



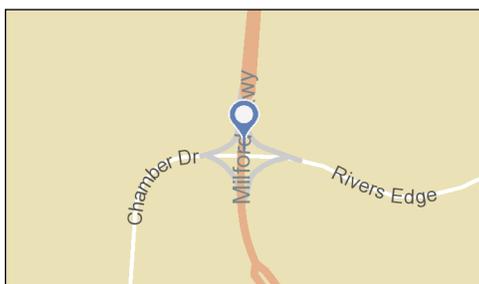
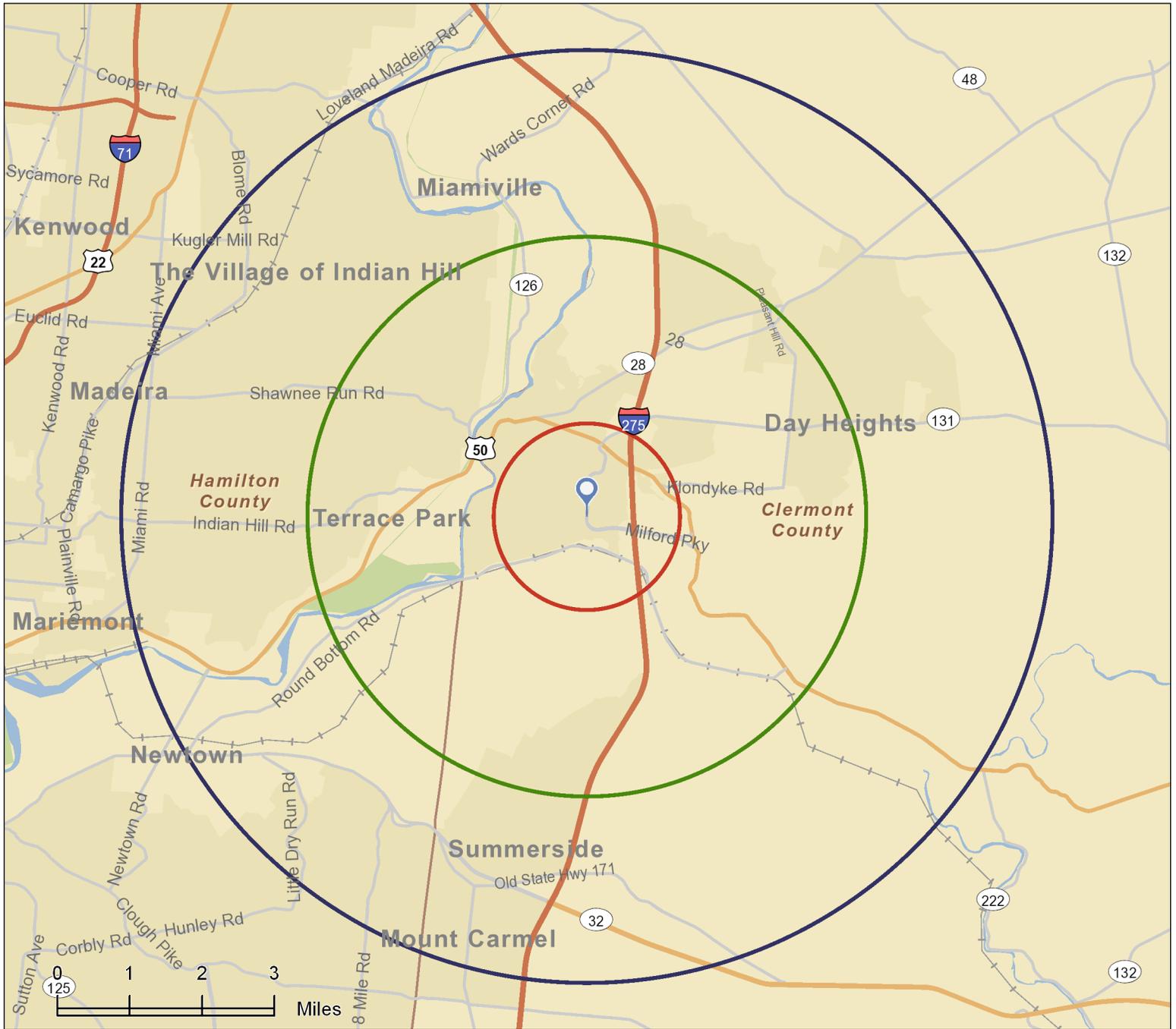
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676



March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,998	26,276	72,361
2000 Group Quarters	90	253	634
2010 Total Population	2,012	28,449	79,641
2015 Total Population	2,022	29,350	82,822
2010-2015 Annual Rate	0.10%	0.63%	0.79%
Household Summary			
2000 Households	1,053	10,172	26,937
2000 Average Household Size	1.81	2.56	2.66
2010 Households	1,081	11,187	30,008
2010 Average Household Size	1.78	2.52	2.63
2015 Households	1,091	11,577	31,306
2015 Average Household Size	1.77	2.51	2.62
2010-2015 Annual Rate	0.18%	0.69%	0.85%
2000 Families	444	7,303	20,114
2000 Average Family Size	2.77	3.07	3.12
2010 Families	437	7,932	22,094
2010 Average Family Size	2.75	3.03	3.09
2015 Families	433	8,167	22,917
2015 Average Family Size	2.75	3.02	3.09
2010-2015 Annual Rate	-0.18%	0.59%	0.73%
Housing Unit Summary			
2000 Housing Units	1,110	10,603	27,938
Owner Occupied Housing Units	41.7%	72.2%	75.5%
Renter Occupied Housing Units	52.4%	24.0%	21.0%
Vacant Housing Units	5.9%	3.8%	3.5%
2010 Housing Units	1,186	11,963	31,899
Owner Occupied Housing Units	40.1%	69.7%	72.5%
Renter Occupied Housing Units	51.0%	23.8%	21.6%
Vacant Housing Units	8.9%	6.5%	5.9%
2015 Housing Units	1,226	12,543	33,639
Owner Occupied Housing Units	38.8%	69.2%	71.8%
Renter Occupied Housing Units	50.2%	23.1%	21.2%
Vacant Housing Units	11.0%	7.7%	6.9%
Median Household Income			
2000	\$26,971	\$52,408	\$55,916
2010	\$34,402	\$69,085	\$74,362
2015	\$45,779	\$79,275	\$82,299
Median Home Value			
2000	\$101,940	\$135,096	\$136,299
2010	\$127,599	\$166,930	\$166,100
2015	\$142,628	\$184,597	\$183,698
Per Capita Income			
2000	\$22,721	\$27,776	\$29,745
2010	\$27,401	\$33,343	\$35,506
2015	\$31,721	\$37,107	\$39,387
Median Age			
2000	46.4	37.4	36.3
2010	51.6	39.9	38.4
2015	53.9	39.7	38.4

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	985	10,192	26,995
<\$15,000	30.9%	10.8%	9.1%
\$15,000 - \$24,999	15.1%	10.0%	9.0%
\$25,000 - \$34,999	13.7%	12.3%	10.7%
\$35,000 - \$49,999	15.1%	14.6%	15.4%
\$50,000 - \$74,999	12.2%	19.2%	20.7%
\$75,000 - \$99,999	6.2%	12.9%	14.1%
\$100,000 - \$149,999	4.1%	12.9%	11.8%
\$150,000 - \$199,999	0.1%	3.5%	4.0%
\$200,000+	2.6%	3.8%	5.2%
Average Household Income	\$44,165	\$72,367	\$79,529
2010 Households by Income			
Household Income Base	1,080	11,186	30,009
<\$15,000	23.7%	7.6%	6.2%
\$15,000 - \$24,999	14.4%	6.2%	5.4%
\$25,000 - \$34,999	12.7%	8.2%	6.5%
\$35,000 - \$49,999	13.2%	13.8%	13.1%
\$50,000 - \$74,999	17.0%	17.8%	19.2%
\$75,000 - \$99,999	10.0%	18.4%	19.0%
\$100,000 - \$149,999	6.0%	17.9%	18.0%
\$150,000 - \$199,999	0.5%	5.1%	5.8%
\$200,000+	2.5%	5.0%	6.7%
Average Household Income	\$50,548	\$85,763	\$94,093
2015 Households by Income			
Household Income Base	1,092	11,576	31,305
<\$15,000	22.0%	6.6%	5.2%
\$15,000 - \$24,999	11.7%	4.8%	4.1%
\$25,000 - \$34,999	9.9%	5.9%	4.5%
\$35,000 - \$49,999	10.4%	10.0%	9.2%
\$50,000 - \$74,999	20.3%	18.5%	19.9%
\$75,000 - \$99,999	12.1%	18.8%	19.3%
\$100,000 - \$149,999	9.3%	23.5%	23.1%
\$150,000 - \$199,999	1.1%	6.2%	7.1%
\$200,000+	3.1%	5.8%	7.7%
Average Household Income	\$58,171	\$95,180	\$104,062
2000 Owner Occupied Housing Units by Value			
Total	458	7,608	21,073
<\$50,000	6.6%	7.3%	3.8%
\$50,000 - \$99,999	41.5%	22.3%	24.5%
\$100,000 - \$149,999	26.9%	27.7%	28.7%
\$150,000 - \$199,999	12.7%	20.5%	17.7%
\$200,000 - \$299,999	10.5%	12.4%	11.9%
\$300,000 - \$499,999	0.2%	6.3%	7.1%
\$500,000 - \$999,999	1.7%	2.2%	4.1%
\$1,000,000 +	0.0%	1.2%	2.2%
Average Home Value	\$130,306	\$174,942	\$200,523
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	581	2,587	5,799
With Cash Rent	94.5%	94.6%	95.5%
No Cash Rent	5.5%	5.4%	4.5%
Median Rent	\$446	\$469	\$493
Average Rent	\$466	\$493	\$510

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	1,998	26,277	72,361
0 - 4	4.4%	7.0%	7.3%
5 - 9	4.9%	7.6%	8.0%
10 - 14	4.4%	8.0%	8.1%
15 - 24	9.6%	11.7%	11.9%
25 - 34	11.3%	11.8%	12.5%
35 - 44	13.9%	17.0%	17.6%
45 - 54	11.5%	15.1%	15.4%
55 - 64	7.4%	8.8%	8.5%
65 - 74	10.6%	6.7%	5.8%
75 - 84	12.8%	4.4%	3.6%
85 +	9.5%	1.9%	1.4%
18 +	82.9%	72.7%	71.9%
2010 Population by Age			
Total	2,015	28,448	79,640
0 - 4	4.2%	6.7%	7.2%
5 - 9	4.2%	7.0%	7.3%
10 - 14	3.6%	7.2%	7.5%
15 - 24	9.1%	11.8%	11.7%
25 - 34	11.0%	11.4%	11.9%
35 - 44	9.4%	12.8%	14.0%
45 - 54	13.4%	15.9%	16.0%
55 - 64	10.8%	12.7%	12.4%
65 - 74	9.8%	7.2%	6.3%
75 - 84	12.5%	4.8%	3.8%
85 +	12.0%	2.5%	1.8%
18 +	85.5%	74.8%	73.7%
2015 Population by Age			
Total	2,022	29,351	82,823
0 - 4	4.0%	6.5%	7.0%
5 - 9	4.1%	6.9%	7.3%
10 - 14	3.7%	7.4%	7.6%
15 - 24	8.4%	11.6%	11.5%
25 - 34	11.7%	11.8%	11.7%
35 - 44	8.6%	12.1%	13.6%
45 - 54	10.9%	14.1%	14.6%
55 - 64	12.6%	13.3%	12.8%
65 - 74	12.5%	9.0%	8.1%
75 - 84	11.5%	4.7%	3.8%
85 +	12.2%	2.6%	1.8%
18 +	86.0%	75.0%	73.8%
2000 Population by Sex			
Males	41.0%	48.0%	48.7%
Females	59.0%	52.0%	51.3%
2010 Population by Sex			
Males	41.4%	47.9%	48.5%
Females	58.6%	52.1%	51.5%
2015 Population by Sex			
Males	41.7%	48.0%	48.5%
Females	58.3%	52.0%	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	1,998	26,275	72,361
White Alone	98.0%	96.3%	96.4%
Black Alone	0.7%	1.9%	1.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.6%	1.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	0.5%	0.7%	0.8%
Hispanic Origin	0.7%	0.8%	0.9%
Diversity Index	5.1	8.7	8.8
2010 Population by Race/Ethnicity			
Total	2,012	28,449	79,642
White Alone	97.2%	94.9%	95.0%
Black Alone	1.2%	2.7%	2.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.9%	1.3%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	0.6%	0.9%	1.1%
Hispanic Origin	1.1%	1.2%	1.5%
Diversity Index	7.5	12.1	12.4
2015 Population by Race/Ethnicity			
Total	2,022	29,351	82,822
White Alone	96.8%	94.2%	94.3%
Black Alone	1.4%	3.0%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	1.1%	1.5%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	0.8%	1.1%	1.2%
Hispanic Origin	1.3%	1.5%	1.9%
Diversity Index	8.7	13.7	14.2
2000 Population 3+ by School Enrollment			
Total	1,900	25,392	69,250
Enrolled in Nursery/Preschool	1.2%	2.2%	2.1%
Enrolled in Kindergarten	1.7%	1.6%	1.6%
Enrolled in Grade 1-8	8.2%	13.1%	13.6%
Enrolled in Grade 9-12	5.5%	6.9%	6.7%
Enrolled in College	2.5%	3.2%	3.4%
Enrolled in Grad/Prof School	0.3%	0.6%	0.7%
Not Enrolled in School	80.7%	72.5%	71.9%
2010 Population 25+ by Educational Attainment			
Total	1,586	19,124	52,836
Less Than 9th Grade	6.5%	2.8%	2.1%
9th to 12th Grade, No Diploma	10.8%	7.0%	6.3%
High School Graduate	37.5%	25.6%	26.0%
Some College, No Degree	18.7%	18.6%	19.1%
Associate Degree	3.1%	8.7%	8.6%
Bachelor's Degree	14.0%	23.4%	24.0%
Graduate/Professional Degree	9.5%	13.9%	13.9%

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

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

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2010 Population 15+ by Marital Status			
Total	1,769	22,491	62,136
Never Married	20.0%	22.7%	23.3%
Married	44.1%	61.0%	61.3%
Widowed	22.0%	6.9%	5.6%
Divorced	13.9%	9.4%	9.8%
2000 Population 16+ by Employment Status			
Total	1,659	20,116	54,380
In Labor Force	49.9%	68.2%	69.0%
Civilian Employed	47.2%	66.0%	66.9%
Civilian Unemployed	2.7%	2.2%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	50.1%	31.8%	31.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.5%	89.9%	89.9%
Civilian Unemployed	15.5%	10.1%	10.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.2%	91.8%	91.8%
Civilian Unemployed	12.8%	8.2%	8.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,007	10,695	28,377
Own Children < 6 Only	3.4%	7.9%	8.7%
Employed/in Armed Forces	3.3%	5.4%	5.5%
Unemployed	0.0%	0.4%	0.2%
Not in Labor Force	0.1%	2.1%	3.0%
Own Children <6 and 6-17 Only	3.1%	6.3%	6.7%
Employed/in Armed Forces	2.1%	3.3%	3.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.0%	2.9%	3.1%
Own Children 6-17 Only	8.6%	19.3%	20.9%
Employed/in Armed Forces	4.7%	14.6%	15.1%
Unemployed	1.5%	0.3%	0.4%
Not in Labor Force	2.5%	4.3%	5.4%
No Own Children < 18	84.9%	66.5%	63.7%
Employed/in Armed Forces	28.7%	34.2%	33.5%
Unemployed	0.8%	1.2%	1.3%
Not in Labor Force	55.4%	31.1%	28.9%
2010 Employed Population 16+ by Industry			
Total	754	13,509	37,933
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	6.8%	5.7%	5.4%
Manufacturing	8.2%	11.0%	11.7%
Wholesale Trade	6.5%	4.9%	4.6%
Retail Trade	12.7%	12.3%	12.7%
Transportation/Utilities	3.1%	3.3%	3.5%
Information	0.8%	2.0%	2.0%
Finance/Insurance/Real Estate	9.0%	8.4%	8.8%
Services	50.0%	49.6%	49.0%
Public Administration	2.9%	2.7%	2.3%

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

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2010 Employed Population 16+ by Occupation			
Total	753	13,508	37,934
White Collar	59.4%	69.9%	69.6%
Management/Business/Financial	12.0%	18.2%	19.1%
Professional	21.2%	24.2%	24.0%
Sales	12.6%	13.2%	13.2%
Administrative Support	13.5%	14.2%	13.3%
Services	24.3%	14.7%	14.1%
Blue Collar	16.3%	15.5%	16.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.4%	4.1%	3.8%
Installation/Maintenance/Repair	0.9%	3.4%	3.8%
Production	5.6%	3.8%	4.5%
Transportation/Material Moving	3.5%	4.2%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
Total	761	13,023	35,771
Drove Alone - Car, Truck, or Van	83.6%	86.2%	85.7%
Carpooled - Car, Truck, or Van	5.3%	6.9%	7.3%
Public Transportation	0.0%	1.2%	1.3%
Walked	4.6%	1.1%	1.0%
Other Means	1.7%	0.6%	0.7%
Worked at Home	4.9%	4.0%	3.9%
2000 Workers 16+ by Travel Time to Work			
Total	761	13,023	35,770
Did not Work at Home	95.1%	96.0%	96.1%
Less than 5 minutes	7.0%	3.3%	2.4%
5 to 9 minutes	7.4%	7.8%	7.7%
10 to 19 minutes	26.3%	20.9%	23.4%
20 to 24 minutes	16.2%	16.3%	16.1%
25 to 34 minutes	27.3%	29.4%	28.5%
35 to 44 minutes	4.5%	8.5%	8.3%
45 to 59 minutes	5.4%	6.7%	6.5%
60 to 89 minutes	1.2%	1.8%	2.0%
90 or more minutes	0.0%	1.3%	1.3%
Worked at Home	4.9%	4.0%	3.9%
Average Travel Time to Work (in min)	20.7	25.2	24.9
2000 Households by Vehicles Available			
Total	1,040	10,216	26,932
None	25.0%	6.3%	4.6%
1	43.1%	27.5%	24.8%
2	18.7%	43.1%	45.9%
3	11.0%	17.0%	17.6%
4	1.9%	4.1%	4.7%
5+	0.3%	2.0%	2.4%
Average Number of Vehicles Available	1.2	1.9	2.0

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	1,053	10,172	26,936
Family Households	42.2%	71.8%	74.7%
Married-couple Family	33.5%	60.0%	62.8%
With Related Children	13.8%	30.1%	32.4%
Other Family (No Spouse)	8.6%	11.7%	11.9%
With Related Children	4.9%	7.6%	8.0%
Nonfamily Households	57.8%	28.2%	25.3%
Householder Living Alone	54.0%	24.4%	21.4%
Householder Not Living Alone	3.8%	3.8%	3.9%
Households with Related Children	18.7%	37.6%	40.3%
Households with Persons 65+	46.8%	23.9%	20.2%
2000 Households by Size			
Total	1,053	10,172	26,937
1 Person Household	54.0%	24.4%	21.4%
2 Person Household	24.8%	32.6%	32.9%
3 Person Household	10.4%	17.0%	17.7%
4 Person Household	6.6%	16.5%	17.7%
5 Person Household	2.8%	7.1%	7.5%
6 Person Household	1.0%	1.9%	2.1%
7 + Person Household	0.3%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	1,040	10,217	26,932
Moved in 1999 to March 2000	18.6%	15.7%	16.8%
Moved in 1995 to 1998	32.7%	28.8%	30.5%
Moved in 1990 to 1994	18.5%	17.9%	17.6%
Moved in 1980 to 1989	11.0%	16.8%	16.3%
Moved in 1970 to 1979	6.9%	11.3%	10.1%
Moved in 1969 or Earlier	12.4%	9.6%	8.7%
Median Year Householder Moved In	1995	1993	1994
2000 Housing Units by Units in Structure			
Total	1,104	10,633	27,941
1, Detached	41.7%	69.9%	74.5%
1, Attached	3.1%	2.9%	4.5%
2	2.5%	1.1%	0.8%
3 or 4	2.9%	1.6%	1.7%
5 to 9	6.6%	3.4%	3.7%
10 to 19	14.4%	10.6%	7.9%
20 +	28.8%	4.8%	3.9%
Mobile Home	0.0%	5.7%	3.0%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,104	10,631	27,942
1999 to March 2000	1.4%	1.6%	2.5%
1995 to 1998	6.6%	8.4%	9.8%
1990 to 1994	0.8%	7.7%	9.5%
1980 to 1989	3.0%	12.0%	15.3%
1970 to 1979	28.7%	23.6%	22.0%
1969 or Earlier	59.5%	46.7%	41.0%
Median Year Structure Built	1957	1971	1974

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

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Longitude: -84.27676

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1. Retirement Communities	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
2. Simple Living	Cozy and Comfortable	Milk and Cookies	Milk and Cookies
3. Sophisticated Squires	Crossroads	Cozy and Comfortable	Cozy and Comfortable
2010 Consumer Spending			
Apparel & Services: Total \$	\$1,315,150	\$22,979,330	\$67,729,556
Average Spent	\$1,216.70	\$2,054.13	\$2,257.06
Spending Potential Index	51	86	94
Computers & Accessories: Total \$	\$167,020	\$3,024,957	\$8,978,127
Average Spent	\$154.52	\$270.40	\$299.19
Spending Potential Index	70	123	136
Education: Total \$	\$968,985	\$17,620,259	\$51,746,388
Average Spent	\$896.45	\$1,575.08	\$1,724.43
Spending Potential Index	73	129	141
Entertainment/Recreation: Total \$	\$2,521,655	\$45,341,023	\$133,699,491
Average Spent	\$2,332.88	\$4,053.04	\$4,455.48
Spending Potential Index	72	126	138
Food at Home: Total \$	\$3,641,585	\$59,720,487	\$173,871,604
Average Spent	\$3,368.97	\$5,338.42	\$5,794.20
Spending Potential Index	75	119	129
Food Away from Home: Total \$	\$2,530,406	\$43,946,749	\$129,179,929
Average Spent	\$2,340.98	\$3,928.41	\$4,304.87
Spending Potential Index	73	122	134
Health Care: Total \$	\$3,290,413	\$50,312,340	\$144,016,283
Average Spent	\$3,044.09	\$4,497.43	\$4,799.29
Spending Potential Index	82	121	129
HH Furnishings & Equipment: Total \$	\$1,372,697	\$25,267,699	\$74,853,586
Average Spent	\$1,269.94	\$2,258.68	\$2,494.47
Spending Potential Index	62	110	121
Investments: Total \$	\$1,382,046	\$23,789,561	\$69,470,219
Average Spent	\$1,278.58	\$2,126.55	\$2,315.07
Spending Potential Index	74	122	133
Retail Goods: Total \$	\$18,528,135	\$324,757,106	\$954,723,513
Average Spent	\$17,141.09	\$29,030.08	\$31,815.79
Spending Potential Index	69	117	128
Shelter: Total \$	\$12,631,786	\$222,628,635	\$657,283,289
Average Spent	\$11,686.15	\$19,900.80	\$21,903.71
Spending Potential Index	74	126	139
TV/Video/Audio: Total \$	\$999,357	\$16,684,312	\$48,765,944
Average Spent	\$924.54	\$1,491.41	\$1,625.11
Spending Potential Index	74	120	131
Travel: Total \$	\$1,446,133	\$27,332,043	\$80,790,800
Average Spent	\$1,337.87	\$2,443.22	\$2,692.32
Spending Potential Index	71	129	142
Vehicle Maintenance & Repairs: Total \$	\$740,548	\$12,859,278	\$37,740,419
Average Spent	\$685.11	\$1,149.49	\$1,257.69
Spending Potential Index	73	122	133

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.

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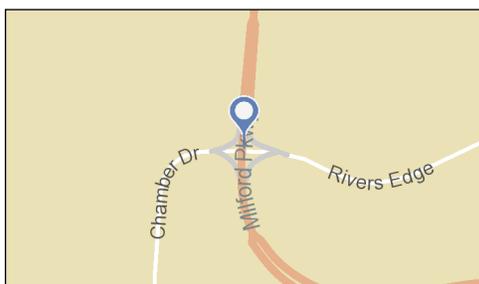
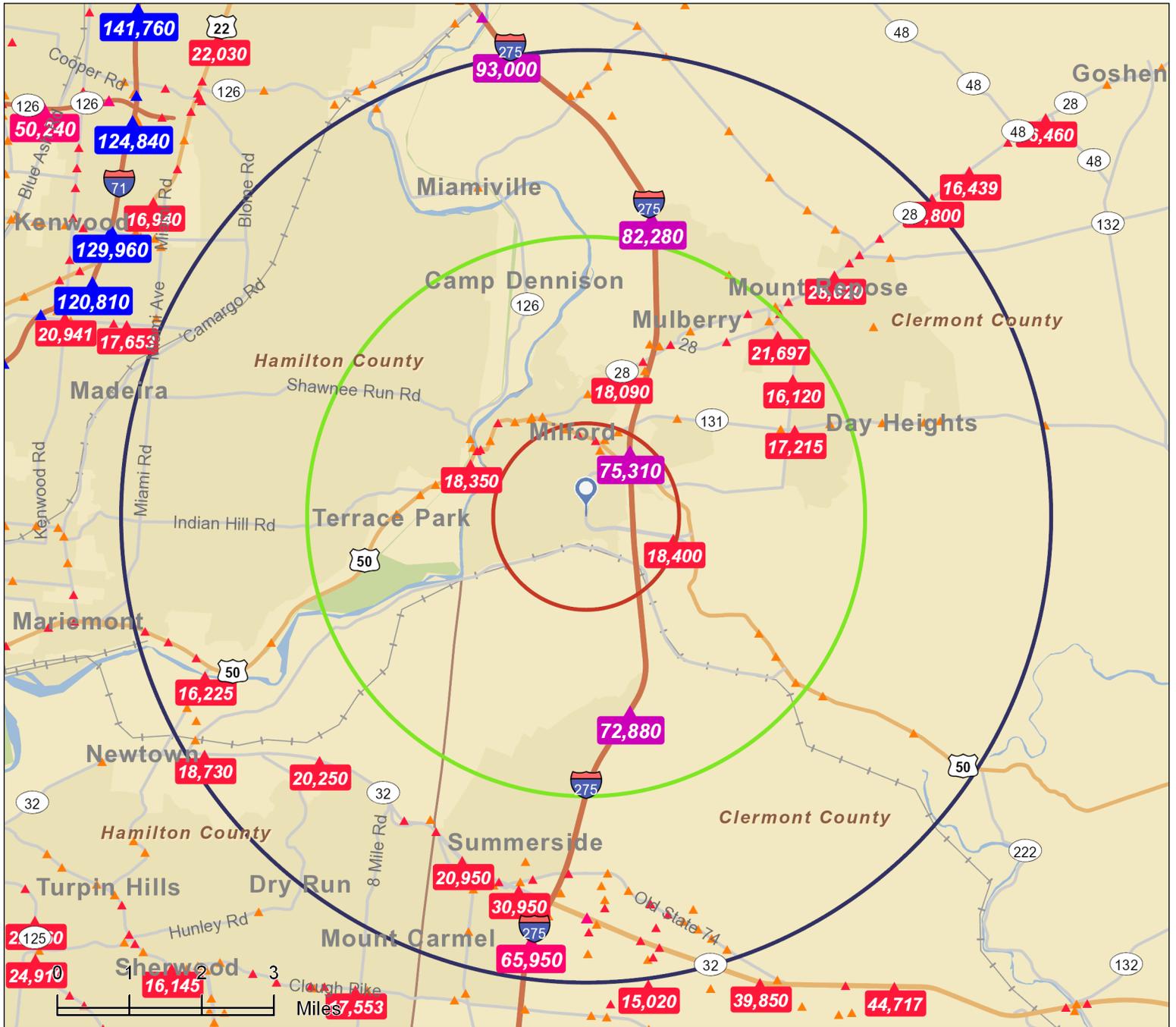
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1, 3, 5 Miles

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Latitude: 39.16156
Longitude: -84.27676



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



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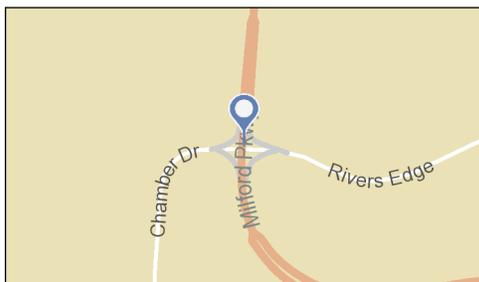
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

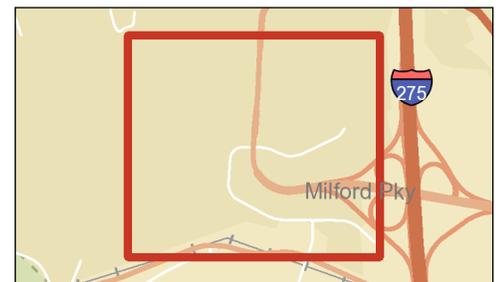
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Business Summary

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Rings: 1, 3, 5 miles radii

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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	130	1,235	3,036
Total Employees:	1,917	14,257	37,128
Total Residential Population:	2,012	28,449	79,641
Employee/Residential Population Ratio:	0.95	0.50	0.47

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	3.5%	30	1.6%	33	2.7%	188	1.3%	84	2.8%	570	1.5%
Construction	11	8.8%	194	10.1%	126	10.2%	814	5.7%	299	9.9%	1,716	4.6%
Manufacturing	5	3.9%	245	12.8%	50	4.1%	1,272	8.9%	127	4.2%	4,103	11.1%
Transportation	4	2.8%	113	5.9%	25	2.0%	262	1.8%	61	2.0%	1,294	3.5%
Communication	0	0.3%	0	0.0%	6	0.5%	17	0.1%	15	0.5%	38	0.1%
Utility	0	0.0%	0	0.0%	3	0.2%	13	0.1%	9	0.3%	105	0.3%
Wholesale Trade	6	4.3%	32	1.7%	64	5.2%	888	6.2%	162	5.3%	2,570	6.9%
Retail Trade Summary	37	28.3%	779	40.6%	273	22.1%	5,323	37.3%	736	24.2%	12,439	33.5%
Home Improvement	1	0.7%	0	0.0%	24	1.9%	218	1.5%	56	1.9%	716	1.9%
General Merchandise Stores	1	1.0%	207	10.8%	11	0.9%	762	5.3%	22	0.7%	1,942	5.2%
Food Stores	2	1.8%	26	1.4%	28	2.3%	1,114	7.8%	70	2.3%	2,326	6.3%
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.3%	57	3.0%	30	2.4%	246	1.7%	74	2.4%	681	1.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%	5	0.4%	35	0.2%	61	2.0%	441	1.2%
Furniture & Home Furnishings	4	2.8%	18	0.9%	27	2.2%	965	6.8%	79	2.6%	1,461	3.9%
Eating & Drinking Places	12	9.4%	404	21.1%	71	5.8%	1,497	10.5%	180	5.9%	3,597	9.7%
Miscellaneous Retail	14	10.4%	67	3.5%	76	6.2%	487	3.4%	194	6.4%	1,275	3.4%
Finance, Insurance, Real Estate Summary	14	10.4%	75	3.9%	150	12.2%	912	6.4%	330	10.9%	2,714	7.3%
Banks, Savings & Lending Institutions	3	2.0%	16	0.8%	40	3.2%	285	2.0%	86	2.8%	487	1.3%
Securities Brokers	2	1.7%	6	0.3%	17	1.4%	88	0.6%	33	1.1%	113	0.3%
Insurance Carriers & Agents	4	2.9%	17	0.9%	46	3.8%	274	1.9%	81	2.7%	1,356	3.7%
Real Estate, Holding, Other Investment Offices	5	3.9%	36	1.9%	47	3.8%	266	1.9%	129	4.3%	758	2.0%
Services Summary	46	35.5%	411	21.5%	441	35.7%	4,324	30.3%	1,091	35.9%	10,923	29.4%
Hotels & Lodging	0	0.3%	9	0.5%	3	0.2%	47	0.3%	11	0.4%	253	0.7%
Automotive Services	2	1.3%	14	0.7%	41	3.3%	288	2.0%	99	3.3%	525	1.4%
Motion Pictures & Amusements	4	2.8%	68	3.6%	27	2.2%	221	1.6%	94	3.1%	740	2.0%
Health Services	6	4.6%	125	6.5%	48	3.9%	844	5.9%	132	4.3%	1,884	5.1%
Legal Services	2	1.6%	2	0.1%	14	1.1%	22	0.2%	24	0.8%	60	0.2%
Education Institutions & Libraries	3	2.6%	57	3.0%	20	1.6%	639	4.5%	61	2.0%	2,423	6.5%
Other Services	29	22.3%	136	7.1%	287	23.2%	2,264	15.9%	669	22.0%	5,038	13.6%
Government	1	0.5%	38	2.0%	26	2.1%	221	1.5%	56	1.8%	631	1.7%
Other	2	1.7%	0	0.0%	37	3.0%	21	0.1%	67	2.2%	25	0.1%
Totals	130	100%	1,917	100%	1,235	100%	14,257	100%	3,036	100%	37,128	100%

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

March 27, 2012



Business Summary

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Rings: 1, 3, 5 miles radii

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 Latitude: 39.16156
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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	0.3%	0	0.0%	3	0.3%	3	0.0%	7	0.2%	10	0.0%
Mining	1	0.7%	4	0.2%	3	0.2%	15	0.1%	4	0.1%	18	0.0%
Utilities	0	0.0%	0	0.0%	2	0.2%	7	0.0%	4	0.1%	35	0.1%
Construction	12	9.5%	195	10.2%	131	10.6%	853	6.0%	317	10.4%	1,804	4.9%
Manufacturing	5	3.8%	238	12.4%	56	4.5%	1,226	8.6%	134	4.4%	3,735	10.1%
Wholesale Trade	5	3.8%	29	1.5%	61	4.9%	855	6.0%	154	5.1%	2,485	6.7%
Retail Trade	23	17.9%	375	19.5%	187	15.1%	3,786	26.6%	531	17.5%	8,759	23.6%
Motor Vehicle & Parts Dealers	3	1.9%	55	2.9%	19	1.5%	199	1.4%	48	1.6%	572	1.5%
Furniture & Home Furnishings Stores	2	1.6%	11	0.6%	8	0.6%	59	0.4%	27	0.9%	282	0.8%
Electronics & Appliance Stores	1	1.2%	10	0.5%	15	1.2%	905	6.3%	42	1.4%	1,140	3.1%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.7%	0	0.0%	23	1.8%	213	1.5%	52	1.7%	661	1.8%
Food & Beverage Stores	1	0.7%	22	1.2%	16	1.3%	1,072	7.5%	58	1.9%	2,293	6.2%
Health & Personal Care Stores	2	1.4%	21	1.1%	20	1.6%	285	2.0%	43	1.4%	478	1.3%
Gasoline Stations	0	0.3%	2	0.1%	11	0.9%	47	0.3%	26	0.9%	110	0.3%
Clothing & Clothing Accessories Stores	0	0.3%	1	0.1%	10	0.8%	61	0.4%	77	2.5%	535	1.4%
Sport Goods, Hobby, Book, & Music Stores	5	3.7%	15	0.8%	15	1.2%	42	0.3%	51	1.7%	361	1.0%
General Merchandise Stores	1	1.0%	207	10.8%	11	0.9%	762	5.3%	22	0.7%	1,942	5.2%
Miscellaneous Store Retailers	6	4.7%	29	1.5%	36	2.9%	135	0.9%	76	2.5%	347	0.9%
Nonstore Retailers	0	0.3%	1	0.1%	3	0.3%	6	0.0%	9	0.3%	40	0.1%
Transportation & Warehousing	3	2.5%	113	5.9%	29	2.4%	287	2.0%	58	1.9%	1,240	3.3%
Information	3	2.5%	7	0.4%	26	2.1%	153	1.1%	56	1.8%	696	1.9%
Finance & Insurance	9	6.6%	38	2.0%	103	8.4%	647	4.5%	203	6.7%	1,959	5.3%
Central Bank/Credit Intermediation & Related Activities	3	2.0%	16	0.8%	39	3.2%	285	2.0%	85	2.8%	487	1.3%
Securities, Commodity Contracts & Other Financial	2	1.7%	6	0.3%	18	1.5%	88	0.6%	35	1.1%	113	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.9%	17	0.9%	47	3.8%	274	1.9%	84	2.8%	1,359	3.7%
Real Estate, Rental & Leasing	4	2.7%	24	1.3%	52	4.2%	259	1.8%	140	4.6%	787	2.1%
Professional, Scientific & Tech Services	12	9.4%	59	3.1%	135	10.9%	1,189	8.3%	291	9.6%	2,114	5.7%
Legal Services	3	2.0%	3	0.2%	18	1.5%	53	0.4%	33	1.1%	109	0.3%
Management of Companies & Enterprises	0	0.3%	9	0.5%	3	0.2%	51	0.4%	5	0.2%	58	0.2%
Administrative & Support & Waste Management & Remediation	4	3.0%	22	1.2%	46	3.8%	314	2.2%	146	4.8%	888	2.4%
Educational Services	3	2.3%	57	3.0%	21	1.7%	624	4.4%	73	2.4%	2,525	6.8%
Health Care & Social Assistance	9	7.0%	150	7.8%	64	5.2%	996	7.0%	165	5.4%	2,623	7.1%
Arts, Entertainment & Recreation	2	1.8%	67	3.5%	21	1.7%	203	1.4%	73	2.4%	910	2.5%
Accommodation & Food Services	13	10.0%	413	21.6%	76	6.2%	1,556	10.9%	197	6.5%	3,873	10.4%
Accommodation	0	0.3%	9	0.5%	3	0.2%	47	0.3%	11	0.4%	253	0.7%
Food Services & Drinking Places	13	9.7%	404	21.1%	73	5.9%	1,510	10.6%	186	6.1%	3,619	9.7%
Other Services (except Public Administration)	17	13.3%	74	3.9%	151	12.3%	983	6.9%	354	11.7%	1,898	5.1%
Automotive Repair & Maintenance	2	1.3%	14	0.7%	30	2.4%	243	1.7%	78	2.6%	440	1.2%
Public Administration	1	0.5%	38	2.0%	26	2.1%	221	1.5%	56	1.8%	631	1.7%
Unclassified Establishments	3	2.1%	3	0.2%	38	3.1%	30	0.2%	69	2.3%	80	0.2%
Total	130	100%	1,917	100%	1,235	100%	14,257	100%	3,036	100%	37,128	100%

