





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

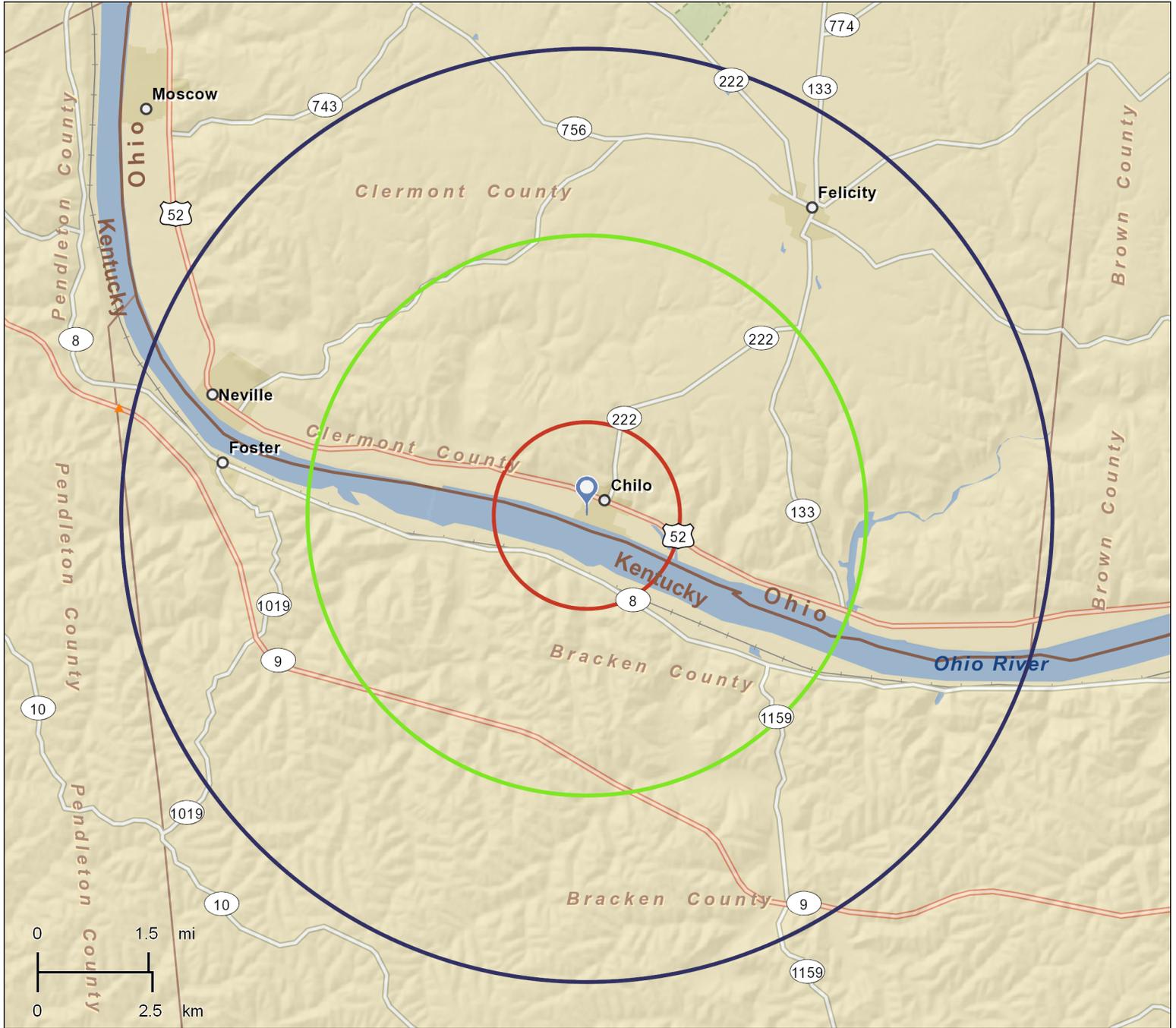
# Traffic Count Map

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1, 3, 5 Miles

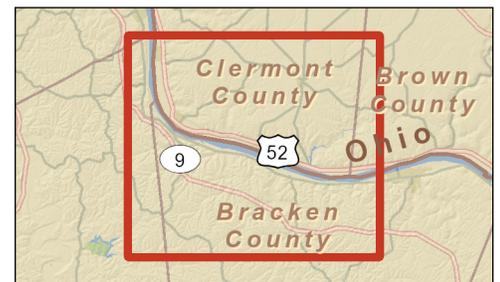
[www.clermontcountyohio.biz](http://www.clermontcountyohio.biz)

Latitude: 38.79304

Longitude: -84.1408



- 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: ©2012 Market Planning Solutions, Inc.

April 19, 2013

Made with Esri Business Analyst



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# Market Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Rings: 1, 3, 5 mile radii

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Latitude: 38.79304  
Longitude: -84.1408

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	98	1,177	5,071
2010 Total Population	99	1,164	4,909
2012 Total Population	106	1,222	5,033
2012 Group Quarters	0	0	4
2017 Total Population	117	1,321	5,268
2012-2017 Annual Rate	2.07%	1.56%	0.91%
<b>Household Summary</b>			
2000 Households	43	430	1,803
2000 Average Household Size	2.28	2.73	2.81
2010 Households	44	436	1,828
2010 Average Household Size	2.25	2.67	2.68
2012 Households	47	457	1,872
2012 Average Household Size	2.26	2.67	2.69
2017 Households	52	497	1,972
2017 Average Household Size	2.25	2.66	2.67
2012-2017 Annual Rate	2.25%	1.66%	1.05%
2010 Families	35	333	1,318
2010 Average Family Size	2.51	3.04	3.14
2012 Families	37	349	1,345
2012 Average Family Size	2.54	3.03	3.14
2017 Families	42	377	1,406
2017 Average Family Size	2.48	3.02	3.13
2012-2017 Annual Rate	2.12%	1.56%	0.89%
<b>Housing Unit Summary</b>			
2000 Housing Units	67	486	1,977
Owner Occupied Housing Units	50.7%	70.2%	66.7%
Renter Occupied Housing Units	13.4%	18.3%	24.5%
Vacant Housing Units	35.8%	11.5%	8.8%
2010 Housing Units	76	523	2,092
Owner Occupied Housing Units	47.4%	68.1%	63.3%
Renter Occupied Housing Units	10.5%	15.3%	24.1%
Vacant Housing Units	42.1%	16.6%	12.6%
2012 Housing Units	78	534	2,106
Owner Occupied Housing Units	48.7%	68.9%	63.2%
Renter Occupied Housing Units	11.5%	16.9%	25.7%
Vacant Housing Units	39.7%	14.4%	11.1%
2017 Housing Units	83	560	2,168
Owner Occupied Housing Units	50.6%	71.6%	65.1%
Renter Occupied Housing Units	12.0%	17.1%	25.8%
Vacant Housing Units	37.3%	11.3%	9.0%
<b>Median Household Income</b>			
2012	\$41,120	\$41,141	\$39,762
2017	\$50,000	\$50,000	\$47,017
<b>Median Home Value</b>			
2012	\$110,249	\$102,939	\$102,138
2017	\$131,615	\$129,018	\$129,776
<b>Per Capita Income</b>			
2012	\$17,195	\$19,651	\$19,492
2017	\$19,385	\$22,108	\$22,058
<b>Median Age</b>			
2010	40.6	40.6	39.6
2012	41.6	40.8	39.9
2017	41.3	41.1	40.2

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



# Market Profile

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	1 mile	3 miles	5 miles
<b>2012 Households by Income</b>			
Household Income Base	47	457	1,872
<\$15,000	17.0%	15.3%	18.0%
\$15,000 - \$24,999	10.6%	11.2%	11.4%
\$25,000 - \$34,999	12.8%	14.2%	12.9%
\$35,000 - \$49,999	19.1%	18.6%	19.0%
\$50,000 - \$74,999	23.4%	20.4%	19.8%
\$75,000 - \$99,999	10.6%	10.5%	9.1%
\$100,000 - \$149,999	2.1%	5.5%	5.6%
\$150,000 - \$199,999	2.1%	3.3%	2.8%
\$200,000+	2.1%	1.1%	1.4%
Average Household Income	\$48,704	\$53,436	\$51,829
<b>2017 Households by Income</b>			
Household Income Base	52	497	1,972
<\$15,000	15.4%	14.5%	17.1%
\$15,000 - \$24,999	7.7%	8.5%	8.7%
\$25,000 - \$34,999	9.6%	10.5%	9.5%
\$35,000 - \$49,999	17.3%	16.7%	17.3%
\$50,000 - \$74,999	30.8%	25.4%	24.4%
\$75,000 - \$99,999	13.5%	13.3%	11.6%
\$100,000 - \$149,999	1.9%	6.0%	6.4%
\$150,000 - \$199,999	1.9%	4.0%	3.5%
\$200,000+	1.9%	1.4%	1.6%
Average Household Income	\$54,853	\$59,798	\$58,349
<b>2012 Owner Occupied Housing Units by Value</b>			
Total	38	368	1,330
<\$50,000	15.8%	15.8%	15.8%
\$50,000 - \$99,999	28.9%	32.6%	33.2%
\$100,000 - \$149,999	31.6%	26.4%	25.0%
\$150,000 - \$199,999	10.5%	10.9%	11.1%
\$200,000 - \$249,999	5.3%	6.3%	5.9%
\$250,000 - \$299,999	2.6%	2.7%	2.9%
\$300,000 - \$399,999	5.3%	3.5%	3.6%
\$400,000 - \$499,999	0.0%	0.5%	0.8%
\$500,000 - \$749,999	2.6%	1.1%	1.4%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$128,927	\$124,803	\$131,248
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	42	401	1,412
<\$50,000	7.1%	8.2%	8.4%
\$50,000 - \$99,999	21.4%	24.9%	25.5%
\$100,000 - \$149,999	35.7%	28.7%	27.1%
\$150,000 - \$199,999	19.0%	17.5%	17.6%
\$200,000 - \$249,999	9.5%	10.2%	9.8%
\$250,000 - \$299,999	2.4%	3.5%	3.6%
\$300,000 - \$399,999	4.8%	4.2%	4.5%
\$400,000 - \$499,999	0.0%	0.7%	0.9%
\$500,000 - \$749,999	2.4%	1.5%	1.8%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.6%
Average Home Value	\$153,042	\$148,773	\$158,535

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Latitude: 38.79304  
Longitude: -84.1408

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	104	1,164	4,909
0 - 4	6.7%	6.4%	6.2%
5 - 9	6.7%	7.4%	7.2%
10 - 14	7.7%	7.5%	7.8%
15 - 24	10.6%	11.9%	12.2%
25 - 34	9.6%	10.1%	10.6%
35 - 44	12.5%	13.5%	13.8%
45 - 54	16.3%	17.8%	17.0%
55 - 64	12.5%	13.1%	13.1%
65 - 74	7.7%	7.8%	7.3%
75 - 84	2.9%	3.5%	3.7%
85 +	1.0%	0.9%	1.0%
18 +	69.2%	74.1%	74.5%
<b>2012 Population by Age</b>			
Total	105	1,222	5,034
0 - 4	6.7%	6.5%	6.2%
5 - 9	7.6%	7.4%	7.2%
10 - 14	7.6%	7.3%	7.6%
15 - 24	11.4%	11.7%	12.1%
25 - 34	9.5%	10.3%	10.8%
35 - 44	12.4%	13.2%	13.4%
45 - 54	17.1%	17.1%	16.3%
55 - 64	14.3%	13.7%	13.7%
65 - 74	9.5%	8.4%	7.8%
75 - 84	2.9%	3.4%	3.7%
85 +	1.0%	1.0%	1.1%
18 +	73.3%	74.5%	74.8%
<b>2017 Population by Age</b>			
Total	118	1,320	5,268
0 - 4	6.8%	6.4%	6.2%
5 - 9	7.6%	7.3%	7.1%
10 - 14	7.6%	7.3%	7.7%
15 - 24	11.0%	11.0%	11.3%
25 - 34	10.2%	10.5%	10.9%
35 - 44	11.9%	12.7%	13.1%
45 - 54	16.1%	15.7%	15.0%
55 - 64	14.4%	14.3%	14.3%
65 - 74	10.2%	10.2%	9.4%
75 - 84	3.4%	3.6%	3.8%
85 +	0.8%	1.0%	1.1%
18 +	72.9%	74.7%	75.0%
<b>2010 Population by Sex</b>			
Males	49	580	2,439
Females	50	584	2,470
<b>2012 Population by Sex</b>			
Males	53	611	2,504
Females	53	612	2,529
<b>2017 Population by Sex</b>			
Males	59	662	2,624
Females	58	658	2,644

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Latitude: 38.79304  
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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	99	1,164	4,907
White Alone	99.0%	98.7%	98.4%
Black Alone	0.0%	0.1%	0.2%
American Indian Alone	0.0%	0.3%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	1.0%	0.8%	0.8%
Hispanic Origin	1.0%	0.7%	0.9%
Diversity Index	4.0	3.9	4.9
<b>2012 Population by Race/Ethnicity</b>			
Total	105	1,222	5,033
White Alone	99.0%	98.7%	98.3%
Black Alone	0.0%	0.1%	0.3%
American Indian Alone	0.0%	0.2%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	1.0%	0.8%	0.8%
Hispanic Origin	0.9%	0.7%	1.0%
Diversity Index	5.5	4.0	5.2
<b>2017 Population by Race/Ethnicity</b>			
Total	117	1,320	5,268
White Alone	99.1%	98.6%	98.0%
Black Alone	0.0%	0.2%	0.6%
American Indian Alone	0.0%	0.2%	0.2%
Asian Alone	0.0%	0.0%	0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.3%
Two or More Races	0.9%	0.8%	0.9%
Hispanic Origin	0.9%	0.9%	1.3%
Diversity Index	3.4	4.8	6.4
<b>2010 Population by Relationship and Household Type</b>			
Total	99	1,164	4,909
In Households	100.0%	100.0%	99.9%
In Family Households	91.9%	89.4%	87.2%
Householder	27.3%	27.9%	27.2%
Spouse	23.2%	22.9%	20.9%
Child	34.3%	32.4%	32.6%
Other relative	3.0%	3.6%	3.6%
Nonrelative	3.0%	2.7%	2.9%
In Nonfamily Households	8.1%	10.5%	12.8%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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ECONOMIC DEVELOPMENT

## Market Profile

Downtown Chilo  
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Latitude: 38.79304  
Longitude: -84.1408

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	44	435	1,829
Households with 1 Person	18.2%	19.3%	22.6%
Households with 2+ People	81.8%	80.7%	77.4%
Family Households	79.5%	76.6%	72.1%
Husband-wife Families	65.9%	62.8%	55.5%
With Related Children	29.5%	26.7%	24.0%
Other Family (No Spouse Present)	13.6%	14.0%	16.6%
Other Family with Male Householder	6.8%	5.5%	5.5%
With Related Children	4.5%	3.7%	3.2%
Other Family with Female Householder	9.1%	8.5%	11.0%
With Related Children	4.5%	5.7%	7.4%
Nonfamily Households	2.3%	4.1%	5.3%
All Households with Children	38.6%	36.5%	35.0%
Multigenerational Households	6.8%	4.8%	4.6%
Unmarried Partner Households	6.8%	7.3%	8.9%
Male-female	6.8%	6.9%	8.2%
Same-sex	0.0%	0.5%	0.7%
<b>2010 Households by Size</b>			
Total	44	436	1,828
1 Person Household	18.2%	19.3%	22.6%
2 Person Household	34.1%	35.6%	34.4%
3 Person Household	15.9%	18.3%	17.6%
4 Person Household	15.9%	14.4%	13.5%
5 Person Household	9.1%	7.8%	7.3%
6 Person Household	4.5%	2.8%	3.0%
7 + Person Household	2.3%	1.8%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	44	436	1,828
Owner Occupied	81.8%	81.7%	72.4%
Owned with a Mortgage/Loan	54.5%	54.4%	46.4%
Owned Free and Clear	25.0%	27.3%	26.0%
Renter Occupied	18.2%	18.3%	27.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO  
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# Demographic and Income Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Summary	Census 2010	2012	2017
Population	99	106	117
Households	44	47	52
Families	35	37	42
Average Household Size	2.25	2.26	2.25
Owner Occupied Housing Units	36	38	42
Renter Occupied Housing Units	8	9	10
Median Age	40.6	41.6	41.3
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.99%	0.14%	0.68%
Households	2.04%	0.28%	0.74%
Families	2.57%	0.07%	0.72%
Owner HHs	2.02%	0.48%	0.91%
Median Household Income	3.99%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	8	17.0%	8	15.4%
\$15,000 - \$24,999	5	10.6%	4	7.7%
\$25,000 - \$34,999	6	12.8%	5	9.6%
\$35,000 - \$49,999	9	19.1%	9	17.3%
\$50,000 - \$74,999	11	23.4%	16	30.8%
\$75,000 - \$99,999	5	10.6%	7	13.5%
\$100,000 - \$149,999	1	2.1%	1	1.9%
\$150,000 - \$199,999	1	2.1%	1	1.9%
\$200,000+	1	2.1%	1	1.9%
Median Household Income	\$41,120		\$50,000	
Average Household Income	\$48,704		\$54,853	
Per Capita Income	\$17,195		\$19,385	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7	7.1%	7	6.7%	8	6.8%
5 - 9	7	7.1%	8	7.6%	9	7.6%
10 - 14	8	8.2%	8	7.6%	9	7.6%
15 - 19	7	7.1%	7	6.7%	8	6.8%
20 - 24	4	4.1%	5	4.8%	5	4.2%
25 - 34	10	10.2%	10	9.5%	12	10.2%
35 - 44	13	13.3%	13	12.4%	14	11.9%
45 - 54	17	17.3%	18	17.1%	19	16.1%
55 - 64	13	13.3%	15	14.3%	17	14.4%
65 - 74	8	8.2%	10	9.5%	12	10.2%
75 - 84	3	3.1%	3	2.9%	4	3.4%
85+	1	1.0%	1	1.0%	1	0.8%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	98	99.0%	104	99.0%	116	99.1%
Black Alone	0	0.0%	0	0.0%	0	0.0%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	0	0.0%	0	0.0%	0	0.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	0	0.0%	0	0.0%	0	0.0%
Two or More Races	1	1.0%	1	1.0%	1	0.9%
Hispanic Origin (Any Race)	1	1.0%	1	0.9%	1	0.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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# Demographic and Income Profile

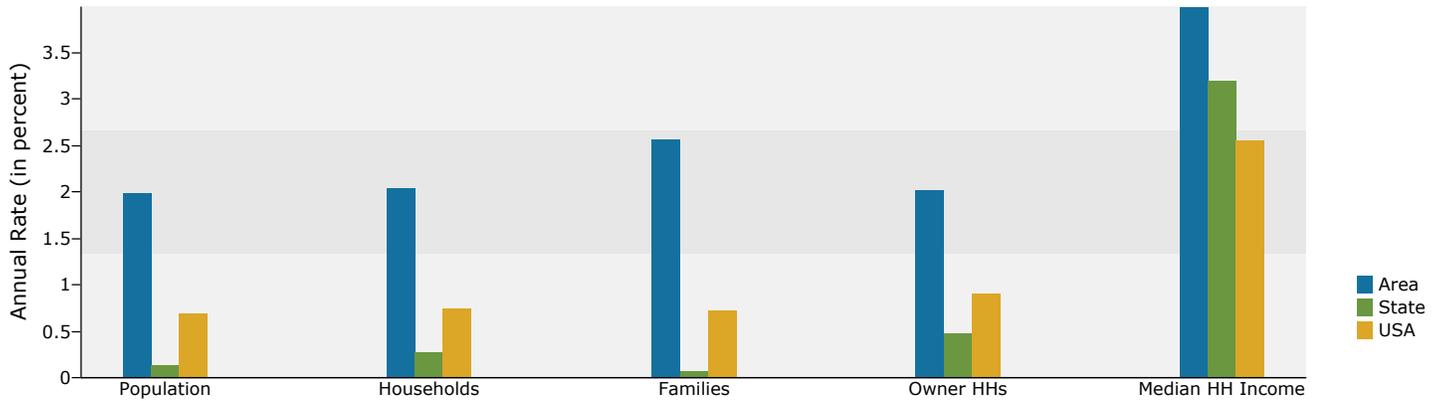
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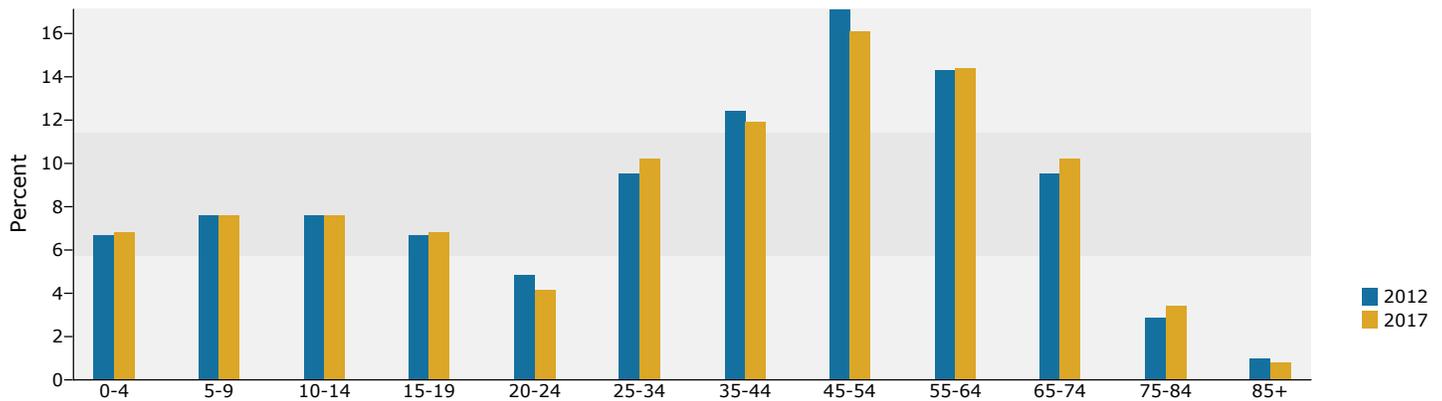
Latitude: 38.79304

