



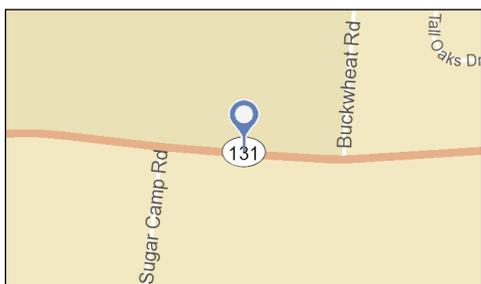
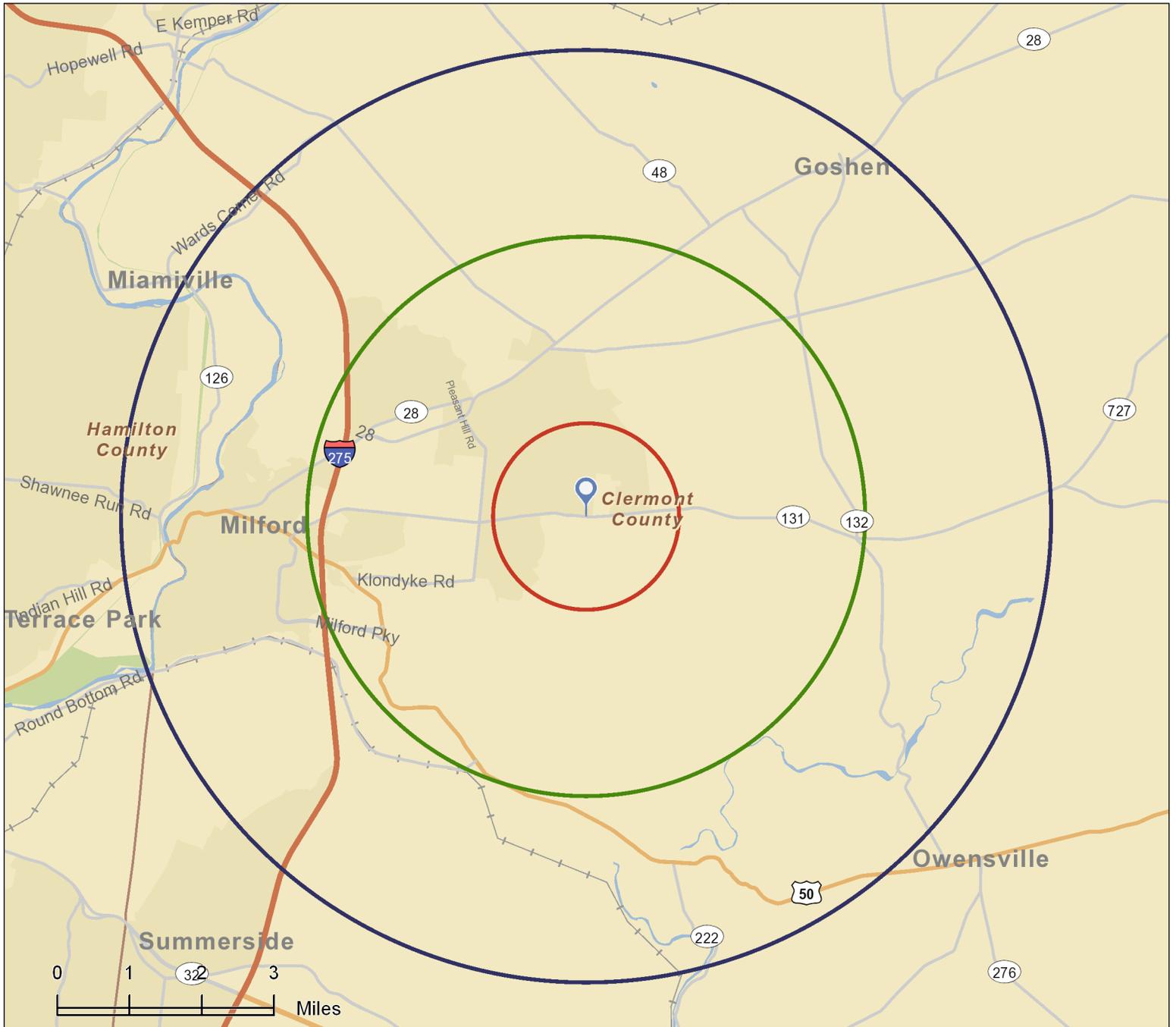
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1, 3, 5 Miles

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

Latitude: 39.17598  
Longitude: -84.21493



March 27, 2012

Made with Esri Business Analyst



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# Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,968	25,729	54,312
2000 Group Quarters	0	146	525
2010 Total Population	6,776	30,731	62,561
2015 Total Population	7,040	32,437	65,717
2010-2015 Annual Rate	0.77%	1.09%	0.99%
<b>Household Summary</b>			
2000 Households	2,100	9,404	19,974
2000 Average Household Size	2.84	2.72	2.69
2010 Households	2,424	11,422	23,310
2010 Average Household Size	2.80	2.68	2.66
2015 Households	2,533	12,114	24,571
2015 Average Household Size	2.78	2.66	2.65
2010-2015 Annual Rate	0.88%	1.18%	1.06%
2000 Families	1,704	7,301	15,129
2000 Average Family Size	3.19	3.10	3.12
2010 Families	1,945	8,783	17,520
2010 Average Family Size	3.15	3.06	3.09
2015 Families	2,022	9,267	18,392
2015 Average Family Size	3.14	3.05	3.08
2010-2015 Annual Rate	0.78%	1.08%	0.98%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,153	9,706	20,704
Owner Occupied Housing Units	86.7%	81.8%	78.5%
Renter Occupied Housing Units	10.9%	15.1%	18.0%
Vacant Housing Units	2.4%	3.1%	3.5%
2010 Housing Units	2,532	12,036	24,713
Owner Occupied Housing Units	82.8%	79.3%	76.2%
Renter Occupied Housing Units	12.9%	15.6%	18.1%
Vacant Housing Units	4.3%	5.1%	5.7%
2015 Housing Units	2,672	12,916	26,381
Owner Occupied Housing Units	81.7%	78.7%	75.5%
Renter Occupied Housing Units	13.1%	15.1%	17.6%
Vacant Housing Units	5.2%	6.2%	6.9%
<b>Median Household Income</b>			
2000	\$56,745	\$53,733	\$53,318
2010	\$74,465	\$69,799	\$68,782
2015	\$79,233	\$78,184	\$77,692
<b>Median Home Value</b>			
2000	\$115,170	\$116,853	\$121,613
2010	\$145,168	\$146,920	\$152,704
2015	\$162,782	\$162,487	\$169,805
<b>Per Capita Income</b>			
2000	\$22,788	\$23,254	\$24,419
2010	\$29,571	\$29,945	\$30,867
2015	\$32,411	\$33,213	\$34,215
<b>Median Age</b>			
2000	35.8	35.4	36.0
2010	38.1	37.2	38.3
2015	38.0	37.2	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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<b>2000 Households by Income</b>			
Household Income Base	2,055	9,371	19,965
<\$15,000	5.9%	8.1%	9.4%
\$15,000 - \$24,999	6.6%	9.2%	9.2%
\$25,000 - \$34,999	8.8%	11.2%	11.5%
\$35,000 - \$49,999	16.4%	16.8%	16.1%
\$50,000 - \$74,999	32.6%	23.9%	22.5%
\$75,000 - \$99,999	18.1%	15.8%	14.6%
\$100,000 - \$149,999	8.3%	10.3%	11.0%
\$150,000 - \$199,999	2.4%	2.8%	3.1%
\$200,000+	1.0%	1.9%	2.6%
Average Household Income	\$64,218	\$63,718	\$65,835
<b>2010 Households by Income</b>			
Household Income Base	2,423	11,423	23,310
<\$15,000	3.6%	5.4%	6.4%
\$15,000 - \$24,999	3.3%	5.5%	5.6%
\$25,000 - \$34,999	5.1%	7.2%	7.4%
\$35,000 - \$49,999	10.3%	14.2%	13.9%
\$50,000 - \$74,999	28.3%	21.7%	21.2%
\$75,000 - \$99,999	27.0%	20.4%	19.3%
\$100,000 - \$149,999	16.6%	17.6%	17.2%
\$150,000 - \$199,999	3.5%	4.4%	5.0%
\$200,000+	2.5%	3.6%	4.0%
Average Household Income	\$81,742	\$81,369	\$82,670
<b>2015 Households by Income</b>			
Household Income Base	2,532	12,114	24,571
<\$15,000	2.8%	4.5%	5.4%
\$15,000 - \$24,999	2.3%	4.2%	4.3%
\$25,000 - \$34,999	3.4%	5.1%	5.3%
\$35,000 - \$49,999	7.1%	10.2%	10.0%
\$50,000 - \$74,999	27.6%	22.3%	22.1%
\$75,000 - \$99,999	27.4%	20.9%	19.8%
\$100,000 - \$149,999	22.0%	23.1%	22.4%
\$150,000 - \$199,999	4.4%	5.5%	6.0%
\$200,000+	3.0%	4.2%	4.7%
Average Household Income	\$89,043	\$89,845	\$91,316
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,912	7,913	16,171
<\$50,000	2.8%	14.6%	11.4%
\$50,000 - \$99,999	31.3%	24.5%	25.2%
\$100,000 - \$149,999	42.8%	29.2%	27.3%
\$150,000 - \$199,999	16.7%	19.2%	18.5%
\$200,000 - \$299,999	3.6%	8.4%	11.7%
\$300,000 - \$499,999	2.3%	3.5%	4.8%
\$500,000 - \$999,999	0.5%	0.4%	0.8%
\$1,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$130,179	\$130,471	\$143,631
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	194	1,444	3,671
With Cash Rent	97.4%	95.8%	94.5%
No Cash Rent	2.6%	4.2%	5.5%
Median Rent	\$470	\$481	\$473
Average Rent	\$476	\$487	\$486

**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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<b>2000 Population by Age</b>			
Total	5,967	25,729	54,311
0 - 4	7.3%	7.6%	7.4%
5 - 9	7.9%	7.9%	7.9%
10 - 14	8.3%	8.0%	8.1%
15 - 24	12.1%	12.5%	12.1%
25 - 34	13.0%	13.3%	12.7%
35 - 44	17.7%	17.8%	17.9%
45 - 54	15.6%	15.0%	14.9%
55 - 64	8.9%	8.6%	8.6%
65 - 74	5.7%	5.5%	5.6%
75 - 84	2.8%	2.9%	3.4%
85 +	0.6%	0.9%	1.4%
18 +	71.5%	71.6%	71.8%
<b>2010 Population by Age</b>			
Total	6,779	30,729	62,563
0 - 4	7.0%	7.4%	7.3%
5 - 9	7.5%	7.6%	7.4%
10 - 14	7.7%	7.5%	7.4%
15 - 24	11.8%	11.8%	11.7%
25 - 34	12.1%	12.7%	11.9%
35 - 44	14.2%	14.2%	14.1%
45 - 54	15.9%	16.1%	16.4%
55 - 64	12.7%	12.0%	12.1%
65 - 74	6.6%	6.1%	6.4%
75 - 84	3.5%	3.3%	3.6%
85 +	1.1%	1.2%	1.7%
18 +	73.4%	73.1%	73.5%
<b>2015 Population by Age</b>			
Total	7,035	32,435	65,715
0 - 4	6.9%	7.3%	7.1%
5 - 9	7.4%	7.5%	7.4%
10 - 14	8.0%	7.8%	7.7%
15 - 24	11.9%	11.8%	11.6%
25 - 34	11.3%	12.4%	11.8%
35 - 44	13.6%	13.7%	13.3%
45 - 54	15.1%	14.9%	15.0%
55 - 64	12.7%	12.4%	12.8%
65 - 74	8.5%	7.7%	7.9%
75 - 84	3.4%	3.3%	3.7%
85 +	1.2%	1.3%	1.8%
18 +	73.2%	73.0%	73.6%
<b>2000 Population by Sex</b>			
Males	49.5%	49.2%	48.7%
Females	50.5%	50.8%	51.3%
<b>2010 Population by Sex</b>			
Males	49.0%	48.9%	48.6%
Females	51.0%	51.1%	51.4%
<b>2015 Population by Sex</b>			
Males	48.9%	48.9%	48.7%
Females	51.1%	51.1%	51.3%

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

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<b>2000 Population by Race/Ethnicity</b>			
Total	5,968	25,729	54,313
White Alone	97.2%	96.9%	96.9%
Black Alone	0.9%	1.1%	1.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.6%	0.6%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	0.9%	0.8%	0.8%
Hispanic Origin	1.0%	0.9%	0.9%
Diversity Index	7.3	7.9	7.7
<b>2010 Population by Race/Ethnicity</b>			
Total	6,776	30,730	62,560
White Alone	96.3%	95.7%	95.8%
Black Alone	1.4%	1.7%	1.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.9%	0.8%
Some Other Race Alone	0.5%	0.4%	0.3%
Two or More Races	1.1%	1.1%	1.0%
Hispanic Origin	1.7%	1.5%	1.4%
Diversity Index	10.3	11.1	10.8
<b>2015 Population by Race/Ethnicity</b>			
Total	7,040	32,437	65,716
White Alone	95.8%	95.1%	95.2%
Black Alone	1.6%	2.0%	2.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	1.0%	1.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	1.2%	1.2%	1.2%
Hispanic Origin	2.0%	1.8%	1.7%
Diversity Index	11.9	12.8	12.4
<b>2000 Population 3+ by School Enrollment</b>			
Total	5,677	24,613	51,883
Enrolled in Nursery/Preschool	1.7%	2.0%	2.0%
Enrolled in Kindergarten	1.1%	1.8%	1.6%
Enrolled in Grade 1-8	14.8%	14.0%	13.6%
Enrolled in Grade 9-12	6.9%	6.8%	6.7%
Enrolled in College	5.1%	3.8%	3.6%
Enrolled in Grad/Prof School	0.5%	0.5%	0.5%
Not Enrolled in School	69.8%	71.1%	71.9%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,473	20,186	41,408
Less Than 9th Grade	1.7%	2.5%	2.9%
9th to 12th Grade, No Diploma	7.6%	7.7%	7.6%
High School Graduate	35.9%	30.3%	29.3%
Some College, No Degree	19.7%	20.0%	19.5%
Associate Degree	9.1%	9.1%	8.8%
Bachelor's Degree	17.5%	19.7%	20.6%
Graduate/Professional Degree	8.4%	10.6%	11.3%

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

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

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<b>2010 Population 15+ by Marital Status</b>			
Total	5,272	23,797	48,712
Never Married	23.5%	22.7%	22.6%
Married	61.6%	62.1%	61.6%
Widowed	5.6%	5.1%	5.7%
Divorced	9.4%	10.1%	10.2%
<b>2000 Population 16+ by Employment Status</b>			
Total	4,390	19,100	40,666
In Labor Force	72.8%	72.4%	69.8%
Civilian Employed	70.0%	70.1%	67.6%
Civilian Unemployed	2.7%	2.2%	2.1%
In Armed Forces	0.1%	0.0%	0.0%
Not In Labor Force	27.2%	27.6%	30.2%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.3%	89.9%	89.9%
Civilian Unemployed	11.7%	10.1%	10.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.5%	91.7%	91.7%
Civilian Unemployed	9.5%	8.3%	8.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,245	9,875	21,291
Own Children < 6 Only	8.3%	9.2%	8.9%
Employed/in Armed Forces	5.7%	5.8%	5.7%
Unemployed	0.2%	0.4%	0.3%
Not in Labor Force	2.4%	3.0%	2.9%
Own Children <6 and 6-17 Only	7.7%	7.2%	6.9%
Employed/in Armed Forces	5.1%	4.5%	3.9%
Unemployed	0.3%	0.2%	0.1%
Not in Labor Force	2.2%	2.5%	2.9%
Own Children 6-17 Only	20.0%	21.1%	20.0%
Employed/in Armed Forces	17.1%	17.5%	15.1%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	2.6%	3.5%	4.6%
No Own Children < 18	64.0%	62.5%	64.2%
Employed/in Armed Forces	33.9%	34.3%	34.2%
Unemployed	2.7%	1.4%	1.4%
Not in Labor Force	27.4%	26.8%	28.6%
<b>2010 Employed Population 16+ by Industry</b>			
Total	3,334	14,957	29,673
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.2%	5.6%	5.6%
Manufacturing	14.3%	13.2%	13.8%
Wholesale Trade	3.9%	4.6%	4.5%
Retail Trade	11.8%	12.6%	12.6%
Transportation/Utilities	5.1%	3.7%	4.0%
Information	1.6%	1.8%	1.8%
Finance/Insurance/Real Estate	9.1%	8.5%	8.2%
Services	46.4%	47.8%	47.5%
Public Administration	2.6%	2.1%	1.9%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	3,332	14,957	29,670
White Collar	63.8%	66.0%	65.6%
Management/Business/Financial	16.9%	16.1%	16.4%
Professional	20.3%	22.5%	22.3%
Sales	12.4%	13.3%	13.0%
Administrative Support	14.3%	14.1%	13.9%
Services	16.1%	15.1%	15.0%
Blue Collar	20.1%	18.9%	19.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.7%	4.1%	4.1%
Installation/Maintenance/Repair	4.9%	4.9%	4.6%
Production	5.8%	5.0%	5.6%
Transportation/Material Moving	5.8%	4.9%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	3,040	13,196	27,054
Drove Alone - Car, Truck, or Van	87.7%	86.6%	85.6%
Carpooled - Car, Truck, or Van	6.1%	7.8%	8.4%
Public Transportation	1.9%	0.9%	0.8%
Walked	0.8%	0.8%	0.8%
Other Means	0.4%	0.5%	0.6%
Worked at Home	3.1%	3.4%	3.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	3,039	13,198	27,053
Did not Work at Home	96.9%	96.6%	96.3%
Less than 5 minutes	1.5%	1.9%	2.1%
5 to 9 minutes	8.1%	8.2%	6.8%
10 to 19 minutes	18.2%	20.6%	21.4%
20 to 24 minutes	16.4%	15.5%	15.3%
25 to 34 minutes	28.2%	28.5%	29.1%
35 to 44 minutes	11.1%	9.5%	9.6%
45 to 59 minutes	10.0%	8.9%	8.5%
60 to 89 minutes	2.6%	2.0%	2.1%
90 or more minutes	0.8%	1.5%	1.4%
Worked at Home	3.1%	3.4%	3.7%
Average Travel Time to Work (in min)	26.4	26.2	26.4
<b>2000 Households by Vehicles Available</b>			
Total	2,105	9,379	19,934
None	2.1%	3.2%	4.7%
1	19.5%	24.1%	24.3%
2	45.6%	47.4%	45.4%
3	22.1%	18.0%	18.7%
4	7.8%	5.1%	4.7%
5+	2.9%	2.1%	2.2%
Average Number of Vehicles Available	2.2	2.1	2.0

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

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<b>2000 Households by Type</b>			
Total	2,100	9,404	19,973
Family Households	81.1%	77.6%	75.7%
Married-couple Family	69.2%	64.2%	63.2%
With Related Children	34.7%	32.9%	32.3%
Other Family (No Spouse)	12.0%	13.4%	12.6%
With Related Children	7.9%	9.2%	8.5%
Nonfamily Households	18.9%	22.4%	24.3%
Householder Living Alone	16.0%	18.3%	20.5%
Householder Not Living Alone	2.8%	4.0%	3.8%
Households with Related Children	42.6%	42.1%	40.9%
Households with Persons 65+	19.2%	18.0%	19.7%
<b>2000 Households by Size</b>			
Total	2,100	9,404	19,974
1 Person Household	16.0%	18.3%	20.5%
2 Person Household	33.6%	33.3%	32.7%
3 Person Household	18.8%	19.8%	18.7%
4 Person Household	19.7%	17.7%	17.3%
5 Person Household	8.8%	8.0%	7.9%
6 Person Household	2.2%	2.1%	2.2%
7 + Person Household	0.9%	0.8%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,104	9,379	19,933
Moved in 1999 to March 2000	14.6%	15.5%	15.9%
Moved in 1995 to 1998	23.1%	30.6%	30.9%
Moved in 1990 to 1994	19.0%	17.6%	17.9%
Moved in 1980 to 1989	19.3%	18.4%	17.3%
Moved in 1970 to 1979	15.8%	10.4%	10.4%
Moved in 1969 or Earlier	8.1%	7.5%	7.5%
Median Year Householder Moved In	1992	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	2,159	9,692	20,653
1, Detached	88.3%	71.2%	71.0%
1, Attached	1.9%	3.1%	3.6%
2	0.5%	0.5%	0.9%
3 or 4	0.7%	1.2%	1.3%
5 to 9	0.9%	1.6%	2.5%
10 to 19	2.9%	7.3%	7.4%
20 +	1.9%	1.5%	3.2%
Mobile Home	3.0%	13.6%	10.0%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,158	9,693	20,654
1999 to March 2000	3.8%	3.1%	3.0%
1995 to 1998	8.6%	12.5%	11.5%
1990 to 1994	4.8%	9.6%	10.1%
1980 to 1989	12.2%	20.0%	18.2%
1970 to 1979	28.7%	22.9%	22.3%
1969 or Earlier	41.9%	31.9%	34.9%
Median Year Structure Built	1973	1978	1977

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

# Market Profile

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
2.	Milk and Cookies	Crossroads	Crossroads
3.	Cozy and Comfortable	Milk and Cookies	Boomburbs
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,708,275	\$22,161,352	\$45,919,911
Average Spent	\$1,942.10	\$1,940.15	\$1,969.98
Spending Potential Index	81	81	82
Computers & Accessories: Total \$	\$620,894	\$2,941,425	\$6,089,908
Average Spent	\$256.11	\$257.51	\$261.26
Spending Potential Index	116	117	119
Education: Total \$	\$3,641,100	\$16,764,606	\$34,791,451
Average Spent	\$1,501.91	\$1,467.68	\$1,492.56
Spending Potential Index	123	120	122
Entertainment/Recreation: Total \$	\$9,366,768	\$44,081,509	\$91,526,603
Average Spent	\$3,863.67	\$3,859.19	\$3,926.52
Spending Potential Index	120	120	122
Food at Home: Total \$	\$12,156,394	\$57,516,848	\$120,110,067
Average Spent	\$5,014.36	\$5,035.40	\$5,152.76
Spending Potential Index	112	113	115
Food Away from Home: Total \$	\$9,081,141	\$42,718,113	\$88,448,108
Average Spent	\$3,745.86	\$3,739.83	\$3,794.45
Spending Potential Index	116	116	118
Health Care: Total \$	\$10,183,951	\$48,086,331	\$101,614,806
Average Spent	\$4,200.75	\$4,209.79	\$4,359.31
Spending Potential Index	113	113	117
HH Furnishings & Equipment: Total \$	\$5,239,079	\$24,607,047	\$50,873,746
Average Spent	\$2,161.05	\$2,154.26	\$2,182.50
Spending Potential Index	105	105	106
Investments: Total \$	\$4,566,856	\$21,783,962	\$46,673,850
Average Spent	\$1,883.77	\$1,907.11	\$2,002.32
Spending Potential Index	108	110	115
Retail Goods: Total \$	\$67,024,667	\$317,239,448	\$659,492,931
Average Spent	\$27,646.82	\$27,773.23	\$28,292.44
Spending Potential Index	111	112	114
Shelter: Total \$	\$45,819,392	\$212,790,798	\$438,729,547
Average Spent	\$18,899.91	\$18,629.11	\$18,821.63
Spending Potential Index	120	118	119
TV/Video/Audio: Total \$	\$3,411,881	\$16,181,457	\$33,670,574
Average Spent	\$1,407.36	\$1,416.63	\$1,444.48
Spending Potential Index	113	114	116
Travel: Total \$	\$5,658,861	\$26,112,054	\$53,873,973
Average Spent	\$2,334.21	\$2,286.02	\$2,311.21
Spending Potential Index	123	121	122
Vehicle Maintenance & Repairs: Total \$	\$2,648,458	\$12,496,251	\$25,954,838
Average Spent	\$1,092.46	\$1,094.00	\$1,113.47
Spending Potential Index	116	116	118

**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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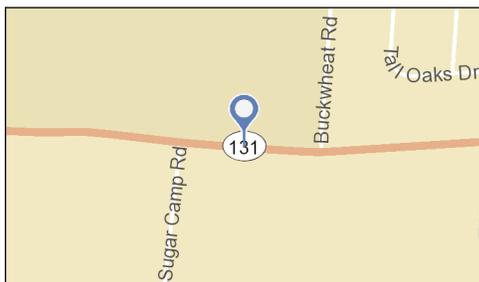
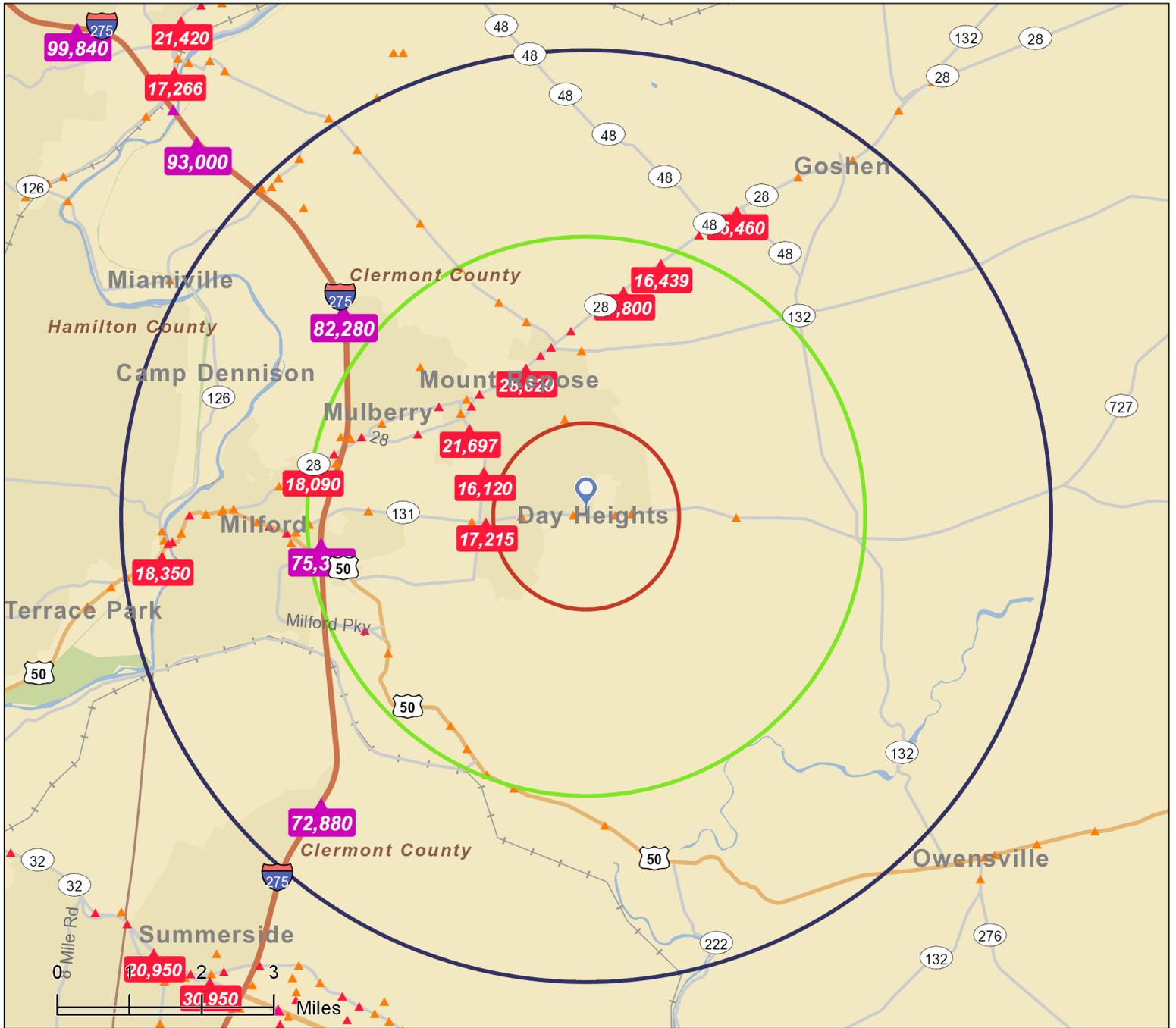
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493



- 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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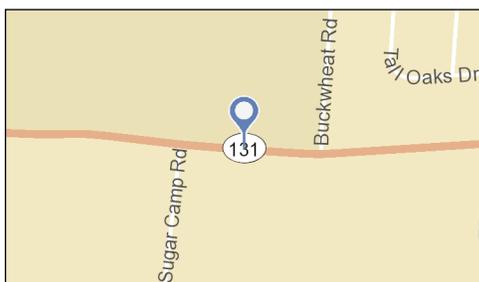
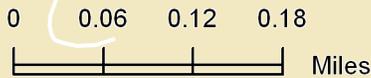
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

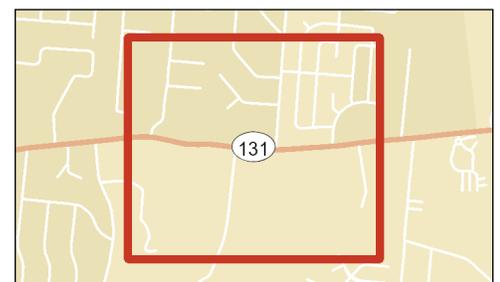
Day Heights  
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  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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

March 27, 2012

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# Business Summary

Day Heights  
 1468 STHY 131, Day Heights, OH, 45150  
 Rings: 1, 3, 5 miles radii

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 Latitude: 39.17598  
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	94	886	1,993
Total Employees:	522	9,045	20,420
Total Residential Population:	6,776	30,731	62,561
Employee/Residential Population Ratio:	0.08	0.29	0.33

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	6.3%	16	3.1%	31	3.5%	182	2.0%	64	3.2%	338	1.7%
Construction	18	18.8%	36	7.0%	135	15.2%	538	5.9%	253	12.7%	1,306	6.4%
Manufacturing	3	3.0%	19	3.6%	42	4.7%	611	6.8%	79	4.0%	1,819	8.9%
Transportation	5	5.1%	7	1.4%	20	2.3%	77	0.9%	45	2.3%	342	1.7%
Communication	0	0.1%	1	0.3%	4	0.4%	28	0.3%	9	0.4%	47	0.2%
Utility	0	0.0%	0	0.0%	2	0.3%	16	0.2%	5	0.2%	32	0.2%
Wholesale Trade	3	3.1%	7	1.3%	52	5.8%	716	7.9%	101	5.1%	1,108	5.4%
<b>Retail Trade Summary</b>	<b>17</b>	<b>18.3%</b>	<b>104</b>	<b>19.8%</b>	<b>178</b>	<b>20.1%</b>	<b>2,502</b>	<b>27.7%</b>	<b>435</b>	<b>21.8%</b>	<b>6,618</b>	<b>32.4%</b>
Home Improvement	2	1.7%	8	1.6%	24	2.7%	274	3.0%	42	2.1%	462	2.3%
General Merchandise Stores	0	0.0%	0	0.0%	4	0.5%	59	0.7%	13	0.6%	689	3.4%
Food Stores	2	2.1%	30	5.8%	18	2.1%	246	2.7%	49	2.4%	1,369	6.7%
Auto Dealers, Gas Stations, Auto Aftermarket	2	2.2%	10	2.0%	24	2.7%	237	2.6%	54	2.7%	460	2.3%
Apparel & Accessory Stores	1	1.5%	1	0.2%	8	0.9%	20	0.2%	16	0.8%	70	0.3%
Furniture & Home Furnishings	4	3.8%	6	1.1%	23	2.6%	845	9.3%	47	2.4%	1,089	5.3%
Eating & Drinking Places	1	1.5%	28	5.4%	32	3.6%	479	5.3%	103	5.1%	1,854	9.1%
Miscellaneous Retail	5	5.7%	20	3.7%	44	5.0%	344	3.8%	112	5.6%	625	3.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>9</b>	<b>10.0%</b>	<b>42</b>	<b>8.0%</b>	<b>85</b>	<b>9.6%</b>	<b>552</b>	<b>6.1%</b>	<b>208</b>	<b>10.4%</b>	<b>1,501</b>	<b>7.4%</b>
Banks, Savings & Lending Institutions	2	1.6%	8	1.5%	17	1.9%	136	1.5%	54	2.7%	352	1.7%
Securities Brokers	1	0.8%	0	0.0%	6	0.6%	64	0.7%	18	0.9%	86	0.4%
Insurance Carriers & Agents	3	2.8%	7	1.4%	25	2.8%	88	1.0%	54	2.7%	592	2.9%
Real Estate, Holding, Other Investment Offices	5	4.8%	27	5.1%	38	4.2%	264	2.9%	82	4.1%	471	2.3%
<b>Services Summary</b>	<b>32</b>	<b>33.9%</b>	<b>289</b>	<b>55.4%</b>	<b>304</b>	<b>34.4%</b>	<b>3,645</b>	<b>40.3%</b>	<b>713</b>	<b>35.8%</b>	<b>6,766</b>	<b>33.1%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.2%	60	0.3%
Automotive Services	5	5.0%	10	2.0%	34	3.8%	197	2.2%	82	4.1%	398	1.9%
Motion Pictures & Amusements	2	1.6%	3	0.7%	23	2.6%	161	1.8%	54	2.7%	474	2.3%
Health Services	2	1.7%	4	0.8%	28	3.2%	538	6.0%	71	3.6%	1,287	6.3%
Legal Services	0	0.2%	1	0.1%	4	0.5%	9	0.1%	16	0.8%	28	0.1%
Education Institutions & Libraries	4	4.4%	196	37.5%	19	2.2%	937	10.4%	43	2.1%	1,543	7.6%
Other Services	20	20.8%	74	14.3%	196	22.1%	1,800	19.9%	444	22.3%	2,977	14.6%
<b>Government</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>9</b>	<b>1.0%</b>	<b>175</b>	<b>1.9%</b>	<b>37</b>	<b>1.8%</b>	<b>519</b>	<b>2.5%</b>
<b>Other</b>	<b>1</b>	<b>1.5%</b>	<b>0</b>	<b>0.0%</b>	<b>24</b>	<b>2.7%</b>	<b>3</b>	<b>0.0%</b>	<b>44</b>	<b>2.2%</b>	<b>24</b>	<b>0.1%</b>
<b>Totals</b>	<b>94</b>	<b>100%</b>	<b>522</b>	<b>100%</b>	<b>886</b>	<b>100%</b>	<b>9,045</b>	<b>100%</b>	<b>1,993</b>	<b>100%</b>	<b>20,420</b>	<b>100%</b>

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

Day Heights  
 1468 STHY 131, Day Heights, OH, 45150  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.17598  
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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%	2	0.2%	11	0.1%	7	0.3%	20	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	13	0.1%
Utilities	0	0.0%	0	0.0%	2	0.3%	16	0.2%	3	0.1%	29	0.1%
Construction	18	19.4%	39	7.5%	141	15.9%	585	6.5%	263	13.2%	1,377	6.7%
Manufacturing	4	4.2%	22	4.3%	50	5.6%	643	7.1%	88	4.4%	1,701	8.3%
Wholesale Trade	3	2.9%	7	1.3%	50	5.6%	692	7.6%	96	4.8%	1,071	5.2%
Retail Trade	15	15.6%	72	13.8%	135	15.2%	1,981	21.9%	312	15.7%	4,692	23.0%
Motor Vehicle & Parts Dealers	1	0.9%	3	0.5%	19	2.2%	207	2.3%	40	2.0%	389	1.9%
Furniture & Home Furnishings Stores	2	2.1%	1	0.2%	6	0.7%	13	0.1%	15	0.8%	91	0.4%
Electronics & Appliance Stores	1	1.1%	2	0.4%	14	1.6%	811	9.0%	26	1.3%	973	4.8%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.3%	7	1.4%	21	2.4%	219	2.4%	38	1.9%	407	2.0%
Food & Beverage Stores	2	2.2%	31	5.9%	15	1.7%	233	2.6%	40	2.0%	1,330	6.5%
Health & Personal Care Stores	1	1.4%	11	2.1%	11	1.3%	249	2.8%	27	1.3%	323	1.6%
Gasoline Stations	1	1.2%	8	1.5%	5	0.6%	30	0.3%	14	0.7%	71	0.3%
Clothing & Clothing Accessories Stores	1	1.5%	1	0.2%	9	1.0%	22	0.2%	20	1.0%	97	0.5%
Sport Goods, Hobby, Book, & Music Stores	1	1.3%	5	0.9%	7	0.8%	43	0.5%	23	1.1%	98	0.5%
General Merchandise Stores	0	0.0%	0	0.0%	4	0.5%	59	0.7%	13	0.6%	689	3.4%
Miscellaneous Store Retailers	2	2.3%	4	0.7%	19	2.2%	82	0.9%	51	2.6%	192	0.9%
Nonstore Retailers	0	0.2%	0	0.0%	3	0.3%	12	0.1%	6	0.3%	29	0.1%
Transportation & Warehousing	6	6.0%	8	1.5%	20	2.2%	83	0.9%	46	2.3%	360	1.8%
Information	1	0.6%	2	0.4%	16	1.8%	108	1.2%	37	1.9%	325	1.6%
Finance & Insurance	5	5.2%	15	2.9%	47	5.3%	288	3.2%	127	6.4%	1,031	5.1%
Central Bank/Credit Intermediation & Related Activities	2	1.6%	8	1.5%	16	1.8%	136	1.5%	53	2.7%	352	1.7%
Securities, Commodity Contracts & Other Financial	1	0.8%	0	0.0%	7	0.7%	64	0.7%	19	1.0%	86	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	3	2.8%	7	1.4%	25	2.8%	88	1.0%	55	2.7%	593	2.9%
Real Estate, Rental & Leasing	5	5.5%	28	5.5%	45	5.1%	312	3.5%	96	4.8%	512	2.5%
Professional, Scientific & Tech Services	7	7.7%	33	6.4%	78	8.8%	942	10.4%	178	9.0%	1,370	6.7%
Legal Services	0	0.2%	1	0.1%	6	0.7%	34	0.4%	19	1.0%	58	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.2%	53	0.3%
Administrative & Support & Waste Management & Remediation	6	6.9%	11	2.1%	45	5.1%	277	3.1%	90	4.5%	462	2.3%
Educational Services	4	4.4%	196	37.5%	21	2.4%	934	10.3%	46	2.3%	1,538	7.5%
Health Care & Social Assistance	3	3.6%	15	2.8%	39	4.4%	626	6.9%	94	4.7%	1,458	7.1%
Arts, Entertainment & Recreation	1	1.2%	3	0.6%	16	1.8%	98	1.1%	42	2.1%	551	2.7%
Accommodation & Food Services	1	1.5%	28	5.4%	33	3.7%	485	5.4%	110	5.5%	1,932	9.5%
Accommodation	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.2%	60	0.3%
Food Services & Drinking Places	1	1.5%	28	5.4%	33	3.7%	484	5.4%	106	5.3%	1,872	9.2%
Other Services (except Public Administration)	13	13.8%	42	8.0%	112	12.6%	787	8.7%	268	13.5%	1,372	6.7%
Automotive Repair & Maintenance	3	3.4%	9	1.7%	25	2.8%	152	1.7%	60	3.0%	307	1.5%
Public Administration	0	0.0%	0	0.0%	9	1.0%	175	1.9%	37	1.8%	519	2.5%
Unclassified Establishments	1	1.5%	0	0.0%	24	2.7%	3	0.0%	45	2.3%	33	0.2%
<b>Total</b>	<b>94</b>	<b>100%</b>	<b>522</b>	<b>100%</b>	<b>886</b>	<b>100%</b>	<b>9,045</b>	<b>100%</b>	<b>1,993</b>	<b>100%</b>	<b>20,420</b>	<b>100%</b>