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Summary Demographics

2010 Population	2,012
2010 Households	1,081
2010 Median Disposable Income	\$28,778
2010 Per Capita Income	\$27,399

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	\$20,371,642	\$59,282,622	\$-38,910,980	-48.8	37
Total Retail Trade	44-45	\$17,403,237	\$42,548,112	\$-25,144,875	-41.9	24
Total Food & Drink	722	\$2,968,405	\$16,734,510	\$-13,766,105	-69.9	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,866,598	\$16,413,122	\$-12,546,524	-61.9	3
Automobile Dealers	4411	\$3,281,942	\$15,747,645	\$-12,465,703	-65.5	1
Other Motor Vehicle Dealers	4412	\$257,235	\$0	\$257,235	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$327,422	\$665,478	\$-338,056	-34.0	1
Furniture & Home Furnishings Stores	442	\$282,092	\$1,010,361	\$-728,269	-56.3	2
Furniture Stores	4421	\$143,132	\$709,942	\$-566,810	-66.4	1
Home Furnishings Stores	4422	\$138,960	\$300,419	\$-161,459	-36.7	1
Electronics & Appliance Stores	4431	\$693,921	\$776,210	\$-82,289	-5.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$629,277	\$35,518	\$593,759	89.3	1
Bldg Material & Supplies Dealers	4441	\$593,648	\$23,487	\$570,161	92.4	0
Lawn & Garden Equip & Supply Stores	4442	\$35,629	\$12,031	\$23,598	49.5	0
Food & Beverage Stores	445	\$3,214,768	\$1,263,624	\$1,951,145	43.6	1
Grocery Stores	4451	\$3,083,726	\$513,372	\$2,570,354	71.5	0
Specialty Food Stores	4452	\$45,928	\$750,252	\$-704,324	-88.5	0
Beer, Wine & Liquor Stores	4453	\$85,115	\$0	\$85,115	100.0	0
Health & Personal Care Stores	446,4461	\$383,648	\$1,902,875	\$-1,519,227	-66.4	2
Gasoline Stations	447,4471	\$2,948,301	\$1,107,435	\$1,840,866	45.4	0
Clothing & Clothing Accessories Stores	448	\$498,361	\$76,996	\$421,365	73.2	1
Clothing Stores	4481	\$361,877	\$23,836	\$338,041	87.6	0
Shoe Stores	4482	\$79,690	\$0	\$79,690	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$56,794	\$53,161	\$3,633	3.3	0
Sporting Goods, Hobby, Book & Music Stores	451	\$79,049	\$391,180	\$-312,132	-66.4	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$60,891	\$391,180	\$-330,289	-73.1	5
Book, Periodical & Music Stores	4512	\$18,158	\$0	\$18,158	100.0	0
General Merchandise Stores	452	\$2,888,263	\$18,287,978	\$-15,399,715	-72.7	1
Department Stores Excluding Leased Depts.	4521	\$1,205,901	\$18,287,978	\$-17,082,077	-87.6	1
Other General Merchandise Stores	4529	\$1,682,362	\$0	\$1,682,362	100.0	0
Miscellaneous Store Retailers	453	\$245,809	\$1,124,613	\$-878,803	-64.1	6
Florists	4531	\$13,154	\$133,556	\$-120,402	-82.1	1
Office Supplies, Stationery & Gift Stores	4532	\$84,722	\$289,354	\$-204,632	-54.7	1
Used Merchandise Stores	4533	\$5,422	\$92,194	\$-86,772	-88.9	1
Other Miscellaneous Store Retailers	4539	\$142,511	\$609,509	\$-466,997	-62.1	2
Nonstore Retailers	454	\$1,673,151	\$158,200	\$1,514,951	82.7	0
Electronic Shopping & Mail-Order Houses	4541	\$1,547,657	\$0	\$1,547,657	100.0	0
Vending Machine Operators	4542	\$2,353	\$0	\$2,353	100.0	0
Direct Selling Establishments	4543	\$123,141	\$158,200	\$-35,060	-12.5	0
Food Services & Drinking Places	722	\$2,968,405	\$16,734,510	\$-13,766,105	-69.9	13
Full-Service Restaurants	7221	\$1,057,591	\$8,170,704	\$-7,113,113	-77.1	8
Limited-Service Eating Places	7222	\$1,646,303	\$8,563,806	\$-6,917,503	-67.8	5
Special Food Services	7223	\$207,737	\$0	\$207,737	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$56,774	\$0	\$56,774	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

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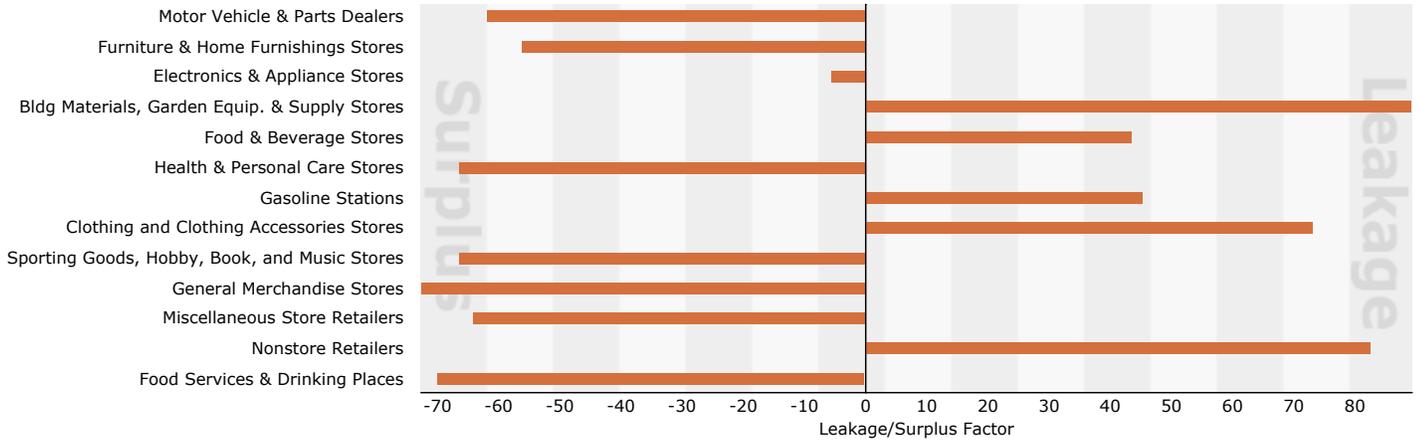


Retail MarketPlace Profile

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Summary Demographics

2010 Population	28,449
2010 Households	11,187
2010 Median Disposable Income	\$52,859
2010 Per Capita Income	\$33,343

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	\$350,151,897	\$478,433,476	\$-128,281,579	-15.5	270
Total Retail Trade	44-45	\$298,491,844	\$407,698,890	\$-109,207,046	-15.5	193
Total Food & Drink	722	\$51,660,053	\$70,734,586	\$-19,074,533	-15.6	78

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$70,219,533	\$45,935,835	\$24,283,698	20.9	17
Automobile Dealers	4411	\$59,352,425	\$41,531,735	\$17,820,690	17.7	7
Other Motor Vehicle Dealers	4412	\$5,277,713	\$46,946	\$5,230,767	98.2	0
Auto Parts, Accessories & Tire Stores	4413	\$5,589,395	\$4,357,154	\$1,232,241	12.4	10
Furniture & Home Furnishings Stores	442	\$6,057,228	\$6,047,786	\$9,442	0.1	8
Furniture Stores	4421	\$3,285,639	\$2,426,627	\$859,012	15.0	4
Home Furnishings Stores	4422	\$2,771,589	\$3,621,160	\$-849,570	-13.3	4
Electronics & Appliance Stores	4431	\$12,511,799	\$65,781,015	\$-53,269,216	-68.0	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,323,829	\$24,863,317	\$-12,539,487	-33.7	22
Bldg Material & Supplies Dealers	4441	\$11,628,107	\$23,734,252	\$-12,106,145	-34.2	14
Lawn & Garden Equip & Supply Stores	4442	\$695,722	\$1,129,065	\$-433,342	-23.7	8
Food & Beverage Stores	445	\$52,415,705	\$107,888,188	\$-55,472,483	-34.6	16
Grocery Stores	4451	\$49,859,957	\$105,318,041	\$-55,458,084	-35.7	12
Specialty Food Stores	4452	\$936,067	\$2,533,549	\$-1,597,482	-46.0	4
Beer, Wine & Liquor Stores	4453	\$1,619,681	\$36,598	\$1,583,083	95.6	0
Health & Personal Care Stores	446,4461	\$6,883,339	\$21,860,110	\$-14,976,771	-52.1	22
Gasoline Stations	447,4471	\$48,077,205	\$26,392,631	\$21,684,575	29.1	9
Clothing & Clothing Accessories Stores	448	\$9,821,571	\$4,714,837	\$5,106,734	35.1	11
Clothing Stores	4481	\$7,211,225	\$2,082,588	\$5,128,638	55.2	6
Shoe Stores	4482	\$1,406,647	\$1,542,203	\$-135,556	-4.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,203,699	\$1,090,047	\$113,652	5.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,901,690	\$1,445,103	\$456,587	13.6	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,349,938	\$1,132,154	\$217,784	8.8	15
Book, Periodical & Music Stores	4512	\$551,752	\$312,949	\$238,804	27.6	0
General Merchandise Stores	452	\$48,394,856	\$96,076,501	\$-47,681,646	-33.0	10
Department Stores Excluding Leased Depts.	4521	\$20,339,062	\$47,047,717	\$-26,708,654	-39.6	4
Other General Merchandise Stores	4529	\$28,055,793	\$49,028,785	\$-20,972,991	-27.2	6
Miscellaneous Store Retailers	453	\$4,741,986	\$5,582,793	\$-840,807	-8.1	43
Florists	4531	\$326,761	\$534,347	\$-207,587	-24.1	8
Office Supplies, Stationery & Gift Stores	4532	\$1,729,053	\$2,139,289	\$-410,236	-10.6	11
Used Merchandise Stores	4533	\$161,405	\$380,551	\$-219,146	-40.4	7
Other Miscellaneous Store Retailers	4539	\$2,524,768	\$2,528,606	\$-3,838	-0.1	16
Nonstore Retailers	454	\$25,143,101	\$1,110,773	\$24,032,328	91.5	3
Electronic Shopping & Mail-Order Houses	4541	\$22,017,159	\$0	\$22,017,159	100.0	0
Vending Machine Operators	4542	\$298,581	\$17,570	\$281,011	88.9	0
Direct Selling Establishments	4543	\$2,827,362	\$1,093,203	\$1,734,158	44.2	3
Food Services & Drinking Places	722	\$51,660,053	\$70,734,586	\$-19,074,533	-15.6	78
Full-Service Restaurants	7221	\$19,375,709	\$28,488,002	\$-9,112,294	-19.0	38
Limited-Service Eating Places	7222	\$27,615,393	\$40,999,623	\$-13,384,230	-19.5	37
Special Food Services	7223	\$3,631,124	\$1,071,670	\$2,559,454	54.4	1
Drinking Places - Alcoholic Beverages	7224	\$1,037,827	\$175,291	\$862,536	71.1	1

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

Source: Esri and Infogroup

March 27, 2012

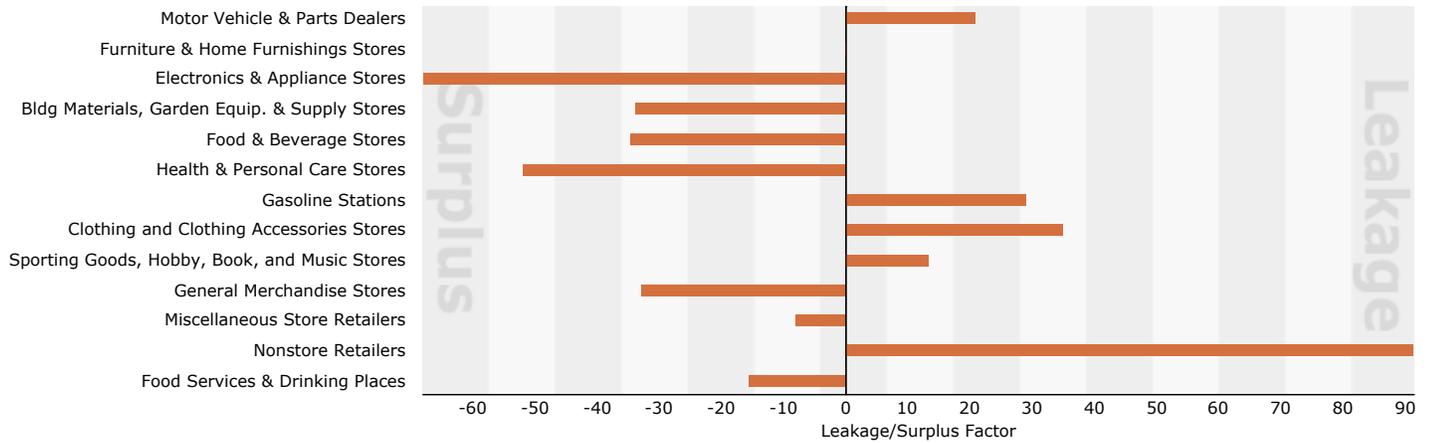
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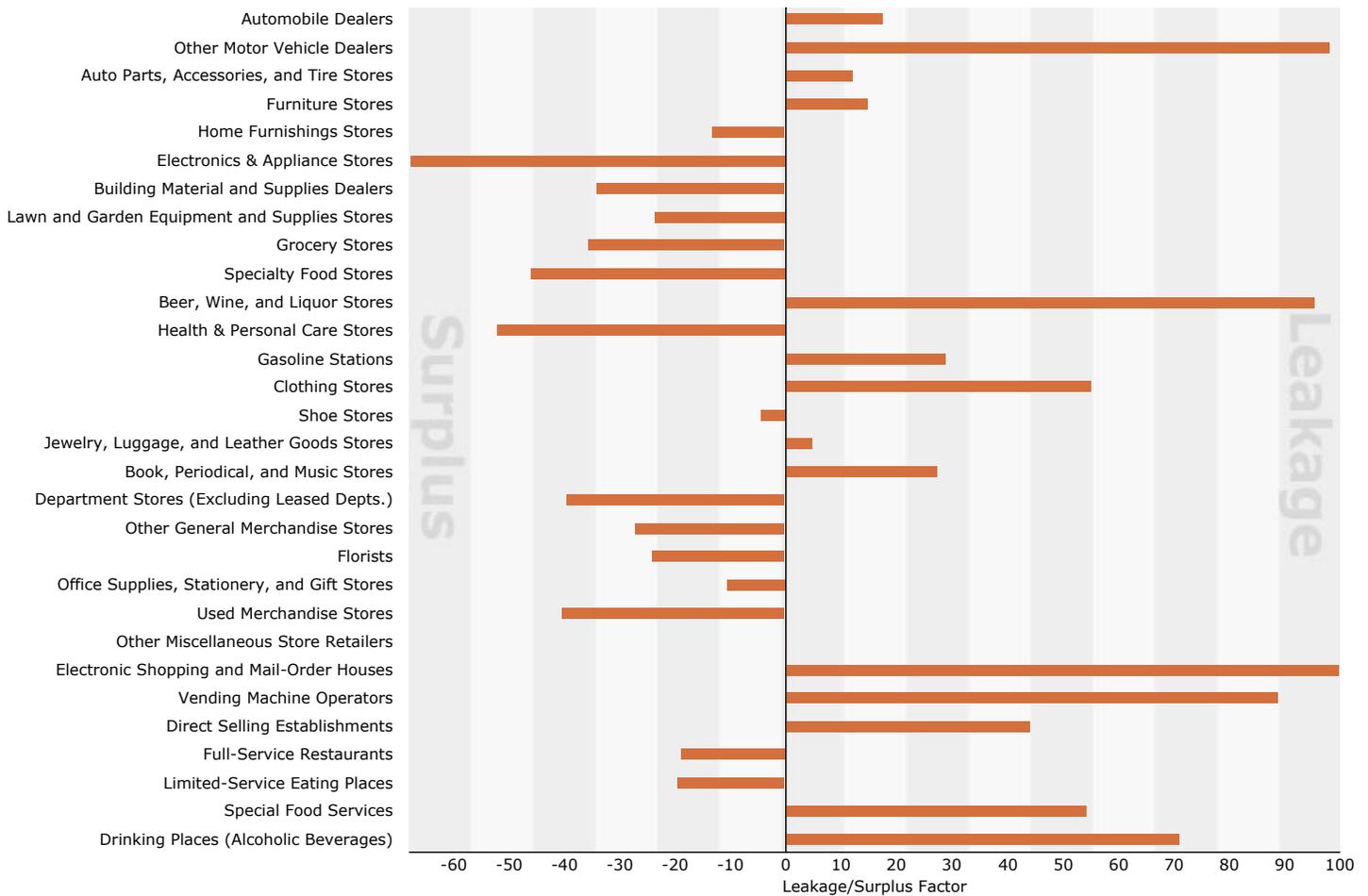
Retail MarketPlace Profile

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Summary Demographics

2010 Population	79,641
2010 Households	30,008
2010 Median Disposable Income	\$55,487
2010 Per Capita Income	\$35,506

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,027,548,447	\$1,078,273,488	\$-50,725,042	-2.4	726
Total Retail Trade	44-45	\$875,763,175	\$914,765,509	\$-39,002,334	-2.2	535
Total Food & Drink	722	\$151,785,271	\$163,507,979	\$-11,722,708	-3.7	191

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$208,385,755	\$101,229,765	\$107,155,990	34.6	43
Automobile Dealers	4411	\$176,328,777	\$79,971,330	\$96,357,446	37.6	13
Other Motor Vehicle Dealers	4412	\$15,780,831	\$10,423,809	\$5,357,021	20.4	5
Auto Parts, Accessories & Tire Stores	4413	\$16,276,148	\$10,834,625	\$5,441,522	20.1	25
Furniture & Home Furnishings Stores	442	\$18,930,058	\$28,965,133	\$-10,035,075	-21.0	26
Furniture Stores	4421	\$10,526,830	\$21,487,362	\$-10,960,532	-34.2	14
Home Furnishings Stores	4422	\$8,403,228	\$7,477,771	\$925,456	5.8	12
Electronics & Appliance Stores	4431	\$37,001,035	\$97,544,510	\$-60,543,474	-45.0	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,523,501	\$45,272,372	\$-8,748,871	-10.7	51
Bldg Material & Supplies Dealers	4441	\$34,444,114	\$40,135,678	\$-5,691,564	-7.6	34
Lawn & Garden Equip & Supply Stores	4442	\$2,079,388	\$5,136,694	\$-3,057,307	-42.4	17
Food & Beverage Stores	445	\$152,669,408	\$255,876,048	\$-103,206,640	-25.3	57
Grocery Stores	4451	\$144,691,662	\$246,840,913	\$-102,149,252	-26.1	37
Specialty Food Stores	4452	\$2,992,287	\$5,135,045	\$-2,142,758	-26.4	13
Beer, Wine & Liquor Stores	4453	\$4,985,460	\$3,900,089	\$1,085,370	12.2	8
Health & Personal Care Stores	446,4461	\$21,092,400	\$41,651,831	\$-20,559,431	-32.8	49
Gasoline Stations	447,4471	\$139,511,006	\$73,110,821	\$66,400,184	31.2	23
Clothing & Clothing Accessories Stores	448	\$30,423,597	\$33,995,475	\$-3,571,879	-5.5	80
Clothing Stores	4481	\$22,404,497	\$24,905,919	\$-2,501,423	-5.3	52
Shoe Stores	4482	\$4,208,865	\$4,682,335	\$-473,470	-5.3	11
Jewelry, Luggage & Leather Goods Stores	4483	\$3,810,235	\$4,407,221	\$-596,986	-7.3	17
Sporting Goods, Hobby, Book & Music Stores	451	\$6,284,822	\$12,972,965	\$-6,688,143	-34.7	50
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,336,776	\$7,173,047	\$-2,836,270	-24.6	42
Book, Periodical & Music Stores	4512	\$1,948,046	\$5,799,919	\$-3,851,873	-49.7	8
General Merchandise Stores	452	\$140,731,644	\$199,208,901	\$-58,477,257	-17.2	21
Department Stores Excluding Leased Depts.	4521	\$58,621,663	\$97,646,742	\$-39,025,079	-25.0	9
Other General Merchandise Stores	4529	\$82,109,981	\$101,562,159	\$-19,452,178	-10.6	12
Miscellaneous Store Retailers	453	\$14,590,535	\$12,645,869	\$1,944,665	7.1	84
Florists	4531	\$1,062,601	\$846,206	\$216,395	11.3	15
Office Supplies, Stationery & Gift Stores	4532	\$5,429,151	\$5,211,663	\$217,488	2.0	30
Used Merchandise Stores	4533	\$564,757	\$603,964	\$-39,208	-3.4	11
Other Miscellaneous Store Retailers	4539	\$7,534,026	\$5,984,036	\$1,549,990	11.5	28
Nonstore Retailers	454	\$69,619,414	\$12,291,818	\$57,327,597	70.0	10
Electronic Shopping & Mail-Order Houses	4541	\$58,852,980	\$8,011,068	\$50,841,912	76.0	2
Vending Machine Operators	4542	\$1,238,191	\$134,703	\$1,103,488	80.4	1
Direct Selling Establishments	4543	\$9,528,244	\$4,146,047	\$5,382,197	39.4	6
Food Services & Drinking Places	722	\$151,785,271	\$163,507,979	\$-11,722,708	-3.7	191
Full-Service Restaurants	7221	\$58,121,640	\$58,185,918	\$-64,279	-0.1	85
Limited-Service Eating Places	7222	\$79,790,163	\$86,968,185	\$-7,178,022	-4.3	86
Special Food Services	7223	\$10,712,524	\$15,847,287	\$-5,134,763	-19.3	10
Drinking Places - Alcoholic Beverages	7224	\$3,160,945	\$2,506,589	\$654,356	11.5	11

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

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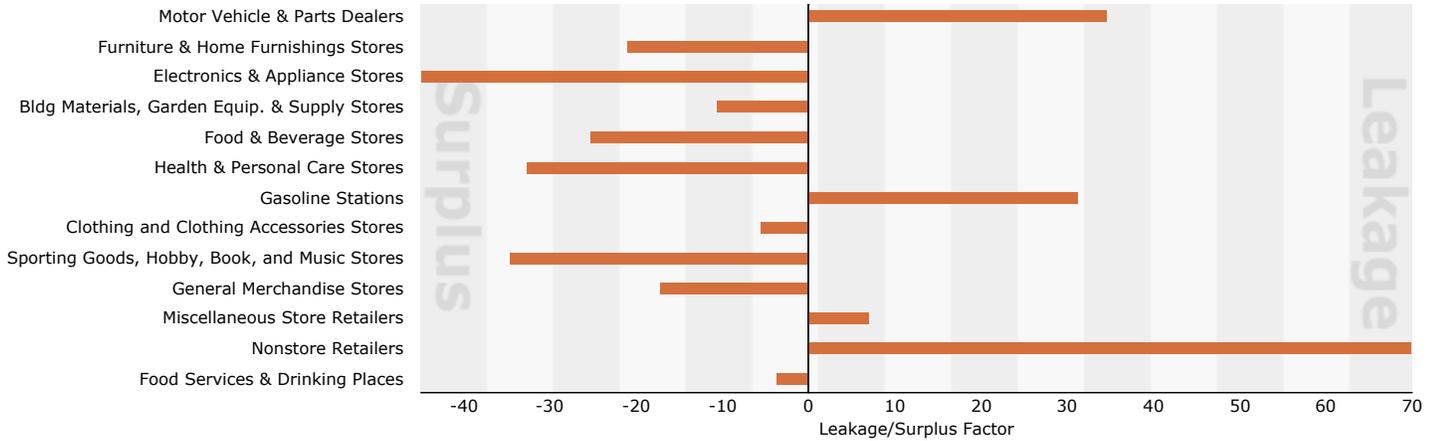


Retail MarketPlace Profile

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Demographic Summary	2010	2015
Population	2,012	2,022
Total Number of Adults	1,719	1,738
Households	1,081	1,091
Median Household Income	\$34,402	\$45,779

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	712	41.4%	83
Bought any women's apparel in last 12 months	806	46.9%	103
Bought apparel for child <13 in last 6 months	380	22.1%	78
Bought any shoes in last 12 months	820	47.7%	92
Bought costume jewelry in last 12 months	352	20.5%	98
Bought any fine jewelry in last 12 months	423	24.6%	112
Bought a watch in last 12 months	303	17.6%	91
Automobiles (Households)			
HH owns/leases any vehicle	864	79.9%	93
HH bought/leased new vehicle last 12 mo	108	10.0%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,442	83.9%	96
Bought/changed motor oil in last 12 months	805	46.8%	90
Had tune-up in last 12 months	458	26.6%	85
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,002	58.3%	94
Drank regular cola in last 6 months	790	46.0%	90
Drank beer/ale in last 6 months	729	42.4%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	229	13.3%	104
Bought film in last 12 months	333	19.4%	101
Bought digital camera in last 12 months	121	7.0%	103
Bought memory card for camera in last 12 months	128	7.4%	97
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	553	32.2%	91
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	373	21.7%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	531	30.9%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	309	18.0%	85
Computers (Households)			
HH owns a personal computer	714	66.1%	89
Spent <\$500 on most recent home PC purchase	97	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	192	17.8%	99
Spent \$1000-\$1499 on most recent home PC purchase	130	12.0%	92
Spent \$1500-\$1999 on most recent home PC purchase	59	5.5%	77
Spent \$2000+ on most recent home PC purchase	52	4.8%	77

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	987	57.4%	95
Bought cigarettes at convenience store in last 30 days	246	14.3%	92
Bought gas at convenience store in last 30 days	526	30.6%	91
Spent at convenience store in last 30 days: <\$20	143	8.3%	86
Spent at convenience store in last 30 days: \$20-39	209	12.2%	119
Spent at convenience store in last 30 days: \$40+	554	32.2%	90
Entertainment (Adults)			
Attended movies in last 6 months	975	56.7%	96
Went to live theater in last 12 months	227	13.2%	100
Went to a bar/night club in last 12 months	311	18.1%	95
Dined out in last 12 months	836	48.6%	99
Gambled at a casino in last 12 months	301	17.5%	109
Visited a theme park in last 12 months	316	18.4%	86
DVDs rented in last 30 days: 1	24	1.4%	53
DVDs rented in last 30 days: 2	67	3.9%	84
DVDs rented in last 30 days: 3	54	3.1%	98
DVDs rented in last 30 days: 4	59	3.4%	89
DVDs rented in last 30 days: 5+	213	12.4%	94
DVDs purchased in last 30 days: 1	52	3.0%	61
DVDs purchased in last 30 days: 2	74	4.3%	91
DVDs purchased in last 30 days: 3-4	43	2.5%	54
DVDs purchased in last 30 days: 5+	67	3.9%	75
Spent on toys/games in last 12 months: <\$50	103	6.0%	98
Spent on toys/games in last 12 months: \$50-\$99	28	1.6%	59
Spent on toys/games in last 12 months: \$100-\$199	108	6.3%	87
Spent on toys/games in last 12 months: \$200-\$499	213	12.4%	114
Spent on toys/games in last 12 months: \$500+	97	5.6%	98
Financial (Adults)			
Have home mortgage (1st)	266	15.5%	81
Used ATM/cash machine in last 12 months	837	48.7%	96
Own any stock	205	11.9%	130
Own U.S. savings bond	126	7.3%	107
Own shares in mutual fund (stock)	159	9.3%	98
Own shares in mutual fund (bonds)	127	7.4%	125
Used full service brokerage firm in last 12 months	163	9.5%	153
Have savings account	619	36.0%	99
Have 401K retirement savings	218	12.7%	72
Did banking over the Internet in last 12 months	406	23.6%	87
Own any credit/debit card (in own name)	1,359	79.1%	107
Avg monthly credit card expenditures: <\$111	243	14.1%	102
Avg monthly credit card expenditures: \$111-225	140	8.1%	105
Avg monthly credit card expenditures: \$226-450	145	8.4%	113
Avg monthly credit card expenditures: \$451-700	107	6.2%	98
Avg monthly credit card expenditures: \$701+	257	15.0%	112

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

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Latitude: 39.16156

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,249	72.7%	102
Used bread in last 6 months	1,672	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,288	74.9%	97
Used fish/seafood (fresh or frozen) in last 6 months	971	56.5%	107
Used fresh fruit/vegetables in last 6 months	1,518	88.3%	101
Used fresh milk in last 6 months	1,568	91.2%	100
Health (Adults)			
Exercise at home 2+ times per week	518	30.1%	100
Exercise at club 2+ times per week	180	10.5%	85
Visited a doctor in last 12 months	1,392	81.0%	104
Used vitamin/dietary supplement in last 6 months	914	53.2%	110
Home (Households)			
Any home improvement in last 12 months	334	30.9%	98
Used housekeeper/maid/prof HH cleaning service in the last 12 months	232	21.5%	138
Purchased any HH furnishing in last 12 months	305	28.2%	94
Purchased bedding/bath goods in last 12 months	596	55.1%	101
Purchased cooking/serving product in last 12 months	283	26.2%	95
Bought any kitchen appliance in last 12 months	198	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	822	47.8%	100
Have medical/hospital/accident insurance	1,343	78.1%	109
Carry homeowner insurance	870	50.6%	96
Carry renter insurance	146	8.5%	138
Have auto/other vehicle insurance	1,429	83.1%	100
Pets (Households)			
HH owns any pet	412	38.1%	74
HH owns any cat	201	18.6%	77
HH owns any dog	277	25.6%	68
Reading Materials (Adults)			
Bought book in last 12 months	869	50.6%	101
Read any daily newspaper	879	51.1%	123
Heavy magazine reader	282	16.4%	82
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,269	73.8%	102
Went to family restaurant/steak house last mo: <2 times	416	24.2%	94
Went to family restaurant/steak house last mo: 2-4 times	480	27.9%	103
Went to family restaurant/steak house last mo: 5+ times	373	21.7%	112
Went to fast food/drive-in restaurant in last 6 mo	1,494	86.9%	98
Went to fast food/drive-in restaurant <6 times/mo	638	37.1%	106
Went to fast food/drive-in restaurant 6-13 times/mo	475	27.6%	95
Went to fast food/drive-in restaurant 14+ times/mo	382	22.2%	89
Fast food/drive-in last 6 mo: eat in	641	37.3%	99
Fast food/drive-in last 6 mo: home delivery	137	8.0%	76
Fast food/drive-in last 6 mo: take-out/drive-thru	807	46.9%	90
Fast food/drive-in last 6 mo: take-out/walk-in	370	21.5%	87

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	719	66.5%	103
HH average monthly long distance phone bill: <\$16	313	29.0%	105
HH average monthly long distance phone bill: \$16-25	123	11.4%	100
HH average monthly long distance phone bill: \$26-59	110	10.2%	111
HH average monthly long distance phone bill: \$60+	49	4.5%	102
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	250	23.1%	118
HH owns 2 TVs	320	29.6%	113
HH owns 3 TVs	228	21.1%	94
HH owns 4+ TVs	176	16.3%	77
HH subscribes to cable TV	804	74.4%	128
HH Purchased audio equipment in last 12 months	101	9.3%	96
HH Purchased CD player in last 12 months	52	4.8%	124
HH Purchased DVD player in last 12 months	110	10.2%	105
HH Purchased MP3 player in last 12 months	158	9.2%	90
HH Purchased video game system in last 12 months	61	5.6%	52
Travel (Adults)			
Domestic travel in last 12 months	896	52.1%	100
Took 3+ domestic trips in last 12 months	258	15.0%	101
Spent on domestic vacations last 12 mo: <\$1000	217	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	113	6.6%	98
Spent on domestic vacations last 12 mo: \$1500-\$1999	67	3.9%	96
Spent on domestic vacations last 12 mo: \$2000-\$2999	66	3.8%	93
Spent on domestic vacations last 12 mo: \$3000+	82	4.8%	94
Foreign travel in last 3 years	431	25.1%	97
Took 3+ foreign trips by plane in last 3 years	76	4.4%	93
Spent on foreign vacations last 12 mo: <\$1000	110	6.4%	107
Spent on foreign vacations last 12 mo: \$1000-\$2999	63	3.7%	90
Spent on foreign vacations last 12 mo: \$3000+	91	5.3%	108
Stayed 1+ nights at hotel/motel in last 12 months	628	36.5%	90

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Demographic Summary	2010	2015
Population	28,449	29,350
Total Number of Adults	21,288	22,015
Households	11,187	11,577
Median Household Income	\$69,085	\$79,275

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	11,127	52.3%	105
Bought any women's apparel in last 12 months	10,312	48.4%	106
Bought apparel for child <13 in last 6 months	6,422	30.2%	106
Bought any shoes in last 12 months	11,628	54.6%	105
Bought costume jewelry in last 12 months	4,895	23.0%	110
Bought any fine jewelry in last 12 months	5,030	23.6%	107
Bought a watch in last 12 months	4,010	18.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	10,150	90.7%	105
HH bought/leased new vehicle last 12 mo	1,271	11.4%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,560	91.9%	106
Bought/changed motor oil in last 12 months	11,207	52.6%	101
Had tune-up in last 12 months	7,042	33.1%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,667	64.2%	104
Drank regular cola in last 6 months	10,407	48.9%	96
Drank beer/ale in last 6 months	9,673	45.4%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,864	13.5%	105
Bought film in last 12 months	4,249	20.0%	104
Bought digital camera in last 12 months	1,643	7.7%	113
Bought memory card for camera in last 12 months	1,868	8.8%	115
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	7,867	37.0%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,572	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,228	34.0%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	5,145	24.2%	114
Computers (Households)			
HH owns a personal computer	9,150	81.8%	111
Spent <\$500 on most recent home PC purchase	990	8.9%	102
Spent \$500-\$999 on most recent home PC purchase	2,267	20.3%	113
Spent \$1000-\$1499 on most recent home PC purchase	1,665	14.9%	114
Spent \$1500-\$1999 on most recent home PC purchase	870	7.8%	110
Spent \$2000+ on most recent home PC purchase	825	7.4%	119