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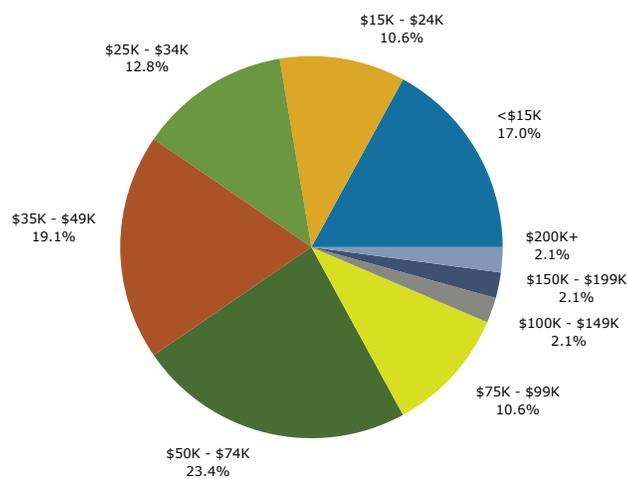
## Trends 2012-2017



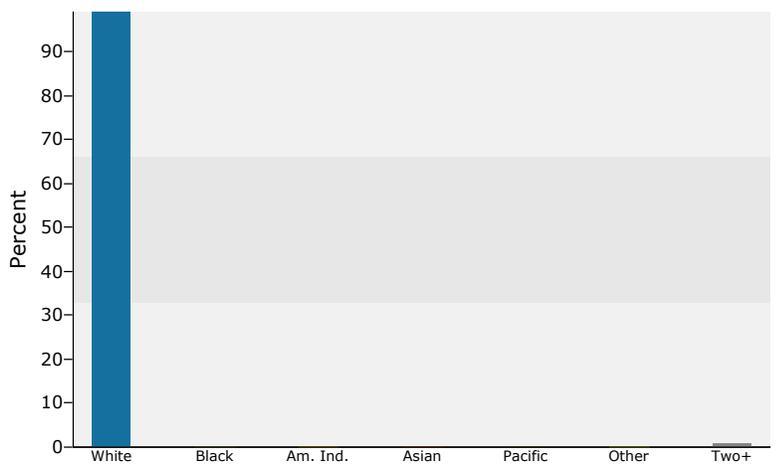
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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# Demographic and Income Profile

Downtown Chilo  
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Ring: 3 mile radius

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Latitude: 38.79304  
Longitude: -84.1408

Summary	Census 2010	2012	2017
Population	1,164	1,222	1,321
Households	436	457	497
Families	333	349	377
Average Household Size	2.67	2.67	2.66
Owner Occupied Housing Units	356	368	401
Renter Occupied Housing Units	80	90	96
Median Age	40.6	40.8	41.1
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.57%	0.14%	0.68%
Households	1.69%	0.28%	0.74%
Families	1.56%	0.07%	0.72%
Owner HHs	1.73%	0.48%	0.91%
Median Household Income	3.98%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	70	15.3%	72	14.5%
\$15,000 - \$24,999	51	11.2%	42	8.5%
\$25,000 - \$34,999	65	14.2%	52	10.5%
\$35,000 - \$49,999	85	18.6%	83	16.7%
\$50,000 - \$74,999	93	20.4%	126	25.4%
\$75,000 - \$99,999	48	10.5%	66	13.3%
\$100,000 - \$149,999	25	5.5%	30	6.0%
\$150,000 - \$199,999	15	3.3%	20	4.0%
\$200,000+	5	1.1%	7	1.4%
Median Household Income	\$41,141		\$50,000	
Average Household Income	\$53,436		\$59,798	
Per Capita Income	\$19,651		\$22,108	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	75	6.4%	79	6.5%	85	6.4%
5 - 9	86	7.4%	90	7.4%	97	7.3%
10 - 14	87	7.5%	89	7.3%	97	7.3%
15 - 19	79	6.8%	79	6.5%	82	6.2%
20 - 24	59	5.1%	64	5.2%	63	4.8%
25 - 34	117	10.1%	126	10.3%	138	10.5%
35 - 44	157	13.5%	161	13.2%	168	12.7%
45 - 54	207	17.8%	209	17.1%	207	15.7%
55 - 64	153	13.2%	168	13.7%	189	14.3%
65 - 74	91	7.8%	103	8.4%	134	10.2%
75 - 84	41	3.5%	42	3.4%	47	3.6%
85+	11	0.9%	12	1.0%	13	1.0%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,149	98.7%	1,206	98.7%	1,301	98.6%
Black Alone	1	0.1%	1	0.1%	2	0.2%
American Indian Alone	3	0.3%	3	0.2%	3	0.2%
Asian Alone	0	0.0%	0	0.0%	0	0.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	2	0.2%	2	0.2%	3	0.2%
Two or More Races	9	0.8%	10	0.8%	11	0.8%
Hispanic Origin (Any Race)	8	0.7%	9	0.7%	12	0.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Demographic and Income Profile

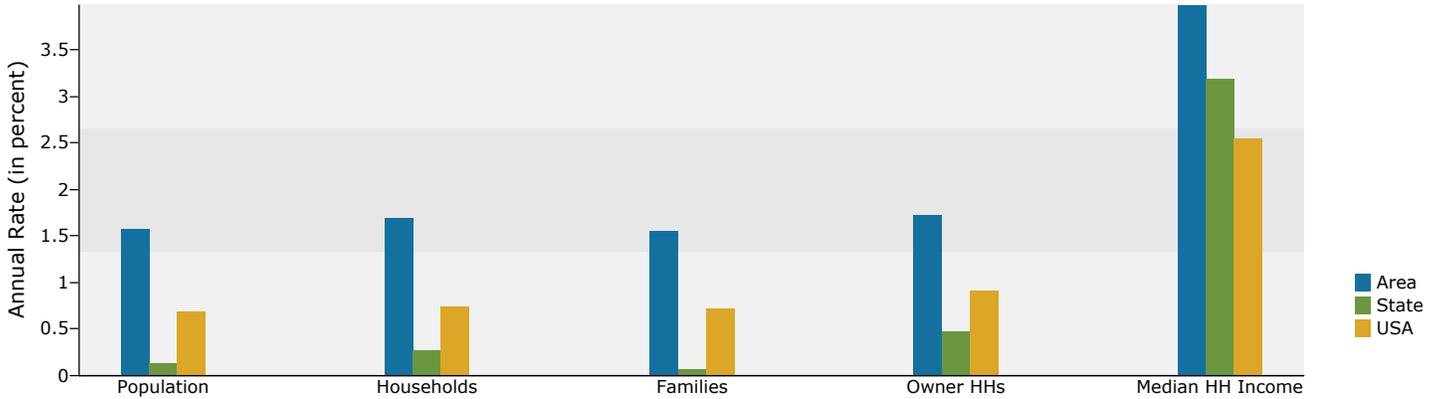
Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

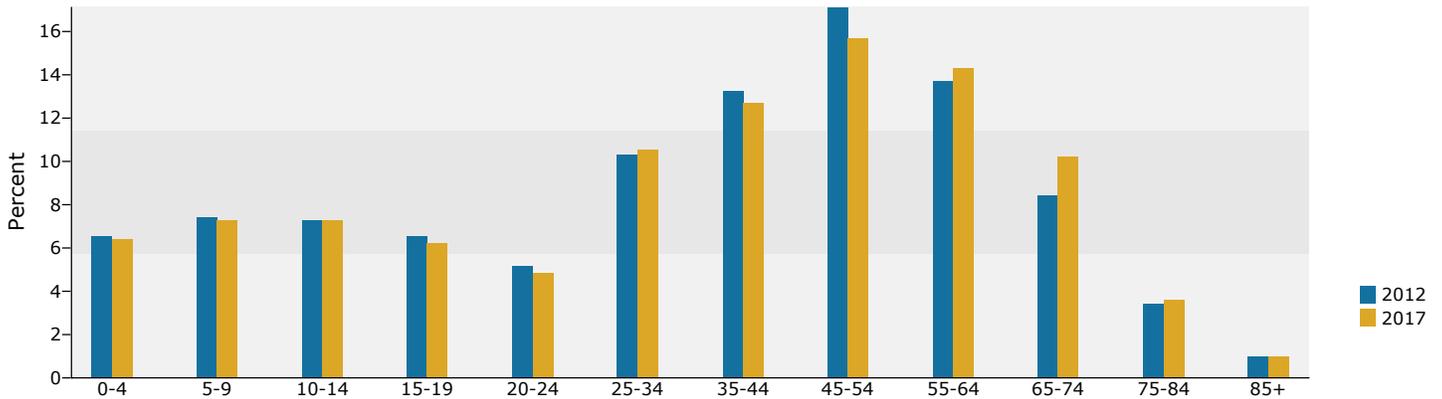
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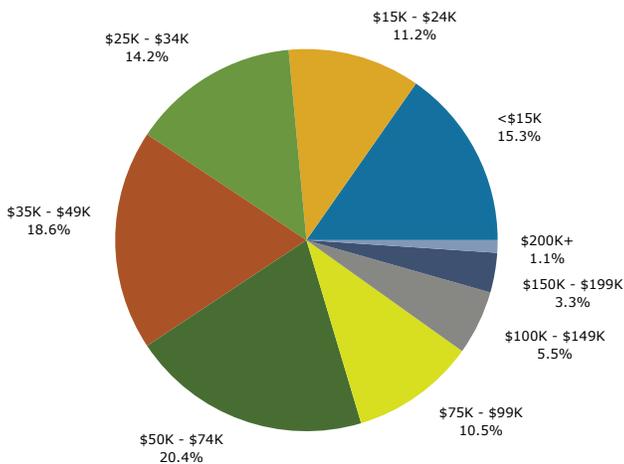
## Trends 2012-2017



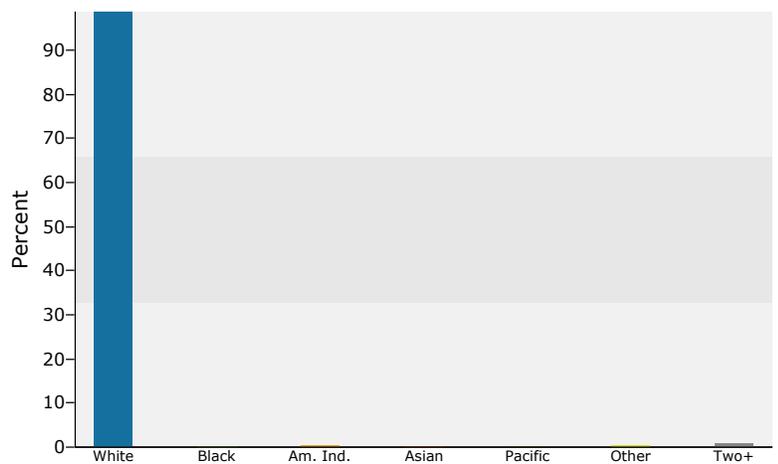
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Demographic and Income Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Summary	Census 2010	2012	2017
Population	4,909	5,033	5,268
Households	1,828	1,872	1,972
Families	1,318	1,345	1,406
Average Household Size	2.68	2.69	2.67
Owner Occupied Housing Units	1,324	1,330	1,412
Renter Occupied Housing Units	504	541	560
Median Age	39.6	39.9	40.2
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.92%	0.14%	0.68%
Households	1.05%	0.28%	0.74%
Families	0.89%	0.07%	0.72%
Owner HHs	1.20%	0.48%	0.91%
Median Household Income	3.41%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	337	18.0%	338	17.1%
\$15,000 - \$24,999	214	11.4%	171	8.7%
\$25,000 - \$34,999	241	12.9%	188	9.5%
\$35,000 - \$49,999	355	19.0%	341	17.3%
\$50,000 - \$74,999	371	19.8%	481	24.4%
\$75,000 - \$99,999	170	9.1%	228	11.6%
\$100,000 - \$149,999	105	5.6%	126	6.4%
\$150,000 - \$199,999	52	2.8%	69	3.5%
\$200,000+	26	1.4%	31	1.6%
Median Household Income	\$39,762		\$47,017	
Average Household Income	\$51,829		\$58,349	
Per Capita Income	\$19,492		\$22,058	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	306	6.2%	313	6.2%	328	6.2%
5 - 9	354	7.2%	361	7.2%	375	7.1%
10 - 14	381	7.8%	385	7.6%	407	7.7%
15 - 19	328	6.7%	321	6.4%	320	6.1%
20 - 24	273	5.6%	286	5.7%	274	5.2%
25 - 34	521	10.6%	546	10.8%	576	10.9%
35 - 44	678	13.8%	677	13.4%	689	13.1%
45 - 54	833	17.0%	820	16.3%	789	15.0%
55 - 64	644	13.1%	690	13.7%	753	14.3%
65 - 74	358	7.3%	395	7.8%	496	9.4%
75 - 84	184	3.7%	185	3.7%	202	3.8%
85+	50	1.0%	55	1.1%	59	1.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,830	98.4%	4,948	98.3%	5,161	98.0%
Black Alone	12	0.2%	17	0.3%	30	0.6%
American Indian Alone	11	0.2%	11	0.2%	11	0.2%
Asian Alone	4	0.1%	4	0.1%	5	0.1%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	8	0.2%	10	0.2%	14	0.3%
Two or More Races	41	0.8%	42	0.8%	46	0.9%
Hispanic Origin (Any Race)	43	0.9%	50	1.0%	65	1.2%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Demographic and Income Profile

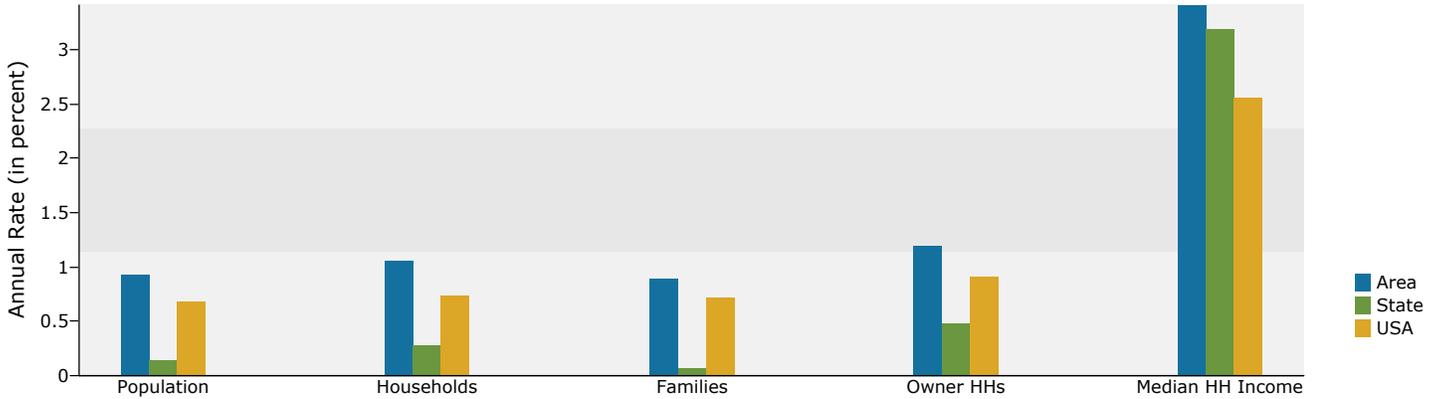
Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

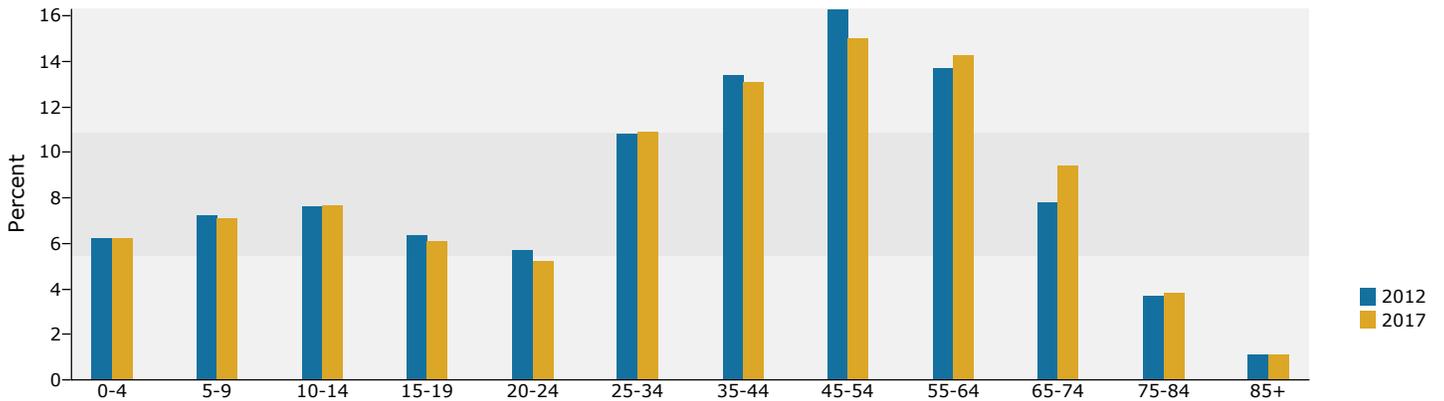
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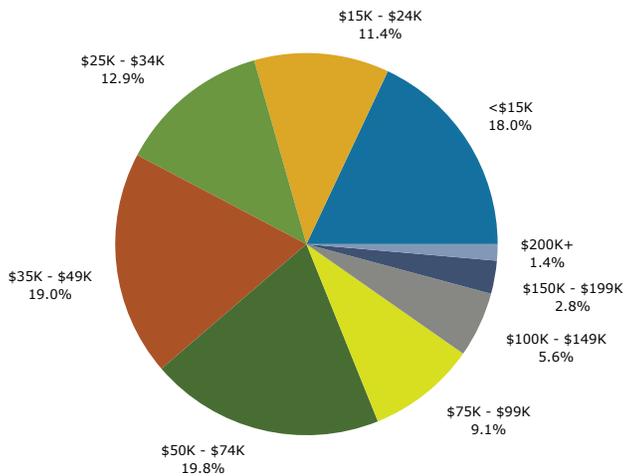
## Trends 2012-2017



