



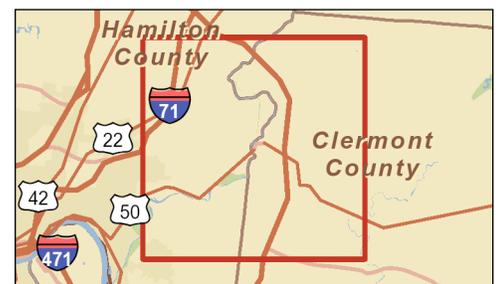
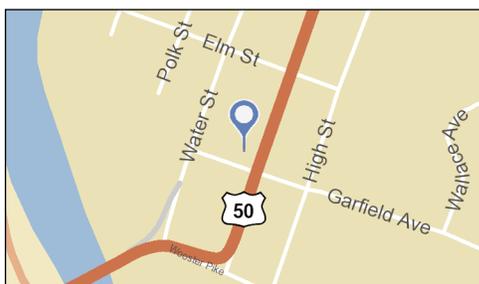
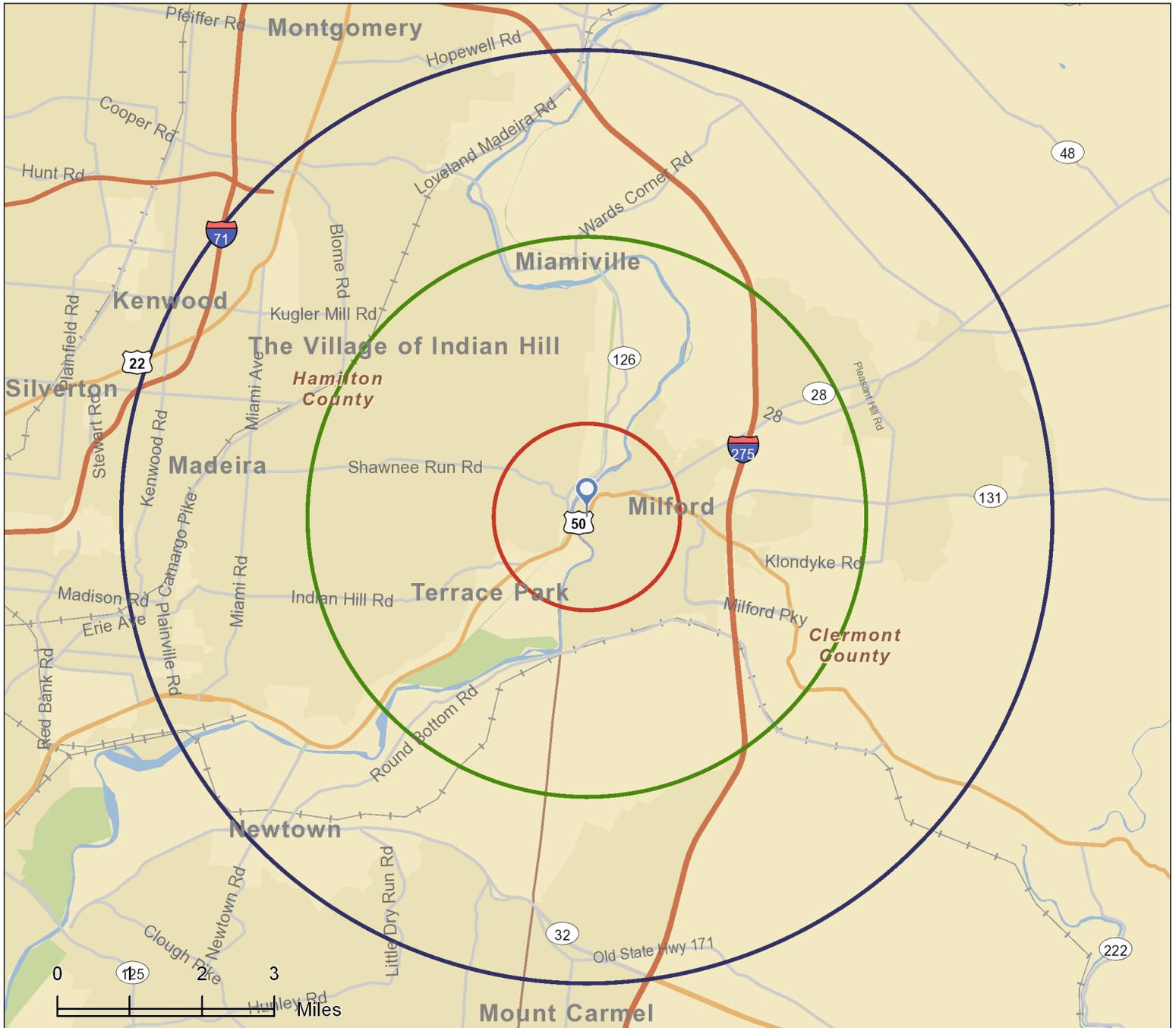
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1, 3, 5 Miles

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

Latitude: 39.17302  
Longitude: -84.29639



March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,377	20,833	86,539
2000 Group Quarters	115	293	1,024
2010 Total Population	4,499	22,952	92,480
2015 Total Population	4,544	23,770	95,424
2010-2015 Annual Rate	0.20%	0.70%	0.63%
<b>Household Summary</b>			
2000 Households	2,023	8,214	32,998
2000 Average Household Size	2.11	2.50	2.59
2010 Households	2,130	9,142	35,427
2010 Average Household Size	2.06	2.48	2.58
2015 Households	2,159	9,485	36,616
2015 Average Household Size	2.05	2.47	2.58
2010-2015 Annual Rate	0.27%	0.74%	0.66%
2000 Families	1,045	5,721	23,939
2000 Average Family Size	3.00	3.05	3.10
2010 Families	1,058	6,316	25,334
2010 Average Family Size	2.96	3.02	3.09
2015 Families	1,058	6,523	26,030
2015 Average Family Size	2.97	3.02	3.10
2010-2015 Annual Rate	0.00%	0.65%	0.54%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,132	8,594	34,302
Owner Occupied Housing Units	51.3%	68.9%	74.3%
Renter Occupied Housing Units	43.6%	26.9%	22.0%
Vacant Housing Units	5.1%	4.2%	3.7%
2010 Housing Units	2,326	9,849	37,867
Owner Occupied Housing Units	47.9%	66.6%	70.9%
Renter Occupied Housing Units	43.7%	26.2%	22.6%
Vacant Housing Units	8.4%	7.2%	6.4%
2015 Housing Units	2,400	10,343	39,448
Owner Occupied Housing Units	46.8%	66.3%	70.4%
Renter Occupied Housing Units	43.2%	25.4%	22.5%
Vacant Housing Units	10.0%	8.3%	7.2%
<b>Median Household Income</b>			
2000	\$35,099	\$53,906	\$56,954
2010	\$46,694	\$71,053	\$72,738
2015	\$54,801	\$81,937	\$82,066
<b>Median Home Value</b>			
2000	\$113,750	\$159,200	\$149,228
2010	\$138,929	\$191,728	\$174,369
2015	\$153,943	\$207,706	\$191,293
<b>Per Capita Income</b>			
2000	\$30,058	\$34,327	\$32,250
2010	\$33,216	\$37,772	\$37,015
2015	\$37,410	\$41,890	\$41,179
<b>Median Age</b>			
2000	41.8	38.3	37.8
2010	45.9	41.0	40.2
2015	47.0	41.0	40.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2000 Households by Income</b>			
Household Income Base	1,955	8,257	33,055
<\$15,000	21.8%	12.0%	9.0%
\$15,000 - \$24,999	13.1%	10.1%	8.8%
\$25,000 - \$34,999	14.9%	11.8%	11.0%
\$35,000 - \$49,999	13.5%	13.2%	14.7%
\$50,000 - \$74,999	15.6%	16.3%	19.7%
\$75,000 - \$99,999	8.3%	12.4%	13.3%
\$100,000 - \$149,999	6.4%	13.2%	12.5%
\$150,000 - \$199,999	1.5%	3.9%	4.8%
\$200,000+	4.8%	7.2%	6.3%
Average Household Income	\$66,040	\$87,435	\$84,279
<b>2010 Households by Income</b>			
Household Income Base	2,131	9,142	35,425
<\$15,000	16.6%	8.4%	6.5%
\$15,000 - \$24,999	11.3%	6.7%	5.7%
\$25,000 - \$34,999	10.7%	8.3%	7.2%
\$35,000 - \$49,999	15.5%	13.4%	13.7%
\$50,000 - \$74,999	16.7%	15.2%	18.4%
\$75,000 - \$99,999	13.4%	16.5%	17.1%
\$100,000 - \$149,999	8.8%	18.2%	17.5%
\$150,000 - \$199,999	2.4%	5.5%	6.2%
\$200,000+	4.6%	7.8%	7.8%
Average Household Income	\$69,274	\$95,603	\$96,575
<b>2015 Households by Income</b>			
Household Income Base	2,158	9,484	36,618
<\$15,000	15.2%	7.3%	5.4%
\$15,000 - \$24,999	9.1%	5.1%	4.2%
\$25,000 - \$34,999	8.2%	6.0%	5.0%
\$35,000 - \$49,999	12.0%	9.8%	9.7%
\$50,000 - \$74,999	19.3%	16.0%	19.6%
\$75,000 - \$99,999	15.3%	16.8%	17.2%
\$100,000 - \$149,999	12.4%	23.6%	22.3%
\$150,000 - \$199,999	3.2%	6.6%	7.5%
\$200,000+	5.3%	8.8%	9.0%
Average Household Income	\$77,867	\$105,869	\$107,267
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,081	5,878	25,429
<\$50,000	3.4%	7.4%	3.8%
\$50,000 - \$99,999	34.9%	18.0%	22.2%
\$100,000 - \$149,999	26.7%	20.8%	24.3%
\$150,000 - \$199,999	9.3%	20.7%	18.5%
\$200,000 - \$299,999	9.4%	13.7%	14.9%
\$300,000 - \$499,999	7.9%	9.0%	8.9%
\$500,000 - \$999,999	5.7%	5.8%	4.9%
\$1,000,000 +	2.7%	4.6%	2.5%
Average Home Value	\$205,595	\$246,804	\$217,099
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	936	2,338	7,519
With Cash Rent	92.8%	95.0%	96.1%
No Cash Rent	7.2%	5.0%	4.0%
Median Rent	\$448	\$464	\$527
Average Rent	\$469	\$488	\$622

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

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

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2000 Population by Age</b>			
Total	4,382	20,833	86,541
0 - 4	5.6%	6.6%	6.8%
5 - 9	6.2%	7.6%	7.8%
10 - 14	6.7%	8.2%	8.3%
15 - 24	9.9%	11.6%	11.2%
25 - 34	11.5%	10.8%	11.3%
35 - 44	15.2%	16.7%	17.3%
45 - 54	13.2%	15.5%	15.5%
55 - 64	7.6%	8.8%	8.6%
65 - 74	8.8%	6.8%	6.5%
75 - 84	9.5%	5.1%	4.7%
85 +	5.9%	2.4%	2.0%
18 +	77.6%	72.8%	72.3%
<b>2010 Population by Age</b>			
Total	4,499	22,954	92,480
0 - 4	5.3%	6.4%	6.7%
5 - 9	5.5%	6.8%	6.9%
10 - 14	5.5%	7.2%	7.3%
15 - 24	11.2%	12.0%	11.9%
25 - 34	10.3%	10.7%	11.0%
35 - 44	11.0%	12.2%	13.2%
45 - 54	14.5%	16.2%	16.4%
55 - 64	11.8%	13.1%	12.9%
65 - 74	8.3%	7.3%	6.7%
75 - 84	9.0%	5.1%	4.6%
85 +	7.6%	3.0%	2.5%
18 +	80.3%	75.4%	74.7%
<b>2015 Population by Age</b>			
Total	4,545	23,767	95,423
0 - 4	5.1%	6.2%	6.6%
5 - 9	5.4%	6.7%	6.9%
10 - 14	5.4%	7.2%	7.3%
15 - 24	10.2%	11.4%	11.4%
25 - 34	12.0%	11.5%	11.6%
35 - 44	9.5%	11.6%	12.5%
45 - 54	12.6%	14.1%	14.6%
55 - 64	12.9%	13.8%	13.6%
65 - 74	10.8%	9.4%	8.6%
75 - 84	8.4%	5.0%	4.4%
85 +	7.6%	3.1%	2.5%
18 +	80.9%	75.8%	75.0%
<b>2000 Population by Sex</b>			
Males	44.4%	47.8%	48.0%
Females	55.6%	52.2%	52.0%
<b>2010 Population by Sex</b>			
Males	44.7%	47.9%	48.0%
Females	55.3%	52.1%	52.0%
<b>2015 Population by Sex</b>			
Males	45.1%	48.0%	48.1%
Females	54.9%	52.0%	51.9%

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2000 Population by Race/Ethnicity</b>			
Total	4,377	20,833	86,539
White Alone	97.6%	95.8%	93.4%
Black Alone	1.1%	2.2%	3.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.9%	1.6%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.5%	0.7%	0.8%
Hispanic Origin	0.7%	0.8%	1.0%
Diversity Index	5.9	9.7	14.3
<b>2010 Population by Race/Ethnicity</b>			
Total	4,498	22,952	92,480
White Alone	96.4%	94.3%	91.9%
Black Alone	1.9%	3.1%	4.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	0.4%	1.2%	1.9%
Some Other Race Alone	0.4%	0.3%	0.5%
Two or More Races	0.8%	0.9%	1.1%
Hispanic Origin	1.1%	1.3%	1.7%
Diversity Index	9.1	13.3	18.2
<b>2015 Population by Race/Ethnicity</b>			
Total	4,542	23,769	95,426
White Alone	95.9%	93.6%	91.2%
Black Alone	2.2%	3.5%	4.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	1.4%	2.1%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	0.9%	1.0%	1.3%
Hispanic Origin	1.4%	1.6%	2.2%
Diversity Index	10.6	15.0	20.1
<b>2000 Population 3+ by School Enrollment</b>			
Total	4,223	20,235	83,277
Enrolled in Nursery/Preschool	1.9%	2.3%	2.3%
Enrolled in Kindergarten	1.7%	1.8%	1.7%
Enrolled in Grade 1-8	10.9%	12.8%	13.4%
Enrolled in Grade 9-12	6.2%	6.9%	6.7%
Enrolled in College	2.5%	3.1%	3.3%
Enrolled in Grad/Prof School	0.5%	0.6%	0.9%
Not Enrolled in School	76.4%	72.4%	71.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,263	15,538	62,179
Less Than 9th Grade	4.6%	2.7%	2.0%
9th to 12th Grade, No Diploma	10.4%	6.3%	5.8%
High School Graduate	29.0%	22.1%	23.5%
Some College, No Degree	17.9%	17.2%	17.7%
Associate Degree	6.4%	8.3%	7.9%
Bachelor's Degree	20.1%	26.4%	26.4%
Graduate/Professional Degree	11.6%	17.0%	16.7%

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2010 Population 15+ by Marital Status</b>			
Total	3,766	18,286	73,143
Never Married	20.7%	22.9%	23.5%
Married	50.4%	60.7%	60.7%
Widowed	14.6%	7.3%	6.4%
Divorced	14.3%	9.1%	9.4%
<b>2000 Population 16+ by Employment Status</b>			
Total	3,523	16,069	65,441
In Labor Force	56.5%	66.1%	66.6%
Civilian Employed	54.3%	64.0%	64.5%
Civilian Unemployed	2.2%	2.1%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	43.5%	33.9%	33.4%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.7%	90.2%	90.2%
Civilian Unemployed	12.3%	9.8%	9.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.9%	92.0%	92.0%
Civilian Unemployed	10.1%	8.0%	8.0%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,012	8,597	34,734
Own Children < 6 Only	5.0%	7.4%	7.9%
Employed/in Armed Forces	4.4%	4.9%	4.9%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	0.6%	2.2%	2.9%
Own Children <6 and 6-17 Only	5.2%	6.0%	6.4%
Employed/in Armed Forces	2.9%	3.1%	3.3%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.3%	2.8%	3.0%
Own Children 6-17 Only	11.7%	19.8%	20.6%
Employed/in Armed Forces	6.7%	14.1%	14.7%
Unemployed	0.9%	0.4%	0.4%
Not in Labor Force	4.0%	5.2%	5.5%
No Own Children < 18	78.1%	66.9%	65.0%
Employed/in Armed Forces	32.3%	32.2%	32.3%
Unemployed	1.0%	1.1%	1.3%
Not in Labor Force	44.8%	33.6%	31.4%
<b>2010 Employed Population 16+ by Industry</b>			
Total	1,865	10,754	43,651
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	7.2%	5.6%	4.8%
Manufacturing	8.2%	10.7%	11.5%
Wholesale Trade	5.4%	4.7%	4.4%
Retail Trade	10.6%	11.0%	11.3%
Transportation/Utilities	3.3%	2.7%	3.0%
Information	0.9%	2.0%	2.1%
Finance/Insurance/Real Estate	9.4%	8.8%	8.9%
Services	52.7%	51.8%	51.5%
Public Administration	2.3%	2.6%	2.4%

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2010 Employed Population 16+ by Occupation</b>			
Total	1,865	10,752	43,652
White Collar	63.8%	71.9%	72.7%
Management/Business/Financial	15.7%	19.8%	20.0%
Professional	21.6%	26.5%	27.1%
Sales	12.8%	13.1%	13.0%
Administrative Support	13.7%	12.6%	12.6%
Services	19.5%	14.4%	13.4%
Blue Collar	16.7%	13.7%	13.9%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	6.8%	4.1%	3.3%
Installation/Maintenance/Repair	1.1%	3.1%	2.9%
Production	3.9%	3.2%	4.0%
Transportation/Material Moving	4.9%	3.4%	3.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	1,861	10,087	41,589
Drove Alone - Car, Truck, or Van	79.4%	85.1%	85.1%
Carpooled - Car, Truck, or Van	9.3%	7.2%	7.4%
Public Transportation	0.7%	1.0%	1.4%
Walked	3.0%	1.2%	1.1%
Other Means	1.5%	0.8%	0.7%
Worked at Home	6.2%	4.7%	4.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,859	10,088	41,589
Did not Work at Home	93.8%	95.3%	95.7%
Less than 5 minutes	7.4%	3.6%	2.4%
5 to 9 minutes	6.9%	8.0%	7.5%
10 to 19 minutes	23.7%	22.0%	25.2%
20 to 24 minutes	15.3%	17.0%	18.6%
25 to 34 minutes	26.6%	28.5%	26.7%
35 to 44 minutes	5.6%	7.6%	7.1%
45 to 59 minutes	5.2%	5.9%	5.2%
60 to 89 minutes	1.1%	1.2%	1.7%
90 or more minutes	1.9%	1.4%	1.3%
Worked at Home	6.2%	4.7%	4.3%
Average Travel Time to Work (in min)	23.7	24.6	24.0
<b>2000 Households by Vehicles Available</b>			
Total	2,016	8,229	33,013
None	16.3%	7.2%	5.2%
1	40.1%	27.9%	27.3%
2	28.0%	42.4%	44.9%
3	13.1%	16.6%	16.0%
4	1.9%	3.5%	4.5%
5+	0.6%	2.4%	2.0%
Average Number of Vehicles Available	1.5	1.9	1.9

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>2000 Households by Type</b>			
Total	2,023	8,213	32,997
Family Households	51.7%	69.7%	72.5%
Married-couple Family	41.7%	58.2%	60.8%
With Related Children	19.6%	29.0%	30.8%
Other Family (No Spouse)	9.9%	11.5%	11.7%
With Related Children	6.1%	7.6%	7.7%
Nonfamily Households	48.3%	30.4%	27.5%
Householder Living Alone	44.4%	26.4%	23.8%
Householder Not Living Alone	4.0%	3.9%	3.7%
Households with Related Children	25.7%	36.6%	38.5%
Households with Persons 65+	38.1%	25.0%	23.6%
<b>2000 Households by Size</b>			
Total	2,023	8,214	32,998
1 Person Household	44.4%	26.4%	23.8%
2 Person Household	27.2%	32.6%	33.0%
3 Person Household	12.0%	16.0%	16.6%
4 Person Household	9.8%	15.5%	16.6%
5 Person Household	4.8%	6.9%	7.3%
6 Person Household	1.5%	2.0%	2.1%
7 + Person Household	0.3%	0.5%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,016	8,229	33,013
Moved in 1999 to March 2000	16.7%	16.7%	16.2%
Moved in 1995 to 1998	33.7%	30.1%	29.7%
Moved in 1990 to 1994	15.4%	17.3%	17.0%
Moved in 1980 to 1989	13.3%	17.4%	17.0%
Moved in 1970 to 1979	9.3%	9.5%	9.9%
Moved in 1969 or Earlier	11.5%	9.0%	10.3%
Median Year Householder Moved In	1995	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	2,123	8,618	34,279
1, Detached	54.4%	65.9%	74.4%
1, Attached	2.4%	3.2%	4.2%
2	2.6%	1.3%	1.3%
3 or 4	2.8%	1.7%	2.9%
5 to 9	5.2%	4.2%	3.1%
10 to 19	14.0%	12.6%	6.6%
20 +	18.6%	5.6%	5.0%
Mobile Home	0.0%	5.4%	2.6%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,123	8,618	34,278
1999 to March 2000	0.8%	1.7%	1.8%
1995 to 1998	4.7%	8.6%	7.5%
1990 to 1994	0.7%	7.7%	8.1%
1980 to 1989	2.7%	13.2%	13.6%
1970 to 1979	22.0%	21.3%	18.2%
1969 or Earlier	69.1%	47.4%	50.7%
Median Year Structure Built	1954	1971	1969

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1. Retirement Communities		Sophisticated Squires	Sophisticated Squires
2. Main Street, USA		Exurbanites	Cozy and Comfortable
3. Simple Living		Retirement Communities	Boomburbs
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,573,681	\$20,960,080	\$82,083,991
Average Spent	\$1,677.63	\$2,292.74	\$2,316.97
Spending Potential Index	70	96	97
Computers & Accessories: Total \$	\$458,254	\$2,759,512	\$10,783,051
Average Spent	\$215.12	\$301.85	\$304.37
Spending Potential Index	98	137	138
Education: Total \$	\$2,682,445	\$16,122,808	\$63,243,892
Average Spent	\$1,259.25	\$1,763.61	\$1,785.18
Spending Potential Index	103	145	146
Entertainment/Recreation: Total \$	\$6,884,944	\$41,379,315	\$161,740,629
Average Spent	\$3,232.06	\$4,526.32	\$4,565.43
Spending Potential Index	100	140	142
Food at Home: Total \$	\$9,591,266	\$54,197,489	\$210,897,618
Average Spent	\$4,502.52	\$5,928.44	\$5,952.98
Spending Potential Index	101	132	133
Food Away from Home: Total \$	\$6,799,233	\$39,820,239	\$156,204,376
Average Spent	\$3,191.83	\$4,355.77	\$4,409.16
Spending Potential Index	99	135	137
Health Care: Total \$	\$8,335,819	\$45,669,629	\$177,288,679
Average Spent	\$3,913.16	\$4,995.62	\$5,004.30
Spending Potential Index	105	134	134
HH Furnishings & Equipment: Total \$	\$3,787,718	\$23,097,526	\$90,402,260
Average Spent	\$1,778.10	\$2,526.54	\$2,551.77
Spending Potential Index	86	123	124
Investments: Total \$	\$3,835,406	\$22,730,044	\$86,656,567
Average Spent	\$1,800.49	\$2,486.35	\$2,446.04
Spending Potential Index	104	143	141
Retail Goods: Total \$	\$49,801,379	\$295,398,472	\$1,154,469,316
Average Spent	\$23,378.73	\$32,312.44	\$32,587.04
Spending Potential Index	94	130	131
Shelter: Total \$	\$34,597,722	\$203,686,107	\$795,685,391
Average Spent	\$16,241.54	\$22,280.39	\$22,459.70
Spending Potential Index	103	141	142
TV/Video/Audio: Total \$	\$2,638,288	\$15,126,647	\$59,111,529
Average Spent	\$1,238.52	\$1,654.64	\$1,668.53
Spending Potential Index	100	133	134
Travel: Total \$	\$4,077,615	\$25,161,181	\$98,265,466
Average Spent	\$1,914.19	\$2,752.28	\$2,773.73
Spending Potential Index	101	145	147
Vehicle Maintenance & Repairs: Total \$	\$1,984,076	\$11,704,914	\$45,692,075
Average Spent	\$931.40	\$1,280.35	\$1,289.74
Spending Potential Index	99	136	137

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

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

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

March 27, 2012

Made with Esri Business Analyst



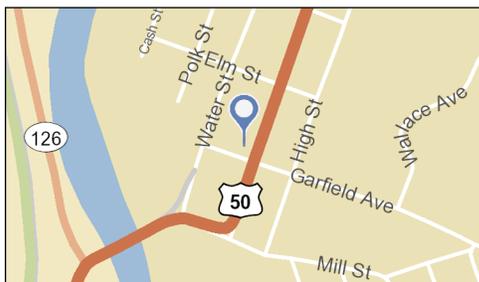
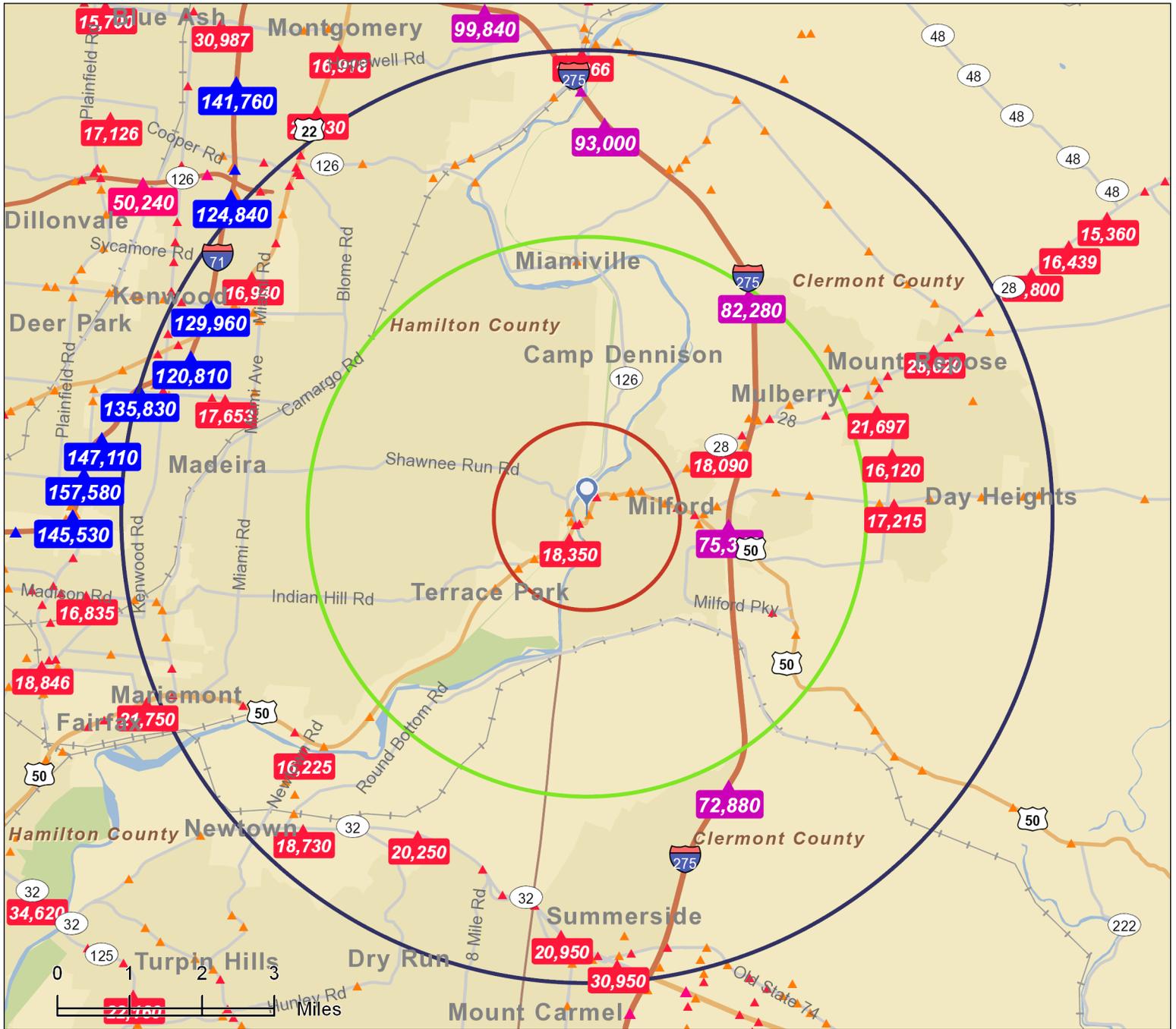
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

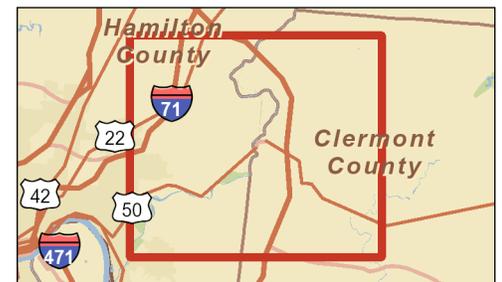
Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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

March 27, 2012

Made with Esri Business Analyst



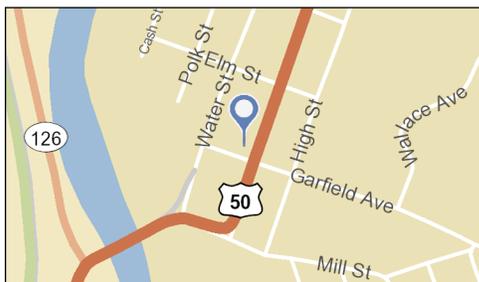
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639



**Average Daily Traffic Volume**

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



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

March 27, 2012

Made with Esri Business Analyst



# Business Summary

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	351	1,005	3,901
Total Employees:	3,530	11,548	43,107
Total Residential Population:	4,499	22,952	92,480
Employee/Residential Population Ratio:	0.79	0.50	0.47

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.5%	32	0.9%	28	2.8%	173	1.5%	87	2.2%	560	1.3%
Construction	22	6.2%	379	10.7%	83	8.2%	761	6.6%	339	8.7%	1,894	4.4%
Manufacturing	13	3.6%	498	14.1%	39	3.9%	1,059	9.2%	155	4.0%	4,765	11.1%
Transportation	5	1.6%	181	5.1%	19	1.9%	250	2.2%	72	1.8%	568	1.3%
Communication	0	0.1%	0	0.0%	5	0.5%	5	0.0%	19	0.5%	269	0.6%
Utility	1	0.2%	1	0.0%	2	0.2%	10	0.1%	8	0.2%	80	0.2%
Wholesale Trade	14	3.8%	104	3.0%	49	4.9%	595	5.1%	186	4.8%	1,702	3.9%
<b>Retail Trade Summary</b>	<b>84</b>	<b>23.9%</b>	<b>1,023</b>	<b>29.0%</b>	<b>228</b>	<b>22.7%</b>	<b>4,299</b>	<b>37.2%</b>	<b>923</b>	<b>23.7%</b>	<b>13,937</b>	<b>32.3%</b>
Home Improvement	4	1.1%	61	1.7%	17	1.7%	206	1.8%	61	1.6%	809	1.9%
General Merchandise Stores	2	0.7%	100	2.8%	9	0.9%	646	5.6%	22	0.6%	1,226	2.8%
Food Stores	9	2.4%	201	5.7%	23	2.3%	993	8.6%	79	2.0%	1,940	4.5%
Auto Dealers, Gas Stations, Auto Aftermarket	11	3.2%	141	4.0%	26	2.6%	223	1.9%	79	2.0%	877	2.0%
Apparel & Accessory Stores	0	0.1%	3	0.1%	4	0.4%	19	0.2%	99	2.5%	1,025	2.4%
Furniture & Home Furnishings	8	2.2%	40	1.1%	21	2.1%	544	4.7%	110	2.8%	1,577	3.7%
Eating & Drinking Places	22	6.1%	353	10.0%	62	6.1%	1,322	11.4%	200	5.1%	4,703	10.9%
Miscellaneous Retail	28	8.0%	123	3.5%	65	6.5%	345	3.0%	274	7.0%	1,780	4.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>44</b>	<b>12.5%</b>	<b>160</b>	<b>4.5%</b>	<b>131</b>	<b>13.1%</b>	<b>794</b>	<b>6.9%</b>	<b>462</b>	<b>11.8%</b>	<b>3,674</b>	<b>8.5%</b>
Banks, Savings & Lending Institutions	10	3.0%	42	1.2%	35	3.5%	237	2.1%	104	2.7%	540	1.3%
Securities Brokers	7	2.0%	8	0.2%	16	1.6%	51	0.4%	73	1.9%	402	0.9%
Insurance Carriers & Agents	16	4.6%	75	2.1%	36	3.6%	288	2.5%	112	2.9%	1,493	3.5%
Real Estate, Holding, Other Investment Offices	11	3.0%	34	1.0%	44	4.4%	217	1.9%	173	4.4%	1,239	2.9%
<b>Services Summary</b>	<b>134</b>	<b>38.1%</b>	<b>980</b>	<b>27.8%</b>	<b>366</b>	<b>36.5%</b>	<b>3,353</b>	<b>29.0%</b>	<b>1,465</b>	<b>37.6%</b>	<b>14,612</b>	<b>33.9%</b>
Hotels & Lodging	0	0.1%	0	0.0%	3	0.3%	38	0.3%	10	0.3%	125	0.3%
Automotive Services	14	3.9%	74	2.1%	36	3.6%	250	2.2%	107	2.8%	648	1.5%
Motion Pictures & Amusements	7	2.0%	127	3.6%	23	2.3%	217	1.9%	103	2.6%	815	1.9%
Health Services	15	4.1%	280	7.9%	44	4.4%	757	6.6%	203	5.2%	3,534	8.2%
Legal Services	5	1.5%	8	0.2%	13	1.3%	20	0.2%	43	1.1%	189	0.4%
Education Institutions & Libraries	9	2.6%	144	4.1%	17	1.7%	486	4.2%	77	2.0%	2,565	6.0%
Other Services	84	24.0%	347	9.8%	231	23.0%	1,585	13.7%	922	23.6%	6,736	15.6%
<b>Government</b>	<b>17</b>	<b>4.8%</b>	<b>160</b>	<b>4.5%</b>	<b>24</b>	<b>2.4%</b>	<b>227</b>	<b>2.0%</b>	<b>58</b>	<b>1.5%</b>	<b>824</b>	<b>1.9%</b>
<b>Other</b>	<b>9</b>	<b>2.6%</b>	<b>12</b>	<b>0.4%</b>	<b>29</b>	<b>2.9%</b>	<b>22</b>	<b>0.2%</b>	<b>126</b>	<b>3.2%</b>	<b>223</b>	<b>0.5%</b>
<b>Totals</b>	<b>351</b>	<b>100%</b>	<b>3,530</b>	<b>100%</b>	<b>1,005</b>	<b>100%</b>	<b>11,548</b>	<b>100%</b>	<b>3,901</b>	<b>100%</b>	<b>43,107</b>	<b>100%</b>

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

March 27, 2012

Made with Esri Business Analyst



# Business Summary

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.4%	3	0.1%	4	0.4%	6	0.1%	7	0.2%	9	0.0%
Mining	1	0.3%	0	0.0%	3	0.3%	14	0.1%	5	0.1%	34	0.1%
Utilities	0	0.0%	0	0.0%	1	0.1%	5	0.0%	4	0.1%	36	0.1%
Construction	22	6.3%	379	10.7%	87	8.6%	779	6.7%	360	9.2%	2,007	4.7%
Manufacturing	12	3.3%	485	13.8%	41	4.0%	998	8.6%	159	4.1%	4,350	10.1%
Wholesale Trade	13	3.6%	99	2.8%	47	4.6%	575	5.0%	178	4.6%	1,655	3.8%
Retail Trade	59	16.7%	661	18.7%	156	15.5%	2,945	25.5%	697	17.9%	9,131	21.2%
Motor Vehicle & Parts Dealers	8	2.2%	129	3.6%	17	1.7%	192	1.7%	52	1.3%	752	1.7%
Furniture & Home Furnishings Stores	4	1.1%	19	0.5%	6	0.6%	56	0.5%	41	1.0%	372	0.9%
Electronics & Appliance Stores	3	0.8%	18	0.5%	12	1.2%	486	4.2%	61	1.6%	1,184	2.7%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.0%	61	1.7%	16	1.6%	202	1.8%	57	1.5%	755	1.8%
Food & Beverage Stores	4	1.2%	188	5.3%	14	1.4%	958	8.3%	68	1.8%	1,855	4.3%
Health & Personal Care Stores	5	1.4%	41	1.2%	16	1.6%	164	1.4%	63	1.6%	626	1.5%
Gasoline Stations	4	1.1%	12	0.3%	9	0.9%	31	0.3%	28	0.7%	125	0.3%
Clothing & Clothing Accessories Stores	2	0.5%	7	0.2%	7	0.7%	42	0.4%	132	3.4%	1,214	2.8%
Sport Goods, Hobby, Book, & Music Stores	9	2.6%	27	0.8%	14	1.4%	43	0.4%	61	1.6%	468	1.1%
General Merchandise Stores	2	0.7%	100	2.8%	9	0.9%	646	5.6%	22	0.6%	1,226	2.8%
Miscellaneous Store Retailers	14	4.0%	59	1.7%	33	3.3%	121	1.0%	105	2.7%	530	1.2%
Nonstore Retailers	0	0.1%	0	0.0%	2	0.2%	3	0.0%	7	0.2%	24	0.1%
Transportation & Warehousing	6	1.7%	181	5.1%	21	2.1%	267	2.3%	62	1.6%	491	1.1%
Information	5	1.4%	16	0.5%	20	2.0%	121	1.0%	72	1.8%	960	2.2%
Finance & Insurance	34	9.5%	125	3.6%	89	8.9%	578	5.0%	293	7.5%	2,439	5.7%
Central Bank/Credit Intermediation & Related Activities	10	3.0%	42	1.2%	35	3.5%	237	2.1%	102	2.6%	539	1.3%
Securities, Commodity Contracts & Other Financial	7	2.0%	8	0.2%	16	1.6%	51	0.4%	75	1.9%	403	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	16	4.6%	75	2.1%	37	3.7%	290	2.5%	115	3.0%	1,497	3.5%
Real Estate, Rental & Leasing	12	3.3%	28	0.8%	44	4.4%	195	1.7%	183	4.7%	1,252	2.9%
Professional, Scientific & Tech Services	36	10.2%	136	3.9%	111	11.1%	798	6.9%	424	10.9%	3,071	7.1%
Legal Services	6	1.6%	9	0.3%	16	1.6%	37	0.3%	53	1.3%	237	0.6%
Management of Companies & Enterprises	1	0.3%	20	0.6%	3	0.3%	52	0.5%	7	0.2%	59	0.1%
Administrative & Support & Waste Management & Remediation	12	3.3%	31	0.9%	40	4.0%	256	2.2%	182	4.7%	1,035	2.4%
Educational Services	8	2.4%	144	4.1%	18	1.8%	486	4.2%	93	2.4%	2,725	6.3%
Health Care & Social Assistance	20	5.7%	330	9.4%	56	5.6%	894	7.7%	246	6.3%	4,440	10.3%
Arts, Entertainment & Recreation	7	2.1%	126	3.6%	19	1.9%	228	2.0%	86	2.2%	1,023	2.4%
Accommodation & Food Services	23	6.6%	359	10.2%	67	6.7%	1,372	11.9%	215	5.5%	4,858	11.3%
Accommodation	0	0.1%	0	0.0%	3	0.3%	38	0.3%	10	0.3%	125	0.3%
Food Services & Drinking Places	23	6.5%	359	10.2%	64	6.4%	1,334	11.6%	205	5.3%	4,734	11.0%
Other Services (except Public Administration)	53	15.1%	230	6.5%	123	12.2%	723	6.3%	445	11.4%	2,473	5.7%
Automotive Repair & Maintenance	12	3.3%	68	1.9%	28	2.7%	216	1.9%	84	2.2%	553	1.3%
Public Administration	17	4.8%	160	4.5%	24	2.4%	227	2.0%	58	1.5%	824	1.9%
Unclassified Establishments	10	2.9%	17	0.5%	30	3.0%	28	0.2%	127	3.3%	235	0.5%
<b>Total</b>	<b>351</b>	<b>100%</b>	<b>3,530</b>	<b>100%</b>	<b>1,005</b>	<b>100%</b>	<b>11,548</b>	<b>100%</b>	<b>3,901</b>	<b>100%</b>	<b>43,107</b>	<b>100%</b>

