053	4.0%	108
Used prescription drug for sinus congest./headache	2,552	5.0%	103
Used prescription drug for urinary tract infection	1,509	3.0%	94
Used last 6 mo: adhesive bandages	28,344	55.4%	100
Used last 6 mo: athlete's foot/foot care product	6,413	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	25,517	49.9%	105
Used last 6 mo: children's cold tablets/liquids	8,284	16.2%	107
Used last 6 mo: contact lens cleaning solution	7,376	14.4%	118
Used last 6 mo: cotton swabs	25,189	49.3%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	24,566	48.1%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	17,795	34.8%	102
Used last 6 mo: children's cough syrup	7,521	14.7%	103
Used last 6 mo: diarrhea remedy	7,863	15.4%	94
Used last 6 mo: eye wash and drops	15,387	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	43,446	85.0%	101
Used last 6 mo: hemorrhoid remedy	4,286	8.4%	94
Used last 6 mo: indigestion/upset stomach remedy	23,010	45.0%	100
Used last 6 mo: lactose intolerance product	1,679	3.3%	93
Used last 6 mo: laxative/fiber supplement	6,348	12.4%	89
Used last 6 mo: medicated skin ointment	15,809	30.9%	98
Used last 6 mo: medicated throat remedy	5,824	11.4%	99
Used last 6 mo: nasal spray	8,470	16.6%	104
Used last 6 mo: pain reliever/fever reducer (kids)	12,312	24.1%	109
Used last 6 mo: pain relieving rub/liquid/patch	12,370	24.2%	96
Used last 6 mo: sleeping tablets (nonprescription)	2,707	5.3%	98
Used last 12 mo: sunburn remedy	8,436	16.5%	107
Used last 12 mo: suntan/sunscreen product	20,898	40.9%	107
Used last 12 mo: SPF 15+ suntan/sunscreen product	16,735	32.7%	109
Used last 6 mo: toothache/gum/canker sore remedy	8,438	16.5%	98
Used last 6 mo: vitamins for children	8,121	15.9%	108
Used body powder in last 6 months	13,312	26.0%	94
Used body powder <3 times in last 7 days	5,803	11.4%	96
Used body powder 8+ times in last 7 days	934	1.8%	83
Used body wash/shower gel in last 6 months	27,365	53.5%	103
Used breath freshener in last 6 months	24,447	47.8%	103
Used complexion care product in last 6 months	24,871	48.7%	103
Used complexion care product <7 times last week	7,066	13.8%	101
Used complexion care product 11+ times last week	8,903	17.4%	105
Used complexion care prod: dry facial skin type	3,532	6.9%	95
Used complexion care prod: normal facial skin type	8,146	15.9%	105
Used complexion care prod: oily facial skin type	3,291	6.4%	106
Used dental floss in last 6 months	33,350	65.2%	105

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# Health and Beauty Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	10,516	20.6%	102
Used denture adhesive/fixative in last 6 months	2,331	4.6%	73
Used denture cleaner in last 6 months	4,324	8.5%	76
Used deodorant/antiperspirant in last 6 months	48,080	94.1%	101
Used deodorant/antiperspirant <8 times last week	35,190	68.8%	100
Used deodorant/antiperspirant 15+ times last week	3,171	6.2%	103
Used disposable razor in last 6 months	27,073	53.0%	101
Used electric shaver in last 6 months	9,580	18.7%	99
Used hair coloring product (at home) last 6 months	10,446	20.4%	102
Used hair conditioner (at home) in last 6 months	32,724	64.0%	103
Used hair conditioning treatment (at home)/6 mo	11,877	23.2%	99
Used hair growth product in last 6 months	1,069	2.1%	91
Used hair mousse in last 6 months	9,423	18.4%	106
Used hair spray (at home) in last 6 months	18,995	37.2%	103
Used hair styling gel/lotion in last 6 months	14,536	28.4%	106
Used hand & body cream/lotion/oil in last 6 months	37,602	73.6%	101
Used hand & body cream/lotion/oil <5 times last wk	11,111	21.7%	101
Used hand & body cream/lotion/oil 9+ times last wk	12,730	24.9%	100
Used hand & body cream in last 6 months	8,846	17.3%	99
Used hand & body lotion in last 6 months	26,112	51.1%	104
Used hand & body oil in last 6 months	2,629	5.1%	99
Used lip care in last 6 months	32,036	62.7%	105
Used liquid soap/hand sanitizer in last 6 months	40,697	79.6%	104
Used mouthwash in last 6 months	33,766	66.1%	100
Used mouthwash <4 times in last 7 days	11,363	22.2%	103
Used mouthwash 8+ times in last 7 days	7,719	15.1%	95
Used shampoo (at home) in last 6 months	47,542	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	9,132	17.9%	93
Used shaving cream/gel in last 6 months	27,532	53.9%	103
Used personal care soap (bar) in last 6 months	41,967	82.1%	98
Used personal care soap for antibacterial purpose	10,105	19.8%	103
Used personal care soap for complexion	3,380	6.6%	96
Used personal care soap for deodorant	8,540	16.7%	103
Use personal care soap for moisturizing	11,327	22.2%	102
Bought toothbrush in last 6 months	44,566	87.2%	102
Bought electric toothbrush in last 6 months	3,777	7.4%	111
Used toothpaste in last 6 months	49,445	96.7%	101
Used toothpaste <8 times in last 7 days	16,475	32.2%	100
Used toothpaste 15+ times in last 7 days	8,033	15.7%	97
Used toothpaste with baking soda in last 6 months	5,627	11.0%	96
Used toothpaste (gel) in last 6 months	15,188	29.7%	107
Used toothpaste (paste) in last 6 months	24,904	48.7%	101
Used whitening toothpaste in last 6 months	19,708	38.6%	111
Used tooth whitener (not toothpaste) last 6 months	5,566	10.9%	102
Had professional manicure/pedicure last 6 months	9,298	18.2%	106
Had professional facial/massage last 6 months	5,257	10.3%	109
Spent \$100+ at barber shops in last 6 months	2,889	5.7%	105
Spent \$100+ at beauty parlors in last 6 months	8,434	16.5%	104

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Demographic Summary	2010	2015
Population	7,310	8,017
Population 18+	5,261	5,778
Households	2,742	3,039
Median Household Income	\$66,434	\$74,449

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,123	78.4%	109
Family restaurant/steak house last month: <2 times	1,342	25.5%	99
Family restaurant/steak house last month: 2-4 times	1,519	28.9%	107
Family restaurant/steak house last month: 5+ times	1,262	24.0%	123
Family restaurant/steak house last 6 months: breakfast	856	16.3%	124
Family restaurant/steak house last 6 months: lunch	1,443	27.4%	110
Family restaurant/steak house last 6 months: snack	129	2.5%	88
Family restaurant/steak house last 6 months: dinner	3,176	60.4%	114
Family restaurant/steak house last 6 months: weekday	2,365	45.0%	117
Family restaurant/steak house last 6 months: weekend	2,687	51.1%	115
Family restaurant/steak house last 6 months: Applebee's	1,553	29.5%	117
Family restaurant/steak house last 6 months: Bennigan's	148	2.8%	128
Family restaurant/steak house last 6 months: Bob Evans Farm	294	5.6%	122
Family restaurant/steak house last 6 months: Cheesecake Factory	315	6.0%	91
Family restaurant/steak house last 6 months: Chili's Grill & Bar	725	13.8%	119
Family restaurant/steak house last 6 months: Cracker Barrel	778	14.8%	133
Family restaurant/steak house last 6 months: Denny's	493	9.4%	104
Family restaurant/steak house last 6 months: Friendly's	154	2.9%	73
Family restaurant/steak house last 6 months: Golden Corral	424	8.1%	112
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	718	13.6%	117
Family restaurant/steak house last 6 months: Lone Star Steakhouse	151	2.9%	105
Family restaurant/steak house last 6 months: Old Country Buffet	166	3.2%	111
Family restaurant/steak house last 6 months: Olive Garden	1,174	22.3%	125
Family restaurant/steak house last 6 months: Outback Steakhouse	710	13.5%	118
Family restaurant/steak house last 6 months: Perkins	234	4.4%	122
Family restaurant/steak house last 6 months: Red Lobster	816	15.5%	115
Family restaurant/steak house last 6 months: Red Robin	324	6.2%	109
Family restaurant/steak house last 6 months: Ruby Tuesday	518	9.8%	118
Family restaurant/steak house last 6 months: Ryan's	140	2.7%	71
Family restaurant/steak house last 6 months: Sizzler	128	2.4%	81
Family restaurant/steak house last 6 months: T.G.I. Friday's	624	11.9%	115
Went to fast food/drive-in restaurant in last 6 months	4,833	91.9%	103
Went to fast food/drive-in restaurant <6 times/month	1,821	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/month	1,621	30.8%	106
Went to fast food/drive-in restaurant 14+ times/month	1,391	26.4%	106
Fast food/drive-in last 6 months: breakfast	1,499	28.5%	104
Fast food/drive-in last 6 months: lunch	3,356	63.8%	108
Fast food/drive-in last 6 months: snack	893	17.0%	98
Fast food/drive-in last 6 months: dinner	2,759	52.4%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,839	73.0%	110
Fast food/drive-in last 6 months: weekend	2,603	49.5%	102
Fast food/drive-in last 6 months: A & W	234	4.4%	98
Fast food/drive-in last 6 months: Arby's	1,268	24.1%	117
Fast food/drive-in last 6 months: Boston Market	239	4.5%	95
Fast food/drive-in last 6 months: Burger King	1,979	37.6%	104
Fast food/drive-in last 6 months: Captain D's	225	4.3%	83
Fast food/drive-in last 6 months: Carl's Jr.	243	4.6%	74
Fast food/drive-in last 6 months: Checkers	176	3.3%	105
Fast food/drive-in last 6 months: Chick-fil-A	877	16.7%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	374	7.1%	117
Fast food/drive-in last 6 months: Chuck E. Cheese	260	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	185	3.5%	82
Fast food/drive-in last 6 months: Dairy Queen	990	18.8%	118
Fast food/drive-in last 6 months: Del Taco	137	2.6%	78
Fast food/drive-in last 6 months: Domino's Pizza	716	13.6%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	555	10.5%	91
Fast food/drive-in last 6 months: Fuddruckers	225	4.3%	153
Fast food/drive-in last 6 months: Hardee's	301	5.7%	84
Fast food/drive-in last 6 months: Jack in the Box	439	8.3%	80
Fast food/drive-in last 6 months: KFC	1,489	28.3%	103
Fast food/drive-in last 6 months: Little Caesars	442	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	326	6.2%	98
Fast food/drive-in last 6 months: McDonald's	3,070	58.4%	104
Fast food/drive-in last 6 months: Panera Bread	563	10.7%	110
Fast food/drive-in last 6 months: Papa John's	552	10.5%	121
Fast food/drive-in last 6 months: Pizza Hut	1,245	23.7%	107
Fast food/drive-in last 6 months: Popeyes	379	7.2%	99
Fast food/drive-in last 6 months: Quiznos	592	11.3%	125
Fast food/drive-in last 6 months: Sonic Drive-In	740	14.1%	119
Fast food/drive-in last 6 months: Starbucks	809	15.4%	104
Fast food/drive-in last 6 months: Steak n Shake	321	6.1%	121
Fast food/drive-in last 6 months: Subway	1,906	36.2%	114
Fast food/drive-in last 6 months: Taco Bell	1,854	35.2%	109
Fast food/drive-in last 6 months: Wendy's	1,858	35.3%	113
Fast food/drive-in last 6 months: Whataburger	279	5.3%	110
Fast food/drive-in last 6 months: White Castle	193	3.7%	91
Fast food/drive-in last 6 months: eat in	2,038	38.7%	103
Fast food/drive-in last 6 months: home delivery	583	11.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	3,097	58.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,246	23.7%	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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		28,069	30,297
Population 18+		20,170	21,716
Households		10,886	11,798
Median Household Income		\$64,603	\$72,883
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	15,728	78.0%	108
Family restaurant/steak house last month: <2 times	5,205	25.8%	101
Family restaurant/steak house last month: 2-4 times	5,826	28.9%	107
Family restaurant/steak house last month: 5+ times	4,696	23.3%	120
Family restaurant/steak house last 6 months: breakfast	3,085	15.3%	116
Family restaurant/steak house last 6 months: lunch	5,412	26.8%	108
Family restaurant/steak house last 6 months: snack	506	2.5%	90
Family restaurant/steak house last 6 months: dinner	12,221	60.6%	114
Family restaurant/steak house last 6 months: weekday	8,847	43.9%	114
Family restaurant/steak house last 6 months: weekend	10,325	51.2%	115
Family restaurant/steak house last 6 months: Applebee's	5,891	29.2%	116
Family restaurant/steak house last 6 months: Bennigan's	569	2.8%	128
Family restaurant/steak house last 6 months: Bob Evans Farm	1,048	5.2%	113
Family restaurant/steak house last 6 months: Cheesecake Factory	1,337	6.6%	101
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,860	14.2%	122
Family restaurant/steak house last 6 months: Cracker Barrel	2,840	14.1%	127
Family restaurant/steak house last 6 months: Denny's	1,834	9.1%	101
Family restaurant/steak house last 6 months: Friendly's	648	3.2%	81
Family restaurant/steak house last 6 months: Golden Corral	1,690	8.4%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,756	13.7%	118
Family restaurant/steak house last 6 months: Lone Star Steakhouse	598	3.0%	109
Family restaurant/steak house last 6 months: Old Country Buffet	549	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden	4,362	21.6%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	2,746	13.6%	119
Family restaurant/steak house last 6 months: Perkins	807	4.0%	110
Family restaurant/steak house last 6 months: Red Lobster	3,087	15.3%	114
Family restaurant/steak house last 6 months: Red Robin	1,441	7.1%	127
Family restaurant/steak house last 6 months: Ruby Tuesday	2,046	10.1%	122
Family restaurant/steak house last 6 months: Ryan's	641	3.2%	84
Family restaurant/steak house last 6 months: Sizzler	483	2.4%	79
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,394	11.9%	115
Went to fast food/drive-in restaurant in last 6 months	18,485	91.6%	103
Went to fast food/drive-in restaurant <6 times/month	6,773	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/month	6,218	30.8%	107
Went to fast food/drive-in restaurant 14+ times/month	5,493	27.2%	109
Fast food/drive-in last 6 months: breakfast	5,988	29.7%	108
Fast food/drive-in last 6 months: lunch	12,943	64.2%	109
Fast food/drive-in last 6 months: snack	3,466	17.2%	99
Fast food/drive-in last 6 months: dinner	10,820	53.6%	111

