



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

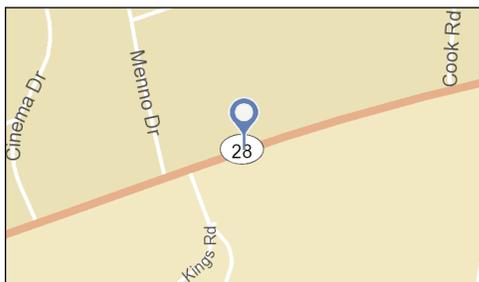
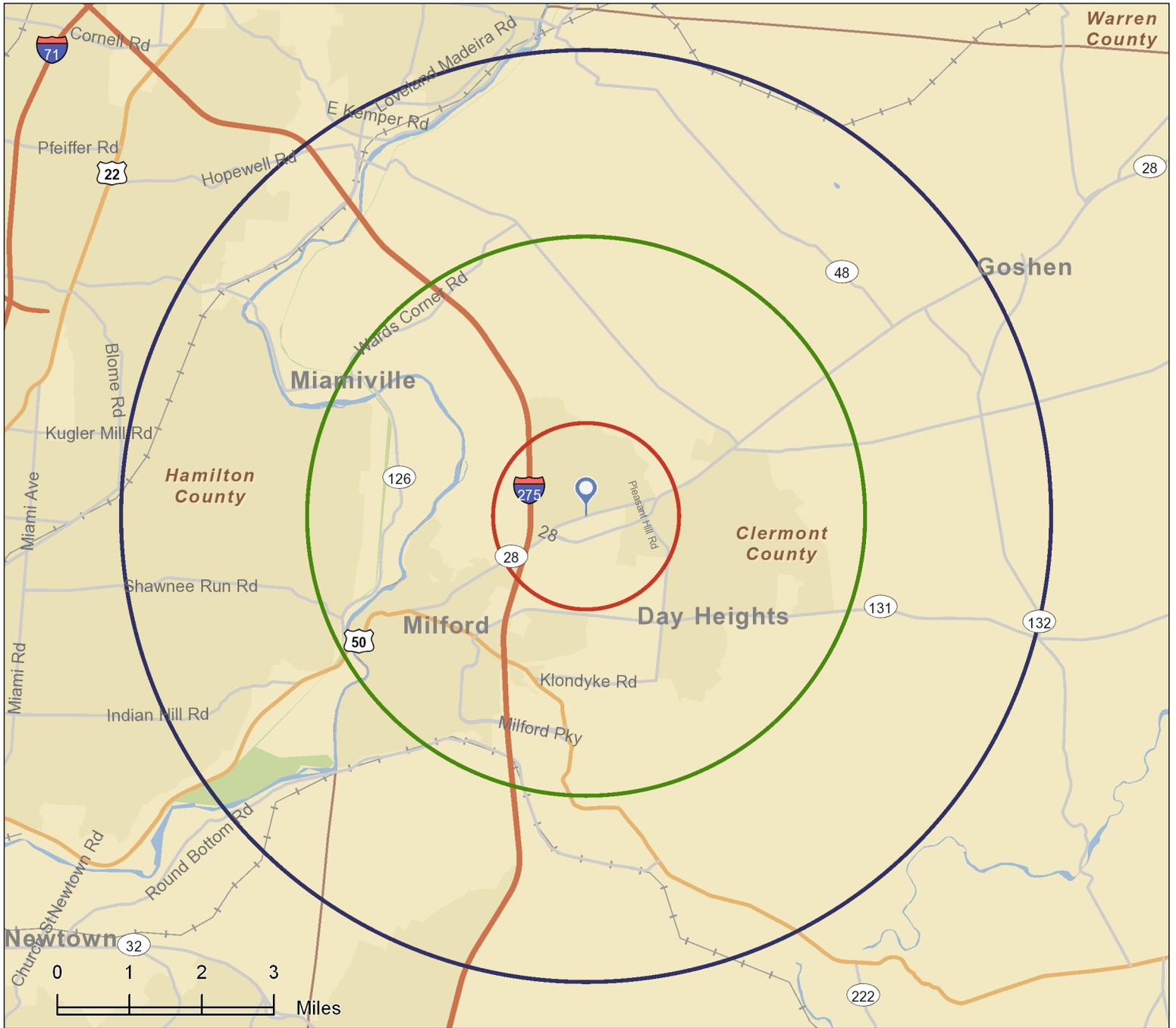
Site Map

Business 28
949 STHY 28, , OH, 45150
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515



March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Business 28
949 STHY 28, , OH, 45150
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,930	33,152	65,030
2000 Group Quarters	134	466	505
2010 Total Population	6,671	37,585	73,743
2015 Total Population	6,945	39,358	77,322
2010-2015 Annual Rate	0.81%	0.93%	0.95%
Household Summary			
2000 Households	2,373	12,610	23,454
2000 Average Household Size	2.44	2.59	2.75
2010 Households	2,753	14,444	26,885
2010 Average Household Size	2.37	2.57	2.72
2015 Households	2,888	15,168	28,266
2015 Average Household Size	2.35	2.56	2.72
2010-2015 Annual Rate	0.96%	0.98%	1.01%
2000 Families	1,694	9,212	18,027
2000 Average Family Size	2.88	3.08	3.18
2010 Families	1,936	10,469	20,460
2010 Average Family Size	2.80	3.05	3.15
2015 Families	2,014	10,952	21,420
2015 Average Family Size	2.79	3.05	3.15
2010-2015 Annual Rate	0.79%	0.91%	0.92%
Housing Unit Summary			
2000 Housing Units	2,463	13,038	24,303
Owner Occupied Housing Units	72.5%	75.2%	79.4%
Renter Occupied Housing Units	24.3%	21.6%	17.1%
Vacant Housing Units	3.2%	3.3%	3.5%
2010 Housing Units	2,913	15,266	28,513
Owner Occupied Housing Units	71.2%	73.1%	76.7%
Renter Occupied Housing Units	23.3%	21.5%	17.6%
Vacant Housing Units	5.5%	5.4%	5.7%
2015 Housing Units	3,092	16,229	30,319
Owner Occupied Housing Units	71.8%	72.6%	76.1%
Renter Occupied Housing Units	21.6%	20.9%	17.1%
Vacant Housing Units	6.6%	6.5%	6.8%
Median Household Income			
2000	\$46,083	\$54,183	\$59,403
2010	\$65,637	\$71,498	\$75,309
2015	\$79,029	\$80,364	\$83,661
Median Home Value			
2000	\$113,744	\$131,480	\$141,812
2010	\$144,920	\$166,070	\$171,434
2015	\$156,736	\$184,444	\$188,490
Per Capita Income			
2000	\$23,828	\$25,567	\$29,640
2010	\$31,042	\$32,507	\$35,180
2015	\$35,321	\$36,146	\$38,660
Median Age			
2000	36.1	36.8	36.3
2010	38.0	39.0	38.4
2015	38.1	38.8	38.3

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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2000 Households by Income			
Household Income Base	2,430	12,619	23,507
<\$15,000	10.0%	10.3%	8.2%
\$15,000 - \$24,999	12.3%	9.3%	8.1%
\$25,000 - \$34,999	14.8%	11.6%	10.7%
\$35,000 - \$49,999	16.3%	14.5%	14.3%
\$50,000 - \$74,999	17.2%	21.5%	20.2%
\$75,000 - \$99,999	14.2%	15.2%	14.9%
\$100,000 - \$149,999	10.2%	11.9%	13.4%
\$150,000 - \$199,999	2.7%	3.0%	4.6%
\$200,000+	2.3%	2.8%	5.4%
Average Household Income	\$60,621	\$66,928	\$81,313
2010 Households by Income			
Household Income Base	2,755	14,443	26,886
<\$15,000	6.5%	7.0%	5.7%
\$15,000 - \$24,999	6.7%	5.9%	5.0%
\$25,000 - \$34,999	9.3%	7.2%	6.7%
\$35,000 - \$49,999	18.3%	12.9%	12.9%
\$50,000 - \$74,999	14.3%	19.3%	19.4%
\$75,000 - \$99,999	18.3%	19.4%	17.8%
\$100,000 - \$149,999	18.4%	18.7%	18.9%
\$150,000 - \$199,999	4.0%	5.3%	6.7%
\$200,000+	4.2%	4.4%	6.9%
Average Household Income	\$78,931	\$84,643	\$95,871
2015 Households by Income			
Household Income Base	2,890	15,168	28,264
<\$15,000	5.5%	5.9%	4.7%
\$15,000 - \$24,999	5.1%	4.4%	3.7%
\$25,000 - \$34,999	6.6%	5.1%	4.7%
\$35,000 - \$49,999	13.7%	9.2%	9.1%
\$50,000 - \$74,999	15.2%	19.7%	20.0%
\$75,000 - \$99,999	18.7%	19.8%	18.0%
\$100,000 - \$149,999	25.2%	24.3%	24.0%
\$150,000 - \$199,999	5.2%	6.4%	7.8%
\$200,000+	5.0%	5.1%	7.8%
Average Household Income	\$89,245	\$93,839	\$105,080
2000 Owner Occupied Housing Units by Value			
Total	1,736	9,777	19,277
<\$50,000	17.9%	7.7%	9.7%
\$50,000 - \$99,999	25.4%	23.1%	20.7%
\$100,000 - \$149,999	25.1%	29.1%	23.2%
\$150,000 - \$199,999	17.4%	21.9%	18.8%
\$200,000 - \$299,999	9.9%	12.6%	14.6%
\$300,000 - \$499,999	4.1%	4.7%	8.9%
\$500,000 - \$999,999	0.0%	0.7%	2.6%
\$1,000,000 +	0.2%	0.2%	1.6%
Average Home Value	\$125,723	\$149,988	\$188,625
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	636	2,815	4,087
With Cash Rent	97.0%	94.9%	95.0%
No Cash Rent	3.0%	5.1%	5.0%
Median Rent	\$490	\$462	\$496
Average Rent	\$499	\$475	\$510

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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2000 Population by Age			
Total	5,932	33,153	65,030
0 - 4	7.2%	7.3%	7.4%
5 - 9	7.5%	7.6%	8.3%
10 - 14	7.4%	7.8%	8.5%
15 - 24	12.8%	11.7%	11.8%
25 - 34	13.4%	12.4%	11.7%
35 - 44	16.2%	17.6%	18.3%
45 - 54	14.3%	15.1%	15.6%
55 - 64	8.7%	8.5%	8.5%
65 - 74	6.2%	6.0%	5.4%
75 - 84	4.4%	4.0%	3.2%
85 +	1.9%	1.8%	1.2%
18 +	73.6%	72.7%	70.8%
2010 Population by Age			
Total	6,672	37,587	73,745
0 - 4	7.1%	7.2%	7.3%
5 - 9	6.9%	7.3%	7.6%
10 - 14	7.0%	7.2%	7.8%
15 - 24	11.5%	11.2%	11.8%
25 - 34	13.6%	11.9%	11.1%
35 - 44	13.3%	13.9%	14.1%
45 - 54	15.0%	16.2%	17.0%
55 - 64	12.4%	12.2%	12.2%
65 - 74	6.7%	6.5%	6.1%
75 - 84	4.2%	4.1%	3.4%
85 +	2.4%	2.3%	1.6%
18 +	75.0%	74.1%	72.7%
2015 Population by Age			
Total	6,945	39,355	77,324
0 - 4	7.0%	7.1%	7.1%
5 - 9	7.0%	7.2%	7.5%
10 - 14	7.0%	7.4%	8.0%
15 - 24	11.5%	11.1%	11.6%
25 - 34	13.1%	11.9%	11.3%
35 - 44	13.2%	13.4%	13.4%
45 - 54	13.7%	14.9%	15.4%
55 - 64	12.6%	12.6%	12.9%
65 - 74	8.4%	8.1%	7.8%
75 - 84	4.2%	4.0%	3.5%
85 +	2.3%	2.3%	1.6%
18 +	75.0%	74.0%	72.9%
2000 Population by Sex			
Males	47.5%	48.1%	48.9%
Females	52.5%	51.9%	51.1%
2010 Population by Sex			
Males	47.4%	48.1%	48.9%
Females	52.6%	51.9%	51.1%
2015 Population by Sex			
Males	47.7%	48.2%	49.0%
Females	52.3%	51.8%	51.0%

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

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2000 Population by Race/Ethnicity			
Total	5,929	33,152	65,029
White Alone	95.7%	96.2%	96.4%
Black Alone	1.6%	1.8%	1.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.0%	0.7%	1.0%
Some Other Race Alone	0.5%	0.3%	0.3%
Two or More Races	0.9%	0.8%	0.8%
Hispanic Origin	1.1%	0.9%	0.9%
Diversity Index	10.5	9.2	8.7
2010 Population by Race/Ethnicity			
Total	6,670	37,586	73,743
White Alone	94.0%	94.7%	95.2%
Black Alone	2.4%	2.5%	1.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	1.0%	1.3%
Some Other Race Alone	0.6%	0.4%	0.4%
Two or More Races	1.2%	1.1%	1.1%
Hispanic Origin	1.7%	1.5%	1.5%
Diversity Index	14.5	12.9	12.0
2015 Population by Race/Ethnicity			
Total	6,945	39,358	77,323
White Alone	93.2%	94.0%	94.6%
Black Alone	2.8%	2.9%	2.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	1.2%	1.5%
Some Other Race Alone	0.7%	0.5%	0.4%
Two or More Races	1.4%	1.3%	1.2%
Hispanic Origin	2.0%	1.8%	1.8%
Diversity Index	16.4	14.7	13.6
2000 Population 3+ by School Enrollment			
Total	5,765	31,751	62,449
Enrolled in Nursery/Preschool	1.3%	1.9%	2.2%
Enrolled in Kindergarten	2.2%	1.7%	1.8%
Enrolled in Grade 1-8	12.0%	13.1%	14.3%
Enrolled in Grade 9-12	6.6%	6.6%	7.0%
Enrolled in College	3.8%	3.6%	3.3%
Enrolled in Grad/Prof School	0.6%	0.6%	0.6%
Not Enrolled in School	73.6%	72.4%	70.9%
2010 Population 25+ by Educational Attainment			
Total	4,501	25,225	48,327
Less Than 9th Grade	2.9%	2.4%	2.4%
9th to 12th Grade, No Diploma	8.1%	6.7%	6.5%
High School Graduate	26.7%	26.7%	25.5%
Some College, No Degree	20.2%	19.2%	18.3%
Associate Degree	10.6%	8.7%	8.3%
Bachelor's Degree	21.0%	23.2%	23.9%
Graduate/Professional Degree	10.6%	13.1%	15.0%

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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2010 Population 15+ by Marital Status			
Total	5,268	29,438	57,014
Never Married	22.0%	22.1%	22.7%
Married	58.6%	60.9%	63.0%
Widowed	7.1%	6.7%	5.1%
Divorced	12.3%	10.3%	9.1%
2000 Population 16+ by Employment Status			
Total	4,622	25,083	48,368
In Labor Force	70.9%	69.0%	69.7%
Civilian Employed	69.0%	67.1%	67.6%
Civilian Unemployed	1.9%	1.9%	2.0%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	29.1%	31.0%	30.3%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.6%	90.2%	90.2%
Civilian Unemployed	9.4%	9.8%	9.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.3%	92.1%	92.0%
Civilian Unemployed	7.7%	7.9%	8.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,474	13,264	25,174
Own Children < 6 Only	9.3%	8.8%	8.8%
Employed/in Armed Forces	6.0%	5.6%	5.4%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	2.9%	2.9%	3.1%
Own Children <6 and 6-17 Only	5.2%	6.5%	7.3%
Employed/in Armed Forces	3.5%	3.9%	3.8%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	1.7%	2.5%	3.3%
Own Children 6-17 Only	19.4%	19.1%	21.9%
Employed/in Armed Forces	16.6%	14.8%	16.0%
Unemployed	0.0%	0.3%	0.4%
Not in Labor Force	2.8%	4.0%	5.5%
No Own Children < 18	66.1%	65.6%	62.0%
Employed/in Armed Forces	35.7%	33.8%	33.5%
Unemployed	1.6%	1.2%	1.1%
Not in Labor Force	28.9%	30.6%	27.5%
2010 Employed Population 16+ by Industry			
Total	3,250	17,867	34,858
Agriculture/Mining	0.4%	0.1%	0.2%
Construction	5.6%	5.2%	5.2%
Manufacturing	11.7%	12.8%	13.9%
Wholesale Trade	5.5%	4.7%	4.5%
Retail Trade	12.5%	11.8%	12.1%
Transportation/Utilities	2.4%	3.2%	3.6%
Information	2.4%	1.8%	1.8%
Finance/Insurance/Real Estate	7.3%	9.0%	8.6%
Services	50.7%	49.4%	48.4%
Public Administration	1.4%	2.0%	1.8%

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

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2010 Employed Population 16+ by Occupation			
Total	3,250	17,864	34,854
White Collar	68.1%	69.7%	70.5%
Management/Business/Financial	16.0%	18.1%	19.4%
Professional	24.2%	24.5%	24.3%
Sales	13.6%	13.3%	13.6%
Administrative Support	14.3%	13.8%	13.2%
Services	15.3%	14.7%	13.0%
Blue Collar	16.6%	15.6%	16.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.6%	3.6%	3.6%
Installation/Maintenance/Repair	5.5%	3.9%	3.8%
Production	3.4%	4.1%	4.5%
Transportation/Material Moving	4.2%	4.0%	4.4%
2000 Workers 16+ by Means of Transportation to Work			
Total	3,107	16,590	32,187
Drove Alone - Car, Truck, or Van	88.5%	86.8%	85.8%
Carpooled - Car, Truck, or Van	6.5%	6.7%	7.8%
Public Transportation	0.2%	0.9%	0.8%
Walked	1.2%	1.0%	0.6%
Other Means	0.3%	0.6%	0.7%
Worked at Home	3.3%	4.0%	4.3%
2000 Workers 16+ by Travel Time to Work			
Total	3,106	16,589	32,189
Did not Work at Home	96.7%	96.0%	95.7%
Less than 5 minutes	2.6%	2.6%	2.0%
5 to 9 minutes	8.3%	8.2%	6.6%
10 to 19 minutes	21.4%	22.1%	22.9%
20 to 24 minutes	17.4%	16.2%	16.5%
25 to 34 minutes	29.3%	27.8%	28.3%
35 to 44 minutes	6.2%	8.0%	8.6%
45 to 59 minutes	8.9%	8.1%	7.4%
60 to 89 minutes	1.0%	1.6%	1.9%
90 or more minutes	1.6%	1.4%	1.5%
Worked at Home	3.3%	4.0%	4.3%
Average Travel Time to Work (in min)	24.9	25.3	25.8
2000 Households by Vehicles Available			
Total	2,380	12,604	23,425
None	4.4%	5.5%	4.0%
1	33.5%	27.0%	23.0%
2	47.1%	44.7%	46.5%
3	12.3%	17.0%	19.1%
4	1.9%	4.1%	5.2%
5+	0.9%	1.7%	2.2%
Average Number of Vehicles Available	1.8	1.9	2.1

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

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2000 Households by Type			
Total	2,375	12,609	23,454
Family Households	71.3%	73.1%	76.9%
Married-couple Family	56.1%	61.2%	65.3%
With Related Children	27.6%	31.0%	34.6%
Other Family (No Spouse)	15.3%	11.8%	11.5%
With Related Children	10.4%	7.9%	7.8%
Nonfamily Households	28.6%	26.9%	23.1%
Householder Living Alone	23.0%	23.1%	19.6%
Householder Not Living Alone	5.6%	3.8%	3.5%
Households with Related Children	38.1%	38.9%	42.4%
Households with Persons 65+	19.6%	21.3%	18.9%
2000 Households by Size			
Total	2,373	12,610	23,454
1 Person Household	23.1%	23.1%	19.6%
2 Person Household	34.2%	32.7%	32.3%
3 Person Household	19.8%	17.8%	18.2%
4 Person Household	14.8%	16.7%	18.5%
5 Person Household	6.0%	7.2%	8.4%
6 Person Household	1.7%	1.9%	2.2%
7 + Person Household	0.4%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	2,380	12,605	23,424
Moved in 1999 to March 2000	16.3%	17.3%	16.2%
Moved in 1995 to 1998	32.9%	31.0%	31.2%
Moved in 1990 to 1994	17.4%	17.4%	17.6%
Moved in 1980 to 1989	17.9%	16.7%	17.5%
Moved in 1970 to 1979	8.2%	10.0%	9.9%
Moved in 1969 or Earlier	7.4%	7.7%	7.6%
Median Year Householder Moved In	1995	1995	1994
2000 Housing Units by Units in Structure			
Total	2,473	13,037	24,273
1, Detached	54.3%	69.2%	74.2%
1, Attached	7.0%	4.1%	2.6%
2	1.0%	1.1%	0.8%
3 or 4	2.6%	1.6%	1.1%
5 to 9	4.2%	2.7%	2.2%
10 to 19	14.0%	10.9%	8.0%
20 +	1.0%	4.2%	2.7%
Mobile Home	15.8%	6.3%	8.4%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	2,473	13,038	24,274
1999 to March 2000	2.3%	3.1%	3.0%
1995 to 1998	11.8%	11.5%	12.1%
1990 to 1994	10.1%	8.8%	11.0%
1980 to 1989	23.7%	17.3%	18.1%
1970 to 1979	23.2%	22.8%	20.7%
1969 or Earlier	28.9%	36.4%	35.1%
Median Year Structure Built	1979	1976	1977

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
Top 3 Tapestry Segments			
1.	Crossroads	Sophisticated Squires	Boomburbs
2.	Exurbanites	Boomburbs	Sophisticated Squires
3.	In Style	Exurbanites	Crossroads
2010 Consumer Spending			
Apparel & Services: Total \$	\$5,188,399	\$29,273,996	\$61,674,621
Average Spent	\$1,884.33	\$2,026.77	\$2,294.00
Spending Potential Index	79	85	96
Computers & Accessories: Total \$	\$691,243	\$3,870,453	\$8,155,592
Average Spent	\$251.05	\$267.97	\$303.35
Spending Potential Index	114	122	138
Education: Total \$	\$3,825,970	\$22,296,579	\$47,324,837
Average Spent	\$1,389.52	\$1,543.69	\$1,760.26
Spending Potential Index	114	127	144
Entertainment/Recreation: Total \$	\$10,293,127	\$57,806,087	\$122,430,578
Average Spent	\$3,738.27	\$4,002.18	\$4,553.83
Spending Potential Index	116	124	141
Food at Home: Total \$	\$13,529,166	\$75,699,988	\$158,374,094
Average Spent	\$4,913.53	\$5,241.06	\$5,890.75
Spending Potential Index	110	117	132
Food Away from Home: Total \$	\$10,030,343	\$56,050,953	\$117,667,135
Average Spent	\$3,642.83	\$3,880.66	\$4,376.65
Spending Potential Index	113	121	136
Health Care: Total \$	\$11,291,881	\$63,430,306	\$132,429,817
Average Spent	\$4,100.99	\$4,391.57	\$4,925.75
Spending Potential Index	110	118	132
HH Furnishings & Equipment: Total \$	\$5,752,328	\$32,277,784	\$68,444,247
Average Spent	\$2,089.14	\$2,234.74	\$2,545.80
Spending Potential Index	101	109	124
Investments: Total \$	\$5,116,399	\$29,212,435	\$63,601,198
Average Spent	\$1,858.18	\$2,022.51	\$2,365.66
Spending Potential Index	107	116	136
Retail Goods: Total \$	\$74,527,099	\$414,272,914	\$875,413,490
Average Spent	\$27,066.81	\$28,682.00	\$32,561.17
Spending Potential Index	109	115	131
Shelter: Total \$	\$49,712,931	\$282,706,870	\$593,511,142
Average Spent	\$18,054.78	\$19,573.08	\$22,075.76
Spending Potential Index	114	124	140
TV/Video/Audio: Total \$	\$3,814,452	\$21,254,909	\$44,542,386
Average Spent	\$1,385.34	\$1,471.57	\$1,656.76
Spending Potential Index	112	119	133
Travel: Total \$	\$6,068,255	\$34,614,689	\$73,450,163
Average Spent	\$2,203.87	\$2,396.53	\$2,731.99
Spending Potential Index	116	127	144
Vehicle Maintenance & Repairs: Total \$	\$2,947,300	\$16,362,125	\$34,447,422
Average Spent	\$1,070.40	\$1,132.82	\$1,281.28
Spending Potential Index	114	120	136

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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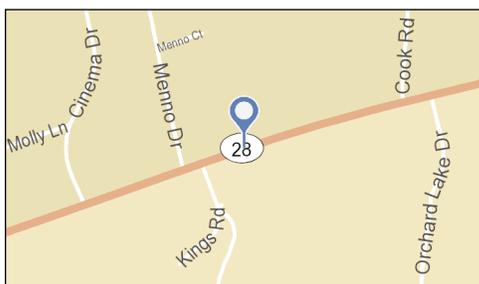
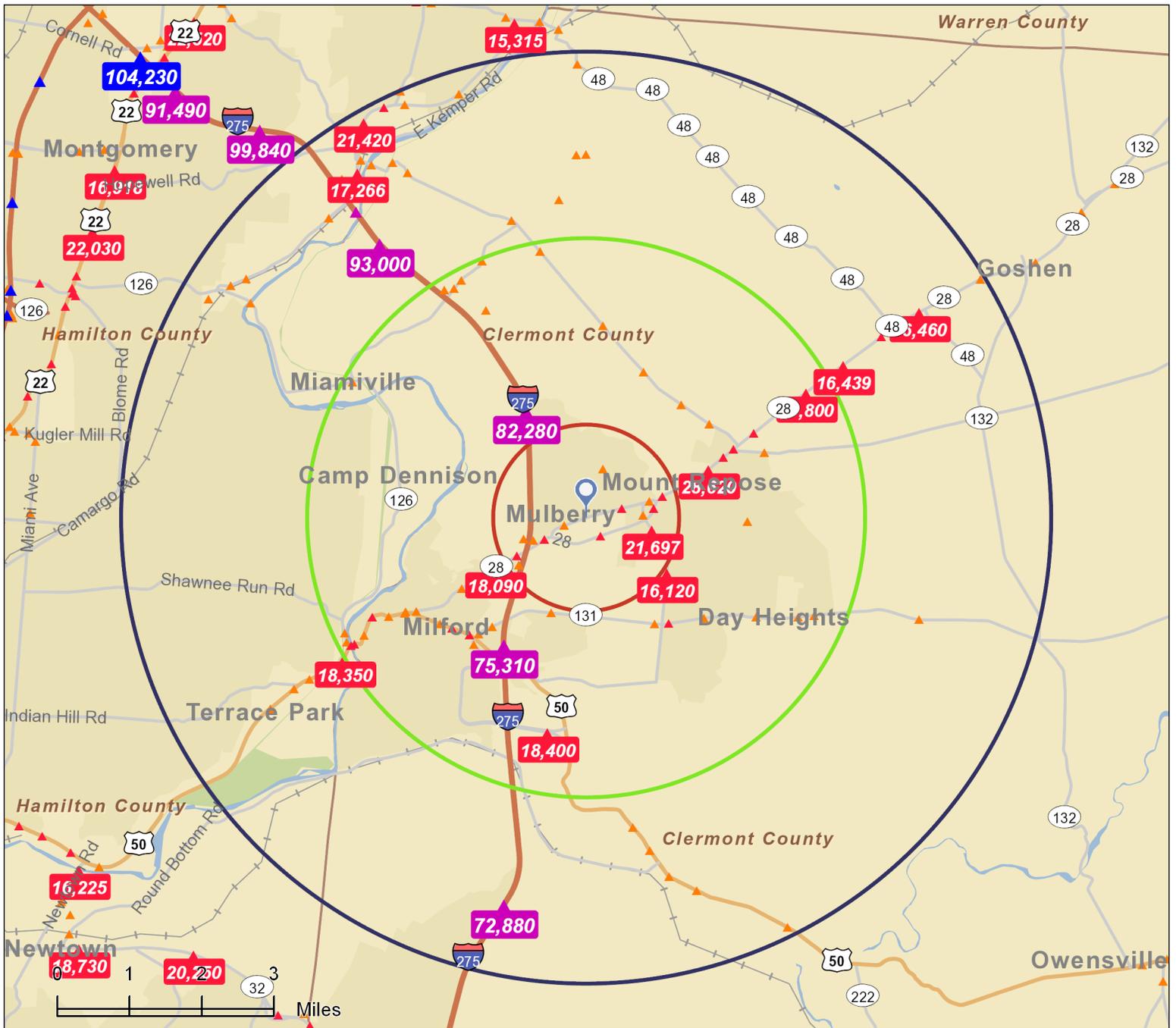
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

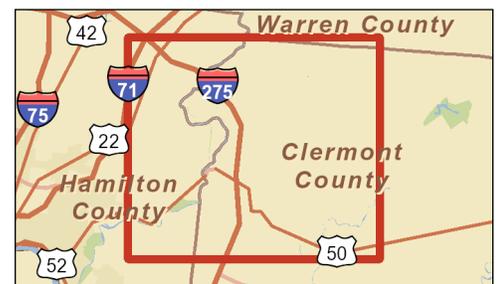
Business 28
949 STHY 28, , OH, 45150
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515



- 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®

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

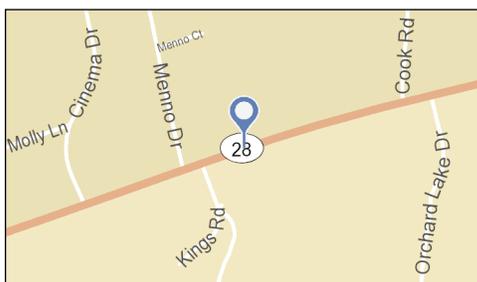
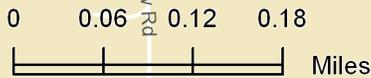
Traffic Count Map - Close Up

Business 28
949 STHY 28, , OH, 45150
Ring: 1, 3, 5 Miles

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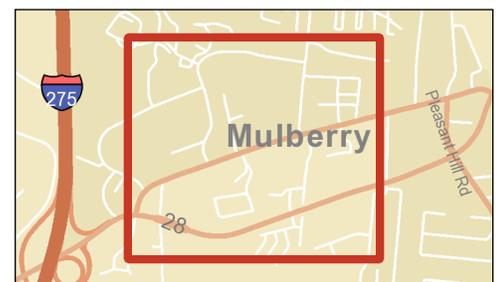
Latitude: 39.19162

Longitude: -84.2515



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
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Business Summary

Business 28
 949 STHY 28, , OH, 45150
 Rings: 1, 3, 5 miles radii

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 Latitude: 39.19162
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	235	1,479	2,370
Total Employees:	1,965	16,627	24,877
Total Residential Population:	6,671	37,585	73,743
Employee/Residential Population Ratio:	0.30	0.44	0.34

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	2.6%	63	3.2%	42	2.9%	251	1.5%	81	3.4%	436	1.8%
Construction	30	12.8%	93	4.7%	167	11.3%	975	5.9%	288	12.2%	1,518	6.1%
Manufacturing	3	1.3%	7	0.3%	62	4.2%	1,670	10.0%	105	4.4%	2,842	11.4%
Transportation	3	1.1%	16	0.8%	31	2.1%	274	1.6%	51	2.2%	400	1.6%
Communication	1	0.5%	1	0.0%	6	0.4%	29	0.2%	10	0.4%	47	0.2%
Utility	1	0.4%	4	0.2%	4	0.2%	25	0.2%	4	0.2%	38	0.2%
Wholesale Trade	10	4.4%	47	2.4%	76	5.2%	957	5.8%	126	5.3%	1,284	5.2%
Retail Trade Summary	57	24.1%	560	28.5%	331	22.4%	5,433	32.7%	511	21.6%	7,612	30.6%
Home Improvement	8	3.5%	114	5.8%	33	2.2%	415	2.5%	49	2.1%	568	2.3%
General Merchandise Stores	1	0.6%	2	0.1%	10	0.7%	474	2.9%	13	0.6%	737	3.0%
Food Stores	4	1.5%	21	1.1%	32	2.1%	1,102	6.6%	57	2.4%	1,453	5.8%
Auto Dealers, Gas Stations, Auto Aftermarket	9	3.7%	109	5.5%	40	2.7%	405	2.4%	60	2.5%	499	2.0%
Apparel & Accessory Stores	3	1.3%	7	0.4%	10	0.7%	33	0.2%	18	0.7%	71	0.3%
Furniture & Home Furnishings	5	2.3%	25	1.3%	39	2.6%	1,038	6.2%	61	2.6%	1,342	5.4%
Eating & Drinking Places	15	6.4%	249	12.7%	80	5.4%	1,454	8.7%	120	5.1%	2,226	8.9%
Miscellaneous Retail	11	4.7%	33	1.7%	88	6.0%	511	3.1%	133	5.6%	716	2.9%
Finance, Insurance, Real Estate Summary	32	13.7%	202	10.3%	170	11.5%	1,335	8.0%	253	10.7%	2,221	8.9%
Banks, Savings & Lending Institutions	7	2.8%	43	2.2%	46	3.1%	315	1.9%	61	2.6%	385	1.5%
Securities Brokers	1	0.2%	0	0.0%	14	1.0%	78	0.5%	23	1.0%	99	0.4%
Insurance Carriers & Agents	12	5.1%	55	2.8%	46	3.1%	540	3.2%	71	3.0%	1,195	4.8%
Real Estate, Holding, Other Investment Offices	13	5.5%	104	5.3%	63	4.3%	402	2.4%	98	4.1%	542	2.2%
Services Summary	83	35.2%	879	44.7%	530	35.8%	5,303	31.9%	846	35.7%	7,881	31.7%
Hotels & Lodging	0	0.0%	0	0.0%	3	0.2%	38	0.2%	8	0.3%	85	0.3%
Automotive Services	10	4.2%	133	6.8%	61	4.1%	342	2.1%	86	3.6%	408	1.6%
Motion Pictures & Amusements	7	3.2%	30	1.5%	37	2.5%	336	2.0%	63	2.7%	660	2.7%
Health Services	13	5.5%	285	14.5%	57	3.8%	1,041	6.3%	85	3.6%	1,322	5.3%
Legal Services	1	0.5%	2	0.1%	13	0.9%	23	0.1%	19	0.8%	31	0.1%
Education Institutions & Libraries	4	1.8%	230	11.7%	27	1.9%	1,018	6.1%	48	2.0%	1,685	6.8%
Other Services	47	20.1%	199	10.1%	332	22.4%	2,504	15.1%	538	22.7%	3,689	14.8%
Government	4	1.8%	93	4.7%	27	1.8%	355	2.1%	40	1.7%	573	2.3%
Other	5	2.0%	1	0.0%	34	2.3%	20	0.1%	56	2.4%	25	0.1%
Totals	235	100%	1,965	100%	1,479	100%	16,627	100%	2,370	100%	24,877	100%

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

March 27, 2012

Made with Esri Business Analyst



Business Summary

Business 28
 949 STHY 28, , OH, 45150
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

