



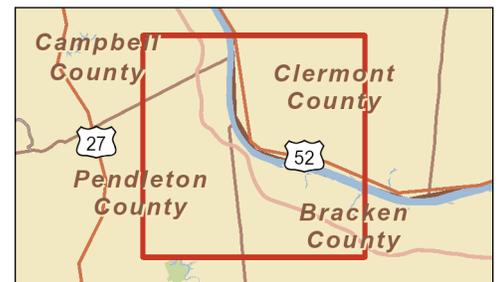
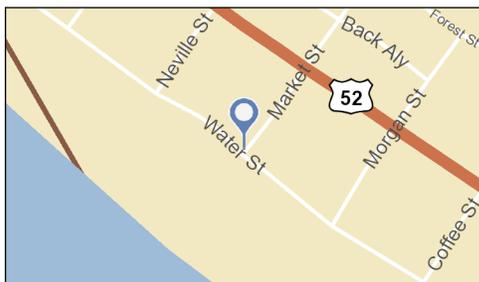
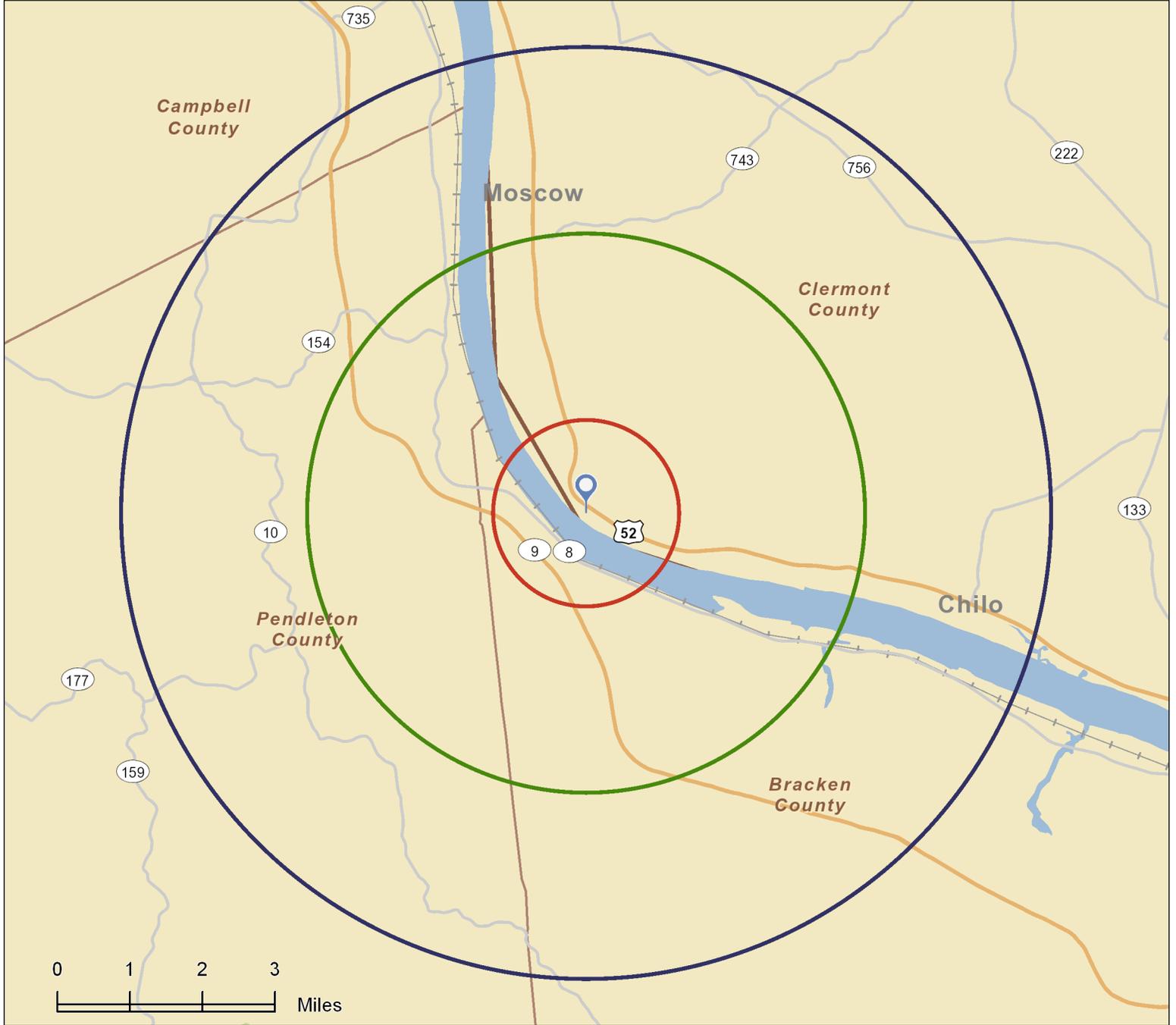
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1, 3, 5 Miles

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

Latitude: 38.80934  
Longitude: -84.21331



March 27, 2012

Made with Esri Business Analyst



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# Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	222	1,176	3,465
2000 Group Quarters	0	6	27
2010 Total Population	235	1,221	3,637
2015 Total Population	241	1,234	3,683
2010-2015 Annual Rate	0.51%	0.21%	0.25%
<b>Household Summary</b>			
2000 Households	86	426	1,238
2000 Average Household Size	2.58	2.75	2.78
2010 Households	93	454	1,335
2010 Average Household Size	2.53	2.68	2.70
2015 Households	96	462	1,360
2015 Average Household Size	2.51	2.66	2.69
2010-2015 Annual Rate	0.64%	0.35%	0.37%
2000 Families	66	333	980
2000 Average Family Size	2.94	3.10	3.11
2010 Families	70	348	1,035
2010 Average Family Size	2.89	3.05	3.06
2015 Families	72	351	1,046
2015 Average Family Size	2.89	3.04	3.05
2010-2015 Annual Rate	0.57%	0.17%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	104	474	1,349
Owner Occupied Housing Units	69.1%	73.8%	76.3%
Renter Occupied Housing Units	19.6%	16.8%	15.6%
Vacant Housing Units	11.3%	9.4%	8.1%
2010 Housing Units	114	513	1,483
Owner Occupied Housing Units	62.3%	71.0%	73.7%
Renter Occupied Housing Units	19.3%	17.5%	16.3%
Vacant Housing Units	18.4%	11.5%	10.0%
2015 Housing Units	119	530	1,538
Owner Occupied Housing Units	63.0%	70.8%	72.6%
Renter Occupied Housing Units	17.6%	16.4%	15.9%
Vacant Housing Units	19.3%	12.8%	11.6%
<b>Median Household Income</b>			
2000	\$39,194	\$41,221	\$41,928
2010	\$47,367	\$50,939	\$52,113
2015	\$52,077	\$53,637	\$54,910
<b>Median Home Value</b>			
2000	\$88,333	\$89,074	\$90,443
2010	\$90,000	\$101,683	\$104,292
2015	\$100,000	\$110,714	\$114,141
<b>Per Capita Income</b>			
2000	\$20,040	\$18,855	\$17,750
2010	\$20,828	\$21,309	\$21,171
2015	\$23,505	\$23,062	\$22,755
<b>Median Age</b>			
2000	34.5	35.3	35.2
2010	37.1	38.1	38.1
2015	38.3	39.0	38.7

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

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

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<b>2000 Households by Income</b>			
Household Income Base	88	435	1,254
<\$15,000	20.5%	17.2%	14.8%
\$15,000 - \$24,999	9.1%	10.6%	12.0%
\$25,000 - \$34,999	13.6%	14.3%	14.8%
\$35,000 - \$49,999	18.2%	19.1%	19.6%
\$50,000 - \$74,999	26.1%	22.3%	21.0%
\$75,000 - \$99,999	6.8%	10.3%	11.8%
\$100,000 - \$149,999	2.3%	3.2%	3.9%
\$150,000 - \$199,999	1.1%	1.4%	1.2%
\$200,000+	2.3%	1.6%	1.0%
Average Household Income	\$53,947	\$51,711	\$49,719
<b>2010 Households by Income</b>			
Household Income Base	93	455	1,336
<\$15,000	15.1%	12.1%	10.4%
\$15,000 - \$24,999	9.7%	9.5%	9.8%
\$25,000 - \$34,999	10.8%	11.2%	10.9%
\$35,000 - \$49,999	17.2%	15.6%	15.5%
\$50,000 - \$74,999	28.0%	27.9%	27.6%
\$75,000 - \$99,999	11.8%	13.6%	14.7%
\$100,000 - \$149,999	4.3%	7.0%	8.5%
\$150,000 - \$199,999	1.1%	1.1%	1.1%
\$200,000+	2.2%	2.0%	1.4%
Average Household Income	\$57,163	\$58,424	\$58,709
<b>2015 Households by Income</b>			
Household Income Base	96	460	1,362
<\$15,000	13.5%	10.4%	9.2%
\$15,000 - \$24,999	7.3%	7.8%	7.9%
\$25,000 - \$34,999	8.3%	8.9%	8.8%
\$35,000 - \$49,999	15.6%	13.9%	13.4%
\$50,000 - \$74,999	33.3%	34.1%	33.0%
\$75,000 - \$99,999	12.5%	13.5%	14.9%
\$100,000 - \$149,999	5.2%	7.4%	9.7%
\$150,000 - \$199,999	1.0%	1.3%	1.4%
\$200,000+	3.1%	2.6%	1.8%
Average Household Income	\$63,636	\$63,293	\$62,730
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	68	355	1,043
<\$50,000	22.1%	22.3%	20.2%
\$50,000 - \$99,999	38.2%	36.1%	37.0%
\$100,000 - \$149,999	17.6%	20.0%	21.5%
\$150,000 - \$199,999	13.2%	13.0%	12.5%
\$200,000 - \$299,999	1.5%	4.2%	5.8%
\$300,000 - \$499,999	2.9%	2.0%	1.3%
\$500,000 - \$999,999	4.4%	2.5%	1.6%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$115,915	\$112,680	\$111,261
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	16	56	156
With Cash Rent	75.0%	76.8%	78.8%
No Cash Rent	25.0%	23.2%	21.2%
Median Rent	\$342	\$339	\$343
Average Rent	\$325	\$346	\$335

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

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

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<b>2000 Population by Age</b>			
Total	221	1,176	3,468
0 - 4	5.9%	6.0%	6.4%
5 - 9	8.1%	8.3%	8.6%
10 - 14	9.1%	8.5%	8.7%
15 - 24	14.5%	13.4%	12.8%
25 - 34	13.1%	13.2%	13.2%
35 - 44	18.1%	17.9%	17.7%
45 - 54	13.6%	13.5%	13.5%
55 - 64	9.1%	8.9%	9.1%
65 - 74	4.5%	5.7%	5.9%
75 - 84	3.2%	3.6%	3.2%
85 +	0.9%	0.9%	1.0%
18 +	71.2%	72.1%	71.6%
<b>2010 Population by Age</b>			
Total	237	1,218	3,640
0 - 4	6.3%	6.3%	6.6%
5 - 9	6.3%	6.5%	6.7%
10 - 14	6.3%	6.3%	6.6%
15 - 24	13.1%	13.1%	13.4%
25 - 34	14.8%	13.3%	12.6%
35 - 44	14.3%	14.2%	14.0%
45 - 54	16.9%	17.2%	16.8%
55 - 64	11.4%	12.1%	12.0%
65 - 74	6.8%	6.7%	6.7%
75 - 84	2.5%	3.1%	3.2%
85 +	1.3%	1.2%	1.3%
18 +	77.0%	76.3%	75.4%
<b>2015 Population by Age</b>			
Total	245	1,235	3,686
0 - 4	6.1%	6.2%	6.4%
5 - 9	6.1%	6.3%	6.6%
10 - 14	6.9%	6.8%	6.9%
15 - 24	11.4%	11.8%	12.3%
25 - 34	15.1%	13.6%	13.0%
35 - 44	13.9%	13.6%	12.9%
45 - 54	13.9%	14.2%	14.6%
55 - 64	14.7%	14.7%	14.2%
65 - 74	7.8%	8.2%	8.1%
75 - 84	2.9%	3.4%	3.6%
85 +	1.2%	1.3%	1.4%
18 +	76.8%	77.1%	76.2%
<b>2000 Population by Sex</b>			
Males	50.1%	50.1%	49.9%
Females	49.9%	49.9%	50.1%
<b>2010 Population by Sex</b>			
Males	48.5%	49.7%	49.6%
Females	51.5%	50.3%	50.4%
<b>2015 Population by Sex</b>			
Males	48.2%	49.2%	49.5%
Females	51.8%	50.8%	50.5%

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

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<b>2000 Population by Race/Ethnicity</b>			
Total	222	1,176	3,465
White Alone	96.8%	98.0%	98.4%
Black Alone	0.5%	0.3%	0.2%
American Indian Alone	0.6%	0.4%	0.3%
Asian or Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	0.5%	0.3%	0.2%
Two or More Races	1.4%	0.8%	0.6%
Hispanic Origin	0.9%	0.5%	0.5%
Diversity Index	7.1	4.9	4.0
<b>2010 Population by Race/Ethnicity</b>			
Total	235	1,222	3,639
White Alone	95.7%	97.3%	97.9%
Black Alone	0.9%	0.4%	0.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	0.9%	0.5%	0.3%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	1.7%	1.0%	0.8%
Hispanic Origin	0.9%	0.7%	0.6%
Diversity Index	9.6	6.5	5.2
<b>2015 Population by Race/Ethnicity</b>			
Total	241	1,233	3,683
White Alone	95.4%	97.1%	97.7%
Black Alone	0.9%	0.5%	0.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian or Pacific Islander Alone	0.8%	0.5%	0.4%
Some Other Race Alone	0.8%	0.4%	0.3%
Two or More Races	1.7%	1.1%	0.9%
Hispanic Origin	1.2%	0.8%	0.7%
Diversity Index	11.0	7.3	5.9
<b>2000 Population 3+ by School Enrollment</b>			
Total	210	1,110	3,296
Enrolled in Nursery/Preschool	1.4%	0.9%	0.9%
Enrolled in Kindergarten	1.4%	1.4%	1.4%
Enrolled in Grade 1-8	13.8%	13.7%	14.6%
Enrolled in Grade 9-12	8.6%	7.8%	7.5%
Enrolled in College	2.9%	2.3%	2.2%
Enrolled in Grad/Prof School	0.0%	0.2%	0.3%
Not Enrolled in School	71.9%	73.6%	73.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	160	827	2,425
Less Than 9th Grade	8.9%	8.6%	7.9%
9th to 12th Grade, No Diploma	16.5%	13.5%	12.6%
High School Graduate	41.8%	43.2%	45.3%
Some College, No Degree	19.0%	16.6%	14.8%
Associate Degree	3.8%	5.2%	5.6%
Bachelor's Degree	7.0%	8.0%	7.9%
Graduate/Professional Degree	3.2%	5.0%	5.8%

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

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

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<b>2010 Population 15+ by Marital Status</b>			
Total	190	987	2,913
Never Married	23.7%	23.0%	22.5%
Married	54.7%	59.0%	61.6%
Widowed	6.8%	6.3%	5.7%
Divorced	14.7%	11.7%	10.2%
<b>2000 Population 16+ by Employment Status</b>			
Total	168	894	2,619
In Labor Force	54.8%	58.9%	60.7%
Civilian Employed	52.4%	56.6%	58.4%
Civilian Unemployed	2.4%	2.3%	2.3%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	45.2%	41.1%	39.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.0%	88.3%	88.8%
Civilian Unemployed	12.0%	11.7%	11.2%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.2%	90.6%	90.9%
Civilian Unemployed	9.8%	9.4%	9.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	83	447	1,316
Own Children < 6 Only	6.0%	9.2%	8.7%
Employed/in Armed Forces	4.8%	6.5%	5.9%
Unemployed	0.0%	0.4%	0.3%
Not in Labor Force	1.2%	2.2%	2.6%
Own Children <6 and 6-17 Only	8.4%	7.6%	7.1%
Employed/in Armed Forces	4.8%	4.3%	3.8%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.6%	3.4%	3.2%
Own Children 6-17 Only	20.5%	18.6%	20.1%
Employed/in Armed Forces	14.5%	14.5%	14.7%
Unemployed	1.2%	0.2%	0.3%
Not in Labor Force	4.8%	3.8%	5.0%
No Own Children < 18	65.1%	64.7%	64.1%
Employed/in Armed Forces	22.9%	24.2%	25.1%
Unemployed	2.4%	2.5%	2.1%
Not in Labor Force	39.8%	38.0%	37.0%
<b>2010 Employed Population 16+ by Industry</b>			
Total	87	490	1,498
Agriculture/Mining	3.4%	2.9%	2.3%
Construction	14.9%	12.7%	12.2%
Manufacturing	11.5%	11.6%	12.5%
Wholesale Trade	5.7%	5.5%	4.5%
Retail Trade	9.2%	9.8%	9.7%
Transportation/Utilities	10.3%	9.6%	8.3%
Information	1.1%	0.8%	0.8%
Finance/Insurance/Real Estate	3.4%	5.3%	6.3%
Services	36.8%	38.2%	39.5%
Public Administration	3.4%	3.7%	3.9%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	84	492	1,498
White Collar	50.0%	51.8%	50.8%
Management/Business/Financial	10.7%	11.0%	10.5%
Professional	9.5%	14.2%	15.8%
Sales	11.9%	10.0%	8.5%
Administrative Support	17.9%	16.7%	16.0%
Services	14.3%	12.2%	13.4%
Blue Collar	35.7%	36.0%	35.8%
Farming/Forestry/Fishing	1.2%	0.6%	0.5%
Construction/Extraction	14.3%	12.2%	12.2%
Installation/Maintenance/Repair	6.0%	6.5%	6.7%
Production	6.0%	6.7%	7.4%
Transportation/Material Moving	8.3%	10.0%	9.0%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	87	505	1,523
Drove Alone - Car, Truck, or Van	78.2%	77.2%	78.1%
Carpooled - Car, Truck, or Van	17.2%	17.2%	16.4%
Public Transportation	0.0%	0.4%	0.6%
Walked	1.1%	1.6%	1.3%
Other Means	1.1%	1.0%	0.8%
Worked at Home	2.3%	2.6%	2.8%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	88	502	1,523
Did not Work at Home	97.7%	97.4%	97.2%
Less than 5 minutes	2.3%	1.4%	1.1%
5 to 9 minutes	5.7%	4.8%	4.4%
10 to 19 minutes	18.2%	16.7%	14.9%
20 to 24 minutes	6.8%	7.8%	7.6%
25 to 34 minutes	15.9%	15.5%	15.0%
35 to 44 minutes	10.2%	11.0%	12.3%
45 to 59 minutes	21.6%	25.3%	27.1%
60 to 89 minutes	10.2%	10.6%	11.5%
90 or more minutes	6.8%	4.4%	3.3%
Worked at Home	2.3%	2.6%	2.8%
Average Travel Time to Work (in min)	37.1	37.4	38.4
<b>2000 Households by Vehicles Available</b>			
Total	84	420	1,232
None	4.5%	4.1%	4.0%
1	18.3%	18.3%	18.8%
2	44.2%	42.1%	41.6%
3	22.8%	24.0%	24.5%
4	8.5%	9.2%	8.4%
5+	2.4%	2.4%	2.5%
Average Number of Vehicles Available	2.2	2.3	2.2

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

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<b>2000 Households by Type</b>			
Total	87	427	1,237
Family Households	75.9%	78.0%	79.2%
Married-couple Family	59.8%	63.7%	66.1%
With Related Children	27.6%	30.9%	33.6%
Other Family (No Spouse)	17.2%	14.5%	13.1%
With Related Children	13.8%	10.8%	9.3%
Nonfamily Households	23.0%	21.8%	20.9%
Householder Living Alone	18.4%	17.8%	17.1%
Householder Not Living Alone	4.6%	4.0%	3.6%
Households with Related Children	41.9%	41.8%	42.9%
Households with Persons 65+	19.8%	20.9%	20.3%
<b>2000 Households by Size</b>			
Total	86	426	1,238
1 Person Household	18.4%	17.8%	17.1%
2 Person Household	32.2%	32.4%	32.0%
3 Person Household	16.1%	17.6%	19.1%
4 Person Household	20.7%	20.0%	19.4%
5 Person Household	8.0%	8.2%	8.3%
6 Person Household	3.4%	3.1%	3.0%
7 + Person Household	1.1%	0.9%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	84	421	1,230
Moved in 1999 to March 2000	11.9%	13.1%	13.3%
Moved in 1995 to 1998	19.0%	21.6%	24.2%
Moved in 1990 to 1994	17.9%	17.3%	17.2%
Moved in 1980 to 1989	27.4%	25.9%	24.6%
Moved in 1970 to 1979	9.5%	9.5%	10.0%
Moved in 1969 or Earlier	14.3%	12.6%	10.7%
Median Year Householder Moved In	1990	1991	1991
<b>2000 Housing Units by Units in Structure</b>			
Total	102	463	1,331
1, Detached	66.7%	69.1%	70.8%
1, Attached	1.0%	1.1%	0.9%
2	1.0%	0.4%	0.6%
3 or 4	0.0%	0.0%	0.0%
5 to 9	0.0%	0.0%	0.0%
10 to 19	0.0%	0.4%	0.5%
20 +	0.0%	0.4%	0.5%
Mobile Home	30.4%	27.9%	26.3%
Other	1.0%	0.6%	0.5%
<b>2000 Housing Units by Year Structure Built</b>			
Total	102	462	1,332
1999 to March 2000	2.0%	2.4%	2.7%
1995 to 1998	4.9%	7.4%	9.5%
1990 to 1994	9.8%	10.4%	9.7%
1980 to 1989	17.6%	18.2%	18.6%
1970 to 1979	15.7%	16.0%	17.0%
1969 or Earlier	50.0%	45.7%	42.6%
Median Year Structure Built	1970	1973	1974

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Downtown Neville  
Market St, Moscow, OH, 45153  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Southern Satellites	Southern Satellites	Southern Satellites
3.			Cozy and Comfortable
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$125,453	\$627,194	\$1,849,220
Average Spent	\$1,350.34	\$1,380.01	\$1,384.88
Spending Potential Index	56	58	58
Computers & Accessories: Total \$	\$16,096	\$80,441	\$236,807
Average Spent	\$173.25	\$176.99	\$177.35
Spending Potential Index	79	80	81
Education: Total \$	\$84,015	\$419,170	\$1,226,815
Average Spent	\$904.31	\$922.30	\$918.76
Spending Potential Index	74	76	75
Entertainment/Recreation: Total \$	\$254,343	\$1,272,603	\$3,763,741
Average Spent	\$2,737.67	\$2,800.10	\$2,818.67
Spending Potential Index	85	87	87
Food at Home: Total \$	\$348,806	\$1,746,125	\$5,173,652
Average Spent	\$3,754.43	\$3,841.99	\$3,874.55
Spending Potential Index	84	86	87
Food Away from Home: Total \$	\$250,754	\$1,254,056	\$3,701,959
Average Spent	\$2,699.04	\$2,759.29	\$2,772.40
Spending Potential Index	84	86	86
Health Care: Total \$	\$309,091	\$1,548,762	\$4,605,505
Average Spent	\$3,326.95	\$3,407.73	\$3,449.07
Spending Potential Index	89	91	93
HH Furnishings & Equipment: Total \$	\$138,117	\$690,651	\$2,037,985
Average Spent	\$1,486.64	\$1,519.63	\$1,526.25
Spending Potential Index	72	74	74
Investments: Total \$	\$114,069	\$571,193	\$1,695,272
Average Spent	\$1,227.80	\$1,256.79	\$1,269.59
Spending Potential Index	71	72	73
Retail Goods: Total \$	\$1,920,447	\$9,613,033	\$28,473,029
Average Spent	\$20,671.04	\$21,151.48	\$21,323.48
Spending Potential Index	83	85	86
Shelter: Total \$	\$1,110,354	\$5,541,329	\$16,230,073
Average Spent	\$11,951.47	\$12,192.54	\$12,154.72
Spending Potential Index	76	77	77
TV/Video/Audio: Total \$	\$98,451	\$492,623	\$1,457,003
Average Spent	\$1,059.69	\$1,083.91	\$1,091.15
Spending Potential Index	85	87	88
Travel: Total \$	\$131,886	\$658,513	\$1,932,905
Average Spent	\$1,419.57	\$1,448.92	\$1,447.55
Spending Potential Index	75	77	76
Vehicle Maintenance & Repairs: Total \$	\$74,727	\$373,843	\$1,104,917
Average Spent	\$804.33	\$822.56	\$827.47
Spending Potential Index	85	87	88

**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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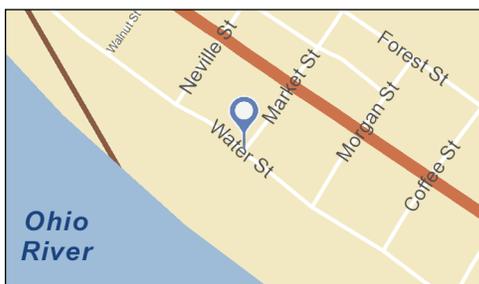
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1, 3, 5 Miles

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

Latitude: 38.80934  
Longitude: -84.21331



- 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



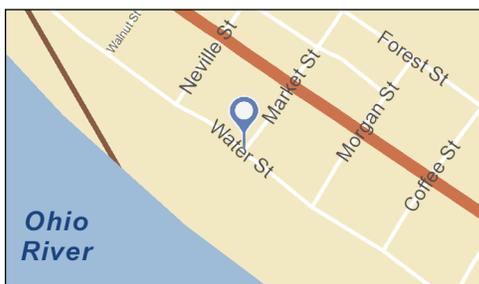
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1, 3, 5 Miles

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

Latitude: 38.80934  
Longitude: -84.21331



- 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



# Business Summary

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	8	19	64
Total Employees:	34	93	453
Total Residential Population:	235	1,221	3,637
Employee/Residential Population Ratio:	0.14	0.08	0.13

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	10.0%	1	3.9%	2	9.6%	3	3.4%	6	9.7%	14	3.0%
Construction	2	23.9%	4	13.0%	5	23.5%	11	11.7%	13	20.6%	50	11.0%
Manufacturing	1	8.9%	2	6.9%	2	8.8%	11	12.0%	4	5.9%	63	14.0%
Transportation	1	14.4%	8	24.7%	3	13.6%	20	21.2%	5	8.5%	38	8.5%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.1%
Utility	0	2.5%	0	0.0%	0	2.4%	0	0.1%	1	1.6%	0	0.1%
Wholesale Trade	0	2.5%	0	0.6%	1	2.7%	2	1.7%	2	3.8%	15	3.4%
Retail Trade Summary	0	5.0%	1	3.3%	1	5.5%	3	3.6%	6	8.6%	20	4.4%
Home Improvement	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General Merchandise Stores	0	2.5%	1	1.7%	0	2.4%	1	1.5%	1	1.6%	3	0.7%
Food Stores	0	0.0%	0	0.0%	0	0.1%	0	0.1%	1	1.5%	6	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	0	2.5%	1	1.7%	1	2.7%	2	1.8%	1	2.2%	5	1.1%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Miscellaneous Retail	0	0.0%	0	0.0%	0	0.3%	0	0.2%	1	2.1%	5	1.1%
Finance, Insurance, Real Estate Summary	0	4.4%	1	3.9%	1	4.8%	4	3.8%	2	2.5%	6	1.3%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	0	0.1%	0	0.1%	0	0.3%	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	0.1%	0	0.0%	0	0.3%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	4.4%	1	3.9%	1	4.5%	3	3.7%	1	1.9%	5	1.1%
Services Summary	1	12.5%	1	2.2%	2	12.8%	5	4.9%	16	24.9%	176	38.8%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.3%	0	0.0%
Automotive Services	0	2.5%	0	0.6%	0	2.3%	0	0.5%	2	3.1%	2	0.4%
Motion Pictures & Amusements	0	0.0%	0	0.0%	0	0.4%	0	0.1%	1	2.2%	9	2.0%
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%	0	0.0%	0	0.0%	0	0.3%	1	0.2%
Education Institutions & Libraries	0	0.0%	0	0.0%	0	0.1%	2	2.6%	2	2.5%	140	30.9%
Other Services	1	10.0%	1	1.7%	2	9.8%	2	1.7%	11	16.5%	24	5.3%
Government	1	11.4%	13	39.5%	2	11.1%	33	35.9%	6	9.9%	67	14.8%
Other	0	4.4%	1	2.0%	1	5.0%	2	1.9%	2	3.2%	2	0.5%
<b>Totals</b>	<b>8</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>19</b>	<b>100%</b>	<b>93</b>	<b>100%</b>	<b>64</b>	<b>100%</b>	<b>453</b>	<b>100%</b>

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

March 27, 2012



# Business Summary

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

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%	1	2.8%	1	4.7%	2	2.4%	4	6.1%	9	2.0%
Mining	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.3%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.1%	0	0.1%	0	0.3%	0	0.1%
Construction	2	23.9%	4	13.0%	5	23.5%	11	11.7%	14	21.3%	51	11.2%
Manufacturing	1	8.9%	2	6.9%	2	8.8%	11	12.0%	4	5.9%	63	14.0%
Wholesale Trade	0	0.0%	0	0.0%	0	0.4%	1	1.2%	2	2.6%	15	3.2%
Retail Trade	1	7.5%	1	3.9%	1	7.8%	4	4.0%	6	8.8%	20	4.4%
Motor Vehicle & Parts Dealers	0	2.5%	1	1.7%	0	2.4%	1	1.4%	1	1.6%	2	0.5%
Furniture & Home Furnishings Stores	0	2.5%	0	0.6%	0	2.3%	0	0.5%	1	1.3%	1	0.2%
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	0.0%	0	0.0%	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%	0	0.1%	0	0.1%	1	1.5%	6	1.4%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.1%	0	0.1%	0	0.6%	2	0.5%
Gasoline Stations	0	0.0%	0	0.0%	0	0.3%	0	0.4%	0	0.7%	3	0.6%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	1	0.1%
General Merchandise Stores	0	2.5%	1	1.7%	0	2.4%	1	1.5%	1	1.6%	3	0.7%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.6%	2	0.5%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Transportation & Warehousing	1	16.9%	8	24.7%	3	15.9%	20	21.2%	7	10.7%	39	8.6%
Information	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.1%
Finance & Insurance	0	0.0%	0	0.0%	0	0.3%	0	0.1%	0	0.7%	1	0.2%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	0	0.1%	0	0.1%	0	0.3%	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	0.1%	0	0.0%	0	0.3%	0	0.0%
Real Estate, Rental & Leasing	0	4.4%	1	3.9%	1	4.8%	4	3.8%	2	2.5%	6	1.3%
Professional, Scientific & Tech Services	0	2.5%	0	0.0%	0	2.4%	0	0.0%	3	4.1%	4	0.8%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%
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	2.5%	0	0.6%	0	2.4%	0	0.5%	2	3.4%	5	1.1%
Educational Services	0	0.0%	0	0.0%	0	0.3%	2	2.6%	2	2.9%	140	30.9%
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%	0	0.1%	0	0.1%	1	1.5%	8	1.9%
Accommodation & Food Services	0	0.0%	0	0.0%	0	0.1%	0	0.0%	1	1.5%	1	0.2%
Accommodation	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.3%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.2%
Other Services (except Public Administration)	1	12.5%	1	2.8%	2	11.8%	2	2.6%	9	13.7%	21	4.6%
Automotive Repair & Maintenance	0	2.5%	0	0.6%	0	2.3%	0	0.5%	1	2.2%	1	0.3%
Public Administration	1	11.4%	13	39.5%	2	11.1%	33	35.9%	6	9.9%	67	14.8%
Unclassified Establishments	0	4.4%	1	2.0%	1	5.0%	2	1.9%	2	3.2%	2	0.5%
<b>Total</b>	<b>8</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>19</b>	<b>100%</b>	<b>93</b>	<b>100%</b>	<b>64</b>	<b>100%</b>	<b>453</b>	<b>100%</b>

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

## Summary Demographics

2010 Population	235
2010 Households	93
2010 Median Disposable Income	\$37,371
2010 Per Capita Income	\$20,857

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	\$2,086,600	\$277,928	\$1,808,672	76.5	1
Total Retail Trade	44-45	\$1,805,144	\$277,928	\$1,527,216	73.3	1
Total Food & Drink	722	\$281,457	\$0	\$281,457	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$431,706	\$55,998	\$375,709	77.0	0
Automobile Dealers	4411	\$367,984	\$0	\$367,984	100.0	0
Other Motor Vehicle Dealers	4412	\$33,220	\$55,998	\$-22,777	-25.5	0
Auto Parts, Accessories & Tire Stores	4413	\$30,502	\$0	\$30,502	100.0	0
Furniture & Home Furnishings Stores	442	\$30,627	\$8,783	\$21,844	55.4	0
Furniture Stores	4421	\$14,709	\$0	\$14,709	100.0	0
Home Furnishings Stores	4422	\$15,918	\$8,783	\$7,135	28.9	0
Electronics & Appliance Stores	4431	\$68,013	\$0	\$68,013	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$64,321	\$0	\$64,321	100.0	0
Bldg Material & Supplies Dealers	4441	\$61,288	\$0	\$61,288	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$3,032	\$0	\$3,032	100.0	0
Food & Beverage Stores	445	\$318,344	\$0	\$318,344	100.0	0
Grocery Stores	4451	\$305,483	\$0	\$305,483	100.0	0
Specialty Food Stores	4452	\$4,817	\$0	\$4,817	100.0	0
Beer, Wine & Liquor Stores	4453	\$8,044	\$0	\$8,044	100.0	0
Health & Personal Care Stores	446,4461	\$41,055	\$0	\$41,055	100.0	0
Gasoline Stations	447,4471	\$339,180	\$0	\$339,180	100.0	0
Clothing & Clothing Accessories Stores	448	\$52,706	\$0	\$52,706	100.0	0
Clothing Stores	4481	\$42,357	\$0	\$42,357	100.0	0
Shoe Stores	4482	\$6,208	\$0	\$6,208	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,141	\$0	\$4,141	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$6,069	\$0	\$6,069	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,744	\$0	\$4,744	100.0	0
Book, Periodical & Music Stores	4512	\$1,326	\$0	\$1,326	100.0	0
General Merchandise Stores	452	\$281,739	\$213,147	\$68,592	13.9	0
Department Stores Excluding Leased Depts.	4521	\$98,746	\$0	\$98,746	100.0	0
Other General Merchandise Stores	4529	\$182,992	\$213,147	\$-30,155	-7.6	0
Miscellaneous Store Retailers	453	\$22,719	\$0	\$22,719	100.0	0
Florists	4531	\$2,543	\$0	\$2,543	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$7,495	\$0	\$7,495	100.0	0
Used Merchandise Stores	4533	\$418	\$0	\$418	100.0	0
Other Miscellaneous Store Retailers	4539	\$12,263	\$0	\$12,263	100.0	0
Nonstore Retailers	454	\$148,665	\$0	\$148,665	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$140,006	\$0	\$140,006	100.0	0
Vending Machine Operators	4542	\$1,068	\$0	\$1,068	100.0	0
Direct Selling Establishments	4543	\$7,590	\$0	\$7,590	100.0	0
Food Services & Drinking Places	722	\$281,457	\$0	\$281,457	100.0	0
Full-Service Restaurants	7221	\$130,607	\$0	\$130,607	100.0	0
Limited-Service Eating Places	7222	\$128,859	\$0	\$128,859	100.0	0
Special Food Services	7223	\$15,550	\$0	\$15,550	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$6,440	\$0	\$6,440	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

