





# Market Profile

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5, 10, 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
<b>Population Summary</b>			
2000 Total Population	1,831	5,293	86,295
2000 Group Quarters	17	21	759
2010 Total Population	1,939	5,534	91,614
2015 Total Population	1,998	5,664	94,566
2010-2015 Annual Rate	0.60%	0.47%	0.64%
<b>Household Summary</b>			
2000 Households	640	1,821	32,999
2000 Average Household Size	2.83	2.90	2.59
2010 Households	692	1,948	35,555
2010 Average Household Size	2.78	2.83	2.55
2015 Households	716	2,005	36,861
2015 Average Household Size	2.77	2.81	2.54
2010-2015 Annual Rate	0.68%	0.58%	0.72%
2000 Families	488	1,419	23,680
2000 Average Family Size	3.25	3.26	3.08
2010 Families	518	1,492	24,898
2010 Average Family Size	3.20	3.20	3.06
2015 Families	532	1,528	25,597
2015 Average Family Size	3.20	3.19	3.06
2010-2015 Annual Rate	0.54%	0.48%	0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	722	2,013	34,609
Owner Occupied Housing Units	56.3%	70.1%	72.0%
Renter Occupied Housing Units	32.6%	21.2%	23.5%
Vacant Housing Units	11.1%	8.7%	4.5%
2010 Housing Units	818	2,241	38,446
Owner Occupied Housing Units	52.8%	65.5%	67.5%
Renter Occupied Housing Units	31.8%	21.4%	25.0%
Vacant Housing Units	15.4%	13.1%	7.5%
2015 Housing Units	865	2,354	40,307
Owner Occupied Housing Units	51.3%	63.9%	66.6%
Renter Occupied Housing Units	31.4%	21.3%	24.8%
Vacant Housing Units	17.2%	14.8%	8.5%
<b>Median Household Income</b>			
2000	\$42,887	\$45,771	\$52,131
2010	\$50,564	\$53,478	\$63,742
2015	\$57,350	\$60,088	\$72,297
<b>Median Home Value</b>			
2000	\$114,286	\$106,544	\$122,747
2010	\$129,268	\$113,506	\$142,894
2015	\$138,281	\$123,058	\$155,929
<b>Per Capita Income</b>			
2000	\$18,466	\$20,043	\$25,987
2010	\$20,806	\$23,046	\$30,898
2015	\$23,966	\$26,405	\$34,361
<b>Median Age</b>			
2000	33.0	34.7	36.0
2010	34.2	36.0	37.9
2015	34.9	36.5	38.0

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

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

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<b>2000 Households by Income</b>			
Household Income Base	643	1,823	33,037
<\$15,000	18.7%	13.6%	10.0%
\$15,000 - \$24,999	10.4%	13.0%	10.4%
\$25,000 - \$34,999	13.2%	13.3%	11.0%
\$35,000 - \$49,999	14.8%	14.3%	16.2%
\$50,000 - \$74,999	22.9%	23.1%	22.9%
\$75,000 - \$99,999	8.6%	10.7%	13.8%
\$100,000 - \$149,999	9.0%	8.1%	9.9%
\$150,000 - \$199,999	0.8%	1.1%	2.7%
\$200,000+	1.7%	2.9%	3.2%
Average Household Income	\$52,409	\$57,050	\$67,525
<b>2010 Households by Income</b>			
Household Income Base	692	1,949	35,556
<\$15,000	15.8%	11.3%	7.3%
\$15,000 - \$24,999	8.4%	10.3%	7.0%
\$25,000 - \$34,999	11.3%	10.7%	8.1%
\$35,000 - \$49,999	13.9%	13.4%	13.6%
\$50,000 - \$74,999	24.3%	24.5%	23.1%
\$75,000 - \$99,999	12.9%	14.2%	18.2%
\$100,000 - \$149,999	10.7%	11.0%	15.0%
\$150,000 - \$199,999	1.2%	1.7%	3.9%
\$200,000+	1.7%	2.9%	3.8%
Average Household Income	\$58,952	\$64,832	\$79,187
<b>2015 Households by Income</b>			
Household Income Base	716	2,002	36,860
<\$15,000	13.8%	9.8%	6.2%
\$15,000 - \$24,999	6.6%	8.2%	5.4%
\$25,000 - \$34,999	8.2%	7.8%	5.8%
\$35,000 - \$49,999	10.8%	10.2%	10.4%
\$50,000 - \$74,999	26.8%	27.0%	24.0%
\$75,000 - \$99,999	14.2%	15.6%	19.2%
\$100,000 - \$149,999	15.6%	15.4%	19.8%
\$150,000 - \$199,999	1.5%	2.2%	4.8%
\$200,000+	2.4%	3.7%	4.5%
Average Household Income	\$67,575	\$74,014	\$87,726
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	408	1,400	24,910
<\$50,000	14.2%	24.6%	7.0%
\$50,000 - \$99,999	28.9%	22.6%	25.7%
\$100,000 - \$149,999	20.1%	19.3%	33.9%
\$150,000 - \$199,999	9.8%	10.0%	15.5%
\$200,000 - \$299,999	19.6%	16.4%	10.4%
\$300,000 - \$499,999	4.4%	3.5%	4.9%
\$500,000 - \$999,999	2.7%	2.4%	2.2%
\$1,000,000 +	0.2%	1.2%	0.3%
Average Home Value	\$161,500	\$149,551	\$153,393
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	226	410	7,979
With Cash Rent	91.6%	92.0%	96.4%
No Cash Rent	8.4%	8.0%	3.6%
Median Rent	\$405	\$417	\$510
Average Rent	\$387	\$400	\$541

**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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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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<b>2000 Population by Age</b>			
Total	1,831	5,292	86,297
0 - 4	7.8%	6.8%	7.1%
5 - 9	9.3%	8.5%	7.5%
10 - 14	7.9%	8.4%	7.7%
15 - 24	14.9%	14.3%	12.7%
25 - 34	12.8%	12.3%	13.5%
35 - 44	16.0%	16.8%	16.9%
45 - 54	14.5%	14.9%	14.7%
55 - 64	7.8%	8.6%	8.6%
65 - 74	5.3%	5.6%	6.1%
75 - 84	3.0%	3.1%	4.0%
85 +	0.8%	0.8%	1.2%
18 +	69.5%	70.6%	73.3%
<b>2010 Population by Age</b>			
Total	1,940	5,536	91,613
0 - 4	7.9%	7.2%	6.9%
5 - 9	7.6%	6.9%	6.8%
10 - 14	7.3%	6.6%	6.9%
15 - 24	13.4%	13.8%	12.6%
25 - 34	14.8%	14.3%	13.1%
35 - 44	12.6%	12.3%	13.5%
45 - 54	14.3%	15.6%	15.5%
55 - 64	12.3%	12.8%	12.3%
65 - 74	5.5%	6.3%	6.7%
75 - 84	3.1%	3.2%	3.9%
85 +	1.1%	1.1%	1.8%
18 +	72.1%	74.8%	75.3%
<b>2015 Population by Age</b>			
Total	1,998	5,665	94,564
0 - 4	7.8%	6.9%	6.8%
5 - 9	7.7%	7.0%	6.8%
10 - 14	7.6%	6.9%	6.9%
15 - 24	13.0%	12.3%	12.2%
25 - 34	14.2%	15.0%	13.3%
35 - 44	13.4%	12.5%	13.0%
45 - 54	12.5%	13.3%	14.0%
55 - 64	12.4%	13.4%	12.9%
65 - 74	7.4%	8.4%	8.3%
75 - 84	3.0%	3.2%	3.9%
85 +	1.2%	1.1%	1.8%
18 +	72.8%	75.5%	75.6%
<b>2000 Population by Sex</b>			
Males	49.6%	49.7%	48.5%
Females	50.4%	50.3%	51.5%
<b>2010 Population by Sex</b>			
Males	50.2%	49.6%	48.4%
Females	49.8%	50.4%	51.6%
<b>2015 Population by Sex</b>			
Males	50.5%	49.6%	48.4%
Females	49.6%	50.4%	51.6%

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	1,830	5,294	86,295
White Alone	96.4%	97.1%	96.8%
Black Alone	2.0%	1.3%	0.9%
American Indian Alone	0.1%	0.2%	0.1%
Asian or Pacific Islander Alone	0.1%	0.2%	1.1%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	1.2%	0.9%	0.8%
Hispanic Origin	0.8%	0.9%	0.9%
Diversity Index	8.6	7.2	8.1
<b>2010 Population by Race/Ethnicity</b>			
Total	1,939	5,533	91,615
White Alone	94.6%	95.8%	95.6%
Black Alone	3.3%	2.2%	1.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.2%	0.2%	1.4%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	1.3%	1.3%	1.7%
Diversity Index	12.7	10.5	11.6
<b>2015 Population by Race/Ethnicity</b>			
Total	1,996	5,663	94,565
White Alone	93.8%	95.2%	95.0%
Black Alone	3.9%	2.5%	1.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.2%	0.2%	1.6%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	1.9%	1.5%	1.4%
Hispanic Origin	1.6%	1.6%	2.1%
Diversity Index	14.7	12.1	13.4
<b>2000 Population 3+ by School Enrollment</b>			
Total	1,738	5,084	82,720
Enrolled in Nursery/Preschool	1.8%	1.2%	2.4%
Enrolled in Kindergarten	1.8%	1.6%	1.5%
Enrolled in Grade 1-8	12.8%	14.3%	12.8%
Enrolled in Grade 9-12	7.7%	8.1%	6.3%
Enrolled in College	2.0%	2.3%	4.0%
Enrolled in Grad/Prof School	0.0%	0.2%	0.9%
Not Enrolled in School	73.9%	72.2%	72.0%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	1,236	3,630	61,220
Less Than 9th Grade	4.4%	5.0%	2.7%
9th to 12th Grade, No Diploma	13.5%	12.2%	7.2%
High School Graduate	31.7%	33.7%	29.2%
Some College, No Degree	18.5%	18.2%	19.9%
Associate Degree	7.6%	8.4%	8.9%
Bachelor's Degree	14.9%	13.4%	20.2%
Graduate/Professional Degree	9.4%	9.1%	11.9%

**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	1,495	4,392	72,753
Never Married	26.8%	26.0%	25.0%
Married	55.1%	57.9%	58.3%
Widowed	5.8%	5.3%	6.0%
Divorced	12.3%	10.8%	10.7%
<b>2000 Population 16+ by Employment Status</b>			
Total	1,327	3,910	65,802
In Labor Force	67.9%	67.0%	69.4%
Civilian Employed	65.7%	63.1%	67.1%
Civilian Unemployed	2.2%	3.8%	2.2%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	32.1%	33.0%	30.6%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.0%	84.5%	90.0%
Civilian Unemployed	11.0%	15.5%	10.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.0%	87.3%	91.8%
Civilian Unemployed	9.0%	12.7%	8.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	648	1,978	34,447
Own Children < 6 Only	5.9%	5.3%	8.3%
Employed/in Armed Forces	2.3%	2.1%	5.5%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	3.5%	3.1%	2.7%
Own Children <6 and 6-17 Only	10.6%	8.0%	6.4%
Employed/in Armed Forces	8.2%	5.1%	3.6%
Unemployed	0.0%	0.5%	0.1%
Not in Labor Force	2.5%	2.5%	2.7%
Own Children 6-17 Only	21.8%	23.0%	19.4%
Employed/in Armed Forces	16.0%	15.7%	14.7%
Unemployed	0.3%	1.1%	0.3%
Not in Labor Force	5.4%	6.3%	4.4%
No Own Children < 18	61.7%	63.7%	65.9%
Employed/in Armed Forces	32.7%	31.6%	35.8%
Unemployed	0.5%	1.8%	1.4%
Not in Labor Force	28.5%	30.3%	28.7%
<b>2010 Employed Population 16+ by Industry</b>			
Total	870	2,483	44,935
Agriculture/Mining	0.0%	0.4%	0.2%
Construction	10.2%	11.0%	6.0%
Manufacturing	9.1%	10.6%	10.3%
Wholesale Trade	4.5%	3.7%	3.5%
Retail Trade	14.5%	11.4%	12.2%
Transportation/Utilities	3.8%	5.2%	4.6%
Information	1.4%	1.5%	1.8%
Finance/Insurance/Real Estate	3.3%	3.8%	7.9%
Services	48.9%	48.4%	49.8%
Public Administration	4.4%	3.9%	3.7%

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	870	2,482	44,935
White Collar	55.3%	52.7%	67.3%
Management/Business/Financial	12.9%	12.5%	17.2%
Professional	17.9%	19.1%	23.6%
Sales	12.8%	10.0%	12.5%
Administrative Support	11.7%	11.0%	14.0%
Services	20.7%	19.3%	14.9%
Blue Collar	24.0%	28.0%	17.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	10.1%	10.2%	4.7%
Installation/Maintenance/Repair	1.8%	3.7%	3.4%
Production	7.0%	7.9%	5.1%
Transportation/Material Moving	5.1%	6.2%	4.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	865	2,435	43,378
Drove Alone - Car, Truck, or Van	74.6%	78.6%	84.0%
Carpooled - Car, Truck, or Van	13.5%	13.6%	9.3%
Public Transportation	1.5%	0.8%	1.9%
Walked	5.1%	2.3%	1.2%
Other Means	3.7%	1.8%	0.6%
Worked at Home	1.6%	2.8%	3.0%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	865	2,434	43,377
Did not Work at Home	98.4%	97.2%	97.0%
Less than 5 minutes	6.7%	3.8%	2.1%
5 to 9 minutes	11.1%	7.8%	8.5%
10 to 19 minutes	14.2%	17.9%	22.2%
20 to 24 minutes	12.8%	12.9%	14.6%
25 to 34 minutes	23.5%	22.3%	26.5%
35 to 44 minutes	12.6%	12.8%	9.6%
45 to 59 minutes	9.6%	12.8%	9.1%
60 to 89 minutes	4.2%	3.8%	2.8%
90 or more minutes	3.7%	3.2%	1.7%
Worked at Home	1.6%	2.8%	3.0%
Average Travel Time to Work (in min)	29.0	30.1	26.6
<b>2000 Households by Vehicles Available</b>			
Total	635	1,814	32,985
None	5.6%	4.8%	5.2%
1	30.5%	27.4%	28.4%
2	43.0%	42.3%	45.3%
3	14.6%	17.7%	15.4%
4	3.0%	5.5%	4.3%
5+	3.2%	2.2%	1.4%
Average Number of Vehicles Available	1.9	2.0	1.9

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

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<b>2000 Households by Type</b>			
Total	641	1,821	32,998
Family Households	76.1%	77.9%	71.8%
Married-couple Family	57.6%	60.6%	58.8%
With Related Children	30.1%	30.5%	29.3%
Other Family (No Spouse)	18.6%	17.3%	13.0%
With Related Children	12.3%	11.8%	8.4%
Nonfamily Households	23.7%	22.1%	28.2%
Householder Living Alone	19.3%	17.2%	23.5%
Householder Not Living Alone	4.5%	4.8%	4.7%
Households with Related Children	42.5%	42.3%	37.7%
Households with Persons 65+	18.0%	19.0%	21.0%
<b>2000 Households by Size</b>			
Total	640	1,821	32,999
1 Person Household	19.4%	17.2%	23.5%
2 Person Household	29.6%	32.9%	33.5%
3 Person Household	19.4%	18.9%	17.4%
4 Person Household	17.7%	17.3%	15.8%
5 Person Household	7.8%	8.5%	6.7%
6 Person Household	4.1%	3.3%	2.2%
7 + Person Household	2.0%	1.9%	0.8%
<b>2000 Households by Year Householder Moved In</b>			
Total	635	1,814	32,985
Moved in 1999 to March 2000	17.3%	14.8%	18.4%
Moved in 1995 to 1998	28.5%	26.4%	29.0%
Moved in 1990 to 1994	21.4%	21.7%	18.1%
Moved in 1980 to 1989	16.2%	19.7%	16.7%
Moved in 1970 to 1979	6.6%	8.7%	9.2%
Moved in 1969 or Earlier	9.9%	8.7%	8.6%
Median Year Householder Moved In	1994	1993	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	758	2,019	34,588
1, Detached	67.0%	65.4%	67.3%
1, Attached	1.2%	1.0%	4.4%
2	10.3%	5.6%	1.2%
3 or 4	7.8%	3.7%	2.5%
5 to 9	5.1%	2.8%	6.2%
10 to 19	1.2%	0.9%	8.5%
20 +	0.9%	1.2%	4.1%
Mobile Home	6.5%	19.2%	5.7%
Other	0.0%	0.1%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	758	2,021	34,590
1999 to March 2000	2.2%	1.9%	1.9%
1995 to 1998	7.4%	8.6%	8.0%
1990 to 1994	3.3%	9.3%	11.7%
1980 to 1989	9.9%	15.4%	18.4%
1970 to 1979	11.9%	15.8%	20.1%
1969 or Earlier	65.3%	49.1%	39.9%
Median Year Structure Built	1950	1971	1975

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

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<b>Top 3 Tapestry Segments</b>			
1.	Midland Crowd	Crossroads	Cozy and Comfortable
2.	Main Street, USA	Midland Crowd	Sophisticated Squires
3.	Green Acres	Green Acres	Crossroads
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$979,611	\$3,017,260	\$67,719,018
Average Spent	\$1,415.42	\$1,549.17	\$1,904.64
Spending Potential Index	59	65	80
Computers & Accessories: Total \$	\$127,334	\$396,563	\$8,927,809
Average Spent	\$183.98	\$203.61	\$251.10
Spending Potential Index	84	93	114
Education: Total \$	\$710,267	\$2,211,579	\$51,233,177
Average Spent	\$1,026.25	\$1,135.50	\$1,440.97
Spending Potential Index	84	93	118
Entertainment/Recreation: Total \$	\$1,932,908	\$5,983,118	\$133,109,736
Average Spent	\$2,792.82	\$3,071.94	\$3,743.80
Spending Potential Index	87	95	116
Food at Home: Total \$	\$2,615,556	\$8,042,691	\$177,347,263
Average Spent	\$3,779.17	\$4,129.40	\$4,988.01
Spending Potential Index	84	92	111
Food Away from Home: Total \$	\$1,904,628	\$5,873,423	\$130,431,971
Average Spent	\$2,751.96	\$3,015.62	\$3,668.48
Spending Potential Index	86	94	114
Health Care: Total \$	\$2,209,673	\$6,802,463	\$148,969,780
Average Spent	\$3,192.71	\$3,492.62	\$4,189.87
Spending Potential Index	86	94	112
HH Furnishings & Equipment: Total \$	\$1,065,580	\$3,306,243	\$73,786,612
Average Spent	\$1,539.64	\$1,697.54	\$2,075.30
Spending Potential Index	75	82	101
Investments: Total \$	\$939,081	\$2,935,557	\$68,143,193
Average Spent	\$1,356.86	\$1,507.22	\$1,916.57
Spending Potential Index	78	87	110
Retail Goods: Total \$	\$14,140,521	\$43,733,897	\$961,841,678
Average Spent	\$20,431.37	\$22,454.52	\$27,052.42
Spending Potential Index	82	90	109
Shelter: Total \$	\$9,229,527	\$28,395,118	\$643,083,034
Average Spent	\$13,335.56	\$14,579.05	\$18,087.12
Spending Potential Index	84	92	115
TV/Video/Audio: Total \$	\$731,936	\$2,254,006	\$49,676,665
Average Spent	\$1,057.56	\$1,157.29	\$1,397.19
Spending Potential Index	85	93	113
Travel: Total \$	\$1,101,270	\$3,422,438	\$78,075,548
Average Spent	\$1,591.20	\$1,757.20	\$2,195.93
Spending Potential Index	84	93	116
Vehicle Maintenance & Repairs: Total \$	\$557,761	\$1,723,433	\$38,031,578
Average Spent	\$805.90	\$884.87	\$1,069.66
Spending Potential Index	85	94	113

**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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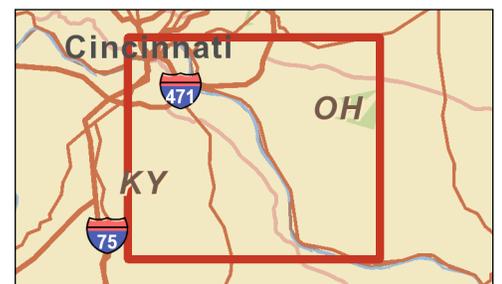
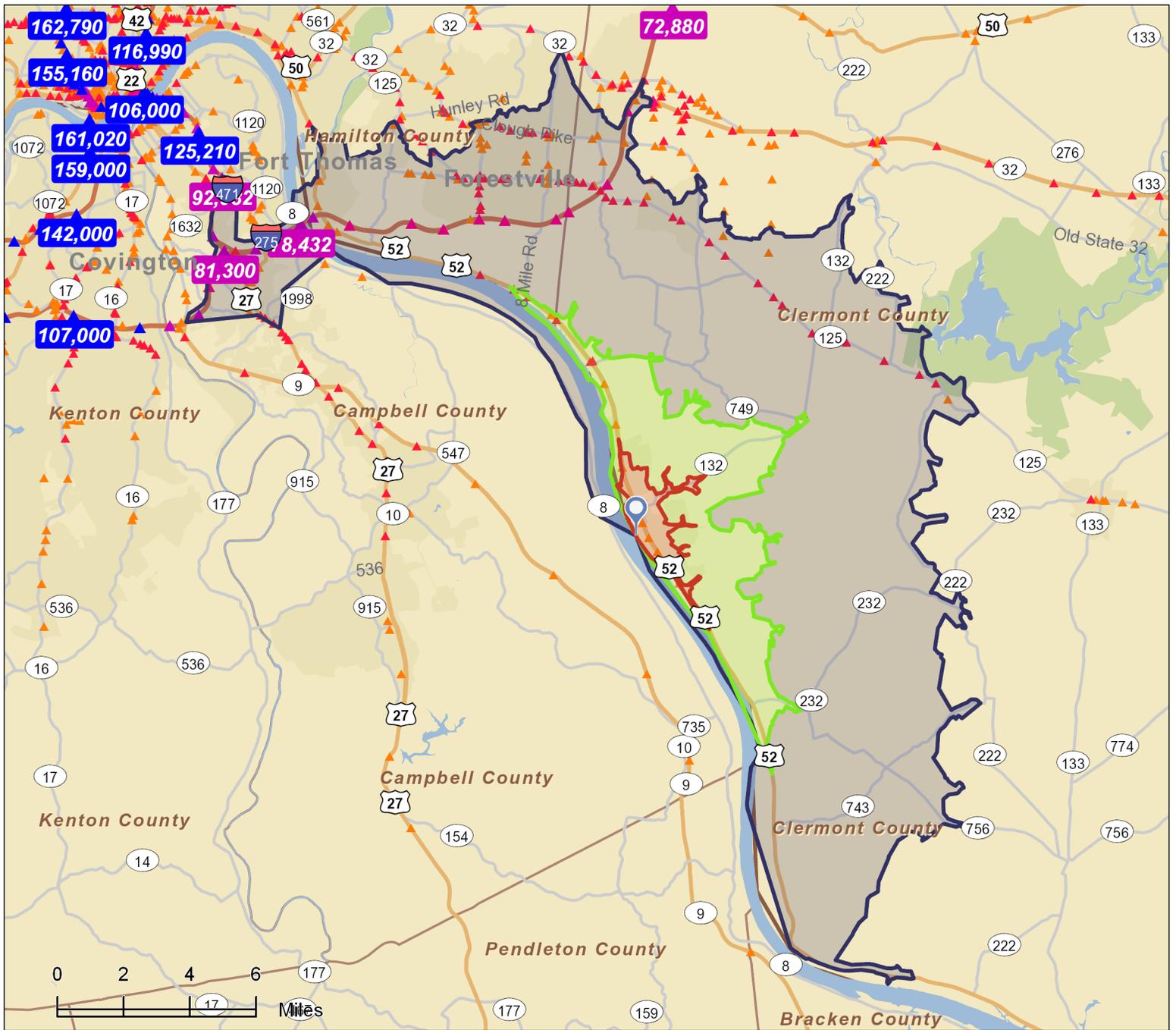
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5, 10, 20 Minutes

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

Latitude: 38.95138  
Longitude: -84.28392



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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5, 10, 20 Minutes

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

Latitude: 38.95138  
Longitude: -84.28392



- 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 New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5, 10, 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Data for all businesses in area	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
Total Businesses:	92	157	2,718
Total Employees:	556	908	25,562
Total Residential Population:	1,939	5,534	91,614
Employee/Residential Population Ratio:	0.29	0.16	0.28

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.7%	12	2.1%	7	4.2%	18	1.9%	86	3.2%	318	1.2%
Construction	7	7.4%	10	1.8%	14	9.1%	20	2.2%	301	11.1%	1,112	4.4%
Manufacturing	2	1.9%	6	1.1%	4	2.8%	15	1.6%	87	3.2%	1,672	6.5%
Transportation	3	3.7%	16	2.9%	4	2.4%	18	2.0%	64	2.4%	300	1.2%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	0.6%	51	0.2%
Utility	1	1.0%	3	0.5%	2	1.6%	8	0.9%	6	0.2%	65	0.3%
Wholesale Trade	0	0.0%	0	0.0%	4	2.7%	17	1.8%	110	4.1%	643	2.5%
<b>Retail Trade Summary</b>	<b>24</b>	<b>26.3%</b>	<b>202</b>	<b>36.4%</b>	<b>31</b>	<b>19.8%</b>	<b>233</b>	<b>25.7%</b>	<b>569</b>	<b>20.9%</b>	<b>7,118</b>	<b>27.8%</b>
Home Improvement	2	1.8%	4	0.8%	2	1.2%	5	0.5%	33	1.2%	643	2.5%
General Merchandise Stores	1	0.9%	4	0.8%	1	0.6%	5	0.5%	22	0.8%	576	2.3%
Food Stores	3	3.7%	40	7.1%	4	2.8%	46	5.1%	49	1.8%	1,014	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	3	3.7%	25	4.4%	6	3.8%	31	3.4%	98	3.6%	798	3.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	0.6%	79	0.3%
Furniture & Home Furnishings	1	0.9%	2	0.3%	1	0.6%	2	0.2%	63	2.3%	350	1.4%
Eating & Drinking Places	9	9.3%	106	19.1%	10	6.5%	120	13.3%	158	5.8%	2,793	10.9%
Miscellaneous Retail	5	5.8%	22	3.9%	7	4.2%	24	2.7%	131	4.8%	865	3.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>5</b>	<b>5.7%</b>	<b>46</b>	<b>8.3%</b>	<b>10</b>	<b>6.5%</b>	<b>54</b>	<b>6.0%</b>	<b>293</b>	<b>10.8%</b>	<b>2,064</b>	<b>8.1%</b>
Banks, Savings & Lending Institutions	4	3.8%	45	8.2%	4	2.5%	50	5.5%	71	2.6%	463	1.8%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	34	1.2%	81	0.3%
Insurance Carriers & Agents	0	0.0%	0	0.0%	0	0.0%	0	0.0%	58	2.1%	615	2.4%
Real Estate, Holding, Other Investment Offices	2	1.8%	1	0.2%	6	4.0%	5	0.5%	130	4.8%	905	3.5%
<b>Services Summary</b>	<b>39</b>	<b>42.7%</b>	<b>172</b>	<b>31.0%</b>	<b>68</b>	<b>43.3%</b>	<b>382</b>	<b>42.1%</b>	<b>1,075</b>	<b>39.6%</b>	<b>11,353</b>	<b>44.4%</b>
Hotels & Lodging	1	1.0%	1	0.2%	1	0.6%	1	0.1%	6	0.2%	44	0.2%
Automotive Services	3	2.7%	6	1.1%	5	3.2%	9	1.0%	73	2.7%	299	1.2%
Motion Pictures & Amusements	2	2.0%	3	0.5%	4	2.3%	3	0.4%	87	3.2%	1,070	4.2%
Health Services	4	4.7%	91	16.3%	6	3.6%	101	11.1%	167	6.1%	2,618	10.2%
Legal Services	1	0.9%	0	0.0%	1	0.6%	0	0.0%	34	1.3%	166	0.6%
Education Institutions & Libraries	2	1.8%	15	2.7%	4	2.8%	163	17.9%	53	1.9%	3,208	12.6%
Other Services	27	29.5%	56	10.2%	47	30.1%	105	11.5%	655	24.1%	3,948	15.4%
<b>Government</b>	<b>5</b>	<b>5.8%</b>	<b>88</b>	<b>15.8%</b>	<b>9</b>	<b>5.5%</b>	<b>142</b>	<b>15.6%</b>	<b>43</b>	<b>1.6%</b>	<b>831</b>	<b>3.3%</b>
<b>Other</b>	<b>3</b>	<b>2.8%</b>	<b>1</b>	<b>0.2%</b>	<b>4</b>	<b>2.3%</b>	<b>2</b>	<b>0.3%</b>	<b>68</b>	<b>2.5%</b>	<b>35</b>	<b>0.1%</b>
<b>Totals</b>	<b>92</b>	<b>100%</b>	<b>556</b>	<b>100%</b>	<b>157</b>	<b>100%</b>	<b>908</b>	<b>100%</b>	<b>2,718</b>	<b>100%</b>	<b>25,562</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 New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5, 10, 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	1.1%	4	0.4%	11	0.4%	27	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Utilities	1	1.0%	3	0.5%	2	1.6%	8	0.9%	3	0.1%	11	0.0%
Construction	11	12.1%	15	2.6%	22	14.3%	29	3.2%	321	11.8%	1,159	4.5%
Manufacturing	2	1.9%	6	1.1%	4	2.8%	15	1.6%	92	3.4%	1,711	6.7%
Wholesale Trade	0	0.0%	0	0.0%	4	2.7%	17	1.8%	107	3.9%	627	2.5%
Retail Trade	16	17.0%	96	17.3%	21	13.2%	113	12.4%	401	14.7%	4,266	16.7%
Motor Vehicle & Parts Dealers	2	1.9%	9	1.7%	4	2.6%	13	1.5%	70	2.6%	635	2.5%
Furniture & Home Furnishings Stores	1	0.9%	2	0.3%	1	0.6%	2	0.2%	28	1.0%	162	0.6%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29	1.1%	183	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.8%	4	0.8%	2	1.2%	5	0.5%	33	1.2%	640	2.5%
Food & Beverage Stores	3	3.7%	40	7.1%	4	2.8%	46	5.1%	44	1.6%	966	3.8%
Health & Personal Care Stores	1	0.9%	11	2.0%	1	0.6%	12	1.4%	36	1.3%	410	1.6%
Gasoline Stations	2	1.8%	15	2.7%	2	1.2%	17	1.9%	28	1.0%	163	0.6%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	21	0.8%	110	0.4%
Sport Goods, Hobby, Book, & Music Stores	1	1.0%	2	0.3%	1	0.6%	2	0.2%	28	1.0%	104	0.4%
General Merchandise Stores	1	0.9%	4	0.8%	1	0.6%	5	0.5%	22	0.8%	576	2.3%
Miscellaneous Store Retailers	4	3.9%	9	1.6%	5	3.0%	10	1.1%	58	2.1%	236	0.9%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.2%	81	0.3%
Transportation & Warehousing	4	4.6%	17	3.0%	5	3.1%	19	2.1%	59	2.2%	287	1.1%
Information	1	0.9%	8	1.4%	1	0.6%	8	0.9%	41	1.5%	178	0.7%
Finance & Insurance	4	3.8%	45	8.2%	4	2.5%	50	5.5%	164	6.0%	1,161	4.5%
Central Bank/Credit Intermediation & Related Activities	4	3.8%	45	8.2%	4	2.5%	50	5.5%	72	2.7%	465	1.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	0	0.0%	34	1.2%	81	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	0	0.0%	0	0.0%	58	2.1%	615	2.4%
Real Estate, Rental & Leasing	2	1.8%	1	0.2%	7	4.5%	5	0.5%	153	5.6%	994	3.9%
Professional, Scientific & Tech Services	9	9.5%	19	3.3%	15	9.5%	31	3.4%	247	9.1%	1,502	5.9%
Legal Services	1	0.9%	0	0.0%	1	0.6%	0	0.0%	40	1.5%	181	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	10	0.0%
Administrative & Support & Waste Management & Remediation	2	1.9%	2	0.3%	6	3.8%	9	1.0%	149	5.5%	489	1.9%
Educational Services	1	0.9%	8	1.4%	4	2.2%	154	17.0%	65	2.4%	3,191	12.5%
Health Care & Social Assistance	5	5.6%	93	16.8%	7	4.7%	118	13.0%	219	8.1%	3,279	12.8%
Arts, Entertainment & Recreation	3	3.0%	4	0.7%	5	3.4%	5	0.6%	67	2.5%	966	3.8%
Accommodation & Food Services	9	10.3%	107	19.2%	11	7.2%	121	13.4%	166	6.1%	2,851	11.2%
Accommodation	1	1.0%	1	0.2%	1	0.6%	1	0.1%	6	0.2%	44	0.2%
Food Services & Drinking Places	9	9.3%	106	19.1%	10	6.5%	120	13.3%	160	5.9%	2,807	11.0%
Other Services (except Public Administration)	16	17.1%	45	8.1%	24	15.0%	60	6.6%	335	12.3%	1,973	7.7%
Automotive Repair & Maintenance	2	1.8%	5	0.9%	3	2.0%	8	0.9%	54	2.0%	257	1.0%
Public Administration	5	5.8%	88	15.8%	9	5.5%	142	15.6%	43	1.6%	831	3.3%
Unclassified Establishments	3	2.8%	1	0.2%	4	2.3%	2	0.3%	70	2.6%	46	0.2%
<b>Total</b>	<b>92</b>	<b>100%</b>	<b>556</b>	<b>100%</b>	<b>157</b>	<b>100%</b>	<b>908</b>	<b>100%</b>	<b>2,718</b>	<b>100%</b>	<b>25,562</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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

## Summary Demographics

2010 Population	1,939
2010 Households	692
2010 Median Disposable Income	\$38,931
2010 Per Capita Income	\$20,802

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$15,347,575	\$27,907,022	\$-12,559,447	-29.0	24
Total Retail Trade	44-45	\$13,133,622	\$23,734,735	\$-10,601,113	-28.8	17
Total Food & Drink	722	\$2,213,953	\$4,172,287	\$-1,958,334	-30.7	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,085,744	\$2,408,066	\$677,678	12.3	2
Automobile Dealers	4411	\$2,617,963	\$2,256,423	\$361,540	7.4	1
Other Motor Vehicle Dealers	4412	\$225,652	\$151,643	\$74,010	19.6	1
Auto Parts, Accessories & Tire Stores	4413	\$242,128	\$0	\$242,128	100.0	0
Furniture & Home Furnishings Stores	442	\$219,148	\$115,753	\$103,394	30.9	1
Furniture Stores	4421	\$112,129	\$0	\$112,129	100.0	0
Home Furnishings Stores	4422	\$107,019	\$115,753	\$-8,735	-3.9	1
Electronics & Appliance Stores	4431	\$537,022	\$0	\$537,022	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$502,343	\$110,115	\$392,227	64.0	2
Bldg Material & Supplies Dealers	4441	\$473,453	\$110,115	\$363,337	62.3	2
Lawn & Garden Equip & Supply Stores	4442	\$28,890	\$0	\$28,890	100.0	0
Food & Beverage Stores	445	\$2,319,693	\$4,734,366	\$-2,414,674	-34.2	3
Grocery Stores	4451	\$2,225,184	\$4,734,366	\$-2,509,183	-36.1	3
Specialty Food Stores	4452	\$33,051	\$0	\$33,051	100.0	0
Beer, Wine & Liquor Stores	4453	\$61,458	\$0	\$61,458	100.0	0
Health & Personal Care Stores	446,4461	\$267,646	\$887,345	\$-619,699	-53.7	1
Gasoline Stations	447,4471	\$2,224,443	\$13,065,584	\$-10,841,141	-70.9	3
Clothing & Clothing Accessories Stores	448	\$374,024	\$0	\$374,024	100.0	0
Clothing Stores	4481	\$271,746	\$0	\$271,746	100.0	0
Shoe Stores	4482	\$59,532	\$0	\$59,532	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$42,746	\$0	\$42,746	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$60,632	\$112,637	\$-52,005	-30.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$47,148	\$0	\$47,148	100.0	0
Book, Periodical & Music Stores	4512	\$13,484	\$112,637	\$-99,153	-78.6	1
General Merchandise Stores	452	\$2,146,377	\$2,012,048	\$134,329	3.2	1
Department Stores Excluding Leased Depts.	4521	\$915,698	\$0	\$915,698	100.0	0
Other General Merchandise Stores	4529	\$1,230,679	\$2,012,048	\$-781,369	-24.1	1
Miscellaneous Store Retailers	453	\$186,255	\$288,820	\$-102,565	-21.6	4
Florists	4531	\$10,764	\$0	\$10,764	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$62,956	\$135,735	\$-72,779	-36.6	1
Used Merchandise Stores	4533	\$4,110	\$42,345	\$-38,235	-82.3	1
Other Miscellaneous Store Retailers	4539	\$108,426	\$110,741	\$-2,315	-1.1	2
Nonstore Retailers	454	\$1,210,295	\$0	\$1,210,295	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,129,209	\$0	\$1,129,209	100.0	0
Vending Machine Operators	4542	\$1,715	\$0	\$1,715	100.0	0
Direct Selling Establishments	4543	\$79,370	\$0	\$79,370	100.0	0
Food Services & Drinking Places	722	\$2,213,953	\$4,172,287	\$-1,958,334	-30.7	8
Full-Service Restaurants	7221	\$784,264	\$1,146,022	\$-361,757	-18.7	4
Limited-Service Eating Places	7222	\$1,235,778	\$3,026,265	\$-1,790,487	-42.0	3
Special Food Services	7223	\$154,839	\$0	\$154,839	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$39,071	\$0	\$39,071	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