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%	3	0.2%	5	0.0%	9	0.4%	24	0.1%
Mining	0	0.0%	0	0.0%	2	0.2%	11	0.1%	3	0.1%	14	0.1%
Utilities	1	0.4%	4	0.2%	3	0.2%	23	0.1%	3	0.1%	32	0.1%
Construction	32	13.5%	95	4.8%	174	11.7%	1,021	6.1%	302	12.7%	1,588	6.4%
Manufacturing	6	2.7%	29	1.5%	69	4.6%	1,547	9.3%	110	4.7%	2,628	10.6%
Wholesale Trade	10	4.4%	47	2.4%	72	4.9%	926	5.6%	119	5.0%	1,241	5.0%
Retail Trade	39	16.6%	299	15.2%	234	15.9%	3,922	23.6%	367	15.5%	5,180	20.8%
Motor Vehicle & Parts Dealers	7	3.0%	101	5.1%	29	2.0%	356	2.1%	44	1.9%	421	1.7%
Furniture & Home Furnishings Stores	1	0.5%	3	0.2%	12	0.8%	73	0.4%	18	0.8%	128	0.5%
Electronics & Appliance Stores	3	1.3%	14	0.7%	22	1.5%	945	5.7%	32	1.4%	1,064	4.3%
Bldg Material & Garden Equipment & Supplies Dealers	8	3.3%	87	4.4%	29	2.0%	362	2.2%	45	1.9%	513	2.1%
Food & Beverage Stores	3	1.4%	19	1.0%	23	1.6%	1,067	6.4%	49	2.1%	1,409	5.7%
Health & Personal Care Stores	3	1.3%	18	0.9%	22	1.5%	296	1.8%	27	1.1%	341	1.4%
Gasoline Stations	1	0.6%	8	0.4%	10	0.7%	50	0.3%	16	0.7%	78	0.3%
Clothing & Clothing Accessories Stores	4	1.5%	8	0.4%	14	0.9%	55	0.3%	23	1.0%	99	0.4%
Sport Goods, Hobby, Book, & Music Stores	2	0.7%	4	0.2%	18	1.2%	57	0.3%	31	1.3%	124	0.5%
General Merchandise Stores	1	0.6%	2	0.1%	10	0.7%	474	2.9%	13	0.6%	737	3.0%
Miscellaneous Store Retailers	5	2.1%	34	1.7%	41	2.7%	167	1.0%	63	2.6%	232	0.9%
Nonstore Retailers	0	0.2%	1	0.1%	5	0.3%	22	0.1%	6	0.2%	33	0.1%
Transportation & Warehousing	2	1.0%	15	0.7%	32	2.2%	285	1.7%	51	2.2%	412	1.7%
Information	2	0.9%	10	0.5%	26	1.8%	276	1.7%	43	1.8%	550	2.2%
Finance & Insurance	19	8.2%	98	5.0%	107	7.3%	934	5.6%	157	6.6%	1,682	6.8%
Central Bank/Credit Intermediation & Related Activities	6	2.6%	43	2.2%	45	3.0%	315	1.9%	60	2.5%	385	1.5%
Securities, Commodity Contracts & Other Financial	1	0.4%	0	0.0%	15	1.0%	78	0.5%	24	1.0%	99	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	12	5.1%	55	2.8%	47	3.2%	541	3.3%	73	3.1%	1,198	4.8%
Real Estate, Rental & Leasing	16	6.7%	127	6.5%	73	5.0%	433	2.6%	109	4.6%	572	2.3%
Professional, Scientific & Tech Services	14	5.8%	40	2.0%	142	9.6%	1,212	7.3%	230	9.7%	1,690	6.8%
Legal Services	1	0.5%	2	0.1%	16	1.1%	52	0.3%	23	1.0%	62	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.2%	44	0.3%	4	0.2%	54	0.2%
Administrative & Support & Waste Management & Remediation	7	3.2%	49	2.5%	62	4.2%	375	2.3%	120	5.1%	686	2.8%
Educational Services	6	2.7%	239	12.2%	30	2.1%	1,022	6.1%	55	2.3%	1,687	6.8%
Health Care & Social Assistance	16	6.7%	312	15.9%	74	5.0%	1,180	7.1%	112	4.7%	1,548	6.2%
Arts, Entertainment & Recreation	4	1.8%	8	0.4%	30	2.0%	378	2.3%	49	2.1%	836	3.4%
Accommodation & Food Services	15	6.4%	249	12.7%	85	5.8%	1,504	9.0%	132	5.6%	2,337	9.4%
Accommodation	0	0.0%	0	0.0%	3	0.2%	38	0.2%	8	0.3%	85	0.3%
Food Services & Drinking Places	15	6.4%	249	12.7%	82	5.6%	1,466	8.8%	124	5.3%	2,252	9.1%
Other Services (except Public Administration)	36	15.1%	251	12.8%	195	13.2%	1,147	6.9%	297	12.5%	1,509	6.1%
Automotive Repair & Maintenance	9	3.7%	119	6.0%	46	3.1%	277	1.7%	64	2.7%	327	1.3%
Public Administration	4	1.8%	93	4.7%	27	1.8%	355	2.1%	40	1.7%	573	2.3%
Unclassified Establishments	5	2.0%	1	0.0%	35	2.4%	26	0.2%	57	2.4%	34	0.1%
Total	235	100%	1,965	100%	1,479	100%	16,627	100%	2,370	100%	24,877	100%

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Summary Demographics

2010 Population	6,671
2010 Households	2,753
2010 Median Disposable Income	\$50,834
2010 Per Capita Income	\$31,044

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	\$80,612,829	\$68,638,041	\$11,974,787	8.0	51
Total Retail Trade	44-45	\$68,899,830	\$57,333,799	\$11,566,032	9.2	36
Total Food & Drink	722	\$11,712,998	\$11,304,243	\$408,755	1.8	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,479,287	\$17,746,234	\$-1,266,947	-3.7	6
Automobile Dealers	4411	\$13,953,674	\$15,594,499	\$-1,640,825	-5.6	2
Other Motor Vehicle Dealers	4412	\$1,236,941	\$0	\$1,236,941	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,288,672	\$2,151,735	\$-863,063	-25.1	4
Furniture & Home Furnishings Stores	442	\$1,196,102	\$325,370	\$870,732	57.2	1
Furniture Stores	4421	\$616,483	\$117,088	\$499,395	68.1	1
Home Furnishings Stores	4422	\$579,619	\$208,282	\$371,337	47.1	1
Electronics & Appliance Stores	4431	\$2,883,741	\$1,027,547	\$1,856,195	47.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,753,841	\$25,457,474	\$-22,703,633	-80.5	7
Bldg Material & Supplies Dealers	4441	\$2,600,198	\$25,178,138	\$-22,577,941	-81.3	6
Lawn & Garden Equip & Supply Stores	4442	\$153,643	\$279,335	\$-125,692	-29.0	2
Food & Beverage Stores	445	\$12,012,679	\$1,941,096	\$10,071,583	72.2	3
Grocery Stores	4451	\$11,514,951	\$1,618,963	\$9,895,987	75.3	2
Specialty Food Stores	4452	\$170,935	\$92,563	\$78,372	29.7	1
Beer, Wine & Liquor Stores	4453	\$326,793	\$229,570	\$97,224	17.5	1
Health & Personal Care Stores	446,4461	\$1,391,348	\$1,859,132	\$-467,783	-14.4	4
Gasoline Stations	447,4471	\$11,346,814	\$5,191,533	\$6,155,281	37.2	1
Clothing & Clothing Accessories Stores	448	\$1,985,323	\$421,918	\$1,563,404	64.9	3
Clothing Stores	4481	\$1,443,800	\$421,918	\$1,021,882	54.8	3
Shoe Stores	4482	\$312,903	\$0	\$312,903	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$228,619	\$0	\$228,619	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$322,926	\$173,500	\$149,426	30.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$250,228	\$107,776	\$142,452	39.8	1
Book, Periodical & Music Stores	4512	\$72,698	\$65,724	\$6,973	5.0	1
General Merchandise Stores	452	\$11,248,821	\$2,112,283	\$9,136,539	68.4	1
Department Stores Excluding Leased Depts.	4521	\$4,854,174	\$0	\$4,854,174	100.0	0
Other General Merchandise Stores	4529	\$6,394,647	\$2,112,283	\$4,282,364	50.3	1
Miscellaneous Store Retailers	453	\$971,012	\$907,048	\$63,964	3.4	4
Florists	4531	\$57,460	\$17,447	\$40,013	53.4	1
Office Supplies, Stationery & Gift Stores	4532	\$333,311	\$47,521	\$285,789	75.0	1
Used Merchandise Stores	4533	\$22,204	\$47,294	\$-25,090	-36.1	2
Other Miscellaneous Store Retailers	4539	\$558,038	\$794,785	\$-236,748	-17.5	1
Nonstore Retailers	454	\$6,307,935	\$170,664	\$6,137,271	94.7	0
Electronic Shopping & Mail-Order Houses	4541	\$5,953,410	\$0	\$5,953,410	100.0	0
Vending Machine Operators	4542	\$8,925	\$0	\$8,925	100.0	0
Direct Selling Establishments	4543	\$345,601	\$170,664	\$174,936	33.9	0
Food Services & Drinking Places	722	\$11,712,998	\$11,304,243	\$408,755	1.8	15
Full-Service Restaurants	7221	\$4,170,689	\$3,895,696	\$274,993	3.4	6
Limited-Service Eating Places	7222	\$6,520,253	\$7,218,046	\$-697,793	-5.1	7
Special Food Services	7223	\$816,892	\$0	\$816,892	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$205,165	\$190,501	\$14,664	3.7	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

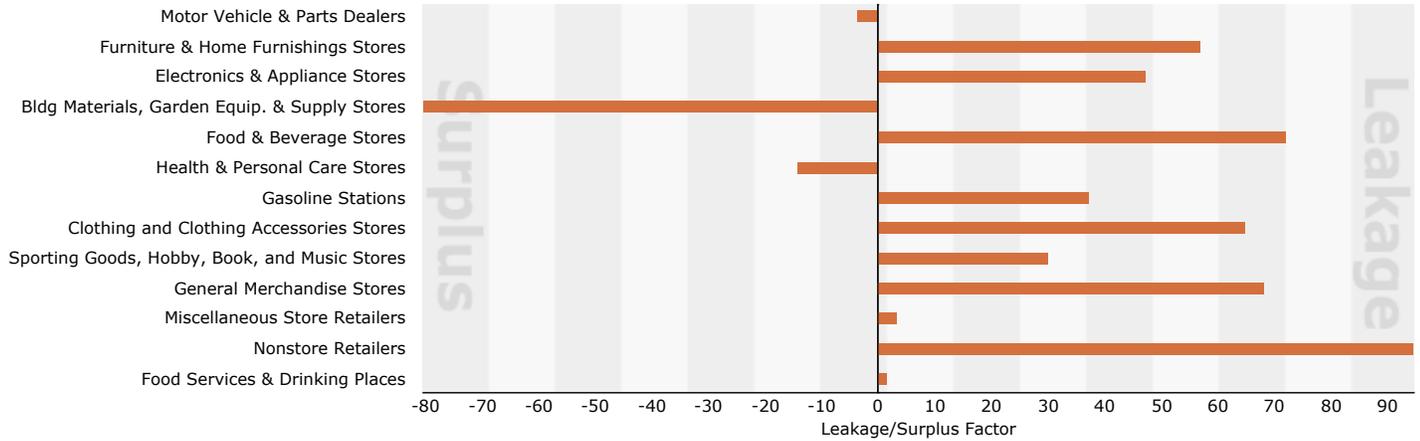
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Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Summary Demographics

2010 Population	37,585
2010 Households	14,444
2010 Median Disposable Income	\$53,972
2010 Per Capita Income	\$32,507

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	\$447,689,246	\$508,970,612	\$-61,281,366	-6.4	323
Total Retail Trade	44-45	\$381,994,976	\$439,619,768	\$-57,624,792	-7.0	237
Total Food & Drink	722	\$65,694,270	\$69,350,844	\$-3,656,574	-2.7	86

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$90,764,567	\$75,862,765	\$14,901,802	8.9	26
Automobile Dealers	4411	\$76,822,857	\$68,266,186	\$8,556,672	5.9	10
Other Motor Vehicle Dealers	4412	\$6,789,006	\$216,863	\$6,572,143	93.8	1
Auto Parts, Accessories & Tire Stores	4413	\$7,152,703	\$7,379,716	\$-227,012	-1.6	16
Furniture & Home Furnishings Stores	442	\$6,853,433	\$7,176,117	\$-322,684	-2.3	13
Furniture Stores	4421	\$3,547,602	\$2,375,756	\$1,171,847	19.8	6
Home Furnishings Stores	4422	\$3,305,831	\$4,800,362	\$-1,494,531	-18.4	7
Electronics & Appliance Stores	4431	\$16,127,129	\$72,330,336	\$-56,203,207	-63.5	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,491,151	\$37,171,805	\$-21,680,654	-41.2	28
Bldg Material & Supplies Dealers	4441	\$14,636,718	\$36,059,019	\$-21,422,302	-42.3	19
Lawn & Garden Equip & Supply Stores	4442	\$854,433	\$1,112,786	\$-258,352	-13.1	9
Food & Beverage Stores	445	\$66,627,385	\$107,342,667	\$-40,715,282	-23.4	22
Grocery Stores	4451	\$63,813,571	\$104,288,074	\$-40,474,504	-24.1	14
Specialty Food Stores	4452	\$969,219	\$2,509,046	\$-1,539,827	-44.3	5
Beer, Wine & Liquor Stores	4453	\$1,844,595	\$545,547	\$1,299,048	54.4	3
Health & Personal Care Stores	446,4461	\$7,761,915	\$23,222,150	\$-15,460,235	-49.9	24
Gasoline Stations	447,4471	\$62,132,370	\$28,077,852	\$34,054,518	37.8	9
Clothing & Clothing Accessories Stores	448	\$11,305,823	\$4,416,259	\$6,889,564	43.8	16
Clothing Stores	4481	\$8,224,763	\$1,951,266	\$6,273,497	61.6	10
Shoe Stores	4482	\$1,745,946	\$1,537,091	\$208,855	6.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,335,114	\$927,902	\$407,212	18.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,861,891	\$2,373,860	\$-511,969	-12.1	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,428,360	\$1,285,545	\$142,815	5.3	17
Book, Periodical & Music Stores	4512	\$433,531	\$1,088,315	\$-654,784	-43.0	2
General Merchandise Stores	452	\$62,576,130	\$72,057,234	\$-9,481,105	-7.0	9
Department Stores Excluding Leased Depts.	4521	\$27,068,100	\$23,692,265	\$3,375,835	6.7	3
Other General Merchandise Stores	4529	\$35,508,030	\$48,364,969	\$-12,856,939	-15.3	6
Miscellaneous Store Retailers	453	\$5,425,359	\$5,962,710	\$-537,351	-4.7	44
Florists	4531	\$325,859	\$435,023	\$-109,164	-14.3	8
Office Supplies, Stationery & Gift Stores	4532	\$1,878,987	\$1,574,940	\$304,047	8.8	11
Used Merchandise Stores	4533	\$131,673	\$395,467	\$-263,794	-50.0	8
Other Miscellaneous Store Retailers	4539	\$3,088,840	\$3,557,281	\$-468,441	-7.0	18
Nonstore Retailers	454	\$35,067,823	\$3,626,012	\$31,441,811	81.3	5
Electronic Shopping & Mail-Order Houses	4541	\$32,842,546	\$0	\$32,842,546	100.0	0
Vending Machine Operators	4542	\$76,707	\$0	\$76,707	100.0	0
Direct Selling Establishments	4543	\$2,148,570	\$3,626,012	\$-1,477,442	-25.6	5
Food Services & Drinking Places	722	\$65,694,270	\$69,350,844	\$-3,656,574	-2.7	86
Full-Service Restaurants	7221	\$23,581,815	\$25,665,583	\$-2,083,769	-4.2	42
Limited-Service Eating Places	7222	\$36,349,250	\$38,430,558	\$-2,081,308	-2.8	40
Special Food Services	7223	\$4,579,376	\$4,467,312	\$112,063	1.2	2
Drinking Places - Alcoholic Beverages	7224	\$1,183,829	\$787,390	\$396,439	20.1	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

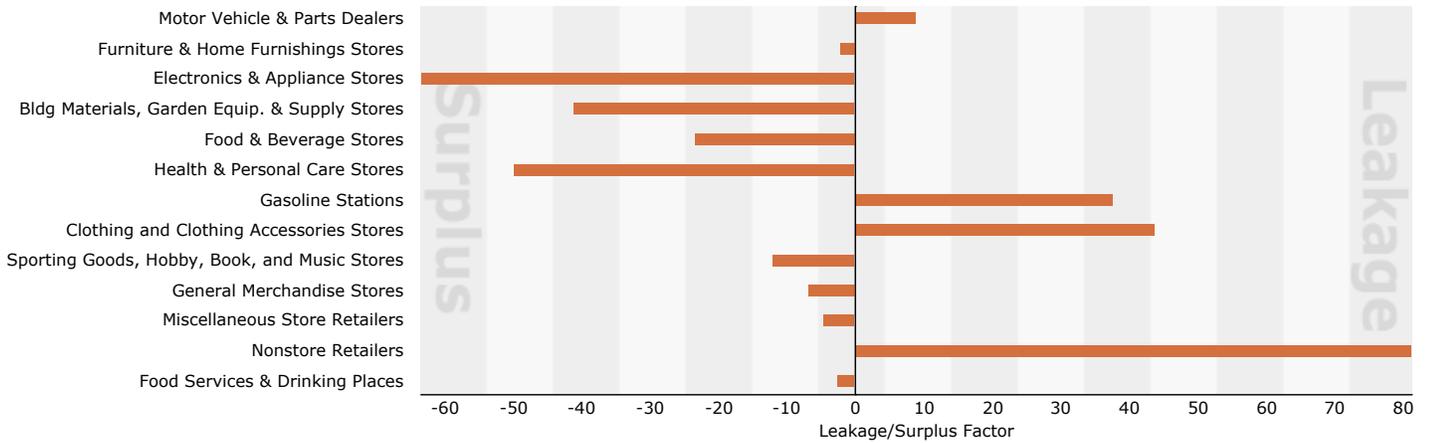
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Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Summary Demographics

2010 Population	73,743
2010 Households	26,885
2010 Median Disposable Income	\$56,496
2010 Per Capita Income	\$35,180

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	\$939,448,148	\$680,708,226	\$258,739,922	16.0	507
Total Retail Trade	44-45	\$801,330,932	\$576,485,883	\$224,845,049	16.3	377
Total Food & Drink	722	\$138,117,216	\$104,222,343	\$33,894,872	14.0	131

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$191,139,230	\$90,875,890	\$100,263,340	35.6	42
Automobile Dealers	4411	\$161,659,948	\$81,632,381	\$80,027,567	32.9	20
Other Motor Vehicle Dealers	4412	\$14,610,164	\$435,341	\$14,174,823	94.2	1
Auto Parts, Accessories & Tire Stores	4413	\$14,869,118	\$8,808,168	\$6,060,950	25.6	21
Furniture & Home Furnishings Stores	442	\$16,303,461	\$11,398,425	\$4,905,036	17.7	18
Furniture Stores	4421	\$8,861,259	\$3,554,400	\$5,306,858	42.7	6
Home Furnishings Stores	4422	\$7,442,202	\$7,844,024	\$-401,822	-2.6	11
Electronics & Appliance Stores	4431	\$33,885,221	\$88,163,803	\$-54,278,582	-44.5	32
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,279,549	\$41,349,230	\$-8,069,681	-10.8	44
Bldg Material & Supplies Dealers	4441	\$31,395,661	\$39,192,305	\$-7,796,644	-11.0	32
Lawn & Garden Equip & Supply Stores	4442	\$1,883,888	\$2,156,925	\$-273,038	-6.8	12
Food & Beverage Stores	445	\$138,957,751	\$141,474,222	\$-2,516,471	-0.9	48
Grocery Stores	4451	\$132,227,524	\$135,941,681	\$-3,714,158	-1.4	28
Specialty Food Stores	4452	\$2,455,018	\$3,592,402	\$-1,137,385	-18.8	12
Beer, Wine & Liquor Stores	4453	\$4,275,210	\$1,940,139	\$2,335,071	37.6	8
Health & Personal Care Stores	446,4461	\$18,075,478	\$27,882,957	\$-9,807,480	-21.3	30
Gasoline Stations	447,4471	\$128,698,205	\$50,710,305	\$77,987,899	43.5	15
Clothing & Clothing Accessories Stores	448	\$26,324,576	\$7,923,463	\$18,401,113	53.7	26
Clothing Stores	4481	\$19,296,678	\$4,558,852	\$14,737,826	61.8	18
Shoe Stores	4482	\$3,770,619	\$2,139,371	\$1,631,248	27.6	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,257,279	\$1,225,240	\$2,032,040	45.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$5,062,395	\$4,323,631	\$738,764	7.9	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,610,245	\$2,626,313	\$983,932	15.8	27
Book, Periodical & Music Stores	4512	\$1,452,150	\$1,697,318	\$-245,168	-7.8	2
General Merchandise Stores	452	\$129,482,292	\$97,608,979	\$31,873,313	14.0	12
Department Stores Excluding Leased Depts.	4521	\$54,852,439	\$43,607,031	\$11,245,408	11.4	4
Other General Merchandise Stores	4529	\$74,629,853	\$54,001,948	\$20,627,905	16.0	8
Miscellaneous Store Retailers	453	\$12,613,764	\$8,764,300	\$3,849,464	18.0	72
Florists	4531	\$872,438	\$865,485	\$6,953	0.4	14
Office Supplies, Stationery & Gift Stores	4532	\$4,572,223	\$2,642,906	\$1,929,317	26.7	17
Used Merchandise Stores	4533	\$426,563	\$571,870	\$-145,308	-14.6	15
Other Miscellaneous Store Retailers	4539	\$6,742,540	\$4,684,039	\$2,058,502	18.0	26
Nonstore Retailers	454	\$67,509,011	\$6,010,678	\$61,498,334	83.6	7
Electronic Shopping & Mail-Order Houses	4541	\$59,578,409	\$0	\$59,578,409	100.0	0
Vending Machine Operators	4542	\$760,485	\$0	\$760,485	100.0	0
Direct Selling Establishments	4543	\$7,170,118	\$6,010,678	\$1,159,440	8.8	7
Food Services & Drinking Places	722	\$138,117,216	\$104,222,343	\$33,894,872	14.0	131
Full-Service Restaurants	7221	\$51,678,019	\$39,002,962	\$12,675,057	14.0	62
Limited-Service Eating Places	7222	\$74,025,418	\$52,261,083	\$21,764,335	17.2	58
Special Food Services	7223	\$9,698,221	\$10,986,807	\$-1,288,586	-6.2	4
Drinking Places - Alcoholic Beverages	7224	\$2,715,558	\$1,971,491	\$744,066	15.9	6

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

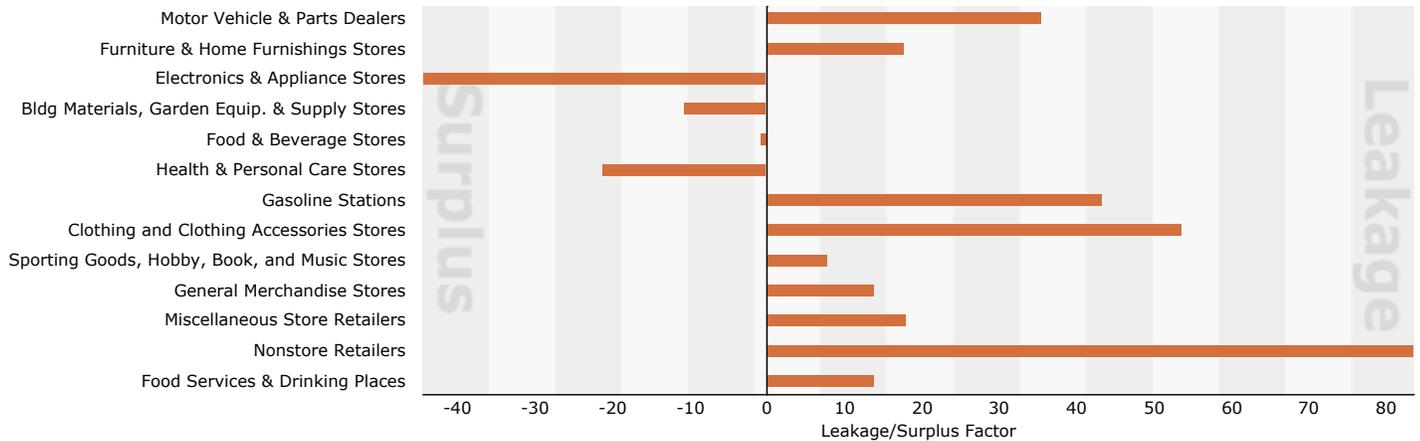
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Retail MarketPlace Profile

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Total Number of Adults		5,000	5,212
Households		2,753	2,888
Median Household Income		\$65,637	\$79,029

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,640	52.8%	106
Bought any women's apparel in last 12 months	2,440	48.8%	107
Bought apparel for child <13 in last 6 months	1,644	32.9%	116
Bought any shoes in last 12 months	2,793	55.9%	107
Bought costume jewelry in last 12 months	1,167	23.3%	112
Bought any fine jewelry in last 12 months	1,251	25.0%	114
Bought a watch in last 12 months	951	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	2,546	92.5%	108
HH bought/leased new vehicle last 12 mo	280	10.2%	106
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,638	92.8%	107
Bought/changed motor oil in last 12 months	2,740	54.8%	105
Had tune-up in last 12 months	1,647	32.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,088	61.8%	100
Drank regular cola in last 6 months	2,561	51.2%	100
Drank beer/ale in last 6 months	2,217	44.3%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	647	12.9%	101
Bought film in last 12 months	1,022	20.4%	107
Bought digital camera in last 12 months	330	6.6%	96
Bought memory card for camera in last 12 months	383	7.7%	100
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,846	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,072	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,702	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	1,260	25.2%	119
Computers (Households)			
HH owns a personal computer	2,293	83.3%	113
Spent <\$500 on most recent home PC purchase	254	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	595	21.6%	121
Spent \$1000-\$1499 on most recent home PC purchase	393	14.3%	109
Spent \$1500-\$1999 on most recent home PC purchase	192	7.0%	98
Spent \$2000+ on most recent home PC purchase	200	7.3%	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.

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,196	63.9%	106
Bought cigarettes at convenience store in last 30 days	834	16.7%	107
Bought gas at convenience store in last 30 days	1,889	37.8%	113
Spent at convenience store in last 30 days: <\$20	515	10.3%	107
Spent at convenience store in last 30 days: \$20-39	495	9.9%	97
Spent at convenience store in last 30 days: \$40+	1,966	39.3%	109
Entertainment (Adults)			
Attended movies in last 6 months	3,013	60.3%	102
Went to live theater in last 12 months	676	13.5%	103
Went to a bar/night club in last 12 months	1,100	22.0%	115
Dined out in last 12 months	2,726	54.5%	111
Gambled at a casino in last 12 months	829	16.6%	103
Visited a theme park in last 12 months	1,126	22.5%	105
DVDs rented in last 30 days: 1	169	3.4%	128
DVDs rented in last 30 days: 2	312	6.2%	135
DVDs rented in last 30 days: 3	168	3.4%	105
DVDs rented in last 30 days: 4	198	4.0%	102
DVDs rented in last 30 days: 5+	731	14.6%	111
DVDs purchased in last 30 days: 1	286	5.7%	115
DVDs purchased in last 30 days: 2	255	5.1%	108
DVDs purchased in last 30 days: 3-4	291	5.8%	126
DVDs purchased in last 30 days: 5+	232	4.6%	89
Spent on toys/games in last 12 months: <\$50	304	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	157	3.1%	114
Spent on toys/games in last 12 months: \$100-\$199	401	8.0%	111
Spent on toys/games in last 12 months: \$200-\$499	651	13.0%	120
Spent on toys/games in last 12 months: \$500+	327	6.5%	114
Financial (Adults)			
Have home mortgage (1st)	1,223	24.5%	127
Used ATM/cash machine in last 12 months	2,874	57.5%	113
Own any stock	500	10.0%	109
Own U.S. savings bond	354	7.1%	103
Own shares in mutual fund (stock)	551	11.0%	117
Own shares in mutual fund (bonds)	364	7.3%	123
Used full service brokerage firm in last 12 months	338	6.8%	109
Have savings account	2,068	41.4%	114
Have 401K retirement savings	1,105	22.1%	125
Did banking over the Internet in last 12 months	1,660	33.2%	122
Own any credit/debit card (in own name)	3,916	78.3%	106
Avg monthly credit card expenditures: <\$111	695	13.9%	100
Avg monthly credit card expenditures: \$111-225	381	7.6%	98
Avg monthly credit card expenditures: \$226-450	364	7.3%	97
Avg monthly credit card expenditures: \$451-700	342	6.8%	107
Avg monthly credit card expenditures: \$701+	768	15.4%	115

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

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

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,731	74.6%	105
Used bread in last 6 months	4,856	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,977	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	2,650	53.0%	100
Used fresh fruit/vegetables in last 6 months	4,481	89.6%	103
Used fresh milk in last 6 months	4,668	93.4%	103
Health (Adults)			
Exercise at home 2+ times per week	1,730	34.6%	115
Exercise at club 2+ times per week	608	12.2%	99
Visited a doctor in last 12 months	4,012	80.2%	103
Used vitamin/dietary supplement in last 6 months	2,532	50.6%	104
Home (Households)			
Any home improvement in last 12 months	985	35.8%	113
Used housekeeper/maid/prof HH cleaning service in the last 12 months	453	16.5%	106
Purchased any HH furnishing in last 12 months	912	33.1%	110
Purchased bedding/bath goods in last 12 months	1,531	55.6%	102
Purchased cooking/serving product in last 12 months	818	29.7%	108
Bought any kitchen appliance in last 12 months	487	17.7%	101
Insurance (Adults)			
Currently carry any life insurance	2,557	51.1%	107
Have medical/hospital/accident insurance	3,672	73.4%	102
Carry homeowner insurance	2,892	57.8%	109
Carry renter insurance	270	5.4%	88
Have auto/other vehicle insurance	4,400	88.0%	106
Pets (Households)			
HH owns any pet	1,702	61.8%	120
HH owns any cat	760	27.6%	115
HH owns any dog	1,297	47.1%	124
Reading Materials (Adults)			
Bought book in last 12 months	2,796	55.9%	111
Read any daily newspaper	1,983	39.7%	96
Heavy magazine reader	1,063	21.3%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	3,857	77.1%	107
Went to family restaurant/steak house last mo: <2 times	1,253	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	1,485	29.7%	110
Went to family restaurant/steak house last mo: 5+ times	1,118	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	4,517	90.3%	102
Went to fast food/drive-in restaurant <6 times/mo	1,616	32.3%	92
Went to fast food/drive-in restaurant 6-13 times/mo	1,449	29.0%	100
Went to fast food/drive-in restaurant 14+ times/mo	1,452	29.0%	116
Fast food/drive-in last 6 mo: eat in	1,884	37.7%	100
Fast food/drive-in last 6 mo: home delivery	583	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	2,893	57.9%	110
Fast food/drive-in last 6 mo: take-out/walk-in	1,256	25.1%	102

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,878	68.2%	106
HH average monthly long distance phone bill: <\$16	759	27.6%	100
HH average monthly long distance phone bill: \$16-25	322	11.7%	102
HH average monthly long distance phone bill: \$26-59	243	8.8%	96
HH average monthly long distance phone bill: \$60+	153	5.6%	125
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	444	16.1%	82
HH owns 2 TVs	711	25.8%	98
HH owns 3 TVs	676	24.6%	109
HH owns 4+ TVs	684	24.8%	118
HH subscribes to cable TV	1,663	60.4%	104
HH Purchased audio equipment in last 12 months	269	9.8%	101
HH Purchased CD player in last 12 months	111	4.0%	104
HH Purchased DVD player in last 12 months	301	10.9%	113
HH Purchased MP3 player in last 12 months	561	11.2%	110
HH Purchased video game system in last 12 months	330	12.0%	111
Travel (Adults)			
Domestic travel in last 12 months	2,830	56.6%	108
Took 3+ domestic trips in last 12 months	834	16.7%	112
Spent on domestic vacations last 12 mo: <\$1000	628	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	391	7.8%	116
Spent on domestic vacations last 12 mo: \$1500-\$1999	255	5.1%	125
Spent on domestic vacations last 12 mo: \$2000-\$2999	237	4.7%	114
Spent on domestic vacations last 12 mo: \$3000+	311	6.2%	123
Foreign travel in last 3 years	1,450	29.0%	112
Took 3+ foreign trips by plane in last 3 years	230	4.6%	97
Spent on foreign vacations last 12 mo: <\$1000	337	6.7%	113
Spent on foreign vacations last 12 mo: \$1000-\$2999	206	4.1%	101
Spent on foreign vacations last 12 mo: \$3000+	259	5.2%	106
Stayed 1+ nights at hotel/motel in last 12 months	2,320	46.4%	114

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Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

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Latitude: 39.19162
Longitude: -84.2515

Demographic Summary	2010	2015
Population	37,585	39,358
Total Number of Adults	27,860	29,144
Households	14,444	15,168
Median Household Income	\$71,498	\$80,364

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	14,827	53.2%	106
Bought any women's apparel in last 12 months	13,415	48.2%	106
Bought apparel for child <13 in last 6 months	8,587	30.8%	108
Bought any shoes in last 12 months	15,528	55.7%	107
Bought costume jewelry in last 12 months	6,442	23.1%	111
Bought any fine jewelry in last 12 months	6,448	23.1%	105
Bought a watch in last 12 months	5,388	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	13,220	91.5%	106
HH bought/leased new vehicle last 12 mo	1,703	11.8%	123
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,714	92.3%	106
Bought/changed motor oil in last 12 months	14,819	53.2%	102
Had tune-up in last 12 months	9,194	33.0%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,913	64.3%	104
Drank regular cola in last 6 months	13,790	49.5%	97
Drank beer/ale in last 6 months	12,781	45.9%	108
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,828	13.7%	107
Bought film in last 12 months	5,517	19.8%	104
Bought digital camera in last 12 months	2,249	8.1%	118
Bought memory card for camera in last 12 months	2,483	8.9%	116
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	10,323	37.1%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,936	21.3%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,488	34.1%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	6,895	24.7%	117
Computers (Households)			
HH owns a personal computer	12,002	83.1%	112
Spent <\$500 on most recent home PC purchase	1,278	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	2,962	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	2,223	15.4%	118
Spent \$1500-\$1999 on most recent home PC purchase	1,157	8.0%	113
Spent \$2000+ on most recent home PC purchase	1,068	7.4%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
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Ring: 3 miles radius

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Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	17,619	63.2%	105
Bought cigarettes at convenience store in last 30 days	3,951	14.2%	91
Bought gas at convenience store in last 30 days	9,981	35.8%	107
Spent at convenience store in last 30 days: <\$20	2,912	10.5%	109
Spent at convenience store in last 30 days: \$20-39	2,988	10.7%	105
Spent at convenience store in last 30 days: \$40+	10,284	36.9%	103
Entertainment (Adults)			
Attended movies in last 6 months	17,597	63.2%	107
Went to live theater in last 12 months	4,296	15.4%	117
Went to a bar/night club in last 12 months	5,965	21.4%	112
Dined out in last 12 months	15,550	55.8%	113
Gambled at a casino in last 12 months	5,105	18.3%	114
Visited a theme park in last 12 months	6,965	25.0%	116
DVDs rented in last 30 days: 1	853	3.1%	116
DVDs rented in last 30 days: 2	1,555	5.6%	121
DVDs rented in last 30 days: 3	1,038	3.7%	116
DVDs rented in last 30 days: 4	1,199	4.3%	111
DVDs rented in last 30 days: 5+	4,321	15.5%	117
DVDs purchased in last 30 days: 1	1,587	5.7%	114
DVDs purchased in last 30 days: 2	1,525	5.5%	116
DVDs purchased in last 30 days: 3-4	1,306	4.7%	101
DVDs purchased in last 30 days: 5+	1,253	4.5%	86
Spent on toys/games in last 12 months: <\$50	1,819	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	785	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	2,081	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	3,451	12.4%	114
Spent on toys/games in last 12 months: \$500+	2,000	7.2%	125
Financial (Adults)			
Have home mortgage (1st)	7,270	26.1%	136
Used ATM/cash machine in last 12 months	16,566	59.5%	117
Own any stock	3,272	11.7%	128
Own U.S. savings bond	2,225	8.0%	117
Own shares in mutual fund (stock)	3,513	12.6%	134
Own shares in mutual fund (bonds)	2,212	7.9%	134
Used full service brokerage firm in last 12 months	2,195	7.9%	127
Have savings account	11,978	43.0%	118
Have 401K retirement savings	6,563	23.6%	133
Did banking over the Internet in last 12 months	9,791	35.1%	129
Own any credit/debit card (in own name)	22,832	82.0%	111
Avg monthly credit card expenditures: <\$111	4,062	14.6%	105
Avg monthly credit card expenditures: \$111-225	2,325	8.3%	107
Avg monthly credit card expenditures: \$226-450	2,359	8.5%	113
Avg monthly credit card expenditures: \$451-700	2,085	7.5%	117
Avg monthly credit card expenditures: \$701+	4,864	17.5%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
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Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,760	74.5%	105
Used bread in last 6 months	27,122	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	22,313	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	15,638	56.1%	106
Used fresh fruit/vegetables in last 6 months	25,107	90.1%	103
Used fresh milk in last 6 months	25,878	92.9%	102
Health (Adults)			
Exercise at home 2+ times per week	9,434	33.9%	113
Exercise at club 2+ times per week	4,191	15.0%	122
Visited a doctor in last 12 months	22,695	81.5%	105
Used vitamin/dietary supplement in last 6 months	14,633	52.5%	108
Home (Households)			
Any home improvement in last 12 months	5,448	37.7%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,656	18.4%	118
Purchased any HH furnishing in last 12 months	4,843	33.5%	112
Purchased bedding/bath goods in last 12 months	8,117	56.2%	103
Purchased cooking/serving product in last 12 months	4,202	29.1%	106
Bought any kitchen appliance in last 12 months	2,724	18.9%	108
Insurance (Adults)			
Currently carry any life insurance	15,427	55.4%	116
Have medical/hospital/accident insurance	21,749	78.1%	109
Carry homeowner insurance	17,373	62.4%	118
Carry renter insurance	1,598	5.7%	93
Have auto/other vehicle insurance	24,900	89.4%	108
Pets (Households)			
HH owns any pet	8,291	57.4%	111
HH owns any cat	3,736	25.9%	107
HH owns any dog	6,127	42.4%	112
Reading Materials (Adults)			
Bought book in last 12 months	15,721	56.4%	112
Read any daily newspaper	12,038	43.2%	104
Heavy magazine reader	5,752	20.6%	104
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	22,086	79.3%	110
Went to family restaurant/steak house last mo: <2 times	7,257	26.0%	101
Went to family restaurant/steak house last mo: 2-4 times	8,400	30.2%	112
Went to family restaurant/steak house last mo: 5+ times	6,428	23.1%	119
Went to fast food/drive-in restaurant in last 6 mo	25,430	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	9,500	34.1%	97
Went to fast food/drive-in restaurant 6-13 times/mo	8,384	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	7,544	27.1%	109
Fast food/drive-in last 6 mo: eat in	10,898	39.1%	104
Fast food/drive-in last 6 mo: home delivery	3,153	11.3%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	16,061	57.6%	110
Fast food/drive-in last 6 mo: take-out/walk-in	7,176	25.8%	105

