



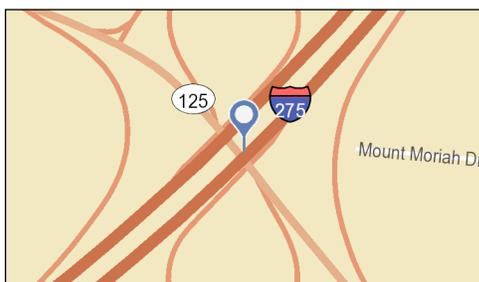
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1, 3, 5 Miles

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

Latitude: 39.06843  
Longitude: -84.29919



March 27, 2012

Made with Esri Business Analyst



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## Market Profile

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<b>Population Summary</b>			
2000 Total Population	9,164	47,093	104,780
2000 Group Quarters	0	176	607
2010 Total Population	9,667	49,904	112,756
2015 Total Population	9,883	51,573	117,030
2010-2015 Annual Rate	0.44%	0.66%	0.75%
<b>Household Summary</b>			
2000 Households	4,042	18,545	40,431
2000 Average Household Size	2.27	2.53	2.58
2010 Households	4,381	19,908	44,003
2010 Average Household Size	2.21	2.50	2.55
2015 Households	4,517	20,657	45,811
2015 Average Household Size	2.19	2.49	2.54
2010-2015 Annual Rate	0.61%	0.74%	0.81%
2000 Families	2,561	12,908	28,997
2000 Average Family Size	2.81	3.05	3.08
2010 Families	2,676	13,476	30,842
2010 Average Family Size	2.75	3.04	3.06
2015 Families	2,721	13,850	31,848
2015 Average Family Size	2.74	3.03	3.06
2010-2015 Annual Rate	0.33%	0.55%	0.64%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,296	19,328	42,145
Owner Occupied Housing Units	50.6%	66.1%	70.0%
Renter Occupied Housing Units	43.8%	29.8%	26.0%
Vacant Housing Units	5.6%	4.1%	4.0%
2010 Housing Units	4,793	21,313	47,178
Owner Occupied Housing Units	48.1%	62.8%	65.9%
Renter Occupied Housing Units	43.3%	30.6%	27.4%
Vacant Housing Units	8.6%	6.6%	6.7%
2015 Housing Units	5,025	22,349	49,596
Owner Occupied Housing Units	47.0%	62.0%	65.1%
Renter Occupied Housing Units	42.9%	30.4%	27.2%
Vacant Housing Units	10.1%	7.6%	7.6%
<b>Median Household Income</b>			
2000	\$50,549	\$53,648	\$54,843
2010	\$64,159	\$67,305	\$68,755
2015	\$72,793	\$76,238	\$77,482
<b>Median Home Value</b>			
2000	\$121,137	\$132,797	\$131,910
2010	\$149,563	\$155,491	\$154,668
2015	\$166,872	\$169,225	\$168,923
<b>Per Capita Income</b>			
2000	\$24,763	\$26,679	\$27,054
2010	\$32,209	\$33,053	\$33,311
2015	\$36,207	\$36,802	\$37,030
<b>Median Age</b>			
2000	33.6	36.0	35.6
2010	34.0	37.7	37.2
2015	33.9	37.7	37.1

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

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

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<b>2000 Households by Income</b>			
Household Income Base	4,041	18,479	40,392
<\$15,000	9.1%	9.4%	8.7%
\$15,000 - \$24,999	9.0%	9.2%	9.3%
\$25,000 - \$34,999	14.0%	11.1%	10.9%
\$35,000 - \$49,999	17.1%	15.8%	15.7%
\$50,000 - \$74,999	24.6%	23.1%	22.8%
\$75,000 - \$99,999	14.4%	14.7%	14.3%
\$100,000 - \$149,999	8.6%	11.4%	11.5%
\$150,000 - \$199,999	2.1%	2.8%	3.4%
\$200,000+	1.1%	2.5%	3.3%
Average Household Income	\$57,550	\$67,580	\$70,180
<b>2010 Households by Income</b>			
Household Income Base	4,383	19,910	44,003
<\$15,000	6.2%	6.6%	6.2%
\$15,000 - \$24,999	5.5%	6.0%	5.9%
\$25,000 - \$34,999	8.2%	6.8%	7.0%
\$35,000 - \$49,999	14.9%	14.0%	13.4%
\$50,000 - \$74,999	25.1%	22.6%	22.2%
\$75,000 - \$99,999	19.4%	18.9%	18.5%
\$100,000 - \$149,999	15.5%	16.9%	17.6%
\$150,000 - \$199,999	3.1%	4.5%	4.8%
\$200,000+	2.1%	3.6%	4.4%
Average Household Income	\$73,149	\$82,147	\$85,270
<b>2015 Households by Income</b>			
Household Income Base	4,515	20,657	45,812
<\$15,000	5.1%	5.6%	5.2%
\$15,000 - \$24,999	4.1%	4.5%	4.4%
\$25,000 - \$34,999	5.6%	4.7%	4.9%
\$35,000 - \$49,999	10.5%	10.0%	9.6%
\$50,000 - \$74,999	26.4%	23.8%	23.2%
\$75,000 - \$99,999	20.7%	19.3%	18.9%
\$100,000 - \$149,999	21.0%	22.2%	22.5%
\$150,000 - \$199,999	4.1%	5.6%	5.9%
\$200,000+	2.5%	4.2%	5.3%
Average Household Income	\$81,646	\$91,102	\$94,504
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	2,149	12,779	29,460
<\$50,000	0.8%	0.9%	0.9%
\$50,000 - \$99,999	28.7%	23.9%	24.6%
\$100,000 - \$149,999	41.2%	38.3%	36.2%
\$150,000 - \$199,999	16.6%	19.6%	18.5%
\$200,000 - \$299,999	9.4%	11.5%	13.2%
\$300,000 - \$499,999	2.2%	4.3%	4.8%
\$500,000 - \$999,999	1.0%	1.2%	1.7%
\$1,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$139,929	\$155,377	\$159,985
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	1,881	5,702	10,883
With Cash Rent	99.6%	97.7%	97.2%
No Cash Rent	0.4%	2.3%	2.8%
Median Rent	\$580	\$549	\$508
Average Rent	\$578	\$581	\$540

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

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

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<b>2000 Population by Age</b>			
Total	9,164	47,094	104,780
0 - 4	8.2%	7.2%	7.6%
5 - 9	6.4%	7.3%	7.7%
10 - 14	5.5%	7.2%	7.6%
15 - 24	14.1%	12.7%	12.2%
25 - 34	18.2%	13.9%	13.9%
35 - 44	15.8%	16.9%	17.3%
45 - 54	13.4%	14.6%	14.9%
55 - 64	8.2%	8.9%	8.4%
65 - 74	6.3%	6.2%	5.7%
75 - 84	3.2%	3.9%	3.7%
85 +	0.8%	1.2%	1.2%
18 +	76.6%	74.1%	72.8%
<b>2010 Population by Age</b>			
Total	9,666	49,903	112,756
0 - 4	8.0%	6.9%	7.3%
5 - 9	6.3%	6.7%	7.2%
10 - 14	5.7%	6.7%	7.3%
15 - 24	13.5%	12.7%	12.4%
25 - 34	18.1%	13.6%	12.9%
35 - 44	13.6%	13.3%	13.9%
45 - 54	13.2%	15.3%	15.5%
55 - 64	10.1%	12.1%	12.0%
65 - 74	6.5%	6.9%	6.2%
75 - 84	3.6%	4.1%	3.7%
85 +	1.3%	1.7%	1.6%
18 +	76.7%	75.7%	74.1%
<b>2015 Population by Age</b>			
Total	9,884	51,573	117,029
0 - 4	8.1%	6.8%	7.2%
5 - 9	6.3%	6.6%	7.1%
10 - 14	5.8%	6.8%	7.3%
15 - 24	13.9%	12.6%	12.5%
25 - 34	17.9%	13.5%	12.9%
35 - 44	13.6%	13.0%	13.2%
45 - 54	12.4%	13.9%	14.3%
55 - 64	9.8%	12.5%	12.4%
65 - 74	7.6%	8.3%	7.8%
75 - 84	3.4%	4.1%	3.6%
85 +	1.4%	1.7%	1.6%
18 +	76.7%	75.9%	74.2%
<b>2000 Population by Sex</b>			
Males	48.0%	48.5%	48.6%
Females	52.0%	51.5%	51.4%
<b>2010 Population by Sex</b>			
Males	48.0%	48.4%	48.5%
Females	52.0%	51.6%	51.5%
<b>2015 Population by Sex</b>			
Males	48.0%	48.4%	48.5%
Females	52.0%	51.6%	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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<b>2000 Population by Race/Ethnicity</b>			
Total	9,164	47,092	104,780
White Alone	95.0%	96.0%	96.3%
Black Alone	1.3%	1.0%	1.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	2.1%	1.7%	1.4%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.3%	0.9%	0.8%
Hispanic Origin	1.3%	1.1%	1.0%
Diversity Index	12.0	9.8	9.0
<b>2010 Population by Race/Ethnicity</b>			
Total	9,666	49,903	112,755
White Alone	93.1%	94.5%	94.9%
Black Alone	2.0%	1.4%	1.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	2.9%	2.2%	1.8%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	2.0%	1.9%	1.8%
Diversity Index	16.7	13.9	13.0
<b>2015 Population by Race/Ethnicity</b>			
Total	9,883	51,573	117,031
White Alone	92.1%	93.8%	94.2%
Black Alone	2.2%	1.6%	1.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	3.3%	2.5%	2.0%
Some Other Race Alone	0.4%	0.6%	0.6%
Two or More Races	1.8%	1.5%	1.4%
Hispanic Origin	2.4%	2.3%	2.2%
Diversity Index	19.1	15.9	15.0
<b>2000 Population 3+ by School Enrollment</b>			
Total	8,742	45,140	100,064
Enrolled in Nursery/Preschool	2.9%	2.6%	2.7%
Enrolled in Kindergarten	1.6%	1.3%	1.4%
Enrolled in Grade 1-8	10.2%	12.6%	13.1%
Enrolled in Grade 9-12	4.4%	5.7%	6.1%
Enrolled in College	4.4%	3.8%	3.9%
Enrolled in Grad/Prof School	1.2%	1.0%	1.0%
Not Enrolled in School	75.3%	72.9%	71.9%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	6,421	33,461	74,212
Less Than 9th Grade	1.7%	1.7%	1.8%
9th to 12th Grade, No Diploma	6.0%	6.1%	5.7%
High School Graduate	28.3%	26.6%	25.8%
Some College, No Degree	21.6%	20.7%	20.3%
Associate Degree	8.5%	9.4%	9.4%
Bachelor's Degree	21.2%	22.5%	23.9%
Graduate/Professional Degree	12.7%	13.0%	13.1%

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

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

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<b>2010 Population 15+ by Marital Status</b>			
Total	7,730	39,779	88,208
Never Married	27.6%	25.0%	25.4%
Married	53.3%	58.2%	59.2%
Widowed	4.3%	5.7%	5.2%
Divorced	14.9%	11.1%	10.2%
<b>2000 Population 16+ by Employment Status</b>			
Total	7,178	36,161	79,193
In Labor Force	75.2%	71.4%	71.6%
Civilian Employed	73.8%	69.1%	69.5%
Civilian Unemployed	1.4%	2.3%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	24.8%	28.6%	28.4%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.7%	89.7%	90.4%
Civilian Unemployed	8.3%	10.3%	9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.2%	91.6%	92.1%
Civilian Unemployed	6.8%	8.4%	7.9%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	3,765	18,888	41,409
Own Children < 6 Only	9.9%	8.4%	9.1%
Employed/in Armed Forces	7.7%	5.8%	6.0%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	1.9%	2.5%	2.9%
Own Children <6 and 6-17 Only	7.1%	6.2%	6.8%
Employed/in Armed Forces	4.3%	3.6%	3.7%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.8%	2.7%	3.1%
Own Children 6-17 Only	13.8%	18.9%	19.9%
Employed/in Armed Forces	10.8%	14.2%	15.0%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	3.0%	4.4%	4.5%
No Own Children < 18	69.2%	66.4%	64.3%
Employed/in Armed Forces	44.8%	38.5%	37.2%
Unemployed	0.8%	1.5%	1.3%
Not in Labor Force	23.6%	26.5%	25.9%
<b>2010 Employed Population 16+ by Industry</b>			
Total	5,161	25,151	56,385
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	3.7%	4.9%	4.8%
Manufacturing	10.9%	10.2%	10.0%
Wholesale Trade	3.4%	3.4%	3.5%
Retail Trade	13.1%	12.8%	12.7%
Transportation/Utilities	4.0%	4.2%	4.1%
Information	1.5%	1.9%	2.0%
Finance/Insurance/Real Estate	8.5%	8.1%	8.5%
Services	50.8%	50.6%	50.8%
Public Administration	3.7%	3.9%	3.5%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	5,160	25,151	56,386
White Collar	69.5%	69.9%	70.3%
Management/Business/Financial	15.5%	18.5%	18.6%
Professional	28.1%	25.6%	25.1%
Sales	12.7%	12.5%	13.0%
Administrative Support	13.2%	13.3%	13.7%
Services	12.5%	14.0%	14.2%
Blue Collar	18.0%	16.1%	15.5%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	3.3%	3.4%	3.3%
Installation/Maintenance/Repair	3.5%	3.2%	3.3%
Production	5.2%	4.8%	4.5%
Transportation/Material Moving	5.6%	4.6%	4.3%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	5,168	24,529	54,076
Drove Alone - Car, Truck, or Van	87.9%	84.8%	84.9%
Carpooled - Car, Truck, or Van	6.8%	9.2%	8.5%
Public Transportation	2.1%	1.8%	1.9%
Walked	1.5%	1.0%	0.9%
Other Means	0.3%	0.5%	0.6%
Worked at Home	1.4%	2.8%	3.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,167	24,531	54,076
Did not Work at Home	98.6%	97.2%	96.8%
Less than 5 minutes	1.6%	2.0%	2.0%
5 to 9 minutes	10.5%	9.7%	8.6%
10 to 19 minutes	24.1%	23.2%	22.7%
20 to 24 minutes	13.3%	13.2%	15.1%
25 to 34 minutes	30.8%	29.8%	29.6%
35 to 44 minutes	9.3%	9.9%	9.1%
45 to 59 minutes	5.2%	6.1%	6.1%
60 to 89 minutes	2.0%	1.9%	2.2%
90 or more minutes	1.8%	1.4%	1.3%
Worked at Home	1.4%	2.8%	3.2%
Average Travel Time to Work (in min)	25.1	25.0	25.1
<b>2000 Households by Vehicles Available</b>			
Total	4,038	18,535	40,441
None	3.3%	4.8%	4.8%
1	37.2%	28.3%	27.1%
2	46.1%	47.9%	47.4%
3	10.4%	13.6%	15.3%
4	2.7%	4.3%	4.0%
5+	0.4%	1.1%	1.4%
Average Number of Vehicles Available	1.7	1.9	1.9

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

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<b>2000 Households by Type</b>			
Total	4,042	18,545	40,432
Family Households	63.4%	69.6%	71.7%
Married-couple Family	48.6%	57.4%	59.6%
With Related Children	21.7%	27.8%	30.2%
Other Family (No Spouse)	14.8%	12.2%	12.1%
With Related Children	10.0%	7.9%	7.9%
Nonfamily Households	36.6%	30.4%	28.3%
Householder Living Alone	28.9%	25.2%	23.6%
Householder Not Living Alone	7.7%	5.2%	4.7%
Households with Related Children	31.7%	35.6%	38.1%
Households with Persons 65+	17.4%	20.5%	19.3%
<b>2000 Households by Size</b>			
Total	4,042	18,545	40,431
1 Person Household	28.9%	25.2%	23.6%
2 Person Household	36.0%	33.9%	33.3%
3 Person Household	16.9%	16.9%	17.6%
4 Person Household	12.0%	15.3%	16.4%
5 Person Household	4.6%	6.1%	6.6%
6 Person Household	1.3%	1.9%	2.0%
7 + Person Household	0.2%	0.6%	0.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,037	18,535	40,440
Moved in 1999 to March 2000	29.0%	21.3%	19.6%
Moved in 1995 to 1998	35.6%	30.9%	30.0%
Moved in 1990 to 1994	14.7%	17.3%	18.1%
Moved in 1980 to 1989	7.9%	14.0%	14.9%
Moved in 1970 to 1979	7.3%	9.4%	9.3%
Moved in 1969 or Earlier	5.4%	7.1%	8.2%
Median Year Householder Moved In	1996	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
Total	4,292	19,345	42,151
1, Detached	42.9%	63.1%	69.0%
1, Attached	10.4%	6.9%	5.6%
2	0.7%	0.7%	0.8%
3 or 4	4.9%	2.4%	2.7%
5 to 9	16.6%	8.0%	6.7%
10 to 19	19.0%	12.1%	8.7%
20 +	5.2%	6.6%	6.1%
Mobile Home	0.3%	0.2%	0.3%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,289	19,344	42,151
1999 to March 2000	2.4%	1.8%	1.8%
1995 to 1998	13.7%	8.1%	8.6%
1990 to 1994	21.7%	13.6%	11.8%
1980 to 1989	19.3%	20.0%	18.0%
1970 to 1979	21.9%	23.3%	22.5%
1969 or Earlier	21.0%	33.2%	37.3%
Median Year Structure Built	1984	1977	1976

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
	1. Enterprising Professionals	Enterprising Professionals	Suburban Splendor
	2. Aspiring Young Families	Sophisticated Squires	Up and Coming Families
	3. Main Street, USA	In Style	Sophisticated Squires
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,052,100	\$39,836,881	\$91,007,743
Average Spent	\$1,837.84	\$2,001.01	\$2,068.22
Spending Potential Index	77	84	86
Computers & Accessories: Total \$	\$1,074,184	\$5,260,635	\$12,041,390
Average Spent	\$245.18	\$264.24	\$273.65
Spending Potential Index	111	120	124
Education: Total \$	\$5,776,423	\$30,028,493	\$68,959,939
Average Spent	\$1,318.43	\$1,508.34	\$1,567.17
Spending Potential Index	108	124	128
Entertainment/Recreation: Total \$	\$14,938,827	\$76,887,430	\$176,771,702
Average Spent	\$3,409.69	\$3,862.07	\$4,017.27
Spending Potential Index	106	120	125
Food at Home: Total \$	\$20,564,045	\$102,720,141	\$234,679,649
Average Spent	\$4,693.61	\$5,159.65	\$5,333.27
Spending Potential Index	105	115	119
Food Away from Home: Total \$	\$15,409,218	\$76,186,173	\$174,167,422
Average Spent	\$3,517.05	\$3,826.84	\$3,958.09
Spending Potential Index	109	119	123
Health Care: Total \$	\$15,371,779	\$83,178,238	\$191,244,671
Average Spent	\$3,508.51	\$4,178.05	\$4,346.18
Spending Potential Index	94	112	117
HH Furnishings & Equipment: Total \$	\$8,329,344	\$42,839,389	\$98,553,209
Average Spent	\$1,901.12	\$2,151.83	\$2,239.70
Spending Potential Index	92	105	109
Investments: Total \$	\$6,679,277	\$38,756,783	\$89,200,800
Average Spent	\$1,524.50	\$1,946.76	\$2,027.16
Spending Potential Index	88	112	117
Retail Goods: Total \$	\$108,461,507	\$553,079,491	\$1,270,354,114
Average Spent	\$24,755.62	\$27,781.26	\$28,869.76
Spending Potential Index	100	112	116
Shelter: Total \$	\$75,677,954	\$381,205,588	\$872,295,062
Average Spent	\$17,272.99	\$19,148.01	\$19,823.57
Spending Potential Index	109	121	126
TV/Video/Audio: Total \$	\$5,805,174	\$28,777,384	\$65,796,235
Average Spent	\$1,324.99	\$1,445.49	\$1,495.27
Spending Potential Index	107	116	120
Travel: Total \$	\$8,525,015	\$45,622,475	\$105,055,011
Average Spent	\$1,945.78	\$2,291.62	\$2,387.46
Spending Potential Index	103	121	126
Vehicle Maintenance & Repairs: Total \$	\$4,340,313	\$21,999,661	\$50,423,621
Average Spent	\$990.65	\$1,105.05	\$1,145.92
Spending Potential Index	105	117	122

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

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

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

March 27, 2012

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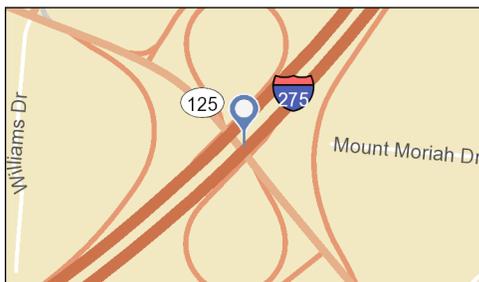
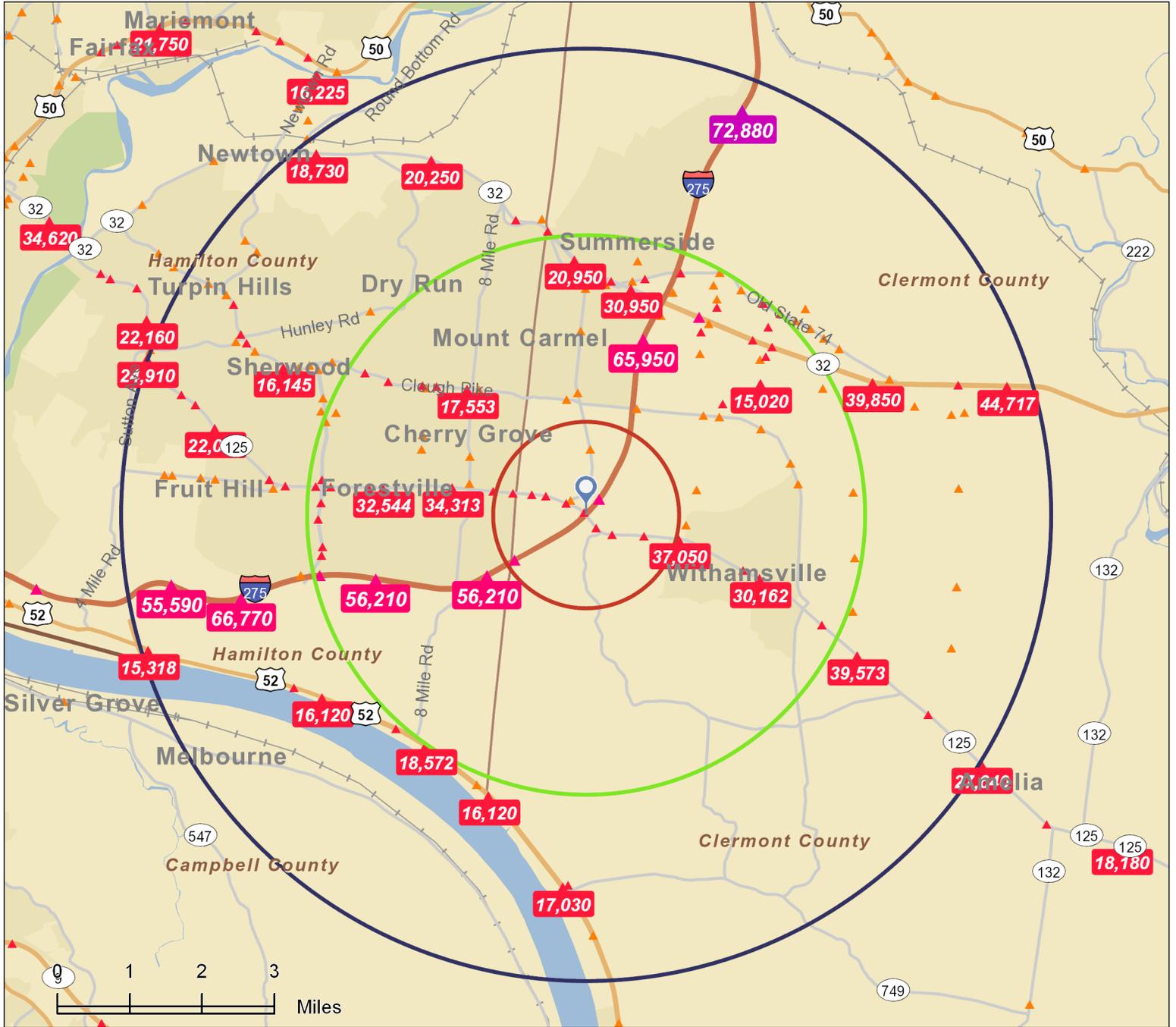
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919



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



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

March 27, 2012

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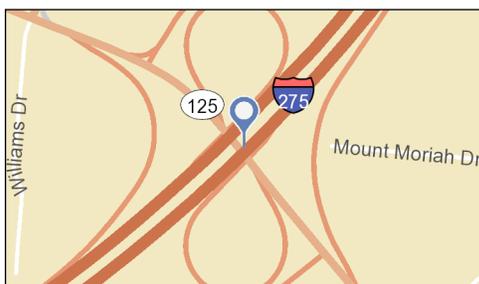
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919



**Average Daily Traffic Volume**

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



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

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# Business Summary

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	373	2,132	3,267
Total Employees:	3,494	25,365	36,238
Total Residential Population:	9,667	49,904	112,756
Employee/Residential Population Ratio:	0.36	0.51	0.32

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.8%	3	0.1%	50	2.4%	231	0.9%	84	2.6%	410	1.1%
Construction	36	9.5%	145	4.2%	190	8.9%	826	3.3%	334	10.2%	1,358	3.7%
Manufacturing	5	1.4%	17	0.5%	62	2.9%	1,451	5.7%	109	3.4%	2,958	8.2%
Transportation	13	3.4%	33	1.0%	40	1.9%	966	3.8%	60	1.8%	1,061	2.9%
Communication	5	1.3%	22	0.6%	17	0.8%	54	0.2%	22	0.7%	65	0.2%
Utility	1	0.3%	50	1.4%	2	0.1%	90	0.4%	6	0.2%	108	0.3%
Wholesale Trade	15	3.9%	40	1.1%	101	4.8%	1,556	6.1%	161	4.9%	1,951	5.4%
<b>Retail Trade Summary</b>	<b>77</b>	<b>20.5%</b>	<b>1,921</b>	<b>55.0%</b>	<b>555</b>	<b>26.0%</b>	<b>9,867</b>	<b>38.9%</b>	<b>764</b>	<b>23.4%</b>	<b>11,925</b>	<b>32.9%</b>
Home Improvement	5	1.2%	338	9.7%	22	1.0%	507	2.0%	39	1.2%	651	1.8%
General Merchandise Stores	2	0.5%	322	9.2%	23	1.1%	1,668	6.6%	28	0.9%	1,830	5.1%
Food Stores	6	1.5%	17	0.5%	36	1.7%	1,344	5.3%	62	1.9%	1,746	4.8%
Auto Dealers, Gas Stations, Auto Aftermarket	13	3.5%	289	8.3%	74	3.5%	997	3.9%	102	3.1%	1,123	3.1%
Apparel & Accessory Stores	3	0.8%	17	0.5%	47	2.2%	366	1.4%	54	1.6%	397	1.1%
Furniture & Home Furnishings	11	2.9%	42	1.2%	63	2.9%	427	1.7%	86	2.6%	546	1.5%
Eating & Drinking Places	20	5.5%	692	19.8%	160	7.5%	3,496	13.8%	211	6.4%	4,284	11.8%
Miscellaneous Retail	17	4.6%	204	5.8%	132	6.2%	1,063	4.2%	181	5.5%	1,348	3.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>51</b>	<b>13.8%</b>	<b>200</b>	<b>5.7%</b>	<b>227</b>	<b>10.7%</b>	<b>1,527</b>	<b>6.0%</b>	<b>346</b>	<b>10.6%</b>	<b>2,831</b>	<b>7.8%</b>
Banks, Savings & Lending Institutions	15	3.9%	89	2.6%	60	2.8%	347	1.4%	83	2.5%	490	1.4%
Securities Brokers	3	0.9%	6	0.2%	25	1.2%	58	0.2%	41	1.2%	87	0.2%
Insurance Carriers & Agents	10	2.7%	20	0.6%	49	2.3%	284	1.1%	79	2.4%	1,222	3.4%
Real Estate, Holding, Other Investment Offices	24	6.4%	85	2.4%	93	4.4%	837	3.3%	144	4.4%	1,032	2.8%
<b>Services Summary</b>	<b>158</b>	<b>42.3%</b>	<b>1,039</b>	<b>29.7%</b>	<b>812</b>	<b>38.1%</b>	<b>8,329</b>	<b>32.8%</b>	<b>1,272</b>	<b>39.0%</b>	<b>12,857</b>	<b>35.5%</b>
Hotels & Lodging	5	1.3%	40	1.1%	9	0.4%	202	0.8%	11	0.3%	226	0.6%
Automotive Services	11	3.1%	41	1.2%	59	2.7%	297	1.2%	88	2.7%	397	1.1%
Motion Pictures & Amusements	10	2.6%	104	3.0%	65	3.1%	645	2.5%	106	3.2%	1,001	2.8%
Health Services	27	7.1%	279	8.0%	163	7.6%	2,591	10.2%	215	6.6%	3,381	9.3%
Legal Services	11	2.9%	61	1.7%	25	1.2%	131	0.5%	36	1.1%	168	0.5%
Education Institutions & Libraries	7	1.8%	138	3.9%	32	1.5%	1,331	5.2%	65	2.0%	2,742	7.6%
Other Services	87	23.4%	377	10.8%	460	21.6%	3,131	12.3%	750	23.0%	4,943	13.6%
Government	1	0.2%	4	0.1%	25	1.2%	444	1.8%	34	1.0%	686	1.9%
Other	9	2.5%	19	0.5%	50	2.3%	24	0.1%	74	2.3%	29	0.1%
<b>Totals</b>	<b>373</b>	<b>100%</b>	<b>3,494</b>	<b>100%</b>	<b>2,132</b>	<b>100%</b>	<b>25,365</b>	<b>100%</b>	<b>3,267</b>	<b>100%</b>	<b>36,238</b>	<b>100%</b>

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

March 27, 2012

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# Business Summary

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Rings: 1, 3, 5 miles radii

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 Latitude: 39.06843  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.1%	12	0.0%	4	0.1%	16	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	6	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%
Construction	35	9.5%	137	3.9%	198	9.3%	860	3.4%	352	10.8%	1,426	3.9%
Manufacturing	5	1.4%	17	0.5%	67	3.1%	1,481	5.8%	118	3.6%	2,981	8.2%
Wholesale Trade	13	3.4%	31	0.9%	98	4.6%	1,495	5.9%	154	4.7%	1,855	5.1%
Retail Trade	56	15.0%	1,230	35.2%	388	18.2%	6,329	25.0%	539	16.5%	7,570	20.9%
Motor Vehicle & Parts Dealers	8	2.2%	258	7.4%	55	2.6%	891	3.5%	73	2.2%	980	2.7%
Furniture & Home Furnishings Stores	2	0.5%	27	0.8%	29	1.4%	263	1.0%	38	1.2%	294	0.8%
Electronics & Appliance Stores	7	1.9%	13	0.4%	26	1.2%	144	0.6%	38	1.2%	240	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.2%	338	9.7%	22	1.0%	507	2.0%	39	1.2%	651	1.8%
Food & Beverage Stores	5	1.3%	10	0.3%	29	1.3%	1,296	5.1%	57	1.7%	1,727	4.8%
Health & Personal Care Stores	4	1.0%	136	3.9%	34	1.6%	362	1.4%	42	1.3%	455	1.3%
Gasoline Stations	5	1.3%	31	0.9%	19	0.9%	106	0.4%	29	0.9%	143	0.4%
Clothing & Clothing Accessories Stores	4	1.1%	18	0.5%	58	2.7%	443	1.7%	67	2.1%	486	1.3%
Sport Goods, Hobby, Book, & Music Stores	8	2.1%	42	1.2%	36	1.7%	327	1.3%	46	1.4%	341	0.9%
General Merchandise Stores	2	0.5%	322	9.2%	23	1.1%	1,668	6.6%	28	0.9%	1,830	5.1%
Miscellaneous Store Retailers	7	2.0%	34	1.0%	54	2.5%	305	1.2%	74	2.3%	388	1.1%
Nonstore Retailers	0	0.0%	0	0.0%	3	0.1%	18	0.1%	7	0.2%	36	0.1%
Transportation & Warehousing	10	2.6%	29	0.8%	34	1.6%	924	3.6%	52	1.6%	1,018	2.8%
Information	7	1.8%	26	0.7%	34	1.6%	173	0.7%	53	1.6%	271	0.7%
Finance & Insurance	28	7.4%	115	3.3%	134	6.3%	690	2.7%	204	6.2%	1,814	5.0%
Central Bank/Credit Intermediation & Related Activities	15	3.9%	89	2.6%	60	2.8%	347	1.4%	83	2.5%	490	1.4%
Securities, Commodity Contracts & Other Financial	3	0.9%	6	0.2%	25	1.2%	58	0.2%	41	1.2%	87	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.7%	20	0.6%	49	2.3%	284	1.1%	80	2.4%	1,237	3.4%
Real Estate, Rental & Leasing	31	8.4%	113	3.2%	114	5.4%	922	3.6%	169	5.2%	1,122	3.1%
Professional, Scientific & Tech Services	45	12.2%	176	5.1%	187	8.8%	1,285	5.1%	302	9.2%	1,705	4.7%
Legal Services	12	3.2%	61	1.7%	32	1.5%	148	0.6%	47	1.4%	195	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.1%	21	0.1%
Administrative & Support & Waste Management & Remediation	14	3.7%	124	3.5%	109	5.1%	531	2.1%	181	5.5%	741	2.0%
Educational Services	9	2.3%	144	4.1%	45	2.1%	1,347	5.3%	83	2.5%	2,767	7.6%
Health Care & Social Assistance	38	10.1%	336	9.6%	202	9.5%	3,375	13.3%	274	8.4%	4,658	12.9%
Arts, Entertainment & Recreation	8	2.1%	98	2.8%	44	2.0%	525	2.1%	75	2.3%	894	2.5%
Accommodation & Food Services	25	6.8%	732	20.9%	172	8.1%	3,714	14.6%	227	6.9%	4,532	12.5%
Accommodation	5	1.3%	40	1.1%	9	0.4%	202	0.8%	11	0.3%	226	0.6%
Food Services & Drinking Places	20	5.5%	692	19.8%	163	7.7%	3,512	13.8%	215	6.6%	4,307	11.9%
Other Services (except Public Administration)	38	10.2%	158	4.5%	225	10.5%	1,175	4.6%	364	11.1%	2,062	5.7%
Automotive Repair & Maintenance	8	2.0%	36	1.0%	44	2.0%	263	1.0%	68	2.1%	345	1.0%
Public Administration	1	0.2%	4	0.1%	25	1.2%	444	1.8%	34	1.0%	686	1.9%
Unclassified Establishments	10	2.8%	24	0.7%	52	2.5%	81	0.3%	78	2.4%	90	0.2%
<b>Total</b>	<b>373</b>	<b>100%</b>	<b>3,494</b>	<b>100%</b>	<b>2,132</b>	<b>100%</b>	<b>25,365</b>	<b>100%</b>	<b>3,267</b>	<b>100%</b>	<b>36,238</b>	<b>100%</b>