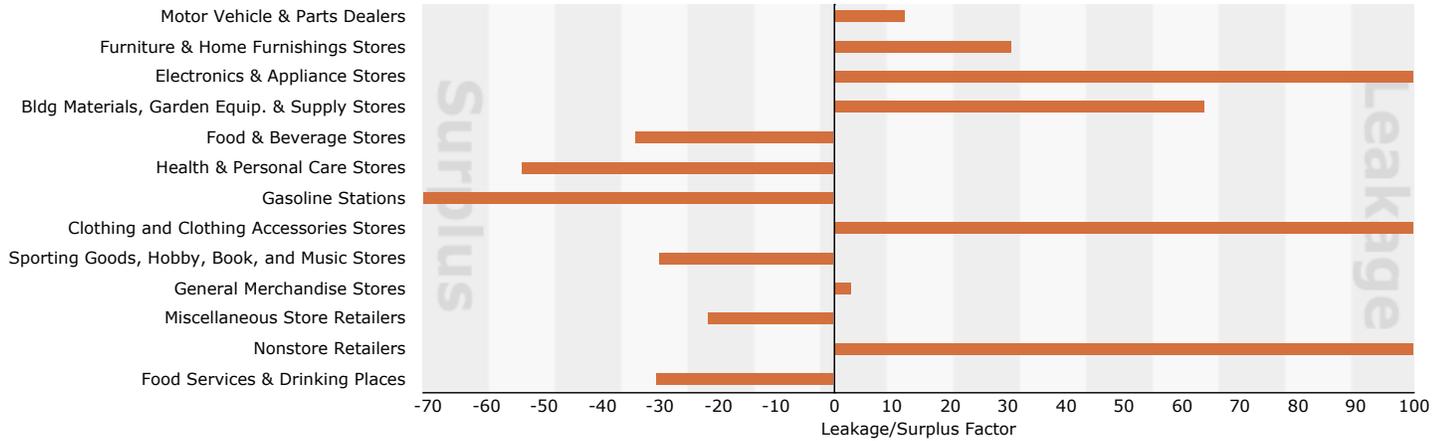
# Retail MarketPlace Profile

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

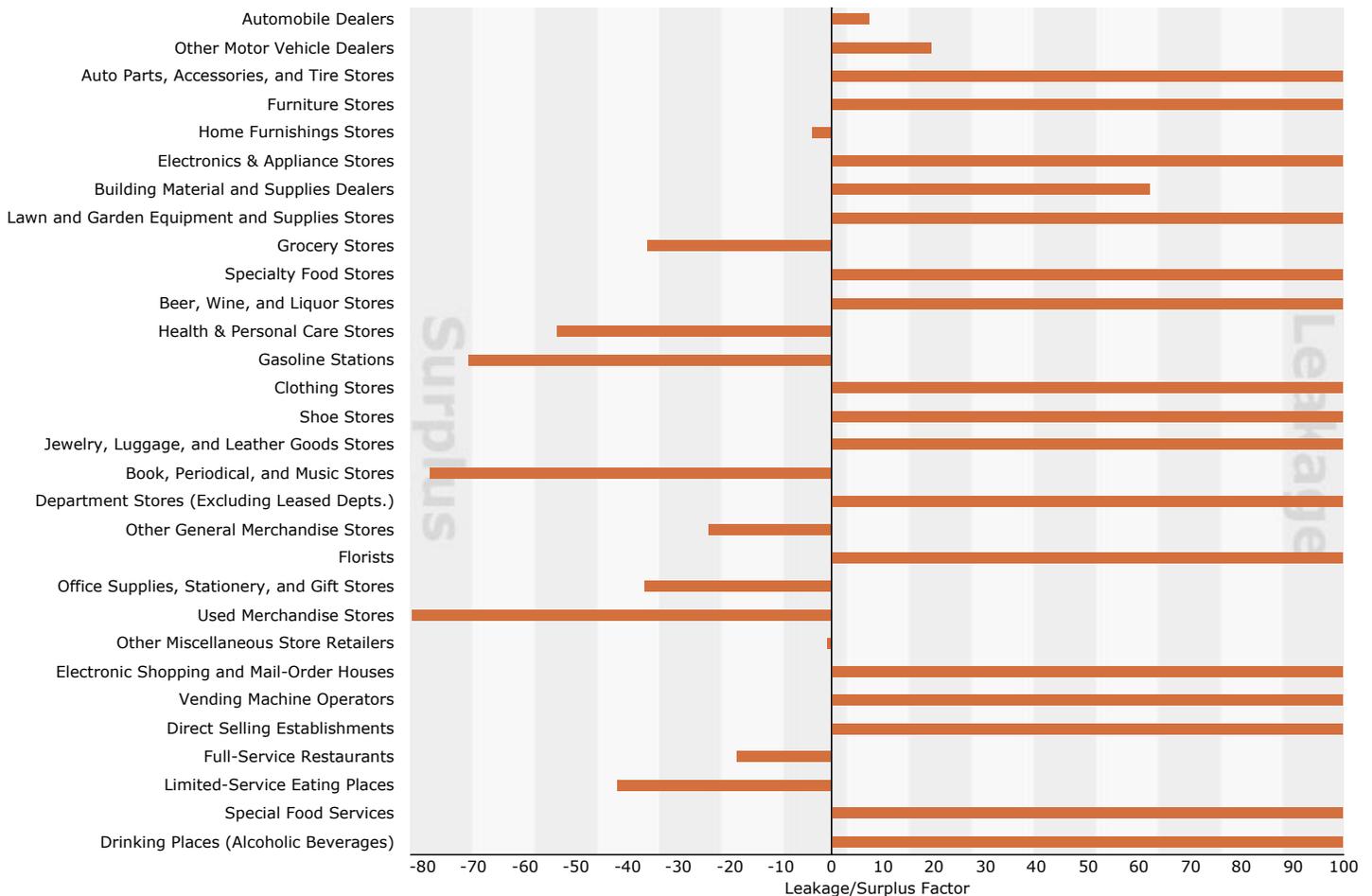
www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

## Summary Demographics

2010 Population	5,534
2010 Households	1,948
2010 Median Disposable Income	\$41,302
2010 Per Capita Income	\$23,048

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	\$47,454,510	\$32,660,181	\$14,794,329	18.5	31
Total Retail Trade	44-45	\$40,613,649	\$27,953,430	\$12,660,218	18.5	22
Total Food & Drink	722	\$6,840,861	\$4,706,751	\$2,134,110	18.5	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,606,919	\$3,554,326	\$6,052,594	46.0	4
Automobile Dealers	4411	\$8,141,618	\$2,925,699	\$5,215,919	47.1	2
Other Motor Vehicle Dealers	4412	\$716,134	\$628,626	\$87,508	6.5	2
Auto Parts, Accessories & Tire Stores	4413	\$749,167	\$0	\$749,167	100.0	0
Furniture & Home Furnishings Stores	442	\$684,419	\$129,487	\$554,933	68.2	1
Furniture Stores	4421	\$349,736	\$0	\$349,736	100.0	0
Home Furnishings Stores	4422	\$334,683	\$129,487	\$205,197	44.2	1
Electronics & Appliance Stores	4431	\$1,671,499	\$0	\$1,671,499	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,561,477	\$123,180	\$1,438,297	85.4	2
Bldg Material & Supplies Dealers	4441	\$1,471,168	\$123,180	\$1,347,988	84.5	2
Lawn & Garden Equip & Supply Stores	4442	\$90,309	\$0	\$90,309	100.0	0
Food & Beverage Stores	445	\$7,136,882	\$5,535,411	\$1,601,471	12.6	4
Grocery Stores	4451	\$6,845,114	\$5,535,411	\$1,309,703	10.6	4
Specialty Food Stores	4452	\$101,548	\$0	\$101,548	100.0	0
Beer, Wine & Liquor Stores	4453	\$190,220	\$0	\$190,220	100.0	0
Health & Personal Care Stores	446,4461	\$829,139	\$992,623	\$-163,484	-9.0	1
Gasoline Stations	447,4471	\$6,847,129	\$14,862,017	\$-8,014,889	-36.9	3
Clothing & Clothing Accessories Stores	448	\$1,154,685	\$0	\$1,154,685	100.0	0
Clothing Stores	4481	\$840,075	\$0	\$840,075	100.0	0
Shoe Stores	4482	\$183,436	\$0	\$183,436	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$131,174	\$0	\$131,174	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$188,773	\$122,876	\$65,897	21.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$146,727	\$0	\$146,727	100.0	0
Book, Periodical & Music Stores	4512	\$42,046	\$122,876	\$-80,830	-49.0	1
General Merchandise Stores	452	\$6,628,941	\$2,250,765	\$4,378,176	49.3	1
Department Stores Excluding Leased Depts.	4521	\$2,836,983	\$0	\$2,836,983	100.0	0
Other General Merchandise Stores	4529	\$3,791,957	\$2,250,765	\$1,541,193	25.5	1
Miscellaneous Store Retailers	453	\$574,687	\$382,746	\$191,941	20.0	5
Florists	4531	\$33,724	\$0	\$33,724	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$194,875	\$148,074	\$46,801	13.6	1
Used Merchandise Stores	4533	\$12,785	\$46,194	\$-33,409	-56.6	1
Other Miscellaneous Store Retailers	4539	\$333,303	\$188,478	\$144,825	27.8	3
Nonstore Retailers	454	\$3,729,099	\$0	\$3,729,099	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,493,891	\$0	\$3,493,891	100.0	0
Vending Machine Operators	4542	\$5,276	\$0	\$5,276	100.0	0
Direct Selling Establishments	4543	\$229,932	\$0	\$229,932	100.0	0
Food Services & Drinking Places	722	\$6,840,861	\$4,706,751	\$2,134,110	18.5	9
Full-Service Restaurants	7221	\$2,428,279	\$1,274,454	\$1,153,825	31.2	5
Limited-Service Eating Places	7222	\$3,813,277	\$3,376,263	\$437,014	6.1	4
Special Food Services	7223	\$478,056	\$0	\$478,056	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$121,249	\$56,034	\$65,215	36.8	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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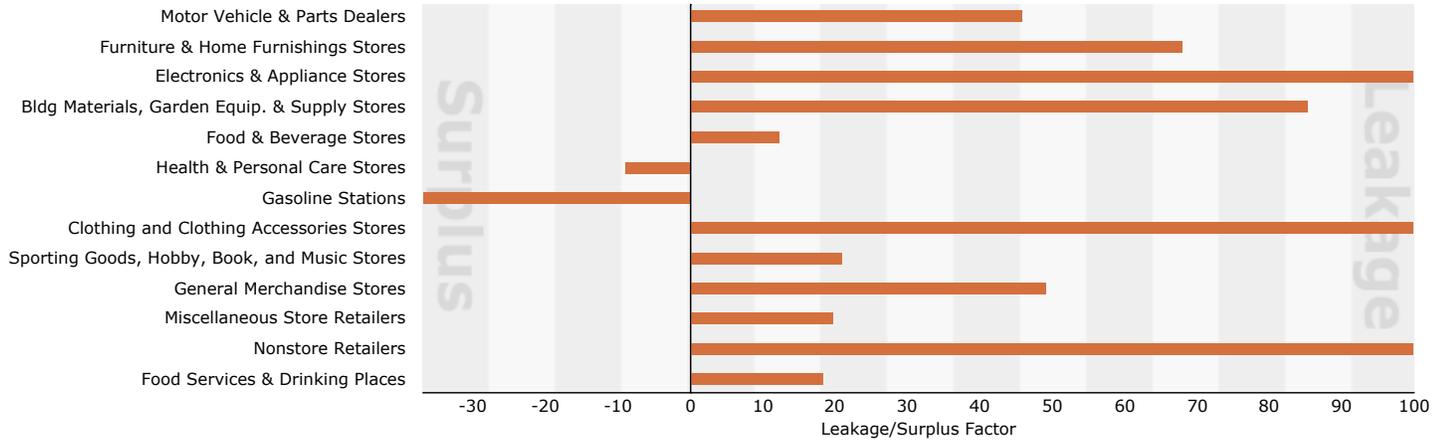
# Retail MarketPlace Profile

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

## Summary Demographics

2010 Population	91,614
2010 Households	35,555
2010 Median Disposable Income	\$50,609
2010 Per Capita Income	\$30,898

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,040,648,504	\$773,680,795	\$266,967,709	14.7	548
Total Retail Trade	44-45	\$887,017,027	\$658,618,744	\$228,398,283	14.8	392
Total Food & Drink	722	\$153,631,477	\$115,062,050	\$38,569,426	14.4	157

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$209,718,495	\$168,976,730	\$40,741,766	10.8	64
Automobile Dealers	4411	\$178,344,465	\$153,542,708	\$24,801,757	7.5	34
Other Motor Vehicle Dealers	4412	\$14,938,996	\$7,328,350	\$7,610,646	34.2	11
Auto Parts, Accessories & Tire Stores	4413	\$16,435,035	\$8,105,671	\$8,329,363	33.9	19
Furniture & Home Furnishings Stores	442	\$20,538,959	\$16,207,121	\$4,331,838	11.8	28
Furniture Stores	4421	\$12,025,930	\$10,107,380	\$1,918,550	8.7	12
Home Furnishings Stores	4422	\$8,513,029	\$6,099,742	\$2,413,288	16.5	15
Electronics & Appliance Stores	4431	\$36,156,646	\$17,371,473	\$18,785,173	35.1	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,947,053	\$43,950,958	-\$9,003,905	-11.4	29
Bldg Material & Supplies Dealers	4441	\$32,804,713	\$42,520,856	-\$9,716,143	-12.9	23
Lawn & Garden Equip & Supply Stores	4442	\$2,142,340	\$1,430,102	\$712,238	19.9	7
Food & Beverage Stores	445	\$160,591,140	\$122,477,478	\$38,113,662	13.5	40
Grocery Stores	4451	\$150,501,312	\$116,966,652	\$33,534,660	12.5	27
Specialty Food Stores	4452	\$3,789,823	\$2,080,150	\$1,709,672	29.1	6
Beer, Wine & Liquor Stores	4453	\$6,300,006	\$3,430,675	\$2,869,330	29.5	7
Health & Personal Care Stores	446,4461	\$25,410,029	\$28,660,593	-\$3,250,563	-6.0	35
Gasoline Stations	447,4471	\$143,900,695	\$118,442,777	\$25,457,918	9.7	29
Clothing & Clothing Accessories Stores	448	\$33,256,025	\$6,015,561	\$27,240,464	69.4	21
Clothing Stores	4481	\$24,694,755	\$2,904,408	\$21,790,347	79.0	12
Shoe Stores	4482	\$4,381,993	\$1,766,506	\$2,615,487	42.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$4,179,277	\$1,344,647	\$2,834,630	51.3	5
Sporting Goods, Hobby, Book & Music Stores	451	\$7,985,885	\$3,948,894	\$4,036,991	33.8	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,269,114	\$3,580,070	\$1,689,044	19.1	28
Book, Periodical & Music Stores	4512	\$2,716,771	\$368,824	\$2,347,947	76.1	2
General Merchandise Stores	452	\$138,757,696	\$91,839,405	\$46,918,291	20.3	22
Department Stores Excluding Leased Depts.	4521	\$57,077,522	\$50,751,039	\$6,326,483	5.9	7
Other General Merchandise Stores	4529	\$81,680,175	\$41,088,366	\$40,591,809	33.1	14
Miscellaneous Store Retailers	453	\$16,441,376	\$7,536,005	\$8,905,371	37.1	62
Florists	4531	\$1,296,886	\$1,271,012	\$25,874	1.0	10
Office Supplies, Stationery & Gift Stores	4532	\$6,304,395	\$3,128,659	\$3,175,736	33.7	12
Used Merchandise Stores	4533	\$769,426	\$868,661	-\$99,235	-6.1	16
Other Miscellaneous Store Retailers	4539	\$8,070,669	\$2,267,673	\$5,802,996	56.1	24
Nonstore Retailers	454	\$59,313,025	\$33,191,749	\$26,121,276	28.2	4
Electronic Shopping & Mail-Order Houses	4541	\$44,931,622	\$32,117,493	\$12,814,129	16.6	2
Vending Machine Operators	4542	\$1,960,633	\$201,739	\$1,758,894	81.3	1
Direct Selling Establishments	4543	\$12,420,769	\$872,517	\$11,548,252	86.9	1
Food Services & Drinking Places	722	\$153,631,477	\$115,062,050	\$38,569,426	14.4	157
Full-Service Restaurants	7221	\$60,547,887	\$37,487,045	\$23,060,842	23.5	70
Limited-Service Eating Places	7222	\$76,989,732	\$72,561,966	\$4,427,766	3.0	66
Special Food Services	7223	\$12,235,696	\$3,221,149	\$9,014,548	58.3	8
Drinking Places - Alcoholic Beverages	7224	\$3,858,162	\$1,791,891	\$2,066,271	36.6	12

**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

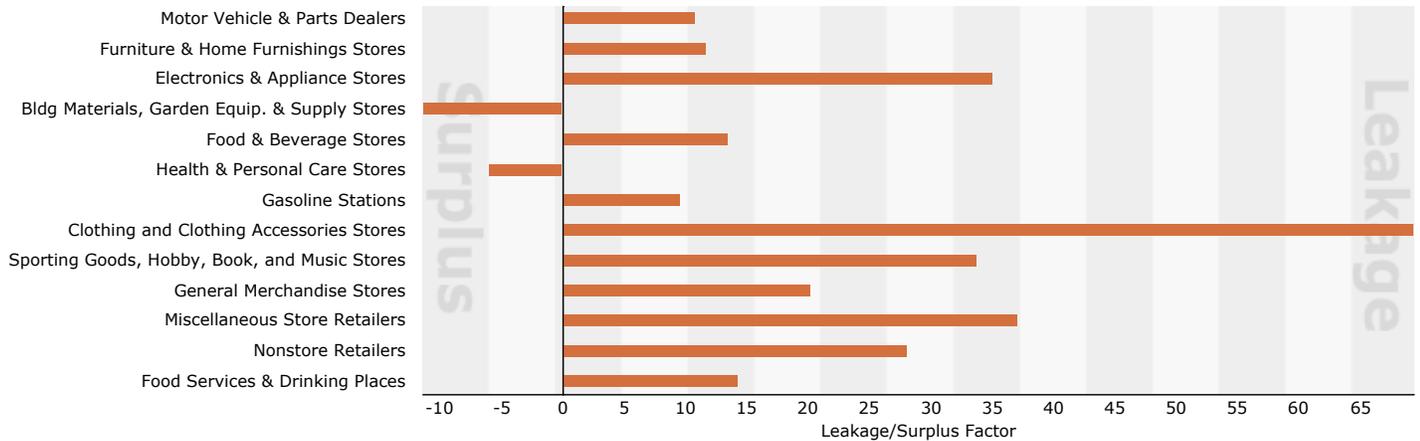
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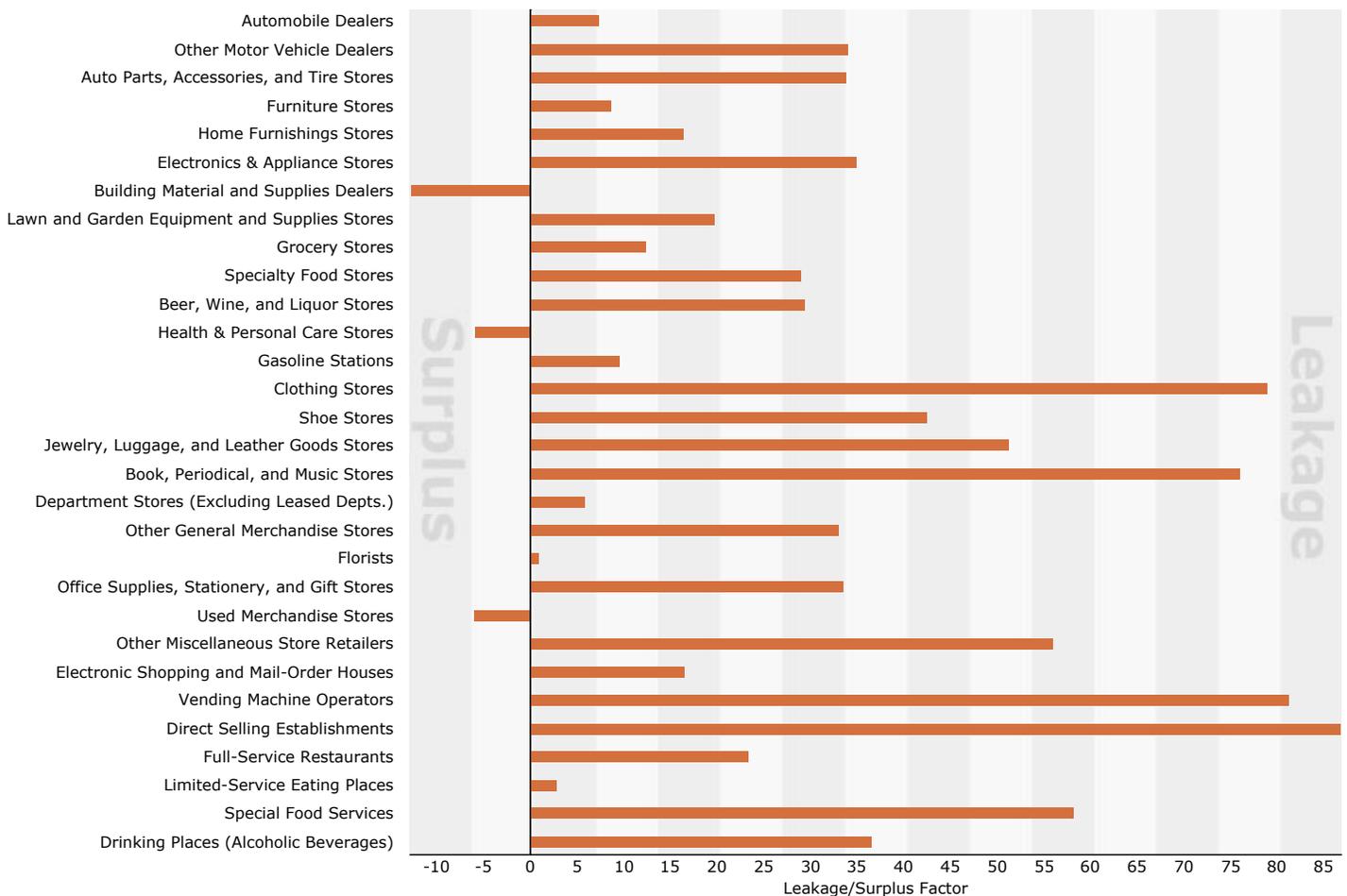
# Retail MarketPlace Profile

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary	2010	2015
Population	1,939	1,998
Total Number of Adults	1,397	1,455
Households	692	716
Median Household Income	\$50,564	\$57,350

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	718	51.4%	103
Bought any women's apparel in last 12 months	627	44.9%	98
Bought apparel for child <13 in last 6 months	397	28.4%	100
Bought any shoes in last 12 months	706	50.5%	97
Bought costume jewelry in last 12 months	272	19.5%	93
Bought any fine jewelry in last 12 months	265	19.0%	86
Bought a watch in last 12 months	253	18.1%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	626	90.5%	105
HH bought/leased new vehicle last 12 mo	75	10.8%	113
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,273	91.1%	105
Bought/changed motor oil in last 12 months	791	56.6%	109
Had tune-up in last 12 months	438	31.4%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	832	59.6%	96
Drank regular cola in last 6 months	723	51.8%	101
Drank beer/ale in last 6 months	589	42.2%	99
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	185	13.2%	103
Bought film in last 12 months	268	19.2%	100
Bought digital camera in last 12 months	99	7.1%	104
Bought memory card for camera in last 12 months	108	7.7%	101
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	482	34.5%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	319	22.8%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	448	32.1%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	292	20.9%	99
<b>Computers (Households)</b>			
HH owns a personal computer	517	74.7%	101
Spent <\$500 on most recent home PC purchase	64	9.2%	107
Spent \$500-\$999 on most recent home PC purchase	132	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	94	13.6%	104
Spent \$1500-\$1999 on most recent home PC purchase	47	6.8%	96
Spent \$2000+ on most recent home PC purchase	35	5.1%	81

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

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	896	64.1%	106
Bought cigarettes at convenience store in last 30 days	256	18.3%	117
Bought gas at convenience store in last 30 days	551	39.4%	117
Spent at convenience store in last 30 days: <\$20	135	9.7%	100
Spent at convenience store in last 30 days: \$20-39	150	10.7%	105
Spent at convenience store in last 30 days: \$40+	565	40.4%	112
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	764	54.7%	93
Went to live theater in last 12 months	162	11.6%	88
Went to a bar/night club in last 12 months	261	18.7%	98
Dined out in last 12 months	687	49.2%	100
Gambled at a casino in last 12 months	226	16.2%	101
Visited a theme park in last 12 months	248	17.8%	83
DVDs rented in last 30 days: 1	39	2.8%	105
DVDs rented in last 30 days: 2	51	3.7%	79
DVDs rented in last 30 days: 3	40	2.9%	89
DVDs rented in last 30 days: 4	62	4.4%	115
DVDs rented in last 30 days: 5+	171	12.2%	93
DVDs purchased in last 30 days: 1	67	4.8%	96
DVDs purchased in last 30 days: 2	65	4.7%	98
DVDs purchased in last 30 days: 3-4	57	4.1%	88
DVDs purchased in last 30 days: 5+	81	5.8%	111
Spent on toys/games in last 12 months: <\$50	90	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	31	2.2%	80
Spent on toys/games in last 12 months: \$100-\$199	104	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	164	11.7%	108
Spent on toys/games in last 12 months: \$500+	86	6.2%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	290	20.8%	108
Used ATM/cash machine in last 12 months	712	51.0%	100
Own any stock	126	9.0%	98
Own U.S. savings bond	93	6.7%	97
Own shares in mutual fund (stock)	125	8.9%	95
Own shares in mutual fund (bonds)	67	4.8%	81
Used full service brokerage firm in last 12 months	69	4.9%	80
Have savings account	529	37.9%	104
Have 401K retirement savings	253	18.1%	102
Did banking over the Internet in last 12 months	378	27.1%	99
Own any credit/debit card (in own name)	1,040	74.4%	101
Avg monthly credit card expenditures: <\$111	203	14.5%	105
Avg monthly credit card expenditures: \$111-225	122	8.7%	112
Avg monthly credit card expenditures: \$226-450	95	6.8%	91
Avg monthly credit card expenditures: \$451-700	96	6.9%	108
Avg monthly credit card expenditures: \$701+	148	10.6%	79

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
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Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,047	74.9%	106
Used bread in last 6 months	1,354	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	1,107	79.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	771	55.2%	104
Used fresh fruit/vegetables in last 6 months	1,223	87.5%	100
Used fresh milk in last 6 months	1,290	92.3%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	412	29.5%	98
Exercise at club 2+ times per week	136	9.7%	79
Visited a doctor in last 12 months	1,091	78.1%	101
Used vitamin/dietary supplement in last 6 months	672	48.1%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	235	34.0%	107
Used housekeeper/maid/prof HH cleaning service in the last 12 months	85	12.3%	79
Purchased any HH furnishing in last 12 months	208	30.1%	100
Purchased bedding/bath goods in last 12 months	367	53.0%	97
Purchased cooking/serving product in last 12 months	195	28.2%	103
Bought any kitchen appliance in last 12 months	124	17.9%	103
<b>Insurance (Adults)</b>			
Currently carry any life insurance	732	52.4%	109
Have medical/hospital/accident insurance	1,010	72.3%	101
Carry homeowner insurance	794	56.8%	108
Carry renter insurance	79	5.7%	92
Have auto/other vehicle insurance	1,235	88.4%	106
<b>Pets (Households)</b>			
HH owns any pet	415	60.0%	116
HH owns any cat	211	30.5%	126
HH owns any dog	303	43.8%	116
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	679	48.6%	97
Read any daily newspaper	598	42.8%	103
Heavy magazine reader	238	17.0%	86
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	1,011	72.4%	100
Went to family restaurant/steak house last mo: <2 times	360	25.8%	100
Went to family restaurant/steak house last mo: 2-4 times	402	28.8%	107
Went to family restaurant/steak house last mo: 5+ times	248	17.8%	91
Went to fast food/drive-in restaurant in last 6 mo	1,261	90.3%	102
Went to fast food/drive-in restaurant <6 times/mo	472	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/mo	443	31.7%	110
Went to fast food/drive-in restaurant 14+ times/mo	346	24.8%	99
Fast food/drive-in last 6 mo: eat in	523	37.4%	99
Fast food/drive-in last 6 mo: home delivery	160	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	791	56.6%	108
Fast food/drive-in last 6 mo: take-out/walk-in	345	24.7%	100

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	476	68.8%	106
HH average monthly long distance phone bill: <\$16	207	29.9%	108
HH average monthly long distance phone bill: \$16-25	84	12.1%	106
HH average monthly long distance phone bill: \$26-59	56	8.1%	88
HH average monthly long distance phone bill: \$60+	27	3.9%	88
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	124	17.9%	91
HH owns 2 TVs	180	26.0%	99
HH owns 3 TVs	165	23.8%	106
HH owns 4+ TVs	152	22.0%	105
HH subscribes to cable TV	342	49.4%	85
HH Purchased audio equipment in last 12 months	64	9.2%	95
HH Purchased CD player in last 12 months	24	3.5%	90
HH Purchased DVD player in last 12 months	63	9.1%	94
HH Purchased MP3 player in last 12 months	117	8.4%	82
HH Purchased video game system in last 12 months	82	11.9%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	725	51.9%	99
Took 3+ domestic trips in last 12 months	203	14.5%	98
Spent on domestic vacations last 12 mo: <\$1000	172	12.3%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	91	6.5%	97
Spent on domestic vacations last 12 mo: \$1500-\$1999	47	3.4%	82
Spent on domestic vacations last 12 mo: \$2000-\$2999	44	3.2%	76
Spent on domestic vacations last 12 mo: \$3000+	71	5.1%	100
Foreign travel in last 3 years	280	20.0%	78
Took 3+ foreign trips by plane in last 3 years	31	2.2%	47
Spent on foreign vacations last 12 mo: <\$1000	69	4.9%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	36	2.6%	63
Spent on foreign vacations last 12 mo: \$3000+	45	3.2%	66
Stayed 1+ nights at hotel/motel in last 12 months	555	39.7%	98

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March 27, 2012

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# Retail Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary	2010	2015
Population	5,534	5,664
Total Number of Adults	4,141	4,279
Households	1,948	2,005
Median Household Income	\$53,478	\$60,088

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,111	51.0%	102
Bought any women's apparel in last 12 months	1,947	47.0%	103
Bought apparel for child <13 in last 6 months	1,323	31.9%	112
Bought any shoes in last 12 months	2,160	52.2%	100
Bought costume jewelry in last 12 months	871	21.0%	101
Bought any fine jewelry in last 12 months	948	22.9%	104
Bought a watch in last 12 months	754	18.2%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,777	91.2%	106
HH bought/leased new vehicle last 12 mo	180	9.2%	96
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,804	91.9%	106
Bought/changed motor oil in last 12 months	2,368	57.2%	110
Had tune-up in last 12 months	1,303	31.5%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,405	58.1%	94
Drank regular cola in last 6 months	2,187	52.8%	103
Drank beer/ale in last 6 months	1,727	41.7%	98
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	532	12.8%	100
Bought film in last 12 months	834	20.1%	105
Bought digital camera in last 12 months	251	6.1%	89
Bought memory card for camera in last 12 months	291	7.0%	92
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,446	34.9%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	916	22.1%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,349	32.6%	100
Avg monthly cell/mobile phone/PDA bill: \$100+	913	22.0%	104
<b>Computers (Households)</b>			
HH owns a personal computer	1,493	76.6%	104
Spent <\$500 on most recent home PC purchase	179	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	389	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	250	12.8%	98
Spent \$1500-\$1999 on most recent home PC purchase	124	6.4%	90
Spent \$2000+ on most recent home PC purchase	107	5.5%	88

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,625	63.4%	105
Bought cigarettes at convenience store in last 30 days	793	19.2%	123
Bought gas at convenience store in last 30 days	1,635	39.5%	118
Spent at convenience store in last 30 days: <\$20	368	8.9%	92
Spent at convenience store in last 30 days: \$20-39	409	9.9%	97
Spent at convenience store in last 30 days: \$40+	1,691	40.8%	113
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	2,218	53.6%	91
Went to live theater in last 12 months	436	10.5%	80
Went to a bar/night club in last 12 months	849	20.5%	107
Dined out in last 12 months	2,078	50.2%	102
Gambled at a casino in last 12 months	609	14.7%	92
Visited a theme park in last 12 months	757	18.3%	85
DVDs rented in last 30 days: 1	121	2.9%	110
DVDs rented in last 30 days: 2	211	5.1%	110
DVDs rented in last 30 days: 3	118	2.9%	89
DVDs rented in last 30 days: 4	156	3.8%	97
DVDs rented in last 30 days: 5+	517	12.5%	95
DVDs purchased in last 30 days: 1	208	5.0%	101
DVDs purchased in last 30 days: 2	185	4.5%	94
DVDs purchased in last 30 days: 3-4	228	5.5%	119
DVDs purchased in last 30 days: 5+	215	5.2%	100
Spent on toys/games in last 12 months: <\$50	267	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	117	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	326	7.9%	109
Spent on toys/games in last 12 months: \$200-\$499	510	12.3%	114
Spent on toys/games in last 12 months: \$500+	254	6.1%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	861	20.8%	108
Used ATM/cash machine in last 12 months	2,147	51.8%	102
Own any stock	333	8.0%	88
Own U.S. savings bond	260	6.3%	92
Own shares in mutual fund (stock)	347	8.4%	89
Own shares in mutual fund (bonds)	222	5.4%	90
Used full service brokerage firm in last 12 months	204	4.9%	80
Have savings account	1,564	37.8%	104
Have 401K retirement savings	772	18.6%	105
Did banking over the Internet in last 12 months	1,116	27.0%	99
Own any credit/debit card (in own name)	3,037	73.3%	99
Avg monthly credit card expenditures: <\$111	567	13.7%	99
Avg monthly credit card expenditures: \$111-225	306	7.4%	95
Avg monthly credit card expenditures: \$226-450	270	6.5%	87
Avg monthly credit card expenditures: \$451-700	262	6.3%	99
Avg monthly credit card expenditures: \$701+	459	11.1%	83