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
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Ring: 3 miles radius

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Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	10,260	71.0%	110
HH average monthly long distance phone bill: <\$16	4,369	30.2%	109
HH average monthly long distance phone bill: \$16-25	1,726	12.0%	105
HH average monthly long distance phone bill: \$26-59	1,427	9.9%	108
HH average monthly long distance phone bill: \$60+	675	4.7%	105
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	2,136	14.8%	75
HH owns 2 TVs	3,688	25.5%	97
HH owns 3 TVs	3,532	24.5%	109
HH owns 4+ TVs	3,815	26.4%	126
HH subscribes to cable TV	9,390	65.0%	112
HH Purchased audio equipment in last 12 months	1,435	9.9%	102
HH Purchased CD player in last 12 months	596	4.1%	107
HH Purchased DVD player in last 12 months	1,522	10.5%	109
HH Purchased MP3 player in last 12 months	3,334	12.0%	117
HH Purchased video game system in last 12 months	1,803	12.5%	116
Travel (Adults)			
Domestic travel in last 12 months	17,050	61.2%	117
Took 3+ domestic trips in last 12 months	5,066	18.2%	123
Spent on domestic vacations last 12 mo: <\$1000	3,732	13.4%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,253	8.1%	120
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,522	5.5%	134
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,454	5.2%	126
Spent on domestic vacations last 12 mo: \$3000+	1,875	6.7%	133
Foreign travel in last 3 years	8,592	30.8%	120
Took 3+ foreign trips by plane in last 3 years	1,538	5.5%	116
Spent on foreign vacations last 12 mo: <\$1000	2,000	7.2%	120
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,243	4.5%	109
Spent on foreign vacations last 12 mo: \$3000+	1,556	5.6%	114
Stayed 1+ nights at hotel/motel in last 12 months	13,564	48.7%	120

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Retail Market Potential

Business 28
 949 STHY 28, , OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Demographic Summary	2010	2015
Population	73,743	77,322
Total Number of Adults	53,610	56,366
Households	26,885	28,266
Median Household Income	\$75,309	\$83,661

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	28,601	53.4%	107
Bought any women's apparel in last 12 months	25,918	48.3%	106
Bought apparel for child <13 in last 6 months	16,773	31.3%	110
Bought any shoes in last 12 months	30,003	56.0%	108
Bought costume jewelry in last 12 months	12,538	23.4%	112
Bought any fine jewelry in last 12 months	12,530	23.4%	106
Bought a watch in last 12 months	10,247	19.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	24,835	92.4%	107
HH bought/leased new vehicle last 12 mo	3,295	12.3%	128
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	49,847	93.0%	107
Bought/changed motor oil in last 12 months	28,390	53.0%	102
Had tune-up in last 12 months	17,882	33.4%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	34,533	64.4%	104
Drank regular cola in last 6 months	25,976	48.5%	95
Drank beer/ale in last 6 months	24,440	45.6%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,431	13.9%	108
Bought film in last 12 months	10,469	19.5%	102
Bought digital camera in last 12 months	4,343	8.1%	118
Bought memory card for camera in last 12 months	4,782	8.9%	117
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	19,720	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	11,515	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	18,042	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	13,610	25.4%	120
Computers (Households)			
HH owns a personal computer	22,601	84.1%	114
Spent <\$500 on most recent home PC purchase	2,315	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	5,532	20.6%	115
Spent \$1000-\$1499 on most recent home PC purchase	4,210	15.7%	120
Spent \$1500-\$1999 on most recent home PC purchase	2,235	8.3%	117
Spent \$2000+ on most recent home PC purchase	2,121	7.9%	127

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

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Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	33,340	62.2%	103
Bought cigarettes at convenience store in last 30 days	7,354	13.7%	88
Bought gas at convenience store in last 30 days	18,857	35.2%	105
Spent at convenience store in last 30 days: <\$20	5,497	10.3%	107
Spent at convenience store in last 30 days: \$20-39	5,615	10.5%	103
Spent at convenience store in last 30 days: \$40+	19,391	36.2%	100
Entertainment (Adults)			
Attended movies in last 6 months	33,787	63.0%	107
Went to live theater in last 12 months	8,564	16.0%	122
Went to a bar/night club in last 12 months	11,470	21.4%	112
Dined out in last 12 months	30,338	56.6%	115
Gambled at a casino in last 12 months	9,338	17.4%	109
Visited a theme park in last 12 months	13,365	24.9%	116
DVDs rented in last 30 days: 1	1,590	3.0%	112
DVDs rented in last 30 days: 2	3,017	5.6%	122
DVDs rented in last 30 days: 3	1,966	3.7%	115
DVDs rented in last 30 days: 4	2,276	4.2%	110
DVDs rented in last 30 days: 5+	8,217	15.3%	116
DVDs purchased in last 30 days: 1	3,147	5.9%	118
DVDs purchased in last 30 days: 2	2,805	5.2%	110
DVDs purchased in last 30 days: 3-4	2,587	4.8%	104
DVDs purchased in last 30 days: 5+	2,362	4.4%	85
Spent on toys/games in last 12 months: <\$50	3,465	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	1,489	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	4,030	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	6,570	12.3%	113
Spent on toys/games in last 12 months: \$500+	3,949	7.4%	128
Financial (Adults)			
Have home mortgage (1st)	14,444	26.9%	140
Used ATM/cash machine in last 12 months	31,875	59.5%	117
Own any stock	6,663	12.4%	135
Own U.S. savings bond	4,399	8.2%	120
Own shares in mutual fund (stock)	6,972	13.0%	138
Own shares in mutual fund (bonds)	4,342	8.1%	137
Used full service brokerage firm in last 12 months	4,377	8.2%	132
Have savings account	23,104	43.1%	119
Have 401K retirement savings	12,985	24.2%	137
Did banking over the Internet in last 12 months	18,717	34.9%	128
Own any credit/debit card (in own name)	43,849	81.8%	111
Avg monthly credit card expenditures: <\$111	7,403	13.8%	100
Avg monthly credit card expenditures: \$111-225	4,323	8.1%	104
Avg monthly credit card expenditures: \$226-450	4,435	8.3%	111
Avg monthly credit card expenditures: \$451-700	4,012	7.5%	117
Avg monthly credit card expenditures: \$701+	10,172	19.0%	142

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	39,938	74.5%	105
Used bread in last 6 months	52,133	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	42,873	80.0%	103
Used fish/seafood (fresh or frozen) in last 6 months	29,954	55.9%	106
Used fresh fruit/vegetables in last 6 months	48,310	90.1%	103
Used fresh milk in last 6 months	49,798	92.9%	102
Health (Adults)			
Exercise at home 2+ times per week	17,993	33.6%	112
Exercise at club 2+ times per week	8,335	15.5%	127
Visited a doctor in last 12 months	43,670	81.5%	105
Used vitamin/dietary supplement in last 6 months	28,184	52.6%	108
Home (Households)			
Any home improvement in last 12 months	10,350	38.5%	122
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,260	19.6%	126
Purchased any HH furnishing in last 12 months	8,960	33.3%	111
Purchased bedding/bath goods in last 12 months	15,025	55.9%	102
Purchased cooking/serving product in last 12 months	7,934	29.5%	107
Bought any kitchen appliance in last 12 months	5,158	19.2%	110
Insurance (Adults)			
Currently carry any life insurance	29,783	55.6%	116
Have medical/hospital/accident insurance	41,729	77.8%	108
Carry homeowner insurance	34,158	63.7%	121
Carry renter insurance	2,877	5.4%	87
Have auto/other vehicle insurance	48,070	89.7%	108
Pets (Households)			
HH owns any pet	15,926	59.2%	115
HH owns any cat	7,137	26.5%	110
HH owns any dog	11,966	44.5%	118
Reading Materials (Adults)			
Bought book in last 12 months	30,651	57.2%	114
Read any daily newspaper	23,419	43.7%	105
Heavy magazine reader	11,310	21.1%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	42,160	78.6%	109
Went to family restaurant/steak house last mo: <2 times	14,179	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	16,027	29.9%	111
Went to family restaurant/steak house last mo: 5+ times	11,954	22.3%	115
Went to fast food/drive-in restaurant in last 6 mo	48,752	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	18,338	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	16,264	30.3%	105
Went to fast food/drive-in restaurant 14+ times/mo	14,148	26.4%	106
Fast food/drive-in last 6 mo: eat in	21,277	39.7%	105
Fast food/drive-in last 6 mo: home delivery	5,785	10.8%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	30,658	57.2%	109
Fast food/drive-in last 6 mo: take-out/walk-in	13,778	25.7%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Business 28
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Ring: 5 miles radius

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Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	19,375	72.1%	112
HH average monthly long distance phone bill: <\$16	7,944	29.5%	107
HH average monthly long distance phone bill: \$16-25	3,303	12.3%	108
HH average monthly long distance phone bill: \$26-59	2,791	10.4%	113
HH average monthly long distance phone bill: \$60+	1,368	5.1%	114
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,852	14.3%	73
HH owns 2 TVs	6,727	25.0%	95
HH owns 3 TVs	6,578	24.5%	109
HH owns 4+ TVs	7,322	27.2%	130
HH subscribes to cable TV	16,877	62.8%	108
HH Purchased audio equipment in last 12 months	2,690	10.0%	103
HH Purchased CD player in last 12 months	1,079	4.0%	104
HH Purchased DVD player in last 12 months	2,817	10.5%	108
HH Purchased MP3 player in last 12 months	6,427	12.0%	118
HH Purchased video game system in last 12 months	3,429	12.8%	118
Travel (Adults)			
Domestic travel in last 12 months	32,989	61.5%	118
Took 3+ domestic trips in last 12 months	9,965	18.6%	125
Spent on domestic vacations last 12 mo: <\$1000	7,036	13.1%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,481	8.4%	124
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,927	5.5%	134
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,988	5.6%	134
Spent on domestic vacations last 12 mo: \$3000+	3,814	7.1%	141
Foreign travel in last 3 years	17,071	31.8%	123
Took 3+ foreign trips by plane in last 3 years	3,246	6.1%	128
Spent on foreign vacations last 12 mo: <\$1000	3,905	7.3%	122
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,432	4.5%	111
Spent on foreign vacations last 12 mo: \$3000+	3,495	6.5%	133
Stayed 1+ nights at hotel/motel in last 12 months	26,644	49.7%	123

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

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Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015	
Population		6,671	6,945	
Population 18+		5,000	5,212	
Households		2,753	2,888	
Median Household Income		\$65,637	\$79,029	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		2,293	83.3%	113
Purchased home PC in last 12 months		477	17.3%	110
Purchased home PC 1-2 years ago		746	27.1%	120
Purchased home PC 3-4 years ago		640	23.3%	119
Purchased home PC 5+ years ago		246	8.9%	96
Spent <\$500 on home PC (most recent purchase)		254	9.2%	106
Spent \$500-999 on home PC (most recent purchase)		595	21.6%	121
Spent \$1000-1499 on home PC (most recent purchase)		393	14.3%	109
Spent \$1500-1999 on home PC (most recent purchase)		192	7.0%	98
Spent \$2000+ on home PC (most recent purchase)		200	7.3%	117
Purchased home PC at computer superstore		434	15.8%	124
Purchased home PC at department store		124	4.5%	91
Purchased home PC direct from manufacturer		414	15.0%	108
Purchased home PC at electronics store		340	12.3%	112
Purchased home PC on Internet		269	9.8%	114
Purchased home PC at warehouse discount outlet		78	2.8%	129
HH owns desktop PC		1,781	64.7%	112
HH owns laptop/notebook/tablet PC		997	36.2%	116
HH owns any Apple/Apple Mac clone brand PC		184	6.7%	107
HH owns any IBM/IBM compatible brand PC		2,122	77.1%	114
Brand of PC that HH owns: Compaq		258	9.4%	111
Brand of PC that HH owns: Dell		964	35.0%	113
Brand of PC that HH owns: Gateway		206	7.5%	112
Brand of PC that HH owns: Hewlett Packard		538	19.5%	126
Brand of PC that HH owns: Sony Vaio		86	3.1%	108
Child (under 18) uses home PC		699	25.4%	120
HH owns CD burner		1,183	43.0%	117
HH owns CD ROM drive		1,211	44.0%	112
HH owns DVD drive		794	28.8%	116
HH owns DVD-RW (DVD burner)		641	23.3%	113
HH owns external hard drive		444	16.1%	114
HH owns flash drive		683	24.8%	121
HH owns LAN/network interface card		368	13.4%	121
HH owns inkjet printer		1,336	48.5%	114
HH owns laser printer		408	14.8%	108
HH owns modem/fax modem		648	23.5%	113
HH owns removable cartridge storage device		138	5.0%	86
HH owns scanner		956	34.7%	122
HH owns PC speakers		1,337	48.6%	117
HH owns tape backup		77	2.8%	105
HH owns webcam		325	11.8%	104
HH owns software: accounting		289	10.5%	118
HH owns software: communications/fax		245	8.9%	109
HH owns software: database/filing		219	8.0%	98
HH owns software: desktop publishing		384	13.9%	115

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	296	10.8%	107
HH owns software: entertainment/games	905	32.9%	113
HH owns software: online meeting/conference	90	3.3%	114
HH owns software: personal finance/tax prep	471	17.1%	121
HH owns software: presentation graphics	242	8.8%	110
HH owns software: multimedia	442	16.1%	105
HH owns software: networking	330	12.0%	107
HH owns software: security/anti-virus	810	29.4%	105
HH owns software: spreadsheet	719	26.1%	113
HH owns software: utility	204	7.4%	105
HH owns software: web authoring	93	3.4%	98
HH owns software: word processing	1,048	38.1%	113
Spent \$500+ on software for home PC in last 12 mo	66	2.4%	100
Purchased computer book in last 12 months	125	4.5%	105
HH owns fax machine	182	6.6%	110
Purchased audio equipment in last 12 months	269	9.8%	101
Purchased headphones in last 12 months	122	4.4%	111
HH owns camcorder	658	23.9%	123
Purchased camcorder in last 12 months	58	2.1%	99
HH owns CD player	1,382	50.2%	109
Purchased CD player in last 12 months	111	4.0%	104
HH owns DVD player	1,908	69.3%	105
Purchased DVD player in last 12 months	301	10.9%	113
HH owns 1 TV	444	16.1%	82
HH owns 2 TVs	711	25.8%	98
HH owns 3 TVs	676	24.5%	109
HH owns 4+ TVs	684	24.8%	118
HH owns miniature screen TV (<13 in)	246	8.9%	113
Most recent TV purchase: miniature screen (<13 in)	73	2.7%	96
HH owns regular screen TV (13-26 in)	1,222	44.4%	102
Most recent TV purchase: regular screen (13-26 in)	592	21.5%	92
HH owns large screen TV (27-35 in)	1,362	49.5%	106
Most recent TV purchase: large screen (27-35 in)	857	31.1%	99
HH owns big screen TV (36-42 in)	611	22.2%	117
Most recent TV purchase: big screen (36-42 in)	448	16.3%	115
HH owns giant screen TV (over 42 in)	486	17.7%	124
Most recent TV purchase: giant screen (over 42 in)	396	14.4%	129
HH owns LCD TV	633	23.0%	120
HH owns plasma TV	272	9.9%	119
HH owns projection TV	179	6.5%	120
HH owns video game system	1,048	38.1%	114
Purchased video game system in last 12 months	330	12.0%	111
HH owns video game system: handheld	475	17.3%	112
HH owns video game system: attached to TV/computer	957	34.8%	118
HH owns video game system: Game Boy	208	7.6%	110
HH owns video game system: Game Boy Advance/SP	192	7.0%	106
HH owns video game system: Nintendo DS	250	9.1%	120

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	142	5.2%	103
HH owns video game system: Nintendo Wii	233	8.5%	125
HH owns video game system: PlayStation 2	519	18.8%	114
HH owns video game system: PlayStation 3	127	4.6%	128
HH owns video game system: Sony PlayStation/PS One	133	4.8%	120
HH owns video game system: Sony PSP	100	3.6%	124
HH owns video game system: Xbox	199	7.2%	121
HH owns video game system: Xbox 360	190	6.9%	107
HH purchased 5+ video games in last 12 months	199	7.2%	111
HH spent \$101+ on video games in last 12 months	256	9.3%	115
Owns MP3 player	1,500	30.0%	112
Purchased MP3 player in last 12 months	561	11.2%	110
Owns Apple iPod	556	11.1%	100
Purchased Apple iPod in last 12 months	162	3.2%	96
Have any access to the Internet	4,575	91.5%	108
Have access to Internet: at home	4,010	80.2%	114
Have access to Internet: at work	2,101	42.0%	113
Have access to Internet: at school/library	1,349	27.0%	107
Have access to Internet: not hm/work/school/library	1,090	21.8%	112
Use Internet less than once a week	174	3.5%	87
Use Internet 1-2 times per week	271	5.4%	98
Use Internet 3-6 times per week	497	9.9%	124
Use Internet once a day	628	12.6%	114
Use Internet 2-4 times per day	992	19.8%	113
Use Internet 5 or more times per day	1,441	28.8%	115
Any Internet or online usage in last 30 days	4,003	80.1%	113
Used Internet in last 30 days: at home	3,618	72.4%	116
Used Internet in last 30 days: at work	1,860	37.2%	117
Used Internet in last 30 days: at school/library	384	7.7%	100
Used Internet/30 days: not home/work/school/library	464	9.3%	100
Internet last 30 days: used email	3,605	72.1%	116
Internet last 30 days: used Instant Messenger	1,414	28.3%	112
Internet last 30 days: paid bills online	2,049	41.0%	125
Internet last 30 days: visited online blog	534	10.7%	112
Internet last 30 days: wrote online blog	180	3.6%	97
Internet last 30 days: visited chat room	183	3.7%	78
Internet last 30 days: looked for employment	781	15.6%	119
Internet last 30 days: played games online	1,237	24.7%	118
Internet last 30 days: traded/tracked investments	628	12.6%	112
Internet last 30 days: downloaded music	1,041	20.8%	113
Internet last 30 days: made phone call	229	4.6%	124
Internet last 30 days: made personal purchase	1,782	35.6%	116
Internet last 30 days: made business purchase	562	11.2%	118
Internet last 30 days: made travel plans	953	19.1%	110
Internet last 30 days: watched online video	1,090	21.8%	114
Internet last 30 days: obtained new/used car info	492	9.8%	111
Internet last 30 days: obtained financial info	1,381	27.6%	115
Internet last 30 days: obtained medical info	914	18.3%	110
Internet last 30 days: obtained latest news	2,228	44.6%	116
Internet last 30 days: obtained real estate info	594	11.9%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,294	25.9%	112
Ordered anything on Internet in last 12 months	2,027	40.5%	117
Ordered on Internet/12 mo: airline ticket	1,063	21.3%	127
Ordered on Internet/12 mo: CD/tape	272	5.4%	124
Ordered on Internet/12 mo: clothing	808	16.1%	111
Ordered on Internet/12 mo: computer	186	3.7%	109
Ordered on Internet/12 mo: computer peripheral	241	4.8%	111
Ordered on Internet/12 mo: DVD	321	6.4%	98
Ordered on Internet/12 mo: flowers	306	6.1%	132
Ordered on Internet/12 mo: software	338	6.8%	119
Ordered on Internet/12 mo: tickets (concerts etc.)	620	12.4%	129
Ordered on Internet/12 mo: toy	256	5.1%	103
Purchased item from amazon.com in last 12 months	805	16.1%	115
Purchased item from barnes&noble.com in last 12 mo	192	3.8%	120
Purchased item from bestbuy.com in last 12 months	130	2.6%	103
Purchased item from ebay.com in last 12 months	565	11.3%	122
Purchased item from walmart.com in last 12 months	235	4.7%	115
Spent on Internet orders last 12 months: <\$100	295	5.9%	108
Spent on Internet orders last 12 months: \$100-199	256	5.1%	95
Spent on Internet orders last 12 months: \$200-499	491	9.8%	117
Spent on Internet orders last 12 months: \$500+	869	17.4%	119
Connection to Internet from home: dial-up modem	418	8.4%	100
Connection to Internet from home: cable modem	1,614	32.3%	120
Connection to Internet from home: DSL	1,365	27.3%	111
Connection to Internet from home: wireless	831	16.6%	121
Connection to Internet from home: any broadband	3,429	68.6%	116
DVDs rented in last 30 days: 1	169	3.4%	128
DVDs rented in last 30 days: 2	312	6.2%	135
DVDs rented in last 30 days: 3	168	3.4%	105
DVDs rented in last 30 days: 4	198	4.0%	102
DVDs rented in last 30 days: 5+	731	14.6%	111
Rented video tape/DVD last month: action/adventure	1,150	23.0%	114
Rented video tape/DVD last month: classic	242	4.8%	93
Rented video tape/DVD last month: comedy	1,173	23.5%	113
Rented video tape/DVD last month: drama	778	15.6%	114
Rented video tape/DVD last month: family/children	513	10.3%	115
Rented video tape/DVD last month: foreign	83	1.7%	84
Rented video tape/DVD last month: horror	374	7.5%	101
Rented video tape/DVD last month: romance	354	7.1%	94
Rented video tape/DVD last month: science fiction	294	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	745	14.9%	123
Rented video tape/DVD last mo at Hollywood Video	238	4.8%	115
Bought video tape/DVD last month: action/adventure	429	8.6%	102
Bought video tape/DVD last month: classic	125	2.5%	92
Bought video tape/DVD last month: comedy	423	8.5%	105
Bought video tape/DVD last month: drama	226	4.5%	105
Bought video tape/DVD last month: family/children	359	7.2%	122
Bought video tape/DVD last month: horror	95	1.9%	60
Bought video tape/DVD last month: romance	119	2.4%	93

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Latitude: 39.19162
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	112	2.2%	90
Bought blank video tape in last 6 months	522	10.4%	92
Bought 7+ blank video tapes in last 6 months	112	2.2%	86
DVDs purchased in last 30 days: 1	286	5.7%	115
DVDs purchased in last 30 days: 2	255	5.1%	108
DVDs purchased in last 30 days: 3-4	291	5.8%	126
DVDs purchased in last 30 days: 5+	232	4.6%	89
Bought any camera in last 12 months	647	12.9%	101
Spent on cameras in last 12 months: <\$100	231	4.6%	104
Spent on cameras in last 12 months: \$100-199	149	3.0%	99
Spent on cameras in last 12 months: \$200+	200	4.0%	101
Own APS (point & shoot or SLR) camera	152	3.0%	110
Own digital camera	1,927	38.5%	117
Bought digital camera in last 12 months	330	6.6%	96
Own digital point & shoot camera	1,481	29.6%	119
Bought digital point & shoot camera in last 12 mo	267	5.3%	108
Own digital SLR camera	507	10.1%	109
Bought digital SLR camera in last 12 months	108	2.2%	96
Own 35mm auto focus point & shoot camera	240	4.8%	102
Own 35mm auto focus single lens reflex camera	138	2.8%	116
Own 35mm auto focus zoom camera	297	5.9%	106
Own 35mm single lens reflex camera	179	3.6%	119
Own Canon camera	890	17.8%	113
Bought Canon camera in last 12 months	115	2.3%	108
Own Fuji camera	185	3.7%	91
Own Kodak camera	743	14.9%	126
Bought Kodak camera in last 12 months	170	3.4%	114
Own Nikon camera	320	6.4%	118
Own Olympus camera	268	5.4%	118
Own Polaroid camera	133	2.7%	108
Bought any camera accessory in last 12 months	2,480	49.6%	116
Bought film in last 12 months	1,022	20.4%	107
Bought film in last 12 months: <3 rolls	488	9.8%	110
Bought film in last 12 months: 3-6 rolls	298	6.0%	95
Bought film in last 12 months: 7+ rolls	236	4.7%	112
Bought film in last 12 mo: APS (color prints)	151	3.0%	113
Bought film in last 12 mo: instant developing	102	2.0%	102
Bought film in last 12 mo: 35mm (black & white)	37	0.7%	78
Bought film in last 12 mo: 35mm (color prints)	551	11.0%	97
Bought Fuji film in last 12 months	237	4.7%	94
Bought Kodak film in last 12 months	652	13.0%	110
Bought store-brand film in last 12 months	97	1.9%	91
Purchased film in last 12 mo: department store	180	3.6%	97
Purchased film in last 12 mo: discount store	252	5.0%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	225	4.5%	96
Purchased film in last 12 mo: grocery store	98	2.0%	91
Purchased film in last 12 mo: 1 hour service store	126	2.5%	99
Had film processed at discount store	157	3.1%	95
Had film processed at drug store	216	4.3%	101
Had film processed at 1 hour service store	167	3.3%	115
Bought memory card for camera in last 12 months	383	7.7%	100
Own memory card for camera	1,445	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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Business 28
949 STHY 28, , OH, 45150
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Latitude: 39.19162
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Demographic Summary		2010	2015	
Population		37,585	39,358	
Population 18+		27,860	29,144	
Households		14,444	15,168	
Median Household Income		\$71,498	\$80,364	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		12,002	83.1%	112
Purchased home PC in last 12 months		2,553	17.7%	113
Purchased home PC 1-2 years ago		3,800	26.3%	117
Purchased home PC 3-4 years ago		3,378	23.4%	120
Purchased home PC 5+ years ago		1,470	10.2%	109
Spent <\$500 on home PC (most recent purchase)		1,278	8.8%	102
Spent \$500-999 on home PC (most recent purchase)		2,962	20.5%	115
Spent \$1000-1499 on home PC (most recent purchase)		2,223	15.4%	118
Spent \$1500-1999 on home PC (most recent purchase)		1,157	8.0%	113
Spent \$2000+ on home PC (most recent purchase)		1,068	7.4%	119
Purchased home PC at computer superstore		2,242	15.5%	122
Purchased home PC at department store		652	4.5%	91
Purchased home PC direct from manufacturer		2,361	16.3%	118
Purchased home PC at electronics store		1,858	12.9%	117
Purchased home PC on Internet		1,427	9.9%	115
Purchased home PC at warehouse discount outlet		347	2.4%	110
HH owns desktop PC		9,546	66.1%	115
HH owns laptop/notebook/tablet PC		5,297	36.7%	118
HH owns any Apple/Apple Mac clone brand PC		930	6.4%	103
HH owns any IBM/IBM compatible brand PC		11,093	76.8%	114
Brand of PC that HH owns: Compaq		1,379	9.5%	113
Brand of PC that HH owns: Dell		5,143	35.6%	115
Brand of PC that HH owns: Gateway		1,090	7.5%	113
Brand of PC that HH owns: Hewlett Packard		2,701	18.7%	120
Brand of PC that HH owns: Sony Vaio		444	3.1%	106
Child (under 18) uses home PC		3,821	26.5%	125
HH owns CD burner		6,244	43.2%	117
HH owns CD ROM drive		6,459	44.7%	114
HH owns DVD drive		4,212	29.2%	117
HH owns DVD-RW (DVD burner)		3,484	24.1%	117
HH owns external hard drive		2,430	16.8%	119
HH owns flash drive		3,652	25.3%	123
HH owns LAN/network interface card		2,027	14.0%	127
HH owns inkjet printer		7,128	49.4%	116
HH owns laser printer		2,372	16.4%	120
HH owns modem/fax modem		3,502	24.2%	117
HH owns removable cartridge storage device		891	6.2%	106
HH owns scanner		4,945	34.2%	120
HH owns PC speakers		7,047	48.8%	117
HH owns tape backup		442	3.1%	115
HH owns webcam		1,836	12.7%	112
HH owns software: accounting		1,592	11.0%	124
HH owns software: communications/fax		1,435	9.9%	122
HH owns software: database/filing		1,353	9.4%	115
HH owns software: desktop publishing		2,138	14.8%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,678	11.6%	116
HH owns software: entertainment/games	4,818	33.4%	115
HH owns software: online meeting/conference	473	3.3%	114
HH owns software: personal finance/tax prep	2,765	19.1%	135
HH owns software: presentation graphics	1,394	9.7%	121
HH owns software: multimedia	2,562	17.7%	116
HH owns software: networking	1,898	13.1%	117
HH owns software: security/anti-virus	4,806	33.3%	118
HH owns software: spreadsheet	4,152	28.7%	124
HH owns software: utility	1,214	8.4%	119
HH owns software: web authoring	569	3.9%	114
HH owns software: word processing	5,871	40.6%	121
Spent \$500+ on software for home PC in last 12 mo	384	2.7%	111
Purchased computer book in last 12 months	704	4.9%	113
HH owns fax machine	1,051	7.3%	121
Purchased audio equipment in last 12 months	1,435	9.9%	102
Purchased headphones in last 12 months	576	4.0%	100
HH owns camcorder	3,504	24.3%	124
Purchased camcorder in last 12 months	317	2.2%	103
HH owns CD player	7,515	52.0%	113
Purchased CD player in last 12 months	596	4.1%	107
HH owns DVD player	10,331	71.5%	108
Purchased DVD player in last 12 months	1,522	10.5%	109
HH owns 1 TV	2,136	14.8%	75
HH owns 2 TVs	3,688	25.5%	97
HH owns 3 TVs	3,532	24.5%	109
HH owns 4+ TVs	3,815	26.4%	126
HH owns miniature screen TV (<13 in)	1,291	8.9%	113
Most recent TV purchase: miniature screen (<13 in)	384	2.7%	96
HH owns regular screen TV (13-26 in)	6,548	45.3%	104
Most recent TV purchase: regular screen (13-26 in)	3,125	21.6%	93
HH owns large screen TV (27-35 in)	7,227	50.0%	108
Most recent TV purchase: large screen (27-35 in)	4,485	31.1%	98
HH owns big screen TV (36-42 in)	3,212	22.2%	118
Most recent TV purchase: big screen (36-42 in)	2,329	16.1%	114
HH owns giant screen TV (over 42 in)	2,657	18.4%	129
Most recent TV purchase: giant screen (over 42 in)	2,088	14.5%	129
HH owns LCD TV	3,358	23.2%	121
HH owns plasma TV	1,356	9.4%	113
HH owns projection TV	967	6.7%	124
HH owns video game system	5,445	37.7%	113
Purchased video game system in last 12 months	1,803	12.5%	116
HH owns video game system: handheld	2,600	18.0%	117
HH owns video game system: attached to TV/computer	4,843	33.5%	113
HH owns video game system: Game Boy	1,137	7.9%	114
HH owns video game system: Game Boy Advance/SP	1,145	7.9%	120
HH owns video game system: Nintendo DS	1,326	9.2%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	788	5.5%	109
HH owns video game system: Nintendo Wii	1,262	8.7%	130
HH owns video game system: PlayStation 2	2,627	18.2%	110
HH owns video game system: PlayStation 3	594	4.1%	114
HH owns video game system: Sony PlayStation/PS One	646	4.5%	111
HH owns video game system: Sony PSP	463	3.2%	109
HH owns video game system: Xbox	958	6.6%	111
HH owns video game system: Xbox 360	1,081	7.5%	116
HH purchased 5+ video games in last 12 months	1,038	7.2%	111
HH spent \$101+ on video games in last 12 months	1,336	9.2%	115
Owns MP3 player	8,689	31.2%	116
Purchased MP3 player in last 12 months	3,334	12.0%	117
Owns Apple iPod	3,610	13.0%	117
Purchased Apple iPod in last 12 months	1,089	3.9%	116
Have any access to the Internet	25,551	91.7%	108
Have access to Internet: at home	22,866	82.1%	117
Have access to Internet: at work	12,658	45.4%	122
Have access to Internet: at school/library	7,510	27.0%	107
Have access to Internet: not hm/work/school/library	5,882	21.1%	109
Use Internet less than once a week	896	3.2%	81
Use Internet 1-2 times per week	1,349	4.8%	88
Use Internet 3-6 times per week	2,384	8.6%	106
Use Internet once a day	3,386	12.2%	110
Use Internet 2-4 times per day	5,811	20.9%	118
Use Internet 5 or more times per day	8,622	30.9%	124
Any Internet or online usage in last 30 days	22,449	80.6%	114
Used Internet in last 30 days: at home	20,668	74.2%	119
Used Internet in last 30 days: at work	11,189	40.2%	126
Used Internet in last 30 days: at school/library	1,908	6.8%	89
Used Internet/30 days: not home/work/school/library	2,621	9.4%	102
Internet last 30 days: used email	20,508	73.6%	118
Internet last 30 days: used Instant Messenger	7,731	27.7%	110
Internet last 30 days: paid bills online	11,540	41.4%	126
Internet last 30 days: visited online blog	2,980	10.7%	112
Internet last 30 days: wrote online blog	1,041	3.7%	101
Internet last 30 days: visited chat room	1,152	4.1%	89
Internet last 30 days: looked for employment	3,897	14.0%	107
Internet last 30 days: played games online	6,306	22.6%	108
Internet last 30 days: traded/tracked investments	4,151	14.9%	133
Internet last 30 days: downloaded music	5,765	20.7%	112
Internet last 30 days: made phone call	1,237	4.4%	120
Internet last 30 days: made personal purchase	10,656	38.2%	124
Internet last 30 days: made business purchase	3,387	12.2%	128
Internet last 30 days: made travel plans	6,062	21.8%	126
Internet last 30 days: watched online video	6,203	22.3%	116
Internet last 30 days: obtained new/used car info	3,070	11.0%	125
Internet last 30 days: obtained financial info	8,471	30.4%	127
Internet last 30 days: obtained medical info	5,461	19.6%	117
Internet last 30 days: obtained latest news	13,121	47.1%	122
Internet last 30 days: obtained real estate info	3,654	13.1%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	7,967	28.6%	123
Ordered anything on Internet in last 12 months	12,193	43.8%	127
Ordered on Internet/12 mo: airline ticket	6,268	22.5%	134
Ordered on Internet/12 mo: CD/tape	1,539	5.5%	126
Ordered on Internet/12 mo: clothing	5,034	18.1%	124
Ordered on Internet/12 mo: computer	1,141	4.1%	120
Ordered on Internet/12 mo: computer peripheral	1,519	5.5%	126
Ordered on Internet/12 mo: DVD	2,189	7.9%	120
Ordered on Internet/12 mo: flowers	1,757	6.3%	136
Ordered on Internet/12 mo: software	1,983	7.1%	125
Ordered on Internet/12 mo: tickets (concerts etc.)	3,573	12.8%	133
Ordered on Internet/12 mo: toy	1,748	6.3%	126
Purchased item from amazon.com in last 12 months	4,863	17.5%	124
Purchased item from barnes&noble.com in last 12 mo	1,175	4.2%	132
Purchased item from bestbuy.com in last 12 months	888	3.2%	126
Purchased item from ebay.com in last 12 months	3,165	11.4%	122
Purchased item from walmart.com in last 12 months	1,319	4.7%	116
Spent on Internet orders last 12 months: <\$100	1,690	6.1%	111
Spent on Internet orders last 12 months: \$100-199	1,674	6.0%	111
Spent on Internet orders last 12 months: \$200-499	2,828	10.2%	121
Spent on Internet orders last 12 months: \$500+	5,331	19.1%	132
Connection to Internet from home: dial-up modem	1,957	7.0%	84
Connection to Internet from home: cable modem	9,408	33.8%	125
Connection to Internet from home: DSL	8,168	29.3%	119
Connection to Internet from home: wireless	4,787	17.2%	125
Connection to Internet from home: any broadband	20,040	71.9%	122
DVDs rented in last 30 days: 1	853	3.1%	116
DVDs rented in last 30 days: 2	1,555	5.6%	121
DVDs rented in last 30 days: 3	1,038	3.7%	116
DVDs rented in last 30 days: 4	1,199	4.3%	111
DVDs rented in last 30 days: 5+	4,321	15.5%	117
Rented video tape/DVD last month: action/adventure	6,593	23.7%	117
Rented video tape/DVD last month: classic	1,515	5.4%	105
Rented video tape/DVD last month: comedy	6,727	24.1%	117
Rented video tape/DVD last month: drama	4,414	15.8%	117
Rented video tape/DVD last month: family/children	2,963	10.6%	120
Rented video tape/DVD last month: foreign	548	2.0%	99
Rented video tape/DVD last month: horror	2,010	7.2%	97
Rented video tape/DVD last month: romance	2,287	8.2%	109
Rented video tape/DVD last month: science fiction	1,588	5.7%	107
Rented video tape/DVD last mo at Blockbuster Video	4,337	15.6%	129
Rented video tape/DVD last mo at Hollywood Video	1,314	4.7%	114
Bought video tape/DVD last month: action/adventure	2,301	8.3%	99
Bought video tape/DVD last month: classic	610	2.2%	80
Bought video tape/DVD last month: comedy	2,333	8.4%	104
Bought video tape/DVD last month: drama	1,219	4.4%	101
Bought video tape/DVD last month: family/children	1,788	6.4%	109
Bought video tape/DVD last month: horror	568	2.0%	65
Bought video tape/DVD last month: romance	672	2.4%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	698	2.5%	101
Bought blank video tape in last 6 months	3,091	11.1%	98
Bought 7+ blank video tapes in last 6 months	663	2.4%	91
DVDs purchased in last 30 days: 1	1,587	5.7%	114
DVDs purchased in last 30 days: 2	1,525	5.5%	116
DVDs purchased in last 30 days: 3-4	1,306	4.7%	101
DVDs purchased in last 30 days: 5+	1,253	4.5%	86
Bought any camera in last 12 months	3,828	13.7%	107
Spent on cameras in last 12 months: <\$100	1,093	3.9%	89
Spent on cameras in last 12 months: \$100-199	928	3.3%	110
Spent on cameras in last 12 months: \$200+	1,329	4.8%	120
Own APS (point & shoot or SLR) camera	939	3.4%	122
Own digital camera	11,300	40.6%	123
Bought digital camera in last 12 months	2,249	8.1%	118
Own digital point & shoot camera	8,620	30.9%	124
Bought digital point & shoot camera in last 12 mo	1,651	5.9%	120
Own digital SLR camera	3,044	10.9%	118
Bought digital SLR camera in last 12 months	673	2.4%	107
Own 35mm auto focus point & shoot camera	1,470	5.3%	113
Own 35mm auto focus single lens reflex camera	766	2.7%	115
Own 35mm auto focus zoom camera	1,671	6.0%	107
Own 35mm single lens reflex camera	1,016	3.6%	121
Own Canon camera	5,297	19.0%	121
Bought Canon camera in last 12 months	688	2.5%	116
Own Fuji camera	1,122	4.0%	100
Own Kodak camera	3,544	12.7%	108
Bought Kodak camera in last 12 months	756	2.7%	91
Own Nikon camera	1,884	6.8%	125
Own Olympus camera	1,693	6.1%	134
Own Polaroid camera	554	2.0%	81
Bought any camera accessory in last 12 months	13,870	49.8%	117
Bought film in last 12 months	5,517	19.8%	104
Bought film in last 12 months: <3 rolls	2,569	9.2%	104
Bought film in last 12 months: 3-6 rolls	1,746	6.3%	100
Bought film in last 12 months: 7+ rolls	1,202	4.3%	102
Bought film in last 12 mo: APS (color prints)	790	2.8%	106
Bought film in last 12 mo: instant developing	490	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	252	0.9%	95
Bought film in last 12 mo: 35mm (color prints)	3,265	11.7%	103
Bought Fuji film in last 12 months	1,392	5.0%	99
Bought Kodak film in last 12 months	3,435	12.3%	104
Bought store-brand film in last 12 months	601	2.2%	101
Purchased film in last 12 mo: department store	781	2.8%	75
Purchased film in last 12 mo: discount store	1,418	5.1%	107