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

## Summary Demographics

2010 Population	9,667
2010 Households	4,381
2010 Median Disposable Income	\$50,572
2010 Per Capita Income	\$32,211

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	\$120,165,789	\$184,602,016	\$-64,436,227	-21.1	77
Total Retail Trade	44-45	\$102,206,816	\$155,733,663	\$-53,526,847	-20.8	55
Total Food & Drink	722	\$17,958,973	\$28,868,354	\$-10,909,380	-23.3	22

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,389,555	\$61,652,796	\$-37,263,241	-43.3	8
Automobile Dealers	4411	\$20,861,706	\$57,145,364	\$-36,283,658	-46.5	4
Other Motor Vehicle Dealers	4412	\$1,625,132	\$3,041,897	\$-1,416,765	-30.4	1
Auto Parts, Accessories & Tire Stores	4413	\$1,902,718	\$1,465,536	\$437,182	13.0	3
Furniture & Home Furnishings Stores	442	\$1,722,430	\$2,090,648	\$-368,217	-9.7	2
Furniture Stores	4421	\$915,913	\$705,904	\$210,009	12.9	1
Home Furnishings Stores	4422	\$806,517	\$1,384,743	\$-578,226	-26.4	1
Electronics & Appliance Stores	4431	\$4,288,388	\$1,989,872	\$2,298,516	36.6	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,612,225	\$31,744,983	\$-28,132,758	-79.6	4
Bldg Material & Supplies Dealers	4441	\$3,415,369	\$31,601,811	\$-28,186,441	-80.5	3
Lawn & Garden Equip & Supply Stores	4442	\$196,855	\$143,172	\$53,683	15.8	1
Food & Beverage Stores	445	\$18,201,197	\$11,694,276	\$6,506,921	21.8	4
Grocery Stores	4451	\$17,413,849	\$11,552,138	\$5,861,711	20.2	3
Specialty Food Stores	4452	\$270,329	\$142,138	\$128,191	31.1	1
Beer, Wine & Liquor Stores	4453	\$517,019	\$0	\$517,019	100.0	0
Health & Personal Care Stores	446,4461	\$2,007,378	\$3,156,520	\$-1,149,142	-22.3	3
Gasoline Stations	447,4471	\$17,009,794	\$20,515,544	\$-3,505,750	-9.3	5
Clothing & Clothing Accessories Stores	448	\$3,099,085	\$1,141,830	\$1,957,255	46.2	4
Clothing Stores	4481	\$2,252,661	\$558,178	\$1,694,482	60.3	2
Shoe Stores	4482	\$497,439	\$530,290	\$-32,851	-3.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$348,985	\$53,362	\$295,623	73.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$518,656	\$1,086,073	\$-567,417	-35.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$390,439	\$1,086,073	\$-695,634	-47.1	8
Book, Periodical & Music Stores	4512	\$128,217	\$0	\$128,217	100.0	0
General Merchandise Stores	452	\$16,791,522	\$19,575,437	\$-2,783,914	-7.7	2
Department Stores Excluding Leased Depts.	4521	\$7,218,393	\$19,278,196	\$-12,059,803	-45.5	2
Other General Merchandise Stores	4529	\$9,573,129	\$297,241	\$9,275,889	94.0	0
Miscellaneous Store Retailers	453	\$1,425,605	\$1,085,685	\$339,921	13.5	9
Florists	4531	\$75,844	\$53,993	\$21,852	16.8	1
Office Supplies, Stationery & Gift Stores	4532	\$492,824	\$591,435	\$-98,611	-9.1	3
Used Merchandise Stores	4533	\$37,685	\$183,085	\$-145,400	-65.9	3
Other Miscellaneous Store Retailers	4539	\$819,252	\$257,172	\$562,080	52.2	3
Nonstore Retailers	454	\$9,140,980	\$0	\$9,140,980	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$8,616,696	\$0	\$8,616,696	100.0	0
Vending Machine Operators	4542	\$28,209	\$0	\$28,209	100.0	0
Direct Selling Establishments	4543	\$496,075	\$0	\$496,075	100.0	0
Food Services & Drinking Places	722	\$17,958,973	\$28,868,354	\$-10,909,380	-23.3	22
Full-Service Restaurants	7221	\$6,413,241	\$2,908,813	\$3,504,428	37.6	5
Limited-Service Eating Places	7222	\$9,926,040	\$25,852,810	\$-15,926,770	-44.5	16
Special Food Services	7223	\$1,264,312	\$0	\$1,264,312	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$355,380	\$106,730	\$248,650	53.8	1

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

Source: Esri and Infogroup

March 27, 2012

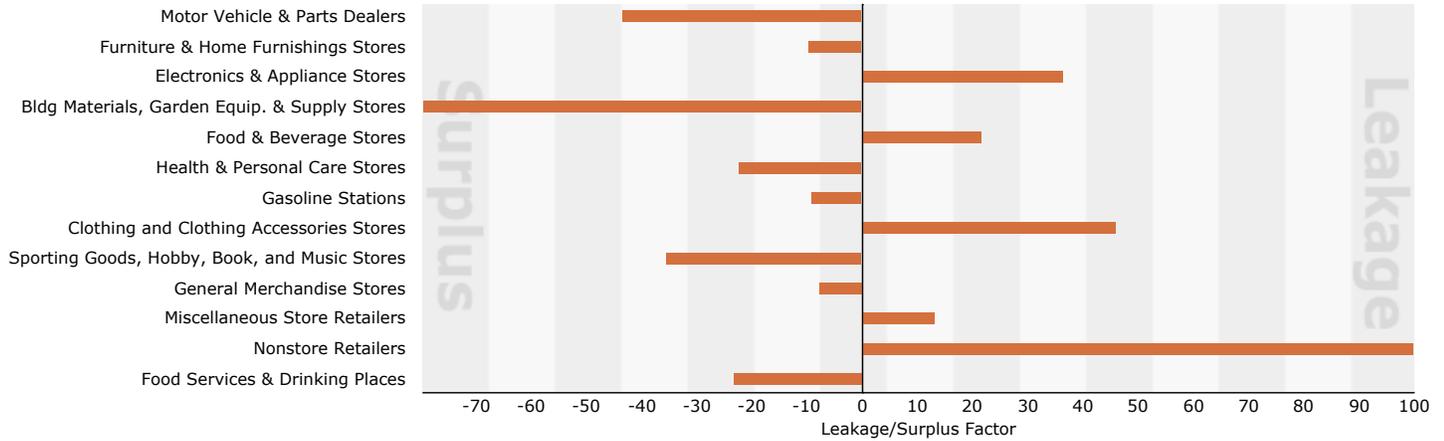
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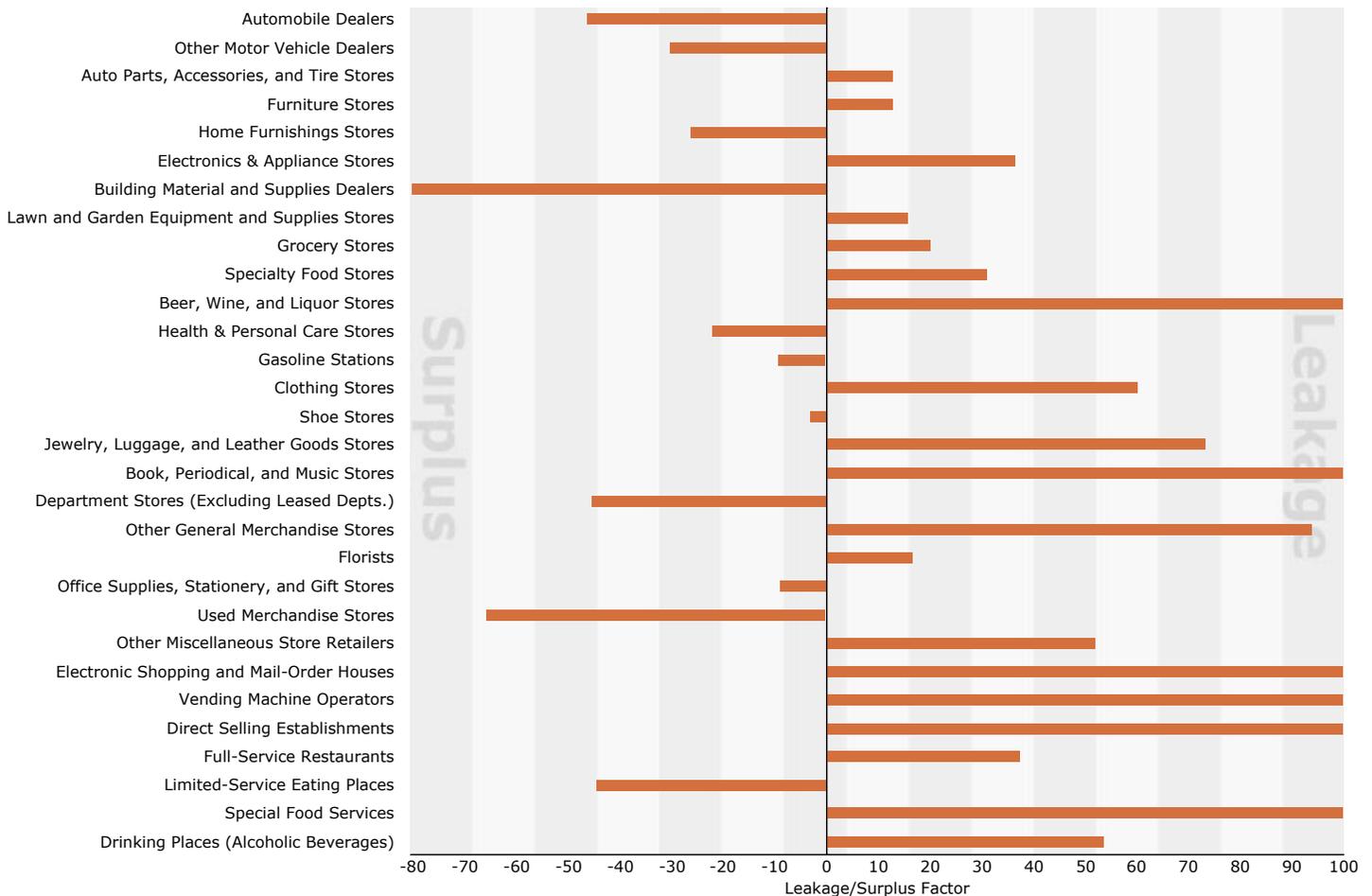
# Retail MarketPlace Profile

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

## Summary Demographics

2010 Population	49,904
2010 Households	19,908
2010 Median Disposable Income	\$52,259
2010 Per Capita Income	\$33,053

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	\$601,421,353	\$923,733,425	\$-322,312,072	-21.1	547
Total Retail Trade	44-45	\$511,819,372	\$775,121,632	\$-263,302,260	-20.5	384
Total Food & Drink	722	\$89,601,982	\$148,611,793	\$-59,009,812	-24.8	163

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$121,069,821	\$201,564,629	\$-80,494,808	-24.9	49
Automobile Dealers	4411	\$103,019,646	\$168,974,308	\$-65,954,663	-24.2	25
Other Motor Vehicle Dealers	4412	\$8,622,868	\$23,118,645	\$-14,495,777	-45.7	5
Auto Parts, Accessories & Tire Stores	4413	\$9,427,307	\$9,471,676	\$-44,369	-0.2	19
Furniture & Home Furnishings Stores	442	\$11,592,128	\$26,535,776	\$-14,943,648	-39.2	26
Furniture Stores	4421	\$6,622,712	\$21,214,591	\$-14,591,879	-52.4	15
Home Furnishings Stores	4422	\$4,969,416	\$5,321,186	\$-351,769	-3.4	11
Electronics & Appliance Stores	4431	\$21,373,354	\$16,857,238	\$4,516,116	11.8	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,987,571	\$39,121,887	\$-19,134,315	-32.4	20
Bldg Material & Supplies Dealers	4441	\$18,804,031	\$38,779,378	\$-19,975,346	-34.7	16
Lawn & Garden Equip & Supply Stores	4442	\$1,183,540	\$342,509	\$841,031	55.1	3
Food & Beverage Stores	445	\$90,589,725	\$167,111,254	\$-76,521,530	-29.7	26
Grocery Stores	4451	\$85,368,660	\$163,067,406	\$-77,698,746	-31.3	16
Specialty Food Stores	4452	\$2,038,234	\$2,777,829	\$-739,594	-15.4	7
Beer, Wine & Liquor Stores	4453	\$3,182,830	\$1,266,019	\$1,916,811	43.1	2
Health & Personal Care Stores	446,4461	\$13,602,390	\$24,653,799	\$-11,051,409	-28.9	36
Gasoline Stations	447,4471	\$82,503,521	\$76,620,948	\$5,882,573	3.7	19
Clothing & Clothing Accessories Stores	448	\$19,133,505	\$26,043,507	\$-6,910,002	-15.3	58
Clothing Stores	4481	\$14,214,532	\$18,669,010	\$-4,454,478	-13.5	35
Shoe Stores	4482	\$2,563,003	\$3,884,023	\$-1,321,020	-20.5	11
Jewelry, Luggage & Leather Goods Stores	4483	\$2,355,970	\$3,490,474	\$-1,134,504	-19.4	13
Sporting Goods, Hobby, Book & Music Stores	451	\$4,305,106	\$10,923,486	\$-6,618,380	-43.5	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,851,372	\$7,466,760	\$-4,615,388	-44.7	34
Book, Periodical & Music Stores	4512	\$1,453,734	\$3,456,726	\$-2,002,992	-40.8	4
General Merchandise Stores	452	\$81,599,223	\$168,234,549	\$-86,635,326	-34.7	23
Department Stores Excluding Leased Depts.	4521	\$32,972,164	\$85,368,322	\$-52,396,158	-44.3	10
Other General Merchandise Stores	4529	\$48,627,059	\$82,866,227	\$-34,239,168	-26.0	13
Miscellaneous Store Retailers	453	\$9,122,468	\$9,735,446	\$-612,978	-3.3	60
Florists	4531	\$679,578	\$800,012	\$-120,434	-8.1	7
Office Supplies, Stationery & Gift Stores	4532	\$3,492,143	\$4,812,806	\$-1,320,663	-15.9	19
Used Merchandise Stores	4533	\$409,251	\$890,676	\$-481,425	-37.0	13
Other Miscellaneous Store Retailers	4539	\$4,541,496	\$3,231,952	\$1,309,543	16.8	21
Nonstore Retailers	454	\$36,940,559	\$7,719,112	\$29,221,446	65.4	3
Electronic Shopping & Mail-Order Houses	4541	\$28,908,745	\$7,625,406	\$21,283,339	58.3	2
Vending Machine Operators	4542	\$1,095,294	\$93,706	\$1,001,588	84.2	1
Direct Selling Establishments	4543	\$6,936,519	\$0	\$6,936,519	100.0	0
Food Services & Drinking Places	722	\$89,601,982	\$148,611,793	\$-59,009,812	-24.8	163
Full-Service Restaurants	7221	\$35,344,212	\$42,973,461	\$-7,629,249	-9.7	68
Limited-Service Eating Places	7222	\$45,784,472	\$99,893,903	\$-54,109,431	-37.1	80
Special Food Services	7223	\$6,395,577	\$4,273,117	\$2,122,460	19.9	6
Drinking Places - Alcoholic Beverages	7224	\$2,077,720	\$1,471,313	\$606,408	17.1	8

**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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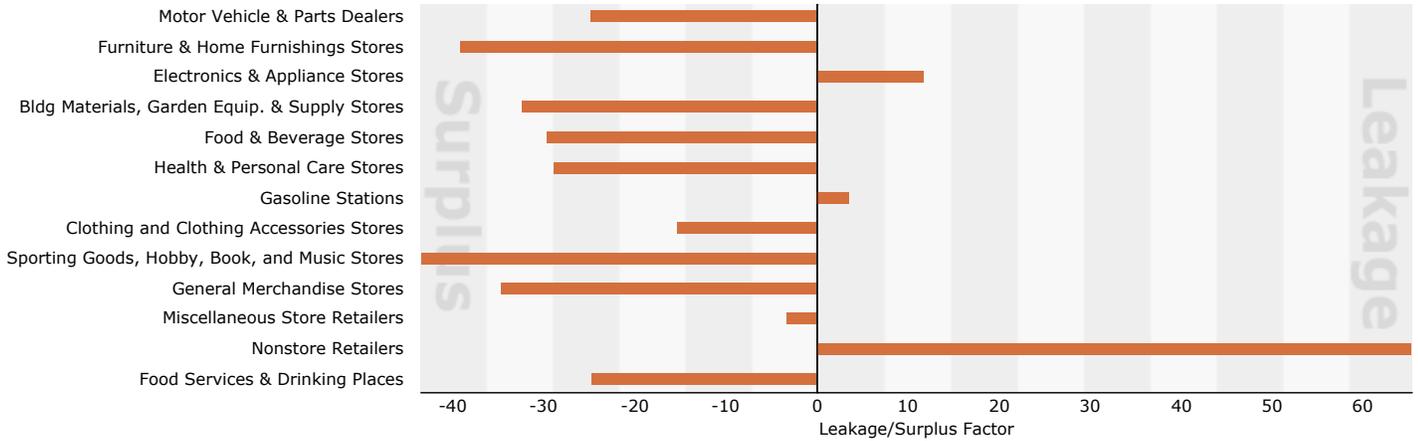


# Retail MarketPlace Profile

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

## 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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

## Summary Demographics

2010 Population	112,756
2010 Households	44,003
2010 Median Disposable Income	\$53,113
2010 Per Capita Income	\$33,311

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,377,516,834	\$1,131,280,546	\$246,236,287	9.8	746
Total Retail Trade	44-45	\$1,172,614,392	\$950,392,024	\$222,222,368	10.5	531
Total Food & Drink	722	\$204,902,442	\$180,888,523	\$24,013,919	6.2	214

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$278,362,909	\$225,448,196	\$52,914,713	10.5	65
Automobile Dealers	4411	\$236,873,537	\$187,208,658	\$49,664,879	11.7	32
Other Motor Vehicle Dealers	4412	\$19,955,376	\$26,694,638	\$-6,739,262	-14.4	10
Auto Parts, Accessories & Tire Stores	4413	\$21,533,996	\$11,544,900	\$9,989,096	30.2	23
Furniture & Home Furnishings Stores	442	\$27,575,268	\$30,560,634	\$-2,985,366	-5.1	36
Furniture Stores	4421	\$15,944,365	\$23,379,493	\$-7,435,128	-18.9	20
Home Furnishings Stores	4422	\$11,630,903	\$7,181,141	\$4,449,762	23.7	16
Electronics & Appliance Stores	4431	\$48,959,747	\$24,682,106	\$24,277,641	33.0	37
Bldg Materials, Garden Equip. & Supply Stores	444	\$46,341,565	\$46,587,447	\$-245,882	-0.3	37
Bldg Material & Supplies Dealers	4441	\$43,561,846	\$44,134,639	\$-572,794	-0.7	27
Lawn & Garden Equip & Supply Stores	4442	\$2,779,719	\$2,452,808	\$326,911	6.2	10
Food & Beverage Stores	445	\$207,465,906	\$227,573,611	\$-20,107,705	-4.6	52
Grocery Stores	4451	\$194,937,859	\$217,967,133	\$-23,029,274	-5.6	32
Specialty Food Stores	4452	\$4,922,364	\$3,491,776	\$1,430,588	17.0	11
Beer, Wine & Liquor Stores	4453	\$7,605,683	\$6,114,702	\$1,490,981	10.9	9
Health & Personal Care Stores	446,4461	\$32,387,606	\$33,245,196	\$-857,590	-1.3	45
Gasoline Stations	447,4471	\$188,175,285	\$103,536,886	\$84,638,399	29.0	28
Clothing & Clothing Accessories Stores	448	\$45,062,675	\$28,547,510	\$16,515,166	22.4	68
Clothing Stores	4481	\$33,549,112	\$19,955,609	\$13,593,503	25.4	41
Shoe Stores	4482	\$5,901,221	\$4,535,338	\$1,365,883	13.1	12
Jewelry, Luggage & Leather Goods Stores	4483	\$5,612,343	\$4,056,563	\$1,555,780	16.1	14
Sporting Goods, Hobby, Book & Music Stores	451	\$10,540,457	\$12,043,170	\$-1,502,713	-6.7	48
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,896,561	\$8,240,304	\$-1,343,743	-8.9	42
Book, Periodical & Music Stores	4512	\$3,643,897	\$3,802,867	\$-158,970	-2.1	5
General Merchandise Stores	452	\$185,556,958	\$189,522,191	\$-3,965,233	-1.1	28
Department Stores Excluding Leased Depts.	4521	\$74,596,755	\$99,438,283	\$-24,841,528	-14.3	11
Other General Merchandise Stores	4529	\$110,960,203	\$90,083,908	\$20,876,295	10.4	17
Miscellaneous Store Retailers	453	\$21,599,117	\$12,563,164	\$9,035,953	26.5	80
Florists	4531	\$1,669,440	\$1,284,935	\$384,504	13.0	12
Office Supplies, Stationery & Gift Stores	4532	\$8,344,320	\$6,005,446	\$2,338,874	16.3	22
Used Merchandise Stores	4533	\$1,021,728	\$936,386	\$85,342	4.4	15
Other Miscellaneous Store Retailers	4539	\$10,563,629	\$4,336,396	\$6,227,233	41.8	31
Nonstore Retailers	454	\$80,586,898	\$16,081,912	\$64,504,986	66.7	7
Electronic Shopping & Mail-Order Houses	4541	\$60,668,044	\$15,504,210	\$45,163,834	59.3	4
Vending Machine Operators	4542	\$2,822,109	\$406,384	\$2,415,725	74.8	3
Direct Selling Establishments	4543	\$17,096,745	\$171,318	\$16,925,427	98.0	1
Food Services & Drinking Places	722	\$204,902,442	\$180,888,523	\$24,013,919	6.2	214
Full-Service Restaurants	7221	\$81,831,851	\$60,913,648	\$20,918,203	14.7	96
Limited-Service Eating Places	7222	\$103,307,850	\$112,404,878	\$-9,097,029	-4.2	96
Special Food Services	7223	\$14,872,110	\$5,638,898	\$9,233,211	45.0	10
Drinking Places - Alcoholic Beverages	7224	\$4,890,632	\$1,931,098	\$2,959,533	43.4	12

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

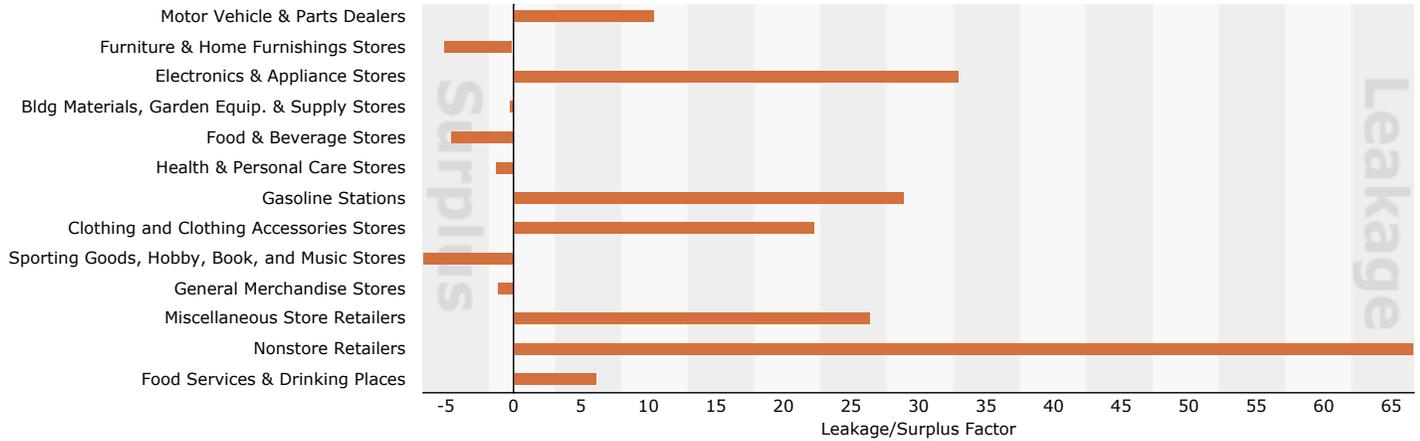
Source: Esri and Infogroup

March 27, 2012

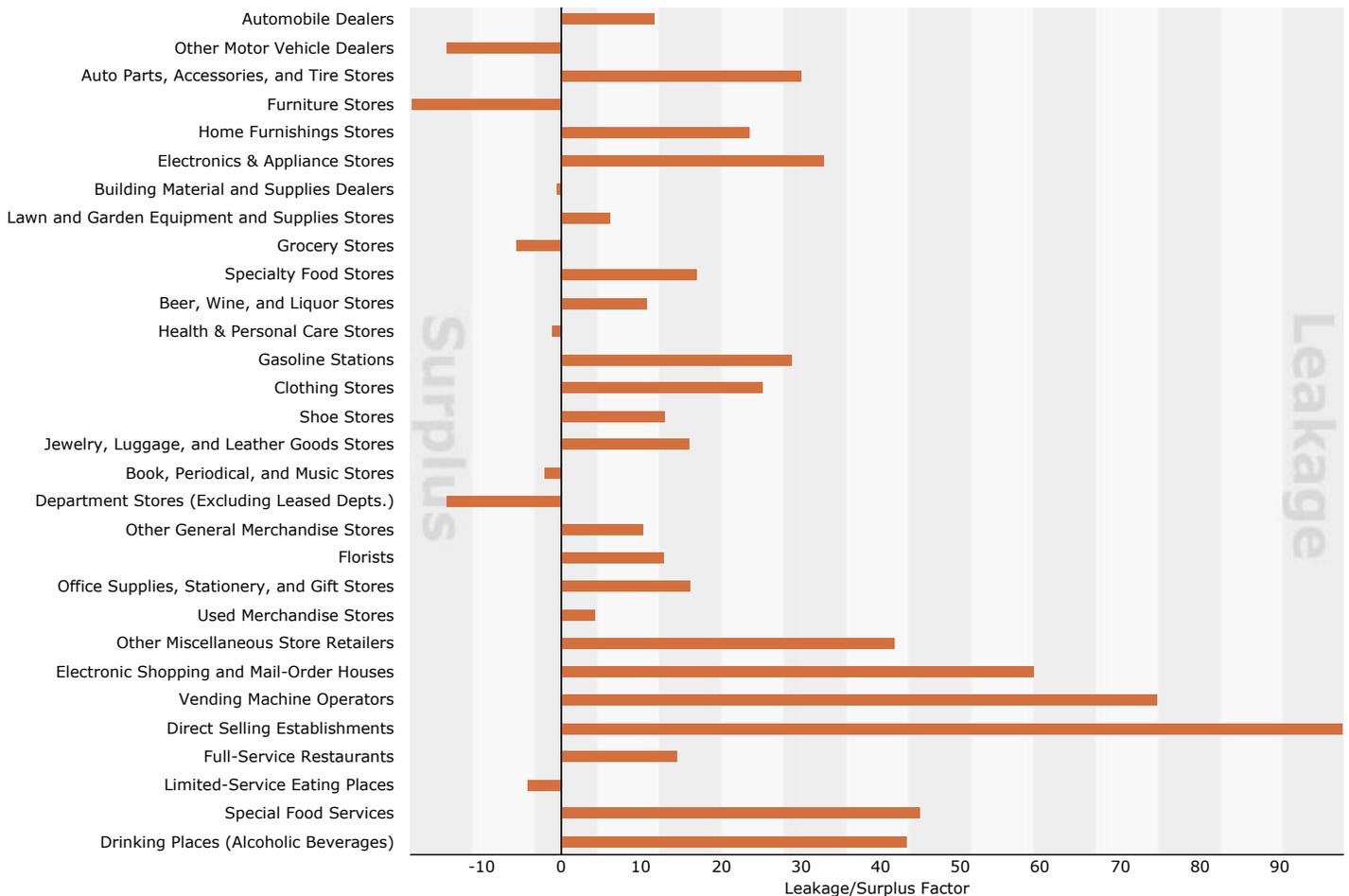
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		9,667	9,883
Total Number of Adults		7,414	7,578
Households		4,381	4,517
Median Household Income		\$64,159	\$72,793

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHS</b>	<b>Percent of Adults/HHS</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	3,735	50.4%	101
Bought any women's apparel in last 12 months	3,522	47.5%	104
Bought apparel for child <13 in last 6 months	2,207	29.8%	105
Bought any shoes in last 12 months	4,148	55.9%	107
Bought costume jewelry in last 12 months	1,592	21.5%	103
Bought any fine jewelry in last 12 months	1,467	19.8%	90
Bought a watch in last 12 months	1,478	19.9%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,976	90.8%	106
HH bought/leased new vehicle last 12 mo	453	10.3%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,808	91.8%	106
Bought/changed motor oil in last 12 months	3,963	53.5%	102
Had tune-up in last 12 months	2,419	32.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,832	65.2%	105
Drank regular cola in last 6 months	3,595	48.5%	95
Drank beer/ale in last 6 months	3,268	44.1%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,009	13.6%	106
Bought film in last 12 months	1,430	19.3%	101
Bought digital camera in last 12 months	551	7.4%	109
Bought memory card for camera in last 12 months	646	8.7%	114
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	3,127	42.2%	119
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,503	20.3%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,679	36.1%	111
Avg monthly cell/mobile phone/PDA bill: \$100+	1,847	24.9%	118
<b>Computers (Households)</b>			
HH owns a personal computer	3,661	83.6%	113
Spent <\$500 on most recent home PC purchase	378	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	843	19.2%	108
Spent \$1000-\$1499 on most recent home PC purchase	587	13.4%	103
Spent \$1500-\$1999 on most recent home PC purchase	465	10.6%	150
Spent \$2000+ on most recent home PC purchase	300	6.8%	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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	4,732	63.8%	106
Bought cigarettes at convenience store in last 30 days	1,109	15.0%	96
Bought gas at convenience store in last 30 days	2,504	33.8%	101
Spent at convenience store in last 30 days: <\$20	656	8.8%	92
Spent at convenience store in last 30 days: \$20-39	812	11.0%	108
Spent at convenience store in last 30 days: \$40+	2,801	37.8%	105
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	4,851	65.4%	111
Went to live theater in last 12 months	1,073	14.5%	110
Went to a bar/night club in last 12 months	1,774	23.9%	125
Dined out in last 12 months	3,908	52.7%	107
Gambled at a casino in last 12 months	1,427	19.2%	120
Visited a theme park in last 12 months	1,913	25.8%	120
DVDs rented in last 30 days: 1	252	3.4%	128
DVDs rented in last 30 days: 2	364	4.9%	106
DVDs rented in last 30 days: 3	213	2.9%	90
DVDs rented in last 30 days: 4	369	5.0%	129
DVDs rented in last 30 days: 5+	1,182	15.9%	121
DVDs purchased in last 30 days: 1	403	5.4%	109
DVDs purchased in last 30 days: 2	434	5.9%	124
DVDs purchased in last 30 days: 3-4	422	5.7%	123
DVDs purchased in last 30 days: 5+	397	5.4%	103
Spent on toys/games in last 12 months: <\$50	480	6.5%	106
Spent on toys/games in last 12 months: \$50-\$99	174	2.3%	85
Spent on toys/games in last 12 months: \$100-\$199	469	6.3%	88
Spent on toys/games in last 12 months: \$200-\$499	786	10.6%	98
Spent on toys/games in last 12 months: \$500+	507	6.8%	119
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,576	21.3%	111
Used ATM/cash machine in last 12 months	4,553	61.4%	121
Own any stock	714	9.6%	105
Own U.S. savings bond	629	8.5%	124
Own shares in mutual fund (stock)	849	11.5%	122
Own shares in mutual fund (bonds)	467	6.3%	106
Used full service brokerage firm in last 12 months	493	6.7%	107
Have savings account	3,047	41.1%	113
Have 401K retirement savings	1,577	21.3%	120
Did banking over the Internet in last 12 months	2,719	36.7%	134
Own any credit/debit card (in own name)	5,919	79.8%	108
Avg monthly credit card expenditures: <\$111	1,127	15.2%	110
Avg monthly credit card expenditures: \$111-225	527	7.1%	91
Avg monthly credit card expenditures: \$226-450	565	7.6%	102
Avg monthly credit card expenditures: \$451-700	560	7.6%	118
Avg monthly credit card expenditures: \$701+	1,133	15.3%	114