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,300	62.5%	104
Bought cigarettes at convenience store in last 30 days	3,133	14.7%	94
Bought gas at convenience store in last 30 days	7,457	35.0%	104
Spent at convenience store in last 30 days: <\$20	2,132	10.0%	104
Spent at convenience store in last 30 days: \$20-39	2,311	10.9%	107
Spent at convenience store in last 30 days: \$40+	7,782	36.6%	102
Entertainment (Adults)			
Attended movies in last 6 months	13,236	62.2%	106
Went to live theater in last 12 months	3,317	15.6%	119
Went to a bar/night club in last 12 months	4,577	21.5%	113
Dined out in last 12 months	11,768	55.3%	112
Gambled at a casino in last 12 months	3,831	18.0%	112
Visited a theme park in last 12 months	5,151	24.2%	113
DVDs rented in last 30 days: 1	614	2.9%	109
DVDs rented in last 30 days: 2	1,150	5.4%	117
DVDs rented in last 30 days: 3	770	3.6%	113
DVDs rented in last 30 days: 4	895	4.2%	109
DVDs rented in last 30 days: 5+	3,232	15.2%	115
DVDs purchased in last 30 days: 1	1,167	5.5%	110
DVDs purchased in last 30 days: 2	1,095	5.1%	109
DVDs purchased in last 30 days: 3-4	1,006	4.7%	102
DVDs purchased in last 30 days: 5+	945	4.4%	85
Spent on toys/games in last 12 months: <\$50	1,346	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	614	2.9%	105
Spent on toys/games in last 12 months: \$100-\$199	1,555	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	2,615	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,507	7.1%	123
Financial (Adults)			
Have home mortgage (1st)	5,317	25.0%	130
Used ATM/cash machine in last 12 months	12,401	58.3%	115
Own any stock	2,521	11.8%	129
Own U.S. savings bond	1,695	8.0%	116
Own shares in mutual fund (stock)	2,582	12.1%	129
Own shares in mutual fund (bonds)	1,674	7.9%	133
Used full service brokerage firm in last 12 months	1,645	7.7%	125
Have savings account	9,034	42.4%	117
Have 401K retirement savings	4,810	22.6%	127
Did banking over the Internet in last 12 months	7,180	33.7%	124
Own any credit/debit card (in own name)	17,338	81.4%	110
Avg monthly credit card expenditures: <\$111	2,971	14.0%	101
Avg monthly credit card expenditures: \$111-225	1,779	8.4%	107
Avg monthly credit card expenditures: \$226-450	1,798	8.4%	113
Avg monthly credit card expenditures: \$451-700	1,587	7.5%	117
Avg monthly credit card expenditures: \$701+	3,706	17.4%	130

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,754	74.0%	104
Used bread in last 6 months	20,696	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	17,032	80.0%	103
Used fish/seafood (fresh or frozen) in last 6 months	11,938	56.1%	106
Used fresh fruit/vegetables in last 6 months	19,160	90.0%	103
Used fresh milk in last 6 months	19,701	92.5%	102
Health (Adults)			
Exercise at home 2+ times per week	7,092	33.3%	111
Exercise at club 2+ times per week	3,135	14.7%	120
Visited a doctor in last 12 months	17,369	81.6%	105
Used vitamin/dietary supplement in last 6 months	11,143	52.3%	108
Home (Households)			
Any home improvement in last 12 months	4,147	37.1%	117
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,052	18.3%	118
Purchased any HH furnishing in last 12 months	3,655	32.7%	109
Purchased bedding/bath goods in last 12 months	6,294	56.3%	103
Purchased cooking/serving product in last 12 months	3,280	29.3%	107
Bought any kitchen appliance in last 12 months	2,093	18.7%	107
Insurance (Adults)			
Currently carry any life insurance	11,601	54.5%	114
Have medical/hospital/accident insurance	16,548	77.7%	108
Carry homeowner insurance	12,984	61.0%	115
Carry renter insurance	1,227	5.8%	94
Have auto/other vehicle insurance	18,899	88.8%	107
Pets (Households)			
HH owns any pet	6,340	56.7%	110
HH owns any cat	2,902	25.9%	108
HH owns any dog	4,644	41.5%	110
Reading Materials (Adults)			
Bought book in last 12 months	11,997	56.4%	112
Read any daily newspaper	9,390	44.1%	106
Heavy magazine reader	4,472	21.0%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	16,615	78.0%	108
Went to family restaurant/steak house last mo: <2 times	5,579	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	6,269	29.4%	109
Went to family restaurant/steak house last mo: 5+ times	4,767	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	19,263	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	7,497	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/mo	6,250	29.4%	101
Went to fast food/drive-in restaurant 14+ times/mo	5,516	25.9%	104
Fast food/drive-in last 6 mo: eat in	8,058	37.9%	101
Fast food/drive-in last 6 mo: home delivery	2,255	10.6%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	11,962	56.2%	107
Fast food/drive-in last 6 mo: take-out/walk-in	5,437	25.5%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	7,870	70.4%	109
HH average monthly long distance phone bill: <\$16	3,319	29.7%	107
HH average monthly long distance phone bill: \$16-25	1,345	12.0%	105
HH average monthly long distance phone bill: \$26-59	1,081	9.7%	106
HH average monthly long distance phone bill: \$60+	533	4.8%	107
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,703	15.2%	77
HH owns 2 TVs	2,903	26.0%	99
HH owns 3 TVs	2,721	24.3%	108
HH owns 4+ TVs	2,860	25.6%	122
HH subscribes to cable TV	7,309	65.3%	113
HH Purchased audio equipment in last 12 months	1,101	9.8%	101
HH Purchased CD player in last 12 months	454	4.1%	105
HH Purchased DVD player in last 12 months	1,192	10.7%	110
HH Purchased MP3 player in last 12 months	2,538	11.9%	117
HH Purchased video game system in last 12 months	1,325	11.8%	110
Travel (Adults)			
Domestic travel in last 12 months	12,807	60.2%	115
Took 3+ domestic trips in last 12 months	3,685	17.3%	117
Spent on domestic vacations last 12 mo: <\$1000	2,870	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,730	8.1%	121
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,092	5.1%	126
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,070	5.0%	121
Spent on domestic vacations last 12 mo: \$3000+	1,435	6.7%	133
Foreign travel in last 3 years	6,526	30.7%	119
Took 3+ foreign trips by plane in last 3 years	1,206	5.7%	119
Spent on foreign vacations last 12 mo: <\$1000	1,471	6.9%	116
Spent on foreign vacations last 12 mo: \$1000-\$2999	961	4.5%	111
Spent on foreign vacations last 12 mo: \$3000+	1,240	5.8%	119
Stayed 1+ nights at hotel/motel in last 12 months	10,132	47.6%	117

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary	2010	2015
Population	79,641	82,822
Total Number of Adults	58,658	61,089
Households	30,008	31,306
Median Household Income	\$74,362	\$82,299

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	31,182	53.2%	106
Bought any women's apparel in last 12 months	28,235	48.1%	106
Bought apparel for child <13 in last 6 months	18,076	30.8%	108
Bought any shoes in last 12 months	32,493	55.4%	106
Bought costume jewelry in last 12 months	13,587	23.2%	111
Bought any fine jewelry in last 12 months	13,608	23.2%	105
Bought a watch in last 12 months	11,329	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	27,551	91.8%	107
HH bought/leased new vehicle last 12 mo	3,641	12.1%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,079	92.2%	106
Bought/changed motor oil in last 12 months	30,891	52.7%	101
Had tune-up in last 12 months	19,686	33.6%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,260	65.2%	105
Drank regular cola in last 6 months	28,669	48.9%	96
Drank beer/ale in last 6 months	26,863	45.8%	108
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,996	13.6%	106
Bought film in last 12 months	11,420	19.5%	102
Bought digital camera in last 12 months	4,711	8.0%	117
Bought memory card for camera in last 12 months	5,280	9.0%	118
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	21,841	37.2%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	12,537	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,854	33.8%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	14,743	25.1%	119
Computers (Households)			
HH owns a personal computer	25,142	83.8%	113
Spent <\$500 on most recent home PC purchase	2,629	8.8%	101
Spent \$500-\$999 on most recent home PC purchase	6,102	20.3%	114
Spent \$1000-\$1499 on most recent home PC purchase	4,682	15.6%	120
Spent \$1500-\$1999 on most recent home PC purchase	2,501	8.3%	118
Spent \$2000+ on most recent home PC purchase	2,277	7.6%	122

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,751	62.7%	104
Bought cigarettes at convenience store in last 30 days	8,185	14.0%	89
Bought gas at convenience store in last 30 days	20,497	34.9%	104
Spent at convenience store in last 30 days: <\$20	5,982	10.2%	106
Spent at convenience store in last 30 days: \$20-39	6,290	10.7%	105
Spent at convenience store in last 30 days: \$40+	21,340	36.4%	101
Entertainment (Adults)			
Attended movies in last 6 months	37,457	63.9%	109
Went to live theater in last 12 months	9,604	16.4%	125
Went to a bar/night club in last 12 months	12,461	21.2%	111
Dined out in last 12 months	32,837	56.0%	114
Gambled at a casino in last 12 months	10,739	18.3%	114
Visited a theme park in last 12 months	14,751	25.1%	117
DVDs rented in last 30 days: 1	1,732	3.0%	112
DVDs rented in last 30 days: 2	3,175	5.4%	117
DVDs rented in last 30 days: 3	2,122	3.6%	113
DVDs rented in last 30 days: 4	2,505	4.3%	110
DVDs rented in last 30 days: 5+	9,121	15.5%	118
DVDs purchased in last 30 days: 1	3,349	5.7%	115
DVDs purchased in last 30 days: 2	3,159	5.4%	114
DVDs purchased in last 30 days: 3-4	2,710	4.6%	100
DVDs purchased in last 30 days: 5+	2,716	4.6%	89
Spent on toys/games in last 12 months: <\$50	3,789	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	1,604	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	4,251	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	7,133	12.2%	112
Spent on toys/games in last 12 months: \$500+	4,219	7.2%	125
Financial (Adults)			
Have home mortgage (1st)	15,328	26.1%	136
Used ATM/cash machine in last 12 months	34,990	59.7%	117
Own any stock	7,000	11.9%	130
Own U.S. savings bond	4,716	8.0%	117
Own shares in mutual fund (stock)	7,377	12.6%	134
Own shares in mutual fund (bonds)	4,607	7.9%	132
Used full service brokerage firm in last 12 months	4,622	7.9%	127
Have savings account	25,152	42.9%	118
Have 401K retirement savings	13,794	23.5%	133
Did banking over the Internet in last 12 months	20,451	34.9%	128
Own any credit/debit card (in own name)	48,060	81.9%	111
Avg monthly credit card expenditures: <\$111	8,153	13.9%	100
Avg monthly credit card expenditures: \$111-225	4,824	8.2%	106
Avg monthly credit card expenditures: \$226-450	5,021	8.6%	115
Avg monthly credit card expenditures: \$451-700	4,439	7.6%	119
Avg monthly credit card expenditures: \$701+	10,716	18.3%	137

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	43,482	74.1%	104
Used bread in last 6 months	57,069	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	46,956	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	32,973	56.2%	106
Used fresh fruit/vegetables in last 6 months	52,728	89.9%	103
Used fresh milk in last 6 months	54,357	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	19,612	33.4%	111
Exercise at club 2+ times per week	9,157	15.6%	127
Visited a doctor in last 12 months	47,418	80.8%	104
Used vitamin/dietary supplement in last 6 months	30,863	52.6%	108
Home (Households)			
Any home improvement in last 12 months	11,302	37.7%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,626	18.7%	120
Purchased any HH furnishing in last 12 months	9,918	33.1%	110
Purchased bedding/bath goods in last 12 months	16,962	56.5%	103
Purchased cooking/serving product in last 12 months	8,718	29.1%	106
Bought any kitchen appliance in last 12 months	5,655	18.8%	108
Insurance (Adults)			
Currently carry any life insurance	32,245	55.0%	115
Have medical/hospital/accident insurance	45,767	78.0%	109
Carry homeowner insurance	36,596	62.4%	118
Carry renter insurance	3,387	5.8%	94
Have auto/other vehicle insurance	52,458	89.4%	108
Pets (Households)			
HH owns any pet	17,225	57.4%	111
HH owns any cat	7,747	25.8%	107
HH owns any dog	12,728	42.4%	112
Reading Materials (Adults)			
Bought book in last 12 months	33,264	56.7%	113
Read any daily newspaper	25,671	43.8%	106
Heavy magazine reader	12,572	21.4%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	46,029	78.5%	109
Went to family restaurant/steak house last mo: <2 times	15,486	26.4%	103
Went to family restaurant/steak house last mo: 2-4 times	17,540	29.9%	111
Went to family restaurant/steak house last mo: 5+ times	13,004	22.2%	114
Went to fast food/drive-in restaurant in last 6 mo	53,243	90.8%	102
Went to fast food/drive-in restaurant <6 times/mo	20,270	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/mo	17,489	29.8%	103
Went to fast food/drive-in restaurant 14+ times/mo	15,482	26.4%	106
Fast food/drive-in last 6 mo: eat in	22,729	38.7%	103
Fast food/drive-in last 6 mo: home delivery	6,557	11.2%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	33,283	56.7%	108
Fast food/drive-in last 6 mo: take-out/walk-in	15,276	26.0%	106

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156

Longitude: -84.27676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	21,320	71.0%	110
HH average monthly long distance phone bill: <\$16	8,965	29.9%	108
HH average monthly long distance phone bill: \$16-25	3,653	12.2%	107
HH average monthly long distance phone bill: \$26-59	3,047	10.2%	111
HH average monthly long distance phone bill: \$60+	1,413	4.7%	106
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,370	14.6%	74
HH owns 2 TVs	7,587	25.3%	96
HH owns 3 TVs	7,311	24.4%	109
HH owns 4+ TVs	8,001	26.7%	127
HH subscribes to cable TV	19,284	64.3%	111
HH Purchased audio equipment in last 12 months	3,013	10.0%	103
HH Purchased CD player in last 12 months	1,237	4.1%	107
HH Purchased DVD player in last 12 months	3,129	10.4%	107
HH Purchased MP3 player in last 12 months	7,023	12.0%	118
HH Purchased video game system in last 12 months	3,870	12.9%	120
Travel (Adults)			
Domestic travel in last 12 months	35,995	61.4%	118
Took 3+ domestic trips in last 12 months	10,799	18.4%	124
Spent on domestic vacations last 12 mo: <\$1000	7,887	13.4%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,806	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,094	5.3%	129
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,080	5.3%	127
Spent on domestic vacations last 12 mo: \$3000+	4,029	6.9%	136
Foreign travel in last 3 years	18,637	31.8%	123
Took 3+ foreign trips by plane in last 3 years	3,587	6.1%	129
Spent on foreign vacations last 12 mo: <\$1000	4,208	7.2%	120
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,657	4.5%	111
Spent on foreign vacations last 12 mo: \$3000+	3,723	6.3%	130
Stayed 1+ nights at hotel/motel in last 12 months	28,660	48.9%	120

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015	
Population		2,012	2,022	
Population 18+		1,719	1,738	
Households		1,081	1,091	
Median Household Income		\$34,402	\$45,779	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		714	66.0%	89
Purchased home PC in last 12 months		136	12.6%	80
Purchased home PC 1-2 years ago		240	22.2%	99
Purchased home PC 3-4 years ago		194	18.0%	92
Purchased home PC 5+ years ago		91	8.4%	90
Spent <\$500 on home PC (most recent purchase)		97	8.9%	104
Spent \$500-999 on home PC (most recent purchase)		192	17.8%	99
Spent \$1000-1499 on home PC (most recent purchase)		130	12.0%	92
Spent \$1500-1999 on home PC (most recent purchase)		59	5.5%	77
Spent \$2000+ on home PC (most recent purchase)		52	4.8%	77
Purchased home PC at computer superstore		115	10.6%	83
Purchased home PC at department store		54	5.0%	101
Purchased home PC direct from manufacturer		144	13.3%	96
Purchased home PC at electronics store		99	9.1%	83
Purchased home PC on Internet		77	7.1%	83
Purchased home PC at warehouse discount outlet		19	1.7%	80
HH owns desktop PC		549	50.8%	88
HH owns laptop/notebook/tablet PC		277	25.7%	82
HH owns any Apple/Apple Mac clone brand PC		60	5.6%	89
HH owns any IBM/IBM compatible brand PC		648	59.9%	89
Brand of PC that HH owns: Compaq		97	9.0%	106
Brand of PC that HH owns: Dell		302	28.0%	91
Brand of PC that HH owns: Gateway		62	5.7%	86
Brand of PC that HH owns: Hewlett Packard		114	10.6%	68
Brand of PC that HH owns: Sony Vaio		24	2.3%	76
Child (under 18) uses home PC		143	13.2%	63
HH owns CD burner		356	32.9%	89
HH owns CD ROM drive		360	33.3%	85
HH owns DVD drive		231	21.4%	86
HH owns DVD-RW (DVD burner)		177	16.4%	80
HH owns external hard drive		133	12.3%	87
HH owns flash drive		185	17.1%	83
HH owns LAN/network interface card		88	8.1%	73
HH owns inkjet printer		409	37.8%	89
HH owns laser printer		122	11.3%	82
HH owns modem/fax modem		193	17.9%	86
HH owns removable cartridge storage device		59	5.5%	94
HH owns scanner		269	24.8%	87
HH owns PC speakers		400	37.0%	89
HH owns tape backup		35	3.2%	122
HH owns webcam		112	10.4%	91
HH owns software: accounting		74	6.8%	77
HH owns software: communications/fax		62	5.7%	70
HH owns software: database/filing		81	7.5%	92
HH owns software: desktop publishing		106	9.8%	81

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	93	8.6%	86
HH owns software: entertainment/games	274	25.3%	87
HH owns software: online meeting/conference	29	2.6%	94
HH owns software: personal finance/tax prep	130	12.1%	85
HH owns software: presentation graphics	62	5.7%	72
HH owns software: multimedia	128	11.9%	77
HH owns software: networking	110	10.2%	91
HH owns software: security/anti-virus	246	22.8%	81
HH owns software: spreadsheet	209	19.4%	84
HH owns software: utility	69	6.4%	90
HH owns software: web authoring	38	3.5%	102
HH owns software: word processing	326	30.2%	90
Spent \$500+ on software for home PC in last 12 mo	32	2.9%	124
Purchased computer book in last 12 months	46	4.2%	99
HH owns fax machine	61	5.6%	94
Purchased audio equipment in last 12 months	101	9.3%	96
Purchased headphones in last 12 months	44	4.1%	102
HH owns camcorder	118	10.9%	56
Purchased camcorder in last 12 months	21	1.9%	91
HH owns CD player	508	47.0%	102
Purchased CD player in last 12 months	52	4.8%	124
HH owns DVD player	659	60.9%	92
Purchased DVD player in last 12 months	110	10.2%	105
HH owns 1 TV	250	23.2%	118
HH owns 2 TVs	320	29.6%	113
HH owns 3 TVs	228	21.1%	94
HH owns 4+ TVs	176	16.3%	77
HH owns miniature screen TV (<13 in)	75	6.9%	88
Most recent TV purchase: miniature screen (<13 in)	29	2.7%	97
HH owns regular screen TV (13-26 in)	492	45.5%	105
Most recent TV purchase: regular screen (13-26 in)	282	26.1%	112
HH owns large screen TV (27-35 in)	514	47.6%	102
Most recent TV purchase: large screen (27-35 in)	369	34.2%	108
HH owns big screen TV (36-42 in)	157	14.5%	77
Most recent TV purchase: big screen (36-42 in)	127	11.8%	83
HH owns giant screen TV (over 42 in)	120	11.1%	78
Most recent TV purchase: giant screen (over 42 in)	104	9.6%	86
HH owns LCD TV	217	20.0%	105
HH owns plasma TV	65	6.1%	73
HH owns projection TV	40	3.7%	68
HH owns video game system	260	24.0%	72
Purchased video game system in last 12 months	61	5.6%	52
HH owns video game system: handheld	110	10.2%	66
HH owns video game system: attached to TV/computer	222	20.5%	69
HH owns video game system: Game Boy	37	3.4%	50
HH owns video game system: Game Boy Advance/SP	52	4.8%	73
HH owns video game system: Nintendo DS	45	4.2%	55

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

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Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	33	3.1%	61
HH owns video game system: Nintendo Wii	51	4.7%	70
HH owns video game system: PlayStation 2	134	12.4%	75
HH owns video game system: PlayStation 3	36	3.3%	92
HH owns video game system: Sony PlayStation/PS One	33	3.0%	76
HH owns video game system: Sony PSP	23	2.1%	73
HH owns video game system: Xbox	51	4.7%	79
HH owns video game system: Xbox 360	47	4.3%	67
HH purchased 5+ video games in last 12 months	43	3.9%	61
HH spent \$101+ on video games in last 12 months	45	4.2%	52
Owns MP3 player	395	23.0%	86
Purchased MP3 player in last 12 months	158	9.2%	90
Owns Apple iPod	166	9.7%	87
Purchased Apple iPod in last 12 months	52	3.0%	89
Have any access to the Internet	1,484	86.3%	102
Have access to Internet: at home	1,139	66.2%	94
Have access to Internet: at work	516	30.0%	80
Have access to Internet: at school/library	500	29.1%	115
Have access to Internet: not hm/work/school/library	313	18.2%	94
Use Internet less than once a week	92	5.4%	134
Use Internet 1-2 times per week	89	5.2%	94
Use Internet 3-6 times per week	123	7.2%	89
Use Internet once a day	180	10.5%	95
Use Internet 2-4 times per day	288	16.8%	95
Use Internet 5 or more times per day	390	22.7%	91
Any Internet or online usage in last 30 days	1,163	67.7%	96
Used Internet in last 30 days: at home	1,011	58.8%	95
Used Internet in last 30 days: at work	410	23.9%	75
Used Internet in last 30 days: at school/library	120	7.0%	91
Used Internet/30 days: not home/work/school/library	145	8.4%	91
Internet last 30 days: used email	1,021	59.4%	95
Internet last 30 days: used Instant Messenger	399	23.2%	92
Internet last 30 days: paid bills online	546	31.7%	97
Internet last 30 days: visited online blog	160	9.3%	97
Internet last 30 days: wrote online blog	67	3.9%	105
Internet last 30 days: visited chat room	80	4.6%	100
Internet last 30 days: looked for employment	152	8.8%	67
Internet last 30 days: played games online	385	22.4%	107
Internet last 30 days: traded/tracked investments	180	10.5%	94
Internet last 30 days: downloaded music	315	18.3%	100
Internet last 30 days: made phone call	65	3.8%	103
Internet last 30 days: made personal purchase	508	29.5%	96
Internet last 30 days: made business purchase	150	8.7%	92
Internet last 30 days: made travel plans	251	14.6%	85
Internet last 30 days: watched online video	315	18.3%	95
Internet last 30 days: obtained new/used car info	173	10.1%	114
Internet last 30 days: obtained financial info	408	23.8%	99
Internet last 30 days: obtained medical info	286	16.6%	100
Internet last 30 days: obtained latest news	626	36.4%	95
Internet last 30 days: obtained real estate info	162	9.4%	88

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	392	22.8%	98
Ordered anything on Internet in last 12 months	533	31.0%	90
Ordered on Internet/12 mo: airline ticket	221	12.9%	77
Ordered on Internet/12 mo: CD/tape	94	5.5%	125
Ordered on Internet/12 mo: clothing	234	13.6%	94
Ordered on Internet/12 mo: computer	58	3.4%	99
Ordered on Internet/12 mo: computer peripheral	72	4.2%	96
Ordered on Internet/12 mo: DVD	137	7.9%	121
Ordered on Internet/12 mo: flowers	92	5.3%	115
Ordered on Internet/12 mo: software	90	5.2%	92
Ordered on Internet/12 mo: tickets (concerts etc.)	149	8.7%	90
Ordered on Internet/12 mo: toy	97	5.6%	113
Purchased item from amazon.com in last 12 months	224	13.0%	93
Purchased item from barnes&noble.com in last 12 mo	63	3.7%	114
Purchased item from bestbuy.com in last 12 months	52	3.0%	120
Purchased item from ebay.com in last 12 months	117	6.8%	73
Purchased item from walmart.com in last 12 months	69	4.0%	98
Spent on Internet orders last 12 months: <\$100	60	3.5%	64
Spent on Internet orders last 12 months: \$100-199	99	5.8%	107
Spent on Internet orders last 12 months: \$200-499	130	7.5%	90
Spent on Internet orders last 12 months: \$500+	210	12.2%	84
Connection to Internet from home: dial-up modem	129	7.5%	90
Connection to Internet from home: cable modem	493	28.7%	107
Connection to Internet from home: DSL	368	21.4%	87
Connection to Internet from home: wireless	192	11.2%	81
Connection to Internet from home: any broadband	964	56.1%	95
DVDs rented in last 30 days: 1	24	1.4%	53
DVDs rented in last 30 days: 2	67	3.9%	84
DVDs rented in last 30 days: 3	54	3.1%	98
DVDs rented in last 30 days: 4	59	3.4%	89
DVDs rented in last 30 days: 5+	213	12.4%	94
Rented video tape/DVD last month: action/adventure	290	16.8%	83
Rented video tape/DVD last month: classic	93	5.4%	104
Rented video tape/DVD last month: comedy	308	17.9%	87
Rented video tape/DVD last month: drama	224	13.0%	96
Rented video tape/DVD last month: family/children	142	8.2%	93
Rented video tape/DVD last month: foreign	45	2.6%	132
Rented video tape/DVD last month: horror	128	7.4%	100
Rented video tape/DVD last month: romance	139	8.1%	108
Rented video tape/DVD last month: science fiction	64	3.7%	70
Rented video tape/DVD last mo at Blockbuster Video	187	10.9%	90
Rented video tape/DVD last mo at Hollywood Video	44	2.6%	62
Bought video tape/DVD last month: action/adventure	101	5.9%	70
Bought video tape/DVD last month: classic	33	1.9%	71
Bought video tape/DVD last month: comedy	94	5.5%	68
Bought video tape/DVD last month: drama	47	2.7%	63
Bought video tape/DVD last month: family/children	75	4.3%	74
Bought video tape/DVD last month: horror	41	2.4%	76
Bought video tape/DVD last month: romance	44	2.6%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	40	2.3%	93
Bought blank video tape in last 6 months	195	11.3%	100
Bought 7+ blank video tapes in last 6 months	46	2.7%	103
DVDs purchased in last 30 days: 1	52	3.1%	61
DVDs purchased in last 30 days: 2	74	4.3%	91
DVDs purchased in last 30 days: 3-4	43	2.5%	54
DVDs purchased in last 30 days: 5+	67	3.9%	75
Bought any camera in last 12 months	229	13.3%	104
Spent on cameras in last 12 months: <\$100	78	4.5%	102
Spent on cameras in last 12 months: \$100-199	66	3.8%	127
Spent on cameras in last 12 months: \$200+	60	3.5%	88
Own APS (point & shoot or SLR) camera	66	3.9%	139
Own digital camera	495	28.8%	87
Bought digital camera in last 12 months	121	7.0%	103
Own digital point & shoot camera	371	21.6%	87
Bought digital point & shoot camera in last 12 mo	91	5.3%	107
Own digital SLR camera	138	8.0%	87
Bought digital SLR camera in last 12 months	37	2.1%	96
Own 35mm auto focus point & shoot camera	92	5.4%	114
Own 35mm auto focus single lens reflex camera	48	2.8%	117
Own 35mm auto focus zoom camera	77	4.5%	80
Own 35mm single lens reflex camera	70	4.1%	136
Own Canon camera	246	14.3%	91
Bought Canon camera in last 12 months	22	1.3%	60
Own Fuji camera	66	3.8%	95
Own Kodak camera	200	11.6%	98
Bought Kodak camera in last 12 months	41	2.4%	80
Own Nikon camera	84	4.9%	90
Own Olympus camera	100	5.8%	128
Own Polaroid camera	44	2.5%	104
Bought any camera accessory in last 12 months	676	39.3%	92
Bought film in last 12 months	333	19.4%	101
Bought film in last 12 months: <3 rolls	154	8.9%	101
Bought film in last 12 months: 3-6 rolls	123	7.1%	114
Bought film in last 12 months: 7+ rolls	57	3.3%	78
Bought film in last 12 mo: APS (color prints)	55	3.2%	120
Bought film in last 12 mo: instant developing	29	1.7%	84
Bought film in last 12 mo: 35mm (black & white)	31	1.8%	189
Bought film in last 12 mo: 35mm (color prints)	193	11.2%	98
Bought Fuji film in last 12 months	98	5.7%	113
Bought Kodak film in last 12 months	187	10.9%	92
Bought store-brand film in last 12 months	35	2.0%	95
Purchased film in last 12 mo: department store	66	3.8%	103
Purchased film in last 12 mo: discount store	85	5.0%	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.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	105	6.1%	130
Purchased film in last 12 mo: grocery store	36	2.1%	98
Purchased film in last 12 mo: 1 hour service store	45	2.6%	103
Had film processed at discount store	53	3.1%	93
Had film processed at drug store	85	4.9%	116
Had film processed at 1 hour service store	63	3.7%	126
Bought memory card for camera in last 12 months	128	7.4%	97
Own memory card for camera	365	21.2%	86

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015	
Population		28,449	29,350	
Population 18+		21,288	22,015	
Households		11,187	11,577	
Median Household Income		\$69,085	\$79,275	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		9,150	81.8%	111
Purchased home PC in last 12 months		1,936	17.3%	110
Purchased home PC 1-2 years ago		2,906	26.0%	115
Purchased home PC 3-4 years ago		2,565	22.9%	118
Purchased home PC 5+ years ago		1,116	10.0%	107
Spent <\$500 on home PC (most recent purchase)		990	8.8%	102
Spent \$500-999 on home PC (most recent purchase)		2,267	20.3%	113
Spent \$1000-1499 on home PC (most recent purchase)		1,665	14.9%	114
Spent \$1500-1999 on home PC (most recent purchase)		870	7.8%	110
Spent \$2000+ on home PC (most recent purchase)		825	7.4%	119
Purchased home PC at computer superstore		1,692	15.1%	119
Purchased home PC at department store		526	4.7%	95
Purchased home PC direct from manufacturer		1,792	16.0%	115
Purchased home PC at electronics store		1,390	12.4%	113
Purchased home PC on Internet		1,103	9.9%	115
Purchased home PC at warehouse discount outlet		268	2.4%	109
HH owns desktop PC		7,262	64.9%	113
HH owns laptop/notebook/tablet PC		4,002	35.8%	115
HH owns any Apple/Apple Mac clone brand PC		749	6.7%	107
HH owns any IBM/IBM compatible brand PC		8,417	75.2%	112
Brand of PC that HH owns: Compaq		1,063	9.5%	112
Brand of PC that HH owns: Dell		3,900	34.9%	113
Brand of PC that HH owns: Gateway		804	7.2%	108
Brand of PC that HH owns: Hewlett Packard		2,013	18.0%	116
Brand of PC that HH owns: Sony Vaio		342	3.1%	105
Child (under 18) uses home PC		2,809	25.1%	119
HH owns CD burner		4,692	41.9%	114
HH owns CD ROM drive		4,906	43.9%	112
HH owns DVD drive		3,180	28.4%	114
HH owns DVD-RW (DVD burner)		2,617	23.4%	114
HH owns external hard drive		1,830	16.4%	115
HH owns flash drive		2,721	24.3%	118
HH owns LAN/network interface card		1,485	13.3%	120
HH owns inkjet printer		5,412	48.4%	113
HH owns laser printer		1,790	16.0%	117
HH owns modem/fax modem		2,641	23.6%	114
HH owns removable cartridge storage device		679	6.1%	105
HH owns scanner		3,715	33.2%	117
HH owns PC speakers		5,291	47.3%	114
HH owns tape backup		336	3.0%	113
HH owns webcam		1,393	12.5%	110
HH owns software: accounting		1,173	10.5%	118
HH owns software: communications/fax		1,076	9.6%	118
HH owns software: database/filing		1,034	9.2%	113
HH owns software: desktop publishing		1,603	14.3%	118

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	1,258	11.2%	112
HH owns software: entertainment/games	3,627	32.4%	112
HH owns software: online meeting/conference	357	3.2%	112
HH owns software: personal finance/tax prep	2,023	18.1%	128
HH owns software: presentation graphics	1,043	9.3%	117
HH owns software: multimedia	1,898	17.0%	111
HH owns software: networking	1,431	12.8%	114
HH owns software: security/anti-virus	3,582	32.0%	114
HH owns software: spreadsheet	3,079	27.5%	119
HH owns software: utility	911	8.1%	115
HH owns software: web authoring	438	3.9%	113
HH owns software: word processing	4,421	39.5%	117
Spent \$500+ on software for home PC in last 12 mo	302	2.7%	113
Purchased computer book in last 12 months	541	4.8%	112
HH owns fax machine	809	7.2%	120
Purchased audio equipment in last 12 months	1,101	9.8%	101
Purchased headphones in last 12 months	443	4.0%	99
HH owns camcorder	2,593	23.2%	119
Purchased camcorder in last 12 months	243	2.2%	102
HH owns CD player	5,767	51.6%	112
Purchased CD player in last 12 months	454	4.1%	105
HH owns DVD player	7,886	70.5%	106
Purchased DVD player in last 12 months	1,192	10.7%	110
HH owns 1 TV	1,703	15.2%	77
HH owns 2 TVs	2,903	26.0%	99
HH owns 3 TVs	2,721	24.3%	108
HH owns 4+ TVs	2,860	25.6%	122
HH owns miniature screen TV (<13 in)	985	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	297	2.7%	96
HH owns regular screen TV (13-26 in)	5,076	45.4%	104
Most recent TV purchase: regular screen (13-26 in)	2,483	22.2%	95
HH owns large screen TV (27-35 in)	5,540	49.5%	106
Most recent TV purchase: large screen (27-35 in)	3,502	31.3%	99
HH owns big screen TV (36-42 in)	2,424	21.7%	115
Most recent TV purchase: big screen (36-42 in)	1,758	15.7%	111
HH owns giant screen TV (over 42 in)	1,951	17.4%	123
Most recent TV purchase: giant screen (over 42 in)	1,542	13.8%	123
HH owns LCD TV	2,544	22.7%	119
HH owns plasma TV	1,045	9.3%	113
HH owns projection TV	701	6.3%	116
HH owns video game system	4,077	36.4%	109
Purchased video game system in last 12 months	1,325	11.8%	110
HH owns video game system: handheld	1,956	17.5%	114
HH owns video game system: attached to TV/computer	3,607	32.2%	109
HH owns video game system: Game Boy	855	7.6%	111
HH owns video game system: Game Boy Advance/SP	863	7.7%	117
HH owns video game system: Nintendo DS	973	8.7%	115

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	582	5.2%	104
HH owns video game system: Nintendo Wii	920	8.2%	122
HH owns video game system: PlayStation 2	1,969	17.6%	107
HH owns video game system: PlayStation 3	450	4.0%	111
HH owns video game system: Sony PlayStation/PS One	494	4.4%	109
HH owns video game system: Sony PSP	355	3.2%	108
HH owns video game system: Xbox	731	6.5%	110
HH owns video game system: Xbox 360	805	7.2%	111
HH purchased 5+ video games in last 12 months	792	7.1%	109
HH spent \$101+ on video games in last 12 months	1,005	9.0%	111
Owns MP3 player	6,486	30.5%	114
Purchased MP3 player in last 12 months	2,538	11.9%	117
Owns Apple iPod	2,707	12.7%	114
Purchased Apple iPod in last 12 months	844	4.0%	117
Have any access to the Internet	19,408	91.2%	108
Have access to Internet: at home	17,182	80.7%	115
Have access to Internet: at work	9,255	43.5%	116
Have access to Internet: at school/library	5,699	26.8%	106
Have access to Internet: not hm/work/school/library	4,458	20.9%	108
Use Internet less than once a week	703	3.3%	83
Use Internet 1-2 times per week	1,088	5.1%	93
Use Internet 3-6 times per week	1,812	8.5%	106
Use Internet once a day	2,593	12.2%	110
Use Internet 2-4 times per day	4,426	20.8%	118
Use Internet 5 or more times per day	6,322	29.7%	119
Any Internet or online usage in last 30 days	16,946	79.6%	113
Used Internet in last 30 days: at home	15,484	72.7%	117
Used Internet in last 30 days: at work	8,095	38.0%	120
Used Internet in last 30 days: at school/library	1,519	7.1%	93
Used Internet/30 days: not home/work/school/library	1,997	9.4%	102
Internet last 30 days: used email	15,410	72.4%	116
Internet last 30 days: used Instant Messenger	5,854	27.5%	109
Internet last 30 days: paid bills online	8,475	39.8%	121
Internet last 30 days: visited online blog	2,230	10.5%	109
Internet last 30 days: wrote online blog	828	3.9%	105
Internet last 30 days: visited chat room	870	4.1%	88
Internet last 30 days: looked for employment	2,879	13.5%	103
Internet last 30 days: played games online	4,748	22.3%	106
Internet last 30 days: traded/tracked investments	3,027	14.2%	127
Internet last 30 days: downloaded music	4,305	20.2%	110
Internet last 30 days: made phone call	879	4.1%	112
Internet last 30 days: made personal purchase	7,969	37.4%	121
Internet last 30 days: made business purchase	2,395	11.3%	118
Internet last 30 days: made travel plans	4,490	21.1%	122
Internet last 30 days: watched online video	4,626	21.7%	113
Internet last 30 days: obtained new/used car info	2,244	10.5%	119
Internet last 30 days: obtained financial info	6,248	29.3%	123
Internet last 30 days: obtained medical info	4,192	19.7%	118
Internet last 30 days: obtained latest news	9,701	45.6%	118
Internet last 30 days: obtained real estate info	2,765	13.0%	121