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

## Summary Demographics

2010 Population	6,776
2010 Households	2,424
2010 Median Disposable Income	\$55,078
2010 Per Capita Income	\$29,571

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	\$72,479,645	\$8,021,845	\$64,457,800	80.1	15
Total Retail Trade	44-45	\$61,799,708	\$7,132,644	\$54,667,064	79.3	14
Total Food & Drink	722	\$10,679,937	\$889,201	\$9,790,736	84.6	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,581,371	\$573,449	\$14,007,922	92.4	1
Automobile Dealers	4411	\$12,356,821	\$535,422	\$11,821,400	91.7	1
Other Motor Vehicle Dealers	4412	\$1,060,410	\$0	\$1,060,410	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,164,140	\$38,027	\$1,126,113	93.7	0
Furniture & Home Furnishings Stores	442	\$1,098,638	\$335,488	\$763,150	53.2	2
Furniture Stores	4421	\$562,752	\$0	\$562,752	100.0	0
Home Furnishings Stores	4422	\$535,886	\$335,488	\$200,398	23.0	2
Electronics & Appliance Stores	4431	\$2,595,481	\$111,109	\$2,484,372	91.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,510,801	\$193,145	\$2,317,656	85.7	1
Bldg Material & Supplies Dealers	4441	\$2,372,885	\$180,696	\$2,192,189	85.8	1
Lawn & Garden Equip & Supply Stores	4442	\$137,917	\$12,450	\$125,467	83.4	0
Food & Beverage Stores	445	\$10,813,979	\$3,634,737	\$7,179,242	49.7	2
Grocery Stores	4451	\$10,364,796	\$3,522,529	\$6,842,267	49.3	1
Specialty Food Stores	4452	\$154,207	\$47,829	\$106,378	52.7	0
Beer, Wine & Liquor Stores	4453	\$294,976	\$64,379	\$230,596	64.2	0
Health & Personal Care Stores	446,4461	\$1,247,974	\$868,717	\$379,257	17.9	1
Gasoline Stations	447,4471	\$10,113,304	\$620,731	\$9,492,573	88.4	0
Clothing & Clothing Accessories Stores	448	\$1,808,459	\$293,010	\$1,515,449	72.1	1
Clothing Stores	4481	\$1,318,829	\$141,823	\$1,177,007	80.6	1
Shoe Stores	4482	\$279,908	\$151,187	\$128,720	29.9	0
Jewelry, Luggage & Leather Goods Stores	4483	\$209,722	\$0	\$209,722	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$292,403	\$258,712	\$33,691	6.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$226,544	\$27,205	\$199,339	78.6	1
Book, Periodical & Music Stores	4512	\$65,859	\$231,507	\$-165,648	-55.7	0
General Merchandise Stores	452	\$10,156,009	\$0	\$10,156,009	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,395,189	\$0	\$4,395,189	100.0	0
Other General Merchandise Stores	4529	\$5,760,820	\$0	\$5,760,820	100.0	0
Miscellaneous Store Retailers	453	\$869,730	\$133,015	\$736,714	73.5	2
Florists	4531	\$51,539	\$11,872	\$39,668	62.6	1
Office Supplies, Stationery & Gift Stores	4532	\$299,898	\$57,538	\$242,360	67.8	1
Used Merchandise Stores	4533	\$20,142	\$3,524	\$16,618	70.2	0
Other Miscellaneous Store Retailers	4539	\$498,150	\$60,082	\$438,068	78.5	0
Nonstore Retailers	454	\$5,711,559	\$110,531	\$5,601,028	96.2	0
Electronic Shopping & Mail-Order Houses	4541	\$5,359,518	\$0	\$5,359,518	100.0	0
Vending Machine Operators	4542	\$8,072	\$0	\$8,072	100.0	0
Direct Selling Establishments	4543	\$343,969	\$110,531	\$233,438	51.4	0
Food Services & Drinking Places	722	\$10,679,937	\$889,201	\$9,790,736	84.6	1
Full-Service Restaurants	7221	\$3,819,298	\$591,157	\$3,228,141	73.2	1
Limited-Service Eating Places	7222	\$5,925,351	\$298,044	\$5,627,308	90.4	0
Special Food Services	7223	\$744,047	\$0	\$744,047	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$191,240	\$0	\$191,240	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

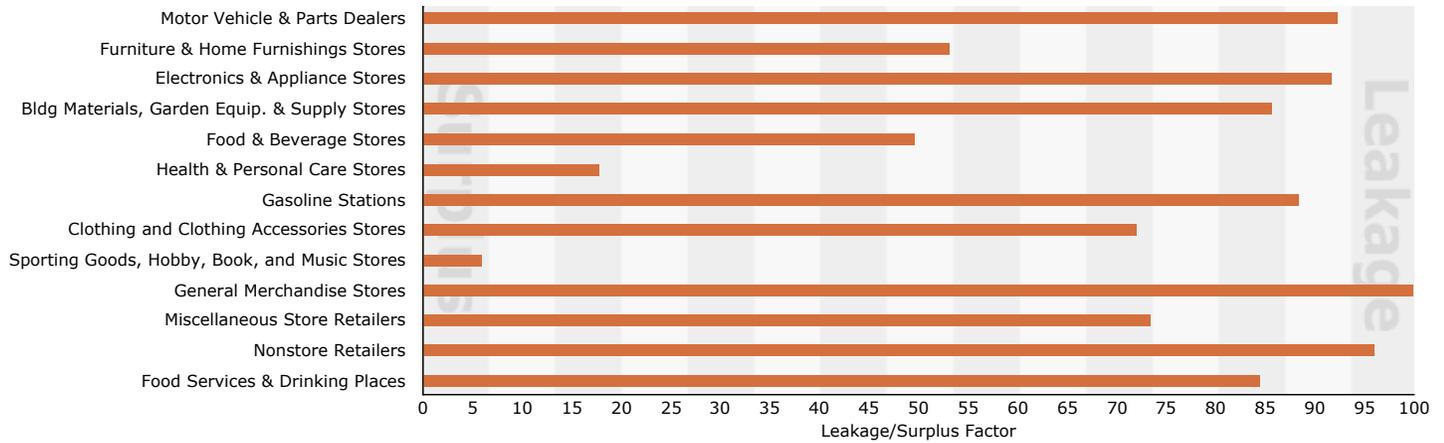
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# Retail MarketPlace Profile

Day Heights  
1468 STHY 131, Day Heights, 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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

## Summary Demographics

2010 Population	30,731
2010 Households	11,422
2010 Median Disposable Income	\$53,203
2010 Per Capita Income	\$29,944

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	\$342,416,827	\$237,089,217	\$105,327,610	18.2	162
Total Retail Trade	44-45	\$292,417,908	\$215,861,099	\$76,556,809	15.1	129
Total Food & Drink	722	\$49,998,918	\$21,228,117	\$28,770,801	40.4	33

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$69,718,754	\$37,751,841	\$31,966,913	29.7	17
Automobile Dealers	4411	\$59,051,222	\$33,342,537	\$25,708,685	27.8	8
Other Motor Vehicle Dealers	4412	\$5,218,195	\$113,992	\$5,104,203	95.7	0
Auto Parts, Accessories & Tire Stores	4413	\$5,449,337	\$4,295,311	\$1,154,026	11.8	9
Furniture & Home Furnishings Stores	442	\$5,143,215	\$1,543,205	\$3,600,011	53.8	6
Furniture Stores	4421	\$2,646,817	\$501,426	\$2,145,391	68.1	2
Home Furnishings Stores	4422	\$2,496,398	\$1,041,778	\$1,454,620	41.1	4
Electronics & Appliance Stores	4431	\$12,302,383	\$5,536,467	\$-45,234,083	-64.8	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,772,241	\$33,386,542	\$-21,614,301	-47.9	20
Bldg Material & Supplies Dealers	4441	\$11,118,424	\$32,599,898	\$-21,481,473	-49.1	15
Lawn & Garden Equip & Supply Stores	4442	\$653,817	\$786,644	\$-132,827	-9.2	5
Food & Beverage Stores	445	\$50,887,955	\$15,596,863	\$35,291,091	53.1	14
Grocery Stores	4451	\$48,778,424	\$14,533,471	\$34,244,953	54.1	8
Specialty Food Stores	4452	\$724,824	\$450,112	\$274,712	23.4	3
Beer, Wine & Liquor Stores	4453	\$1,384,707	\$613,280	\$771,427	38.6	3
Health & Personal Care Stores	446,4461	\$5,861,670	\$16,386,323	\$-10,524,653	-47.3	12
Gasoline Stations	447,4471	\$47,988,255	\$14,875,406	\$33,112,850	52.7	4
Clothing & Clothing Accessories Stores	448	\$8,501,949	\$2,750,812	\$5,751,137	51.1	10
Clothing Stores	4481	\$6,184,813	\$1,084,021	\$5,100,792	70.2	8
Shoe Stores	4482	\$1,327,380	\$1,589,232	\$-261,851	-9.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$989,756	\$77,560	\$912,196	85.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,384,377	\$1,962,360	\$-577,983	-17.3	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,072,951	\$610,726	\$462,225	27.5	5
Book, Periodical & Music Stores	4512	\$311,426	\$1,351,634	\$-1,040,208	-62.5	2
General Merchandise Stores	452	\$47,843,404	\$29,169,999	\$18,673,406	24.2	4
Department Stores Excluding Leased Depts.	4521	\$20,718,723	\$46,548	\$20,672,174	99.6	0
Other General Merchandise Stores	4529	\$27,124,682	\$29,123,450	\$-1,998,768	-3.6	4
Miscellaneous Store Retailers	453	\$4,116,122	\$2,871,150	\$1,244,972	17.8	20
Florists	4531	\$244,562	\$115,347	\$129,215	35.9	3
Office Supplies, Stationery & Gift Stores	4532	\$1,411,666	\$490,720	\$920,945	48.4	4
Used Merchandise Stores	4533	\$95,157	\$101,295	\$-6,138	-3.1	4
Other Miscellaneous Store Retailers	4539	\$2,364,739	\$2,163,788	\$200,950	4.4	7
Nonstore Retailers	454	\$26,897,582	\$2,030,132	\$24,867,450	86.0	3
Electronic Shopping & Mail-Order Houses	4541	\$25,312,015	\$0	\$25,312,015	100.0	0
Vending Machine Operators	4542	\$37,907	\$0	\$37,907	100.0	0
Direct Selling Establishments	4543	\$1,547,660	\$2,030,132	\$-482,473	-13.5	3
Food Services & Drinking Places	722	\$49,998,918	\$21,228,117	\$28,770,801	40.4	33
Full-Service Restaurants	7221	\$17,842,263	\$9,044,993	\$8,797,270	32.7	16
Limited-Service Eating Places	7222	\$27,786,054	\$11,889,616	\$15,896,437	40.1	14
Special Food Services	7223	\$3,485,151	\$0	\$3,485,151	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$885,450	\$293,508	\$591,942	50.2	3

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

Source: Esri and Infogroup

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

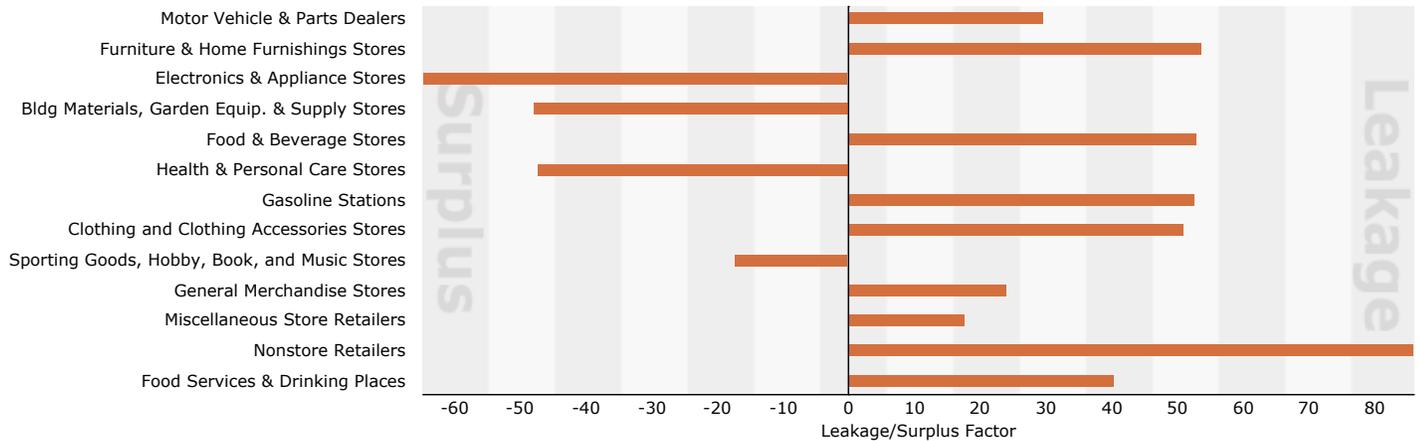
# Retail MarketPlace Profile

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

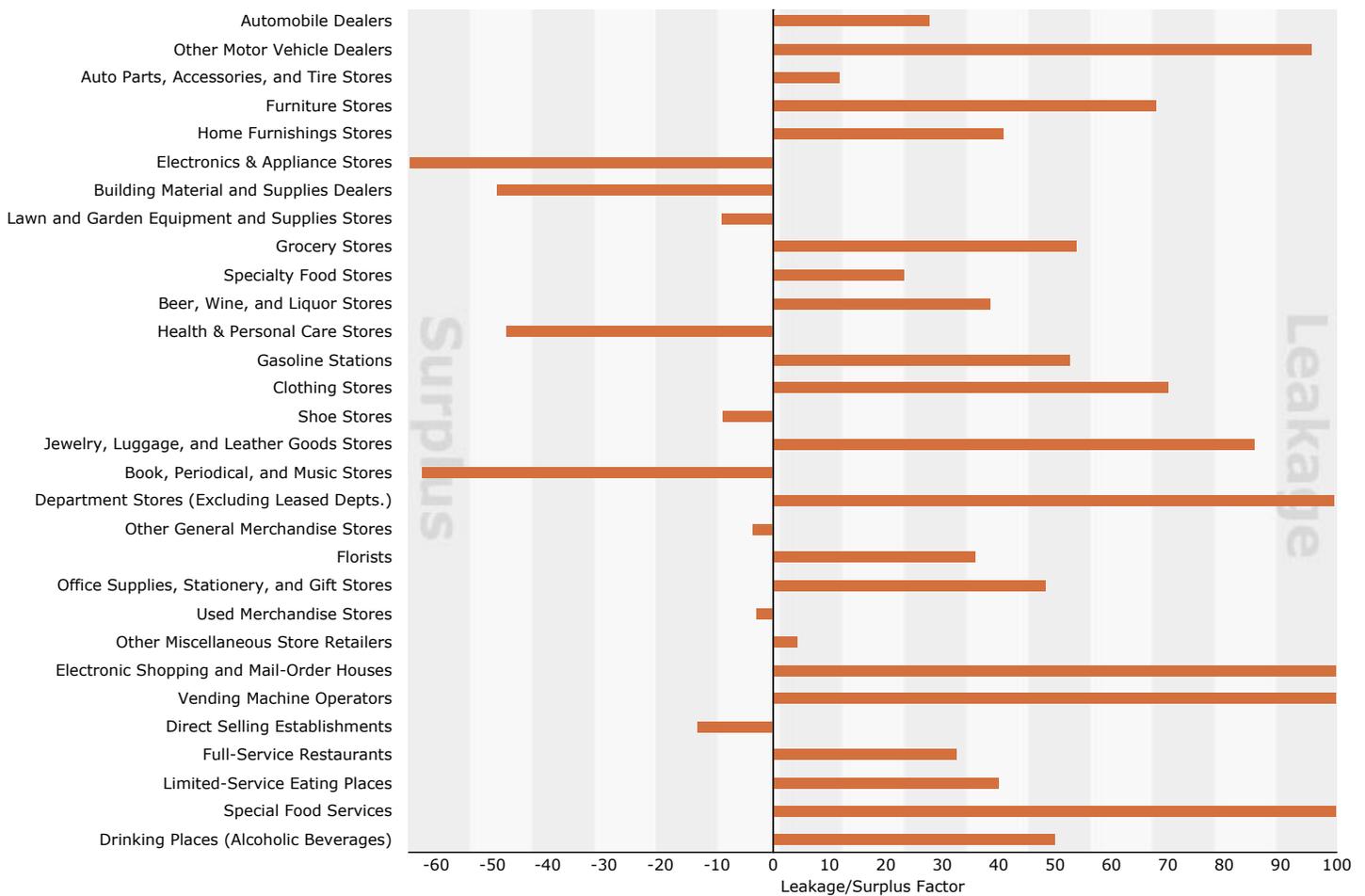
www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

## Summary Demographics

2010 Population	62,561
2010 Households	23,310
2010 Median Disposable Income	\$52,894
2010 Per Capita Income	\$30,867

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	\$711,094,398	\$603,736,057	\$107,358,341	8.2	429
Total Retail Trade	44-45	\$607,594,634	\$516,408,914	\$91,185,720	8.1	318
Total Food & Drink	722	\$103,499,764	\$87,327,143	\$16,172,621	8.5	111

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$144,585,539	\$80,106,210	\$64,479,329	28.7	39
Automobile Dealers	4411	\$122,341,985	\$70,786,160	\$51,555,825	26.7	17
Other Motor Vehicle Dealers	4412	\$10,977,801	\$408,810	\$10,568,991	92.8	2
Auto Parts, Accessories & Tire Stores	4413	\$11,265,753	\$8,911,240	\$2,354,513	11.7	21
Furniture & Home Furnishings Stores	442	\$10,860,440	\$8,743,213	\$2,117,227	10.8	15
Furniture Stores	4421	\$5,633,287	\$3,297,380	\$2,335,907	26.2	6
Home Furnishings Stores	4422	\$5,227,153	\$5,445,833	-\$218,680	-2.0	9
Electronics & Appliance Stores	4431	\$25,496,775	\$74,376,406	-\$48,879,631	-48.9	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,384,289	\$38,335,175	-\$13,950,886	-22.2	36
Bldg Material & Supplies Dealers	4441	\$23,008,157	\$37,215,170	-\$14,207,013	-23.6	26
Lawn & Garden Equip & Supply Stores	4442	\$1,376,132	\$1,120,005	\$256,127	10.3	10
Food & Beverage Stores	445	\$105,817,417	\$130,021,243	-\$24,203,826	-10.3	38
Grocery Stores	4451	\$101,326,230	\$126,005,062	-\$24,678,832	-10.9	23
Specialty Food Stores	4452	\$1,565,760	\$2,924,105	-\$1,358,346	-30.3	9
Beer, Wine & Liquor Stores	4453	\$2,925,427	\$1,092,075	\$1,833,352	45.6	6
Health & Personal Care Stores	446,4461	\$12,496,615	\$26,154,846	-\$13,658,231	-35.3	30
Gasoline Stations	447,4471	\$99,860,261	\$41,841,020	\$58,019,240	40.9	13
Clothing & Clothing Accessories Stores	448	\$17,935,612	\$7,281,360	\$10,654,252	42.3	23
Clothing Stores	4481	\$13,058,477	\$4,002,435	\$9,056,042	53.1	16
Shoe Stores	4482	\$2,764,249	\$2,093,268	\$670,980	13.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,112,886	\$1,185,657	\$927,230	28.1	5
Sporting Goods, Hobby, Book & Music Stores	451	\$3,027,032	\$3,912,208	-\$885,176	-12.8	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,309,313	\$2,171,681	\$137,633	3.1	21
Book, Periodical & Music Stores	4512	\$717,719	\$1,740,527	-\$1,022,808	-41.6	2
General Merchandise Stores	452	\$99,133,076	\$92,241,136	\$6,891,940	3.6	12
Department Stores Excluding Leased Depts.	4521	\$42,675,793	\$39,251,925	\$3,423,868	4.2	4
Other General Merchandise Stores	4529	\$56,457,282	\$52,989,211	\$3,468,072	3.2	8
Miscellaneous Store Retailers	453	\$8,738,192	\$7,470,258	\$1,267,934	7.8	57
Florists	4531	\$535,028	\$585,078	-\$50,050	-4.5	10
Office Supplies, Stationery & Gift Stores	4532	\$3,016,410	\$2,222,174	\$794,236	15.2	15
Used Merchandise Stores	4533	\$216,618	\$418,507	-\$201,889	-31.8	9
Other Miscellaneous Store Retailers	4539	\$4,970,135	\$4,244,498	\$725,637	7.9	23
Nonstore Retailers	454	\$55,259,386	\$5,925,840	\$49,333,547	80.6	7
Electronic Shopping & Mail-Order Houses	4541	\$51,405,308	\$0	\$51,405,308	100.0	0
Vending Machine Operators	4542	\$159,926	\$0	\$159,926	100.0	0
Direct Selling Establishments	4543	\$3,694,152	\$5,925,840	-\$2,231,688	-23.2	7
Food Services & Drinking Places	722	\$103,499,764	\$87,327,143	\$16,172,621	8.5	111
Full-Service Restaurants	7221	\$37,201,700	\$34,712,207	\$2,489,492	3.5	54
Limited-Service Eating Places	7222	\$57,202,256	\$46,746,568	\$10,455,688	10.1	49
Special Food Services	7223	\$7,225,831	\$4,949,324	\$2,276,507	18.7	3
Drinking Places - Alcoholic Beverages	7224	\$1,869,977	\$919,044	\$950,934	34.1	5

**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

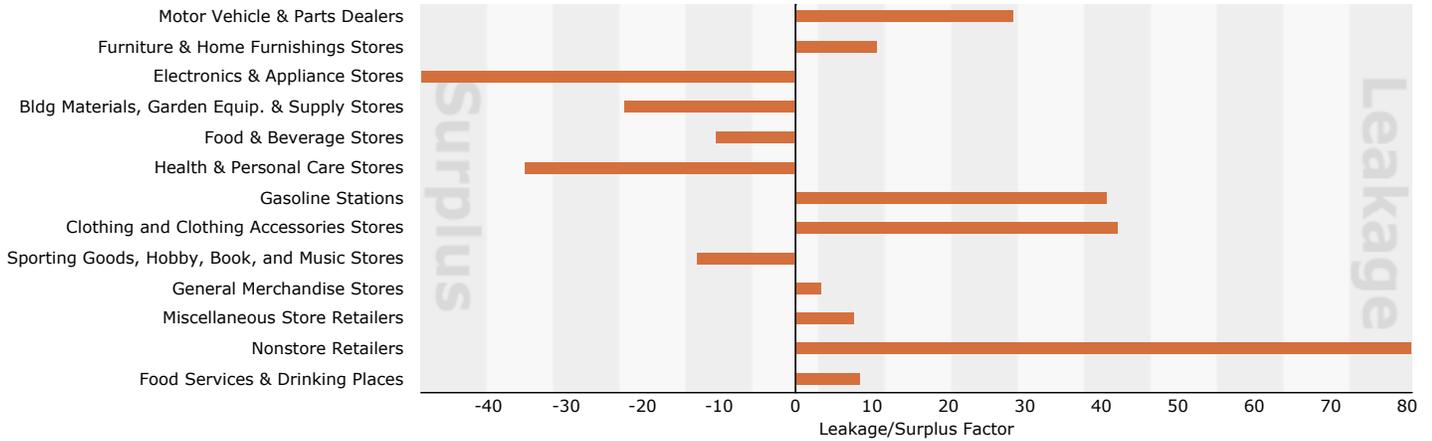
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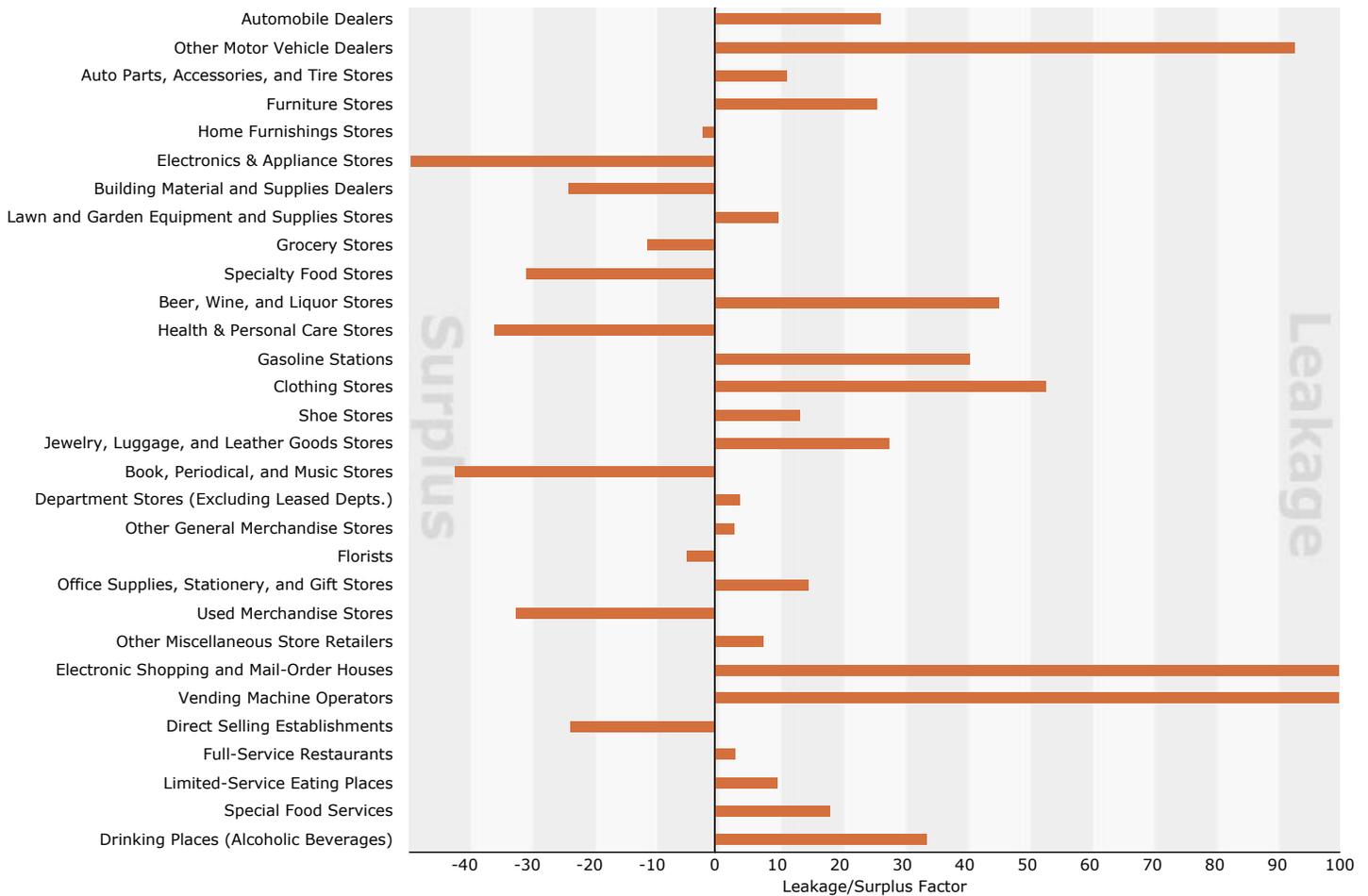
# Retail MarketPlace Profile

Day Heights  
1468 STHY 131, Day Heights, 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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary	2010	2015
Population	6,776	7,040
Total Number of Adults	4,973	5,152
Households	2,424	2,533
Median Household Income	\$74,465	\$79,233

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,704	54.4%	109
Bought any women's apparel in last 12 months	2,415	48.6%	107
Bought apparel for child <13 in last 6 months	1,593	32.0%	113
Bought any shoes in last 12 months	2,767	55.6%	107
Bought costume jewelry in last 12 months	1,172	23.6%	113
Bought any fine jewelry in last 12 months	1,162	23.4%	106
Bought a watch in last 12 months	1,024	20.6%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,281	94.1%	109
HH bought/leased new vehicle last 12 mo	286	11.8%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,665	93.8%	108
Bought/changed motor oil in last 12 months	2,787	56.0%	107
Had tune-up in last 12 months	1,632	32.8%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,274	65.8%	106
Drank regular cola in last 6 months	2,583	51.9%	102
Drank beer/ale in last 6 months	2,295	46.1%	109
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	690	13.9%	108
Bought film in last 12 months	1,012	20.4%	106
Bought digital camera in last 12 months	400	8.0%	118
Bought memory card for camera in last 12 months	483	9.7%	127
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,939	39.0%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,053	21.2%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,693	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	1,286	25.9%	122
<b>Computers (Households)</b>			
HH owns a personal computer	2,066	85.2%	115
Spent <\$500 on most recent home PC purchase	216	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	518	21.4%	120
Spent \$1000-\$1499 on most recent home PC purchase	370	15.3%	117
Spent \$1500-\$1999 on most recent home PC purchase	200	8.3%	116
Spent \$2000+ on most recent home PC purchase	167	6.9%	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.

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,238	65.1%	108
Bought cigarettes at convenience store in last 30 days	741	14.9%	96
Bought gas at convenience store in last 30 days	1,938	39.0%	116
Spent at convenience store in last 30 days: <\$20	459	9.2%	96
Spent at convenience store in last 30 days: \$20-39	540	10.9%	107
Spent at convenience store in last 30 days: \$40+	1,943	39.1%	109
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,120	62.7%	107
Went to live theater in last 12 months	739	14.9%	113
Went to a bar/night club in last 12 months	1,087	21.9%	115
Dined out in last 12 months	2,717	54.6%	111
Gambled at a casino in last 12 months	935	18.8%	117
Visited a theme park in last 12 months	1,310	26.3%	123
DVDs rented in last 30 days: 1	134	2.7%	102
DVDs rented in last 30 days: 2	262	5.3%	114
DVDs rented in last 30 days: 3	181	3.6%	114
DVDs rented in last 30 days: 4	200	4.0%	104
DVDs rented in last 30 days: 5+	806	16.2%	123
DVDs purchased in last 30 days: 1	278	5.6%	112
DVDs purchased in last 30 days: 2	284	5.7%	121
DVDs purchased in last 30 days: 3-4	239	4.8%	104
DVDs purchased in last 30 days: 5+	221	4.4%	85
Spent on toys/games in last 12 months: <\$50	366	7.4%	121
Spent on toys/games in last 12 months: \$50-\$99	154	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	332	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	593	11.9%	110
Spent on toys/games in last 12 months: \$500+	360	7.2%	126
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,357	27.3%	142
Used ATM/cash machine in last 12 months	3,007	60.5%	119
Own any stock	529	10.6%	116
Own U.S. savings bond	383	7.7%	112
Own shares in mutual fund (stock)	586	11.8%	125
Own shares in mutual fund (bonds)	378	7.6%	128
Used full service brokerage firm in last 12 months	355	7.1%	115
Have savings account	2,159	43.4%	119
Have 401K retirement savings	1,216	24.5%	138
Did banking over the Internet in last 12 months	1,786	35.9%	132
Own any credit/debit card (in own name)	4,141	83.3%	113
Avg monthly credit card expenditures: <\$111	739	14.9%	107
Avg monthly credit card expenditures: \$111-225	431	8.7%	111
Avg monthly credit card expenditures: \$226-450	468	9.4%	126
Avg monthly credit card expenditures: \$451-700	389	7.8%	123
Avg monthly credit card expenditures: \$701+	814	16.4%	123

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,741	75.2%	106
Used bread in last 6 months	4,853	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	4,045	81.3%	105
Used fish/seafood (fresh or frozen) in last 6 months	2,854	57.4%	108
Used fresh fruit/vegetables in last 6 months	4,508	90.7%	104
Used fresh milk in last 6 months	4,633	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,656	33.3%	111
Exercise at club 2+ times per week	754	15.2%	123
Visited a doctor in last 12 months	3,994	80.3%	103
Used vitamin/dietary supplement in last 6 months	2,591	52.1%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	980	40.4%	128
Used housekeeper/maid/prof HH cleaning service in the last 12 months	378	15.6%	100
Purchased any HH furnishing in last 12 months	787	32.5%	108
Purchased bedding/bath goods in last 12 months	1,377	56.8%	104
Purchased cooking/serving product in last 12 months	699	28.8%	105
Bought any kitchen appliance in last 12 months	461	19.0%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,936	59.0%	123
Have medical/hospital/accident insurance	3,972	79.9%	111
Carry homeowner insurance	3,303	66.4%	126
Carry renter insurance	257	5.2%	84
Have auto/other vehicle insurance	4,563	91.8%	110
<b>Pets (Households)</b>			
HH owns any pet	1,504	62.0%	120
HH owns any cat	661	27.3%	113
HH owns any dog	1,137	46.9%	124
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,758	55.5%	110
Read any daily newspaper	2,035	40.9%	99
Heavy magazine reader	1,008	20.3%	102
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	3,963	79.7%	111
Went to family restaurant/steak house last mo: <2 times	1,313	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	1,469	29.5%	109
Went to family restaurant/steak house last mo: 5+ times	1,182	23.8%	122
Went to fast food/drive-in restaurant in last 6 mo	4,597	92.4%	104
Went to fast food/drive-in restaurant <6 times/mo	1,751	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/mo	1,464	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	1,382	27.8%	111
Fast food/drive-in last 6 mo: eat in	1,937	39.0%	103
Fast food/drive-in last 6 mo: home delivery	608	12.2%	117
Fast food/drive-in last 6 mo: take-out/drive-thru	2,936	59.0%	113
Fast food/drive-in last 6 mo: take-out/walk-in	1,298	26.1%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,751	72.2%	112
HH average monthly long distance phone bill: <\$16	770	31.8%	115
HH average monthly long distance phone bill: \$16-25	274	11.3%	99
HH average monthly long distance phone bill: \$26-59	230	9.5%	104
HH average monthly long distance phone bill: \$60+	104	4.3%	96
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	291	12.0%	61
HH owns 2 TVs	594	24.5%	93
HH owns 3 TVs	616	25.4%	113
HH owns 4+ TVs	721	29.7%	142
HH subscribes to cable TV	1,546	63.8%	110
HH Purchased audio equipment in last 12 months	238	9.8%	101
HH Purchased CD player in last 12 months	106	4.4%	113
HH Purchased DVD player in last 12 months	258	10.6%	110
HH Purchased MP3 player in last 12 months	637	12.8%	126
HH Purchased video game system in last 12 months	348	14.4%	133
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,059	61.5%	118
Took 3+ domestic trips in last 12 months	842	16.9%	114
Spent on domestic vacations last 12 mo: <\$1000	696	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	420	8.4%	126
Spent on domestic vacations last 12 mo: \$1500-\$1999	250	5.0%	123
Spent on domestic vacations last 12 mo: \$2000-\$2999	257	5.2%	125
Spent on domestic vacations last 12 mo: \$3000+	307	6.2%	122
Foreign travel in last 3 years	1,462	29.4%	114
Took 3+ foreign trips by plane in last 3 years	252	5.1%	107
Spent on foreign vacations last 12 mo: <\$1000	329	6.6%	111
Spent on foreign vacations last 12 mo: \$1000-\$2999	214	4.3%	105
Spent on foreign vacations last 12 mo: \$3000+	232	4.7%	95
Stayed 1+ nights at hotel/motel in last 12 months	2,380	47.9%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Demographic Summary	2010	2015
Population	30,731	32,437
Total Number of Adults	22,464	23,690
Households	11,422	12,114
Median Household Income	\$69,799	\$78,184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	12,040	53.6%	107
Bought any women's apparel in last 12 months	10,896	48.5%	106
Bought apparel for child <13 in last 6 months	7,292	32.5%	114
Bought any shoes in last 12 months	12,521	55.7%	107
Bought costume jewelry in last 12 months	5,203	23.2%	111
Bought any fine jewelry in last 12 months	5,321	23.7%	108
Bought a watch in last 12 months	4,428	19.7%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,635	93.1%	108
HH bought/leased new vehicle last 12 mo	1,265	11.1%	116
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	20,965	93.3%	107
Bought/changed motor oil in last 12 months	12,451	55.4%	106
Had tune-up in last 12 months	7,370	32.8%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	14,230	63.3%	102
Drank regular cola in last 6 months	11,558	51.5%	101
Drank beer/ale in last 6 months	10,125	45.1%	106
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,084	13.7%	107
Bought film in last 12 months	4,534	20.2%	106
Bought digital camera in last 12 months	1,700	7.6%	111
Bought memory card for camera in last 12 months	1,964	8.7%	114
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	8,485	37.8%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,777	21.3%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,637	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	5,679	25.3%	119
<b>Computers (Households)</b>			
HH owns a personal computer	9,556	83.7%	113
Spent <\$500 on most recent home PC purchase	1,026	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	2,433	21.3%	119
Spent \$1000-\$1499 on most recent home PC purchase	1,686	14.8%	113
Spent \$1500-\$1999 on most recent home PC purchase	874	7.7%	108
Spent \$2000+ on most recent home PC purchase	811	7.1%	114