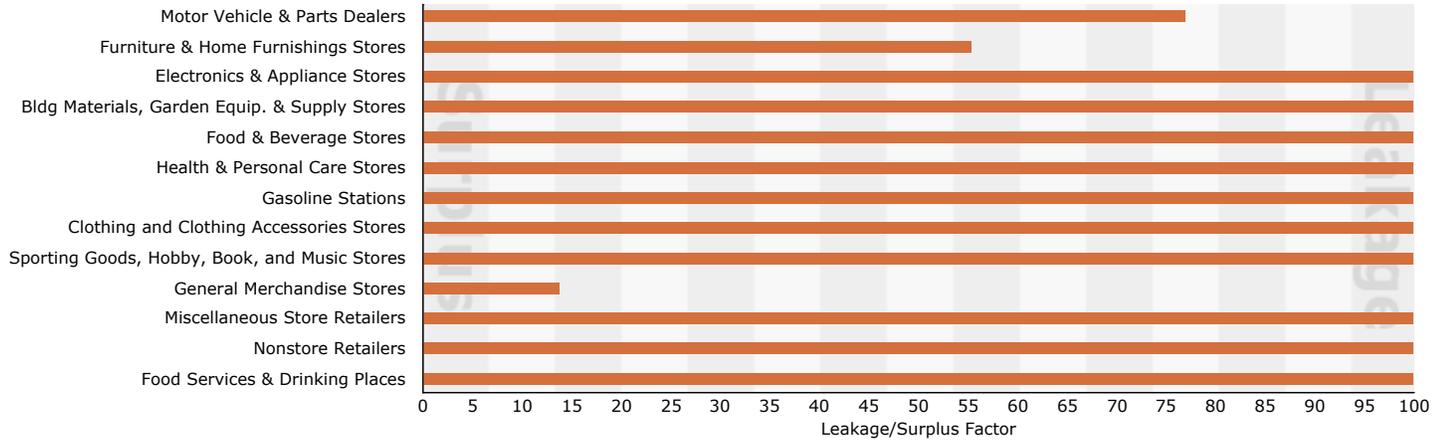
Made with Esri Business Analyst



# Retail MarketPlace Profile

Downtown Neville  
Market 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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

## Summary Demographics

2010 Population	1,221
2010 Households	454
2010 Median Disposable Income	\$39,077
2010 Per Capita Income	\$21,311

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	\$10,442,853	\$814,579	\$9,628,274	85.5	1
Total Retail Trade	44-45	\$9,048,895	\$814,579	\$8,234,316	83.5	1
Total Food & Drink	722	\$1,393,958	\$0	\$1,393,958	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,174,488	\$135,560	\$2,038,929	88.3	0
Automobile Dealers	4411	\$1,852,621	\$0	\$1,852,621	100.0	0
Other Motor Vehicle Dealers	4412	\$171,226	\$135,560	\$35,667	11.6	0
Auto Parts, Accessories & Tire Stores	4413	\$150,641	\$0	\$150,641	100.0	0
Furniture & Home Furnishings Stores	442	\$206,014	\$20,495	\$185,519	81.9	0
Furniture Stores	4421	\$106,470	\$0	\$106,470	100.0	0
Home Furnishings Stores	4422	\$99,544	\$20,495	\$79,049	65.9	0
Electronics & Appliance Stores	4431	\$336,894	\$0	\$336,894	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$320,075	\$0	\$320,075	100.0	0
Bldg Material & Supplies Dealers	4441	\$304,965	\$0	\$304,965	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$15,110	\$0	\$15,110	100.0	0
Food & Beverage Stores	445	\$1,733,466	\$9,750	\$1,723,716	98.9	0
Grocery Stores	4451	\$1,660,798	\$9,750	\$1,651,048	98.8	0
Specialty Food Stores	4452	\$28,061	\$0	\$28,061	100.0	0
Beer, Wine & Liquor Stores	4453	\$44,608	\$0	\$44,608	100.0	0
Health & Personal Care Stores	446,4461	\$274,944	\$8,915	\$266,029	93.7	0
Gasoline Stations	447,4471	\$1,778,154	\$139,454	\$1,638,700	85.5	0
Clothing & Clothing Accessories Stores	448	\$289,984	\$0	\$289,984	100.0	0
Clothing Stores	4481	\$242,688	\$0	\$242,688	100.0	0
Shoe Stores	4482	\$20,421	\$0	\$20,421	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$26,876	\$0	\$26,876	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$48,074	\$0	\$48,074	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$43,830	\$0	\$43,830	100.0	0
Book, Periodical & Music Stores	4512	\$4,244	\$0	\$4,244	100.0	0
General Merchandise Stores	452	\$1,240,677	\$499,500	\$741,177	42.6	0
Department Stores Excluding Leased Depts.	4521	\$374,851	\$2,157	\$372,694	98.9	0
Other General Merchandise Stores	4529	\$865,826	\$497,343	\$368,483	27.0	0
Miscellaneous Store Retailers	453	\$137,046	\$906	\$136,140	98.7	0
Florists	4531	\$23,246	\$0	\$23,246	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$25,500	\$0	\$25,500	100.0	0
Used Merchandise Stores	4533	\$11,637	\$0	\$11,637	100.0	0
Other Miscellaneous Store Retailers	4539	\$76,663	\$906	\$75,757	97.7	0
Nonstore Retailers	454	\$509,079	\$0	\$509,079	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$473,157	\$0	\$473,157	100.0	0
Vending Machine Operators	4542	\$9,624	\$0	\$9,624	100.0	0
Direct Selling Establishments	4543	\$26,298	\$0	\$26,298	100.0	0
Food Services & Drinking Places	722	\$1,393,958	\$0	\$1,393,958	100.0	0
Full-Service Restaurants	7221	\$694,832	\$0	\$694,832	100.0	0
Limited-Service Eating Places	7222	\$567,782	\$0	\$567,782	100.0	0
Special Food Services	7223	\$96,667	\$0	\$96,667	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$34,678	\$0	\$34,678	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

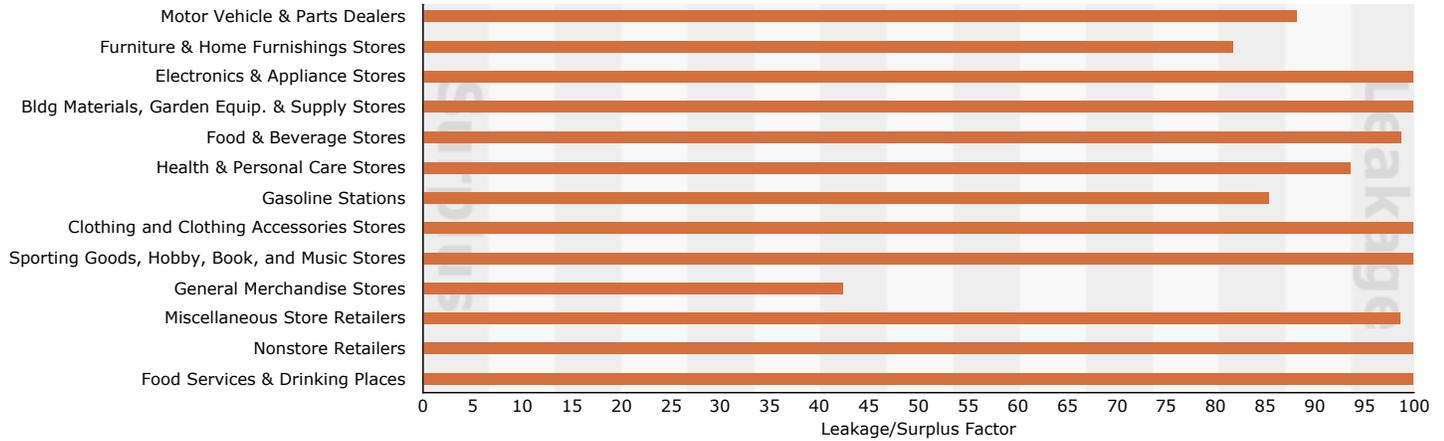
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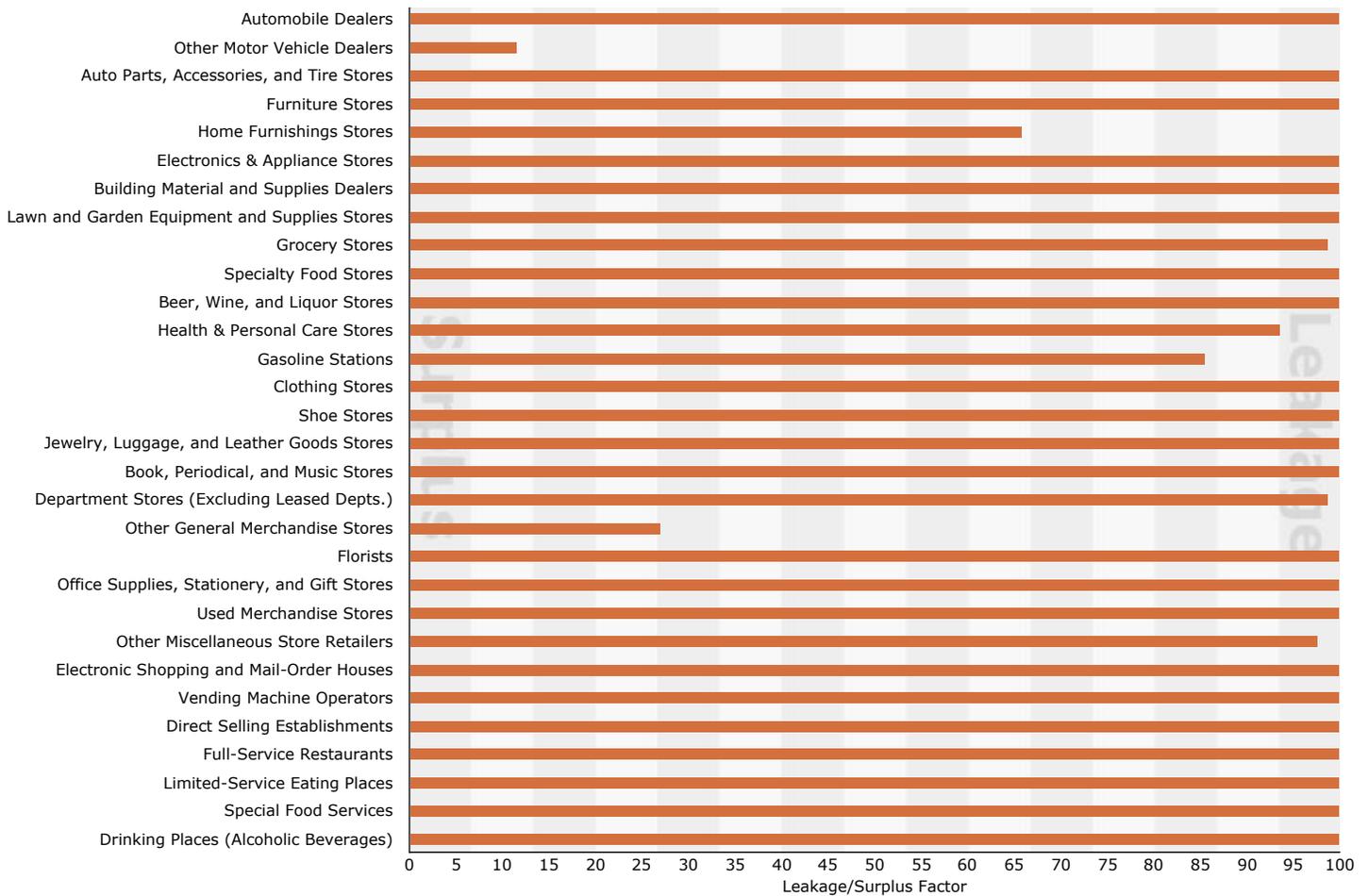
# Retail MarketPlace Profile

Downtown Neville  
Market 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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

## Summary Demographics

2010 Population	3,637
2010 Households	1,335
2010 Median Disposable Income	\$40,322
2010 Per Capita Income	\$21,169

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	\$30,895,782	\$3,603,616	\$27,292,166	79.1	6
Total Retail Trade	44-45	\$26,772,838	\$3,579,645	\$23,193,193	76.4	6
Total Food & Drink	722	\$4,122,944	\$23,971	\$4,098,973	98.8	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,471,817	\$281,844	\$6,189,973	91.7	1
Automobile Dealers	4411	\$5,508,510	\$0	\$5,508,510	100.0	0
Other Motor Vehicle Dealers	4412	\$515,395	\$281,844	\$233,551	29.3	1
Auto Parts, Accessories & Tire Stores	4413	\$447,912	\$0	\$447,912	100.0	0
Furniture & Home Furnishings Stores	442	\$655,444	\$38,062	\$617,382	89.0	1
Furniture Stores	4421	\$351,307	\$0	\$351,307	100.0	0
Home Furnishings Stores	4422	\$304,137	\$38,062	\$266,076	77.8	1
Electronics & Appliance Stores	4431	\$1,005,270	\$0	\$1,005,270	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$946,420	\$0	\$946,420	100.0	0
Bldg Material & Supplies Dealers	4441	\$896,349	\$0	\$896,349	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$50,071	\$0	\$50,071	100.0	0
Food & Beverage Stores	445	\$5,265,915	\$879,191	\$4,386,724	71.4	1
Grocery Stores	4451	\$5,043,437	\$879,191	\$4,164,246	70.3	1
Specialty Food Stores	4452	\$85,848	\$0	\$85,848	100.0	0
Beer, Wine & Liquor Stores	4453	\$136,630	\$0	\$136,630	100.0	0
Health & Personal Care Stores	446,4461	\$877,881	\$202,007	\$675,874	62.6	0
Gasoline Stations	447,4471	\$5,265,534	\$1,115,623	\$4,149,912	65.0	0
Clothing & Clothing Accessories Stores	448	\$862,996	\$0	\$862,996	100.0	0
Clothing Stores	4481	\$713,709	\$0	\$713,709	100.0	0
Shoe Stores	4482	\$56,819	\$0	\$56,819	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$92,468	\$0	\$92,468	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$173,343	\$15,112	\$158,231	84.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$161,486	\$15,112	\$146,374	82.9	1
Book, Periodical & Music Stores	4512	\$11,857	\$0	\$11,857	100.0	0
General Merchandise Stores	452	\$3,500,402	\$940,892	\$2,559,510	57.6	1
Department Stores Excluding Leased Depts.	4521	\$1,088,151	\$17,255	\$1,070,896	96.9	0
Other General Merchandise Stores	4529	\$2,412,250	\$923,637	\$1,488,613	44.6	1
Miscellaneous Store Retailers	453	\$449,148	\$106,914	\$342,234	61.5	0
Florists	4531	\$75,742	\$0	\$75,742	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$66,492	\$0	\$66,492	100.0	0
Used Merchandise Stores	4533	\$46,116	\$0	\$46,116	100.0	0
Other Miscellaneous Store Retailers	4539	\$260,798	\$106,914	\$153,884	41.8	0
Nonstore Retailers	454	\$1,298,668	\$0	\$1,298,668	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,189,001	\$0	\$1,189,001	100.0	0
Vending Machine Operators	4542	\$29,025	\$0	\$29,025	100.0	0
Direct Selling Establishments	4543	\$80,641	\$0	\$80,641	100.0	0
Food Services & Drinking Places	722	\$4,122,944	\$23,971	\$4,098,973	98.8	1
Full-Service Restaurants	7221	\$1,936,615	\$5,881	\$1,930,734	99.4	0
Limited-Service Eating Places	7222	\$1,757,781	\$0	\$1,757,781	100.0	0
Special Food Services	7223	\$333,159	\$0	\$333,159	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$95,389	\$18,090	\$77,299	68.1	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

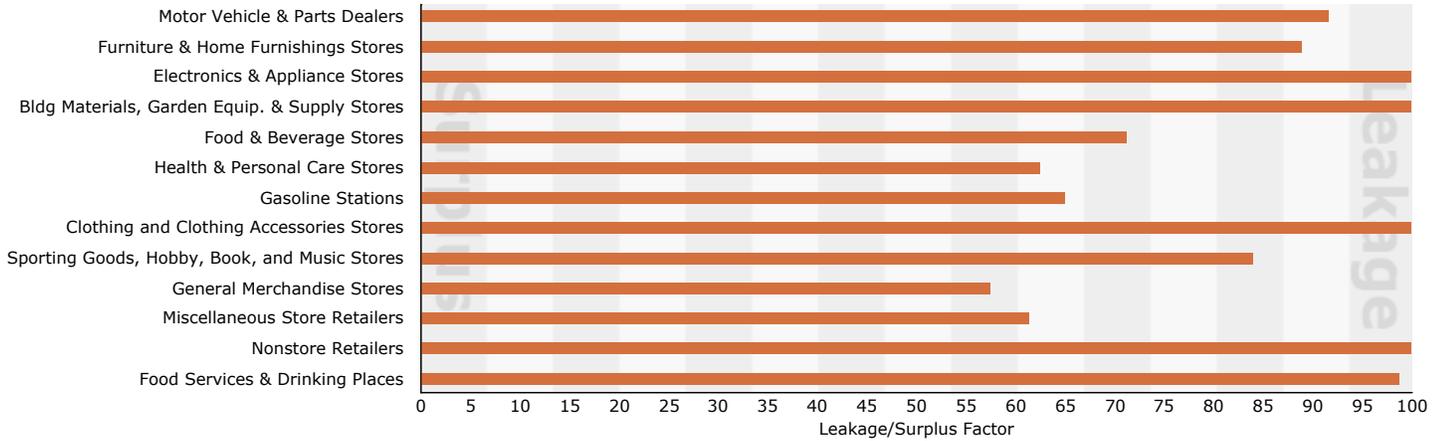
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# Retail MarketPlace Profile

Downtown Neville  
Market 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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015
Population	235	241
Total Number of Adults	180	186
Households	93	96
Median Household Income	\$47,367	\$52,077

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	92	51.1%	102
Bought any women's apparel in last 12 months	82	45.6%	100
Bought apparel for child <13 in last 6 months	52	28.9%	101
Bought any shoes in last 12 months	92	51.1%	98
Bought costume jewelry in last 12 months	34	18.9%	90
Bought any fine jewelry in last 12 months	32	17.8%	81
Bought a watch in last 12 months	35	19.4%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	85	91.4%	106
HH bought/leased new vehicle last 12 mo	9	9.7%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	167	92.8%	107
Bought/changed motor oil in last 12 months	111	61.7%	118
Had tune-up in last 12 months	52	28.9%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	102	56.7%	92
Drank regular cola in last 6 months	96	53.3%	104
Drank beer/ale in last 6 months	67	37.2%	87
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	24	13.3%	104
Bought film in last 12 months	33	18.3%	96
Bought digital camera in last 12 months	12	6.7%	97
Bought memory card for camera in last 12 months	13	7.2%	94
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	64	35.6%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	42	23.3%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	55	30.6%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	38	21.1%	100
<b>Computers (Households)</b>			
HH owns a personal computer	63	67.7%	92
Spent <\$500 on most recent home PC purchase	9	9.7%	112
Spent \$500-\$999 on most recent home PC purchase	17	18.3%	102
Spent \$1000-\$1499 on most recent home PC purchase	10	10.8%	82
Spent \$1500-\$1999 on most recent home PC purchase	5	5.4%	76
Spent \$2000+ on most recent home PC purchase	4	4.3%	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.

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	116	64.4%	107
Bought cigarettes at convenience store in last 30 days	36	20.0%	128
Bought gas at convenience store in last 30 days	79	43.9%	131
Spent at convenience store in last 30 days: <\$20	16	8.9%	92
Spent at convenience store in last 30 days: \$20-39	18	10.0%	98
Spent at convenience store in last 30 days: \$40+	78	43.3%	120
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	91	50.6%	86
Went to live theater in last 12 months	14	7.8%	59
Went to a bar/night club in last 12 months	27	15.0%	79
Dined out in last 12 months	80	44.4%	90
Gambled at a casino in last 12 months	21	11.7%	73
Visited a theme park in last 12 months	27	15.0%	70
DVDs rented in last 30 days: 1	4	2.2%	84
DVDs rented in last 30 days: 2	5	2.8%	60
DVDs rented in last 30 days: 3	4	2.2%	69
DVDs rented in last 30 days: 4	7	3.9%	100
DVDs rented in last 30 days: 5+	18	10.0%	76
DVDs purchased in last 30 days: 1	8	4.4%	89
DVDs purchased in last 30 days: 2	8	4.4%	94
DVDs purchased in last 30 days: 3-4	8	4.4%	96
DVDs purchased in last 30 days: 5+	11	6.1%	117
Spent on toys/games in last 12 months: <\$50	11	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	4	2.2%	80
Spent on toys/games in last 12 months: \$100-\$199	12	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	20	11.1%	102
Spent on toys/games in last 12 months: \$500+	11	6.1%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	33	18.3%	95
Used ATM/cash machine in last 12 months	82	45.6%	90
Own any stock	14	7.8%	85
Own U.S. savings bond	10	5.6%	81
Own shares in mutual fund (stock)	13	7.2%	77
Own shares in mutual fund (bonds)	7	3.9%	66
Used full service brokerage firm in last 12 months	7	3.9%	63
Have savings account	61	33.9%	93
Have 401K retirement savings	29	16.1%	91
Did banking over the Internet in last 12 months	43	23.9%	87
Own any credit/debit card (in own name)	128	71.1%	96
Avg monthly credit card expenditures: <\$111	25	13.9%	100
Avg monthly credit card expenditures: \$111-225	15	8.3%	107
Avg monthly credit card expenditures: \$226-450	11	6.1%	82
Avg monthly credit card expenditures: \$451-700	10	5.6%	87
Avg monthly credit card expenditures: \$701+	16	8.9%	66

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	137	76.1%	107
Used bread in last 6 months	175	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	142	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	95	52.8%	100
Used fresh fruit/vegetables in last 6 months	154	85.6%	98
Used fresh milk in last 6 months	165	91.7%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	49	27.2%	91
Exercise at club 2+ times per week	12	6.7%	54
Visited a doctor in last 12 months	139	77.2%	99
Used vitamin/dietary supplement in last 6 months	82	45.6%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	31	33.3%	105
Used housekeeper/maid/prof HH cleaning service in the last 12 months	11	11.8%	76
Purchased any HH furnishing in last 12 months	26	28.0%	93
Purchased bedding/bath goods in last 12 months	47	50.5%	93
Purchased cooking/serving product in last 12 months	25	26.9%	98
Bought any kitchen appliance in last 12 months	15	16.1%	92
<b>Insurance (Adults)</b>			
Currently carry any life insurance	98	54.4%	114
Have medical/hospital/accident insurance	128	71.1%	99
Carry homeowner insurance	110	61.1%	116
Carry renter insurance	8	4.4%	72
Have auto/other vehicle insurance	160	88.9%	107
<b>Pets (Households)</b>			
HH owns any pet	62	66.7%	129
HH owns any cat	30	32.3%	134
HH owns any dog	49	52.7%	139
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	79	43.9%	87
Read any daily newspaper	72	40.0%	96
Heavy magazine reader	28	15.6%	78
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	127	70.6%	98
Went to family restaurant/steak house last mo: <2 times	45	25.0%	97
Went to family restaurant/steak house last mo: 2-4 times	49	27.2%	101
Went to family restaurant/steak house last mo: 5+ times	33	18.3%	94
Went to fast food/drive-in restaurant in last 6 mo	165	91.7%	103
Went to fast food/drive-in restaurant <6 times/mo	55	30.6%	87
Went to fast food/drive-in restaurant 6-13 times/mo	61	33.9%	117
Went to fast food/drive-in restaurant 14+ times/mo	49	27.2%	109
Fast food/drive-in last 6 mo: eat in	70	38.9%	103
Fast food/drive-in last 6 mo: home delivery	21	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	106	58.9%	112
Fast food/drive-in last 6 mo: take-out/walk-in	40	22.2%	90

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	62	66.7%	103
HH average monthly long distance phone bill: <\$16	27	29.0%	105
HH average monthly long distance phone bill: \$16-25	10	10.8%	94
HH average monthly long distance phone bill: \$26-59	7	7.5%	82
HH average monthly long distance phone bill: \$60+	4	4.3%	97
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	19	20.4%	104
HH owns 2 TVs	24	25.8%	98
HH owns 3 TVs	21	22.6%	101
HH owns 4+ TVs	19	20.4%	97
HH subscribes to cable TV	36	38.7%	67
HH Purchased audio equipment in last 12 months	8	8.6%	89
HH Purchased CD player in last 12 months	3	3.2%	83
HH Purchased DVD player in last 12 months	7	7.5%	78
HH Purchased MP3 player in last 12 months	13	7.2%	71
HH Purchased video game system in last 12 months	10	10.8%	100
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	88	48.9%	94
Took 3+ domestic trips in last 12 months	23	12.8%	86
Spent on domestic vacations last 12 mo: <\$1000	20	11.1%	88
Spent on domestic vacations last 12 mo: \$1000-\$1499	9	5.0%	74
Spent on domestic vacations last 12 mo: \$1500-\$1999	6	3.3%	82
Spent on domestic vacations last 12 mo: \$2000-\$2999	5	2.8%	67
Spent on domestic vacations last 12 mo: \$3000+	7	3.9%	77
Foreign travel in last 3 years	28	15.6%	60
Took 3+ foreign trips by plane in last 3 years	3	1.7%	35
Spent on foreign vacations last 12 mo: <\$1000	6	3.3%	56
Spent on foreign vacations last 12 mo: \$1000-\$2999	3	1.7%	41
Spent on foreign vacations last 12 mo: \$3000+	4	2.2%	45
Stayed 1+ nights at hotel/motel in last 12 months	66	36.7%	90

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934

Longitude: -84.21331

Demographic Summary	2010	2015
Population	1,221	1,234
Total Number of Adults	932	951
Households	454	462
Median Household Income	\$50,939	\$53,637

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	470	50.4%	101
Bought any women's apparel in last 12 months	425	45.6%	100
Bought apparel for child <13 in last 6 months	265	28.4%	100
Bought any shoes in last 12 months	476	51.1%	98
Bought costume jewelry in last 12 months	178	19.1%	91
Bought any fine jewelry in last 12 months	164	17.6%	80
Bought a watch in last 12 months	185	19.9%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	416	91.6%	106
HH bought/leased new vehicle last 12 mo	46	10.1%	106
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	864	92.7%	107
Bought/changed motor oil in last 12 months	578	62.0%	119
Had tune-up in last 12 months	269	28.9%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	526	56.4%	91
Drank regular cola in last 6 months	502	53.9%	105
Drank beer/ale in last 6 months	341	36.6%	86
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	123	13.2%	103
Bought film in last 12 months	173	18.6%	97
Bought digital camera in last 12 months	60	6.4%	94
Bought memory card for camera in last 12 months	65	7.0%	91
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	331	35.5%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	218	23.4%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	278	29.8%	92
Avg monthly cell/mobile phone/PDA bill: \$100+	195	20.9%	99
<b>Computers (Households)</b>			
HH owns a personal computer	308	67.8%	92
Spent <\$500 on most recent home PC purchase	42	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	85	18.7%	105
Spent \$1000-\$1499 on most recent home PC purchase	50	11.0%	84
Spent \$1500-\$1999 on most recent home PC purchase	26	5.7%	81
Spent \$2000+ on most recent home PC purchase	21	4.6%	74

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Market St, Moscow, OH, 45153  
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	597	64.1%	106
Bought cigarettes at convenience store in last 30 days	189	20.3%	130
Bought gas at convenience store in last 30 days	405	43.5%	129
Spent at convenience store in last 30 days: <\$20	80	8.6%	89
Spent at convenience store in last 30 days: \$20-39	92	9.9%	97
Spent at convenience store in last 30 days: \$40+	402	43.1%	120
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	462	49.6%	84
Went to live theater in last 12 months	68	7.3%	56
Went to a bar/night club in last 12 months	135	14.5%	76
Dined out in last 12 months	408	43.8%	89
Gambled at a casino in last 12 months	104	11.2%	70
Visited a theme park in last 12 months	138	14.8%	69
DVDs rented in last 30 days: 1	20	2.1%	81
DVDs rented in last 30 days: 2	24	2.6%	56
DVDs rented in last 30 days: 3	22	2.4%	74
DVDs rented in last 30 days: 4	36	3.9%	100
DVDs rented in last 30 days: 5+	93	10.0%	76
DVDs purchased in last 30 days: 1	42	4.5%	91
DVDs purchased in last 30 days: 2	43	4.6%	97
DVDs purchased in last 30 days: 3-4	40	4.3%	93
DVDs purchased in last 30 days: 5+	53	5.7%	109
Spent on toys/games in last 12 months: <\$50	57	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	20	2.1%	78
Spent on toys/games in last 12 months: \$100-\$199	64	6.9%	95
Spent on toys/games in last 12 months: \$200-\$499	101	10.8%	100
Spent on toys/games in last 12 months: \$500+	55	5.9%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	168	18.0%	94
Used ATM/cash machine in last 12 months	417	44.7%	88
Own any stock	68	7.3%	79
Own U.S. savings bond	49	5.3%	77
Own shares in mutual fund (stock)	66	7.1%	75
Own shares in mutual fund (bonds)	35	3.8%	63
Used full service brokerage firm in last 12 months	37	4.0%	64
Have savings account	306	32.8%	90
Have 401K retirement savings	145	15.6%	88
Did banking over the Internet in last 12 months	214	23.0%	84
Own any credit/debit card (in own name)	653	70.1%	95
Avg monthly credit card expenditures: <\$111	130	13.9%	101
Avg monthly credit card expenditures: \$111-225	78	8.4%	107
Avg monthly credit card expenditures: \$226-450	55	5.9%	79
Avg monthly credit card expenditures: \$451-700	52	5.6%	88
Avg monthly credit card expenditures: \$701+	80	8.6%	64

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	708	76.0%	107
Used bread in last 6 months	908	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	732	78.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	490	52.6%	99
Used fresh fruit/vegetables in last 6 months	798	85.6%	98
Used fresh milk in last 6 months	853	91.5%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	245	26.3%	88
Exercise at club 2+ times per week	61	6.5%	53
Visited a doctor in last 12 months	719	77.1%	99
Used vitamin/dietary supplement in last 6 months	423	45.4%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	153	33.7%	106
Used housekeeper/maid/prof HH cleaning service in the last 12 months	53	11.7%	75
Purchased any HH furnishing in last 12 months	127	28.0%	93
Purchased bedding/bath goods in last 12 months	230	50.7%	93
Purchased cooking/serving product in last 12 months	121	26.7%	97
Bought any kitchen appliance in last 12 months	74	16.3%	93
<b>Insurance (Adults)</b>			
Currently carry any life insurance	504	54.1%	113
Have medical/hospital/accident insurance	663	71.1%	99
Carry homeowner insurance	568	60.9%	115
Carry renter insurance	41	4.4%	72
Have auto/other vehicle insurance	825	88.5%	107
<b>Pets (Households)</b>			
HH owns any pet	302	66.5%	129
HH owns any cat	146	32.2%	133
HH owns any dog	238	52.4%	138
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	402	43.1%	86
Read any daily newspaper	367	39.4%	95
Heavy magazine reader	143	15.3%	77
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	653	70.1%	97
Went to family restaurant/steak house last mo: <2 times	233	25.0%	97
Went to family restaurant/steak house last mo: 2-4 times	250	26.8%	99
Went to family restaurant/steak house last mo: 5+ times	170	18.2%	94
Went to fast food/drive-in restaurant in last 6 mo	852	91.4%	103
Went to fast food/drive-in restaurant <6 times/mo	286	30.7%	88
Went to fast food/drive-in restaurant 6-13 times/mo	312	33.5%	116
Went to fast food/drive-in restaurant 14+ times/mo	255	27.4%	110
Fast food/drive-in last 6 mo: eat in	361	38.7%	103
Fast food/drive-in last 6 mo: home delivery	106	11.4%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	546	58.6%	112
Fast food/drive-in last 6 mo: take-out/walk-in	204	21.9%	89

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	305	67.2%	104
HH average monthly long distance phone bill: <\$16	133	29.3%	106
HH average monthly long distance phone bill: \$16-25	50	11.0%	96
HH average monthly long distance phone bill: \$26-59	32	7.0%	77
HH average monthly long distance phone bill: \$60+	21	4.6%	104
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	94	20.7%	105
HH owns 2 TVs	117	25.8%	98
HH owns 3 TVs	101	22.2%	99
HH owns 4+ TVs	92	20.3%	96
HH subscribes to cable TV	174	38.3%	66
HH Purchased audio equipment in last 12 months	40	8.8%	91
HH Purchased CD player in last 12 months	15	3.3%	85
HH Purchased DVD player in last 12 months	36	7.9%	82
HH Purchased MP3 player in last 12 months	65	7.0%	68
HH Purchased video game system in last 12 months	47	10.4%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	444	47.6%	91
Took 3+ domestic trips in last 12 months	118	12.7%	85
Spent on domestic vacations last 12 mo: <\$1000	103	11.1%	88
Spent on domestic vacations last 12 mo: \$1000-\$1499	48	5.2%	77
Spent on domestic vacations last 12 mo: \$1500-\$1999	28	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	26	2.8%	67
Spent on domestic vacations last 12 mo: \$3000+	34	3.6%	72
Foreign travel in last 3 years	137	14.7%	57
Took 3+ foreign trips by plane in last 3 years	13	1.4%	29
Spent on foreign vacations last 12 mo: <\$1000	32	3.4%	58
Spent on foreign vacations last 12 mo: \$1000-\$2999	17	1.8%	45
Spent on foreign vacations last 12 mo: \$3000+	18	1.9%	39
Stayed 1+ nights at hotel/motel in last 12 months	335	35.9%	89

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015
Population	3,637	3,683
Total Number of Adults	2,744	2,807
Households	1,335	1,360
Median Household Income	\$52,113	\$54,910