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
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www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,034	67.9%	96
Used bread in last 6 months	7,153	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	5,670	76.5%	99
Used fish/seafood (fresh or frozen) in last 6 months	3,991	53.8%	102
Used fresh fruit/vegetables in last 6 months	6,395	86.3%	99
Used fresh milk in last 6 months	6,768	91.3%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,385	32.2%	107
Exercise at club 2+ times per week	1,236	16.7%	136
Visited a doctor in last 12 months	5,815	78.4%	101
Used vitamin/dietary supplement in last 6 months	3,547	47.8%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,215	27.7%	88
Used housekeeper/maid/prof HH cleaning service in the last 12 months	670	15.3%	98
Purchased any HH furnishing in last 12 months	1,512	34.5%	115
Purchased bedding/bath goods in last 12 months	2,520	57.5%	105
Purchased cooking/serving product in last 12 months	1,339	30.6%	111
Bought any kitchen appliance in last 12 months	770	17.6%	101
<b>Insurance (Adults)</b>			
Currently carry any life insurance	3,588	48.4%	101
Have medical/hospital/accident insurance	5,427	73.2%	102
Carry homeowner insurance	3,540	47.7%	90
Carry renter insurance	711	9.6%	156
Have auto/other vehicle insurance	6,442	86.9%	105
<b>Pets (Households)</b>			
HH owns any pet	1,993	45.5%	88
HH owns any cat	905	20.7%	86
HH owns any dog	1,359	31.0%	82
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	4,141	55.9%	111
Read any daily newspaper	2,849	38.4%	93
Heavy magazine reader	1,731	23.3%	117
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	5,746	77.5%	108
Went to family restaurant/steak house last mo: <2 times	2,061	27.8%	108
Went to family restaurant/steak house last mo: 2-4 times	2,037	27.5%	102
Went to family restaurant/steak house last mo: 5+ times	1,648	22.2%	114
Went to fast food/drive-in restaurant in last 6 mo	6,686	90.2%	102
Went to fast food/drive-in restaurant <6 times/mo	2,551	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/mo	2,187	29.5%	102
Went to fast food/drive-in restaurant 14+ times/mo	1,949	26.3%	105
Fast food/drive-in last 6 mo: eat in	2,763	37.3%	99
Fast food/drive-in last 6 mo: home delivery	1,004	13.5%	130
Fast food/drive-in last 6 mo: take-out/drive-thru	4,083	55.1%	105
Fast food/drive-in last 6 mo: take-out/walk-in	2,015	27.2%	110

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	2,623	59.9%	93
HH average monthly long distance phone bill: <\$16	1,254	28.6%	103
HH average monthly long distance phone bill: \$16-25	492	11.2%	98
HH average monthly long distance phone bill: \$26-59	356	8.1%	89
HH average monthly long distance phone bill: \$60+	211	4.8%	108
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	858	19.6%	100
HH owns 2 TVs	1,267	28.9%	110
HH owns 3 TVs	988	22.6%	101
HH owns 4+ TVs	799	18.2%	87
HH subscribes to cable TV	3,016	68.8%	119
HH Purchased audio equipment in last 12 months	462	10.5%	109
HH Purchased CD player in last 12 months	145	3.3%	86
HH Purchased DVD player in last 12 months	407	9.3%	96
HH Purchased MP3 player in last 12 months	908	12.2%	120
HH Purchased video game system in last 12 months	564	12.9%	120
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,363	58.8%	113
Took 3+ domestic trips in last 12 months	1,217	16.4%	111
Spent on domestic vacations last 12 mo: <\$1000	1,158	15.6%	124
Spent on domestic vacations last 12 mo: \$1000-\$1499	478	6.4%	96
Spent on domestic vacations last 12 mo: \$1500-\$1999	309	4.2%	102
Spent on domestic vacations last 12 mo: \$2000-\$2999	315	4.2%	103
Spent on domestic vacations last 12 mo: \$3000+	424	5.7%	113
Foreign travel in last 3 years	2,373	32.0%	124
Took 3+ foreign trips by plane in last 3 years	337	4.5%	96
Spent on foreign vacations last 12 mo: <\$1000	419	5.7%	95
Spent on foreign vacations last 12 mo: \$1000-\$2999	387	5.2%	128
Spent on foreign vacations last 12 mo: \$3000+	447	6.0%	123
Stayed 1+ nights at hotel/motel in last 12 months	3,285	44.3%	109

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Total Number of Adults		37,761	39,134
Households		19,908	20,657
Median Household Income		\$67,305	\$76,238

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	19,903	52.7%	105
Bought any women's apparel in last 12 months	18,072	47.9%	105
Bought apparel for child <13 in last 6 months	10,933	29.0%	102
Bought any shoes in last 12 months	20,979	55.6%	107
Bought costume jewelry in last 12 months	8,551	22.6%	108
Bought any fine jewelry in last 12 months	8,503	22.5%	102
Bought a watch in last 12 months	7,355	19.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	18,048	90.7%	105
HH bought/leased new vehicle last 12 mo	2,290	11.5%	120
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	34,527	91.4%	105
Bought/changed motor oil in last 12 months	19,895	52.7%	101
Had tune-up in last 12 months	12,497	33.1%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	24,534	65.0%	105
Drank regular cola in last 6 months	18,342	48.6%	95
Drank beer/ale in last 6 months	17,158	45.4%	107
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	5,121	13.6%	106
Bought film in last 12 months	7,558	20.0%	105
Bought digital camera in last 12 months	2,906	7.7%	112
Bought memory card for camera in last 12 months	3,368	8.9%	116
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	14,468	38.3%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	8,140	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,967	34.3%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	9,177	24.3%	115
<b>Computers (Households)</b>			
HH owns a personal computer	16,429	82.5%	112
Spent <\$500 on most recent home PC purchase	1,760	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	3,980	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	3,033	15.2%	117
Spent \$1500-\$1999 on most recent home PC purchase	1,737	8.7%	123
Spent \$2000+ on most recent home PC purchase	1,432	7.2%	116

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	23,751	62.9%	104
Bought cigarettes at convenience store in last 30 days	5,286	14.0%	90
Bought gas at convenience store in last 30 days	13,062	34.6%	103
Spent at convenience store in last 30 days: <\$20	3,798	10.1%	105
Spent at convenience store in last 30 days: \$20-39	4,056	10.7%	106
Spent at convenience store in last 30 days: \$40+	13,800	36.5%	102
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	24,097	63.8%	108
Went to live theater in last 12 months	5,952	15.8%	120
Went to a bar/night club in last 12 months	8,440	22.4%	117
Dined out in last 12 months	20,799	55.1%	112
Gambled at a casino in last 12 months	7,060	18.7%	117
Visited a theme park in last 12 months	9,349	24.8%	115
DVDs rented in last 30 days: 1	1,127	3.0%	113
DVDs rented in last 30 days: 2	2,032	5.4%	116
DVDs rented in last 30 days: 3	1,325	3.5%	110
DVDs rented in last 30 days: 4	1,688	4.5%	116
DVDs rented in last 30 days: 5+	5,820	15.4%	117
DVDs purchased in last 30 days: 1	2,106	5.6%	112
DVDs purchased in last 30 days: 2	2,005	5.3%	112
DVDs purchased in last 30 days: 3-4	1,803	4.8%	103
DVDs purchased in last 30 days: 5+	1,809	4.8%	92
Spent on toys/games in last 12 months: <\$50	2,427	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	1,023	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	2,631	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	4,368	11.6%	107
Spent on toys/games in last 12 months: \$500+	2,615	6.9%	120
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,227	24.4%	127
Used ATM/cash machine in last 12 months	22,439	59.4%	117
Own any stock	4,355	11.5%	126
Own U.S. savings bond	3,175	8.4%	123
Own shares in mutual fund (stock)	4,663	12.3%	131
Own shares in mutual fund (bonds)	2,817	7.5%	126
Used full service brokerage firm in last 12 months	2,947	7.8%	126
Have savings account	16,173	42.8%	118
Have 401K retirement savings	8,562	22.7%	128
Did banking over the Internet in last 12 months	13,280	35.2%	129
Own any credit/debit card (in own name)	30,775	81.5%	110
Avg monthly credit card expenditures: <\$111	5,551	14.7%	106
Avg monthly credit card expenditures: \$111-225	3,059	8.1%	104
Avg monthly credit card expenditures: \$226-450	3,147	8.3%	111
Avg monthly credit card expenditures: \$451-700	2,800	7.4%	116
Avg monthly credit card expenditures: \$701+	6,449	17.1%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	27,213	72.1%	102
Used bread in last 6 months	36,648	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	29,769	78.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	21,010	55.6%	105
Used fresh fruit/vegetables in last 6 months	33,543	88.8%	102
Used fresh milk in last 6 months	34,813	92.2%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	12,629	33.4%	111
Exercise at club 2+ times per week	5,891	15.6%	127
Visited a doctor in last 12 months	30,486	80.7%	104
Used vitamin/dietary supplement in last 6 months	19,515	51.7%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,798	34.1%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,523	17.7%	114
Purchased any HH furnishing in last 12 months	6,717	33.7%	112
Purchased bedding/bath goods in last 12 months	11,345	57.0%	104
Purchased cooking/serving product in last 12 months	5,840	29.3%	107
Bought any kitchen appliance in last 12 months	3,686	18.5%	106
<b>Insurance (Adults)</b>			
Currently carry any life insurance	20,227	53.6%	112
Have medical/hospital/accident insurance	28,996	76.8%	107
Carry homeowner insurance	21,962	58.2%	110
Carry renter insurance	2,640	7.0%	114
Have auto/other vehicle insurance	33,337	88.3%	106
<b>Pets (Households)</b>			
HH owns any pet	10,472	52.6%	102
HH owns any cat	4,825	24.2%	101
HH owns any dog	7,505	37.7%	100
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	21,339	56.5%	113
Read any daily newspaper	16,483	43.7%	105
Heavy magazine reader	8,194	21.7%	109
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	29,703	78.7%	109
Went to family restaurant/steak house last mo: <2 times	10,039	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	11,168	29.6%	109
Went to family restaurant/steak house last mo: 5+ times	8,495	22.5%	116
Went to fast food/drive-in restaurant in last 6 mo	34,241	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	13,158	34.8%	99
Went to fast food/drive-in restaurant 6-13 times/mo	11,345	30.0%	104
Went to fast food/drive-in restaurant 14+ times/mo	9,738	25.8%	103
Fast food/drive-in last 6 mo: eat in	14,699	38.9%	103
Fast food/drive-in last 6 mo: home delivery	4,362	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	21,149	56.0%	107
Fast food/drive-in last 6 mo: take-out/walk-in	10,055	26.6%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	13,422	67.4%	104
HH average monthly long distance phone bill: <\$16	5,925	29.8%	107
HH average monthly long distance phone bill: \$16-25	2,433	12.2%	107
HH average monthly long distance phone bill: \$26-59	1,884	9.5%	103
HH average monthly long distance phone bill: \$60+	903	4.5%	102
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	3,301	16.6%	84
HH owns 2 TVs	5,329	26.8%	102
HH owns 3 TVs	4,652	23.4%	104
HH owns 4+ TVs	4,700	23.6%	112
HH subscribes to cable TV	13,309	66.9%	115
HH Purchased audio equipment in last 12 months	1,991	10.0%	103
HH Purchased CD player in last 12 months	742	3.7%	96
HH Purchased DVD player in last 12 months	1,994	10.0%	103
HH Purchased MP3 player in last 12 months	4,539	12.0%	118
HH Purchased video game system in last 12 months	2,448	12.3%	114
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	23,148	61.3%	117
Took 3+ domestic trips in last 12 months	6,858	18.2%	122
Spent on domestic vacations last 12 mo: <\$1000	5,379	14.2%	113
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,986	7.9%	118
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,900	5.0%	123
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,836	4.9%	117
Spent on domestic vacations last 12 mo: \$3000+	2,430	6.4%	127
Foreign travel in last 3 years	11,877	31.5%	122
Took 3+ foreign trips by plane in last 3 years	2,062	5.5%	115
Spent on foreign vacations last 12 mo: <\$1000	2,503	6.6%	111
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,827	4.8%	119
Spent on foreign vacations last 12 mo: \$3000+	2,209	5.9%	119
Stayed 1+ nights at hotel/motel in last 12 months	18,101	47.9%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Demographic Summary	2010	2015
Population	112,756	117,030
Total Number of Adults	83,513	86,842
Households	44,003	45,811
Median Household Income	\$68,755	\$77,482

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	44,251	53.0%	106
Bought any women's apparel in last 12 months	40,133	48.1%	105
Bought apparel for child <13 in last 6 months	24,925	29.8%	105
Bought any shoes in last 12 months	46,207	55.3%	106
Bought costume jewelry in last 12 months	19,153	22.9%	110
Bought any fine jewelry in last 12 months	19,052	22.8%	104
Bought a watch in last 12 months	16,239	19.4%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	40,021	91.0%	106
HH bought/leased new vehicle last 12 mo	5,109	11.6%	121
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	76,696	91.8%	106
Bought/changed motor oil in last 12 months	44,494	53.3%	102
Had tune-up in last 12 months	27,965	33.5%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	54,307	65.0%	105
Drank regular cola in last 6 months	40,991	49.1%	96
Drank beer/ale in last 6 months	37,928	45.4%	107
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	11,135	13.3%	104
Bought film in last 12 months	16,757	20.1%	105
Bought digital camera in last 12 months	6,418	7.7%	112
Bought memory card for camera in last 12 months	7,375	8.8%	115
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	31,505	37.7%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	17,976	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	28,507	34.1%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	20,568	24.6%	116
<b>Computers (Households)</b>			
HH owns a personal computer	36,374	82.7%	112
Spent <\$500 on most recent home PC purchase	3,927	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	8,863	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	6,808	15.5%	119
Spent \$1500-\$1999 on most recent home PC purchase	3,753	8.5%	120
Spent \$2000+ on most recent home PC purchase	3,199	7.3%	117

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	52,550	62.9%	104
Bought cigarettes at convenience store in last 30 days	12,025	14.4%	92
Bought gas at convenience store in last 30 days	29,655	35.5%	106
Spent at convenience store in last 30 days: <\$20	8,338	10.0%	104
Spent at convenience store in last 30 days: \$20-39	8,856	10.6%	104
Spent at convenience store in last 30 days: \$40+	30,894	37.0%	103
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	53,177	63.7%	108
Went to live theater in last 12 months	13,281	15.9%	121
Went to a bar/night club in last 12 months	18,138	21.7%	114
Dined out in last 12 months	46,089	55.2%	112
Gambled at a casino in last 12 months	15,167	18.2%	113
Visited a theme park in last 12 months	20,630	24.7%	115
DVDs rented in last 30 days: 1	2,534	3.0%	115
DVDs rented in last 30 days: 2	4,622	5.5%	120
DVDs rented in last 30 days: 3	2,965	3.6%	111
DVDs rented in last 30 days: 4	3,648	4.4%	113
DVDs rented in last 30 days: 5+	13,212	15.8%	120
DVDs purchased in last 30 days: 1	4,779	5.7%	115
DVDs purchased in last 30 days: 2	4,575	5.5%	116
DVDs purchased in last 30 days: 3-4	3,946	4.7%	102
DVDs purchased in last 30 days: 5+	3,928	4.7%	90
Spent on toys/games in last 12 months: <\$50	5,448	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	2,344	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	6,019	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	9,893	11.8%	109
Spent on toys/games in last 12 months: \$500+	5,796	6.9%	121
<b>Financial (Adults)</b>			
Have home mortgage (1st)	21,033	25.2%	131
Used ATM/cash machine in last 12 months	49,700	59.5%	117
Own any stock	9,690	11.6%	126
Own U.S. savings bond	6,915	8.3%	121
Own shares in mutual fund (stock)	10,226	12.2%	130
Own shares in mutual fund (bonds)	6,291	7.5%	127
Used full service brokerage firm in last 12 months	6,459	7.7%	125
Have savings account	36,114	43.2%	119
Have 401K retirement savings	19,256	23.1%	130
Did banking over the Internet in last 12 months	29,343	35.1%	129
Own any credit/debit card (in own name)	68,235	81.7%	110
Avg monthly credit card expenditures: <\$111	12,175	14.6%	105
Avg monthly credit card expenditures: \$111-225	6,910	8.3%	106
Avg monthly credit card expenditures: \$226-450	7,119	8.5%	114
Avg monthly credit card expenditures: \$451-700	6,182	7.4%	116
Avg monthly credit card expenditures: \$701+	14,167	17.0%	127

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	61,246	73.3%	103
Used bread in last 6 months	81,113	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	66,574	79.7%	103
Used fish/seafood (fresh or frozen) in last 6 months	46,820	56.1%	106
Used fresh fruit/vegetables in last 6 months	74,511	89.2%	102
Used fresh milk in last 6 months	77,224	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	27,962	33.5%	112
Exercise at club 2+ times per week	12,937	15.5%	126
Visited a doctor in last 12 months	67,381	80.7%	104
Used vitamin/dietary supplement in last 6 months	43,184	51.7%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	15,546	35.3%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	7,718	17.5%	113
Purchased any HH furnishing in last 12 months	14,842	33.7%	112
Purchased bedding/bath goods in last 12 months	25,102	57.0%	104
Purchased cooking/serving product in last 12 months	12,949	29.4%	107
Bought any kitchen appliance in last 12 months	8,338	18.9%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	45,597	54.6%	114
Have medical/hospital/accident insurance	64,455	77.2%	108
Carry homeowner insurance	50,006	59.9%	113
Carry renter insurance	5,471	6.6%	107
Have auto/other vehicle insurance	74,196	88.8%	107
<b>Pets (Households)</b>			
HH owns any pet	23,981	54.5%	105
HH owns any cat	11,006	25.0%	104
HH owns any dog	17,397	39.5%	104
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	46,964	56.2%	112
Read any daily newspaper	36,334	43.5%	105
Heavy magazine reader	17,875	21.4%	108
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	65,896	78.9%	110
Went to family restaurant/steak house last mo: <2 times	22,110	26.5%	103
Went to family restaurant/steak house last mo: 2-4 times	24,974	29.9%	111
Went to family restaurant/steak house last mo: 5+ times	18,812	22.5%	116
Went to fast food/drive-in restaurant in last 6 mo	76,158	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	29,197	35.0%	100
Went to fast food/drive-in restaurant 6-13 times/mo	25,340	30.3%	105
Went to fast food/drive-in restaurant 14+ times/mo	21,619	25.9%	104
Fast food/drive-in last 6 mo: eat in	32,495	38.9%	103
Fast food/drive-in last 6 mo: home delivery	9,591	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	47,707	57.1%	109
Fast food/drive-in last 6 mo: take-out/walk-in	21,933	26.3%	107

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	30,119	68.4%	106
HH average monthly long distance phone bill: <\$16	13,006	29.6%	107
HH average monthly long distance phone bill: \$16-25	5,394	12.3%	107
HH average monthly long distance phone bill: \$26-59	4,198	9.5%	104
HH average monthly long distance phone bill: \$60+	1,932	4.4%	99
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	6,992	15.9%	81
HH owns 2 TVs	11,493	26.1%	99
HH owns 3 TVs	10,411	23.7%	105
HH owns 4+ TVs	10,863	24.7%	117
HH subscribes to cable TV	28,840	65.5%	113
HH Purchased audio equipment in last 12 months	4,458	10.1%	104
HH Purchased CD player in last 12 months	1,691	3.8%	99
HH Purchased DVD player in last 12 months	4,525	10.3%	106
HH Purchased MP3 player in last 12 months	10,247	12.3%	120
HH Purchased video game system in last 12 months	5,508	12.5%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	51,151	61.2%	117
Took 3+ domestic trips in last 12 months	15,371	18.4%	124
Spent on domestic vacations last 12 mo: <\$1000	11,694	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,703	8.0%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,289	5.1%	126
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,198	5.0%	121
Spent on domestic vacations last 12 mo: \$3000+	5,251	6.3%	124
Foreign travel in last 3 years	25,446	30.5%	118
Took 3+ foreign trips by plane in last 3 years	4,500	5.4%	114
Spent on foreign vacations last 12 mo: <\$1000	5,454	6.5%	109
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,755	4.5%	110
Spent on foreign vacations last 12 mo: \$3000+	4,853	5.8%	119
Stayed 1+ nights at hotel/motel in last 12 months	40,268	48.2%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		9,667	9,883	
Population 18+		7,414	7,578	
Households		4,381	4,517	
Median Household Income		\$64,159	\$72,793	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		3,661	83.5%	113
Purchased home PC in last 12 months		815	18.6%	118
Purchased home PC 1-2 years ago		1,131	25.8%	115
Purchased home PC 3-4 years ago		903	20.6%	106
Purchased home PC 5+ years ago		456	10.4%	112
Spent <\$500 on home PC (most recent purchase)		378	8.6%	100
Spent \$500-999 on home PC (most recent purchase)		843	19.2%	108
Spent \$1000-1499 on home PC (most recent purchase)		587	13.4%	103
Spent \$1500-1999 on home PC (most recent purchase)		465	10.6%	150
Spent \$2000+ on home PC (most recent purchase)		300	6.9%	110
Purchased home PC at computer superstore		676	15.4%	121
Purchased home PC at department store		197	4.5%	91
Purchased home PC direct from manufacturer		592	13.5%	97
Purchased home PC at electronics store		645	14.7%	133
Purchased home PC on Internet		481	11.0%	128
Purchased home PC at warehouse discount outlet		88	2.0%	92
HH owns desktop PC		2,715	62.0%	108
HH owns laptop/notebook/tablet PC		1,754	40.0%	128
HH owns any Apple/Apple Mac clone brand PC		286	6.5%	105
HH owns any IBM/IBM compatible brand PC		3,364	76.8%	114
Brand of PC that HH owns: Compaq		408	9.3%	110
Brand of PC that HH owns: Dell		1,476	33.7%	109
Brand of PC that HH owns: Gateway		298	6.8%	102
Brand of PC that HH owns: Hewlett Packard		805	18.4%	118
Brand of PC that HH owns: Sony Vaio		165	3.8%	130
Child (under 18) uses home PC		971	22.2%	105
HH owns CD burner		1,992	45.5%	123
HH owns CD ROM drive		1,934	44.1%	113
HH owns DVD drive		1,395	31.8%	128
HH owns DVD-RW (DVD burner)		1,176	26.8%	131
HH owns external hard drive		765	17.5%	123
HH owns flash drive		1,217	27.8%	135
HH owns LAN/network interface card		662	15.1%	136
HH owns inkjet printer		2,020	46.1%	108
HH owns laser printer		756	17.3%	126
HH owns modem/fax modem		1,086	24.8%	119
HH owns removable cartridge storage device		278	6.3%	109
HH owns scanner		1,448	33.1%	116
HH owns PC speakers		2,086	47.6%	114
HH owns tape backup		100	2.3%	86
HH owns webcam		708	16.2%	143
HH owns software: accounting		393	9.0%	101
HH owns software: communications/fax		360	8.2%	101
HH owns software: database/filing		356	8.1%	100
HH owns software: desktop publishing		590	13.5%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	571	13.0%	130
HH owns software: entertainment/games	1,552	35.4%	122
HH owns software: online meeting/conference	162	3.7%	129
HH owns software: personal finance/tax prep	751	17.1%	121
HH owns software: presentation graphics	437	10.0%	125
HH owns software: multimedia	871	19.9%	130
HH owns software: networking	615	14.0%	125
HH owns software: security/anti-virus	1,575	35.9%	128
HH owns software: spreadsheet	1,344	30.7%	133
HH owns software: utility	379	8.6%	122
HH owns software: web authoring	163	3.7%	107
HH owns software: word processing	1,859	42.4%	126
Spent \$500+ on software for home PC in last 12 mo	121	2.8%	116
Purchased computer book in last 12 months	245	5.6%	129
HH owns fax machine	211	4.8%	80
Purchased audio equipment in last 12 months	462	10.5%	109
Purchased headphones in last 12 months	183	4.2%	105
HH owns camcorder	907	20.7%	106
Purchased camcorder in last 12 months	92	2.1%	99
HH owns CD player	2,181	49.8%	108
Purchased CD player in last 12 months	145	3.3%	86
HH owns DVD player	3,108	70.9%	107
Purchased DVD player in last 12 months	407	9.3%	96
HH owns 1 TV	858	19.6%	100
HH owns 2 TVs	1,267	28.9%	110
HH owns 3 TVs	988	22.6%	101
HH owns 4+ TVs	799	18.2%	87
HH owns miniature screen TV (<13 in)	353	8.1%	102
Most recent TV purchase: miniature screen (<13 in)	103	2.4%	85
HH owns regular screen TV (13-26 in)	1,799	41.1%	94
Most recent TV purchase: regular screen (13-26 in)	915	20.9%	90
HH owns large screen TV (27-35 in)	2,047	46.7%	100
Most recent TV purchase: large screen (27-35 in)	1,337	30.5%	97
HH owns big screen TV (36-42 in)	936	21.4%	113
Most recent TV purchase: big screen (36-42 in)	719	16.4%	116
HH owns giant screen TV (over 42 in)	727	16.6%	117
Most recent TV purchase: giant screen (over 42 in)	581	13.3%	119
HH owns LCD TV	1,028	23.5%	122
HH owns plasma TV	395	9.0%	109
HH owns projection TV	228	5.2%	96
HH owns video game system	1,663	38.0%	113
Purchased video game system in last 12 months	564	12.9%	120
HH owns video game system: handheld	735	16.8%	109
HH owns video game system: attached to TV/computer	1,437	32.8%	111
HH owns video game system: Game Boy	314	7.2%	104
HH owns video game system: Game Boy Advance/SP	339	7.7%	117
HH owns video game system: Nintendo DS	368	8.4%	111

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	256	5.8%	116
HH owns video game system: Nintendo Wii	357	8.2%	121
HH owns video game system: PlayStation 2	703	16.1%	97
HH owns video game system: PlayStation 3	158	3.6%	100
HH owns video game system: Sony PlayStation/PS One	172	3.9%	97
HH owns video game system: Sony PSP	152	3.5%	118
HH owns video game system: Xbox	333	7.6%	128
HH owns video game system: Xbox 360	397	9.1%	140
HH purchased 5+ video games in last 12 months	339	7.7%	119
HH spent \$101+ on video games in last 12 months	451	10.3%	128
Owns MP3 player	2,419	32.6%	122
Purchased MP3 player in last 12 months	908	12.2%	120
Owns Apple iPod	980	13.2%	119
Purchased Apple iPod in last 12 months	315	4.2%	126
Have any access to the Internet	6,829	92.1%	109
Have access to Internet: at home	5,943	80.2%	114
Have access to Internet: at work	3,601	48.6%	130
Have access to Internet: at school/library	2,052	27.7%	110
Have access to Internet: not hm/work/school/library	1,545	20.8%	107
Use Internet less than once a week	211	2.9%	71
Use Internet 1-2 times per week	307	4.1%	75
Use Internet 3-6 times per week	506	6.8%	85
Use Internet once a day	771	10.4%	94
Use Internet 2-4 times per day	1,512	20.4%	116
Use Internet 5 or more times per day	2,776	37.4%	150
Any Internet or online usage in last 30 days	6,084	82.1%	116
Used Internet in last 30 days: at home	5,428	73.2%	118
Used Internet in last 30 days: at work	3,218	43.4%	136
Used Internet in last 30 days: at school/library	687	9.3%	120
Used Internet/30 days: not home/work/school/library	761	10.3%	111
Internet last 30 days: used email	5,587	75.4%	121
Internet last 30 days: used Instant Messenger	2,426	32.7%	129
Internet last 30 days: paid bills online	3,440	46.4%	141
Internet last 30 days: visited online blog	905	12.2%	128
Internet last 30 days: wrote online blog	275	3.7%	100
Internet last 30 days: visited chat room	362	4.9%	105
Internet last 30 days: looked for employment	1,316	17.8%	135
Internet last 30 days: played games online	1,789	24.1%	115
Internet last 30 days: traded/tracked investments	1,013	13.7%	122
Internet last 30 days: downloaded music	1,876	25.3%	137
Internet last 30 days: made phone call	331	4.5%	121
Internet last 30 days: made personal purchase	2,982	40.2%	130
Internet last 30 days: made business purchase	917	12.4%	130
Internet last 30 days: made travel plans	1,625	21.9%	127
Internet last 30 days: watched online video	1,873	25.3%	132
Internet last 30 days: obtained new/used car info	893	12.0%	136
Internet last 30 days: obtained financial info	2,479	33.4%	140
Internet last 30 days: obtained medical info	1,516	20.4%	123
Internet last 30 days: obtained latest news	3,790	51.1%	133
Internet last 30 days: obtained real estate info	1,164	15.7%	146

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ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 39.06843  
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	2,407	32.5%	140
Ordered anything on Internet in last 12 months	3,164	42.7%	123
Ordered on Internet/12 mo: airline ticket	1,703	23.0%	137
Ordered on Internet/12 mo: CD/tape	442	6.0%	136
Ordered on Internet/12 mo: clothing	1,334	18.0%	124
Ordered on Internet/12 mo: computer	301	4.1%	119
Ordered on Internet/12 mo: computer peripheral	402	5.4%	125
Ordered on Internet/12 mo: DVD	664	9.0%	136
Ordered on Internet/12 mo: flowers	466	6.3%	136
Ordered on Internet/12 mo: software	544	7.3%	129
Ordered on Internet/12 mo: tickets (concerts etc.)	915	12.3%	128
Ordered on Internet/12 mo: toy	277	3.7%	75
Purchased item from amazon.com in last 12 months	1,262	17.0%	121
Purchased item from barnes&noble.com in last 12 mo	253	3.4%	107
Purchased item from bestbuy.com in last 12 months	271	3.7%	145
Purchased item from ebay.com in last 12 months	675	9.1%	98
Purchased item from walmart.com in last 12 months	334	4.5%	110
Spent on Internet orders last 12 months: <\$100	426	5.7%	105
Spent on Internet orders last 12 months: \$100-199	505	6.8%	126
Spent on Internet orders last 12 months: \$200-499	698	9.4%	112
Spent on Internet orders last 12 months: \$500+	1,415	19.1%	131
Connection to Internet from home: dial-up modem	386	5.2%	63
Connection to Internet from home: cable modem	2,651	35.8%	133
Connection to Internet from home: DSL	1,858	25.1%	102
Connection to Internet from home: wireless	1,450	19.6%	142
Connection to Internet from home: any broadband	5,328	71.9%	122
DVDs rented in last 30 days: 1	252	3.4%	128
DVDs rented in last 30 days: 2	364	4.9%	106
DVDs rented in last 30 days: 3	213	2.9%	90
DVDs rented in last 30 days: 4	369	5.0%	129
DVDs rented in last 30 days: 5+	1,182	15.9%	121
Rented video tape/DVD last month: action/adventure	1,730	23.3%	115
Rented video tape/DVD last month: classic	408	5.5%	106
Rented video tape/DVD last month: comedy	1,836	24.8%	120
Rented video tape/DVD last month: drama	1,160	15.6%	115
Rented video tape/DVD last month: family/children	734	9.9%	111
Rented video tape/DVD last month: foreign	142	1.9%	97
Rented video tape/DVD last month: horror	586	7.9%	107
Rented video tape/DVD last month: romance	684	9.2%	123
Rented video tape/DVD last month: science fiction	415	5.6%	105
Rented video tape/DVD last mo at Blockbuster Video	1,163	15.7%	130
Rented video tape/DVD last mo at Hollywood Video	481	6.5%	157
Bought video tape/DVD last month: action/adventure	794	10.7%	128
Bought video tape/DVD last month: classic	217	2.9%	108
Bought video tape/DVD last month: comedy	677	9.1%	113
Bought video tape/DVD last month: drama	449	6.1%	140
Bought video tape/DVD last month: family/children	475	6.4%	109
Bought video tape/DVD last month: horror	166	2.2%	71
Bought video tape/DVD last month: romance	219	3.0%	116

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Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	205	2.8%	111
Bought blank video tape in last 6 months	854	11.5%	102
Bought 7+ blank video tapes in last 6 months	168	2.3%	87
DVDs purchased in last 30 days: 1	403	5.4%	109
DVDs purchased in last 30 days: 2	434	5.8%	124
DVDs purchased in last 30 days: 3-4	422	5.7%	123
DVDs purchased in last 30 days: 5+	397	5.4%	103
Bought any camera in last 12 months	1,009	13.6%	106
Spent on cameras in last 12 months: <\$100	323	4.4%	98
Spent on cameras in last 12 months: \$100-199	227	3.1%	102
Spent on cameras in last 12 months: \$200+	334	4.5%	113
Own APS (point & shoot or SLR) camera	235	3.2%	115
Own digital camera	2,831	38.2%	116
Bought digital camera in last 12 months	551	7.4%	109
Own digital point & shoot camera	2,117	28.6%	115
Bought digital point & shoot camera in last 12 mo	388	5.2%	106
Own digital SLR camera	828	11.2%	120
Bought digital SLR camera in last 12 months	174	2.4%	104
Own 35mm auto focus point & shoot camera	357	4.8%	103
Own 35mm auto focus single lens reflex camera	149	2.0%	84
Own 35mm auto focus zoom camera	367	4.9%	88
Own 35mm single lens reflex camera	189	2.5%	85
Own Canon camera	1,462	19.7%	125
Bought Canon camera in last 12 months	232	3.1%	147
Own Fuji camera	314	4.2%	105
Own Kodak camera	825	11.1%	94
Bought Kodak camera in last 12 months	190	2.6%	86
Own Nikon camera	537	7.2%	134
Own Olympus camera	346	4.7%	103
Own Polaroid camera	131	1.8%	72
Bought any camera accessory in last 12 months	3,660	49.4%	116
Bought film in last 12 months	1,430	19.3%	101
Bought film in last 12 months: <3 rolls	623	8.4%	94
Bought film in last 12 months: 3-6 rolls	474	6.4%	102
Bought film in last 12 months: 7+ rolls	333	4.5%	106
Bought film in last 12 mo: APS (color prints)	190	2.6%	96
Bought film in last 12 mo: instant developing	155	2.1%	105
Bought film in last 12 mo: 35mm (black & white)	58	0.8%	82
Bought film in last 12 mo: 35mm (color prints)	818	11.0%	97
Bought Fuji film in last 12 months	301	4.1%	81
Bought Kodak film in last 12 months	932	12.6%	106
Bought store-brand film in last 12 months	202	2.7%	128
Purchased film in last 12 mo: department store	139	1.9%	50
Purchased film in last 12 mo: discount store	350	4.7%	99