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Latitude: 38.95138

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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	3,099	74.8%	105
Used bread in last 6 months	4,007	96.8%	100
Used chicken/turkey (fresh or frozen) in last 6 months	3,243	78.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,163	52.2%	99
Used fresh fruit/vegetables in last 6 months	3,648	88.1%	101
Used fresh milk in last 6 months	3,849	92.9%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,267	30.6%	102
Exercise at club 2+ times per week	366	8.8%	72
Visited a doctor in last 12 months	3,230	78.0%	100
Used vitamin/dietary supplement in last 6 months	1,966	47.5%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	669	34.3%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	250	12.8%	82
Purchased any HH furnishing in last 12 months	582	29.9%	100
Purchased bedding/bath goods in last 12 months	1,039	53.3%	98
Purchased cooking/serving product in last 12 months	574	29.5%	107
Bought any kitchen appliance in last 12 months	349	17.9%	103
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,036	49.2%	103
Have medical/hospital/accident insurance	2,901	70.1%	98
Carry homeowner insurance	2,249	54.3%	103
Carry renter insurance	221	5.3%	87
Have auto/other vehicle insurance	3,601	87.0%	105
<b>Pets (Households)</b>			
HH owns any pet	1,225	62.9%	122
HH owns any cat	589	30.2%	125
HH owns any dog	936	48.0%	127
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,098	50.7%	101
Read any daily newspaper	1,627	39.3%	95
Heavy magazine reader	778	18.8%	94
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	2,977	71.9%	100
Went to family restaurant/steak house last mo: <2 times	1,041	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	1,139	27.5%	102
Went to family restaurant/steak house last mo: 5+ times	797	19.2%	99
Went to fast food/drive-in restaurant in last 6 mo	3,705	89.5%	101
Went to fast food/drive-in restaurant <6 times/mo	1,387	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/mo	1,210	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	1,109	26.8%	107
Fast food/drive-in last 6 mo: eat in	1,536	37.1%	98
Fast food/drive-in last 6 mo: home delivery	448	10.8%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	2,341	56.5%	108
Fast food/drive-in last 6 mo: take-out/walk-in	986	23.8%	97

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,311	67.3%	104
HH average monthly long distance phone bill: <\$16	538	27.6%	100
HH average monthly long distance phone bill: \$16-25	224	11.5%	101
HH average monthly long distance phone bill: \$26-59	155	8.0%	87
HH average monthly long distance phone bill: \$60+	97	5.0%	112
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	342	17.6%	89
HH owns 2 TVs	501	25.7%	98
HH owns 3 TVs	472	24.2%	108
HH owns 4+ TVs	442	22.7%	108
HH subscribes to cable TV	973	49.9%	86
HH Purchased audio equipment in last 12 months	180	9.2%	95
HH Purchased CD player in last 12 months	74	3.8%	98
HH Purchased DVD player in last 12 months	197	10.1%	104
HH Purchased MP3 player in last 12 months	361	8.7%	86
HH Purchased video game system in last 12 months	223	11.4%	106
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,031	49.0%	94
Took 3+ domestic trips in last 12 months	544	13.1%	89
Spent on domestic vacations last 12 mo: <\$1000	481	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	293	7.1%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	147	3.6%	87
Spent on domestic vacations last 12 mo: \$2000-\$2999	153	3.7%	89
Spent on domestic vacations last 12 mo: \$3000+	202	4.9%	96
Foreign travel in last 3 years	874	21.1%	82
Took 3+ foreign trips by plane in last 3 years	105	2.5%	53
Spent on foreign vacations last 12 mo: <\$1000	222	5.4%	90
Spent on foreign vacations last 12 mo: \$1000-\$2999	112	2.7%	66
Spent on foreign vacations last 12 mo: \$3000+	155	3.7%	76
Stayed 1+ nights at hotel/motel in last 12 months	1,642	39.7%	98

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# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary	2010	2015
Population	91,614	94,566
Total Number of Adults	68,994	71,476
Households	35,555	36,861
Median Household Income	\$63,742	\$72,297

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	36,077	52.3%	105
Bought any women's apparel in last 12 months	33,106	48.0%	105
Bought apparel for child <13 in last 6 months	20,512	29.7%	104
Bought any shoes in last 12 months	37,536	54.4%	105
Bought costume jewelry in last 12 months	15,372	22.3%	107
Bought any fine jewelry in last 12 months	15,544	22.5%	102
Bought a watch in last 12 months	13,123	19.0%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	32,289	90.8%	106
HH bought/leased new vehicle last 12 mo	3,786	10.6%	111
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	63,414	91.9%	106
Bought/changed motor oil in last 12 months	37,807	54.8%	105
Had tune-up in last 12 months	22,488	32.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	43,097	62.5%	101
Drank regular cola in last 6 months	34,073	49.4%	97
Drank beer/ale in last 6 months	30,445	44.1%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	9,131	13.2%	103
Bought film in last 12 months	14,118	20.5%	107
Bought digital camera in last 12 months	5,030	7.3%	107
Bought memory card for camera in last 12 months	5,606	8.1%	106
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	25,487	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,203	22.0%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	23,182	33.6%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	16,008	23.2%	110
<b>Computers (Households)</b>			
HH owns a personal computer	28,550	80.3%	109
Spent <\$500 on most recent home PC purchase	3,195	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	7,078	19.9%	111
Spent \$1000-\$1499 on most recent home PC purchase	5,163	14.5%	111
Spent \$1500-\$1999 on most recent home PC purchase	2,809	7.9%	111
Spent \$2000+ on most recent home PC purchase	2,433	6.8%	110

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	43,322	62.8%	104
Bought cigarettes at convenience store in last 30 days	10,834	15.7%	101
Bought gas at convenience store in last 30 days	25,225	36.6%	109
Spent at convenience store in last 30 days: <\$20	6,711	9.7%	101
Spent at convenience store in last 30 days: \$20-39	7,121	10.3%	101
Spent at convenience store in last 30 days: \$40+	26,181	37.9%	105
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	41,971	60.8%	103
Went to live theater in last 12 months	9,823	14.2%	108
Went to a bar/night club in last 12 months	14,804	21.5%	113
Dined out in last 12 months	37,318	54.1%	110
Gambled at a casino in last 12 months	11,783	17.1%	106
Visited a theme park in last 12 months	15,618	22.6%	105
DVDs rented in last 30 days: 1	2,026	2.9%	111
DVDs rented in last 30 days: 2	3,780	5.5%	118
DVDs rented in last 30 days: 3	2,353	3.4%	107
DVDs rented in last 30 days: 4	2,856	4.1%	107
DVDs rented in last 30 days: 5+	10,110	14.7%	111
DVDs purchased in last 30 days: 1	3,766	5.5%	110
DVDs purchased in last 30 days: 2	3,588	5.2%	110
DVDs purchased in last 30 days: 3-4	3,292	4.8%	103
DVDs purchased in last 30 days: 5+	3,298	4.8%	92
Spent on toys/games in last 12 months: <\$50	4,453	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	2,008	2.9%	105
Spent on toys/games in last 12 months: \$100-\$199	5,094	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	8,070	11.7%	108
Spent on toys/games in last 12 months: \$500+	4,628	6.7%	117
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,358	23.7%	123
Used ATM/cash machine in last 12 months	39,298	57.0%	112
Own any stock	7,469	10.8%	118
Own U.S. savings bond	5,378	7.8%	114
Own shares in mutual fund (stock)	7,843	11.4%	121
Own shares in mutual fund (bonds)	4,879	7.1%	119
Used full service brokerage firm in last 12 months	4,935	7.2%	115
Have savings account	28,886	41.9%	115
Have 401K retirement savings	14,927	21.6%	122
Did banking over the Internet in last 12 months	22,541	32.7%	120
Own any credit/debit card (in own name)	55,016	79.7%	108
Avg monthly credit card expenditures: <\$111	10,061	14.6%	105
Avg monthly credit card expenditures: \$111-225	5,614	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,567	8.1%	108
Avg monthly credit card expenditures: \$451-700	4,910	7.1%	112
Avg monthly credit card expenditures: \$701+	10,520	15.2%	114

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# Retail Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	50,622	73.4%	103
Used bread in last 6 months	66,989	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	54,540	79.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	37,790	54.8%	104
Used fresh fruit/vegetables in last 6 months	61,399	89.0%	102
Used fresh milk in last 6 months	63,779	92.4%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	22,456	32.5%	108
Exercise at club 2+ times per week	9,475	13.7%	112
Visited a doctor in last 12 months	55,742	80.8%	104
Used vitamin/dietary supplement in last 6 months	34,928	50.6%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	12,558	35.3%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,883	16.5%	106
Purchased any HH furnishing in last 12 months	11,669	32.8%	109
Purchased bedding/bath goods in last 12 months	19,940	56.1%	103
Purchased cooking/serving product in last 12 months	10,438	29.4%	107
Bought any kitchen appliance in last 12 months	6,627	18.6%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	36,849	53.4%	112
Have medical/hospital/accident insurance	52,380	75.9%	106
Carry homeowner insurance	40,612	58.9%	111
Carry renter insurance	4,392	6.4%	104
Have auto/other vehicle insurance	60,805	88.1%	106
<b>Pets (Households)</b>			
HH owns any pet	20,059	56.4%	109
HH owns any cat	9,342	26.3%	109
HH owns any dog	14,715	41.4%	109
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	37,726	54.7%	109
Read any daily newspaper	30,048	43.6%	105
Heavy magazine reader	14,279	20.7%	104
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	53,100	77.0%	107
Went to family restaurant/steak house last mo: <2 times	18,086	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	19,942	28.9%	107
Went to family restaurant/steak house last mo: 5+ times	15,070	21.8%	112
Went to fast food/drive-in restaurant in last 6 mo	62,559	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	24,056	34.9%	99
Went to fast food/drive-in restaurant 6-13 times/mo	20,692	30.0%	104
Went to fast food/drive-in restaurant 14+ times/mo	17,809	25.8%	103
Fast food/drive-in last 6 mo: eat in	26,538	38.5%	102
Fast food/drive-in last 6 mo: home delivery	7,515	10.9%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	39,134	56.7%	108
Fast food/drive-in last 6 mo: take-out/walk-in	17,412	25.2%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	24,190	68.0%	105
HH average monthly long distance phone bill: <\$16	10,397	29.2%	106
HH average monthly long distance phone bill: \$16-25	4,269	12.0%	105
HH average monthly long distance phone bill: \$26-59	3,243	9.1%	100
HH average monthly long distance phone bill: \$60+	1,563	4.4%	99
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	5,962	16.8%	85
HH owns 2 TVs	9,328	26.2%	100
HH owns 3 TVs	8,343	23.5%	105
HH owns 4+ TVs	8,500	23.9%	114
HH subscribes to cable TV	22,403	63.0%	109
HH Purchased audio equipment in last 12 months	3,449	9.7%	100
HH Purchased CD player in last 12 months	1,345	3.8%	98
HH Purchased DVD player in last 12 months	3,623	10.2%	105
HH Purchased MP3 player in last 12 months	7,787	11.3%	111
HH Purchased video game system in last 12 months	4,144	11.7%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	40,352	58.5%	112
Took 3+ domestic trips in last 12 months	11,632	16.9%	114
Spent on domestic vacations last 12 mo: <\$1000	9,456	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,408	7.8%	117
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,280	4.8%	117
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,180	4.6%	111
Spent on domestic vacations last 12 mo: \$3000+	4,060	5.9%	116
Foreign travel in last 3 years	19,335	28.0%	109
Took 3+ foreign trips by plane in last 3 years	3,233	4.7%	99
Spent on foreign vacations last 12 mo: <\$1000	4,211	6.1%	102
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,809	4.1%	100
Spent on foreign vacations last 12 mo: \$3000+	3,618	5.2%	107
Stayed 1+ nights at hotel/motel in last 12 months	31,807	46.1%	114

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,939	1,998
Population 18+		1,397	1,455
Households		692	716
Median Household Income		\$50,564	\$57,350
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer	517	74.7%	101
Purchased home PC in last 12 months	112	16.1%	103
Purchased home PC 1-2 years ago	159	23.0%	102
Purchased home PC 3-4 years ago	137	19.9%	102
Purchased home PC 5+ years ago	70	10.1%	108
Spent <\$500 on home PC (most recent purchase)	64	9.3%	107
Spent \$500-999 on home PC (most recent purchase)	132	19.1%	107
Spent \$1000-1499 on home PC (most recent purchase)	94	13.6%	104
Spent \$1500-1999 on home PC (most recent purchase)	47	6.8%	96
Spent \$2000+ on home PC (most recent purchase)	35	5.0%	81
Purchased home PC at computer superstore	84	12.1%	95
Purchased home PC at department store	36	5.1%	105
Purchased home PC direct from manufacturer	96	13.8%	100
Purchased home PC at electronics store	79	11.5%	104
Purchased home PC on Internet	52	7.6%	87
Purchased home PC at warehouse discount outlet	19	2.8%	125
HH owns desktop PC	415	59.9%	104
HH owns laptop/notebook/tablet PC	199	28.8%	92
HH owns any Apple/Apple Mac clone brand PC	27	3.9%	62
HH owns any IBM/IBM compatible brand PC	479	69.2%	103
Brand of PC that HH owns: Compaq	55	8.0%	94
Brand of PC that HH owns: Dell	206	29.8%	96
Brand of PC that HH owns: Gateway	50	7.3%	108
Brand of PC that HH owns: Hewlett Packard	122	17.6%	113
Brand of PC that HH owns: Sony Vaio	15	2.2%	75
Child (under 18) uses home PC	154	22.3%	105
HH owns CD burner	262	37.9%	103
HH owns CD ROM drive	277	40.0%	102
HH owns DVD drive	174	25.1%	101
HH owns DVD-RW (DVD burner)	142	20.6%	100
HH owns external hard drive	89	12.9%	91
HH owns flash drive	129	18.7%	91
HH owns LAN/network interface card	73	10.5%	95
HH owns inkjet printer	310	44.8%	105
HH owns laser printer	99	14.3%	104
HH owns modem/fax modem	149	21.5%	104
HH owns removable cartridge storage device	40	5.8%	100
HH owns scanner	205	29.5%	104
HH owns PC speakers	299	43.2%	104
HH owns tape backup	17	2.4%	92
HH owns webcam	74	10.7%	94
HH owns software: accounting	58	8.4%	94
HH owns software: communications/fax	57	8.2%	101
HH owns software: database/filing	54	7.8%	96
HH owns software: desktop publishing	87	12.6%	104

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March 27, 2012

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	67	9.7%	97
HH owns software: entertainment/games	203	29.3%	101
HH owns software: online meeting/conference	14	2.0%	71
HH owns software: personal finance/tax prep	91	13.1%	93
HH owns software: presentation graphics	46	6.6%	83
HH owns software: multimedia	109	15.8%	103
HH owns software: networking	81	11.6%	104
HH owns software: security/anti-virus	200	28.9%	103
HH owns software: spreadsheet	153	22.1%	96
HH owns software: utility	49	7.1%	100
HH owns software: web authoring	21	3.0%	88
HH owns software: word processing	231	33.4%	99
Spent \$500+ on software for home PC in last 12 mo	15	2.2%	91
Purchased computer book in last 12 months	28	4.0%	94
HH owns fax machine	39	5.6%	94
Purchased audio equipment in last 12 months	64	9.2%	95
Purchased headphones in last 12 months	21	3.0%	76
HH owns camcorder	138	20.0%	102
Purchased camcorder in last 12 months	11	1.6%	75
HH owns CD player	332	47.9%	104
Purchased CD player in last 12 months	24	3.4%	90
HH owns DVD player	468	67.6%	102
Purchased DVD player in last 12 months	63	9.1%	94
HH owns 1 TV	124	18.0%	91
HH owns 2 TVs	180	26.0%	99
HH owns 3 TVs	165	23.8%	106
HH owns 4+ TVs	152	21.9%	105
HH owns miniature screen TV (<13 in)	65	9.3%	119
Most recent TV purchase: miniature screen (<13 in)	20	2.8%	104
HH owns regular screen TV (13-26 in)	318	45.9%	106
Most recent TV purchase: regular screen (13-26 in)	166	24.0%	103
HH owns large screen TV (27-35 in)	339	48.9%	105
Most recent TV purchase: large screen (27-35 in)	228	32.9%	104
HH owns big screen TV (36-42 in)	127	18.3%	97
Most recent TV purchase: big screen (36-42 in)	98	14.2%	100
HH owns giant screen TV (over 42 in)	92	13.2%	93
Most recent TV purchase: giant screen (over 42 in)	73	10.5%	94
HH owns LCD TV	122	17.6%	92
HH owns plasma TV	55	8.0%	96
HH owns projection TV	34	4.9%	91
HH owns video game system	232	33.5%	100
Purchased video game system in last 12 months	82	11.9%	110
HH owns video game system: handheld	106	15.4%	100
HH owns video game system: attached to TV/computer	204	29.5%	100
HH owns video game system: Game Boy	51	7.3%	107
HH owns video game system: Game Boy Advance/SP	45	6.4%	99
HH owns video game system: Nintendo DS	50	7.2%	95

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# Electronics and Internet Market Potential

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www.ClermontCountyOhio.biz  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	36	5.2%	104
HH owns video game system: Nintendo Wii	48	6.9%	103
HH owns video game system: PlayStation 2	111	16.1%	97
HH owns video game system: PlayStation 3	23	3.4%	92
HH owns video game system: Sony PlayStation/PS One	31	4.5%	111
HH owns video game system: Sony PSP	18	2.6%	89
HH owns video game system: Xbox	46	6.6%	112
HH owns video game system: Xbox 360	43	6.2%	96
HH purchased 5+ video games in last 12 months	41	5.9%	91
HH spent \$101+ on video games in last 12 months	50	7.3%	90
Owns MP3 player	319	22.8%	85
Purchased MP3 player in last 12 months	117	8.4%	82
Owns Apple iPod	118	8.4%	76
Purchased Apple iPod in last 12 months	33	2.4%	70
Have any access to the Internet	1,180	84.5%	100
Have access to Internet: at home	974	69.7%	99
Have access to Internet: at work	490	35.0%	94
Have access to Internet: at school/library	324	23.2%	92
Have access to Internet: not hm/work/school/library	272	19.5%	100
Use Internet less than once a week	59	4.2%	106
Use Internet 1-2 times per week	95	6.8%	123
Use Internet 3-6 times per week	128	9.2%	114
Use Internet once a day	168	12.0%	109
Use Internet 2-4 times per day	213	15.3%	87
Use Internet 5 or more times per day	296	21.2%	85
Any Internet or online usage in last 30 days	959	68.7%	97
Used Internet in last 30 days: at home	840	60.1%	97
Used Internet in last 30 days: at work	405	29.0%	91
Used Internet in last 30 days: at school/library	83	6.0%	77
Used Internet/30 days: not home/work/school/library	111	8.0%	86
Internet last 30 days: used email	830	59.4%	95
Internet last 30 days: used Instant Messenger	298	21.3%	84
Internet last 30 days: paid bills online	420	30.1%	91
Internet last 30 days: visited online blog	103	7.4%	77
Internet last 30 days: wrote online blog	39	2.8%	76
Internet last 30 days: visited chat room	44	3.1%	68
Internet last 30 days: looked for employment	161	11.5%	88
Internet last 30 days: played games online	288	20.6%	98
Internet last 30 days: traded/tracked investments	121	8.7%	78
Internet last 30 days: downloaded music	213	15.2%	83
Internet last 30 days: made phone call	36	2.6%	70
Internet last 30 days: made personal purchase	376	26.9%	87
Internet last 30 days: made business purchase	121	8.6%	91
Internet last 30 days: made travel plans	181	13.0%	75
Internet last 30 days: watched online video	212	15.2%	79
Internet last 30 days: obtained new/used car info	95	6.8%	77
Internet last 30 days: obtained financial info	295	21.1%	88
Internet last 30 days: obtained medical info	233	16.6%	100
Internet last 30 days: obtained latest news	490	35.1%	91
Internet last 30 days: obtained real estate info	128	9.2%	85

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# Electronics and Internet Market Potential

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 Drive Time: 5 minutes

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	289	20.7%	89
Ordered anything on Internet in last 12 months	450	32.2%	93
Ordered on Internet/12 mo: airline ticket	180	12.9%	77
Ordered on Internet/12 mo: CD/tape	64	4.6%	105
Ordered on Internet/12 mo: clothing	194	13.9%	96
Ordered on Internet/12 mo: computer	49	3.5%	102
Ordered on Internet/12 mo: computer peripheral	56	4.0%	92
Ordered on Internet/12 mo: DVD	85	6.1%	93
Ordered on Internet/12 mo: flowers	50	3.6%	77
Ordered on Internet/12 mo: software	66	4.7%	83
Ordered on Internet/12 mo: tickets (concerts etc.)	100	7.2%	74
Ordered on Internet/12 mo: toy	65	4.6%	93
Purchased item from amazon.com in last 12 months	160	11.5%	82
Purchased item from barnes&noble.com in last 12 mo	37	2.6%	83
Purchased item from bestbuy.com in last 12 months	29	2.1%	82
Purchased item from ebay.com in last 12 months	123	8.8%	95
Purchased item from walmart.com in last 12 months	61	4.3%	107
Spent on Internet orders last 12 months: <\$100	69	5.0%	91
Spent on Internet orders last 12 months: \$100-199	80	5.7%	106
Spent on Internet orders last 12 months: \$200-499	104	7.5%	89
Spent on Internet orders last 12 months: \$500+	173	12.4%	85
Connection to Internet from home: dial-up modem	151	10.8%	130
Connection to Internet from home: cable modem	286	20.5%	76
Connection to Internet from home: DSL	380	27.2%	111
Connection to Internet from home: wireless	151	10.8%	79
Connection to Internet from home: any broadband	772	55.3%	94
DVDs rented in last 30 days: 1	39	2.8%	105
DVDs rented in last 30 days: 2	51	3.6%	79
DVDs rented in last 30 days: 3	40	2.9%	89
DVDs rented in last 30 days: 4	62	4.4%	115
DVDs rented in last 30 days: 5+	171	12.3%	93
Rented video tape/DVD last month: action/adventure	287	20.5%	102
Rented video tape/DVD last month: classic	67	4.8%	92
Rented video tape/DVD last month: comedy	282	20.2%	98
Rented video tape/DVD last month: drama	173	12.4%	91
Rented video tape/DVD last month: family/children	129	9.3%	104
Rented video tape/DVD last month: foreign	15	1.1%	54
Rented video tape/DVD last month: horror	96	6.8%	93
Rented video tape/DVD last month: romance	112	8.0%	107
Rented video tape/DVD last month: science fiction	81	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	138	9.9%	82
Rented video tape/DVD last mo at Hollywood Video	54	3.9%	94
Bought video tape/DVD last month: action/adventure	117	8.4%	100
Bought video tape/DVD last month: classic	30	2.2%	79
Bought video tape/DVD last month: comedy	101	7.3%	90
Bought video tape/DVD last month: drama	55	3.9%	91
Bought video tape/DVD last month: family/children	86	6.2%	104
Bought video tape/DVD last month: horror	31	2.2%	71
Bought video tape/DVD last month: romance	32	2.3%	90

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought video tape/DVD last mo at Blockbuster Video	23	1.6%	66
Bought blank video tape in last 6 months	147	10.5%	93
Bought 7+ blank video tapes in last 6 months	21	1.5%	58
DVDs purchased in last 30 days: 1	67	4.8%	96
DVDs purchased in last 30 days: 2	65	4.7%	98
DVDs purchased in last 30 days: 3-4	57	4.1%	88
DVDs purchased in last 30 days: 5+	81	5.8%	111
Bought any camera in last 12 months	185	13.2%	103
Spent on cameras in last 12 months: <\$100	67	4.8%	108
Spent on cameras in last 12 months: \$100-199	42	3.0%	100
Spent on cameras in last 12 months: \$200+	48	3.4%	86
Own APS (point & shoot or SLR) camera	33	2.4%	86
Own digital camera	483	34.6%	105
Bought digital camera in last 12 months	99	7.1%	104
Own digital point & shoot camera	357	25.6%	103
Bought digital point & shoot camera in last 12 mo	66	4.8%	95
Own digital SLR camera	140	10.0%	108
Bought digital SLR camera in last 12 months	32	2.3%	102
Own 35mm auto focus point & shoot camera	67	4.8%	102
Own 35mm auto focus single lens reflex camera	31	2.2%	93
Own 35mm auto focus zoom camera	96	6.9%	122
Own 35mm single lens reflex camera	43	3.1%	102
Own Canon camera	220	15.7%	100
Bought Canon camera in last 12 months	24	1.7%	81
Own Fuji camera	64	4.6%	113
Own Kodak camera	190	13.6%	115
Bought Kodak camera in last 12 months	41	2.9%	99
Own Nikon camera	72	5.2%	95
Own Olympus camera	64	4.6%	101
Own Polaroid camera	24	1.7%	70
Bought any camera accessory in last 12 months	615	44.0%	103
Bought film in last 12 months	268	19.2%	100
Bought film in last 12 months: <3 rolls	132	9.5%	106
Bought film in last 12 months: 3-6 rolls	78	5.6%	89
Bought film in last 12 months: 7+ rolls	58	4.1%	98
Bought film in last 12 mo: APS (color prints)	33	2.4%	88
Bought film in last 12 mo: instant developing	27	1.9%	97
Bought film in last 12 mo: 35mm (black & white)	9	0.6%	68
Bought film in last 12 mo: 35mm (color prints)	171	12.2%	107
Bought Fuji film in last 12 months	73	5.2%	104
Bought Kodak film in last 12 months	171	12.3%	103
Bought store-brand film in last 12 months	23	1.7%	77
Purchased film in last 12 mo: department store	45	3.2%	87
Purchased film in last 12 mo: discount store	70	5.0%	105

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

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

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	63	4.5%	96
Purchased film in last 12 mo: grocery store	20	1.4%	67
Purchased film in last 12 mo: 1 hour service store	38	2.7%	107
Had film processed at discount store	55	3.9%	119
Had film processed at drug store	60	4.3%	101
Had film processed at 1 hour service store	38	2.7%	94
Bought memory card for camera in last 12 months	108	7.7%	101
Own memory card for camera	364	26.0%	105

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,534	5,664	
Population 18+		4,141	4,279	
Households		1,948	2,005	
Median Household Income		\$53,478	\$60,088	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		1,493	76.6%	104
Purchased home PC in last 12 months		306	15.7%	100
Purchased home PC 1-2 years ago		471	24.2%	107
Purchased home PC 3-4 years ago		392	20.1%	103
Purchased home PC 5+ years ago		170	8.7%	94
Spent <\$500 on home PC (most recent purchase)		179	9.2%	106
Spent \$500-999 on home PC (most recent purchase)		389	20.0%	112
Spent \$1000-1499 on home PC (most recent purchase)		250	12.8%	98
Spent \$1500-1999 on home PC (most recent purchase)		124	6.4%	90
Spent \$2000+ on home PC (most recent purchase)		107	5.5%	88
Purchased home PC at computer superstore		253	13.0%	102
Purchased home PC at department store		91	4.7%	95
Purchased home PC direct from manufacturer		255	13.1%	94
Purchased home PC at electronics store		219	11.3%	102
Purchased home PC on Internet		155	8.0%	93
Purchased home PC at warehouse discount outlet		53	2.7%	124
HH owns desktop PC		1,178	60.5%	105
HH owns laptop/notebook/tablet PC		571	29.3%	94
HH owns any Apple/Apple Mac clone brand PC		96	4.9%	79
HH owns any IBM/IBM compatible brand PC		1,379	70.8%	105
Brand of PC that HH owns: Compaq		169	8.7%	102
Brand of PC that HH owns: Dell		597	30.6%	99
Brand of PC that HH owns: Gateway		139	7.1%	107
Brand of PC that HH owns: Hewlett Packard		345	17.7%	114
Brand of PC that HH owns: Sony Vaio		46	2.3%	81
Child (under 18) uses home PC		442	22.7%	107
HH owns CD burner		751	38.6%	105
HH owns CD ROM drive		792	40.7%	104
HH owns DVD drive		499	25.6%	103
HH owns DVD-RW (DVD burner)		409	21.0%	102
HH owns external hard drive		265	13.6%	96
HH owns flash drive		390	20.0%	98
HH owns LAN/network interface card		202	10.4%	94
HH owns inkjet printer		866	44.5%	104
HH owns laser printer		253	13.0%	95
HH owns modem/fax modem		417	21.4%	103
HH owns removable cartridge storage device		99	5.1%	88
HH owns scanner		617	31.7%	111
HH owns PC speakers		849	43.6%	105
HH owns tape backup		51	2.6%	98
HH owns webcam		200	10.3%	91
HH owns software: accounting		166	8.5%	96
HH owns software: communications/fax		144	7.4%	91
HH owns software: database/filing		132	6.8%	83
HH owns software: desktop publishing		242	12.4%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	184	9.4%	94
HH owns software: entertainment/games	582	29.9%	103
HH owns software: online meeting/conference	48	2.5%	86
HH owns software: personal finance/tax prep	247	12.7%	89
HH owns software: presentation graphics	130	6.7%	83
HH owns software: multimedia	275	14.1%	92
HH owns software: networking	208	10.7%	95
HH owns software: security/anti-virus	511	26.2%	93
HH owns software: spreadsheet	413	21.2%	92
HH owns software: utility	119	6.1%	86
HH owns software: web authoring	57	2.9%	85
HH owns software: word processing	627	32.2%	96
Spent \$500+ on software for home PC in last 12 mo	41	2.1%	88
Purchased computer book in last 12 months	74	3.8%	88
HH owns fax machine	107	5.5%	91
Purchased audio equipment in last 12 months	180	9.2%	95
Purchased headphones in last 12 months	71	3.6%	92
HH owns camcorder	416	21.4%	110
Purchased camcorder in last 12 months	35	1.8%	85
HH owns CD player	928	47.7%	104
Purchased CD player in last 12 months	74	3.8%	98
HH owns DVD player	1,300	66.8%	101
Purchased DVD player in last 12 months	197	10.1%	104
HH owns 1 TV	342	17.5%	89
HH owns 2 TVs	501	25.7%	98
HH owns 3 TVs	472	24.2%	108
HH owns 4+ TVs	442	22.7%	108
HH owns miniature screen TV (<13 in)	178	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	52	2.7%	96
HH owns regular screen TV (13-26 in)	875	44.9%	103
Most recent TV purchase: regular screen (13-26 in)	456	23.4%	100
HH owns large screen TV (27-35 in)	954	49.0%	105
Most recent TV purchase: large screen (27-35 in)	624	32.1%	101
HH owns big screen TV (36-42 in)	377	19.3%	102
Most recent TV purchase: big screen (36-42 in)	292	15.0%	106
HH owns giant screen TV (over 42 in)	283	14.5%	102
Most recent TV purchase: giant screen (over 42 in)	228	11.7%	105
HH owns LCD TV	370	19.0%	99
HH owns plasma TV	170	8.7%	105
HH owns projection TV	103	5.3%	98
HH owns video game system	694	35.6%	107
Purchased video game system in last 12 months	223	11.5%	106
HH owns video game system: handheld	311	16.0%	104
HH owns video game system: attached to TV/computer	626	32.1%	109
HH owns video game system: Game Boy	142	7.3%	106
HH owns video game system: Game Boy Advance/SP	123	6.3%	96
HH owns video game system: Nintendo DS	155	8.0%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	95	4.9%	97
HH owns video game system: Nintendo Wii	146	7.5%	111
HH owns video game system: PlayStation 2	348	17.9%	108
HH owns video game system: PlayStation 3	78	4.0%	111
HH owns video game system: Sony PlayStation/PS One	97	5.0%	123
HH owns video game system: Sony PSP	62	3.2%	109
HH owns video game system: Xbox	137	7.0%	118
HH owns video game system: Xbox 360	117	6.0%	93
HH purchased 5+ video games in last 12 months	124	6.3%	98
HH spent \$101+ on video games in last 12 months	157	8.1%	100
Owns MP3 player	979	23.6%	88
Purchased MP3 player in last 12 months	361	8.7%	86
Owns Apple iPod	329	7.9%	72
Purchased Apple iPod in last 12 months	96	2.3%	69
Have any access to the Internet	3,571	86.2%	102
Have access to Internet: at home	2,965	71.6%	102
Have access to Internet: at work	1,418	34.2%	92
Have access to Internet: at school/library	992	24.0%	95
Have access to Internet: not hm/work/school/library	834	20.1%	104
Use Internet less than once a week	177	4.3%	107
Use Internet 1-2 times per week	280	6.8%	123
Use Internet 3-6 times per week	410	9.9%	123
Use Internet once a day	523	12.6%	114
Use Internet 2-4 times per day	673	16.2%	92
Use Internet 5 or more times per day	917	22.1%	89
Any Internet or online usage in last 30 days	2,981	72.0%	102
Used Internet in last 30 days: at home	2,602	62.8%	101
Used Internet in last 30 days: at work	1,207	29.2%	92
Used Internet in last 30 days: at school/library	277	6.7%	87
Used Internet/30 days: not home/work/school/library	338	8.2%	88
Internet last 30 days: used email	2,572	62.1%	100
Internet last 30 days: used Instant Messenger	990	23.9%	94
Internet last 30 days: paid bills online	1,350	32.6%	99
Internet last 30 days: visited online blog	335	8.1%	85
Internet last 30 days: wrote online blog	117	2.8%	76
Internet last 30 days: visited chat room	139	3.4%	72
Internet last 30 days: looked for employment	570	13.8%	105
Internet last 30 days: played games online	975	23.5%	112
Internet last 30 days: traded/tracked investments	348	8.4%	75
Internet last 30 days: downloaded music	736	17.8%	97
Internet last 30 days: made phone call	121	2.9%	79
Internet last 30 days: made personal purchase	1,140	27.5%	89
Internet last 30 days: made business purchase	346	8.3%	88
Internet last 30 days: made travel plans	542	13.1%	76
Internet last 30 days: watched online video	711	17.2%	89
Internet last 30 days: obtained new/used car info	301	7.3%	82
Internet last 30 days: obtained financial info	867	20.9%	87
Internet last 30 days: obtained medical info	670	16.2%	97
Internet last 30 days: obtained latest news	1,485	35.9%	93
Internet last 30 days: obtained real estate info	370	8.9%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	865	20.9%	90
Ordered anything on Internet in last 12 months	1,344	32.5%	94
Ordered on Internet/12 mo: airline ticket	602	14.5%	87
Ordered on Internet/12 mo: CD/tape	197	4.8%	109
Ordered on Internet/12 mo: clothing	561	13.6%	93
Ordered on Internet/12 mo: computer	135	3.3%	95
Ordered on Internet/12 mo: computer peripheral	156	3.8%	87
Ordered on Internet/12 mo: DVD	216	5.2%	79
Ordered on Internet/12 mo: flowers	179	4.3%	93
Ordered on Internet/12 mo: software	209	5.1%	89
Ordered on Internet/12 mo: tickets (concerts etc.)	360	8.7%	90
Ordered on Internet/12 mo: toy	175	4.2%	85
Purchased item from amazon.com in last 12 months	500	12.1%	86
Purchased item from barnes&noble.com in last 12 mo	112	2.7%	84
Purchased item from bestbuy.com in last 12 months	81	2.0%	78
Purchased item from ebay.com in last 12 months	389	9.4%	101
Purchased item from walmart.com in last 12 months	165	4.0%	97
Spent on Internet orders last 12 months: <\$100	213	5.1%	94
Spent on Internet orders last 12 months: \$100-199	211	5.1%	94
Spent on Internet orders last 12 months: \$200-499	314	7.6%	91
Spent on Internet orders last 12 months: \$500+	530	12.8%	88
Connection to Internet from home: dial-up modem	447	10.8%	130
Connection to Internet from home: cable modem	1,006	24.3%	90
Connection to Internet from home: DSL	1,076	26.0%	106
Connection to Internet from home: wireless	495	12.0%	87
Connection to Internet from home: any broadband	2,383	57.5%	97
DVDs rented in last 30 days: 1	121	2.9%	110
DVDs rented in last 30 days: 2	211	5.1%	110
DVDs rented in last 30 days: 3	118	2.8%	89
DVDs rented in last 30 days: 4	156	3.8%	97
DVDs rented in last 30 days: 5+	517	12.5%	95
Rented video tape/DVD last month: action/adventure	859	20.7%	103
Rented video tape/DVD last month: classic	186	4.5%	86
Rented video tape/DVD last month: comedy	854	20.6%	100
Rented video tape/DVD last month: drama	520	12.6%	92
Rented video tape/DVD last month: family/children	398	9.6%	108
Rented video tape/DVD last month: foreign	45	1.1%	55
Rented video tape/DVD last month: horror	303	7.3%	99
Rented video tape/DVD last month: romance	283	6.8%	91
Rented video tape/DVD last month: science fiction	243	5.9%	110
Rented video tape/DVD last mo at Blockbuster Video	462	11.1%	92
Rented video tape/DVD last mo at Hollywood Video	147	3.6%	86
Bought video tape/DVD last month: action/adventure	350	8.4%	101
Bought video tape/DVD last month: classic	105	2.5%	93
Bought video tape/DVD last month: comedy	326	7.9%	98
Bought video tape/DVD last month: drama	167	4.0%	93
Bought video tape/DVD last month: family/children	306	7.4%	125
Bought video tape/DVD last month: horror	86	2.1%	66
Bought video tape/DVD last month: romance	99	2.4%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	72	1.7%	70
Bought blank video tape in last 6 months	447	10.8%	95
Bought 7+ blank video tapes in last 6 months	95	2.3%	88
DVDs purchased in last 30 days: 1	208	5.0%	101
DVDs purchased in last 30 days: 2	185	4.5%	94
DVDs purchased in last 30 days: 3-4	228	5.5%	119
DVDs purchased in last 30 days: 5+	215	5.2%	100
Bought any camera in last 12 months	532	12.8%	100
Spent on cameras in last 12 months: <\$100	224	5.4%	122
Spent on cameras in last 12 months: \$100-199	120	2.9%	96
Spent on cameras in last 12 months: \$200+	140	3.4%	85
Own APS (point & shoot or SLR) camera	101	2.4%	89
Own digital camera	1,420	34.3%	104
Bought digital camera in last 12 months	251	6.1%	89
Own digital point & shoot camera	1,071	25.9%	104
Bought digital point & shoot camera in last 12 mo	192	4.6%	94
Own digital SLR camera	393	9.5%	102
Bought digital SLR camera in last 12 months	93	2.3%	100
Own 35mm auto focus point & shoot camera	189	4.6%	97
Own 35mm auto focus single lens reflex camera	95	2.3%	96
Own 35mm auto focus zoom camera	292	7.1%	125
Own 35mm single lens reflex camera	143	3.5%	115
Own Canon camera	640	15.5%	98
Bought Canon camera in last 12 months	74	1.8%	84
Own Fuji camera	176	4.2%	105
Own Kodak camera	653	15.8%	133
Bought Kodak camera in last 12 months	144	3.5%	117
Own Nikon camera	218	5.3%	97
Own Olympus camera	194	4.7%	103
Own Polaroid camera	112	2.7%	110
Bought any camera accessory in last 12 months	1,916	46.3%	108
Bought film in last 12 months	834	20.1%	105
Bought film in last 12 months: <3 rolls	402	9.7%	109
Bought film in last 12 months: 3-6 rolls	247	6.0%	95
Bought film in last 12 months: 7+ rolls	185	4.5%	106
Bought film in last 12 mo: APS (color prints)	109	2.6%	99
Bought film in last 12 mo: instant developing	91	2.2%	110
Bought film in last 12 mo: 35mm (black & white)	26	0.6%	66
Bought film in last 12 mo: 35mm (color prints)	467	11.3%	99
Bought Fuji film in last 12 months	209	5.0%	100
Bought Kodak film in last 12 months	543	13.1%	111
Bought store-brand film in last 12 months	75	1.8%	85
Purchased film in last 12 mo: department store	158	3.8%	103
Purchased film in last 12 mo: discount store	211	5.1%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	172	4.2%	88
Purchased film in last 12 mo: grocery store	68	1.6%	76
Purchased film in last 12 mo: 1 hour service store	105	2.5%	100
Had film processed at discount store	148	3.6%	108
Had film processed at drug store	166	4.0%	94
Had film processed at 1 hour service store	126	3.0%	105
Bought memory card for camera in last 12 months	291	7.0%	92
Own memory card for camera	1,105	26.7%	108