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	14,384	64.0%	106
Bought cigarettes at convenience store in last 30 days	3,509	15.6%	100
Bought gas at convenience store in last 30 days	8,530	38.0%	113
Spent at convenience store in last 30 days: <\$20	2,189	9.7%	101
Spent at convenience store in last 30 days: \$20-39	2,327	10.4%	102
Spent at convenience store in last 30 days: \$40+	8,714	38.8%	108
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	13,756	61.2%	104
Went to live theater in last 12 months	3,119	13.9%	106
Went to a bar/night club in last 12 months	4,925	21.9%	115
Dined out in last 12 months	12,257	54.6%	111
Gambled at a casino in last 12 months	3,872	17.2%	107
Visited a theme park in last 12 months	5,539	24.7%	115
DVDs rented in last 30 days: 1	663	3.0%	112
DVDs rented in last 30 days: 2	1,289	5.7%	124
DVDs rented in last 30 days: 3	789	3.5%	110
DVDs rented in last 30 days: 4	906	4.0%	104
DVDs rented in last 30 days: 5+	3,421	15.2%	115
DVDs purchased in last 30 days: 1	1,292	5.8%	116
DVDs purchased in last 30 days: 2	1,198	5.3%	113
DVDs purchased in last 30 days: 3-4	1,171	5.2%	113
DVDs purchased in last 30 days: 5+	1,018	4.5%	87
Spent on toys/games in last 12 months: <\$50	1,511	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	684	3.0%	110
Spent on toys/games in last 12 months: \$100-\$199	1,664	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	2,805	12.5%	115
Spent on toys/games in last 12 months: \$500+	1,601	7.1%	124
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,789	25.8%	134
Used ATM/cash machine in last 12 months	13,194	58.7%	116
Own any stock	2,312	10.3%	112
Own U.S. savings bond	1,679	7.5%	109
Own shares in mutual fund (stock)	2,541	11.3%	120
Own shares in mutual fund (bonds)	1,612	7.2%	121
Used full service brokerage firm in last 12 months	1,536	6.8%	110
Have savings account	9,449	42.1%	116
Have 401K retirement savings	5,221	23.2%	131
Did banking over the Internet in last 12 months	7,727	34.4%	126
Own any credit/debit card (in own name)	18,001	80.1%	108
Avg monthly credit card expenditures: <\$111	3,243	14.4%	104
Avg monthly credit card expenditures: \$111-225	1,815	8.1%	104
Avg monthly credit card expenditures: \$226-450	1,849	8.2%	110
Avg monthly credit card expenditures: \$451-700	1,616	7.2%	113
Avg monthly credit card expenditures: \$701+	3,570	15.9%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	16,792	74.8%	105
Used bread in last 6 months	21,861	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	17,978	80.0%	103
Used fish/seafood (fresh or frozen) in last 6 months	12,348	55.0%	104
Used fresh fruit/vegetables in last 6 months	20,219	90.0%	103
Used fresh milk in last 6 months	20,929	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,445	33.1%	110
Exercise at club 2+ times per week	3,106	13.8%	113
Visited a doctor in last 12 months	18,035	80.3%	103
Used vitamin/dietary supplement in last 6 months	11,445	50.9%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,306	37.7%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,880	16.5%	106
Purchased any HH furnishing in last 12 months	3,728	32.6%	109
Purchased bedding/bath goods in last 12 months	6,383	55.9%	102
Purchased cooking/serving product in last 12 months	3,354	29.4%	107
Bought any kitchen appliance in last 12 months	2,121	18.6%	106
<b>Insurance (Adults)</b>			
Currently carry any life insurance	12,326	54.9%	115
Have medical/hospital/accident insurance	17,147	76.3%	106
Carry homeowner insurance	13,906	61.9%	117
Carry renter insurance	1,184	5.3%	86
Have auto/other vehicle insurance	20,144	89.7%	108
<b>Pets (Households)</b>			
HH owns any pet	7,039	61.6%	119
HH owns any cat	3,109	27.2%	113
HH owns any dog	5,354	46.9%	124
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	12,472	55.5%	111
Read any daily newspaper	9,084	40.4%	98
Heavy magazine reader	4,661	20.7%	104
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	17,523	78.0%	108
Went to family restaurant/steak house last mo: <2 times	5,827	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	6,554	29.2%	108
Went to family restaurant/steak house last mo: 5+ times	5,141	22.9%	118
Went to fast food/drive-in restaurant in last 6 mo	20,515	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	7,550	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/mo	6,673	29.7%	103
Went to fast food/drive-in restaurant 14+ times/mo	6,291	28.0%	112
Fast food/drive-in last 6 mo: eat in	8,738	38.9%	103
Fast food/drive-in last 6 mo: home delivery	2,606	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	13,147	58.5%	112
Fast food/drive-in last 6 mo: take-out/walk-in	5,700	25.4%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	8,051	70.5%	109
HH average monthly long distance phone bill: <\$16	3,362	29.4%	106
HH average monthly long distance phone bill: \$16-25	1,310	11.5%	100
HH average monthly long distance phone bill: \$26-59	1,072	9.4%	102
HH average monthly long distance phone bill: \$60+	569	5.0%	112
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,615	14.1%	72
HH owns 2 TVs	2,875	25.2%	96
HH owns 3 TVs	2,847	24.9%	111
HH owns 4+ TVs	3,089	27.0%	129
HH subscribes to cable TV	6,977	61.1%	105
HH Purchased audio equipment in last 12 months	1,124	9.8%	101
HH Purchased CD player in last 12 months	473	4.1%	107
HH Purchased DVD player in last 12 months	1,226	10.7%	111
HH Purchased MP3 player in last 12 months	2,686	12.0%	117
HH Purchased video game system in last 12 months	1,488	13.0%	121
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	13,177	58.7%	112
Took 3+ domestic trips in last 12 months	3,725	16.6%	112
Spent on domestic vacations last 12 mo: <\$1000	2,959	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,856	8.3%	123
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,131	5.0%	123
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,114	5.0%	120
Spent on domestic vacations last 12 mo: \$3000+	1,377	6.1%	121
Foreign travel in last 3 years	6,511	29.0%	112
Took 3+ foreign trips by plane in last 3 years	1,104	4.9%	104
Spent on foreign vacations last 12 mo: <\$1000	1,498	6.7%	112
Spent on foreign vacations last 12 mo: \$1000-\$2999	941	4.2%	103
Spent on foreign vacations last 12 mo: \$3000+	1,118	5.0%	102
Stayed 1+ nights at hotel/motel in last 12 months	10,618	47.3%	117

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary	2010	2015
Population	62,561	65,717
Total Number of Adults	45,987	48,341
Households	23,310	24,571
Median Household Income	\$68,782	\$77,692

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	24,382	53.0%	106
Bought any women's apparel in last 12 months	22,072	48.0%	105
Bought apparel for child <13 in last 6 months	14,267	31.0%	109
Bought any shoes in last 12 months	25,322	55.1%	106
Bought costume jewelry in last 12 months	10,387	22.6%	108
Bought any fine jewelry in last 12 months	10,495	22.8%	104
Bought a watch in last 12 months	8,916	19.4%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	21,455	92.0%	107
HH bought/leased new vehicle last 12 mo	2,616	11.2%	117
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	42,646	92.7%	107
Bought/changed motor oil in last 12 months	25,448	55.3%	106
Had tune-up in last 12 months	14,955	32.5%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	28,796	62.6%	101
Drank regular cola in last 6 months	23,227	50.5%	99
Drank beer/ale in last 6 months	20,454	44.5%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	6,292	13.7%	107
Bought film in last 12 months	9,216	20.0%	105
Bought digital camera in last 12 months	3,514	7.6%	112
Bought memory card for camera in last 12 months	3,911	8.5%	111
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	16,931	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,914	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	15,365	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	11,202	24.4%	115
<b>Computers (Households)</b>			
HH owns a personal computer	18,996	81.5%	110
Spent <\$500 on most recent home PC purchase	2,053	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	4,788	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	3,434	14.7%	113
Spent \$1500-\$1999 on most recent home PC purchase	1,775	7.6%	107
Spent \$2000+ on most recent home PC purchase	1,624	7.0%	112

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	29,016	63.1%	105
Bought cigarettes at convenience store in last 30 days	6,930	15.1%	97
Bought gas at convenience store in last 30 days	17,115	37.2%	111
Spent at convenience store in last 30 days: <\$20	4,465	9.7%	101
Spent at convenience store in last 30 days: \$20-39	4,794	10.4%	102
Spent at convenience store in last 30 days: \$40+	17,467	38.0%	106
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	27,892	60.7%	103
Went to live theater in last 12 months	6,404	13.9%	106
Went to a bar/night club in last 12 months	9,677	21.0%	110
Dined out in last 12 months	25,075	54.5%	111
Gambled at a casino in last 12 months	7,813	17.0%	106
Visited a theme park in last 12 months	10,956	23.8%	111
DVDs rented in last 30 days: 1	1,319	2.9%	108
DVDs rented in last 30 days: 2	2,499	5.4%	117
DVDs rented in last 30 days: 3	1,573	3.4%	107
DVDs rented in last 30 days: 4	1,853	4.0%	104
DVDs rented in last 30 days: 5+	6,857	14.9%	113
DVDs purchased in last 30 days: 1	2,549	5.5%	111
DVDs purchased in last 30 days: 2	2,439	5.3%	112
DVDs purchased in last 30 days: 3-4	2,197	4.8%	103
DVDs purchased in last 30 days: 5+	2,117	4.6%	88
Spent on toys/games in last 12 months: <\$50	3,106	6.8%	111
Spent on toys/games in last 12 months: \$50-\$99	1,337	2.9%	105
Spent on toys/games in last 12 months: \$100-\$199	3,384	7.4%	102
Spent on toys/games in last 12 months: \$200-\$499	5,564	12.1%	112
Spent on toys/games in last 12 months: \$500+	3,174	6.9%	120
<b>Financial (Adults)</b>			
Have home mortgage (1st)	11,565	25.1%	131
Used ATM/cash machine in last 12 months	26,369	57.3%	113
Own any stock	4,948	10.8%	117
Own U.S. savings bond	3,534	7.7%	112
Own shares in mutual fund (stock)	5,293	11.5%	122
Own shares in mutual fund (bonds)	3,335	7.3%	122
Used full service brokerage firm in last 12 months	3,278	7.1%	115
Have savings account	19,230	41.8%	115
Have 401K retirement savings	10,425	22.7%	128
Did banking over the Internet in last 12 months	15,196	33.0%	121
Own any credit/debit card (in own name)	36,782	80.0%	108
Avg monthly credit card expenditures: <\$111	6,728	14.6%	106
Avg monthly credit card expenditures: \$111-225	3,698	8.0%	103
Avg monthly credit card expenditures: \$226-450	3,784	8.2%	110
Avg monthly credit card expenditures: \$451-700	3,273	7.1%	112
Avg monthly credit card expenditures: \$701+	7,297	15.9%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	34,307	74.6%	105
Used bread in last 6 months	44,783	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	36,562	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	25,390	55.2%	104
Used fresh fruit/vegetables in last 6 months	41,286	89.8%	103
Used fresh milk in last 6 months	42,790	93.0%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	14,999	32.6%	109
Exercise at club 2+ times per week	6,216	13.5%	110
Visited a doctor in last 12 months	37,037	80.5%	104
Used vitamin/dietary supplement in last 6 months	23,490	51.1%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,726	37.4%	118
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,930	16.9%	108
Purchased any HH furnishing in last 12 months	7,508	32.2%	107
Purchased bedding/bath goods in last 12 months	12,921	55.4%	101
Purchased cooking/serving product in last 12 months	6,722	28.8%	105
Bought any kitchen appliance in last 12 months	4,364	18.7%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	25,182	54.8%	114
Have medical/hospital/accident insurance	35,301	76.8%	107
Carry homeowner insurance	28,554	62.1%	118
Carry renter insurance	2,526	5.5%	89
Have auto/other vehicle insurance	41,094	89.4%	108
<b>Pets (Households)</b>			
HH owns any pet	13,992	60.0%	116
HH owns any cat	6,415	27.5%	114
HH owns any dog	10,567	45.3%	120
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	25,128	54.6%	109
Read any daily newspaper	19,435	42.3%	102
Heavy magazine reader	9,154	19.9%	100
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	35,559	77.3%	107
Went to family restaurant/steak house last mo: <2 times	11,933	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	13,387	29.1%	108
Went to family restaurant/steak house last mo: 5+ times	10,237	22.3%	115
Went to fast food/drive-in restaurant in last 6 mo	41,873	91.1%	103
Went to fast food/drive-in restaurant <6 times/mo	15,638	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	13,809	30.0%	104
Went to fast food/drive-in restaurant 14+ times/mo	12,424	27.0%	108
Fast food/drive-in last 6 mo: eat in	18,216	39.6%	105
Fast food/drive-in last 6 mo: home delivery	5,030	10.9%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	26,530	57.7%	110
Fast food/drive-in last 6 mo: take-out/walk-in	11,423	24.8%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Latitude: 39.17598

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	16,493	70.8%	109
HH average monthly long distance phone bill: <\$16	6,954	29.8%	108
HH average monthly long distance phone bill: \$16-25	2,758	11.8%	104
HH average monthly long distance phone bill: \$26-59	2,229	9.6%	104
HH average monthly long distance phone bill: \$60+	1,105	4.7%	107
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	3,466	14.9%	76
HH owns 2 TVs	5,965	25.6%	97
HH owns 3 TVs	5,707	24.5%	109
HH owns 4+ TVs	6,055	26.0%	124
HH subscribes to cable TV	13,876	59.5%	103
HH Purchased audio equipment in last 12 months	2,268	9.7%	100
HH Purchased CD player in last 12 months	958	4.1%	106
HH Purchased DVD player in last 12 months	2,434	10.4%	108
HH Purchased MP3 player in last 12 months	5,162	11.2%	110
HH Purchased video game system in last 12 months	2,883	12.4%	115
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	26,852	58.4%	112
Took 3+ domestic trips in last 12 months	7,745	16.8%	114
Spent on domestic vacations last 12 mo: <\$1000	5,995	13.0%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,769	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,254	4.9%	120
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,246	4.9%	118
Spent on domestic vacations last 12 mo: \$3000+	2,803	6.1%	121
Foreign travel in last 3 years	12,951	28.2%	109
Took 3+ foreign trips by plane in last 3 years	2,227	4.8%	102
Spent on foreign vacations last 12 mo: <\$1000	3,004	6.5%	109
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,842	4.0%	98
Spent on foreign vacations last 12 mo: \$3000+	2,316	5.0%	103
Stayed 1+ nights at hotel/motel in last 12 months	21,494	46.7%	115

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		6,776	7,040	
Population 18+		4,973	5,152	
Households		2,424	2,533	
Median Household Income		\$74,465	\$79,233	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		2,066	85.2%	115
Purchased home PC in last 12 months		422	17.4%	111
Purchased home PC 1-2 years ago		652	26.9%	119
Purchased home PC 3-4 years ago		585	24.1%	124
Purchased home PC 5+ years ago		251	10.4%	111
Spent <\$500 on home PC (most recent purchase)		216	8.9%	103
Spent \$500-999 on home PC (most recent purchase)		518	21.4%	120
Spent \$1000-1499 on home PC (most recent purchase)		370	15.3%	117
Spent \$1500-1999 on home PC (most recent purchase)		200	8.2%	116
Spent \$2000+ on home PC (most recent purchase)		167	6.9%	111
Purchased home PC at computer superstore		395	16.3%	128
Purchased home PC at department store		125	5.2%	104
Purchased home PC direct from manufacturer		375	15.5%	111
Purchased home PC at electronics store		310	12.8%	116
Purchased home PC on Internet		239	9.9%	115
Purchased home PC at warehouse discount outlet		53	2.2%	100
HH owns desktop PC		1,676	69.1%	120
HH owns laptop/notebook/tablet PC		875	36.1%	116
HH owns any Apple/Apple Mac clone brand PC		144	6.0%	95
HH owns any IBM/IBM compatible brand PC		1,910	78.8%	117
Brand of PC that HH owns: Compaq		245	10.1%	119
Brand of PC that HH owns: Dell		861	35.5%	115
Brand of PC that HH owns: Gateway		190	7.8%	118
Brand of PC that HH owns: Hewlett Packard		471	19.4%	125
Brand of PC that HH owns: Sony Vaio		72	3.0%	102
Child (under 18) uses home PC		726	30.0%	142
HH owns CD burner		1,055	43.5%	118
HH owns CD ROM drive		1,133	46.8%	119
HH owns DVD drive		699	28.8%	116
HH owns DVD-RW (DVD burner)		610	25.2%	122
HH owns external hard drive		398	16.4%	116
HH owns flash drive		637	26.3%	128
HH owns LAN/network interface card		338	13.9%	126
HH owns inkjet printer		1,242	51.2%	120
HH owns laser printer		417	17.2%	125
HH owns modem/fax modem		602	24.8%	119
HH owns removable cartridge storage device		166	6.9%	118
HH owns scanner		837	34.5%	121
HH owns PC speakers		1,199	49.4%	119
HH owns tape backup		71	2.9%	110
HH owns webcam		311	12.8%	113
HH owns software: accounting		261	10.7%	121
HH owns software: communications/fax		250	10.3%	126
HH owns software: database/filing		231	9.5%	117
HH owns software: desktop publishing		361	14.9%	123

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	301	12.4%	124
HH owns software: entertainment/games	835	34.4%	119
HH owns software: online meeting/conference	80	3.3%	115
HH owns software: personal finance/tax prep	477	19.7%	139
HH owns software: presentation graphics	249	10.3%	128
HH owns software: multimedia	454	18.7%	122
HH owns software: networking	330	13.6%	121
HH owns software: security/anti-virus	835	34.4%	123
HH owns software: spreadsheet	716	29.5%	128
HH owns software: utility	205	8.5%	119
HH owns software: web authoring	96	3.9%	114
HH owns software: word processing	998	41.1%	122
Spent \$500+ on software for home PC in last 12 mo	62	2.6%	107
Purchased computer book in last 12 months	118	4.9%	113
HH owns fax machine	189	7.8%	130
Purchased audio equipment in last 12 months	238	9.8%	101
Purchased headphones in last 12 months	81	3.4%	84
HH owns camcorder	636	26.3%	135
Purchased camcorder in last 12 months	56	2.3%	109
HH owns CD player	1,294	53.4%	116
Purchased CD player in last 12 months	106	4.4%	113
HH owns DVD player	1,785	73.6%	111
Purchased DVD player in last 12 months	258	10.7%	110
HH owns 1 TV	291	12.0%	61
HH owns 2 TVs	594	24.5%	93
HH owns 3 TVs	616	25.4%	113
HH owns 4+ TVs	721	29.7%	142
HH owns miniature screen TV (<13 in)	236	9.7%	123
Most recent TV purchase: miniature screen (<13 in)	63	2.6%	94
HH owns regular screen TV (13-26 in)	1,124	46.4%	107
Most recent TV purchase: regular screen (13-26 in)	519	21.4%	92
HH owns large screen TV (27-35 in)	1,257	51.8%	111
Most recent TV purchase: large screen (27-35 in)	770	31.8%	101
HH owns big screen TV (36-42 in)	557	23.0%	122
Most recent TV purchase: big screen (36-42 in)	388	16.0%	113
HH owns giant screen TV (over 42 in)	469	19.4%	136
Most recent TV purchase: giant screen (over 42 in)	360	14.9%	133
HH owns LCD TV	548	22.6%	118
HH owns plasma TV	235	9.7%	117
HH owns projection TV	172	7.1%	131
HH owns video game system	1,009	41.6%	124
Purchased video game system in last 12 months	348	14.4%	133
HH owns video game system: handheld	509	21.0%	137
HH owns video game system: attached to TV/computer	886	36.6%	124
HH owns video game system: Game Boy	221	9.1%	132
HH owns video game system: Game Boy Advance/SP	236	9.7%	148
HH owns video game system: Nintendo DS	259	10.7%	141

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	158	6.5%	130
HH owns video game system: Nintendo Wii	216	8.9%	132
HH owns video game system: PlayStation 2	511	21.1%	128
HH owns video game system: PlayStation 3	101	4.2%	115
HH owns video game system: Sony PlayStation/PS One	121	5.0%	124
HH owns video game system: Sony PSP	84	3.5%	118
HH owns video game system: Xbox	170	7.0%	118
HH owns video game system: Xbox 360	206	8.5%	131
HH purchased 5+ video games in last 12 months	194	8.0%	123
HH spent \$101+ on video games in last 12 months	253	10.4%	129
Owns MP3 player	1,540	31.0%	115
Purchased MP3 player in last 12 months	637	12.8%	126
Owns Apple iPod	639	12.9%	116
Purchased Apple iPod in last 12 months	227	4.6%	135
Have any access to the Internet	4,567	91.8%	109
Have access to Internet: at home	4,148	83.4%	118
Have access to Internet: at work	2,331	46.9%	126
Have access to Internet: at school/library	1,285	25.8%	102
Have access to Internet: not hm/work/school/library	1,010	20.3%	105
Use Internet less than once a week	169	3.4%	85
Use Internet 1-2 times per week	269	5.4%	98
Use Internet 3-6 times per week	420	8.4%	105
Use Internet once a day	661	13.3%	120
Use Internet 2-4 times per day	1,062	21.4%	121
Use Internet 5 or more times per day	1,432	28.8%	115
Any Internet or online usage in last 30 days	4,012	80.7%	114
Used Internet in last 30 days: at home	3,690	74.2%	119
Used Internet in last 30 days: at work	2,026	40.7%	128
Used Internet in last 30 days: at school/library	310	6.2%	81
Used Internet/30 days: not home/work/school/library	434	8.7%	95
Internet last 30 days: used email	3,624	72.9%	117
Internet last 30 days: used Instant Messenger	1,356	27.3%	108
Internet last 30 days: paid bills online	2,014	40.5%	123
Internet last 30 days: visited online blog	476	9.6%	100
Internet last 30 days: wrote online blog	194	3.9%	106
Internet last 30 days: visited chat room	219	4.4%	94
Internet last 30 days: looked for employment	670	13.5%	103
Internet last 30 days: played games online	1,128	22.7%	108
Internet last 30 days: traded/tracked investments	689	13.9%	124
Internet last 30 days: downloaded music	1,019	20.5%	111
Internet last 30 days: made phone call	171	3.4%	93
Internet last 30 days: made personal purchase	1,825	36.7%	119
Internet last 30 days: made business purchase	568	11.4%	120
Internet last 30 days: made travel plans	990	19.9%	115
Internet last 30 days: watched online video	1,036	20.8%	109
Internet last 30 days: obtained new/used car info	522	10.5%	119
Internet last 30 days: obtained financial info	1,466	29.5%	123
Internet last 30 days: obtained medical info	959	19.3%	116
Internet last 30 days: obtained latest news	2,264	45.5%	118
Internet last 30 days: obtained real estate info	619	12.4%	116

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	1,415	28.4%	123
Ordered anything on Internet in last 12 months	2,149	43.2%	125
Ordered on Internet/12 mo: airline ticket	1,041	20.9%	125
Ordered on Internet/12 mo: CD/tape	229	4.6%	105
Ordered on Internet/12 mo: clothing	872	17.5%	121
Ordered on Internet/12 mo: computer	203	4.1%	119
Ordered on Internet/12 mo: computer peripheral	264	5.3%	122
Ordered on Internet/12 mo: DVD	362	7.3%	111
Ordered on Internet/12 mo: flowers	287	5.8%	125
Ordered on Internet/12 mo: software	351	7.1%	124
Ordered on Internet/12 mo: tickets (concerts etc.)	584	11.7%	122
Ordered on Internet/12 mo: toy	313	6.3%	126
Purchased item from amazon.com in last 12 months	831	16.7%	119
Purchased item from barnes&noble.com in last 12 mo	211	4.2%	133
Purchased item from bestbuy.com in last 12 months	160	3.2%	128
Purchased item from ebay.com in last 12 months	566	11.4%	122
Purchased item from walmart.com in last 12 months	239	4.8%	117
Spent on Internet orders last 12 months: <\$100	332	6.7%	123
Spent on Internet orders last 12 months: \$100-199	301	6.1%	112
Spent on Internet orders last 12 months: \$200-499	466	9.4%	112
Spent on Internet orders last 12 months: \$500+	932	18.7%	129
Connection to Internet from home: dial-up modem	370	7.4%	89
Connection to Internet from home: cable modem	1,708	34.4%	128
Connection to Internet from home: DSL	1,491	30.0%	122
Connection to Internet from home: wireless	812	16.3%	119
Connection to Internet from home: any broadband	3,622	72.8%	123
DVDs rented in last 30 days: 1	134	2.7%	102
DVDs rented in last 30 days: 2	262	5.3%	114
DVDs rented in last 30 days: 3	181	3.6%	114
DVDs rented in last 30 days: 4	200	4.0%	104
DVDs rented in last 30 days: 5+	806	16.2%	123
Rented video tape/DVD last month: action/adventure	1,188	23.9%	118
Rented video tape/DVD last month: classic	271	5.5%	105
Rented video tape/DVD last month: comedy	1,219	24.5%	118
Rented video tape/DVD last month: drama	765	15.4%	113
Rented video tape/DVD last month: family/children	531	10.7%	120
Rented video tape/DVD last month: foreign	88	1.8%	89
Rented video tape/DVD last month: horror	357	7.2%	97
Rented video tape/DVD last month: romance	454	9.1%	122
Rented video tape/DVD last month: science fiction	302	6.1%	114
Rented video tape/DVD last mo at Blockbuster Video	762	15.3%	127
Rented video tape/DVD last mo at Hollywood Video	212	4.3%	103
Bought video tape/DVD last month: action/adventure	448	9.0%	108
Bought video tape/DVD last month: classic	119	2.4%	88
Bought video tape/DVD last month: comedy	433	8.7%	108
Bought video tape/DVD last month: drama	238	4.8%	111
Bought video tape/DVD last month: family/children	310	6.2%	106
Bought video tape/DVD last month: horror	104	2.1%	67
Bought video tape/DVD last month: romance	135	2.7%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	120	2.4%	97
Bought blank video tape in last 6 months	588	11.8%	104
Bought 7+ blank video tapes in last 6 months	140	2.8%	108
DVDs purchased in last 30 days: 1	278	5.6%	112
DVDs purchased in last 30 days: 2	284	5.7%	121
DVDs purchased in last 30 days: 3-4	239	4.8%	104
DVDs purchased in last 30 days: 5+	221	4.4%	85
Bought any camera in last 12 months	690	13.9%	108
Spent on cameras in last 12 months: <\$100	196	3.9%	89
Spent on cameras in last 12 months: \$100-199	179	3.6%	119
Spent on cameras in last 12 months: \$200+	214	4.3%	108
Own APS (point & shoot or SLR) camera	173	3.5%	126
Own digital camera	2,080	41.8%	127
Bought digital camera in last 12 months	400	8.0%	118
Own digital point & shoot camera	1,575	31.7%	127
Bought digital point & shoot camera in last 12 mo	292	5.9%	119
Own digital SLR camera	570	11.5%	124
Bought digital SLR camera in last 12 months	111	2.2%	99
Own 35mm auto focus point & shoot camera	265	5.3%	114
Own 35mm auto focus single lens reflex camera	113	2.3%	95
Own 35mm auto focus zoom camera	301	6.1%	108
Own 35mm single lens reflex camera	194	3.9%	130
Own Canon camera	907	18.2%	116
Bought Canon camera in last 12 months	106	2.1%	100
Own Fuji camera	238	4.8%	118
Own Kodak camera	637	12.8%	108
Bought Kodak camera in last 12 months	136	2.7%	92
Own Nikon camera	293	5.9%	109
Own Olympus camera	308	6.2%	136
Own Polaroid camera	88	1.8%	72
Bought any camera accessory in last 12 months	2,542	51.1%	120
Bought film in last 12 months	1,012	20.3%	106
Bought film in last 12 months: <3 rolls	456	9.2%	103
Bought film in last 12 months: 3-6 rolls	324	6.5%	104
Bought film in last 12 months: 7+ rolls	231	4.6%	110
Bought film in last 12 mo: APS (color prints)	151	3.0%	114
Bought film in last 12 mo: instant developing	83	1.7%	83
Bought film in last 12 mo: 35mm (black & white)	49	1.0%	104
Bought film in last 12 mo: 35mm (color prints)	613	12.3%	108
Bought Fuji film in last 12 months	234	4.7%	93
Bought Kodak film in last 12 months	654	13.2%	111
Bought store-brand film in last 12 months	121	2.4%	114
Purchased film in last 12 mo: department store	133	2.7%	72
Purchased film in last 12 mo: discount store	261	5.2%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

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

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	251	5.1%	108
Purchased film in last 12 mo: grocery store	114	2.3%	107
Purchased film in last 12 mo: 1 hour service store	100	2.0%	79
Had film processed at discount store	174	3.5%	106
Had film processed at drug store	251	5.0%	118
Had film processed at 1 hour service store	152	3.1%	105
Bought memory card for camera in last 12 months	483	9.7%	127
Own memory card for camera	1,612	32.4%	131

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		30,731	32,437	
Population 18+		22,464	23,690	
Households		11,422	12,114	
Median Household Income		\$69,799	\$78,184	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		9,556	83.7%	113
Purchased home PC in last 12 months		1,990	17.4%	111
Purchased home PC 1-2 years ago		3,046	26.7%	118
Purchased home PC 3-4 years ago		2,670	23.4%	120
Purchased home PC 5+ years ago		1,112	9.7%	104
Spent <\$500 on home PC (most recent purchase)		1,026	9.0%	104
Spent \$500-999 on home PC (most recent purchase)		2,433	21.3%	119
Spent \$1000-1499 on home PC (most recent purchase)		1,686	14.8%	113
Spent \$1500-1999 on home PC (most recent purchase)		874	7.7%	108
Spent \$2000+ on home PC (most recent purchase)		811	7.1%	114
Purchased home PC at computer superstore		1,784	15.6%	123
Purchased home PC at department store		549	4.8%	97
Purchased home PC direct from manufacturer		1,760	15.4%	111
Purchased home PC at electronics store		1,434	12.6%	114
Purchased home PC on Internet		1,121	9.8%	114
Purchased home PC at warehouse discount outlet		281	2.5%	112
HH owns desktop PC		7,611	66.6%	116
HH owns laptop/notebook/tablet PC		4,103	35.9%	115
HH owns any Apple/Apple Mac clone brand PC		711	6.2%	100
HH owns any IBM/IBM compatible brand PC		8,851	77.5%	115
Brand of PC that HH owns: Compaq		1,114	9.8%	115
Brand of PC that HH owns: Dell		4,031	35.3%	114
Brand of PC that HH owns: Gateway		864	7.6%	114
Brand of PC that HH owns: Hewlett Packard		2,189	19.2%	123
Brand of PC that HH owns: Sony Vaio		347	3.0%	105
Child (under 18) uses home PC		3,135	27.4%	130
HH owns CD burner		4,955	43.4%	118
HH owns CD ROM drive		5,180	45.3%	116
HH owns DVD drive		3,303	28.9%	116
HH owns DVD-RW (DVD burner)		2,782	24.4%	118
HH owns external hard drive		1,867	16.3%	115
HH owns flash drive		2,901	25.4%	124
HH owns LAN/network interface card		1,561	13.7%	123
HH owns inkjet printer		5,648	49.4%	116
HH owns laser printer		1,824	16.0%	116
HH owns modem/fax modem		2,767	24.2%	116
HH owns removable cartridge storage device		668	5.8%	101
HH owns scanner		3,972	34.8%	122
HH owns PC speakers		5,583	48.9%	117
HH owns tape backup		331	2.9%	109
HH owns webcam		1,412	12.4%	109
HH owns software: accounting		1,228	10.7%	121
HH owns software: communications/fax		1,090	9.5%	117
HH owns software: database/filing		1,017	8.9%	109
HH owns software: desktop publishing		1,665	14.6%	120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

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Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,313	11.5%	115
HH owns software: entertainment/games	3,841	33.6%	116
HH owns software: online meeting/conference	369	3.2%	113
HH owns software: personal finance/tax prep	2,098	18.4%	130
HH owns software: presentation graphics	1,090	9.5%	119
HH owns software: multimedia	1,983	17.4%	113
HH owns software: networking	1,453	12.7%	113
HH owns software: security/anti-virus	3,672	32.1%	114
HH owns software: spreadsheet	3,177	27.8%	120
HH owns software: utility	903	7.9%	112
HH owns software: web authoring	421	3.7%	106
HH owns software: word processing	4,499	39.4%	117
Spent \$500+ on software for home PC in last 12 mo	282	2.5%	103
Purchased computer book in last 12 months	528	4.6%	107
HH owns fax machine	811	7.1%	118
Purchased audio equipment in last 12 months	1,124	9.8%	101
Purchased headphones in last 12 months	444	3.9%	98
HH owns camcorder	2,894	25.3%	130
Purchased camcorder in last 12 months	246	2.2%	101
HH owns CD player	5,900	51.7%	112
Purchased CD player in last 12 months	473	4.1%	107
HH owns DVD player	8,154	71.4%	108
Purchased DVD player in last 12 months	1,226	10.7%	111
HH owns 1 TV	1,615	14.1%	72
HH owns 2 TVs	2,875	25.2%	96
HH owns 3 TVs	2,847	24.9%	111
HH owns 4+ TVs	3,089	27.0%	129
HH owns miniature screen TV (<13 in)	1,047	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	292	2.6%	92
HH owns regular screen TV (13-26 in)	5,185	45.4%	104
Most recent TV purchase: regular screen (13-26 in)	2,448	21.4%	92
HH owns large screen TV (27-35 in)	5,781	50.6%	109
Most recent TV purchase: large screen (27-35 in)	3,580	31.3%	99
HH owns big screen TV (36-42 in)	2,553	22.4%	118
Most recent TV purchase: big screen (36-42 in)	1,844	16.1%	114
HH owns giant screen TV (over 42 in)	2,130	18.6%	131
Most recent TV purchase: giant screen (over 42 in)	1,672	14.6%	131
HH owns LCD TV	2,593	22.7%	118
HH owns plasma TV	1,114	9.8%	118
HH owns projection TV	772	6.8%	125
HH owns video game system	4,544	39.8%	119
Purchased video game system in last 12 months	1,488	13.0%	121
HH owns video game system: handheld	2,168	19.0%	123
HH owns video game system: attached to TV/computer	4,063	35.6%	120
HH owns video game system: Game Boy	950	8.3%	121
HH owns video game system: Game Boy Advance/SP	942	8.2%	125
HH owns video game system: Nintendo DS	1,120	9.8%	129