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	1,376	50.1%	100
Bought any women's apparel in last 12 months	1,251	45.6%	100
Bought apparel for child <13 in last 6 months	778	28.4%	100
Bought any shoes in last 12 months	1,399	51.0%	98
Bought costume jewelry in last 12 months	524	19.1%	91
Bought any fine jewelry in last 12 months	477	17.4%	79
Bought a watch in last 12 months	551	20.1%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,219	91.3%	106
HH bought/leased new vehicle last 12 mo	131	9.8%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,540	92.6%	106
Bought/changed motor oil in last 12 months	1,708	62.2%	119
Had tune-up in last 12 months	790	28.8%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,541	56.2%	91
Drank regular cola in last 6 months	1,487	54.2%	106
Drank beer/ale in last 6 months	986	35.9%	85
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	358	13.0%	102
Bought film in last 12 months	513	18.7%	98
Bought digital camera in last 12 months	173	6.3%	92
Bought memory card for camera in last 12 months	189	6.9%	90
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	970	35.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	639	23.3%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	805	29.3%	91
Avg monthly cell/mobile phone/PDA bill: \$100+	567	20.7%	98
<b>Computers (Households)</b>			
HH owns a personal computer	890	66.7%	90
Spent <\$500 on most recent home PC purchase	121	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	245	18.4%	103
Spent \$1000-\$1499 on most recent home PC purchase	142	10.6%	81
Spent \$1500-\$1999 on most recent home PC purchase	77	5.8%	81
Spent \$2000+ on most recent home PC purchase	60	4.5%	72

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
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Latitude: 38.80934

Longitude: -84.21331

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,748	63.7%	106
Bought cigarettes at convenience store in last 30 days	556	20.3%	130
Bought gas at convenience store in last 30 days	1,188	43.3%	129
Spent at convenience store in last 30 days: <\$20	230	8.4%	87
Spent at convenience store in last 30 days: \$20-39	271	9.9%	97
Spent at convenience store in last 30 days: \$40+	1,180	43.0%	119
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,343	48.9%	83
Went to live theater in last 12 months	189	6.9%	52
Went to a bar/night club in last 12 months	385	14.0%	74
Dined out in last 12 months	1,187	43.3%	88
Gambled at a casino in last 12 months	296	10.8%	67
Visited a theme park in last 12 months	401	14.6%	68
DVDs rented in last 30 days: 1	59	2.2%	81
DVDs rented in last 30 days: 2	70	2.6%	55
DVDs rented in last 30 days: 3	64	2.3%	73
DVDs rented in last 30 days: 4	106	3.9%	100
DVDs rented in last 30 days: 5+	269	9.8%	74
DVDs purchased in last 30 days: 1	124	4.5%	91
DVDs purchased in last 30 days: 2	128	4.7%	98
DVDs purchased in last 30 days: 3-4	117	4.3%	92
DVDs purchased in last 30 days: 5+	153	5.6%	107
Spent on toys/games in last 12 months: <\$50	167	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	60	2.2%	79
Spent on toys/games in last 12 months: \$100-\$199	188	6.9%	95
Spent on toys/games in last 12 months: \$200-\$499	296	10.8%	100
Spent on toys/games in last 12 months: \$500+	160	5.8%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	482	17.6%	91
Used ATM/cash machine in last 12 months	1,205	43.9%	86
Own any stock	195	7.1%	77
Own U.S. savings bond	141	5.1%	75
Own shares in mutual fund (stock)	184	6.7%	71
Own shares in mutual fund (bonds)	99	3.6%	61
Used full service brokerage firm in last 12 months	107	3.9%	63
Have savings account	883	32.2%	89
Have 401K retirement savings	419	15.3%	86
Did banking over the Internet in last 12 months	606	22.1%	81
Own any credit/debit card (in own name)	1,903	69.4%	94
Avg monthly credit card expenditures: <\$111	384	14.0%	101
Avg monthly credit card expenditures: \$111-225	227	8.3%	106
Avg monthly credit card expenditures: \$226-450	161	5.9%	79
Avg monthly credit card expenditures: \$451-700	149	5.4%	85
Avg monthly credit card expenditures: \$701+	225	8.2%	61

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Latitude: 38.80934  
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,087	76.1%	107
Used bread in last 6 months	2,675	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,152	78.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,437	52.4%	99
Used fresh fruit/vegetables in last 6 months	2,352	85.7%	98
Used fresh milk in last 6 months	2,514	91.6%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	704	25.7%	85
Exercise at club 2+ times per week	171	6.2%	51
Visited a doctor in last 12 months	2,120	77.3%	99
Used vitamin/dietary supplement in last 6 months	1,241	45.2%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	449	33.6%	106
Used housekeeper/maid/prof HH cleaning service in the last 12 months	155	11.6%	74
Purchased any HH furnishing in last 12 months	372	27.9%	93
Purchased bedding/bath goods in last 12 months	672	50.3%	92
Purchased cooking/serving product in last 12 months	356	26.7%	97
Bought any kitchen appliance in last 12 months	217	16.3%	93
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,480	53.9%	113
Have medical/hospital/accident insurance	1,956	71.3%	99
Carry homeowner insurance	1,675	61.0%	116
Carry renter insurance	117	4.3%	69
Have auto/other vehicle insurance	2,422	88.3%	106
<b>Pets (Households)</b>			
HH owns any pet	885	66.3%	128
HH owns any cat	427	32.0%	133
HH owns any dog	703	52.7%	139
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,168	42.6%	85
Read any daily newspaper	1,068	38.9%	94
Heavy magazine reader	416	15.2%	76
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	1,907	69.5%	96
Went to family restaurant/steak house last mo: <2 times	682	24.9%	97
Went to family restaurant/steak house last mo: 2-4 times	726	26.5%	98
Went to family restaurant/steak house last mo: 5+ times	498	18.1%	93
Went to fast food/drive-in restaurant in last 6 mo	2,506	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	843	30.7%	88
Went to fast food/drive-in restaurant 6-13 times/mo	912	33.2%	115
Went to fast food/drive-in restaurant 14+ times/mo	751	27.4%	110
Fast food/drive-in last 6 mo: eat in	1,063	38.7%	103
Fast food/drive-in last 6 mo: home delivery	305	11.1%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	1,603	58.4%	111
Fast food/drive-in last 6 mo: take-out/walk-in	594	21.6%	88

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Ring: 5 miles radius

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

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	893	66.9%	103
HH average monthly long distance phone bill: <\$16	394	29.5%	107
HH average monthly long distance phone bill: \$16-25	143	10.7%	94
HH average monthly long distance phone bill: \$26-59	94	7.0%	77
HH average monthly long distance phone bill: \$60+	60	4.5%	101
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	277	20.7%	105
HH owns 2 TVs	346	25.9%	99
HH owns 3 TVs	294	22.0%	98
HH owns 4+ TVs	264	19.8%	94
HH subscribes to cable TV	503	37.7%	65
HH Purchased audio equipment in last 12 months	115	8.6%	89
HH Purchased CD player in last 12 months	45	3.4%	87
HH Purchased DVD player in last 12 months	105	7.9%	81
HH Purchased MP3 player in last 12 months	185	6.7%	66
HH Purchased video game system in last 12 months	134	10.0%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,279	46.6%	89
Took 3+ domestic trips in last 12 months	337	12.3%	83
Spent on domestic vacations last 12 mo: <\$1000	298	10.9%	86
Spent on domestic vacations last 12 mo: \$1000-\$1499	136	5.0%	74
Spent on domestic vacations last 12 mo: \$1500-\$1999	83	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	76	2.8%	67
Spent on domestic vacations last 12 mo: \$3000+	96	3.5%	69
Foreign travel in last 3 years	387	14.1%	55
Took 3+ foreign trips by plane in last 3 years	37	1.3%	28
Spent on foreign vacations last 12 mo: <\$1000	91	3.3%	56
Spent on foreign vacations last 12 mo: \$1000-\$2999	51	1.9%	46
Spent on foreign vacations last 12 mo: \$3000+	53	1.9%	39
Stayed 1+ nights at hotel/motel in last 12 months	974	35.5%	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.

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		235	241	
Population 18+		180	186	
Households		93	96	
Median Household Income		\$47,367	\$52,077	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		63	68.1%	92
Purchased home PC in last 12 months		14	14.6%	96
Purchased home PC 1-2 years ago		20	21.4%	96
Purchased home PC 3-4 years ago		17	18.4%	94
Purchased home PC 5+ years ago		9	9.3%	104
Spent <\$500 on home PC (most recent purchase)		9	9.2%	112
Spent \$500-999 on home PC (most recent purchase)		17	18.7%	102
Spent \$1000-1499 on home PC (most recent purchase)		10	11.0%	82
Spent \$1500-1999 on home PC (most recent purchase)		5	5.8%	76
Spent \$2000+ on home PC (most recent purchase)		4	4.6%	69
Purchased home PC at computer superstore		9	9.5%	76
Purchased home PC at department store		6	6.3%	131
Purchased home PC direct from manufacturer		12	12.5%	93
Purchased home PC at electronics store		9	9.3%	88
Purchased home PC on Internet		6	6.6%	75
Purchased home PC at warehouse discount outlet		3	2.8%	147
HH owns desktop PC		53	56.6%	99
HH owns laptop/notebook/tablet PC		22	23.4%	76
HH owns any Apple/Apple Mac clone brand PC		3	3.0%	52
HH owns any IBM/IBM compatible brand PC		59	63.3%	94
Brand of PC that HH owns: Compaq		7	7.9%	89
Brand of PC that HH owns: Dell		26	27.5%	91
Brand of PC that HH owns: Gateway		6	6.3%	97
Brand of PC that HH owns: Hewlett Packard		15	16.3%	104
Brand of PC that HH owns: Sony Vaio		2	2.0%	74
Child (under 18) uses home PC		20	21.5%	102
HH owns CD burner		32	34.5%	93
HH owns CD ROM drive		34	36.7%	94
HH owns DVD drive		19	20.8%	82
HH owns DVD-RW (DVD burner)		18	19.4%	94
HH owns external hard drive		10	10.4%	76
HH owns flash drive		15	16.4%	79
HH owns LAN/network interface card		8	8.5%	78
HH owns inkjet printer		39	41.8%	98
HH owns laser printer		11	12.1%	86
HH owns modem/fax modem		18	19.4%	93
HH owns removable cartridge storage device		4	4.3%	74
HH owns scanner		25	26.4%	95
HH owns PC speakers		37	40.1%	96
HH owns tape backup		2	2.0%	81
HH owns webcam		8	8.5%	76
HH owns software: accounting		7	7.7%	85
HH owns software: communications/fax		6	6.8%	79
HH owns software: database/filing		6	6.9%	79
HH owns software: desktop publishing		10	11.0%	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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	9	9.5%	97
HH owns software: entertainment/games	25	27.2%	93
HH owns software: online meeting/conference	1	1.4%	38
HH owns software: personal finance/tax prep	11	12.2%	84
HH owns software: presentation graphics	6	6.5%	81
HH owns software: multimedia	13	13.6%	91
HH owns software: networking	9	9.9%	86
HH owns software: security/anti-virus	23	25.3%	88
HH owns software: spreadsheet	18	19.9%	84
HH owns software: utility	6	6.5%	91
HH owns software: web authoring	2	2.5%	62
HH owns software: word processing	27	28.8%	86
Spent \$500+ on software for home PC in last 12 mo	2	2.1%	90
Purchased computer book in last 12 months	3	3.7%	75
HH owns fax machine	5	5.6%	90
Purchased audio equipment in last 12 months	8	8.7%	89
Purchased headphones in last 12 months	2	2.5%	54
HH owns camcorder	18	19.1%	99
Purchased camcorder in last 12 months	1	1.5%	51
HH owns CD player	42	45.1%	98
Purchased CD player in last 12 months	3	3.3%	83
HH owns DVD player	58	62.7%	94
Purchased DVD player in last 12 months	7	7.9%	78
HH owns 1 TV	19	20.5%	104
HH owns 2 TVs	24	25.7%	98
HH owns 3 TVs	21	22.3%	101
HH owns 4+ TVs	19	20.3%	97
HH owns miniature screen TV (<13 in)	8	8.4%	109
Most recent TV purchase: miniature screen (<13 in)	2	2.4%	78
HH owns regular screen TV (13-26 in)	43	46.6%	106
Most recent TV purchase: regular screen (13-26 in)	23	24.8%	106
HH owns large screen TV (27-35 in)	46	49.1%	106
Most recent TV purchase: large screen (27-35 in)	32	34.4%	109
HH owns big screen TV (36-42 in)	15	15.9%	85
Most recent TV purchase: big screen (36-42 in)	11	11.8%	84
HH owns giant screen TV (over 42 in)	12	13.3%	91
Most recent TV purchase: giant screen (over 42 in)	10	10.5%	96
HH owns LCD TV	14	15.2%	79
HH owns plasma TV	7	7.4%	91
HH owns projection TV	5	5.1%	100
HH owns video game system	29	31.4%	93
Purchased video game system in last 12 months	10	10.4%	100
HH owns video game system: handheld	13	14.1%	91
HH owns video game system: attached to TV/computer	26	27.8%	95
HH owns video game system: Game Boy	6	6.2%	94
HH owns video game system: Game Boy Advance/SP	5	5.8%	82
HH owns video game system: Nintendo DS	6	6.8%	85

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	4	4.3%	86
HH owns video game system: Nintendo Wii	5	5.3%	80
HH owns video game system: PlayStation 2	15	15.8%	98
HH owns video game system: PlayStation 3	3	2.8%	89
HH owns video game system: Sony PlayStation/PS One	3	3.8%	80
HH owns video game system: Sony PSP	2	2.1%	73
HH owns video game system: Xbox	6	6.0%	108
HH owns video game system: Xbox 360	5	5.0%	83
HH purchased 5+ video games in last 12 months	5	5.3%	83
HH spent \$101+ on video games in last 12 months	6	6.5%	80
Owns MP3 player	35	19.6%	72
Purchased MP3 player in last 12 months	13	7.3%	71
Owns Apple iPod	13	7.0%	65
Purchased Apple iPod in last 12 months	4	2.0%	66
Have any access to the Internet	146	81.0%	96
Have access to Internet: at home	113	62.9%	89
Have access to Internet: at work	58	32.3%	86
Have access to Internet: at school/library	41	22.8%	90
Have access to Internet: not hm/work/school/library	36	20.1%	103
Use Internet less than once a week	9	4.9%	125
Use Internet 1-2 times per week	12	6.9%	121
Use Internet 3-6 times per week	16	8.8%	110
Use Internet once a day	19	10.5%	95
Use Internet 2-4 times per day	23	13.0%	72
Use Internet 5 or more times per day	32	17.8%	71
Any Internet or online usage in last 30 days	112	62.0%	88
Used Internet in last 30 days: at home	95	52.6%	85
Used Internet in last 30 days: at work	47	26.2%	82
Used Internet in last 30 days: at school/library	9	4.8%	65
Used Internet/30 days: not home/work/school/library	13	7.3%	78
Internet last 30 days: used email	94	52.1%	84
Internet last 30 days: used Instant Messenger	31	17.0%	68
Internet last 30 days: paid bills online	45	24.9%	76
Internet last 30 days: visited online blog	11	5.8%	64
Internet last 30 days: wrote online blog	4	2.3%	60
Internet last 30 days: visited chat room	5	2.7%	60
Internet last 30 days: looked for employment	16	8.7%	68
Internet last 30 days: played games online	32	17.6%	85
Internet last 30 days: traded/tracked investments	14	7.8%	70
Internet last 30 days: downloaded music	20	11.1%	60
Internet last 30 days: made phone call	4	2.1%	60
Internet last 30 days: made personal purchase	40	22.4%	72
Internet last 30 days: made business purchase	14	7.5%	82
Internet last 30 days: made travel plans	18	10.2%	58
Internet last 30 days: watched online video	22	12.1%	64
Internet last 30 days: obtained new/used car info	10	5.8%	63
Internet last 30 days: obtained financial info	33	18.2%	76
Internet last 30 days: obtained medical info	27	14.9%	90
Internet last 30 days: obtained latest news	56	31.0%	81
Internet last 30 days: obtained real estate info	10	5.6%	52

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	32	17.6%	77
Ordered anything on Internet in last 12 months	49	27.2%	79
Ordered on Internet/12 mo: airline ticket	17	9.5%	56
Ordered on Internet/12 mo: CD/tape	7	3.7%	89
Ordered on Internet/12 mo: clothing	21	11.8%	80
Ordered on Internet/12 mo: computer	5	2.6%	81
Ordered on Internet/12 mo: computer peripheral	6	3.5%	77
Ordered on Internet/12 mo: DVD	9	5.2%	76
Ordered on Internet/12 mo: flowers	5	3.0%	60
Ordered on Internet/12 mo: software	7	3.7%	68
Ordered on Internet/12 mo: tickets (concerts etc.)	10	5.7%	58
Ordered on Internet/12 mo: toy	7	3.8%	78
Purchased item from amazon.com in last 12 months	17	9.5%	67
Purchased item from barnes&noble.com in last 12 mo	4	2.3%	69
Purchased item from bestbuy.com in last 12 months	2	1.3%	44
Purchased item from ebay.com in last 12 months	14	7.9%	84
Purchased item from walmart.com in last 12 months	9	4.7%	122
Spent on Internet orders last 12 months: <\$100	8	4.2%	81
Spent on Internet orders last 12 months: \$100-199	9	4.7%	92
Spent on Internet orders last 12 months: \$200-499	13	7.2%	86
Spent on Internet orders last 12 months: \$500+	17	9.5%	65
Connection to Internet from home: dial-up modem	24	13.2%	160
Connection to Internet from home: cable modem	28	15.3%	58
Connection to Internet from home: DSL	44	24.5%	99
Connection to Internet from home: wireless	14	8.0%	56
Connection to Internet from home: any broadband	83	46.2%	78
DVDs rented in last 30 days: 1	4	2.2%	84
DVDs rented in last 30 days: 2	5	2.6%	60
DVDs rented in last 30 days: 3	4	2.4%	69
DVDs rented in last 30 days: 4	7	3.8%	100
DVDs rented in last 30 days: 5+	18	10.2%	76
Rented video tape/DVD last month: action/adventure	33	18.2%	91
Rented video tape/DVD last month: classic	6	3.2%	64
Rented video tape/DVD last month: comedy	31	16.9%	83
Rented video tape/DVD last month: drama	19	10.5%	78
Rented video tape/DVD last month: family/children	14	8.0%	87
Rented video tape/DVD last month: foreign	1	0.8%	28
Rented video tape/DVD last month: horror	13	7.0%	97
Rented video tape/DVD last month: romance	13	7.4%	96
Rented video tape/DVD last month: science fiction	10	5.3%	104
Rented video tape/DVD last mo at Blockbuster Video	14	7.5%	64
Rented video tape/DVD last mo at Hollywood Video	4	2.0%	54
Bought video tape/DVD last month: action/adventure	14	8.0%	93
Bought video tape/DVD last month: classic	4	2.0%	82
Bought video tape/DVD last month: comedy	13	7.3%	90
Bought video tape/DVD last month: drama	7	4.0%	90
Bought video tape/DVD last month: family/children	11	6.1%	103
Bought video tape/DVD last month: horror	4	2.3%	71
Bought video tape/DVD last month: romance	4	2.0%	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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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	3	1.5%	67
Bought blank video tape in last 6 months	19	10.3%	93
Bought 7+ blank video tapes in last 6 months	3	1.7%	64
DVDs purchased in last 30 days: 1	8	4.6%	89
DVDs purchased in last 30 days: 2	8	4.6%	94
DVDs purchased in last 30 days: 3-4	8	4.3%	96
DVDs purchased in last 30 days: 5+	11	5.9%	117
Bought any camera in last 12 months	24	13.2%	104
Spent on cameras in last 12 months: <\$100	10	5.4%	125
Spent on cameras in last 12 months: \$100-199	5	3.0%	92
Spent on cameras in last 12 months: \$200+	5	3.0%	70
Own APS (point & shoot or SLR) camera	4	2.2%	81
Own digital camera	58	32.0%	98
Bought digital camera in last 12 months	12	6.7%	97
Own digital point & shoot camera	43	23.8%	96
Bought digital point & shoot camera in last 12 mo	9	4.8%	101
Own digital SLR camera	17	9.2%	102
Bought digital SLR camera in last 12 months	3	1.9%	74
Own 35mm auto focus point & shoot camera	7	4.0%	83
Own 35mm auto focus single lens reflex camera	3	1.8%	70
Own 35mm auto focus zoom camera	11	6.3%	109
Own 35mm single lens reflex camera	5	2.5%	92
Own Canon camera	24	13.1%	85
Bought Canon camera in last 12 months	2	1.3%	52
Own Fuji camera	8	4.7%	110
Own Kodak camera	23	12.7%	108
Bought Kodak camera in last 12 months	5	3.0%	93
Own Nikon camera	8	4.2%	82
Own Olympus camera	6	3.6%	73
Own Polaroid camera	3	1.9%	68
Bought any camera accessory in last 12 months	71	39.4%	92
Bought film in last 12 months	33	18.4%	96
Bought film in last 12 months: <3 rolls	16	8.6%	100
Bought film in last 12 months: 3-6 rolls	11	5.9%	97
Bought film in last 12 months: 7+ rolls	7	3.9%	92
Bought film in last 12 mo: APS (color prints)	4	2.2%	83
Bought film in last 12 mo: instant developing	3	1.8%	83
Bought film in last 12 mo: 35mm (black & white)	1	0.5%	58
Bought film in last 12 mo: 35mm (color prints)	21	11.9%	102
Bought Fuji film in last 12 months	10	5.5%	110
Bought Kodak film in last 12 months	20	11.1%	94
Bought store-brand film in last 12 months	3	1.8%	78
Purchased film in last 12 mo: department store	8	4.3%	119
Purchased film in last 12 mo: discount store	10	5.4%	116

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

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

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	6	3.2%	71
Purchased film in last 12 mo: grocery store	2	1.4%	52
Purchased film in last 12 mo: 1 hour service store	5	2.7%	109
Had film processed at discount store	6	3.6%	101
Had film processed at drug store	7	3.7%	91
Had film processed at 1 hour service store	6	3.1%	115
Bought memory card for camera in last 12 months	13	7.0%	94
Own memory card for camera	43	23.8%	96

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,221	1,234	
Population 18+		932	951	
Households		454	462	
Median Household Income		\$50,939	\$53,637	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		308	67.7%	92
Purchased home PC in last 12 months		66	14.5%	92
Purchased home PC 1-2 years ago		97	21.3%	95
Purchased home PC 3-4 years ago		83	18.3%	94
Purchased home PC 5+ years ago		42	9.3%	99
Spent <\$500 on home PC (most recent purchase)		42	9.2%	107
Spent \$500-999 on home PC (most recent purchase)		85	18.6%	105
Spent \$1000-1499 on home PC (most recent purchase)		50	10.9%	84
Spent \$1500-1999 on home PC (most recent purchase)		26	5.8%	81
Spent \$2000+ on home PC (most recent purchase)		21	4.6%	74
Purchased home PC at computer superstore		43	9.4%	74
Purchased home PC at department store		29	6.3%	129
Purchased home PC direct from manufacturer		57	12.4%	90
Purchased home PC at electronics store		42	9.2%	84
Purchased home PC on Internet		30	6.6%	77
Purchased home PC at warehouse discount outlet		13	2.8%	130
HH owns desktop PC		256	56.4%	98
HH owns laptop/notebook/tablet PC		105	23.1%	74
HH owns any Apple/Apple Mac clone brand PC		14	3.0%	49
HH owns any IBM/IBM compatible brand PC		286	63.0%	93
Brand of PC that HH owns: Compaq		36	7.9%	93
Brand of PC that HH owns: Dell		125	27.4%	89
Brand of PC that HH owns: Gateway		28	6.2%	93
Brand of PC that HH owns: Hewlett Packard		73	16.1%	103
Brand of PC that HH owns: Sony Vaio		9	2.0%	68
Child (under 18) uses home PC		97	21.4%	101
HH owns CD burner		156	34.3%	93
HH owns CD ROM drive		166	36.5%	93
HH owns DVD drive		94	20.7%	83
HH owns DVD-RW (DVD burner)		87	19.2%	93
HH owns external hard drive		47	10.3%	73
HH owns flash drive		74	16.2%	79
HH owns LAN/network interface card		38	8.4%	75
HH owns inkjet printer		189	41.5%	97
HH owns laser printer		54	12.0%	87
HH owns modem/fax modem		88	19.3%	93
HH owns removable cartridge storage device		19	4.3%	72
HH owns scanner		119	26.3%	92
HH owns PC speakers		181	39.8%	96
HH owns tape backup		9	2.0%	74
HH owns webcam		38	8.4%	74
HH owns software: accounting		35	7.7%	87
HH owns software: communications/fax		31	6.8%	84
HH owns software: database/filing		31	6.8%	84
HH owns software: desktop publishing		50	10.9%	91

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	43	9.4%	94
HH owns software: entertainment/games	123	27.1%	93
HH owns software: online meeting/conference	7	1.4%	54
HH owns software: personal finance/tax prep	55	12.1%	85
HH owns software: presentation graphics	29	6.4%	80
HH owns software: multimedia	61	13.5%	88
HH owns software: networking	45	9.8%	88
HH owns software: security/anti-virus	114	25.1%	89
HH owns software: spreadsheet	89	19.7%	85
HH owns software: utility	29	6.5%	90
HH owns software: web authoring	11	2.5%	70
HH owns software: word processing	130	28.6%	85
Spent \$500+ on software for home PC in last 12 mo	10	2.1%	92
Purchased computer book in last 12 months	17	3.7%	87
HH owns fax machine	25	5.5%	91
Purchased audio equipment in last 12 months	40	8.7%	91
Purchased headphones in last 12 months	11	2.5%	61
HH owns camcorder	86	19.0%	97
Purchased camcorder in last 12 months	7	1.5%	72
HH owns CD player	204	44.9%	98
Purchased CD player in last 12 months	15	3.3%	85
HH owns DVD player	284	62.5%	94
Purchased DVD player in last 12 months	36	7.9%	82
HH owns 1 TV	94	20.6%	105
HH owns 2 TVs	117	25.8%	98
HH owns 3 TVs	101	22.2%	99
HH owns 4+ TVs	92	20.1%	96
HH owns miniature screen TV (<13 in)	38	8.4%	106
Most recent TV purchase: miniature screen (<13 in)	11	2.4%	87
HH owns regular screen TV (13-26 in)	212	46.6%	107
Most recent TV purchase: regular screen (13-26 in)	113	24.9%	107
HH owns large screen TV (27-35 in)	222	49.0%	105
Most recent TV purchase: large screen (27-35 in)	156	34.4%	109
HH owns big screen TV (36-42 in)	72	15.8%	84
Most recent TV purchase: big screen (36-42 in)	53	11.7%	83
HH owns giant screen TV (over 42 in)	60	13.2%	93
Most recent TV purchase: giant screen (over 42 in)	47	10.4%	93
HH owns LCD TV	68	15.1%	78
HH owns plasma TV	33	7.3%	88
HH owns projection TV	23	5.1%	94
HH owns video game system	142	31.3%	93
Purchased video game system in last 12 months	47	10.3%	96
HH owns video game system: handheld	64	14.1%	92
HH owns video game system: attached to TV/computer	126	27.7%	94
HH owns video game system: Game Boy	28	6.2%	89
HH owns video game system: Game Boy Advance/SP	26	5.8%	87
HH owns video game system: Nintendo DS	31	6.7%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	19	4.3%	83
HH owns video game system: Nintendo Wii	24	5.2%	78
HH owns video game system: PlayStation 2	72	15.9%	96
HH owns video game system: PlayStation 3	13	2.8%	79
HH owns video game system: Sony PlayStation/PS One	17	3.7%	93
HH owns video game system: Sony PSP	10	2.1%	75
HH owns video game system: Xbox	27	6.0%	100
HH owns video game system: Xbox 360	23	5.0%	78
HH purchased 5+ video games in last 12 months	24	5.3%	81
HH spent \$101+ on video games in last 12 months	29	6.5%	79
Owns MP3 player	176	18.9%	70
Purchased MP3 player in last 12 months	65	7.0%	68
Owns Apple iPod	62	6.7%	60
Purchased Apple iPod in last 12 months	18	1.9%	57
Have any access to the Internet	744	79.8%	94
Have access to Internet: at home	575	61.7%	88
Have access to Internet: at work	292	31.3%	84
Have access to Internet: at school/library	209	22.5%	89
Have access to Internet: not hm/work/school/library	185	19.8%	102
Use Internet less than once a week	47	5.0%	127
Use Internet 1-2 times per week	64	6.9%	125
Use Internet 3-6 times per week	80	8.6%	107
Use Internet once a day	96	10.3%	93
Use Internet 2-4 times per day	118	12.6%	72
Use Internet 5 or more times per day	161	17.3%	69
Any Internet or online usage in last 30 days	566	60.7%	86
Used Internet in last 30 days: at home	479	51.4%	83
Used Internet in last 30 days: at work	236	25.4%	80
Used Internet in last 30 days: at school/library	42	4.6%	58
Used Internet/30 days: not home/work/school/library	66	7.1%	77
Internet last 30 days: used email	475	50.9%	82
Internet last 30 days: used Instant Messenger	156	16.7%	66
Internet last 30 days: paid bills online	225	24.1%	73
Internet last 30 days: visited online blog	53	5.6%	59
Internet last 30 days: wrote online blog	21	2.2%	61
Internet last 30 days: visited chat room	26	2.8%	60
Internet last 30 days: looked for employment	79	8.5%	65
Internet last 30 days: played games online	162	17.4%	83
Internet last 30 days: traded/tracked investments	71	7.6%	68
Internet last 30 days: downloaded music	101	10.8%	59
Internet last 30 days: made phone call	19	2.0%	55
Internet last 30 days: made personal purchase	203	21.8%	71
Internet last 30 days: made business purchase	68	7.3%	77
Internet last 30 days: made travel plans	92	9.9%	57
Internet last 30 days: watched online video	110	11.8%	61
Internet last 30 days: obtained new/used car info	53	5.7%	64
Internet last 30 days: obtained financial info	164	17.6%	73
Internet last 30 days: obtained medical info	136	14.6%	87
Internet last 30 days: obtained latest news	281	30.2%	78
Internet last 30 days: obtained real estate info	51	5.5%	51

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	159	17.0%	74
Ordered anything on Internet in last 12 months	246	26.4%	76
Ordered on Internet/12 mo: airline ticket	83	8.9%	53
Ordered on Internet/12 mo: CD/tape	33	3.5%	81
Ordered on Internet/12 mo: clothing	105	11.3%	78
Ordered on Internet/12 mo: computer	23	2.5%	72
Ordered on Internet/12 mo: computer peripheral	31	3.3%	77
Ordered on Internet/12 mo: DVD	47	5.0%	77
Ordered on Internet/12 mo: flowers	26	2.8%	60
Ordered on Internet/12 mo: software	34	3.6%	64
Ordered on Internet/12 mo: tickets (concerts etc.)	50	5.4%	56
Ordered on Internet/12 mo: toy	34	3.6%	73
Purchased item from amazon.com in last 12 months	85	9.1%	65
Purchased item from barnes&noble.com in last 12 mo	20	2.1%	67
Purchased item from bestbuy.com in last 12 months	12	1.3%	51
Purchased item from ebay.com in last 12 months	73	7.8%	84
Purchased item from walmart.com in last 12 months	43	4.6%	113
Spent on Internet orders last 12 months: <\$100	39	4.2%	77
Spent on Internet orders last 12 months: \$100-199	42	4.5%	83
Spent on Internet orders last 12 months: \$200-499	66	7.1%	85
Spent on Internet orders last 12 months: \$500+	85	9.1%	63
Connection to Internet from home: dial-up modem	124	13.3%	160
Connection to Internet from home: cable modem	137	14.7%	55
Connection to Internet from home: DSL	226	24.2%	99
Connection to Internet from home: wireless	71	7.6%	55
Connection to Internet from home: any broadband	419	45.0%	76
DVDs rented in last 30 days: 1	20	2.2%	81
DVDs rented in last 30 days: 2	24	2.6%	56
DVDs rented in last 30 days: 3	22	2.4%	74
DVDs rented in last 30 days: 4	36	3.8%	100
DVDs rented in last 30 days: 5+	93	10.0%	76
Rented video tape/DVD last month: action/adventure	167	18.0%	89
Rented video tape/DVD last month: classic	28	3.0%	58
Rented video tape/DVD last month: comedy	156	16.7%	81
Rented video tape/DVD last month: drama	96	10.3%	76
Rented video tape/DVD last month: family/children	74	8.0%	89
Rented video tape/DVD last month: foreign	7	0.8%	38
Rented video tape/DVD last month: horror	65	7.0%	94
Rented video tape/DVD last month: romance	68	7.2%	97
Rented video tape/DVD last month: science fiction	48	5.1%	97
Rented video tape/DVD last mo at Blockbuster Video	68	7.3%	60
Rented video tape/DVD last mo at Hollywood Video	18	2.0%	47
Bought video tape/DVD last month: action/adventure	74	7.9%	95
Bought video tape/DVD last month: classic	18	1.9%	71
Bought video tape/DVD last month: comedy	68	7.3%	91
Bought video tape/DVD last month: drama	37	3.9%	92
Bought video tape/DVD last month: family/children	56	6.0%	102
Bought video tape/DVD last month: horror	22	2.4%	75
Bought video tape/DVD last month: romance	18	2.0%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	14	1.5%	60
Bought blank video tape in last 6 months	96	10.4%	91
Bought 7+ blank video tapes in last 6 months	17	1.8%	70
DVDs purchased in last 30 days: 1	42	4.5%	91
DVDs purchased in last 30 days: 2	43	4.7%	97
DVDs purchased in last 30 days: 3-4	40	4.3%	93
DVDs purchased in last 30 days: 5+	53	5.7%	109
Bought any camera in last 12 months	123	13.1%	103
Spent on cameras in last 12 months: <\$100	51	5.5%	124
Spent on cameras in last 12 months: \$100-199	28	3.0%	100
Spent on cameras in last 12 months: \$200+	26	2.8%	70
Own APS (point & shoot or SLR) camera	20	2.2%	78
Own digital camera	293	31.4%	95
Bought digital camera in last 12 months	60	6.5%	94
Own digital point & shoot camera	218	23.4%	94
Bought digital point & shoot camera in last 12 mo	43	4.7%	93
Own digital SLR camera	84	9.0%	97
Bought digital SLR camera in last 12 months	18	1.9%	86
Own 35mm auto focus point & shoot camera	36	3.9%	82
Own 35mm auto focus single lens reflex camera	16	1.7%	72
Own 35mm auto focus zoom camera	59	6.3%	113
Own 35mm single lens reflex camera	23	2.4%	82
Own Canon camera	119	12.7%	81
Bought Canon camera in last 12 months	12	1.3%	60
Own Fuji camera	44	4.8%	117
Own Kodak camera	119	12.7%	108
Bought Kodak camera in last 12 months	28	3.0%	101
Own Nikon camera	38	4.0%	75
Own Olympus camera	32	3.4%	76
Own Polaroid camera	18	1.9%	79
Bought any camera accessory in last 12 months	363	39.0%	91
Bought film in last 12 months	173	18.6%	97
Bought film in last 12 months: <3 rolls	82	8.7%	99
Bought film in last 12 months: 3-6 rolls	56	6.0%	96
Bought film in last 12 months: 7+ rolls	36	3.8%	91
Bought film in last 12 mo: APS (color prints)	20	2.1%	80
Bought film in last 12 mo: instant developing	17	1.8%	91
Bought film in last 12 mo: 35mm (black & white)	5	0.5%	56
Bought film in last 12 mo: 35mm (color prints)	111	12.0%	104
Bought Fuji film in last 12 months	52	5.6%	111
Bought Kodak film in last 12 months	103	11.1%	93
Bought store-brand film in last 12 months	18	1.9%	91
Purchased film in last 12 mo: department store	41	4.4%	118
Purchased film in last 12 mo: discount store	52	5.6%	117