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

## Summary Demographics

2010 Population	4,499
2010 Households	2,130
2010 Median Disposable Income	\$37,258
2010 Per Capita Income	\$33,214

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	\$53,914,109	\$103,928,416	\$-50,014,307	-31.7	88
Total Retail Trade	44-45	\$45,921,188	\$86,773,465	\$-40,852,278	-30.8	63
Total Food & Drink	722	\$7,992,921	\$17,154,950	\$-9,162,029	-36.4	25

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,469,081	\$36,950,891	\$-26,481,810	-55.8	8
Automobile Dealers	4411	\$8,857,381	\$35,024,174	\$-26,166,793	-59.6	4
Other Motor Vehicle Dealers	4412	\$754,310	\$0	\$754,310	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$857,390	\$1,926,717	\$-1,069,327	-38.4	4
Furniture & Home Furnishings Stores	442	\$996,764	\$2,161,585	\$-1,164,821	-36.9	4
Furniture Stores	4421	\$558,048	\$1,356,653	\$-798,606	-41.7	3
Home Furnishings Stores	4422	\$438,717	\$804,932	\$-366,215	-29.4	1
Electronics & Appliance Stores	4431	\$1,884,386	\$1,352,170	\$532,216	16.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,842,289	\$1,412,705	\$429,584	13.2	3
Bldg Material & Supplies Dealers	4441	\$1,736,169	\$1,369,597	\$366,572	11.8	1
Lawn & Garden Equip & Supply Stores	4442	\$106,120	\$43,107	\$63,012	42.2	1
Food & Beverage Stores	445	\$8,273,858	\$18,502,740	\$-10,228,882	-38.2	5
Grocery Stores	4451	\$7,832,912	\$16,588,423	\$-8,755,512	-35.9	3
Specialty Food Stores	4452	\$167,897	\$1,914,317	\$-1,746,420	-83.9	2
Beer, Wine & Liquor Stores	4453	\$273,050	\$0	\$273,050	100.0	0
Health & Personal Care Stores	446,4461	\$1,179,709	\$3,862,444	\$-2,682,735	-53.2	5
Gasoline Stations	447,4471	\$7,408,402	\$7,783,258	\$-374,856	-2.5	3
Clothing & Clothing Accessories Stores	448	\$1,638,261	\$416,661	\$1,221,600	59.4	3
Clothing Stores	4481	\$1,207,003	\$239,960	\$967,043	66.8	1
Shoe Stores	4482	\$224,094	\$0	\$224,094	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$207,164	\$176,701	\$30,463	7.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$344,637	\$795,644	\$-451,006	-39.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$233,906	\$795,644	\$-561,737	-54.6	10
Book, Periodical & Music Stores	4512	\$110,731	\$0	\$110,731	100.0	0
General Merchandise Stores	452	\$7,423,914	\$11,700,270	\$-4,276,356	-22.4	1
Department Stores Excluding Leased Depts.	4521	\$3,011,021	\$2,456,602	\$554,419	10.1	0
Other General Merchandise Stores	4529	\$4,412,893	\$9,243,668	\$-4,830,775	-35.4	1
Miscellaneous Store Retailers	453	\$788,391	\$1,668,877	\$-880,486	-35.8	17
Florists	4531	\$57,149	\$328,902	\$-271,753	-70.4	4
Office Supplies, Stationery & Gift Stores	4532	\$296,591	\$366,366	\$-69,775	-10.5	3
Used Merchandise Stores	4533	\$31,875	\$246,455	\$-214,580	-77.1	3
Other Miscellaneous Store Retailers	4539	\$402,776	\$727,155	\$-324,378	-28.7	7
Nonstore Retailers	454	\$3,671,496	\$166,220	\$3,505,275	91.3	0
Electronic Shopping & Mail-Order Houses	4541	\$2,992,113	\$0	\$2,992,113	100.0	0
Vending Machine Operators	4542	\$74,659	\$0	\$74,659	100.0	0
Direct Selling Establishments	4543	\$604,724	\$166,220	\$438,503	56.9	0
Food Services & Drinking Places	722	\$7,992,921	\$17,154,950	\$-9,162,029	-36.4	25
Full-Service Restaurants	7221	\$3,096,730	\$6,591,534	\$-3,494,803	-36.1	14
Limited-Service Eating Places	7222	\$4,151,964	\$10,434,663	\$-6,282,699	-43.1	10
Special Food Services	7223	\$566,358	\$128,753	\$437,605	63.0	0
Drinking Places - Alcoholic Beverages	7224	\$177,869	\$0	\$177,869	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst

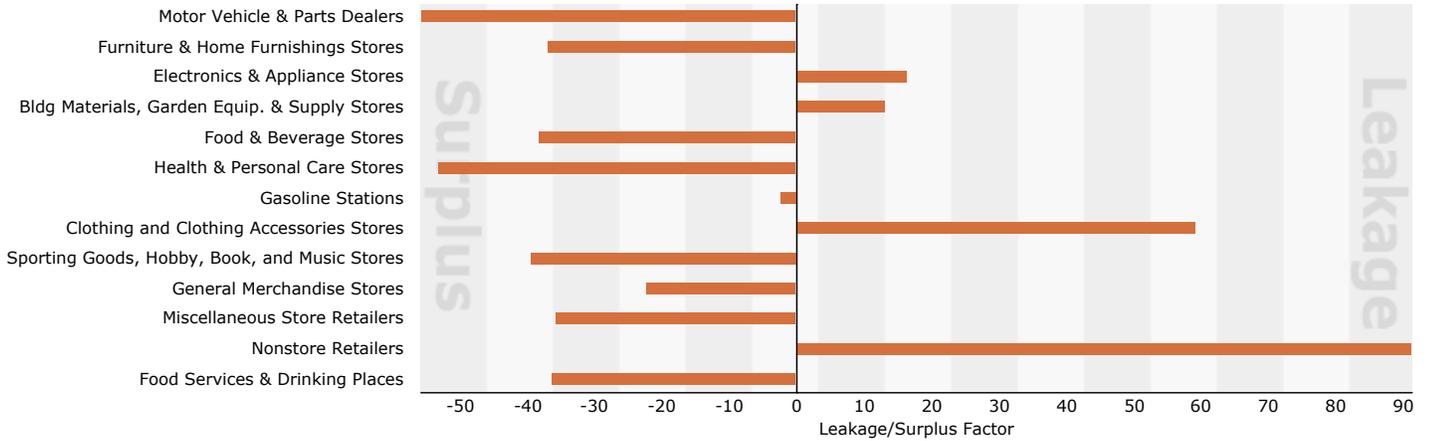


# Retail MarketPlace Profile

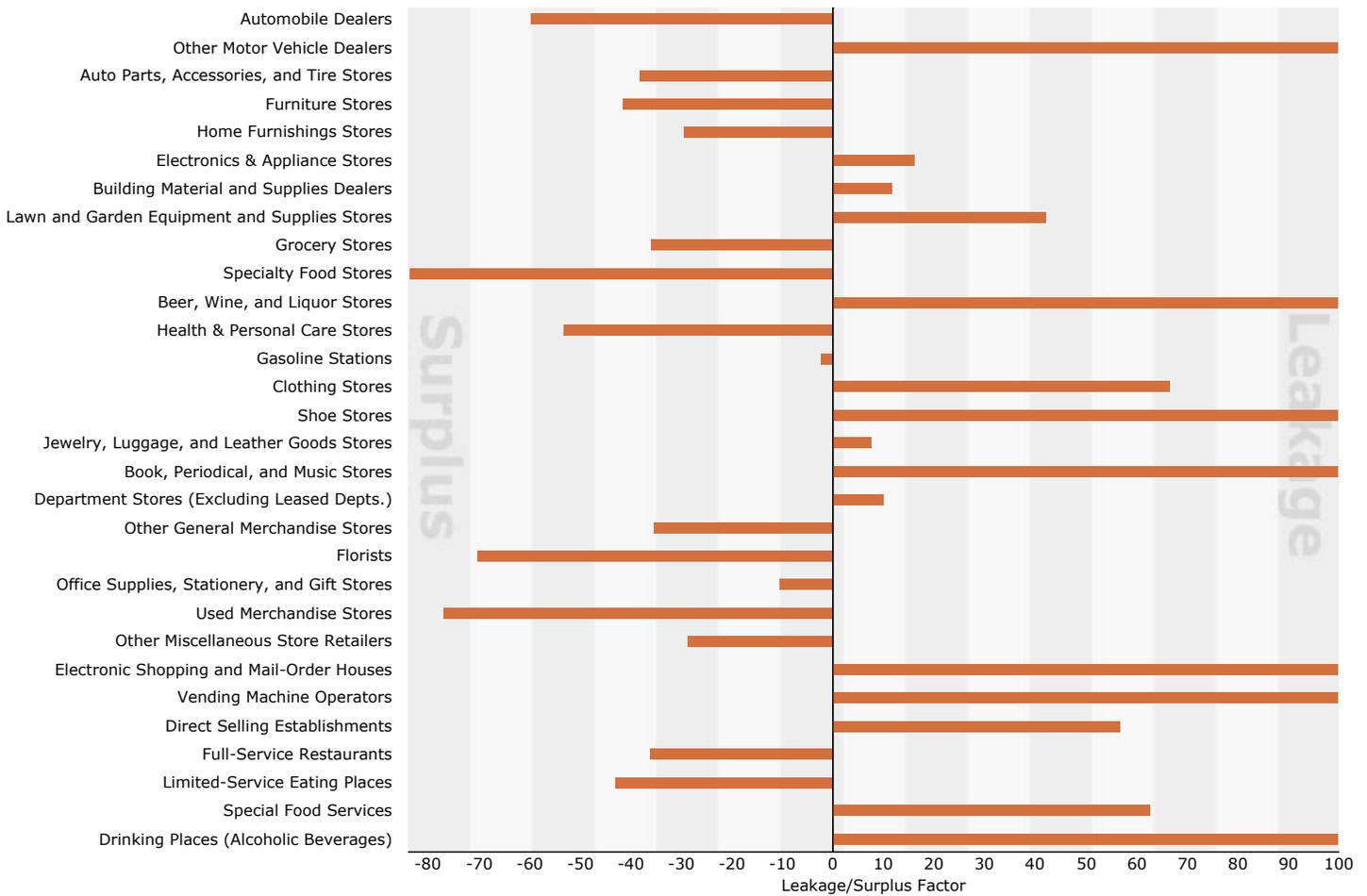
Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

## Summary Demographics

2010 Population	22,952
2010 Households	9,142
2010 Median Disposable Income	\$53,743
2010 Per Capita Income	\$37,772

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	\$316,726,218	\$390,537,417	\$-73,811,198	-10.4	230
Total Retail Trade	44-45	\$269,865,375	\$327,883,542	\$-58,018,166	-9.7	162
Total Food & Drink	722	\$46,860,843	\$62,653,875	\$-15,793,032	-14.4	68

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$63,620,684	\$45,614,236	\$18,006,448	16.5	16
Automobile Dealers	4411	\$53,670,016	\$41,297,911	\$12,372,104	13.0	7
Other Motor Vehicle Dealers	4412	\$4,913,522	\$46,946	\$4,866,576	98.1	0
Auto Parts, Accessories & Tire Stores	4413	\$5,037,146	\$4,269,379	\$767,768	8.2	9
Furniture & Home Furnishings Stores	442	\$6,142,964	\$5,464,422	\$678,541	5.8	7
Furniture Stores	4421	\$3,462,076	\$2,004,442	\$1,457,634	26.7	4
Home Furnishings Stores	4422	\$2,680,888	\$3,459,980	\$-779,093	-12.7	3
Electronics & Appliance Stores	4431	\$11,340,356	\$36,605,706	\$-25,265,349	-52.7	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,508,326	\$20,567,380	\$-9,059,055	-28.2	16
Bldg Material & Supplies Dealers	4441	\$10,850,167	\$19,382,819	\$-8,532,652	-28.2	10
Lawn & Garden Equip & Supply Stores	4442	\$658,159	\$1,184,562	\$-526,403	-28.6	6
Food & Beverage Stores	445	\$47,220,991	\$100,864,011	\$-53,643,020	-36.2	15
Grocery Stores	4451	\$44,623,258	\$98,283,101	\$-53,659,843	-37.5	11
Specialty Food Stores	4452	\$988,119	\$2,544,312	\$-1,556,193	-44.1	4
Beer, Wine & Liquor Stores	4453	\$1,609,614	\$36,598	\$1,573,016	95.6	0
Health & Personal Care Stores	446,4461	\$6,830,978	\$14,334,939	\$-7,503,961	-35.5	17
Gasoline Stations	447,4471	\$42,632,937	\$20,412,812	\$22,220,126	35.2	8
Clothing & Clothing Accessories Stores	448	\$9,769,359	\$2,270,977	\$7,498,382	62.3	8
Clothing Stores	4481	\$7,206,053	\$1,258,298	\$5,947,756	70.3	5
Shoe Stores	4482	\$1,310,359	\$54,025	\$1,256,334	92.1	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,252,946	\$958,654	\$294,292	13.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,098,611	\$1,197,154	\$901,457	27.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,421,078	\$1,061,991	\$359,086	14.5	14
Book, Periodical & Music Stores	4512	\$677,533	\$135,162	\$542,371	66.7	0
General Merchandise Stores	452	\$43,198,405	\$74,601,122	\$-31,402,716	-26.7	8
Department Stores Excluding Leased Depts.	4521	\$17,754,302	\$41,042,439	\$-23,288,137	-39.6	4
Other General Merchandise Stores	4529	\$25,444,103	\$33,558,683	\$-8,114,580	-13.8	4
Miscellaneous Store Retailers	453	\$4,704,153	\$4,927,892	\$-223,740	-2.3	38
Florists	4531	\$358,276	\$505,918	\$-147,642	-17.1	7
Office Supplies, Stationery & Gift Stores	4532	\$1,780,532	\$1,785,892	\$-5,360	-0.2	9
Used Merchandise Stores	4533	\$196,242	\$371,041	\$-174,798	-30.8	7
Other Miscellaneous Store Retailers	4539	\$2,369,103	\$2,265,042	\$104,061	2.2	15
Nonstore Retailers	454	\$20,797,611	\$1,022,892	\$19,774,720	90.6	2
Electronic Shopping & Mail-Order Houses	4541	\$16,870,718	\$241,771	\$16,628,947	97.2	0
Vending Machine Operators	4542	\$468,871	\$0	\$468,871	100.0	0
Direct Selling Establishments	4543	\$3,458,023	\$781,121	\$2,676,902	63.1	2
Food Services & Drinking Places	722	\$46,860,843	\$62,653,875	\$-15,793,032	-14.4	68
Full-Service Restaurants	7221	\$18,283,160	\$24,174,627	\$-5,891,467	-13.9	33
Limited-Service Eating Places	7222	\$24,246,850	\$36,748,617	\$-12,501,767	-20.5	33
Special Food Services	7223	\$3,315,016	\$1,596,003	\$1,719,013	35.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,015,818	\$134,628	\$881,189	76.6	1

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

Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

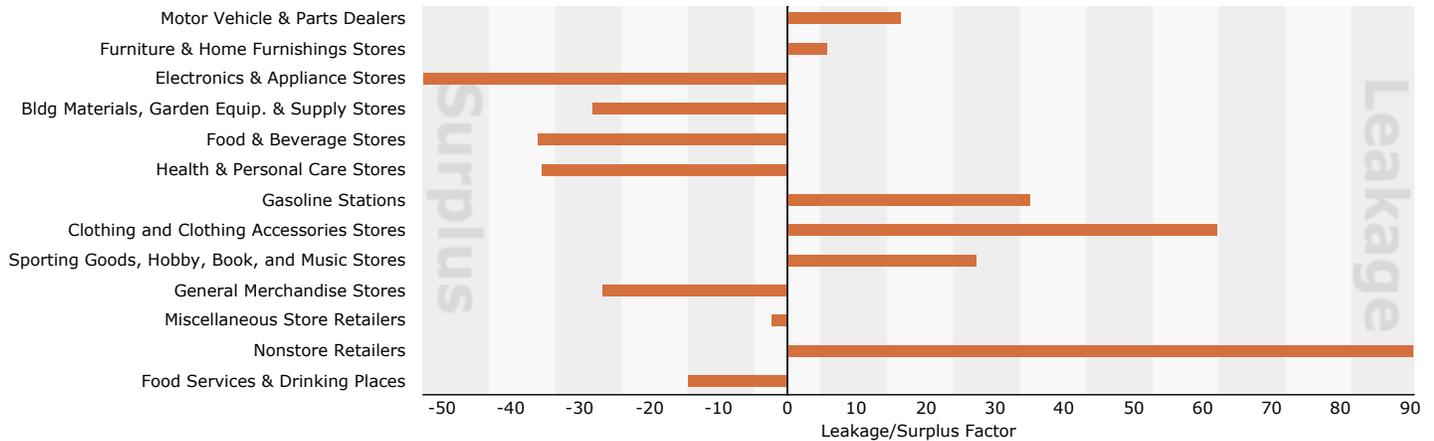
# Retail MarketPlace Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

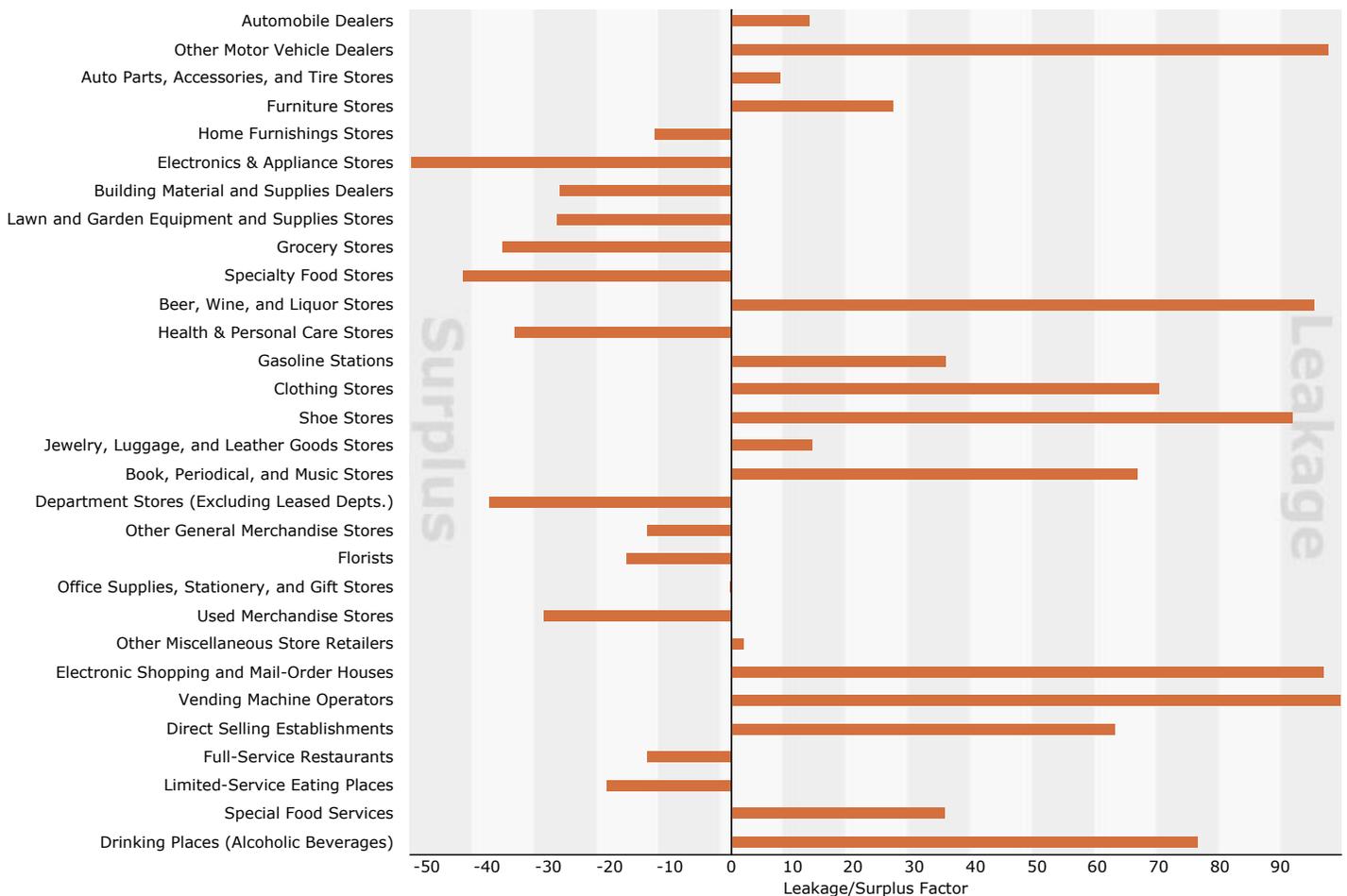
www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

## Summary Demographics

2010 Population	92,480
2010 Households	35,427
2010 Median Disposable Income	\$55,067
2010 Per Capita Income	\$37,015

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	\$1,240,765,424	\$1,163,643,432	\$77,121,992	3.2	904
Total Retail Trade	44-45	\$1,056,429,392	\$955,888,537	\$100,540,855	5.0	690
Total Food & Drink	722	\$184,336,031	\$207,754,895	\$-23,418,864	-6.0	214

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$250,086,580	\$172,823,607	\$77,262,973	18.3	47
Automobile Dealers	4411	\$211,794,565	\$158,119,061	\$53,675,505	14.5	20
Other Motor Vehicle Dealers	4412	\$18,771,553	\$4,329,132	\$14,442,421	62.5	3
Auto Parts, Accessories & Tire Stores	4413	\$19,520,462	\$10,375,414	\$9,145,048	30.6	25
Furniture & Home Furnishings Stores	442	\$25,497,278	\$35,817,966	\$-10,320,688	-16.8	39
Furniture Stores	4421	\$14,657,035	\$19,768,254	\$-5,111,219	-14.8	20
Home Furnishings Stores	4422	\$10,840,243	\$16,049,711	\$-5,209,469	-19.4	19
Electronics & Appliance Stores	4431	\$44,400,438	\$99,201,213	\$-54,800,775	-38.2	55
Bldg Materials, Garden Equip. & Supply Stores	444	\$44,200,590	\$48,194,164	\$-3,993,574	-4.3	55
Bldg Material & Supplies Dealers	4441	\$41,600,909	\$41,566,452	\$34,457	0.0	34
Lawn & Garden Equip & Supply Stores	4442	\$2,599,681	\$6,627,712	\$-4,028,031	-43.7	21
Food & Beverage Stores	445	\$185,125,814	\$199,820,440	\$-14,694,625	-3.8	66
Grocery Stores	4451	\$174,027,577	\$190,128,006	\$-16,100,429	-4.4	38
Specialty Food Stores	4452	\$4,364,958	\$6,588,298	\$-2,223,339	-20.3	19
Beer, Wine & Liquor Stores	4453	\$6,733,279	\$3,104,136	\$3,629,143	36.9	10
Health & Personal Care Stores	446,4461	\$29,118,129	\$54,736,864	\$-25,618,735	-30.6	66
Gasoline Stations	447,4471	\$166,531,264	\$84,558,647	\$81,972,617	32.6	26
Clothing & Clothing Accessories Stores	448	\$40,727,027	\$89,373,069	\$-48,646,042	-37.4	136
Clothing Stores	4481	\$30,253,470	\$73,254,694	\$-43,001,224	-41.5	85
Shoe Stores	4482	\$5,258,475	\$7,565,684	\$-2,307,208	-18.0	18
Jewelry, Luggage & Leather Goods Stores	4483	\$5,215,082	\$8,552,692	\$-3,337,610	-24.2	33
Sporting Goods, Hobby, Book & Music Stores	451	\$9,350,796	\$17,879,252	\$-8,528,456	-31.3	59
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,141,970	\$8,602,543	\$-2,460,573	-16.7	47
Book, Periodical & Music Stores	4512	\$3,208,826	\$9,276,709	\$-6,067,883	-48.6	12
General Merchandise Stores	452	\$167,476,290	\$128,995,285	\$38,481,005	13.0	22
Department Stores Excluding Leased Depts.	4521	\$67,414,572	\$71,364,962	\$-3,950,390	-2.8	9
Other General Merchandise Stores	4529	\$100,061,718	\$57,630,323	\$42,431,395	26.9	13
Miscellaneous Store Retailers	453	\$19,535,763	\$18,475,676	\$1,060,086	2.8	111
Florists	4531	\$1,548,371	\$1,081,459	\$466,912	17.8	19
Office Supplies, Stationery & Gift Stores	4532	\$7,575,620	\$8,625,651	\$-1,050,031	-6.5	38
Used Merchandise Stores	4533	\$911,800	\$646,811	\$264,990	17.0	15
Other Miscellaneous Store Retailers	4539	\$9,499,972	\$8,121,757	\$1,378,215	7.8	40
Nonstore Retailers	454	\$74,379,425	\$6,012,354	\$68,367,071	85.0	8
Electronic Shopping & Mail-Order Houses	4541	\$55,876,006	\$1,813,282	\$54,062,724	93.7	1
Vending Machine Operators	4542	\$2,513,029	\$134,703	\$2,378,326	89.8	1
Direct Selling Establishments	4543	\$15,990,389	\$4,064,369	\$11,926,021	59.5	6
Food Services & Drinking Places	722	\$184,336,031	\$207,754,895	\$-23,418,864	-6.0	214
Full-Service Restaurants	7221	\$73,947,002	\$98,373,179	\$-24,426,177	-14.2	96
Limited-Service Eating Places	7222	\$92,976,251	\$89,456,357	\$3,519,893	1.9	91
Special Food Services	7223	\$13,134,135	\$16,368,143	\$-3,234,008	-11.0	12
Drinking Places - Alcoholic Beverages	7224	\$4,278,644	\$3,557,215	\$721,429	9.2	15

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

Source: Esri and Infogroup

March 27, 2012

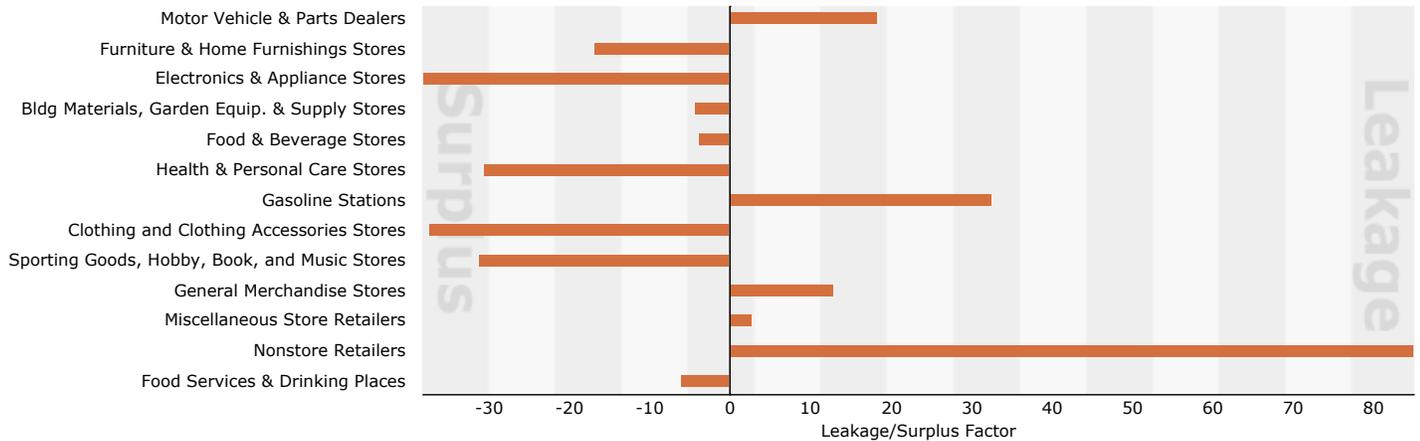
Made with Esri Business Analyst



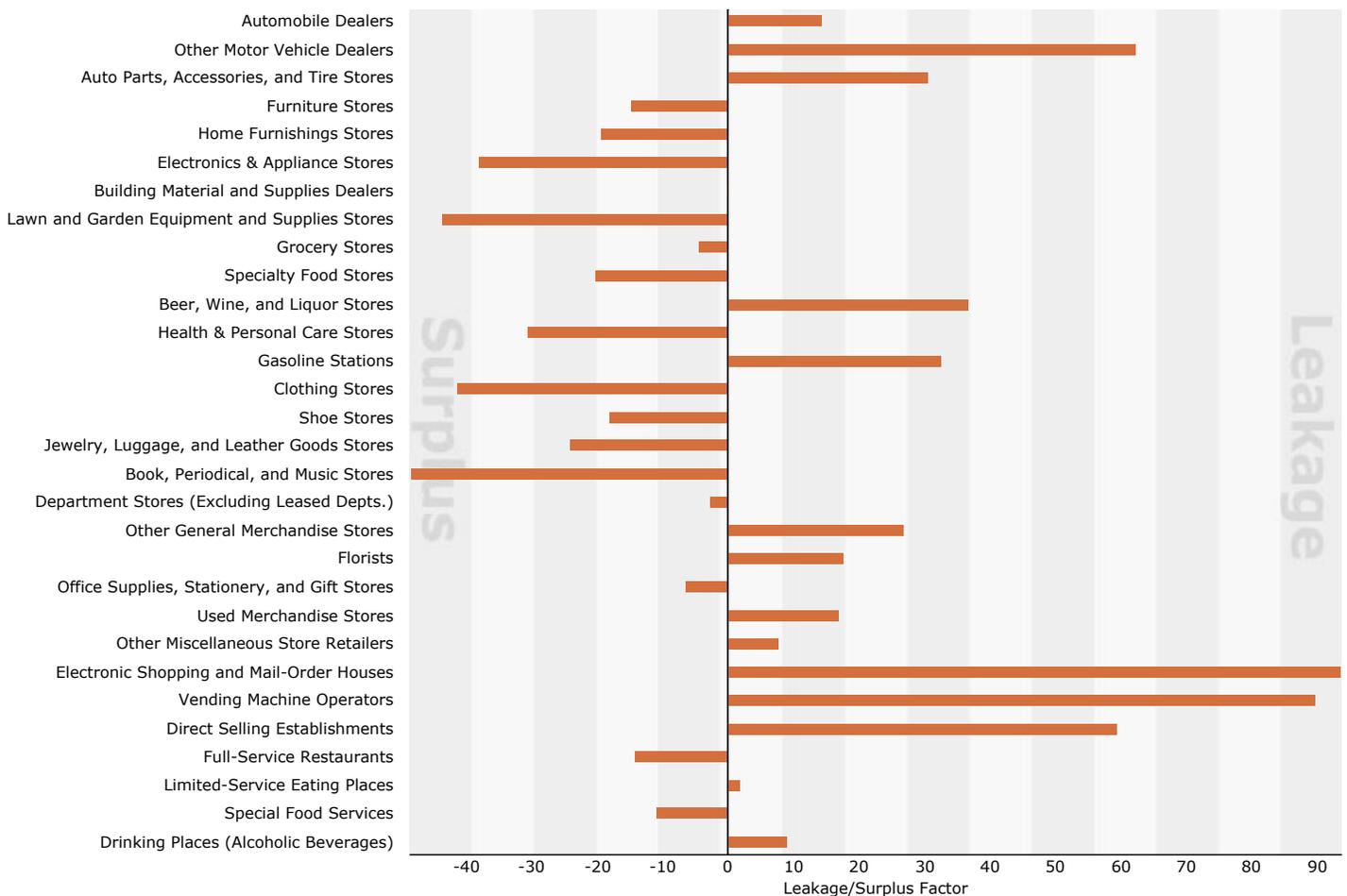
# Retail MarketPlace Profile

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary	2010	2015
Population	4,499	4,544
Total Number of Adults	3,615	3,676
Households	2,130	2,159
Median Household Income	\$46,694	\$54,801

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	1,631	45.1%	90
Bought any women's apparel in last 12 months	1,686	46.6%	102
Bought apparel for child <13 in last 6 months	889	24.6%	86
Bought any shoes in last 12 months	1,790	49.5%	95
Bought costume jewelry in last 12 months	776	21.5%	103
Bought any fine jewelry in last 12 months	847	23.4%	106
Bought a watch in last 12 months	632	17.5%	90
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,771	83.1%	97
HH bought/leased new vehicle last 12 mo	227	10.7%	111
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,116	86.2%	99
Bought/changed motor oil in last 12 months	1,699	47.0%	90
Had tune-up in last 12 months	1,092	30.2%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,219	61.4%	99
Drank regular cola in last 6 months	1,657	45.8%	90
Drank beer/ale in last 6 months	1,596	44.1%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	481	13.3%	104
Bought film in last 12 months	707	19.6%	102
Bought digital camera in last 12 months	264	7.3%	107
Bought memory card for camera in last 12 months	283	7.8%	102
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,191	32.9%	93
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	790	21.9%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,137	31.5%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	720	19.9%	94
<b>Computers (Households)</b>			
HH owns a personal computer	1,525	71.6%	97
Spent <\$500 on most recent home PC purchase	186	8.7%	101
Spent \$500-\$999 on most recent home PC purchase	378	17.7%	99
Spent \$1000-\$1499 on most recent home PC purchase	289	13.6%	104
Spent \$1500-\$1999 on most recent home PC purchase	141	6.6%	93
Spent \$2000+ on most recent home PC purchase	124	5.8%	94

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

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	2,099	58.1%	96
Bought cigarettes at convenience store in last 30 days	496	13.7%	88
Bought gas at convenience store in last 30 days	1,087	30.1%	90
Spent at convenience store in last 30 days: <\$20	332	9.2%	95
Spent at convenience store in last 30 days: \$20-39	426	11.8%	116
Spent at convenience store in last 30 days: \$40+	1,169	32.3%	90
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	2,141	59.2%	101
Went to live theater in last 12 months	567	15.7%	119
Went to a bar/night club in last 12 months	702	19.4%	102
Dined out in last 12 months	1,875	51.9%	105
Gambled at a casino in last 12 months	662	18.3%	114
Visited a theme park in last 12 months	731	20.2%	94
DVDs rented in last 30 days: 1	77	2.1%	80
DVDs rented in last 30 days: 2	157	4.3%	94
DVDs rented in last 30 days: 3	120	3.3%	104
DVDs rented in last 30 days: 4	148	4.1%	106
DVDs rented in last 30 days: 5+	481	13.3%	101
DVDs purchased in last 30 days: 1	145	4.0%	81
DVDs purchased in last 30 days: 2	160	4.4%	93
DVDs purchased in last 30 days: 3-4	110	3.0%	66
DVDs purchased in last 30 days: 5+	148	4.1%	79
Spent on toys/games in last 12 months: <\$50	220	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	71	2.0%	71
Spent on toys/games in last 12 months: \$100-\$199	252	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	439	12.1%	112
Spent on toys/games in last 12 months: \$500+	226	6.3%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	699	19.3%	101
Used ATM/cash machine in last 12 months	1,906	52.7%	104
Own any stock	460	12.7%	138
Own U.S. savings bond	276	7.6%	111
Own shares in mutual fund (stock)	388	10.7%	114
Own shares in mutual fund (bonds)	273	7.6%	127
Used full service brokerage firm in last 12 months	324	9.0%	145
Have savings account	1,399	38.7%	106
Have 401K retirement savings	607	16.8%	95
Did banking over the Internet in last 12 months	972	26.9%	99
Own any credit/debit card (in own name)	2,879	79.6%	108
Avg monthly credit card expenditures: <\$111	490	13.6%	98
Avg monthly credit card expenditures: \$111-225	293	8.1%	104
Avg monthly credit card expenditures: \$226-450	296	8.2%	110
Avg monthly credit card expenditures: \$451-700	253	7.0%	110
Avg monthly credit card expenditures: \$701+	605	16.7%	125