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	14,565	72.2%	109
Fast food/drive-in last 6 months: weekend	10,294	51.0%	106
Fast food/drive-in last 6 months: A & W	979	4.9%	107
Fast food/drive-in last 6 months: Arby's	5,066	25.1%	122
Fast food/drive-in last 6 months: Boston Market	966	4.8%	101
Fast food/drive-in last 6 months: Burger King	7,723	38.3%	106
Fast food/drive-in last 6 months: Captain D's	956	4.7%	92
Fast food/drive-in last 6 months: Carl's Jr.	987	4.9%	79
Fast food/drive-in last 6 months: Checkers	651	3.2%	101
Fast food/drive-in last 6 months: Chick-fil-A	3,657	18.1%	141
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,449	7.2%	118
Fast food/drive-in last 6 months: Chuck E. Cheese	987	4.9%	109
Fast food/drive-in last 6 months: Church's Fr. Chicken	750	3.7%	87
Fast food/drive-in last 6 months: Dairy Queen	3,842	19.0%	119
Fast food/drive-in last 6 months: Del Taco	594	2.9%	88
Fast food/drive-in last 6 months: Domino's Pizza	2,745	13.6%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	2,149	10.7%	92
Fast food/drive-in last 6 months: Fuddruckers	811	4.0%	144
Fast food/drive-in last 6 months: Hardee's	1,278	6.3%	93
Fast food/drive-in last 6 months: Jack in the Box	1,957	9.7%	93
Fast food/drive-in last 6 months: KFC	5,753	28.5%	103
Fast food/drive-in last 6 months: Little Caesars	1,756	8.7%	119
Fast food/drive-in last 6 months: Long John Silver's	1,315	6.5%	103
Fast food/drive-in last 6 months: McDonald's	11,924	59.1%	106
Fast food/drive-in last 6 months: Panera Bread	2,254	11.2%	115
Fast food/drive-in last 6 months: Papa John's	2,207	10.9%	126
Fast food/drive-in last 6 months: Pizza Hut	4,823	23.9%	108
Fast food/drive-in last 6 months: Popeyes	1,468	7.3%	100
Fast food/drive-in last 6 months: Quiznos	2,246	11.1%	124
Fast food/drive-in last 6 months: Sonic Drive-In	2,846	14.1%	120
Fast food/drive-in last 6 months: Starbucks	3,248	16.1%	108
Fast food/drive-in last 6 months: Steak n Shake	1,280	6.3%	126
Fast food/drive-in last 6 months: Subway	7,200	35.7%	113
Fast food/drive-in last 6 months: Taco Bell	7,375	36.6%	114
Fast food/drive-in last 6 months: Wendy's	7,211	35.8%	115
Fast food/drive-in last 6 months: Whataburger	1,121	5.6%	115
Fast food/drive-in last 6 months: White Castle	731	3.6%	90
Fast food/drive-in last 6 months: eat in	7,730	38.3%	102
Fast food/drive-in last 6 months: home delivery	2,345	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	12,054	59.8%	114
Fast food/drive-in last 6 months: take-out/walk-in	4,878	24.2%	98

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Demographic Summary	2010	2015
Population	69,287	73,418
Population 18+	51,120	54,169
Households	27,215	28,972
Median Household Income	\$62,677	\$70,075

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	39,208	76.7%	106
Family restaurant/steak house last month: <2 times	13,224	25.9%	101
Family restaurant/steak house last month: 2-4 times	14,453	28.3%	105
Family restaurant/steak house last month: 5+ times	11,529	22.6%	116
Family restaurant/steak house last 6 months: breakfast	7,481	14.6%	111
Family restaurant/steak house last 6 months: lunch	13,280	26.0%	105
Family restaurant/steak house last 6 months: snack	1,156	2.3%	81
Family restaurant/steak house last 6 months: dinner	30,257	59.2%	112
Family restaurant/steak house last 6 months: weekday	21,694	42.4%	110
Family restaurant/steak house last 6 months: weekend	25,395	49.7%	112
Family restaurant/steak house last 6 months: Applebee's	14,570	28.5%	113
Family restaurant/steak house last 6 months: Bennigan's	1,299	2.5%	116
Family restaurant/steak house last 6 months: Bob Evans Farm	2,390	4.7%	102
Family restaurant/steak house last 6 months: Cheesecake Factory	3,521	6.9%	105
Family restaurant/steak house last 6 months: Chili's Grill & Bar	7,303	14.3%	123
Family restaurant/steak house last 6 months: Cracker Barrel	6,387	12.5%	113
Family restaurant/steak house last 6 months: Denny's	4,826	9.4%	105
Family restaurant/steak house last 6 months: Friendly's	1,579	3.1%	78
Family restaurant/steak house last 6 months: Golden Corral	4,302	8.4%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	6,926	13.5%	117
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,514	3.0%	109
Family restaurant/steak house last 6 months: Old Country Buffet	1,413	2.8%	97
Family restaurant/steak house last 6 months: Olive Garden	10,570	20.7%	116
Family restaurant/steak house last 6 months: Outback Steakhouse	6,551	12.8%	112
Family restaurant/steak house last 6 months: Perkins	1,885	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster	7,419	14.5%	108
Family restaurant/steak house last 6 months: Red Robin	3,595	7.0%	125
Family restaurant/steak house last 6 months: Ruby Tuesday	4,790	9.4%	112
Family restaurant/steak house last 6 months: Ryan's	1,616	3.2%	84
Family restaurant/steak house last 6 months: Sizzler	1,274	2.5%	83
Family restaurant/steak house last 6 months: T.G.I. Friday's	5,893	11.5%	112
Went to fast food/drive-in restaurant in last 6 months	46,484	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	17,118	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/month	15,256	29.8%	103
Went to fast food/drive-in restaurant 14+ times/month	14,110	27.6%	111
Fast food/drive-in last 6 months: breakfast	15,225	29.8%	108
Fast food/drive-in last 6 months: lunch	32,151	62.9%	107
Fast food/drive-in last 6 months: snack	8,874	17.4%	100
Fast food/drive-in last 6 months: dinner	27,126	53.1%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	36,197	70.8%	107
Fast food/drive-in last 6 months: weekend	26,111	51.1%	106
Fast food/drive-in last 6 months: A & W	2,478	4.8%	107
Fast food/drive-in last 6 months: Arby's	12,633	24.7%	120
Fast food/drive-in last 6 months: Boston Market	2,648	5.2%	109
Fast food/drive-in last 6 months: Burger King	19,409	38.0%	105
Fast food/drive-in last 6 months: Captain D's	2,444	4.8%	93
Fast food/drive-in last 6 months: Carl's Jr.	2,626	5.1%	82
Fast food/drive-in last 6 months: Checkers	1,587	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	8,983	17.6%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,753	7.3%	121
Fast food/drive-in last 6 months: Chuck E. Cheese	2,474	4.8%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,268	4.4%	103
Fast food/drive-in last 6 months: Dairy Queen	9,279	18.2%	114
Fast food/drive-in last 6 months: Del Taco	1,662	3.3%	97
Fast food/drive-in last 6 months: Domino's Pizza	7,145	14.0%	104
Fast food/drive-in last 6 months: Dunkin' Donuts	5,271	10.3%	89
Fast food/drive-in last 6 months: Fuddruckers	1,831	3.6%	128
Fast food/drive-in last 6 months: Hardee's	3,010	5.9%	87
Fast food/drive-in last 6 months: Jack in the Box	5,622	11.0%	106
Fast food/drive-in last 6 months: KFC	14,373	28.1%	102
Fast food/drive-in last 6 months: Little Caesars	4,328	8.5%	116
Fast food/drive-in last 6 months: Long John Silver's	3,279	6.4%	101
Fast food/drive-in last 6 months: McDonald's	29,812	58.3%	104
Fast food/drive-in last 6 months: Panera Bread	5,734	11.2%	115
Fast food/drive-in last 6 months: Papa John's	5,458	10.7%	123
Fast food/drive-in last 6 months: Pizza Hut	12,257	24.0%	109
Fast food/drive-in last 6 months: Popeyes	4,059	7.9%	109
Fast food/drive-in last 6 months: Quiznos	5,363	10.5%	117
Fast food/drive-in last 6 months: Sonic Drive-In	6,967	13.6%	116
Fast food/drive-in last 6 months: Starbucks	8,783	17.2%	116
Fast food/drive-in last 6 months: Steak n Shake	3,098	6.1%	120
Fast food/drive-in last 6 months: Subway	17,849	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	18,648	36.5%	113
Fast food/drive-in last 6 months: Wendy's	17,838	34.9%	112
Fast food/drive-in last 6 months: Whataburger	3,183	6.2%	129
Fast food/drive-in last 6 months: White Castle	1,680	3.3%	81
Fast food/drive-in last 6 months: eat in	19,434	38.0%	101
Fast food/drive-in last 6 months: home delivery	6,272	12.3%	118
Fast food/drive-in last 6 months: take-out/drive-thru	29,610	57.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	12,755	25.0%	101

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
 Longitude: -84.23202

Demographic Summary		2010	2015
Population		7,310	8,017
Population 18+		5,261	5,778
Households		2,742	3,039
Median Household Income		\$66,434	\$74,449
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		582	11.1%
Participated in archery		144	2.7%
Participated in backpacking/hiking		552	10.5%
Participated in baseball		264	5.0%
Participated in basketball		494	9.4%
Participated in bicycling (mountain)		206	3.9%
Participated in bicycling (road)		553	10.5%
Participated in boating (power)		343	6.5%
Participated in bowling		765	14.5%
Participated in canoeing/kayaking		269	5.1%
Participated in downhill skiing		153	2.9%
Participated in fishing (fresh water)		816	15.5%
Participated in fishing (salt water)		257	4.9%
Participated in football		327	6.2%
Participated in Frisbee		344	6.5%
Participated in golf		568	10.8%
Play golf < once a month		222	4.2%
Play golf 1+ times a month		293	5.6%
Participated in horseback riding		166	3.2%
Participated in hunting with rifle		302	5.7%
Participated in hunting with shotgun		240	4.6%
Participated in ice skating		170	3.2%
Participated in jogging/running		625	11.9%
Participated in martial arts		66	1.3%
Participated in motorcycling		203	3.9%
Participated in Pilates		176	3.3%
Participated in roller skating		96	1.8%
Participated in snowboarding		123	2.3%
Participated in soccer		256	4.9%
Participated in softball		203	3.9%
Participated in swimming		1,111	21.1%
Participated in target shooting		217	4.1%
Participated in tennis		194	3.7%
Participated in volleyball		191	3.6%
Participated in walking for exercise		1,742	33.1%
Participated in weight lifting		704	13.4%
Participated in yoga		324	6.2%
Spent on high end sports/recreation equipment/12 mo: <\$250		250	4.8%
Spent on high end sports/recreation equipment/12 mo: \$250+		234	4.4%
Attend sports event: auto racing (NASCAR)		490	9.3%
Attend sports event: auto racing (not NASCAR)		409	7.8%
Attend sports event: baseball game		841	16.0%

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	522	9.9%	125
Attend sports event: basketball game (pro)	499	9.5%	111
Attend sports event: football game (college)	615	11.7%	113
Attend sports event: football-Monday night game (pro)	359	6.8%	111
Attend sports event: football-weekend game (pro)	540	10.3%	113
Attend sports event: golf tournament	344	6.5%	118
Attend sports event: ice hockey game	402	7.6%	115
Attend sports event: soccer game	400	7.6%	123
Attend sports event: tennis match	289	5.5%	111
Attended adult education course in last 12 months	402	7.6%	115
Attended auto show in last 12 months	469	8.9%	108
Went to bar/night club in last 12 months	1,040	19.8%	104
Went to beach in last 12 months	1,321	25.1%	102
Attended dance performance in last 12 months	250	4.8%	107
Danced/went dancing in last 12 months	511	9.7%	102
Dined out in last 12 months	2,790	53.0%	108
Dine out < once a month	213	4.0%	86
Dine out once a month	346	6.6%	106
Dine out 2-3 times a month	712	13.5%	118
Dine out once a week	686	13.0%	113
Dine out 2+ times per week	520	9.9%	100
Gambled at casino in last 12 months	835	15.9%	99
Gambled at casino 6+ times in last 12 months	161	3.1%	113
Gambled in Atlantic City in last 12 months	95	1.8%	71
Gambled in Las Vegas in last 12 months	257	4.9%	102
Attended horse races in last 12 months	178	3.4%	114
Attended movies in last 6 months	3,306	62.8%	107
Attended movies in last 90 days: < once a month	1,835	34.9%	108
Attended movies in last 90 days: once a month	606	11.5%	112
Attended movies in last 90 days: 2-3 times a month	349	6.6%	98
Attended movies in last 90 days: once/week or more	138	2.6%	103
Prefer to see movie after second week of release	1,304	24.8%	105
Went to museum in last 12 months	727	13.8%	108
Attended music performance in last 12 months	1,397	26.6%	112
Attended country music performance in last 12 mo	304	5.8%	114
Attended rock music performance in last 12 months	626	11.9%	109
Attended classical music/opera performance/12 mo	220	4.2%	91
Went to live theater in last 12 months	746	14.2%	108
Visited a theme park in last 12 months	1,206	22.9%	107
Visited Disney World (FL)/12 mo: Magic Kingdom	209	4.0%	117
Visited any Sea World in last 12 months	189	3.6%	106
Visited any Six Flags in last 12 months	292	5.6%	96
Went to zoo in last 12 months	791	15.0%	118
Played backgammon in last 12 months	109	2.1%	103
Participated in book club in last 12 months	144	2.7%	86
Played billiards/pool in last 12 months	557	10.6%	110
Played bingo in last 12 months	195	3.7%	87
Did birdwatching in last 12 months	362	6.9%	111
Played board game in last 12 months	995	18.9%	116

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,210	23.0%	110
Played chess in last 12 months	221	4.2%	115
Cooked for fun in last 12 months	1,191	22.6%	109
Did crossword puzzle in last 12 months	849	16.1%	111
Participated in fantasy sports league last 12 mo	213	4.0%	124
Flew a kite in last 12 months	180	3.4%	121
Did furniture refinishing in last 12 months	150	2.9%	88
Did indoor gardening/plant care in last 12 months	597	11.3%	113
Participated in karaoke in last 12 months	249	4.7%	107
Bought lottery ticket in last 12 months	1,893	36.0%	104
Bought lottery ticket in last 12 mo: Daily Drawing	220	4.2%	86
Bought lottery ticket in last 12 mo: Instant Game	850	16.2%	102
Bought lottery ticket in last 12 mo: Lotto Drawing	1,262	24.0%	112
Played lottery: <3 times in last 30 days	823	15.6%	99
Played lottery: 3-7 times in last 30 days	528	10.0%	104
Played lottery: 8+ times in last 30 days	542	10.3%	111
Played musical instrument in last 12 months	524	10.0%	125
Did painting/drawing in last 12 months	367	7.0%	107
Did photography in last 12 months	785	14.9%	118
Read book in last 12 months	2,247	42.7%	105
Participated in trivia games in last 12 months	370	7.0%	117
Played video game in last 12 months	799	15.2%	114
Did woodworking in last 12 months	249	4.7%	101
Participated in word games in last 12 months	578	11.0%	115
Member of AARP	827	15.7%	102
Member of business club	145	2.8%	111
Member of charitable organization	348	6.6%	105
Member of church board	217	4.1%	96
Member of fraternal order	185	3.5%	100
Member of religious club	320	6.1%	95
Member of union	310	5.9%	112
Member of veterans club	150	2.9%	84
Bought any children`s toy/game in last 12 months	2,022	38.4%	111
Spent on toys/games in last 12 months: <\$50	356	6.8%	111
Spent on toys/games in last 12 months: \$50-99	167	3.2%	115
Spent on toys/games in last 12 months: \$100-199	399	7.6%	105
Spent on toys/games in last 12 months: \$200-499	622	11.8%	109
Spent on toys/games in last 12 months: \$500+	333	6.3%	110
Bought infant toy in last 12 months	507	9.6%	115
Bought pre-school toy in last 12 months	472	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	696	13.2%	119
Spent on toys/games (for child <6)/12 mo: \$100-199	407	7.7%	115
Spent on toys/games (for child <6)/12 mo: \$200+	425	8.1%	104
Bought for child in last 12 mo: boy action figure	476	9.0%	112
Bought for child in last 12 mo: girl action figure	147	2.8%	90
Bought for child in last 12 mo: bicycle	407	7.7%	113
Bought for child in last 12 mo: board game	757	14.4%	121