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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		91,614	94,566	
Population 18+		68,994	71,476	
Households		35,555	36,861	
Median Household Income		\$63,742	\$72,297	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		28,550	80.3%	109
Purchased home PC in last 12 months		6,190	17.4%	111
Purchased home PC 1-2 years ago		8,895	25.0%	111
Purchased home PC 3-4 years ago		7,868	22.1%	114
Purchased home PC 5+ years ago		3,617	10.2%	109
Spent <\$500 on home PC (most recent purchase)		3,195	9.0%	104
Spent \$500-999 on home PC (most recent purchase)		7,078	19.9%	111
Spent \$1000-1499 on home PC (most recent purchase)		5,163	14.5%	111
Spent \$1500-1999 on home PC (most recent purchase)		2,809	7.9%	111
Spent \$2000+ on home PC (most recent purchase)		2,433	6.8%	110
Purchased home PC at computer superstore		5,143	14.5%	113
Purchased home PC at department store		1,669	4.7%	95
Purchased home PC direct from manufacturer		5,555	15.6%	112
Purchased home PC at electronics store		4,475	12.6%	114
Purchased home PC on Internet		3,368	9.5%	110
Purchased home PC at warehouse discount outlet		831	2.3%	107
HH owns desktop PC		22,498	63.3%	110
HH owns laptop/notebook/tablet PC		12,369	34.8%	112
HH owns any Apple/Apple Mac clone brand PC		2,188	6.2%	99
HH owns any IBM/IBM compatible brand PC		26,376	74.2%	110
Brand of PC that HH owns: Compaq		3,364	9.5%	112
Brand of PC that HH owns: Dell		12,088	34.0%	110
Brand of PC that HH owns: Gateway		2,459	6.9%	104
Brand of PC that HH owns: Hewlett Packard		6,337	17.8%	115
Brand of PC that HH owns: Sony Vaio		1,066	3.0%	103
Child (under 18) uses home PC		8,503	23.9%	113
HH owns CD burner		14,901	41.9%	114
HH owns CD ROM drive		15,349	43.2%	110
HH owns DVD drive		10,049	28.3%	113
HH owns DVD-RW (DVD burner)		8,315	23.4%	114
HH owns external hard drive		5,657	15.9%	112
HH owns flash drive		8,474	23.8%	116
HH owns LAN/network interface card		4,623	13.0%	117
HH owns inkjet printer		16,946	47.7%	112
HH owns laser printer		5,558	15.6%	114
HH owns modem/fax modem		8,329	23.4%	113
HH owns removable cartridge storage device		2,121	6.0%	103
HH owns scanner		11,605	32.6%	115
HH owns PC speakers		16,618	46.7%	112
HH owns tape backup		987	2.8%	104
HH owns webcam		4,465	12.6%	111
HH owns software: accounting		3,502	9.8%	111
HH owns software: communications/fax		3,257	9.2%	112
HH owns software: database/filing		3,176	8.9%	110
HH owns software: desktop publishing		4,991	14.0%	116

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	3,946	11.1%	111
HH owns software: entertainment/games	11,556	32.5%	112
HH owns software: online meeting/conference	1,063	3.0%	105
HH owns software: personal finance/tax prep	6,069	17.1%	120
HH owns software: presentation graphics	3,252	9.1%	114
HH owns software: multimedia	6,117	17.2%	112
HH owns software: networking	4,427	12.5%	111
HH owns software: security/anti-virus	11,419	32.1%	114
HH owns software: spreadsheet	9,601	27.0%	117
HH owns software: utility	2,845	8.0%	113
HH owns software: web authoring	1,319	3.7%	107
HH owns software: word processing	13,684	38.5%	114
Spent \$500+ on software for home PC in last 12 mo	855	2.4%	101
Purchased computer book in last 12 months	1,627	4.6%	106
HH owns fax machine	2,282	6.4%	107
Purchased audio equipment in last 12 months	3,449	9.7%	100
Purchased headphones in last 12 months	1,388	3.9%	98
HH owns camcorder	8,052	22.6%	116
Purchased camcorder in last 12 months	746	2.1%	99
HH owns CD player	17,920	50.4%	110
Purchased CD player in last 12 months	1,345	3.8%	98
HH owns DVD player	24,787	69.7%	105
Purchased DVD player in last 12 months	3,623	10.2%	105
HH owns 1 TV	5,962	16.8%	85
HH owns 2 TVs	9,328	26.2%	100
HH owns 3 TVs	8,343	23.5%	105
HH owns 4+ TVs	8,500	23.9%	114
HH owns miniature screen TV (<13 in)	3,046	8.6%	108
Most recent TV purchase: miniature screen (<13 in)	925	2.6%	94
HH owns regular screen TV (13-26 in)	15,968	44.9%	103
Most recent TV purchase: regular screen (13-26 in)	7,922	22.3%	96
HH owns large screen TV (27-35 in)	17,369	48.9%	105
Most recent TV purchase: large screen (27-35 in)	11,228	31.6%	100
HH owns big screen TV (36-42 in)	7,428	20.9%	111
Most recent TV purchase: big screen (36-42 in)	5,453	15.3%	109
HH owns giant screen TV (over 42 in)	5,848	16.4%	116
Most recent TV purchase: giant screen (over 42 in)	4,627	13.0%	117
HH owns LCD TV	7,738	21.8%	113
HH owns plasma TV	3,219	9.1%	109
HH owns projection TV	2,103	5.9%	109
HH owns video game system	12,794	36.0%	108
Purchased video game system in last 12 months	4,144	11.7%	108
HH owns video game system: handheld	6,000	16.9%	110
HH owns video game system: attached to TV/computer	11,339	31.9%	108
HH owns video game system: Game Boy	2,674	7.5%	109
HH owns video game system: Game Boy Advance/SP	2,659	7.5%	113
HH owns video game system: Nintendo DS	2,992	8.4%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,856	5.2%	104
HH owns video game system: Nintendo Wii	2,735	7.7%	114
HH owns video game system: PlayStation 2	6,095	17.1%	104
HH owns video game system: PlayStation 3	1,345	3.8%	105
HH owns video game system: Sony PlayStation/PS One	1,525	4.3%	106
HH owns video game system: Sony PSP	1,082	3.0%	104
HH owns video game system: Xbox	2,318	6.5%	110
HH owns video game system: Xbox 360	2,522	7.1%	110
HH purchased 5+ video games in last 12 months	2,485	7.0%	108
HH spent \$101+ on video games in last 12 months	3,137	8.8%	109
Owns MP3 player	20,274	29.4%	110
Purchased MP3 player in last 12 months	7,787	11.3%	111
Owns Apple iPod	8,149	11.8%	106
Purchased Apple iPod in last 12 months	2,442	3.5%	105
Have any access to the Internet	61,872	89.7%	106
Have access to Internet: at home	53,494	77.5%	110
Have access to Internet: at work	29,412	42.6%	114
Have access to Internet: at school/library	18,209	26.4%	105
Have access to Internet: not hm/work/school/library	14,479	21.0%	108
Use Internet less than once a week	2,352	3.4%	86
Use Internet 1-2 times per week	3,599	5.2%	95
Use Internet 3-6 times per week	5,996	8.7%	108
Use Internet once a day	8,136	11.8%	107
Use Internet 2-4 times per day	13,494	19.6%	111
Use Internet 5 or more times per day	19,924	28.9%	115
Any Internet or online usage in last 30 days	53,503	77.5%	110
Used Internet in last 30 days: at home	48,095	69.7%	112
Used Internet in last 30 days: at work	25,609	37.1%	117
Used Internet in last 30 days: at school/library	5,123	7.4%	96
Used Internet/30 days: not home/work/school/library	6,451	9.4%	101
Internet last 30 days: used email	48,120	69.7%	112
Internet last 30 days: used Instant Messenger	18,499	26.8%	106
Internet last 30 days: paid bills online	26,348	38.2%	116
Internet last 30 days: visited online blog	6,955	10.1%	105
Internet last 30 days: wrote online blog	2,486	3.6%	98
Internet last 30 days: visited chat room	2,733	4.0%	85
Internet last 30 days: looked for employment	9,671	14.0%	107
Internet last 30 days: played games online	15,169	22.0%	105
Internet last 30 days: traded/tracked investments	8,869	12.9%	115
Internet last 30 days: downloaded music	13,330	19.3%	105
Internet last 30 days: made phone call	2,568	3.7%	101
Internet last 30 days: made personal purchase	24,414	35.4%	115
Internet last 30 days: made business purchase	7,458	10.8%	113
Internet last 30 days: made travel plans	13,500	19.6%	113
Internet last 30 days: watched online video	14,427	20.9%	109
Internet last 30 days: obtained new/used car info	6,976	10.1%	114
Internet last 30 days: obtained financial info	19,174	27.8%	116
Internet last 30 days: obtained medical info	12,925	18.7%	112
Internet last 30 days: obtained latest news	30,493	44.2%	115
Internet last 30 days: obtained real estate info	8,456	12.3%	114

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	18,265	26.5%	114
Ordered anything on Internet in last 12 months	28,020	40.6%	117
Ordered on Internet/12 mo: airline ticket	13,852	20.1%	120
Ordered on Internet/12 mo: CD/tape	3,408	4.9%	113
Ordered on Internet/12 mo: clothing	11,672	16.9%	117
Ordered on Internet/12 mo: computer	2,530	3.7%	107
Ordered on Internet/12 mo: computer peripheral	3,353	4.9%	112
Ordered on Internet/12 mo: DVD	5,019	7.3%	111
Ordered on Internet/12 mo: flowers	3,813	5.5%	119
Ordered on Internet/12 mo: software	4,505	6.5%	115
Ordered on Internet/12 mo: tickets (concerts etc.)	7,686	11.1%	116
Ordered on Internet/12 mo: toy	3,580	5.2%	104
Purchased item from amazon.com in last 12 months	10,745	15.6%	111
Purchased item from barnes&noble.com in last 12 mo	2,485	3.6%	113
Purchased item from bestbuy.com in last 12 months	2,015	2.9%	116
Purchased item from ebay.com in last 12 months	7,119	10.3%	111
Purchased item from walmart.com in last 12 months	3,076	4.5%	109
Spent on Internet orders last 12 months: <\$100	4,205	6.1%	112
Spent on Internet orders last 12 months: \$100-199	3,889	5.6%	104
Spent on Internet orders last 12 months: \$200-499	6,597	9.6%	114
Spent on Internet orders last 12 months: \$500+	11,842	17.2%	118
Connection to Internet from home: dial-up modem	5,481	7.9%	95
Connection to Internet from home: cable modem	22,242	32.2%	120
Connection to Internet from home: DSL	17,853	25.9%	105
Connection to Internet from home: wireless	10,787	15.6%	114
Connection to Internet from home: any broadband	46,025	66.7%	113
DVDs rented in last 30 days: 1	2,026	2.9%	111
DVDs rented in last 30 days: 2	3,780	5.5%	118
DVDs rented in last 30 days: 3	2,353	3.4%	107
DVDs rented in last 30 days: 4	2,856	4.1%	107
DVDs rented in last 30 days: 5+	10,110	14.7%	111
Rented video tape/DVD last month: action/adventure	15,501	22.5%	111
Rented video tape/DVD last month: classic	3,583	5.2%	100
Rented video tape/DVD last month: comedy	15,818	22.9%	111
Rented video tape/DVD last month: drama	10,439	15.1%	111
Rented video tape/DVD last month: family/children	6,784	9.8%	110
Rented video tape/DVD last month: foreign	1,209	1.8%	89
Rented video tape/DVD last month: horror	5,005	7.3%	98
Rented video tape/DVD last month: romance	5,563	8.1%	107
Rented video tape/DVD last month: science fiction	4,001	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	9,726	14.1%	117
Rented video tape/DVD last mo at Hollywood Video	3,049	4.4%	107
Bought video tape/DVD last month: action/adventure	5,973	8.7%	103
Bought video tape/DVD last month: classic	1,847	2.7%	98
Bought video tape/DVD last month: comedy	5,840	8.5%	105
Bought video tape/DVD last month: drama	3,089	4.5%	104
Bought video tape/DVD last month: family/children	4,346	6.3%	107
Bought video tape/DVD last month: horror	1,629	2.4%	75
Bought video tape/DVD last month: romance	1,770	2.6%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,674	2.4%	97
Bought blank video tape in last 6 months	7,851	11.4%	100
Bought 7+ blank video tapes in last 6 months	1,752	2.5%	97
DVDs purchased in last 30 days: 1	3,766	5.5%	110
DVDs purchased in last 30 days: 2	3,588	5.2%	110
DVDs purchased in last 30 days: 3-4	3,292	4.8%	103
DVDs purchased in last 30 days: 5+	3,298	4.8%	92
Bought any camera in last 12 months	9,131	13.2%	103
Spent on cameras in last 12 months: <\$100	2,989	4.3%	98
Spent on cameras in last 12 months: \$100-199	2,041	3.0%	98
Spent on cameras in last 12 months: \$200+	2,965	4.3%	108
Own APS (point & shoot or SLR) camera	2,104	3.1%	111
Own digital camera	26,315	38.1%	116
Bought digital camera in last 12 months	5,030	7.3%	107
Own digital point & shoot camera	19,943	28.9%	116
Bought digital point & shoot camera in last 12 mo	3,651	5.3%	107
Own digital SLR camera	7,259	10.5%	114
Bought digital SLR camera in last 12 months	1,597	2.3%	103
Own 35mm auto focus point & shoot camera	3,532	5.1%	109
Own 35mm auto focus single lens reflex camera	1,843	2.7%	112
Own 35mm auto focus zoom camera	4,249	6.2%	110
Own 35mm single lens reflex camera	2,292	3.3%	111
Own Canon camera	12,510	18.1%	115
Bought Canon camera in last 12 months	1,561	2.3%	106
Own Fuji camera	2,753	4.0%	99
Own Kodak camera	8,922	12.9%	109
Bought Kodak camera in last 12 months	1,953	2.8%	95
Own Nikon camera	4,180	6.1%	112
Own Olympus camera	3,566	5.2%	114
Own Polaroid camera	1,522	2.2%	90
Bought any camera accessory in last 12 months	33,509	48.6%	114
Bought film in last 12 months	14,118	20.5%	107
Bought film in last 12 months: <3 rolls	6,436	9.3%	105
Bought film in last 12 months: 3-6 rolls	4,521	6.6%	105
Bought film in last 12 months: 7+ rolls	3,159	4.6%	108
Bought film in last 12 mo: APS (color prints)	1,957	2.8%	106
Bought film in last 12 mo: instant developing	1,292	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	601	0.9%	92
Bought film in last 12 mo: 35mm (color prints)	8,491	12.3%	108
Bought Fuji film in last 12 months	3,582	5.2%	103
Bought Kodak film in last 12 months	8,993	13.0%	110
Bought store-brand film in last 12 months	1,547	2.2%	105
Purchased film in last 12 mo: department store	2,228	3.2%	87
Purchased film in last 12 mo: discount store	3,606	5.2%	110

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	3,436	5.0%	106
Purchased film in last 12 mo: grocery store	1,570	2.3%	106
Purchased film in last 12 mo: 1 hour service store	1,734	2.5%	99
Had film processed at discount store	2,534	3.7%	111
Had film processed at drug store	3,161	4.6%	107
Had film processed at 1 hour service store	2,092	3.0%	104
Bought memory card for camera in last 12 months	5,606	8.1%	106
Own memory card for camera	20,015	29.0%	117

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March 27, 2012



# Financial Investments Market Potential

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 Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,939	1,998
Population 18+		1,397	1,455
Households		692	716
Median Household Income		\$50,564	\$57,350
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank	713	51.0%	103
Bank/financial institution: use savings & loan	134	9.6%	92
Bank/financial institution: use credit union	361	25.8%	114
Bank/financial institution: use fed savings bank	26	1.9%	81
Bank/financial institution: use mutual funds co	38	2.7%	83
Bank/financial institution: use Internet Bank	49	3.5%	81
Used ATM/cash machine in last 12 months	712	51.0%	100
Banked in person in last 12 months	738	52.8%	102
Banked by mail in last 12 months	76	5.4%	102
Banked by phone in last 12 months	223	16.0%	106
Did banking over the Internet in last 12 months	378	27.1%	99
Used direct deposit of paycheck in last 12 months	566	40.5%	105
Have interest checking account	474	33.9%	105
Have non-interest checking account	378	27.1%	102
Have money market account	149	10.7%	87
Have savings account	529	37.9%	104
Have 401K retirement savings	253	18.1%	102
Have IRA retirement savings	183	13.1%	87
Have auto loan for new car	192	13.7%	119
Have personal loan for education only	58	4.2%	102
Have personal loan-not for education	33	2.4%	94
Have home mortgage (1st)	290	20.8%	108
Have 2nd mortgage (equity loan)	98	7.0%	112
Have home equity line of credit	82	5.9%	98
Have personal line of credit	68	4.9%	108
Have overdraft protection	195	14.0%	105
Own any securities investment	352	25.2%	101
Own annuities	41	2.9%	97
Own certificate of deposit (6 months or less)	45	3.2%	92
Own certificate of deposit (more than 6 months)	64	4.6%	82
Own common/preferred stock in company you work for	33	2.4%	78
Own common stock in company you don't work for	89	6.4%	101
Own insured money market account (bank)	24	1.7%	83
Own shares in money market fund	79	5.7%	85
Own shares in mutual fund (bonds)	67	4.8%	81
Own shares in mutual fund (stock)	125	8.9%	95
Own any stock	126	9.0%	98
Own stock with market value <\$10000	41	2.9%	94
Own stock with market value \$10000-49999	38	2.7%	109
Own stock with market value \$50000+	25	1.8%	72

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

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Latitude: 38.95138

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	93	6.7%	97
Used financial planning counsel in last 12 months	88	6.3%	80
Used full service brokerage firm in last 12 months	69	4.9%	80
Own any credit/debit card (in own name)	1,040	74.4%	101
Own American Express card (in own name)	128	9.2%	74
Own Discover card (in own name)	178	12.7%	114
Own MasterCard (in own name)	457	32.7%	96
Own Visa (in own name)	692	49.5%	101
Own any department store credit card (in own name)	430	30.8%	99
Avg monthly credit card expenditures: <\$111	203	14.5%	105
Avg monthly credit card expenditures: \$111-225	122	8.7%	112
Avg monthly credit card expenditures: \$226-450	95	6.8%	91
Avg monthly credit card expenditures: \$451-700	96	6.9%	108
Avg monthly credit card expenditures: \$701+	148	10.6%	79

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Demographic Summary		2010	2015
Population		5,534	5,664
Population 18+		4,141	4,279
Households		1,948	2,005
Median Household Income		\$53,478	\$60,088

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Bank/financial institution: use full service bank	2,024		48.9%	99
Bank/financial institution: use savings & loan	420		10.1%	97
Bank/financial institution: use credit union	1,023		24.7%	109
Bank/financial institution: use fed savings bank	78		1.9%	82
Bank/financial institution: use mutual funds co	124		3.0%	92
Bank/financial institution: use Internet Bank	162		3.9%	91
Used ATM/cash machine in last 12 months	2,147		51.8%	102
Banked in person in last 12 months	2,157		52.1%	100
Banked by mail in last 12 months	215		5.2%	97
Banked by phone in last 12 months	669		16.2%	108
Did banking over the Internet in last 12 months	1,116		27.0%	99
Used direct deposit of paycheck in last 12 months	1,678		40.5%	105
Have interest checking account	1,358		32.8%	102
Have non-interest checking account	1,094		26.4%	99
Have money market account	456		11.0%	89
Have savings account	1,564		37.8%	104
Have 401K retirement savings	772		18.6%	105
Have IRA retirement savings	567		13.7%	91
Have auto loan for new car	516		12.5%	108
Have personal loan for education only	184		4.4%	110
Have personal loan-not for education	113		2.7%	108
Have home mortgage (1st)	861		20.8%	108
Have 2nd mortgage (equity loan)	278		6.7%	107
Have home equity line of credit	265		6.4%	107
Have personal line of credit	193		4.7%	103
Have overdraft protection	597		14.4%	108
Own any securities investment	957		23.1%	93
Own annuities	121		2.9%	96
Own certificate of deposit (6 months or less)	131		3.2%	90
Own certificate of deposit (more than 6 months)	203		4.9%	88
Own common/preferred stock in company you work for	111		2.7%	89
Own common stock in company you don't work for	249		6.0%	95
Own insured money market account (bank)	76		1.8%	89
Own shares in money market fund	268		6.5%	98
Own shares in mutual fund (bonds)	222		5.4%	90
Own shares in mutual fund (stock)	347		8.4%	89
Own any stock	333		8.0%	88
Own stock with market value <\$10000	119		2.9%	93
Own stock with market value \$10000-49999	104		2.5%	100
Own stock with market value \$50000+	90		2.2%	87

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	260	6.3%	92
Used financial planning counsel in last 12 months	267	6.4%	82
Used full service brokerage firm in last 12 months	204	4.9%	80
Own any credit/debit card (in own name)	3,037	73.3%	99
Own American Express card (in own name)	388	9.4%	75
Own Discover card (in own name)	454	11.0%	98
Own MasterCard (in own name)	1,394	33.7%	98
Own Visa (in own name)	2,031	49.0%	100
Own any department store credit card (in own name)	1,235	29.8%	96
Avg monthly credit card expenditures: <\$111	567	13.7%	99
Avg monthly credit card expenditures: \$111-225	306	7.4%	95
Avg monthly credit card expenditures: \$226-450	270	6.5%	87
Avg monthly credit card expenditures: \$451-700	262	6.3%	99
Avg monthly credit card expenditures: \$701+	459	11.1%	83

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

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

March 27, 2012

Made with Esri Business Analyst



# Financial Investments Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary		2010	2015
Population		91,614	94,566
Population 18+		68,994	71,476
Households		35,555	36,861
Median Household Income		\$63,742	\$72,297

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Bank/financial institution: use full service bank	37,208	53.9%	109
Bank/financial institution: use savings & loan	7,601	11.0%	105
Bank/financial institution: use credit union	18,336	26.6%	117
Bank/financial institution: use fed savings bank	1,616	2.3%	102
Bank/financial institution: use mutual funds co	2,564	3.7%	114
Bank/financial institution: use Internet Bank	3,208	4.7%	108
Used ATM/cash machine in last 12 months	39,298	57.0%	112
Banked in person in last 12 months	39,138	56.7%	109
Banked by mail in last 12 months	4,015	5.8%	109
Banked by phone in last 12 months	11,501	16.7%	111
Did banking over the Internet in last 12 months	22,541	32.7%	120
Used direct deposit of paycheck in last 12 months	30,430	44.1%	114
Have interest checking account	25,219	36.6%	113
Have non-interest checking account	19,963	28.9%	109
Have money market account	10,028	14.5%	118
Have savings account	28,886	41.9%	115
Have 401K retirement savings	14,927	21.6%	122
Have IRA retirement savings	12,269	17.8%	118
Have auto loan for new car	9,142	13.3%	115
Have personal loan for education only	3,107	4.5%	111
Have personal loan-not for education	1,782	2.6%	103
Have home mortgage (1st)	16,358	23.7%	123
Have 2nd mortgage (equity loan)	5,389	7.8%	124
Have home equity line of credit	4,994	7.2%	121
Have personal line of credit	3,411	4.9%	109
Have overdraft protection	10,819	15.7%	118
Own any securities investment	19,948	28.9%	116
Own annuities	2,397	3.5%	114
Own certificate of deposit (6 months or less)	2,694	3.9%	111
Own certificate of deposit (more than 6 months)	4,309	6.2%	112
Own common/preferred stock in company you work for	2,493	3.6%	120
Own common stock in company you don't work for	5,175	7.5%	119
Own insured money market account (bank)	1,661	2.4%	117
Own shares in money market fund	5,482	7.9%	120
Own shares in mutual fund (bonds)	4,879	7.1%	119
Own shares in mutual fund (stock)	7,843	11.4%	121
Own any stock	7,469	10.8%	118
Own stock with market value <\$10000	2,379	3.4%	111
Own stock with market value \$10000-49999	2,050	3.0%	119
Own stock with market value \$50000+	1,962	2.8%	114

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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

## Financial Investments Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

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

Latitude: 38.95138

Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	5,378	7.8%	114
Used financial planning counsel in last 12 months	6,152	8.9%	114
Used full service brokerage firm in last 12 months	4,935	7.2%	115
Own any credit/debit card (in own name)	55,016	79.7%	108
Own American Express card (in own name)	9,382	13.6%	109
Own Discover card (in own name)	8,706	12.6%	113
Own MasterCard (in own name)	26,098	37.8%	110
Own Visa (in own name)	37,858	54.9%	112
Own any department store credit card (in own name)	23,826	34.5%	111
Avg monthly credit card expenditures: <\$111	10,061	14.6%	105
Avg monthly credit card expenditures: \$111-225	5,614	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,567	8.1%	108
Avg monthly credit card expenditures: \$451-700	4,910	7.1%	112
Avg monthly credit card expenditures: \$701+	10,520	15.2%	114

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary		2010	2015	
Population		1,939	1,998	
Population 18+		1,397	1,455	
Households		692	716	
Median Household Income		\$50,564	\$57,350	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		415	60.0%	116
HH owns any bird		20	2.9%	99
HH owns any cat		211	30.5%	126
HH owns any dog		303	43.8%	116
HH owns 1 cat		109	15.8%	123
HH owns 2+ cats		102	14.7%	127
HH owns 1 dog		171	24.7%	105
HH owns 2+ dogs		131	18.9%	129
HH used canned cat food in last 6 months		92	13.3%	114
HH used <4 cans of cat food in last 7 days		34	4.9%	113
HH used 8+ cans of cat food in last 7 days		27	3.9%	108
HH used packaged dry cat food in last 6 months		199	28.8%	124
HH used <5 pounds of packaged dry cat food last mo		62	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		60	8.7%	120
HH used cat treats in last 6 months		86	12.4%	121
HH used cat litter in last 6 months		166	24.0%	117
HH used canned dog food in last 6 months		103	14.9%	112
HH used packaged dry dog food in last 6 months		290	41.9%	115
HH used <10 pounds of pkgd dry dog food last month		122	17.6%	106
HH used 25+ pounds of pkgd dry dog food last month		95	13.7%	125
HH used dog biscuits/treats in last 6 months		236	34.1%	115
HH used <2 packages of dog biscuits/treats last mo		115	16.6%	112
HH used 4+ packages of dog biscuits/treats last mo		49	7.1%	128
HH used flea/tick care prod for cat/dog last 12 mo		280	40.5%	119
HH member took pet to vet in last 12 mo: 1 time		91	13.2%	104
HH member took pet to vet in last 12 mo: 2 times		92	13.3%	120
HH member took pet to vet in last 12 mo: 3 times		43	6.2%	110
HH member took pet to vet in last 12 mo: 4 times		33	4.8%	115
HH member took pet to vet in last 12 mo: 5+ times		46	6.6%	119
Bought pet food from vet in last 12 months		40	5.8%	113
Bought flea control product from vet in last 12 mo		117	16.9%	127

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary		2010	2015
Population		5,534	5,664
Population 18+		4,141	4,279
Households		1,948	2,005
Median Household Income		\$53,478	\$60,088
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		1,225	122
HH owns any bird		60	106
HH owns any cat		589	125
HH owns any dog		936	127
HH owns 1 cat		292	117
HH owns 2+ cats		297	132
HH owns 1 dog		539	118
HH owns 2+ dogs		397	139
HH used canned cat food in last 6 months		258	114
HH used <4 cans of cat food in last 7 days		96	113
HH used 8+ cans of cat food in last 7 days		75	107
HH used packaged dry cat food in last 6 months		575	127
HH used <5 pounds of packaged dry cat food last mo		201	126
HH used 11+ pounds of packaged dry cat food last mo		176	125
HH used cat treats in last 6 months		237	119
HH used cat litter in last 6 months		489	123
HH used canned dog food in last 6 months		300	116
HH used packaged dry dog food in last 6 months		910	128
HH used <10 pounds of pkgd dry dog food last month		394	122
HH used 25+ pounds of pkgd dry dog food last month		321	150
HH used dog biscuits/treats in last 6 months		736	128
HH used <2 packages of dog biscuits/treats last mo		382	132
HH used 4+ packages of dog biscuits/treats last mo		135	125
HH used flea/tick care prod for cat/dog last 12 mo		836	126
HH member took pet to vet in last 12 mo: 1 time		309	125
HH member took pet to vet in last 12 mo: 2 times		266	124
HH member took pet to vet in last 12 mo: 3 times		112	102
HH member took pet to vet in last 12 mo: 4 times		85	105
HH member took pet to vet in last 12 mo: 5+ times		143	131
Bought pet food from vet in last 12 months		125	126
Bought flea control product from vet in last 12 mo		333	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary		2010	2015	
Population		91,614	94,566	
Population 18+		68,994	71,476	
Households		35,555	36,861	
Median Household Income		\$63,742	\$72,297	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		20,059	56.4%	109
HH owns any bird		986	2.8%	95
HH owns any cat		9,342	26.3%	109
HH owns any dog		14,715	41.4%	109
HH owns 1 cat		4,910	13.8%	108
HH owns 2+ cats		4,430	12.5%	108
HH owns 1 dog		9,265	26.1%	111
HH owns 2+ dogs		5,451	15.3%	104
HH used canned cat food in last 6 months		4,379	12.3%	106
HH used <4 cans of cat food in last 7 days		1,631	4.6%	105
HH used 8+ cans of cat food in last 7 days		1,288	3.6%	101
HH used packaged dry cat food in last 6 months		9,018	25.4%	109
HH used <5 pounds of packaged dry cat food last mo		3,257	9.2%	112
HH used 11+ pounds of packaged dry cat food last mo		2,571	7.2%	100
HH used cat treats in last 6 months		3,963	11.1%	109
HH used cat litter in last 6 months		8,118	22.8%	112
HH used canned dog food in last 6 months		4,870	13.7%	103
HH used packaged dry dog food in last 6 months		14,191	39.9%	110
HH used <10 pounds of pkgd dry dog food last month		6,315	17.8%	107
HH used 25+ pounds of pkgd dry dog food last month		4,318	12.1%	110
HH used dog biscuits/treats in last 6 months		11,732	33.0%	111
HH used <2 packages of dog biscuits/treats last mo		5,948	16.7%	113
HH used 4+ packages of dog biscuits/treats last mo		2,065	5.8%	105
HH used flea/tick care prod for cat/dog last 12 mo		13,160	37.0%	109
HH member took pet to vet in last 12 mo: 1 time		5,059	14.2%	112
HH member took pet to vet in last 12 mo: 2 times		4,326	12.2%	110
HH member took pet to vet in last 12 mo: 3 times		2,044	5.7%	102
HH member took pet to vet in last 12 mo: 4 times		1,612	4.5%	109
HH member took pet to vet in last 12 mo: 5+ times		2,275	6.4%	115
Bought pet food from vet in last 12 months		1,934	5.4%	106
Bought flea control product from vet in last 12 mo		5,532	15.6%	117