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Latitude: 38.80934  
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	29	3.1%	66
Purchased film in last 12 mo: grocery store	13	1.4%	65
Purchased film in last 12 mo: 1 hour service store	25	2.7%	105
Had film processed at discount store	33	3.6%	107
Had film processed at drug store	33	3.6%	83
Had film processed at 1 hour service store	29	3.1%	107
Bought memory card for camera in last 12 months	65	6.9%	91
Own memory card for camera	219	23.5%	95

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Downtown Neville  
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www.ClermontCountyOhio.biz

Latitude: 38.80934  
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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		3,637	3,683	
Population 18+		2,744	2,807	
Households		1,335	1,360	
Median Household Income		\$52,113	\$54,910	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		890	66.6%	90
Purchased home PC in last 12 months		191	14.3%	91
Purchased home PC 1-2 years ago		278	20.8%	92
Purchased home PC 3-4 years ago		242	18.1%	93
Purchased home PC 5+ years ago		122	9.1%	98
Spent <\$500 on home PC (most recent purchase)		121	9.1%	105
Spent \$500-999 on home PC (most recent purchase)		245	18.4%	103
Spent \$1000-1499 on home PC (most recent purchase)		142	10.6%	81
Spent \$1500-1999 on home PC (most recent purchase)		77	5.7%	81
Spent \$2000+ on home PC (most recent purchase)		60	4.5%	72
Purchased home PC at computer superstore		121	9.0%	71
Purchased home PC at department store		87	6.5%	132
Purchased home PC direct from manufacturer		163	12.2%	88
Purchased home PC at electronics store		120	9.0%	81
Purchased home PC on Internet		86	6.4%	75
Purchased home PC at warehouse discount outlet		36	2.7%	123
HH owns desktop PC		743	55.6%	97
HH owns laptop/notebook/tablet PC		298	22.3%	72
HH owns any Apple/Apple Mac clone brand PC		38	2.9%	46
HH owns any IBM/IBM compatible brand PC		829	62.1%	92
Brand of PC that HH owns: Compaq		103	7.7%	91
Brand of PC that HH owns: Dell		362	27.1%	88
Brand of PC that HH owns: Gateway		80	6.0%	90
Brand of PC that HH owns: Hewlett Packard		210	15.8%	101
Brand of PC that HH owns: Sony Vaio		26	1.9%	67
Child (under 18) uses home PC		284	21.3%	101
HH owns CD burner		449	33.6%	91
HH owns CD ROM drive		481	36.0%	92
HH owns DVD drive		269	20.2%	81
HH owns DVD-RW (DVD burner)		251	18.8%	91
HH owns external hard drive		132	9.9%	70
HH owns flash drive		210	15.7%	77
HH owns LAN/network interface card		109	8.1%	74
HH owns inkjet printer		546	40.9%	96
HH owns laser printer		154	11.5%	84
HH owns modem/fax modem		253	18.9%	91
HH owns removable cartridge storage device		55	4.1%	71
HH owns scanner		345	25.9%	91
HH owns PC speakers		521	39.0%	94
HH owns tape backup		26	1.9%	73
HH owns webcam		110	8.2%	73
HH owns software: accounting		101	7.6%	85
HH owns software: communications/fax		88	6.6%	81
HH owns software: database/filing		88	6.6%	81
HH owns software: desktop publishing		141	10.6%	87

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HH owns software: education/training	124	9.3%	93
HH owns software: entertainment/games	357	26.8%	92
HH owns software: online meeting/conference	19	1.4%	50
HH owns software: personal finance/tax prep	158	11.8%	83
HH owns software: presentation graphics	83	6.2%	78
HH owns software: multimedia	175	13.1%	86
HH owns software: networking	127	9.5%	85
HH owns software: security/anti-virus	326	24.4%	87
HH owns software: spreadsheet	253	19.0%	82
HH owns software: utility	84	6.3%	89
HH owns software: web authoring	33	2.5%	71
HH owns software: word processing	374	28.0%	83
Spent \$500+ on software for home PC in last 12 mo	27	2.0%	85
Purchased computer book in last 12 months	48	3.6%	83
HH owns fax machine	72	5.4%	90
Purchased audio equipment in last 12 months	115	8.6%	89
Purchased headphones in last 12 months	33	2.5%	62
HH owns camcorder	248	18.6%	95
Purchased camcorder in last 12 months	20	1.5%	70
HH owns CD player	591	44.2%	96
Purchased CD player in last 12 months	45	3.4%	87
HH owns DVD player	827	61.9%	93
Purchased DVD player in last 12 months	105	7.8%	81
HH owns 1 TV	277	20.8%	105
HH owns 2 TVs	346	25.9%	99
HH owns 3 TVs	294	22.1%	98
HH owns 4+ TVs	264	19.8%	94
HH owns miniature screen TV (<13 in)	111	8.3%	105
Most recent TV purchase: miniature screen (<13 in)	32	2.4%	86
HH owns regular screen TV (13-26 in)	624	46.7%	107
Most recent TV purchase: regular screen (13-26 in)	336	25.2%	108
HH owns large screen TV (27-35 in)	647	48.4%	104
Most recent TV purchase: large screen (27-35 in)	456	34.1%	108
HH owns big screen TV (36-42 in)	208	15.5%	82
Most recent TV purchase: big screen (36-42 in)	153	11.4%	81
HH owns giant screen TV (over 42 in)	174	13.0%	92
Most recent TV purchase: giant screen (over 42 in)	137	10.3%	92
HH owns LCD TV	195	14.6%	76
HH owns plasma TV	95	7.1%	86
HH owns projection TV	68	5.1%	94
HH owns video game system	414	31.0%	93
Purchased video game system in last 12 months	134	10.1%	93
HH owns video game system: handheld	185	13.8%	90
HH owns video game system: attached to TV/computer	368	27.5%	93
HH owns video game system: Game Boy	81	6.1%	88
HH owns video game system: Game Boy Advance/SP	77	5.7%	87
HH owns video game system: Nintendo DS	87	6.5%	86

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	56	4.2%	84
HH owns video game system: Nintendo Wii	66	5.0%	73
HH owns video game system: PlayStation 2	215	16.1%	98
HH owns video game system: PlayStation 3	36	2.7%	75
HH owns video game system: Sony PlayStation/PS One	49	3.7%	91
HH owns video game system: Sony PSP	28	2.1%	72
HH owns video game system: Xbox	79	5.9%	99
HH owns video game system: Xbox 360	64	4.8%	74
HH purchased 5+ video games in last 12 months	71	5.3%	82
HH spent \$101+ on video games in last 12 months	84	6.3%	78
Owns MP3 player	501	18.3%	68
Purchased MP3 player in last 12 months	185	6.8%	66
Owns Apple iPod	176	6.4%	58
Purchased Apple iPod in last 12 months	51	1.9%	55
Have any access to the Internet	2,162	78.8%	93
Have access to Internet: at home	1,668	60.8%	86
Have access to Internet: at work	835	30.4%	82
Have access to Internet: at school/library	607	22.1%	88
Have access to Internet: not hm/work/school/library	535	19.5%	101
Use Internet less than once a week	139	5.1%	127
Use Internet 1-2 times per week	187	6.8%	124
Use Internet 3-6 times per week	232	8.4%	105
Use Internet once a day	278	10.1%	92
Use Internet 2-4 times per day	339	12.4%	70
Use Internet 5 or more times per day	462	16.9%	67
Any Internet or online usage in last 30 days	1,638	59.7%	85
Used Internet in last 30 days: at home	1,386	50.5%	81
Used Internet in last 30 days: at work	676	24.7%	77
Used Internet in last 30 days: at school/library	120	4.4%	57
Used Internet/30 days: not home/work/school/library	189	6.9%	75
Internet last 30 days: used email	1,371	50.0%	80
Internet last 30 days: used Instant Messenger	453	16.5%	65
Internet last 30 days: paid bills online	644	23.5%	71
Internet last 30 days: visited online blog	150	5.5%	57
Internet last 30 days: wrote online blog	59	2.2%	58
Internet last 30 days: visited chat room	77	2.8%	60
Internet last 30 days: looked for employment	227	8.3%	63
Internet last 30 days: played games online	471	17.2%	82
Internet last 30 days: traded/tracked investments	203	7.4%	66
Internet last 30 days: downloaded music	290	10.6%	57
Internet last 30 days: made phone call	54	2.0%	53
Internet last 30 days: made personal purchase	582	21.2%	69
Internet last 30 days: made business purchase	193	7.0%	74
Internet last 30 days: made travel plans	265	9.7%	56
Internet last 30 days: watched online video	318	11.6%	60
Internet last 30 days: obtained new/used car info	157	5.7%	65
Internet last 30 days: obtained financial info	467	17.0%	71
Internet last 30 days: obtained medical info	393	14.3%	86
Internet last 30 days: obtained latest news	811	29.6%	77
Internet last 30 days: obtained real estate info	148	5.4%	50

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	455	16.6%	72
Ordered anything on Internet in last 12 months	706	25.7%	74
Ordered on Internet/12 mo: airline ticket	231	8.4%	50
Ordered on Internet/12 mo: CD/tape	93	3.4%	77
Ordered on Internet/12 mo: clothing	296	10.8%	74
Ordered on Internet/12 mo: computer	67	2.4%	71
Ordered on Internet/12 mo: computer peripheral	87	3.2%	73
Ordered on Internet/12 mo: DVD	133	4.8%	74
Ordered on Internet/12 mo: flowers	74	2.7%	58
Ordered on Internet/12 mo: software	97	3.5%	62
Ordered on Internet/12 mo: tickets (concerts etc.)	143	5.2%	54
Ordered on Internet/12 mo: toy	95	3.5%	70
Purchased item from amazon.com in last 12 months	242	8.8%	63
Purchased item from barnes&noble.com in last 12 mo	56	2.0%	64
Purchased item from bestbuy.com in last 12 months	35	1.3%	51
Purchased item from ebay.com in last 12 months	211	7.7%	83
Purchased item from walmart.com in last 12 months	123	4.5%	109
Spent on Internet orders last 12 months: <\$100	115	4.2%	77
Spent on Internet orders last 12 months: \$100-199	117	4.3%	79
Spent on Internet orders last 12 months: \$200-499	193	7.0%	84
Spent on Internet orders last 12 months: \$500+	241	8.8%	60
Connection to Internet from home: dial-up modem	367	13.4%	161
Connection to Internet from home: cable modem	390	14.2%	53
Connection to Internet from home: DSL	656	23.9%	97
Connection to Internet from home: wireless	201	7.3%	53
Connection to Internet from home: any broadband	1,206	44.0%	74
DVDs rented in last 30 days: 1	59	2.2%	81
DVDs rented in last 30 days: 2	70	2.5%	55
DVDs rented in last 30 days: 3	64	2.3%	73
DVDs rented in last 30 days: 4	106	3.9%	100
DVDs rented in last 30 days: 5+	269	9.8%	74
Rented video tape/DVD last month: action/adventure	488	17.8%	88
Rented video tape/DVD last month: classic	80	2.9%	56
Rented video tape/DVD last month: comedy	454	16.5%	80
Rented video tape/DVD last month: drama	280	10.2%	75
Rented video tape/DVD last month: family/children	218	8.0%	89
Rented video tape/DVD last month: foreign	21	0.8%	39
Rented video tape/DVD last month: horror	189	6.9%	93
Rented video tape/DVD last month: romance	195	7.1%	95
Rented video tape/DVD last month: science fiction	137	5.0%	94
Rented video tape/DVD last mo at Blockbuster Video	195	7.1%	59
Rented video tape/DVD last mo at Hollywood Video	53	1.9%	47
Bought video tape/DVD last month: action/adventure	214	7.8%	93
Bought video tape/DVD last month: classic	51	1.9%	68
Bought video tape/DVD last month: comedy	201	7.3%	91
Bought video tape/DVD last month: drama	107	3.9%	90
Bought video tape/DVD last month: family/children	162	5.9%	100
Bought video tape/DVD last month: horror	66	2.4%	77
Bought video tape/DVD last month: romance	53	1.9%	76

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	41	1.5%	60
Bought blank video tape in last 6 months	285	10.4%	92
Bought 7+ blank video tapes in last 6 months	52	1.9%	73
DVDs purchased in last 30 days: 1	124	4.5%	91
DVDs purchased in last 30 days: 2	128	4.7%	98
DVDs purchased in last 30 days: 3-4	117	4.3%	92
DVDs purchased in last 30 days: 5+	153	5.6%	107
Bought any camera in last 12 months	358	13.1%	102
Spent on cameras in last 12 months: <\$100	153	5.6%	126
Spent on cameras in last 12 months: \$100-199	81	2.9%	98
Spent on cameras in last 12 months: \$200+	73	2.6%	67
Own APS (point & shoot or SLR) camera	60	2.2%	79
Own digital camera	848	30.9%	94
Bought digital camera in last 12 months	173	6.3%	92
Own digital point & shoot camera	634	23.1%	93
Bought digital point & shoot camera in last 12 mo	124	4.5%	91
Own digital SLR camera	240	8.7%	94
Bought digital SLR camera in last 12 months	51	1.9%	83
Own 35mm auto focus point & shoot camera	105	3.8%	82
Own 35mm auto focus single lens reflex camera	46	1.7%	70
Own 35mm auto focus zoom camera	176	6.4%	114
Own 35mm single lens reflex camera	65	2.4%	79
Own Canon camera	339	12.4%	79
Bought Canon camera in last 12 months	36	1.3%	62
Own Fuji camera	132	4.8%	119
Own Kodak camera	349	12.7%	108
Bought Kodak camera in last 12 months	83	3.0%	102
Own Nikon camera	108	3.9%	73
Own Olympus camera	91	3.3%	73
Own Polaroid camera	55	2.0%	81
Bought any camera accessory in last 12 months	1,060	38.6%	90
Bought film in last 12 months	513	18.7%	98
Bought film in last 12 months: <3 rolls	243	8.9%	100
Bought film in last 12 months: 3-6 rolls	166	6.0%	97
Bought film in last 12 months: 7+ rolls	104	3.8%	90
Bought film in last 12 mo: APS (color prints)	57	2.1%	78
Bought film in last 12 mo: instant developing	52	1.9%	95
Bought film in last 12 mo: 35mm (black & white)	14	0.5%	54
Bought film in last 12 mo: 35mm (color prints)	330	12.0%	105
Bought Fuji film in last 12 months	157	5.7%	114
Bought Kodak film in last 12 months	304	11.1%	94
Bought store-brand film in last 12 months	55	2.0%	94
Purchased film in last 12 mo: department store	124	4.5%	122
Purchased film in last 12 mo: discount store	156	5.7%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

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

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	84	3.1%	65
Purchased film in last 12 mo: grocery store	39	1.4%	66
Purchased film in last 12 mo: 1 hour service store	73	2.6%	105
Had film processed at discount store	98	3.6%	108
Had film processed at drug store	96	3.5%	82
Had film processed at 1 hour service store	86	3.2%	108
Bought memory card for camera in last 12 months	189	6.9%	90
Own memory card for camera	636	23.2%	94

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		235	241	
Population 18+		180	186	
Households		93	96	
Median Household Income		\$47,367	\$52,077	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		94	52.2%	106
Bank/financial institution: use savings & loan		17	9.4%	90
Bank/financial institution: use credit union		45	25.0%	110
Bank/financial institution: use fed savings bank		3	1.7%	72
Bank/financial institution: use mutual funds co		4	2.2%	68
Bank/financial institution: use Internet Bank		6	3.3%	77
Used ATM/cash machine in last 12 months		82	45.6%	90
Banked in person in last 12 months		93	51.7%	100
Banked by mail in last 12 months		7	3.9%	73
Banked by phone in last 12 months		26	14.4%	96
Did banking over the Internet in last 12 months		43	23.9%	87
Used direct deposit of paycheck in last 12 months		71	39.4%	102
Have interest checking account		59	32.8%	102
Have non-interest checking account		44	24.4%	92
Have money market account		14	7.8%	63
Have savings account		61	33.9%	93
Have 401K retirement savings		29	16.1%	91
Have IRA retirement savings		21	11.7%	77
Have auto loan for new car		24	13.3%	115
Have personal loan for education only		7	3.9%	96
Have personal loan-not for education		6	3.3%	132
Have home mortgage (1st)		33	18.3%	95
Have 2nd mortgage (equity loan)		10	5.6%	88
Have home equity line of credit		9	5.0%	83
Have personal line of credit		7	3.9%	86
Have overdraft protection		23	12.8%	96
Own any securities investment		39	21.7%	87
Own annuities		5	2.8%	91
Own certificate of deposit (6 months or less)		6	3.3%	95
Own certificate of deposit (more than 6 months)		8	4.4%	80
Own common/preferred stock in company you work for		4	2.2%	74
Own common stock in company you don't work for		9	5.0%	79
Own insured money market account (bank)		2	1.1%	54
Own shares in money market fund		8	4.4%	67
Own shares in mutual fund (bonds)		7	3.9%	66
Own shares in mutual fund (stock)		13	7.2%	77
Own any stock		14	7.8%	85
Own stock with market value <\$10000		5	2.8%	89
Own stock with market value \$10000-49999		3	1.7%	66
Own stock with market value \$50000+		3	1.7%	67

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

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

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	10	5.6%	81
Used financial planning counsel in last 12 months	9	5.0%	64
Used full service brokerage firm in last 12 months	7	3.9%	63
Own any credit/debit card (in own name)	128	71.1%	96
Own American Express card (in own name)	14	7.8%	63
Own Discover card (in own name)	20	11.1%	99
Own MasterCard (in own name)	55	30.6%	89
Own Visa (in own name)	83	46.1%	94
Own any department store credit card (in own name)	51	28.3%	91
Avg monthly credit card expenditures: <\$111	25	13.9%	100
Avg monthly credit card expenditures: \$111-225	15	8.3%	107
Avg monthly credit card expenditures: \$226-450	11	6.1%	82
Avg monthly credit card expenditures: \$451-700	10	5.6%	87
Avg monthly credit card expenditures: \$701+	16	8.9%	66

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,221	1,234	
Population 18+		932	951	
Households		454	462	
Median Household Income		\$50,939	\$53,637	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		485	52.0%	105
Bank/financial institution: use savings & loan		86	9.2%	88
Bank/financial institution: use credit union		225	24.1%	107
Bank/financial institution: use fed savings bank		17	1.8%	79
Bank/financial institution: use mutual funds co		18	1.9%	59
Bank/financial institution: use Internet Bank		28	3.0%	70
Used ATM/cash machine in last 12 months		417	44.7%	88
Banked in person in last 12 months		474	50.9%	98
Banked by mail in last 12 months		37	4.0%	74
Banked by phone in last 12 months		131	14.1%	94
Did banking over the Internet in last 12 months		214	23.0%	84
Used direct deposit of paycheck in last 12 months		363	38.9%	101
Have interest checking account		298	32.0%	99
Have non-interest checking account		226	24.2%	91
Have money market account		70	7.5%	61
Have savings account		306	32.8%	90
Have 401K retirement savings		145	15.6%	88
Have IRA retirement savings		108	11.6%	77
Have auto loan for new car		120	12.9%	112
Have personal loan for education only		35	3.8%	93
Have personal loan-not for education		29	3.1%	124
Have home mortgage (1st)		168	18.0%	94
Have 2nd mortgage (equity loan)		50	5.4%	85
Have home equity line of credit		44	4.7%	79
Have personal line of credit		36	3.9%	85
Have overdraft protection		116	12.4%	94
Own any securities investment		195	20.9%	84
Own annuities		24	2.6%	85
Own certificate of deposit (6 months or less)		29	3.1%	88
Own certificate of deposit (more than 6 months)		39	4.2%	75
Own common/preferred stock in company you work for		20	2.1%	71
Own common stock in company you don't work for		44	4.7%	75
Own insured money market account (bank)		11	1.2%	57
Own shares in money market fund		40	4.3%	65
Own shares in mutual fund (bonds)		35	3.8%	63
Own shares in mutual fund (stock)		66	7.1%	75
Own any stock		68	7.3%	79
Own stock with market value <\$10000		23	2.5%	79
Own stock with market value \$10000-49999		16	1.7%	69
Own stock with market value \$50000+		16	1.7%	69

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

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

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	49	5.3%	77
Used financial planning counsel in last 12 months	45	4.8%	61
Used full service brokerage firm in last 12 months	37	4.0%	64
Own any credit/debit card (in own name)	653	70.1%	95
Own American Express card (in own name)	68	7.3%	59
Own Discover card (in own name)	101	10.8%	97
Own MasterCard (in own name)	283	30.4%	89
Own Visa (in own name)	421	45.2%	92
Own any department store credit card (in own name)	258	27.7%	89
Avg monthly credit card expenditures: <\$111	130	13.9%	101
Avg monthly credit card expenditures: \$111-225	78	8.4%	107
Avg monthly credit card expenditures: \$226-450	55	5.9%	79
Avg monthly credit card expenditures: \$451-700	52	5.6%	88
Avg monthly credit card expenditures: \$701+	80	8.6%	64

**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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ECONOMIC DEVELOPMENT

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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		3,637	3,683	
Population 18+		2,744	2,807	
Households		1,335	1,360	
Median Household Income		\$52,113	\$54,910	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		1,422	51.8%	105
Bank/financial institution: use savings & loan		254	9.3%	88
Bank/financial institution: use credit union		646	23.5%	104
Bank/financial institution: use fed savings bank		48	1.7%	76
Bank/financial institution: use mutual funds co		52	1.9%	58
Bank/financial institution: use Internet Bank		79	2.9%	67
Used ATM/cash machine in last 12 months		1,205	43.9%	86
Banked in person in last 12 months		1,386	50.5%	97
Banked by mail in last 12 months		105	3.8%	72
Banked by phone in last 12 months		378	13.8%	92
Did banking over the Internet in last 12 months		606	22.1%	81
Used direct deposit of paycheck in last 12 months		1,056	38.5%	100
Have interest checking account		862	31.4%	97
Have non-interest checking account		663	24.2%	91
Have money market account		198	7.2%	59
Have savings account		883	32.2%	89
Have 401K retirement savings		419	15.3%	86
Have IRA retirement savings		314	11.4%	76
Have auto loan for new car		345	12.6%	109
Have personal loan for education only		100	3.6%	90
Have personal loan-not for education		88	3.2%	127
Have home mortgage (1st)		482	17.6%	91
Have 2nd mortgage (equity loan)		141	5.1%	82
Have home equity line of credit		126	4.6%	76
Have personal line of credit		101	3.7%	81
Have overdraft protection		334	12.2%	91
Own any securities investment		561	20.4%	82
Own annuities		68	2.5%	82
Own certificate of deposit (6 months or less)		85	3.1%	88
Own certificate of deposit (more than 6 months)		116	4.2%	76
Own common/preferred stock in company you work for		59	2.2%	71
Own common stock in company you don't work for		125	4.6%	72
Own insured money market account (bank)		33	1.2%	58
Own shares in money market fund		113	4.1%	62
Own shares in mutual fund (bonds)		99	3.6%	61
Own shares in mutual fund (stock)		184	6.7%	71
Own any stock		195	7.1%	77
Own stock with market value <\$10000		66	2.4%	77
Own stock with market value \$10000-49999		46	1.7%	67
Own stock with market value \$50000+		46	1.7%	67

**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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ECONOMIC DEVELOPMENT

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Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	141	5.1%	75
Used financial planning counsel in last 12 months	129	4.7%	60
Used full service brokerage firm in last 12 months	107	3.9%	63
Own any credit/debit card (in own name)	1,903	69.4%	94
Own American Express card (in own name)	189	6.9%	55
Own Discover card (in own name)	291	10.6%	95
Own MasterCard (in own name)	828	30.2%	88
Own Visa (in own name)	1,221	44.5%	91
Own any department store credit card (in own name)	749	27.3%	88
Avg monthly credit card expenditures: <\$111	384	14.0%	101
Avg monthly credit card expenditures: \$111-225	227	8.3%	106
Avg monthly credit card expenditures: \$226-450	161	5.9%	79
Avg monthly credit card expenditures: \$451-700	149	5.4%	85
Avg monthly credit card expenditures: \$701+	225	8.2%	61

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary		2010	2015	
Population		235	241	
Population 18+		180	186	
Households		93	96	
Median Household Income		\$47,367	\$52,077	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		62	66.7%	129
HH owns any bird		3	3.2%	111
HH owns any cat		30	32.3%	134
HH owns any dog		49	52.7%	139
HH owns 1 cat		14	15.1%	118
HH owns 2+ cats		15	16.1%	139
HH owns 1 dog		25	26.9%	115
HH owns 2+ dogs		23	24.7%	169
HH used canned cat food in last 6 months		13	14.0%	120
HH used <4 cans of cat food in last 7 days		5	5.4%	124
HH used 8+ cans of cat food in last 7 days		4	4.3%	120
HH used packaged dry cat food in last 6 months		28	30.1%	130
HH used <5 pounds of packaged dry cat food last mo		8	8.6%	105
HH used 11+ pounds of packaged dry cat food last mo		10	10.8%	149
HH used cat treats in last 6 months		11	11.8%	115
HH used cat litter in last 6 months		22	23.7%	116
HH used canned dog food in last 6 months		16	17.2%	130
HH used packaged dry dog food in last 6 months		47	50.5%	139
HH used <10 pounds of pkgd dry dog food last month		20	21.5%	129
HH used 25+ pounds of pkgd dry dog food last month		16	17.2%	157
HH used dog biscuits/treats in last 6 months		37	39.8%	134
HH used <2 packages of dog biscuits/treats last mo		18	19.4%	131
HH used 4+ packages of dog biscuits/treats last mo		7	7.5%	136
HH used flea/tick care prod for cat/dog last 12 mo		46	49.5%	146
HH member took pet to vet in last 12 mo: 1 time		14	15.1%	119
HH member took pet to vet in last 12 mo: 2 times		13	14.0%	127
HH member took pet to vet in last 12 mo: 3 times		6	6.5%	115
HH member took pet to vet in last 12 mo: 4 times		5	5.4%	130
HH member took pet to vet in last 12 mo: 5+ times		7	7.5%	135
Bought pet food from vet in last 12 months		6	6.5%	126
Bought flea control product from vet in last 12 mo		18	19.4%	145

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,221	1,234	
Population 18+		932	951	
Households		454	462	
Median Household Income		\$50,939	\$53,637	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		302	66.5%	129
HH owns any bird		13	2.9%	98
HH owns any cat		146	32.2%	133
HH owns any dog		238	52.4%	138
HH owns 1 cat		70	15.4%	120
HH owns 2+ cats		75	16.5%	143
HH owns 1 dog		125	27.5%	117
HH owns 2+ dogs		114	25.1%	171
HH used canned cat food in last 6 months		63	13.9%	119
HH used <4 cans of cat food in last 7 days		24	5.3%	121
HH used 8+ cans of cat food in last 7 days		20	4.4%	122
HH used packaged dry cat food in last 6 months		137	30.2%	130
HH used <5 pounds of packaged dry cat food last mo		41	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		47	10.4%	144
HH used cat treats in last 6 months		53	11.7%	114
HH used cat litter in last 6 months		107	23.6%	115
HH used canned dog food in last 6 months		79	17.4%	131
HH used packaged dry dog food in last 6 months		228	50.2%	138
HH used <10 pounds of pkgd dry dog food last month		96	21.1%	127
HH used 25+ pounds of pkgd dry dog food last month		77	17.0%	154
HH used dog biscuits/treats in last 6 months		178	39.2%	132
HH used <2 packages of dog biscuits/treats last mo		86	18.9%	128
HH used 4+ packages of dog biscuits/treats last mo		36	7.9%	143
HH used flea/tick care prod for cat/dog last 12 mo		225	49.6%	146
HH member took pet to vet in last 12 mo: 1 time		68	15.0%	118
HH member took pet to vet in last 12 mo: 2 times		63	13.9%	126
HH member took pet to vet in last 12 mo: 3 times		29	6.4%	113
HH member took pet to vet in last 12 mo: 4 times		23	5.1%	122
HH member took pet to vet in last 12 mo: 5+ times		36	7.9%	142
Bought pet food from vet in last 12 months		28	6.2%	121
Bought flea control product from vet in last 12 mo		88	19.4%	145

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary		2010	2015	
Population		3,637	3,683	
Population 18+		2,744	2,807	
Households		1,335	1,360	
Median Household Income		\$52,113	\$54,910	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		885	66.3%	128
HH owns any bird		38	2.8%	98
HH owns any cat		427	32.0%	133
HH owns any dog		703	52.7%	139
HH owns 1 cat		207	15.5%	121
HH owns 2+ cats		220	16.5%	142
HH owns 1 dog		368	27.6%	117
HH owns 2+ dogs		334	25.0%	170
HH used canned cat food in last 6 months		186	13.9%	120
HH used <4 cans of cat food in last 7 days		69	5.2%	119
HH used 8+ cans of cat food in last 7 days		60	4.5%	125
HH used packaged dry cat food in last 6 months		400	30.0%	129
HH used <5 pounds of packaged dry cat food last mo		120	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		139	10.4%	145
HH used cat treats in last 6 months		154	11.5%	112
HH used cat litter in last 6 months		311	23.3%	114
HH used canned dog food in last 6 months		233	17.5%	132
HH used packaged dry dog food in last 6 months		672	50.3%	138
HH used <10 pounds of pkgd dry dog food last month		285	21.3%	128
HH used 25+ pounds of pkgd dry dog food last month		225	16.9%	153
HH used dog biscuits/treats in last 6 months		523	39.2%	132
HH used <2 packages of dog biscuits/treats last mo		254	19.0%	128
HH used 4+ packages of dog biscuits/treats last mo		107	8.0%	145
HH used flea/tick care prod for cat/dog last 12 mo		663	49.7%	146
HH member took pet to vet in last 12 mo: 1 time		200	15.0%	118
HH member took pet to vet in last 12 mo: 2 times		182	13.6%	123
HH member took pet to vet in last 12 mo: 3 times		85	6.4%	113
HH member took pet to vet in last 12 mo: 4 times		68	5.1%	123
HH member took pet to vet in last 12 mo: 5+ times		103	7.7%	138
Bought pet food from vet in last 12 months		82	6.1%	120
Bought flea control product from vet in last 12 mo		257	19.3%	144

**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 Neville  
 Market St, Moscow, OH, 45153  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Demographic Summary		2010	2015
Population		235	241
Population 18+		180	186
Households		93	96
Median Household Income		\$47,367	\$52,077

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	49	27.2%	91
Exercise at club 2+ times per week	12	6.7%	54
Exercise at other facility (not club) 2+ times/wk	11	6.1%	76
Own stationary bicycle	13	7.2%	128
Own treadmill	17	9.4%	96
Own weight lifting equipment	22	12.2%	94
Presently controlling diet	75	41.7%	101
Diet control for blood sugar level	17	9.4%	129
Diet control for cholesterol level	21	11.7%	115
Diet control to maintain weight	20	11.1%	99
Diet control for physical fitness	15	8.3%	83
Diet control for salt restriction	8	4.4%	133
Diet control for weight loss	25	13.9%	98
Used doctor's care/diet for diet method	6	3.3%	111
Used exercise program for diet method	13	7.2%	85
Used Weight Watchers as diet method	5	2.8%	91
Buy foods specifically labeled as fat-free	31	17.2%	98
Buy foods specifically labeled as high fiber	16	8.9%	77
Buy foods specifically labeled as high protein	10	5.6%	101
Buy foods specifically labeled as lactose-free	2	1.1%	60
Buy foods specifically labeled as low-calorie	16	8.9%	82
Buy foods specifically labeled as low-carb	14	7.8%	101
Buy foods specifically labeled as low-cholesterol	17	9.4%	114
Buy foods specifically labeled as low-fat	24	13.3%	100
Buy foods specifically labeled as low-sodium	17	9.4%	105
Buy foods specifically labeled as natural/organic	12	6.7%	79
Buy foods specifically labeled as sugar-free	27	15.0%	113
Used butter alternatives in last 6 months	7	3.9%	93
Used egg alternatives in last 6 months	19	10.6%	74
Used salt alternatives in last 6 months	46	25.6%	92
Drank meal/dietary supplement in last 6 months	10	5.6%	76
Used nutrition/energy bar in last 6 months	16	8.9%	63
Drank sports drink/thirst quencher in last 6 mo	53	29.4%	92
Used vitamin/dietary supplement in last 6 months	82	45.6%	94
Vitamin/dietary suppl used/6 mo: antioxidant	4	2.2%	76
Vitamin/dietary suppl used/6 mo: B complex	7	3.9%	80
Vitamin/dietary suppl used/6 mo: B complex+C	3	1.7%	86
Vitamin/dietary suppl used/6 mo: B-6	3	1.7%	82
Vitamin/dietary suppl used/6 mo: B-12	11	6.1%	108
Vitamin/dietary suppl used/6 mo: C	12	6.7%	79
Vitamin/dietary suppl used/6 mo: calcium	18	10.0%	93