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

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

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	407	5.5%	117
Purchased film in last 12 mo: grocery store	178	2.4%	112
Purchased film in last 12 mo: 1 hour service store	196	2.6%	104
Had film processed at discount store	292	3.9%	119
Had film processed at drug store	344	4.6%	109
Had film processed at 1 hour service store	220	3.0%	102
Bought memory card for camera in last 12 months	646	8.7%	114
Own memory card for camera	2,069	27.9%	113

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Population 18+		37,761	39,134
Households		19,908	20,657
Median Household Income		\$67,305	\$76,238
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent MPI</b>
HH owns a personal computer		16,429	82.5% 112
Purchased home PC in last 12 months		3,613	18.2% 116
Purchased home PC 1-2 years ago		5,157	25.9% 115
Purchased home PC 3-4 years ago		4,518	22.7% 117
Purchased home PC 5+ years ago		2,061	10.4% 111
Spent <\$500 on home PC (most recent purchase)		1,760	8.8% 102
Spent \$500-999 on home PC (most recent purchase)		3,980	20.0% 112
Spent \$1000-1499 on home PC (most recent purchase)		3,033	15.2% 117
Spent \$1500-1999 on home PC (most recent purchase)		1,737	8.7% 123
Spent \$2000+ on home PC (most recent purchase)		1,432	7.2% 116
Purchased home PC at computer superstore		3,059	15.4% 121
Purchased home PC at department store		932	4.7% 95
Purchased home PC direct from manufacturer		3,205	16.1% 116
Purchased home PC at electronics store		2,642	13.3% 120
Purchased home PC on Internet		2,044	10.3% 120
Purchased home PC at warehouse discount outlet		452	2.3% 104
HH owns desktop PC		12,800	64.3% 112
HH owns laptop/notebook/tablet PC		7,485	37.6% 121
HH owns any Apple/Apple Mac clone brand PC		1,303	6.5% 105
HH owns any IBM/IBM compatible brand PC		15,134	76.0% 113
Brand of PC that HH owns: Compaq		1,910	9.6% 113
Brand of PC that HH owns: Dell		6,961	35.0% 113
Brand of PC that HH owns: Gateway		1,414	7.1% 107
Brand of PC that HH owns: Hewlett Packard		3,637	18.3% 117
Brand of PC that HH owns: Sony Vaio		660	3.3% 114
Child (under 18) uses home PC		4,837	24.3% 115
HH owns CD burner		8,680	43.6% 118
HH owns CD ROM drive		8,857	44.5% 114
HH owns DVD drive		5,950	29.9% 120
HH owns DVD-RW (DVD burner)		4,899	24.6% 120
HH owns external hard drive		3,372	16.9% 120
HH owns flash drive		5,096	25.6% 125
HH owns LAN/network interface card		2,851	14.3% 129
HH owns inkjet printer		9,661	48.5% 114
HH owns laser printer		3,343	16.8% 122
HH owns modem/fax modem		4,864	24.4% 117
HH owns removable cartridge storage device		1,275	6.4% 110
HH owns scanner		6,634	33.3% 117
HH owns PC speakers		9,554	48.0% 115
HH owns tape backup		559	2.8% 105
HH owns webcam		2,770	13.9% 123
HH owns software: accounting		2,076	10.4% 117
HH owns software: communications/fax		1,916	9.6% 118
HH owns software: database/filing		1,856	9.3% 114
HH owns software: desktop publishing		2,889	14.5% 120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	2,371	11.9%	119
HH owns software: entertainment/games	6,684	33.6%	116
HH owns software: online meeting/conference	646	3.2%	113
HH owns software: personal finance/tax prep	3,693	18.5%	131
HH owns software: presentation graphics	1,953	9.8%	123
HH owns software: multimedia	3,680	18.5%	121
HH owns software: networking	2,674	13.4%	120
HH owns software: security/anti-virus	6,845	34.4%	122
HH owns software: spreadsheet	5,855	29.4%	127
HH owns software: utility	1,728	8.7%	122
HH owns software: web authoring	765	3.8%	111
HH owns software: word processing	8,226	41.3%	123
Spent \$500+ on software for home PC in last 12 mo	510	2.6%	107
Purchased computer book in last 12 months	1,000	5.0%	116
HH owns fax machine	1,308	6.6%	109
Purchased audio equipment in last 12 months	1,991	10.0%	103
Purchased headphones in last 12 months	801	4.0%	101
HH owns camcorder	4,530	22.8%	117
Purchased camcorder in last 12 months	437	2.2%	103
HH owns CD player	10,167	51.1%	111
Purchased CD player in last 12 months	742	3.7%	96
HH owns DVD player	14,133	71.0%	107
Purchased DVD player in last 12 months	1,994	10.0%	103
HH owns 1 TV	3,301	16.6%	84
HH owns 2 TVs	5,329	26.8%	102
HH owns 3 TVs	4,652	23.4%	104
HH owns 4+ TVs	4,700	23.6%	112
HH owns miniature screen TV (<13 in)	1,684	8.5%	107
Most recent TV purchase: miniature screen (<13 in)	526	2.6%	95
HH owns regular screen TV (13-26 in)	8,769	44.0%	101
Most recent TV purchase: regular screen (13-26 in)	4,273	21.5%	92
HH owns large screen TV (27-35 in)	9,692	48.7%	105
Most recent TV purchase: large screen (27-35 in)	6,200	31.1%	99
HH owns big screen TV (36-42 in)	4,320	21.7%	115
Most recent TV purchase: big screen (36-42 in)	3,173	15.9%	113
HH owns giant screen TV (over 42 in)	3,434	17.2%	121
Most recent TV purchase: giant screen (over 42 in)	2,712	13.6%	122
HH owns LCD TV	4,538	22.8%	119
HH owns plasma TV	1,855	9.3%	112
HH owns projection TV	1,222	6.1%	114
HH owns video game system	7,323	36.8%	110
Purchased video game system in last 12 months	2,448	12.3%	114
HH owns video game system: handheld	3,442	17.3%	112
HH owns video game system: attached to TV/computer	6,448	32.4%	110
HH owns video game system: Game Boy	1,514	7.6%	110
HH owns video game system: Game Boy Advance/SP	1,553	7.8%	118
HH owns video game system: Nintendo DS	1,709	8.6%	113

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Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,095	5.5%	110
HH owns video game system: Nintendo Wii	1,596	8.0%	119
HH owns video game system: PlayStation 2	3,372	16.9%	103
HH owns video game system: PlayStation 3	765	3.8%	106
HH owns video game system: Sony PlayStation/PS One	829	4.2%	103
HH owns video game system: Sony PSP	631	3.2%	108
HH owns video game system: Xbox	1,349	6.8%	114
HH owns video game system: Xbox 360	1,577	7.9%	123
HH purchased 5+ video games in last 12 months	1,456	7.3%	113
HH spent \$101+ on video games in last 12 months	1,864	9.4%	116
Owns MP3 player	11,864	31.4%	117
Purchased MP3 player in last 12 months	4,539	12.0%	118
Owns Apple iPod	4,945	13.1%	118
Purchased Apple iPod in last 12 months	1,525	4.0%	119
Have any access to the Internet	34,538	91.5%	108
Have access to Internet: at home	30,387	80.5%	114
Have access to Internet: at work	17,388	46.0%	123
Have access to Internet: at school/library	10,383	27.5%	109
Have access to Internet: not hm/work/school/library	8,078	21.4%	110
Use Internet less than once a week	1,175	3.1%	78
Use Internet 1-2 times per week	1,737	4.6%	83
Use Internet 3-6 times per week	3,003	8.0%	99
Use Internet once a day	4,353	11.5%	104
Use Internet 2-4 times per day	7,897	20.9%	119
Use Internet 5 or more times per day	12,198	32.3%	129
Any Internet or online usage in last 30 days	30,360	80.4%	114
Used Internet in last 30 days: at home	27,554	73.0%	117
Used Internet in last 30 days: at work	15,278	40.5%	127
Used Internet in last 30 days: at school/library	3,042	8.1%	105
Used Internet/30 days: not home/work/school/library	3,785	10.0%	109
Internet last 30 days: used email	27,810	73.6%	118
Internet last 30 days: used Instant Messenger	10,851	28.7%	113
Internet last 30 days: paid bills online	15,701	41.6%	126
Internet last 30 days: visited online blog	4,195	11.1%	116
Internet last 30 days: wrote online blog	1,466	3.9%	105
Internet last 30 days: visited chat room	1,658	4.4%	94
Internet last 30 days: looked for employment	5,587	14.8%	113
Internet last 30 days: played games online	8,331	22.1%	105
Internet last 30 days: traded/tracked investments	5,510	14.6%	131
Internet last 30 days: downloaded music	7,971	21.1%	115
Internet last 30 days: made phone call	1,613	4.3%	116
Internet last 30 days: made personal purchase	14,620	38.7%	126
Internet last 30 days: made business purchase	4,497	11.9%	125
Internet last 30 days: made travel plans	8,366	22.2%	128
Internet last 30 days: watched online video	8,548	22.6%	118
Internet last 30 days: obtained new/used car info	4,183	11.1%	125
Internet last 30 days: obtained financial info	11,661	30.9%	129
Internet last 30 days: obtained medical info	7,619	20.2%	121
Internet last 30 days: obtained latest news	18,158	48.1%	125
Internet last 30 days: obtained real estate info	5,383	14.3%	132

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	11,051	29.3%	126
Ordered anything on Internet in last 12 months	16,517	43.7%	126
Ordered on Internet/12 mo: airline ticket	8,558	22.7%	135
Ordered on Internet/12 mo: CD/tape	2,040	5.4%	123
Ordered on Internet/12 mo: clothing	6,858	18.2%	125
Ordered on Internet/12 mo: computer	1,546	4.1%	120
Ordered on Internet/12 mo: computer peripheral	2,047	5.4%	125
Ordered on Internet/12 mo: DVD	3,060	8.1%	123
Ordered on Internet/12 mo: flowers	2,338	6.2%	134
Ordered on Internet/12 mo: software	2,729	7.2%	127
Ordered on Internet/12 mo: tickets (concerts etc.)	4,646	12.3%	128
Ordered on Internet/12 mo: toy	2,084	5.5%	111
Purchased item from amazon.com in last 12 months	6,495	17.2%	122
Purchased item from barnes&noble.com in last 12 mo	1,528	4.0%	126
Purchased item from bestbuy.com in last 12 months	1,260	3.3%	132
Purchased item from ebay.com in last 12 months	3,921	10.4%	112
Purchased item from walmart.com in last 12 months	1,696	4.5%	110
Spent on Internet orders last 12 months: <\$100	2,347	6.2%	114
Spent on Internet orders last 12 months: \$100-199	2,285	6.1%	112
Spent on Internet orders last 12 months: \$200-499	3,770	10.0%	119
Spent on Internet orders last 12 months: \$500+	7,276	19.3%	132
Connection to Internet from home: dial-up modem	2,499	6.6%	79
Connection to Internet from home: cable modem	13,136	34.8%	129
Connection to Internet from home: DSL	9,980	26.4%	107
Connection to Internet from home: wireless	6,630	17.6%	128
Connection to Internet from home: any broadband	26,755	70.9%	120
DVDs rented in last 30 days: 1	1,127	3.0%	113
DVDs rented in last 30 days: 2	2,032	5.4%	116
DVDs rented in last 30 days: 3	1,325	3.5%	110
DVDs rented in last 30 days: 4	1,688	4.5%	116
DVDs rented in last 30 days: 5+	5,820	15.4%	117
Rented video tape/DVD last month: action/adventure	8,688	23.0%	114
Rented video tape/DVD last month: classic	2,168	5.7%	110
Rented video tape/DVD last month: comedy	9,068	24.0%	116
Rented video tape/DVD last month: drama	6,022	15.9%	117
Rented video tape/DVD last month: family/children	3,722	9.9%	111
Rented video tape/DVD last month: foreign	767	2.0%	103
Rented video tape/DVD last month: horror	2,692	7.1%	96
Rented video tape/DVD last month: romance	3,190	8.4%	112
Rented video tape/DVD last month: science fiction	2,098	5.6%	105
Rented video tape/DVD last mo at Blockbuster Video	5,819	15.4%	128
Rented video tape/DVD last mo at Hollywood Video	1,940	5.1%	124
Bought video tape/DVD last month: action/adventure	3,411	9.0%	108
Bought video tape/DVD last month: classic	973	2.6%	95
Bought video tape/DVD last month: comedy	3,195	8.5%	105
Bought video tape/DVD last month: drama	1,837	4.9%	113
Bought video tape/DVD last month: family/children	2,189	5.8%	98
Bought video tape/DVD last month: horror	848	2.2%	71
Bought video tape/DVD last month: romance	995	2.6%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	986	2.6%	105
Bought blank video tape in last 6 months	4,274	11.3%	100
Bought 7+ blank video tapes in last 6 months	930	2.5%	94
DVDs purchased in last 30 days: 1	2,106	5.6%	112
DVDs purchased in last 30 days: 2	2,005	5.3%	112
DVDs purchased in last 30 days: 3-4	1,803	4.8%	103
DVDs purchased in last 30 days: 5+	1,809	4.8%	92
Bought any camera in last 12 months	5,121	13.6%	106
Spent on cameras in last 12 months: <\$100	1,539	4.1%	92
Spent on cameras in last 12 months: \$100-199	1,169	3.1%	103
Spent on cameras in last 12 months: \$200+	1,736	4.6%	116
Own APS (point & shoot or SLR) camera	1,257	3.3%	121
Own digital camera	14,934	39.5%	120
Bought digital camera in last 12 months	2,906	7.7%	112
Own digital point & shoot camera	11,252	29.8%	120
Bought digital point & shoot camera in last 12 mo	2,042	5.4%	109
Own digital SLR camera	4,208	11.1%	120
Bought digital SLR camera in last 12 months	921	2.4%	108
Own 35mm auto focus point & shoot camera	1,976	5.2%	112
Own 35mm auto focus single lens reflex camera	1,020	2.7%	113
Own 35mm auto focus zoom camera	2,142	5.7%	101
Own 35mm single lens reflex camera	1,269	3.4%	112
Own Canon camera	7,304	19.3%	123
Bought Canon camera in last 12 months	986	2.6%	123
Own Fuji camera	1,532	4.1%	100
Own Kodak camera	4,432	11.7%	99
Bought Kodak camera in last 12 months	976	2.6%	87
Own Nikon camera	2,530	6.7%	124
Own Olympus camera	2,116	5.6%	123
Own Polaroid camera	698	1.8%	75
Bought any camera accessory in last 12 months	18,723	49.6%	116
Bought film in last 12 months	7,558	20.0%	105
Bought film in last 12 months: <3 rolls	3,373	8.9%	100
Bought film in last 12 months: 3-6 rolls	2,419	6.4%	102
Bought film in last 12 months: 7+ rolls	1,764	4.7%	110
Bought film in last 12 mo: APS (color prints)	1,076	2.9%	107
Bought film in last 12 mo: instant developing	723	1.9%	96
Bought film in last 12 mo: 35mm (black & white)	365	1.0%	102
Bought film in last 12 mo: 35mm (color prints)	4,542	12.0%	105
Bought Fuji film in last 12 months	1,856	4.9%	98
Bought Kodak film in last 12 months	4,788	12.7%	107
Bought store-brand film in last 12 months	867	2.3%	108
Purchased film in last 12 mo: department store	1,061	2.8%	76
Purchased film in last 12 mo: discount store	1,849	4.9%	103

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## Electronics and Internet Market Potential

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Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,965	5.2%	111
Purchased film in last 12 mo: grocery store	889	2.4%	110
Purchased film in last 12 mo: 1 hour service store	908	2.4%	95
Had film processed at discount store	1,345	3.6%	108
Had film processed at drug store	1,747	4.6%	108
Had film processed at 1 hour service store	1,084	2.9%	99
Bought memory card for camera in last 12 months	3,368	8.9%	116
Own memory card for camera	11,201	29.7%	120

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		112,756	117,030	
Population 18+		83,513	86,842	
Households		44,003	45,811	
Median Household Income		\$68,755	\$77,482	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		36,374	82.7%	112
Purchased home PC in last 12 months		8,051	18.3%	117
Purchased home PC 1-2 years ago		11,399	25.9%	115
Purchased home PC 3-4 years ago		10,009	22.7%	117
Purchased home PC 5+ years ago		4,572	10.4%	111
Spent <\$500 on home PC (most recent purchase)		3,927	8.9%	103
Spent \$500-999 on home PC (most recent purchase)		8,863	20.1%	113
Spent \$1000-1499 on home PC (most recent purchase)		6,808	15.5%	119
Spent \$1500-1999 on home PC (most recent purchase)		3,753	8.5%	120
Spent \$2000+ on home PC (most recent purchase)		3,199	7.3%	117
Purchased home PC at computer superstore		6,775	15.4%	121
Purchased home PC at department store		2,074	4.7%	96
Purchased home PC direct from manufacturer		7,188	16.3%	117
Purchased home PC at electronics store		5,776	13.1%	119
Purchased home PC on Internet		4,484	10.2%	119
Purchased home PC at warehouse discount outlet		1,036	2.4%	107
HH owns desktop PC		28,607	65.0%	113
HH owns laptop/notebook/tablet PC		16,455	37.4%	120
HH owns any Apple/Apple Mac clone brand PC		2,847	6.5%	104
HH owns any IBM/IBM compatible brand PC		33,540	76.2%	113
Brand of PC that HH owns: Compaq		4,250	9.7%	114
Brand of PC that HH owns: Dell		15,514	35.3%	114
Brand of PC that HH owns: Gateway		3,114	7.1%	106
Brand of PC that HH owns: Hewlett Packard		8,080	18.4%	118
Brand of PC that HH owns: Sony Vaio		1,424	3.2%	111
Child (under 18) uses home PC		11,103	25.2%	119
HH owns CD burner		19,115	43.4%	118
HH owns CD ROM drive		19,704	44.8%	114
HH owns DVD drive		13,089	29.7%	119
HH owns DVD-RW (DVD burner)		10,688	24.3%	118
HH owns external hard drive		7,450	16.9%	119
HH owns flash drive		11,203	25.5%	124
HH owns LAN/network interface card		6,255	14.2%	128
HH owns inkjet printer		21,555	49.0%	115
HH owns laser printer		7,487	17.0%	124
HH owns modem/fax modem		10,727	24.4%	117
HH owns removable cartridge storage device		2,909	6.6%	114
HH owns scanner		14,695	33.4%	117
HH owns PC speakers		21,161	48.1%	115
HH owns tape backup		1,268	2.9%	108
HH owns webcam		6,074	13.8%	122
HH owns software: accounting		4,651	10.6%	119
HH owns software: communications/fax		4,372	9.9%	122
HH owns software: database/filing		4,169	9.5%	116
HH owns software: desktop publishing		6,497	14.8%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	5,204	11.8%	118
HH owns software: entertainment/games	14,706	33.4%	115
HH owns software: online meeting/conference	1,431	3.3%	114
HH owns software: personal finance/tax prep	8,181	18.6%	131
HH owns software: presentation graphics	4,309	9.8%	122
HH owns software: multimedia	8,164	18.6%	121
HH owns software: networking	5,973	13.6%	121
HH owns software: security/anti-virus	15,050	34.2%	122
HH owns software: spreadsheet	12,842	29.2%	126
HH owns software: utility	3,778	8.6%	121
HH owns software: web authoring	1,749	4.0%	115
HH owns software: word processing	18,061	41.0%	122
Spent \$500+ on software for home PC in last 12 mo	1,130	2.6%	107
Purchased computer book in last 12 months	2,153	4.9%	113
HH owns fax machine	3,025	6.9%	114
Purchased audio equipment in last 12 months	4,458	10.1%	104
Purchased headphones in last 12 months	1,785	4.1%	102
HH owns camcorder	10,384	23.6%	121
Purchased camcorder in last 12 months	1,024	2.3%	109
HH owns CD player	22,559	51.3%	111
Purchased CD player in last 12 months	1,691	3.8%	99
HH owns DVD player	31,353	71.3%	107
Purchased DVD player in last 12 months	4,525	10.3%	106
HH owns 1 TV	6,992	15.9%	81
HH owns 2 TVs	11,493	26.1%	99
HH owns 3 TVs	10,411	23.7%	105
HH owns 4+ TVs	10,863	24.7%	117
HH owns miniature screen TV (<13 in)	3,754	8.5%	108
Most recent TV purchase: miniature screen (<13 in)	1,148	2.6%	94
HH owns regular screen TV (13-26 in)	19,482	44.3%	102
Most recent TV purchase: regular screen (13-26 in)	9,336	21.2%	91
HH owns large screen TV (27-35 in)	21,518	48.9%	105
Most recent TV purchase: large screen (27-35 in)	13,685	31.1%	99
HH owns big screen TV (36-42 in)	9,727	22.1%	117
Most recent TV purchase: big screen (36-42 in)	7,098	16.1%	114
HH owns giant screen TV (over 42 in)	7,682	17.5%	123
Most recent TV purchase: giant screen (over 42 in)	6,012	13.7%	122
HH owns LCD TV	9,961	22.6%	118
HH owns plasma TV	4,234	9.6%	116
HH owns projection TV	2,805	6.4%	118
HH owns video game system	16,473	37.4%	112
Purchased video game system in last 12 months	5,508	12.5%	116
HH owns video game system: handheld	7,871	17.9%	116
HH owns video game system: attached to TV/computer	14,564	33.1%	112
HH owns video game system: Game Boy	3,500	8.0%	115
HH owns video game system: Game Boy Advance/SP	3,548	8.1%	122
HH owns video game system: Nintendo DS	3,967	9.0%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	2,541	5.8%	115
HH owns video game system: Nintendo Wii	3,605	8.2%	121
HH owns video game system: PlayStation 2	7,758	17.6%	107
HH owns video game system: PlayStation 3	1,715	3.9%	108
HH owns video game system: Sony PlayStation/PS One	1,902	4.3%	107
HH owns video game system: Sony PSP	1,428	3.2%	111
HH owns video game system: Xbox	2,982	6.8%	114
HH owns video game system: Xbox 360	3,479	7.9%	122
HH purchased 5+ video games in last 12 months	3,305	7.5%	116
HH spent \$101+ on video games in last 12 months	4,165	9.5%	117
Owns MP3 player	26,442	31.7%	118
Purchased MP3 player in last 12 months	10,247	12.3%	120
Owns Apple iPod	10,978	13.1%	118
Purchased Apple iPod in last 12 months	3,346	4.0%	118
Have any access to the Internet	76,298	91.4%	108
Have access to Internet: at home	67,493	80.8%	115
Have access to Internet: at work	38,530	46.1%	124
Have access to Internet: at school/library	22,355	26.8%	106
Have access to Internet: not hm/work/school/library	17,650	21.1%	109
Use Internet less than once a week	2,571	3.1%	77
Use Internet 1-2 times per week	3,980	4.8%	86
Use Internet 3-6 times per week	6,823	8.2%	102
Use Internet once a day	10,205	12.2%	110
Use Internet 2-4 times per day	17,376	20.8%	118
Use Internet 5 or more times per day	26,315	31.5%	126
Any Internet or online usage in last 30 days	67,264	80.5%	114
Used Internet in last 30 days: at home	61,244	73.3%	118
Used Internet in last 30 days: at work	33,793	40.5%	127
Used Internet in last 30 days: at school/library	6,581	7.9%	102
Used Internet/30 days: not home/work/school/library	8,205	9.8%	106
Internet last 30 days: used email	61,328	73.4%	118
Internet last 30 days: used Instant Messenger	23,710	28.4%	112
Internet last 30 days: paid bills online	34,152	40.9%	124
Internet last 30 days: visited online blog	9,101	10.9%	114
Internet last 30 days: wrote online blog	3,342	4.0%	108
Internet last 30 days: visited chat room	3,594	4.3%	92
Internet last 30 days: looked for employment	12,036	14.4%	110
Internet last 30 days: played games online	18,421	22.1%	105
Internet last 30 days: traded/tracked investments	12,035	14.4%	129
Internet last 30 days: downloaded music	17,064	20.4%	111
Internet last 30 days: made phone call	3,429	4.1%	111
Internet last 30 days: made personal purchase	31,825	38.1%	124
Internet last 30 days: made business purchase	9,863	11.8%	124
Internet last 30 days: made travel plans	18,342	22.0%	127
Internet last 30 days: watched online video	18,470	22.1%	115
Internet last 30 days: obtained new/used car info	9,060	10.8%	123
Internet last 30 days: obtained financial info	25,371	30.4%	127
Internet last 30 days: obtained medical info	16,544	19.8%	119
Internet last 30 days: obtained latest news	39,579	47.4%	123
Internet last 30 days: obtained real estate info	11,610	13.9%	129

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	24,219	29.0%	125
Ordered anything on Internet in last 12 months	36,310	43.5%	126
Ordered on Internet/12 mo: airline ticket	18,417	22.1%	132
Ordered on Internet/12 mo: CD/tape	4,258	5.1%	116
Ordered on Internet/12 mo: clothing	15,009	18.0%	124
Ordered on Internet/12 mo: computer	3,398	4.1%	119
Ordered on Internet/12 mo: computer peripheral	4,397	5.3%	121
Ordered on Internet/12 mo: DVD	6,538	7.8%	119
Ordered on Internet/12 mo: flowers	5,044	6.0%	130
Ordered on Internet/12 mo: software	5,969	7.1%	125
Ordered on Internet/12 mo: tickets (concerts etc.)	10,090	12.1%	125
Ordered on Internet/12 mo: toy	4,879	5.8%	117
Purchased item from amazon.com in last 12 months	14,113	16.9%	120
Purchased item from barnes&noble.com in last 12 mo	3,361	4.0%	126
Purchased item from bestbuy.com in last 12 months	2,651	3.2%	126
Purchased item from ebay.com in last 12 months	8,845	10.6%	114
Purchased item from walmart.com in last 12 months	3,895	4.7%	114
Spent on Internet orders last 12 months: <\$100	5,273	6.3%	116
Spent on Internet orders last 12 months: \$100-199	5,006	6.0%	111
Spent on Internet orders last 12 months: \$200-499	8,402	10.1%	120
Spent on Internet orders last 12 months: \$500+	15,802	18.9%	130
Connection to Internet from home: dial-up modem	5,715	6.8%	82
Connection to Internet from home: cable modem	28,711	34.4%	128
Connection to Internet from home: DSL	22,727	27.2%	111
Connection to Internet from home: wireless	14,580	17.5%	127
Connection to Internet from home: any broadband	59,335	71.0%	120
DVDs rented in last 30 days: 1	2,534	3.0%	115
DVDs rented in last 30 days: 2	4,622	5.5%	120
DVDs rented in last 30 days: 3	2,965	3.6%	111
DVDs rented in last 30 days: 4	3,648	4.4%	113
DVDs rented in last 30 days: 5+	13,212	15.8%	120
Rented video tape/DVD last month: action/adventure	19,596	23.5%	116
Rented video tape/DVD last month: classic	4,723	5.7%	109
Rented video tape/DVD last month: comedy	20,243	24.2%	117
Rented video tape/DVD last month: drama	13,490	16.2%	119
Rented video tape/DVD last month: family/children	8,524	10.2%	115
Rented video tape/DVD last month: foreign	1,686	2.0%	102
Rented video tape/DVD last month: horror	5,976	7.2%	97
Rented video tape/DVD last month: romance	7,111	8.5%	113
Rented video tape/DVD last month: science fiction	4,865	5.8%	110
Rented video tape/DVD last mo at Blockbuster Video	12,936	15.5%	128
Rented video tape/DVD last mo at Hollywood Video	4,251	5.1%	123
Bought video tape/DVD last month: action/adventure	7,496	9.0%	107
Bought video tape/DVD last month: classic	2,229	2.7%	98
Bought video tape/DVD last month: comedy	7,102	8.5%	106
Bought video tape/DVD last month: drama	3,995	4.8%	111
Bought video tape/DVD last month: family/children	5,168	6.2%	105
Bought video tape/DVD last month: horror	1,953	2.3%	74
Bought video tape/DVD last month: romance	2,172	2.6%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	2,167	2.6%	104
Bought blank video tape in last 6 months	9,670	11.6%	102
Bought 7+ blank video tapes in last 6 months	2,109	2.5%	97
DVDs purchased in last 30 days: 1	4,779	5.7%	115
DVDs purchased in last 30 days: 2	4,575	5.5%	116
DVDs purchased in last 30 days: 3-4	3,946	4.7%	102
DVDs purchased in last 30 days: 5+	3,928	4.7%	90
Bought any camera in last 12 months	11,135	13.3%	104
Spent on cameras in last 12 months: <\$100	3,269	3.9%	88
Spent on cameras in last 12 months: \$100-199	2,652	3.2%	105
Spent on cameras in last 12 months: \$200+	3,738	4.5%	113
Own APS (point & shoot or SLR) camera	2,644	3.2%	115
Own digital camera	33,258	39.8%	121
Bought digital camera in last 12 months	6,418	7.7%	112
Own digital point & shoot camera	25,196	30.2%	121
Bought digital point & shoot camera in last 12 mo	4,541	5.4%	110
Own digital SLR camera	9,192	11.0%	119
Bought digital SLR camera in last 12 months	1,993	2.4%	106
Own 35mm auto focus point & shoot camera	4,332	5.2%	111
Own 35mm auto focus single lens reflex camera	2,325	2.8%	117
Own 35mm auto focus zoom camera	5,013	6.0%	107
Own 35mm single lens reflex camera	2,838	3.4%	113
Own Canon camera	16,157	19.3%	123
Bought Canon camera in last 12 months	2,052	2.5%	115
Own Fuji camera	3,343	4.0%	99
Own Kodak camera	10,011	12.0%	101
Bought Kodak camera in last 12 months	2,157	2.6%	87
Own Nikon camera	5,315	6.4%	118
Own Olympus camera	4,601	5.5%	121
Own Polaroid camera	1,604	1.9%	78
Bought any camera accessory in last 12 months	41,422	49.6%	116
Bought film in last 12 months	16,757	20.1%	105
Bought film in last 12 months: <3 rolls	7,563	9.1%	102
Bought film in last 12 months: 3-6 rolls	5,378	6.4%	103
Bought film in last 12 months: 7+ rolls	3,813	4.6%	108
Bought film in last 12 mo: APS (color prints)	2,392	2.9%	107
Bought film in last 12 mo: instant developing	1,527	1.8%	91
Bought film in last 12 mo: 35mm (black & white)	772	0.9%	97
Bought film in last 12 mo: 35mm (color prints)	10,150	12.2%	107
Bought Fuji film in last 12 months	4,168	5.0%	99
Bought Kodak film in last 12 months	10,578	12.7%	107
Bought store-brand film in last 12 months	1,887	2.3%	106
Purchased film in last 12 mo: department store	2,337	2.8%	75
Purchased film in last 12 mo: discount store	4,216	5.0%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

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

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	4,265	5.1%	109
Purchased film in last 12 mo: grocery store	1,875	2.2%	105
Purchased film in last 12 mo: 1 hour service store	1,998	2.4%	94
Had film processed at discount store	3,023	3.6%	109
Had film processed at drug store	3,832	4.6%	108
Had film processed at 1 hour service store	2,374	2.8%	98
Bought memory card for camera in last 12 months	7,375	8.8%	115
Own memory card for camera	25,095	30.0%	121

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		9,667	9,883	
Population 18+		7,414	7,578	
Households		4,381	4,517	
Median Household Income		\$64,159	\$72,793	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		3,767	50.8%	103
Bank/financial institution: use savings & loan		752	10.1%	97
Bank/financial institution: use credit union		2,004	27.0%	119
Bank/financial institution: use fed savings bank		141	1.9%	83
Bank/financial institution: use mutual funds co		282	3.8%	117
Bank/financial institution: use Internet Bank		480	6.5%	150
Used ATM/cash machine in last 12 months		4,553	61.4%	121
Banked in person in last 12 months		4,146	55.9%	108
Banked by mail in last 12 months		387	5.2%	98
Banked by phone in last 12 months		1,186	16.0%	107
Did banking over the Internet in last 12 months		2,719	36.7%	134
Used direct deposit of paycheck in last 12 months		3,305	44.6%	116
Have interest checking account		2,533	34.2%	106
Have non-interest checking account		2,249	30.3%	114
Have money market account		996	13.4%	109
Have savings account		3,047	41.1%	113
Have 401K retirement savings		1,577	21.3%	120
Have IRA retirement savings		1,285	17.3%	115
Have auto loan for new car		969	13.1%	113
Have personal loan for education only		382	5.2%	127
Have personal loan-not for education		144	1.9%	77
Have home mortgage (1st)		1,576	21.3%	111
Have 2nd mortgage (equity loan)		444	6.0%	95
Have home equity line of credit		407	5.5%	91
Have personal line of credit		341	4.6%	102
Have overdraft protection		1,111	15.0%	113
Own any securities investment		1,982	26.7%	107
Own annuities		267	3.6%	119
Own certificate of deposit (6 months or less)		245	3.3%	94
Own certificate of deposit (more than 6 months)		399	5.4%	97
Own common/preferred stock in company you work for		292	3.9%	131
Own common stock in company you don't work for		448	6.0%	96
Own insured money market account (bank)		164	2.2%	107
Own shares in money market fund		485	6.5%	99
Own shares in mutual fund (bonds)		467	6.3%	106
Own shares in mutual fund (stock)		849	11.5%	122
Own any stock		714	9.6%	105
Own stock with market value <\$10000		211	2.8%	92
Own stock with market value \$10000-49999		228	3.1%	123
Own stock with market value \$50000+		154	2.1%	83