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302

Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,631	72.8%	103
Used bread in last 6 months	3,504	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	2,778	76.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,055	56.8%	107
Used fresh fruit/vegetables in last 6 months	3,231	89.4%	102
Used fresh milk in last 6 months	3,319	91.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,127	31.2%	104
Exercise at club 2+ times per week	473	13.1%	107
Visited a doctor in last 12 months	2,952	81.7%	105
Used vitamin/dietary supplement in last 6 months	1,937	53.6%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	693	32.5%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	437	20.5%	132
Purchased any HH furnishing in last 12 months	642	30.1%	100
Purchased bedding/bath goods in last 12 months	1,176	55.2%	101
Purchased cooking/serving product in last 12 months	588	27.6%	100
Bought any kitchen appliance in last 12 months	395	18.5%	106
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,787	49.4%	103
Have medical/hospital/accident insurance	2,815	77.9%	108
Carry homeowner insurance	1,921	53.1%	101
Carry renter insurance	281	7.8%	127
Have auto/other vehicle insurance	3,066	84.8%	102
<b>Pets (Households)</b>			
HH owns any pet	909	42.7%	83
HH owns any cat	451	21.2%	88
HH owns any dog	607	28.5%	75
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,935	53.5%	107
Read any daily newspaper	1,805	49.9%	120
Heavy magazine reader	674	18.6%	94
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	2,688	74.4%	103
Went to family restaurant/steak house last mo: <2 times	915	25.3%	99
Went to family restaurant/steak house last mo: 2-4 times	1,054	29.2%	108
Went to family restaurant/steak house last mo: 5+ times	720	19.9%	102
Went to fast food/drive-in restaurant in last 6 mo	3,155	87.3%	98
Went to fast food/drive-in restaurant <6 times/mo	1,351	37.4%	107
Went to fast food/drive-in restaurant 6-13 times/mo	1,011	28.0%	97
Went to fast food/drive-in restaurant 14+ times/mo	793	21.9%	88
Fast food/drive-in last 6 mo: eat in	1,337	37.0%	98
Fast food/drive-in last 6 mo: home delivery	314	8.7%	83
Fast food/drive-in last 6 mo: take-out/drive-thru	1,753	48.5%	93
Fast food/drive-in last 6 mo: take-out/walk-in	874	24.2%	98

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302

Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,455	68.3%	106
HH average monthly long distance phone bill: <\$16	631	29.6%	107
HH average monthly long distance phone bill: \$16-25	260	12.2%	107
HH average monthly long distance phone bill: \$26-59	218	10.2%	112
HH average monthly long distance phone bill: \$60+	93	4.4%	98
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	433	20.3%	103
HH owns 2 TVs	606	28.5%	108
HH owns 3 TVs	474	22.3%	99
HH owns 4+ TVs	408	19.2%	91
HH subscribes to cable TV	1,531	71.9%	124
HH Purchased audio equipment in last 12 months	199	9.3%	96
HH Purchased CD player in last 12 months	93	4.4%	113
HH Purchased DVD player in last 12 months	216	10.1%	104
HH Purchased MP3 player in last 12 months	350	9.7%	95
HH Purchased video game system in last 12 months	173	8.1%	75
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,995	55.2%	106
Took 3+ domestic trips in last 12 months	601	16.6%	112
Spent on domestic vacations last 12 mo: <\$1000	458	12.7%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	257	7.1%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	157	4.3%	106
Spent on domestic vacations last 12 mo: \$2000-\$2999	153	4.2%	102
Spent on domestic vacations last 12 mo: \$3000+	225	6.2%	123
Foreign travel in last 3 years	1,025	28.4%	110
Took 3+ foreign trips by plane in last 3 years	193	5.3%	113
Spent on foreign vacations last 12 mo: <\$1000	247	6.8%	115
Spent on foreign vacations last 12 mo: \$1000-\$2999	147	4.1%	100
Spent on foreign vacations last 12 mo: \$3000+	237	6.6%	134
Stayed 1+ nights at hotel/motel in last 12 months	1,490	41.2%	102

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

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



# Retail Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Demographic Summary	2010	2015
Population	22,952	23,770
Total Number of Adults	17,297	18,017
Households	9,142	9,485
Median Household Income	\$71,053	\$81,937

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	8,991	52.0%	104
Bought any women's apparel in last 12 months	8,375	48.4%	106
Bought apparel for child <13 in last 6 months	5,035	29.1%	102
Bought any shoes in last 12 months	9,452	54.6%	105
Bought costume jewelry in last 12 months	4,007	23.2%	111
Bought any fine jewelry in last 12 months	4,112	23.8%	108
Bought a watch in last 12 months	3,191	18.4%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,242	90.2%	105
HH bought/leased new vehicle last 12 mo	1,079	11.8%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,814	91.4%	105
Bought/changed motor oil in last 12 months	8,795	50.8%	97
Had tune-up in last 12 months	5,797	33.5%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,156	64.5%	104
Drank regular cola in last 6 months	8,067	46.6%	91
Drank beer/ale in last 6 months	7,880	45.6%	107
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,332	13.5%	105
Bought film in last 12 months	3,319	19.2%	100
Bought digital camera in last 12 months	1,366	7.9%	115
Bought memory card for camera in last 12 months	1,496	8.6%	113
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	6,286	36.3%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,764	21.8%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,832	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	4,162	24.1%	114
<b>Computers (Households)</b>			
HH owns a personal computer	7,477	81.8%	111
Spent <\$500 on most recent home PC purchase	787	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	1,803	19.7%	110
Spent \$1000-\$1499 on most recent home PC purchase	1,391	15.2%	117
Spent \$1500-\$1999 on most recent home PC purchase	729	8.0%	112
Spent \$2000+ on most recent home PC purchase	721	7.9%	127

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

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	10,555	61.0%	101
Bought cigarettes at convenience store in last 30 days	2,345	13.6%	87
Bought gas at convenience store in last 30 days	5,628	32.5%	97
Spent at convenience store in last 30 days: <\$20	1,808	10.5%	109
Spent at convenience store in last 30 days: \$20-39	1,893	10.9%	108
Spent at convenience store in last 30 days: \$40+	5,964	34.5%	96
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	10,922	63.1%	107
Went to live theater in last 12 months	2,905	16.8%	128
Went to a bar/night club in last 12 months	3,674	21.2%	111
Dined out in last 12 months	9,802	56.7%	115
Gambled at a casino in last 12 months	3,091	17.9%	111
Visited a theme park in last 12 months	4,151	24.0%	112
DVDs rented in last 30 days: 1	503	2.9%	110
DVDs rented in last 30 days: 2	933	5.4%	117
DVDs rented in last 30 days: 3	635	3.7%	115
DVDs rented in last 30 days: 4	737	4.3%	110
DVDs rented in last 30 days: 5+	2,525	14.6%	111
DVDs purchased in last 30 days: 1	939	5.4%	109
DVDs purchased in last 30 days: 2	861	5.0%	105
DVDs purchased in last 30 days: 3-4	788	4.6%	98
DVDs purchased in last 30 days: 5+	749	4.3%	83
Spent on toys/games in last 12 months: <\$50	1,032	6.0%	98
Spent on toys/games in last 12 months: \$50-\$99	468	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	1,259	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	2,069	12.0%	110
Spent on toys/games in last 12 months: \$500+	1,224	7.1%	123
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,336	25.1%	130
Used ATM/cash machine in last 12 months	10,067	58.2%	115
Own any stock	2,255	13.0%	142
Own U.S. savings bond	1,402	8.1%	118
Own shares in mutual fund (stock)	2,243	13.0%	138
Own shares in mutual fund (bonds)	1,450	8.4%	141
Used full service brokerage firm in last 12 months	1,462	8.5%	136
Have savings account	7,327	42.4%	117
Have 401K retirement savings	3,911	22.6%	128
Did banking over the Internet in last 12 months	5,789	33.5%	123
Own any credit/debit card (in own name)	14,145	81.8%	111
Avg monthly credit card expenditures: <\$111	2,279	13.2%	95
Avg monthly credit card expenditures: \$111-225	1,387	8.0%	103
Avg monthly credit card expenditures: \$226-450	1,447	8.4%	112
Avg monthly credit card expenditures: \$451-700	1,313	7.6%	119
Avg monthly credit card expenditures: \$701+	3,390	19.6%	147

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302

Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	12,738	73.6%	104
Used bread in last 6 months	16,807	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	13,748	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	9,675	55.9%	106
Used fresh fruit/vegetables in last 6 months	15,555	89.9%	103
Used fresh milk in last 6 months	15,926	92.1%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,752	33.3%	111
Exercise at club 2+ times per week	2,668	15.4%	126
Visited a doctor in last 12 months	14,209	82.1%	106
Used vitamin/dietary supplement in last 6 months	9,240	53.4%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,349	36.6%	116
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,856	20.3%	130
Purchased any HH furnishing in last 12 months	2,980	32.6%	109
Purchased bedding/bath goods in last 12 months	5,114	55.9%	102
Purchased cooking/serving product in last 12 months	2,667	29.2%	106
Bought any kitchen appliance in last 12 months	1,684	18.4%	106
<b>Insurance (Adults)</b>			
Currently carry any life insurance	9,253	53.5%	112
Have medical/hospital/accident insurance	13,457	77.8%	108
Carry homeowner insurance	10,499	60.7%	115
Carry renter insurance	1,029	5.9%	97
Have auto/other vehicle insurance	15,251	88.2%	106
<b>Pets (Households)</b>			
HH owns any pet	5,072	55.5%	107
HH owns any cat	2,365	25.9%	107
HH owns any dog	3,675	40.2%	106
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	9,956	57.6%	115
Read any daily newspaper	8,039	46.5%	112
Heavy magazine reader	3,762	21.7%	109
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	13,401	77.5%	108
Went to family restaurant/steak house last mo: <2 times	4,571	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	5,094	29.5%	109
Went to family restaurant/steak house last mo: 5+ times	3,735	21.6%	111
Went to fast food/drive-in restaurant in last 6 mo	15,452	89.3%	101
Went to fast food/drive-in restaurant <6 times/mo	6,078	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/mo	5,041	29.1%	101
Went to fast food/drive-in restaurant 14+ times/mo	4,332	25.0%	100
Fast food/drive-in last 6 mo: eat in	6,594	38.1%	101
Fast food/drive-in last 6 mo: home delivery	1,710	9.9%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	9,339	54.0%	103
Fast food/drive-in last 6 mo: take-out/walk-in	4,414	25.5%	104

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	6,458	70.6%	109
HH average monthly long distance phone bill: <\$16	2,667	29.2%	105
HH average monthly long distance phone bill: \$16-25	1,144	12.5%	109
HH average monthly long distance phone bill: \$26-59	943	10.3%	113
HH average monthly long distance phone bill: \$60+	469	5.1%	115
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,446	15.8%	80
HH owns 2 TVs	2,411	26.4%	100
HH owns 3 TVs	2,169	23.7%	106
HH owns 4+ TVs	2,279	24.9%	119
HH subscribes to cable TV	6,027	65.9%	114
HH Purchased audio equipment in last 12 months	892	9.8%	100
HH Purchased CD player in last 12 months	362	4.0%	102
HH Purchased DVD player in last 12 months	965	10.6%	109
HH Purchased MP3 player in last 12 months	1,986	11.5%	113
HH Purchased video game system in last 12 months	1,037	11.3%	105
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	10,583	61.2%	117
Took 3+ domestic trips in last 12 months	3,137	18.1%	122
Spent on domestic vacations last 12 mo: <\$1000	2,315	13.4%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,419	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	927	5.4%	131
Spent on domestic vacations last 12 mo: \$2000-\$2999	890	5.1%	124
Spent on domestic vacations last 12 mo: \$3000+	1,279	7.4%	146
Foreign travel in last 3 years	5,753	33.3%	129
Took 3+ foreign trips by plane in last 3 years	1,169	6.8%	142
Spent on foreign vacations last 12 mo: <\$1000	1,290	7.5%	125
Spent on foreign vacations last 12 mo: \$1000-\$2999	836	4.8%	118
Spent on foreign vacations last 12 mo: \$3000+	1,219	7.0%	144
Stayed 1+ nights at hotel/motel in last 12 months	8,410	48.6%	120

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

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



# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary	2010	2015
Population	92,480	95,424
Total Number of Adults	69,038	71,554
Households	35,427	36,616
Median Household Income	\$72,738	\$82,066

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	36,348	52.6%	105
Bought any women's apparel in last 12 months	33,202	48.1%	105
Bought apparel for child <13 in last 6 months	20,396	29.5%	104
Bought any shoes in last 12 months	38,145	55.3%	106
Bought costume jewelry in last 12 months	16,030	23.2%	111
Bought any fine jewelry in last 12 months	16,255	23.5%	107
Bought a watch in last 12 months	13,274	19.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	32,209	90.9%	106
HH bought/leased new vehicle last 12 mo	4,293	12.1%	127
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	63,265	91.6%	105
Bought/changed motor oil in last 12 months	35,373	51.2%	98
Had tune-up in last 12 months	23,113	33.5%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	44,891	65.0%	105
Drank regular cola in last 6 months	32,673	47.3%	92
Drank beer/ale in last 6 months	31,765	46.0%	108
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	9,459	13.7%	107
Bought film in last 12 months	13,362	19.4%	101
Bought digital camera in last 12 months	5,590	8.1%	118
Bought memory card for camera in last 12 months	6,127	8.9%	116
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	25,372	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,006	21.7%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	23,088	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	16,938	24.5%	116
<b>Computers (Households)</b>			
HH owns a personal computer	29,352	82.9%	112
Spent <\$500 on most recent home PC purchase	3,059	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	7,028	19.8%	111
Spent \$1000-\$1499 on most recent home PC purchase	5,581	15.8%	121
Spent \$1500-\$1999 on most recent home PC purchase	2,975	8.4%	118
Spent \$2000+ on most recent home PC purchase	2,734	7.7%	124

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

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	42,325	61.3%	102
Bought cigarettes at convenience store in last 30 days	9,157	13.3%	85
Bought gas at convenience store in last 30 days	22,889	33.2%	99
Spent at convenience store in last 30 days: <\$20	7,247	10.5%	109
Spent at convenience store in last 30 days: \$20-39	7,332	10.6%	104
Spent at convenience store in last 30 days: \$40+	24,081	34.9%	97
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	44,313	64.2%	109
Went to live theater in last 12 months	11,980	17.4%	132
Went to a bar/night club in last 12 months	14,762	21.4%	112
Dined out in last 12 months	39,222	56.8%	115
Gambled at a casino in last 12 months	12,715	18.4%	115
Visited a theme park in last 12 months	17,059	24.7%	115
DVDs rented in last 30 days: 1	1,969	2.9%	108
DVDs rented in last 30 days: 2	3,759	5.4%	118
DVDs rented in last 30 days: 3	2,565	3.7%	116
DVDs rented in last 30 days: 4	2,932	4.2%	110
DVDs rented in last 30 days: 5+	10,324	15.0%	113
DVDs purchased in last 30 days: 1	3,814	5.5%	111
DVDs purchased in last 30 days: 2	3,514	5.1%	107
DVDs purchased in last 30 days: 3-4	3,160	4.6%	99
DVDs purchased in last 30 days: 5+	3,123	4.5%	87
Spent on toys/games in last 12 months: <\$50	4,311	6.2%	103
Spent on toys/games in last 12 months: \$50-\$99	1,840	2.7%	97
Spent on toys/games in last 12 months: \$100-\$199	5,026	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	8,182	11.9%	109
Spent on toys/games in last 12 months: \$500+	5,005	7.3%	126
<b>Financial (Adults)</b>			
Have home mortgage (1st)	17,762	25.7%	134
Used ATM/cash machine in last 12 months	40,791	59.1%	116
Own any stock	8,836	12.8%	139
Own U.S. savings bond	5,767	8.4%	122
Own shares in mutual fund (stock)	9,131	13.2%	141
Own shares in mutual fund (bonds)	5,691	8.2%	139
Used full service brokerage firm in last 12 months	5,982	8.7%	140
Have savings account	29,651	42.9%	118
Have 401K retirement savings	16,006	23.2%	131
Did banking over the Internet in last 12 months	23,693	34.3%	126
Own any credit/debit card (in own name)	56,759	82.2%	111
Avg monthly credit card expenditures: <\$111	9,326	13.5%	97
Avg monthly credit card expenditures: \$111-225	5,722	8.3%	106
Avg monthly credit card expenditures: \$226-450	5,811	8.4%	113
Avg monthly credit card expenditures: \$451-700	5,199	7.5%	118
Avg monthly credit card expenditures: \$701+	13,398	19.4%	145

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302

Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	50,697	73.4%	103
Used bread in last 6 months	67,091	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	54,880	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	38,833	56.2%	106
Used fresh fruit/vegetables in last 6 months	62,076	89.9%	103
Used fresh milk in last 6 months	63,843	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	23,292	33.7%	112
Exercise at club 2+ times per week	11,115	16.1%	131
Visited a doctor in last 12 months	56,491	81.8%	105
Used vitamin/dietary supplement in last 6 months	37,006	53.6%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	13,312	37.6%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	7,180	20.3%	130
Purchased any HH furnishing in last 12 months	11,699	33.0%	110
Purchased bedding/bath goods in last 12 months	20,037	56.6%	103
Purchased cooking/serving product in last 12 months	10,243	28.9%	105
Bought any kitchen appliance in last 12 months	6,688	18.9%	108
<b>Insurance (Adults)</b>			
Currently carry any life insurance	37,787	54.7%	114
Have medical/hospital/accident insurance	54,172	78.5%	109
Carry homeowner insurance	43,161	62.5%	118
Carry renter insurance	4,088	5.9%	96
Have auto/other vehicle insurance	61,324	88.8%	107
<b>Pets (Households)</b>			
HH owns any pet	19,533	55.1%	107
HH owns any cat	8,681	24.5%	102
HH owns any dog	14,246	40.2%	106
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	39,853	57.7%	115
Read any daily newspaper	31,875	46.2%	111
Heavy magazine reader	15,040	21.8%	110
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	54,113	78.4%	109
Went to family restaurant/steak house last mo: <2 times	18,449	26.7%	104
Went to family restaurant/steak house last mo: 2-4 times	20,668	29.9%	111
Went to family restaurant/steak house last mo: 5+ times	14,998	21.7%	112
Went to fast food/drive-in restaurant in last 6 mo	62,271	90.2%	102
Went to fast food/drive-in restaurant <6 times/mo	24,271	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/mo	20,427	29.6%	102
Went to fast food/drive-in restaurant 14+ times/mo	17,571	25.5%	102
Fast food/drive-in last 6 mo: eat in	26,723	38.7%	103
Fast food/drive-in last 6 mo: home delivery	7,331	10.6%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	38,152	55.3%	105
Fast food/drive-in last 6 mo: take-out/walk-in	18,211	26.4%	107

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302

Longitude: -84.29639

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	25,134	70.9%	110
HH average monthly long distance phone bill: <\$16	10,548	29.8%	108
HH average monthly long distance phone bill: \$16-25	4,431	12.5%	109
HH average monthly long distance phone bill: \$26-59	3,703	10.5%	114
HH average monthly long distance phone bill: \$60+	1,699	4.8%	108
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	5,377	15.2%	77
HH owns 2 TVs	9,030	25.5%	97
HH owns 3 TVs	8,440	23.8%	106
HH owns 4+ TVs	9,331	26.3%	125
HH subscribes to cable TV	23,727	67.0%	116
HH Purchased audio equipment in last 12 months	3,498	9.9%	102
HH Purchased CD player in last 12 months	1,406	4.0%	103
HH Purchased DVD player in last 12 months	3,604	10.2%	105
HH Purchased MP3 player in last 12 months	8,112	11.8%	115
HH Purchased video game system in last 12 months	4,301	12.1%	113
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	43,012	62.3%	119
Took 3+ domestic trips in last 12 months	13,125	19.0%	128
Spent on domestic vacations last 12 mo: <\$1000	9,346	13.5%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,703	8.3%	123
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,733	5.4%	133
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,776	5.5%	132
Spent on domestic vacations last 12 mo: \$3000+	4,987	7.2%	143
Foreign travel in last 3 years	22,943	33.2%	129
Took 3+ foreign trips by plane in last 3 years	4,600	6.7%	140
Spent on foreign vacations last 12 mo: <\$1000	5,184	7.5%	126
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,355	4.9%	119
Spent on foreign vacations last 12 mo: \$3000+	4,812	7.0%	142
Stayed 1+ nights at hotel/motel in last 12 months	34,227	49.6%	122

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		4,499	4,544	
Population 18+		3,615	3,676	
Households		2,130	2,159	
Median Household Income		\$46,694	\$54,801	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		1,525	71.6%	97
Purchased home PC in last 12 months		314	14.7%	94
Purchased home PC 1-2 years ago		488	22.9%	102
Purchased home PC 3-4 years ago		411	19.3%	99
Purchased home PC 5+ years ago		198	9.3%	100
Spent <\$500 on home PC (most recent purchase)		186	8.7%	101
Spent \$500-999 on home PC (most recent purchase)		378	17.7%	99
Spent \$1000-1499 on home PC (most recent purchase)		289	13.6%	104
Spent \$1500-1999 on home PC (most recent purchase)		141	6.6%	93
Spent \$2000+ on home PC (most recent purchase)		124	5.8%	94
Purchased home PC at computer superstore		258	12.1%	95
Purchased home PC at department store		100	4.7%	95
Purchased home PC direct from manufacturer		313	14.7%	106
Purchased home PC at electronics store		221	10.4%	94
Purchased home PC on Internet		170	8.0%	93
Purchased home PC at warehouse discount outlet		41	1.9%	88
HH owns desktop PC		1,179	55.3%	96
HH owns laptop/notebook/tablet PC		635	29.8%	96
HH owns any Apple/Apple Mac clone brand PC		132	6.2%	99
HH owns any IBM/IBM compatible brand PC		1,390	65.2%	97
Brand of PC that HH owns: Compaq		178	8.3%	99
Brand of PC that HH owns: Dell		652	30.6%	99
Brand of PC that HH owns: Gateway		132	6.2%	93
Brand of PC that HH owns: Hewlett Packard		282	13.2%	85
Brand of PC that HH owns: Sony Vaio		52	2.4%	84
Child (under 18) uses home PC		367	17.2%	82
HH owns CD burner		755	35.5%	96
HH owns CD ROM drive		787	36.9%	94
HH owns DVD drive		512	24.0%	96
HH owns DVD-RW (DVD burner)		389	18.3%	89
HH owns external hard drive		292	13.7%	97
HH owns flash drive		400	18.8%	91
HH owns LAN/network interface card		213	10.0%	90
HH owns inkjet printer		879	41.2%	97
HH owns laser printer		289	13.6%	99
HH owns modem/fax modem		425	19.9%	96
HH owns removable cartridge storage device		126	5.9%	102
HH owns scanner		590	27.7%	97
HH owns PC speakers		849	39.9%	96
HH owns tape backup		66	3.1%	116
HH owns webcam		246	11.6%	102
HH owns software: accounting		170	8.0%	90
HH owns software: communications/fax		161	7.6%	93
HH owns software: database/filing		170	8.0%	98
HH owns software: desktop publishing		245	11.5%	95

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	194	9.1%	91
HH owns software: entertainment/games	580	27.2%	94
HH owns software: online meeting/conference	58	2.7%	95
HH owns software: personal finance/tax prep	287	13.5%	95
HH owns software: presentation graphics	139	6.5%	82
HH owns software: multimedia	296	13.9%	91
HH owns software: networking	239	11.2%	100
HH owns software: security/anti-virus	563	26.4%	94
HH owns software: spreadsheet	464	21.8%	94
HH owns software: utility	148	6.9%	98
HH owns software: web authoring	79	3.7%	107
HH owns software: word processing	718	33.7%	100
Spent \$500+ on software for home PC in last 12 mo	60	2.8%	118
Purchased computer book in last 12 months	94	4.4%	102
HH owns fax machine	130	6.1%	102
Purchased audio equipment in last 12 months	199	9.3%	96
Purchased headphones in last 12 months	85	4.0%	100
HH owns camcorder	321	15.1%	77
Purchased camcorder in last 12 months	41	1.9%	91
HH owns CD player	1,021	47.9%	104
Purchased CD player in last 12 months	93	4.3%	113
HH owns DVD player	1,378	64.7%	98
Purchased DVD player in last 12 months	216	10.1%	104
HH owns 1 TV	433	20.3%	103
HH owns 2 TVs	606	28.4%	108
HH owns 3 TVs	474	22.2%	99
HH owns 4+ TVs	408	19.1%	91
HH owns miniature screen TV (<13 in)	168	7.9%	100
Most recent TV purchase: miniature screen (<13 in)	59	2.8%	100
HH owns regular screen TV (13-26 in)	960	45.1%	104
Most recent TV purchase: regular screen (13-26 in)	529	24.8%	106
HH owns large screen TV (27-35 in)	1,004	47.1%	101
Most recent TV purchase: large screen (27-35 in)	690	32.4%	103
HH owns big screen TV (36-42 in)	370	17.4%	92
Most recent TV purchase: big screen (36-42 in)	290	13.6%	96
HH owns giant screen TV (over 42 in)	264	12.4%	87
Most recent TV purchase: giant screen (over 42 in)	221	10.4%	93
HH owns LCD TV	439	20.6%	107
HH owns plasma TV	156	7.3%	88
HH owns projection TV	91	4.3%	79
HH owns video game system	597	28.0%	84
Purchased video game system in last 12 months	173	8.1%	75
HH owns video game system: handheld	270	12.7%	82
HH owns video game system: attached to TV/computer	519	24.3%	82
HH owns video game system: Game Boy	114	5.4%	78
HH owns video game system: Game Boy Advance/SP	124	5.8%	88
HH owns video game system: Nintendo DS	117	5.5%	72

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	90	4.2%	84
HH owns video game system: Nintendo Wii	130	6.1%	90
HH owns video game system: PlayStation 2	297	13.9%	85
HH owns video game system: PlayStation 3	74	3.5%	96
HH owns video game system: Sony PlayStation/PS One	79	3.7%	92
HH owns video game system: Sony PSP	54	2.5%	87
HH owns video game system: Xbox	113	5.3%	89
HH owns video game system: Xbox 360	118	5.6%	86
HH purchased 5+ video games in last 12 months	108	5.1%	78
HH spent \$101+ on video games in last 12 months	118	5.5%	69
Owns MP3 player	919	25.4%	95
Purchased MP3 player in last 12 months	350	9.7%	95
Owns Apple iPod	397	11.0%	99
Purchased Apple iPod in last 12 months	116	3.2%	95
Have any access to the Internet	3,154	87.3%	103
Have access to Internet: at home	2,602	72.0%	102
Have access to Internet: at work	1,245	34.4%	92
Have access to Internet: at school/library	982	27.2%	108
Have access to Internet: not hm/work/school/library	692	19.1%	99
Use Internet less than once a week	152	4.2%	106
Use Internet 1-2 times per week	188	5.2%	94
Use Internet 3-6 times per week	275	7.6%	95
Use Internet once a day	412	11.4%	103
Use Internet 2-4 times per day	655	18.1%	103
Use Internet 5 or more times per day	929	25.7%	103
Any Internet or online usage in last 30 days	2,611	72.2%	102
Used Internet in last 30 days: at home	2,337	64.7%	104
Used Internet in last 30 days: at work	1,039	28.7%	90
Used Internet in last 30 days: at school/library	266	7.4%	96
Used Internet/30 days: not home/work/school/library	330	9.1%	99
Internet last 30 days: used email	2,343	64.8%	104
Internet last 30 days: used Instant Messenger	911	25.2%	100
Internet last 30 days: paid bills online	1,230	34.0%	103
Internet last 30 days: visited online blog	361	10.0%	104
Internet last 30 days: wrote online blog	142	3.9%	106
Internet last 30 days: visited chat room	154	4.3%	91
Internet last 30 days: looked for employment	388	10.7%	82
Internet last 30 days: played games online	786	21.7%	104
Internet last 30 days: traded/tracked investments	445	12.3%	110
Internet last 30 days: downloaded music	686	19.0%	103
Internet last 30 days: made phone call	143	4.0%	107
Internet last 30 days: made personal purchase	1,204	33.3%	108
Internet last 30 days: made business purchase	361	10.0%	105
Internet last 30 days: made travel plans	655	18.1%	105
Internet last 30 days: watched online video	701	19.4%	101
Internet last 30 days: obtained new/used car info	357	9.9%	112
Internet last 30 days: obtained financial info	927	25.6%	107
Internet last 30 days: obtained medical info	663	18.4%	110
Internet last 30 days: obtained latest news	1,450	40.1%	104
Internet last 30 days: obtained real estate info	438	12.1%	113

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	893	24.7%	107
Ordered anything on Internet in last 12 months	1,305	36.1%	104
Ordered on Internet/12 mo: airline ticket	621	17.2%	103
Ordered on Internet/12 mo: CD/tape	209	5.8%	132
Ordered on Internet/12 mo: clothing	568	15.7%	108
Ordered on Internet/12 mo: computer	148	4.1%	120
Ordered on Internet/12 mo: computer peripheral	173	4.8%	110
Ordered on Internet/12 mo: DVD	281	7.8%	118
Ordered on Internet/12 mo: flowers	211	5.9%	126
Ordered on Internet/12 mo: software	221	6.1%	107
Ordered on Internet/12 mo: tickets (concerts etc.)	361	10.0%	104
Ordered on Internet/12 mo: toy	213	5.9%	118
Purchased item from amazon.com in last 12 months	552	15.3%	109
Purchased item from barnes&noble.com in last 12 mo	141	3.9%	122
Purchased item from bestbuy.com in last 12 months	114	3.1%	125
Purchased item from ebay.com in last 12 months	293	8.1%	87
Purchased item from walmart.com in last 12 months	138	3.8%	93
Spent on Internet orders last 12 months: <\$100	160	4.4%	81
Spent on Internet orders last 12 months: \$100-199	211	5.8%	108
Spent on Internet orders last 12 months: \$200-499	290	8.0%	96
Spent on Internet orders last 12 months: \$500+	569	15.8%	108
Connection to Internet from home: dial-up modem	248	6.9%	82
Connection to Internet from home: cable modem	1,092	30.2%	112
Connection to Internet from home: DSL	893	24.7%	100
Connection to Internet from home: wireless	500	13.8%	101
Connection to Internet from home: any broadband	2,249	62.2%	105
DVDs rented in last 30 days: 1	77	2.1%	80
DVDs rented in last 30 days: 2	157	4.3%	94
DVDs rented in last 30 days: 3	120	3.3%	104
DVDs rented in last 30 days: 4	148	4.1%	106
DVDs rented in last 30 days: 5+	481	13.3%	101
Rented video tape/DVD last month: action/adventure	690	19.1%	94
Rented video tape/DVD last month: classic	212	5.9%	113
Rented video tape/DVD last month: comedy	721	20.0%	96
Rented video tape/DVD last month: drama	506	14.0%	103
Rented video tape/DVD last month: family/children	325	9.0%	101
Rented video tape/DVD last month: foreign	87	2.4%	122
Rented video tape/DVD last month: horror	239	6.6%	89
Rented video tape/DVD last month: romance	295	8.2%	109
Rented video tape/DVD last month: science fiction	164	4.5%	85
Rented video tape/DVD last mo at Blockbuster Video	440	12.2%	101
Rented video tape/DVD last mo at Hollywood Video	140	3.9%	94
Bought video tape/DVD last month: action/adventure	245	6.8%	81
Bought video tape/DVD last month: classic	71	2.0%	72
Bought video tape/DVD last month: comedy	217	6.0%	75
Bought video tape/DVD last month: drama	109	3.0%	70
Bought video tape/DVD last month: family/children	179	4.9%	84
Bought video tape/DVD last month: horror	82	2.3%	72
Bought video tape/DVD last month: romance	88	2.4%	96

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	80	2.2%	89
Bought blank video tape in last 6 months	407	11.3%	99
Bought 7+ blank video tapes in last 6 months	83	2.3%	88
DVDs purchased in last 30 days: 1	145	4.0%	81
DVDs purchased in last 30 days: 2	160	4.4%	93
DVDs purchased in last 30 days: 3-4	110	3.0%	66
DVDs purchased in last 30 days: 5+	148	4.1%	79
Bought any camera in last 12 months	481	13.3%	104
Spent on cameras in last 12 months: <\$100	151	4.2%	94
Spent on cameras in last 12 months: \$100-199	131	3.6%	120
Spent on cameras in last 12 months: \$200+	140	3.9%	97
Own APS (point & shoot or SLR) camera	132	3.7%	133
Own digital camera	1,181	32.7%	99
Bought digital camera in last 12 months	264	7.3%	107
Own digital point & shoot camera	884	24.4%	98
Bought digital point & shoot camera in last 12 mo	187	5.2%	105
Own digital SLR camera	336	9.3%	100
Bought digital SLR camera in last 12 months	87	2.4%	107
Own 35mm auto focus point & shoot camera	192	5.3%	113
Own 35mm auto focus single lens reflex camera	109	3.0%	126
Own 35mm auto focus zoom camera	202	5.6%	99
Own 35mm single lens reflex camera	145	4.0%	134
Own Canon camera	610	16.9%	107
Bought Canon camera in last 12 months	65	1.8%	84
Own Fuji camera	141	3.9%	96
Own Kodak camera	425	11.8%	99
Bought Kodak camera in last 12 months	88	2.4%	82
Own Nikon camera	208	5.8%	106
Own Olympus camera	207	5.7%	126
Own Polaroid camera	77	2.1%	87
Bought any camera accessory in last 12 months	1,571	43.5%	102
Bought film in last 12 months	707	19.6%	102
Bought film in last 12 months: <3 rolls	336	9.3%	105
Bought film in last 12 months: 3-6 rolls	237	6.5%	105
Bought film in last 12 months: 7+ rolls	134	3.7%	88
Bought film in last 12 mo: APS (color prints)	107	3.0%	111
Bought film in last 12 mo: instant developing	66	1.8%	91
Bought film in last 12 mo: 35mm (black & white)	51	1.4%	148
Bought film in last 12 mo: 35mm (color prints)	423	11.7%	103
Bought Fuji film in last 12 months	194	5.4%	107
Bought Kodak film in last 12 months	426	11.8%	99
Bought store-brand film in last 12 months	72	2.0%	93
Purchased film in last 12 mo: department store	111	3.1%	83
Purchased film in last 12 mo: discount store	169	4.7%	98

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	223	6.2%	131
Purchased film in last 12 mo: grocery store	70	1.9%	90
Purchased film in last 12 mo: 1 hour service store	93	2.6%	101
Had film processed at discount store	117	3.2%	98
Had film processed at drug store	179	4.9%	116
Had film processed at 1 hour service store	110	3.1%	105
Bought memory card for camera in last 12 months	283	7.8%	102
Own memory card for camera	884	24.5%	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.