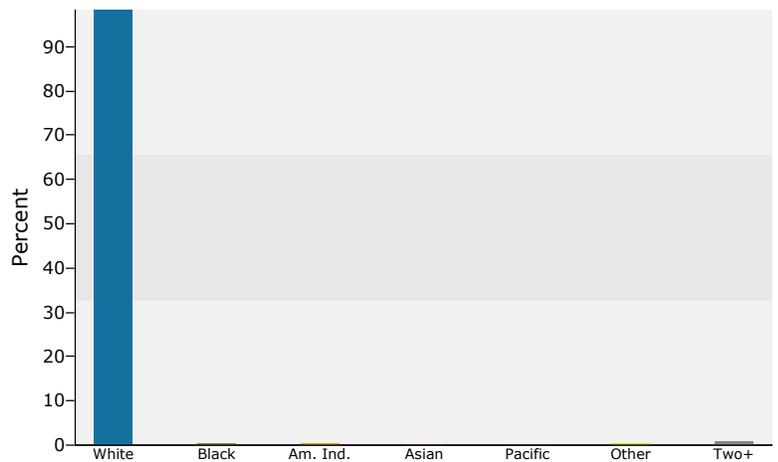
## Population by Age



## 2012 Household Income



## 2012 Population by Race



2012 Percent Hispanic Origin: 1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

## Summary Demographics

2010 Population	147
2010 Households	59
2010 Median Disposable Income	\$42,601
2010 Per Capita Income	\$20,563

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	\$1,310,442	\$0	\$1,310,442	100.0	0
Total Retail Trade	44-45	\$1,127,669	\$0	\$1,127,669	100.0	0
Total Food & Drink	722	\$182,774	\$0	\$182,774	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$271,845	\$0	\$271,845	100.0	0
Automobile Dealers	4411	\$231,884	\$0	\$231,884	100.0	0
Other Motor Vehicle Dealers	4412	\$19,800	\$0	\$19,800	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$20,161	\$0	\$20,161	100.0	0
Furniture & Home Furnishings Stores	442	\$18,212	\$0	\$18,212	100.0	0
Furniture Stores	4421	\$9,295	\$0	\$9,295	100.0	0
Home Furnishings Stores	4422	\$8,916	\$0	\$8,916	100.0	0
Electronics & Appliance Stores	4431	\$44,964	\$0	\$44,964	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,098	\$0	\$41,098	100.0	0
Bldg Material & Supplies Dealers	4441	\$38,680	\$0	\$38,680	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$2,418	\$0	\$2,418	100.0	0
Food & Beverage Stores	445	\$196,470	\$0	\$196,470	100.0	0
Grocery Stores	4451	\$188,630	\$0	\$188,630	100.0	0
Specialty Food Stores	4452	\$2,808	\$0	\$2,808	100.0	0
Beer, Wine & Liquor Stores	4453	\$5,032	\$0	\$5,032	100.0	0
Health & Personal Care Stores	446,4461	\$23,559	\$0	\$23,559	100.0	0
Gasoline Stations	447,4471	\$198,675	\$0	\$198,675	100.0	0
Clothing & Clothing Accessories Stores	448	\$31,219	\$0	\$31,219	100.0	0
Clothing Stores	4481	\$23,050	\$0	\$23,050	100.0	0
Shoe Stores	4482	\$4,858	\$0	\$4,858	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,311	\$0	\$3,311	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,859	\$0	\$4,859	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,801	\$0	\$3,801	100.0	0
Book, Periodical & Music Stores	4512	\$1,058	\$0	\$1,058	100.0	0
General Merchandise Stores	452	\$180,664	\$0	\$180,664	100.0	0
Department Stores Excluding Leased Depts.	4521	\$74,888	\$0	\$74,888	100.0	0
Other General Merchandise Stores	4529	\$105,777	\$0	\$105,777	100.0	0
Miscellaneous Store Retailers	453	\$15,716	\$0	\$15,716	100.0	0
Florists	4531	\$1,025	\$0	\$1,025	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$5,229	\$0	\$5,229	100.0	0
Used Merchandise Stores	4533	\$326	\$0	\$326	100.0	0
Other Miscellaneous Store Retailers	4539	\$9,136	\$0	\$9,136	100.0	0
Nonstore Retailers	454	\$100,387	\$0	\$100,387	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$94,391	\$0	\$94,391	100.0	0
Vending Machine Operators	4542	\$217	\$0	\$217	100.0	0
Direct Selling Establishments	4543	\$5,779	\$0	\$5,779	100.0	0
Food Services & Drinking Places	722	\$182,774	\$0	\$182,774	100.0	0
Full-Service Restaurants	7221	\$66,728	\$0	\$66,728	100.0	0
Limited-Service Eating Places	7222	\$100,511	\$0	\$100,511	100.0	0
Special Food Services	7223	\$12,443	\$0	\$12,443	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$3,091	\$0	\$3,091	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

April 19, 2013

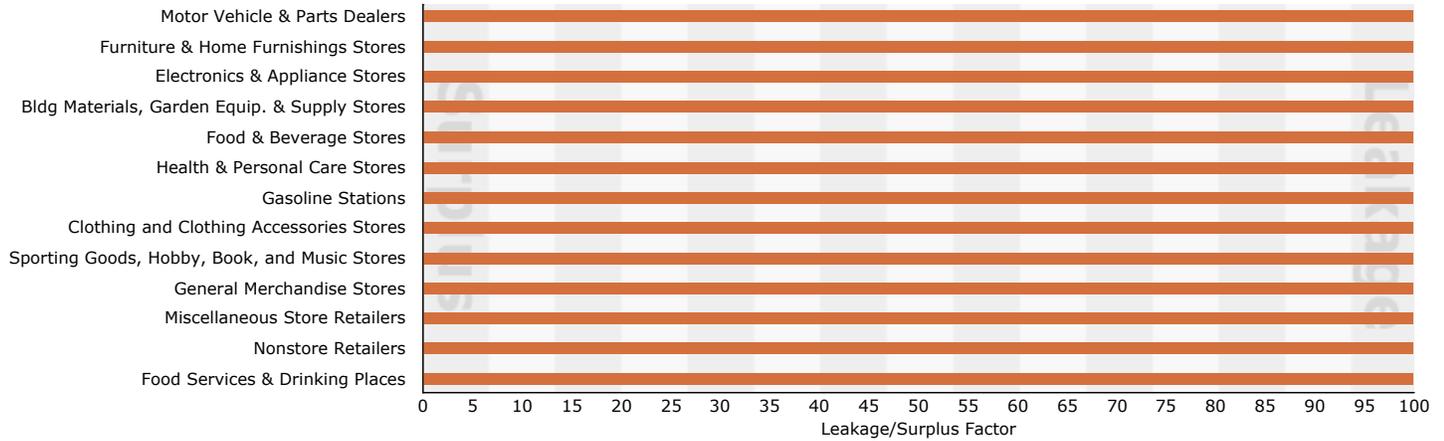
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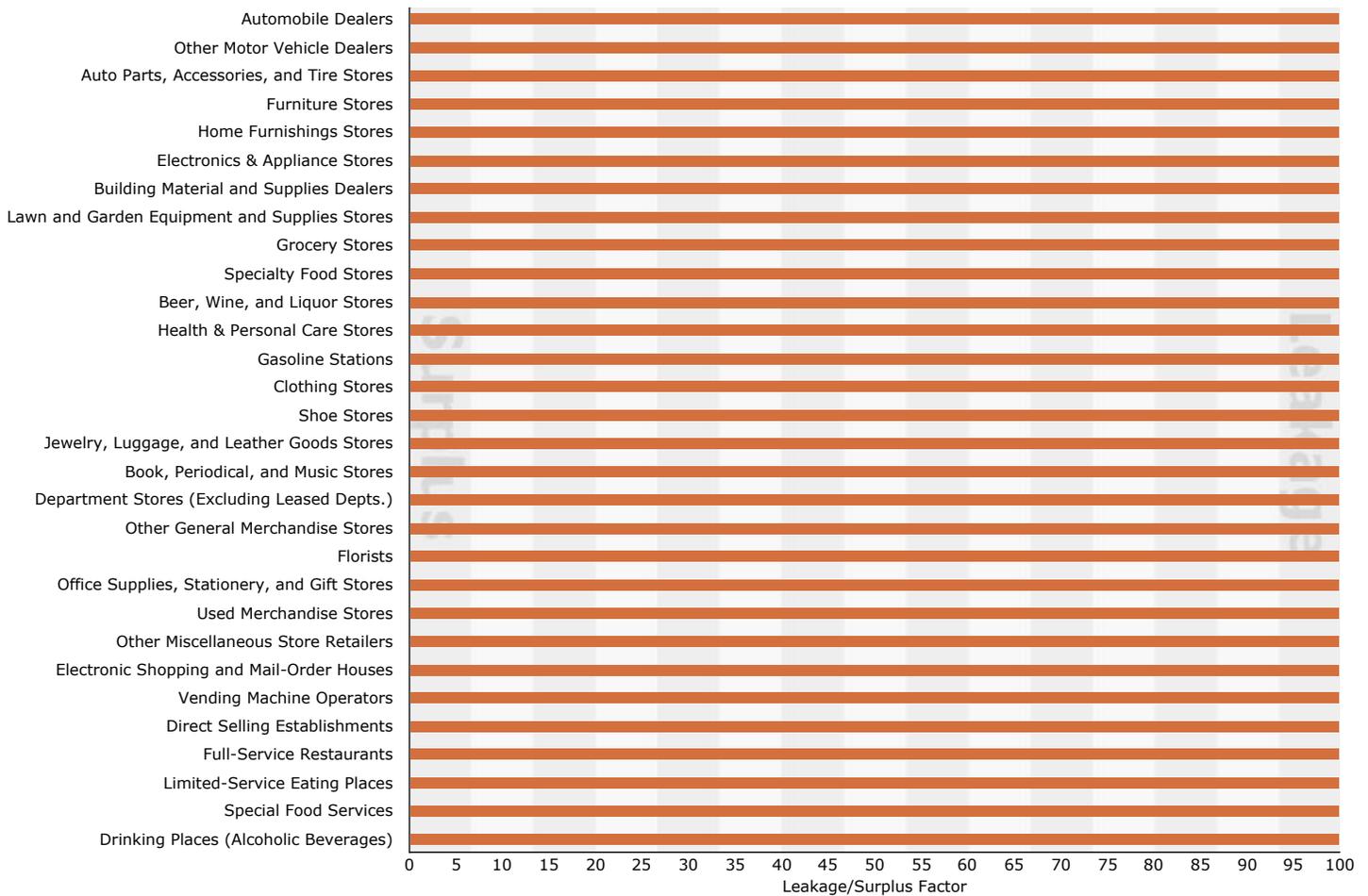
# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

## Summary Demographics

2010 Population	1,053
2010 Households	408
2010 Median Disposable Income	\$38,414
2010 Per Capita Income	\$20,433

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	\$8,978,244	\$374,263	\$8,603,981	92.0	1
Total Retail Trade	44-45	\$7,801,477	\$374,263	\$7,427,215	90.8	1
Total Food & Drink	722	\$1,176,767	\$0	\$1,176,767	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,853,347	\$69,769	\$1,783,579	92.7	0
Automobile Dealers	4411	\$1,578,838	\$0	\$1,578,838	100.0	0
Other Motor Vehicle Dealers	4412	\$149,046	\$55,998	\$93,049	45.4	0
Auto Parts, Accessories & Tire Stores	4413	\$125,463	\$13,771	\$111,692	80.2	0
Furniture & Home Furnishings Stores	442	\$137,656	\$8,783	\$128,873	88.0	0
Furniture Stores	4421	\$62,955	\$0	\$62,955	100.0	0
Home Furnishings Stores	4422	\$74,702	\$8,783	\$65,918	79.0	0
Electronics & Appliance Stores	4431	\$279,713	\$0	\$279,713	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$272,710	\$0	\$272,710	100.0	0
Bldg Material & Supplies Dealers	4441	\$262,616	\$0	\$262,616	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$10,094	\$0	\$10,094	100.0	0
Food & Beverage Stores	445	\$1,389,607	\$82,563	\$1,307,043	88.8	0
Grocery Stores	4451	\$1,332,909	\$82,563	\$1,250,345	88.3	0
Specialty Food Stores	4452	\$21,973	\$0	\$21,973	100.0	0
Beer, Wine & Liquor Stores	4453	\$34,725	\$0	\$34,725	100.0	0
Health & Personal Care Stores	446,4461	\$189,427	\$0	\$189,427	100.0	0
Gasoline Stations	447,4471	\$1,541,755	\$0	\$1,541,755	100.0	0
Clothing & Clothing Accessories Stores	448	\$237,588	\$0	\$237,588	100.0	0
Clothing Stores	4481	\$202,650	\$0	\$202,650	100.0	0
Shoe Stores	4482	\$21,202	\$0	\$21,202	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,736	\$0	\$13,736	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$20,094	\$0	\$20,094	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,689	\$0	\$15,689	100.0	0
Book, Periodical & Music Stores	4512	\$4,406	\$0	\$4,406	100.0	0
General Merchandise Stores	452	\$1,190,834	\$213,147	\$977,687	69.6	0
Department Stores Excluding Leased Depts.	4521	\$350,923	\$0	\$350,923	100.0	0
Other General Merchandise Stores	4529	\$839,911	\$213,147	\$626,764	59.5	0
Miscellaneous Store Retailers	453	\$89,432	\$0	\$89,432	100.0	0
Florists	4531	\$14,228	\$0	\$14,228	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$29,248	\$0	\$29,248	100.0	0
Used Merchandise Stores	4533	\$1,433	\$0	\$1,433	100.0	0
Other Miscellaneous Store Retailers	4539	\$44,523	\$0	\$44,523	100.0	0
Nonstore Retailers	454	\$599,314	\$0	\$599,314	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$565,267	\$0	\$565,267	100.0	0
Vending Machine Operators	4542	\$7,206	\$0	\$7,206	100.0	0
Direct Selling Establishments	4543	\$26,841	\$0	\$26,841	100.0	0
Food Services & Drinking Places	722	\$1,176,767	\$0	\$1,176,767	100.0	0
Full-Service Restaurants	7221	\$649,842	\$0	\$649,842	100.0	0
Limited-Service Eating Places	7222	\$442,211	\$0	\$442,211	100.0	0
Special Food Services	7223	\$51,523	\$0	\$51,523	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$33,190	\$0	\$33,190	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

April 19, 2013

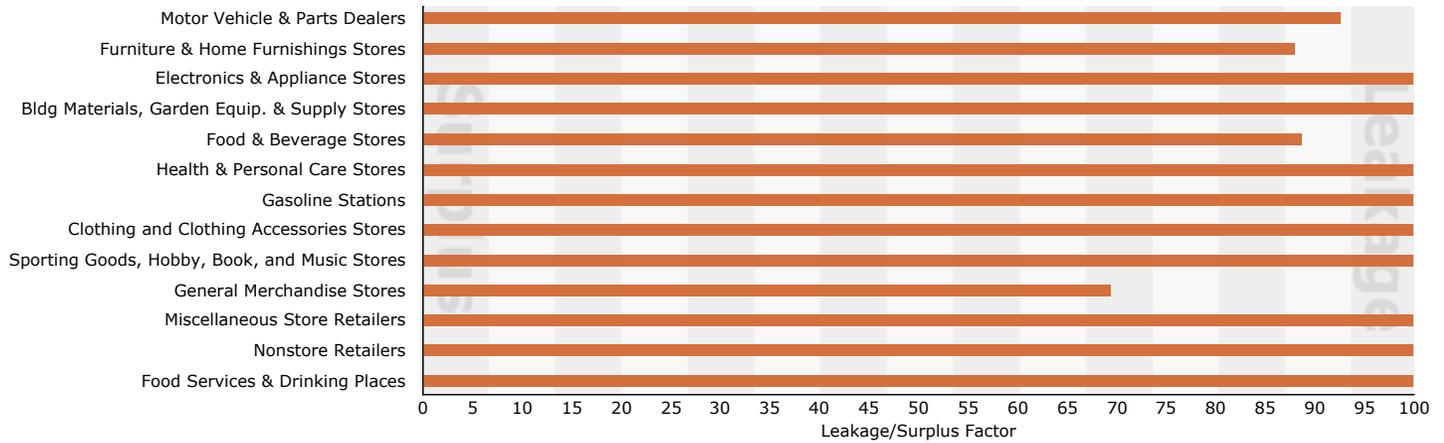
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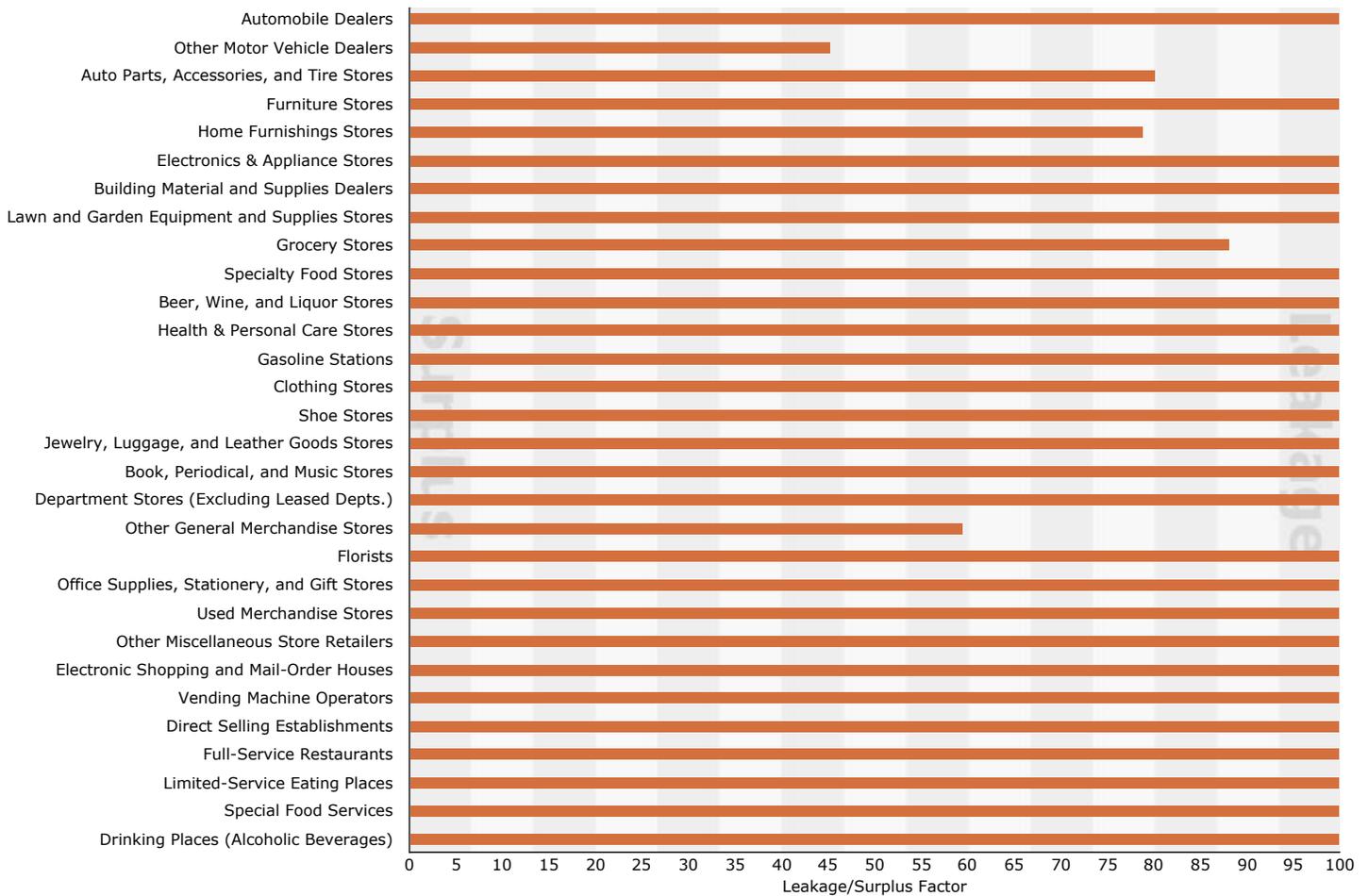
# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