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,351	4.8%	103
Purchased film in last 12 mo: grocery store	611	2.2%	102
Purchased film in last 12 mo: 1 hour service store	636	2.3%	90
Had film processed at discount store	937	3.4%	102
Had film processed at drug store	1,258	4.5%	106
Had film processed at 1 hour service store	840	3.0%	104
Bought memory card for camera in last 12 months	2,483	8.9%	116
Own memory card for camera	8,533	30.6%	124

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Demographic Summary		2010	2015	
Population		73,743	77,322	
Population 18+		53,610	56,366	
Households		26,885	28,266	
Median Household Income		\$75,309	\$83,661	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		22,601	84.1%	114
Purchased home PC in last 12 months		4,878	18.1%	116
Purchased home PC 1-2 years ago		7,194	26.8%	119
Purchased home PC 3-4 years ago		6,266	23.3%	120
Purchased home PC 5+ years ago		2,743	10.2%	109
Spent <\$500 on home PC (most recent purchase)		2,315	8.6%	99
Spent \$500-999 on home PC (most recent purchase)		5,532	20.6%	115
Spent \$1000-1499 on home PC (most recent purchase)		4,210	15.7%	120
Spent \$1500-1999 on home PC (most recent purchase)		2,235	8.3%	117
Spent \$2000+ on home PC (most recent purchase)		2,121	7.9%	127
Purchased home PC at computer superstore		4,190	15.6%	122
Purchased home PC at department store		1,202	4.5%	91
Purchased home PC direct from manufacturer		4,619	17.2%	124
Purchased home PC at electronics store		3,444	12.8%	116
Purchased home PC on Internet		2,748	10.2%	119
Purchased home PC at warehouse discount outlet		669	2.5%	113
HH owns desktop PC		18,025	67.0%	117
HH owns laptop/notebook/tablet PC		10,107	37.6%	121
HH owns any Apple/Apple Mac clone brand PC		1,851	6.9%	110
HH owns any IBM/IBM compatible brand PC		20,826	77.5%	115
Brand of PC that HH owns: Compaq		2,566	9.5%	113
Brand of PC that HH owns: Dell		9,873	36.7%	119
Brand of PC that HH owns: Gateway		1,970	7.3%	110
Brand of PC that HH owns: Hewlett Packard		5,051	18.8%	121
Brand of PC that HH owns: Sony Vaio		850	3.2%	109
Child (under 18) uses home PC		7,321	27.2%	129
HH owns CD burner		11,752	43.7%	119
HH owns CD ROM drive		12,207	45.4%	116
HH owns DVD drive		7,972	29.7%	119
HH owns DVD-RW (DVD burner)		6,578	24.5%	119
HH owns external hard drive		4,683	17.4%	123
HH owns flash drive		6,928	25.8%	126
HH owns LAN/network interface card		3,821	14.2%	128
HH owns inkjet printer		13,465	50.1%	117
HH owns laser printer		4,598	17.1%	125
HH owns modem/fax modem		6,631	24.7%	119
HH owns removable cartridge storage device		1,671	6.2%	107
HH owns scanner		9,473	35.2%	124
HH owns PC speakers		13,197	49.1%	118
HH owns tape backup		846	3.1%	118
HH owns webcam		3,514	13.1%	115
HH owns software: accounting		3,088	11.5%	129
HH owns software: communications/fax		2,739	10.2%	125
HH owns software: database/filing		2,555	9.5%	117
HH owns software: desktop publishing		4,103	15.3%	126

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Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,082	11.5%	114
HH owns software: entertainment/games	9,003	33.5%	115
HH owns software: online meeting/conference	876	3.3%	114
HH owns software: personal finance/tax prep	5,208	19.4%	137
HH owns software: presentation graphics	2,670	9.9%	124
HH owns software: multimedia	4,759	17.7%	116
HH owns software: networking	3,561	13.2%	118
HH owns software: security/anti-virus	9,037	33.6%	120
HH owns software: spreadsheet	7,910	29.4%	127
HH owns software: utility	2,246	8.4%	118
HH owns software: web authoring	1,070	4.0%	115
HH owns software: word processing	11,088	41.2%	123
Spent \$500+ on software for home PC in last 12 mo	736	2.7%	114
Purchased computer book in last 12 months	1,304	4.9%	112
HH owns fax machine	2,043	7.6%	126
Purchased audio equipment in last 12 months	2,690	10.0%	103
Purchased headphones in last 12 months	1,094	4.1%	102
HH owns camcorder	6,926	25.8%	132
Purchased camcorder in last 12 months	617	2.3%	108
HH owns CD player	14,026	52.2%	113
Purchased CD player in last 12 months	1,079	4.0%	104
HH owns DVD player	19,244	71.6%	108
Purchased DVD player in last 12 months	2,817	10.5%	108
HH owns 1 TV	3,852	14.3%	73
HH owns 2 TVs	6,727	25.0%	95
HH owns 3 TVs	6,578	24.5%	109
HH owns 4+ TVs	7,322	27.2%	130
HH owns miniature screen TV (<13 in)	2,385	8.9%	112
Most recent TV purchase: miniature screen (<13 in)	675	2.5%	91
HH owns regular screen TV (13-26 in)	12,099	45.0%	104
Most recent TV purchase: regular screen (13-26 in)	5,670	21.1%	90
HH owns large screen TV (27-35 in)	13,399	49.8%	107
Most recent TV purchase: large screen (27-35 in)	8,213	30.5%	97
HH owns big screen TV (36-42 in)	6,219	23.1%	122
Most recent TV purchase: big screen (36-42 in)	4,509	16.8%	119
HH owns giant screen TV (over 42 in)	5,163	19.2%	135
Most recent TV purchase: giant screen (over 42 in)	4,023	15.0%	134
HH owns LCD TV	6,398	23.8%	124
HH owns plasma TV	2,738	10.2%	123
HH owns projection TV	1,887	7.0%	130
HH owns video game system	10,300	38.3%	115
Purchased video game system in last 12 months	3,429	12.8%	118
HH owns video game system: handheld	4,954	18.4%	120
HH owns video game system: attached to TV/computer	9,190	34.2%	116
HH owns video game system: Game Boy	2,214	8.2%	120
HH owns video game system: Game Boy Advance/SP	2,185	8.1%	123
HH owns video game system: Nintendo DS	2,588	9.6%	127

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

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CLERMONT COUNTY, OHIO
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Longitude: -84.2515

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,489	5.5%	110
HH owns video game system: Nintendo Wii	2,461	9.2%	136
HH owns video game system: PlayStation 2	4,921	18.3%	111
HH owns video game system: PlayStation 3	1,113	4.1%	114
HH owns video game system: Sony PlayStation/PS One	1,231	4.6%	113
HH owns video game system: Sony PSP	863	3.2%	110
HH owns video game system: Xbox	1,790	6.7%	112
HH owns video game system: Xbox 360	2,056	7.6%	118
HH purchased 5+ video games in last 12 months	1,974	7.3%	113
HH spent \$101+ on video games in last 12 months	2,531	9.4%	117
Owns MP3 player	16,836	31.4%	117
Purchased MP3 player in last 12 months	6,427	12.0%	118
Owns Apple iPod	7,071	13.2%	119
Purchased Apple iPod in last 12 months	2,089	3.9%	115
Have any access to the Internet	49,225	91.8%	109
Have access to Internet: at home	44,389	82.8%	118
Have access to Internet: at work	24,446	45.6%	122
Have access to Internet: at school/library	14,154	26.4%	105
Have access to Internet: not hm/work/school/library	11,414	21.3%	110
Use Internet less than once a week	1,631	3.0%	76
Use Internet 1-2 times per week	2,616	4.9%	88
Use Internet 3-6 times per week	4,434	8.3%	103
Use Internet once a day	6,588	12.3%	111
Use Internet 2-4 times per day	11,210	20.9%	119
Use Internet 5 or more times per day	17,058	31.8%	127
Any Internet or online usage in last 30 days	43,537	81.2%	115
Used Internet in last 30 days: at home	40,224	75.0%	121
Used Internet in last 30 days: at work	21,675	40.4%	127
Used Internet in last 30 days: at school/library	3,743	7.0%	91
Used Internet/30 days: not home/work/school/library	5,215	9.7%	105
Internet last 30 days: used email	39,870	74.4%	119
Internet last 30 days: used Instant Messenger	14,933	27.9%	110
Internet last 30 days: paid bills online	21,898	40.8%	124
Internet last 30 days: visited online blog	5,846	10.9%	114
Internet last 30 days: wrote online blog	2,028	3.8%	102
Internet last 30 days: visited chat room	2,190	4.1%	88
Internet last 30 days: looked for employment	7,353	13.7%	105
Internet last 30 days: played games online	11,686	21.8%	104
Internet last 30 days: traded/tracked investments	8,496	15.8%	142
Internet last 30 days: downloaded music	10,905	20.3%	110
Internet last 30 days: made phone call	2,348	4.4%	119
Internet last 30 days: made personal purchase	21,083	39.3%	128
Internet last 30 days: made business purchase	6,632	12.4%	130
Internet last 30 days: made travel plans	12,368	23.1%	134
Internet last 30 days: watched online video	11,854	22.1%	115
Internet last 30 days: obtained new/used car info	5,834	10.9%	123
Internet last 30 days: obtained financial info	16,485	30.7%	128
Internet last 30 days: obtained medical info	10,700	20.0%	120
Internet last 30 days: obtained latest news	25,636	47.8%	124
Internet last 30 days: obtained real estate info	7,428	13.9%	129

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	15,609	29.1%	126
Ordered anything on Internet in last 12 months	24,048	44.9%	130
Ordered on Internet/12 mo: airline ticket	12,616	23.5%	141
Ordered on Internet/12 mo: CD/tape	3,049	5.7%	130
Ordered on Internet/12 mo: clothing	10,129	18.9%	130
Ordered on Internet/12 mo: computer	2,307	4.3%	126
Ordered on Internet/12 mo: computer peripheral	3,026	5.6%	130
Ordered on Internet/12 mo: DVD	4,219	7.9%	120
Ordered on Internet/12 mo: flowers	3,617	6.7%	146
Ordered on Internet/12 mo: software	4,054	7.6%	133
Ordered on Internet/12 mo: tickets (concerts etc.)	7,134	13.3%	138
Ordered on Internet/12 mo: toy	3,478	6.5%	130
Purchased item from amazon.com in last 12 months	9,845	18.4%	131
Purchased item from barnes&noble.com in last 12 mo	2,339	4.4%	136
Purchased item from bestbuy.com in last 12 months	1,661	3.1%	123
Purchased item from ebay.com in last 12 months	6,076	11.3%	122
Purchased item from walmart.com in last 12 months	2,434	4.5%	111
Spent on Internet orders last 12 months: <\$100	3,246	6.1%	111
Spent on Internet orders last 12 months: \$100-199	3,173	5.9%	110
Spent on Internet orders last 12 months: \$200-499	5,491	10.2%	122
Spent on Internet orders last 12 months: \$500+	10,856	20.3%	139
Connection to Internet from home: dial-up modem	3,990	7.4%	89
Connection to Internet from home: cable modem	18,099	33.8%	125
Connection to Internet from home: DSL	15,838	29.5%	120
Connection to Internet from home: wireless	9,545	17.8%	129
Connection to Internet from home: any broadband	38,748	72.3%	122
DVDs rented in last 30 days: 1	1,590	3.0%	112
DVDs rented in last 30 days: 2	3,017	5.6%	122
DVDs rented in last 30 days: 3	1,966	3.7%	115
DVDs rented in last 30 days: 4	2,276	4.2%	110
DVDs rented in last 30 days: 5+	8,217	15.3%	116
Rented video tape/DVD last month: action/adventure	12,465	23.3%	115
Rented video tape/DVD last month: classic	2,958	5.5%	106
Rented video tape/DVD last month: comedy	12,660	23.6%	114
Rented video tape/DVD last month: drama	8,372	15.6%	115
Rented video tape/DVD last month: family/children	5,716	10.7%	120
Rented video tape/DVD last month: foreign	1,078	2.0%	102
Rented video tape/DVD last month: horror	3,667	6.8%	92
Rented video tape/DVD last month: romance	4,276	8.0%	106
Rented video tape/DVD last month: science fiction	3,013	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	8,292	15.5%	128
Rented video tape/DVD last mo at Hollywood Video	2,417	4.5%	109
Bought video tape/DVD last month: action/adventure	4,469	8.3%	100
Bought video tape/DVD last month: classic	1,248	2.3%	86
Bought video tape/DVD last month: comedy	4,379	8.2%	101
Bought video tape/DVD last month: drama	2,305	4.3%	100
Bought video tape/DVD last month: family/children	3,605	6.7%	114
Bought video tape/DVD last month: horror	1,102	2.1%	65
Bought video tape/DVD last month: romance	1,265	2.4%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,317	2.5%	99
Bought blank video tape in last 6 months	6,132	11.4%	101
Bought 7+ blank video tapes in last 6 months	1,352	2.5%	97
DVDs purchased in last 30 days: 1	3,147	5.9%	118
DVDs purchased in last 30 days: 2	2,805	5.2%	110
DVDs purchased in last 30 days: 3-4	2,587	4.8%	104
DVDs purchased in last 30 days: 5+	2,362	4.4%	85
Bought any camera in last 12 months	7,431	13.9%	108
Spent on cameras in last 12 months: <\$100	2,128	4.0%	90
Spent on cameras in last 12 months: \$100-199	1,811	3.4%	112
Spent on cameras in last 12 months: \$200+	2,643	4.9%	124
Own APS (point & shoot or SLR) camera	1,785	3.3%	121
Own digital camera	21,996	41.0%	124
Bought digital camera in last 12 months	4,343	8.1%	118
Own digital point & shoot camera	16,798	31.3%	126
Bought digital point & shoot camera in last 12 mo	3,169	5.9%	120
Own digital SLR camera	5,975	11.1%	120
Bought digital SLR camera in last 12 months	1,350	2.5%	112
Own 35mm auto focus point & shoot camera	2,776	5.2%	111
Own 35mm auto focus single lens reflex camera	1,540	2.9%	121
Own 35mm auto focus zoom camera	3,386	6.3%	112
Own 35mm single lens reflex camera	1,974	3.7%	123
Own Canon camera	10,571	19.7%	125
Bought Canon camera in last 12 months	1,367	2.6%	120
Own Fuji camera	2,112	3.9%	97
Own Kodak camera	6,742	12.6%	106
Bought Kodak camera in last 12 months	1,410	2.6%	88
Own Nikon camera	3,704	6.9%	128
Own Olympus camera	3,192	6.0%	131
Own Polaroid camera	1,114	2.1%	84
Bought any camera accessory in last 12 months	26,965	50.3%	118
Bought film in last 12 months	10,469	19.5%	102
Bought film in last 12 months: <3 rolls	4,834	9.0%	101
Bought film in last 12 months: 3-6 rolls	3,299	6.2%	98
Bought film in last 12 months: 7+ rolls	2,333	4.4%	103
Bought film in last 12 mo: APS (color prints)	1,473	2.7%	103
Bought film in last 12 mo: instant developing	967	1.8%	90
Bought film in last 12 mo: 35mm (black & white)	449	0.8%	88
Bought film in last 12 mo: 35mm (color prints)	6,215	11.6%	102
Bought Fuji film in last 12 months	2,625	4.9%	97
Bought Kodak film in last 12 months	6,566	12.2%	103
Bought store-brand film in last 12 months	1,168	2.2%	102
Purchased film in last 12 mo: department store	1,498	2.8%	75
Purchased film in last 12 mo: discount store	2,616	4.9%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,496	4.7%	99
Purchased film in last 12 mo: grocery store	1,123	2.1%	98
Purchased film in last 12 mo: 1 hour service store	1,171	2.2%	86
Had film processed at discount store	1,758	3.3%	99
Had film processed at drug store	2,318	4.3%	101
Had film processed at 1 hour service store	1,508	2.8%	97
Bought memory card for camera in last 12 months	4,782	8.9%	117
Own memory card for camera	16,756	31.3%	126

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CLERMONT COUNTY, OHIO
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Financial Investments Market Potential

Business 28
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Latitude: 39.19162
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Demographic Summary		2010	2015	
Population		6,671	6,945	
Population 18+		5,000	5,212	
Households		2,753	2,888	
Median Household Income		\$65,637	\$79,029	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,543	50.9%	103
Bank/financial institution: use savings & loan		539	10.8%	103
Bank/financial institution: use credit union		1,357	27.1%	120
Bank/financial institution: use fed savings bank		114	2.3%	99
Bank/financial institution: use mutual funds co		189	3.8%	116
Bank/financial institution: use Internet Bank		221	4.4%	102
Used ATM/cash machine in last 12 months		2,874	57.5%	113
Banked in person in last 12 months		2,766	55.3%	107
Banked by mail in last 12 months		280	5.6%	105
Banked by phone in last 12 months		841	16.8%	112
Did banking over the Internet in last 12 months		1,660	33.2%	122
Used direct deposit of paycheck in last 12 months		2,200	44.0%	114
Have interest checking account		1,792	35.8%	111
Have non-interest checking account		1,356	27.1%	102
Have money market account		717	14.3%	116
Have savings account		2,068	41.4%	114
Have 401K retirement savings		1,105	22.1%	125
Have IRA retirement savings		860	17.2%	114
Have auto loan for new car		681	13.6%	118
Have personal loan for education only		245	4.9%	121
Have personal loan-not for education		138	2.8%	110
Have home mortgage (1st)		1,223	24.5%	127
Have 2nd mortgage (equity loan)		418	8.4%	133
Have home equity line of credit		387	7.7%	129
Have personal line of credit		271	5.4%	120
Have overdraft protection		836	16.7%	126
Own any securities investment		1,340	26.8%	107
Own annuities		169	3.4%	111
Own certificate of deposit (6 months or less)		191	3.8%	109
Own certificate of deposit (more than 6 months)		302	6.0%	108
Own common/preferred stock in company you work for		189	3.8%	125
Own common stock in company you don't work for		358	7.2%	113
Own insured money market account (bank)		125	2.5%	121
Own shares in money market fund		416	8.3%	125
Own shares in mutual fund (bonds)		364	7.3%	123
Own shares in mutual fund (stock)		551	11.0%	117
Own any stock		500	10.0%	109
Own stock with market value <\$10000		175	3.5%	113
Own stock with market value \$10000-49999		130	2.6%	104
Own stock with market value \$50000+		159	3.2%	127

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	354	7.1%	103
Used financial planning counsel in last 12 months	450	9.0%	115
Used full service brokerage firm in last 12 months	338	6.8%	109
Own any credit/debit card (in own name)	3,916	78.3%	106
Own American Express card (in own name)	694	13.9%	112
Own Discover card (in own name)	583	11.7%	104
Own MasterCard (in own name)	1,901	38.0%	111
Own Visa (in own name)	2,727	54.5%	111
Own any department store credit card (in own name)	1,650	33.0%	106
Avg monthly credit card expenditures: <\$111	695	13.9%	100
Avg monthly credit card expenditures: \$111-225	381	7.6%	98
Avg monthly credit card expenditures: \$226-450	364	7.3%	97
Avg monthly credit card expenditures: \$451-700	342	6.8%	107
Avg monthly credit card expenditures: \$701+	768	15.4%	115

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CLERMONT COUNTY, OHIO
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Ring: 3 miles radius

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Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015	
Population		37,585	39,358	
Population 18+		27,860	29,144	
Households		14,444	15,168	
Median Household Income		\$71,498	\$80,364	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		15,223	54.6%	111
Bank/financial institution: use savings & loan		3,038	10.9%	104
Bank/financial institution: use credit union		7,805	28.0%	124
Bank/financial institution: use fed savings bank		685	2.5%	107
Bank/financial institution: use mutual funds co		1,107	4.0%	122
Bank/financial institution: use Internet Bank		1,350	4.8%	112
Used ATM/cash machine in last 12 months		16,566	59.5%	117
Banked in person in last 12 months		15,926	57.2%	110
Banked by mail in last 12 months		1,778	6.4%	119
Banked by phone in last 12 months		4,737	17.0%	113
Did banking over the Internet in last 12 months		9,791	35.1%	129
Used direct deposit of paycheck in last 12 months		12,760	45.8%	119
Have interest checking account		10,734	38.5%	120
Have non-interest checking account		8,063	28.9%	109
Have money market account		4,462	16.0%	130
Have savings account		11,978	43.0%	118
Have 401K retirement savings		6,563	23.6%	133
Have IRA retirement savings		5,300	19.0%	126
Have auto loan for new car		3,978	14.3%	124
Have personal loan for education only		1,312	4.7%	116
Have personal loan-not for education		726	2.6%	104
Have home mortgage (1st)		7,270	26.1%	136
Have 2nd mortgage (equity loan)		2,543	9.1%	145
Have home equity line of credit		2,204	7.9%	132
Have personal line of credit		1,502	5.4%	119
Have overdraft protection		4,730	17.0%	128
Own any securities investment		8,486	30.5%	122
Own annuities		993	3.6%	117
Own certificate of deposit (6 months or less)		1,159	4.2%	118
Own certificate of deposit (more than 6 months)		1,759	6.3%	113
Own common/preferred stock in company you work for		1,136	4.1%	135
Own common stock in company you don't work for		2,279	8.2%	130
Own insured money market account (bank)		747	2.7%	130
Own shares in money market fund		2,390	8.6%	129
Own shares in mutual fund (bonds)		2,212	7.9%	134
Own shares in mutual fund (stock)		3,513	12.6%	134
Own any stock		3,272	11.7%	128
Own stock with market value <\$10000		1,023	3.7%	118
Own stock with market value \$10000-49999		878	3.2%	126
Own stock with market value \$50000+		893	3.2%	128

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	2,225	8.0%	117
Used financial planning counsel in last 12 months	2,767	9.9%	126
Used full service brokerage firm in last 12 months	2,195	7.9%	127
Own any credit/debit card (in own name)	22,832	82.0%	111
Own American Express card (in own name)	4,313	15.5%	125
Own Discover card (in own name)	3,713	13.3%	119
Own MasterCard (in own name)	11,252	40.4%	118
Own Visa (in own name)	15,888	57.0%	116
Own any department store credit card (in own name)	10,077	36.2%	117
Avg monthly credit card expenditures: <\$111	4,062	14.6%	105
Avg monthly credit card expenditures: \$111-225	2,325	8.3%	107
Avg monthly credit card expenditures: \$226-450	2,359	8.5%	113
Avg monthly credit card expenditures: \$451-700	2,085	7.5%	117
Avg monthly credit card expenditures: \$701+	4,864	17.5%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Business 28
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Latitude: 39.19162

Longitude: -84.2515

Demographic Summary		2010	2015	
Population		73,743	77,322	
Population 18+		53,610	56,366	
Households		26,885	28,266	
Median Household Income		\$75,309	\$83,661	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		29,720	55.4%	112
Bank/financial institution: use savings & loan		6,001	11.2%	107
Bank/financial institution: use credit union		14,358	26.8%	118
Bank/financial institution: use fed savings bank		1,288	2.4%	104
Bank/financial institution: use mutual funds co		2,295	4.3%	131
Bank/financial institution: use Internet Bank		2,706	5.0%	117
Used ATM/cash machine in last 12 months		31,875	59.5%	117
Banked in person in last 12 months		30,814	57.5%	111
Banked by mail in last 12 months		3,429	6.4%	120
Banked by phone in last 12 months		9,034	16.9%	112
Did banking over the Internet in last 12 months		18,717	34.9%	128
Used direct deposit of paycheck in last 12 months		24,348	45.4%	118
Have interest checking account		21,000	39.2%	122
Have non-interest checking account		15,502	28.9%	109
Have money market account		9,053	16.9%	137
Have savings account		23,104	43.1%	119
Have 401K retirement savings		12,985	24.2%	137
Have IRA retirement savings		10,756	20.1%	133
Have auto loan for new car		7,571	14.1%	122
Have personal loan for education only		2,540	4.7%	117
Have personal loan-not for education		1,422	2.7%	105
Have home mortgage (1st)		14,444	26.9%	140
Have 2nd mortgage (equity loan)		4,971	9.3%	147
Have home equity line of credit		4,639	8.7%	144
Have personal line of credit		2,887	5.4%	119
Have overdraft protection		9,167	17.1%	128
Own any securities investment		16,695	31.1%	125
Own annuities		1,926	3.6%	118
Own certificate of deposit (6 months or less)		2,225	4.2%	118
Own certificate of deposit (more than 6 months)		3,434	6.4%	115
Own common/preferred stock in company you work for		2,309	4.3%	143
Own common stock in company you don't work for		4,665	8.7%	138
Own insured money market account (bank)		1,487	2.8%	135
Own shares in money market fund		4,986	9.3%	140
Own shares in mutual fund (bonds)		4,342	8.1%	137
Own shares in mutual fund (stock)		6,972	13.0%	138
Own any stock		6,663	12.4%	135
Own stock with market value <\$10000		1,993	3.7%	120
Own stock with market value \$10000-49999		1,788	3.3%	133
Own stock with market value \$50000+		1,945	3.6%	145

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	4,399	8.2%	120
Used financial planning counsel in last 12 months	5,507	10.3%	131
Used full service brokerage firm in last 12 months	4,377	8.2%	132
Own any credit/debit card (in own name)	43,849	81.8%	111
Own American Express card (in own name)	8,977	16.7%	135
Own Discover card (in own name)	7,108	13.3%	119
Own MasterCard (in own name)	21,645	40.4%	118
Own Visa (in own name)	30,333	56.6%	115
Own any department store credit card (in own name)	19,424	36.2%	117
Avg monthly credit card expenditures: <\$111	7,403	13.8%	100
Avg monthly credit card expenditures: \$111-225	4,323	8.1%	104
Avg monthly credit card expenditures: \$226-450	4,435	8.3%	111
Avg monthly credit card expenditures: \$451-700	4,012	7.5%	117
Avg monthly credit card expenditures: \$701+	10,172	19.0%	142

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

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Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015	
Population		6,671	6,945	
Population 18+		5,000	5,212	
Households		2,753	2,888	
Median Household Income		\$65,637	\$79,029	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		1,702	61.8%	120
HH owns any bird		77	2.8%	96
HH owns any cat		760	27.6%	115
HH owns any dog		1,297	47.1%	124
HH owns 1 cat		390	14.2%	111
HH owns 2+ cats		370	13.4%	116
HH owns 1 dog		789	28.7%	122
HH owns 2+ dogs		508	18.5%	126
HH used canned cat food in last 6 months		349	12.7%	109
HH used <4 cans of cat food in last 7 days		134	4.9%	112
HH used 8+ cans of cat food in last 7 days		99	3.6%	100
HH used packaged dry cat food in last 6 months		752	27.3%	118
HH used <5 pounds of packaged dry cat food last mo		287	10.4%	128
HH used 11+ pounds of packaged dry cat food last mo		219	8.0%	110
HH used cat treats in last 6 months		323	11.7%	114
HH used cat litter in last 6 months		666	24.2%	118
HH used canned dog food in last 6 months		409	14.9%	112
HH used packaged dry dog food in last 6 months		1,265	46.0%	126
HH used <10 pounds of pkgd dry dog food last month		570	20.7%	124
HH used 25+ pounds of pkgd dry dog food last month		429	15.6%	142
HH used dog biscuits/treats in last 6 months		1,031	37.5%	126
HH used <2 packages of dog biscuits/treats last mo		539	19.6%	132
HH used 4+ packages of dog biscuits/treats last mo		162	5.9%	106
HH used flea/tick care prod for cat/dog last 12 mo		1,121	40.7%	120
HH member took pet to vet in last 12 mo: 1 time		442	16.1%	127
HH member took pet to vet in last 12 mo: 2 times		364	13.2%	120
HH member took pet to vet in last 12 mo: 3 times		165	6.0%	106
HH member took pet to vet in last 12 mo: 4 times		115	4.2%	101
HH member took pet to vet in last 12 mo: 5+ times		215	7.8%	140
Bought pet food from vet in last 12 months		176	6.4%	125
Bought flea control product from vet in last 12 mo		451	16.4%	123

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Business 28
949 STHY 28, , OH, 45150
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Latitude: 39.19162
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Demographic Summary		2010	2015	
Population		37,585	39,358	
Population 18+		27,860	29,144	
Households		14,444	15,168	
Median Household Income		\$71,498	\$80,364	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		8,291	57.4%	111
HH owns any bird		397	2.7%	95
HH owns any cat		3,736	25.9%	107
HH owns any dog		6,127	42.4%	112
HH owns 1 cat		2,011	13.9%	109
HH owns 2+ cats		1,723	11.9%	103
HH owns 1 dog		3,896	27.0%	115
HH owns 2+ dogs		2,230	15.4%	105
HH used canned cat food in last 6 months		1,792	12.4%	107
HH used <4 cans of cat food in last 7 days		645	4.5%	103
HH used 8+ cans of cat food in last 7 days		528	3.7%	102
HH used packaged dry cat food in last 6 months		3,606	25.0%	108
HH used <5 pounds of packaged dry cat food last mo		1,295	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		993	6.9%	95
HH used cat treats in last 6 months		1,579	10.9%	106
HH used cat litter in last 6 months		3,281	22.7%	111
HH used canned dog food in last 6 months		2,018	14.0%	106
HH used packaged dry dog food in last 6 months		5,906	40.9%	112
HH used <10 pounds of pkgd dry dog food last month		2,585	17.9%	108
HH used 25+ pounds of pkgd dry dog food last month		1,800	12.5%	113
HH used dog biscuits/treats in last 6 months		4,862	33.7%	114
HH used <2 packages of dog biscuits/treats last mo		2,482	17.2%	116
HH used 4+ packages of dog biscuits/treats last mo		805	5.6%	101
HH used flea/tick care prod for cat/dog last 12 mo		5,261	36.4%	107
HH member took pet to vet in last 12 mo: 1 time		2,096	14.5%	114
HH member took pet to vet in last 12 mo: 2 times		1,793	12.4%	112
HH member took pet to vet in last 12 mo: 3 times		889	6.2%	109
HH member took pet to vet in last 12 mo: 4 times		678	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times		942	6.5%	117
Bought pet food from vet in last 12 months		806	5.6%	109
Bought flea control product from vet in last 12 mo		2,233	15.5%	116

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Business 28
949 STHY 28, , OH, 45150
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Latitude: 39.19162
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Demographic Summary		2010	2015	
Population		73,743	77,322	
Population 18+		53,610	56,366	
Households		26,885	28,266	
Median Household Income		\$75,309	\$83,661	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		15,926	59.2%	115
HH owns any bird		764	2.8%	98
HH owns any cat		7,137	26.5%	110
HH owns any dog		11,966	44.5%	118
HH owns 1 cat		3,738	13.9%	109
HH owns 2+ cats		3,396	12.6%	109
HH owns 1 dog		7,476	27.8%	119
HH owns 2+ dogs		4,490	16.7%	114
HH used canned cat food in last 6 months		3,362	12.5%	107
HH used <4 cans of cat food in last 7 days		1,225	4.6%	105
HH used 8+ cans of cat food in last 7 days		985	3.7%	102
HH used packaged dry cat food in last 6 months		6,912	25.7%	111
HH used <5 pounds of packaged dry cat food last mo		2,482	9.2%	113
HH used 11+ pounds of packaged dry cat food last mo		1,934	7.2%	100
HH used cat treats in last 6 months		2,949	11.0%	107
HH used cat litter in last 6 months		6,201	23.1%	113
HH used canned dog food in last 6 months		3,853	14.3%	108
HH used packaged dry dog food in last 6 months		11,538	42.9%	118
HH used <10 pounds of pkgd dry dog food last month		5,040	18.7%	113
HH used 25+ pounds of pkgd dry dog food last month		3,579	13.3%	121
HH used dog biscuits/treats in last 6 months		9,513	35.4%	119
HH used <2 packages of dog biscuits/treats last mo		4,949	18.4%	124
HH used 4+ packages of dog biscuits/treats last mo		1,585	5.9%	106
HH used flea/tick care prod for cat/dog last 12 mo		10,259	38.2%	112
HH member took pet to vet in last 12 mo: 1 time		4,072	15.1%	119
HH member took pet to vet in last 12 mo: 2 times		3,435	12.8%	116
HH member took pet to vet in last 12 mo: 3 times		1,706	6.3%	113
HH member took pet to vet in last 12 mo: 4 times		1,262	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times		1,858	6.9%	124
Bought pet food from vet in last 12 months		1,598	5.9%	116
Bought flea control product from vet in last 12 mo		4,366	16.2%	122