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# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	9	5.0%	101
Vitamin/dietary suppl used/6 mo: E	8	4.4%	89
Vitamin/dietary suppl used/6 mo: garlic	4	2.2%	130
Vitamin/dietary suppl used/6 mo: glucosamine	9	5.0%	108
Vitamin/dietary suppl used/6 mo: multiple formula	20	11.1%	95
Vitamin/dietary suppl used/6 mo: multiple w/iron	5	2.8%	64
Vitamin/dietary suppl used/6 mo: mult w/minerals	8	4.4%	75
Vitamin/dietary suppl used/6 mo: zinc	3	1.7%	72
Vitamin/dietary suppl/6 mo: Caltrate 600	4	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	8	4.4%	76
Vitamin/dietary suppl/6 mo: Nature Made	11	6.1%	104
Visited doctor in last 12 months	139	77.2%	99
Visited doctor in last 12 months: 1-3 times	61	33.9%	100
Visited doctor in last 12 months: 4-7 times	39	21.7%	97
Visited doctor in last 12 months: 8+ times	39	21.7%	100
Visited doctor in last 12 mo: allergist	3	1.7%	70
Visited doctor in last 12 mo: cardiologist	15	8.3%	118
Visited doctor in last 12 mo: chiropractor	11	6.1%	82
Visited doctor in last 12 mo: dentist	57	31.7%	84
Visited doctor in last 12 mo: dermatologist	10	5.6%	78
Visited doctor in last 12 mo: ear/nose/throat	7	3.9%	84
Visited doctor in last 12 mo: eye	38	21.1%	102
Visited doctor in last 12 mo: general/family	83	46.1%	108
Visited doctor in last 12 mo: internist	9	5.0%	68
Visited doctor in last 12 mo: physical therapist	8	4.4%	98
Visited doctor in last 12 mo: podiatrist	4	2.2%	66
Visited doctor in last 12 mo: urologist	8	4.4%	115
Visited nurse practitioner in last 12 months	11	6.1%	146
Wear regular/sun/tinted prescription eyeglasses	63	35.0%	102
Wear bi-focals	36	20.0%	127
Wear disposable contact lenses	11	6.1%	94
Wear soft contact lenses	14	7.8%	88
Spent on contact lenses in last 12 mo: <\$100	5	2.8%	99
Spent on contact lenses in last 12 mo: \$100-199	5	2.8%	74
Spent on contact lenses in last 12 mo: \$200+	5	2.8%	92
Bought prescription eyewear: discount optical ctr	17	9.4%	118
Bought prescription eyewear: from eye doctor	52	28.9%	112
Bought prescription eyewear: retail optical chain	16	8.9%	80
Used prescription drug for allergy/hay fever	12	6.7%	95
Used prescription drug for anxiety/panic	10	5.6%	136
Used prescription drug for arthritis/rheumatism	6	3.3%	127
Used prescription drug for asthma	8	4.4%	108
Used prescription drug for backache/back pain	17	9.4%	128
Used prescription drug for depression	15	8.3%	141
Used prescr drug for diabetes (insulin dependent)	4	2.2%	112
Used prescr drug for diabetes (non-insulin)	7	3.9%	104
Used prescription drug for eczema/skin itch/rash	3	1.7%	80

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	19	10.6%	159
Used prescription drug for high blood pressure	29	16.1%	129
Used prescription drug for high cholesterol	19	10.6%	121
Used prescription drug for migraine headache	7	3.9%	105
Used prescription drug for sinus congest./headache	9	5.0%	103
Used prescription drug for urinary tract infection	6	3.3%	107
Used last 6 mo: adhesive bandages	101	56.1%	101
Used last 6 mo: athlete's foot/foot care product	23	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	86	47.8%	100
Used last 6 mo: children's cold tablets/liquids	26	14.4%	96
Used last 6 mo: contact lens cleaning solution	20	11.1%	91
Used last 6 mo: cotton swabs	86	47.8%	99
Used last 6 mo: cough/sore throat drops (nonprescr)	80	44.4%	94
Used last 6 mo: cough syrup/suppressant (nonprescr)	61	33.9%	99
Used last 6 mo: children's cough syrup	26	14.4%	101
Used last 6 mo: diarrhea remedy	30	16.7%	102
Used last 6 mo: eye wash and drops	57	31.7%	104
Used last 6 mo: headache/pain reliever (nonprescr)	156	86.7%	103
Used last 6 mo: hemorrhoid remedy	20	11.1%	124
Used last 6 mo: indigestion/upset stomach remedy	84	46.7%	104
Used last 6 mo: lactose intolerance product	4	2.2%	63
Used last 6 mo: laxative/fiber supplement	27	15.0%	108
Used last 6 mo: medicated skin ointment	60	33.3%	106
Used last 6 mo: medicated throat remedy	22	12.2%	107
Used last 6 mo: nasal spray	29	16.1%	101
Used last 6 mo: pain reliever/fever reducer (kids)	42	23.3%	105
Used last 6 mo: pain relieving rub/liquid/patch	46	25.6%	101
Used last 6 mo: sleeping tablets (nonprescription)	7	3.9%	72
Used last 12 mo: sunburn remedy	28	15.6%	101
Used last 12 mo: suntan/sunscreen product	58	32.2%	84
Used last 12 mo: SPF 15+ suntan/sunscreen product	45	25.0%	83
Used last 6 mo: toothache/gum/canker sore remedy	32	17.8%	106
Used last 6 mo: vitamins for children	24	13.3%	90
Used body powder in last 6 months	54	30.0%	108
Used body powder <3 times in last 7 days	19	10.6%	89
Used body powder 8+ times in last 7 days	5	2.8%	127
Used body wash/shower gel in last 6 months	96	53.3%	103
Used breath freshener in last 6 months	81	45.0%	97
Used complexion care product in last 6 months	74	41.1%	87
Used complexion care product <7 times last week	21	11.7%	85
Used complexion care product 11+ times last week	26	14.4%	87
Used complexion care prod: dry facial skin type	13	7.2%	99
Used complexion care prod: normal facial skin type	22	12.2%	80
Used complexion care prod: oily facial skin type	10	5.6%	92
Used dental floss in last 6 months	103	57.2%	92

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	32	17.8%	88
Used denture adhesive/fixative in last 6 months	15	8.3%	133
Used denture cleaner in last 6 months	24	13.3%	120
Used deodorant/antiperspirant in last 6 months	172	95.6%	102
Used deodorant/antiperspirant <8 times last week	128	71.1%	103
Used deodorant/antiperspirant 15+ times last week	11	6.1%	101
Used disposable razor in last 6 months	102	56.7%	108
Used electric shaver in last 6 months	36	20.0%	106
Used hair coloring product (at home) last 6 months	30	16.7%	83
Used hair conditioner (at home) in last 6 months	111	61.7%	99
Used hair conditioning treatment (at home)/6 mo	37	20.6%	87
Used hair growth product in last 6 months	2	1.1%	49
Used hair mousse in last 6 months	31	17.2%	99
Used hair spray (at home) in last 6 months	71	39.4%	109
Used hair styling gel/lotion in last 6 months	39	21.7%	81
Used hand & body cream/lotion/oil in last 6 months	126	70.0%	96
Used hand & body cream/lotion/oil <5 times last wk	38	21.1%	98
Used hand & body cream/lotion/oil 9+ times last wk	42	23.3%	94
Used hand & body cream in last 6 months	25	13.9%	79
Used hand & body lotion in last 6 months	89	49.4%	101
Used hand & body oil in last 6 months	8	4.4%	86
Used lip care in last 6 months	105	58.3%	98
Used liquid soap/hand sanitizer in last 6 months	138	76.7%	100
Used mouthwash in last 6 months	122	67.8%	103
Used mouthwash <4 times in last 7 days	36	20.0%	93
Used mouthwash 8+ times in last 7 days	30	16.7%	105
Used shampoo (at home) in last 6 months	168	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	33	18.3%	95
Used shaving cream/gel in last 6 months	99	55.0%	105
Used personal care soap (bar) in last 6 months	152	84.4%	101
Used personal care soap for antibacterial purpose	34	18.9%	98
Used personal care soap for complexion	11	6.1%	89
Used personal care soap for deodorant	33	18.3%	113
Use personal care soap for moisturizing	38	21.1%	97
Bought toothbrush in last 6 months	158	87.8%	103
Bought electric toothbrush in last 6 months	9	5.0%	75
Used toothpaste in last 6 months	172	95.6%	100
Used toothpaste <8 times in last 7 days	56	31.1%	97
Used toothpaste 15+ times in last 7 days	29	16.1%	99
Used toothpaste with baking soda in last 6 months	19	10.6%	92
Used toothpaste (gel) in last 6 months	53	29.4%	106
Used toothpaste (paste) in last 6 months	81	45.0%	93
Used whitening toothpaste in last 6 months	65	36.1%	104
Used tooth whitener (not toothpaste) last 6 months	15	8.3%	78
Had professional manicure/pedicure last 6 months	23	12.8%	74
Had professional facial/massage last 6 months	9	5.0%	53
Spent \$100+ at barber shops in last 6 months	7	3.9%	72
Spent \$100+ at beauty parlors in last 6 months	23	12.8%	80

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

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# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Demographic Summary		2010	2015	
Population		1,221	1,234	
Population 18+		932	951	
Households		454	462	
Median Household Income		\$50,939	\$53,637	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		245	26.3%	88
Exercise at club 2+ times per week		61	6.5%	53
Exercise at other facility (not club) 2+ times/wk		54	5.8%	72
Own stationary bicycle		64	6.9%	122
Own treadmill		84	9.0%	92
Own weight lifting equipment		106	11.4%	88
Presently controlling diet		388	41.6%	101
Diet control for blood sugar level		92	9.9%	134
Diet control for cholesterol level		109	11.7%	115
Diet control to maintain weight		103	11.1%	99
Diet control for physical fitness		76	8.2%	82
Diet control for salt restriction		42	4.5%	135
Diet control for weight loss		127	13.6%	96
Used doctor's care/diet for diet method		34	3.6%	121
Used exercise program for diet method		63	6.8%	80
Used Weight Watchers as diet method		26	2.8%	92
Buy foods specifically labeled as fat-free		159	17.1%	97
Buy foods specifically labeled as high fiber		85	9.1%	80
Buy foods specifically labeled as high protein		50	5.4%	98
Buy foods specifically labeled as lactose-free		10	1.1%	58
Buy foods specifically labeled as low-calorie		83	8.9%	82
Buy foods specifically labeled as low-carb		74	7.9%	103
Buy foods specifically labeled as low-cholesterol		86	9.2%	112
Buy foods specifically labeled as low-fat		124	13.3%	100
Buy foods specifically labeled as low-sodium		86	9.2%	102
Buy foods specifically labeled as natural/organic		59	6.3%	75
Buy foods specifically labeled as sugar-free		140	15.0%	113
Used butter alternatives in last 6 months		35	3.8%	90
Used egg alternatives in last 6 months		96	10.3%	72
Used salt alternatives in last 6 months		238	25.5%	92
Drank meal/dietary supplement in last 6 months		52	5.6%	76
Used nutrition/energy bar in last 6 months		82	8.8%	62
Drank sports drink/thirst quencher in last 6 mo		272	29.2%	91
Used vitamin/dietary supplement in last 6 months		423	45.4%	94
Vitamin/dietary suppl used/6 mo: antioxidant		18	1.9%	66
Vitamin/dietary suppl used/6 mo: B complex		37	4.0%	82
Vitamin/dietary suppl used/6 mo: B complex+C		15	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6		18	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		59	6.3%	112
Vitamin/dietary suppl used/6 mo: C		62	6.7%	79
Vitamin/dietary suppl used/6 mo: calcium		94	10.1%	94

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

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



# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	44	4.7%	96
Vitamin/dietary suppl used/6 mo: E	42	4.5%	91
Vitamin/dietary suppl used/6 mo: garlic	20	2.1%	126
Vitamin/dietary suppl used/6 mo: glucosamine	43	4.6%	100
Vitamin/dietary suppl used/6 mo: multiple formula	101	10.8%	92
Vitamin/dietary suppl used/6 mo: multiple w/iron	23	2.5%	57
Vitamin/dietary suppl used/6 mo: mult w/minerals	41	4.4%	74
Vitamin/dietary suppl used/6 mo: zinc	14	1.5%	65
Vitamin/dietary suppl/6 mo: Caltrate 600	22	2.4%	89
Vitamin/dietary suppl/6 mo: Centrum	43	4.6%	79
Vitamin/dietary suppl/6 mo: Nature Made	56	6.0%	102
Visited doctor in last 12 months	719	77.1%	99
Visited doctor in last 12 months: 1-3 times	318	34.1%	101
Visited doctor in last 12 months: 4-7 times	199	21.4%	96
Visited doctor in last 12 months: 8+ times	201	21.6%	100
Visited doctor in last 12 mo: allergist	17	1.8%	76
Visited doctor in last 12 mo: cardiologist	75	8.0%	114
Visited doctor in last 12 mo: chiropractor	59	6.3%	85
Visited doctor in last 12 mo: dentist	291	31.2%	83
Visited doctor in last 12 mo: dermatologist	52	5.6%	78
Visited doctor in last 12 mo: ear/nose/throat	37	4.0%	86
Visited doctor in last 12 mo: eye	196	21.0%	102
Visited doctor in last 12 mo: general/family	430	46.1%	108
Visited doctor in last 12 mo: internist	45	4.8%	66
Visited doctor in last 12 mo: physical therapist	39	4.2%	92
Visited doctor in last 12 mo: podiatrist	23	2.5%	73
Visited doctor in last 12 mo: urologist	42	4.5%	117
Visited nurse practitioner in last 12 months	56	6.0%	143
Wear regular/sun/tinted prescription eyeglasses	327	35.1%	102
Wear bi-focals	192	20.6%	131
Wear disposable contact lenses	54	5.8%	89
Wear soft contact lenses	70	7.5%	85
Spent on contact lenses in last 12 mo: <\$100	24	2.6%	92
Spent on contact lenses in last 12 mo: \$100-199	27	2.9%	78
Spent on contact lenses in last 12 mo: \$200+	24	2.6%	85
Bought prescription eyewear: discount optical ctr	88	9.4%	118
Bought prescription eyewear: from eye doctor	269	28.9%	112
Bought prescription eyewear: retail optical chain	81	8.7%	78
Used prescription drug for allergy/hay fever	63	6.8%	96
Used prescription drug for anxiety/panic	52	5.6%	137
Used prescription drug for arthritis/rheumatism	32	3.4%	130
Used prescription drug for asthma	41	4.4%	107
Used prescription drug for backache/back pain	90	9.7%	131
Used prescription drug for depression	76	8.2%	138
Used prescr drug for diabetes (insulin dependent)	24	2.6%	130
Used prescr drug for diabetes (non-insulin)	37	4.0%	107
Used prescription drug for eczema/skin itch/rash	15	1.6%	77

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# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	96	10.3%	155
Used prescription drug for high blood pressure	151	16.2%	130
Used prescription drug for high cholesterol	98	10.5%	121
Used prescription drug for migraine headache	35	3.8%	101
Used prescription drug for sinus congest./headache	46	4.9%	101
Used prescription drug for urinary tract infection	32	3.4%	110
Used last 6 mo: adhesive bandages	528	56.7%	102
Used last 6 mo: athlete's foot/foot care product	119	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	448	48.1%	101
Used last 6 mo: children's cold tablets/liquids	133	14.3%	95
Used last 6 mo: contact lens cleaning solution	101	10.8%	89
Used last 6 mo: cotton swabs	443	47.5%	99
Used last 6 mo: cough/sore throat drops (nonprescr)	417	44.7%	94
Used last 6 mo: cough syrup/suppressant (nonprescr)	318	34.1%	100
Used last 6 mo: children's cough syrup	137	14.7%	103
Used last 6 mo: diarrhea remedy	158	17.0%	103
Used last 6 mo: eye wash and drops	297	31.9%	104
Used last 6 mo: headache/pain reliever (nonprescr)	803	86.2%	103
Used last 6 mo: hemorrhoid remedy	108	11.6%	130
Used last 6 mo: indigestion/upset stomach remedy	436	46.8%	104
Used last 6 mo: lactose intolerance product	20	2.1%	61
Used last 6 mo: laxative/fiber supplement	144	15.5%	111
Used last 6 mo: medicated skin ointment	311	33.4%	106
Used last 6 mo: medicated throat remedy	115	12.3%	108
Used last 6 mo: nasal spray	154	16.5%	104
Used last 6 mo: pain reliever/fever reducer (kids)	215	23.1%	104
Used last 6 mo: pain relieving rub/liquid/patch	240	25.8%	102
Used last 6 mo: sleeping tablets (nonprescription)	38	4.1%	75
Used last 12 mo: sunburn remedy	149	16.0%	104
Used last 12 mo: suntan/sunscreen product	297	31.9%	83
Used last 12 mo: SPF 15+ suntan/sunscreen product	229	24.6%	82
Used last 6 mo: toothache/gum/canker sore remedy	171	18.3%	109
Used last 6 mo: vitamins for children	121	13.0%	88
Used body powder in last 6 months	284	30.5%	110
Used body powder <3 times in last 7 days	100	10.7%	91
Used body powder 8+ times in last 7 days	28	3.0%	137
Used body wash/shower gel in last 6 months	497	53.3%	103
Used breath freshener in last 6 months	417	44.7%	96
Used complexion care product in last 6 months	382	41.0%	87
Used complexion care product <7 times last week	111	11.9%	87
Used complexion care product 11+ times last week	132	14.2%	85
Used complexion care prod: dry facial skin type	70	7.5%	103
Used complexion care prod: normal facial skin type	115	12.3%	81
Used complexion care prod: oily facial skin type	50	5.4%	89
Used dental floss in last 6 months	531	57.0%	91

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# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	168	18.0%	89
Used denture adhesive/fixative in last 6 months	81	8.7%	139
Used denture cleaner in last 6 months	129	13.8%	125
Used deodorant/antiperspirant in last 6 months	889	95.4%	102
Used deodorant/antiperspirant <8 times last week	660	70.8%	103
Used deodorant/antiperspirant 15+ times last week	57	6.1%	101
Used disposable razor in last 6 months	534	57.3%	110
Used electric shaver in last 6 months	183	19.6%	104
Used hair coloring product (at home) last 6 months	158	17.0%	85
Used hair conditioner (at home) in last 6 months	572	61.4%	99
Used hair conditioning treatment (at home)/6 mo	195	20.9%	89
Used hair growth product in last 6 months	8	0.9%	38
Used hair mousse in last 6 months	163	17.5%	101
Used hair spray (at home) in last 6 months	374	40.1%	111
Used hair styling gel/lotion in last 6 months	201	21.6%	80
Used hand & body cream/lotion/oil in last 6 months	654	70.2%	97
Used hand & body cream/lotion/oil <5 times last wk	200	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	216	23.2%	93
Used hand & body cream in last 6 months	127	13.6%	78
Used hand & body lotion in last 6 months	457	49.0%	100
Used hand & body oil in last 6 months	44	4.7%	91
Used lip care in last 6 months	543	58.3%	98
Used liquid soap/hand sanitizer in last 6 months	715	76.7%	100
Used mouthwash in last 6 months	635	68.1%	103
Used mouthwash <4 times in last 7 days	190	20.4%	95
Used mouthwash 8+ times in last 7 days	161	17.3%	109
Used shampoo (at home) in last 6 months	871	93.5%	101
Used shampoo plus conditioner prod (at home)/6 mo	175	18.8%	97
Used shaving cream/gel in last 6 months	515	55.3%	106
Used personal care soap (bar) in last 6 months	790	84.8%	101
Used personal care soap for antibacterial purpose	175	18.8%	98
Used personal care soap for complexion	56	6.0%	88
Used personal care soap for deodorant	171	18.3%	113
Use personal care soap for moisturizing	198	21.2%	98
Bought toothbrush in last 6 months	813	87.2%	102
Bought electric toothbrush in last 6 months	43	4.6%	69
Used toothpaste in last 6 months	886	95.1%	99
Used toothpaste <8 times in last 7 days	295	31.7%	98
Used toothpaste 15+ times in last 7 days	148	15.9%	98
Used toothpaste with baking soda in last 6 months	101	10.8%	95
Used toothpaste (gel) in last 6 months	277	29.7%	107
Used toothpaste (paste) in last 6 months	420	45.1%	93
Used whitening toothpaste in last 6 months	335	35.9%	103
Used tooth whitener (not toothpaste) last 6 months	76	8.2%	77
Had professional manicure/pedicure last 6 months	118	12.7%	74
Had professional facial/massage last 6 months	43	4.6%	49
Spent \$100+ at barber shops in last 6 months	36	3.9%	72
Spent \$100+ at beauty parlors in last 6 months	116	12.4%	78

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		3,637	3,683	
Population 18+		2,744	2,807	
Households		1,335	1,360	
Median Household Income		\$52,113	\$54,910	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		704	25.7%	85
Exercise at club 2+ times per week		171	6.2%	51
Exercise at other facility (not club) 2+ times/wk		155	5.6%	70
Own stationary bicycle		180	6.6%	116
Own treadmill		243	8.9%	90
Own weight lifting equipment		299	10.9%	84
Presently controlling diet		1,142	41.6%	101
Diet control for blood sugar level		278	10.1%	138
Diet control for cholesterol level		324	11.8%	117
Diet control to maintain weight		302	11.0%	98
Diet control for physical fitness		221	8.1%	81
Diet control for salt restriction		127	4.6%	139
Diet control for weight loss		371	13.5%	95
Used doctor's care/diet for diet method		101	3.7%	122
Used exercise program for diet method		181	6.6%	78
Used Weight Watchers as diet method		76	2.8%	91
Buy foods specifically labeled as fat-free		465	16.9%	97
Buy foods specifically labeled as high fiber		248	9.0%	79
Buy foods specifically labeled as high protein		145	5.3%	96
Buy foods specifically labeled as lactose-free		30	1.1%	59
Buy foods specifically labeled as low-calorie		247	9.0%	83
Buy foods specifically labeled as low-carb		220	8.0%	104
Buy foods specifically labeled as low-cholesterol		253	9.2%	112
Buy foods specifically labeled as low-fat		363	13.2%	99
Buy foods specifically labeled as low-sodium		255	9.3%	103
Buy foods specifically labeled as natural/organic		166	6.1%	72
Buy foods specifically labeled as sugar-free		413	15.1%	113
Used butter alternatives in last 6 months		103	3.8%	90
Used egg alternatives in last 6 months		284	10.4%	73
Used salt alternatives in last 6 months		701	25.5%	92
Drank meal/dietary supplement in last 6 months		157	5.7%	78
Used nutrition/energy bar in last 6 months		238	8.7%	61
Drank sports drink/thirst quencher in last 6 mo		795	29.0%	91
Used vitamin/dietary supplement in last 6 months		1,241	45.2%	93
Vitamin/dietary suppl used/6 mo: antioxidant		55	2.0%	69
Vitamin/dietary suppl used/6 mo: B complex		108	3.9%	81
Vitamin/dietary suppl used/6 mo: B complex+C		41	1.5%	77
Vitamin/dietary suppl used/6 mo: B-6		50	1.8%	90
Vitamin/dietary suppl used/6 mo: B-12		171	6.2%	110
Vitamin/dietary suppl used/6 mo: C		178	6.5%	77
Vitamin/dietary suppl used/6 mo: calcium		272	9.9%	92

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	128	4.7%	95
Vitamin/dietary suppl used/6 mo: E	122	4.4%	89
Vitamin/dietary suppl used/6 mo: garlic	56	2.0%	120
Vitamin/dietary suppl used/6 mo: glucosamine	124	4.5%	98
Vitamin/dietary suppl used/6 mo: multiple formula	289	10.5%	90
Vitamin/dietary suppl used/6 mo: multiple w/iron	69	2.5%	58
Vitamin/dietary suppl used/6 mo: mult w/minerals	122	4.4%	75
Vitamin/dietary suppl used/6 mo: zinc	41	1.5%	65
Vitamin/dietary suppl/6 mo: Caltrate 600	64	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	128	4.7%	80
Vitamin/dietary suppl/6 mo: Nature Made	157	5.7%	97
Visited doctor in last 12 months	2,120	77.3%	99
Visited doctor in last 12 months: 1-3 times	938	34.2%	101
Visited doctor in last 12 months: 4-7 times	587	21.4%	96
Visited doctor in last 12 months: 8+ times	595	21.7%	100
Visited doctor in last 12 mo: allergist	51	1.9%	78
Visited doctor in last 12 mo: cardiologist	220	8.0%	114
Visited doctor in last 12 mo: chiropractor	171	6.2%	84
Visited doctor in last 12 mo: dentist	845	30.8%	81
Visited doctor in last 12 mo: dermatologist	151	5.5%	77
Visited doctor in last 12 mo: ear/nose/throat	110	4.0%	87
Visited doctor in last 12 mo: eye	574	20.9%	101
Visited doctor in last 12 mo: general/family	1,275	46.5%	109
Visited doctor in last 12 mo: internist	130	4.7%	65
Visited doctor in last 12 mo: physical therapist	114	4.2%	92
Visited doctor in last 12 mo: podiatrist	67	2.4%	72
Visited doctor in last 12 mo: urologist	122	4.4%	115
Visited nurse practitioner in last 12 months	164	6.0%	143
Wear regular/sun/tinted prescription eyeglasses	962	35.1%	102
Wear bi-focals	573	20.9%	133
Wear disposable contact lenses	155	5.6%	87
Wear soft contact lenses	207	7.5%	86
Spent on contact lenses in last 12 mo: <\$100	73	2.7%	95
Spent on contact lenses in last 12 mo: \$100-199	79	2.9%	77
Spent on contact lenses in last 12 mo: \$200+	71	2.6%	86
Bought prescription eyewear: discount optical ctr	259	9.4%	118
Bought prescription eyewear: from eye doctor	790	28.8%	112
Bought prescription eyewear: retail optical chain	239	8.7%	79
Used prescription drug for allergy/hay fever	185	6.7%	96
Used prescription drug for anxiety/panic	152	5.5%	136
Used prescription drug for arthritis/rheumatism	100	3.6%	139
Used prescription drug for asthma	118	4.3%	105
Used prescription drug for backache/back pain	268	9.8%	132
Used prescription drug for depression	223	8.1%	138
Used prescr drug for diabetes (insulin dependent)	74	2.7%	136
Used prescr drug for diabetes (non-insulin)	114	4.2%	112
Used prescription drug for eczema/skin itch/rash	43	1.6%	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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# Health and Beauty Market Potential

Downtown Neville  
 Market St, Moscow, OH, 45153  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	283	10.3%	156
Used prescription drug for high blood pressure	449	16.4%	131
Used prescription drug for high cholesterol	287	10.5%	120
Used prescription drug for migraine headache	106	3.9%	104
Used prescription drug for sinus congest./headache	140	5.1%	105
Used prescription drug for urinary tract infection	94	3.4%	110
Used last 6 mo: adhesive bandages	1,562	56.9%	103
Used last 6 mo: athlete's foot/foot care product	355	12.9%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,321	48.1%	101
Used last 6 mo: children's cold tablets/liquids	392	14.3%	95
Used last 6 mo: contact lens cleaning solution	297	10.8%	89
Used last 6 mo: cotton swabs	1,298	47.3%	99
Used last 6 mo: cough/sore throat drops (nonprescr)	1,237	45.1%	95
Used last 6 mo: cough syrup/suppressant (nonprescr)	945	34.4%	101
Used last 6 mo: children's cough syrup	404	14.7%	103
Used last 6 mo: diarrhea remedy	478	17.4%	106
Used last 6 mo: eye wash and drops	878	32.0%	105
Used last 6 mo: headache/pain reliever (nonprescr)	2,361	86.0%	103
Used last 6 mo: hemorrhoid remedy	325	11.8%	133
Used last 6 mo: indigestion/upset stomach remedy	1,292	47.1%	105
Used last 6 mo: lactose intolerance product	61	2.2%	63
Used last 6 mo: laxative/fiber supplement	430	15.7%	113
Used last 6 mo: medicated skin ointment	922	33.6%	107
Used last 6 mo: medicated throat remedy	342	12.5%	109
Used last 6 mo: nasal spray	457	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	631	23.0%	104
Used last 6 mo: pain relieving rub/liquid/patch	714	26.0%	103
Used last 6 mo: sleeping tablets (nonprescription)	114	4.2%	77
Used last 12 mo: sunburn remedy	442	16.1%	104
Used last 12 mo: suntan/sunscreen product	873	31.8%	83
Used last 12 mo: SPF 15+ suntan/sunscreen product	665	24.2%	81
Used last 6 mo: toothache/gum/canker sore remedy	514	18.7%	111
Used last 6 mo: vitamins for children	353	12.9%	87
Used body powder in last 6 months	846	30.8%	111
Used body powder <3 times in last 7 days	302	11.0%	93
Used body powder 8+ times in last 7 days	80	2.9%	133
Used body wash/shower gel in last 6 months	1,465	53.4%	103
Used breath freshener in last 6 months	1,227	44.7%	96
Used complexion care product in last 6 months	1,125	41.0%	87
Used complexion care product <7 times last week	329	12.0%	88
Used complexion care product 11+ times last week	388	14.1%	85
Used complexion care prod: dry facial skin type	206	7.5%	103
Used complexion care prod: normal facial skin type	341	12.4%	82
Used complexion care prod: oily facial skin type	146	5.3%	88
Used dental floss in last 6 months	1,558	56.8%	91

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**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 Neville  
 Market St, Moscow, OH, 45153  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 38.80934  
 Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	497	18.1%	90
Used denture adhesive/fixative in last 6 months	243	8.9%	141
Used denture cleaner in last 6 months	393	14.3%	129
Used deodorant/antiperspirant in last 6 months	2,616	95.3%	102
Used deodorant/antiperspirant <8 times last week	1,933	70.4%	103
Used deodorant/antiperspirant 15+ times last week	170	6.2%	102
Used disposable razor in last 6 months	1,588	57.9%	111
Used electric shaver in last 6 months	535	19.5%	104
Used hair coloring product (at home) last 6 months	469	17.1%	86
Used hair conditioner (at home) in last 6 months	1,685	61.4%	99
Used hair conditioning treatment (at home)/6 mo	576	21.0%	89
Used hair growth product in last 6 months	25	0.9%	40
Used hair mousse in last 6 months	483	17.6%	101
Used hair spray (at home) in last 6 months	1,114	40.6%	112
Used hair styling gel/lotion in last 6 months	590	21.5%	80
Used hand & body cream/lotion/oil in last 6 months	1,925	70.2%	97
Used hand & body cream/lotion/oil <5 times last wk	596	21.7%	101
Used hand & body cream/lotion/oil 9+ times last wk	636	23.2%	93
Used hand & body cream in last 6 months	373	13.6%	77
Used hand & body lotion in last 6 months	1,343	48.9%	100
Used hand & body oil in last 6 months	130	4.7%	91
Used lip care in last 6 months	1,603	58.4%	98
Used liquid soap/hand sanitizer in last 6 months	2,100	76.5%	100
Used mouthwash in last 6 months	1,877	68.4%	104
Used mouthwash <4 times in last 7 days	564	20.6%	96
Used mouthwash 8+ times in last 7 days	484	17.6%	111
Used shampoo (at home) in last 6 months	2,564	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	520	19.0%	98
Used shaving cream/gel in last 6 months	1,525	55.6%	106
Used personal care soap (bar) in last 6 months	2,332	85.0%	101
Used personal care soap for antibacterial purpose	513	18.7%	97
Used personal care soap for complexion	162	5.9%	86
Used personal care soap for deodorant	507	18.5%	114
Use personal care soap for moisturizing	585	21.3%	98
Bought toothbrush in last 6 months	2,388	87.0%	102
Bought electric toothbrush in last 6 months	121	4.4%	66
Used toothpaste in last 6 months	2,603	94.9%	99
Used toothpaste <8 times in last 7 days	873	31.8%	99
Used toothpaste 15+ times in last 7 days	433	15.8%	97
Used toothpaste with baking soda in last 6 months	300	10.9%	96
Used toothpaste (gel) in last 6 months	820	29.9%	107
Used toothpaste (paste) in last 6 months	1,233	44.9%	93
Used whitening toothpaste in last 6 months	989	36.0%	103
Used tooth whitener (not toothpaste) last 6 months	223	8.1%	77
Had professional manicure/pedicure last 6 months	339	12.4%	72
Had professional facial/massage last 6 months	122	4.4%	47
Spent \$100+ at barber shops in last 6 months	102	3.7%	69
Spent \$100+ at beauty parlors in last 6 months	335	12.2%	77

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015
Population	235	241
Population 18+	180	186
Households	93	96
Median Household Income	\$47,367	\$52,077

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	127	70.6%	98
Family restaurant/steak house last month: <2 times	45	25.0%	97
Family restaurant/steak house last month: 2-4 times	49	27.2%	101
Family restaurant/steak house last month: 5+ times	33	18.3%	94
Family restaurant/steak house last 6 months: breakfast	21	11.7%	89
Family restaurant/steak house last 6 months: lunch	43	23.9%	96
Family restaurant/steak house last 6 months: snack	2	1.1%	40
Family restaurant/steak house last 6 months: dinner	97	53.9%	102
Family restaurant/steak house last 6 months: weekday	67	37.2%	97
Family restaurant/steak house last 6 months: weekend	78	43.3%	97
Family restaurant/steak house last 6 months: Applebee's	41	22.8%	90
Family restaurant/steak house last 6 months: Bennigan's	2	1.1%	50
Family restaurant/steak house last 6 months: Bob Evans Farm	7	3.9%	85
Family restaurant/steak house last 6 months: Cheesecake Factory	5	2.8%	42
Family restaurant/steak house last 6 months: Chili's Grill & Bar	19	10.6%	91
Family restaurant/steak house last 6 months: Cracker Barrel	30	16.7%	150
Family restaurant/steak house last 6 months: Denny's	13	7.2%	80
Family restaurant/steak house last 6 months: Friendly's	2	1.1%	28
Family restaurant/steak house last 6 months: Golden Corral	17	9.4%	131
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	18	10.0%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	6	3.3%	122
Family restaurant/steak house last 6 months: Old Country Buffet	2	1.1%	39
Family restaurant/steak house last 6 months: Olive Garden	28	15.6%	87
Family restaurant/steak house last 6 months: Outback Steakhouse	24	13.3%	116
Family restaurant/steak house last 6 months: Perkins	6	3.3%	92
Family restaurant/steak house last 6 months: Red Lobster	26	14.4%	107
Family restaurant/steak house last 6 months: Red Robin	7	3.9%	69
Family restaurant/steak house last 6 months: Ruby Tuesday	19	10.6%	126
Family restaurant/steak house last 6 months: Ryan's	15	8.3%	221
Family restaurant/steak house last 6 months: Sizzler	5	2.8%	92
Family restaurant/steak house last 6 months: T.G.I. Friday's	12	6.7%	65
Went to fast food/drive-in restaurant in last 6 months	165	91.7%	103
Went to fast food/drive-in restaurant <6 times/month	55	30.6%	87
Went to fast food/drive-in restaurant 6-13 times/month	61	33.9%	117
Went to fast food/drive-in restaurant 14+ times/month	49	27.2%	109
Fast food/drive-in last 6 months: breakfast	54	30.0%	109
Fast food/drive-in last 6 months: lunch	115	63.9%	108
Fast food/drive-in last 6 months: snack	26	14.4%	83
Fast food/drive-in last 6 months: dinner	95	52.8%	109