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		22,952	23,770	
Population 18+		17,297	18,017	
Households		9,142	9,485	
Median Household Income		\$71,053	\$81,937	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		7,477	81.8%	111
Purchased home PC in last 12 months		1,606	17.6%	112
Purchased home PC 1-2 years ago		2,374	26.0%	115
Purchased home PC 3-4 years ago		2,097	22.9%	118
Purchased home PC 5+ years ago		912	10.0%	107
Spent <\$500 on home PC (most recent purchase)		787	8.6%	99
Spent \$500-999 on home PC (most recent purchase)		1,803	19.7%	110
Spent \$1000-1499 on home PC (most recent purchase)		1,391	15.2%	117
Spent \$1500-1999 on home PC (most recent purchase)		729	8.0%	112
Spent \$2000+ on home PC (most recent purchase)		721	7.9%	127
Purchased home PC at computer superstore		1,364	14.9%	117
Purchased home PC at department store		409	4.5%	91
Purchased home PC direct from manufacturer		1,538	16.8%	121
Purchased home PC at electronics store		1,131	12.4%	112
Purchased home PC on Internet		929	10.2%	118
Purchased home PC at warehouse discount outlet		229	2.5%	114
HH owns desktop PC		5,902	64.6%	112
HH owns laptop/notebook/tablet PC		3,366	36.8%	118
HH owns any Apple/Apple Mac clone brand PC		691	7.6%	121
HH owns any IBM/IBM compatible brand PC		6,834	74.8%	111
Brand of PC that HH owns: Compaq		847	9.3%	109
Brand of PC that HH owns: Dell		3,253	35.6%	115
Brand of PC that HH owns: Gateway		627	6.9%	103
Brand of PC that HH owns: Hewlett Packard		1,613	17.6%	113
Brand of PC that HH owns: Sony Vaio		292	3.2%	110
Child (under 18) uses home PC		2,194	24.0%	114
HH owns CD burner		3,809	41.7%	113
HH owns CD ROM drive		3,968	43.4%	111
HH owns DVD drive		2,597	28.4%	114
HH owns DVD-RW (DVD burner)		2,119	23.2%	113
HH owns external hard drive		1,539	16.8%	119
HH owns flash drive		2,223	24.3%	118
HH owns LAN/network interface card		1,238	13.5%	122
HH owns inkjet printer		4,415	48.3%	113
HH owns laser printer		1,496	16.4%	119
HH owns modem/fax modem		2,143	23.4%	113
HH owns removable cartridge storage device		545	6.0%	103
HH owns scanner		3,035	33.2%	117
HH owns PC speakers		4,297	47.0%	113
HH owns tape backup		279	3.1%	115
HH owns webcam		1,135	12.4%	110
HH owns software: accounting		998	10.9%	123
HH owns software: communications/fax		896	9.8%	120
HH owns software: database/filing		859	9.4%	115
HH owns software: desktop publishing		1,324	14.5%	119

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,018	11.1%	111
HH owns software: entertainment/games	2,915	31.9%	110
HH owns software: online meeting/conference	287	3.1%	110
HH owns software: personal finance/tax prep	1,682	18.4%	130
HH owns software: presentation graphics	856	9.4%	117
HH owns software: multimedia	1,522	16.7%	109
HH owns software: networking	1,175	12.9%	115
HH owns software: security/anti-virus	2,929	32.0%	114
HH owns software: spreadsheet	2,552	27.9%	121
HH owns software: utility	750	8.2%	116
HH owns software: web authoring	362	4.0%	114
HH owns software: word processing	3,671	40.2%	119
Spent \$500+ on software for home PC in last 12 mo	266	2.9%	122
Purchased computer book in last 12 months	461	5.0%	117
HH owns fax machine	688	7.5%	125
Purchased audio equipment in last 12 months	892	9.8%	100
Purchased headphones in last 12 months	375	4.1%	103
HH owns camcorder	2,094	22.9%	118
Purchased camcorder in last 12 months	200	2.2%	103
HH owns CD player	4,696	51.4%	112
Purchased CD player in last 12 months	362	4.0%	102
HH owns DVD player	6,399	70.0%	106
Purchased DVD player in last 12 months	965	10.6%	109
HH owns 1 TV	1,446	15.8%	80
HH owns 2 TVs	2,411	26.4%	100
HH owns 3 TVs	2,169	23.7%	106
HH owns 4+ TVs	2,279	24.9%	119
HH owns miniature screen TV (<13 in)	788	8.6%	109
Most recent TV purchase: miniature screen (<13 in)	243	2.7%	96
HH owns regular screen TV (13-26 in)	4,098	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	2,025	22.1%	95
HH owns large screen TV (27-35 in)	4,464	48.8%	105
Most recent TV purchase: large screen (27-35 in)	2,831	31.0%	98
HH owns big screen TV (36-42 in)	2,010	22.0%	116
Most recent TV purchase: big screen (36-42 in)	1,454	15.9%	113
HH owns giant screen TV (over 42 in)	1,585	17.3%	122
Most recent TV purchase: giant screen (over 42 in)	1,253	13.7%	123
HH owns LCD TV	2,128	23.3%	121
HH owns plasma TV	867	9.5%	114
HH owns projection TV	574	6.3%	116
HH owns video game system	3,190	34.9%	104
Purchased video game system in last 12 months	1,037	11.3%	105
HH owns video game system: handheld	1,515	16.6%	108
HH owns video game system: attached to TV/computer	2,823	30.9%	104
HH owns video game system: Game Boy	675	7.4%	107
HH owns video game system: Game Boy Advance/SP	665	7.3%	110
HH owns video game system: Nintendo DS	760	8.3%	110

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

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

March 27, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	453	5.0%	99
HH owns video game system: Nintendo Wii	766	8.4%	124
HH owns video game system: PlayStation 2	1,497	16.4%	99
HH owns video game system: PlayStation 3	359	3.9%	109
HH owns video game system: Sony PlayStation/PS One	381	4.2%	103
HH owns video game system: Sony PSP	280	3.1%	105
HH owns video game system: Xbox	568	6.2%	104
HH owns video game system: Xbox 360	645	7.1%	109
HH purchased 5+ video games in last 12 months	625	6.8%	105
HH spent \$101+ on video games in last 12 months	792	8.7%	107
Owns MP3 player	5,263	30.4%	113
Purchased MP3 player in last 12 months	1,986	11.5%	113
Owns Apple iPod	2,282	13.2%	119
Purchased Apple iPod in last 12 months	684	4.0%	117
Have any access to the Internet	15,839	91.6%	108
Have access to Internet: at home	14,094	81.5%	116
Have access to Internet: at work	7,585	43.9%	117
Have access to Internet: at school/library	4,659	26.9%	107
Have access to Internet: not hm/work/school/library	3,676	21.3%	110
Use Internet less than once a week	534	3.1%	77
Use Internet 1-2 times per week	834	4.8%	87
Use Internet 3-6 times per week	1,421	8.2%	102
Use Internet once a day	2,039	11.8%	107
Use Internet 2-4 times per day	3,682	21.3%	121
Use Internet 5 or more times per day	5,389	31.2%	125
Any Internet or online usage in last 30 days	13,900	80.4%	114
Used Internet in last 30 days: at home	12,785	73.9%	119
Used Internet in last 30 days: at work	6,671	38.6%	121
Used Internet in last 30 days: at school/library	1,272	7.4%	95
Used Internet/30 days: not home/work/school/library	1,721	10.0%	108
Internet last 30 days: used email	12,743	73.7%	118
Internet last 30 days: used Instant Messenger	4,810	27.8%	110
Internet last 30 days: paid bills online	6,912	40.0%	122
Internet last 30 days: visited online blog	1,927	11.1%	116
Internet last 30 days: wrote online blog	686	4.0%	107
Internet last 30 days: visited chat room	705	4.1%	87
Internet last 30 days: looked for employment	2,313	13.4%	102
Internet last 30 days: played games online	3,675	21.2%	101
Internet last 30 days: traded/tracked investments	2,731	15.8%	141
Internet last 30 days: downloaded music	3,528	20.4%	111
Internet last 30 days: made phone call	790	4.6%	124
Internet last 30 days: made personal purchase	6,837	39.5%	128
Internet last 30 days: made business purchase	2,074	12.0%	126
Internet last 30 days: made travel plans	4,004	23.2%	134
Internet last 30 days: watched online video	3,861	22.3%	116
Internet last 30 days: obtained new/used car info	1,861	10.8%	122
Internet last 30 days: obtained financial info	5,324	30.8%	128
Internet last 30 days: obtained medical info	3,551	20.5%	123
Internet last 30 days: obtained latest news	8,178	47.3%	123
Internet last 30 days: obtained real estate info	2,470	14.3%	133

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	4,816	27.8%	120
Ordered anything on Internet in last 12 months	7,654	44.2%	128
Ordered on Internet/12 mo: airline ticket	4,097	23.7%	142
Ordered on Internet/12 mo: CD/tape	997	5.8%	132
Ordered on Internet/12 mo: clothing	3,250	18.8%	129
Ordered on Internet/12 mo: computer	759	4.4%	128
Ordered on Internet/12 mo: computer peripheral	979	5.7%	130
Ordered on Internet/12 mo: DVD	1,354	7.8%	119
Ordered on Internet/12 mo: flowers	1,191	6.9%	149
Ordered on Internet/12 mo: software	1,327	7.7%	135
Ordered on Internet/12 mo: tickets (concerts etc.)	2,278	13.2%	137
Ordered on Internet/12 mo: toy	1,064	6.2%	124
Purchased item from amazon.com in last 12 months	3,229	18.7%	133
Purchased item from barnes&noble.com in last 12 mo	755	4.4%	136
Purchased item from bestbuy.com in last 12 months	552	3.2%	127
Purchased item from ebay.com in last 12 months	1,883	10.9%	117
Purchased item from walmart.com in last 12 months	730	4.2%	103
Spent on Internet orders last 12 months: <\$100	1,019	5.9%	108
Spent on Internet orders last 12 months: \$100-199	994	5.7%	106
Spent on Internet orders last 12 months: \$200-499	1,702	9.8%	117
Spent on Internet orders last 12 months: \$500+	3,509	20.3%	139
Connection to Internet from home: dial-up modem	1,220	7.1%	85
Connection to Internet from home: cable modem	5,851	33.8%	126
Connection to Internet from home: DSL	4,838	28.0%	114
Connection to Internet from home: wireless	3,050	17.6%	128
Connection to Internet from home: any broadband	12,327	71.3%	121
DVDs rented in last 30 days: 1	503	2.9%	110
DVDs rented in last 30 days: 2	933	5.4%	117
DVDs rented in last 30 days: 3	635	3.7%	115
DVDs rented in last 30 days: 4	737	4.3%	110
DVDs rented in last 30 days: 5+	2,525	14.6%	111
Rented video tape/DVD last month: action/adventure	3,824	22.1%	109
Rented video tape/DVD last month: classic	1,021	5.9%	113
Rented video tape/DVD last month: comedy	3,934	22.7%	110
Rented video tape/DVD last month: drama	2,660	15.4%	113
Rented video tape/DVD last month: family/children	1,685	9.7%	109
Rented video tape/DVD last month: foreign	362	2.1%	106
Rented video tape/DVD last month: horror	1,149	6.6%	90
Rented video tape/DVD last month: romance	1,382	8.0%	106
Rented video tape/DVD last month: science fiction	943	5.5%	103
Rented video tape/DVD last mo at Blockbuster Video	2,539	14.7%	122
Rented video tape/DVD last mo at Hollywood Video	818	4.7%	114
Bought video tape/DVD last month: action/adventure	1,406	8.1%	97
Bought video tape/DVD last month: classic	408	2.4%	87
Bought video tape/DVD last month: comedy	1,343	7.8%	96
Bought video tape/DVD last month: drama	701	4.1%	94
Bought video tape/DVD last month: family/children	1,022	5.9%	100
Bought video tape/DVD last month: horror	358	2.1%	66
Bought video tape/DVD last month: romance	410	2.4%	93

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	436	2.5%	101
Bought blank video tape in last 6 months	1,912	11.1%	97
Bought 7+ blank video tapes in last 6 months	413	2.4%	92
DVDs purchased in last 30 days: 1	939	5.4%	109
DVDs purchased in last 30 days: 2	861	5.0%	105
DVDs purchased in last 30 days: 3-4	788	4.6%	98
DVDs purchased in last 30 days: 5+	749	4.3%	83
Bought any camera in last 12 months	2,332	13.5%	105
Spent on cameras in last 12 months: <\$100	658	3.8%	86
Spent on cameras in last 12 months: \$100-199	584	3.4%	112
Spent on cameras in last 12 months: \$200+	800	4.6%	116
Own APS (point & shoot or SLR) camera	593	3.4%	125
Own digital camera	6,821	39.4%	120
Bought digital camera in last 12 months	1,366	7.9%	115
Own digital point & shoot camera	5,184	30.0%	121
Bought digital point & shoot camera in last 12 mo	983	5.7%	115
Own digital SLR camera	1,884	10.9%	118
Bought digital SLR camera in last 12 months	435	2.5%	112
Own 35mm auto focus point & shoot camera	880	5.1%	109
Own 35mm auto focus single lens reflex camera	522	3.0%	127
Own 35mm auto focus zoom camera	1,030	6.0%	106
Own 35mm single lens reflex camera	666	3.8%	128
Own Canon camera	3,336	19.3%	123
Bought Canon camera in last 12 months	411	2.4%	112
Own Fuji camera	604	3.5%	86
Own Kodak camera	2,063	11.9%	101
Bought Kodak camera in last 12 months	440	2.5%	86
Own Nikon camera	1,188	6.9%	127
Own Olympus camera	1,033	6.0%	131
Own Polaroid camera	334	1.9%	79
Bought any camera accessory in last 12 months	8,455	48.9%	114
Bought film in last 12 months	3,319	19.2%	100
Bought film in last 12 months: <3 rolls	1,541	8.9%	100
Bought film in last 12 months: 3-6 rolls	1,033	6.0%	95
Bought film in last 12 months: 7+ rolls	744	4.3%	102
Bought film in last 12 mo: APS (color prints)	467	2.7%	101
Bought film in last 12 mo: instant developing	293	1.7%	85
Bought film in last 12 mo: 35mm (black & white)	181	1.0%	110
Bought film in last 12 mo: 35mm (color prints)	1,988	11.5%	101
Bought Fuji film in last 12 months	813	4.7%	93
Bought Kodak film in last 12 months	2,112	12.2%	103
Bought store-brand film in last 12 months	363	2.1%	98
Purchased film in last 12 mo: department store	479	2.8%	74
Purchased film in last 12 mo: discount store	754	4.4%	91

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	879	5.1%	108
Purchased film in last 12 mo: grocery store	366	2.1%	99
Purchased film in last 12 mo: 1 hour service store	391	2.3%	89
Had film processed at discount store	538	3.1%	94
Had film processed at drug store	778	4.5%	105
Had film processed at 1 hour service store	489	2.8%	97
Bought memory card for camera in last 12 months	1,496	8.6%	113
Own memory card for camera	5,123	29.6%	120

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		92,480	95,424	
Population 18+		69,038	71,554	
Households		35,427	36,616	
Median Household Income		\$72,738	\$82,066	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		29,352	82.9%	112
Purchased home PC in last 12 months		6,344	17.9%	114
Purchased home PC 1-2 years ago		9,338	26.4%	117
Purchased home PC 3-4 years ago		8,144	23.0%	118
Purchased home PC 5+ years ago		3,623	10.2%	110
Spent <\$500 on home PC (most recent purchase)		3,059	8.6%	100
Spent \$500-999 on home PC (most recent purchase)		7,028	19.8%	111
Spent \$1000-1499 on home PC (most recent purchase)		5,581	15.8%	121
Spent \$1500-1999 on home PC (most recent purchase)		2,975	8.4%	118
Spent \$2000+ on home PC (most recent purchase)		2,734	7.7%	124
Purchased home PC at computer superstore		5,456	15.4%	121
Purchased home PC at department store		1,538	4.3%	88
Purchased home PC direct from manufacturer		6,137	17.3%	125
Purchased home PC at electronics store		4,457	12.6%	114
Purchased home PC on Internet		3,617	10.2%	119
Purchased home PC at warehouse discount outlet		826	2.3%	106
HH owns desktop PC		23,256	65.6%	114
HH owns laptop/notebook/tablet PC		13,106	37.0%	119
HH owns any Apple/Apple Mac clone brand PC		2,626	7.4%	119
HH owns any IBM/IBM compatible brand PC		26,839	75.8%	112
Brand of PC that HH owns: Compaq		3,227	9.1%	107
Brand of PC that HH owns: Dell		12,825	36.2%	117
Brand of PC that HH owns: Gateway		2,563	7.2%	109
Brand of PC that HH owns: Hewlett Packard		6,337	17.9%	115
Brand of PC that HH owns: Sony Vaio		1,114	3.1%	108
Child (under 18) uses home PC		8,989	25.4%	120
HH owns CD burner		15,059	42.5%	115
HH owns CD ROM drive		15,761	44.5%	114
HH owns DVD drive		10,255	28.9%	116
HH owns DVD-RW (DVD burner)		8,448	23.8%	116
HH owns external hard drive		6,047	17.1%	120
HH owns flash drive		8,846	25.0%	122
HH owns LAN/network interface card		4,890	13.8%	125
HH owns inkjet printer		17,521	49.5%	116
HH owns laser printer		6,046	17.1%	124
HH owns modem/fax modem		8,500	24.0%	115
HH owns removable cartridge storage device		2,280	6.4%	111
HH owns scanner		11,929	33.7%	118
HH owns PC speakers		16,934	47.8%	115
HH owns tape backup		1,090	3.1%	115
HH owns webcam		4,547	12.8%	113
HH owns software: accounting		3,932	11.1%	125
HH owns software: communications/fax		3,549	10.0%	123
HH owns software: database/filing		3,397	9.6%	118
HH owns software: desktop publishing		5,209	14.7%	121

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	4,060	11.5%	114
HH owns software: entertainment/games	11,505	32.5%	112
HH owns software: online meeting/conference	1,141	3.2%	113
HH owns software: personal finance/tax prep	6,675	18.8%	133
HH owns software: presentation graphics	3,457	9.8%	122
HH owns software: multimedia	6,188	17.5%	114
HH owns software: networking	4,699	13.3%	118
HH owns software: security/anti-virus	11,806	33.3%	119
HH owns software: spreadsheet	10,207	28.8%	125
HH owns software: utility	3,010	8.5%	120
HH owns software: web authoring	1,414	4.0%	115
HH owns software: word processing	14,513	41.0%	122
Spent \$500+ on software for home PC in last 12 mo	960	2.7%	113
Purchased computer book in last 12 months	1,823	5.1%	119
HH owns fax machine	2,647	7.5%	124
Purchased audio equipment in last 12 months	3,498	9.9%	102
Purchased headphones in last 12 months	1,401	4.0%	99
HH owns camcorder	8,406	23.7%	122
Purchased camcorder in last 12 months	792	2.2%	105
HH owns CD player	18,295	51.6%	112
Purchased CD player in last 12 months	1,406	4.0%	103
HH owns DVD player	25,157	71.0%	107
Purchased DVD player in last 12 months	3,604	10.2%	105
HH owns 1 TV	5,377	15.2%	77
HH owns 2 TVs	9,030	25.5%	97
HH owns 3 TVs	8,440	23.8%	106
HH owns 4+ TVs	9,331	26.3%	125
HH owns miniature screen TV (<13 in)	3,087	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	957	2.7%	97
HH owns regular screen TV (13-26 in)	15,876	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	7,732	21.8%	94
HH owns large screen TV (27-35 in)	17,390	49.1%	105
Most recent TV purchase: large screen (27-35 in)	10,904	30.8%	97
HH owns big screen TV (36-42 in)	7,976	22.5%	119
Most recent TV purchase: big screen (36-42 in)	5,711	16.1%	114
HH owns giant screen TV (over 42 in)	6,339	17.9%	126
Most recent TV purchase: giant screen (over 42 in)	4,965	14.0%	125
HH owns LCD TV	8,316	23.5%	122
HH owns plasma TV	3,409	9.6%	116
HH owns projection TV	2,333	6.6%	122
HH owns video game system	12,894	36.4%	109
Purchased video game system in last 12 months	4,301	12.1%	113
HH owns video game system: handheld	6,226	17.6%	114
HH owns video game system: attached to TV/computer	11,420	32.2%	109
HH owns video game system: Game Boy	2,745	7.7%	112
HH owns video game system: Game Boy Advance/SP	2,715	7.7%	116
HH owns video game system: Nintendo DS	3,224	9.1%	120

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

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

March 27, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,957	5.5%	110
HH owns video game system: Nintendo Wii	3,000	8.5%	126
HH owns video game system: PlayStation 2	6,089	17.2%	104
HH owns video game system: PlayStation 3	1,412	4.0%	110
HH owns video game system: Sony PlayStation/PS One	1,509	4.3%	105
HH owns video game system: Sony PSP	1,091	3.1%	105
HH owns video game system: Xbox	2,243	6.3%	106
HH owns video game system: Xbox 360	2,641	7.5%	115
HH purchased 5+ video games in last 12 months	2,516	7.1%	109
HH spent \$101+ on video games in last 12 months	3,205	9.0%	112
Owns MP3 player	21,397	31.0%	116
Purchased MP3 player in last 12 months	8,112	11.8%	115
Owns Apple iPod	9,217	13.4%	120
Purchased Apple iPod in last 12 months	2,744	4.0%	117
Have any access to the Internet	63,333	91.7%	108
Have access to Internet: at home	56,585	82.0%	116
Have access to Internet: at work	31,265	45.3%	121
Have access to Internet: at school/library	18,412	26.7%	106
Have access to Internet: not hm/work/school/library	14,511	21.0%	108
Use Internet less than once a week	2,106	3.1%	77
Use Internet 1-2 times per week	3,255	4.7%	85
Use Internet 3-6 times per week	5,591	8.1%	101
Use Internet once a day	8,382	12.1%	110
Use Internet 2-4 times per day	14,829	21.5%	122
Use Internet 5 or more times per day	21,662	31.4%	125
Any Internet or online usage in last 30 days	55,822	80.9%	115
Used Internet in last 30 days: at home	51,323	74.3%	120
Used Internet in last 30 days: at work	27,535	39.9%	125
Used Internet in last 30 days: at school/library	5,081	7.4%	96
Used Internet/30 days: not home/work/school/library	6,928	10.0%	109
Internet last 30 days: used email	51,099	74.0%	119
Internet last 30 days: used Instant Messenger	19,067	27.6%	109
Internet last 30 days: paid bills online	27,803	40.3%	122
Internet last 30 days: visited online blog	7,715	11.2%	117
Internet last 30 days: wrote online blog	2,756	4.0%	108
Internet last 30 days: visited chat room	2,900	4.2%	90
Internet last 30 days: looked for employment	9,343	13.5%	103
Internet last 30 days: played games online	14,769	21.4%	102
Internet last 30 days: traded/tracked investments	11,051	16.0%	143
Internet last 30 days: downloaded music	14,172	20.5%	111
Internet last 30 days: made phone call	3,090	4.5%	121
Internet last 30 days: made personal purchase	27,398	39.7%	129
Internet last 30 days: made business purchase	8,528	12.4%	130
Internet last 30 days: made travel plans	16,202	23.5%	136
Internet last 30 days: watched online video	15,275	22.1%	115
Internet last 30 days: obtained new/used car info	7,372	10.7%	121
Internet last 30 days: obtained financial info	21,455	31.1%	130
Internet last 30 days: obtained medical info	14,122	20.5%	123
Internet last 30 days: obtained latest news	33,116	48.0%	125
Internet last 30 days: obtained real estate info	9,819	14.2%	132

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	20,105	29.1%	126
Ordered anything on Internet in last 12 months	30,937	44.8%	130
Ordered on Internet/12 mo: airline ticket	16,523	23.9%	143
Ordered on Internet/12 mo: CD/tape	3,928	5.7%	130
Ordered on Internet/12 mo: clothing	13,074	18.9%	130
Ordered on Internet/12 mo: computer	2,986	4.3%	126
Ordered on Internet/12 mo: computer peripheral	3,901	5.7%	130
Ordered on Internet/12 mo: DVD	5,518	8.0%	122
Ordered on Internet/12 mo: flowers	4,638	6.7%	145
Ordered on Internet/12 mo: software	5,143	7.4%	131
Ordered on Internet/12 mo: tickets (concerts etc.)	9,066	13.1%	136
Ordered on Internet/12 mo: toy	4,427	6.4%	129
Purchased item from amazon.com in last 12 months	12,871	18.6%	133
Purchased item from barnes&noble.com in last 12 mo	2,997	4.3%	136
Purchased item from bestbuy.com in last 12 months	2,208	3.2%	127
Purchased item from ebay.com in last 12 months	7,506	10.9%	117
Purchased item from walmart.com in last 12 months	3,001	4.3%	106
Spent on Internet orders last 12 months: <\$100	4,101	5.9%	109
Spent on Internet orders last 12 months: \$100-199	4,157	6.0%	111
Spent on Internet orders last 12 months: \$200-499	6,975	10.1%	121
Spent on Internet orders last 12 months: \$500+	14,107	20.4%	140
Connection to Internet from home: dial-up modem	4,522	6.6%	79
Connection to Internet from home: cable modem	24,005	34.8%	129
Connection to Internet from home: DSL	19,722	28.6%	116
Connection to Internet from home: wireless	12,166	17.6%	128
Connection to Internet from home: any broadband	49,922	72.3%	122
DVDs rented in last 30 days: 1	1,969	2.9%	108
DVDs rented in last 30 days: 2	3,759	5.4%	118
DVDs rented in last 30 days: 3	2,565	3.7%	116
DVDs rented in last 30 days: 4	2,932	4.2%	110
DVDs rented in last 30 days: 5+	10,324	15.0%	113
Rented video tape/DVD last month: action/adventure	15,637	22.7%	112
Rented video tape/DVD last month: classic	4,030	5.8%	112
Rented video tape/DVD last month: comedy	15,999	23.2%	112
Rented video tape/DVD last month: drama	10,882	15.8%	116
Rented video tape/DVD last month: family/children	6,904	10.0%	112
Rented video tape/DVD last month: foreign	1,521	2.2%	111
Rented video tape/DVD last month: horror	4,588	6.6%	90
Rented video tape/DVD last month: romance	5,521	8.0%	106
Rented video tape/DVD last month: science fiction	3,730	5.4%	102
Rented video tape/DVD last mo at Blockbuster Video	10,502	15.2%	126
Rented video tape/DVD last mo at Hollywood Video	3,155	4.6%	111
Bought video tape/DVD last month: action/adventure	5,707	8.3%	99
Bought video tape/DVD last month: classic	1,599	2.3%	85
Bought video tape/DVD last month: comedy	5,520	8.0%	99
Bought video tape/DVD last month: drama	2,944	4.3%	99
Bought video tape/DVD last month: family/children	4,167	6.0%	102
Bought video tape/DVD last month: horror	1,521	2.2%	70
Bought video tape/DVD last month: romance	1,677	2.4%	95

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,704	2.5%	99
Bought blank video tape in last 6 months	7,796	11.3%	100
Bought 7+ blank video tapes in last 6 months	1,687	2.4%	94
DVDs purchased in last 30 days: 1	3,814	5.5%	111
DVDs purchased in last 30 days: 2	3,514	5.1%	107
DVDs purchased in last 30 days: 3-4	3,160	4.6%	99
DVDs purchased in last 30 days: 5+	3,123	4.5%	87
Bought any camera in last 12 months	9,459	13.7%	107
Spent on cameras in last 12 months: <\$100	2,582	3.7%	84
Spent on cameras in last 12 months: \$100-199	2,336	3.4%	112
Spent on cameras in last 12 months: \$200+	3,335	4.8%	122
Own APS (point & shoot or SLR) camera	2,460	3.6%	129
Own digital camera	27,619	40.0%	121
Bought digital camera in last 12 months	5,590	8.1%	118
Own digital point & shoot camera	20,928	30.3%	122
Bought digital point & shoot camera in last 12 mo	3,980	5.8%	117
Own digital SLR camera	7,690	11.1%	120
Bought digital SLR camera in last 12 months	1,740	2.5%	112
Own 35mm auto focus point & shoot camera	3,490	5.1%	108
Own 35mm auto focus single lens reflex camera	2,024	2.9%	123
Own 35mm auto focus zoom camera	4,072	5.9%	105
Own 35mm single lens reflex camera	2,569	3.7%	124
Own Canon camera	13,466	19.5%	124
Bought Canon camera in last 12 months	1,758	2.5%	120
Own Fuji camera	2,711	3.9%	97
Own Kodak camera	8,028	11.6%	98
Bought Kodak camera in last 12 months	1,695	2.5%	83
Own Nikon camera	4,724	6.8%	126
Own Olympus camera	4,113	6.0%	131
Own Polaroid camera	1,330	1.9%	78
Bought any camera accessory in last 12 months	34,020	49.3%	115
Bought film in last 12 months	13,362	19.4%	101
Bought film in last 12 months: <3 rolls	6,118	8.9%	100
Bought film in last 12 months: 3-6 rolls	4,331	6.3%	100
Bought film in last 12 months: 7+ rolls	2,923	4.2%	100
Bought film in last 12 mo: APS (color prints)	1,913	2.8%	104
Bought film in last 12 mo: instant developing	1,197	1.7%	87
Bought film in last 12 mo: 35mm (black & white)	655	0.9%	100
Bought film in last 12 mo: 35mm (color prints)	8,028	11.6%	102
Bought Fuji film in last 12 months	3,384	4.9%	97
Bought Kodak film in last 12 months	8,379	12.1%	102
Bought store-brand film in last 12 months	1,474	2.1%	100
Purchased film in last 12 mo: department store	1,915	2.8%	75
Purchased film in last 12 mo: discount store	3,128	4.5%	95

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	3,532	5.1%	109
Purchased film in last 12 mo: grocery store	1,499	2.2%	101
Purchased film in last 12 mo: 1 hour service store	1,519	2.2%	87
Had film processed at discount store	2,172	3.1%	95
Had film processed at drug store	3,213	4.7%	109
Had film processed at 1 hour service store	1,850	2.7%	92
Bought memory card for camera in last 12 months	6,127	8.9%	116
Own memory card for camera	20,754	30.1%	121

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		4,499	4,544	
Population 18+		3,615	3,676	
Households		2,130	2,159	
Median Household Income		\$46,694	\$54,801	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		1,985	54.9%	111
Bank/financial institution: use savings & loan		413	11.4%	109
Bank/financial institution: use credit union		821	22.7%	100
Bank/financial institution: use fed savings bank		81	2.2%	97
Bank/financial institution: use mutual funds co		173	4.8%	147
Bank/financial institution: use Internet Bank		152	4.2%	97
Used ATM/cash machine in last 12 months		1,906	52.7%	104
Banked in person in last 12 months		1,924	53.2%	103
Banked by mail in last 12 months		254	7.0%	131
Banked by phone in last 12 months		553	15.3%	102
Did banking over the Internet in last 12 months		972	26.9%	99
Used direct deposit of paycheck in last 12 months		1,523	42.1%	109
Have interest checking account		1,349	37.3%	116
Have non-interest checking account		995	27.5%	103
Have money market account		595	16.5%	134
Have savings account		1,399	38.7%	106
Have 401K retirement savings		607	16.8%	95
Have IRA retirement savings		636	17.6%	117
Have auto loan for new car		407	11.3%	98
Have personal loan for education only		124	3.4%	85
Have personal loan-not for education		56	1.5%	62
Have home mortgage (1st)		699	19.3%	101
Have 2nd mortgage (equity loan)		226	6.3%	99
Have home equity line of credit		254	7.0%	117
Have personal line of credit		186	5.1%	114
Have overdraft protection		484	13.4%	101
Own any securities investment		1,101	30.5%	122
Own annuities		149	4.1%	136
Own certificate of deposit (6 months or less)		181	5.0%	142
Own certificate of deposit (more than 6 months)		230	6.4%	114
Own common/preferred stock in company you work for		113	3.1%	104
Own common stock in company you don't work for		344	9.5%	151
Own insured money market account (bank)		116	3.2%	156
Own shares in money market fund		321	8.9%	134
Own shares in mutual fund (bonds)		273	7.6%	127
Own shares in mutual fund (stock)		388	10.7%	114
Own any stock		460	12.7%	138
Own stock with market value <\$10000		135	3.7%	120
Own stock with market value \$10000-49999		120	3.3%	133
Own stock with market value \$50000+		132	3.7%	146

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	276	7.6%	111
Used financial planning counsel in last 12 months	336	9.3%	118
Used full service brokerage firm in last 12 months	324	9.0%	145
Own any credit/debit card (in own name)	2,879	79.6%	108
Own American Express card (in own name)	523	14.5%	116
Own Discover card (in own name)	436	12.1%	108
Own MasterCard (in own name)	1,371	37.9%	111
Own Visa (in own name)	1,936	53.6%	109
Own any department store credit card (in own name)	1,339	37.0%	119
Avg monthly credit card expenditures: <\$111	490	13.6%	98
Avg monthly credit card expenditures: \$111-225	293	8.1%	104
Avg monthly credit card expenditures: \$226-450	296	8.2%	110
Avg monthly credit card expenditures: \$451-700	253	7.0%	110
Avg monthly credit card expenditures: \$701+	605	16.7%	125

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

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

March 27, 2012

Made with Esri Business Analyst



# Financial Investments Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Population 18+		17,297	18,017
Households		9,142	9,485
Median Household Income		\$71,053	\$81,937

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		<b>MPI</b>
	<b>Adults</b>	<b>Percent</b>	
Bank/financial institution: use full service bank	9,571	55.3%	112
Bank/financial institution: use savings & loan	1,949	11.3%	108
Bank/financial institution: use credit union	4,484	25.9%	115
Bank/financial institution: use fed savings bank	438	2.5%	110
Bank/financial institution: use mutual funds co	766	4.4%	136
Bank/financial institution: use Internet Bank	822	4.8%	110
Used ATM/cash machine in last 12 months	10,067	58.2%	115
Banked in person in last 12 months	9,923	57.4%	111
Banked by mail in last 12 months	1,109	6.4%	120
Banked by phone in last 12 months	2,877	16.6%	111
Did banking over the Internet in last 12 months	5,789	33.5%	123
Used direct deposit of paycheck in last 12 months	7,623	44.1%	114
Have interest checking account	6,744	39.0%	121
Have non-interest checking account	4,872	28.2%	106
Have money market account	3,035	17.5%	142
Have savings account	7,327	42.4%	117
Have 401K retirement savings	3,911	22.6%	128
Have IRA retirement savings	3,472	20.1%	133
Have auto loan for new car	2,270	13.1%	114
Have personal loan for education only	770	4.5%	110
Have personal loan-not for education	381	2.2%	88
Have home mortgage (1st)	4,336	25.1%	130
Have 2nd mortgage (equity loan)	1,539	8.9%	142
Have home equity line of credit	1,503	8.7%	145
Have personal line of credit	980	5.7%	125
Have overdraft protection	2,891	16.7%	126
Own any securities investment	5,517	31.9%	128
Own annuities	643	3.7%	122
Own certificate of deposit (6 months or less)	794	4.6%	131
Own certificate of deposit (more than 6 months)	1,141	6.6%	118
Own common/preferred stock in company you work for	741	4.3%	142
Own common stock in company you don't work for	1,602	9.3%	147
Own insured money market account (bank)	530	3.1%	149
Own shares in money market fund	1,688	9.8%	147
Own shares in mutual fund (bonds)	1,450	8.4%	141
Own shares in mutual fund (stock)	2,243	13.0%	138
Own any stock	2,255	13.0%	142
Own stock with market value <\$10000	657	3.8%	122
Own stock with market value \$10000-49999	597	3.5%	138
Own stock with market value \$50000+	668	3.9%	155

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,402	8.1%	118
Used financial planning counsel in last 12 months	1,818	10.5%	134
Used full service brokerage firm in last 12 months	1,462	8.5%	136
Own any credit/debit card (in own name)	14,145	81.8%	111
Own American Express card (in own name)	3,067	17.7%	143
Own Discover card (in own name)	2,202	12.7%	114
Own MasterCard (in own name)	6,946	40.2%	117
Own Visa (in own name)	9,734	56.3%	115
Own any department store credit card (in own name)	6,341	36.7%	118
Avg monthly credit card expenditures: <\$111	2,279	13.2%	95
Avg monthly credit card expenditures: \$111-225	1,387	8.0%	103
Avg monthly credit card expenditures: \$226-450	1,447	8.4%	112
Avg monthly credit card expenditures: \$451-700	1,313	7.6%	119
Avg monthly credit card expenditures: \$701+	3,390	19.6%	147

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		92,480	95,424	
Population 18+		69,038	71,554	
Households		35,427	36,616	
Median Household Income		\$72,738	\$82,066	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		38,216	55.4%	112
Bank/financial institution: use savings & loan		7,790	11.3%	108
Bank/financial institution: use credit union		18,481	26.8%	118
Bank/financial institution: use fed savings bank		1,726	2.5%	109
Bank/financial institution: use mutual funds co		2,944	4.3%	131
Bank/financial institution: use Internet Bank		3,404	4.9%	114
Used ATM/cash machine in last 12 months		40,791	59.1%	116
Banked in person in last 12 months		39,855	57.7%	111
Banked by mail in last 12 months		4,415	6.4%	120
Banked by phone in last 12 months		11,616	16.8%	112
Did banking over the Internet in last 12 months		23,693	34.3%	126
Used direct deposit of paycheck in last 12 months		30,846	44.7%	116
Have interest checking account		27,207	39.4%	122
Have non-interest checking account		19,838	28.7%	108
Have money market account		12,036	17.4%	142
Have savings account		29,651	42.9%	118
Have 401K retirement savings		16,006	23.2%	131
Have IRA retirement savings		13,992	20.3%	135
Have auto loan for new car		9,323	13.5%	117
Have personal loan for education only		3,094	4.5%	111
Have personal loan-not for education		1,561	2.3%	90
Have home mortgage (1st)		17,762	25.7%	134
Have 2nd mortgage (equity loan)		6,175	8.9%	142
Have home equity line of credit		5,846	8.5%	141
Have personal line of credit		3,786	5.5%	121
Have overdraft protection		11,559	16.7%	126
Own any securities investment		22,054	31.9%	128
Own annuities		2,715	3.9%	130
Own certificate of deposit (6 months or less)		3,026	4.4%	125
Own certificate of deposit (more than 6 months)		4,685	6.8%	122
Own common/preferred stock in company you work for		2,853	4.1%	137
Own common stock in company you don't work for		6,278	9.1%	144
Own insured money market account (bank)		1,993	2.9%	140
Own shares in money market fund		6,571	9.5%	143
Own shares in mutual fund (bonds)		5,691	8.2%	139
Own shares in mutual fund (stock)		9,131	13.2%	141
Own any stock		8,836	12.8%	139
Own stock with market value <\$10000		2,534	3.7%	118
Own stock with market value \$10000-49999		2,360	3.4%	136
Own stock with market value \$50000+		2,528	3.7%	147

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

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

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	5,767	8.4%	122
Used financial planning counsel in last 12 months	7,508	10.9%	138
Used full service brokerage firm in last 12 months	5,982	8.7%	140
Own any credit/debit card (in own name)	56,759	82.2%	111
Own American Express card (in own name)	11,992	17.4%	140
Own Discover card (in own name)	9,169	13.3%	119
Own MasterCard (in own name)	27,934	40.5%	118
Own Visa (in own name)	39,233	56.8%	116
Own any department store credit card (in own name)	25,527	37.0%	119
Avg monthly credit card expenditures: <\$111	9,326	13.5%	97
Avg monthly credit card expenditures: \$111-225	5,722	8.3%	106
Avg monthly credit card expenditures: \$226-450	5,811	8.4%	113
Avg monthly credit card expenditures: \$451-700	5,199	7.5%	118
Avg monthly credit card expenditures: \$701+	13,398	19.4%	145