**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 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	175	3.3%	98
Bought for child in last 12 mo: car	549	10.4%	113
Bought for child in last 12 mo: construction toy	290	5.5%	112
Bought for child in last 12 mo: large/baby doll	335	6.4%	97
Bought for child in last 12 mo: fashion doll	321	6.1%	120
Bought for child in last 12 mo: plush doll/animal	545	10.4%	123
Bought for child in last 12 mo: doll accessories	243	4.6%	115
Bought for child in last 12 mo: doll clothing	244	4.6%	112
Bought for child in last 12 mo: educational toy	813	15.5%	113
Bought for child in last 12 mo: electronic game	556	10.6%	113
Bought for child in last 12 mo: mechanical toy	227	4.3%	108
Bought for child in last 12 mo: model kit/set	146	2.8%	108
Bought for child in last 12 mo: sound game	150	2.9%	102
Bought for child in last 12 mo: water toy	585	11.1%	116
Bought for child in last 12 mo: word game	202	3.8%	100
Bought book in last 12 months	2,778	52.8%	105
Bought 1-3 books in last 12 months	1,069	20.3%	103
Bought 4-9 books in last 12 months	877	16.7%	107
Bought 10+ books in last 12 months	833	15.8%	105
Bought paperback book in last 12 months	2,143	40.7%	108
Bought <3 paperback books in last 12 months	716	13.6%	105
Bought 3-6 paperback books in last 12 months	764	14.5%	110
Bought 7+ paperback books in last 12 months	664	12.6%	107
Bought hardcover book in last 12 months	1,510	28.7%	103
Bought <3 hardcover books in last 12 months	659	12.5%	102
Bought 3-5 hardcover books in last 12 months	430	8.2%	102
Bought 6+ hardcover books in last 12 months	422	8.0%	102
Bought book (fiction) in last 12 months	1,614	30.7%	109
Bought book (non-fiction) in last 12 months	1,386	26.3%	104
Bought biography in last 12 months	379	7.2%	99
Bought children`s book in last 12 months	712	13.5%	106
Bought cookbook in last 12 months	610	11.6%	106
Bought desk dictionary in last 12 months	102	1.9%	95
Bought history book in last 12 months	387	7.4%	97
Bought mystery book in last 12 months	672	12.8%	114
Bought personal/business self-help book last 12 mo	380	7.2%	101
Bought religious book (not bible) last 12 months	423	8.0%	106
Bought romance book in last 12 months	337	6.4%	98
Bought science fiction book in last 12 months	272	5.2%	114
Bought book through book club in last 12 months	218	4.1%	96
Bought book at book store in last 12 months	1,931	36.7%	109
Bought book at Barnes & Noble in last 12 months	1,104	21.0%	107
Bought book at Borders in last 12 months	632	12.0%	108
Bought book at convenience store in last 12 months	112	2.1%	96
Bought book at department store in last 12 months	399	7.6%	99
Bought book at drug store in last 12 months	104	2.0%	87
Bought book through Internet in last 12 mo	564	10.7%	105
Bought book through mail order in last 12 months	159	3.0%	89
Bought book at supermarket in last 12 months	340	6.5%	124
Bought book at warehouse store in last 12 months	296	5.6%	97

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
 Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		28,069	30,297	
Population 18+		20,170	21,716	
Households		10,886	11,798	
Median Household Income		\$64,603	\$72,883	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		2,256	11.2%	113
Participated in archery		559	2.8%	104
Participated in backpacking/hiking		2,073	10.3%	109
Participated in baseball		1,131	5.6%	108
Participated in basketball		1,995	9.9%	106
Participated in bicycling (mountain)		832	4.1%	112
Participated in bicycling (road)		2,174	10.8%	112
Participated in boating (power)		1,374	6.8%	111
Participated in bowling		2,931	14.5%	125
Participated in canoeing/kayaking		1,083	5.4%	112
Participated in downhill skiing		552	2.7%	94
Participated in fishing (fresh water)		3,110	15.4%	118
Participated in fishing (salt water)		1,022	5.1%	111
Participated in football		1,377	6.8%	110
Participated in Frisbee		1,325	6.6%	120
Participated in golf		2,316	11.5%	111
Play golf < once a month		922	4.6%	116
Play golf 1+ times a month		1,148	5.7%	105
Participated in horseback riding		614	3.0%	100
Participated in hunting with rifle		1,113	5.5%	114
Participated in hunting with shotgun		920	4.6%	107
Participated in ice skating		648	3.2%	112
Participated in jogging/running		2,427	12.0%	114
Participated in martial arts		262	1.3%	92
Participated in motorcycling		797	4.0%	107
Participated in Pilates		720	3.6%	109
Participated in roller skating		386	1.9%	91
Participated in snowboarding		424	2.1%	109
Participated in soccer		962	4.8%	111
Participated in softball		864	4.3%	110
Participated in swimming		4,448	22.1%	113
Participated in target shooting		879	4.4%	113
Participated in tennis		858	4.3%	100
Participated in volleyball		822	4.1%	117
Participated in walking for exercise		6,595	32.7%	110
Participated in weight lifting		2,776	13.8%	117
Participated in yoga		1,228	6.1%	105
Spent on high end sports/recreation equipment/12 mo: <\$250		922	4.6%	104
Spent on high end sports/recreation equipment/12 mo: \$250+		872	4.3%	111
Attend sports event: auto racing (NASCAR)		1,780	8.8%	120
Attend sports event: auto racing (not NASCAR)		1,493	7.4%	117
Attend sports event: baseball game		3,243	16.1%	109

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,891	9.4%	118
Attend sports event: basketball game (pro)	1,880	9.3%	109
Attend sports event: football game (college)	2,442	12.1%	117
Attend sports event: football-Monday night game (pro)	1,374	6.8%	111
Attend sports event: football-weekend game (pro)	2,156	10.7%	118
Attend sports event: golf tournament	1,298	6.4%	116
Attend sports event: ice hockey game	1,538	7.6%	115
Attend sports event: soccer game	1,476	7.3%	118
Attend sports event: tennis match	1,067	5.3%	107
Attended adult education course in last 12 months	1,554	7.7%	116
Attended auto show in last 12 months	1,877	9.3%	112
Went to bar/night club in last 12 months	4,160	20.6%	108
Went to beach in last 12 months	5,097	25.3%	103
Attended dance performance in last 12 months	964	4.8%	108
Danced/went dancing in last 12 months	1,933	9.6%	101
Dined out in last 12 months	10,738	53.2%	108
Dine out < once a month	950	4.7%	100
Dine out once a month	1,293	6.4%	104
Dine out 2-3 times a month	2,606	12.9%	112
Dine out once a week	2,648	13.1%	114
Dine out 2+ times per week	2,028	10.1%	102
Gambled at casino in last 12 months	3,297	16.3%	102
Gambled at casino 6+ times in last 12 months	581	2.9%	106
Gambled in Atlantic City in last 12 months	381	1.9%	75
Gambled in Las Vegas in last 12 months	1,029	5.1%	107
Attended horse races in last 12 months	590	2.9%	99
Attended movies in last 6 months	12,632	62.6%	106
Attended movies in last 90 days: < once a month	7,060	35.0%	108
Attended movies in last 90 days: once a month	2,348	11.6%	114
Attended movies in last 90 days: 2-3 times a month	1,364	6.8%	100
Attended movies in last 90 days: once/week or more	472	2.3%	92
Prefer to see movie after second week of release	5,038	25.0%	105
Went to museum in last 12 months	2,655	13.2%	103
Attended music performance in last 12 months	5,312	26.3%	111
Attended country music performance in last 12 mo	1,123	5.6%	110
Attended rock music performance in last 12 months	2,455	12.2%	111
Attended classical music/opera performance/12 mo	877	4.3%	95
Went to live theater in last 12 months	2,788	13.8%	105
Visited a theme park in last 12 months	4,857	24.1%	112
Visited Disney World (FL)/12 mo: Magic Kingdom	778	3.9%	114
Visited any Sea World in last 12 months	738	3.7%	108
Visited any Six Flags in last 12 months	1,143	5.7%	98
Went to zoo in last 12 months	3,102	15.4%	121
Played backgammon in last 12 months	434	2.2%	107
Participated in book club in last 12 months	575	2.9%	90
Played billiards/pool in last 12 months	2,215	11.0%	114
Played bingo in last 12 months	780	3.9%	91
Did birdwatching in last 12 months	1,280	6.3%	102
Played board game in last 12 months	3,895	19.3%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	4,670	23.2%	111
Played chess in last 12 months	827	4.1%	112
Cooked for fun in last 12 months	4,589	22.8%	109
Did crossword puzzle in last 12 months	3,106	15.4%	106
Participated in fantasy sports league last 12 mo	777	3.9%	118
Flew a kite in last 12 months	640	3.2%	112
Did furniture refinishing in last 12 months	651	3.2%	100
Did indoor gardening/plant care in last 12 months	2,113	10.5%	104
Participated in karaoke in last 12 months	966	4.8%	108
Bought lottery ticket in last 12 months	7,204	35.7%	103
Bought lottery ticket in last 12 mo: Daily Drawing	835	4.1%	85
Bought lottery ticket in last 12 mo: Instant Game	3,359	16.7%	105
Bought lottery ticket in last 12 mo: Lotto Drawing	4,620	22.9%	107
Played lottery: <3 times in last 30 days	3,231	16.0%	102
Played lottery: 3-7 times in last 30 days	1,977	9.8%	102
Played lottery: 8+ times in last 30 days	1,997	9.9%	106
Played musical instrument in last 12 months	1,860	9.2%	116
Did painting/drawing in last 12 months	1,390	6.9%	105
Did photography in last 12 months	2,945	14.6%	116
Read book in last 12 months	8,640	42.8%	105
Participated in trivia games in last 12 months	1,424	7.1%	117
Played video game in last 12 months	3,201	15.9%	119
Did woodworking in last 12 months	1,011	5.0%	107
Participated in word games in last 12 months	2,100	10.4%	109
Member of AARP	2,984	14.8%	96
Member of business club	533	2.6%	106
Member of charitable organization	1,307	6.5%	103
Member of church board	867	4.3%	100
Member of fraternal order	698	3.5%	98
Member of religious club	1,227	6.1%	95
Member of union	1,082	5.4%	102
Member of veterans club	625	3.1%	91
Bought any children`s toy/game in last 12 months	7,820	38.8%	112
Spent on toys/games in last 12 months: <\$50	1,292	6.4%	105
Spent on toys/games in last 12 months: \$50-99	619	3.1%	111
Spent on toys/games in last 12 months: \$100-199	1,504	7.5%	104
Spent on toys/games in last 12 months: \$200-499	2,512	12.5%	115
Spent on toys/games in last 12 months: \$500+	1,353	6.7%	117
Bought infant toy in last 12 months	1,956	9.7%	116
Bought pre-school toy in last 12 months	1,825	9.0%	112
Spent on toys/games (for child <6)/12 mo: <\$100	2,532	12.6%	113
Spent on toys/games (for child <6)/12 mo: \$100-199	1,501	7.4%	110
Spent on toys/games (for child <6)/12 mo: \$200+	1,747	8.7%	112
Bought for child in last 12 mo: boy action figure	1,851	9.2%	114
Bought for child in last 12 mo: girl action figure	553	2.7%	89
Bought for child in last 12 mo: bicycle	1,618	8.0%	117
Bought for child in last 12 mo: board game	2,952	14.6%	123

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	711	3.5%	104
Bought for child in last 12 mo: car	2,062	10.2%	111
Bought for child in last 12 mo: construction toy	1,099	5.4%	110
Bought for child in last 12 mo: large/baby doll	1,341	6.6%	102
Bought for child in last 12 mo: fashion doll	1,159	5.7%	113
Bought for child in last 12 mo: plush doll/animal	2,040	10.1%	120
Bought for child in last 12 mo: doll accessories	877	4.3%	108
Bought for child in last 12 mo: doll clothing	852	4.2%	102
Bought for child in last 12 mo: educational toy	3,165	15.7%	115
Bought for child in last 12 mo: electronic game	2,178	10.8%	116
Bought for child in last 12 mo: mechanical toy	890	4.4%	110
Bought for child in last 12 mo: model kit/set	613	3.0%	118
Bought for child in last 12 mo: sound game	553	2.7%	98
Bought for child in last 12 mo: water toy	2,224	11.0%	115
Bought for child in last 12 mo: word game	834	4.1%	107
Bought book in last 12 months	10,770	53.4%	106
Bought 1-3 books in last 12 months	4,107	20.4%	104
Bought 4-9 books in last 12 months	3,435	17.0%	109
Bought 10+ books in last 12 months	3,229	16.0%	106
Bought paperback book in last 12 months	8,329	41.3%	109
Bought <3 paperback books in last 12 months	2,791	13.8%	107
Bought 3-6 paperback books in last 12 months	2,968	14.7%	112
Bought 7+ paperback books in last 12 months	2,570	12.7%	108
Bought hardcover book in last 12 months	5,940	29.5%	105
Bought <3 hardcover books in last 12 months	2,591	12.8%	105
Bought 3-5 hardcover books in last 12 months	1,701	8.4%	105
Bought 6+ hardcover books in last 12 months	1,649	8.2%	104
Bought book (fiction) in last 12 months	6,220	30.8%	110
Bought book (non-fiction) in last 12 months	5,420	26.9%	106
Bought biography in last 12 months	1,461	7.2%	100
Bought children`s book in last 12 months	2,840	14.1%	111
Bought cookbook in last 12 months	2,245	11.1%	102
Bought desk dictionary in last 12 months	387	1.9%	94
Bought history book in last 12 months	1,478	7.3%	97
Bought mystery book in last 12 months	2,536	12.6%	112
Bought personal/business self-help book last 12 mo	1,552	7.7%	107
Bought religious book (not bible) last 12 months	1,679	8.3%	110
Bought romance book in last 12 months	1,377	6.8%	105
Bought science fiction book in last 12 months	996	4.9%	108
Bought book through book club in last 12 months	839	4.2%	96
Bought book at book store in last 12 months	7,306	36.2%	108
Bought book at Barnes & Noble in last 12 months	4,237	21.0%	107
Bought book at Borders in last 12 months	2,394	11.9%	107
Bought book at convenience store in last 12 months	399	2.0%	89
Bought book at department store in last 12 months	1,676	8.3%	109
Bought book at drug store in last 12 months	406	2.0%	89
Bought book through Internet in last 12 mo	2,179	10.8%	106
Bought book through mail order in last 12 months	629	3.1%	92
Bought book at supermarket in last 12 months	1,270	6.3%	121
Bought book at warehouse store in last 12 months	1,212	6.0%	103