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	629	8.5%	124
Used financial planning counsel in last 12 months	625	8.4%	107
Used full service brokerage firm in last 12 months	493	6.7%	107
Own any credit/debit card (in own name)	5,919	79.8%	108
Own American Express card (in own name)	1,201	16.2%	130
Own Discover card (in own name)	879	11.9%	106
Own MasterCard (in own name)	2,607	35.2%	103
Own Visa (in own name)	4,158	56.1%	114
Own any department store credit card (in own name)	2,397	32.3%	104
Avg monthly credit card expenditures: <\$111	1,127	15.2%	110
Avg monthly credit card expenditures: \$111-225	527	7.1%	91
Avg monthly credit card expenditures: \$226-450	565	7.6%	102
Avg monthly credit card expenditures: \$451-700	560	7.6%	118
Avg monthly credit card expenditures: \$701+	1,133	15.3%	114

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		49,904	51,573	
Population 18+		37,761	39,134	
Households		19,908	20,657	
Median Household Income		\$67,305	\$76,238	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		20,371	53.9%	109
Bank/financial institution: use savings & loan		4,126	10.9%	104
Bank/financial institution: use credit union		10,400	27.5%	122
Bank/financial institution: use fed savings bank		906	2.4%	104
Bank/financial institution: use mutual funds co		1,530	4.1%	124
Bank/financial institution: use Internet Bank		1,923	5.1%	118
Used ATM/cash machine in last 12 months		22,439	59.4%	117
Banked in person in last 12 months		21,622	57.3%	110
Banked by mail in last 12 months		2,323	6.2%	115
Banked by phone in last 12 months		6,329	16.8%	112
Did banking over the Internet in last 12 months		13,280	35.2%	129
Used direct deposit of paycheck in last 12 months		16,970	44.9%	116
Have interest checking account		14,117	37.4%	116
Have non-interest checking account		11,266	29.8%	112
Have money market account		5,915	15.7%	127
Have savings account		16,173	42.8%	118
Have 401K retirement savings		8,562	22.7%	128
Have IRA retirement savings		7,134	18.9%	125
Have auto loan for new car		5,209	13.8%	120
Have personal loan for education only		1,815	4.8%	119
Have personal loan-not for education		876	2.3%	92
Have home mortgage (1st)		9,227	24.4%	127
Have 2nd mortgage (equity loan)		3,104	8.2%	131
Have home equity line of credit		2,832	7.5%	125
Have personal line of credit		1,990	5.3%	116
Have overdraft protection		6,087	16.1%	121
Own any securities investment		11,455	30.3%	122
Own annuities		1,353	3.6%	118
Own certificate of deposit (6 months or less)		1,538	4.1%	116
Own certificate of deposit (more than 6 months)		2,428	6.4%	115
Own common/preferred stock in company you work for		1,517	4.0%	133
Own common stock in company you don't work for		2,942	7.8%	123
Own insured money market account (bank)		987	2.6%	127
Own shares in money market fund		3,149	8.3%	126
Own shares in mutual fund (bonds)		2,817	7.5%	126
Own shares in mutual fund (stock)		4,663	12.3%	131
Own any stock		4,355	11.5%	126
Own stock with market value <\$10000		1,317	3.5%	112
Own stock with market value \$10000-49999		1,228	3.3%	130
Own stock with market value \$50000+		1,121	3.0%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	3,175	8.4%	123
Used financial planning counsel in last 12 months	3,669	9.7%	124
Used full service brokerage firm in last 12 months	2,947	7.8%	126
Own any credit/debit card (in own name)	30,775	81.5%	110
Own American Express card (in own name)	5,992	15.9%	128
Own Discover card (in own name)	4,909	13.0%	116
Own MasterCard (in own name)	14,747	39.1%	114
Own Visa (in own name)	21,426	56.7%	116
Own any department store credit card (in own name)	13,489	35.7%	115
Avg monthly credit card expenditures: <\$111	5,551	14.7%	106
Avg monthly credit card expenditures: \$111-225	3,059	8.1%	104
Avg monthly credit card expenditures: \$226-450	3,147	8.3%	111
Avg monthly credit card expenditures: \$451-700	2,800	7.4%	116
Avg monthly credit card expenditures: \$701+	6,449	17.1%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		112,756	117,030	
Population 18+		83,513	86,842	
Households		44,003	45,811	
Median Household Income		\$68,755	\$77,482	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		45,552	54.5%	110
Bank/financial institution: use savings & loan		9,185	11.0%	105
Bank/financial institution: use credit union		22,899	27.4%	121
Bank/financial institution: use fed savings bank		1,973	2.4%	103
Bank/financial institution: use mutual funds co		3,378	4.0%	124
Bank/financial institution: use Internet Bank		4,155	5.0%	115
Used ATM/cash machine in last 12 months		49,700	59.5%	117
Banked in person in last 12 months		47,805	57.2%	110
Banked by mail in last 12 months		5,131	6.1%	115
Banked by phone in last 12 months		14,261	17.1%	114
Did banking over the Internet in last 12 months		29,343	35.1%	129
Used direct deposit of paycheck in last 12 months		37,697	45.1%	117
Have interest checking account		31,428	37.6%	117
Have non-interest checking account		24,955	29.9%	112
Have money market account		13,062	15.6%	127
Have savings account		36,114	43.2%	119
Have 401K retirement savings		19,256	23.1%	130
Have IRA retirement savings		15,726	18.8%	125
Have auto loan for new car		11,567	13.9%	120
Have personal loan for education only		3,914	4.7%	116
Have personal loan-not for education		1,944	2.3%	93
Have home mortgage (1st)		21,033	25.2%	131
Have 2nd mortgage (equity loan)		7,062	8.5%	135
Have home equity line of credit		6,460	7.7%	129
Have personal line of credit		4,270	5.1%	113
Have overdraft protection		13,524	16.2%	122
Own any securities investment		25,383	30.4%	122
Own annuities		2,935	3.5%	116
Own certificate of deposit (6 months or less)		3,276	3.9%	112
Own certificate of deposit (more than 6 months)		5,324	6.4%	114
Own common/preferred stock in company you work for		3,288	3.9%	131
Own common stock in company you don't work for		6,553	7.8%	124
Own insured money market account (bank)		2,110	2.5%	123
Own shares in money market fund		7,026	8.4%	127
Own shares in mutual fund (bonds)		6,291	7.5%	127
Own shares in mutual fund (stock)		10,226	12.2%	130
Own any stock		9,690	11.6%	126
Own stock with market value <\$10000		2,990	3.6%	115
Own stock with market value \$10000-49999		2,678	3.2%	128
Own stock with market value \$50000+		2,526	3.0%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	6,915	8.3%	121
Used financial planning counsel in last 12 months	8,094	9.7%	123
Used full service brokerage firm in last 12 months	6,459	7.7%	125
Own any credit/debit card (in own name)	68,235	81.7%	110
Own American Express card (in own name)	12,757	15.3%	123
Own Discover card (in own name)	10,957	13.1%	117
Own MasterCard (in own name)	32,750	39.2%	115
Own Visa (in own name)	47,531	56.9%	116
Own any department store credit card (in own name)	29,903	35.8%	115
Avg monthly credit card expenditures: <\$111	12,175	14.6%	105
Avg monthly credit card expenditures: \$111-225	6,910	8.3%	106
Avg monthly credit card expenditures: \$226-450	7,119	8.5%	114
Avg monthly credit card expenditures: \$451-700	6,182	7.4%	116
Avg monthly credit card expenditures: \$701+	14,167	17.0%	127

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Demographic Summary		2010	2015
Population		9,667	9,883
Population 18+		7,414	7,578
Households		4,381	4,517
Median Household Income		\$64,159	\$72,793
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		1,993	88
HH owns any bird		101	79
HH owns any cat		905	86
HH owns any dog		1,359	82
HH owns 1 cat		473	84
HH owns 2+ cats		432	85
HH owns 1 dog		912	89
HH owns 2+ dogs		447	70
HH used canned cat food in last 6 months		387	76
HH used <4 cans of cat food in last 7 days		152	80
HH used 8+ cans of cat food in last 7 days		113	72
HH used packaged dry cat food in last 6 months		866	85
HH used <5 pounds of packaged dry cat food last mo		332	93
HH used 11+ pounds of packaged dry cat food last mo		218	69
HH used cat treats in last 6 months		426	95
HH used cat litter in last 6 months		835	93
HH used canned dog food in last 6 months		497	86
HH used packaged dry dog food in last 6 months		1,314	82
HH used <10 pounds of pkgd dry dog food last month		653	90
HH used 25+ pounds of pkgd dry dog food last month		304	63
HH used dog biscuits/treats in last 6 months		1,078	83
HH used <2 packages of dog biscuits/treats last mo		556	86
HH used 4+ packages of dog biscuits/treats last mo		175	72
HH used flea/tick care prod for cat/dog last 12 mo		1,194	80
HH member took pet to vet in last 12 mo: 1 time		453	82
HH member took pet to vet in last 12 mo: 2 times		422	87
HH member took pet to vet in last 12 mo: 3 times		183	74
HH member took pet to vet in last 12 mo: 4 times		168	93
HH member took pet to vet in last 12 mo: 5+ times		209	85
Bought pet food from vet in last 12 months		165	74
Bought flea control product from vet in last 12 mo		475	81

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Demographic Summary		2010	2015
Population		49,904	51,573
Population 18+		37,761	39,134
Households		19,908	20,657
Median Household Income		\$67,305	\$76,238
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		10,472	102
HH owns any bird		525	91
HH owns any cat		4,825	101
HH owns any dog		7,505	100
HH owns 1 cat		2,602	102
HH owns 2+ cats		2,222	96
HH owns 1 dog		4,905	105
HH owns 2+ dogs		2,600	89
HH used canned cat food in last 6 months		2,306	100
HH used <4 cans of cat food in last 7 days		857	99
HH used 8+ cans of cat food in last 7 days		679	95
HH used packaged dry cat food in last 6 months		4,642	100
HH used <5 pounds of packaged dry cat food last mo		1,685	104
HH used 11+ pounds of packaged dry cat food last mo		1,255	88
HH used cat treats in last 6 months		2,157	106
HH used cat litter in last 6 months		4,267	105
HH used canned dog food in last 6 months		2,557	97
HH used packaged dry dog food in last 6 months		7,208	100
HH used <10 pounds of pkgd dry dog food last month		3,248	98
HH used 25+ pounds of pkgd dry dog food last month		1,998	91
HH used dog biscuits/treats in last 6 months		6,000	102
HH used <2 packages of dog biscuits/treats last mo		3,048	103
HH used 4+ packages of dog biscuits/treats last mo		1,024	93
HH used flea/tick care prod for cat/dog last 12 mo		6,651	98
HH member took pet to vet in last 12 mo: 1 time		2,574	102
HH member took pet to vet in last 12 mo: 2 times		2,241	102
HH member took pet to vet in last 12 mo: 3 times		1,132	101
HH member took pet to vet in last 12 mo: 4 times		880	107
HH member took pet to vet in last 12 mo: 5+ times		1,169	105
Bought pet food from vet in last 12 months		989	97
Bought flea control product from vet in last 12 mo		2,830	107

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		112,756	117,030	
Population 18+		83,513	86,842	
Households		44,003	45,811	
Median Household Income		\$68,755	\$77,482	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		23,981	54.5%	105
HH owns any bird		1,164	2.6%	91
HH owns any cat		11,006	25.0%	104
HH owns any dog		17,397	39.5%	104
HH owns 1 cat		5,902	13.4%	105
HH owns 2+ cats		5,101	11.6%	100
HH owns 1 dog		11,218	25.5%	109
HH owns 2+ dogs		6,182	14.0%	96
HH used canned cat food in last 6 months		5,282	12.0%	103
HH used <4 cans of cat food in last 7 days		1,979	4.5%	103
HH used 8+ cans of cat food in last 7 days		1,543	3.5%	97
HH used packaged dry cat food in last 6 months		10,560	24.0%	103
HH used <5 pounds of packaged dry cat food last mo		3,817	8.7%	106
HH used 11+ pounds of packaged dry cat food last mo		2,854	6.5%	90
HH used cat treats in last 6 months		4,783	10.9%	106
HH used cat litter in last 6 months		9,610	21.8%	107
HH used canned dog food in last 6 months		5,839	13.3%	100
HH used packaged dry dog food in last 6 months		16,714	38.0%	104
HH used <10 pounds of pkgd dry dog food last month		7,440	16.9%	102
HH used 25+ pounds of pkgd dry dog food last month		4,832	11.0%	100
HH used dog biscuits/treats in last 6 months		13,936	31.7%	107
HH used <2 packages of dog biscuits/treats last mo		7,073	16.1%	109
HH used 4+ packages of dog biscuits/treats last mo		2,411	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo		15,302	34.8%	102
HH member took pet to vet in last 12 mo: 1 time		5,953	13.5%	107
HH member took pet to vet in last 12 mo: 2 times		5,141	11.7%	106
HH member took pet to vet in last 12 mo: 3 times		2,608	5.9%	105
HH member took pet to vet in last 12 mo: 4 times		2,004	4.6%	110
HH member took pet to vet in last 12 mo: 5+ times		2,737	6.2%	111
Bought pet food from vet in last 12 months		2,268	5.2%	101
Bought flea control product from vet in last 12 mo		6,473	14.7%	110

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		9,667	9,883	
Population 18+		7,414	7,578	
Households		4,381	4,517	
Median Household Income		\$64,159	\$72,793	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		2,385	32.2%	107
Exercise at club 2+ times per week		1,236	16.7%	136
Exercise at other facility (not club) 2+ times/wk		814	11.0%	136
Own stationary bicycle		375	5.1%	90
Own treadmill		656	8.8%	90
Own weight lifting equipment		1,101	14.9%	115
Presently controlling diet		3,073	41.4%	100
Diet control for blood sugar level		455	6.1%	84
Diet control for cholesterol level		673	9.1%	90
Diet control to maintain weight		838	11.3%	101
Diet control for physical fitness		846	11.4%	114
Diet control for salt restriction		224	3.0%	90
Diet control for weight loss		1,180	15.9%	112
Used doctor's care/diet for diet method		173	2.3%	77
Used exercise program for diet method		813	11.0%	129
Used Weight Watchers as diet method		202	2.7%	89
Buy foods specifically labeled as fat-free		1,330	17.9%	102
Buy foods specifically labeled as high fiber		984	13.3%	116
Buy foods specifically labeled as high protein		448	6.0%	110
Buy foods specifically labeled as lactose-free		132	1.8%	96
Buy foods specifically labeled as low-calorie		939	12.7%	117
Buy foods specifically labeled as low-carb		632	8.5%	111
Buy foods specifically labeled as low-cholesterol		611	8.2%	100
Buy foods specifically labeled as low-fat		1,054	14.2%	107
Buy foods specifically labeled as low-sodium		706	9.5%	106
Buy foods specifically labeled as natural/organic		785	10.6%	126
Buy foods specifically labeled as sugar-free		959	12.9%	97
Used butter alternatives in last 6 months		276	3.7%	89
Used egg alternatives in last 6 months		1,025	13.8%	97
Used salt alternatives in last 6 months		1,889	25.5%	91
Drank meal/dietary supplement in last 6 months		598	8.1%	110
Used nutrition/energy bar in last 6 months		1,197	16.1%	114
Drank sports drink/thirst quencher in last 6 mo		2,503	33.8%	106
Used vitamin/dietary supplement in last 6 months		3,547	47.8%	99
Vitamin/dietary suppl used/6 mo: antioxidant		135	1.8%	63
Vitamin/dietary suppl used/6 mo: B complex		327	4.4%	91
Vitamin/dietary suppl used/6 mo: B complex+C		102	1.4%	71
Vitamin/dietary suppl used/6 mo: B-6		137	1.8%	91
Vitamin/dietary suppl used/6 mo: B-12		369	5.0%	88
Vitamin/dietary suppl used/6 mo: C		759	10.2%	122
Vitamin/dietary suppl used/6 mo: calcium		731	9.9%	92

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	352	4.7%	96
Vitamin/dietary suppl used/6 mo: E	355	4.8%	96
Vitamin/dietary suppl used/6 mo: garlic	110	1.5%	87
Vitamin/dietary suppl used/6 mo: glucosamine	281	3.8%	82
Vitamin/dietary suppl used/6 mo: multiple formula	994	13.4%	114
Vitamin/dietary suppl used/6 mo: multiple w/iron	335	4.5%	105
Vitamin/dietary suppl used/6 mo: mult w/minerals	438	5.9%	100
Vitamin/dietary suppl used/6 mo: zinc	156	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	162	2.2%	82
Vitamin/dietary suppl/6 mo: Centrum	418	5.6%	97
Vitamin/dietary suppl/6 mo: Nature Made	401	5.4%	92
Visited doctor in last 12 months	5,815	78.4%	101
Visited doctor in last 12 months: 1-3 times	2,599	35.1%	103
Visited doctor in last 12 months: 4-7 times	1,667	22.5%	101
Visited doctor in last 12 months: 8+ times	1,551	20.9%	97
Visited doctor in last 12 mo: allergist	178	2.4%	100
Visited doctor in last 12 mo: cardiologist	367	5.0%	70
Visited doctor in last 12 mo: chiropractor	524	7.1%	95
Visited doctor in last 12 mo: dentist	3,090	41.7%	110
Visited doctor in last 12 mo: dermatologist	522	7.0%	99
Visited doctor in last 12 mo: ear/nose/throat	301	4.1%	88
Visited doctor in last 12 mo: eye	1,437	19.4%	94
Visited doctor in last 12 mo: general/family	3,161	42.6%	100
Visited doctor in last 12 mo: internist	544	7.3%	100
Visited doctor in last 12 mo: physical therapist	309	4.2%	92
Visited doctor in last 12 mo: podiatrist	214	2.9%	85
Visited doctor in last 12 mo: urologist	204	2.8%	71
Visited nurse practitioner in last 12 months	322	4.3%	104
Wear regular/sun/tinted prescription eyeglasses	2,466	33.3%	97
Wear bi-focals	1,055	14.2%	90
Wear disposable contact lenses	580	7.8%	121
Wear soft contact lenses	828	11.2%	127
Spent on contact lenses in last 12 mo: <\$100	210	2.8%	102
Spent on contact lenses in last 12 mo: \$100-199	301	4.1%	109
Spent on contact lenses in last 12 mo: \$200+	309	4.2%	138
Bought prescription eyewear: discount optical ctr	575	7.8%	97
Bought prescription eyewear: from eye doctor	1,729	23.3%	91
Bought prescription eyewear: retail optical chain	988	13.3%	120
Used prescription drug for allergy/hay fever	599	8.1%	115
Used prescription drug for anxiety/panic	349	4.7%	115
Used prescription drug for arthritis/rheumatism	179	2.4%	92
Used prescription drug for asthma	357	4.8%	118
Used prescription drug for backache/back pain	538	7.3%	98
Used prescription drug for depression	456	6.2%	104
Used prescr drug for diabetes (insulin dependent)	80	1.1%	55
Used prescr drug for diabetes (non-insulin)	222	3.0%	80
Used prescription drug for eczema/skin itch/rash	129	1.7%	83

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Health and Beauty Market Potential

SR 125/I-275  
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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	366	4.9%	75
Used prescription drug for high blood pressure	752	10.1%	81
Used prescription drug for high cholesterol	536	7.2%	83
Used prescription drug for migraine headache	325	4.4%	118
Used prescription drug for sinus congest./headache	312	4.2%	87
Used prescription drug for urinary tract infection	197	2.7%	85
Used last 6 mo: adhesive bandages	3,964	53.5%	96
Used last 6 mo: athlete's foot/foot care product	827	11.2%	80
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,688	49.7%	105
Used last 6 mo: children's cold tablets/liquids	1,074	14.5%	96
Used last 6 mo: contact lens cleaning solution	1,167	15.7%	129
Used last 6 mo: cotton swabs	3,493	47.1%	98
Used last 6 mo: cough/sore throat drops (nonprescr)	3,617	48.8%	103
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,617	35.3%	103
Used last 6 mo: children's cough syrup	928	12.5%	88
Used last 6 mo: diarrhea remedy	924	12.5%	76
Used last 6 mo: eye wash and drops	2,070	27.9%	92
Used last 6 mo: headache/pain reliever (nonprescr)	6,019	81.2%	97
Used last 6 mo: hemorrhoid remedy	543	7.3%	82
Used last 6 mo: indigestion/upset stomach remedy	3,026	40.8%	91
Used last 6 mo: lactose intolerance product	249	3.4%	95
Used last 6 mo: laxative/fiber supplement	775	10.5%	75
Used last 6 mo: medicated skin ointment	2,058	27.8%	88
Used last 6 mo: medicated throat remedy	736	9.9%	87
Used last 6 mo: nasal spray	1,254	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	1,667	22.5%	101
Used last 6 mo: pain relieving rub/liquid/patch	1,606	21.7%	86
Used last 6 mo: sleeping tablets (nonprescription)	313	4.2%	78
Used last 12 mo: sunburn remedy	1,107	14.9%	97
Used last 12 mo: suntan/sunscreen product	2,986	40.3%	105
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,445	33.0%	110
Used last 6 mo: toothache/gum/canker sore remedy	1,176	15.9%	94
Used last 6 mo: vitamins for children	1,067	14.4%	98
Used body powder in last 6 months	1,681	22.7%	82
Used body powder <3 times in last 7 days	776	10.5%	89
Used body powder 8+ times in last 7 days	110	1.5%	68
Used body wash/shower gel in last 6 months	4,058	54.7%	106
Used breath freshener in last 6 months	3,616	48.8%	105
Used complexion care product in last 6 months	3,607	48.7%	103
Used complexion care product <7 times last week	1,028	13.9%	101
Used complexion care product 11+ times last week	1,308	17.6%	106
Used complexion care prod: dry facial skin type	565	7.6%	104
Used complexion care prod: normal facial skin type	1,116	15.1%	99
Used complexion care prod: oily facial skin type	448	6.0%	100
Used dental floss in last 6 months	5,030	67.8%	109

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	1,657	22.4%	111
Used denture adhesive/fixative in last 6 months	261	3.5%	56
Used denture cleaner in last 6 months	547	7.4%	67
Used deodorant/antiperspirant in last 6 months	6,853	92.4%	99
Used deodorant/antiperspirant <8 times last week	5,062	68.3%	99
Used deodorant/antiperspirant 15+ times last week	386	5.2%	86
Used disposable razor in last 6 months	3,965	53.5%	102
Used electric shaver in last 6 months	1,476	19.9%	106
Used hair coloring product (at home) last 6 months	1,542	20.8%	104
Used hair conditioner (at home) in last 6 months	4,786	64.6%	104
Used hair conditioning treatment (at home)/6 mo	1,748	23.6%	100
Used hair growth product in last 6 months	181	2.4%	107
Used hair mousse in last 6 months	1,333	18.0%	103
Used hair spray (at home) in last 6 months	2,471	33.3%	92
Used hair styling gel/lotion in last 6 months	2,186	29.5%	110
Used hand & body cream/lotion/oil in last 6 months	5,446	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	1,583	21.4%	100
Used hand & body cream/lotion/oil 9+ times last wk	1,878	25.3%	102
Used hand & body cream in last 6 months	1,265	17.1%	97
Used hand & body lotion in last 6 months	3,790	51.1%	104
Used hand & body oil in last 6 months	440	5.9%	114
Used lip care in last 6 months	4,692	63.3%	106
Used liquid soap/hand sanitizer in last 6 months	5,971	80.5%	105
Used mouthwash in last 6 months	4,926	66.4%	101
Used mouthwash <4 times in last 7 days	1,589	21.4%	100
Used mouthwash 8+ times in last 7 days	1,149	15.5%	98
Used shampoo (at home) in last 6 months	6,907	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,233	16.6%	86
Used shaving cream/gel in last 6 months	3,998	53.9%	103
Used personal care soap (bar) in last 6 months	5,968	80.5%	96
Used personal care soap for antibacterial purpose	1,506	20.3%	106
Used personal care soap for complexion	520	7.0%	102
Used personal care soap for deodorant	1,085	14.6%	90
Use personal care soap for moisturizing	1,633	22.0%	102
Bought toothbrush in last 6 months	6,395	86.3%	101
Bought electric toothbrush in last 6 months	569	7.7%	115
Used toothpaste in last 6 months	7,212	97.3%	102
Used toothpaste <8 times in last 7 days	2,378	32.1%	100
Used toothpaste 15+ times in last 7 days	1,158	15.6%	96
Used toothpaste with baking soda in last 6 months	741	10.0%	87
Used toothpaste (gel) in last 6 months	2,085	28.1%	101
Used toothpaste (paste) in last 6 months	3,600	48.6%	100
Used whitening toothpaste in last 6 months	2,717	36.6%	105
Used tooth whitener (not toothpaste) last 6 months	857	11.6%	109
Had professional manicure/pedicure last 6 months	1,459	19.7%	115
Had professional facial/massage last 6 months	832	11.2%	119
Spent \$100+ at barber shops in last 6 months	574	7.7%	144
Spent \$100+ at beauty parlors in last 6 months	1,186	16.0%	101

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March 27, 2012

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# Health and Beauty Market Potential

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		49,904	51,573	
Population 18+		37,761	39,134	
Households		19,908	20,657	
Median Household Income		\$67,305	\$76,238	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		12,629	33.4%	111
Exercise at club 2+ times per week		5,891	15.6%	127
Exercise at other facility (not club) 2+ times/wk		3,643	9.6%	120
Own stationary bicycle		2,369	6.3%	111
Own treadmill		4,376	11.6%	118
Own weight lifting equipment		5,941	15.7%	121
Presently controlling diet		16,618	44.0%	107
Diet control for blood sugar level		2,469	6.5%	89
Diet control for cholesterol level		3,945	10.4%	103
Diet control to maintain weight		4,774	12.6%	113
Diet control for physical fitness		4,487	11.9%	119
Diet control for salt restriction		1,094	2.9%	87
Diet control for weight loss		6,193	16.4%	116
Used doctor's care/diet for diet method		930	2.5%	82
Used exercise program for diet method		3,924	10.4%	122
Used Weight Watchers as diet method		1,309	3.5%	114
Buy foods specifically labeled as fat-free		7,297	19.3%	110
Buy foods specifically labeled as high fiber		5,164	13.7%	119
Buy foods specifically labeled as high protein		2,328	6.2%	113
Buy foods specifically labeled as lactose-free		695	1.8%	100
Buy foods specifically labeled as low-calorie		4,787	12.7%	117
Buy foods specifically labeled as low-carb		3,333	8.8%	115
Buy foods specifically labeled as low-cholesterol		3,300	8.7%	106
Buy foods specifically labeled as low-fat		5,928	15.7%	118
Buy foods specifically labeled as low-sodium		3,754	9.9%	110
Buy foods specifically labeled as natural/organic		4,003	10.6%	126
Buy foods specifically labeled as sugar-free		5,334	14.1%	106
Used butter alternatives in last 6 months		1,447	3.8%	92
Used egg alternatives in last 6 months		5,367	14.2%	100
Used salt alternatives in last 6 months		10,010	26.5%	95
Drank meal/dietary supplement in last 6 months		2,932	7.8%	106
Used nutrition/energy bar in last 6 months		6,213	16.5%	117
Drank sports drink/thirst quencher in last 6 mo		12,254	32.5%	102
Used vitamin/dietary supplement in last 6 months		19,515	51.7%	106
Vitamin/dietary suppl used/6 mo: antioxidant		984	2.6%	89
Vitamin/dietary suppl used/6 mo: B complex		1,906	5.0%	104
Vitamin/dietary suppl used/6 mo: B complex+C		578	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6		713	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		1,967	5.2%	92
Vitamin/dietary suppl used/6 mo: C		3,598	9.5%	113
Vitamin/dietary suppl used/6 mo: calcium		4,235	11.2%	104

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,823	4.8%	98
Vitamin/dietary suppl used/6 mo: E	1,934	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	584	1.5%	91
Vitamin/dietary suppl used/6 mo: glucosamine	1,879	5.0%	108
Vitamin/dietary suppl used/6 mo: multiple formula	5,288	14.0%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,785	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,504	6.6%	112
Vitamin/dietary suppl used/6 mo: zinc	819	2.2%	94
Vitamin/dietary suppl/6 mo: Caltrate 600	1,046	2.8%	104
Vitamin/dietary suppl/6 mo: Centrum	2,303	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	2,368	6.3%	107
Visited doctor in last 12 months	30,486	80.7%	104
Visited doctor in last 12 months: 1-3 times	12,694	33.6%	99
Visited doctor in last 12 months: 4-7 times	9,025	23.9%	107
Visited doctor in last 12 months: 8+ times	8,767	23.2%	108
Visited doctor in last 12 mo: allergist	931	2.5%	103
Visited doctor in last 12 mo: cardiologist	2,599	6.9%	98
Visited doctor in last 12 mo: chiropractor	2,932	7.8%	104
Visited doctor in last 12 mo: dentist	16,239	43.0%	114
Visited doctor in last 12 mo: dermatologist	3,205	8.5%	119
Visited doctor in last 12 mo: ear/nose/throat	1,689	4.5%	97
Visited doctor in last 12 mo: eye	8,306	22.0%	106
Visited doctor in last 12 mo: general/family	16,927	44.8%	105
Visited doctor in last 12 mo: internist	3,201	8.5%	116
Visited doctor in last 12 mo: physical therapist	1,742	4.6%	102
Visited doctor in last 12 mo: podiatrist	1,321	3.5%	103
Visited doctor in last 12 mo: urologist	1,414	3.7%	97
Visited nurse practitioner in last 12 months	1,559	4.1%	98
Wear regular/sun/tinted prescription eyeglasses	13,614	36.1%	105
Wear bi-focals	6,042	16.0%	102
Wear disposable contact lenses	2,915	7.7%	119
Wear soft contact lenses	3,854	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	1,114	3.0%	106
Spent on contact lenses in last 12 mo: \$100-199	1,576	4.2%	112
Spent on contact lenses in last 12 mo: \$200+	1,395	3.7%	122
Bought prescription eyewear: discount optical ctr	3,017	8.0%	100
Bought prescription eyewear: from eye doctor	9,882	26.2%	102
Bought prescription eyewear: retail optical chain	4,995	13.2%	119
Used prescription drug for allergy/hay fever	2,976	7.9%	112
Used prescription drug for anxiety/panic	1,579	4.2%	102
Used prescription drug for arthritis/rheumatism	847	2.2%	85
Used prescription drug for asthma	1,561	4.1%	101
Used prescription drug for backache/back pain	2,698	7.1%	97
Used prescription drug for depression	2,225	5.9%	100
Used prescr drug for diabetes (insulin dependent)	518	1.4%	69
Used prescr drug for diabetes (non-insulin)	1,155	3.1%	82
Used prescription drug for eczema/skin itch/rash	806	2.1%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,312	6.1%	92
Used prescription drug for high blood pressure	4,589	12.2%	97
Used prescription drug for high cholesterol	3,326	8.8%	101
Used prescription drug for migraine headache	1,444	3.8%	103
Used prescription drug for sinus congest./headache	1,776	4.7%	97
Used prescription drug for urinary tract infection	1,112	2.9%	94
Used last 6 mo: adhesive bandages	21,598	57.2%	103
Used last 6 mo: athlete's foot/foot care product	4,646	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	18,583	49.2%	103
Used last 6 mo: children's cold tablets/liquids	5,477	14.5%	96
Used last 6 mo: contact lens cleaning solution	5,500	14.6%	119
Used last 6 mo: cotton swabs	18,670	49.4%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	17,826	47.2%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	12,590	33.3%	97
Used last 6 mo: children's cough syrup	4,978	13.2%	92
Used last 6 mo: diarrhea remedy	5,499	14.6%	89
Used last 6 mo: eye wash and drops	11,349	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	31,893	84.5%	101
Used last 6 mo: hemorrhoid remedy	3,340	8.8%	99
Used last 6 mo: indigestion/upset stomach remedy	16,701	44.2%	98
Used last 6 mo: lactose intolerance product	1,307	3.5%	98
Used last 6 mo: laxative/fiber supplement	4,978	13.2%	95
Used last 6 mo: medicated skin ointment	12,181	32.3%	103
Used last 6 mo: medicated throat remedy	3,884	10.3%	90
Used last 6 mo: nasal spray	6,322	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	8,302	22.0%	99
Used last 6 mo: pain relieving rub/liquid/patch	8,893	23.6%	93
Used last 6 mo: sleeping tablets (nonprescription)	1,965	5.2%	96
Used last 12 mo: sunburn remedy	6,001	15.9%	103
Used last 12 mo: suntan/sunscreen product	16,584	43.9%	114
Used last 12 mo: SPF 15+ suntan/sunscreen product	13,474	35.7%	119
Used last 6 mo: toothache/gum/canker sore remedy	5,917	15.7%	93
Used last 6 mo: vitamins for children	5,805	15.4%	104
Used body powder in last 6 months	9,441	25.0%	90
Used body powder <3 times in last 7 days	4,168	11.0%	94
Used body powder 8+ times in last 7 days	591	1.6%	72
Used body wash/shower gel in last 6 months	19,499	51.6%	100
Used breath freshener in last 6 months	17,696	46.9%	101
Used complexion care product in last 6 months	18,484	49.0%	104
Used complexion care product <7 times last week	4,922	13.0%	95
Used complexion care product 11+ times last week	6,874	18.2%	109
Used complexion care prod: dry facial skin type	2,787	7.4%	101
Used complexion care prod: normal facial skin type	6,103	16.2%	106
Used complexion care prod: oily facial skin type	2,156	5.7%	94
Used dental floss in last 6 months	25,718	68.1%	109