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**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	128	71.1%	107
Fast food/drive-in last 6 months: weekend	89	49.4%	102
Fast food/drive-in last 6 months: A & W	6	3.3%	73
Fast food/drive-in last 6 months: Arby's	46	25.6%	124
Fast food/drive-in last 6 months: Boston Market	3	1.7%	35
Fast food/drive-in last 6 months: Burger King	71	39.4%	109
Fast food/drive-in last 6 months: Captain D's	20	11.1%	216
Fast food/drive-in last 6 months: Carl's Jr.	6	3.3%	53
Fast food/drive-in last 6 months: Checkers	7	3.9%	122
Fast food/drive-in last 6 months: Chick-fil-A	31	17.2%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4	2.2%	36
Fast food/drive-in last 6 months: Chuck E. Cheese	5	2.8%	62
Fast food/drive-in last 6 months: Church's Fr. Chicken	7	3.9%	90
Fast food/drive-in last 6 months: Dairy Queen	34	18.9%	118
Fast food/drive-in last 6 months: Del Taco	4	2.2%	66
Fast food/drive-in last 6 months: Domino's Pizza	27	15.0%	112
Fast food/drive-in last 6 months: Dunkin' Donuts	9	5.0%	43
Fast food/drive-in last 6 months: Fuddruckers	3	1.7%	60
Fast food/drive-in last 6 months: Hardee's	25	13.9%	204
Fast food/drive-in last 6 months: Jack in the Box	14	7.8%	75
Fast food/drive-in last 6 months: KFC	56	31.1%	113
Fast food/drive-in last 6 months: Little Caesars	14	7.8%	106
Fast food/drive-in last 6 months: Long John Silver's	17	9.4%	149
Fast food/drive-in last 6 months: McDonald's	106	58.9%	105
Fast food/drive-in last 6 months: Panera Bread	7	3.9%	40
Fast food/drive-in last 6 months: Papa John's	19	10.6%	121
Fast food/drive-in last 6 months: Pizza Hut	45	25.0%	113
Fast food/drive-in last 6 months: Popeyes	9	5.0%	68
Fast food/drive-in last 6 months: Quiznos	11	6.1%	68
Fast food/drive-in last 6 months: Sonic Drive-In	34	18.9%	160
Fast food/drive-in last 6 months: Starbucks	16	8.9%	60
Fast food/drive-in last 6 months: Steak n Shake	8	4.4%	88
Fast food/drive-in last 6 months: Subway	60	33.3%	105
Fast food/drive-in last 6 months: Taco Bell	63	35.0%	109
Fast food/drive-in last 6 months: Wendy's	62	34.4%	110
Fast food/drive-in last 6 months: Whataburger	11	6.1%	126
Fast food/drive-in last 6 months: White Castle	3	1.7%	41
Fast food/drive-in last 6 months: eat in	70	38.9%	103
Fast food/drive-in last 6 months: home delivery	21	11.7%	112
Fast food/drive-in last 6 months: take-out/drive-thru	106	58.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	40	22.2%	90

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015
Population	1,221	1,234
Population 18+	932	951
Households	454	462
Median Household Income	\$50,939	\$53,637

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	653	70.1%	97
Family restaurant/steak house last month: <2 times	233	25.0%	97
Family restaurant/steak house last month: 2-4 times	250	26.8%	99
Family restaurant/steak house last month: 5+ times	170	18.2%	94
Family restaurant/steak house last 6 months: breakfast	107	11.5%	87
Family restaurant/steak house last 6 months: lunch	224	24.0%	97
Family restaurant/steak house last 6 months: snack	12	1.3%	46
Family restaurant/steak house last 6 months: dinner	495	53.1%	100
Family restaurant/steak house last 6 months: weekday	343	36.8%	96
Family restaurant/steak house last 6 months: weekend	405	43.5%	98
Family restaurant/steak house last 6 months: Applebee's	208	22.3%	88
Family restaurant/steak house last 6 months: Bennigan's	11	1.2%	54
Family restaurant/steak house last 6 months: Bob Evans Farm	36	3.9%	84
Family restaurant/steak house last 6 months: Cheesecake Factory	25	2.7%	41
Family restaurant/steak house last 6 months: Chili's Grill & Bar	95	10.2%	88
Family restaurant/steak house last 6 months: Cracker Barrel	158	17.0%	153
Family restaurant/steak house last 6 months: Denny's	63	6.8%	75
Family restaurant/steak house last 6 months: Friendly's	13	1.4%	35
Family restaurant/steak house last 6 months: Golden Corral	87	9.3%	129
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	88	9.4%	81
Family restaurant/steak house last 6 months: Lone Star Steakhouse	33	3.5%	130
Family restaurant/steak house last 6 months: Old Country Buffet	10	1.1%	38
Family restaurant/steak house last 6 months: Olive Garden	142	15.2%	86
Family restaurant/steak house last 6 months: Outback Steakhouse	119	12.8%	111
Family restaurant/steak house last 6 months: Perkins	28	3.0%	83
Family restaurant/steak house last 6 months: Red Lobster	132	14.2%	105
Family restaurant/steak house last 6 months: Red Robin	32	3.4%	61
Family restaurant/steak house last 6 months: Ruby Tuesday	94	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	84	9.0%	239
Family restaurant/steak house last 6 months: Sizzler	24	2.6%	85
Family restaurant/steak house last 6 months: T.G.I. Friday's	61	6.5%	64
Went to fast food/drive-in restaurant in last 6 months	852	91.4%	103
Went to fast food/drive-in restaurant <6 times/month	286	30.7%	88
Went to fast food/drive-in restaurant 6-13 times/month	312	33.5%	116
Went to fast food/drive-in restaurant 14+ times/month	255	27.4%	110
Fast food/drive-in last 6 months: breakfast	281	30.2%	110
Fast food/drive-in last 6 months: lunch	590	63.3%	107
Fast food/drive-in last 6 months: snack	134	14.4%	83
Fast food/drive-in last 6 months: dinner	487	52.3%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	659	70.7%	106
Fast food/drive-in last 6 months: weekend	458	49.1%	102
Fast food/drive-in last 6 months: A & W	32	3.4%	76
Fast food/drive-in last 6 months: Arby's	237	25.4%	123
Fast food/drive-in last 6 months: Boston Market	17	1.8%	38
Fast food/drive-in last 6 months: Burger King	370	39.7%	109
Fast food/drive-in last 6 months: Captain D's	111	11.9%	232
Fast food/drive-in last 6 months: Carl's Jr.	27	2.9%	46
Fast food/drive-in last 6 months: Checkers	38	4.1%	128
Fast food/drive-in last 6 months: Chick-fil-A	161	17.3%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	18	1.9%	32
Fast food/drive-in last 6 months: Chuck E. Cheese	29	3.1%	69
Fast food/drive-in last 6 months: Church's Fr. Chicken	35	3.8%	87
Fast food/drive-in last 6 months: Dairy Queen	174	18.7%	117
Fast food/drive-in last 6 months: Del Taco	19	2.0%	61
Fast food/drive-in last 6 months: Domino's Pizza	142	15.2%	113
Fast food/drive-in last 6 months: Dunkin' Donuts	44	4.7%	41
Fast food/drive-in last 6 months: Fuddruckers	17	1.8%	65
Fast food/drive-in last 6 months: Hardee's	135	14.5%	213
Fast food/drive-in last 6 months: Jack in the Box	72	7.7%	74
Fast food/drive-in last 6 months: KFC	295	31.7%	115
Fast food/drive-in last 6 months: Little Caesars	74	7.9%	108
Fast food/drive-in last 6 months: Long John Silver's	88	9.4%	149
Fast food/drive-in last 6 months: McDonald's	550	59.0%	106
Fast food/drive-in last 6 months: Panera Bread	34	3.6%	37
Fast food/drive-in last 6 months: Papa John's	96	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	233	25.0%	113
Fast food/drive-in last 6 months: Popeyes	47	5.0%	69
Fast food/drive-in last 6 months: Quiznos	55	5.9%	66
Fast food/drive-in last 6 months: Sonic Drive-In	181	19.4%	165
Fast food/drive-in last 6 months: Starbucks	78	8.4%	56
Fast food/drive-in last 6 months: Steak n Shake	43	4.6%	92
Fast food/drive-in last 6 months: Subway	307	32.9%	104
Fast food/drive-in last 6 months: Taco Bell	323	34.7%	108
Fast food/drive-in last 6 months: Wendy's	319	34.2%	110
Fast food/drive-in last 6 months: Whataburger	51	5.5%	113
Fast food/drive-in last 6 months: White Castle	19	2.0%	50
Fast food/drive-in last 6 months: eat in	361	38.7%	103
Fast food/drive-in last 6 months: home delivery	106	11.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	546	58.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	204	21.9%	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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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		3,637	3,683	
Population 18+		2,744	2,807	
Households		1,335	1,360	
Median Household Income		\$52,113	\$54,910	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months		1,907	69.5%	96
Family restaurant/steak house last month: <2 times		682	24.9%	97
Family restaurant/steak house last month: 2-4 times		726	26.5%	98
Family restaurant/steak house last month: 5+ times		498	18.1%	93
Family restaurant/steak house last 6 months: breakfast		313	11.4%	87
Family restaurant/steak house last 6 months: lunch		659	24.0%	97
Family restaurant/steak house last 6 months: snack		35	1.3%	46
Family restaurant/steak house last 6 months: dinner		1,442	52.6%	99
Family restaurant/steak house last 6 months: weekday		999	36.4%	95
Family restaurant/steak house last 6 months: weekend		1,189	43.3%	97
Family restaurant/steak house last 6 months: Applebee's		604	22.0%	87
Family restaurant/steak house last 6 months: Bennigan's		32	1.2%	53
Family restaurant/steak house last 6 months: Bob Evans Farm		103	3.8%	82
Family restaurant/steak house last 6 months: Cheesecake Factory		70	2.6%	39
Family restaurant/steak house last 6 months: Chili's Grill & Bar		273	9.9%	86
Family restaurant/steak house last 6 months: Cracker Barrel		472	17.2%	155
Family restaurant/steak house last 6 months: Denny's		183	6.7%	74
Family restaurant/steak house last 6 months: Friendly's		39	1.4%	36
Family restaurant/steak house last 6 months: Golden Corral		258	9.4%	130
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		255	9.3%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse		94	3.4%	126
Family restaurant/steak house last 6 months: Old Country Buffet		30	1.1%	38
Family restaurant/steak house last 6 months: Olive Garden		408	14.9%	84
Family restaurant/steak house last 6 months: Outback Steakhouse		343	12.5%	109
Family restaurant/steak house last 6 months: Perkins		82	3.0%	82
Family restaurant/steak house last 6 months: Red Lobster		383	14.0%	104
Family restaurant/steak house last 6 months: Red Robin		91	3.3%	59
Family restaurant/steak house last 6 months: Ruby Tuesday		272	9.9%	119
Family restaurant/steak house last 6 months: Ryan's		263	9.6%	254
Family restaurant/steak house last 6 months: Sizzler		68	2.5%	82
Family restaurant/steak house last 6 months: T.G.I. Friday's		176	6.4%	62
Went to fast food/drive-in restaurant in last 6 months		2,506	91.3%	103
Went to fast food/drive-in restaurant <6 times/month		843	30.7%	88
Went to fast food/drive-in restaurant 6-13 times/month		912	33.2%	115
Went to fast food/drive-in restaurant 14+ times/month		751	27.4%	110
Fast food/drive-in last 6 months: breakfast		831	30.3%	110
Fast food/drive-in last 6 months: lunch		1,725	62.9%	107
Fast food/drive-in last 6 months: snack		393	14.3%	82
Fast food/drive-in last 6 months: dinner		1,426	52.0%	107

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,932	70.4%	106
Fast food/drive-in last 6 months: weekend	1,345	49.0%	102
Fast food/drive-in last 6 months: A & W	94	3.4%	76
Fast food/drive-in last 6 months: Arby's	696	25.4%	123
Fast food/drive-in last 6 months: Boston Market	48	1.7%	37
Fast food/drive-in last 6 months: Burger King	1,089	39.7%	109
Fast food/drive-in last 6 months: Captain D's	341	12.4%	242
Fast food/drive-in last 6 months: Carl's Jr.	73	2.7%	43
Fast food/drive-in last 6 months: Checkers	113	4.1%	129
Fast food/drive-in last 6 months: Chick-fil-A	470	17.1%	133
Fast food/drive-in last 6 months: Chipotle Mex. Grill	53	1.9%	32
Fast food/drive-in last 6 months: Chuck E. Cheese	89	3.2%	72
Fast food/drive-in last 6 months: Church's Fr. Chicken	98	3.6%	83
Fast food/drive-in last 6 months: Dairy Queen	511	18.6%	117
Fast food/drive-in last 6 months: Del Taco	52	1.9%	57
Fast food/drive-in last 6 months: Domino's Pizza	415	15.1%	113
Fast food/drive-in last 6 months: Dunkin' Donuts	126	4.6%	40
Fast food/drive-in last 6 months: Fuddruckers	48	1.7%	63
Fast food/drive-in last 6 months: Hardee's	419	15.3%	224
Fast food/drive-in last 6 months: Jack in the Box	204	7.4%	72
Fast food/drive-in last 6 months: KFC	882	32.1%	116
Fast food/drive-in last 6 months: Little Caesars	216	7.9%	108
Fast food/drive-in last 6 months: Long John Silver's	265	9.7%	153
Fast food/drive-in last 6 months: McDonald's	1,629	59.4%	106
Fast food/drive-in last 6 months: Panera Bread	98	3.6%	37
Fast food/drive-in last 6 months: Papa John's	276	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	683	24.9%	113
Fast food/drive-in last 6 months: Popeyes	135	4.9%	67
Fast food/drive-in last 6 months: Quiznos	159	5.8%	64
Fast food/drive-in last 6 months: Sonic Drive-In	539	19.6%	167
Fast food/drive-in last 6 months: Starbucks	222	8.1%	54
Fast food/drive-in last 6 months: Steak n Shake	127	4.6%	92
Fast food/drive-in last 6 months: Subway	892	32.5%	103
Fast food/drive-in last 6 months: Taco Bell	949	34.6%	107
Fast food/drive-in last 6 months: Wendy's	936	34.1%	109
Fast food/drive-in last 6 months: Whataburger	143	5.2%	108
Fast food/drive-in last 6 months: White Castle	57	2.1%	51
Fast food/drive-in last 6 months: eat in	1,063	38.7%	103
Fast food/drive-in last 6 months: home delivery	305	11.1%	107
Fast food/drive-in last 6 months: take-out/drive-thru	1,603	58.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	594	21.6%	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

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		235	241	
Population 18+		180	186	
Households		93	96	
Median Household Income		\$47,367	\$52,077	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		12	6.7%	67
Participated in archery		6	3.3%	125
Participated in backpacking/hiking		14	7.8%	82
Participated in baseball		6	3.3%	64
Participated in basketball		12	6.7%	71
Participated in bicycling (mountain)		4	2.2%	60
Participated in bicycling (road)		11	6.1%	63
Participated in boating (power)		10	5.6%	90
Participated in bowling		17	9.4%	81
Participated in canoeing/kayaking		7	3.9%	81
Participated in downhill skiing		2	1.1%	38
Participated in fishing (fresh water)		33	18.3%	140
Participated in fishing (salt water)		7	3.9%	85
Participated in football		9	5.0%	80
Participated in Frisbee		7	3.9%	71
Participated in golf		15	8.3%	80
Play golf < once a month		6	3.3%	84
Play golf 1+ times a month		7	3.9%	72
Participated in horseback riding		5	2.8%	91
Participated in hunting with rifle		15	8.3%	172
Participated in hunting with shotgun		13	7.2%	170
Participated in ice skating		3	1.7%	58
Participated in jogging/running		12	6.7%	63
Participated in martial arts		1	0.6%	40
Participated in motorcycling		7	3.9%	105
Participated in Pilates		3	1.7%	51
Participated in roller skating		2	1.1%	53
Participated in snowboarding		2	1.1%	58
Participated in soccer		3	1.7%	39
Participated in softball		6	3.3%	85
Participated in swimming		32	17.8%	91
Participated in target shooting		7	3.9%	101
Participated in tennis		4	2.2%	52
Participated in volleyball		5	2.8%	79
Participated in walking for exercise		44	24.4%	82
Participated in weight lifting		14	7.8%	66
Participated in yoga		5	2.8%	48
Spent on high end sports/recreation equipment/12 mo: <\$250		8	4.4%	101
Spent on high end sports/recreation equipment/12 mo: \$250+		5	2.8%	71
Attend sports event: auto racing (NASCAR)		16	8.9%	121
Attend sports event: auto racing (not NASCAR)		13	7.2%	114
Attend sports event: baseball game		18	10.0%	68

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ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 38.80934  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	12	6.7%	84
Attend sports event: basketball game (pro)	11	6.1%	71
Attend sports event: football game (college)	17	9.4%	91
Attend sports event: football-Monday night game (pro)	9	5.0%	81
Attend sports event: football-weekend game (pro)	12	6.7%	73
Attend sports event: golf tournament	8	4.4%	80
Attend sports event: ice hockey game	9	5.0%	75
Attend sports event: soccer game	8	4.4%	72
Attend sports event: tennis match	7	3.9%	79
Attended adult education course in last 12 months	7	3.9%	59
Attended auto show in last 12 months	16	8.9%	107
Went to bar/night club in last 12 months	27	15.0%	79
Went to beach in last 12 months	34	18.9%	77
Attended dance performance in last 12 months	4	2.2%	50
Danced/went dancing in last 12 months	14	7.8%	82
Dined out in last 12 months	80	44.4%	90
Dine out < once a month	9	5.0%	106
Dine out once a month	10	5.6%	90
Dine out 2-3 times a month	16	8.9%	77
Dine out once a week	19	10.6%	91
Dine out 2+ times per week	16	8.9%	90
Gambled at casino in last 12 months	21	11.7%	73
Gambled at casino 6+ times in last 12 months	5	2.8%	102
Gambled in Atlantic City in last 12 months	1	0.6%	22
Gambled in Las Vegas in last 12 months	6	3.3%	70
Attended horse races in last 12 months	5	2.8%	94
Attended movies in last 6 months	91	50.6%	86
Attended movies in last 90 days: < once a month	53	29.4%	91
Attended movies in last 90 days: once a month	13	7.2%	70
Attended movies in last 90 days: 2-3 times a month	9	5.0%	74
Attended movies in last 90 days: once/week or more	3	1.7%	65
Prefer to see movie after second week of release	36	20.0%	84
Went to museum in last 12 months	13	7.2%	56
Attended music performance in last 12 months	36	20.0%	84
Attended country music performance in last 12 mo	12	6.7%	131
Attended rock music performance in last 12 months	14	7.8%	71
Attended classical music/opera performance/12 mo	5	2.8%	60
Went to live theater in last 12 months	14	7.8%	59
Visited a theme park in last 12 months	27	15.0%	70
Visited Disney World (FL)/12 mo: Magic Kingdom	5	2.8%	82
Visited any Sea World in last 12 months	5	2.8%	82
Visited any Six Flags in last 12 months	5	2.8%	48
Went to zoo in last 12 months	17	9.4%	74
Played backgammon in last 12 months	2	1.1%	55
Participated in book club in last 12 months	3	1.7%	53
Played billiards/pool in last 12 months	15	8.3%	86
Played bingo in last 12 months	5	2.8%	65
Did birdwatching in last 12 months	11	6.1%	98
Played board game in last 12 months	24	13.3%	82

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	31	17.2%	82
Played chess in last 12 months	5	2.8%	76
Cooked for fun in last 12 months	33	18.3%	88
Did crossword puzzle in last 12 months	24	13.3%	92
Participated in fantasy sports league last 12 mo	4	2.2%	68
Flew a kite in last 12 months	4	2.2%	78
Did furniture refinishing in last 12 months	5	2.8%	86
Did indoor gardening/plant care in last 12 months	16	8.9%	88
Participated in karaoke in last 12 months	5	2.8%	63
Bought lottery ticket in last 12 months	61	33.9%	98
Bought lottery ticket in last 12 mo: Daily Drawing	5	2.8%	57
Bought lottery ticket in last 12 mo: Instant Game	27	15.0%	94
Bought lottery ticket in last 12 mo: Lotto Drawing	40	22.2%	104
Played lottery: <3 times in last 30 days	27	15.0%	95
Played lottery: 3-7 times in last 30 days	19	10.6%	109
Played lottery: 8+ times in last 30 days	15	8.3%	89
Played musical instrument in last 12 months	13	7.2%	91
Did painting/drawing in last 12 months	10	5.6%	85
Did photography in last 12 months	20	11.1%	88
Read book in last 12 months	66	36.7%	90
Participated in trivia games in last 12 months	7	3.9%	64
Played video game in last 12 months	19	10.6%	79
Did woodworking in last 12 months	12	6.7%	142
Participated in word games in last 12 months	14	7.8%	82
Member of AARP	29	16.1%	104
Member of business club	3	1.7%	67
Member of charitable organization	7	3.9%	61
Member of church board	9	5.0%	116
Member of fraternal order	4	2.2%	63
Member of religious club	12	6.7%	104
Member of union	6	3.3%	63
Member of veterans club	6	3.3%	98
Bought any children`s toy/game in last 12 months	62	34.4%	99
Spent on toys/games in last 12 months: <\$50	11	6.1%	100
Spent on toys/games in last 12 months: \$50-99	4	2.2%	80
Spent on toys/games in last 12 months: \$100-199	12	6.7%	93
Spent on toys/games in last 12 months: \$200-499	20	11.1%	102
Spent on toys/games in last 12 months: \$500+	11	6.1%	106
Bought infant toy in last 12 months	15	8.3%	100
Bought pre-school toy in last 12 months	15	8.3%	103
Spent on toys/games (for child <6)/12 mo: <\$100	19	10.6%	95
Spent on toys/games (for child <6)/12 mo: \$100-199	12	6.7%	99
Spent on toys/games (for child <6)/12 mo: \$200+	14	7.8%	100
Bought for child in last 12 mo: boy action figure	15	8.3%	103
Bought for child in last 12 mo: girl action figure	5	2.8%	90
Bought for child in last 12 mo: bicycle	11	6.1%	89
Bought for child in last 12 mo: board game	20	11.1%	94

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ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	5	2.8%	82
Bought for child in last 12 mo: car	17	9.4%	102
Bought for child in last 12 mo: construction toy	9	5.0%	101
Bought for child in last 12 mo: large/baby doll	11	6.1%	93
Bought for child in last 12 mo: fashion doll	8	4.4%	87
Bought for child in last 12 mo: plush doll/animal	15	8.3%	99
Bought for child in last 12 mo: doll accessories	8	4.4%	110
Bought for child in last 12 mo: doll clothing	6	3.3%	81
Bought for child in last 12 mo: educational toy	22	12.2%	90
Bought for child in last 12 mo: electronic game	18	10.0%	107
Bought for child in last 12 mo: mechanical toy	6	3.3%	83
Bought for child in last 12 mo: model kit/set	5	2.8%	108
Bought for child in last 12 mo: sound game	3	1.7%	59
Bought for child in last 12 mo: water toy	18	10.0%	104
Bought for child in last 12 mo: word game	6	3.3%	86
Bought book in last 12 months	79	43.9%	87
Bought 1-3 books in last 12 months	32	17.8%	90
Bought 4-9 books in last 12 months	23	12.8%	82
Bought 10+ books in last 12 months	25	13.9%	92
Bought paperback book in last 12 months	59	32.8%	87
Bought <3 paperback books in last 12 months	20	11.1%	86
Bought 3-6 paperback books in last 12 months	21	11.7%	89
Bought 7+ paperback books in last 12 months	19	10.6%	89
Bought hardcover book in last 12 months	45	25.0%	89
Bought <3 hardcover books in last 12 months	20	11.1%	91
Bought 3-5 hardcover books in last 12 months	10	5.6%	69
Bought 6+ hardcover books in last 12 months	14	7.8%	99
Bought book (fiction) in last 12 months	45	25.0%	89
Bought book (non-fiction) in last 12 months	39	21.7%	85
Bought biography in last 12 months	9	5.0%	69
Bought children`s book in last 12 months	20	11.1%	87
Bought cookbook in last 12 months	16	8.9%	81
Bought desk dictionary in last 12 months	2	1.1%	55
Bought history book in last 12 months	11	6.1%	81
Bought mystery book in last 12 months	17	9.4%	84
Bought personal/business self-help book last 12 mo	9	5.0%	70
Bought religious book (not bible) last 12 months	13	7.2%	95
Bought romance book in last 12 months	11	6.1%	94
Bought science fiction book in last 12 months	7	3.9%	85
Bought book through book club in last 12 months	9	5.0%	115
Bought book at book store in last 12 months	45	25.0%	74
Bought book at Barnes & Noble in last 12 months	23	12.8%	65
Bought book at Borders in last 12 months	9	5.0%	45
Bought book at convenience store in last 12 months	3	1.7%	75
Bought book at department store in last 12 months	17	9.4%	123
Bought book at drug store in last 12 months	3	1.7%	73
Bought book through Internet in last 12 mo	13	7.2%	71
Bought book through mail order in last 12 months	6	3.3%	98
Bought book at supermarket in last 12 months	8	4.4%	85
Bought book at warehouse store in last 12 months	8	4.4%	76

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,221	1,234
Population 18+		932	951
Households		454	462
Median Household Income		\$50,939	\$53,637
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	57	6.1%	62
Participated in archery	31	3.3%	125
Participated in backpacking/hiking	68	7.3%	77
Participated in baseball	32	3.4%	66
Participated in basketball	60	6.4%	69
Participated in bicycling (mountain)	18	1.9%	52
Participated in bicycling (road)	53	5.7%	59
Participated in boating (power)	52	5.6%	91
Participated in bowling	83	8.9%	76
Participated in canoeing/kayaking	36	3.9%	81
Participated in downhill skiing	12	1.3%	44
Participated in fishing (fresh water)	170	18.2%	139
Participated in fishing (salt water)	36	3.9%	85
Participated in football	47	5.0%	81
Participated in Frisbee	35	3.8%	69
Participated in golf	73	7.8%	76
Play golf < once a month	29	3.1%	79
Play golf 1+ times a month	37	4.0%	74
Participated in horseback riding	28	3.0%	99
Participated in hunting with rifle	74	7.9%	164
Participated in hunting with shotgun	65	7.0%	164
Participated in ice skating	13	1.4%	48
Participated in jogging/running	59	6.3%	60
Participated in martial arts	7	0.8%	53
Participated in motorcycling	36	3.9%	105
Participated in Pilates	13	1.4%	43
Participated in roller skating	11	1.2%	56
Participated in snowboarding	8	0.9%	45
Participated in soccer	18	1.9%	45
Participated in softball	30	3.2%	82
Participated in swimming	161	17.3%	89
Participated in target shooting	37	4.0%	103
Participated in tennis	21	2.3%	53
Participated in volleyball	25	2.7%	77
Participated in walking for exercise	226	24.2%	81
Participated in weight lifting	68	7.3%	62
Participated in yoga	27	2.9%	50
Spent on high end sports/recreation equipment/12 mo: <\$250	40	4.3%	97
Spent on high end sports/recreation equipment/12 mo: \$250+	24	2.6%	66
Attend sports event: auto racing (NASCAR)	80	8.6%	117
Attend sports event: auto racing (not NASCAR)	66	7.1%	112
Attend sports event: baseball game	92	9.9%	67

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	59	6.3%	80
Attend sports event: basketball game (pro)	54	5.8%	68
Attend sports event: football game (college)	86	9.2%	89
Attend sports event: football-Monday night game (pro)	45	4.8%	79
Attend sports event: football-weekend game (pro)	61	6.5%	72
Attend sports event: golf tournament	41	4.4%	79
Attend sports event: ice hockey game	47	5.0%	76
Attend sports event: soccer game	42	4.5%	73
Attend sports event: tennis match	37	4.0%	80
Attended adult education course in last 12 months	36	3.9%	58
Attended auto show in last 12 months	80	8.6%	104
Went to bar/night club in last 12 months	135	14.5%	76
Went to beach in last 12 months	171	18.3%	75
Attended dance performance in last 12 months	23	2.5%	56
Danced/went dancing in last 12 months	71	7.6%	80
Dined out in last 12 months	408	43.8%	89
Dine out < once a month	47	5.0%	107
Dine out once a month	52	5.6%	90
Dine out 2-3 times a month	81	8.7%	75
Dine out once a week	98	10.5%	91
Dine out 2+ times per week	83	8.9%	90
Gambled at casino in last 12 months	104	11.2%	70
Gambled at casino 6+ times in last 12 months	24	2.6%	95
Gambled in Atlantic City in last 12 months	6	0.6%	25
Gambled in Las Vegas in last 12 months	28	3.0%	63
Attended horse races in last 12 months	23	2.5%	83
Attended movies in last 6 months	462	49.6%	84
Attended movies in last 90 days: < once a month	271	29.1%	90
Attended movies in last 90 days: once a month	65	7.0%	68
Attended movies in last 90 days: 2-3 times a month	48	5.2%	76
Attended movies in last 90 days: once/week or more	18	1.9%	76
Prefer to see movie after second week of release	184	19.7%	83
Went to museum in last 12 months	66	7.1%	55
Attended music performance in last 12 months	181	19.4%	82
Attended country music performance in last 12 mo	62	6.7%	131
Attended rock music performance in last 12 months	67	7.2%	66
Attended classical music/opera performance/12 mo	24	2.6%	56
Went to live theater in last 12 months	68	7.3%	56
Visited a theme park in last 12 months	138	14.8%	69
Visited Disney World (FL)/12 mo: Magic Kingdom	25	2.7%	79
Visited any Sea World in last 12 months	22	2.4%	70
Visited any Six Flags in last 12 months	25	2.7%	46
Went to zoo in last 12 months	86	9.2%	72
Played backgammon in last 12 months	11	1.2%	59
Participated in book club in last 12 months	18	1.9%	61
Played billiards/pool in last 12 months	76	8.2%	85
Played bingo in last 12 months	27	2.9%	68
Did birdwatching in last 12 months	57	6.1%	98
Played board game in last 12 months	120	12.9%	79

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Latitude: 38.80934  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	161	17.3%	82
Played chess in last 12 months	25	2.7%	73
Cooked for fun in last 12 months	168	18.0%	87
Did crossword puzzle in last 12 months	120	12.9%	88
Participated in fantasy sports league last 12 mo	20	2.1%	66
Flew a kite in last 12 months	22	2.4%	83
Did furniture refinishing in last 12 months	27	2.9%	90
Did indoor gardening/plant care in last 12 months	82	8.8%	87
Participated in karaoke in last 12 months	26	2.8%	63
Bought lottery ticket in last 12 months	308	33.0%	95
Bought lottery ticket in last 12 mo: Daily Drawing	26	2.8%	57
Bought lottery ticket in last 12 mo: Instant Game	141	15.1%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	203	21.8%	102
Played lottery: <3 times in last 30 days	134	14.4%	91
Played lottery: 3-7 times in last 30 days	96	10.3%	107
Played lottery: 8+ times in last 30 days	78	8.4%	90
Played musical instrument in last 12 months	64	6.9%	86
Did painting/drawing in last 12 months	49	5.3%	80
Did photography in last 12 months	101	10.8%	86
Read book in last 12 months	334	35.8%	88
Participated in trivia games in last 12 months	37	4.0%	66
Played video game in last 12 months	96	10.3%	77
Did woodworking in last 12 months	59	6.3%	135
Participated in word games in last 12 months	73	7.8%	82
Member of AARP	146	15.7%	102
Member of business club	14	1.5%	60
Member of charitable organization	34	3.6%	58
Member of church board	46	4.9%	115
Member of fraternal order	22	2.4%	67
Member of religious club	62	6.7%	104
Member of union	31	3.3%	63
Member of veterans club	30	3.2%	95
Bought any children`s toy/game in last 12 months	317	34.0%	98
Spent on toys/games in last 12 months: <\$50	57	6.1%	100
Spent on toys/games in last 12 months: \$50-99	20	2.1%	78
Spent on toys/games in last 12 months: \$100-199	64	6.9%	95
Spent on toys/games in last 12 months: \$200-499	101	10.8%	100
Spent on toys/games in last 12 months: \$500+	55	5.9%	103
Bought infant toy in last 12 months	77	8.3%	99
Bought pre-school toy in last 12 months	74	7.9%	98
Spent on toys/games (for child <6)/12 mo: <\$100	97	10.4%	94
Spent on toys/games (for child <6)/12 mo: \$100-199	62	6.7%	99
Spent on toys/games (for child <6)/12 mo: \$200+	71	7.6%	98
Bought for child in last 12 mo: boy action figure	77	8.3%	102
Bought for child in last 12 mo: girl action figure	25	2.7%	87
Bought for child in last 12 mo: bicycle	58	6.2%	91
Bought for child in last 12 mo: board game	102	10.9%	92

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	26	2.8%	82
Bought for child in last 12 mo: car	92	9.9%	107
Bought for child in last 12 mo: construction toy	46	4.9%	100
Bought for child in last 12 mo: large/baby doll	59	6.3%	97
Bought for child in last 12 mo: fashion doll	44	4.7%	92
Bought for child in last 12 mo: plush doll/animal	79	8.5%	101
Bought for child in last 12 mo: doll accessories	39	4.2%	104
Bought for child in last 12 mo: doll clothing	34	3.6%	88
Bought for child in last 12 mo: educational toy	113	12.1%	89
Bought for child in last 12 mo: electronic game	92	9.9%	106
Bought for child in last 12 mo: mechanical toy	33	3.5%	89
Bought for child in last 12 mo: model kit/set	24	2.6%	100
Bought for child in last 12 mo: sound game	19	2.0%	73
Bought for child in last 12 mo: water toy	93	10.0%	104
Bought for child in last 12 mo: word game	30	3.2%	84
Bought book in last 12 months	402	43.1%	86
Bought 1-3 books in last 12 months	162	17.4%	88
Bought 4-9 books in last 12 months	115	12.3%	79
Bought 10+ books in last 12 months	125	13.4%	89
Bought paperback book in last 12 months	302	32.4%	86
Bought <3 paperback books in last 12 months	103	11.1%	85
Bought 3-6 paperback books in last 12 months	104	11.2%	85
Bought 7+ paperback books in last 12 months	95	10.2%	86
Bought hardcover book in last 12 months	227	24.4%	87
Bought <3 hardcover books in last 12 months	104	11.2%	91
Bought 3-5 hardcover books in last 12 months	51	5.5%	68
Bought 6+ hardcover books in last 12 months	72	7.7%	98
Bought book (fiction) in last 12 months	228	24.5%	87
Bought book (non-fiction) in last 12 months	194	20.8%	82
Bought biography in last 12 months	46	4.9%	68
Bought children`s book in last 12 months	104	11.2%	88
Bought cookbook in last 12 months	84	9.0%	82
Bought desk dictionary in last 12 months	11	1.2%	58
Bought history book in last 12 months	55	5.9%	78
Bought mystery book in last 12 months	84	9.0%	80
Bought personal/business self-help book last 12 mo	46	4.9%	69
Bought religious book (not bible) last 12 months	68	7.3%	96
Bought romance book in last 12 months	58	6.2%	95
Bought science fiction book in last 12 months	37	4.0%	87
Bought book through book club in last 12 months	45	4.8%	112
Bought book at book store in last 12 months	228	24.5%	73
Bought book at Barnes & Noble in last 12 months	113	12.1%	62
Bought book at Borders in last 12 months	45	4.8%	43
Bought book at convenience store in last 12 months	14	1.5%	68
Bought book at department store in last 12 months	89	9.5%	125
Bought book at drug store in last 12 months	15	1.6%	71
Bought book through Internet in last 12 mo	67	7.2%	71
Bought book through mail order in last 12 months	31	3.3%	98
Bought book at supermarket in last 12 months	43	4.6%	88
Bought book at warehouse store in last 12 months	42	4.5%	77