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	639	5.6%	111
HH owns video game system: Nintendo Wii	1,007	8.8%	131
HH owns video game system: PlayStation 2	2,256	19.8%	120
HH owns video game system: PlayStation 3	494	4.3%	120
HH owns video game system: Sony PlayStation/PS One	556	4.9%	120
HH owns video game system: Sony PSP	395	3.5%	118
HH owns video game system: Xbox	804	7.0%	118
HH owns video game system: Xbox 360	867	7.6%	117
HH purchased 5+ video games in last 12 months	854	7.5%	115
HH spent \$101+ on video games in last 12 months	1,114	9.8%	121
Owns MP3 player	6,850	30.5%	114
Purchased MP3 player in last 12 months	2,686	12.0%	117
Owns Apple iPod	2,716	12.1%	109
Purchased Apple iPod in last 12 months	865	3.9%	114
Have any access to the Internet	20,481	91.2%	108
Have access to Internet: at home	18,221	81.1%	115
Have access to Internet: at work	9,880	44.0%	118
Have access to Internet: at school/library	5,878	26.2%	104
Have access to Internet: not hm/work/school/library	4,735	21.1%	109
Use Internet less than once a week	752	3.3%	84
Use Internet 1-2 times per week	1,208	5.4%	98
Use Internet 3-6 times per week	2,015	9.0%	112
Use Internet once a day	2,831	12.6%	114
Use Internet 2-4 times per day	4,590	20.4%	116
Use Internet 5 or more times per day	6,532	29.1%	116
Any Internet or online usage in last 30 days	17,929	79.8%	113
Used Internet in last 30 days: at home	16,344	72.8%	117
Used Internet in last 30 days: at work	8,685	38.7%	122
Used Internet in last 30 days: at school/library	1,520	6.8%	88
Used Internet/30 days: not home/work/school/library	2,052	9.1%	99
Internet last 30 days: used email	16,187	72.1%	116
Internet last 30 days: used Instant Messenger	6,208	27.6%	109
Internet last 30 days: paid bills online	9,075	40.4%	123
Internet last 30 days: visited online blog	2,281	10.2%	106
Internet last 30 days: wrote online blog	819	3.6%	99
Internet last 30 days: visited chat room	921	4.1%	88
Internet last 30 days: looked for employment	3,240	14.4%	110
Internet last 30 days: played games online	5,257	23.4%	111
Internet last 30 days: traded/tracked investments	3,014	13.4%	120
Internet last 30 days: downloaded music	4,623	20.6%	112
Internet last 30 days: made phone call	895	4.0%	108
Internet last 30 days: made personal purchase	8,140	36.2%	118
Internet last 30 days: made business purchase	2,531	11.3%	118
Internet last 30 days: made travel plans	4,459	19.8%	115
Internet last 30 days: watched online video	4,831	21.5%	112
Internet last 30 days: obtained new/used car info	2,316	10.3%	117
Internet last 30 days: obtained financial info	6,406	28.5%	119
Internet last 30 days: obtained medical info	4,242	18.9%	113
Internet last 30 days: obtained latest news	10,095	44.9%	117
Internet last 30 days: obtained real estate info	2,738	12.2%	113

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	6,112	27.2%	117
Ordered anything on Internet in last 12 months	9,440	42.0%	122
Ordered on Internet/12 mo: airline ticket	4,750	21.1%	126
Ordered on Internet/12 mo: CD/tape	1,158	5.2%	118
Ordered on Internet/12 mo: clothing	3,868	17.2%	119
Ordered on Internet/12 mo: computer	872	3.9%	113
Ordered on Internet/12 mo: computer peripheral	1,157	5.2%	119
Ordered on Internet/12 mo: DVD	1,598	7.1%	108
Ordered on Internet/12 mo: flowers	1,330	5.9%	128
Ordered on Internet/12 mo: software	1,538	6.8%	120
Ordered on Internet/12 mo: tickets (concerts etc.)	2,719	12.1%	126
Ordered on Internet/12 mo: toy	1,301	5.8%	116
Purchased item from amazon.com in last 12 months	3,706	16.5%	117
Purchased item from barnes&noble.com in last 12 mo	891	4.0%	124
Purchased item from bestbuy.com in last 12 months	663	3.0%	117
Purchased item from ebay.com in last 12 months	2,529	11.3%	121
Purchased item from walmart.com in last 12 months	1,048	4.7%	114
Spent on Internet orders last 12 months: <\$100	1,400	6.2%	114
Spent on Internet orders last 12 months: \$100-199	1,266	5.6%	104
Spent on Internet orders last 12 months: \$200-499	2,175	9.7%	116
Spent on Internet orders last 12 months: \$500+	4,065	18.1%	124
Connection to Internet from home: dial-up modem	1,806	8.0%	97
Connection to Internet from home: cable modem	7,377	32.8%	122
Connection to Internet from home: DSL	6,432	28.6%	116
Connection to Internet from home: wireless	3,629	16.2%	117
Connection to Internet from home: any broadband	15,724	70.0%	119
DVDs rented in last 30 days: 1	663	3.0%	112
DVDs rented in last 30 days: 2	1,289	5.7%	124
DVDs rented in last 30 days: 3	789	3.5%	110
DVDs rented in last 30 days: 4	906	4.0%	104
DVDs rented in last 30 days: 5+	3,421	15.2%	115
Rented video tape/DVD last month: action/adventure	5,246	23.4%	116
Rented video tape/DVD last month: classic	1,151	5.1%	99
Rented video tape/DVD last month: comedy	5,337	23.8%	115
Rented video tape/DVD last month: drama	3,425	15.2%	112
Rented video tape/DVD last month: family/children	2,389	10.6%	120
Rented video tape/DVD last month: foreign	395	1.8%	89
Rented video tape/DVD last month: horror	1,647	7.3%	99
Rented video tape/DVD last month: romance	1,791	8.0%	106
Rented video tape/DVD last month: science fiction	1,309	5.8%	110
Rented video tape/DVD last mo at Blockbuster Video	3,371	15.0%	124
Rented video tape/DVD last mo at Hollywood Video	975	4.3%	105
Bought video tape/DVD last month: action/adventure	1,953	8.7%	104
Bought video tape/DVD last month: classic	545	2.4%	89
Bought video tape/DVD last month: comedy	1,942	8.6%	107
Bought video tape/DVD last month: drama	1,029	4.6%	106
Bought video tape/DVD last month: family/children	1,526	6.8%	115
Bought video tape/DVD last month: horror	457	2.0%	65
Bought video tape/DVD last month: romance	570	2.5%	100

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	539	2.4%	96
Bought blank video tape in last 6 months	2,496	11.1%	98
Bought 7+ blank video tapes in last 6 months	585	2.6%	100
DVDs purchased in last 30 days: 1	1,292	5.8%	116
DVDs purchased in last 30 days: 2	1,198	5.3%	113
DVDs purchased in last 30 days: 3-4	1,171	5.2%	113
DVDs purchased in last 30 days: 5+	1,018	4.5%	87
Bought any camera in last 12 months	3,084	13.7%	107
Spent on cameras in last 12 months: <\$100	992	4.4%	100
Spent on cameras in last 12 months: \$100-199	733	3.3%	108
Spent on cameras in last 12 months: \$200+	1,004	4.5%	112
Own APS (point & shoot or SLR) camera	705	3.1%	114
Own digital camera	9,029	40.2%	122
Bought digital camera in last 12 months	1,700	7.6%	111
Own digital point & shoot camera	6,902	30.7%	124
Bought digital point & shoot camera in last 12 mo	1,284	5.7%	116
Own digital SLR camera	2,420	10.8%	116
Bought digital SLR camera in last 12 months	522	2.3%	103
Own 35mm auto focus point & shoot camera	1,147	5.1%	109
Own 35mm auto focus single lens reflex camera	561	2.5%	105
Own 35mm auto focus zoom camera	1,381	6.1%	109
Own 35mm single lens reflex camera	821	3.7%	122
Own Canon camera	4,062	18.1%	115
Bought Canon camera in last 12 months	520	2.3%	109
Own Fuji camera	945	4.2%	104
Own Kodak camera	3,105	13.8%	117
Bought Kodak camera in last 12 months	678	3.0%	102
Own Nikon camera	1,417	6.3%	117
Own Olympus camera	1,300	5.8%	127
Own Polaroid camera	507	2.3%	92
Bought any camera accessory in last 12 months	11,251	50.1%	117
Bought film in last 12 months	4,534	20.2%	106
Bought film in last 12 months: <3 rolls	2,097	9.3%	105
Bought film in last 12 months: 3-6 rolls	1,399	6.2%	99
Bought film in last 12 months: 7+ rolls	1,037	4.6%	109
Bought film in last 12 mo: APS (color prints)	654	2.9%	109
Bought film in last 12 mo: instant developing	425	1.9%	95
Bought film in last 12 mo: 35mm (black & white)	193	0.9%	90
Bought film in last 12 mo: 35mm (color prints)	2,621	11.7%	102
Bought Fuji film in last 12 months	1,077	4.8%	95
Bought Kodak film in last 12 months	2,906	12.9%	109
Bought store-brand film in last 12 months	487	2.2%	102
Purchased film in last 12 mo: department store	706	3.1%	85
Purchased film in last 12 mo: discount store	1,156	5.1%	108

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Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,020	4.5%	97
Purchased film in last 12 mo: grocery store	481	2.1%	100
Purchased film in last 12 mo: 1 hour service store	498	2.2%	87
Had film processed at discount store	759	3.4%	102
Had film processed at drug store	1,006	4.5%	105
Had film processed at 1 hour service store	692	3.1%	106
Bought memory card for camera in last 12 months	1,964	8.7%	114
Own memory card for camera	6,931	30.9%	125

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		62,561	65,717	
Population 18+		45,987	48,341	
Households		23,310	24,571	
Median Household Income		\$68,782	\$77,692	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		18,996	81.5%	110
Purchased home PC in last 12 months		3,958	17.0%	108
Purchased home PC 1-2 years ago		5,954	25.5%	113
Purchased home PC 3-4 years ago		5,319	22.8%	117
Purchased home PC 5+ years ago		2,338	10.0%	108
Spent <\$500 on home PC (most recent purchase)		2,053	8.8%	102
Spent \$500-999 on home PC (most recent purchase)		4,788	20.5%	115
Spent \$1000-1499 on home PC (most recent purchase)		3,434	14.7%	113
Spent \$1500-1999 on home PC (most recent purchase)		1,775	7.6%	107
Spent \$2000+ on home PC (most recent purchase)		1,624	7.0%	112
Purchased home PC at computer superstore		3,455	14.8%	116
Purchased home PC at department store		1,114	4.8%	97
Purchased home PC direct from manufacturer		3,643	15.6%	112
Purchased home PC at electronics store		2,894	12.4%	113
Purchased home PC on Internet		2,187	9.4%	109
Purchased home PC at warehouse discount outlet		554	2.4%	108
HH owns desktop PC		15,175	65.1%	113
HH owns laptop/notebook/tablet PC		8,036	34.5%	111
HH owns any Apple/Apple Mac clone brand PC		1,400	6.0%	96
HH owns any IBM/IBM compatible brand PC		17,571	75.4%	112
Brand of PC that HH owns: Compaq		2,233	9.6%	113
Brand of PC that HH owns: Dell		8,083	34.7%	112
Brand of PC that HH owns: Gateway		1,690	7.2%	109
Brand of PC that HH owns: Hewlett Packard		4,256	18.3%	117
Brand of PC that HH owns: Sony Vaio		673	2.9%	99
Child (under 18) uses home PC		6,078	26.1%	123
HH owns CD burner		9,819	42.1%	114
HH owns CD ROM drive		10,279	44.1%	113
HH owns DVD drive		6,545	28.1%	113
HH owns DVD-RW (DVD burner)		5,457	23.4%	114
HH owns external hard drive		3,735	16.0%	113
HH owns flash drive		5,650	24.2%	118
HH owns LAN/network interface card		3,046	13.1%	118
HH owns inkjet printer		11,295	48.5%	114
HH owns laser printer		3,671	15.7%	115
HH owns modem/fax modem		5,523	23.7%	114
HH owns removable cartridge storage device		1,386	5.9%	103
HH owns scanner		7,927	34.0%	119
HH owns PC speakers		11,083	47.5%	114
HH owns tape backup		676	2.9%	109
HH owns webcam		2,824	12.1%	107
HH owns software: accounting		2,459	10.5%	119
HH owns software: communications/fax		2,180	9.4%	115
HH owns software: database/filing		2,067	8.9%	109
HH owns software: desktop publishing		3,318	14.2%	117

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	2,582	11.1%	111
HH owns software: entertainment/games	7,648	32.8%	113
HH owns software: online meeting/conference	711	3.1%	107
HH owns software: personal finance/tax prep	4,154	17.8%	126
HH owns software: presentation graphics	2,109	9.0%	113
HH owns software: multimedia	3,940	16.9%	110
HH owns software: networking	2,875	12.3%	110
HH owns software: security/anti-virus	7,404	31.8%	113
HH owns software: spreadsheet	6,313	27.1%	117
HH owns software: utility	1,784	7.7%	108
HH owns software: web authoring	841	3.6%	104
HH owns software: word processing	8,994	38.6%	115
Spent \$500+ on software for home PC in last 12 mo	578	2.5%	104
Purchased computer book in last 12 months	1,037	4.5%	103
HH owns fax machine	1,625	7.0%	116
Purchased audio equipment in last 12 months	2,268	9.7%	100
Purchased headphones in last 12 months	889	3.8%	96
HH owns camcorder	5,637	24.2%	124
Purchased camcorder in last 12 months	500	2.1%	101
HH owns CD player	11,900	51.1%	111
Purchased CD player in last 12 months	958	4.1%	106
HH owns DVD player	16,467	70.6%	107
Purchased DVD player in last 12 months	2,434	10.4%	108
HH owns 1 TV	3,466	14.9%	76
HH owns 2 TVs	5,965	25.6%	97
HH owns 3 TVs	5,707	24.5%	109
HH owns 4+ TVs	6,055	26.0%	124
HH owns miniature screen TV (<13 in)	2,120	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	609	2.6%	94
HH owns regular screen TV (13-26 in)	10,609	45.5%	105
Most recent TV purchase: regular screen (13-26 in)	5,112	21.9%	94
HH owns large screen TV (27-35 in)	11,647	50.0%	107
Most recent TV purchase: large screen (27-35 in)	7,301	31.3%	99
HH owns big screen TV (36-42 in)	5,046	21.6%	115
Most recent TV purchase: big screen (36-42 in)	3,697	15.9%	112
HH owns giant screen TV (over 42 in)	4,136	17.7%	125
Most recent TV purchase: giant screen (over 42 in)	3,244	13.9%	125
HH owns LCD TV	5,138	22.0%	115
HH owns plasma TV	2,161	9.3%	112
HH owns projection TV	1,524	6.5%	121
HH owns video game system	8,821	37.8%	113
Purchased video game system in last 12 months	2,883	12.4%	115
HH owns video game system: handheld	4,178	17.9%	117
HH owns video game system: attached to TV/computer	7,862	33.7%	114
HH owns video game system: Game Boy	1,864	8.0%	116
HH owns video game system: Game Boy Advance/SP	1,841	7.9%	120
HH owns video game system: Nintendo DS	2,138	9.2%	121

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,259	5.4%	108
HH owns video game system: Nintendo Wii	1,973	8.5%	125
HH owns video game system: PlayStation 2	4,350	18.7%	113
HH owns video game system: PlayStation 3	949	4.1%	113
HH owns video game system: Sony PlayStation/PS One	1,077	4.6%	114
HH owns video game system: Sony PSP	736	3.2%	108
HH owns video game system: Xbox	1,561	6.7%	112
HH owns video game system: Xbox 360	1,684	7.2%	112
HH purchased 5+ video games in last 12 months	1,632	7.0%	108
HH spent \$101+ on video games in last 12 months	2,104	9.0%	112
Owns MP3 player	13,454	29.3%	109
Purchased MP3 player in last 12 months	5,162	11.2%	110
Owns Apple iPod	5,393	11.7%	106
Purchased Apple iPod in last 12 months	1,654	3.6%	106
Have any access to the Internet	41,442	90.1%	107
Have access to Internet: at home	36,553	79.5%	113
Have access to Internet: at work	19,762	43.0%	115
Have access to Internet: at school/library	11,921	25.9%	103
Have access to Internet: not hm/work/school/library	9,446	20.5%	106
Use Internet less than once a week	1,664	3.6%	91
Use Internet 1-2 times per week	2,466	5.4%	97
Use Internet 3-6 times per week	3,967	8.6%	107
Use Internet once a day	5,652	12.3%	111
Use Internet 2-4 times per day	9,134	19.9%	113
Use Internet 5 or more times per day	13,136	28.6%	114
Any Internet or online usage in last 30 days	36,022	78.3%	111
Used Internet in last 30 days: at home	32,753	71.2%	115
Used Internet in last 30 days: at work	17,274	37.6%	118
Used Internet in last 30 days: at school/library	3,039	6.6%	86
Used Internet/30 days: not home/work/school/library	4,168	9.1%	98
Internet last 30 days: used email	32,435	70.5%	113
Internet last 30 days: used Instant Messenger	12,277	26.7%	105
Internet last 30 days: paid bills online	17,833	38.8%	118
Internet last 30 days: visited online blog	4,564	9.9%	104
Internet last 30 days: wrote online blog	1,614	3.5%	95
Internet last 30 days: visited chat room	1,908	4.1%	89
Internet last 30 days: looked for employment	6,281	13.7%	104
Internet last 30 days: played games online	10,350	22.5%	107
Internet last 30 days: traded/tracked investments	6,177	13.4%	120
Internet last 30 days: downloaded music	9,069	19.7%	107
Internet last 30 days: made phone call	1,773	3.9%	105
Internet last 30 days: made personal purchase	16,375	35.6%	115
Internet last 30 days: made business purchase	5,143	11.2%	117
Internet last 30 days: made travel plans	9,090	19.8%	114
Internet last 30 days: watched online video	9,555	20.8%	108
Internet last 30 days: obtained new/used car info	4,697	10.2%	116
Internet last 30 days: obtained financial info	12,918	28.1%	117
Internet last 30 days: obtained medical info	8,567	18.6%	112
Internet last 30 days: obtained latest news	20,347	44.2%	115
Internet last 30 days: obtained real estate info	5,594	12.2%	113

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	12,369	26.9%	116
Ordered anything on Internet in last 12 months	18,981	41.3%	119
Ordered on Internet/12 mo: airline ticket	9,302	20.2%	121
Ordered on Internet/12 mo: CD/tape	2,366	5.1%	118
Ordered on Internet/12 mo: clothing	7,813	17.0%	117
Ordered on Internet/12 mo: computer	1,763	3.8%	112
Ordered on Internet/12 mo: computer peripheral	2,320	5.0%	116
Ordered on Internet/12 mo: DVD	3,302	7.2%	109
Ordered on Internet/12 mo: flowers	2,628	5.7%	123
Ordered on Internet/12 mo: software	3,093	6.7%	118
Ordered on Internet/12 mo: tickets (concerts etc.)	5,375	11.7%	121
Ordered on Internet/12 mo: toy	2,665	5.8%	116
Purchased item from amazon.com in last 12 months	7,459	16.2%	115
Purchased item from barnes&noble.com in last 12 mo	1,750	3.8%	119
Purchased item from bestbuy.com in last 12 months	1,311	2.9%	113
Purchased item from ebay.com in last 12 months	5,093	11.1%	119
Purchased item from walmart.com in last 12 months	2,110	4.6%	112
Spent on Internet orders last 12 months: <\$100	2,814	6.1%	112
Spent on Internet orders last 12 months: \$100-199	2,640	5.7%	106
Spent on Internet orders last 12 months: \$200-499	4,434	9.6%	115
Spent on Internet orders last 12 months: \$500+	8,088	17.6%	121
Connection to Internet from home: dial-up modem	3,949	8.6%	103
Connection to Internet from home: cable modem	14,297	31.1%	115
Connection to Internet from home: DSL	13,080	28.4%	116
Connection to Internet from home: wireless	7,201	15.7%	114
Connection to Internet from home: any broadband	31,168	67.8%	115
DVDs rented in last 30 days: 1	1,319	2.9%	108
DVDs rented in last 30 days: 2	2,499	5.4%	117
DVDs rented in last 30 days: 3	1,573	3.4%	107
DVDs rented in last 30 days: 4	1,853	4.0%	104
DVDs rented in last 30 days: 5+	6,857	14.9%	113
Rented video tape/DVD last month: action/adventure	10,495	22.8%	113
Rented video tape/DVD last month: classic	2,369	5.2%	99
Rented video tape/DVD last month: comedy	10,673	23.2%	112
Rented video tape/DVD last month: drama	6,827	14.8%	109
Rented video tape/DVD last month: family/children	4,846	10.5%	118
Rented video tape/DVD last month: foreign	823	1.8%	90
Rented video tape/DVD last month: horror	3,308	7.2%	97
Rented video tape/DVD last month: romance	3,688	8.0%	107
Rented video tape/DVD last month: science fiction	2,589	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	6,550	14.2%	118
Rented video tape/DVD last mo at Hollywood Video	1,938	4.2%	102
Bought video tape/DVD last month: action/adventure	3,815	8.3%	99
Bought video tape/DVD last month: classic	1,090	2.4%	87
Bought video tape/DVD last month: comedy	3,816	8.3%	103
Bought video tape/DVD last month: drama	1,972	4.3%	99
Bought video tape/DVD last month: family/children	3,046	6.6%	112
Bought video tape/DVD last month: horror	999	2.2%	69
Bought video tape/DVD last month: romance	1,166	2.5%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,067	2.3%	93
Bought blank video tape in last 6 months	5,177	11.3%	99
Bought 7+ blank video tapes in last 6 months	1,179	2.6%	98
DVDs purchased in last 30 days: 1	2,549	5.5%	111
DVDs purchased in last 30 days: 2	2,439	5.3%	112
DVDs purchased in last 30 days: 3-4	2,197	4.8%	103
DVDs purchased in last 30 days: 5+	2,117	4.6%	88
Bought any camera in last 12 months	6,292	13.7%	107
Spent on cameras in last 12 months: <\$100	1,947	4.2%	96
Spent on cameras in last 12 months: \$100-199	1,532	3.3%	110
Spent on cameras in last 12 months: \$200+	2,065	4.5%	113
Own APS (point & shoot or SLR) camera	1,434	3.1%	113
Own digital camera	18,150	39.5%	120
Bought digital camera in last 12 months	3,514	7.6%	112
Own digital point & shoot camera	13,874	30.2%	121
Bought digital point & shoot camera in last 12 mo	2,600	5.7%	114
Own digital SLR camera	4,862	10.6%	114
Bought digital SLR camera in last 12 months	1,076	2.3%	104
Own 35mm auto focus point & shoot camera	2,468	5.4%	115
Own 35mm auto focus single lens reflex camera	1,184	2.6%	108
Own 35mm auto focus zoom camera	2,935	6.4%	114
Own 35mm single lens reflex camera	1,656	3.6%	120
Own Canon camera	8,353	18.2%	116
Bought Canon camera in last 12 months	1,093	2.4%	112
Own Fuji camera	1,880	4.1%	101
Own Kodak camera	6,199	13.5%	114
Bought Kodak camera in last 12 months	1,305	2.8%	95
Own Nikon camera	2,928	6.4%	118
Own Olympus camera	2,613	5.7%	125
Own Polaroid camera	1,040	2.3%	92
Bought any camera accessory in last 12 months	22,679	49.3%	115
Bought film in last 12 months	9,216	20.0%	105
Bought film in last 12 months: <3 rolls	4,242	9.2%	104
Bought film in last 12 months: 3-6 rolls	2,933	6.4%	102
Bought film in last 12 months: 7+ rolls	2,041	4.4%	105
Bought film in last 12 mo: APS (color prints)	1,266	2.8%	103
Bought film in last 12 mo: instant developing	865	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	390	0.8%	89
Bought film in last 12 mo: 35mm (color prints)	5,480	11.9%	104
Bought Fuji film in last 12 months	2,286	5.0%	99
Bought Kodak film in last 12 months	5,860	12.7%	108
Bought store-brand film in last 12 months	977	2.1%	100
Purchased film in last 12 mo: department store	1,481	3.2%	87
Purchased film in last 12 mo: discount store	2,433	5.3%	111

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

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

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,100	4.6%	97
Purchased film in last 12 mo: grocery store	990	2.2%	100
Purchased film in last 12 mo: 1 hour service store	1,066	2.3%	91
Had film processed at discount store	1,609	3.5%	106
Had film processed at drug store	2,007	4.4%	102
Had film processed at 1 hour service store	1,413	3.1%	106
Bought memory card for camera in last 12 months	3,911	8.5%	111
Own memory card for camera	13,880	30.2%	122

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		6,776	7,040	
Population 18+		4,973	5,152	
Households		2,424	2,533	
Median Household Income		\$74,465	\$79,233	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		2,715	54.6%	111
Bank/financial institution: use savings & loan		548	11.0%	105
Bank/financial institution: use credit union		1,495	30.1%	133
Bank/financial institution: use fed savings bank		119	2.4%	104
Bank/financial institution: use mutual funds co		161	3.2%	99
Bank/financial institution: use Internet Bank		242	4.9%	113
Used ATM/cash machine in last 12 months		3,007	60.5%	119
Banked in person in last 12 months		2,854	57.4%	111
Banked by mail in last 12 months		317	6.4%	119
Banked by phone in last 12 months		889	17.9%	119
Did banking over the Internet in last 12 months		1,786	35.9%	132
Used direct deposit of paycheck in last 12 months		2,318	46.6%	121
Have interest checking account		1,906	38.3%	119
Have non-interest checking account		1,495	30.1%	113
Have money market account		770	15.5%	126
Have savings account		2,159	43.4%	119
Have 401K retirement savings		1,216	24.5%	138
Have IRA retirement savings		881	17.7%	118
Have auto loan for new car		722	14.5%	126
Have personal loan for education only		247	5.0%	122
Have personal loan-not for education		107	2.2%	86
Have home mortgage (1st)		1,357	27.3%	142
Have 2nd mortgage (equity loan)		486	9.8%	155
Have home equity line of credit		386	7.8%	129
Have personal line of credit		265	5.3%	118
Have overdraft protection		826	16.6%	125
Own any securities investment		1,473	29.6%	119
Own annuities		163	3.3%	108
Own certificate of deposit (6 months or less)		190	3.8%	109
Own certificate of deposit (more than 6 months)		316	6.4%	114
Own common/preferred stock in company you work for		181	3.6%	121
Own common stock in company you don't work for		353	7.1%	112
Own insured money market account (bank)		110	2.2%	107
Own shares in money market fund		373	7.5%	113
Own shares in mutual fund (bonds)		378	7.6%	128
Own shares in mutual fund (stock)		586	11.8%	125
Own any stock		529	10.6%	116
Own stock with market value <\$10000		170	3.4%	110
Own stock with market value \$10000-49999		159	3.2%	128
Own stock with market value \$50000+		110	2.2%	89

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

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

Latitude: 39.17598

Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	383	7.7%	112
Used financial planning counsel in last 12 months	468	9.4%	120
Used full service brokerage firm in last 12 months	355	7.1%	115
Own any credit/debit card (in own name)	4,141	83.3%	113
Own American Express card (in own name)	677	13.6%	110
Own Discover card (in own name)	686	13.8%	123
Own MasterCard (in own name)	2,071	41.6%	122
Own Visa (in own name)	2,900	58.3%	119
Own any department store credit card (in own name)	1,826	36.7%	118
Avg monthly credit card expenditures: <\$111	739	14.9%	107
Avg monthly credit card expenditures: \$111-225	431	8.7%	111
Avg monthly credit card expenditures: \$226-450	468	9.4%	126
Avg monthly credit card expenditures: \$451-700	389	7.8%	123
Avg monthly credit card expenditures: \$701+	814	16.4%	123

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		30,731	32,437	
Population 18+		22,464	23,690	
Households		11,422	12,114	
Median Household Income		\$69,799	\$78,184	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		11,886	52.9%	107
Bank/financial institution: use savings & loan		2,442	10.9%	104
Bank/financial institution: use credit union		6,235	27.8%	123
Bank/financial institution: use fed savings bank		533	2.4%	103
Bank/financial institution: use mutual funds co		788	3.5%	108
Bank/financial institution: use Internet Bank		1,071	4.8%	110
Used ATM/cash machine in last 12 months		13,194	58.7%	116
Banked in person in last 12 months		12,648	56.3%	109
Banked by mail in last 12 months		1,367	6.1%	114
Banked by phone in last 12 months		3,885	17.3%	115
Did banking over the Internet in last 12 months		7,727	34.4%	126
Used direct deposit of paycheck in last 12 months		10,167	45.3%	117
Have interest checking account		8,294	36.9%	115
Have non-interest checking account		6,461	28.8%	108
Have money market account		3,306	14.7%	120
Have savings account		9,449	42.1%	116
Have 401K retirement savings		5,221	23.2%	131
Have IRA retirement savings		3,926	17.5%	116
Have auto loan for new car		3,164	14.1%	122
Have personal loan for education only		1,115	5.0%	122
Have personal loan-not for education		608	2.7%	108
Have home mortgage (1st)		5,789	25.8%	134
Have 2nd mortgage (equity loan)		1,984	8.8%	140
Have home equity line of credit		1,724	7.7%	128
Have personal line of credit		1,165	5.2%	115
Have overdraft protection		3,749	16.7%	125
Own any securities investment		6,304	28.1%	112
Own annuities		725	3.2%	106
Own certificate of deposit (6 months or less)		844	3.8%	107
Own certificate of deposit (more than 6 months)		1,354	6.0%	108
Own common/preferred stock in company you work for		842	3.7%	124
Own common stock in company you don't work for		1,597	7.1%	113
Own insured money market account (bank)		523	2.3%	113
Own shares in money market fund		1,748	7.8%	117
Own shares in mutual fund (bonds)		1,612	7.2%	121
Own shares in mutual fund (stock)		2,541	11.3%	120
Own any stock		2,312	10.3%	112
Own stock with market value <\$10000		755	3.4%	108
Own stock with market value \$10000-49999		665	3.0%	118
Own stock with market value \$50000+		610	2.7%	109

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,679	7.5%	109
Used financial planning counsel in last 12 months	2,011	9.0%	114
Used full service brokerage firm in last 12 months	1,536	6.8%	110
Own any credit/debit card (in own name)	18,001	80.1%	108
Own American Express card (in own name)	3,101	13.8%	111
Own Discover card (in own name)	2,855	12.7%	114
Own MasterCard (in own name)	8,857	39.4%	115
Own Visa (in own name)	12,489	55.6%	113
Own any department store credit card (in own name)	7,748	34.5%	111
Avg monthly credit card expenditures: <\$111	3,243	14.4%	104
Avg monthly credit card expenditures: \$111-225	1,815	8.1%	104
Avg monthly credit card expenditures: \$226-450	1,849	8.2%	110
Avg monthly credit card expenditures: \$451-700	1,616	7.2%	113
Avg monthly credit card expenditures: \$701+	3,570	15.9%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

Day Heights  
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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		62,561	65,717	
Population 18+		45,987	48,341	
Households		23,310	24,571	
Median Household Income		\$68,782	\$77,692	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		24,800	53.9%	109
Bank/financial institution: use savings & loan		5,008	10.9%	104
Bank/financial institution: use credit union		12,482	27.1%	120
Bank/financial institution: use fed savings bank		1,069	2.3%	101
Bank/financial institution: use mutual funds co		1,714	3.7%	114
Bank/financial institution: use Internet Bank		2,115	4.6%	106
Used ATM/cash machine in last 12 months		26,369	57.3%	113
Banked in person in last 12 months		25,908	56.3%	109
Banked by mail in last 12 months		2,802	6.1%	114
Banked by phone in last 12 months		7,779	16.9%	113
Did banking over the Internet in last 12 months		15,196	33.0%	121
Used direct deposit of paycheck in last 12 months		20,593	44.8%	116
Have interest checking account		17,174	37.3%	116
Have non-interest checking account		13,252	28.8%	108
Have money market account		6,794	14.8%	120
Have savings account		19,230	41.8%	115
Have 401K retirement savings		10,425	22.7%	128
Have IRA retirement savings		8,224	17.9%	119
Have auto loan for new car		6,395	13.9%	121
Have personal loan for education only		2,175	4.7%	117
Have personal loan-not for education		1,284	2.8%	111
Have home mortgage (1st)		11,565	25.1%	131
Have 2nd mortgage (equity loan)		3,958	8.6%	137
Have home equity line of credit		3,515	7.6%	127
Have personal line of credit		2,396	5.2%	115
Have overdraft protection		7,503	16.3%	123
Own any securities investment		13,266	28.8%	116
Own annuities		1,532	3.3%	110
Own certificate of deposit (6 months or less)		1,765	3.8%	109
Own certificate of deposit (more than 6 months)		2,780	6.0%	109
Own common/preferred stock in company you work for		1,732	3.8%	125
Own common stock in company you don't work for		3,449	7.5%	119
Own insured money market account (bank)		1,111	2.4%	117
Own shares in money market fund		3,738	8.1%	123
Own shares in mutual fund (bonds)		3,335	7.3%	122
Own shares in mutual fund (stock)		5,293	11.5%	122
Own any stock		4,948	10.8%	117
Own stock with market value <\$10000		1,572	3.4%	110
Own stock with market value \$10000-49999		1,387	3.0%	120
Own stock with market value \$50000+		1,325	2.9%	115

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Latitude: 39.17598

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	3,534	7.7%	112
Used financial planning counsel in last 12 months	4,223	9.2%	117
Used full service brokerage firm in last 12 months	3,278	7.1%	115
Own any credit/debit card (in own name)	36,782	80.0%	108
Own American Express card (in own name)	6,328	13.8%	111
Own Discover card (in own name)	5,937	12.9%	115
Own MasterCard (in own name)	17,898	38.9%	114
Own Visa (in own name)	25,319	55.1%	112
Own any department store credit card (in own name)	15,963	34.7%	112
Avg monthly credit card expenditures: <\$111	6,728	14.6%	106
Avg monthly credit card expenditures: \$111-225	3,698	8.0%	103
Avg monthly credit card expenditures: \$226-450	3,784	8.2%	110
Avg monthly credit card expenditures: \$451-700	3,273	7.1%	112
Avg monthly credit card expenditures: \$701+	7,297	15.9%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary		2010	2015
Population		6,776	7,040
Population 18+		4,973	5,152
Households		2,424	2,533
Median Household Income		\$74,465	\$79,233
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,504	62.0%	120
HH owns any bird	80	3.3%	114
HH owns any cat	661	27.3%	113
HH owns any dog	1,137	46.9%	124
HH owns 1 cat	358	14.8%	115
HH owns 2+ cats	302	12.5%	108
HH owns 1 dog	722	29.8%	127
HH owns 2+ dogs	415	17.1%	117
HH used canned cat food in last 6 months	322	13.3%	114
HH used <4 cans of cat food in last 7 days	123	5.1%	117
HH used 8+ cans of cat food in last 7 days	92	3.8%	105
HH used packaged dry cat food in last 6 months	639	26.4%	114
HH used <5 pounds of packaged dry cat food last mo	213	8.8%	108
HH used 11+ pounds of packaged dry cat food last mo	174	7.2%	100
HH used cat treats in last 6 months	278	11.5%	112
HH used cat litter in last 6 months	567	23.4%	114
HH used canned dog food in last 6 months	383	15.8%	119
HH used packaged dry dog food in last 6 months	1,087	44.8%	123
HH used <10 pounds of pkgd dry dog food last month	470	19.4%	117
HH used 25+ pounds of pkgd dry dog food last month	318	13.1%	119
HH used dog biscuits/treats in last 6 months	902	37.2%	126
HH used <2 packages of dog biscuits/treats last mo	464	19.1%	129
HH used 4+ packages of dog biscuits/treats last mo	148	6.1%	110
HH used flea/tick care prod for cat/dog last 12 mo	977	40.3%	119
HH member took pet to vet in last 12 mo: 1 time	386	15.9%	126
HH member took pet to vet in last 12 mo: 2 times	315	13.0%	118
HH member took pet to vet in last 12 mo: 3 times	165	6.8%	121
HH member took pet to vet in last 12 mo: 4 times	136	5.6%	135
HH member took pet to vet in last 12 mo: 5+ times	162	6.7%	120
Bought pet food from vet in last 12 months	130	5.4%	105
Bought flea control product from vet in last 12 mo	407	16.8%	126

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary		2010	2015	
Population		30,731	32,437	
Population 18+		22,464	23,690	
Households		11,422	12,114	
Median Household Income		\$69,799	\$78,184	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		7,039	61.6%	119
HH owns any bird		353	3.1%	106
HH owns any cat		3,109	27.2%	113
HH owns any dog		5,354	46.9%	124
HH owns 1 cat		1,628	14.3%	111
HH owns 2+ cats		1,480	13.0%	112
HH owns 1 dog		3,314	29.0%	124
HH owns 2+ dogs		2,040	17.9%	122
HH used canned cat food in last 6 months		1,453	12.7%	109
HH used <4 cans of cat food in last 7 days		549	4.8%	110
HH used 8+ cans of cat food in last 7 days		415	3.6%	101
HH used packaged dry cat food in last 6 months		3,040	26.6%	115
HH used <5 pounds of packaged dry cat food last mo		1,081	9.5%	116
HH used 11+ pounds of packaged dry cat food last mo		864	7.6%	105
HH used cat treats in last 6 months		1,309	11.5%	112
HH used cat litter in last 6 months		2,702	23.7%	116
HH used canned dog food in last 6 months		1,720	15.1%	114
HH used packaged dry dog food in last 6 months		5,176	45.3%	125
HH used <10 pounds of pkgd dry dog food last month		2,272	19.9%	120
HH used 25+ pounds of pkgd dry dog food last month		1,634	14.3%	130
HH used dog biscuits/treats in last 6 months		4,243	37.1%	125
HH used <2 packages of dog biscuits/treats last mo		2,203	19.3%	130
HH used 4+ packages of dog biscuits/treats last mo		692	6.1%	109
HH used flea/tick care prod for cat/dog last 12 mo		4,626	40.5%	119
HH member took pet to vet in last 12 mo: 1 time		1,832	16.0%	126
HH member took pet to vet in last 12 mo: 2 times		1,502	13.2%	119
HH member took pet to vet in last 12 mo: 3 times		731	6.4%	114
HH member took pet to vet in last 12 mo: 4 times		546	4.8%	115
HH member took pet to vet in last 12 mo: 5+ times		804	7.0%	126
Bought pet food from vet in last 12 months		677	5.9%	116
Bought flea control product from vet in last 12 mo		1,916	16.8%	126