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	7,467	19.8%	98
Used denture adhesive/fixative in last 6 months	1,646	4.4%	69
Used denture cleaner in last 6 months	3,187	8.4%	76
Used deodorant/antiperspirant in last 6 months	35,256	93.4%	100
Used deodorant/antiperspirant <8 times last week	26,187	69.3%	101
Used deodorant/antiperspirant 15+ times last week	1,998	5.3%	88
Used disposable razor in last 6 months	19,582	51.9%	99
Used electric shaver in last 6 months	7,232	19.2%	102
Used hair coloring product (at home) last 6 months	7,419	19.6%	98
Used hair conditioner (at home) in last 6 months	23,526	62.3%	100
Used hair conditioning treatment (at home)/6 mo	8,367	22.2%	94
Used hair growth product in last 6 months	864	2.3%	100
Used hair mousse in last 6 months	6,712	17.8%	102
Used hair spray (at home) in last 6 months	13,756	36.4%	101
Used hair styling gel/lotion in last 6 months	10,824	28.7%	107
Used hand & body cream/lotion/oil in last 6 months	27,501	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	7,903	20.9%	98
Used hand & body cream/lotion/oil 9+ times last wk	9,393	24.9%	100
Used hand & body cream in last 6 months	6,842	18.1%	103
Used hand & body lotion in last 6 months	18,857	49.9%	102
Used hand & body oil in last 6 months	1,929	5.1%	98
Used lip care in last 6 months	23,265	61.6%	103
Used liquid soap/hand sanitizer in last 6 months	30,232	80.1%	104
Used mouthwash in last 6 months	24,578	65.1%	99
Used mouthwash <4 times in last 7 days	8,121	21.5%	100
Used mouthwash 8+ times in last 7 days	5,528	14.6%	93
Used shampoo (at home) in last 6 months	35,129	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,361	16.8%	87
Used shaving cream/gel in last 6 months	20,287	53.7%	103
Used personal care soap (bar) in last 6 months	31,045	82.2%	98
Used personal care soap for antibacterial purpose	7,199	19.1%	99
Used personal care soap for complexion	2,621	6.9%	101
Used personal care soap for deodorant	6,188	16.4%	101
Use personal care soap for moisturizing	8,142	21.6%	100
Bought toothbrush in last 6 months	32,284	85.5%	100
Bought electric toothbrush in last 6 months	2,964	7.8%	118
Used toothpaste in last 6 months	36,424	96.5%	101
Used toothpaste <8 times in last 7 days	11,630	30.8%	96
Used toothpaste 15+ times in last 7 days	5,952	15.8%	97
Used toothpaste with baking soda in last 6 months	3,904	10.3%	90
Used toothpaste (gel) in last 6 months	11,283	29.9%	107
Used toothpaste (paste) in last 6 months	18,803	49.8%	103
Used whitening toothpaste in last 6 months	14,052	37.2%	107
Used tooth whitener (not toothpaste) last 6 months	4,079	10.8%	102
Had professional manicure/pedicure last 6 months	7,356	19.5%	114
Had professional facial/massage last 6 months	4,235	11.2%	119
Spent \$100+ at barber shops in last 6 months	2,485	6.6%	123
Spent \$100+ at beauty parlors in last 6 months	7,343	19.4%	122

**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

# Health and Beauty Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		112,756	117,030	
Population 18+		83,513	86,842	
Households		44,003	45,811	
Median Household Income		\$68,755	\$77,482	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		27,962	33.5%	112
Exercise at club 2+ times per week		12,937	15.5%	126
Exercise at other facility (not club) 2+ times/wk		7,871	9.4%	117
Own stationary bicycle		5,289	6.3%	112
Own treadmill		10,181	12.2%	124
Own weight lifting equipment		13,500	16.2%	125
Presently controlling diet		37,013	44.3%	107
Diet control for blood sugar level		5,580	6.7%	91
Diet control for cholesterol level		8,710	10.4%	103
Diet control to maintain weight		10,489	12.6%	112
Diet control for physical fitness		9,866	11.8%	118
Diet control for salt restriction		2,341	2.8%	84
Diet control for weight loss		14,033	16.8%	118
Used doctor's care/diet for diet method		2,051	2.5%	82
Used exercise program for diet method		8,637	10.3%	122
Used Weight Watchers as diet method		2,968	3.6%	117
Buy foods specifically labeled as fat-free		16,227	19.4%	111
Buy foods specifically labeled as high fiber		11,458	13.7%	120
Buy foods specifically labeled as high protein		5,142	6.2%	112
Buy foods specifically labeled as lactose-free		1,416	1.7%	92
Buy foods specifically labeled as low-calorie		10,412	12.5%	115
Buy foods specifically labeled as low-carb		7,355	8.8%	114
Buy foods specifically labeled as low-cholesterol		7,056	8.4%	102
Buy foods specifically labeled as low-fat		12,996	15.6%	117
Buy foods specifically labeled as low-sodium		8,174	9.8%	109
Buy foods specifically labeled as natural/organic		8,765	10.5%	125
Buy foods specifically labeled as sugar-free		11,863	14.2%	107
Used butter alternatives in last 6 months		3,159	3.8%	91
Used egg alternatives in last 6 months		11,816	14.1%	99
Used salt alternatives in last 6 months		22,544	27.0%	97
Drank meal/dietary supplement in last 6 months		6,478	7.8%	106
Used nutrition/energy bar in last 6 months		13,657	16.4%	116
Drank sports drink/thirst quencher in last 6 mo		27,105	32.5%	102
Used vitamin/dietary supplement in last 6 months		43,184	51.7%	107
Vitamin/dietary suppl used/6 mo: antioxidant		2,330	2.8%	96
Vitamin/dietary suppl used/6 mo: B complex		4,341	5.2%	107
Vitamin/dietary suppl used/6 mo: B complex+C		1,326	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6		1,616	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		4,356	5.2%	92
Vitamin/dietary suppl used/6 mo: C		7,942	9.5%	113
Vitamin/dietary suppl used/6 mo: calcium		9,330	11.2%	104

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	4,003	4.8%	97
Vitamin/dietary suppl used/6 mo: E	4,246	5.1%	102
Vitamin/dietary suppl used/6 mo: garlic	1,317	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	4,209	5.0%	109
Vitamin/dietary suppl used/6 mo: multiple formula	11,687	14.0%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,917	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	5,559	6.7%	112
Vitamin/dietary suppl used/6 mo: zinc	1,799	2.2%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	2,183	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	5,065	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	5,333	6.4%	109
Visited doctor in last 12 months	67,381	80.7%	104
Visited doctor in last 12 months: 1-3 times	28,125	33.7%	99
Visited doctor in last 12 months: 4-7 times	20,052	24.0%	108
Visited doctor in last 12 months: 8+ times	19,205	23.0%	106
Visited doctor in last 12 mo: allergist	2,152	2.6%	108
Visited doctor in last 12 mo: cardiologist	5,742	6.9%	97
Visited doctor in last 12 mo: chiropractor	6,606	7.9%	106
Visited doctor in last 12 mo: dentist	35,761	42.8%	113
Visited doctor in last 12 mo: dermatologist	6,871	8.2%	115
Visited doctor in last 12 mo: ear/nose/throat	3,726	4.5%	97
Visited doctor in last 12 mo: eye	18,310	21.9%	106
Visited doctor in last 12 mo: general/family	37,636	45.1%	106
Visited doctor in last 12 mo: internist	6,818	8.2%	111
Visited doctor in last 12 mo: physical therapist	3,838	4.6%	101
Visited doctor in last 12 mo: podiatrist	2,785	3.3%	99
Visited doctor in last 12 mo: urologist	3,196	3.8%	99
Visited nurse practitioner in last 12 months	3,384	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	30,262	36.2%	105
Wear bi-focals	13,380	16.0%	102
Wear disposable contact lenses	6,467	7.7%	119
Wear soft contact lenses	8,488	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	2,608	3.1%	112
Spent on contact lenses in last 12 mo: \$100-199	3,489	4.2%	112
Spent on contact lenses in last 12 mo: \$200+	3,019	3.6%	119
Bought prescription eyewear: discount optical ctr	6,762	8.1%	102
Bought prescription eyewear: from eye doctor	21,911	26.2%	102
Bought prescription eyewear: retail optical chain	10,939	13.1%	118
Used prescription drug for allergy/hay fever	6,492	7.8%	111
Used prescription drug for anxiety/panic	3,414	4.1%	100
Used prescription drug for arthritis/rheumatism	1,859	2.2%	85
Used prescription drug for asthma	3,423	4.1%	100
Used prescription drug for backache/back pain	5,976	7.2%	97
Used prescription drug for depression	4,769	5.7%	97
Used prescr drug for diabetes (insulin dependent)	1,204	1.4%	73
Used prescr drug for diabetes (non-insulin)	2,677	3.2%	86
Used prescription drug for eczema/skin itch/rash	1,841	2.2%	106

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# Health and Beauty Market Potential

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	5,125	6.1%	93
Used prescription drug for high blood pressure	10,178	12.2%	98
Used prescription drug for high cholesterol	7,554	9.0%	104
Used prescription drug for migraine headache	3,186	3.8%	103
Used prescription drug for sinus congest./headache	4,048	4.8%	100
Used prescription drug for urinary tract infection	2,493	3.0%	96
Used last 6 mo: adhesive bandages	47,813	57.3%	103
Used last 6 mo: athlete's foot/foot care product	10,503	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	41,268	49.4%	104
Used last 6 mo: children's cold tablets/liquids	12,585	15.1%	100
Used last 6 mo: contact lens cleaning solution	12,134	14.5%	119
Used last 6 mo: cotton swabs	42,138	50.5%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	39,366	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	27,803	33.3%	97
Used last 6 mo: children's cough syrup	11,597	13.9%	97
Used last 6 mo: diarrhea remedy	12,619	15.1%	92
Used last 6 mo: eye wash and drops	25,182	30.2%	99
Used last 6 mo: headache/pain reliever (nonprescr)	71,214	85.3%	102
Used last 6 mo: hemorrhoid remedy	7,447	8.9%	100
Used last 6 mo: indigestion/upset stomach remedy	37,511	44.9%	100
Used last 6 mo: lactose intolerance product	2,818	3.4%	96
Used last 6 mo: laxative/fiber supplement	11,017	13.2%	95
Used last 6 mo: medicated skin ointment	26,934	32.3%	103
Used last 6 mo: medicated throat remedy	8,852	10.6%	93
Used last 6 mo: nasal spray	13,833	16.6%	104
Used last 6 mo: pain reliever/fever reducer (kids)	19,008	22.8%	103
Used last 6 mo: pain relieving rub/liquid/patch	19,879	23.8%	94
Used last 6 mo: sleeping tablets (nonprescription)	4,330	5.2%	96
Used last 12 mo: sunburn remedy	13,451	16.1%	104
Used last 12 mo: suntan/sunscreen product	37,144	44.5%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	30,144	36.1%	120
Used last 6 mo: toothache/gum/canker sore remedy	13,249	15.9%	94
Used last 6 mo: vitamins for children	13,354	16.0%	109
Used body powder in last 6 months	20,935	25.1%	90
Used body powder <3 times in last 7 days	9,077	10.9%	92
Used body powder 8+ times in last 7 days	1,336	1.6%	73
Used body wash/shower gel in last 6 months	42,994	51.5%	99
Used breath freshener in last 6 months	39,241	47.0%	101
Used complexion care product in last 6 months	41,091	49.2%	104
Used complexion care product <7 times last week	10,815	13.0%	95
Used complexion care product 11+ times last week	15,259	18.3%	110
Used complexion care prod: dry facial skin type	6,160	7.4%	101
Used complexion care prod: normal facial skin type	13,634	16.3%	107
Used complexion care prod: oily facial skin type	4,763	5.7%	94
Used dental floss in last 6 months	57,032	68.3%	109

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# Health and Beauty Market Potential

SR 125/I-275  
 I 275 N, Cincinnati, OH, 45245  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.06843  
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	16,472	19.7%	98
Used denture adhesive/fixative in last 6 months	3,722	4.5%	71
Used denture cleaner in last 6 months	7,087	8.5%	77
Used deodorant/antiperspirant in last 6 months	78,263	93.7%	101
Used deodorant/antiperspirant <8 times last week	58,376	69.9%	102
Used deodorant/antiperspirant 15+ times last week	4,415	5.3%	87
Used disposable razor in last 6 months	43,323	51.9%	99
Used electric shaver in last 6 months	15,945	19.1%	101
Used hair coloring product (at home) last 6 months	16,368	19.6%	98
Used hair conditioner (at home) in last 6 months	51,977	62.2%	100
Used hair conditioning treatment (at home)/6 mo	18,550	22.2%	94
Used hair growth product in last 6 months	1,848	2.2%	97
Used hair mousse in last 6 months	14,774	17.7%	102
Used hair spray (at home) in last 6 months	30,831	36.9%	102
Used hair styling gel/lotion in last 6 months	23,905	28.6%	107
Used hand & body cream/lotion/oil in last 6 months	60,810	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	17,299	20.7%	97
Used hand & body cream/lotion/oil 9+ times last wk	20,757	24.9%	100
Used hand & body cream in last 6 months	15,007	18.0%	102
Used hand & body lotion in last 6 months	41,939	50.2%	102
Used hand & body oil in last 6 months	4,107	4.9%	95
Used lip care in last 6 months	51,337	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	66,919	80.1%	104
Used mouthwash in last 6 months	54,271	65.0%	99
Used mouthwash <4 times in last 7 days	18,176	21.8%	101
Used mouthwash 8+ times in last 7 days	12,115	14.5%	92
Used shampoo (at home) in last 6 months	77,679	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	14,158	17.0%	88
Used shaving cream/gel in last 6 months	44,854	53.7%	103
Used personal care soap (bar) in last 6 months	68,800	82.4%	98
Used personal care soap for antibacterial purpose	15,732	18.8%	98
Used personal care soap for complexion	5,755	6.9%	100
Used personal care soap for deodorant	14,158	17.0%	105
Use personal care soap for moisturizing	17,845	21.4%	99
Bought toothbrush in last 6 months	71,795	86.0%	101
Bought electric toothbrush in last 6 months	6,587	7.9%	118
Used toothpaste in last 6 months	80,553	96.5%	101
Used toothpaste <8 times in last 7 days	25,571	30.6%	95
Used toothpaste 15+ times in last 7 days	13,215	15.8%	97
Used toothpaste with baking soda in last 6 months	8,727	10.5%	91
Used toothpaste (gel) in last 6 months	25,312	30.3%	109
Used toothpaste (paste) in last 6 months	41,532	49.7%	103
Used whitening toothpaste in last 6 months	31,398	37.6%	108
Used tooth whitener (not toothpaste) last 6 months	9,135	10.9%	103
Had professional manicure/pedicure last 6 months	16,117	19.3%	113
Had professional facial/massage last 6 months	9,267	11.1%	118
Spent \$100+ at barber shops in last 6 months	5,243	6.3%	117
Spent \$100+ at beauty parlors in last 6 months	16,335	19.6%	123

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		9,667	9,883
Population 18+		7,414	7,578
Households		4,381	4,517
Median Household Income		\$64,159	\$72,793
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	5,746	77.5%	108
Family restaurant/steak house last month: <2 times	2,061	27.8%	108
Family restaurant/steak house last month: 2-4 times	2,037	27.5%	102
Family restaurant/steak house last month: 5+ times	1,648	22.2%	114
Family restaurant/steak house last 6 months: breakfast	1,084	14.6%	111
Family restaurant/steak house last 6 months: lunch	1,909	25.7%	104
Family restaurant/steak house last 6 months: snack	176	2.4%	85
Family restaurant/steak house last 6 months: dinner	4,409	59.5%	112
Family restaurant/steak house last 6 months: weekday	3,175	42.8%	111
Family restaurant/steak house last 6 months: weekend	3,797	51.2%	115
Family restaurant/steak house last 6 months: Applebee's	2,120	28.6%	113
Family restaurant/steak house last 6 months: Bennigan's	175	2.4%	107
Family restaurant/steak house last 6 months: Bob Evans Farm	266	3.6%	78
Family restaurant/steak house last 6 months: Cheesecake Factory	634	8.6%	130
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,063	14.3%	124
Family restaurant/steak house last 6 months: Cracker Barrel	706	9.5%	86
Family restaurant/steak house last 6 months: Denny's	736	9.9%	110
Family restaurant/steak house last 6 months: Friendly's	190	2.6%	64
Family restaurant/steak house last 6 months: Golden Corral	431	5.8%	80
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,055	14.2%	122
Family restaurant/steak house last 6 months: Lone Star Steakhouse	200	2.7%	99
Family restaurant/steak house last 6 months: Old Country Buffet	239	3.2%	113
Family restaurant/steak house last 6 months: Olive Garden	1,525	20.6%	116
Family restaurant/steak house last 6 months: Outback Steakhouse	920	12.4%	108
Family restaurant/steak house last 6 months: Perkins	287	3.9%	107
Family restaurant/steak house last 6 months: Red Lobster	1,050	14.2%	105
Family restaurant/steak house last 6 months: Red Robin	593	8.0%	142
Family restaurant/steak house last 6 months: Ruby Tuesday	723	9.8%	117
Family restaurant/steak house last 6 months: Ryan's	179	2.4%	64
Family restaurant/steak house last 6 months: Sizzler	211	2.8%	94
Family restaurant/steak house last 6 months: T.G.I. Friday's	937	12.6%	123
Went to fast food/drive-in restaurant in last 6 months	6,686	90.2%	102
Went to fast food/drive-in restaurant <6 times/month	2,551	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/month	2,187	29.5%	102
Went to fast food/drive-in restaurant 14+ times/month	1,949	26.3%	105
Fast food/drive-in last 6 months: breakfast	2,423	32.7%	119
Fast food/drive-in last 6 months: lunch	4,625	62.4%	106
Fast food/drive-in last 6 months: snack	1,418	19.1%	110
Fast food/drive-in last 6 months: dinner	3,852	52.0%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	5,089	68.6%	103
Fast food/drive-in last 6 months: weekend	3,910	52.7%	109
Fast food/drive-in last 6 months: A & W	330	4.5%	98
Fast food/drive-in last 6 months: Arby's	1,636	22.1%	107
Fast food/drive-in last 6 months: Boston Market	503	6.8%	142
Fast food/drive-in last 6 months: Burger King	2,709	36.5%	101
Fast food/drive-in last 6 months: Captain D's	227	3.1%	60
Fast food/drive-in last 6 months: Carl's Jr.	454	6.1%	98
Fast food/drive-in last 6 months: Checkers	231	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	1,296	17.5%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	770	10.4%	171
Fast food/drive-in last 6 months: Chuck E. Cheese	373	5.0%	112
Fast food/drive-in last 6 months: Church's Fr. Chicken	259	3.5%	81
Fast food/drive-in last 6 months: Dairy Queen	1,097	14.8%	93
Fast food/drive-in last 6 months: Del Taco	245	3.3%	99
Fast food/drive-in last 6 months: Domino's Pizza	1,108	14.9%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	931	12.6%	109
Fast food/drive-in last 6 months: Fuddruckers	258	3.5%	125
Fast food/drive-in last 6 months: Hardee's	318	4.3%	63
Fast food/drive-in last 6 months: Jack in the Box	929	12.5%	121
Fast food/drive-in last 6 months: KFC	2,001	27.0%	98
Fast food/drive-in last 6 months: Little Caesars	508	6.9%	94
Fast food/drive-in last 6 months: Long John Silver's	314	4.2%	67
Fast food/drive-in last 6 months: McDonald's	4,147	55.9%	100
Fast food/drive-in last 6 months: Panera Bread	1,021	13.8%	141
Fast food/drive-in last 6 months: Papa John's	787	10.6%	122
Fast food/drive-in last 6 months: Pizza Hut	1,642	22.1%	100
Fast food/drive-in last 6 months: Popeyes	676	9.1%	125
Fast food/drive-in last 6 months: Quiznos	895	12.1%	134
Fast food/drive-in last 6 months: Sonic Drive-In	766	10.3%	88
Fast food/drive-in last 6 months: Starbucks	1,676	22.6%	152
Fast food/drive-in last 6 months: Steak n Shake	448	6.0%	120
Fast food/drive-in last 6 months: Subway	2,569	34.7%	109
Fast food/drive-in last 6 months: Taco Bell	2,714	36.6%	114
Fast food/drive-in last 6 months: Wendy's	2,415	32.6%	104
Fast food/drive-in last 6 months: Whataburger	353	4.8%	99
Fast food/drive-in last 6 months: White Castle	257	3.5%	86
Fast food/drive-in last 6 months: eat in	2,763	37.3%	99
Fast food/drive-in last 6 months: home delivery	1,004	13.5%	130
Fast food/drive-in last 6 months: take-out/drive-thru	4,083	55.1%	105
Fast food/drive-in last 6 months: take-out/walk-in	2,015	27.2%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Demographic Summary	2010	2015
Population	49,904	51,573
Population 18+	37,761	39,134
Households	19,908	20,657
Median Household Income	\$67,305	\$76,238

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,703	78.7%	109
Family restaurant/steak house last month: <2 times	10,039	26.6%	104
Family restaurant/steak house last month: 2-4 times	11,168	29.6%	109
Family restaurant/steak house last month: 5+ times	8,495	22.5%	116
Family restaurant/steak house last 6 months: breakfast	5,522	14.6%	111
Family restaurant/steak house last 6 months: lunch	10,240	27.1%	109
Family restaurant/steak house last 6 months: snack	958	2.5%	91
Family restaurant/steak house last 6 months: dinner	23,028	61.0%	115
Family restaurant/steak house last 6 months: weekday	16,852	44.6%	116
Family restaurant/steak house last 6 months: weekend	19,019	50.4%	113
Family restaurant/steak house last 6 months: Applebee's	11,098	29.4%	116
Family restaurant/steak house last 6 months: Bennigan's	1,003	2.7%	121
Family restaurant/steak house last 6 months: Bob Evans Farm	1,743	4.6%	101
Family restaurant/steak house last 6 months: Cheesecake Factory	3,076	8.1%	124
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,466	14.5%	125
Family restaurant/steak house last 6 months: Cracker Barrel	4,358	11.5%	104
Family restaurant/steak house last 6 months: Denny's	3,522	9.3%	103
Family restaurant/steak house last 6 months: Friendly's	1,722	4.6%	115
Family restaurant/steak house last 6 months: Golden Corral	2,460	6.5%	90
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,991	13.2%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,146	3.0%	111
Family restaurant/steak house last 6 months: Old Country Buffet	1,170	3.1%	109
Family restaurant/steak house last 6 months: Olive Garden	8,170	21.6%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	5,268	14.0%	122
Family restaurant/steak house last 6 months: Perkins	1,372	3.6%	100
Family restaurant/steak house last 6 months: Red Lobster	5,556	14.7%	109
Family restaurant/steak house last 6 months: Red Robin	2,960	7.8%	139
Family restaurant/steak house last 6 months: Ruby Tuesday	3,813	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	877	2.3%	62
Family restaurant/steak house last 6 months: Sizzler	787	2.1%	69
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,868	12.9%	125
Went to fast food/drive-in restaurant in last 6 months	34,241	90.7%	102
Went to fast food/drive-in restaurant <6 times/month	13,158	34.8%	99
Went to fast food/drive-in restaurant 6-13 times/month	11,345	30.0%	104
Went to fast food/drive-in restaurant 14+ times/month	9,738	25.8%	103
Fast food/drive-in last 6 months: breakfast	11,479	30.4%	111
Fast food/drive-in last 6 months: lunch	23,946	63.4%	108
Fast food/drive-in last 6 months: snack	7,131	18.9%	109
Fast food/drive-in last 6 months: dinner	19,433	51.5%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	26,869	71.2%	107
Fast food/drive-in last 6 months: weekend	19,022	50.4%	104
Fast food/drive-in last 6 months: A & W	1,832	4.9%	107
Fast food/drive-in last 6 months: Arby's	8,819	23.4%	113
Fast food/drive-in last 6 months: Boston Market	2,459	6.5%	137
Fast food/drive-in last 6 months: Burger King	13,999	37.1%	102
Fast food/drive-in last 6 months: Captain D's	1,401	3.7%	72
Fast food/drive-in last 6 months: Carl's Jr.	1,946	5.2%	83
Fast food/drive-in last 6 months: Checkers	1,143	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	6,326	16.8%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,245	8.6%	141
Fast food/drive-in last 6 months: Chuck E. Cheese	1,722	4.6%	102
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,345	3.6%	83
Fast food/drive-in last 6 months: Dairy Queen	6,347	16.8%	105
Fast food/drive-in last 6 months: Del Taco	1,197	3.2%	95
Fast food/drive-in last 6 months: Domino's Pizza	5,064	13.4%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	5,181	13.7%	119
Fast food/drive-in last 6 months: Fuddruckers	1,330	3.5%	126
Fast food/drive-in last 6 months: Hardee's	1,935	5.1%	75
Fast food/drive-in last 6 months: Jack in the Box	3,881	10.3%	99
Fast food/drive-in last 6 months: KFC	10,129	26.8%	97
Fast food/drive-in last 6 months: Little Caesars	2,649	7.0%	96
Fast food/drive-in last 6 months: Long John Silver's	1,974	5.2%	83
Fast food/drive-in last 6 months: McDonald's	21,619	57.3%	102
Fast food/drive-in last 6 months: Panera Bread	5,288	14.0%	144
Fast food/drive-in last 6 months: Papa John's	3,817	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	8,202	21.7%	98
Fast food/drive-in last 6 months: Popeyes	2,934	7.8%	106
Fast food/drive-in last 6 months: Quiznos	4,174	11.1%	123
Fast food/drive-in last 6 months: Sonic Drive-In	4,226	11.2%	95
Fast food/drive-in last 6 months: Starbucks	7,256	19.2%	129
Fast food/drive-in last 6 months: Steak n Shake	2,250	6.0%	118
Fast food/drive-in last 6 months: Subway	12,816	33.9%	107
Fast food/drive-in last 6 months: Taco Bell	13,093	34.7%	108
Fast food/drive-in last 6 months: Wendy's	12,808	33.9%	109
Fast food/drive-in last 6 months: Whataburger	1,770	4.7%	97
Fast food/drive-in last 6 months: White Castle	1,426	3.8%	94
Fast food/drive-in last 6 months: eat in	14,699	38.9%	103
Fast food/drive-in last 6 months: home delivery	4,362	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	21,149	56.0%	107
Fast food/drive-in last 6 months: take-out/walk-in	10,055	26.6%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Demographic Summary	2010	2015
Population	112,756	117,030
Population 18+	83,513	86,842
Households	44,003	45,811
Median Household Income	\$68,755	\$77,482

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	65,896	78.9%	110
Family restaurant/steak house last month: <2 times	22,110	26.5%	103
Family restaurant/steak house last month: 2-4 times	24,974	29.9%	111
Family restaurant/steak house last month: 5+ times	18,812	22.5%	116
Family restaurant/steak house last 6 months: breakfast	12,496	15.0%	114
Family restaurant/steak house last 6 months: lunch	22,850	27.4%	110
Family restaurant/steak house last 6 months: snack	2,144	2.6%	92
Family restaurant/steak house last 6 months: dinner	51,193	61.3%	116
Family restaurant/steak house last 6 months: weekday	37,279	44.6%	116
Family restaurant/steak house last 6 months: weekend	42,561	51.0%	115
Family restaurant/steak house last 6 months: Applebee's	24,743	29.6%	117
Family restaurant/steak house last 6 months: Bennigan's	2,270	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm	4,084	4.9%	106
Family restaurant/steak house last 6 months: Cheesecake Factory	6,572	7.9%	120
Family restaurant/steak house last 6 months: Chili's Grill & Bar	12,149	14.5%	126
Family restaurant/steak house last 6 months: Cracker Barrel	10,194	12.2%	110
Family restaurant/steak house last 6 months: Denny's	7,711	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	3,704	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral	5,824	7.0%	97
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	11,062	13.2%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,672	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet	2,510	3.0%	106
Family restaurant/steak house last 6 months: Olive Garden	18,381	22.0%	124
Family restaurant/steak house last 6 months: Outback Steakhouse	11,804	14.1%	123
Family restaurant/steak house last 6 months: Perkins	3,221	3.9%	106
Family restaurant/steak house last 6 months: Red Lobster	12,383	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	6,465	7.7%	137
Family restaurant/steak house last 6 months: Ruby Tuesday	8,448	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	2,019	2.4%	64
Family restaurant/steak house last 6 months: Sizzler	1,824	2.2%	72
Family restaurant/steak house last 6 months: T.G.I. Friday's	10,642	12.7%	124
Went to fast food/drive-in restaurant in last 6 months	76,158	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	29,197	35.0%	100
Went to fast food/drive-in restaurant 6-13 times/month	25,340	30.3%	105
Went to fast food/drive-in restaurant 14+ times/month	21,619	25.9%	104
Fast food/drive-in last 6 months: breakfast	25,184	30.2%	110
Fast food/drive-in last 6 months: lunch	53,240	63.8%	108
Fast food/drive-in last 6 months: snack	15,474	18.5%	106
Fast food/drive-in last 6 months: dinner	43,287	51.8%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	59,809	71.6%	108
Fast food/drive-in last 6 months: weekend	42,302	50.7%	105
Fast food/drive-in last 6 months: A & W	4,025	4.8%	106
Fast food/drive-in last 6 months: Arby's	19,547	23.4%	113
Fast food/drive-in last 6 months: Boston Market	5,157	6.2%	130
Fast food/drive-in last 6 months: Burger King	31,118	37.3%	103
Fast food/drive-in last 6 months: Captain D's	3,271	3.9%	76
Fast food/drive-in last 6 months: Carl's Jr.	4,252	5.1%	82
Fast food/drive-in last 6 months: Checkers	2,501	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	14,167	17.0%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,952	8.3%	137
Fast food/drive-in last 6 months: Chuck E. Cheese	3,860	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,016	3.6%	84
Fast food/drive-in last 6 months: Dairy Queen	14,649	17.5%	110
Fast food/drive-in last 6 months: Del Taco	2,624	3.1%	94
Fast food/drive-in last 6 months: Domino's Pizza	11,199	13.4%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	11,107	13.3%	115
Fast food/drive-in last 6 months: Fuddruckers	3,168	3.8%	136
Fast food/drive-in last 6 months: Hardee's	4,472	5.4%	79
Fast food/drive-in last 6 months: Jack in the Box	8,351	10.0%	96
Fast food/drive-in last 6 months: KFC	22,695	27.2%	98
Fast food/drive-in last 6 months: Little Caesars	6,160	7.4%	101
Fast food/drive-in last 6 months: Long John Silver's	4,569	5.5%	87
Fast food/drive-in last 6 months: McDonald's	48,447	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	11,335	13.6%	139
Fast food/drive-in last 6 months: Papa John's	8,592	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	18,591	22.3%	101
Fast food/drive-in last 6 months: Popeyes	6,357	7.6%	104
Fast food/drive-in last 6 months: Quiznos	9,323	11.2%	124
Fast food/drive-in last 6 months: Sonic Drive-In	9,701	11.6%	99
Fast food/drive-in last 6 months: Starbucks	15,440	18.5%	125
Fast food/drive-in last 6 months: Steak n Shake	4,982	6.0%	119
Fast food/drive-in last 6 months: Subway	28,755	34.4%	109
Fast food/drive-in last 6 months: Taco Bell	29,115	34.9%	108
Fast food/drive-in last 6 months: Wendy's	28,516	34.1%	110
Fast food/drive-in last 6 months: Whataburger	4,075	4.9%	101
Fast food/drive-in last 6 months: White Castle	3,192	3.8%	95
Fast food/drive-in last 6 months: eat in	32,495	38.9%	103
Fast food/drive-in last 6 months: home delivery	9,591	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	47,707	57.1%	109
Fast food/drive-in last 6 months: take-out/walk-in	21,933	26.3%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		9,667	9,883	
Population 18+		7,414	7,578	
Households		4,381	4,517	
Median Household Income		\$64,159	\$72,793	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		867	11.7%	118
Participated in archery		179	2.4%	91
Participated in backpacking/hiking		804	10.8%	115
Participated in baseball		433	5.8%	112
Participated in basketball		874	11.8%	126
Participated in bicycling (mountain)		346	4.7%	127
Participated in bicycling (road)		874	11.8%	122
Participated in boating (power)		531	7.2%	116
Participated in bowling		1,143	15.4%	132
Participated in canoeing/kayaking		357	4.8%	101
Participated in downhill skiing		227	3.1%	105
Participated in fishing (fresh water)		844	11.4%	87
Participated in fishing (salt water)		354	4.8%	105
Participated in football		553	7.5%	120
Participated in Frisbee		383	5.2%	95
Participated in golf		882	11.9%	115
Play golf < once a month		304	4.1%	104
Play golf 1+ times a month		429	5.8%	107
Participated in horseback riding		182	2.5%	81
Participated in hunting with rifle		195	2.6%	54
Participated in hunting with shotgun		171	2.3%	54
Participated in ice skating		212	2.9%	99
Participated in jogging/running		1,156	15.6%	148
Participated in martial arts		93	1.3%	89
Participated in motorcycling		278	3.8%	102
Participated in Pilates		248	3.3%	102
Participated in roller skating		141	1.9%	91
Participated in snowboarding		147	2.0%	103
Participated in soccer		457	6.2%	143
Participated in softball		326	4.4%	113
Participated in swimming		1,659	22.4%	115
Participated in target shooting		217	2.9%	76
Participated in tennis		478	6.4%	151
Participated in volleyball		285	3.8%	110
Participated in walking for exercise		2,308	31.1%	105
Participated in weight lifting		1,075	14.5%	123
Participated in yoga		520	7.0%	121
Spent on high end sports/recreation equipment/12 mo: <\$250		390	5.3%	119
Spent on high end sports/recreation equipment/12 mo: \$250+		324	4.4%	112
Attend sports event: auto racing (NASCAR)		577	7.8%	106
Attend sports event: auto racing (not NASCAR)		458	6.2%	97
Attend sports event: baseball game		1,315	17.7%	120