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		69,287	73,418	
Population 18+		51,120	54,169	
Households		27,215	28,972	
Median Household Income		\$62,677	\$70,075	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		5,716	11.2%	113
Participated in archery		1,374	2.7%	101
Participated in backpacking/hiking		5,101	10.0%	106
Participated in baseball		2,807	5.5%	106
Participated in basketball		5,254	10.3%	110
Participated in bicycling (mountain)		2,061	4.0%	109
Participated in bicycling (road)		5,428	10.6%	110
Participated in boating (power)		3,478	6.8%	110
Participated in bowling		7,300	14.3%	122
Participated in canoeing/kayaking		2,666	5.2%	109
Participated in downhill skiing		1,516	3.0%	102
Participated in fishing (fresh water)		7,132	14.0%	107
Participated in fishing (salt water)		2,523	4.9%	108
Participated in football		3,556	7.0%	112
Participated in Frisbee		3,030	5.9%	109
Participated in golf		5,784	11.3%	109
Play golf < once a month		2,168	4.2%	107
Play golf 1+ times a month		2,866	5.6%	104
Participated in horseback riding		1,550	3.0%	100
Participated in hunting with rifle		2,434	4.8%	98
Participated in hunting with shotgun		2,060	4.0%	95
Participated in ice skating		1,647	3.2%	112
Participated in jogging/running		6,420	12.6%	119
Participated in martial arts		727	1.4%	101
Participated in motorcycling		1,991	3.9%	106
Participated in Pilates		1,833	3.6%	109
Participated in roller skating		1,118	2.2%	105
Participated in snowboarding		1,055	2.1%	107
Participated in soccer		2,530	4.9%	115
Participated in softball		2,170	4.2%	109
Participated in swimming		11,265	22.0%	113
Participated in target shooting		2,054	4.0%	104
Participated in tennis		2,371	4.6%	109
Participated in volleyball		2,132	4.2%	119
Participated in walking for exercise		16,007	31.3%	105
Participated in weight lifting		7,071	13.8%	117
Participated in yoga		3,020	5.9%	102
Spent on high end sports/recreation equipment/12 mo: <\$250		2,430	4.8%	108
Spent on high end sports/recreation equipment/12 mo: \$250+		2,188	4.3%	110
Attend sports event: auto racing (NASCAR)		4,327	8.5%	115
Attend sports event: auto racing (not NASCAR)		3,569	7.0%	110
Attend sports event: baseball game		8,279	16.2%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	4,723	9.2%	116
Attend sports event: basketball game (pro)	4,890	9.6%	112
Attend sports event: football game (college)	6,155	12.0%	117
Attend sports event: football-Monday night game (pro)	3,516	6.9%	112
Attend sports event: football-weekend game (pro)	5,276	10.3%	114
Attend sports event: golf tournament	3,102	6.1%	109
Attend sports event: ice hockey game	3,805	7.4%	112
Attend sports event: soccer game	3,663	7.2%	116
Attend sports event: tennis match	2,701	5.3%	107
Attended adult education course in last 12 months	3,788	7.4%	112
Attended auto show in last 12 months	4,730	9.3%	112
Went to bar/night club in last 12 months	10,965	21.5%	112
Went to beach in last 12 months	12,940	25.3%	103
Attended dance performance in last 12 months	2,372	4.6%	104
Danced/went dancing in last 12 months	5,058	9.9%	104
Dined out in last 12 months	26,535	51.9%	105
Dine out < once a month	2,400	4.7%	100
Dine out once a month	3,218	6.3%	102
Dine out 2-3 times a month	6,307	12.3%	107
Dine out once a week	6,475	12.7%	110
Dine out 2+ times per week	4,924	9.6%	97
Gambled at casino in last 12 months	8,521	16.7%	104
Gambled at casino 6+ times in last 12 months	1,500	2.9%	108
Gambled in Atlantic City in last 12 months	975	1.9%	75
Gambled in Las Vegas in last 12 months	2,690	5.3%	110
Attended horse races in last 12 months	1,542	3.0%	102
Attended movies in last 6 months	31,395	61.4%	104
Attended movies in last 90 days: < once a month	17,170	33.6%	104
Attended movies in last 90 days: once a month	5,993	11.7%	114
Attended movies in last 90 days: 2-3 times a month	3,653	7.1%	106
Attended movies in last 90 days: once/week or more	1,195	2.3%	91
Prefer to see movie after second week of release	12,795	25.0%	106
Went to museum in last 12 months	6,612	12.9%	101
Attended music performance in last 12 months	13,239	25.9%	109
Attended country music performance in last 12 mo	2,835	5.5%	109
Attended rock music performance in last 12 months	6,189	12.1%	111
Attended classical music/opera performance/12 mo	2,158	4.2%	92
Went to live theater in last 12 months	6,877	13.5%	102
Visited a theme park in last 12 months	12,092	23.7%	110
Visited Disney World (FL)/12 mo: Magic Kingdom	1,839	3.6%	106
Visited any Sea World in last 12 months	1,881	3.7%	109
Visited any Six Flags in last 12 months	3,095	6.1%	104
Went to zoo in last 12 months	7,702	15.1%	118
Played backgammon in last 12 months	1,080	2.1%	105
Participated in book club in last 12 months	1,426	2.8%	88
Played billiards/pool in last 12 months	5,764	11.3%	117
Played bingo in last 12 months	2,051	4.0%	95
Did birdwatching in last 12 months	3,043	6.0%	96
Played board game in last 12 months	9,386	18.4%	113

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	11,262	22.0%	105
Played chess in last 12 months	1,965	3.8%	105
Cooked for fun in last 12 months	11,442	22.4%	108
Did crossword puzzle in last 12 months	7,618	14.9%	102
Participated in fantasy sports league last 12 mo	1,762	3.4%	106
Flew a kite in last 12 months	1,591	3.1%	110
Did furniture refinishing in last 12 months	1,636	3.2%	99
Did indoor gardening/plant care in last 12 months	5,101	10.0%	99
Participated in karaoke in last 12 months	2,476	4.8%	109
Bought lottery ticket in last 12 months	17,715	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	2,003	3.9%	81
Bought lottery ticket in last 12 mo: Instant Game	8,122	15.9%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	11,216	21.9%	103
Played lottery: <3 times in last 30 days	8,052	15.8%	100
Played lottery: 3-7 times in last 30 days	4,792	9.4%	97
Played lottery: 8+ times in last 30 days	4,872	9.5%	102
Played musical instrument in last 12 months	4,437	8.7%	109
Did painting/drawing in last 12 months	3,490	6.8%	104
Did photography in last 12 months	7,105	13.9%	110
Read book in last 12 months	21,627	42.3%	104
Participated in trivia games in last 12 months	3,392	6.6%	110
Played video game in last 12 months	8,141	15.9%	120
Did woodworking in last 12 months	2,395	4.7%	100
Participated in word games in last 12 months	4,832	9.5%	99
Member of AARP	7,111	13.9%	90
Member of business club	1,348	2.6%	106
Member of charitable organization	3,246	6.4%	100
Member of church board	2,097	4.1%	95
Member of fraternal order	1,798	3.5%	100
Member of religious club	3,001	5.9%	92
Member of union	2,573	5.0%	96
Member of veterans club	1,621	3.2%	93
Bought any children`s toy/game in last 12 months	19,290	37.7%	109
Spent on toys/games in last 12 months: <\$50	3,352	6.6%	108
Spent on toys/games in last 12 months: \$50-99	1,498	2.9%	106
Spent on toys/games in last 12 months: \$100-199	3,660	7.2%	99
Spent on toys/games in last 12 months: \$200-499	6,104	11.9%	110
Spent on toys/games in last 12 months: \$500+	3,272	6.4%	111
Bought infant toy in last 12 months	4,715	9.2%	110
Bought pre-school toy in last 12 months	4,446	8.7%	107
Spent on toys/games (for child <6)/12 mo: <\$100	6,067	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	3,692	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	4,350	8.5%	110
Bought for child in last 12 mo: boy action figure	4,608	9.0%	112
Bought for child in last 12 mo: girl action figure	1,524	3.0%	96
Bought for child in last 12 mo: bicycle	3,918	7.7%	112
Bought for child in last 12 mo: board game	6,758	13.2%	111

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,831	3.6%	106
Bought for child in last 12 mo: car	5,023	9.8%	106
Bought for child in last 12 mo: construction toy	2,536	5.0%	101
Bought for child in last 12 mo: large/baby doll	3,533	6.9%	106
Bought for child in last 12 mo: fashion doll	2,676	5.2%	103
Bought for child in last 12 mo: plush doll/animal	4,928	9.6%	115
Bought for child in last 12 mo: doll accessories	2,143	4.2%	104
Bought for child in last 12 mo: doll clothing	2,204	4.3%	104
Bought for child in last 12 mo: educational toy	7,727	15.1%	111
Bought for child in last 12 mo: electronic game	5,314	10.4%	111
Bought for child in last 12 mo: mechanical toy	2,308	4.5%	113
Bought for child in last 12 mo: model kit/set	1,428	2.8%	108
Bought for child in last 12 mo: sound game	1,368	2.7%	95
Bought for child in last 12 mo: water toy	5,527	10.8%	113
Bought for child in last 12 mo: word game	2,004	3.9%	102
Bought book in last 12 months	27,238	53.3%	106
Bought 1-3 books in last 12 months	10,675	20.9%	106
Bought 4-9 books in last 12 months	8,610	16.8%	108
Bought 10+ books in last 12 months	7,951	15.6%	103
Bought paperback book in last 12 months	20,770	40.6%	107
Bought <3 paperback books in last 12 months	7,189	14.1%	108
Bought 3-6 paperback books in last 12 months	7,281	14.2%	108
Bought 7+ paperback books in last 12 months	6,300	12.3%	105
Bought hardcover book in last 12 months	15,317	30.0%	107
Bought <3 hardcover books in last 12 months	6,988	13.7%	112
Bought 3-5 hardcover books in last 12 months	4,315	8.4%	105
Bought 6+ hardcover books in last 12 months	4,016	7.9%	100
Bought book (fiction) in last 12 months	15,449	30.2%	108
Bought book (non-fiction) in last 12 months	13,799	27.0%	106
Bought biography in last 12 months	3,618	7.1%	97
Bought children`s book in last 12 months	7,050	13.8%	108
Bought cookbook in last 12 months	5,733	11.2%	102
Bought desk dictionary in last 12 months	954	1.9%	92
Bought history book in last 12 months	3,660	7.2%	95
Bought mystery book in last 12 months	6,054	11.8%	105
Bought personal/business self-help book last 12 mo	4,278	8.4%	117
Bought religious book (not bible) last 12 months	4,029	7.9%	104
Bought romance book in last 12 months	3,455	6.8%	104
Bought science fiction book in last 12 months	2,506	4.9%	108
Bought book through book club in last 12 months	2,168	4.2%	98
Bought book at book store in last 12 months	18,530	36.2%	108
Bought book at Barnes & Noble in last 12 months	10,991	21.5%	109
Bought book at Borders in last 12 months	6,066	11.9%	107
Bought book at convenience store in last 12 months	1,033	2.0%	91
Bought book at department store in last 12 months	4,285	8.4%	110
Bought book at drug store in last 12 months	1,014	2.0%	87
Bought book through Internet in last 12 mo	5,317	10.4%	102
Bought book through mail order in last 12 months	1,560	3.1%	90
Bought book at supermarket in last 12 months	3,091	6.0%	116
Bought book at warehouse store in last 12 months	3,033	5.9%	102

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Old and Newcomers	35.7%	Population	7,310	8,017
Up and Coming Families	30.9%	Households	2,742	3,039
Green Acres	28.4%	Families	1,966	2,151
Sophisticated Squires	5.0%	Median Age	33.4	33.5
Top Rung	0.0%	Median Household Income	\$66,434	\$74,449
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		71	\$1,704.51	\$4,673,245
Men's		67	\$306.84	\$841,267
Women's		63	\$525.34	\$1,440,309
Children's		76	\$305.93	\$838,774
Footwear		50	\$207.93	\$570,089
Watches & Jewelry		102	\$197.20	\$540,665
Apparel Products and Services (1)		172	\$161.27	\$442,142
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$199.26	\$546,295
Software and Accessories for Home Use		105	\$29.93	\$82,070
<b>Entertainment &amp; Recreation</b>		103	\$3,316.45	\$9,092,684
Fees and Admissions		105	\$648.03	\$1,776,704
Membership Fees for Clubs (2)		103	\$168.60	\$462,256
Fees for Participant Sports, excl. Trips		105	\$112.38	\$308,108
Admission to Movie/Theatre/Opera/Ballet		105	\$158.79	\$435,356
Admission to Sporting Events, excl. Trips		107	\$63.70	\$174,642
Fees for Recreational Lessons		105	\$143.80	\$394,245
Dating Services		99	\$0.77	\$2,098
TV/Video/Audio		101	\$1,248.20	\$3,422,165
Community Antenna or Cable TV		98	\$709.50	\$1,945,226
Televisions		105	\$202.85	\$556,161
VCRs, Video Cameras, and DVD Players		105	\$21.36	\$58,557
Video Cassettes and DVDs		104	\$54.80	\$150,253
Video and Computer Game Hardware and Software		109	\$60.93	\$167,052
Satellite Dishes		104	\$1.31	\$3,581
Rental of Video Cassettes and DVDs		107	\$43.97	\$120,549
Streaming/Downloaded Video		104	\$1.46	\$4,003
Audio (3)		98	\$144.48	\$396,111
Rental and Repair of TV/Radio/Sound Equipment		100	\$7.54	\$20,673
Pets		123	\$530.62	\$1,454,786
Toys and Games (4)		102	\$148.91	\$408,259
Recreational Vehicles and Fees (5)		94	\$302.74	\$830,008
Sports/Recreation/Exercise Equipment (6)		81	\$147.15	\$403,451
Photo Equipment and Supplies (7)		104	\$107.87	\$295,753
Reading (8)		100	\$155.39	\$426,037
Catered Affairs (9)		111	\$27.55	\$75,521
<b>Food</b>		101	\$7,745.49	\$21,235,753
Food at Home		100	\$4,457.48	\$12,221,042
Bakery and Cereal Products		99	\$591.84	\$1,622,632
Meats, Poultry, Fish, and Eggs		99	\$1,028.46	\$2,819,732
Dairy Products		99	\$492.82	\$1,351,149
Fruits and Vegetables		99	\$780.79	\$2,140,684
Snacks and Other Food at Home (10)		100	\$1,563.58	\$4,286,845
Food Away from Home		102	\$3,288.01	\$9,014,711
Alcoholic Beverages		105	\$596.27	\$1,634,777
Nonalcoholic Beverages at Home		100	\$437.08	\$1,198,335