## Summary Demographics

2010 Population	5,292
2010 Households	1,956
2010 Median Disposable Income	\$34,094
2010 Per Capita Income	\$18,492

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	\$39,311,587	\$13,524,740	\$25,786,846	48.8	12
Total Retail Trade	44-45	\$34,180,222	\$12,577,609	\$21,602,613	46.2	9
Total Food & Drink	722	\$5,131,365	\$947,131	\$4,184,234	68.8	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,183,170	\$375,908	\$7,807,262	91.2	1
Automobile Dealers	4411	\$6,951,711	\$68,378	\$6,883,333	98.1	0
Other Motor Vehicle Dealers	4412	\$678,211	\$279,988	\$398,223	41.6	1
Auto Parts, Accessories & Tire Stores	4413	\$553,247	\$27,542	\$525,706	90.5	0
Furniture & Home Furnishings Stores	442	\$562,872	\$43,917	\$518,955	85.5	1
Furniture Stores	4421	\$266,575	\$0	\$266,575	100.0	0
Home Furnishings Stores	4422	\$296,297	\$43,917	\$252,380	74.2	1
Electronics & Appliance Stores	4431	\$1,245,025	\$0	\$1,245,025	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,197,808	\$10,147	\$1,187,661	98.3	0
Bldg Material & Supplies Dealers	4441	\$1,142,333	\$10,147	\$1,132,187	98.2	0
Lawn & Garden Equip & Supply Stores	4442	\$55,474	\$0	\$55,474	100.0	0
Food & Beverage Stores	445	\$6,032,080	\$1,645,055	\$4,387,026	57.1	1
Grocery Stores	4451	\$5,792,585	\$1,645,055	\$4,147,531	55.8	1
Specialty Food Stores	4452	\$92,044	\$0	\$92,044	100.0	0
Beer, Wine & Liquor Stores	4453	\$147,451	\$0	\$147,451	100.0	0
Health & Personal Care Stores	446,4461	\$796,471	\$0	\$796,471	100.0	0
Gasoline Stations	447,4471	\$6,601,104	\$4,166,653	\$2,434,451	22.6	1
Clothing & Clothing Accessories Stores	448	\$977,434	\$0	\$977,434	100.0	0
Clothing Stores	4481	\$797,235	\$0	\$797,235	100.0	0
Shoe Stores	4482	\$110,139	\$0	\$110,139	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$70,060	\$0	\$70,060	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$108,026	\$9,603	\$98,423	83.7	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$85,387	\$9,603	\$75,785	79.8	0
Book, Periodical & Music Stores	4512	\$22,639	\$0	\$22,639	100.0	0
General Merchandise Stores	452	\$5,272,521	\$6,302,585	-\$1,030,064	-8.9	2
Department Stores Excluding Leased Depts.	4521	\$1,768,020	\$0	\$1,768,020	100.0	0
Other General Merchandise Stores	4529	\$3,504,501	\$6,302,585	-\$2,798,084	-28.5	2
Miscellaneous Store Retailers	453	\$426,700	\$23,743	\$402,957	89.5	1
Florists	4531	\$51,272	\$23,743	\$27,529	36.7	1
Office Supplies, Stationery & Gift Stores	4532	\$137,173	\$0	\$137,173	100.0	0
Used Merchandise Stores	4533	\$7,234	\$0	\$7,234	100.0	0
Other Miscellaneous Store Retailers	4539	\$231,021	\$0	\$231,021	100.0	0
Nonstore Retailers	454	\$2,777,012	\$0	\$2,777,012	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,598,109	\$0	\$2,598,109	100.0	0
Vending Machine Operators	4542	\$22,463	\$0	\$22,463	100.0	0
Direct Selling Establishments	4543	\$156,440	\$0	\$156,440	100.0	0
Food Services & Drinking Places	722	\$5,131,365	\$947,131	\$4,184,234	68.8	3
Full-Service Restaurants	7221	\$2,480,788	\$558,035	\$1,922,752	63.3	1
Limited-Service Eating Places	7222	\$2,258,867	\$355,931	\$1,902,936	72.8	1
Special Food Services	7223	\$269,712	\$0	\$269,712	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$121,999	\$33,165	\$88,834	57.3	1

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

Source: Esri and Infogroup

April 19, 2013

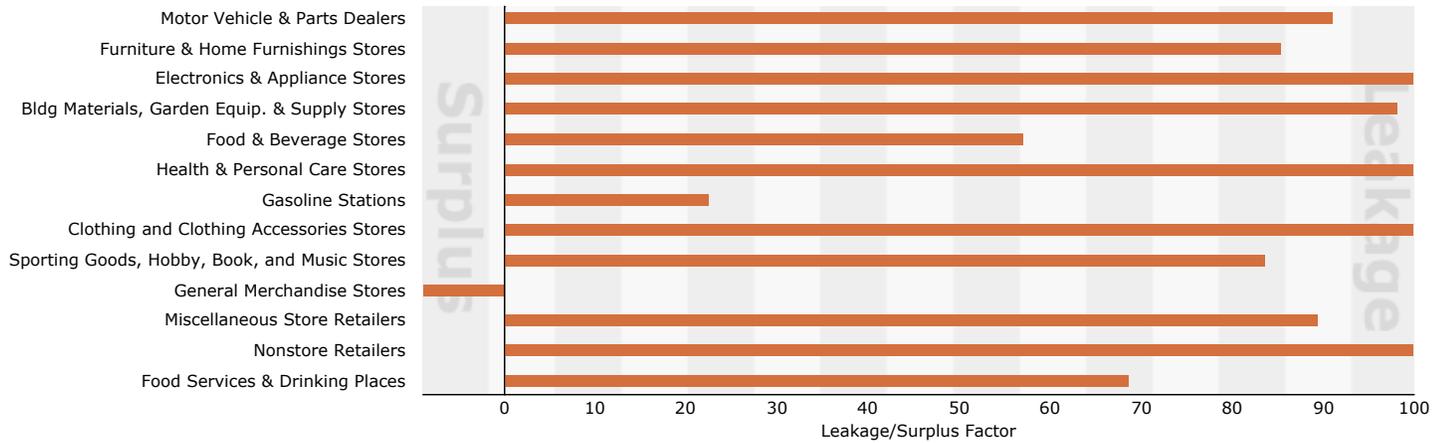
Made with Esri Business Analyst



# Retail MarketPlace Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

	2000	2010	2000-2010 Annual Rate
Population	98	99	0.10%
Households	43	44	0.23%
Housing Units	67	76	1.27%

Population by Race	Number	Percent
<b>Total</b>	99	100.0%
Population Reporting One Race	98	99.0%
White	98	99.0%
Black	0	0.0%
American Indian	0	0.0%
Asian	0	0.0%
Pacific Islander	0	0.0%
Some Other Race	0	0.0%
Population Reporting Two or More Races	1	1.0%
Total Hispanic Population	1	1.0%

Population by Sex	Number	Percent
Male	49	49.5%
Female	50	50.5%

Population by Age	Number	Percent
<b>Total</b>	104	100.0%
Age 0 - 4	7	6.7%
Age 5 - 9	7	6.7%
Age 10 - 14	8	7.7%
Age 15 - 19	7	6.7%
Age 20 - 24	4	3.8%
Age 25 - 29	5	4.8%
Age 30 - 34	5	4.8%
Age 35 - 39	5	4.8%
Age 40 - 44	8	7.7%
Age 45 - 49	8	7.7%
Age 50 - 54	9	8.7%
Age 55 - 59	7	6.7%
Age 60 - 64	6	5.8%
Age 65 - 69	5	4.8%
Age 70 - 74	3	2.9%
Age 75 - 79	2	1.9%
Age 80 - 84	1	1.0%
Age 85+	1	1.0%
Age 18+	72	72.7%
Age 65+	12	12.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	40.6
Male	41.9
Female	40.6
White Alone	40.6
Black Alone	0.0
American Indian Alone	0.0
Asian Alone	0.0
Pacific Islander Alone	0.0
Some Other Race Alone	0.0
Two or More Races	0.0
Hispanic Population	0.0

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

## Households by Type

Total	44	100.0%
Households with 1 Person	8	18.2%
Households with 2+ People	36	81.8%
Family Households	35	79.5%
Husband-wife Families	29	65.9%
With Own Children	11	25.0%
Other Family (No Spouse Present)	6	13.6%
With Own Children	3	6.8%
Nonfamily Households	1	2.3%
All Households with Children	17	38.6%
Multigenerational Households	3	6.8%
Unmarried Partner Households	3	6.8%
Male-female	3	6.8%
Same-sex	0	0.0%
Average Household Size	2.25	

## Family Households by Size

Total	35	100.0%
2 People	14	40.0%
3 People	7	20.0%
4 People	7	20.0%
5 People	4	11.4%
6 People	2	5.7%
7+ People	1	2.9%
Average Family Size	2.51	

## Nonfamily Households by Size

Total	9	100.0%
1 Person	8	88.9%
2 People	1	11.1%
3 People	0	0.0%
4 People	0	0.0%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.00	

## Population by Relationship and Household Type

Total	99	100.0%
In Households	99	100.0%
In Family Households	91	91.9%
Householder	27	27.3%
Spouse	23	23.2%
Child	34	34.3%
Other relative	3	3.0%
Nonrelative	3	3.0%
In Nonfamily Households	8	8.1%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

## Family Households by Age of Householder

Total	34	100.0%
Householder Age 15 - 44	11	32.4%
Householder Age 45 - 54	10	29.4%
Householder Age 55 - 64	7	20.6%
Householder Age 65 - 74	4	11.8%
Householder Age 75+	2	5.9%

## Nonfamily Households by Age of Householder

Total	8	100.0%
Householder Age 15 - 44	1	12.5%
Householder Age 45 - 54	2	25.0%
Householder Age 55 - 64	2	25.0%
Householder Age 65 - 74	2	25.0%
Householder Age 75+	1	12.5%

## Households by Race of Householder

Total	43	100.0%
Householder is White Alone	43	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Households with Hispanic Householder	0	0.0%

## Husband-wife Families by Race of Householder

Total	29	100.0%
Householder is White Alone	29	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Husband-wife Families with Hispanic Householder	0	0.0%

## Other Families (No Spouse) by Race of Householder

Total	6	100.0%
Householder is White Alone	6	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Other Families with Hispanic Householder	0	0.0%

## Nonfamily Households by Race of Householder

Total	9	100.0%
Householder is White Alone	9	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	0	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Census 2010 Summary Profile

Downtown Chilo  
 211 Washington St, Felicity, OH, 45120  
 Ring: 1 mile radius

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

Latitude: 38.79304  
 Longitude: -84.1408

## Total Housing Units by Occupancy

Total	55	100.0%
Occupied Housing Units	44	80.0%
Vacant Housing Units		
For Rent	0	0.0%
Rented, not Occupied	0	0.0%
For Sale Only	1	1.8%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	2	3.6%
For Migrant Workers	0	0.0%
Other Vacant	8	14.5%
Total Vacancy Rate	42.1%	

## Households by Tenure and Mortgage Status

Total	44	100.0%
Owner Occupied	36	81.8%
Owned with a Mortgage/Loan	24	54.5%
Owned Free and Clear	11	25.0%
Average Household Size	2.14	
Renter Occupied	8	18.2%
Average Household Size	2.75	

## Owner-occupied Housing Units by Race of Householder

Total	36	100.0%
Householder is White Alone	36	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Owner-occupied Housing Units with Hispanic Householder	0	0.0%

## Renter-occupied Housing Units by Race of Householder

Total	8	100.0%
Householder is White Alone	8	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Renter-occupied Housing Units with Hispanic Householder	0	0.0%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.26
Householder is Black Alone	0.00
Householder is American Indian Alone	0.00
Householder is Asian Alone	0.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	0.00
Householder is Two or More Races	0.00
Householder is Hispanic	0.00

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

	2000	2010	2000-2010 Annual Rate
Population	1,177	1,164	-0.11%
Households	430	436	0.14%
Housing Units	486	523	0.74%

Population by Race	Number	Percent
<b>Total</b>	1,164	100.0%
Population Reporting One Race	1,155	99.2%
White	1,149	98.7%
Black	1	0.1%
American Indian	3	0.3%
Asian	0	0.0%
Pacific Islander	0	0.0%
Some Other Race	2	0.2%
Population Reporting Two or More Races	9	0.8%
Total Hispanic Population	8	0.7%

Population by Sex	Number	Percent
Male	580	49.8%
Female	584	50.2%

Population by Age	Number	Percent
<b>Total</b>	1,164	100.0%
Age 0 - 4	75	6.4%
Age 5 - 9	86	7.4%
Age 10 - 14	87	7.5%
Age 15 - 19	79	6.8%
Age 20 - 24	59	5.1%
Age 25 - 29	56	4.8%
Age 30 - 34	61	5.2%
Age 35 - 39	68	5.8%
Age 40 - 44	89	7.6%
Age 45 - 49	101	8.7%
Age 50 - 54	106	9.1%
Age 55 - 59	89	7.6%
Age 60 - 64	64	5.5%
Age 65 - 69	50	4.3%
Age 70 - 74	41	3.5%
Age 75 - 79	24	2.1%
Age 80 - 84	17	1.5%
Age 85+	11	0.9%
Age 18+	863	74.1%
Age 65+	143	12.3%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	40.6
Male	41.1
Female	40.1
White Alone	40.5
Black Alone	0.0
American Indian Alone	48.8
Asian Alone	0.0
Pacific Islander Alone	0.0
Some Other Race Alone	42.5
Two or More Races	22.5
Hispanic Population	32.5

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

## Households by Type

Total	435	100.0%
Households with 1 Person	84	19.3%
Households with 2+ People	351	80.7%
Family Households	333	76.6%
Husband-wife Families	273	62.8%
With Own Children	105	24.1%
Other Family (No Spouse Present)	61	14.0%
With Own Children	32	7.4%
Nonfamily Households	18	4.1%
All Households with Children	159	36.5%
Multigenerational Households	21	4.8%
Unmarried Partner Households	32	7.4%
Male-female	30	6.9%
Same-sex	2	0.5%
Average Household Size	2.67	

## Family Households by Size

Total	334	100.0%
2 People	138	41.3%
3 People	79	23.7%
4 People	63	18.9%
5 People	34	10.2%
6 People	12	3.6%
7+ People	8	2.4%
Average Family Size	3.04	

## Nonfamily Households by Size

Total	102	100.0%
1 Person	84	82.4%
2 People	17	16.7%
3 People	1	1.0%
4 People	0	0.0%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.18	

## Population by Relationship and Household Type

Total	1,164	100.0%
In Households	1,164	100.0%
In Family Households	1,041	89.4%
Householder	325	27.9%
Spouse	266	22.9%
Child	377	32.4%
Other relative	42	3.6%
Nonrelative	31	2.7%
In Nonfamily Households	122	10.5%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

## Family Households by Age of Householder

Total		334	100.0%
Householder Age	15 - 44	121	36.2%
Householder Age	45 - 54	89	26.6%
Householder Age	55 - 64	66	19.8%
Householder Age	65 - 74	39	11.7%
Householder Age	75+	19	5.7%

## Nonfamily Households by Age of Householder

Total		102	100.0%
Householder Age	15 - 44	19	18.6%
Householder Age	45 - 54	21	20.6%
Householder Age	55 - 64	26	25.5%
Householder Age	65 - 74	20	19.6%
Householder Age	75+	16	15.7%

## Households by Race of Householder

Total		435	100.0%
Householder is	White Alone	430	98.9%
Householder is	Black Alone	0	0.0%
Householder is	American Indian Alone	2	0.5%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	3	0.7%
Households with	Hispanic Householder	2	0.5%

## Husband-wife Families by Race of Householder

Total		272	100.0%
Householder is	White Alone	268	98.5%
Householder is	Black Alone	0	0.0%
Householder is	American Indian Alone	2	0.7%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	2	0.7%
Husband-wife Families with	Hispanic Householder	1	0.4%

## Other Families (No Spouse) by Race of Householder

Total		61	100.0%
Householder is	White Alone	60	98.4%
Householder is	Black Alone	0	0.0%
Householder is	American Indian Alone	0	0.0%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	1	1.6%
Other Families with	Hispanic Householder	0	0.0%

## Nonfamily Households by Race of Householder

Total		102	100.0%
Householder is	White Alone	102	100.0%
Householder is	Black Alone	0	0.0%
Householder is	American Indian Alone	0	0.0%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	0	0.0%
Nonfamily Households with	Hispanic Householder	1	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

## Total Housing Units by Occupancy

Total	517	100.0%
Occupied Housing Units	436	84.3%
Vacant Housing Units		
For Rent	6	1.2%
Rented, not Occupied	2	0.4%
For Sale Only	8	1.5%
Sold, not Occupied	5	1.0%
For Seasonal/Recreational/Occasional Use	19	3.7%
For Migrant Workers	1	0.2%
Other Vacant	40	7.7%
Total Vacancy Rate	16.6%	

## Households by Tenure and Mortgage Status

Total	436	100.0%
Owner Occupied	356	81.7%
Owned with a Mortgage/Loan	237	54.4%
Owned Free and Clear	119	27.3%
Average Household Size	2.58	
Renter Occupied	80	18.3%
Average Household Size	3.05	

## Owner-occupied Housing Units by Race of Householder

Total	356	100.0%
Householder is White Alone	352	98.9%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	3	0.8%
Owner-occupied Housing Units with Hispanic Householder	1	0.3%

## Renter-occupied Housing Units by Race of Householder

Total	79	100.0%
Householder is White Alone	78	98.7%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	1	1.3%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Renter-occupied Housing Units with Hispanic Householder	1	1.3%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.67
Householder is Black Alone	0.00
Householder is American Indian Alone	4.00
Householder is Asian Alone	0.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	0.00
Householder is Two or More Races	2.00
Householder is Hispanic	2.00

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

	2000	2010	2000-2010 Annual Rate
Population	5,071	4,909	-0.32%
Households	1,803	1,828	0.14%
Housing Units	1,977	2,092	0.57%

Population by Race	Number	Percent
<b>Total</b>	4,907	100.0%
Population Reporting One Race	4,866	99.2%
White	4,830	98.4%
Black	12	0.2%
American Indian	11	0.2%
Asian	4	0.1%
Pacific Islander	1	0.0%
Some Other Race	8	0.2%
Population Reporting Two or More Races	41	0.8%
Total Hispanic Population	43	0.9%

Population by Sex	Number	Percent
Male	2,439	49.7%
Female	2,470	50.3%

Population by Age	Number	Percent
<b>Total</b>	4,909	100.0%
Age 0 - 4	306	6.2%
Age 5 - 9	354	7.2%
Age 10 - 14	381	7.8%
Age 15 - 19	328	6.7%
Age 20 - 24	273	5.6%
Age 25 - 29	244	5.0%
Age 30 - 34	277	5.6%
Age 35 - 39	314	6.4%
Age 40 - 44	364	7.4%
Age 45 - 49	411	8.4%
Age 50 - 54	422	8.6%
Age 55 - 59	370	7.5%
Age 60 - 64	274	5.6%
Age 65 - 69	198	4.0%
Age 70 - 74	160	3.3%
Age 75 - 79	109	2.2%
Age 80 - 84	75	1.5%
Age 85+	50	1.0%
Age 18+	3,657	74.5%
Age 65+	592	12.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
<b>Total Population</b>	39.6
Male	39.7
Female	39.6
White Alone	39.7
Black Alone	42.5
American Indian Alone	45.6
Asian Alone	47.5
Pacific Islander Alone	52.5
Some Other Race Alone	40.0
Two or More Races	27.5
Hispanic Population	28.3

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

## Households by Type

Total	1,829	100.0%
Households with 1 Person	414	22.6%
Households with 2+ People	1,415	77.4%
Family Households	1,318	72.1%
Husband-wife Families	1,015	55.5%
With Own Children	398	21.8%
Other Family (No Spouse Present)	303	16.6%
With Own Children	154	8.4%
Nonfamily Households	97	5.3%
All Households with Children	640	35.0%
Multigenerational Households	84	4.6%
Unmarried Partner Households	162	8.9%
Male-female	150	8.2%
Same-sex	12	0.7%
Average Household Size	2.68	

## Family Households by Size

Total	1,318	100.0%
2 People	543	41.2%
3 People	312	23.7%
4 People	247	18.7%
5 People	133	10.1%
6 People	54	4.1%
7+ People	29	2.2%
Average Family Size	3.14	

## Nonfamily Households by Size

Total	510	100.0%
1 Person	414	81.2%
2 People	86	16.9%
3 People	9	1.8%
4 People	0	0.0%
5 People	1	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.23	

## Population by Relationship and Household Type

Total	4,909	100.0%
In Households	4,905	99.9%
In Family Households	4,279	87.2%
Householder	1,334	27.2%
Spouse	1,028	20.9%
Child	1,598	32.6%
Other relative	176	3.6%
Nonrelative	144	2.9%
In Nonfamily Households	626	12.8%
In Group Quarters	4	0.1%
Institutionalized Population	4	0.1%
Noninstitutionalized Population	0	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Downtown Chilo  
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Latitude: 38.79304

Longitude: -84.1408

## Family Households by Age of Householder

Total		1,318	100.0%
Householder Age	15 - 44	509	38.6%
Householder Age	45 - 54	329	25.0%
Householder Age	55 - 64	261	19.8%
Householder Age	65 - 74	139	10.5%
Householder Age	75+	80	6.1%

## Nonfamily Households by Age of Householder

Total		510	100.0%
Householder Age	15 - 44	100	19.6%
Householder Age	45 - 54	112	22.0%
Householder Age	55 - 64	116	22.7%
Householder Age	65 - 74	91	17.8%
Householder Age	75+	91	17.8%

## Households by Race of Householder

Total		1,828	100.0%
Householder is	White Alone	1,803	98.6%
Householder is	Black Alone	4	0.2%
Householder is	American Indian Alone	6	0.3%
Householder is	Asian Alone	1	0.1%
Householder is	Pacific Islander Alone	1	0.1%
Householder is	Some Other Race Alone	2	0.1%
Householder is	Two or More Races	11	0.6%
Households with	Hispanic Householder	8	0.4%