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		3,637	3,683
Population 18+		2,744	2,807
Households		1,335	1,360
Median Household Income		\$52,113	\$54,910
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	162	5.9%	60
Participated in archery	91	3.3%	125
Participated in backpacking/hiking	194	7.1%	75
Participated in baseball	94	3.4%	66
Participated in basketball	176	6.4%	69
Participated in bicycling (mountain)	50	1.8%	49
Participated in bicycling (road)	150	5.5%	57
Participated in boating (power)	152	5.5%	90
Participated in bowling	236	8.6%	74
Participated in canoeing/kayaking	100	3.6%	76
Participated in downhill skiing	34	1.2%	42
Participated in fishing (fresh water)	495	18.0%	138
Participated in fishing (salt water)	102	3.7%	81
Participated in football	136	5.0%	80
Participated in Frisbee	99	3.6%	66
Participated in golf	206	7.5%	72
Play golf < once a month	83	3.0%	76
Play golf 1+ times a month	105	3.8%	71
Participated in horseback riding	83	3.0%	100
Participated in hunting with rifle	216	7.9%	162
Participated in hunting with shotgun	192	7.0%	165
Participated in ice skating	38	1.4%	48
Participated in jogging/running	165	6.0%	57
Participated in martial arts	21	0.8%	54
Participated in motorcycling	104	3.8%	103
Participated in Pilates	39	1.4%	43
Participated in roller skating	35	1.3%	61
Participated in snowboarding	24	0.9%	46
Participated in soccer	52	1.9%	44
Participated in softball	86	3.1%	80
Participated in swimming	464	16.9%	87
Participated in target shooting	107	3.9%	101
Participated in tennis	62	2.3%	53
Participated in volleyball	75	2.7%	78
Participated in walking for exercise	660	24.1%	81
Participated in weight lifting	194	7.1%	60
Participated in yoga	76	2.8%	48
Spent on high end sports/recreation equipment/12 mo: <\$250	116	4.2%	96
Spent on high end sports/recreation equipment/12 mo: \$250+	69	2.5%	64
Attend sports event: auto racing (NASCAR)	230	8.4%	114
Attend sports event: auto racing (not NASCAR)	192	7.0%	110
Attend sports event: baseball game	264	9.6%	65

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	170	6.2%	78
Attend sports event: basketball game (pro)	155	5.6%	66
Attend sports event: football game (college)	249	9.1%	88
Attend sports event: football-Monday night game (pro)	132	4.8%	78
Attend sports event: football-weekend game (pro)	174	6.3%	70
Attend sports event: golf tournament	118	4.3%	78
Attend sports event: ice hockey game	134	4.9%	74
Attend sports event: soccer game	120	4.4%	71
Attend sports event: tennis match	108	3.9%	80
Attended adult education course in last 12 months	104	3.8%	57
Attended auto show in last 12 months	233	8.5%	102
Went to bar/night club in last 12 months	385	14.0%	74
Went to beach in last 12 months	494	18.0%	73
Attended dance performance in last 12 months	68	2.5%	56
Danced/went dancing in last 12 months	202	7.4%	78
Dined out in last 12 months	1,187	43.3%	88
Dine out < once a month	136	5.0%	105
Dine out once a month	152	5.5%	90
Dine out 2-3 times a month	234	8.5%	74
Dine out once a week	285	10.4%	90
Dine out 2+ times per week	244	8.9%	90
Gambled at casino in last 12 months	296	10.8%	67
Gambled at casino 6+ times in last 12 months	69	2.5%	92
Gambled in Atlantic City in last 12 months	17	0.6%	24
Gambled in Las Vegas in last 12 months	78	2.8%	60
Attended horse races in last 12 months	67	2.4%	82
Attended movies in last 6 months	1,343	48.9%	83
Attended movies in last 90 days: < once a month	790	28.8%	89
Attended movies in last 90 days: once a month	185	6.7%	66
Attended movies in last 90 days: 2-3 times a month	138	5.0%	75
Attended movies in last 90 days: once/week or more	52	1.9%	74
Prefer to see movie after second week of release	540	19.7%	83
Went to museum in last 12 months	187	6.8%	53
Attended music performance in last 12 months	518	18.9%	79
Attended country music performance in last 12 mo	180	6.6%	129
Attended rock music performance in last 12 months	187	6.8%	62
Attended classical music/opera performance/12 mo	70	2.6%	56
Went to live theater in last 12 months	189	6.9%	52
Visited a theme park in last 12 months	401	14.6%	68
Visited Disney World (FL)/12 mo: Magic Kingdom	71	2.6%	76
Visited any Sea World in last 12 months	63	2.3%	68
Visited any Six Flags in last 12 months	71	2.6%	45
Went to zoo in last 12 months	249	9.1%	71
Played backgammon in last 12 months	32	1.2%	58
Participated in book club in last 12 months	54	2.0%	62
Played billiards/pool in last 12 months	214	7.8%	81
Played bingo in last 12 months	80	2.9%	69
Did birdwatching in last 12 months	165	6.0%	97
Played board game in last 12 months	346	12.6%	77

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	471	17.2%	82
Played chess in last 12 months	73	2.7%	73
Cooked for fun in last 12 months	486	17.7%	85
Did crossword puzzle in last 12 months	349	12.7%	87
Participated in fantasy sports league last 12 mo	57	2.1%	64
Flew a kite in last 12 months	64	2.3%	82
Did furniture refinishing in last 12 months	77	2.8%	87
Did indoor gardening/plant care in last 12 months	241	8.8%	87
Participated in karaoke in last 12 months	76	2.8%	63
Bought lottery ticket in last 12 months	895	32.6%	94
Bought lottery ticket in last 12 mo: Daily Drawing	79	2.9%	59
Bought lottery ticket in last 12 mo: Instant Game	413	15.1%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	585	21.3%	100
Played lottery: <3 times in last 30 days	388	14.1%	90
Played lottery: 3-7 times in last 30 days	279	10.2%	106
Played lottery: 8+ times in last 30 days	228	8.3%	89
Played musical instrument in last 12 months	187	6.8%	85
Did painting/drawing in last 12 months	139	5.1%	77
Did photography in last 12 months	289	10.5%	83
Read book in last 12 months	968	35.3%	87
Participated in trivia games in last 12 months	105	3.8%	63
Played video game in last 12 months	277	10.1%	76
Did woodworking in last 12 months	170	6.2%	132
Participated in word games in last 12 months	211	7.7%	81
Member of AARP	421	15.3%	99
Member of business club	39	1.4%	57
Member of charitable organization	95	3.5%	55
Member of church board	137	5.0%	116
Member of fraternal order	64	2.3%	66
Member of religious club	185	6.7%	105
Member of union	87	3.2%	60
Member of veterans club	89	3.2%	95
Bought any children`s toy/game in last 12 months	929	33.9%	98
Spent on toys/games in last 12 months: <\$50	167	6.1%	100
Spent on toys/games in last 12 months: \$50-99	60	2.2%	79
Spent on toys/games in last 12 months: \$100-199	188	6.9%	95
Spent on toys/games in last 12 months: \$200-499	296	10.8%	100
Spent on toys/games in last 12 months: \$500+	160	5.8%	101
Bought infant toy in last 12 months	225	8.2%	98
Bought pre-school toy in last 12 months	214	7.8%	96
Spent on toys/games (for child <6)/12 mo: <\$100	288	10.5%	95
Spent on toys/games (for child <6)/12 mo: \$100-199	176	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	210	7.7%	99
Bought for child in last 12 mo: boy action figure	226	8.2%	102
Bought for child in last 12 mo: girl action figure	74	2.7%	87
Bought for child in last 12 mo: bicycle	171	6.2%	91
Bought for child in last 12 mo: board game	300	10.9%	92

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	79	2.9%	85
Bought for child in last 12 mo: car	274	10.0%	108
Bought for child in last 12 mo: construction toy	135	4.9%	100
Bought for child in last 12 mo: large/baby doll	175	6.4%	98
Bought for child in last 12 mo: fashion doll	133	4.8%	95
Bought for child in last 12 mo: plush doll/animal	231	8.4%	100
Bought for child in last 12 mo: doll accessories	115	4.2%	104
Bought for child in last 12 mo: doll clothing	103	3.8%	91
Bought for child in last 12 mo: educational toy	331	12.1%	89
Bought for child in last 12 mo: electronic game	270	9.8%	105
Bought for child in last 12 mo: mechanical toy	99	3.6%	90
Bought for child in last 12 mo: model kit/set	68	2.5%	96
Bought for child in last 12 mo: sound game	60	2.2%	78
Bought for child in last 12 mo: water toy	273	9.9%	104
Bought for child in last 12 mo: word game	87	3.2%	82
Bought book in last 12 months	1,168	42.6%	85
Bought 1-3 books in last 12 months	476	17.3%	88
Bought 4-9 books in last 12 months	334	12.2%	78
Bought 10+ books in last 12 months	357	13.0%	86
Bought paperback book in last 12 months	875	31.9%	84
Bought <3 paperback books in last 12 months	302	11.0%	85
Bought 3-6 paperback books in last 12 months	298	10.9%	83
Bought 7+ paperback books in last 12 months	276	10.1%	85
Bought hardcover book in last 12 months	657	23.9%	86
Bought <3 hardcover books in last 12 months	305	11.1%	91
Bought 3-5 hardcover books in last 12 months	150	5.5%	68
Bought 6+ hardcover books in last 12 months	203	7.4%	94
Bought book (fiction) in last 12 months	663	24.2%	86
Bought book (non-fiction) in last 12 months	557	20.3%	80
Bought biography in last 12 months	129	4.7%	65
Bought children`s book in last 12 months	304	11.1%	87
Bought cookbook in last 12 months	246	9.0%	82
Bought desk dictionary in last 12 months	34	1.2%	61
Bought history book in last 12 months	157	5.7%	76
Bought mystery book in last 12 months	245	8.9%	79
Bought personal/business self-help book last 12 mo	129	4.7%	65
Bought religious book (not bible) last 12 months	196	7.1%	94
Bought romance book in last 12 months	167	6.1%	93
Bought science fiction book in last 12 months	105	3.8%	84
Bought book through book club in last 12 months	129	4.7%	109
Bought book at book store in last 12 months	654	23.8%	71
Bought book at Barnes & Noble in last 12 months	320	11.7%	59
Bought book at Borders in last 12 months	126	4.6%	41
Bought book at convenience store in last 12 months	42	1.5%	69
Bought book at department store in last 12 months	261	9.5%	124
Bought book at drug store in last 12 months	47	1.7%	75
Bought book through Internet in last 12 mo	192	7.0%	69
Bought book through mail order in last 12 months	94	3.4%	101
Bought book at supermarket in last 12 months	127	4.6%	89
Bought book at warehouse store in last 12 months	120	4.4%	75

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	74.6%	Population	235	241
Southern Satellites	25.4%	Households	93	96
Top Rung	0.0%	Families	70	72
Suburban Splendor	0.0%	Median Age	37.1	38.3
Connoisseurs	0.0%	Median Household Income	\$47,367	\$52,077
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		56	\$1,350.34	\$125,453
Men's		52	\$239.46	\$22,247
Women's		49	\$408.79	\$37,979
Children's		66	\$264.92	\$24,612
Footwear		41	\$171.34	\$15,918
Watches & Jewelry		78	\$151.34	\$14,060
Apparel Products and Services (1)		122	\$114.49	\$10,637
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$151.26	\$14,053
Software and Accessories for Home Use		77	\$21.99	\$2,043
<b>Entertainment &amp; Recreation</b>		85	\$2,737.67	\$254,343
Fees and Admissions		72	\$447.15	\$41,543
Membership Fees for Clubs (2)		70	\$114.65	\$10,652
Fees for Participant Sports, excl. Trips		77	\$82.10	\$7,627
Admission to Movie/Theatre/Opera/Ballet		72	\$109.73	\$10,195
Admission to Sporting Events, excl. Trips		82	\$48.99	\$4,551
Fees for Recreational Lessons		67	\$91.29	\$8,481
Dating Services		50	\$0.39	\$36
TV/Video/Audio		85	\$1,059.69	\$98,451
Community Antenna or Cable TV		89	\$643.96	\$59,827
Televisions		84	\$161.56	\$15,009
VCRs, Video Cameras, and DVD Players		80	\$16.18	\$1,503
Video Cassettes and DVDs		84	\$44.41	\$4,126
Video and Computer Game Hardware and Software		81	\$44.92	\$4,173
Satellite Dishes		99	\$1.25	\$116
Rental of Video Cassettes and DVDs		81	\$33.20	\$3,084
Streaming/Downloaded Video		71	\$1.00	\$93
Audio (3)		73	\$107.10	\$9,950
Rental and Repair of TV/Radio/Sound Equipment		80	\$6.12	\$569
Pets		111	\$476.98	\$44,314
Toys and Games (4)		88	\$128.06	\$11,898
Recreational Vehicles and Fees (5)		87	\$282.19	\$26,217
Sports/Recreation/Exercise Equipment (6)		69	\$124.55	\$11,571
Photo Equipment and Supplies (7)		80	\$82.63	\$7,677
Reading (8)		76	\$118.15	\$10,977
Catered Affairs (9)		74	\$18.26	\$1,696
<b>Food</b>		84	\$6,453.46	\$599,560
Food at Home		84	\$3,754.43	\$348,806
Bakery and Cereal Products		85	\$504.25	\$46,847
Meats, Poultry, Fish, and Eggs		84	\$875.28	\$81,318
Dairy Products		84	\$419.96	\$39,016
Fruits and Vegetables		80	\$630.43	\$58,571
Snacks and Other Food at Home (10)		85	\$1,324.51	\$123,053
Food Away from Home		84	\$2,699.04	\$250,754
Alcoholic Beverages		74	\$424.86	\$39,471
Nonalcoholic Beverages at Home		86	\$374.42	\$34,786

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	71	\$1,227.80	\$114,069
Vehicle Loans	97	\$4,785.85	\$444,631
<b>Health</b>			
Nonprescription Drugs	94	\$97.34	\$9,043
Prescription Drugs	97	\$481.48	\$44,732
Eyeglasses and Contact Lenses	82	\$62.90	\$5,843
<b>Home</b>			
Mortgage Payment and Basics (11)	83	\$7,816.48	\$726,191
Maintenance and Remodeling Services	81	\$1,601.96	\$148,830
Maintenance and Remodeling Materials (12)	92	\$342.46	\$31,816
Utilities, Fuel, and Public Services	90	\$4,073.75	\$378,472
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	81	\$107.72	\$10,008
Furniture	81	\$488.43	\$45,377
Floor Coverings	76	\$57.30	\$5,323
Major Appliances (14)	90	\$272.14	\$25,283
Housewares (15)	71	\$61.22	\$5,688
Small Appliances	83	\$27.16	\$2,523
Luggage	75	\$6.98	\$648
Telephones and Accessories	56	\$23.78	\$2,209
<b>Household Operations</b>			
Child Care	84	\$386.87	\$35,943
Lawn and Garden (16)	88	\$370.09	\$34,383
Moving/Storage/Freight Express	72	\$43.61	\$4,051
Housekeeping Supplies (17)	89	\$623.14	\$57,893
<b>Insurance</b>			
Owners and Renters Insurance	100	\$461.88	\$42,911
Vehicle Insurance	87	\$1,010.50	\$93,880
Life/Other Insurance	90	\$376.30	\$34,960
Health Insurance	90	\$1,731.99	\$160,911
Personal Care Products (18)	86	\$342.05	\$31,778
School Books and Supplies (19)	80	\$85.95	\$7,986
Smoking Products	90	\$386.40	\$35,899
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	91	\$3,979.60	\$369,725
Gasoline and Motor Oil	94	\$2,698.26	\$250,682
Vehicle Maintenance and Repairs	85	\$804.33	\$74,727
<b>Travel</b>			
Airline Fares	68	\$313.79	\$29,153
Lodging on Trips	75	\$328.84	\$30,551
Auto/Truck/Van Rental on Trips	68	\$24.84	\$2,308
Food and Drink on Trips	78	\$339.02	\$31,497

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

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

Latitude: 38.80934  
Longitude: -84.21331

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	72.8%	Population	1,221	1,234
Southern Satellites	27.2%	Households	454	462
Top Rung	0.0%	Families	348	351
Suburban Splendor	0.0%	Median Age	38.1	39.0
Connoisseurs	0.0%	Median Household Income	\$50,939	\$53,637
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		58	\$1,380.01	\$627,194
Men's		53	\$244.69	\$111,209
Women's		50	\$417.57	\$189,777
Children's		68	\$271.10	\$123,212
Footwear		42	\$175.25	\$79,647
Watches & Jewelry		80	\$154.57	\$70,247
Apparel Products and Services (1)		125	\$116.84	\$53,102
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$154.53	\$70,233
Software and Accessories for Home Use		79	\$22.46	\$10,208
<b>Entertainment &amp; Recreation</b>		87	\$2,800.10	\$1,272,603
Fees and Admissions		74	\$455.69	\$207,104
Membership Fees for Clubs (2)		71	\$116.85	\$53,105
Fees for Participant Sports, excl. Trips		78	\$83.70	\$38,042
Admission to Movie/Theatre/Opera/Ballet		74	\$111.90	\$50,857
Admission to Sporting Events, excl. Trips		84	\$49.96	\$22,707
Fees for Recreational Lessons		68	\$92.88	\$42,214
Dating Services		51	\$0.39	\$179
TV/Video/Audio		87	\$1,083.91	\$492,623
Community Antenna or Cable TV		91	\$659.29	\$299,636
Televisions		85	\$164.91	\$74,951
VCRs, Video Cameras, and DVD Players		81	\$16.55	\$7,521
Video Cassettes and DVDs		86	\$45.44	\$20,650
Video and Computer Game Hardware and Software		82	\$45.86	\$20,841
Satellite Dishes		101	\$1.28	\$580
Rental of Video Cassettes and DVDs		82	\$33.93	\$15,421
Streaming/Downloaded Video		73	\$1.02	\$462
Audio (3)		74	\$109.39	\$49,718
Rental and Repair of TV/Radio/Sound Equipment		82	\$6.26	\$2,844
Pets		113	\$488.24	\$221,895
Toys and Games (4)		90	\$131.04	\$59,555
Recreational Vehicles and Fees (5)		90	\$289.79	\$131,705
Sports/Recreation/Exercise Equipment (6)		70	\$127.56	\$57,976
Photo Equipment and Supplies (7)		82	\$84.47	\$38,391
Reading (8)		78	\$120.78	\$54,894
Catered Affairs (9)		76	\$18.62	\$8,461
<b>Food</b>		86	\$6,601.28	\$3,000,182
Food at Home		86	\$3,841.99	\$1,746,125
Bakery and Cereal Products		87	\$516.13	\$234,573
Meats, Poultry, Fish, and Eggs		86	\$895.67	\$407,070
Dairy Products		86	\$429.93	\$195,395
Fruits and Vegetables		82	\$644.67	\$292,993
Snacks and Other Food at Home (10)		87	\$1,355.59	\$616,094
Food Away from Home		86	\$2,759.29	\$1,254,056
Alcoholic Beverages		76	\$433.71	\$197,114
Nonalcoholic Beverages at Home		88	\$383.22	\$174,166

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

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	72	\$1,256.79	\$571,193
Vehicle Loans	100	\$4,902.79	\$2,228,245
<b>Health</b>			
Nonprescription Drugs	97	\$99.77	\$45,344
Prescription Drugs	99	\$493.98	\$224,505
Eyeglasses and Contact Lenses	84	\$64.31	\$29,227
<b>Home</b>			
Mortgage Payment and Basics (11)	85	\$7,972.37	\$3,623,323
Maintenance and Remodeling Services	82	\$1,633.24	\$742,282
Maintenance and Remodeling Materials (12)	94	\$350.70	\$159,389
Utilities, Fuel, and Public Services	92	\$4,170.40	\$1,895,385
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$110.14	\$50,058
Furniture	83	\$498.99	\$226,785
Floor Coverings	78	\$58.45	\$26,564
Major Appliances (14)	92	\$278.60	\$126,619
Housewares (15)	73	\$62.60	\$28,451
Small Appliances	85	\$27.80	\$12,634
Luggage	77	\$7.13	\$3,238
Telephones and Accessories	57	\$24.32	\$11,051
<b>Household Operations</b>			
Child Care	85	\$394.80	\$179,429
Lawn and Garden (16)	90	\$378.62	\$172,079
Moving/Storage/Freight Express	73	\$44.59	\$20,263
Housekeeping Supplies (17)	91	\$637.75	\$289,846
<b>Insurance</b>			
Owners and Renters Insurance	102	\$472.58	\$214,782
Vehicle Insurance	89	\$1,033.76	\$469,828
Life/Other Insurance	92	\$385.17	\$175,055
Health Insurance	92	\$1,773.86	\$806,195
Personal Care Products (18)	88	\$349.70	\$158,934
School Books and Supplies (19)	83	\$87.85	\$39,925
Smoking Products	93	\$396.68	\$180,284
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	93	\$4,073.14	\$1,851,182
Gasoline and Motor Oil	96	\$2,764.28	\$1,256,326
Vehicle Maintenance and Repairs	87	\$822.56	\$373,843
<b>Travel</b>			
Airline Fares	70	\$319.44	\$145,182
Lodging on Trips	77	\$335.67	\$152,555
Auto/Truck/Van Rental on Trips	69	\$25.27	\$11,485
Food and Drink on Trips	80	\$346.33	\$157,404

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

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

Latitude: 38.80934  
Longitude: -84.21331

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	66.9%	Population	3,637	3,683
Southern Satellites	32.8%	Households	1,335	1,360
Cozy and Comfortable	0.3%	Families	1,035	1,046
Top Rung	0.0%	Median Age	38.1	38.7
Suburban Splendor	0.0%	Median Household Income	\$52,113	\$54,910
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		58	\$1,384.88	\$1,849,220
Men's		53	\$245.46	\$327,759
Women's		50	\$418.31	\$558,560
Children's		68	\$273.38	\$365,035
Footwear		42	\$176.38	\$235,519
Watches & Jewelry		80	\$154.76	\$206,648
Apparel Products and Services (1)		125	\$116.60	\$155,699
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$154.86	\$206,782
Software and Accessories for Home Use		79	\$22.49	\$30,025
<b>Entertainment &amp; Recreation</b>		87	\$2,818.67	\$3,763,741
Fees and Admissions		73	\$452.64	\$604,410
Membership Fees for Clubs (2)		71	\$116.12	\$155,048
Fees for Participant Sports, excl. Trips		78	\$83.26	\$111,177
Admission to Movie/Theatre/Opera/Ballet		73	\$111.40	\$148,748
Admission to Sporting Events, excl. Trips		84	\$49.75	\$66,433
Fees for Recreational Lessons		67	\$91.72	\$122,479
Dating Services		51	\$0.39	\$524
TV/Video/Audio		88	\$1,091.15	\$1,457,003
Community Antenna or Cable TV		92	\$666.01	\$889,319
Televisions		85	\$164.73	\$219,959
VCRs, Video Cameras, and DVD Players		82	\$16.64	\$22,217
Video Cassettes and DVDs		87	\$45.77	\$61,112
Video and Computer Game Hardware and Software		82	\$45.84	\$61,213
Satellite Dishes		102	\$1.29	\$1,723
Rental of Video Cassettes and DVDs		83	\$34.04	\$45,457
Streaming/Downloaded Video		72	\$1.00	\$1,337
Audio (3)		75	\$109.55	\$146,275
Rental and Repair of TV/Radio/Sound Equipment		83	\$6.28	\$8,391
Pets		115	\$492.81	\$658,046
Toys and Games (4)		91	\$132.09	\$176,381
Recreational Vehicles and Fees (5)		92	\$296.11	\$395,396
Sports/Recreation/Exercise Equipment (6)		71	\$129.05	\$172,322
Photo Equipment and Supplies (7)		82	\$84.87	\$113,327
Reading (8)		78	\$121.40	\$162,101
Catered Affairs (9)		75	\$18.54	\$24,755
<b>Food</b>		86	\$6,646.95	\$8,875,612
Food at Home		87	\$3,874.55	\$5,173,652
Bakery and Cereal Products		87	\$521.00	\$695,690
Meats, Poultry, Fish, and Eggs		87	\$903.17	\$1,206,000
Dairy Products		87	\$434.23	\$579,823
Fruits and Vegetables		83	\$648.41	\$865,819
Snacks and Other Food at Home (10)		88	\$1,367.73	\$1,826,321
Food Away from Home		86	\$2,772.40	\$3,701,959
Alcoholic Beverages		76	\$433.51	\$578,865
Nonalcoholic Beverages at Home		88	\$386.66	\$516,299

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

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	73	\$1,269.59	\$1,695,272
Vehicle Loans	101	\$4,962.49	\$6,626,369
<b>Health</b>			
Nonprescription Drugs	98	\$101.20	\$135,127
Prescription Drugs	101	\$503.00	\$671,651
Eyeglasses and Contact Lenses	84	\$64.67	\$86,348
<b>Home</b>			
Mortgage Payment and Basics (11)	85	\$7,941.23	\$10,603,850
Maintenance and Remodeling Services	82	\$1,624.55	\$2,169,249
Maintenance and Remodeling Materials (12)	95	\$354.66	\$473,580
Utilities, Fuel, and Public Services	93	\$4,211.91	\$5,624,122
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$110.74	\$147,863
Furniture	83	\$500.11	\$667,797
Floor Coverings	78	\$58.29	\$77,834
Major Appliances (14)	93	\$281.39	\$375,741
Housewares (15)	73	\$62.94	\$84,041
Small Appliances	86	\$28.07	\$37,476
Luggage	77	\$7.13	\$9,524
Telephones and Accessories	57	\$24.44	\$32,640
<b>Household Operations</b>			
Child Care	85	\$393.88	\$525,949
Lawn and Garden (16)	91	\$381.51	\$509,426
Moving/Storage/Freight Express	74	\$44.80	\$59,817
Housekeeping Supplies (17)	92	\$643.37	\$859,081
<b>Insurance</b>			
Owners and Renters Insurance	103	\$476.24	\$635,923
Vehicle Insurance	89	\$1,041.34	\$1,390,492
Life/Other Insurance	93	\$388.89	\$519,284
Health Insurance	93	\$1,794.73	\$2,396,482
Personal Care Products (18)	88	\$351.37	\$469,180
School Books and Supplies (19)	83	\$88.15	\$117,708
Smoking Products	95	\$404.80	\$540,529
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	94	\$4,109.37	\$5,487,201
Gasoline and Motor Oil	98	\$2,798.75	\$3,737,140
Vehicle Maintenance and Repairs	88	\$827.47	\$1,104,917
<b>Travel</b>			
Airline Fares	69	\$316.00	\$421,947
Lodging on Trips	77	\$335.50	\$447,985
Auto/Truck/Van Rental on Trips	68	\$24.93	\$33,291
Food and Drink on Trips	80	\$347.12	\$463,509

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

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

Latitude: 38.80934  
Longitude: -84.21331

- (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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		235	241
Households		93	96
Families		70	72
Median Age		37.1	38.3
Median Household Income		\$47,367	\$52,077
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	96	\$4.60	\$427
Gasoline	94	\$2,625.64	\$243,936
Motor Oil	99	\$11.73	\$1,090
Vehicle Parts/Equipment and Accessories	87	\$48.61	\$4,516
Tire Purchase/Replacement	94	\$135.61	\$12,599
Vehicle Audio/Video Equipment and Installation	74	\$5.28	\$490
Vehicle Cleaning Products and Services	70	\$5.72	\$531
<b>Services</b>			
Auto Repair Service Policy	95	\$15.73	\$1,462
Membership Fees for Automobile Service Clubs	73	\$16.03	\$1,490
Global Positioning Services	77	\$1.96	\$182
Vehicle Air Conditioning Repair	87	\$15.30	\$1,421
Vehicle Body Work and Painting	81	\$30.87	\$2,868
Vehicle Brake Work	76	\$59.91	\$5,566
Vehicle Clutch/Transmission Repair	93	\$42.61	\$3,959
Vehicle Cooling System Repair	85	\$24.70	\$2,294
Vehicle Drive Shaft and Rear-end Repair	87	\$7.53	\$699
Vehicle Electrical System Repair	82	\$28.22	\$2,622
Vehicle Exhaust System Repair	74	\$9.87	\$917
Vehicle Front End Alignment/Wheel Balance & Rotation	85	\$15.71	\$1,460
Lube/Oil Change and Oil Filters	91	\$81.65	\$7,586
Vehicle Motor Repair/Replacement	85	\$77.93	\$7,240
Vehicle Motor Tune-up	78	\$48.04	\$4,464
Vehicle Shock Absorber Replacement	81	\$5.38	\$499
Vehicle Steering/Front End Repair	76	\$21.18	\$1,968
Tire Repair and Other Repair Work	79	\$51.56	\$4,790

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,221	1,234
Households		454	462
Families		348	351
Median Age		38.1	39.0
Median Household Income		\$50,939	\$53,637
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	99	\$4.72	\$2,146
Gasoline	96	\$2,690.91	\$1,222,980
Motor Oil	102	\$12.07	\$5,484
Vehicle Parts/Equipment and Accessories	89	\$49.90	\$22,678
Tire Purchase/Replacement	96	\$139.00	\$63,175
Vehicle Audio/Video Equipment and Installation	76	\$5.38	\$2,444
Vehicle Cleaning Products and Services	72	\$5.84	\$2,654
<b>Services</b>			
Auto Repair Service Policy	97	\$16.06	\$7,301
Membership Fees for Automobile Service Clubs	75	\$16.38	\$7,446
Global Positioning Services	79	\$2.00	\$911
Vehicle Air Conditioning Repair	89	\$15.60	\$7,089
Vehicle Body Work and Painting	83	\$31.57	\$14,350
Vehicle Brake Work	77	\$61.18	\$27,807
Vehicle Clutch/Transmission Repair	95	\$43.69	\$19,855
Vehicle Cooling System Repair	87	\$25.21	\$11,456
Vehicle Drive Shaft and Rear-end Repair	89	\$7.69	\$3,497
Vehicle Electrical System Repair	84	\$28.84	\$13,108
Vehicle Exhaust System Repair	75	\$10.08	\$4,582
Vehicle Front End Alignment/Wheel Balance & Rotation	87	\$16.09	\$7,314
Lube/Oil Change and Oil Filters	93	\$83.66	\$38,022
Vehicle Motor Repair/Replacement	87	\$79.64	\$36,196
Vehicle Motor Tune-up	79	\$48.95	\$22,246
Vehicle Shock Absorber Replacement	82	\$5.48	\$2,492
Vehicle Steering/Front End Repair	78	\$21.65	\$9,838
Tire Repair and Other Repair Work	81	\$52.65	\$23,930

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		3,637	3,683
Households		1,335	1,360
Families		1,035	1,046
Median Age		38.1	38.7
Median Household Income		\$52,113	\$54,910
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	101	\$4.81	\$6,418
Gasoline	97	\$2,723.40	\$3,636,530
Motor Oil	104	\$12.34	\$16,481
Vehicle Parts/Equipment and Accessories	91	\$50.74	\$67,759
Tire Purchase/Replacement	97	\$140.74	\$187,927
Vehicle Audio/Video Equipment and Installation	75	\$5.35	\$7,142
Vehicle Cleaning Products and Services	72	\$5.84	\$7,798
<b>Services</b>			
Auto Repair Service Policy	97	\$16.07	\$21,457
Membership Fees for Automobile Service Clubs	75	\$16.44	\$21,955
Global Positioning Services	80	\$2.02	\$2,694
Vehicle Air Conditioning Repair	88	\$15.54	\$20,746
Vehicle Body Work and Painting	83	\$31.76	\$42,408
Vehicle Brake Work	77	\$61.30	\$81,855
Vehicle Clutch/Transmission Repair	96	\$44.24	\$59,079
Vehicle Cooling System Repair	87	\$25.18	\$33,627
Vehicle Drive Shaft and Rear-end Repair	90	\$7.73	\$10,323
Vehicle Electrical System Repair	84	\$28.94	\$38,646
Vehicle Exhaust System Repair	75	\$10.11	\$13,504
Vehicle Front End Alignment/Wheel Balance & Rotation	88	\$16.26	\$21,716
Lube/Oil Change and Oil Filters	94	\$84.60	\$112,970
Vehicle Motor Repair/Replacement	87	\$79.90	\$106,694
Vehicle Motor Tune-up	79	\$48.64	\$64,953
Vehicle Shock Absorber Replacement	82	\$5.47	\$7,301
Vehicle Steering/Front End Repair	78	\$21.73	\$29,010
Tire Repair and Other Repair Work	81	\$52.74	\$70,423