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	93	\$1,610.89	\$4,416,565
Vehicle Loans	101	\$4,986.76	\$13,672,150
<b>Health</b>			
Nonprescription Drugs	96	\$99.39	\$272,499
Prescription Drugs	94	\$469.79	\$1,288,024
Eyeglasses and Contact Lenses	101	\$77.95	\$213,704
<b>Home</b>			
Mortgage Payment and Basics (11)	105	\$9,845.23	\$26,992,600
Maintenance and Remodeling Services	101	\$2,006.77	\$5,501,950
Maintenance and Remodeling Materials (12)	98	\$364.37	\$998,979
Utilities, Fuel, and Public Services	98	\$4,461.21	\$12,231,258
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	101	\$134.88	\$369,802
Furniture	102	\$613.90	\$1,683,125
Floor Coverings	100	\$75.15	\$206,032
Major Appliances (14)	99	\$298.96	\$819,666
Housewares (15)	90	\$77.70	\$213,027
Small Appliances	99	\$32.60	\$89,383
Luggage	105	\$9.71	\$26,615
Telephones and Accessories	71	\$30.25	\$82,928
<b>Household Operations</b>			
Child Care	109	\$505.10	\$1,384,832
Lawn and Garden (16)	97	\$407.55	\$1,117,372
Moving/Storage/Freight Express	100	\$60.68	\$166,378
Housekeeping Supplies (17)	100	\$699.38	\$1,917,490
<b>Insurance</b>			
Owners and Renters Insurance	100	\$462.46	\$1,267,935
Vehicle Insurance	100	\$1,169.85	\$3,207,376
Life/Other Insurance	99	\$411.49	\$1,128,177
Health Insurance	97	\$1,873.82	\$5,137,440
Personal Care Products (18)	102	\$407.54	\$1,117,345
School Books and Supplies (19)	104	\$110.81	\$303,802
Smoking Products	97	\$412.86	\$1,131,936
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	102	\$4,464.58	\$12,240,510
Gasoline and Motor Oil	100	\$2,860.97	\$7,843,899
Vehicle Maintenance and Repairs	101	\$951.06	\$2,607,514
<b>Travel</b>			
Airline Fares	104	\$479.22	\$1,313,866
Lodging on Trips	102	\$442.56	\$1,213,355
Auto/Truck/Van Rental on Trips	107	\$39.54	\$108,406
Food and Drink on Trips	101	\$440.58	\$1,207,939

**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 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0384  
Longitude: -84.23202

- (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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	32.2%	Population	28,069	30,297
Old and Newcomers	13.1%	Households	10,886	11,798
Green Acres	11.6%	Families	7,846	8,440
In Style	9.7%	Median Age	34.1	34.5
Aspiring Young Families	7.9%	Median Household Income	\$64,603	\$72,883
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		74	\$1,762.94	\$19,190,586
Men's		69	\$317.51	\$3,456,318
Women's		65	\$541.59	\$5,895,547
Children's		80	\$321.59	\$3,500,665
Footwear		52	\$215.34	\$2,344,042
Watches & Jewelry		105	\$204.92	\$2,230,615
Apparel Products and Services (1)		173	\$161.99	\$1,763,399
<b>Computer</b>				
Computers and Hardware for Home Use		108	\$206.45	\$2,247,360
Software and Accessories for Home Use		108	\$30.82	\$335,452
<b>Entertainment &amp; Recreation</b>		107	\$3,460.63	\$37,670,912
Fees and Admissions		109	\$671.97	\$7,314,730
Membership Fees for Clubs (2)		106	\$174.01	\$1,894,156
Fees for Participant Sports, excl. Trips		109	\$116.76	\$1,270,986
Admission to Movie/Theatre/Opera/Ballet		108	\$163.20	\$1,776,512
Admission to Sporting Events, excl. Trips		112	\$66.87	\$727,929
Fees for Recreational Lessons		110	\$150.40	\$1,637,168
Dating Services		95	\$0.73	\$7,979
TV/Video/Audio		104	\$1,294.49	\$14,091,294
Community Antenna or Cable TV		102	\$736.40	\$8,016,148
Televisions		109	\$211.69	\$2,304,311
VCRs, Video Cameras, and DVD Players		108	\$21.97	\$239,096
Video Cassettes and DVDs		107	\$56.43	\$614,225
Video and Computer Game Hardware and Software		113	\$62.99	\$685,727
Satellite Dishes		112	\$1.41	\$15,302
Rental of Video Cassettes and DVDs		110	\$45.47	\$495,004
Streaming/Downloaded Video		105	\$1.47	\$16,040
Audio (3)		101	\$148.94	\$1,621,252
Rental and Repair of TV/Radio/Sound Equipment		102	\$7.73	\$84,187
Pets		130	\$558.50	\$6,079,534
Toys and Games (4)		107	\$156.29	\$1,701,329
Recreational Vehicles and Fees (5)		100	\$323.97	\$3,526,609
Sports/Recreation/Exercise Equipment (6)		86	\$155.00	\$1,687,208
Photo Equipment and Supplies (7)		109	\$112.45	\$1,224,029
Reading (8)		103	\$159.72	\$1,738,625
Catered Affairs (9)		114	\$28.25	\$307,556
<b>Food</b>		104	\$8,015.02	\$87,247,999
Food at Home		103	\$4,608.66	\$50,167,888
Bakery and Cereal Products		103	\$613.06	\$6,673,486
Meats, Poultry, Fish, and Eggs		102	\$1,062.23	\$11,562,961
Dairy Products		103	\$510.85	\$5,560,887
Fruits and Vegetables		102	\$803.73	\$8,749,092
Snacks and Other Food at Home (10)		104	\$1,618.79	\$17,621,461
Food Away from Home		106	\$3,406.36	\$37,080,111
Alcoholic Beverages		107	\$608.33	\$6,622,028
Nonalcoholic Beverages at Home		103	\$452.18	\$4,922,260

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	97	\$1,692.93	\$18,428,525
Vehicle Loans	108	\$5,292.58	\$57,612,700
<b>Health</b>			
Nonprescription Drugs	101	\$104.08	\$1,132,992
Prescription Drugs	98	\$490.04	\$5,334,306
Eyeglasses and Contact Lenses	105	\$81.01	\$881,803
<b>Home</b>			
Mortgage Payment and Basics (11)	112	\$10,490.32	\$114,193,123
Maintenance and Remodeling Services	107	\$2,127.94	\$23,163,792
Maintenance and Remodeling Materials (12)	106	\$394.18	\$4,290,910
Utilities, Fuel, and Public Services	103	\$4,659.86	\$50,725,245
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	\$140.16	\$1,525,729
Furniture	107	\$641.47	\$6,982,743
Floor Coverings	105	\$78.51	\$854,580
Major Appliances (14)	105	\$317.31	\$3,454,115
Housewares (15)	93	\$80.37	\$874,841
Small Appliances	103	\$33.79	\$367,846
Luggage	108	\$10.04	\$109,338
Telephones and Accessories	74	\$31.36	\$341,354
<b>Household Operations</b>			
Child Care	116	\$534.56	\$5,819,011
Lawn and Garden (16)	103	\$432.43	\$4,707,199
Moving/Storage/Freight Express	101	\$61.43	\$668,684
Housekeeping Supplies (17)	104	\$729.52	\$7,941,288
<b>Insurance</b>			
Owners and Renters Insurance	107	\$494.34	\$5,381,178
Vehicle Insurance	105	\$1,217.76	\$13,256,019
Life/Other Insurance	104	\$435.93	\$4,745,364
Health Insurance	101	\$1,951.94	\$21,247,952
Personal Care Products (18)	106	\$423.60	\$4,611,161
School Books and Supplies (19)	107	\$114.34	\$1,244,642
Smoking Products	99	\$423.14	\$4,606,095
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	107	\$4,699.42	\$51,155,802
Gasoline and Motor Oil	105	\$3,004.40	\$32,704,589
Vehicle Maintenance and Repairs	105	\$989.66	\$10,773,002
<b>Travel</b>			
Airline Fares	107	\$493.00	\$5,366,584
Lodging on Trips	106	\$461.32	\$5,021,771
Auto/Truck/Van Rental on Trips	110	\$40.64	\$442,349
Food and Drink on Trips	106	\$459.35	\$5,000,238

**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 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0384  
Longitude: -84.23202

- (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.

**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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	17.8%	Population	69,287	73,418
Enterprising Professionals	11.2%	Households	27,215	28,972
Crossroads	9.5%	Families	18,835	19,901
Aspiring Young Families	8.5%	Median Age	34.4	34.7
Green Acres	7.4%	Median Household Income	\$62,677	\$70,075
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		73	\$1,756.67	\$47,807,079
Men's		69	\$316.25	\$8,606,603
Women's		65	\$535.76	\$14,580,544
Children's		80	\$321.94	\$8,761,466
Footwear		52	\$216.17	\$5,882,838
Watches & Jewelry		103	\$200.44	\$5,454,858
Apparel Products and Services (1)		177	\$166.12	\$4,520,770
<b>Computer</b>				
Computers and Hardware for Home Use		107	\$204.21	\$5,557,543
Software and Accessories for Home Use		107	\$30.58	\$832,283
<b>Entertainment &amp; Recreation</b>		105	\$3,380.47	\$91,998,121
Fees and Admissions		105	\$649.55	\$17,677,145
Membership Fees for Clubs (2)		102	\$167.35	\$4,554,414
Fees for Participant Sports, excl. Trips		106	\$112.62	\$3,064,926
Admission to Movie/Theatre/Opera/Ballet		106	\$161.45	\$4,393,750
Admission to Sporting Events, excl. Trips		108	\$64.47	\$1,754,570
Fees for Recreational Lessons		105	\$142.90	\$3,888,855
Dating Services		98	\$0.76	\$20,630
TV/Video/Audio		104	\$1,286.43	\$35,009,640
Community Antenna or Cable TV		101	\$730.90	\$19,891,011
Televisions		108	\$209.17	\$5,692,450
VCRs, Video Cameras, and DVD Players		108	\$22.02	\$599,306
Video Cassettes and DVDs		109	\$57.23	\$1,557,342
Video and Computer Game Hardware and Software		113	\$62.79	\$1,708,743
Satellite Dishes		110	\$1.39	\$37,697
Rental of Video Cassettes and DVDs		111	\$45.67	\$1,242,785
Streaming/Downloaded Video		103	\$1.45	\$39,327
Audio (3)		101	\$148.15	\$4,031,923
Rental and Repair of TV/Radio/Sound Equipment		101	\$7.68	\$209,055
Pets		126	\$541.44	\$14,735,027
Toys and Games (4)		106	\$154.62	\$4,207,965
Recreational Vehicles and Fees (5)		95	\$305.25	\$8,307,174
Sports/Recreation/Exercise Equipment (6)		83	\$150.56	\$4,097,407
Photo Equipment and Supplies (7)		106	\$109.57	\$2,982,021
Reading (8)		99	\$153.94	\$4,189,324
Catered Affairs (9)		118	\$29.12	\$792,418
<b>Food</b>		104	\$7,962.97	\$216,708,941
Food at Home		102	\$4,573.65	\$124,469,919
Bakery and Cereal Products		101	\$605.01	\$16,465,089
Meats, Poultry, Fish, and Eggs		102	\$1,059.55	\$28,835,108
Dairy Products		101	\$504.62	\$13,732,905
Fruits and Vegetables		102	\$797.08	\$21,692,254
Snacks and Other Food at Home (10)		103	\$1,607.39	\$43,744,563
Food Away from Home		105	\$3,389.32	\$92,239,022
Alcoholic Beverages		107	\$609.99	\$16,600,658
Nonalcoholic Beverages at Home		103	\$450.60	\$12,262,778

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	92	\$1,603.01	\$43,625,346
Vehicle Loans	107	\$5,251.64	\$142,921,307
<b>Health</b>			
Nonprescription Drugs	99	\$102.22	\$2,781,869
Prescription Drugs	95	\$472.76	\$12,866,091
Eyeglasses and Contact Lenses	102	\$78.09	\$2,125,095
<b>Home</b>			
Mortgage Payment and Basics (11)	106	\$9,906.11	\$269,590,674
Maintenance and Remodeling Services	101	\$1,999.74	\$54,422,178
Maintenance and Remodeling Materials (12)	99	\$368.77	\$10,035,826
Utilities, Fuel, and Public Services	102	\$4,602.20	\$125,247,094
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$137.17	\$3,732,952
Furniture	105	\$630.75	\$17,165,470
Floor Coverings	99	\$74.51	\$2,027,690
Major Appliances (14)	101	\$305.27	\$8,307,659
Housewares (15)	93	\$79.84	\$2,172,841
Small Appliances	101	\$33.06	\$899,570
Luggage	105	\$9.72	\$264,550
Telephones and Accessories	74	\$31.64	\$861,176
<b>Household Operations</b>			
Child Care	115	\$530.69	\$14,442,573
Lawn and Garden (16)	98	\$410.61	\$11,174,475
Moving/Storage/Freight Express	103	\$62.74	\$1,707,385
Housekeeping Supplies (17)	103	\$718.99	\$19,566,912
<b>Insurance</b>			
Owners and Renters Insurance	102	\$470.04	\$12,791,853
Vehicle Insurance	103	\$1,205.68	\$32,811,961
Life/Other Insurance	99	\$414.07	\$11,268,767
Health Insurance	97	\$1,883.51	\$51,259,006
Personal Care Products (18)	106	\$420.71	\$11,449,509
School Books and Supplies (19)	108	\$115.99	\$3,156,617
Smoking Products	100	\$428.04	\$11,648,803
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	106	\$4,651.90	\$126,599,475
Gasoline and Motor Oil	104	\$2,987.88	\$81,313,833
Vehicle Maintenance and Repairs	104	\$976.47	\$26,574,088
<b>Travel</b>			
Airline Fares	105	\$480.51	\$13,076,908
Lodging on Trips	101	\$441.92	\$12,026,577
Auto/Truck/Van Rental on Trips	107	\$39.56	\$1,076,592
Food and Drink on Trips	102	\$443.99	\$12,082,979

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0384  
Longitude: -84.23202

- (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.