## Husband-wife Families by Race of Householder

Total		1,015	100.0%
Householder is	White Alone	1,002	98.7%
Householder is	Black Alone	1	0.1%
Householder is	American Indian Alone	3	0.3%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	2	0.2%
Householder is	Two or More Races	7	0.7%
Husband-wife Families with	Hispanic Householder	4	0.4%

## Other Families (No Spouse) by Race of Householder

Total		302	100.0%
Householder is	White Alone	299	99.0%
Householder is	Black Alone	1	0.3%
Householder is	American Indian Alone	0	0.0%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	0	0.0%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	2	0.7%
Other Families with	Hispanic Householder	3	1.0%

## Nonfamily Households by Race of Householder

Total		509	100.0%
Householder is	White Alone	502	98.6%
Householder is	Black Alone	2	0.4%
Householder is	American Indian Alone	2	0.4%
Householder is	Asian Alone	0	0.0%
Householder is	Pacific Islander Alone	1	0.2%
Householder is	Some Other Race Alone	0	0.0%
Householder is	Two or More Races	2	0.4%
Nonfamily Households with	Hispanic Householder	2	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Census 2010 Summary Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

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Latitude: 38.79304

Longitude: -84.1408

## Total Housing Units by Occupancy

Total	2,110	100.0%
Occupied Housing Units	1,828	86.6%
Vacant Housing Units		
For Rent	53	2.5%
Rented, not Occupied	6	0.3%
For Sale Only	28	1.3%
Sold, not Occupied	23	1.1%
For Seasonal/Recreational/Occasional Use	51	2.4%
For Migrant Workers	2	0.1%
Other Vacant	119	5.6%
Total Vacancy Rate	12.6%	

## Households by Tenure and Mortgage Status

Total	1,828	100.0%
Owner Occupied	1,324	72.4%
Owned with a Mortgage/Loan	848	46.4%
Owned Free and Clear	475	26.0%
Average Household Size	2.65	
Renter Occupied	504	27.6%
Average Household Size	2.77	

## Owner-occupied Housing Units by Race of Householder

Total	1,323	100.0%
Householder is White Alone	1,306	98.7%
Householder is Black Alone	4	0.3%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	9	0.7%
Owner-occupied Housing Units with Hispanic Householder	3	0.2%

## Renter-occupied Housing Units by Race of Householder

Total	504	100.0%
Householder is White Alone	497	98.6%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	2	0.4%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	1	0.2%
Householder is Some Other Race Alone	2	0.4%
Householder is Two or More Races	2	0.4%
Renter-occupied Housing Units with Hispanic Householder	5	1.0%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.68
Householder is Black Alone	2.00
Householder is American Indian Alone	3.50
Householder is Asian Alone	2.00
Householder is Pacific Islander Alone	1.00
Householder is Some Other Race Alone	3.00
Householder is Two or More Races	2.45
Householder is Hispanic	3.13

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Demographic Summary	2011	2016
Population	101	106
Population 18+	73	78
Households	45	48
Median Household Income	\$41,054	\$51,140

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	34	46.6%	93
Bought any women's apparel in last 12 months	34	46.6%	102
Bought apparel for child <13 in last 6 months	20	27.4%	97
Bought any shoes in last 12 months	37	50.7%	97
Bought costume jewelry in last 12 months	14	19.2%	92
Bought any fine jewelry in last 12 months	11	15.1%	68
Bought a watch in last 12 months	16	21.9%	113
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	40	88.9%	103
HH bought/leased new vehicle last 12 mo	3	6.7%	69
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	67	91.8%	106
Bought/changed motor oil in last 12 months	48	65.8%	127
Had tune-up in last 12 months	20	27.4%	88
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	39	53.4%	86
Drank regular cola in last 6 months	42	57.5%	113
Drank beer/ale in last 6 months	21	28.8%	68
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	9	12.3%	96
Bought film in last 12 months	15	20.5%	108
Bought digital camera in last 12 months	3	4.1%	60
Bought memory card for camera in last 12 months	4	5.5%	72
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	25	34.2%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	17	23.3%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	18	24.7%	76
Avg monthly cell/mobile phone/PDA bill: \$100+	13	17.8%	84
<b>Computers (Households)</b>			
HH owns a personal computer	24	53.3%	72
Spent <\$500 on most recent home PC purchase	3	6.7%	77
Spent \$500-\$999 on most recent home PC purchase	7	15.6%	87
Spent \$1000-\$1499 on most recent home PC purchase	3	6.7%	51
Spent \$1500-\$1999 on most recent home PC purchase	2	4.4%	62
Spent \$2000+ on most recent home PC purchase	2	4.4%	71

**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 2011 and 2016.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

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	43	58.9%	98
Bought cigarettes at convenience store in last 30 days	15	20.5%	133
Bought gas at convenience store in last 30 days	30	41.1%	123
Spent at convenience store in last 30 days: <\$20	4	5.5%	57
Spent at convenience store in last 30 days: \$20-39	7	9.6%	94
Spent at convenience store in last 30 days: \$40+	31	42.5%	119
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	30	41.1%	70
Went to live theater in last 12 months	2	2.7%	21
Went to a bar/night club in last 12 months	6	8.2%	43
Dined out in last 12 months	27	37.0%	75
Gambled at a casino in last 12 months	4	5.5%	34
Visited a theme park in last 12 months	9	12.3%	57
DVDs rented in last 30 days: 1	1	1.4%	52
DVDs rented in last 30 days: 2	1	1.4%	30
DVDs rented in last 30 days: 3	1	1.4%	43
DVDs rented in last 30 days: 4	3	4.1%	107
DVDs rented in last 30 days: 5+	6	8.2%	62
DVDs purchased in last 30 days: 1	3	4.1%	83
DVDs purchased in last 30 days: 2	3	4.1%	87
DVDs purchased in last 30 days: 3-4	3	4.1%	89
DVDs purchased in last 30 days: 5+	3	4.1%	79
Spent on toys/games in last 12 months: <\$50	4	5.5%	90
Spent on toys/games in last 12 months: \$50-\$99	2	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	5	6.8%	96
Spent on toys/games in last 12 months: \$200-\$499	7	9.6%	89
Spent on toys/games in last 12 months: \$500+	4	5.5%	96
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9	12.3%	64
Used ATM/cash machine in last 12 months	25	34.2%	67
Own any stock	3	4.1%	45
Own U.S. savings bond	2	2.7%	40
Own shares in mutual fund (stock)	2	2.7%	29
Own shares in mutual fund (bonds)	2	2.7%	46
Used full service brokerage firm in last 12 months	2	2.7%	44
Have savings account	18	24.7%	68
Have 401K retirement savings	9	12.3%	70
Did banking over the Internet in last 12 months	9	12.3%	45
Own any credit/debit card (in own name)	44	60.3%	82
Avg monthly credit card expenditures: <\$111	10	13.7%	100
Avg monthly credit card expenditures: \$111-225	5	6.8%	88
Avg monthly credit card expenditures: \$226-450	4	5.5%	73
Avg monthly credit card expenditures: \$451-700	2	2.7%	43
Avg monthly credit card expenditures: \$701+	3	4.1%	31

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	56	76.7%	108
Used bread in last 6 months	72	98.6%	102
Used chicken/turkey (fresh or frozen) in last 6 months	56	76.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	36	49.3%	94
Used fresh fruit/vegetables in last 6 months	63	86.3%	99
Used fresh milk in last 6 months	68	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	14	19.2%	64
Exercise at club 2+ times per week	2	2.7%	22
Visited a doctor in last 12 months	57	78.1%	101
Used vitamin/dietary supplement in last 6 months	32	43.8%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	14	31.1%	99
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5	11.1%	71
Purchased any HH furnishing in last 12 months	12	26.7%	89
Purchased bedding/bath goods in last 12 months	21	46.7%	85
Purchased cooking/serving product in last 12 months	12	26.7%	97
Bought any kitchen appliance in last 12 months	7	15.6%	89
<b>Insurance (Adults)</b>			
Currently carry any life insurance	38	52.1%	110
Have medical/hospital/accident insurance	53	72.6%	101
Carry homeowner insurance	45	61.6%	118
Carry renter insurance	2	2.7%	44
Have auto/other vehicle insurance	62	84.9%	103
<b>Pets (Households)</b>			
HH owns any pet	29	64.4%	125
HH owns any cat	14	31.1%	130
HH owns any dog	25	55.6%	148
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	26	35.6%	71
Read any daily newspaper	24	32.9%	80
Heavy magazine reader	9	12.3%	62
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	46	63.0%	88
Went to family restaurant/steak house last mo: <2 times	17	23.3%	91
Went to family restaurant/steak house last mo: 2-4 times	17	23.3%	86
Went to family restaurant/steak house last mo: 5+ times	13	17.8%	92
Went to fast food/drive-in restaurant in last 6 mo	66	90.4%	102
Went to fast food/drive-in restaurant <6 times/mo	23	31.5%	90
Went to fast food/drive-in restaurant 6-13 times/mo	23	31.5%	109
Went to fast food/drive-in restaurant 14+ times/mo	20	27.4%	110
Fast food/drive-in last 6 mo: eat in	29	39.7%	106
Fast food/drive-in last 6 mo: home delivery	6	8.2%	79
Fast food/drive-in last 6 mo: take-out/drive-thru	41	56.2%	108
Fast food/drive-in last 6 mo: take-out/walk-in	14	19.2%	78

**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 2011 and 2016.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	29	64.4%	100
HH average monthly long distance phone bill: <\$16	15	33.3%	121
HH average monthly long distance phone bill: \$16-25	4	8.9%	78
HH average monthly long distance phone bill: \$26-59	3	6.7%	72
HH average monthly long distance phone bill: \$60+	2	4.4%	100
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	10	22.2%	112
HH owns 2 TVs	12	26.7%	101
HH owns 3 TVs	9	20.0%	89
HH owns 4+ TVs	7	15.6%	74
HH subscribes to cable TV	14	31.1%	54
HH Purchased audio equipment in last 12 months	3	6.7%	68
HH Purchased CD player in last 12 months	2	4.4%	115
HH Purchased DVD player in last 12 months	3	6.7%	69
HH Purchased MP3 player in last 12 months	3	4.1%	40
HH Purchased video game system in last 12 months	3	6.7%	62
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	26	35.6%	68
Took 3+ domestic trips in last 12 months	6	8.2%	55
Spent on domestic vacations last 12 mo: <\$1000	7	9.6%	76
Spent on domestic vacations last 12 mo: \$1000-\$1499	2	2.7%	41
Spent on domestic vacations last 12 mo: \$1500-\$1999	2	2.7%	67
Spent on domestic vacations last 12 mo: \$2000-\$2999	1	1.4%	33
Spent on domestic vacations last 12 mo: \$3000+	2	2.7%	54
Foreign travel in last 3 years	5	6.8%	26
Took 3+ foreign trips by plane in last 3 years	1	1.4%	28
Spent on foreign vacations last 12 mo: <\$1000	1	1.4%	23
Spent on foreign vacations last 12 mo: \$1000-\$2999	1	1.4%	33
Spent on foreign vacations last 12 mo: \$3000+	1	1.4%	28
Stayed 1+ nights at hotel/motel in last 12 months	22	30.1%	74

**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 2011 and 2016.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Demographic Summary	2011	2016
Population	1,173	1,212
Population 18+	871	905
Households	440	457
Median Household Income	\$39,765	\$47,899

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	420	48.2%	97
Bought any women's apparel in last 12 months	389	44.7%	98
Bought apparel for child <13 in last 6 months	223	25.6%	90
Bought any shoes in last 12 months	431	49.5%	95
Bought costume jewelry in last 12 months	159	18.3%	88
Bought any fine jewelry in last 12 months	138	15.8%	72
Bought a watch in last 12 months	188	21.6%	112
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	393	89.3%	104
HH bought/leased new vehicle last 12 mo	31	7.0%	73
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	796	91.4%	105
Bought/changed motor oil in last 12 months	570	65.4%	126
Had tune-up in last 12 months	249	28.6%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	460	52.8%	85
Drank regular cola in last 6 months	487	55.9%	110
Drank beer/ale in last 6 months	268	30.8%	72
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	113	13.0%	101
Bought film in last 12 months	175	20.1%	106
Bought digital camera in last 12 months	42	4.8%	70
Bought memory card for camera in last 12 months	55	6.3%	83
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	289	33.2%	94
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	200	23.0%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	222	25.5%	79
Avg monthly cell/mobile phone/PDA bill: \$100+	153	17.6%	83
<b>Computers (Households)</b>			
HH owns a personal computer	249	56.6%	76
Spent <\$500 on most recent home PC purchase	33	7.5%	87
Spent \$500-\$999 on most recent home PC purchase	65	14.8%	83
Spent \$1000-\$1499 on most recent home PC purchase	35	8.0%	61
Spent \$1500-\$1999 on most recent home PC purchase	23	5.2%	73
Spent \$2000+ on most recent home PC purchase	17	3.9%	62

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

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	526	60.4%	101
Bought cigarettes at convenience store in last 30 days	166	19.1%	124
Bought gas at convenience store in last 30 days	373	42.8%	129
Spent at convenience store in last 30 days: <\$20	54	6.2%	64
Spent at convenience store in last 30 days: \$20-39	82	9.4%	93
Spent at convenience store in last 30 days: \$40+	370	42.5%	119
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	368	42.3%	72
Went to live theater in last 12 months	38	4.4%	33
Went to a bar/night club in last 12 months	84	9.6%	51
Dined out in last 12 months	345	39.6%	81
Gambled at a casino in last 12 months	70	8.0%	50
Visited a theme park in last 12 months	100	11.5%	53
DVDs rented in last 30 days: 1	22	2.5%	95
DVDs rented in last 30 days: 2	18	2.1%	45
DVDs rented in last 30 days: 3	20	2.3%	72
DVDs rented in last 30 days: 4	31	3.6%	93
DVDs rented in last 30 days: 5+	72	8.3%	63
DVDs purchased in last 30 days: 1	39	4.5%	90
DVDs purchased in last 30 days: 2	40	4.6%	97
DVDs purchased in last 30 days: 3-4	38	4.4%	95
DVDs purchased in last 30 days: 5+	36	4.1%	80
Spent on toys/games in last 12 months: <\$50	49	5.6%	93
Spent on toys/games in last 12 months: \$50-\$99	24	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	59	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	86	9.9%	92
Spent on toys/games in last 12 months: \$500+	41	4.7%	82
<b>Financial (Adults)</b>			
Have home mortgage (1st)	117	13.4%	70
Used ATM/cash machine in last 12 months	300	34.4%	68
Own any stock	46	5.3%	58
Own U.S. savings bond	39	4.5%	66
Own shares in mutual fund (stock)	37	4.2%	45
Own shares in mutual fund (bonds)	24	2.8%	47
Used full service brokerage firm in last 12 months	27	3.1%	50
Have savings account	241	27.7%	76
Have 401K retirement savings	121	13.9%	78
Did banking over the Internet in last 12 months	133	15.3%	56
Own any credit/debit card (in own name)	552	63.4%	86
Avg monthly credit card expenditures: <\$111	128	14.7%	107
Avg monthly credit card expenditures: \$111-225	68	7.8%	101
Avg monthly credit card expenditures: \$226-450	45	5.2%	69
Avg monthly credit card expenditures: \$451-700	35	4.0%	63
Avg monthly credit card expenditures: \$701+	45	5.2%	38

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
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Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	668	76.7%	109
Used bread in last 6 months	856	98.3%	102
Used chicken/turkey (fresh or frozen) in last 6 months	673	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	432	49.6%	94
Used fresh fruit/vegetables in last 6 months	755	86.7%	99
Used fresh milk in last 6 months	806	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	183	21.0%	70
Exercise at club 2+ times per week	29	3.3%	27
Visited a doctor in last 12 months	678	77.8%	101
Used vitamin/dietary supplement in last 6 months	390	44.8%	92
<b>Home (Households)</b>			
Any home improvement in last 12 months	143	32.5%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	45	10.2%	65
Purchased any HH furnishing in last 12 months	117	26.6%	88
Purchased bedding/bath goods in last 12 months	210	47.7%	87
Purchased cooking/serving product in last 12 months	111	25.2%	92
Bought any kitchen appliance in last 12 months	66	15.0%	86
<b>Insurance (Adults)</b>			
Currently carry any life insurance	458	52.6%	111
Have medical/hospital/accident insurance	640	73.5%	103
Carry homeowner insurance	554	63.6%	121
Carry renter insurance	28	3.2%	52
Have auto/other vehicle insurance	750	86.1%	104
<b>Pets (Households)</b>			
HH owns any pet	295	67.0%	130
HH owns any cat	148	33.6%	140
HH owns any dog	249	56.6%	150
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	325	37.3%	74
Read any daily newspaper	296	34.0%	82
Heavy magazine reader	115	13.2%	66
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	560	64.3%	89
Went to family restaurant/steak house last mo: <2 times	208	23.9%	93
Went to family restaurant/steak house last mo: 2-4 times	203	23.3%	87
Went to family restaurant/steak house last mo: 5+ times	150	17.2%	89
Went to fast food/drive-in restaurant in last 6 mo	773	88.7%	100
Went to fast food/drive-in restaurant <6 times/mo	293	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/mo	266	30.5%	106
Went to fast food/drive-in restaurant 14+ times/mo	214	24.6%	99
Fast food/drive-in last 6 mo: eat in	349	40.1%	107
Fast food/drive-in last 6 mo: home delivery	63	7.2%	69
Fast food/drive-in last 6 mo: take-out/drive-thru	474	54.4%	104
Fast food/drive-in last 6 mo: take-out/walk-in	164	18.8%	77

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	288	65.5%	102
HH average monthly long distance phone bill: <\$16	140	31.8%	115
HH average monthly long distance phone bill: \$16-25	45	10.2%	90
HH average monthly long distance phone bill: \$26-59	37	8.4%	91
HH average monthly long distance phone bill: \$60+	19	4.3%	97
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	99	22.5%	114
HH owns 2 TVs	120	27.3%	104
HH owns 3 TVs	90	20.5%	91
HH owns 4+ TVs	70	15.9%	76
HH subscribes to cable TV	112	25.5%	44
HH Purchased audio equipment in last 12 months	30	6.8%	70
HH Purchased CD player in last 12 months	16	3.6%	94
HH Purchased DVD player in last 12 months	33	7.5%	77
HH Purchased MP3 player in last 12 months	44	5.1%	49
HH Purchased video game system in last 12 months	34	7.7%	72
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	341	39.2%	75
Took 3+ domestic trips in last 12 months	88	10.1%	68
Spent on domestic vacations last 12 mo: <\$1000	90	10.3%	82
Spent on domestic vacations last 12 mo: \$1000-\$1499	30	3.4%	51
Spent on domestic vacations last 12 mo: \$1500-\$1999	21	2.4%	59
Spent on domestic vacations last 12 mo: \$2000-\$2999	22	2.5%	61
Spent on domestic vacations last 12 mo: \$3000+	24	2.8%	54
Foreign travel in last 3 years	68	7.8%	30
Took 3+ foreign trips by plane in last 3 years	11	1.3%	26
Spent on foreign vacations last 12 mo: <\$1000	20	2.3%	38
Spent on foreign vacations last 12 mo: \$1000-\$2999	14	1.6%	39
Spent on foreign vacations last 12 mo: \$3000+	13	1.5%	30
Stayed 1+ nights at hotel/motel in last 12 months	274	31.5%	78

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Demographic Summary	2011	2016
Population	4,875	4,927
Population 18+	3,643	3,701
Households	1,816	1,849
Median Household Income	\$36,278	\$42,016

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	1,719	47.2%	95
Bought any women's apparel in last 12 months	1,649	45.3%	100
Bought apparel for child <13 in last 6 months	1,027	28.2%	99
Bought any shoes in last 12 months	1,779	48.8%	94
Bought costume jewelry in last 12 months	710	19.5%	93
Bought any fine jewelry in last 12 months	665	18.3%	83
Bought a watch in last 12 months	830	22.8%	118
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,600	88.1%	103
HH bought/leased new vehicle last 12 mo	123	6.8%	71
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,271	89.8%	104
Bought/changed motor oil in last 12 months	2,362	64.8%	125
Had tune-up in last 12 months	1,030	28.3%	91
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,978	54.3%	88
Drank regular cola in last 6 months	2,047	56.2%	110
Drank beer/ale in last 6 months	1,144	31.4%	74
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	467	12.8%	100
Bought film in last 12 months	728	20.0%	105
Bought digital camera in last 12 months	176	4.8%	71
Bought memory card for camera in last 12 months	221	6.1%	80
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,217	33.4%	94
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	817	22.4%	105
Avg monthly cell/mobile phone/PDA bill: \$50-99	944	25.9%	80
Avg monthly cell/mobile phone/PDA bill: \$100+	655	18.0%	85
<b>Computers (Households)</b>			
HH owns a personal computer	1,021	56.2%	76
Spent <\$500 on most recent home PC purchase	137	7.5%	87
Spent \$500-\$999 on most recent home PC purchase	287	15.8%	89
Spent \$1000-\$1499 on most recent home PC purchase	135	7.4%	57
Spent \$1500-\$1999 on most recent home PC purchase	91	5.0%	70
Spent \$2000+ on most recent home PC purchase	64	3.5%	56