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	5,781	27.2%	117
Ordered anything on Internet in last 12 months	9,093	42.7%	124
Ordered on Internet/12 mo: airline ticket	4,638	21.8%	130
Ordered on Internet/12 mo: CD/tape	1,124	5.3%	121
Ordered on Internet/12 mo: clothing	3,790	17.8%	123
Ordered on Internet/12 mo: computer	865	4.1%	119
Ordered on Internet/12 mo: computer peripheral	1,124	5.3%	122
Ordered on Internet/12 mo: DVD	1,609	7.6%	115
Ordered on Internet/12 mo: flowers	1,304	6.1%	132
Ordered on Internet/12 mo: software	1,514	7.1%	125
Ordered on Internet/12 mo: tickets (concerts etc.)	2,612	12.3%	127
Ordered on Internet/12 mo: toy	1,268	6.0%	120
Purchased item from amazon.com in last 12 months	3,647	17.1%	122
Purchased item from barnes&noble.com in last 12 mo	862	4.0%	126
Purchased item from bestbuy.com in last 12 months	682	3.2%	127
Purchased item from ebay.com in last 12 months	2,300	10.8%	116
Purchased item from walmart.com in last 12 months	950	4.5%	109
Spent on Internet orders last 12 months: <\$100	1,309	6.1%	113
Spent on Internet orders last 12 months: \$100-199	1,232	5.8%	107
Spent on Internet orders last 12 months: \$200-499	2,069	9.7%	116
Spent on Internet orders last 12 months: \$500+	3,970	18.6%	128
Connection to Internet from home: dial-up modem	1,547	7.3%	87
Connection to Internet from home: cable modem	7,158	33.6%	125
Connection to Internet from home: DSL	5,917	27.8%	113
Connection to Internet from home: wireless	3,526	16.6%	120
Connection to Internet from home: any broadband	14,977	70.4%	119
DVDs rented in last 30 days: 1	614	2.9%	109
DVDs rented in last 30 days: 2	1,150	5.4%	117
DVDs rented in last 30 days: 3	770	3.6%	113
DVDs rented in last 30 days: 4	895	4.2%	109
DVDs rented in last 30 days: 5+	3,232	15.2%	115
Rented video tape/DVD last month: action/adventure	4,844	22.8%	113
Rented video tape/DVD last month: classic	1,204	5.7%	109
Rented video tape/DVD last month: comedy	4,982	23.4%	113
Rented video tape/DVD last month: drama	3,303	15.5%	114
Rented video tape/DVD last month: family/children	2,149	10.1%	113
Rented video tape/DVD last month: foreign	413	1.9%	98
Rented video tape/DVD last month: horror	1,507	7.1%	96
Rented video tape/DVD last month: romance	1,746	8.2%	109
Rented video tape/DVD last month: science fiction	1,222	5.7%	108
Rented video tape/DVD last mo at Blockbuster Video	3,168	14.9%	123
Rented video tape/DVD last mo at Hollywood Video	996	4.7%	113
Bought video tape/DVD last month: action/adventure	1,803	8.5%	101
Bought video tape/DVD last month: classic	516	2.4%	89
Bought video tape/DVD last month: comedy	1,748	8.2%	102
Bought video tape/DVD last month: drama	917	4.3%	100
Bought video tape/DVD last month: family/children	1,309	6.2%	104
Bought video tape/DVD last month: horror	454	2.1%	68
Bought video tape/DVD last month: romance	524	2.5%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	536	2.5%	101
Bought blank video tape in last 6 months	2,386	11.2%	99
Bought 7+ blank video tapes in last 6 months	533	2.5%	96
DVDs purchased in last 30 days: 1	1,167	5.5%	110
DVDs purchased in last 30 days: 2	1,095	5.1%	109
DVDs purchased in last 30 days: 3-4	1,006	4.7%	102
DVDs purchased in last 30 days: 5+	945	4.4%	85
Bought any camera in last 12 months	2,864	13.5%	105
Spent on cameras in last 12 months: <\$100	870	4.1%	92
Spent on cameras in last 12 months: \$100-199	704	3.3%	110
Spent on cameras in last 12 months: \$200+	929	4.4%	110
Own APS (point & shoot or SLR) camera	697	3.3%	119
Own digital camera	8,396	39.4%	120
Bought digital camera in last 12 months	1,643	7.7%	113
Own digital point & shoot camera	6,363	29.9%	120
Bought digital point & shoot camera in last 12 mo	1,188	5.6%	113
Own digital SLR camera	2,314	10.9%	117
Bought digital SLR camera in last 12 months	519	2.4%	108
Own 35mm auto focus point & shoot camera	1,076	5.1%	108
Own 35mm auto focus single lens reflex camera	579	2.7%	114
Own 35mm auto focus zoom camera	1,281	6.0%	107
Own 35mm single lens reflex camera	788	3.7%	123
Own Canon camera	3,947	18.5%	118
Bought Canon camera in last 12 months	465	2.2%	103
Own Fuji camera	834	3.9%	97
Own Kodak camera	2,709	12.7%	108
Bought Kodak camera in last 12 months	581	2.7%	92
Own Nikon camera	1,343	6.3%	117
Own Olympus camera	1,251	5.9%	129
Own Polaroid camera	425	2.0%	81
Bought any camera accessory in last 12 months	10,488	49.3%	115
Bought film in last 12 months	4,249	20.0%	104
Bought film in last 12 months: <3 rolls	1,984	9.3%	105
Bought film in last 12 months: 3-6 rolls	1,321	6.2%	99
Bought film in last 12 months: 7+ rolls	943	4.4%	105
Bought film in last 12 mo: APS (color prints)	621	2.9%	109
Bought film in last 12 mo: instant developing	377	1.8%	89
Bought film in last 12 mo: 35mm (black & white)	214	1.0%	106
Bought film in last 12 mo: 35mm (color prints)	2,517	11.8%	104
Bought Fuji film in last 12 months	1,033	4.9%	96
Bought Kodak film in last 12 months	2,691	12.6%	107
Bought store-brand film in last 12 months	475	2.2%	105
Purchased film in last 12 mo: department store	618	2.9%	78
Purchased film in last 12 mo: discount store	1,028	4.8%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,085	5.1%	109
Purchased film in last 12 mo: grocery store	462	2.2%	101
Purchased film in last 12 mo: 1 hour service store	482	2.3%	89
Had film processed at discount store	705	3.3%	100
Had film processed at drug store	995	4.7%	110
Had film processed at 1 hour service store	631	3.0%	102
Bought memory card for camera in last 12 months	1,868	8.8%	115
Own memory card for camera	6,383	30.0%	121

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Demographic Summary		2010	2015	
Population		79,641	82,822	
Population 18+		58,658	61,089	
Households		30,008	31,306	
Median Household Income		\$74,362	\$82,299	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		25,142	83.8%	113
Purchased home PC in last 12 months		5,398	18.0%	115
Purchased home PC 1-2 years ago		7,922	26.4%	117
Purchased home PC 3-4 years ago		6,997	23.3%	120
Purchased home PC 5+ years ago		3,065	10.2%	110
Spent <\$500 on home PC (most recent purchase)		2,629	8.8%	101
Spent \$500-999 on home PC (most recent purchase)		6,102	20.3%	114
Spent \$1000-1499 on home PC (most recent purchase)		4,682	15.6%	120
Spent \$1500-1999 on home PC (most recent purchase)		2,501	8.3%	118
Spent \$2000+ on home PC (most recent purchase)		2,277	7.6%	122
Purchased home PC at computer superstore		4,684	15.6%	122
Purchased home PC at department store		1,373	4.6%	93
Purchased home PC direct from manufacturer		5,025	16.7%	120
Purchased home PC at electronics store		3,844	12.8%	116
Purchased home PC on Internet		3,025	10.1%	117
Purchased home PC at warehouse discount outlet		726	2.4%	110
HH owns desktop PC		19,991	66.6%	116
HH owns laptop/notebook/tablet PC		11,169	37.2%	119
HH owns any Apple/Apple Mac clone brand PC		2,080	6.9%	111
HH owns any IBM/IBM compatible brand PC		23,100	77.0%	114
Brand of PC that HH owns: Compaq		2,824	9.4%	111
Brand of PC that HH owns: Dell		10,825	36.1%	117
Brand of PC that HH owns: Gateway		2,211	7.4%	111
Brand of PC that HH owns: Hewlett Packard		5,572	18.6%	119
Brand of PC that HH owns: Sony Vaio		955	3.2%	110
Child (under 18) uses home PC		8,053	26.8%	127
HH owns CD burner		12,970	43.2%	117
HH owns CD ROM drive		13,559	45.2%	115
HH owns DVD drive		8,790	29.3%	117
HH owns DVD-RW (DVD burner)		7,239	24.1%	117
HH owns external hard drive		5,170	17.2%	122
HH owns flash drive		7,683	25.6%	125
HH owns LAN/network interface card		4,228	14.1%	127
HH owns inkjet printer		14,970	49.9%	117
HH owns laser printer		5,164	17.2%	125
HH owns modem/fax modem		7,293	24.3%	117
HH owns removable cartridge storage device		1,992	6.6%	114
HH owns scanner		10,301	34.3%	121
HH owns PC speakers		14,580	48.6%	117
HH owns tape backup		902	3.0%	113
HH owns webcam		3,914	13.0%	115
HH owns software: accounting		3,353	11.2%	126
HH owns software: communications/fax		3,044	10.1%	124
HH owns software: database/filing		2,846	9.5%	116
HH owns software: desktop publishing		4,453	14.8%	122

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	3,512	11.7%	117
HH owns software: entertainment/games	9,967	33.2%	114
HH owns software: online meeting/conference	992	3.3%	116
HH owns software: personal finance/tax prep	5,701	19.0%	134
HH owns software: presentation graphics	2,921	9.7%	122
HH owns software: multimedia	5,406	18.0%	118
HH owns software: networking	4,052	13.5%	120
HH owns software: security/anti-virus	10,094	33.6%	120
HH owns software: spreadsheet	8,705	29.0%	125
HH owns software: utility	2,522	8.4%	119
HH owns software: web authoring	1,183	3.9%	114
HH owns software: word processing	12,348	41.2%	122
Spent \$500+ on software for home PC in last 12 mo	817	2.7%	114
Purchased computer book in last 12 months	1,521	5.1%	117
HH owns fax machine	2,234	7.4%	124
Purchased audio equipment in last 12 months	3,013	10.0%	103
Purchased headphones in last 12 months	1,183	3.9%	99
HH owns camcorder	7,348	24.5%	126
Purchased camcorder in last 12 months	685	2.3%	107
HH owns CD player	15,571	51.9%	113
Purchased CD player in last 12 months	1,237	4.1%	107
HH owns DVD player	21,550	71.8%	108
Purchased DVD player in last 12 months	3,129	10.4%	107
HH owns 1 TV	4,370	14.6%	74
HH owns 2 TVs	7,587	25.3%	96
HH owns 3 TVs	7,311	24.4%	109
HH owns 4+ TVs	8,001	26.7%	127
HH owns miniature screen TV (<13 in)	2,669	8.9%	112
Most recent TV purchase: miniature screen (<13 in)	787	2.6%	95
HH owns regular screen TV (13-26 in)	13,446	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	6,440	21.5%	92
HH owns large screen TV (27-35 in)	14,846	49.5%	106
Most recent TV purchase: large screen (27-35 in)	9,254	30.8%	98
HH owns big screen TV (36-42 in)	6,861	22.9%	121
Most recent TV purchase: big screen (36-42 in)	4,923	16.4%	116
HH owns giant screen TV (over 42 in)	5,475	18.2%	128
Most recent TV purchase: giant screen (over 42 in)	4,265	14.2%	127
HH owns LCD TV	6,942	23.1%	121
HH owns plasma TV	2,934	9.8%	118
HH owns projection TV	2,029	6.8%	125
HH owns video game system	11,456	38.2%	114
Purchased video game system in last 12 months	3,870	12.9%	120
HH owns video game system: handheld	5,557	18.5%	120
HH owns video game system: attached to TV/computer	10,140	33.8%	114
HH owns video game system: Game Boy	2,461	8.2%	119
HH owns video game system: Game Boy Advance/SP	2,437	8.1%	123
HH owns video game system: Nintendo DS	2,888	9.6%	127

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,754	5.8%	116
HH owns video game system: Nintendo Wii	2,642	8.8%	131
HH owns video game system: PlayStation 2	5,481	18.3%	111
HH owns video game system: PlayStation 3	1,227	4.1%	113
HH owns video game system: Sony PlayStation/PS One	1,369	4.6%	113
HH owns video game system: Sony PSP	973	3.2%	111
HH owns video game system: Xbox	2,024	6.7%	113
HH owns video game system: Xbox 360	2,327	7.8%	120
HH purchased 5+ video games in last 12 months	2,246	7.5%	115
HH spent \$101+ on video games in last 12 months	2,869	9.6%	119
Owns MP3 player	18,258	31.1%	116
Purchased MP3 player in last 12 months	7,023	12.0%	118
Owns Apple iPod	7,725	13.2%	119
Purchased Apple iPod in last 12 months	2,371	4.0%	119
Have any access to the Internet	53,815	91.7%	108
Have access to Internet: at home	48,360	82.4%	117
Have access to Internet: at work	26,850	45.8%	123
Have access to Internet: at school/library	15,440	26.3%	104
Have access to Internet: not hm/work/school/library	12,244	20.9%	108
Use Internet less than once a week	1,851	3.2%	79
Use Internet 1-2 times per week	2,900	4.9%	90
Use Internet 3-6 times per week	4,797	8.2%	102
Use Internet once a day	7,378	12.6%	114
Use Internet 2-4 times per day	12,434	21.2%	120
Use Internet 5 or more times per day	18,244	31.1%	124
Any Internet or online usage in last 30 days	47,603	81.2%	115
Used Internet in last 30 days: at home	43,756	74.6%	120
Used Internet in last 30 days: at work	23,624	40.3%	127
Used Internet in last 30 days: at school/library	4,193	7.1%	93
Used Internet/30 days: not home/work/school/library	5,773	9.8%	107
Internet last 30 days: used email	43,383	74.0%	119
Internet last 30 days: used Instant Messenger	16,472	28.1%	111
Internet last 30 days: paid bills online	24,012	40.9%	124
Internet last 30 days: visited online blog	6,383	10.9%	114
Internet last 30 days: wrote online blog	2,338	4.0%	108
Internet last 30 days: visited chat room	2,507	4.3%	92
Internet last 30 days: looked for employment	8,151	13.9%	106
Internet last 30 days: played games online	12,959	22.1%	105
Internet last 30 days: traded/tracked investments	8,934	15.2%	136
Internet last 30 days: downloaded music	12,189	20.8%	113
Internet last 30 days: made phone call	2,532	4.3%	117
Internet last 30 days: made personal purchase	22,793	38.9%	126
Internet last 30 days: made business purchase	7,173	12.2%	128
Internet last 30 days: made travel plans	13,222	22.5%	131
Internet last 30 days: watched online video	12,946	22.1%	115
Internet last 30 days: obtained new/used car info	6,274	10.7%	121
Internet last 30 days: obtained financial info	18,034	30.7%	128
Internet last 30 days: obtained medical info	11,725	20.0%	120
Internet last 30 days: obtained latest news	27,787	47.4%	123
Internet last 30 days: obtained real estate info	8,199	14.0%	130

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	16,981	28.9%	125
Ordered anything on Internet in last 12 months	25,934	44.2%	128
Ordered on Internet/12 mo: airline ticket	13,433	22.9%	137
Ordered on Internet/12 mo: CD/tape	3,195	5.4%	124
Ordered on Internet/12 mo: clothing	10,784	18.4%	127
Ordered on Internet/12 mo: computer	2,510	4.3%	125
Ordered on Internet/12 mo: computer peripheral	3,213	5.5%	126
Ordered on Internet/12 mo: DVD	4,524	7.7%	117
Ordered on Internet/12 mo: flowers	3,770	6.4%	139
Ordered on Internet/12 mo: software	4,341	7.4%	130
Ordered on Internet/12 mo: tickets (concerts etc.)	7,491	12.8%	133
Ordered on Internet/12 mo: toy	3,741	6.4%	128
Purchased item from amazon.com in last 12 months	10,565	18.0%	128
Purchased item from barnes&noble.com in last 12 mo	2,504	4.3%	133
Purchased item from bestbuy.com in last 12 months	1,828	3.1%	124
Purchased item from ebay.com in last 12 months	6,510	11.1%	119
Purchased item from walmart.com in last 12 months	2,705	4.6%	113
Spent on Internet orders last 12 months: <\$100	3,579	6.1%	112
Spent on Internet orders last 12 months: \$100-199	3,563	6.1%	112
Spent on Internet orders last 12 months: \$200-499	5,852	10.0%	119
Spent on Internet orders last 12 months: \$500+	11,590	19.8%	136
Connection to Internet from home: dial-up modem	4,076	6.9%	83
Connection to Internet from home: cable modem	19,780	33.7%	125
Connection to Internet from home: DSL	17,225	29.4%	119
Connection to Internet from home: wireless	10,357	17.7%	128
Connection to Internet from home: any broadband	42,412	72.3%	122
DVDs rented in last 30 days: 1	1,732	3.0%	112
DVDs rented in last 30 days: 2	3,175	5.4%	117
DVDs rented in last 30 days: 3	2,122	3.6%	113
DVDs rented in last 30 days: 4	2,505	4.3%	110
DVDs rented in last 30 days: 5+	9,121	15.5%	118
Rented video tape/DVD last month: action/adventure	13,694	23.3%	116
Rented video tape/DVD last month: classic	3,323	5.7%	109
Rented video tape/DVD last month: comedy	14,009	23.9%	115
Rented video tape/DVD last month: drama	9,240	15.8%	116
Rented video tape/DVD last month: family/children	6,175	10.5%	118
Rented video tape/DVD last month: foreign	1,206	2.1%	104
Rented video tape/DVD last month: horror	4,079	7.0%	94
Rented video tape/DVD last month: romance	4,887	8.3%	111
Rented video tape/DVD last month: science fiction	3,337	5.7%	107
Rented video tape/DVD last mo at Blockbuster Video	8,945	15.3%	126
Rented video tape/DVD last mo at Hollywood Video	2,808	4.8%	116
Bought video tape/DVD last month: action/adventure	5,003	8.5%	102
Bought video tape/DVD last month: classic	1,386	2.4%	87
Bought video tape/DVD last month: comedy	4,812	8.2%	102
Bought video tape/DVD last month: drama	2,603	4.4%	103
Bought video tape/DVD last month: family/children	3,779	6.4%	109
Bought video tape/DVD last month: horror	1,298	2.2%	70
Bought video tape/DVD last month: romance	1,455	2.5%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,436	2.4%	98
Bought blank video tape in last 6 months	6,619	11.3%	99
Bought 7+ blank video tapes in last 6 months	1,411	2.4%	92
DVDs purchased in last 30 days: 1	3,349	5.7%	115
DVDs purchased in last 30 days: 2	3,159	5.4%	114
DVDs purchased in last 30 days: 3-4	2,710	4.6%	100
DVDs purchased in last 30 days: 5+	2,716	4.6%	89
Bought any camera in last 12 months	7,996	13.6%	106
Spent on cameras in last 12 months: <\$100	2,192	3.7%	84
Spent on cameras in last 12 months: \$100-199	2,045	3.5%	116
Spent on cameras in last 12 months: \$200+	2,698	4.6%	116
Own APS (point & shoot or SLR) camera	1,969	3.4%	122
Own digital camera	23,758	40.5%	123
Bought digital camera in last 12 months	4,711	8.0%	117
Own digital point & shoot camera	18,082	30.8%	124
Bought digital point & shoot camera in last 12 mo	3,386	5.8%	117
Own digital SLR camera	6,471	11.0%	119
Bought digital SLR camera in last 12 months	1,422	2.4%	108
Own 35mm auto focus point & shoot camera	3,007	5.1%	109
Own 35mm auto focus single lens reflex camera	1,618	2.8%	116
Own 35mm auto focus zoom camera	3,531	6.0%	107
Own 35mm single lens reflex camera	2,166	3.7%	123
Own Canon camera	11,309	19.3%	123
Bought Canon camera in last 12 months	1,443	2.5%	116
Own Fuji camera	2,345	4.0%	99
Own Kodak camera	7,150	12.2%	103
Bought Kodak camera in last 12 months	1,516	2.6%	87
Own Nikon camera	3,928	6.7%	124
Own Olympus camera	3,456	5.9%	130
Own Polaroid camera	1,118	1.9%	77
Bought any camera accessory in last 12 months	29,109	49.6%	116
Bought film in last 12 months	11,420	19.5%	102
Bought film in last 12 months: <3 rolls	5,289	9.0%	101
Bought film in last 12 months: 3-6 rolls	3,587	6.1%	98
Bought film in last 12 months: 7+ rolls	2,542	4.3%	102
Bought film in last 12 mo: APS (color prints)	1,622	2.8%	104
Bought film in last 12 mo: instant developing	1,026	1.8%	87
Bought film in last 12 mo: 35mm (black & white)	530	0.9%	95
Bought film in last 12 mo: 35mm (color prints)	6,832	11.6%	102
Bought Fuji film in last 12 months	2,784	4.7%	94
Bought Kodak film in last 12 months	7,222	12.3%	104
Bought store-brand film in last 12 months	1,261	2.2%	101
Purchased film in last 12 mo: department store	1,590	2.7%	73
Purchased film in last 12 mo: discount store	2,782	4.7%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,897	4.9%	105
Purchased film in last 12 mo: grocery store	1,223	2.1%	97
Purchased film in last 12 mo: 1 hour service store	1,301	2.2%	87
Had film processed at discount store	1,950	3.3%	100
Had film processed at drug store	2,670	4.6%	107
Had film processed at 1 hour service store	1,625	2.8%	95
Bought memory card for camera in last 12 months	5,280	9.0%	118
Own memory card for camera	17,937	30.6%	123

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Demographic Summary		2010	2015
Population		2,012	2,022
Population 18+		1,719	1,738
Households		1,081	1,091
Median Household Income		\$34,402	\$45,779
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	958	55.7%	113
Bank/financial institution: use savings & loan	197	11.5%	109
Bank/financial institution: use credit union	380	22.1%	98
Bank/financial institution: use fed savings bank	40	2.3%	101
Bank/financial institution: use mutual funds co	84	4.9%	150
Bank/financial institution: use Internet Bank	64	3.7%	86
Used ATM/cash machine in last 12 months	837	48.7%	96
Banked in person in last 12 months	879	51.1%	99
Banked by mail in last 12 months	124	7.2%	135
Banked by phone in last 12 months	253	14.7%	98
Did banking over the Internet in last 12 months	406	23.6%	87
Used direct deposit of paycheck in last 12 months	729	42.4%	110
Have interest checking account	626	36.4%	113
Have non-interest checking account	456	26.5%	100
Have money market account	254	14.8%	120
Have savings account	619	36.0%	99
Have 401K retirement savings	218	12.7%	72
Have IRA retirement savings	283	16.5%	109
Have auto loan for new car	177	10.3%	89
Have personal loan for education only	51	3.0%	73
Have personal loan-not for education	27	1.6%	62
Have home mortgage (1st)	266	15.5%	81
Have 2nd mortgage (equity loan)	73	4.2%	68
Have home equity line of credit	103	6.0%	100
Have personal line of credit	82	4.8%	105
Have overdraft protection	203	11.8%	89
Own any securities investment	498	29.0%	116
Own annuities	73	4.2%	140
Own certificate of deposit (6 months or less)	94	5.5%	156
Own certificate of deposit (more than 6 months)	108	6.3%	113
Own common/preferred stock in company you work for	44	2.6%	85
Own common stock in company you don't work for	155	9.0%	143
Own insured money market account (bank)	56	3.3%	158
Own shares in money market fund	145	8.4%	127
Own shares in mutual fund (bonds)	127	7.4%	125
Own shares in mutual fund (stock)	159	9.3%	98
Own any stock	205	11.9%	130
Own stock with market value <\$10000	64	3.7%	120
Own stock with market value \$10000-49999	47	2.7%	109
Own stock with market value \$50000+	61	3.5%	142

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	126	7.3%	107
Used financial planning counsel in last 12 months	153	8.9%	113
Used full service brokerage firm in last 12 months	163	9.5%	153
Own any credit/debit card (in own name)	1,359	79.1%	107
Own American Express card (in own name)	212	12.3%	99
Own Discover card (in own name)	190	11.1%	99
Own MasterCard (in own name)	642	37.3%	109
Own Visa (in own name)	908	52.8%	108
Own any department store credit card (in own name)	645	37.5%	121
Avg monthly credit card expenditures: <\$111	243	14.1%	102
Avg monthly credit card expenditures: \$111-225	140	8.1%	105
Avg monthly credit card expenditures: \$226-450	145	8.4%	113
Avg monthly credit card expenditures: \$451-700	107	6.2%	98
Avg monthly credit card expenditures: \$701+	257	15.0%	112

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Demographic Summary		2010	2015	
Population		28,449	29,350	
Population 18+		21,288	22,015	
Households		11,187	11,577	
Median Household Income		\$69,085	\$79,275	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		11,588	54.4%	110
Bank/financial institution: use savings & loan		2,360	11.1%	106
Bank/financial institution: use credit union		5,764	27.1%	120
Bank/financial institution: use fed savings bank		519	2.4%	106
Bank/financial institution: use mutual funds co		843	4.0%	121
Bank/financial institution: use Internet Bank		1,012	4.8%	110
Used ATM/cash machine in last 12 months		12,401	58.3%	115
Banked in person in last 12 months		12,117	56.9%	110
Banked by mail in last 12 months		1,366	6.4%	120
Banked by phone in last 12 months		3,612	17.0%	113
Did banking over the Internet in last 12 months		7,180	33.7%	124
Used direct deposit of paycheck in last 12 months		9,530	44.8%	116
Have interest checking account		8,087	38.0%	118
Have non-interest checking account		6,102	28.7%	108
Have money market account		3,446	16.2%	131
Have savings account		9,034	42.4%	117
Have 401K retirement savings		4,810	22.6%	127
Have IRA retirement savings		3,962	18.6%	124
Have auto loan for new car		2,843	13.4%	116
Have personal loan for education only		968	4.5%	112
Have personal loan-not for education		481	2.3%	90
Have home mortgage (1st)		5,317	25.0%	130
Have 2nd mortgage (equity loan)		1,854	8.7%	139
Have home equity line of credit		1,716	8.1%	134
Have personal line of credit		1,129	5.3%	117
Have overdraft protection		3,478	16.3%	123
Own any securities investment		6,486	30.5%	122
Own annuities		747	3.5%	116
Own certificate of deposit (6 months or less)		914	4.3%	122
Own certificate of deposit (more than 6 months)		1,376	6.5%	116
Own common/preferred stock in company you work for		831	3.9%	130
Own common stock in company you don't work for		1,750	8.2%	130
Own insured money market account (bank)		580	2.7%	132
Own shares in money market fund		1,831	8.6%	130
Own shares in mutual fund (bonds)		1,674	7.9%	133
Own shares in mutual fund (stock)		2,582	12.1%	129
Own any stock		2,521	11.8%	129
Own stock with market value <\$10000		794	3.7%	120
Own stock with market value \$10000-49999		682	3.2%	128
Own stock with market value \$50000+		683	3.2%	129

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,695	8.0%	116
Used financial planning counsel in last 12 months	2,068	9.7%	124
Used full service brokerage firm in last 12 months	1,645	7.7%	125
Own any credit/debit card (in own name)	17,338	81.4%	110
Own American Express card (in own name)	3,251	15.3%	123
Own Discover card (in own name)	2,723	12.8%	114
Own MasterCard (in own name)	8,491	39.9%	117
Own Visa (in own name)	11,995	56.3%	115
Own any department store credit card (in own name)	7,694	36.1%	116
Avg monthly credit card expenditures: <\$111	2,971	14.0%	101
Avg monthly credit card expenditures: \$111-225	1,779	8.4%	107
Avg monthly credit card expenditures: \$226-450	1,798	8.4%	113
Avg monthly credit card expenditures: \$451-700	1,587	7.5%	117
Avg monthly credit card expenditures: \$701+	3,706	17.4%	130

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

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

March 27, 2012

Made with Esri Business Analyst



Financial Investments Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
 Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Population 18+		58,658	61,089
Households		30,008	31,306
Median Household Income		\$74,362	\$82,299

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Bank/financial institution: use full service bank	32,073	54.7%	111
Bank/financial institution: use savings & loan	6,425	11.0%	105
Bank/financial institution: use credit union	16,013	27.3%	121
Bank/financial institution: use fed savings bank	1,401	2.4%	104
Bank/financial institution: use mutual funds co	2,350	4.0%	123
Bank/financial institution: use Internet Bank	2,848	4.9%	112
Used ATM/cash machine in last 12 months	34,990	59.7%	117
Banked in person in last 12 months	33,551	57.2%	110
Banked by mail in last 12 months	3,673	6.3%	117
Banked by phone in last 12 months	10,064	17.2%	114
Did banking over the Internet in last 12 months	20,451	34.9%	128
Used direct deposit of paycheck in last 12 months	26,378	45.0%	117
Have interest checking account	22,613	38.6%	120
Have non-interest checking account	17,061	29.1%	109
Have money market account	9,618	16.4%	133
Have savings account	25,152	42.9%	118
Have 401K retirement savings	13,794	23.5%	133
Have IRA retirement savings	11,231	19.1%	127
Have auto loan for new car	8,138	13.9%	120
Have personal loan for education only	2,700	4.6%	113
Have personal loan-not for education	1,349	2.3%	91
Have home mortgage (1st)	15,328	26.1%	136
Have 2nd mortgage (equity loan)	5,358	9.1%	145
Have home equity line of credit	4,797	8.2%	136
Have personal line of credit	3,176	5.4%	120
Have overdraft protection	9,818	16.7%	126
Own any securities investment	17,994	30.7%	123
Own annuities	2,096	3.6%	118
Own certificate of deposit (6 months or less)	2,351	4.0%	114
Own certificate of deposit (more than 6 months)	3,688	6.3%	113
Own common/preferred stock in company you work for	2,333	4.0%	132
Own common stock in company you don't work for	4,880	8.3%	132
Own insured money market account (bank)	1,545	2.6%	128
Own shares in money market fund	5,150	8.8%	132
Own shares in mutual fund (bonds)	4,607	7.9%	132
Own shares in mutual fund (stock)	7,377	12.6%	134
Own any stock	7,000	11.9%	130
Own stock with market value <\$10000	2,081	3.5%	114
Own stock with market value \$10000-49999	1,923	3.3%	131
Own stock with market value \$50000+	1,914	3.3%	131

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

Financial Investments Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	4,716	8.0%	117
Used financial planning counsel in last 12 months	5,958	10.2%	129
Used full service brokerage firm in last 12 months	4,622	7.9%	127
Own any credit/debit card (in own name)	48,060	81.9%	111
Own American Express card (in own name)	9,574	16.3%	131
Own Discover card (in own name)	7,752	13.2%	118
Own MasterCard (in own name)	23,470	40.0%	117
Own Visa (in own name)	33,345	56.8%	116
Own any department store credit card (in own name)	21,190	36.1%	116
Avg monthly credit card expenditures: <\$111	8,153	13.9%	100
Avg monthly credit card expenditures: \$111-225	4,824	8.2%	106
Avg monthly credit card expenditures: \$226-450	5,021	8.6%	115
Avg monthly credit card expenditures: \$451-700	4,439	7.6%	119
Avg monthly credit card expenditures: \$701+	10,716	18.3%	137

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

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		2,012	2,022
Population 18+		1,719	1,738
Households		1,081	1,091
Median Household Income		\$34,402	\$45,779
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	412	38.1%	74
HH owns any bird	19	1.8%	61
HH owns any cat	201	18.6%	77
HH owns any dog	277	25.6%	68
HH owns 1 cat	124	11.5%	90
HH owns 2+ cats	77	7.1%	62
HH owns 1 dog	191	17.7%	75
HH owns 2+ dogs	85	7.9%	54
HH used canned cat food in last 6 months	114	10.5%	91
HH used <4 cans of cat food in last 7 days	33	3.1%	70
HH used 8+ cans of cat food in last 7 days	41	3.8%	105
HH used packaged dry cat food in last 6 months	188	17.4%	75
HH used <5 pounds of packaged dry cat food last mo	72	6.7%	82
HH used 11+ pounds of packaged dry cat food last mo	51	4.7%	65
HH used cat treats in last 6 months	77	7.1%	69
HH used cat litter in last 6 months	183	16.9%	83
HH used canned dog food in last 6 months	115	10.6%	80
HH used packaged dry dog food in last 6 months	265	24.5%	67
HH used <10 pounds of pkgd dry dog food last month	128	11.8%	71
HH used 25+ pounds of pkgd dry dog food last month	74	6.8%	62
HH used dog biscuits/treats in last 6 months	219	20.3%	68
HH used <2 packages of dog biscuits/treats last mo	95	8.8%	59
HH used 4+ packages of dog biscuits/treats last mo	42	3.9%	70
HH used flea/tick care prod for cat/dog last 12 mo	249	23.0%	68
HH member took pet to vet in last 12 mo: 1 time	110	10.2%	80
HH member took pet to vet in last 12 mo: 2 times	95	8.8%	80
HH member took pet to vet in last 12 mo: 3 times	36	3.3%	59
HH member took pet to vet in last 12 mo: 4 times	33	3.1%	74
HH member took pet to vet in last 12 mo: 5+ times	34	3.1%	56
Bought pet food from vet in last 12 months	54	5.0%	98
Bought flea control product from vet in last 12 mo	112	10.4%	78

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015	
Population		28,449	29,350	
Population 18+		21,288	22,015	
Households		11,187	11,577	
Median Household Income		\$69,085	\$79,275	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		6,340	56.7%	110
HH owns any bird		317	2.8%	98
HH owns any cat		2,902	25.9%	108
HH owns any dog		4,644	41.5%	110
HH owns 1 cat		1,565	14.0%	109
HH owns 2+ cats		1,337	12.0%	103
HH owns 1 dog		2,979	26.6%	113
HH owns 2+ dogs		1,665	14.9%	101
HH used canned cat food in last 6 months		1,424	12.7%	109
HH used <4 cans of cat food in last 7 days		507	4.5%	104
HH used 8+ cans of cat food in last 7 days		434	3.9%	108
HH used packaged dry cat food in last 6 months		2,807	25.1%	108
HH used <5 pounds of packaged dry cat food last mo		1,018	9.1%	111
HH used 11+ pounds of packaged dry cat food last mo		753	6.7%	93
HH used cat treats in last 6 months		1,238	11.1%	108
HH used cat litter in last 6 months		2,551	22.8%	111
HH used canned dog food in last 6 months		1,583	14.2%	107
HH used packaged dry dog food in last 6 months		4,468	39.9%	110
HH used <10 pounds of pkgd dry dog food last month		1,994	17.8%	107
HH used 25+ pounds of pkgd dry dog food last month		1,333	11.9%	108
HH used dog biscuits/treats in last 6 months		3,710	33.2%	112
HH used <2 packages of dog biscuits/treats last mo		1,894	16.9%	114
HH used 4+ packages of dog biscuits/treats last mo		622	5.6%	100
HH used flea/tick care prod for cat/dog last 12 mo		4,062	36.3%	107
HH member took pet to vet in last 12 mo: 1 time		1,631	14.6%	115
HH member took pet to vet in last 12 mo: 2 times		1,383	12.4%	112
HH member took pet to vet in last 12 mo: 3 times		658	5.9%	105
HH member took pet to vet in last 12 mo: 4 times		506	4.5%	109
HH member took pet to vet in last 12 mo: 5+ times		700	6.3%	112
Bought pet food from vet in last 12 months		632	5.6%	111
Bought flea control product from vet in last 12 mo		1,721	15.4%	115