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

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Health and Beauty Market Potential

Business 28
 949 STHY 28, , OH, 45150
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 Latitude: 39.19162
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Demographic Summary		2010	2015	
Population		6,671	6,945	
Population 18+		5,000	5,212	
Households		2,753	2,888	
Median Household Income		\$65,637	\$79,029	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,730	34.6%	115
Exercise at club 2+ times per week		608	12.2%	99
Exercise at other facility (not club) 2+ times/wk		466	9.3%	115
Own stationary bicycle		289	5.8%	102
Own treadmill		572	11.4%	117
Own weight lifting equipment		758	15.2%	117
Presently controlling diet		2,149	43.0%	104
Diet control for blood sugar level		334	6.7%	91
Diet control for cholesterol level		466	9.3%	92
Diet control to maintain weight		581	11.6%	104
Diet control for physical fitness		536	10.7%	107
Diet control for salt restriction		121	2.4%	72
Diet control for weight loss		797	15.9%	112
Used doctor's care/diet for diet method		136	2.7%	90
Used exercise program for diet method		509	10.2%	120
Used Weight Watchers as diet method		159	3.2%	104
Buy foods specifically labeled as fat-free		877	17.5%	100
Buy foods specifically labeled as high fiber		583	11.7%	102
Buy foods specifically labeled as high protein		259	5.2%	95
Buy foods specifically labeled as lactose-free		107	2.1%	116
Buy foods specifically labeled as low-calorie		562	11.2%	104
Buy foods specifically labeled as low-carb		409	8.2%	106
Buy foods specifically labeled as low-cholesterol		376	7.5%	91
Buy foods specifically labeled as low-fat		707	14.1%	106
Buy foods specifically labeled as low-sodium		440	8.8%	98
Buy foods specifically labeled as natural/organic		512	10.2%	122
Buy foods specifically labeled as sugar-free		723	14.5%	109
Used butter alternatives in last 6 months		201	4.0%	96
Used egg alternatives in last 6 months		717	14.3%	101
Used salt alternatives in last 6 months		1,382	27.6%	99
Drank meal/dietary supplement in last 6 months		352	7.0%	96
Used nutrition/energy bar in last 6 months		780	15.6%	110
Drank sports drink/thirst quencher in last 6 mo		1,622	32.4%	102
Used vitamin/dietary supplement in last 6 months		2,532	50.6%	104
Vitamin/dietary suppl used/6 mo: antioxidant		117	2.3%	80
Vitamin/dietary suppl used/6 mo: B complex		257	5.1%	106
Vitamin/dietary suppl used/6 mo: B complex+C		85	1.7%	88
Vitamin/dietary suppl used/6 mo: B-6		93	1.9%	92
Vitamin/dietary suppl used/6 mo: B-12		276	5.5%	98
Vitamin/dietary suppl used/6 mo: C		420	8.4%	100
Vitamin/dietary suppl used/6 mo: calcium		529	10.6%	98

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Business 28
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Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	234	4.7%	95
Vitamin/dietary suppl used/6 mo: E	282	5.6%	113
Vitamin/dietary suppl used/6 mo: garlic	89	1.8%	104
Vitamin/dietary suppl used/6 mo: glucosamine	266	5.3%	115
Vitamin/dietary suppl used/6 mo: multiple formula	658	13.2%	112
Vitamin/dietary suppl used/6 mo: multiple w/iron	224	4.5%	104
Vitamin/dietary suppl used/6 mo: mult w/minerals	347	6.9%	117
Vitamin/dietary suppl used/6 mo: zinc	112	2.2%	97
Vitamin/dietary suppl/6 mo: Caltrate 600	118	2.4%	89
Vitamin/dietary suppl/6 mo: Centrum	280	5.6%	96
Vitamin/dietary suppl/6 mo: Nature Made	323	6.5%	110
Visited doctor in last 12 months	4,012	80.2%	103
Visited doctor in last 12 months: 1-3 times	1,783	35.7%	105
Visited doctor in last 12 months: 4-7 times	1,109	22.2%	100
Visited doctor in last 12 months: 8+ times	1,121	22.4%	104
Visited doctor in last 12 mo: allergist	101	2.0%	84
Visited doctor in last 12 mo: cardiologist	331	6.6%	94
Visited doctor in last 12 mo: chiropractor	389	7.8%	104
Visited doctor in last 12 mo: dentist	1,960	39.2%	104
Visited doctor in last 12 mo: dermatologist	415	8.3%	116
Visited doctor in last 12 mo: ear/nose/throat	206	4.1%	90
Visited doctor in last 12 mo: eye	1,021	20.4%	99
Visited doctor in last 12 mo: general/family	2,192	43.8%	103
Visited doctor in last 12 mo: internist	326	6.5%	89
Visited doctor in last 12 mo: physical therapist	218	4.4%	96
Visited doctor in last 12 mo: podiatrist	150	3.0%	89
Visited doctor in last 12 mo: urologist	212	4.2%	110
Visited nurse practitioner in last 12 months	197	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	1,727	34.5%	100
Wear bi-focals	721	14.4%	92
Wear disposable contact lenses	375	7.5%	116
Wear soft contact lenses	554	11.1%	126
Spent on contact lenses in last 12 mo: <\$100	178	3.6%	128
Spent on contact lenses in last 12 mo: \$100-199	215	4.3%	115
Spent on contact lenses in last 12 mo: \$200+	172	3.4%	114
Bought prescription eyewear: discount optical ctr	465	9.3%	117
Bought prescription eyewear: from eye doctor	1,218	24.4%	95
Bought prescription eyewear: retail optical chain	589	11.8%	106
Used prescription drug for allergy/hay fever	400	8.0%	114
Used prescription drug for anxiety/panic	193	3.9%	94
Used prescription drug for arthritis/rheumatism	87	1.7%	66
Used prescription drug for asthma	175	3.5%	85
Used prescription drug for backache/back pain	373	7.5%	101
Used prescription drug for depression	321	6.4%	109
Used prescr drug for diabetes (insulin dependent)	92	1.8%	93
Used prescr drug for diabetes (non-insulin)	160	3.2%	86
Used prescription drug for eczema/skin itch/rash	121	2.4%	116

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	338	6.8%	102
Used prescription drug for high blood pressure	549	11.0%	88
Used prescription drug for high cholesterol	435	8.7%	100
Used prescription drug for migraine headache	207	4.1%	112
Used prescription drug for sinus congest./headache	269	5.4%	111
Used prescription drug for urinary tract infection	161	3.2%	103
Used last 6 mo: adhesive bandages	2,819	56.4%	102
Used last 6 mo: athlete's foot/foot care product	603	12.1%	86
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,520	50.4%	106
Used last 6 mo: children's cold tablets/liquids	883	17.7%	117
Used last 6 mo: contact lens cleaning solution	757	15.1%	124
Used last 6 mo: cotton swabs	2,535	50.7%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	2,348	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,710	34.2%	100
Used last 6 mo: children's cough syrup	777	15.5%	109
Used last 6 mo: diarrhea remedy	757	15.1%	92
Used last 6 mo: eye wash and drops	1,561	31.2%	102
Used last 6 mo: headache/pain reliever (nonprescr)	4,378	87.6%	104
Used last 6 mo: hemorrhoid remedy	414	8.3%	93
Used last 6 mo: indigestion/upset stomach remedy	2,347	46.9%	104
Used last 6 mo: lactose intolerance product	162	3.2%	92
Used last 6 mo: laxative/fiber supplement	632	12.6%	91
Used last 6 mo: medicated skin ointment	1,637	32.7%	104
Used last 6 mo: medicated throat remedy	556	11.1%	97
Used last 6 mo: nasal spray	854	17.1%	107
Used last 6 mo: pain reliever/fever reducer (kids)	1,314	26.3%	119
Used last 6 mo: pain relieving rub/liquid/patch	1,199	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	307	6.1%	114
Used last 12 mo: sunburn remedy	853	17.1%	111
Used last 12 mo: suntan/sunscreen product	2,202	44.0%	115
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,760	35.2%	117
Used last 6 mo: toothache/gum/canker sore remedy	771	15.4%	92
Used last 6 mo: vitamins for children	818	16.4%	111
Used body powder in last 6 months	1,404	28.1%	101
Used body powder <3 times in last 7 days	620	12.4%	105
Used body powder 8+ times in last 7 days	89	1.8%	81
Used body wash/shower gel in last 6 months	2,705	54.1%	104
Used breath freshener in last 6 months	2,337	46.7%	100
Used complexion care product in last 6 months	2,492	49.8%	105
Used complexion care product <7 times last week	770	15.4%	113
Used complexion care product 11+ times last week	845	16.9%	101
Used complexion care prod: dry facial skin type	328	6.6%	90
Used complexion care prod: normal facial skin type	859	17.2%	113
Used complexion care prod: oily facial skin type	356	7.1%	118
Used dental floss in last 6 months	3,258	65.2%	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

Business 28
 949 STHY 28, , OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	983	19.7%	97
Used denture adhesive/fixative in last 6 months	199	4.0%	63
Used denture cleaner in last 6 months	343	6.9%	62
Used deodorant/antiperspirant in last 6 months	4,730	94.6%	102
Used deodorant/antiperspirant <8 times last week	3,419	68.4%	100
Used deodorant/antiperspirant 15+ times last week	323	6.5%	107
Used disposable razor in last 6 months	2,566	51.3%	98
Used electric shaver in last 6 months	877	17.5%	93
Used hair coloring product (at home) last 6 months	1,021	20.4%	102
Used hair conditioner (at home) in last 6 months	3,255	65.1%	105
Used hair conditioning treatment (at home)/6 mo	1,164	23.3%	99
Used hair growth product in last 6 months	94	1.9%	82
Used hair mousse in last 6 months	976	19.5%	112
Used hair spray (at home) in last 6 months	1,987	39.7%	110
Used hair styling gel/lotion in last 6 months	1,406	28.1%	105
Used hand & body cream/lotion/oil in last 6 months	3,718	74.4%	102
Used hand & body cream/lotion/oil <5 times last wk	1,145	22.9%	107
Used hand & body cream/lotion/oil 9+ times last wk	1,231	24.6%	99
Used hand & body cream in last 6 months	878	17.6%	100
Used hand & body lotion in last 6 months	2,532	50.6%	103
Used hand & body oil in last 6 months	256	5.1%	99
Used lip care in last 6 months	3,174	63.5%	106
Used liquid soap/hand sanitizer in last 6 months	3,989	79.8%	104
Used mouthwash in last 6 months	3,342	66.8%	101
Used mouthwash <4 times in last 7 days	1,174	23.5%	109
Used mouthwash 8+ times in last 7 days	729	14.6%	92
Used shampoo (at home) in last 6 months	4,685	93.7%	102
Used shampoo plus conditioner prod (at home)/6 mo	864	17.3%	90
Used shaving cream/gel in last 6 months	2,624	52.5%	100
Used personal care soap (bar) in last 6 months	4,091	81.8%	98
Used personal care soap for antibacterial purpose	988	19.8%	103
Used personal care soap for complexion	340	6.8%	99
Used personal care soap for deodorant	885	17.7%	109
Use personal care soap for moisturizing	1,214	24.3%	112
Bought toothbrush in last 6 months	4,379	87.6%	103
Bought electric toothbrush in last 6 months	419	8.4%	126
Used toothpaste in last 6 months	4,837	96.7%	101
Used toothpaste <8 times in last 7 days	1,592	31.8%	99
Used toothpaste 15+ times in last 7 days	845	16.9%	104
Used toothpaste with baking soda in last 6 months	529	10.6%	92
Used toothpaste (gel) in last 6 months	1,513	30.3%	109
Used toothpaste (paste) in last 6 months	2,513	50.3%	104
Used whitening toothpaste in last 6 months	2,012	40.2%	115
Used tooth whitener (not toothpaste) last 6 months	571	11.4%	107
Had professional manicure/pedicure last 6 months	935	18.7%	109
Had professional facial/massage last 6 months	545	10.9%	116
Spent \$100+ at barber shops in last 6 months	267	5.3%	100
Spent \$100+ at beauty parlors in last 6 months	913	18.3%	115

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Health and Beauty Market Potential

Business 28
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 Ring: 3 miles radius

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 Latitude: 39.19162
 Longitude: -84.2515

Demographic Summary		2010	2015	
Population		37,585	39,358	
Population 18+		27,860	29,144	
Households		14,444	15,168	
Median Household Income		\$71,498	\$80,364	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		9,434	33.9%	113
Exercise at club 2+ times per week		4,191	15.0%	122
Exercise at other facility (not club) 2+ times/wk		2,522	9.1%	112
Own stationary bicycle		1,730	6.2%	110
Own treadmill		3,361	12.1%	123
Own weight lifting equipment		4,452	16.0%	123
Presently controlling diet		12,340	44.3%	107
Diet control for blood sugar level		1,878	6.7%	92
Diet control for cholesterol level		2,958	10.6%	105
Diet control to maintain weight		3,537	12.7%	113
Diet control for physical fitness		3,273	11.7%	118
Diet control for salt restriction		781	2.8%	84
Diet control for weight loss		4,641	16.7%	117
Used doctor's care/diet for diet method		720	2.6%	86
Used exercise program for diet method		2,838	10.2%	120
Used Weight Watchers as diet method		1,017	3.7%	120
Buy foods specifically labeled as fat-free		5,307	19.0%	109
Buy foods specifically labeled as high fiber		3,732	13.4%	117
Buy foods specifically labeled as high protein		1,720	6.2%	113
Buy foods specifically labeled as lactose-free		495	1.8%	96
Buy foods specifically labeled as low-calorie		3,394	12.2%	112
Buy foods specifically labeled as low-carb		2,382	8.6%	111
Buy foods specifically labeled as low-cholesterol		2,391	8.6%	104
Buy foods specifically labeled as low-fat		4,347	15.6%	117
Buy foods specifically labeled as low-sodium		2,726	9.8%	109
Buy foods specifically labeled as natural/organic		2,788	10.0%	119
Buy foods specifically labeled as sugar-free		4,033	14.5%	109
Used butter alternatives in last 6 months		1,013	3.6%	87
Used egg alternatives in last 6 months		3,932	14.1%	99
Used salt alternatives in last 6 months		7,448	26.7%	96
Drank meal/dietary supplement in last 6 months		2,132	7.7%	105
Used nutrition/energy bar in last 6 months		4,553	16.3%	116
Drank sports drink/thirst quencher in last 6 mo		9,113	32.7%	102
Used vitamin/dietary supplement in last 6 months		14,633	52.5%	108
Vitamin/dietary suppl used/6 mo: antioxidant		754	2.7%	93
Vitamin/dietary suppl used/6 mo: B complex		1,527	5.5%	113
Vitamin/dietary suppl used/6 mo: B complex+C		448	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6		532	1.9%	94
Vitamin/dietary suppl used/6 mo: B-12		1,461	5.2%	93
Vitamin/dietary suppl used/6 mo: C		2,573	9.2%	110
Vitamin/dietary suppl used/6 mo: calcium		3,127	11.2%	104

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,368	4.9%	100
Vitamin/dietary suppl used/6 mo: E	1,505	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	458	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	1,514	5.4%	118
Vitamin/dietary suppl used/6 mo: multiple formula	3,874	13.9%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,360	4.9%	113
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,925	6.9%	117
Vitamin/dietary suppl used/6 mo: zinc	586	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	734	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	1,696	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	1,852	6.6%	113
Visited doctor in last 12 months	22,695	81.5%	105
Visited doctor in last 12 months: 1-3 times	9,418	33.8%	100
Visited doctor in last 12 months: 4-7 times	6,726	24.1%	108
Visited doctor in last 12 months: 8+ times	6,550	23.5%	109
Visited doctor in last 12 mo: allergist	704	2.5%	106
Visited doctor in last 12 mo: cardiologist	2,014	7.2%	102
Visited doctor in last 12 mo: chiropractor	2,210	7.9%	106
Visited doctor in last 12 mo: dentist	11,893	42.7%	113
Visited doctor in last 12 mo: dermatologist	2,412	8.7%	121
Visited doctor in last 12 mo: ear/nose/throat	1,187	4.3%	93
Visited doctor in last 12 mo: eye	6,243	22.4%	108
Visited doctor in last 12 mo: general/family	12,713	45.6%	107
Visited doctor in last 12 mo: internist	2,310	8.3%	113
Visited doctor in last 12 mo: physical therapist	1,310	4.7%	104
Visited doctor in last 12 mo: podiatrist	1,005	3.6%	107
Visited doctor in last 12 mo: urologist	1,147	4.1%	107
Visited nurse practitioner in last 12 months	1,097	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	10,305	37.0%	107
Wear bi-focals	4,409	15.8%	100
Wear disposable contact lenses	2,168	7.8%	120
Wear soft contact lenses	2,822	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	857	3.1%	110
Spent on contact lenses in last 12 mo: \$100-199	1,178	4.2%	113
Spent on contact lenses in last 12 mo: \$200+	960	3.4%	114
Bought prescription eyewear: discount optical ctr	2,345	8.4%	106
Bought prescription eyewear: from eye doctor	7,335	26.3%	103
Bought prescription eyewear: retail optical chain	3,639	13.1%	118
Used prescription drug for allergy/hay fever	2,257	8.1%	116
Used prescription drug for anxiety/panic	1,113	4.0%	98
Used prescription drug for arthritis/rheumatism	621	2.2%	85
Used prescription drug for asthma	1,092	3.9%	96
Used prescription drug for backache/back pain	2,062	7.4%	100
Used prescription drug for depression	1,623	5.8%	99
Used prescr drug for diabetes (insulin dependent)	472	1.7%	86
Used prescr drug for diabetes (non-insulin)	837	3.0%	81
Used prescription drug for eczema/skin itch/rash	664	2.4%	114

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Health and Beauty Market Potential

Business 28
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,806	6.5%	98
Used prescription drug for high blood pressure	3,415	12.3%	98
Used prescription drug for high cholesterol	2,604	9.3%	107
Used prescription drug for migraine headache	1,056	3.8%	102
Used prescription drug for sinus congest./headache	1,422	5.1%	105
Used prescription drug for urinary tract infection	835	3.0%	96
Used last 6 mo: adhesive bandages	16,247	58.3%	105
Used last 6 mo: athlete's foot/foot care product	3,499	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	13,881	49.8%	105
Used last 6 mo: children's cold tablets/liquids	4,503	16.2%	107
Used last 6 mo: contact lens cleaning solution	4,060	14.6%	120
Used last 6 mo: cotton swabs	14,162	50.8%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	13,119	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	9,373	33.6%	98
Used last 6 mo: children's cough syrup	4,094	14.7%	103
Used last 6 mo: diarrhea remedy	4,225	15.2%	92
Used last 6 mo: eye wash and drops	8,627	31.0%	102
Used last 6 mo: headache/pain reliever (nonprescr)	24,164	86.7%	103
Used last 6 mo: hemorrhoid remedy	2,517	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	12,802	46.0%	102
Used last 6 mo: lactose intolerance product	949	3.4%	97
Used last 6 mo: laxative/fiber supplement	3,808	13.7%	98
Used last 6 mo: medicated skin ointment	9,380	33.7%	107
Used last 6 mo: medicated throat remedy	2,898	10.4%	91
Used last 6 mo: nasal spray	4,728	17.0%	107
Used last 6 mo: pain reliever/fever reducer (kids)	6,695	24.0%	108
Used last 6 mo: pain relieving rub/liquid/patch	6,650	23.9%	95
Used last 6 mo: sleeping tablets (nonprescription)	1,556	5.6%	103
Used last 12 mo: sunburn remedy	4,697	16.9%	109
Used last 12 mo: suntan/sunscreen product	12,673	45.5%	119
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,259	36.8%	123
Used last 6 mo: toothache/gum/canker sore remedy	4,401	15.8%	94
Used last 6 mo: vitamins for children	4,729	17.0%	115
Used body powder in last 6 months	7,121	25.6%	92
Used body powder <3 times in last 7 days	3,119	11.2%	95
Used body powder 8+ times in last 7 days	417	1.5%	68
Used body wash/shower gel in last 6 months	14,273	51.2%	99
Used breath freshener in last 6 months	12,815	46.0%	99
Used complexion care product in last 6 months	13,720	49.2%	104
Used complexion care product <7 times last week	3,679	13.2%	96
Used complexion care product 11+ times last week	5,038	18.1%	109
Used complexion care prod: dry facial skin type	1,909	6.9%	94
Used complexion care prod: normal facial skin type	4,544	16.3%	107
Used complexion care prod: oily facial skin type	1,693	6.1%	100
Used dental floss in last 6 months	18,990	68.2%	109

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Health and Beauty Market Potential

Business 28
 949 STHY 28, , OH, 45150
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	5,270	18.9%	94
Used denture adhesive/fixative in last 6 months	1,236	4.4%	71
Used denture cleaner in last 6 months	2,345	8.4%	76
Used deodorant/antiperspirant in last 6 months	26,206	94.1%	101
Used deodorant/antiperspirant <8 times last week	19,393	69.6%	101
Used deodorant/antiperspirant 15+ times last week	1,511	5.4%	90
Used disposable razor in last 6 months	14,458	51.9%	99
Used electric shaver in last 6 months	5,203	18.7%	99
Used hair coloring product (at home) last 6 months	5,380	19.3%	97
Used hair conditioner (at home) in last 6 months	17,391	62.4%	100
Used hair conditioning treatment (at home)/6 mo	6,110	21.9%	93
Used hair growth product in last 6 months	571	2.1%	90
Used hair mousse in last 6 months	5,029	18.1%	104
Used hair spray (at home) in last 6 months	10,611	38.1%	105
Used hair styling gel/lotion in last 6 months	8,009	28.7%	107
Used hand & body cream/lotion/oil in last 6 months	20,461	73.4%	101
Used hand & body cream/lotion/oil <5 times last wk	5,939	21.3%	99
Used hand & body cream/lotion/oil 9+ times last wk	6,906	24.8%	100
Used hand & body cream in last 6 months	4,985	17.9%	102
Used hand & body lotion in last 6 months	14,059	50.5%	103
Used hand & body oil in last 6 months	1,320	4.7%	91
Used lip care in last 6 months	17,173	61.6%	103
Used liquid soap/hand sanitizer in last 6 months	22,435	80.5%	105
Used mouthwash in last 6 months	18,101	65.0%	99
Used mouthwash <4 times in last 7 days	5,917	21.2%	99
Used mouthwash 8+ times in last 7 days	4,036	14.5%	92
Used shampoo (at home) in last 6 months	25,958	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,710	16.9%	88
Used shaving cream/gel in last 6 months	14,956	53.7%	103
Used personal care soap (bar) in last 6 months	22,911	82.2%	98
Used personal care soap for antibacterial purpose	5,266	18.9%	98
Used personal care soap for complexion	1,952	7.0%	102
Used personal care soap for deodorant	4,815	17.3%	107
Use personal care soap for moisturizing	6,113	21.9%	101
Bought toothbrush in last 6 months	23,869	85.7%	101
Bought electric toothbrush in last 6 months	2,229	8.0%	120
Used toothpaste in last 6 months	26,806	96.2%	101
Used toothpaste <8 times in last 7 days	8,334	29.9%	93
Used toothpaste 15+ times in last 7 days	4,480	16.1%	99
Used toothpaste with baking soda in last 6 months	2,848	10.2%	89
Used toothpaste (gel) in last 6 months	8,649	31.0%	111
Used toothpaste (paste) in last 6 months	13,829	49.6%	103
Used whitening toothpaste in last 6 months	10,554	37.9%	109
Used tooth whitener (not toothpaste) last 6 months	3,002	10.8%	101
Had professional manicure/pedicure last 6 months	5,452	19.6%	114
Had professional facial/massage last 6 months	3,200	11.5%	122
Spent \$100+ at barber shops in last 6 months	1,733	6.2%	116
Spent \$100+ at beauty parlors in last 6 months	5,595	20.1%	126

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Health and Beauty Market Potential

Business 28
 949 STHY 28, , OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Demographic Summary		2010	2015	
Population		73,743	77,322	
Population 18+		53,610	56,366	
Households		26,885	28,266	
Median Household Income		\$75,309	\$83,661	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		17,993	33.6%	112
Exercise at club 2+ times per week		8,335	15.5%	127
Exercise at other facility (not club) 2+ times/wk		4,879	9.1%	113
Own stationary bicycle		3,600	6.7%	119
Own treadmill		6,972	13.0%	133
Own weight lifting equipment		8,940	16.7%	129
Presently controlling diet		23,725	44.3%	107
Diet control for blood sugar level		3,561	6.6%	91
Diet control for cholesterol level		5,526	10.3%	102
Diet control to maintain weight		6,746	12.6%	112
Diet control for physical fitness		6,368	11.9%	119
Diet control for salt restriction		1,480	2.8%	83
Diet control for weight loss		8,881	16.6%	117
Used doctor's care/diet for diet method		1,328	2.5%	82
Used exercise program for diet method		5,484	10.2%	121
Used Weight Watchers as diet method		1,980	3.7%	121
Buy foods specifically labeled as fat-free		10,242	19.1%	109
Buy foods specifically labeled as high fiber		7,295	13.6%	119
Buy foods specifically labeled as high protein		3,267	6.1%	111
Buy foods specifically labeled as lactose-free		914	1.7%	92
Buy foods specifically labeled as low-calorie		6,689	12.5%	115
Buy foods specifically labeled as low-carb		4,525	8.4%	110
Buy foods specifically labeled as low-cholesterol		4,490	8.4%	101
Buy foods specifically labeled as low-fat		8,342	15.6%	117
Buy foods specifically labeled as low-sodium		5,122	9.6%	106
Buy foods specifically labeled as natural/organic		5,458	10.2%	121
Buy foods specifically labeled as sugar-free		7,727	14.4%	108
Used butter alternatives in last 6 months		1,970	3.7%	88
Used egg alternatives in last 6 months		7,613	14.2%	100
Used salt alternatives in last 6 months		14,320	26.7%	96
Drank meal/dietary supplement in last 6 months		3,823	7.1%	97
Used nutrition/energy bar in last 6 months		8,994	16.8%	119
Drank sports drink/thirst quencher in last 6 mo		17,036	31.8%	100
Used vitamin/dietary supplement in last 6 months		28,184	52.6%	108
Vitamin/dietary suppl used/6 mo: antioxidant		1,558	2.9%	100
Vitamin/dietary suppl used/6 mo: B complex		2,893	5.4%	111
Vitamin/dietary suppl used/6 mo: B complex+C		876	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6		1,039	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		2,837	5.3%	94
Vitamin/dietary suppl used/6 mo: C		4,940	9.2%	110
Vitamin/dietary suppl used/6 mo: calcium		6,197	11.6%	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

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,719	5.1%	103
Vitamin/dietary suppl used/6 mo: E	2,950	5.5%	111
Vitamin/dietary suppl used/6 mo: garlic	850	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	2,865	5.3%	116
Vitamin/dietary suppl used/6 mo: multiple formula	7,533	14.1%	120
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,555	4.8%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,696	6.9%	116
Vitamin/dietary suppl used/6 mo: zinc	1,194	2.2%	96
Vitamin/dietary suppl/6 mo: Caltrate 600	1,375	2.6%	97
Vitamin/dietary suppl/6 mo: Centrum	3,228	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	3,539	6.6%	112
Visited doctor in last 12 months	43,670	81.5%	105
Visited doctor in last 12 months: 1-3 times	18,230	34.0%	100
Visited doctor in last 12 months: 4-7 times	12,965	24.2%	109
Visited doctor in last 12 months: 8+ times	12,474	23.3%	108
Visited doctor in last 12 mo: allergist	1,329	2.5%	104
Visited doctor in last 12 mo: cardiologist	3,782	7.1%	100
Visited doctor in last 12 mo: chiropractor	4,265	8.0%	107
Visited doctor in last 12 mo: dentist	23,174	43.2%	114
Visited doctor in last 12 mo: dermatologist	4,664	8.7%	122
Visited doctor in last 12 mo: ear/nose/throat	2,406	4.5%	98
Visited doctor in last 12 mo: eye	11,767	21.9%	106
Visited doctor in last 12 mo: general/family	24,327	45.4%	107
Visited doctor in last 12 mo: internist	4,535	8.5%	115
Visited doctor in last 12 mo: physical therapist	2,535	4.7%	104
Visited doctor in last 12 mo: podiatrist	1,775	3.3%	98
Visited doctor in last 12 mo: urologist	2,161	4.0%	104
Visited nurse practitioner in last 12 months	2,128	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	19,744	36.8%	107
Wear bi-focals	8,369	15.6%	99
Wear disposable contact lenses	4,213	7.9%	121
Wear soft contact lenses	5,557	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	1,630	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	2,276	4.2%	114
Spent on contact lenses in last 12 mo: \$200+	1,978	3.7%	122
Bought prescription eyewear: discount optical ctr	4,512	8.4%	106
Bought prescription eyewear: from eye doctor	14,181	26.5%	103
Bought prescription eyewear: retail optical chain	7,108	13.3%	120
Used prescription drug for allergy/hay fever	4,232	7.9%	113
Used prescription drug for anxiety/panic	2,103	3.9%	96
Used prescription drug for arthritis/rheumatism	1,127	2.1%	80
Used prescription drug for asthma	2,030	3.8%	92
Used prescription drug for backache/back pain	3,703	6.9%	94
Used prescription drug for depression	3,064	5.7%	97
Used prescr drug for diabetes (insulin dependent)	859	1.6%	81
Used prescr drug for diabetes (non-insulin)	1,655	3.1%	83
Used prescription drug for eczema/skin itch/rash	1,209	2.3%	108

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

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Health and Beauty Market Potential

Business 28
 949 STHY 28, , OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,322	6.2%	94
Used prescription drug for high blood pressure	6,481	12.1%	97
Used prescription drug for high cholesterol	4,935	9.2%	106
Used prescription drug for migraine headache	2,033	3.8%	102
Used prescription drug for sinus congest./headache	2,658	5.0%	102
Used prescription drug for urinary tract infection	1,586	3.0%	95
Used last 6 mo: adhesive bandages	31,185	58.2%	105
Used last 6 mo: athlete's foot/foot care product	6,722	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	26,362	49.2%	103
Used last 6 mo: children's cold tablets/liquids	8,694	16.2%	107
Used last 6 mo: contact lens cleaning solution	8,009	14.9%	123
Used last 6 mo: cotton swabs	27,466	51.2%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	24,793	46.2%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	17,635	32.9%	96
Used last 6 mo: children's cough syrup	7,933	14.8%	104
Used last 6 mo: diarrhea remedy	7,852	14.6%	89
Used last 6 mo: eye wash and drops	16,399	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	46,409	86.6%	103
Used last 6 mo: hemorrhoid remedy	4,824	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	24,363	45.4%	101
Used last 6 mo: lactose intolerance product	1,740	3.2%	92
Used last 6 mo: laxative/fiber supplement	7,014	13.1%	94
Used last 6 mo: medicated skin ointment	17,829	33.3%	106
Used last 6 mo: medicated throat remedy	5,431	10.1%	88
Used last 6 mo: nasal spray	9,047	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	13,112	24.5%	110
Used last 6 mo: pain relieving rub/liquid/patch	12,504	23.3%	93
Used last 6 mo: sleeping tablets (nonprescription)	2,966	5.5%	102
Used last 12 mo: sunburn remedy	8,933	16.7%	108
Used last 12 mo: suntan/sunscreen product	24,933	46.5%	121
Used last 12 mo: SPF 15+ suntan/sunscreen product	20,259	37.8%	126
Used last 6 mo: toothache/gum/canker sore remedy	8,307	15.5%	92
Used last 6 mo: vitamins for children	9,237	17.2%	117
Used body powder in last 6 months	13,449	25.1%	90
Used body powder <3 times in last 7 days	5,774	10.8%	91
Used body powder 8+ times in last 7 days	845	1.6%	72
Used body wash/shower gel in last 6 months	27,365	51.0%	99
Used breath freshener in last 6 months	24,504	45.7%	98
Used complexion care product in last 6 months	26,531	49.5%	105
Used complexion care product <7 times last week	7,093	13.2%	97
Used complexion care product 11+ times last week	9,812	18.3%	110
Used complexion care prod: dry facial skin type	3,736	7.0%	95
Used complexion care prod: normal facial skin type	9,002	16.8%	110
Used complexion care prod: oily facial skin type	3,181	5.9%	98
Used dental floss in last 6 months	36,756	68.6%	110

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Health and Beauty Market Potential

Business 28
 949 STHY 28, , OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.19162
 Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	10,169	19.0%	94
Used denture adhesive/fixative in last 6 months	2,258	4.2%	67
Used denture cleaner in last 6 months	4,196	7.8%	71
Used deodorant/antiperspirant in last 6 months	50,330	93.9%	101
Used deodorant/antiperspirant <8 times last week	37,409	69.8%	102
Used deodorant/antiperspirant 15+ times last week	2,857	5.3%	88
Used disposable razor in last 6 months	27,511	51.3%	98
Used electric shaver in last 6 months	10,039	18.7%	99
Used hair coloring product (at home) last 6 months	10,179	19.0%	95
Used hair conditioner (at home) in last 6 months	33,552	62.6%	101
Used hair conditioning treatment (at home)/6 mo	11,656	21.7%	92
Used hair growth product in last 6 months	1,116	2.1%	91
Used hair mousse in last 6 months	9,737	18.2%	105
Used hair spray (at home) in last 6 months	20,388	38.0%	105
Used hair styling gel/lotion in last 6 months	15,430	28.8%	107
Used hand & body cream/lotion/oil in last 6 months	39,263	73.2%	101
Used hand & body cream/lotion/oil <5 times last wk	11,520	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	13,076	24.4%	98
Used hand & body cream in last 6 months	9,601	17.9%	102
Used hand & body lotion in last 6 months	26,763	49.9%	102
Used hand & body oil in last 6 months	2,559	4.8%	92
Used lip care in last 6 months	32,975	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	43,064	80.3%	105
Used mouthwash in last 6 months	34,694	64.7%	98
Used mouthwash <4 times in last 7 days	11,662	21.8%	101
Used mouthwash 8+ times in last 7 days	7,681	14.3%	91
Used shampoo (at home) in last 6 months	50,051	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	8,846	16.5%	86
Used shaving cream/gel in last 6 months	28,646	53.4%	102
Used personal care soap (bar) in last 6 months	44,125	82.3%	98
Used personal care soap for antibacterial purpose	10,136	18.9%	98
Used personal care soap for complexion	3,709	6.9%	101
Used personal care soap for deodorant	9,477	17.7%	109
Use personal care soap for moisturizing	11,496	21.4%	99
Bought toothbrush in last 6 months	45,799	85.4%	100
Bought electric toothbrush in last 6 months	4,384	8.2%	123
Used toothpaste in last 6 months	51,682	96.4%	101
Used toothpaste <8 times in last 7 days	16,057	30.0%	93
Used toothpaste 15+ times in last 7 days	8,760	16.3%	101
Used toothpaste with baking soda in last 6 months	5,453	10.2%	89
Used toothpaste (gel) in last 6 months	16,532	30.8%	111
Used toothpaste (paste) in last 6 months	26,602	49.6%	103
Used whitening toothpaste in last 6 months	20,340	37.9%	109
Used tooth whitener (not toothpaste) last 6 months	5,924	11.1%	104
Had professional manicure/pedicure last 6 months	10,502	19.6%	114
Had professional facial/massage last 6 months	6,340	11.8%	126
Spent \$100+ at barber shops in last 6 months	3,363	6.3%	117
Spent \$100+ at beauty parlors in last 6 months	11,154	20.8%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015	
Population		6,671	6,945	
Population 18+		5,000	5,212	
Households		2,753	2,888	
Median Household Income		\$65,637	\$79,029	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		3,857	77.1%	107
Family restaurant/steak house last month: <2 times		1,253	25.1%	98
Family restaurant/steak house last month: 2-4 times		1,485	29.7%	110
Family restaurant/steak house last month: 5+ times		1,118	22.4%	115
Family restaurant/steak house last 6 months: breakfast		712	14.2%	108
Family restaurant/steak house last 6 months: lunch		1,338	26.8%	108
Family restaurant/steak house last 6 months: snack		107	2.1%	77
Family restaurant/steak house last 6 months: dinner		3,015	60.3%	114
Family restaurant/steak house last 6 months: weekday		2,240	44.8%	116
Family restaurant/steak house last 6 months: weekend		2,413	48.3%	108
Family restaurant/steak house last 6 months: Applebee's		1,409	28.2%	111
Family restaurant/steak house last 6 months: Bennigan's		112	2.2%	102
Family restaurant/steak house last 6 months: Bob Evans Farm		248	5.0%	108
Family restaurant/steak house last 6 months: Cheesecake Factory		372	7.4%	113
Family restaurant/steak house last 6 months: Chili's Grill & Bar		781	15.6%	135
Family restaurant/steak house last 6 months: Cracker Barrel		647	12.9%	117
Family restaurant/steak house last 6 months: Denny's		448	9.0%	99
Family restaurant/steak house last 6 months: Friendly's		172	3.4%	86
Family restaurant/steak house last 6 months: Golden Corral		429	8.6%	119
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		688	13.8%	118
Family restaurant/steak house last 6 months: Lone Star Steakhouse		151	3.0%	111
Family restaurant/steak house last 6 months: Old Country Buffet		106	2.1%	74
Family restaurant/steak house last 6 months: Olive Garden		1,043	20.9%	117
Family restaurant/steak house last 6 months: Outback Steakhouse		674	13.5%	118
Family restaurant/steak house last 6 months: Perkins		161	3.2%	89
Family restaurant/steak house last 6 months: Red Lobster		711	14.2%	106
Family restaurant/steak house last 6 months: Red Robin		409	8.2%	145
Family restaurant/steak house last 6 months: Ruby Tuesday		470	9.4%	113
Family restaurant/steak house last 6 months: Ryan's		164	3.3%	87
Family restaurant/steak house last 6 months: Sizzler		115	2.3%	76
Family restaurant/steak house last 6 months: T.G.I. Friday's		605	12.1%	118
Went to fast food/drive-in restaurant in last 6 months		4,517	90.3%	102
Went to fast food/drive-in restaurant <6 times/month		1,616	32.3%	92
Went to fast food/drive-in restaurant 6-13 times/month		1,449	29.0%	100
Went to fast food/drive-in restaurant 14+ times/month		1,452	29.0%	116
Fast food/drive-in last 6 months: breakfast		1,418	28.4%	103
Fast food/drive-in last 6 months: lunch		3,134	62.7%	106
Fast food/drive-in last 6 months: snack		831	16.6%	96
Fast food/drive-in last 6 months: dinner		2,684	53.7%	111