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		4,499	4,544	
Population 18+		3,615	3,676	
Households		2,130	2,159	
Median Household Income		\$46,694	\$54,801	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		909	42.7%	83
HH owns any bird		42	2.0%	68
HH owns any cat		451	21.2%	88
HH owns any dog		607	28.5%	75
HH owns 1 cat		269	12.6%	99
HH owns 2+ cats		182	8.5%	74
HH owns 1 dog		417	19.6%	83
HH owns 2+ dogs		189	8.9%	60
HH used canned cat food in last 6 months		244	11.5%	98
HH used <4 cans of cat food in last 7 days		77	3.6%	83
HH used 8+ cans of cat food in last 7 days		83	3.9%	108
HH used packaged dry cat food in last 6 months		422	19.8%	85
HH used <5 pounds of packaged dry cat food last mo		161	7.6%	93
HH used 11+ pounds of packaged dry cat food last mo		106	5.0%	69
HH used cat treats in last 6 months		183	8.6%	84
HH used cat litter in last 6 months		398	18.7%	91
HH used canned dog food in last 6 months		239	11.2%	85
HH used packaged dry dog food in last 6 months		580	27.2%	75
HH used <10 pounds of pkgd dry dog food last month		272	12.8%	77
HH used 25+ pounds of pkgd dry dog food last month		158	7.4%	67
HH used dog biscuits/treats in last 6 months		486	22.8%	77
HH used <2 packages of dog biscuits/treats last mo		226	10.6%	72
HH used 4+ packages of dog biscuits/treats last mo		93	4.4%	79
HH used flea/tick care prod for cat/dog last 12 mo		549	25.8%	76
HH member took pet to vet in last 12 mo: 1 time		225	10.6%	83
HH member took pet to vet in last 12 mo: 2 times		209	9.8%	89
HH member took pet to vet in last 12 mo: 3 times		89	4.2%	74
HH member took pet to vet in last 12 mo: 4 times		74	3.5%	84
HH member took pet to vet in last 12 mo: 5+ times		85	4.0%	71
Bought pet food from vet in last 12 months		106	5.0%	97
Bought flea control product from vet in last 12 mo		242	11.4%	85

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary		2010	2015
Population		22,952	23,770
Population 18+		17,297	18,017
Households		9,142	9,485
Median Household Income		\$71,053	\$81,937
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	5,072	55.5%	107
HH owns any bird	251	2.7%	95
HH owns any cat	2,365	25.9%	107
HH owns any dog	3,675	40.2%	106
HH owns 1 cat	1,262	13.8%	108
HH owns 2+ cats	1,103	12.1%	104
HH owns 1 dog	2,359	25.8%	110
HH owns 2+ dogs	1,316	14.4%	98
HH used canned cat food in last 6 months	1,166	12.8%	110
HH used <4 cans of cat food in last 7 days	410	4.5%	103
HH used 8+ cans of cat food in last 7 days	356	3.9%	108
HH used packaged dry cat food in last 6 months	2,282	25.0%	108
HH used <5 pounds of packaged dry cat food last mo	833	9.1%	112
HH used 11+ pounds of packaged dry cat food last mo	618	6.8%	94
HH used cat treats in last 6 months	998	10.9%	106
HH used cat litter in last 6 months	2,076	22.7%	111
HH used canned dog food in last 6 months	1,260	13.8%	104
HH used packaged dry dog food in last 6 months	3,537	38.7%	106
HH used <10 pounds of pkgd dry dog food last month	1,600	17.5%	105
HH used 25+ pounds of pkgd dry dog food last month	1,046	11.4%	104
HH used dog biscuits/treats in last 6 months	2,942	32.2%	109
HH used <2 packages of dog biscuits/treats last mo	1,513	16.6%	112
HH used 4+ packages of dog biscuits/treats last mo	488	5.3%	96
HH used flea/tick care prod for cat/dog last 12 mo	3,217	35.2%	104
HH member took pet to vet in last 12 mo: 1 time	1,295	14.2%	112
HH member took pet to vet in last 12 mo: 2 times	1,109	12.1%	110
HH member took pet to vet in last 12 mo: 3 times	544	6.0%	106
HH member took pet to vet in last 12 mo: 4 times	387	4.2%	102
HH member took pet to vet in last 12 mo: 5+ times	569	6.2%	111
Bought pet food from vet in last 12 months	539	5.9%	115
Bought flea control product from vet in last 12 mo	1,373	15.0%	113

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary		2010	2015
Population		92,480	95,424
Population 18+		69,038	71,554
Households		35,427	36,616
Median Household Income		\$72,738	\$82,066
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		19,533	107
HH owns any bird		969	94
HH owns any cat		8,681	102
HH owns any dog		14,246	106
HH owns 1 cat		4,731	104
HH owns 2+ cats		3,949	96
HH owns 1 dog		9,266	111
HH owns 2+ dogs		4,979	96
HH used canned cat food in last 6 months		4,228	103
HH used <4 cans of cat food in last 7 days		1,540	100
HH used 8+ cans of cat food in last 7 days		1,224	96
HH used packaged dry cat food in last 6 months		8,360	102
HH used <5 pounds of packaged dry cat food last mo		3,024	105
HH used 11+ pounds of packaged dry cat food last mo		2,262	89
HH used cat treats in last 6 months		3,668	101
HH used cat litter in last 6 months		7,575	105
HH used canned dog food in last 6 months		4,747	101
HH used packaged dry dog food in last 6 months		13,674	106
HH used <10 pounds of pkgd dry dog food last month		6,147	104
HH used 25+ pounds of pkgd dry dog food last month		3,919	101
HH used dog biscuits/treats in last 6 months		11,415	109
HH used <2 packages of dog biscuits/treats last mo		5,886	112
HH used 4+ packages of dog biscuits/treats last mo		1,891	96
HH used flea/tick care prod for cat/dog last 12 mo		12,348	103
HH member took pet to vet in last 12 mo: 1 time		4,915	109
HH member took pet to vet in last 12 mo: 2 times		4,268	109
HH member took pet to vet in last 12 mo: 3 times		2,119	106
HH member took pet to vet in last 12 mo: 4 times		1,585	108
HH member took pet to vet in last 12 mo: 5+ times		2,192	111
Bought pet food from vet in last 12 months		1,963	108
Bought flea control product from vet in last 12 mo		5,260	111

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

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

March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
 Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,499	4,544
Population 18+		3,615	3,676
Households		2,130	2,159
Median Household Income		\$46,694	\$54,801

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		<b>MPI</b>
	<b>Adults</b>	<b>Percent</b>	
Exercise at home 2+ times per week	1,127	31.2%	104
Exercise at club 2+ times per week	473	13.1%	107
Exercise at other facility (not club) 2+ times/wk	300	8.3%	103
Own stationary bicycle	210	5.8%	103
Own treadmill	318	8.8%	90
Own weight lifting equipment	454	12.6%	97
Presently controlling diet	1,582	43.8%	106
Diet control for blood sugar level	248	6.9%	93
Diet control for cholesterol level	476	13.2%	130
Diet control to maintain weight	460	12.7%	114
Diet control for physical fitness	362	10.0%	100
Diet control for salt restriction	165	4.6%	137
Diet control for weight loss	584	16.2%	114
Used doctor's care/diet for diet method	112	3.1%	103
Used exercise program for diet method	328	9.1%	107
Used Weight Watchers as diet method	132	3.7%	120
Buy foods specifically labeled as fat-free	692	19.1%	109
Buy foods specifically labeled as high fiber	510	14.1%	123
Buy foods specifically labeled as high protein	219	6.1%	111
Buy foods specifically labeled as lactose-free	62	1.7%	93
Buy foods specifically labeled as low-calorie	408	11.3%	104
Buy foods specifically labeled as low-carb	315	8.7%	113
Buy foods specifically labeled as low-cholesterol	369	10.2%	123
Buy foods specifically labeled as low-fat	595	16.5%	124
Buy foods specifically labeled as low-sodium	407	11.3%	125
Buy foods specifically labeled as natural/organic	327	9.0%	108
Buy foods specifically labeled as sugar-free	484	13.4%	101
Used butter alternatives in last 6 months	168	4.6%	111
Used egg alternatives in last 6 months	522	14.4%	102
Used salt alternatives in last 6 months	923	25.5%	92
Drank meal/dietary supplement in last 6 months	236	6.5%	89
Used nutrition/energy bar in last 6 months	533	14.7%	104
Drank sports drink/thirst quencher in last 6 mo	1,011	28.0%	88
Used vitamin/dietary supplement in last 6 months	1,937	53.6%	110
Vitamin/dietary suppl used/6 mo: antioxidant	99	2.7%	94
Vitamin/dietary suppl used/6 mo: B complex	176	4.9%	100
Vitamin/dietary suppl used/6 mo: B complex+C	64	1.8%	91
Vitamin/dietary suppl used/6 mo: B-6	83	2.3%	113
Vitamin/dietary suppl used/6 mo: B-12	208	5.8%	102
Vitamin/dietary suppl used/6 mo: C	340	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium	477	13.2%	123

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	247	6.8%	139
Vitamin/dietary suppl used/6 mo: E	207	5.7%	115
Vitamin/dietary suppl used/6 mo: garlic	67	1.9%	109
Vitamin/dietary suppl used/6 mo: glucosamine	213	5.9%	128
Vitamin/dietary suppl used/6 mo: multiple formula	498	13.8%	117
Vitamin/dietary suppl used/6 mo: multiple w/iron	148	4.1%	95
Vitamin/dietary suppl used/6 mo: mult w/minerals	243	6.7%	113
Vitamin/dietary suppl used/6 mo: zinc	80	2.2%	96
Vitamin/dietary suppl/6 mo: Caltrate 600	155	4.3%	162
Vitamin/dietary suppl/6 mo: Centrum	216	6.0%	102
Vitamin/dietary suppl/6 mo: Nature Made	246	6.8%	116
Visited doctor in last 12 months	2,952	81.7%	105
Visited doctor in last 12 months: 1-3 times	1,140	31.5%	93
Visited doctor in last 12 months: 4-7 times	882	24.4%	110
Visited doctor in last 12 months: 8+ times	929	25.7%	119
Visited doctor in last 12 mo: allergist	89	2.5%	103
Visited doctor in last 12 mo: cardiologist	330	9.1%	129
Visited doctor in last 12 mo: chiropractor	267	7.4%	99
Visited doctor in last 12 mo: dentist	1,520	42.0%	111
Visited doctor in last 12 mo: dermatologist	305	8.4%	118
Visited doctor in last 12 mo: ear/nose/throat	174	4.8%	105
Visited doctor in last 12 mo: eye	922	25.5%	123
Visited doctor in last 12 mo: general/family	1,691	46.8%	110
Visited doctor in last 12 mo: internist	431	11.9%	163
Visited doctor in last 12 mo: physical therapist	184	5.1%	112
Visited doctor in last 12 mo: podiatrist	204	5.6%	167
Visited doctor in last 12 mo: urologist	180	5.0%	129
Visited nurse practitioner in last 12 months	133	3.7%	88
Wear regular/sun/tinted prescription eyeglasses	1,447	40.0%	116
Wear bi-focals	660	18.3%	116
Wear disposable contact lenses	225	6.2%	96
Wear soft contact lenses	303	8.4%	95
Spent on contact lenses in last 12 mo: <\$100	97	2.7%	96
Spent on contact lenses in last 12 mo: \$100-199	119	3.3%	88
Spent on contact lenses in last 12 mo: \$200+	108	3.0%	99
Bought prescription eyewear: discount optical ctr	304	8.4%	105
Bought prescription eyewear: from eye doctor	1,115	30.8%	120
Bought prescription eyewear: retail optical chain	446	12.3%	111
Used prescription drug for allergy/hay fever	300	8.3%	118
Used prescription drug for anxiety/panic	131	3.6%	89
Used prescription drug for arthritis/rheumatism	124	3.4%	130
Used prescription drug for asthma	186	5.1%	126
Used prescription drug for backache/back pain	273	7.6%	102
Used prescription drug for depression	208	5.8%	98
Used prescr drug for diabetes (insulin dependent)	79	2.2%	111
Used prescr drug for diabetes (non-insulin)	111	3.1%	82
Used prescription drug for eczema/skin itch/rash	95	2.6%	126

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	255	7.1%	107
Used prescription drug for high blood pressure	526	14.6%	117
Used prescription drug for high cholesterol	463	12.8%	147
Used prescription drug for migraine headache	118	3.3%	88
Used prescription drug for sinus congest./headache	137	3.8%	78
Used prescription drug for urinary tract infection	113	3.1%	100
Used last 6 mo: adhesive bandages	2,125	58.8%	106
Used last 6 mo: athlete's foot/foot care product	468	12.9%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,652	45.7%	96
Used last 6 mo: children's cold tablets/liquids	439	12.1%	80
Used last 6 mo: contact lens cleaning solution	444	12.3%	101
Used last 6 mo: cotton swabs	1,644	45.5%	95
Used last 6 mo: cough/sore throat drops (nonprescr)	1,688	46.7%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,128	31.2%	91
Used last 6 mo: children's cough syrup	373	10.3%	72
Used last 6 mo: diarrhea remedy	527	14.6%	89
Used last 6 mo: eye wash and drops	1,098	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	3,022	83.6%	100
Used last 6 mo: hemorrhoid remedy	373	10.3%	116
Used last 6 mo: indigestion/upset stomach remedy	1,584	43.8%	97
Used last 6 mo: lactose intolerance product	115	3.2%	90
Used last 6 mo: laxative/fiber supplement	539	14.9%	107
Used last 6 mo: medicated skin ointment	1,207	33.4%	106
Used last 6 mo: medicated throat remedy	349	9.7%	84
Used last 6 mo: nasal spray	543	15.0%	95
Used last 6 mo: pain reliever/fever reducer (kids)	695	19.2%	87
Used last 6 mo: pain relieving rub/liquid/patch	841	23.3%	92
Used last 6 mo: sleeping tablets (nonprescription)	243	6.7%	124
Used last 12 mo: sunburn remedy	508	14.1%	91
Used last 12 mo: suntan/sunscreen product	1,492	41.3%	108
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,152	31.9%	106
Used last 6 mo: toothache/gum/canker sore remedy	596	16.5%	98
Used last 6 mo: vitamins for children	505	14.0%	95
Used body powder in last 6 months	991	27.4%	99
Used body powder <3 times in last 7 days	448	12.4%	105
Used body powder 8+ times in last 7 days	60	1.7%	76
Used body wash/shower gel in last 6 months	1,855	51.3%	99
Used breath freshener in last 6 months	1,521	42.1%	90
Used complexion care product in last 6 months	1,723	47.7%	101
Used complexion care product <7 times last week	445	12.3%	90
Used complexion care product 11+ times last week	651	18.0%	108
Used complexion care prod: dry facial skin type	319	8.8%	121
Used complexion care prod: normal facial skin type	525	14.5%	95
Used complexion care prod: oily facial skin type	190	5.3%	87
Used dental floss in last 6 months	2,275	62.9%	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 2010 and 2015.



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	698	19.3%	96
Used denture adhesive/fixative in last 6 months	224	6.2%	99
Used denture cleaner in last 6 months	496	13.7%	124
Used deodorant/antiperspirant in last 6 months	3,318	91.8%	98
Used deodorant/antiperspirant <8 times last week	2,462	68.1%	99
Used deodorant/antiperspirant 15+ times last week	207	5.7%	95
Used disposable razor in last 6 months	1,864	51.6%	99
Used electric shaver in last 6 months	662	18.3%	97
Used hair coloring product (at home) last 6 months	730	20.2%	101
Used hair conditioner (at home) in last 6 months	2,248	62.2%	100
Used hair conditioning treatment (at home)/6 mo	822	22.7%	97
Used hair growth product in last 6 months	65	1.8%	79
Used hair mousse in last 6 months	573	15.9%	91
Used hair spray (at home) in last 6 months	1,316	36.4%	101
Used hair styling gel/lotion in last 6 months	874	24.2%	90
Used hand & body cream/lotion/oil in last 6 months	2,625	72.6%	100
Used hand & body cream/lotion/oil <5 times last wk	751	20.8%	97
Used hand & body cream/lotion/oil 9+ times last wk	883	24.4%	98
Used hand & body cream in last 6 months	633	17.5%	100
Used hand & body lotion in last 6 months	1,728	47.8%	97
Used hand & body oil in last 6 months	137	3.8%	73
Used lip care in last 6 months	2,005	55.5%	93
Used liquid soap/hand sanitizer in last 6 months	2,812	77.8%	101
Used mouthwash in last 6 months	2,361	65.3%	99
Used mouthwash <4 times in last 7 days	677	18.7%	87
Used mouthwash 8+ times in last 7 days	578	16.0%	101
Used shampoo (at home) in last 6 months	3,326	92.0%	100
Used shampoo plus conditioner prod (at home)/6 mo	663	18.3%	95
Used shaving cream/gel in last 6 months	1,861	51.5%	98
Used personal care soap (bar) in last 6 months	2,988	82.7%	99
Used personal care soap for antibacterial purpose	701	19.4%	101
Used personal care soap for complexion	282	7.8%	114
Used personal care soap for deodorant	580	16.0%	99
Use personal care soap for moisturizing	779	21.5%	100
Bought toothbrush in last 6 months	3,010	83.3%	98
Bought electric toothbrush in last 6 months	244	6.8%	101
Used toothpaste in last 6 months	3,386	93.7%	98
Used toothpaste <8 times in last 7 days	1,076	29.8%	93
Used toothpaste 15+ times in last 7 days	617	17.1%	105
Used toothpaste with baking soda in last 6 months	372	10.3%	90
Used toothpaste (gel) in last 6 months	1,022	28.3%	101
Used toothpaste (paste) in last 6 months	1,755	48.5%	100
Used whitening toothpaste in last 6 months	1,130	31.3%	90
Used tooth whitener (not toothpaste) last 6 months	340	9.4%	89
Had professional manicure/pedicure last 6 months	671	18.6%	108
Had professional facial/massage last 6 months	396	11.0%	116
Spent \$100+ at barber shops in last 6 months	216	6.0%	111
Spent \$100+ at beauty parlors in last 6 months	727	20.1%	127

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Demographic Summary		2010	2015
Population		22,952	23,770
Population 18+		17,297	18,017
Households		9,142	9,485
Median Household Income		\$71,053	\$81,937

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	5,752	33.3%	111
Exercise at club 2+ times per week	2,668	15.4%	126
Exercise at other facility (not club) 2+ times/wk	1,614	9.3%	116
Own stationary bicycle	1,144	6.6%	117
Own treadmill	2,061	11.9%	122
Own weight lifting equipment	2,690	15.6%	120
Presently controlling diet	7,721	44.6%	108
Diet control for blood sugar level	1,124	6.5%	89
Diet control for cholesterol level	1,889	10.9%	108
Diet control to maintain weight	2,276	13.2%	117
Diet control for physical fitness	2,074	12.0%	120
Diet control for salt restriction	533	3.1%	92
Diet control for weight loss	2,777	16.1%	113
Used doctor's care/diet for diet method	442	2.6%	85
Used exercise program for diet method	1,816	10.5%	124
Used Weight Watchers as diet method	643	3.7%	122
Buy foods specifically labeled as fat-free	3,321	19.2%	109
Buy foods specifically labeled as high fiber	2,394	13.8%	121
Buy foods specifically labeled as high protein	1,074	6.2%	113
Buy foods specifically labeled as lactose-free	334	1.9%	105
Buy foods specifically labeled as low-calorie	2,125	12.3%	113
Buy foods specifically labeled as low-carb	1,467	8.5%	110
Buy foods specifically labeled as low-cholesterol	1,551	9.0%	108
Buy foods specifically labeled as low-fat	2,773	16.0%	120
Buy foods specifically labeled as low-sodium	1,725	10.0%	111
Buy foods specifically labeled as natural/organic	1,832	10.6%	126
Buy foods specifically labeled as sugar-free	2,463	14.2%	107
Used butter alternatives in last 6 months	660	3.8%	91
Used egg alternatives in last 6 months	2,462	14.2%	100
Used salt alternatives in last 6 months	4,423	25.6%	92
Drank meal/dietary supplement in last 6 months	1,253	7.2%	99
Used nutrition/energy bar in last 6 months	2,965	17.1%	121
Drank sports drink/thirst quencher in last 6 mo	5,262	30.4%	95
Used vitamin/dietary supplement in last 6 months	9,240	53.4%	110
Vitamin/dietary suppl used/6 mo: antioxidant	488	2.8%	97
Vitamin/dietary suppl used/6 mo: B complex	934	5.4%	111
Vitamin/dietary suppl used/6 mo: B complex+C	280	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	342	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	938	5.4%	96
Vitamin/dietary suppl used/6 mo: C	1,609	9.3%	111
Vitamin/dietary suppl used/6 mo: calcium	2,134	12.3%	115

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	970	5.6%	114
Vitamin/dietary suppl used/6 mo: E	975	5.6%	113
Vitamin/dietary suppl used/6 mo: garlic	279	1.6%	95
Vitamin/dietary suppl used/6 mo: glucosamine	982	5.7%	123
Vitamin/dietary suppl used/6 mo: multiple formula	2,420	14.0%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	844	4.9%	113
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,208	7.0%	118
Vitamin/dietary suppl used/6 mo: zinc	411	2.4%	103
Vitamin/dietary suppl/6 mo: Caltrate 600	526	3.0%	115
Vitamin/dietary suppl/6 mo: Centrum	1,079	6.2%	107
Vitamin/dietary suppl/6 mo: Nature Made	1,195	6.9%	118
Visited doctor in last 12 months	14,209	82.1%	106
Visited doctor in last 12 months: 1-3 times	5,803	33.5%	99
Visited doctor in last 12 months: 4-7 times	4,196	24.3%	109
Visited doctor in last 12 months: 8+ times	4,211	24.3%	113
Visited doctor in last 12 mo: allergist	410	2.4%	99
Visited doctor in last 12 mo: cardiologist	1,365	7.9%	112
Visited doctor in last 12 mo: chiropractor	1,350	7.8%	105
Visited doctor in last 12 mo: dentist	7,482	43.3%	114
Visited doctor in last 12 mo: dermatologist	1,628	9.4%	132
Visited doctor in last 12 mo: ear/nose/throat	815	4.7%	102
Visited doctor in last 12 mo: eye	3,995	23.1%	112
Visited doctor in last 12 mo: general/family	7,853	45.4%	107
Visited doctor in last 12 mo: internist	1,661	9.6%	131
Visited doctor in last 12 mo: physical therapist	863	5.0%	110
Visited doctor in last 12 mo: podiatrist	684	4.0%	117
Visited doctor in last 12 mo: urologist	729	4.2%	109
Visited nurse practitioner in last 12 months	693	4.0%	96
Wear regular/sun/tinted prescription eyeglasses	6,451	37.3%	108
Wear bi-focals	2,818	16.3%	103
Wear disposable contact lenses	1,312	7.6%	117
Wear soft contact lenses	1,753	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	509	2.9%	106
Spent on contact lenses in last 12 mo: \$100-199	747	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	612	3.5%	117
Bought prescription eyewear: discount optical ctr	1,478	8.5%	107
Bought prescription eyewear: from eye doctor	4,712	27.2%	106
Bought prescription eyewear: retail optical chain	2,268	13.1%	118
Used prescription drug for allergy/hay fever	1,365	7.9%	113
Used prescription drug for anxiety/panic	651	3.8%	92
Used prescription drug for arthritis/rheumatism	377	2.2%	83
Used prescription drug for asthma	703	4.1%	99
Used prescription drug for backache/back pain	1,174	6.8%	92
Used prescription drug for depression	994	5.7%	97
Used prescr drug for diabetes (insulin dependent)	276	1.6%	81
Used prescr drug for diabetes (non-insulin)	510	2.9%	79
Used prescription drug for eczema/skin itch/rash	394	2.3%	109

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,124	6.5%	98
Used prescription drug for high blood pressure	2,145	12.4%	99
Used prescription drug for high cholesterol	1,685	9.7%	112
Used prescription drug for migraine headache	627	3.6%	98
Used prescription drug for sinus congest./headache	793	4.6%	94
Used prescription drug for urinary tract infection	542	3.1%	100
Used last 6 mo: adhesive bandages	10,114	58.5%	105
Used last 6 mo: athlete's foot/foot care product	2,222	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	8,233	47.6%	100
Used last 6 mo: children's cold tablets/liquids	2,499	14.4%	96
Used last 6 mo: contact lens cleaning solution	2,507	14.5%	119
Used last 6 mo: cotton swabs	8,599	49.7%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	7,956	46.0%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	5,473	31.6%	92
Used last 6 mo: children's cough syrup	2,285	13.2%	93
Used last 6 mo: diarrhea remedy	2,506	14.5%	88
Used last 6 mo: eye wash and drops	5,251	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	14,855	85.9%	102
Used last 6 mo: hemorrhoid remedy	1,575	9.1%	102
Used last 6 mo: indigestion/upset stomach remedy	7,784	45.0%	100
Used last 6 mo: lactose intolerance product	582	3.4%	95
Used last 6 mo: laxative/fiber supplement	2,319	13.4%	97
Used last 6 mo: medicated skin ointment	5,778	33.4%	106
Used last 6 mo: medicated throat remedy	1,711	9.9%	86
Used last 6 mo: nasal spray	2,877	16.6%	105
Used last 6 mo: pain reliever/fever reducer (kids)	3,874	22.4%	101
Used last 6 mo: pain relieving rub/liquid/patch	3,966	22.9%	91
Used last 6 mo: sleeping tablets (nonprescription)	1,008	5.8%	108
Used last 12 mo: sunburn remedy	2,729	15.8%	102
Used last 12 mo: suntan/sunscreen product	7,968	46.1%	120
Used last 12 mo: SPF 15+ suntan/sunscreen product	6,428	37.2%	124
Used last 6 mo: toothache/gum/canker sore remedy	2,659	15.4%	91
Used last 6 mo: vitamins for children	2,732	15.8%	107
Used body powder in last 6 months	4,467	25.8%	93
Used body powder <3 times in last 7 days	1,979	11.4%	97
Used body powder 8+ times in last 7 days	269	1.6%	71
Used body wash/shower gel in last 6 months	8,723	50.4%	97
Used breath freshener in last 6 months	7,718	44.6%	96
Used complexion care product in last 6 months	8,545	49.4%	105
Used complexion care product <7 times last week	2,266	13.1%	96
Used complexion care product 11+ times last week	3,165	18.3%	110
Used complexion care prod: dry facial skin type	1,333	7.7%	106
Used complexion care prod: normal facial skin type	2,898	16.8%	110
Used complexion care prod: oily facial skin type	1,002	5.8%	96
Used dental floss in last 6 months	11,721	67.8%	109

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

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



# Health and Beauty Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	3,202	18.5%	92
Used denture adhesive/fixative in last 6 months	753	4.4%	69
Used denture cleaner in last 6 months	1,496	8.6%	78
Used deodorant/antiperspirant in last 6 months	16,104	93.1%	100
Used deodorant/antiperspirant <8 times last week	11,992	69.3%	101
Used deodorant/antiperspirant 15+ times last week	925	5.3%	88
Used disposable razor in last 6 months	8,775	50.7%	97
Used electric shaver in last 6 months	3,249	18.8%	100
Used hair coloring product (at home) last 6 months	3,291	19.0%	95
Used hair conditioner (at home) in last 6 months	10,834	62.6%	101
Used hair conditioning treatment (at home)/6 mo	3,810	22.0%	94
Used hair growth product in last 6 months	379	2.2%	96
Used hair mousse in last 6 months	3,005	17.4%	100
Used hair spray (at home) in last 6 months	6,430	37.2%	103
Used hair styling gel/lotion in last 6 months	4,776	27.6%	103
Used hand & body cream/lotion/oil in last 6 months	12,626	73.0%	101
Used hand & body cream/lotion/oil <5 times last wk	3,626	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	4,233	24.5%	98
Used hand & body cream in last 6 months	3,133	18.1%	103
Used hand & body lotion in last 6 months	8,506	49.2%	100
Used hand & body oil in last 6 months	868	5.0%	97
Used lip care in last 6 months	10,498	60.7%	102
Used liquid soap/hand sanitizer in last 6 months	13,684	79.1%	103
Used mouthwash in last 6 months	11,098	64.2%	97
Used mouthwash <4 times in last 7 days	3,649	21.1%	98
Used mouthwash 8+ times in last 7 days	2,496	14.4%	91
Used shampoo (at home) in last 6 months	16,107	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	2,905	16.8%	87
Used shaving cream/gel in last 6 months	8,945	51.7%	99
Used personal care soap (bar) in last 6 months	14,220	82.2%	98
Used personal care soap for antibacterial purpose	3,249	18.8%	98
Used personal care soap for complexion	1,205	7.0%	102
Used personal care soap for deodorant	2,902	16.8%	104
Use personal care soap for moisturizing	3,758	21.7%	100
Bought toothbrush in last 6 months	14,666	84.8%	99
Bought electric toothbrush in last 6 months	1,459	8.4%	126
Used toothpaste in last 6 months	16,612	96.0%	100
Used toothpaste <8 times in last 7 days	5,082	29.4%	91
Used toothpaste 15+ times in last 7 days	2,876	16.6%	102
Used toothpaste with baking soda in last 6 months	1,677	9.7%	85
Used toothpaste (gel) in last 6 months	5,187	30.0%	108
Used toothpaste (paste) in last 6 months	8,680	50.2%	104
Used whitening toothpaste in last 6 months	6,338	36.6%	105
Used tooth whitener (not toothpaste) last 6 months	1,812	10.5%	99
Had professional manicure/pedicure last 6 months	3,487	20.2%	118
Had professional facial/massage last 6 months	2,148	12.4%	132
Spent \$100+ at barber shops in last 6 months	1,089	6.3%	117
Spent \$100+ at beauty parlors in last 6 months	3,701	21.4%	135

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		92,480	95,424	
Population 18+		69,038	71,554	
Households		35,427	36,616	
Median Household Income		\$72,738	\$82,066	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		23,292	33.7%	112
Exercise at club 2+ times per week		11,115	16.1%	131
Exercise at other facility (not club) 2+ times/wk		6,574	9.5%	118
Own stationary bicycle		4,613	6.7%	118
Own treadmill		8,336	12.1%	123
Own weight lifting equipment		11,335	16.4%	127
Presently controlling diet		31,170	45.1%	109
Diet control for blood sugar level		4,589	6.6%	91
Diet control for cholesterol level		7,492	10.9%	107
Diet control to maintain weight		9,132	13.2%	118
Diet control for physical fitness		8,432	12.2%	122
Diet control for salt restriction		2,038	3.0%	88
Diet control for weight loss		11,278	16.3%	115
Used doctor's care/diet for diet method		1,739	2.5%	84
Used exercise program for diet method		7,169	10.4%	122
Used Weight Watchers as diet method		2,599	3.8%	124
Buy foods specifically labeled as fat-free		13,514	19.6%	112
Buy foods specifically labeled as high fiber		9,929	14.4%	125
Buy foods specifically labeled as high protein		4,528	6.6%	120
Buy foods specifically labeled as lactose-free		1,302	1.9%	102
Buy foods specifically labeled as low-calorie		8,859	12.8%	118
Buy foods specifically labeled as low-carb		6,003	8.7%	113
Buy foods specifically labeled as low-cholesterol		6,230	9.0%	109
Buy foods specifically labeled as low-fat		11,108	16.1%	121
Buy foods specifically labeled as low-sodium		7,042	10.2%	113
Buy foods specifically labeled as natural/organic		7,295	10.6%	126
Buy foods specifically labeled as sugar-free		9,968	14.4%	108
Used butter alternatives in last 6 months		2,666	3.9%	92
Used egg alternatives in last 6 months		9,987	14.5%	102
Used salt alternatives in last 6 months		18,172	26.3%	94
Drank meal/dietary supplement in last 6 months		5,146	7.5%	102
Used nutrition/energy bar in last 6 months		11,970	17.3%	123
Drank sports drink/thirst quencher in last 6 mo		21,654	31.4%	98
Used vitamin/dietary supplement in last 6 months		37,006	53.6%	110
Vitamin/dietary suppl used/6 mo: antioxidant		2,148	3.1%	107
Vitamin/dietary suppl used/6 mo: B complex		3,868	5.6%	115
Vitamin/dietary suppl used/6 mo: B complex+C		1,167	1.7%	87
Vitamin/dietary suppl used/6 mo: B-6		1,441	2.1%	103
Vitamin/dietary suppl used/6 mo: B-12		3,744	5.4%	96
Vitamin/dietary suppl used/6 mo: C		6,656	9.6%	115
Vitamin/dietary suppl used/6 mo: calcium		8,519	12.3%	115

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,681	5.3%	108
Vitamin/dietary suppl used/6 mo: E	3,889	5.6%	113
Vitamin/dietary suppl used/6 mo: garlic	1,143	1.7%	97
Vitamin/dietary suppl used/6 mo: glucosamine	3,802	5.5%	119
Vitamin/dietary suppl used/6 mo: multiple formula	9,897	14.3%	122
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,297	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,688	6.8%	115
Vitamin/dietary suppl used/6 mo: zinc	1,642	2.4%	103
Vitamin/dietary suppl/6 mo: Caltrate 600	2,016	2.9%	110
Vitamin/dietary suppl/6 mo: Centrum	4,241	6.1%	105
Vitamin/dietary suppl/6 mo: Nature Made	4,698	6.8%	116
Visited doctor in last 12 months	56,491	81.8%	105
Visited doctor in last 12 months: 1-3 times	22,919	33.2%	98
Visited doctor in last 12 months: 4-7 times	16,944	24.5%	110
Visited doctor in last 12 months: 8+ times	16,627	24.1%	112
Visited doctor in last 12 mo: allergist	1,817	2.6%	110
Visited doctor in last 12 mo: cardiologist	5,160	7.5%	106
Visited doctor in last 12 mo: chiropractor	5,369	7.8%	104
Visited doctor in last 12 mo: dentist	30,393	44.0%	116
Visited doctor in last 12 mo: dermatologist	6,416	9.3%	130
Visited doctor in last 12 mo: ear/nose/throat	3,264	4.7%	103
Visited doctor in last 12 mo: eye	15,925	23.1%	111
Visited doctor in last 12 mo: general/family	31,101	45.0%	106
Visited doctor in last 12 mo: internist	6,618	9.6%	131
Visited doctor in last 12 mo: physical therapist	3,425	5.0%	109
Visited doctor in last 12 mo: podiatrist	2,608	3.8%	112
Visited doctor in last 12 mo: urologist	2,915	4.2%	109
Visited nurse practitioner in last 12 months	2,737	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	25,920	37.5%	109
Wear bi-focals	10,954	15.9%	101
Wear disposable contact lenses	5,400	7.8%	121
Wear soft contact lenses	6,876	10.0%	113
Spent on contact lenses in last 12 mo: <\$100	2,015	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	2,931	4.2%	114
Spent on contact lenses in last 12 mo: \$200+	2,510	3.6%	120
Bought prescription eyewear: discount optical ctr	5,667	8.2%	103
Bought prescription eyewear: from eye doctor	18,715	27.1%	106
Bought prescription eyewear: retail optical chain	9,259	13.4%	121
Used prescription drug for allergy/hay fever	5,429	7.9%	112
Used prescription drug for anxiety/panic	2,771	4.0%	98
Used prescription drug for arthritis/rheumatism	1,527	2.2%	84
Used prescription drug for asthma	2,669	3.9%	94
Used prescription drug for backache/back pain	4,657	6.7%	91
Used prescription drug for depression	3,796	5.5%	93
Used prescr drug for diabetes (insulin dependent)	1,053	1.5%	77
Used prescr drug for diabetes (non-insulin)	2,139	3.1%	83
Used prescription drug for eczema/skin itch/rash	1,558	2.3%	108

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,186	6.1%	92
Used prescription drug for high blood pressure	8,602	12.5%	100
Used prescription drug for high cholesterol	6,451	9.3%	107
Used prescription drug for migraine headache	2,481	3.6%	97
Used prescription drug for sinus congest./headache	3,352	4.9%	100
Used prescription drug for urinary tract infection	2,083	3.0%	97
Used last 6 mo: adhesive bandages	40,044	58.0%	105
Used last 6 mo: athlete's foot/foot care product	8,851	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	33,527	48.6%	102
Used last 6 mo: children's cold tablets/liquids	10,347	15.0%	99
Used last 6 mo: contact lens cleaning solution	9,955	14.4%	118
Used last 6 mo: cotton swabs	34,773	50.4%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	32,247	46.7%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	22,459	32.5%	95
Used last 6 mo: children's cough syrup	9,498	13.8%	97
Used last 6 mo: diarrhea remedy	10,228	14.8%	90
Used last 6 mo: eye wash and drops	21,259	30.8%	101
Used last 6 mo: headache/pain reliever (nonprescr)	59,045	85.5%	102
Used last 6 mo: hemorrhoid remedy	6,287	9.1%	102
Used last 6 mo: indigestion/upset stomach remedy	31,024	44.9%	100
Used last 6 mo: lactose intolerance product	2,416	3.5%	99
Used last 6 mo: laxative/fiber supplement	9,433	13.7%	98
Used last 6 mo: medicated skin ointment	22,960	33.3%	106
Used last 6 mo: medicated throat remedy	6,984	10.1%	88
Used last 6 mo: nasal spray	11,659	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	15,646	22.7%	102
Used last 6 mo: pain relieving rub/liquid/patch	16,198	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	3,885	5.6%	104
Used last 12 mo: sunburn remedy	10,983	15.9%	103
Used last 12 mo: suntan/sunscreen product	31,765	46.0%	120
Used last 12 mo: SPF 15+ suntan/sunscreen product	25,824	37.4%	124
Used last 6 mo: toothache/gum/canker sore remedy	10,816	15.7%	93
Used last 6 mo: vitamins for children	11,186	16.2%	110
Used body powder in last 6 months	17,444	25.3%	91
Used body powder <3 times in last 7 days	7,592	11.0%	93
Used body powder 8+ times in last 7 days	1,058	1.5%	70
Used body wash/shower gel in last 6 months	34,659	50.2%	97
Used breath freshener in last 6 months	31,621	45.8%	98
Used complexion care product in last 6 months	34,354	49.8%	105
Used complexion care product <7 times last week	8,993	13.0%	95
Used complexion care product 11+ times last week	12,986	18.8%	113
Used complexion care prod: dry facial skin type	5,275	7.6%	105
Used complexion care prod: normal facial skin type	11,527	16.7%	110
Used complexion care prod: oily facial skin type	3,947	5.7%	94
Used dental floss in last 6 months	47,485	68.8%	110