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Population 18+		58,658	61,089
Households		30,008	31,306
Median Household Income		\$74,362	\$82,299
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		17,225	111
HH owns any bird		861	99
HH owns any cat		7,747	107
HH owns any dog		12,728	112
HH owns 1 cat		4,158	108
HH owns 2+ cats		3,587	103
HH owns 1 dog		8,073	115
HH owns 2+ dogs		4,655	106
HH used canned cat food in last 6 months		3,708	106
HH used <4 cans of cat food in last 7 days		1,366	105
HH used 8+ cans of cat food in last 7 days		1,060	98
HH used packaged dry cat food in last 6 months		7,456	107
HH used <5 pounds of packaged dry cat food last mo		2,614	107
HH used 11+ pounds of packaged dry cat food last mo		2,035	94
HH used cat treats in last 6 months		3,244	105
HH used cat litter in last 6 months		6,701	109
HH used canned dog food in last 6 months		4,222	106
HH used packaged dry dog food in last 6 months		12,219	112
HH used <10 pounds of pkgd dry dog food last month		5,414	109
HH used 25+ pounds of pkgd dry dog food last month		3,608	109
HH used dog biscuits/treats in last 6 months		10,162	114
HH used <2 packages of dog biscuits/treats last mo		5,212	117
HH used 4+ packages of dog biscuits/treats last mo		1,689	102
HH used flea/tick care prod for cat/dog last 12 mo		10,891	107
HH member took pet to vet in last 12 mo: 1 time		4,317	113
HH member took pet to vet in last 12 mo: 2 times		3,701	112
HH member took pet to vet in last 12 mo: 3 times		1,907	113
HH member took pet to vet in last 12 mo: 4 times		1,400	113
HH member took pet to vet in last 12 mo: 5+ times		1,944	116
Bought pet food from vet in last 12 months		1,680	110
Bought flea control product from vet in last 12 mo		4,575	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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March 27, 2012

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Demographic Summary		2010	2015
Population		2,012	2,022
Population 18+		1,719	1,738
Households		1,081	1,091
Median Household Income		\$34,402	\$45,779

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	518	30.1%	100
Exercise at club 2+ times per week	180	10.5%	85
Exercise at other facility (not club) 2+ times/wk	123	7.2%	89
Own stationary bicycle	95	5.5%	98
Own treadmill	120	7.0%	71
Own weight lifting equipment	184	10.7%	83
Presently controlling diet	731	42.5%	103
Diet control for blood sugar level	108	6.3%	86
Diet control for cholesterol level	250	14.5%	144
Diet control to maintain weight	216	12.6%	112
Diet control for physical fitness	153	8.9%	89
Diet control for salt restriction	93	5.4%	162
Diet control for weight loss	269	15.6%	110
Used doctor's care/diet for diet method	53	3.1%	102
Used exercise program for diet method	144	8.4%	99
Used Weight Watchers as diet method	67	3.9%	128
Buy foods specifically labeled as fat-free	328	19.1%	109
Buy foods specifically labeled as high fiber	227	13.2%	115
Buy foods specifically labeled as high protein	102	5.9%	108
Buy foods specifically labeled as lactose-free	29	1.7%	91
Buy foods specifically labeled as low-calorie	184	10.7%	99
Buy foods specifically labeled as low-carb	141	8.2%	106
Buy foods specifically labeled as low-cholesterol	196	11.4%	138
Buy foods specifically labeled as low-fat	291	16.9%	127
Buy foods specifically labeled as low-sodium	209	12.2%	135
Buy foods specifically labeled as natural/organic	128	7.4%	88
Buy foods specifically labeled as sugar-free	228	13.3%	100
Used butter alternatives in last 6 months	83	4.8%	116
Used egg alternatives in last 6 months	247	14.4%	101
Used salt alternatives in last 6 months	417	24.3%	87
Drank meal/dietary supplement in last 6 months	114	6.6%	91
Used nutrition/energy bar in last 6 months	215	12.5%	89
Drank sports drink/thirst quencher in last 6 mo	471	27.4%	86
Used vitamin/dietary supplement in last 6 months	914	53.2%	110
Vitamin/dietary suppl used/6 mo: antioxidant	41	2.4%	82
Vitamin/dietary suppl used/6 mo: B complex	75	4.4%	90
Vitamin/dietary suppl used/6 mo: B complex+C	29	1.7%	87
Vitamin/dietary suppl used/6 mo: B-6	40	2.3%	115
Vitamin/dietary suppl used/6 mo: B-12	103	6.0%	106
Vitamin/dietary suppl used/6 mo: C	158	9.2%	109
Vitamin/dietary suppl used/6 mo: calcium	227	13.2%	123

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	131	7.6%	155
Vitamin/dietary suppl used/6 mo: E	96	5.6%	112
Vitamin/dietary suppl used/6 mo: garlic	32	1.9%	109
Vitamin/dietary suppl used/6 mo: glucosamine	111	6.5%	140
Vitamin/dietary suppl used/6 mo: multiple formula	223	13.0%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron	71	4.1%	96
Vitamin/dietary suppl used/6 mo: mult w/minerals	108	6.3%	106
Vitamin/dietary suppl used/6 mo: zinc	34	2.0%	86
Vitamin/dietary suppl/6 mo: Caltrate 600	91	5.3%	200
Vitamin/dietary suppl/6 mo: Centrum	97	5.6%	97
Vitamin/dietary suppl/6 mo: Nature Made	116	6.7%	115
Visited doctor in last 12 months	1,392	81.0%	104
Visited doctor in last 12 months: 1-3 times	524	30.5%	90
Visited doctor in last 12 months: 4-7 times	416	24.2%	109
Visited doctor in last 12 months: 8+ times	452	26.3%	122
Visited doctor in last 12 mo: allergist	34	2.0%	83
Visited doctor in last 12 mo: cardiologist	173	10.1%	143
Visited doctor in last 12 mo: chiropractor	130	7.6%	101
Visited doctor in last 12 mo: dentist	686	39.9%	106
Visited doctor in last 12 mo: dermatologist	138	8.0%	112
Visited doctor in last 12 mo: ear/nose/throat	71	4.1%	90
Visited doctor in last 12 mo: eye	464	27.0%	130
Visited doctor in last 12 mo: general/family	814	47.4%	111
Visited doctor in last 12 mo: internist	224	13.0%	178
Visited doctor in last 12 mo: physical therapist	81	4.7%	104
Visited doctor in last 12 mo: podiatrist	114	6.6%	196
Visited doctor in last 12 mo: urologist	96	5.6%	144
Visited nurse practitioner in last 12 months	69	4.0%	96
Wear regular/sun/tinted prescription eyeglasses	702	40.8%	119
Wear bi-focals	342	19.9%	126
Wear disposable contact lenses	77	4.5%	69
Wear soft contact lenses	124	7.2%	82
Spent on contact lenses in last 12 mo: <\$100	40	2.3%	83
Spent on contact lenses in last 12 mo: \$100-199	48	2.8%	75
Spent on contact lenses in last 12 mo: \$200+	42	2.4%	81
Bought prescription eyewear: discount optical ctr	159	9.3%	116
Bought prescription eyewear: from eye doctor	556	32.3%	126
Bought prescription eyewear: retail optical chain	204	11.9%	107
Used prescription drug for allergy/hay fever	150	8.7%	124
Used prescription drug for anxiety/panic	63	3.7%	90
Used prescription drug for arthritis/rheumatism	79	4.6%	175
Used prescription drug for asthma	91	5.3%	129
Used prescription drug for backache/back pain	131	7.6%	103
Used prescription drug for depression	113	6.6%	112
Used prescr drug for diabetes (insulin dependent)	46	2.7%	135
Used prescr drug for diabetes (non-insulin)	43	2.5%	67
Used prescription drug for eczema/skin itch/rash	51	3.0%	142

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

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 1 mile radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	134	7.8%	118
Used prescription drug for high blood pressure	276	16.1%	129
Used prescription drug for high cholesterol	252	14.7%	168
Used prescription drug for migraine headache	47	2.7%	74
Used prescription drug for sinus congest./headache	64	3.7%	77
Used prescription drug for urinary tract infection	53	3.1%	99
Used last 6 mo: adhesive bandages	1,031	60.0%	108
Used last 6 mo: athlete's foot/foot care product	225	13.1%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	774	45.0%	95
Used last 6 mo: children's cold tablets/liquids	180	10.5%	69
Used last 6 mo: contact lens cleaning solution	178	10.4%	85
Used last 6 mo: cotton swabs	735	42.8%	89
Used last 6 mo: cough/sore throat drops (nonprescr)	808	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	534	31.1%	91
Used last 6 mo: children's cough syrup	158	9.2%	64
Used last 6 mo: diarrhea remedy	258	15.0%	92
Used last 6 mo: eye wash and drops	555	32.3%	106
Used last 6 mo: headache/pain reliever (nonprescr)	1,436	83.5%	100
Used last 6 mo: hemorrhoid remedy	190	11.1%	124
Used last 6 mo: indigestion/upset stomach remedy	744	43.3%	96
Used last 6 mo: lactose intolerance product	50	2.9%	82
Used last 6 mo: laxative/fiber supplement	282	16.4%	118
Used last 6 mo: medicated skin ointment	592	34.4%	109
Used last 6 mo: medicated throat remedy	174	10.1%	88
Used last 6 mo: nasal spray	242	14.1%	89
Used last 6 mo: pain reliever/fever reducer (kids)	302	17.6%	79
Used last 6 mo: pain relieving rub/liquid/patch	409	23.8%	94
Used last 6 mo: sleeping tablets (nonprescription)	131	7.6%	141
Used last 12 mo: sunburn remedy	235	13.7%	89
Used last 12 mo: suntan/sunscreen product	643	37.4%	97
Used last 12 mo: SPF 15+ suntan/sunscreen product	484	28.2%	94
Used last 6 mo: toothache/gum/canker sore remedy	310	18.0%	107
Used last 6 mo: vitamins for children	224	13.0%	88
Used body powder in last 6 months	493	28.7%	103
Used body powder <3 times in last 7 days	236	13.7%	116
Used body powder 8+ times in last 7 days	30	1.7%	80
Used body wash/shower gel in last 6 months	890	51.8%	100
Used breath freshener in last 6 months	681	39.6%	85
Used complexion care product in last 6 months	794	46.2%	98
Used complexion care product <7 times last week	203	11.8%	86
Used complexion care product 11+ times last week	294	17.1%	103
Used complexion care prod: dry facial skin type	150	8.7%	119
Used complexion care prod: normal facial skin type	230	13.4%	88
Used complexion care prod: oily facial skin type	95	5.5%	91
Used dental floss in last 6 months	992	57.7%	92

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

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



Health and Beauty Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	322	18.7%	93
Used denture adhesive/fixative in last 6 months	120	7.0%	111
Used denture cleaner in last 6 months	288	16.8%	151
Used deodorant/antiperspirant in last 6 months	1,575	91.6%	98
Used deodorant/antiperspirant <8 times last week	1,154	67.1%	98
Used deodorant/antiperspirant 15+ times last week	112	6.5%	108
Used disposable razor in last 6 months	892	51.9%	99
Used electric shaver in last 6 months	300	17.5%	93
Used hair coloring product (at home) last 6 months	339	19.7%	99
Used hair conditioner (at home) in last 6 months	1,054	61.3%	99
Used hair conditioning treatment (at home)/6 mo	382	22.2%	94
Used hair growth product in last 6 months	26	1.5%	66
Used hair mousse in last 6 months	276	16.1%	92
Used hair spray (at home) in last 6 months	647	37.6%	104
Used hair styling gel/lotion in last 6 months	379	22.0%	82
Used hand & body cream/lotion/oil in last 6 months	1,235	71.8%	99
Used hand & body cream/lotion/oil <5 times last wk	360	20.9%	98
Used hand & body cream/lotion/oil 9+ times last wk	431	25.1%	101
Used hand & body cream in last 6 months	301	17.5%	100
Used hand & body lotion in last 6 months	805	46.8%	95
Used hand & body oil in last 6 months	51	3.0%	57
Used lip care in last 6 months	894	52.0%	87
Used liquid soap/hand sanitizer in last 6 months	1,329	77.3%	101
Used mouthwash in last 6 months	1,133	65.9%	100
Used mouthwash <4 times in last 7 days	299	17.4%	81
Used mouthwash 8+ times in last 7 days	282	16.4%	104
Used shampoo (at home) in last 6 months	1,570	91.3%	99
Used shampoo plus conditioner prod (at home)/6 mo	348	20.2%	105
Used shaving cream/gel in last 6 months	888	51.7%	99
Used personal care soap (bar) in last 6 months	1,413	82.2%	98
Used personal care soap for antibacterial purpose	363	21.1%	110
Used personal care soap for complexion	143	8.3%	121
Used personal care soap for deodorant	261	15.2%	94
Use personal care soap for moisturizing	371	21.6%	100
Bought toothbrush in last 6 months	1,424	82.8%	97
Bought electric toothbrush in last 6 months	101	5.9%	88
Used toothpaste in last 6 months	1,580	91.9%	96
Used toothpaste <8 times in last 7 days	534	31.1%	97
Used toothpaste 15+ times in last 7 days	289	16.8%	103
Used toothpaste with baking soda in last 6 months	176	10.2%	89
Used toothpaste (gel) in last 6 months	480	27.9%	100
Used toothpaste (paste) in last 6 months	806	46.9%	97
Used whitening toothpaste in last 6 months	491	28.6%	82
Used tooth whitener (not toothpaste) last 6 months	136	7.9%	74
Had professional manicure/pedicure last 6 months	298	17.3%	101
Had professional facial/massage last 6 months	164	9.5%	101
Spent \$100+ at barber shops in last 6 months	98	5.7%	106
Spent \$100+ at beauty parlors in last 6 months	330	19.2%	121

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Population 18+		21,288	22,015
Households		11,187	11,577
Median Household Income		\$69,085	\$79,275

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	7,092	33.3%	111
Exercise at club 2+ times per week	3,135	14.7%	120
Exercise at other facility (not club) 2+ times/wk	1,908	9.0%	111
Own stationary bicycle	1,330	6.2%	111
Own treadmill	2,539	11.9%	122
Own weight lifting equipment	3,310	15.5%	120
Presently controlling diet	9,350	43.9%	106
Diet control for blood sugar level	1,399	6.6%	90
Diet control for cholesterol level	2,275	10.7%	106
Diet control to maintain weight	2,660	12.5%	112
Diet control for physical fitness	2,453	11.5%	115
Diet control for salt restriction	618	2.9%	87
Diet control for weight loss	3,464	16.3%	115
Used doctor's care/diet for diet method	555	2.6%	87
Used exercise program for diet method	2,135	10.0%	118
Used Weight Watchers as diet method	781	3.7%	120
Buy foods specifically labeled as fat-free	4,026	18.9%	108
Buy foods specifically labeled as high fiber	2,826	13.3%	116
Buy foods specifically labeled as high protein	1,286	6.0%	110
Buy foods specifically labeled as lactose-free	363	1.7%	92
Buy foods specifically labeled as low-calorie	2,576	12.1%	112
Buy foods specifically labeled as low-carb	1,787	8.4%	109
Buy foods specifically labeled as low-cholesterol	1,817	8.5%	103
Buy foods specifically labeled as low-fat	3,308	15.5%	117
Buy foods specifically labeled as low-sodium	2,082	9.8%	109
Buy foods specifically labeled as natural/organic	2,118	9.9%	118
Buy foods specifically labeled as sugar-free	3,030	14.2%	107
Used butter alternatives in last 6 months	809	3.8%	91
Used egg alternatives in last 6 months	3,045	14.3%	101
Used salt alternatives in last 6 months	5,670	26.6%	96
Drank meal/dietary supplement in last 6 months	1,609	7.6%	103
Used nutrition/energy bar in last 6 months	3,418	16.1%	114
Drank sports drink/thirst quencher in last 6 mo	6,747	31.7%	99
Used vitamin/dietary supplement in last 6 months	11,143	52.3%	108
Vitamin/dietary suppl used/6 mo: antioxidant	588	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex	1,137	5.3%	110
Vitamin/dietary suppl used/6 mo: B complex+C	336	1.6%	81
Vitamin/dietary suppl used/6 mo: B-6	421	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	1,158	5.4%	96
Vitamin/dietary suppl used/6 mo: C	1,933	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium	2,472	11.6%	108

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 3 miles radius

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 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,118	5.3%	107
Vitamin/dietary suppl used/6 mo: E	1,153	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	352	1.7%	97
Vitamin/dietary suppl used/6 mo: glucosamine	1,143	5.4%	116
Vitamin/dietary suppl used/6 mo: multiple formula	2,877	13.5%	115
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,022	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,461	6.9%	116
Vitamin/dietary suppl used/6 mo: zinc	449	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	585	2.7%	104
Vitamin/dietary suppl/6 mo: Centrum	1,288	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	1,400	6.6%	112
Visited doctor in last 12 months	17,369	81.6%	105
Visited doctor in last 12 months: 1-3 times	7,243	34.0%	100
Visited doctor in last 12 months: 4-7 times	5,095	23.9%	107
Visited doctor in last 12 months: 8+ times	5,031	23.6%	109
Visited doctor in last 12 mo: allergist	544	2.6%	107
Visited doctor in last 12 mo: cardiologist	1,617	7.6%	108
Visited doctor in last 12 mo: chiropractor	1,674	7.9%	106
Visited doctor in last 12 mo: dentist	9,012	42.3%	112
Visited doctor in last 12 mo: dermatologist	1,842	8.7%	121
Visited doctor in last 12 mo: ear/nose/throat	944	4.4%	96
Visited doctor in last 12 mo: eye	4,824	22.7%	110
Visited doctor in last 12 mo: general/family	9,673	45.4%	107
Visited doctor in last 12 mo: internist	1,847	8.7%	118
Visited doctor in last 12 mo: physical therapist	1,017	4.8%	105
Visited doctor in last 12 mo: podiatrist	810	3.8%	112
Visited doctor in last 12 mo: urologist	856	4.0%	104
Visited nurse practitioner in last 12 months	839	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	7,901	37.1%	108
Wear bi-focals	3,418	16.1%	102
Wear disposable contact lenses	1,668	7.8%	121
Wear soft contact lenses	2,176	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	652	3.1%	110
Spent on contact lenses in last 12 mo: \$100-199	912	4.3%	115
Spent on contact lenses in last 12 mo: \$200+	768	3.6%	119
Bought prescription eyewear: discount optical ctr	1,803	8.5%	106
Bought prescription eyewear: from eye doctor	5,709	26.8%	105
Bought prescription eyewear: retail optical chain	2,790	13.1%	118
Used prescription drug for allergy/hay fever	1,670	7.8%	112
Used prescription drug for anxiety/panic	838	3.9%	96
Used prescription drug for arthritis/rheumatism	474	2.2%	85
Used prescription drug for asthma	864	4.1%	99
Used prescription drug for backache/back pain	1,509	7.1%	96
Used prescription drug for depression	1,224	5.8%	98
Used prescr drug for diabetes (insulin dependent)	349	1.6%	83
Used prescr drug for diabetes (non-insulin)	654	3.1%	82
Used prescription drug for eczema/skin itch/rash	494	2.3%	111

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 3 miles radius

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,391	6.5%	99
Used prescription drug for high blood pressure	2,652	12.5%	100
Used prescription drug for high cholesterol	2,001	9.4%	108
Used prescription drug for migraine headache	807	3.8%	102
Used prescription drug for sinus congest./headache	1,024	4.8%	99
Used prescription drug for urinary tract infection	656	3.1%	99
Used last 6 mo: adhesive bandages	12,456	58.5%	106
Used last 6 mo: athlete's foot/foot care product	2,680	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	10,374	48.7%	102
Used last 6 mo: children's cold tablets/liquids	3,286	15.4%	102
Used last 6 mo: contact lens cleaning solution	3,112	14.6%	120
Used last 6 mo: cotton swabs	10,754	50.5%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	10,005	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	7,009	32.9%	96
Used last 6 mo: children's cough syrup	3,011	14.1%	99
Used last 6 mo: diarrhea remedy	3,175	14.9%	91
Used last 6 mo: eye wash and drops	6,529	30.7%	101
Used last 6 mo: headache/pain reliever (nonprescr)	18,367	86.3%	103
Used last 6 mo: hemorrhoid remedy	1,919	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	9,670	45.4%	101
Used last 6 mo: lactose intolerance product	705	3.3%	94
Used last 6 mo: laxative/fiber supplement	2,837	13.3%	96
Used last 6 mo: medicated skin ointment	7,092	33.3%	106
Used last 6 mo: medicated throat remedy	2,227	10.5%	91
Used last 6 mo: nasal spray	3,527	16.6%	104
Used last 6 mo: pain reliever/fever reducer (kids)	4,994	23.5%	106
Used last 6 mo: pain relieving rub/liquid/patch	5,004	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	1,208	5.7%	105
Used last 12 mo: sunburn remedy	3,480	16.3%	106
Used last 12 mo: suntan/sunscreen product	9,581	45.0%	117
Used last 12 mo: SPF 15+ suntan/sunscreen product	7,737	36.3%	121
Used last 6 mo: toothache/gum/canker sore remedy	3,369	15.8%	94
Used last 6 mo: vitamins for children	3,509	16.5%	112
Used body powder in last 6 months	5,538	26.0%	94
Used body powder <3 times in last 7 days	2,471	11.6%	98
Used body powder 8+ times in last 7 days	327	1.5%	70
Used body wash/shower gel in last 6 months	10,893	51.2%	99
Used breath freshener in last 6 months	9,752	45.8%	98
Used complexion care product in last 6 months	10,483	49.2%	104
Used complexion care product <7 times last week	2,800	13.2%	96
Used complexion care product 11+ times last week	3,808	17.9%	107
Used complexion care prod: dry facial skin type	1,551	7.3%	100
Used complexion care prod: normal facial skin type	3,489	16.4%	108
Used complexion care prod: oily facial skin type	1,285	6.0%	100
Used dental floss in last 6 months	14,304	67.2%	108

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 3 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	4,038	19.0%	94
Used denture adhesive/fixative in last 6 months	970	4.6%	73
Used denture cleaner in last 6 months	1,883	8.8%	80
Used deodorant/antiperspirant in last 6 months	19,957	93.7%	101
Used deodorant/antiperspirant <8 times last week	14,732	69.2%	101
Used deodorant/antiperspirant 15+ times last week	1,173	5.5%	91
Used disposable razor in last 6 months	10,959	51.5%	98
Used electric shaver in last 6 months	3,991	18.7%	100
Used hair coloring product (at home) last 6 months	4,108	19.3%	97
Used hair conditioner (at home) in last 6 months	13,357	62.7%	101
Used hair conditioning treatment (at home)/6 mo	4,729	22.2%	94
Used hair growth product in last 6 months	435	2.0%	89
Used hair mousse in last 6 months	3,811	17.9%	103
Used hair spray (at home) in last 6 months	8,023	37.7%	104
Used hair styling gel/lotion in last 6 months	6,031	28.3%	105
Used hand & body cream/lotion/oil in last 6 months	15,589	73.2%	101
Used hand & body cream/lotion/oil <5 times last wk	4,472	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	5,224	24.5%	99
Used hand & body cream in last 6 months	3,834	18.0%	103
Used hand & body lotion in last 6 months	10,670	50.1%	102
Used hand & body oil in last 6 months	1,052	4.9%	95
Used lip care in last 6 months	13,100	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	16,965	79.7%	104
Used mouthwash in last 6 months	13,829	65.0%	99
Used mouthwash <4 times in last 7 days	4,583	21.5%	100
Used mouthwash 8+ times in last 7 days	3,074	14.4%	91
Used shampoo (at home) in last 6 months	19,819	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,659	17.2%	89
Used shaving cream/gel in last 6 months	11,237	52.8%	101
Used personal care soap (bar) in last 6 months	17,519	82.3%	98
Used personal care soap for antibacterial purpose	4,026	18.9%	98
Used personal care soap for complexion	1,474	6.9%	101
Used personal care soap for deodorant	3,620	17.0%	105
Use personal care soap for moisturizing	4,702	22.1%	102
Bought toothbrush in last 6 months	18,185	85.4%	100
Bought electric toothbrush in last 6 months	1,722	8.1%	121
Used toothpaste in last 6 months	20,442	96.0%	100
Used toothpaste <8 times in last 7 days	6,378	30.0%	93
Used toothpaste 15+ times in last 7 days	3,473	16.3%	100
Used toothpaste with baking soda in last 6 months	2,160	10.1%	89
Used toothpaste (gel) in last 6 months	6,531	30.7%	110
Used toothpaste (paste) in last 6 months	10,603	49.8%	103
Used whitening toothpaste in last 6 months	7,967	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	2,229	10.5%	99
Had professional manicure/pedicure last 6 months	4,103	19.3%	112
Had professional facial/massage last 6 months	2,401	11.3%	120
Spent \$100+ at barber shops in last 6 months	1,285	6.0%	113
Spent \$100+ at beauty parlors in last 6 months	4,243	19.9%	125

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Demographic Summary		2010	2015	
Population		79,641	82,822	
Population 18+		58,658	61,089	
Households		30,008	31,306	
Median Household Income		\$74,362	\$82,299	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		19,612	33.4%	111
Exercise at club 2+ times per week		9,157	15.6%	127
Exercise at other facility (not club) 2+ times/wk		5,531	9.4%	117
Own stationary bicycle		3,706	6.3%	112
Own treadmill		7,100	12.1%	124
Own weight lifting equipment		9,659	16.5%	127
Presently controlling diet		26,042	44.4%	108
Diet control for blood sugar level		3,885	6.6%	90
Diet control for cholesterol level		6,161	10.5%	104
Diet control to maintain weight		7,481	12.8%	114
Diet control for physical fitness		6,957	11.9%	119
Diet control for salt restriction		1,632	2.8%	83
Diet control for weight loss		9,715	16.6%	117
Used doctor's care/diet for diet method		1,480	2.5%	84
Used exercise program for diet method		6,105	10.4%	123
Used Weight Watchers as diet method		2,151	3.7%	120
Buy foods specifically labeled as fat-free		11,238	19.2%	109
Buy foods specifically labeled as high fiber		8,134	13.9%	121
Buy foods specifically labeled as high protein		3,705	6.3%	115
Buy foods specifically labeled as lactose-free		1,037	1.8%	96
Buy foods specifically labeled as low-calorie		7,321	12.5%	115
Buy foods specifically labeled as low-carb		4,986	8.5%	110
Buy foods specifically labeled as low-cholesterol		5,017	8.6%	103
Buy foods specifically labeled as low-fat		9,184	15.7%	118
Buy foods specifically labeled as low-sodium		5,708	9.7%	108
Buy foods specifically labeled as natural/organic		6,010	10.2%	122
Buy foods specifically labeled as sugar-free		8,436	14.4%	108
Used butter alternatives in last 6 months		2,223	3.8%	91
Used egg alternatives in last 6 months		8,381	14.3%	100
Used salt alternatives in last 6 months		15,614	26.6%	95
Drank meal/dietary supplement in last 6 months		4,466	7.6%	104
Used nutrition/energy bar in last 6 months		9,971	17.0%	120
Drank sports drink/thirst quencher in last 6 mo		19,054	32.5%	102
Used vitamin/dietary supplement in last 6 months		30,863	52.6%	108
Vitamin/dietary suppl used/6 mo: antioxidant		1,690	2.9%	99
Vitamin/dietary suppl used/6 mo: B complex		3,219	5.5%	113
Vitamin/dietary suppl used/6 mo: B complex+C		965	1.6%	85
Vitamin/dietary suppl used/6 mo: B-6		1,174	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12		3,128	5.3%	94
Vitamin/dietary suppl used/6 mo: C		5,595	9.5%	114
Vitamin/dietary suppl used/6 mo: calcium		6,806	11.6%	108

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

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Health and Beauty Market Potential

Milford - Rivers Edge
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 Ring: 5 miles radius

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 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,906	5.0%	101
Vitamin/dietary suppl used/6 mo: E	3,169	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	966	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	3,102	5.3%	114
Vitamin/dietary suppl used/6 mo: multiple formula	8,287	14.1%	120
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,825	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,960	6.8%	114
Vitamin/dietary suppl used/6 mo: zinc	1,310	2.2%	97
Vitamin/dietary suppl/6 mo: Caltrate 600	1,500	2.6%	96
Vitamin/dietary suppl/6 mo: Centrum	3,613	6.2%	105
Vitamin/dietary suppl/6 mo: Nature Made	3,838	6.5%	111
Visited doctor in last 12 months	47,418	80.8%	104
Visited doctor in last 12 months: 1-3 times	19,595	33.4%	99
Visited doctor in last 12 months: 4-7 times	14,137	24.1%	108
Visited doctor in last 12 months: 8+ times	13,686	23.3%	108
Visited doctor in last 12 mo: allergist	1,579	2.7%	112
Visited doctor in last 12 mo: cardiologist	4,190	7.1%	101
Visited doctor in last 12 mo: chiropractor	4,561	7.8%	104
Visited doctor in last 12 mo: dentist	25,155	42.9%	113
Visited doctor in last 12 mo: dermatologist	5,069	8.6%	121
Visited doctor in last 12 mo: ear/nose/throat	2,555	4.4%	95
Visited doctor in last 12 mo: eye	13,082	22.3%	108
Visited doctor in last 12 mo: general/family	26,261	44.8%	105
Visited doctor in last 12 mo: internist	4,991	8.5%	116
Visited doctor in last 12 mo: physical therapist	2,820	4.8%	106
Visited doctor in last 12 mo: podiatrist	2,018	3.4%	102
Visited doctor in last 12 mo: urologist	2,359	4.0%	104
Visited nurse practitioner in last 12 months	2,337	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	21,563	36.8%	107
Wear bi-focals	9,052	15.4%	98
Wear disposable contact lenses	4,668	8.0%	123
Wear soft contact lenses	5,947	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	1,840	3.1%	112
Spent on contact lenses in last 12 mo: \$100-199	2,477	4.2%	113
Spent on contact lenses in last 12 mo: \$200+	2,081	3.5%	117
Bought prescription eyewear: discount optical ctr	4,849	8.3%	104
Bought prescription eyewear: from eye doctor	15,388	26.2%	102
Bought prescription eyewear: retail optical chain	7,730	13.2%	119
Used prescription drug for allergy/hay fever	4,607	7.9%	112
Used prescription drug for anxiety/panic	2,298	3.9%	96
Used prescription drug for arthritis/rheumatism	1,243	2.1%	81
Used prescription drug for asthma	2,284	3.9%	95
Used prescription drug for backache/back pain	4,163	7.1%	96
Used prescription drug for depression	3,259	5.6%	94
Used prescr drug for diabetes (insulin dependent)	911	1.6%	79
Used prescr drug for diabetes (non-insulin)	1,820	3.1%	83
Used prescription drug for eczema/skin itch/rash	1,344	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

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,577	6.1%	92
Used prescription drug for high blood pressure	7,122	12.1%	97
Used prescription drug for high cholesterol	5,306	9.0%	104
Used prescription drug for migraine headache	2,197	3.7%	101
Used prescription drug for sinus congest./headache	2,852	4.9%	100
Used prescription drug for urinary tract infection	1,743	3.0%	95
Used last 6 mo: adhesive bandages	33,978	57.9%	105
Used last 6 mo: athlete's foot/foot care product	7,475	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	28,714	49.0%	103
Used last 6 mo: children's cold tablets/liquids	9,386	16.0%	106
Used last 6 mo: contact lens cleaning solution	8,570	14.6%	120
Used last 6 mo: cotton swabs	29,935	51.0%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	27,601	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	19,427	33.1%	97
Used last 6 mo: children's cough syrup	8,590	14.6%	103
Used last 6 mo: diarrhea remedy	8,830	15.1%	92
Used last 6 mo: eye wash and drops	17,878	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	50,486	86.1%	103
Used last 6 mo: hemorrhoid remedy	5,186	8.8%	99
Used last 6 mo: indigestion/upset stomach remedy	26,581	45.3%	101
Used last 6 mo: lactose intolerance product	1,989	3.4%	96
Used last 6 mo: laxative/fiber supplement	7,783	13.3%	96
Used last 6 mo: medicated skin ointment	19,240	32.8%	104
Used last 6 mo: medicated throat remedy	6,094	10.4%	91
Used last 6 mo: nasal spray	9,836	16.8%	106
Used last 6 mo: pain reliever/fever reducer (kids)	13,895	23.7%	107
Used last 6 mo: pain relieving rub/liquid/patch	13,764	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	3,156	5.4%	100
Used last 12 mo: sunburn remedy	9,674	16.5%	107
Used last 12 mo: suntan/sunscreen product	26,689	45.5%	119
Used last 12 mo: SPF 15+ suntan/sunscreen product	21,807	37.2%	124
Used last 6 mo: toothache/gum/canker sore remedy	9,301	15.9%	94
Used last 6 mo: vitamins for children	9,873	16.8%	114
Used body powder in last 6 months	14,618	24.9%	90
Used body powder <3 times in last 7 days	6,398	10.9%	92
Used body powder 8+ times in last 7 days	884	1.5%	69
Used body wash/shower gel in last 6 months	29,831	50.9%	98
Used breath freshener in last 6 months	27,175	46.3%	100
Used complexion care product in last 6 months	29,097	49.6%	105
Used complexion care product <7 times last week	7,675	13.1%	96
Used complexion care product 11+ times last week	10,769	18.4%	110
Used complexion care prod: dry facial skin type	4,310	7.3%	101
Used complexion care prod: normal facial skin type	9,598	16.4%	108
Used complexion care prod: oily facial skin type	3,429	5.8%	97
Used dental floss in last 6 months	40,194	68.5%	110

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Health and Beauty Market Potential

Milford - Rivers Edge
 Milford Pkwy, Milford, OH, 45150
 Ring: 5 miles radius

www.ClermontCountyOhio.biz
 Latitude: 39.16156
 Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	11,356	19.4%	96
Used denture adhesive/fixative in last 6 months	2,577	4.4%	70
Used denture cleaner in last 6 months	4,768	8.1%	73
Used deodorant/antiperspirant in last 6 months	54,946	93.7%	101
Used deodorant/antiperspirant <8 times last week	41,051	70.0%	102
Used deodorant/antiperspirant 15+ times last week	3,091	5.3%	87
Used disposable razor in last 6 months	30,268	51.6%	99
Used electric shaver in last 6 months	10,987	18.7%	99
Used hair coloring product (at home) last 6 months	11,381	19.4%	97
Used hair conditioner (at home) in last 6 months	36,604	62.4%	100
Used hair conditioning treatment (at home)/6 mo	13,115	22.4%	95
Used hair growth product in last 6 months	1,243	2.1%	93
Used hair mousse in last 6 months	10,306	17.6%	101
Used hair spray (at home) in last 6 months	21,547	36.7%	102
Used hair styling gel/lotion in last 6 months	16,860	28.7%	107
Used hand & body cream/lotion/oil in last 6 months	43,085	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	12,242	20.9%	97
Used hand & body cream/lotion/oil 9+ times last wk	14,452	24.6%	99
Used hand & body cream in last 6 months	10,577	18.0%	103
Used hand & body lotion in last 6 months	29,563	50.4%	103
Used hand & body oil in last 6 months	2,893	4.9%	95
Used lip care in last 6 months	36,031	61.4%	103
Used liquid soap/hand sanitizer in last 6 months	46,984	80.1%	104
Used mouthwash in last 6 months	37,846	64.5%	98
Used mouthwash <4 times in last 7 days	12,571	21.4%	100
Used mouthwash 8+ times in last 7 days	8,489	14.5%	91
Used shampoo (at home) in last 6 months	54,572	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	9,841	16.8%	87
Used shaving cream/gel in last 6 months	31,127	53.1%	101
Used personal care soap (bar) in last 6 months	48,411	82.5%	98
Used personal care soap for antibacterial purpose	11,048	18.8%	98
Used personal care soap for complexion	4,048	6.9%	101
Used personal care soap for deodorant	10,015	17.1%	105
Use personal care soap for moisturizing	12,515	21.3%	99
Bought toothbrush in last 6 months	50,107	85.4%	100
Bought electric toothbrush in last 6 months	4,789	8.2%	122
Used toothpaste in last 6 months	56,543	96.4%	101
Used toothpaste <8 times in last 7 days	17,306	29.5%	92
Used toothpaste 15+ times in last 7 days	9,520	16.2%	100
Used toothpaste with baking soda in last 6 months	6,109	10.4%	91
Used toothpaste (gel) in last 6 months	17,978	30.6%	110
Used toothpaste (paste) in last 6 months	29,088	49.6%	103
Used whitening toothpaste in last 6 months	21,950	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	6,348	10.8%	102
Had professional manicure/pedicure last 6 months	11,940	20.4%	119
Had professional facial/massage last 6 months	7,111	12.1%	129
Spent \$100+ at barber shops in last 6 months	3,762	6.4%	120
Spent \$100+ at beauty parlors in last 6 months	11,957	20.4%	128

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary	2010	2015
Population	2,012	2,022
Population 18+	1,719	1,738
Households	1,081	1,091
Median Household Income	\$34,402	\$45,779