**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.  
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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015	
Population	235	241	
Households	93	96	
Families	70	72	
Median Age	37.1	38.3	
Median Household Income	\$47,367	\$52,077	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	76	\$4,408.11	\$409,537
Savings Accounts	76	\$9,979.54	\$927,151
U.S. Savings Bonds	80	\$329.73	\$30,634
Stocks, Bonds & Mutual Funds	73	\$28,329.07	\$2,631,917
<b>Annual Changes</b>			
Checking Accounts	76	\$197.09	\$18,311
Savings Accounts	34	\$131.25	\$12,194
U.S. Savings Bonds	-153	\$-3.65	\$-339
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	75	\$739.38	\$68,693
Interest from Savings Accounts or Bonds	77	\$703.88	\$65,394
Retirement Plan Contributions	80	\$1,098.00	\$102,010
<b>Liabilities</b>			
Original Mortgage Amount	78	\$16,824.57	\$1,563,090
Vehicle Loan Amount 1	97	\$2,625.96	\$243,965
<b>Amount Paid: Interest</b>			
Home Mortgage	84	\$3,916.89	\$363,899
Lump Sum Home Equity Loan	78	\$102.06	\$9,482
New Car/Truck/Van Loan	96	\$201.06	\$18,680
Used Car/Truck/Van Loan	100	\$161.68	\$15,021
<b>Amount Paid: Principal</b>			
Home Mortgage	85	\$1,693.56	\$157,340
Lump Sum Home Equity Loan	82	\$137.12	\$12,739
New Car/Truck/Van Loan	97	\$1,076.51	\$100,013
Used Car/Truck/Van Loan	100	\$756.62	\$70,294
Checking Account and Banking Service Charges	82	\$22.75	\$2,114
Finance Charges, excluding Mortgage/Vehicle	82	\$201.08	\$18,681

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

Demographic Summary	2010	2015	
Population	1,221	1,234	
Households	454	462	
Families	348	351	
Median Age	38.1	39.0	
Median Household Income	\$50,939	\$53,637	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	77	\$4,498.99	\$2,044,724
Savings Accounts	77	\$10,191.89	\$4,632,060
U.S. Savings Bonds	82	\$337.40	\$153,342
Stocks, Bonds & Mutual Funds	74	\$28,879.53	\$13,125,316
<b>Annual Changes</b>			
Checking Accounts	77	\$199.64	\$90,731
Savings Accounts	34	\$134.67	\$61,205
U.S. Savings Bonds	-154	-\$3.69	-\$1,676
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	77	\$755.48	\$343,352
Interest from Savings Accounts or Bonds	79	\$719.16	\$326,849
Retirement Plan Contributions	81	\$1,119.55	\$508,819
<b>Liabilities</b>			
Original Mortgage Amount	79	\$17,092.30	\$7,768,194
Vehicle Loan Amount 1	99	\$2,691.95	\$1,223,449
<b>Amount Paid: Interest</b>			
Home Mortgage	86	\$3,988.55	\$1,812,738
Lump Sum Home Equity Loan	80	\$104.12	\$47,319
New Car/Truck/Van Loan	98	\$205.71	\$93,493
Used Car/Truck/Van Loan	102	\$166.03	\$75,458
<b>Amount Paid: Principal</b>			
Home Mortgage	87	\$1,727.48	\$785,113
Lump Sum Home Equity Loan	84	\$140.09	\$63,670
New Car/Truck/Van Loan	99	\$1,101.26	\$500,506
Used Car/Truck/Van Loan	102	\$777.01	\$353,140
Checking Account and Banking Service Charges	84	\$23.27	\$10,577
Finance Charges, excluding Mortgage/Vehicle	84	\$205.61	\$93,445

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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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	3,637	3,683	
Households	1,335	1,360	
Families	1,035	1,046	
Median Age	38.1	38.7	
Median Household Income	\$52,113	\$54,910	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	78	\$4,499.30	\$6,007,867
Savings Accounts	78	\$10,214.47	\$13,639,287
U.S. Savings Bonds	83	\$340.33	\$454,433
Stocks, Bonds & Mutual Funds	74	\$28,795.17	\$38,449,910
<b>Annual Changes</b>			
Checking Accounts	75	\$194.70	\$259,983
Savings Accounts	35	\$137.67	\$183,835
U.S. Savings Bonds	-147	-\$3.52	-\$4,694
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	77	\$758.40	\$1,012,682
Interest from Savings Accounts or Bonds	79	\$721.78	\$963,781
Retirement Plan Contributions	81	\$1,115.94	\$1,490,106
<b>Liabilities</b>			
Original Mortgage Amount	78	\$16,833.65	\$22,477,808
Vehicle Loan Amount 1	100	\$2,726.05	\$3,640,067
<b>Amount Paid: Interest</b>			
Home Mortgage	85	\$3,957.79	\$5,284,798
Lump Sum Home Equity Loan	80	\$103.97	\$138,829
New Car/Truck/Van Loan	99	\$207.10	\$276,535
Used Car/Truck/Van Loan	104	\$169.03	\$225,704
<b>Amount Paid: Principal</b>			
Home Mortgage	87	\$1,723.69	\$2,301,622
Lump Sum Home Equity Loan	84	\$140.58	\$187,718
New Car/Truck/Van Loan	100	\$1,108.29	\$1,479,882
Used Car/Truck/Van Loan	104	\$791.13	\$1,056,390
Checking Account and Banking Service Charges	84	\$23.42	\$31,275
Finance Charges, excluding Mortgage/Vehicle	84	\$206.69	\$275,995

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

2010 Housing Summary		2010 Demographic Summary	
Housing Units	114	Population	235
2010-2015 Percent Change	4.67%	Households	93
Percent Occupied	81.5%	Families	70
Percent Owner HHS	76.4%	Median Age	37.1
Median Home Value	\$90,000	Median Household Income	\$47,367
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		83	\$9,819.95
Mortgage Interest		84	\$3,916.89
Mortgage Principal		85	\$1,693.56
Property Taxes		76	\$1,689.14
Homeowners Insurance		101	\$453.50
Ground Rent		94	\$68.04
Maintenance and Remodeling Services		81	\$1,601.96
Maintenance and Remodeling Materials		92	\$342.45
Property Management and Security		62	\$53.45
<b>Rented Dwellings</b>		52	\$1,790.94
Rent		51	\$1,674.40
Rent Received as Pay		62	\$56.97
Renters' Insurance		63	\$8.25
Maintenance and Repair Services		78	\$16.55
Maintenance and Repair Materials		66	\$34.77
<b>Owned Vacation Homes</b>		61	\$282.64
Mortgage Payment		65	\$132.21
Property Taxes		60	\$67.36
Homeowners Insurance		60	\$8.85
Maintenance and Remodeling		55	\$63.69
Property Management and Security		62	\$10.53
Housing While Attending School		79	\$64.34
<b>Household Operations</b>		82	\$1,289.61
Child Care		84	\$386.87
Care for Elderly or Handicapped		64	\$46.22
Appliance Rental and Repair		88	\$21.41
Computer Information Services		83	\$203.25
Home Security System Services		94	\$24.66
Non-Apparel Household Laundry/Dry Cleaning		9	\$3.43
Housekeeping Services		77	\$118.64
Lawn and Garden		88	\$370.09
Moving/Storage/Freight Express		72	\$43.61
PC Repair (Personal Use)		87	\$7.68
Reupholstering/Furniture Repair		79	\$6.27
Termite/Pest Control		112	\$27.38
Water Softening Services		109	\$6.12
Internet Services Away from Home		83	\$2.22
Voice Over IP Service		59	\$3.94
Other Home Services (1)		77	\$17.63

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	90	\$4,073.75	\$378,472
Bottled Gas	114	\$77.33	\$7,184
Electricity	98	\$1,666.35	\$154,812
Fuel Oil	56	\$62.29	\$5,787
Natural Gas	71	\$464.59	\$43,163
Telephone Services	90	\$1,298.19	\$120,608
Water and Other Public Services	90	\$494.00	\$45,895
Coal/Wood/Other Fuel	114	\$9.84	\$914
<b>Housekeeping Supplies</b>	89	\$623.14	\$57,893
Laundry and Cleaning Supplies	92	\$175.01	\$16,259
Postage and Stationery	84	\$171.94	\$15,975
Other HH Products (2)	90	\$275.97	\$25,639
<b>Household Textiles</b>	81	\$107.72	\$10,008
Bathroom Linens	82	\$14.54	\$1,350
Bedroom Linens	82	\$51.16	\$4,753
Kitchen and Dining Room Linens	84	\$2.60	\$242
Curtains and Draperies	76	\$22.03	\$2,046
Slipcovers, Decorative Pillows	83	\$3.55	\$330
Materials for Slipcovers/Curtains	82	\$12.51	\$1,162
Other Linens	76	\$1.33	\$124
<b>Furniture</b>	81	\$488.43	\$45,377
Mattresses and Box Springs	79	\$63.25	\$5,876
Other Bedroom Furniture	89	\$95.05	\$8,830
Sofas	74	\$111.50	\$10,358
Living Room Tables and Chairs	81	\$67.49	\$6,270
Kitchen, Dining Room Furniture	85	\$52.70	\$4,896
Infant Furniture	80	\$8.88	\$825
Outdoor Furniture	79	\$21.00	\$1,951
Wall Units, Cabinets, Other Furniture (3)	86	\$68.63	\$6,376
<b>Major Appliances</b>	90	\$272.14	\$25,283
Dishwashers and Disposals	82	\$22.36	\$2,077
Refrigerators and Freezers	96	\$78.64	\$7,306
Clothes Washers	93	\$46.55	\$4,325
Clothes Dryers	94	\$35.75	\$3,321
Cooking Stoves and Ovens	85	\$40.07	\$3,723
Microwave Ovens	80	\$10.26	\$953
Window Air Conditioners	89	\$6.26	\$582
Electric Floor Cleaning Equipment	84	\$19.02	\$1,767
Sewing Machines and Miscellaneous Appliances	81	\$13.10	\$1,217

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

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

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	76	\$57.30	\$5,323
Housewares	71	\$61.22	\$5,688
Small Appliances	83	\$27.16	\$2,523
Window Coverings	67	\$25.95	\$2,411
Lamps and Other Lighting Fixtures	80	\$18.86	\$1,753
Infant Equipment	23	\$4.60	\$428
Rental of Furniture	86	\$3.97	\$369
Laundry and Cleaning Equipment	91	\$20.25	\$1,882
Closet and Storage Items	15	\$3.69	\$343
Luggage	75	\$6.98	\$648
Clocks and Other Household Decoratives	22	\$44.84	\$4,166
Telephones and Accessories	56	\$23.78	\$2,209
Telephone Answering Devices	89	\$0.74	\$69
Grills and Outdoor Equipment	20	\$10.42	\$968
Power Tools	78	\$25.01	\$2,323
Hand Tools	76	\$7.83	\$727
Office Furniture/Equipment for Home Use	86	\$13.99	\$1,299
Computers and Hardware for Home Use	79	\$151.26	\$14,053
Software and Accessories for Home Use	77	\$21.99	\$2,043
Other Household Items (4)	85	\$88.51	\$8,223

**(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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

2010 Housing Summary		2010 Demographic Summary	
Housing Units	513	Population	1,221
2010-2015 Percent Change	3.33%	Households	454
Percent Occupied	88.6%	Families	348
Percent Owner HHS	80.3%	Median Age	38.1
Median Home Value	\$101,683	Median Household Income	\$50,939
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		85	\$4,549,991
Mortgage Interest		86	\$1,812,738
Mortgage Principal		87	\$785,113
Property Taxes		78	\$783,098
Homeowners Insurance		103	\$210,943
Ground Rent		96	\$31,730
Maintenance and Remodeling Services		82	\$742,282
Maintenance and Remodeling Materials		94	\$159,389
Property Management and Security		63	\$24,636
<b>Rented Dwellings</b>		53	\$831,318
Rent		53	\$776,813
Rent Received as Pay		64	\$26,675
Renters' Insurance		65	\$3,830
Maintenance and Repair Services		80	\$7,748
Maintenance and Repair Materials		67	\$16,252
<b>Owned Vacation Homes</b>		62	\$130,616
Mortgage Payment		66	\$61,143
Property Taxes		61	\$31,188
Homeowners Insurance		61	\$4,099
Maintenance and Remodeling		55	\$29,320
Property Management and Security		63	\$4,866
Housing While Attending School		81	\$29,812
<b>Household Operations</b>		83	\$598,766
Child Care		85	\$179,429
Care for Elderly or Handicapped		66	\$21,518
Appliance Rental and Repair		90	\$9,940
Computer Information Services		85	\$94,406
Home Security System Services		96	\$11,432
Non-Apparel Household Laundry/Dry Cleaning		9	\$1,595
Housekeeping Services		79	\$54,983
Lawn and Garden		90	\$172,079
Moving/Storage/Freight Express		73	\$20,263
PC Repair (Personal Use)		89	\$3,576
Reupholstering/Furniture Repair		81	\$2,903
Termite/Pest Control		115	\$12,726
Water Softening Services		113	\$2,874
Internet Services Away from Home		85	\$1,027
Voice Over IP Service		60	\$1,823
Other Home Services (1)		79	\$8,183

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	92	\$4,170.40	\$1,895,385
Bottled Gas	118	\$80.22	\$36,461
Electricity	101	\$1,707.54	\$776,051
Fuel Oil	57	\$63.98	\$29,076
Natural Gas	73	\$474.45	\$215,632
Telephone Services	92	\$1,329.06	\$604,038
Water and Other Public Services	92	\$504.75	\$229,402
Coal/Wood/Other Fuel	118	\$10.22	\$4,646
<b>Housekeeping Supplies</b>	91	\$637.74	\$289,846
Laundry and Cleaning Supplies	94	\$179.21	\$81,446
Postage and Stationery	86	\$175.99	\$79,986
Other HH Products (2)	92	\$282.52	\$128,399
<b>Household Textiles</b>	83	\$110.14	\$50,058
Bathroom Linens	84	\$14.86	\$6,754
Bedroom Linens	84	\$52.31	\$23,772
Kitchen and Dining Room Linens	86	\$2.66	\$1,211
Curtains and Draperies	78	\$22.50	\$10,225
Slipcovers, Decorative Pillows	85	\$3.62	\$1,646
Materials for Slipcovers/Curtains	84	\$12.83	\$5,833
Other Linens	77	\$1.36	\$616
<b>Furniture</b>	83	\$498.99	\$226,785
Mattresses and Box Springs	81	\$64.69	\$29,402
Other Bedroom Furniture	91	\$97.10	\$44,131
Sofas	75	\$113.78	\$51,710
Living Room Tables and Chairs	83	\$69.03	\$31,374
Kitchen, Dining Room Furniture	87	\$53.85	\$24,473
Infant Furniture	81	\$9.08	\$4,128
Outdoor Furniture	80	\$21.41	\$9,730
Wall Units, Cabinets, Other Furniture (3)	88	\$70.06	\$31,841
<b>Major Appliances</b>	92	\$278.60	\$126,619
Dishwashers and Disposals	83	\$22.85	\$10,384
Refrigerators and Freezers	98	\$80.55	\$36,611
Clothes Washers	95	\$47.67	\$21,663
Clothes Dryers	96	\$36.61	\$16,640
Cooking Stoves and Ovens	87	\$40.98	\$18,625
Microwave Ovens	82	\$10.49	\$4,766
Window Air Conditioners	92	\$6.45	\$2,933
Electric Floor Cleaning Equipment	87	\$19.57	\$8,893
Sewing Machines and Miscellaneous Appliances	83	\$13.41	\$6,097

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	78	\$58.45	\$26,564
Housewares	73	\$62.60	\$28,451
Small Appliances	85	\$27.80	\$12,634
Window Coverings	68	\$26.40	\$11,996
Lamps and Other Lighting Fixtures	82	\$19.26	\$8,753
Infant Equipment	23	\$4.70	\$2,136
Rental of Furniture	88	\$4.08	\$1,853
Laundry and Cleaning Equipment	93	\$20.75	\$9,429
Closet and Storage Items	15	\$3.77	\$1,713
Luggage	77	\$7.13	\$3,238
Clocks and Other Household Decoratives	22	\$45.70	\$20,771
Telephones and Accessories	57	\$24.32	\$11,051
Telephone Answering Devices	91	\$0.76	\$346
Grills and Outdoor Equipment	20	\$10.63	\$4,831
Power Tools	80	\$25.62	\$11,644
Hand Tools	78	\$8.02	\$3,644
Office Furniture/Equipment for Home Use	87	\$14.27	\$6,487
Computers and Hardware for Home Use	81	\$154.53	\$70,233
Software and Accessories for Home Use	79	\$22.46	\$10,208
Other Household Items (4)	87	\$90.66	\$41,204

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

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

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

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,483	Population	3,637	
2010-2015 Percent Change	3.70%	Households	1,335	
Percent Occupied	90.0%	Families	1,035	
Percent Owner HHS	81.9%	Median Age	38.1	
Median Home Value	\$104,292	Median Household Income	\$52,113	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		84	\$9,973.77	\$13,317,873
Mortgage Interest		85	\$3,957.79	\$5,284,798
Mortgage Principal		87	\$1,723.69	\$2,301,622
Property Taxes		78	\$1,721.14	\$2,298,219
Homeowners Insurance		104	\$467.80	\$624,646
Ground Rent		98	\$70.92	\$94,705
Maintenance and Remodeling Services		82	\$1,624.55	\$2,169,249
Maintenance and Remodeling Materials		95	\$354.66	\$473,580
Property Management and Security		62	\$53.19	\$71,018
<b>Rented Dwellings</b>		53	\$1,831.28	\$2,445,291
Rent		52	\$1,708.41	\$2,281,228
Rent Received as Pay		66	\$60.35	\$80,581
Renters' Insurance		65	\$8.44	\$11,267
Maintenance and Repair Services		83	\$17.51	\$23,379
Maintenance and Repair Materials		69	\$36.57	\$48,836
<b>Owned Vacation Homes</b>		61	\$284.41	\$379,764
Mortgage Payment		65	\$133.38	\$178,104
Property Taxes		61	\$68.37	\$91,299
Homeowners Insurance		61	\$9.00	\$12,014
Maintenance and Remodeling		54	\$63.06	\$84,202
Property Management and Security		62	\$10.59	\$14,144
Housing While Attending School		80	\$65.39	\$87,320
<b>Household Operations</b>		84	\$1,320.78	\$1,763,625
Child Care		85	\$393.88	\$525,949
Care for Elderly or Handicapped		66	\$48.02	\$64,116
Appliance Rental and Repair		90	\$21.92	\$29,264
Computer Information Services		85	\$208.47	\$278,365
Home Security System Services		96	\$25.08	\$33,483
Non-Apparel Household Laundry/Dry Cleaning		9	\$3.53	\$4,707
Housekeeping Services		79	\$120.38	\$160,743
Lawn and Garden		91	\$381.51	\$509,426
Moving/Storage/Freight Express		74	\$44.80	\$59,817
PC Repair (Personal Use)		90	\$7.94	\$10,605
Reupholstering/Furniture Repair		80	\$6.33	\$8,458
Termite/Pest Control		116	\$28.13	\$37,556
Water Softening Services		117	\$6.55	\$8,752
Internet Services Away from Home		84	\$2.25	\$3,008
Voice Over IP Service		60	\$3.97	\$5,300
Other Home Services (1)		79	\$18.03	\$24,080

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	93	\$4,211.91	\$5,624,122
Bottled Gas	124	\$84.23	\$112,472
Electricity	102	\$1,727.27	\$2,306,405
Fuel Oil	58	\$65.43	\$87,370
Natural Gas	73	\$475.71	\$635,211
Telephone Services	93	\$1,342.33	\$1,792,399
Water and Other Public Services	92	\$506.11	\$675,810
Coal/Wood/Other Fuel	125	\$10.79	\$14,406
<b>Housekeeping Supplies</b>	92	\$643.37	\$859,081
Laundry and Cleaning Supplies	95	\$180.88	\$241,531
Postage and Stationery	87	\$177.47	\$236,979
Other HH Products (2)	93	\$285.00	\$380,558
<b>Household Textiles</b>	83	\$110.73	\$147,863
Bathroom Linens	84	\$14.94	\$19,945
Bedroom Linens	85	\$52.56	\$70,187
Kitchen and Dining Room Linens	87	\$2.68	\$3,581
Curtains and Draperies	78	\$22.55	\$30,106
Slipcovers, Decorative Pillows	85	\$3.62	\$4,838
Materials for Slipcovers/Curtains	85	\$13.03	\$17,399
Other Linens	77	\$1.35	\$1,806
<b>Furniture</b>	83	\$500.11	\$667,797
Mattresses and Box Springs	82	\$65.08	\$86,900
Other Bedroom Furniture	91	\$97.29	\$129,910
Sofas	75	\$113.71	\$151,831
Living Room Tables and Chairs	84	\$69.49	\$92,794
Kitchen, Dining Room Furniture	87	\$54.03	\$72,142
Infant Furniture	82	\$9.13	\$12,186
Outdoor Furniture	80	\$21.34	\$28,494
Wall Units, Cabinets, Other Furniture (3)	88	\$70.05	\$93,539
<b>Major Appliances</b>	93	\$281.39	\$375,741
Dishwashers and Disposals	84	\$22.93	\$30,622
Refrigerators and Freezers	99	\$81.38	\$108,670
Clothes Washers	96	\$48.11	\$64,236
Clothes Dryers	97	\$36.98	\$49,374
Cooking Stoves and Ovens	87	\$41.22	\$55,034
Microwave Ovens	82	\$10.54	\$14,067
Window Air Conditioners	95	\$6.64	\$8,865
Electric Floor Cleaning Equipment	89	\$20.03	\$26,748
Sewing Machines and Miscellaneous Appliances	84	\$13.57	\$18,119

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	78	\$58.29	\$77,834
Housewares	73	\$62.94	\$84,041
Small Appliances	86	\$28.07	\$37,476
Window Coverings	67	\$26.11	\$34,870
Lamps and Other Lighting Fixtures	82	\$19.28	\$25,743
Infant Equipment	23	\$4.70	\$6,274
Rental of Furniture	90	\$4.16	\$5,554
Laundry and Cleaning Equipment	94	\$20.97	\$28,000
Closet and Storage Items	15	\$3.78	\$5,050
Luggage	77	\$7.13	\$9,524
Clocks and Other Household Decoratives	22	\$45.49	\$60,739
Telephones and Accessories	57	\$24.44	\$32,640
Telephone Answering Devices	91	\$0.76	\$1,019
Grills and Outdoor Equipment	20	\$10.60	\$14,160
Power Tools	81	\$25.92	\$34,612
Hand Tools	79	\$8.10	\$10,819
Office Furniture/Equipment for Home Use	87	\$14.26	\$19,041
Computers and Hardware for Home Use	81	\$154.86	\$206,782
Software and Accessories for Home Use	79	\$22.49	\$30,025
Other Household Items (4)	88	\$91.65	\$122,381

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

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

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

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Downtown Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	235	241	
Households	93	96	
Families	70	72	
Median Household Income	\$47,367	\$52,077	
Males per 100 Females	96.7	95.5	
<b>Population By Age</b>			
Population <5 Years	6.3%	6.1%	
Population 5-17 Years	17.0%	16.7%	
Population 65+ Years	10.2%	12.0%	
Median Age	37.1	38.3	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	89	\$3,326.95	\$309,091
<b>Medical Care</b>	89	\$1,594.00	\$148,090
Physician Services	90	\$204.44	\$18,994
Dental Services	79	\$257.33	\$23,907
Eyecare Services	89	\$44.44	\$4,129
Lab Tests, X-Rays	97	\$53.26	\$4,948
Hospital Room and Hospital Services	95	\$130.52	\$12,126
Convalescent or Nursing Home Care	40	\$9.15	\$850
Other Medical services (1)	85	\$95.26	\$8,850
Nonprescription Drugs	94	\$97.34	\$9,043
Prescription Drugs	97	\$481.48	\$44,732
Nonprescription Vitamins	88	\$49.79	\$4,626
Medicare Prescription Drug Premium	86	\$42.54	\$3,952
Eyeglasses and Contact Lenses	82	\$62.90	\$5,843
Hearing Aids	80	\$17.40	\$1,617
Medical Equipment for General Use	94	\$5.93	\$551
Other Medical Supplies (2)	84	\$42.79	\$3,975
<b>Health Insurance</b>	90	\$1,731.99	\$160,911
Blue Cross/Blue Shield	95	\$534.59	\$49,666
Commercial Health Insurance	88	\$330.83	\$30,736
Health Maintenance Organization	82	\$274.38	\$25,491
Medicare Payments	88	\$365.17	\$33,926
Long Term Care Insurance	83	\$69.09	\$6,419
Other Health Insurance (3)	93	\$156.99	\$14,585

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,221	1,234
Households		454	462
Families		348	351
Median Household Income		\$50,939	\$53,637
Males per 100 Females		98.3	97.4
<b>Population By Age</b>			
Population <5 Years		6.3%	6.2%
Population 5-17 Years		17.3%	16.8%
Population 65+ Years		11.0%	12.8%
Median Age		38.1	39.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	91	\$3,407.73	\$1,548,762
<b>Medical Care</b>	91	\$1,633.72	\$742,501
Physician Services	92	\$209.45	\$95,191
Dental Services	81	\$263.00	\$119,532
Eyecare Services	91	\$45.47	\$20,666
Lab Tests, X-Rays	99	\$54.64	\$24,834
Hospital Room and Hospital Services	98	\$133.67	\$60,749
Convalescent or Nursing Home Care	40	\$9.26	\$4,209
Other Medical services (1)	87	\$97.71	\$44,409
Nonprescription Drugs	97	\$99.77	\$45,344
Prescription Drugs	99	\$493.98	\$224,505
Nonprescription Vitamins	90	\$50.98	\$23,171
Medicare Prescription Drug Premium	88	\$43.78	\$19,897
Eyeglasses and Contact Lenses	84	\$64.31	\$29,227
Hearing Aids	82	\$17.93	\$8,151
Medical Equipment for General Use	96	\$6.05	\$2,750
Other Medical Supplies (2)	86	\$43.80	\$19,905
<b>Health Insurance</b>	92	\$1,773.86	\$806,195
Blue Cross/Blue Shield	98	\$547.78	\$248,958
Commercial Health Insurance	90	\$338.20	\$153,706
Health Maintenance Organization	84	\$280.42	\$127,446
Medicare Payments	91	\$375.24	\$170,539
Long Term Care Insurance	85	\$70.63	\$32,100
Other Health Insurance (3)	96	\$161.46	\$73,381

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		3,637	3,683
Households		1,335	1,360
Families		1,035	1,046
Median Household Income		\$52,113	\$54,910
Males per 100 Females		98.7	98.1
<b>Population By Age</b>			
Population <5 Years		6.6%	6.4%
Population 5-17 Years		18.0%	17.4%
Population 65+ Years		11.3%	13.0%
Median Age		38.1	38.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	93	\$3,449.07	\$4,605,505
<b>Medical Care</b>	92	\$1,654.31	\$2,208,987
Physician Services	93	\$211.78	\$282,784
Dental Services	81	\$264.11	\$352,668
Eyecare Services	92	\$45.79	\$61,145
Lab Tests, X-Rays	101	\$55.48	\$74,085
Hospital Room and Hospital Services	98	\$134.96	\$180,207
Convalescent or Nursing Home Care	39	\$9.05	\$12,085
Other Medical services (1)	89	\$99.21	\$132,474
Nonprescription Drugs	98	\$101.20	\$135,127
Prescription Drugs	101	\$503.00	\$671,651
Nonprescription Vitamins	91	\$51.48	\$68,739
Medicare Prescription Drug Premium	90	\$44.91	\$59,970
Eyeglasses and Contact Lenses	84	\$64.67	\$86,348
Hearing Aids	85	\$18.49	\$24,684
Medical Equipment for General Use	95	\$6.03	\$8,053
Other Medical Supplies (2)	86	\$44.18	\$58,991
<b>Health Insurance</b>	93	\$1,794.73	\$2,396,482
Blue Cross/Blue Shield	99	\$554.24	\$740,077
Commercial Health Insurance	91	\$339.72	\$453,622
Health Maintenance Organization	84	\$281.50	\$375,884
Medicare Payments	93	\$383.06	\$511,501
Long Term Care Insurance	85	\$70.96	\$94,751
Other Health Insurance (3)	98	\$165.22	\$220,614

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		235	241
Households		93	96
Families		70	72
Median Age		37.1	38.3
Median Household Income		\$47,367	\$52,077
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		72	\$41,543
Admission to Movies, Theater, Opera, Ballet		72	\$10,195
Admission to Sporting Events, excl.Trips		82	\$4,551
Fees for Participant Sports, excl.Trips		77	\$7,627
Fees for Recreational Lessons		67	\$8,481
Membership Fees for Social/Recreation/Civic Clubs		70	\$10,652
Dating Services		50	\$36
Rental of Video Cassettes and DVDs		81	\$3,084
<b>Toys &amp; Games</b>		88	\$11,898
Toys and Playground Equipment		88	\$11,611
Play Arcade Pinball/Video Games		71	\$125
Online Entertainment and Games		73	\$158
<b>Recreational Vehicles and Fees</b>		87	\$26,217
Docking and Landing Fees for Boats and Planes		69	\$454
Camp Fees		69	\$1,837
Purchase of RVs or Boats		90	\$23,341
Rental of RVs or Boats		69	\$551
<b>Sports, Recreation and Exercise Equipment</b>		69	\$11,571
Exercise Equipment and Gear, Game Tables		75	\$5,715
Bicycles		69	\$1,268
Camping Equipment		34	\$457
Hunting and Fishing Equipment		60	\$2,133
Winter Sports Equipment		66	\$398
Water Sports Equipment		96	\$594
Other Sports Equipment		81	\$709
Rental/Repair of Sports/Recreation/Exercise Equipment		78	\$291
<b>Photographic Equipment and Supplies</b>		80	\$7,677
Film		91	\$620
Film Processing		83	\$1,723
Photographic Equipment		75	\$2,985
Photographer Fees/Other Supplies & Equip Rental/Repair		82	\$2,349
<b>Reading</b>		76	\$10,977
Magazine/Newspaper Subscriptions		79	\$4,622
Magazine/Newspaper Single Copies		79	\$1,400
Books		74	\$4,955

**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,221	1,234
Households		454	462
Families		348	351
Median Age		38.1	39.0
Median Household Income		\$50,939	\$53,637
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	74	\$455.69	\$207,104
Admission to Movies, Theater, Opera, Ballet	74	\$111.90	\$50,857
Admission to Sporting Events, excl.Trips	84	\$49.96	\$22,707
Fees for Participant Sports, excl.Trips	78	\$83.70	\$38,042
Fees for Recreational Lessons	68	\$92.88	\$42,214
Membership Fees for Social/Recreation/Civic Clubs	71	\$116.85	\$53,105
Dating Services	51	\$0.39	\$179
Rental of Video Cassettes and DVDs	82	\$33.93	\$15,421
<b>Toys &amp; Games</b>	90	\$131.04	\$59,555
Toys and Playground Equipment	91	\$127.92	\$58,138
Play Arcade Pinball/Video Games	73	\$1.38	\$626
Online Entertainment and Games	75	\$1.73	\$788
<b>Recreational Vehicles and Fees</b>	90	\$289.79	\$131,705
Docking and Landing Fees for Boats and Planes	70	\$4.97	\$2,260
Camp Fees	70	\$20.15	\$9,160
Purchase of RVs or Boats	93	\$258.56	\$117,510
Rental of RVs or Boats	71	\$6.05	\$2,750
<b>Sports, Recreation and Exercise Equipment</b>	70	\$127.56	\$57,976
Exercise Equipment and Gear, Game Tables	77	\$62.97	\$28,621
Bicycles	70	\$13.93	\$6,329
Camping Equipment	35	\$5.05	\$2,293
Hunting and Fishing Equipment	62	\$23.62	\$10,734
Winter Sports Equipment	68	\$4.39	\$1,996
Water Sports Equipment	99	\$6.59	\$2,993
Other Sports Equipment	82	\$7.81	\$3,547
Rental/Repair of Sports/Recreation/Exercise Equipment	80	\$3.21	\$1,457
<b>Photographic Equipment and Supplies</b>	82	\$84.47	\$38,391
Film	93	\$6.85	\$3,112
Film Processing	85	\$19.00	\$8,637
Photographic Equipment	77	\$32.79	\$14,902
Photographer Fees/Other Supplies & Equip Rental/Repair	84	\$25.83	\$11,740
<b>Reading</b>	78	\$120.78	\$54,894
Magazine/Newspaper Subscriptions	80	\$50.88	\$23,124
Magazine/Newspaper Single Copies	81	\$15.46	\$7,024
Books	75	\$54.45	\$24,745

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**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 Neville  
Market St, Moscow, OH, 45153  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 38.80934  
Longitude: -84.21331

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		3,637	3,683
Households		1,335	1,360
Families		1,035	1,046
Median Age		38.1	38.7
Median Household Income		\$52,113	\$54,910
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	73	\$452.64	\$604,410
Admission to Movies, Theater, Opera, Ballet	73	\$111.40	\$148,748
Admission to Sporting Events, excl.Trips	84	\$49.75	\$66,433
Fees for Participant Sports, excl.Trips	78	\$83.26	\$111,177
Fees for Recreational Lessons	67	\$91.72	\$122,479
Membership Fees for Social/Recreation/Civic Clubs	71	\$116.12	\$155,048
Dating Services	51	\$0.39	\$524
Rental of Video Cassettes and DVDs	83	\$34.04	\$45,457
<b>Toys &amp; Games</b>	91	\$132.09	\$176,381
Toys and Playground Equipment	91	\$128.98	\$172,219
Play Arcade Pinball/Video Games	74	\$1.39	\$1,857
Online Entertainment and Games	74	\$1.72	\$2,302
<b>Recreational Vehicles and Fees</b>	92	\$296.11	\$395,396
Docking and Landing Fees for Boats and Planes	70	\$4.93	\$6,582
Camp Fees	70	\$20.10	\$26,842
Purchase of RVs or Boats	95	\$265.03	\$353,898
Rental of RVs or Boats	71	\$6.04	\$8,060
<b>Sports, Recreation and Exercise Equipment</b>	71	\$129.05	\$172,322
Exercise Equipment and Gear, Game Tables	77	\$63.51	\$84,810
Bicycles	70	\$13.93	\$18,607
Camping Equipment	35	\$5.10	\$6,816
Hunting and Fishing Equipment	63	\$24.16	\$32,261
Winter Sports Equipment	69	\$4.46	\$5,954
Water Sports Equipment	102	\$6.78	\$9,051
Other Sports Equipment	83	\$7.87	\$10,509
Rental/Repair of Sports/Recreation/Exercise Equipment	81	\$3.23	\$4,312
<b>Photographic Equipment and Supplies</b>	82	\$84.87	\$113,327
Film	94	\$6.96	\$9,295
Film Processing	86	\$19.26	\$25,712
Photographic Equipment	77	\$32.76	\$43,749
Photographer Fees/Other Supplies & Equip Rental/Repair	84	\$25.89	\$34,572
<b>Reading</b>	78	\$121.40	\$162,101
Magazine/Newspaper Subscriptions	81	\$51.23	\$68,406
Magazine/Newspaper Single Copies	82	\$15.68	\$20,931
Books	75	\$54.49	\$72,766

**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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