



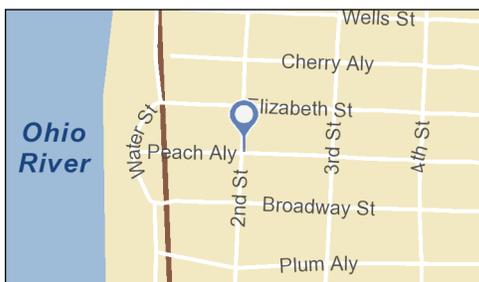
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159



March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	299	1,615	5,571
2000 Group Quarters	0	16	43
2010 Total Population	361	1,733	5,879
2015 Total Population	387	1,775	5,988
2010-2015 Annual Rate	1.40%	0.48%	0.37%
Household Summary			
2000 Households	112	572	1,909
2000 Average Household Size	2.67	2.80	2.90
2010 Households	138	633	2,073
2010 Average Household Size	2.62	2.71	2.82
2015 Households	149	653	2,126
2015 Average Household Size	2.59	2.69	2.80
2010-2015 Annual Rate	1.55%	0.62%	0.51%
2000 Families	87	463	1,561
2000 Average Family Size	3.01	3.11	3.20
2010 Families	106	502	1,663
2010 Average Family Size	2.95	3.04	3.13
2015 Families	114	514	1,693
2015 Average Family Size	2.94	3.02	3.12
2010-2015 Annual Rate	1.47%	0.47%	0.36%
Housing Unit Summary			
2000 Housing Units	127	616	2,045
Owner Occupied Housing Units	74.4%	79.7%	80.3%
Renter Occupied Housing Units	18.2%	14.1%	13.5%
Vacant Housing Units	7.4%	6.2%	6.1%
2010 Housing Units	162	700	2,273
Owner Occupied Housing Units	67.3%	75.1%	76.6%
Renter Occupied Housing Units	17.9%	15.3%	14.7%
Vacant Housing Units	14.8%	9.6%	8.8%
2015 Housing Units	179	736	2,369
Owner Occupied Housing Units	65.4%	73.8%	75.4%
Renter Occupied Housing Units	17.9%	14.9%	14.4%
Vacant Housing Units	16.8%	11.3%	10.3%
Median Household Income			
2000	\$36,299	\$44,319	\$45,945
2010	\$41,796	\$53,662	\$56,053
2015	\$50,681	\$57,564	\$58,850
Median Home Value			
2000	\$82,308	\$96,083	\$100,109
2010	\$80,000	\$110,891	\$117,669
2015	\$85,000	\$120,879	\$129,126
Per Capita Income			
2000	\$15,517	\$18,188	\$19,187
2010	\$18,372	\$22,070	\$23,177
2015	\$21,100	\$24,273	\$25,348
Median Age			
2000	34.2	34.8	35.2
2010	36.9	37.7	38.1
2015	37.3	38.0	38.6

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

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

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2000 Households by Income			
Household Income Base	112	574	1,944
<\$15,000	17.0%	12.7%	12.0%
\$15,000 - \$24,999	16.1%	11.2%	10.6%
\$25,000 - \$34,999	15.2%	12.5%	12.8%
\$35,000 - \$49,999	17.9%	19.3%	18.8%
\$50,000 - \$74,999	19.6%	24.2%	23.8%
\$75,000 - \$99,999	5.4%	10.3%	11.9%
\$100,000 - \$149,999	5.4%	6.6%	7.2%
\$150,000 - \$199,999	1.8%	1.6%	1.3%
\$200,000+	1.8%	1.6%	1.6%
Average Household Income	\$45,138	\$53,877	\$55,520
2010 Households by Income			
Household Income Base	135	633	2,073
<\$15,000	14.8%	9.6%	8.5%
\$15,000 - \$24,999	14.8%	8.8%	7.9%
\$25,000 - \$34,999	12.6%	9.8%	9.5%
\$35,000 - \$49,999	17.0%	16.4%	15.4%
\$50,000 - \$74,999	23.0%	28.0%	27.6%
\$75,000 - \$99,999	8.1%	14.4%	16.5%
\$100,000 - \$149,999	6.7%	9.0%	10.1%
\$150,000 - \$199,999	1.5%	1.9%	2.4%
\$200,000+	1.5%	2.1%	2.1%
Average Household Income	\$53,380	\$62,546	\$65,898
2015 Households by Income			
Household Income Base	150	653	2,127
<\$15,000	14.0%	8.7%	7.5%
\$15,000 - \$24,999	11.3%	7.2%	6.3%
\$25,000 - \$34,999	10.0%	8.0%	7.4%
\$35,000 - \$49,999	13.3%	13.8%	12.7%
\$50,000 - \$74,999	26.7%	29.1%	30.6%
\$75,000 - \$99,999	9.3%	16.2%	16.9%
\$100,000 - \$149,999	10.0%	12.1%	12.9%
\$150,000 - \$199,999	2.7%	2.5%	3.1%
\$200,000+	2.7%	2.5%	2.5%
Average Household Income	\$59,139	\$68,471	\$71,599
2000 Owner Occupied Housing Units by Value			
Total	92	485	1,658
<\$50,000	26.1%	15.5%	14.4%
\$50,000 - \$99,999	47.8%	39.4%	35.5%
\$100,000 - \$149,999	12.0%	20.8%	23.2%
\$150,000 - \$199,999	7.6%	14.6%	14.4%
\$200,000 - \$299,999	3.3%	6.8%	8.8%
\$300,000 - \$499,999	2.2%	1.4%	1.6%
\$500,000 - \$999,999	1.1%	1.2%	1.5%
\$1,000,000 +	0.0%	0.2%	0.5%
Average Home Value	\$96,921	\$119,192	\$128,626
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	16	71	213
With Cash Rent	81.3%	77.5%	75.6%
No Cash Rent	18.8%	22.5%	24.4%
Median Rent	\$425	\$381	\$352
Average Rent	\$413	\$370	\$377

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

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

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2000 Population by Age			
Total	297	1,610	5,571
0 - 4	6.7%	7.0%	6.8%
5 - 9	8.4%	8.5%	8.3%
10 - 14	10.1%	9.0%	9.0%
15 - 24	13.1%	12.9%	12.8%
25 - 34	12.8%	12.8%	12.7%
35 - 44	18.2%	18.4%	18.3%
45 - 54	12.1%	13.0%	13.9%
55 - 64	9.8%	9.2%	9.2%
65 - 74	5.4%	5.7%	5.6%
75 - 84	3.0%	2.7%	2.7%
85 +	0.3%	0.9%	0.8%
18 +	69.2%	70.0%	70.5%
2010 Population by Age			
Total	364	1,733	5,877
0 - 4	7.1%	7.2%	6.9%
5 - 9	6.9%	7.2%	7.1%
10 - 14	6.9%	7.4%	7.2%
15 - 24	14.6%	13.3%	13.0%
25 - 34	12.4%	11.5%	11.8%
35 - 44	12.9%	13.5%	13.7%
45 - 54	16.8%	17.1%	17.0%
55 - 64	11.5%	11.5%	12.3%
65 - 74	7.1%	6.9%	6.9%
75 - 84	2.7%	3.2%	3.1%
85 +	1.1%	1.1%	1.1%
18 +	74.8%	73.5%	74.2%
2015 Population by Age			
Total	386	1,774	5,987
0 - 4	6.7%	6.8%	6.6%
5 - 9	7.0%	7.2%	7.0%
10 - 14	7.0%	7.6%	7.5%
15 - 24	13.0%	12.7%	12.2%
25 - 34	13.7%	12.4%	12.5%
35 - 44	11.4%	11.8%	12.1%
45 - 54	14.8%	14.9%	14.9%
55 - 64	14.5%	14.1%	14.3%
65 - 74	7.8%	7.9%	8.2%
75 - 84	3.4%	3.4%	3.4%
85 +	0.8%	1.2%	1.2%
18 +	75.5%	74.0%	74.7%
2000 Population by Sex			
Males	49.3%	49.2%	49.4%
Females	50.7%	50.8%	50.6%
2010 Population by Sex			
Males	50.0%	49.2%	49.2%
Females	50.0%	50.8%	50.8%
2015 Population by Sex			
Males	50.0%	49.1%	49.1%
Females	50.0%	50.9%	50.9%

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

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2000 Population by Race/Ethnicity			
Total	299	1,614	5,571
White Alone	98.3%	98.5%	98.5%
Black Alone	0.4%	0.3%	0.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	0.7%	0.7%	0.8%
Hispanic Origin	0.3%	0.6%	0.5%
Diversity Index	4.2	4.3	4.1
2010 Population by Race/Ethnicity			
Total	362	1,733	5,878
White Alone	97.5%	97.8%	97.9%
Black Alone	0.8%	0.5%	0.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	0.8%	1.0%	1.0%
Hispanic Origin	0.8%	1.0%	0.8%
Diversity Index	5.9	6.2	5.7
2015 Population by Race/Ethnicity			
Total	386	1,774	5,989
White Alone	97.4%	97.5%	97.6%
Black Alone	0.8%	0.5%	0.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	0.3%	0.2%	0.3%
Two or More Races	1.0%	1.2%	1.2%
Hispanic Origin	0.8%	1.2%	1.0%
Diversity Index	6.9	7.3	6.6
2000 Population 3+ by School Enrollment			
Total	288	1,563	5,349
Enrolled in Nursery/Preschool	2.1%	1.3%	1.2%
Enrolled in Kindergarten	1.0%	1.7%	1.6%
Enrolled in Grade 1-8	18.1%	16.4%	15.3%
Enrolled in Grade 9-12	6.6%	8.0%	7.7%
Enrolled in College	2.1%	2.2%	2.2%
Enrolled in Grad/Prof School	0.0%	0.4%	0.4%
Not Enrolled in School	70.1%	69.9%	71.7%
2010 Population 25+ by Educational Attainment			
Total	233	1,125	3,870
Less Than 9th Grade	7.3%	6.2%	6.0%
9th to 12th Grade, No Diploma	15.8%	12.4%	11.4%
High School Graduate	48.7%	44.1%	44.8%
Some College, No Degree	14.5%	15.8%	15.2%
Associate Degree	5.6%	7.4%	7.1%
Bachelor's Degree	4.3%	8.5%	8.7%
Graduate/Professional Degree	3.8%	5.5%	6.7%

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.

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2010 Population 15+ by Marital Status			
Total	286	1,356	4,635
Never Married	24.8%	22.6%	22.1%
Married	56.3%	62.5%	63.4%
Widowed	5.9%	4.9%	5.0%
Divorced	12.9%	10.0%	9.5%
2000 Population 16+ by Employment Status			
Total	219	1,185	4,135
In Labor Force	57.1%	60.9%	63.3%
Civilian Employed	54.3%	59.2%	61.4%
Civilian Unemployed	2.7%	1.6%	1.9%
In Armed Forces	0.0%	0.1%	0.0%
Not In Labor Force	42.9%	39.1%	36.7%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	88.1%	90.6%	89.9%
Civilian Unemployed	12.0%	9.4%	10.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.1%	92.2%	91.7%
Civilian Unemployed	9.9%	7.8%	8.3%
2000 Females 16+ by Employment Status and Age of Children			
Total	109	576	2,034
Own Children < 6 Only	2.8%	6.9%	7.4%
Employed/in Armed Forces	0.9%	3.6%	3.9%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	1.8%	3.3%	3.4%
Own Children <6 and 6-17 Only	4.6%	8.9%	8.1%
Employed/in Armed Forces	0.9%	4.7%	4.6%
Unemployed	0.9%	0.2%	0.0%
Not in Labor Force	2.8%	4.0%	3.4%
Own Children 6-17 Only	28.4%	23.4%	22.3%
Employed/in Armed Forces	14.7%	15.3%	15.6%
Unemployed	0.9%	0.3%	0.2%
Not in Labor Force	12.8%	7.8%	6.4%
No Own Children < 18	64.2%	60.8%	62.2%
Employed/in Armed Forces	24.8%	26.2%	28.3%
Unemployed	0.9%	0.7%	0.9%
Not in Labor Force	38.5%	33.9%	32.9%
2010 Employed Population 16+ by Industry			
Total	139	710	2,518
Agriculture/Mining	1.4%	1.1%	1.4%
Construction	14.4%	13.4%	12.8%
Manufacturing	15.1%	12.0%	11.2%
Wholesale Trade	2.2%	3.5%	3.7%
Retail Trade	10.8%	9.9%	9.8%
Transportation/Utilities	6.5%	7.5%	6.9%
Information	2.2%	1.3%	1.2%
Finance/Insurance/Real Estate	5.8%	5.8%	5.4%
Services	38.1%	41.0%	43.4%
Public Administration	3.6%	4.6%	4.2%

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

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2010 Employed Population 16+ by Occupation			
Total	140	709	2,519
White Collar	37.9%	51.1%	52.2%
Management/Business/Financial	6.4%	9.2%	10.4%
Professional	10.0%	18.5%	19.5%
Sales	7.9%	7.5%	7.6%
Administrative Support	13.6%	15.9%	14.8%
Services	22.1%	15.5%	15.5%
Blue Collar	40.0%	33.4%	32.3%
Farming/Forestry/Fishing	0.7%	0.3%	0.2%
Construction/Extraction	17.9%	13.4%	11.9%
Installation/Maintenance/Repair	5.0%	5.6%	5.5%
Production	10.0%	7.2%	7.3%
Transportation/Material Moving	6.4%	6.9%	7.3%
2000 Workers 16+ by Means of Transportation to Work			
Total	118	695	2,514
Drove Alone - Car, Truck, or Van	83.1%	82.6%	81.5%
Carpooled - Car, Truck, or Van	10.2%	12.7%	13.3%
Public Transportation	0.0%	0.9%	0.7%
Walked	1.7%	0.7%	1.0%
Other Means	0.8%	0.4%	0.4%
Worked at Home	4.2%	2.7%	3.3%
2000 Workers 16+ by Travel Time to Work			
Total	117	693	2,515
Did not Work at Home	95.7%	97.3%	96.7%
Less than 5 minutes	0.0%	1.3%	1.5%
5 to 9 minutes	0.9%	2.7%	3.6%
10 to 19 minutes	15.4%	15.3%	14.3%
20 to 24 minutes	5.1%	8.4%	7.8%
25 to 34 minutes	16.2%	19.8%	19.9%
35 to 44 minutes	13.7%	15.2%	15.0%
45 to 59 minutes	27.4%	23.5%	23.5%
60 to 89 minutes	14.5%	8.7%	8.3%
90 or more minutes	2.6%	2.5%	2.9%
Worked at Home	4.3%	2.7%	3.3%
Average Travel Time to Work (in min)	41.2	36.4	36.3
2000 Households by Vehicles Available			
Total	111	571	1,908
None	4.5%	3.3%	3.5%
1	23.8%	18.2%	17.4%
2	46.5%	46.0%	43.8%
3	19.2%	22.9%	25.1%
4	5.5%	7.0%	7.3%
5+	1.3%	2.5%	2.9%
Average Number of Vehicles Available	2.1	2.2	2.3

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

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2000 Households by Type			
Total	112	572	1,910
Family Households	77.7%	80.9%	81.7%
Married-couple Family	61.6%	67.8%	68.8%
With Related Children	34.8%	36.0%	35.8%
Other Family (No Spouse)	17.0%	13.1%	12.9%
With Related Children	11.6%	9.1%	9.0%
Nonfamily Households	22.3%	19.1%	18.2%
Householder Living Alone	17.0%	15.6%	14.8%
Householder Not Living Alone	4.5%	3.5%	3.5%
Households with Related Children	46.4%	45.1%	44.7%
Households with Persons 65+	18.8%	19.4%	18.8%
2000 Households by Size			
Total	112	572	1,909
1 Person Household	17.1%	15.6%	14.8%
2 Person Household	29.7%	31.5%	32.2%
3 Person Household	21.6%	20.3%	19.9%
4 Person Household	16.2%	19.1%	19.6%
5 Person Household	9.9%	9.1%	8.8%
6 Person Household	3.6%	3.0%	3.2%
7 + Person Household	1.8%	1.6%	1.5%
2000 Households by Year Householder Moved In			
Total	112	571	1,908
Moved in 1999 to March 2000	16.1%	12.3%	11.5%
Moved in 1995 to 1998	23.2%	22.9%	23.0%
Moved in 1990 to 1994	13.4%	17.9%	18.7%
Moved in 1980 to 1989	25.9%	24.2%	24.2%
Moved in 1970 to 1979	11.6%	12.4%	11.6%
Moved in 1969 or Earlier	9.8%	10.3%	11.0%
Median Year Householder Moved In	1991	1991	1991
2000 Housing Units by Units in Structure			
Total	126	619	2,049
1, Detached	63.5%	76.9%	77.6%
1, Attached	0.0%	0.5%	0.5%
2	3.2%	1.3%	0.7%
3 or 4	0.0%	0.2%	0.3%
5 to 9	0.0%	0.0%	0.0%
10 to 19	0.0%	0.2%	0.1%
20 +	0.0%	0.0%	0.1%
Mobile Home	33.3%	20.8%	20.4%
Other	0.0%	0.2%	0.3%
2000 Housing Units by Year Structure Built			
Total	127	620	2,049
1999 to March 2000	4.7%	1.9%	2.0%
1995 to 1998	7.1%	8.1%	9.0%
1990 to 1994	4.7%	11.0%	12.4%
1980 to 1989	22.8%	17.9%	17.8%
1970 to 1979	19.7%	19.0%	18.4%
1969 or Earlier	40.9%	42.1%	40.3%
Median Year Structure Built	1975	1974	1975

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

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Top 3 Tapestry Segments			
1.	Southern Satellites	Midland Crowd	Midland Crowd
2.	Midland Crowd	Southern Satellites	Southern Satellites
3.		Cozy and Comfortable	Salt of the Earth
2010 Consumer Spending			
Apparel & Services: Total \$	\$172,228	\$929,158	\$3,209,756
Average Spent	\$1,244.03	\$1,468.24	\$1,548.59
Spending Potential Index	52	61	65
Computers & Accessories: Total \$	\$21,688	\$119,441	\$415,167
Average Spent	\$156.66	\$188.74	\$200.30
Spending Potential Index	71	86	91
Education: Total \$	\$103,963	\$646,940	\$2,258,355
Average Spent	\$750.94	\$1,022.28	\$1,089.58
Spending Potential Index	62	84	89
Entertainment/Recreation: Total \$	\$362,823	\$1,908,039	\$6,554,540
Average Spent	\$2,620.73	\$3,015.04	\$3,162.33
Spending Potential Index	81	94	98
Food at Home: Total \$	\$509,262	\$2,599,609	\$8,895,253
Average Spent	\$3,678.48	\$4,107.85	\$4,291.64
Spending Potential Index	82	92	96
Food Away from Home: Total \$	\$349,897	\$1,849,143	\$6,377,733
Average Spent	\$2,527.36	\$2,921.98	\$3,077.03
Spending Potential Index	79	91	96
Health Care: Total \$	\$470,458	\$2,347,446	\$7,960,295
Average Spent	\$3,398.19	\$3,709.39	\$3,840.56
Spending Potential Index	91	100	103
HH Furnishings & Equipment: Total \$	\$191,552	\$1,030,275	\$3,555,778
Average Spent	\$1,383.61	\$1,628.02	\$1,715.54
Spending Potential Index	67	79	83
Investments: Total \$	\$168,679	\$941,215	\$3,200,411
Average Spent	\$1,218.39	\$1,487.29	\$1,544.08
Spending Potential Index	70	86	89
Retail Goods: Total \$	\$2,793,934	\$14,271,053	\$48,924,369
Average Spent	\$20,181.05	\$22,550.83	\$23,604.26
Spending Potential Index	81	91	95
Shelter: Total \$	\$1,394,431	\$8,216,284	\$28,738,882
Average Spent	\$10,072.20	\$12,983.21	\$13,865.48
Spending Potential Index	64	82	88
TV/Video/Audio: Total \$	\$140,784	\$725,226	\$2,492,976
Average Spent	\$1,016.91	\$1,145.99	\$1,202.77
Spending Potential Index	82	92	97
Travel: Total \$	\$169,934	\$1,007,127	\$3,498,491
Average Spent	\$1,227.46	\$1,591.44	\$1,687.90
Spending Potential Index	65	84	89
Vehicle Maintenance & Repairs: Total \$	\$105,924	\$552,394	\$1,902,712
Average Spent	\$765.11	\$872.88	\$917.99
Spending Potential Index	81	93	97

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

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

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

March 27, 2012

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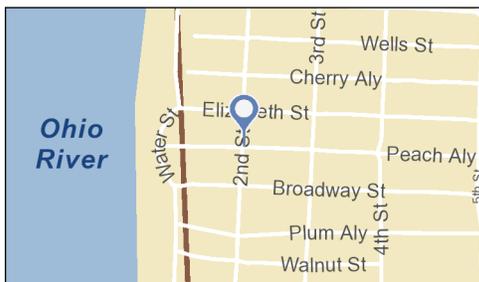
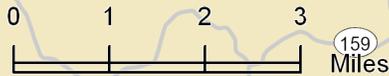
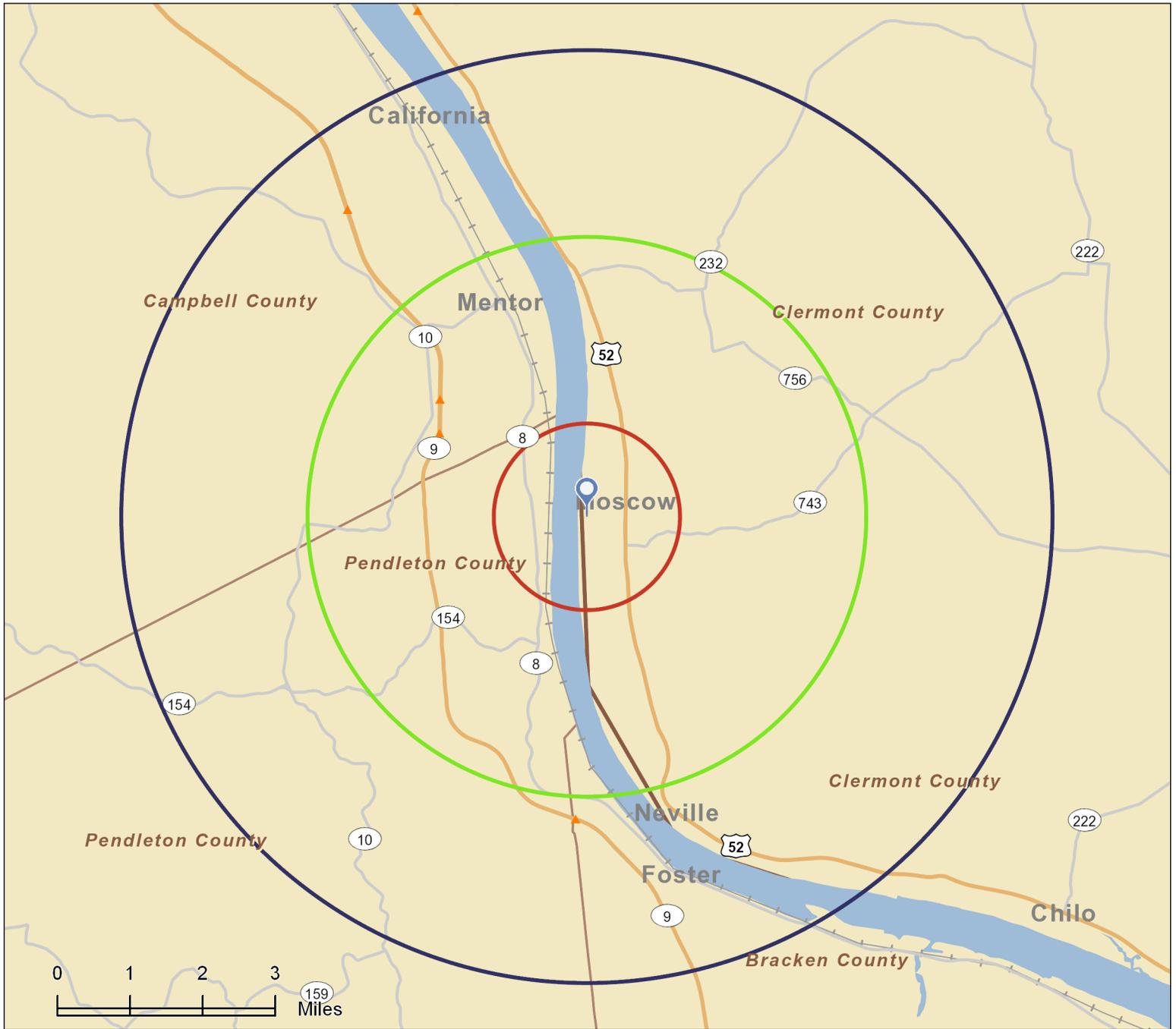
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159



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



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March 27, 2012

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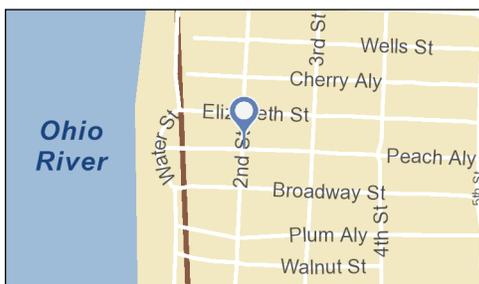
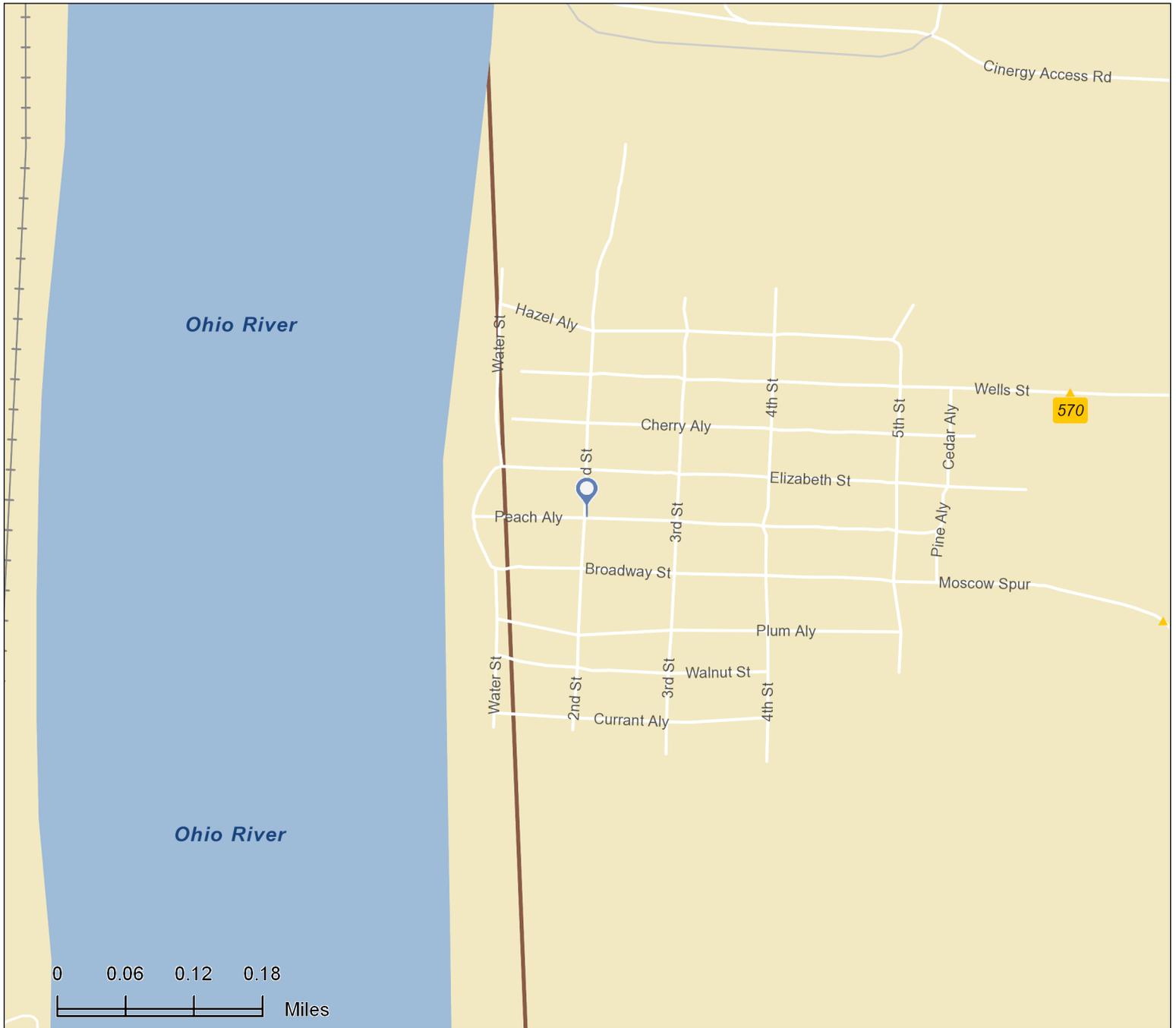
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159



- 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 Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	9	34	86
Total Employees:	53	259	528
Total Residential Population:	361	1,733	5,879
Employee/Residential Population Ratio:	0.15	0.15	0.09

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	5.0%	0	0.9%	2	4.5%	2	0.6%	7	7.7%	10	1.9%
Construction	1	15.0%	22	41.0%	6	17.8%	36	13.9%	16	19.1%	76	14.4%
Manufacturing	0	5.0%	0	0.0%	2	6.2%	24	9.4%	5	5.5%	53	10.0%
Transportation	0	5.0%	2	3.4%	1	3.7%	5	2.0%	4	5.1%	23	4.4%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	1.5%	6	1.1%
Wholesale Trade	0	5.0%	4	7.7%	1	2.9%	9	3.7%	3	3.8%	17	3.3%
Retail Trade Summary	1	15.0%	2	4.3%	5	14.4%	30	11.6%	10	11.6%	45	8.4%
Home Improvement	0	0.0%	0	0.0%	0	0.8%	1	0.2%	1	0.8%	1	0.3%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.3%	0	0.1%	1	0.6%	2	0.3%
Food Stores	0	5.0%	1	2.6%	1	3.4%	13	4.9%	2	2.3%	16	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%	0	1.1%	1	0.5%	2	2.0%	4	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eating & Drinking Places	0	5.0%	0	0.9%	1	2.4%	4	1.6%	1	1.7%	9	1.8%
Miscellaneous Retail	0	5.0%	0	0.9%	2	6.3%	11	4.2%	4	4.3%	13	2.5%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%	1	2.1%	2	0.9%	3	3.3%	7	1.4%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	0	0.3%	0	0.2%	0	0.2%	1	0.2%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	1	1.5%	2	0.7%	2	2.8%	6	1.2%
Services Summary	3	35.0%	3	6.0%	12	36.0%	95	36.7%	27	31.4%	145	27.4%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%
Automotive Services	1	10.0%	1	1.7%	1	3.2%	1	0.4%	2	2.1%	2	0.3%
Motion Pictures & Amusements	0	0.0%	0	0.0%	2	4.8%	22	8.6%	2	2.8%	23	4.4%
Health Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%	1	1.5%	3	1.0%	1	0.6%	3	0.5%
Education Institutions & Libraries	0	0.0%	0	0.0%	1	2.7%	24	9.4%	2	1.8%	51	9.8%
Other Services	2	25.0%	2	4.3%	8	23.4%	45	17.2%	20	23.8%	65	12.3%
Government	1	15.0%	19	36.8%	3	9.6%	53	20.5%	7	8.0%	144	27.2%
Other	0	0.0%	0	0.0%	1	2.5%	1	0.3%	3	3.0%	2	0.5%
Totals	9	100%	53	100%	34	100%	259	100%	86	100%	528	100%

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

March 27, 2012

Made with Esri Business Analyst



Business Summary

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	5.0%	0	0.9%	1	3.5%	2	0.6%	3	3.6%	5	1.0%
Mining	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	1.1%	6	1.1%
Construction	1	15.0%	22	41.0%	6	17.8%	36	13.9%	16	19.2%	76	14.4%
Manufacturing	0	5.0%	0	0.0%	2	6.2%	24	9.4%	5	5.5%	53	10.0%
Wholesale Trade	0	5.0%	4	7.7%	1	2.9%	9	3.7%	3	3.4%	17	3.2%
Retail Trade	1	10.0%	2	3.4%	4	11.9%	26	10.0%	9	10.3%	35	6.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	0	0.5%	0	0.0%	1	1.5%	1	0.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	0	0.8%	1	0.2%	1	0.8%	1	0.3%
Food & Beverage Stores	0	5.0%	1	2.6%	1	3.4%	13	4.9%	2	2.3%	16	3.0%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	1.8%	4	1.4%	1	0.9%	4	0.8%
Gasoline Stations	0	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.5%	3	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	5.0%	0	0.9%	1	1.6%	1	0.2%	1	0.9%	1	0.1%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.3%	0	0.1%	1	0.6%	2	0.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	1	2.8%	7	2.6%	2	2.5%	8	1.5%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	1	10.0%	2	4.3%	2	5.3%	6	2.2%	5	6.4%	24	4.6%
Information	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%	0	0.6%	1	0.2%	0	0.5%	1	0.2%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	0	0.3%	0	0.2%	0	0.2%	1	0.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%	1	2.1%	2	0.9%	3	3.3%	7	1.4%
Professional, Scientific & Tech Services	0	5.0%	1	1.7%	2	5.0%	6	2.2%	6	7.0%	13	2.5%
Legal Services	0	0.0%	0	0.0%	1	1.5%	3	1.0%	1	0.6%	3	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	5.0%	1	1.7%	2	5.6%	2	0.9%	6	7.4%	7	1.3%
Educational Services	0	0.0%	0	0.0%	1	3.0%	24	9.4%	2	2.0%	51	9.8%
Health Care & Social Assistance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	2	5.2%	23	8.7%	3	4.0%	24	4.6%
Accommodation & Food Services	0	5.0%	0	0.9%	1	2.7%	4	1.6%	2	1.9%	10	1.8%
Accommodation	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%
Food Services & Drinking Places	0	5.0%	0	0.9%	1	2.4%	4	1.6%	1	1.7%	9	1.8%
Other Services (except Public Administration)	2	20.0%	1	1.7%	5	15.4%	39	15.2%	11	13.1%	52	9.9%
Automotive Repair & Maintenance	0	5.0%	0	0.9%	1	1.6%	1	0.2%	1	1.2%	1	0.2%
Public Administration	1	15.0%	19	36.8%	3	9.6%	53	20.5%	7	8.0%	144	27.2%
Unclassified Establishments	0	0.0%	0	0.0%	1	2.5%	1	0.3%	3	3.0%	2	0.5%
Total	9	100%	53	100%	34	100%	259	100%	86	100%	528	100%

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2010 Population	361
2010 Households	138
2010 Median Disposable Income	\$33,752
2010 Per Capita Income	\$18,368