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

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



# Health and Beauty Market Potential

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	13,227	19.2%	95
Used denture adhesive/fixative in last 6 months	3,107	4.5%	72
Used denture cleaner in last 6 months	5,884	8.5%	77
Used deodorant/antiperspirant in last 6 months	64,395	93.3%	100
Used deodorant/antiperspirant <8 times last week	48,356	70.0%	102
Used deodorant/antiperspirant 15+ times last week	3,500	5.1%	84
Used disposable razor in last 6 months	35,340	51.2%	98
Used electric shaver in last 6 months	12,868	18.6%	99
Used hair coloring product (at home) last 6 months	13,147	19.0%	95
Used hair conditioner (at home) in last 6 months	42,858	62.1%	100
Used hair conditioning treatment (at home)/6 mo	15,372	22.3%	95
Used hair growth product in last 6 months	1,548	2.2%	98
Used hair mousse in last 6 months	12,047	17.5%	100
Used hair spray (at home) in last 6 months	25,403	36.8%	102
Used hair styling gel/lotion in last 6 months	19,474	28.2%	105
Used hand & body cream/lotion/oil in last 6 months	50,660	73.4%	101
Used hand & body cream/lotion/oil <5 times last wk	14,359	20.8%	97
Used hand & body cream/lotion/oil 9+ times last wk	17,242	25.0%	101
Used hand & body cream in last 6 months	12,674	18.4%	105
Used hand & body lotion in last 6 months	34,417	49.9%	102
Used hand & body oil in last 6 months	3,398	4.9%	95
Used lip care in last 6 months	42,156	61.1%	102
Used liquid soap/hand sanitizer in last 6 months	55,077	79.8%	104
Used mouthwash in last 6 months	44,486	64.4%	98
Used mouthwash <4 times in last 7 days	14,732	21.3%	99
Used mouthwash 8+ times in last 7 days	10,027	14.5%	92
Used shampoo (at home) in last 6 months	64,123	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	11,521	16.7%	87
Used shaving cream/gel in last 6 months	36,331	52.6%	101
Used personal care soap (bar) in last 6 months	57,272	83.0%	99
Used personal care soap for antibacterial purpose	12,786	18.5%	96
Used personal care soap for complexion	4,883	7.1%	103
Used personal care soap for deodorant	11,663	16.9%	104
Use personal care soap for moisturizing	14,849	21.5%	99
Bought toothbrush in last 6 months	58,697	85.0%	100
Bought electric toothbrush in last 6 months	5,678	8.2%	123
Used toothpaste in last 6 months	66,505	96.3%	101
Used toothpaste <8 times in last 7 days	20,333	29.5%	92
Used toothpaste 15+ times in last 7 days	11,378	16.5%	101
Used toothpaste with baking soda in last 6 months	7,179	10.4%	91
Used toothpaste (gel) in last 6 months	20,921	30.3%	109
Used toothpaste (paste) in last 6 months	34,454	49.9%	103
Used whitening toothpaste in last 6 months	25,293	36.6%	105
Used tooth whitener (not toothpaste) last 6 months	7,588	11.0%	103
Had professional manicure/pedicure last 6 months	14,252	20.6%	120
Had professional facial/massage last 6 months	8,660	12.5%	133
Spent \$100+ at barber shops in last 6 months	4,579	6.6%	124
Spent \$100+ at beauty parlors in last 6 months	14,724	21.3%	134

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,499	4,544
Population 18+		3,615	3,676
Households		2,130	2,159
Median Household Income		\$46,694	\$54,801
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	2,688	74.4%	103
Family restaurant/steak house last month: <2 times	915	25.3%	99
Family restaurant/steak house last month: 2-4 times	1,054	29.2%	108
Family restaurant/steak house last month: 5+ times	720	19.9%	102
Family restaurant/steak house last 6 months: breakfast	477	13.2%	100
Family restaurant/steak house last 6 months: lunch	927	25.6%	103
Family restaurant/steak house last 6 months: snack	96	2.7%	95
Family restaurant/steak house last 6 months: dinner	1,935	53.5%	101
Family restaurant/steak house last 6 months: weekday	1,502	41.5%	108
Family restaurant/steak house last 6 months: weekend	1,518	42.0%	94
Family restaurant/steak house last 6 months: Applebee's	908	25.1%	99
Family restaurant/steak house last 6 months: Bennigan's	87	2.4%	109
Family restaurant/steak house last 6 months: Bob Evans Farm	193	5.3%	116
Family restaurant/steak house last 6 months: Cheesecake Factory	267	7.4%	112
Family restaurant/steak house last 6 months: Chili's Grill & Bar	412	11.4%	98
Family restaurant/steak house last 6 months: Cracker Barrel	356	9.8%	89
Family restaurant/steak house last 6 months: Denny's	265	7.3%	81
Family restaurant/steak house last 6 months: Friendly's	239	6.6%	166
Family restaurant/steak house last 6 months: Golden Corral	173	4.8%	66
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	376	10.4%	90
Family restaurant/steak house last 6 months: Lone Star Steakhouse	98	2.7%	100
Family restaurant/steak house last 6 months: Old Country Buffet	118	3.3%	115
Family restaurant/steak house last 6 months: Olive Garden	661	18.3%	103
Family restaurant/steak house last 6 months: Outback Steakhouse	439	12.1%	106
Family restaurant/steak house last 6 months: Perkins	137	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	467	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	178	4.9%	87
Family restaurant/steak house last 6 months: Ruby Tuesday	344	9.5%	114
Family restaurant/steak house last 6 months: Ryan's	82	2.3%	60
Family restaurant/steak house last 6 months: Sizzler	69	1.9%	63
Family restaurant/steak house last 6 months: T.G.I. Friday's	377	10.4%	101
Went to fast food/drive-in restaurant in last 6 months	3,155	87.3%	98
Went to fast food/drive-in restaurant <6 times/month	1,351	37.4%	107
Went to fast food/drive-in restaurant 6-13 times/month	1,011	28.0%	97
Went to fast food/drive-in restaurant 14+ times/month	793	21.9%	88
Fast food/drive-in last 6 months: breakfast	934	25.8%	94
Fast food/drive-in last 6 months: lunch	2,035	56.3%	96
Fast food/drive-in last 6 months: snack	650	18.0%	103
Fast food/drive-in last 6 months: dinner	1,587	43.9%	91

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,357	65.2%	98
Fast food/drive-in last 6 months: weekend	1,573	43.5%	90
Fast food/drive-in last 6 months: A & W	177	4.9%	108
Fast food/drive-in last 6 months: Arby's	630	17.4%	84
Fast food/drive-in last 6 months: Boston Market	235	6.5%	136
Fast food/drive-in last 6 months: Burger King	1,238	34.2%	94
Fast food/drive-in last 6 months: Captain D's	111	3.1%	60
Fast food/drive-in last 6 months: Carl's Jr.	193	5.3%	86
Fast food/drive-in last 6 months: Checkers	113	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	389	10.8%	84
Fast food/drive-in last 6 months: Chipotle Mex. Grill	192	5.3%	87
Fast food/drive-in last 6 months: Chuck E. Cheese	134	3.7%	83
Fast food/drive-in last 6 months: Church's Fr. Chicken	81	2.2%	52
Fast food/drive-in last 6 months: Dairy Queen	505	14.0%	87
Fast food/drive-in last 6 months: Del Taco	79	2.2%	65
Fast food/drive-in last 6 months: Domino's Pizza	419	11.6%	86
Fast food/drive-in last 6 months: Dunkin' Donuts	623	17.2%	149
Fast food/drive-in last 6 months: Fuddruckers	94	2.6%	93
Fast food/drive-in last 6 months: Hardee's	141	3.9%	57
Fast food/drive-in last 6 months: Jack in the Box	263	7.3%	70
Fast food/drive-in last 6 months: KFC	901	24.9%	90
Fast food/drive-in last 6 months: Little Caesars	226	6.3%	85
Fast food/drive-in last 6 months: Long John Silver's	176	4.9%	77
Fast food/drive-in last 6 months: McDonald's	2,004	55.4%	99
Fast food/drive-in last 6 months: Panera Bread	409	11.3%	116
Fast food/drive-in last 6 months: Papa John's	257	7.1%	82
Fast food/drive-in last 6 months: Pizza Hut	613	17.0%	77
Fast food/drive-in last 6 months: Popeyes	217	6.0%	82
Fast food/drive-in last 6 months: Quiznos	302	8.4%	93
Fast food/drive-in last 6 months: Sonic Drive-In	283	7.8%	66
Fast food/drive-in last 6 months: Starbucks	530	14.7%	99
Fast food/drive-in last 6 months: Steak n Shake	151	4.2%	83
Fast food/drive-in last 6 months: Subway	1,027	28.4%	90
Fast food/drive-in last 6 months: Taco Bell	1,058	29.3%	91
Fast food/drive-in last 6 months: Wendy's	1,058	29.3%	94
Fast food/drive-in last 6 months: Whataburger	139	3.8%	80
Fast food/drive-in last 6 months: White Castle	135	3.7%	92
Fast food/drive-in last 6 months: eat in	1,337	37.0%	98
Fast food/drive-in last 6 months: home delivery	314	8.7%	83
Fast food/drive-in last 6 months: take-out/drive-thru	1,753	48.5%	93
Fast food/drive-in last 6 months: take-out/walk-in	874	24.2%	98

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	22,952	23,770
Population 18+	17,297	18,017
Households	9,142	9,485
Median Household Income	\$71,053	\$81,937

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	13,401	77.5%	108
Family restaurant/steak house last month: <2 times	4,571	26.4%	103
Family restaurant/steak house last month: 2-4 times	5,094	29.5%	109
Family restaurant/steak house last month: 5+ times	3,735	21.6%	111
Family restaurant/steak house last 6 months: breakfast	2,474	14.3%	109
Family restaurant/steak house last 6 months: lunch	4,667	27.0%	109
Family restaurant/steak house last 6 months: snack	452	2.6%	93
Family restaurant/steak house last 6 months: dinner	10,259	59.3%	112
Family restaurant/steak house last 6 months: weekday	7,695	44.5%	116
Family restaurant/steak house last 6 months: weekend	8,185	47.3%	106
Family restaurant/steak house last 6 months: Applebee's	4,711	27.2%	108
Family restaurant/steak house last 6 months: Bennigan's	449	2.6%	118
Family restaurant/steak house last 6 months: Bob Evans Farm	800	4.6%	101
Family restaurant/steak house last 6 months: Cheesecake Factory	1,483	8.6%	130
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,440	14.1%	122
Family restaurant/steak house last 6 months: Cracker Barrel	1,932	11.2%	101
Family restaurant/steak house last 6 months: Denny's	1,461	8.4%	94
Family restaurant/steak house last 6 months: Friendly's	825	4.8%	120
Family restaurant/steak house last 6 months: Golden Corral	1,039	6.0%	83
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,151	12.4%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	489	2.8%	104
Family restaurant/steak house last 6 months: Old Country Buffet	472	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden	3,514	20.3%	114
Family restaurant/steak house last 6 months: Outback Steakhouse	2,337	13.5%	118
Family restaurant/steak house last 6 months: Perkins	593	3.4%	94
Family restaurant/steak house last 6 months: Red Lobster	2,350	13.6%	101
Family restaurant/steak house last 6 months: Red Robin	1,236	7.1%	127
Family restaurant/steak house last 6 months: Ruby Tuesday	1,660	9.6%	115
Family restaurant/steak house last 6 months: Ryan's	416	2.4%	64
Family restaurant/steak house last 6 months: Sizzler	379	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,131	12.3%	120
Went to fast food/drive-in restaurant in last 6 months	15,452	89.3%	101
Went to fast food/drive-in restaurant <6 times/month	6,078	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/month	5,041	29.1%	101
Went to fast food/drive-in restaurant 14+ times/month	4,332	25.0%	100
Fast food/drive-in last 6 months: breakfast	4,814	27.8%	101
Fast food/drive-in last 6 months: lunch	10,648	61.6%	104
Fast food/drive-in last 6 months: snack	3,166	18.3%	105
Fast food/drive-in last 6 months: dinner	8,560	49.5%	102

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	12,136	70.2%	106
Fast food/drive-in last 6 months: weekend	8,284	47.9%	99
Fast food/drive-in last 6 months: A & W	798	4.6%	102
Fast food/drive-in last 6 months: Arby's	3,698	21.4%	104
Fast food/drive-in last 6 months: Boston Market	1,096	6.3%	133
Fast food/drive-in last 6 months: Burger King	6,133	35.5%	98
Fast food/drive-in last 6 months: Captain D's	671	3.9%	75
Fast food/drive-in last 6 months: Carl's Jr.	1,013	5.9%	94
Fast food/drive-in last 6 months: Checkers	501	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	2,571	14.9%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,328	7.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese	726	4.2%	94
Fast food/drive-in last 6 months: Church's Fr. Chicken	511	3.0%	69
Fast food/drive-in last 6 months: Dairy Queen	2,797	16.2%	101
Fast food/drive-in last 6 months: Del Taco	525	3.0%	91
Fast food/drive-in last 6 months: Domino's Pizza	2,119	12.3%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	2,460	14.2%	123
Fast food/drive-in last 6 months: Fuddruckers	600	3.5%	124
Fast food/drive-in last 6 months: Hardee's	804	4.6%	68
Fast food/drive-in last 6 months: Jack in the Box	1,597	9.2%	89
Fast food/drive-in last 6 months: KFC	4,306	24.9%	90
Fast food/drive-in last 6 months: Little Caesars	1,139	6.6%	90
Fast food/drive-in last 6 months: Long John Silver's	883	5.1%	81
Fast food/drive-in last 6 months: McDonald's	9,656	55.8%	100
Fast food/drive-in last 6 months: Panera Bread	2,348	13.6%	139
Fast food/drive-in last 6 months: Papa John's	1,533	8.9%	102
Fast food/drive-in last 6 months: Pizza Hut	3,415	19.7%	89
Fast food/drive-in last 6 months: Popeyes	1,086	6.3%	86
Fast food/drive-in last 6 months: Quiznos	1,776	10.3%	114
Fast food/drive-in last 6 months: Sonic Drive-In	1,889	10.9%	93
Fast food/drive-in last 6 months: Starbucks	3,166	18.3%	123
Fast food/drive-in last 6 months: Steak n Shake	915	5.3%	105
Fast food/drive-in last 6 months: Subway	5,702	33.0%	104
Fast food/drive-in last 6 months: Taco Bell	5,649	32.7%	101
Fast food/drive-in last 6 months: Wendy's	5,656	32.7%	105
Fast food/drive-in last 6 months: Whataburger	790	4.6%	95
Fast food/drive-in last 6 months: White Castle	635	3.7%	91
Fast food/drive-in last 6 months: eat in	6,594	38.1%	101
Fast food/drive-in last 6 months: home delivery	1,710	9.9%	95
Fast food/drive-in last 6 months: take-out/drive-thru	9,339	54.0%	103
Fast food/drive-in last 6 months: take-out/walk-in	4,414	25.5%	104

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary	2010	2015
Population	92,480	95,424
Population 18+	69,038	71,554
Households	35,427	36,616
Median Household Income	\$72,738	\$82,066

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	54,113	78.4%	109
Family restaurant/steak house last month: <2 times	18,449	26.7%	104
Family restaurant/steak house last month: 2-4 times	20,668	29.9%	111
Family restaurant/steak house last month: 5+ times	14,998	21.7%	112
Family restaurant/steak house last 6 months: breakfast	9,852	14.3%	109
Family restaurant/steak house last 6 months: lunch	18,959	27.5%	111
Family restaurant/steak house last 6 months: snack	1,884	2.7%	98
Family restaurant/steak house last 6 months: dinner	41,658	60.3%	114
Family restaurant/steak house last 6 months: weekday	30,693	44.5%	116
Family restaurant/steak house last 6 months: weekend	33,871	49.1%	110
Family restaurant/steak house last 6 months: Applebee's	19,811	28.7%	114
Family restaurant/steak house last 6 months: Bennigan's	1,838	2.7%	121
Family restaurant/steak house last 6 months: Bob Evans Farm	3,315	4.8%	105
Family restaurant/steak house last 6 months: Cheesecake Factory	6,039	8.7%	133
Family restaurant/steak house last 6 months: Chili's Grill & Bar	10,001	14.5%	125
Family restaurant/steak house last 6 months: Cracker Barrel	7,796	11.3%	102
Family restaurant/steak house last 6 months: Denny's	6,033	8.7%	97
Family restaurant/steak house last 6 months: Friendly's	3,328	4.8%	121
Family restaurant/steak house last 6 months: Golden Corral	4,383	6.3%	88
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	8,965	13.0%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,184	3.2%	116
Family restaurant/steak house last 6 months: Old Country Buffet	1,984	2.9%	101
Family restaurant/steak house last 6 months: Olive Garden	14,668	21.2%	119
Family restaurant/steak house last 6 months: Outback Steakhouse	9,414	13.6%	119
Family restaurant/steak house last 6 months: Perkins	2,332	3.4%	93
Family restaurant/steak house last 6 months: Red Lobster	9,875	14.3%	106
Family restaurant/steak house last 6 months: Red Robin	5,192	7.5%	133
Family restaurant/steak house last 6 months: Ruby Tuesday	6,686	9.7%	116
Family restaurant/steak house last 6 months: Ryan's	1,592	2.3%	61
Family restaurant/steak house last 6 months: Sizzler	1,472	2.1%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's	8,783	12.7%	124
Went to fast food/drive-in restaurant in last 6 months	62,271	90.2%	102
Went to fast food/drive-in restaurant <6 times/month	24,271	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/month	20,427	29.6%	102
Went to fast food/drive-in restaurant 14+ times/month	17,571	25.5%	102
Fast food/drive-in last 6 months: breakfast	19,925	28.9%	105
Fast food/drive-in last 6 months: lunch	43,346	62.8%	107
Fast food/drive-in last 6 months: snack	12,809	18.6%	107
Fast food/drive-in last 6 months: dinner	34,831	50.5%	104

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	48,913	70.8%	107
Fast food/drive-in last 6 months: weekend	34,045	49.3%	102
Fast food/drive-in last 6 months: A & W	3,350	4.9%	107
Fast food/drive-in last 6 months: Arby's	15,280	22.1%	107
Fast food/drive-in last 6 months: Boston Market	4,439	6.4%	135
Fast food/drive-in last 6 months: Burger King	24,933	36.1%	100
Fast food/drive-in last 6 months: Captain D's	2,615	3.8%	74
Fast food/drive-in last 6 months: Carl's Jr.	3,947	5.7%	92
Fast food/drive-in last 6 months: Checkers	2,006	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	10,843	15.7%	122
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,670	8.2%	135
Fast food/drive-in last 6 months: Chuck E. Cheese	3,040	4.4%	98
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,486	3.6%	84
Fast food/drive-in last 6 months: Dairy Queen	11,319	16.4%	103
Fast food/drive-in last 6 months: Del Taco	2,250	3.3%	97
Fast food/drive-in last 6 months: Domino's Pizza	8,941	13.0%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	9,618	13.9%	121
Fast food/drive-in last 6 months: Fuddruckers	2,452	3.6%	127
Fast food/drive-in last 6 months: Hardee's	3,263	4.7%	69
Fast food/drive-in last 6 months: Jack in the Box	6,844	9.9%	95
Fast food/drive-in last 6 months: KFC	17,877	25.9%	94
Fast food/drive-in last 6 months: Little Caesars	4,796	6.9%	95
Fast food/drive-in last 6 months: Long John Silver's	3,638	5.3%	83
Fast food/drive-in last 6 months: McDonald's	39,260	56.9%	102
Fast food/drive-in last 6 months: Panera Bread	9,807	14.2%	146
Fast food/drive-in last 6 months: Papa John's	6,660	9.6%	111
Fast food/drive-in last 6 months: Pizza Hut	14,409	20.9%	95
Fast food/drive-in last 6 months: Popeyes	5,033	7.3%	100
Fast food/drive-in last 6 months: Quiznos	7,499	10.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	7,536	10.9%	93
Fast food/drive-in last 6 months: Starbucks	13,360	19.4%	130
Fast food/drive-in last 6 months: Steak n Shake	3,953	5.7%	114
Fast food/drive-in last 6 months: Subway	23,012	33.3%	105
Fast food/drive-in last 6 months: Taco Bell	22,985	33.3%	103
Fast food/drive-in last 6 months: Wendy's	22,846	33.1%	106
Fast food/drive-in last 6 months: Whataburger	3,288	4.8%	99
Fast food/drive-in last 6 months: White Castle	2,842	4.1%	102
Fast food/drive-in last 6 months: eat in	26,723	38.7%	103
Fast food/drive-in last 6 months: home delivery	7,331	10.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	38,152	55.3%	105
Fast food/drive-in last 6 months: take-out/walk-in	18,211	26.4%	107

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		4,499	4,544	
Population 18+		3,615	3,676	
Households		2,130	2,159	
Median Household Income		\$46,694	\$54,801	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		390	10.8%	109
Participated in archery		86	2.4%	90
Participated in backpacking/hiking		329	9.1%	97
Participated in baseball		166	4.6%	88
Participated in basketball		261	7.2%	77
Participated in bicycling (mountain)		142	3.9%	107
Participated in bicycling (road)		391	10.8%	112
Participated in boating (power)		209	5.8%	94
Participated in bowling		383	10.6%	91
Participated in canoeing/kayaking		156	4.3%	90
Participated in downhill skiing		109	3.0%	103
Participated in fishing (fresh water)		371	10.3%	78
Participated in fishing (salt water)		178	4.9%	108
Participated in football		181	5.0%	80
Participated in Frisbee		160	4.4%	81
Participated in golf		384	10.6%	102
Play golf < once a month		129	3.6%	90
Play golf 1+ times a month		218	6.0%	112
Participated in horseback riding		96	2.7%	87
Participated in hunting with rifle		137	3.8%	78
Participated in hunting with shotgun		114	3.2%	74
Participated in ice skating		116	3.2%	111
Participated in jogging/running		353	9.8%	93
Participated in martial arts		45	1.2%	89
Participated in motorcycling		119	3.3%	89
Participated in Pilates		127	3.5%	107
Participated in roller skating		78	2.2%	103
Participated in snowboarding		58	1.6%	84
Participated in soccer		133	3.7%	86
Participated in softball		115	3.2%	81
Participated in swimming		726	20.1%	103
Participated in target shooting		132	3.7%	95
Participated in tennis		158	4.4%	102
Participated in volleyball		103	2.8%	81
Participated in walking for exercise		1,241	34.3%	115
Participated in weight lifting		426	11.8%	100
Participated in yoga		250	6.9%	120
Spent on high end sports/recreation equipment/12 mo: <\$250		153	4.2%	96
Spent on high end sports/recreation equipment/12 mo: \$250+		129	3.6%	92
Attend sports event: auto racing (NASCAR)		237	6.6%	89
Attend sports event: auto racing (not NASCAR)		209	5.8%	91
Attend sports event: baseball game		566	15.7%	106

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	238	6.6%	83
Attend sports event: basketball game (pro)	271	7.5%	88
Attend sports event: football game (college)	349	9.7%	93
Attend sports event: football-Monday night game (pro)	204	5.6%	92
Attend sports event: football-weekend game (pro)	309	8.5%	94
Attend sports event: golf tournament	187	5.2%	93
Attend sports event: ice hockey game	238	6.6%	99
Attend sports event: soccer game	198	5.5%	89
Attend sports event: tennis match	159	4.4%	89
Attended adult education course in last 12 months	237	6.6%	99
Attended auto show in last 12 months	291	8.1%	97
Went to bar/night club in last 12 months	702	19.4%	102
Went to beach in last 12 months	986	27.3%	111
Attended dance performance in last 12 months	191	5.3%	119
Danced/went dancing in last 12 months	365	10.1%	106
Dined out in last 12 months	1,875	51.9%	105
Dine out < once a month	187	5.2%	110
Dine out once a month	240	6.6%	107
Dine out 2-3 times a month	443	12.3%	106
Dine out once a week	443	12.3%	106
Dine out 2+ times per week	360	10.0%	101
Gambled at casino in last 12 months	662	18.3%	114
Gambled at casino 6+ times in last 12 months	96	2.7%	98
Gambled in Atlantic City in last 12 months	140	3.9%	153
Gambled in Las Vegas in last 12 months	157	4.3%	91
Attended horse races in last 12 months	135	3.7%	126
Attended movies in last 6 months	2,141	59.2%	101
Attended movies in last 90 days: < once a month	1,149	31.8%	98
Attended movies in last 90 days: once a month	324	9.0%	88
Attended movies in last 90 days: 2-3 times a month	273	7.6%	112
Attended movies in last 90 days: once/week or more	137	3.8%	148
Prefer to see movie after second week of release	900	24.9%	105
Went to museum in last 12 months	506	14.0%	110
Attended music performance in last 12 months	914	25.3%	106
Attended country music performance in last 12 mo	154	4.3%	84
Attended rock music performance in last 12 months	455	12.6%	115
Attended classical music/opera performance/12 mo	212	5.9%	128
Went to live theater in last 12 months	567	15.7%	119
Visited a theme park in last 12 months	731	20.2%	94
Visited Disney World (FL)/12 mo: Magic Kingdom	160	4.4%	131
Visited any Sea World in last 12 months	114	3.2%	93
Visited any Six Flags in last 12 months	201	5.6%	96
Went to zoo in last 12 months	508	14.1%	110
Played backgammon in last 12 months	70	1.9%	97
Participated in book club in last 12 months	169	4.7%	148
Played billiards/pool in last 12 months	290	8.0%	83
Played bingo in last 12 months	192	5.3%	125
Did birdwatching in last 12 months	219	6.1%	97
Played board game in last 12 months	561	15.5%	95

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	796	22.0%	105
Played chess in last 12 months	132	3.7%	100
Cooked for fun in last 12 months	822	22.7%	109
Did crossword puzzle in last 12 months	579	16.0%	110
Participated in fantasy sports league last 12 mo	107	3.0%	91
Flew a kite in last 12 months	90	2.5%	88
Did furniture refinishing in last 12 months	117	3.2%	100
Did indoor gardening/plant care in last 12 months	423	11.7%	116
Participated in karaoke in last 12 months	118	3.3%	74
Bought lottery ticket in last 12 months	1,190	32.9%	95
Bought lottery ticket in last 12 mo: Daily Drawing	220	6.1%	125
Bought lottery ticket in last 12 mo: Instant Game	525	14.5%	91
Bought lottery ticket in last 12 mo: Lotto Drawing	747	20.7%	97
Played lottery: <3 times in last 30 days	529	14.6%	93
Played lottery: 3-7 times in last 30 days	315	8.7%	90
Played lottery: 8+ times in last 30 days	347	9.6%	103
Played musical instrument in last 12 months	291	8.1%	101
Did painting/drawing in last 12 months	216	6.0%	91
Did photography in last 12 months	438	12.1%	96
Read book in last 12 months	1,618	44.8%	110
Participated in trivia games in last 12 months	231	6.4%	106
Played video game in last 12 months	418	11.6%	87
Did woodworking in last 12 months	134	3.7%	79
Participated in word games in last 12 months	389	10.8%	113
Member of AARP	804	22.2%	144
Member of business club	111	3.1%	123
Member of charitable organization	253	7.0%	111
Member of church board	159	4.4%	102
Member of fraternal order	156	4.3%	122
Member of religious club	239	6.6%	103
Member of union	237	6.6%	124
Member of veterans club	134	3.7%	109
Bought any children`s toy/game in last 12 months	1,249	34.6%	100
Spent on toys/games in last 12 months: <\$50	220	6.1%	100
Spent on toys/games in last 12 months: \$50-99	71	2.0%	71
Spent on toys/games in last 12 months: \$100-199	252	7.0%	97
Spent on toys/games in last 12 months: \$200-499	439	12.1%	112
Spent on toys/games in last 12 months: \$500+	226	6.3%	109
Bought infant toy in last 12 months	261	7.2%	86
Bought pre-school toy in last 12 months	276	7.6%	94
Spent on toys/games (for child <6)/12 mo: <\$100	351	9.7%	87
Spent on toys/games (for child <6)/12 mo: \$100-199	229	6.3%	94
Spent on toys/games (for child <6)/12 mo: \$200+	336	9.3%	120
Bought for child in last 12 mo: boy action figure	260	7.2%	89
Bought for child in last 12 mo: girl action figure	101	2.8%	90
Bought for child in last 12 mo: bicycle	250	6.9%	101
Bought for child in last 12 mo: board game	395	10.9%	92

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	106	2.9%	87
Bought for child in last 12 mo: car	305	8.4%	91
Bought for child in last 12 mo: construction toy	190	5.3%	107
Bought for child in last 12 mo: large/baby doll	217	6.0%	92
Bought for child in last 12 mo: fashion doll	168	4.6%	91
Bought for child in last 12 mo: plush doll/animal	322	8.9%	106
Bought for child in last 12 mo: doll accessories	144	4.0%	99
Bought for child in last 12 mo: doll clothing	137	3.8%	92
Bought for child in last 12 mo: educational toy	480	13.3%	98
Bought for child in last 12 mo: electronic game	323	8.9%	96
Bought for child in last 12 mo: mechanical toy	138	3.8%	96
Bought for child in last 12 mo: model kit/set	84	2.3%	90
Bought for child in last 12 mo: sound game	82	2.3%	81
Bought for child in last 12 mo: water toy	344	9.5%	99
Bought for child in last 12 mo: word game	132	3.7%	95
Bought book in last 12 months	1,935	53.5%	107
Bought 1-3 books in last 12 months	715	19.8%	101
Bought 4-9 books in last 12 months	581	16.1%	103
Bought 10+ books in last 12 months	638	17.6%	117
Bought paperback book in last 12 months	1,441	39.9%	105
Bought <3 paperback books in last 12 months	446	12.3%	95
Bought 3-6 paperback books in last 12 months	502	13.9%	106
Bought 7+ paperback books in last 12 months	494	13.7%	116
Bought hardcover book in last 12 months	1,114	30.8%	110
Bought <3 hardcover books in last 12 months	448	12.4%	101
Bought 3-5 hardcover books in last 12 months	369	10.2%	128
Bought 6+ hardcover books in last 12 months	298	8.2%	105
Bought book (fiction) in last 12 months	1,076	29.8%	106
Bought book (non-fiction) in last 12 months	997	27.6%	109
Bought biography in last 12 months	298	8.2%	113
Bought children`s book in last 12 months	464	12.8%	101
Bought cookbook in last 12 months	444	12.3%	112
Bought desk dictionary in last 12 months	82	2.3%	112
Bought history book in last 12 months	297	8.2%	109
Bought mystery book in last 12 months	469	13.0%	115
Bought personal/business self-help book last 12 mo	271	7.5%	104
Bought religious book (not bible) last 12 months	247	6.8%	90
Bought romance book in last 12 months	209	5.8%	89
Bought science fiction book in last 12 months	170	4.7%	103
Bought book through book club in last 12 months	176	4.9%	112
Bought book at book store in last 12 months	1,328	36.7%	109
Bought book at Barnes & Noble in last 12 months	832	23.0%	117
Bought book at Borders in last 12 months	471	13.0%	117
Bought book at convenience store in last 12 months	95	2.6%	118
Bought book at department store in last 12 months	236	6.5%	85
Bought book at drug store in last 12 months	105	2.9%	128
Bought book through Internet in last 12 mo	394	10.9%	107
Bought book through mail order in last 12 months	118	3.3%	96
Bought book at supermarket in last 12 months	168	4.6%	89
Bought book at warehouse store in last 12 months	220	6.1%	105

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Population 18+		17,297	18,017
Households		9,142	9,485
Median Household Income		\$71,053	\$81,937
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	2,103	12.2%	123
Participated in archery	414	2.4%	90
Participated in backpacking/hiking	1,971	11.4%	121
Participated in baseball	937	5.4%	104
Participated in basketball	1,535	8.9%	95
Participated in bicycling (mountain)	823	4.8%	129
Participated in bicycling (road)	2,087	12.1%	125
Participated in boating (power)	1,223	7.1%	115
Participated in bowling	2,364	13.7%	117
Participated in canoeing/kayaking	980	5.7%	118
Participated in downhill skiing	709	4.1%	140
Participated in fishing (fresh water)	2,115	12.2%	93
Participated in fishing (salt water)	871	5.0%	110
Participated in football	1,008	5.8%	94
Participated in Frisbee	1,039	6.0%	110
Participated in golf	2,272	13.1%	127
Play golf < once a month	850	4.9%	124
Play golf 1+ times a month	1,190	6.9%	127
Participated in horseback riding	570	3.3%	109
Participated in hunting with rifle	698	4.0%	83
Participated in hunting with shotgun	607	3.5%	83
Participated in ice skating	607	3.5%	122
Participated in jogging/running	2,194	12.7%	120
Participated in martial arts	238	1.4%	98
Participated in motorcycling	637	3.7%	100
Participated in Pilates	748	4.3%	132
Participated in roller skating	358	2.1%	99
Participated in snowboarding	347	2.0%	104
Participated in soccer	805	4.7%	108
Participated in softball	662	3.8%	98
Participated in swimming	4,048	23.4%	120
Participated in target shooting	714	4.1%	107
Participated in tennis	889	5.1%	120
Participated in volleyball	648	3.7%	107
Participated in walking for exercise	6,213	35.9%	121
Participated in weight lifting	2,559	14.8%	126
Participated in yoga	1,268	7.3%	127
Spent on high end sports/recreation equipment/12 mo: <\$250	757	4.4%	99
Spent on high end sports/recreation equipment/12 mo: \$250+	756	4.4%	112
Attend sports event: auto racing (NASCAR)	1,271	7.3%	100
Attend sports event: auto racing (not NASCAR)	1,126	6.5%	103
Attend sports event: baseball game	3,117	18.0%	122

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,492	8.6%	108
Attend sports event: basketball game (pro)	1,645	9.5%	111
Attend sports event: football game (college)	2,007	11.6%	112
Attend sports event: football-Monday night game (pro)	1,091	6.3%	103
Attend sports event: football-weekend game (pro)	1,802	10.4%	115
Attend sports event: golf tournament	1,084	6.3%	113
Attend sports event: ice hockey game	1,364	7.9%	119
Attend sports event: soccer game	1,203	7.0%	112
Attend sports event: tennis match	927	5.4%	109
Attended adult education course in last 12 months	1,342	7.8%	117
Attended auto show in last 12 months	1,519	8.8%	106
Went to bar/night club in last 12 months	3,674	21.2%	111
Went to beach in last 12 months	5,215	30.2%	123
Attended dance performance in last 12 months	937	5.4%	122
Danced/went dancing in last 12 months	1,750	10.1%	107
Dined out in last 12 months	9,802	56.7%	115
Dine out < once a month	890	5.1%	109
Dine out once a month	1,222	7.1%	114
Dine out 2-3 times a month	2,265	13.1%	114
Dine out once a week	2,397	13.9%	120
Dine out 2+ times per week	1,924	11.1%	112
Gambled at casino in last 12 months	3,091	17.9%	111
Gambled at casino 6+ times in last 12 months	476	2.8%	101
Gambled in Atlantic City in last 12 months	470	2.7%	107
Gambled in Las Vegas in last 12 months	974	5.6%	118
Attended horse races in last 12 months	629	3.6%	123
Attended movies in last 6 months	10,922	63.1%	107
Attended movies in last 90 days: < once a month	6,021	34.8%	108
Attended movies in last 90 days: once a month	1,974	11.4%	111
Attended movies in last 90 days: 2-3 times a month	1,322	7.6%	113
Attended movies in last 90 days: once/week or more	465	2.7%	105
Prefer to see movie after second week of release	4,725	27.3%	115
Went to museum in last 12 months	2,788	16.1%	126
Attended music performance in last 12 months	4,933	28.5%	120
Attended country music performance in last 12 mo	843	4.9%	96
Attended rock music performance in last 12 months	2,338	13.5%	124
Attended classical music/opera performance/12 mo	1,065	6.2%	134
Went to live theater in last 12 months	2,905	16.8%	128
Visited a theme park in last 12 months	4,151	24.0%	112
Visited Disney World (FL)/12 mo: Magic Kingdom	717	4.1%	122
Visited any Sea World in last 12 months	609	3.5%	104
Visited any Six Flags in last 12 months	1,065	6.2%	106
Went to zoo in last 12 months	2,585	14.9%	117
Played backgammon in last 12 months	381	2.2%	110
Participated in book club in last 12 months	637	3.7%	116
Played billiards/pool in last 12 months	1,668	9.6%	100
Played bingo in last 12 months	702	4.1%	96
Did birdwatching in last 12 months	1,155	6.7%	107
Played board game in last 12 months	3,217	18.6%	114

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	3,920	22.7%	108
Played chess in last 12 months	664	3.8%	105
Cooked for fun in last 12 months	4,124	23.8%	115
Did crossword puzzle in last 12 months	2,870	16.6%	114
Participated in fantasy sports league last 12 mo	654	3.8%	116
Flew a kite in last 12 months	493	2.9%	101
Did furniture refinishing in last 12 months	577	3.3%	103
Did indoor gardening/plant care in last 12 months	1,967	11.4%	113
Participated in karaoke in last 12 months	720	4.2%	94
Bought lottery ticket in last 12 months	6,025	34.8%	101
Bought lottery ticket in last 12 mo: Daily Drawing	812	4.7%	97
Bought lottery ticket in last 12 mo: Instant Game	2,603	15.0%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	3,891	22.5%	105
Played lottery: <3 times in last 30 days	2,738	15.8%	100
Played lottery: 3-7 times in last 30 days	1,682	9.7%	101
Played lottery: 8+ times in last 30 days	1,606	9.3%	100
Played musical instrument in last 12 months	1,538	8.9%	112
Did painting/drawing in last 12 months	1,183	6.8%	105
Did photography in last 12 months	2,590	15.0%	119
Read book in last 12 months	8,154	47.1%	116
Participated in trivia games in last 12 months	1,196	6.9%	115
Played video game in last 12 months	2,352	13.6%	102
Did woodworking in last 12 months	796	4.6%	98
Participated in word games in last 12 months	1,864	10.8%	113
Member of AARP	3,162	18.3%	118
Member of business club	575	3.3%	133
Member of charitable organization	1,427	8.3%	131
Member of church board	724	4.2%	97
Member of fraternal order	631	3.6%	103
Member of religious club	1,144	6.6%	103
Member of union	1,063	6.1%	117
Member of veterans club	566	3.3%	96
Bought any children`s toy/game in last 12 months	6,420	37.1%	107
Spent on toys/games in last 12 months: <\$50	1,032	6.0%	98
Spent on toys/games in last 12 months: \$50-99	468	2.7%	98
Spent on toys/games in last 12 months: \$100-199	1,259	7.3%	101
Spent on toys/games in last 12 months: \$200-499	2,069	12.0%	110
Spent on toys/games in last 12 months: \$500+	1,224	7.1%	123
Bought infant toy in last 12 months	1,499	8.7%	104
Bought pre-school toy in last 12 months	1,508	8.7%	108
Spent on toys/games (for child <6)/12 mo: <\$100	1,895	11.0%	99
Spent on toys/games (for child <6)/12 mo: \$100-199	1,236	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	1,572	9.1%	117
Bought for child in last 12 mo: boy action figure	1,408	8.1%	101
Bought for child in last 12 mo: girl action figure	478	2.8%	89
Bought for child in last 12 mo: bicycle	1,238	7.2%	105
Bought for child in last 12 mo: board game	2,344	13.6%	114