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary		2010	2015	
Population		62,561	65,717	
Population 18+		45,987	48,341	
Households		23,310	24,571	
Median Household Income		\$68,782	\$77,692	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		13,992	60.0%	116
HH owns any bird		703	3.0%	104
HH owns any cat		6,415	27.5%	114
HH owns any dog		10,567	45.3%	120
HH owns 1 cat		3,322	14.3%	111
HH owns 2+ cats		3,091	13.3%	115
HH owns 1 dog		6,475	27.8%	118
HH owns 2+ dogs		4,092	17.6%	120
HH used canned cat food in last 6 months		2,982	12.8%	110
HH used <4 cans of cat food in last 7 days		1,090	4.7%	107
HH used 8+ cans of cat food in last 7 days		861	3.7%	103
HH used packaged dry cat food in last 6 months		6,214	26.7%	115
HH used <5 pounds of packaged dry cat food last mo		2,152	9.2%	113
HH used 11+ pounds of packaged dry cat food last mo		1,840	7.9%	110
HH used cat treats in last 6 months		2,637	11.3%	110
HH used cat litter in last 6 months		5,536	23.7%	116
HH used canned dog food in last 6 months		3,421	14.7%	111
HH used packaged dry dog food in last 6 months		10,213	43.8%	120
HH used <10 pounds of pkgd dry dog food last month		4,416	18.9%	114
HH used 25+ pounds of pkgd dry dog food last month		3,254	14.0%	127
HH used dog biscuits/treats in last 6 months		8,357	35.9%	121
HH used <2 packages of dog biscuits/treats last mo		4,269	18.3%	124
HH used 4+ packages of dog biscuits/treats last mo		1,446	6.2%	112
HH used flea/tick care prod for cat/dog last 12 mo		9,171	39.3%	116
HH member took pet to vet in last 12 mo: 1 time		3,585	15.4%	121
HH member took pet to vet in last 12 mo: 2 times		2,978	12.8%	116
HH member took pet to vet in last 12 mo: 3 times		1,507	6.5%	115
HH member took pet to vet in last 12 mo: 4 times		1,121	4.8%	116
HH member took pet to vet in last 12 mo: 5+ times		1,574	6.8%	121
Bought pet food from vet in last 12 months		1,362	5.8%	114
Bought flea control product from vet in last 12 mo		3,836	16.5%	123

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March 27, 2012

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# Health and Beauty Market Potential

Day Heights  
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 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17598  
 Longitude: -84.21493

Demographic Summary		2010	2015
Population		6,776	7,040
Population 18+		4,973	5,152
Households		2,424	2,533
Median Household Income		\$74,465	\$79,233

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	1,656	33.3%	111
Exercise at club 2+ times per week	754	15.2%	123
Exercise at other facility (not club) 2+ times/wk	444	8.9%	111
Own stationary bicycle	305	6.1%	109
Own treadmill	619	12.4%	127
Own weight lifting equipment	841	16.9%	130
Presently controlling diet	2,179	43.8%	106
Diet control for blood sugar level	327	6.6%	90
Diet control for cholesterol level	531	10.7%	105
Diet control to maintain weight	607	12.2%	109
Diet control for physical fitness	571	11.5%	115
Diet control for salt restriction	129	2.6%	78
Diet control for weight loss	845	17.0%	120
Used doctor's care/diet for diet method	118	2.4%	79
Used exercise program for diet method	493	9.9%	117
Used Weight Watchers as diet method	200	4.0%	132
Buy foods specifically labeled as fat-free	961	19.3%	110
Buy foods specifically labeled as high fiber	677	13.6%	119
Buy foods specifically labeled as high protein	320	6.4%	117
Buy foods specifically labeled as lactose-free	67	1.3%	73
Buy foods specifically labeled as low-calorie	635	12.8%	118
Buy foods specifically labeled as low-carb	410	8.2%	107
Buy foods specifically labeled as low-cholesterol	407	8.2%	99
Buy foods specifically labeled as low-fat	777	15.6%	117
Buy foods specifically labeled as low-sodium	485	9.8%	108
Buy foods specifically labeled as natural/organic	466	9.4%	111
Buy foods specifically labeled as sugar-free	726	14.6%	110
Used butter alternatives in last 6 months	170	3.4%	82
Used egg alternatives in last 6 months	716	14.4%	101
Used salt alternatives in last 6 months	1,355	27.2%	98
Drank meal/dietary supplement in last 6 months	432	8.7%	119
Used nutrition/energy bar in last 6 months	769	15.5%	110
Drank sports drink/thirst quencher in last 6 mo	1,696	34.1%	107
Used vitamin/dietary supplement in last 6 months	2,591	52.1%	107
Vitamin/dietary suppl used/6 mo: antioxidant	140	2.8%	97
Vitamin/dietary suppl used/6 mo: B complex	277	5.6%	114
Vitamin/dietary suppl used/6 mo: B complex+C	70	1.4%	73
Vitamin/dietary suppl used/6 mo: B-6	100	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12	283	5.7%	101
Vitamin/dietary suppl used/6 mo: C	475	9.6%	114
Vitamin/dietary suppl used/6 mo: calcium	538	10.8%	101

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

Day Heights  
 1468 STHY 131, Day Heights, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17598  
 Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	223	4.5%	91
Vitamin/dietary suppl used/6 mo: E	259	5.2%	105
Vitamin/dietary suppl used/6 mo: garlic	83	1.7%	98
Vitamin/dietary suppl used/6 mo: glucosamine	259	5.2%	113
Vitamin/dietary suppl used/6 mo: multiple formula	678	13.6%	116
Vitamin/dietary suppl used/6 mo: multiple w/iron	243	4.9%	113
Vitamin/dietary suppl used/6 mo: mult w/minerals	331	6.7%	112
Vitamin/dietary suppl used/6 mo: zinc	88	1.8%	77
Vitamin/dietary suppl/6 mo: Caltrate 600	108	2.2%	82
Vitamin/dietary suppl/6 mo: Centrum	301	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	300	6.0%	103
Visited doctor in last 12 months	3,994	80.3%	103
Visited doctor in last 12 months: 1-3 times	1,656	33.3%	98
Visited doctor in last 12 months: 4-7 times	1,227	24.7%	111
Visited doctor in last 12 months: 8+ times	1,110	22.3%	103
Visited doctor in last 12 mo: allergist	148	3.0%	124
Visited doctor in last 12 mo: cardiologist	372	7.5%	106
Visited doctor in last 12 mo: chiropractor	388	7.8%	105
Visited doctor in last 12 mo: dentist	2,098	42.2%	112
Visited doctor in last 12 mo: dermatologist	400	8.0%	113
Visited doctor in last 12 mo: ear/nose/throat	197	4.0%	86
Visited doctor in last 12 mo: eye	1,108	22.3%	108
Visited doctor in last 12 mo: general/family	2,211	44.5%	104
Visited doctor in last 12 mo: internist	382	7.7%	105
Visited doctor in last 12 mo: physical therapist	231	4.6%	102
Visited doctor in last 12 mo: podiatrist	169	3.4%	100
Visited doctor in last 12 mo: urologist	185	3.7%	96
Visited nurse practitioner in last 12 months	198	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	1,837	36.9%	107
Wear bi-focals	775	15.6%	99
Wear disposable contact lenses	427	8.6%	133
Wear soft contact lenses	508	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	163	3.3%	118
Spent on contact lenses in last 12 mo: \$100-199	211	4.2%	114
Spent on contact lenses in last 12 mo: \$200+	178	3.6%	118
Bought prescription eyewear: discount optical ctr	402	8.1%	101
Bought prescription eyewear: from eye doctor	1,277	25.7%	100
Bought prescription eyewear: retail optical chain	706	14.2%	128
Used prescription drug for allergy/hay fever	390	7.8%	112
Used prescription drug for anxiety/panic	195	3.9%	96
Used prescription drug for arthritis/rheumatism	117	2.4%	89
Used prescription drug for asthma	181	3.6%	89
Used prescription drug for backache/back pain	358	7.2%	98
Used prescription drug for depression	271	5.4%	92
Used prescr drug for diabetes (insulin dependent)	75	1.5%	76
Used prescr drug for diabetes (non-insulin)	152	3.1%	82
Used prescription drug for eczema/skin itch/rash	116	2.3%	112

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 Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	303	6.1%	92
Used prescription drug for high blood pressure	635	12.8%	102
Used prescription drug for high cholesterol	410	8.2%	95
Used prescription drug for migraine headache	199	4.0%	108
Used prescription drug for sinus congest./headache	259	5.2%	107
Used prescription drug for urinary tract infection	138	2.8%	89
Used last 6 mo: adhesive bandages	2,946	59.2%	107
Used last 6 mo: athlete's foot/foot care product	638	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,481	49.9%	105
Used last 6 mo: children's cold tablets/liquids	850	17.1%	113
Used last 6 mo: contact lens cleaning solution	736	14.8%	121
Used last 6 mo: cotton swabs	2,638	53.0%	111
Used last 6 mo: cough/sore throat drops (nonprescr)	2,404	48.3%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,717	34.5%	101
Used last 6 mo: children's cough syrup	809	16.3%	114
Used last 6 mo: diarrhea remedy	794	16.0%	97
Used last 6 mo: eye wash and drops	1,560	31.4%	103
Used last 6 mo: headache/pain reliever (nonprescr)	4,323	86.9%	104
Used last 6 mo: hemorrhoid remedy	434	8.7%	98
Used last 6 mo: indigestion/upset stomach remedy	2,309	46.4%	103
Used last 6 mo: lactose intolerance product	160	3.2%	91
Used last 6 mo: laxative/fiber supplement	684	13.8%	99
Used last 6 mo: medicated skin ointment	1,640	33.0%	105
Used last 6 mo: medicated throat remedy	548	11.0%	96
Used last 6 mo: nasal spray	838	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	1,226	24.7%	111
Used last 6 mo: pain relieving rub/liquid/patch	1,218	24.5%	97
Used last 6 mo: sleeping tablets (nonprescription)	244	4.9%	91
Used last 12 mo: sunburn remedy	895	18.0%	117
Used last 12 mo: suntan/sunscreen product	2,223	44.7%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,841	37.0%	123
Used last 6 mo: toothache/gum/canker sore remedy	846	17.0%	101
Used last 6 mo: vitamins for children	890	17.9%	122
Used body powder in last 6 months	1,239	24.9%	90
Used body powder <3 times in last 7 days	573	11.5%	98
Used body powder 8+ times in last 7 days	64	1.3%	59
Used body wash/shower gel in last 6 months	2,512	50.5%	98
Used breath freshener in last 6 months	2,388	48.0%	103
Used complexion care product in last 6 months	2,457	49.4%	105
Used complexion care product <7 times last week	632	12.7%	93
Used complexion care product 11+ times last week	884	17.8%	107
Used complexion care prod: dry facial skin type	334	6.7%	92
Used complexion care prod: normal facial skin type	801	16.1%	106
Used complexion care prod: oily facial skin type	298	6.0%	99
Used dental floss in last 6 months	3,383	68.0%	109

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	979	19.7%	98
Used denture adhesive/fixative in last 6 months	226	4.5%	72
Used denture cleaner in last 6 months	414	8.3%	75
Used deodorant/antiperspirant in last 6 months	4,703	94.6%	101
Used deodorant/antiperspirant <8 times last week	3,476	69.9%	102
Used deodorant/antiperspirant 15+ times last week	280	5.6%	93
Used disposable razor in last 6 months	2,612	52.5%	100
Used electric shaver in last 6 months	941	18.9%	100
Used hair coloring product (at home) last 6 months	959	19.3%	97
Used hair conditioner (at home) in last 6 months	3,056	61.5%	99
Used hair conditioning treatment (at home)/6 mo	1,094	22.0%	94
Used hair growth product in last 6 months	91	1.8%	80
Used hair mousse in last 6 months	909	18.3%	105
Used hair spray (at home) in last 6 months	1,841	37.0%	102
Used hair styling gel/lotion in last 6 months	1,503	30.2%	113
Used hand & body cream/lotion/oil in last 6 months	3,660	73.6%	101
Used hand & body cream/lotion/oil <5 times last wk	1,026	20.6%	96
Used hand & body cream/lotion/oil 9+ times last wk	1,199	24.1%	97
Used hand & body cream in last 6 months	907	18.2%	104
Used hand & body lotion in last 6 months	2,558	51.4%	105
Used hand & body oil in last 6 months	248	5.0%	96
Used lip care in last 6 months	3,110	62.5%	105
Used liquid soap/hand sanitizer in last 6 months	4,015	80.7%	105
Used mouthwash in last 6 months	3,202	64.4%	98
Used mouthwash <4 times in last 7 days	1,071	21.5%	100
Used mouthwash 8+ times in last 7 days	700	14.1%	89
Used shampoo (at home) in last 6 months	4,617	92.8%	101
Used shampoo plus conditioner prod (at home)/6 mo	848	17.1%	88
Used shaving cream/gel in last 6 months	2,713	54.6%	104
Used personal care soap (bar) in last 6 months	4,121	82.9%	99
Used personal care soap for antibacterial purpose	954	19.2%	100
Used personal care soap for complexion	346	7.0%	101
Used personal care soap for deodorant	869	17.5%	108
Use personal care soap for moisturizing	1,039	20.9%	96
Bought toothbrush in last 6 months	4,252	85.5%	100
Bought electric toothbrush in last 6 months	400	8.0%	121
Used toothpaste in last 6 months	4,780	96.1%	100
Used toothpaste <8 times in last 7 days	1,463	29.4%	91
Used toothpaste 15+ times in last 7 days	774	15.6%	96
Used toothpaste with baking soda in last 6 months	533	10.7%	94
Used toothpaste (gel) in last 6 months	1,587	31.9%	115
Used toothpaste (paste) in last 6 months	2,419	48.6%	101
Used whitening toothpaste in last 6 months	1,914	38.5%	110
Used tooth whitener (not toothpaste) last 6 months	502	10.1%	95
Had professional manicure/pedicure last 6 months	986	19.8%	116
Had professional facial/massage last 6 months	541	10.9%	116
Spent \$100+ at barber shops in last 6 months	324	6.5%	121
Spent \$100+ at beauty parlors in last 6 months	943	19.0%	119

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# Health and Beauty Market Potential

Day Heights  
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 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
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 Longitude: -84.21493

Demographic Summary		2010	2015	
Population		30,731	32,437	
Population 18+		22,464	23,690	
Households		11,422	12,114	
Median Household Income		\$69,799	\$78,184	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		7,445	33.1%	110
Exercise at club 2+ times per week		3,106	13.8%	113
Exercise at other facility (not club) 2+ times/wk		1,984	8.8%	109
Own stationary bicycle		1,374	6.1%	108
Own treadmill		2,713	12.1%	123
Own weight lifting equipment		3,568	15.9%	123
Presently controlling diet		9,633	42.9%	104
Diet control for blood sugar level		1,486	6.6%	90
Diet control for cholesterol level		2,226	9.9%	98
Diet control to maintain weight		2,632	11.7%	105
Diet control for physical fitness		2,461	11.0%	110
Diet control for salt restriction		576	2.6%	77
Diet control for weight loss		3,642	16.2%	114
Used doctor's care/diet for diet method		584	2.6%	86
Used exercise program for diet method		2,179	9.7%	114
Used Weight Watchers as diet method		809	3.6%	118
Buy foods specifically labeled as fat-free		4,114	18.3%	104
Buy foods specifically labeled as high fiber		2,789	12.4%	108
Buy foods specifically labeled as high protein		1,259	5.6%	102
Buy foods specifically labeled as lactose-free		379	1.7%	91
Buy foods specifically labeled as low-calorie		2,691	12.0%	111
Buy foods specifically labeled as low-carb		1,816	8.1%	105
Buy foods specifically labeled as low-cholesterol		1,769	7.9%	95
Buy foods specifically labeled as low-fat		3,316	14.8%	111
Buy foods specifically labeled as low-sodium		2,049	9.1%	101
Buy foods specifically labeled as natural/organic		2,138	9.5%	113
Buy foods specifically labeled as sugar-free		3,215	14.3%	108
Used butter alternatives in last 6 months		844	3.8%	90
Used egg alternatives in last 6 months		3,194	14.2%	100
Used salt alternatives in last 6 months		6,193	27.6%	99
Drank meal/dietary supplement in last 6 months		1,693	7.5%	103
Used nutrition/energy bar in last 6 months		3,451	15.4%	109
Drank sports drink/thirst quencher in last 6 mo		7,454	33.2%	104
Used vitamin/dietary supplement in last 6 months		11,445	50.9%	105
Vitamin/dietary suppl used/6 mo: antioxidant		583	2.6%	89
Vitamin/dietary suppl used/6 mo: B complex		1,168	5.2%	107
Vitamin/dietary suppl used/6 mo: B complex+C		332	1.5%	76
Vitamin/dietary suppl used/6 mo: B-6		423	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		1,212	5.4%	96
Vitamin/dietary suppl used/6 mo: C		1,974	8.8%	105
Vitamin/dietary suppl used/6 mo: calcium		2,373	10.6%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,034	4.6%	93
Vitamin/dietary suppl used/6 mo: E	1,208	5.4%	108
Vitamin/dietary suppl used/6 mo: garlic	372	1.7%	97
Vitamin/dietary suppl used/6 mo: glucosamine	1,134	5.0%	109
Vitamin/dietary suppl used/6 mo: multiple formula	2,981	13.3%	113
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,065	4.7%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,493	6.6%	112
Vitamin/dietary suppl used/6 mo: zinc	435	1.9%	84
Vitamin/dietary suppl/6 mo: Caltrate 600	499	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	1,315	5.9%	100
Vitamin/dietary suppl/6 mo: Nature Made	1,368	6.1%	104
Visited doctor in last 12 months	18,035	80.3%	103
Visited doctor in last 12 months: 1-3 times	7,785	34.7%	102
Visited doctor in last 12 months: 4-7 times	5,241	23.3%	105
Visited doctor in last 12 months: 8+ times	5,008	22.3%	103
Visited doctor in last 12 mo: allergist	554	2.5%	103
Visited doctor in last 12 mo: cardiologist	1,562	7.0%	99
Visited doctor in last 12 mo: chiropractor	1,724	7.7%	103
Visited doctor in last 12 mo: dentist	9,163	40.8%	108
Visited doctor in last 12 mo: dermatologist	1,784	7.9%	111
Visited doctor in last 12 mo: ear/nose/throat	904	4.0%	87
Visited doctor in last 12 mo: eye	4,708	21.0%	101
Visited doctor in last 12 mo: general/family	10,004	44.5%	105
Visited doctor in last 12 mo: internist	1,568	7.0%	95
Visited doctor in last 12 mo: physical therapist	996	4.4%	98
Visited doctor in last 12 mo: podiatrist	701	3.1%	92
Visited doctor in last 12 mo: urologist	849	3.8%	98
Visited nurse practitioner in last 12 months	914	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	8,032	35.8%	104
Wear bi-focals	3,365	15.0%	95
Wear disposable contact lenses	1,802	8.0%	124
Wear soft contact lenses	2,388	10.6%	121
Spent on contact lenses in last 12 mo: <\$100	740	3.3%	118
Spent on contact lenses in last 12 mo: \$100-199	938	4.2%	112
Spent on contact lenses in last 12 mo: \$200+	789	3.5%	116
Bought prescription eyewear: discount optical ctr	1,926	8.6%	107
Bought prescription eyewear: from eye doctor	5,648	25.1%	98
Bought prescription eyewear: retail optical chain	2,907	12.9%	117
Used prescription drug for allergy/hay fever	1,776	7.9%	113
Used prescription drug for anxiety/panic	904	4.0%	99
Used prescription drug for arthritis/rheumatism	469	2.1%	79
Used prescription drug for asthma	807	3.6%	88
Used prescription drug for backache/back pain	1,646	7.3%	99
Used prescription drug for depression	1,355	6.0%	102
Used prescr drug for diabetes (insulin dependent)	380	1.7%	86
Used prescr drug for diabetes (non-insulin)	709	3.2%	85
Used prescription drug for eczema/skin itch/rash	519	2.3%	111

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

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Latitude: 39.17598  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,439	6.4%	97
Used prescription drug for high blood pressure	2,667	11.9%	95
Used prescription drug for high cholesterol	1,900	8.5%	97
Used prescription drug for migraine headache	920	4.1%	111
Used prescription drug for sinus congest./headache	1,178	5.2%	108
Used prescription drug for urinary tract infection	677	3.0%	96
Used last 6 mo: adhesive bandages	13,019	58.0%	105
Used last 6 mo: athlete's foot/foot care product	2,817	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	11,239	50.0%	105
Used last 6 mo: children's cold tablets/liquids	3,910	17.4%	115
Used last 6 mo: contact lens cleaning solution	3,350	14.9%	122
Used last 6 mo: cotton swabs	11,583	51.6%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	10,660	47.5%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	7,709	34.3%	100
Used last 6 mo: children's cough syrup	3,572	15.9%	112
Used last 6 mo: diarrhea remedy	3,441	15.3%	93
Used last 6 mo: eye wash and drops	6,972	31.0%	102
Used last 6 mo: headache/pain reliever (nonprescr)	19,565	87.1%	104
Used last 6 mo: hemorrhoid remedy	1,940	8.6%	97
Used last 6 mo: indigestion/upset stomach remedy	10,400	46.3%	103
Used last 6 mo: lactose intolerance product	721	3.2%	91
Used last 6 mo: laxative/fiber supplement	2,915	13.0%	93
Used last 6 mo: medicated skin ointment	7,380	32.9%	104
Used last 6 mo: medicated throat remedy	2,453	10.9%	95
Used last 6 mo: nasal spray	3,788	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	5,764	25.7%	116
Used last 6 mo: pain relieving rub/liquid/patch	5,385	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	1,258	5.6%	104
Used last 12 mo: sunburn remedy	3,925	17.5%	113
Used last 12 mo: suntan/sunscreen product	9,964	44.4%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	8,099	36.1%	120
Used last 6 mo: toothache/gum/canker sore remedy	3,631	16.2%	96
Used last 6 mo: vitamins for children	3,932	17.5%	119
Used body powder in last 6 months	5,899	26.3%	94
Used body powder <3 times in last 7 days	2,597	11.6%	98
Used body powder 8+ times in last 7 days	347	1.5%	71
Used body wash/shower gel in last 6 months	11,742	52.3%	101
Used breath freshener in last 6 months	10,580	47.1%	101
Used complexion care product in last 6 months	11,068	49.3%	104
Used complexion care product <7 times last week	3,123	13.9%	102
Used complexion care product 11+ times last week	3,904	17.4%	104
Used complexion care prod: dry facial skin type	1,405	6.3%	86
Used complexion care prod: normal facial skin type	3,753	16.7%	110
Used complexion care prod: oily facial skin type	1,472	6.6%	108
Used dental floss in last 6 months	14,942	66.5%	107

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

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 Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	4,366	19.4%	96
Used denture adhesive/fixative in last 6 months	971	4.3%	69
Used denture cleaner in last 6 months	1,739	7.7%	70
Used deodorant/antiperspirant in last 6 months	21,249	94.6%	102
Used deodorant/antiperspirant <8 times last week	15,457	68.8%	100
Used deodorant/antiperspirant 15+ times last week	1,343	6.0%	99
Used disposable razor in last 6 months	11,686	52.0%	99
Used electric shaver in last 6 months	4,134	18.4%	98
Used hair coloring product (at home) last 6 months	4,378	19.5%	98
Used hair conditioner (at home) in last 6 months	14,163	63.0%	101
Used hair conditioning treatment (at home)/6 mo	4,985	22.2%	94
Used hair growth product in last 6 months	430	1.9%	84
Used hair mousse in last 6 months	4,263	19.0%	109
Used hair spray (at home) in last 6 months	8,663	38.6%	107
Used hair styling gel/lotion in last 6 months	6,547	29.1%	108
Used hand & body cream/lotion/oil in last 6 months	16,569	73.8%	102
Used hand & body cream/lotion/oil <5 times last wk	4,962	22.1%	103
Used hand & body cream/lotion/oil 9+ times last wk	5,432	24.2%	97
Used hand & body cream in last 6 months	4,019	17.9%	102
Used hand & body lotion in last 6 months	11,401	50.8%	103
Used hand & body oil in last 6 months	1,121	5.0%	96
Used lip care in last 6 months	14,127	62.9%	105
Used liquid soap/hand sanitizer in last 6 months	18,023	80.2%	104
Used mouthwash in last 6 months	14,704	65.5%	99
Used mouthwash <4 times in last 7 days	5,026	22.4%	104
Used mouthwash 8+ times in last 7 days	3,231	14.4%	91
Used shampoo (at home) in last 6 months	20,968	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,844	17.1%	89
Used shaving cream/gel in last 6 months	12,119	53.9%	103
Used personal care soap (bar) in last 6 months	18,496	82.3%	98
Used personal care soap for antibacterial purpose	4,376	19.5%	101
Used personal care soap for complexion	1,527	6.8%	99
Used personal care soap for deodorant	3,982	17.7%	110
Use personal care soap for moisturizing	5,032	22.4%	103
Bought toothbrush in last 6 months	19,363	86.2%	101
Bought electric toothbrush in last 6 months	1,785	7.9%	119
Used toothpaste in last 6 months	21,662	96.4%	101
Used toothpaste <8 times in last 7 days	6,921	30.8%	96
Used toothpaste 15+ times in last 7 days	3,633	16.2%	100
Used toothpaste with baking soda in last 6 months	2,360	10.5%	92
Used toothpaste (gel) in last 6 months	7,031	31.3%	112
Used toothpaste (paste) in last 6 months	11,075	49.3%	102
Used whitening toothpaste in last 6 months	8,832	39.3%	113
Used tooth whitener (not toothpaste) last 6 months	2,413	10.7%	101
Had professional manicure/pedicure last 6 months	4,211	18.7%	109
Had professional facial/massage last 6 months	2,408	10.7%	114
Spent \$100+ at barber shops in last 6 months	1,305	5.8%	108
Spent \$100+ at beauty parlors in last 6 months	4,159	18.5%	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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# Health and Beauty Market Potential

Day Heights  
 1468 STHY 131, Day Heights, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17598  
 Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		62,561	65,717	
Population 18+		45,987	48,341	
Households		23,310	24,571	
Median Household Income		\$68,782	\$77,692	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		14,999	32.6%	109
Exercise at club 2+ times per week		6,216	13.5%	110
Exercise at other facility (not club) 2+ times/wk		3,936	8.6%	106
Own stationary bicycle		2,911	6.3%	112
Own treadmill		5,556	12.1%	123
Own weight lifting equipment		7,198	15.7%	121
Presently controlling diet		19,768	43.0%	104
Diet control for blood sugar level		3,166	6.9%	94
Diet control for cholesterol level		4,755	10.3%	102
Diet control to maintain weight		5,497	12.0%	107
Diet control for physical fitness		4,985	10.8%	109
Diet control for salt restriction		1,336	2.9%	87
Diet control for weight loss		7,384	16.1%	113
Used doctor's care/diet for diet method		1,234	2.7%	89
Used exercise program for diet method		4,326	9.4%	111
Used Weight Watchers as diet method		1,589	3.5%	113
Buy foods specifically labeled as fat-free		8,472	18.4%	105
Buy foods specifically labeled as high fiber		5,770	12.5%	109
Buy foods specifically labeled as high protein		2,569	5.6%	102
Buy foods specifically labeled as lactose-free		742	1.6%	87
Buy foods specifically labeled as low-calorie		5,398	11.7%	108
Buy foods specifically labeled as low-carb		3,704	8.1%	104
Buy foods specifically labeled as low-cholesterol		3,761	8.2%	99
Buy foods specifically labeled as low-fat		6,810	14.8%	111
Buy foods specifically labeled as low-sodium		4,273	9.3%	103
Buy foods specifically labeled as natural/organic		4,203	9.1%	109
Buy foods specifically labeled as sugar-free		6,535	14.2%	107
Used butter alternatives in last 6 months		1,724	3.7%	90
Used egg alternatives in last 6 months		6,322	13.7%	97
Used salt alternatives in last 6 months		12,561	27.3%	98
Drank meal/dietary supplement in last 6 months		3,319	7.2%	99
Used nutrition/energy bar in last 6 months		6,947	15.1%	107
Drank sports drink/thirst quencher in last 6 mo		14,756	32.1%	101
Used vitamin/dietary supplement in last 6 months		23,490	51.1%	105
Vitamin/dietary suppl used/6 mo: antioxidant		1,196	2.6%	89
Vitamin/dietary suppl used/6 mo: B complex		2,376	5.2%	106
Vitamin/dietary suppl used/6 mo: B complex+C		678	1.5%	76
Vitamin/dietary suppl used/6 mo: B-6		859	1.9%	92
Vitamin/dietary suppl used/6 mo: B-12		2,405	5.2%	93
Vitamin/dietary suppl used/6 mo: C		4,093	8.9%	106
Vitamin/dietary suppl used/6 mo: calcium		4,988	10.8%	101

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,215	4.8%	98
Vitamin/dietary suppl used/6 mo: E	2,489	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	723	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	2,352	5.1%	111
Vitamin/dietary suppl used/6 mo: multiple formula	6,166	13.4%	114
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,168	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,052	6.6%	112
Vitamin/dietary suppl used/6 mo: zinc	945	2.1%	89
Vitamin/dietary suppl/6 mo: Caltrate 600	1,110	2.4%	91
Vitamin/dietary suppl/6 mo: Centrum	2,672	5.8%	100
Vitamin/dietary suppl/6 mo: Nature Made	2,832	6.2%	105
Visited doctor in last 12 months	37,037	80.5%	104
Visited doctor in last 12 months: 1-3 times	15,727	34.2%	101
Visited doctor in last 12 months: 4-7 times	10,816	23.5%	106
Visited doctor in last 12 months: 8+ times	10,493	22.8%	106
Visited doctor in last 12 mo: allergist	1,100	2.4%	100
Visited doctor in last 12 mo: cardiologist	3,266	7.1%	101
Visited doctor in last 12 mo: chiropractor	3,661	8.0%	107
Visited doctor in last 12 mo: dentist	18,944	41.2%	109
Visited doctor in last 12 mo: dermatologist	3,595	7.8%	110
Visited doctor in last 12 mo: ear/nose/throat	1,923	4.2%	91
Visited doctor in last 12 mo: eye	9,893	21.5%	104
Visited doctor in last 12 mo: general/family	20,867	45.4%	107
Visited doctor in last 12 mo: internist	3,427	7.5%	102
Visited doctor in last 12 mo: physical therapist	2,066	4.5%	99
Visited doctor in last 12 mo: podiatrist	1,488	3.2%	96
Visited doctor in last 12 mo: urologist	1,804	3.9%	102
Visited nurse practitioner in last 12 months	1,922	4.2%	100
Wear regular/sun/tinted prescription eyeglasses	16,823	36.6%	106
Wear bi-focals	7,387	16.1%	102
Wear disposable contact lenses	3,496	7.6%	117
Wear soft contact lenses	4,654	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	1,432	3.1%	112
Spent on contact lenses in last 12 mo: \$100-199	1,856	4.0%	108
Spent on contact lenses in last 12 mo: \$200+	1,519	3.3%	109
Bought prescription eyewear: discount optical ctr	3,914	8.5%	107
Bought prescription eyewear: from eye doctor	12,106	26.3%	103
Bought prescription eyewear: retail optical chain	5,869	12.8%	115
Used prescription drug for allergy/hay fever	3,602	7.8%	112
Used prescription drug for anxiety/panic	1,837	4.0%	98
Used prescription drug for arthritis/rheumatism	1,070	2.3%	88
Used prescription drug for asthma	1,764	3.8%	94
Used prescription drug for backache/back pain	3,406	7.4%	100
Used prescription drug for depression	2,841	6.2%	105
Used prescr drug for diabetes (insulin dependent)	805	1.8%	89
Used prescr drug for diabetes (non-insulin)	1,495	3.3%	87
Used prescription drug for eczema/skin itch/rash	1,034	2.2%	108

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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	3,069	6.7%	101
Used prescription drug for high blood pressure	5,796	12.6%	101
Used prescription drug for high cholesterol	4,216	9.2%	105
Used prescription drug for migraine headache	1,825	4.0%	107
Used prescription drug for sinus congest./headache	2,356	5.1%	105
Used prescription drug for urinary tract infection	1,357	3.0%	94
Used last 6 mo: adhesive bandages	26,802	58.3%	105
Used last 6 mo: athlete's foot/foot care product	5,834	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	22,663	49.3%	104
Used last 6 mo: children's cold tablets/liquids	7,547	16.4%	109
Used last 6 mo: contact lens cleaning solution	6,594	14.3%	118
Used last 6 mo: cotton swabs	23,329	50.7%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	21,635	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	15,488	33.7%	98
Used last 6 mo: children's cough syrup	6,837	14.9%	104
Used last 6 mo: diarrhea remedy	7,029	15.3%	93
Used last 6 mo: eye wash and drops	14,092	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	39,822	86.6%	103
Used last 6 mo: hemorrhoid remedy	4,151	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	21,151	46.0%	102
Used last 6 mo: lactose intolerance product	1,418	3.1%	87
Used last 6 mo: laxative/fiber supplement	6,078	13.2%	95
Used last 6 mo: medicated skin ointment	15,185	33.0%	105
Used last 6 mo: medicated throat remedy	4,816	10.5%	91
Used last 6 mo: nasal spray	7,607	16.5%	104
Used last 6 mo: pain reliever/fever reducer (kids)	11,160	24.3%	110
Used last 6 mo: pain relieving rub/liquid/patch	11,059	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	2,519	5.5%	101
Used last 12 mo: sunburn remedy	7,884	17.1%	111
Used last 12 mo: suntan/sunscreen product	20,138	43.8%	114
Used last 12 mo: SPF 15+ suntan/sunscreen product	16,256	35.3%	118
Used last 6 mo: toothache/gum/canker sore remedy	7,469	16.2%	97
Used last 6 mo: vitamins for children	7,660	16.7%	113
Used body powder in last 6 months	11,967	26.0%	94
Used body powder <3 times in last 7 days	5,156	11.2%	95
Used body powder 8+ times in last 7 days	745	1.6%	74
Used body wash/shower gel in last 6 months	23,750	51.6%	100
Used breath freshener in last 6 months	21,164	46.0%	99
Used complexion care product in last 6 months	22,197	48.3%	102
Used complexion care product <7 times last week	6,054	13.2%	96
Used complexion care product 11+ times last week	8,001	17.4%	104
Used complexion care prod: dry facial skin type	2,984	6.5%	89
Used complexion care prod: normal facial skin type	7,446	16.2%	106
Used complexion care prod: oily facial skin type	2,812	6.1%	101
Used dental floss in last 6 months	30,538	66.4%	106

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# Health and Beauty Market Potential

Day Heights  
 1468 STHY 131, Day Heights, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17598  
 Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	8,771	19.1%	95
Used denture adhesive/fixative in last 6 months	2,183	4.7%	76
Used denture cleaner in last 6 months	4,037	8.8%	79
Used deodorant/antiperspirant in last 6 months	43,325	94.2%	101
Used deodorant/antiperspirant <8 times last week	31,849	69.3%	101
Used deodorant/antiperspirant 15+ times last week	2,636	5.7%	95
Used disposable razor in last 6 months	24,053	52.3%	100
Used electric shaver in last 6 months	8,603	18.7%	99
Used hair coloring product (at home) last 6 months	8,867	19.3%	97
Used hair conditioner (at home) in last 6 months	28,737	62.5%	101
Used hair conditioning treatment (at home)/6 mo	9,954	21.6%	92
Used hair growth product in last 6 months	872	1.9%	83
Used hair mousse in last 6 months	8,410	18.3%	105
Used hair spray (at home) in last 6 months	17,704	38.5%	106
Used hair styling gel/lotion in last 6 months	12,974	28.2%	105
Used hand & body cream/lotion/oil in last 6 months	33,629	73.1%	101
Used hand & body cream/lotion/oil <5 times last wk	10,024	21.8%	102
Used hand & body cream/lotion/oil 9+ times last wk	11,054	24.0%	97
Used hand & body cream in last 6 months	7,955	17.3%	99
Used hand & body lotion in last 6 months	23,039	50.1%	102
Used hand & body oil in last 6 months	2,168	4.7%	91
Used lip care in last 6 months	28,315	61.6%	103
Used liquid soap/hand sanitizer in last 6 months	36,787	80.0%	104
Used mouthwash in last 6 months	29,802	64.8%	98
Used mouthwash <4 times in last 7 days	9,838	21.4%	99
Used mouthwash 8+ times in last 7 days	6,664	14.5%	92
Used shampoo (at home) in last 6 months	42,830	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	7,748	16.8%	87
Used shaving cream/gel in last 6 months	24,814	54.0%	103
Used personal care soap (bar) in last 6 months	37,911	82.4%	98
Used personal care soap for antibacterial purpose	8,831	19.2%	100
Used personal care soap for complexion	3,112	6.8%	99
Used personal care soap for deodorant	8,068	17.5%	108
Use personal care soap for moisturizing	9,911	21.6%	100
Bought toothbrush in last 6 months	39,383	85.6%	100
Bought electric toothbrush in last 6 months	3,451	7.5%	112
Used toothpaste in last 6 months	44,179	96.1%	100
Used toothpaste <8 times in last 7 days	14,188	30.9%	96
Used toothpaste 15+ times in last 7 days	7,211	15.7%	97
Used toothpaste with baking soda in last 6 months	4,669	10.2%	89
Used toothpaste (gel) in last 6 months	14,110	30.7%	110
Used toothpaste (paste) in last 6 months	22,440	48.8%	101
Used whitening toothpaste in last 6 months	17,507	38.1%	109
Used tooth whitener (not toothpaste) last 6 months	4,788	10.4%	98
Had professional manicure/pedicure last 6 months	8,293	18.0%	105
Had professional facial/massage last 6 months	4,846	10.5%	112
Spent \$100+ at barber shops in last 6 months	2,602	5.7%	105
Spent \$100+ at beauty parlors in last 6 months	8,582	18.7%	117