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,939	1,998	
Population 18+		1,397	1,455	
Households		692	716	
Median Household Income		\$50,564	\$57,350	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		412	29.5%	98
Exercise at club 2+ times per week		136	9.7%	79
Exercise at other facility (not club) 2+ times/wk		102	7.3%	90
Own stationary bicycle		91	6.5%	115
Own treadmill		134	9.6%	98
Own weight lifting equipment		184	13.2%	102
Presently controlling diet		589	42.2%	102
Diet control for blood sugar level		118	8.4%	115
Diet control for cholesterol level		157	11.2%	111
Diet control to maintain weight		159	11.4%	102
Diet control for physical fitness		123	8.8%	88
Diet control for salt restriction		54	3.9%	116
Diet control for weight loss		208	14.9%	105
Used doctor's care/diet for diet method		51	3.7%	121
Used exercise program for diet method		110	7.9%	93
Used Weight Watchers as diet method		38	2.7%	89
Buy foods specifically labeled as fat-free		242	17.3%	99
Buy foods specifically labeled as high fiber		152	10.9%	95
Buy foods specifically labeled as high protein		73	5.2%	95
Buy foods specifically labeled as lactose-free		17	1.2%	66
Buy foods specifically labeled as low-calorie		134	9.6%	89
Buy foods specifically labeled as low-carb		114	8.2%	106
Buy foods specifically labeled as low-cholesterol		118	8.4%	102
Buy foods specifically labeled as low-fat		192	13.7%	103
Buy foods specifically labeled as low-sodium		129	9.2%	103
Buy foods specifically labeled as natural/organic		112	8.0%	95
Buy foods specifically labeled as sugar-free		198	14.2%	106
Used butter alternatives in last 6 months		58	4.2%	99
Used egg alternatives in last 6 months		163	11.7%	82
Used salt alternatives in last 6 months		383	27.4%	98
Drank meal/dietary supplement in last 6 months		76	5.4%	74
Used nutrition/energy bar in last 6 months		160	11.5%	81
Drank sports drink/thirst quencher in last 6 mo		423	30.3%	95
Used vitamin/dietary supplement in last 6 months		672	48.1%	99
Vitamin/dietary suppl used/6 mo: antioxidant		28	2.0%	69
Vitamin/dietary suppl used/6 mo: B complex		62	4.4%	91
Vitamin/dietary suppl used/6 mo: B complex+C		24	1.7%	89
Vitamin/dietary suppl used/6 mo: B-6		29	2.1%	102
Vitamin/dietary suppl used/6 mo: B-12		82	5.9%	104
Vitamin/dietary suppl used/6 mo: C		114	8.2%	97
Vitamin/dietary suppl used/6 mo: calcium		152	10.9%	101

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	69	4.9%	100
Vitamin/dietary suppl used/6 mo: E	72	5.2%	104
Vitamin/dietary suppl used/6 mo: garlic	30	2.1%	126
Vitamin/dietary suppl used/6 mo: glucosamine	62	4.4%	96
Vitamin/dietary suppl used/6 mo: multiple formula	179	12.8%	109
Vitamin/dietary suppl used/6 mo: multiple w/iron	45	3.2%	75
Vitamin/dietary suppl used/6 mo: mult w/minerals	78	5.6%	94
Vitamin/dietary suppl used/6 mo: zinc	26	1.9%	81
Vitamin/dietary suppl/6 mo: Caltrate 600	32	2.3%	86
Vitamin/dietary suppl/6 mo: Centrum	78	5.6%	96
Vitamin/dietary suppl/6 mo: Nature Made	90	6.4%	110
Visited doctor in last 12 months	1,091	78.1%	101
Visited doctor in last 12 months: 1-3 times	467	33.4%	99
Visited doctor in last 12 months: 4-7 times	308	22.0%	99
Visited doctor in last 12 months: 8+ times	315	22.5%	104
Visited doctor in last 12 mo: allergist	34	2.4%	102
Visited doctor in last 12 mo: cardiologist	108	7.7%	110
Visited doctor in last 12 mo: chiropractor	95	6.8%	91
Visited doctor in last 12 mo: dentist	513	36.7%	97
Visited doctor in last 12 mo: dermatologist	83	5.9%	83
Visited doctor in last 12 mo: ear/nose/throat	63	4.5%	98
Visited doctor in last 12 mo: eye	311	22.3%	108
Visited doctor in last 12 mo: general/family	641	45.9%	108
Visited doctor in last 12 mo: internist	87	6.2%	85
Visited doctor in last 12 mo: physical therapist	67	4.8%	106
Visited doctor in last 12 mo: podiatrist	45	3.2%	95
Visited doctor in last 12 mo: urologist	60	4.3%	111
Visited nurse practitioner in last 12 months	65	4.7%	111
Wear regular/sun/tinted prescription eyeglasses	515	36.9%	107
Wear bi-focals	249	17.8%	113
Wear disposable contact lenses	103	7.4%	114
Wear soft contact lenses	119	8.5%	97
Spent on contact lenses in last 12 mo: <\$100	41	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	44	3.2%	85
Spent on contact lenses in last 12 mo: \$200+	40	2.9%	95
Bought prescription eyewear: discount optical ctr	118	8.4%	106
Bought prescription eyewear: from eye doctor	405	29.0%	113
Bought prescription eyewear: retail optical chain	140	10.0%	90
Used prescription drug for allergy/hay fever	99	7.1%	101
Used prescription drug for anxiety/panic	65	4.7%	114
Used prescription drug for arthritis/rheumatism	34	2.4%	92
Used prescription drug for asthma	71	5.1%	124
Used prescription drug for backache/back pain	127	9.1%	123
Used prescription drug for depression	94	6.7%	114
Used prescr drug for diabetes (insulin dependent)	27	1.9%	98
Used prescr drug for diabetes (non-insulin)	51	3.7%	98
Used prescription drug for eczema/skin itch/rash	24	1.7%	82

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	121	8.7%	131
Used prescription drug for high blood pressure	200	14.3%	115
Used prescription drug for high cholesterol	144	10.3%	118
Used prescription drug for migraine headache	54	3.9%	104
Used prescription drug for sinus congest./headache	57	4.1%	84
Used prescription drug for urinary tract infection	46	3.3%	105
Used last 6 mo: adhesive bandages	784	56.1%	101
Used last 6 mo: athlete's foot/foot care product	167	12.0%	86
Used last 6 mo: cold/sinus/allergy med (nonprescr)	662	47.4%	100
Used last 6 mo: children's cold tablets/liquids	209	15.0%	99
Used last 6 mo: contact lens cleaning solution	174	12.5%	102
Used last 6 mo: cotton swabs	687	49.2%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	635	45.5%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	458	32.8%	96
Used last 6 mo: children's cough syrup	185	13.2%	93
Used last 6 mo: diarrhea remedy	202	14.5%	88
Used last 6 mo: eye wash and drops	403	28.8%	95
Used last 6 mo: headache/pain reliever (nonprescr)	1,195	85.5%	102
Used last 6 mo: hemorrhoid remedy	134	9.6%	107
Used last 6 mo: indigestion/upset stomach remedy	635	45.5%	101
Used last 6 mo: lactose intolerance product	37	2.6%	75
Used last 6 mo: laxative/fiber supplement	188	13.5%	97
Used last 6 mo: medicated skin ointment	441	31.6%	100
Used last 6 mo: medicated throat remedy	152	10.9%	95
Used last 6 mo: nasal spray	221	15.8%	100
Used last 6 mo: pain reliever/fever reducer (kids)	316	22.6%	102
Used last 6 mo: pain relieving rub/liquid/patch	330	23.6%	94
Used last 6 mo: sleeping tablets (nonprescription)	61	4.4%	81
Used last 12 mo: sunburn remedy	217	15.5%	101
Used last 12 mo: suntan/sunscreen product	512	36.7%	95
Used last 12 mo: SPF 15+ suntan/sunscreen product	405	29.0%	96
Used last 6 mo: toothache/gum/canker sore remedy	220	15.7%	94
Used last 6 mo: vitamins for children	197	14.1%	96
Used body powder in last 6 months	383	27.4%	99
Used body powder <3 times in last 7 days	143	10.2%	87
Used body powder 8+ times in last 7 days	33	2.4%	108
Used body wash/shower gel in last 6 months	738	52.8%	102
Used breath freshener in last 6 months	637	45.6%	98
Used complexion care product in last 6 months	602	43.1%	91
Used complexion care product <7 times last week	170	12.2%	89
Used complexion care product 11+ times last week	215	15.4%	92
Used complexion care prod: dry facial skin type	105	7.5%	103
Used complexion care prod: normal facial skin type	182	13.0%	86
Used complexion care prod: oily facial skin type	74	5.3%	88
Used dental floss in last 6 months	863	61.8%	99

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

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



# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	268	19.2%	95
Used denture adhesive/fixative in last 6 months	96	6.9%	110
Used denture cleaner in last 6 months	159	11.4%	103
Used deodorant/antiperspirant in last 6 months	1,317	94.3%	101
Used deodorant/antiperspirant <8 times last week	991	70.9%	103
Used deodorant/antiperspirant 15+ times last week	76	5.4%	90
Used disposable razor in last 6 months	759	54.3%	104
Used electric shaver in last 6 months	282	20.2%	107
Used hair coloring product (at home) last 6 months	261	18.7%	94
Used hair conditioner (at home) in last 6 months	875	62.6%	101
Used hair conditioning treatment (at home)/6 mo	299	21.4%	91
Used hair growth product in last 6 months	18	1.3%	56
Used hair mousse in last 6 months	224	16.0%	92
Used hair spray (at home) in last 6 months	510	36.5%	101
Used hair styling gel/lotion in last 6 months	338	24.2%	90
Used hand & body cream/lotion/oil in last 6 months	1,001	71.7%	99
Used hand & body cream/lotion/oil <5 times last wk	293	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	317	22.7%	91
Used hand & body cream in last 6 months	204	14.6%	83
Used hand & body lotion in last 6 months	694	49.7%	101
Used hand & body oil in last 6 months	62	4.4%	86
Used lip care in last 6 months	824	59.0%	99
Used liquid soap/hand sanitizer in last 6 months	1,086	77.7%	101
Used mouthwash in last 6 months	922	66.0%	100
Used mouthwash <4 times in last 7 days	272	19.5%	91
Used mouthwash 8+ times in last 7 days	219	15.7%	99
Used shampoo (at home) in last 6 months	1,300	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	240	17.2%	89
Used shaving cream/gel in last 6 months	746	53.4%	102
Used personal care soap (bar) in last 6 months	1,170	83.8%	100
Used personal care soap for antibacterial purpose	254	18.2%	95
Used personal care soap for complexion	91	6.5%	95
Used personal care soap for deodorant	240	17.2%	106
Use personal care soap for moisturizing	296	21.2%	98
Bought toothbrush in last 6 months	1,208	86.5%	101
Bought electric toothbrush in last 6 months	78	5.6%	84
Used toothpaste in last 6 months	1,337	95.7%	100
Used toothpaste <8 times in last 7 days	421	30.1%	94
Used toothpaste 15+ times in last 7 days	227	16.2%	100
Used toothpaste with baking soda in last 6 months	146	10.5%	91
Used toothpaste (gel) in last 6 months	403	28.8%	104
Used toothpaste (paste) in last 6 months	664	47.5%	98
Used whitening toothpaste in last 6 months	494	35.4%	101
Used tooth whitener (not toothpaste) last 6 months	132	9.4%	89
Had professional manicure/pedicure last 6 months	205	14.7%	86
Had professional facial/massage last 6 months	102	7.3%	78
Spent \$100+ at barber shops in last 6 months	61	4.4%	81
Spent \$100+ at beauty parlors in last 6 months	209	15.0%	94

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,534	5,664	
Population 18+		4,141	4,279	
Households		1,948	2,005	
Median Household Income		\$53,478	\$60,088	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		1,267	30.6%	102
Exercise at club 2+ times per week		366	8.8%	72
Exercise at other facility (not club) 2+ times/wk		323	7.8%	97
Own stationary bicycle		246	5.9%	105
Own treadmill		417	10.1%	103
Own weight lifting equipment		544	13.1%	101
Presently controlling diet		1,672	40.4%	98
Diet control for blood sugar level		307	7.4%	101
Diet control for cholesterol level		399	9.6%	95
Diet control to maintain weight		423	10.2%	91
Diet control for physical fitness		345	8.3%	83
Diet control for salt restriction		134	3.2%	97
Diet control for weight loss		600	14.5%	102
Used doctor's care/diet for diet method		138	3.3%	111
Used exercise program for diet method		322	7.8%	92
Used Weight Watchers as diet method		119	2.9%	94
Buy foods specifically labeled as fat-free		670	16.2%	92
Buy foods specifically labeled as high fiber		422	10.2%	89
Buy foods specifically labeled as high protein		183	4.4%	81
Buy foods specifically labeled as lactose-free		63	1.5%	82
Buy foods specifically labeled as low-calorie		407	9.8%	91
Buy foods specifically labeled as low-carb		299	7.2%	94
Buy foods specifically labeled as low-cholesterol		299	7.2%	87
Buy foods specifically labeled as low-fat		519	12.5%	94
Buy foods specifically labeled as low-sodium		359	8.7%	96
Buy foods specifically labeled as natural/organic		323	7.8%	93
Buy foods specifically labeled as sugar-free		575	13.9%	104
Used butter alternatives in last 6 months		180	4.3%	104
Used egg alternatives in last 6 months		537	13.0%	91
Used salt alternatives in last 6 months		1,189	28.7%	103
Drank meal/dietary supplement in last 6 months		228	5.5%	75
Used nutrition/energy bar in last 6 months		490	11.8%	84
Drank sports drink/thirst quencher in last 6 mo		1,258	30.4%	95
Used vitamin/dietary supplement in last 6 months		1,966	47.5%	98
Vitamin/dietary suppl used/6 mo: antioxidant		85	2.1%	70
Vitamin/dietary suppl used/6 mo: B complex		180	4.3%	89
Vitamin/dietary suppl used/6 mo: B complex+C		66	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6		81	2.0%	96
Vitamin/dietary suppl used/6 mo: B-12		235	5.7%	100
Vitamin/dietary suppl used/6 mo: C		312	7.5%	90
Vitamin/dietary suppl used/6 mo: calcium		416	10.0%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	203	4.9%	99
Vitamin/dietary suppl used/6 mo: E	237	5.7%	115
Vitamin/dietary suppl used/6 mo: garlic	77	1.9%	109
Vitamin/dietary suppl used/6 mo: glucosamine	181	4.4%	95
Vitamin/dietary suppl used/6 mo: multiple formula	492	11.9%	101
Vitamin/dietary suppl used/6 mo: multiple w/iron	151	3.6%	84
Vitamin/dietary suppl used/6 mo: mult w/minerals	250	6.0%	102
Vitamin/dietary suppl used/6 mo: zinc	87	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	83	2.0%	76
Vitamin/dietary suppl/6 mo: Centrum	218	5.3%	90
Vitamin/dietary suppl/6 mo: Nature Made	239	5.8%	98
Visited doctor in last 12 months	3,230	78.0%	100
Visited doctor in last 12 months: 1-3 times	1,463	35.3%	104
Visited doctor in last 12 months: 4-7 times	880	21.3%	95
Visited doctor in last 12 months: 8+ times	886	21.4%	99
Visited doctor in last 12 mo: allergist	83	2.0%	84
Visited doctor in last 12 mo: cardiologist	292	7.1%	100
Visited doctor in last 12 mo: chiropractor	288	7.0%	93
Visited doctor in last 12 mo: dentist	1,481	35.8%	95
Visited doctor in last 12 mo: dermatologist	249	6.0%	84
Visited doctor in last 12 mo: ear/nose/throat	170	4.1%	89
Visited doctor in last 12 mo: eye	815	19.7%	95
Visited doctor in last 12 mo: general/family	1,828	44.1%	104
Visited doctor in last 12 mo: internist	219	5.3%	72
Visited doctor in last 12 mo: physical therapist	179	4.3%	95
Visited doctor in last 12 mo: podiatrist	117	2.8%	83
Visited doctor in last 12 mo: urologist	167	4.0%	104
Visited nurse practitioner in last 12 months	169	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	1,450	35.0%	102
Wear bi-focals	640	15.5%	98
Wear disposable contact lenses	297	7.2%	111
Wear soft contact lenses	412	9.9%	113
Spent on contact lenses in last 12 mo: <\$100	134	3.2%	116
Spent on contact lenses in last 12 mo: \$100-199	143	3.5%	93
Spent on contact lenses in last 12 mo: \$200+	124	3.0%	99
Bought prescription eyewear: discount optical ctr	377	9.1%	114
Bought prescription eyewear: from eye doctor	1,070	25.8%	101
Bought prescription eyewear: retail optical chain	436	10.5%	95
Used prescription drug for allergy/hay fever	300	7.2%	103
Used prescription drug for anxiety/panic	175	4.2%	103
Used prescription drug for arthritis/rheumatism	98	2.4%	90
Used prescription drug for asthma	168	4.1%	99
Used prescription drug for backache/back pain	327	7.9%	107
Used prescription drug for depression	272	6.6%	111
Used prescr drug for diabetes (insulin dependent)	86	2.1%	105
Used prescr drug for diabetes (non-insulin)	152	3.7%	99
Used prescription drug for eczema/skin itch/rash	85	2.1%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	307	7.4%	112
Used prescription drug for high blood pressure	509	12.3%	99
Used prescription drug for high cholesterol	378	9.1%	105
Used prescription drug for migraine headache	179	4.3%	117
Used prescription drug for sinus congest./headache	195	4.7%	97
Used prescription drug for urinary tract infection	136	3.3%	105
Used last 6 mo: adhesive bandages	2,307	55.7%	101
Used last 6 mo: athlete's foot/foot care product	489	11.8%	85
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,019	48.8%	102
Used last 6 mo: children's cold tablets/liquids	710	17.1%	114
Used last 6 mo: contact lens cleaning solution	567	13.7%	112
Used last 6 mo: cotton swabs	2,069	50.0%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	1,924	46.5%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,402	33.9%	99
Used last 6 mo: children's cough syrup	623	15.0%	106
Used last 6 mo: diarrhea remedy	608	14.7%	90
Used last 6 mo: eye wash and drops	1,227	29.6%	97
Used last 6 mo: headache/pain reliever (nonprescr)	3,592	86.7%	103
Used last 6 mo: hemorrhoid remedy	351	8.5%	95
Used last 6 mo: indigestion/upset stomach remedy	1,916	46.3%	103
Used last 6 mo: lactose intolerance product	113	2.7%	77
Used last 6 mo: laxative/fiber supplement	493	11.9%	86
Used last 6 mo: medicated skin ointment	1,274	30.8%	98
Used last 6 mo: medicated throat remedy	463	11.2%	98
Used last 6 mo: nasal spray	659	15.9%	100
Used last 6 mo: pain reliever/fever reducer (kids)	1,085	26.2%	118
Used last 6 mo: pain relieving rub/liquid/patch	971	23.4%	93
Used last 6 mo: sleeping tablets (nonprescription)	236	5.7%	105
Used last 12 mo: sunburn remedy	692	16.7%	108
Used last 12 mo: suntan/sunscreen product	1,611	38.9%	101
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,252	30.2%	101
Used last 6 mo: toothache/gum/canker sore remedy	661	16.0%	95
Used last 6 mo: vitamins for children	639	15.4%	105
Used body powder in last 6 months	1,190	28.7%	103
Used body powder <3 times in last 7 days	491	11.9%	100
Used body powder 8+ times in last 7 days	89	2.1%	98
Used body wash/shower gel in last 6 months	2,260	54.6%	105
Used breath freshener in last 6 months	1,909	46.1%	99
Used complexion care product in last 6 months	1,912	46.2%	98
Used complexion care product <7 times last week	615	14.9%	108
Used complexion care product 11+ times last week	631	15.2%	91
Used complexion care prod: dry facial skin type	267	6.4%	88
Used complexion care prod: normal facial skin type	639	15.4%	101
Used complexion care prod: oily facial skin type	282	6.8%	113
Used dental floss in last 6 months	2,517	60.8%	97

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	833	20.1%	100
Used denture adhesive/fixative in last 6 months	231	5.6%	89
Used denture cleaner in last 6 months	380	9.2%	83
Used deodorant/antiperspirant in last 6 months	3,917	94.6%	101
Used deodorant/antiperspirant <8 times last week	2,827	68.3%	99
Used deodorant/antiperspirant 15+ times last week	282	6.8%	113
Used disposable razor in last 6 months	2,202	53.2%	102
Used electric shaver in last 6 months	763	18.4%	98
Used hair coloring product (at home) last 6 months	815	19.7%	99
Used hair conditioner (at home) in last 6 months	2,698	65.2%	105
Used hair conditioning treatment (at home)/6 mo	934	22.6%	96
Used hair growth product in last 6 months	58	1.4%	61
Used hair mousse in last 6 months	770	18.6%	107
Used hair spray (at home) in last 6 months	1,613	39.0%	108
Used hair styling gel/lotion in last 6 months	1,077	26.0%	97
Used hand & body cream/lotion/oil in last 6 months	3,040	73.4%	101
Used hand & body cream/lotion/oil <5 times last wk	976	23.6%	110
Used hand & body cream/lotion/oil 9+ times last wk	951	23.0%	92
Used hand & body cream in last 6 months	653	15.8%	90
Used hand & body lotion in last 6 months	2,067	49.9%	102
Used hand & body oil in last 6 months	198	4.8%	92
Used lip care in last 6 months	2,568	62.0%	104
Used liquid soap/hand sanitizer in last 6 months	3,234	78.1%	102
Used mouthwash in last 6 months	2,760	66.7%	101
Used mouthwash <4 times in last 7 days	913	22.0%	103
Used mouthwash 8+ times in last 7 days	628	15.2%	96
Used shampoo (at home) in last 6 months	3,874	93.6%	101
Used shampoo plus conditioner prod (at home)/6 mo	740	17.9%	93
Used shaving cream/gel in last 6 months	2,179	52.6%	101
Used personal care soap (bar) in last 6 months	3,436	83.0%	99
Used personal care soap for antibacterial purpose	807	19.5%	101
Used personal care soap for complexion	276	6.7%	97
Used personal care soap for deodorant	727	17.6%	108
Use personal care soap for moisturizing	975	23.5%	109
Bought toothbrush in last 6 months	3,607	87.1%	102
Bought electric toothbrush in last 6 months	272	6.6%	98
Used toothpaste in last 6 months	3,979	96.1%	100
Used toothpaste <8 times in last 7 days	1,357	32.8%	102
Used toothpaste 15+ times in last 7 days	706	17.0%	105
Used toothpaste with baking soda in last 6 months	444	10.7%	94
Used toothpaste (gel) in last 6 months	1,201	29.0%	104
Used toothpaste (paste) in last 6 months	2,000	48.3%	100
Used whitening toothpaste in last 6 months	1,580	38.2%	109
Used tooth whitener (not toothpaste) last 6 months	432	10.4%	98
Had professional manicure/pedicure last 6 months	603	14.6%	85
Had professional facial/massage last 6 months	329	7.9%	84
Spent \$100+ at barber shops in last 6 months	163	3.9%	73
Spent \$100+ at beauty parlors in last 6 months	611	14.8%	93

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		91,614	94,566	
Population 18+		68,994	71,476	
Households		35,555	36,861	
Median Household Income		\$63,742	\$72,297	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		22,456	32.5%	108
Exercise at club 2+ times per week		9,475	13.7%	112
Exercise at other facility (not club) 2+ times/wk		6,111	8.9%	110
Own stationary bicycle		4,397	6.4%	113
Own treadmill		8,052	11.7%	119
Own weight lifting equipment		10,369	15.0%	116
Presently controlling diet		29,989	43.5%	105
Diet control for blood sugar level		4,825	7.0%	95
Diet control for cholesterol level		7,219	10.5%	103
Diet control to maintain weight		8,348	12.1%	108
Diet control for physical fitness		7,667	11.1%	111
Diet control for salt restriction		2,068	3.0%	90
Diet control for weight loss		10,975	15.9%	112
Used doctor's care/diet for diet method		1,815	2.6%	87
Used exercise program for diet method		6,630	9.6%	113
Used Weight Watchers as diet method		2,320	3.4%	110
Buy foods specifically labeled as fat-free		12,925	18.7%	107
Buy foods specifically labeled as high fiber		8,820	12.8%	112
Buy foods specifically labeled as high protein		3,982	5.8%	105
Buy foods specifically labeled as lactose-free		1,148	1.7%	90
Buy foods specifically labeled as low-calorie		8,126	11.8%	109
Buy foods specifically labeled as low-carb		5,819	8.4%	109
Buy foods specifically labeled as low-cholesterol		5,740	8.3%	101
Buy foods specifically labeled as low-fat		10,219	14.8%	111
Buy foods specifically labeled as low-sodium		6,638	9.6%	107
Buy foods specifically labeled as natural/organic		6,795	9.8%	117
Buy foods specifically labeled as sugar-free		9,691	14.0%	106
Used butter alternatives in last 6 months		2,572	3.7%	89
Used egg alternatives in last 6 months		9,320	13.5%	95
Used salt alternatives in last 6 months		18,627	27.0%	97
Drank meal/dietary supplement in last 6 months		4,985	7.2%	99
Used nutrition/energy bar in last 6 months		10,284	14.9%	106
Drank sports drink/thirst quencher in last 6 mo		21,485	31.1%	98
Used vitamin/dietary supplement in last 6 months		34,928	50.6%	104
Vitamin/dietary suppl used/6 mo: antioxidant		1,837	2.7%	91
Vitamin/dietary suppl used/6 mo: B complex		3,538	5.1%	105
Vitamin/dietary suppl used/6 mo: B complex+C		1,043	1.5%	78
Vitamin/dietary suppl used/6 mo: B-6		1,279	1.9%	91
Vitamin/dietary suppl used/6 mo: B-12		3,646	5.3%	94
Vitamin/dietary suppl used/6 mo: C		6,182	9.0%	107
Vitamin/dietary suppl used/6 mo: calcium		7,618	11.0%	103

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,456	5.0%	102
Vitamin/dietary suppl used/6 mo: E	3,599	5.2%	105
Vitamin/dietary suppl used/6 mo: garlic	1,101	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	3,442	5.0%	108
Vitamin/dietary suppl used/6 mo: multiple formula	9,161	13.3%	113
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,057	4.4%	103
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,482	6.5%	110
Vitamin/dietary suppl used/6 mo: zinc	1,484	2.2%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	1,809	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	3,987	5.8%	99
Vitamin/dietary suppl/6 mo: Nature Made	4,271	6.2%	105
Visited doctor in last 12 months	55,742	80.8%	104
Visited doctor in last 12 months: 1-3 times	23,646	34.3%	101
Visited doctor in last 12 months: 4-7 times	16,325	23.7%	106
Visited doctor in last 12 months: 8+ times	15,770	22.9%	106
Visited doctor in last 12 mo: allergist	1,620	2.3%	98
Visited doctor in last 12 mo: cardiologist	4,878	7.1%	100
Visited doctor in last 12 mo: chiropractor	5,379	7.8%	105
Visited doctor in last 12 mo: dentist	28,476	41.3%	109
Visited doctor in last 12 mo: dermatologist	5,478	7.9%	111
Visited doctor in last 12 mo: ear/nose/throat	3,053	4.4%	96
Visited doctor in last 12 mo: eye	14,881	21.6%	104
Visited doctor in last 12 mo: general/family	31,475	45.6%	107
Visited doctor in last 12 mo: internist	5,282	7.7%	104
Visited doctor in last 12 mo: physical therapist	3,098	4.5%	99
Visited doctor in last 12 mo: podiatrist	2,267	3.3%	97
Visited doctor in last 12 mo: urologist	2,659	3.9%	100
Visited nurse practitioner in last 12 months	2,925	4.2%	101
Wear regular/sun/tinted prescription eyeglasses	25,089	36.4%	106
Wear bi-focals	11,532	16.7%	106
Wear disposable contact lenses	5,209	7.6%	117
Wear soft contact lenses	7,035	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	2,112	3.1%	110
Spent on contact lenses in last 12 mo: \$100-199	2,831	4.1%	110
Spent on contact lenses in last 12 mo: \$200+	2,398	3.5%	115
Bought prescription eyewear: discount optical ctr	5,721	8.3%	104
Bought prescription eyewear: from eye doctor	18,552	26.9%	105
Bought prescription eyewear: retail optical chain	8,647	12.5%	113
Used prescription drug for allergy/hay fever	5,285	7.7%	109
Used prescription drug for anxiety/panic	2,893	4.2%	103
Used prescription drug for arthritis/rheumatism	1,613	2.3%	89
Used prescription drug for asthma	2,844	4.1%	101
Used prescription drug for backache/back pain	5,053	7.3%	99
Used prescription drug for depression	4,204	6.1%	103
Used prescr drug for diabetes (insulin dependent)	1,137	1.6%	83
Used prescr drug for diabetes (non-insulin)	2,348	3.4%	91
Used prescription drug for eczema/skin itch/rash	1,461	2.1%	102

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,635	6.7%	101
Used prescription drug for high blood pressure	8,689	12.6%	101
Used prescription drug for high cholesterol	6,397	9.3%	107
Used prescription drug for migraine headache	2,764	4.0%	108
Used prescription drug for sinus congest./headache	3,471	5.0%	103
Used prescription drug for urinary tract infection	2,143	3.1%	99
Used last 6 mo: adhesive bandages	39,559	57.3%	103
Used last 6 mo: athlete's foot/foot care product	8,584	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	33,976	49.2%	103
Used last 6 mo: children's cold tablets/liquids	10,373	15.0%	100
Used last 6 mo: contact lens cleaning solution	9,876	14.3%	117
Used last 6 mo: cotton swabs	34,426	49.9%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	32,362	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	22,968	33.3%	97
Used last 6 mo: children's cough syrup	9,525	13.8%	97
Used last 6 mo: diarrhea remedy	10,459	15.2%	92
Used last 6 mo: eye wash and drops	20,908	30.3%	99
Used last 6 mo: headache/pain reliever (nonprescr)	59,074	85.6%	102
Used last 6 mo: hemorrhoid remedy	6,218	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	31,255	45.3%	101
Used last 6 mo: lactose intolerance product	2,170	3.1%	89
Used last 6 mo: laxative/fiber supplement	9,024	13.1%	94
Used last 6 mo: medicated skin ointment	22,177	32.1%	102
Used last 6 mo: medicated throat remedy	7,375	10.7%	93
Used last 6 mo: nasal spray	11,235	16.3%	102
Used last 6 mo: pain reliever/fever reducer (kids)	15,985	23.2%	105
Used last 6 mo: pain relieving rub/liquid/patch	16,635	24.1%	96
Used last 6 mo: sleeping tablets (nonprescription)	3,672	5.3%	98
Used last 12 mo: sunburn remedy	11,278	16.3%	106
Used last 12 mo: suntan/sunscreen product	29,654	43.0%	112
Used last 12 mo: SPF 15+ suntan/sunscreen product	23,760	34.4%	115
Used last 6 mo: toothache/gum/canker sore remedy	11,002	15.9%	95
Used last 6 mo: vitamins for children	10,592	15.4%	104
Used body powder in last 6 months	18,125	26.3%	94
Used body powder <3 times in last 7 days	7,746	11.2%	95
Used body powder 8+ times in last 7 days	1,167	1.7%	77
Used body wash/shower gel in last 6 months	35,838	51.9%	100
Used breath freshener in last 6 months	31,878	46.2%	99
Used complexion care product in last 6 months	33,194	48.1%	102
Used complexion care product <7 times last week	9,098	13.2%	96
Used complexion care product 11+ times last week	12,097	17.5%	105
Used complexion care prod: dry facial skin type	4,869	7.1%	97
Used complexion care prod: normal facial skin type	11,161	16.2%	106
Used complexion care prod: oily facial skin type	4,083	5.9%	98
Used dental floss in last 6 months	45,642	66.2%	106

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# Health and Beauty Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	13,306	19.3%	96
Used denture adhesive/fixative in last 6 months	3,460	5.0%	80
Used denture cleaner in last 6 months	6,356	9.2%	83
Used deodorant/antiperspirant in last 6 months	64,768	93.9%	101
Used deodorant/antiperspirant <8 times last week	47,873	69.4%	101
Used deodorant/antiperspirant 15+ times last week	3,801	5.5%	91
Used disposable razor in last 6 months	36,129	52.4%	100
Used electric shaver in last 6 months	13,103	19.0%	101
Used hair coloring product (at home) last 6 months	13,311	19.3%	97
Used hair conditioner (at home) in last 6 months	43,161	62.6%	101
Used hair conditioning treatment (at home)/6 mo	15,057	21.8%	93
Used hair growth product in last 6 months	1,394	2.0%	88
Used hair mousse in last 6 months	12,363	17.9%	103
Used hair spray (at home) in last 6 months	26,212	38.0%	105
Used hair styling gel/lotion in last 6 months	19,070	27.6%	103
Used hand & body cream/lotion/oil in last 6 months	49,973	72.4%	100
Used hand & body cream/lotion/oil <5 times last wk	14,525	21.1%	98
Used hand & body cream/lotion/oil 9+ times last wk	17,043	24.7%	99
Used hand & body cream in last 6 months	11,985	17.4%	99
Used hand & body lotion in last 6 months	34,345	49.8%	102
Used hand & body oil in last 6 months	3,391	4.9%	95
Used lip care in last 6 months	42,465	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	54,792	79.4%	103
Used mouthwash in last 6 months	44,957	65.2%	99
Used mouthwash <4 times in last 7 days	14,960	21.7%	101
Used mouthwash 8+ times in last 7 days	10,027	14.5%	92
Used shampoo (at home) in last 6 months	64,267	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	11,831	17.1%	89
Used shaving cream/gel in last 6 months	37,014	53.6%	103
Used personal care soap (bar) in last 6 months	56,871	82.4%	98
Used personal care soap for antibacterial purpose	12,966	18.8%	98
Used personal care soap for complexion	4,643	6.7%	98
Used personal care soap for deodorant	11,693	16.9%	105
Use personal care soap for moisturizing	15,240	22.1%	102
Bought toothbrush in last 6 months	59,396	86.1%	101
Bought electric toothbrush in last 6 months	5,148	7.5%	112
Used toothpaste in last 6 months	66,386	96.2%	101
Used toothpaste <8 times in last 7 days	21,636	31.4%	98
Used toothpaste 15+ times in last 7 days	10,923	15.8%	97
Used toothpaste with baking soda in last 6 months	6,941	10.1%	88
Used toothpaste (gel) in last 6 months	20,850	30.2%	108
Used toothpaste (paste) in last 6 months	34,034	49.3%	102
Used whitening toothpaste in last 6 months	26,176	37.9%	109
Used tooth whitener (not toothpaste) last 6 months	7,267	10.5%	99
Had professional manicure/pedicure last 6 months	12,086	17.5%	102
Had professional facial/massage last 6 months	6,889	10.0%	106
Spent \$100+ at barber shops in last 6 months	3,872	5.6%	105
Spent \$100+ at beauty parlors in last 6 months	12,536	18.2%	114

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary	2010	2015
Population	1,939	1,998
Population 18+	1,397	1,455
Households	692	716
Median Household Income	\$50,564	\$57,350