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

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	2,185	60.0%	100
Bought cigarettes at convenience store in last 30 days	726	19.9%	129
Bought gas at convenience store in last 30 days	1,524	41.8%	126
Spent at convenience store in last 30 days: <\$20	233	6.4%	66
Spent at convenience store in last 30 days: \$20-39	329	9.0%	89
Spent at convenience store in last 30 days: \$40+	1,544	42.4%	119
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,551	42.6%	72
Went to live theater in last 12 months	139	3.8%	29
Went to a bar/night club in last 12 months	388	10.7%	56
Dined out in last 12 months	1,355	37.2%	76
Gambled at a casino in last 12 months	315	8.6%	54
Visited a theme park in last 12 months	431	11.8%	55
DVDs rented in last 30 days: 1	81	2.2%	84
DVDs rented in last 30 days: 2	79	2.2%	47
DVDs rented in last 30 days: 3	79	2.2%	68
DVDs rented in last 30 days: 4	128	3.5%	92
DVDs rented in last 30 days: 5+	303	8.3%	63
DVDs purchased in last 30 days: 1	160	4.4%	88
DVDs purchased in last 30 days: 2	165	4.5%	96
DVDs purchased in last 30 days: 3-4	170	4.7%	101
DVDs purchased in last 30 days: 5+	157	4.3%	83
Spent on toys/games in last 12 months: <\$50	208	5.7%	94
Spent on toys/games in last 12 months: \$50-\$99	98	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	239	6.6%	92
Spent on toys/games in last 12 months: \$200-\$499	373	10.2%	95
Spent on toys/games in last 12 months: \$500+	172	4.7%	83
<b>Financial (Adults)</b>			
Have home mortgage (1st)	452	12.4%	65
Used ATM/cash machine in last 12 months	1,228	33.7%	66
Own any stock	173	4.7%	52
Own U.S. savings bond	152	4.2%	61
Own shares in mutual fund (stock)	143	3.9%	42
Own shares in mutual fund (bonds)	92	2.5%	43
Used full service brokerage firm in last 12 months	113	3.1%	50
Have savings account	923	25.3%	70
Have 401K retirement savings	446	12.2%	69
Did banking over the Internet in last 12 months	519	14.2%	52
Own any credit/debit card (in own name)	2,255	61.9%	84
Avg monthly credit card expenditures: <\$111	530	14.5%	106
Avg monthly credit card expenditures: \$111-225	266	7.3%	94
Avg monthly credit card expenditures: \$226-450	197	5.4%	72
Avg monthly credit card expenditures: \$451-700	142	3.9%	61
Avg monthly credit card expenditures: \$701+	176	4.8%	36

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,791	76.6%	108
Used bread in last 6 months	3,579	98.2%	102
Used chicken/turkey (fresh or frozen) in last 6 months	2,844	78.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,872	51.4%	98
Used fresh fruit/vegetables in last 6 months	3,145	86.3%	99
Used fresh milk in last 6 months	3,367	92.4%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	782	21.5%	72
Exercise at club 2+ times per week	120	3.3%	27
Visited a doctor in last 12 months	2,803	76.9%	99
Used vitamin/dietary supplement in last 6 months	1,591	43.7%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	543	29.9%	95
Used housekeeper/maid/prof HH cleaning service in the last 12 months	190	10.5%	67
Purchased any HH furnishing in last 12 months	484	26.7%	89
Purchased bedding/bath goods in last 12 months	902	49.7%	91
Purchased cooking/serving product in last 12 months	477	26.3%	96
Bought any kitchen appliance in last 12 months	285	15.7%	90
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,870	51.3%	108
Have medical/hospital/accident insurance	2,591	71.1%	99
Carry homeowner insurance	2,200	60.4%	115
Carry renter insurance	151	4.1%	67
Have auto/other vehicle insurance	3,104	85.2%	103
<b>Pets (Households)</b>			
HH owns any pet	1,127	62.1%	121
HH owns any cat	552	30.4%	127
HH owns any dog	953	52.5%	139
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,358	37.3%	74
Read any daily newspaper	1,206	33.1%	80
Heavy magazine reader	517	14.2%	71
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	2,314	63.5%	88
Went to family restaurant/steak house last mo: <2 times	830	22.8%	89
Went to family restaurant/steak house last mo: 2-4 times	848	23.3%	86
Went to family restaurant/steak house last mo: 5+ times	635	17.4%	90
Went to fast food/drive-in restaurant in last 6 mo	3,245	89.1%	101
Went to fast food/drive-in restaurant <6 times/mo	1,198	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/mo	1,101	30.2%	105
Went to fast food/drive-in restaurant 14+ times/mo	947	26.0%	105
Fast food/drive-in last 6 mo: eat in	1,415	38.8%	103
Fast food/drive-in last 6 mo: home delivery	273	7.5%	72
Fast food/drive-in last 6 mo: take-out/drive-thru	1,985	54.5%	105
Fast food/drive-in last 6 mo: take-out/walk-in	713	19.6%	80

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

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

Latitude: 38.79304

Longitude: -84.1408

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,162	64.0%	99
HH average monthly long distance phone bill: <\$16	562	30.9%	112
HH average monthly long distance phone bill: \$16-25	183	10.1%	88
HH average monthly long distance phone bill: \$26-59	152	8.4%	91
HH average monthly long distance phone bill: \$60+	88	4.8%	109
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	390	21.5%	108
HH owns 2 TVs	497	27.4%	104
HH owns 3 TVs	383	21.1%	94
HH owns 4+ TVs	316	17.4%	83
HH subscribes to cable TV	533	29.4%	51
HH Purchased audio equipment in last 12 months	141	7.8%	80
HH Purchased CD player in last 12 months	67	3.7%	95
HH Purchased DVD player in last 12 months	146	8.0%	83
HH Purchased MP3 player in last 12 months	186	5.1%	50
HH Purchased video game system in last 12 months	153	8.4%	78
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,411	38.7%	74
Took 3+ domestic trips in last 12 months	366	10.0%	68
Spent on domestic vacations last 12 mo: <\$1000	345	9.5%	75
Spent on domestic vacations last 12 mo: \$1000-\$1499	144	4.0%	59
Spent on domestic vacations last 12 mo: \$1500-\$1999	95	2.6%	64
Spent on domestic vacations last 12 mo: \$2000-\$2999	85	2.3%	56
Spent on domestic vacations last 12 mo: \$3000+	91	2.5%	49
Foreign travel in last 3 years	277	7.6%	29
Took 3+ foreign trips by plane in last 3 years	41	1.1%	23
Spent on foreign vacations last 12 mo: <\$1000	76	2.1%	35
Spent on foreign vacations last 12 mo: \$1000-\$2999	57	1.6%	38
Spent on foreign vacations last 12 mo: \$3000+	50	1.4%	28
Stayed 1+ nights at hotel/motel in last 12 months	1,128	31.0%	76

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Demographic Summary		2011	2016	
Population		101	106	
Population 18+		73	78	
Households		45	48	
Median Household Income		\$41,054	\$51,140	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		46	63.0%	88
Family restaurant/steak house last month: <2 times		17	23.3%	91
Family restaurant/steak house last month: 2-4 times		17	23.3%	86
Family restaurant/steak house last month: 5+ times		13	17.8%	92
Family restaurant/steak house last 6 months: breakfast		8	11.0%	84
Family restaurant/steak house last 6 months: lunch		18	24.7%	99
Family restaurant/steak house last 6 months: snack		1	1.4%	49
Family restaurant/steak house last 6 months: dinner		33	45.2%	86
Family restaurant/steak house last 6 months: weekday		23	31.5%	82
Family restaurant/steak house last 6 months: weekend		31	42.5%	96
Family restaurant/steak house last 6 months: Applebee's		13	17.8%	71
Family restaurant/steak house last 6 months: Bennigan's		0	0.0%	0
Family restaurant/steak house last 6 months: Bob Evans Farm		2	2.7%	61
Family restaurant/steak house last 6 months: Cheesecake Factory		1	1.4%	21
Family restaurant/steak house last 6 months: Chili's Grill & Bar		5	6.8%	59
Family restaurant/steak house last 6 months: Cracker Barrel		14	19.2%	175
Family restaurant/steak house last 6 months: Denny's		4	5.5%	60
Family restaurant/steak house last 6 months: Friendly's		1	1.4%	35
Family restaurant/steak house last 6 months: Golden Corral		7	9.6%	133
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		5	6.8%	59
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2	2.7%	102
Family restaurant/steak house last 6 months: Old Country Buffet		1	1.4%	49
Family restaurant/steak house last 6 months: Olive Garden		8	11.0%	62
Family restaurant/steak house last 6 months: Outback Steakhouse		7	9.6%	84
Family restaurant/steak house last 6 months: Perkins		2	2.7%	76
Family restaurant/steak house last 6 months: Red Lobster		9	12.3%	92
Family restaurant/steak house last 6 months: Red Robin		1	1.4%	24
Family restaurant/steak house last 6 months: Ruby Tuesday		6	8.2%	99
Family restaurant/steak house last 6 months: Ryan's		12	16.4%	441
Family restaurant/steak house last 6 months: Sizzler		1	1.4%	45
Family restaurant/steak house last 6 months: T.G.I. Friday's		4	5.5%	53
Went to fast food/drive-in restaurant in last 6 months		66	90.4%	102
Went to fast food/drive-in restaurant <6 times/month		23	31.5%	90
Went to fast food/drive-in restaurant 6-13 times/month		23	31.5%	109
Went to fast food/drive-in restaurant 14+ times/month		20	27.4%	110
Fast food/drive-in last 6 months: breakfast		23	31.5%	115
Fast food/drive-in last 6 months: lunch		42	57.5%	98
Fast food/drive-in last 6 months: snack		10	13.7%	79
Fast food/drive-in last 6 months: dinner		36	49.3%	102

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

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	48	65.8%	99
Fast food/drive-in last 6 months: weekend	34	46.6%	97
Fast food/drive-in last 6 months: A & W	2	2.7%	61
Fast food/drive-in last 6 months: Arby's	18	24.7%	121
Fast food/drive-in last 6 months: Boston Market	1	1.4%	29
Fast food/drive-in last 6 months: Burger King	29	39.7%	110
Fast food/drive-in last 6 months: Captain D's	13	17.8%	351
Fast food/drive-in last 6 months: Carl's Jr.	0	0.0%	0
Fast food/drive-in last 6 months: Checkers	3	4.1%	129
Fast food/drive-in last 6 months: Chick-fil-A	11	15.1%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1	1.4%	22
Fast food/drive-in last 6 months: Chuck E. Cheese	3	4.1%	92
Fast food/drive-in last 6 months: Church's Fr. Chicken	1	1.4%	32
Fast food/drive-in last 6 months: Dairy Queen	13	17.8%	113
Fast food/drive-in last 6 months: Del Taco	1	1.4%	40
Fast food/drive-in last 6 months: Domino's Pizza	10	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	2	2.7%	24
Fast food/drive-in last 6 months: Fuddruckers	1	1.4%	48
Fast food/drive-in last 6 months: Hardee's	17	23.3%	347
Fast food/drive-in last 6 months: Jack in the Box	3	4.1%	39
Fast food/drive-in last 6 months: KFC	28	38.4%	140
Fast food/drive-in last 6 months: Little Caesars	5	6.8%	94
Fast food/drive-in last 6 months: Long John Silver's	9	12.3%	197
Fast food/drive-in last 6 months: McDonald's	46	63.0%	113
Fast food/drive-in last 6 months: Panera Bread	1	1.4%	14
Fast food/drive-in last 6 months: Papa John's	5	6.8%	79
Fast food/drive-in last 6 months: Pizza Hut	17	23.3%	106
Fast food/drive-in last 6 months: Popeyes	2	2.7%	37
Fast food/drive-in last 6 months: Quiznos	4	5.5%	60
Fast food/drive-in last 6 months: Sonic Drive-In	16	21.9%	186
Fast food/drive-in last 6 months: Starbucks	3	4.1%	27
Fast food/drive-in last 6 months: Steak n Shake	4	5.5%	109
Fast food/drive-in last 6 months: Subway	20	27.4%	87
Fast food/drive-in last 6 months: Taco Bell	24	32.9%	103
Fast food/drive-in last 6 months: Wendy's	24	32.9%	106
Fast food/drive-in last 6 months: Whataburger	2	2.7%	56
Fast food/drive-in last 6 months: White Castle	2	2.7%	69
Fast food/drive-in last 6 months: eat in	29	39.7%	106
Fast food/drive-in last 6 months: home delivery	6	8.2%	79
Fast food/drive-in last 6 months: take-out/drive-thru	41	56.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	14	19.2%	78

**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 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>	
Population		1,173	1,212	
Population 18+		871	905	
Households		440	457	
Median Household Income		\$39,765	\$47,899	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months		560	64.3%	89
Family restaurant/steak house last month: <2 times		208	23.9%	93
Family restaurant/steak house last month: 2-4 times		203	23.3%	87
Family restaurant/steak house last month: 5+ times		150	17.2%	89
Family restaurant/steak house last 6 months: breakfast		90	10.3%	79
Family restaurant/steak house last 6 months: lunch		214	24.6%	99
Family restaurant/steak house last 6 months: snack		12	1.4%	49
Family restaurant/steak house last 6 months: dinner		397	45.6%	86
Family restaurant/steak house last 6 months: weekday		292	33.5%	87
Family restaurant/steak house last 6 months: weekend		358	41.1%	93
Family restaurant/steak house last 6 months: Applebee's		163	18.7%	74
Family restaurant/steak house last 6 months: Bennigan's		8	0.9%	41
Family restaurant/steak house last 6 months: Bob Evans Farm		33	3.8%	84
Family restaurant/steak house last 6 months: Cheesecake Factory		17	2.0%	29
Family restaurant/steak house last 6 months: Chili's Grill & Bar		60	6.9%	59
Family restaurant/steak house last 6 months: Cracker Barrel		159	18.3%	166
Family restaurant/steak house last 6 months: Denny's		46	5.3%	58
Family restaurant/steak house last 6 months: Friendly's		16	1.8%	47
Family restaurant/steak house last 6 months: Golden Corral		82	9.4%	131
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		59	6.8%	58
Family restaurant/steak house last 6 months: Lone Star Steakhouse		22	2.5%	94
Family restaurant/steak house last 6 months: Old Country Buffet		12	1.4%	49
Family restaurant/steak house last 6 months: Olive Garden		103	11.8%	67
Family restaurant/steak house last 6 months: Outback Steakhouse		80	9.2%	81
Family restaurant/steak house last 6 months: Perkins		31	3.6%	99
Family restaurant/steak house last 6 months: Red Lobster		103	11.8%	88
Family restaurant/steak house last 6 months: Red Robin		23	2.6%	47
Family restaurant/steak house last 6 months: Ruby Tuesday		65	7.5%	90
Family restaurant/steak house last 6 months: Ryan's		120	13.8%	370
Family restaurant/steak house last 6 months: Sizzler		10	1.1%	38
Family restaurant/steak house last 6 months: T.G.I. Friday's		41	4.7%	46
Went to fast food/drive-in restaurant in last 6 months		773	88.7%	100
Went to fast food/drive-in restaurant <6 times/month		293	33.6%	96
Went to fast food/drive-in restaurant 6-13 times/month		266	30.5%	106
Went to fast food/drive-in restaurant 14+ times/month		214	24.6%	99
Fast food/drive-in last 6 months: breakfast		259	29.7%	109
Fast food/drive-in last 6 months: lunch		503	57.8%	98
Fast food/drive-in last 6 months: snack		110	12.6%	72
Fast food/drive-in last 6 months: dinner		424	48.7%	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.

**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 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	576	66.1%	100
Fast food/drive-in last 6 months: weekend	395	45.4%	94
Fast food/drive-in last 6 months: A & W	34	3.9%	86
Fast food/drive-in last 6 months: Arby's	202	23.2%	114
Fast food/drive-in last 6 months: Boston Market	10	1.1%	24
Fast food/drive-in last 6 months: Burger King	330	37.9%	105
Fast food/drive-in last 6 months: Captain D's	136	15.6%	308
Fast food/drive-in last 6 months: Carl's Jr.	9	1.0%	16
Fast food/drive-in last 6 months: Checkers	33	3.8%	119
Fast food/drive-in last 6 months: Chick-fil-A	119	13.7%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	14	1.6%	26
Fast food/drive-in last 6 months: Chuck E. Cheese	34	3.9%	87
Fast food/drive-in last 6 months: Church's Fr. Chicken	21	2.4%	56
Fast food/drive-in last 6 months: Dairy Queen	168	19.3%	122
Fast food/drive-in last 6 months: Del Taco	8	0.9%	27
Fast food/drive-in last 6 months: Domino's Pizza	102	11.7%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	27	3.1%	27
Fast food/drive-in last 6 months: Fuddruckers	12	1.4%	49
Fast food/drive-in last 6 months: Hardee's	174	20.0%	298
Fast food/drive-in last 6 months: Jack in the Box	41	4.7%	45
Fast food/drive-in last 6 months: KFC	311	35.7%	130
Fast food/drive-in last 6 months: Little Caesars	62	7.1%	97
Fast food/drive-in last 6 months: Long John Silver's	96	11.0%	176
Fast food/drive-in last 6 months: McDonald's	515	59.1%	106
Fast food/drive-in last 6 months: Panera Bread	22	2.5%	26
Fast food/drive-in last 6 months: Papa John's	58	6.7%	77
Fast food/drive-in last 6 months: Pizza Hut	207	23.8%	108
Fast food/drive-in last 6 months: Popeyes	27	3.1%	42
Fast food/drive-in last 6 months: Quiznos	45	5.2%	57
Fast food/drive-in last 6 months: Sonic Drive-In	180	20.7%	176
Fast food/drive-in last 6 months: Starbucks	44	5.1%	34
Fast food/drive-in last 6 months: Steak n Shake	42	4.8%	96
Fast food/drive-in last 6 months: Subway	249	28.6%	90
Fast food/drive-in last 6 months: Taco Bell	278	31.9%	100
Fast food/drive-in last 6 months: Wendy's	263	30.2%	98
Fast food/drive-in last 6 months: Whataburger	28	3.2%	66
Fast food/drive-in last 6 months: White Castle	23	2.6%	66
Fast food/drive-in last 6 months: eat in	349	40.1%	107
Fast food/drive-in last 6 months: home delivery	63	7.2%	69
Fast food/drive-in last 6 months: take-out/drive-thru	474	54.4%	104
Fast food/drive-in last 6 months: take-out/walk-in	164	18.8%	77