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary	2010	2015
Population	6,776	7,040
Population 18+	4,973	5,152
Households	2,424	2,533
Median Household Income	\$74,465	\$79,233

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,963	79.7%	111
Family restaurant/steak house last month: <2 times	1,313	26.4%	103
Family restaurant/steak house last month: 2-4 times	1,469	29.5%	109
Family restaurant/steak house last month: 5+ times	1,182	23.8%	122
Family restaurant/steak house last 6 months: breakfast	773	15.5%	118
Family restaurant/steak house last 6 months: lunch	1,354	27.2%	110
Family restaurant/steak house last 6 months: snack	121	2.4%	87
Family restaurant/steak house last 6 months: dinner	3,138	63.1%	119
Family restaurant/steak house last 6 months: weekday	2,222	44.7%	116
Family restaurant/steak house last 6 months: weekend	2,609	52.5%	118
Family restaurant/steak house last 6 months: Applebee's	1,563	31.4%	124
Family restaurant/steak house last 6 months: Bennigan's	148	3.0%	135
Family restaurant/steak house last 6 months: Bob Evans Farm	230	4.6%	101
Family restaurant/steak house last 6 months: Cheesecake Factory	379	7.6%	116
Family restaurant/steak house last 6 months: Chili's Grill & Bar	754	15.2%	131
Family restaurant/steak house last 6 months: Cracker Barrel	635	12.8%	115
Family restaurant/steak house last 6 months: Denny's	475	9.6%	106
Family restaurant/steak house last 6 months: Friendly's	248	5.0%	125
Family restaurant/steak house last 6 months: Golden Corral	436	8.8%	121
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	625	12.6%	108
Family restaurant/steak house last 6 months: Lone Star Steakhouse	191	3.8%	141
Family restaurant/steak house last 6 months: Old Country Buffet	156	3.1%	110
Family restaurant/steak house last 6 months: Olive Garden	1,128	22.7%	128
Family restaurant/steak house last 6 months: Outback Steakhouse	726	14.6%	127
Family restaurant/steak house last 6 months: Perkins	188	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	794	16.0%	119
Family restaurant/steak house last 6 months: Red Robin	392	7.9%	140
Family restaurant/steak house last 6 months: Ruby Tuesday	504	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	132	2.7%	70
Family restaurant/steak house last 6 months: Sizzler	85	1.7%	57
Family restaurant/steak house last 6 months: T.G.I. Friday's	677	13.6%	132
Went to fast food/drive-in restaurant in last 6 months	4,597	92.4%	104
Went to fast food/drive-in restaurant <6 times/month	1,751	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/month	1,464	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month	1,382	27.8%	111
Fast food/drive-in last 6 months: breakfast	1,543	31.0%	113
Fast food/drive-in last 6 months: lunch	3,214	64.6%	110
Fast food/drive-in last 6 months: snack	894	18.0%	103
Fast food/drive-in last 6 months: dinner	2,712	54.5%	113

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,616	72.7%	109
Fast food/drive-in last 6 months: weekend	2,627	52.8%	109
Fast food/drive-in last 6 months: A & W	271	5.4%	120
Fast food/drive-in last 6 months: Arby's	1,242	25.0%	121
Fast food/drive-in last 6 months: Boston Market	300	6.0%	127
Fast food/drive-in last 6 months: Burger King	1,962	39.5%	109
Fast food/drive-in last 6 months: Captain D's	245	4.9%	96
Fast food/drive-in last 6 months: Carl's Jr.	218	4.4%	70
Fast food/drive-in last 6 months: Checkers	191	3.8%	121
Fast food/drive-in last 6 months: Chick-fil-A	892	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	377	7.6%	125
Fast food/drive-in last 6 months: Chuck E. Cheese	238	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	229	4.6%	107
Fast food/drive-in last 6 months: Dairy Queen	887	17.8%	112
Fast food/drive-in last 6 months: Del Taco	148	3.0%	89
Fast food/drive-in last 6 months: Domino's Pizza	761	15.3%	114
Fast food/drive-in last 6 months: Dunkin' Donuts	652	13.1%	114
Fast food/drive-in last 6 months: Fuddruckers	183	3.7%	132
Fast food/drive-in last 6 months: Hardee's	266	5.3%	79
Fast food/drive-in last 6 months: Jack in the Box	546	11.0%	106
Fast food/drive-in last 6 months: KFC	1,416	28.5%	103
Fast food/drive-in last 6 months: Little Caesars	444	8.9%	122
Fast food/drive-in last 6 months: Long John Silver's	289	5.8%	92
Fast food/drive-in last 6 months: McDonald's	2,983	60.0%	107
Fast food/drive-in last 6 months: Panera Bread	649	13.1%	134
Fast food/drive-in last 6 months: Papa John's	551	11.1%	127
Fast food/drive-in last 6 months: Pizza Hut	1,168	23.5%	106
Fast food/drive-in last 6 months: Popeyes	440	8.8%	121
Fast food/drive-in last 6 months: Quiznos	530	10.7%	118
Fast food/drive-in last 6 months: Sonic Drive-In	626	12.6%	107
Fast food/drive-in last 6 months: Starbucks	851	17.1%	115
Fast food/drive-in last 6 months: Steak n Shake	309	6.2%	123
Fast food/drive-in last 6 months: Subway	1,775	35.7%	113
Fast food/drive-in last 6 months: Taco Bell	1,844	37.1%	115
Fast food/drive-in last 6 months: Wendy's	1,789	36.0%	115
Fast food/drive-in last 6 months: Whataburger	257	5.2%	107
Fast food/drive-in last 6 months: White Castle	201	4.0%	100
Fast food/drive-in last 6 months: eat in	1,937	39.0%	103
Fast food/drive-in last 6 months: home delivery	608	12.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	2,936	59.0%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,298	26.1%	106

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Demographic Summary	2010	2015
Population	30,731	32,437
Population 18+	22,464	23,690
Households	11,422	12,114
Median Household Income	\$69,799	\$78,184

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	17,523	78.0%	108
Family restaurant/steak house last month: <2 times	5,827	25.9%	101
Family restaurant/steak house last month: 2-4 times	6,554	29.2%	108
Family restaurant/steak house last month: 5+ times	5,141	22.9%	118
Family restaurant/steak house last 6 months: breakfast	3,313	14.7%	112
Family restaurant/steak house last 6 months: lunch	6,056	27.0%	109
Family restaurant/steak house last 6 months: snack	517	2.3%	82
Family restaurant/steak house last 6 months: dinner	13,756	61.2%	116
Family restaurant/steak house last 6 months: weekday	9,924	44.2%	115
Family restaurant/steak house last 6 months: weekend	11,340	50.5%	113
Family restaurant/steak house last 6 months: Applebee's	6,606	29.4%	116
Family restaurant/steak house last 6 months: Bennigan's	590	2.6%	119
Family restaurant/steak house last 6 months: Bob Evans Farm	1,089	4.8%	106
Family restaurant/steak house last 6 months: Cheesecake Factory	1,694	7.5%	115
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,419	15.2%	131
Family restaurant/steak house last 6 months: Cracker Barrel	2,882	12.8%	116
Family restaurant/steak house last 6 months: Denny's	2,040	9.1%	101
Family restaurant/steak house last 6 months: Friendly's	924	4.1%	103
Family restaurant/steak house last 6 months: Golden Corral	1,854	8.3%	114
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,912	13.0%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse	749	3.3%	122
Family restaurant/steak house last 6 months: Old Country Buffet	581	2.6%	91
Family restaurant/steak house last 6 months: Olive Garden	4,822	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse	3,102	13.8%	120
Family restaurant/steak house last 6 months: Perkins	790	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster	3,345	14.9%	111
Family restaurant/steak house last 6 months: Red Robin	1,796	8.0%	142
Family restaurant/steak house last 6 months: Ruby Tuesday	2,170	9.7%	116
Family restaurant/steak house last 6 months: Ryan's	700	3.1%	83
Family restaurant/steak house last 6 months: Sizzler	439	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,895	12.9%	125
Went to fast food/drive-in restaurant in last 6 months	20,515	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	7,550	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/month	6,673	29.7%	103
Went to fast food/drive-in restaurant 14+ times/month	6,291	28.0%	112
Fast food/drive-in last 6 months: breakfast	6,654	29.6%	108
Fast food/drive-in last 6 months: lunch	14,317	63.7%	108
Fast food/drive-in last 6 months: snack	3,894	17.3%	100
Fast food/drive-in last 6 months: dinner	12,169	54.2%	112

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	16,221	72.2%	109
Fast food/drive-in last 6 months: weekend	11,528	51.3%	106
Fast food/drive-in last 6 months: A & W	1,172	5.2%	115
Fast food/drive-in last 6 months: Arby's	5,650	25.2%	122
Fast food/drive-in last 6 months: Boston Market	1,230	5.5%	115
Fast food/drive-in last 6 months: Burger King	8,791	39.1%	108
Fast food/drive-in last 6 months: Captain D's	1,155	5.1%	100
Fast food/drive-in last 6 months: Carl's Jr.	1,082	4.8%	77
Fast food/drive-in last 6 months: Checkers	735	3.3%	103
Fast food/drive-in last 6 months: Chick-fil-A	3,963	17.6%	137
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,691	7.5%	124
Fast food/drive-in last 6 months: Chuck E. Cheese	1,072	4.8%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	893	4.0%	93
Fast food/drive-in last 6 months: Dairy Queen	4,175	18.6%	116
Fast food/drive-in last 6 months: Del Taco	701	3.1%	93
Fast food/drive-in last 6 months: Domino's Pizza	3,054	13.6%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	2,672	11.9%	103
Fast food/drive-in last 6 months: Fuddruckers	812	3.6%	129
Fast food/drive-in last 6 months: Hardee's	1,281	5.7%	84
Fast food/drive-in last 6 months: Jack in the Box	2,391	10.6%	102
Fast food/drive-in last 6 months: KFC	6,211	27.6%	100
Fast food/drive-in last 6 months: Little Caesars	1,851	8.2%	113
Fast food/drive-in last 6 months: Long John Silver's	1,423	6.3%	100
Fast food/drive-in last 6 months: McDonald's	13,297	59.2%	106
Fast food/drive-in last 6 months: Panera Bread	2,864	12.7%	131
Fast food/drive-in last 6 months: Papa John's	2,350	10.5%	120
Fast food/drive-in last 6 months: Pizza Hut	5,344	23.8%	108
Fast food/drive-in last 6 months: Popeyes	1,673	7.4%	102
Fast food/drive-in last 6 months: Quiznos	2,347	10.4%	116
Fast food/drive-in last 6 months: Sonic Drive-In	3,038	13.5%	115
Fast food/drive-in last 6 months: Starbucks	3,869	17.2%	116
Fast food/drive-in last 6 months: Steak n Shake	1,363	6.1%	121
Fast food/drive-in last 6 months: Subway	8,046	35.8%	113
Fast food/drive-in last 6 months: Taco Bell	8,253	36.7%	114
Fast food/drive-in last 6 months: Wendy's	8,017	35.7%	114
Fast food/drive-in last 6 months: Whataburger	1,321	5.9%	122
Fast food/drive-in last 6 months: White Castle	771	3.4%	85
Fast food/drive-in last 6 months: eat in	8,738	38.9%	103
Fast food/drive-in last 6 months: home delivery	2,606	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	13,147	58.5%	112
Fast food/drive-in last 6 months: take-out/walk-in	5,700	25.4%	103

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		62,561	65,717
Population 18+		45,987	48,341
Households		23,310	24,571
Median Household Income		\$68,782	\$77,692
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	35,559	77.3%	107
Family restaurant/steak house last month: <2 times	11,933	25.9%	101
Family restaurant/steak house last month: 2-4 times	13,387	29.1%	108
Family restaurant/steak house last month: 5+ times	10,237	22.3%	115
Family restaurant/steak house last 6 months: breakfast	6,714	14.6%	111
Family restaurant/steak house last 6 months: lunch	12,426	27.0%	109
Family restaurant/steak house last 6 months: snack	1,010	2.2%	79
Family restaurant/steak house last 6 months: dinner	27,632	60.1%	114
Family restaurant/steak house last 6 months: weekday	20,069	43.6%	113
Family restaurant/steak house last 6 months: weekend	22,808	49.6%	112
Family restaurant/steak house last 6 months: Applebee's	13,312	28.9%	115
Family restaurant/steak house last 6 months: Bennigan's	1,140	2.5%	113
Family restaurant/steak house last 6 months: Bob Evans Farm	2,400	5.2%	114
Family restaurant/steak house last 6 months: Cheesecake Factory	3,297	7.2%	109
Family restaurant/steak house last 6 months: Chili's Grill & Bar	6,645	14.5%	125
Family restaurant/steak house last 6 months: Cracker Barrel	5,982	13.0%	117
Family restaurant/steak house last 6 months: Denny's	4,018	8.7%	97
Family restaurant/steak house last 6 months: Friendly's	1,882	4.1%	103
Family restaurant/steak house last 6 months: Golden Corral	3,561	7.7%	107
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,713	12.4%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,509	3.3%	120
Family restaurant/steak house last 6 months: Old Country Buffet	1,210	2.6%	92
Family restaurant/steak house last 6 months: Olive Garden	9,704	21.1%	119
Family restaurant/steak house last 6 months: Outback Steakhouse	6,151	13.4%	117
Family restaurant/steak house last 6 months: Perkins	1,720	3.7%	103
Family restaurant/steak house last 6 months: Red Lobster	6,782	14.7%	110
Family restaurant/steak house last 6 months: Red Robin	3,425	7.4%	132
Family restaurant/steak house last 6 months: Ruby Tuesday	4,393	9.6%	114
Family restaurant/steak house last 6 months: Ryan's	1,445	3.1%	83
Family restaurant/steak house last 6 months: Sizzler	911	2.0%	66
Family restaurant/steak house last 6 months: T.G.I. Friday's	5,620	12.2%	119
Went to fast food/drive-in restaurant in last 6 months	41,873	91.1%	103
Went to fast food/drive-in restaurant <6 times/month	15,638	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	13,809	30.0%	104
Went to fast food/drive-in restaurant 14+ times/month	12,424	27.0%	108
Fast food/drive-in last 6 months: breakfast	13,472	29.3%	107
Fast food/drive-in last 6 months: lunch	29,160	63.4%	108
Fast food/drive-in last 6 months: snack	7,938	17.3%	99
Fast food/drive-in last 6 months: dinner	24,482	53.2%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	33,048	71.9%	108
Fast food/drive-in last 6 months: weekend	23,285	50.6%	105
Fast food/drive-in last 6 months: A & W	2,390	5.2%	115
Fast food/drive-in last 6 months: Arby's	11,463	24.9%	121
Fast food/drive-in last 6 months: Boston Market	2,391	5.2%	109
Fast food/drive-in last 6 months: Burger King	17,709	38.5%	106
Fast food/drive-in last 6 months: Captain D's	2,272	4.9%	96
Fast food/drive-in last 6 months: Carl's Jr.	2,256	4.9%	79
Fast food/drive-in last 6 months: Checkers	1,410	3.1%	96
Fast food/drive-in last 6 months: Chick-fil-A	7,691	16.7%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,321	7.2%	119
Fast food/drive-in last 6 months: Chuck E. Cheese	2,128	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,625	3.5%	82
Fast food/drive-in last 6 months: Dairy Queen	8,563	18.6%	117
Fast food/drive-in last 6 months: Del Taco	1,353	2.9%	88
Fast food/drive-in last 6 months: Domino's Pizza	6,064	13.2%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	5,376	11.7%	101
Fast food/drive-in last 6 months: Fuddruckers	1,601	3.5%	125
Fast food/drive-in last 6 months: Hardee's	2,792	6.1%	89
Fast food/drive-in last 6 months: Jack in the Box	4,556	9.9%	95
Fast food/drive-in last 6 months: KFC	12,775	27.8%	101
Fast food/drive-in last 6 months: Little Caesars	3,598	7.8%	107
Fast food/drive-in last 6 months: Long John Silver's	2,936	6.4%	101
Fast food/drive-in last 6 months: McDonald's	27,172	59.1%	106
Fast food/drive-in last 6 months: Panera Bread	5,686	12.4%	127
Fast food/drive-in last 6 months: Papa John's	4,508	9.8%	113
Fast food/drive-in last 6 months: Pizza Hut	10,739	23.4%	106
Fast food/drive-in last 6 months: Popeyes	3,086	6.7%	92
Fast food/drive-in last 6 months: Quiznos	4,655	10.1%	113
Fast food/drive-in last 6 months: Sonic Drive-In	6,015	13.1%	111
Fast food/drive-in last 6 months: Starbucks	7,756	16.9%	114
Fast food/drive-in last 6 months: Steak n Shake	2,751	6.0%	119
Fast food/drive-in last 6 months: Subway	16,140	35.1%	111
Fast food/drive-in last 6 months: Taco Bell	16,373	35.6%	111
Fast food/drive-in last 6 months: Wendy's	16,040	34.9%	112
Fast food/drive-in last 6 months: Whataburger	2,397	5.2%	108
Fast food/drive-in last 6 months: White Castle	1,617	3.5%	87
Fast food/drive-in last 6 months: eat in	18,216	39.6%	105
Fast food/drive-in last 6 months: home delivery	5,030	10.9%	105
Fast food/drive-in last 6 months: take-out/drive-thru	26,530	57.7%	110
Fast food/drive-in last 6 months: take-out/walk-in	11,423	24.8%	101

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		6,776	7,040	
Population 18+		4,973	5,152	
Households		2,424	2,533	
Median Household Income		\$74,465	\$79,233	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		614	12.3%	125
Participated in archery		137	2.8%	104
Participated in backpacking/hiking		524	10.5%	112
Participated in baseball		285	5.7%	110
Participated in basketball		538	10.8%	116
Participated in bicycling (mountain)		205	4.1%	112
Participated in bicycling (road)		537	10.8%	112
Participated in boating (power)		362	7.3%	118
Participated in bowling		754	15.2%	130
Participated in canoeing/kayaking		279	5.6%	117
Participated in downhill skiing		173	3.5%	119
Participated in fishing (fresh water)		749	15.1%	115
Participated in fishing (salt water)		266	5.3%	117
Participated in football		337	6.8%	109
Participated in Frisbee		316	6.4%	116
Participated in golf		628	12.6%	122
Play golf < once a month		233	4.7%	118
Play golf 1+ times a month		333	6.7%	124
Participated in horseback riding		139	2.8%	92
Participated in hunting with rifle		239	4.8%	99
Participated in hunting with shotgun		202	4.1%	96
Participated in ice skating		189	3.8%	132
Participated in jogging/running		651	13.1%	124
Participated in martial arts		57	1.1%	82
Participated in motorcycling		195	3.9%	106
Participated in Pilates		196	3.9%	120
Participated in roller skating		101	2.0%	97
Participated in snowboarding		74	1.5%	77
Participated in soccer		223	4.5%	104
Participated in softball		209	4.2%	108
Participated in swimming		1,172	23.6%	121
Participated in target shooting		229	4.6%	119
Participated in tennis		232	4.7%	109
Participated in volleyball		197	4.0%	113
Participated in walking for exercise		1,688	33.9%	114
Participated in weight lifting		723	14.5%	123
Participated in yoga		289	5.8%	101
Spent on high end sports/recreation equipment/12 mo: <\$250		236	4.7%	107
Spent on high end sports/recreation equipment/12 mo: \$250+		246	4.9%	127
Attend sports event: auto racing (NASCAR)		400	8.0%	110
Attend sports event: auto racing (not NASCAR)		338	6.8%	107
Attend sports event: baseball game		909	18.3%	124

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	443	8.9%	112
Attend sports event: basketball game (pro)	531	10.7%	125
Attend sports event: football game (college)	595	12.0%	116
Attend sports event: football-Monday night game (pro)	329	6.6%	108
Attend sports event: football-weekend game (pro)	554	11.1%	123
Attend sports event: golf tournament	330	6.6%	120
Attend sports event: ice hockey game	421	8.5%	128
Attend sports event: soccer game	353	7.1%	115
Attend sports event: tennis match	240	4.8%	98
Attended adult education course in last 12 months	370	7.4%	112
Attended auto show in last 12 months	473	9.5%	115
Went to bar/night club in last 12 months	1,087	21.9%	115
Went to beach in last 12 months	1,460	29.4%	120
Attended dance performance in last 12 months	244	4.9%	110
Danced/went dancing in last 12 months	506	10.2%	107
Dined out in last 12 months	2,717	54.6%	111
Dine out < once a month	301	6.1%	129
Dine out once a month	331	6.7%	108
Dine out 2-3 times a month	620	12.5%	108
Dine out once a week	669	13.5%	117
Dine out 2+ times per week	467	9.4%	95
Gambled at casino in last 12 months	935	18.8%	117
Gambled at casino 6+ times in last 12 months	139	2.8%	103
Gambled in Atlantic City in last 12 months	131	2.6%	104
Gambled in Las Vegas in last 12 months	276	5.6%	116
Attended horse races in last 12 months	121	2.4%	82
Attended movies in last 6 months	3,120	62.7%	107
Attended movies in last 90 days: < once a month	1,783	35.9%	111
Attended movies in last 90 days: once a month	557	11.2%	109
Attended movies in last 90 days: 2-3 times a month	351	7.1%	105
Attended movies in last 90 days: once/week or more	90	1.8%	71
Prefer to see movie after second week of release	1,305	26.2%	111
Went to museum in last 12 months	661	13.3%	104
Attended music performance in last 12 months	1,338	26.9%	113
Attended country music performance in last 12 mo	260	5.2%	103
Attended rock music performance in last 12 months	616	12.4%	113
Attended classical music/opera performance/12 mo	224	4.5%	98
Went to live theater in last 12 months	739	14.9%	113
Visited a theme park in last 12 months	1,310	26.3%	123
Visited Disney World (FL)/12 mo: Magic Kingdom	243	4.9%	144
Visited any Sea World in last 12 months	217	4.4%	129
Visited any Six Flags in last 12 months	330	6.6%	114
Went to zoo in last 12 months	774	15.6%	122
Played backgammon in last 12 months	104	2.1%	104
Participated in book club in last 12 months	118	2.4%	75
Played billiards/pool in last 12 months	504	10.1%	105
Played bingo in last 12 months	239	4.8%	113
Did birdwatching in last 12 months	331	6.7%	107
Played board game in last 12 months	955	19.2%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,198	24.1%	115
Played chess in last 12 months	192	3.9%	106
Cooked for fun in last 12 months	1,189	23.9%	115
Did crossword puzzle in last 12 months	784	15.8%	108
Participated in fantasy sports league last 12 mo	219	4.4%	135
Flew a kite in last 12 months	165	3.3%	117
Did furniture refinishing in last 12 months	196	3.9%	122
Did indoor gardening/plant care in last 12 months	554	11.1%	111
Participated in karaoke in last 12 months	218	4.4%	99
Bought lottery ticket in last 12 months	1,907	38.3%	111
Bought lottery ticket in last 12 mo: Daily Drawing	234	4.7%	97
Bought lottery ticket in last 12 mo: Instant Game	820	16.5%	104
Bought lottery ticket in last 12 mo: Lotto Drawing	1,272	25.6%	120
Played lottery: <3 times in last 30 days	845	17.0%	108
Played lottery: 3-7 times in last 30 days	563	11.3%	118
Played lottery: 8+ times in last 30 days	500	10.1%	108
Played musical instrument in last 12 months	387	7.8%	98
Did painting/drawing in last 12 months	325	6.5%	100
Did photography in last 12 months	701	14.1%	112
Read book in last 12 months	2,176	43.8%	107
Participated in trivia games in last 12 months	372	7.5%	124
Played video game in last 12 months	739	14.9%	112
Did woodworking in last 12 months	274	5.5%	117
Participated in word games in last 12 months	503	10.1%	106
Member of AARP	808	16.2%	105
Member of business club	166	3.3%	134
Member of charitable organization	343	6.9%	109
Member of church board	204	4.1%	95
Member of fraternal order	184	3.7%	105
Member of religious club	341	6.9%	107
Member of union	327	6.6%	125
Member of veterans club	177	3.6%	105
Bought any children`s toy/game in last 12 months	1,961	39.4%	114
Spent on toys/games in last 12 months: <\$50	366	7.4%	121
Spent on toys/games in last 12 months: \$50-99	154	3.1%	112
Spent on toys/games in last 12 months: \$100-199	332	6.7%	93
Spent on toys/games in last 12 months: \$200-499	593	11.9%	110
Spent on toys/games in last 12 months: \$500+	360	7.2%	126
Bought infant toy in last 12 months	469	9.4%	113
Bought pre-school toy in last 12 months	458	9.2%	114
Spent on toys/games (for child <6)/12 mo: <\$100	633	12.7%	115
Spent on toys/games (for child <6)/12 mo: \$100-199	356	7.2%	106
Spent on toys/games (for child <6)/12 mo: \$200+	411	8.3%	107
Bought for child in last 12 mo: boy action figure	447	9.0%	111
Bought for child in last 12 mo: girl action figure	163	3.3%	106
Bought for child in last 12 mo: bicycle	397	8.0%	117
Bought for child in last 12 mo: board game	752	15.1%	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

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	211	4.2%	125
Bought for child in last 12 mo: car	469	9.4%	102
Bought for child in last 12 mo: construction toy	265	5.3%	108
Bought for child in last 12 mo: large/baby doll	311	6.3%	96
Bought for child in last 12 mo: fashion doll	246	4.9%	97
Bought for child in last 12 mo: plush doll/animal	556	11.2%	133
Bought for child in last 12 mo: doll accessories	198	4.0%	99
Bought for child in last 12 mo: doll clothing	194	3.9%	95
Bought for child in last 12 mo: educational toy	794	16.0%	117
Bought for child in last 12 mo: electronic game	581	11.7%	125
Bought for child in last 12 mo: mechanical toy	233	4.7%	117
Bought for child in last 12 mo: model kit/set	151	3.0%	118
Bought for child in last 12 mo: sound game	108	2.2%	77
Bought for child in last 12 mo: water toy	589	11.8%	124
Bought for child in last 12 mo: word game	173	3.5%	90
Bought book in last 12 months	2,758	55.5%	110
Bought 1-3 books in last 12 months	1,084	21.8%	111
Bought 4-9 books in last 12 months	801	16.1%	103
Bought 10+ books in last 12 months	872	17.5%	116
Bought paperback book in last 12 months	2,141	43.1%	114
Bought <3 paperback books in last 12 months	722	14.5%	112
Bought 3-6 paperback books in last 12 months	737	14.8%	113
Bought 7+ paperback books in last 12 months	683	13.7%	116
Bought hardcover book in last 12 months	1,560	31.4%	112
Bought <3 hardcover books in last 12 months	699	14.1%	115
Bought 3-5 hardcover books in last 12 months	406	8.2%	102
Bought 6+ hardcover books in last 12 months	455	9.1%	116
Bought book (fiction) in last 12 months	1,589	32.0%	114
Bought book (non-fiction) in last 12 months	1,399	28.1%	111
Bought biography in last 12 months	370	7.4%	102
Bought children`s book in last 12 months	725	14.6%	115
Bought cookbook in last 12 months	588	11.8%	108
Bought desk dictionary in last 12 months	88	1.8%	87
Bought history book in last 12 months	395	7.9%	105
Bought mystery book in last 12 months	607	12.2%	109
Bought personal/business self-help book last 12 mo	463	9.3%	130
Bought religious book (not bible) last 12 months	440	8.8%	117
Bought romance book in last 12 months	312	6.3%	96
Bought science fiction book in last 12 months	249	5.0%	110
Bought book through book club in last 12 months	219	4.4%	102
Bought book at book store in last 12 months	1,989	40.0%	119
Bought book at Barnes & Noble in last 12 months	1,220	24.5%	125
Bought book at Borders in last 12 months	681	13.7%	123
Bought book at convenience store in last 12 months	88	1.8%	80
Bought book at department store in last 12 months	359	7.2%	94
Bought book at drug store in last 12 months	89	1.8%	79
Bought book through Internet in last 12 mo	630	12.7%	125
Bought book through mail order in last 12 months	131	2.6%	77
Bought book at supermarket in last 12 months	248	5.0%	96
Bought book at warehouse store in last 12 months	343	6.9%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,731	32,437
Population 18+		22,464	23,690
Households		11,422	12,114
Median Household Income		\$69,799	\$78,184
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	2,616	11.6%	118
Participated in archery	630	2.8%	106
Participated in backpacking/hiking	2,330	10.4%	110
Participated in baseball	1,336	5.9%	114
Participated in basketball	2,306	10.3%	110
Participated in bicycling (mountain)	981	4.4%	119
Participated in bicycling (road)	2,549	11.3%	117
Participated in boating (power)	1,665	7.4%	120
Participated in bowling	3,329	14.8%	127
Participated in canoeing/kayaking	1,289	5.7%	120
Participated in downhill skiing	787	3.5%	120
Participated in fishing (fresh water)	3,265	14.5%	111
Participated in fishing (salt water)	1,158	5.2%	113
Participated in football	1,517	6.8%	108
Participated in Frisbee	1,440	6.4%	117
Participated in golf	2,947	13.1%	127
Play golf < once a month	1,113	5.0%	125
Play golf 1+ times a month	1,519	6.8%	125
Participated in horseback riding	738	3.3%	108
Participated in hunting with rifle	1,122	5.0%	103
Participated in hunting with shotgun	943	4.2%	99
Participated in ice skating	799	3.6%	123
Participated in jogging/running	2,849	12.7%	120
Participated in martial arts	325	1.4%	103
Participated in motorcycling	920	4.1%	111
Participated in Pilates	931	4.1%	127
Participated in roller skating	531	2.4%	113
Participated in snowboarding	401	1.8%	93
Participated in soccer	1,045	4.7%	108
Participated in softball	991	4.4%	113
Participated in swimming	5,356	23.8%	123
Participated in target shooting	986	4.4%	114
Participated in tennis	1,068	4.8%	111
Participated in volleyball	956	4.3%	122
Participated in walking for exercise	7,492	33.4%	112
Participated in weight lifting	3,312	14.7%	125
Participated in yoga	1,287	5.7%	99
Spent on high end sports/recreation equipment/12 mo: <\$250	1,003	4.5%	101
Spent on high end sports/recreation equipment/12 mo: \$250+	1,051	4.7%	120
Attend sports event: auto racing (NASCAR)	1,811	8.1%	110
Attend sports event: auto racing (not NASCAR)	1,531	6.8%	108
Attend sports event: baseball game	4,030	17.9%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

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Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,937	8.6%	108
Attend sports event: basketball game (pro)	2,204	9.8%	115
Attend sports event: football game (college)	2,716	12.1%	117
Attend sports event: football-Monday night game (pro)	1,454	6.5%	106
Attend sports event: football-weekend game (pro)	2,415	10.8%	119
Attend sports event: golf tournament	1,409	6.3%	113
Attend sports event: ice hockey game	1,794	8.0%	120
Attend sports event: soccer game	1,577	7.0%	114
Attend sports event: tennis match	1,142	5.1%	103
Attended adult education course in last 12 months	1,726	7.7%	116
Attended auto show in last 12 months	2,148	9.6%	115
Went to bar/night club in last 12 months	4,925	21.9%	115
Went to beach in last 12 months	6,343	28.2%	115
Attended dance performance in last 12 months	1,034	4.6%	104
Danced/went dancing in last 12 months	2,185	9.7%	102
Dined out in last 12 months	12,257	54.6%	111
Dine out < once a month	1,159	5.2%	110
Dine out once a month	1,546	6.9%	111
Dine out 2-3 times a month	2,753	12.3%	106
Dine out once a week	3,050	13.6%	118
Dine out 2+ times per week	2,248	10.0%	101
Gambled at casino in last 12 months	3,872	17.2%	107
Gambled at casino 6+ times in last 12 months	612	2.7%	100
Gambled in Atlantic City in last 12 months	464	2.1%	82
Gambled in Las Vegas in last 12 months	1,188	5.3%	111
Attended horse races in last 12 months	610	2.7%	92
Attended movies in last 6 months	13,756	61.2%	104
Attended movies in last 90 days: < once a month	7,672	34.2%	106
Attended movies in last 90 days: once a month	2,619	11.7%	114
Attended movies in last 90 days: 2-3 times a month	1,574	7.0%	104
Attended movies in last 90 days: once/week or more	421	1.9%	73
Prefer to see movie after second week of release	5,959	26.5%	112
Went to museum in last 12 months	3,021	13.4%	105
Attended music performance in last 12 months	6,059	27.0%	114
Attended country music performance in last 12 mo	1,221	5.4%	107
Attended rock music performance in last 12 months	2,894	12.9%	118
Attended classical music/opera performance/12 mo	1,078	4.8%	104
Went to live theater in last 12 months	3,119	13.9%	106
Visited a theme park in last 12 months	5,539	24.7%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	937	4.2%	123
Visited any Sea World in last 12 months	904	4.0%	119
Visited any Six Flags in last 12 months	1,343	6.0%	103
Went to zoo in last 12 months	3,482	15.5%	122
Played backgammon in last 12 months	452	2.0%	100
Participated in book club in last 12 months	622	2.8%	87
Played billiards/pool in last 12 months	2,416	10.8%	112
Played bingo in last 12 months	937	4.2%	98
Did birdwatching in last 12 months	1,448	6.4%	104
Played board game in last 12 months	4,335	19.3%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	5,175	23.0%	110
Played chess in last 12 months	841	3.7%	102
Cooked for fun in last 12 months	5,165	23.0%	111
Did crossword puzzle in last 12 months	3,551	15.8%	109
Participated in fantasy sports league last 12 mo	875	3.9%	120
Flew a kite in last 12 months	715	3.2%	112
Did furniture refinishing in last 12 months	793	3.5%	110
Did indoor gardening/plant care in last 12 months	2,363	10.5%	104
Participated in karaoke in last 12 months	1,062	4.7%	107
Bought lottery ticket in last 12 months	8,153	36.3%	105
Bought lottery ticket in last 12 mo: Daily Drawing	934	4.2%	86
Bought lottery ticket in last 12 mo: Instant Game	3,694	16.4%	104
Bought lottery ticket in last 12 mo: Lotto Drawing	5,143	22.9%	107
Played lottery: <3 times in last 30 days	3,685	16.4%	104
Played lottery: 3-7 times in last 30 days	2,312	10.3%	107
Played lottery: 8+ times in last 30 days	2,157	9.6%	103
Played musical instrument in last 12 months	1,854	8.3%	104
Did painting/drawing in last 12 months	1,456	6.5%	99
Did photography in last 12 months	3,204	14.3%	113
Read book in last 12 months	9,861	43.9%	108
Participated in trivia games in last 12 months	1,647	7.3%	122
Played video game in last 12 months	3,477	15.5%	116
Did woodworking in last 12 months	1,187	5.3%	112
Participated in word games in last 12 months	2,201	9.8%	103
Member of AARP	3,423	15.2%	99
Member of business club	694	3.1%	124
Member of charitable organization	1,503	6.7%	106
Member of church board	935	4.2%	97
Member of fraternal order	783	3.5%	99
Member of religious club	1,403	6.2%	98
Member of union	1,277	5.7%	108
Member of veterans club	759	3.4%	99
Bought any children`s toy/game in last 12 months	8,853	39.4%	114
Spent on toys/games in last 12 months: <\$50	1,511	6.7%	110
Spent on toys/games in last 12 months: \$50-99	684	3.0%	110
Spent on toys/games in last 12 months: \$100-199	1,664	7.4%	103
Spent on toys/games in last 12 months: \$200-499	2,805	12.5%	115
Spent on toys/games in last 12 months: \$500+	1,601	7.1%	124
Bought infant toy in last 12 months	2,121	9.4%	113
Bought pre-school toy in last 12 months	2,063	9.2%	113
Spent on toys/games (for child <6)/12 mo: <\$100	2,724	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	1,710	7.6%	113
Spent on toys/games (for child <6)/12 mo: \$200+	2,022	9.0%	116
Bought for child in last 12 mo: boy action figure	2,073	9.2%	114
Bought for child in last 12 mo: girl action figure	708	3.2%	102
Bought for child in last 12 mo: bicycle	1,790	8.0%	116
Bought for child in last 12 mo: board game	3,217	14.3%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	898	4.0%	118
Bought for child in last 12 mo: car	2,196	9.8%	106
Bought for child in last 12 mo: construction toy	1,176	5.2%	106
Bought for child in last 12 mo: large/baby doll	1,671	7.4%	114
Bought for child in last 12 mo: fashion doll	1,150	5.1%	100
Bought for child in last 12 mo: plush doll/animal	2,448	10.9%	129
Bought for child in last 12 mo: doll accessories	962	4.3%	106
Bought for child in last 12 mo: doll clothing	965	4.3%	104
Bought for child in last 12 mo: educational toy	3,585	16.0%	117
Bought for child in last 12 mo: electronic game	2,563	11.4%	122
Bought for child in last 12 mo: mechanical toy	1,080	4.8%	120
Bought for child in last 12 mo: model kit/set	657	2.9%	114
Bought for child in last 12 mo: sound game	581	2.6%	92
Bought for child in last 12 mo: water toy	2,664	11.9%	124
Bought for child in last 12 mo: word game	844	3.8%	97
Bought book in last 12 months	12,472	55.5%	111
Bought 1-3 books in last 12 months	4,809	21.4%	109
Bought 4-9 books in last 12 months	3,819	17.0%	109
Bought 10+ books in last 12 months	3,843	17.1%	113
Bought paperback book in last 12 months	9,709	43.2%	114
Bought <3 paperback books in last 12 months	3,267	14.5%	112
Bought 3-6 paperback books in last 12 months	3,388	15.1%	115
Bought 7+ paperback books in last 12 months	3,053	13.6%	115
Bought hardcover book in last 12 months	7,034	31.3%	112
Bought <3 hardcover books in last 12 months	3,205	14.3%	116
Bought 3-5 hardcover books in last 12 months	1,878	8.4%	104
Bought 6+ hardcover books in last 12 months	1,951	8.7%	111
Bought book (fiction) in last 12 months	7,208	32.1%	114
Bought book (non-fiction) in last 12 months	6,349	28.3%	111
Bought biography in last 12 months	1,603	7.1%	98
Bought children`s book in last 12 months	3,295	14.7%	115
Bought cookbook in last 12 months	2,640	11.8%	107
Bought desk dictionary in last 12 months	363	1.6%	80
Bought history book in last 12 months	1,769	7.9%	104
Bought mystery book in last 12 months	2,894	12.9%	115
Bought personal/business self-help book last 12 mo	2,020	9.0%	125
Bought religious book (not bible) last 12 months	2,000	8.9%	117
Bought romance book in last 12 months	1,654	7.4%	113
Bought science fiction book in last 12 months	1,130	5.0%	111
Bought book through book club in last 12 months	943	4.2%	97
Bought book at book store in last 12 months	8,580	38.2%	114
Bought book at Barnes & Noble in last 12 months	5,283	23.5%	119
Bought book at Borders in last 12 months	2,953	13.1%	118
Bought book at convenience store in last 12 months	403	1.8%	81
Bought book at department store in last 12 months	1,899	8.5%	111
Bought book at drug store in last 12 months	443	2.0%	87
Bought book through Internet in last 12 mo	2,667	11.9%	117
Bought book through mail order in last 12 months	669	3.0%	88
Bought book at supermarket in last 12 months	1,435	6.4%	122
Bought book at warehouse store in last 12 months	1,585	7.1%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		62,561	65,717
Population 18+		45,987	48,341
Households		23,310	24,571
Median Household Income		\$68,782	\$77,692
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	5,173	11.2%	114
Participated in archery	1,343	2.9%	110
Participated in backpacking/hiking	4,812	10.5%	111
Participated in baseball	2,595	5.6%	109
Participated in basketball	4,466	9.7%	104
Participated in bicycling (mountain)	1,988	4.3%	117
Participated in bicycling (road)	5,132	11.2%	116
Participated in boating (power)	3,361	7.3%	119
Participated in bowling	6,439	14.0%	120
Participated in canoeing/kayaking	2,553	5.6%	116
Participated in downhill skiing	1,550	3.4%	116
Participated in fishing (fresh water)	6,814	14.8%	113
Participated in fishing (salt water)	2,254	4.9%	107
Participated in football	2,958	6.4%	103
Participated in Frisbee	2,815	6.1%	112
Participated in golf	5,883	12.8%	123
Play golf < once a month	2,208	4.8%	121
Play golf 1+ times a month	3,056	6.6%	123
Participated in horseback riding	1,562	3.4%	112
Participated in hunting with rifle	2,480	5.4%	111
Participated in hunting with shotgun	2,088	4.5%	107
Participated in ice skating	1,518	3.3%	115
Participated in jogging/running	5,516	12.0%	114
Participated in martial arts	626	1.4%	97
Participated in motorcycling	1,882	4.1%	111
Participated in Pilates	1,745	3.8%	116
Participated in roller skating	1,003	2.2%	104
Participated in snowboarding	814	1.8%	92
Participated in soccer	2,012	4.4%	102
Participated in softball	1,986	4.3%	111
Participated in swimming	10,669	23.2%	119
Participated in target shooting	2,054	4.5%	116
Participated in tennis	2,094	4.6%	107
Participated in volleyball	1,850	4.0%	115
Participated in walking for exercise	15,297	33.3%	112
Participated in weight lifting	6,431	14.0%	119
Participated in yoga	2,605	5.7%	98
Spent on high end sports/recreation equipment/12 mo: <\$250	2,071	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+	2,084	4.5%	116
Attend sports event: auto racing (NASCAR)	3,642	7.9%	108
Attend sports event: auto racing (not NASCAR)	3,101	6.7%	106
Attend sports event: baseball game	7,963	17.3%	117