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,269	73.8%	102
Family restaurant/steak house last month: <2 times	416	24.2%	94
Family restaurant/steak house last month: 2-4 times	480	27.9%	103
Family restaurant/steak house last month: 5+ times	373	21.7%	112
Family restaurant/steak house last 6 months: breakfast	219	12.7%	97
Family restaurant/steak house last 6 months: lunch	444	25.8%	104
Family restaurant/steak house last 6 months: snack	44	2.6%	92
Family restaurant/steak house last 6 months: dinner	887	51.6%	97
Family restaurant/steak house last 6 months: weekday	709	41.2%	107
Family restaurant/steak house last 6 months: weekend	684	39.8%	89
Family restaurant/steak house last 6 months: Applebee's	418	24.3%	96
Family restaurant/steak house last 6 months: Bennigan's	46	2.7%	122
Family restaurant/steak house last 6 months: Bob Evans Farm	104	6.1%	132
Family restaurant/steak house last 6 months: Cheesecake Factory	118	6.9%	104
Family restaurant/steak house last 6 months: Chili's Grill & Bar	195	11.3%	98
Family restaurant/steak house last 6 months: Cracker Barrel	191	11.1%	100
Family restaurant/steak house last 6 months: Denny's	112	6.5%	72
Family restaurant/steak house last 6 months: Friendly's	109	6.3%	159
Family restaurant/steak house last 6 months: Golden Corral	104	6.1%	84
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	168	9.8%	84
Family restaurant/steak house last 6 months: Lone Star Steakhouse	49	2.9%	105
Family restaurant/steak house last 6 months: Old Country Buffet	52	3.0%	106
Family restaurant/steak house last 6 months: Olive Garden	291	16.9%	95
Family restaurant/steak house last 6 months: Outback Steakhouse	204	11.9%	104
Family restaurant/steak house last 6 months: Perkins	74	4.3%	118
Family restaurant/steak house last 6 months: Red Lobster	226	13.1%	98
Family restaurant/steak house last 6 months: Red Robin	64	3.7%	66
Family restaurant/steak house last 6 months: Ruby Tuesday	173	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	46	2.7%	71
Family restaurant/steak house last 6 months: Sizzler	28	1.6%	54
Family restaurant/steak house last 6 months: T.G.I. Friday's	178	10.4%	101
Went to fast food/drive-in restaurant in last 6 months	1,494	86.9%	98
Went to fast food/drive-in restaurant <6 times/month	638	37.1%	106
Went to fast food/drive-in restaurant 6-13 times/month	475	27.6%	95
Went to fast food/drive-in restaurant 14+ times/month	382	22.2%	89
Fast food/drive-in last 6 months: breakfast	426	24.8%	90
Fast food/drive-in last 6 months: lunch	948	55.1%	94
Fast food/drive-in last 6 months: snack	289	16.8%	97
Fast food/drive-in last 6 months: dinner	726	42.2%	87

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,100	64.0%	96
Fast food/drive-in last 6 months: weekend	713	41.5%	86
Fast food/drive-in last 6 months: A & W	92	5.4%	118
Fast food/drive-in last 6 months: Arby's	293	17.0%	83
Fast food/drive-in last 6 months: Boston Market	106	6.2%	129
Fast food/drive-in last 6 months: Burger King	581	33.8%	93
Fast food/drive-in last 6 months: Captain D's	59	3.4%	67
Fast food/drive-in last 6 months: Carl's Jr.	90	5.2%	84
Fast food/drive-in last 6 months: Checkers	67	3.9%	122
Fast food/drive-in last 6 months: Chick-fil-A	187	10.9%	84
Fast food/drive-in last 6 months: Chipotle Mex. Grill	58	3.4%	55
Fast food/drive-in last 6 months: Chuck E. Cheese	55	3.2%	71
Fast food/drive-in last 6 months: Church's Fr. Chicken	46	2.7%	62
Fast food/drive-in last 6 months: Dairy Queen	228	13.3%	83
Fast food/drive-in last 6 months: Del Taco	23	1.3%	40
Fast food/drive-in last 6 months: Domino's Pizza	201	11.7%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	284	16.5%	143
Fast food/drive-in last 6 months: Fuddruckers	41	2.4%	85
Fast food/drive-in last 6 months: Hardee's	80	4.7%	68
Fast food/drive-in last 6 months: Jack in the Box	103	6.0%	58
Fast food/drive-in last 6 months: KFC	444	25.8%	94
Fast food/drive-in last 6 months: Little Caesars	112	6.5%	89
Fast food/drive-in last 6 months: Long John Silver's	101	5.9%	93
Fast food/drive-in last 6 months: McDonald's	961	55.9%	100
Fast food/drive-in last 6 months: Panera Bread	150	8.7%	89
Fast food/drive-in last 6 months: Papa John's	122	7.1%	82
Fast food/drive-in last 6 months: Pizza Hut	286	16.6%	75
Fast food/drive-in last 6 months: Popeyes	101	5.9%	80
Fast food/drive-in last 6 months: Quiznos	126	7.3%	81
Fast food/drive-in last 6 months: Sonic Drive-In	154	9.0%	76
Fast food/drive-in last 6 months: Starbucks	190	11.1%	74
Fast food/drive-in last 6 months: Steak n Shake	82	4.8%	95
Fast food/drive-in last 6 months: Subway	470	27.3%	86
Fast food/drive-in last 6 months: Taco Bell	484	28.2%	87
Fast food/drive-in last 6 months: Wendy's	503	29.3%	94
Fast food/drive-in last 6 months: Whataburger	73	4.2%	88
Fast food/drive-in last 6 months: White Castle	64	3.7%	92
Fast food/drive-in last 6 months: eat in	641	37.3%	99
Fast food/drive-in last 6 months: home delivery	137	8.0%	76
Fast food/drive-in last 6 months: take-out/drive-thru	807	46.9%	90
Fast food/drive-in last 6 months: take-out/walk-in	370	21.5%	87

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Population 18+		21,288	22,015
Households		11,187	11,577
Median Household Income		\$69,085	\$79,275
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	16,615	78.0%	108
Family restaurant/steak house last month: <2 times	5,579	26.2%	102
Family restaurant/steak house last month: 2-4 times	6,269	29.4%	109
Family restaurant/steak house last month: 5+ times	4,767	22.4%	115
Family restaurant/steak house last 6 months: breakfast	3,131	14.7%	112
Family restaurant/steak house last 6 months: lunch	5,763	27.1%	109
Family restaurant/steak house last 6 months: snack	558	2.6%	94
Family restaurant/steak house last 6 months: dinner	12,854	60.4%	114
Family restaurant/steak house last 6 months: weekday	9,498	44.6%	116
Family restaurant/steak house last 6 months: weekend	10,388	48.8%	110
Family restaurant/steak house last 6 months: Applebee's	6,076	28.5%	113
Family restaurant/steak house last 6 months: Bennigan's	553	2.6%	118
Family restaurant/steak house last 6 months: Bob Evans Farm	1,048	4.9%	107
Family restaurant/steak house last 6 months: Cheesecake Factory	1,693	8.0%	121
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,060	14.4%	124
Family restaurant/steak house last 6 months: Cracker Barrel	2,525	11.9%	107
Family restaurant/steak house last 6 months: Denny's	1,868	8.8%	97
Family restaurant/steak house last 6 months: Friendly's	1,042	4.9%	123
Family restaurant/steak house last 6 months: Golden Corral	1,439	6.8%	94
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,640	12.4%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	666	3.1%	115
Family restaurant/steak house last 6 months: Old Country Buffet	628	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden	4,506	21.2%	119
Family restaurant/steak house last 6 months: Outback Steakhouse	2,934	13.8%	120
Family restaurant/steak house last 6 months: Perkins	776	3.6%	100
Family restaurant/steak house last 6 months: Red Lobster	3,032	14.2%	106
Family restaurant/steak house last 6 months: Red Robin	1,614	7.6%	134
Family restaurant/steak house last 6 months: Ruby Tuesday	2,093	9.8%	118
Family restaurant/steak house last 6 months: Ryan's	553	2.6%	69
Family restaurant/steak house last 6 months: Sizzler	429	2.0%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's	2,682	12.6%	122
Went to fast food/drive-in restaurant in last 6 months	19,263	90.5%	102
Went to fast food/drive-in restaurant <6 times/month	7,497	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/month	6,250	29.4%	101
Went to fast food/drive-in restaurant 14+ times/month	5,516	25.9%	104
Fast food/drive-in last 6 months: breakfast	6,116	28.7%	105
Fast food/drive-in last 6 months: lunch	13,258	62.3%	106
Fast food/drive-in last 6 months: snack	3,826	18.0%	103
Fast food/drive-in last 6 months: dinner	10,913	51.3%	106

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

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	15,113	71.0%	107
Fast food/drive-in last 6 months: weekend	10,461	49.1%	102
Fast food/drive-in last 6 months: A & W	1,044	4.9%	108
Fast food/drive-in last 6 months: Arby's	4,854	22.8%	110
Fast food/drive-in last 6 months: Boston Market	1,269	6.0%	125
Fast food/drive-in last 6 months: Burger King	7,884	37.0%	102
Fast food/drive-in last 6 months: Captain D's	894	4.2%	82
Fast food/drive-in last 6 months: Carl's Jr.	1,140	5.4%	86
Fast food/drive-in last 6 months: Checkers	660	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	3,324	15.6%	121
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,600	7.5%	124
Fast food/drive-in last 6 months: Chuck E. Cheese	945	4.4%	99
Fast food/drive-in last 6 months: Church's Fr. Chicken	709	3.3%	78
Fast food/drive-in last 6 months: Dairy Queen	3,620	17.0%	106
Fast food/drive-in last 6 months: Del Taco	633	3.0%	89
Fast food/drive-in last 6 months: Domino's Pizza	2,740	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	2,937	13.8%	120
Fast food/drive-in last 6 months: Fuddruckers	728	3.4%	122
Fast food/drive-in last 6 months: Hardee's	1,060	5.0%	73
Fast food/drive-in last 6 months: Jack in the Box	2,052	9.6%	93
Fast food/drive-in last 6 months: KFC	5,581	26.2%	95
Fast food/drive-in last 6 months: Little Caesars	1,612	7.6%	103
Fast food/drive-in last 6 months: Long John Silver's	1,171	5.5%	87
Fast food/drive-in last 6 months: McDonald's	12,240	57.5%	103
Fast food/drive-in last 6 months: Panera Bread	2,770	13.0%	133
Fast food/drive-in last 6 months: Papa John's	2,029	9.5%	109
Fast food/drive-in last 6 months: Pizza Hut	4,503	21.2%	96
Fast food/drive-in last 6 months: Popeyes	1,505	7.1%	97
Fast food/drive-in last 6 months: Quiznos	2,171	10.2%	113
Fast food/drive-in last 6 months: Sonic Drive-In	2,471	11.6%	99
Fast food/drive-in last 6 months: Starbucks	3,666	17.2%	116
Fast food/drive-in last 6 months: Steak n Shake	1,194	5.6%	111
Fast food/drive-in last 6 months: Subway	7,200	33.8%	107
Fast food/drive-in last 6 months: Taco Bell	7,348	34.5%	107
Fast food/drive-in last 6 months: Wendy's	7,254	34.1%	109
Fast food/drive-in last 6 months: Whataburger	1,021	4.8%	99
Fast food/drive-in last 6 months: White Castle	822	3.9%	96
Fast food/drive-in last 6 months: eat in	8,058	37.9%	101
Fast food/drive-in last 6 months: home delivery	2,255	10.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	11,962	56.2%	107
Fast food/drive-in last 6 months: take-out/walk-in	5,437	25.5%	104

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Population 18+		58,658	61,089
Households		30,008	31,306
Median Household Income		\$74,362	\$82,299
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	46,029	78.5%	109
Family restaurant/steak house last month: <2 times	15,486	26.4%	103
Family restaurant/steak house last month: 2-4 times	17,540	29.9%	111
Family restaurant/steak house last month: 5+ times	13,004	22.2%	114
Family restaurant/steak house last 6 months: breakfast	8,629	14.7%	112
Family restaurant/steak house last 6 months: lunch	16,015	27.3%	110
Family restaurant/steak house last 6 months: snack	1,508	2.6%	92
Family restaurant/steak house last 6 months: dinner	35,682	60.8%	115
Family restaurant/steak house last 6 months: weekday	25,949	44.2%	115
Family restaurant/steak house last 6 months: weekend	29,280	49.9%	112
Family restaurant/steak house last 6 months: Applebee's	17,031	29.0%	115
Family restaurant/steak house last 6 months: Bennigan's	1,593	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	2,707	4.6%	100
Family restaurant/steak house last 6 months: Cheesecake Factory	4,896	8.3%	127
Family restaurant/steak house last 6 months: Chili's Grill & Bar	8,673	14.8%	128
Family restaurant/steak house last 6 months: Cracker Barrel	6,870	11.7%	106
Family restaurant/steak house last 6 months: Denny's	5,297	9.0%	100
Family restaurant/steak house last 6 months: Friendly's	2,602	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral	4,106	7.0%	97
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	7,659	13.1%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,874	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet	1,631	2.8%	98
Family restaurant/steak house last 6 months: Olive Garden	12,700	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	8,131	13.9%	121
Family restaurant/steak house last 6 months: Perkins	2,031	3.5%	95
Family restaurant/steak house last 6 months: Red Lobster	8,571	14.6%	109
Family restaurant/steak house last 6 months: Red Robin	4,567	7.8%	138
Family restaurant/steak house last 6 months: Ruby Tuesday	5,699	9.7%	116
Family restaurant/steak house last 6 months: Ryan's	1,464	2.5%	66
Family restaurant/steak house last 6 months: Sizzler	1,297	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	7,397	12.6%	123
Went to fast food/drive-in restaurant in last 6 months	53,243	90.8%	102
Went to fast food/drive-in restaurant <6 times/month	20,270	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/month	17,489	29.8%	103
Went to fast food/drive-in restaurant 14+ times/month	15,482	26.4%	106
Fast food/drive-in last 6 months: breakfast	17,216	29.4%	107
Fast food/drive-in last 6 months: lunch	37,162	63.4%	108
Fast food/drive-in last 6 months: snack	10,769	18.4%	106
Fast food/drive-in last 6 months: dinner	30,411	51.8%	107

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	41,800	71.3%	107
Fast food/drive-in last 6 months: weekend	29,679	50.6%	105
Fast food/drive-in last 6 months: A & W	2,921	5.0%	110
Fast food/drive-in last 6 months: Arby's	13,449	22.9%	111
Fast food/drive-in last 6 months: Boston Market	3,593	6.1%	129
Fast food/drive-in last 6 months: Burger King	21,724	37.0%	102
Fast food/drive-in last 6 months: Captain D's	2,390	4.1%	79
Fast food/drive-in last 6 months: Carl's Jr.	3,435	5.9%	94
Fast food/drive-in last 6 months: Checkers	1,764	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	9,786	16.7%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,750	8.1%	133
Fast food/drive-in last 6 months: Chuck E. Cheese	2,738	4.7%	104
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,189	3.7%	87
Fast food/drive-in last 6 months: Dairy Queen	10,038	17.1%	107
Fast food/drive-in last 6 months: Del Taco	2,016	3.4%	103
Fast food/drive-in last 6 months: Domino's Pizza	7,917	13.5%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	7,684	13.1%	113
Fast food/drive-in last 6 months: Fuddruckers	2,187	3.7%	134
Fast food/drive-in last 6 months: Hardee's	2,874	4.9%	72
Fast food/drive-in last 6 months: Jack in the Box	6,245	10.6%	102
Fast food/drive-in last 6 months: KFC	15,648	26.7%	97
Fast food/drive-in last 6 months: Little Caesars	4,419	7.5%	103
Fast food/drive-in last 6 months: Long John Silver's	3,158	5.4%	85
Fast food/drive-in last 6 months: McDonald's	33,992	57.9%	104
Fast food/drive-in last 6 months: Panera Bread	7,943	13.5%	139
Fast food/drive-in last 6 months: Papa John's	5,932	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	12,760	21.8%	99
Fast food/drive-in last 6 months: Popeyes	4,353	7.4%	101
Fast food/drive-in last 6 months: Quiznos	6,415	10.9%	122
Fast food/drive-in last 6 months: Sonic Drive-In	6,945	11.8%	100
Fast food/drive-in last 6 months: Starbucks	11,184	19.1%	128
Fast food/drive-in last 6 months: Steak n Shake	3,313	5.6%	112
Fast food/drive-in last 6 months: Subway	20,044	34.2%	108
Fast food/drive-in last 6 months: Taco Bell	20,495	34.9%	109
Fast food/drive-in last 6 months: Wendy's	19,761	33.7%	108
Fast food/drive-in last 6 months: Whataburger	3,026	5.2%	107
Fast food/drive-in last 6 months: White Castle	2,167	3.7%	91
Fast food/drive-in last 6 months: eat in	22,729	38.7%	103
Fast food/drive-in last 6 months: home delivery	6,557	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	33,283	56.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	15,276	26.0%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015	
Population		2,012	2,022	
Population 18+		1,719	1,738	
Households		1,081	1,091	
Median Household Income		\$34,402	\$45,779	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		179	10.4%	105
Participated in archery		46	2.7%	101
Participated in backpacking/hiking		115	6.7%	71
Participated in baseball		80	4.7%	89
Participated in basketball		122	7.1%	76
Participated in bicycling (mountain)		61	3.5%	96
Participated in bicycling (road)		153	8.9%	92
Participated in boating (power)		99	5.8%	94
Participated in bowling		161	9.4%	80
Participated in canoeing/kayaking		57	3.3%	69
Participated in downhill skiing		33	1.9%	66
Participated in fishing (fresh water)		174	10.1%	77
Participated in fishing (salt water)		78	4.5%	99
Participated in football		88	5.1%	82
Participated in Frisbee		67	3.9%	71
Participated in golf		155	9.0%	87
Play golf < once a month		52	3.0%	76
Play golf 1+ times a month		92	5.4%	99
Participated in horseback riding		44	2.6%	84
Participated in hunting with rifle		74	4.3%	89
Participated in hunting with shotgun		62	3.6%	85
Participated in ice skating		49	2.9%	99
Participated in jogging/running		148	8.6%	82
Participated in martial arts		21	1.2%	87
Participated in motorcycling		54	3.1%	85
Participated in Pilates		51	3.0%	91
Participated in roller skating		38	2.2%	106
Participated in snowboarding		22	1.3%	67
Participated in soccer		52	3.0%	70
Participated in softball		59	3.4%	88
Participated in swimming		308	17.9%	92
Participated in target shooting		65	3.8%	98
Participated in tennis		65	3.8%	88
Participated in volleyball		50	2.9%	83
Participated in walking for exercise		576	33.5%	112
Participated in weight lifting		170	9.9%	84
Participated in yoga		106	6.2%	107
Spent on high end sports/recreation equipment/12 mo: <\$250		70	4.1%	92
Spent on high end sports/recreation equipment/12 mo: \$250+		50	2.9%	75
Attend sports event: auto racing (NASCAR)		104	6.1%	82
Attend sports event: auto racing (not NASCAR)		100	5.8%	92
Attend sports event: baseball game		235	13.7%	92

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	98	5.7%	72
Attend sports event: basketball game (pro)	105	6.1%	71
Attend sports event: football game (college)	170	9.9%	96
Attend sports event: football-Monday night game (pro)	84	4.9%	80
Attend sports event: football-weekend game (pro)	129	7.5%	83
Attend sports event: golf tournament	81	4.7%	85
Attend sports event: ice hockey game	102	5.9%	90
Attend sports event: soccer game	86	5.0%	81
Attend sports event: tennis match	68	4.0%	80
Attended adult education course in last 12 months	104	6.1%	91
Attended auto show in last 12 months	143	8.3%	100
Went to bar/night club in last 12 months	311	18.1%	95
Went to beach in last 12 months	422	24.5%	100
Attended dance performance in last 12 months	92	5.4%	120
Danced/went dancing in last 12 months	179	10.4%	110
Dined out in last 12 months	836	48.6%	99
Dine out < once a month	91	5.3%	113
Dine out once a month	102	5.9%	96
Dine out 2-3 times a month	197	11.5%	100
Dine out once a week	200	11.6%	101
Dine out 2+ times per week	160	9.3%	94
Gambled at casino in last 12 months	301	17.5%	109
Gambled at casino 6+ times in last 12 months	45	2.6%	96
Gambled in Atlantic City in last 12 months	70	4.1%	161
Gambled in Las Vegas in last 12 months	63	3.7%	77
Attended horse races in last 12 months	63	3.7%	124
Attended movies in last 6 months	975	56.7%	96
Attended movies in last 90 days: < once a month	501	29.1%	90
Attended movies in last 90 days: once a month	139	8.1%	79
Attended movies in last 90 days: 2-3 times a month	131	7.6%	113
Attended movies in last 90 days: once/week or more	79	4.6%	180
Prefer to see movie after second week of release	398	23.2%	98
Went to museum in last 12 months	198	11.5%	90
Attended music performance in last 12 months	385	22.4%	94
Attended country music performance in last 12 mo	64	3.7%	73
Attended rock music performance in last 12 months	208	12.1%	111
Attended classical music/opera performance/12 mo	102	5.9%	129
Went to live theater in last 12 months	227	13.2%	100
Visited a theme park in last 12 months	316	18.4%	86
Visited Disney World (FL)/12 mo: Magic Kingdom	85	4.9%	146
Visited any Sea World in last 12 months	59	3.4%	101
Visited any Six Flags in last 12 months	84	4.9%	84
Went to zoo in last 12 months	223	13.0%	102
Played backgammon in last 12 months	24	1.4%	70
Participated in book club in last 12 months	83	4.8%	152
Played billiards/pool in last 12 months	117	6.8%	71
Played bingo in last 12 months	101	5.9%	139
Did birdwatching in last 12 months	100	5.8%	93
Played board game in last 12 months	231	13.4%	82

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	367	21.4%	102
Played chess in last 12 months	60	3.5%	95
Cooked for fun in last 12 months	369	21.5%	103
Did crossword puzzle in last 12 months	281	16.3%	112
Participated in fantasy sports league last 12 mo	46	2.7%	82
Flew a kite in last 12 months	34	2.0%	70
Did furniture refinishing in last 12 months	54	3.1%	97
Did indoor gardening/plant care in last 12 months	196	11.4%	113
Participated in karaoke in last 12 months	47	2.7%	62
Bought lottery ticket in last 12 months	550	32.0%	92
Bought lottery ticket in last 12 mo: Daily Drawing	110	6.4%	132
Bought lottery ticket in last 12 mo: Instant Game	253	14.7%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	331	19.3%	90
Played lottery: <3 times in last 30 days	220	12.8%	81
Played lottery: 3-7 times in last 30 days	158	9.2%	95
Played lottery: 8+ times in last 30 days	172	10.0%	107
Played musical instrument in last 12 months	129	7.5%	94
Did painting/drawing in last 12 months	90	5.2%	80
Did photography in last 12 months	175	10.2%	81
Read book in last 12 months	717	41.7%	102
Participated in trivia games in last 12 months	108	6.3%	104
Played video game in last 12 months	205	11.9%	90
Did woodworking in last 12 months	64	3.7%	79
Participated in word games in last 12 months	187	10.9%	114
Member of AARP	427	24.8%	161
Member of business club	54	3.1%	126
Member of charitable organization	110	6.4%	101
Member of church board	78	4.5%	105
Member of fraternal order	81	4.7%	133
Member of religious club	111	6.5%	101
Member of union	102	5.9%	113
Member of veterans club	73	4.2%	125
Bought any children`s toy/game in last 12 months	557	32.4%	94
Spent on toys/games in last 12 months: <\$50	103	6.0%	98
Spent on toys/games in last 12 months: \$50-99	28	1.6%	59
Spent on toys/games in last 12 months: \$100-199	108	6.3%	87
Spent on toys/games in last 12 months: \$200-499	213	12.4%	114
Spent on toys/games in last 12 months: \$500+	97	5.6%	98
Bought infant toy in last 12 months	111	6.5%	77
Bought pre-school toy in last 12 months	119	6.9%	86
Spent on toys/games (for child <6)/12 mo: <\$100	142	8.3%	74
Spent on toys/games (for child <6)/12 mo: \$100-199	102	5.9%	88
Spent on toys/games (for child <6)/12 mo: \$200+	160	9.3%	120
Bought for child in last 12 mo: boy action figure	114	6.6%	82
Bought for child in last 12 mo: girl action figure	46	2.7%	87
Bought for child in last 12 mo: bicycle	126	7.3%	107
Bought for child in last 12 mo: board game	152	8.8%	75

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	46	2.7%	79
Bought for child in last 12 mo: car	145	8.4%	91
Bought for child in last 12 mo: construction toy	82	4.8%	97
Bought for child in last 12 mo: large/baby doll	92	5.4%	82
Bought for child in last 12 mo: fashion doll	81	4.7%	92
Bought for child in last 12 mo: plush doll/animal	139	8.1%	96
Bought for child in last 12 mo: doll accessories	53	3.1%	77
Bought for child in last 12 mo: doll clothing	49	2.9%	69
Bought for child in last 12 mo: educational toy	199	11.6%	85
Bought for child in last 12 mo: electronic game	137	8.0%	85
Bought for child in last 12 mo: mechanical toy	64	3.7%	93
Bought for child in last 12 mo: model kit/set	37	2.2%	84
Bought for child in last 12 mo: sound game	35	2.0%	73
Bought for child in last 12 mo: water toy	152	8.8%	92
Bought for child in last 12 mo: word game	57	3.3%	86
Bought book in last 12 months	869	50.6%	101
Bought 1-3 books in last 12 months	330	19.2%	98
Bought 4-9 books in last 12 months	245	14.3%	92
Bought 10+ books in last 12 months	293	17.0%	113
Bought paperback book in last 12 months	630	36.6%	97
Bought <3 paperback books in last 12 months	191	11.1%	86
Bought 3-6 paperback books in last 12 months	222	12.9%	98
Bought 7+ paperback books in last 12 months	218	12.7%	108
Bought hardcover book in last 12 months	478	27.8%	100
Bought <3 hardcover books in last 12 months	176	10.2%	84
Bought 3-5 hardcover books in last 12 months	185	10.8%	134
Bought 6+ hardcover books in last 12 months	117	6.8%	87
Bought book (fiction) in last 12 months	455	26.5%	94
Bought book (non-fiction) in last 12 months	440	25.6%	101
Bought biography in last 12 months	133	7.7%	106
Bought children`s book in last 12 months	201	11.7%	92
Bought cookbook in last 12 months	206	12.0%	109
Bought desk dictionary in last 12 months	48	2.8%	137
Bought history book in last 12 months	132	7.7%	102
Bought mystery book in last 12 months	221	12.9%	114
Bought personal/business self-help book last 12 mo	115	6.7%	93
Bought religious book (not bible) last 12 months	104	6.1%	80
Bought romance book in last 12 months	88	5.1%	78
Bought science fiction book in last 12 months	70	4.1%	89
Bought book through book club in last 12 months	85	4.9%	114
Bought book at book store in last 12 months	565	32.9%	98
Bought book at Barnes & Noble in last 12 months	371	21.6%	110
Bought book at Borders in last 12 months	176	10.2%	92
Bought book at convenience store in last 12 months	52	3.0%	136
Bought book at department store in last 12 months	115	6.7%	87
Bought book at drug store in last 12 months	62	3.6%	159
Bought book through Internet in last 12 mo	172	10.0%	98
Bought book through mail order in last 12 months	61	3.5%	104
Bought book at supermarket in last 12 months	82	4.8%	91
Bought book at warehouse store in last 12 months	83	4.8%	83

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Population 18+		21,288	22,015
Households		11,187	11,577
Median Household Income		\$69,085	\$79,275
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	2,528	11.9%	120
Participated in archery	549	2.6%	97
Participated in backpacking/hiking	2,308	10.8%	115
Participated in baseball	1,193	5.6%	108
Participated in basketball	2,011	9.4%	101
Participated in bicycling (mountain)	952	4.5%	121
Participated in bicycling (road)	2,481	11.7%	121
Participated in boating (power)	1,500	7.0%	114
Participated in bowling	2,994	14.1%	121
Participated in canoeing/kayaking	1,205	5.7%	118
Participated in downhill skiing	769	3.6%	124
Participated in fishing (fresh water)	2,802	13.2%	101
Participated in fishing (salt water)	1,087	5.1%	112
Participated in football	1,332	6.3%	100
Participated in Frisbee	1,312	6.2%	113
Participated in golf	2,761	13.0%	125
Play golf < once a month	1,021	4.8%	121
Play golf 1+ times a month	1,455	6.8%	127
Participated in horseback riding	651	3.1%	101
Participated in hunting with rifle	936	4.4%	91
Participated in hunting with shotgun	802	3.8%	89
Participated in ice skating	754	3.5%	123
Participated in jogging/running	2,628	12.3%	117
Participated in martial arts	282	1.3%	94
Participated in motorcycling	822	3.9%	105
Participated in Pilates	875	4.1%	125
Participated in roller skating	459	2.2%	103
Participated in snowboarding	397	1.9%	97
Participated in soccer	992	4.7%	108
Participated in softball	850	4.0%	102
Participated in swimming	4,920	23.1%	119
Participated in target shooting	901	4.2%	110
Participated in tennis	1,050	4.9%	115
Participated in volleyball	833	3.9%	112
Participated in walking for exercise	7,426	34.9%	117
Participated in weight lifting	3,093	14.5%	123
Participated in yoga	1,406	6.6%	114
Spent on high end sports/recreation equipment/12 mo: <\$250	940	4.4%	100
Spent on high end sports/recreation equipment/12 mo: \$250+	964	4.5%	116
Attend sports event: auto racing (NASCAR)	1,641	7.7%	105
Attend sports event: auto racing (not NASCAR)	1,429	6.7%	106
Attend sports event: baseball game	3,787	17.8%	120

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,839	8.6%	109
Attend sports event: basketball game (pro)	2,071	9.7%	114
Attend sports event: football game (college)	2,493	11.7%	113
Attend sports event: football-Monday night game (pro)	1,377	6.5%	105
Attend sports event: football-weekend game (pro)	2,291	10.8%	119
Attend sports event: golf tournament	1,351	6.3%	114
Attend sports event: ice hockey game	1,708	8.0%	121
Attend sports event: soccer game	1,481	7.0%	113
Attend sports event: tennis match	1,103	5.2%	105
Attended adult education course in last 12 months	1,637	7.7%	116
Attended auto show in last 12 months	1,951	9.2%	111
Went to bar/night club in last 12 months	4,577	21.5%	113
Went to beach in last 12 months	6,178	29.0%	118
Attended dance performance in last 12 months	1,090	5.1%	115
Danced/went dancing in last 12 months	2,140	10.1%	106
Dined out in last 12 months	11,768	55.3%	112
Dine out < once a month	1,127	5.3%	113
Dine out once a month	1,447	6.8%	110
Dine out 2-3 times a month	2,738	12.9%	112
Dine out once a week	2,888	13.6%	118
Dine out 2+ times per week	2,199	10.3%	104
Gambled at casino in last 12 months	3,831	18.0%	112
Gambled at casino 6+ times in last 12 months	609	2.9%	105
Gambled in Atlantic City in last 12 months	568	2.7%	105
Gambled in Las Vegas in last 12 months	1,159	5.4%	114
Attended horse races in last 12 months	689	3.2%	109
Attended movies in last 6 months	13,236	62.2%	106
Attended movies in last 90 days: < once a month	7,383	34.7%	107
Attended movies in last 90 days: once a month	2,365	11.1%	108
Attended movies in last 90 days: 2-3 times a month	1,549	7.3%	108
Attended movies in last 90 days: once/week or more	518	2.4%	95
Prefer to see movie after second week of release	5,695	26.8%	113
Went to museum in last 12 months	3,107	14.6%	114
Attended music performance in last 12 months	5,906	27.7%	117
Attended country music performance in last 12 mo	1,085	5.1%	100
Attended rock music performance in last 12 months	2,809	13.2%	121
Attended classical music/opera performance/12 mo	1,166	5.5%	119
Went to live theater in last 12 months	3,317	15.6%	119
Visited a theme park in last 12 months	5,151	24.2%	113
Visited Disney World (FL)/12 mo: Magic Kingdom	893	4.2%	124
Visited any Sea World in last 12 months	772	3.6%	107
Visited any Six Flags in last 12 months	1,297	6.1%	105
Went to zoo in last 12 months	3,256	15.3%	120
Played backgammon in last 12 months	453	2.1%	106
Participated in book club in last 12 months	688	3.2%	102
Played billiards/pool in last 12 months	2,137	10.0%	104
Played bingo in last 12 months	917	4.3%	102
Did birdwatching in last 12 months	1,381	6.5%	104
Played board game in last 12 months	3,986	18.7%	115

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	4,923	23.1%	110
Played chess in last 12 months	824	3.9%	106
Cooked for fun in last 12 months	5,059	23.8%	114
Did crossword puzzle in last 12 months	3,446	16.2%	111
Participated in fantasy sports league last 12 mo	839	3.9%	121
Flew a kite in last 12 months	647	3.0%	107
Did furniture refinishing in last 12 months	731	3.4%	107
Did indoor gardening/plant care in last 12 months	2,386	11.2%	111
Participated in karaoke in last 12 months	936	4.4%	99
Bought lottery ticket in last 12 months	7,572	35.6%	103
Bought lottery ticket in last 12 mo: Daily Drawing	1,006	4.7%	97
Bought lottery ticket in last 12 mo: Instant Game	3,383	15.9%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	4,867	22.9%	107
Played lottery: <3 times in last 30 days	3,366	15.8%	100
Played lottery: 3-7 times in last 30 days	2,134	10.0%	104
Played lottery: 8+ times in last 30 days	2,074	9.7%	105
Played musical instrument in last 12 months	1,847	8.7%	109
Did painting/drawing in last 12 months	1,423	6.7%	102
Did photography in last 12 months	3,051	14.3%	114
Read book in last 12 months	9,697	45.6%	112
Participated in trivia games in last 12 months	1,513	7.1%	118
Played video game in last 12 months	3,029	14.2%	107
Did woodworking in last 12 months	1,013	4.8%	101
Participated in word games in last 12 months	2,248	10.6%	111
Member of AARP	3,707	17.4%	113
Member of business club	668	3.1%	126
Member of charitable organization	1,569	7.4%	117
Member of church board	897	4.2%	98
Member of fraternal order	782	3.7%	104
Member of religious club	1,395	6.6%	102
Member of union	1,339	6.3%	119
Member of veterans club	733	3.4%	101
Bought any children`s toy/game in last 12 months	8,134	38.2%	110
Spent on toys/games in last 12 months: <\$50	1,346	6.3%	104
Spent on toys/games in last 12 months: \$50-99	614	2.9%	105
Spent on toys/games in last 12 months: \$100-199	1,555	7.3%	102
Spent on toys/games in last 12 months: \$200-499	2,615	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,507	7.1%	123
Bought infant toy in last 12 months	1,910	9.0%	107
Bought pre-school toy in last 12 months	1,909	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	2,476	11.6%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	1,547	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	1,922	9.0%	117
Bought for child in last 12 mo: boy action figure	1,845	8.7%	107
Bought for child in last 12 mo: girl action figure	629	3.0%	96
Bought for child in last 12 mo: bicycle	1,588	7.5%	109
Bought for child in last 12 mo: board game	2,986	14.0%	118