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,011	72.4%	100
Family restaurant/steak house last month: <2 times	360	25.8%	100
Family restaurant/steak house last month: 2-4 times	402	28.8%	107
Family restaurant/steak house last month: 5+ times	248	17.8%	91
Family restaurant/steak house last 6 months: breakfast	182	13.0%	99
Family restaurant/steak house last 6 months: lunch	333	23.8%	96
Family restaurant/steak house last 6 months: snack	24	1.7%	61
Family restaurant/steak house last 6 months: dinner	767	54.9%	104
Family restaurant/steak house last 6 months: weekday	541	38.7%	101
Family restaurant/steak house last 6 months: weekend	610	43.7%	98
Family restaurant/steak house last 6 months: Applebee's	358	25.6%	101
Family restaurant/steak house last 6 months: Bennigan's	22	1.6%	72
Family restaurant/steak house last 6 months: Bob Evans Farm	63	4.5%	98
Family restaurant/steak house last 6 months: Cheesecake Factory	53	3.8%	58
Family restaurant/steak house last 6 months: Chili's Grill & Bar	143	10.2%	88
Family restaurant/steak house last 6 months: Cracker Barrel	175	12.5%	113
Family restaurant/steak house last 6 months: Denny's	113	8.1%	90
Family restaurant/steak house last 6 months: Friendly's	57	4.1%	102
Family restaurant/steak house last 6 months: Golden Corral	90	6.4%	89
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	139	10.0%	86
Family restaurant/steak house last 6 months: Lone Star Steakhouse	44	3.2%	116
Family restaurant/steak house last 6 months: Old Country Buffet	37	2.6%	93
Family restaurant/steak house last 6 months: Olive Garden	262	18.8%	105
Family restaurant/steak house last 6 months: Outback Steakhouse	176	12.6%	110
Family restaurant/steak house last 6 months: Perkins	47	3.4%	93
Family restaurant/steak house last 6 months: Red Lobster	200	14.3%	106
Family restaurant/steak house last 6 months: Red Robin	71	5.1%	90
Family restaurant/steak house last 6 months: Ruby Tuesday	136	9.7%	117
Family restaurant/steak house last 6 months: Ryan's	64	4.6%	122
Family restaurant/steak house last 6 months: Sizzler	40	2.9%	95
Family restaurant/steak house last 6 months: T.G.I. Friday's	108	7.7%	75
Went to fast food/drive-in restaurant in last 6 months	1,261	90.3%	102
Went to fast food/drive-in restaurant <6 times/month	472	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/month	443	31.7%	110
Went to fast food/drive-in restaurant 14+ times/month	346	24.8%	99
Fast food/drive-in last 6 months: breakfast	394	28.2%	103
Fast food/drive-in last 6 months: lunch	854	61.1%	104
Fast food/drive-in last 6 months: snack	231	16.5%	95
Fast food/drive-in last 6 months: dinner	720	51.5%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	970	69.4%	104
Fast food/drive-in last 6 months: weekend	679	48.6%	101
Fast food/drive-in last 6 months: A & W	61	4.4%	96
Fast food/drive-in last 6 months: Arby's	333	23.8%	115
Fast food/drive-in last 6 months: Boston Market	50	3.6%	75
Fast food/drive-in last 6 months: Burger King	550	39.4%	109
Fast food/drive-in last 6 months: Captain D's	91	6.5%	127
Fast food/drive-in last 6 months: Carl's Jr.	59	4.2%	68
Fast food/drive-in last 6 months: Checkers	41	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	193	13.8%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	51	3.7%	60
Fast food/drive-in last 6 months: Chuck E. Cheese	52	3.7%	83
Fast food/drive-in last 6 months: Church's Fr. Chicken	43	3.1%	72
Fast food/drive-in last 6 months: Dairy Queen	258	18.5%	116
Fast food/drive-in last 6 months: Del Taco	38	2.7%	81
Fast food/drive-in last 6 months: Domino's Pizza	191	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	145	10.4%	90
Fast food/drive-in last 6 months: Fuddruckers	26	1.9%	67
Fast food/drive-in last 6 months: Hardee's	106	7.6%	111
Fast food/drive-in last 6 months: Jack in the Box	131	9.4%	90
Fast food/drive-in last 6 months: KFC	394	28.2%	102
Fast food/drive-in last 6 months: Little Caesars	108	7.7%	106
Fast food/drive-in last 6 months: Long John Silver's	89	6.4%	101
Fast food/drive-in last 6 months: McDonald's	808	57.8%	103
Fast food/drive-in last 6 months: Panera Bread	110	7.9%	81
Fast food/drive-in last 6 months: Papa John's	127	9.1%	104
Fast food/drive-in last 6 months: Pizza Hut	322	23.0%	104
Fast food/drive-in last 6 months: Popeyes	82	5.9%	80
Fast food/drive-in last 6 months: Quiznos	98	7.0%	78
Fast food/drive-in last 6 months: Sonic Drive-In	181	13.0%	110
Fast food/drive-in last 6 months: Starbucks	177	12.7%	85
Fast food/drive-in last 6 months: Steak n Shake	52	3.7%	74
Fast food/drive-in last 6 months: Subway	463	33.1%	104
Fast food/drive-in last 6 months: Taco Bell	486	34.8%	108
Fast food/drive-in last 6 months: Wendy's	459	32.9%	105
Fast food/drive-in last 6 months: Whataburger	69	4.9%	102
Fast food/drive-in last 6 months: White Castle	33	2.4%	58
Fast food/drive-in last 6 months: eat in	523	37.4%	99
Fast food/drive-in last 6 months: home delivery	160	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	791	56.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	345	24.7%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	5,534	5,664
Population 18+	4,141	4,279
Households	1,948	2,005
Median Household Income	\$53,478	\$60,088

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	2,977	71.9%	100
Family restaurant/steak house last month: <2 times	1,041	25.1%	98
Family restaurant/steak house last month: 2-4 times	1,139	27.5%	102
Family restaurant/steak house last month: 5+ times	797	19.2%	99
Family restaurant/steak house last 6 months: breakfast	545	13.2%	100
Family restaurant/steak house last 6 months: lunch	990	23.9%	96
Family restaurant/steak house last 6 months: snack	60	1.4%	52
Family restaurant/steak house last 6 months: dinner	2,272	54.9%	104
Family restaurant/steak house last 6 months: weekday	1,611	38.9%	101
Family restaurant/steak house last 6 months: weekend	1,840	44.4%	100
Family restaurant/steak house last 6 months: Applebee's	1,073	25.9%	102
Family restaurant/steak house last 6 months: Bennigan's	65	1.6%	71
Family restaurant/steak house last 6 months: Bob Evans Farm	211	5.1%	111
Family restaurant/steak house last 6 months: Cheesecake Factory	188	4.5%	69
Family restaurant/steak house last 6 months: Chili's Grill & Bar	489	11.8%	102
Family restaurant/steak house last 6 months: Cracker Barrel	514	12.4%	112
Family restaurant/steak house last 6 months: Denny's	334	8.1%	89
Family restaurant/steak house last 6 months: Friendly's	148	3.6%	90
Family restaurant/steak house last 6 months: Golden Corral	343	8.3%	115
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	446	10.8%	93
Family restaurant/steak house last 6 months: Lone Star Steakhouse	127	3.1%	113
Family restaurant/steak house last 6 months: Old Country Buffet	102	2.5%	87
Family restaurant/steak house last 6 months: Olive Garden	745	18.0%	101
Family restaurant/steak house last 6 months: Outback Steakhouse	459	11.1%	97
Family restaurant/steak house last 6 months: Perkins	152	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster	534	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	227	5.5%	97
Family restaurant/steak house last 6 months: Ruby Tuesday	344	8.3%	100
Family restaurant/steak house last 6 months: Ryan's	178	4.3%	114
Family restaurant/steak house last 6 months: Sizzler	110	2.7%	88
Family restaurant/steak house last 6 months: T.G.I. Friday's	374	9.0%	88
Went to fast food/drive-in restaurant in last 6 months	3,705	89.5%	101
Went to fast food/drive-in restaurant <6 times/month	1,387	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/month	1,210	29.2%	101
Went to fast food/drive-in restaurant 14+ times/month	1,109	26.8%	107
Fast food/drive-in last 6 months: breakfast	1,111	26.8%	98
Fast food/drive-in last 6 months: lunch	2,481	59.9%	102
Fast food/drive-in last 6 months: snack	631	15.2%	88
Fast food/drive-in last 6 months: dinner	2,174	52.5%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,866	69.2%	104
Fast food/drive-in last 6 months: weekend	1,991	48.1%	100
Fast food/drive-in last 6 months: A & W	205	5.0%	109
Fast food/drive-in last 6 months: Arby's	1,026	24.8%	120
Fast food/drive-in last 6 months: Boston Market	141	3.4%	71
Fast food/drive-in last 6 months: Burger King	1,658	40.0%	110
Fast food/drive-in last 6 months: Captain D's	257	6.2%	121
Fast food/drive-in last 6 months: Carl's Jr.	163	3.9%	63
Fast food/drive-in last 6 months: Checkers	115	2.8%	87
Fast food/drive-in last 6 months: Chick-fil-A	571	13.8%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	162	3.9%	64
Fast food/drive-in last 6 months: Chuck E. Cheese	172	4.2%	93
Fast food/drive-in last 6 months: Church's Fr. Chicken	149	3.6%	84
Fast food/drive-in last 6 months: Dairy Queen	811	19.6%	123
Fast food/drive-in last 6 months: Del Taco	102	2.5%	74
Fast food/drive-in last 6 months: Domino's Pizza	508	12.3%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	398	9.6%	83
Fast food/drive-in last 6 months: Fuddruckers	98	2.4%	85
Fast food/drive-in last 6 months: Hardee's	265	6.4%	94
Fast food/drive-in last 6 months: Jack in the Box	390	9.4%	91
Fast food/drive-in last 6 months: KFC	1,134	27.4%	99
Fast food/drive-in last 6 months: Little Caesars	323	7.8%	107
Fast food/drive-in last 6 months: Long John Silver's	294	7.1%	112
Fast food/drive-in last 6 months: McDonald's	2,394	57.8%	103
Fast food/drive-in last 6 months: Panera Bread	363	8.8%	90
Fast food/drive-in last 6 months: Papa John's	355	8.6%	98
Fast food/drive-in last 6 months: Pizza Hut	1,022	24.7%	112
Fast food/drive-in last 6 months: Popeyes	246	5.9%	81
Fast food/drive-in last 6 months: Quiznos	304	7.3%	82
Fast food/drive-in last 6 months: Sonic Drive-In	555	13.4%	114
Fast food/drive-in last 6 months: Starbucks	519	12.5%	84
Fast food/drive-in last 6 months: Steak n Shake	192	4.6%	92
Fast food/drive-in last 6 months: Subway	1,445	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	1,466	35.4%	110
Fast food/drive-in last 6 months: Wendy's	1,414	34.1%	110
Fast food/drive-in last 6 months: Whataburger	261	6.3%	131
Fast food/drive-in last 6 months: White Castle	97	2.3%	58
Fast food/drive-in last 6 months: eat in	1,536	37.1%	98
Fast food/drive-in last 6 months: home delivery	448	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	2,341	56.5%	108
Fast food/drive-in last 6 months: take-out/walk-in	986	23.8%	97

**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



# Restaurant Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary	2010	2015
Population	91,614	94,566
Population 18+	68,994	71,476
Households	35,555	36,861
Median Household Income	\$63,742	\$72,297

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	53,100	77.0%	107
Family restaurant/steak house last month: <2 times	18,086	26.2%	102
Family restaurant/steak house last month: 2-4 times	19,942	28.9%	107
Family restaurant/steak house last month: 5+ times	15,070	21.8%	112
Family restaurant/steak house last 6 months: breakfast	9,906	14.4%	109
Family restaurant/steak house last 6 months: lunch	18,432	26.7%	108
Family restaurant/steak house last 6 months: snack	1,636	2.4%	85
Family restaurant/steak house last 6 months: dinner	41,006	59.4%	112
Family restaurant/steak house last 6 months: weekday	30,145	43.7%	114
Family restaurant/steak house last 6 months: weekend	33,911	49.2%	111
Family restaurant/steak house last 6 months: Applebee's	19,781	28.7%	113
Family restaurant/steak house last 6 months: Bennigan's	1,624	2.4%	107
Family restaurant/steak house last 6 months: Bob Evans Farm	3,710	5.4%	117
Family restaurant/steak house last 6 months: Cheesecake Factory	4,751	6.9%	105
Family restaurant/steak house last 6 months: Chili's Grill & Bar	9,272	13.4%	116
Family restaurant/steak house last 6 months: Cracker Barrel	8,712	12.6%	114
Family restaurant/steak house last 6 months: Denny's	5,976	8.7%	96
Family restaurant/steak house last 6 months: Friendly's	2,864	4.2%	104
Family restaurant/steak house last 6 months: Golden Corral	4,976	7.2%	100
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	8,523	12.4%	106
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,199	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet	1,999	2.9%	102
Family restaurant/steak house last 6 months: Olive Garden	14,279	20.7%	116
Family restaurant/steak house last 6 months: Outback Steakhouse	9,053	13.1%	114
Family restaurant/steak house last 6 months: Perkins	2,781	4.0%	111
Family restaurant/steak house last 6 months: Red Lobster	9,815	14.2%	106
Family restaurant/steak house last 6 months: Red Robin	4,845	7.0%	124
Family restaurant/steak house last 6 months: Ruby Tuesday	6,617	9.6%	115
Family restaurant/steak house last 6 months: Ryan's	2,063	3.0%	79
Family restaurant/steak house last 6 months: Sizzler	1,515	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	8,172	11.8%	115
Went to fast food/drive-in restaurant in last 6 months	62,559	90.7%	102
Went to fast food/drive-in restaurant <6 times/month	24,056	34.9%	99
Went to fast food/drive-in restaurant 6-13 times/month	20,692	30.0%	104
Went to fast food/drive-in restaurant 14+ times/month	17,809	25.8%	103
Fast food/drive-in last 6 months: breakfast	20,176	29.2%	106
Fast food/drive-in last 6 months: lunch	43,358	62.8%	107
Fast food/drive-in last 6 months: snack	12,005	17.4%	100
Fast food/drive-in last 6 months: dinner	35,845	52.0%	107

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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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	49,206	71.3%	107
Fast food/drive-in last 6 months: weekend	34,187	49.6%	103
Fast food/drive-in last 6 months: A & W	3,265	4.7%	104
Fast food/drive-in last 6 months: Arby's	16,505	23.9%	116
Fast food/drive-in last 6 months: Boston Market	3,605	5.2%	110
Fast food/drive-in last 6 months: Burger King	26,087	37.8%	104
Fast food/drive-in last 6 months: Captain D's	3,117	4.5%	88
Fast food/drive-in last 6 months: Carl's Jr.	3,030	4.4%	70
Fast food/drive-in last 6 months: Checkers	2,065	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	10,782	15.6%	121
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,905	7.1%	117
Fast food/drive-in last 6 months: Chuck E. Cheese	2,980	4.3%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,246	3.3%	76
Fast food/drive-in last 6 months: Dairy Queen	12,560	18.2%	114
Fast food/drive-in last 6 months: Del Taco	1,757	2.5%	76
Fast food/drive-in last 6 months: Domino's Pizza	8,855	12.8%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	8,481	12.3%	106
Fast food/drive-in last 6 months: Fuddruckers	2,288	3.3%	119
Fast food/drive-in last 6 months: Hardee's	4,271	6.2%	91
Fast food/drive-in last 6 months: Jack in the Box	6,136	8.9%	86
Fast food/drive-in last 6 months: KFC	18,791	27.2%	99
Fast food/drive-in last 6 months: Little Caesars	5,111	7.4%	101
Fast food/drive-in last 6 months: Long John Silver's	4,244	6.2%	97
Fast food/drive-in last 6 months: McDonald's	39,710	57.6%	103
Fast food/drive-in last 6 months: Panera Bread	8,504	12.3%	126
Fast food/drive-in last 6 months: Papa John's	6,677	9.7%	111
Fast food/drive-in last 6 months: Pizza Hut	15,767	22.9%	103
Fast food/drive-in last 6 months: Popeyes	4,619	6.7%	92
Fast food/drive-in last 6 months: Quiznos	6,933	10.0%	112
Fast food/drive-in last 6 months: Sonic Drive-In	8,250	12.0%	101
Fast food/drive-in last 6 months: Starbucks	11,181	16.2%	109
Fast food/drive-in last 6 months: Steak n Shake	4,094	5.9%	118
Fast food/drive-in last 6 months: Subway	23,877	34.6%	109
Fast food/drive-in last 6 months: Taco Bell	23,712	34.4%	107
Fast food/drive-in last 6 months: Wendy's	23,656	34.3%	110
Fast food/drive-in last 6 months: Whataburger	3,241	4.7%	97
Fast food/drive-in last 6 months: White Castle	2,582	3.7%	93
Fast food/drive-in last 6 months: eat in	26,538	38.5%	102
Fast food/drive-in last 6 months: home delivery	7,515	10.9%	104
Fast food/drive-in last 6 months: take-out/drive-thru	39,134	56.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	17,412	25.2%	103

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Demographic Summary		2010	2015
Population		1,939	1,998
Population 18+		1,397	1,455
Households		692	716
Median Household Income		\$50,564	\$57,350
Product/Consumer Behavior		Expected Number of Adults	MPI
		Percent	
Participated in aerobics		107	78
Participated in archery		42	113
Participated in backpacking/hiking		133	101
Participated in baseball		53	73
Participated in basketball		93	71
Participated in bicycling (mountain)		44	86
Participated in bicycling (road)		127	94
Participated in boating (power)		80	93
Participated in bowling		157	96
Participated in canoeing/kayaking		72	108
Participated in downhill skiing		33	81
Participated in fishing (fresh water)		233	127
Participated in fishing (salt water)		65	102
Participated in football		70	80
Participated in Frisbee		57	75
Participated in golf		143	99
Play golf < once a month		50	90
Play golf 1+ times a month		74	98
Participated in horseback riding		40	94
Participated in hunting with rifle		95	140
Participated in hunting with shotgun		78	131
Participated in ice skating		32	79
Participated in jogging/running		110	75
Participated in martial arts		13	66
Participated in motorcycling		59	115
Participated in Pilates		29	63
Participated in roller skating		24	82
Participated in snowboarding		18	67
Participated in soccer		40	67
Participated in softball		45	82
Participated in swimming		285	105
Participated in target shooting		57	106
Participated in tennis		38	64
Participated in volleyball		36	74
Participated in walking for exercise		394	95
Participated in weight lifting		131	80
Participated in yoga		60	74
Spent on high end sports/recreation equipment/12 mo: <\$250		64	104
Spent on high end sports/recreation equipment/12 mo: \$250+		52	95
Attend sports event: auto racing (NASCAR)		117	114
Attend sports event: auto racing (not NASCAR)		95	107
Attend sports event: baseball game		193	93

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	90	6.4%	81
Attend sports event: basketball game (pro)	102	7.3%	85
Attend sports event: football game (college)	125	8.9%	87
Attend sports event: football-Monday night game (pro)	83	5.9%	97
Attend sports event: football-weekend game (pro)	117	8.4%	92
Attend sports event: golf tournament	68	4.9%	88
Attend sports event: ice hockey game	91	6.5%	98
Attend sports event: soccer game	74	5.3%	86
Attend sports event: tennis match	60	4.3%	87
Attended adult education course in last 12 months	73	5.2%	79
Attended auto show in last 12 months	120	8.6%	104
Went to bar/night club in last 12 months	261	18.7%	98
Went to beach in last 12 months	315	22.5%	92
Attended dance performance in last 12 months	41	2.9%	66
Danced/went dancing in last 12 months	124	8.9%	94
Dined out in last 12 months	687	49.2%	100
Dine out < once a month	76	5.4%	116
Dine out once a month	92	6.6%	107
Dine out 2-3 times a month	152	10.9%	95
Dine out once a week	157	11.2%	97
Dine out 2+ times per week	128	9.2%	93
Gambled at casino in last 12 months	226	16.2%	101
Gambled at casino 6+ times in last 12 months	41	2.9%	108
Gambled in Atlantic City in last 12 months	26	1.9%	73
Gambled in Las Vegas in last 12 months	54	3.9%	81
Attended horse races in last 12 months	40	2.9%	97
Attended movies in last 6 months	764	54.7%	93
Attended movies in last 90 days: < once a month	443	31.7%	98
Attended movies in last 90 days: once a month	112	8.0%	78
Attended movies in last 90 days: 2-3 times a month	82	5.9%	87
Attended movies in last 90 days: once/week or more	28	2.0%	78
Prefer to see movie after second week of release	312	22.3%	94
Went to museum in last 12 months	143	10.2%	80
Attended music performance in last 12 months	325	23.3%	98
Attended country music performance in last 12 mo	85	6.1%	120
Attended rock music performance in last 12 months	140	10.0%	92
Attended classical music/opera performance/12 mo	45	3.2%	70
Went to live theater in last 12 months	162	11.6%	88
Visited a theme park in last 12 months	248	17.8%	83
Visited Disney World (FL)/12 mo: Magic Kingdom	39	2.8%	82
Visited any Sea World in last 12 months	34	2.4%	72
Visited any Six Flags in last 12 months	58	4.2%	72
Went to zoo in last 12 months	167	12.0%	94
Played backgammon in last 12 months	26	1.9%	93
Participated in book club in last 12 months	37	2.6%	84
Played billiards/pool in last 12 months	139	10.0%	103
Played bingo in last 12 months	55	3.9%	93
Did birdwatching in last 12 months	94	6.7%	108
Played board game in last 12 months	216	15.5%	95

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	286	20.5%	98
Played chess in last 12 months	47	3.4%	92
Cooked for fun in last 12 months	297	21.3%	102
Did crossword puzzle in last 12 months	197	14.1%	97
Participated in fantasy sports league last 12 mo	39	2.8%	86
Flew a kite in last 12 months	40	2.9%	101
Did furniture refinishing in last 12 months	43	3.1%	95
Did indoor gardening/plant care in last 12 months	144	10.3%	102
Participated in karaoke in last 12 months	51	3.7%	82
Bought lottery ticket in last 12 months	495	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	61	4.4%	90
Bought lottery ticket in last 12 mo: Instant Game	223	16.0%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	320	22.9%	107
Played lottery: <3 times in last 30 days	232	16.6%	105
Played lottery: 3-7 times in last 30 days	130	9.3%	97
Played lottery: 8+ times in last 30 days	133	9.5%	102
Played musical instrument in last 12 months	105	7.5%	94
Did painting/drawing in last 12 months	86	6.2%	94
Did photography in last 12 months	176	12.6%	100
Read book in last 12 months	579	41.4%	102
Participated in trivia games in last 12 months	74	5.3%	88
Played video game in last 12 months	159	11.4%	86
Did woodworking in last 12 months	81	5.8%	123
Participated in word games in last 12 months	123	8.8%	92
Member of AARP	234	16.8%	109
Member of business club	24	1.7%	69
Member of charitable organization	65	4.7%	74
Member of church board	62	4.4%	103
Member of fraternal order	46	3.3%	93
Member of religious club	86	6.2%	96
Member of union	85	6.1%	115
Member of veterans club	47	3.4%	99
Bought any children`s toy/game in last 12 months	508	36.4%	105
Spent on toys/games in last 12 months: <\$50	90	6.4%	106
Spent on toys/games in last 12 months: \$50-99	31	2.2%	80
Spent on toys/games in last 12 months: \$100-199	104	7.4%	103
Spent on toys/games in last 12 months: \$200-499	164	11.7%	108
Spent on toys/games in last 12 months: \$500+	86	6.2%	107
Bought infant toy in last 12 months	115	8.2%	98
Bought pre-school toy in last 12 months	115	8.2%	102
Spent on toys/games (for child <6)/12 mo: <\$100	157	11.2%	101
Spent on toys/games (for child <6)/12 mo: \$100-199	99	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	117	8.4%	108
Bought for child in last 12 mo: boy action figure	117	8.4%	104
Bought for child in last 12 mo: girl action figure	44	3.2%	102
Bought for child in last 12 mo: bicycle	86	6.2%	90
Bought for child in last 12 mo: board game	166	11.9%	100

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# Sports and Leisure Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	38	2.7%	80
Bought for child in last 12 mo: car	130	9.3%	101
Bought for child in last 12 mo: construction toy	74	5.3%	107
Bought for child in last 12 mo: large/baby doll	93	6.7%	102
Bought for child in last 12 mo: fashion doll	62	4.4%	87
Bought for child in last 12 mo: plush doll/animal	132	9.4%	112
Bought for child in last 12 mo: doll accessories	66	4.7%	117
Bought for child in last 12 mo: doll clothing	59	4.2%	102
Bought for child in last 12 mo: educational toy	197	14.1%	104
Bought for child in last 12 mo: electronic game	142	10.2%	109
Bought for child in last 12 mo: mechanical toy	47	3.4%	84
Bought for child in last 12 mo: model kit/set	37	2.6%	103
Bought for child in last 12 mo: sound game	27	1.9%	69
Bought for child in last 12 mo: water toy	143	10.2%	107
Bought for child in last 12 mo: word game	50	3.6%	93
Bought book in last 12 months	679	48.6%	97
Bought 1-3 books in last 12 months	263	18.8%	96
Bought 4-9 books in last 12 months	207	14.8%	95
Bought 10+ books in last 12 months	209	15.0%	99
Bought paperback book in last 12 months	509	36.4%	96
Bought <3 paperback books in last 12 months	167	12.0%	92
Bought 3-6 paperback books in last 12 months	181	13.0%	98
Bought 7+ paperback books in last 12 months	162	11.6%	98
Bought hardcover book in last 12 months	393	28.1%	101
Bought <3 hardcover books in last 12 months	184	13.2%	107
Bought 3-5 hardcover books in last 12 months	91	6.5%	81
Bought 6+ hardcover books in last 12 months	118	8.4%	108
Bought book (fiction) in last 12 months	382	27.3%	97
Bought book (non-fiction) in last 12 months	328	23.5%	92
Bought biography in last 12 months	86	6.2%	85
Bought children`s book in last 12 months	170	12.2%	96
Bought cookbook in last 12 months	139	10.0%	91
Bought desk dictionary in last 12 months	16	1.1%	56
Bought history book in last 12 months	91	6.5%	86
Bought mystery book in last 12 months	147	10.5%	94
Bought personal/business self-help book last 12 mo	84	6.0%	84
Bought religious book (not bible) last 12 months	108	7.7%	102
Bought romance book in last 12 months	97	6.9%	106
Bought science fiction book in last 12 months	71	5.1%	112
Bought book through book club in last 12 months	73	5.2%	121
Bought book at book store in last 12 months	435	31.1%	93
Bought book at Barnes & Noble in last 12 months	230	16.5%	84
Bought book at Borders in last 12 months	128	9.2%	82
Bought book at convenience store in last 12 months	23	1.6%	74
Bought book at department store in last 12 months	126	9.0%	118
Bought book at drug store in last 12 months	21	1.5%	66
Bought book through Internet in last 12 mo	110	7.9%	77
Bought book through mail order in last 12 months	43	3.1%	90
Bought book at supermarket in last 12 months	62	4.4%	85
Bought book at warehouse store in last 12 months	75	5.4%	92

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary		2010	2015
Population		5,534	5,664
Population 18+		4,141	4,279
Households		1,948	2,005
Median Household Income		\$53,478	\$60,088
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	353	8.5%	86
Participated in archery	136	3.3%	124
Participated in backpacking/hiking	379	9.2%	97
Participated in baseball	201	4.9%	93
Participated in basketball	336	8.1%	87
Participated in bicycling (mountain)	145	3.5%	95
Participated in bicycling (road)	420	10.1%	105
Participated in boating (power)	278	6.7%	109
Participated in bowling	541	13.1%	112
Participated in canoeing/kayaking	242	5.8%	122
Participated in downhill skiing	128	3.1%	106
Participated in fishing (fresh water)	643	15.5%	119
Participated in fishing (salt water)	197	4.8%	104
Participated in football	240	5.8%	93
Participated in Frisbee	206	5.0%	91
Participated in golf	452	10.9%	105
Play golf < once a month	154	3.7%	94
Play golf 1+ times a month	234	5.7%	105
Participated in horseback riding	147	3.6%	117
Participated in hunting with rifle	270	6.5%	134
Participated in hunting with shotgun	215	5.2%	122
Participated in ice skating	127	3.1%	106
Participated in jogging/running	385	9.3%	88
Participated in martial arts	64	1.5%	110
Participated in motorcycling	189	4.6%	124
Participated in Pilates	140	3.4%	103
Participated in roller skating	119	2.9%	137
Participated in snowboarding	73	1.8%	92
Participated in soccer	161	3.9%	90
Participated in softball	164	4.0%	101
Participated in swimming	927	22.4%	115
Participated in target shooting	171	4.1%	107
Participated in tennis	141	3.4%	80
Participated in volleyball	162	3.9%	112
Participated in walking for exercise	1,206	29.1%	98
Participated in weight lifting	482	11.6%	99
Participated in yoga	167	4.0%	70
Spent on high end sports/recreation equipment/12 mo: <\$250	186	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+	161	3.9%	100
Attend sports event: auto racing (NASCAR)	335	8.1%	110
Attend sports event: auto racing (not NASCAR)	276	6.7%	105
Attend sports event: baseball game	628	15.2%	103

**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



# Sports and Leisure Market Potential

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	296	7.1%	90
Attend sports event: basketball game (pro)	310	7.5%	88
Attend sports event: football game (college)	418	10.1%	98
Attend sports event: football-Monday night game (pro)	243	5.9%	96
Attend sports event: football-weekend game (pro)	354	8.5%	94
Attend sports event: golf tournament	200	4.8%	87
Attend sports event: ice hockey game	276	6.7%	101
Attend sports event: soccer game	238	5.7%	93
Attend sports event: tennis match	191	4.6%	93
Attended adult education course in last 12 months	270	6.5%	98
Attended auto show in last 12 months	393	9.5%	115
Went to bar/night club in last 12 months	849	20.5%	107
Went to beach in last 12 months	963	23.3%	95
Attended dance performance in last 12 months	132	3.2%	72
Danced/went dancing in last 12 months	365	8.8%	93
Dined out in last 12 months	2,078	50.2%	102
Dine out < once a month	196	4.7%	101
Dine out once a month	296	7.1%	116
Dine out 2-3 times a month	463	11.2%	97
Dine out once a week	485	11.7%	102
Dine out 2+ times per week	361	8.7%	88
Gambled at casino in last 12 months	609	14.7%	92
Gambled at casino 6+ times in last 12 months	118	2.9%	105
Gambled in Atlantic City in last 12 months	60	1.4%	57
Gambled in Las Vegas in last 12 months	146	3.5%	74
Attended horse races in last 12 months	116	2.8%	94
Attended movies in last 6 months	2,218	53.6%	91
Attended movies in last 90 days: < once a month	1,226	29.6%	92
Attended movies in last 90 days: once a month	384	9.3%	91
Attended movies in last 90 days: 2-3 times a month	250	6.0%	90
Attended movies in last 90 days: once/week or more	74	1.8%	70
Prefer to see movie after second week of release	1,002	24.2%	102
Went to museum in last 12 months	433	10.5%	82
Attended music performance in last 12 months	988	23.9%	100
Attended country music performance in last 12 mo	250	6.0%	119
Attended rock music performance in last 12 months	474	11.4%	105
Attended classical music/opera performance/12 mo	154	3.7%	81
Went to live theater in last 12 months	436	10.5%	80
Visited a theme park in last 12 months	757	18.3%	85
Visited Disney World (FL)/12 mo: Magic Kingdom	112	2.7%	80
Visited any Sea World in last 12 months	105	2.5%	75
Visited any Six Flags in last 12 months	180	4.3%	75
Went to zoo in last 12 months	555	13.4%	105
Played backgammon in last 12 months	67	1.6%	81
Participated in book club in last 12 months	105	2.5%	80
Played billiards/pool in last 12 months	455	11.0%	114
Played bingo in last 12 months	156	3.8%	89
Did birdwatching in last 12 months	272	6.6%	106
Played board game in last 12 months	675	16.3%	100

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	847	20.5%	98
Played chess in last 12 months	128	3.1%	84
Cooked for fun in last 12 months	872	21.1%	101
Did crossword puzzle in last 12 months	627	15.1%	104
Participated in fantasy sports league last 12 mo	114	2.8%	85
Flew a kite in last 12 months	121	2.9%	103
Did furniture refinishing in last 12 months	122	2.9%	91
Did indoor gardening/plant care in last 12 months	410	9.9%	98
Participated in karaoke in last 12 months	190	4.6%	104
Bought lottery ticket in last 12 months	1,429	34.5%	100
Bought lottery ticket in last 12 mo: Daily Drawing	154	3.7%	77
Bought lottery ticket in last 12 mo: Instant Game	706	17.0%	107
Bought lottery ticket in last 12 mo: Lotto Drawing	832	20.1%	94
Played lottery: <3 times in last 30 days	635	15.3%	97
Played lottery: 3-7 times in last 30 days	391	9.4%	98
Played lottery: 8+ times in last 30 days	404	9.8%	105
Played musical instrument in last 12 months	315	7.6%	95
Did painting/drawing in last 12 months	253	6.1%	93
Did photography in last 12 months	523	12.6%	100
Read book in last 12 months	1,670	40.3%	99
Participated in trivia games in last 12 months	254	6.1%	102
Played video game in last 12 months	592	14.3%	107
Did woodworking in last 12 months	222	5.4%	114
Participated in word games in last 12 months	348	8.4%	88
Member of AARP	600	14.5%	94
Member of business club	92	2.2%	89
Member of charitable organization	197	4.8%	75
Member of church board	171	4.1%	96
Member of fraternal order	136	3.3%	93
Member of religious club	205	5.0%	77
Member of union	218	5.3%	100
Member of veterans club	144	3.5%	102
Bought any children`s toy/game in last 12 months	1,566	37.8%	109
Spent on toys/games in last 12 months: <\$50	267	6.4%	106
Spent on toys/games in last 12 months: \$50-99	117	2.8%	102
Spent on toys/games in last 12 months: \$100-199	326	7.9%	109
Spent on toys/games in last 12 months: \$200-499	510	12.3%	114
Spent on toys/games in last 12 months: \$500+	254	6.1%	107
Bought infant toy in last 12 months	383	9.2%	111
Bought pre-school toy in last 12 months	350	8.5%	104
Spent on toys/games (for child <6)/12 mo: <\$100	481	11.6%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	338	8.2%	121
Spent on toys/games (for child <6)/12 mo: \$200+	369	8.9%	115
Bought for child in last 12 mo: boy action figure	389	9.4%	116
Bought for child in last 12 mo: girl action figure	143	3.5%	112
Bought for child in last 12 mo: bicycle	296	7.1%	104
Bought for child in last 12 mo: board game	473	11.4%	96

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	139	3.4%	99
Bought for child in last 12 mo: car	413	10.0%	108
Bought for child in last 12 mo: construction toy	205	5.0%	100
Bought for child in last 12 mo: large/baby doll	361	8.7%	133
Bought for child in last 12 mo: fashion doll	204	4.9%	96
Bought for child in last 12 mo: plush doll/animal	435	10.5%	125
Bought for child in last 12 mo: doll accessories	198	4.8%	119
Bought for child in last 12 mo: doll clothing	199	4.8%	116
Bought for child in last 12 mo: educational toy	628	15.2%	111
Bought for child in last 12 mo: electronic game	445	10.7%	115
Bought for child in last 12 mo: mechanical toy	186	4.5%	112
Bought for child in last 12 mo: model kit/set	108	2.6%	101
Bought for child in last 12 mo: sound game	102	2.5%	88
Bought for child in last 12 mo: water toy	462	11.2%	116
Bought for child in last 12 mo: word game	137	3.3%	86
Bought book in last 12 months	2,098	50.7%	101
Bought 1-3 books in last 12 months	839	20.3%	103
Bought 4-9 books in last 12 months	662	16.0%	103
Bought 10+ books in last 12 months	597	14.4%	95
Bought paperback book in last 12 months	1,582	38.2%	101
Bought <3 paperback books in last 12 months	542	13.1%	101
Bought 3-6 paperback books in last 12 months	553	13.4%	101
Bought 7+ paperback books in last 12 months	487	11.8%	100
Bought hardcover book in last 12 months	1,157	27.9%	100
Bought <3 hardcover books in last 12 months	582	14.1%	115
Bought 3-5 hardcover books in last 12 months	280	6.8%	84
Bought 6+ hardcover books in last 12 months	295	7.1%	91
Bought book (fiction) in last 12 months	1,155	27.9%	99
Bought book (non-fiction) in last 12 months	1,005	24.3%	95
Bought biography in last 12 months	230	5.6%	76
Bought children`s book in last 12 months	560	13.5%	106
Bought cookbook in last 12 months	463	11.2%	102
Bought desk dictionary in last 12 months	49	1.2%	58
Bought history book in last 12 months	270	6.5%	86
Bought mystery book in last 12 months	472	11.4%	101
Bought personal/business self-help book last 12 mo	292	7.1%	98
Bought religious book (not bible) last 12 months	340	8.2%	108
Bought romance book in last 12 months	331	8.0%	123
Bought science fiction book in last 12 months	211	5.1%	112
Bought book through book club in last 12 months	195	4.7%	109
Bought book at book store in last 12 months	1,302	31.4%	94
Bought book at Barnes & Noble in last 12 months	730	17.6%	90
Bought book at Borders in last 12 months	395	9.5%	86
Bought book at convenience store in last 12 months	75	1.8%	81
Bought book at department store in last 12 months	453	10.9%	143
Bought book at drug store in last 12 months	72	1.7%	77
Bought book through Internet in last 12 mo	340	8.2%	81
Bought book through mail order in last 12 months	132	3.2%	94
Bought book at supermarket in last 12 months	292	7.1%	135
Bought book at warehouse store in last 12 months	238	5.7%	99