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,598	72.0%	108
Fast food/drive-in last 6 months: weekend	2,477	49.5%	103
Fast food/drive-in last 6 months: A & W	253	5.1%	112
Fast food/drive-in last 6 months: Arby's	1,259	25.2%	122
Fast food/drive-in last 6 months: Boston Market	253	5.1%	106
Fast food/drive-in last 6 months: Burger King	1,939	38.8%	107
Fast food/drive-in last 6 months: Captain D's	273	5.5%	106
Fast food/drive-in last 6 months: Carl's Jr.	281	5.6%	90
Fast food/drive-in last 6 months: Checkers	143	2.9%	90
Fast food/drive-in last 6 months: Chick-fil-A	900	18.0%	140
Fast food/drive-in last 6 months: Chipotle Mex. Grill	345	6.9%	113
Fast food/drive-in last 6 months: Chuck E. Cheese	226	4.5%	101
Fast food/drive-in last 6 months: Church's Fr. Chicken	208	4.2%	97
Fast food/drive-in last 6 months: Dairy Queen	969	19.4%	121
Fast food/drive-in last 6 months: Del Taco	168	3.4%	100
Fast food/drive-in last 6 months: Domino's Pizza	607	12.1%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	546	10.9%	95
Fast food/drive-in last 6 months: Fuddruckers	176	3.5%	126
Fast food/drive-in last 6 months: Hardee's	287	5.7%	84
Fast food/drive-in last 6 months: Jack in the Box	551	11.0%	106
Fast food/drive-in last 6 months: KFC	1,327	26.5%	96
Fast food/drive-in last 6 months: Little Caesars	403	8.1%	110
Fast food/drive-in last 6 months: Long John Silver's	331	6.6%	105
Fast food/drive-in last 6 months: McDonald's	2,872	57.4%	103
Fast food/drive-in last 6 months: Panera Bread	600	12.0%	123
Fast food/drive-in last 6 months: Papa John's	525	10.5%	121
Fast food/drive-in last 6 months: Pizza Hut	1,180	23.6%	107
Fast food/drive-in last 6 months: Popeyes	350	7.0%	96
Fast food/drive-in last 6 months: Quiznos	512	10.2%	114
Fast food/drive-in last 6 months: Sonic Drive-In	752	15.0%	128
Fast food/drive-in last 6 months: Starbucks	855	17.1%	115
Fast food/drive-in last 6 months: Steak n Shake	294	5.9%	117
Fast food/drive-in last 6 months: Subway	1,779	35.6%	112
Fast food/drive-in last 6 months: Taco Bell	1,821	36.4%	113
Fast food/drive-in last 6 months: Wendy's	1,780	35.6%	114
Fast food/drive-in last 6 months: Whataburger	364	7.3%	151
Fast food/drive-in last 6 months: White Castle	134	2.7%	66
Fast food/drive-in last 6 months: eat in	1,884	37.7%	100
Fast food/drive-in last 6 months: home delivery	583	11.7%	112
Fast food/drive-in last 6 months: take-out/drive-thru	2,893	57.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,256	25.1%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary	2010	2015
Population	37,585	39,358
Population 18+	27,860	29,144
Households	14,444	15,168
Median Household Income	\$71,498	\$80,364

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,086	79.3%	110
Family restaurant/steak house last month: <2 times	7,257	26.0%	101
Family restaurant/steak house last month: 2-4 times	8,400	30.2%	112
Family restaurant/steak house last month: 5+ times	6,428	23.1%	119
Family restaurant/steak house last 6 months: breakfast	4,199	15.1%	115
Family restaurant/steak house last 6 months: lunch	7,789	28.0%	113
Family restaurant/steak house last 6 months: snack	718	2.6%	92
Family restaurant/steak house last 6 months: dinner	17,214	61.8%	117
Family restaurant/steak house last 6 months: weekday	12,751	45.8%	119
Family restaurant/steak house last 6 months: weekend	13,986	50.2%	113
Family restaurant/steak house last 6 months: Applebee's	8,275	29.7%	117
Family restaurant/steak house last 6 months: Bennigan's	762	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	1,398	5.0%	109
Family restaurant/steak house last 6 months: Cheesecake Factory	2,264	8.1%	123
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,305	15.5%	133
Family restaurant/steak house last 6 months: Cracker Barrel	3,481	12.5%	113
Family restaurant/steak house last 6 months: Denny's	2,573	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	1,229	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral	1,965	7.1%	98
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,668	13.2%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	921	3.3%	121
Family restaurant/steak house last 6 months: Old Country Buffet	775	2.8%	98
Family restaurant/steak house last 6 months: Olive Garden	6,252	22.4%	126
Family restaurant/steak house last 6 months: Outback Steakhouse	3,999	14.4%	125
Family restaurant/steak house last 6 months: Perkins	981	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster	4,211	15.1%	112
Family restaurant/steak house last 6 months: Red Robin	2,354	8.4%	150
Family restaurant/steak house last 6 months: Ruby Tuesday	2,775	10.0%	119
Family restaurant/steak house last 6 months: Ryan's	721	2.6%	69
Family restaurant/steak house last 6 months: Sizzler	564	2.0%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,686	13.2%	129
Went to fast food/drive-in restaurant in last 6 months	25,430	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	9,500	34.1%	97
Went to fast food/drive-in restaurant 6-13 times/month	8,384	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month	7,544	27.1%	109
Fast food/drive-in last 6 months: breakfast	8,199	29.4%	107
Fast food/drive-in last 6 months: lunch	17,798	63.9%	108
Fast food/drive-in last 6 months: snack	5,036	18.1%	104
Fast food/drive-in last 6 months: dinner	14,757	53.0%	109

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

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	20,160	72.4%	109
Fast food/drive-in last 6 months: weekend	14,121	50.7%	105
Fast food/drive-in last 6 months: A & W	1,417	5.1%	112
Fast food/drive-in last 6 months: Arby's	6,708	24.1%	117
Fast food/drive-in last 6 months: Boston Market	1,683	6.0%	127
Fast food/drive-in last 6 months: Burger King	10,531	37.8%	104
Fast food/drive-in last 6 months: Captain D's	1,217	4.4%	85
Fast food/drive-in last 6 months: Carl's Jr.	1,589	5.7%	92
Fast food/drive-in last 6 months: Checkers	852	3.1%	96
Fast food/drive-in last 6 months: Chick-fil-A	4,816	17.3%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,314	8.3%	137
Fast food/drive-in last 6 months: Chuck E. Cheese	1,322	4.7%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,029	3.7%	86
Fast food/drive-in last 6 months: Dairy Queen	4,964	17.8%	112
Fast food/drive-in last 6 months: Del Taco	924	3.3%	99
Fast food/drive-in last 6 months: Domino's Pizza	3,717	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	3,583	12.9%	111
Fast food/drive-in last 6 months: Fuddruckers	1,023	3.7%	132
Fast food/drive-in last 6 months: Hardee's	1,492	5.4%	79
Fast food/drive-in last 6 months: Jack in the Box	2,948	10.6%	102
Fast food/drive-in last 6 months: KFC	7,533	27.0%	98
Fast food/drive-in last 6 months: Little Caesars	2,187	7.9%	107
Fast food/drive-in last 6 months: Long John Silver's	1,621	5.8%	92
Fast food/drive-in last 6 months: McDonald's	16,372	58.8%	105
Fast food/drive-in last 6 months: Panera Bread	3,760	13.5%	138
Fast food/drive-in last 6 months: Papa John's	2,901	10.4%	120
Fast food/drive-in last 6 months: Pizza Hut	6,182	22.2%	100
Fast food/drive-in last 6 months: Popeyes	2,017	7.2%	99
Fast food/drive-in last 6 months: Quiznos	3,047	10.9%	122
Fast food/drive-in last 6 months: Sonic Drive-In	3,590	12.9%	109
Fast food/drive-in last 6 months: Starbucks	5,181	18.6%	125
Fast food/drive-in last 6 months: Steak n Shake	1,668	6.0%	119
Fast food/drive-in last 6 months: Subway	9,673	34.7%	109
Fast food/drive-in last 6 months: Taco Bell	9,972	35.8%	111
Fast food/drive-in last 6 months: Wendy's	9,662	34.7%	111
Fast food/drive-in last 6 months: Whataburger	1,499	5.4%	111
Fast food/drive-in last 6 months: White Castle	1,055	3.8%	94
Fast food/drive-in last 6 months: eat in	10,898	39.1%	104
Fast food/drive-in last 6 months: home delivery	3,153	11.3%	109
Fast food/drive-in last 6 months: take-out/drive-thru	16,061	57.6%	110
Fast food/drive-in last 6 months: take-out/walk-in	7,176	25.8%	105

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary	2010	2015
Population	73,743	77,322
Population 18+	53,610	56,366
Households	26,885	28,266
Median Household Income	\$75,309	\$83,661

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	42,160	78.6%	109
Family restaurant/steak house last month: <2 times	14,179	26.4%	103
Family restaurant/steak house last month: 2-4 times	16,027	29.9%	111
Family restaurant/steak house last month: 5+ times	11,954	22.3%	115
Family restaurant/steak house last 6 months: breakfast	7,858	14.7%	111
Family restaurant/steak house last 6 months: lunch	14,925	27.8%	112
Family restaurant/steak house last 6 months: snack	1,308	2.4%	87
Family restaurant/steak house last 6 months: dinner	32,847	61.3%	116
Family restaurant/steak house last 6 months: weekday	24,006	44.8%	116
Family restaurant/steak house last 6 months: weekend	26,898	50.2%	113
Family restaurant/steak house last 6 months: Applebee's	15,443	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's	1,389	2.6%	118
Family restaurant/steak house last 6 months: Bob Evans Farm	2,670	5.0%	108
Family restaurant/steak house last 6 months: Cheesecake Factory	4,542	8.5%	129
Family restaurant/steak house last 6 months: Chili's Grill & Bar	8,231	15.4%	132
Family restaurant/steak house last 6 months: Cracker Barrel	6,622	12.4%	111
Family restaurant/steak house last 6 months: Denny's	4,689	8.7%	97
Family restaurant/steak house last 6 months: Friendly's	2,262	4.2%	106
Family restaurant/steak house last 6 months: Golden Corral	3,638	6.8%	94
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	6,990	13.0%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,731	3.2%	119
Family restaurant/steak house last 6 months: Old Country Buffet	1,371	2.6%	90
Family restaurant/steak house last 6 months: Olive Garden	11,620	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	7,521	14.0%	122
Family restaurant/steak house last 6 months: Perkins	1,897	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster	7,768	14.5%	108
Family restaurant/steak house last 6 months: Red Robin	4,346	8.1%	144
Family restaurant/steak house last 6 months: Ruby Tuesday	5,285	9.9%	118
Family restaurant/steak house last 6 months: Ryan's	1,462	2.7%	72
Family restaurant/steak house last 6 months: Sizzler	1,101	2.1%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's	6,980	13.0%	126
Went to fast food/drive-in restaurant in last 6 months	48,752	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	18,338	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month	16,264	30.3%	105
Went to fast food/drive-in restaurant 14+ times/month	14,148	26.4%	106
Fast food/drive-in last 6 months: breakfast	15,639	29.2%	106
Fast food/drive-in last 6 months: lunch	34,188	63.8%	108
Fast food/drive-in last 6 months: snack	9,665	18.0%	104
Fast food/drive-in last 6 months: dinner	28,012	52.3%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	38,604	72.0%	108
Fast food/drive-in last 6 months: weekend	27,015	50.4%	104
Fast food/drive-in last 6 months: A & W	2,635	4.9%	108
Fast food/drive-in last 6 months: Arby's	12,555	23.4%	113
Fast food/drive-in last 6 months: Boston Market	3,245	6.1%	127
Fast food/drive-in last 6 months: Burger King	19,842	37.0%	102
Fast food/drive-in last 6 months: Captain D's	2,343	4.4%	85
Fast food/drive-in last 6 months: Carl's Jr.	2,949	5.5%	88
Fast food/drive-in last 6 months: Checkers	1,517	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	9,096	17.0%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,549	8.5%	140
Fast food/drive-in last 6 months: Chuck E. Cheese	2,493	4.7%	104
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,747	3.3%	76
Fast food/drive-in last 6 months: Dairy Queen	9,472	17.7%	111
Fast food/drive-in last 6 months: Del Taco	1,755	3.3%	98
Fast food/drive-in last 6 months: Domino's Pizza	6,912	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	6,869	12.8%	111
Fast food/drive-in last 6 months: Fuddruckers	2,087	3.9%	139
Fast food/drive-in last 6 months: Hardee's	2,878	5.4%	79
Fast food/drive-in last 6 months: Jack in the Box	5,337	10.0%	96
Fast food/drive-in last 6 months: KFC	14,267	26.6%	96
Fast food/drive-in last 6 months: Little Caesars	3,845	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	3,067	5.7%	91
Fast food/drive-in last 6 months: McDonald's	31,295	58.4%	104
Fast food/drive-in last 6 months: Panera Bread	7,493	14.0%	143
Fast food/drive-in last 6 months: Papa John's	5,250	9.8%	112
Fast food/drive-in last 6 months: Pizza Hut	11,943	22.3%	101
Fast food/drive-in last 6 months: Popeyes	3,593	6.7%	92
Fast food/drive-in last 6 months: Quiznos	5,865	10.9%	122
Fast food/drive-in last 6 months: Sonic Drive-In	6,632	12.4%	105
Fast food/drive-in last 6 months: Starbucks	10,202	19.0%	128
Fast food/drive-in last 6 months: Steak n Shake	3,158	5.9%	117
Fast food/drive-in last 6 months: Subway	18,705	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	18,651	34.8%	108
Fast food/drive-in last 6 months: Wendy's	18,299	34.1%	109
Fast food/drive-in last 6 months: Whataburger	2,796	5.2%	108
Fast food/drive-in last 6 months: White Castle	1,919	3.6%	89
Fast food/drive-in last 6 months: eat in	21,277	39.7%	105
Fast food/drive-in last 6 months: home delivery	5,785	10.8%	103
Fast food/drive-in last 6 months: take-out/drive-thru	30,658	57.2%	109
Fast food/drive-in last 6 months: take-out/walk-in	13,778	25.7%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Population 18+		5,000	5,212
Households		2,753	2,888
Median Household Income		\$65,637	\$79,029
Product/Consumer Behavior		Expected Number of Adults	MPI
Participated in aerobics		563	114
Participated in archery		132	99
Participated in backpacking/hiking		530	112
Participated in baseball		290	112
Participated in basketball		484	104
Participated in bicycling (mountain)		228	124
Participated in bicycling (road)		579	120
Participated in boating (power)		392	127
Participated in bowling		739	127
Participated in canoeing/kayaking		300	125
Participated in downhill skiing		172	118
Participated in fishing (fresh water)		672	103
Participated in fishing (salt water)		263	115
Participated in football		339	109
Participated in Frisbee		331	121
Participated in golf		664	128
Play golf < once a month		246	124
Play golf 1+ times a month		335	124
Participated in horseback riding		174	115
Participated in hunting with rifle		238	98
Participated in hunting with shotgun		199	94
Participated in ice skating		170	118
Participated in jogging/running		635	120
Participated in martial arts		94	134
Participated in motorcycling		215	117
Participated in Pilates		222	136
Participated in roller skating		131	125
Participated in snowboarding		107	111
Participated in soccer		242	112
Participated in softball		221	113
Participated in swimming		1,210	124
Participated in target shooting		210	109
Participated in tennis		234	110
Participated in volleyball		236	135
Participated in walking for exercise		1,647	111
Participated in weight lifting		767	130
Participated in yoga		295	102
Spent on high end sports/recreation equipment/12 mo: <\$250		217	98
Spent on high end sports/recreation equipment/12 mo: \$250+		223	114
Attend sports event: auto racing (NASCAR)		409	111
Attend sports event: auto racing (not NASCAR)		349	110
Attend sports event: baseball game		870	118

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	432	8.6%	109
Attend sports event: basketball game (pro)	469	9.4%	110
Attend sports event: football game (college)	608	12.2%	118
Attend sports event: football-Monday night game (pro)	317	6.3%	103
Attend sports event: football-weekend game (pro)	516	10.3%	114
Attend sports event: golf tournament	300	6.0%	108
Attend sports event: ice hockey game	384	7.7%	116
Attend sports event: soccer game	360	7.2%	116
Attend sports event: tennis match	271	5.4%	110
Attended adult education course in last 12 months	413	8.3%	125
Attended auto show in last 12 months	481	9.6%	116
Went to bar/night club in last 12 months	1,100	22.0%	115
Went to beach in last 12 months	1,370	27.4%	112
Attended dance performance in last 12 months	236	4.7%	106
Danced/went dancing in last 12 months	482	9.6%	102
Dined out in last 12 months	2,726	54.5%	111
Dine out < once a month	224	4.5%	95
Dine out once a month	342	6.8%	111
Dine out 2-3 times a month	618	12.4%	107
Dine out once a week	669	13.4%	116
Dine out 2+ times per week	523	10.5%	106
Gambled at casino in last 12 months	829	16.6%	103
Gambled at casino 6+ times in last 12 months	148	3.0%	109
Gambled in Atlantic City in last 12 months	78	1.6%	62
Gambled in Las Vegas in last 12 months	267	5.3%	112
Attended horse races in last 12 months	171	3.4%	115
Attended movies in last 6 months	3,013	60.3%	102
Attended movies in last 90 days: < once a month	1,631	32.6%	101
Attended movies in last 90 days: once a month	608	12.2%	119
Attended movies in last 90 days: 2-3 times a month	359	7.2%	106
Attended movies in last 90 days: once/week or more	92	1.8%	72
Prefer to see movie after second week of release	1,361	27.2%	115
Went to museum in last 12 months	691	13.8%	108
Attended music performance in last 12 months	1,407	28.1%	118
Attended country music performance in last 12 mo	288	5.8%	113
Attended rock music performance in last 12 months	668	13.4%	122
Attended classical music/opera performance/12 mo	270	5.4%	117
Went to live theater in last 12 months	676	13.5%	103
Visited a theme park in last 12 months	1,126	22.5%	105
Visited Disney World (FL)/12 mo: Magic Kingdom	175	3.5%	103
Visited any Sea World in last 12 months	181	3.6%	107
Visited any Six Flags in last 12 months	264	5.3%	91
Went to zoo in last 12 months	751	15.0%	118
Played backgammon in last 12 months	97	1.9%	97
Participated in book club in last 12 months	151	3.0%	95
Played billiards/pool in last 12 months	569	11.4%	118
Played bingo in last 12 months	181	3.6%	85
Did birdwatching in last 12 months	317	6.3%	102
Played board game in last 12 months	955	19.1%	117

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ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Business 28
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Latitude: 39.19162
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,094	21.9%	104
Played chess in last 12 months	180	3.6%	98
Cooked for fun in last 12 months	1,127	22.5%	108
Did crossword puzzle in last 12 months	827	16.5%	114
Participated in fantasy sports league last 12 mo	175	3.5%	107
Flew a kite in last 12 months	156	3.1%	110
Did furniture refinishing in last 12 months	169	3.4%	105
Did indoor gardening/plant care in last 12 months	516	10.3%	102
Participated in karaoke in last 12 months	250	5.0%	113
Bought lottery ticket in last 12 months	1,713	34.3%	99
Bought lottery ticket in last 12 mo: Daily Drawing	174	3.5%	72
Bought lottery ticket in last 12 mo: Instant Game	788	15.8%	99
Bought lottery ticket in last 12 mo: Lotto Drawing	1,040	20.8%	97
Played lottery: <3 times in last 30 days	779	15.6%	99
Played lottery: 3-7 times in last 30 days	466	9.3%	97
Played lottery: 8+ times in last 30 days	468	9.4%	100
Played musical instrument in last 12 months	426	8.5%	107
Did painting/drawing in last 12 months	331	6.6%	101
Did photography in last 12 months	725	14.5%	115
Read book in last 12 months	2,229	44.6%	109
Participated in trivia games in last 12 months	367	7.3%	122
Played video game in last 12 months	803	16.1%	121
Did woodworking in last 12 months	253	5.1%	108
Participated in word games in last 12 months	493	9.9%	103
Member of AARP	763	15.3%	99
Member of business club	142	2.8%	114
Member of charitable organization	336	6.7%	106
Member of church board	212	4.2%	98
Member of fraternal order	173	3.5%	98
Member of religious club	268	5.4%	84
Member of union	249	5.0%	95
Member of veterans club	171	3.4%	100
Bought any children`s toy/game in last 12 months	1,953	39.1%	113
Spent on toys/games in last 12 months: <\$50	304	6.1%	100
Spent on toys/games in last 12 months: \$50-99	157	3.1%	114
Spent on toys/games in last 12 months: \$100-199	401	8.0%	111
Spent on toys/games in last 12 months: \$200-499	651	13.0%	120
Spent on toys/games in last 12 months: \$500+	327	6.5%	114
Bought infant toy in last 12 months	464	9.3%	111
Bought pre-school toy in last 12 months	461	9.2%	114
Spent on toys/games (for child <6)/12 mo: <\$100	569	11.4%	102
Spent on toys/games (for child <6)/12 mo: \$100-199	411	8.2%	122
Spent on toys/games (for child <6)/12 mo: \$200+	466	9.3%	120
Bought for child in last 12 mo: boy action figure	474	9.5%	117
Bought for child in last 12 mo: girl action figure	154	3.1%	100
Bought for child in last 12 mo: bicycle	411	8.2%	120
Bought for child in last 12 mo: board game	668	13.4%	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.

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Business 28
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	188	3.8%	111
Bought for child in last 12 mo: car	505	10.1%	109
Bought for child in last 12 mo: construction toy	247	4.9%	100
Bought for child in last 12 mo: large/baby doll	412	8.2%	126
Bought for child in last 12 mo: fashion doll	248	5.0%	97
Bought for child in last 12 mo: plush doll/animal	531	10.6%	126
Bought for child in last 12 mo: doll accessories	212	4.2%	105
Bought for child in last 12 mo: doll clothing	232	4.6%	112
Bought for child in last 12 mo: educational toy	801	16.0%	118
Bought for child in last 12 mo: electronic game	533	10.7%	114
Bought for child in last 12 mo: mechanical toy	240	4.8%	120
Bought for child in last 12 mo: model kit/set	150	3.0%	116
Bought for child in last 12 mo: sound game	140	2.8%	100
Bought for child in last 12 mo: water toy	577	11.5%	120
Bought for child in last 12 mo: word game	191	3.8%	99
Bought book in last 12 months	2,796	55.9%	111
Bought 1-3 books in last 12 months	1,088	21.8%	111
Bought 4-9 books in last 12 months	874	17.5%	112
Bought 10+ books in last 12 months	833	16.7%	110
Bought paperback book in last 12 months	2,170	43.4%	115
Bought <3 paperback books in last 12 months	748	15.0%	115
Bought 3-6 paperback books in last 12 months	743	14.9%	113
Bought 7+ paperback books in last 12 months	678	13.6%	115
Bought hardcover book in last 12 months	1,586	31.7%	114
Bought <3 hardcover books in last 12 months	743	14.9%	121
Bought 3-5 hardcover books in last 12 months	422	8.4%	105
Bought 6+ hardcover books in last 12 months	422	8.4%	107
Bought book (fiction) in last 12 months	1,628	32.6%	116
Bought book (non-fiction) in last 12 months	1,424	28.5%	112
Bought biography in last 12 months	342	6.8%	94
Bought children`s book in last 12 months	730	14.6%	115
Bought cookbook in last 12 months	590	11.8%	108
Bought desk dictionary in last 12 months	73	1.5%	72
Bought history book in last 12 months	394	7.9%	104
Bought mystery book in last 12 months	690	13.8%	123
Bought personal/business self-help book last 12 mo	449	9.0%	125
Bought religious book (not bible) last 12 months	460	9.2%	121
Bought romance book in last 12 months	407	8.1%	125
Bought science fiction book in last 12 months	245	4.9%	108
Bought book through book club in last 12 months	203	4.1%	94
Bought book at book store in last 12 months	1,855	37.1%	110
Bought book at Barnes & Noble in last 12 months	1,156	23.1%	117
Bought book at Borders in last 12 months	604	12.1%	109
Bought book at convenience store in last 12 months	92	1.8%	83
Bought book at department store in last 12 months	474	9.5%	124
Bought book at drug store in last 12 months	114	2.3%	100
Bought book through Internet in last 12 mo	555	11.1%	109
Bought book through mail order in last 12 months	158	3.2%	93
Bought book at supermarket in last 12 months	406	8.1%	156
Bought book at warehouse store in last 12 months	375	7.5%	129

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

Sports and Leisure Market Potential

Business 28
949 STHY 28, , OH, 45150
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Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015	
Population		37,585	39,358	
Population 18+		27,860	29,144	
Households		14,444	15,168	
Median Household Income		\$71,498	\$80,364	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		3,329	11.9%	121
Participated in archery		724	2.6%	98
Participated in backpacking/hiking		3,043	10.9%	116
Participated in baseball		1,580	5.7%	109
Participated in basketball		2,746	9.9%	105
Participated in bicycling (mountain)		1,281	4.6%	125
Participated in bicycling (road)		3,245	11.6%	121
Participated in boating (power)		2,032	7.3%	118
Participated in bowling		4,001	14.4%	123
Participated in canoeing/kayaking		1,526	5.5%	114
Participated in downhill skiing		968	3.5%	119
Participated in fishing (fresh water)		3,820	13.7%	105
Participated in fishing (salt water)		1,405	5.0%	111
Participated in football		1,831	6.6%	105
Participated in Frisbee		1,772	6.4%	116
Participated in golf		3,818	13.7%	132
Play golf < once a month		1,450	5.2%	132
Play golf 1+ times a month		1,993	7.2%	133
Participated in horseback riding		905	3.2%	107
Participated in hunting with rifle		1,266	4.5%	94
Participated in hunting with shotgun		1,110	4.0%	94
Participated in ice skating		940	3.4%	117
Participated in jogging/running		3,600	12.9%	122
Participated in martial arts		389	1.4%	99
Participated in motorcycling		1,102	4.0%	107
Participated in Pilates		1,098	3.9%	120
Participated in roller skating		560	2.0%	96
Participated in snowboarding		532	1.9%	99
Participated in soccer		1,267	4.5%	106
Participated in softball		1,166	4.2%	107
Participated in swimming		6,526	23.4%	120
Participated in target shooting		1,220	4.4%	113
Participated in tennis		1,356	4.9%	114
Participated in volleyball		1,096	3.9%	112
Participated in walking for exercise		9,659	34.7%	116
Participated in weight lifting		4,128	14.8%	126
Participated in yoga		1,779	6.4%	111
Spent on high end sports/recreation equipment/12 mo: <\$250		1,259	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+		1,330	4.8%	122
Attend sports event: auto racing (NASCAR)		2,199	7.9%	108
Attend sports event: auto racing (not NASCAR)		1,904	6.8%	108
Attend sports event: baseball game		5,064	18.2%	123

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	2,422	8.7%	109
Attend sports event: basketball game (pro)	2,808	10.1%	118
Attend sports event: football game (college)	3,403	12.2%	118
Attend sports event: football-Monday night game (pro)	1,821	6.5%	107
Attend sports event: football-weekend game (pro)	3,033	10.9%	120
Attend sports event: golf tournament	1,815	6.5%	117
Attend sports event: ice hockey game	2,262	8.1%	122
Attend sports event: soccer game	1,963	7.0%	114
Attend sports event: tennis match	1,440	5.2%	105
Attended adult education course in last 12 months	2,159	7.7%	117
Attended auto show in last 12 months	2,572	9.2%	111
Went to bar/night club in last 12 months	5,965	21.4%	112
Went to beach in last 12 months	8,117	29.1%	119
Attended dance performance in last 12 months	1,359	4.9%	110
Danced/went dancing in last 12 months	2,732	9.8%	103
Dined out in last 12 months	15,550	55.8%	113
Dine out < once a month	1,446	5.2%	110
Dine out once a month	1,880	6.7%	109
Dine out 2-3 times a month	3,575	12.8%	111
Dine out once a week	3,853	13.8%	120
Dine out 2+ times per week	2,998	10.8%	109
Gambled at casino in last 12 months	5,105	18.3%	114
Gambled at casino 6+ times in last 12 months	775	2.8%	102
Gambled in Atlantic City in last 12 months	643	2.3%	91
Gambled in Las Vegas in last 12 months	1,588	5.7%	119
Attended horse races in last 12 months	857	3.1%	104
Attended movies in last 6 months	17,597	63.2%	107
Attended movies in last 90 days: < once a month	9,868	35.4%	110
Attended movies in last 90 days: once a month	3,238	11.6%	113
Attended movies in last 90 days: 2-3 times a month	2,029	7.3%	108
Attended movies in last 90 days: once/week or more	611	2.2%	86
Prefer to see movie after second week of release	7,571	27.2%	115
Went to museum in last 12 months	4,080	14.6%	115
Attended music performance in last 12 months	7,796	28.0%	118
Attended country music performance in last 12 mo	1,468	5.3%	104
Attended rock music performance in last 12 months	3,670	13.2%	121
Attended classical music/opera performance/12 mo	1,460	5.2%	114
Went to live theater in last 12 months	4,296	15.4%	117
Visited a theme park in last 12 months	6,965	25.0%	116
Visited Disney World (FL)/12 mo: Magic Kingdom	1,223	4.4%	130
Visited any Sea World in last 12 months	1,180	4.2%	125
Visited any Six Flags in last 12 months	1,670	6.0%	103
Went to zoo in last 12 months	4,394	15.8%	124
Played backgammon in last 12 months	594	2.1%	106
Participated in book club in last 12 months	892	3.2%	101
Played billiards/pool in last 12 months	2,879	10.3%	107
Played bingo in last 12 months	1,209	4.3%	102
Did birdwatching in last 12 months	1,846	6.6%	106
Played board game in last 12 months	5,484	19.7%	121

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	6,519	23.4%	112
Played chess in last 12 months	1,100	3.9%	108
Cooked for fun in last 12 months	6,487	23.3%	112
Did crossword puzzle in last 12 months	4,498	16.1%	111
Participated in fantasy sports league last 12 mo	1,109	4.0%	122
Flew a kite in last 12 months	907	3.3%	115
Did furniture refinishing in last 12 months	972	3.5%	108
Did indoor gardening/plant care in last 12 months	3,085	11.1%	110
Participated in karaoke in last 12 months	1,243	4.5%	101
Bought lottery ticket in last 12 months	9,994	35.9%	104
Bought lottery ticket in last 12 mo: Daily Drawing	1,245	4.5%	92
Bought lottery ticket in last 12 mo: Instant Game	4,327	15.5%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	6,536	23.5%	110
Played lottery: <3 times in last 30 days	4,590	16.5%	105
Played lottery: 3-7 times in last 30 days	2,751	9.9%	103
Played lottery: 8+ times in last 30 days	2,654	9.5%	102
Played musical instrument in last 12 months	2,410	8.7%	109
Did painting/drawing in last 12 months	1,797	6.5%	99
Did photography in last 12 months	4,072	14.6%	116
Read book in last 12 months	12,807	46.0%	113
Participated in trivia games in last 12 months	2,043	7.3%	122
Played video game in last 12 months	4,097	14.7%	111
Did woodworking in last 12 months	1,406	5.0%	107
Participated in word games in last 12 months	2,927	10.5%	110
Member of AARP	4,728	17.0%	110
Member of business club	893	3.2%	129
Member of charitable organization	2,006	7.2%	114
Member of church board	1,195	4.3%	100
Member of fraternal order	1,056	3.8%	107
Member of religious club	1,885	6.8%	106
Member of union	1,696	6.1%	116
Member of veterans club	936	3.4%	99
Bought any children`s toy/game in last 12 months	10,817	38.8%	112
Spent on toys/games in last 12 months: <\$50	1,819	6.5%	107
Spent on toys/games in last 12 months: \$50-99	785	2.8%	102
Spent on toys/games in last 12 months: \$100-199	2,081	7.5%	104
Spent on toys/games in last 12 months: \$200-499	3,451	12.4%	114
Spent on toys/games in last 12 months: \$500+	2,000	7.2%	125
Bought infant toy in last 12 months	2,464	8.8%	106
Bought pre-school toy in last 12 months	2,582	9.3%	115
Spent on toys/games (for child <6)/12 mo: <\$100	3,288	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	2,001	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	2,546	9.1%	118
Bought for child in last 12 mo: boy action figure	2,459	8.8%	109
Bought for child in last 12 mo: girl action figure	843	3.0%	98
Bought for child in last 12 mo: bicycle	2,162	7.8%	113
Bought for child in last 12 mo: board game	4,053	14.5%	123

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,073	3.9%	114
Bought for child in last 12 mo: car	2,683	9.6%	104
Bought for child in last 12 mo: construction toy	1,505	5.4%	109
Bought for child in last 12 mo: large/baby doll	1,863	6.7%	102
Bought for child in last 12 mo: fashion doll	1,417	5.1%	100
Bought for child in last 12 mo: plush doll/animal	2,903	10.4%	124
Bought for child in last 12 mo: doll accessories	1,163	4.2%	104
Bought for child in last 12 mo: doll clothing	1,170	4.2%	102
Bought for child in last 12 mo: educational toy	4,391	15.8%	116
Bought for child in last 12 mo: electronic game	3,086	11.1%	119
Bought for child in last 12 mo: mechanical toy	1,250	4.5%	112
Bought for child in last 12 mo: model kit/set	814	2.9%	113
Bought for child in last 12 mo: sound game	712	2.6%	91
Bought for child in last 12 mo: water toy	3,249	11.7%	122
Bought for child in last 12 mo: word game	1,096	3.9%	102
Bought book in last 12 months	15,721	56.4%	112
Bought 1-3 books in last 12 months	5,907	21.2%	108
Bought 4-9 books in last 12 months	4,783	17.2%	110
Bought 10+ books in last 12 months	5,030	18.1%	119
Bought paperback book in last 12 months	12,240	43.9%	116
Bought <3 paperback books in last 12 months	4,042	14.5%	112
Bought 3-6 paperback books in last 12 months	4,267	15.3%	116
Bought 7+ paperback books in last 12 months	3,931	14.1%	120
Bought hardcover book in last 12 months	9,056	32.5%	116
Bought <3 hardcover books in last 12 months	3,943	14.2%	115
Bought 3-5 hardcover books in last 12 months	2,530	9.1%	113
Bought 6+ hardcover books in last 12 months	2,583	9.3%	118
Bought book (fiction) in last 12 months	9,241	33.2%	118
Bought book (non-fiction) in last 12 months	8,136	29.2%	115
Bought biography in last 12 months	2,144	7.7%	106
Bought children`s book in last 12 months	4,068	14.6%	115
Bought cookbook in last 12 months	3,345	12.0%	110
Bought desk dictionary in last 12 months	470	1.7%	83
Bought history book in last 12 months	2,345	8.4%	111
Bought mystery book in last 12 months	3,790	13.6%	121
Bought personal/business self-help book last 12 mo	2,554	9.2%	128
Bought religious book (not bible) last 12 months	2,409	8.6%	114
Bought romance book in last 12 months	1,944	7.0%	107
Bought science fiction book in last 12 months	1,418	5.1%	112
Bought book through book club in last 12 months	1,211	4.3%	100
Bought book at book store in last 12 months	11,070	39.7%	118
Bought book at Barnes & Noble in last 12 months	6,937	24.9%	126
Bought book at Borders in last 12 months	3,942	14.1%	127
Bought book at convenience store in last 12 months	523	1.9%	84
Bought book at department store in last 12 months	2,029	7.3%	95
Bought book at drug store in last 12 months	624	2.2%	99
Bought book through Internet in last 12 mo	3,479	12.5%	123
Bought book through mail order in last 12 months	817	2.9%	86
Bought book at supermarket in last 12 months	1,688	6.1%	116
Bought book at warehouse store in last 12 months	2,068	7.4%	128