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	\$2,972,453	\$179,105	\$2,793,348	88.6	1
Total Retail Trade	44-45	\$2,586,171	\$165,538	\$2,420,633	88.0	1
Total Food & Drink	722	\$386,282	\$13,568	\$372,715	93.2	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$628,831	\$0	\$628,831	100.0	0
Automobile Dealers	4411	\$532,372	\$0	\$532,372	100.0	0
Other Motor Vehicle Dealers	4412	\$54,320	\$0	\$54,320	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$42,139	\$0	\$42,139	100.0	0
Furniture & Home Furnishings Stores	442	\$38,405	\$0	\$38,405	100.0	0
Furniture Stores	4421	\$19,850	\$0	\$19,850	100.0	0
Home Furnishings Stores	4422	\$18,556	\$0	\$18,556	100.0	0
Electronics & Appliance Stores	4431	\$97,025	\$0	\$97,025	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$89,282	\$0	\$89,282	100.0	0
Bldg Material & Supplies Dealers	4441	\$83,337	\$0	\$83,337	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$5,944	\$0	\$5,944	100.0	0
Food & Beverage Stores	445	\$450,356	\$154,204	\$296,153	49.0	0
Grocery Stores	4451	\$433,421	\$154,204	\$279,217	47.5	0
Specialty Food Stores	4452	\$6,417	\$0	\$6,417	100.0	0
Beer, Wine & Liquor Stores	4453	\$10,519	\$0	\$10,519	100.0	0
Health & Personal Care Stores	446,4461	\$57,214	\$0	\$57,214	100.0	0
Gasoline Stations	447,4471	\$483,636	\$0	\$483,636	100.0	0
Clothing & Clothing Accessories Stores	448	\$65,712	\$0	\$65,712	100.0	0
Clothing Stores	4481	\$47,975	\$0	\$47,975	100.0	0
Shoe Stores	4482	\$10,653	\$0	\$10,653	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,084	\$0	\$7,084	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$11,775	\$11,334	\$441	1.9	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,635	\$11,334	-\$1,700	-8.1	0
Book, Periodical & Music Stores	4512	\$2,140	\$0	\$2,140	100.0	0
General Merchandise Stores	452	\$400,760	\$0	\$400,760	100.0	0
Department Stores Excluding Leased Depts.	4521	\$164,924	\$0	\$164,924	100.0	0
Other General Merchandise Stores	4529	\$235,836	\$0	\$235,836	100.0	0
Miscellaneous Store Retailers	453	\$38,242	\$0	\$38,242	100.0	0
Florists	4531	\$2,577	\$0	\$2,577	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$11,361	\$0	\$11,361	100.0	0
Used Merchandise Stores	4533	\$1,019	\$0	\$1,019	100.0	0
Other Miscellaneous Store Retailers	4539	\$23,284	\$0	\$23,284	100.0	0
Nonstore Retailers	454	\$224,933	\$0	\$224,933	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$206,753	\$0	\$206,753	100.0	0
Vending Machine Operators	4542	\$462	\$0	\$462	100.0	0
Direct Selling Establishments	4543	\$17,718	\$0	\$17,718	100.0	0
Food Services & Drinking Places	722	\$386,282	\$13,568	\$372,715	93.2	0
Full-Service Restaurants	7221	\$134,189	\$0	\$134,189	100.0	0
Limited-Service Eating Places	7222	\$218,396	\$0	\$218,396	100.0	0
Special Food Services	7223	\$27,894	\$0	\$27,894	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$5,803	\$13,568	-\$7,764	-40.1	0

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

Source: Esri and Infogroup

March 27, 2012

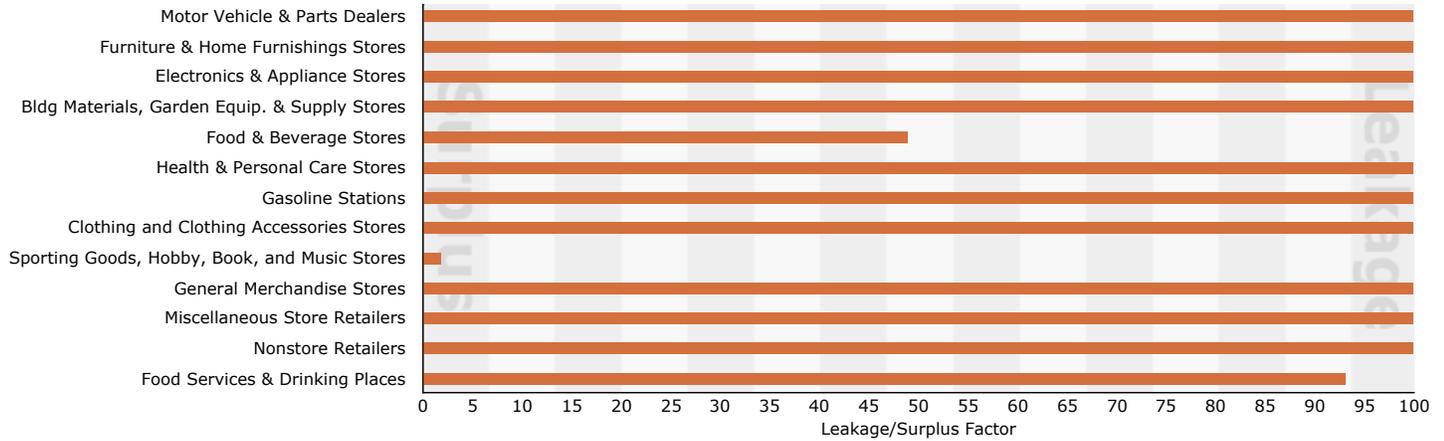
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Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2010 Population	1,733
2010 Households	633
2010 Median Disposable Income	\$41,558
2010 Per Capita Income	\$22,074

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	\$15,413,515	\$3,531,041	\$11,882,473	62.7	5
Total Retail Trade	44-45	\$13,290,981	\$3,474,676	\$9,816,305	58.6	4
Total Food & Drink	722	\$2,122,534	\$56,366	\$2,066,168	94.8	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,181,818	\$53,058	\$3,128,760	96.7	0
Automobile Dealers	4411	\$2,701,587	\$33,464	\$2,668,123	97.6	0
Other Motor Vehicle Dealers	4412	\$229,802	\$19,594	\$210,208	84.3	0
Auto Parts, Accessories & Tire Stores	4413	\$250,429	\$0	\$250,429	100.0	0
Furniture & Home Furnishings Stores	442	\$298,665	\$0	\$298,665	100.0	0
Furniture Stores	4421	\$186,085	\$0	\$186,085	100.0	0
Home Furnishings Stores	4422	\$112,580	\$0	\$112,580	100.0	0
Electronics & Appliance Stores	4431	\$472,972	\$0	\$472,972	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$510,865	\$48,386	\$462,479	82.7	0
Bldg Material & Supplies Dealers	4441	\$476,727	\$0	\$476,727	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$34,137	\$48,386	\$-14,248	-17.3	0
Food & Beverage Stores	445	\$2,760,879	\$2,014,229	\$746,650	15.6	1
Grocery Stores	4451	\$2,583,142	\$2,014,229	\$568,913	12.4	1
Specialty Food Stores	4452	\$53,788	\$0	\$53,788	100.0	0
Beer, Wine & Liquor Stores	4453	\$123,949	\$0	\$123,949	100.0	0
Health & Personal Care Stores	446,4461	\$454,754	\$427,730	\$27,025	3.1	1
Gasoline Stations	447,4471	\$2,410,849	\$557,811	\$1,853,038	62.4	0
Clothing & Clothing Accessories Stores	448	\$403,736	\$0	\$403,736	100.0	0
Clothing Stores	4481	\$301,666	\$0	\$301,666	100.0	0
Shoe Stores	4482	\$46,318	\$0	\$46,318	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$55,752	\$0	\$55,752	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$114,508	\$13,853	\$100,655	78.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$91,988	\$13,853	\$78,135	73.8	1
Book, Periodical & Music Stores	4512	\$22,520	\$0	\$22,520	100.0	0
General Merchandise Stores	452	\$1,795,211	\$8,627	\$1,786,584	99.0	0
Department Stores Excluding Leased Depts.	4521	\$819,862	\$8,627	\$811,235	97.9	0
Other General Merchandise Stores	4529	\$975,349	\$0	\$975,349	100.0	0
Miscellaneous Store Retailers	453	\$251,654	\$350,982	\$-99,328	-16.5	1
Florists	4531	\$30,067	\$0	\$30,067	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$65,913	\$0	\$65,913	100.0	0
Used Merchandise Stores	4533	\$17,997	\$0	\$17,997	100.0	0
Other Miscellaneous Store Retailers	4539	\$137,677	\$350,982	\$-213,304	-43.7	1
Nonstore Retailers	454	\$635,071	\$0	\$635,071	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$566,189	\$0	\$566,189	100.0	0
Vending Machine Operators	4542	\$6,050	\$0	\$6,050	100.0	0
Direct Selling Establishments	4543	\$62,832	\$0	\$62,832	100.0	0
Food Services & Drinking Places	722	\$2,122,534	\$56,366	\$2,066,168	94.8	1
Full-Service Restaurants	7221	\$769,252	\$39,783	\$729,469	90.2	0
Limited-Service Eating Places	7222	\$1,023,662	\$0	\$1,023,662	100.0	0
Special Food Services	7223	\$269,079	\$0	\$269,079	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$60,541	\$16,583	\$43,959	57.0	1

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

Source: Esri and Infogroup

March 27, 2012

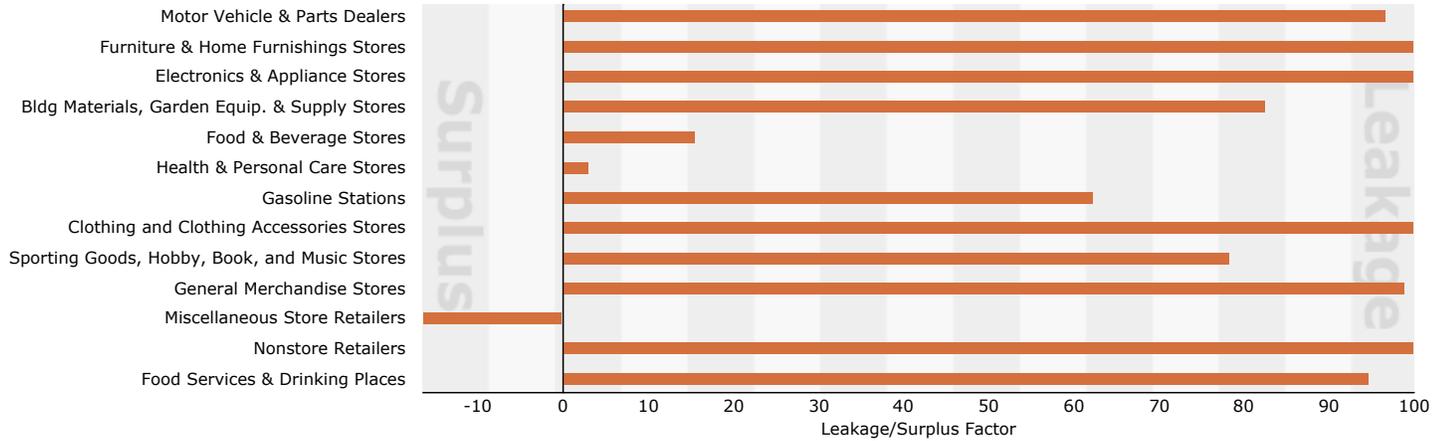
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Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Summary Demographics

2010 Population	5,879
2010 Households	2,073
2010 Median Disposable Income	\$44,042
2010 Per Capita Income	\$23,178

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	\$52,880,441	\$5,567,332	\$47,313,109	80.9	10
Total Retail Trade	44-45	\$45,578,161	\$5,449,240	\$40,128,921	78.6	9
Total Food & Drink	722	\$7,302,280	\$118,092	\$7,184,188	96.8	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,919,465	\$534,083	\$10,385,382	90.7	1
Automobile Dealers	4411	\$9,277,451	\$401,566	\$8,875,885	91.7	1
Other Motor Vehicle Dealers	4412	\$798,696	\$132,517	\$666,179	71.5	1
Auto Parts, Accessories & Tire Stores	4413	\$843,318	\$0	\$843,318	100.0	0
Furniture & Home Furnishings Stores	442	\$1,014,413	\$14,639	\$999,773	97.2	0
Furniture Stores	4421	\$603,029	\$0	\$603,029	100.0	0
Home Furnishings Stores	4422	\$411,383	\$14,639	\$396,744	93.1	0
Electronics & Appliance Stores	4431	\$1,677,419	\$0	\$1,677,419	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,730,721	\$116,126	\$1,614,594	87.4	1
Bldg Material & Supplies Dealers	4441	\$1,620,249	\$0	\$1,620,249	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$110,471	\$116,126	\$-5,655	-2.5	1
Food & Beverage Stores	445	\$9,206,484	\$2,338,192	\$6,868,293	59.5	2
Grocery Stores	4451	\$8,671,237	\$2,338,192	\$6,333,046	57.5	2
Specialty Food Stores	4452	\$169,165	\$0	\$169,165	100.0	0
Beer, Wine & Liquor Stores	4453	\$366,082	\$0	\$366,082	100.0	0
Health & Personal Care Stores	446,4461	\$1,475,795	\$463,388	\$1,012,407	52.2	1
Gasoline Stations	447,4471	\$8,300,673	\$1,115,623	\$7,185,050	76.3	0
Clothing & Clothing Accessories Stores	448	\$1,391,663	\$0	\$1,391,663	100.0	0
Clothing Stores	4481	\$1,057,282	\$0	\$1,057,282	100.0	0
Shoe Stores	4482	\$153,203	\$0	\$153,203	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$181,178	\$0	\$181,178	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$355,651	\$18,890	\$336,761	89.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$292,152	\$18,890	\$273,261	87.9	1
Book, Periodical & Music Stores	4512	\$63,500	\$0	\$63,500	100.0	0
General Merchandise Stores	452	\$6,269,507	\$372,500	\$5,897,007	88.8	1
Department Stores Excluding Leased Depts.	4521	\$2,689,885	\$17,255	\$2,672,630	98.7	0
Other General Merchandise Stores	4529	\$3,579,622	\$355,245	\$3,224,377	81.9	0
Miscellaneous Store Retailers	453	\$821,923	\$475,800	\$346,124	26.7	2
Florists	4531	\$100,717	\$0	\$100,717	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$205,021	\$0	\$205,021	100.0	0
Used Merchandise Stores	4533	\$59,567	\$0	\$59,567	100.0	0
Other Miscellaneous Store Retailers	4539	\$456,618	\$475,800	\$-19,181	-2.1	2
Nonstore Retailers	454	\$2,414,448	\$0	\$2,414,448	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,187,327	\$0	\$2,187,327	100.0	0
Vending Machine Operators	4542	\$24,053	\$0	\$24,053	100.0	0
Direct Selling Establishments	4543	\$203,068	\$0	\$203,068	100.0	0
Food Services & Drinking Places	722	\$7,302,280	\$118,092	\$7,184,188	96.8	1
Full-Service Restaurants	7221	\$2,768,199	\$95,479	\$2,672,719	93.3	1
Limited-Service Eating Places	7222	\$3,529,318	\$0	\$3,529,318	100.0	0
Special Food Services	7223	\$814,626	\$0	\$814,626	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$190,137	\$22,613	\$167,525	78.7	1

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

Source: Esri and Infogroup

March 27, 2012

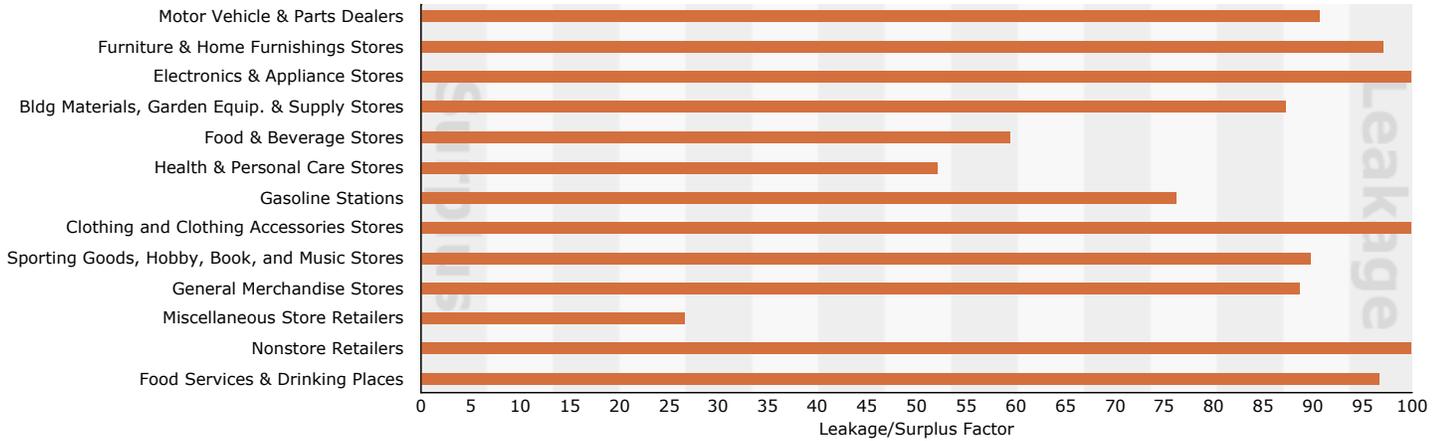
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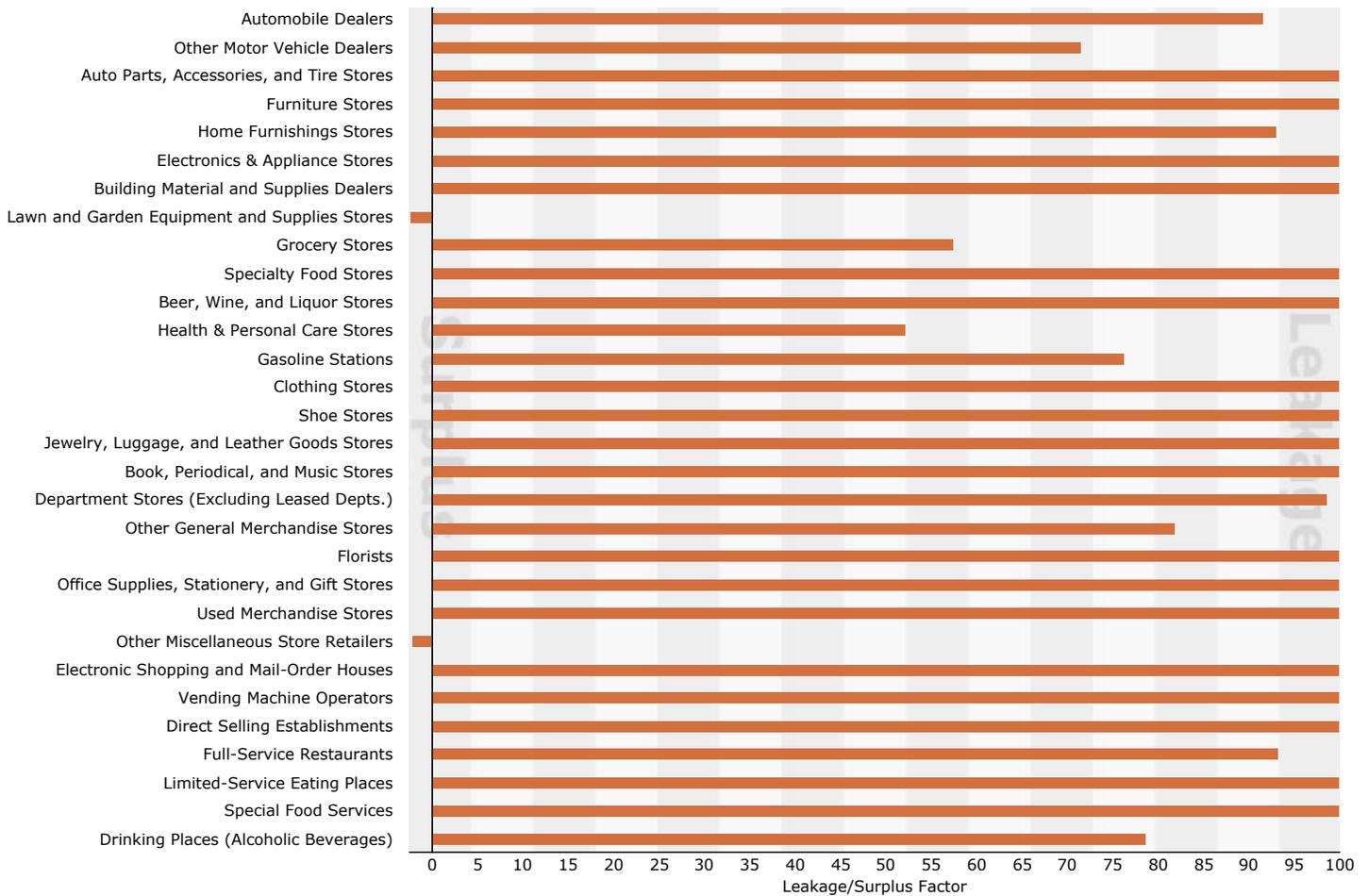
Retail MarketPlace Profile

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Demographic Summary	2010	2015
Population	361	387
Total Number of Adults	269	292
Households	138	149
Median Household Income	\$41,796	\$50,681

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	126	46.8%	94
Bought any women's apparel in last 12 months	124	46.1%	101
Bought apparel for child <13 in last 6 months	73	27.1%	95
Bought any shoes in last 12 months	136	50.6%	97
Bought costume jewelry in last 12 months	52	19.3%	92
Bought any fine jewelry in last 12 months	41	15.2%	69
Bought a watch in last 12 months	60	22.3%	115
Automobiles (Households)			
HH owns/leases any vehicle	123	89.1%	103
HH bought/leased new vehicle last 12 mo	10	7.2%	75
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	246	91.5%	105
Bought/changed motor oil in last 12 months	177	65.8%	126
Had tune-up in last 12 months	75	27.9%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	144	53.5%	86
Drank regular cola in last 6 months	155	57.6%	112
Drank beer/ale in last 6 months	77	28.6%	67
Cameras & Film (Adults)			
Bought any camera in last 12 months	33	12.3%	95
Bought film in last 12 months	54	20.1%	105
Bought digital camera in last 12 months	12	4.5%	65
Bought memory card for camera in last 12 months	16	5.9%	78
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	91	33.8%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	61	22.7%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	66	24.5%	76
Avg monthly cell/mobile phone/PDA bill: \$100+	49	18.2%	86
Computers (Households)			
HH owns a personal computer	75	54.3%	73
Spent <\$500 on most recent home PC purchase	11	8.0%	92
Spent \$500-\$999 on most recent home PC purchase	21	15.2%	85
Spent \$1000-\$1499 on most recent home PC purchase	10	7.2%	55
Spent \$1500-\$1999 on most recent home PC purchase	7	5.1%	71
Spent \$2000+ on most recent home PC purchase	5	3.6%	58

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	160	59.5%	99
Bought cigarettes at convenience store in last 30 days	56	20.8%	133
Bought gas at convenience store in last 30 days	112	41.6%	124
Spent at convenience store in last 30 days: <\$20	15	5.6%	58
Spent at convenience store in last 30 days: \$20-39	28	10.4%	102
Spent at convenience store in last 30 days: \$40+	114	42.4%	118
Entertainment (Adults)			
Attended movies in last 6 months	112	41.6%	71
Went to live theater in last 12 months	6	2.2%	17
Went to a bar/night club in last 12 months	24	8.9%	47
Dined out in last 12 months	101	37.5%	76
Gambled at a casino in last 12 months	17	6.3%	39
Visited a theme park in last 12 months	34	12.6%	59
DVDs rented in last 30 days: 1	5	1.9%	70
DVDs rented in last 30 days: 2	5	1.9%	40
DVDs rented in last 30 days: 3	5	1.9%	58
DVDs rented in last 30 days: 4	11	4.1%	106
DVDs rented in last 30 days: 5+	21	7.8%	59
DVDs purchased in last 30 days: 1	11	4.1%	82
DVDs purchased in last 30 days: 2	13	4.8%	102
DVDs purchased in last 30 days: 3-4	11	4.1%	88
DVDs purchased in last 30 days: 5+	11	4.1%	78
Spent on toys/games in last 12 months: <\$50	16	5.9%	98
Spent on toys/games in last 12 months: \$50-\$99	6	2.2%	81
Spent on toys/games in last 12 months: \$100-\$199	18	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	26	9.7%	89
Spent on toys/games in last 12 months: \$500+	14	5.2%	90
Financial (Adults)			
Have home mortgage (1st)	34	12.6%	66
Used ATM/cash machine in last 12 months	93	34.6%	68
Own any stock	12	4.5%	48
Own U.S. savings bond	9	3.3%	49
Own shares in mutual fund (stock)	8	3.0%	32
Own shares in mutual fund (bonds)	6	2.2%	38
Used full service brokerage firm in last 12 months	8	3.0%	48
Have savings account	66	24.5%	67
Have 401K retirement savings	33	12.3%	69
Did banking over the Internet in last 12 months	35	13.0%	48
Own any credit/debit card (in own name)	165	61.3%	83
Avg monthly credit card expenditures: <\$111	38	14.1%	102
Avg monthly credit card expenditures: \$111-225	20	7.4%	95
Avg monthly credit card expenditures: \$226-450	13	4.8%	65
Avg monthly credit card expenditures: \$451-700	9	3.3%	52
Avg monthly credit card expenditures: \$701+	11	4.1%	31

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

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	207	77.0%	108
Used bread in last 6 months	265	98.5%	102
Used chicken/turkey (fresh or frozen) in last 6 months	208	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	135	50.2%	95
Used fresh fruit/vegetables in last 6 months	233	86.6%	99
Used fresh milk in last 6 months	249	92.6%	102
Health (Adults)			
Exercise at home 2+ times per week	51	19.0%	63
Exercise at club 2+ times per week	8	3.0%	24
Visited a doctor in last 12 months	212	78.8%	101
Used vitamin/dietary supplement in last 6 months	118	43.9%	90
Home (Households)			
Any home improvement in last 12 months	45	32.6%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	14	10.1%	65
Purchased any HH furnishing in last 12 months	37	26.8%	89
Purchased bedding/bath goods in last 12 months	66	47.8%	87
Purchased cooking/serving product in last 12 months	37	26.8%	97
Bought any kitchen appliance in last 12 months	21	15.2%	87
Insurance (Adults)			
Currently carry any life insurance	141	52.4%	109
Have medical/hospital/accident insurance	197	73.2%	102
Carry homeowner insurance	166	61.7%	117
Carry renter insurance	8	3.0%	48
Have auto/other vehicle insurance	231	85.9%	103
Pets (Households)			
HH owns any pet	89	64.5%	124
HH owns any cat	43	31.2%	129
HH owns any dog	76	55.1%	145
Reading Materials (Adults)			
Bought book in last 12 months	95	35.3%	70
Read any daily newspaper	92	34.2%	82
Heavy magazine reader	34	12.6%	63
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	171	63.6%	88
Went to family restaurant/steak house last mo: <2 times	62	23.0%	90
Went to family restaurant/steak house last mo: 2-4 times	62	23.0%	85
Went to family restaurant/steak house last mo: 5+ times	47	17.5%	90
Went to fast food/drive-in restaurant in last 6 mo	243	90.3%	102
Went to fast food/drive-in restaurant <6 times/mo	83	30.9%	88
Went to fast food/drive-in restaurant 6-13 times/mo	84	31.2%	108
Went to fast food/drive-in restaurant 14+ times/mo	75	27.9%	112
Fast food/drive-in last 6 mo: eat in	106	39.4%	104
Fast food/drive-in last 6 mo: home delivery	22	8.2%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	152	56.5%	108
Fast food/drive-in last 6 mo: take-out/walk-in	51	19.0%	77

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	89	64.5%	99
HH average monthly long distance phone bill: <\$16	45	32.6%	117
HH average monthly long distance phone bill: \$16-25	12	8.7%	76
HH average monthly long distance phone bill: \$26-59	9	6.5%	71
HH average monthly long distance phone bill: \$60+	6	4.3%	97
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	32	23.2%	118
HH owns 2 TVs	38	27.5%	104
HH owns 3 TVs	28	20.3%	90
HH owns 4+ TVs	22	15.9%	76
HH subscribes to cable TV	43	31.2%	54
HH Purchased audio equipment in last 12 months	10	7.2%	74
HH Purchased CD player in last 12 months	6	4.3%	112
HH Purchased DVD player in last 12 months	10	7.2%	74
HH Purchased MP3 player in last 12 months	11	4.1%	40
HH Purchased video game system in last 12 months	10	7.2%	67
Travel (Adults)			
Domestic travel in last 12 months	96	35.7%	68
Took 3+ domestic trips in last 12 months	23	8.6%	58
Spent on domestic vacations last 12 mo: <\$1000	25	9.3%	74
Spent on domestic vacations last 12 mo: \$1000-\$1499	9	3.3%	50
Spent on domestic vacations last 12 mo: \$1500-\$1999	7	2.6%	64
Spent on domestic vacations last 12 mo: \$2000-\$2999	5	1.9%	45
Spent on domestic vacations last 12 mo: \$3000+	6	2.2%	44
Foreign travel in last 3 years	19	7.1%	27
Took 3+ foreign trips by plane in last 3 years	2	0.7%	16
Spent on foreign vacations last 12 mo: <\$1000	5	1.9%	31
Spent on foreign vacations last 12 mo: \$1000-\$2999	4	1.5%	36
Spent on foreign vacations last 12 mo: \$3000+	3	1.1%	23
Stayed 1+ nights at hotel/motel in last 12 months	82	30.5%	75

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015
Population	1,733	1,775
Total Number of Adults	1,273	1,314
Households	633	653
Median Household Income	\$53,662	\$57,564

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	647	50.8%	102
Bought any women's apparel in last 12 months	589	46.3%	102
Bought apparel for child <13 in last 6 months	357	28.0%	99
Bought any shoes in last 12 months	656	51.5%	99
Bought costume jewelry in last 12 months	248	19.5%	93
Bought any fine jewelry in last 12 months	233	18.3%	83
Bought a watch in last 12 months	251	19.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	577	91.2%	106
HH bought/leased new vehicle last 12 mo	60	9.5%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,178	92.5%	106
Bought/changed motor oil in last 12 months	790	62.1%	119
Had tune-up in last 12 months	373	29.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	717	56.3%	91
Drank regular cola in last 6 months	685	53.8%	105
Drank beer/ale in last 6 months	468	36.8%	86
Cameras & Film (Adults)			
Bought any camera in last 12 months	165	13.0%	101
Bought film in last 12 months	259	20.3%	106
Bought digital camera in last 12 months	79	6.2%	91
Bought memory card for camera in last 12 months	90	7.1%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	448	35.2%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	295	23.2%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	376	29.5%	91
Avg monthly cell/mobile phone/PDA bill: \$100+	260	20.4%	96
Computers (Households)			
HH owns a personal computer	429	67.8%	92
Spent <\$500 on most recent home PC purchase	55	8.7%	100
Spent \$500-\$999 on most recent home PC purchase	117	18.5%	104
Spent \$1000-\$1499 on most recent home PC purchase	72	11.4%	87
Spent \$1500-\$1999 on most recent home PC purchase	37	5.8%	82
Spent \$2000+ on most recent home PC purchase	30	4.7%	76

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	802	63.0%	105
Bought cigarettes at convenience store in last 30 days	242	19.0%	122
Bought gas at convenience store in last 30 days	535	42.0%	125
Spent at convenience store in last 30 days: <\$20	102	8.0%	83
Spent at convenience store in last 30 days: \$20-39	127	10.0%	98
Spent at convenience store in last 30 days: \$40+	538	42.3%	117
Entertainment (Adults)			
Attended movies in last 6 months	635	49.9%	85
Went to live theater in last 12 months	99	7.8%	59
Went to a bar/night club in last 12 months	195	15.3%	80
Dined out in last 12 months	580	45.6%	93
Gambled at a casino in last 12 months	151	11.9%	74
Visited a theme park in last 12 months	206	16.2%	75
DVDs rented in last 30 days: 1	27	2.1%	80
DVDs rented in last 30 days: 2	40	3.1%	68
DVDs rented in last 30 days: 3	32	2.5%	79
DVDs rented in last 30 days: 4	47	3.7%	95
DVDs rented in last 30 days: 5+	141	11.1%	84
DVDs purchased in last 30 days: 1	60	4.7%	95
DVDs purchased in last 30 days: 2	60	4.7%	100
DVDs purchased in last 30 days: 3-4	52	4.1%	88
DVDs purchased in last 30 days: 5+	66	5.2%	100
Spent on toys/games in last 12 months: <\$50	81	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	33	2.6%	94
Spent on toys/games in last 12 months: \$100-\$199	88	6.9%	96
Spent on toys/games in last 12 months: \$200-\$499	137	10.8%	99
Spent on toys/games in last 12 months: \$500+	76	6.0%	104
Financial (Adults)			
Have home mortgage (1st)	239	18.8%	98
Used ATM/cash machine in last 12 months	575	45.2%	89
Own any stock	96	7.5%	82
Own U.S. savings bond	77	6.0%	88
Own shares in mutual fund (stock)	93	7.3%	78
Own shares in mutual fund (bonds)	54	4.2%	72
Used full service brokerage firm in last 12 months	57	4.5%	72
Have savings account	437	34.3%	94
Have 401K retirement savings	213	16.7%	94
Did banking over the Internet in last 12 months	292	22.9%	84
Own any credit/debit card (in own name)	907	71.2%	96
Avg monthly credit card expenditures: <\$111	192	15.1%	109
Avg monthly credit card expenditures: \$111-225	104	8.2%	105
Avg monthly credit card expenditures: \$226-450	84	6.6%	88
Avg monthly credit card expenditures: \$451-700	70	5.5%	86
Avg monthly credit card expenditures: \$701+	108	8.5%	64

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

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Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	956	75.1%	106
Used bread in last 6 months	1,244	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	997	78.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	670	52.6%	99
Used fresh fruit/vegetables in last 6 months	1,109	87.1%	100
Used fresh milk in last 6 months	1,176	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	338	26.6%	88
Exercise at club 2+ times per week	90	7.1%	58
Visited a doctor in last 12 months	1,005	78.9%	102
Used vitamin/dietary supplement in last 6 months	588	46.2%	95
Home (Households)			
Any home improvement in last 12 months	226	35.7%	113
Used housekeeper/maid/prof HH cleaning service in the last 12 months	75	11.8%	76
Purchased any HH furnishing in last 12 months	181	28.6%	95
Purchased bedding/bath goods in last 12 months	325	51.3%	94
Purchased cooking/serving product in last 12 months	170	26.9%	98
Bought any kitchen appliance in last 12 months	108	17.1%	98
Insurance (Adults)			
Currently carry any life insurance	698	54.8%	115
Have medical/hospital/accident insurance	942	74.0%	103
Carry homeowner insurance	804	63.2%	120
Carry renter insurance	54	4.2%	69
Have auto/other vehicle insurance	1,127	88.5%	107
Pets (Households)			
HH owns any pet	413	65.2%	126
HH owns any cat	201	31.8%	132
HH owns any dog	328	51.8%	137
Reading Materials (Adults)			
Bought book in last 12 months	561	44.1%	88
Read any daily newspaper	517	40.6%	98
Heavy magazine reader	194	15.2%	77
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	896	70.4%	98
Went to family restaurant/steak house last mo: <2 times	319	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	336	26.4%	98
Went to family restaurant/steak house last mo: 5+ times	241	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	1,159	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	421	33.1%	94
Went to fast food/drive-in restaurant 6-13 times/mo	406	31.9%	110
Went to fast food/drive-in restaurant 14+ times/mo	332	26.1%	105
Fast food/drive-in last 6 mo: eat in	501	39.4%	105
Fast food/drive-in last 6 mo: home delivery	125	9.8%	94
Fast food/drive-in last 6 mo: take-out/drive-thru	740	58.1%	111
Fast food/drive-in last 6 mo: take-out/walk-in	277	21.8%	88