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	802	3.8%	111
Bought for child in last 12 mo: car	1,946	9.1%	99
Bought for child in last 12 mo: construction toy	1,104	5.2%	105
Bought for child in last 12 mo: large/baby doll	1,459	6.9%	105
Bought for child in last 12 mo: fashion doll	1,066	5.0%	98
Bought for child in last 12 mo: plush doll/animal	2,192	10.3%	122
Bought for child in last 12 mo: doll accessories	908	4.3%	106
Bought for child in last 12 mo: doll clothing	884	4.2%	101
Bought for child in last 12 mo: educational toy	3,278	15.4%	113
Bought for child in last 12 mo: electronic game	2,258	10.6%	114
Bought for child in last 12 mo: mechanical toy	920	4.3%	108
Bought for child in last 12 mo: model kit/set	598	2.8%	109
Bought for child in last 12 mo: sound game	528	2.5%	88
Bought for child in last 12 mo: water toy	2,397	11.3%	118
Bought for child in last 12 mo: word game	793	3.7%	97
Bought book in last 12 months	11,997	56.4%	112
Bought 1-3 books in last 12 months	4,533	21.3%	108
Bought 4-9 books in last 12 months	3,627	17.0%	109
Bought 10+ books in last 12 months	3,837	18.0%	119
Bought paperback book in last 12 months	9,284	43.6%	115
Bought <3 paperback books in last 12 months	3,064	14.4%	111
Bought 3-6 paperback books in last 12 months	3,200	15.0%	114
Bought 7+ paperback books in last 12 months	3,021	14.2%	120
Bought hardcover book in last 12 months	6,814	32.0%	115
Bought <3 hardcover books in last 12 months	2,946	13.8%	113
Bought 3-5 hardcover books in last 12 months	1,952	9.2%	115
Bought 6+ hardcover books in last 12 months	1,916	9.0%	115
Bought book (fiction) in last 12 months	6,956	32.7%	116
Bought book (non-fiction) in last 12 months	6,209	29.2%	115
Bought biography in last 12 months	1,693	8.0%	109
Bought children`s book in last 12 months	3,063	14.4%	113
Bought cookbook in last 12 months	2,577	12.1%	111
Bought desk dictionary in last 12 months	376	1.8%	87
Bought history book in last 12 months	1,802	8.5%	112
Bought mystery book in last 12 months	2,810	13.2%	117
Bought personal/business self-help book last 12 mo	1,941	9.1%	127
Bought religious book (not bible) last 12 months	1,772	8.3%	110
Bought romance book in last 12 months	1,449	6.8%	104
Bought science fiction book in last 12 months	1,045	4.9%	108
Bought book through book club in last 12 months	919	4.3%	100
Bought book at book store in last 12 months	8,438	39.6%	118
Bought book at Barnes & Noble in last 12 months	5,247	24.6%	125
Bought book at Borders in last 12 months	3,053	14.3%	129
Bought book at convenience store in last 12 months	415	1.9%	88
Bought book at department store in last 12 months	1,638	7.7%	101
Bought book at drug store in last 12 months	476	2.2%	98
Bought book through Internet in last 12 mo	2,610	12.3%	121
Bought book through mail order in last 12 months	604	2.8%	83
Bought book at supermarket in last 12 months	1,244	5.8%	112
Bought book at warehouse store in last 12 months	1,548	7.3%	125

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Demographic Summary		2010	2015	
Population		79,641	82,822	
Population 18+		58,658	61,089	
Households		30,008	31,306	
Median Household Income		\$74,362	\$82,299	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		7,148	12.2%	123
Participated in archery		1,485	2.5%	95
Participated in backpacking/hiking		6,649	11.3%	120
Participated in baseball		3,178	5.4%	104
Participated in basketball		5,723	9.8%	104
Participated in bicycling (mountain)		2,632	4.5%	122
Participated in bicycling (road)		6,869	11.7%	121
Participated in boating (power)		4,189	7.1%	116
Participated in bowling		8,305	14.2%	121
Participated in canoeing/kayaking		3,283	5.6%	117
Participated in downhill skiing		2,242	3.8%	131
Participated in fishing (fresh water)		7,894	13.5%	103
Participated in fishing (salt water)		3,000	5.1%	112
Participated in football		3,705	6.3%	101
Participated in Frisbee		3,612	6.2%	113
Participated in golf		7,699	13.1%	127
Play golf < once a month		2,939	5.0%	127
Play golf 1+ times a month		3,975	6.8%	126
Participated in horseback riding		1,867	3.2%	105
Participated in hunting with rifle		2,579	4.4%	91
Participated in hunting with shotgun		2,217	3.8%	89
Participated in ice skating		2,083	3.6%	123
Participated in jogging/running		7,674	13.1%	124
Participated in martial arts		769	1.3%	93
Participated in motorcycling		2,275	3.9%	105
Participated in Pilates		2,418	4.1%	126
Participated in roller skating		1,134	1.9%	92
Participated in snowboarding		1,135	1.9%	101
Participated in soccer		2,701	4.6%	107
Participated in softball		2,368	4.0%	103
Participated in swimming		13,788	23.5%	121
Participated in target shooting		2,502	4.3%	111
Participated in tennis		2,960	5.0%	118
Participated in volleyball		2,222	3.8%	108
Participated in walking for exercise		20,375	34.7%	117
Participated in weight lifting		8,744	14.9%	127
Participated in yoga		4,002	6.8%	118
Spent on high end sports/recreation equipment/12 mo: <\$250		2,741	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+		2,787	4.8%	122
Attend sports event: auto racing (NASCAR)		4,600	7.8%	107
Attend sports event: auto racing (not NASCAR)		3,928	6.7%	106
Attend sports event: baseball game		10,600	18.1%	122

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	5,192	8.9%	111
Attend sports event: basketball game (pro)	5,907	10.1%	118
Attend sports event: football game (college)	6,992	11.9%	115
Attend sports event: football-Monday night game (pro)	3,891	6.6%	108
Attend sports event: football-weekend game (pro)	6,312	10.8%	119
Attend sports event: golf tournament	3,807	6.5%	117
Attend sports event: ice hockey game	4,733	8.1%	122
Attend sports event: soccer game	4,133	7.0%	114
Attend sports event: tennis match	3,077	5.2%	106
Attended adult education course in last 12 months	4,498	7.7%	116
Attended auto show in last 12 months	5,311	9.1%	109
Went to bar/night club in last 12 months	12,461	21.2%	111
Went to beach in last 12 months	17,319	29.5%	120
Attended dance performance in last 12 months	3,020	5.1%	116
Danced/went dancing in last 12 months	5,819	9.9%	105
Dined out in last 12 months	32,837	56.0%	114
Dine out < once a month	3,104	5.3%	113
Dine out once a month	4,026	6.9%	111
Dine out 2-3 times a month	7,658	13.1%	113
Dine out once a week	8,038	13.7%	119
Dine out 2+ times per week	6,278	10.7%	108
Gambled at casino in last 12 months	10,739	18.3%	114
Gambled at casino 6+ times in last 12 months	1,579	2.7%	99
Gambled in Atlantic City in last 12 months	1,441	2.5%	97
Gambled in Las Vegas in last 12 months	3,379	5.8%	121
Attended horse races in last 12 months	1,848	3.2%	106
Attended movies in last 6 months	37,457	63.9%	109
Attended movies in last 90 days: < once a month	20,979	35.8%	111
Attended movies in last 90 days: once a month	6,831	11.6%	114
Attended movies in last 90 days: 2-3 times a month	4,347	7.4%	110
Attended movies in last 90 days: once/week or more	1,356	2.3%	90
Prefer to see movie after second week of release	15,994	27.3%	115
Went to museum in last 12 months	9,029	15.4%	120
Attended music performance in last 12 months	16,451	28.0%	118
Attended country music performance in last 12 mo	3,010	5.1%	101
Attended rock music performance in last 12 months	7,640	13.0%	119
Attended classical music/opera performance/12 mo	3,132	5.3%	116
Went to live theater in last 12 months	9,604	16.4%	125
Visited a theme park in last 12 months	14,751	25.1%	117
Visited Disney World (FL)/12 mo: Magic Kingdom	2,555	4.4%	129
Visited any Sea World in last 12 months	2,407	4.1%	121
Visited any Six Flags in last 12 months	3,671	6.3%	108
Went to zoo in last 12 months	9,257	15.8%	124
Played backgammon in last 12 months	1,295	2.2%	110
Participated in book club in last 12 months	2,001	3.4%	108
Played billiards/pool in last 12 months	6,045	10.3%	107
Played bingo in last 12 months	2,490	4.2%	100
Did birdwatching in last 12 months	3,873	6.6%	106
Played board game in last 12 months	11,399	19.4%	119

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	13,642	23.3%	111
Played chess in last 12 months	2,294	3.9%	107
Cooked for fun in last 12 months	13,919	23.7%	114
Did crossword puzzle in last 12 months	9,326	15.9%	109
Participated in fantasy sports league last 12 mo	2,289	3.9%	120
Flew a kite in last 12 months	1,868	3.2%	112
Did furniture refinishing in last 12 months	2,059	3.5%	109
Did indoor gardening/plant care in last 12 months	6,519	11.1%	110
Participated in karaoke in last 12 months	2,551	4.3%	98
Bought lottery ticket in last 12 months	20,940	35.7%	103
Bought lottery ticket in last 12 mo: Daily Drawing	2,605	4.4%	92
Bought lottery ticket in last 12 mo: Instant Game	8,848	15.1%	95
Bought lottery ticket in last 12 mo: Lotto Drawing	13,873	23.7%	111
Played lottery: <3 times in last 30 days	9,785	16.7%	106
Played lottery: 3-7 times in last 30 days	5,757	9.8%	102
Played lottery: 8+ times in last 30 days	5,400	9.2%	99
Played musical instrument in last 12 months	4,970	8.5%	106
Did painting/drawing in last 12 months	3,913	6.7%	102
Did photography in last 12 months	8,685	14.8%	117
Read book in last 12 months	27,070	46.1%	113
Participated in trivia games in last 12 months	4,140	7.1%	117
Played video game in last 12 months	8,384	14.3%	107
Did woodworking in last 12 months	2,872	4.9%	104
Participated in word games in last 12 months	6,057	10.3%	108
Member of AARP	9,866	16.8%	109
Member of business club	1,910	3.3%	131
Member of charitable organization	4,416	7.5%	119
Member of church board	2,501	4.3%	99
Member of fraternal order	2,151	3.7%	104
Member of religious club	3,992	6.8%	106
Member of union	3,529	6.0%	114
Member of veterans club	1,891	3.2%	95
Bought any children`s toy/game in last 12 months	22,477	38.3%	111
Spent on toys/games in last 12 months: <\$50	3,789	6.5%	106
Spent on toys/games in last 12 months: \$50-99	1,604	2.7%	99
Spent on toys/games in last 12 months: \$100-199	4,251	7.2%	101
Spent on toys/games in last 12 months: \$200-499	7,133	12.2%	112
Spent on toys/games in last 12 months: \$500+	4,219	7.2%	125
Bought infant toy in last 12 months	5,262	9.0%	107
Bought pre-school toy in last 12 months	5,313	9.1%	112
Spent on toys/games (for child <6)/12 mo: <\$100	6,908	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	4,199	7.2%	106
Spent on toys/games (for child <6)/12 mo: \$200+	5,242	8.9%	116
Bought for child in last 12 mo: boy action figure	5,119	8.7%	108
Bought for child in last 12 mo: girl action figure	1,771	3.0%	98
Bought for child in last 12 mo: bicycle	4,480	7.6%	112
Bought for child in last 12 mo: board game	8,433	14.4%	121

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,208	3.8%	111
Bought for child in last 12 mo: car	5,517	9.4%	102
Bought for child in last 12 mo: construction toy	3,193	5.4%	110
Bought for child in last 12 mo: large/baby doll	3,850	6.6%	100
Bought for child in last 12 mo: fashion doll	2,955	5.0%	99
Bought for child in last 12 mo: plush doll/animal	6,053	10.3%	123
Bought for child in last 12 mo: doll accessories	2,479	4.2%	105
Bought for child in last 12 mo: doll clothing	2,482	4.2%	103
Bought for child in last 12 mo: educational toy	9,277	15.8%	116
Bought for child in last 12 mo: electronic game	6,385	10.9%	117
Bought for child in last 12 mo: mechanical toy	2,584	4.4%	110
Bought for child in last 12 mo: model kit/set	1,698	2.9%	112
Bought for child in last 12 mo: sound game	1,458	2.5%	89
Bought for child in last 12 mo: water toy	6,576	11.2%	117
Bought for child in last 12 mo: word game	2,287	3.9%	101
Bought book in last 12 months	33,264	56.7%	113
Bought 1-3 books in last 12 months	12,315	21.0%	107
Bought 4-9 books in last 12 months	10,203	17.4%	112
Bought 10+ books in last 12 months	10,742	18.3%	121
Bought paperback book in last 12 months	25,868	44.1%	117
Bought <3 paperback books in last 12 months	8,382	14.3%	110
Bought 3-6 paperback books in last 12 months	9,056	15.4%	117
Bought 7+ paperback books in last 12 months	8,432	14.4%	122
Bought hardcover book in last 12 months	19,261	32.8%	118
Bought <3 hardcover books in last 12 months	8,291	14.1%	115
Bought 3-5 hardcover books in last 12 months	5,368	9.2%	114
Bought 6+ hardcover books in last 12 months	5,604	9.6%	122
Bought book (fiction) in last 12 months	19,566	33.4%	119
Bought book (non-fiction) in last 12 months	17,474	29.8%	117
Bought biography in last 12 months	4,813	8.2%	113
Bought children`s book in last 12 months	8,743	14.9%	117
Bought cookbook in last 12 months	7,070	12.1%	110
Bought desk dictionary in last 12 months	1,024	1.7%	86
Bought history book in last 12 months	5,134	8.8%	116
Bought mystery book in last 12 months	7,736	13.2%	117
Bought personal/business self-help book last 12 mo	5,466	9.3%	130
Bought religious book (not bible) last 12 months	4,952	8.4%	111
Bought romance book in last 12 months	3,923	6.7%	103
Bought science fiction book in last 12 months	2,974	5.1%	111
Bought book through book club in last 12 months	2,591	4.4%	102
Bought book at book store in last 12 months	23,691	40.4%	120
Bought book at Barnes & Noble in last 12 months	14,626	24.9%	127
Bought book at Borders in last 12 months	8,662	14.8%	133
Bought book at convenience store in last 12 months	1,092	1.9%	84
Bought book at department store in last 12 months	4,116	7.0%	92
Bought book at drug store in last 12 months	1,206	2.1%	90
Bought book through Internet in last 12 mo	7,479	12.8%	125
Bought book through mail order in last 12 months	1,728	2.9%	87
Bought book at supermarket in last 12 months	3,266	5.6%	107
Bought book at warehouse store in last 12 months	4,409	7.5%	129

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Retirement Communities	63.6%	Population	2,012	2,022
Simple Living	34.7%	Households	1,081	1,091
Sophisticated Squires	1.7%	Families	437	433
Top Rung	0.0%	Median Age	51.6	53.9
Suburban Splendor	0.0%	Median Household Income	\$34,402	\$45,779
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		51	\$1,216.70	\$1,315,150
Men's		47	\$217.12	\$234,684
Women's		46	\$384.09	\$415,171
Children's		50	\$200.16	\$216,351
Footwear		35	\$147.19	\$159,098
Watches & Jewelry		72	\$140.12	\$151,461
Apparel Products and Services (1)		137	\$128.03	\$138,385
Computer				
Computers and Hardware for Home Use		70	\$134.82	\$145,728
Software and Accessories for Home Use		69	\$19.70	\$21,292
Entertainment & Recreation		72	\$2,332.88	\$2,521,655
Fees and Admissions		71	\$437.80	\$473,222
Membership Fees for Clubs (2)		75	\$122.74	\$132,667
Fees for Participant Sports, excl. Trips		71	\$76.20	\$82,367
Admission to Movie/Theatre/Opera/Ballet		72	\$108.46	\$117,237
Admission to Sporting Events, excl. Trips		69	\$40.94	\$44,255
Fees for Recreational Lessons		65	\$88.82	\$96,007
Dating Services		83	\$0.64	\$688
TV/Video/Audio		74	\$924.54	\$999,357
Community Antenna or Cable TV		79	\$570.94	\$617,144
Televisions		69	\$133.84	\$144,674
VCRs, Video Cameras, and DVD Players		69	\$14.02	\$15,153
Video Cassettes and DVDs		70	\$36.87	\$39,858
Video and Computer Game Hardware and Software		68	\$38.01	\$41,089
Satellite Dishes		59	\$0.75	\$807
Rental of Video Cassettes and DVDs		68	\$27.91	\$30,168
Streaming/Downloaded Video		76	\$1.06	\$1,143
Audio (3)		65	\$95.56	\$103,288
Rental and Repair of TV/Radio/Sound Equipment		74	\$5.58	\$6,033
Pets		86	\$372.20	\$402,322
Toys and Games (4)		70	\$101.24	\$109,435
Recreational Vehicles and Fees (5)		59	\$191.54	\$207,037
Sports/Recreation/Exercise Equipment (6)		52	\$93.65	\$101,228
Photo Equipment and Supplies (7)		68	\$70.26	\$75,948
Reading (8)		80	\$124.11	\$134,155
Catered Affairs (9)		71	\$17.53	\$18,950
Food		74	\$5,709.95	\$6,171,991
Food at Home		75	\$3,368.97	\$3,641,585
Bakery and Cereal Products		76	\$454.39	\$491,158
Meats, Poultry, Fish, and Eggs		75	\$781.82	\$845,082
Dairy Products		75	\$374.15	\$404,426
Fruits and Vegetables		76	\$599.87	\$648,409
Snacks and Other Food at Home (10)		74	\$1,158.75	\$1,252,510
Food Away from Home		73	\$2,340.98	\$2,530,406
Alcoholic Beverages		75	\$429.15	\$463,875
Nonalcoholic Beverages at Home		74	\$325.89	\$352,266

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,278.58	\$1,382,046
Vehicle Loans	66	\$3,247.43	\$3,510,206
Health			
Nonprescription Drugs	77	\$78.97	\$85,359
Prescription Drugs	85	\$425.57	\$460,001
Eyeglasses and Contact Lenses	74	\$57.01	\$61,620
Home			
Mortgage Payment and Basics (11)	65	\$6,099.08	\$6,592,610
Maintenance and Remodeling Services	70	\$1,389.16	\$1,501,564
Maintenance and Remodeling Materials (12)	63	\$235.23	\$254,264
Utilities, Fuel, and Public Services	77	\$3,474.21	\$3,755,337
Household Furnishings and Equipment			
Household Textiles (13)	71	\$94.24	\$101,870
Furniture	69	\$416.77	\$450,490
Floor Coverings	79	\$58.96	\$63,732
Major Appliances (14)	70	\$213.29	\$230,548
Housewares (15)	63	\$54.32	\$58,712
Small Appliances	76	\$25.06	\$27,089
Luggage	67	\$6.22	\$6,728
Telephones and Accessories	47	\$19.98	\$21,595
Household Operations			
Child Care	62	\$284.90	\$307,949
Lawn and Garden (16)	72	\$300.02	\$324,294
Moving/Storage/Freight Express	70	\$42.47	\$45,904
Housekeeping Supplies (17)	74	\$521.09	\$563,258
Insurance			
Owners and Renters Insurance	72	\$332.58	\$359,495
Vehicle Insurance	74	\$863.11	\$932,954
Life/Other Insurance	74	\$310.05	\$335,137
Health Insurance	84	\$1,622.55	\$1,753,842
Personal Care Products (18)	73	\$290.32	\$313,817
School Books and Supplies (19)	75	\$79.89	\$86,353
Smoking Products	80	\$343.26	\$371,030
Transportation			
Vehicle Purchases (Net Outlay) (20)	68	\$2,984.67	\$3,226,187
Gasoline and Motor Oil	71	\$2,038.12	\$2,203,043
Vehicle Maintenance and Repairs	73	\$685.11	\$740,548
Travel			
Airline Fares	71	\$325.18	\$351,495
Lodging on Trips	71	\$308.10	\$333,035
Auto/Truck/Van Rental on Trips	69	\$25.40	\$27,452
Food and Drink on Trips	70	\$306.61	\$331,425

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	20.4%	Population	28,449	29,350
Cozy and Comfortable	12.7%	Households	11,187	11,577
Crossroads	9.5%	Families	7,932	8,167
Exurbanites	9.2%	Median Age	39.9	39.7
Retirement Communities	8.0%	Median Household Income	\$69,085	\$79,275
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$2,054.13	\$22,979,330
Men's		81	\$370.87	\$4,148,858
Women's		77	\$641.93	\$7,181,265
Children's		90	\$359.58	\$4,022,592
Footwear		59	\$246.17	\$2,753,852
Watches & Jewelry		126	\$244.57	\$2,736,034
Apparel Products and Services (1)		204	\$191.00	\$2,136,730
Computer				
Computers and Hardware for Home Use		123	\$235.16	\$2,630,685
Software and Accessories for Home Use		124	\$35.24	\$394,272
Entertainment & Recreation		126	\$4,053.04	\$45,341,023
Fees and Admissions		133	\$820.45	\$9,178,245
Membership Fees for Clubs (2)		134	\$218.91	\$2,448,912
Fees for Participant Sports, excl. Trips		131	\$139.91	\$1,565,195
Admission to Movie/Theatre/Opera/Ballet		127	\$193.03	\$2,159,362
Admission to Sporting Events, excl. Trips		133	\$79.40	\$888,241
Fees for Recreational Lessons		138	\$188.31	\$2,106,551
Dating Services		116	\$0.89	\$9,983
TV/Video/Audio		120	\$1,491.41	\$16,684,312
Community Antenna or Cable TV		119	\$859.42	\$9,614,228
Televisions		126	\$243.97	\$2,729,249
VCRs, Video Cameras, and DVD Players		120	\$24.43	\$273,242
Video Cassettes and DVDs		118	\$62.10	\$694,716
Video and Computer Game Hardware and Software		126	\$70.06	\$783,767
Satellite Dishes		121	\$1.53	\$17,075
Rental of Video Cassettes and DVDs		120	\$49.36	\$552,165
Streaming/Downloaded Video		128	\$1.79	\$20,021
Audio (3)		115	\$169.53	\$1,896,470
Rental and Repair of TV/Radio/Sound Equipment		122	\$9.24	\$103,378
Pets		150	\$647.37	\$7,242,102
Toys and Games (4)		121	\$176.61	\$1,975,696
Recreational Vehicles and Fees (5)		118	\$382.37	\$4,277,585
Sports/Recreation/Exercise Equipment (6)		98	\$177.16	\$1,981,904
Photo Equipment and Supplies (7)		125	\$129.86	\$1,452,760
Reading (8)		126	\$195.17	\$2,183,368
Catered Affairs (9)		132	\$32.63	\$365,051
Food		120	\$9,266.83	\$103,667,236
Food at Home		119	\$5,338.42	\$59,720,487
Bakery and Cereal Products		120	\$713.81	\$7,985,287
Meats, Poultry, Fish, and Eggs		119	\$1,234.78	\$13,813,399
Dairy Products		119	\$590.47	\$6,605,574
Fruits and Vegetables		120	\$944.04	\$10,560,880
Snacks and Other Food at Home (10)		119	\$1,855.32	\$20,755,346
Food Away from Home		122	\$3,928.41	\$43,946,749
Alcoholic Beverages		124	\$707.88	\$7,919,014
Nonalcoholic Beverages at Home		119	\$518.87	\$5,804,523

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	122	\$2,126.55	\$23,789,561
Vehicle Loans	118	\$5,796.37	\$64,843,556
Health			
Nonprescription Drugs	116	\$119.41	\$1,335,815
Prescription Drugs	118	\$587.16	\$6,568,471
Eyeglasses and Contact Lenses	126	\$96.64	\$1,081,083
Home			
Mortgage Payment and Basics (11)	134	\$12,583.14	\$140,766,543
Maintenance and Remodeling Services	135	\$2,683.34	\$30,018,298
Maintenance and Remodeling Materials (12)	124	\$462.06	\$5,169,044
Utilities, Fuel, and Public Services	120	\$5,458.32	\$61,061,747
Household Furnishings and Equipment			
Household Textiles (13)	124	\$164.94	\$1,845,122
Furniture	126	\$756.59	\$8,463,917
Floor Coverings	133	\$99.86	\$1,117,071
Major Appliances (14)	123	\$371.74	\$4,158,629
Housewares (15)	108	\$92.81	\$1,038,214
Small Appliances	121	\$39.69	\$443,980
Luggage	129	\$11.96	\$133,782
Telephones and Accessories	81	\$34.56	\$386,633
Household Operations			
Child Care	127	\$586.83	\$6,564,843
Lawn and Garden (16)	127	\$530.64	\$5,936,171
Moving/Storage/Freight Express	117	\$71.09	\$795,310
Housekeeping Supplies (17)	121	\$846.44	\$9,469,076
Insurance			
Owners and Renters Insurance	127	\$586.82	\$6,564,660
Vehicle Insurance	122	\$1,417.75	\$15,860,244
Life/Other Insurance	127	\$530.37	\$5,933,144
Health Insurance	121	\$2,335.88	\$26,131,271
Personal Care Products (18)	121	\$484.31	\$5,417,969
School Books and Supplies (19)	119	\$126.77	\$1,418,122
Smoking Products	110	\$470.97	\$5,268,708
Transportation			
Vehicle Purchases (Net Outlay) (20)	120	\$5,285.87	\$59,132,594
Gasoline and Motor Oil	118	\$3,378.68	\$37,797,004
Vehicle Maintenance and Repairs	122	\$1,149.49	\$12,859,278
Travel			
Airline Fares	132	\$604.73	\$6,765,027
Lodging on Trips	131	\$570.96	\$6,387,308
Auto/Truck/Van Rental on Trips	135	\$49.80	\$557,147
Food and Drink on Trips	127	\$554.57	\$6,203,957

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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Retail Goods and Services Expenditures

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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.

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	13.2%	Population	79,641	82,822
Milk and Cookies	11.2%	Households	30,008	31,306
Cozy and Comfortable	8.5%	Families	22,094	22,917
Up and Coming Families	7.8%	Median Age	38.4	38.4
Main Street, USA	7.0%	Median Household Income	\$74,362	\$82,299
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		94	\$2,257.06	\$67,729,556
Men's		89	\$407.84	\$12,238,342
Women's		84	\$700.79	\$21,029,194
Children's		100	\$400.05	\$12,004,694
Footwear		65	\$270.48	\$8,116,430
Watches & Jewelry		139	\$270.22	\$8,108,841
Apparel Products and Services (1)		222	\$207.68	\$6,232,056
Computer				
Computers and Hardware for Home Use		136	\$260.15	\$7,806,584
Software and Accessories for Home Use		137	\$39.04	\$1,171,543
Entertainment & Recreation		138	\$4,455.48	\$133,699,491
Fees and Admissions		147	\$908.99	\$27,276,678
Membership Fees for Clubs (2)		146	\$239.88	\$7,198,342
Fees for Participant Sports, excl. Trips		145	\$154.79	\$4,644,774
Admission to Movie/Theatre/Opera/Ballet		141	\$213.22	\$6,398,111
Admission to Sporting Events, excl. Trips		149	\$88.71	\$2,661,997
Fees for Recreational Lessons		155	\$211.46	\$6,345,300
Dating Services		122	\$0.94	\$28,152
TV/Video/Audio		131	\$1,625.11	\$48,765,944
Community Antenna or Cable TV		128	\$923.23	\$27,704,264
Televisions		140	\$271.65	\$8,151,637
VCRs, Video Cameras, and DVD Players		133	\$27.11	\$813,584
Video Cassettes and DVDs		130	\$68.51	\$2,055,745
Video and Computer Game Hardware and Software		140	\$77.92	\$2,338,052
Satellite Dishes		139	\$1.75	\$52,525
Rental of Video Cassettes and DVDs		133	\$54.98	\$1,649,833
Streaming/Downloaded Video		140	\$1.96	\$58,769
Audio (3)		128	\$187.92	\$5,638,936
Rental and Repair of TV/Radio/Sound Equipment		133	\$10.08	\$302,601
Pets		165	\$710.60	\$21,323,679
Toys and Games (4)		134	\$194.90	\$5,848,617
Recreational Vehicles and Fees (5)		133	\$428.86	\$12,869,167
Sports/Recreation/Exercise Equipment (6)		109	\$197.76	\$5,934,455
Photo Equipment and Supplies (7)		139	\$143.91	\$4,318,280
Reading (8)		135	\$209.60	\$6,289,777
Catered Affairs (9)		145	\$35.75	\$1,072,894
Food		131	\$10,099.08	\$303,051,533
Food at Home		129	\$5,794.20	\$173,871,604
Bakery and Cereal Products		129	\$772.21	\$23,172,428
Meats, Poultry, Fish, and Eggs		129	\$1,338.40	\$40,162,616
Dairy Products		129	\$640.34	\$19,215,095
Fruits and Vegetables		130	\$1,024.16	\$30,732,914
Snacks and Other Food at Home (10)		130	\$2,019.09	\$60,588,550
Food Away from Home		134	\$4,304.87	\$129,179,929
Alcoholic Beverages		135	\$770.43	\$23,118,795
Nonalcoholic Beverages at Home		129	\$564.08	\$16,926,888

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	133	\$2,315.07	\$69,470,219
Vehicle Loans	131	\$6,449.50	\$193,535,691
Health			
Nonprescription Drugs	126	\$129.41	\$3,883,181
Prescription Drugs	124	\$616.80	\$18,508,829
Eyeglasses and Contact Lenses	136	\$104.79	\$3,144,419
Home			
Mortgage Payment and Basics (11)	150	\$14,065.57	\$422,077,531
Maintenance and Remodeling Services	150	\$2,965.97	\$89,002,353
Maintenance and Remodeling Materials (12)	138	\$512.85	\$15,389,602
Utilities, Fuel, and Public Services	130	\$5,887.91	\$176,683,392
Household Furnishings and Equipment			
Household Textiles (13)	136	\$181.56	\$5,448,315
Furniture	140	\$840.20	\$25,212,682
Floor Coverings	144	\$107.75	\$3,233,222
Major Appliances (14)	135	\$408.46	\$12,256,852
Housewares (15)	119	\$102.29	\$3,069,441
Small Appliances	131	\$42.90	\$1,287,196
Luggage	144	\$13.29	\$398,855
Telephones and Accessories	90	\$38.52	\$1,155,839
Household Operations			
Child Care	146	\$675.12	\$20,258,915
Lawn and Garden (16)	139	\$581.25	\$17,442,126
Moving/Storage/Freight Express	131	\$79.38	\$2,381,882
Housekeeping Supplies (17)	131	\$920.61	\$27,625,621
Insurance			
Owners and Renters Insurance	139	\$641.73	\$19,256,952
Vehicle Insurance	132	\$1,543.38	\$46,313,442
Life/Other Insurance	138	\$576.31	\$17,293,837
Health Insurance	128	\$2,480.71	\$74,440,829
Personal Care Products (18)	133	\$532.20	\$15,970,217
School Books and Supplies (19)	130	\$138.33	\$4,151,059
Smoking Products	116	\$497.43	\$14,926,664
Transportation			
Vehicle Purchases (Net Outlay) (20)	133	\$5,860.33	\$175,855,989
Gasoline and Motor Oil	129	\$3,695.08	\$110,881,349
Vehicle Maintenance and Repairs	133	\$1,257.69	\$37,740,419
Travel			
Airline Fares	146	\$669.74	\$20,097,528
Lodging on Trips	144	\$628.52	\$18,860,578
Auto/Truck/Van Rental on Trips	151	\$55.51	\$1,665,739
Food and Drink on Trips	140	\$610.71	\$18,326,024

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
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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.
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Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		2,012	2,022
Households		1,081	1,091
Families		437	433
Median Age		51.6	53.9
Median Household Income		\$34,402	\$45,779

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	70	\$3.36	\$3,632
Gasoline	71	\$1,999.93	\$2,161,761
Motor Oil	67	\$8.00	\$8,646
Vehicle Parts/Equipment and Accessories	69	\$38.36	\$41,460
Tire Purchase/Replacement	69	\$99.84	\$107,915
Vehicle Audio/Video Equipment and Installation	66	\$4.69	\$5,066
Vehicle Cleaning Products and Services	69	\$5.60	\$6,049
Services			
Auto Repair Service Policy	72	\$11.83	\$12,790
Membership Fees for Automobile Service Clubs	83	\$18.21	\$19,679
Global Positioning Services	75	\$1.90	\$2,056
Vehicle Air Conditioning Repair	77	\$13.54	\$14,634
Vehicle Body Work and Painting	76	\$28.98	\$31,321
Vehicle Brake Work	76	\$60.34	\$65,223
Vehicle Clutch/Transmission Repair	68	\$31.37	\$33,904
Vehicle Cooling System Repair	74	\$21.36	\$23,088
Vehicle Drive Shaft and Rear-end Repair	70	\$6.00	\$6,489
Vehicle Electrical System Repair	77	\$26.68	\$28,840
Vehicle Exhaust System Repair	79	\$10.64	\$11,504
Vehicle Front End Alignment/Wheel Balance & Rotation	74	\$13.78	\$14,900
Lube/Oil Change and Oil Filters	73	\$65.56	\$70,865
Vehicle Motor Repair/Replacement	71	\$64.99	\$70,244
Vehicle Motor Tune-up	71	\$44.04	\$47,606
Vehicle Shock Absorber Replacement	76	\$5.08	\$5,488
Vehicle Steering/Front End Repair	76	\$21.15	\$22,858
Tire Repair and Other Repair Work	77	\$50.02	\$54,065

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Households		11,187	11,577
Families		7,932	8,167
Median Age		39.9	39.7
Median Household Income		\$69,085	\$79,275
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	110	\$5.26	\$58,881
Gasoline	118	\$3,309.02	\$37,017,757
Motor Oil	109	\$12.92	\$144,580
Vehicle Parts/Equipment and Accessories	114	\$63.79	\$713,588
Tire Purchase/Replacement	119	\$172.45	\$1,929,143
Vehicle Audio/Video Equipment and Installation	122	\$8.68	\$97,057
Vehicle Cleaning Products and Services	125	\$10.18	\$113,874
Services			
Auto Repair Service Policy	125	\$20.60	\$230,419
Membership Fees for Automobile Service Clubs	126	\$27.74	\$310,361
Global Positioning Services	128	\$3.23	\$36,100
Vehicle Air Conditioning Repair	128	\$22.49	\$251,632
Vehicle Body Work and Painting	123	\$47.04	\$526,217
Vehicle Brake Work	127	\$100.31	\$1,122,150
Vehicle Clutch/Transmission Repair	117	\$54.08	\$604,964
Vehicle Cooling System Repair	123	\$35.68	\$399,117
Vehicle Drive Shaft and Rear-end Repair	122	\$10.57	\$118,191
Vehicle Electrical System Repair	123	\$42.51	\$475,512
Vehicle Exhaust System Repair	126	\$16.95	\$189,596
Vehicle Front End Alignment/Wheel Balance & Rotation	122	\$22.65	\$253,399
Lube/Oil Change and Oil Filters	120	\$107.27	\$1,200,003
Vehicle Motor Repair/Replacement	123	\$112.53	\$1,258,897
Vehicle Motor Tune-up	126	\$78.11	\$873,786
Vehicle Shock Absorber Replacement	124	\$8.29	\$92,691
Vehicle Steering/Front End Repair	124	\$34.28	\$383,482
Tire Repair and Other Repair Work	125	\$81.21	\$908,507

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Milford - Rivers Edge
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Ring: 5 miles radius

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Latitude: 39.16156
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Demographic Summary		2010	2015
Population		79,641	82,822
Households		30,008	31,306
Families		22,094	22,917
Median Age		38.4	38.4
Median Household Income		\$74,362	\$82,299
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	120	\$5.73	\$172,044
Gasoline	129	\$3,617.49	\$108,553,233
Motor Oil	119	\$14.17	\$425,096
Vehicle Parts/Equipment and Accessories	125	\$70.00	\$2,100,437
Tire Purchase/Replacement	131	\$190.00	\$5,701,605
Vehicle Audio/Video Equipment and Installation	138	\$9.80	\$294,063
Vehicle Cleaning Products and Services	138	\$11.26	\$337,947
Services			
Auto Repair Service Policy	139	\$22.85	\$685,829
Membership Fees for Automobile Service Clubs	134	\$29.51	\$885,455
Global Positioning Services	138	\$3.48	\$104,572
Vehicle Air Conditioning Repair	139	\$24.53	\$736,000
Vehicle Body Work and Painting	133	\$50.85	\$1,525,932
Vehicle Brake Work	137	\$108.30	\$3,249,804
Vehicle Clutch/Transmission Repair	130	\$60.03	\$1,801,297
Vehicle Cooling System Repair	135	\$39.12	\$1,173,918
Vehicle Drive Shaft and Rear-end Repair	136	\$11.72	\$351,741
Vehicle Electrical System Repair	133	\$45.99	\$1,380,009
Vehicle Exhaust System Repair	135	\$18.15	\$544,513
Vehicle Front End Alignment/Wheel Balance & Rotation	132	\$24.54	\$736,293
Lube/Oil Change and Oil Filters	130	\$116.71	\$3,502,072
Vehicle Motor Repair/Replacement	135	\$124.26	\$3,728,828
Vehicle Motor Tune-up	140	\$86.67	\$2,600,669
Vehicle Shock Absorber Replacement	135	\$9.00	\$270,055
Vehicle Steering/Front End Repair	133	\$36.93	\$1,108,177
Tire Repair and Other Repair Work	135	\$87.83	\$2,635,691