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Demographic Summary		2010	2015
Population		73,743	77,322
Population 18+		53,610	56,366
Households		26,885	28,266
Median Household Income		\$75,309	\$83,661
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	6,539	12.2%	123
Participated in archery	1,444	2.7%	101
Participated in backpacking/hiking	6,069	11.3%	120
Participated in baseball	3,053	5.7%	110
Participated in basketball	5,255	9.8%	105
Participated in bicycling (mountain)	2,470	4.6%	125
Participated in bicycling (road)	6,473	12.1%	125
Participated in boating (power)	3,997	7.5%	121
Participated in bowling	7,596	14.2%	121
Participated in canoeing/kayaking	3,079	5.7%	120
Participated in downhill skiing	2,123	4.0%	136
Participated in fishing (fresh water)	7,366	13.7%	105
Participated in fishing (salt water)	2,714	5.1%	111
Participated in football	3,387	6.3%	101
Participated in Frisbee	3,370	6.3%	115
Participated in golf	7,489	14.0%	135
Play golf < once a month	2,864	5.3%	135
Play golf 1+ times a month	3,896	7.3%	135
Participated in horseback riding	1,862	3.5%	114
Participated in hunting with rifle	2,554	4.8%	98
Participated in hunting with shotgun	2,164	4.0%	95
Participated in ice skating	1,912	3.6%	124
Participated in jogging/running	7,038	13.1%	124
Participated in martial arts	718	1.3%	95
Participated in motorcycling	2,182	4.1%	110
Participated in Pilates	2,303	4.3%	131
Participated in roller skating	1,099	2.1%	98
Participated in snowboarding	1,045	1.9%	101
Participated in soccer	2,535	4.7%	110
Participated in softball	2,280	4.3%	109
Participated in swimming	12,869	24.0%	123
Participated in target shooting	2,294	4.3%	111
Participated in tennis	2,830	5.3%	124
Participated in volleyball	2,143	4.0%	114
Participated in walking for exercise	18,758	35.0%	117
Participated in weight lifting	8,201	15.3%	130
Participated in yoga	3,549	6.6%	115
Spent on high end sports/recreation equipment/12 mo: <\$250	2,466	4.6%	104
Spent on high end sports/recreation equipment/12 mo: \$250+	2,549	4.8%	122
Attend sports event: auto racing (NASCAR)	4,243	7.9%	108
Attend sports event: auto racing (not NASCAR)	3,602	6.7%	106
Attend sports event: baseball game	9,795	18.3%	124

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	4,698	8.8%	110
Attend sports event: basketball game (pro)	5,305	9.9%	116
Attend sports event: football game (college)	6,537	12.2%	118
Attend sports event: football-Monday night game (pro)	3,446	6.4%	105
Attend sports event: football-weekend game (pro)	5,720	10.7%	118
Attend sports event: golf tournament	3,471	6.5%	117
Attend sports event: ice hockey game	4,280	8.0%	120
Attend sports event: soccer game	3,723	6.9%	112
Attend sports event: tennis match	2,813	5.2%	106
Attended adult education course in last 12 months	4,135	7.7%	117
Attended auto show in last 12 months	4,910	9.2%	111
Went to bar/night club in last 12 months	11,470	21.4%	112
Went to beach in last 12 months	15,989	29.8%	121
Attended dance performance in last 12 months	2,643	4.9%	111
Danced/went dancing in last 12 months	5,186	9.7%	102
Dined out in last 12 months	30,338	56.6%	115
Dine out < once a month	2,692	5.0%	107
Dine out once a month	3,787	7.1%	114
Dine out 2-3 times a month	6,981	13.0%	113
Dine out once a week	7,607	14.2%	123
Dine out 2+ times per week	5,879	11.0%	111
Gambled at casino in last 12 months	9,338	17.4%	109
Gambled at casino 6+ times in last 12 months	1,395	2.6%	96
Gambled in Atlantic City in last 12 months	1,189	2.2%	88
Gambled in Las Vegas in last 12 months	2,977	5.6%	116
Attended horse races in last 12 months	1,695	3.2%	107
Attended movies in last 6 months	33,787	63.0%	107
Attended movies in last 90 days: < once a month	18,891	35.2%	109
Attended movies in last 90 days: once a month	6,273	11.7%	114
Attended movies in last 90 days: 2-3 times a month	3,895	7.3%	108
Attended movies in last 90 days: once/week or more	1,220	2.3%	89
Prefer to see movie after second week of release	14,691	27.4%	116
Went to museum in last 12 months	8,238	15.4%	120
Attended music performance in last 12 months	15,125	28.2%	119
Attended country music performance in last 12 mo	2,931	5.5%	108
Attended rock music performance in last 12 months	7,139	13.3%	122
Attended classical music/opera performance/12 mo	2,857	5.3%	116
Went to live theater in last 12 months	8,564	16.0%	122
Visited a theme park in last 12 months	13,365	24.9%	116
Visited Disney World (FL)/12 mo: Magic Kingdom	2,338	4.4%	129
Visited any Sea World in last 12 months	2,214	4.1%	122
Visited any Six Flags in last 12 months	3,298	6.2%	106
Went to zoo in last 12 months	8,608	16.1%	126
Played backgammon in last 12 months	1,140	2.1%	106
Participated in book club in last 12 months	1,834	3.4%	108
Played billiards/pool in last 12 months	5,535	10.3%	107
Played bingo in last 12 months	2,140	4.0%	94
Did birdwatching in last 12 months	3,643	6.8%	109
Played board game in last 12 months	10,598	19.8%	121

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	12,436	23.2%	111
Played chess in last 12 months	2,063	3.8%	105
Cooked for fun in last 12 months	12,556	23.4%	113
Did crossword puzzle in last 12 months	8,557	16.0%	110
Participated in fantasy sports league last 12 mo	2,086	3.9%	119
Flew a kite in last 12 months	1,697	3.2%	112
Did furniture refinishing in last 12 months	1,817	3.4%	105
Did indoor gardening/plant care in last 12 months	5,871	11.0%	109
Participated in karaoke in last 12 months	2,377	4.4%	100
Bought lottery ticket in last 12 months	18,800	35.1%	101
Bought lottery ticket in last 12 mo: Daily Drawing	2,189	4.1%	84
Bought lottery ticket in last 12 mo: Instant Game	8,098	15.1%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	12,270	22.9%	107
Played lottery: <3 times in last 30 days	8,797	16.4%	104
Played lottery: 3-7 times in last 30 days	5,218	9.7%	101
Played lottery: 8+ times in last 30 days	4,786	8.9%	96
Played musical instrument in last 12 months	4,636	8.6%	108
Did painting/drawing in last 12 months	3,482	6.5%	99
Did photography in last 12 months	7,964	14.9%	118
Read book in last 12 months	24,840	46.3%	114
Participated in trivia games in last 12 months	3,792	7.1%	117
Played video game in last 12 months	7,723	14.4%	108
Did woodworking in last 12 months	2,696	5.0%	107
Participated in word games in last 12 months	5,459	10.2%	107
Member of AARP	8,848	16.5%	107
Member of business club	1,811	3.4%	135
Member of charitable organization	4,029	7.5%	119
Member of church board	2,357	4.4%	102
Member of fraternal order	1,941	3.6%	103
Member of religious club	3,647	6.8%	106
Member of union	3,095	5.8%	110
Member of veterans club	1,714	3.2%	94
Bought any children`s toy/game in last 12 months	20,757	38.7%	112
Spent on toys/games in last 12 months: <\$50	3,465	6.5%	106
Spent on toys/games in last 12 months: \$50-99	1,489	2.8%	101
Spent on toys/games in last 12 months: \$100-199	4,030	7.5%	104
Spent on toys/games in last 12 months: \$200-499	6,570	12.3%	113
Spent on toys/games in last 12 months: \$500+	3,949	7.4%	128
Bought infant toy in last 12 months	4,835	9.0%	108
Bought pre-school toy in last 12 months	4,960	9.3%	114
Spent on toys/games (for child <6)/12 mo: <\$100	6,362	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	3,916	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	4,891	9.1%	118
Bought for child in last 12 mo: boy action figure	4,695	8.8%	108
Bought for child in last 12 mo: girl action figure	1,582	3.0%	95
Bought for child in last 12 mo: bicycle	4,064	7.6%	111
Bought for child in last 12 mo: board game	7,691	14.3%	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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,087	3.9%	115
Bought for child in last 12 mo: car	5,103	9.5%	103
Bought for child in last 12 mo: construction toy	2,933	5.5%	111
Bought for child in last 12 mo: large/baby doll	3,726	7.0%	106
Bought for child in last 12 mo: fashion doll	2,747	5.1%	100
Bought for child in last 12 mo: plush doll/animal	5,601	10.4%	124
Bought for child in last 12 mo: doll accessories	2,321	4.3%	108
Bought for child in last 12 mo: doll clothing	2,309	4.3%	104
Bought for child in last 12 mo: educational toy	8,529	15.9%	117
Bought for child in last 12 mo: electronic game	6,029	11.2%	121
Bought for child in last 12 mo: mechanical toy	2,431	4.5%	114
Bought for child in last 12 mo: model kit/set	1,530	2.9%	111
Bought for child in last 12 mo: sound game	1,372	2.6%	91
Bought for child in last 12 mo: water toy	6,236	11.6%	121
Bought for child in last 12 mo: word game	2,074	3.9%	100
Bought book in last 12 months	30,651	57.2%	114
Bought 1-3 books in last 12 months	11,374	21.2%	108
Bought 4-9 books in last 12 months	9,414	17.6%	113
Bought 10+ books in last 12 months	9,862	18.4%	122
Bought paperback book in last 12 months	23,986	44.7%	118
Bought <3 paperback books in last 12 months	7,793	14.5%	112
Bought 3-6 paperback books in last 12 months	8,431	15.7%	120
Bought 7+ paperback books in last 12 months	7,764	14.5%	123
Bought hardcover book in last 12 months	17,682	33.0%	118
Bought <3 hardcover books in last 12 months	7,708	14.4%	117
Bought 3-5 hardcover books in last 12 months	4,942	9.2%	115
Bought 6+ hardcover books in last 12 months	5,032	9.4%	119
Bought book (fiction) in last 12 months	18,099	33.8%	120
Bought book (non-fiction) in last 12 months	16,164	30.2%	119
Bought biography in last 12 months	4,312	8.0%	111
Bought children`s book in last 12 months	8,001	14.9%	117
Bought cookbook in last 12 months	6,636	12.4%	113
Bought desk dictionary in last 12 months	868	1.6%	80
Bought history book in last 12 months	4,681	8.7%	116
Bought mystery book in last 12 months	7,189	13.4%	119
Bought personal/business self-help book last 12 mo	5,096	9.5%	132
Bought religious book (not bible) last 12 months	4,595	8.6%	113
Bought romance book in last 12 months	3,810	7.1%	109
Bought science fiction book in last 12 months	2,733	5.1%	112
Bought book through book club in last 12 months	2,287	4.3%	99
Bought book at book store in last 12 months	21,623	40.3%	120
Bought book at Barnes & Noble in last 12 months	13,477	25.1%	128
Bought book at Borders in last 12 months	8,024	15.0%	135
Bought book at convenience store in last 12 months	986	1.8%	83
Bought book at department store in last 12 months	4,019	7.5%	98
Bought book at drug store in last 12 months	1,089	2.0%	89
Bought book through Internet in last 12 mo	6,880	12.8%	126
Bought book through mail order in last 12 months	1,582	3.0%	87
Bought book at supermarket in last 12 months	3,257	6.1%	116
Bought book at warehouse store in last 12 months	4,134	7.7%	133

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

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	38.2%	Population	6,671	6,945
Exurbanites	26.4%	Households	2,753	2,888
In Style	18.8%	Families	1,936	2,014
Up and Coming Families	16.3%	Median Age	38.0	38.1
Sophisticated Squires	0.3%	Median Household Income	\$65,637	\$79,029
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,884.33	\$5,188,399
Men's		74	\$339.44	\$934,626
Women's		70	\$583.53	\$1,606,721
Children's		85	\$341.60	\$940,589
Footwear		55	\$229.88	\$632,968
Watches & Jewelry		113	\$219.84	\$605,304
Apparel Products and Services (1)		182	\$170.04	\$468,190
Computer				
Computers and Hardware for Home Use		114	\$218.24	\$600,911
Software and Accessories for Home Use		115	\$32.81	\$90,332
Entertainment & Recreation		116	\$3,738.27	\$10,293,127
Fees and Admissions		118	\$730.99	\$2,012,749
Membership Fees for Clubs (2)		117	\$191.47	\$527,214
Fees for Participant Sports, excl. Trips		121	\$128.66	\$354,248
Admission to Movie/Theatre/Opera/Ballet		115	\$174.70	\$481,036
Admission to Sporting Events, excl. Trips		122	\$72.73	\$200,246
Fees for Recreational Lessons		119	\$162.74	\$448,085
Dating Services		91	\$0.70	\$1,919
TV/Video/Audio		112	\$1,385.34	\$3,814,452
Community Antenna or Cable TV		110	\$791.16	\$2,178,423
Televisions		119	\$231.10	\$636,330
VCRs, Video Cameras, and DVD Players		113	\$22.96	\$63,230
Video Cassettes and DVDs		112	\$59.15	\$162,875
Video and Computer Game Hardware and Software		117	\$65.14	\$179,348
Satellite Dishes		122	\$1.53	\$4,220
Rental of Video Cassettes and DVDs		114	\$46.95	\$129,268
Streaming/Downloaded Video		111	\$1.55	\$4,279
Audio (3)		107	\$157.20	\$432,829
Rental and Repair of TV/Radio/Sound Equipment		113	\$8.59	\$23,651
Pets		141	\$608.32	\$1,674,986
Toys and Games (4)		113	\$164.99	\$454,302
Recreational Vehicles and Fees (5)		112	\$361.71	\$995,945
Sports/Recreation/Exercise Equipment (6)		92	\$166.42	\$458,227
Photo Equipment and Supplies (7)		116	\$119.96	\$330,291
Reading (8)		110	\$170.97	\$470,765
Catered Affairs (9)		120	\$29.57	\$81,411
Food		111	\$8,556.36	\$23,559,509
Food at Home		110	\$4,913.53	\$13,529,166
Bakery and Cereal Products		109	\$652.30	\$1,796,084
Meats, Poultry, Fish, and Eggs		110	\$1,138.36	\$3,134,402
Dairy Products		109	\$542.00	\$1,492,365
Fruits and Vegetables		110	\$860.18	\$2,368,461
Snacks and Other Food at Home (10)		110	\$1,720.70	\$4,737,853
Food Away from Home		113	\$3,642.83	\$10,030,343
Alcoholic Beverages		112	\$637.33	\$1,754,854
Nonalcoholic Beverages at Home		110	\$482.39	\$1,328,222

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

Retail Goods and Services Expenditures

Business 28
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Ring: 1 mile radius

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Latitude: 39.19162
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	107	\$1,858.18	\$5,116,399
Vehicle Loans	116	\$5,700.62	\$15,696,356
Health			
Nonprescription Drugs	110	\$113.50	\$312,509
Prescription Drugs	108	\$538.38	\$1,482,410
Eyeglasses and Contact Lenses	114	\$87.68	\$241,424
Home			
Mortgage Payment and Basics (11)	125	\$11,704.92	\$32,228,914
Maintenance and Remodeling Services	122	\$2,424.67	\$6,676,206
Maintenance and Remodeling Materials (12)	117	\$435.07	\$1,197,953
Utilities, Fuel, and Public Services	111	\$5,045.77	\$13,893,272
Household Furnishings and Equipment			
Household Textiles (13)	115	\$152.87	\$420,926
Furniture	117	\$701.28	\$1,930,927
Floor Coverings	114	\$85.82	\$236,293
Major Appliances (14)	115	\$347.53	\$956,908
Housewares (15)	100	\$86.13	\$237,142
Small Appliances	110	\$36.17	\$99,597
Luggage	118	\$10.90	\$30,015
Telephones and Accessories	78	\$33.03	\$90,932
Household Operations			
Child Care	121	\$558.78	\$1,538,558
Lawn and Garden (16)	117	\$489.19	\$1,346,959
Moving/Storage/Freight Express	110	\$66.62	\$183,433
Housekeeping Supplies (17)	113	\$791.78	\$2,180,122
Insurance			
Owners and Renters Insurance	121	\$560.07	\$1,542,134
Vehicle Insurance	113	\$1,316.36	\$3,624,534
Life/Other Insurance	115	\$480.75	\$1,323,727
Health Insurance	109	\$2,115.10	\$5,823,814
Personal Care Products (18)	115	\$456.93	\$1,258,129
School Books and Supplies (19)	110	\$117.36	\$323,134
Smoking Products	100	\$429.30	\$1,182,044
Transportation			
Vehicle Purchases (Net Outlay) (20)	116	\$5,088.81	\$14,011,784
Gasoline and Motor Oil	113	\$3,233.43	\$8,903,089
Vehicle Maintenance and Repairs	114	\$1,070.40	\$2,947,300
Travel			
Airline Fares	118	\$542.07	\$1,492,564
Lodging on Trips	117	\$510.06	\$1,404,423
Auto/Truck/Van Rental on Trips	122	\$44.82	\$123,421
Food and Drink on Trips	116	\$503.02	\$1,385,043

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

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

- (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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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

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Latitude: 39.19162
Longitude: -84.2515

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	13.6%	Population	37,585	39,358
Boomburbs	13.5%	Households	14,444	15,168
Exurbanites	12.9%	Families	10,469	10,952
In Style	10.3%	Median Age	39.0	38.8
Cozy and Comfortable	10.2%	Median Household Income	\$71,498	\$80,364
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$2,026.77	\$29,273,996
Men's		80	\$365.41	\$5,277,915
Women's		76	\$630.05	\$9,100,181
Children's		90	\$360.19	\$5,202,489
Footwear		58	\$243.39	\$3,515,490
Watches & Jewelry		124	\$241.24	\$3,484,362
Apparel Products and Services (1)		199	\$186.49	\$2,693,559
Computer				
Computers and Hardware for Home Use		122	\$233.09	\$3,366,709
Software and Accessories for Home Use		122	\$34.88	\$503,744
Entertainment & Recreation		124	\$4,002.18	\$57,806,087
Fees and Admissions		131	\$807.72	\$11,666,403
Membership Fees for Clubs (2)		130	\$213.42	\$3,082,530
Fees for Participant Sports, excl. Trips		130	\$138.23	\$1,996,604
Admission to Movie/Theatre/Opera/Ballet		125	\$189.74	\$2,740,593
Admission to Sporting Events, excl. Trips		134	\$79.75	\$1,151,824
Fees for Recreational Lessons		136	\$185.75	\$2,682,858
Dating Services		108	\$0.83	\$11,994
TV/Video/Audio		119	\$1,471.57	\$21,254,909
Community Antenna or Cable TV		117	\$842.10	\$12,163,031
Televisions		126	\$243.77	\$3,520,894
VCRs, Video Cameras, and DVD Players		119	\$24.27	\$350,586
Video Cassettes and DVDs		117	\$61.68	\$890,894
Video and Computer Game Hardware and Software		126	\$70.16	\$1,013,326
Satellite Dishes		123	\$1.55	\$22,444
Rental of Video Cassettes and DVDs		119	\$49.18	\$710,350
Streaming/Downloaded Video		125	\$1.76	\$25,367
Audio (3)		114	\$168.08	\$2,427,682
Rental and Repair of TV/Radio/Sound Equipment		119	\$9.02	\$130,336
Pets		149	\$641.15	\$9,260,582
Toys and Games (4)		121	\$175.81	\$2,539,335
Recreational Vehicles and Fees (5)		117	\$378.82	\$5,471,548
Sports/Recreation/Exercise Equipment (6)		98	\$176.95	\$2,555,834
Photo Equipment and Supplies (7)		124	\$128.86	\$1,861,218
Reading (8)		122	\$189.07	\$2,730,837
Catered Affairs (9)		131	\$32.22	\$465,421
Food		119	\$9,121.72	\$131,750,941
Food at Home		117	\$5,241.06	\$75,699,988
Bakery and Cereal Products		117	\$699.44	\$10,102,459
Meats, Poultry, Fish, and Eggs		117	\$1,211.68	\$17,501,090
Dairy Products		117	\$579.46	\$8,369,564
Fruits and Vegetables		118	\$923.88	\$13,344,265
Snacks and Other Food at Home (10)		117	\$1,826.59	\$26,382,609
Food Away from Home		121	\$3,880.66	\$56,050,953
Alcoholic Beverages		121	\$691.75	\$9,991,339
Nonalcoholic Beverages at Home		117	\$510.61	\$7,375,108

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

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Latitude: 39.19162
Longitude: -84.2515

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	116	\$2,022.51	\$29,212,435
Vehicle Loans	119	\$5,844.44	\$84,415,119
Health			
Nonprescription Drugs	115	\$118.35	\$1,709,368
Prescription Drugs	115	\$572.83	\$8,273,744
Eyeglasses and Contact Lenses	123	\$94.71	\$1,367,942
Home			
Mortgage Payment and Basics (11)	134	\$12,557.40	\$181,374,759
Maintenance and Remodeling Services	133	\$2,638.22	\$38,105,599
Maintenance and Remodeling Materials (12)	123	\$458.23	\$6,618,554
Utilities, Fuel, and Public Services	118	\$5,356.61	\$77,369,035
Household Furnishings and Equipment			
Household Textiles (13)	122	\$162.75	\$2,350,652
Furniture	125	\$750.53	\$10,840,370
Floor Coverings	129	\$96.73	\$1,397,172
Major Appliances (14)	121	\$368.40	\$5,321,003
Housewares (15)	106	\$91.48	\$1,321,280
Small Appliances	119	\$38.84	\$560,935
Luggage	128	\$11.89	\$171,714
Telephones and Accessories	81	\$34.63	\$500,154
Household Operations			
Child Care	130	\$603.14	\$8,711,525
Lawn and Garden (16)	125	\$521.89	\$7,538,008
Moving/Storage/Freight Express	115	\$69.65	\$1,005,948
Housekeeping Supplies (17)	119	\$835.54	\$12,068,174
Insurance			
Owners and Renters Insurance	126	\$585.32	\$8,454,099
Vehicle Insurance	120	\$1,395.10	\$20,150,285
Life/Other Insurance	125	\$521.50	\$7,532,414
Health Insurance	118	\$2,274.51	\$32,852,200
Personal Care Products (18)	121	\$480.61	\$6,941,820
School Books and Supplies (19)	117	\$125.07	\$1,806,477
Smoking Products	107	\$457.41	\$6,606,596
Transportation			
Vehicle Purchases (Net Outlay) (20)	120	\$5,286.07	\$76,350,195
Gasoline and Motor Oil	117	\$3,356.50	\$48,480,069
Vehicle Maintenance and Repairs	120	\$1,132.82	\$16,362,125
Travel			
Airline Fares	129	\$592.35	\$8,555,702
Lodging on Trips	128	\$559.42	\$8,080,000
Auto/Truck/Van Rental on Trips	133	\$49.07	\$708,712
Food and Drink on Trips	125	\$544.81	\$7,869,011

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

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

- (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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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

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Latitude: 39.19162
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	13.3%	Population	73,743	77,322
Sophisticated Squires	12.9%	Households	26,885	28,266
Crossroads	10.4%	Families	20,460	21,420
Suburban Splendor	9.0%	Median Age	38.4	38.3
Exurbanites	7.6%	Median Household Income	\$75,309	\$83,661
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,294.00	\$61,674,621
Men's		90	\$414.70	\$11,149,183
Women's		86	\$711.13	\$19,118,727
Children's		102	\$409.89	\$11,019,985
Footwear		66	\$275.21	\$7,399,072
Watches & Jewelry		142	\$275.62	\$7,410,084
Apparel Products and Services (1)		222	\$207.46	\$5,577,570
Computer				
Computers and Hardware for Home Use		138	\$263.87	\$7,094,237
Software and Accessories for Home Use		139	\$39.48	\$1,061,355
Entertainment & Recreation		141	\$4,553.83	\$122,430,578
Fees and Admissions		149	\$920.98	\$24,760,653
Membership Fees for Clubs (2)		148	\$242.91	\$6,530,575
Fees for Participant Sports, excl. Trips		147	\$156.87	\$4,217,449
Admission to Movie/Theatre/Opera/Ballet		142	\$214.59	\$5,769,183
Admission to Sporting Events, excl. Trips		153	\$91.21	\$2,452,260
Fees for Recreational Lessons		157	\$214.50	\$5,766,933
Dating Services		117	\$0.90	\$24,253
TV/Video/Audio		133	\$1,656.76	\$44,542,386
Community Antenna or Cable TV		131	\$943.67	\$25,370,746
Televisions		143	\$276.93	\$7,445,402
VCRs, Video Cameras, and DVD Players		135	\$27.50	\$739,261
Video Cassettes and DVDs		132	\$69.51	\$1,868,815
Video and Computer Game Hardware and Software		142	\$79.34	\$2,133,154
Satellite Dishes		143	\$1.81	\$48,556
Rental of Video Cassettes and DVDs		135	\$55.70	\$1,497,626
Streaming/Downloaded Video		140	\$1.96	\$52,578
Audio (3)		129	\$190.22	\$5,113,987
Rental and Repair of TV/Radio/Sound Equipment		134	\$10.13	\$272,261
Pets		170	\$730.33	\$19,635,051
Toys and Games (4)		137	\$199.65	\$5,367,737
Recreational Vehicles and Fees (5)		138	\$445.82	\$11,985,987
Sports/Recreation/Exercise Equipment (6)		113	\$204.14	\$5,488,422
Photo Equipment and Supplies (7)		142	\$147.04	\$3,953,202
Reading (8)		137	\$212.72	\$5,718,970
Catered Affairs (9)		147	\$36.38	\$978,171
Food		133	\$10,267.41	\$276,041,229
Food at Home		132	\$5,890.75	\$158,374,094
Bakery and Cereal Products		132	\$786.42	\$21,143,004
Meats, Poultry, Fish, and Eggs		131	\$1,359.71	\$36,556,029
Dairy Products		131	\$652.35	\$17,538,506
Fruits and Vegetables		132	\$1,035.88	\$27,849,876
Snacks and Other Food at Home (10)		132	\$2,056.40	\$55,286,678
Food Away from Home		136	\$4,376.65	\$117,667,135
Alcoholic Beverages		136	\$776.66	\$20,880,639
Nonalcoholic Beverages at Home		131	\$574.33	\$15,440,939

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.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	136	\$2,365.66	\$63,601,198
Vehicle Loans	136	\$6,670.20	\$179,329,511
Health			
Nonprescription Drugs	130	\$133.49	\$3,588,971
Prescription Drugs	128	\$639.51	\$17,193,360
Eyeglasses and Contact Lenses	139	\$107.14	\$2,880,502
Home			
Mortgage Payment and Basics (11)	153	\$14,371.60	\$386,383,427
Maintenance and Remodeling Services	153	\$3,034.82	\$81,591,834
Maintenance and Remodeling Materials (12)	143	\$530.91	\$14,273,581
Utilities, Fuel, and Public Services	133	\$6,032.28	\$162,179,090
Household Furnishings and Equipment			
Household Textiles (13)	139	\$185.05	\$4,975,137
Furniture	143	\$856.92	\$23,038,323
Floor Coverings	147	\$109.92	\$2,955,305
Major Appliances (14)	139	\$421.05	\$11,319,893
Housewares (15)	120	\$103.65	\$2,786,708
Small Appliances	134	\$43.80	\$1,177,679
Luggage	147	\$13.59	\$365,226
Telephones and Accessories	92	\$39.23	\$1,054,781
Household Operations			
Child Care	149	\$690.06	\$18,552,505
Lawn and Garden (16)	143	\$599.54	\$16,118,859
Moving/Storage/Freight Express	131	\$79.26	\$2,130,929
Housekeeping Supplies (17)	134	\$942.25	\$25,332,588
Insurance			
Owners and Renters Insurance	144	\$665.17	\$17,883,293
Vehicle Insurance	135	\$1,572.53	\$42,277,771
Life/Other Insurance	143	\$597.06	\$16,052,094
Health Insurance	132	\$2,544.60	\$68,412,035
Personal Care Products (18)	136	\$541.89	\$14,568,816
School Books and Supplies (19)	132	\$140.80	\$3,785,405
Smoking Products	120	\$511.05	\$13,739,790
Transportation			
Vehicle Purchases (Net Outlay) (20)	137	\$6,020.94	\$161,874,089
Gasoline and Motor Oil	133	\$3,806.72	\$102,344,537
Vehicle Maintenance and Repairs	136	\$1,281.28	\$34,447,422
Travel			
Airline Fares	147	\$673.38	\$18,104,063
Lodging on Trips	147	\$639.80	\$17,201,141
Auto/Truck/Van Rental on Trips	152	\$55.91	\$1,503,043
Food and Drink on Trips	143	\$621.67	\$16,713,611

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz
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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Households		2,753	2,888
Families		1,936	2,014
Median Age		38.0	38.1
Median Household Income		\$65,637	\$79,029
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	109	\$5.22	\$14,372
Gasoline	113	\$3,164.55	\$8,713,423
Motor Oil	107	\$12.75	\$35,102
Vehicle Parts/Equipment and Accessories	108	\$60.42	\$166,374
Tire Purchase/Replacement	114	\$165.06	\$454,491
Vehicle Audio/Video Equipment and Installation	117	\$8.28	\$22,793
Vehicle Cleaning Products and Services	114	\$9.29	\$25,592
Services			
Auto Repair Service Policy	123	\$20.25	\$55,751
Membership Fees for Automobile Service Clubs	108	\$23.70	\$65,246
Global Positioning Services	111	\$2.80	\$7,698
Vehicle Air Conditioning Repair	121	\$21.28	\$58,583
Vehicle Body Work and Painting	112	\$42.57	\$117,202
Vehicle Brake Work	110	\$87.38	\$240,588
Vehicle Clutch/Transmission Repair	114	\$52.61	\$144,856
Vehicle Cooling System Repair	117	\$33.89	\$93,313
Vehicle Drive Shaft and Rear-end Repair	115	\$9.97	\$27,441
Vehicle Electrical System Repair	113	\$38.85	\$106,983
Vehicle Exhaust System Repair	110	\$14.75	\$40,603
Vehicle Front End Alignment/Wheel Balance & Rotation	111	\$20.48	\$56,398
Lube/Oil Change and Oil Filters	113	\$101.03	\$278,195
Vehicle Motor Repair/Replacement	117	\$107.03	\$294,703
Vehicle Motor Tune-up	118	\$72.82	\$200,497
Vehicle Shock Absorber Replacement	112	\$7.49	\$20,619
Vehicle Steering/Front End Repair	110	\$30.58	\$84,189
Tire Repair and Other Repair Work	112	\$72.73	\$200,249

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		37,585	39,358
Households		14,444	15,168
Families		10,469	10,952
Median Age		39.0	38.8
Median Household Income		\$71,498	\$80,364
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	109	\$5.22	\$75,386
Gasoline	117	\$3,286.23	\$47,465,145
Motor Oil	109	\$12.89	\$186,109
Vehicle Parts/Equipment and Accessories	112	\$62.76	\$906,475
Tire Purchase/Replacement	119	\$171.75	\$2,480,673
Vehicle Audio/Video Equipment and Installation	122	\$8.68	\$125,341
Vehicle Cleaning Products and Services	123	\$10.01	\$144,604
Services			
Auto Repair Service Policy	125	\$20.64	\$298,102
Membership Fees for Automobile Service Clubs	121	\$26.53	\$383,161
Global Positioning Services	124	\$3.14	\$45,400
Vehicle Air Conditioning Repair	126	\$22.23	\$321,099
Vehicle Body Work and Painting	120	\$45.81	\$661,652
Vehicle Brake Work	123	\$97.11	\$1,402,636
Vehicle Clutch/Transmission Repair	118	\$54.20	\$782,877
Vehicle Cooling System Repair	121	\$35.22	\$508,668
Vehicle Drive Shaft and Rear-end Repair	122	\$10.55	\$152,388
Vehicle Electrical System Repair	120	\$41.53	\$599,804
Vehicle Exhaust System Repair	122	\$16.39	\$236,776
Vehicle Front End Alignment/Wheel Balance & Rotation	120	\$22.17	\$320,241
Lube/Oil Change and Oil Filters	118	\$106.10	\$1,532,484
Vehicle Motor Repair/Replacement	121	\$111.36	\$1,608,398
Vehicle Motor Tune-up	125	\$77.08	\$1,113,370
Vehicle Shock Absorber Replacement	122	\$8.14	\$117,534
Vehicle Steering/Front End Repair	120	\$33.24	\$480,128
Tire Repair and Other Repair Work	122	\$79.18	\$1,143,687

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Business 28
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Demographic Summary		2010	2015
Population		73,743	77,322
Households		26,885	28,266
Families		20,460	21,420
Median Age		38.4	38.3
Median Household Income		\$75,309	\$83,661
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	124	\$5.91	\$158,772
Gasoline	133	\$3,723.95	\$100,119,255
Motor Oil	124	\$14.71	\$395,528
Vehicle Parts/Equipment and Accessories	128	\$71.38	\$1,918,949
Tire Purchase/Replacement	136	\$196.04	\$5,270,683
Vehicle Audio/Video Equipment and Installation	139	\$9.88	\$265,687
Vehicle Cleaning Products and Services	139	\$11.33	\$304,598
Services			
Auto Repair Service Policy	141	\$23.32	\$626,916
Membership Fees for Automobile Service Clubs	135	\$29.70	\$798,594
Global Positioning Services	141	\$3.57	\$95,992
Vehicle Air Conditioning Repair	141	\$24.90	\$669,311
Vehicle Body Work and Painting	136	\$51.79	\$1,392,406
Vehicle Brake Work	138	\$109.37	\$2,940,428
Vehicle Clutch/Transmission Repair	134	\$61.64	\$1,657,295
Vehicle Cooling System Repair	136	\$39.62	\$1,065,119
Vehicle Drive Shaft and Rear-end Repair	138	\$11.91	\$320,097
Vehicle Electrical System Repair	135	\$46.64	\$1,253,945
Vehicle Exhaust System Repair	137	\$18.31	\$492,371
Vehicle Front End Alignment/Wheel Balance & Rotation	135	\$25.08	\$674,162
Lube/Oil Change and Oil Filters	134	\$120.21	\$3,231,835
Vehicle Motor Repair/Replacement	137	\$126.05	\$3,388,947
Vehicle Motor Tune-up	141	\$87.10	\$2,341,635
Vehicle Shock Absorber Replacement	137	\$9.15	\$245,983
Vehicle Steering/Front End Repair	135	\$37.39	\$1,005,232
Tire Repair and Other Repair Work	137	\$89.12	\$2,395,954