**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 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Demographic Summary		2011	2016	
Population		4,875	4,927	
Population 18+		3,643	3,701	
Households		1,816	1,849	
Median Household Income		\$36,278	\$42,016	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		2,314	63.5%	88
Family restaurant/steak house last month: <2 times		830	22.8%	89
Family restaurant/steak house last month: 2-4 times		848	23.3%	86
Family restaurant/steak house last month: 5+ times		635	17.4%	90
Family restaurant/steak house last 6 months: breakfast		392	10.8%	82
Family restaurant/steak house last 6 months: lunch		869	23.9%	96
Family restaurant/steak house last 6 months: snack		61	1.7%	60
Family restaurant/steak house last 6 months: dinner		1,638	45.0%	85
Family restaurant/steak house last 6 months: weekday		1,198	32.9%	86
Family restaurant/steak house last 6 months: weekend		1,451	39.8%	90
Family restaurant/steak house last 6 months: Applebee's		666	18.3%	73
Family restaurant/steak house last 6 months: Bennigan's		30	0.8%	37
Family restaurant/steak house last 6 months: Bob Evans Farm		142	3.9%	86
Family restaurant/steak house last 6 months: Cheesecake Factory		67	1.8%	28
Family restaurant/steak house last 6 months: Chili's Grill & Bar		252	6.9%	59
Family restaurant/steak house last 6 months: Cracker Barrel		618	17.0%	154
Family restaurant/steak house last 6 months: Denny's		186	5.1%	56
Family restaurant/steak house last 6 months: Friendly's		67	1.8%	47
Family restaurant/steak house last 6 months: Golden Corral		350	9.6%	134
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		264	7.2%	62
Family restaurant/steak house last 6 months: Lone Star Steakhouse		93	2.6%	95
Family restaurant/steak house last 6 months: Old Country Buffet		49	1.3%	48
Family restaurant/steak house last 6 months: Olive Garden		424	11.6%	66
Family restaurant/steak house last 6 months: Outback Steakhouse		342	9.4%	82
Family restaurant/steak house last 6 months: Perkins		124	3.4%	95
Family restaurant/steak house last 6 months: Red Lobster		412	11.3%	84
Family restaurant/steak house last 6 months: Red Robin		85	2.3%	41
Family restaurant/steak house last 6 months: Ruby Tuesday		278	7.6%	92
Family restaurant/steak house last 6 months: Ryan's		512	14.1%	377
Family restaurant/steak house last 6 months: Sizzler		42	1.2%	38
Family restaurant/steak house last 6 months: T.G.I. Friday's		176	4.8%	47
Went to fast food/drive-in restaurant in last 6 months		3,245	89.1%	101
Went to fast food/drive-in restaurant <6 times/month		1,198	32.9%	94
Went to fast food/drive-in restaurant 6-13 times/month		1,101	30.2%	105
Went to fast food/drive-in restaurant 14+ times/month		947	26.0%	105
Fast food/drive-in last 6 months: breakfast		1,083	29.7%	109
Fast food/drive-in last 6 months: lunch		2,088	57.3%	98
Fast food/drive-in last 6 months: snack		474	13.0%	75
Fast food/drive-in last 6 months: dinner		1,738	47.7%	99

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

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,372	65.1%	98
Fast food/drive-in last 6 months: weekend	1,657	45.5%	94
Fast food/drive-in last 6 months: A & W	137	3.8%	83
Fast food/drive-in last 6 months: Arby's	790	21.7%	106
Fast food/drive-in last 6 months: Boston Market	37	1.0%	21
Fast food/drive-in last 6 months: Burger King	1,393	38.2%	106
Fast food/drive-in last 6 months: Captain D's	552	15.2%	299
Fast food/drive-in last 6 months: Carl's Jr.	28	0.8%	12
Fast food/drive-in last 6 months: Checkers	145	4.0%	125
Fast food/drive-in last 6 months: Chick-fil-A	504	13.8%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	55	1.5%	25
Fast food/drive-in last 6 months: Chuck E. Cheese	142	3.9%	87
Fast food/drive-in last 6 months: Church's Fr. Chicken	127	3.5%	81
Fast food/drive-in last 6 months: Dairy Queen	650	17.8%	113
Fast food/drive-in last 6 months: Del Taco	29	0.8%	23
Fast food/drive-in last 6 months: Domino's Pizza	452	12.4%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	116	3.2%	28
Fast food/drive-in last 6 months: Fuddruckers	47	1.3%	46
Fast food/drive-in last 6 months: Hardee's	677	18.6%	277
Fast food/drive-in last 6 months: Jack in the Box	169	4.6%	44
Fast food/drive-in last 6 months: KFC	1,317	36.2%	132
Fast food/drive-in last 6 months: Little Caesars	230	6.3%	86
Fast food/drive-in last 6 months: Long John Silver's	400	11.0%	176
Fast food/drive-in last 6 months: McDonald's	2,186	60.0%	108
Fast food/drive-in last 6 months: Panera Bread	94	2.6%	26
Fast food/drive-in last 6 months: Papa John's	263	7.2%	83
Fast food/drive-in last 6 months: Pizza Hut	874	24.0%	109
Fast food/drive-in last 6 months: Popeyes	218	6.0%	82
Fast food/drive-in last 6 months: Quiznos	171	4.7%	52
Fast food/drive-in last 6 months: Sonic Drive-In	794	21.8%	185
Fast food/drive-in last 6 months: Starbucks	171	4.7%	31
Fast food/drive-in last 6 months: Steak n Shake	177	4.9%	97
Fast food/drive-in last 6 months: Subway	1,021	28.0%	89
Fast food/drive-in last 6 months: Taco Bell	1,160	31.8%	99
Fast food/drive-in last 6 months: Wendy's	1,141	31.3%	101
Fast food/drive-in last 6 months: Whataburger	117	3.2%	66
Fast food/drive-in last 6 months: White Castle	100	2.7%	69
Fast food/drive-in last 6 months: eat in	1,415	38.8%	103
Fast food/drive-in last 6 months: home delivery	273	7.5%	72
Fast food/drive-in last 6 months: take-out/drive-thru	1,985	54.5%	105
Fast food/drive-in last 6 months: take-out/walk-in	713	19.6%	80

**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 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



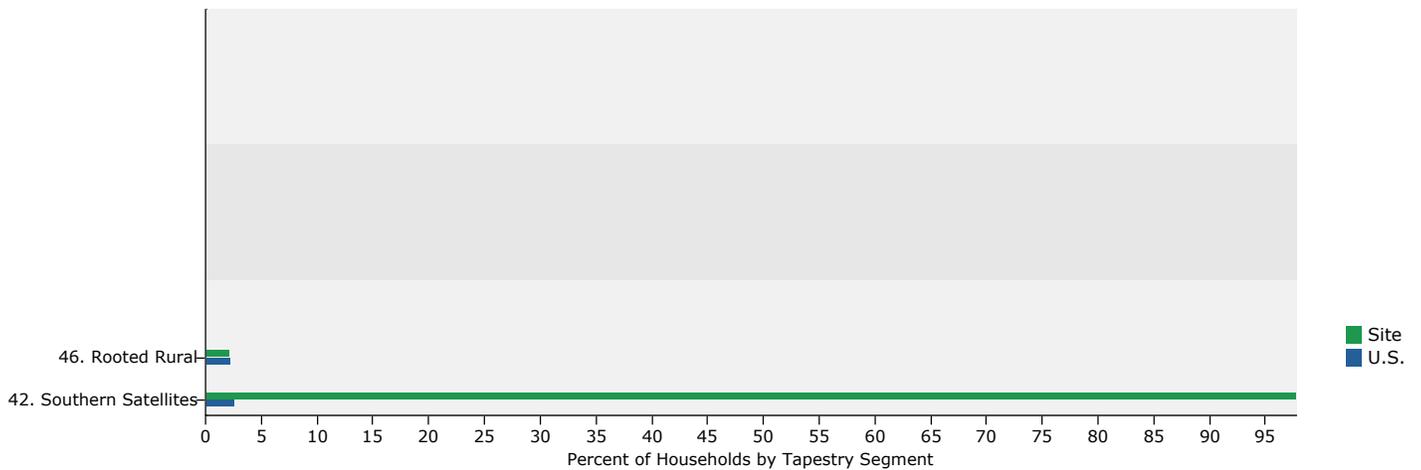
# Tapestry Segmentation Area Profile

Downtown Chilo  
 211 Washington St, Felicity, OH, 45120  
 Ring: 1 mile radius

www.clermontcountyohio.biz  
 Latitude: 38.79304  
 Longitude: -84.1408

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	97.8%	97.8%	2.6%	2.6%	3762
2	46. Rooted Rural	2.2%	100.0%	2.3%	4.9%	96
<b>Subtotal</b>		<b>100.0%</b>		<b>4.9%</b>		
<b>Total</b>		<b>100.0%</b>		<b>4.9%</b>		<b>2041</b>

Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

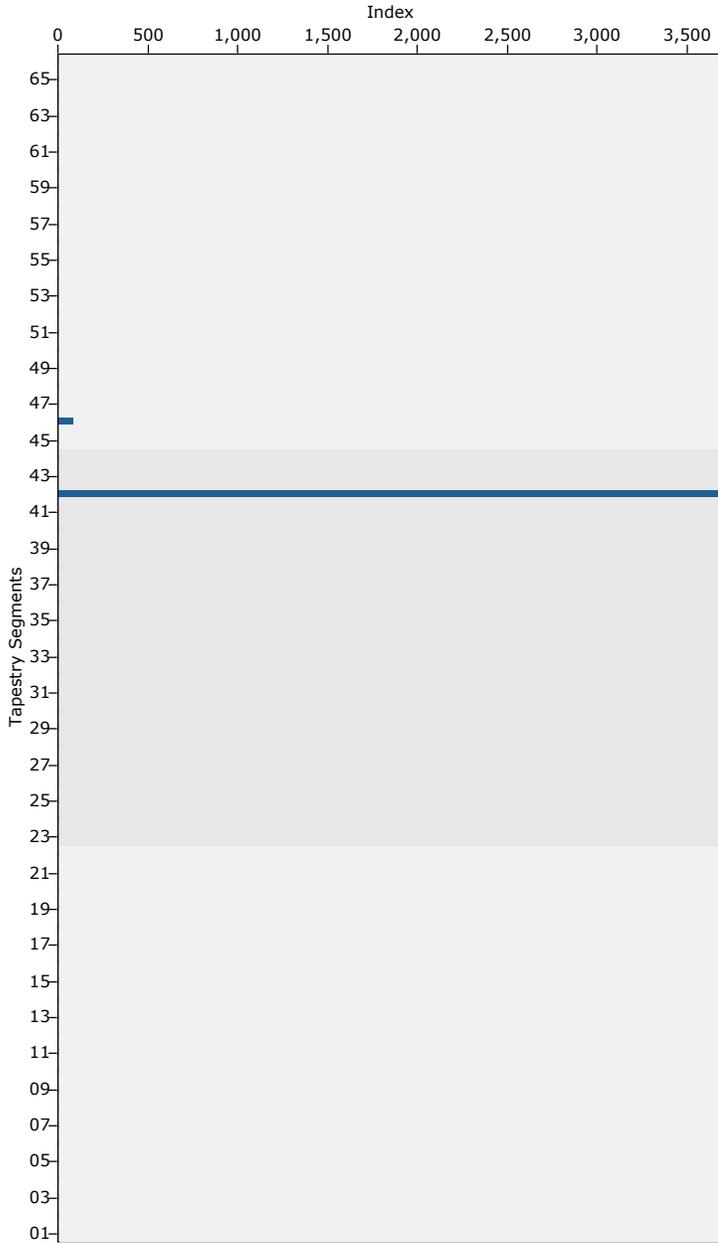
Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

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

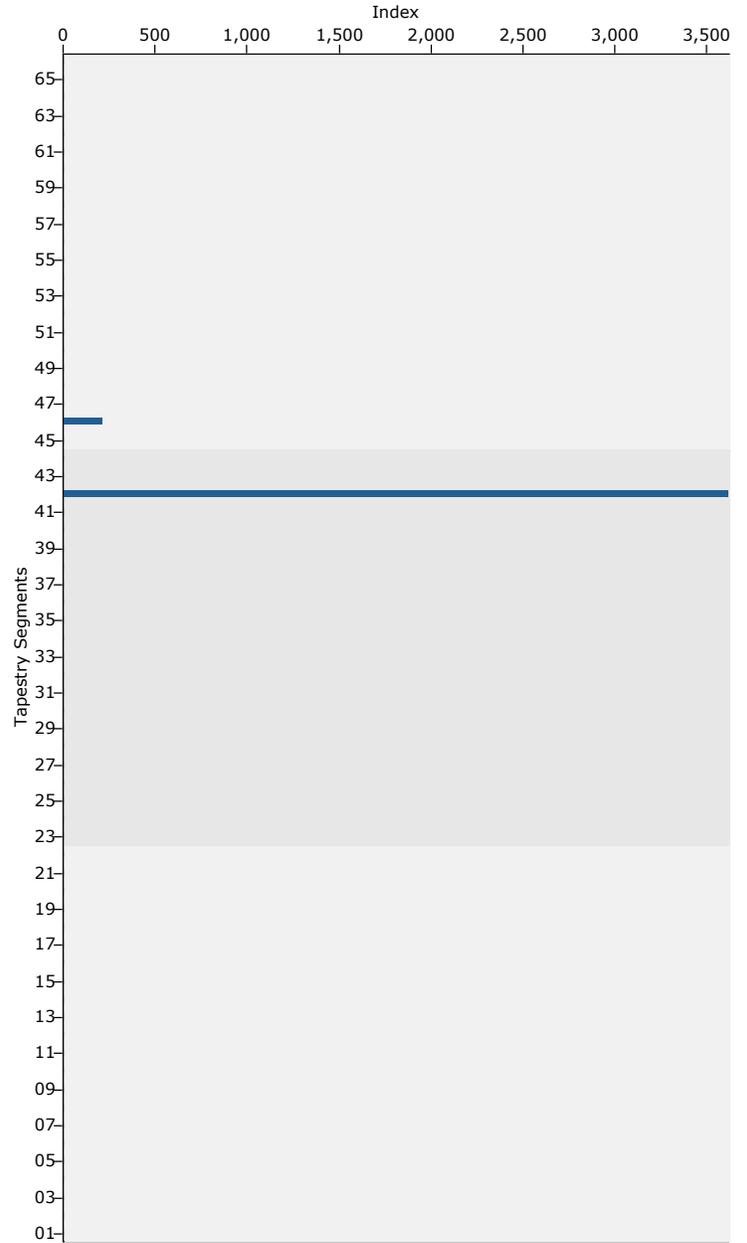
Latitude: 38.79304

Longitude: -84.1408

### Tapestry Indexes by Households



### Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	45	100.0%		101	100.0%	
<b>L1. High Society</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	45	100.0%		101	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>44</b>	<b>97.8%</b>	<b>1041</b>	<b>96</b>	<b>95.0%</b>	<b>1024</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	44	97.4%	3705	96	94.7%	3622
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>1</b>	<b>2.2%</b>	<b>26</b>	<b>5</b>	<b>5.0%</b>	<b>58</b>
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	1	2.2%	95	5	4.9%	220
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

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Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	45	100.0%		101	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Source: Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	45	100.0%		101	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>45</b>	<b>100.0%</b>	<b>1316</b>	<b>101</b>	<b>100.0%</b>	<b>1340</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	44	97.4%	3705	96	94.7%	3622
46 Rooted Rural	1	2.2%	95	5	4.9%	220
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



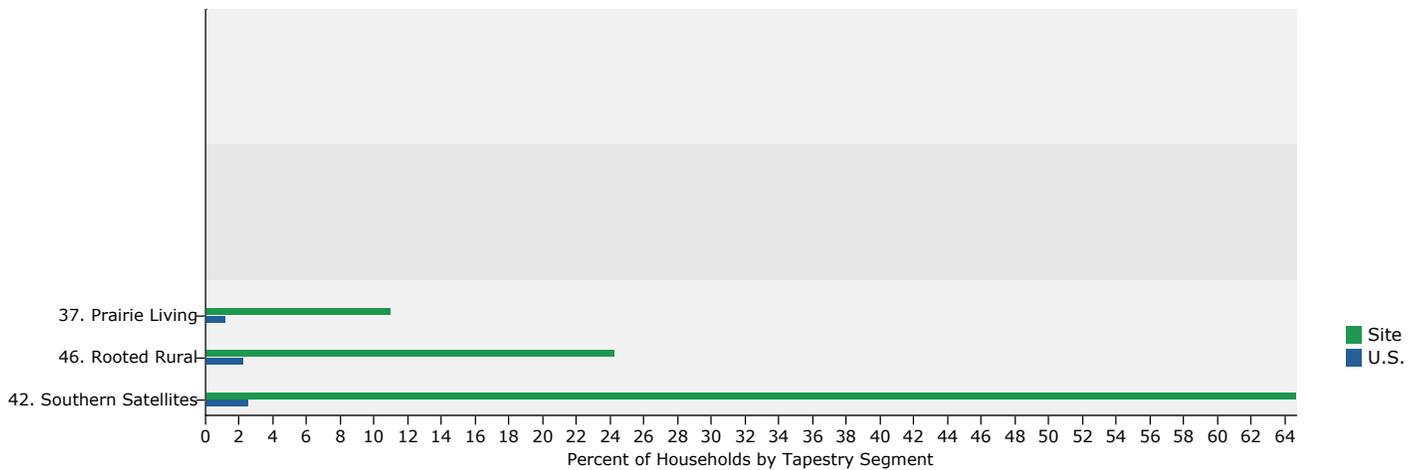
# Tapestry Segmentation Area Profile

Downtown Chilo  
 211 Washington St, Felicity, OH, 45120  
 Ring: 3 mile radius

www.clermontcountyohio.biz  
 Latitude: 38.79304  
 Longitude: -84.1408

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	64.7%	64.7%	2.6%	2.6%	2488
2	46. Rooted Rural	24.3%	89.0%	2.3%	4.9%	1,057
3	37. Prairie Living	11.0%	100.0%	1.2%	6.1%	917
<b>Subtotal</b>		<b>100.0%</b>		<b>6.1%</b>		
<b>Total</b>		<b>100.0%</b>		<b>6.1%</b>		<b>1639</b>

Top Ten Tapestry Segments Site vs. U.S.



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**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

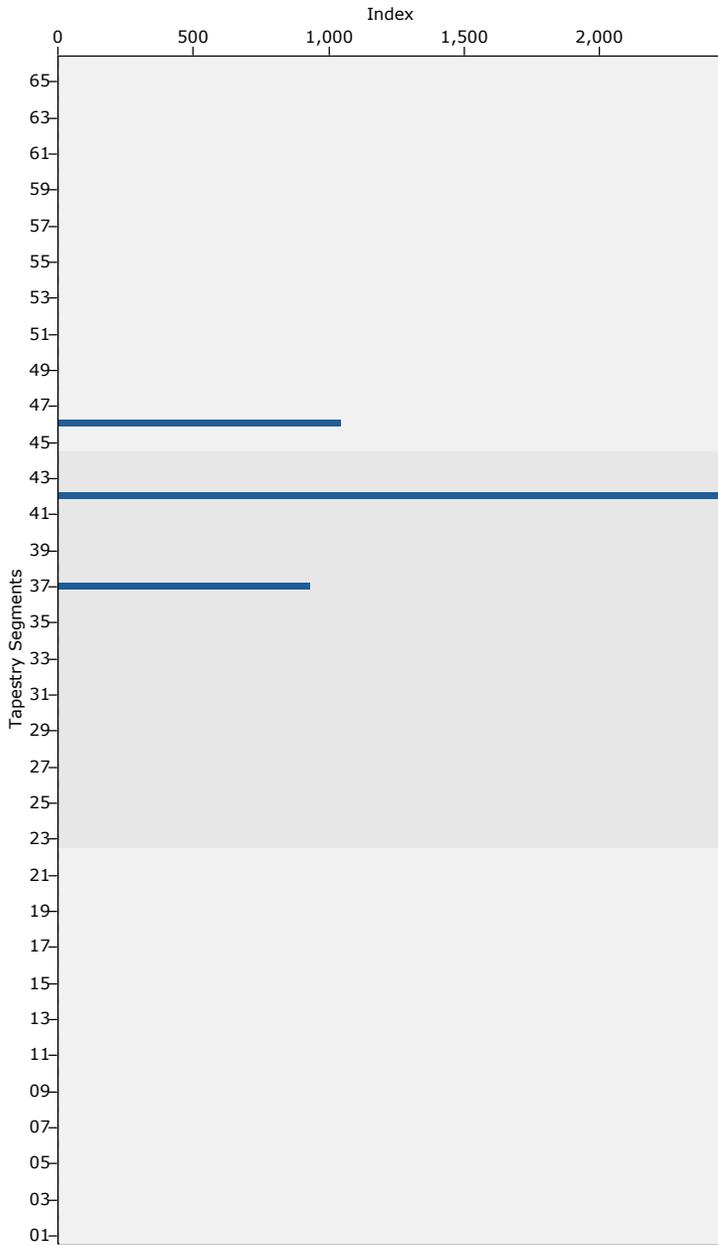
Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