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	3,843	8.4%	105
Attend sports event: basketball game (pro)	4,301	9.4%	109
Attend sports event: football game (college)	5,395	11.7%	114
Attend sports event: football-Monday night game (pro)	2,896	6.3%	103
Attend sports event: football-weekend game (pro)	4,652	10.1%	112
Attend sports event: golf tournament	2,820	6.1%	111
Attend sports event: ice hockey game	3,503	7.6%	115
Attend sports event: soccer game	3,080	6.7%	108
Attend sports event: tennis match	2,275	4.9%	100
Attended adult education course in last 12 months	3,438	7.5%	113
Attended auto show in last 12 months	4,297	9.3%	113
Went to bar/night club in last 12 months	9,677	21.0%	110
Went to beach in last 12 months	12,646	27.5%	112
Attended dance performance in last 12 months	2,057	4.5%	101
Danced/went dancing in last 12 months	4,279	9.3%	98
Dined out in last 12 months	25,075	54.5%	111
Dine out < once a month	2,332	5.1%	108
Dine out once a month	3,205	7.0%	113
Dine out 2-3 times a month	5,739	12.5%	108
Dine out once a week	6,188	13.5%	117
Dine out 2+ times per week	4,689	10.2%	103
Gambled at casino in last 12 months	7,813	17.0%	106
Gambled at casino 6+ times in last 12 months	1,198	2.6%	96
Gambled in Atlantic City in last 12 months	947	2.1%	81
Gambled in Las Vegas in last 12 months	2,290	5.0%	104
Attended horse races in last 12 months	1,265	2.8%	93
Attended movies in last 6 months	27,892	60.7%	103
Attended movies in last 90 days: < once a month	15,668	34.1%	105
Attended movies in last 90 days: once a month	5,081	11.0%	108
Attended movies in last 90 days: 2-3 times a month	3,173	6.9%	102
Attended movies in last 90 days: once/week or more	927	2.0%	79
Prefer to see movie after second week of release	11,978	26.0%	110
Went to museum in last 12 months	6,101	13.3%	104
Attended music performance in last 12 months	12,201	26.5%	112
Attended country music performance in last 12 mo	2,543	5.5%	109
Attended rock music performance in last 12 months	5,697	12.4%	113
Attended classical music/opera performance/12 mo	2,147	4.7%	102
Went to live theater in last 12 months	6,404	13.9%	106
Visited a theme park in last 12 months	10,956	23.8%	111
Visited Disney World (FL)/12 mo: Magic Kingdom	1,854	4.0%	119
Visited any Sea World in last 12 months	1,770	3.8%	114
Visited any Six Flags in last 12 months	2,582	5.6%	97
Went to zoo in last 12 months	6,976	15.2%	119
Played backgammon in last 12 months	905	2.0%	98
Participated in book club in last 12 months	1,382	3.0%	95
Played billiards/pool in last 12 months	4,677	10.2%	106
Played bingo in last 12 months	1,942	4.2%	100
Did birdwatching in last 12 months	3,168	6.9%	111
Played board game in last 12 months	8,746	19.0%	117

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	10,598	23.0%	110
Played chess in last 12 months	1,695	3.7%	101
Cooked for fun in last 12 months	10,369	22.5%	108
Did crossword puzzle in last 12 months	7,255	15.8%	108
Participated in fantasy sports league last 12 mo	1,668	3.6%	111
Flew a kite in last 12 months	1,422	3.1%	109
Did furniture refinishing in last 12 months	1,588	3.5%	107
Did indoor gardening/plant care in last 12 months	4,955	10.8%	107
Participated in karaoke in last 12 months	2,022	4.4%	99
Bought lottery ticket in last 12 months	16,519	35.9%	104
Bought lottery ticket in last 12 mo: Daily Drawing	1,898	4.1%	85
Bought lottery ticket in last 12 mo: Instant Game	7,533	16.4%	103
Bought lottery ticket in last 12 mo: Lotto Drawing	10,465	22.8%	106
Played lottery: <3 times in last 30 days	7,484	16.3%	103
Played lottery: 3-7 times in last 30 days	4,688	10.2%	106
Played lottery: 8+ times in last 30 days	4,349	9.5%	101
Played musical instrument in last 12 months	3,795	8.3%	104
Did painting/drawing in last 12 months	2,908	6.3%	97
Did photography in last 12 months	6,555	14.3%	113
Read book in last 12 months	20,305	44.2%	108
Participated in trivia games in last 12 months	3,264	7.1%	118
Played video game in last 12 months	6,789	14.8%	111
Did woodworking in last 12 months	2,464	5.4%	114
Participated in word games in last 12 months	4,602	10.0%	105
Member of AARP	7,377	16.0%	104
Member of business club	1,370	3.0%	119
Member of charitable organization	3,128	6.8%	108
Member of church board	1,998	4.3%	101
Member of fraternal order	1,705	3.7%	105
Member of religious club	2,995	6.5%	102
Member of union	2,681	5.8%	111
Member of veterans club	1,576	3.4%	101
Bought any children`s toy/game in last 12 months	17,701	38.5%	111
Spent on toys/games in last 12 months: <\$50	3,106	6.8%	111
Spent on toys/games in last 12 months: \$50-99	1,337	2.9%	105
Spent on toys/games in last 12 months: \$100-199	3,384	7.4%	102
Spent on toys/games in last 12 months: \$200-499	5,564	12.1%	112
Spent on toys/games in last 12 months: \$500+	3,174	6.9%	120
Bought infant toy in last 12 months	4,123	9.0%	107
Bought pre-school toy in last 12 months	4,119	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	5,534	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	3,300	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	4,012	8.7%	113
Bought for child in last 12 mo: boy action figure	4,031	8.8%	108
Bought for child in last 12 mo: girl action figure	1,373	3.0%	97
Bought for child in last 12 mo: bicycle	3,533	7.7%	112
Bought for child in last 12 mo: board game	6,427	14.0%	118

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,775	3.9%	114
Bought for child in last 12 mo: car	4,547	9.9%	107
Bought for child in last 12 mo: construction toy	2,430	5.3%	107
Bought for child in last 12 mo: large/baby doll	3,191	6.9%	106
Bought for child in last 12 mo: fashion doll	2,379	5.2%	101
Bought for child in last 12 mo: plush doll/animal	4,799	10.4%	124
Bought for child in last 12 mo: doll accessories	1,933	4.2%	105
Bought for child in last 12 mo: doll clothing	1,949	4.2%	103
Bought for child in last 12 mo: educational toy	7,119	15.5%	114
Bought for child in last 12 mo: electronic game	5,124	11.1%	119
Bought for child in last 12 mo: mechanical toy	2,137	4.6%	116
Bought for child in last 12 mo: model kit/set	1,316	2.9%	111
Bought for child in last 12 mo: sound game	1,170	2.5%	91
Bought for child in last 12 mo: water toy	5,251	11.4%	119
Bought for child in last 12 mo: word game	1,747	3.8%	99
Bought book in last 12 months	25,128	54.6%	109
Bought 1-3 books in last 12 months	9,639	21.0%	107
Bought 4-9 books in last 12 months	7,713	16.8%	108
Bought 10+ books in last 12 months	7,775	16.9%	112
Bought paperback book in last 12 months	19,499	42.4%	112
Bought <3 paperback books in last 12 months	6,533	14.2%	110
Bought 3-6 paperback books in last 12 months	6,821	14.8%	113
Bought 7+ paperback books in last 12 months	6,144	13.4%	113
Bought hardcover book in last 12 months	14,217	30.9%	111
Bought <3 hardcover books in last 12 months	6,397	13.9%	113
Bought 3-5 hardcover books in last 12 months	3,896	8.5%	106
Bought 6+ hardcover books in last 12 months	3,924	8.5%	109
Bought book (fiction) in last 12 months	14,538	31.6%	113
Bought book (non-fiction) in last 12 months	12,798	27.8%	110
Bought biography in last 12 months	3,285	7.1%	98
Bought children`s book in last 12 months	6,525	14.2%	111
Bought cookbook in last 12 months	5,427	11.8%	108
Bought desk dictionary in last 12 months	735	1.6%	79
Bought history book in last 12 months	3,587	7.8%	103
Bought mystery book in last 12 months	5,866	12.8%	114
Bought personal/business self-help book last 12 mo	3,977	8.6%	120
Bought religious book (not bible) last 12 months	3,916	8.5%	112
Bought romance book in last 12 months	3,203	7.0%	107
Bought science fiction book in last 12 months	2,299	5.0%	110
Bought book through book club in last 12 months	2,017	4.4%	101
Bought book at book store in last 12 months	17,217	37.4%	112
Bought book at Barnes & Noble in last 12 months	10,455	22.7%	115
Bought book at Borders in last 12 months	5,950	12.9%	116
Bought book at convenience store in last 12 months	852	1.9%	83
Bought book at department store in last 12 months	3,727	8.1%	106
Bought book at drug store in last 12 months	936	2.0%	90
Bought book through Internet in last 12 mo	5,282	11.5%	113
Bought book through mail order in last 12 months	1,433	3.1%	92
Bought book at supermarket in last 12 months	2,818	6.1%	117
Bought book at warehouse store in last 12 months	3,149	6.8%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Day Heights  
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	37.1%	Population	6,776	7,040
Milk and Cookies	32.8%	Households	2,424	2,533
Cozy and Comfortable	30.1%	Families	1,945	2,022
Top Rung	0.0%	Median Age	38.1	38.0
Suburban Splendor	0.0%	Median Household Income	\$74,465	\$79,233
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		81	\$1,942.10	\$4,708,275
Men's		76	\$350.57	\$849,888
Women's		73	\$606.74	\$1,470,936
Children's		87	\$349.99	\$848,490
Footwear		56	\$232.09	\$562,668
Watches & Jewelry		119	\$230.26	\$558,224
Apparel Products and Services (1)		184	\$172.45	\$418,070
<b>Computer</b>				
Computers and Hardware for Home Use		116	\$222.70	\$539,884
Software and Accessories for Home Use		117	\$33.42	\$81,010
<b>Entertainment &amp; Recreation</b>		120	\$3,863.67	\$9,366,768
Fees and Admissions		128	\$794.83	\$1,926,909
Membership Fees for Clubs (2)		127	\$208.23	\$504,821
Fees for Participant Sports, excl. Trips		127	\$134.97	\$327,217
Admission to Movie/Theatre/Opera/Ballet		121	\$183.94	\$445,916
Admission to Sporting Events, excl. Trips		133	\$78.95	\$191,401
Fees for Recreational Lessons		138	\$187.95	\$455,642
Dating Services		102	\$0.79	\$1,912
TV/Video/Audio		113	\$1,407.36	\$3,411,881
Community Antenna or Cable TV		111	\$802.16	\$1,944,682
Televisions		122	\$235.46	\$570,831
VCRs, Video Cameras, and DVD Players		113	\$22.92	\$55,567
Video Cassettes and DVDs		111	\$58.17	\$141,019
Video and Computer Game Hardware and Software		123	\$68.56	\$166,204
Satellite Dishes		120	\$1.51	\$3,658
Rental of Video Cassettes and DVDs		114	\$46.77	\$113,395
Streaming/Downloaded Video		122	\$1.72	\$4,157
Audio (3)		110	\$161.58	\$391,720
Rental and Repair of TV/Radio/Sound Equipment		112	\$8.52	\$20,648
Pets		144	\$621.57	\$1,506,875
Toys and Games (4)		117	\$170.71	\$413,854
Recreational Vehicles and Fees (5)		111	\$359.25	\$870,945
Sports/Recreation/Exercise Equipment (6)		94	\$170.03	\$412,202
Photo Equipment and Supplies (7)		121	\$125.20	\$303,526
Reading (8)		117	\$181.90	\$440,974
Catered Affairs (9)		133	\$32.84	\$79,602
<b>Food</b>		114	\$8,760.21	\$21,237,536
Food at Home		112	\$5,014.36	\$12,156,394
Bakery and Cereal Products		112	\$670.90	\$1,626,485
Meats, Poultry, Fish, and Eggs		112	\$1,161.09	\$2,814,843
Dairy Products		111	\$554.50	\$1,344,292
Fruits and Vegetables		112	\$882.52	\$2,139,518
Snacks and Other Food at Home (10)		112	\$1,745.34	\$4,231,256
Food Away from Home		116	\$3,745.86	\$9,081,141
Alcoholic Beverages		116	\$662.11	\$1,605,170
Nonalcoholic Beverages at Home		111	\$487.45	\$1,181,744

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	108	\$1,883.77	\$4,566,856
Vehicle Loans	115	\$5,654.06	\$13,707,244
<b>Health</b>			
Nonprescription Drugs	109	\$111.95	\$271,393
Prescription Drugs	109	\$543.68	\$1,318,046
Eyeglasses and Contact Lenses	121	\$93.06	\$225,603
<b>Home</b>			
Mortgage Payment and Basics (11)	136	\$12,728.04	\$30,856,816
Maintenance and Remodeling Services	133	\$2,629.36	\$6,374,393
Maintenance and Remodeling Materials (12)	123	\$457.03	\$1,107,989
Utilities, Fuel, and Public Services	114	\$5,174.30	\$12,544,142
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	117	\$156.21	\$378,698
Furniture	121	\$724.98	\$1,757,572
Floor Coverings	128	\$95.90	\$232,492
Major Appliances (14)	118	\$358.39	\$868,843
Housewares (15)	101	\$87.35	\$211,757
Small Appliances	113	\$37.13	\$90,003
Luggage	125	\$11.61	\$28,134
Telephones and Accessories	77	\$32.61	\$79,060
<b>Household Operations</b>			
Child Care	128	\$593.10	\$1,437,871
Lawn and Garden (16)	121	\$507.68	\$1,230,788
Moving/Storage/Freight Express	103	\$62.79	\$152,220
Housekeeping Supplies (17)	115	\$806.50	\$1,955,208
<b>Insurance</b>			
Owners and Renters Insurance	126	\$582.85	\$1,413,020
Vehicle Insurance	116	\$1,350.85	\$3,274,887
Life/Other Insurance	123	\$514.81	\$1,248,059
Health Insurance	112	\$2,173.09	\$5,268,249
Personal Care Products (18)	116	\$462.20	\$1,120,517
School Books and Supplies (19)	109	\$116.61	\$282,706
Smoking Products	98	\$420.74	\$1,019,997
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	116	\$5,092.50	\$12,345,837
Gasoline and Motor Oil	113	\$3,229.13	\$7,828,440
Vehicle Maintenance and Repairs	116	\$1,092.46	\$2,648,458
<b>Travel</b>			
Airline Fares	126	\$576.23	\$1,396,954
Lodging on Trips	126	\$549.45	\$1,332,041
Auto/Truck/Van Rental on Trips	131	\$48.07	\$116,533
Food and Drink on Trips	122	\$530.35	\$1,285,745

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- (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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ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	20.7%	Population	30,731	32,437
Crossroads	18.6%	Households	11,422	12,114
Milk and Cookies	11.9%	Families	8,783	9,267
Cozy and Comfortable	11.4%	Median Age	37.2	37.2
In Style	9.7%	Median Household Income	\$69,799	\$78,184
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		81	\$1,940.15	\$22,161,352
Men's		76	\$349.76	\$3,995,076
Women's		72	\$601.14	\$6,866,549
Children's		88	\$352.93	\$4,031,364
Footwear		56	\$234.60	\$2,679,699
Watches & Jewelry		118	\$228.95	\$2,615,157
Apparel Products and Services (1)		185	\$172.77	\$1,973,507
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$224.01	\$2,558,737
Software and Accessories for Home Use		118	\$33.50	\$382,688
<b>Entertainment &amp; Recreation</b>		120	\$3,859.19	\$44,081,509
Fees and Admissions		124	\$769.13	\$8,785,423
Membership Fees for Clubs (2)		123	\$201.08	\$2,296,820
Fees for Participant Sports, excl. Trips		124	\$132.58	\$1,514,398
Admission to Movie/Theatre/Opera/Ballet		119	\$180.65	\$2,063,510
Admission to Sporting Events, excl. Trips		129	\$76.90	\$878,357
Fees for Recreational Lessons		130	\$177.18	\$2,023,853
Dating Services		96	\$0.74	\$8,485
TV/Video/Audio		114	\$1,416.63	\$16,181,457
Community Antenna or Cable TV		112	\$808.41	\$9,234,090
Televisions		122	\$235.74	\$2,692,774
VCRs, Video Cameras, and DVD Players		115	\$23.38	\$267,015
Video Cassettes and DVDs		113	\$59.69	\$681,807
Video and Computer Game Hardware and Software		122	\$68.11	\$778,009
Satellite Dishes		123	\$1.55	\$17,719
Rental of Video Cassettes and DVDs		116	\$47.84	\$546,429
Streaming/Downloaded Video		117	\$1.64	\$18,716
Audio (3)		110	\$161.69	\$1,846,900
Rental and Repair of TV/Radio/Sound Equipment		113	\$8.58	\$97,996
Pets		145	\$624.87	\$7,137,600
Toys and Games (4)		118	\$171.29	\$1,956,497
Recreational Vehicles and Fees (5)		115	\$370.22	\$4,228,882
Sports/Recreation/Exercise Equipment (6)		95	\$172.38	\$1,968,973
Photo Equipment and Supplies (7)		121	\$124.79	\$1,425,382
Reading (8)		115	\$178.53	\$2,039,293
Catered Affairs (9)		127	\$31.34	\$358,004
<b>Food</b>		114	\$8,775.23	\$100,234,961
Food at Home		113	\$5,035.40	\$57,516,848
Bakery and Cereal Products		113	\$671.91	\$7,674,825
Meats, Poultry, Fish, and Eggs		112	\$1,164.26	\$13,298,798
Dairy Products		112	\$557.48	\$6,367,859
Fruits and Vegetables		112	\$880.91	\$10,062,173
Snacks and Other Food at Home (10)		113	\$1,760.84	\$20,113,193
Food Away from Home		116	\$3,739.83	\$42,718,113
Alcoholic Beverages		115	\$656.95	\$7,504,052
Nonalcoholic Beverages at Home		112	\$492.20	\$5,622,152

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	110	\$1,907.11	\$21,783,962
Vehicle Loans	118	\$5,796.90	\$66,215,068
<b>Health</b>			
Nonprescription Drugs	111	\$114.68	\$1,309,898
Prescription Drugs	110	\$549.77	\$6,279,736
Eyeglasses and Contact Lenses	119	\$91.41	\$1,044,146
<b>Home</b>			
Mortgage Payment and Basics (11)	131	\$12,295.57	\$140,446,060
Maintenance and Remodeling Services	128	\$2,538.33	\$28,994,002
Maintenance and Remodeling Materials (12)	122	\$454.79	\$5,194,880
Utilities, Fuel, and Public Services	114	\$5,181.57	\$59,186,435
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$156.50	\$1,787,563
Furniture	120	\$722.14	\$8,248,605
Floor Coverings	122	\$91.73	\$1,047,734
Major Appliances (14)	118	\$359.15	\$4,102,371
Housewares (15)	102	\$87.86	\$1,003,623
Small Appliances	114	\$37.24	\$425,355
Luggage	123	\$11.40	\$130,247
Telephones and Accessories	79	\$33.47	\$382,327
<b>Household Operations</b>			
Child Care	127	\$589.12	\$6,729,214
Lawn and Garden (16)	120	\$504.22	\$5,759,477
Moving/Storage/Freight Express	108	\$65.30	\$745,897
Housekeeping Supplies (17)	115	\$809.73	\$9,249,100
<b>Insurance</b>			
Owners and Renters Insurance	125	\$576.54	\$6,585,524
Vehicle Insurance	116	\$1,348.55	\$15,403,786
Life/Other Insurance	121	\$505.68	\$5,776,146
Health Insurance	112	\$2,174.29	\$24,835,780
Personal Care Products (18)	117	\$464.85	\$5,309,739
School Books and Supplies (19)	112	\$119.73	\$1,367,560
Smoking Products	103	\$438.45	\$5,008,228
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	118	\$5,178.18	\$59,147,697
Gasoline and Motor Oil	115	\$3,292.64	\$37,610,184
Vehicle Maintenance and Repairs	116	\$1,094.00	\$12,496,251
<b>Travel</b>			
Airline Fares	122	\$560.14	\$6,398,171
Lodging on Trips	122	\$533.72	\$6,096,387
Auto/Truck/Van Rental on Trips	126	\$46.51	\$531,246
Food and Drink on Trips	120	\$521.82	\$5,960,528

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	14.0%	Population	62,561	65,717
Crossroads	12.0%	Households	23,310	24,571
Boomburbs	10.7%	Families	17,520	18,392
Milk and Cookies	10.1%	Median Age	38.3	38.3
Exurbanites	8.0%	Median Household Income	\$68,782	\$77,692
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		82	\$1,969.98	\$45,919,911
Men's		77	\$355.39	\$8,283,985
Women's		74	\$610.71	\$14,235,622
Children's		89	\$355.52	\$8,287,089
Footwear		57	\$238.27	\$5,553,953
Watches & Jewelry		120	\$233.40	\$5,440,496
Apparel Products and Services (1)		189	\$176.70	\$4,118,767
<b>Computer</b>				
Computers and Hardware for Home Use		119	\$227.38	\$5,300,247
Software and Accessories for Home Use		119	\$33.88	\$789,660
<b>Entertainment &amp; Recreation</b>		122	\$3,926.52	\$91,526,603
Fees and Admissions		125	\$772.97	\$18,017,887
Membership Fees for Clubs (2)		124	\$203.24	\$4,737,378
Fees for Participant Sports, excl. Trips		125	\$133.20	\$3,104,977
Admission to Movie/Theatre/Opera/Ballet		120	\$182.05	\$4,243,497
Admission to Sporting Events, excl. Trips		130	\$77.10	\$1,797,270
Fees for Recreational Lessons		129	\$176.61	\$4,116,816
Dating Services		100	\$0.77	\$17,949
TV/Video/Audio		116	\$1,444.48	\$33,670,574
Community Antenna or Cable TV		115	\$831.21	\$19,375,345
Televisions		122	\$236.55	\$5,513,916
VCRs, Video Cameras, and DVD Players		117	\$23.75	\$553,546
Video Cassettes and DVDs		115	\$60.58	\$1,412,071
Video and Computer Game Hardware and Software		123	\$68.53	\$1,597,375
Satellite Dishes		123	\$1.56	\$36,245
Rental of Video Cassettes and DVDs		118	\$48.53	\$1,131,166
Streaming/Downloaded Video		118	\$1.66	\$38,623
Audio (3)		111	\$163.49	\$3,810,988
Rental and Repair of TV/Radio/Sound Equipment		114	\$8.64	\$201,298
Pets		148	\$637.35	\$14,856,627
Toys and Games (4)		120	\$173.95	\$4,054,787
Recreational Vehicles and Fees (5)		118	\$380.91	\$8,878,859
Sports/Recreation/Exercise Equipment (6)		97	\$175.37	\$4,087,737
Photo Equipment and Supplies (7)		122	\$126.33	\$2,944,737
Reading (8)		119	\$183.93	\$4,287,365
Catered Affairs (9)		127	\$31.23	\$728,029
<b>Food</b>		116	\$8,947.21	\$208,558,175
Food at Home		115	\$5,152.76	\$120,110,067
Bakery and Cereal Products		116	\$689.37	\$16,069,068
Meats, Poultry, Fish, and Eggs		115	\$1,188.63	\$27,706,822
Dairy Products		115	\$572.46	\$13,344,044
Fruits and Vegetables		115	\$900.59	\$20,992,654
Snacks and Other Food at Home (10)		116	\$1,801.70	\$41,997,479
Food Away from Home		118	\$3,794.45	\$88,448,108
Alcoholic Beverages		117	\$668.26	\$15,577,003
Nonalcoholic Beverages at Home		115	\$503.24	\$11,730,560

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Day Heights  
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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	115	\$2,002.32	\$46,673,850
Vehicle Loans	119	\$5,875.72	\$136,962,143
<b>Health</b>			
Nonprescription Drugs	115	\$118.41	\$2,760,019
Prescription Drugs	115	\$574.45	\$13,390,336
Eyeglasses and Contact Lenses	121	\$93.33	\$2,175,609
<b>Home</b>			
Mortgage Payment and Basics (11)	130	\$12,216.09	\$284,755,467
Maintenance and Remodeling Services	129	\$2,552.06	\$59,488,222
Maintenance and Remodeling Materials (12)	124	\$461.99	\$10,768,806
Utilities, Fuel, and Public Services	117	\$5,302.88	\$123,609,356
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$158.81	\$3,701,716
Furniture	121	\$727.62	\$16,960,697
Floor Coverings	125	\$93.74	\$2,185,130
Major Appliances (14)	121	\$366.76	\$8,549,059
Housewares (15)	104	\$89.32	\$2,081,999
Small Appliances	117	\$38.31	\$892,905
Luggage	124	\$11.51	\$268,185
Telephones and Accessories	80	\$33.90	\$790,138
<b>Household Operations</b>			
Child Care	126	\$584.11	\$13,615,608
Lawn and Garden (16)	123	\$514.50	\$11,992,978
Moving/Storage/Freight Express	110	\$66.50	\$1,550,069
Housekeeping Supplies (17)	118	\$825.72	\$19,247,515
<b>Insurance</b>			
Owners and Renters Insurance	126	\$582.47	\$13,577,300
Vehicle Insurance	118	\$1,371.63	\$31,972,466
Life/Other Insurance	124	\$518.19	\$12,078,952
Health Insurance	117	\$2,257.83	\$52,629,665
Personal Care Products (18)	118	\$471.25	\$10,984,695
School Books and Supplies (19)	115	\$122.83	\$2,863,094
Smoking Products	108	\$462.82	\$10,788,357
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	119	\$5,243.11	\$122,216,275
Gasoline and Motor Oil	117	\$3,360.40	\$78,330,510
Vehicle Maintenance and Repairs	118	\$1,113.47	\$25,954,838
<b>Travel</b>			
Airline Fares	123	\$562.07	\$13,101,774
Lodging on Trips	124	\$539.63	\$12,578,578
Auto/Truck/Van Rental on Trips	125	\$46.36	\$1,080,687
Food and Drink on Trips	122	\$528.94	\$12,329,623

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ECONOMIC DEVELOPMENT

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- (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

# Automotive Aftermarket Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		6,776	7,040
Households		2,424	2,533
Families		1,945	2,022
Median Age		38.1	38.0
Median Household Income		\$74,465	\$79,233
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	102	\$4.85	\$11,747
Gasoline	113	\$3,160.69	\$7,662,515
Motor Oil	102	\$12.15	\$29,446
Vehicle Parts/Equipment and Accessories	106	\$59.19	\$143,503
Tire Purchase/Replacement	115	\$165.78	\$401,904
Vehicle Audio/Video Equipment and Installation	115	\$8.15	\$19,758
Vehicle Cleaning Products and Services	118	\$9.59	\$23,240
<b>Services</b>			
Auto Repair Service Policy	120	\$19.84	\$48,088
Membership Fees for Automobile Service Clubs	117	\$25.61	\$62,089
Global Positioning Services	122	\$3.10	\$7,513
Vehicle Air Conditioning Repair	123	\$21.62	\$52,417
Vehicle Body Work and Painting	115	\$43.92	\$106,477
Vehicle Brake Work	121	\$95.78	\$232,201
Vehicle Clutch/Transmission Repair	112	\$51.74	\$125,446
Vehicle Cooling System Repair	116	\$33.69	\$81,683
Vehicle Drive Shaft and Rear-end Repair	119	\$10.23	\$24,795
Vehicle Electrical System Repair	115	\$39.67	\$96,182
Vehicle Exhaust System Repair	119	\$15.99	\$38,764
Vehicle Front End Alignment/Wheel Balance & Rotation	116	\$21.59	\$52,331
Lube/Oil Change and Oil Filters	114	\$102.12	\$247,565
Vehicle Motor Repair/Replacement	116	\$106.84	\$259,011
Vehicle Motor Tune-up	120	\$74.13	\$179,710
Vehicle Shock Absorber Replacement	118	\$7.88	\$19,100
Vehicle Steering/Front End Repair	116	\$32.12	\$77,864
Tire Repair and Other Repair Work	118	\$76.81	\$186,205

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,731	32,437
Households		11,422	12,114
Families		8,783	9,267
Median Age		37.2	37.2
Median Household Income		\$69,799	\$78,184
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	108	\$5.15	\$58,825
Gasoline	115	\$3,221.43	\$36,796,727
Motor Oil	108	\$12.83	\$146,597
Vehicle Parts/Equipment and Accessories	109	\$61.13	\$698,269
Tire Purchase/Replacement	117	\$168.48	\$1,924,504
Vehicle Audio/Video Equipment and Installation	117	\$8.28	\$94,633
Vehicle Cleaning Products and Services	117	\$9.54	\$109,006
<b>Services</b>			
Auto Repair Service Policy	122	\$20.15	\$230,202
Membership Fees for Automobile Service Clubs	113	\$24.78	\$283,081
Global Positioning Services	118	\$2.99	\$34,175
Vehicle Air Conditioning Repair	122	\$21.46	\$245,152
Vehicle Body Work and Painting	115	\$43.73	\$499,479
Vehicle Brake Work	117	\$92.36	\$1,054,996
Vehicle Clutch/Transmission Repair	115	\$53.04	\$605,904
Vehicle Cooling System Repair	117	\$33.98	\$388,099
Vehicle Drive Shaft and Rear-end Repair	119	\$10.23	\$116,865
Vehicle Electrical System Repair	115	\$39.66	\$452,970
Vehicle Exhaust System Repair	116	\$15.52	\$177,323
Vehicle Front End Alignment/Wheel Balance & Rotation	115	\$21.31	\$243,383
Lube/Oil Change and Oil Filters	116	\$103.59	\$1,183,207
Vehicle Motor Repair/Replacement	117	\$107.68	\$1,229,972
Vehicle Motor Tune-up	119	\$73.48	\$839,277
Vehicle Shock Absorber Replacement	117	\$7.79	\$88,998
Vehicle Steering/Front End Repair	115	\$31.75	\$362,653
Tire Repair and Other Repair Work	116	\$75.54	\$862,912

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		62,561	65,717
Households		23,310	24,571
Families		17,520	18,392
Median Age		38.3	38.3
Median Household Income		\$68,782	\$77,692
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	111	\$5.28	\$123,125
Gasoline	117	\$3,286.15	\$76,599,793
Motor Oil	112	\$13.27	\$309,412
Vehicle Parts/Equipment and Accessories	112	\$62.92	\$1,466,562
Tire Purchase/Replacement	119	\$171.84	\$4,005,560
Vehicle Audio/Video Equipment and Installation	117	\$8.30	\$193,563
Vehicle Cleaning Products and Services	118	\$9.62	\$224,308
<b>Services</b>			
Auto Repair Service Policy	123	\$20.25	\$472,100
Membership Fees for Automobile Service Clubs	117	\$25.63	\$597,398
Global Positioning Services	122	\$3.08	\$71,788
Vehicle Air Conditioning Repair	122	\$21.55	\$502,251
Vehicle Body Work and Painting	118	\$44.77	\$1,043,526
Vehicle Brake Work	119	\$94.20	\$2,195,809
Vehicle Clutch/Transmission Repair	117	\$53.76	\$1,253,217
Vehicle Cooling System Repair	118	\$34.34	\$800,347
Vehicle Drive Shaft and Rear-end Repair	120	\$10.32	\$240,536
Vehicle Electrical System Repair	117	\$40.50	\$944,101
Vehicle Exhaust System Repair	119	\$15.90	\$370,579
Vehicle Front End Alignment/Wheel Balance & Rotation	118	\$21.82	\$508,575
Lube/Oil Change and Oil Filters	119	\$106.26	\$2,476,812
Vehicle Motor Repair/Replacement	118	\$108.56	\$2,530,416
Vehicle Motor Tune-up	119	\$73.53	\$1,714,023
Vehicle Shock Absorber Replacement	120	\$7.99	\$186,266
Vehicle Steering/Front End Repair	118	\$32.65	\$761,151
Tire Repair and Other Repair Work	119	\$77.32	\$1,802,317