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Households		2,753	2,888
Families		1,936	2,014
Median Age		38.0	38.1
Median Household Income		\$65,637	\$79,029
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	113	\$6,714.46	\$18,487,935
Savings Accounts	113	\$14,892.51	\$41,005,774
U.S. Savings Bonds	113	\$466.66	\$1,284,935
Stocks, Bonds & Mutual Funds	121	\$46,960.63	\$129,303,716
Annual Changes			
Checking Accounts	145	\$377.83	\$1,040,328
Savings Accounts	83	\$323.94	\$891,952
U.S. Savings Bonds	-61	-\$1.47	-\$4,046
Earnings			
Dividends, Royalties, Estates, Trusts	115	\$1,133.59	\$3,121,287
Interest from Savings Accounts or Bonds	114	\$1,042.65	\$2,870,890
Retirement Plan Contributions	122	\$1,680.62	\$4,627,493
Liabilities			
Original Mortgage Amount	133	\$28,625.11	\$78,817,792
Vehicle Loan Amount 1	116	\$3,141.40	\$8,649,698
Amount Paid: Interest			
Home Mortgage	129	\$6,017.07	\$16,567,687
Lump Sum Home Equity Loan	120	\$156.05	\$429,668
New Car/Truck/Van Loan	120	\$250.83	\$690,659
Used Car/Truck/Van Loan	112	\$182.02	\$501,170
Amount Paid: Principal			
Home Mortgage	126	\$2,494.14	\$6,867,495
Lump Sum Home Equity Loan	117	\$196.37	\$540,692
New Car/Truck/Van Loan	120	\$1,334.95	\$3,675,712
Used Car/Truck/Van Loan	112	\$845.90	\$2,329,130
Checking Account and Banking Service Charges	110	\$30.49	\$83,940
Finance Charges, excluding Mortgage/Vehicle	113	\$277.54	\$764,199

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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162

Longitude: -84.2515

Demographic Summary		2010	2015
Population		37,585	39,358
Households		14,444	15,168
Families		10,469	10,952
Median Age		39.0	38.8
Median Household Income		\$71,498	\$80,364
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	124	\$7,374.86	\$106,519,933
Savings Accounts	124	\$16,370.26	\$236,446,427
U.S. Savings Bonds	128	\$527.24	\$7,615,225
Stocks, Bonds & Mutual Funds	133	\$51,830.01	\$748,614,807
Annual Changes			
Checking Accounts	146	\$379.82	\$5,485,982
Savings Accounts	114	\$444.54	\$6,420,771
U.S. Savings Bonds	153	\$3.66	\$52,820
Earnings			
Dividends, Royalties, Estates, Trusts	127	\$1,246.07	\$17,997,779
Interest from Savings Accounts or Bonds	126	\$1,149.50	\$16,603,049
Retirement Plan Contributions	134	\$1,836.75	\$26,529,404
Liabilities			
Original Mortgage Amount	139	\$29,794.09	\$430,335,503
Vehicle Loan Amount 1	118	\$3,201.22	\$46,237,318
Amount Paid: Interest			
Home Mortgage	136	\$6,342.43	\$91,607,863
Lump Sum Home Equity Loan	132	\$171.73	\$2,480,390
New Car/Truck/Van Loan	124	\$259.50	\$3,748,168
Used Car/Truck/Van Loan	113	\$183.87	\$2,655,817
Amount Paid: Principal			
Home Mortgage	135	\$2,667.50	\$38,528,399
Lump Sum Home Equity Loan	130	\$216.60	\$3,128,499
New Car/Truck/Van Loan	125	\$1,392.59	\$20,114,017
Used Car/Truck/Van Loan	113	\$858.84	\$12,404,780
Checking Account and Banking Service Charges	115	\$32.03	\$462,573
Finance Charges, excluding Mortgage/Vehicle	121	\$296.66	\$4,284,894

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

Business 28
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Demographic Summary		2010	2015
Population		73,743	77,322
Households		26,885	28,266
Families		20,460	21,420
Median Age		38.4	38.3
Median Household Income		\$75,309	\$83,661
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	141	\$8,346.33	\$224,392,629
Savings Accounts	141	\$18,537.88	\$498,394,641
U.S. Savings Bonds	144	\$593.82	\$15,965,083
Stocks, Bonds & Mutual Funds	152	\$59,158.46	\$1,590,486,812
Annual Changes			
Checking Accounts	169	\$440.48	\$11,842,455
Savings Accounts	133	\$518.73	\$13,946,259
U.S. Savings Bonds	190	\$4.54	\$122,070
Earnings			
Dividends, Royalties, Estates, Trusts	144	\$1,414.74	\$38,035,595
Interest from Savings Accounts or Bonds	141	\$1,291.60	\$34,725,039
Retirement Plan Contributions	154	\$2,118.73	\$56,962,398
Liabilities			
Original Mortgage Amount	158	\$33,900.15	\$911,412,225
Vehicle Loan Amount 1	134	\$3,652.18	\$98,189,588
Amount Paid: Interest			
Home Mortgage	156	\$7,264.95	\$195,319,526
Lump Sum Home Equity Loan	151	\$196.07	\$5,271,487
New Car/Truck/Van Loan	141	\$295.09	\$7,933,480
Used Car/Truck/Van Loan	129	\$209.23	\$5,625,137
Amount Paid: Principal			
Home Mortgage	155	\$3,073.30	\$82,626,268
Lump Sum Home Equity Loan	148	\$247.66	\$6,658,481
New Car/Truck/Van Loan	143	\$1,586.81	\$42,661,728
Used Car/Truck/Van Loan	129	\$979.65	\$26,337,997
Checking Account and Banking Service Charges	130	\$36.00	\$967,802
Finance Charges, excluding Mortgage/Vehicle	136	\$333.32	\$8,961,289

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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Business 28
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2010 Housing Summary		2010 Demographic Summary		
Housing Units	2,913	Population	6,671	
2010-2015 Percent Change	6.16%	Households	2,753	
Percent Occupied	94.5%	Families	1,936	
Percent Owner HHS	75.4%	Median Age	38.0	
Median Home Value	\$144,920	Median Household Income	\$65,637	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		124	\$14,671.64	\$40,397,619
Mortgage Interest		129	\$6,017.07	\$16,567,687
Mortgage Principal		126	\$2,494.14	\$6,867,495
Property Taxes		116	\$2,572.07	\$7,082,069
Homeowners Insurance		122	\$548.50	\$1,510,280
Ground Rent		112	\$81.65	\$224,830
Maintenance and Remodeling Services		122	\$2,424.67	\$6,676,206
Maintenance and Remodeling Materials		117	\$435.07	\$1,197,953
Property Management and Security		113	\$96.40	\$265,421
Rented Dwellings		80	\$2,760.82	\$7,601,777
Rent		80	\$2,605.06	\$7,172,898
Rent Received as Pay		73	\$66.62	\$183,444
Renters' Insurance		92	\$11.97	\$32,948
Maintenance and Repair Services		86	\$18.22	\$50,168
Maintenance and Repair Materials		111	\$58.95	\$162,319
Owned Vacation Homes		116	\$537.55	\$1,480,109
Mortgage Payment		119	\$242.89	\$668,782
Property Taxes		110	\$123.41	\$339,809
Homeowners Insurance		109	\$16.11	\$44,356
Maintenance and Remodeling		116	\$135.39	\$372,777
Property Management and Security		115	\$19.75	\$54,385
Housing While Attending School		120	\$97.93	\$269,652
Household Operations		115	\$1,816.72	\$5,002,258
Child Care		121	\$558.77	\$1,538,558
Care for Elderly or Handicapped		110	\$79.35	\$218,474
Appliance Rental and Repair		118	\$28.79	\$79,268
Computer Information Services		114	\$277.87	\$765,096
Home Security System Services		128	\$33.39	\$91,924
Non-Apparel Household Laundry/Dry Cleaning		13	\$4.98	\$13,721
Housekeeping Services		120	\$184.42	\$507,781
Lawn and Garden		117	\$489.19	\$1,346,959
Moving/Storage/Freight Express		110	\$66.62	\$183,433
PC Repair (Personal Use)		110	\$9.71	\$26,729
Reupholstering/Furniture Repair		122	\$9.71	\$26,742
Termite/Pest Control		128	\$31.26	\$86,077
Water Softening Services		101	\$5.65	\$15,556
Internet Services Away from Home		120	\$3.19	\$8,794
Voice Over IP Service		100	\$6.68	\$18,381
Other Home Services (1)		114	\$26.00	\$71,601

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	111	\$5,045.77	\$13,893,272
Bottled Gas	88	\$59.27	\$163,186
Electricity	113	\$1,923.25	\$5,295,568
Fuel Oil	73	\$82.08	\$225,992
Natural Gas	110	\$715.94	\$1,971,316
Telephone Services	111	\$1,601.35	\$4,409,247
Water and Other Public Services	120	\$659.34	\$1,815,458
Coal/Wood/Other Fuel	81	\$6.98	\$19,213
Housekeeping Supplies	113	\$791.78	\$2,180,122
Laundry and Cleaning Supplies	114	\$216.42	\$595,910
Postage and Stationery	112	\$228.65	\$629,589
Other HH Products (2)	113	\$347.26	\$956,175
Household Textiles	115	\$152.87	\$420,926
Bathroom Linens	115	\$20.33	\$55,970
Bedroom Linens	114	\$70.92	\$195,284
Kitchen and Dining Room Linens	117	\$3.63	\$9,984
Curtains and Draperies	118	\$33.91	\$93,363
Slipcovers, Decorative Pillows	117	\$5.00	\$13,755
Materials for Slipcovers/Curtains	112	\$17.17	\$47,280
Other Linens	116	\$2.03	\$5,593
Furniture	117	\$701.28	\$1,930,927
Mattresses and Box Springs	114	\$91.20	\$251,114
Other Bedroom Furniture	120	\$129.14	\$355,572
Sofas	113	\$171.62	\$472,556
Living Room Tables and Chairs	115	\$95.22	\$262,177
Kitchen, Dining Room Furniture	118	\$72.81	\$200,488
Infant Furniture	118	\$13.13	\$36,139
Outdoor Furniture	119	\$31.74	\$87,392
Wall Units, Cabinets, Other Furniture (3)	122	\$96.93	\$266,888
Major Appliances	115	\$347.53	\$956,908
Dishwashers and Disposals	116	\$31.63	\$87,101
Refrigerators and Freezers	118	\$96.49	\$265,685
Clothes Washers	117	\$58.59	\$161,317
Clothes Dryers	117	\$44.55	\$122,659
Cooking Stoves and Ovens	116	\$54.58	\$150,277
Microwave Ovens	110	\$14.02	\$38,591
Window Air Conditioners	92	\$6.47	\$17,821
Electric Floor Cleaning Equipment	108	\$24.22	\$66,702
Sewing Machines and Miscellaneous Appliances	107	\$17.23	\$47,441

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Business 28
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	114	\$85.82	\$236,293
Housewares	100	\$86.13	\$237,142
Small Appliances	110	\$36.17	\$99,597
Window Coverings	129	\$49.96	\$137,567
Lamps and Other Lighting Fixtures	118	\$27.79	\$76,515
Infant Equipment	32	\$6.42	\$17,683
Rental of Furniture	90	\$4.16	\$11,464
Laundry and Cleaning Equipment	113	\$25.11	\$69,145
Closet and Storage Items	22	\$5.64	\$15,528
Luggage	118	\$10.90	\$30,015
Clocks and Other Household Decoratives	34	\$68.95	\$189,845
Telephones and Accessories	78	\$33.02	\$90,932
Telephone Answering Devices	111	\$0.93	\$2,573
Grills and Outdoor Equipment	30	\$15.73	\$43,317
Power Tools	104	\$33.13	\$91,222
Hand Tools	105	\$10.87	\$29,941
Office Furniture/Equipment for Home Use	123	\$20.05	\$55,215
Computers and Hardware for Home Use	114	\$218.24	\$600,911
Software and Accessories for Home Use	115	\$32.81	\$90,332
Other Household Items (4)	112	\$115.89	\$319,097

(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.

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ECONOMIC DEVELOPMENT

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2010 Housing Summary		2010 Demographic Summary		
Housing Units	15,266	Population	37,585	
2010-2015 Percent Change	6.31%	Households	14,444	
Percent Occupied	94.6%	Families	10,469	
Percent Owner HHS	77.2%	Median Age	39.0	
Median Home Value	\$166,070	Median Household Income	\$71,498	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		134	\$15,765.06	\$227,705,009
Mortgage Interest		136	\$6,342.43	\$91,607,863
Mortgage Principal		135	\$2,667.50	\$38,528,399
Property Taxes		131	\$2,894.08	\$41,801,125
Homeowners Insurance		127	\$572.19	\$8,264,527
Ground Rent		113	\$82.06	\$1,185,191
Maintenance and Remodeling Services		133	\$2,638.22	\$38,105,599
Maintenance and Remodeling Materials		123	\$458.23	\$6,618,554
Property Management and Security		129	\$110.12	\$1,590,467
Rented Dwellings		90	\$3,085.57	\$44,566,901
Rent		90	\$2,920.43	\$42,181,643
Rent Received as Pay		81	\$73.96	\$1,068,193
Renters' Insurance		101	\$13.17	\$190,187
Maintenance and Repair Services		92	\$19.39	\$280,058
Maintenance and Repair Materials		111	\$58.63	\$846,820
Owned Vacation Homes		133	\$616.11	\$8,898,886
Mortgage Payment		136	\$277.31	\$4,005,317
Property Taxes		129	\$145.85	\$2,106,611
Homeowners Insurance		128	\$19.01	\$274,527
Maintenance and Remodeling		130	\$151.39	\$2,186,654
Property Management and Security		132	\$22.56	\$325,777
Housing While Attending School		132	\$107.59	\$1,554,053
Household Operations		124	\$1,955.61	\$28,246,211
Child Care		130	\$603.14	\$8,711,525
Care for Elderly or Handicapped		131	\$94.25	\$1,361,349
Appliance Rental and Repair		125	\$30.52	\$440,771
Computer Information Services		121	\$295.95	\$4,274,640
Home Security System Services		134	\$35.14	\$507,610
Non-Apparel Household Laundry/Dry Cleaning		15	\$5.65	\$81,575
Housekeeping Services		132	\$201.37	\$2,908,448
Lawn and Garden		125	\$521.89	\$7,538,008
Moving/Storage/Freight Express		115	\$69.65	\$1,005,948
PC Repair (Personal Use)		116	\$10.30	\$148,743
Reupholstering/Furniture Repair		131	\$10.43	\$150,595
Termite/Pest Control		128	\$31.20	\$450,699
Water Softening Services		101	\$5.68	\$82,094
Internet Services Away from Home		125	\$3.33	\$48,152
Voice Over IP Service		121	\$8.06	\$116,364
Other Home Services (1)		126	\$28.94	\$418,016

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ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	118	\$5,356.61	\$77,369,035
Bottled Gas	92	\$62.30	\$899,791
Electricity	117	\$1,990.57	\$28,751,107
Fuel Oil	107	\$120.12	\$1,735,036
Natural Gas	124	\$813.10	\$11,744,143
Telephone Services	116	\$1,682.13	\$24,296,066
Water and Other Public Services	124	\$681.14	\$9,838,184
Coal/Wood/Other Fuel	87	\$7.50	\$108,393
Housekeeping Supplies	119	\$835.53	\$12,068,174
Laundry and Cleaning Supplies	118	\$224.28	\$3,239,477
Postage and Stationery	119	\$243.62	\$3,518,733
Other HH Products (2)	120	\$367.69	\$5,310,785
Household Textiles	122	\$162.75	\$2,350,652
Bathroom Linens	121	\$21.40	\$309,134
Bedroom Linens	122	\$75.43	\$1,089,498
Kitchen and Dining Room Linens	124	\$3.84	\$55,482
Curtains and Draperies	126	\$36.22	\$523,117
Slipcovers, Decorative Pillows	125	\$5.35	\$77,229
Materials for Slipcovers/Curtains	120	\$18.33	\$264,789
Other Linens	125	\$2.19	\$31,564
Furniture	125	\$750.53	\$10,840,370
Mattresses and Box Springs	120	\$95.99	\$1,386,415
Other Bedroom Furniture	124	\$133.40	\$1,926,783
Sofas	123	\$186.48	\$2,693,479
Living Room Tables and Chairs	125	\$103.29	\$1,491,908
Kitchen, Dining Room Furniture	127	\$78.79	\$1,138,083
Infant Furniture	127	\$14.13	\$204,045
Outdoor Furniture	133	\$35.59	\$514,065
Wall Units, Cabinets, Other Furniture (3)	129	\$102.91	\$1,486,340
Major Appliances	121	\$368.40	\$5,321,003
Dishwashers and Disposals	124	\$34.07	\$492,106
Refrigerators and Freezers	122	\$100.18	\$1,447,011
Clothes Washers	123	\$61.35	\$886,092
Clothes Dryers	123	\$47.03	\$679,303
Cooking Stoves and Ovens	124	\$58.62	\$846,618
Microwave Ovens	119	\$15.19	\$219,352
Window Air Conditioners	100	\$7.03	\$101,561
Electric Floor Cleaning Equipment	114	\$25.71	\$371,404
Sewing Machines and Miscellaneous Appliances	119	\$19.24	\$277,946

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ECONOMIC DEVELOPMENT

House and Home Expenditures

Business 28
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	129	\$96.73	\$1,397,172
Housewares	106	\$91.48	\$1,321,280
Small Appliances	119	\$38.84	\$560,935
Window Coverings	137	\$53.18	\$768,127
Lamps and Other Lighting Fixtures	128	\$30.14	\$435,355
Infant Equipment	32	\$6.56	\$94,705
Rental of Furniture	93	\$4.29	\$61,950
Laundry and Cleaning Equipment	118	\$26.26	\$379,299
Closet and Storage Items	25	\$6.18	\$89,193
Luggage	128	\$11.89	\$171,714
Clocks and Other Household Decoratives	36	\$74.24	\$1,072,251
Telephones and Accessories	81	\$34.63	\$500,154
Telephone Answering Devices	117	\$0.98	\$14,177
Grills and Outdoor Equipment	33	\$17.45	\$252,035
Power Tools	110	\$35.08	\$506,743
Hand Tools	116	\$11.96	\$172,751
Office Furniture/Equipment for Home Use	130	\$21.31	\$307,740
Computers and Hardware for Home Use	122	\$233.09	\$3,366,709
Software and Accessories for Home Use	122	\$34.88	\$503,744
Other Household Items (4)	119	\$123.94	\$1,790,136

(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.

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	28,513	Population	73,743
2010-2015 Percent Change	6.33%	Households	26,885
Percent Occupied	94.3%	Families	20,460
Percent Owner HHS	81.4%	Median Age	38.4
Median Home Value	\$171,434	Median Household Income	\$75,309
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		153	\$485,486,544
Mortgage Interest		156	\$195,319,526
Mortgage Principal		155	\$82,626,268
Property Taxes		149	\$88,449,472
Homeowners Insurance		145	\$17,509,978
Ground Rent		126	\$2,460,989
Maintenance and Remodeling Services		153	\$81,591,834
Maintenance and Remodeling Materials		143	\$14,273,581
Property Management and Security		142	\$3,259,123
Rented Dwellings		93	\$85,529,509
Rent		92	\$80,772,319
Rent Received as Pay		83	\$2,054,406
Renters' Insurance		106	\$372,481
Maintenance and Repair Services		100	\$569,124
Maintenance and Repair Materials		123	\$1,761,179
Owned Vacation Homes		153	\$19,123,518
Mortgage Payment		158	\$8,645,145
Property Taxes		148	\$4,489,920
Homeowners Insurance		147	\$583,518
Maintenance and Remodeling		151	\$4,712,499
Property Management and Security		150	\$692,435
Housing While Attending School		153	\$3,345,028
Household Operations		141	\$59,913,188
Child Care		149	\$18,552,505
Care for Elderly or Handicapped		144	\$2,796,825
Appliance Rental and Repair		141	\$926,223
Computer Information Services		137	\$8,979,435
Home Security System Services		152	\$1,070,902
Non-Apparel Household Laundry/Dry Cleaning		16	\$162,981
Housekeeping Services		150	\$6,193,320
Lawn and Garden		143	\$16,118,859
Moving/Storage/Freight Express		131	\$2,130,929
PC Repair (Personal Use)		132	\$313,309
Reupholstering/Furniture Repair		150	\$318,828
Termite/Pest Control		146	\$953,763
Water Softening Services		120	\$180,480
Internet Services Away from Home		140	\$100,709
Voice Over IP Service		132	\$237,404
Other Home Services (1)		143	\$879,010

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

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	133	\$6,032.28	\$162,179,090
Bottled Gas	111	\$74.89	\$2,013,380
Electricity	132	\$2,244.21	\$60,336,157
Fuel Oil	120	\$134.25	\$3,609,216
Natural Gas	139	\$909.41	\$24,449,728
Telephone Services	131	\$1,891.19	\$50,845,131
Water and Other Public Services	141	\$769.15	\$20,678,794
Coal/Wood/Other Fuel	104	\$8.97	\$241,294
Housekeeping Supplies	134	\$942.25	\$25,332,588
Laundry and Cleaning Supplies	133	\$252.66	\$6,792,811
Postage and Stationery	135	\$275.35	\$7,402,954
Other HH Products (2)	135	\$414.19	\$11,135,619
Household Textiles	139	\$185.05	\$4,975,137
Bathroom Linens	136	\$24.14	\$648,962
Bedroom Linens	138	\$85.59	\$2,301,183
Kitchen and Dining Room Linens	141	\$4.35	\$116,953
Curtains and Draperies	144	\$41.53	\$1,116,429
Slipcovers, Decorative Pillows	140	\$6.00	\$161,320
Materials for Slipcovers/Curtains	137	\$20.99	\$564,386
Other Linens	140	\$2.44	\$65,677
Furniture	143	\$856.91	\$23,038,323
Mattresses and Box Springs	137	\$109.01	\$2,930,754
Other Bedroom Furniture	142	\$152.26	\$4,093,594
Sofas	140	\$212.03	\$5,700,509
Living Room Tables and Chairs	142	\$117.73	\$3,165,203
Kitchen, Dining Room Furniture	145	\$90.13	\$2,423,060
Infant Furniture	143	\$15.93	\$428,400
Outdoor Furniture	155	\$41.40	\$1,112,967
Wall Units, Cabinets, Other Furniture (3)	149	\$118.39	\$3,182,828
Major Appliances	139	\$421.05	\$11,319,893
Dishwashers and Disposals	143	\$39.12	\$1,051,819
Refrigerators and Freezers	139	\$114.51	\$3,078,535
Clothes Washers	140	\$70.24	\$1,888,414
Clothes Dryers	141	\$53.75	\$1,445,071
Cooking Stoves and Ovens	142	\$67.23	\$1,807,461
Microwave Ovens	133	\$17.02	\$457,639
Window Air Conditioners	112	\$7.86	\$211,227
Electric Floor Cleaning Equipment	131	\$29.51	\$793,361
Sewing Machines and Miscellaneous Appliances	135	\$21.79	\$585,831

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	147	\$109.92	\$2,955,305
Housewares	120	\$103.65	\$2,786,708
Small Appliances	134	\$43.80	\$1,177,679
Window Coverings	158	\$61.44	\$1,651,702
Lamps and Other Lighting Fixtures	146	\$34.47	\$926,727
Infant Equipment	37	\$7.40	\$198,894
Rental of Furniture	100	\$4.62	\$124,319
Laundry and Cleaning Equipment	133	\$29.75	\$799,768
Closet and Storage Items	28	\$6.97	\$187,272
Luggage	147	\$13.58	\$365,226
Clocks and Other Household Decoratives	41	\$84.25	\$2,265,169
Telephones and Accessories	92	\$39.23	\$1,054,781
Telephone Answering Devices	132	\$1.11	\$29,843
Grills and Outdoor Equipment	38	\$20.16	\$542,101
Power Tools	126	\$40.28	\$1,083,041
Hand Tools	131	\$13.52	\$363,394
Office Furniture/Equipment for Home Use	149	\$24.35	\$654,686
Computers and Hardware for Home Use	138	\$263.87	\$7,094,237
Software and Accessories for Home Use	139	\$39.48	\$1,061,355
Other Household Items (4)	136	\$140.90	\$3,788,113

(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

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Households		2,753	2,888
Families		1,936	2,014
Median Household Income		\$65,637	\$79,029
Males per 100 Females		90.1	91.1
Population By Age			
Population <5 Years		7.1%	7.0%
Population 5-17 Years		17.9%	18.0%
Population 65+ Years		13.2%	14.8%
Median Age		38.0	38.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	110	\$4,100.99	\$11,291,881
Medical Care	111	\$1,987.30	\$5,471,941
Physician Services	114	\$258.64	\$712,143
Dental Services	112	\$364.46	\$1,003,514
Eyecare Services	114	\$57.18	\$157,445
Lab Tests, X-Rays	115	\$63.22	\$174,077
Hospital Room and Hospital Services	117	\$159.71	\$439,740
Convalescent or Nursing Home Care	95	\$21.91	\$60,330
Other Medical services (1)	114	\$127.51	\$351,089
Nonprescription Drugs	110	\$113.50	\$312,509
Prescription Drugs	108	\$538.38	\$1,482,410
Nonprescription Vitamins	111	\$63.09	\$173,715
Medicare Prescription Drug Premium	93	\$46.42	\$127,801
Eyeglasses and Contact Lenses	114	\$87.68	\$241,424
Hearing Aids	94	\$20.49	\$56,430
Medical Equipment for General Use	122	\$7.70	\$21,200
Other Medical Supplies (2)	111	\$56.91	\$156,685
Health Insurance	109	\$2,115.10	\$5,823,814
Blue Cross/Blue Shield	113	\$632.94	\$1,742,780
Commercial Health Insurance	118	\$443.17	\$1,220,242
Health Maintenance Organization	113	\$375.86	\$1,034,924
Medicare Payments	97	\$402.42	\$1,108,033
Long Term Care Insurance	112	\$93.83	\$258,346
Other Health Insurance (3)	100	\$168.38	\$463,613

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

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		37,585	39,358
Households		14,444	15,168
Families		10,469	10,952
Median Household Income		\$71,498	\$80,364
Males per 100 Females		92.8	93.2
Population By Age			
Population <5 Years		7.2%	7.1%
Population 5-17 Years		18.7%	18.9%
Population 65+ Years		12.9%	14.5%
Median Age		39.0	38.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	118	\$4,391.57	\$63,430,306
Medical Care	118	\$2,117.21	\$30,580,252
Physician Services	120	\$272.15	\$3,930,890
Dental Services	122	\$396.52	\$5,727,266
Eyecare Services	120	\$60.12	\$868,323
Lab Tests, X-Rays	118	\$64.88	\$937,126
Hospital Room and Hospital Services	119	\$163.50	\$2,361,499
Convalescent or Nursing Home Care	115	\$26.46	\$382,218
Other Medical services (1)	122	\$136.41	\$1,970,224
Nonprescription Drugs	115	\$118.35	\$1,709,368
Prescription Drugs	115	\$572.83	\$8,273,744
Nonprescription Vitamins	118	\$66.85	\$965,518
Medicare Prescription Drug Premium	105	\$52.01	\$751,221
Eyeglasses and Contact Lenses	123	\$94.71	\$1,367,942
Hearing Aids	106	\$23.03	\$332,680
Medical Equipment for General Use	124	\$7.87	\$113,642
Other Medical Supplies (2)	120	\$61.47	\$887,774
Health Insurance	118	\$2,274.51	\$32,852,200
Blue Cross/Blue Shield	121	\$679.01	\$9,807,327
Commercial Health Insurance	125	\$467.29	\$6,749,365
Health Maintenance Organization	121	\$403.58	\$5,829,188
Medicare Payments	107	\$442.61	\$6,392,890
Long Term Care Insurance	120	\$100.24	\$1,447,842
Other Health Insurance (3)	108	\$181.94	\$2,627,864

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

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(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

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		73,743	77,322
Households		26,885	28,266
Families		20,460	21,420
Median Household Income		\$75,309	\$83,661
Males per 100 Females		95.8	96.0
Population By Age			
Population <5 Years		7.3%	7.1%
Population 5-17 Years		20.0%	20.0%
Population 65+ Years		11.2%	12.8%
Median Age		38.4	38.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	132	\$4,925.75	\$132,429,817
Medical Care	133	\$2,381.04	\$64,014,651
Physician Services	136	\$308.90	\$8,304,768
Dental Services	138	\$447.56	\$12,032,781
Eyecare Services	137	\$68.23	\$1,834,390
Lab Tests, X-Rays	134	\$74.07	\$1,991,282
Hospital Room and Hospital Services	135	\$184.89	\$4,970,877
Convalescent or Nursing Home Care	120	\$27.82	\$747,886
Other Medical services (1)	139	\$155.86	\$4,190,184
Nonprescription Drugs	130	\$133.49	\$3,588,971
Prescription Drugs	128	\$639.51	\$17,193,360
Nonprescription Vitamins	132	\$74.75	\$2,009,589
Medicare Prescription Drug Premium	112	\$55.72	\$1,497,931
Eyeglasses and Contact Lenses	139	\$107.14	\$2,880,502
Hearing Aids	116	\$25.29	\$680,052
Medical Equipment for General Use	143	\$9.01	\$242,272
Other Medical Supplies (2)	135	\$68.85	\$1,850,986
Health Insurance	132	\$2,544.60	\$68,412,035
Blue Cross/Blue Shield	137	\$768.12	\$20,651,034
Commercial Health Insurance	142	\$531.45	\$14,288,124
Health Maintenance Organization	137	\$455.32	\$12,241,408
Medicare Payments	115	\$476.07	\$12,799,237
Long Term Care Insurance	133	\$111.43	\$2,995,830
Other Health Insurance (3)	120	\$202.08	\$5,432,986

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

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(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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		6,671	6,945
Households		2,753	2,888
Families		1,936	2,014
Median Age		38.0	38.1
Median Household Income		\$65,637	\$79,029
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	118	\$730.99	\$2,012,749
Admission to Movies, Theater, Opera, Ballet	115	\$174.70	\$481,036
Admission to Sporting Events, excl.Trips	122	\$72.73	\$200,246
Fees for Participant Sports, excl.Trips	121	\$128.66	\$354,248
Fees for Recreational Lessons	119	\$162.74	\$448,085
Membership Fees for Social/Recreation/Civic Clubs	117	\$191.47	\$527,214
Dating Services	91	\$0.70	\$1,919
Rental of Video Cassettes and DVDs	114	\$46.95	\$129,268
Toys & Games	113	\$164.99	\$454,302
Toys and Playground Equipment	114	\$160.64	\$442,316
Play Arcade Pinball/Video Games	102	\$1.94	\$5,333
Online Entertainment and Games	109	\$2.54	\$6,980
Recreational Vehicles and Fees	112	\$361.71	\$995,945
Docking and Landing Fees for Boats and Planes	114	\$8.08	\$22,242
Camp Fees	113	\$32.45	\$89,336
Purchase of RVs or Boats	112	\$311.28	\$857,096
Rental of RVs or Boats	119	\$10.16	\$27,986
Sports, Recreation and Exercise Equipment	92	\$166.42	\$458,227
Exercise Equipment and Gear, Game Tables	99	\$80.87	\$222,673
Bicycles	115	\$22.73	\$62,579
Camping Equipment	48	\$6.88	\$18,952
Hunting and Fishing Equipment	69	\$26.29	\$72,391
Winter Sports Equipment	108	\$6.99	\$19,250
Water Sports Equipment	106	\$7.08	\$19,502
Other Sports Equipment	114	\$10.77	\$29,668
Rental/Repair of Sports/Recreation/Exercise Equipment	123	\$4.92	\$13,542
Photographic Equipment and Supplies	116	\$119.96	\$330,291
Film	108	\$7.96	\$21,931
Film Processing	111	\$24.92	\$68,620
Photographic Equipment	116	\$49.75	\$136,977
Photographer Fees/Other Supplies & Equip Rental/Repair	121	\$37.39	\$102,954
Reading	110	\$170.97	\$470,765
Magazine/Newspaper Subscriptions	111	\$70.13	\$193,091
Magazine/Newspaper Single Copies	101	\$19.40	\$53,408
Books	113	\$81.57	\$224,604

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

Business 28
949 STHY 28, , OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.19162
Longitude: -84.2515

Demographic Summary		2010	2015
Population		37,585	39,358
Households		14,444	15,168
Families		10,469	10,952
Median Age		39.0	38.8
Median Household Income		\$71,498	\$80,364
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		131	\$11,666,403
Admission to Movies, Theater, Opera, Ballet		125	\$2,740,593
Admission to Sporting Events, excl.Trips		134	\$1,151,824
Fees for Participant Sports, excl.Trips		130	\$1,996,604
Fees for Recreational Lessons		136	\$2,682,858
Membership Fees for Social/Recreation/Civic Clubs		130	\$3,082,530
Dating Services		108	\$11,994
Rental of Video Cassettes and DVDs		119	\$710,350
Toys & Games		121	\$2,539,335
Toys and Playground Equipment		121	\$2,468,081
Play Arcade Pinball/Video Games		117	\$32,040
Online Entertainment and Games		118	\$39,386
Recreational Vehicles and Fees		117	\$5,471,548
Docking and Landing Fees for Boats and Planes		131	\$134,604
Camp Fees		134	\$559,778
Purchase of RVs or Boats		115	\$4,620,625
Rental of RVs or Boats		127	\$157,025
Sports, Recreation and Exercise Equipment		98	\$2,555,834
Exercise Equipment and Gear, Game Tables		105	\$1,241,982
Bicycles		125	\$358,287
Camping Equipment		50	\$103,491
Hunting and Fishing Equipment		71	\$390,886
Winter Sports Equipment		117	\$108,710
Water Sports Equipment		116	\$111,320
Other Sports Equipment		123	\$168,606
Rental/Repair of Sports/Recreation/Exercise Equipment		126	\$72,742
Photographic Equipment and Supplies		124	\$1,861,218
Film		115	\$122,233
Film Processing		121	\$391,325
Photographic Equipment		125	\$774,210
Photographer Fees/Other Supplies & Equip Rental/Repair		129	\$573,548
Reading		122	\$2,730,837
Magazine/Newspaper Subscriptions		123	\$1,128,128
Magazine/Newspaper Single Copies		114	\$315,585
Books		123	\$1,287,306

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Business 28
949 STHY 28, , OH, 45150
Ring: 5 miles radius

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Latitude: 39.19162
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Demographic Summary		2010	2015
Population		73,743	77,322
Households		26,885	28,266
Families		20,460	21,420
Median Age		38.4	38.3
Median Household Income		\$75,309	\$83,661
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	149	\$920.98	\$24,760,653
Admission to Movies, Theater, Opera, Ballet	142	\$214.59	\$5,769,183
Admission to Sporting Events, excl.Trips	153	\$91.21	\$2,452,260
Fees for Participant Sports, excl.Trips	147	\$156.87	\$4,217,449
Fees for Recreational Lessons	157	\$214.50	\$5,766,933
Membership Fees for Social/Recreation/Civic Clubs	148	\$242.91	\$6,530,575
Dating Services	117	\$0.90	\$24,253
Rental of Video Cassettes and DVDs	135	\$55.70	\$1,497,626
Toys & Games	137	\$199.65	\$5,367,737
Toys and Playground Equipment	137	\$194.15	\$5,219,750
Play Arcade Pinball/Video Games	129	\$2.45	\$65,755
Online Entertainment and Games	131	\$3.05	\$81,975
Recreational Vehicles and Fees	138	\$445.82	\$11,985,987
Docking and Landing Fees for Boats and Planes	151	\$10.73	\$288,491
Camp Fees	158	\$45.54	\$1,224,328
Purchase of RVs or Boats	135	\$376.97	\$10,134,895
Rental of RVs or Boats	147	\$12.56	\$337,737
Sports, Recreation and Exercise Equipment	113	\$204.14	\$5,488,422
Exercise Equipment and Gear, Game Tables	121	\$98.99	\$2,661,346
Bicycles	143	\$28.36	\$762,477
Camping Equipment	57	\$8.30	\$223,078
Hunting and Fishing Equipment	82	\$31.41	\$844,425
Winter Sports Equipment	138	\$8.93	\$239,972
Water Sports Equipment	135	\$9.04	\$242,951
Other Sports Equipment	141	\$13.39	\$360,094
Rental/Repair of Sports/Recreation/Exercise Equipment	143	\$5.72	\$153,824
Photographic Equipment and Supplies	142	\$147.04	\$3,953,202
Film	130	\$9.61	\$258,376
Film Processing	138	\$30.94	\$831,896
Photographic Equipment	142	\$60.87	\$1,636,632
Photographer Fees/Other Supplies & Equip Rental/Repair	148	\$45.61	\$1,226,154
Reading	137	\$212.72	\$5,718,970
Magazine/Newspaper Subscriptions	138	\$87.43	\$2,350,660
Magazine/Newspaper Single Copies	128	\$24.45	\$657,276
Books	139	\$100.83	\$2,710,758

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

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