**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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,310	8,017
Households		2,742	3,039
Families		1,966	2,151
Median Age		33.4	33.5
Median Household Income		\$66,434	\$74,449
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	97	\$4.64	\$12,708
Gasoline	100	\$2,803.78	\$7,687,097
Motor Oil	96	\$11.37	\$31,171
Vehicle Parts/Equipment and Accessories	99	\$55.13	\$151,162
Tire Purchase/Replacement	99	\$143.26	\$392,766
Vehicle Audio/Video Equipment and Installation	105	\$7.44	\$20,408
Vehicle Cleaning Products and Services	104	\$8.43	\$23,105
<b>Services</b>			
Auto Repair Service Policy	104	\$17.14	\$47,006
Membership Fees for Automobile Service Clubs	97	\$21.25	\$58,271
Global Positioning Services	98	\$2.48	\$6,800
Vehicle Air Conditioning Repair	105	\$18.47	\$50,637
Vehicle Body Work and Painting	99	\$37.84	\$103,746
Vehicle Brake Work	101	\$79.65	\$218,375
Vehicle Clutch/Transmission Repair	100	\$45.87	\$125,752
Vehicle Cooling System Repair	103	\$29.91	\$82,015
Vehicle Drive Shaft and Rear-end Repair	105	\$9.05	\$24,826
Vehicle Electrical System Repair	102	\$35.14	\$96,336
Vehicle Exhaust System Repair	102	\$13.67	\$37,485
Vehicle Front End Alignment/Wheel Balance & Rotation	99	\$18.41	\$50,486
Lube/Oil Change and Oil Filters	101	\$90.15	\$247,169
Vehicle Motor Repair/Replacement	102	\$93.57	\$256,535
Vehicle Motor Tune-up	103	\$63.44	\$173,937
Vehicle Shock Absorber Replacement	104	\$6.93	\$19,012
Vehicle Steering/Front End Repair	102	\$28.32	\$77,633
Tire Repair and Other Repair Work	101	\$65.93	\$180,762

**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.  
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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		28,069	30,297
Households		10,886	11,798
Families		7,846	8,440
Median Age		34.1	34.5
Median Household Income		\$64,603	\$72,883

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	101	\$4.83	\$52,567
Gasoline	105	\$2,939.40	\$31,997,048
Motor Oil	101	\$12.02	\$130,897
Vehicle Parts/Equipment and Accessories	102	\$57.33	\$624,042
Tire Purchase/Replacement	105	\$151.58	\$1,650,088
Vehicle Audio/Video Equipment and Installation	108	\$7.67	\$83,466
Vehicle Cleaning Products and Services	106	\$8.64	\$94,030
<b>Services</b>			
Auto Repair Service Policy	110	\$18.14	\$197,428
Membership Fees for Automobile Service Clubs	99	\$21.84	\$237,764
Global Positioning Services	103	\$2.61	\$28,426
Vehicle Air Conditioning Repair	108	\$19.09	\$207,820
Vehicle Body Work and Painting	103	\$39.10	\$425,664
Vehicle Brake Work	104	\$82.19	\$894,694
Vehicle Clutch/Transmission Repair	105	\$48.18	\$524,488
Vehicle Cooling System Repair	106	\$30.87	\$336,025
Vehicle Drive Shaft and Rear-end Repair	109	\$9.38	\$102,131
Vehicle Electrical System Repair	104	\$36.08	\$392,700
Vehicle Exhaust System Repair	104	\$13.95	\$151,908
Vehicle Front End Alignment/Wheel Balance & Rotation	103	\$19.12	\$208,088
Lube/Oil Change and Oil Filters	105	\$94.34	\$1,026,972
Vehicle Motor Repair/Replacement	106	\$97.21	\$1,058,187
Vehicle Motor Tune-up	106	\$65.60	\$714,088
Vehicle Shock Absorber Replacement	106	\$7.08	\$77,068
Vehicle Steering/Front End Repair	105	\$29.00	\$315,658
Tire Repair and Other Repair Work	104	\$67.94	\$739,533

**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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		69,287	73,418
Households		27,215	28,972
Families		18,835	19,901
Median Age		34.4	34.7
Median Household Income		\$62,677	\$70,075
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	103	\$4.91	\$133,703
Gasoline	104	\$2,925.97	\$79,629,022
Motor Oil	101	\$11.99	\$326,282
Vehicle Parts/Equipment and Accessories	102	\$56.88	\$1,547,992
Tire Purchase/Replacement	103	\$148.76	\$4,048,540
Vehicle Audio/Video Equipment and Installation	109	\$7.76	\$211,206
Vehicle Cleaning Products and Services	104	\$8.45	\$230,048
<b>Services</b>			
Auto Repair Service Policy	108	\$17.87	\$486,435
Membership Fees for Automobile Service Clubs	95	\$20.86	\$567,658
Global Positioning Services	97	\$2.46	\$67,036
Vehicle Air Conditioning Repair	107	\$18.80	\$511,751
Vehicle Body Work and Painting	101	\$38.42	\$1,045,553
Vehicle Brake Work	101	\$80.22	\$2,183,128
Vehicle Clutch/Transmission Repair	104	\$47.81	\$1,301,179
Vehicle Cooling System Repair	106	\$30.79	\$837,905
Vehicle Drive Shaft and Rear-end Repair	108	\$9.31	\$253,238
Vehicle Electrical System Repair	104	\$35.77	\$973,510
Vehicle Exhaust System Repair	102	\$13.63	\$370,799
Vehicle Front End Alignment/Wheel Balance & Rotation	101	\$18.72	\$509,581
Lube/Oil Change and Oil Filters	103	\$92.63	\$2,520,964
Vehicle Motor Repair/Replacement	106	\$96.94	\$2,638,214
Vehicle Motor Tune-up	106	\$65.39	\$1,779,486
Vehicle Shock Absorber Replacement	103	\$6.88	\$187,331
Vehicle Steering/Front End Repair	102	\$28.30	\$770,094
Tire Repair and Other Repair Work	102	\$66.44	\$1,808,023

**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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	7,310	8,017	
Households	2,742	3,039	
Families	1,966	2,151	
Median Age	33.4	33.5	
Median Household Income	\$66,434	\$74,449	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	99	\$5,911.24	\$16,206,793
Savings Accounts	99	\$12,993.69	\$35,624,692
U.S. Savings Bonds	99	\$406.89	\$1,115,556
Stocks, Bonds & Mutual Funds	101	\$39,544.13	\$108,417,826
<b>Annual Changes</b>			
Checking Accounts	121	\$316.43	\$867,550
Savings Accounts	93	\$365.05	\$1,000,857
U.S. Savings Bonds	-21	-\$0.49	-\$1,344
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	97	\$949.67	\$2,603,694
Interest from Savings Accounts or Bonds	97	\$884.57	\$2,425,229
Retirement Plan Contributions	106	\$1,460.10	\$4,003,137
<b>Liabilities</b>			
Original Mortgage Amount	113	\$24,353.37	\$66,769,451
Vehicle Loan Amount 1	101	\$2,757.00	\$7,558,843
<b>Amount Paid: Interest</b>			
Home Mortgage	109	\$5,046.92	\$13,837,088
Lump Sum Home Equity Loan	102	\$132.23	\$362,531
New Car/Truck/Van Loan	102	\$213.74	\$586,008
Used Car/Truck/Van Loan	101	\$163.34	\$447,815
<b>Amount Paid: Principal</b>			
Home Mortgage	105	\$2,085.01	\$5,716,444
Lump Sum Home Equity Loan	99	\$165.53	\$453,832
New Car/Truck/Van Loan	103	\$1,141.57	\$3,129,843
Used Car/Truck/Van Loan	100	\$759.35	\$2,081,894
Checking Account and Banking Service Charges	103	\$28.59	\$78,394
Finance Charges, excluding Mortgage/Vehicle	104	\$254.21	\$696,976

**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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		28,069	30,297
Households		10,886	11,798
Families		7,846	8,440
Median Age		34.1	34.5
Median Household Income		\$64,603	\$72,883
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	102	\$6,107.21	\$66,480,445
Savings Accounts	102	\$13,466.23	\$146,587,555
U.S. Savings Bonds	104	\$427.12	\$4,649,479
Stocks, Bonds & Mutual Funds	105	\$40,868.88	\$444,880,909
<b>Annual Changes</b>			
Checking Accounts	127	\$330.24	\$3,594,858
Savings Accounts	91	\$356.88	\$3,884,802
U.S. Savings Bonds	5	\$0.13	\$1,420
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	100	\$981.19	\$10,680,802
Interest from Savings Accounts or Bonds	100	\$912.75	\$9,935,762
Retirement Plan Contributions	112	\$1,536.40	\$16,724,584
<b>Liabilities</b>			
Original Mortgage Amount	120	\$25,904.09	\$281,980,737
Vehicle Loan Amount 1	107	\$2,918.16	\$31,765,856
<b>Amount Paid: Interest</b>			
Home Mortgage	116	\$5,383.83	\$58,606,007
Lump Sum Home Equity Loan	108	\$140.28	\$1,527,072
New Car/Truck/Van Loan	109	\$227.22	\$2,473,411
Used Car/Truck/Van Loan	106	\$172.27	\$1,875,278
<b>Amount Paid: Principal</b>			
Home Mortgage	112	\$2,225.21	\$24,222,672
Lump Sum Home Equity Loan	105	\$175.67	\$1,912,244
New Car/Truck/Van Loan	109	\$1,213.98	\$13,214,906
Used Car/Truck/Van Loan	106	\$802.97	\$8,740,798
Checking Account and Banking Service Charges	105	\$29.31	\$319,040
Finance Charges, excluding Mortgage/Vehicle	107	\$262.22	\$2,854,466

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**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384

Longitude: -84.23202

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	69,287	73,418	
Households	27,215	28,972	
Families	18,835	19,901	
Median Age	34.4	34.7	
Median Household Income	\$62,677	\$70,075	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	96	\$5,807.96	\$158,061,414
Savings Accounts	96	\$12,701.46	\$345,665,175
U.S. Savings Bonds	96	\$395.19	\$10,754,910
Stocks, Bonds & Mutual Funds	98	\$38,158.37	\$1,038,464,561
<b>Annual Changes</b>			
Checking Accounts	128	\$334.74	\$9,109,805
Savings Accounts	86	\$337.78	\$9,192,534
U.S. Savings Bonds	-89	\$-2.13	\$-57,923
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	94	\$925.53	\$25,187,862
Interest from Savings Accounts or Bonds	95	\$865.37	\$23,550,784
Retirement Plan Contributions	106	\$1,462.74	\$39,807,762
<b>Liabilities</b>			
Original Mortgage Amount	115	\$24,708.43	\$672,430,008
Vehicle Loan Amount 1	107	\$2,911.75	\$79,242,149
<b>Amount Paid: Interest</b>			
Home Mortgage	110	\$5,111.56	\$139,109,144
Lump Sum Home Equity Loan	101	\$131.39	\$3,575,846
New Car/Truck/Van Loan	107	\$223.66	\$6,086,721
Used Car/Truck/Van Loan	107	\$174.23	\$4,741,656
<b>Amount Paid: Principal</b>			
Home Mortgage	106	\$2,095.27	\$57,021,961
Lump Sum Home Equity Loan	98	\$164.32	\$4,471,794
New Car/Truck/Van Loan	107	\$1,187.71	\$32,323,067
Used Car/Truck/Van Loan	106	\$806.57	\$21,950,499
Checking Account and Banking Service Charges	107	\$29.83	\$811,917
Finance Charges, excluding Mortgage/Vehicle	106	\$258.78	\$7,042,604

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**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 27, 2012

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# House and Home Expenditures

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.0384  
 Longitude: -84.23202

2010 Housing Summary		2010 Demographic Summary		
Housing Units	3,035	Population	7,310	
2010-2015 Percent Change	13.07%	Households	2,742	
Percent Occupied	90.3%	Families	1,966	
Percent Owner HHS	63.9%	Median Age	33.4	
Median Home Value	\$163,146	Median Household Income	\$66,434	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		104	\$12,306.80	\$33,741,464
Mortgage Interest		109	\$5,046.92	\$13,837,088
Mortgage Principal		105	\$2,085.01	\$5,716,444
Property Taxes		100	\$2,203.86	\$6,042,294
Homeowners Insurance		100	\$448.95	\$1,230,885
Ground Rent		93	\$67.59	\$185,307
Maintenance and Remodeling Services		101	\$2,006.77	\$5,501,950
Maintenance and Remodeling Materials		98	\$364.37	\$998,979
Property Management and Security		95	\$81.66	\$223,874
<b>Rented Dwellings</b>		102	\$3,487.57	\$9,561,835
Rent		102	\$3,312.91	\$9,082,981
Rent Received as Pay		90	\$82.66	\$226,624
Renters' Insurance		106	\$13.84	\$37,956
Maintenance and Repair Services		91	\$19.21	\$52,657
Maintenance and Repair Materials		111	\$58.95	\$161,617
<b>Owned Vacation Homes</b>		98	\$454.10	\$1,244,994
Mortgage Payment		101	\$205.20	\$562,594
Property Taxes		93	\$105.20	\$288,427
Homeowners Insurance		92	\$13.63	\$37,378
Maintenance and Remodeling		98	\$113.49	\$311,165
Property Management and Security		97	\$16.57	\$45,429
Housing While Attending School		103	\$83.91	\$230,063
<b>Household Operations</b>		101	\$1,589.32	\$4,357,427
Child Care		109	\$505.10	\$1,384,832
Care for Elderly or Handicapped		105	\$75.92	\$208,162
Appliance Rental and Repair		101	\$24.59	\$67,409
Computer Information Services		103	\$250.94	\$688,010
Home Security System Services		104	\$27.17	\$74,502
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.36	\$14,699
Housekeeping Services		101	\$153.89	\$421,910
Lawn and Garden		97	\$407.55	\$1,117,372
Moving/Storage/Freight Express		100	\$60.68	\$166,378
PC Repair (Personal Use)		97	\$8.60	\$23,566
Reupholstering/Furniture Repair		101	\$7.98	\$21,886
Termite/Pest Control		99	\$24.21	\$66,384
Water Softening Services		86	\$4.82	\$13,227
Internet Services Away from Home		107	\$2.85	\$7,801
Voice Over IP Service		99	\$6.62	\$18,138
Other Home Services (1)		96	\$22.03	\$60,401