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

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Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	433	68.4%	106
HH average monthly long distance phone bill: <\$16	195	30.8%	111
HH average monthly long distance phone bill: \$16-25	69	10.9%	95
HH average monthly long distance phone bill: \$26-59	46	7.3%	79
HH average monthly long distance phone bill: \$60+	26	4.1%	92
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	119	18.8%	96
HH owns 2 TVs	164	25.9%	99
HH owns 3 TVs	146	23.1%	103
HH owns 4+ TVs	134	21.2%	101
HH subscribes to cable TV	262	41.4%	71
HH Purchased audio equipment in last 12 months	54	8.5%	88
HH Purchased CD player in last 12 months	23	3.6%	94
HH Purchased DVD player in last 12 months	53	8.4%	86
HH Purchased MP3 player in last 12 months	92	7.2%	71
HH Purchased video game system in last 12 months	63	10.0%	92
Travel (Adults)			
Domestic travel in last 12 months	611	48.0%	92
Took 3+ domestic trips in last 12 months	158	12.4%	84
Spent on domestic vacations last 12 mo: <\$1000	144	11.3%	90
Spent on domestic vacations last 12 mo: \$1000-\$1499	76	6.0%	89
Spent on domestic vacations last 12 mo: \$1500-\$1999	41	3.2%	79
Spent on domestic vacations last 12 mo: \$2000-\$2999	39	3.1%	74
Spent on domestic vacations last 12 mo: \$3000+	50	3.9%	78
Foreign travel in last 3 years	194	15.2%	59
Took 3+ foreign trips by plane in last 3 years	24	1.9%	40
Spent on foreign vacations last 12 mo: <\$1000	44	3.5%	58
Spent on foreign vacations last 12 mo: \$1000-\$2999	27	2.1%	52
Spent on foreign vacations last 12 mo: \$3000+	29	2.3%	47
Stayed 1+ nights at hotel/motel in last 12 months	477	37.5%	92

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

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Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015
Population	5,879	5,988
Total Number of Adults	4,360	4,473
Households	2,073	2,126
Median Household Income	\$56,053	\$58,850

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,248	51.6%	103
Bought any women's apparel in last 12 months	2,006	46.0%	101
Bought apparel for child <13 in last 6 months	1,230	28.2%	99
Bought any shoes in last 12 months	2,245	51.5%	99
Bought costume jewelry in last 12 months	838	19.2%	92
Bought any fine jewelry in last 12 months	804	18.4%	84
Bought a watch in last 12 months	843	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	1,904	91.8%	107
HH bought/leased new vehicle last 12 mo	208	10.0%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,051	92.9%	107
Bought/changed motor oil in last 12 months	2,696	61.8%	119
Had tune-up in last 12 months	1,285	29.5%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,467	56.6%	91
Drank regular cola in last 6 months	2,316	53.1%	104
Drank beer/ale in last 6 months	1,650	37.8%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	572	13.1%	102
Bought film in last 12 months	863	19.8%	103
Bought digital camera in last 12 months	285	6.5%	96
Bought memory card for camera in last 12 months	311	7.1%	93
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,537	35.3%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,021	23.4%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,325	30.4%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	910	20.9%	99
Computers (Households)			
HH owns a personal computer	1,449	69.9%	94
Spent <\$500 on most recent home PC purchase	185	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	396	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	246	11.9%	91
Spent \$1500-\$1999 on most recent home PC purchase	125	6.0%	85
Spent \$2000+ on most recent home PC purchase	100	4.8%	78

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,778	63.7%	106
Bought cigarettes at convenience store in last 30 days	828	19.0%	122
Bought gas at convenience store in last 30 days	1,857	42.6%	127
Spent at convenience store in last 30 days: <\$20	371	8.5%	88
Spent at convenience store in last 30 days: \$20-39	429	9.8%	97
Spent at convenience store in last 30 days: \$40+	1,848	42.4%	118
Entertainment (Adults)			
Attended movies in last 6 months	2,220	50.9%	87
Went to live theater in last 12 months	363	8.3%	63
Went to a bar/night club in last 12 months	699	16.0%	84
Dined out in last 12 months	2,032	46.6%	95
Gambled at a casino in last 12 months	537	12.3%	77
Visited a theme park in last 12 months	707	16.2%	75
DVDs rented in last 30 days: 1	94	2.2%	81
DVDs rented in last 30 days: 2	140	3.2%	69
DVDs rented in last 30 days: 3	108	2.5%	77
DVDs rented in last 30 days: 4	160	3.7%	95
DVDs rented in last 30 days: 5+	485	11.1%	84
DVDs purchased in last 30 days: 1	206	4.7%	95
DVDs purchased in last 30 days: 2	206	4.7%	100
DVDs purchased in last 30 days: 3-4	179	4.1%	89
DVDs purchased in last 30 days: 5+	242	5.6%	107
Spent on toys/games in last 12 months: <\$50	277	6.4%	104
Spent on toys/games in last 12 months: \$50-\$99	109	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	304	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	474	10.9%	100
Spent on toys/games in last 12 months: \$500+	260	6.0%	104
Financial (Adults)			
Have home mortgage (1st)	853	19.6%	102
Used ATM/cash machine in last 12 months	2,024	46.4%	91
Own any stock	348	8.0%	87
Own U.S. savings bond	278	6.4%	93
Own shares in mutual fund (stock)	345	7.9%	84
Own shares in mutual fund (bonds)	193	4.4%	75
Used full service brokerage firm in last 12 months	201	4.6%	74
Have savings account	1,548	35.5%	98
Have 401K retirement savings	746	17.1%	96
Did banking over the Internet in last 12 months	1,059	24.3%	89
Own any credit/debit card (in own name)	3,154	72.3%	98
Avg monthly credit card expenditures: <\$111	652	15.0%	108
Avg monthly credit card expenditures: \$111-225	360	8.3%	106
Avg monthly credit card expenditures: \$226-450	291	6.7%	89
Avg monthly credit card expenditures: \$451-700	255	5.8%	92
Avg monthly credit card expenditures: \$701+	398	9.1%	68

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

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Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,277	75.2%	106
Used bread in last 6 months	4,255	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,420	78.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,311	53.0%	100
Used fresh fruit/vegetables in last 6 months	3,782	86.7%	99
Used fresh milk in last 6 months	4,022	92.2%	102
Health (Adults)			
Exercise at home 2+ times per week	1,199	27.5%	92
Exercise at club 2+ times per week	319	7.3%	60
Visited a doctor in last 12 months	3,413	78.3%	101
Used vitamin/dietary supplement in last 6 months	2,016	46.2%	95
Home (Households)			
Any home improvement in last 12 months	739	35.6%	113
Used housekeeper/maid/prof HH cleaning service in the last 12 months	249	12.0%	77
Purchased any HH furnishing in last 12 months	592	28.6%	95
Purchased bedding/bath goods in last 12 months	1,070	51.6%	94
Purchased cooking/serving product in last 12 months	556	26.8%	98
Bought any kitchen appliance in last 12 months	359	17.3%	99
Insurance (Adults)			
Currently carry any life insurance	2,393	54.9%	115
Have medical/hospital/accident insurance	3,189	73.1%	102
Carry homeowner insurance	2,739	62.8%	119
Carry renter insurance	196	4.5%	73
Have auto/other vehicle insurance	3,884	89.1%	107
Pets (Households)			
HH owns any pet	1,372	66.2%	128
HH owns any cat	674	32.5%	135
HH owns any dog	1,080	52.1%	138
Reading Materials (Adults)			
Bought book in last 12 months	1,962	45.0%	90
Read any daily newspaper	1,807	41.4%	100
Heavy magazine reader	677	15.5%	78
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	3,101	71.1%	99
Went to family restaurant/steak house last mo: <2 times	1,106	25.4%	99
Went to family restaurant/steak house last mo: 2-4 times	1,171	26.9%	99
Went to family restaurant/steak house last mo: 5+ times	824	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	3,981	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	1,423	32.6%	93
Went to fast food/drive-in restaurant 6-13 times/mo	1,421	32.6%	113
Went to fast food/drive-in restaurant 14+ times/mo	1,137	26.1%	105
Fast food/drive-in last 6 mo: eat in	1,728	39.6%	105
Fast food/drive-in last 6 mo: home delivery	451	10.3%	99
Fast food/drive-in last 6 mo: take-out/drive-thru	2,554	58.6%	112
Fast food/drive-in last 6 mo: take-out/walk-in	959	22.0%	89

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

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Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,427	68.8%	107
HH average monthly long distance phone bill: <\$16	620	29.9%	108
HH average monthly long distance phone bill: \$16-25	237	11.4%	100
HH average monthly long distance phone bill: \$26-59	154	7.4%	81
HH average monthly long distance phone bill: \$60+	87	4.2%	94
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	388	18.7%	95
HH owns 2 TVs	533	25.7%	98
HH owns 3 TVs	480	23.2%	103
HH owns 4+ TVs	449	21.7%	103
HH subscribes to cable TV	840	40.5%	70
HH Purchased audio equipment in last 12 months	182	8.8%	90
HH Purchased CD player in last 12 months	72	3.5%	90
HH Purchased DVD player in last 12 months	175	8.4%	87
HH Purchased MP3 player in last 12 months	330	7.6%	74
HH Purchased video game system in last 12 months	216	10.4%	97
Travel (Adults)			
Domestic travel in last 12 months	2,166	49.7%	95
Took 3+ domestic trips in last 12 months	574	13.2%	89
Spent on domestic vacations last 12 mo: <\$1000	507	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	272	6.2%	93
Spent on domestic vacations last 12 mo: \$1500-\$1999	139	3.2%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	137	3.1%	76
Spent on domestic vacations last 12 mo: \$3000+	174	4.0%	79
Foreign travel in last 3 years	702	16.1%	62
Took 3+ foreign trips by plane in last 3 years	81	1.9%	39
Spent on foreign vacations last 12 mo: <\$1000	160	3.7%	62
Spent on foreign vacations last 12 mo: \$1000-\$2999	92	2.1%	52
Spent on foreign vacations last 12 mo: \$3000+	100	2.3%	47
Stayed 1+ nights at hotel/motel in last 12 months	1,664	38.2%	94

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015	
Population		361	387	
Population 18+		269	292	
Households		138	149	
Median Household Income		\$41,796	\$50,681	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		75	54.3%	73
Purchased home PC in last 12 months		16	11.2%	74
Purchased home PC 1-2 years ago		21	15.4%	67
Purchased home PC 3-4 years ago		21	15.4%	78
Purchased home PC 5+ years ago		11	7.6%	85
Spent <\$500 on home PC (most recent purchase)		11	7.7%	92
Spent \$500-999 on home PC (most recent purchase)		21	15.3%	85
Spent \$1000-1499 on home PC (most recent purchase)		10	7.5%	55
Spent \$1500-1999 on home PC (most recent purchase)		7	4.9%	71
Spent \$2000+ on home PC (most recent purchase)		5	3.5%	58
Purchased home PC at computer superstore		7	5.0%	40
Purchased home PC at department store		12	8.4%	176
Purchased home PC direct from manufacturer		13	9.1%	68
Purchased home PC at electronics store		9	6.3%	59
Purchased home PC on Internet		7	4.8%	59
Purchased home PC at warehouse discount outlet		2	1.7%	66
HH owns desktop PC		65	47.3%	82
HH owns laptop/notebook/tablet PC		18	13.0%	42
HH owns any Apple/Apple Mac clone brand PC		2	1.4%	23
HH owns any IBM/IBM compatible brand PC		71	51.3%	76
Brand of PC that HH owns: Compaq		8	5.9%	68
Brand of PC that HH owns: Dell		32	23.3%	75
Brand of PC that HH owns: Gateway		5	3.8%	54
Brand of PC that HH owns: Hewlett Packard		16	11.6%	74
Brand of PC that HH owns: Sony Vaio		2	1.4%	50
Child (under 18) uses home PC		27	19.4%	92
HH owns CD burner		36	26.1%	71
HH owns CD ROM drive		42	30.6%	78
HH owns DVD drive		20	14.5%	58
HH owns DVD-RW (DVD burner)		19	13.7%	67
HH owns external hard drive		8	5.6%	41
HH owns flash drive		14	10.0%	49
HH owns LAN/network interface card		7	5.0%	46
HH owns inkjet printer		46	33.2%	78
HH owns laser printer		9	6.5%	47
HH owns modem/fax modem		20	14.4%	69
HH owns removable cartridge storage device		3	2.5%	37
HH owns scanner		30	21.4%	76
HH owns PC speakers		41	29.6%	71
HH owns tape backup		2	1.2%	54
HH owns webcam		8	5.9%	51
HH owns software: accounting		8	6.1%	65
HH owns software: communications/fax		7	4.9%	62
HH owns software: database/filing		6	4.2%	53
HH owns software: desktop publishing		9	6.7%	54

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Moscow
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Latitude: 38.85676
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	10	7.6%	72
HH owns software: entertainment/games	32	22.8%	80
HH owns software: online meeting/conference	1	1.0%	25
HH owns software: personal finance/tax prep	12	8.4%	61
HH owns software: presentation graphics	5	3.9%	45
HH owns software: multimedia	13	9.1%	61
HH owns software: networking	8	5.6%	52
HH owns software: security/anti-virus	24	17.3%	62
HH owns software: spreadsheet	16	11.3%	50
HH owns software: utility	6	4.3%	61
HH owns software: web authoring	3	2.0%	63
HH owns software: word processing	29	20.7%	62
Spent \$500+ on software for home PC in last 12 mo	2	1.4%	60
Purchased computer book in last 12 months	4	2.8%	67
HH owns fax machine	6	4.0%	72
Purchased audio equipment in last 12 months	10	7.5%	74
Purchased headphones in last 12 months	3	2.3%	54
HH owns camcorder	19	14.0%	70
Purchased camcorder in last 12 months	2	1.4%	68
HH owns CD player	51	36.6%	80
Purchased CD player in last 12 months	6	4.2%	112
HH owns DVD player	77	55.6%	84
Purchased DVD player in last 12 months	10	7.0%	74
HH owns 1 TV	32	23.2%	118
HH owns 2 TVs	38	27.4%	104
HH owns 3 TVs	28	19.9%	90
HH owns 4+ TVs	22	15.6%	76
HH owns miniature screen TV (<13 in)	10	7.6%	91
Most recent TV purchase: miniature screen (<13 in)	3	2.1%	78
HH owns regular screen TV (13-26 in)	66	47.5%	110
Most recent TV purchase: regular screen (13-26 in)	40	28.9%	124
HH owns large screen TV (27-35 in)	59	42.7%	92
Most recent TV purchase: large screen (27-35 in)	44	31.7%	101
HH owns big screen TV (36-42 in)	17	12.1%	65
Most recent TV purchase: big screen (36-42 in)	12	8.7%	61
HH owns giant screen TV (over 42 in)	15	10.6%	76
Most recent TV purchase: giant screen (over 42 in)	12	8.4%	78
HH owns LCD TV	13	9.6%	49
HH owns plasma TV	7	4.9%	61
HH owns projection TV	6	4.5%	80
HH owns video game system	38	27.8%	82
Purchased video game system in last 12 months	10	7.3%	67
HH owns video game system: handheld	16	11.4%	75
HH owns video game system: attached to TV/computer	35	25.4%	86
HH owns video game system: Game Boy	7	5.2%	73
HH owns video game system: Game Boy Advance/SP	7	4.7%	77
HH owns video game system: Nintendo DS	6	4.3%	57

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	5	3.5%	72
HH owns video game system: Nintendo Wii	3	2.2%	32
HH owns video game system: PlayStation 2	25	18.4%	110
HH owns video game system: PlayStation 3	2	1.6%	40
HH owns video game system: Sony PlayStation/PS One	4	2.9%	72
HH owns video game system: Sony PSP	3	2.2%	74
HH owns video game system: Xbox	7	5.1%	85
HH owns video game system: Xbox 360	4	2.7%	45
HH purchased 5+ video games in last 12 months	7	5.3%	78
HH spent \$101+ on video games in last 12 months	6	4.6%	54
Owns MP3 player	30	11.2%	42
Purchased MP3 player in last 12 months	11	4.0%	40
Owns Apple iPod	10	3.6%	33
Purchased Apple iPod in last 12 months	3	1.3%	33
Have any access to the Internet	182	67.4%	80
Have access to Internet: at home	134	49.9%	71
Have access to Internet: at work	56	20.8%	56
Have access to Internet: at school/library	50	18.5%	74
Have access to Internet: not hm/work/school/library	44	16.3%	84
Use Internet less than once a week	16	5.9%	149
Use Internet 1-2 times per week	17	6.4%	114
Use Internet 3-6 times per week	18	6.6%	83
Use Internet once a day	22	8.2%	74
Use Internet 2-4 times per day	25	9.1%	53
Use Internet 5 or more times per day	32	11.7%	47
Any Internet or online usage in last 30 days	129	47.9%	68
Used Internet in last 30 days: at home	107	39.8%	64
Used Internet in last 30 days: at work	44	16.4%	51
Used Internet in last 30 days: at school/library	6	2.2%	29
Used Internet/30 days: not home/work/school/library	13	4.9%	52
Internet last 30 days: used email	105	39.1%	63
Internet last 30 days: used Instant Messenger	37	13.8%	54
Internet last 30 days: paid bills online	43	15.8%	49
Internet last 30 days: visited online blog	10	3.6%	39
Internet last 30 days: wrote online blog	4	1.7%	40
Internet last 30 days: visited chat room	9	3.2%	72
Internet last 30 days: looked for employment	16	5.9%	45
Internet last 30 days: played games online	40	14.8%	71
Internet last 30 days: traded/tracked investments	14	5.2%	47
Internet last 30 days: downloaded music	20	7.5%	40
Internet last 30 days: made phone call	3	1.3%	30
Internet last 30 days: made personal purchase	40	15.0%	48
Internet last 30 days: made business purchase	12	4.4%	47
Internet last 30 days: made travel plans	19	6.9%	41
Internet last 30 days: watched online video	24	9.1%	46
Internet last 30 days: obtained new/used car info	15	5.4%	63
Internet last 30 days: obtained financial info	29	10.8%	45
Internet last 30 days: obtained medical info	32	11.7%	71
Internet last 30 days: obtained latest news	60	22.4%	58
Internet last 30 days: obtained real estate info	11	4.2%	38

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	31	11.4%	50
Ordered anything on Internet in last 12 months	48	17.9%	52
Ordered on Internet/12 mo: airline ticket	8	2.9%	18
Ordered on Internet/12 mo: CD/tape	6	2.1%	51
Ordered on Internet/12 mo: clothing	15	5.6%	38
Ordered on Internet/12 mo: computer	4	1.6%	43
Ordered on Internet/12 mo: computer peripheral	4	1.6%	34
Ordered on Internet/12 mo: DVD	7	2.8%	40
Ordered on Internet/12 mo: flowers	3	1.2%	24
Ordered on Internet/12 mo: software	7	2.5%	46
Ordered on Internet/12 mo: tickets (concerts etc.)	8	2.9%	31
Ordered on Internet/12 mo: toy	5	1.9%	37
Purchased item from amazon.com in last 12 months	14	5.3%	37
Purchased item from barnes&noble.com in last 12 mo	3	0.9%	35
Purchased item from bestbuy.com in last 12 months	3	1.0%	44
Purchased item from ebay.com in last 12 months	17	6.4%	68
Purchased item from walmart.com in last 12 months	9	3.3%	82
Spent on Internet orders last 12 months: <\$100	11	4.2%	75
Spent on Internet orders last 12 months: \$100-199	5	1.9%	34
Spent on Internet orders last 12 months: \$200-499	16	6.1%	71
Spent on Internet orders last 12 months: \$500+	13	5.0%	33
Connection to Internet from home: dial-up modem	39	14.3%	174
Connection to Internet from home: cable modem	23	8.5%	32
Connection to Internet from home: DSL	56	20.7%	84
Connection to Internet from home: wireless	11	3.9%	30
Connection to Internet from home: any broadband	87	32.3%	55
DVDs rented in last 30 days: 1	5	2.0%	70
DVDs rented in last 30 days: 2	5	2.0%	40
DVDs rented in last 30 days: 3	5	2.0%	58
DVDs rented in last 30 days: 4	11	4.1%	106
DVDs rented in last 30 days: 5+	21	7.9%	59
Rented video tape/DVD last month: action/adventure	42	15.6%	77
Rented video tape/DVD last month: classic	3	1.3%	21
Rented video tape/DVD last month: comedy	39	14.4%	70
Rented video tape/DVD last month: drama	23	8.5%	63
Rented video tape/DVD last month: family/children	20	7.5%	83
Rented video tape/DVD last month: foreign	2	0.8%	38
Rented video tape/DVD last month: horror	17	6.1%	85
Rented video tape/DVD last month: romance	15	5.7%	74
Rented video tape/DVD last month: science fiction	9	3.4%	63
Rented video tape/DVD last mo at Blockbuster Video	13	4.8%	40
Rented video tape/DVD last mo at Hollywood Video	4	1.4%	36
Bought video tape/DVD last month: action/adventure	19	6.9%	84
Bought video tape/DVD last month: classic	3	1.1%	41
Bought video tape/DVD last month: comedy	20	7.3%	92
Bought video tape/DVD last month: drama	9	3.5%	77
Bought video tape/DVD last month: family/children	13	4.9%	82
Bought video tape/DVD last month: horror	8	2.9%	95
Bought video tape/DVD last month: romance	4	1.7%	58

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	4	1.5%	60
Bought blank video tape in last 6 months	29	10.6%	95
Bought 7+ blank video tapes in last 6 months	8	3.1%	114
DVDs purchased in last 30 days: 1	11	4.2%	82
DVDs purchased in last 30 days: 2	13	4.8%	102
DVDs purchased in last 30 days: 3-4	11	3.9%	88
DVDs purchased in last 30 days: 5+	11	4.0%	78
Bought any camera in last 12 months	33	12.1%	95
Spent on cameras in last 12 months: <\$100	18	6.6%	151
Spent on cameras in last 12 months: \$100-199	8	2.8%	98
Spent on cameras in last 12 months: \$200+	3	1.1%	28
Own APS (point & shoot or SLR) camera	6	2.1%	81
Own digital camera	67	25.0%	75
Bought digital camera in last 12 months	12	4.4%	65
Own digital point & shoot camera	52	19.4%	78
Bought digital point & shoot camera in last 12 mo	9	3.2%	68
Own digital SLR camera	17	6.3%	68
Bought digital SLR camera in last 12 months	4	1.5%	66
Own 35mm auto focus point & shoot camera	8	3.1%	63
Own 35mm auto focus single lens reflex camera	3	1.3%	47
Own 35mm auto focus zoom camera	19	7.1%	125
Own 35mm single lens reflex camera	5	1.7%	62
Own Canon camera	23	8.4%	54
Bought Canon camera in last 12 months	3	1.2%	52
Own Fuji camera	14	5.3%	128
Own Kodak camera	35	12.9%	110
Bought Kodak camera in last 12 months	9	3.4%	112
Own Nikon camera	7	2.5%	48
Own Olympus camera	5	1.9%	41
Own Polaroid camera	7	2.5%	106
Bought any camera accessory in last 12 months	93	34.6%	81
Bought film in last 12 months	54	20.1%	105
Bought film in last 12 months: <3 rolls	27	10.0%	113
Bought film in last 12 months: 3-6 rolls	18	6.7%	107
Bought film in last 12 months: 7+ rolls	9	3.4%	79
Bought film in last 12 mo: APS (color prints)	4	1.5%	56
Bought film in last 12 mo: instant developing	6	2.4%	111
Bought film in last 12 mo: 35mm (black & white)	1	0.5%	39
Bought film in last 12 mo: 35mm (color prints)	34	12.5%	111
Bought Fuji film in last 12 months	18	6.8%	133
Bought Kodak film in last 12 months	29	10.9%	91
Bought store-brand film in last 12 months	8	3.0%	139
Purchased film in last 12 mo: department store	15	5.5%	150
Purchased film in last 12 mo: discount store	20	7.3%	156

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	6	2.4%	47
Purchased film in last 12 mo: grocery store	5	1.7%	86
Purchased film in last 12 mo: 1 hour service store	7	2.4%	102
Had film processed at discount store	10	3.5%	112
Had film processed at drug store	7	2.7%	61
Had film processed at 1 hour service store	9	3.4%	115
Bought memory card for camera in last 12 months	16	6.1%	78
Own memory card for camera	54	19.9%	81

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Demographic Summary		2010	2015
Population		1,733	1,775
Population 18+		1,273	1,314
Households		633	653
Median Household Income		\$53,662	\$57,564
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent MPI
HH owns a personal computer		429	67.8% 92
Purchased home PC in last 12 months		87	13.8% 88
Purchased home PC 1-2 years ago		130	20.6% 91
Purchased home PC 3-4 years ago		120	19.0% 97
Purchased home PC 5+ years ago		61	9.6% 103
Spent <\$500 on home PC (most recent purchase)		55	8.6% 100
Spent \$500-999 on home PC (most recent purchase)		117	18.5% 104
Spent \$1000-1499 on home PC (most recent purchase)		72	11.4% 87
Spent \$1500-1999 on home PC (most recent purchase)		37	5.8% 82
Spent \$2000+ on home PC (most recent purchase)		30	4.7% 76
Purchased home PC at computer superstore		61	9.6% 76
Purchased home PC at department store		41	6.5% 131
Purchased home PC direct from manufacturer		82	13.0% 93
Purchased home PC at electronics store		60	9.4% 86
Purchased home PC on Internet		41	6.5% 75
Purchased home PC at warehouse discount outlet		14	2.2% 101
HH owns desktop PC		358	56.6% 98
HH owns laptop/notebook/tablet PC		141	22.2% 71
HH owns any Apple/Apple Mac clone brand PC		19	3.0% 48
HH owns any IBM/IBM compatible brand PC		401	63.4% 94
Brand of PC that HH owns: Compaq		52	8.2% 97
Brand of PC that HH owns: Dell		179	28.3% 92
Brand of PC that HH owns: Gateway		38	6.0% 90
Brand of PC that HH owns: Hewlett Packard		96	15.1% 97
Brand of PC that HH owns: Sony Vaio		12	1.9% 65
Child (under 18) uses home PC		141	22.2% 105
HH owns CD burner		217	34.3% 93
HH owns CD ROM drive		237	37.5% 96
HH owns DVD drive		133	21.0% 84
HH owns DVD-RW (DVD burner)		118	18.7% 91
HH owns external hard drive		68	10.7% 76
HH owns flash drive		105	16.5% 81
HH owns LAN/network interface card		52	8.3% 74
HH owns inkjet printer		265	41.8% 98
HH owns laser printer		73	11.5% 84
HH owns modem/fax modem		126	19.9% 96
HH owns removable cartridge storage device		28	4.5% 76
HH owns scanner		174	27.4% 97
HH owns PC speakers		249	39.4% 94
HH owns tape backup		14	2.1% 83
HH owns webcam		55	8.6% 77
HH owns software: accounting		49	7.8% 87
HH owns software: communications/fax		44	7.0% 85
HH owns software: database/filing		44	6.9% 85
HH owns software: desktop publishing		68	10.7% 89

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	56	8.9%	88
HH owns software: entertainment/games	177	27.9%	96
HH owns software: online meeting/conference	11	1.7%	61
HH owns software: personal finance/tax prep	77	12.2%	86
HH owns software: presentation graphics	40	6.4%	79
HH owns software: multimedia	84	13.2%	87
HH owns software: networking	57	9.0%	80
HH owns software: security/anti-virus	160	25.2%	90
HH owns software: spreadsheet	122	19.3%	83
HH owns software: utility	39	6.2%	87
HH owns software: web authoring	16	2.6%	73
HH owns software: word processing	183	29.0%	86
Spent \$500+ on software for home PC in last 12 mo	11	1.8%	73
Purchased computer book in last 12 months	21	3.3%	77
HH owns fax machine	34	5.3%	89
Purchased audio equipment in last 12 months	54	8.5%	88
Purchased headphones in last 12 months	16	2.6%	63
HH owns camcorder	121	19.1%	98
Purchased camcorder in last 12 months	11	1.7%	82
HH owns CD player	285	45.0%	98
Purchased CD player in last 12 months	23	3.6%	94
HH owns DVD player	402	63.6%	96
Purchased DVD player in last 12 months	53	8.3%	86
HH owns 1 TV	119	18.8%	96
HH owns 2 TVs	164	25.9%	99
HH owns 3 TVs	146	23.0%	103
HH owns 4+ TVs	134	21.1%	101
HH owns miniature screen TV (<13 in)	55	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	16	2.5%	91
HH owns regular screen TV (13-26 in)	299	47.3%	109
Most recent TV purchase: regular screen (13-26 in)	159	25.1%	108
HH owns large screen TV (27-35 in)	307	48.5%	104
Most recent TV purchase: large screen (27-35 in)	212	33.5%	106
HH owns big screen TV (36-42 in)	103	16.2%	86
Most recent TV purchase: big screen (36-42 in)	75	11.9%	84
HH owns giant screen TV (over 42 in)	84	13.3%	93
Most recent TV purchase: giant screen (over 42 in)	67	10.6%	95
HH owns LCD TV	98	15.5%	81
HH owns plasma TV	45	7.1%	86
HH owns projection TV	33	5.2%	96
HH owns video game system	202	32.0%	95
Purchased video game system in last 12 months	63	10.0%	92
HH owns video game system: handheld	93	14.6%	96
HH owns video game system: attached to TV/computer	180	28.4%	96
HH owns video game system: Game Boy	41	6.5%	94
HH owns video game system: Game Boy Advance/SP	40	6.4%	96
HH owns video game system: Nintendo DS	42	6.7%	87

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	28	4.4%	88
HH owns video game system: Nintendo Wii	32	5.0%	75
HH owns video game system: PlayStation 2	108	17.1%	104
HH owns video game system: PlayStation 3	18	2.9%	79
HH owns video game system: Sony PlayStation/PS One	25	4.0%	98
HH owns video game system: Sony PSP	14	2.1%	76
HH owns video game system: Xbox	38	6.0%	101
HH owns video game system: Xbox 360	30	4.8%	73
HH purchased 5+ video games in last 12 months	36	5.7%	88
HH spent \$101+ on video games in last 12 months	42	6.6%	82
Owns MP3 player	246	19.3%	72
Purchased MP3 player in last 12 months	92	7.3%	71
Owns Apple iPod	86	6.8%	61
Purchased Apple iPod in last 12 months	26	2.1%	60
Have any access to the Internet	1,012	79.5%	94
Have access to Internet: at home	801	62.9%	89
Have access to Internet: at work	397	31.2%	84
Have access to Internet: at school/library	290	22.8%	90
Have access to Internet: not hm/work/school/library	240	18.8%	97
Use Internet less than once a week	68	5.3%	134
Use Internet 1-2 times per week	86	6.7%	123
Use Internet 3-6 times per week	107	8.4%	105
Use Internet once a day	131	10.3%	93
Use Internet 2-4 times per day	171	13.5%	76
Use Internet 5 or more times per day	227	17.8%	71
Any Internet or online usage in last 30 days	789	62.0%	88
Used Internet in last 30 days: at home	674	52.9%	85
Used Internet in last 30 days: at work	325	25.6%	80
Used Internet in last 30 days: at school/library	59	4.6%	60
Used Internet/30 days: not home/work/school/library	89	7.0%	76
Internet last 30 days: used email	668	52.5%	84
Internet last 30 days: used Instant Messenger	228	17.9%	71
Internet last 30 days: paid bills online	319	25.0%	76
Internet last 30 days: visited online blog	76	6.0%	62
Internet last 30 days: wrote online blog	28	2.2%	60
Internet last 30 days: visited chat room	42	3.3%	71
Internet last 30 days: looked for employment	114	8.9%	68
Internet last 30 days: played games online	230	18.1%	86
Internet last 30 days: traded/tracked investments	100	7.8%	70
Internet last 30 days: downloaded music	148	11.6%	63
Internet last 30 days: made phone call	24	1.9%	51
Internet last 30 days: made personal purchase	294	23.1%	75
Internet last 30 days: made business purchase	90	7.1%	74
Internet last 30 days: made travel plans	140	11.0%	64
Internet last 30 days: watched online video	163	12.8%	67
Internet last 30 days: obtained new/used car info	85	6.7%	76
Internet last 30 days: obtained financial info	225	17.7%	74
Internet last 30 days: obtained medical info	187	14.7%	88
Internet last 30 days: obtained latest news	394	30.9%	80
Internet last 30 days: obtained real estate info	80	6.3%	58

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	224	17.6%	76
Ordered anything on Internet in last 12 months	360	28.3%	82
Ordered on Internet/12 mo: airline ticket	121	9.5%	57
Ordered on Internet/12 mo: CD/tape	42	3.3%	75
Ordered on Internet/12 mo: clothing	144	11.3%	78
Ordered on Internet/12 mo: computer	29	2.3%	67
Ordered on Internet/12 mo: computer peripheral	40	3.1%	72
Ordered on Internet/12 mo: DVD	62	4.9%	74
Ordered on Internet/12 mo: flowers	34	2.7%	58
Ordered on Internet/12 mo: software	49	3.9%	68
Ordered on Internet/12 mo: tickets (concerts etc.)	74	5.8%	60
Ordered on Internet/12 mo: toy	48	3.8%	76
Purchased item from amazon.com in last 12 months	122	9.6%	68
Purchased item from barnes&noble.com in last 12 mo	26	2.1%	64
Purchased item from bestbuy.com in last 12 months	21	1.7%	65
Purchased item from ebay.com in last 12 months	106	8.3%	90
Purchased item from walmart.com in last 12 months	55	4.3%	106
Spent on Internet orders last 12 months: <\$100	66	5.2%	95
Spent on Internet orders last 12 months: \$100-199	57	4.5%	83
Spent on Internet orders last 12 months: \$200-499	97	7.7%	91
Spent on Internet orders last 12 months: \$500+	121	9.5%	65
Connection to Internet from home: dial-up modem	171	13.5%	161
Connection to Internet from home: cable modem	223	17.5%	65
Connection to Internet from home: DSL	299	23.5%	96
Connection to Internet from home: wireless	100	7.8%	57
Connection to Internet from home: any broadband	589	46.2%	78
DVDs rented in last 30 days: 1	27	2.1%	80
DVDs rented in last 30 days: 2	40	3.1%	68
DVDs rented in last 30 days: 3	32	2.5%	79
DVDs rented in last 30 days: 4	47	3.7%	95
DVDs rented in last 30 days: 5+	141	11.1%	84
Rented video tape/DVD last month: action/adventure	233	18.3%	91
Rented video tape/DVD last month: classic	42	3.3%	63
Rented video tape/DVD last month: comedy	228	18.0%	87
Rented video tape/DVD last month: drama	140	11.0%	81
Rented video tape/DVD last month: family/children	109	8.5%	96
Rented video tape/DVD last month: foreign	13	1.0%	52
Rented video tape/DVD last month: horror	90	7.1%	95
Rented video tape/DVD last month: romance	91	7.1%	95
Rented video tape/DVD last month: science fiction	62	4.9%	92
Rented video tape/DVD last mo at Blockbuster Video	104	8.2%	68
Rented video tape/DVD last mo at Hollywood Video	26	2.1%	49
Bought video tape/DVD last month: action/adventure	97	7.6%	91
Bought video tape/DVD last month: classic	27	2.1%	78
Bought video tape/DVD last month: comedy	97	7.6%	95
Bought video tape/DVD last month: drama	48	3.8%	87
Bought video tape/DVD last month: family/children	74	5.8%	99
Bought video tape/DVD last month: horror	33	2.6%	83
Bought video tape/DVD last month: romance	28	2.2%	86