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# Sports and Leisure Market Potential

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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		91,614	94,566
Population 18+		68,994	71,476
Households		35,555	36,861
Median Household Income		\$63,742	\$72,297
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	7,517	10.9%	110
Participated in archery	1,980	2.9%	108
Participated in backpacking/hiking	7,226	10.5%	111
Participated in baseball	3,757	5.4%	105
Participated in basketball	6,578	9.5%	102
Participated in bicycling (mountain)	2,900	4.2%	114
Participated in bicycling (road)	7,714	11.2%	116
Participated in boating (power)	4,809	7.0%	113
Participated in bowling	9,534	13.8%	118
Participated in canoeing/kayaking	3,815	5.5%	115
Participated in downhill skiing	2,255	3.3%	112
Participated in fishing (fresh water)	9,711	14.1%	107
Participated in fishing (salt water)	3,367	4.9%	107
Participated in football	4,365	6.3%	102
Participated in Frisbee	4,171	6.0%	111
Participated in golf	8,457	12.3%	118
Play golf < once a month	3,071	4.5%	112
Play golf 1+ times a month	4,414	6.4%	119
Participated in horseback riding	2,101	3.0%	100
Participated in hunting with rifle	3,397	4.9%	101
Participated in hunting with shotgun	2,925	4.2%	100
Participated in ice skating	2,231	3.2%	112
Participated in jogging/running	8,278	12.0%	114
Participated in martial arts	896	1.3%	92
Participated in motorcycling	2,811	4.1%	111
Participated in Pilates	2,607	3.8%	115
Participated in roller skating	1,427	2.1%	99
Participated in snowboarding	1,310	1.9%	99
Participated in soccer	3,092	4.5%	104
Participated in softball	2,805	4.1%	104
Participated in swimming	15,326	22.2%	114
Participated in target shooting	2,795	4.1%	105
Participated in tennis	3,305	4.8%	112
Participated in volleyball	2,664	3.9%	110
Participated in walking for exercise	22,860	33.1%	111
Participated in weight lifting	9,587	13.9%	118
Participated in yoga	4,195	6.1%	105
Spent on high end sports/recreation equipment/12 mo: <\$250	3,090	4.5%	101
Spent on high end sports/recreation equipment/12 mo: \$250+	2,985	4.3%	111
Attend sports event: auto racing (NASCAR)	5,603	8.1%	111
Attend sports event: auto racing (not NASCAR)	4,723	6.8%	108
Attend sports event: baseball game	11,599	16.8%	114

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,283	9.1%	115
Attend sports event: basketball game (pro)	6,353	9.2%	108
Attend sports event: football game (college)	8,184	11.9%	115
Attend sports event: football-Monday night game (pro)	4,450	6.5%	105
Attend sports event: football-weekend game (pro)	7,175	10.4%	115
Attend sports event: golf tournament	4,230	6.1%	111
Attend sports event: ice hockey game	5,271	7.6%	115
Attend sports event: soccer game	4,626	6.7%	108
Attend sports event: tennis match	3,546	5.1%	104
Attended adult education course in last 12 months	5,103	7.4%	112
Attended auto show in last 12 months	6,372	9.2%	111
Went to bar/night club in last 12 months	14,804	21.5%	113
Went to beach in last 12 months	18,831	27.3%	111
Attended dance performance in last 12 months	3,248	4.7%	106
Danced/went dancing in last 12 months	6,636	9.6%	101
Dined out in last 12 months	37,318	54.1%	110
Dine out < once a month	3,435	5.0%	106
Dine out once a month	4,609	6.7%	108
Dine out 2-3 times a month	8,806	12.8%	111
Dine out once a week	9,006	13.1%	113
Dine out 2+ times per week	7,165	10.4%	105
Gambled at casino in last 12 months	11,783	17.1%	106
Gambled at casino 6+ times in last 12 months	2,043	3.0%	109
Gambled in Atlantic City in last 12 months	1,532	2.2%	88
Gambled in Las Vegas in last 12 months	3,323	4.8%	101
Attended horse races in last 12 months	2,165	3.1%	106
Attended movies in last 6 months	41,971	60.8%	103
Attended movies in last 90 days: < once a month	23,506	34.1%	105
Attended movies in last 90 days: once a month	7,785	11.3%	110
Attended movies in last 90 days: 2-3 times a month	4,664	6.8%	100
Attended movies in last 90 days: once/week or more	1,511	2.2%	86
Prefer to see movie after second week of release	17,797	25.8%	109
Went to museum in last 12 months	9,562	13.9%	108
Attended music performance in last 12 months	18,771	27.2%	114
Attended country music performance in last 12 mo	3,897	5.6%	111
Attended rock music performance in last 12 months	8,603	12.5%	114
Attended classical music/opera performance/12 mo	3,377	4.9%	106
Went to live theater in last 12 months	9,823	14.2%	108
Visited a theme park in last 12 months	15,618	22.6%	105
Visited Disney World (FL)/12 mo: Magic Kingdom	2,513	3.6%	107
Visited any Sea World in last 12 months	2,239	3.2%	96
Visited any Six Flags in last 12 months	3,794	5.5%	95
Went to zoo in last 12 months	10,224	14.8%	116
Played backgammon in last 12 months	1,388	2.0%	100
Participated in book club in last 12 months	2,113	3.1%	97
Played billiards/pool in last 12 months	7,231	10.5%	109
Played bingo in last 12 months	2,754	4.0%	94
Did birdwatching in last 12 months	4,763	6.9%	111
Played board game in last 12 months	12,744	18.5%	113

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	15,600	22.6%	108
Played chess in last 12 months	2,529	3.7%	100
Cooked for fun in last 12 months	15,769	22.9%	110
Did crossword puzzle in last 12 months	10,911	15.8%	109
Participated in fantasy sports league last 12 mo	2,486	3.6%	111
Flew a kite in last 12 months	2,069	3.0%	106
Did furniture refinishing in last 12 months	2,336	3.4%	105
Did indoor gardening/plant care in last 12 months	7,422	10.8%	107
Participated in karaoke in last 12 months	3,064	4.4%	100
Bought lottery ticket in last 12 months	24,447	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	2,837	4.1%	85
Bought lottery ticket in last 12 mo: Instant Game	11,263	16.3%	103
Bought lottery ticket in last 12 mo: Lotto Drawing	15,686	22.7%	106
Played lottery: <3 times in last 30 days	10,952	15.9%	101
Played lottery: 3-7 times in last 30 days	6,788	9.8%	102
Played lottery: 8+ times in last 30 days	6,709	9.7%	104
Played musical instrument in last 12 months	5,955	8.6%	108
Did painting/drawing in last 12 months	4,669	6.8%	103
Did photography in last 12 months	9,924	14.4%	114
Read book in last 12 months	30,508	44.2%	108
Participated in trivia games in last 12 months	4,583	6.6%	110
Played video game in last 12 months	9,885	14.3%	108
Did woodworking in last 12 months	3,433	5.0%	106
Participated in word games in last 12 months	6,947	10.1%	106
Member of AARP	11,362	16.5%	107
Member of business club	1,960	2.8%	114
Member of charitable organization	4,826	7.0%	111
Member of church board	2,884	4.2%	97
Member of fraternal order	2,593	3.8%	106
Member of religious club	4,435	6.4%	100
Member of union	3,925	5.7%	108
Member of veterans club	2,400	3.5%	102
Bought any children`s toy/game in last 12 months	25,996	37.7%	109
Spent on toys/games in last 12 months: <\$50	4,453	6.5%	106
Spent on toys/games in last 12 months: \$50-99	2,008	2.9%	105
Spent on toys/games in last 12 months: \$100-199	5,094	7.4%	103
Spent on toys/games in last 12 months: \$200-499	8,070	11.7%	108
Spent on toys/games in last 12 months: \$500+	4,628	6.7%	117
Bought infant toy in last 12 months	6,273	9.1%	109
Bought pre-school toy in last 12 months	6,154	8.9%	110
Spent on toys/games (for child <6)/12 mo: <\$100	8,299	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	5,018	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	5,828	8.4%	109
Bought for child in last 12 mo: boy action figure	6,028	8.7%	108
Bought for child in last 12 mo: girl action figure	1,995	2.9%	94
Bought for child in last 12 mo: bicycle	4,961	7.2%	105
Bought for child in last 12 mo: board game	9,371	13.6%	114

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: builder set	2,565	3.7%	110
Bought for child in last 12 mo: car	6,496	9.4%	102
Bought for child in last 12 mo: construction toy	3,573	5.2%	105
Bought for child in last 12 mo: large/baby doll	4,675	6.8%	104
Bought for child in last 12 mo: fashion doll	3,548	5.1%	101
Bought for child in last 12 mo: plush doll/animal	6,792	9.8%	117
Bought for child in last 12 mo: doll accessories	2,943	4.3%	106
Bought for child in last 12 mo: doll clothing	2,934	4.3%	103
Bought for child in last 12 mo: educational toy	10,295	14.9%	110
Bought for child in last 12 mo: electronic game	7,274	10.5%	113
Bought for child in last 12 mo: mechanical toy	3,029	4.4%	110
Bought for child in last 12 mo: model kit/set	1,883	2.7%	106
Bought for child in last 12 mo: sound game	1,793	2.6%	93
Bought for child in last 12 mo: water toy	7,606	11.0%	115
Bought for child in last 12 mo: word game	2,652	3.8%	100
Bought book in last 12 months	37,726	54.7%	109
Bought 1-3 books in last 12 months	14,354	20.8%	106
Bought 4-9 books in last 12 months	11,718	17.0%	109
Bought 10+ books in last 12 months	11,652	16.9%	112
Bought paperback book in last 12 months	29,109	42.2%	112
Bought <3 paperback books in last 12 months	9,774	14.2%	109
Bought 3-6 paperback books in last 12 months	10,090	14.6%	111
Bought 7+ paperback books in last 12 months	9,248	13.4%	114
Bought hardcover book in last 12 months	21,449	31.1%	111
Bought <3 hardcover books in last 12 months	9,438	13.7%	112
Bought 3-5 hardcover books in last 12 months	6,096	8.8%	110
Bought 6+ hardcover books in last 12 months	5,914	8.6%	109
Bought book (fiction) in last 12 months	21,813	31.6%	113
Bought book (non-fiction) in last 12 months	19,320	28.0%	110
Bought biography in last 12 months	5,281	7.7%	105
Bought children`s book in last 12 months	9,525	13.8%	108
Bought cookbook in last 12 months	8,061	11.7%	107
Bought desk dictionary in last 12 months	1,114	1.6%	79
Bought history book in last 12 months	5,373	7.8%	103
Bought mystery book in last 12 months	8,745	12.7%	113
Bought personal/business self-help book last 12 mo	5,753	8.3%	116
Bought religious book (not bible) last 12 months	5,618	8.1%	107
Bought romance book in last 12 months	4,686	6.8%	104
Bought science fiction book in last 12 months	3,394	4.9%	108
Bought book through book club in last 12 months	2,933	4.3%	98
Bought book at book store in last 12 months	26,091	37.8%	113
Bought book at Barnes & Noble in last 12 months	15,756	22.8%	116
Bought book at Borders in last 12 months	8,886	12.9%	116
Bought book at convenience store in last 12 months	1,363	2.0%	89
Bought book at department store in last 12 months	5,617	8.1%	106
Bought book at drug store in last 12 months	1,466	2.1%	94
Bought book through Internet in last 12 mo	7,589	11.0%	108
Bought book through mail order in last 12 months	2,138	3.1%	91
Bought book at supermarket in last 12 months	4,183	6.1%	116
Bought book at warehouse store in last 12 months	4,570	6.6%	114

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	53.0%	Population	1,939	1,998
Main Street, USA	37.1%	Households	692	716
Green Acres	9.8%	Families	518	532
Crossroads	0.2%	Median Age	34.2	34.9
Top Rung	0.0%	Median Household Income	\$50,564	\$57,350
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		59	\$1,415.42	\$979,611
Men's		55	\$252.65	\$174,861
Women's		53	\$436.13	\$301,845
Children's		65	\$258.91	\$179,194
Footwear		42	\$173.24	\$119,902
Watches & Jewelry		85	\$164.79	\$114,053
Apparel Products and Services (1)		139	\$129.69	\$89,757
<b>Computer</b>				
Computers and Hardware for Home Use		84	\$160.37	\$110,991
Software and Accessories for Home Use		83	\$23.62	\$16,344
<b>Entertainment &amp; Recreation</b>		87	\$2,792.82	\$1,932,908
Fees and Admissions		85	\$524.40	\$362,937
Membership Fees for Clubs (2)		84	\$137.41	\$95,103
Fees for Participant Sports, excl. Trips		85	\$91.10	\$63,049
Admission to Movie/Theatre/Opera/Ballet		83	\$126.36	\$87,455
Admission to Sporting Events, excl. Trips		88	\$52.50	\$36,332
Fees for Recreational Lessons		85	\$116.45	\$80,598
Dating Services		75	\$0.58	\$400
TV/Video/Audio		85	\$1,057.56	\$731,936
Community Antenna or Cable TV		86	\$623.09	\$431,237
Televisions		86	\$166.79	\$115,437
VCRs, Video Cameras, and DVD Players		83	\$16.80	\$11,625
Video Cassettes and DVDs		84	\$44.25	\$30,623
Video and Computer Game Hardware and Software		86	\$48.11	\$33,295
Satellite Dishes		88	\$1.11	\$770
Rental of Video Cassettes and DVDs		84	\$34.46	\$23,852
Streaming/Downloaded Video		87	\$1.22	\$841
Audio (3)		78	\$115.33	\$79,819
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.41	\$4,437
Pets		107	\$461.62	\$319,485
Toys and Games (4)		87	\$126.77	\$87,735
Recreational Vehicles and Fees (5)		81	\$262.24	\$181,495
Sports/Recreation/Exercise Equipment (6)		68	\$122.41	\$84,720
Photo Equipment and Supplies (7)		84	\$87.33	\$60,439
Reading (8)		84	\$130.04	\$90,003
Catered Affairs (9)		83	\$20.46	\$14,159
<b>Food</b>		85	\$6,531.13	\$4,520,184
Food at Home		84	\$3,779.17	\$2,615,556
Bakery and Cereal Products		85	\$506.50	\$350,544
Meats, Poultry, Fish, and Eggs		85	\$877.52	\$607,332
Dairy Products		84	\$419.76	\$290,512
Fruits and Vegetables		84	\$657.06	\$454,749
Snacks and Other Food at Home (10)		85	\$1,318.34	\$912,418
Food Away from Home		86	\$2,751.96	\$1,904,628
Alcoholic Beverages		83	\$474.60	\$328,467
Nonalcoholic Beverages at Home		85	\$370.52	\$256,435

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	78	\$1,356.86	\$939,081
Vehicle Loans	88	\$4,308.52	\$2,981,920
<b>Health</b>			
Nonprescription Drugs	85	\$87.47	\$60,537
Prescription Drugs	86	\$429.44	\$297,213
Eyeglasses and Contact Lenses	85	\$65.47	\$45,314
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$8,397.70	\$5,812,038
Maintenance and Remodeling Services	89	\$1,756.77	\$1,215,860
Maintenance and Remodeling Materials (12)	89	\$329.80	\$228,255
Utilities, Fuel, and Public Services	87	\$3,933.94	\$2,722,674
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$111.63	\$77,257
Furniture	85	\$510.56	\$353,358
Floor Coverings	88	\$65.97	\$45,660
Major Appliances (14)	87	\$263.27	\$182,211
Housewares (15)	74	\$63.62	\$44,031
Small Appliances	84	\$27.56	\$19,075
Luggage	83	\$7.72	\$5,339
Telephones and Accessories	56	\$23.87	\$16,521
<b>Household Operations</b>			
Child Care	87	\$403.25	\$279,085
Lawn and Garden (16)	87	\$363.93	\$251,875
Moving/Storage/Freight Express	77	\$46.61	\$32,259
Housekeeping Supplies (17)	86	\$603.81	\$417,896
<b>Insurance</b>			
Owners and Renters Insurance	92	\$424.50	\$293,796
Vehicle Insurance	86	\$1,003.39	\$694,445
Life/Other Insurance	88	\$367.66	\$254,455
Health Insurance	86	\$1,665.24	\$1,152,507
Personal Care Products (18)	85	\$340.06	\$235,354
School Books and Supplies (19)	83	\$87.97	\$60,887
Smoking Products	84	\$357.50	\$247,427
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	86	\$3,780.72	\$2,616,632
Gasoline and Motor Oil	87	\$2,487.99	\$1,721,937
Vehicle Maintenance and Repairs	85	\$805.90	\$557,761
<b>Travel</b>			
Airline Fares	83	\$381.23	\$263,851
Lodging on Trips	85	\$369.14	\$255,482
Auto/Truck/Van Rental on Trips	83	\$30.63	\$21,202
Food and Drink on Trips	84	\$367.29	\$254,203

**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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# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
Latitude: 38.95138  
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	32.2%	Population	5,534	5,664
Midland Crowd	22.3%	Households	1,948	2,005
Green Acres	21.0%	Families	1,492	1,528
Main Street, USA	18.5%	Median Age	36.0	36.5
Exurbanites	6.0%	Median Household Income	\$53,478	\$60,088
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		65	\$1,549.17	\$3,017,260
Men's		60	\$277.74	\$540,952
Women's		58	\$478.73	\$932,398
Children's		71	\$284.45	\$554,014
Footwear		46	\$190.37	\$370,777
Watches & Jewelry		92	\$178.72	\$348,082
Apparel Products and Services (1)		149	\$139.16	\$271,038
<b>Computer</b>				
Computers and Hardware for Home Use		93	\$177.26	\$345,248
Software and Accessories for Home Use		92	\$26.35	\$51,315
<b>Entertainment &amp; Recreation</b>		95	\$3,071.94	\$5,983,118
Fees and Admissions		94	\$579.45	\$1,128,583
Membership Fees for Clubs (2)		93	\$152.08	\$296,191
Fees for Participant Sports, excl. Trips		95	\$101.78	\$198,228
Admission to Movie/Theatre/Opera/Ballet		92	\$139.66	\$272,005
Admission to Sporting Events, excl. Trips		98	\$58.08	\$113,112
Fees for Recreational Lessons		93	\$127.28	\$247,892
Dating Services		77	\$0.59	\$1,156
TV/Video/Audio		93	\$1,157.29	\$2,254,006
Community Antenna or Cable TV		94	\$675.39	\$1,315,437
Televisions		96	\$185.02	\$360,356
VCRs, Video Cameras, and DVD Players		92	\$18.71	\$36,439
Video Cassettes and DVDs		93	\$48.93	\$95,305
Video and Computer Game Hardware and Software		96	\$53.52	\$104,247
Satellite Dishes		97	\$1.23	\$2,391
Rental of Video Cassettes and DVDs		94	\$38.57	\$75,116
Streaming/Downloaded Video		91	\$1.28	\$2,493
Audio (3)		87	\$127.69	\$248,696
Rental and Repair of TV/Radio/Sound Equipment		92	\$6.95	\$13,527
Pets		118	\$506.22	\$985,941
Toys and Games (4)		95	\$138.41	\$269,569
Recreational Vehicles and Fees (5)		90	\$291.22	\$567,191
Sports/Recreation/Exercise Equipment (6)		75	\$135.72	\$264,335
Photo Equipment and Supplies (7)		94	\$97.52	\$189,941
Reading (8)		92	\$142.29	\$277,141
Catered Affairs (9)		97	\$23.83	\$46,410
<b>Food</b>		93	\$7,145.02	\$13,916,113
Food at Home		92	\$4,129.40	\$8,042,691
Bakery and Cereal Products		93	\$551.94	\$1,074,995
Meats, Poultry, Fish, and Eggs		92	\$957.66	\$1,865,203
Dairy Products		92	\$458.22	\$892,466
Fruits and Vegetables		91	\$716.00	\$1,394,520
Snacks and Other Food at Home (10)		93	\$1,445.58	\$2,815,506
Food Away from Home		94	\$3,015.62	\$5,873,423
Alcoholic Beverages		92	\$523.63	\$1,019,850
Nonalcoholic Beverages at Home		93	\$405.71	\$790,188

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	87	\$1,507.22	\$2,935,557
Vehicle Loans	97	\$4,760.78	\$9,272,398
<b>Health</b>			
Nonprescription Drugs	93	\$95.81	\$186,597
Prescription Drugs	94	\$468.51	\$912,506
Eyeglasses and Contact Lenses	95	\$72.88	\$141,937
<b>Home</b>			
Mortgage Payment and Basics (11)	99	\$9,305.57	\$18,124,132
Maintenance and Remodeling Services	97	\$1,930.40	\$3,759,769
Maintenance and Remodeling Materials (12)	97	\$361.87	\$704,808
Utilities, Fuel, and Public Services	95	\$4,293.89	\$8,363,052
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$123.86	\$241,237
Furniture	94	\$563.06	\$1,096,646
Floor Coverings	95	\$71.60	\$139,459
Major Appliances (14)	95	\$288.97	\$562,807
Housewares (15)	82	\$70.21	\$136,744
Small Appliances	93	\$30.38	\$59,160
Luggage	93	\$8.65	\$16,844
Telephones and Accessories	63	\$26.70	\$52,007
<b>Household Operations</b>			
Child Care	96	\$442.64	\$862,117
Lawn and Garden (16)	96	\$400.00	\$779,062
Moving/Storage/Freight Express	85	\$51.54	\$100,373
Housekeeping Supplies (17)	95	\$663.35	\$1,291,992
<b>Insurance</b>			
Owners and Renters Insurance	101	\$466.23	\$908,050
Vehicle Insurance	94	\$1,098.42	\$2,139,360
Life/Other Insurance	97	\$403.82	\$786,509
Health Insurance	94	\$1,813.27	\$3,531,642
Personal Care Products (18)	94	\$375.20	\$730,771
School Books and Supplies (19)	91	\$97.94	\$190,751
Smoking Products	90	\$386.26	\$752,298
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	95	\$4,190.06	\$8,160,837
Gasoline and Motor Oil	96	\$2,740.07	\$5,336,740
Vehicle Maintenance and Repairs	94	\$884.87	\$1,723,433
<b>Travel</b>			
Airline Fares	92	\$421.88	\$821,679
Lodging on Trips	93	\$406.98	\$792,653
Auto/Truck/Van Rental on Trips	93	\$34.31	\$66,824
Food and Drink on Trips	93	\$404.94	\$788,687

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March 27, 2012

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# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
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- (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.
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- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Cozy and Comfortable	9.5%	Population	91,614	94,566
Sophisticated Squires	8.0%	Households	35,555	36,861
Crossroads	8.0%	Families	24,898	25,597
Enterprising Professionals	7.7%	Median Age	37.9	38.0
In Style	7.5%	Median Household Income	\$63,742	\$72,297
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		80	\$1,904.64	\$67,719,018
Men's		75	\$343.75	\$12,221,884
Women's		71	\$591.00	\$21,012,948
Children's		85	\$339.83	\$12,082,443
Footwear		55	\$230.75	\$8,204,199
Watches & Jewelry		115	\$223.50	\$7,946,408
Apparel Products and Services (1)		188	\$175.82	\$6,251,136
<b>Computer</b>				
Computers and Hardware for Home Use		114	\$218.41	\$7,765,496
Software and Accessories for Home Use		115	\$32.69	\$1,162,313
<b>Entertainment &amp; Recreation</b>		116	\$3,743.80	\$133,109,736
Fees and Admissions		118	\$732.64	\$26,048,732
Membership Fees for Clubs (2)		118	\$193.92	\$6,894,648
Fees for Participant Sports, excl. Trips		118	\$125.89	\$4,475,981
Admission to Movie/Theatre/Opera/Ballet		116	\$175.37	\$6,235,125
Admission to Sporting Events, excl. Trips		122	\$72.36	\$2,572,834
Fees for Recreational Lessons		120	\$164.29	\$5,841,319
Dating Services		105	\$0.81	\$28,825
TV/Video/Audio		113	\$1,397.19	\$49,676,665
Community Antenna or Cable TV		112	\$807.53	\$28,711,402
Televisions		117	\$225.33	\$8,011,379
VCRs, Video Cameras, and DVD Players		113	\$23.05	\$819,516
Video Cassettes and DVDs		113	\$59.23	\$2,106,014
Video and Computer Game Hardware and Software		119	\$66.12	\$2,350,806
Satellite Dishes		115	\$1.45	\$51,594
Rental of Video Cassettes and DVDs		114	\$46.99	\$1,670,802
Streaming/Downloaded Video		115	\$1.61	\$57,181
Audio (3)		107	\$157.54	\$5,601,103
Rental and Repair of TV/Radio/Sound Equipment		110	\$8.35	\$296,869
Pets		140	\$603.29	\$21,449,708
Toys and Games (4)		115	\$166.73	\$5,927,924
Recreational Vehicles and Fees (5)		108	\$350.38	\$12,457,596
Sports/Recreation/Exercise Equipment (6)		91	\$165.15	\$5,871,835
Photo Equipment and Supplies (7)		116	\$120.07	\$4,268,886
Reading (8)		115	\$177.47	\$6,309,858
Catered Affairs (9)		125	\$30.90	\$1,098,531
<b>Food</b>		113	\$8,656.49	\$307,779,234
Food at Home		111	\$4,988.01	\$177,347,263
Bakery and Cereal Products		112	\$666.52	\$23,697,913
Meats, Poultry, Fish, and Eggs		111	\$1,152.94	\$40,992,604
Dairy Products		111	\$553.16	\$19,667,610
Fruits and Vegetables		111	\$872.43	\$31,018,962
Snacks and Other Food at Home (10)		112	\$1,742.95	\$61,970,174
Food Away from Home		114	\$3,668.48	\$130,431,971
Alcoholic Beverages		115	\$658.62	\$23,416,877
Nonalcoholic Beverages at Home		111	\$487.67	\$17,338,967

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	110	\$1,916.57	\$68,143,193
Vehicle Loans	113	\$5,576.86	\$198,283,973
<b>Health</b>			
Nonprescription Drugs	110	\$113.33	\$4,029,425
Prescription Drugs	111	\$553.75	\$19,688,333
Eyeglasses and Contact Lenses	116	\$89.04	\$3,165,824
<b>Home</b>			
Mortgage Payment and Basics (11)	120	\$11,255.51	\$400,186,771
Maintenance and Remodeling Services	119	\$2,369.89	\$84,260,774
Maintenance and Remodeling Materials (12)	114	\$425.27	\$15,120,519
Utilities, Fuel, and Public Services	113	\$5,117.46	\$181,950,041
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	114	\$151.40	\$5,383,111
Furniture	115	\$691.81	\$24,596,978
Floor Coverings	119	\$89.40	\$3,178,600
Major Appliances (14)	114	\$344.59	\$12,251,735
Housewares (15)	100	\$86.07	\$3,060,214
Small Appliances	113	\$36.96	\$1,314,221
Luggage	117	\$10.87	\$386,603
Telephones and Accessories	77	\$32.72	\$1,163,391
<b>Household Operations</b>			
Child Care	118	\$547.28	\$19,458,268
Lawn and Garden (16)	115	\$481.82	\$17,130,908
Moving/Storage/Freight Express	107	\$65.03	\$2,312,251
Housekeeping Supplies (17)	113	\$792.51	\$28,177,463
<b>Insurance</b>			
Owners and Renters Insurance	117	\$543.45	\$19,322,296
Vehicle Insurance	113	\$1,322.07	\$47,005,683
Life/Other Insurance	117	\$487.77	\$17,342,373
Health Insurance	113	\$2,175.94	\$77,365,013
Personal Care Products (18)	114	\$452.64	\$16,093,334
School Books and Supplies (19)	113	\$121.30	\$4,312,808
Smoking Products	108	\$461.86	\$16,421,306
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	114	\$4,994.13	\$177,565,128
Gasoline and Motor Oil	113	\$3,228.48	\$114,787,891
Vehicle Maintenance and Repairs	113	\$1,069.66	\$38,031,578
<b>Travel</b>			
Airline Fares	117	\$536.67	\$19,081,221
Lodging on Trips	117	\$510.22	\$18,140,677
Auto/Truck/Van Rental on Trips	120	\$43.99	\$1,564,040
Food and Drink on Trips	115	\$502.11	\$17,852,203

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,939	1,998
Households		692	716
Families		518	532
Median Age		34.2	34.9
Median Household Income		\$50,564	\$57,350

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	85	\$4.05	\$2,800
Gasoline	87	\$2,429.19	\$1,681,240
Motor Oil	84	\$9.96	\$6,893
Vehicle Parts/Equipment and Accessories	83	\$46.22	\$31,986
Tire Purchase/Replacement	87	\$125.12	\$86,598
Vehicle Audio/Video Equipment and Installation	80	\$5.70	\$3,946
Vehicle Cleaning Products and Services	81	\$6.59	\$4,562
<b>Services</b>			
Auto Repair Service Policy	90	\$14.84	\$10,274
Membership Fees for Automobile Service Clubs	84	\$18.36	\$12,708
Global Positioning Services	84	\$2.13	\$1,471
Vehicle Air Conditioning Repair	88	\$15.41	\$10,668
Vehicle Body Work and Painting	84	\$32.19	\$22,279
Vehicle Brake Work	85	\$67.45	\$46,680
Vehicle Clutch/Transmission Repair	85	\$39.04	\$27,018
Vehicle Cooling System Repair	86	\$24.98	\$17,291
Vehicle Drive Shaft and Rear-end Repair	87	\$7.54	\$5,217
Vehicle Electrical System Repair	85	\$29.31	\$20,288
Vehicle Exhaust System Repair	84	\$11.28	\$7,809
Vehicle Front End Alignment/Wheel Balance & Rotation	85	\$15.78	\$10,923
Lube/Oil Change and Oil Filters	86	\$77.38	\$53,553
Vehicle Motor Repair/Replacement	85	\$77.75	\$53,813
Vehicle Motor Tune-up	84	\$52.17	\$36,106
Vehicle Shock Absorber Replacement	87	\$5.77	\$3,996
Vehicle Steering/Front End Repair	84	\$23.37	\$16,175
Tire Repair and Other Repair Work	85	\$55.56	\$38,454

**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

# Automotive Aftermarket Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,534	5,664
Households		1,948	2,005
Families		1,492	1,528
Median Age		36.0	36.5
Median Household Income		\$53,478	\$60,088
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	94	\$4.50	\$8,769
Gasoline	96	\$2,682.00	\$5,223,633
Motor Oil	93	\$11.04	\$21,507
Vehicle Parts/Equipment and Accessories	91	\$50.82	\$98,989
Tire Purchase/Replacement	95	\$137.80	\$268,396
Vehicle Audio/Video Equipment and Installation	90	\$6.38	\$12,432
Vehicle Cleaning Products and Services	91	\$7.37	\$14,355
<b>Services</b>			
Auto Repair Service Policy	99	\$16.33	\$31,804
Membership Fees for Automobile Service Clubs	90	\$19.76	\$38,478
Global Positioning Services	92	\$2.32	\$4,513
Vehicle Air Conditioning Repair	98	\$17.25	\$33,591
Vehicle Body Work and Painting	93	\$35.40	\$68,947
Vehicle Brake Work	92	\$73.05	\$142,282
Vehicle Clutch/Transmission Repair	94	\$43.13	\$83,997
Vehicle Cooling System Repair	95	\$27.68	\$53,920
Vehicle Drive Shaft and Rear-end Repair	95	\$8.19	\$15,961
Vehicle Electrical System Repair	94	\$32.31	\$62,928
Vehicle Exhaust System Repair	93	\$12.41	\$24,171
Vehicle Front End Alignment/Wheel Balance & Rotation	93	\$17.19	\$33,486
Lube/Oil Change and Oil Filters	96	\$85.82	\$167,150
Vehicle Motor Repair/Replacement	94	\$86.28	\$168,042
Vehicle Motor Tune-up	93	\$57.24	\$111,475
Vehicle Shock Absorber Replacement	95	\$6.34	\$12,350
Vehicle Steering/Front End Repair	93	\$25.81	\$50,279
Tire Repair and Other Repair Work	93	\$60.81	\$118,446

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		91,614	94,566
Households		35,555	36,861
Families		24,898	25,597
Median Age		37.9	38.0
Median Household Income		\$63,742	\$72,297
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	108	\$5.13	\$182,521
Gasoline	113	\$3,160.63	\$112,375,250
Motor Oil	107	\$12.71	\$451,942
Vehicle Parts/Equipment and Accessories	109	\$60.79	\$2,161,550
Tire Purchase/Replacement	113	\$162.86	\$5,790,348
Vehicle Audio/Video Equipment and Installation	113	\$8.01	\$284,653
Vehicle Cleaning Products and Services	113	\$9.20	\$326,994
<b>Services</b>			
Auto Repair Service Policy	116	\$19.14	\$680,405
Membership Fees for Automobile Service Clubs	113	\$24.72	\$878,984
Global Positioning Services	116	\$2.93	\$104,255
Vehicle Air Conditioning Repair	118	\$20.71	\$736,357
Vehicle Body Work and Painting	114	\$43.29	\$1,539,320
Vehicle Brake Work	115	\$91.21	\$3,242,871
Vehicle Clutch/Transmission Repair	111	\$50.93	\$1,810,933
Vehicle Cooling System Repair	114	\$33.15	\$1,178,485
Vehicle Drive Shaft and Rear-end Repair	114	\$9.88	\$351,311
Vehicle Electrical System Repair	114	\$39.37	\$1,399,856
Vehicle Exhaust System Repair	115	\$15.47	\$549,875
Vehicle Front End Alignment/Wheel Balance & Rotation	114	\$21.05	\$748,531
Lube/Oil Change and Oil Filters	114	\$102.00	\$3,626,602
Vehicle Motor Repair/Replacement	113	\$103.96	\$3,696,156
Vehicle Motor Tune-up	114	\$70.51	\$2,507,115
Vehicle Shock Absorber Replacement	116	\$7.71	\$274,281
Vehicle Steering/Front End Repair	114	\$31.70	\$1,127,196
Tire Repair and Other Repair Work	115	\$74.75	\$2,657,872

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138

Longitude: -84.28392

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	1,939	1,998	
Households	692	716	
Families	518	532	
Median Age	34.2	34.9	
Median Household Income	\$50,564	\$57,350	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	84	\$4,863.77	\$3,366,207
Savings Accounts	84	\$11,056.80	\$7,652,396
U.S. Savings Bonds	86	\$353.31	\$244,523
Stocks, Bonds & Mutual Funds	84	\$32,627.55	\$22,581,482
<b>Annual Changes</b>			
Checking Accounts	83	\$217.42	\$150,478
Savings Accounts	70	\$275.07	\$190,379
U.S. Savings Bonds	28	\$0.66	\$457
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	82	\$806.52	\$558,192
Interest from Savings Accounts or Bonds	83	\$759.60	\$525,721
Retirement Plan Contributions	87	\$1,191.38	\$824,550
<b>Liabilities</b>			
Original Mortgage Amount	89	\$19,053.37	\$13,186,810
Vehicle Loan Amount 1	87	\$2,358.84	\$1,632,547
<b>Amount Paid: Interest</b>			
Home Mortgage	90	\$4,183.31	\$2,895,261
Lump Sum Home Equity Loan	88	\$114.55	\$79,280
New Car/Truck/Van Loan	89	\$186.44	\$129,038
Used Car/Truck/Van Loan	86	\$140.04	\$96,924
<b>Amount Paid: Principal</b>			
Home Mortgage	90	\$1,774.79	\$1,228,328
Lump Sum Home Equity Loan	89	\$148.94	\$103,078
New Car/Truck/Van Loan	90	\$999.93	\$692,049
Used Car/Truck/Van Loan	86	\$655.06	\$453,367
Checking Account and Banking Service Charges	83	\$22.97	\$15,895
Finance Charges, excluding Mortgage/Vehicle	85	\$207.81	\$143,828

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Downtown New Richmond  
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Demographic Summary	2010	2015	
Population	5,534	5,664	
Households	1,948	2,005	
Families	1,492	1,528	
Median Age	36.0	36.5	
Median Household Income	\$53,478	\$60,088	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	93	\$5,433.49	\$10,582,630
Savings Accounts	93	\$12,242.33	\$23,843,967
U.S. Savings Bonds	95	\$391.75	\$762,991
Stocks, Bonds & Mutual Funds	95	\$37,200.89	\$72,454,899
<b>Annual Changes</b>			
Checking Accounts	101	\$262.97	\$512,180
Savings Accounts	73	\$284.35	\$553,818
U.S. Savings Bonds	-20	-\$0.47	-\$923
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	92	\$907.20	\$1,766,922
Interest from Savings Accounts or Bonds	92	\$841.21	\$1,638,399
Retirement Plan Contributions	97	\$1,331.71	\$2,593,726
<b>Liabilities</b>			
Original Mortgage Amount	100	\$21,514.34	\$41,902,741
Vehicle Loan Amount 1	96	\$2,617.13	\$5,097,299
<b>Amount Paid: Interest</b>			
Home Mortgage	101	\$4,678.60	\$9,112,357
Lump Sum Home Equity Loan	97	\$125.52	\$244,471
New Car/Truck/Van Loan	98	\$205.08	\$399,432
Used Car/Truck/Van Loan	96	\$155.67	\$303,194
<b>Amount Paid: Principal</b>			
Home Mortgage	100	\$1,980.60	\$3,857,537
Lump Sum Home Equity Loan	97	\$162.30	\$316,112
New Car/Truck/Van Loan	99	\$1,100.51	\$2,143,418
Used Car/Truck/Van Loan	96	\$729.02	\$1,419,892
Checking Account and Banking Service Charges	91	\$25.26	\$49,190
Finance Charges, excluding Mortgage/Vehicle	93	\$228.44	\$444,921

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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 New Richmond  
220 Front St, New Richmond, OH, 45157  
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Latitude: 38.95138  
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Demographic Summary	2010	2015	
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Households	35,555	36,861	
Families	24,898	25,597	
Median Age	37.9	38.0	
Median Household Income	\$63,742	\$72,297	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	116	\$6,802.61	\$241,865,077
Savings Accounts	116	\$15,245.86	\$542,062,621
U.S. Savings Bonds	119	\$490.00	\$17,421,961
Stocks, Bonds & Mutual Funds	121	\$47,237.52	\$1,679,517,796
<b>Annual Changes</b>			
Checking Accounts	127	\$330.41	\$11,747,647
Savings Accounts	109	\$426.88	\$15,177,685
U.S. Savings Bonds	99	\$2.37	\$84,400
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	116	\$1,144.73	\$40,700,665
Interest from Savings Accounts or Bonds	116	\$1,059.29	\$37,662,683
Retirement Plan Contributions	121	\$1,663.37	\$59,140,669
<b>Liabilities</b>			
Original Mortgage Amount	121	\$26,015.15	\$924,962,032
Vehicle Loan Amount 1	113	\$3,061.95	\$108,866,774
<b>Amount Paid: Interest</b>			
Home Mortgage	121	\$5,615.71	\$199,665,203
Lump Sum Home Equity Loan	119	\$154.46	\$5,491,666
New Car/Truck/Van Loan	115	\$241.47	\$8,585,404
Used Car/Truck/Van Loan	111	\$180.45	\$6,415,826
<b>Amount Paid: Principal</b>			
Home Mortgage	121	\$2,389.33	\$84,952,034
Lump Sum Home Equity Loan	118	\$197.89	\$7,035,934
New Car/Truck/Van Loan	117	\$1,299.52	\$46,204,204
Used Car/Truck/Van Loan	111	\$844.62	\$30,030,146
Checking Account and Banking Service Charges	111	\$30.77	\$1,093,985
Finance Charges, excluding Mortgage/Vehicle	114	\$278.47	\$9,900,845

**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.



# House and Home Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz  
Latitude: 38.95138  
Longitude: -84.28392

2010 Housing Summary		2010 Demographic Summary		
Housing Units	818	Population	1,939	
2010-2015 Percent Change	5.84%	Households	692	
Percent Occupied	84.7%	Families	518	
Percent Owner HHS	62.5%	Median Age	34.2	
Median Home Value	\$129,268	Median Household Income	\$50,564	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		89	\$10,541.89	\$7,296,031
Mortgage Interest		90	\$4,183.31	\$2,895,261
Mortgage Principal		90	\$1,774.79	\$1,228,328
Property Taxes		88	\$1,951.15	\$1,350,392
Homeowners Insurance		92	\$414.25	\$286,700
Ground Rent		85	\$61.72	\$42,714
Maintenance and Remodeling Services		89	\$1,756.77	\$1,215,860
Maintenance and Remodeling Materials		89	\$329.80	\$228,255
Property Management and Security		86	\$73.23	\$50,681
<b>Rented Dwellings</b>		68	\$2,325.05	\$1,609,165
Rent		68	\$2,202.23	\$1,524,158
Rent Received as Pay		66	\$60.31	\$41,738
Renters' Insurance		74	\$9.60	\$6,647
Maintenance and Repair Services		71	\$15.12	\$10,462
Maintenance and Repair Materials		71	\$37.80	\$26,161
<b>Owned Vacation Homes</b>		82	\$379.65	\$262,753
Mortgage Payment		83	\$169.61	\$117,386
Property Taxes		82	\$92.08	\$63,727
Homeowners Insurance		81	\$12.02	\$8,316
Maintenance and Remodeling		79	\$91.84	\$63,560
Property Management and Security		82	\$14.11	\$9,764
Housing While Attending School		86	\$70.14	\$48,546
<b>Household Operations</b>		84	\$1,326.81	\$918,281
Child Care		87	\$403.24	\$279,085
Care for Elderly or Handicapped		78	\$56.56	\$39,147
Appliance Rental and Repair		88	\$21.46	\$14,852
Computer Information Services		86	\$209.54	\$145,020
Home Security System Services		92	\$23.96	\$16,581
Non-Apparel Household Laundry/Dry Cleaning		11	\$4.23	\$2,925
Housekeeping Services		85	\$129.42	\$89,569
Lawn and Garden		87	\$363.93	\$251,875
Moving/Storage/Freight Express		77	\$46.61	\$32,259
PC Repair (Personal Use)		85	\$7.52	\$5,201
Reupholstering/Furniture Repair		86	\$6.81	\$4,713
Termite/Pest Control		94	\$22.80	\$15,782
Water Softening Services		86	\$4.85	\$3,356
Internet Services Away from Home		87	\$2.32	\$1,605
Voice Over IP Service		84	\$5.59	\$3,867
Other Home Services (1)		86	\$19.66	\$13,607

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	87	\$3,933.94	\$2,722,674
Bottled Gas	83	\$55.88	\$38,673
Electricity	88	\$1,496.97	\$1,036,051
Fuel Oil	85	\$95.19	\$65,881
Natural Gas	85	\$553.50	\$383,078
Telephone Services	86	\$1,241.38	\$859,160
Water and Other Public Services	88	\$480.05	\$332,242
Coal/Wood/Other Fuel	81	\$7.01	\$4,853
<b>Housekeeping Supplies</b>	86	\$603.81	\$417,896
Laundry and Cleaning Supplies	86	\$163.79	\$113,358
Postage and Stationery	85	\$173.19	\$119,865
Other HH Products (2)	87	\$265.94	\$184,059
<b>Household Textiles</b>	84	\$111.63	\$77,257
Bathroom Linens	84	\$14.87	\$10,291
Bedroom Linens	84	\$52.34	\$36,222
Kitchen and Dining Room Linens	85	\$2.63	\$1,821
Curtains and Draperies	83	\$23.97	\$16,586
Slipcovers, Decorative Pillows	85	\$3.66	\$2,532
Materials for Slipcovers/Curtains	82	\$12.55	\$8,683
Other Linens	83	\$1.46	\$1,009
<b>Furniture</b>	85	\$510.56	\$353,358
Mattresses and Box Springs	82	\$65.65	\$45,437
Other Bedroom Furniture	85	\$91.71	\$63,469
Sofas	83	\$126.35	\$87,449
Living Room Tables and Chairs	85	\$70.28	\$48,642
Kitchen, Dining Room Furniture	87	\$53.94	\$37,330
Infant Furniture	85	\$9.44	\$6,534
Outdoor Furniture	88	\$23.41	\$16,200
Wall Units, Cabinets, Other Furniture (3)	87	\$69.05	\$47,788
<b>Major Appliances</b>	87	\$263.27	\$182,211
Dishwashers and Disposals	86	\$23.66	\$16,376
Refrigerators and Freezers	88	\$72.05	\$49,862
Clothes Washers	87	\$43.71	\$30,254
Clothes Dryers	88	\$33.46	\$23,160
Cooking Stoves and Ovens	87	\$41.20	\$28,512
Microwave Ovens	84	\$10.79	\$7,468
Window Air Conditioners	83	\$5.81	\$4,023
Electric Floor Cleaning Equipment	81	\$18.17	\$12,575
Sewing Machines and Miscellaneous Appliances	87	\$14.03	\$9,709

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
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Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	88	\$65.97	\$45,660
Housewares	74	\$63.62	\$44,031
Small Appliances	84	\$27.56	\$19,075
Window Coverings	81	\$31.59	\$21,865
Lamps and Other Lighting Fixtures	85	\$20.12	\$13,928
Infant Equipment	23	\$4.66	\$3,223
Rental of Furniture	80	\$3.70	\$2,561
Laundry and Cleaning Equipment	86	\$19.21	\$13,298
Closet and Storage Items	17	\$4.16	\$2,881
Luggage	83	\$7.71	\$5,339
Clocks and Other Household Decoratives	24	\$48.85	\$33,809
Telephones and Accessories	56	\$23.87	\$16,521
Telephone Answering Devices	88	\$0.74	\$511
Grills and Outdoor Equipment	22	\$11.49	\$7,955
Power Tools	78	\$25.05	\$17,336
Hand Tools	81	\$8.41	\$5,818
Office Furniture/Equipment for Home Use	87	\$14.28	\$9,880
Computers and Hardware for Home Use	84	\$160.37	\$110,991
Software and Accessories for Home Use	83	\$23.61	\$16,344
Other Household Items (4)	86	\$88.78	\$61,445

**(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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# House and Home Expenditures

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 Drive Time: 10 minutes

www.ClermontCountyOhio.biz  
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,241	Population	5,534
2010-2015 Percent Change	5.07%	Households	1,948
Percent Occupied	86.9%	Families	1,492
Percent Owner HHS	75.4%	Median Age	36.0
Median Home Value	\$113,506	Median Household Income	\$53,478
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		99	\$11,686.92
Mortgage Interest		101	\$4,678.60
Mortgage Principal		100	\$1,980.60
Property Taxes		96	\$2,130.33
Homeowners Insurance		101	\$456.49
Ground Rent		96	\$69.44
Maintenance and Remodeling Services		97	\$1,930.40
Maintenance and Remodeling Materials		97	\$361.87
Property Management and Security		90	\$76.70
<b>Rented Dwellings</b>		70	\$2,412.84
Rent		70	\$2,282.22
Rent Received as Pay		68	\$62.07
Renters' Insurance		78	\$10.23
Maintenance and Repair Services		75	\$15.89
Maintenance and Repair Materials		80	\$42.42
<b>Owned Vacation Homes</b>		89	\$414.93
Mortgage Payment		92	\$187.27
Property Taxes		88	\$99.19
Homeowners Insurance		88	\$12.98
Maintenance and Remodeling		86	\$100.01
Property Management and Security		90	\$15.49
Housing While Attending School		97	\$79.41
<b>Household Operations</b>		93	\$1,465.09
Child Care		96	\$442.64
Care for Elderly or Handicapped		93	\$67.44
Appliance Rental and Repair		98	\$23.82
Computer Information Services		94	\$229.61
Home Security System Services		101	\$26.37
Non-Apparel Household Laundry/Dry Cleaning		12	\$4.41
Housekeeping Services		93	\$142.40
Lawn and Garden		96	\$400.00
Moving/Storage/Freight Express		85	\$51.54
PC Repair (Personal Use)		92	\$8.11
Reupholstering/Furniture Repair		95	\$7.51
Termite/Pest Control		102	\$24.84
Water Softening Services		97	\$5.46
Internet Services Away from Home		96	\$2.56
Voice Over IP Service		86	\$5.76
Other Home Services (1)		93	\$21.30

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	95	\$4,293.89	\$8,363,052
Bottled Gas	89	\$60.46	\$117,746
Electricity	97	\$1,636.92	\$3,188,176
Fuel Oil	76	\$85.66	\$166,830
Natural Gas	94	\$613.47	\$1,194,831
Telephone Services	94	\$1,356.78	\$2,642,554
Water and Other Public Services	98	\$536.32	\$1,044,568
Coal/Wood/Other Fuel	85	\$7.31	\$14,242
<b>Housekeeping Supplies</b>	95	\$663.35	\$1,291,992
Laundry and Cleaning Supplies	95	\$181.29	\$353,092
Postage and Stationery	93	\$190.31	\$370,660
Other HH Products (2)	95	\$292.44	\$569,567
<b>Household Textiles</b>	93	\$123.86	\$241,237
Bathroom Linens	93	\$16.60	\$32,323
Bedroom Linens	93	\$57.96	\$112,889
Kitchen and Dining Room Linens	95	\$2.94	\$5,719
Curtains and Draperies	92	\$26.58	\$51,767
Slipcovers, Decorative Pillows	95	\$4.05	\$7,894
Materials for Slipcovers/Curtains	93	\$14.25	\$27,752
Other Linens	92	\$1.61	\$3,143
<b>Furniture</b>	94	\$563.06	\$1,096,646
Mattresses and Box Springs	91	\$72.99	\$142,163
Other Bedroom Furniture	95	\$102.20	\$199,049
Sofas	92	\$139.05	\$270,822
Living Room Tables and Chairs	93	\$77.38	\$150,710
Kitchen, Dining Room Furniture	95	\$58.94	\$114,792
Infant Furniture	95	\$10.57	\$20,591
Outdoor Furniture	97	\$25.86	\$50,370
Wall Units, Cabinets, Other Furniture (3)	96	\$76.65	\$149,286
<b>Major Appliances</b>	95	\$288.97	\$562,807
Dishwashers and Disposals	95	\$25.95	\$50,543
Refrigerators and Freezers	97	\$79.23	\$154,310
Clothes Washers	97	\$48.58	\$94,623
Clothes Dryers	98	\$37.30	\$72,645
Cooking Stoves and Ovens	96	\$45.26	\$88,159
Microwave Ovens	91	\$11.68	\$22,744
Window Air Conditioners	86	\$6.05	\$11,777
Electric Floor Cleaning Equipment	90	\$20.31	\$39,556
Sewing Machines and Miscellaneous Appliances	92	\$14.91	\$29,040

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	95	\$71.60	\$139,459
Housewares	82	\$70.21	\$136,744
Small Appliances	93	\$30.37	\$59,160
Window Coverings	94	\$36.40	\$70,903
Lamps and Other Lighting Fixtures	95	\$22.33	\$43,501
Infant Equipment	26	\$5.21	\$10,140
Rental of Furniture	84	\$3.87	\$7,530
Laundry and Cleaning Equipment	95	\$21.12	\$41,127
Closet and Storage Items	18	\$4.59	\$8,945
Luggage	93	\$8.65	\$16,844
Clocks and Other Household Decoratives	27	\$55.02	\$107,169
Telephones and Accessories	63	\$26.70	\$52,007
Telephone Answering Devices	94	\$0.79	\$1,544
Grills and Outdoor Equipment	24	\$12.48	\$24,312
Power Tools	86	\$27.63	\$53,816
Hand Tools	89	\$9.17	\$17,854
Office Furniture/Equipment for Home Use	97	\$15.93	\$31,027
Computers and Hardware for Home Use	93	\$177.26	\$345,248
Software and Accessories for Home Use	92	\$26.35	\$51,315
Other Household Items (4)	93	\$96.29	\$187,540

**(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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# House and Home Expenditures

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

2010 Housing Summary		2010 Demographic Summary	
Housing Units	38,446	Population	91,614
2010-2015 Percent Change	4.84%	Households	35,555
Percent Occupied	92.5%	Families	24,898
Percent Owner HHS	73.0%	Median Age	37.9
Median Home Value	\$142,894	Median Household Income	\$63,742

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	120	\$14,149.27	\$503,073,672
Mortgage Interest	121	\$5,615.71	\$199,665,203
Mortgage Principal	121	\$2,389.33	\$84,952,034
Property Taxes	119	\$2,642.97	\$93,969,968
Homeowners Insurance	118	\$529.88	\$18,839,585
Ground Rent	108	\$78.18	\$2,779,570
Maintenance and Remodeling Services	119	\$2,369.89	\$84,260,774
Maintenance and Remodeling Materials	114	\$425.27	\$15,120,519
Property Management and Security	114	\$97.91	\$3,481,146
<b>Rented Dwellings</b>	96	\$3,292.31	\$117,057,179
Rent	96	\$3,124.07	\$111,075,537
Rent Received as Pay	88	\$80.90	\$2,876,430
Renters' Insurance	104	\$13.60	\$483,552
Maintenance and Repair Services	95	\$20.12	\$715,300
Maintenance and Repair Materials	101	\$53.62	\$1,906,359
<b>Owned Vacation Homes</b>	118	\$546.59	\$19,433,695
Mortgage Payment	120	\$243.92	\$8,672,595
Property Taxes	117	\$131.37	\$4,670,810
Homeowners Insurance	116	\$17.14	\$609,348
Maintenance and Remodeling	115	\$134.01	\$4,764,867
Property Management and Security	118	\$20.14	\$716,074
Housing While Attending School	123	\$99.81	\$3,548,894
<b>Household Operations</b>	114	\$1,796.95	\$63,890,005
Child Care	118	\$547.28	\$19,458,268
Care for Elderly or Handicapped	124	\$89.19	\$3,171,183
Appliance Rental and Repair	117	\$28.41	\$1,010,037
Computer Information Services	114	\$279.26	\$9,928,840
Home Security System Services	121	\$31.56	\$1,121,946
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.64	\$200,493
Housekeeping Services	116	\$178.32	\$6,340,015
Lawn and Garden	115	\$481.82	\$17,130,908
Moving/Storage/Freight Express	107	\$65.03	\$2,312,251
PC Repair (Personal Use)	110	\$9.68	\$344,346
Reupholstering/Furniture Repair	117	\$9.30	\$330,489
Termite/Pest Control	116	\$28.33	\$1,007,436
Water Softening Services	105	\$5.91	\$209,991
Internet Services Away from Home	116	\$3.11	\$110,499
Voice Over IP Service	114	\$7.58	\$269,639
Other Home Services (1)	116	\$26.47	\$941,015

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

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Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	113	\$5,117.46	\$181,950,041
Bottled Gas	98	\$66.61	\$2,368,251
Electricity	113	\$1,909.00	\$67,873,849
Fuel Oil	105	\$117.09	\$4,163,151
Natural Gas	118	\$768.42	\$27,321,058
Telephone Services	112	\$1,615.60	\$57,442,098
Water and Other Public Services	116	\$632.80	\$22,499,051
Coal/Wood/Other Fuel	94	\$8.10	\$287,936
<b>Housekeeping Supplies</b>	113	\$792.51	\$28,177,463
Laundry and Cleaning Supplies	112	\$213.86	\$7,603,569
Postage and Stationery	113	\$229.98	\$8,176,715
Other HH Products (2)	114	\$348.71	\$12,398,413
<b>Household Textiles</b>	114	\$151.40	\$5,383,111
Bathroom Linens	114	\$20.20	\$718,259
Bedroom Linens	114	\$70.67	\$2,512,664
Kitchen and Dining Room Linens	115	\$3.55	\$126,192
Curtains and Draperies	113	\$32.68	\$1,161,914
Slipcovers, Decorative Pillows	116	\$4.96	\$176,353
Materials for Slipcovers/Curtains	113	\$17.35	\$616,774
Other Linens	114	\$2.00	\$71,206
<b>Furniture</b>	115	\$691.81	\$24,596,978
Mattresses and Box Springs	111	\$88.81	\$3,157,667
Other Bedroom Furniture	114	\$122.76	\$4,364,701
Sofas	114	\$173.45	\$6,166,981
Living Room Tables and Chairs	115	\$95.54	\$3,396,917
Kitchen, Dining Room Furniture	116	\$72.12	\$2,564,346
Infant Furniture	117	\$13.05	\$464,124
Outdoor Furniture	122	\$32.56	\$1,157,552
Wall Units, Cabinets, Other Furniture (3)	118	\$93.54	\$3,325,865
<b>Major Appliances</b>	114	\$344.59	\$12,251,735
Dishwashers and Disposals	115	\$31.36	\$1,114,954
Refrigerators and Freezers	113	\$92.90	\$3,302,897
Clothes Washers	115	\$57.51	\$2,044,791
Clothes Dryers	116	\$44.37	\$1,577,696
Cooking Stoves and Ovens	115	\$54.30	\$1,930,571
Microwave Ovens	112	\$14.34	\$509,962
Window Air Conditioners	100	\$7.05	\$250,697
Electric Floor Cleaning Equipment	109	\$24.52	\$871,837
Sewing Machines and Miscellaneous Appliances	113	\$18.25	\$648,883

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	119	\$89.40	\$3,178,600
Housewares	100	\$86.07	\$3,060,214
Small Appliances	113	\$36.96	\$1,314,221
Window Coverings	119	\$46.08	\$1,638,442
Lamps and Other Lighting Fixtures	117	\$27.60	\$981,331
Infant Equipment	31	\$6.26	\$222,512
Rental of Furniture	97	\$4.51	\$160,386
Laundry and Cleaning Equipment	112	\$25.02	\$889,451
Closet and Storage Items	23	\$5.75	\$204,421
Luggage	117	\$10.87	\$386,603
Clocks and Other Household Decoratives	33	\$68.04	\$2,419,262
Telephones and Accessories	77	\$32.72	\$1,163,391
Telephone Answering Devices	113	\$0.95	\$33,605
Grills and Outdoor Equipment	30	\$15.71	\$558,656
Power Tools	104	\$33.27	\$1,182,820
Hand Tools	110	\$11.40	\$405,167
Office Furniture/Equipment for Home Use	119	\$19.43	\$690,774
Computers and Hardware for Home Use	114	\$218.41	\$7,765,496
Software and Accessories for Home Use	115	\$32.69	\$1,162,313
Other Household Items (4)	112	\$116.38	\$4,137,762

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Downtown New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,939	1,998
Households		692	716
Families		518	532
Median Household Income		\$50,564	\$57,350
Males per 100 Females		101.1	102.1
<b>Population By Age</b>			
Population <5 Years		8.0%	7.8%
Population 5-17 Years		20.0%	19.4%
Population 65+ Years		9.7%	11.6%
Median Age		34.2	34.9
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	86	\$3,192.71	\$2,209,673
<b>Medical Care</b>	85	\$1,525.20	\$1,055,588
Physician Services	86	\$194.25	\$134,443
Dental Services	85	\$275.03	\$190,350
Eyecare Services	86	\$43.08	\$29,818
Lab Tests, X-Rays	87	\$47.78	\$33,065
Hospital Room and Hospital Services	87	\$118.97	\$82,337
Convalescent or Nursing Home Care	76	\$17.53	\$12,132
Other Medical services (1)	84	\$93.61	\$64,790
Nonprescription Drugs	85	\$87.47	\$60,537
Prescription Drugs	86	\$429.44	\$297,213
Nonprescription Vitamins	85	\$47.86	\$33,123
Medicare Prescription Drug Premium	80	\$39.73	\$27,496
Eyeglasses and Contact Lenses	85	\$65.47	\$45,314
Hearing Aids	77	\$16.85	\$11,660
Medical Equipment for General Use	88	\$5.55	\$3,840
Other Medical Supplies (2)	85	\$43.46	\$30,076
<b>Health Insurance</b>	86	\$1,665.24	\$1,152,507
Blue Cross/Blue Shield	89	\$499.25	\$345,531
Commercial Health Insurance	87	\$326.81	\$226,182
Health Maintenance Organization	86	\$286.93	\$198,587
Medicare Payments	82	\$339.23	\$234,784
Long Term Care Insurance	85	\$70.71	\$48,940
Other Health Insurance (3)	83	\$139.82	\$96,770

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,534	5,664
Households		1,948	2,005
Families		1,492	1,528
Median Household Income		\$53,478	\$60,088
Males per 100 Females		98.3	98.3
<b>Population By Age</b>			
Population <5 Years		7.2%	6.9%
Population 5-17 Years		18.0%	17.5%
Population 65+ Years		10.6%	12.7%
Median Age		36.0	36.5
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	94	\$3,492.62	\$6,802,463
<b>Medical Care</b>	94	\$1,681.11	\$3,274,232
Physician Services	95	\$215.27	\$419,270
Dental Services	93	\$301.37	\$586,977
Eyecare Services	96	\$47.76	\$93,023
Lab Tests, X-Rays	97	\$53.64	\$104,469
Hospital Room and Hospital Services	97	\$133.54	\$260,100
Convalescent or Nursing Home Care	79	\$18.19	\$35,429
Other Medical services (1)	95	\$106.40	\$207,235
Nonprescription Drugs	93	\$95.81	\$186,597
Prescription Drugs	94	\$468.51	\$912,506
Nonprescription Vitamins	93	\$52.50	\$102,256
Medicare Prescription Drug Premium	85	\$42.45	\$82,683
Eyeglasses and Contact Lenses	95	\$72.88	\$141,937
Hearing Aids	82	\$17.77	\$34,601
Medical Equipment for General Use	100	\$6.31	\$12,295
Other Medical Supplies (2)	94	\$48.04	\$93,560
<b>Health Insurance</b>	94	\$1,813.27	\$3,531,642
Blue Cross/Blue Shield	96	\$540.35	\$1,052,424
Commercial Health Insurance	98	\$367.69	\$716,132
Health Maintenance Organization	94	\$313.38	\$610,364
Medicare Payments	88	\$363.42	\$707,818
Long Term Care Insurance	93	\$77.92	\$151,768
Other Health Insurance (3)	90	\$152.40	\$296,824

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Downtown New Richmond  
 220 Front St, New Richmond, OH, 45157  
 Drive Time: 20 minutes

www.ClermontCountyOhio.biz  
 Latitude: 38.95138  
 Longitude: -84.28392

Demographic Summary		2010	2015
Population		91,614	94,566
Households		35,555	36,861
Families		24,898	25,597
Median Household Income		\$63,742	\$72,297
Males per 100 Females		93.9	93.9
<b>Population By Age</b>			
Population <5 Years		6.9%	6.8%
Population 5-17 Years		17.7%	17.6%
Population 65+ Years		12.4%	14.0%
Median Age		37.9	38.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	112	\$4,189.87	\$148,969,780
<b>Medical Care</b>	112	\$2,014.02	\$71,607,799
Physician Services	113	\$257.24	\$9,145,948
Dental Services	114	\$369.51	\$13,137,771
Eyecare Services	114	\$57.07	\$2,029,114
Lab Tests, X-Rays	113	\$62.42	\$2,219,149
Hospital Room and Hospital Services	114	\$156.65	\$5,569,657
Convalescent or Nursing Home Care	104	\$23.92	\$850,394
Other Medical services (1)	115	\$128.77	\$4,578,310
Nonprescription Drugs	110	\$113.33	\$4,029,425
Prescription Drugs	111	\$553.75	\$19,688,333
Nonprescription Vitamins	112	\$63.35	\$2,252,313
Medicare Prescription Drug Premium	103	\$51.25	\$1,822,118
Eyeglasses and Contact Lenses	116	\$89.04	\$3,165,824
Hearing Aids	101	\$21.99	\$782,017
Medical Equipment for General Use	118	\$7.44	\$264,632
Other Medical Supplies (2)	114	\$58.27	\$2,071,714
<b>Health Insurance</b>	113	\$2,175.94	\$77,365,013
Blue Cross/Blue Shield	115	\$643.98	\$22,896,538
Commercial Health Insurance	118	\$441.99	\$15,714,978
Health Maintenance Organization	114	\$380.55	\$13,530,323
Medicare Payments	105	\$434.34	\$15,442,957
Long Term Care Insurance	113	\$94.34	\$3,354,092
Other Health Insurance (3)	107	\$180.83	\$6,429,324

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,939	1,998
Households		692	716
Families		518	532
Median Age		34.2	34.9
Median Household Income		\$50,564	\$57,350
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		85	\$362,937
Admission to Movies, Theater, Opera, Ballet		83	\$87,455
Admission to Sporting Events, excl.Trips		88	\$36,332
Fees for Participant Sports, excl.Trips		85	\$63,049
Fees for Recreational Lessons		85	\$80,598
Membership Fees for Social/Recreation/Civic Clubs		84	\$95,103
Dating Services		75	\$400
Rental of Video Cassettes and DVDs		84	\$23,852
<b>Toys &amp; Games</b>		87	\$87,735
Toys and Playground Equipment		87	\$85,135
Play Arcade Pinball/Video Games		88	\$1,151
Online Entertainment and Games		82	\$1,321
<b>Recreational Vehicles and Fees</b>		81	\$181,495
Docking and Landing Fees for Boats and Planes		87	\$4,251
Camp Fees		87	\$17,298
Purchase of RVs or Boats		80	\$154,967
Rental of RVs or Boats		79	\$4,705
<b>Sports, Recreation and Exercise Equipment</b>		68	\$84,720
Exercise Equipment and Gear, Game Tables		73	\$41,325
Bicycles		80	\$11,025
Camping Equipment		34	\$3,448
Hunting and Fishing Equipment		52	\$13,810
Winter Sports Equipment		73	\$3,279
Water Sports Equipment		84	\$3,891
Other Sports Equipment		84	\$5,512
Rental/Repair of Sports/Recreation/Exercise Equipment		83	\$2,305
<b>Photographic Equipment and Supplies</b>		84	\$60,439
Film		85	\$4,328
Film Processing		84	\$13,075
Photographic Equipment		83	\$24,600
Photographer Fees/Other Supplies & Equip Rental/Repair		86	\$18,367
<b>Reading</b>		84	\$90,003
Magazine/Newspaper Subscriptions		85	\$37,153
Magazine/Newspaper Single Copies		84	\$11,110
Books		83	\$41,609

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,534	5,664
Households		1,948	2,005
Families		1,492	1,528
Median Age		36.0	36.5
Median Household Income		\$53,478	\$60,088
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		94	\$1,128,583
Admission to Movies, Theater, Opera, Ballet		92	\$272,005
Admission to Sporting Events, excl.Trips		98	\$113,112
Fees for Participant Sports, excl.Trips		95	\$198,228
Fees for Recreational Lessons		93	\$247,892
Membership Fees for Social/Recreation/Civic Clubs		93	\$296,191
Dating Services		77	\$1,156
Rental of Video Cassettes and DVDs		94	\$75,116
<b>Toys &amp; Games</b>		95	\$269,569
Toys and Playground Equipment		95	\$262,396
Play Arcade Pinball/Video Games		92	\$3,397
Online Entertainment and Games		90	\$4,050
<b>Recreational Vehicles and Fees</b>		90	\$567,191
Docking and Landing Fees for Boats and Planes		93	\$12,852
Camp Fees		93	\$52,221
Purchase of RVs or Boats		90	\$487,736
Rental of RVs or Boats		90	\$14,991
<b>Sports, Recreation and Exercise Equipment</b>		75	\$264,335
Exercise Equipment and Gear, Game Tables		81	\$128,630
Bicycles		91	\$34,960
Camping Equipment		39	\$10,860
Hunting and Fishing Equipment		58	\$43,131
Winter Sports Equipment		83	\$10,460
Water Sports Equipment		91	\$11,864
Other Sports Equipment		95	\$17,455
Rental/Repair of Sports/Recreation/Exercise Equipment		93	\$7,250
<b>Photographic Equipment and Supplies</b>		94	\$189,941
Film		93	\$13,367
Film Processing		94	\$40,908
Photographic Equipment		93	\$77,727
Photographer Fees/Other Supplies & Equip Rental/Repair		97	\$58,092
<b>Reading</b>		92	\$277,141
Magazine/Newspaper Subscriptions		93	\$115,057
Magazine/Newspaper Single Copies		89	\$33,387
Books		92	\$128,989

**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 New Richmond  
220 Front St, New Richmond, OH, 45157  
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 38.95138  
Longitude: -84.28392

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		91,614	94,566
Households		35,555	36,861
Families		24,898	25,597
Median Age		37.9	38.0
Median Household Income		\$63,742	\$72,297
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	118	\$732.64	\$26,048,732
Admission to Movies, Theater, Opera, Ballet	116	\$175.37	\$6,235,125
Admission to Sporting Events, excl.Trips	122	\$72.36	\$2,572,834
Fees for Participant Sports, excl.Trips	118	\$125.89	\$4,475,981
Fees for Recreational Lessons	120	\$164.29	\$5,841,319
Membership Fees for Social/Recreation/Civic Clubs	118	\$193.92	\$6,894,648
Dating Services	105	\$0.81	\$28,825
Rental of Video Cassettes and DVDs	114	\$46.99	\$1,670,802
<b>Toys &amp; Games</b>	115	\$166.73	\$5,927,924
Toys and Playground Equipment	115	\$162.03	\$5,760,834
Play Arcade Pinball/Video Games	112	\$2.12	\$75,298
Online Entertainment and Games	112	\$2.59	\$92,064
<b>Recreational Vehicles and Fees</b>	108	\$350.38	\$12,457,596
Docking and Landing Fees for Boats and Planes	121	\$8.56	\$304,245
Camp Fees	121	\$34.91	\$1,241,161
Purchase of RVs or Boats	107	\$297.15	\$10,565,212
Rental of RVs or Boats	114	\$9.78	\$347,561
<b>Sports, Recreation and Exercise Equipment</b>	91	\$165.15	\$5,871,835
Exercise Equipment and Gear, Game Tables	97	\$79.71	\$2,834,070
Bicycles	116	\$22.99	\$817,325
Camping Equipment	47	\$6.80	\$241,940
Hunting and Fishing Equipment	67	\$25.84	\$918,788
Winter Sports Equipment	106	\$6.86	\$243,729
Water Sports Equipment	111	\$7.42	\$263,979
Other Sports Equipment	117	\$11.04	\$392,557
Rental/Repair of Sports/Recreation/Exercise Equipment	112	\$4.49	\$159,730
<b>Photographic Equipment and Supplies</b>	116	\$120.07	\$4,268,886
Film	111	\$8.16	\$290,297
Film Processing	114	\$25.70	\$913,811
Photographic Equipment	116	\$49.86	\$1,772,834
Photographer Fees/Other Supplies & Equip Rental/Repair	118	\$36.34	\$1,292,108
<b>Reading</b>	115	\$177.47	\$6,309,858
Magazine/Newspaper Subscriptions	116	\$73.26	\$2,604,717
Magazine/Newspaper Single Copies	111	\$21.21	\$754,184
Books	115	\$83.01	\$2,951,245

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

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

March 27, 2012

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