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary	2010	2015	
Population	2,012	2,022	
Households	1,081	1,091	
Families	437	433	
Median Age	51.6	53.9	
Median Household Income	\$34,402	\$45,779	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	80	\$4,617.22	\$4,990,838
Savings Accounts	80	\$10,497.61	\$11,347,069
U.S. Savings Bonds	81	\$331.82	\$358,671
Stocks, Bonds & Mutual Funds	78	\$30,231.29	\$32,677,578
Annual Changes			
Checking Accounts	47	\$122.16	\$132,043
Savings Accounts	74	\$288.47	\$311,815
U.S. Savings Bonds	101	\$2.41	\$2,603
Earnings			
Dividends, Royalties, Estates, Trusts	84	\$826.91	\$893,825
Interest from Savings Accounts or Bonds	86	\$791.69	\$855,749
Retirement Plan Contributions	65	\$897.41	\$970,031
Liabilities			
Original Mortgage Amount	58	\$12,520.43	\$13,533,567
Vehicle Loan Amount 1	66	\$1,785.84	\$1,930,348
Amount Paid: Interest			
Home Mortgage	61	\$2,815.74	\$3,043,589
Lump Sum Home Equity Loan	68	\$88.12	\$95,252
New Car/Truck/Van Loan	66	\$138.94	\$150,184
Used Car/Truck/Van Loan	67	\$108.95	\$117,763
Amount Paid: Principal			
Home Mortgage	63	\$1,239.81	\$1,340,129
Lump Sum Home Equity Loan	70	\$117.19	\$126,674
New Car/Truck/Van Loan	67	\$747.31	\$807,782
Used Car/Truck/Van Loan	67	\$510.78	\$552,113
Checking Account and Banking Service Charges	73	\$20.17	\$21,801
Finance Charges, excluding Mortgage/Vehicle	72	\$176.59	\$190,874

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

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

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Demographic Summary		2010	2015
Population		28,449	29,350
Households		11,187	11,577
Families		7,932	8,167
Median Age		39.9	39.7
Median Household Income		\$69,085	\$79,275
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	129	\$7,533.30	\$84,274,356
Savings Accounts	129	\$16,984.51	\$190,004,358
U.S. Savings Bonds	131	\$540.58	\$6,047,477
Stocks, Bonds & Mutual Funds	138	\$53,631.70	\$599,973,483
Annual Changes			
Checking Accounts	139	\$361.99	\$4,049,595
Savings Accounts	125	\$487.27	\$5,451,064
U.S. Savings Bonds	192	\$4.60	\$51,436
Earnings			
Dividends, Royalties, Estates, Trusts	132	\$1,296.48	\$14,503,578
Interest from Savings Accounts or Bonds	131	\$1,195.05	\$13,368,945
Retirement Plan Contributions	134	\$1,835.82	\$20,537,199
Liabilities			
Original Mortgage Amount	136	\$29,233.17	\$327,029,073
Vehicle Loan Amount 1	117	\$3,173.74	\$35,504,332
Amount Paid: Interest			
Home Mortgage	135	\$6,272.70	\$70,172,197
Lump Sum Home Equity Loan	134	\$174.82	\$1,955,719
New Car/Truck/Van Loan	123	\$256.97	\$2,874,667
Used Car/Truck/Van Loan	113	\$182.88	\$2,045,858
Amount Paid: Principal			
Home Mortgage	134	\$2,661.69	\$29,776,053
Lump Sum Home Equity Loan	133	\$222.39	\$2,487,837
New Car/Truck/Van Loan	124	\$1,380.45	\$15,442,955
Used Car/Truck/Van Loan	113	\$854.97	\$9,564,474
Checking Account and Banking Service Charges	116	\$32.34	\$361,833
Finance Charges, excluding Mortgage/Vehicle	122	\$299.38	\$3,349,113

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

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Households		30,008	31,306
Families		22,094	22,917
Median Age		38.4	38.4
Median Household Income		\$74,362	\$82,299
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	138	\$8,176.88	\$245,370,494
Savings Accounts	138	\$18,226.15	\$546,927,593
U.S. Savings Bonds	140	\$576.57	\$17,301,625
Stocks, Bonds & Mutual Funds	148	\$57,848.82	\$1,735,918,755
Annual Changes			
Checking Accounts	166	\$433.31	\$13,002,589
Savings Accounts	133	\$519.69	\$15,594,708
U.S. Savings Bonds	181	\$4.32	\$129,573
Earnings			
Dividends, Royalties, Estates, Trusts	141	\$1,383.54	\$41,517,099
Interest from Savings Accounts or Bonds	139	\$1,268.76	\$38,072,742
Retirement Plan Contributions	150	\$2,059.28	\$61,794,609
Liabilities			
Original Mortgage Amount	156	\$33,617.31	\$1,008,783,143
Vehicle Loan Amount 1	130	\$3,536.46	\$106,121,590
Amount Paid: Interest			
Home Mortgage	153	\$7,126.73	\$213,857,799
Lump Sum Home Equity Loan	148	\$192.50	\$5,776,499
New Car/Truck/Van Loan	137	\$286.55	\$8,598,887
Used Car/Truck/Van Loan	124	\$201.99	\$6,061,171
Amount Paid: Principal			
Home Mortgage	151	\$2,990.34	\$89,733,581
Lump Sum Home Equity Loan	145	\$241.91	\$7,259,143
New Car/Truck/Van Loan	138	\$1,535.88	\$46,088,573
Used Car/Truck/Van Loan	124	\$942.94	\$28,295,702
Checking Account and Banking Service Charges	128	\$35.63	\$1,069,173
Finance Charges, excluding Mortgage/Vehicle	134	\$329.05	\$9,874,120

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

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

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Latitude: 39.16156
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2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,186	Population	2,012	
2010-2015 Percent Change	3.38%	Households	1,081	
Percent Occupied	91.1%	Families	437	
Percent Owner HHS	44.0%	Median Age	51.6	
Median Home Value	\$127,599	Median Household Income	\$34,402	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		66	\$7,802.32	\$8,433,677
Mortgage Interest		61	\$2,815.74	\$3,043,589
Mortgage Principal		63	\$1,239.81	\$1,340,129
Property Taxes		75	\$1,666.61	\$1,801,466
Homeowners Insurance		71	\$319.43	\$345,277
Ground Rent		80	\$58.23	\$62,945
Maintenance and Remodeling Services		70	\$1,389.15	\$1,501,564
Maintenance and Remodeling Materials		63	\$235.23	\$254,264
Property Management and Security		91	\$78.01	\$84,323
Rented Dwellings		101	\$3,480.75	\$3,762,411
Rent		102	\$3,323.89	\$3,592,854
Rent Received as Pay		103	\$94.48	\$102,130
Renters' Insurance		101	\$13.16	\$14,221
Maintenance and Repair Services		88	\$18.61	\$20,111
Maintenance and Repair Materials		58	\$30.62	\$33,095
Owned Vacation Homes		74	\$346.26	\$374,278
Mortgage Payment		69	\$140.35	\$151,706
Property Taxes		83	\$93.31	\$100,863
Homeowners Insurance		87	\$12.93	\$13,981
Maintenance and Remodeling		74	\$85.70	\$92,639
Property Management and Security		82	\$13.96	\$15,089
Housing While Attending School		70	\$56.79	\$61,388
Household Operations		69	\$1,096.14	\$1,184,837
Child Care		62	\$284.90	\$307,949
Care for Elderly or Handicapped		104	\$75.20	\$81,281
Appliance Rental and Repair		76	\$18.45	\$19,947
Computer Information Services		72	\$175.41	\$189,609
Home Security System Services		72	\$18.81	\$20,328
Non-Apparel Household Laundry/Dry Cleaning		14	\$5.24	\$5,666
Housekeeping Services		76	\$115.71	\$125,072
Lawn and Garden		72	\$300.02	\$324,294
Moving/Storage/Freight Express		70	\$42.47	\$45,904
PC Repair (Personal Use)		75	\$6.64	\$7,173
Reupholstering/Furniture Repair		73	\$5.81	\$6,277
Termite/Pest Control		69	\$16.85	\$18,217
Water Softening Services		73	\$4.10	\$4,432
Internet Services Away from Home		72	\$1.92	\$2,075
Voice Over IP Service		90	\$5.98	\$6,460
Other Home Services (1)		81	\$18.60	\$20,107

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	77	\$3,474.21	\$3,755,337
Bottled Gas	71	\$48.07	\$51,960
Electricity	76	\$1,285.92	\$1,389,972
Fuel Oil	106	\$118.43	\$128,009
Natural Gas	81	\$531.87	\$574,905
Telephone Services	75	\$1,090.47	\$1,178,712
Water and Other Public Services	72	\$393.11	\$424,921
Coal/Wood/Other Fuel	72	\$6.25	\$6,752
Housekeeping Supplies	74	\$521.09	\$563,258
Laundry and Cleaning Supplies	73	\$138.82	\$150,056
Postage and Stationery	75	\$153.09	\$165,478
Other HH Products (2)	75	\$229.17	\$247,710
Household Textiles	71	\$94.24	\$101,870
Bathroom Linens	72	\$12.75	\$13,786
Bedroom Linens	71	\$44.22	\$47,794
Kitchen and Dining Room Linens	71	\$2.21	\$2,385
Curtains and Draperies	68	\$19.69	\$21,285
Slipcovers, Decorative Pillows	75	\$3.20	\$3,454
Materials for Slipcovers/Curtains	71	\$10.87	\$11,751
Other Linens	75	\$1.31	\$1,416
Furniture	69	\$416.77	\$450,490
Mattresses and Box Springs	69	\$54.95	\$59,392
Other Bedroom Furniture	67	\$71.99	\$77,813
Sofas	71	\$108.30	\$117,062
Living Room Tables and Chairs	73	\$60.12	\$64,985
Kitchen, Dining Room Furniture	69	\$42.91	\$46,387
Infant Furniture	67	\$7.49	\$8,093
Outdoor Furniture	69	\$18.50	\$20,000
Wall Units, Cabinets, Other Furniture (3)	66	\$52.52	\$56,775
Major Appliances	70	\$213.29	\$230,548
Dishwashers and Disposals	69	\$19.01	\$20,549
Refrigerators and Freezers	69	\$56.66	\$61,241
Clothes Washers	69	\$34.35	\$37,125
Clothes Dryers	71	\$26.96	\$29,138
Cooking Stoves and Ovens	70	\$33.24	\$35,929
Microwave Ovens	78	\$9.91	\$10,717
Window Air Conditioners	84	\$5.92	\$6,398
Electric Floor Cleaning Equipment	67	\$14.98	\$16,196
Sewing Machines and Miscellaneous Appliances	76	\$12.27	\$13,260

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	79	\$58.96	\$63,732
Housewares	63	\$54.32	\$58,712
Small Appliances	76	\$25.06	\$27,089
Window Coverings	58	\$22.48	\$24,304
Lamps and Other Lighting Fixtures	71	\$16.69	\$18,039
Infant Equipment	17	\$3.50	\$3,784
Rental of Furniture	89	\$4.13	\$4,461
Laundry and Cleaning Equipment	72	\$16.01	\$17,304
Closet and Storage Items	14	\$3.52	\$3,808
Luggage	67	\$6.22	\$6,728
Clocks and Other Household Decoratives	19	\$39.27	\$42,446
Telephones and Accessories	47	\$19.98	\$21,595
Telephone Answering Devices	74	\$0.62	\$673
Grills and Outdoor Equipment	17	\$9.05	\$9,778
Power Tools	62	\$19.99	\$21,611
Hand Tools	72	\$7.39	\$7,985
Office Furniture/Equipment for Home Use	66	\$10.86	\$11,735
Computers and Hardware for Home Use	70	\$134.82	\$145,728
Software and Accessories for Home Use	69	\$19.70	\$21,292
Other Household Items (4)	70	\$73.08	\$78,998

(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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
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2010 Housing Summary		2010 Demographic Summary		
Housing Units	11,963	Population	28,449	
2010-2015 Percent Change	4.85%	Households	11,187	
Percent Occupied	93.5%	Families	7,932	
Percent Owner HHS	74.5%	Median Age	39.9	
Median Home Value	\$166,930	Median Household Income	\$69,085	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		134	\$15,844.41	\$177,250,108
Mortgage Interest		135	\$6,272.70	\$70,172,197
Mortgage Principal		134	\$2,661.69	\$29,776,053
Property Taxes		135	\$2,990.17	\$33,450,804
Homeowners Insurance		127	\$572.94	\$6,409,389
Ground Rent		116	\$84.61	\$946,495
Maintenance and Remodeling Services		135	\$2,683.34	\$30,018,298
Maintenance and Remodeling Materials		124	\$462.06	\$5,169,044
Property Management and Security		137	\$117.16	\$1,310,635
Rented Dwellings		96	\$3,297.88	\$36,893,129
Rent		96	\$3,126.71	\$34,978,271
Rent Received as Pay		87	\$80.03	\$895,281
Renters' Insurance		106	\$13.83	\$154,695
Maintenance and Repair Services		95	\$20.12	\$225,055
Maintenance and Repair Materials		108	\$57.19	\$639,826
Owned Vacation Homes		139	\$646.62	\$7,233,646
Mortgage Payment		140	\$285.41	\$3,192,823
Property Taxes		138	\$155.81	\$1,743,038
Homeowners Insurance		138	\$20.39	\$228,114
Maintenance and Remodeling		138	\$161.13	\$1,802,590
Property Management and Security		139	\$23.87	\$267,081
Housing While Attending School		135	\$110.15	\$1,232,276
Household Operations		124	\$1,962.17	\$21,950,683
Child Care		127	\$586.83	\$6,564,843
Care for Elderly or Handicapped		137	\$99.21	\$1,109,827
Appliance Rental and Repair		127	\$30.97	\$346,462
Computer Information Services		123	\$299.68	\$3,352,442
Home Security System Services		134	\$35.00	\$391,581
Non-Apparel Household Laundry/Dry Cleaning		16	\$6.01	\$67,222
Housekeeping Services		133	\$203.54	\$2,276,965
Lawn and Garden		127	\$530.64	\$5,936,171
Moving/Storage/Freight Express		117	\$71.09	\$795,310
PC Repair (Personal Use)		118	\$10.47	\$117,079
Reupholstering/Furniture Repair		134	\$10.59	\$118,492
Termite/Pest Control		125	\$30.46	\$340,700
Water Softening Services		104	\$5.86	\$65,554
Internet Services Away from Home		126	\$3.37	\$37,660
Voice Over IP Service		128	\$8.55	\$95,628
Other Home Services (1)		131	\$30.07	\$336,358

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	120	\$5,458.32	\$61,061,747
Bottled Gas	95	\$64.48	\$721,375
Electricity	118	\$2,008.58	\$22,469,867
Fuel Oil	125	\$139.89	\$1,564,891
Natural Gas	129	\$846.27	\$9,467,108
Telephone Services	118	\$1,705.81	\$19,082,725
Water and Other Public Services	125	\$685.14	\$7,664,637
Coal/Wood/Other Fuel	90	\$7.80	\$87,307
Housekeeping Supplies	121	\$846.44	\$9,469,076
Laundry and Cleaning Supplies	118	\$225.56	\$2,523,283
Postage and Stationery	122	\$248.97	\$2,785,171
Other HH Products (2)	121	\$371.84	\$4,159,746
Household Textiles	124	\$164.94	\$1,845,122
Bathroom Linens	122	\$21.66	\$242,344
Bedroom Linens	123	\$76.13	\$851,703
Kitchen and Dining Room Linens	126	\$3.88	\$43,434
Curtains and Draperies	128	\$36.87	\$412,460
Slipcovers, Decorative Pillows	125	\$5.37	\$60,019
Materials for Slipcovers/Curtains	123	\$18.78	\$210,074
Other Linens	127	\$2.23	\$24,923
Furniture	126	\$756.59	\$8,463,917
Mattresses and Box Springs	121	\$96.94	\$1,084,415
Other Bedroom Furniture	123	\$131.89	\$1,475,423
Sofas	126	\$191.12	\$2,138,054
Living Room Tables and Chairs	127	\$105.29	\$1,177,817
Kitchen, Dining Room Furniture	127	\$78.87	\$882,322
Infant Furniture	125	\$13.97	\$156,288
Outdoor Furniture	136	\$36.31	\$406,141
Wall Units, Cabinets, Other Furniture (3)	128	\$102.15	\$1,142,738
Major Appliances	123	\$371.74	\$4,158,629
Dishwashers and Disposals	127	\$34.71	\$388,245
Refrigerators and Freezers	122	\$99.94	\$1,118,010
Clothes Washers	122	\$61.18	\$684,378
Clothes Dryers	123	\$46.89	\$524,589
Cooking Stoves and Ovens	127	\$59.77	\$668,645
Microwave Ovens	122	\$15.62	\$174,775
Window Air Conditioners	106	\$7.42	\$82,990
Electric Floor Cleaning Equipment	116	\$26.12	\$292,193
Sewing Machines and Miscellaneous Appliances	124	\$20.06	\$224,436

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

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Latitude: 39.16156
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	133	\$99.86	\$1,117,071
Housewares	108	\$92.81	\$1,038,214
Small Appliances	121	\$39.69	\$443,980
Window Coverings	136	\$52.86	\$591,348
Lamps and Other Lighting Fixtures	129	\$30.48	\$340,997
Infant Equipment	32	\$6.47	\$72,424
Rental of Furniture	96	\$4.47	\$49,973
Laundry and Cleaning Equipment	119	\$26.54	\$296,919
Closet and Storage Items	25	\$6.30	\$70,490
Luggage	129	\$11.96	\$133,782
Clocks and Other Household Decoratives	37	\$74.91	\$838,021
Telephones and Accessories	81	\$34.56	\$386,633
Telephone Answering Devices	120	\$1.01	\$11,265
Grills and Outdoor Equipment	34	\$17.69	\$197,904
Power Tools	111	\$35.66	\$398,902
Hand Tools	118	\$12.15	\$135,884
Office Furniture/Equipment for Home Use	129	\$21.15	\$236,604
Computers and Hardware for Home Use	123	\$235.16	\$2,630,685
Software and Accessories for Home Use	124	\$35.24	\$394,272
Other Household Items (4)	122	\$126.42	\$1,414,258

(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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2010 Housing Summary		2010 Demographic Summary	
Housing Units	31,899	Population	79,641
2010-2015 Percent Change	5.46%	Households	30,008
Percent Occupied	94.1%	Families	22,094
Percent Owner HHS	77.1%	Median Age	38.4
Median Home Value	\$166,100	Median Household Income	\$74,362
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		150	\$530,176,817
Mortgage Interest		153	\$213,857,799
Mortgage Principal		151	\$89,733,581
Property Taxes		146	\$96,977,063
Homeowners Insurance		139	\$18,824,926
Ground Rent		123	\$2,679,136
Maintenance and Remodeling Services		150	\$89,002,353
Maintenance and Remodeling Materials		138	\$15,389,602
Property Management and Security		145	\$3,713,867
Rented Dwellings		99	\$102,259,303
Rent		99	\$96,775,151
Rent Received as Pay		87	\$2,396,050
Renters' Insurance		110	\$432,009
Maintenance and Repair Services		101	\$639,970
Maintenance and Repair Materials		127	\$2,016,124
Owned Vacation Homes		152	\$21,228,176
Mortgage Payment		155	\$9,493,774
Property Taxes		147	\$4,987,026
Homeowners Insurance		146	\$649,496
Maintenance and Remodeling		153	\$5,324,875
Property Management and Security		150	\$773,005
Housing While Attending School		148	\$3,611,830
Household Operations		138	\$65,353,415
Child Care		146	\$20,258,915
Care for Elderly or Handicapped		139	\$3,015,551
Appliance Rental and Repair		138	\$1,009,440
Computer Information Services		135	\$9,872,350
Home Security System Services		148	\$1,165,700
Non-Apparel Household Laundry/Dry Cleaning		16	\$186,254
Housekeeping Services		147	\$6,772,211
Lawn and Garden		139	\$17,442,126
Moving/Storage/Freight Express		131	\$2,381,882
PC Repair (Personal Use)		129	\$341,703
Reupholstering/Furniture Repair		148	\$351,479
Termite/Pest Control		140	\$1,022,794
Water Softening Services		110	\$184,551
Internet Services Away from Home		139	\$111,515
Voice Over IP Service		134	\$268,894
Other Home Services (1)		141	\$968,587

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Milford - Rivers Edge
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	130	\$5,887.91	\$176,683,392
Bottled Gas	99	\$66.82	\$2,005,273
Electricity	128	\$2,175.51	\$65,282,405
Fuel Oil	121	\$135.50	\$4,066,166
Natural Gas	137	\$897.83	\$26,941,810
Telephone Services	128	\$1,850.46	\$55,528,313
Water and Other Public Services	138	\$753.76	\$22,618,692
Coal/Wood/Other Fuel	93	\$8.02	\$240,528
Housekeeping Supplies	131	\$920.61	\$27,625,621
Laundry and Cleaning Supplies	130	\$246.65	\$7,401,574
Postage and Stationery	132	\$270.08	\$8,104,436
Other HH Products (2)	132	\$403.88	\$12,119,587
Household Textiles	136	\$181.56	\$5,448,315
Bathroom Linens	134	\$23.78	\$713,455
Bedroom Linens	135	\$83.99	\$2,520,335
Kitchen and Dining Room Linens	138	\$4.26	\$127,727
Curtains and Draperies	142	\$40.86	\$1,226,150
Slipcovers, Decorative Pillows	138	\$5.89	\$176,727
Materials for Slipcovers/Curtains	133	\$20.36	\$611,097
Other Linens	139	\$2.43	\$72,786
Furniture	140	\$840.20	\$25,212,682
Mattresses and Box Springs	135	\$107.44	\$3,223,905
Other Bedroom Furniture	139	\$148.75	\$4,463,560
Sofas	139	\$210.14	\$6,305,850
Living Room Tables and Chairs	139	\$115.20	\$3,456,854
Kitchen, Dining Room Furniture	142	\$87.86	\$2,636,568
Infant Furniture	140	\$15.61	\$468,470
Outdoor Furniture	150	\$40.08	\$1,202,810
Wall Units, Cabinets, Other Furniture (3)	145	\$115.12	\$3,454,417
Major Appliances	135	\$408.45	\$12,256,852
Dishwashers and Disposals	140	\$38.28	\$1,148,731
Refrigerators and Freezers	135	\$110.70	\$3,321,736
Clothes Washers	136	\$67.83	\$2,035,407
Clothes Dryers	135	\$51.70	\$1,551,525
Cooking Stoves and Ovens	139	\$65.49	\$1,965,298
Microwave Ovens	132	\$16.85	\$505,609
Window Air Conditioners	109	\$7.65	\$229,428
Electric Floor Cleaning Equipment	127	\$28.59	\$858,058
Sewing Machines and Miscellaneous Appliances	132	\$21.36	\$641,015

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	144	\$107.75	\$3,233,222
Housewares	119	\$102.29	\$3,069,441
Small Appliances	131	\$42.90	\$1,287,196
Window Coverings	156	\$60.78	\$1,823,962
Lamps and Other Lighting Fixtures	143	\$33.67	\$1,010,308
Infant Equipment	36	\$7.35	\$220,436
Rental of Furniture	100	\$4.61	\$138,394
Laundry and Cleaning Equipment	130	\$29.04	\$871,296
Closet and Storage Items	27	\$6.90	\$207,056
Luggage	144	\$13.29	\$398,855
Clocks and Other Household Decoratives	40	\$82.65	\$2,480,023
Telephones and Accessories	90	\$38.52	\$1,155,839
Telephone Answering Devices	130	\$1.10	\$32,872
Grills and Outdoor Equipment	37	\$19.73	\$591,925
Power Tools	123	\$39.29	\$1,179,089
Hand Tools	129	\$13.30	\$399,212
Office Furniture/Equipment for Home Use	145	\$23.71	\$711,360
Computers and Hardware for Home Use	136	\$260.15	\$7,806,584
Software and Accessories for Home Use	137	\$39.04	\$1,171,543
Other Household Items (4)	133	\$138.20	\$4,147,008

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		2,012	2,022
Households		1,081	1,091
Families		437	433
Median Household Income		\$34,402	\$45,779
Males per 100 Females		70.3	71.4
Population By Age			
Population <5 Years		4.2%	4.0%
Population 5-17 Years		10.3%	10.1%
Population 65+ Years		34.2%	36.1%
Median Age		51.6	53.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	82	\$3,044.09	\$3,290,413
Medical Care	79	\$1,421.45	\$1,536,469
Physician Services	71	\$161.54	\$174,615
Dental Services	78	\$252.24	\$272,649
Eyecare Services	74	\$36.77	\$39,743
Lab Tests, X-Rays	69	\$37.75	\$40,807
Hospital Room and Hospital Services	70	\$95.77	\$103,516
Convalescent or Nursing Home Care	119	\$27.37	\$29,585
Other Medical services (1)	70	\$78.59	\$84,949
Nonprescription Drugs	77	\$78.97	\$85,359
Prescription Drugs	85	\$425.56	\$460,001
Nonprescription Vitamins	81	\$46.10	\$49,826
Medicare Prescription Drug Premium	112	\$55.76	\$60,267
Eyeglasses and Contact Lenses	74	\$57.01	\$61,620
Hearing Aids	99	\$21.47	\$23,211
Medical Equipment for General Use	72	\$4.55	\$4,916
Other Medical Supplies (2)	82	\$42.06	\$45,462
Health Insurance	84	\$1,622.55	\$1,753,842
Blue Cross/Blue Shield	77	\$430.94	\$465,810
Commercial Health Insurance	70	\$262.47	\$283,714
Health Maintenance Organization	74	\$245.61	\$265,483
Medicare Payments	109	\$449.84	\$486,244
Long Term Care Insurance	89	\$74.04	\$80,035
Other Health Insurance (3)	95	\$159.48	\$172,384

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Households		11,187	11,577
Families		7,932	8,167
Median Household Income		\$69,085	\$79,275
Males per 100 Females		92.1	92.3
Population By Age			
Population <5 Years		6.7%	6.5%
Population 5-17 Years		18.5%	18.4%
Population 65+ Years		14.5%	16.4%
Median Age		39.9	39.7
	Spending Potential Index	Average Amount Spent	Total
Health Care	121	\$4,497.43	\$50,312,340
Medical Care	121	\$2,161.34	\$24,178,772
Physician Services	121	\$274.01	\$3,065,362
Dental Services	126	\$408.11	\$4,565,501
Eyecare Services	122	\$60.71	\$679,161
Lab Tests, X-Rays	118	\$65.11	\$728,355
Hospital Room and Hospital Services	119	\$162.68	\$1,819,912
Convalescent or Nursing Home Care	128	\$29.61	\$331,195
Other Medical services (1)	123	\$138.13	\$1,545,287
Nonprescription Drugs	116	\$119.41	\$1,335,815
Prescription Drugs	118	\$587.16	\$6,568,471
Nonprescription Vitamins	121	\$68.42	\$765,358
Medicare Prescription Drug Premium	112	\$55.75	\$623,645
Eyeglasses and Contact Lenses	126	\$96.64	\$1,081,083
Hearing Aids	114	\$24.87	\$278,193
Medical Equipment for General Use	123	\$7.78	\$87,011
Other Medical Supplies (2)	123	\$63.05	\$705,289
Health Insurance	121	\$2,335.88	\$26,131,271
Blue Cross/Blue Shield	123	\$687.86	\$7,695,048
Commercial Health Insurance	125	\$469.32	\$5,250,283
Health Maintenance Organization	124	\$412.28	\$4,612,107
Medicare Payments	114	\$471.88	\$5,278,906
Long Term Care Insurance	125	\$104.72	\$1,171,467
Other Health Insurance (3)	112	\$189.59	\$2,120,955

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Households		30,008	31,306
Families		22,094	22,917
Median Household Income		\$74,362	\$82,299
Males per 100 Females		94.1	94.0
Population By Age			
Population <5 Years		7.2%	7.0%
Population 5-17 Years		19.2%	19.2%
Population 65+ Years		12.0%	13.8%
Median Age		38.4	38.4
	Spending Potential Index	Average Amount Spent	Total
Health Care	129	\$4,799.29	\$144,016,283
Medical Care	129	\$2,318.58	\$69,575,457
Physician Services	133	\$300.64	\$9,021,473
Dental Services	136	\$440.78	\$13,226,760
Eyecare Services	133	\$66.50	\$1,995,588
Lab Tests, X-Rays	130	\$71.35	\$2,141,177
Hospital Room and Hospital Services	131	\$179.45	\$5,384,983
Convalescent or Nursing Home Care	128	\$29.57	\$887,377
Other Medical services (1)	135	\$150.56	\$4,518,017
Nonprescription Drugs	126	\$129.41	\$3,883,181
Prescription Drugs	124	\$616.80	\$18,508,829
Nonprescription Vitamins	129	\$73.19	\$2,196,322
Medicare Prescription Drug Premium	110	\$54.53	\$1,636,289
Eyeglasses and Contact Lenses	136	\$104.79	\$3,144,419
Hearing Aids	115	\$24.93	\$748,185
Medical Equipment for General Use	137	\$8.68	\$260,481
Other Medical Supplies (2)	132	\$67.39	\$2,022,261
Health Insurance	128	\$2,480.71	\$74,440,829
Blue Cross/Blue Shield	133	\$743.29	\$22,304,494
Commercial Health Insurance	138	\$517.22	\$15,520,617
Health Maintenance Organization	135	\$449.63	\$13,492,502
Medicare Payments	113	\$466.27	\$13,991,882
Long Term Care Insurance	131	\$109.83	\$3,295,793
Other Health Insurance (3)	115	\$194.47	\$5,835,523

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		2,012	2,022
Households		1,081	1,091
Families		437	433
Median Age		51.6	53.9
Median Household Income		\$34,402	\$45,779
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	71	\$437.80	\$473,222
Admission to Movies, Theater, Opera, Ballet	72	\$108.46	\$117,237
Admission to Sporting Events, excl.Trips	69	\$40.94	\$44,255
Fees for Participant Sports, excl.Trips	71	\$76.20	\$82,367
Fees for Recreational Lessons	65	\$88.82	\$96,007
Membership Fees for Social/Recreation/Civic Clubs	75	\$122.74	\$132,667
Dating Services	83	\$0.64	\$688
Rental of Video Cassettes and DVDs	68	\$27.91	\$30,168
Toys & Games	70	\$101.24	\$109,435
Toys and Playground Equipment	69	\$98.09	\$106,032
Play Arcade Pinball/Video Games	80	\$1.52	\$1,638
Online Entertainment and Games	71	\$1.64	\$1,768
Recreational Vehicles and Fees	59	\$191.54	\$207,037
Docking and Landing Fees for Boats and Planes	75	\$5.33	\$5,759
Camp Fees	65	\$18.65	\$20,163
Purchase of RVs or Boats	58	\$162.09	\$175,208
Rental of RVs or Boats	64	\$5.49	\$5,931
Sports, Recreation and Exercise Equipment	52	\$93.65	\$101,228
Exercise Equipment and Gear, Game Tables	55	\$44.79	\$48,414
Bicycles	67	\$13.30	\$14,382
Camping Equipment	25	\$3.66	\$3,957
Hunting and Fishing Equipment	39	\$15.03	\$16,247
Winter Sports Equipment	56	\$3.62	\$3,914
Water Sports Equipment	67	\$4.47	\$4,832
Other Sports Equipment	67	\$6.39	\$6,909
Rental/Repair of Sports/Recreation/Exercise Equipment	60	\$2.39	\$2,582
Photographic Equipment and Supplies	68	\$70.26	\$75,948
Film	73	\$5.34	\$5,776
Film Processing	70	\$15.63	\$16,895
Photographic Equipment	68	\$29.15	\$31,514
Photographer Fees/Other Supplies & Equip Rental/Repair	65	\$20.14	\$21,768
Reading	80	\$124.11	\$134,155
Magazine/Newspaper Subscriptions	86	\$54.53	\$58,937
Magazine/Newspaper Single Copies	84	\$16.05	\$17,352
Books	74	\$53.53	\$57,859

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		28,449	29,350
Households		11,187	11,577
Families		7,932	8,167
Median Age		39.9	39.7
Median Household Income		\$69,085	\$79,275
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	133	\$820.44	\$9,178,245
Admission to Movies, Theater, Opera, Ballet	127	\$193.03	\$2,159,362
Admission to Sporting Events, excl.Trips	133	\$79.40	\$888,241
Fees for Participant Sports, excl.Trips	131	\$139.91	\$1,565,195
Fees for Recreational Lessons	138	\$188.30	\$2,106,551
Membership Fees for Social/Recreation/Civic Clubs	134	\$218.91	\$2,448,912
Dating Services	116	\$0.89	\$9,983
Rental of Video Cassettes and DVDs	120	\$49.36	\$552,165
Toys & Games	121	\$176.61	\$1,975,696
Toys and Playground Equipment	121	\$171.51	\$1,918,702
Play Arcade Pinball/Video Games	123	\$2.33	\$26,079
Online Entertainment and Games	118	\$2.75	\$30,737
Recreational Vehicles and Fees	118	\$382.37	\$4,277,585
Docking and Landing Fees for Boats and Planes	139	\$9.83	\$110,006
Camp Fees	139	\$39.95	\$446,928
Purchase of RVs or Boats	115	\$321.55	\$3,597,171
Rental of RVs or Boats	129	\$11.01	\$123,122
Sports, Recreation and Exercise Equipment	98	\$177.16	\$1,981,904
Exercise Equipment and Gear, Game Tables	104	\$85.51	\$956,638
Bicycles	128	\$25.24	\$282,318
Camping Equipment	50	\$7.17	\$80,261
Hunting and Fishing Equipment	70	\$27.00	\$302,008
Winter Sports Equipment	117	\$7.59	\$84,873
Water Sports Equipment	118	\$7.86	\$87,923
Other Sports Equipment	124	\$11.77	\$131,632
Rental/Repair of Sports/Recreation/Exercise Equipment	125	\$5.01	\$56,078
Photographic Equipment and Supplies	125	\$129.86	\$1,452,760
Film	117	\$8.63	\$96,529
Film Processing	122	\$27.47	\$307,260
Photographic Equipment	126	\$53.92	\$603,187
Photographer Fees/Other Supplies & Equip Rental/Repair	129	\$39.84	\$445,681
Reading	126	\$195.17	\$2,183,368
Magazine/Newspaper Subscriptions	128	\$81.20	\$908,335
Magazine/Newspaper Single Copies	119	\$22.78	\$254,812
Books	126	\$91.18	\$1,020,020

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

Milford - Rivers Edge
Milford Pkwy, Milford, OH, 45150
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.16156
Longitude: -84.27676

Demographic Summary		2010	2015
Population		79,641	82,822
Households		30,008	31,306
Families		22,094	22,917
Median Age		38.4	38.4
Median Household Income		\$74,362	\$82,299
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	147	\$908.98	\$27,276,678
Admission to Movies, Theater, Opera, Ballet	141	\$213.21	\$6,398,111
Admission to Sporting Events, excl.Trips	149	\$88.71	\$2,661,997
Fees for Participant Sports, excl.Trips	145	\$154.79	\$4,644,774
Fees for Recreational Lessons	155	\$211.45	\$6,345,300
Membership Fees for Social/Recreation/Civic Clubs	146	\$239.88	\$7,198,342
Dating Services	122	\$0.94	\$28,152
Rental of Video Cassettes and DVDs	133	\$54.98	\$1,649,833
Toys & Games	134	\$194.90	\$5,848,617
Toys and Playground Equipment	134	\$189.40	\$5,683,376
Play Arcade Pinball/Video Games	129	\$2.45	\$73,425
Online Entertainment and Games	132	\$3.06	\$91,800
Recreational Vehicles and Fees	133	\$428.86	\$12,869,167
Docking and Landing Fees for Boats and Planes	150	\$10.62	\$318,819
Camp Fees	154	\$44.33	\$1,330,135
Purchase of RVs or Boats	130	\$361.47	\$10,846,911
Rental of RVs or Boats	145	\$12.44	\$373,229
Sports, Recreation and Exercise Equipment	109	\$197.76	\$5,934,455
Exercise Equipment and Gear, Game Tables	116	\$95.56	\$2,867,448
Bicycles	142	\$28.08	\$842,712
Camping Equipment	56	\$8.16	\$244,736
Hunting and Fishing Equipment	78	\$29.98	\$899,670
Winter Sports Equipment	135	\$8.72	\$261,591
Water Sports Equipment	128	\$8.55	\$256,431
Other Sports Equipment	138	\$13.04	\$391,269
Rental/Repair of Sports/Recreation/Exercise Equipment	142	\$5.68	\$170,569
Photographic Equipment and Supplies	139	\$143.91	\$4,318,280
Film	126	\$9.32	\$279,626
Film Processing	134	\$30.05	\$901,703
Photographic Equipment	140	\$60.02	\$1,801,071
Photographer Fees/Other Supplies & Equip Rental/Repair	144	\$44.52	\$1,335,852
Reading	135	\$209.60	\$6,289,777
Magazine/Newspaper Subscriptions	135	\$85.81	\$2,575,089
Magazine/Newspaper Single Copies	125	\$24.02	\$720,870
Books	138	\$99.77	\$2,993,761

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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