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	794	10.7%	135
Attend sports event: basketball game (pro)	815	11.0%	129
Attend sports event: football game (college)	998	13.5%	130
Attend sports event: football-Monday night game (pro)	579	7.8%	127
Attend sports event: football-weekend game (pro)	855	11.5%	127
Attend sports event: golf tournament	402	5.4%	98
Attend sports event: ice hockey game	573	7.7%	117
Attend sports event: soccer game	511	6.9%	111
Attend sports event: tennis match	397	5.4%	109
Attended adult education course in last 12 months	501	6.8%	102
Attended auto show in last 12 months	718	9.7%	117
Went to bar/night club in last 12 months	1,774	23.9%	125
Went to beach in last 12 months	2,142	28.9%	118
Attended dance performance in last 12 months	378	5.1%	115
Danced/went dancing in last 12 months	829	11.2%	118
Dined out in last 12 months	3,908	52.7%	107
Dine out < once a month	371	5.0%	106
Dine out once a month	411	5.5%	90
Dine out 2-3 times a month	944	12.7%	111
Dine out once a week	970	13.1%	113
Dine out 2+ times per week	729	9.8%	99
Gambled at casino in last 12 months	1,427	19.2%	120
Gambled at casino 6+ times in last 12 months	272	3.7%	135
Gambled in Atlantic City in last 12 months	178	2.4%	95
Gambled in Las Vegas in last 12 months	441	5.9%	125
Attended horse races in last 12 months	225	3.0%	102
Attended movies in last 6 months	4,851	65.4%	111
Attended movies in last 90 days: < once a month	2,600	35.1%	109
Attended movies in last 90 days: once a month	1,062	14.3%	140
Attended movies in last 90 days: 2-3 times a month	561	7.6%	112
Attended movies in last 90 days: once/week or more	182	2.5%	96
Prefer to see movie after second week of release	1,924	26.0%	110
Went to museum in last 12 months	1,080	14.6%	114
Attended music performance in last 12 months	2,026	27.3%	115
Attended country music performance in last 12 mo	415	5.6%	110
Attended rock music performance in last 12 months	916	12.4%	113
Attended classical music/opera performance/12 mo	325	4.4%	95
Went to live theater in last 12 months	1,073	14.5%	110
Visited a theme park in last 12 months	1,913	25.8%	120
Visited Disney World (FL)/12 mo: Magic Kingdom	249	3.4%	99
Visited any Sea World in last 12 months	277	3.7%	110
Visited any Six Flags in last 12 months	528	7.1%	123
Went to zoo in last 12 months	1,145	15.4%	121
Played backgammon in last 12 months	193	2.6%	130
Participated in book club in last 12 months	188	2.5%	80
Played billiards/pool in last 12 months	897	12.1%	126
Played bingo in last 12 months	303	4.1%	96
Did birdwatching in last 12 months	386	5.2%	84
Played board game in last 12 months	1,349	18.2%	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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,563	21.1%	101
Played chess in last 12 months	297	4.0%	110
Cooked for fun in last 12 months	1,727	23.3%	112
Did crossword puzzle in last 12 months	1,030	13.9%	95
Participated in fantasy sports league last 12 mo	229	3.1%	95
Flew a kite in last 12 months	213	2.9%	101
Did furniture refinishing in last 12 months	197	2.7%	82
Did indoor gardening/plant care in last 12 months	751	10.1%	101
Participated in karaoke in last 12 months	394	5.3%	120
Bought lottery ticket in last 12 months	2,476	33.4%	97
Bought lottery ticket in last 12 mo: Daily Drawing	261	3.5%	73
Bought lottery ticket in last 12 mo: Instant Game	1,059	14.3%	90
Bought lottery ticket in last 12 mo: Lotto Drawing	1,651	22.3%	104
Played lottery: <3 times in last 30 days	1,202	16.2%	103
Played lottery: 3-7 times in last 30 days	586	7.9%	82
Played lottery: 8+ times in last 30 days	689	9.3%	100
Played musical instrument in last 12 months	737	9.9%	125
Did painting/drawing in last 12 months	536	7.2%	110
Did photography in last 12 months	1,089	14.7%	116
Read book in last 12 months	3,258	43.9%	108
Participated in trivia games in last 12 months	380	5.1%	85
Played video game in last 12 months	1,208	16.3%	122
Did woodworking in last 12 months	257	3.5%	74
Participated in word games in last 12 months	586	7.9%	83
Member of AARP	969	13.1%	85
Member of business club	192	2.6%	104
Member of charitable organization	491	6.6%	105
Member of church board	235	3.2%	74
Member of fraternal order	300	4.0%	115
Member of religious club	465	6.3%	98
Member of union	388	5.2%	99
Member of veterans club	251	3.4%	99
Bought any children`s toy/game in last 12 months	2,740	37.0%	107
Spent on toys/games in last 12 months: <\$50	480	6.5%	106
Spent on toys/games in last 12 months: \$50-99	174	2.3%	85
Spent on toys/games in last 12 months: \$100-199	469	6.3%	88
Spent on toys/games in last 12 months: \$200-499	786	10.6%	98
Spent on toys/games in last 12 months: \$500+	507	6.8%	119
Bought infant toy in last 12 months	629	8.5%	101
Bought pre-school toy in last 12 months	610	8.2%	102
Spent on toys/games (for child <6)/12 mo: <\$100	815	11.0%	99
Spent on toys/games (for child <6)/12 mo: \$100-199	461	6.2%	92
Spent on toys/games (for child <6)/12 mo: \$200+	631	8.5%	110
Bought for child in last 12 mo: boy action figure	641	8.6%	107
Bought for child in last 12 mo: girl action figure	240	3.2%	105
Bought for child in last 12 mo: bicycle	501	6.8%	99
Bought for child in last 12 mo: board game	892	12.0%	101

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	278	3.8%	111
Bought for child in last 12 mo: car	658	8.9%	96
Bought for child in last 12 mo: construction toy	316	4.3%	86
Bought for child in last 12 mo: large/baby doll	461	6.2%	95
Bought for child in last 12 mo: fashion doll	336	4.5%	89
Bought for child in last 12 mo: plush doll/animal	614	8.3%	98
Bought for child in last 12 mo: doll accessories	305	4.1%	102
Bought for child in last 12 mo: doll clothing	295	4.0%	96
Bought for child in last 12 mo: educational toy	1,009	13.6%	100
Bought for child in last 12 mo: electronic game	760	10.3%	110
Bought for child in last 12 mo: mechanical toy	338	4.6%	114
Bought for child in last 12 mo: model kit/set	171	2.3%	90
Bought for child in last 12 mo: sound game	193	2.6%	93
Bought for child in last 12 mo: water toy	786	10.6%	111
Bought for child in last 12 mo: word game	326	4.4%	114
Bought book in last 12 months	4,141	55.9%	111
Bought 1-3 books in last 12 months	1,569	21.2%	108
Bought 4-9 books in last 12 months	1,393	18.8%	121
Bought 10+ books in last 12 months	1,177	15.9%	105
Bought paperback book in last 12 months	3,098	41.8%	110
Bought <3 paperback books in last 12 months	1,135	15.3%	118
Bought 3-6 paperback books in last 12 months	1,046	14.1%	107
Bought 7+ paperback books in last 12 months	917	12.4%	105
Bought hardcover book in last 12 months	2,471	33.3%	119
Bought <3 hardcover books in last 12 months	1,117	15.1%	123
Bought 3-5 hardcover books in last 12 months	763	10.3%	129
Bought 6+ hardcover books in last 12 months	591	8.0%	101
Bought book (fiction) in last 12 months	2,332	31.5%	112
Bought book (non-fiction) in last 12 months	2,150	29.0%	114
Bought biography in last 12 months	614	8.3%	114
Bought children`s book in last 12 months	1,003	13.5%	106
Bought cookbook in last 12 months	800	10.8%	99
Bought desk dictionary in last 12 months	139	1.9%	92
Bought history book in last 12 months	475	6.4%	85
Bought mystery book in last 12 months	800	10.8%	96
Bought personal/business self-help book last 12 mo	804	10.8%	151
Bought religious book (not bible) last 12 months	464	6.3%	83
Bought romance book in last 12 months	431	5.8%	89
Bought science fiction book in last 12 months	389	5.2%	115
Bought book through book club in last 12 months	302	4.1%	94
Bought book at book store in last 12 months	3,011	40.6%	121
Bought book at Barnes & Noble in last 12 months	1,877	25.3%	129
Bought book at Borders in last 12 months	995	13.4%	121
Bought book at convenience store in last 12 months	162	2.2%	98
Bought book at department store in last 12 months	566	7.6%	100
Bought book at drug store in last 12 months	147	2.0%	87
Bought book through Internet in last 12 mo	768	10.4%	102
Bought book through mail order in last 12 months	202	2.7%	80
Bought book at supermarket in last 12 months	335	4.5%	87
Bought book at warehouse store in last 12 months	435	5.9%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		49,904	51,573	
Population 18+		37,761	39,134	
Households		19,908	20,657	
Median Household Income		\$67,305	\$76,238	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		4,569	12.1%	122
Participated in archery		983	2.6%	98
Participated in backpacking/hiking		4,115	10.9%	116
Participated in baseball		2,119	5.6%	108
Participated in basketball		3,788	10.0%	107
Participated in bicycling (mountain)		1,728	4.6%	124
Participated in bicycling (road)		4,359	11.5%	119
Participated in boating (power)		2,694	7.1%	116
Participated in bowling		5,334	14.1%	121
Participated in canoeing/kayaking		2,052	5.4%	114
Participated in downhill skiing		1,296	3.4%	118
Participated in fishing (fresh water)		4,903	13.0%	99
Participated in fishing (salt water)		1,925	5.1%	112
Participated in football		2,482	6.6%	105
Participated in Frisbee		2,196	5.8%	107
Participated in golf		4,835	12.8%	124
Play golf < once a month		1,772	4.7%	119
Play golf 1+ times a month		2,493	6.6%	122
Participated in horseback riding		1,054	2.8%	92
Participated in hunting with rifle		1,502	4.0%	82
Participated in hunting with shotgun		1,335	3.5%	83
Participated in ice skating		1,238	3.3%	114
Participated in jogging/running		5,043	13.4%	127
Participated in martial arts		481	1.3%	91
Participated in motorcycling		1,473	3.9%	106
Participated in Pilates		1,448	3.8%	117
Participated in roller skating		732	1.9%	93
Participated in snowboarding		726	1.9%	100
Participated in soccer		1,842	4.9%	113
Participated in softball		1,525	4.0%	103
Participated in swimming		8,573	22.7%	117
Participated in target shooting		1,479	3.9%	102
Participated in tennis		2,057	5.4%	127
Participated in volleyball		1,450	3.8%	110
Participated in walking for exercise		12,856	34.0%	114
Participated in weight lifting		5,579	14.8%	125
Participated in yoga		2,611	6.9%	120
Spent on high end sports/recreation equipment/12 mo: <\$250		1,739	4.6%	104
Spent on high end sports/recreation equipment/12 mo: \$250+		1,698	4.5%	115
Attend sports event: auto racing (NASCAR)		3,005	8.0%	108
Attend sports event: auto racing (not NASCAR)		2,559	6.8%	107
Attend sports event: baseball game		6,703	17.8%	120

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	3,570	9.5%	119
Attend sports event: basketball game (pro)	3,849	10.2%	119
Attend sports event: football game (college)	4,639	12.3%	119
Attend sports event: football-Monday night game (pro)	2,640	7.0%	114
Attend sports event: football-weekend game (pro)	4,210	11.1%	123
Attend sports event: golf tournament	2,409	6.4%	115
Attend sports event: ice hockey game	3,069	8.1%	123
Attend sports event: soccer game	2,737	7.2%	117
Attend sports event: tennis match	2,038	5.4%	109
Attended adult education course in last 12 months	2,864	7.6%	115
Attended auto show in last 12 months	3,449	9.1%	110
Went to bar/night club in last 12 months	8,440	22.4%	117
Went to beach in last 12 months	11,016	29.2%	119
Attended dance performance in last 12 months	1,973	5.2%	118
Danced/went dancing in last 12 months	3,902	10.3%	109
Dined out in last 12 months	20,799	55.1%	112
Dine out < once a month	1,951	5.2%	110
Dine out once a month	2,449	6.5%	105
Dine out 2-3 times a month	4,903	13.0%	113
Dine out once a week	5,060	13.4%	116
Dine out 2+ times per week	4,055	10.7%	109
Gambled at casino in last 12 months	7,060	18.7%	117
Gambled at casino 6+ times in last 12 months	1,132	3.0%	110
Gambled in Atlantic City in last 12 months	1,011	2.7%	106
Gambled in Las Vegas in last 12 months	2,171	5.7%	120
Attended horse races in last 12 months	1,231	3.3%	110
Attended movies in last 6 months	24,097	63.8%	108
Attended movies in last 90 days: < once a month	13,291	35.2%	109
Attended movies in last 90 days: once a month	4,659	12.3%	120
Attended movies in last 90 days: 2-3 times a month	2,791	7.4%	110
Attended movies in last 90 days: once/week or more	935	2.5%	97
Prefer to see movie after second week of release	10,052	26.6%	112
Went to museum in last 12 months	5,739	15.2%	119
Attended music performance in last 12 months	10,575	28.0%	118
Attended country music performance in last 12 mo	2,004	5.3%	105
Attended rock music performance in last 12 months	4,853	12.9%	118
Attended classical music/opera performance/12 mo	1,971	5.2%	114
Went to live theater in last 12 months	5,952	15.8%	120
Visited a theme park in last 12 months	9,349	24.8%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	1,505	4.0%	118
Visited any Sea World in last 12 months	1,379	3.7%	108
Visited any Six Flags in last 12 months	2,430	6.4%	111
Went to zoo in last 12 months	5,786	15.3%	120
Played backgammon in last 12 months	862	2.3%	114
Participated in book club in last 12 months	1,245	3.3%	104
Played billiards/pool in last 12 months	3,986	10.6%	110
Played bingo in last 12 months	1,603	4.2%	100
Did birdwatching in last 12 months	2,496	6.6%	106
Played board game in last 12 months	7,133	18.9%	116

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	8,662	22.9%	110
Played chess in last 12 months	1,480	3.9%	107
Cooked for fun in last 12 months	8,932	23.7%	114
Did crossword puzzle in last 12 months	5,907	15.6%	107
Participated in fantasy sports league last 12 mo	1,398	3.7%	114
Flew a kite in last 12 months	1,131	3.0%	106
Did furniture refinishing in last 12 months	1,284	3.4%	105
Did indoor gardening/plant care in last 12 months	4,068	10.8%	107
Participated in karaoke in last 12 months	1,663	4.4%	99
Bought lottery ticket in last 12 months	13,353	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	1,664	4.4%	91
Bought lottery ticket in last 12 mo: Instant Game	5,783	15.3%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	8,890	23.5%	110
Played lottery: <3 times in last 30 days	6,219	16.5%	105
Played lottery: 3-7 times in last 30 days	3,569	9.5%	98
Played lottery: 8+ times in last 30 days	3,566	9.4%	101
Played musical instrument in last 12 months	3,327	8.8%	111
Did painting/drawing in last 12 months	2,629	7.0%	106
Did photography in last 12 months	5,581	14.8%	117
Read book in last 12 months	17,261	45.7%	112
Participated in trivia games in last 12 months	2,482	6.6%	109
Played video game in last 12 months	5,483	14.5%	109
Did woodworking in last 12 months	1,776	4.7%	100
Participated in word games in last 12 months	3,802	10.1%	106
Member of AARP	6,222	16.5%	107
Member of business club	1,130	3.0%	120
Member of charitable organization	2,882	7.6%	121
Member of church board	1,550	4.1%	95
Member of fraternal order	1,452	3.8%	109
Member of religious club	2,566	6.8%	106
Member of union	2,211	5.9%	111
Member of veterans club	1,279	3.4%	99
Bought any children`s toy/game in last 12 months	14,103	37.3%	108
Spent on toys/games in last 12 months: <\$50	2,427	6.4%	106
Spent on toys/games in last 12 months: \$50-99	1,023	2.7%	98
Spent on toys/games in last 12 months: \$100-199	2,631	7.0%	97
Spent on toys/games in last 12 months: \$200-499	4,368	11.6%	107
Spent on toys/games in last 12 months: \$500+	2,615	6.9%	120
Bought infant toy in last 12 months	3,292	8.7%	104
Bought pre-school toy in last 12 months	3,316	8.8%	109
Spent on toys/games (for child <6)/12 mo: <\$100	4,402	11.7%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	2,512	6.7%	99
Spent on toys/games (for child <6)/12 mo: \$200+	3,208	8.5%	110
Bought for child in last 12 mo: boy action figure	3,181	8.4%	104
Bought for child in last 12 mo: girl action figure	1,101	2.9%	94
Bought for child in last 12 mo: bicycle	2,671	7.1%	103
Bought for child in last 12 mo: board game	5,182	13.7%	116

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,423	3.8%	111
Bought for child in last 12 mo: car	3,408	9.0%	98
Bought for child in last 12 mo: construction toy	1,934	5.1%	104
Bought for child in last 12 mo: large/baby doll	2,373	6.3%	96
Bought for child in last 12 mo: fashion doll	1,844	4.9%	96
Bought for child in last 12 mo: plush doll/animal	3,584	9.5%	113
Bought for child in last 12 mo: doll accessories	1,552	4.1%	102
Bought for child in last 12 mo: doll clothing	1,554	4.1%	100
Bought for child in last 12 mo: educational toy	5,583	14.8%	109
Bought for child in last 12 mo: electronic game	3,879	10.3%	110
Bought for child in last 12 mo: mechanical toy	1,596	4.2%	106
Bought for child in last 12 mo: model kit/set	1,004	2.7%	103
Bought for child in last 12 mo: sound game	977	2.6%	92
Bought for child in last 12 mo: water toy	4,061	10.8%	112
Bought for child in last 12 mo: word game	1,519	4.0%	104
Bought book in last 12 months	21,339	56.5%	113
Bought 1-3 books in last 12 months	8,032	21.3%	108
Bought 4-9 books in last 12 months	6,607	17.5%	112
Bought 10+ books in last 12 months	6,697	17.7%	117
Bought paperback book in last 12 months	16,528	43.8%	116
Bought <3 paperback books in last 12 months	5,580	14.8%	114
Bought 3-6 paperback books in last 12 months	5,715	15.1%	115
Bought 7+ paperback books in last 12 months	5,233	13.9%	118
Bought hardcover book in last 12 months	12,383	32.8%	117
Bought <3 hardcover books in last 12 months	5,316	14.1%	115
Bought 3-5 hardcover books in last 12 months	3,648	9.7%	121
Bought 6+ hardcover books in last 12 months	3,419	9.1%	115
Bought book (fiction) in last 12 months	12,414	32.9%	117
Bought book (non-fiction) in last 12 months	11,150	29.5%	116
Bought biography in last 12 months	3,167	8.4%	115
Bought children`s book in last 12 months	5,259	13.9%	109
Bought cookbook in last 12 months	4,403	11.7%	106
Bought desk dictionary in last 12 months	678	1.8%	88
Bought history book in last 12 months	3,068	8.1%	108
Bought mystery book in last 12 months	4,845	12.8%	114
Bought personal/business self-help book last 12 mo	3,503	9.3%	129
Bought religious book (not bible) last 12 months	2,992	7.9%	104
Bought romance book in last 12 months	2,438	6.5%	99
Bought science fiction book in last 12 months	1,878	5.0%	109
Bought book through book club in last 12 months	1,607	4.3%	98
Bought book at book store in last 12 months	15,330	40.6%	121
Bought book at Barnes & Noble in last 12 months	9,506	25.2%	128
Bought book at Borders in last 12 months	5,458	14.5%	130
Bought book at convenience store in last 12 months	766	2.0%	91
Bought book at department store in last 12 months	2,647	7.0%	92
Bought book at drug store in last 12 months	838	2.2%	98
Bought book through Internet in last 12 mo	4,480	11.9%	117
Bought book through mail order in last 12 months	1,120	3.0%	87
Bought book at supermarket in last 12 months	2,010	5.3%	102
Bought book at warehouse store in last 12 months	2,630	7.0%	120

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Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		112,756	117,030	
Population 18+		83,513	86,842	
Households		44,003	45,811	
Median Household Income		\$68,755	\$77,482	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		10,047	12.0%	122
Participated in archery		2,180	2.6%	98
Participated in backpacking/hiking		9,186	11.0%	117
Participated in baseball		4,548	5.4%	105
Participated in basketball		8,279	9.9%	106
Participated in bicycling (mountain)		3,653	4.4%	119
Participated in bicycling (road)		9,629	11.5%	119
Participated in boating (power)		5,932	7.1%	115
Participated in bowling		11,771	14.1%	121
Participated in canoeing/kayaking		4,630	5.5%	116
Participated in downhill skiing		2,873	3.4%	118
Participated in fishing (fresh water)		11,296	13.5%	103
Participated in fishing (salt water)		4,378	5.2%	115
Participated in football		5,432	6.5%	104
Participated in Frisbee		5,094	6.1%	112
Participated in golf		10,629	12.7%	123
Play golf < once a month		3,979	4.8%	120
Play golf 1+ times a month		5,498	6.6%	122
Participated in horseback riding		2,376	2.8%	94
Participated in hunting with rifle		3,621	4.3%	89
Participated in hunting with shotgun		3,126	3.7%	88
Participated in ice skating		2,851	3.4%	118
Participated in jogging/running		10,921	13.1%	124
Participated in martial arts		1,046	1.3%	89
Participated in motorcycling		3,340	4.0%	109
Participated in Pilates		3,256	3.9%	119
Participated in roller skating		1,561	1.9%	89
Participated in snowboarding		1,661	2.0%	104
Participated in soccer		3,991	4.8%	111
Participated in softball		3,351	4.0%	103
Participated in swimming		18,998	22.7%	117
Participated in target shooting		3,401	4.1%	106
Participated in tennis		4,363	5.2%	122
Participated in volleyball		3,211	3.8%	110
Participated in walking for exercise		28,554	34.2%	115
Participated in weight lifting		12,436	14.9%	126
Participated in yoga		5,651	6.8%	117
Spent on high end sports/recreation equipment/12 mo: <\$250		3,864	4.6%	105
Spent on high end sports/recreation equipment/12 mo: \$250+		3,835	4.6%	118
Attend sports event: auto racing (NASCAR)		6,907	8.3%	113
Attend sports event: auto racing (not NASCAR)		5,786	6.9%	109
Attend sports event: baseball game		14,617	17.5%	118

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	7,890	9.4%	119
Attend sports event: basketball game (pro)	8,457	10.1%	119
Attend sports event: football game (college)	10,197	12.2%	118
Attend sports event: football-Monday night game (pro)	5,741	6.9%	112
Attend sports event: football-weekend game (pro)	9,198	11.0%	121
Attend sports event: golf tournament	5,470	6.6%	118
Attend sports event: ice hockey game	6,724	8.1%	121
Attend sports event: soccer game	6,028	7.2%	117
Attend sports event: tennis match	4,482	5.4%	109
Attended adult education course in last 12 months	6,433	7.7%	116
Attended auto show in last 12 months	7,557	9.0%	109
Went to bar/night club in last 12 months	18,138	21.7%	114
Went to beach in last 12 months	24,059	28.8%	117
Attended dance performance in last 12 months	4,320	5.2%	116
Danced/went dancing in last 12 months	8,336	10.0%	105
Dined out in last 12 months	46,089	55.2%	112
Dine out < once a month	4,267	5.1%	109
Dine out once a month	5,500	6.6%	107
Dine out 2-3 times a month	11,017	13.2%	115
Dine out once a week	11,228	13.4%	117
Dine out 2+ times per week	8,889	10.6%	108
Gambled at casino in last 12 months	15,167	18.2%	113
Gambled at casino 6+ times in last 12 months	2,418	2.9%	106
Gambled in Atlantic City in last 12 months	2,090	2.5%	99
Gambled in Las Vegas in last 12 months	4,642	5.6%	116
Attended horse races in last 12 months	2,681	3.2%	108
Attended movies in last 6 months	53,177	63.7%	108
Attended movies in last 90 days: < once a month	29,619	35.5%	110
Attended movies in last 90 days: once a month	9,941	11.9%	116
Attended movies in last 90 days: 2-3 times a month	6,009	7.2%	107
Attended movies in last 90 days: once/week or more	2,058	2.5%	96
Prefer to see movie after second week of release	22,124	26.5%	112
Went to museum in last 12 months	12,602	15.1%	118
Attended music performance in last 12 months	23,435	28.1%	118
Attended country music performance in last 12 mo	4,564	5.5%	108
Attended rock music performance in last 12 months	10,742	12.9%	118
Attended classical music/opera performance/12 mo	4,178	5.0%	109
Went to live theater in last 12 months	13,281	15.9%	121
Visited a theme park in last 12 months	20,630	24.7%	115
Visited Disney World (FL)/12 mo: Magic Kingdom	3,454	4.1%	122
Visited any Sea World in last 12 months	3,130	3.7%	111
Visited any Six Flags in last 12 months	5,265	6.3%	109
Went to zoo in last 12 months	13,032	15.6%	122
Played backgammon in last 12 months	1,875	2.2%	112
Participated in book club in last 12 months	2,745	3.3%	104
Played billiards/pool in last 12 months	8,806	10.5%	110
Played bingo in last 12 months	3,480	4.2%	98
Did birdwatching in last 12 months	5,591	6.7%	108
Played board game in last 12 months	16,033	19.2%	118

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	19,369	23.2%	111
Played chess in last 12 months	3,306	4.0%	108
Cooked for fun in last 12 months	19,802	23.7%	114
Did crossword puzzle in last 12 months	13,083	15.7%	108
Participated in fantasy sports league last 12 mo	3,216	3.9%	118
Flew a kite in last 12 months	2,600	3.1%	110
Did furniture refinishing in last 12 months	2,883	3.5%	107
Did indoor gardening/plant care in last 12 months	9,117	10.9%	108
Participated in karaoke in last 12 months	3,679	4.4%	100
Bought lottery ticket in last 12 months	29,673	35.5%	103
Bought lottery ticket in last 12 mo: Daily Drawing	3,631	4.3%	90
Bought lottery ticket in last 12 mo: Instant Game	12,789	15.3%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	19,816	23.7%	111
Played lottery: <3 times in last 30 days	13,761	16.5%	105
Played lottery: 3-7 times in last 30 days	7,994	9.6%	99
Played lottery: 8+ times in last 30 days	7,920	9.5%	102
Played musical instrument in last 12 months	7,356	8.8%	110
Did painting/drawing in last 12 months	5,743	6.9%	105
Did photography in last 12 months	12,315	14.7%	117
Read book in last 12 months	37,972	45.5%	112
Participated in trivia games in last 12 months	5,644	6.8%	112
Played video game in last 12 months	12,129	14.5%	109
Did woodworking in last 12 months	4,015	4.8%	102
Participated in word games in last 12 months	8,545	10.2%	107
Member of AARP	13,760	16.5%	107
Member of business club	2,574	3.1%	124
Member of charitable organization	6,216	7.4%	118
Member of church board	3,585	4.3%	100
Member of fraternal order	3,153	3.8%	107
Member of religious club	5,642	6.8%	106
Member of union	4,892	5.9%	111
Member of veterans club	2,772	3.3%	97
Bought any children`s toy/game in last 12 months	31,705	38.0%	110
Spent on toys/games in last 12 months: <\$50	5,448	6.5%	107
Spent on toys/games in last 12 months: \$50-99	2,344	2.8%	102
Spent on toys/games in last 12 months: \$100-199	6,019	7.2%	100
Spent on toys/games in last 12 months: \$200-499	9,893	11.8%	109
Spent on toys/games in last 12 months: \$500+	5,796	6.9%	121
Bought infant toy in last 12 months	7,505	9.0%	107
Bought pre-school toy in last 12 months	7,568	9.1%	112
Spent on toys/games (for child <6)/12 mo: <\$100	10,123	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	5,796	6.9%	103
Spent on toys/games (for child <6)/12 mo: \$200+	7,144	8.6%	111
Bought for child in last 12 mo: boy action figure	7,171	8.6%	106
Bought for child in last 12 mo: girl action figure	2,416	2.9%	94
Bought for child in last 12 mo: bicycle	6,075	7.3%	106
Bought for child in last 12 mo: board game	11,817	14.2%	119

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: builder set	3,170	3.8%	112
Bought for child in last 12 mo: car	7,779	9.3%	101
Bought for child in last 12 mo: construction toy	4,537	5.4%	110
Bought for child in last 12 mo: large/baby doll	5,253	6.3%	96
Bought for child in last 12 mo: fashion doll	4,262	5.1%	100
Bought for child in last 12 mo: plush doll/animal	8,205	9.8%	117
Bought for child in last 12 mo: doll accessories	3,515	4.2%	105
Bought for child in last 12 mo: doll clothing	3,502	4.2%	102
Bought for child in last 12 mo: educational toy	12,805	15.3%	113
Bought for child in last 12 mo: electronic game	8,848	10.6%	114
Bought for child in last 12 mo: mechanical toy	3,593	4.3%	108
Bought for child in last 12 mo: model kit/set	2,337	2.8%	109
Bought for child in last 12 mo: sound game	2,143	2.6%	92
Bought for child in last 12 mo: water toy	9,121	10.9%	114
Bought for child in last 12 mo: word game	3,290	3.9%	102
Bought book in last 12 months	46,964	56.2%	112
Bought 1-3 books in last 12 months	17,686	21.2%	108
Bought 4-9 books in last 12 months	14,477	17.3%	111
Bought 10+ books in last 12 months	14,799	17.7%	117
Bought paperback book in last 12 months	36,427	43.6%	115
Bought <3 paperback books in last 12 months	12,078	14.5%	112
Bought 3-6 paperback books in last 12 months	12,709	15.2%	116
Bought 7+ paperback books in last 12 months	11,642	13.9%	118
Bought hardcover book in last 12 months	27,032	32.4%	116
Bought <3 hardcover books in last 12 months	11,646	13.9%	114
Bought 3-5 hardcover books in last 12 months	7,745	9.3%	116
Bought 6+ hardcover books in last 12 months	7,643	9.2%	116
Bought book (fiction) in last 12 months	27,446	32.9%	117
Bought book (non-fiction) in last 12 months	24,431	29.3%	115
Bought biography in last 12 months	6,844	8.2%	113
Bought children`s book in last 12 months	11,897	14.2%	112
Bought cookbook in last 12 months	9,892	11.8%	108
Bought desk dictionary in last 12 months	1,468	1.8%	87
Bought history book in last 12 months	6,816	8.2%	108
Bought mystery book in last 12 months	10,797	12.9%	115
Bought personal/business self-help book last 12 mo	7,416	8.9%	124
Bought religious book (not bible) last 12 months	6,914	8.3%	109
Bought romance book in last 12 months	5,498	6.6%	101
Bought science fiction book in last 12 months	4,210	5.0%	111
Bought book through book club in last 12 months	3,550	4.3%	98
Bought book at book store in last 12 months	33,539	40.2%	120
Bought book at Barnes & Noble in last 12 months	20,452	24.5%	124
Bought book at Borders in last 12 months	11,907	14.3%	128
Bought book at convenience store in last 12 months	1,681	2.0%	90
Bought book at department store in last 12 months	5,965	7.1%	93
Bought book at drug store in last 12 months	1,731	2.1%	91
Bought book through Internet in last 12 mo	9,972	11.9%	117
Bought book through mail order in last 12 months	2,438	2.9%	86
Bought book at supermarket in last 12 months	4,624	5.5%	106
Bought book at warehouse store in last 12 months	5,871	7.0%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 125/I-275  
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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Enterprising Professionals	59.3%	Population	9,667	9,883
Aspiring Young Families	25.3%	Households	4,381	4,517
Main Street, USA	12.4%	Families	2,676	2,721
Sophisticated Squires	2.5%	Median Age	34.0	33.9
Exurbanites	0.4%	Median Household Income	\$64,159	\$72,793
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		77	\$1,837.84	\$8,052,100
Men's		72	\$330.25	\$1,446,924
Women's		67	\$552.57	\$2,420,971
Children's		84	\$336.83	\$1,475,743
Footwear		54	\$226.90	\$994,125
Watches & Jewelry		107	\$207.10	\$907,369
Apparel Products and Services (1)		197	\$184.19	\$806,968
<b>Computer</b>				
Computers and Hardware for Home Use		111	\$213.09	\$933,608
Software and Accessories for Home Use		113	\$32.09	\$140,577
<b>Entertainment &amp; Recreation</b>		106	\$3,409.69	\$14,938,827
Fees and Admissions		106	\$656.61	\$2,876,801
Membership Fees for Clubs (2)		102	\$167.13	\$732,246
Fees for Participant Sports, excl. Trips		105	\$111.89	\$490,238
Admission to Movie/Theatre/Opera/Ballet		111	\$168.95	\$740,221
Admission to Sporting Events, excl. Trips		108	\$64.46	\$282,419
Fees for Recreational Lessons		105	\$143.29	\$627,772
Dating Services		116	\$0.89	\$3,905
TV/Video/Audio		107	\$1,324.99	\$5,805,174
Community Antenna or Cable TV		103	\$742.27	\$3,252,095
Televisions		111	\$215.53	\$944,308
VCRs, Video Cameras, and DVD Players		115	\$23.43	\$102,654
Video Cassettes and DVDs		117	\$61.41	\$269,068
Video and Computer Game Hardware and Software		119	\$66.58	\$291,688
Satellite Dishes		113	\$1.42	\$6,240
Rental of Video Cassettes and DVDs		118	\$48.65	\$213,128
Streaming/Downloaded Video		110	\$1.54	\$6,728
Audio (3)		106	\$156.16	\$684,191
Rental and Repair of TV/Radio/Sound Equipment		106	\$8.01	\$35,075
Pets		124	\$532.82	\$2,334,433
Toys and Games (4)		110	\$159.62	\$699,323
Recreational Vehicles and Fees (5)		89	\$288.14	\$1,262,404
Sports/Recreation/Exercise Equipment (6)		84	\$151.75	\$664,840
Photo Equipment and Supplies (7)		108	\$111.53	\$488,642
Reading (8)		99	\$152.72	\$669,121
Catered Affairs (9)		128	\$31.52	\$138,089
<b>Food</b>		107	\$8,210.66	\$35,973,263
Food at Home		105	\$4,693.61	\$20,564,045
Bakery and Cereal Products		103	\$615.43	\$2,696,368
Meats, Poultry, Fish, and Eggs		105	\$1,091.79	\$4,783,458
Dairy Products		103	\$514.19	\$2,252,792
Fruits and Vegetables		105	\$821.10	\$3,597,486
Snacks and Other Food at Home (10)		106	\$1,651.10	\$7,233,941
Food Away from Home		109	\$3,517.05	\$15,409,218
Alcoholic Beverages		114	\$650.90	\$2,851,797
Nonalcoholic Beverages at Home		106	\$464.03	\$2,033,042