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	22	1.7%	69
Bought blank video tape in last 6 months	137	10.7%	95
Bought 7+ blank video tapes in last 6 months	31	2.5%	93
DVDs purchased in last 30 days: 1	60	4.7%	95
DVDs purchased in last 30 days: 2	60	4.7%	100
DVDs purchased in last 30 days: 3-4	52	4.1%	88
DVDs purchased in last 30 days: 5+	66	5.2%	100
Bought any camera in last 12 months	165	13.0%	101
Spent on cameras in last 12 months: <\$100	71	5.5%	126
Spent on cameras in last 12 months: \$100-199	37	2.9%	96
Spent on cameras in last 12 months: \$200+	35	2.7%	69
Own APS (point & shoot or SLR) camera	31	2.4%	89
Own digital camera	412	32.4%	98
Bought digital camera in last 12 months	79	6.2%	91
Own digital point & shoot camera	310	24.4%	98
Bought digital point & shoot camera in last 12 mo	57	4.4%	91
Own digital SLR camera	113	8.9%	96
Bought digital SLR camera in last 12 months	24	1.9%	84
Own 35mm auto focus point & shoot camera	57	4.5%	96
Own 35mm auto focus single lens reflex camera	24	1.9%	79
Own 35mm auto focus zoom camera	86	6.8%	120
Own 35mm single lens reflex camera	33	2.6%	86
Own Canon camera	169	13.3%	84
Bought Canon camera in last 12 months	19	1.5%	70
Own Fuji camera	62	4.8%	120
Own Kodak camera	174	13.7%	116
Bought Kodak camera in last 12 months	39	3.1%	103
Own Nikon camera	53	4.2%	77
Own Olympus camera	45	3.5%	78
Own Polaroid camera	30	2.3%	96
Bought any camera accessory in last 12 months	531	41.7%	98
Bought film in last 12 months	259	20.3%	106
Bought film in last 12 months: <3 rolls	122	9.6%	108
Bought film in last 12 months: 3-6 rolls	85	6.7%	107
Bought film in last 12 months: 7+ rolls	52	4.1%	97
Bought film in last 12 mo: APS (color prints)	30	2.3%	88
Bought film in last 12 mo: instant developing	27	2.1%	106
Bought film in last 12 mo: 35mm (black & white)	7	0.5%	58
Bought film in last 12 mo: 35mm (color prints)	164	12.9%	113
Bought Fuji film in last 12 months	74	5.9%	115
Bought Kodak film in last 12 months	157	12.3%	104
Bought store-brand film in last 12 months	30	2.3%	111
Purchased film in last 12 mo: department store	60	4.7%	127
Purchased film in last 12 mo: discount store	81	6.4%	133

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	46	3.6%	77
Purchased film in last 12 mo: grocery store	23	1.8%	84
Purchased film in last 12 mo: 1 hour service store	33	2.6%	102
Had film processed at discount store	49	3.9%	116
Had film processed at drug store	50	3.9%	92
Had film processed at 1 hour service store	41	3.2%	111
Bought memory card for camera in last 12 months	90	7.1%	92
Own memory card for camera	317	24.9%	101

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Demographic Summary		2010	2015	
Population		5,879	5,988	
Population 18+		4,360	4,473	
Households		2,073	2,126	
Median Household Income		\$56,053	\$58,850	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		1,449	69.9%	94
Purchased home PC in last 12 months		299	14.4%	92
Purchased home PC 1-2 years ago		446	21.5%	95
Purchased home PC 3-4 years ago		401	19.4%	99
Purchased home PC 5+ years ago		204	9.9%	106
Spent <\$500 on home PC (most recent purchase)		185	8.9%	103
Spent \$500-999 on home PC (most recent purchase)		396	19.1%	107
Spent \$1000-1499 on home PC (most recent purchase)		246	11.9%	91
Spent \$1500-1999 on home PC (most recent purchase)		125	6.0%	85
Spent \$2000+ on home PC (most recent purchase)		100	4.8%	78
Purchased home PC at computer superstore		211	10.2%	80
Purchased home PC at department store		128	6.2%	125
Purchased home PC direct from manufacturer		280	13.5%	97
Purchased home PC at electronics store		206	9.9%	90
Purchased home PC on Internet		140	6.8%	79
Purchased home PC at warehouse discount outlet		52	2.5%	114
HH owns desktop PC		1,204	58.1%	101
HH owns laptop/notebook/tablet PC		494	23.9%	76
HH owns any Apple/Apple Mac clone brand PC		67	3.2%	52
HH owns any IBM/IBM compatible brand PC		1,350	65.1%	97
Brand of PC that HH owns: Compaq		178	8.6%	101
Brand of PC that HH owns: Dell		598	28.8%	93
Brand of PC that HH owns: Gateway		130	6.3%	94
Brand of PC that HH owns: Hewlett Packard		331	16.0%	103
Brand of PC that HH owns: Sony Vaio		42	2.0%	70
Child (under 18) uses home PC		462	22.3%	106
HH owns CD burner		740	35.7%	97
HH owns CD ROM drive		794	38.3%	98
HH owns DVD drive		456	22.0%	88
HH owns DVD-RW (DVD burner)		406	19.6%	95
HH owns external hard drive		237	11.5%	81
HH owns flash drive		362	17.5%	85
HH owns LAN/network interface card		183	8.8%	80
HH owns inkjet printer		897	43.3%	101
HH owns laser printer		259	12.5%	91
HH owns modem/fax modem		427	20.6%	99
HH owns removable cartridge storage device		100	4.8%	83
HH owns scanner		586	28.3%	99
HH owns PC speakers		853	41.1%	99
HH owns tape backup		46	2.2%	83
HH owns webcam		185	8.9%	79
HH owns software: accounting		168	8.1%	91
HH owns software: communications/fax		149	7.2%	88
HH owns software: database/filing		152	7.3%	90
HH owns software: desktop publishing		239	11.5%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	191	9.2%	92
HH owns software: entertainment/games	591	28.5%	98
HH owns software: online meeting/conference	35	1.7%	59
HH owns software: personal finance/tax prep	264	12.8%	90
HH owns software: presentation graphics	138	6.7%	83
HH owns software: multimedia	289	13.9%	91
HH owns software: networking	202	9.8%	87
HH owns software: security/anti-virus	548	26.4%	94
HH owns software: spreadsheet	428	20.7%	89
HH owns software: utility	133	6.4%	91
HH owns software: web authoring	54	2.6%	75
HH owns software: word processing	624	30.1%	90
Spent \$500+ on software for home PC in last 12 mo	40	2.0%	81
Purchased computer book in last 12 months	72	3.5%	80
HH owns fax machine	116	5.6%	93
Purchased audio equipment in last 12 months	182	8.8%	90
Purchased headphones in last 12 months	55	2.7%	67
HH owns camcorder	414	20.0%	102
Purchased camcorder in last 12 months	35	1.7%	79
HH owns CD player	959	46.3%	101
Purchased CD player in last 12 months	72	3.5%	90
HH owns DVD player	1,338	64.6%	97
Purchased DVD player in last 12 months	175	8.4%	87
HH owns 1 TV	388	18.7%	95
HH owns 2 TVs	533	25.7%	98
HH owns 3 TVs	480	23.2%	103
HH owns 4+ TVs	449	21.6%	103
HH owns miniature screen TV (<13 in)	181	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	53	2.5%	92
HH owns regular screen TV (13-26 in)	975	47.0%	108
Most recent TV purchase: regular screen (13-26 in)	506	24.4%	105
HH owns large screen TV (27-35 in)	1,023	49.4%	106
Most recent TV purchase: large screen (27-35 in)	703	33.9%	107
HH owns big screen TV (36-42 in)	348	16.8%	89
Most recent TV purchase: big screen (36-42 in)	259	12.5%	89
HH owns giant screen TV (over 42 in)	283	13.7%	96
Most recent TV purchase: giant screen (over 42 in)	224	10.8%	97
HH owns LCD TV	335	16.1%	84
HH owns plasma TV	155	7.5%	90
HH owns projection TV	110	5.3%	98
HH owns video game system	670	32.3%	97
Purchased video game system in last 12 months	216	10.4%	97
HH owns video game system: handheld	307	14.8%	96
HH owns video game system: attached to TV/computer	593	28.6%	97
HH owns video game system: Game Boy	137	6.6%	96
HH owns video game system: Game Boy Advance/SP	133	6.4%	97
HH owns video game system: Nintendo DS	146	7.0%	93

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	92	4.4%	88
HH owns video game system: Nintendo Wii	115	5.5%	82
HH owns video game system: PlayStation 2	340	16.4%	100
HH owns video game system: PlayStation 3	62	3.0%	83
HH owns video game system: Sony PlayStation/PS One	84	4.0%	100
HH owns video game system: Sony PSP	44	2.1%	72
HH owns video game system: Xbox	127	6.1%	103
HH owns video game system: Xbox 360	107	5.1%	80
HH purchased 5+ video games in last 12 months	115	5.5%	85
HH spent \$101+ on video games in last 12 months	141	6.8%	84
Owns MP3 player	880	20.2%	75
Purchased MP3 player in last 12 months	330	7.6%	74
Owns Apple iPod	309	7.1%	64
Purchased Apple iPod in last 12 months	91	2.1%	62
Have any access to the Internet	3,548	81.4%	96
Have access to Internet: at home	2,815	64.6%	92
Have access to Internet: at work	1,430	32.8%	88
Have access to Internet: at school/library	1,006	23.1%	92
Have access to Internet: not hm/work/school/library	844	19.4%	100
Use Internet less than once a week	227	5.2%	131
Use Internet 1-2 times per week	298	6.8%	124
Use Internet 3-6 times per week	377	8.7%	108
Use Internet once a day	467	10.7%	97
Use Internet 2-4 times per day	604	13.8%	79
Use Internet 5 or more times per day	810	18.6%	74
Any Internet or online usage in last 30 days	2,783	63.8%	90
Used Internet in last 30 days: at home	2,377	54.5%	88
Used Internet in last 30 days: at work	1,172	26.9%	85
Used Internet in last 30 days: at school/library	213	4.9%	63
Used Internet/30 days: not home/work/school/library	322	7.4%	80
Internet last 30 days: used email	2,355	54.0%	87
Internet last 30 days: used Instant Messenger	791	18.2%	72
Internet last 30 days: paid bills online	1,132	26.0%	79
Internet last 30 days: visited online blog	270	6.2%	65
Internet last 30 days: wrote online blog	99	2.3%	61
Internet last 30 days: visited chat room	140	3.2%	69
Internet last 30 days: looked for employment	407	9.3%	71
Internet last 30 days: played games online	799	18.3%	87
Internet last 30 days: traded/tracked investments	354	8.1%	73
Internet last 30 days: downloaded music	521	12.0%	65
Internet last 30 days: made phone call	87	2.0%	54
Internet last 30 days: made personal purchase	1,039	23.8%	77
Internet last 30 days: made business purchase	329	7.5%	79
Internet last 30 days: made travel plans	493	11.3%	65
Internet last 30 days: watched online video	567	13.0%	68
Internet last 30 days: obtained new/used car info	285	6.5%	74
Internet last 30 days: obtained financial info	817	18.7%	78
Internet last 30 days: obtained medical info	655	15.0%	90
Internet last 30 days: obtained latest news	1,397	32.1%	83
Internet last 30 days: obtained real estate info	284	6.5%	61

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	801	18.4%	79
Ordered anything on Internet in last 12 months	1,280	29.4%	85
Ordered on Internet/12 mo: airline ticket	443	10.2%	61
Ordered on Internet/12 mo: CD/tape	156	3.6%	82
Ordered on Internet/12 mo: clothing	533	12.2%	84
Ordered on Internet/12 mo: computer	107	2.5%	72
Ordered on Internet/12 mo: computer peripheral	148	3.4%	78
Ordered on Internet/12 mo: DVD	229	5.2%	80
Ordered on Internet/12 mo: flowers	126	2.9%	62
Ordered on Internet/12 mo: software	178	4.1%	72
Ordered on Internet/12 mo: tickets (concerts etc.)	267	6.1%	64
Ordered on Internet/12 mo: toy	173	4.0%	80
Purchased item from amazon.com in last 12 months	438	10.1%	72
Purchased item from barnes&noble.com in last 12 mo	97	2.2%	70
Purchased item from bestbuy.com in last 12 months	70	1.6%	64
Purchased item from ebay.com in last 12 months	373	8.6%	92
Purchased item from walmart.com in last 12 months	198	4.5%	111
Spent on Internet orders last 12 months: <\$100	222	5.1%	93
Spent on Internet orders last 12 months: \$100-199	213	4.9%	90
Spent on Internet orders last 12 months: \$200-499	340	7.8%	93
Spent on Internet orders last 12 months: \$500+	439	10.1%	69
Connection to Internet from home: dial-up modem	594	13.6%	164
Connection to Internet from home: cable modem	765	17.5%	65
Connection to Internet from home: DSL	1,054	24.2%	98
Connection to Internet from home: wireless	364	8.4%	61
Connection to Internet from home: any broadband	2,076	47.6%	81
DVDs rented in last 30 days: 1	94	2.2%	81
DVDs rented in last 30 days: 2	140	3.2%	69
DVDs rented in last 30 days: 3	108	2.5%	77
DVDs rented in last 30 days: 4	160	3.7%	95
DVDs rented in last 30 days: 5+	485	11.1%	84
Rented video tape/DVD last month: action/adventure	812	18.6%	92
Rented video tape/DVD last month: classic	153	3.5%	67
Rented video tape/DVD last month: comedy	788	18.1%	87
Rented video tape/DVD last month: drama	483	11.1%	81
Rented video tape/DVD last month: family/children	373	8.6%	96
Rented video tape/DVD last month: foreign	42	1.0%	49
Rented video tape/DVD last month: horror	310	7.1%	96
Rented video tape/DVD last month: romance	319	7.3%	97
Rented video tape/DVD last month: science fiction	225	5.2%	97
Rented video tape/DVD last mo at Blockbuster Video	360	8.3%	68
Rented video tape/DVD last mo at Hollywood Video	93	2.1%	52
Bought video tape/DVD last month: action/adventure	339	7.8%	93
Bought video tape/DVD last month: classic	99	2.3%	83
Bought video tape/DVD last month: comedy	329	7.6%	94
Bought video tape/DVD last month: drama	168	3.8%	89
Bought video tape/DVD last month: family/children	265	6.1%	103
Bought video tape/DVD last month: horror	110	2.5%	80
Bought video tape/DVD last month: romance	99	2.3%	89

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	72	1.6%	66
Bought blank video tape in last 6 months	469	10.8%	95
Bought 7+ blank video tapes in last 6 months	97	2.2%	85
DVDs purchased in last 30 days: 1	206	4.7%	95
DVDs purchased in last 30 days: 2	206	4.7%	100
DVDs purchased in last 30 days: 3-4	179	4.1%	89
DVDs purchased in last 30 days: 5+	242	5.6%	107
Bought any camera in last 12 months	572	13.1%	102
Spent on cameras in last 12 months: <\$100	232	5.3%	120
Spent on cameras in last 12 months: \$100-199	129	3.0%	98
Spent on cameras in last 12 months: \$200+	132	3.0%	76
Own APS (point & shoot or SLR) camera	102	2.3%	85
Own digital camera	1,449	33.2%	101
Bought digital camera in last 12 months	285	6.5%	96
Own digital point & shoot camera	1,088	25.0%	100
Bought digital point & shoot camera in last 12 mo	203	4.7%	94
Own digital SLR camera	404	9.3%	100
Bought digital SLR camera in last 12 months	85	1.9%	87
Own 35mm auto focus point & shoot camera	204	4.7%	100
Own 35mm auto focus single lens reflex camera	84	1.9%	81
Own 35mm auto focus zoom camera	293	6.7%	120
Own 35mm single lens reflex camera	117	2.7%	89
Own Canon camera	608	13.9%	89
Bought Canon camera in last 12 months	67	1.5%	72
Own Fuji camera	203	4.7%	115
Own Kodak camera	591	13.6%	115
Bought Kodak camera in last 12 months	130	3.0%	100
Own Nikon camera	193	4.4%	82
Own Olympus camera	164	3.8%	83
Own Polaroid camera	98	2.2%	91
Bought any camera accessory in last 12 months	1,837	42.1%	99
Bought film in last 12 months	863	19.8%	103
Bought film in last 12 months: <3 rolls	402	9.2%	104
Bought film in last 12 months: 3-6 rolls	282	6.5%	103
Bought film in last 12 months: 7+ rolls	180	4.1%	98
Bought film in last 12 mo: APS (color prints)	101	2.3%	87
Bought film in last 12 mo: instant developing	86	2.0%	99
Bought film in last 12 mo: 35mm (black & white)	24	0.5%	58
Bought film in last 12 mo: 35mm (color prints)	554	12.7%	111
Bought Fuji film in last 12 months	248	5.7%	113
Bought Kodak film in last 12 months	531	12.2%	103
Bought store-brand film in last 12 months	89	2.0%	96
Purchased film in last 12 mo: department store	197	4.5%	121
Purchased film in last 12 mo: discount store	263	6.0%	126

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	156	3.6%	76
Purchased film in last 12 mo: grocery store	74	1.7%	79
Purchased film in last 12 mo: 1 hour service store	115	2.6%	104
Had film processed at discount store	170	3.9%	118
Had film processed at drug store	170	3.9%	91
Had film processed at 1 hour service store	137	3.2%	108
Bought memory card for camera in last 12 months	311	7.1%	93
Own memory card for camera	1,104	25.3%	102

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Financial Investments Market Potential

Downtown Moscow
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Latitude: 38.85676
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Demographic Summary		2010	2015
Population		361	387
Population 18+		269	292
Households		138	149
Median Household Income		\$41,796	\$50,681
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	133	49.4%	100
Bank/financial institution: use savings & loan	26	9.7%	92
Bank/financial institution: use credit union	44	16.4%	72
Bank/financial institution: use fed savings bank	3	1.1%	48
Bank/financial institution: use mutual funds co	4	1.5%	46
Bank/financial institution: use Internet Bank	5	1.9%	43
Used ATM/cash machine in last 12 months	93	34.6%	68
Banked in person in last 12 months	124	46.1%	89
Banked by mail in last 12 months	6	2.2%	42
Banked by phone in last 12 months	28	10.4%	69
Did banking over the Internet in last 12 months	35	13.0%	48
Used direct deposit of paycheck in last 12 months	90	33.5%	87
Have interest checking account	70	26.0%	81
Have non-interest checking account	61	22.7%	85
Have money market account	12	4.5%	36
Have savings account	66	24.5%	67
Have 401K retirement savings	33	12.3%	69
Have IRA retirement savings	25	9.3%	62
Have auto loan for new car	25	9.3%	80
Have personal loan for education only	7	2.6%	64
Have personal loan-not for education	10	3.7%	148
Have home mortgage (1st)	34	12.6%	66
Have 2nd mortgage (equity loan)	8	3.0%	47
Have home equity line of credit	8	3.0%	49
Have personal line of credit	6	2.2%	49
Have overdraft protection	24	8.9%	67
Own any securities investment	39	14.5%	58
Own annuities	4	1.5%	49
Own certificate of deposit (6 months or less)	8	3.0%	84
Own certificate of deposit (more than 6 months)	11	4.1%	73
Own common/preferred stock in company you work for	5	1.9%	62
Own common stock in company you don't work for	6	2.2%	35
Own insured money market account (bank)	3	1.1%	54
Own shares in money market fund	5	1.9%	28
Own shares in mutual fund (bonds)	6	2.2%	38
Own shares in mutual fund (stock)	8	3.0%	32
Own any stock	12	4.5%	48
Own stock with market value <\$10000	5	1.9%	60
Own stock with market value \$10000-49999	3	1.1%	44
Own stock with market value \$50000+	3	1.1%	45

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	9	3.3%	49
Used financial planning counsel in last 12 months	8	3.0%	38
Used full service brokerage firm in last 12 months	8	3.0%	48
Own any credit/debit card (in own name)	165	61.3%	83
Own American Express card (in own name)	7	2.6%	21
Own Discover card (in own name)	20	7.4%	66
Own MasterCard (in own name)	74	27.5%	80
Own Visa (in own name)	99	36.8%	75
Own any department store credit card (in own name)	61	22.7%	73
Avg monthly credit card expenditures: <\$111	38	14.1%	102
Avg monthly credit card expenditures: \$111-225	20	7.4%	95
Avg monthly credit card expenditures: \$226-450	13	4.8%	65
Avg monthly credit card expenditures: \$451-700	9	3.3%	52
Avg monthly credit card expenditures: \$701+	11	4.1%	31

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015	
Population		1,733	1,775	
Population 18+		1,273	1,314	
Households		633	653	
Median Household Income		\$53,662	\$57,564	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		673	52.9%	107
Bank/financial institution: use savings & loan		127	10.0%	95
Bank/financial institution: use credit union		304	23.9%	106
Bank/financial institution: use fed savings bank		24	1.9%	82
Bank/financial institution: use mutual funds co		28	2.2%	67
Bank/financial institution: use Internet Bank		38	3.0%	69
Used ATM/cash machine in last 12 months		575	45.2%	89
Banked in person in last 12 months		668	52.5%	101
Banked by mail in last 12 months		55	4.3%	81
Banked by phone in last 12 months		180	14.1%	94
Did banking over the Internet in last 12 months		292	22.9%	84
Used direct deposit of paycheck in last 12 months		504	39.6%	103
Have interest checking account		411	32.3%	100
Have non-interest checking account		333	26.2%	98
Have money market account		109	8.6%	70
Have savings account		437	34.3%	94
Have 401K retirement savings		213	16.7%	94
Have IRA retirement savings		162	12.7%	85
Have auto loan for new car		156	12.3%	106
Have personal loan for education only		47	3.7%	91
Have personal loan-not for education		44	3.5%	137
Have home mortgage (1st)		239	18.8%	98
Have 2nd mortgage (equity loan)		74	5.8%	92
Have home equity line of credit		64	5.0%	84
Have personal line of credit		50	3.9%	87
Have overdraft protection		156	12.3%	92
Own any securities investment		287	22.5%	90
Own annuities		33	2.6%	85
Own certificate of deposit (6 months or less)		42	3.3%	94
Own certificate of deposit (more than 6 months)		63	4.9%	89
Own common/preferred stock in company you work for		29	2.3%	76
Own common stock in company you don't work for		63	4.9%	78
Own insured money market account (bank)		19	1.5%	72
Own shares in money market fund		60	4.7%	71
Own shares in mutual fund (bonds)		54	4.2%	72
Own shares in mutual fund (stock)		93	7.3%	78
Own any stock		96	7.5%	82
Own stock with market value <\$10000		34	2.7%	86
Own stock with market value \$10000-49999		25	2.0%	78
Own stock with market value \$50000+		22	1.7%	69

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

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676

Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	77	6.0%	88
Used financial planning counsel in last 12 months	71	5.6%	71
Used full service brokerage firm in last 12 months	57	4.5%	72
Own any credit/debit card (in own name)	907	71.2%	96
Own American Express card (in own name)	88	6.9%	56
Own Discover card (in own name)	141	11.1%	99
Own MasterCard (in own name)	412	32.4%	95
Own Visa (in own name)	589	46.3%	94
Own any department store credit card (in own name)	373	29.3%	94
Avg monthly credit card expenditures: <\$111	192	15.1%	109
Avg monthly credit card expenditures: \$111-225	104	8.2%	105
Avg monthly credit card expenditures: \$226-450	84	6.6%	88
Avg monthly credit card expenditures: \$451-700	70	5.5%	86
Avg monthly credit card expenditures: \$701+	108	8.5%	64

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Demographic Summary		2010	2015	
Population		5,879	5,988	
Population 18+		4,360	4,473	
Households		2,073	2,126	
Median Household Income		\$56,053	\$58,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,320	53.2%	108
Bank/financial institution: use savings & loan		429	9.8%	94
Bank/financial institution: use credit union		1,088	25.0%	110
Bank/financial institution: use fed savings bank		85	2.0%	85
Bank/financial institution: use mutual funds co		100	2.3%	70
Bank/financial institution: use Internet Bank		134	3.1%	71
Used ATM/cash machine in last 12 months		2,024	46.4%	91
Banked in person in last 12 months		2,312	53.0%	102
Banked by mail in last 12 months		197	4.5%	84
Banked by phone in last 12 months		642	14.7%	98
Did banking over the Internet in last 12 months		1,059	24.3%	89
Used direct deposit of paycheck in last 12 months		1,754	40.2%	104
Have interest checking account		1,447	33.2%	103
Have non-interest checking account		1,148	26.3%	99
Have money market account		383	8.8%	71
Have savings account		1,548	35.5%	98
Have 401K retirement savings		746	17.1%	96
Have IRA retirement savings		570	13.1%	87
Have auto loan for new car		565	13.0%	112
Have personal loan for education only		170	3.9%	96
Have personal loan-not for education		146	3.3%	133
Have home mortgage (1st)		853	19.6%	102
Have 2nd mortgage (equity loan)		267	6.1%	97
Have home equity line of credit		236	5.4%	90
Have personal line of credit		183	4.2%	93
Have overdraft protection		565	13.0%	97
Own any securities investment		1,018	23.3%	94
Own annuities		118	2.7%	89
Own certificate of deposit (6 months or less)		141	3.2%	92
Own certificate of deposit (more than 6 months)		212	4.9%	87
Own common/preferred stock in company you work for		102	2.3%	78
Own common stock in company you don't work for		231	5.3%	84
Own insured money market account (bank)		65	1.5%	72
Own shares in money market fund		228	5.2%	79
Own shares in mutual fund (bonds)		193	4.4%	75
Own shares in mutual fund (stock)		345	7.9%	84
Own any stock		348	8.0%	87
Own stock with market value <\$10000		118	2.7%	87
Own stock with market value \$10000-49999		88	2.0%	81
Own stock with market value \$50000+		80	1.8%	74

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

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Ring: 5 miles radius

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Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	278	6.4%	93
Used financial planning counsel in last 12 months	255	5.8%	74
Used full service brokerage firm in last 12 months	201	4.6%	74
Own any credit/debit card (in own name)	3,154	72.3%	98
Own American Express card (in own name)	330	7.6%	61
Own Discover card (in own name)	506	11.6%	104
Own MasterCard (in own name)	1,411	32.4%	95
Own Visa (in own name)	2,061	47.3%	96
Own any department store credit card (in own name)	1,296	29.7%	96
Avg monthly credit card expenditures: <\$111	652	15.0%	108
Avg monthly credit card expenditures: \$111-225	360	8.3%	106
Avg monthly credit card expenditures: \$226-450	291	6.7%	89
Avg monthly credit card expenditures: \$451-700	255	5.8%	92
Avg monthly credit card expenditures: \$701+	398	9.1%	68

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Population 18+		269	292
Households		138	149
Median Household Income		\$41,796	\$50,681
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	89	64.5%	124
HH owns any bird	3	2.2%	75
HH owns any cat	43	31.2%	129
HH owns any dog	76	55.1%	145
HH owns 1 cat	21	15.2%	118
HH owns 2+ cats	22	15.9%	137
HH owns 1 dog	41	29.7%	126
HH owns 2+ dogs	36	26.1%	177
HH used canned cat food in last 6 months	21	15.2%	130
HH used <4 cans of cat food in last 7 days	7	5.1%	116
HH used 8+ cans of cat food in last 7 days	8	5.8%	161
HH used packaged dry cat food in last 6 months	40	29.0%	125
HH used <5 pounds of packaged dry cat food last mo	12	8.7%	106
HH used 11+ pounds of packaged dry cat food last mo	14	10.1%	140
HH used cat treats in last 6 months	13	9.4%	91
HH used cat litter in last 6 months	30	21.7%	106
HH used canned dog food in last 6 months	25	18.1%	136
HH used packaged dry dog food in last 6 months	71	51.4%	141
HH used <10 pounds of pkgd dry dog food last month	32	23.2%	139
HH used 25+ pounds of pkgd dry dog food last month	22	15.9%	144
HH used dog biscuits/treats in last 6 months	53	38.4%	129
HH used <2 packages of dog biscuits/treats last mo	26	18.8%	127
HH used 4+ packages of dog biscuits/treats last mo	11	8.0%	143
HH used flea/tick care prod for cat/dog last 12 mo	72	52.2%	153
HH member took pet to vet in last 12 mo: 1 time	21	15.2%	120
HH member took pet to vet in last 12 mo: 2 times	17	12.3%	111
HH member took pet to vet in last 12 mo: 3 times	9	6.5%	116
HH member took pet to vet in last 12 mo: 4 times	6	4.3%	105
HH member took pet to vet in last 12 mo: 5+ times	9	6.5%	116
Bought pet food from vet in last 12 months	7	5.1%	99
Bought flea control product from vet in last 12 mo	24	17.4%	130

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

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Ring: 3 miles radius

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Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015	
Population		1,733	1,775	
Population 18+		1,273	1,314	
Households		633	653	
Median Household Income		\$53,662	\$57,564	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		413	65.2%	126
HH owns any bird		20	3.2%	109
HH owns any cat		201	31.8%	132
HH owns any dog		328	51.8%	137
HH owns 1 cat		99	15.6%	122
HH owns 2+ cats		102	16.1%	139
HH owns 1 dog		180	28.4%	121
HH owns 2+ dogs		148	23.4%	159
HH used canned cat food in last 6 months		89	14.1%	121
HH used <4 cans of cat food in last 7 days		32	5.1%	116
HH used 8+ cans of cat food in last 7 days		29	4.6%	127
HH used packaged dry cat food in last 6 months		190	30.0%	129
HH used <5 pounds of packaged dry cat food last mo		59	9.3%	114
HH used 11+ pounds of packaged dry cat food last mo		64	10.1%	140
HH used cat treats in last 6 months		74	11.7%	114
HH used cat litter in last 6 months		154	24.3%	119
HH used canned dog food in last 6 months		108	17.1%	129
HH used packaged dry dog food in last 6 months		313	49.4%	136
HH used <10 pounds of pkgd dry dog food last month		132	20.9%	125
HH used 25+ pounds of pkgd dry dog food last month		102	16.1%	147
HH used dog biscuits/treats in last 6 months		247	39.0%	132
HH used <2 packages of dog biscuits/treats last mo		120	19.0%	128
HH used 4+ packages of dog biscuits/treats last mo		51	8.1%	145
HH used flea/tick care prod for cat/dog last 12 mo		307	48.5%	143
HH member took pet to vet in last 12 mo: 1 time		99	15.6%	123
HH member took pet to vet in last 12 mo: 2 times		85	13.4%	122
HH member took pet to vet in last 12 mo: 3 times		41	6.5%	115
HH member took pet to vet in last 12 mo: 4 times		34	5.4%	130
HH member took pet to vet in last 12 mo: 5+ times		45	7.1%	127
Bought pet food from vet in last 12 months		37	5.8%	114
Bought flea control product from vet in last 12 mo		120	19.0%	142

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		5,879	5,988
Population 18+		4,360	4,473
Households		2,073	2,126
Median Household Income		\$56,053	\$58,850
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		1,372	128
HH owns any bird		67	111
HH owns any cat		674	135
HH owns any dog		1,080	138
HH owns 1 cat		325	122
HH owns 2+ cats		348	145
HH owns 1 dog		581	119
HH owns 2+ dogs		499	164
HH used canned cat food in last 6 months		290	120
HH used <4 cans of cat food in last 7 days		106	117
HH used 8+ cans of cat food in last 7 days		89	119
HH used packaged dry cat food in last 6 months		639	133
HH used <5 pounds of packaged dry cat food last mo		194	115
HH used 11+ pounds of packaged dry cat food last mo		220	147
HH used cat treats in last 6 months		252	118
HH used cat litter in last 6 months		517	122
HH used canned dog food in last 6 months		353	129
HH used packaged dry dog food in last 6 months		1,036	137
HH used <10 pounds of pkgd dry dog food last month		430	125
HH used 25+ pounds of pkgd dry dog food last month		350	154
HH used dog biscuits/treats in last 6 months		823	134
HH used <2 packages of dog biscuits/treats last mo		401	131
HH used 4+ packages of dog biscuits/treats last mo		170	148
HH used flea/tick care prod for cat/dog last 12 mo		1,009	143
HH member took pet to vet in last 12 mo: 1 time		325	124
HH member took pet to vet in last 12 mo: 2 times		286	125
HH member took pet to vet in last 12 mo: 3 times		139	119
HH member took pet to vet in last 12 mo: 4 times		112	130
HH member took pet to vet in last 12 mo: 5+ times		156	135
Bought pet food from vet in last 12 months		128	121
Bought flea control product from vet in last 12 mo		406	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



Health and Beauty Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Population 18+		269	292
Households		138	149
Median Household Income		\$41,796	\$50,681

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	51	19.0%	63
Exercise at club 2+ times per week	8	3.0%	24
Exercise at other facility (not club) 2+ times/wk	11	4.1%	51
Own stationary bicycle	10	3.7%	66
Own treadmill	20	7.4%	76
Own weight lifting equipment	14	5.2%	40
Presently controlling diet	111	41.3%	100
Diet control for blood sugar level	36	13.4%	182
Diet control for cholesterol level	34	12.6%	125
Diet control to maintain weight	29	10.8%	96
Diet control for physical fitness	18	6.7%	67
Diet control for salt restriction	15	5.6%	167
Diet control for weight loss	34	12.6%	89
Used doctor's care/diet for diet method	12	4.5%	148
Used exercise program for diet method	12	4.5%	53
Used Weight Watchers as diet method	7	2.6%	85
Buy foods specifically labeled as fat-free	42	15.6%	89
Buy foods specifically labeled as high fiber	23	8.6%	74
Buy foods specifically labeled as high protein	12	4.5%	81
Buy foods specifically labeled as lactose-free	2	0.7%	40
Buy foods specifically labeled as low-calorie	25	9.3%	86
Buy foods specifically labeled as low-carb	23	8.6%	111
Buy foods specifically labeled as low-cholesterol	26	9.7%	117
Buy foods specifically labeled as low-fat	33	12.3%	92
Buy foods specifically labeled as low-sodium	26	9.7%	107
Buy foods specifically labeled as natural/organic	7	2.6%	31
Buy foods specifically labeled as sugar-free	40	14.9%	112
Used butter alternatives in last 6 months	11	4.1%	98
Used egg alternatives in last 6 months	28	10.4%	73
Used salt alternatives in last 6 months	70	26.0%	93
Drank meal/dietary supplement in last 6 months	19	7.1%	96
Used nutrition/energy bar in last 6 months	20	7.4%	53
Drank sports drink/thirst quencher in last 6 mo	71	26.4%	83
Used vitamin/dietary supplement in last 6 months	118	43.9%	90
Vitamin/dietary suppl used/6 mo: antioxidant	6	2.2%	76
Vitamin/dietary suppl used/6 mo: B complex	8	3.0%	61
Vitamin/dietary suppl used/6 mo: B complex+C	2	0.7%	38
Vitamin/dietary suppl used/6 mo: B-6	4	1.5%	73
Vitamin/dietary suppl used/6 mo: B-12	15	5.6%	99
Vitamin/dietary suppl used/6 mo: C	12	4.5%	53
Vitamin/dietary suppl used/6 mo: calcium	23	8.6%	79

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 Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	11	4.1%	83
Vitamin/dietary suppl used/6 mo: E	11	4.1%	82
Vitamin/dietary suppl used/6 mo: garlic	3	1.1%	65
Vitamin/dietary suppl used/6 mo: glucosamine	9	3.3%	72
Vitamin/dietary suppl used/6 mo: multiple formula	20	7.4%	63
Vitamin/dietary suppl used/6 mo: multiple w/iron	6	2.2%	52
Vitamin/dietary suppl used/6 mo: mult w/minerals	13	4.8%	81
Vitamin/dietary suppl used/6 mo: zinc	3	1.1%	48
Vitamin/dietary suppl/6 mo: Caltrate 600	6	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	13	4.8%	83
Vitamin/dietary suppl/6 mo: Nature Made	9	3.3%	57
Visited doctor in last 12 months	212	78.8%	101
Visited doctor in last 12 months: 1-3 times	94	34.9%	103
Visited doctor in last 12 months: 4-7 times	57	21.2%	95
Visited doctor in last 12 months: 8+ times	61	22.7%	105
Visited doctor in last 12 mo: allergist	4	1.5%	62
Visited doctor in last 12 mo: cardiologist	21	7.8%	111
Visited doctor in last 12 mo: chiropractor	15	5.6%	75
Visited doctor in last 12 mo: dentist	70	26.0%	69
Visited doctor in last 12 mo: dermatologist	11	4.1%	57
Visited doctor in last 12 mo: ear/nose/throat	10	3.7%	81
Visited doctor in last 12 mo: eye	51	19.0%	91
Visited doctor in last 12 mo: general/family	133	49.4%	116
Visited doctor in last 12 mo: internist	10	3.7%	51
Visited doctor in last 12 mo: physical therapist	11	4.1%	90
Visited doctor in last 12 mo: podiatrist	6	2.2%	66
Visited doctor in last 12 mo: urologist	11	4.1%	106
Visited nurse practitioner in last 12 months	17	6.3%	150
Wear regular/sun/tinted prescription eyeglasses	93	34.6%	100
Wear bi-focals	66	24.5%	156
Wear disposable contact lenses	10	3.7%	57
Wear soft contact lenses	20	7.4%	84
Spent on contact lenses in last 12 mo: <\$100	8	3.0%	106
Spent on contact lenses in last 12 mo: \$100-199	7	2.6%	70
Spent on contact lenses in last 12 mo: \$200+	6	2.2%	74
Bought prescription eyewear: discount optical ctr	25	9.3%	116
Bought prescription eyewear: from eye doctor	76	28.3%	110
Bought prescription eyewear: retail optical chain	23	8.6%	77
Used prescription drug for allergy/hay fever	19	7.1%	101
Used prescription drug for anxiety/panic	16	5.9%	145
Used prescription drug for arthritis/rheumatism	14	5.2%	198
Used prescription drug for asthma	9	3.3%	82
Used prescription drug for backache/back pain	29	10.8%	146
Used prescription drug for depression	22	8.2%	139
Used prescr drug for diabetes (insulin dependent)	10	3.7%	188
Used prescr drug for diabetes (non-insulin)	17	6.3%	169
Used prescription drug for eczema/skin itch/rash	5	1.9%	89

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

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Health and Beauty Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	28	10.4%	157
Used prescription drug for high blood pressure	50	18.6%	149
Used prescription drug for high cholesterol	26	9.7%	111
Used prescription drug for migraine headache	14	5.2%	140
Used prescription drug for sinus congest./headache	18	6.7%	137
Used prescription drug for urinary tract infection	10	3.7%	119
Used last 6 mo: adhesive bandages	162	60.2%	108
Used last 6 mo: athlete's foot/foot care product	41	15.2%	109
Used last 6 mo: cold/sinus/allergy med (nonprescr)	133	49.4%	104
Used last 6 mo: children's cold tablets/liquids	37	13.8%	91
Used last 6 mo: contact lens cleaning solution	27	10.0%	82
Used last 6 mo: cotton swabs	121	45.0%	94
Used last 6 mo: cough/sore throat drops (nonprescr)	133	49.4%	104
Used last 6 mo: cough syrup/suppressant (nonprescr)	103	38.3%	112
Used last 6 mo: children's cough syrup	41	15.2%	107
Used last 6 mo: diarrhea remedy	61	22.7%	138
Used last 6 mo: eye wash and drops	91	33.8%	111
Used last 6 mo: headache/pain reliever (nonprescr)	228	84.8%	101
Used last 6 mo: hemorrhoid remedy	41	15.2%	170
Used last 6 mo: indigestion/upset stomach remedy	135	50.2%	111
Used last 6 mo: lactose intolerance product	7	2.6%	74
Used last 6 mo: laxative/fiber supplement	49	18.2%	131
Used last 6 mo: medicated skin ointment	98	36.4%	116
Used last 6 mo: medicated throat remedy	37	13.8%	120
Used last 6 mo: nasal spray	49	18.2%	114
Used last 6 mo: pain reliever/fever reducer (kids)	59	21.9%	99
Used last 6 mo: pain relieving rub/liquid/patch	79	29.4%	116
Used last 6 mo: sleeping tablets (nonprescription)	15	5.6%	103
Used last 12 mo: sunburn remedy	48	17.8%	115
Used last 12 mo: suntan/sunscreen product	83	30.9%	80
Used last 12 mo: SPF 15+ suntan/sunscreen product	56	20.8%	69
Used last 6 mo: toothache/gum/canker sore remedy	62	23.0%	137
Used last 6 mo: vitamins for children	29	10.8%	73
Used body powder in last 6 months	95	35.3%	127
Used body powder <3 times in last 7 days	36	13.4%	113
Used body powder 8+ times in last 7 days	7	2.6%	119
Used body wash/shower gel in last 6 months	147	54.6%	105
Used breath freshener in last 6 months	120	44.6%	96
Used complexion care product in last 6 months	112	41.6%	88
Used complexion care product <7 times last week	35	13.0%	95
Used complexion care product 11+ times last week	37	13.8%	82
Used complexion care prod: dry facial skin type	21	7.8%	107
Used complexion care prod: normal facial skin type	35	13.0%	85
Used complexion care prod: oily facial skin type	14	5.2%	86
Used dental floss in last 6 months	146	54.3%	87

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

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Health and Beauty Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	50	18.6%	92
Used denture adhesive/fixative in last 6 months	31	11.5%	183
Used denture cleaner in last 6 months	52	19.3%	174
Used deodorant/antiperspirant in last 6 months	258	95.9%	103
Used deodorant/antiperspirant <8 times last week	178	66.2%	96
Used deodorant/antiperspirant 15+ times last week	20	7.4%	123
Used disposable razor in last 6 months	172	63.9%	122
Used electric shaver in last 6 months	49	18.2%	97
Used hair coloring product (at home) last 6 months	50	18.6%	93
Used hair conditioner (at home) in last 6 months	165	61.3%	99
Used hair conditioning treatment (at home)/6 mo	60	22.3%	95
Used hair growth product in last 6 months	3	1.1%	49
Used hair mousse in last 6 months	52	19.3%	111
Used hair spray (at home) in last 6 months	123	45.7%	126
Used hair styling gel/lotion in last 6 months	54	20.1%	75
Used hand & body cream/lotion/oil in last 6 months	190	70.6%	97
Used hand & body cream/lotion/oil <5 times last wk	66	24.5%	114
Used hand & body cream/lotion/oil 9+ times last wk	61	22.7%	91
Used hand & body cream in last 6 months	34	12.6%	72
Used hand & body lotion in last 6 months	128	47.6%	97
Used hand & body oil in last 6 months	14	5.2%	100
Used lip care in last 6 months	160	59.5%	99
Used liquid soap/hand sanitizer in last 6 months	202	75.1%	98
Used mouthwash in last 6 months	192	71.4%	108
Used mouthwash <4 times in last 7 days	60	22.3%	104
Used mouthwash 8+ times in last 7 days	59	21.9%	138
Used shampoo (at home) in last 6 months	253	94.1%	102
Used shampoo plus conditioner prod (at home)/6 mo	57	21.2%	110
Used shaving cream/gel in last 6 months	159	59.1%	113
Used personal care soap (bar) in last 6 months	234	87.0%	104
Used personal care soap for antibacterial purpose	49	18.2%	95
Used personal care soap for complexion	13	4.8%	70
Used personal care soap for deodorant	55	20.4%	126
Use personal care soap for moisturizing	60	22.3%	103
Bought toothbrush in last 6 months	228	84.8%	99
Bought electric toothbrush in last 6 months	6	2.2%	33
Used toothpaste in last 6 months	250	92.9%	97
Used toothpaste <8 times in last 7 days	93	34.6%	107
Used toothpaste 15+ times in last 7 days	40	14.9%	91
Used toothpaste with baking soda in last 6 months	33	12.3%	107
Used toothpaste (gel) in last 6 months	83	30.9%	111
Used toothpaste (paste) in last 6 months	118	43.9%	91
Used whitening toothpaste in last 6 months	98	36.4%	104
Used tooth whitener (not toothpaste) last 6 months	20	7.4%	70
Had professional manicure/pedicure last 6 months	26	9.7%	56
Had professional facial/massage last 6 months	8	3.0%	32
Spent \$100+ at barber shops in last 6 months	5	1.9%	35
Spent \$100+ at beauty parlors in last 6 months	24	8.9%	56

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 Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Demographic Summary		2010	2015
Population		1,733	1,775
Population 18+		1,273	1,314
Households		633	653
Median Household Income		\$53,662	\$57,564

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	338	26.6%	88
Exercise at club 2+ times per week	90	7.1%	58
Exercise at other facility (not club) 2+ times/wk	78	6.1%	76
Own stationary bicycle	82	6.4%	114
Own treadmill	130	10.2%	104
Own weight lifting equipment	148	11.6%	90
Presently controlling diet	526	41.3%	100
Diet control for blood sugar level	122	9.6%	131
Diet control for cholesterol level	147	11.5%	114
Diet control to maintain weight	139	10.9%	98
Diet control for physical fitness	107	8.4%	84
Diet control for salt restriction	55	4.3%	129
Diet control for weight loss	174	13.7%	96
Used doctor's care/diet for diet method	44	3.5%	115
Used exercise program for diet method	83	6.5%	77
Used Weight Watchers as diet method	36	2.8%	93
Buy foods specifically labeled as fat-free	219	17.2%	98
Buy foods specifically labeled as high fiber	126	9.9%	86
Buy foods specifically labeled as high protein	65	5.1%	93
Buy foods specifically labeled as lactose-free	14	1.1%	60
Buy foods specifically labeled as low-calorie	126	9.9%	91
Buy foods specifically labeled as low-carb	102	8.0%	104
Buy foods specifically labeled as low-cholesterol	115	9.0%	109
Buy foods specifically labeled as low-fat	170	13.4%	100
Buy foods specifically labeled as low-sodium	120	9.4%	105
Buy foods specifically labeled as natural/organic	77	6.0%	72
Buy foods specifically labeled as sugar-free	187	14.7%	110
Used butter alternatives in last 6 months	48	3.8%	90
Used egg alternatives in last 6 months	142	11.2%	78
Used salt alternatives in last 6 months	339	26.6%	96
Drank meal/dietary supplement in last 6 months	78	6.1%	84
Used nutrition/energy bar in last 6 months	119	9.3%	66
Drank sports drink/thirst quencher in last 6 mo	368	28.9%	91
Used vitamin/dietary supplement in last 6 months	588	46.2%	95
Vitamin/dietary suppl used/6 mo: antioxidant	29	2.3%	78
Vitamin/dietary suppl used/6 mo: B complex	55	4.3%	89
Vitamin/dietary suppl used/6 mo: B complex+C	16	1.3%	65
Vitamin/dietary suppl used/6 mo: B-6	22	1.7%	85
Vitamin/dietary suppl used/6 mo: B-12	72	5.7%	100
Vitamin/dietary suppl used/6 mo: C	85	6.7%	80
Vitamin/dietary suppl used/6 mo: calcium	128	10.1%	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.



Health and Beauty Market Potential

Downtown Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	59	4.6%	94
Vitamin/dietary suppl used/6 mo: E	58	4.6%	92
Vitamin/dietary suppl used/6 mo: garlic	22	1.7%	101
Vitamin/dietary suppl used/6 mo: glucosamine	55	4.3%	94
Vitamin/dietary suppl used/6 mo: multiple formula	135	10.6%	90
Vitamin/dietary suppl used/6 mo: multiple w/iron	39	3.1%	71
Vitamin/dietary suppl used/6 mo: mult w/minerals	66	5.2%	88
Vitamin/dietary suppl used/6 mo: zinc	20	1.6%	68
Vitamin/dietary suppl/6 mo: Caltrate 600	30	2.4%	89
Vitamin/dietary suppl/6 mo: Centrum	61	4.8%	82
Vitamin/dietary suppl/6 mo: Nature Made	66	5.2%	88
Visited doctor in last 12 months	1,005	78.9%	102
Visited doctor in last 12 months: 1-3 times	439	34.5%	102
Visited doctor in last 12 months: 4-7 times	280	22.0%	99
Visited doctor in last 12 months: 8+ times	286	22.5%	104
Visited doctor in last 12 mo: allergist	27	2.1%	89
Visited doctor in last 12 mo: cardiologist	97	7.6%	108
Visited doctor in last 12 mo: chiropractor	94	7.4%	99
Visited doctor in last 12 mo: dentist	424	33.3%	88
Visited doctor in last 12 mo: dermatologist	74	5.8%	81
Visited doctor in last 12 mo: ear/nose/throat	51	4.0%	87
Visited doctor in last 12 mo: eye	270	21.2%	103
Visited doctor in last 12 mo: general/family	605	47.5%	112
Visited doctor in last 12 mo: internist	69	5.4%	74
Visited doctor in last 12 mo: physical therapist	53	4.2%	92
Visited doctor in last 12 mo: podiatrist	33	2.6%	77
Visited doctor in last 12 mo: urologist	52	4.1%	106
Visited nurse practitioner in last 12 months	71	5.6%	133
Wear regular/sun/tinted prescription eyeglasses	459	36.1%	105
Wear bi-focals	266	20.9%	133
Wear disposable contact lenses	79	6.2%	96
Wear soft contact lenses	105	8.2%	94
Spent on contact lenses in last 12 mo: <\$100	34	2.7%	96
Spent on contact lenses in last 12 mo: \$100-199	42	3.3%	89
Spent on contact lenses in last 12 mo: \$200+	37	2.9%	96
Bought prescription eyewear: discount optical ctr	112	8.8%	110
Bought prescription eyewear: from eye doctor	372	29.2%	114
Bought prescription eyewear: retail optical chain	126	9.9%	89
Used prescription drug for allergy/hay fever	88	6.9%	99
Used prescription drug for anxiety/panic	66	5.2%	127
Used prescription drug for arthritis/rheumatism	46	3.6%	137
Used prescription drug for asthma	53	4.2%	102
Used prescription drug for backache/back pain	119	9.3%	127
Used prescription drug for depression	99	7.8%	132
Used prescr drug for diabetes (insulin dependent)	33	2.6%	131
Used prescr drug for diabetes (non-insulin)	56	4.4%	118
Used prescription drug for eczema/skin itch/rash	22	1.7%	83

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 Moscow
 79 Elizabeth St, Moscow, OH, 45153
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 38.85676
 Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	122	9.6%	145
Used prescription drug for high blood pressure	208	16.3%	131
Used prescription drug for high cholesterol	129	10.1%	117
Used prescription drug for migraine headache	51	4.0%	108
Used prescription drug for sinus congest./headache	68	5.3%	110
Used prescription drug for urinary tract infection	42	3.3%	106
Used last 6 mo: adhesive bandages	746	58.6%	106
Used last 6 mo: athlete's foot/foot care product	166	13.0%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	617	48.5%	102
Used last 6 mo: children's cold tablets/liquids	184	14.5%	96
Used last 6 mo: contact lens cleaning solution	150	11.8%	97
Used last 6 mo: cotton swabs	609	47.8%	100
Used last 6 mo: cough/sore throat drops (nonprescr)	594	46.7%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	444	34.9%	102
Used last 6 mo: children's cough syrup	180	14.1%	99
Used last 6 mo: diarrhea remedy	224	17.6%	107
Used last 6 mo: eye wash and drops	402	31.6%	104
Used last 6 mo: headache/pain reliever (nonprescr)	1,091	85.7%	102
Used last 6 mo: hemorrhoid remedy	150	11.8%	132
Used last 6 mo: indigestion/upset stomach remedy	598	47.0%	104
Used last 6 mo: lactose intolerance product	30	2.4%	67
Used last 6 mo: laxative/fiber supplement	193	15.2%	109
Used last 6 mo: medicated skin ointment	433	34.0%	108
Used last 6 mo: medicated throat remedy	150	11.8%	103
Used last 6 mo: nasal spray	207	16.3%	102
Used last 6 mo: pain reliever/fever reducer (kids)	286	22.5%	101
Used last 6 mo: pain relieving rub/liquid/patch	340	26.7%	106
Used last 6 mo: sleeping tablets (nonprescription)	58	4.6%	84
Used last 12 mo: sunburn remedy	215	16.9%	109
Used last 12 mo: suntan/sunscreen product	435	34.2%	89
Used last 12 mo: SPF 15+ suntan/sunscreen product	334	26.2%	87
Used last 6 mo: toothache/gum/canker sore remedy	237	18.6%	111
Used last 6 mo: vitamins for children	168	13.2%	90
Used body powder in last 6 months	381	29.9%	108
Used body powder <3 times in last 7 days	143	11.2%	95
Used body powder 8+ times in last 7 days	33	2.6%	119
Used body wash/shower gel in last 6 months	665	52.2%	101
Used breath freshener in last 6 months	568	44.6%	96
Used complexion care product in last 6 months	540	42.4%	90
Used complexion care product <7 times last week	149	11.7%	86
Used complexion care product 11+ times last week	189	14.8%	89
Used complexion care prod: dry facial skin type	93	7.3%	100
Used complexion care prod: normal facial skin type	167	13.1%	86
Used complexion care prod: oily facial skin type	65	5.1%	84
Used dental floss in last 6 months	753	59.2%	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.



Health and Beauty Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	232	18.2%	90
Used denture adhesive/fixative in last 6 months	107	8.4%	134
Used denture cleaner in last 6 months	181	14.2%	128
Used deodorant/antiperspirant in last 6 months	1,209	95.0%	102
Used deodorant/antiperspirant <8 times last week	887	69.7%	101
Used deodorant/antiperspirant 15+ times last week	76	6.0%	99
Used disposable razor in last 6 months	727	57.1%	109
Used electric shaver in last 6 months	245	19.2%	102
Used hair coloring product (at home) last 6 months	227	17.8%	89
Used hair conditioner (at home) in last 6 months	774	60.8%	98
Used hair conditioning treatment (at home)/6 mo	263	20.7%	88
Used hair growth product in last 6 months	14	1.1%	48
Used hair mousse in last 6 months	226	17.8%	102
Used hair spray (at home) in last 6 months	521	40.9%	113
Used hair styling gel/lotion in last 6 months	295	23.2%	86
Used hand & body cream/lotion/oil in last 6 months	894	70.2%	97
Used hand & body cream/lotion/oil <5 times last wk	276	21.7%	101
Used hand & body cream/lotion/oil 9+ times last wk	297	23.3%	94
Used hand & body cream in last 6 months	184	14.5%	82
Used hand & body lotion in last 6 months	621	48.8%	100
Used hand & body oil in last 6 months	60	4.7%	91
Used lip care in last 6 months	757	59.5%	100
Used liquid soap/hand sanitizer in last 6 months	982	77.1%	100
Used mouthwash in last 6 months	860	67.6%	102
Used mouthwash <4 times in last 7 days	267	21.0%	98
Used mouthwash 8+ times in last 7 days	218	17.1%	108
Used shampoo (at home) in last 6 months	1,187	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	233	18.3%	95
Used shaving cream/gel in last 6 months	718	56.4%	108
Used personal care soap (bar) in last 6 months	1,077	84.6%	101
Used personal care soap for antibacterial purpose	233	18.3%	95
Used personal care soap for complexion	72	5.7%	82
Used personal care soap for deodorant	232	18.2%	113
Use personal care soap for moisturizing	272	21.4%	99
Bought toothbrush in last 6 months	1,096	86.1%	101
Bought electric toothbrush in last 6 months	57	4.5%	67
Used toothpaste in last 6 months	1,206	94.7%	99
Used toothpaste <8 times in last 7 days	417	32.8%	102
Used toothpaste 15+ times in last 7 days	188	14.8%	91
Used toothpaste with baking soda in last 6 months	138	10.8%	95
Used toothpaste (gel) in last 6 months	387	30.4%	109
Used toothpaste (paste) in last 6 months	581	45.6%	94
Used whitening toothpaste in last 6 months	472	37.1%	106
Used tooth whitener (not toothpaste) last 6 months	105	8.2%	78
Had professional manicure/pedicure last 6 months	152	11.9%	70
Had professional facial/massage last 6 months	64	5.0%	53
Spent \$100+ at barber shops in last 6 months	46	3.6%	67
Spent \$100+ at beauty parlors in last 6 months	165	13.0%	82

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015	
Population		5,879	5,988	
Population 18+		4,360	4,473	
Households		2,073	2,126	
Median Household Income		\$56,053	\$58,850	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,199	27.5%	92
Exercise at club 2+ times per week		319	7.3%	60
Exercise at other facility (not club) 2+ times/wk		271	6.2%	77
Own stationary bicycle		306	7.0%	124
Own treadmill		457	10.5%	107
Own weight lifting equipment		551	12.6%	97
Presently controlling diet		1,804	41.4%	100
Diet control for blood sugar level		395	9.1%	123
Diet control for cholesterol level		499	11.4%	113
Diet control to maintain weight		480	11.0%	98
Diet control for physical fitness		370	8.5%	85
Diet control for salt restriction		183	4.2%	126
Diet control for weight loss		600	13.8%	97
Used doctor's care/diet for diet method		148	3.4%	113
Used exercise program for diet method		299	6.9%	81
Used Weight Watchers as diet method		122	2.8%	92
Buy foods specifically labeled as fat-free		756	17.3%	99
Buy foods specifically labeled as high fiber		426	9.8%	85
Buy foods specifically labeled as high protein		224	5.1%	94
Buy foods specifically labeled as lactose-free		47	1.1%	58
Buy foods specifically labeled as low-calorie		421	9.7%	89
Buy foods specifically labeled as low-carb		342	7.8%	102
Buy foods specifically labeled as low-cholesterol		388	8.9%	108
Buy foods specifically labeled as low-fat		584	13.4%	101
Buy foods specifically labeled as low-sodium		405	9.3%	103
Buy foods specifically labeled as natural/organic		285	6.5%	78
Buy foods specifically labeled as sugar-free		639	14.7%	110
Used butter alternatives in last 6 months		163	3.7%	89
Used egg alternatives in last 6 months		475	10.9%	77
Used salt alternatives in last 6 months		1,155	26.5%	95
Drank meal/dietary supplement in last 6 months		249	5.7%	78
Used nutrition/energy bar in last 6 months		412	9.5%	67
Drank sports drink/thirst quencher in last 6 mo		1,271	29.2%	91
Used vitamin/dietary supplement in last 6 months		2,016	46.2%	95
Vitamin/dietary suppl used/6 mo: antioxidant		93	2.1%	73
Vitamin/dietary suppl used/6 mo: B complex		186	4.3%	88
Vitamin/dietary suppl used/6 mo: B complex+C		61	1.4%	72
Vitamin/dietary suppl used/6 mo: B-6		79	1.8%	89
Vitamin/dietary suppl used/6 mo: B-12		251	5.8%	102
Vitamin/dietary suppl used/6 mo: C		309	7.1%	84
Vitamin/dietary suppl used/6 mo: calcium		447	10.3%	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.



Health and Beauty Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	206	4.7%	96
Vitamin/dietary suppl used/6 mo: E	202	4.6%	93
Vitamin/dietary suppl used/6 mo: garlic	81	1.9%	109
Vitamin/dietary suppl used/6 mo: glucosamine	196	4.5%	97
Vitamin/dietary suppl used/6 mo: multiple formula	493	11.3%	96
Vitamin/dietary suppl used/6 mo: multiple w/iron	135	3.1%	72
Vitamin/dietary suppl used/6 mo: mult w/minerals	219	5.0%	85
Vitamin/dietary suppl used/6 mo: zinc	71	1.6%	70
Vitamin/dietary suppl/6 mo: Caltrate 600	103	2.4%	89
Vitamin/dietary suppl/6 mo: Centrum	210	4.8%	82
Vitamin/dietary suppl/6 mo: Nature Made	247	5.7%	96
Visited doctor in last 12 months	3,413	78.3%	101
Visited doctor in last 12 months: 1-3 times	1,493	34.2%	101
Visited doctor in last 12 months: 4-7 times	954	21.9%	98
Visited doctor in last 12 months: 8+ times	966	22.2%	103
Visited doctor in last 12 mo: allergist	89	2.0%	85
Visited doctor in last 12 mo: cardiologist	333	7.6%	108
Visited doctor in last 12 mo: chiropractor	323	7.4%	99
Visited doctor in last 12 mo: dentist	1,478	33.9%	90
Visited doctor in last 12 mo: dermatologist	252	5.8%	81
Visited doctor in last 12 mo: ear/nose/throat	175	4.0%	87
Visited doctor in last 12 mo: eye	933	21.4%	103
Visited doctor in last 12 mo: general/family	2,046	46.9%	110
Visited doctor in last 12 mo: internist	236	5.4%	74
Visited doctor in last 12 mo: physical therapist	181	4.2%	92
Visited doctor in last 12 mo: podiatrist	109	2.5%	74
Visited doctor in last 12 mo: urologist	184	4.2%	109
Visited nurse practitioner in last 12 months	247	5.7%	135
Wear regular/sun/tinted prescription eyeglasses	1,573	36.1%	105
Wear bi-focals	887	20.3%	129
Wear disposable contact lenses	276	6.3%	98
Wear soft contact lenses	355	8.1%	93
Spent on contact lenses in last 12 mo: <\$100	114	2.6%	94
Spent on contact lenses in last 12 mo: \$100-199	141	3.2%	87
Spent on contact lenses in last 12 mo: \$200+	122	2.8%	92
Bought prescription eyewear: discount optical ctr	391	9.0%	112
Bought prescription eyewear: from eye doctor	1,279	29.3%	114
Bought prescription eyewear: retail optical chain	424	9.7%	88
Used prescription drug for allergy/hay fever	295	6.8%	96
Used prescription drug for anxiety/panic	224	5.1%	126
Used prescription drug for arthritis/rheumatism	146	3.3%	127
Used prescription drug for asthma	189	4.3%	106
Used prescription drug for backache/back pain	399	9.2%	124
Used prescription drug for depression	343	7.9%	133
Used prescr drug for diabetes (insulin dependent)	103	2.4%	120
Used prescr drug for diabetes (non-insulin)	173	4.0%	107
Used prescription drug for eczema/skin itch/rash	71	1.6%	78

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

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



Health and Beauty Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	419	9.6%	145
Used prescription drug for high blood pressure	699	16.0%	129
Used prescription drug for high cholesterol	451	10.3%	119
Used prescription drug for migraine headache	164	3.8%	102
Used prescription drug for sinus congest./headache	219	5.0%	103
Used prescription drug for urinary tract infection	140	3.2%	103
Used last 6 mo: adhesive bandages	2,523	57.9%	104
Used last 6 mo: athlete's foot/foot care product	551	12.6%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,092	48.0%	101
Used last 6 mo: children's cold tablets/liquids	628	14.4%	95
Used last 6 mo: contact lens cleaning solution	509	11.7%	96
Used last 6 mo: cotton swabs	2,106	48.3%	101
Used last 6 mo: cough/sore throat drops (nonprescr)	1,984	45.5%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,476	33.9%	99
Used last 6 mo: children's cough syrup	612	14.0%	98
Used last 6 mo: diarrhea remedy	719	16.5%	101
Used last 6 mo: eye wash and drops	1,353	31.0%	102
Used last 6 mo: headache/pain reliever (nonprescr)	3,751	86.0%	103
Used last 6 mo: hemorrhoid remedy	487	11.2%	125
Used last 6 mo: indigestion/upset stomach remedy	2,022	46.4%	103
Used last 6 mo: lactose intolerance product	98	2.2%	64
Used last 6 mo: laxative/fiber supplement	639	14.7%	106
Used last 6 mo: medicated skin ointment	1,451	33.3%	106
Used last 6 mo: medicated throat remedy	501	11.5%	100
Used last 6 mo: nasal spray	694	15.9%	100
Used last 6 mo: pain reliever/fever reducer (kids)	983	22.5%	102
Used last 6 mo: pain relieving rub/liquid/patch	1,127	25.8%	103
Used last 6 mo: sleeping tablets (nonprescription)	188	4.3%	80
Used last 12 mo: sunburn remedy	719	16.5%	107
Used last 12 mo: suntan/sunscreen product	1,485	34.1%	89
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,161	26.6%	89
Used last 6 mo: toothache/gum/canker sore remedy	778	17.8%	106
Used last 6 mo: vitamins for children	582	13.3%	91
Used body powder in last 6 months	1,267	29.1%	105
Used body powder <3 times in last 7 days	463	10.6%	90
Used body powder 8+ times in last 7 days	117	2.7%	123
Used body wash/shower gel in last 6 months	2,273	52.1%	101
Used breath freshener in last 6 months	1,940	44.5%	96
Used complexion care product in last 6 months	1,823	41.8%	88
Used complexion care product <7 times last week	501	11.5%	84
Used complexion care product 11+ times last week	640	14.7%	88
Used complexion care prod: dry facial skin type	311	7.1%	98
Used complexion care prod: normal facial skin type	566	13.0%	85
Used complexion care prod: oily facial skin type	224	5.1%	85
Used dental floss in last 6 months	2,577	59.1%	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.



Health and Beauty Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	787	18.1%	90
Used denture adhesive/fixative in last 6 months	346	7.9%	127
Used denture cleaner in last 6 months	578	13.3%	120
Used deodorant/antiperspirant in last 6 months	4,141	95.0%	102
Used deodorant/antiperspirant <8 times last week	3,077	70.6%	103
Used deodorant/antiperspirant 15+ times last week	254	5.8%	96
Used disposable razor in last 6 months	2,445	56.1%	107
Used electric shaver in last 6 months	855	19.6%	104
Used hair coloring product (at home) last 6 months	759	17.4%	87
Used hair conditioner (at home) in last 6 months	2,654	60.9%	98
Used hair conditioning treatment (at home)/6 mo	880	20.2%	86
Used hair growth product in last 6 months	47	1.1%	47
Used hair mousse in last 6 months	757	17.4%	100
Used hair spray (at home) in last 6 months	1,743	40.0%	110
Used hair styling gel/lotion in last 6 months	1,007	23.1%	86
Used hand & body cream/lotion/oil in last 6 months	3,051	70.0%	96
Used hand & body cream/lotion/oil <5 times last wk	925	21.2%	99
Used hand & body cream/lotion/oil 9+ times last wk	1,010	23.2%	93
Used hand & body cream in last 6 months	624	14.3%	82
Used hand & body lotion in last 6 months	2,126	48.8%	99
Used hand & body oil in last 6 months	198	4.5%	88
Used lip care in last 6 months	2,564	58.8%	98
Used liquid soap/hand sanitizer in last 6 months	3,371	77.3%	101
Used mouthwash in last 6 months	2,913	66.8%	101
Used mouthwash <4 times in last 7 days	891	20.4%	95
Used mouthwash 8+ times in last 7 days	711	16.3%	103
Used shampoo (at home) in last 6 months	4,064	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	779	17.9%	93
Used shaving cream/gel in last 6 months	2,427	55.7%	106
Used personal care soap (bar) in last 6 months	3,676	84.3%	101
Used personal care soap for antibacterial purpose	808	18.5%	96
Used personal care soap for complexion	255	5.8%	85
Used personal care soap for deodorant	781	17.9%	111
Use personal care soap for moisturizing	909	20.8%	96
Bought toothbrush in last 6 months	3,773	86.5%	102
Bought electric toothbrush in last 6 months	208	4.8%	72
Used toothpaste in last 6 months	4,148	95.1%	99
Used toothpaste <8 times in last 7 days	1,410	32.3%	101
Used toothpaste 15+ times in last 7 days	650	14.9%	92
Used toothpaste with baking soda in last 6 months	454	10.4%	91
Used toothpaste (gel) in last 6 months	1,306	30.0%	108
Used toothpaste (paste) in last 6 months	1,994	45.7%	95
Used whitening toothpaste in last 6 months	1,601	36.7%	105
Used tooth whitener (not toothpaste) last 6 months	360	8.3%	78
Had professional manicure/pedicure last 6 months	533	12.2%	71
Had professional facial/massage last 6 months	229	5.3%	56
Spent \$100+ at barber shops in last 6 months	167	3.8%	71
Spent \$100+ at beauty parlors in last 6 months	584	13.4%	84

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015
Population	361	387
Population 18+	269	292
Households	138	149
Median Household Income	\$41,796	\$50,681

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	171	63.6%	88
Family restaurant/steak house last month: <2 times	62	23.0%	90
Family restaurant/steak house last month: 2-4 times	62	23.0%	85
Family restaurant/steak house last month: 5+ times	47	17.5%	90
Family restaurant/steak house last 6 months: breakfast	28	10.4%	79
Family restaurant/steak house last 6 months: lunch	65	24.2%	97
Family restaurant/steak house last 6 months: snack	3	1.1%	40
Family restaurant/steak house last 6 months: dinner	124	46.1%	87
Family restaurant/steak house last 6 months: weekday	87	32.3%	84
Family restaurant/steak house last 6 months: weekend	113	42.0%	94
Family restaurant/steak house last 6 months: Applebee's	48	17.8%	70
Family restaurant/steak house last 6 months: Bennigan's	2	0.7%	34
Family restaurant/steak house last 6 months: Bob Evans Farm	7	2.6%	57
Family restaurant/steak house last 6 months: Cheesecake Factory	4	1.5%	23
Family restaurant/steak house last 6 months: Chili's Grill & Bar	20	7.4%	64
Family restaurant/steak house last 6 months: Cracker Barrel	53	19.7%	178
Family restaurant/steak house last 6 months: Denny's	14	5.2%	58
Family restaurant/steak house last 6 months: Friendly's	5	1.9%	47
Family restaurant/steak house last 6 months: Golden Corral	26	9.7%	134
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	19	7.1%	61
Family restaurant/steak house last 6 months: Lone Star Steakhouse	7	2.6%	95
Family restaurant/steak house last 6 months: Old Country Buffet	3	1.1%	39
Family restaurant/steak house last 6 months: Olive Garden	29	10.8%	61
Family restaurant/steak house last 6 months: Outback Steakhouse	26	9.7%	84
Family restaurant/steak house last 6 months: Perkins	7	2.6%	72
Family restaurant/steak house last 6 months: Red Lobster	32	11.9%	88
Family restaurant/steak house last 6 months: Red Robin	5	1.9%	33
Family restaurant/steak house last 6 months: Ruby Tuesday	21	7.8%	93
Family restaurant/steak house last 6 months: Ryan's	42	15.6%	414
Family restaurant/steak house last 6 months: Sizzler	2	0.7%	25
Family restaurant/steak house last 6 months: T.G.I. Friday's	13	4.8%	47
Went to fast food/drive-in restaurant in last 6 months	243	90.3%	102
Went to fast food/drive-in restaurant <6 times/month	83	30.9%	88
Went to fast food/drive-in restaurant 6-13 times/month	84	31.2%	108
Went to fast food/drive-in restaurant 14+ times/month	75	27.9%	112
Fast food/drive-in last 6 months: breakfast	85	31.6%	115
Fast food/drive-in last 6 months: lunch	156	58.0%	98
Fast food/drive-in last 6 months: snack	36	13.4%	77
Fast food/drive-in last 6 months: dinner	132	49.1%	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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	180	66.9%	101
Fast food/drive-in last 6 months: weekend	128	47.6%	98
Fast food/drive-in last 6 months: A & W	8	3.0%	65
Fast food/drive-in last 6 months: Arby's	67	24.9%	121
Fast food/drive-in last 6 months: Boston Market	2	0.7%	16
Fast food/drive-in last 6 months: Burger King	107	39.8%	110
Fast food/drive-in last 6 months: Captain D's	49	18.2%	354
Fast food/drive-in last 6 months: Carl's Jr.	1	0.4%	6
Fast food/drive-in last 6 months: Checkers	13	4.8%	152
Fast food/drive-in last 6 months: Chick-fil-A	44	16.4%	127
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4	1.5%	24
Fast food/drive-in last 6 months: Chuck E. Cheese	12	4.5%	99
Fast food/drive-in last 6 months: Church's Fr. Chicken	5	1.9%	43
Fast food/drive-in last 6 months: Dairy Queen	48	17.8%	112
Fast food/drive-in last 6 months: Del Taco	2	0.7%	22
Fast food/drive-in last 6 months: Domino's Pizza	40	14.9%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	9	3.3%	29
Fast food/drive-in last 6 months: Fuddruckers	3	1.1%	40
Fast food/drive-in last 6 months: Hardee's	63	23.4%	344
Fast food/drive-in last 6 months: Jack in the Box	13	4.8%	46
Fast food/drive-in last 6 months: KFC	101	37.5%	136
Fast food/drive-in last 6 months: Little Caesars	20	7.4%	101
Fast food/drive-in last 6 months: Long John Silver's	33	12.3%	194
Fast food/drive-in last 6 months: McDonald's	170	63.2%	113
Fast food/drive-in last 6 months: Panera Bread	5	1.9%	19
Fast food/drive-in last 6 months: Papa John's	20	7.4%	85
Fast food/drive-in last 6 months: Pizza Hut	65	24.2%	109
Fast food/drive-in last 6 months: Popeyes	9	3.3%	46
Fast food/drive-in last 6 months: Quiznos	13	4.8%	54
Fast food/drive-in last 6 months: Sonic Drive-In	61	22.7%	192
Fast food/drive-in last 6 months: Starbucks	12	4.5%	30
Fast food/drive-in last 6 months: Steak n Shake	14	5.2%	103
Fast food/drive-in last 6 months: Subway	73	27.1%	85
Fast food/drive-in last 6 months: Taco Bell	90	33.5%	104
Fast food/drive-in last 6 months: Wendy's	89	33.1%	106
Fast food/drive-in last 6 months: Whataburger	6	2.2%	46
Fast food/drive-in last 6 months: White Castle	8	3.0%	74
Fast food/drive-in last 6 months: eat in	106	39.4%	104
Fast food/drive-in last 6 months: home delivery	22	8.2%	78
Fast food/drive-in last 6 months: take-out/drive-thru	152	56.5%	108
Fast food/drive-in last 6 months: take-out/walk-in	51	19.0%	77

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015
Population	1,733	1,775
Population 18+	1,273	1,314
Households	633	653
Median Household Income	\$53,662	\$57,564

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	896	70.4%	98
Family restaurant/steak house last month: <2 times	319	25.1%	98
Family restaurant/steak house last month: 2-4 times	336	26.4%	98
Family restaurant/steak house last month: 5+ times	241	18.9%	97
Family restaurant/steak house last 6 months: breakfast	153	12.0%	91
Family restaurant/steak house last 6 months: lunch	313	24.6%	99
Family restaurant/steak house last 6 months: snack	18	1.4%	51
Family restaurant/steak house last 6 months: dinner	682	53.6%	101
Family restaurant/steak house last 6 months: weekday	476	37.4%	97
Family restaurant/steak house last 6 months: weekend	575	45.2%	102
Family restaurant/steak house last 6 months: Applebee's	305	24.0%	95
Family restaurant/steak house last 6 months: Bennigan's	16	1.3%	57
Family restaurant/steak house last 6 months: Bob Evans Farm	63	4.9%	108
Family restaurant/steak house last 6 months: Cheesecake Factory	39	3.1%	47
Family restaurant/steak house last 6 months: Chili's Grill & Bar	124	9.7%	84
Family restaurant/steak house last 6 months: Cracker Barrel	216	17.0%	153
Family restaurant/steak house last 6 months: Denny's	84	6.6%	73
Family restaurant/steak house last 6 months: Friendly's	36	2.8%	71
Family restaurant/steak house last 6 months: Golden Corral	115	9.0%	125
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	116	9.1%	78
Family restaurant/steak house last 6 months: Lone Star Steakhouse	43	3.4%	124
Family restaurant/steak house last 6 months: Old Country Buffet	24	1.9%	66
Family restaurant/steak house last 6 months: Olive Garden	203	15.9%	90
Family restaurant/steak house last 6 months: Outback Steakhouse	150	11.8%	103
Family restaurant/steak house last 6 months: Perkins	47	3.7%	102
Family restaurant/steak house last 6 months: Red Lobster	176	13.8%	103
Family restaurant/steak house last 6 months: Red Robin	51	4.0%	71
Family restaurant/steak house last 6 months: Ruby Tuesday	121	9.5%	114
Family restaurant/steak house last 6 months: Ryan's	108	8.5%	225
Family restaurant/steak house last 6 months: Sizzler	23	1.8%	60
Family restaurant/steak house last 6 months: T.G.I. Friday's	95	7.5%	73
Went to fast food/drive-in restaurant in last 6 months	1,159	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	421	33.1%	94
Went to fast food/drive-in restaurant 6-13 times/month	406	31.9%	110
Went to fast food/drive-in restaurant 14+ times/month	332	26.1%	105
Fast food/drive-in last 6 months: breakfast	387	30.4%	111
Fast food/drive-in last 6 months: lunch	793	62.3%	106
Fast food/drive-in last 6 months: snack	188	14.8%	85
Fast food/drive-in last 6 months: dinner	660	51.8%	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.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	897	70.5%	106
Fast food/drive-in last 6 months: weekend	622	48.9%	101
Fast food/drive-in last 6 months: A & W	52	4.1%	90
Fast food/drive-in last 6 months: Arby's	333	26.2%	127
Fast food/drive-in last 6 months: Boston Market	27	2.1%	45
Fast food/drive-in last 6 months: Burger King	505	39.7%	109
Fast food/drive-in last 6 months: Captain D's	137	10.8%	210
Fast food/drive-in last 6 months: Carl's Jr.	25	2.0%	32
Fast food/drive-in last 6 months: Checkers	47	3.7%	116
Fast food/drive-in last 6 months: Chick-fil-A	199	15.6%	121
Fast food/drive-in last 6 months: Chipotle Mex. Grill	36	2.8%	47
Fast food/drive-in last 6 months: Chuck E. Cheese	45	3.5%	79
Fast food/drive-in last 6 months: Church's Fr. Chicken	36	2.8%	66
Fast food/drive-in last 6 months: Dairy Queen	244	19.2%	120
Fast food/drive-in last 6 months: Del Taco	18	1.4%	42
Fast food/drive-in last 6 months: Domino's Pizza	174	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	85	6.7%	58
Fast food/drive-in last 6 months: Fuddruckers	24	1.9%	68
Fast food/drive-in last 6 months: Hardee's	182	14.3%	210
Fast food/drive-in last 6 months: Jack in the Box	80	6.3%	60
Fast food/drive-in last 6 months: KFC	410	32.2%	117
Fast food/drive-in last 6 months: Little Caesars	100	7.9%	107
Fast food/drive-in last 6 months: Long John Silver's	121	9.5%	150
Fast food/drive-in last 6 months: McDonald's	765	60.1%	108
Fast food/drive-in last 6 months: Panera Bread	73	5.7%	59
Fast food/drive-in last 6 months: Papa John's	114	9.0%	103
Fast food/drive-in last 6 months: Pizza Hut	314	24.7%	112
Fast food/drive-in last 6 months: Popeyes	60	4.7%	64
Fast food/drive-in last 6 months: Quiznos	78	6.1%	68
Fast food/drive-in last 6 months: Sonic Drive-In	219	17.2%	146
Fast food/drive-in last 6 months: Starbucks	107	8.4%	57
Fast food/drive-in last 6 months: Steak n Shake	68	5.3%	106
Fast food/drive-in last 6 months: Subway	411	32.3%	102
Fast food/drive-in last 6 months: Taco Bell	432	33.9%	105
Fast food/drive-in last 6 months: Wendy's	437	34.3%	110
Fast food/drive-in last 6 months: Whataburger	47	3.7%	77
Fast food/drive-in last 6 months: White Castle	38	3.0%	74
Fast food/drive-in last 6 months: eat in	501	39.4%	105
Fast food/drive-in last 6 months: home delivery	125	9.8%	94
Fast food/drive-in last 6 months: take-out/drive-thru	740	58.1%	111
Fast food/drive-in last 6 months: take-out/walk-in	277	21.8%	88

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015
Population	5,879	5,988
Population 18+	4,360	4,473
Households	2,073	2,126
Median Household Income	\$56,053	\$58,850

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,101	71.1%	99
Family restaurant/steak house last month: <2 times	1,106	25.4%	99
Family restaurant/steak house last month: 2-4 times	1,171	26.9%	99
Family restaurant/steak house last month: 5+ times	824	18.9%	97
Family restaurant/steak house last 6 months: breakfast	529	12.1%	92
Family restaurant/steak house last 6 months: lunch	1,067	24.5%	99
Family restaurant/steak house last 6 months: snack	57	1.3%	47
Family restaurant/steak house last 6 months: dinner	2,372	54.4%	103
Family restaurant/steak house last 6 months: weekday	1,645	37.7%	98
Family restaurant/steak house last 6 months: weekend	1,968	45.1%	101
Family restaurant/steak house last 6 months: Applebee's	1,061	24.3%	96
Family restaurant/steak house last 6 months: Bennigan's	57	1.3%	59
Family restaurant/steak house last 6 months: Bob Evans Farm	218	5.0%	109
Family restaurant/steak house last 6 months: Cheesecake Factory	132	3.0%	46
Family restaurant/steak house last 6 months: Chili's Grill & Bar	439	10.1%	87
Family restaurant/steak house last 6 months: Cracker Barrel	728	16.7%	151
Family restaurant/steak house last 6 months: Denny's	297	6.8%	75
Family restaurant/steak house last 6 months: Friendly's	108	2.5%	62
Family restaurant/steak house last 6 months: Golden Corral	394	9.0%	125
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	411	9.4%	81
Family restaurant/steak house last 6 months: Lone Star Steakhouse	152	3.5%	128
Family restaurant/steak house last 6 months: Old Country Buffet	78	1.8%	63
Family restaurant/steak house last 6 months: Olive Garden	718	16.5%	93
Family restaurant/steak house last 6 months: Outback Steakhouse	533	12.2%	107
Family restaurant/steak house last 6 months: Perkins	164	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	619	14.2%	106
Family restaurant/steak house last 6 months: Red Robin	174	4.0%	71
Family restaurant/steak house last 6 months: Ruby Tuesday	431	9.9%	118
Family restaurant/steak house last 6 months: Ryan's	328	7.5%	200
Family restaurant/steak house last 6 months: Sizzler	96	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	324	7.4%	72
Went to fast food/drive-in restaurant in last 6 months	3,981	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	1,423	32.6%	93
Went to fast food/drive-in restaurant 6-13 times/month	1,421	32.6%	113
Went to fast food/drive-in restaurant 14+ times/month	1,137	26.1%	105
Fast food/drive-in last 6 months: breakfast	1,307	30.0%	109
Fast food/drive-in last 6 months: lunch	2,761	63.3%	107
Fast food/drive-in last 6 months: snack	644	14.8%	85
Fast food/drive-in last 6 months: dinner	2,289	52.5%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,104	71.2%	107
Fast food/drive-in last 6 months: weekend	2,142	49.1%	102
Fast food/drive-in last 6 months: A & W	180	4.1%	91
Fast food/drive-in last 6 months: Arby's	1,149	26.4%	128
Fast food/drive-in last 6 months: Boston Market	90	2.1%	43
Fast food/drive-in last 6 months: Burger King	1,732	39.7%	110
Fast food/drive-in last 6 months: Captain D's	430	9.9%	192
Fast food/drive-in last 6 months: Carl's Jr.	108	2.5%	40
Fast food/drive-in last 6 months: Checkers	154	3.5%	111
Fast food/drive-in last 6 months: Chick-fil-A	696	16.0%	124
Fast food/drive-in last 6 months: Chipotle Mex. Grill	115	2.6%	43
Fast food/drive-in last 6 months: Chuck E. Cheese	144	3.3%	74
Fast food/drive-in last 6 months: Church's Fr. Chicken	136	3.1%	73
Fast food/drive-in last 6 months: Dairy Queen	853	19.6%	123
Fast food/drive-in last 6 months: Del Taco	73	1.7%	50
Fast food/drive-in last 6 months: Domino's Pizza	602	13.8%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	279	6.4%	55
Fast food/drive-in last 6 months: Fuddruckers	88	2.0%	72
Fast food/drive-in last 6 months: Hardee's	564	12.9%	190
Fast food/drive-in last 6 months: Jack in the Box	296	6.8%	65
Fast food/drive-in last 6 months: KFC	1,367	31.4%	114
Fast food/drive-in last 6 months: Little Caesars	339	7.8%	106
Fast food/drive-in last 6 months: Long John Silver's	394	9.0%	143
Fast food/drive-in last 6 months: McDonald's	2,591	59.4%	106
Fast food/drive-in last 6 months: Panera Bread	249	5.7%	59
Fast food/drive-in last 6 months: Papa John's	408	9.4%	107
Fast food/drive-in last 6 months: Pizza Hut	1,093	25.1%	114
Fast food/drive-in last 6 months: Popeyes	210	4.8%	66
Fast food/drive-in last 6 months: Quiznos	274	6.3%	70
Fast food/drive-in last 6 months: Sonic Drive-In	741	17.0%	144
Fast food/drive-in last 6 months: Starbucks	392	9.0%	61
Fast food/drive-in last 6 months: Steak n Shake	227	5.2%	103
Fast food/drive-in last 6 months: Subway	1,461	33.5%	106
Fast food/drive-in last 6 months: Taco Bell	1,487	34.1%	106
Fast food/drive-in last 6 months: Wendy's	1,504	34.5%	111
Fast food/drive-in last 6 months: Whataburger	189	4.3%	90
Fast food/drive-in last 6 months: White Castle	114	2.6%	65
Fast food/drive-in last 6 months: eat in	1,728	39.6%	105
Fast food/drive-in last 6 months: home delivery	451	10.3%	99
Fast food/drive-in last 6 months: take-out/drive-thru	2,554	58.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	959	22.0%	89

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Population 18+		269	292
Households		138	149
Median Household Income		\$41,796	\$50,681
Product/Consumer Behavior		Expected Number of Adults	MPI
		Percent	
Participated in aerobics		8	30
Participated in archery		9	126
Participated in backpacking/hiking		12	47
Participated in baseball		9	64
Participated in basketball		15	60
Participated in bicycling (mountain)		2	20
Participated in bicycling (road)		7	27
Participated in boating (power)		13	78
Participated in bowling		14	45
Participated in canoeing/kayaking		4	31
Participated in downhill skiing		2	25
Participated in fishing (fresh water)		45	128
Participated in fishing (salt water)		7	57
Participated in football		11	66
Participated in Frisbee		7	48
Participated in golf		10	36
Play golf < once a month		5	47
Play golf 1+ times a month		6	41
Participated in horseback riding		8	98
Participated in hunting with rifle		18	138
Participated in hunting with shotgun		19	166
Participated in ice skating		3	39
Participated in jogging/running		7	25
Participated in martial arts		3	79
Participated in motorcycling		8	81
Participated in Pilates		4	45
Participated in roller skating		5	89
Participated in snowboarding		2	39
Participated in soccer		5	43
Participated in softball		7	66
Participated in swimming		35	67
Participated in target shooting		9	87
Participated in tennis		5	43
Participated in volleyball		7	74
Participated in walking for exercise		58	72
Participated in weight lifting		13	41
Participated in yoga		4	26
Spent on high end sports/recreation equipment/12 mo: <\$250		10	84
Spent on high end sports/recreation equipment/12 mo: \$250+		3	29
Attend sports event: auto racing (NASCAR)		18	91
Attend sports event: auto racing (not NASCAR)		15	88
Attend sports event: baseball game		18	45

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	13	4.8%	61
Attend sports event: basketball game (pro)	11	4.1%	48
Attend sports event: football game (college)	19	7.1%	68
Attend sports event: football-Monday night game (pro)	11	4.1%	67
Attend sports event: football-weekend game (pro)	10	3.7%	41
Attend sports event: golf tournament	9	3.3%	60
Attend sports event: ice hockey game	9	3.3%	50
Attend sports event: soccer game	8	3.0%	48
Attend sports event: tennis match	8	3.0%	60
Attended adult education course in last 12 months	9	3.3%	50
Attended auto show in last 12 months	18	6.7%	81
Went to bar/night club in last 12 months	24	8.9%	47
Went to beach in last 12 months	37	13.8%	56
Attended dance performance in last 12 months	7	2.6%	58
Danced/went dancing in last 12 months	11	4.1%	43
Dined out in last 12 months	101	37.5%	76
Dine out < once a month	10	3.7%	79
Dine out once a month	14	5.2%	84
Dine out 2-3 times a month	18	6.7%	58
Dine out once a week	24	8.9%	77
Dine out 2+ times per week	22	8.2%	83
Gambled at casino in last 12 months	17	6.3%	39
Gambled at casino 6+ times in last 12 months	4	1.5%	55
Gambled in Atlantic City in last 12 months	2	0.7%	29
Gambled in Las Vegas in last 12 months	3	1.1%	23
Attended horse races in last 12 months	4	1.5%	50
Attended movies in last 6 months	112	41.6%	71
Attended movies in last 90 days: < once a month	69	25.7%	79
Attended movies in last 90 days: once a month	12	4.5%	43
Attended movies in last 90 days: 2-3 times a month	10	3.7%	55
Attended movies in last 90 days: once/week or more	5	1.9%	73
Prefer to see movie after second week of release	50	18.6%	78
Went to museum in last 12 months	9	3.3%	26
Attended music performance in last 12 months	35	13.0%	55
Attended country music performance in last 12 mo	16	5.9%	117
Attended rock music performance in last 12 months	7	2.6%	24
Attended classical music/opera performance/12 mo	5	1.9%	40
Went to live theater in last 12 months	6	2.2%	17
Visited a theme park in last 12 months	34	12.6%	59
Visited Disney World (FL)/12 mo: Magic Kingdom	6	2.2%	66
Visited any Sea World in last 12 months	3	1.1%	33
Visited any Six Flags in last 12 months	4	1.5%	26
Went to zoo in last 12 months	19	7.1%	55
Played backgammon in last 12 months	2	0.7%	37
Participated in book club in last 12 months	6	2.2%	70
Played billiards/pool in last 12 months	11	4.1%	42
Played bingo in last 12 months	9	3.3%	79
Did birdwatching in last 12 months	12	4.5%	72
Played board game in last 12 months	26	9.7%	59

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	43	16.0%	76
Played chess in last 12 months	5	1.9%	51
Cooked for fun in last 12 months	39	14.5%	70
Did crossword puzzle in last 12 months	27	10.0%	69
Participated in fantasy sports league last 12 mo	3	1.1%	34
Flew a kite in last 12 months	5	1.9%	66
Did furniture refinishing in last 12 months	6	2.2%	69
Did indoor gardening/plant care in last 12 months	23	8.6%	85
Participated in karaoke in last 12 months	5	1.9%	42
Bought lottery ticket in last 12 months	74	27.5%	79
Bought lottery ticket in last 12 mo: Daily Drawing	9	3.3%	69
Bought lottery ticket in last 12 mo: Instant Game	40	14.9%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	45	16.7%	78
Played lottery: <3 times in last 30 days	30	11.2%	71
Played lottery: 3-7 times in last 30 days	25	9.3%	96
Played lottery: 8+ times in last 30 days	19	7.1%	76
Played musical instrument in last 12 months	17	6.3%	79
Did painting/drawing in last 12 months	9	3.3%	51
Did photography in last 12 months	20	7.4%	59
Read book in last 12 months	79	29.4%	72
Participated in trivia games in last 12 months	6	2.2%	37
Played video game in last 12 months	21	7.8%	59
Did woodworking in last 12 months	12	4.5%	95
Participated in word games in last 12 months	17	6.3%	66
Member of AARP	33	12.3%	79
Member of business club	2	0.7%	30
Member of charitable organization	4	1.5%	23
Member of church board	16	5.9%	138
Member of fraternal order	5	1.9%	53
Member of religious club	20	7.4%	116
Member of union	5	1.9%	35
Member of veterans club	8	3.0%	87
Bought any children`s toy/game in last 12 months	86	32.0%	92
Spent on toys/games in last 12 months: <\$50	16	5.9%	98
Spent on toys/games in last 12 months: \$50-99	6	2.2%	81
Spent on toys/games in last 12 months: \$100-199	18	6.7%	93
Spent on toys/games in last 12 months: \$200-499	26	9.7%	89
Spent on toys/games in last 12 months: \$500+	14	5.2%	90
Bought infant toy in last 12 months	22	8.2%	98
Bought pre-school toy in last 12 months	17	6.3%	78
Spent on toys/games (for child <6)/12 mo: <\$100	30	11.2%	100
Spent on toys/games (for child <6)/12 mo: \$100-199	11	4.1%	61
Spent on toys/games (for child <6)/12 mo: \$200+	20	7.4%	96
Bought for child in last 12 mo: boy action figure	22	8.2%	101
Bought for child in last 12 mo: girl action figure	6	2.2%	72
Bought for child in last 12 mo: bicycle	18	6.7%	98
Bought for child in last 12 mo: board game	30	11.2%	94

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	10	3.7%	110
Bought for child in last 12 mo: car	31	11.5%	125
Bought for child in last 12 mo: construction toy	14	5.2%	105
Bought for child in last 12 mo: large/baby doll	18	6.7%	102
Bought for child in last 12 mo: fashion doll	15	5.6%	109
Bought for child in last 12 mo: plush doll/animal	20	7.4%	88
Bought for child in last 12 mo: doll accessories	11	4.1%	102
Bought for child in last 12 mo: doll clothing	13	4.8%	117
Bought for child in last 12 mo: educational toy	28	10.4%	76
Bought for child in last 12 mo: electronic game	24	8.9%	95
Bought for child in last 12 mo: mechanical toy	12	4.5%	112
Bought for child in last 12 mo: model kit/set	5	1.9%	72
Bought for child in last 12 mo: sound game	10	3.7%	132
Bought for child in last 12 mo: water toy	26	9.7%	101
Bought for child in last 12 mo: word game	8	3.0%	77
Bought book in last 12 months	95	35.3%	70
Bought 1-3 books in last 12 months	44	16.4%	83
Bought 4-9 books in last 12 months	28	10.4%	67
Bought 10+ books in last 12 months	23	8.6%	56
Bought paperback book in last 12 months	72	26.8%	71
Bought <3 paperback books in last 12 months	29	10.8%	83
Bought 3-6 paperback books in last 12 months	21	7.8%	59
Bought 7+ paperback books in last 12 months	22	8.2%	69
Bought hardcover book in last 12 months	52	19.3%	69
Bought <3 hardcover books in last 12 months	27	10.0%	82
Bought 3-5 hardcover books in last 12 months	13	4.8%	60
Bought 6+ hardcover books in last 12 months	12	4.5%	57
Bought book (fiction) in last 12 months	57	21.2%	75
Bought book (non-fiction) in last 12 months	40	14.9%	58
Bought biography in last 12 months	6	2.2%	31
Bought children`s book in last 12 months	28	10.4%	82
Bought cookbook in last 12 months	23	8.6%	78
Bought desk dictionary in last 12 months	4	1.5%	73
Bought history book in last 12 months	10	3.7%	49
Bought mystery book in last 12 months	20	7.4%	66
Bought personal/business self-help book last 12 mo	7	2.6%	36
Bought religious book (not bible) last 12 months	16	5.9%	78
Bought romance book in last 12 months	12	4.5%	68
Bought science fiction book in last 12 months	8	3.0%	65
Bought book through book club in last 12 months	10	3.7%	86
Bought book at book store in last 12 months	45	16.7%	50
Bought book at Barnes & Noble in last 12 months	16	5.9%	30
Bought book at Borders in last 12 months	4	1.5%	13
Bought book at convenience store in last 12 months	5	1.9%	83
Bought book at department store in last 12 months	24	8.9%	117
Bought book at drug store in last 12 months	6	2.2%	98
Bought book through Internet in last 12 mo	14	5.2%	51
Bought book through mail order in last 12 months	11	4.1%	120
Bought book at supermarket in last 12 months	12	4.5%	85
Bought book at warehouse store in last 12 months	7	2.6%	45

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Demographic Summary		2010	2015	
Population		1,733	1,775	
Population 18+		1,273	1,314	
Households		633	653	
Median Household Income		\$53,662	\$57,564	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		86	6.8%	68
Participated in archery		47	3.7%	139
Participated in backpacking/hiking		96	7.5%	80
Participated in baseball		53	4.2%	80
Participated in basketball		91	7.1%	77
Participated in bicycling (mountain)		28	2.2%	60
Participated in bicycling (road)		84	6.6%	68
Participated in boating (power)		76	6.0%	97
Participated in bowling		121	9.5%	82
Participated in canoeing/kayaking		52	4.1%	85
Participated in downhill skiing		20	1.6%	54
Participated in fishing (fresh water)		231	18.1%	139
Participated in fishing (salt water)		46	3.6%	79
Participated in football		68	5.3%	86
Participated in Frisbee		54	4.2%	78
Participated in golf		105	8.2%	80
Play golf < once a month		39	3.1%	77
Play golf 1+ times a month		56	4.4%	82
Participated in horseback riding		40	3.1%	103
Participated in hunting with rifle		101	7.9%	164
Participated in hunting with shotgun		90	7.1%	167
Participated in ice skating		25	2.0%	68
Participated in jogging/running		84	6.6%	63
Participated in martial arts		10	0.8%	56
Participated in motorcycling		51	4.0%	109
Participated in Pilates		25	2.0%	60
Participated in roller skating		20	1.6%	75
Participated in snowboarding		13	1.0%	53
Participated in soccer		31	2.4%	57
Participated in softball		44	3.5%	88
Participated in swimming		226	17.8%	91
Participated in target shooting		54	4.2%	110
Participated in tennis		36	2.8%	66
Participated in volleyball		42	3.3%	94
Participated in walking for exercise		332	26.1%	88
Participated in weight lifting		103	8.1%	69
Participated in yoga		40	3.1%	54
Spent on high end sports/recreation equipment/12 mo: <\$250		54	4.2%	96
Spent on high end sports/recreation equipment/12 mo: \$250+		36	2.8%	73
Attend sports event: auto racing (NASCAR)		104	8.2%	111
Attend sports event: auto racing (not NASCAR)		87	6.8%	108
Attend sports event: baseball game		139	10.9%	74

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	85	6.7%	84
Attend sports event: basketball game (pro)	77	6.0%	71
Attend sports event: football game (college)	118	9.3%	90
Attend sports event: football-Monday night game (pro)	64	5.0%	82
Attend sports event: football-weekend game (pro)	89	7.0%	77
Attend sports event: golf tournament	61	4.8%	86
Attend sports event: ice hockey game	69	5.4%	82
Attend sports event: soccer game	59	4.6%	75
Attend sports event: tennis match	50	3.9%	80
Attended adult education course in last 12 months	61	4.8%	72
Attended auto show in last 12 months	113	8.9%	107
Went to bar/night club in last 12 months	195	15.3%	80
Went to beach in last 12 months	242	19.0%	77
Attended dance performance in last 12 months	36	2.8%	64
Danced/went dancing in last 12 months	90	7.1%	75
Dined out in last 12 months	580	45.6%	93
Dine out < once a month	63	4.9%	105
Dine out once a month	76	6.0%	97
Dine out 2-3 times a month	124	9.7%	85
Dine out once a week	139	10.9%	95
Dine out 2+ times per week	114	9.0%	91
Gambled at casino in last 12 months	151	11.9%	74
Gambled at casino 6+ times in last 12 months	31	2.4%	90
Gambled in Atlantic City in last 12 months	15	1.2%	47
Gambled in Las Vegas in last 12 months	35	2.7%	58
Attended horse races in last 12 months	28	2.2%	74
Attended movies in last 6 months	635	49.9%	85
Attended movies in last 90 days: < once a month	380	29.9%	92
Attended movies in last 90 days: once a month	88	6.9%	68
Attended movies in last 90 days: 2-3 times a month	64	5.0%	75
Attended movies in last 90 days: once/week or more	22	1.7%	68
Prefer to see movie after second week of release	263	20.7%	87
Went to museum in last 12 months	93	7.3%	57
Attended music performance in last 12 months	253	19.9%	84
Attended country music performance in last 12 mo	81	6.4%	125
Attended rock music performance in last 12 months	93	7.3%	67
Attended classical music/opera performance/12 mo	36	2.8%	62
Went to live theater in last 12 months	99	7.8%	59
Visited a theme park in last 12 months	206	16.2%	75
Visited Disney World (FL)/12 mo: Magic Kingdom	35	2.7%	81
Visited any Sea World in last 12 months	26	2.0%	60
Visited any Six Flags in last 12 months	38	3.0%	51
Went to zoo in last 12 months	136	10.7%	84
Played backgammon in last 12 months	15	1.2%	59
Participated in book club in last 12 months	28	2.2%	69
Played billiards/pool in last 12 months	99	7.8%	81
Played bingo in last 12 months	44	3.5%	82
Did birdwatching in last 12 months	84	6.6%	106
Played board game in last 12 months	178	14.0%	86

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	247	19.4%	93
Played chess in last 12 months	34	2.7%	73
Cooked for fun in last 12 months	233	18.3%	88
Did crossword puzzle in last 12 months	169	13.3%	91
Participated in fantasy sports league last 12 mo	29	2.3%	70
Flew a kite in last 12 months	31	2.4%	86
Did furniture refinishing in last 12 months	39	3.1%	95
Did indoor gardening/plant care in last 12 months	120	9.4%	94
Participated in karaoke in last 12 months	40	3.1%	71
Bought lottery ticket in last 12 months	425	33.4%	97
Bought lottery ticket in last 12 mo: Daily Drawing	41	3.2%	66
Bought lottery ticket in last 12 mo: Instant Game	213	16.7%	105
Bought lottery ticket in last 12 mo: Lotto Drawing	270	21.2%	99
Played lottery: <3 times in last 30 days	179	14.1%	89
Played lottery: 3-7 times in last 30 days	134	10.5%	109
Played lottery: 8+ times in last 30 days	112	8.8%	94
Played musical instrument in last 12 months	85	6.7%	84
Did painting/drawing in last 12 months	65	5.1%	78
Did photography in last 12 months	145	11.4%	90
Read book in last 12 months	461	36.2%	89
Participated in trivia games in last 12 months	59	4.6%	77
Played video game in last 12 months	139	10.9%	82
Did woodworking in last 12 months	76	6.0%	127
Participated in word games in last 12 months	108	8.5%	89
Member of AARP	195	15.3%	99
Member of business club	20	1.6%	63
Member of charitable organization	51	4.0%	63
Member of church board	65	5.1%	119
Member of fraternal order	37	2.9%	82
Member of religious club	86	6.8%	106
Member of union	51	4.0%	76
Member of veterans club	46	3.6%	106
Bought any children`s toy/game in last 12 months	443	34.8%	101
Spent on toys/games in last 12 months: <\$50	81	6.4%	105
Spent on toys/games in last 12 months: \$50-99	33	2.6%	94
Spent on toys/games in last 12 months: \$100-199	88	6.9%	96
Spent on toys/games in last 12 months: \$200-499	137	10.8%	99
Spent on toys/games in last 12 months: \$500+	76	6.0%	104
Bought infant toy in last 12 months	109	8.6%	102
Bought pre-school toy in last 12 months	102	8.0%	99
Spent on toys/games (for child <6)/12 mo: <\$100	148	11.6%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	79	6.2%	92
Spent on toys/games (for child <6)/12 mo: \$200+	95	7.5%	97
Bought for child in last 12 mo: boy action figure	106	8.3%	103
Bought for child in last 12 mo: girl action figure	33	2.6%	84
Bought for child in last 12 mo: bicycle	84	6.6%	96
Bought for child in last 12 mo: board game	156	12.3%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	44	3.5%	102
Bought for child in last 12 mo: car	130	10.2%	111
Bought for child in last 12 mo: construction toy	65	5.1%	104
Bought for child in last 12 mo: large/baby doll	80	6.3%	96
Bought for child in last 12 mo: fashion doll	66	5.2%	102
Bought for child in last 12 mo: plush doll/animal	113	8.9%	106
Bought for child in last 12 mo: doll accessories	53	4.2%	104
Bought for child in last 12 mo: doll clothing	51	4.0%	97
Bought for child in last 12 mo: educational toy	160	12.6%	92
Bought for child in last 12 mo: electronic game	131	10.3%	110
Bought for child in last 12 mo: mechanical toy	51	4.0%	100
Bought for child in last 12 mo: model kit/set	34	2.7%	104
Bought for child in last 12 mo: sound game	30	2.4%	84
Bought for child in last 12 mo: water toy	128	10.1%	105
Bought for child in last 12 mo: word game	44	3.5%	90
Bought book in last 12 months	561	44.1%	88
Bought 1-3 books in last 12 months	234	18.4%	94
Bought 4-9 books in last 12 months	164	12.9%	83
Bought 10+ books in last 12 months	162	12.7%	84
Bought paperback book in last 12 months	423	33.2%	88
Bought <3 paperback books in last 12 months	151	11.9%	91
Bought 3-6 paperback books in last 12 months	142	11.2%	85
Bought 7+ paperback books in last 12 months	130	10.2%	87
Bought hardcover book in last 12 months	309	24.3%	87
Bought <3 hardcover books in last 12 months	145	11.4%	93
Bought 3-5 hardcover books in last 12 months	77	6.0%	76
Bought 6+ hardcover books in last 12 months	86	6.8%	86
Bought book (fiction) in last 12 months	320	25.1%	89
Bought book (non-fiction) in last 12 months	261	20.5%	81
Bought biography in last 12 months	63	4.9%	68
Bought children`s book in last 12 months	147	11.5%	91
Bought cookbook in last 12 months	125	9.8%	90
Bought desk dictionary in last 12 months	17	1.3%	66
Bought history book in last 12 months	71	5.6%	74
Bought mystery book in last 12 months	122	9.6%	85
Bought personal/business self-help book last 12 mo	66	5.2%	72
Bought religious book (not bible) last 12 months	89	7.0%	92
Bought romance book in last 12 months	74	5.8%	89
Bought science fiction book in last 12 months	48	3.8%	83
Bought book through book club in last 12 months	58	4.6%	105
Bought book at book store in last 12 months	328	25.8%	77
Bought book at Barnes & Noble in last 12 months	163	12.8%	65
Bought book at Borders in last 12 months	78	6.1%	55
Bought book at convenience store in last 12 months	22	1.7%	78
Bought book at department store in last 12 months	120	9.4%	123
Bought book at drug store in last 12 months	25	2.0%	86
Bought book through Internet in last 12 mo	94	7.4%	73
Bought book through mail order in last 12 months	47	3.7%	109
Bought book at supermarket in last 12 months	64	5.0%	96
Bought book at warehouse store in last 12 months	55	4.3%	74