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

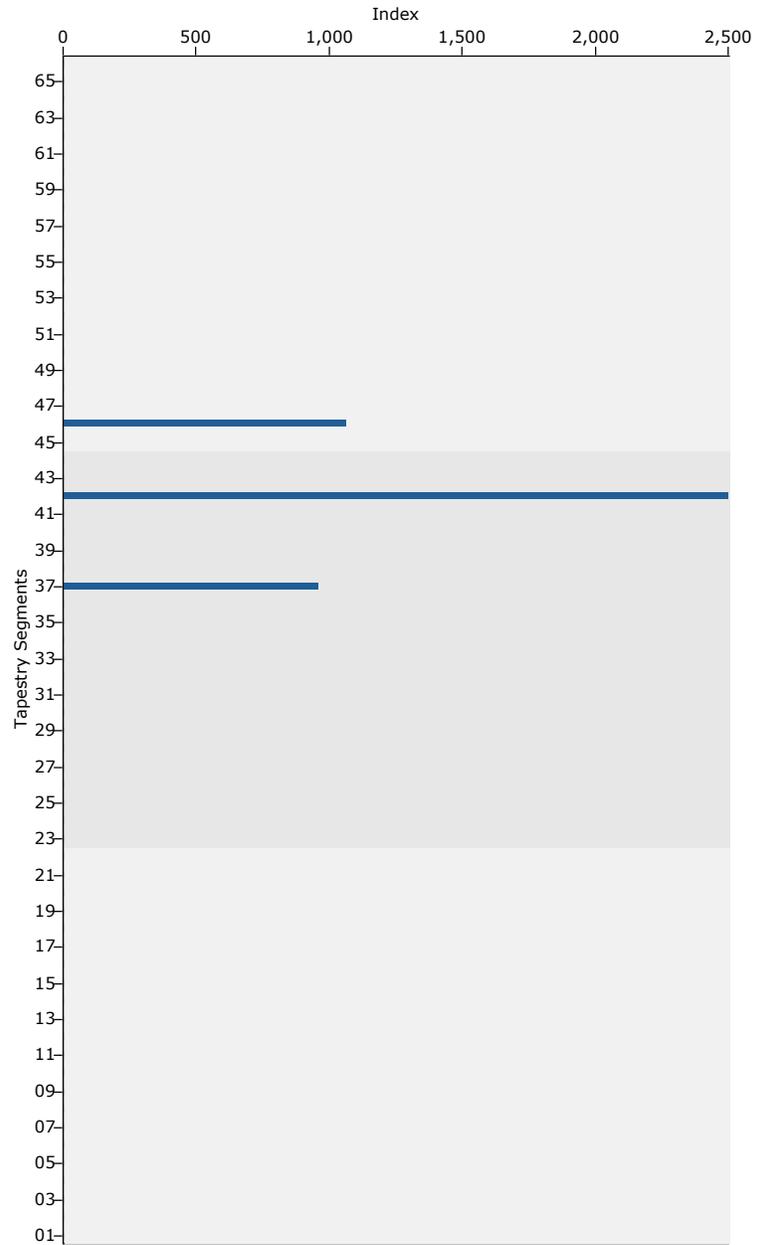
Latitude: 38.79304

Longitude: -84.1408

### Tapestry Indexes by Households



### Tapestry Indexes by Population



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**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	440	100.0%		1,172	100.0%	
<b>L1. High Society</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	440	100.0%		1,172	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 <a href="#">Aspiring Young Families</a>	0	0.0%	0	0	0.0%	0
48 <a href="#">Great Expectations</a>	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 <a href="#">International Marketplace</a>	0	0.0%	0	0	0.0%	0
38 <a href="#">Industrious Urban Fringe</a>	0	0.0%	0	0	0.0%	0
44 <a href="#">Urban Melting Pot</a>	0	0.0%	0	0	0.0%	0
47 <a href="#">Las Casas</a>	0	0.0%	0	0	0.0%	0
52 <a href="#">Inner City Tenants</a>	0	0.0%	0	0	0.0%	0
58 <a href="#">NeWest Residents</a>	0	0.0%	0	0	0.0%	0
60 <a href="#">City Dimensions</a>	0	0.0%	0	0	0.0%	0
61 <a href="#">High Rise Renters</a>	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 <a href="#">Up and Coming Families</a>	0	0.0%	0	0	0.0%	0
19 <a href="#">Milk and Cookies</a>	0	0.0%	0	0	0.0%	0
21 <a href="#">Urban Villages</a>	0	0.0%	0	0	0.0%	0
59 <a href="#">Southwestern Families</a>	0	0.0%	0	0	0.0%	0
64 <a href="#">City Commons</a>	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
24 <a href="#">Main Street, USA</a>	0	0.0%	0	0	0.0%	0
32 <a href="#">Rustbelt Traditions</a>	0	0.0%	0	0	0.0%	0
33 <a href="#">Midlife Junction</a>	0	0.0%	0	0	0.0%	0
34 <a href="#">Family Foundations</a>	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>333</b>	<b>75.7%</b>	<b>806</b>	<b>895</b>	<b>76.4%</b>	<b>822</b>
25 <a href="#">Salt of the Earth</a>	0	0.0%	0	0	0.0%	0
37 <a href="#">Prairie Living</a>	48	11.0%	938	128	10.9%	962
42 <a href="#">Southern Satellites</a>	285	64.7%	2461	767	65.5%	2503
53 <a href="#">Home Town</a>	0	0.0%	0	0	0.0%	0
56 <a href="#">Rural Bypasses</a>	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>107</b>	<b>24.3%</b>	<b>281</b>	<b>277</b>	<b>23.6%</b>	<b>276</b>
26 <a href="#">Midland Crowd</a>	0	0.0%	0	0	0.0%	0
31 <a href="#">Rural Resort Dwellers</a>	0	0.0%	0	0	0.0%	0
41 <a href="#">Crossroads</a>	0	0.0%	0	0	0.0%	0
46 <a href="#">Rooted Rural</a>	107	24.2%	1048	277	23.7%	1067
66 <a href="#">Unclassified</a>	0	0.0%	0	0	0.0%	0

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**Source:** Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	440	100.0%		1,172	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Source: Esri



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ECONOMIC DEVELOPMENT

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	440	100.0%		1,172	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>440</b>	<b>100.0%</b>	<b>1316</b>	<b>1,172</b>	<b>100.0%</b>	<b>1340</b>
37 Prairie Living	48	11.0%	938	128	10.9%	962
42 Southern Satellites	285	64.7%	2461	767	65.5%	2503
46 Rooted Rural	107	24.2%	1048	277	23.7%	1067
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Source: Esri



# Tapestry Segmentation Area Profile

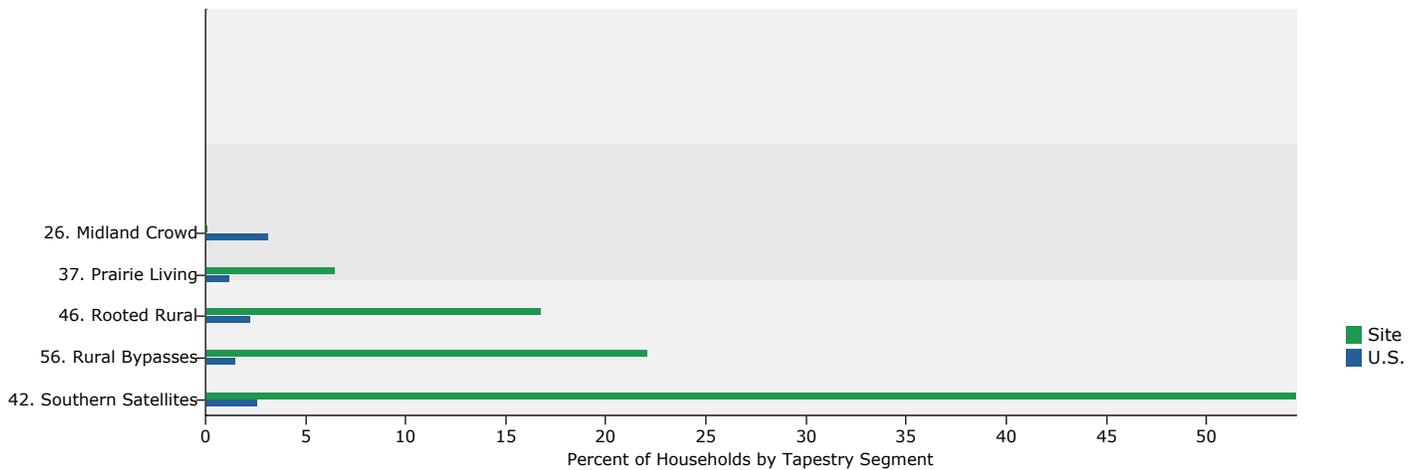
Downtown Chilo  
 211 Washington St, Felicity, OH, 45120  
 Ring: 5 mile radius

www.clermontcountyohio.biz  
 Latitude: 38.79304  
 Longitude: -84.1408

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	54.5%	54.5%	2.6%	2.6%	2096
2	56. Rural Bypasses	22.1%	76.6%	1.5%	4.1%	1,473
3	46. Rooted Rural	16.8%	93.4%	2.3%	6.4%	730
4	37. Prairie Living	6.5%	99.9%	1.2%	7.6%	542
5	26. Midland Crowd	0.1%	100.0%	3.2%	10.8%	3
<b>Subtotal</b>		<b>100.0%</b>		<b>10.8%</b>		

**Total** **100.0%** **10.8%** **926**

Top Ten Tapestry Segments Site vs. U.S.



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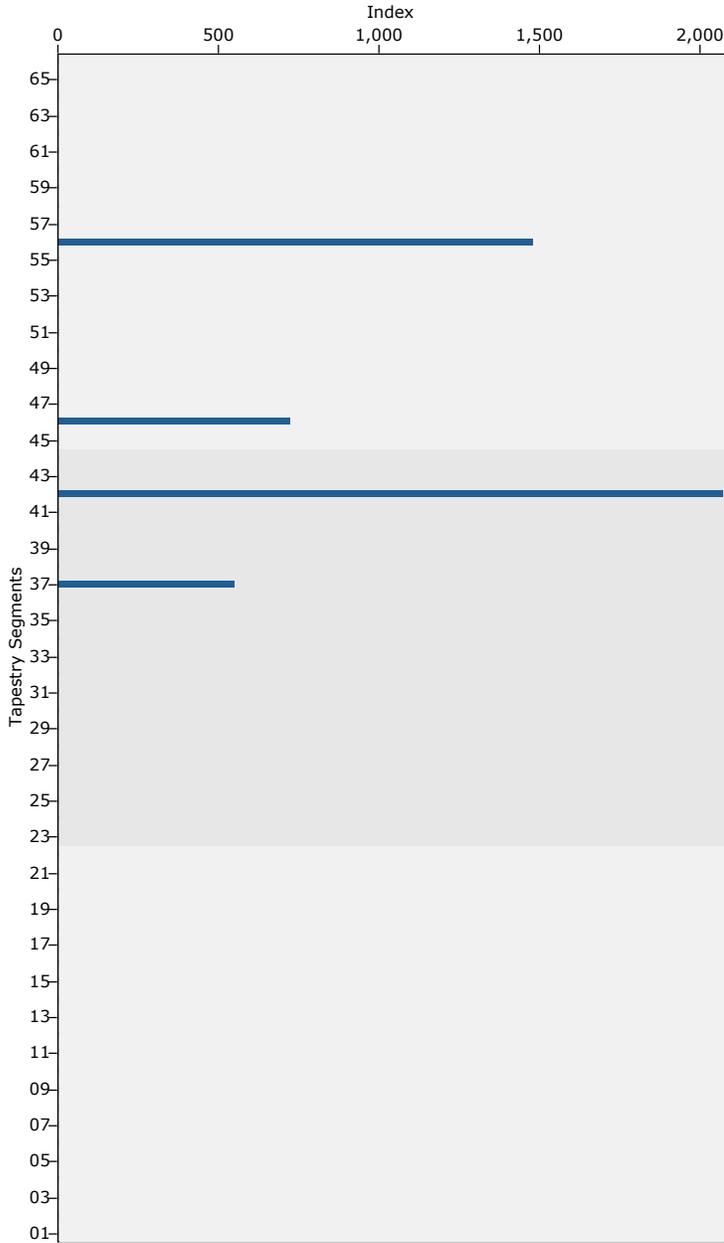
**Source:** Esri



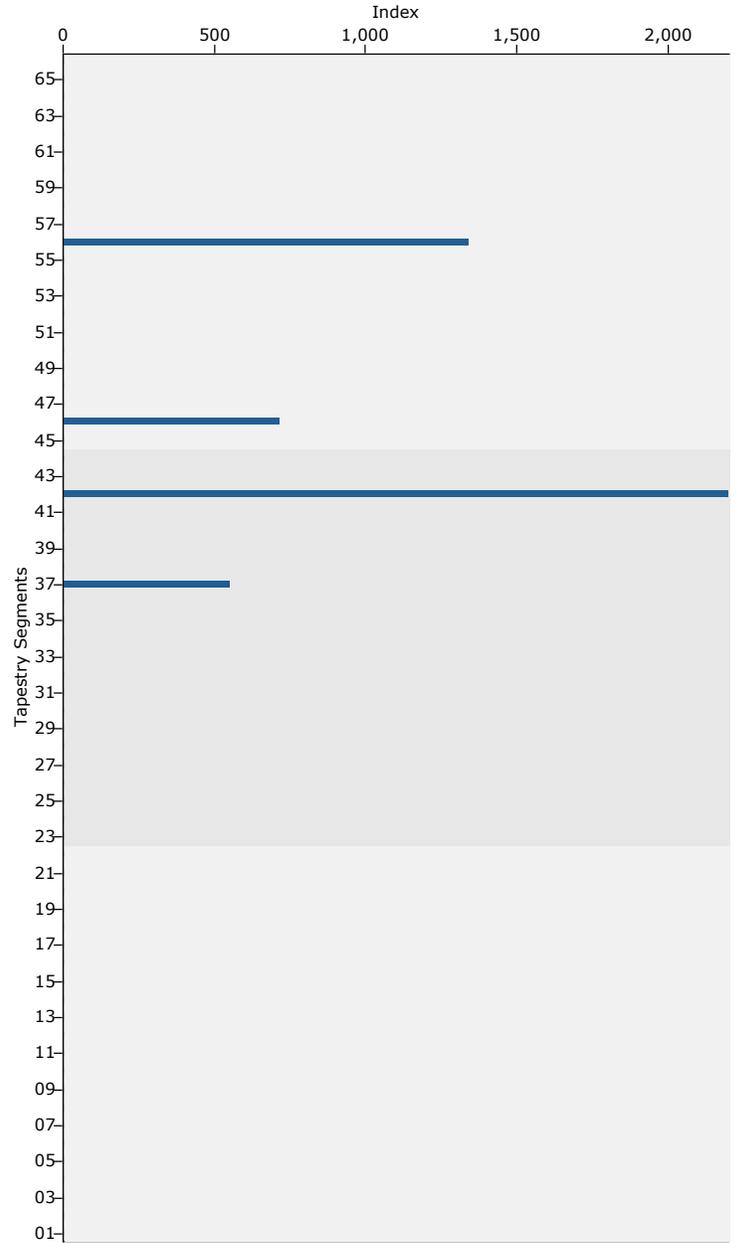
# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

### Tapestry Indexes by Households



### Tapestry Indexes by Population



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**Source:** Esri



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
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www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,816	100.0%		4,875	100.0%	
<b>L1. High Society</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,816	100.0%		4,875	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>1,510</b>	<b>83.1%</b>	<b>886</b>	<b>4,096</b>	<b>84.0%</b>	<b>905</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	118	6.5%	557	310	6.4%	558
42 Southern Satellites	991	54.5%	2075	2,809	57.6%	2203
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	401	22.1%	1484	977	20.0%	1344
<b>L12. American Quilt</b>	<b>306</b>	<b>16.9%</b>	<b>195</b>	<b>779</b>	<b>16.0%</b>	<b>186</b>
26 Midland Crowd	1	0.1%	2	2	0.0%	1
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	305	16.8%	726	777	15.9%	719
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,816	100.0%		4,875	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Tapestry Segmentation Area Profile

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 38.79304  
Longitude: -84.1408

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	1,816	100.0%		4,875	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>1</b>	<b>0.1%</b>	<b>1</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1	0.1%	2	2	0.0%	1
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>1,815</b>	<b>99.9%</b>	<b>1315</b>	<b>4,873</b>	<b>100.0%</b>	<b>1340</b>
37 Prairie Living	118	6.5%	557	310	6.4%	558
42 Southern Satellites	991	54.5%	2075	2,809	57.6%	2203
46 Rooted Rural	305	16.8%	726	777	15.9%	719
56 Rural Bypasses	401	22.1%	1484	977	20.0%	1344
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

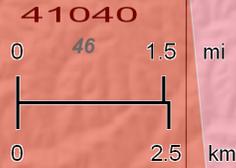
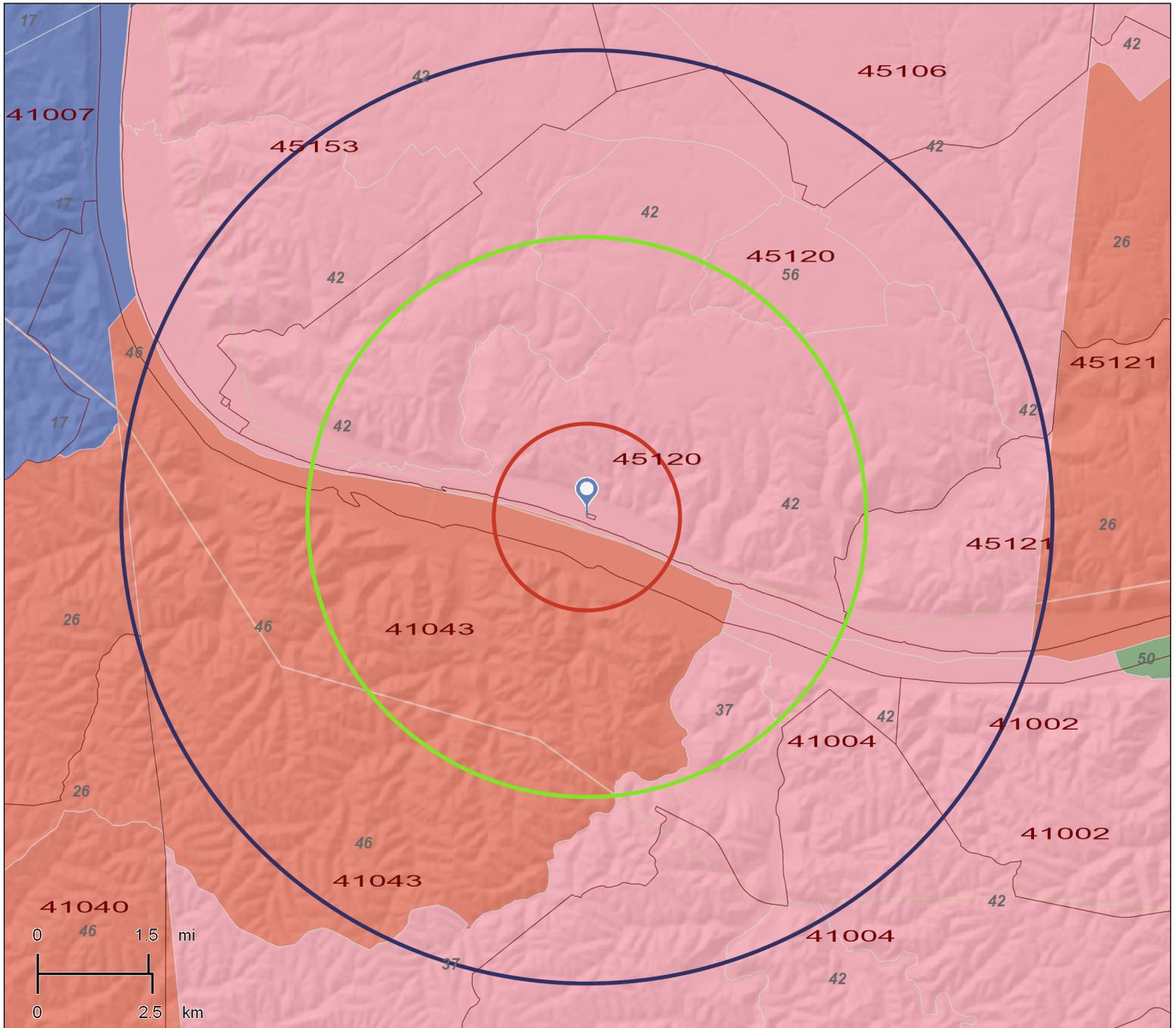
# Dominant Tapestry Site Map

Downtown Chilo  
211 Washington St, Felicity, OH, 45120  
Ring: 1, 3, 5 Miles

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

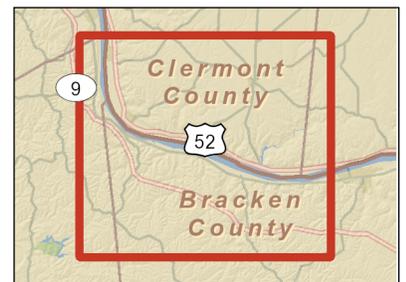
Latitude: 38.79304

Longitude: -84.1408



## Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 19, 2013

Made with Esri Business Analyst



## Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified