



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

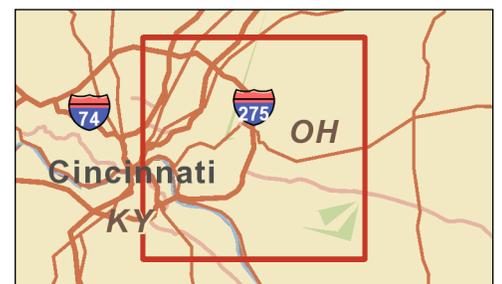
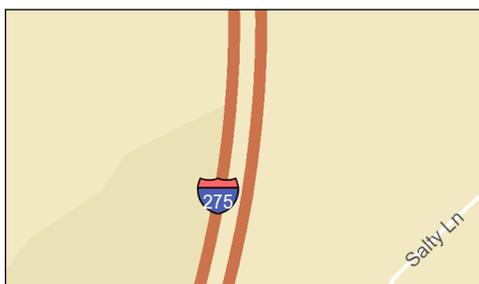
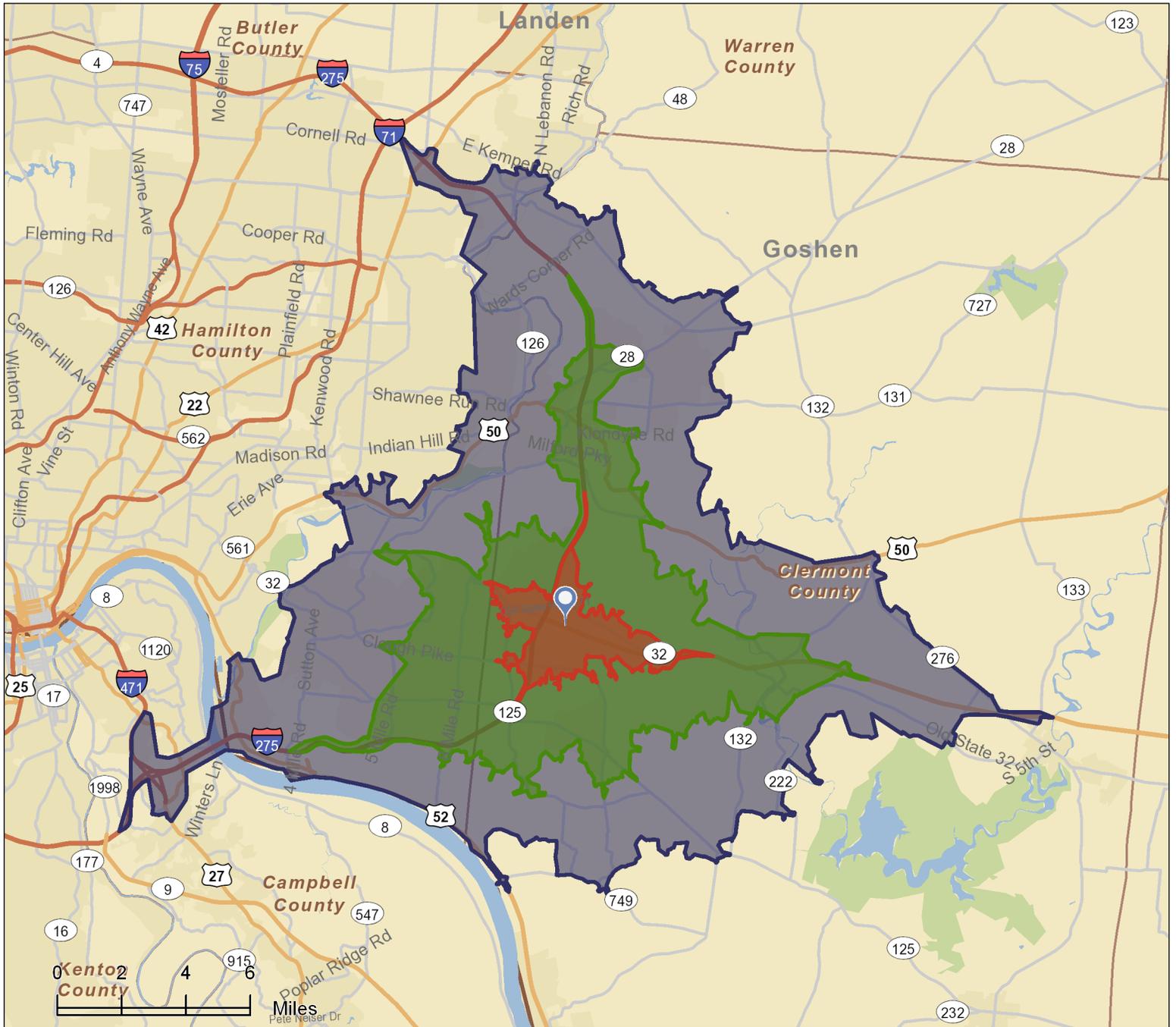
Site Map

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drivetime: 5, 10, 15 Minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417



March 27, 2012

Made with Esri Business Analyst



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Market Profile

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Population Summary			
2000 Total Population	7,987	71,811	171,115
2000 Group Quarters	98	559	1,910
2010 Total Population	8,540	78,453	185,777
2015 Total Population	8,828	81,521	193,032
2010-2015 Annual Rate	0.67%	0.77%	0.77%
Household Summary			
2000 Households	3,612	27,955	66,063
2000 Average Household Size	2.18	2.55	2.56
2010 Households	3,960	30,913	72,371
2010 Average Household Size	2.13	2.52	2.54
2015 Households	4,124	32,232	75,386
2015 Average Household Size	2.12	2.51	2.53
2010-2015 Annual Rate	0.82%	0.84%	0.82%
2000 Families	2,217	19,593	47,059
2000 Average Family Size	2.78	3.07	3.07
2010 Families	2,352	21,191	50,590
2010 Average Family Size	2.73	3.05	3.06
2015 Families	2,419	21,912	52,337
2015 Average Family Size	2.72	3.05	3.06
2010-2015 Annual Rate	0.56%	0.67%	0.68%
Housing Unit Summary			
2000 Housing Units	3,802	29,085	68,881
Owner Occupied Housing Units	52.8%	65.0%	70.4%
Renter Occupied Housing Units	42.6%	31.0%	25.6%
Vacant Housing Units	4.6%	4.0%	4.0%
2010 Housing Units	4,274	32,991	77,549
Owner Occupied Housing Units	50.6%	62.3%	66.8%
Renter Occupied Housing Units	42.1%	31.5%	26.5%
Vacant Housing Units	7.3%	6.3%	6.7%
2015 Housing Units	4,519	34,795	81,579
Owner Occupied Housing Units	49.6%	61.5%	66.2%
Renter Occupied Housing Units	41.7%	31.1%	26.2%
Vacant Housing Units	8.7%	7.4%	7.6%
Median Household Income			
2000	\$42,630	\$50,983	\$54,368
2010	\$58,690	\$65,806	\$68,566
2015	\$64,967	\$75,004	\$77,695
Median Home Value			
2000	\$113,279	\$125,705	\$133,077
2010	\$141,689	\$150,701	\$156,602
2015	\$156,748	\$165,337	\$171,207
Per Capita Income			
2000	\$21,160	\$24,527	\$27,634
2010	\$29,247	\$31,337	\$33,686
2015	\$32,756	\$34,882	\$37,492
Median Age			
2000	33.6	34.6	36.0
2010	34.8	35.8	37.9
2015	35.3	35.8	37.7

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

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

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2000 Households by Income			
Household Income Base	3,571	27,994	65,983
<\$15,000	13.0%	10.2%	9.5%
\$15,000 - \$24,999	13.1%	10.2%	9.5%
\$25,000 - \$34,999	13.8%	11.9%	11.0%
\$35,000 - \$49,999	18.0%	16.5%	15.2%
\$50,000 - \$74,999	22.9%	22.8%	22.1%
\$75,000 - \$99,999	10.9%	13.6%	13.8%
\$100,000 - \$149,999	6.0%	10.3%	11.5%
\$150,000 - \$199,999	1.8%	2.6%	3.5%
\$200,000+	0.4%	2.0%	3.8%
Average Household Income	\$50,361	\$62,626	\$71,556
2010 Households by Income			
Household Income Base	3,960	30,913	72,369
<\$15,000	9.3%	7.3%	6.7%
\$15,000 - \$24,999	7.3%	6.2%	6.2%
\$25,000 - \$34,999	9.7%	7.3%	7.2%
\$35,000 - \$49,999	14.8%	14.4%	13.4%
\$50,000 - \$74,999	23.6%	22.2%	21.2%
\$75,000 - \$99,999	18.4%	19.1%	18.3%
\$100,000 - \$149,999	11.7%	16.3%	17.2%
\$150,000 - \$199,999	3.3%	4.0%	4.9%
\$200,000+	1.9%	3.3%	5.0%
Average Household Income	\$67,533	\$79,179	\$86,290
2015 Households by Income			
Household Income Base	4,124	32,233	75,387
<\$15,000	8.1%	6.3%	5.7%
\$15,000 - \$24,999	5.9%	4.7%	4.6%
\$25,000 - \$34,999	7.0%	5.1%	5.0%
\$35,000 - \$49,999	10.8%	10.4%	9.7%
\$50,000 - \$74,999	26.2%	23.5%	22.2%
\$75,000 - \$99,999	19.3%	19.6%	18.8%
\$100,000 - \$149,999	15.9%	21.5%	22.1%
\$150,000 - \$199,999	4.4%	5.0%	6.0%
\$200,000+	2.3%	3.9%	5.9%
Average Household Income	\$75,221	\$87,820	\$95,805
2000 Owner Occupied Housing Units by Value			
Total	2,013	18,966	48,462
<\$50,000	0.6%	2.8%	3.0%
\$50,000 - \$99,999	38.4%	26.5%	24.0%
\$100,000 - \$149,999	37.9%	37.5%	32.8%
\$150,000 - \$199,999	15.2%	18.8%	18.4%
\$200,000 - \$299,999	7.1%	11.0%	13.3%
\$300,000 - \$499,999	0.9%	2.7%	6.0%
\$500,000 - \$999,999	0.0%	0.6%	2.1%
\$1,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$125,080	\$142,274	\$167,335
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	1,579	8,932	17,457
With Cash Rent	98.0%	97.5%	96.9%
No Cash Rent	2.0%	2.5%	3.1%
Median Rent	\$469	\$504	\$497
Average Rent	\$515	\$537	\$521

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

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

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2000 Population by Age			
Total	7,984	71,808	171,119
0 - 4	7.5%	7.9%	7.4%
5 - 9	6.6%	7.7%	7.6%
10 - 14	6.2%	7.3%	7.7%
15 - 24	15.0%	13.1%	12.1%
25 - 34	17.0%	14.6%	13.4%
35 - 44	16.3%	17.1%	17.3%
45 - 54	13.2%	14.0%	15.0%
55 - 64	7.6%	8.1%	8.4%
65 - 74	5.1%	5.5%	5.9%
75 - 84	3.7%	3.5%	3.8%
85 +	1.7%	1.2%	1.4%
18 +	76.2%	72.9%	72.9%
2010 Population by Age			
Total	8,541	78,453	185,779
0 - 4	7.4%	7.7%	7.2%
5 - 9	6.3%	7.2%	7.0%
10 - 14	6.0%	7.0%	7.2%
15 - 24	14.4%	13.0%	12.4%
25 - 34	16.1%	14.1%	12.5%
35 - 44	14.1%	13.9%	13.7%
45 - 54	14.1%	14.9%	15.7%
55 - 64	11.0%	11.2%	12.2%
65 - 74	5.3%	6.0%	6.4%
75 - 84	3.5%	3.5%	3.9%
85 +	1.7%	1.6%	1.9%
18 +	76.9%	74.0%	74.4%
2015 Population by Age			
Total	8,828	81,520	193,035
0 - 4	7.3%	7.6%	7.1%
5 - 9	6.3%	7.2%	7.0%
10 - 14	6.2%	7.2%	7.3%
15 - 24	14.5%	13.1%	12.3%
25 - 34	15.3%	13.8%	12.7%
35 - 44	14.1%	13.5%	13.0%
45 - 54	13.1%	13.6%	14.3%
55 - 64	11.4%	11.8%	12.6%
65 - 74	6.7%	7.3%	8.1%
75 - 84	3.5%	3.5%	3.8%
85 +	1.5%	1.5%	1.8%
18 +	76.8%	74.1%	74.6%
2000 Population by Sex			
Males	49.0%	48.5%	48.5%
Females	51.0%	51.5%	51.5%
2010 Population by Sex			
Males	49.0%	48.4%	48.5%
Females	51.0%	51.6%	51.5%
2015 Population by Sex			
Males	48.9%	48.3%	48.5%
Females	51.1%	51.7%	51.5%

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

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2000 Population by Race/Ethnicity			
Total	7,987	71,810	171,115
White Alone	95.8%	96.0%	96.1%
Black Alone	1.1%	1.2%	1.3%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	1.6%	1.5%	1.3%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	0.9%	0.9%	0.8%
Hispanic Origin	1.3%	1.0%	1.0%
Diversity Index	10.5	9.7	9.5
2010 Population by Race/Ethnicity			
Total	8,541	78,453	185,778
White Alone	94.0%	94.4%	94.6%
Black Alone	1.8%	1.8%	1.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	2.2%	1.9%	1.7%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.3%	1.2%	1.2%
Hispanic Origin	2.1%	1.7%	1.7%
Diversity Index	15.1	13.9	13.4
2015 Population by Race/Ethnicity			
Total	8,829	81,521	193,032
White Alone	93.2%	93.6%	93.9%
Black Alone	2.0%	2.1%	2.1%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	2.5%	2.2%	1.9%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	1.5%	1.4%	1.3%
Hispanic Origin	2.5%	2.1%	2.1%
Diversity Index	17.3	15.9	15.4
2000 Population 3+ by School Enrollment			
Total	7,631	68,385	163,734
Enrolled in Nursery/Preschool	2.0%	2.5%	2.5%
Enrolled in Kindergarten	1.3%	1.3%	1.5%
Enrolled in Grade 1-8	11.6%	12.9%	13.1%
Enrolled in Grade 9-12	4.8%	5.9%	6.2%
Enrolled in College	4.5%	3.8%	3.8%
Enrolled in Grad/Prof School	0.4%	0.9%	0.9%
Not Enrolled in School	75.4%	72.8%	72.1%
2010 Population 25+ by Educational Attainment			
Total	5,620	51,088	122,940
Less Than 9th Grade	2.5%	2.2%	2.1%
9th to 12th Grade, No Diploma	8.5%	6.6%	6.1%
High School Graduate	31.8%	28.5%	26.0%
Some College, No Degree	23.8%	20.2%	19.4%
Associate Degree	10.0%	9.5%	9.0%
Bachelor's Degree	16.2%	21.7%	23.7%
Graduate/Professional Degree	7.2%	11.2%	13.6%

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

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

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2010 Population 15+ by Marital Status			
Total	6,854	61,268	146,025
Never Married	29.1%	25.7%	24.8%
Married	51.1%	57.6%	59.4%
Widowed	5.9%	5.5%	5.6%
Divorced	14.0%	11.3%	10.2%
2000 Population 16+ by Employment Status			
Total	6,244	54,338	129,736
In Labor Force	72.2%	71.6%	70.4%
Civilian Employed	69.1%	69.2%	68.2%
Civilian Unemployed	3.0%	2.4%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	27.8%	28.4%	29.6%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.8%	89.3%	90.3%
Civilian Unemployed	13.2%	10.7%	9.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.1%	91.3%	92.1%
Civilian Unemployed	10.9%	8.7%	7.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,205	28,422	68,014
Own Children < 6 Only	8.8%	9.4%	8.8%
Employed/in Armed Forces	5.6%	6.3%	5.7%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	3.0%	2.8%	2.8%
Own Children <6 and 6-17 Only	5.5%	6.8%	6.6%
Employed/in Armed Forces	3.1%	3.7%	3.6%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.4%	3.0%	2.9%
Own Children 6-17 Only	17.1%	19.1%	19.7%
Employed/in Armed Forces	12.0%	14.3%	15.0%
Unemployed	0.7%	0.4%	0.3%
Not in Labor Force	4.4%	4.4%	4.4%
No Own Children < 18	68.5%	64.7%	64.9%
Employed/in Armed Forces	40.1%	37.3%	35.9%
Unemployed	1.8%	1.5%	1.2%
Not in Labor Force	26.6%	25.9%	27.8%
2010 Employed Population 16+ by Industry			
Total	4,260	38,593	91,443
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.7%	5.1%	4.8%
Manufacturing	11.3%	11.0%	10.7%
Wholesale Trade	5.0%	3.7%	3.8%
Retail Trade	15.2%	13.2%	12.4%
Transportation/Utilities	4.2%	4.1%	3.8%
Information	2.0%	2.0%	2.0%
Finance/Insurance/Real Estate	6.7%	8.2%	8.5%
Services	47.0%	49.1%	50.8%
Public Administration	3.0%	3.5%	3.1%

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

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2010 Employed Population 16+ by Occupation			
Total	4,258	38,594	91,449
White Collar	58.0%	67.3%	70.3%
Management/Business/Financial	14.7%	17.0%	18.4%
Professional	17.4%	23.4%	25.2%
Sales	10.9%	12.5%	13.0%
Administrative Support	14.9%	14.4%	13.7%
Services	18.9%	15.0%	14.3%
Blue Collar	23.1%	17.7%	15.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.4%	3.7%	3.5%
Installation/Maintenance/Repair	5.7%	3.5%	3.4%
Production	6.9%	5.4%	4.4%
Transportation/Material Moving	6.1%	4.9%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
Total	4,222	36,846	87,024
Drove Alone - Car, Truck, or Van	84.5%	84.7%	84.8%
Carpooled - Car, Truck, or Van	9.2%	8.9%	8.3%
Public Transportation	2.3%	1.9%	1.8%
Walked	1.1%	1.1%	1.1%
Other Means	1.1%	0.5%	0.6%
Worked at Home	1.9%	2.8%	3.4%
2000 Workers 16+ by Travel Time to Work			
Total	4,223	36,844	87,025
Did not Work at Home	98.1%	97.2%	96.6%
Less than 5 minutes	1.7%	2.2%	2.2%
5 to 9 minutes	8.5%	9.0%	8.2%
10 to 19 minutes	26.6%	23.5%	23.9%
20 to 24 minutes	12.7%	13.9%	15.8%
25 to 34 minutes	29.4%	29.3%	27.8%
35 to 44 minutes	8.9%	9.7%	8.6%
45 to 59 minutes	6.4%	6.2%	6.7%
60 to 89 minutes	2.9%	2.1%	2.1%
90 or more minutes	1.1%	1.3%	1.3%
Worked at Home	1.9%	2.8%	3.4%
Average Travel Time to Work (in min)	24.8	25.0	25.0
2000 Households by Vehicles Available			
Total	3,600	27,990	66,072
None	7.3%	5.3%	5.1%
1	33.4%	28.9%	27.9%
2	41.1%	46.5%	45.9%
3	11.9%	14.1%	15.6%
4	4.4%	3.8%	4.0%
5+	2.0%	1.4%	1.6%
Average Number of Vehicles Available	1.8	1.9	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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2000 Households by Type			
Total	3,612	27,955	66,063
Family Households	61.4%	70.1%	71.2%
Married-couple Family	47.8%	56.5%	59.0%
With Related Children	23.0%	28.6%	29.8%
Other Family (No Spouse)	13.5%	13.5%	12.2%
With Related Children	9.1%	9.2%	8.1%
Nonfamily Households	38.6%	29.9%	28.8%
Householder Living Alone	31.2%	24.8%	24.2%
Householder Not Living Alone	7.4%	5.2%	4.6%
Households with Related Children	32.1%	37.9%	37.9%
Households with Persons 65+	17.1%	18.9%	20.1%
2000 Households by Size			
Total	3,612	27,955	66,063
1 Person Household	31.2%	24.8%	24.2%
2 Person Household	33.1%	32.7%	33.1%
3 Person Household	16.4%	17.8%	17.3%
4 Person Household	12.4%	15.8%	16.2%
5 Person Household	5.0%	6.4%	6.7%
6 Person Household	1.5%	1.9%	2.0%
7 + Person Household	0.4%	0.6%	0.6%
2000 Households by Year Householder Moved In			
Total	3,601	27,991	66,072
Moved in 1999 to March 2000	27.8%	21.7%	19.0%
Moved in 1995 to 1998	33.8%	31.7%	30.0%
Moved in 1990 to 1994	14.8%	17.0%	17.7%
Moved in 1980 to 1989	10.4%	13.9%	15.7%
Moved in 1970 to 1979	7.3%	9.2%	9.3%
Moved in 1969 or Earlier	5.9%	6.5%	8.4%
Median Year Householder Moved In	1996	1995	1995
2000 Housing Units by Units in Structure			
Total	3,780	29,144	68,894
1, Detached	50.9%	62.2%	68.4%
1, Attached	7.2%	6.7%	5.1%
2	0.4%	0.6%	0.9%
3 or 4	2.1%	2.0%	2.9%
5 to 9	9.0%	7.3%	5.9%
10 to 19	14.4%	11.4%	8.9%
20 +	15.8%	7.9%	6.0%
Mobile Home	0.3%	1.8%	1.9%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,778	29,145	68,895
1999 to March 2000	1.9%	1.8%	2.1%
1995 to 1998	9.4%	9.1%	8.5%
1990 to 1994	14.4%	12.6%	10.4%
1980 to 1989	23.1%	19.0%	17.3%
1970 to 1979	24.3%	24.6%	21.8%
1969 or Earlier	26.8%	32.9%	39.9%
Median Year Structure Built	1980	1977	1975

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5, 10, 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Top 3 Tapestry Segments			
1.	Main Street, USA	Sophisticated Squires	Sophisticated Squires
2.	Young and Restless	Enterprising Professionals	Suburban Splendor
3.	Up and Coming Families	Up and Coming Families	Cozy and Comfortable
2010 Consumer Spending			
Apparel & Services: Total \$	\$6,726,974	\$59,816,632	\$151,192,912
Average Spent	\$1,698.53	\$1,935.03	\$2,089.14
Spending Potential Index	71	81	87
Computers & Accessories: Total \$	\$891,458	\$7,946,341	\$20,003,772
Average Spent	\$225.09	\$257.06	\$276.41
Spending Potential Index	102	117	126
Education: Total \$	\$4,844,347	\$44,461,123	\$114,808,261
Average Spent	\$1,223.18	\$1,438.29	\$1,586.39
Spending Potential Index	100	118	130
Entertainment/Recreation: Total \$	\$12,444,799	\$114,901,625	\$294,381,231
Average Spent	\$3,142.26	\$3,716.99	\$4,067.68
Spending Potential Index	97	115	126
Food at Home: Total \$	\$17,420,108	\$154,760,281	\$390,739,904
Average Spent	\$4,398.50	\$5,006.38	\$5,399.14
Spending Potential Index	98	112	121
Food Away from Home: Total \$	\$12,886,580	\$114,815,428	\$289,290,843
Average Spent	\$3,253.81	\$3,714.20	\$3,997.34
Spending Potential Index	101	115	124
Health Care: Total \$	\$13,093,572	\$123,544,062	\$320,535,091
Average Spent	\$3,306.07	\$3,996.56	\$4,429.07
Spending Potential Index	89	107	119
HH Furnishings & Equipment: Total \$	\$6,910,930	\$64,031,322	\$164,057,823
Average Spent	\$1,744.98	\$2,071.37	\$2,266.91
Spending Potential Index	85	101	110
Investments: Total \$	\$5,662,671	\$55,453,860	\$149,873,271
Average Spent	\$1,429.80	\$1,793.89	\$2,070.91
Spending Potential Index	82	103	119
Retail Goods: Total \$	\$90,816,471	\$830,718,950	\$2,115,668,290
Average Spent	\$22,930.77	\$26,873.16	\$29,233.73
Spending Potential Index	92	108	118
Shelter: Total \$	\$63,088,596	\$570,264,672	\$1,449,817,023
Average Spent	\$15,929.60	\$18,447.65	\$20,033.18
Spending Potential Index	101	117	127
TV/Video/Audio: Total \$	\$4,876,429	\$43,419,684	\$109,485,278
Average Spent	\$1,231.28	\$1,404.60	\$1,512.84
Spending Potential Index	99	113	122
Travel: Total \$	\$7,049,673	\$67,149,565	\$175,135,647
Average Spent	\$1,780.01	\$2,172.24	\$2,419.98
Spending Potential Index	94	115	128
Vehicle Maintenance & Repairs: Total \$	\$3,641,265	\$33,057,916	\$83,970,188
Average Spent	\$919.40	\$1,069.40	\$1,160.28
Spending Potential Index	98	113	123

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

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

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

March 27, 2012

Made with Esri Business Analyst



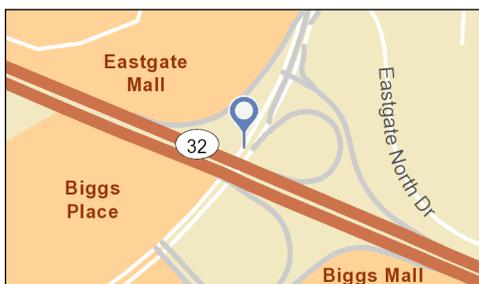
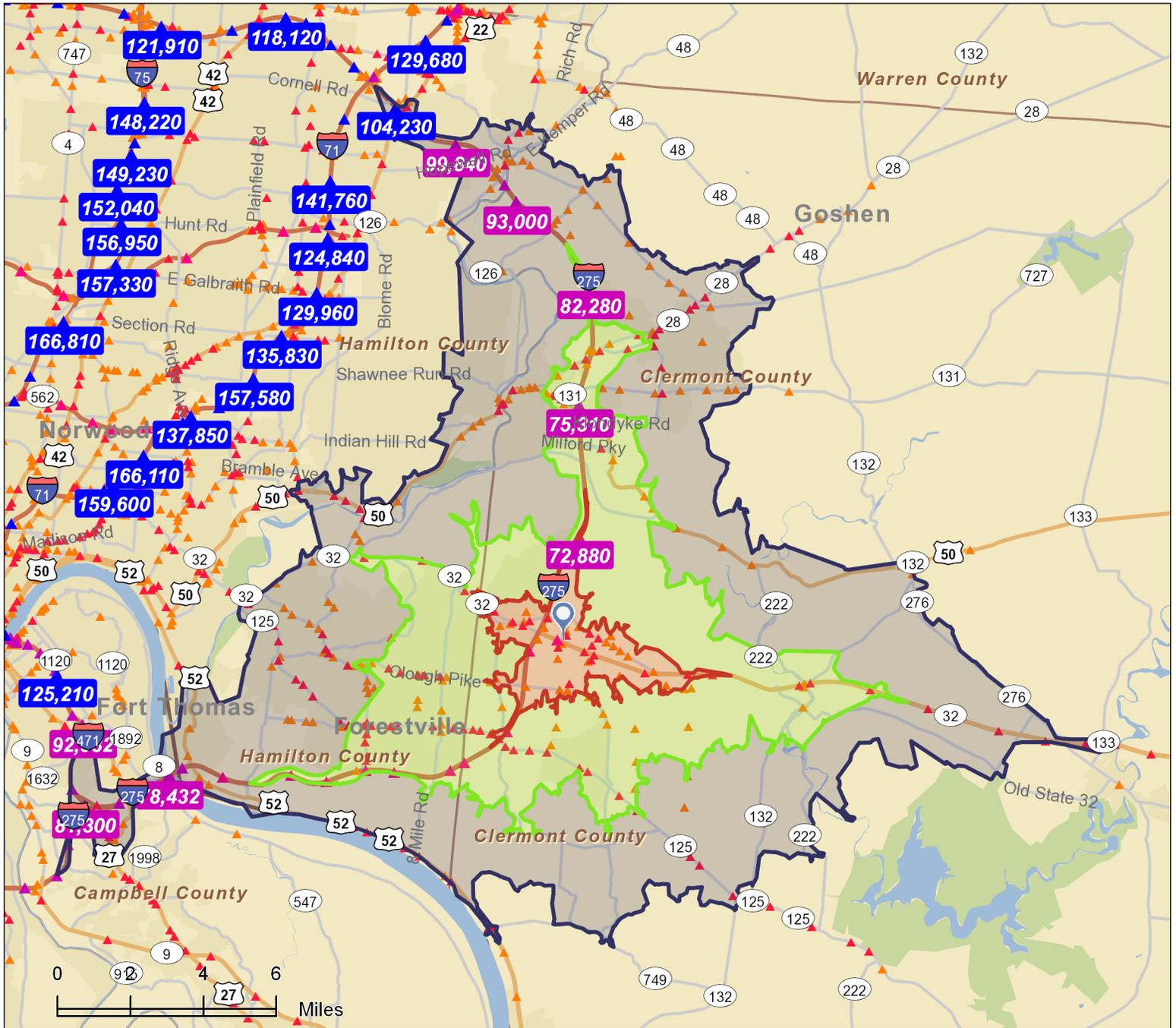
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

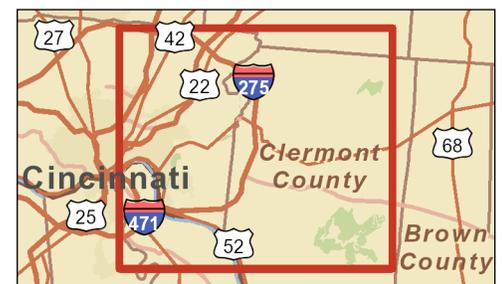
Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5, 10, 15 Minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417



- 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

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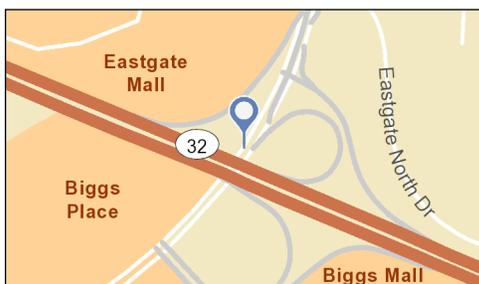
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5, 10, 15 Minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417



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

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Business Summary

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5, 10, 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Data for all businesses in area	0 - 5 minutes		0 - 10 minutes		0 - 15 minutes	
Total Businesses:	709		3,140		6,404	
Total Employees:	10,967		37,902		75,349	
Total Residential Population:	8,540		78,453		185,777	
Employee/Residential Population Ratio:	1.28		0.48		0.41	

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	1.6%	121	1.1%	74	2.4%	422	1.1%	179	2.8%	917	1.2%
Construction	38	5.3%	171	1.6%	281	9.0%	1,302	3.4%	630	9.8%	3,066	4.1%
Manufacturing	13	1.8%	47	0.4%	114	3.6%	2,731	7.2%	256	4.0%	8,844	11.7%
Transportation	13	1.8%	905	8.3%	63	2.0%	1,099	2.9%	129	2.0%	1,655	2.2%
Communication	8	1.2%	16	0.1%	23	0.7%	65	0.2%	32	0.5%	104	0.1%
Utility	1	0.2%	61	0.6%	7	0.2%	110	0.3%	11	0.2%	158	0.2%
Wholesale Trade	35	4.9%	1,220	11.1%	157	5.0%	2,440	6.4%	315	4.9%	3,723	4.9%
Retail Trade Summary	235	33.1%	5,139	46.9%	744	23.7%	13,632	36.0%	1,402	21.9%	20,911	27.8%
Home Improvement	6	0.8%	50	0.5%	40	1.3%	630	1.7%	103	1.6%	1,355	1.8%
General Merchandise Stores	9	1.2%	1,208	11.0%	31	1.0%	2,077	5.5%	47	0.7%	2,524	3.4%
Food Stores	16	2.3%	887	8.1%	55	1.8%	2,068	5.5%	126	2.0%	3,329	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	23	3.2%	295	2.7%	99	3.2%	1,178	3.1%	181	2.8%	1,778	2.4%
Apparel & Accessory Stores	36	5.1%	314	2.9%	52	1.7%	403	1.1%	70	1.1%	469	0.6%
Furniture & Home Furnishings	24	3.4%	273	2.5%	84	2.7%	1,200	3.2%	156	2.4%	1,846	2.5%
Eating & Drinking Places	64	9.0%	1,550	14.1%	207	6.6%	4,329	11.4%	379	5.9%	7,176	9.5%
Miscellaneous Retail	57	8.0%	563	5.1%	175	5.6%	1,746	4.6%	340	5.3%	2,434	3.2%
Finance, Insurance, Real Estate Summary	70	9.8%	435	4.0%	352	11.2%	2,422	6.4%	709	11.1%	5,698	7.6%
Banks, Savings & Lending Institutions	22	3.1%	108	1.0%	92	2.9%	616	1.6%	169	2.6%	1,055	1.4%
Securities Brokers	6	0.9%	11	0.1%	40	1.3%	133	0.4%	78	1.2%	206	0.3%
Insurance Carriers & Agents	14	2.0%	158	1.4%	83	2.7%	569	1.5%	178	2.8%	2,539	3.4%
Real Estate, Holding, Other Investment Offices	27	3.8%	158	1.4%	137	4.4%	1,105	2.9%	284	4.4%	1,897	2.5%
Services Summary	260	36.7%	2,720	24.8%	1,183	37.7%	12,210	32.2%	2,434	38.0%	27,121	36.0%
Hotels & Lodging	5	0.7%	171	1.6%	12	0.4%	256	0.7%	22	0.3%	343	0.5%
Automotive Services	25	3.5%	110	1.0%	96	3.1%	517	1.4%	189	2.9%	902	1.2%
Motion Pictures & Amusements	28	3.9%	200	1.8%	96	3.1%	642	1.7%	198	3.1%	1,871	2.5%
Health Services	46	6.5%	537	4.9%	194	6.2%	3,105	8.2%	362	5.7%	7,311	9.7%
Legal Services	7	1.0%	34	0.3%	46	1.5%	218	0.6%	70	1.1%	286	0.4%
Education Institutions & Libraries	11	1.5%	541	4.9%	53	1.7%	2,231	5.9%	133	2.1%	5,796	7.7%
Other Services	139	19.6%	1,127	10.3%	685	21.8%	5,241	13.8%	1,460	22.8%	10,613	14.1%
Government	12	1.7%	123	1.1%	77	2.4%	1,445	3.8%	166	2.6%	3,089	4.1%
Other	13	1.9%	9	0.1%	66	2.1%	25	0.1%	140	2.2%	64	0.1%
Totals	709	100%	10,967	100%	3,140	100%	37,902	100%	6,404	100%	75,349	100%

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

March 27, 2012

Made with Esri Business Analyst



Business Summary

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5, 10, 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
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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%	3	0.1%	12	0.0%	16	0.3%	44	0.1%
Mining	1	0.1%	3	0.0%	3	0.1%	13	0.0%	6	0.1%	21	0.0%
Utilities	0	0.0%	0	0.0%	3	0.1%	18	0.0%	3	0.1%	23	0.0%
Construction	40	5.7%	181	1.7%	294	9.4%	1,369	3.6%	663	10.3%	3,197	4.2%
Manufacturing	15	2.1%	52	0.5%	124	4.0%	2,775	7.3%	269	4.2%	8,510	11.3%
Wholesale Trade	33	4.6%	1,171	10.7%	146	4.7%	2,207	5.8%	296	4.6%	3,456	4.6%
Retail Trade	167	23.5%	3,577	32.6%	522	16.6%	9,227	24.3%	983	15.4%	13,563	18.0%
Motor Vehicle & Parts Dealers	15	2.1%	264	2.4%	71	2.3%	1,038	2.7%	125	2.0%	1,491	2.0%
Furniture & Home Furnishings Stores	12	1.7%	186	1.7%	33	1.1%	294	0.8%	58	0.9%	416	0.6%
Electronics & Appliance Stores	9	1.3%	72	0.7%	41	1.3%	882	2.3%	75	1.2%	1,377	1.8%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.8%	50	0.5%	39	1.2%	626	1.7%	100	1.6%	1,301	1.7%
Food & Beverage Stores	13	1.9%	896	8.2%	45	1.4%	2,024	5.3%	111	1.7%	3,272	4.3%
Health & Personal Care Stores	14	2.0%	100	0.9%	46	1.5%	572	1.5%	76	1.2%	826	1.1%
Gasoline Stations	8	1.1%	31	0.3%	28	0.9%	140	0.4%	57	0.9%	286	0.4%
Clothing & Clothing Accessories Stores	45	6.3%	375	3.4%	66	2.1%	501	1.3%	94	1.5%	598	0.8%
Sport Goods, Hobby, Book, & Music Stores	18	2.5%	252	2.3%	38	1.2%	334	0.9%	79	1.2%	451	0.6%
General Merchandise Stores	9	1.2%	1,208	11.0%	31	1.0%	2,077	5.5%	47	0.7%	2,524	3.4%
Miscellaneous Store Retailers	16	2.2%	126	1.2%	76	2.4%	569	1.5%	147	2.3%	833	1.1%
Nonstore Retailers	3	0.4%	18	0.2%	6	0.2%	170	0.4%	14	0.2%	187	0.2%
Transportation & Warehousing	11	1.6%	871	7.9%	57	1.8%	1,076	2.8%	120	1.9%	1,580	2.1%
Information	14	2.0%	109	1.0%	55	1.8%	289	0.8%	110	1.7%	946	1.3%
Finance & Insurance	42	6.0%	277	2.5%	215	6.9%	1,317	3.5%	428	6.7%	3,819	5.1%
Central Bank/Credit Intermediation & Related Activities	22	3.1%	108	1.0%	92	2.9%	616	1.6%	168	2.6%	1,055	1.4%
Securities, Commodity Contracts & Other Financial	6	0.9%	11	0.1%	40	1.3%	133	0.4%	79	1.2%	206	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	14	2.0%	158	1.4%	83	2.7%	569	1.5%	181	2.8%	2,557	3.4%
Real Estate, Rental & Leasing	32	4.5%	168	1.5%	164	5.2%	1,203	3.2%	320	5.0%	2,008	2.7%
Professional, Scientific & Tech Services	63	8.9%	422	3.9%	303	9.7%	2,389	6.3%	622	9.7%	4,137	5.5%
Legal Services	11	1.6%	46	0.4%	57	1.8%	266	0.7%	88	1.4%	353	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	18	0.0%	8	0.1%	87	0.1%
Administrative & Support & Waste Management & Remediation	28	3.9%	241	2.2%	146	4.7%	823	2.2%	322	5.0%	1,625	2.2%
Educational Services	14	2.0%	540	4.9%	70	2.2%	2,243	5.9%	158	2.5%	5,917	7.9%
Health Care & Social Assistance	58	8.2%	1,003	9.1%	244	7.8%	4,089	10.8%	463	7.2%	9,575	12.7%
Arts, Entertainment & Recreation	21	2.9%	156	1.4%	64	2.0%	525	1.4%	148	2.3%	1,923	2.6%
Accommodation & Food Services	72	10.1%	1,730	15.8%	224	7.1%	4,605	12.2%	409	6.4%	7,561	10.0%
Accommodation	5	0.7%	171	1.6%	12	0.4%	256	0.7%	22	0.3%	343	0.5%
Food Services & Drinking Places	67	9.4%	1,559	14.2%	212	6.7%	4,349	11.5%	388	6.1%	7,218	9.6%
Other Services (except Public Administration)	70	9.9%	287	2.6%	353	11.2%	2,167	5.7%	747	11.7%	4,126	5.5%
Automotive Repair & Maintenance	20	2.8%	100	0.9%	71	2.3%	440	1.2%	147	2.3%	775	1.0%
Public Administration	12	1.7%	123	1.1%	77	2.4%	1,445	3.8%	166	2.6%	3,089	4.1%
Unclassified Establishments	15	2.1%	56	0.5%	70	2.2%	93	0.2%	146	2.3%	141	0.2%
Total	709	100%	10,967	100%	3,140	100%	37,902	100%	6,404	100%	75,349	100%

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Summary Demographics

2010 Population	8,540
2010 Households	3,960
2010 Median Disposable Income	\$45,686
2010 Per Capita Income	\$29,245

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	\$100,292,291	\$431,337,674	\$-331,045,383	-62.3	238
Total Retail Trade	44-45	\$85,381,061	\$365,222,922	\$-279,841,861	-62.1	170
Total Food & Drink	722	\$14,911,230	\$66,114,752	\$-51,203,522	-63.2	67

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,166,219	\$40,107,931	\$-19,941,712	-33.1	13
Automobile Dealers	4411	\$17,217,557	\$26,501,488	\$-9,283,931	-21.2	4
Other Motor Vehicle Dealers	4412	\$1,354,709	\$10,383,515	\$-9,028,807	-76.9	3
Auto Parts, Accessories & Tire Stores	4413	\$1,593,953	\$3,222,927	\$-1,628,974	-33.8	7
Furniture & Home Furnishings Stores	442	\$1,406,306	\$20,189,942	\$-18,783,636	-87.0	11
Furniture Stores	4421	\$734,723	\$18,790,616	\$-18,055,893	-92.5	9
Home Furnishings Stores	4422	\$671,583	\$1,399,326	\$-727,743	-35.1	2
Electronics & Appliance Stores	4431	\$3,560,871	\$9,378,783	\$-5,817,912	-45.0	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,051,070	\$2,166,840	\$884,231	16.9	7
Bldg Material & Supplies Dealers	4441	\$2,885,016	\$1,822,411	\$1,062,606	22.6	5
Lawn & Garden Equip & Supply Stores	4442	\$166,054	\$344,429	\$-178,375	-34.9	2
Food & Beverage Stores	445	\$15,266,988	\$112,135,061	\$-96,868,074	-76.0	13
Grocery Stores	4451	\$14,627,111	\$109,667,868	\$-95,040,757	-76.5	10
Specialty Food Stores	4452	\$218,136	\$688,274	\$-470,137	-51.9	1
Beer, Wine & Liquor Stores	4453	\$421,741	\$1,778,919	\$-1,357,179	-61.7	1
Health & Personal Care Stores	446,4461	\$1,658,823	\$10,012,559	\$-8,353,735	-71.6	17
Gasoline Stations	447,4471	\$14,288,738	\$24,610,107	\$-10,321,369	-26.5	7
Clothing & Clothing Accessories Stores	448	\$2,524,654	\$22,201,357	\$-19,676,703	-79.6	45
Clothing Stores	4481	\$1,833,324	\$16,625,106	\$-14,791,782	-80.1	27
Shoe Stores	4482	\$410,395	\$2,745,501	\$-2,335,106	-74.0	9
Jewelry, Luggage & Leather Goods Stores	4483	\$280,935	\$2,830,749	\$-2,549,815	-81.9	9
Sporting Goods, Hobby, Book & Music Stores	451	\$408,490	\$8,529,343	\$-8,120,852	-90.9	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$313,241	\$4,986,195	\$-4,672,954	-88.2	14
Book, Periodical & Music Stores	4512	\$95,250	\$3,543,148	\$-3,447,898	-94.8	4
General Merchandise Stores	452	\$14,077,108	\$103,934,822	\$-89,857,713	-76.1	8
Department Stores Excluding Leased Depts.	4521	\$6,055,423	\$52,605,081	\$-46,549,658	-79.4	5
Other General Merchandise Stores	4529	\$8,021,686	\$51,329,741	\$-43,308,056	-73.0	4
Miscellaneous Store Retailers	453	\$1,172,268	\$4,276,081	\$-3,103,812	-57.0	19
Florists	4531	\$61,204	\$101,118	\$-39,914	-24.6	2
Office Supplies, Stationery & Gift Stores	4532	\$400,576	\$2,307,872	\$-1,907,295	-70.4	10
Used Merchandise Stores	4533	\$28,318	\$127,358	\$-99,040	-63.6	2
Other Miscellaneous Store Retailers	4539	\$682,170	\$1,739,732	\$-1,057,562	-43.7	6
Nonstore Retailers	454	\$7,799,524	\$7,680,096	\$119,428	0.8	3
Electronic Shopping & Mail-Order Houses	4541	\$7,377,376	\$7,578,480	\$-201,104	-1.3	2
Vending Machine Operators	4542	\$11,403	\$93,706	\$-82,304	-78.3	1
Direct Selling Establishments	4543	\$410,746	\$7,910	\$402,836	96.2	0
Food Services & Drinking Places	722	\$14,911,230	\$66,114,752	\$-51,203,522	-63.2	67
Full-Service Restaurants	7221	\$5,290,096	\$19,849,983	\$-14,559,887	-57.9	26
Limited-Service Eating Places	7222	\$8,284,784	\$42,807,869	\$-34,523,085	-67.6	34
Special Food Services	7223	\$1,047,275	\$2,730,526	\$-1,683,251	-44.6	3
Drinking Places - Alcoholic Beverages	7224	\$289,075	\$726,375	\$-437,299	-43.1	4

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>.

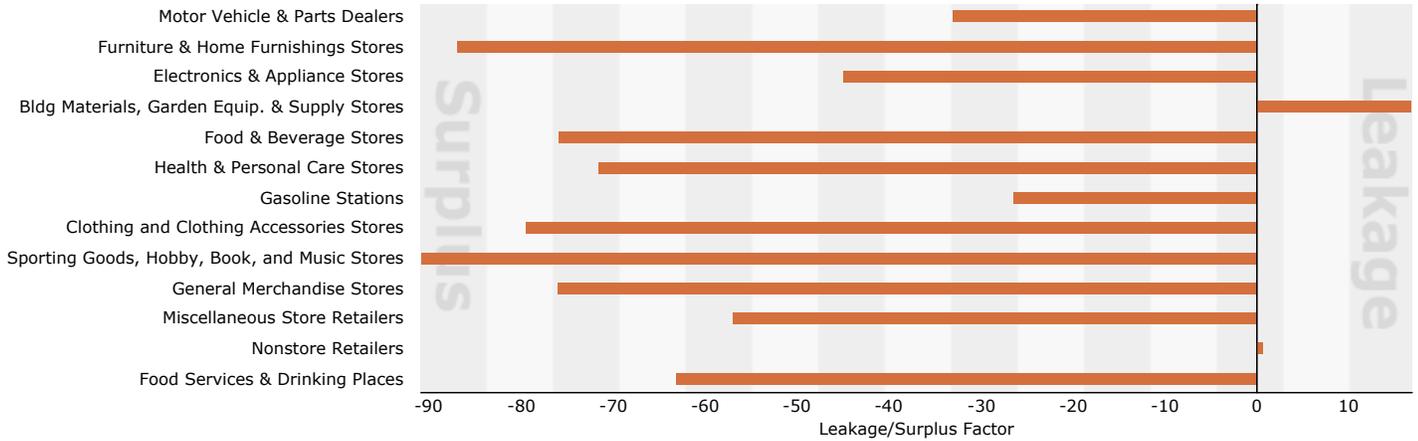
Source: Esri and Infogroup

March 27, 2012

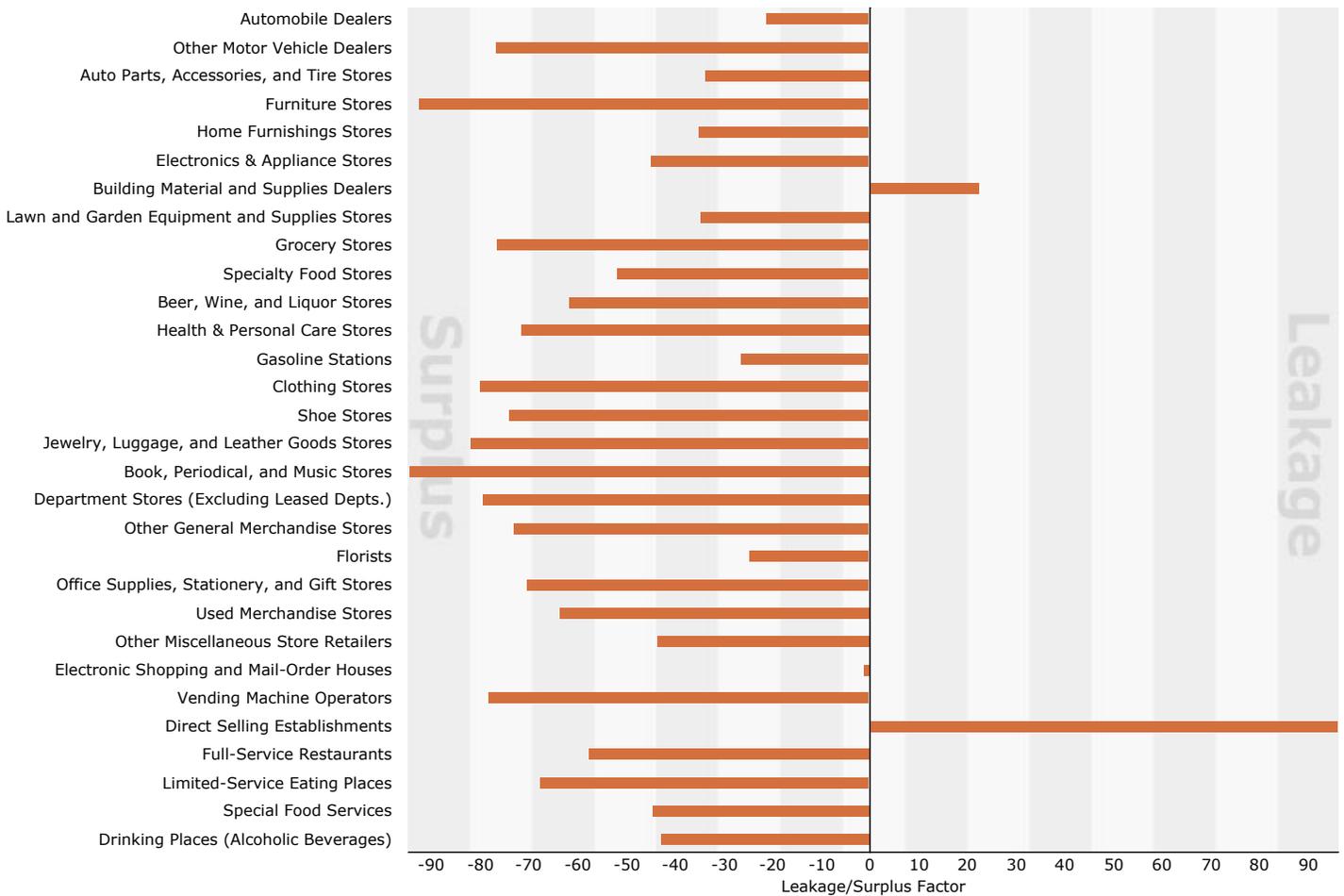
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Summary Demographics

2010 Population	78,453
2010 Households	30,913
2010 Median Disposable Income	\$51,348
2010 Per Capita Income	\$31,337

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	\$905,216,738	\$1,318,238,928	\$-413,022,190	-18.6	732
Total Retail Trade	44-45	\$770,997,439	\$1,130,913,963	\$-359,916,524	-18.9	520
Total Food & Drink	722	\$134,219,299	\$187,324,964	\$-53,105,665	-16.5	212

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$183,432,299	\$228,168,068	\$-44,735,769	-10.9	63
Automobile Dealers	4411	\$156,280,171	\$189,721,409	\$-33,441,238	-9.7	30
Other Motor Vehicle Dealers	4412	\$12,947,538	\$26,355,452	\$-13,407,914	-34.1	9
Auto Parts, Accessories & Tire Stores	4413	\$14,204,590	\$12,091,207	\$2,113,383	8.0	25
Furniture & Home Furnishings Stores	442	\$16,249,970	\$29,763,926	\$-13,513,956	-29.4	31
Furniture Stores	4421	\$9,129,601	\$22,798,226	\$-13,668,625	-42.8	19
Home Furnishings Stores	4422	\$7,120,369	\$6,965,700	\$154,669	1.1	12
Electronics & Appliance Stores	4431	\$32,267,406	\$70,150,363	\$-37,882,957	-37.0	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,572,383	\$57,977,260	\$-28,404,877	-32.4	39
Bldg Material & Supplies Dealers	4441	\$27,848,482	\$56,671,311	\$-28,822,829	-34.1	29
Lawn & Garden Equip & Supply Stores	4442	\$1,723,901	\$1,305,948	\$417,952	13.8	10
Food & Beverage Stores	445	\$136,238,840	\$244,054,837	\$-107,815,997	-28.4	42
Grocery Stores	4451	\$128,949,414	\$237,024,855	\$-108,075,441	-29.5	27
Specialty Food Stores	4452	\$2,781,531	\$3,298,089	\$-516,558	-8.5	10
Beer, Wine & Liquor Stores	4453	\$4,507,895	\$3,731,893	\$776,003	9.4	5
Health & Personal Care Stores	446,4461	\$19,071,515	\$40,214,281	\$-21,142,767	-35.7	49
Gasoline Stations	447,4471	\$125,513,612	\$99,053,871	\$26,459,742	11.8	26
Clothing & Clothing Accessories Stores	448	\$27,160,522	\$29,375,254	\$-2,214,732	-3.9	67
Clothing Stores	4481	\$20,092,288	\$20,975,498	\$-883,210	-2.2	40
Shoe Stores	4482	\$3,802,904	\$3,973,471	\$-170,567	-2.2	12
Jewelry, Luggage & Leather Goods Stores	4483	\$3,265,331	\$4,426,285	\$-1,160,954	-15.1	15
Sporting Goods, Hobby, Book & Music Stores	451	\$5,779,214	\$11,757,691	\$-5,978,477	-34.1	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,925,197	\$7,901,594	\$-3,976,398	-33.6	36
Book, Periodical & Music Stores	4512	\$1,854,017	\$3,856,097	\$-2,002,079	-35.1	4
General Merchandise Stores	452	\$123,728,317	\$225,789,959	\$-102,061,642	-29.2	32
Department Stores Excluding Leased Depts.	4521	\$50,871,319	\$110,685,204	\$-59,813,885	-37.0	13
Other General Merchandise Stores	4529	\$72,856,998	\$115,104,755	\$-42,247,757	-22.5	18
Miscellaneous Store Retailers	453	\$12,939,947	\$18,671,463	\$-5,731,516	-18.1	83
Florists	4531	\$906,915	\$1,004,106	\$-97,190	-5.1	10
Office Supplies, Stationery & Gift Stores	4532	\$4,837,380	\$11,963,037	\$-7,125,657	-42.4	26
Used Merchandise Stores	4533	\$524,486	\$1,030,992	\$-506,507	-32.6	17
Other Miscellaneous Store Retailers	4539	\$6,671,165	\$4,673,328	\$1,997,838	17.6	29
Nonstore Retailers	454	\$59,043,414	\$75,936,992	\$-16,893,578	-12.5	6
Electronic Shopping & Mail-Order Houses	4541	\$49,287,009	\$75,476,173	\$-26,189,163	-21.0	4
Vending Machine Operators	4542	\$1,257,017	\$155,427	\$1,101,591	78.0	1
Direct Selling Establishments	4543	\$8,499,387	\$305,393	\$8,193,995	93.1	1
Food Services & Drinking Places	722	\$134,219,299	\$187,324,964	\$-53,105,665	-16.5	212
Full-Service Restaurants	7221	\$51,551,659	\$58,737,853	\$-7,186,194	-6.5	93
Limited-Service Eating Places	7222	\$70,188,989	\$121,824,133	\$-51,635,144	-26.9	101
Special Food Services	7223	\$9,539,842	\$5,131,334	\$4,408,507	30.0	8
Drinking Places - Alcoholic Beverages	7224	\$2,938,809	\$1,631,643	\$1,307,166	28.6	9

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

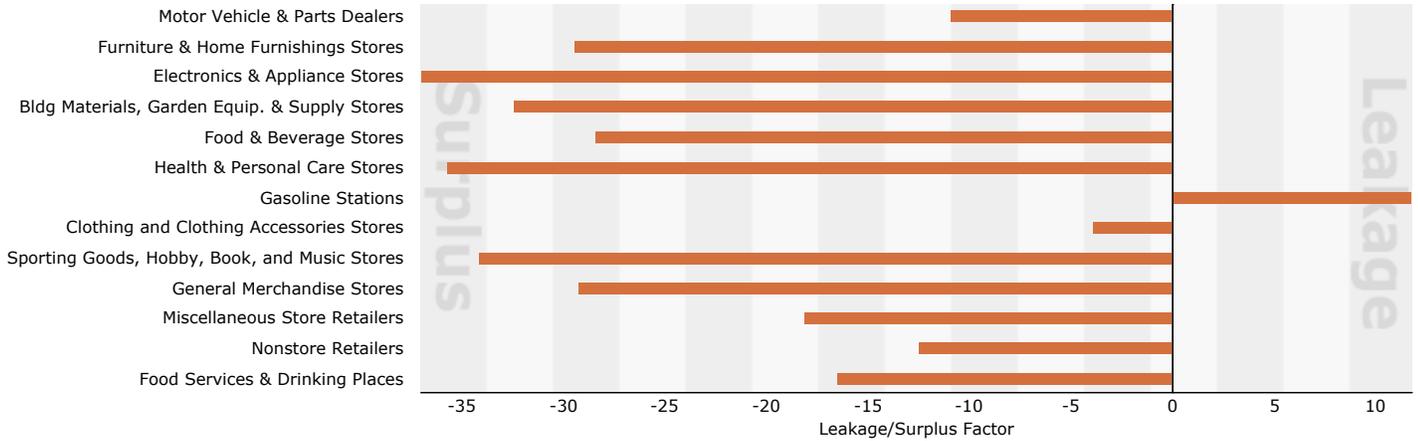
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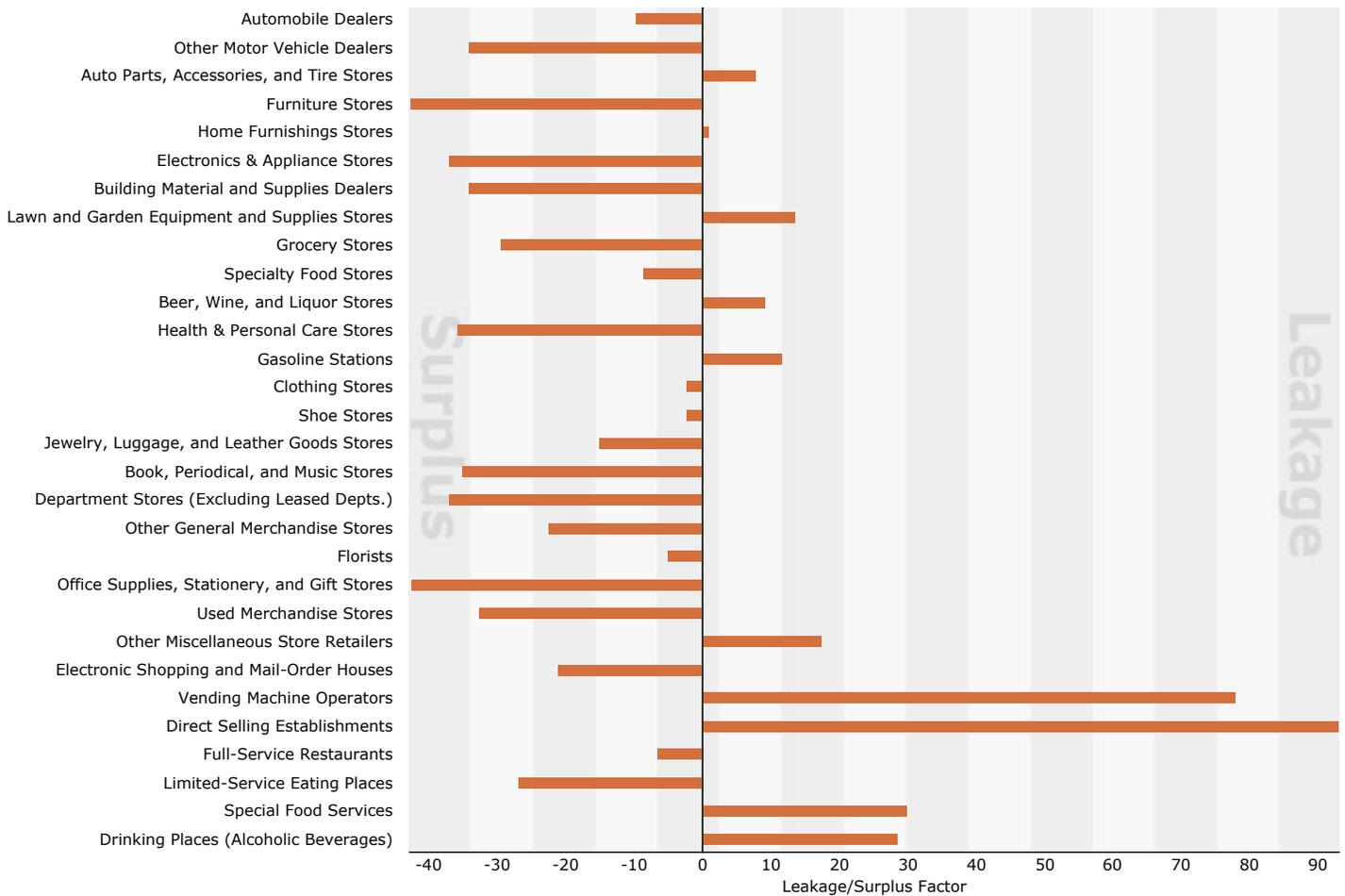
Retail MarketPlace Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Summary Demographics

2010 Population	185,777
2010 Households	72,371
2010 Median Disposable Income	\$52,945
2010 Per Capita Income	\$33,686

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,290,395,693	\$1,999,732,003	\$290,663,690	6.8	1,369
Total Retail Trade	44-45	\$1,950,357,745	\$1,682,954,307	\$267,403,438	7.4	977
Total Food & Drink	722	\$340,037,948	\$316,777,696	\$23,260,252	3.5	392

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$462,310,011	\$336,820,947	\$125,489,064	15.7	113
Automobile Dealers	4411	\$392,833,718	\$286,546,660	\$106,287,058	15.6	50
Other Motor Vehicle Dealers	4412	\$33,501,737	\$29,948,551	\$3,553,187	5.6	18
Auto Parts, Accessories & Tire Stores	4413	\$35,974,556	\$20,325,736	\$15,648,819	27.8	45
Furniture & Home Furnishings Stores	442	\$44,892,142	\$41,552,497	\$3,339,644	3.9	55
Furniture Stores	4421	\$25,763,574	\$26,495,370	\$-731,796	-1.4	27
Home Furnishings Stores	4422	\$19,128,567	\$15,057,127	\$4,071,440	11.9	29
Electronics & Appliance Stores	4431	\$81,413,783	\$118,067,054	\$-36,653,271	-18.4	73
Bldg Materials, Garden Equip. & Supply Stores	444	\$77,695,676	\$89,849,479	\$-12,153,803	-7.3	97
Bldg Material & Supplies Dealers	4441	\$73,072,529	\$82,694,190	\$-9,621,661	-6.2	68
Lawn & Garden Equip & Supply Stores	4442	\$4,623,147	\$7,155,289	\$-2,532,142	-21.5	29
Food & Beverage Stores	445	\$345,155,774	\$386,063,269	\$-40,907,495	-5.6	105
Grocery Stores	4451	\$324,820,126	\$368,773,148	\$-43,953,022	-6.3	62
Specialty Food Stores	4452	\$7,891,350	\$8,136,358	\$-245,009	-1.5	25
Beer, Wine & Liquor Stores	4453	\$12,444,298	\$9,153,763	\$3,290,535	15.2	19
Health & Personal Care Stores	446,4461	\$52,672,502	\$64,824,718	\$-12,152,216	-10.3	82
Gasoline Stations	447,4471	\$313,063,002	\$195,931,707	\$117,131,295	23.0	53
Clothing & Clothing Accessories Stores	448	\$73,231,563	\$37,433,154	\$35,798,410	32.3	97
Clothing Stores	4481	\$54,405,000	\$25,009,212	\$29,395,788	37.0	59
Shoe Stores	4482	\$9,713,056	\$6,255,556	\$3,457,500	21.7	14
Jewelry, Luggage & Leather Goods Stores	4483	\$9,113,507	\$6,168,386	\$2,945,121	19.3	24
Sporting Goods, Hobby, Book & Music Stores	451	\$16,770,904	\$16,309,635	\$461,269	1.4	83
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,068,335	\$10,762,528	\$305,808	1.4	73
Book, Periodical & Music Stores	4512	\$5,702,568	\$5,547,107	\$155,461	1.4	10
General Merchandise Stores	452	\$309,565,679	\$288,715,353	\$20,850,326	3.5	46
Department Stores Excluding Leased Depts.	4521	\$125,512,212	\$136,922,143	\$-11,409,931	-4.3	16
Other General Merchandise Stores	4529	\$184,053,467	\$151,793,210	\$32,260,257	9.6	29
Miscellaneous Store Retailers	453	\$35,199,617	\$26,948,294	\$8,251,323	13.3	158
Florists	4531	\$2,678,029	\$2,266,367	\$411,661	8.3	26
Office Supplies, Stationery & Gift Stores	4532	\$13,497,323	\$13,615,958	\$-118,634	-0.4	40
Used Merchandise Stores	4533	\$1,604,215	\$1,644,899	\$-40,683	-1.3	30
Other Miscellaneous Store Retailers	4539	\$17,420,050	\$9,421,070	\$7,998,980	29.8	62
Nonstore Retailers	454	\$138,387,093	\$80,438,201	\$57,948,892	26.5	15
Electronic Shopping & Mail-Order Houses	4541	\$107,345,554	\$76,488,683	\$30,856,871	16.8	6
Vending Machine Operators	4542	\$4,265,591	\$406,384	\$3,859,207	82.6	3
Direct Selling Establishments	4543	\$26,775,949	\$3,543,134	\$23,232,815	76.6	6
Food Services & Drinking Places	722	\$340,037,948	\$316,777,696	\$23,260,252	3.5	392
Full-Service Restaurants	7221	\$134,485,476	\$114,432,742	\$20,052,734	8.1	183
Limited-Service Eating Places	7222	\$172,876,900	\$177,094,809	\$-4,217,909	-1.2	170
Special Food Services	7223	\$24,715,910	\$21,061,980	\$3,653,930	8.0	19
Drinking Places - Alcoholic Beverages	7224	\$7,959,661	\$4,188,166	\$3,771,496	31.0	20

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

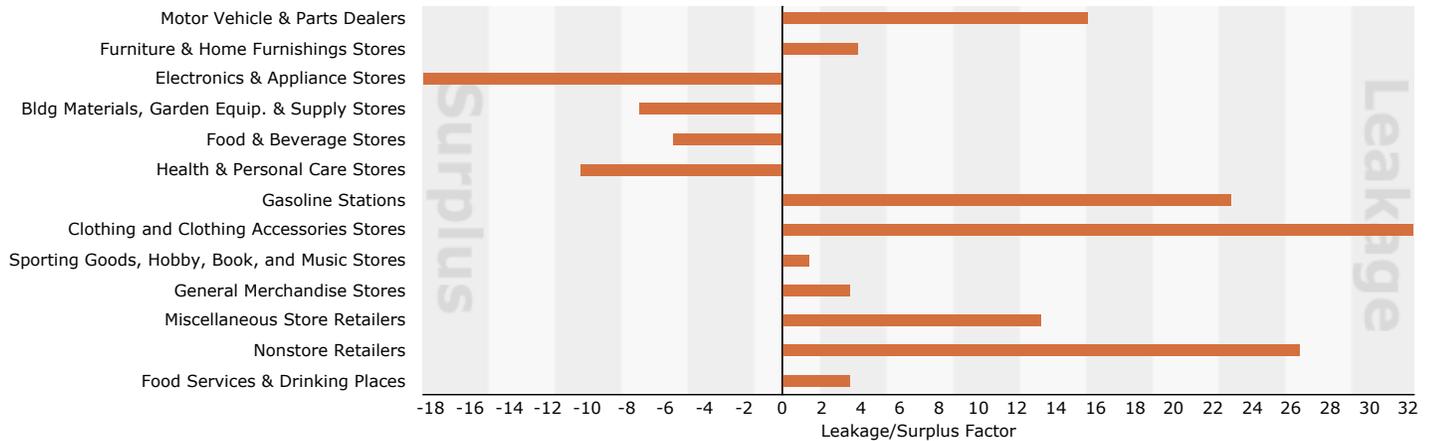
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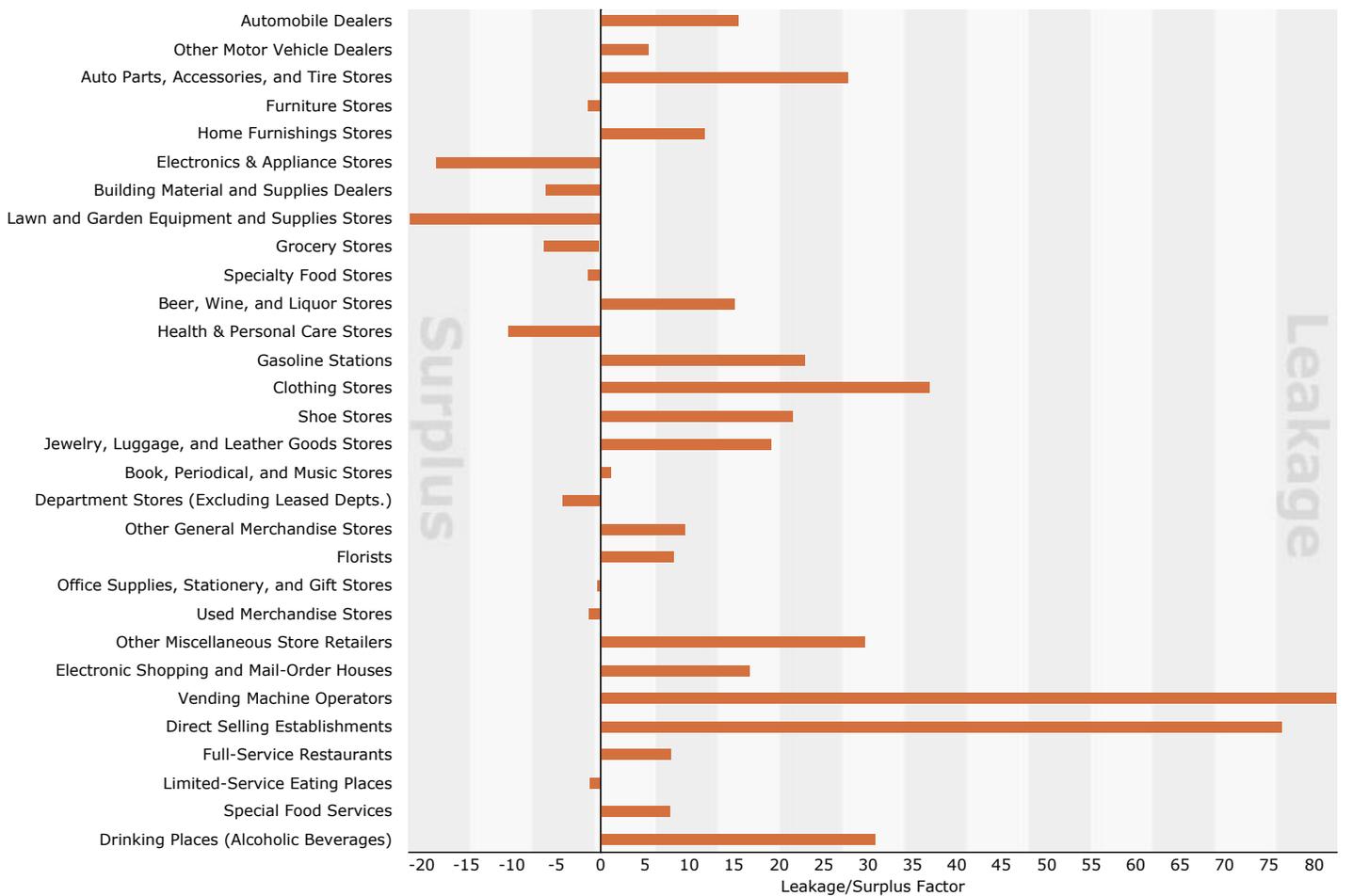
Retail MarketPlace Profile

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary	2010	2015
Population	8,540	8,828
Total Number of Adults	6,564	6,779
Households	3,960	4,124
Median Household Income	\$58,690	\$64,967

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,330	50.7%	102
Bought any women's apparel in last 12 months	3,017	46.0%	101
Bought apparel for child <13 in last 6 months	1,855	28.3%	99
Bought any shoes in last 12 months	3,512	53.5%	103
Bought costume jewelry in last 12 months	1,405	21.4%	103
Bought any fine jewelry in last 12 months	1,510	23.0%	104
Bought a watch in last 12 months	1,253	19.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	3,455	87.2%	101
HH bought/leased new vehicle last 12 mo	394	9.9%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,755	87.7%	101
Bought/changed motor oil in last 12 months	3,385	51.6%	99
Had tune-up in last 12 months	2,167	33.0%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,254	64.8%	105
Drank regular cola in last 6 months	3,508	53.4%	104
Drank beer/ale in last 6 months	2,901	44.2%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	814	12.4%	97
Bought film in last 12 months	1,226	18.7%	98
Bought digital camera in last 12 months	432	6.6%	96
Bought memory card for camera in last 12 months	548	8.3%	109
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,432	37.1%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,321	20.1%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,281	34.8%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	1,496	22.8%	108
Computers (Households)			
HH owns a personal computer	3,042	76.8%	104
Spent <\$500 on most recent home PC purchase	349	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	753	19.0%	106
Spent \$1000-\$1499 on most recent home PC purchase	588	14.8%	114
Spent \$1500-\$1999 on most recent home PC purchase	298	7.5%	106
Spent \$2000+ on most recent home PC purchase	230	5.8%	94

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,112	62.6%	104
Bought cigarettes at convenience store in last 30 days	1,040	15.8%	102
Bought gas at convenience store in last 30 days	2,317	35.3%	105
Spent at convenience store in last 30 days: <\$20	622	9.5%	99
Spent at convenience store in last 30 days: \$20-39	690	10.5%	103
Spent at convenience store in last 30 days: \$40+	2,482	37.8%	105
Entertainment (Adults)			
Attended movies in last 6 months	3,954	60.2%	102
Went to live theater in last 12 months	925	14.1%	107
Went to a bar/night club in last 12 months	1,434	21.8%	115
Dined out in last 12 months	3,250	49.5%	101
Gambled at a casino in last 12 months	1,183	18.0%	112
Visited a theme park in last 12 months	1,552	23.6%	110
DVDs rented in last 30 days: 1	204	3.1%	117
DVDs rented in last 30 days: 2	325	5.0%	107
DVDs rented in last 30 days: 3	210	3.2%	100
DVDs rented in last 30 days: 4	286	4.4%	113
DVDs rented in last 30 days: 5+	1,073	16.3%	124
DVDs purchased in last 30 days: 1	336	5.1%	103
DVDs purchased in last 30 days: 2	345	5.3%	111
DVDs purchased in last 30 days: 3-4	358	5.5%	118
DVDs purchased in last 30 days: 5+	337	5.1%	99
Spent on toys/games in last 12 months: <\$50	442	6.7%	111
Spent on toys/games in last 12 months: \$50-\$99	166	2.5%	92
Spent on toys/games in last 12 months: \$100-\$199	457	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	780	11.9%	110
Spent on toys/games in last 12 months: \$500+	393	6.0%	104
Financial (Adults)			
Have home mortgage (1st)	1,295	19.7%	103
Used ATM/cash machine in last 12 months	3,657	55.7%	110
Own any stock	520	7.9%	86
Own U.S. savings bond	451	6.9%	100
Own shares in mutual fund (stock)	566	8.6%	92
Own shares in mutual fund (bonds)	343	5.2%	88
Used full service brokerage firm in last 12 months	357	5.4%	88
Have savings account	2,553	38.9%	107
Have 401K retirement savings	1,238	18.9%	106
Did banking over the Internet in last 12 months	2,080	31.7%	116
Own any credit/debit card (in own name)	4,998	76.1%	103
Avg monthly credit card expenditures: <\$111	981	14.9%	108
Avg monthly credit card expenditures: \$111-225	524	8.0%	103
Avg monthly credit card expenditures: \$226-450	492	7.5%	100
Avg monthly credit card expenditures: \$451-700	396	6.0%	95
Avg monthly credit card expenditures: \$701+	824	12.6%	94

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,655	70.9%	100
Used bread in last 6 months	6,324	96.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	5,081	77.4%	100
Used fish/seafood (fresh or frozen) in last 6 months	3,450	52.6%	99
Used fresh fruit/vegetables in last 6 months	5,676	86.5%	99
Used fresh milk in last 6 months	6,005	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	2,057	31.3%	104
Exercise at club 2+ times per week	888	13.5%	110
Visited a doctor in last 12 months	4,990	76.0%	98
Used vitamin/dietary supplement in last 6 months	3,180	48.4%	100
Home (Households)			
Any home improvement in last 12 months	1,078	27.2%	86
Used housekeeper/maid/prof HH cleaning service in the last 12 months	517	13.1%	84
Purchased any HH furnishing in last 12 months	1,269	32.0%	107
Purchased bedding/bath goods in last 12 months	2,234	56.4%	103
Purchased cooking/serving product in last 12 months	1,146	28.9%	105
Bought any kitchen appliance in last 12 months	705	17.8%	102
Insurance (Adults)			
Currently carry any life insurance	3,128	47.7%	100
Have medical/hospital/accident insurance	4,658	71.0%	99
Carry homeowner insurance	3,105	47.3%	90
Carry renter insurance	543	8.3%	135
Have auto/other vehicle insurance	5,561	84.7%	102
Pets (Households)			
HH owns any pet	1,857	46.9%	91
HH owns any cat	866	21.9%	91
HH owns any dog	1,287	32.5%	86
Reading Materials (Adults)			
Bought book in last 12 months	3,395	51.7%	103
Read any daily newspaper	2,556	38.9%	94
Heavy magazine reader	1,315	20.0%	101
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,962	75.6%	105
Went to family restaurant/steak house last mo: <2 times	1,684	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	1,870	28.5%	105
Went to family restaurant/steak house last mo: 5+ times	1,408	21.5%	110
Went to fast food/drive-in restaurant in last 6 mo	5,941	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	2,279	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/mo	1,958	29.8%	103
Went to fast food/drive-in restaurant 14+ times/mo	1,704	26.0%	104
Fast food/drive-in last 6 mo: eat in	2,467	37.6%	100
Fast food/drive-in last 6 mo: home delivery	854	13.0%	125
Fast food/drive-in last 6 mo: take-out/drive-thru	3,727	56.8%	108
Fast food/drive-in last 6 mo: take-out/walk-in	1,760	26.8%	109

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,389	60.3%	93
HH average monthly long distance phone bill: <\$16	1,114	28.1%	102
HH average monthly long distance phone bill: \$16-25	427	10.8%	94
HH average monthly long distance phone bill: \$26-59	324	8.2%	89
HH average monthly long distance phone bill: \$60+	173	4.4%	98
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	752	19.0%	97
HH owns 2 TVs	1,095	27.7%	105
HH owns 3 TVs	919	23.2%	103
HH owns 4+ TVs	731	18.5%	88
HH subscribes to cable TV	2,393	60.4%	104
HH Purchased audio equipment in last 12 months	410	10.4%	107
HH Purchased CD player in last 12 months	158	4.0%	103
HH Purchased DVD player in last 12 months	393	9.9%	102
HH Purchased MP3 player in last 12 months	716	10.9%	107
HH Purchased video game system in last 12 months	502	12.7%	118
Travel (Adults)			
Domestic travel in last 12 months	3,424	52.2%	100
Took 3+ domestic trips in last 12 months	1,039	15.8%	107
Spent on domestic vacations last 12 mo: <\$1000	847	12.9%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	443	6.7%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	246	3.7%	92
Spent on domestic vacations last 12 mo: \$2000-\$2999	230	3.5%	85
Spent on domestic vacations last 12 mo: \$3000+	312	4.8%	94
Foreign travel in last 3 years	1,640	25.0%	97
Took 3+ foreign trips by plane in last 3 years	237	3.6%	76
Spent on foreign vacations last 12 mo: <\$1000	364	5.5%	93
Spent on foreign vacations last 12 mo: \$1000-\$2999	245	3.7%	91
Spent on foreign vacations last 12 mo: \$3000+	301	4.6%	94
Stayed 1+ nights at hotel/motel in last 12 months	2,690	41.0%	101

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Demographic Summary	2010	2015
Population	78,453	81,521
Total Number of Adults	58,088	60,386
Households	30,913	32,232
Median Household Income	\$65,806	\$75,004

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	30,396	52.3%	105
Bought any women's apparel in last 12 months	27,709	47.7%	105
Bought apparel for child <13 in last 6 months	17,580	30.3%	106
Bought any shoes in last 12 months	32,077	55.2%	106
Bought costume jewelry in last 12 months	13,157	22.7%	108
Bought any fine jewelry in last 12 months	13,203	22.7%	103
Bought a watch in last 12 months	11,536	19.9%	103
Automobiles (Households)			
HH owns/leases any vehicle	27,904	90.3%	105
HH bought/leased new vehicle last 12 mo	3,389	11.0%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	52,928	91.1%	105
Bought/changed motor oil in last 12 months	31,197	53.7%	103
Had tune-up in last 12 months	19,183	33.0%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,619	64.8%	105
Drank regular cola in last 6 months	29,421	50.6%	99
Drank beer/ale in last 6 months	26,081	44.9%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,719	13.3%	103
Bought film in last 12 months	11,458	19.7%	103
Bought digital camera in last 12 months	4,310	7.4%	108
Bought memory card for camera in last 12 months	5,022	8.6%	113
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	22,297	38.4%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	12,171	21.0%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,965	34.4%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	14,224	24.5%	116
Computers (Households)			
HH owns a personal computer	25,116	81.2%	110
Spent <\$500 on most recent home PC purchase	2,791	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	6,218	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	4,535	14.7%	112
Spent \$1500-\$1999 on most recent home PC purchase	2,540	8.2%	116
Spent \$2000+ on most recent home PC purchase	2,087	6.8%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

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Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,850	63.4%	105
Bought cigarettes at convenience store in last 30 days	8,813	15.2%	97
Bought gas at convenience store in last 30 days	20,964	36.1%	107
Spent at convenience store in last 30 days: <\$20	5,611	9.7%	100
Spent at convenience store in last 30 days: \$20-39	6,131	10.6%	104
Spent at convenience store in last 30 days: \$40+	21,974	37.8%	105
Entertainment (Adults)			
Attended movies in last 6 months	36,564	62.9%	107
Went to live theater in last 12 months	8,609	14.8%	113
Went to a bar/night club in last 12 months	12,665	21.8%	114
Dined out in last 12 months	30,938	53.3%	108
Gambled at a casino in last 12 months	10,462	18.0%	112
Visited a theme park in last 12 months	14,357	24.7%	115
DVDs rented in last 30 days: 1	1,751	3.0%	114
DVDs rented in last 30 days: 2	3,106	5.3%	115
DVDs rented in last 30 days: 3	1,922	3.3%	103
DVDs rented in last 30 days: 4	2,505	4.3%	111
DVDs rented in last 30 days: 5+	9,154	15.8%	119
DVDs purchased in last 30 days: 1	3,206	5.5%	111
DVDs purchased in last 30 days: 2	3,195	5.5%	116
DVDs purchased in last 30 days: 3-4	2,879	5.0%	107
DVDs purchased in last 30 days: 5+	2,852	4.9%	94
Spent on toys/games in last 12 months: <\$50	3,845	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	1,607	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	4,045	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	6,916	11.9%	110
Spent on toys/games in last 12 months: \$500+	3,882	6.7%	116
Financial (Adults)			
Have home mortgage (1st)	13,643	23.5%	122
Used ATM/cash machine in last 12 months	34,106	58.7%	116
Own any stock	5,933	10.2%	111
Own U.S. savings bond	4,450	7.7%	112
Own shares in mutual fund (stock)	6,430	11.1%	118
Own shares in mutual fund (bonds)	3,967	6.8%	115
Used full service brokerage firm in last 12 months	4,021	6.9%	112
Have savings account	24,143	41.6%	114
Have 401K retirement savings	12,658	21.8%	123
Did banking over the Internet in last 12 months	19,945	34.3%	126
Own any credit/debit card (in own name)	46,417	79.9%	108
Avg monthly credit card expenditures: <\$111	8,460	14.6%	105
Avg monthly credit card expenditures: \$111-225	4,676	8.1%	103
Avg monthly credit card expenditures: \$226-450	4,777	8.2%	110
Avg monthly credit card expenditures: \$451-700	4,071	7.0%	110
Avg monthly credit card expenditures: \$701+	9,031	15.5%	116

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

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Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	42,269	72.8%	103
Used bread in last 6 months	56,376	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	45,855	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	32,006	55.1%	104
Used fresh fruit/vegetables in last 6 months	51,348	88.4%	101
Used fresh milk in last 6 months	53,572	92.2%	101
Health (Adults)			
Exercise at home 2+ times per week	19,100	32.9%	110
Exercise at club 2+ times per week	8,526	14.7%	120
Visited a doctor in last 12 months	45,935	79.1%	102
Used vitamin/dietary supplement in last 6 months	29,313	50.5%	104
Home (Households)			
Any home improvement in last 12 months	10,148	32.8%	104
Used housekeeper/maid/prof HH cleaning service in the last 12 months	4,976	16.1%	103
Purchased any HH furnishing in last 12 months	10,181	32.9%	110
Purchased bedding/bath goods in last 12 months	17,605	57.0%	104
Purchased cooking/serving product in last 12 months	9,034	29.2%	106
Bought any kitchen appliance in last 12 months	5,664	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	30,534	52.6%	110
Have medical/hospital/accident insurance	43,686	75.2%	105
Carry homeowner insurance	32,662	56.2%	106
Carry renter insurance	4,020	6.9%	113
Have auto/other vehicle insurance	51,003	87.8%	106
Pets (Households)			
HH owns any pet	16,406	53.1%	103
HH owns any cat	7,438	24.1%	100
HH owns any dog	11,865	38.4%	101
Reading Materials (Adults)			
Bought book in last 12 months	31,881	54.9%	109
Read any daily newspaper	23,895	41.1%	99
Heavy magazine reader	12,470	21.5%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	45,251	77.9%	108
Went to family restaurant/steak house last mo: <2 times	15,185	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	16,962	29.2%	108
Went to family restaurant/steak house last mo: 5+ times	13,105	22.6%	116
Went to fast food/drive-in restaurant in last 6 mo	52,883	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	19,741	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	17,434	30.0%	104
Went to fast food/drive-in restaurant 14+ times/mo	15,707	27.0%	108
Fast food/drive-in last 6 mo: eat in	22,316	38.4%	102
Fast food/drive-in last 6 mo: home delivery	7,091	12.2%	117
Fast food/drive-in last 6 mo: take-out/drive-thru	33,207	57.2%	109
Fast food/drive-in last 6 mo: take-out/walk-in	15,144	26.1%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	20,343	65.8%	102
HH average monthly long distance phone bill: <\$16	8,967	29.0%	105
HH average monthly long distance phone bill: \$16-25	3,567	11.5%	101
HH average monthly long distance phone bill: \$26-59	2,791	9.0%	99
HH average monthly long distance phone bill: \$60+	1,392	4.5%	101
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	5,199	16.8%	86
HH owns 2 TVs	8,271	26.8%	102
HH owns 3 TVs	7,241	23.4%	104
HH owns 4+ TVs	7,088	22.9%	109
HH subscribes to cable TV	19,769	64.0%	110
HH Purchased audio equipment in last 12 months	3,168	10.2%	106
HH Purchased CD player in last 12 months	1,237	4.0%	103
HH Purchased DVD player in last 12 months	3,163	10.2%	105
HH Purchased MP3 player in last 12 months	6,951	12.0%	117
HH Purchased video game system in last 12 months	3,907	12.6%	117
Travel (Adults)			
Domestic travel in last 12 months	34,041	58.6%	112
Took 3+ domestic trips in last 12 months	10,031	17.3%	116
Spent on domestic vacations last 12 mo: <\$1000	8,012	13.8%	110
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,410	7.6%	113
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,742	4.7%	116
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,688	4.6%	112
Spent on domestic vacations last 12 mo: \$3000+	3,313	5.7%	113
Foreign travel in last 3 years	16,964	29.2%	113
Took 3+ foreign trips by plane in last 3 years	2,800	4.8%	102
Spent on foreign vacations last 12 mo: <\$1000	3,631	6.3%	105
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,529	4.4%	107
Spent on foreign vacations last 12 mo: \$3000+	3,017	5.2%	106
Stayed 1+ nights at hotel/motel in last 12 months	26,685	45.9%	113

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Demographic Summary	2010	2015
Population	185,777	193,032
Total Number of Adults	138,252	143,996
Households	72,371	75,386
Median Household Income	\$68,566	\$77,695

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	72,951	52.8%	106
Bought any women's apparel in last 12 months	66,525	48.1%	106
Bought apparel for child <13 in last 6 months	41,214	29.8%	105
Bought any shoes in last 12 months	76,438	55.3%	106
Bought costume jewelry in last 12 months	31,711	22.9%	110
Bought any fine jewelry in last 12 months	31,719	22.9%	104
Bought a watch in last 12 months	26,707	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	65,583	90.6%	105
HH bought/leased new vehicle last 12 mo	8,257	11.4%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	126,732	91.7%	105
Bought/changed motor oil in last 12 months	73,476	53.1%	102
Had tune-up in last 12 months	46,246	33.5%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	89,440	64.7%	105
Drank regular cola in last 6 months	67,704	49.0%	96
Drank beer/ale in last 6 months	62,771	45.4%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	18,398	13.3%	104
Bought film in last 12 months	27,605	20.0%	104
Bought digital camera in last 12 months	10,662	7.7%	113
Bought memory card for camera in last 12 months	11,926	8.6%	113
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	51,723	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	29,830	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	47,039	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	33,587	24.3%	115
Computers (Households)			
HH owns a personal computer	59,379	82.0%	111
Spent <\$500 on most recent home PC purchase	6,431	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	14,413	19.9%	112
Spent \$1000-\$1499 on most recent home PC purchase	11,057	15.3%	117
Spent \$1500-\$1999 on most recent home PC purchase	6,005	8.3%	117
Spent \$2000+ on most recent home PC purchase	5,305	7.3%	118

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	86,676	62.7%	104
Bought cigarettes at convenience store in last 30 days	20,032	14.5%	93
Bought gas at convenience store in last 30 days	48,875	35.4%	105
Spent at convenience store in last 30 days: <\$20	14,002	10.1%	105
Spent at convenience store in last 30 days: \$20-39	14,552	10.5%	103
Spent at convenience store in last 30 days: \$40+	50,816	36.8%	102
Entertainment (Adults)			
Attended movies in last 6 months	87,485	63.3%	108
Went to live theater in last 12 months	21,956	15.9%	121
Went to a bar/night club in last 12 months	29,831	21.6%	113
Dined out in last 12 months	76,296	55.2%	112
Gambled at a casino in last 12 months	24,771	17.9%	112
Visited a theme park in last 12 months	33,614	24.3%	113
DVDs rented in last 30 days: 1	4,212	3.0%	115
DVDs rented in last 30 days: 2	7,720	5.6%	121
DVDs rented in last 30 days: 3	4,921	3.6%	111
DVDs rented in last 30 days: 4	5,925	4.3%	111
DVDs rented in last 30 days: 5+	21,538	15.6%	118
DVDs purchased in last 30 days: 1	7,785	5.6%	113
DVDs purchased in last 30 days: 2	7,504	5.4%	115
DVDs purchased in last 30 days: 3-4	6,538	4.7%	102
DVDs purchased in last 30 days: 5+	6,433	4.7%	89
Spent on toys/games in last 12 months: <\$50	8,981	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	3,956	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	10,070	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	16,376	11.8%	109
Spent on toys/games in last 12 months: \$500+	9,454	6.8%	119
Financial (Adults)			
Have home mortgage (1st)	34,513	25.0%	130
Used ATM/cash machine in last 12 months	81,677	59.1%	116
Own any stock	16,140	11.7%	127
Own U.S. savings bond	11,113	8.0%	117
Own shares in mutual fund (stock)	16,968	12.3%	131
Own shares in mutual fund (bonds)	10,615	7.7%	129
Used full service brokerage firm in last 12 months	10,700	7.7%	125
Have savings account	59,468	43.0%	118
Have 401K retirement savings	31,559	22.8%	129
Did banking over the Internet in last 12 months	47,867	34.6%	127
Own any credit/debit card (in own name)	112,625	81.5%	110
Avg monthly credit card expenditures: <\$111	19,840	14.4%	104
Avg monthly credit card expenditures: \$111-225	11,300	8.2%	105
Avg monthly credit card expenditures: \$226-450	11,691	8.5%	113
Avg monthly credit card expenditures: \$451-700	10,135	7.3%	115
Avg monthly credit card expenditures: \$701+	23,620	17.1%	128

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	101,599	73.5%	104
Used bread in last 6 months	134,287	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	110,125	79.7%	103
Used fish/seafood (fresh or frozen) in last 6 months	77,078	55.8%	105
Used fresh fruit/vegetables in last 6 months	123,442	89.3%	102
Used fresh milk in last 6 months	127,710	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	46,402	33.6%	112
Exercise at club 2+ times per week	21,150	15.3%	125
Visited a doctor in last 12 months	111,747	80.8%	104
Used vitamin/dietary supplement in last 6 months	71,644	51.8%	107
Home (Households)			
Any home improvement in last 12 months	25,659	35.5%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	12,856	17.8%	114
Purchased any HH furnishing in last 12 months	24,235	33.5%	112
Purchased bedding/bath goods in last 12 months	41,087	56.8%	104
Purchased cooking/serving product in last 12 months	21,205	29.3%	107
Bought any kitchen appliance in last 12 months	13,605	18.8%	108
Insurance (Adults)			
Currently carry any life insurance	74,990	54.2%	113
Have medical/hospital/accident insurance	106,525	77.1%	107
Carry homeowner insurance	82,524	59.7%	113
Carry renter insurance	8,943	6.5%	105
Have auto/other vehicle insurance	122,344	88.5%	106
Pets (Households)			
HH owns any pet	39,678	54.8%	106
HH owns any cat	18,275	25.3%	105
HH owns any dog	28,724	39.7%	105
Reading Materials (Adults)			
Bought book in last 12 months	77,718	56.2%	112
Read any daily newspaper	60,499	43.8%	106
Heavy magazine reader	29,593	21.4%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	108,635	78.6%	109
Went to family restaurant/steak house last mo: <2 times	36,426	26.3%	103
Went to family restaurant/steak house last mo: 2-4 times	41,208	29.8%	110
Went to family restaurant/steak house last mo: 5+ times	31,001	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	125,853	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	48,226	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/mo	41,564	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	36,059	26.1%	105
Fast food/drive-in last 6 mo: eat in	53,523	38.7%	103
Fast food/drive-in last 6 mo: home delivery	15,547	11.2%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	78,550	56.8%	108
Fast food/drive-in last 6 mo: take-out/walk-in	35,941	26.0%	106

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	49,531	68.4%	106
HH average monthly long distance phone bill: <\$16	21,268	29.4%	106
HH average monthly long distance phone bill: \$16-25	8,886	12.3%	107
HH average monthly long distance phone bill: \$26-59	6,901	9.5%	104
HH average monthly long distance phone bill: \$60+	3,191	4.4%	99
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	11,691	16.2%	82
HH owns 2 TVs	18,940	26.2%	100
HH owns 3 TVs	17,055	23.6%	105
HH owns 4+ TVs	17,747	24.5%	117
HH subscribes to cable TV	47,262	65.3%	113
HH Purchased audio equipment in last 12 months	7,241	10.0%	103
HH Purchased CD player in last 12 months	2,806	3.9%	100
HH Purchased DVD player in last 12 months	7,473	10.3%	106
HH Purchased MP3 player in last 12 months	16,610	12.0%	118
HH Purchased video game system in last 12 months	8,854	12.2%	114
Travel (Adults)			
Domestic travel in last 12 months	84,111	60.8%	117
Took 3+ domestic trips in last 12 months	25,257	18.3%	123
Spent on domestic vacations last 12 mo: <\$1000	18,991	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	10,974	7.9%	118
Spent on domestic vacations last 12 mo: \$1500-\$1999	7,156	5.2%	127
Spent on domestic vacations last 12 mo: \$2000-\$2999	7,038	5.1%	123
Spent on domestic vacations last 12 mo: \$3000+	8,787	6.4%	126
Foreign travel in last 3 years	42,130	30.5%	118
Took 3+ foreign trips by plane in last 3 years	7,556	5.5%	115
Spent on foreign vacations last 12 mo: <\$1000	9,226	6.7%	112
Spent on foreign vacations last 12 mo: \$1000-\$2999	6,175	4.5%	109
Spent on foreign vacations last 12 mo: \$3000+	8,053	5.8%	119
Stayed 1+ nights at hotel/motel in last 12 months	66,183	47.9%	118

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

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Latitude: 39.0987
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Demographic Summary		2010	2015	
Population		8,540	8,828	
Population 18+		6,564	6,779	
Households		3,960	4,124	
Median Household Income		\$58,690	\$64,967	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		3,042	76.8%	104
Purchased home PC in last 12 months		661	16.7%	106
Purchased home PC 1-2 years ago		966	24.4%	108
Purchased home PC 3-4 years ago		786	19.8%	102
Purchased home PC 5+ years ago		345	8.7%	93
Spent <\$500 on home PC (most recent purchase)		349	8.8%	102
Spent \$500-999 on home PC (most recent purchase)		753	19.0%	106
Spent \$1000-1499 on home PC (most recent purchase)		588	14.9%	114
Spent \$1500-1999 on home PC (most recent purchase)		298	7.5%	106
Spent \$2000+ on home PC (most recent purchase)		230	5.8%	94
Purchased home PC at computer superstore		558	14.1%	111
Purchased home PC at department store		213	5.4%	109
Purchased home PC direct from manufacturer		518	13.1%	94
Purchased home PC at electronics store		501	12.6%	115
Purchased home PC on Internet		375	9.5%	110
Purchased home PC at warehouse discount outlet		90	2.3%	104
HH owns desktop PC		2,297	58.0%	101
HH owns laptop/notebook/tablet PC		1,362	34.4%	110
HH owns any Apple/Apple Mac clone brand PC		203	5.1%	82
HH owns any IBM/IBM compatible brand PC		2,784	70.3%	104
Brand of PC that HH owns: Compaq		342	8.6%	102
Brand of PC that HH owns: Dell		1,225	30.9%	100
Brand of PC that HH owns: Gateway		265	6.7%	100
Brand of PC that HH owns: Hewlett Packard		648	16.4%	105
Brand of PC that HH owns: Sony Vaio		123	3.1%	107
Child (under 18) uses home PC		812	20.5%	97
HH owns CD burner		1,599	40.4%	110
HH owns CD ROM drive		1,663	42.0%	107
HH owns DVD drive		1,163	29.4%	118
HH owns DVD-RW (DVD burner)		887	22.4%	109
HH owns external hard drive		569	14.4%	101
HH owns flash drive		891	22.5%	110
HH owns LAN/network interface card		503	12.7%	115
HH owns inkjet printer		1,698	42.9%	100
HH owns laser printer		584	14.7%	107
HH owns modem/fax modem		887	22.4%	108
HH owns removable cartridge storage device		262	6.6%	114
HH owns scanner		1,169	29.5%	104
HH owns PC speakers		1,692	42.7%	103
HH owns tape backup		98	2.5%	93
HH owns webcam		576	14.6%	128
HH owns software: accounting		359	9.1%	102
HH owns software: communications/fax		328	8.3%	101
HH owns software: database/filing		312	7.9%	97
HH owns software: desktop publishing		489	12.3%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	432	10.9%	109
HH owns software: entertainment/games	1,211	30.6%	105
HH owns software: online meeting/conference	125	3.2%	110
HH owns software: personal finance/tax prep	566	14.3%	101
HH owns software: presentation graphics	305	7.7%	96
HH owns software: multimedia	689	17.4%	114
HH owns software: networking	523	13.2%	118
HH owns software: security/anti-virus	1,212	30.6%	109
HH owns software: spreadsheet	974	24.6%	106
HH owns software: utility	306	7.7%	109
HH owns software: web authoring	151	3.8%	110
HH owns software: word processing	1,453	36.7%	109
Spent \$500+ on software for home PC in last 12 mo	95	2.4%	100
Purchased computer book in last 12 months	172	4.3%	101
HH owns fax machine	201	5.1%	84
Purchased audio equipment in last 12 months	410	10.4%	107
Purchased headphones in last 12 months	156	3.9%	99
HH owns camcorder	761	19.2%	99
Purchased camcorder in last 12 months	101	2.6%	120
HH owns CD player	1,860	47.0%	102
Purchased CD player in last 12 months	158	4.0%	103
HH owns DVD player	2,694	68.0%	103
Purchased DVD player in last 12 months	393	9.9%	102
HH owns 1 TV	752	19.0%	97
HH owns 2 TVs	1,095	27.7%	105
HH owns 3 TVs	919	23.2%	103
HH owns 4+ TVs	731	18.5%	88
HH owns miniature screen TV (<13 in)	324	8.2%	103
Most recent TV purchase: miniature screen (<13 in)	113	2.8%	103
HH owns regular screen TV (13-26 in)	1,665	42.0%	97
Most recent TV purchase: regular screen (13-26 in)	841	21.2%	91
HH owns large screen TV (27-35 in)	1,855	46.8%	101
Most recent TV purchase: large screen (27-35 in)	1,231	31.1%	98
HH owns big screen TV (36-42 in)	770	19.5%	103
Most recent TV purchase: big screen (36-42 in)	600	15.2%	107
HH owns giant screen TV (over 42 in)	573	14.5%	102
Most recent TV purchase: giant screen (over 42 in)	454	11.5%	103
HH owns LCD TV	746	18.8%	98
HH owns plasma TV	344	8.7%	105
HH owns projection TV	232	5.9%	108
HH owns video game system	1,459	36.8%	110
Purchased video game system in last 12 months	502	12.7%	118
HH owns video game system: handheld	644	16.3%	106
HH owns video game system: attached to TV/computer	1,306	33.0%	112
HH owns video game system: Game Boy	273	6.9%	100
HH owns video game system: Game Boy Advance/SP	268	6.8%	103
HH owns video game system: Nintendo DS	315	8.0%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	226	5.7%	114
HH owns video game system: Nintendo Wii	281	7.1%	105
HH owns video game system: PlayStation 2	719	18.2%	110
HH owns video game system: PlayStation 3	163	4.1%	114
HH owns video game system: Sony PlayStation/PS One	168	4.2%	105
HH owns video game system: Sony PSP	148	3.7%	128
HH owns video game system: Xbox	302	7.6%	128
HH owns video game system: Xbox 360	300	7.6%	117
HH purchased 5+ video games in last 12 months	321	8.1%	125
HH spent \$101+ on video games in last 12 months	381	9.6%	119
Owns MP3 player	1,917	29.2%	109
Purchased MP3 player in last 12 months	716	10.9%	107
Owns Apple iPod	713	10.9%	98
Purchased Apple iPod in last 12 months	209	3.2%	94
Have any access to the Internet	5,733	87.3%	103
Have access to Internet: at home	4,800	73.1%	104
Have access to Internet: at work	2,719	41.4%	111
Have access to Internet: at school/library	1,730	26.4%	105
Have access to Internet: not hm/work/school/library	1,289	19.6%	101
Use Internet less than once a week	223	3.4%	85
Use Internet 1-2 times per week	342	5.2%	94
Use Internet 3-6 times per week	492	7.5%	93
Use Internet once a day	853	13.0%	117
Use Internet 2-4 times per day	1,224	18.6%	106
Use Internet 5 or more times per day	1,838	28.0%	112
Any Internet or online usage in last 30 days	4,966	75.6%	107
Used Internet in last 30 days: at home	4,351	66.3%	107
Used Internet in last 30 days: at work	2,341	35.7%	112
Used Internet in last 30 days: at school/library	633	9.6%	125
Used Internet/30 days: not home/work/school/library	614	9.3%	101
Internet last 30 days: used email	4,437	67.6%	109
Internet last 30 days: used Instant Messenger	1,848	28.1%	111
Internet last 30 days: paid bills online	2,571	39.2%	119
Internet last 30 days: visited online blog	690	10.5%	110
Internet last 30 days: wrote online blog	287	4.4%	118
Internet last 30 days: visited chat room	329	5.0%	108
Internet last 30 days: looked for employment	998	15.2%	116
Internet last 30 days: played games online	1,560	23.8%	113
Internet last 30 days: traded/tracked investments	673	10.3%	92
Internet last 30 days: downloaded music	1,379	21.0%	114
Internet last 30 days: made phone call	255	3.9%	105
Internet last 30 days: made personal purchase	2,091	31.9%	103
Internet last 30 days: made business purchase	615	9.4%	98
Internet last 30 days: made travel plans	1,167	17.8%	103
Internet last 30 days: watched online video	1,374	20.9%	109
Internet last 30 days: obtained new/used car info	611	9.3%	105
Internet last 30 days: obtained financial info	1,713	26.1%	109
Internet last 30 days: obtained medical info	1,198	18.3%	109
Internet last 30 days: obtained latest news	2,753	41.9%	109
Internet last 30 days: obtained real estate info	860	13.1%	122

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	1,728	26.3%	114
Ordered anything on Internet in last 12 months	2,310	35.2%	102
Ordered on Internet/12 mo: airline ticket	1,113	17.0%	101
Ordered on Internet/12 mo: CD/tape	287	4.4%	100
Ordered on Internet/12 mo: clothing	908	13.8%	95
Ordered on Internet/12 mo: computer	250	3.8%	111
Ordered on Internet/12 mo: computer peripheral	254	3.9%	89
Ordered on Internet/12 mo: DVD	425	6.5%	99
Ordered on Internet/12 mo: flowers	297	4.5%	98
Ordered on Internet/12 mo: software	351	5.3%	94
Ordered on Internet/12 mo: tickets (concerts etc.)	591	9.0%	94
Ordered on Internet/12 mo: toy	311	4.7%	95
Purchased item from amazon.com in last 12 months	837	12.8%	91
Purchased item from barnes&noble.com in last 12 mo	190	2.9%	90
Purchased item from bestbuy.com in last 12 months	179	2.7%	108
Purchased item from ebay.com in last 12 months	561	8.6%	92
Purchased item from walmart.com in last 12 months	271	4.1%	101
Spent on Internet orders last 12 months: <\$100	364	5.5%	102
Spent on Internet orders last 12 months: \$100-199	372	5.7%	105
Spent on Internet orders last 12 months: \$200-499	520	7.9%	95
Spent on Internet orders last 12 months: \$500+	937	14.3%	98
Connection to Internet from home: dial-up modem	402	6.1%	74
Connection to Internet from home: cable modem	1,874	28.5%	106
Connection to Internet from home: DSL	1,700	25.9%	105
Connection to Internet from home: wireless	1,008	15.4%	112
Connection to Internet from home: any broadband	4,213	64.2%	109
DVDs rented in last 30 days: 1	204	3.1%	117
DVDs rented in last 30 days: 2	325	5.0%	107
DVDs rented in last 30 days: 3	210	3.2%	100
DVDs rented in last 30 days: 4	286	4.4%	113
DVDs rented in last 30 days: 5+	1,073	16.3%	124
Rented video tape/DVD last month: action/adventure	1,525	23.2%	115
Rented video tape/DVD last month: classic	413	6.3%	121
Rented video tape/DVD last month: comedy	1,642	25.0%	121
Rented video tape/DVD last month: drama	1,055	16.1%	118
Rented video tape/DVD last month: family/children	650	9.9%	111
Rented video tape/DVD last month: foreign	136	2.1%	105
Rented video tape/DVD last month: horror	538	8.2%	111
Rented video tape/DVD last month: romance	552	8.4%	112
Rented video tape/DVD last month: science fiction	379	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	977	14.9%	123
Rented video tape/DVD last mo at Hollywood Video	377	5.7%	139
Bought video tape/DVD last month: action/adventure	641	9.8%	117
Bought video tape/DVD last month: classic	165	2.5%	92
Bought video tape/DVD last month: comedy	550	8.4%	104
Bought video tape/DVD last month: drama	336	5.1%	118
Bought video tape/DVD last month: family/children	400	6.1%	103
Bought video tape/DVD last month: horror	163	2.5%	79
Bought video tape/DVD last month: romance	170	2.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	175	2.7%	107
Bought blank video tape in last 6 months	712	10.8%	96
Bought 7+ blank video tapes in last 6 months	158	2.4%	92
DVDs purchased in last 30 days: 1	336	5.1%	103
DVDs purchased in last 30 days: 2	345	5.3%	111
DVDs purchased in last 30 days: 3-4	358	5.5%	118
DVDs purchased in last 30 days: 5+	337	5.1%	99
Bought any camera in last 12 months	814	12.4%	97
Spent on cameras in last 12 months: <\$100	291	4.4%	100
Spent on cameras in last 12 months: \$100-199	202	3.1%	102
Spent on cameras in last 12 months: \$200+	219	3.3%	84
Own APS (point & shoot or SLR) camera	177	2.7%	98
Own digital camera	2,312	35.2%	107
Bought digital camera in last 12 months	432	6.6%	96
Own digital point & shoot camera	1,720	26.2%	105
Bought digital point & shoot camera in last 12 mo	294	4.5%	91
Own digital SLR camera	653	9.9%	107
Bought digital SLR camera in last 12 months	156	2.4%	106
Own 35mm auto focus point & shoot camera	279	4.3%	91
Own 35mm auto focus single lens reflex camera	153	2.3%	98
Own 35mm auto focus zoom camera	389	5.9%	105
Own 35mm single lens reflex camera	195	3.0%	99
Own Canon camera	1,089	16.6%	106
Bought Canon camera in last 12 months	149	2.3%	107
Own Fuji camera	268	4.1%	101
Own Kodak camera	811	12.4%	105
Bought Kodak camera in last 12 months	194	3.0%	99
Own Nikon camera	342	5.2%	96
Own Olympus camera	313	4.8%	105
Own Polaroid camera	119	1.8%	74
Bought any camera accessory in last 12 months	2,902	44.2%	104
Bought film in last 12 months	1,226	18.7%	98
Bought film in last 12 months: <3 rolls	600	9.1%	103
Bought film in last 12 months: 3-6 rolls	360	5.5%	88
Bought film in last 12 months: 7+ rolls	266	4.1%	96
Bought film in last 12 mo: APS (color prints)	168	2.6%	96
Bought film in last 12 mo: instant developing	148	2.3%	113
Bought film in last 12 mo: 35mm (black & white)	62	0.9%	99
Bought film in last 12 mo: 35mm (color prints)	688	10.5%	92
Bought Fuji film in last 12 months	291	4.4%	88
Bought Kodak film in last 12 months	751	11.4%	97
Bought store-brand film in last 12 months	129	2.0%	92
Purchased film in last 12 mo: department store	174	2.7%	71
Purchased film in last 12 mo: discount store	296	4.5%	95

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	306	4.7%	99
Purchased film in last 12 mo: grocery store	122	1.9%	87
Purchased film in last 12 mo: 1 hour service store	167	2.5%	100
Had film processed at discount store	238	3.6%	110
Had film processed at drug store	244	3.7%	87
Had film processed at 1 hour service store	165	2.5%	87
Bought memory card for camera in last 12 months	548	8.3%	109
Own memory card for camera	1,700	25.9%	105

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		78,453	81,521	
Population 18+		58,088	60,386	
Households		30,913	32,232	
Median Household Income		\$65,806	\$75,004	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		25,116	81.2%	110
Purchased home PC in last 12 months		5,481	17.7%	113
Purchased home PC 1-2 years ago		7,904	25.6%	113
Purchased home PC 3-4 years ago		6,802	22.0%	113
Purchased home PC 5+ years ago		3,025	9.8%	105
Spent <\$500 on home PC (most recent purchase)		2,791	9.0%	104
Spent \$500-999 on home PC (most recent purchase)		6,218	20.1%	113
Spent \$1000-1499 on home PC (most recent purchase)		4,535	14.7%	112
Spent \$1500-1999 on home PC (most recent purchase)		2,540	8.2%	116
Spent \$2000+ on home PC (most recent purchase)		2,087	6.8%	109
Purchased home PC at computer superstore		4,674	15.1%	119
Purchased home PC at department store		1,511	4.9%	99
Purchased home PC direct from manufacturer		4,608	14.9%	107
Purchased home PC at electronics store		3,992	12.9%	117
Purchased home PC on Internet		3,073	9.9%	116
Purchased home PC at warehouse discount outlet		709	2.3%	105
HH owns desktop PC		19,512	63.1%	110
HH owns laptop/notebook/tablet PC		11,234	36.3%	117
HH owns any Apple/Apple Mac clone brand PC		1,893	6.1%	98
HH owns any IBM/IBM compatible brand PC		23,126	74.8%	111
Brand of PC that HH owns: Compaq		2,946	9.5%	112
Brand of PC that HH owns: Dell		10,481	33.9%	110
Brand of PC that HH owns: Gateway		2,185	7.1%	106
Brand of PC that HH owns: Hewlett Packard		5,548	17.9%	115
Brand of PC that HH owns: Sony Vaio		993	3.2%	111
Child (under 18) uses home PC		7,494	24.2%	115
HH owns CD burner		13,175	42.6%	116
HH owns CD ROM drive		13,585	43.9%	112
HH owns DVD drive		9,014	29.2%	117
HH owns DVD-RW (DVD burner)		7,424	24.0%	117
HH owns external hard drive		5,024	16.3%	115
HH owns flash drive		7,714	25.0%	122
HH owns LAN/network interface card		4,241	13.7%	124
HH owns inkjet printer		14,613	47.3%	111
HH owns laser printer		5,001	16.2%	118
HH owns modem/fax modem		7,283	23.6%	113
HH owns removable cartridge storage device		1,985	6.4%	111
HH owns scanner		10,016	32.4%	114
HH owns PC speakers		14,459	46.8%	112
HH owns tape backup		831	2.7%	101
HH owns webcam		4,233	13.7%	121
HH owns software: accounting		3,087	10.0%	112
HH owns software: communications/fax		2,821	9.1%	112
HH owns software: database/filing		2,730	8.8%	108
HH owns software: desktop publishing		4,289	13.9%	114

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
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Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	3,651	11.8%	118
HH owns software: entertainment/games	10,155	32.9%	113
HH owns software: online meeting/conference	1,020	3.3%	115
HH owns software: personal finance/tax prep	5,387	17.4%	123
HH owns software: presentation graphics	2,858	9.2%	116
HH owns software: multimedia	5,600	18.1%	118
HH owns software: networking	4,105	13.3%	118
HH owns software: security/anti-virus	10,152	32.8%	117
HH owns software: spreadsheet	8,612	27.9%	121
HH owns software: utility	2,518	8.1%	115
HH owns software: web authoring	1,169	3.8%	109
HH owns software: word processing	12,248	39.6%	118
Spent \$500+ on software for home PC in last 12 mo	780	2.5%	106
Purchased computer book in last 12 months	1,505	4.9%	113
HH owns fax machine	1,955	6.3%	105
Purchased audio equipment in last 12 months	3,168	10.2%	106
Purchased headphones in last 12 months	1,248	4.0%	101
HH owns camcorder	6,917	22.4%	115
Purchased camcorder in last 12 months	718	2.3%	109
HH owns CD player	15,553	50.3%	109
Purchased CD player in last 12 months	1,237	4.0%	103
HH owns DVD player	21,731	70.3%	106
Purchased DVD player in last 12 months	3,163	10.2%	105
HH owns 1 TV	5,199	16.8%	86
HH owns 2 TVs	8,271	26.8%	102
HH owns 3 TVs	7,241	23.4%	104
HH owns 4+ TVs	7,088	22.9%	109
HH owns miniature screen TV (<13 in)	2,613	8.5%	107
Most recent TV purchase: miniature screen (<13 in)	805	2.6%	94
HH owns regular screen TV (13-26 in)	13,492	43.6%	100
Most recent TV purchase: regular screen (13-26 in)	6,667	21.6%	92
HH owns large screen TV (27-35 in)	14,982	48.5%	104
Most recent TV purchase: large screen (27-35 in)	9,666	31.3%	99
HH owns big screen TV (36-42 in)	6,549	21.2%	112
Most recent TV purchase: big screen (36-42 in)	4,845	15.7%	111
HH owns giant screen TV (over 42 in)	5,172	16.7%	118
Most recent TV purchase: giant screen (over 42 in)	4,062	13.1%	118
HH owns LCD TV	6,668	21.6%	112
HH owns plasma TV	2,830	9.2%	111
HH owns projection TV	1,897	6.1%	113
HH owns video game system	11,682	37.8%	113
Purchased video game system in last 12 months	3,907	12.6%	117
HH owns video game system: handheld	5,455	17.6%	115
HH owns video game system: attached to TV/computer	10,331	33.4%	113
HH owns video game system: Game Boy	2,381	7.7%	112
HH owns video game system: Game Boy Advance/SP	2,385	7.7%	117
HH owns video game system: Nintendo DS	2,770	9.0%	118

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,767	5.7%	114
HH owns video game system: Nintendo Wii	2,454	7.9%	118
HH owns video game system: PlayStation 2	5,569	18.0%	109
HH owns video game system: PlayStation 3	1,228	4.0%	110
HH owns video game system: Sony PlayStation/PS One	1,339	4.3%	107
HH owns video game system: Sony PSP	1,047	3.4%	116
HH owns video game system: Xbox	2,190	7.1%	119
HH owns video game system: Xbox 360	2,427	7.9%	121
HH purchased 5+ video games in last 12 months	2,346	7.6%	117
HH spent \$101+ on video games in last 12 months	2,974	9.6%	119
Owns MP3 player	17,955	30.9%	115
Purchased MP3 player in last 12 months	6,951	12.0%	117
Owns Apple iPod	7,268	12.5%	113
Purchased Apple iPod in last 12 months	2,277	3.9%	116
Have any access to the Internet	52,651	90.6%	107
Have access to Internet: at home	45,848	78.9%	112
Have access to Internet: at work	26,149	45.0%	121
Have access to Internet: at school/library	15,619	26.9%	107
Have access to Internet: not hm/work/school/library	12,088	20.8%	107
Use Internet less than once a week	1,891	3.3%	82
Use Internet 1-2 times per week	2,830	4.9%	88
Use Internet 3-6 times per week	4,661	8.0%	100
Use Internet once a day	7,118	12.3%	111
Use Internet 2-4 times per day	11,847	20.4%	116
Use Internet 5 or more times per day	17,806	30.7%	123
Any Internet or online usage in last 30 days	46,145	79.4%	113
Used Internet in last 30 days: at home	41,498	71.4%	115
Used Internet in last 30 days: at work	22,816	39.3%	124
Used Internet in last 30 days: at school/library	4,690	8.1%	105
Used Internet/30 days: not home/work/school/library	5,640	9.7%	105
Internet last 30 days: used email	41,786	71.9%	116
Internet last 30 days: used Instant Messenger	16,721	28.8%	114
Internet last 30 days: paid bills online	23,788	41.0%	125
Internet last 30 days: visited online blog	6,284	10.8%	113
Internet last 30 days: wrote online blog	2,386	4.1%	111
Internet last 30 days: visited chat room	2,652	4.6%	98
Internet last 30 days: looked for employment	8,711	15.0%	114
Internet last 30 days: played games online	13,386	23.0%	110
Internet last 30 days: traded/tracked investments	7,684	13.2%	118
Internet last 30 days: downloaded music	12,330	21.2%	115
Internet last 30 days: made phone call	2,357	4.1%	110
Internet last 30 days: made personal purchase	21,167	36.4%	118
Internet last 30 days: made business purchase	6,569	11.3%	119
Internet last 30 days: made travel plans	11,905	20.5%	119
Internet last 30 days: watched online video	12,888	22.2%	116
Internet last 30 days: obtained new/used car info	6,156	10.6%	120
Internet last 30 days: obtained financial info	17,206	29.6%	124
Internet last 30 days: obtained medical info	11,199	19.3%	116
Internet last 30 days: obtained latest news	26,780	46.1%	120
Internet last 30 days: obtained real estate info	7,794	13.4%	125

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Longitude: -84.27417

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	16,522	28.4%	123
Ordered anything on Internet in last 12 months	23,971	41.3%	119
Ordered on Internet/12 mo: airline ticket	12,021	20.7%	124
Ordered on Internet/12 mo: CD/tape	2,898	5.0%	114
Ordered on Internet/12 mo: clothing	9,759	16.8%	116
Ordered on Internet/12 mo: computer	2,300	4.0%	116
Ordered on Internet/12 mo: computer peripheral	2,906	5.0%	115
Ordered on Internet/12 mo: DVD	4,362	7.5%	114
Ordered on Internet/12 mo: flowers	3,316	5.7%	123
Ordered on Internet/12 mo: software	3,899	6.7%	118
Ordered on Internet/12 mo: tickets (concerts etc.)	6,638	11.4%	119
Ordered on Internet/12 mo: toy	3,141	5.4%	109
Purchased item from amazon.com in last 12 months	9,295	16.0%	114
Purchased item from barnes&noble.com in last 12 mo	2,188	3.8%	118
Purchased item from bestbuy.com in last 12 months	1,777	3.1%	121
Purchased item from ebay.com in last 12 months	5,931	10.2%	110
Purchased item from walmart.com in last 12 months	2,713	4.7%	114
Spent on Internet orders last 12 months: <\$100	3,548	6.1%	112
Spent on Internet orders last 12 months: \$100-199	3,407	5.9%	109
Spent on Internet orders last 12 months: \$200-499	5,550	9.6%	114
Spent on Internet orders last 12 months: \$500+	10,257	17.7%	121
Connection to Internet from home: dial-up modem	3,886	6.7%	80
Connection to Internet from home: cable modem	19,127	32.9%	122
Connection to Internet from home: DSL	15,572	26.8%	109
Connection to Internet from home: wireless	9,852	17.0%	123
Connection to Internet from home: any broadband	40,217	69.2%	117
DVDs rented in last 30 days: 1	1,751	3.0%	114
DVDs rented in last 30 days: 2	3,106	5.3%	115
DVDs rented in last 30 days: 3	1,922	3.3%	103
DVDs rented in last 30 days: 4	2,505	4.3%	111
DVDs rented in last 30 days: 5+	9,154	15.8%	119
Rented video tape/DVD last month: action/adventure	13,582	23.4%	116
Rented video tape/DVD last month: classic	3,253	5.6%	108
Rented video tape/DVD last month: comedy	14,093	24.3%	117
Rented video tape/DVD last month: drama	9,223	15.9%	117
Rented video tape/DVD last month: family/children	5,937	10.2%	115
Rented video tape/DVD last month: foreign	1,139	2.0%	99
Rented video tape/DVD last month: horror	4,384	7.5%	102
Rented video tape/DVD last month: romance	4,953	8.5%	113
Rented video tape/DVD last month: science fiction	3,344	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	8,823	15.2%	126
Rented video tape/DVD last mo at Hollywood Video	3,019	5.2%	126
Bought video tape/DVD last month: action/adventure	5,348	9.2%	110
Bought video tape/DVD last month: classic	1,492	2.6%	94
Bought video tape/DVD last month: comedy	4,986	8.6%	107
Bought video tape/DVD last month: drama	2,868	4.9%	114
Bought video tape/DVD last month: family/children	3,624	6.2%	106
Bought video tape/DVD last month: horror	1,391	2.4%	76
Bought video tape/DVD last month: romance	1,541	2.7%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

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Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,509	2.6%	104
Bought blank video tape in last 6 months	6,580	11.3%	100
Bought 7+ blank video tapes in last 6 months	1,431	2.5%	94
DVDs purchased in last 30 days: 1	3,206	5.5%	111
DVDs purchased in last 30 days: 2	3,195	5.5%	116
DVDs purchased in last 30 days: 3-4	2,879	5.0%	107
DVDs purchased in last 30 days: 5+	2,852	4.9%	94
Bought any camera in last 12 months	7,719	13.3%	103
Spent on cameras in last 12 months: <\$100	2,353	4.1%	92
Spent on cameras in last 12 months: \$100-199	1,886	3.2%	108
Spent on cameras in last 12 months: \$200+	2,436	4.2%	106
Own APS (point & shoot or SLR) camera	1,783	3.1%	112
Own digital camera	22,411	38.6%	117
Bought digital camera in last 12 months	4,310	7.4%	108
Own digital point & shoot camera	16,919	29.1%	117
Bought digital point & shoot camera in last 12 mo	3,060	5.3%	107
Own digital SLR camera	6,225	10.7%	116
Bought digital SLR camera in last 12 months	1,372	2.4%	105
Own 35mm auto focus point & shoot camera	2,888	5.0%	106
Own 35mm auto focus single lens reflex camera	1,449	2.5%	105
Own 35mm auto focus zoom camera	3,322	5.7%	102
Own 35mm single lens reflex camera	1,926	3.3%	110
Own Canon camera	10,607	18.3%	116
Bought Canon camera in last 12 months	1,413	2.4%	114
Own Fuji camera	2,363	4.1%	101
Own Kodak camera	7,063	12.2%	103
Bought Kodak camera in last 12 months	1,574	2.7%	91
Own Nikon camera	3,583	6.2%	114
Own Olympus camera	3,146	5.4%	119
Own Polaroid camera	1,162	2.0%	81
Bought any camera accessory in last 12 months	28,021	48.2%	113
Bought film in last 12 months	11,458	19.7%	103
Bought film in last 12 months: <3 rolls	5,166	8.9%	100
Bought film in last 12 months: 3-6 rolls	3,651	6.3%	100
Bought film in last 12 months: 7+ rolls	2,639	4.5%	107
Bought film in last 12 mo: APS (color prints)	1,631	2.8%	105
Bought film in last 12 mo: instant developing	1,134	2.0%	98
Bought film in last 12 mo: 35mm (black & white)	552	1.0%	100
Bought film in last 12 mo: 35mm (color prints)	6,761	11.6%	102
Bought Fuji film in last 12 months	2,748	4.7%	94
Bought Kodak film in last 12 months	7,235	12.5%	105
Bought store-brand film in last 12 months	1,279	2.2%	103
Purchased film in last 12 mo: department store	1,679	2.9%	78
Purchased film in last 12 mo: discount store	2,829	4.9%	102

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Longitude: -84.27417

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	2,849	4.9%	104
Purchased film in last 12 mo: grocery store	1,278	2.2%	102
Purchased film in last 12 mo: 1 hour service store	1,396	2.4%	95
Had film processed at discount store	2,045	3.5%	106
Had film processed at drug store	2,565	4.4%	104
Had film processed at 1 hour service store	1,687	2.9%	100
Bought memory card for camera in last 12 months	5,022	8.6%	113
Own memory card for camera	16,791	28.9%	117

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Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		185,777	193,032	
Population 18+		138,252	143,996	
Households		72,371	75,386	
Median Household Income		\$68,566	\$77,695	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		59,379	82.0%	111
Purchased home PC in last 12 months		13,044	18.0%	115
Purchased home PC 1-2 years ago		18,534	25.6%	114
Purchased home PC 3-4 years ago		16,407	22.7%	116
Purchased home PC 5+ years ago		7,412	10.2%	110
Spent <\$500 on home PC (most recent purchase)		6,431	8.9%	103
Spent \$500-999 on home PC (most recent purchase)		14,413	19.9%	112
Spent \$1000-1499 on home PC (most recent purchase)		11,057	15.3%	117
Spent \$1500-1999 on home PC (most recent purchase)		6,005	8.3%	117
Spent \$2000+ on home PC (most recent purchase)		5,305	7.3%	118
Purchased home PC at computer superstore		11,038	15.3%	120
Purchased home PC at department store		3,325	4.6%	93
Purchased home PC direct from manufacturer		11,732	16.2%	117
Purchased home PC at electronics store		9,289	12.8%	116
Purchased home PC on Internet		7,260	10.0%	117
Purchased home PC at warehouse discount outlet		1,702	2.4%	107
HH owns desktop PC		46,691	64.5%	112
HH owns laptop/notebook/tablet PC		26,684	36.9%	118
HH owns any Apple/Apple Mac clone brand PC		4,791	6.6%	106
HH owns any IBM/IBM compatible brand PC		54,652	75.5%	112
Brand of PC that HH owns: Compaq		6,908	9.5%	113
Brand of PC that HH owns: Dell		25,360	35.0%	114
Brand of PC that HH owns: Gateway		5,081	7.0%	105
Brand of PC that HH owns: Hewlett Packard		13,131	18.1%	117
Brand of PC that HH owns: Sony Vaio		2,279	3.2%	108
Child (under 18) uses home PC		17,962	24.8%	117
HH owns CD burner		30,898	42.7%	116
HH owns CD ROM drive		32,013	44.2%	113
HH owns DVD drive		21,096	29.1%	117
HH owns DVD-RW (DVD burner)		17,305	23.9%	116
HH owns external hard drive		12,087	16.7%	118
HH owns flash drive		18,025	24.9%	121
HH owns LAN/network interface card		10,048	13.9%	125
HH owns inkjet printer		35,112	48.5%	114
HH owns laser printer		12,081	16.7%	122
HH owns modem/fax modem		17,343	24.0%	115
HH owns removable cartridge storage device		4,633	6.4%	110
HH owns scanner		23,944	33.1%	116
HH owns PC speakers		34,427	47.6%	114
HH owns tape backup		2,088	2.9%	108
HH owns webcam		9,667	13.4%	118
HH owns software: accounting		7,579	10.5%	118
HH owns software: communications/fax		7,111	9.8%	120
HH owns software: database/filing		6,768	9.4%	115
HH owns software: desktop publishing		10,586	14.6%	121

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	8,411	11.6%	116
HH owns software: entertainment/games	23,826	32.9%	113
HH owns software: online meeting/conference	2,336	3.2%	113
HH owns software: personal finance/tax prep	13,281	18.4%	129
HH owns software: presentation graphics	6,987	9.7%	121
HH owns software: multimedia	13,056	18.0%	118
HH owns software: networking	9,624	13.3%	119
HH owns software: security/anti-virus	24,224	33.5%	119
HH owns software: spreadsheet	20,695	28.6%	124
HH owns software: utility	6,078	8.4%	118
HH owns software: web authoring	2,872	4.0%	115
HH owns software: word processing	29,222	40.4%	120
Spent \$500+ on software for home PC in last 12 mo	1,879	2.6%	109
Purchased computer book in last 12 months	3,511	4.9%	112
HH owns fax machine	5,039	7.0%	116
Purchased audio equipment in last 12 months	7,241	10.0%	103
Purchased headphones in last 12 months	2,935	4.1%	102
HH owns camcorder	16,892	23.3%	120
Purchased camcorder in last 12 months	1,673	2.3%	109
HH owns CD player	37,007	51.1%	111
Purchased CD player in last 12 months	2,806	3.9%	100
HH owns DVD player	51,270	70.8%	107
Purchased DVD player in last 12 months	7,473	10.3%	106
HH owns 1 TV	11,691	16.2%	82
HH owns 2 TVs	18,940	26.2%	100
HH owns 3 TVs	17,055	23.6%	105
HH owns 4+ TVs	17,747	24.5%	117
HH owns miniature screen TV (<13 in)	6,200	8.6%	108
Most recent TV purchase: miniature screen (<13 in)	1,916	2.6%	95
HH owns regular screen TV (13-26 in)	32,152	44.4%	102
Most recent TV purchase: regular screen (13-26 in)	15,624	21.6%	93
HH owns large screen TV (27-35 in)	35,311	48.8%	105
Most recent TV purchase: large screen (27-35 in)	22,488	31.1%	98
HH owns big screen TV (36-42 in)	15,807	21.8%	116
Most recent TV purchase: big screen (36-42 in)	11,536	15.9%	113
HH owns giant screen TV (over 42 in)	12,441	17.2%	121
Most recent TV purchase: giant screen (over 42 in)	9,766	13.5%	121
HH owns LCD TV	16,237	22.4%	117
HH owns plasma TV	6,814	9.4%	114
HH owns projection TV	4,561	6.3%	117
HH owns video game system	26,692	36.9%	110
Purchased video game system in last 12 months	8,854	12.2%	114
HH owns video game system: handheld	12,729	17.6%	114
HH owns video game system: attached to TV/computer	23,648	32.7%	111
HH owns video game system: Game Boy	5,678	7.8%	114
HH owns video game system: Game Boy Advance/SP	5,677	7.8%	119
HH owns video game system: Nintendo DS	6,415	8.9%	117

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	4,053	5.6%	112
HH owns video game system: Nintendo Wii	5,895	8.1%	121
HH owns video game system: PlayStation 2	12,626	17.4%	106
HH owns video game system: PlayStation 3	2,817	3.9%	108
HH owns video game system: Sony PlayStation/PS One	3,106	4.3%	106
HH owns video game system: Sony PSP	2,311	3.2%	109
HH owns video game system: Xbox	4,790	6.6%	111
HH owns video game system: Xbox 360	5,534	7.6%	118
HH purchased 5+ video games in last 12 months	5,296	7.3%	113
HH spent \$101+ on video games in last 12 months	6,678	9.2%	114
Owns MP3 player	43,224	31.3%	117
Purchased MP3 player in last 12 months	16,610	12.0%	118
Owns Apple iPod	18,057	13.1%	118
Purchased Apple iPod in last 12 months	5,389	3.9%	115
Have any access to the Internet	125,982	91.1%	108
Have access to Internet: at home	111,160	80.4%	114
Have access to Internet: at work	62,990	45.6%	122
Have access to Internet: at school/library	37,115	26.8%	106
Have access to Internet: not hm/work/school/library	29,256	21.2%	109
Use Internet less than once a week	4,336	3.1%	79
Use Internet 1-2 times per week	6,594	4.8%	86
Use Internet 3-6 times per week	11,476	8.3%	103
Use Internet once a day	16,832	12.2%	110
Use Internet 2-4 times per day	28,719	20.8%	118
Use Internet 5 or more times per day	42,916	31.0%	124
Any Internet or online usage in last 30 days	110,867	80.2%	114
Used Internet in last 30 days: at home	100,902	73.0%	117
Used Internet in last 30 days: at work	55,286	40.0%	126
Used Internet in last 30 days: at school/library	10,846	7.8%	102
Used Internet/30 days: not home/work/school/library	13,538	9.8%	106
Internet last 30 days: used email	100,929	73.0%	117
Internet last 30 days: used Instant Messenger	38,923	28.2%	111
Internet last 30 days: paid bills online	55,892	40.4%	123
Internet last 30 days: visited online blog	15,018	10.9%	114
Internet last 30 days: wrote online blog	5,540	4.0%	108
Internet last 30 days: visited chat room	5,890	4.3%	91
Internet last 30 days: looked for employment	19,781	14.3%	109
Internet last 30 days: played games online	30,434	22.0%	105
Internet last 30 days: traded/tracked investments	19,913	14.4%	129
Internet last 30 days: downloaded music	28,101	20.3%	110
Internet last 30 days: made phone call	5,732	4.1%	112
Internet last 30 days: made personal purchase	52,267	37.8%	123
Internet last 30 days: made business purchase	16,244	11.7%	123
Internet last 30 days: made travel plans	30,182	21.8%	126
Internet last 30 days: watched online video	30,429	22.0%	115
Internet last 30 days: obtained new/used car info	14,843	10.7%	121
Internet last 30 days: obtained financial info	41,591	30.1%	126
Internet last 30 days: obtained medical info	27,168	19.7%	118
Internet last 30 days: obtained latest news	64,936	47.0%	122
Internet last 30 days: obtained real estate info	18,815	13.6%	126

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	39,436	28.5%	123
Ordered anything on Internet in last 12 months	59,544	43.1%	125
Ordered on Internet/12 mo: airline ticket	30,446	22.0%	132
Ordered on Internet/12 mo: CD/tape	7,082	5.1%	117
Ordered on Internet/12 mo: clothing	24,672	17.8%	123
Ordered on Internet/12 mo: computer	5,609	4.1%	118
Ordered on Internet/12 mo: computer peripheral	7,271	5.3%	121
Ordered on Internet/12 mo: DVD	10,642	7.7%	117
Ordered on Internet/12 mo: flowers	8,386	6.1%	131
Ordered on Internet/12 mo: software	9,739	7.0%	124
Ordered on Internet/12 mo: tickets (concerts etc.)	16,746	12.1%	126
Ordered on Internet/12 mo: toy	8,048	5.8%	117
Purchased item from amazon.com in last 12 months	23,423	16.9%	121
Purchased item from barnes&noble.com in last 12 mo	5,555	4.0%	126
Purchased item from bestbuy.com in last 12 months	4,283	3.1%	123
Purchased item from ebay.com in last 12 months	14,791	10.7%	115
Purchased item from walmart.com in last 12 months	6,337	4.6%	112
Spent on Internet orders last 12 months: <\$100	8,616	6.2%	114
Spent on Internet orders last 12 months: \$100-199	8,107	5.9%	109
Spent on Internet orders last 12 months: \$200-499	13,757	10.0%	119
Spent on Internet orders last 12 months: \$500+	25,992	18.8%	129
Connection to Internet from home: dial-up modem	9,495	6.9%	82
Connection to Internet from home: cable modem	47,044	34.0%	126
Connection to Internet from home: DSL	37,734	27.3%	111
Connection to Internet from home: wireless	23,881	17.3%	126
Connection to Internet from home: any broadband	97,605	70.6%	120
DVDs rented in last 30 days: 1	4,212	3.0%	115
DVDs rented in last 30 days: 2	7,720	5.6%	121
DVDs rented in last 30 days: 3	4,921	3.6%	111
DVDs rented in last 30 days: 4	5,925	4.3%	111
DVDs rented in last 30 days: 5+	21,538	15.6%	118
Rented video tape/DVD last month: action/adventure	32,246	23.3%	115
Rented video tape/DVD last month: classic	7,773	5.6%	108
Rented video tape/DVD last month: comedy	33,188	24.0%	116
Rented video tape/DVD last month: drama	22,147	16.0%	118
Rented video tape/DVD last month: family/children	13,953	10.1%	113
Rented video tape/DVD last month: foreign	2,788	2.0%	102
Rented video tape/DVD last month: horror	9,890	7.2%	97
Rented video tape/DVD last month: romance	11,556	8.4%	111
Rented video tape/DVD last month: science fiction	8,090	5.9%	110
Rented video tape/DVD last mo at Blockbuster Video	21,122	15.3%	126
Rented video tape/DVD last mo at Hollywood Video	6,845	5.0%	120
Bought video tape/DVD last month: action/adventure	12,028	8.7%	104
Bought video tape/DVD last month: classic	3,526	2.6%	94
Bought video tape/DVD last month: comedy	11,635	8.4%	105
Bought video tape/DVD last month: drama	6,327	4.6%	106
Bought video tape/DVD last month: family/children	8,542	6.2%	105
Bought video tape/DVD last month: horror	3,233	2.3%	74
Bought video tape/DVD last month: romance	3,473	2.5%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	3,521	2.5%	102
Bought blank video tape in last 6 months	15,813	11.4%	101
Bought 7+ blank video tapes in last 6 months	3,450	2.5%	96
DVDs purchased in last 30 days: 1	7,785	5.6%	113
DVDs purchased in last 30 days: 2	7,504	5.4%	115
DVDs purchased in last 30 days: 3-4	6,538	4.7%	102
DVDs purchased in last 30 days: 5+	6,433	4.7%	89
Bought any camera in last 12 months	18,398	13.3%	104
Spent on cameras in last 12 months: <\$100	5,349	3.9%	87
Spent on cameras in last 12 months: \$100-199	4,404	3.2%	106
Spent on cameras in last 12 months: \$200+	6,235	4.5%	113
Own APS (point & shoot or SLR) camera	4,421	3.2%	116
Own digital camera	54,633	39.5%	120
Bought digital camera in last 12 months	10,662	7.7%	113
Own digital point & shoot camera	41,387	29.9%	120
Bought digital point & shoot camera in last 12 mo	7,592	5.5%	111
Own digital SLR camera	15,114	10.9%	118
Bought digital SLR camera in last 12 months	3,340	2.4%	107
Own 35mm auto focus point & shoot camera	7,149	5.2%	110
Own 35mm auto focus single lens reflex camera	3,885	2.8%	118
Own 35mm auto focus zoom camera	8,338	6.0%	107
Own 35mm single lens reflex camera	4,796	3.5%	116
Own Canon camera	26,385	19.1%	121
Bought Canon camera in last 12 months	3,375	2.4%	115
Own Fuji camera	5,413	3.9%	97
Own Kodak camera	16,640	12.0%	102
Bought Kodak camera in last 12 months	3,614	2.6%	88
Own Nikon camera	8,855	6.4%	118
Own Olympus camera	7,701	5.6%	123
Own Polaroid camera	2,760	2.0%	81
Bought any camera accessory in last 12 months	68,043	49.2%	115
Bought film in last 12 months	27,605	20.0%	104
Bought film in last 12 months: <3 rolls	12,464	9.0%	101
Bought film in last 12 months: 3-6 rolls	8,910	6.4%	103
Bought film in last 12 months: 7+ rolls	6,227	4.5%	106
Bought film in last 12 mo: APS (color prints)	3,917	2.8%	106
Bought film in last 12 mo: instant developing	2,496	1.8%	90
Bought film in last 12 mo: 35mm (black & white)	1,291	0.9%	98
Bought film in last 12 mo: 35mm (color prints)	16,655	12.0%	106
Bought Fuji film in last 12 months	6,927	5.0%	99
Bought Kodak film in last 12 months	17,424	12.6%	106
Bought store-brand film in last 12 months	3,048	2.2%	103
Purchased film in last 12 mo: department store	3,950	2.9%	77
Purchased film in last 12 mo: discount store	6,873	5.0%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	6,990	5.1%	108
Purchased film in last 12 mo: grocery store	3,121	2.3%	105
Purchased film in last 12 mo: 1 hour service store	3,331	2.4%	95
Had film processed at discount store	4,838	3.5%	106
Had film processed at drug store	6,298	4.6%	107
Had film processed at 1 hour service store	4,008	2.9%	100
Bought memory card for camera in last 12 months	11,926	8.6%	113
Own memory card for camera	41,165	29.8%	120

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

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Longitude: -84.27417

Demographic Summary		2010	2015	
Population		8,540	8,828	
Population 18+		6,564	6,779	
Households		3,960	4,124	
Median Household Income		\$58,690	\$64,967	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		3,130	47.7%	97
Bank/financial institution: use savings & loan		656	10.0%	95
Bank/financial institution: use credit union		1,617	24.6%	109
Bank/financial institution: use fed savings bank		137	2.1%	91
Bank/financial institution: use mutual funds co		206	3.1%	96
Bank/financial institution: use Internet Bank		307	4.7%	108
Used ATM/cash machine in last 12 months		3,657	55.7%	110
Banked in person in last 12 months		3,385	51.6%	99
Banked by mail in last 12 months		395	6.0%	113
Banked by phone in last 12 months		1,154	17.6%	117
Did banking over the Internet in last 12 months		2,080	31.7%	116
Used direct deposit of paycheck in last 12 months		2,708	41.3%	107
Have interest checking account		2,044	31.1%	97
Have non-interest checking account		1,991	30.3%	114
Have money market account		719	11.0%	89
Have savings account		2,553	38.9%	107
Have 401K retirement savings		1,238	18.9%	106
Have IRA retirement savings		896	13.7%	91
Have auto loan for new car		860	13.1%	114
Have personal loan for education only		316	4.8%	119
Have personal loan-not for education		141	2.1%	85
Have home mortgage (1st)		1,295	19.7%	103
Have 2nd mortgage (equity loan)		410	6.2%	99
Have home equity line of credit		349	5.3%	89
Have personal line of credit		283	4.3%	95
Have overdraft protection		862	13.1%	99
Own any securities investment		1,570	23.9%	96
Own annuities		180	2.7%	90
Own certificate of deposit (6 months or less)		199	3.0%	86
Own certificate of deposit (more than 6 months)		318	4.8%	87
Own common/preferred stock in company you work for		179	2.7%	90
Own common stock in company you don't work for		333	5.1%	80
Own insured money market account (bank)		121	1.8%	89
Own shares in money market fund		385	5.9%	88
Own shares in mutual fund (bonds)		343	5.2%	88
Own shares in mutual fund (stock)		566	8.6%	92
Own any stock		520	7.9%	86
Own stock with market value <\$10000		187	2.8%	92
Own stock with market value \$10000-49999		183	2.8%	111
Own stock with market value \$50000+		121	1.8%	74

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	451	6.9%	100
Used financial planning counsel in last 12 months	478	7.3%	93
Used full service brokerage firm in last 12 months	357	5.4%	88
Own any credit/debit card (in own name)	4,998	76.1%	103
Own American Express card (in own name)	766	11.7%	94
Own Discover card (in own name)	758	11.5%	103
Own MasterCard (in own name)	2,266	34.5%	101
Own Visa (in own name)	3,472	52.9%	108
Own any department store credit card (in own name)	2,028	30.9%	100
Avg monthly credit card expenditures: <\$111	981	14.9%	108
Avg monthly credit card expenditures: \$111-225	524	8.0%	103
Avg monthly credit card expenditures: \$226-450	492	7.5%	100
Avg monthly credit card expenditures: \$451-700	396	6.0%	95
Avg monthly credit card expenditures: \$701+	824	12.6%	94

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Demographic Summary		2010	2015	
Population		78,453	81,521	
Population 18+		58,088	60,386	
Households		30,913	32,232	
Median Household Income		\$65,806	\$75,004	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		30,333	52.2%	106
Bank/financial institution: use savings & loan		6,107	10.5%	100
Bank/financial institution: use credit union		15,743	27.1%	120
Bank/financial institution: use fed savings bank		1,321	2.3%	99
Bank/financial institution: use mutual funds co		2,170	3.7%	115
Bank/financial institution: use Internet Bank		2,858	4.9%	114
Used ATM/cash machine in last 12 months		34,106	58.7%	116
Banked in person in last 12 months		32,218	55.5%	107
Banked by mail in last 12 months		3,469	6.0%	112
Banked by phone in last 12 months		9,939	17.1%	114
Did banking over the Internet in last 12 months		19,945	34.3%	126
Used direct deposit of paycheck in last 12 months		25,736	44.3%	115
Have interest checking account		20,769	35.8%	111
Have non-interest checking account		17,091	29.4%	111
Have money market account		8,203	14.1%	115
Have savings account		24,143	41.6%	114
Have 401K retirement savings		12,658	21.8%	123
Have IRA retirement savings		9,942	17.1%	114
Have auto loan for new car		7,888	13.6%	118
Have personal loan for education only		2,799	4.8%	119
Have personal loan-not for education		1,302	2.2%	89
Have home mortgage (1st)		13,643	23.5%	122
Have 2nd mortgage (equity loan)		4,506	7.8%	123
Have home equity line of credit		4,006	6.9%	115
Have personal line of credit		2,841	4.9%	108
Have overdraft protection		9,043	15.6%	117
Own any securities investment		16,184	27.9%	112
Own annuities		1,904	3.3%	108
Own certificate of deposit (6 months or less)		2,104	3.6%	103
Own certificate of deposit (more than 6 months)		3,391	5.8%	105
Own common/preferred stock in company you work for		2,106	3.6%	120
Own common stock in company you don't work for		3,967	6.8%	108
Own insured money market account (bank)		1,326	2.3%	111
Own shares in money market fund		4,354	7.5%	113
Own shares in mutual fund (bonds)		3,967	6.8%	115
Own shares in mutual fund (stock)		6,430	11.1%	118
Own any stock		5,933	10.2%	111
Own stock with market value <\$10000		1,884	3.2%	104
Own stock with market value \$10000-49999		1,731	3.0%	119
Own stock with market value \$50000+		1,478	2.5%	102

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	4,450	7.7%	112
Used financial planning counsel in last 12 months	5,186	8.9%	114
Used full service brokerage firm in last 12 months	4,021	6.9%	112
Own any credit/debit card (in own name)	46,417	79.9%	108
Own American Express card (in own name)	8,221	14.2%	114
Own Discover card (in own name)	7,201	12.4%	111
Own MasterCard (in own name)	21,929	37.8%	110
Own Visa (in own name)	32,253	55.5%	113
Own any department store credit card (in own name)	19,686	33.9%	109
Avg monthly credit card expenditures: <\$111	8,460	14.6%	105
Avg monthly credit card expenditures: \$111-225	4,676	8.1%	103
Avg monthly credit card expenditures: \$226-450	4,777	8.2%	110
Avg monthly credit card expenditures: \$451-700	4,071	7.0%	110
Avg monthly credit card expenditures: \$701+	9,031	15.5%	116

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Eastgate Area
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Latitude: 39.0987

Longitude: -84.27417

Demographic Summary		2010	2015	
Population		185,777	193,032	
Population 18+		138,252	143,996	
Households		72,371	75,386	
Median Household Income		\$68,566	\$77,695	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		75,322	54.5%	110
Bank/financial institution: use savings & loan		15,236	11.0%	105
Bank/financial institution: use credit union		37,622	27.2%	120
Bank/financial institution: use fed savings bank		3,325	2.4%	104
Bank/financial institution: use mutual funds co		5,591	4.0%	124
Bank/financial institution: use Internet Bank		6,787	4.9%	114
Used ATM/cash machine in last 12 months		81,677	59.1%	116
Banked in person in last 12 months		78,840	57.0%	110
Banked by mail in last 12 months		8,446	6.1%	114
Banked by phone in last 12 months		23,504	17.0%	113
Did banking over the Internet in last 12 months		47,867	34.6%	127
Used direct deposit of paycheck in last 12 months		62,069	44.9%	116
Have interest checking account		52,045	37.6%	117
Have non-interest checking account		40,688	29.4%	111
Have money market account		21,789	15.8%	128
Have savings account		59,468	43.0%	118
Have 401K retirement savings		31,559	22.8%	129
Have IRA retirement savings		26,095	18.9%	125
Have auto loan for new car		18,854	13.6%	118
Have personal loan for education only		6,408	4.6%	114
Have personal loan-not for education		3,258	2.4%	94
Have home mortgage (1st)		34,513	25.0%	130
Have 2nd mortgage (equity loan)		11,688	8.5%	134
Have home equity line of credit		10,726	7.8%	129
Have personal line of credit		7,082	5.1%	113
Have overdraft protection		22,448	16.2%	122
Own any securities investment		41,871	30.3%	121
Own annuities		4,905	3.5%	117
Own certificate of deposit (6 months or less)		5,552	4.0%	114
Own certificate of deposit (more than 6 months)		8,821	6.4%	115
Own common/preferred stock in company you work for		5,479	4.0%	131
Own common stock in company you don't work for		11,071	8.0%	127
Own insured money market account (bank)		3,584	2.6%	126
Own shares in money market fund		11,843	8.6%	129
Own shares in mutual fund (bonds)		10,615	7.7%	129
Own shares in mutual fund (stock)		16,968	12.3%	131
Own any stock		16,140	11.7%	127
Own stock with market value <\$10000		4,986	3.6%	116
Own stock with market value \$10000-49999		4,411	3.2%	127
Own stock with market value \$50000+		4,312	3.1%	125

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	11,113	8.0%	117
Used financial planning counsel in last 12 months	13,465	9.7%	124
Used full service brokerage firm in last 12 months	10,700	7.7%	125
Own any credit/debit card (in own name)	112,625	81.5%	110
Own American Express card (in own name)	21,095	15.3%	123
Own Discover card (in own name)	17,861	12.9%	115
Own MasterCard (in own name)	54,231	39.2%	115
Own Visa (in own name)	78,249	56.6%	115
Own any department store credit card (in own name)	49,214	35.6%	115
Avg monthly credit card expenditures: <\$111	19,840	14.4%	104
Avg monthly credit card expenditures: \$111-225	11,300	8.2%	105
Avg monthly credit card expenditures: \$226-450	11,691	8.5%	113
Avg monthly credit card expenditures: \$451-700	10,135	7.3%	115
Avg monthly credit card expenditures: \$701+	23,620	17.1%	128

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		8,540	8,828	
Population 18+		6,564	6,779	
Households		3,960	4,124	
Median Household Income		\$58,690	\$64,967	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		1,857	46.9%	91
HH owns any bird		92	2.3%	80
HH owns any cat		866	21.9%	91
HH owns any dog		1,287	32.5%	86
HH owns 1 cat		473	11.9%	93
HH owns 2+ cats		393	9.9%	86
HH owns 1 dog		837	21.1%	90
HH owns 2+ dogs		450	11.4%	77
HH used canned cat food in last 6 months		408	10.3%	89
HH used <4 cans of cat food in last 7 days		156	3.9%	90
HH used 8+ cans of cat food in last 7 days		121	3.1%	85
HH used packaged dry cat food in last 6 months		822	20.8%	89
HH used <5 pounds of packaged dry cat food last mo		299	7.6%	92
HH used 11+ pounds of packaged dry cat food last mo		214	5.4%	75
HH used cat treats in last 6 months		397	10.0%	98
HH used cat litter in last 6 months		748	18.9%	92
HH used canned dog food in last 6 months		454	11.5%	87
HH used packaged dry dog food in last 6 months		1,244	31.4%	86
HH used <10 pounds of pkgd dry dog food last month		567	14.3%	86
HH used 25+ pounds of pkgd dry dog food last month		332	8.4%	76
HH used dog biscuits/treats in last 6 months		1,023	25.8%	87
HH used <2 packages of dog biscuits/treats last mo		520	13.1%	89
HH used 4+ packages of dog biscuits/treats last mo		192	4.8%	88
HH used flea/tick care prod for cat/dog last 12 mo		1,136	28.7%	84
HH member took pet to vet in last 12 mo: 1 time		446	11.3%	89
HH member took pet to vet in last 12 mo: 2 times		408	10.3%	93
HH member took pet to vet in last 12 mo: 3 times		193	4.9%	87
HH member took pet to vet in last 12 mo: 4 times		148	3.7%	90
HH member took pet to vet in last 12 mo: 5+ times		182	4.6%	82
Bought pet food from vet in last 12 months		171	4.3%	85
Bought flea control product from vet in last 12 mo		439	11.1%	83

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		78,453	81,521	
Population 18+		58,088	60,386	
Households		30,913	32,232	
Median Household Income		\$65,806	\$75,004	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		16,406	53.1%	103
HH owns any bird		835	2.7%	93
HH owns any cat		7,438	24.1%	100
HH owns any dog		11,865	38.4%	101
HH owns 1 cat		3,983	12.9%	101
HH owns 2+ cats		3,453	11.2%	96
HH owns 1 dog		7,612	24.6%	105
HH owns 2+ dogs		4,254	13.8%	94
HH used canned cat food in last 6 months		3,515	11.4%	98
HH used <4 cans of cat food in last 7 days		1,345	4.4%	100
HH used 8+ cans of cat food in last 7 days		1,001	3.2%	90
HH used packaged dry cat food in last 6 months		7,153	23.1%	100
HH used <5 pounds of packaged dry cat food last mo		2,554	8.3%	101
HH used 11+ pounds of packaged dry cat food last mo		1,963	6.4%	88
HH used cat treats in last 6 months		3,273	10.6%	103
HH used cat litter in last 6 months		6,510	21.1%	103
HH used canned dog food in last 6 months		4,025	13.0%	98
HH used packaged dry dog food in last 6 months		11,431	37.0%	102
HH used <10 pounds of pkgd dry dog food last month		5,150	16.7%	100
HH used 25+ pounds of pkgd dry dog food last month		3,259	10.5%	96
HH used dog biscuits/treats in last 6 months		9,444	30.6%	103
HH used <2 packages of dog biscuits/treats last mo		4,768	15.4%	104
HH used 4+ packages of dog biscuits/treats last mo		1,626	5.3%	95
HH used flea/tick care prod for cat/dog last 12 mo		10,385	33.6%	99
HH member took pet to vet in last 12 mo: 1 time		4,059	13.1%	104
HH member took pet to vet in last 12 mo: 2 times		3,472	11.2%	102
HH member took pet to vet in last 12 mo: 3 times		1,764	5.7%	101
HH member took pet to vet in last 12 mo: 4 times		1,324	4.3%	103
HH member took pet to vet in last 12 mo: 5+ times		1,804	5.8%	104
Bought pet food from vet in last 12 months		1,513	4.9%	96
Bought flea control product from vet in last 12 mo		4,261	13.8%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		185,777	193,032	
Population 18+		138,252	143,996	
Households		72,371	75,386	
Median Household Income		\$68,566	\$77,695	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		39,678	54.8%	106
HH owns any bird		1,924	2.7%	92
HH owns any cat		18,275	25.3%	105
HH owns any dog		28,724	39.7%	105
HH owns 1 cat		9,779	13.5%	106
HH owns 2+ cats		8,493	11.7%	101
HH owns 1 dog		18,522	25.6%	109
HH owns 2+ dogs		10,206	14.1%	96
HH used canned cat food in last 6 months		8,816	12.2%	105
HH used <4 cans of cat food in last 7 days		3,261	4.5%	103
HH used 8+ cans of cat food in last 7 days		2,590	3.6%	99
HH used packaged dry cat food in last 6 months		17,547	24.2%	104
HH used <5 pounds of packaged dry cat food last mo		6,389	8.8%	108
HH used 11+ pounds of packaged dry cat food last mo		4,795	6.6%	92
HH used cat treats in last 6 months		7,872	10.9%	106
HH used cat litter in last 6 months		15,977	22.1%	108
HH used canned dog food in last 6 months		9,640	13.3%	101
HH used packaged dry dog food in last 6 months		27,646	38.2%	105
HH used <10 pounds of pkgd dry dog food last month		12,268	17.0%	102
HH used 25+ pounds of pkgd dry dog food last month		8,123	11.2%	102
HH used dog biscuits/treats in last 6 months		22,977	31.7%	107
HH used <2 packages of dog biscuits/treats last mo		11,639	16.1%	109
HH used 4+ packages of dog biscuits/treats last mo		3,963	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo		25,284	34.9%	103
HH member took pet to vet in last 12 mo: 1 time		9,911	13.7%	108
HH member took pet to vet in last 12 mo: 2 times		8,539	11.8%	107
HH member took pet to vet in last 12 mo: 3 times		4,266	5.9%	105
HH member took pet to vet in last 12 mo: 4 times		3,270	4.5%	109
HH member took pet to vet in last 12 mo: 5+ times		4,544	6.3%	112
Bought pet food from vet in last 12 months		3,793	5.2%	103
Bought flea control product from vet in last 12 mo		10,680	14.8%	111

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March 27, 2012

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary		2010	2015	
Population		8,540	8,828	
Population 18+		6,564	6,779	
Households		3,960	4,124	
Median Household Income		\$58,690	\$64,967	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		2,057	31.3%	104
Exercise at club 2+ times per week		888	13.5%	110
Exercise at other facility (not club) 2+ times/wk		626	9.5%	118
Own stationary bicycle		298	4.5%	80
Own treadmill		583	8.9%	91
Own weight lifting equipment		865	13.2%	102
Presently controlling diet		2,708	41.3%	100
Diet control for blood sugar level		460	7.0%	95
Diet control for cholesterol level		598	9.1%	90
Diet control to maintain weight		697	10.6%	95
Diet control for physical fitness		636	9.7%	97
Diet control for salt restriction		186	2.8%	85
Diet control for weight loss		1,031	15.7%	111
Used doctor's care/diet for diet method		197	3.0%	100
Used exercise program for diet method		577	8.8%	104
Used Weight Watchers as diet method		191	2.9%	96
Buy foods specifically labeled as fat-free		1,182	18.0%	103
Buy foods specifically labeled as high fiber		779	11.9%	104
Buy foods specifically labeled as high protein		347	5.3%	97
Buy foods specifically labeled as lactose-free		110	1.7%	91
Buy foods specifically labeled as low-calorie		759	11.6%	107
Buy foods specifically labeled as low-carb		531	8.1%	105
Buy foods specifically labeled as low-cholesterol		539	8.2%	99
Buy foods specifically labeled as low-fat		951	14.5%	109
Buy foods specifically labeled as low-sodium		585	8.9%	99
Buy foods specifically labeled as natural/organic		575	8.8%	104
Buy foods specifically labeled as sugar-free		907	13.8%	104
Used butter alternatives in last 6 months		311	4.7%	113
Used egg alternatives in last 6 months		972	14.8%	104
Used salt alternatives in last 6 months		1,903	29.0%	104
Drank meal/dietary supplement in last 6 months		507	7.7%	106
Used nutrition/energy bar in last 6 months		1,002	15.3%	108
Drank sports drink/thirst quencher in last 6 mo		2,353	35.8%	112
Used vitamin/dietary supplement in last 6 months		3,180	48.4%	100
Vitamin/dietary suppl used/6 mo: antioxidant		137	2.1%	72
Vitamin/dietary suppl used/6 mo: B complex		282	4.3%	88
Vitamin/dietary suppl used/6 mo: B complex+C		116	1.8%	91
Vitamin/dietary suppl used/6 mo: B-6		142	2.2%	107
Vitamin/dietary suppl used/6 mo: B-12		339	5.2%	91
Vitamin/dietary suppl used/6 mo: C		564	8.6%	102
Vitamin/dietary suppl used/6 mo: calcium		618	9.4%	87

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	266	4.1%	82
Vitamin/dietary suppl used/6 mo: E	310	4.7%	95
Vitamin/dietary suppl used/6 mo: garlic	115	1.8%	103
Vitamin/dietary suppl used/6 mo: glucosamine	254	3.9%	84
Vitamin/dietary suppl used/6 mo: multiple formula	800	12.2%	104
Vitamin/dietary suppl used/6 mo: multiple w/iron	295	4.5%	104
Vitamin/dietary suppl used/6 mo: mult w/minerals	404	6.2%	104
Vitamin/dietary suppl used/6 mo: zinc	151	2.3%	100
Vitamin/dietary suppl/6 mo: Caltrate 600	132	2.0%	76
Vitamin/dietary suppl/6 mo: Centrum	408	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	397	6.0%	103
Visited doctor in last 12 months	4,990	76.0%	98
Visited doctor in last 12 months: 1-3 times	2,134	32.5%	96
Visited doctor in last 12 months: 4-7 times	1,399	21.3%	96
Visited doctor in last 12 months: 8+ times	1,457	22.2%	103
Visited doctor in last 12 mo: allergist	178	2.7%	113
Visited doctor in last 12 mo: cardiologist	420	6.4%	91
Visited doctor in last 12 mo: chiropractor	474	7.2%	97
Visited doctor in last 12 mo: dentist	2,525	38.5%	102
Visited doctor in last 12 mo: dermatologist	395	6.0%	84
Visited doctor in last 12 mo: ear/nose/throat	294	4.5%	97
Visited doctor in last 12 mo: eye	1,354	20.6%	100
Visited doctor in last 12 mo: general/family	2,781	42.4%	99
Visited doctor in last 12 mo: internist	387	5.9%	80
Visited doctor in last 12 mo: physical therapist	305	4.6%	103
Visited doctor in last 12 mo: podiatrist	221	3.4%	99
Visited doctor in last 12 mo: urologist	242	3.7%	95
Visited nurse practitioner in last 12 months	210	3.2%	76
Wear regular/sun/tinted prescription eyeglasses	2,211	33.7%	98
Wear bi-focals	918	14.0%	89
Wear disposable contact lenses	479	7.3%	113
Wear soft contact lenses	611	9.3%	106
Spent on contact lenses in last 12 mo: <\$100	214	3.3%	117
Spent on contact lenses in last 12 mo: \$100-199	252	3.8%	103
Spent on contact lenses in last 12 mo: \$200+	188	2.9%	95
Bought prescription eyewear: discount optical ctr	507	7.7%	97
Bought prescription eyewear: from eye doctor	1,554	23.7%	92
Bought prescription eyewear: retail optical chain	769	11.7%	106
Used prescription drug for allergy/hay fever	496	7.6%	108
Used prescription drug for anxiety/panic	266	4.1%	99
Used prescription drug for arthritis/rheumatism	154	2.3%	89
Used prescription drug for asthma	289	4.4%	108
Used prescription drug for backache/back pain	507	7.7%	105
Used prescription drug for depression	370	5.6%	96
Used prescr drug for diabetes (insulin dependent)	100	1.5%	77
Used prescr drug for diabetes (non-insulin)	225	3.4%	92
Used prescription drug for eczema/skin itch/rash	150	2.3%	110

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

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



Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	361	5.5%	83
Used prescription drug for high blood pressure	721	11.0%	88
Used prescription drug for high cholesterol	506	7.7%	89
Used prescription drug for migraine headache	260	4.0%	107
Used prescription drug for sinus congest./headache	277	4.2%	87
Used prescription drug for urinary tract infection	203	3.1%	99
Used last 6 mo: adhesive bandages	3,555	54.2%	98
Used last 6 mo: athlete's foot/foot care product	810	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,246	49.5%	104
Used last 6 mo: children's cold tablets/liquids	978	14.9%	99
Used last 6 mo: contact lens cleaning solution	880	13.4%	110
Used last 6 mo: cotton swabs	3,174	48.4%	101
Used last 6 mo: cough/sore throat drops (nonprescr)	3,223	49.1%	104
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,327	35.5%	103
Used last 6 mo: children's cough syrup	874	13.3%	93
Used last 6 mo: diarrhea remedy	1,012	15.4%	94
Used last 6 mo: eye wash and drops	1,940	29.6%	97
Used last 6 mo: headache/pain reliever (nonprescr)	5,457	83.1%	99
Used last 6 mo: hemorrhoid remedy	532	8.1%	91
Used last 6 mo: indigestion/upset stomach remedy	2,909	44.3%	99
Used last 6 mo: lactose intolerance product	242	3.7%	104
Used last 6 mo: laxative/fiber supplement	839	12.8%	92
Used last 6 mo: medicated skin ointment	1,986	30.3%	96
Used last 6 mo: medicated throat remedy	790	12.0%	105
Used last 6 mo: nasal spray	1,110	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	1,421	21.6%	98
Used last 6 mo: pain relieving rub/liquid/patch	1,590	24.2%	96
Used last 6 mo: sleeping tablets (nonprescription)	349	5.3%	98
Used last 12 mo: sunburn remedy	1,031	15.7%	102
Used last 12 mo: suntan/sunscreen product	2,589	39.4%	103
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,019	30.8%	102
Used last 6 mo: toothache/gum/canker sore remedy	1,033	15.7%	94
Used last 6 mo: vitamins for children	987	15.0%	102
Used body powder in last 6 months	1,681	25.6%	92
Used body powder <3 times in last 7 days	727	11.1%	94
Used body powder 8+ times in last 7 days	128	2.0%	89
Used body wash/shower gel in last 6 months	3,547	54.0%	104
Used breath freshener in last 6 months	3,248	49.5%	106
Used complexion care product in last 6 months	3,200	48.8%	103
Used complexion care product <7 times last week	920	14.0%	102
Used complexion care product 11+ times last week	1,149	17.5%	105
Used complexion care prod: dry facial skin type	493	7.5%	103
Used complexion care prod: normal facial skin type	1,028	15.7%	103
Used complexion care prod: oily facial skin type	392	6.0%	99
Used dental floss in last 6 months	4,280	65.2%	105

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

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5 minutes

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 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	1,443	22.0%	109
Used denture adhesive/fixative in last 6 months	324	4.9%	79
Used denture cleaner in last 6 months	599	9.1%	82
Used deodorant/antiperspirant in last 6 months	6,150	93.7%	101
Used deodorant/antiperspirant <8 times last week	4,521	68.9%	100
Used deodorant/antiperspirant 15+ times last week	437	6.7%	110
Used disposable razor in last 6 months	3,531	53.8%	103
Used electric shaver in last 6 months	1,250	19.0%	101
Used hair coloring product (at home) last 6 months	1,421	21.6%	108
Used hair conditioner (at home) in last 6 months	4,236	64.5%	104
Used hair conditioning treatment (at home)/6 mo	1,585	24.1%	103
Used hair growth product in last 6 months	157	2.4%	105
Used hair mousse in last 6 months	1,188	18.1%	104
Used hair spray (at home) in last 6 months	2,290	34.9%	96
Used hair styling gel/lotion in last 6 months	1,885	28.7%	107
Used hand & body cream/lotion/oil in last 6 months	4,883	74.4%	102
Used hand & body cream/lotion/oil <5 times last wk	1,505	22.9%	107
Used hand & body cream/lotion/oil 9+ times last wk	1,577	24.0%	97
Used hand & body cream in last 6 months	1,145	17.4%	99
Used hand & body lotion in last 6 months	3,335	50.8%	104
Used hand & body oil in last 6 months	304	4.6%	89
Used lip care in last 6 months	4,079	62.1%	104
Used liquid soap/hand sanitizer in last 6 months	5,185	79.0%	103
Used mouthwash in last 6 months	4,375	66.7%	101
Used mouthwash <4 times in last 7 days	1,413	21.5%	100
Used mouthwash 8+ times in last 7 days	1,056	16.1%	102
Used shampoo (at home) in last 6 months	6,067	92.4%	100
Used shampoo plus conditioner prod (at home)/6 mo	1,231	18.8%	97
Used shaving cream/gel in last 6 months	3,560	54.2%	104
Used personal care soap (bar) in last 6 months	5,453	83.1%	99
Used personal care soap for antibacterial purpose	1,318	20.1%	104
Used personal care soap for complexion	459	7.0%	102
Used personal care soap for deodorant	1,077	16.4%	101
Use personal care soap for moisturizing	1,441	22.0%	101
Bought toothbrush in last 6 months	5,725	87.2%	102
Bought electric toothbrush in last 6 months	428	6.5%	98
Used toothpaste in last 6 months	6,350	96.7%	101
Used toothpaste <8 times in last 7 days	2,146	32.7%	102
Used toothpaste 15+ times in last 7 days	1,070	16.3%	100
Used toothpaste with baking soda in last 6 months	873	13.3%	116
Used toothpaste (gel) in last 6 months	1,836	28.0%	100
Used toothpaste (paste) in last 6 months	3,229	49.2%	102
Used whitening toothpaste in last 6 months	2,418	36.8%	106
Used tooth whitener (not toothpaste) last 6 months	742	11.3%	106
Had professional manicure/pedicure last 6 months	1,192	18.2%	106
Had professional facial/massage last 6 months	655	10.0%	106
Spent \$100+ at barber shops in last 6 months	355	5.4%	101
Spent \$100+ at beauty parlors in last 6 months	1,047	16.0%	100

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

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary		2010	2015
Population		78,453	81,521
Population 18+		58,088	60,386
Households		30,913	32,232
Median Household Income		\$65,806	\$75,004

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	19,100	32.9%	110
Exercise at club 2+ times per week	8,526	14.7%	120
Exercise at other facility (not club) 2+ times/wk	5,424	9.3%	116
Own stationary bicycle	3,319	5.7%	101
Own treadmill	6,325	10.9%	111
Own weight lifting equipment	8,940	15.4%	119
Presently controlling diet	25,045	43.1%	104
Diet control for blood sugar level	3,847	6.6%	90
Diet control for cholesterol level	5,841	10.1%	99
Diet control to maintain weight	6,925	11.9%	106
Diet control for physical fitness	6,479	11.2%	112
Diet control for salt restriction	1,639	2.8%	84
Diet control for weight loss	9,545	16.4%	116
Used doctor's care/diet for diet method	1,512	2.6%	86
Used exercise program for diet method	5,850	10.1%	119
Used Weight Watchers as diet method	1,945	3.3%	110
Buy foods specifically labeled as fat-free	10,875	18.7%	107
Buy foods specifically labeled as high fiber	7,496	12.9%	113
Buy foods specifically labeled as high protein	3,439	5.9%	108
Buy foods specifically labeled as lactose-free	1,010	1.7%	94
Buy foods specifically labeled as low-calorie	7,048	12.1%	112
Buy foods specifically labeled as low-carb	4,882	8.4%	109
Buy foods specifically labeled as low-cholesterol	4,811	8.3%	100
Buy foods specifically labeled as low-fat	8,737	15.0%	113
Buy foods specifically labeled as low-sodium	5,474	9.4%	105
Buy foods specifically labeled as natural/organic	5,729	9.9%	117
Buy foods specifically labeled as sugar-free	8,172	14.1%	106
Used butter alternatives in last 6 months	2,309	4.0%	95
Used egg alternatives in last 6 months	8,300	14.3%	100
Used salt alternatives in last 6 months	15,839	27.3%	98
Drank meal/dietary supplement in last 6 months	4,616	7.9%	109
Used nutrition/energy bar in last 6 months	9,257	15.9%	113
Drank sports drink/thirst quencher in last 6 mo	19,670	33.9%	106
Used vitamin/dietary supplement in last 6 months	29,313	50.5%	104
Vitamin/dietary suppl used/6 mo: antioxidant	1,452	2.5%	86
Vitamin/dietary suppl used/6 mo: B complex	2,849	4.9%	101
Vitamin/dietary suppl used/6 mo: B complex+C	912	1.6%	81
Vitamin/dietary suppl used/6 mo: B-6	1,120	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12	3,012	5.2%	92
Vitamin/dietary suppl used/6 mo: C	5,414	9.3%	111
Vitamin/dietary suppl used/6 mo: calcium	6,097	10.5%	98

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Health and Beauty Market Potential

Eastgate Area
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,598	4.5%	91
Vitamin/dietary suppl used/6 mo: E	2,873	4.9%	100
Vitamin/dietary suppl used/6 mo: garlic	926	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	2,772	4.8%	103
Vitamin/dietary suppl used/6 mo: multiple formula	7,807	13.4%	115
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,718	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,663	6.3%	106
Vitamin/dietary suppl used/6 mo: zinc	1,212	2.1%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	1,411	2.4%	92
Vitamin/dietary suppl/6 mo: Centrum	3,455	5.9%	102
Vitamin/dietary suppl/6 mo: Nature Made	3,525	6.1%	103
Visited doctor in last 12 months	45,935	79.1%	102
Visited doctor in last 12 months: 1-3 times	19,605	33.8%	100
Visited doctor in last 12 months: 4-7 times	13,367	23.0%	103
Visited doctor in last 12 months: 8+ times	12,963	22.3%	103
Visited doctor in last 12 mo: allergist	1,493	2.6%	107
Visited doctor in last 12 mo: cardiologist	3,866	6.7%	94
Visited doctor in last 12 mo: chiropractor	4,327	7.4%	100
Visited doctor in last 12 mo: dentist	23,828	41.0%	109
Visited doctor in last 12 mo: dermatologist	4,424	7.6%	107
Visited doctor in last 12 mo: ear/nose/throat	2,444	4.2%	91
Visited doctor in last 12 mo: eye	12,251	21.1%	102
Visited doctor in last 12 mo: general/family	25,405	43.7%	103
Visited doctor in last 12 mo: internist	4,296	7.4%	101
Visited doctor in last 12 mo: physical therapist	2,601	4.5%	99
Visited doctor in last 12 mo: podiatrist	1,909	3.3%	97
Visited doctor in last 12 mo: urologist	2,131	3.7%	95
Visited nurse practitioner in last 12 months	2,346	4.0%	96
Wear regular/sun/tinted prescription eyeglasses	20,444	35.2%	102
Wear bi-focals	8,804	15.2%	96
Wear disposable contact lenses	4,378	7.5%	116
Wear soft contact lenses	5,823	10.0%	114
Spent on contact lenses in last 12 mo: <\$100	1,845	3.2%	114
Spent on contact lenses in last 12 mo: \$100-199	2,354	4.1%	109
Spent on contact lenses in last 12 mo: \$200+	1,965	3.4%	112
Bought prescription eyewear: discount optical ctr	4,765	8.2%	103
Bought prescription eyewear: from eye doctor	14,448	24.9%	97
Bought prescription eyewear: retail optical chain	7,437	12.8%	116
Used prescription drug for allergy/hay fever	4,503	7.8%	111
Used prescription drug for anxiety/panic	2,413	4.2%	102
Used prescription drug for arthritis/rheumatism	1,312	2.3%	86
Used prescription drug for asthma	2,350	4.0%	99
Used prescription drug for backache/back pain	4,252	7.3%	99
Used prescription drug for depression	3,436	5.9%	100
Used prescr drug for diabetes (insulin dependent)	864	1.5%	75
Used prescr drug for diabetes (non-insulin)	1,833	3.2%	85
Used prescription drug for eczema/skin itch/rash	1,314	2.3%	109

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,514	6.0%	91
Used prescription drug for high blood pressure	6,823	11.7%	94
Used prescription drug for high cholesterol	4,943	8.5%	98
Used prescription drug for migraine headache	2,288	3.9%	106
Used prescription drug for sinus congest./headache	2,771	4.8%	98
Used prescription drug for urinary tract infection	1,708	2.9%	94
Used last 6 mo: adhesive bandages	32,768	56.4%	102
Used last 6 mo: athlete's foot/foot care product	7,287	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	28,758	49.5%	104
Used last 6 mo: children's cold tablets/liquids	9,045	15.6%	103
Used last 6 mo: contact lens cleaning solution	8,276	14.2%	117
Used last 6 mo: cotton swabs	28,841	49.7%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	27,755	47.8%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	19,844	34.2%	100
Used last 6 mo: children's cough syrup	8,291	14.3%	100
Used last 6 mo: diarrhea remedy	8,826	15.2%	93
Used last 6 mo: eye wash and drops	17,537	30.2%	99
Used last 6 mo: headache/pain reliever (nonprescr)	49,231	84.8%	101
Used last 6 mo: hemorrhoid remedy	4,988	8.6%	96
Used last 6 mo: indigestion/upset stomach remedy	26,018	44.8%	100
Used last 6 mo: lactose intolerance product	1,984	3.4%	97
Used last 6 mo: laxative/fiber supplement	7,562	13.0%	94
Used last 6 mo: medicated skin ointment	18,388	31.7%	101
Used last 6 mo: medicated throat remedy	6,403	11.0%	96
Used last 6 mo: nasal spray	9,686	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	13,417	23.1%	104
Used last 6 mo: pain relieving rub/liquid/patch	13,823	23.8%	94
Used last 6 mo: sleeping tablets (nonprescription)	3,054	5.3%	97
Used last 12 mo: sunburn remedy	9,415	16.2%	105
Used last 12 mo: suntan/sunscreen product	24,676	42.5%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	19,969	34.4%	114
Used last 6 mo: toothache/gum/canker sore remedy	9,455	16.3%	97
Used last 6 mo: vitamins for children	9,297	16.0%	109
Used body powder in last 6 months	14,800	25.5%	92
Used body powder <3 times in last 7 days	6,533	11.2%	95
Used body powder 8+ times in last 7 days	951	1.6%	75
Used body wash/shower gel in last 6 months	30,554	52.6%	102
Used breath freshener in last 6 months	27,765	47.8%	103
Used complexion care product in last 6 months	28,420	48.9%	104
Used complexion care product <7 times last week	7,820	13.5%	98
Used complexion care product 11+ times last week	10,331	17.8%	107
Used complexion care prod: dry facial skin type	4,123	7.1%	97
Used complexion care prod: normal facial skin type	9,277	16.0%	105
Used complexion care prod: oily facial skin type	3,544	6.1%	101
Used dental floss in last 6 months	38,774	66.8%	107

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

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March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 10 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	11,806	20.3%	101
Used denture adhesive/fixative in last 6 months	2,637	4.5%	72
Used denture cleaner in last 6 months	4,932	8.5%	77
Used deodorant/antiperspirant in last 6 months	54,487	93.8%	101
Used deodorant/antiperspirant <8 times last week	40,163	69.1%	101
Used deodorant/antiperspirant 15+ times last week	3,351	5.8%	95
Used disposable razor in last 6 months	30,484	52.5%	100
Used electric shaver in last 6 months	10,963	18.9%	100
Used hair coloring product (at home) last 6 months	11,705	20.2%	101
Used hair conditioner (at home) in last 6 months	36,646	63.1%	101
Used hair conditioning treatment (at home)/6 mo	13,355	23.0%	98
Used hair growth product in last 6 months	1,275	2.2%	96
Used hair mousse in last 6 months	10,481	18.0%	104
Used hair spray (at home) in last 6 months	21,150	36.4%	101
Used hair styling gel/lotion in last 6 months	16,653	28.7%	107
Used hand & body cream/lotion/oil in last 6 months	42,713	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	12,397	21.3%	100
Used hand & body cream/lotion/oil 9+ times last wk	14,364	24.7%	100
Used hand & body cream in last 6 months	10,308	17.7%	101
Used hand & body lotion in last 6 months	29,485	50.8%	104
Used hand & body oil in last 6 months	2,961	5.1%	98
Used lip care in last 6 months	35,983	61.9%	104
Used liquid soap/hand sanitizer in last 6 months	46,443	80.0%	104
Used mouthwash in last 6 months	38,039	65.5%	99
Used mouthwash <4 times in last 7 days	12,635	21.8%	101
Used mouthwash 8+ times in last 7 days	8,685	15.0%	94
Used shampoo (at home) in last 6 months	53,967	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	10,144	17.5%	91
Used shaving cream/gel in last 6 months	31,230	53.8%	103
Used personal care soap (bar) in last 6 months	47,831	82.3%	98
Used personal care soap for antibacterial purpose	11,331	19.5%	102
Used personal care soap for complexion	4,001	6.9%	100
Used personal care soap for deodorant	9,666	16.6%	103
Use personal care soap for moisturizing	12,562	21.6%	100
Bought toothbrush in last 6 months	50,063	86.2%	101
Bought electric toothbrush in last 6 months	4,424	7.6%	114
Used toothpaste in last 6 months	56,037	96.5%	101
Used toothpaste <8 times in last 7 days	18,079	31.1%	97
Used toothpaste 15+ times in last 7 days	9,223	15.9%	98
Used toothpaste with baking soda in last 6 months	6,336	10.9%	95
Used toothpaste (gel) in last 6 months	17,358	29.9%	107
Used toothpaste (paste) in last 6 months	28,528	49.1%	102
Used whitening toothpaste in last 6 months	21,741	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	6,324	10.9%	102
Had professional manicure/pedicure last 6 months	11,221	19.3%	113
Had professional facial/massage last 6 months	6,282	10.8%	115
Spent \$100+ at barber shops in last 6 months	3,617	6.2%	116
Spent \$100+ at beauty parlors in last 6 months	10,544	18.2%	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.

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary		2010	2015	
Population		185,777	193,032	
Population 18+		138,252	143,996	
Households		72,371	75,386	
Median Household Income		\$68,566	\$77,695	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		46,402	33.6%	112
Exercise at club 2+ times per week		21,150	15.3%	125
Exercise at other facility (not club) 2+ times/wk		12,875	9.3%	115
Own stationary bicycle		8,767	6.3%	112
Own treadmill		16,627	12.0%	123
Own weight lifting equipment		22,008	15.9%	123
Presently controlling diet		61,305	44.3%	107
Diet control for blood sugar level		9,315	6.7%	92
Diet control for cholesterol level		14,473	10.5%	103
Diet control to maintain weight		17,388	12.6%	112
Diet control for physical fitness		16,268	11.8%	118
Diet control for salt restriction		3,901	2.8%	84
Diet control for weight loss		22,994	16.6%	117
Used doctor's care/diet for diet method		3,439	2.5%	83
Used exercise program for diet method		14,130	10.2%	120
Used Weight Watchers as diet method		4,918	3.6%	117
Buy foods specifically labeled as fat-free		26,695	19.3%	110
Buy foods specifically labeled as high fiber		18,758	13.6%	118
Buy foods specifically labeled as high protein		8,537	6.2%	113
Buy foods specifically labeled as lactose-free		2,402	1.7%	94
Buy foods specifically labeled as low-calorie		16,912	12.2%	113
Buy foods specifically labeled as low-carb		11,975	8.7%	112
Buy foods specifically labeled as low-cholesterol		11,648	8.4%	102
Buy foods specifically labeled as low-fat		21,370	15.5%	116
Buy foods specifically labeled as low-sodium		13,458	9.7%	108
Buy foods specifically labeled as natural/organic		14,377	10.4%	124
Buy foods specifically labeled as sugar-free		19,681	14.2%	107
Used butter alternatives in last 6 months		5,162	3.7%	89
Used egg alternatives in last 6 months		19,520	14.1%	99
Used salt alternatives in last 6 months		37,085	26.8%	96
Drank meal/dietary supplement in last 6 months		10,665	7.7%	105
Used nutrition/energy bar in last 6 months		22,573	16.3%	116
Drank sports drink/thirst quencher in last 6 mo		44,492	32.2%	101
Used vitamin/dietary supplement in last 6 months		71,644	51.8%	107
Vitamin/dietary suppl used/6 mo: antioxidant		3,937	2.8%	98
Vitamin/dietary suppl used/6 mo: B complex		7,339	5.3%	109
Vitamin/dietary suppl used/6 mo: B complex+C		2,247	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6		2,669	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		7,232	5.2%	93
Vitamin/dietary suppl used/6 mo: C		13,023	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium		15,527	11.2%	104

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

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



Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	6,724	4.9%	99
Vitamin/dietary suppl used/6 mo: E	7,176	5.2%	104
Vitamin/dietary suppl used/6 mo: garlic	2,177	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	7,193	5.2%	113
Vitamin/dietary suppl used/6 mo: multiple formula	19,146	13.8%	118
Vitamin/dietary suppl used/6 mo: multiple w/iron	6,500	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	9,270	6.7%	113
Vitamin/dietary suppl used/6 mo: zinc	3,048	2.2%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	3,646	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	8,312	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	8,983	6.5%	111
Visited doctor in last 12 months	111,747	80.8%	104
Visited doctor in last 12 months: 1-3 times	46,656	33.7%	100
Visited doctor in last 12 months: 4-7 times	33,151	24.0%	108
Visited doctor in last 12 months: 8+ times	31,941	23.1%	107
Visited doctor in last 12 mo: allergist	3,516	2.5%	106
Visited doctor in last 12 mo: cardiologist	9,746	7.0%	100
Visited doctor in last 12 mo: chiropractor	10,868	7.9%	105
Visited doctor in last 12 mo: dentist	58,850	42.6%	113
Visited doctor in last 12 mo: dermatologist	11,654	8.4%	118
Visited doctor in last 12 mo: ear/nose/throat	6,216	4.5%	98
Visited doctor in last 12 mo: eye	30,329	21.9%	106
Visited doctor in last 12 mo: general/family	62,203	45.0%	106
Visited doctor in last 12 mo: internist	11,398	8.2%	113
Visited doctor in last 12 mo: physical therapist	6,419	4.6%	102
Visited doctor in last 12 mo: podiatrist	4,725	3.4%	101
Visited doctor in last 12 mo: urologist	5,392	3.9%	101
Visited nurse practitioner in last 12 months	5,576	4.0%	96
Wear regular/sun/tinted prescription eyeglasses	50,431	36.5%	106
Wear bi-focals	22,236	16.1%	102
Wear disposable contact lenses	10,517	7.6%	117
Wear soft contact lenses	13,939	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	4,251	3.1%	110
Spent on contact lenses in last 12 mo: \$100-199	5,839	4.2%	113
Spent on contact lenses in last 12 mo: \$200+	4,848	3.5%	116
Bought prescription eyewear: discount optical ctr	11,346	8.2%	103
Bought prescription eyewear: from eye doctor	36,326	26.3%	102
Bought prescription eyewear: retail optical chain	17,975	13.0%	117
Used prescription drug for allergy/hay fever	10,719	7.8%	111
Used prescription drug for anxiety/panic	5,590	4.0%	99
Used prescription drug for arthritis/rheumatism	3,116	2.3%	86
Used prescription drug for asthma	5,627	4.1%	99
Used prescription drug for backache/back pain	9,873	7.1%	97
Used prescription drug for depression	7,948	5.7%	98
Used prescr drug for diabetes (insulin dependent)	2,068	1.5%	76
Used prescr drug for diabetes (non-insulin)	4,412	3.2%	86
Used prescription drug for eczema/skin itch/rash	3,150	2.3%	109

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	8,666	6.3%	95
Used prescription drug for high blood pressure	16,814	12.2%	98
Used prescription drug for high cholesterol	12,704	9.2%	106
Used prescription drug for migraine headache	5,294	3.8%	103
Used prescription drug for sinus congest./headache	6,827	4.9%	102
Used prescription drug for urinary tract infection	4,152	3.0%	96
Used last 6 mo: adhesive bandages	79,336	57.4%	104
Used last 6 mo: athlete's foot/foot care product	17,544	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	68,243	49.4%	104
Used last 6 mo: children's cold tablets/liquids	20,842	15.1%	100
Used last 6 mo: contact lens cleaning solution	19,897	14.4%	118
Used last 6 mo: cotton swabs	69,465	50.2%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	64,839	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	45,844	33.2%	97
Used last 6 mo: children's cough syrup	19,281	13.9%	98
Used last 6 mo: diarrhea remedy	21,121	15.3%	93
Used last 6 mo: eye wash and drops	42,034	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	118,251	85.5%	102
Used last 6 mo: hemorrhoid remedy	12,380	9.0%	100
Used last 6 mo: indigestion/upset stomach remedy	62,544	45.2%	101
Used last 6 mo: lactose intolerance product	4,673	3.4%	96
Used last 6 mo: laxative/fiber supplement	18,436	13.3%	96
Used last 6 mo: medicated skin ointment	45,017	32.6%	104
Used last 6 mo: medicated throat remedy	14,638	10.6%	92
Used last 6 mo: nasal spray	22,933	16.6%	104
Used last 6 mo: pain reliever/fever reducer (kids)	31,578	22.8%	103
Used last 6 mo: pain relieving rub/liquid/patch	33,056	23.9%	95
Used last 6 mo: sleeping tablets (nonprescription)	7,382	5.3%	99
Used last 12 mo: sunburn remedy	22,337	16.2%	105
Used last 12 mo: suntan/sunscreen product	61,601	44.6%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	49,758	36.0%	120
Used last 6 mo: toothache/gum/canker sore remedy	21,880	15.8%	94
Used last 6 mo: vitamins for children	22,046	15.9%	108
Used body powder in last 6 months	35,275	25.5%	92
Used body powder <3 times in last 7 days	15,303	11.1%	94
Used body powder 8+ times in last 7 days	2,224	1.6%	74
Used body wash/shower gel in last 6 months	70,976	51.3%	99
Used breath freshener in last 6 months	64,456	46.6%	100
Used complexion care product in last 6 months	68,050	49.2%	104
Used complexion care product <7 times last week	18,114	13.1%	96
Used complexion care product 11+ times last week	25,283	18.3%	110
Used complexion care prod: dry facial skin type	10,129	7.3%	100
Used complexion care prod: normal facial skin type	22,649	16.4%	108
Used complexion care prod: oily facial skin type	8,089	5.9%	97
Used dental floss in last 6 months	93,948	68.0%	109

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Health and Beauty Market Potential

Eastgate Area
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minutes

www.ClermontCountyOhio.biz
 Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	26,909	19.5%	97
Used denture adhesive/fixative in last 6 months	6,352	4.6%	73
Used denture cleaner in last 6 months	11,938	8.6%	78
Used deodorant/antiperspirant in last 6 months	129,546	93.7%	101
Used deodorant/antiperspirant <8 times last week	96,524	69.8%	102
Used deodorant/antiperspirant 15+ times last week	7,433	5.4%	89
Used disposable razor in last 6 months	71,797	51.9%	99
Used electric shaver in last 6 months	26,207	19.0%	101
Used hair coloring product (at home) last 6 months	27,055	19.6%	98
Used hair conditioner (at home) in last 6 months	86,302	62.4%	100
Used hair conditioning treatment (at home)/6 mo	30,790	22.3%	95
Used hair growth product in last 6 months	3,028	2.2%	96
Used hair mousse in last 6 months	24,511	17.7%	102
Used hair spray (at home) in last 6 months	51,502	37.3%	103
Used hair styling gel/lotion in last 6 months	39,293	28.4%	106
Used hand & body cream/lotion/oil in last 6 months	100,805	72.9%	100
Used hand & body cream/lotion/oil <5 times last wk	28,798	20.8%	97
Used hand & body cream/lotion/oil 9+ times last wk	34,373	24.9%	100
Used hand & body cream in last 6 months	24,712	17.9%	102
Used hand & body lotion in last 6 months	69,337	50.2%	102
Used hand & body oil in last 6 months	6,796	4.9%	95
Used lip care in last 6 months	85,037	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	110,544	80.0%	104
Used mouthwash in last 6 months	89,535	64.8%	98
Used mouthwash <4 times in last 7 days	29,861	21.6%	100
Used mouthwash 8+ times in last 7 days	20,000	14.5%	91
Used shampoo (at home) in last 6 months	128,632	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	23,498	17.0%	88
Used shaving cream/gel in last 6 months	73,865	53.4%	102
Used personal care soap (bar) in last 6 months	113,982	82.4%	98
Used personal care soap for antibacterial purpose	25,921	18.7%	98
Used personal care soap for complexion	9,543	6.9%	101
Used personal care soap for deodorant	23,471	17.0%	105
Use personal care soap for moisturizing	29,749	21.5%	99
Bought toothbrush in last 6 months	118,786	85.9%	101
Bought electric toothbrush in last 6 months	11,023	8.0%	120
Used toothpaste in last 6 months	133,252	96.4%	101
Used toothpaste <8 times in last 7 days	42,202	30.5%	95
Used toothpaste 15+ times in last 7 days	22,007	15.9%	98
Used toothpaste with baking soda in last 6 months	14,261	10.3%	90
Used toothpaste (gel) in last 6 months	41,727	30.2%	108
Used toothpaste (paste) in last 6 months	68,692	49.7%	103
Used whitening toothpaste in last 6 months	51,906	37.5%	108
Used tooth whitener (not toothpaste) last 6 months	15,039	10.9%	102
Had professional manicure/pedicure last 6 months	26,561	19.2%	112
Had professional facial/massage last 6 months	15,408	11.1%	119
Spent \$100+ at barber shops in last 6 months	8,548	6.2%	115
Spent \$100+ at beauty parlors in last 6 months	27,092	19.6%	123

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015	
Population		8,540	8,828	
Population 18+		6,564	6,779	
Households		3,960	4,124	
Median Household Income		\$58,690	\$64,967	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		4,962	75.6%	105
Family restaurant/steak house last month: <2 times		1,684	25.7%	100
Family restaurant/steak house last month: 2-4 times		1,870	28.5%	105
Family restaurant/steak house last month: 5+ times		1,408	21.5%	110
Family restaurant/steak house last 6 months: breakfast		964	14.7%	112
Family restaurant/steak house last 6 months: lunch		1,613	24.6%	99
Family restaurant/steak house last 6 months: snack		157	2.4%	86
Family restaurant/steak house last 6 months: dinner		3,769	57.4%	108
Family restaurant/steak house last 6 months: weekday		2,611	39.8%	103
Family restaurant/steak house last 6 months: weekend		3,131	47.7%	107
Family restaurant/steak house last 6 months: Applebee's		1,859	28.3%	112
Family restaurant/steak house last 6 months: Bennigan's		175	2.7%	121
Family restaurant/steak house last 6 months: Bob Evans Farm		252	3.8%	84
Family restaurant/steak house last 6 months: Cheesecake Factory		418	6.4%	97
Family restaurant/steak house last 6 months: Chili's Grill & Bar		882	13.4%	116
Family restaurant/steak house last 6 months: Cracker Barrel		674	10.3%	93
Family restaurant/steak house last 6 months: Denny's		695	10.6%	117
Family restaurant/steak house last 6 months: Friendly's		290	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral		463	7.1%	98
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		872	13.3%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse		170	2.6%	95
Family restaurant/steak house last 6 months: Old Country Buffet		233	3.6%	125
Family restaurant/steak house last 6 months: Olive Garden		1,405	21.4%	120
Family restaurant/steak house last 6 months: Outback Steakhouse		815	12.4%	108
Family restaurant/steak house last 6 months: Perkins		220	3.4%	92
Family restaurant/steak house last 6 months: Red Lobster		917	14.0%	104
Family restaurant/steak house last 6 months: Red Robin		452	6.9%	122
Family restaurant/steak house last 6 months: Ruby Tuesday		570	8.7%	104
Family restaurant/steak house last 6 months: Ryan's		175	2.7%	71
Family restaurant/steak house last 6 months: Sizzler		181	2.8%	91
Family restaurant/steak house last 6 months: T.G.I. Friday's		672	10.2%	99
Went to fast food/drive-in restaurant in last 6 months		5,941	90.5%	102
Went to fast food/drive-in restaurant <6 times/month		2,279	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/month		1,958	29.8%	103
Went to fast food/drive-in restaurant 14+ times/month		1,704	26.0%	104
Fast food/drive-in last 6 months: breakfast		1,918	29.2%	106
Fast food/drive-in last 6 months: lunch		3,984	60.7%	103
Fast food/drive-in last 6 months: snack		1,233	18.8%	108
Fast food/drive-in last 6 months: dinner		3,363	51.2%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	4,486	68.3%	103
Fast food/drive-in last 6 months: weekend	3,325	50.7%	105
Fast food/drive-in last 6 months: A & W	318	4.8%	107
Fast food/drive-in last 6 months: Arby's	1,596	24.3%	118
Fast food/drive-in last 6 months: Boston Market	403	6.1%	129
Fast food/drive-in last 6 months: Burger King	2,468	37.6%	104
Fast food/drive-in last 6 months: Captain D's	270	4.1%	80
Fast food/drive-in last 6 months: Carl's Jr.	369	5.6%	90
Fast food/drive-in last 6 months: Checkers	170	2.6%	81
Fast food/drive-in last 6 months: Chick-fil-A	1,047	16.0%	124
Fast food/drive-in last 6 months: Chipotle Mex. Grill	503	7.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese	336	5.1%	114
Fast food/drive-in last 6 months: Church's Fr. Chicken	329	5.0%	117
Fast food/drive-in last 6 months: Dairy Queen	1,143	17.4%	109
Fast food/drive-in last 6 months: Del Taco	272	4.1%	124
Fast food/drive-in last 6 months: Domino's Pizza	944	14.4%	107
Fast food/drive-in last 6 months: Dunkin' Donuts	722	11.0%	95
Fast food/drive-in last 6 months: Fuddruckers	188	2.9%	103
Fast food/drive-in last 6 months: Hardee's	320	4.9%	72
Fast food/drive-in last 6 months: Jack in the Box	845	12.9%	124
Fast food/drive-in last 6 months: KFC	1,880	28.6%	104
Fast food/drive-in last 6 months: Little Caesars	574	8.7%	119
Fast food/drive-in last 6 months: Long John Silver's	395	6.0%	95
Fast food/drive-in last 6 months: McDonald's	3,928	59.8%	107
Fast food/drive-in last 6 months: Panera Bread	722	11.0%	113
Fast food/drive-in last 6 months: Papa John's	678	10.3%	119
Fast food/drive-in last 6 months: Pizza Hut	1,559	23.8%	108
Fast food/drive-in last 6 months: Popeyes	583	8.9%	121
Fast food/drive-in last 6 months: Quiznos	640	9.8%	108
Fast food/drive-in last 6 months: Sonic Drive-In	794	12.1%	103
Fast food/drive-in last 6 months: Starbucks	1,195	18.2%	123
Fast food/drive-in last 6 months: Steak n Shake	320	4.9%	97
Fast food/drive-in last 6 months: Subway	2,136	32.5%	103
Fast food/drive-in last 6 months: Taco Bell	2,427	37.0%	115
Fast food/drive-in last 6 months: Wendy's	2,188	33.3%	107
Fast food/drive-in last 6 months: Whataburger	421	6.4%	133
Fast food/drive-in last 6 months: White Castle	202	3.1%	76
Fast food/drive-in last 6 months: eat in	2,467	37.6%	100
Fast food/drive-in last 6 months: home delivery	854	13.0%	125
Fast food/drive-in last 6 months: take-out/drive-thru	3,727	56.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,760	26.8%	109

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary	2010	2015
Population	78,453	81,521
Population 18+	58,088	60,386
Households	30,913	32,232
Median Household Income	\$65,806	\$75,004

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	45,251	77.9%	108
Family restaurant/steak house last month: <2 times	15,185	26.1%	102
Family restaurant/steak house last month: 2-4 times	16,962	29.2%	108
Family restaurant/steak house last month: 5+ times	13,105	22.6%	116
Family restaurant/steak house last 6 months: breakfast	8,547	14.7%	112
Family restaurant/steak house last 6 months: lunch	15,460	26.6%	107
Family restaurant/steak house last 6 months: snack	1,438	2.5%	89
Family restaurant/steak house last 6 months: dinner	34,977	60.2%	114
Family restaurant/steak house last 6 months: weekday	25,173	43.3%	113
Family restaurant/steak house last 6 months: weekend	29,183	50.2%	113
Family restaurant/steak house last 6 months: Applebee's	16,962	29.2%	116
Family restaurant/steak house last 6 months: Bennigan's	1,582	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	2,554	4.4%	96
Family restaurant/steak house last 6 months: Cheesecake Factory	4,419	7.6%	116
Family restaurant/steak house last 6 months: Chili's Grill & Bar	8,475	14.6%	126
Family restaurant/steak house last 6 months: Cracker Barrel	6,780	11.7%	105
Family restaurant/steak house last 6 months: Denny's	5,566	9.6%	106
Family restaurant/steak house last 6 months: Friendly's	2,337	4.0%	101
Family restaurant/steak house last 6 months: Golden Corral	4,398	7.6%	105
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	7,747	13.3%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,790	3.1%	113
Family restaurant/steak house last 6 months: Old Country Buffet	1,715	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden	12,405	21.4%	120
Family restaurant/steak house last 6 months: Outback Steakhouse	7,918	13.6%	119
Family restaurant/steak house last 6 months: Perkins	2,042	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster	8,577	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	4,382	7.5%	134
Family restaurant/steak house last 6 months: Ruby Tuesday	5,650	9.7%	117
Family restaurant/steak house last 6 months: Ryan's	1,571	2.7%	72
Family restaurant/steak house last 6 months: Sizzler	1,335	2.3%	76
Family restaurant/steak house last 6 months: T.G.I. Friday's	7,162	12.3%	120
Went to fast food/drive-in restaurant in last 6 months	52,883	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	19,741	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	17,434	30.0%	104
Went to fast food/drive-in restaurant 14+ times/month	15,707	27.0%	108
Fast food/drive-in last 6 months: breakfast	17,592	30.3%	110
Fast food/drive-in last 6 months: lunch	36,741	63.3%	107
Fast food/drive-in last 6 months: snack	10,685	18.4%	106
Fast food/drive-in last 6 months: dinner	30,434	52.4%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	41,151	70.8%	107
Fast food/drive-in last 6 months: weekend	29,769	51.2%	106
Fast food/drive-in last 6 months: A & W	2,889	5.0%	110
Fast food/drive-in last 6 months: Arby's	13,876	23.9%	116
Fast food/drive-in last 6 months: Boston Market	3,490	6.0%	126
Fast food/drive-in last 6 months: Burger King	21,922	37.7%	104
Fast food/drive-in last 6 months: Captain D's	2,460	4.2%	82
Fast food/drive-in last 6 months: Carl's Jr.	3,122	5.4%	86
Fast food/drive-in last 6 months: Checkers	1,846	3.2%	100
Fast food/drive-in last 6 months: Chick-fil-A	10,125	17.4%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,634	8.0%	131
Fast food/drive-in last 6 months: Chuck E. Cheese	2,823	4.9%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,512	4.3%	101
Fast food/drive-in last 6 months: Dairy Queen	10,073	17.3%	109
Fast food/drive-in last 6 months: Del Taco	2,015	3.5%	104
Fast food/drive-in last 6 months: Domino's Pizza	8,245	14.2%	106
Fast food/drive-in last 6 months: Dunkin' Donuts	7,123	12.3%	106
Fast food/drive-in last 6 months: Fuddruckers	2,084	3.6%	129
Fast food/drive-in last 6 months: Hardee's	3,066	5.3%	78
Fast food/drive-in last 6 months: Jack in the Box	6,550	11.3%	109
Fast food/drive-in last 6 months: KFC	16,033	27.6%	100
Fast food/drive-in last 6 months: Little Caesars	4,594	7.9%	108
Fast food/drive-in last 6 months: Long John Silver's	3,293	5.7%	90
Fast food/drive-in last 6 months: McDonald's	33,822	58.2%	104
Fast food/drive-in last 6 months: Panera Bread	7,328	12.6%	129
Fast food/drive-in last 6 months: Papa John's	6,160	10.6%	122
Fast food/drive-in last 6 months: Pizza Hut	13,237	22.8%	103
Fast food/drive-in last 6 months: Popeyes	4,784	8.2%	113
Fast food/drive-in last 6 months: Quiznos	6,331	10.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	7,141	12.3%	104
Fast food/drive-in last 6 months: Starbucks	10,714	18.4%	124
Fast food/drive-in last 6 months: Steak n Shake	3,434	5.9%	117
Fast food/drive-in last 6 months: Subway	19,849	34.2%	108
Fast food/drive-in last 6 months: Taco Bell	20,942	36.1%	112
Fast food/drive-in last 6 months: Wendy's	20,022	34.5%	111
Fast food/drive-in last 6 months: Whataburger	3,267	5.6%	117
Fast food/drive-in last 6 months: White Castle	2,104	3.6%	90
Fast food/drive-in last 6 months: eat in	22,316	38.4%	102
Fast food/drive-in last 6 months: home delivery	7,091	12.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	33,207	57.2%	109
Fast food/drive-in last 6 months: take-out/walk-in	15,144	26.1%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary	2010	2015
Population	185,777	193,032
Population 18+	138,252	143,996
Households	72,371	75,386
Median Household Income	\$68,566	\$77,695

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	108,635	78.6%	109
Family restaurant/steak house last month: <2 times	36,426	26.3%	103
Family restaurant/steak house last month: 2-4 times	41,208	29.8%	110
Family restaurant/steak house last month: 5+ times	31,001	22.4%	115
Family restaurant/steak house last 6 months: breakfast	20,595	14.9%	113
Family restaurant/steak house last 6 months: lunch	37,774	27.3%	110
Family restaurant/steak house last 6 months: snack	3,561	2.6%	92
Family restaurant/steak house last 6 months: dinner	84,159	60.9%	115
Family restaurant/steak house last 6 months: weekday	61,840	44.7%	116
Family restaurant/steak house last 6 months: weekend	69,512	50.3%	113
Family restaurant/steak house last 6 months: Applebee's	40,427	29.2%	116
Family restaurant/steak house last 6 months: Bennigan's	3,668	2.7%	121
Family restaurant/steak house last 6 months: Bob Evans Farm	6,862	5.0%	108
Family restaurant/steak house last 6 months: Cheesecake Factory	10,807	7.8%	119
Family restaurant/steak house last 6 months: Chili's Grill & Bar	20,005	14.5%	125
Family restaurant/steak house last 6 months: Cracker Barrel	16,818	12.2%	110
Family restaurant/steak house last 6 months: Denny's	12,689	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	6,051	4.4%	110
Family restaurant/steak house last 6 months: Golden Corral	9,750	7.1%	98
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	18,078	13.1%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	4,424	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet	4,057	2.9%	103
Family restaurant/steak house last 6 months: Olive Garden	29,986	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	19,256	13.9%	122
Family restaurant/steak house last 6 months: Perkins	5,201	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	20,144	14.6%	108
Family restaurant/steak house last 6 months: Red Robin	10,525	7.6%	135
Family restaurant/steak house last 6 months: Ruby Tuesday	13,592	9.8%	118
Family restaurant/steak house last 6 months: Ryan's	3,400	2.5%	65
Family restaurant/steak house last 6 months: Sizzler	3,045	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	17,414	12.6%	122
Went to fast food/drive-in restaurant in last 6 months	125,853	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	48,226	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/month	41,564	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month	36,059	26.1%	105
Fast food/drive-in last 6 months: breakfast	41,088	29.7%	108
Fast food/drive-in last 6 months: lunch	87,768	63.5%	108
Fast food/drive-in last 6 months: snack	25,315	18.3%	105
Fast food/drive-in last 6 months: dinner	71,473	51.7%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	99,027	71.6%	108
Fast food/drive-in last 6 months: weekend	69,483	50.3%	104
Fast food/drive-in last 6 months: A & W	6,596	4.8%	105
Fast food/drive-in last 6 months: Arby's	32,275	23.3%	113
Fast food/drive-in last 6 months: Boston Market	8,296	6.0%	126
Fast food/drive-in last 6 months: Burger King	51,312	37.1%	102
Fast food/drive-in last 6 months: Captain D's	5,533	4.0%	78
Fast food/drive-in last 6 months: Carl's Jr.	7,230	5.2%	84
Fast food/drive-in last 6 months: Checkers	4,110	3.0%	93
Fast food/drive-in last 6 months: Chick-fil-A	22,878	16.5%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	11,235	8.1%	134
Fast food/drive-in last 6 months: Chuck E. Cheese	6,323	4.6%	102
Fast food/drive-in last 6 months: Church's Fr. Chicken	5,114	3.7%	86
Fast food/drive-in last 6 months: Dairy Queen	24,219	17.5%	110
Fast food/drive-in last 6 months: Del Taco	4,373	3.2%	94
Fast food/drive-in last 6 months: Domino's Pizza	18,393	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	18,091	13.1%	113
Fast food/drive-in last 6 months: Fuddruckers	5,109	3.7%	132
Fast food/drive-in last 6 months: Hardee's	7,419	5.4%	79
Fast food/drive-in last 6 months: Jack in the Box	13,722	9.9%	96
Fast food/drive-in last 6 months: KFC	37,135	26.9%	97
Fast food/drive-in last 6 months: Little Caesars	10,279	7.4%	102
Fast food/drive-in last 6 months: Long John Silver's	7,704	5.6%	88
Fast food/drive-in last 6 months: McDonald's	79,751	57.7%	103
Fast food/drive-in last 6 months: Panera Bread	18,395	13.3%	136
Fast food/drive-in last 6 months: Papa John's	13,972	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	30,463	22.0%	100
Fast food/drive-in last 6 months: Popeyes	10,218	7.4%	101
Fast food/drive-in last 6 months: Quiznos	15,044	10.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	16,262	11.8%	100
Fast food/drive-in last 6 months: Starbucks	25,170	18.2%	123
Fast food/drive-in last 6 months: Steak n Shake	8,182	5.9%	118
Fast food/drive-in last 6 months: Subway	47,263	34.2%	108
Fast food/drive-in last 6 months: Taco Bell	47,884	34.6%	108
Fast food/drive-in last 6 months: Wendy's	47,100	34.1%	109
Fast food/drive-in last 6 months: Whataburger	6,921	5.0%	104
Fast food/drive-in last 6 months: White Castle	5,371	3.9%	96
Fast food/drive-in last 6 months: eat in	53,523	38.7%	103
Fast food/drive-in last 6 months: home delivery	15,547	11.2%	108
Fast food/drive-in last 6 months: take-out/drive-thru	78,550	56.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	35,941	26.0%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		8,540	8,828
Population 18+		6,564	6,779
Households		3,960	4,124
Median Household Income		\$58,690	\$64,967
Product/Consumer Behavior		Expected Number of Adults	MPI
		Percent	
Participated in aerobics		717	111
Participated in archery		158	91
Participated in backpacking/hiking		610	99
Participated in baseball		302	88
Participated in basketball		622	101
Participated in bicycling (mountain)		233	96
Participated in bicycling (road)		656	103
Participated in boating (power)		376	93
Participated in bowling		828	108
Participated in canoeing/kayaking		320	102
Participated in downhill skiing		199	104
Participated in fishing (fresh water)		834	97
Participated in fishing (salt water)		334	112
Participated in football		432	106
Participated in Frisbee		300	84
Participated in golf		689	101
Play golf < once a month		248	95
Play golf 1+ times a month		341	96
Participated in horseback riding		172	86
Participated in hunting with rifle		259	81
Participated in hunting with shotgun		239	86
Participated in ice skating		216	114
Participated in jogging/running		749	108
Participated in martial arts		90	98
Participated in motorcycling		248	103
Participated in Pilates		203	94
Participated in roller skating		152	111
Participated in snowboarding		145	115
Participated in soccer		306	108
Participated in softball		228	89
Participated in swimming		1,368	107
Participated in target shooting		251	99
Participated in tennis		285	102
Participated in volleyball		242	105
Participated in walking for exercise		1,940	99
Participated in weight lifting		844	109
Participated in yoga		383	101
Spent on high end sports/recreation equipment/12 mo: <\$250		323	111
Spent on high end sports/recreation equipment/12 mo: \$250+		274	107
Attend sports event: auto racing (NASCAR)		580	120
Attend sports event: auto racing (not NASCAR)		452	109
Attend sports event: baseball game		1,028	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
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Drive Time: 5 minutes

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Latitude: 39.0987
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	547	8.3%	105
Attend sports event: basketball game (pro)	639	9.7%	114
Attend sports event: football game (college)	715	10.9%	105
Attend sports event: football-Monday night game (pro)	496	7.6%	123
Attend sports event: football-weekend game (pro)	676	10.3%	114
Attend sports event: golf tournament	408	6.2%	112
Attend sports event: ice hockey game	498	7.6%	114
Attend sports event: soccer game	502	7.6%	124
Attend sports event: tennis match	359	5.5%	111
Attended adult education course in last 12 months	475	7.2%	109
Attended auto show in last 12 months	532	8.1%	98
Went to bar/night club in last 12 months	1,434	21.8%	115
Went to beach in last 12 months	1,506	22.9%	93
Attended dance performance in last 12 months	289	4.4%	99
Danced/went dancing in last 12 months	662	10.1%	106
Dined out in last 12 months	3,250	49.5%	101
Dine out < once a month	305	4.6%	99
Dine out once a month	406	6.2%	100
Dine out 2-3 times a month	774	11.8%	102
Dine out once a week	767	11.7%	101
Dine out 2+ times per week	587	8.9%	90
Gambled at casino in last 12 months	1,183	18.0%	112
Gambled at casino 6+ times in last 12 months	184	2.8%	103
Gambled in Atlantic City in last 12 months	169	2.6%	102
Gambled in Las Vegas in last 12 months	381	5.8%	122
Attended horse races in last 12 months	206	3.1%	106
Attended movies in last 6 months	3,954	60.2%	102
Attended movies in last 90 days: < once a month	2,143	32.6%	101
Attended movies in last 90 days: once a month	680	10.4%	101
Attended movies in last 90 days: 2-3 times a month	501	7.6%	113
Attended movies in last 90 days: once/week or more	196	3.0%	117
Prefer to see movie after second week of release	1,569	23.9%	101
Went to museum in last 12 months	817	12.4%	97
Attended music performance in last 12 months	1,589	24.2%	102
Attended country music performance in last 12 mo	333	5.1%	100
Attended rock music performance in last 12 months	776	11.8%	108
Attended classical music/opera performance/12 mo	221	3.4%	73
Went to live theater in last 12 months	925	14.1%	107
Visited a theme park in last 12 months	1,552	23.6%	110
Visited Disney World (FL)/12 mo: Magic Kingdom	216	3.3%	97
Visited any Sea World in last 12 months	224	3.4%	101
Visited any Six Flags in last 12 months	467	7.1%	123
Went to zoo in last 12 months	989	15.1%	118
Played backgammon in last 12 months	150	2.3%	114
Participated in book club in last 12 months	217	3.3%	104
Played billiards/pool in last 12 months	760	11.6%	120
Played bingo in last 12 months	309	4.7%	111
Did birdwatching in last 12 months	330	5.0%	81
Played board game in last 12 months	1,112	16.9%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,443	22.0%	105
Played chess in last 12 months	257	3.9%	107
Cooked for fun in last 12 months	1,507	23.0%	110
Did crossword puzzle in last 12 months	854	13.0%	89
Participated in fantasy sports league last 12 mo	209	3.2%	98
Flew a kite in last 12 months	210	3.2%	113
Did furniture refinishing in last 12 months	198	3.0%	94
Did indoor gardening/plant care in last 12 months	602	9.2%	91
Participated in karaoke in last 12 months	305	4.6%	105
Bought lottery ticket in last 12 months	2,189	33.3%	96
Bought lottery ticket in last 12 mo: Daily Drawing	341	5.2%	107
Bought lottery ticket in last 12 mo: Instant Game	973	14.8%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	1,405	21.4%	100
Played lottery: <3 times in last 30 days	1,065	16.2%	103
Played lottery: 3-7 times in last 30 days	517	7.9%	82
Played lottery: 8+ times in last 30 days	608	9.3%	99
Played musical instrument in last 12 months	504	7.7%	96
Did painting/drawing in last 12 months	442	6.7%	103
Did photography in last 12 months	814	12.4%	98
Read book in last 12 months	2,740	41.7%	102
Participated in trivia games in last 12 months	405	6.2%	102
Played video game in last 12 months	998	15.2%	114
Did woodworking in last 12 months	265	4.0%	86
Participated in word games in last 12 months	566	8.6%	90
Member of AARP	833	12.7%	82
Member of business club	144	2.2%	88
Member of charitable organization	386	5.9%	93
Member of church board	291	4.4%	103
Member of fraternal order	228	3.5%	98
Member of religious club	383	5.8%	91
Member of union	353	5.4%	102
Member of veterans club	193	2.9%	86
Bought any children`s toy/game in last 12 months	2,382	36.3%	105
Spent on toys/games in last 12 months: <\$50	442	6.7%	111
Spent on toys/games in last 12 months: \$50-99	166	2.5%	92
Spent on toys/games in last 12 months: \$100-199	457	7.0%	97
Spent on toys/games in last 12 months: \$200-499	780	11.9%	110
Spent on toys/games in last 12 months: \$500+	393	6.0%	104
Bought infant toy in last 12 months	560	8.5%	102
Bought pre-school toy in last 12 months	537	8.2%	101
Spent on toys/games (for child <6)/12 mo: <\$100	762	11.6%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	402	6.1%	91
Spent on toys/games (for child <6)/12 mo: \$200+	573	8.7%	113
Bought for child in last 12 mo: boy action figure	560	8.5%	106
Bought for child in last 12 mo: girl action figure	215	3.3%	106
Bought for child in last 12 mo: bicycle	441	6.7%	98
Bought for child in last 12 mo: board game	800	12.2%	103

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	214	3.3%	96
Bought for child in last 12 mo: car	599	9.1%	99
Bought for child in last 12 mo: construction toy	342	5.2%	106
Bought for child in last 12 mo: large/baby doll	429	6.5%	100
Bought for child in last 12 mo: fashion doll	322	4.9%	96
Bought for child in last 12 mo: plush doll/animal	567	8.6%	103
Bought for child in last 12 mo: doll accessories	285	4.3%	108
Bought for child in last 12 mo: doll clothing	307	4.7%	113
Bought for child in last 12 mo: educational toy	967	14.7%	108
Bought for child in last 12 mo: electronic game	597	9.1%	97
Bought for child in last 12 mo: mechanical toy	250	3.8%	95
Bought for child in last 12 mo: model kit/set	164	2.5%	97
Bought for child in last 12 mo: sound game	169	2.6%	92
Bought for child in last 12 mo: water toy	658	10.0%	105
Bought for child in last 12 mo: word game	252	3.8%	100
Bought book in last 12 months	3,395	51.7%	103
Bought 1-3 books in last 12 months	1,373	20.9%	106
Bought 4-9 books in last 12 months	1,049	16.0%	103
Bought 10+ books in last 12 months	972	14.8%	98
Bought paperback book in last 12 months	2,552	38.9%	103
Bought <3 paperback books in last 12 months	872	13.3%	102
Bought 3-6 paperback books in last 12 months	930	14.2%	108
Bought 7+ paperback books in last 12 months	751	11.4%	97
Bought hardcover book in last 12 months	1,929	29.4%	105
Bought <3 hardcover books in last 12 months	905	13.8%	112
Bought 3-5 hardcover books in last 12 months	530	8.1%	101
Bought 6+ hardcover books in last 12 months	495	7.5%	96
Bought book (fiction) in last 12 months	1,892	28.8%	103
Bought book (non-fiction) in last 12 months	1,683	25.6%	101
Bought biography in last 12 months	455	6.9%	95
Bought children`s book in last 12 months	876	13.3%	105
Bought cookbook in last 12 months	705	10.7%	98
Bought desk dictionary in last 12 months	127	1.9%	95
Bought history book in last 12 months	451	6.9%	91
Bought mystery book in last 12 months	740	11.3%	100
Bought personal/business self-help book last 12 mo	471	7.2%	100
Bought religious book (not bible) last 12 months	479	7.3%	96
Bought romance book in last 12 months	438	6.7%	102
Bought science fiction book in last 12 months	333	5.1%	111
Bought book through book club in last 12 months	300	4.6%	106
Bought book at book store in last 12 months	2,338	35.6%	106
Bought book at Barnes & Noble in last 12 months	1,312	20.0%	101
Bought book at Borders in last 12 months	829	12.6%	114
Bought book at convenience store in last 12 months	138	2.1%	94
Bought book at department store in last 12 months	494	7.5%	98
Bought book at drug store in last 12 months	121	1.8%	81
Bought book through Internet in last 12 mo	593	9.0%	89
Bought book through mail order in last 12 months	194	3.0%	87
Bought book at supermarket in last 12 months	305	4.6%	89
Bought book at warehouse store in last 12 months	335	5.1%	88

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		78,453	81,521
Population 18+		58,088	60,386
Households		30,913	32,232
Median Household Income		\$65,806	\$75,004
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	6,813	11.7%	119
Participated in archery	1,464	2.5%	95
Participated in backpacking/hiking	6,036	10.4%	110
Participated in baseball	3,184	5.5%	105
Participated in basketball	5,928	10.2%	109
Participated in bicycling (mountain)	2,478	4.3%	116
Participated in bicycling (road)	6,385	11.0%	114
Participated in boating (power)	3,968	6.8%	111
Participated in bowling	8,181	14.1%	121
Participated in canoeing/kayaking	3,061	5.3%	110
Participated in downhill skiing	1,831	3.2%	108
Participated in fishing (fresh water)	7,732	13.3%	102
Participated in fishing (salt water)	3,007	5.2%	113
Participated in football	3,938	6.8%	109
Participated in Frisbee	3,364	5.8%	106
Participated in golf	6,945	12.0%	115
Play golf < once a month	2,608	4.5%	113
Play golf 1+ times a month	3,513	6.0%	112
Participated in horseback riding	1,620	2.8%	92
Participated in hunting with rifle	2,401	4.1%	85
Participated in hunting with shotgun	2,099	3.6%	85
Participated in ice skating	1,905	3.3%	114
Participated in jogging/running	7,459	12.8%	122
Participated in martial arts	775	1.3%	95
Participated in motorcycling	2,229	3.8%	104
Participated in Pilates	2,116	3.6%	111
Participated in roller skating	1,191	2.1%	98
Participated in snowboarding	1,131	1.9%	101
Participated in soccer	2,808	4.8%	112
Participated in softball	2,373	4.1%	105
Participated in swimming	12,974	22.3%	115
Participated in target shooting	2,338	4.0%	104
Participated in tennis	2,893	5.0%	117
Participated in volleyball	2,260	3.9%	111
Participated in walking for exercise	19,004	32.7%	110
Participated in weight lifting	8,331	14.3%	122
Participated in yoga	3,680	6.3%	110
Spent on high end sports/recreation equipment/12 mo: <\$250	2,701	4.7%	105
Spent on high end sports/recreation equipment/12 mo: \$250+	2,593	4.5%	114
Attend sports event: auto racing (NASCAR)	4,714	8.1%	111
Attend sports event: auto racing (not NASCAR)	3,952	6.8%	107
Attend sports event: baseball game	9,924	17.1%	116

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	5,327	9.2%	115
Attend sports event: basketball game (pro)	5,863	10.1%	118
Attend sports event: football game (college)	7,016	12.1%	117
Attend sports event: football-Monday night game (pro)	4,084	7.0%	115
Attend sports event: football-weekend game (pro)	6,279	10.8%	119
Attend sports event: golf tournament	3,647	6.3%	113
Attend sports event: ice hockey game	4,548	7.8%	118
Attend sports event: soccer game	4,198	7.2%	117
Attend sports event: tennis match	3,079	5.3%	107
Attended adult education course in last 12 months	4,324	7.4%	112
Attended auto show in last 12 months	5,253	9.0%	109
Went to bar/night club in last 12 months	12,665	21.8%	114
Went to beach in last 12 months	15,939	27.4%	112
Attended dance performance in last 12 months	2,888	5.0%	112
Danced/went dancing in last 12 months	5,878	10.1%	107
Dined out in last 12 months	30,938	53.3%	108
Dine out < once a month	2,972	5.1%	109
Dine out once a month	3,695	6.4%	103
Dine out 2-3 times a month	7,296	12.6%	109
Dine out once a week	7,479	12.9%	112
Dine out 2+ times per week	5,824	10.0%	101
Gambled at casino in last 12 months	10,462	18.0%	112
Gambled at casino 6+ times in last 12 months	1,672	2.9%	106
Gambled in Atlantic City in last 12 months	1,405	2.4%	95
Gambled in Las Vegas in last 12 months	3,249	5.6%	117
Attended horse races in last 12 months	1,761	3.0%	102
Attended movies in last 6 months	36,564	62.9%	107
Attended movies in last 90 days: < once a month	20,094	34.6%	107
Attended movies in last 90 days: once a month	6,918	11.9%	116
Attended movies in last 90 days: 2-3 times a month	4,247	7.3%	108
Attended movies in last 90 days: once/week or more	1,421	2.4%	96
Prefer to see movie after second week of release	15,030	25.9%	109
Went to museum in last 12 months	8,138	14.0%	110
Attended music performance in last 12 months	15,542	26.8%	113
Attended country music performance in last 12 mo	3,068	5.3%	104
Attended rock music performance in last 12 months	7,267	12.5%	114
Attended classical music/opera performance/12 mo	2,669	4.6%	100
Went to live theater in last 12 months	8,609	14.8%	113
Visited a theme park in last 12 months	14,357	24.7%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	2,291	3.9%	116
Visited any Sea World in last 12 months	2,245	3.9%	114
Visited any Six Flags in last 12 months	3,724	6.4%	111
Went to zoo in last 12 months	8,864	15.3%	120
Played backgammon in last 12 months	1,318	2.3%	113
Participated in book club in last 12 months	1,790	3.1%	97
Played billiards/pool in last 12 months	6,294	10.8%	113
Played bingo in last 12 months	2,515	4.3%	102
Did birdwatching in last 12 months	3,574	6.2%	99
Played board game in last 12 months	10,851	18.7%	115

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Latitude: 39.0987
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	13,135	22.6%	108
Played chess in last 12 months	2,304	4.0%	108
Cooked for fun in last 12 months	13,505	23.2%	112
Did crossword puzzle in last 12 months	8,786	15.1%	104
Participated in fantasy sports league last 12 mo	2,109	3.6%	111
Flew a kite in last 12 months	1,793	3.1%	109
Did furniture refinishing in last 12 months	1,965	3.4%	105
Did indoor gardening/plant care in last 12 months	6,026	10.4%	103
Participated in karaoke in last 12 months	2,621	4.5%	102
Bought lottery ticket in last 12 months	20,542	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	2,572	4.4%	91
Bought lottery ticket in last 12 mo: Instant Game	8,991	15.5%	97
Bought lottery ticket in last 12 mo: Lotto Drawing	13,421	23.1%	108
Played lottery: <3 times in last 30 days	9,507	16.4%	104
Played lottery: 3-7 times in last 30 days	5,497	9.5%	98
Played lottery: 8+ times in last 30 days	5,539	9.5%	102
Played musical instrument in last 12 months	5,045	8.7%	109
Did painting/drawing in last 12 months	4,006	6.9%	105
Did photography in last 12 months	8,133	14.0%	111
Read book in last 12 months	25,588	44.1%	108
Participated in trivia games in last 12 months	3,884	6.7%	111
Played video game in last 12 months	8,795	15.1%	114
Did woodworking in last 12 months	2,731	4.7%	100
Participated in word games in last 12 months	5,661	9.7%	102
Member of AARP	8,848	15.2%	99
Member of business club	1,667	2.9%	115
Member of charitable organization	4,029	6.9%	110
Member of church board	2,396	4.1%	96
Member of fraternal order	2,112	3.6%	103
Member of religious club	3,769	6.5%	101
Member of union	3,241	5.6%	106
Member of veterans club	1,871	3.2%	95
Bought any children`s toy/game in last 12 months	21,884	37.7%	109
Spent on toys/games in last 12 months: <\$50	3,845	6.6%	109
Spent on toys/games in last 12 months: \$50-99	1,607	2.8%	100
Spent on toys/games in last 12 months: \$100-199	4,045	7.0%	97
Spent on toys/games in last 12 months: \$200-499	6,916	11.9%	110
Spent on toys/games in last 12 months: \$500+	3,882	6.7%	116
Bought infant toy in last 12 months	5,171	8.9%	106
Bought pre-school toy in last 12 months	5,044	8.7%	107
Spent on toys/games (for child <6)/12 mo: <\$100	6,831	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	3,953	6.8%	101
Spent on toys/games (for child <6)/12 mo: \$200+	4,986	8.6%	111
Bought for child in last 12 mo: boy action figure	5,062	8.7%	108
Bought for child in last 12 mo: girl action figure	1,755	3.0%	98
Bought for child in last 12 mo: bicycle	4,303	7.4%	108
Bought for child in last 12 mo: board game	7,875	13.6%	114

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
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www.ClermontCountyOhio.biz

Latitude: 39.0987
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,140	3.7%	109
Bought for child in last 12 mo: car	5,460	9.4%	102
Bought for child in last 12 mo: construction toy	2,987	5.1%	104
Bought for child in last 12 mo: large/baby doll	3,794	6.5%	100
Bought for child in last 12 mo: fashion doll	2,912	5.0%	98
Bought for child in last 12 mo: plush doll/animal	5,606	9.7%	115
Bought for child in last 12 mo: doll accessories	2,410	4.1%	103
Bought for child in last 12 mo: doll clothing	2,417	4.2%	101
Bought for child in last 12 mo: educational toy	8,814	15.2%	111
Bought for child in last 12 mo: electronic game	6,002	10.3%	111
Bought for child in last 12 mo: mechanical toy	2,527	4.4%	109
Bought for child in last 12 mo: model kit/set	1,584	2.7%	106
Bought for child in last 12 mo: sound game	1,522	2.6%	93
Bought for child in last 12 mo: water toy	6,266	10.8%	113
Bought for child in last 12 mo: word game	2,265	3.9%	101
Bought book in last 12 months	31,881	54.9%	109
Bought 1-3 books in last 12 months	12,226	21.0%	107
Bought 4-9 books in last 12 months	9,885	17.0%	109
Bought 10+ books in last 12 months	9,766	16.8%	111
Bought paperback book in last 12 months	24,506	42.2%	112
Bought <3 paperback books in last 12 months	8,300	14.3%	110
Bought 3-6 paperback books in last 12 months	8,559	14.7%	112
Bought 7+ paperback books in last 12 months	7,647	13.2%	112
Bought hardcover book in last 12 months	18,272	31.5%	113
Bought <3 hardcover books in last 12 months	8,058	13.9%	113
Bought 3-5 hardcover books in last 12 months	5,238	9.0%	113
Bought 6+ hardcover books in last 12 months	4,979	8.6%	109
Bought book (fiction) in last 12 months	18,273	31.5%	112
Bought book (non-fiction) in last 12 months	16,421	28.3%	111
Bought biography in last 12 months	4,463	7.7%	106
Bought children`s book in last 12 months	8,110	14.0%	110
Bought cookbook in last 12 months	6,612	11.4%	104
Bought desk dictionary in last 12 months	1,095	1.9%	93
Bought history book in last 12 months	4,475	7.7%	102
Bought mystery book in last 12 months	7,093	12.2%	109
Bought personal/business self-help book last 12 mo	5,057	8.7%	121
Bought religious book (not bible) last 12 months	4,701	8.1%	107
Bought romance book in last 12 months	3,817	6.6%	101
Bought science fiction book in last 12 months	2,923	5.0%	111
Bought book through book club in last 12 months	2,526	4.3%	100
Bought book at book store in last 12 months	22,398	38.6%	115
Bought book at Barnes & Noble in last 12 months	13,634	23.5%	119
Bought book at Borders in last 12 months	7,700	13.3%	119
Bought book at convenience store in last 12 months	1,180	2.0%	91
Bought book at department store in last 12 months	4,294	7.4%	97
Bought book at drug store in last 12 months	1,189	2.0%	90
Bought book through Internet in last 12 mo	6,562	11.3%	111
Bought book through mail order in last 12 months	1,689	2.9%	85
Bought book at supermarket in last 12 months	3,115	5.4%	103
Bought book at warehouse store in last 12 months	3,772	6.5%	112

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
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www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		185,777	193,032
Population 18+		138,252	143,996
Households		72,371	75,386
Median Household Income		\$68,566	\$77,695
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	16,466	11.9%	121
Participated in archery	3,549	2.6%	97
Participated in backpacking/hiking	15,321	11.1%	118
Participated in baseball	7,481	5.4%	104
Participated in basketball	13,538	9.8%	105
Participated in bicycling (mountain)	6,094	4.4%	120
Participated in bicycling (road)	15,980	11.6%	120
Participated in boating (power)	9,722	7.0%	114
Participated in bowling	19,338	14.0%	120
Participated in canoeing/kayaking	7,665	5.5%	116
Participated in downhill skiing	4,817	3.5%	119
Participated in fishing (fresh water)	18,467	13.4%	102
Participated in fishing (salt water)	7,144	5.2%	113
Participated in football	8,933	6.5%	104
Participated in Frisbee	8,559	6.2%	113
Participated in golf	17,566	12.7%	123
Play golf < once a month	6,603	4.8%	121
Play golf 1+ times a month	9,104	6.6%	122
Participated in horseback riding	4,070	2.9%	97
Participated in hunting with rifle	5,970	4.3%	89
Participated in hunting with shotgun	5,195	3.8%	89
Participated in ice skating	4,688	3.4%	118
Participated in jogging/running	17,831	12.9%	122
Participated in martial arts	1,814	1.3%	93
Participated in motorcycling	5,417	3.9%	106
Participated in Pilates	5,411	3.9%	119
Participated in roller skating	2,627	1.9%	91
Participated in snowboarding	2,796	2.0%	105
Participated in soccer	6,524	4.7%	110
Participated in softball	5,528	4.0%	102
Participated in swimming	31,389	22.7%	117
Participated in target shooting	5,663	4.1%	106
Participated in tennis	7,063	5.1%	120
Participated in volleyball	5,307	3.8%	110
Participated in walking for exercise	47,381	34.3%	115
Participated in weight lifting	20,513	14.8%	126
Participated in yoga	9,281	6.7%	116
Spent on high end sports/recreation equipment/12 mo: <\$250	6,283	4.5%	103
Spent on high end sports/recreation equipment/12 mo: \$250+	6,321	4.6%	117
Attend sports event: auto racing (NASCAR)	11,245	8.1%	111
Attend sports event: auto racing (not NASCAR)	9,521	6.9%	109
Attend sports event: baseball game	24,181	17.5%	118

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

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Drive Time: 15 minutes

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Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	12,892	9.3%	117
Attend sports event: basketball game (pro)	13,862	10.0%	117
Attend sports event: football game (college)	16,747	12.1%	117
Attend sports event: football-Monday night game (pro)	9,298	6.7%	110
Attend sports event: football-weekend game (pro)	14,923	10.8%	119
Attend sports event: golf tournament	8,987	6.5%	117
Attend sports event: ice hockey game	10,992	8.0%	120
Attend sports event: soccer game	9,903	7.2%	116
Attend sports event: tennis match	7,402	5.4%	109
Attended adult education course in last 12 months	10,707	7.7%	117
Attended auto show in last 12 months	12,419	9.0%	108
Went to bar/night club in last 12 months	29,831	21.6%	113
Went to beach in last 12 months	39,712	28.7%	117
Attended dance performance in last 12 months	7,104	5.1%	116
Danced/went dancing in last 12 months	13,698	9.9%	104
Dined out in last 12 months	76,296	55.2%	112
Dine out < once a month	6,990	5.1%	108
Dine out once a month	9,203	6.7%	108
Dine out 2-3 times a month	18,171	13.1%	114
Dine out once a week	18,503	13.4%	116
Dine out 2+ times per week	14,761	10.7%	108
Gambled at casino in last 12 months	24,771	17.9%	112
Gambled at casino 6+ times in last 12 months	3,943	2.9%	105
Gambled in Atlantic City in last 12 months	3,372	2.4%	96
Gambled in Las Vegas in last 12 months	7,596	5.5%	115
Attended horse races in last 12 months	4,548	3.3%	111
Attended movies in last 6 months	87,485	63.3%	108
Attended movies in last 90 days: < once a month	48,735	35.3%	109
Attended movies in last 90 days: once a month	16,208	11.7%	114
Attended movies in last 90 days: 2-3 times a month	9,964	7.2%	107
Attended movies in last 90 days: once/week or more	3,339	2.4%	94
Prefer to see movie after second week of release	36,751	26.6%	112
Went to museum in last 12 months	20,914	15.1%	118
Attended music performance in last 12 months	38,936	28.2%	119
Attended country music performance in last 12 mo	7,483	5.4%	107
Attended rock music performance in last 12 months	17,977	13.0%	119
Attended classical music/opera performance/12 mo	7,111	5.1%	112
Went to live theater in last 12 months	21,956	15.9%	121
Visited a theme park in last 12 months	33,614	24.3%	113
Visited Disney World (FL)/12 mo: Magic Kingdom	5,625	4.1%	120
Visited any Sea World in last 12 months	5,181	3.7%	111
Visited any Six Flags in last 12 months	8,442	6.1%	105
Went to zoo in last 12 months	21,356	15.4%	121
Played backgammon in last 12 months	3,075	2.2%	111
Participated in book club in last 12 months	4,559	3.3%	104
Played billiards/pool in last 12 months	14,408	10.4%	108
Played bingo in last 12 months	5,737	4.2%	98
Did birdwatching in last 12 months	9,344	6.8%	109
Played board game in last 12 months	26,493	19.2%	117

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	31,816	23.0%	110
Played chess in last 12 months	5,438	3.9%	108
Cooked for fun in last 12 months	32,558	23.6%	113
Did crossword puzzle in last 12 months	22,010	15.9%	109
Participated in fantasy sports league last 12 mo	5,276	3.8%	117
Flew a kite in last 12 months	4,358	3.2%	111
Did furniture refinishing in last 12 months	4,808	3.5%	108
Did indoor gardening/plant care in last 12 months	15,196	11.0%	109
Participated in karaoke in last 12 months	6,077	4.4%	99
Bought lottery ticket in last 12 months	49,203	35.6%	103
Bought lottery ticket in last 12 mo: Daily Drawing	6,007	4.3%	90
Bought lottery ticket in last 12 mo: Instant Game	21,383	15.5%	97
Bought lottery ticket in last 12 mo: Lotto Drawing	32,476	23.5%	110
Played lottery: <3 times in last 30 days	22,550	16.3%	104
Played lottery: 3-7 times in last 30 days	13,457	9.7%	101
Played lottery: 8+ times in last 30 days	13,200	9.5%	102
Played musical instrument in last 12 months	12,284	8.9%	111
Did painting/drawing in last 12 months	9,582	6.9%	106
Did photography in last 12 months	20,345	14.7%	117
Read book in last 12 months	63,090	45.6%	112
Participated in trivia games in last 12 months	9,548	6.9%	115
Played video game in last 12 months	20,008	14.5%	109
Did woodworking in last 12 months	6,684	4.8%	103
Participated in word games in last 12 months	14,456	10.5%	110
Member of AARP	23,040	16.7%	108
Member of business club	4,288	3.1%	124
Member of charitable organization	10,429	7.5%	119
Member of church board	5,938	4.3%	100
Member of fraternal order	5,206	3.8%	107
Member of religious club	9,298	6.7%	105
Member of union	8,069	5.8%	111
Member of veterans club	4,564	3.3%	97
Bought any children`s toy/game in last 12 months	52,324	37.8%	109
Spent on toys/games in last 12 months: <\$50	8,981	6.5%	107
Spent on toys/games in last 12 months: \$50-99	3,956	2.9%	104
Spent on toys/games in last 12 months: \$100-199	10,070	7.3%	101
Spent on toys/games in last 12 months: \$200-499	16,376	11.8%	109
Spent on toys/games in last 12 months: \$500+	9,454	6.8%	119
Bought infant toy in last 12 months	12,331	8.9%	107
Bought pre-school toy in last 12 months	12,494	9.0%	112
Spent on toys/games (for child <6)/12 mo: <\$100	16,616	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	9,713	7.0%	104
Spent on toys/games (for child <6)/12 mo: \$200+	11,856	8.6%	111
Bought for child in last 12 mo: boy action figure	11,871	8.6%	106
Bought for child in last 12 mo: girl action figure	3,984	2.9%	93
Bought for child in last 12 mo: bicycle	10,053	7.3%	106
Bought for child in last 12 mo: board game	19,418	14.0%	118

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Eastgate Area
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	5,215	3.8%	112
Bought for child in last 12 mo: car	12,943	9.4%	101
Bought for child in last 12 mo: construction toy	7,402	5.4%	109
Bought for child in last 12 mo: large/baby doll	8,898	6.4%	99
Bought for child in last 12 mo: fashion doll	7,124	5.2%	101
Bought for child in last 12 mo: plush doll/animal	13,673	9.9%	118
Bought for child in last 12 mo: doll accessories	5,815	4.2%	105
Bought for child in last 12 mo: doll clothing	5,849	4.2%	103
Bought for child in last 12 mo: educational toy	21,183	15.3%	113
Bought for child in last 12 mo: electronic game	14,579	10.5%	113
Bought for child in last 12 mo: mechanical toy	6,011	4.3%	109
Bought for child in last 12 mo: model kit/set	3,834	2.8%	108
Bought for child in last 12 mo: sound game	3,621	2.6%	93
Bought for child in last 12 mo: water toy	15,177	11.0%	115
Bought for child in last 12 mo: word game	5,372	3.9%	101
Bought book in last 12 months	77,718	56.2%	112
Bought 1-3 books in last 12 months	29,268	21.2%	108
Bought 4-9 books in last 12 months	23,918	17.3%	111
Bought 10+ books in last 12 months	24,530	17.7%	117
Bought paperback book in last 12 months	60,254	43.6%	115
Bought <3 paperback books in last 12 months	20,026	14.5%	112
Bought 3-6 paperback books in last 12 months	20,909	15.1%	115
Bought 7+ paperback books in last 12 months	19,322	14.0%	119
Bought hardcover book in last 12 months	44,631	32.3%	116
Bought <3 hardcover books in last 12 months	19,273	13.9%	114
Bought 3-5 hardcover books in last 12 months	12,714	9.2%	115
Bought 6+ hardcover books in last 12 months	12,647	9.1%	116
Bought book (fiction) in last 12 months	45,448	32.9%	117
Bought book (non-fiction) in last 12 months	40,485	29.3%	115
Bought biography in last 12 months	11,163	8.1%	111
Bought children`s book in last 12 months	19,648	14.2%	112
Bought cookbook in last 12 months	16,621	12.0%	110
Bought desk dictionary in last 12 months	2,411	1.7%	86
Bought history book in last 12 months	11,534	8.3%	110
Bought mystery book in last 12 months	18,043	13.1%	116
Bought personal/business self-help book last 12 mo	12,211	8.8%	123
Bought religious book (not bible) last 12 months	11,499	8.3%	110
Bought romance book in last 12 months	9,122	6.6%	101
Bought science fiction book in last 12 months	7,020	5.1%	112
Bought book through book club in last 12 months	5,929	4.3%	99
Bought book at book store in last 12 months	55,262	40.0%	119
Bought book at Barnes & Noble in last 12 months	33,863	24.5%	124
Bought book at Borders in last 12 months	19,640	14.2%	128
Bought book at convenience store in last 12 months	2,770	2.0%	90
Bought book at department store in last 12 months	9,905	7.2%	94
Bought book at drug store in last 12 months	2,950	2.1%	94
Bought book through Internet in last 12 mo	16,680	12.1%	119
Bought book through mail order in last 12 months	4,028	2.9%	86
Bought book at supermarket in last 12 months	7,910	5.7%	110
Bought book at warehouse store in last 12 months	9,840	7.1%	122

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Eastgate Area
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Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Main Street, USA	26.1%	Population	8,540	8,828
Young and Restless	24.9%	Households	3,960	4,124
Up and Coming Families	13.5%	Families	2,352	2,419
Aspiring Young Families	10.9%	Median Age	34.8	35.3
Green Acres	8.8%	Median Household Income	\$58,690	\$64,967
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,698.53	\$6,726,974
Men's		67	\$305.46	\$1,209,774
Women's		62	\$511.72	\$2,026,657
Children's		78	\$311.16	\$1,232,320
Footwear		51	\$210.88	\$835,191
Watches & Jewelry		97	\$188.32	\$745,839
Apparel Products and Services (1)		183	\$170.99	\$677,192
Computer				
Computers and Hardware for Home Use		102	\$195.69	\$775,002
Software and Accessories for Home Use		103	\$29.41	\$116,456
Entertainment & Recreation		97	\$3,142.26	\$12,444,799
Fees and Admissions		97	\$600.45	\$2,378,069
Membership Fees for Clubs (2)		94	\$153.50	\$607,929
Fees for Participant Sports, excl. Trips		96	\$102.02	\$404,063
Admission to Movie/Theatre/Opera/Ballet		103	\$156.08	\$618,162
Admission to Sporting Events, excl. Trips		97	\$57.85	\$229,095
Fees for Recreational Lessons		95	\$130.13	\$515,388
Dating Services		113	\$0.87	\$3,432
TV/Video/Audio		99	\$1,231.28	\$4,876,429
Community Antenna or Cable TV		97	\$696.94	\$2,760,208
Televisions		101	\$195.50	\$774,259
VCRs, Video Cameras, and DVD Players		106	\$21.64	\$85,713
Video Cassettes and DVDs		108	\$56.94	\$225,498
Video and Computer Game Hardware and Software		110	\$61.30	\$242,785
Satellite Dishes		100	\$1.26	\$4,974
Rental of Video Cassettes and DVDs		109	\$45.04	\$178,370
Streaming/Downloaded Video		99	\$1.39	\$5,501
Audio (3)		98	\$143.88	\$569,817
Rental and Repair of TV/Radio/Sound Equipment		97	\$7.40	\$29,303
Pets		114	\$490.38	\$1,942,119
Toys and Games (4)		101	\$147.30	\$583,388
Recreational Vehicles and Fees (5)		80	\$259.79	\$1,028,897
Sports/Recreation/Exercise Equipment (6)		76	\$137.98	\$546,475
Photo Equipment and Supplies (7)		99	\$102.10	\$404,348
Reading (8)		93	\$143.29	\$567,483
Catered Affairs (9)		120	\$29.69	\$117,590
Food		99	\$7,652.31	\$30,306,688
Food at Home		98	\$4,398.50	\$17,420,108
Bakery and Cereal Products		97	\$577.74	\$2,288,103
Meats, Poultry, Fish, and Eggs		99	\$1,025.17	\$4,060,144
Dairy Products		97	\$482.53	\$1,911,034
Fruits and Vegetables		98	\$769.03	\$3,045,713
Snacks and Other Food at Home (10)		99	\$1,544.04	\$6,115,113
Food Away from Home		101	\$3,253.81	\$12,886,580
Alcoholic Beverages		106	\$604.61	\$2,394,527
Nonalcoholic Beverages at Home		99	\$434.13	\$1,719,360

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	82	\$1,429.80	\$5,662,671
Vehicle Loans	99	\$4,877.49	\$19,317,097
Health			
Nonprescription Drugs	90	\$93.25	\$369,297
Prescription Drugs	84	\$420.78	\$1,666,498
Eyeglasses and Contact Lenses	92	\$71.04	\$281,355
Home			
Mortgage Payment and Basics (11)	91	\$8,537.72	\$33,813,335
Maintenance and Remodeling Services	86	\$1,700.23	\$6,733,680
Maintenance and Remodeling Materials (12)	84	\$311.40	\$1,233,267
Utilities, Fuel, and Public Services	96	\$4,332.47	\$17,158,593
Household Furnishings and Equipment			
Household Textiles (13)	96	\$127.70	\$505,734
Furniture	98	\$589.27	\$2,333,788
Floor Coverings	89	\$67.06	\$265,589
Major Appliances (14)	90	\$272.50	\$1,079,216
Housewares (15)	89	\$76.80	\$304,181
Small Appliances	95	\$31.03	\$122,886
Luggage	96	\$8.89	\$35,222
Telephones and Accessories	73	\$31.00	\$122,791
Household Operations			
Child Care	110	\$506.39	\$2,005,547
Lawn and Garden (16)	84	\$352.42	\$1,395,762
Moving/Storage/Freight Express	104	\$62.90	\$249,123
Housekeeping Supplies (17)	96	\$671.28	\$2,658,583
Insurance			
Owners and Renters Insurance	86	\$396.20	\$1,569,151
Vehicle Insurance	98	\$1,143.59	\$4,529,150
Life/Other Insurance	86	\$359.77	\$1,424,847
Health Insurance	88	\$1,708.77	\$6,767,506
Personal Care Products (18)	100	\$399.04	\$1,580,389
School Books and Supplies (19)	109	\$115.84	\$458,777
Smoking Products	100	\$429.39	\$1,700,580
Transportation			
Vehicle Purchases (Net Outlay) (20)	99	\$4,344.50	\$17,206,238
Gasoline and Motor Oil	98	\$2,818.30	\$11,161,788
Vehicle Maintenance and Repairs	98	\$919.40	\$3,641,265
Travel			
Airline Fares	98	\$450.25	\$1,783,213
Lodging on Trips	91	\$398.27	\$1,577,322
Auto/Truck/Van Rental on Trips	100	\$36.81	\$145,788
Food and Drink on Trips	93	\$406.34	\$1,609,285

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

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

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	10.5%	Population	78,453	81,521
Enterprising Professionals	10.2%	Households	30,913	32,232
Up and Coming Families	9.4%	Families	21,191	21,912
Milk and Cookies	8.8%	Median Age	35.8	35.8
Aspiring Young Families	8.3%	Median Household Income	\$65,806	\$75,004
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		81	\$1,935.03	\$59,816,632
Men's		76	\$348.72	\$10,779,848
Women's		71	\$593.09	\$18,333,840
Children's		87	\$349.45	\$10,802,283
Footwear		57	\$236.06	\$7,297,359
Watches & Jewelry		115	\$222.95	\$6,892,014
Apparel Products and Services (1)		197	\$184.76	\$5,711,288
Computer				
Computers and Hardware for Home Use		117	\$223.51	\$6,909,275
Software and Accessories for Home Use		118	\$33.55	\$1,037,067
Entertainment & Recreation		115	\$3,716.99	\$114,901,625
Fees and Admissions		118	\$731.63	\$22,616,605
Membership Fees for Clubs (2)		116	\$189.93	\$5,871,141
Fees for Participant Sports, excl. Trips		117	\$125.26	\$3,872,090
Admission to Movie/Theatre/Opera/Ballet		118	\$179.64	\$5,553,001
Admission to Sporting Events, excl. Trips		121	\$71.76	\$2,218,404
Fees for Recreational Lessons		120	\$164.18	\$5,075,128
Dating Services		113	\$0.87	\$26,840
TV/Video/Audio		113	\$1,404.60	\$43,419,684
Community Antenna or Cable TV		111	\$798.07	\$24,670,248
Televisions		119	\$229.23	\$7,086,092
VCRs, Video Cameras, and DVD Players		117	\$23.91	\$739,046
Video Cassettes and DVDs		117	\$61.75	\$1,908,848
Video and Computer Game Hardware and Software		123	\$68.47	\$2,116,594
Satellite Dishes		118	\$1.49	\$45,998
Rental of Video Cassettes and DVDs		119	\$49.18	\$1,520,138
Streaming/Downloaded Video		116	\$1.63	\$50,392
Audio (3)		111	\$162.37	\$5,019,361
Rental and Repair of TV/Radio/Sound Equipment		112	\$8.51	\$262,968
Pets		137	\$590.63	\$18,257,821
Toys and Games (4)		116	\$168.16	\$5,198,187
Recreational Vehicles and Fees (5)		103	\$333.20	\$10,299,962
Sports/Recreation/Exercise Equipment (6)		91	\$164.36	\$5,080,765
Photo Equipment and Supplies (7)		116	\$120.32	\$3,719,467
Reading (8)		111	\$171.98	\$5,316,384
Catered Affairs (9)		130	\$32.12	\$992,750
Food		113	\$8,720.58	\$269,575,709
Food at Home		112	\$5,006.38	\$154,760,281
Bakery and Cereal Products		111	\$662.94	\$20,493,162
Meats, Poultry, Fish, and Eggs		112	\$1,160.89	\$35,886,049
Dairy Products		111	\$551.62	\$17,052,040
Fruits and Vegetables		112	\$878.40	\$27,153,459
Snacks and Other Food at Home (10)		112	\$1,752.54	\$54,175,572
Food Away from Home		115	\$3,714.20	\$114,815,428
Alcoholic Beverages		118	\$672.92	\$20,801,697
Nonalcoholic Beverages at Home		112	\$491.23	\$15,185,300

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	103	\$1,793.89	\$55,453,860
Vehicle Loans	114	\$5,615.65	\$173,594,283
Health			
Nonprescription Drugs	107	\$110.48	\$3,415,356
Prescription Drugs	103	\$515.12	\$15,923,601
Eyeglasses and Contact Lenses	112	\$86.32	\$2,668,209
Home			
Mortgage Payment and Basics (11)	118	\$11,034.58	\$341,107,549
Maintenance and Remodeling Services	114	\$2,261.68	\$69,914,368
Maintenance and Remodeling Materials (12)	109	\$403.40	\$12,470,000
Utilities, Fuel, and Public Services	111	\$5,030.42	\$155,503,270
Household Furnishings and Equipment			
Household Textiles (13)	114	\$151.06	\$4,669,617
Furniture	116	\$697.14	\$21,550,526
Floor Coverings	113	\$84.58	\$2,614,606
Major Appliances (14)	110	\$333.91	\$10,322,124
Housewares (15)	102	\$87.56	\$2,706,653
Small Appliances	111	\$36.27	\$1,121,044
Luggage	117	\$10.83	\$334,904
Telephones and Accessories	80	\$34.21	\$1,057,594
Household Operations			
Child Care	125	\$579.44	\$17,912,072
Lawn and Garden (16)	109	\$455.73	\$14,087,778
Moving/Storage/Freight Express	114	\$68.96	\$2,131,715
Housekeeping Supplies (17)	112	\$784.86	\$24,261,918
Insurance			
Owners and Renters Insurance	111	\$514.08	\$15,891,651
Vehicle Insurance	113	\$1,320.50	\$40,819,974
Life/Other Insurance	110	\$458.98	\$14,188,371
Health Insurance	107	\$2,065.79	\$63,858,857
Personal Care Products (18)	115	\$458.74	\$14,180,867
School Books and Supplies (19)	117	\$125.57	\$3,881,578
Smoking Products	107	\$458.65	\$14,178,033
Transportation			
Vehicle Purchases (Net Outlay) (20)	115	\$5,028.98	\$155,458,886
Gasoline and Motor Oil	112	\$3,219.94	\$99,536,625
Vehicle Maintenance and Repairs	113	\$1,069.40	\$33,057,916
Travel			
Airline Fares	118	\$542.25	\$16,762,410
Lodging on Trips	114	\$497.96	\$15,393,285
Auto/Truck/Van Rental on Trips	121	\$44.70	\$1,381,720
Food and Drink on Trips	114	\$494.90	\$15,298,573

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

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

- (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

Eastgate Area
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	9.1%	Population	185,777	193,032
Suburban Splendor	8.3%	Households	72,371	75,386
Cozy and Comfortable	8.2%	Families	50,590	52,337
Old and Newcomers	8.1%	Median Age	37.9	37.7
In Style	7.5%	Median Household Income	\$68,566	\$77,695
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$2,089.14	\$151,192,912
Men's		82	\$377.46	\$27,317,278
Women's		78	\$646.79	\$46,808,434
Children's		92	\$370.22	\$26,793,306
Footwear		60	\$252.21	\$18,252,823
Watches & Jewelry		127	\$245.75	\$17,785,020
Apparel Products and Services (1)		210	\$196.71	\$14,236,051
Computer				
Computers and Hardware for Home Use		125	\$240.30	\$17,390,573
Software and Accessories for Home Use		127	\$36.11	\$2,613,199
Entertainment & Recreation		126	\$4,067.68	\$294,381,231
Fees and Admissions		131	\$813.73	\$58,890,204
Membership Fees for Clubs (2)		131	\$214.42	\$15,517,513
Fees for Participant Sports, excl. Trips		130	\$138.70	\$10,037,922
Admission to Movie/Theatre/Opera/Ballet		129	\$195.20	\$14,126,601
Admission to Sporting Events, excl. Trips		134	\$79.46	\$5,750,895
Fees for Recreational Lessons		136	\$185.03	\$13,390,494
Dating Services		120	\$0.92	\$66,778
TV/Video/Audio		122	\$1,512.84	\$109,485,278
Community Antenna or Cable TV		120	\$863.93	\$62,523,524
Televisions		128	\$247.77	\$17,931,224
VCRs, Video Cameras, and DVD Players		125	\$25.39	\$1,837,309
Video Cassettes and DVDs		123	\$64.88	\$4,695,191
Video and Computer Game Hardware and Software		130	\$72.70	\$5,261,432
Satellite Dishes		125	\$1.58	\$114,360
Rental of Video Cassettes and DVDs		125	\$51.65	\$3,737,987
Streaming/Downloaded Video		128	\$1.79	\$129,505
Audio (3)		118	\$173.93	\$12,587,398
Rental and Repair of TV/Radio/Sound Equipment		122	\$9.22	\$667,348
Pets		150	\$647.40	\$46,852,807
Toys and Games (4)		124	\$180.33	\$13,050,648
Recreational Vehicles and Fees (5)		117	\$376.55	\$27,251,054
Sports/Recreation/Exercise Equipment (6)		99	\$179.49	\$12,989,524
Photo Equipment and Supplies (7)		127	\$131.19	\$9,494,034
Reading (8)		124	\$192.04	\$13,898,289
Catered Affairs (9)		139	\$34.12	\$2,469,394
Food		122	\$9,396.48	\$680,030,747
Food at Home		121	\$5,399.14	\$390,739,904
Bakery and Cereal Products		120	\$718.35	\$51,987,216
Meats, Poultry, Fish, and Eggs		121	\$1,249.21	\$90,406,281
Dairy Products		120	\$596.30	\$43,154,353
Fruits and Vegetables		121	\$950.70	\$68,802,662
Snacks and Other Food at Home (10)		121	\$1,884.59	\$136,389,392
Food Away from Home		124	\$3,997.34	\$289,290,843
Alcoholic Beverages		127	\$724.72	\$52,448,652
Nonalcoholic Beverages at Home		120	\$527.43	\$38,170,583

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	119	\$2,070.91	\$149,873,271
Vehicle Loans	121	\$5,969.34	\$432,005,983
Health			
Nonprescription Drugs	117	\$120.11	\$8,692,066
Prescription Drugs	115	\$574.21	\$41,556,321
Eyeglasses and Contact Lenses	125	\$95.77	\$6,930,946
Home			
Mortgage Payment and Basics (11)	131	\$12,312.90	\$891,094,228
Maintenance and Remodeling Services	131	\$2,588.95	\$187,364,332
Maintenance and Remodeling Materials (12)	122	\$451.84	\$32,699,630
Utilities, Fuel, and Public Services	121	\$5,468.89	\$395,788,010
Household Furnishings and Equipment			
Household Textiles (13)	124	\$165.43	\$11,971,950
Furniture	127	\$761.30	\$55,095,930
Floor Coverings	129	\$96.58	\$6,989,384
Major Appliances (14)	122	\$368.83	\$26,692,550
Housewares (15)	110	\$94.44	\$6,835,010
Small Appliances	121	\$39.73	\$2,874,906
Luggage	130	\$12.00	\$868,340
Telephones and Accessories	85	\$36.06	\$2,609,687
Household Operations			
Child Care	132	\$610.99	\$44,217,651
Lawn and Garden (16)	123	\$516.68	\$37,392,658
Moving/Storage/Freight Express	121	\$73.60	\$5,326,453
Housekeeping Supplies (17)	121	\$851.43	\$61,618,880
Insurance			
Owners and Renters Insurance	124	\$573.88	\$41,532,216
Vehicle Insurance	123	\$1,429.24	\$103,435,343
Life/Other Insurance	124	\$518.17	\$37,500,239
Health Insurance	119	\$2,293.16	\$165,957,551
Personal Care Products (18)	124	\$492.70	\$35,657,394
School Books and Supplies (19)	124	\$132.60	\$9,596,216
Smoking Products	114	\$486.80	\$35,230,094
Transportation			
Vehicle Purchases (Net Outlay) (20)	123	\$5,396.91	\$390,578,894
Gasoline and Motor Oil	120	\$3,448.67	\$249,582,647
Vehicle Maintenance and Repairs	123	\$1,160.28	\$83,970,188
Travel			
Airline Fares	131	\$601.59	\$43,537,242
Lodging on Trips	129	\$560.77	\$40,583,244
Auto/Truck/Van Rental on Trips	134	\$49.61	\$3,590,079
Food and Drink on Trips	126	\$550.13	\$39,813,111

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
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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

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		8,540	8,828
Households		3,960	4,124
Families		2,352	2,419
Median Age		34.8	35.3
Median Household Income		\$58,690	\$64,967

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	100	\$4.78	\$18,929
Gasoline	99	\$2,765.37	\$10,952,148
Motor Oil	95	\$11.28	\$44,693
Vehicle Parts/Equipment and Accessories	98	\$54.65	\$216,445
Tire Purchase/Replacement	94	\$136.49	\$540,569
Vehicle Audio/Video Equipment and Installation	108	\$7.64	\$30,251
Vehicle Cleaning Products and Services	99	\$8.06	\$31,906
Services			
Auto Repair Service Policy	98	\$16.23	\$64,279
Membership Fees for Automobile Service Clubs	88	\$19.31	\$76,469
Global Positioning Services	86	\$2.18	\$8,618
Vehicle Air Conditioning Repair	98	\$17.22	\$68,183
Vehicle Body Work and Painting	95	\$36.26	\$143,592
Vehicle Brake Work	97	\$76.65	\$303,582
Vehicle Clutch/Transmission Repair	97	\$44.60	\$176,650
Vehicle Cooling System Repair	100	\$29.16	\$115,503
Vehicle Drive Shaft and Rear-end Repair	103	\$8.90	\$35,245
Vehicle Electrical System Repair	99	\$34.31	\$135,875
Vehicle Exhaust System Repair	98	\$13.08	\$51,813
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$17.60	\$69,695
Lube/Oil Change and Oil Filters	96	\$86.08	\$340,913
Vehicle Motor Repair/Replacement	100	\$91.97	\$364,261
Vehicle Motor Tune-up	101	\$62.43	\$247,256
Vehicle Shock Absorber Replacement	96	\$6.39	\$25,317
Vehicle Steering/Front End Repair	97	\$27.01	\$106,956
Tire Repair and Other Repair Work	96	\$62.75	\$248,524

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

Eastgate Area
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Drive Time: 10 minutes

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Latitude: 39.0987
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Demographic Summary		2010	2015
Population		78,453	81,521
Households		30,913	32,232
Families		21,191	21,912
Median Age		35.8	35.8
Median Household Income		\$65,806	\$75,004

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	109	\$5.21	\$161,062
Gasoline	113	\$3,155.30	\$97,538,589
Motor Oil	107	\$12.66	\$391,488
Vehicle Parts/Equipment and Accessories	110	\$61.32	\$1,895,485
Tire Purchase/Replacement	111	\$161.00	\$4,976,932
Vehicle Audio/Video Equipment and Installation	120	\$8.51	\$262,955
Vehicle Cleaning Products and Services	115	\$9.39	\$290,167
Services			
Auto Repair Service Policy	117	\$19.32	\$597,189
Membership Fees for Automobile Service Clubs	108	\$23.64	\$730,754
Global Positioning Services	109	\$2.77	\$85,554
Vehicle Air Conditioning Repair	117	\$20.64	\$638,007
Vehicle Body Work and Painting	112	\$42.57	\$1,315,823
Vehicle Brake Work	114	\$90.05	\$2,783,543
Vehicle Clutch/Transmission Repair	112	\$51.63	\$1,596,033
Vehicle Cooling System Repair	116	\$33.65	\$1,040,136
Vehicle Drive Shaft and Rear-end Repair	118	\$10.14	\$313,578
Vehicle Electrical System Repair	114	\$39.37	\$1,216,878
Vehicle Exhaust System Repair	114	\$15.22	\$470,443
Vehicle Front End Alignment/Wheel Balance & Rotation	112	\$20.69	\$639,486
Lube/Oil Change and Oil Filters	112	\$100.18	\$3,096,844
Vehicle Motor Repair/Replacement	116	\$106.11	\$3,280,158
Vehicle Motor Tune-up	118	\$72.68	\$2,246,674
Vehicle Shock Absorber Replacement	114	\$7.58	\$234,331
Vehicle Steering/Front End Repair	113	\$31.23	\$965,428
Tire Repair and Other Repair Work	113	\$73.69	\$2,278,101

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

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Latitude: 39.0987
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Demographic Summary		2010	2015
Population		185,777	193,032
Households		72,371	75,386
Families		50,590	52,337
Median Age		37.9	37.7
Median Household Income		\$68,566	\$77,695
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	114	\$5.46	\$394,905
Gasoline	120	\$3,378.37	\$244,495,560
Motor Oil	113	\$13.37	\$967,835
Vehicle Parts/Equipment and Accessories	117	\$65.51	\$4,740,999
Tire Purchase/Replacement	121	\$174.38	\$12,619,956
Vehicle Audio/Video Equipment and Installation	127	\$9.04	\$653,946
Vehicle Cleaning Products and Services	126	\$10.23	\$740,690
Services			
Auto Repair Service Policy	126	\$20.78	\$1,504,037
Membership Fees for Automobile Service Clubs	122	\$26.79	\$1,938,855
Global Positioning Services	124	\$3.14	\$227,524
Vehicle Air Conditioning Repair	128	\$22.49	\$1,627,660
Vehicle Body Work and Painting	123	\$46.88	\$3,392,999
Vehicle Brake Work	126	\$99.50	\$7,201,242
Vehicle Clutch/Transmission Repair	120	\$55.17	\$3,992,574
Vehicle Cooling System Repair	125	\$36.22	\$2,621,324
Vehicle Drive Shaft and Rear-end Repair	125	\$10.81	\$782,598
Vehicle Electrical System Repair	124	\$42.80	\$3,097,116
Vehicle Exhaust System Repair	125	\$16.80	\$1,215,490
Vehicle Front End Alignment/Wheel Balance & Rotation	123	\$22.70	\$1,642,930
Lube/Oil Change and Oil Filters	121	\$108.55	\$7,856,177
Vehicle Motor Repair/Replacement	124	\$114.18	\$8,263,350
Vehicle Motor Tune-up	127	\$78.79	\$5,702,098
Vehicle Shock Absorber Replacement	125	\$8.33	\$602,770
Vehicle Steering/Front End Repair	124	\$34.29	\$2,481,518
Tire Repair and Other Repair Work	125	\$81.04	\$5,864,969

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987

Longitude: -84.27417

Demographic Summary	2010	2015	
Population	8,540	8,828	
Households	3,960	4,124	
Families	2,352	2,419	
Median Age	34.8	35.3	
Median Household Income	\$58,690	\$64,967	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	85	\$5,156.80	\$20,423,316
Savings Accounts	85	\$11,187.69	\$44,308,421
U.S. Savings Bonds	82	\$335.64	\$1,329,279
Stocks, Bonds & Mutual Funds	83	\$32,187.77	\$127,478,460
Annual Changes			
Checking Accounts	120	\$311.89	\$1,235,217
Savings Accounts	91	\$356.60	\$1,412,291
U.S. Savings Bonds	-159	\$-3.79	\$-15,013
Earnings			
Dividends, Royalties, Estates, Trusts	81	\$794.30	\$3,145,786
Interest from Savings Accounts or Bonds	83	\$756.08	\$2,994,434
Retirement Plan Contributions	93	\$1,281.26	\$5,074,363
Liabilities			
Original Mortgage Amount	102	\$21,841.27	\$86,501,525
Vehicle Loan Amount 1	100	\$2,731.64	\$10,818,566
Amount Paid: Interest			
Home Mortgage	95	\$4,413.21	\$17,478,371
Lump Sum Home Equity Loan	88	\$114.10	\$451,896
New Car/Truck/Van Loan	97	\$203.12	\$804,433
Used Car/Truck/Van Loan	104	\$168.43	\$667,066
Amount Paid: Principal			
Home Mortgage	90	\$1,778.58	\$7,044,005
Lump Sum Home Equity Loan	85	\$142.08	\$562,700
New Car/Truck/Van Loan	96	\$1,066.68	\$4,224,556
Used Car/Truck/Van Loan	102	\$770.69	\$3,052,282
Checking Account and Banking Service Charges	108	\$29.97	\$118,691
Finance Charges, excluding Mortgage/Vehicle	101	\$246.88	\$977,743

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

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

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



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Demographic Summary		2010	2015
Population		78,453	81,521
Households		30,913	32,232
Families		21,191	21,912
Median Age		35.8	35.8
Median Household Income		\$65,806	\$75,004
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	108	\$6,498.53	\$200,886,506
Savings Accounts	108	\$14,290.66	\$441,761,304
U.S. Savings Bonds	108	\$445.94	\$13,785,162
Stocks, Bonds & Mutual Funds	112	\$43,616.87	\$1,348,310,401
Annual Changes			
Checking Accounts	140	\$365.11	\$11,286,341
Savings Accounts	105	\$408.32	\$12,622,267
U.S. Savings Bonds	-10	-\$0.24	-\$7,491
Earnings			
Dividends, Royalties, Estates, Trusts	107	\$1,053.99	\$32,581,599
Interest from Savings Accounts or Bonds	107	\$983.88	\$30,414,344
Retirement Plan Contributions	119	\$1,631.99	\$50,448,966
Liabilities			
Original Mortgage Amount	126	\$27,110.38	\$838,052,106
Vehicle Loan Amount 1	114	\$3,105.96	\$96,013,221
Amount Paid: Interest			
Home Mortgage	121	\$5,647.27	\$174,571,656
Lump Sum Home Equity Loan	114	\$148.66	\$4,595,333
New Car/Truck/Van Loan	116	\$242.47	\$7,495,320
Used Car/Truck/Van Loan	113	\$184.01	\$5,688,375
Amount Paid: Principal			
Home Mortgage	118	\$2,330.99	\$72,056,957
Lump Sum Home Equity Loan	111	\$186.11	\$5,753,148
New Car/Truck/Van Loan	116	\$1,289.79	\$39,870,785
Used Car/Truck/Van Loan	112	\$851.90	\$26,334,553
Checking Account and Banking Service Charges	116	\$32.27	\$997,601
Finance Charges, excluding Mortgage/Vehicle	116	\$283.48	\$8,763,075

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

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



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Demographic Summary		2010	2015
Population		185,777	193,032
Households		72,371	75,386
Families		50,590	52,337
Median Age		37.9	37.7
Median Household Income		\$68,566	\$77,695
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	124	\$7,365.09	\$533,017,301
Savings Accounts	124	\$16,385.21	\$1,185,810,656
U.S. Savings Bonds	126	\$517.14	\$37,425,849
Stocks, Bonds & Mutual Funds	131	\$51,173.52	\$3,703,468,161
Annual Changes			
Checking Accounts	148	\$385.33	\$27,886,676
Savings Accounts	123	\$478.85	\$34,654,749
U.S. Savings Bonds	99	\$2.36	\$170,887
Earnings			
Dividends, Royalties, Estates, Trusts	125	\$1,232.60	\$89,203,919
Interest from Savings Accounts or Bonds	124	\$1,139.32	\$82,453,747
Retirement Plan Contributions	133	\$1,826.68	\$132,197,952
Liabilities			
Original Mortgage Amount	136	\$29,266.86	\$2,118,065,560
Vehicle Loan Amount 1	121	\$3,284.91	\$237,731,802
Amount Paid: Interest			
Home Mortgage	134	\$6,208.85	\$449,339,518
Lump Sum Home Equity Loan	130	\$168.64	\$12,204,484
New Car/Truck/Van Loan	125	\$260.69	\$18,866,290
Used Car/Truck/Van Loan	118	\$191.83	\$13,883,121
Amount Paid: Principal			
Home Mortgage	132	\$2,610.00	\$188,887,420
Lump Sum Home Equity Loan	127	\$213.15	\$15,426,158
New Car/Truck/Van Loan	125	\$1,396.33	\$101,053,486
Used Car/Truck/Van Loan	118	\$893.34	\$64,651,694
Checking Account and Banking Service Charges	122	\$33.84	\$2,448,976
Finance Charges, excluding Mortgage/Vehicle	124	\$304.31	\$22,023,332

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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

House and Home Expenditures

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2010 Housing Summary		2010 Demographic Summary		
Housing Units	4,274	Population	8,540	
2010-2015 Percent Change	5.74%	Households	3,960	
Percent Occupied	92.7%	Families	2,352	
Percent Owner HHS	54.6%	Median Age	34.8	
Median Home Value	\$141,689	Median Household Income	\$58,690	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		90	\$10,621.23	\$42,064,966
Mortgage Interest		95	\$4,413.21	\$17,478,371
Mortgage Principal		90	\$1,778.58	\$7,044,005
Property Taxes		86	\$1,905.74	\$7,547,605
Homeowners Insurance		84	\$379.05	\$1,501,221
Ground Rent		81	\$58.66	\$232,304
Maintenance and Remodeling Services		86	\$1,700.23	\$6,733,680
Maintenance and Remodeling Materials		84	\$311.39	\$1,233,267
Property Management and Security		88	\$74.99	\$296,980
Rented Dwellings		141	\$4,828.10	\$19,121,498
Rent		142	\$4,612.29	\$18,266,802
Rent Received as Pay		124	\$113.97	\$451,378
Renters' Insurance		131	\$17.03	\$67,466
Maintenance and Repair Services		114	\$24.11	\$95,491
Maintenance and Repair Materials		114	\$60.69	\$240,361
Owned Vacation Homes		87	\$403.24	\$1,597,009
Mortgage Payment		88	\$179.23	\$709,829
Property Taxes		81	\$91.67	\$363,065
Homeowners Insurance		80	\$11.79	\$46,713
Maintenance and Remodeling		91	\$106.22	\$420,683
Property Management and Security		84	\$14.32	\$56,718
Housing While Attending School		90	\$73.36	\$290,524
Household Operations		94	\$1,481.48	\$5,867,357
Child Care		110	\$506.39	\$2,005,547
Care for Elderly or Handicapped		84	\$60.68	\$240,331
Appliance Rental and Repair		89	\$21.56	\$85,382
Computer Information Services		100	\$245.04	\$970,453
Home Security System Services		91	\$23.81	\$94,283
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.27	\$24,819
Housekeeping Services		87	\$133.71	\$529,559
Lawn and Garden		84	\$352.42	\$1,395,762
Moving/Storage/Freight Express		104	\$62.90	\$249,123
PC Repair (Personal Use)		93	\$8.21	\$32,519
Reupholstering/Furniture Repair		88	\$6.98	\$27,654
Termite/Pest Control		85	\$20.74	\$82,126
Water Softening Services		74	\$4.16	\$16,479
Internet Services Away from Home		105	\$2.81	\$11,125
Voice Over IP Service		101	\$6.74	\$26,685
Other Home Services (1)		85	\$19.38	\$76,756

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	96	\$4,332.47	\$17,158,593
Bottled Gas	60	\$40.53	\$160,513
Electricity	96	\$1,629.51	\$6,453,609
Fuel Oil	69	\$77.67	\$307,628
Natural Gas	93	\$609.59	\$2,414,262
Telephone Services	100	\$1,441.86	\$5,710,420
Water and Other Public Services	96	\$527.32	\$2,088,432
Coal/Wood/Other Fuel	61	\$5.26	\$20,844
Housekeeping Supplies	96	\$671.28	\$2,658,583
Laundry and Cleaning Supplies	99	\$188.33	\$745,876
Postage and Stationery	93	\$189.56	\$750,757
Other HH Products (2)	96	\$293.23	\$1,161,311
Household Textiles	96	\$127.70	\$505,734
Bathroom Linens	103	\$18.37	\$72,755
Bedroom Linens	100	\$61.93	\$245,282
Kitchen and Dining Room Linens	96	\$2.98	\$11,806
Curtains and Draperies	89	\$25.53	\$101,108
Slipcovers, Decorative Pillows	100	\$4.27	\$16,919
Materials for Slipcovers/Curtains	84	\$12.86	\$50,919
Other Linens	98	\$1.72	\$6,823
Furniture	98	\$589.27	\$2,333,788
Mattresses and Box Springs	98	\$78.14	\$309,480
Other Bedroom Furniture	103	\$110.58	\$437,959
Sofas	101	\$152.70	\$604,750
Living Room Tables and Chairs	93	\$77.20	\$305,763
Kitchen, Dining Room Furniture	96	\$59.49	\$235,627
Infant Furniture	106	\$11.85	\$46,927
Outdoor Furniture	87	\$23.18	\$91,787
Wall Units, Cabinets, Other Furniture (3)	95	\$75.99	\$300,943
Major Appliances	90	\$272.50	\$1,079,216
Dishwashers and Disposals	86	\$23.54	\$93,229
Refrigerators and Freezers	89	\$73.47	\$290,959
Clothes Washers	93	\$46.40	\$183,772
Clothes Dryers	93	\$35.61	\$141,030
Cooking Stoves and Ovens	88	\$41.34	\$163,719
Microwave Ovens	98	\$12.48	\$49,432
Window Air Conditioners	86	\$6.03	\$23,893
Electric Floor Cleaning Equipment	89	\$20.15	\$79,796
Sewing Machines and Miscellaneous Appliances	83	\$13.41	\$53,099

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	89	\$67.06	\$265,589
Housewares	89	\$76.80	\$304,181
Small Appliances	95	\$31.03	\$122,886
Window Coverings	95	\$36.95	\$146,329
Lamps and Other Lighting Fixtures	93	\$21.90	\$86,742
Infant Equipment	32	\$6.42	\$25,438
Rental of Furniture	121	\$5.59	\$22,138
Laundry and Cleaning Equipment	96	\$21.39	\$84,720
Closet and Storage Items	20	\$5.00	\$19,819
Luggage	96	\$8.89	\$35,222
Clocks and Other Household Decoratives	27	\$54.66	\$216,477
Telephones and Accessories	73	\$31.00	\$122,791
Telephone Answering Devices	95	\$0.80	\$3,165
Grills and Outdoor Equipment	23	\$12.23	\$48,429
Power Tools	88	\$28.07	\$111,159
Hand Tools	101	\$10.42	\$41,277
Office Furniture/Equipment for Home Use	97	\$15.89	\$62,919
Computers and Hardware for Home Use	102	\$195.68	\$775,002
Software and Accessories for Home Use	103	\$29.40	\$116,456
Other Household Items (4)	93	\$96.24	\$381,138

(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

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	32,991	Population	78,453
2010-2015 Percent Change	5.47%	Households	30,913
Percent Occupied	93.7%	Families	21,191
Percent Owner HHS	66.4%	Median Age	35.8
Median Home Value	\$150,701	Median Household Income	\$65,806
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		117	\$426,413,686
Mortgage Interest		121	\$174,571,656
Mortgage Principal		118	\$72,056,957
Property Taxes		112	\$76,811,593
Homeowners Insurance		111	\$15,411,271
Ground Rent		100	\$2,254,912
Maintenance and Remodeling Services		114	\$69,914,368
Maintenance and Remodeling Materials		109	\$12,470,000
Property Management and Security		111	\$2,923,311
Rented Dwellings		117	\$124,666,390
Rent		118	\$118,631,389
Rent Received as Pay		103	\$2,937,261
Renters' Insurance		119	\$480,279
Maintenance and Repair Services		106	\$692,795
Maintenance and Repair Materials		117	\$1,924,666
Owned Vacation Homes		113	\$16,253,059
Mortgage Payment		116	\$7,295,431
Property Taxes		108	\$3,757,367
Homeowners Insurance		106	\$486,308
Maintenance and Remodeling		115	\$4,129,510
Property Management and Security		110	\$584,445
Housing While Attending School		116	\$2,931,920
Household Operations		113	\$55,345,043
Child Care		125	\$17,912,072
Care for Elderly or Handicapped		110	\$2,448,904
Appliance Rental and Repair		112	\$840,308
Computer Information Services		116	\$8,714,949
Home Security System Services		118	\$955,448
Non-Apparel Household Laundry/Dry Cleaning		16	\$187,597
Housekeeping Services		114	\$5,378,861
Lawn and Garden		109	\$14,087,778
Moving/Storage/Freight Express		114	\$2,131,715
PC Repair (Personal Use)		108	\$296,249
Reupholstering/Furniture Repair		114	\$280,204
Termite/Pest Control		113	\$849,386
Water Softening Services		91	\$157,017
Internet Services Away from Home		120	\$99,211
Voice Over IP Service		114	\$234,201
Other Home Services (1)		109	\$771,207

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	111	\$5,030.42	\$155,503,270
Bottled Gas	79	\$53.19	\$1,644,272
Electricity	111	\$1,884.68	\$58,260,246
Fuel Oil	87	\$96.93	\$2,996,399
Natural Gas	112	\$733.80	\$22,683,659
Telephone Services	112	\$1,624.15	\$50,206,538
Water and Other Public Services	115	\$631.12	\$19,509,510
Coal/Wood/Other Fuel	76	\$6.55	\$202,408
Housekeeping Supplies	112	\$784.86	\$24,261,918
Laundry and Cleaning Supplies	113	\$215.29	\$6,655,016
Postage and Stationery	110	\$225.45	\$6,969,140
Other HH Products (2)	112	\$344.12	\$10,637,722
Household Textiles	114	\$151.06	\$4,669,617
Bathroom Linens	117	\$20.68	\$639,343
Bedroom Linens	115	\$71.47	\$2,209,432
Kitchen and Dining Room Linens	115	\$3.54	\$109,479
Curtains and Draperies	111	\$32.04	\$990,551
Slipcovers, Decorative Pillows	117	\$5.01	\$154,920
Materials for Slipcovers/Curtains	106	\$16.28	\$503,184
Other Linens	116	\$2.03	\$62,702
Furniture	116	\$697.14	\$21,550,526
Mattresses and Box Springs	114	\$90.65	\$2,802,134
Other Bedroom Furniture	119	\$127.43	\$3,939,276
Sofas	116	\$175.84	\$5,435,757
Living Room Tables and Chairs	113	\$93.63	\$2,894,338
Kitchen, Dining Room Furniture	116	\$71.94	\$2,223,947
Infant Furniture	121	\$13.45	\$415,764
Outdoor Furniture	115	\$30.60	\$946,048
Wall Units, Cabinets, Other Furniture (3)	118	\$93.59	\$2,893,240
Major Appliances	110	\$333.91	\$10,322,124
Dishwashers and Disposals	110	\$30.01	\$927,672
Refrigerators and Freezers	111	\$90.76	\$2,805,515
Clothes Washers	113	\$56.29	\$1,740,130
Clothes Dryers	113	\$43.12	\$1,333,062
Cooking Stoves and Ovens	110	\$51.98	\$1,606,732
Microwave Ovens	112	\$14.32	\$442,766
Window Air Conditioners	95	\$6.69	\$206,661
Electric Floor Cleaning Equipment	106	\$23.86	\$737,497
Sewing Machines and Miscellaneous Appliances	105	\$16.89	\$522,057

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	113	\$84.58	\$2,614,606
Housewares	102	\$87.56	\$2,706,653
Small Appliances	111	\$36.26	\$1,121,044
Window Coverings	121	\$47.14	\$1,457,117
Lamps and Other Lighting Fixtures	115	\$27.08	\$837,162
Infant Equipment	34	\$6.78	\$209,627
Rental of Furniture	108	\$5.01	\$154,825
Laundry and Cleaning Equipment	111	\$24.85	\$768,270
Closet and Storage Items	23	\$5.79	\$179,121
Luggage	117	\$10.83	\$334,904
Clocks and Other Household Decoratives	33	\$67.33	\$2,081,295
Telephones and Accessories	80	\$34.21	\$1,057,594
Telephone Answering Devices	110	\$0.93	\$28,652
Grills and Outdoor Equipment	29	\$15.48	\$478,410
Power Tools	103	\$32.90	\$1,016,873
Hand Tools	112	\$11.60	\$358,568
Office Furniture/Equipment for Home Use	119	\$19.45	\$601,376
Computers and Hardware for Home Use	117	\$223.51	\$6,909,275
Software and Accessories for Home Use	118	\$33.55	\$1,037,067
Other Household Items (4)	110	\$114.41	\$3,536,606

(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.

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ECONOMIC DEVELOPMENT

House and Home Expenditures

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2010 Housing Summary		2010 Demographic Summary		
Housing Units	77,549	Population	185,777	
2010-2015 Percent Change	5.20%	Households	72,371	
Percent Occupied	93.3%	Families	50,590	
Percent Owner HHS	71.6%	Median Age	37.9	
Median Home Value	\$156,602	Median Household Income	\$68,566	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		131	\$15,462.17	\$1,119,009,294
Mortgage Interest		134	\$6,208.85	\$449,339,518
Mortgage Principal		132	\$2,610.00	\$188,887,420
Property Taxes		129	\$2,853.93	\$206,541,140
Homeowners Insurance		124	\$558.45	\$40,415,191
Ground Rent		112	\$81.23	\$5,878,362
Maintenance and Remodeling Services		131	\$2,588.95	\$187,364,332
Maintenance and Remodeling Materials		122	\$451.83	\$32,699,630
Property Management and Security		127	\$109.05	\$7,891,708
Rented Dwellings		112	\$3,846.95	\$278,406,984
Rent		112	\$3,656.05	\$264,591,425
Rent Received as Pay		99	\$91.35	\$6,611,124
Renters' Insurance		118	\$15.41	\$1,115,392
Maintenance and Repair Services		105	\$22.29	\$1,613,040
Maintenance and Repair Materials		117	\$61.85	\$4,476,003
Owned Vacation Homes		132	\$614.92	\$44,502,206
Mortgage Payment		134	\$274.10	\$19,837,053
Property Taxes		129	\$145.05	\$10,497,216
Homeowners Insurance		127	\$18.86	\$1,364,716
Maintenance and Remodeling		133	\$154.58	\$11,186,872
Property Management and Security		130	\$22.33	\$1,616,349
Housing While Attending School		133	\$108.36	\$7,841,810
Household Operations		125	\$1,964.92	\$142,203,164
Child Care		132	\$610.99	\$44,217,651
Care for Elderly or Handicapped		130	\$93.59	\$6,773,213
Appliance Rental and Repair		125	\$30.33	\$2,194,884
Computer Information Services		125	\$304.19	\$22,014,249
Home Security System Services		131	\$34.37	\$2,487,385
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.29	\$455,064
Housekeeping Services		129	\$197.77	\$14,312,519
Lawn and Garden		123	\$516.68	\$37,392,658
Moving/Storage/Freight Express		121	\$73.60	\$5,326,453
PC Repair (Personal Use)		118	\$10.47	\$757,697
Reupholstering/Furniture Repair		130	\$10.29	\$744,624
Termite/Pest Control		124	\$30.23	\$2,187,845
Water Softening Services		102	\$5.72	\$413,937
Internet Services Away from Home		129	\$3.43	\$248,561
Voice Over IP Service		126	\$8.39	\$607,331
Other Home Services (1)		125	\$28.66	\$2,073,818

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	121	\$5,468.89	\$395,788,010
Bottled Gas	92	\$62.03	\$4,488,800
Electricity	120	\$2,029.19	\$146,854,432
Fuel Oil	109	\$122.57	\$8,870,318
Natural Gas	126	\$824.69	\$59,683,644
Telephone Services	120	\$1,737.73	\$125,761,024
Water and Other Public Services	125	\$684.97	\$49,572,082
Coal/Wood/Other Fuel	87	\$7.55	\$546,407
Housekeeping Supplies	121	\$851.43	\$61,618,880
Laundry and Cleaning Supplies	121	\$229.86	\$16,635,478
Postage and Stationery	121	\$247.83	\$17,935,847
Other HH Products (2)	122	\$373.70	\$27,045,026
Household Textiles	124	\$165.43	\$11,971,950
Bathroom Linens	125	\$22.15	\$1,602,805
Bedroom Linens	125	\$77.30	\$5,594,189
Kitchen and Dining Room Linens	125	\$3.88	\$280,650
Curtains and Draperies	125	\$36.05	\$2,609,098
Slipcovers, Decorative Pillows	127	\$5.42	\$392,611
Materials for Slipcovers/Curtains	120	\$18.40	\$1,331,436
Other Linens	127	\$2.22	\$160,698
Furniture	127	\$761.30	\$55,095,930
Mattresses and Box Springs	123	\$97.96	\$7,089,622
Other Bedroom Furniture	127	\$135.73	\$9,823,122
Sofas	127	\$192.02	\$13,896,739
Living Room Tables and Chairs	126	\$104.10	\$7,533,608
Kitchen, Dining Room Furniture	127	\$78.95	\$5,713,563
Infant Furniture	128	\$14.32	\$1,036,345
Outdoor Furniture	133	\$35.35	\$2,558,558
Wall Units, Cabinets, Other Furniture (3)	129	\$102.84	\$7,442,264
Major Appliances	122	\$368.83	\$26,692,550
Dishwashers and Disposals	124	\$33.82	\$2,447,421
Refrigerators and Freezers	121	\$99.49	\$7,200,002
Clothes Washers	123	\$61.49	\$4,450,399
Clothes Dryers	124	\$47.18	\$3,414,615
Cooking Stoves and Ovens	124	\$58.39	\$4,226,038
Microwave Ovens	122	\$15.62	\$1,130,418
Window Air Conditioners	104	\$7.31	\$528,942
Electric Floor Cleaning Equipment	116	\$26.18	\$1,894,591
Sewing Machines and Miscellaneous Appliances	120	\$19.33	\$1,399,072

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	129	\$96.58	\$6,989,384
Housewares	110	\$94.44	\$6,835,010
Small Appliances	121	\$39.72	\$2,874,906
Window Coverings	135	\$52.32	\$3,786,722
Lamps and Other Lighting Fixtures	128	\$30.21	\$2,186,436
Infant Equipment	34	\$6.94	\$501,905
Rental of Furniture	106	\$4.92	\$356,337
Laundry and Cleaning Equipment	120	\$26.85	\$1,943,228
Closet and Storage Items	25	\$6.32	\$457,598
Luggage	130	\$12.00	\$868,340
Clocks and Other Household Decoratives	36	\$74.58	\$5,397,220
Telephones and Accessories	85	\$36.06	\$2,609,687
Telephone Answering Devices	121	\$1.01	\$73,332
Grills and Outdoor Equipment	33	\$17.43	\$1,261,157
Power Tools	112	\$35.92	\$2,599,838
Hand Tools	121	\$12.49	\$904,228
Office Furniture/Equipment for Home Use	130	\$21.32	\$1,543,213
Computers and Hardware for Home Use	125	\$240.30	\$17,390,573
Software and Accessories for Home Use	127	\$36.11	\$2,613,199
Other Household Items (4)	121	\$125.80	\$9,103,929

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

Demographic Summary		2010	2015
Population		8,540	8,828
Households		3,960	4,124
Families		2,352	2,419
Median Household Income		\$58,690	\$64,967
Males per 100 Females		95.9	95.7
Population By Age			
Population <5 Years		7.5%	7.3%
Population 5-17 Years		15.7%	15.9%
Population 65+ Years		10.5%	11.8%
Median Age		34.8	35.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	89	\$3,306.07	\$13,093,572
Medical Care	89	\$1,596.88	\$6,324,388
Physician Services	94	\$213.35	\$844,964
Dental Services	89	\$290.50	\$1,150,500
Eyecare Services	93	\$46.43	\$183,883
Lab Tests, X-Rays	92	\$50.49	\$199,970
Hospital Room and Hospital Services	98	\$134.23	\$531,605
Convalescent or Nursing Home Care	86	\$19.83	\$78,521
Other Medical services (1)	89	\$99.51	\$394,115
Nonprescription Drugs	90	\$93.25	\$369,297
Prescription Drugs	84	\$420.78	\$1,666,498
Nonprescription Vitamins	91	\$51.38	\$203,488
Medicare Prescription Drug Premium	76	\$37.59	\$148,874
Eyeglasses and Contact Lenses	92	\$71.04	\$281,355
Hearing Aids	69	\$15.04	\$59,565
Medical Equipment for General Use	99	\$6.24	\$24,732
Other Medical Supplies (2)	93	\$47.38	\$187,649
Health Insurance	88	\$1,708.77	\$6,767,506
Blue Cross/Blue Shield	90	\$502.69	\$1,990,894
Commercial Health Insurance	97	\$363.19	\$1,438,394
Health Maintenance Organization	98	\$326.73	\$1,293,995
Medicare Payments	76	\$315.81	\$1,250,758
Long Term Care Insurance	80	\$66.88	\$264,857
Other Health Insurance (3)	79	\$133.01	\$526,784

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

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

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

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

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



Medical Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

Demographic Summary		2010	2015
Population		78,453	81,521
Households		30,913	32,232
Families		21,191	21,912
Median Household Income		\$65,806	\$75,004
Males per 100 Females		93.7	93.5
Population By Age			
Population <5 Years		7.7%	7.6%
Population 5-17 Years		18.3%	18.3%
Population 65+ Years		11.1%	12.3%
Median Age		35.8	35.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	107	\$3,996.56	\$123,544,062
Medical Care	108	\$1,930.77	\$59,685,020
Physician Services	112	\$253.66	\$7,841,361
Dental Services	110	\$356.66	\$11,025,427
Eyecare Services	112	\$55.77	\$1,723,987
Lab Tests, X-Rays	110	\$60.48	\$1,869,624
Hospital Room and Hospital Services	114	\$156.26	\$4,830,335
Convalescent or Nursing Home Care	99	\$22.94	\$709,073
Other Medical services (1)	110	\$123.01	\$3,802,497
Nonprescription Drugs	107	\$110.48	\$3,415,356
Prescription Drugs	103	\$515.12	\$15,923,601
Nonprescription Vitamins	109	\$61.49	\$1,900,696
Medicare Prescription Drug Premium	91	\$45.40	\$1,403,482
Eyeglasses and Contact Lenses	112	\$86.31	\$2,668,209
Hearing Aids	89	\$19.33	\$597,466
Medical Equipment for General Use	117	\$7.41	\$229,175
Other Medical Supplies (2)	110	\$56.44	\$1,744,825
Health Insurance	107	\$2,065.79	\$63,858,857
Blue Cross/Blue Shield	110	\$615.55	\$19,028,278
Commercial Health Insurance	116	\$435.20	\$13,453,245
Health Maintenance Organization	114	\$380.12	\$11,750,425
Medicare Payments	93	\$385.80	\$11,926,115
Long Term Care Insurance	104	\$86.55	\$2,675,447
Other Health Insurance (3)	96	\$162.56	\$5,025,133

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

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

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

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

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



Medical Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

Demographic Summary		2010	2015
Population		185,777	193,032
Households		72,371	75,386
Families		50,590	52,337
Median Household Income		\$68,566	\$77,695
Males per 100 Females		94.0	94.1
Population By Age			
Population <5 Years		7.2%	7.1%
Population 5-17 Years		18.4%	18.3%
Population 65+ Years		12.2%	13.7%
Median Age		37.9	37.7
	Spending Potential Index	Average Amount Spent	Total
Health Care	119	\$4,429.07	\$320,535,091
Medical Care	119	\$2,135.82	\$154,571,166
Physician Services	122	\$275.93	\$19,968,942
Dental Services	123	\$399.25	\$28,894,039
Eyecare Services	122	\$61.00	\$4,414,522
Lab Tests, X-Rays	119	\$65.80	\$4,762,144
Hospital Room and Hospital Services	122	\$167.01	\$12,086,873
Convalescent or Nursing Home Care	116	\$26.78	\$1,937,787
Other Medical services (1)	122	\$137.00	\$9,914,940
Nonprescription Drugs	117	\$120.10	\$8,692,066
Prescription Drugs	115	\$574.21	\$41,556,321
Nonprescription Vitamins	120	\$67.83	\$4,908,936
Medicare Prescription Drug Premium	105	\$52.03	\$3,765,162
Eyeglasses and Contact Lenses	125	\$95.77	\$6,930,946
Hearing Aids	105	\$22.79	\$1,649,479
Medical Equipment for General Use	127	\$8.02	\$580,265
Other Medical Supplies (2)	122	\$62.33	\$4,511,173
Health Insurance	119	\$2,293.16	\$165,957,551
Blue Cross/Blue Shield	121	\$680.71	\$49,263,669
Commercial Health Insurance	127	\$474.23	\$34,320,120
Health Maintenance Organization	124	\$413.63	\$29,934,726
Medicare Payments	107	\$441.74	\$31,968,784
Long Term Care Insurance	119	\$99.63	\$7,210,420
Other Health Insurance (3)	109	\$183.12	\$13,252,820

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		8,540	8,828
Households		3,960	4,124
Families		2,352	2,419
Median Age		34.8	35.3
Median Household Income		\$58,690	\$64,967
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	97	\$600.45	\$2,378,069
Admission to Movies, Theater, Opera, Ballet	103	\$156.08	\$618,162
Admission to Sporting Events, excl.Trips	97	\$57.85	\$229,095
Fees for Participant Sports, excl.Trips	96	\$102.02	\$404,063
Fees for Recreational Lessons	95	\$130.13	\$515,388
Membership Fees for Social/Recreation/Civic Clubs	94	\$153.50	\$607,929
Dating Services	113	\$0.87	\$3,432
Rental of Video Cassettes and DVDs	109	\$45.04	\$178,370
Toys & Games	101	\$147.30	\$583,388
Toys and Playground Equipment	101	\$142.78	\$565,463
Play Arcade Pinball/Video Games	101	\$1.91	\$7,561
Online Entertainment and Games	111	\$2.58	\$10,233
Recreational Vehicles and Fees	80	\$259.79	\$1,028,897
Docking and Landing Fees for Boats and Planes	88	\$6.26	\$24,781
Camp Fees	87	\$25.12	\$99,469
Purchase of RVs or Boats	79	\$220.14	\$871,869
Rental of RVs or Boats	96	\$8.20	\$32,489
Sports, Recreation and Exercise Equipment	76	\$137.98	\$546,475
Exercise Equipment and Gear, Game Tables	81	\$66.49	\$263,339
Bicycles	106	\$20.89	\$82,739
Camping Equipment	43	\$6.26	\$24,794
Hunting and Fishing Equipment	53	\$20.17	\$79,867
Winter Sports Equipment	91	\$5.91	\$23,392
Water Sports Equipment	79	\$5.28	\$20,899
Other Sports Equipment	96	\$9.10	\$36,042
Rental/Repair of Sports/Recreation/Exercise Equipment	96	\$3.86	\$15,271
Photographic Equipment and Supplies	99	\$102.10	\$404,348
Film	91	\$6.72	\$26,605
Film Processing	94	\$21.08	\$83,478
Photographic Equipment	104	\$44.43	\$175,948
Photographer Fees/Other Supplies & Equip Rental/Repair	97	\$29.86	\$118,240
Reading	93	\$143.29	\$567,483
Magazine/Newspaper Subscriptions	86	\$54.33	\$215,164
Magazine/Newspaper Single Copies	94	\$18.04	\$71,438
Books	98	\$70.88	\$280,728

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

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		78,453	81,521
Households		30,913	32,232
Families		21,191	21,912
Median Age		35.8	35.8
Median Household Income		\$65,806	\$75,004
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	118	\$731.63	\$22,616,605
Admission to Movies, Theater, Opera, Ballet	118	\$179.64	\$5,553,001
Admission to Sporting Events, excl.Trips	121	\$71.76	\$2,218,404
Fees for Participant Sports, excl.Trips	117	\$125.26	\$3,872,090
Fees for Recreational Lessons	120	\$164.18	\$5,075,128
Membership Fees for Social/Recreation/Civic Clubs	116	\$189.93	\$5,871,141
Dating Services	113	\$0.87	\$26,840
Rental of Video Cassettes and DVDs	119	\$49.18	\$1,520,138
Toys & Games	116	\$168.16	\$5,198,187
Toys and Playground Equipment	116	\$163.30	\$5,047,908
Play Arcade Pinball/Video Games	111	\$2.09	\$64,721
Online Entertainment and Games	119	\$2.77	\$85,559
Recreational Vehicles and Fees	103	\$333.20	\$10,299,962
Docking and Landing Fees for Boats and Planes	114	\$8.10	\$250,253
Camp Fees	115	\$33.16	\$1,025,201
Purchase of RVs or Boats	101	\$281.99	\$8,717,026
Rental of RVs or Boats	116	\$9.95	\$307,440
Sports, Recreation and Exercise Equipment	91	\$164.36	\$5,080,765
Exercise Equipment and Gear, Game Tables	97	\$79.48	\$2,456,867
Bicycles	120	\$23.78	\$735,053
Camping Equipment	49	\$7.04	\$217,668
Hunting and Fishing Equipment	65	\$24.79	\$766,438
Winter Sports Equipment	108	\$7.01	\$216,578
Water Sports Equipment	102	\$6.77	\$209,360
Other Sports Equipment	114	\$10.84	\$335,048
Rental/Repair of Sports/Recreation/Exercise Equipment	116	\$4.65	\$143,748
Photographic Equipment and Supplies	116	\$120.32	\$3,719,467
Film	107	\$7.90	\$244,337
Film Processing	111	\$25.04	\$774,063
Photographic Equipment	119	\$51.09	\$1,579,414
Photographer Fees/Other Supplies & Equip Rental/Repair	118	\$36.28	\$1,121,652
Reading	111	\$171.98	\$5,316,384
Magazine/Newspaper Subscriptions	108	\$68.41	\$2,114,612
Magazine/Newspaper Single Copies	107	\$20.51	\$634,133
Books	115	\$83.06	\$2,567,636

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

Eastgate Area
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minutes

www.ClermontCountyOhio.biz

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary		2010	2015
Population		185,777	193,032
Households		72,371	75,386
Families		50,590	52,337
Median Age		37.9	37.7
Median Household Income		\$68,566	\$77,695
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	131	\$813.73	\$58,890,204
Admission to Movies, Theater, Opera, Ballet	129	\$195.20	\$14,126,601
Admission to Sporting Events, excl.Trips	134	\$79.46	\$5,750,895
Fees for Participant Sports, excl.Trips	130	\$138.70	\$10,037,922
Fees for Recreational Lessons	136	\$185.03	\$13,390,494
Membership Fees for Social/Recreation/Civic Clubs	131	\$214.42	\$15,517,513
Dating Services	120	\$0.92	\$66,778
Rental of Video Cassettes and DVDs	125	\$51.65	\$3,737,987
Toys & Games	124	\$180.33	\$13,050,648
Toys and Playground Equipment	124	\$175.14	\$12,675,325
Play Arcade Pinball/Video Games	121	\$2.29	\$165,439
Online Entertainment and Games	125	\$2.89	\$209,343
Recreational Vehicles and Fees	117	\$376.55	\$27,251,054
Docking and Landing Fees for Boats and Planes	133	\$9.42	\$681,910
Camp Fees	134	\$38.52	\$2,787,842
Purchase of RVs or Boats	114	\$317.58	\$22,983,702
Rental of RVs or Boats	129	\$11.01	\$796,648
Sports, Recreation and Exercise Equipment	99	\$179.49	\$12,989,524
Exercise Equipment and Gear, Game Tables	106	\$86.63	\$6,269,727
Bicycles	130	\$25.81	\$1,867,708
Camping Equipment	52	\$7.49	\$541,708
Hunting and Fishing Equipment	71	\$27.17	\$1,966,240
Winter Sports Equipment	120	\$7.72	\$558,909
Water Sports Equipment	116	\$7.74	\$560,333
Other Sports Equipment	126	\$11.91	\$861,646
Rental/Repair of Sports/Recreation/Exercise Equipment	125	\$5.01	\$362,750
Photographic Equipment and Supplies	127	\$131.19	\$9,494,034
Film	117	\$8.65	\$625,883
Film Processing	123	\$27.53	\$1,992,675
Photographic Equipment	129	\$55.14	\$3,990,785
Photographer Fees/Other Supplies & Equip Rental/Repair	129	\$39.86	\$2,884,399
Reading	124	\$192.04	\$13,898,289
Magazine/Newspaper Subscriptions	123	\$78.04	\$5,647,547
Magazine/Newspaper Single Copies	118	\$22.63	\$1,637,626
Books	126	\$91.37	\$6,612,555

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

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

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