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	6,776	7,040	
Households	2,424	2,533	
Families	1,945	2,022	
Median Age	38.1	38.0	
Median Household Income	\$74,465	\$79,233	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	120	\$7,047.89	\$17,086,331
Savings Accounts	120	\$15,854.19	\$38,435,590
U.S. Savings Bonds	128	\$527.18	\$1,278,056
Stocks, Bonds & Mutual Funds	131	\$51,077.73	\$123,828,630
<b>Annual Changes</b>			
Checking Accounts	142	\$369.85	\$896,634
Savings Accounts	110	\$431.53	\$1,046,158
U.S. Savings Bonds	257	\$6.14	\$14,881
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	121	\$1,186.64	\$2,876,797
Interest from Savings Accounts or Bonds	120	\$1,097.08	\$2,659,663
Retirement Plan Contributions	133	\$1,824.31	\$4,422,699
<b>Liabilities</b>			
Original Mortgage Amount	139	\$29,862.40	\$72,395,928
Vehicle Loan Amount 1	113	\$3,069.65	\$7,441,796
<b>Amount Paid: Interest</b>			
Home Mortgage	138	\$6,413.17	\$15,547,570
Lump Sum Home Equity Loan	134	\$174.67	\$423,463
New Car/Truck/Van Loan	122	\$255.34	\$619,033
Used Car/Truck/Van Loan	108	\$174.71	\$423,546
<b>Amount Paid: Principal</b>			
Home Mortgage	136	\$2,701.83	\$6,550,092
Lump Sum Home Equity Loan	132	\$220.20	\$533,833
New Car/Truck/Van Loan	124	\$1,378.55	\$3,342,050
Used Car/Truck/Van Loan	108	\$819.12	\$1,985,808
Checking Account and Banking Service Charges	107	\$29.80	\$72,234
Finance Charges, excluding Mortgage/Vehicle	117	\$287.54	\$697,092

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,731	32,437
Households		11,422	12,114
Families		8,783	9,267
Median Age		37.2	37.2
Median Household Income		\$69,799	\$78,184
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Total</b>	
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	118	\$6,959.83	\$79,498,615
Savings Accounts	118	\$15,480.32	\$176,823,820
U.S. Savings Bonds	122	\$502.61	\$5,741,012
Stocks, Bonds & Mutual Funds	126	\$48,991.78	\$559,608,114
<b>Annual Changes</b>			
Checking Accounts	143	\$373.01	\$4,260,691
Savings Accounts	101	\$393.51	\$4,494,896
U.S. Savings Bonds	115	\$2.74	\$31,295
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	118	\$1,162.47	\$13,278,276
Interest from Savings Accounts or Bonds	117	\$1,070.42	\$12,226,909
Retirement Plan Contributions	129	\$1,777.83	\$20,307,280
<b>Liabilities</b>			
Original Mortgage Amount	136	\$29,330.83	\$335,031,156
Vehicle Loan Amount 1	117	\$3,172.74	\$36,240,606
<b>Amount Paid: Interest</b>			
Home Mortgage	134	\$6,252.02	\$71,413,656
Lump Sum Home Equity Loan	128	\$166.28	\$1,899,285
New Car/Truck/Van Loan	122	\$256.09	\$2,925,184
Used Car/Truck/Van Loan	113	\$183.24	\$2,093,061
<b>Amount Paid: Principal</b>			
Home Mortgage	132	\$2,622.31	\$29,953,352
Lump Sum Home Equity Loan	125	\$209.74	\$2,395,783
New Car/Truck/Van Loan	124	\$1,374.82	\$15,703,862
Used Car/Truck/Van Loan	113	\$857.16	\$9,790,959
Checking Account and Banking Service Charges	111	\$30.71	\$350,789
Finance Charges, excluding Mortgage/Vehicle	117	\$286.14	\$3,268,466

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598

Longitude: -84.21493

Demographic Summary		2010	2015
Population		62,561	65,717
Households		23,310	24,571
Families		17,520	18,392
Median Age		38.3	38.3
Median Household Income		\$68,782	\$77,692
		Spending Potential Index	Average Amount Spent
			Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	121	\$7,138.85	\$166,405,749
Savings Accounts	121	\$15,951.20	\$371,820,423
U.S. Savings Bonds	126	\$517.99	\$12,074,164
Stocks, Bonds & Mutual Funds	128	\$49,801.37	\$1,160,863,265
<b>Annual Changes</b>			
Checking Accounts	137	\$356.66	\$8,313,646
Savings Accounts	108	\$423.41	\$9,869,719
U.S. Savings Bonds	148	\$3.55	\$82,674
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	122	\$1,195.53	\$27,867,531
Interest from Savings Accounts or Bonds	120	\$1,101.22	\$25,669,386
Retirement Plan Contributions	130	\$1,788.82	\$41,697,053
<b>Liabilities</b>			
Original Mortgage Amount	133	\$28,520.35	\$664,805,571
Vehicle Loan Amount 1	118	\$3,216.06	\$74,966,022
<b>Amount Paid: Interest</b>			
Home Mortgage	132	\$6,146.07	\$143,264,004
Lump Sum Home Equity Loan	128	\$166.47	\$3,880,446
New Car/Truck/Van Loan	123	\$256.52	\$5,979,459
Used Car/Truck/Van Loan	115	\$187.11	\$4,361,504
<b>Amount Paid: Principal</b>			
Home Mortgage	132	\$2,608.18	\$60,796,256
Lump Sum Home Equity Loan	127	\$211.74	\$4,935,653
New Car/Truck/Van Loan	124	\$1,381.97	\$32,213,510
Used Car/Truck/Van Loan	116	\$879.07	\$20,490,905
Checking Account and Banking Service Charges	113	\$31.38	\$731,380
Finance Charges, excluding Mortgage/Vehicle	118	\$289.78	\$6,754,834

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

2010 Housing Summary		2010 Demographic Summary		
Housing Units	2,532	Population	6,776	
2010-2015 Percent Change	5.51%	Households	2,424	
Percent Occupied	95.7%	Families	1,945	
Percent Owner HHS	86.5%	Median Age	38.1	
Median Home Value	\$145,168	Median Household Income	\$74,465	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		135	\$15,909.73	\$38,570,229
Mortgage Interest		138	\$6,413.17	\$15,547,570
Mortgage Principal		136	\$2,701.83	\$6,550,092
Property Taxes		133	\$2,953.96	\$7,161,343
Homeowners Insurance		127	\$571.88	\$1,386,413
Ground Rent		106	\$76.72	\$185,983
Maintenance and Remodeling Services		133	\$2,629.36	\$6,374,393
Maintenance and Remodeling Materials		123	\$457.03	\$1,107,989
Property Management and Security		127	\$108.36	\$262,709
<b>Rented Dwellings</b>		66	\$2,258.33	\$5,474,905
Rent		65	\$2,130.71	\$5,165,506
Rent Received as Pay		55	\$50.11	\$121,473
Renters' Insurance		80	\$10.50	\$25,455
Maintenance and Repair Services		75	\$15.80	\$38,294
Maintenance and Repair Materials		97	\$51.22	\$124,178
<b>Owned Vacation Homes</b>		131	\$608.78	\$1,475,871
Mortgage Payment		135	\$276.29	\$669,808
Property Taxes		129	\$145.07	\$351,697
Homeowners Insurance		126	\$18.66	\$45,246
Maintenance and Remodeling		126	\$146.64	\$355,500
Property Management and Security		129	\$22.12	\$53,620
Housing While Attending School		132	\$107.59	\$260,840
<b>Household Operations</b>		120	\$1,898.23	\$4,601,907
Child Care		128	\$593.10	\$1,437,871
Care for Elderly or Handicapped		128	\$92.10	\$223,284
Appliance Rental and Repair		123	\$29.99	\$72,712
Computer Information Services		118	\$287.11	\$696,052
Home Security System Services		134	\$35.08	\$85,033
Non-Apparel Household Laundry/Dry Cleaning		13	\$4.77	\$11,551
Housekeeping Services		126	\$192.33	\$466,274
Lawn and Garden		121	\$507.68	\$1,230,788
Moving/Storage/Freight Express		103	\$62.79	\$152,220
PC Repair (Personal Use)		108	\$9.57	\$23,195
Reupholstering/Furniture Repair		128	\$10.16	\$24,628
Termite/Pest Control		125	\$30.33	\$73,538
Water Softening Services		89	\$5.02	\$12,169
Internet Services Away from Home		121	\$3.22	\$7,800
Voice Over IP Service		118	\$7.88	\$19,110
Other Home Services (1)		124	\$28.43	\$68,920

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	114	\$5,174.30	\$12,544,142
Bottled Gas	83	\$56.14	\$136,105
Electricity	113	\$1,909.65	\$4,629,595
Fuel Oil	108	\$120.77	\$292,791
Natural Gas	124	\$807.56	\$1,957,792
Telephone Services	111	\$1,605.33	\$3,891,826
Water and Other Public Services	122	\$665.31	\$1,612,931
Coal/Wood/Other Fuel	76	\$6.58	\$15,954
<b>Housekeeping Supplies</b>	115	\$806.50	\$1,955,208
Laundry and Cleaning Supplies	113	\$215.77	\$523,094
Postage and Stationery	114	\$233.80	\$566,813
Other HH Products (2)	116	\$356.27	\$863,710
<b>Household Textiles</b>	117	\$156.21	\$378,698
Bathroom Linens	115	\$20.46	\$49,599
Bedroom Linens	116	\$72.12	\$174,843
Kitchen and Dining Room Linens	120	\$3.71	\$8,986
Curtains and Draperies	120	\$34.75	\$84,240
Slipcovers, Decorative Pillows	120	\$5.15	\$12,475
Materials for Slipcovers/Curtains	116	\$17.78	\$43,096
Other Linens	121	\$2.12	\$5,150
<b>Furniture</b>	121	\$724.98	\$1,757,572
Mattresses and Box Springs	114	\$90.69	\$219,864
Other Bedroom Furniture	118	\$126.54	\$306,784
Sofas	119	\$180.28	\$437,046
Living Room Tables and Chairs	121	\$100.44	\$243,488
Kitchen, Dining Room Furniture	124	\$76.87	\$186,354
Infant Furniture	123	\$13.76	\$33,353
Outdoor Furniture	135	\$35.90	\$87,024
Wall Units, Cabinets, Other Furniture (3)	126	\$99.91	\$242,222
<b>Major Appliances</b>	118	\$358.39	\$868,843
Dishwashers and Disposals	122	\$33.36	\$80,870
Refrigerators and Freezers	118	\$97.01	\$235,183
Clothes Washers	119	\$59.57	\$144,415
Clothes Dryers	120	\$45.77	\$110,951
Cooking Stoves and Ovens	122	\$57.52	\$139,444
Microwave Ovens	115	\$14.63	\$35,458
Window Air Conditioners	90	\$6.29	\$15,242
Electric Floor Cleaning Equipment	110	\$24.70	\$59,886
Sewing Machines and Miscellaneous Appliances	119	\$19.26	\$46,682

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
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	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	128	\$95.90	\$232,492
Housewares	101	\$87.35	\$211,757
Small Appliances	113	\$37.13	\$90,003
Window Coverings	133	\$51.73	\$125,406
Lamps and Other Lighting Fixtures	125	\$29.41	\$71,287
Infant Equipment	31	\$6.25	\$15,149
Rental of Furniture	72	\$3.35	\$8,131
Laundry and Cleaning Equipment	113	\$25.25	\$61,219
Closet and Storage Items	24	\$6.05	\$14,658
Luggage	125	\$11.61	\$28,134
Clocks and Other Household Decoratives	36	\$74.03	\$179,481
Telephones and Accessories	77	\$32.61	\$79,060
Telephone Answering Devices	113	\$0.95	\$2,303
Grills and Outdoor Equipment	33	\$17.43	\$42,244
Power Tools	106	\$33.76	\$81,846
Hand Tools	110	\$11.31	\$27,412
Office Furniture/Equipment for Home Use	127	\$20.77	\$50,358
Computers and Hardware for Home Use	116	\$222.70	\$539,884
Software and Accessories for Home Use	117	\$33.42	\$81,010
Other Household Items (4)	116	\$120.17	\$291,331

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

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

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

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

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Day Heights  
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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

2010 Housing Summary		2010 Demographic Summary		
Housing Units	12,036	Population	30,731	
2010-2015 Percent Change	7.31%	Households	11,422	
Percent Occupied	94.9%	Families	8,783	
Percent Owner HHS	83.6%	Median Age	37.2	
Median Home Value	\$146,920	Median Household Income	\$69,799	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		130	\$15,390.21	\$175,794,521
Mortgage Interest		134	\$6,252.02	\$71,413,656
Mortgage Principal		132	\$2,622.31	\$29,953,352
Property Taxes		125	\$2,777.12	\$31,721,628
Homeowners Insurance		126	\$565.14	\$6,455,362
Ground Rent		110	\$79.96	\$913,361
Maintenance and Remodeling Services		128	\$2,538.33	\$28,994,002
Maintenance and Remodeling Materials		122	\$454.79	\$5,194,880
Property Management and Security		117	\$100.28	\$1,145,423
<b>Rented Dwellings</b>		75	\$2,565.36	\$29,302,764
Rent		74	\$2,418.83	\$27,629,036
Rent Received as Pay		67	\$61.11	\$697,988
Renters' Insurance		88	\$11.44	\$130,668
Maintenance and Repair Services		83	\$17.51	\$200,035
Maintenance and Repair Materials		106	\$56.47	\$645,037
<b>Owned Vacation Homes</b>		123	\$571.35	\$6,526,232
Mortgage Payment		128	\$260.69	\$2,977,713
Property Taxes		119	\$133.87	\$1,529,101
Homeowners Insurance		117	\$17.32	\$197,790
Maintenance and Remodeling		119	\$138.67	\$1,583,998
Property Management and Security		122	\$20.80	\$237,630
Housing While Attending School		127	\$103.76	\$1,185,172
<b>Household Operations</b>		119	\$1,883.48	\$21,514,014
Child Care		127	\$589.12	\$6,729,214
Care for Elderly or Handicapped		120	\$86.84	\$991,895
Appliance Rental and Repair		122	\$29.60	\$338,065
Computer Information Services		117	\$285.81	\$3,264,687
Home Security System Services		130	\$34.15	\$390,057
Non-Apparel Household Laundry/Dry Cleaning		13	\$4.97	\$56,779
Housekeeping Services		124	\$189.34	\$2,162,729
Lawn and Garden		120	\$504.22	\$5,759,477
Moving/Storage/Freight Express		108	\$65.30	\$745,897
PC Repair (Personal Use)		111	\$9.82	\$112,170
Reupholstering/Furniture Repair		125	\$9.87	\$112,795
Termite/Pest Control		126	\$30.79	\$351,735
Water Softening Services		102	\$5.74	\$65,601
Internet Services Away from Home		120	\$3.22	\$36,732
Voice Over IP Service		110	\$7.31	\$83,529
Other Home Services (1)		119	\$27.24	\$311,172

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	114	\$5,181.57	\$59,186,435
Bottled Gas	94	\$63.39	\$724,091
Electricity	115	\$1,942.63	\$22,189,671
Fuel Oil	92	\$103.05	\$1,177,141
Natural Gas	118	\$771.86	\$8,816,613
Telephone Services	113	\$1,627.49	\$18,589,933
Water and Other Public Services	122	\$665.89	\$7,606,140
Coal/Wood/Other Fuel	87	\$7.53	\$85,998
<b>Housekeeping Supplies</b>	115	\$809.73	\$9,249,100
Laundry and Cleaning Supplies	115	\$219.08	\$2,502,424
Postage and Stationery	115	\$234.11	\$2,674,126
Other HH Products (2)	116	\$356.60	\$4,073,265
<b>Household Textiles</b>	118	\$156.49	\$1,787,563
Bathroom Linens	116	\$20.62	\$235,575
Bedroom Linens	117	\$72.61	\$829,405
Kitchen and Dining Room Linens	120	\$3.70	\$42,247
Curtains and Draperies	120	\$34.57	\$394,899
Slipcovers, Decorative Pillows	120	\$5.12	\$58,516
Materials for Slipcovers/Curtains	116	\$17.81	\$203,417
Other Linens	118	\$2.07	\$23,647
<b>Furniture</b>	120	\$722.14	\$8,248,605
Mattresses and Box Springs	116	\$92.24	\$1,053,656
Other Bedroom Furniture	121	\$129.56	\$1,479,914
Sofas	117	\$177.75	\$2,030,396
Living Room Tables and Chairs	119	\$98.92	\$1,129,928
Kitchen, Dining Room Furniture	123	\$76.00	\$868,112
Infant Furniture	123	\$13.73	\$156,800
Outdoor Furniture	128	\$34.22	\$390,867
Wall Units, Cabinets, Other Furniture (3)	125	\$99.77	\$1,139,591
<b>Major Appliances</b>	118	\$359.15	\$4,102,371
Dishwashers and Disposals	121	\$32.99	\$376,790
Refrigerators and Freezers	120	\$98.26	\$1,122,376
Clothes Washers	120	\$60.29	\$688,610
Clothes Dryers	121	\$46.20	\$527,682
Cooking Stoves and Ovens	120	\$56.85	\$649,357
Microwave Ovens	113	\$14.43	\$164,879
Window Air Conditioners	94	\$6.62	\$75,575
Electric Floor Cleaning Equipment	112	\$25.14	\$287,132
Sewing Machines and Miscellaneous Appliances	114	\$18.41	\$210,284

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	122	\$91.73	\$1,047,734
Housewares	102	\$87.86	\$1,003,623
Small Appliances	114	\$37.24	\$425,355
Window Coverings	132	\$51.28	\$585,746
Lamps and Other Lighting Fixtures	123	\$28.92	\$330,284
Infant Equipment	32	\$6.44	\$73,603
Rental of Furniture	84	\$3.90	\$44,555
Laundry and Cleaning Equipment	115	\$25.58	\$292,174
Closet and Storage Items	23	\$5.91	\$67,493
Luggage	123	\$11.40	\$130,247
Clocks and Other Household Decoratives	35	\$71.77	\$819,785
Telephones and Accessories	79	\$33.47	\$382,327
Telephone Answering Devices	113	\$0.95	\$10,857
Grills and Outdoor Equipment	32	\$16.72	\$190,961
Power Tools	107	\$34.17	\$390,298
Hand Tools	110	\$11.37	\$129,827
Office Furniture/Equipment for Home Use	126	\$20.66	\$235,997
Computers and Hardware for Home Use	117	\$224.01	\$2,558,737
Software and Accessories for Home Use	118	\$33.50	\$382,688
Other Household Items (4)	115	\$119.64	\$1,366,581

**(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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

2010 Housing Summary		2010 Demographic Summary		
Housing Units	24,713	Population	62,561	
2010-2015 Percent Change	6.75%	Households	23,310	
Percent Occupied	94.3%	Families	17,520	
Percent Owner HHS	80.8%	Median Age	38.3	
Median Home Value	\$152,704	Median Household Income	\$68,782	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		130	\$15,331.11	\$357,366,095
Mortgage Interest		132	\$6,146.07	\$143,264,004
Mortgage Principal		132	\$2,608.18	\$60,796,256
Property Taxes		127	\$2,809.34	\$65,485,402
Homeowners Insurance		127	\$570.19	\$13,291,074
Ground Rent		113	\$82.21	\$1,916,368
Maintenance and Remodeling Services		129	\$2,552.06	\$59,488,222
Maintenance and Remodeling Materials		124	\$461.98	\$10,768,806
Property Management and Security		118	\$101.09	\$2,356,372
<b>Rented Dwellings</b>		82	\$2,808.76	\$65,471,824
Rent		81	\$2,651.72	\$61,811,231
Rent Received as Pay		76	\$69.56	\$1,621,434
Renters' Insurance		94	\$12.28	\$286,190
Maintenance and Repair Services		89	\$18.92	\$441,040
Maintenance and Repair Materials		106	\$56.28	\$1,311,930
<b>Owned Vacation Homes</b>		124	\$576.29	\$13,433,350
Mortgage Payment		128	\$261.25	\$6,089,688
Property Taxes		122	\$137.10	\$3,195,896
Homeowners Insurance		121	\$17.88	\$416,826
Maintenance and Remodeling		119	\$138.92	\$3,238,100
Property Management and Security		123	\$21.14	\$492,839
Housing While Attending School		129	\$105.31	\$2,454,684
<b>Household Operations</b>		121	\$1,901.99	\$44,335,215
Child Care		126	\$584.11	\$13,615,608
Care for Elderly or Handicapped		127	\$91.40	\$2,130,567
Appliance Rental and Repair		123	\$30.05	\$700,430
Computer Information Services		119	\$290.01	\$6,759,985
Home Security System Services		129	\$33.79	\$787,677
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.31	\$123,872
Housekeeping Services		125	\$190.81	\$4,447,786
Lawn and Garden		123	\$514.50	\$11,992,978
Moving/Storage/Freight Express		110	\$66.50	\$1,550,069
PC Repair (Personal Use)		114	\$10.11	\$235,749
Reupholstering/Furniture Repair		125	\$9.88	\$230,365
Termite/Pest Control		126	\$30.66	\$714,741
Water Softening Services		112	\$6.29	\$146,531
Internet Services Away from Home		121	\$3.22	\$75,111
Voice Over IP Service		113	\$7.56	\$176,190
Other Home Services (1)		121	\$27.79	\$647,798

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	117	\$5,302.88	\$123,609,356
Bottled Gas	106	\$71.97	\$1,677,697
Electricity	117	\$1,981.45	\$46,187,272
Fuel Oil	104	\$116.25	\$2,709,853
Natural Gas	121	\$793.03	\$18,485,514
Telephone Services	115	\$1,663.69	\$38,780,358
Water and Other Public Services	122	\$667.76	\$15,565,382
Coal/Wood/Other Fuel	101	\$8.71	\$202,934
<b>Housekeeping Supplies</b>	118	\$825.72	\$19,247,515
Laundry and Cleaning Supplies	117	\$222.46	\$5,185,453
Postage and Stationery	117	\$239.82	\$5,590,256
Other HH Products (2)	119	\$363.44	\$8,471,734
<b>Household Textiles</b>	119	\$158.80	\$3,701,716
Bathroom Linens	117	\$20.85	\$485,955
Bedroom Linens	119	\$73.68	\$1,717,495
Kitchen and Dining Room Linens	121	\$3.73	\$86,864
Curtains and Draperies	121	\$34.88	\$813,008
Slipcovers, Decorative Pillows	121	\$5.17	\$120,515
Materials for Slipcovers/Curtains	120	\$18.43	\$429,522
Other Linens	119	\$2.07	\$48,341
<b>Furniture</b>	121	\$727.62	\$16,960,697
Mattresses and Box Springs	117	\$93.25	\$2,173,688
Other Bedroom Furniture	121	\$129.60	\$3,020,964
Sofas	118	\$179.54	\$4,185,014
Living Room Tables and Chairs	121	\$100.19	\$2,335,303
Kitchen, Dining Room Furniture	123	\$76.38	\$1,780,308
Infant Furniture	123	\$13.75	\$320,429
Outdoor Furniture	130	\$34.78	\$810,633
Wall Units, Cabinets, Other Furniture (3)	126	\$100.14	\$2,334,241
<b>Major Appliances</b>	121	\$366.76	\$8,549,059
Dishwashers and Disposals	123	\$33.75	\$786,764
Refrigerators and Freezers	121	\$99.51	\$2,319,621
Clothes Washers	123	\$61.40	\$1,431,304
Clothes Dryers	124	\$47.23	\$1,100,863
Cooking Stoves and Ovens	123	\$57.92	\$1,350,118
Microwave Ovens	115	\$14.72	\$343,137
Window Air Conditioners	101	\$7.12	\$165,858
Electric Floor Cleaning Equipment	115	\$25.95	\$604,940
Sewing Machines and Miscellaneous Appliances	119	\$19.15	\$446,433

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	125	\$93.74	\$2,185,130
Housewares	104	\$89.32	\$2,081,999
Small Appliances	117	\$38.31	\$892,905
Window Coverings	130	\$50.49	\$1,176,978
Lamps and Other Lighting Fixtures	124	\$29.24	\$681,613
Infant Equipment	32	\$6.44	\$150,149
Rental of Furniture	90	\$4.17	\$97,228
Laundry and Cleaning Equipment	117	\$26.11	\$608,597
Closet and Storage Items	24	\$5.96	\$138,933
Luggage	124	\$11.51	\$268,185
Clocks and Other Household Decoratives	35	\$71.76	\$1,672,696
Telephones and Accessories	80	\$33.90	\$790,138
Telephone Answering Devices	117	\$0.98	\$22,862
Grills and Outdoor Equipment	32	\$16.80	\$391,501
Power Tools	109	\$35.03	\$816,657
Hand Tools	114	\$11.73	\$273,430
Office Furniture/Equipment for Home Use	127	\$20.71	\$482,653
Computers and Hardware for Home Use	119	\$227.38	\$5,300,247
Software and Accessories for Home Use	119	\$33.88	\$789,660
Other Household Items (4)	117	\$121.87	\$2,840,656

**(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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		6,776	7,040
Households		2,424	2,533
Families		1,945	2,022
Median Household Income		\$74,465	\$79,233
Males per 100 Females		96.3	95.8
<b>Population By Age</b>			
Population <5 Years		7.0%	6.9%
Population 5-17 Years		19.6%	19.9%
Population 65+ Years		11.1%	13.1%
Median Age		38.1	38.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	113	\$4,200.75	\$10,183,951
<b>Medical Care</b>	113	\$2,025.99	\$4,911,642
Physician Services	116	\$263.99	\$639,992
Dental Services	118	\$384.57	\$932,316
Eyecare Services	115	\$57.67	\$139,801
Lab Tests, X-Rays	114	\$62.69	\$151,977
Hospital Room and Hospital Services	115	\$157.87	\$382,733
Convalescent or Nursing Home Care	100	\$22.99	\$55,729
Other Medical services (1)	119	\$133.15	\$322,785
Nonprescription Drugs	109	\$111.95	\$271,393
Prescription Drugs	109	\$543.68	\$1,318,046
Nonprescription Vitamins	112	\$63.22	\$153,273
Medicare Prescription Drug Premium	91	\$45.07	\$109,267
Eyeglasses and Contact Lenses	121	\$93.06	\$225,603
Hearing Aids	95	\$20.76	\$50,323
Medical Equipment for General Use	118	\$7.43	\$18,013
Other Medical Supplies (2)	114	\$58.53	\$141,892
<b>Health Insurance</b>	112	\$2,173.09	\$5,268,249
Blue Cross/Blue Shield	119	\$664.76	\$1,611,597
Commercial Health Insurance	123	\$459.80	\$1,114,694
Health Maintenance Organization	119	\$395.49	\$958,803
Medicare Payments	95	\$391.72	\$949,665
Long Term Care Insurance	113	\$94.70	\$229,589
Other Health Insurance (3)	98	\$164.80	\$399,522

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,731	32,437
Households		11,422	12,114
Families		8,783	9,267
Median Household Income		\$69,799	\$78,184
Males per 100 Females		95.8	95.8
<b>Population By Age</b>			
Population <5 Years		7.4%	7.3%
Population 5-17 Years		19.5%	19.6%
Population 65+ Years		10.6%	12.3%
Median Age		37.2	37.2
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	113	\$4,209.79	\$48,086,331
<b>Medical Care</b>	114	\$2,035.67	\$23,252,417
Physician Services	117	\$265.54	\$3,033,162
Dental Services	116	\$377.64	\$4,313,564
Eyecare Services	117	\$58.41	\$667,145
Lab Tests, X-Rays	117	\$64.29	\$734,392
Hospital Room and Hospital Services	118	\$161.41	\$1,843,699
Convalescent or Nursing Home Care	95	\$22.03	\$251,598
Other Medical services (1)	119	\$133.11	\$1,520,412
Nonprescription Drugs	111	\$114.68	\$1,309,898
Prescription Drugs	110	\$549.77	\$6,279,736
Nonprescription Vitamins	112	\$63.62	\$726,733
Medicare Prescription Drug Premium	94	\$46.64	\$532,717
Eyeglasses and Contact Lenses	119	\$91.41	\$1,044,146
Hearing Aids	96	\$20.79	\$237,504
Medical Equipment for General Use	122	\$7.70	\$87,903
Other Medical Supplies (2)	115	\$58.58	\$669,125
<b>Health Insurance</b>	112	\$2,174.29	\$24,835,780
Blue Cross/Blue Shield	118	\$658.92	\$7,526,472
Commercial Health Insurance	123	\$458.50	\$5,237,266
Health Maintenance Organization	117	\$389.11	\$4,444,663
Medicare Payments	97	\$401.99	\$4,591,765
Long Term Care Insurance	113	\$94.03	\$1,074,056
Other Health Insurance (3)	102	\$171.91	\$1,963,592

**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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		62,561	65,717
Households		23,310	24,571
Families		17,520	18,392
Median Household Income		\$68,782	\$77,692
Males per 100 Females		94.7	94.7
<b>Population By Age</b>			
Population <5 Years		7.3%	7.1%
Population 5-17 Years		19.2%	19.3%
Population 65+ Years		11.7%	13.3%
Median Age		38.3	38.3
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	117	\$4,359.30	\$101,614,806
<b>Medical Care</b>	117	\$2,101.47	\$48,985,099
Physician Services	119	\$270.69	\$6,309,818
Dental Services	119	\$387.00	\$9,020,953
Eyecare Services	120	\$59.91	\$1,396,565
Lab Tests, X-Rays	120	\$65.92	\$1,536,519
Hospital Room and Hospital Services	120	\$164.17	\$3,826,713
Convalescent or Nursing Home Care	102	\$23.57	\$549,422
Other Medical services (1)	122	\$136.38	\$3,178,975
Nonprescription Drugs	115	\$118.41	\$2,760,019
Prescription Drugs	115	\$574.45	\$13,390,336
Nonprescription Vitamins	116	\$65.52	\$1,527,282
Medicare Prescription Drug Premium	103	\$51.31	\$1,196,023
Eyeglasses and Contact Lenses	121	\$93.33	\$2,175,609
Hearing Aids	103	\$22.47	\$523,809
Medical Equipment for General Use	124	\$7.83	\$182,622
Other Medical Supplies (2)	118	\$60.51	\$1,410,413
<b>Health Insurance</b>	117	\$2,257.83	\$52,629,665
Blue Cross/Blue Shield	121	\$676.91	\$15,778,670
Commercial Health Insurance	124	\$465.50	\$10,850,627
Health Maintenance Organization	119	\$395.49	\$9,218,773
Medicare Payments	106	\$436.38	\$10,172,018
Long Term Care Insurance	117	\$97.65	\$2,276,124
Other Health Insurance (3)	110	\$185.91	\$4,333,434

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		6,776	7,040
Households		2,424	2,533
Families		1,945	2,022
Median Age		38.1	38.0
Median Household Income		\$74,465	\$79,233
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	128	\$794.83	\$1,926,909
Admission to Movies, Theater, Opera, Ballet	121	\$183.93	\$445,916
Admission to Sporting Events, excl.Trips	133	\$78.95	\$191,401
Fees for Participant Sports, excl.Trips	127	\$134.97	\$327,217
Fees for Recreational Lessons	138	\$187.95	\$455,642
Membership Fees for Social/Recreation/Civic Clubs	127	\$208.23	\$504,821
Dating Services	102	\$0.79	\$1,912
Rental of Video Cassettes and DVDs	114	\$46.77	\$113,395
<b>Toys &amp; Games</b>	117	\$170.71	\$413,854
Toys and Playground Equipment	117	\$165.86	\$402,105
Play Arcade Pinball/Video Games	113	\$2.14	\$5,196
Online Entertainment and Games	111	\$2.56	\$6,216
<b>Recreational Vehicles and Fees</b>	111	\$359.25	\$870,945
Docking and Landing Fees for Boats and Planes	134	\$9.52	\$23,082
Camp Fees	141	\$40.68	\$98,629
Purchase of RVs or Boats	107	\$298.43	\$723,487
Rental of RVs or Boats	121	\$10.32	\$25,030
<b>Sports, Recreation and Exercise Equipment</b>	94	\$170.03	\$412,202
Exercise Equipment and Gear, Game Tables	101	\$83.16	\$201,608
Bicycles	121	\$23.88	\$57,887
Camping Equipment	47	\$6.81	\$16,522
Hunting and Fishing Equipment	67	\$25.53	\$61,892
Winter Sports Equipment	106	\$6.84	\$16,583
Water Sports Equipment	112	\$7.50	\$18,190
Other Sports Equipment	120	\$11.33	\$27,472
Rental/Repair of Sports/Recreation/Exercise Equipment	121	\$4.83	\$11,712
<b>Photographic Equipment and Supplies</b>	121	\$125.20	\$303,526
Film	111	\$8.21	\$19,892
Film Processing	118	\$26.48	\$64,191
Photographic Equipment	121	\$51.93	\$125,902
Photographer Fees/Other Supplies & Equip Rental/Repair	125	\$38.50	\$93,345
<b>Reading</b>	117	\$181.90	\$440,974
Magazine/Newspaper Subscriptions	120	\$75.74	\$183,616
Magazine/Newspaper Single Copies	108	\$20.63	\$50,004
Books	118	\$85.38	\$206,980

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,731	32,437
Households		11,422	12,114
Families		8,783	9,267
Median Age		37.2	37.2
Median Household Income		\$69,799	\$78,184
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		124	\$8,785,423
Admission to Movies, Theater, Opera, Ballet		119	\$2,063,510
Admission to Sporting Events, excl.Trips		129	\$878,357
Fees for Participant Sports, excl.Trips		124	\$1,514,398
Fees for Recreational Lessons		130	\$2,023,853
Membership Fees for Social/Recreation/Civic Clubs		123	\$2,296,820
Dating Services		96	\$8,485
Rental of Video Cassettes and DVDs		116	\$546,429
<b>Toys &amp; Games</b>		118	\$1,956,497
Toys and Playground Equipment		118	\$1,903,242
Play Arcade Pinball/Video Games		110	\$23,798
Online Entertainment and Games		112	\$29,600
<b>Recreational Vehicles and Fees</b>		115	\$4,228,882
Docking and Landing Fees for Boats and Planes		124	\$100,358
Camp Fees		129	\$425,337
Purchase of RVs or Boats		113	\$3,585,309
Rental of RVs or Boats		121	\$118,192
<b>Sports, Recreation and Exercise Equipment</b>		95	\$1,968,973
Exercise Equipment and Gear, Game Tables		102	\$958,245
Bicycles		119	\$269,960
Camping Equipment		49	\$80,327
Hunting and Fishing Equipment		70	\$306,759
Winter Sports Equipment		111	\$82,177
Water Sports Equipment		113	\$85,929
Other Sports Equipment		120	\$129,633
Rental/Repair of Sports/Recreation/Exercise Equipment		123	\$56,088
<b>Photographic Equipment and Supplies</b>		121	\$1,425,382
Film		112	\$94,250
Film Processing		117	\$301,041
Photographic Equipment		121	\$589,462
Photographer Fees/Other Supplies & Equip Rental/Repair		125	\$440,716
<b>Reading</b>		115	\$2,039,293
Magazine/Newspaper Subscriptions		116	\$840,750
Magazine/Newspaper Single Copies		107	\$234,127
Books		117	\$964,590

**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

Day Heights  
1468 STHY 131, Day Heights, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17598  
Longitude: -84.21493

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		62,561	65,717
Households		23,310	24,571
Families		17,520	18,392
Median Age		38.3	38.3
Median Household Income		\$68,782	\$77,692
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	125	\$772.97	\$18,017,887
Admission to Movies, Theater, Opera, Ballet	120	\$182.05	\$4,243,497
Admission to Sporting Events, excl.Trips	130	\$77.10	\$1,797,270
Fees for Participant Sports, excl.Trips	125	\$133.20	\$3,104,977
Fees for Recreational Lessons	129	\$176.61	\$4,116,816
Membership Fees for Social/Recreation/Civic Clubs	124	\$203.23	\$4,737,378
Dating Services	100	\$0.77	\$17,949
Rental of Video Cassettes and DVDs	118	\$48.53	\$1,131,166
<b>Toys &amp; Games</b>	120	\$173.95	\$4,054,787
Toys and Playground Equipment	120	\$169.18	\$3,943,472
Play Arcade Pinball/Video Games	113	\$2.14	\$49,960
Online Entertainment and Games	113	\$2.63	\$61,329
<b>Recreational Vehicles and Fees</b>	118	\$380.91	\$8,878,859
Docking and Landing Fees for Boats and Planes	125	\$8.89	\$207,330
Camp Fees	130	\$37.58	\$875,870
Purchase of RVs or Boats	116	\$324.06	\$7,553,718
Rental of RVs or Boats	121	\$10.38	\$241,967
<b>Sports, Recreation and Exercise Equipment</b>	97	\$175.37	\$4,087,737
Exercise Equipment and Gear, Game Tables	103	\$84.77	\$1,975,868
Bicycles	120	\$23.77	\$554,180
Camping Equipment	50	\$7.17	\$167,125
Hunting and Fishing Equipment	73	\$27.87	\$649,602
Winter Sports Equipment	115	\$7.41	\$172,638
Water Sports Equipment	118	\$7.88	\$183,584
Other Sports Equipment	123	\$11.65	\$271,602
Rental/Repair of Sports/Recreation/Exercise Equipment	121	\$4.85	\$113,119
<b>Photographic Equipment and Supplies</b>	122	\$126.33	\$2,944,737
Film	115	\$8.51	\$198,354
Film Processing	120	\$27.05	\$630,519
Photographic Equipment	122	\$52.06	\$1,213,481
Photographer Fees/Other Supplies & Equip Rental/Repair	125	\$38.71	\$902,367
<b>Reading</b>	119	\$183.93	\$4,287,365
Magazine/Newspaper Subscriptions	120	\$76.26	\$1,777,507
Magazine/Newspaper Single Copies	113	\$21.57	\$502,871
Books	119	\$86.10	\$2,006,967

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March 27, 2012

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