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	627	3.6%	107
Bought for child in last 12 mo: car	1,538	8.9%	96
Bought for child in last 12 mo: construction toy	879	5.1%	103
Bought for child in last 12 mo: large/baby doll	1,173	6.8%	104
Bought for child in last 12 mo: fashion doll	852	4.9%	96
Bought for child in last 12 mo: plush doll/animal	1,716	9.9%	118
Bought for child in last 12 mo: doll accessories	722	4.2%	104
Bought for child in last 12 mo: doll clothing	713	4.1%	100
Bought for child in last 12 mo: educational toy	2,603	15.0%	111
Bought for child in last 12 mo: electronic game	1,760	10.2%	109
Bought for child in last 12 mo: mechanical toy	718	4.2%	104
Bought for child in last 12 mo: model kit/set	461	2.7%	103
Bought for child in last 12 mo: sound game	439	2.5%	91
Bought for child in last 12 mo: water toy	1,875	10.8%	113
Bought for child in last 12 mo: word game	657	3.8%	99
Bought book in last 12 months	9,956	57.6%	115
Bought 1-3 books in last 12 months	3,613	20.9%	106
Bought 4-9 books in last 12 months	3,057	17.7%	114
Bought 10+ books in last 12 months	3,285	19.0%	126
Bought paperback book in last 12 months	7,764	44.9%	119
Bought <3 paperback books in last 12 months	2,505	14.5%	112
Bought 3-6 paperback books in last 12 months	2,674	15.5%	117
Bought 7+ paperback books in last 12 months	2,587	15.0%	127
Bought hardcover book in last 12 months	5,735	33.2%	119
Bought <3 hardcover books in last 12 months	2,402	13.9%	113
Bought 3-5 hardcover books in last 12 months	1,673	9.7%	121
Bought 6+ hardcover books in last 12 months	1,661	9.6%	122
Bought book (fiction) in last 12 months	5,845	33.8%	120
Bought book (non-fiction) in last 12 months	5,317	30.7%	121
Bought biography in last 12 months	1,503	8.7%	120
Bought children`s book in last 12 months	2,502	14.5%	114
Bought cookbook in last 12 months	2,136	12.3%	113
Bought desk dictionary in last 12 months	310	1.8%	88
Bought history book in last 12 months	1,616	9.3%	124
Bought mystery book in last 12 months	2,358	13.6%	121
Bought personal/business self-help book last 12 mo	1,658	9.6%	134
Bought religious book (not bible) last 12 months	1,407	8.1%	107
Bought romance book in last 12 months	1,150	6.6%	102
Bought science fiction book in last 12 months	843	4.9%	107
Bought book through book club in last 12 months	734	4.2%	98
Bought book at book store in last 12 months	7,081	40.9%	122
Bought book at Barnes & Noble in last 12 months	4,459	25.8%	131
Bought book at Borders in last 12 months	2,686	15.5%	140
Bought book at convenience store in last 12 months	334	1.9%	87
Bought book at department store in last 12 months	1,234	7.1%	93
Bought book at drug store in last 12 months	406	2.3%	103
Bought book through Internet in last 12 mo	2,250	13.0%	128
Bought book through mail order in last 12 months	506	2.9%	86
Bought book at supermarket in last 12 months	1,003	5.8%	111
Bought book at warehouse store in last 12 months	1,364	7.9%	136

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		92,480	95,424
Population 18+		69,038	71,554
Households		35,427	36,616
Median Household Income		\$72,738	\$82,066
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	8,596	12.5%	126
Participated in archery	1,733	2.5%	95
Participated in backpacking/hiking	7,967	11.5%	122
Participated in baseball	3,701	5.4%	103
Participated in basketball	6,620	9.6%	103
Participated in bicycling (mountain)	3,179	4.6%	125
Participated in bicycling (road)	8,220	11.9%	123
Participated in boating (power)	4,843	7.0%	114
Participated in bowling	9,398	13.6%	117
Participated in canoeing/kayaking	3,861	5.6%	117
Participated in downhill skiing	2,758	4.0%	137
Participated in fishing (fresh water)	8,682	12.6%	96
Participated in fishing (salt water)	3,458	5.0%	110
Participated in football	4,213	6.1%	98
Participated in Frisbee	4,169	6.0%	111
Participated in golf	9,263	13.4%	129
Play golf < once a month	3,506	5.1%	128
Play golf 1+ times a month	4,825	7.0%	129
Participated in horseback riding	2,203	3.2%	105
Participated in hunting with rifle	2,820	4.1%	84
Participated in hunting with shotgun	2,511	3.6%	86
Participated in ice skating	2,458	3.6%	124
Participated in jogging/running	9,027	13.1%	124
Participated in martial arts	888	1.3%	92
Participated in motorcycling	2,585	3.7%	102
Participated in Pilates	2,981	4.3%	132
Participated in roller skating	1,306	1.9%	90
Participated in snowboarding	1,363	2.0%	103
Participated in soccer	3,081	4.5%	104
Participated in softball	2,715	3.9%	101
Participated in swimming	15,990	23.2%	119
Participated in target shooting	2,831	4.1%	106
Participated in tennis	3,699	5.4%	125
Participated in volleyball	2,543	3.7%	105
Participated in walking for exercise	24,576	35.6%	120
Participated in weight lifting	10,471	15.2%	129
Participated in yoga	5,026	7.3%	126
Spent on high end sports/recreation equipment/12 mo: <\$250	3,176	4.6%	104
Spent on high end sports/recreation equipment/12 mo: \$250+	3,189	4.6%	118
Attend sports event: auto racing (NASCAR)	5,246	7.6%	104
Attend sports event: auto racing (not NASCAR)	4,524	6.6%	103
Attend sports event: baseball game	12,555	18.2%	123

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,197	9.0%	113
Attend sports event: basketball game (pro)	6,841	9.9%	116
Attend sports event: football game (college)	8,296	12.0%	116
Attend sports event: football-Monday night game (pro)	4,492	6.5%	106
Attend sports event: football-weekend game (pro)	7,411	10.7%	118
Attend sports event: golf tournament	4,455	6.5%	116
Attend sports event: ice hockey game	5,565	8.1%	122
Attend sports event: soccer game	4,772	6.9%	112
Attend sports event: tennis match	3,659	5.3%	107
Attended adult education course in last 12 months	5,363	7.8%	117
Attended auto show in last 12 months	6,154	8.9%	108
Went to bar/night club in last 12 months	14,762	21.4%	112
Went to beach in last 12 months	20,892	30.3%	123
Attended dance performance in last 12 months	3,781	5.5%	123
Danced/went dancing in last 12 months	6,991	10.1%	107
Dined out in last 12 months	39,222	56.8%	115
Dine out < once a month	3,681	5.3%	113
Dine out once a month	4,758	6.9%	111
Dine out 2-3 times a month	9,138	13.2%	115
Dine out once a week	9,575	13.9%	120
Dine out 2+ times per week	7,724	11.2%	113
Gambled at casino in last 12 months	12,715	18.4%	115
Gambled at casino 6+ times in last 12 months	1,844	2.7%	98
Gambled in Atlantic City in last 12 months	1,880	2.7%	108
Gambled in Las Vegas in last 12 months	3,972	5.8%	120
Attended horse races in last 12 months	2,396	3.5%	117
Attended movies in last 6 months	44,313	64.2%	109
Attended movies in last 90 days: < once a month	24,777	35.9%	111
Attended movies in last 90 days: once a month	8,095	11.7%	114
Attended movies in last 90 days: 2-3 times a month	5,209	7.5%	112
Attended movies in last 90 days: once/week or more	1,712	2.5%	97
Prefer to see movie after second week of release	19,206	27.8%	117
Went to museum in last 12 months	11,385	16.5%	129
Attended music performance in last 12 months	19,764	28.6%	120
Attended country music performance in last 12 mo	3,453	5.0%	99
Attended rock music performance in last 12 months	9,231	13.4%	122
Attended classical music/opera performance/12 mo	4,112	6.0%	130
Went to live theater in last 12 months	11,980	17.4%	132
Visited a theme park in last 12 months	17,059	24.7%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	2,979	4.3%	127
Visited any Sea World in last 12 months	2,762	4.0%	118
Visited any Six Flags in last 12 months	4,303	6.2%	107
Went to zoo in last 12 months	10,873	15.7%	123
Played backgammon in last 12 months	1,516	2.2%	109
Participated in book club in last 12 months	2,662	3.9%	122
Played billiards/pool in last 12 months	6,883	10.0%	104
Played bingo in last 12 months	2,914	4.2%	100
Did birdwatching in last 12 months	4,719	6.8%	110
Played board game in last 12 months	13,343	19.3%	118

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	16,024	23.2%	111
Played chess in last 12 months	2,655	3.8%	105
Cooked for fun in last 12 months	16,506	23.9%	115
Did crossword puzzle in last 12 months	11,245	16.3%	112
Participated in fantasy sports league last 12 mo	2,633	3.8%	117
Flew a kite in last 12 months	2,144	3.1%	110
Did furniture refinishing in last 12 months	2,478	3.6%	111
Did indoor gardening/plant care in last 12 months	7,766	11.2%	112
Participated in karaoke in last 12 months	2,868	4.2%	94
Bought lottery ticket in last 12 months	24,407	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	3,132	4.5%	93
Bought lottery ticket in last 12 mo: Instant Game	10,297	14.9%	94
Bought lottery ticket in last 12 mo: Lotto Drawing	16,135	23.4%	109
Played lottery: <3 times in last 30 days	11,499	16.7%	106
Played lottery: 3-7 times in last 30 days	6,645	9.6%	100
Played lottery: 8+ times in last 30 days	6,265	9.1%	97
Played musical instrument in last 12 months	5,875	8.5%	107
Did painting/drawing in last 12 months	4,743	6.9%	105
Did photography in last 12 months	10,234	14.8%	117
Read book in last 12 months	32,744	47.4%	116
Participated in trivia games in last 12 months	4,844	7.0%	116
Played video game in last 12 months	9,441	13.7%	103
Did woodworking in last 12 months	3,329	4.8%	103
Participated in word games in last 12 months	7,443	10.8%	113
Member of AARP	12,418	18.0%	117
Member of business club	2,369	3.4%	138
Member of charitable organization	5,731	8.3%	131
Member of church board	3,049	4.4%	103
Member of fraternal order	2,620	3.8%	107
Member of religious club	4,953	7.2%	112
Member of union	4,053	5.9%	111
Member of veterans club	2,235	3.2%	95
Bought any children`s toy/game in last 12 months	25,909	37.5%	108
Spent on toys/games in last 12 months: <\$50	4,311	6.2%	103
Spent on toys/games in last 12 months: \$50-99	1,840	2.7%	97
Spent on toys/games in last 12 months: \$100-199	5,026	7.3%	101
Spent on toys/games in last 12 months: \$200-499	8,182	11.9%	109
Spent on toys/games in last 12 months: \$500+	5,005	7.3%	126
Bought infant toy in last 12 months	6,026	8.7%	104
Bought pre-school toy in last 12 months	6,235	9.0%	112
Spent on toys/games (for child <6)/12 mo: <\$100	7,946	11.5%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	4,845	7.0%	104
Spent on toys/games (for child <6)/12 mo: \$200+	6,120	8.9%	115
Bought for child in last 12 mo: boy action figure	5,834	8.5%	105
Bought for child in last 12 mo: girl action figure	2,046	3.0%	96
Bought for child in last 12 mo: bicycle	5,066	7.3%	107
Bought for child in last 12 mo: board game	9,692	14.0%	118

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,553	3.7%	109
Bought for child in last 12 mo: car	6,252	9.1%	98
Bought for child in last 12 mo: construction toy	3,737	5.4%	110
Bought for child in last 12 mo: large/baby doll	4,556	6.6%	101
Bought for child in last 12 mo: fashion doll	3,535	5.1%	100
Bought for child in last 12 mo: plush doll/animal	6,912	10.0%	119
Bought for child in last 12 mo: doll accessories	2,911	4.2%	105
Bought for child in last 12 mo: doll clothing	2,940	4.3%	103
Bought for child in last 12 mo: educational toy	10,695	15.5%	114
Bought for child in last 12 mo: electronic game	7,290	10.6%	113
Bought for child in last 12 mo: mechanical toy	2,978	4.3%	108
Bought for child in last 12 mo: model kit/set	1,929	2.8%	108
Bought for child in last 12 mo: sound game	1,737	2.5%	90
Bought for child in last 12 mo: water toy	7,569	11.0%	114
Bought for child in last 12 mo: word game	2,691	3.9%	101
Bought book in last 12 months	39,853	57.7%	115
Bought 1-3 books in last 12 months	14,465	21.0%	107
Bought 4-9 books in last 12 months	12,271	17.8%	114
Bought 10+ books in last 12 months	13,113	19.0%	126
Bought paperback book in last 12 months	31,039	45.0%	119
Bought <3 paperback books in last 12 months	9,934	14.4%	111
Bought 3-6 paperback books in last 12 months	10,869	15.7%	120
Bought 7+ paperback books in last 12 months	10,239	14.8%	126
Bought hardcover book in last 12 months	23,247	33.7%	121
Bought <3 hardcover books in last 12 months	9,736	14.1%	115
Bought 3-5 hardcover books in last 12 months	6,701	9.7%	121
Bought 6+ hardcover books in last 12 months	6,811	9.9%	126
Bought book (fiction) in last 12 months	23,551	34.1%	121
Bought book (non-fiction) in last 12 months	21,335	30.9%	122
Bought biography in last 12 months	6,053	8.8%	121
Bought children`s book in last 12 months	10,294	14.9%	117
Bought cookbook in last 12 months	8,655	12.5%	115
Bought desk dictionary in last 12 months	1,283	1.9%	91
Bought history book in last 12 months	6,518	9.4%	125
Bought mystery book in last 12 months	9,431	13.7%	122
Bought personal/business self-help book last 12 mo	6,548	9.5%	132
Bought religious book (not bible) last 12 months	5,771	8.4%	110
Bought romance book in last 12 months	4,569	6.6%	101
Bought science fiction book in last 12 months	3,516	5.1%	112
Bought book through book club in last 12 months	3,112	4.5%	104
Bought book at book store in last 12 months	28,642	41.5%	124
Bought book at Barnes & Noble in last 12 months	17,843	25.8%	131
Bought book at Borders in last 12 months	10,783	15.6%	141
Bought book at convenience store in last 12 months	1,332	1.9%	87
Bought book at department store in last 12 months	4,630	6.7%	88
Bought book at drug store in last 12 months	1,570	2.3%	100
Bought book through Internet in last 12 mo	9,100	13.2%	130
Bought book through mail order in last 12 months	2,100	3.0%	89
Bought book at supermarket in last 12 months	3,855	5.6%	107
Bought book at warehouse store in last 12 months	5,401	7.8%	135

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Retirement Communities	38.5%	Population	4,499	4,544
Main Street, USA	22.2%	Households	2,130	2,159
Simple Living	21.8%	Families	1,058	1,058
Suburban Splendor	7.0%	Median Age	45.9	47.0
Old and Newcomers	4.0%	Median Household Income	\$46,694	\$54,801
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		70	\$1,677.63	\$3,573,681
Men's		65	\$300.70	\$640,559
Women's		63	\$526.70	\$1,121,979
Children's		70	\$279.08	\$594,492
Footwear		48	\$201.13	\$428,446
Watches & Jewelry		102	\$198.28	\$422,368
Apparel Products and Services (1)		183	\$171.74	\$365,838
<b>Computer</b>				
Computers and Hardware for Home Use		98	\$187.48	\$399,370
Software and Accessories for Home Use		97	\$27.64	\$58,884
<b>Entertainment &amp; Recreation</b>		100	\$3,232.06	\$6,884,944
Fees and Admissions		102	\$633.95	\$1,350,437
Membership Fees for Clubs (2)		107	\$174.96	\$372,689
Fees for Participant Sports, excl. Trips		101	\$107.76	\$229,542
Admission to Movie/Theatre/Opera/Ballet		101	\$153.76	\$327,537
Admission to Sporting Events, excl. Trips		99	\$58.81	\$125,272
Fees for Recreational Lessons		101	\$137.80	\$293,540
Dating Services		113	\$0.87	\$1,858
TV/Video/Audio		100	\$1,238.52	\$2,638,288
Community Antenna or Cable TV		103	\$744.38	\$1,585,667
Televisions		97	\$187.62	\$399,667
VCRs, Video Cameras, and DVD Players		96	\$19.49	\$41,507
Video Cassettes and DVDs		96	\$50.30	\$107,157
Video and Computer Game Hardware and Software		96	\$53.56	\$114,088
Satellite Dishes		86	\$1.08	\$2,295
Rental of Video Cassettes and DVDs		94	\$38.79	\$82,624
Streaming/Downloaded Video		106	\$1.49	\$3,169
Audio (3)		91	\$134.12	\$285,712
Rental and Repair of TV/Radio/Sound Equipment		101	\$7.70	\$16,402
Pets		119	\$510.94	\$1,088,403
Toys and Games (4)		96	\$139.79	\$297,788
Recreational Vehicles and Fees (5)		88	\$283.80	\$604,541
Sports/Recreation/Exercise Equipment (6)		74	\$134.10	\$285,654
Photo Equipment and Supplies (7)		96	\$99.70	\$212,385
Reading (8)		108	\$167.05	\$355,842
Catered Affairs (9)		99	\$24.23	\$51,606
<b>Food</b>		100	\$7,694.35	\$16,390,499
Food at Home		101	\$4,502.52	\$9,591,266
Bakery and Cereal Products		101	\$605.42	\$1,289,659
Meats, Poultry, Fish, and Eggs		101	\$1,043.39	\$2,222,621
Dairy Products		100	\$499.22	\$1,063,441
Fruits and Vegetables		102	\$804.43	\$1,713,604
Snacks and Other Food at Home (10)		99	\$1,550.06	\$3,301,941
Food Away from Home		99	\$3,191.83	\$6,799,233
Alcoholic Beverages		103	\$588.52	\$1,253,654
Nonalcoholic Beverages at Home		99	\$435.11	\$926,870

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	104	\$1,800.49	\$3,835,406
Vehicle Loans	90	\$4,421.15	\$9,417,928
<b>Health</b>			
Nonprescription Drugs	98	\$101.46	\$216,120
Prescription Drugs	106	\$528.17	\$1,125,099
Eyeglasses and Contact Lenses	101	\$77.53	\$165,156
<b>Home</b>			
Mortgage Payment and Basics (11)	96	\$8,991.86	\$19,154,468
Maintenance and Remodeling Services	102	\$2,018.51	\$4,299,837
Maintenance and Remodeling Materials (12)	91	\$339.70	\$723,635
Utilities, Fuel, and Public Services	101	\$4,586.17	\$9,769,458
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	99	\$131.08	\$279,223
Furniture	98	\$589.92	\$1,256,639
Floor Coverings	109	\$82.06	\$174,804
Major Appliances (14)	97	\$293.04	\$624,231
Housewares (15)	87	\$75.11	\$160,002
Small Appliances	102	\$33.45	\$71,251
Luggage	97	\$9.02	\$19,209
Telephones and Accessories	64	\$27.38	\$58,333
<b>Household Operations</b>			
Child Care	91	\$420.13	\$894,969
Lawn and Garden (16)	99	\$416.39	\$886,998
Moving/Storage/Freight Express	98	\$59.57	\$126,890
Housekeeping Supplies (17)	99	\$694.49	\$1,479,408
<b>Insurance</b>			
Owners and Renters Insurance	97	\$448.04	\$954,404
Vehicle Insurance	100	\$1,162.46	\$2,476,272
Life/Other Insurance	101	\$421.55	\$897,989
Health Insurance	107	\$2,067.42	\$4,404,021
Personal Care Products (18)	98	\$391.45	\$833,856
School Books and Supplies (19)	99	\$106.28	\$226,402
Smoking Products	102	\$435.80	\$928,339
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	93	\$4,096.58	\$8,726,527
Gasoline and Motor Oil	95	\$2,720.08	\$5,794,321
Vehicle Maintenance and Repairs	99	\$931.40	\$1,984,076
<b>Travel</b>			
Airline Fares	103	\$472.53	\$1,006,582
Lodging on Trips	102	\$443.58	\$944,904
Auto/Truck/Van Rental on Trips	102	\$37.55	\$79,982
Food and Drink on Trips	100	\$435.36	\$927,393

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

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

Latitude: 39.17302  
Longitude: -84.29639

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	19.3%	Population	22,952	23,770
Exurbanites	13.2%	Households	9,142	9,485
Retirement Communities	9.7%	Families	6,316	6,523
Crossroads	9.6%	Median Age	41.0	41.0
Top Rung	6.3%	Median Household Income	\$71,053	\$81,937
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,292.74	\$20,960,080
Men's		90	\$414.80	\$3,792,095
Women's		86	\$716.92	\$6,554,072
Children's		99	\$395.35	\$3,614,218
Footwear		66	\$273.94	\$2,504,355
Watches & Jewelry		142	\$276.14	\$2,524,456
Apparel Products and Services (1)		230	\$215.59	\$1,970,884
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$262.48	\$2,399,569
Software and Accessories for Home Use		138	\$39.37	\$359,943
<b>Entertainment &amp; Recreation</b>		140	\$4,526.32	\$41,379,315
Fees and Admissions		149	\$921.00	\$8,419,727
Membership Fees for Clubs (2)		151	\$247.27	\$2,260,534
Fees for Participant Sports, excl. Trips		147	\$156.82	\$1,433,640
Admission to Movie/Theatre/Opera/Ballet		143	\$216.12	\$1,975,796
Admission to Sporting Events, excl. Trips		148	\$88.00	\$804,517
Fees for Recreational Lessons		155	\$211.78	\$1,936,067
Dating Services		130	\$1.00	\$9,173
TV/Video/Audio		133	\$1,654.64	\$15,126,647
Community Antenna or Cable TV		132	\$952.78	\$8,710,253
Televisions		141	\$271.75	\$2,484,333
VCRs, Video Cameras, and DVD Players		134	\$27.21	\$248,776
Video Cassettes and DVDs		131	\$68.85	\$629,388
Video and Computer Game Hardware and Software		137	\$76.67	\$700,907
Satellite Dishes		135	\$1.71	\$15,585
Rental of Video Cassettes and DVDs		133	\$54.66	\$499,739
Streaming/Downloaded Video		142	\$2.00	\$18,238
Audio (3)		128	\$188.59	\$1,724,112
Rental and Repair of TV/Radio/Sound Equipment		138	\$10.43	\$95,315
Pets		167	\$720.41	\$6,585,914
Toys and Games (4)		134	\$194.57	\$1,778,722
Recreational Vehicles and Fees (5)		136	\$439.05	\$4,013,804
Sports/Recreation/Exercise Equipment (6)		109	\$198.38	\$1,813,567
Photo Equipment and Supplies (7)		140	\$144.42	\$1,320,250
Reading (8)		141	\$218.63	\$1,998,732
Catered Affairs (9)		143	\$35.22	\$321,952
<b>Food</b>		134	\$10,284.22	\$94,017,728
Food at Home		132	\$5,928.44	\$54,197,489
Bakery and Cereal Products		133	\$792.05	\$7,240,856
Meats, Poultry, Fish, and Eggs		132	\$1,369.88	\$12,523,338
Dairy Products		132	\$655.48	\$5,992,380
Fruits and Vegetables		134	\$1,052.78	\$9,624,494
Snacks and Other Food at Home (10)		132	\$2,058.25	\$18,816,420
Food Away from Home		135	\$4,355.77	\$39,820,239
Alcoholic Beverages		138	\$788.22	\$7,205,873
Nonalcoholic Beverages at Home		132	\$575.74	\$5,263,409

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	143	\$2,486.35	\$22,730,044
Vehicle Loans	129	\$6,367.04	\$58,207,140
<b>Health</b>			
Nonprescription Drugs	129	\$132.80	\$1,214,008
Prescription Drugs	130	\$649.49	\$5,937,589
Eyeglasses and Contact Lenses	139	\$107.08	\$978,928
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$13,927.29	\$127,322,474
Maintenance and Remodeling Services	153	\$3,025.96	\$27,663,127
Maintenance and Remodeling Materials (12)	138	\$514.22	\$4,700,933
Utilities, Fuel, and Public Services	133	\$6,035.49	\$55,176,073
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	139	\$184.99	\$1,691,175
Furniture	141	\$848.82	\$7,759,833
Floor Coverings	149	\$111.64	\$1,020,618
Major Appliances (14)	136	\$413.92	\$3,784,052
Housewares (15)	121	\$103.96	\$950,353
Small Appliances	135	\$44.19	\$403,947
Luggage	144	\$13.36	\$122,164
Telephones and Accessories	90	\$38.45	\$351,531
<b>Household Operations</b>			
Child Care	139	\$643.44	\$5,882,289
Lawn and Garden (16)	143	\$597.98	\$5,466,671
Moving/Storage/Freight Express	136	\$82.48	\$754,023
Housekeeping Supplies (17)	134	\$937.17	\$8,567,525
<b>Insurance</b>			
Owners and Renters Insurance	139	\$645.50	\$5,901,103
Vehicle Insurance	135	\$1,571.50	\$14,366,567
Life/Other Insurance	141	\$589.91	\$5,392,878
Health Insurance	134	\$2,593.11	\$23,706,030
Personal Care Products (18)	135	\$537.31	\$4,912,098
School Books and Supplies (19)	132	\$141.08	\$1,289,719
Smoking Products	122	\$521.03	\$4,763,258
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	133	\$5,854.54	\$53,521,858
Gasoline and Motor Oil	130	\$3,724.91	\$34,052,951
Vehicle Maintenance and Repairs	136	\$1,280.35	\$11,704,914
<b>Travel</b>			
Airline Fares	149	\$684.36	\$6,256,361
Lodging on Trips	148	\$643.40	\$5,881,880
Auto/Truck/Van Rental on Trips	152	\$56.27	\$514,436
Food and Drink on Trips	143	\$623.40	\$5,699,119

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

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

March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)  
Latitude: 39.17302  
Longitude: -84.29639

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	10.3%	Population	92,480	95,424
Cozy and Comfortable	8.2%	Households	35,427	36,616
Boomburbs	7.1%	Families	25,334	26,030
Milk and Cookies	6.8%	Median Age	40.2	40.0
Retirement Communities	6.2%	Median Household Income	\$72,738	\$82,066
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		97	\$2,316.97	\$82,083,991
Men's		91	\$419.27	\$14,853,728
Women's		87	\$723.37	\$25,626,861
Children's		101	\$403.78	\$14,304,870
Footwear		66	\$276.42	\$9,792,837
Watches & Jewelry		143	\$278.54	\$9,867,840
Apparel Products and Services (1)		230	\$215.59	\$7,637,855
<b>Computer</b>				
Computers and Hardware for Home Use		138	\$264.58	\$9,373,237
Software and Accessories for Home Use		140	\$39.80	\$1,409,814
<b>Entertainment &amp; Recreation</b>		142	\$4,565.43	\$161,740,629
Fees and Admissions		151	\$935.26	\$33,133,558
Membership Fees for Clubs (2)		153	\$250.20	\$8,863,946
Fees for Participant Sports, excl. Trips		149	\$158.79	\$5,625,496
Admission to Movie/Theatre/Opera/Ballet		144	\$218.58	\$7,743,593
Admission to Sporting Events, excl. Trips		152	\$90.73	\$3,214,220
Fees for Recreational Lessons		158	\$215.97	\$7,651,287
Dating Services		128	\$0.99	\$35,016
TV/Video/Audio		134	\$1,668.53	\$59,111,529
Community Antenna or Cable TV		132	\$955.29	\$33,843,337
Televisions		143	\$276.69	\$9,802,282
VCRs, Video Cameras, and DVD Players		135	\$27.56	\$976,357
Video Cassettes and DVDs		132	\$69.52	\$2,462,846
Video and Computer Game Hardware and Software		141	\$78.93	\$2,796,264
Satellite Dishes		138	\$1.74	\$61,689
Rental of Video Cassettes and DVDs		135	\$55.41	\$1,962,924
Streaming/Downloaded Video		145	\$2.03	\$71,745
Audio (3)		130	\$191.04	\$6,767,841
Rental and Repair of TV/Radio/Sound Equipment		136	\$10.34	\$366,245
Pets		168	\$725.05	\$25,686,434
Toys and Games (4)		136	\$198.08	\$7,017,397
Recreational Vehicles and Fees (5)		135	\$435.84	\$15,440,422
Sports/Recreation/Exercise Equipment (6)		111	\$200.52	\$7,103,755
Photo Equipment and Supplies (7)		142	\$146.52	\$5,190,933
Reading (8)		141	\$218.64	\$7,745,663
Catered Affairs (9)		150	\$37.00	\$1,310,937
<b>Food</b>		135	\$10,362.14	\$367,101,995
Food at Home		133	\$5,952.98	\$210,897,618
Bakery and Cereal Products		133	\$794.92	\$28,161,864
Meats, Poultry, Fish, and Eggs		133	\$1,375.55	\$48,732,071
Dairy Products		132	\$657.99	\$23,310,612
Fruits and Vegetables		134	\$1,054.81	\$37,369,131
Snacks and Other Food at Home (10)		133	\$2,069.70	\$73,323,940
Food Away from Home		137	\$4,409.16	\$156,204,376
Alcoholic Beverages		140	\$796.64	\$28,222,738
Nonalcoholic Beverages at Home		132	\$578.51	\$20,494,886

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	141	\$2,446.04	\$86,656,567
Vehicle Loans	132	\$6,492.69	\$230,018,084
<b>Health</b>			
Nonprescription Drugs	129	\$133.31	\$4,722,881
Prescription Drugs	130	\$648.38	\$22,970,443
Eyeglasses and Contact Lenses	141	\$108.20	\$3,833,083
<b>Home</b>			
Mortgage Payment and Basics (11)	152	\$14,238.36	\$504,426,086
Maintenance and Remodeling Services	154	\$3,062.89	\$108,509,880
Maintenance and Remodeling Materials (12)	140	\$519.43	\$18,402,095
Utilities, Fuel, and Public Services	134	\$6,080.89	\$215,429,150
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	140	\$186.13	\$6,594,219
Furniture	143	\$859.21	\$30,439,413
Floor Coverings	151	\$112.91	\$3,999,941
Major Appliances (14)	138	\$417.60	\$14,794,475
Housewares (15)	122	\$104.63	\$3,706,691
Small Appliances	135	\$44.37	\$1,571,770
Luggage	147	\$13.60	\$481,700
Telephones and Accessories	92	\$38.99	\$1,381,453
<b>Household Operations</b>			
Child Care	145	\$672.39	\$23,820,855
Lawn and Garden (16)	144	\$601.93	\$21,324,580
Moving/Storage/Freight Express	134	\$81.39	\$2,883,246
Housekeeping Supplies (17)	135	\$945.15	\$33,483,998
<b>Insurance</b>			
Owners and Renters Insurance	142	\$658.13	\$23,315,821
Vehicle Insurance	136	\$1,585.01	\$56,152,399
Life/Other Insurance	143	\$597.30	\$21,160,769
Health Insurance	134	\$2,595.83	\$91,963,023
Personal Care Products (18)	136	\$543.39	\$19,250,860
School Books and Supplies (19)	133	\$141.72	\$5,020,563
Smoking Products	121	\$516.37	\$18,293,519
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	135	\$5,942.97	\$210,543,041
Gasoline and Motor Oil	131	\$3,767.90	\$133,486,469
Vehicle Maintenance and Repairs	137	\$1,289.74	\$45,692,075
<b>Travel</b>			
Airline Fares	150	\$690.04	\$24,446,241
Lodging on Trips	149	\$649.42	\$23,007,030
Auto/Truck/Van Rental on Trips	154	\$56.98	\$2,018,775
Food and Drink on Trips	144	\$628.44	\$22,263,745

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

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

March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.17302  
Longitude: -84.29639

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,499	4,544
Households		2,130	2,159
Families		1,058	1,058
Median Age		45.9	47.0
Median Household Income		\$46,694	\$54,801
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	92	\$4.40	\$9,373
Gasoline	95	\$2,668.22	\$5,683,852
Motor Oil	89	\$10.51	\$22,397
Vehicle Parts/Equipment and Accessories	94	\$52.35	\$111,514
Tire Purchase/Replacement	94	\$135.61	\$288,872
Vehicle Audio/Video Equipment and Installation	95	\$6.70	\$14,275
Vehicle Cleaning Products and Services	99	\$8.03	\$17,107
<b>Services</b>			
Auto Repair Service Policy	97	\$15.96	\$33,989
Membership Fees for Automobile Service Clubs	112	\$24.51	\$52,216
Global Positioning Services	104	\$2.62	\$5,588
Vehicle Air Conditioning Repair	102	\$17.98	\$38,311
Vehicle Body Work and Painting	103	\$39.30	\$83,709
Vehicle Brake Work	105	\$83.50	\$177,867
Vehicle Clutch/Transmission Repair	92	\$42.55	\$90,633
Vehicle Cooling System Repair	99	\$28.87	\$61,490
Vehicle Drive Shaft and Rear-end Repair	96	\$8.32	\$17,722
Vehicle Electrical System Repair	104	\$35.74	\$76,134
Vehicle Exhaust System Repair	108	\$14.43	\$30,740
Vehicle Front End Alignment/Wheel Balance & Rotation	101	\$18.70	\$39,838
Lube/Oil Change and Oil Filters	97	\$87.17	\$185,690
Vehicle Motor Repair/Replacement	97	\$89.18	\$189,975
Vehicle Motor Tune-up	100	\$62.00	\$132,072
Vehicle Shock Absorber Replacement	103	\$6.86	\$14,621
Vehicle Steering/Front End Repair	104	\$28.77	\$61,296
Tire Repair and Other Repair Work	104	\$67.79	\$144,416

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Households		9,142	9,485
Families		6,316	6,523
Median Age		41.0	41.0
Median Household Income		\$71,053	\$81,937
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	122	\$5.83	\$53,309
Gasoline	130	\$3,646.84	\$33,339,196
Motor Oil	120	\$14.27	\$130,439
Vehicle Parts/Equipment and Accessories	128	\$71.33	\$652,108
Tire Purchase/Replacement	132	\$191.38	\$1,749,617
Vehicle Audio/Video Equipment and Installation	139	\$9.82	\$89,798
Vehicle Cleaning Products and Services	141	\$11.45	\$104,673
<b>Services</b>			
Auto Repair Service Policy	139	\$22.95	\$209,795
Membership Fees for Automobile Service Clubs	142	\$31.29	\$286,047
Global Positioning Services	142	\$3.60	\$32,920
Vehicle Air Conditioning Repair	142	\$24.96	\$228,162
Vehicle Body Work and Painting	138	\$52.71	\$481,893
Vehicle Brake Work	141	\$111.58	\$1,020,081
Vehicle Clutch/Transmission Repair	131	\$60.17	\$550,088
Vehicle Cooling System Repair	137	\$39.84	\$364,200
Vehicle Drive Shaft and Rear-end Repair	135	\$11.67	\$106,697
Vehicle Electrical System Repair	137	\$47.44	\$433,738
Vehicle Exhaust System Repair	140	\$18.77	\$171,635
Vehicle Front End Alignment/Wheel Balance & Rotation	136	\$25.15	\$229,919
Lube/Oil Change and Oil Filters	132	\$118.35	\$1,081,917
Vehicle Motor Repair/Replacement	137	\$126.04	\$1,152,287
Vehicle Motor Tune-up	143	\$88.12	\$805,565
Vehicle Shock Absorber Replacement	138	\$9.19	\$84,039
Vehicle Steering/Front End Repair	137	\$38.11	\$348,392
Tire Repair and Other Repair Work	139	\$90.39	\$826,323

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		92,480	95,424
Households		35,427	36,616
Families		25,334	26,030
Median Age		40.2	40.0
Median Household Income		\$72,738	\$82,066
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	122	\$5.81	\$205,836
Gasoline	132	\$3,690.40	\$130,740,796
Motor Oil	120	\$14.28	\$505,955
Vehicle Parts/Equipment and Accessories	127	\$71.12	\$2,519,532
Tire Purchase/Replacement	134	\$193.25	\$6,846,344
Vehicle Audio/Video Equipment and Installation	141	\$9.96	\$352,911
Vehicle Cleaning Products and Services	141	\$11.48	\$406,825
<b>Services</b>			
Auto Repair Service Policy	140	\$23.12	\$818,993
Membership Fees for Automobile Service Clubs	141	\$31.00	\$1,098,094
Global Positioning Services	143	\$3.63	\$128,525
Vehicle Air Conditioning Repair	144	\$25.28	\$895,506
Vehicle Body Work and Painting	139	\$52.79	\$1,870,370
Vehicle Brake Work	142	\$112.28	\$3,977,786
Vehicle Clutch/Transmission Repair	132	\$60.61	\$2,147,378
Vehicle Cooling System Repair	138	\$40.10	\$1,420,776
Vehicle Drive Shaft and Rear-end Repair	137	\$11.85	\$419,781
Vehicle Electrical System Repair	138	\$47.57	\$1,685,212
Vehicle Exhaust System Repair	141	\$18.85	\$667,674
Vehicle Front End Alignment/Wheel Balance & Rotation	137	\$25.34	\$897,584
Lube/Oil Change and Oil Filters	134	\$119.64	\$4,238,621
Vehicle Motor Repair/Replacement	138	\$126.80	\$4,492,241
Vehicle Motor Tune-up	144	\$88.77	\$3,144,965
Vehicle Shock Absorber Replacement	139	\$9.30	\$329,539
Vehicle Steering/Front End Repair	138	\$38.16	\$1,351,935
Tire Repair and Other Repair Work	140	\$91.06	\$3,225,849