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Longitude: -84.23159

Demographic Summary		2010	2015
Population		5,879	5,988
Population 18+		4,360	4,473
Households		2,073	2,126
Median Household Income		\$56,053	\$58,850
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	307	7.0%	71
Participated in archery	162	3.7%	140
Participated in backpacking/hiking	351	8.1%	85
Participated in baseball	179	4.1%	79
Participated in basketball	310	7.1%	76
Participated in bicycling (mountain)	106	2.4%	66
Participated in bicycling (road)	302	6.9%	72
Participated in boating (power)	270	6.2%	101
Participated in bowling	437	10.0%	86
Participated in canoeing/kayaking	197	4.5%	94
Participated in downhill skiing	73	1.7%	57
Participated in fishing (fresh water)	819	18.8%	143
Participated in fishing (salt water)	166	3.8%	83
Participated in football	233	5.3%	86
Participated in Frisbee	189	4.3%	79
Participated in golf	384	8.8%	85
Play golf < once a month	144	3.3%	83
Play golf 1+ times a month	198	4.5%	84
Participated in horseback riding	140	3.2%	106
Participated in hunting with rifle	365	8.4%	173
Participated in hunting with shotgun	313	7.2%	169
Participated in ice skating	81	1.9%	64
Participated in jogging/running	305	7.0%	66
Participated in martial arts	34	0.8%	56
Participated in motorcycling	183	4.2%	114
Participated in Pilates	81	1.9%	57
Participated in roller skating	64	1.5%	70
Participated in snowboarding	45	1.0%	54
Participated in soccer	104	2.4%	55
Participated in softball	158	3.6%	93
Participated in swimming	809	18.6%	95
Participated in target shooting	189	4.3%	112
Participated in tennis	119	2.7%	64
Participated in volleyball	140	3.2%	92
Participated in walking for exercise	1,148	26.3%	88
Participated in weight lifting	362	8.3%	71
Participated in yoga	143	3.3%	57
Spent on high end sports/recreation equipment/12 mo: <\$250	190	4.4%	99
Spent on high end sports/recreation equipment/12 mo: \$250+	131	3.0%	77
Attend sports event: auto racing (NASCAR)	368	8.4%	115
Attend sports event: auto racing (not NASCAR)	310	7.1%	112
Attend sports event: baseball game	488	11.2%	76

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

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Latitude: 38.85676
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	295	6.8%	85
Attend sports event: basketball game (pro)	267	6.1%	72
Attend sports event: football game (college)	416	9.5%	92
Attend sports event: football-Monday night game (pro)	221	5.1%	83
Attend sports event: football-weekend game (pro)	313	7.2%	79
Attend sports event: golf tournament	210	4.8%	87
Attend sports event: ice hockey game	242	5.6%	84
Attend sports event: soccer game	209	4.8%	78
Attend sports event: tennis match	177	4.1%	82
Attended adult education course in last 12 months	209	4.8%	72
Attended auto show in last 12 months	397	9.1%	110
Went to bar/night club in last 12 months	699	16.0%	84
Went to beach in last 12 months	852	19.5%	80
Attended dance performance in last 12 months	120	2.8%	62
Danced/went dancing in last 12 months	331	7.6%	80
Dined out in last 12 months	2,032	46.6%	95
Dine out < once a month	223	5.1%	109
Dine out once a month	268	6.1%	99
Dine out 2-3 times a month	438	10.0%	87
Dine out once a week	484	11.1%	96
Dine out 2+ times per week	399	9.2%	93
Gambled at casino in last 12 months	537	12.3%	77
Gambled at casino 6+ times in last 12 months	110	2.5%	93
Gambled in Atlantic City in last 12 months	44	1.0%	40
Gambled in Las Vegas in last 12 months	128	2.9%	61
Attended horse races in last 12 months	101	2.3%	78
Attended movies in last 6 months	2,220	50.9%	87
Attended movies in last 90 days: < once a month	1,314	30.1%	93
Attended movies in last 90 days: once a month	318	7.3%	71
Attended movies in last 90 days: 2-3 times a month	225	5.2%	77
Attended movies in last 90 days: once/week or more	77	1.8%	69
Prefer to see movie after second week of release	903	20.7%	87
Went to museum in last 12 months	341	7.8%	61
Attended music performance in last 12 months	902	20.7%	87
Attended country music performance in last 12 mo	286	6.6%	129
Attended rock music performance in last 12 months	347	8.0%	73
Attended classical music/opera performance/12 mo	126	2.9%	63
Went to live theater in last 12 months	363	8.3%	63
Visited a theme park in last 12 months	707	16.2%	75
Visited Disney World (FL)/12 mo: Magic Kingdom	119	2.7%	81
Visited any Sea World in last 12 months	97	2.2%	66
Visited any Six Flags in last 12 months	130	3.0%	51
Went to zoo in last 12 months	469	10.8%	84
Played backgammon in last 12 months	54	1.2%	62
Participated in book club in last 12 months	95	2.2%	69
Played billiards/pool in last 12 months	368	8.4%	88
Played bingo in last 12 months	144	3.3%	78
Did birdwatching in last 12 months	309	7.1%	114
Played board game in last 12 months	628	14.4%	88

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	849	19.5%	93
Played chess in last 12 months	122	2.8%	76
Cooked for fun in last 12 months	819	18.8%	90
Did crossword puzzle in last 12 months	597	13.7%	94
Participated in fantasy sports league last 12 mo	105	2.4%	74
Flew a kite in last 12 months	109	2.5%	88
Did furniture refinishing in last 12 months	136	3.1%	97
Did indoor gardening/plant care in last 12 months	412	9.5%	94
Participated in karaoke in last 12 months	138	3.2%	72
Bought lottery ticket in last 12 months	1,493	34.2%	99
Bought lottery ticket in last 12 mo: Daily Drawing	132	3.0%	62
Bought lottery ticket in last 12 mo: Instant Game	727	16.7%	105
Bought lottery ticket in last 12 mo: Lotto Drawing	957	22.0%	103
Played lottery: <3 times in last 30 days	642	14.7%	93
Played lottery: 3-7 times in last 30 days	465	10.7%	111
Played lottery: 8+ times in last 30 days	386	8.9%	95
Played musical instrument in last 12 months	299	6.9%	86
Did painting/drawing in last 12 months	235	5.4%	82
Did photography in last 12 months	521	12.0%	95
Read book in last 12 months	1,625	37.3%	91
Participated in trivia games in last 12 months	206	4.7%	78
Played video game in last 12 months	492	11.3%	85
Did woodworking in last 12 months	282	6.5%	138
Participated in word games in last 12 months	373	8.6%	90
Member of AARP	688	15.8%	102
Member of business club	70	1.6%	64
Member of charitable organization	187	4.3%	68
Member of church board	217	5.0%	116
Member of fraternal order	130	3.0%	84
Member of religious club	289	6.6%	104
Member of union	183	4.2%	80
Member of veterans club	157	3.6%	106
Bought any children`s toy/game in last 12 months	1,520	34.9%	101
Spent on toys/games in last 12 months: <\$50	277	6.4%	104
Spent on toys/games in last 12 months: \$50-99	109	2.5%	91
Spent on toys/games in last 12 months: \$100-199	304	7.0%	97
Spent on toys/games in last 12 months: \$200-499	474	10.9%	100
Spent on toys/games in last 12 months: \$500+	260	6.0%	104
Bought infant toy in last 12 months	372	8.5%	102
Bought pre-school toy in last 12 months	355	8.1%	101
Spent on toys/games (for child <6)/12 mo: <\$100	498	11.4%	103
Spent on toys/games (for child <6)/12 mo: \$100-199	287	6.6%	98
Spent on toys/games (for child <6)/12 mo: \$200+	322	7.4%	95
Bought for child in last 12 mo: boy action figure	360	8.3%	102
Bought for child in last 12 mo: girl action figure	114	2.6%	85
Bought for child in last 12 mo: bicycle	281	6.4%	94
Bought for child in last 12 mo: board game	517	11.9%	100

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	137	3.1%	93
Bought for child in last 12 mo: car	438	10.0%	109
Bought for child in last 12 mo: construction toy	220	5.0%	102
Bought for child in last 12 mo: large/baby doll	271	6.2%	95
Bought for child in last 12 mo: fashion doll	218	5.0%	98
Bought for child in last 12 mo: plush doll/animal	389	8.9%	106
Bought for child in last 12 mo: doll accessories	181	4.2%	103
Bought for child in last 12 mo: doll clothing	166	3.8%	92
Bought for child in last 12 mo: educational toy	558	12.8%	94
Bought for child in last 12 mo: electronic game	450	10.3%	111
Bought for child in last 12 mo: mechanical toy	166	3.8%	95
Bought for child in last 12 mo: model kit/set	117	2.7%	104
Bought for child in last 12 mo: sound game	92	2.1%	75
Bought for child in last 12 mo: water toy	437	10.0%	105
Bought for child in last 12 mo: word game	148	3.4%	88
Bought book in last 12 months	1,962	45.0%	90
Bought 1-3 books in last 12 months	799	18.3%	93
Bought 4-9 books in last 12 months	574	13.2%	85
Bought 10+ books in last 12 months	588	13.5%	89
Bought paperback book in last 12 months	1,482	34.0%	90
Bought <3 paperback books in last 12 months	512	11.7%	91
Bought 3-6 paperback books in last 12 months	512	11.7%	89
Bought 7+ paperback books in last 12 months	458	10.5%	89
Bought hardcover book in last 12 months	1,083	24.8%	89
Bought <3 hardcover books in last 12 months	501	11.5%	94
Bought 3-5 hardcover books in last 12 months	265	6.1%	76
Bought 6+ hardcover books in last 12 months	318	7.3%	93
Bought book (fiction) in last 12 months	1,108	25.4%	90
Bought book (non-fiction) in last 12 months	936	21.5%	84
Bought biography in last 12 months	232	5.3%	73
Bought children`s book in last 12 months	503	11.5%	91
Bought cookbook in last 12 months	426	9.8%	89
Bought desk dictionary in last 12 months	53	1.2%	60
Bought history book in last 12 months	258	5.9%	78
Bought mystery book in last 12 months	424	9.7%	87
Bought personal/business self-help book last 12 mo	235	5.4%	75
Bought religious book (not bible) last 12 months	316	7.2%	96
Bought romance book in last 12 months	270	6.2%	95
Bought science fiction book in last 12 months	175	4.0%	88
Bought book through book club in last 12 months	209	4.8%	111
Bought book at book store in last 12 months	1,160	26.6%	79
Bought book at Barnes & Noble in last 12 months	586	13.4%	68
Bought book at Borders in last 12 months	280	6.4%	58
Bought book at convenience store in last 12 months	71	1.6%	73
Bought book at department store in last 12 months	418	9.6%	125
Bought book at drug store in last 12 months	76	1.7%	77
Bought book through Internet in last 12 mo	327	7.5%	74
Bought book through mail order in last 12 months	155	3.6%	105
Bought book at supermarket in last 12 months	220	5.0%	97
Bought book at warehouse store in last 12 months	200	4.6%	79

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Moscow
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Latitude: 38.85676
Longitude: -84.23159

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Southern Satellites	94.6%	Population	361	387
Midland Crowd	5.4%	Households	138	149
Top Rung	0.0%	Families	106	114
Suburban Splendor	0.0%	Median Age	36.9	37.3
Connoisseurs	0.0%	Median Household Income	\$41,796	\$50,681
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,244.03	\$172,228
Men's		48	\$219.36	\$30,369
Women's		44	\$367.58	\$50,890
Children's		65	\$259.84	\$35,973
Footwear		39	\$164.07	\$22,714
Watches & Jewelry		70	\$135.14	\$18,709
Apparel Products and Services (1)		105	\$98.04	\$13,574
Computer				
Computers and Hardware for Home Use		72	\$137.01	\$18,969
Software and Accessories for Home Use		69	\$19.64	\$2,719
Entertainment & Recreation		81	\$2,620.73	\$362,823
Fees and Admissions		58	\$355.99	\$49,285
Membership Fees for Clubs (2)		56	\$91.46	\$12,662
Fees for Participant Sports, excl. Trips		63	\$67.03	\$9,280
Admission to Movie/Theatre/Opera/Ballet		60	\$90.45	\$12,523
Admission to Sporting Events, excl. Trips		68	\$40.59	\$5,619
Fees for Recreational Lessons		48	\$66.13	\$9,156
Dating Services		42	\$0.32	\$45
TV/Video/Audio		82	\$1,016.91	\$140,784
Community Antenna or Cable TV		89	\$644.52	\$89,229
Televisions		73	\$140.45	\$19,444
VCRs, Video Cameras, and DVD Players		75	\$15.31	\$2,119
Video Cassettes and DVDs		82	\$43.03	\$5,957
Video and Computer Game Hardware and Software		71	\$39.34	\$5,446
Satellite Dishes		101	\$1.27	\$176
Rental of Video Cassettes and DVDs		74	\$30.61	\$4,238
Streaming/Downloaded Video		51	\$0.71	\$98
Audio (3)		65	\$95.99	\$13,289
Rental and Repair of TV/Radio/Sound Equipment		75	\$5.69	\$788
Pets		110	\$473.00	\$65,483
Toys and Games (4)		86	\$124.93	\$17,296
Recreational Vehicles and Fees (5)		99	\$320.77	\$44,409
Sports/Recreation/Exercise Equipment (6)		70	\$126.74	\$17,546
Photo Equipment and Supplies (7)		75	\$77.13	\$10,678
Reading (8)		71	\$110.27	\$15,267
Catered Affairs (9)		61	\$14.99	\$2,075
Food		81	\$6,205.84	\$859,158
Food at Home		82	\$3,678.48	\$509,262
Bakery and Cereal Products		84	\$499.41	\$69,141
Meats, Poultry, Fish, and Eggs		83	\$856.72	\$118,607
Dairy Products		84	\$418.91	\$57,995
Fruits and Vegetables		76	\$597.41	\$82,707
Snacks and Other Food at Home (10)		84	\$1,306.04	\$180,812
Food Away from Home		79	\$2,527.36	\$349,897
Alcoholic Beverages		65	\$370.24	\$51,257
Nonalcoholic Beverages at Home		84	\$369.46	\$51,150

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Downtown Moscow
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Latitude: 38.85676
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	70	\$1,218.39	\$168,679
Vehicle Loans	100	\$4,920.38	\$681,194
Health			
Nonprescription Drugs	99	\$102.36	\$14,171
Prescription Drugs	106	\$526.87	\$72,941
Eyeglasses and Contact Lenses	77	\$59.22	\$8,199
Home			
Mortgage Payment and Basics (11)	70	\$6,510.31	\$901,310
Maintenance and Remodeling Services	66	\$1,305.18	\$180,694
Maintenance and Remodeling Materials (12)	93	\$346.91	\$48,027
Utilities, Fuel, and Public Services	90	\$4,062.98	\$562,493
Household Furnishings and Equipment			
Household Textiles (13)	76	\$101.53	\$14,056
Furniture	74	\$442.74	\$61,294
Floor Coverings	64	\$48.06	\$6,653
Major Appliances (14)	90	\$271.70	\$37,615
Housewares (15)	67	\$57.78	\$7,999
Small Appliances	82	\$26.91	\$3,725
Luggage	67	\$6.19	\$857
Telephones and Accessories	53	\$22.48	\$3,112
Household Operations			
Child Care	72	\$331.24	\$45,858
Lawn and Garden (16)	86	\$358.48	\$49,629
Moving/Storage/Freight Express	68	\$40.99	\$5,675
Housekeeping Supplies (17)	88	\$613.65	\$84,956
Insurance			
Owners and Renters Insurance	97	\$449.43	\$62,221
Vehicle Insurance	84	\$976.90	\$135,245
Life/Other Insurance	89	\$372.76	\$51,606
Health Insurance	91	\$1,761.23	\$243,830
Personal Care Products (18)	81	\$321.01	\$44,441
School Books and Supplies (19)	74	\$79.38	\$10,989
Smoking Products	101	\$433.53	\$60,019
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,930.79	\$544,192
Gasoline and Motor Oil	97	\$2,778.24	\$384,629
Vehicle Maintenance and Repairs	81	\$765.11	\$105,924
Travel			
Airline Fares	51	\$235.04	\$32,540
Lodging on Trips	65	\$285.52	\$39,528
Auto/Truck/Van Rental on Trips	48	\$17.84	\$2,470
Food and Drink on Trips	70	\$306.24	\$42,397

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Downtown Moscow
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	33.2%	Population	1,733	1,775
Southern Satellites	32.3%	Households	633	653
Cozy and Comfortable	16.5%	Families	502	514
Salt of the Earth	12.9%	Median Age	37.7	38.0
Green Acres	5.0%	Median Household Income	\$53,662	\$57,564
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,468.24	\$929,158
Men's		57	\$262.29	\$165,987
Women's		54	\$448.71	\$283,962
Children's		71	\$283.23	\$179,236
Footwear		44	\$184.50	\$116,759
Watches & Jewelry		86	\$167.34	\$105,898
Apparel Products and Services (1)		131	\$122.17	\$77,315
Computer				
Computers and Hardware for Home Use		86	\$164.72	\$104,244
Software and Accessories for Home Use		84	\$24.02	\$15,198
Entertainment & Recreation		94	\$3,015.04	\$1,908,039
Fees and Admissions		81	\$501.64	\$317,456
Membership Fees for Clubs (2)		80	\$131.54	\$83,245
Fees for Participant Sports, excl. Trips		84	\$89.82	\$56,842
Admission to Movie/Theatre/Opera/Ballet		80	\$121.14	\$76,663
Admission to Sporting Events, excl. Trips		90	\$53.60	\$33,921
Fees for Recreational Lessons		77	\$105.06	\$66,486
Dating Services		61	\$0.47	\$300
TV/Video/Audio		92	\$1,145.99	\$725,226
Community Antenna or Cable TV		97	\$699.46	\$442,644
Televisions		88	\$170.94	\$108,178
VCRs, Video Cameras, and DVD Players		87	\$17.62	\$11,149
Video Cassettes and DVDs		90	\$47.32	\$29,944
Video and Computer Game Hardware and Software		88	\$49.12	\$31,082
Satellite Dishes		102	\$1.29	\$814
Rental of Video Cassettes and DVDs		87	\$35.92	\$22,729
Streaming/Downloaded Video		77	\$1.08	\$682
Audio (3)		80	\$116.84	\$73,944
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.42	\$4,060
Pets		121	\$520.79	\$329,577
Toys and Games (4)		96	\$139.50	\$88,283
Recreational Vehicles and Fees (5)		99	\$319.49	\$202,187
Sports/Recreation/Exercise Equipment (6)		76	\$137.66	\$87,116
Photo Equipment and Supplies (7)		89	\$92.37	\$58,452
Reading (8)		88	\$136.42	\$86,330
Catered Affairs (9)		86	\$21.19	\$13,412
Food		91	\$7,029.83	\$4,448,752
Food at Home		92	\$4,107.85	\$2,599,609
Bakery and Cereal Products		93	\$556.30	\$352,048
Meats, Poultry, Fish, and Eggs		92	\$951.09	\$601,886
Dairy Products		93	\$463.45	\$293,288
Fruits and Vegetables		88	\$690.43	\$436,931
Snacks and Other Food at Home (10)		93	\$1,446.58	\$915,456
Food Away from Home		91	\$2,921.98	\$1,849,143
Alcoholic Beverages		83	\$473.26	\$299,496
Nonalcoholic Beverages at Home		93	\$406.44	\$257,209

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$1,487.29	\$941,215
Vehicle Loans	103	\$5,081.86	\$3,216,003
Health			
Nonprescription Drugs	102	\$104.92	\$66,399
Prescription Drugs	107	\$535.75	\$339,046
Eyeglasses and Contact Lenses	93	\$71.45	\$45,217
Home			
Mortgage Payment and Basics (11)	91	\$8,522.73	\$5,393,521
Maintenance and Remodeling Services	89	\$1,772.59	\$1,121,765
Maintenance and Remodeling Materials (12)	103	\$382.25	\$241,905
Utilities, Fuel, and Public Services	98	\$4,445.96	\$2,813,575
Household Furnishings and Equipment			
Household Textiles (13)	89	\$118.26	\$74,836
Furniture	88	\$527.72	\$333,962
Floor Coverings	89	\$66.96	\$42,372
Major Appliances (14)	99	\$300.04	\$189,880
Housewares (15)	78	\$66.83	\$42,293
Small Appliances	93	\$30.49	\$19,296
Luggage	85	\$7.88	\$4,988
Telephones and Accessories	59	\$25.33	\$16,028
Household Operations			
Child Care	88	\$404.93	\$256,256
Lawn and Garden (16)	98	\$409.40	\$259,087
Moving/Storage/Freight Express	75	\$45.73	\$28,939
Housekeeping Supplies (17)	96	\$675.92	\$427,750
Insurance			
Owners and Renters Insurance	107	\$495.15	\$313,351
Vehicle Insurance	94	\$1,096.88	\$694,151
Life/Other Insurance	102	\$424.89	\$268,885
Health Insurance	100	\$1,934.45	\$1,224,197
Personal Care Products (18)	92	\$365.68	\$231,418
School Books and Supplies (19)	87	\$92.93	\$58,808
Smoking Products	101	\$431.82	\$273,271
Transportation			
Vehicle Purchases (Net Outlay) (20)	97	\$4,258.06	\$2,694,669
Gasoline and Motor Oil	101	\$2,904.46	\$1,838,056
Vehicle Maintenance and Repairs	93	\$872.88	\$552,394
Travel			
Airline Fares	76	\$347.90	\$220,167
Lodging on Trips	86	\$372.82	\$235,932
Auto/Truck/Van Rental on Trips	74	\$27.50	\$17,400
Food and Drink on Trips	87	\$379.48	\$240,151

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

- (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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	48.6%	Population	5,879	5,988
Southern Satellites	20.3%	Households	2,073	2,126
Salt of the Earth	12.2%	Families	1,663	1,693
Green Acres	9.9%	Median Age	38.1	38.6
Cozy and Comfortable	9.0%	Median Household Income	\$56,053	\$58,850
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		65	\$1,548.59	\$3,209,756
Men's		60	\$276.81	\$573,743
Women's		57	\$474.17	\$982,814
Children's		74	\$296.68	\$614,920
Footwear		47	\$193.86	\$401,814
Watches & Jewelry		91	\$176.99	\$366,842
Apparel Products and Services (1)		139	\$130.08	\$269,623
Computer				
Computers and Hardware for Home Use		91	\$174.79	\$362,279
Software and Accessories for Home Use		90	\$25.52	\$52,888
Entertainment & Recreation		98	\$3,162.33	\$6,554,540
Fees and Admissions		87	\$537.02	\$1,113,073
Membership Fees for Clubs (2)		85	\$140.06	\$290,306
Fees for Participant Sports, excl. Trips		90	\$96.41	\$199,825
Admission to Movie/Theatre/Opera/Ballet		85	\$129.51	\$268,430
Admission to Sporting Events, excl. Trips		96	\$57.34	\$118,844
Fees for Recreational Lessons		83	\$113.21	\$234,647
Dating Services		64	\$0.49	\$1,021
TV/Video/Audio		97	\$1,202.77	\$2,492,976
Community Antenna or Cable TV		101	\$727.97	\$1,508,854
Televisions		94	\$182.70	\$378,681
VCRs, Video Cameras, and DVD Players		91	\$18.57	\$38,499
Video Cassettes and DVDs		95	\$49.78	\$103,173
Video and Computer Game Hardware and Software		94	\$52.29	\$108,383
Satellite Dishes		107	\$1.35	\$2,805
Rental of Video Cassettes and DVDs		93	\$38.15	\$79,080
Streaming/Downloaded Video		84	\$1.17	\$2,429
Audio (3)		84	\$124.02	\$257,048
Rental and Repair of TV/Radio/Sound Equipment		89	\$6.77	\$14,024
Pets		127	\$544.54	\$1,128,672
Toys and Games (4)		100	\$146.03	\$302,670
Recreational Vehicles and Fees (5)		101	\$326.31	\$676,337
Sports/Recreation/Exercise Equipment (6)		79	\$143.37	\$297,151
Photo Equipment and Supplies (7)		94	\$97.23	\$201,536
Reading (8)		92	\$142.59	\$295,542
Catered Affairs (9)		91	\$22.48	\$46,583
Food		96	\$7,368.67	\$15,272,986
Food at Home		96	\$4,291.64	\$8,895,253
Bakery and Cereal Products		97	\$579.60	\$1,201,339
Meats, Poultry, Fish, and Eggs		96	\$993.53	\$2,059,285
Dairy Products		97	\$482.65	\$1,000,391
Fruits and Vegetables		92	\$724.37	\$1,501,405
Snacks and Other Food at Home (10)		97	\$1,511.48	\$3,132,833
Food Away from Home		96	\$3,077.03	\$6,377,733
Alcoholic Beverages		88	\$501.43	\$1,039,299
Nonalcoholic Beverages at Home		97	\$424.70	\$880,273

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	89	\$1,544.08	\$3,200,411
Vehicle Loans	108	\$5,300.55	\$10,986,403
Health			
Nonprescription Drugs	105	\$108.68	\$225,266
Prescription Drugs	110	\$547.64	\$1,135,080
Eyeglasses and Contact Lenses	97	\$74.89	\$155,233
Home			
Mortgage Payment and Basics (11)	97	\$9,119.17	\$18,901,234
Maintenance and Remodeling Services	96	\$1,897.17	\$3,932,250
Maintenance and Remodeling Materials (12)	107	\$398.05	\$825,039
Utilities, Fuel, and Public Services	102	\$4,627.59	\$9,591,569
Household Furnishings and Equipment			
Household Textiles (13)	93	\$124.40	\$257,846
Furniture	93	\$558.53	\$1,157,653
Floor Coverings	94	\$70.70	\$146,535
Major Appliances (14)	103	\$312.90	\$648,553
Housewares (15)	82	\$70.34	\$145,795
Small Appliances	97	\$31.73	\$65,774
Luggage	90	\$8.34	\$17,279
Telephones and Accessories	63	\$26.79	\$55,520
Household Operations			
Child Care	94	\$434.15	\$899,851
Lawn and Garden (16)	102	\$428.26	\$887,643
Moving/Storage/Freight Express	80	\$48.47	\$100,457
Housekeeping Supplies (17)	101	\$706.48	\$1,464,320
Insurance			
Owners and Renters Insurance	112	\$518.84	\$1,075,394
Vehicle Insurance	99	\$1,148.69	\$2,380,880
Life/Other Insurance	106	\$441.85	\$915,814
Health Insurance	104	\$2,002.99	\$4,151,574
Personal Care Products (18)	97	\$386.04	\$800,151
School Books and Supplies (19)	92	\$98.51	\$204,175
Smoking Products	103	\$440.75	\$913,529
Transportation			
Vehicle Purchases (Net Outlay) (20)	102	\$4,463.58	\$9,251,624
Gasoline and Motor Oil	105	\$3,020.11	\$6,259,763
Vehicle Maintenance and Repairs	97	\$917.99	\$1,902,712
Travel			
Airline Fares	82	\$375.82	\$778,954
Lodging on Trips	90	\$394.33	\$817,326
Auto/Truck/Van Rental on Trips	81	\$29.86	\$61,888
Food and Drink on Trips	92	\$400.33	\$829,762

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 38.85676
Longitude: -84.23159

- (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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Households		138	149
Families		106	114
Median Age		36.9	37.3
Median Household Income		\$41,796	\$50,681
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	104	\$4.94	\$684
Gasoline	94	\$2,631.15	\$364,266
Motor Oil	112	\$13.23	\$1,832
Vehicle Parts/Equipment and Accessories	92	\$51.39	\$7,115
Tire Purchase/Replacement	94	\$136.55	\$18,905
Vehicle Audio/Video Equipment and Installation	60	\$4.26	\$590
Vehicle Cleaning Products and Services	60	\$4.92	\$680
Services			
Auto Repair Service Policy	83	\$13.73	\$1,901
Membership Fees for Automobile Service Clubs	65	\$14.33	\$1,984
Global Positioning Services	72	\$1.82	\$252
Vehicle Air Conditioning Repair	71	\$12.55	\$1,737
Vehicle Body Work and Painting	75	\$28.59	\$3,958
Vehicle Brake Work	66	\$52.52	\$7,271
Vehicle Clutch/Transmission Repair	94	\$43.13	\$5,971
Vehicle Cooling System Repair	73	\$21.13	\$2,926
Vehicle Drive Shaft and Rear-end Repair	80	\$6.92	\$958
Vehicle Electrical System Repair	74	\$25.42	\$3,519
Vehicle Exhaust System Repair	65	\$8.76	\$1,213
Vehicle Front End Alignment/Wheel Balance & Rotation	83	\$15.38	\$2,129
Lube/Oil Change and Oil Filters	90	\$80.95	\$11,206
Vehicle Motor Repair/Replacement	77	\$70.32	\$9,735
Vehicle Motor Tune-up	62	\$38.12	\$5,277
Vehicle Shock Absorber Replacement	67	\$4.46	\$617
Vehicle Steering/Front End Repair	69	\$19.02	\$2,633
Tire Repair and Other Repair Work	69	\$45.21	\$6,259

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		1,733	1,775
Households		633	653
Families		502	514
Median Age		37.7	38.0
Median Household Income		\$53,662	\$57,564
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	102	\$4.86	\$3,073
Gasoline	101	\$2,827.59	\$1,789,407
Motor Oil	107	\$12.74	\$8,064
Vehicle Parts/Equipment and Accessories	96	\$53.55	\$33,888
Tire Purchase/Replacement	101	\$146.52	\$92,722
Vehicle Audio/Video Equipment and Installation	77	\$5.48	\$3,467
Vehicle Cleaning Products and Services	78	\$6.38	\$4,040
Services			
Auto Repair Service Policy	97	\$15.96	\$10,099
Membership Fees for Automobile Service Clubs	85	\$18.75	\$11,865
Global Positioning Services	92	\$2.32	\$1,469
Vehicle Air Conditioning Repair	91	\$15.97	\$10,107
Vehicle Body Work and Painting	90	\$34.44	\$21,793
Vehicle Brake Work	87	\$68.66	\$43,448
Vehicle Clutch/Transmission Repair	98	\$44.96	\$28,450
Vehicle Cooling System Repair	89	\$25.82	\$16,343
Vehicle Drive Shaft and Rear-end Repair	92	\$7.98	\$5,048
Vehicle Electrical System Repair	89	\$30.86	\$19,530
Vehicle Exhaust System Repair	86	\$11.50	\$7,276
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$17.60	\$11,135
Lube/Oil Change and Oil Filters	100	\$89.86	\$56,869
Vehicle Motor Repair/Replacement	89	\$82.02	\$51,903
Vehicle Motor Tune-up	81	\$50.00	\$31,644
Vehicle Shock Absorber Replacement	89	\$5.95	\$3,766
Vehicle Steering/Front End Repair	88	\$24.37	\$15,424
Tire Repair and Other Repair Work	89	\$57.88	\$36,627

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		5,879	5,988
Households		2,073	2,126
Families		1,663	1,693
Median Age		38.1	38.6
Median Household Income		\$56,053	\$58,850
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	105	\$5.01	\$10,388
Gasoline	105	\$2,942.32	\$6,098,527
Motor Oil	110	\$13.02	\$26,980
Vehicle Parts/Equipment and Accessories	99	\$55.22	\$114,455
Tire Purchase/Replacement	105	\$152.44	\$315,953
Vehicle Audio/Video Equipment and Installation	84	\$5.92	\$12,278
Vehicle Cleaning Products and Services	83	\$6.77	\$14,035
Services			
Auto Repair Service Policy	104	\$17.12	\$35,485
Membership Fees for Automobile Service Clubs	89	\$19.57	\$40,572
Global Positioning Services	95	\$2.41	\$5,002
Vehicle Air Conditioning Repair	97	\$17.16	\$35,572
Vehicle Body Work and Painting	95	\$36.07	\$74,771
Vehicle Brake Work	91	\$72.07	\$149,384
Vehicle Clutch/Transmission Repair	102	\$46.84	\$97,078
Vehicle Cooling System Repair	95	\$27.65	\$57,302
Vehicle Drive Shaft and Rear-end Repair	98	\$8.43	\$17,470
Vehicle Electrical System Repair	94	\$32.55	\$67,476
Vehicle Exhaust System Repair	90	\$12.03	\$24,937
Vehicle Front End Alignment/Wheel Balance & Rotation	99	\$18.25	\$37,835
Lube/Oil Change and Oil Filters	104	\$93.57	\$193,941
Vehicle Motor Repair/Replacement	95	\$87.01	\$180,348
Vehicle Motor Tune-up	87	\$53.93	\$111,772
Vehicle Shock Absorber Replacement	95	\$6.36	\$13,181
Vehicle Steering/Front End Repair	92	\$25.62	\$53,102
Tire Repair and Other Repair Work	94	\$61.09	\$126,627