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	98	\$4,461.21	\$12,231,258
Bottled Gas	75	\$51.12	\$140,162
Electricity	98	\$1,660.21	\$4,551,785
Fuel Oil	71	\$79.62	\$218,304
Natural Gas	102	\$668.04	\$1,831,573
Telephone Services	99	\$1,437.32	\$3,940,696
Water and Other Public Services	102	\$560.84	\$1,537,642
Coal/Wood/Other Fuel	72	\$6.23	\$17,074
<b>Housekeeping Supplies</b>	100	\$699.38	\$1,917,490
Laundry and Cleaning Supplies	100	\$190.80	\$523,111
Postage and Stationery	99	\$202.08	\$554,036
Other HH Products (2)	100	\$307.01	\$841,734
<b>Household Textiles</b>	101	\$134.88	\$369,802
Bathroom Linens	103	\$18.35	\$50,311
Bedroom Linens	102	\$63.53	\$174,187
Kitchen and Dining Room Linens	102	\$3.15	\$8,623
Curtains and Draperies	99	\$28.58	\$78,353
Slipcovers, Decorative Pillows	105	\$4.48	\$12,293
Materials for Slipcovers/Curtains	99	\$15.10	\$41,388
Other Linens	102	\$1.79	\$4,916
<b>Furniture</b>	102	\$613.90	\$1,683,125
Mattresses and Box Springs	101	\$80.52	\$220,770
Other Bedroom Furniture	104	\$111.53	\$305,776
Sofas	102	\$154.43	\$423,412
Living Room Tables and Chairs	100	\$82.81	\$227,040
Kitchen, Dining Room Furniture	102	\$63.09	\$172,970
Infant Furniture	107	\$11.96	\$32,798
Outdoor Furniture	102	\$27.07	\$74,225
Wall Units, Cabinets, Other Furniture (3)	104	\$82.93	\$227,361
<b>Major Appliances</b>	99	\$298.96	\$819,666
Dishwashers and Disposals	99	\$27.13	\$74,375
Refrigerators and Freezers	98	\$80.75	\$221,383
Clothes Washers	101	\$50.55	\$138,598
Clothes Dryers	102	\$38.89	\$106,612
Cooking Stoves and Ovens	98	\$46.51	\$127,521
Microwave Ovens	98	\$12.57	\$34,459
Window Air Conditioners	86	\$6.07	\$16,629
Electric Floor Cleaning Equipment	96	\$21.67	\$59,420
Sewing Machines and Miscellaneous Appliances	93	\$15.05	\$41,259

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	100	\$75.15	\$206,032
Housewares	90	\$77.70	\$213,027
Small Appliances	99	\$32.60	\$89,383
Window Coverings	110	\$42.78	\$117,285
Lamps and Other Lighting Fixtures	102	\$24.05	\$65,945
Infant Equipment	30	\$6.02	\$16,504
Rental of Furniture	92	\$4.24	\$11,634
Laundry and Cleaning Equipment	99	\$22.15	\$60,722
Closet and Storage Items	21	\$5.17	\$14,183
Luggage	105	\$9.71	\$26,615
Clocks and Other Household Decoratives	29	\$60.27	\$165,243
Telephones and Accessories	71	\$30.25	\$82,928
Telephone Answering Devices	98	\$0.82	\$2,246
Grills and Outdoor Equipment	25	\$13.34	\$36,581
Power Tools	92	\$29.54	\$80,986
Hand Tools	101	\$10.43	\$28,604
Office Furniture/Equipment for Home Use	106	\$17.32	\$47,498
Computers and Hardware for Home Use	104	\$199.25	\$546,295
Software and Accessories for Home Use	105	\$29.93	\$82,070
Other Household Items (4)	98	\$101.60	\$278,564

**(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

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

2010 Housing Summary		2010 Demographic Summary		
Housing Units	11,846	Population	28,069	
2010-2015 Percent Change	10.19%	Households	10,886	
Percent Occupied	91.9%	Families	7,846	
Percent Owner HHS	67.6%	Median Age	34.1	
Median Home Value	\$155,766	Median Household Income	\$64,603	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		111	\$13,095.06	\$142,547,141
Mortgage Interest		116	\$5,383.83	\$58,606,007
Mortgage Principal		112	\$2,225.21	\$24,222,672
Property Taxes		105	\$2,328.04	\$25,341,991
Homeowners Insurance		107	\$481.32	\$5,239,465
Ground Rent		97	\$70.86	\$771,380
Maintenance and Remodeling Services		107	\$2,127.94	\$23,163,792
Maintenance and Remodeling Materials		106	\$394.18	\$4,290,910
Property Management and Security		98	\$83.95	\$913,878
<b>Rented Dwellings</b>		92	\$3,165.14	\$34,454,363
Rent		92	\$2,996.82	\$32,622,071
Rent Received as Pay		82	\$75.34	\$820,079
Renters' Insurance		99	\$12.97	\$141,171
Maintenance and Repair Services		89	\$18.80	\$204,622
Maintenance and Repair Materials		115	\$61.22	\$666,419
<b>Owned Vacation Homes</b>		101	\$470.00	\$5,116,191
Mortgage Payment		105	\$213.79	\$2,327,184
Property Taxes		97	\$109.05	\$1,187,110
Homeowners Insurance		95	\$14.12	\$153,703
Maintenance and Remodeling		100	\$115.88	\$1,261,454
Property Management and Security		100	\$17.15	\$186,740
Housing While Attending School		108	\$87.97	\$957,595
<b>Household Operations</b>		106	\$1,665.40	\$18,128,839
Child Care		116	\$534.56	\$5,819,011
Care for Elderly or Handicapped		104	\$75.05	\$816,908
Appliance Rental and Repair		106	\$25.86	\$281,536
Computer Information Services		107	\$260.44	\$2,835,004
Home Security System Services		110	\$28.79	\$313,369
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.15	\$56,098
Housekeeping Services		105	\$160.50	\$1,747,166
Lawn and Garden		103	\$432.43	\$4,707,199
Moving/Storage/Freight Express		101	\$61.43	\$668,684
PC Repair (Personal Use)		101	\$8.93	\$97,241
Reupholstering/Furniture Repair		105	\$8.33	\$90,680
Termite/Pest Control		108	\$26.20	\$285,158
Water Softening Services		94	\$5.29	\$57,539
Internet Services Away from Home		110	\$2.94	\$32,025
Voice Over IP Service		99	\$6.63	\$72,128
Other Home Services (1)		101	\$23.02	\$250,583

**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 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	103	\$4,659.86	\$50,725,245
Bottled Gas	85	\$57.74	\$628,550
Electricity	103	\$1,744.40	\$18,988,795
Fuel Oil	75	\$84.26	\$917,272
Natural Gas	105	\$684.59	\$7,452,114
Telephone Services	103	\$1,492.24	\$16,243,892
Water and Other Public Services	108	\$589.31	\$6,414,937
Coal/Wood/Other Fuel	81	\$7.02	\$76,437
<b>Housekeeping Supplies</b>	104	\$729.52	\$7,941,288
Laundry and Cleaning Supplies	105	\$199.42	\$2,170,780
Postage and Stationery	103	\$209.94	\$2,285,325
Other HH Products (2)	104	\$320.10	\$3,484,444
<b>Household Textiles</b>	105	\$140.16	\$1,525,729
Bathroom Linens	106	\$18.88	\$205,470
Bedroom Linens	106	\$65.85	\$716,830
Kitchen and Dining Room Linens	105	\$3.26	\$35,450
Curtains and Draperies	104	\$29.92	\$325,645
Slipcovers, Decorative Pillows	108	\$4.62	\$50,309
Materials for Slipcovers/Curtains	103	\$15.81	\$172,052
Other Linens	104	\$1.82	\$19,826
<b>Furniture</b>	107	\$641.47	\$6,982,743
Mattresses and Box Springs	105	\$83.62	\$910,295
Other Bedroom Furniture	109	\$116.83	\$1,271,714
Sofas	105	\$159.44	\$1,735,572
Living Room Tables and Chairs	104	\$86.41	\$940,593
Kitchen, Dining Room Furniture	107	\$66.45	\$723,372
Infant Furniture	113	\$12.56	\$136,768
Outdoor Furniture	107	\$28.62	\$311,591
Wall Units, Cabinets, Other Furniture (3)	110	\$87.47	\$952,178
<b>Major Appliances</b>	105	\$317.31	\$3,454,115
Dishwashers and Disposals	105	\$28.84	\$313,925
Refrigerators and Freezers	105	\$86.29	\$939,339
Clothes Washers	107	\$53.76	\$585,246
Clothes Dryers	108	\$41.28	\$449,305
Cooking Stoves and Ovens	104	\$49.22	\$535,823
Microwave Ovens	102	\$12.98	\$141,320
Window Air Conditioners	89	\$6.23	\$67,854
Electric Floor Cleaning Equipment	101	\$22.78	\$247,949
Sewing Machines and Miscellaneous Appliances	98	\$15.89	\$173,017

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	105	\$78.51	\$854,580
Housewares	93	\$80.37	\$874,841
Small Appliances	103	\$33.79	\$367,846
Window Coverings	116	\$44.98	\$489,631
Lamps and Other Lighting Fixtures	107	\$25.13	\$273,563
Infant Equipment	31	\$6.25	\$68,004
Rental of Furniture	90	\$4.16	\$45,253
Laundry and Cleaning Equipment	104	\$23.15	\$252,028
Closet and Storage Items	21	\$5.33	\$57,996
Luggage	108	\$10.04	\$109,338
Clocks and Other Household Decoratives	30	\$62.47	\$680,067
Telephones and Accessories	74	\$31.36	\$341,354
Telephone Answering Devices	103	\$0.87	\$9,429
Grills and Outdoor Equipment	27	\$14.11	\$153,643
Power Tools	97	\$30.96	\$337,018
Hand Tools	103	\$10.59	\$115,236
Office Furniture/Equipment for Home Use	111	\$18.16	\$197,690
Computers and Hardware for Home Use	108	\$206.45	\$2,247,360
Software and Accessories for Home Use	108	\$30.82	\$335,452
Other Household Items (4)	103	\$106.50	\$1,159,278

**(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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

2010 Housing Summary		2010 Demographic Summary		
Housing Units	29,519	Population	69,287	
2010-2015 Percent Change	8.18%	Households	27,215	
Percent Occupied	92.2%	Families	18,835	
Percent Owner HHS	66.0%	Median Age	34.4	
Median Home Value	\$147,407	Median Household Income	\$62,677	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		105	\$12,354.59	\$336,225,068
Mortgage Interest		110	\$5,111.56	\$139,109,144
Mortgage Principal		106	\$2,095.27	\$57,021,961
Property Taxes		98	\$2,175.72	\$59,211,356
Homeowners Insurance		101	\$455.66	\$12,400,568
Ground Rent		93	\$67.77	\$1,844,455
Maintenance and Remodeling Services		101	\$1,999.74	\$54,422,178
Maintenance and Remodeling Materials		99	\$368.77	\$10,035,826
Property Management and Security		94	\$80.11	\$2,180,294
<b>Rented Dwellings</b>		108	\$3,717.69	\$101,175,532
Rent		109	\$3,534.11	\$96,179,406
Rent Received as Pay		96	\$88.45	\$2,407,229
Renters' Insurance		110	\$14.37	\$391,079
Maintenance and Repair Services		99	\$20.88	\$568,322
Maintenance and Repair Materials		113	\$59.88	\$1,629,496
<b>Owned Vacation Homes</b>		96	\$446.18	\$12,142,673
Mortgage Payment		99	\$202.00	\$5,497,260
Property Taxes		90	\$101.81	\$2,770,778
Homeowners Insurance		89	\$13.17	\$358,341
Maintenance and Remodeling		97	\$113.10	\$3,078,097
Property Management and Security		94	\$16.10	\$438,197
Housing While Attending School		103	\$84.01	\$2,286,315
<b>Household Operations</b>		103	\$1,620.34	\$44,096,956
Child Care		115	\$530.69	\$14,442,573
Care for Elderly or Handicapped		96	\$69.01	\$1,878,095
Appliance Rental and Repair		101	\$24.70	\$672,061
Computer Information Services		106	\$257.40	\$7,004,920
Home Security System Services		106	\$27.79	\$756,325
Non-Apparel Household Laundry/Dry Cleaning		15	\$5.49	\$149,369
Housekeeping Services		100	\$153.52	\$4,178,064
Lawn and Garden		98	\$410.61	\$11,174,475
Moving/Storage/Freight Express		103	\$62.74	\$1,707,385
PC Repair (Personal Use)		99	\$8.77	\$238,588
Reupholstering/Furniture Repair		101	\$8.02	\$218,134
Termite/Pest Control		104	\$25.39	\$690,998
Water Softening Services		88	\$4.94	\$134,468
Internet Services Away from Home		110	\$2.93	\$79,789
Voice Over IP Service		98	\$6.54	\$177,955
Other Home Services (1)		95	\$21.83	\$594,093

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	102	\$4,602.20	\$125,247,094
Bottled Gas	77	\$51.83	\$1,410,490
Electricity	103	\$1,741.97	\$47,407,051
Fuel Oil	67	\$75.41	\$2,052,238
Natural Gas	100	\$652.25	\$17,750,817
Telephone Services	103	\$1,495.66	\$40,703,750
Water and Other Public Services	106	\$578.67	\$15,748,347
Coal/Wood/Other Fuel	74	\$6.37	\$173,285
<b>Housekeeping Supplies</b>	103	\$718.99	\$19,566,912
Laundry and Cleaning Supplies	105	\$199.12	\$5,418,987
Postage and Stationery	100	\$204.77	\$5,572,796
Other HH Products (2)	103	\$315.08	\$8,574,888
<b>Household Textiles</b>	103	\$137.17	\$3,732,952
Bathroom Linens	107	\$18.92	\$514,878
Bedroom Linens	105	\$65.20	\$1,774,322
Kitchen and Dining Room Linens	104	\$3.21	\$87,244
Curtains and Draperies	99	\$28.62	\$778,974
Slipcovers, Decorative Pillows	107	\$4.56	\$124,131
Materials for Slipcovers/Curtains	97	\$14.85	\$404,004
Other Linens	104	\$1.81	\$49,363
<b>Furniture</b>	105	\$630.74	\$17,165,470
Mattresses and Box Springs	104	\$82.59	\$2,247,788
Other Bedroom Furniture	109	\$117.33	\$3,193,042
Sofas	104	\$157.71	\$4,291,956
Living Room Tables and Chairs	101	\$83.94	\$2,284,326
Kitchen, Dining Room Furniture	105	\$64.90	\$1,766,230
Infant Furniture	111	\$12.36	\$336,494
Outdoor Furniture	101	\$26.92	\$732,597
Wall Units, Cabinets, Other Furniture (3)	107	\$84.99	\$2,312,894
<b>Major Appliances</b>	101	\$305.26	\$8,307,659
Dishwashers and Disposals	99	\$27.09	\$737,306
Refrigerators and Freezers	102	\$83.51	\$2,272,678
Clothes Washers	104	\$52.02	\$1,415,616
Clothes Dryers	104	\$39.88	\$1,085,192
Cooking Stoves and Ovens	99	\$46.82	\$1,274,205
Microwave Ovens	101	\$12.89	\$350,811
Window Air Conditioners	88	\$6.15	\$167,410
Electric Floor Cleaning Equipment	97	\$21.95	\$597,286
Sewing Machines and Miscellaneous Appliances	93	\$14.96	\$407,055