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

Demographic Summary	2010	2015	
Population	4,499	4,544	
Households	2,130	2,159	
Families	1,058	1,058	
Median Age	45.9	47.0	
Median Household Income	\$46,694	\$54,801	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	108	\$6,252.89	\$13,319,903
Savings Accounts	108	\$14,248.09	\$30,351,287
U.S. Savings Bonds	108	\$444.25	\$946,335
Stocks, Bonds & Mutual Funds	108	\$42,279.86	\$90,064,571
<b>Annual Changes</b>			
Checking Accounts	80	\$208.58	\$444,307
Savings Accounts	114	\$446.21	\$950,521
U.S. Savings Bonds	196	\$4.69	\$9,984
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	113	\$1,107.03	\$2,358,196
Interest from Savings Accounts or Bonds	114	\$1,041.53	\$2,218,666
Retirement Plan Contributions	96	\$1,323.89	\$2,820,146
<b>Liabilities</b>			
Original Mortgage Amount	90	\$19,424.52	\$41,378,126
Vehicle Loan Amount 1	89	\$2,431.98	\$5,180,599
<b>Amount Paid: Interest</b>			
Home Mortgage	92	\$4,267.37	\$9,090,351
Lump Sum Home Equity Loan	100	\$129.77	\$276,439
New Car/Truck/Van Loan	92	\$191.97	\$408,932
Used Car/Truck/Van Loan	89	\$144.57	\$307,963
<b>Amount Paid: Principal</b>			
Home Mortgage	94	\$1,853.10	\$3,947,469
Lump Sum Home Equity Loan	101	\$169.59	\$361,264
New Car/Truck/Van Loan	93	\$1,029.79	\$2,193,651
Used Car/Truck/Van Loan	89	\$676.04	\$1,440,099
Checking Account and Banking Service Charges	98	\$27.18	\$57,894
Finance Charges, excluding Mortgage/Vehicle	99	\$241.59	\$514,645

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Households		9,142	9,485
Families		6,316	6,523
Median Age		41.0	41.0
Median Household Income		\$71,053	\$81,937
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	146	\$8,483.39	\$77,554,690
Savings Accounts	146	\$19,175.74	\$175,303,556
U.S. Savings Bonds	145	\$594.74	\$5,437,125
Stocks, Bonds & Mutual Funds	156	\$60,653.40	\$554,490,024
<b>Annual Changes</b>			
Checking Accounts	155	\$405.24	\$3,704,651
Savings Accounts	146	\$570.87	\$5,218,837
U.S. Savings Bonds	206	\$4.92	\$44,994
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	151	\$1,481.20	\$13,541,021
Interest from Savings Accounts or Bonds	148	\$1,355.89	\$12,395,514
Retirement Plan Contributions	149	\$2,050.57	\$18,746,215
<b>Liabilities</b>			
Original Mortgage Amount	150	\$32,239.23	\$294,729,211
Vehicle Loan Amount 1	128	\$3,493.37	\$31,936,221
<b>Amount Paid: Interest</b>			
Home Mortgage	149	\$6,932.99	\$63,381,024
Lump Sum Home Equity Loan	149	\$194.25	\$1,775,826
New Car/Truck/Van Loan	135	\$282.18	\$2,579,652
Used Car/Truck/Van Loan	123	\$199.96	\$1,828,054
<b>Amount Paid: Principal</b>			
Home Mortgage	149	\$2,952.74	\$26,993,754
Lump Sum Home Equity Loan	148	\$247.19	\$2,259,798
New Car/Truck/Van Loan	136	\$1,513.58	\$13,837,101
Used Car/Truck/Van Loan	123	\$934.40	\$8,542,210
Checking Account and Banking Service Charges	130	\$36.11	\$330,108
Finance Charges, excluding Mortgage/Vehicle	135	\$330.75	\$3,023,694

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		92,480	95,424
Households		35,427	36,616
Families		25,334	26,030
Median Age		40.2	40.0
Median Household Income		\$72,738	\$82,066
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	146	\$8,556.49	\$303,132,905
Savings Accounts	146	\$19,173.21	\$679,254,338
U.S. Savings Bonds	148	\$607.37	\$21,517,503
Stocks, Bonds & Mutual Funds	157	\$61,255.43	\$2,170,111,619
<b>Annual Changes</b>			
Checking Accounts	164	\$428.54	\$15,182,164
Savings Accounts	143	\$560.39	\$19,853,192
U.S. Savings Bonds	222	\$5.29	\$187,548
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	151	\$1,480.44	\$52,447,951
Interest from Savings Accounts or Bonds	148	\$1,356.92	\$48,072,012
Retirement Plan Contributions	153	\$2,099.76	\$74,388,811
<b>Liabilities</b>			
Original Mortgage Amount	154	\$33,137.08	\$1,173,955,721
Vehicle Loan Amount 1	131	\$3,554.37	\$125,921,518
<b>Amount Paid: Interest</b>			
Home Mortgage	153	\$7,116.63	\$252,122,785
Lump Sum Home Equity Loan	152	\$197.04	\$6,980,548
New Car/Truck/Van Loan	138	\$289.07	\$10,241,010
Used Car/Truck/Van Loan	125	\$203.07	\$7,194,072
<b>Amount Paid: Principal</b>			
Home Mortgage	152	\$3,020.69	\$107,014,868
Lump Sum Home Equity Loan	149	\$249.92	\$8,854,113
New Car/Truck/Van Loan	140	\$1,554.71	\$55,079,077
Used Car/Truck/Van Loan	125	\$949.89	\$33,651,958
Checking Account and Banking Service Charges	130	\$36.24	\$1,283,925
Finance Charges, excluding Mortgage/Vehicle	137	\$334.65	\$11,855,692

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,326	Population	4,499
2010-2015 Percent Change	3.21%	Households	2,130
Percent Occupied	91.6%	Families	1,058
Percent Owner HHS	52.3%	Median Age	45.9
Median Home Value	\$138,929	Median Household Income	\$46,694
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		97	\$11,455.95
Mortgage Interest		92	\$4,267.37
Mortgage Principal		94	\$1,853.10
Property Taxes		107	\$2,364.91
Homeowners Insurance		96	\$432.19
Ground Rent		102	\$73.88
Maintenance and Remodeling Services		102	\$2,018.51
Maintenance and Remodeling Materials		91	\$339.70
Property Management and Security		124	\$106.40
<b>Rented Dwellings</b>		122	\$4,185.49
Rent		123	\$3,992.27
Rent Received as Pay		120	\$110.00
Renters' Insurance		121	\$15.84
Maintenance and Repair Services		106	\$22.45
Maintenance and Repair Materials		85	\$44.93
<b>Owned Vacation Homes</b>		111	\$518.33
Mortgage Payment		106	\$215.59
Property Taxes		119	\$133.79
Homeowners Insurance		122	\$18.09
Maintenance and Remodeling		112	\$130.85
Property Management and Security		117	\$20.01
Housing While Attending School		100	\$81.76
<b>Household Operations</b>		97	\$1,530.18
Child Care		91	\$420.13
Care for Elderly or Handicapped		128	\$92.51
Appliance Rental and Repair		102	\$24.75
Computer Information Services		99	\$240.88
Home Security System Services		99	\$26.03
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.61
Housekeeping Services		106	\$162.46
Lawn and Garden		99	\$416.39
Moving/Storage/Freight Express		98	\$59.57
PC Repair (Personal Use)		101	\$8.92
Reupholstering/Furniture Repair		104	\$8.23
Termite/Pest Control		92	\$22.37
Water Softening Services		92	\$5.18
Internet Services Away from Home		100	\$2.66
Voice Over IP Service		121	\$8.10
Other Home Services (1)		111	\$25.43

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	101	\$4,586.17	\$9,769,458
Bottled Gas	88	\$59.67	\$127,110
Electricity	99	\$1,670.47	\$3,558,435
Fuel Oil	142	\$158.83	\$338,349
Natural Gas	110	\$720.06	\$1,533,867
Telephone Services	99	\$1,436.94	\$3,060,965
Water and Other Public Services	97	\$532.52	\$1,134,382
Coal/Wood/Other Fuel	90	\$7.73	\$16,465
<b>Housekeeping Supplies</b>	99	\$694.49	\$1,479,408
Laundry and Cleaning Supplies	96	\$183.51	\$390,902
Postage and Stationery	101	\$206.47	\$439,824
Other HH Products (2)	99	\$304.52	\$648,693
<b>Household Textiles</b>	99	\$131.08	\$279,223
Bathroom Linens	98	\$17.44	\$37,144
Bedroom Linens	98	\$61.00	\$129,951
Kitchen and Dining Room Linens	99	\$3.05	\$6,498
Curtains and Draperies	99	\$28.59	\$60,895
Slipcovers, Decorative Pillows	101	\$4.32	\$9,203
Materials for Slipcovers/Curtains	97	\$14.87	\$31,682
Other Linens	103	\$1.80	\$3,845
<b>Furniture</b>	98	\$589.92	\$1,256,639
Mattresses and Box Springs	97	\$77.13	\$164,310
Other Bedroom Furniture	94	\$100.35	\$213,766
Sofas	102	\$154.20	\$328,470
Living Room Tables and Chairs	101	\$84.01	\$178,955
Kitchen, Dining Room Furniture	98	\$60.98	\$129,895
Infant Furniture	95	\$10.59	\$22,549
Outdoor Furniture	102	\$27.20	\$57,934
Wall Units, Cabinets, Other Furniture (3)	95	\$75.46	\$160,748
<b>Major Appliances</b>	97	\$293.04	\$624,231
Dishwashers and Disposals	99	\$27.05	\$57,629
Refrigerators and Freezers	94	\$77.31	\$164,685
Clothes Washers	94	\$46.98	\$100,078
Clothes Dryers	95	\$36.34	\$77,405
Cooking Stoves and Ovens	99	\$46.82	\$99,737
Microwave Ovens	104	\$13.34	\$28,426
Window Air Conditioners	107	\$7.51	\$15,994
Electric Floor Cleaning Equipment	92	\$20.78	\$44,259
Sewing Machines and Miscellaneous Appliances	105	\$16.90	\$36,010

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	109	\$82.06	\$174,804
Housewares	87	\$75.11	\$160,002
Small Appliances	102	\$33.45	\$71,251
Window Coverings	92	\$35.91	\$76,500
Lamps and Other Lighting Fixtures	100	\$23.66	\$50,397
Infant Equipment	24	\$4.91	\$10,450
Rental of Furniture	109	\$5.04	\$10,737
Laundry and Cleaning Equipment	97	\$21.54	\$45,885
Closet and Storage Items	20	\$5.00	\$10,656
Luggage	97	\$9.02	\$19,209
Clocks and Other Household Decoratives	27	\$55.84	\$118,958
Telephones and Accessories	64	\$27.38	\$58,333
Telephone Answering Devices	100	\$0.84	\$1,793
Grills and Outdoor Equipment	25	\$13.39	\$28,521
Power Tools	88	\$28.13	\$59,932
Hand Tools	99	\$10.23	\$21,793
Office Furniture/Equipment for Home Use	95	\$15.54	\$33,103
Computers and Hardware for Home Use	98	\$187.48	\$399,370
Software and Accessories for Home Use	97	\$27.64	\$58,884
Other Household Items (4)	98	\$101.89	\$217,036

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# House and Home Expenditures

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

2010 Housing Summary		2010 Demographic Summary		
Housing Units	9,849	Population	22,952	
2010-2015 Percent Change	5.02%	Households	9,142	
Percent Occupied	92.8%	Families	6,316	
Percent Owner HHS	71.8%	Median Age	41.0	
Median Home Value	\$191,728	Median Household Income	\$71,053	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		149	\$17,598.87	\$160,887,861
Mortgage Interest		149	\$6,932.99	\$63,381,024
Mortgage Principal		149	\$2,952.74	\$26,993,754
Property Taxes		150	\$3,315.79	\$30,312,750
Homeowners Insurance		140	\$629.66	\$5,756,339
Ground Rent		130	\$94.53	\$864,202
Maintenance and Remodeling Services		153	\$3,025.96	\$27,663,127
Maintenance and Remodeling Materials		138	\$514.22	\$4,700,933
Property Management and Security		156	\$133.33	\$1,218,932
<b>Rented Dwellings</b>		111	\$3,806.88	\$34,802,265
Rent		111	\$3,610.46	\$33,006,606
Rent Received as Pay		102	\$93.41	\$853,973
Renters' Insurance		121	\$15.76	\$144,038
Maintenance and Repair Services		109	\$23.02	\$210,466
Maintenance and Repair Materials		121	\$64.23	\$587,182
<b>Owned Vacation Homes</b>		161	\$748.46	\$6,842,356
Mortgage Payment		160	\$326.75	\$2,987,089
Property Taxes		159	\$179.42	\$1,640,206
Homeowners Insurance		159	\$23.61	\$215,829
Maintenance and Remodeling		164	\$191.11	\$1,747,078
Property Management and Security		161	\$27.58	\$252,154
Housing While Attending School		152	\$123.72	\$1,131,069
<b>Household Operations</b>		139	\$2,188.60	\$20,008,018
Child Care		139	\$643.44	\$5,882,289
Care for Elderly or Handicapped		150	\$108.27	\$989,832
Appliance Rental and Repair		141	\$34.28	\$313,339
Computer Information Services		136	\$332.22	\$3,037,127
Home Security System Services		148	\$38.82	\$354,848
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.84	\$62,513
Housekeeping Services		152	\$232.96	\$2,129,720
Lawn and Garden		143	\$597.98	\$5,466,671
Moving/Storage/Freight Express		136	\$82.48	\$754,023
PC Repair (Personal Use)		134	\$11.82	\$108,097
Reupholstering/Furniture Repair		152	\$12.05	\$110,122
Termite/Pest Control		139	\$33.86	\$309,536
Water Softening Services		117	\$6.59	\$60,200
Internet Services Away from Home		140	\$3.74	\$34,224
Voice Over IP Service		143	\$9.53	\$87,113
Other Home Services (1)		148	\$33.94	\$310,303

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	133	\$6,035.49	\$55,176,073
Bottled Gas	107	\$72.40	\$661,917
Electricity	131	\$2,216.67	\$20,264,670
Fuel Oil	144	\$161.01	\$1,471,941
Natural Gas	142	\$930.67	\$8,508,145
Telephone Services	131	\$1,887.17	\$17,252,376
Water and Other Public Services	139	\$758.25	\$6,931,843
Coal/Wood/Other Fuel	102	\$8.81	\$80,516
<b>Housekeeping Supplies</b>	134	\$937.17	\$8,567,525
Laundry and Cleaning Supplies	130	\$248.50	\$2,271,816
Postage and Stationery	136	\$278.40	\$2,545,074
Other HH Products (2)	134	\$410.15	\$3,749,573
<b>Household Textiles</b>	139	\$184.99	\$1,691,175
Bathroom Linens	136	\$24.09	\$220,269
Bedroom Linens	137	\$85.05	\$777,536
Kitchen and Dining Room Linens	140	\$4.33	\$39,592
Curtains and Draperies	146	\$42.04	\$384,325
Slipcovers, Decorative Pillows	139	\$5.94	\$54,316
Materials for Slipcovers/Curtains	137	\$21.02	\$192,133
Other Linens	143	\$2.50	\$22,815
<b>Furniture</b>	141	\$848.82	\$7,759,833
Mattresses and Box Springs	137	\$109.23	\$998,535
Other Bedroom Furniture	138	\$147.79	\$1,351,084
Sofas	142	\$215.03	\$1,965,782
Living Room Tables and Chairs	142	\$118.08	\$1,079,507
Kitchen, Dining Room Furniture	142	\$88.00	\$804,513
Infant Furniture	136	\$15.19	\$138,893
Outdoor Furniture	153	\$40.83	\$373,281
Wall Units, Cabinets, Other Furniture (3)	144	\$114.57	\$1,047,389
<b>Major Appliances</b>	136	\$413.92	\$3,784,052
Dishwashers and Disposals	143	\$39.09	\$357,360
Refrigerators and Freezers	135	\$111.20	\$1,016,570
Clothes Washers	135	\$67.71	\$619,039
Clothes Dryers	135	\$51.62	\$471,938
Cooking Stoves and Ovens	142	\$67.01	\$612,611
Microwave Ovens	137	\$17.44	\$159,480
Window Air Conditioners	119	\$8.38	\$76,587
Electric Floor Cleaning Equipment	129	\$29.12	\$266,191
Sewing Machines and Miscellaneous Appliances	138	\$22.30	\$203,835

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	149	\$111.64	\$1,020,618
Housewares	121	\$103.96	\$950,353
Small Appliances	135	\$44.19	\$403,947
Window Coverings	154	\$60.05	\$548,953
Lamps and Other Lighting Fixtures	145	\$34.20	\$312,669
Infant Equipment	35	\$7.09	\$64,818
Rental of Furniture	109	\$5.06	\$46,258
Laundry and Cleaning Equipment	132	\$29.44	\$269,178
Closet and Storage Items	28	\$6.99	\$63,932
Luggage	144	\$13.36	\$122,164
Clocks and Other Household Decoratives	40	\$82.97	\$758,507
Telephones and Accessories	90	\$38.45	\$351,531
Telephone Answering Devices	134	\$1.13	\$10,291
Grills and Outdoor Equipment	38	\$20.00	\$182,812
Power Tools	125	\$39.95	\$365,250
Hand Tools	131	\$13.55	\$123,828
Office Furniture/Equipment for Home Use	144	\$23.55	\$215,302
Computers and Hardware for Home Use	137	\$262.48	\$2,399,569
Software and Accessories for Home Use	138	\$39.37	\$359,943
Other Household Items (4)	136	\$141.33	\$1,292,072

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# House and Home Expenditures

Downtown Milford  
 101 Main St, Milford, OH 45150-1183  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.17302  
 Longitude: -84.29639

2010 Housing Summary		2010 Demographic Summary		
Housing Units	37,867	Population	92,480	
2010-2015 Percent Change	4.18%	Households	35,427	
Percent Occupied	93.6%	Families	25,334	
Percent Owner HHS	75.8%	Median Age	40.2	
Median Home Value	\$174,369	Median Household Income	\$72,738	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		152	\$17,951.27	\$635,964,159
Mortgage Interest		153	\$7,116.63	\$252,122,785
Mortgage Principal		152	\$3,020.69	\$107,014,868
Property Taxes		152	\$3,364.33	\$119,188,856
Homeowners Insurance		143	\$642.78	\$22,771,993
Ground Rent		128	\$92.74	\$3,285,456
Maintenance and Remodeling Services		154	\$3,062.89	\$108,509,880
Maintenance and Remodeling Materials		140	\$519.43	\$18,402,095
Property Management and Security		154	\$132.07	\$4,678,867
<b>Rented Dwellings</b>		106	\$3,635.21	\$128,785,471
Rent		106	\$3,448.37	\$122,166,115
Rent Received as Pay		94	\$86.03	\$3,047,766
Renters' Insurance		117	\$15.29	\$541,815
Maintenance and Repair Services		105	\$22.28	\$789,362
Maintenance and Repair Materials		119	\$63.24	\$2,240,413
<b>Owned Vacation Homes</b>		161	\$746.28	\$26,438,636
Mortgage Payment		162	\$329.45	\$11,671,653
Property Taxes		158	\$178.43	\$6,321,365
Homeowners Insurance		158	\$23.42	\$829,596
Maintenance and Remodeling		161	\$187.45	\$6,640,877
Property Management and Security		161	\$27.53	\$975,144
Housing While Attending School		154	\$125.12	\$4,432,543
<b>Household Operations</b>		141	\$2,229.14	\$78,972,369
Child Care		145	\$672.39	\$23,820,855
Care for Elderly or Handicapped		151	\$109.36	\$3,874,239
Appliance Rental and Repair		143	\$34.73	\$1,230,483
Computer Information Services		138	\$336.22	\$11,911,318
Home Security System Services		152	\$39.84	\$1,411,523
Non-Apparel Household Laundry/Dry Cleaning		18	\$6.60	\$233,632
Housekeeping Services		153	\$234.60	\$8,311,081
Lawn and Garden		144	\$601.93	\$21,324,580
Moving/Storage/Freight Express		134	\$81.38	\$2,883,246
PC Repair (Personal Use)		132	\$11.71	\$414,900
Reupholstering/Furniture Repair		153	\$12.17	\$431,193
Termite/Pest Control		142	\$34.68	\$1,228,737
Water Softening Services		113	\$6.37	\$225,523
Internet Services Away from Home		142	\$3.78	\$133,867
Voice Over IP Service		142	\$9.50	\$336,669
Other Home Services (1)		149	\$34.05	\$1,206,169

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	134	\$6,080.89	\$215,429,150
Bottled Gas	103	\$69.70	\$2,469,295
Electricity	132	\$2,239.26	\$79,330,758
Fuel Oil	137	\$153.38	\$5,433,814
Natural Gas	144	\$940.28	\$33,311,608
Telephone Services	132	\$1,900.86	\$67,342,084
Water and Other Public Services	140	\$768.71	\$27,233,419
Coal/Wood/Other Fuel	97	\$8.34	\$295,436
<b>Housekeeping Supplies</b>	135	\$945.15	\$33,483,998
Laundry and Cleaning Supplies	132	\$251.61	\$8,913,736
Postage and Stationery	136	\$278.64	\$9,871,329
Other HH Products (2)	135	\$414.82	\$14,696,106
<b>Household Textiles</b>	140	\$186.13	\$6,594,219
Bathroom Linens	137	\$24.31	\$861,282
Bedroom Linens	139	\$85.91	\$3,043,712
Kitchen and Dining Room Linens	141	\$4.36	\$154,445
Curtains and Draperies	146	\$42.01	\$1,488,201
Slipcovers, Decorative Pillows	141	\$6.04	\$213,883
Materials for Slipcovers/Curtains	137	\$20.98	\$743,402
Other Linens	143	\$2.51	\$88,750
<b>Furniture</b>	143	\$859.21	\$30,439,413
Mattresses and Box Springs	137	\$109.17	\$3,867,753
Other Bedroom Furniture	140	\$150.28	\$5,324,004
Sofas	143	\$216.36	\$7,664,963
Living Room Tables and Chairs	144	\$119.08	\$4,218,682
Kitchen, Dining Room Furniture	145	\$89.85	\$3,183,123
Infant Furniture	141	\$15.71	\$556,491
Outdoor Furniture	156	\$41.72	\$1,477,942
Wall Units, Cabinets, Other Furniture (3)	147	\$116.97	\$4,143,947
<b>Major Appliances</b>	138	\$417.60	\$14,794,475
Dishwashers and Disposals	143	\$39.17	\$1,387,754
Refrigerators and Freezers	137	\$112.52	\$3,986,127
Clothes Washers	138	\$68.91	\$2,441,359
Clothes Dryers	138	\$52.71	\$1,867,456
Cooking Stoves and Ovens	143	\$67.36	\$2,386,491
Microwave Ovens	137	\$17.49	\$619,564
Window Air Conditioners	114	\$8.02	\$284,043
Electric Floor Cleaning Equipment	129	\$29.09	\$1,030,647
Sewing Machines and Miscellaneous Appliances	138	\$22.29	\$789,781

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	151	\$112.91	\$3,999,941
Housewares	122	\$104.63	\$3,706,691
Small Appliances	135	\$44.37	\$1,571,770
Window Coverings	156	\$60.81	\$2,154,323
Lamps and Other Lighting Fixtures	147	\$34.68	\$1,228,677
Infant Equipment	36	\$7.31	\$258,819
Rental of Furniture	104	\$4.82	\$170,790
Laundry and Cleaning Equipment	133	\$29.67	\$1,051,159
Closet and Storage Items	28	\$7.07	\$250,435
Luggage	147	\$13.60	\$481,700
Clocks and Other Household Decoratives	41	\$84.75	\$3,002,513
Telephones and Accessories	92	\$38.99	\$1,381,453
Telephone Answering Devices	134	\$1.13	\$39,925
Grills and Outdoor Equipment	38	\$20.29	\$718,745
Power Tools	125	\$39.95	\$1,415,343
Hand Tools	132	\$13.60	\$481,687
Office Furniture/Equipment for Home Use	147	\$24.09	\$853,413
Computers and Hardware for Home Use	138	\$264.58	\$9,373,237
Software and Accessories for Home Use	140	\$39.79	\$1,409,814
Other Household Items (4)	137	\$141.77	\$5,022,343

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,499	4,544
Households		2,130	2,159
Families		1,058	1,058
Median Household Income		\$46,694	\$54,801
Males per 100 Females		81.0	82.1
<b>Population By Age</b>			
Population <5 Years		5.3%	5.1%
Population 5-17 Years		14.3%	14.0%
Population 65+ Years		25.0%	26.8%
Median Age		45.9	47.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	105	\$3,913.16	\$8,335,819
<b>Medical Care</b>	103	\$1,845.74	\$3,931,801
Physician Services	96	\$217.83	\$464,016
Dental Services	105	\$341.82	\$728,155
Eyecare Services	98	\$49.14	\$104,671
Lab Tests, X-Rays	92	\$50.56	\$107,712
Hospital Room and Hospital Services	92	\$126.75	\$269,999
Convalescent or Nursing Home Care	149	\$34.46	\$73,410
Other Medical services (1)	96	\$107.66	\$229,337
Nonprescription Drugs	98	\$101.46	\$216,120
Prescription Drugs	106	\$528.17	\$1,125,099
Nonprescription Vitamins	105	\$59.43	\$126,595
Medicare Prescription Drug Premium	129	\$63.97	\$136,275
Eyeglasses and Contact Lenses	101	\$77.53	\$165,156
Hearing Aids	121	\$26.22	\$55,852
Medical Equipment for General Use	95	\$6.02	\$12,831
Other Medical Supplies (2)	107	\$54.72	\$116,558
<b>Health Insurance</b>	107	\$2,067.42	\$4,404,021
Blue Cross/Blue Shield	101	\$567.70	\$1,209,309
Commercial Health Insurance	96	\$358.51	\$763,695
Health Maintenance Organization	101	\$336.59	\$717,012
Medicare Payments	126	\$520.40	\$1,108,549
Long Term Care Insurance	113	\$94.39	\$201,063
Other Health Insurance (3)	113	\$189.86	\$404,434

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

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

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

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

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



# Medical Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Households		9,142	9,485
Families		6,316	6,523
Median Household Income		\$71,053	\$81,937
Males per 100 Females		91.8	92.3
<b>Population By Age</b>			
Population <5 Years		6.4%	6.2%
Population 5-17 Years		18.3%	18.0%
Population 65+ Years		15.4%	17.5%
Median Age		41.0	41.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	134	\$4,995.61	\$45,669,629
<b>Medical Care</b>	134	\$2,402.22	\$21,960,969
Physician Services	134	\$303.26	\$2,772,398
Dental Services	141	\$457.73	\$4,184,536
Eyecare Services	135	\$67.60	\$618,005
Lab Tests, X-Rays	130	\$71.81	\$656,510
Hospital Room and Hospital Services	130	\$178.22	\$1,629,306
Convalescent or Nursing Home Care	150	\$34.71	\$317,286
Other Medical services (1)	136	\$152.69	\$1,395,866
Nonprescription Drugs	129	\$132.80	\$1,214,008
Prescription Drugs	130	\$649.49	\$5,937,589
Nonprescription Vitamins	135	\$76.61	\$700,334
Medicare Prescription Drug Premium	127	\$62.89	\$574,973
Eyeglasses and Contact Lenses	139	\$107.08	\$978,928
Hearing Aids	132	\$28.62	\$261,629
Medical Equipment for General Use	137	\$8.68	\$79,388
Other Medical Supplies (2)	137	\$70.14	\$641,218
<b>Health Insurance</b>	134	\$2,593.11	\$23,706,030
Blue Cross/Blue Shield	135	\$758.50	\$6,934,167
Commercial Health Insurance	138	\$516.11	\$4,718,280
Health Maintenance Organization	137	\$457.48	\$4,182,223
Medicare Payments	128	\$530.64	\$4,851,094
Long Term Care Insurance	142	\$118.33	\$1,081,762
Other Health Insurance (3)	126	\$211.73	\$1,935,652

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		92,480	95,424
Households		35,427	36,616
Families		25,334	26,030
Median Household Income		\$72,738	\$82,066
Males per 100 Females		92.4	92.6
<b>Population By Age</b>			
Population <5 Years		6.7%	6.6%
Population 5-17 Years		18.7%	18.5%
Population 65+ Years		13.8%	15.5%
Median Age		40.2	40.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	134	\$5,004.30	\$177,288,679
<b>Medical Care</b>	134	\$2,408.27	\$85,318,443
Physician Services	135	\$306.92	\$10,873,327
Dental Services	141	\$458.17	\$16,231,558
Eyecare Services	136	\$68.19	\$2,415,671
Lab Tests, X-Rays	132	\$72.66	\$2,574,058
Hospital Room and Hospital Services	133	\$181.94	\$6,445,695
Convalescent or Nursing Home Care	143	\$33.01	\$1,169,317
Other Medical services (1)	138	\$154.57	\$5,475,881
Nonprescription Drugs	129	\$133.31	\$4,722,881
Prescription Drugs	130	\$648.38	\$22,970,443
Nonprescription Vitamins	135	\$76.42	\$2,707,324
Medicare Prescription Drug Premium	121	\$60.29	\$2,135,916
Eyeglasses and Contact Lenses	141	\$108.20	\$3,833,083
Hearing Aids	126	\$27.38	\$970,075
Medical Equipment for General Use	141	\$8.92	\$315,858
Other Medical Supplies (2)	137	\$70.00	\$2,480,064
<b>Health Insurance</b>	134	\$2,595.83	\$91,963,023
Blue Cross/Blue Shield	137	\$768.10	\$27,211,847
Commercial Health Insurance	141	\$527.44	\$18,685,620
Health Maintenance Organization	138	\$461.37	\$16,344,906
Medicare Payments	124	\$513.53	\$18,193,051
Long Term Care Insurance	140	\$117.30	\$4,155,639
Other Health Insurance (3)	123	\$207.87	\$7,364,126

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,499	4,544
Households		2,130	2,159
Families		1,058	1,058
Median Age		45.9	47.0
Median Household Income		\$46,694	\$54,801
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	102	\$633.95	\$1,350,437
Admission to Movies, Theater, Opera, Ballet	101	\$153.76	\$327,537
Admission to Sporting Events, excl.Trips	99	\$58.81	\$125,272
Fees for Participant Sports, excl.Trips	101	\$107.76	\$229,542
Fees for Recreational Lessons	101	\$137.80	\$293,540
Membership Fees for Social/Recreation/Civic Clubs	107	\$174.95	\$372,689
Dating Services	113	\$0.87	\$1,858
Rental of Video Cassettes and DVDs	94	\$38.79	\$82,624
<b>Toys &amp; Games</b>	96	\$139.79	\$297,788
Toys and Playground Equipment	96	\$135.41	\$288,451
Play Arcade Pinball/Video Games	112	\$2.11	\$4,498
Online Entertainment and Games	98	\$2.27	\$4,845
<b>Recreational Vehicles and Fees</b>	88	\$283.80	\$604,541
Docking and Landing Fees for Boats and Planes	111	\$7.85	\$16,721
Camp Fees	102	\$29.53	\$62,911
Purchase of RVs or Boats	86	\$238.15	\$507,297
Rental of RVs or Boats	96	\$8.25	\$17,579
<b>Sports, Recreation and Exercise Equipment</b>	74	\$134.10	\$285,654
Exercise Equipment and Gear, Game Tables	78	\$63.92	\$136,159
Bicycles	99	\$19.52	\$41,585
Camping Equipment	37	\$5.38	\$11,471
Hunting and Fishing Equipment	54	\$20.71	\$44,106
Winter Sports Equipment	88	\$5.68	\$12,098
Water Sports Equipment	94	\$6.24	\$13,287
Other Sports Equipment	95	\$9.04	\$19,259
Rental/Repair of Sports/Recreation/Exercise Equipment	90	\$3.61	\$7,686
<b>Photographic Equipment and Supplies</b>	96	\$99.70	\$212,385
Film	97	\$7.13	\$15,187
Film Processing	97	\$21.67	\$46,171
Photographic Equipment	97	\$41.51	\$88,427
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$29.39	\$62,597
<b>Reading</b>	108	\$167.05	\$355,842
Magazine/Newspaper Subscriptions	112	\$71.25	\$151,783
Magazine/Newspaper Single Copies	110	\$21.06	\$44,871
Books	103	\$74.73	\$159,186

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		22,952	23,770
Households		9,142	9,485
Families		6,316	6,523
Median Age		41.0	41.0
Median Household Income		\$71,053	\$81,937
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	149	\$921.00	\$8,419,727
Admission to Movies, Theater, Opera, Ballet	143	\$216.12	\$1,975,796
Admission to Sporting Events, excl.Trips	148	\$88.00	\$804,517
Fees for Participant Sports, excl.Trips	147	\$156.82	\$1,433,640
Fees for Recreational Lessons	155	\$211.78	\$1,936,067
Membership Fees for Social/Recreation/Civic Clubs	151	\$247.27	\$2,260,534
Dating Services	130	\$1.00	\$9,173
Rental of Video Cassettes and DVDs	133	\$54.66	\$499,739
<b>Toys &amp; Games</b>	134	\$194.57	\$1,778,722
Toys and Playground Equipment	134	\$188.92	\$1,727,073
Play Arcade Pinball/Video Games	135	\$2.56	\$23,411
Online Entertainment and Games	132	\$3.06	\$28,011
<b>Recreational Vehicles and Fees</b>	136	\$439.05	\$4,013,804
Docking and Landing Fees for Boats and Planes	157	\$11.16	\$102,019
Camp Fees	155	\$44.79	\$409,472
Purchase of RVs or Boats	133	\$370.40	\$3,386,161
Rental of RVs or Boats	148	\$12.66	\$115,778
<b>Sports, Recreation and Exercise Equipment</b>	109	\$198.38	\$1,813,567
Exercise Equipment and Gear, Game Tables	116	\$95.17	\$870,081
Bicycles	144	\$28.41	\$259,731
Camping Equipment	56	\$8.06	\$73,728
Hunting and Fishing Equipment	79	\$30.28	\$276,854
Winter Sports Equipment	138	\$8.89	\$81,306
Water Sports Equipment	133	\$8.84	\$80,829
Other Sports Equipment	138	\$13.07	\$119,488
Rental/Repair of Sports/Recreation/Exercise Equipment	140	\$5.62	\$51,341
<b>Photographic Equipment and Supplies</b>	140	\$144.42	\$1,320,250
Film	129	\$9.54	\$87,219
Film Processing	135	\$30.32	\$277,226
Photographic Equipment	140	\$59.91	\$547,723
Photographer Fees/Other Supplies & Equip Rental/Repair	145	\$44.63	\$407,961
<b>Reading</b>	141	\$218.63	\$1,998,732
Magazine/Newspaper Subscriptions	143	\$90.66	\$828,772
Magazine/Newspaper Single Copies	133	\$25.42	\$232,363
Books	142	\$102.54	\$937,380

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Downtown Milford  
101 Main St, Milford, OH 45150-1183  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17302  
Longitude: -84.29639

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		92,480	95,424
Households		35,427	36,616
Families		25,334	26,030
Median Age		40.2	40.0
Median Household Income		\$72,738	\$82,066
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	151	\$935.26	\$33,133,558
Admission to Movies, Theater, Opera, Ballet	144	\$218.58	\$7,743,593
Admission to Sporting Events, excl.Trips	152	\$90.73	\$3,214,220
Fees for Participant Sports, excl.Trips	149	\$158.79	\$5,625,496
Fees for Recreational Lessons	158	\$215.97	\$7,651,287
Membership Fees for Social/Recreation/Civic Clubs	153	\$250.20	\$8,863,946
Dating Services	128	\$0.99	\$35,016
Rental of Video Cassettes and DVDs	135	\$55.41	\$1,962,924
<b>Toys &amp; Games</b>	136	\$198.08	\$7,017,397
Toys and Playground Equipment	136	\$192.44	\$6,817,444
Play Arcade Pinball/Video Games	133	\$2.52	\$89,360
Online Entertainment and Games	134	\$3.10	\$109,998
<b>Recreational Vehicles and Fees</b>	135	\$435.83	\$15,440,422
Docking and Landing Fees for Boats and Planes	158	\$11.22	\$397,582
Camp Fees	159	\$45.77	\$1,621,479
Purchase of RVs or Boats	131	\$366.11	\$12,970,306
Rental of RVs or Boats	148	\$12.70	\$449,798
<b>Sports, Recreation and Exercise Equipment</b>	111	\$200.52	\$7,103,755
Exercise Equipment and Gear, Game Tables	118	\$96.96	\$3,434,995
Bicycles	145	\$28.70	\$1,016,686
Camping Equipment	56	\$8.15	\$288,609
Hunting and Fishing Equipment	79	\$30.16	\$1,068,557
Winter Sports Equipment	136	\$8.77	\$310,624
Water Sports Equipment	133	\$8.89	\$314,851
Other Sports Equipment	140	\$13.27	\$470,031
Rental/Repair of Sports/Recreation/Exercise Equipment	140	\$5.61	\$198,809
<b>Photographic Equipment and Supplies</b>	142	\$146.52	\$5,190,933
Film	130	\$9.59	\$339,579
Film Processing	137	\$30.72	\$1,088,421
Photographic Equipment	143	\$61.04	\$2,162,559
Photographer Fees/Other Supplies & Equip Rental/Repair	146	\$45.16	\$1,600,035
<b>Reading</b>	141	\$218.64	\$7,745,663
Magazine/Newspaper Subscriptions	143	\$90.53	\$3,207,301
Magazine/Newspaper Single Copies	132	\$25.21	\$892,976
Books	142	\$102.88	\$3,644,743

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

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

March 27, 2012

Made with Esri Business Analyst