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

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015	
Population	361	387	
Households	138	149	
Families	106	114	
Median Age	36.9	37.3	
Median Household Income	\$41,796	\$50,681	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	67	\$3,772.82	\$522,322
Savings Accounts	67	\$8,768.99	\$1,214,009
U.S. Savings Bonds	76	\$312.20	\$43,222
Stocks, Bonds & Mutual Funds	59	\$23,089.79	\$3,196,630
Annual Changes			
Checking Accounts	45	\$116.38	\$16,111
Savings Accounts	35	\$136.94	\$18,959
U.S. Savings Bonds	-73	-\$1.74	-\$240
Earnings			
Dividends, Royalties, Estates, Trusts	67	\$662.05	\$91,656
Interest from Savings Accounts or Bonds	69	\$629.24	\$87,114
Retirement Plan Contributions	66	\$902.23	\$124,908
Liabilities			
Original Mortgage Amount	54	\$11,673.20	\$1,616,078
Vehicle Loan Amount 1	98	\$2,655.91	\$367,693
Amount Paid: Interest			
Home Mortgage	65	\$3,039.38	\$420,783
Lump Sum Home Equity Loan	66	\$85.57	\$11,846
New Car/Truck/Van Loan	91	\$189.53	\$26,239
Used Car/Truck/Van Loan	107	\$173.52	\$24,023
Amount Paid: Principal			
Home Mortgage	71	\$1,415.21	\$195,926
Lump Sum Home Equity Loan	73	\$122.50	\$16,959
New Car/Truck/Van Loan	91	\$1,009.51	\$139,761
Used Car/Truck/Van Loan	107	\$812.64	\$112,505
Checking Account and Banking Service Charges	77	\$21.34	\$2,955
Finance Charges, excluding Mortgage/Vehicle	76	\$185.33	\$25,658

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

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Downtown Moscow
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Ring: 3 miles radius

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Latitude: 38.85676
Longitude: -84.23159

Demographic Summary	2010	2015	
Population	1,733	1,775	
Households	633	653	
Families	502	514	
Median Age	37.7	38.0	
Median Household Income	\$53,662	\$57,564	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	89	\$5,058.65	\$3,201,315
Savings Accounts	89	\$11,678.24	\$7,390,449
U.S. Savings Bonds	98	\$401.65	\$254,177
Stocks, Bonds & Mutual Funds	87	\$33,735.40	\$21,349,086
Annual Changes			
Checking Accounts	72	\$187.80	\$118,847
Savings Accounts	62	\$240.49	\$152,189
U.S. Savings Bonds	45	\$1.07	\$680
Earnings			
Dividends, Royalties, Estates, Trusts	88	\$861.60	\$545,253
Interest from Savings Accounts or Bonds	88	\$810.26	\$512,767
Retirement Plan Contributions	89	\$1,229.06	\$777,796
Liabilities			
Original Mortgage Amount	80	\$17,245.74	\$10,913,783
Vehicle Loan Amount 1	102	\$2,779.40	\$1,758,912
Amount Paid: Interest			
Home Mortgage	89	\$4,118.30	\$2,606,224
Lump Sum Home Equity Loan	89	\$116.25	\$73,569
New Car/Truck/Van Loan	101	\$210.28	\$133,073
Used Car/Truck/Van Loan	106	\$172.51	\$109,173
Amount Paid: Principal			
Home Mortgage	93	\$1,846.56	\$1,168,573
Lump Sum Home Equity Loan	95	\$158.22	\$100,131
New Car/Truck/Van Loan	102	\$1,138.63	\$720,572
Used Car/Truck/Van Loan	108	\$815.76	\$516,243
Checking Account and Banking Service Charges	87	\$24.20	\$15,314
Finance Charges, excluding Mortgage/Vehicle	89	\$218.91	\$138,534

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

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

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

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Demographic Summary	2010	2015	
Population	5,879	5,988	
Households	2,073	2,126	
Families	1,663	1,693	
Median Age	38.1	38.6	
Median Household Income	\$56,053	\$58,850	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	93	\$5,342.55	\$11,073,460
Savings Accounts	93	\$12,260.22	\$25,411,670
U.S. Savings Bonds	101	\$413.90	\$857,884
Stocks, Bonds & Mutual Funds	91	\$35,588.89	\$73,764,831
Annual Changes			
Checking Accounts	82	\$214.15	\$443,873
Savings Accounts	61	\$237.81	\$492,909
U.S. Savings Bonds	0	-\$0.01	-\$16
Earnings			
Dividends, Royalties, Estates, Trusts	91	\$898.52	\$1,862,363
Interest from Savings Accounts or Bonds	92	\$845.20	\$1,751,840
Retirement Plan Contributions	96	\$1,313.46	\$2,722,408
Liabilities			
Original Mortgage Amount	88	\$19,032.06	\$39,447,615
Vehicle Loan Amount 1	107	\$2,898.02	\$6,006,699
Amount Paid: Interest			
Home Mortgage	96	\$4,463.74	\$9,251,956
Lump Sum Home Equity Loan	95	\$122.89	\$254,706
New Car/Truck/Van Loan	106	\$221.41	\$458,922
Used Car/Truck/Van Loan	110	\$177.88	\$368,691
Amount Paid: Principal			
Home Mortgage	100	\$1,972.78	\$4,088,971
Lump Sum Home Equity Loan	99	\$165.48	\$342,986
New Car/Truck/Van Loan	108	\$1,199.17	\$2,485,507
Used Car/Truck/Van Loan	111	\$840.99	\$1,743,122
Checking Account and Banking Service Charges	92	\$25.52	\$52,905
Finance Charges, excluding Mortgage/Vehicle	94	\$230.35	\$477,444

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

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
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Ring: 1 mile radius

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	162	Population	361
2010-2015 Percent Change	10.30%	Households	138
Percent Occupied	85.4%	Families	106
Percent Owner HHS	78.9%	Median Age	36.9
Median Home Value	\$80,000	Median Household Income	\$41,796
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		68	\$1,110,700
Mortgage Interest		65	\$420,783
Mortgage Principal		71	\$195,926
Property Taxes		64	\$195,759
Homeowners Insurance		96	\$59,853
Ground Rent		98	\$9,846
Maintenance and Remodeling Services		66	\$180,694
Maintenance and Remodeling Materials		93	\$48,027
Property Management and Security		40	\$4,691
Rented Dwellings		46	\$218,337
Rent		44	\$199,819
Rent Received as Pay		74	\$9,384
Renters' Insurance		56	\$1,004
Maintenance and Repair Services		92	\$2,698
Maintenance and Repair Materials		74	\$5,431
Owned Vacation Homes		44	\$28,396
Mortgage Payment		49	\$13,718
Property Taxes		47	\$7,405
Homeowners Insurance		48	\$990
Maintenance and Remodeling		32	\$5,232
Property Management and Security		44	\$1,052
Housing While Attending School		65	\$7,304
Household Operations		73	\$158,846
Child Care		72	\$45,858
Care for Elderly or Handicapped		63	\$6,324
Appliance Rental and Repair		78	\$2,622
Computer Information Services		77	\$25,967
Home Security System Services		78	\$2,832
Non-Apparel Household Laundry/Dry Cleaning		8	\$432
Housekeeping Services		64	\$13,487
Lawn and Garden		86	\$49,629
Moving/Storage/Freight Express		68	\$5,675
PC Repair (Personal Use)		84	\$1,033
Reupholstering/Furniture Repair		61	\$665
Termite/Pest Control		104	\$3,498
Water Softening Services		140	\$1,085
Internet Services Away from Home		69	\$254
Voice Over IP Service		43	\$397
Other Home Services (1)		67	\$2,126

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.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	90	\$4,062.98	\$562,493
Bottled Gas	164	\$111.10	\$15,381
Electricity	98	\$1,661.82	\$230,068
Fuel Oil	60	\$66.97	\$9,272
Natural Gas	62	\$407.35	\$56,396
Telephone Services	90	\$1,297.82	\$179,675
Water and Other Public Services	81	\$442.32	\$61,237
Coal/Wood/Other Fuel	171	\$14.75	\$2,042
Housekeeping Supplies	88	\$613.65	\$84,956
Laundry and Cleaning Supplies	89	\$170.05	\$23,542
Postage and Stationery	80	\$164.49	\$22,772
Other HH Products (2)	87	\$265.64	\$36,776
Household Textiles	76	\$101.53	\$14,056
Bathroom Linens	75	\$13.37	\$1,850
Bedroom Linens	76	\$46.97	\$6,503
Kitchen and Dining Room Linens	79	\$2.44	\$338
Curtains and Draperies	67	\$19.46	\$2,694
Slipcovers, Decorative Pillows	72	\$3.08	\$427
Materials for Slipcovers/Curtains	84	\$12.90	\$1,785
Other Linens	63	\$1.10	\$152
Furniture	74	\$442.74	\$61,294
Mattresses and Box Springs	74	\$58.87	\$8,151
Other Bedroom Furniture	79	\$84.62	\$11,716
Sofas	63	\$94.83	\$13,129
Living Room Tables and Chairs	76	\$63.02	\$8,724
Kitchen, Dining Room Furniture	76	\$47.36	\$6,557
Infant Furniture	73	\$8.12	\$1,124
Outdoor Furniture	64	\$17.12	\$2,371
Wall Units, Cabinets, Other Furniture (3)	74	\$59.22	\$8,199
Major Appliances	90	\$271.70	\$37,615
Dishwashers and Disposals	74	\$20.16	\$2,791
Refrigerators and Freezers	94	\$77.27	\$10,698
Clothes Washers	90	\$45.12	\$6,247
Clothes Dryers	91	\$34.90	\$4,832
Cooking Stoves and Ovens	78	\$37.07	\$5,132
Microwave Ovens	73	\$9.37	\$1,297
Window Air Conditioners	106	\$7.46	\$1,033
Electric Floor Cleaning Equipment	95	\$21.49	\$2,975
Sewing Machines and Miscellaneous Appliances	80	\$12.89	\$1,784

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	64	\$48.06	\$6,653
Housewares	67	\$57.78	\$7,999
Small Appliances	82	\$26.91	\$3,725
Window Coverings	49	\$19.14	\$2,649
Lamps and Other Lighting Fixtures	70	\$16.40	\$2,271
Infant Equipment	20	\$3.97	\$550
Rental of Furniture	94	\$4.37	\$604
Laundry and Cleaning Equipment	89	\$19.97	\$2,765
Closet and Storage Items	13	\$3.28	\$455
Luggage	67	\$6.19	\$857
Clocks and Other Household Decoratives	18	\$36.07	\$4,994
Telephones and Accessories	53	\$22.48	\$3,112
Telephone Answering Devices	81	\$0.68	\$94
Grills and Outdoor Equipment	16	\$8.65	\$1,198
Power Tools	78	\$24.87	\$3,443
Hand Tools	74	\$7.66	\$1,061
Office Furniture/Equipment for Home Use	73	\$11.93	\$1,652
Computers and Hardware for Home Use	72	\$137.01	\$18,969
Software and Accessories for Home Use	69	\$19.64	\$2,719
Other Household Items (4)	84	\$87.14	\$12,064

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

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Latitude: 38.85676
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	700	Population	1,733
2010-2015 Percent Change	5.14%	Households	633
Percent Occupied	90.4%	Families	502
Percent Owner HHS	83.2%	Median Age	37.7
Median Home Value	\$110,891	Median Household Income	\$53,662
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		91	\$6,795,498
Mortgage Interest		89	\$2,606,224
Mortgage Principal		93	\$1,168,573
Property Taxes		90	\$1,264,118
Homeowners Insurance		108	\$307,910
Ground Rent		101	\$46,611
Maintenance and Remodeling Services		89	\$1,121,765
Maintenance and Remodeling Materials		103	\$241,905
Property Management and Security		71	\$38,384
Rented Dwellings		53	\$1,159,162
Rent		52	\$1,081,144
Rent Received as Pay		66	\$38,296
Renters' Insurance		66	\$5,443
Maintenance and Repair Services		83	\$11,114
Maintenance and Repair Materials		69	\$23,165
Owned Vacation Homes		73	\$214,596
Mortgage Payment		77	\$98,794
Property Taxes		77	\$54,612
Homeowners Insurance		77	\$7,205
Maintenance and Remodeling		62	\$45,857
Property Management and Security		75	\$8,128
Housing While Attending School		91	\$46,960
Household Operations		89	\$887,131
Child Care		88	\$256,256
Care for Elderly or Handicapped		90	\$41,084
Appliance Rental and Repair		96	\$14,846
Computer Information Services		91	\$139,909
Home Security System Services		96	\$15,979
Non-Apparel Household Laundry/Dry Cleaning		10	\$2,408
Housekeeping Services		83	\$80,377
Lawn and Garden		98	\$259,087
Moving/Storage/Freight Express		75	\$28,939
PC Repair (Personal Use)		93	\$5,204
Reupholstering/Furniture Repair		84	\$4,207
Termite/Pest Control		110	\$16,966
Water Softening Services		128	\$4,555
Internet Services Away from Home		87	\$1,463
Voice Over IP Service		72	\$3,058
Other Home Services (1)		88	\$12,793

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

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ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	98	\$4,445.95	\$2,813,575
Bottled Gas	140	\$94.93	\$60,078
Electricity	104	\$1,759.74	\$1,113,635
Fuel Oil	87	\$97.06	\$61,425
Natural Gas	87	\$569.19	\$360,207
Telephone Services	96	\$1,393.54	\$881,887
Water and Other Public Services	95	\$519.38	\$328,683
Coal/Wood/Other Fuel	140	\$12.10	\$7,655
Housekeeping Supplies	96	\$675.92	\$427,750
Laundry and Cleaning Supplies	98	\$186.02	\$117,722
Postage and Stationery	93	\$190.34	\$120,454
Other HH Products (2)	98	\$299.57	\$189,579
Household Textiles	89	\$118.25	\$74,836
Bathroom Linens	88	\$15.68	\$9,921
Bedroom Linens	89	\$55.48	\$35,112
Kitchen and Dining Room Linens	91	\$2.82	\$1,782
Curtains and Draperies	84	\$24.26	\$15,353
Slipcovers, Decorative Pillows	88	\$3.79	\$2,397
Materials for Slipcovers/Curtains	97	\$14.81	\$9,371
Other Linens	81	\$1.42	\$899
Furniture	88	\$527.72	\$333,962
Mattresses and Box Springs	85	\$68.07	\$43,080
Other Bedroom Furniture	90	\$96.66	\$61,173
Sofas	82	\$123.85	\$78,380
Living Room Tables and Chairs	91	\$75.16	\$47,563
Kitchen, Dining Room Furniture	92	\$56.80	\$35,948
Infant Furniture	88	\$9.86	\$6,242
Outdoor Furniture	92	\$24.58	\$15,555
Wall Units, Cabinets, Other Furniture (3)	91	\$72.71	\$46,014
Major Appliances	99	\$300.04	\$189,880
Dishwashers and Disposals	93	\$25.37	\$16,058
Refrigerators and Freezers	102	\$83.51	\$52,849
Clothes Washers	101	\$50.67	\$32,066
Clothes Dryers	103	\$39.40	\$24,931
Cooking Stoves and Ovens	95	\$44.89	\$28,406
Microwave Ovens	88	\$11.26	\$7,129
Window Air Conditioners	101	\$7.11	\$4,498
Electric Floor Cleaning Equipment	98	\$22.11	\$13,993
Sewing Machines and Miscellaneous Appliances	97	\$15.73	\$9,956

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
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Latitude: 38.85676
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	89	\$66.96	\$42,372
Housewares	78	\$66.83	\$42,293
Small Appliances	93	\$30.49	\$19,296
Window Coverings	73	\$28.41	\$17,982
Lamps and Other Lighting Fixtures	89	\$20.94	\$13,254
Infant Equipment	23	\$4.75	\$3,005
Rental of Furniture	86	\$4.00	\$2,532
Laundry and Cleaning Equipment	98	\$21.89	\$13,850
Closet and Storage Items	17	\$4.19	\$2,653
Luggage	85	\$7.88	\$4,988
Clocks and Other Household Decoratives	24	\$49.44	\$31,288
Telephones and Accessories	59	\$25.33	\$16,028
Telephone Answering Devices	97	\$0.82	\$516
Grills and Outdoor Equipment	22	\$11.53	\$7,296
Power Tools	88	\$28.06	\$17,755
Hand Tools	86	\$8.90	\$5,632
Office Furniture/Equipment for Home Use	91	\$14.91	\$9,437
Computers and Hardware for Home Use	86	\$164.72	\$104,244
Software and Accessories for Home Use	84	\$24.01	\$15,198
Other Household Items (4)	94	\$97.93	\$61,976

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

2010 Housing Summary		2010 Demographic Summary		
Housing Units	2,273	Population	5,879	
2010-2015 Percent Change	4.22%	Households	2,073	
Percent Occupied	91.2%	Families	1,663	
Percent Owner HHS	83.9%	Median Age	38.1	
Median Home Value	\$117,669	Median Household Income	\$56,053	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		97	\$11,479.58	\$23,793,650
Mortgage Interest		96	\$4,463.74	\$9,251,956
Mortgage Principal		100	\$1,972.78	\$4,088,971
Property Taxes		95	\$2,097.13	\$4,346,714
Homeowners Insurance		113	\$509.69	\$1,056,428
Ground Rent		104	\$75.91	\$157,331
Maintenance and Remodeling Services		96	\$1,897.17	\$3,932,250
Maintenance and Remodeling Materials		107	\$398.05	\$825,039
Property Management and Security		76	\$65.09	\$134,904
Rented Dwellings		57	\$1,947.07	\$4,035,686
Rent		56	\$1,821.87	\$3,776,176
Rent Received as Pay		66	\$60.71	\$125,826
Renters' Insurance		70	\$9.15	\$18,966
Maintenance and Repair Services		84	\$17.70	\$36,680
Maintenance and Repair Materials		71	\$37.65	\$78,039
Owned Vacation Homes		77	\$359.93	\$746,029
Mortgage Payment		81	\$165.93	\$343,918
Property Taxes		79	\$89.59	\$185,699
Homeowners Insurance		80	\$11.81	\$24,477
Maintenance and Remodeling		68	\$79.01	\$163,766
Property Management and Security		79	\$13.59	\$28,169
Housing While Attending School		97	\$79.03	\$163,807
Household Operations		94	\$1,481.99	\$3,071,708
Child Care		94	\$434.15	\$899,851
Care for Elderly or Handicapped		91	\$65.56	\$135,888
Appliance Rental and Repair		102	\$24.81	\$51,426
Computer Information Services		96	\$233.47	\$483,915
Home Security System Services		103	\$27.04	\$56,052
Non-Apparel Household Laundry/Dry Cleaning		11	\$3.98	\$8,252
Housekeeping Services		89	\$136.04	\$281,970
Lawn and Garden		102	\$428.26	\$887,643
Moving/Storage/Freight Express		80	\$48.47	\$100,457
PC Repair (Personal Use)		97	\$8.61	\$17,843
Reupholstering/Furniture Repair		90	\$7.16	\$14,848
Termite/Pest Control		117	\$28.52	\$59,109
Water Softening Services		128	\$7.18	\$14,874
Internet Services Away from Home		93	\$2.48	\$5,148
Voice Over IP Service		76	\$5.09	\$10,559
Other Home Services (1)		92	\$21.16	\$43,857

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	102	\$4,627.59	\$9,591,569
Bottled Gas	136	\$91.96	\$190,615
Electricity	108	\$1,831.69	\$3,796,524
Fuel Oil	84	\$94.52	\$195,901
Natural Gas	91	\$593.01	\$1,229,125
Telephone Services	101	\$1,453.90	\$3,013,486
Water and Other Public Services	101	\$550.92	\$1,141,895
Coal/Wood/Other Fuel	134	\$11.58	\$23,993
Housekeeping Supplies	101	\$706.48	\$1,464,320
Laundry and Cleaning Supplies	102	\$194.66	\$403,475
Postage and Stationery	97	\$198.84	\$412,127
Other HH Products (2)	102	\$312.98	\$648,717
Household Textiles	93	\$124.40	\$257,846
Bathroom Linens	93	\$16.52	\$34,237
Bedroom Linens	94	\$58.49	\$121,232
Kitchen and Dining Room Linens	96	\$2.95	\$6,119
Curtains and Draperies	89	\$25.64	\$53,139
Slipcovers, Decorative Pillows	94	\$4.02	\$8,339
Materials for Slipcovers/Curtains	100	\$15.27	\$31,643
Other Linens	86	\$1.51	\$3,136
Furniture	93	\$558.53	\$1,157,653
Mattresses and Box Springs	90	\$71.70	\$148,602
Other Bedroom Furniture	96	\$103.25	\$214,003
Sofas	87	\$131.22	\$271,979
Living Room Tables and Chairs	95	\$78.45	\$162,605
Kitchen, Dining Room Furniture	97	\$59.87	\$124,090
Infant Furniture	93	\$10.35	\$21,444
Outdoor Furniture	98	\$26.06	\$54,024
Wall Units, Cabinets, Other Furniture (3)	98	\$77.63	\$160,906
Major Appliances	103	\$312.90	\$648,553
Dishwashers and Disposals	98	\$26.76	\$55,472
Refrigerators and Freezers	106	\$87.27	\$180,877
Clothes Washers	106	\$53.07	\$109,993
Clothes Dryers	108	\$41.16	\$85,317
Cooking Stoves and Ovens	100	\$47.11	\$97,653
Microwave Ovens	92	\$11.81	\$24,474
Window Air Conditioners	101	\$7.11	\$14,743
Electric Floor Cleaning Equipment	100	\$22.43	\$46,483
Sewing Machines and Miscellaneous Appliances	100	\$16.18	\$33,545

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	94	\$70.70	\$146,535
Housewares	82	\$70.34	\$145,795
Small Appliances	97	\$31.73	\$65,774
Window Coverings	79	\$30.90	\$64,037
Lamps and Other Lighting Fixtures	94	\$22.16	\$45,923
Infant Equipment	25	\$5.10	\$10,576
Rental of Furniture	88	\$4.10	\$8,490
Laundry and Cleaning Equipment	102	\$22.82	\$47,300
Closet and Storage Items	17	\$4.40	\$9,113
Luggage	90	\$8.34	\$17,279
Clocks and Other Household Decoratives	26	\$52.90	\$109,652
Telephones and Accessories	63	\$26.79	\$55,520
Telephone Answering Devices	102	\$0.86	\$1,783
Grills and Outdoor Equipment	23	\$12.25	\$25,390
Power Tools	91	\$29.21	\$60,544
Hand Tools	90	\$9.25	\$19,171
Office Furniture/Equipment for Home Use	97	\$15.93	\$33,025
Computers and Hardware for Home Use	91	\$174.79	\$362,279
Software and Accessories for Home Use	90	\$25.52	\$52,888
Other Household Items (4)	98	\$101.63	\$210,651

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Households		138	149
Families		106	114
Median Household Income		\$41,796	\$50,681
Males per 100 Females		99.0	99.6
Population By Age			
Population <5 Years		7.1%	6.6%
Population 5-17 Years		18.3%	17.9%
Population 65+ Years		11.1%	12.1%
Median Age		36.9	37.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	91	\$3,398.19	\$470,458
Medical Care	89	\$1,600.76	\$221,615
Physician Services	89	\$202.26	\$28,002
Dental Services	72	\$232.97	\$32,253
Eyecare Services	84	\$41.94	\$5,807
Lab Tests, X-Rays	101	\$55.37	\$7,665
Hospital Room and Hospital Services	93	\$127.38	\$17,635
Convalescent or Nursing Home Care	22	\$5.19	\$718
Other Medical services (1)	88	\$98.26	\$13,604
Nonprescription Drugs	99	\$102.36	\$14,171
Prescription Drugs	106	\$526.87	\$72,941
Nonprescription Vitamins	86	\$48.43	\$6,704
Medicare Prescription Drug Premium	99	\$48.97	\$6,779
Eyeglasses and Contact Lenses	77	\$59.22	\$8,199
Hearing Aids	96	\$20.94	\$2,900
Medical Equipment for General Use	78	\$4.93	\$682
Other Medical Supplies (2)	80	\$41.01	\$5,678
Health Insurance	91	\$1,761.23	\$243,830
Blue Cross/Blue Shield	95	\$532.46	\$73,716
Commercial Health Insurance	81	\$302.03	\$41,814
Health Maintenance Organization	74	\$248.05	\$34,341
Medicare Payments	97	\$400.07	\$55,387
Long Term Care Insurance	75	\$62.93	\$8,712
Other Health Insurance (3)	105	\$176.79	\$24,476

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

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

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

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		1,733	1,775
Households		633	653
Families		502	514
Median Household Income		\$53,662	\$57,564
Males per 100 Females		96.5	96.4
Population By Age			
Population <5 Years		7.1%	6.7%
Population 5-17 Years		19.4%	19.2%
Population 65+ Years		11.2%	12.6%
Median Age		37.7	38.0
	Spending Potential Index	Average Amount Spent	Total
Health Care	100	\$3,709.39	\$2,347,446
Medical Care	99	\$1,774.94	\$1,123,254
Physician Services	99	\$223.57	\$141,484
Dental Services	90	\$291.09	\$184,212
Eyecare Services	97	\$48.59	\$30,751
Lab Tests, X-Rays	106	\$58.43	\$36,975
Hospital Room and Hospital Services	102	\$139.42	\$88,230
Convalescent or Nursing Home Care	53	\$12.16	\$7,695
Other Medical services (1)	99	\$110.46	\$69,904
Nonprescription Drugs	102	\$104.92	\$66,399
Prescription Drugs	107	\$535.75	\$339,046
Nonprescription Vitamins	96	\$54.17	\$34,284
Medicare Prescription Drug Premium	100	\$49.78	\$31,501
Eyeglasses and Contact Lenses	93	\$71.45	\$45,217
Hearing Aids	96	\$20.89	\$13,223
Medical Equipment for General Use	97	\$6.13	\$3,880
Other Medical Supplies (2)	94	\$48.12	\$30,453
Health Insurance	100	\$1,934.45	\$1,224,197
Blue Cross/Blue Shield	105	\$588.93	\$372,700
Commercial Health Insurance	98	\$365.08	\$231,038
Health Maintenance Organization	91	\$302.48	\$191,424
Medicare Payments	101	\$418.38	\$264,769
Long Term Care Insurance	93	\$77.80	\$49,237
Other Health Insurance (3)	108	\$181.80	\$115,052

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		5,879	5,988
Households		2,073	2,126
Families		1,663	1,693
Median Household Income		\$56,053	\$58,850
Males per 100 Females		96.7	96.4
Population By Age			
Population <5 Years		6.9%	6.6%
Population 5-17 Years		18.9%	18.7%
Population 65+ Years		11.1%	12.8%
Median Age		38.1	38.6
	Spending Potential Index	Average Amount Spent	Total
Health Care	103	\$3,840.56	\$7,960,295
Medical Care	102	\$1,837.56	\$3,808,695
Physician Services	103	\$232.85	\$482,635
Dental Services	94	\$305.42	\$633,032
Eyecare Services	102	\$51.13	\$105,980
Lab Tests, X-Rays	110	\$60.54	\$125,474
Hospital Room and Hospital Services	107	\$146.27	\$303,167
Convalescent or Nursing Home Care	55	\$12.79	\$26,508
Other Medical services (1)	102	\$113.73	\$235,724
Nonprescription Drugs	105	\$108.68	\$225,266
Prescription Drugs	110	\$547.64	\$1,135,080
Nonprescription Vitamins	100	\$56.43	\$116,969
Medicare Prescription Drug Premium	100	\$49.77	\$103,154
Eyeglasses and Contact Lenses	97	\$74.89	\$155,233
Hearing Aids	95	\$20.62	\$42,736
Medical Equipment for General Use	105	\$6.64	\$13,767
Other Medical Supplies (2)	98	\$50.17	\$103,990
Health Insurance	104	\$2,002.99	\$4,151,574
Blue Cross/Blue Shield	109	\$610.49	\$1,265,364
Commercial Health Insurance	103	\$385.68	\$799,395
Health Maintenance Organization	96	\$318.52	\$660,186
Medicare Payments	102	\$422.70	\$876,133
Long Term Care Insurance	97	\$81.44	\$168,792
Other Health Insurance (3)	109	\$184.16	\$381,698

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		361	387
Households		138	149
Families		106	114
Median Age		36.9	37.3
Median Household Income		\$41,796	\$50,681
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		58	\$49,285
Admission to Movies, Theater, Opera, Ballet		60	\$12,523
Admission to Sporting Events, excl.Trips		68	\$5,619
Fees for Participant Sports, excl.Trips		63	\$9,280
Fees for Recreational Lessons		48	\$9,156
Membership Fees for Social/Recreation/Civic Clubs		56	\$12,662
Dating Services		42	\$45
Rental of Video Cassettes and DVDs		74	\$4,238
Toys & Games		86	\$17,296
Toys and Playground Equipment		85	\$16,548
Play Arcade Pinball/Video Games		69	\$179
Online Entertainment and Games		59	\$189
Recreational Vehicles and Fees		99	\$44,409
Docking and Landing Fees for Boats and Planes		52	\$506
Camp Fees		56	\$2,226
Purchase of RVs or Boats		104	\$39,996
Rental of RVs or Boats		58	\$682
Sports, Recreation and Exercise Equipment		70	\$17,546
Exercise Equipment and Gear, Game Tables		72	\$8,182
Bicycles		59	\$1,628
Camping Equipment		34	\$680
Hunting and Fishing Equipment		67	\$3,585
Winter Sports Equipment		69	\$614
Water Sports Equipment		114	\$1,054
Other Sports Equipment		77	\$1,005
Rental/Repair of Sports/Recreation/Exercise Equipment		74	\$410
Photographic Equipment and Supplies		75	\$10,678
Film		95	\$970
Film Processing		85	\$2,648
Photographic Equipment		64	\$3,782
Photographer Fees/Other Supplies & Equip Rental/Repair		73	\$3,105
Reading		71	\$15,267
Magazine/Newspaper Subscriptions		73	\$6,410
Magazine/Newspaper Single Copies		80	\$2,123
Books		64	\$6,402

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Downtown Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
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Demographic Summary		2010	2015
Population		1,733	1,775
Households		633	653
Families		502	514
Median Age		37.7	38.0
Median Household Income		\$53,662	\$57,564
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	81	\$501.64	\$317,456
Admission to Movies, Theater, Opera, Ballet	80	\$121.14	\$76,663
Admission to Sporting Events, excl.Trips	90	\$53.60	\$33,921
Fees for Participant Sports, excl.Trips	84	\$89.82	\$56,842
Fees for Recreational Lessons	77	\$105.06	\$66,486
Membership Fees for Social/Recreation/Civic Clubs	80	\$131.54	\$83,245
Dating Services	61	\$0.47	\$300
Rental of Video Cassettes and DVDs	87	\$35.92	\$22,729
Toys & Games	96	\$139.50	\$88,283
Toys and Playground Equipment	96	\$136.10	\$86,130
Play Arcade Pinball/Video Games	85	\$1.61	\$1,017
Online Entertainment and Games	78	\$1.80	\$1,138
Recreational Vehicles and Fees	99	\$319.49	\$202,187
Docking and Landing Fees for Boats and Planes	83	\$5.85	\$3,702
Camp Fees	86	\$24.67	\$15,612
Purchase of RVs or Boats	101	\$282.46	\$178,751
Rental of RVs or Boats	76	\$6.52	\$4,124
Sports, Recreation and Exercise Equipment	76	\$137.66	\$87,116
Exercise Equipment and Gear, Game Tables	81	\$66.57	\$42,127
Bicycles	78	\$15.39	\$9,741
Camping Equipment	38	\$5.48	\$3,470
Hunting and Fishing Equipment	67	\$25.55	\$16,167
Winter Sports Equipment	77	\$4.97	\$3,143
Water Sports Equipment	113	\$7.53	\$4,766
Other Sports Equipment	93	\$8.84	\$5,596
Rental/Repair of Sports/Recreation/Exercise Equipment	83	\$3.33	\$2,107
Photographic Equipment and Supplies	89	\$92.36	\$58,452
Film	101	\$7.48	\$4,733
Film Processing	96	\$21.55	\$13,639
Photographic Equipment	83	\$35.74	\$22,620
Photographer Fees/Other Supplies & Equip Rental/Repair	89	\$27.59	\$17,461
Reading	88	\$136.42	\$86,330
Magazine/Newspaper Subscriptions	92	\$58.53	\$37,039
Magazine/Newspaper Single Copies	93	\$17.74	\$11,229
Books	83	\$60.14	\$38,059

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 Moscow
79 Elizabeth St, Moscow, OH, 45153
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.85676
Longitude: -84.23159

Demographic Summary		2010	2015
Population		5,879	5,988
Households		2,073	2,126
Families		1,663	1,693
Median Age		38.1	38.6
Median Household Income		\$56,053	\$58,850
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	87	\$537.02	\$1,113,073
Admission to Movies, Theater, Opera, Ballet	85	\$129.51	\$268,430
Admission to Sporting Events, excl.Trips	96	\$57.34	\$118,844
Fees for Participant Sports, excl.Trips	90	\$96.41	\$199,825
Fees for Recreational Lessons	83	\$113.21	\$234,647
Membership Fees for Social/Recreation/Civic Clubs	85	\$140.06	\$290,306
Dating Services	64	\$0.49	\$1,021
Rental of Video Cassettes and DVDs	93	\$38.15	\$79,080
Toys & Games	100	\$146.03	\$302,670
Toys and Playground Equipment	101	\$142.44	\$295,230
Play Arcade Pinball/Video Games	87	\$1.65	\$3,416
Online Entertainment and Games	84	\$1.94	\$4,024
Recreational Vehicles and Fees	101	\$326.31	\$676,337
Docking and Landing Fees for Boats and Planes	87	\$6.20	\$12,857
Camp Fees	90	\$25.84	\$53,561
Purchase of RVs or Boats	103	\$287.29	\$595,466
Rental of RVs or Boats	81	\$6.97	\$14,442
Sports, Recreation and Exercise Equipment	79	\$143.36	\$297,151
Exercise Equipment and Gear, Game Tables	85	\$69.75	\$144,570
Bicycles	82	\$16.29	\$33,759
Camping Equipment	40	\$5.73	\$11,883
Hunting and Fishing Equipment	68	\$26.14	\$54,172
Winter Sports Equipment	80	\$5.17	\$10,714
Water Sports Equipment	113	\$7.53	\$15,607
Other Sports Equipment	98	\$9.25	\$19,181
Rental/Repair of Sports/Recreation/Exercise Equipment	88	\$3.50	\$7,264
Photographic Equipment and Supplies	94	\$97.23	\$201,536
Film	104	\$7.68	\$15,928
Film Processing	99	\$22.26	\$46,143
Photographic Equipment	89	\$38.03	\$78,827
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$29.26	\$60,640
Reading	92	\$142.59	\$295,542
Magazine/Newspaper Subscriptions	96	\$60.79	\$126,006
Magazine/Newspaper Single Copies	95	\$18.20	\$37,733
Books	88	\$63.59	\$131,802

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.

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