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	99	\$74.51	\$2,027,690
Housewares	93	\$79.84	\$2,172,841
Small Appliances	101	\$33.05	\$899,570
Window Coverings	109	\$42.37	\$1,153,049
Lamps and Other Lighting Fixtures	103	\$24.26	\$660,315
Infant Equipment	32	\$6.38	\$173,560
Rental of Furniture	102	\$4.72	\$128,401
Laundry and Cleaning Equipment	102	\$22.88	\$622,615
Closet and Storage Items	21	\$5.22	\$141,937
Luggage	105	\$9.72	\$264,550
Clocks and Other Household Decoratives	29	\$60.47	\$1,645,754
Telephones and Accessories	74	\$31.64	\$861,176
Telephone Answering Devices	101	\$0.85	\$23,128
Grills and Outdoor Equipment	26	\$13.60	\$370,013
Power Tools	94	\$30.13	\$820,095
Hand Tools	102	\$10.53	\$286,547
Office Furniture/Equipment for Home Use	108	\$17.66	\$480,597
Computers and Hardware for Home Use	107	\$204.21	\$5,557,543
Software and Accessories for Home Use	107	\$30.58	\$832,283
Other Household Items (4)	100	\$103.67	\$2,821,339

**(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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,310	8,017
Households		2,742	3,039
Families		1,966	2,151
Median Household Income		\$66,434	\$74,449
Males per 100 Females		97.2	97.1
<b>Population By Age</b>			
Population <5 Years		8.7%	8.5%
Population 5-17 Years		19.4%	19.4%
Population 65+ Years		8.3%	9.4%
Median Age		33.4	33.5
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	97	\$3,624.72	\$9,937,871
<b>Medical Care</b>	98	\$1,752.16	\$4,803,883
Physician Services	100	\$227.82	\$624,615
Dental Services	99	\$320.49	\$878,690
Eyecare Services	102	\$50.81	\$139,307
Lab Tests, X-Rays	100	\$55.34	\$151,732
Hospital Room and Hospital Services	104	\$141.85	\$388,915
Convalescent or Nursing Home Care	91	\$21.07	\$57,777
Other Medical services (1)	101	\$113.11	\$310,121
Nonprescription Drugs	96	\$99.39	\$272,499
Prescription Drugs	94	\$469.79	\$1,288,024
Nonprescription Vitamins	97	\$55.13	\$151,136
Medicare Prescription Drug Premium	86	\$42.96	\$117,786
Eyeglasses and Contact Lenses	101	\$77.95	\$213,704
Hearing Aids	82	\$17.77	\$48,732
Medical Equipment for General Use	104	\$6.60	\$18,087
Other Medical Supplies (2)	101	\$51.61	\$141,487
<b>Health Insurance</b>	97	\$1,873.82	\$5,137,440
Blue Cross/Blue Shield	98	\$550.52	\$1,509,351
Commercial Health Insurance	106	\$394.64	\$1,081,982
Health Maintenance Organization	101	\$337.93	\$926,503
Medicare Payments	87	\$360.30	\$987,840
Long Term Care Insurance	95	\$79.43	\$217,778
Other Health Insurance (3)	90	\$152.34	\$417,675

**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 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Amelia Olive Branch/SR 125  
 1466 STHY 125, Amelia, OH, 45102  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
 Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		28,069	30,297
Households		10,886	11,798
Families		7,846	8,440
Median Household Income		\$64,603	\$72,883
Males per 100 Females		94.5	94.1
<b>Population By Age</b>			
Population <5 Years		8.7%	8.5%
Population 5-17 Years		19.4%	19.8%
Population 65+ Years		8.8%	10.0%
Median Age		34.1	34.5
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	101	\$3,774.31	\$41,085,520
<b>Medical Care</b>	102	\$1,822.19	\$19,835,602
Physician Services	105	\$238.82	\$2,599,719
Dental Services	102	\$332.84	\$3,623,170
Eyecare Services	106	\$53.07	\$577,707
Lab Tests, X-Rays	106	\$58.13	\$632,801
Hospital Room and Hospital Services	108	\$148.18	\$1,613,074
Convalescent or Nursing Home Care	86	\$19.97	\$217,380
Other Medical services (1)	105	\$117.99	\$1,284,408
Nonprescription Drugs	101	\$104.08	\$1,132,992
Prescription Drugs	98	\$490.03	\$5,334,306
Nonprescription Vitamins	100	\$56.88	\$619,132
Medicare Prescription Drug Premium	87	\$43.12	\$469,428
Eyeglasses and Contact Lenses	105	\$81.01	\$881,803
Hearing Aids	84	\$18.17	\$197,779
Medical Equipment for General Use	110	\$6.92	\$75,376
Other Medical Supplies (2)	104	\$53.03	\$577,256
<b>Health Insurance</b>	101	\$1,951.94	\$21,247,952
Blue Cross/Blue Shield	104	\$581.59	\$6,330,886
Commercial Health Insurance	110	\$413.21	\$4,497,992
Health Maintenance Organization	105	\$350.45	\$3,814,874
Medicare Payments	89	\$365.54	\$3,979,134
Long Term Care Insurance	98	\$81.90	\$891,519
Other Health Insurance (3)	94	\$159.06	\$1,731,432

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		69,287	73,418
Households		27,215	28,972
Families		18,835	19,901
Median Household Income		\$62,677	\$70,075
Males per 100 Females		95.0	94.6
<b>Population By Age</b>			
Population <5 Years		8.2%	8.1%
Population 5-17 Years		18.0%	18.1%
Population 65+ Years		9.8%	11.1%
Median Age		34.4	34.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	98	\$3,646.67	\$99,242,707
<b>Medical Care</b>	98	\$1,763.14	\$47,983,056
Physician Services	103	\$233.16	\$6,345,490
Dental Services	98	\$319.51	\$8,695,384
Eyecare Services	103	\$51.40	\$1,398,800
Lab Tests, X-Rays	102	\$56.45	\$1,536,328
Hospital Room and Hospital Services	107	\$146.15	\$3,977,547
Convalescent or Nursing Home Care	83	\$19.06	\$518,682
Other Medical services (1)	100	\$112.40	\$3,058,961
Nonprescription Drugs	99	\$102.22	\$2,781,869
Prescription Drugs	95	\$472.76	\$12,866,091
Nonprescription Vitamins	99	\$55.80	\$1,518,581
Medicare Prescription Drug Premium	83	\$40.99	\$1,115,440
Eyeglasses and Contact Lenses	102	\$78.09	\$2,125,095
Hearing Aids	78	\$16.95	\$461,233
Medical Equipment for General Use	109	\$6.89	\$187,481
Other Medical Supplies (2)	100	\$51.31	\$1,396,344
<b>Health Insurance</b>	97	\$1,883.51	\$51,259,006
Blue Cross/Blue Shield	100	\$561.53	\$15,281,771
Commercial Health Insurance	107	\$400.75	\$10,906,315
Health Maintenance Organization	103	\$344.47	\$9,374,698
Medicare Payments	84	\$348.69	\$9,489,403
Long Term Care Insurance	93	\$77.47	\$2,108,364
Other Health Insurance (3)	89	\$150.57	\$4,097,735

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,310	8,017
Households		2,742	3,039
Families		1,966	2,151
Median Age		33.4	33.5
Median Household Income		\$66,434	\$74,449
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	105	\$648.03	\$1,776,704
Admission to Movies, Theater, Opera, Ballet	105	\$158.79	\$435,356
Admission to Sporting Events, excl.Trips	107	\$63.70	\$174,642
Fees for Participant Sports, excl.Trips	105	\$112.38	\$308,108
Fees for Recreational Lessons	105	\$143.80	\$394,245
Membership Fees for Social/Recreation/Civic Clubs	103	\$168.60	\$462,256
Dating Services	99	\$0.77	\$2,098
Rental of Video Cassettes and DVDs	107	\$43.97	\$120,549
<b>Toys &amp; Games</b>	102	\$148.91	\$408,259
Toys and Playground Equipment	102	\$144.67	\$396,654
Play Arcade Pinball/Video Games	100	\$1.89	\$5,177
Online Entertainment and Games	106	\$2.45	\$6,725
<b>Recreational Vehicles and Fees</b>	94	\$302.74	\$830,008
Docking and Landing Fees for Boats and Planes	100	\$7.07	\$19,374
Camp Fees	99	\$28.68	\$78,630
Purchase of RVs or Boats	93	\$258.34	\$708,277
Rental of RVs or Boats	104	\$8.87	\$24,321
<b>Sports, Recreation and Exercise Equipment</b>	81	\$147.15	\$403,451
Exercise Equipment and Gear, Game Tables	86	\$70.39	\$192,986
Bicycles	107	\$21.17	\$58,046
Camping Equipment	44	\$6.34	\$17,392
Hunting and Fishing Equipment	59	\$22.74	\$62,334
Winter Sports Equipment	98	\$6.35	\$17,420
Water Sports Equipment	90	\$6.03	\$16,542
Other Sports Equipment	105	\$9.99	\$27,377
Rental/Repair of Sports/Recreation/Exercise Equipment	106	\$4.25	\$11,644
<b>Photographic Equipment and Supplies</b>	104	\$107.87	\$295,753
Film	96	\$7.09	\$19,425
Film Processing	101	\$22.69	\$62,200
Photographic Equipment	107	\$45.69	\$125,271
Photographer Fees/Other Supplies & Equip Rental/Repair	105	\$32.47	\$89,025
<b>Reading</b>	100	\$155.39	\$426,037
Magazine/Newspaper Subscriptions	99	\$62.50	\$171,346
Magazine/Newspaper Single Copies	96	\$18.48	\$50,666
Books	103	\$74.53	\$204,331

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		28,069	30,297
Households		10,886	11,798
Families		7,846	8,440
Median Age		34.1	34.5
Median Household Income		\$64,603	\$72,883
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	109	\$671.97	\$7,314,730
Admission to Movies, Theater, Opera, Ballet	108	\$163.20	\$1,776,512
Admission to Sporting Events, excl.Trips	112	\$66.87	\$727,929
Fees for Participant Sports, excl.Trips	109	\$116.76	\$1,270,986
Fees for Recreational Lessons	110	\$150.40	\$1,637,168
Membership Fees for Social/Recreation/Civic Clubs	106	\$174.01	\$1,894,156
Dating Services	95	\$0.73	\$7,979
Rental of Video Cassettes and DVDs	110	\$45.47	\$495,004
<b>Toys &amp; Games</b>	107	\$156.29	\$1,701,329
Toys and Playground Equipment	108	\$151.87	\$1,653,208
Play Arcade Pinball/Video Games	101	\$1.91	\$20,813
Online Entertainment and Games	108	\$2.49	\$27,158
<b>Recreational Vehicles and Fees</b>	100	\$323.97	\$3,526,609
Docking and Landing Fees for Boats and Planes	103	\$7.32	\$79,734
Camp Fees	106	\$30.51	\$332,110
Purchase of RVs or Boats	99	\$276.91	\$3,014,371
Rental of RVs or Boats	107	\$9.19	\$100,028
<b>Sports, Recreation and Exercise Equipment</b>	86	\$154.99	\$1,687,208
Exercise Equipment and Gear, Game Tables	91	\$74.31	\$808,871
Bicycles	109	\$21.60	\$235,097
Camping Equipment	46	\$6.64	\$72,324
Hunting and Fishing Equipment	64	\$24.43	\$265,935
Winter Sports Equipment	103	\$6.63	\$72,220
Water Sports Equipment	97	\$6.49	\$70,681
Other Sports Equipment	110	\$10.40	\$113,199
Rental/Repair of Sports/Recreation/Exercise Equipment	112	\$4.48	\$48,724
<b>Photographic Equipment and Supplies</b>	109	\$112.45	\$1,224,029
Film	101	\$7.43	\$80,850
Film Processing	106	\$23.77	\$258,782
Photographic Equipment	110	\$47.15	\$513,209
Photographer Fees/Other Supplies & Equip Rental/Repair	110	\$34.09	\$371,097
<b>Reading</b>	103	\$159.72	\$1,738,625
Magazine/Newspaper Subscriptions	102	\$64.41	\$701,182
Magazine/Newspaper Single Copies	99	\$18.92	\$205,936
Books	106	\$76.37	\$831,328

**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 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Amelia Olive Branch/SR 125  
1466 STHY 125, Amelia, OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0384  
Longitude: -84.23202

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		69,287	73,418
Households		27,215	28,972
Families		18,835	19,901
Median Age		34.4	34.7
Median Household Income		\$62,677	\$70,075
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	105	\$649.55	\$17,677,145
Admission to Movies, Theater, Opera, Ballet	106	\$161.45	\$4,393,750
Admission to Sporting Events, excl.Trips	108	\$64.47	\$1,754,570
Fees for Participant Sports, excl.Trips	106	\$112.62	\$3,064,926
Fees for Recreational Lessons	105	\$142.90	\$3,888,855
Membership Fees for Social/Recreation/Civic Clubs	102	\$167.35	\$4,554,414
Dating Services	98	\$0.76	\$20,630
Rental of Video Cassettes and DVDs	111	\$45.67	\$1,242,785
<b>Toys &amp; Games</b>	106	\$154.62	\$4,207,965
Toys and Playground Equipment	106	\$150.22	\$4,088,063
Play Arcade Pinball/Video Games	99	\$1.87	\$50,797
Online Entertainment and Games	109	\$2.54	\$69,062
<b>Recreational Vehicles and Fees</b>	95	\$305.25	\$8,307,174
Docking and Landing Fees for Boats and Planes	98	\$6.93	\$188,588
Camp Fees	98	\$28.31	\$770,384
Purchase of RVs or Boats	94	\$261.08	\$7,105,052
Rental of RVs or Boats	104	\$8.93	\$243,081
<b>Sports, Recreation and Exercise Equipment</b>	83	\$150.56	\$4,097,407
Exercise Equipment and Gear, Game Tables	89	\$72.63	\$1,976,656
Bicycles	108	\$21.37	\$581,591
Camping Equipment	45	\$6.54	\$178,033
Hunting and Fishing Equipment	61	\$23.27	\$633,403
Winter Sports Equipment	99	\$6.37	\$173,247
Water Sports Equipment	92	\$6.14	\$167,031
Other Sports Equipment	105	\$9.97	\$271,201
Rental/Repair of Sports/Recreation/Exercise Equipment	107	\$4.27	\$116,209
<b>Photographic Equipment and Supplies</b>	106	\$109.57	\$2,982,021
Film	98	\$7.26	\$197,512
Film Processing	102	\$22.87	\$622,363
Photographic Equipment	109	\$46.47	\$1,264,591
Photographer Fees/Other Supplies & Equip Rental/Repair	107	\$32.98	\$897,535
<b>Reading</b>	99	\$153.94	\$4,189,324
Magazine/Newspaper Subscriptions	96	\$60.85	\$1,655,887
Magazine/Newspaper Single Copies	97	\$18.49	\$503,220
Books	103	\$74.60	\$2,030,173

**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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