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

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

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	88	\$1,524.50	\$6,679,277
Vehicle Loans	109	\$5,336.61	\$23,381,237
<b>Health</b>			
Nonprescription Drugs	98	\$100.74	\$441,349
Prescription Drugs	89	\$443.09	\$1,941,304
Eyeglasses and Contact Lenses	99	\$75.96	\$332,821
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$9,452.43	\$41,413,794
Maintenance and Remodeling Services	94	\$1,868.98	\$8,188,533
Maintenance and Remodeling Materials (12)	92	\$340.77	\$1,493,028
Utilities, Fuel, and Public Services	102	\$4,601.17	\$20,159,055
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	104	\$138.65	\$607,450
Furniture	108	\$646.48	\$2,832,407
Floor Coverings	95	\$71.45	\$313,050
Major Appliances (14)	97	\$294.70	\$1,291,151
Housewares (15)	96	\$82.89	\$363,169
Small Appliances	101	\$33.11	\$145,051
Luggage	106	\$9.85	\$43,139
Telephones and Accessories	79	\$33.80	\$148,074
<b>Household Operations</b>			
Child Care	123	\$569.80	\$2,496,447
Lawn and Garden (16)	92	\$384.41	\$1,684,202
Moving/Storage/Freight Express	114	\$69.18	\$303,077
Housekeeping Supplies (17)	103	\$721.63	\$3,161,654
<b>Insurance</b>			
Owners and Renters Insurance	94	\$433.66	\$1,899,969
Vehicle Insurance	105	\$1,225.01	\$5,367,141
Life/Other Insurance	93	\$387.47	\$1,697,630
Health Insurance	93	\$1,805.87	\$7,912,030
Personal Care Products (18)	108	\$431.57	\$1,890,826
School Books and Supplies (19)	117	\$123.94	\$542,995
Smoking Products	105	\$448.85	\$1,966,549
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	108	\$4,736.52	\$20,752,072
Gasoline and Motor Oil	105	\$3,021.84	\$13,239,528
Vehicle Maintenance and Repairs	105	\$990.65	\$4,340,313
<b>Travel</b>			
Airline Fares	108	\$494.46	\$2,166,386
Lodging on Trips	100	\$435.97	\$1,910,126
Auto/Truck/Van Rental on Trips	111	\$40.78	\$178,665
Food and Drink on Trips	102	\$443.31	\$1,942,268

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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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Enterprising Professionals	15.8%	Population	49,904	51,573
Sophisticated Squires	12.4%	Households	19,908	20,657
In Style	10.7%	Families	13,476	13,850
Aspiring Young Families	7.7%	Median Age	37.7	37.7
Cozy and Comfortable	7.7%	Median Household Income	\$67,305	\$76,238
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		84	\$2,001.01	\$39,836,881
Men's		79	\$361.48	\$7,196,380
Women's		74	\$617.47	\$12,292,904
Children's		89	\$355.14	\$7,070,259
Footwear		58	\$242.02	\$4,818,149
Watches & Jewelry		120	\$233.91	\$4,656,773
Apparel Products and Services (1)		204	\$191.00	\$3,802,415
<b>Computer</b>				
Computers and Hardware for Home Use		120	\$229.66	\$4,572,222
Software and Accessories for Home Use		121	\$34.58	\$688,413
<b>Entertainment &amp; Recreation</b>		120	\$3,862.07	\$76,887,430
Fees and Admissions		125	\$770.96	\$15,348,635
Membership Fees for Clubs (2)		124	\$202.64	\$4,034,181
Fees for Participant Sports, excl. Trips		123	\$130.87	\$2,605,309
Admission to Movie/Theatre/Opera/Ballet		123	\$186.79	\$3,718,769
Admission to Sporting Events, excl. Trips		126	\$75.05	\$1,494,175
Fees for Recreational Lessons		128	\$174.70	\$3,477,956
Dating Services		119	\$0.92	\$18,245
TV/Video/Audio		116	\$1,445.49	\$28,777,384
Community Antenna or Cable TV		114	\$824.08	\$16,406,118
Televisions		122	\$235.93	\$4,697,003
VCRs, Video Cameras, and DVD Players		120	\$24.41	\$486,026
Video Cassettes and DVDs		119	\$62.58	\$1,245,874
Video and Computer Game Hardware and Software		125	\$69.91	\$1,391,711
Satellite Dishes		120	\$1.51	\$29,999
Rental of Video Cassettes and DVDs		121	\$49.72	\$989,870
Streaming/Downloaded Video		122	\$1.71	\$34,101
Audio (3)		114	\$166.83	\$3,321,333
Rental and Repair of TV/Radio/Sound Equipment		116	\$8.81	\$175,349
Pets		142	\$611.78	\$12,179,555
Toys and Games (4)		119	\$172.50	\$3,434,103
Recreational Vehicles and Fees (5)		109	\$351.26	\$6,993,068
Sports/Recreation/Exercise Equipment (6)		94	\$170.07	\$3,385,866
Photo Equipment and Supplies (7)		120	\$124.72	\$2,482,906
Reading (8)		118	\$181.99	\$3,623,171
Catered Affairs (9)		135	\$33.29	\$662,741
<b>Food</b>		117	\$8,986.49	\$178,906,313
Food at Home		115	\$5,159.65	\$102,720,141
Bakery and Cereal Products		115	\$685.31	\$13,643,422
Meats, Poultry, Fish, and Eggs		115	\$1,195.08	\$23,792,174
Dairy Products		114	\$569.17	\$11,331,157
Fruits and Vegetables		116	\$908.92	\$18,095,065
Snacks and Other Food at Home (10)		116	\$1,801.17	\$35,858,323
Food Away from Home		119	\$3,826.84	\$76,186,173
Alcoholic Beverages		122	\$697.97	\$13,895,524
Nonalcoholic Beverages at Home		115	\$504.29	\$10,039,590

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	112	\$1,946.76	\$38,756,783
Vehicle Loans	116	\$5,691.71	\$113,312,662
<b>Health</b>			
Nonprescription Drugs	110	\$113.74	\$2,264,412
Prescription Drugs	108	\$539.26	\$10,735,729
Eyeglasses and Contact Lenses	118	\$90.43	\$1,800,376
<b>Home</b>			
Mortgage Payment and Basics (11)	123	\$11,522.52	\$229,394,659
Maintenance and Remodeling Services	122	\$2,412.45	\$48,027,878
Maintenance and Remodeling Materials (12)	113	\$421.86	\$8,398,591
Utilities, Fuel, and Public Services	115	\$5,199.50	\$103,513,648
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$156.97	\$3,125,030
Furniture	120	\$723.80	\$14,409,683
Floor Coverings	121	\$90.92	\$1,810,085
Major Appliances (14)	114	\$347.19	\$6,912,069
Housewares (15)	105	\$90.35	\$1,798,642
Small Appliances	115	\$37.74	\$751,370
Luggage	123	\$11.37	\$226,308
Telephones and Accessories	81	\$34.68	\$690,349
<b>Household Operations</b>			
Child Care	127	\$587.48	\$11,695,712
Lawn and Garden (16)	115	\$482.34	\$9,602,553
Moving/Storage/Freight Express	117	\$71.06	\$1,414,697
Housekeeping Supplies (17)	115	\$809.50	\$16,115,840
<b>Insurance</b>			
Owners and Renters Insurance	116	\$534.94	\$10,649,864
Vehicle Insurance	117	\$1,362.85	\$27,132,160
Life/Other Insurance	116	\$485.48	\$9,665,186
Health Insurance	112	\$2,163.11	\$43,063,998
Personal Care Products (18)	118	\$470.26	\$9,362,191
School Books and Supplies (19)	119	\$127.30	\$2,534,416
Smoking Products	110	\$468.85	\$9,334,068
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	117	\$5,140.60	\$102,340,896
Gasoline and Motor Oil	115	\$3,286.76	\$65,433,977
Vehicle Maintenance and Repairs	117	\$1,105.05	\$21,999,661
<b>Travel</b>			
Airline Fares	125	\$572.06	\$11,388,812
Lodging on Trips	121	\$529.19	\$10,535,205
Auto/Truck/Van Rental on Trips	127	\$47.11	\$937,840
Food and Drink on Trips	120	\$520.78	\$10,367,909

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

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

March 27, 2012

Made with Esri Business Analyst



## Retail Goods and Services Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

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

Latitude: 39.06843  
Longitude: -84.29919

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Suburban Splendor	9.8%	Population	112,756	117,030
Up and Coming Families	9.7%	Households	44,003	45,811
Sophisticated Squires	9.4%	Families	30,842	31,848
Cozy and Comfortable	8.8%	Median Age	37.2	37.1
In Style	7.7%	Median Household Income	\$68,755	\$77,482
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$2,068.22	\$91,007,743
Men's		81	\$373.68	\$16,443,007
Women's		77	\$639.01	\$28,118,426
Children's		92	\$368.16	\$16,200,244
Footwear		60	\$249.81	\$10,992,190
Watches & Jewelry		125	\$242.84	\$10,685,794
Apparel Products and Services (1)		208	\$194.72	\$8,568,082
<b>Computer</b>				
Computers and Hardware for Home Use		124	\$237.88	\$10,467,540
Software and Accessories for Home Use		126	\$35.77	\$1,573,850
<b>Entertainment &amp; Recreation</b>		125	\$4,017.27	\$176,771,702
Fees and Admissions		130	\$804.31	\$35,392,172
Membership Fees for Clubs (2)		129	\$211.17	\$9,292,249
Fees for Participant Sports, excl. Trips		128	\$136.72	\$6,016,002
Admission to Movie/Theatre/Opera/Ballet		128	\$193.36	\$8,508,589
Admission to Sporting Events, excl. Trips		132	\$78.67	\$3,461,719
Fees for Recreational Lessons		134	\$183.47	\$8,073,091
Dating Services		120	\$0.92	\$40,522
TV/Video/Audio		120	\$1,495.27	\$65,796,235
Community Antenna or Cable TV		118	\$851.62	\$37,473,595
Televisions		127	\$245.29	\$10,793,418
VCRs, Video Cameras, and DVD Players		124	\$25.20	\$1,108,652
Video Cassettes and DVDs		122	\$64.40	\$2,833,880
Video and Computer Game Hardware and Software		130	\$72.41	\$3,186,407
Satellite Dishes		125	\$1.57	\$69,232
Rental of Video Cassettes and DVDs		125	\$51.35	\$2,259,424
Streaming/Downloaded Video		126	\$1.77	\$77,907
Audio (3)		117	\$172.57	\$7,593,669
Rental and Repair of TV/Radio/Sound Equipment		120	\$9.09	\$400,051
Pets		148	\$638.44	\$28,093,019
Toys and Games (4)		123	\$178.98	\$7,875,724
Recreational Vehicles and Fees (5)		114	\$369.72	\$16,268,730
Sports/Recreation/Exercise Equipment (6)		98	\$177.57	\$7,813,572
Photo Equipment and Supplies (7)		125	\$129.89	\$5,715,438
Reading (8)		122	\$188.93	\$8,313,393
Catered Affairs (9)		139	\$34.17	\$1,503,420
<b>Food</b>		121	\$9,291.36	\$408,847,072
Food at Home		119	\$5,333.27	\$234,679,649
Bakery and Cereal Products		119	\$709.18	\$31,206,153
Meats, Poultry, Fish, and Eggs		119	\$1,234.07	\$54,302,791
Dairy Products		118	\$588.91	\$25,913,548
Fruits and Vegetables		120	\$938.58	\$41,300,210
Snacks and Other Food at Home (10)		119	\$1,862.53	\$81,956,947
Food Away from Home		123	\$3,958.09	\$174,167,422
Alcoholic Beverages		126	\$718.01	\$31,594,733
Nonalcoholic Beverages at Home		119	\$521.09	\$22,929,527

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	117	\$2,027.16	\$89,200,800
Vehicle Loans	120	\$5,921.41	\$260,559,267
<b>Health</b>			
Nonprescription Drugs	115	\$118.11	\$5,196,987
Prescription Drugs	113	\$561.26	\$24,697,018
Eyeglasses and Contact Lenses	123	\$94.34	\$4,151,396
<b>Home</b>			
Mortgage Payment and Basics (11)	130	\$12,169.09	\$535,475,656
Maintenance and Remodeling Services	128	\$2,544.09	\$111,947,381
Maintenance and Remodeling Materials (12)	120	\$445.66	\$19,610,260
Utilities, Fuel, and Public Services	119	\$5,392.43	\$237,282,603
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	123	\$163.20	\$7,181,069
Furniture	125	\$752.83	\$33,126,799
Floor Coverings	127	\$95.05	\$4,182,649
Major Appliances (14)	120	\$363.48	\$15,994,060
Housewares (15)	109	\$93.43	\$4,111,084
Small Appliances	119	\$39.15	\$1,722,563
Luggage	128	\$11.86	\$521,904
Telephones and Accessories	84	\$35.79	\$1,574,797
<b>Household Operations</b>			
Child Care	132	\$611.52	\$26,908,565
Lawn and Garden (16)	121	\$506.65	\$22,294,262
Moving/Storage/Freight Express	120	\$72.67	\$3,197,550
Housekeeping Supplies (17)	120	\$840.05	\$36,964,740
<b>Insurance</b>			
Owners and Renters Insurance	122	\$563.95	\$24,815,347
Vehicle Insurance	121	\$1,412.10	\$62,136,609
Life/Other Insurance	122	\$509.64	\$22,425,452
Health Insurance	116	\$2,249.25	\$98,973,424
Personal Care Products (18)	122	\$487.29	\$21,442,218
School Books and Supplies (19)	123	\$131.10	\$5,768,921
Smoking Products	112	\$480.12	\$21,126,709
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	122	\$5,344.06	\$235,154,428
Gasoline and Motor Oil	119	\$3,410.01	\$150,050,245
Vehicle Maintenance and Repairs	122	\$1,145.92	\$50,423,621
<b>Travel</b>			
Airline Fares	130	\$594.32	\$26,151,606
Lodging on Trips	127	\$552.80	\$24,324,732
Auto/Truck/Van Rental on Trips	133	\$49.04	\$2,157,827
Food and Drink on Trips	125	\$542.79	\$23,884,267

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

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

Latitude: 39.06843  
Longitude: -84.29919

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		9,667	9,883
Households		4,381	4,517
Families		2,676	2,721
Median Age		34.0	33.9
Median Household Income		\$64,159	\$72,793
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	107	\$5.10	\$22,360
Gasoline	106	\$2,965.19	\$12,991,369
Motor Oil	102	\$12.11	\$53,053
Vehicle Parts/Equipment and Accessories	105	\$58.80	\$257,633
Tire Purchase/Replacement	102	\$147.82	\$647,631
Vehicle Audio/Video Equipment and Installation	118	\$8.37	\$36,657
Vehicle Cleaning Products and Services	108	\$8.79	\$38,506
<b>Services</b>			
Auto Repair Service Policy	109	\$17.90	\$78,420
Membership Fees for Automobile Service Clubs	93	\$20.35	\$89,141
Global Positioning Services	94	\$2.37	\$10,403
Vehicle Air Conditioning Repair	106	\$18.73	\$82,072
Vehicle Body Work and Painting	102	\$38.74	\$169,730
Vehicle Brake Work	103	\$81.53	\$357,199
Vehicle Clutch/Transmission Repair	106	\$48.72	\$213,468
Vehicle Cooling System Repair	109	\$31.59	\$138,406
Vehicle Drive Shaft and Rear-end Repair	113	\$9.75	\$42,730
Vehicle Electrical System Repair	106	\$36.55	\$160,122
Vehicle Exhaust System Repair	103	\$13.86	\$60,710
Vehicle Front End Alignment/Wheel Balance & Rotation	102	\$18.86	\$82,615
Lube/Oil Change and Oil Filters	103	\$92.14	\$403,686
Vehicle Motor Repair/Replacement	108	\$99.58	\$436,292
Vehicle Motor Tune-up	110	\$68.27	\$299,120
Vehicle Shock Absorber Replacement	103	\$6.87	\$30,110
Vehicle Steering/Front End Repair	103	\$28.57	\$125,169
Tire Repair and Other Repair Work	103	\$67.04	\$293,742

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Households		19,908	20,657
Families		13,476	13,850
Median Age		37.7	37.7
Median Household Income		\$67,305	\$76,238
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	110	\$5.23	\$104,105
Gasoline	115	\$3,221.47	\$64,134,201
Motor Oil	108	\$12.76	\$254,004
Vehicle Parts/Equipment and Accessories	112	\$62.77	\$1,249,686
Tire Purchase/Replacement	114	\$165.36	\$3,291,959
Vehicle Audio/Video Equipment and Installation	123	\$8.70	\$173,254
Vehicle Cleaning Products and Services	120	\$9.76	\$194,306
<b>Services</b>			
Auto Repair Service Policy	119	\$19.65	\$391,198
Membership Fees for Automobile Service Clubs	115	\$25.32	\$504,168
Global Positioning Services	117	\$2.96	\$58,985
Vehicle Air Conditioning Repair	121	\$21.28	\$423,587
Vehicle Body Work and Painting	117	\$44.64	\$888,743
Vehicle Brake Work	120	\$94.94	\$1,890,076
Vehicle Clutch/Transmission Repair	114	\$52.51	\$1,045,364
Vehicle Cooling System Repair	119	\$34.52	\$687,157
Vehicle Drive Shaft and Rear-end Repair	120	\$10.38	\$206,611
Vehicle Electrical System Repair	118	\$40.82	\$812,561
Vehicle Exhaust System Repair	119	\$16.00	\$318,590
Vehicle Front End Alignment/Wheel Balance & Rotation	117	\$21.62	\$430,352
Lube/Oil Change and Oil Filters	115	\$103.08	\$2,052,087
Vehicle Motor Repair/Replacement	119	\$108.86	\$2,167,191
Vehicle Motor Tune-up	122	\$75.28	\$1,498,717
Vehicle Shock Absorber Replacement	118	\$7.89	\$157,129
Vehicle Steering/Front End Repair	118	\$32.66	\$650,306
Tire Repair and Other Repair Work	119	\$77.24	\$1,537,657

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		112,756	117,030
Households		44,003	45,811
Families		30,842	31,848
Median Age		37.2	37.1
Median Household Income		\$68,755	\$77,482
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	113	\$5.39	\$237,124
Gasoline	119	\$3,340.91	\$147,009,760
Motor Oil	111	\$13.22	\$581,608
Vehicle Parts/Equipment and Accessories	116	\$64.82	\$2,852,221
Tire Purchase/Replacement	119	\$172.26	\$7,579,768
Vehicle Audio/Video Equipment and Installation	127	\$8.98	\$394,960
Vehicle Cleaning Products and Services	124	\$10.11	\$445,061
<b>Services</b>			
Auto Repair Service Policy	124	\$20.49	\$901,694
Membership Fees for Automobile Service Clubs	120	\$26.28	\$1,156,259
Global Positioning Services	122	\$3.10	\$136,217
Vehicle Air Conditioning Repair	126	\$22.13	\$973,885
Vehicle Body Work and Painting	121	\$46.19	\$2,032,712
Vehicle Brake Work	124	\$98.35	\$4,327,817
Vehicle Clutch/Transmission Repair	119	\$54.56	\$2,400,598
Vehicle Cooling System Repair	123	\$35.72	\$1,571,660
Vehicle Drive Shaft and Rear-end Repair	124	\$10.74	\$472,719
Vehicle Electrical System Repair	122	\$42.19	\$1,856,364
Vehicle Exhaust System Repair	124	\$16.57	\$729,034
Vehicle Front End Alignment/Wheel Balance & Rotation	121	\$22.43	\$986,882
Lube/Oil Change and Oil Filters	120	\$107.16	\$4,715,395
Vehicle Motor Repair/Replacement	123	\$112.76	\$4,961,568
Vehicle Motor Tune-up	126	\$77.88	\$3,426,744
Vehicle Shock Absorber Replacement	123	\$8.20	\$360,986
Vehicle Steering/Front End Repair	122	\$33.85	\$1,489,341
Tire Repair and Other Repair Work	123	\$79.99	\$3,519,706

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>	
Population	9,667	9,883	
Households	4,381	4,517	
Families	2,676	2,721	
Median Age	34.0	33.9	
Median Household Income	\$64,159	\$72,793	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	91	\$5,603.05	\$24,548,563
Savings Accounts	91	\$11,929.27	\$52,265,560
U.S. Savings Bonds	86	\$355.52	\$1,557,625
Stocks, Bonds & Mutual Funds	89	\$34,703.69	\$152,046,881
<b>Annual Changes</b>			
Checking Accounts	140	\$363.86	\$1,594,172
Savings Accounts	96	\$374.59	\$1,641,178
U.S. Savings Bonds	-182	\$-4.34	\$-19,016
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	86	\$849.95	\$3,723,881
Interest from Savings Accounts or Bonds	88	\$808.40	\$3,541,849
Retirement Plan Contributions	104	\$1,436.13	\$6,292,101
<b>Liabilities</b>			
Original Mortgage Amount	115	\$24,817.54	\$108,732,792
Vehicle Loan Amount 1	110	\$2,991.27	\$13,105,632
<b>Amount Paid: Interest</b>			
Home Mortgage	107	\$4,975.24	\$21,797,979
Lump Sum Home Equity Loan	96	\$124.22	\$544,263
New Car/Truck/Van Loan	108	\$225.10	\$986,222
Used Car/Truck/Van Loan	112	\$181.21	\$793,920
<b>Amount Paid: Principal</b>			
Home Mortgage	100	\$1,983.27	\$8,689,276
Lump Sum Home Equity Loan	91	\$152.33	\$667,392
New Car/Truck/Van Loan	106	\$1,179.77	\$5,168,930
Used Car/Truck/Van Loan	109	\$826.59	\$3,621,522
Checking Account and Banking Service Charges	116	\$32.33	\$141,626
Finance Charges, excluding Mortgage/Vehicle	110	\$269.01	\$1,178,593

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Households		19,908	20,657
Families		13,476	13,850
Median Age		37.7	37.7
Median Household Income		\$67,305	\$76,238
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	117	\$6,915.54	\$137,677,133
Savings Accounts	117	\$15,353.70	\$305,667,138
U.S. Savings Bonds	117	\$482.04	\$9,596,539
Stocks, Bonds & Mutual Funds	122	\$47,551.15	\$946,665,771
<b>Annual Changes</b>			
Checking Accounts	142	\$369.16	\$7,349,375
Savings Accounts	119	\$465.79	\$9,273,039
U.S. Savings Bonds	82	\$1.95	\$38,861
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	117	\$1,146.49	\$22,824,691
Interest from Savings Accounts or Bonds	116	\$1,065.93	\$21,220,968
Retirement Plan Contributions	125	\$1,719.70	\$34,236,405
<b>Liabilities</b>			
Original Mortgage Amount	128	\$27,568.28	\$548,839,463
Vehicle Loan Amount 1	115	\$3,139.42	\$62,500,678
<b>Amount Paid: Interest</b>			
Home Mortgage	125	\$5,819.01	\$115,846,905
Lump Sum Home Equity Loan	121	\$157.99	\$3,145,252
New Car/Truck/Van Loan	118	\$247.63	\$4,929,903
Used Car/Truck/Van Loan	114	\$184.42	\$3,671,438
<b>Amount Paid: Principal</b>			
Home Mortgage	123	\$2,437.10	\$48,518,640
Lump Sum Home Equity Loan	119	\$199.38	\$3,969,409
New Car/Truck/Van Loan	119	\$1,323.18	\$26,342,285
Used Car/Truck/Van Loan	113	\$856.20	\$17,045,458
Checking Account and Banking Service Charges	118	\$32.72	\$651,305
Finance Charges, excluding Mortgage/Vehicle	119	\$291.34	\$5,800,183

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843

Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		112,756	117,030
Households		44,003	45,811
Families		30,842	31,848
Median Age		37.2	37.1
Median Household Income		\$68,755	\$77,482
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	122	\$7,224.15	\$317,883,806
Savings Accounts	122	\$16,041.11	\$705,855,802
U.S. Savings Bonds	123	\$507.29	\$22,322,113
Stocks, Bonds & Mutual Funds	128	\$49,998.87	\$2,200,096,527
<b>Annual Changes</b>			
Checking Accounts	148	\$385.47	\$16,961,918
Savings Accounts	122	\$475.34	\$20,916,460
U.S. Savings Bonds	99	\$2.35	\$103,591
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	122	\$1,199.24	\$52,770,216
Interest from Savings Accounts or Bonds	121	\$1,110.35	\$48,858,609
Retirement Plan Contributions	131	\$1,806.96	\$79,511,451
<b>Liabilities</b>			
Original Mortgage Amount	135	\$29,106.72	\$1,280,780,736
Vehicle Loan Amount 1	120	\$3,259.73	\$143,437,729
<b>Amount Paid: Interest</b>			
Home Mortgage	132	\$6,151.77	\$270,695,908
Lump Sum Home Equity Loan	128	\$166.39	\$7,321,696
New Car/Truck/Van Loan	124	\$258.42	\$11,371,246
Used Car/Truck/Van Loan	117	\$190.61	\$8,387,341
<b>Amount Paid: Principal</b>			
Home Mortgage	130	\$2,578.84	\$113,476,615
Lump Sum Home Equity Loan	126	\$209.86	\$9,234,510
New Car/Truck/Van Loan	124	\$1,383.50	\$60,877,874
Used Car/Truck/Van Loan	117	\$886.75	\$39,019,532
Checking Account and Banking Service Charges	121	\$33.56	\$1,476,653
Finance Charges, excluding Mortgage/Vehicle	123	\$301.61	\$13,271,745

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

2010 Housing Summary		2010 Demographic Summary		
Housing Units	4,793	Population	9,667	
2010-2015 Percent Change	4.84%	Households	4,381	
Percent Occupied	91.4%	Families	2,676	
Percent Owner HHS	52.7%	Median Age	34.0	
Median Home Value	\$149,563	Median Household Income	\$64,159	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		99	\$11,746.02	\$51,462,688
Mortgage Interest		107	\$4,975.24	\$21,797,979
Mortgage Principal		100	\$1,983.27	\$8,689,276
Property Taxes		91	\$2,021.38	\$8,856,244
Homeowners Insurance		92	\$415.78	\$1,821,672
Ground Rent		84	\$61.10	\$267,687
Maintenance and Remodeling Services		94	\$1,868.98	\$8,188,533
Maintenance and Remodeling Materials		92	\$340.77	\$1,493,028
Property Management and Security		92	\$78.45	\$343,725
<b>Rented Dwellings</b>		146	\$5,018.54	\$21,987,680
Rent		147	\$4,789.42	\$20,983,817
Rent Received as Pay		128	\$117.22	\$513,557
Renters' Insurance		138	\$18.07	\$79,176
Maintenance and Repair Services		120	\$25.49	\$111,692
Maintenance and Repair Materials		129	\$68.34	\$299,437
<b>Owned Vacation Homes</b>		94	\$436.62	\$1,912,971
Mortgage Payment		97	\$196.93	\$862,826
Property Taxes		85	\$95.55	\$418,628
Homeowners Insurance		82	\$12.19	\$53,404
Maintenance and Remodeling		100	\$116.84	\$511,922
Property Management and Security		88	\$15.11	\$66,192
Housing While Attending School		98	\$79.82	\$349,703
<b>Household Operations</b>		103	\$1,631.99	\$7,150,209
Child Care		123	\$569.80	\$2,496,447
Care for Elderly or Handicapped		84	\$60.87	\$266,685
Appliance Rental and Repair		96	\$23.29	\$102,028
Computer Information Services		109	\$265.03	\$1,161,159
Home Security System Services		102	\$26.81	\$117,443
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.51	\$28,517
Housekeeping Services		98	\$149.91	\$656,782
Lawn and Garden		92	\$384.41	\$1,684,202
Moving/Storage/Freight Express		114	\$69.18	\$303,077
PC Repair (Personal Use)		100	\$8.84	\$38,731
Reupholstering/Furniture Repair		98	\$7.76	\$33,998
Termite/Pest Control		98	\$23.92	\$104,793
Water Softening Services		75	\$4.23	\$18,551
Internet Services Away from Home		115	\$3.06	\$13,400
Voice Over IP Service		106	\$7.10	\$31,121
Other Home Services (1)		90	\$20.63	\$90,395

**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

SR 125/I-275  
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Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	102	\$4,601.17	\$20,159,055
Bottled Gas	60	\$40.30	\$176,549
Electricity	103	\$1,743.31	\$7,637,943
Fuel Oil	60	\$67.66	\$296,448
Natural Gas	97	\$635.49	\$2,784,274
Telephone Services	107	\$1,539.42	\$6,744,625
Water and Other Public Services	104	\$571.24	\$2,502,784
Coal/Wood/Other Fuel	60	\$5.18	\$22,703
<b>Housekeeping Supplies</b>	103	\$721.63	\$3,161,654
Laundry and Cleaning Supplies	106	\$202.54	\$887,393
Postage and Stationery	100	\$204.03	\$893,919
Other HH Products (2)	103	\$315.39	\$1,381,803
<b>Household Textiles</b>	104	\$138.65	\$607,450
Bathroom Linens	112	\$19.81	\$86,790
Bedroom Linens	108	\$67.30	\$294,846
Kitchen and Dining Room Linens	105	\$3.24	\$14,208
Curtains and Draperies	97	\$28.01	\$122,730
Slipcovers, Decorative Pillows	110	\$4.70	\$20,571
Materials for Slipcovers/Curtains	90	\$13.77	\$60,329
Other Linens	108	\$1.88	\$8,256
<b>Furniture</b>	108	\$646.48	\$2,832,407
Mattresses and Box Springs	107	\$85.63	\$375,149
Other Bedroom Furniture	115	\$123.05	\$539,114
Sofas	109	\$164.69	\$721,564
Living Room Tables and Chairs	101	\$83.91	\$367,613
Kitchen, Dining Room Furniture	107	\$66.18	\$289,956
Infant Furniture	116	\$12.98	\$56,877
Outdoor Furniture	94	\$25.17	\$110,264
Wall Units, Cabinets, Other Furniture (3)	107	\$85.17	\$373,169
<b>Major Appliances</b>	97	\$294.70	\$1,291,151
Dishwashers and Disposals	93	\$25.48	\$111,644
Refrigerators and Freezers	98	\$80.82	\$354,116
Clothes Washers	101	\$50.46	\$221,097
Clothes Dryers	101	\$38.54	\$168,860
Cooking Stoves and Ovens	94	\$44.43	\$194,649
Microwave Ovens	104	\$13.28	\$58,203
Window Air Conditioners	90	\$6.29	\$27,552
Electric Floor Cleaning Equipment	96	\$21.55	\$94,422
Sewing Machines and Miscellaneous Appliances	87	\$13.97	\$61,208

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	95	\$71.45	\$313,050
Housewares	96	\$82.89	\$363,169
Small Appliances	101	\$33.11	\$145,051
Window Coverings	109	\$42.43	\$185,887
Lamps and Other Lighting Fixtures	102	\$23.98	\$105,051
Infant Equipment	35	\$7.00	\$30,664
Rental of Furniture	125	\$5.78	\$25,325
Laundry and Cleaning Equipment	103	\$23.05	\$100,972
Closet and Storage Items	22	\$5.42	\$23,735
Luggage	106	\$9.85	\$43,139
Clocks and Other Household Decoratives	29	\$60.05	\$263,088
Telephones and Accessories	79	\$33.80	\$148,074
Telephone Answering Devices	99	\$0.83	\$3,649
Grills and Outdoor Equipment	26	\$13.48	\$59,064
Power Tools	94	\$30.23	\$132,451
Hand Tools	108	\$11.20	\$49,052
Office Furniture/Equipment for Home Use	109	\$17.74	\$77,732
Computers and Hardware for Home Use	111	\$213.09	\$933,608
Software and Accessories for Home Use	113	\$32.09	\$140,577
Other Household Items (4)	100	\$104.01	\$455,696

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

2010 Housing Summary		2010 Demographic Summary		
Housing Units	21,313	Population	49,904	
2010-2015 Percent Change	4.86%	Households	19,908	
Percent Occupied	93.4%	Families	13,476	
Percent Owner HHS	67.2%	Median Age	37.7	
Median Home Value	\$155,491	Median Household Income	\$67,305	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		122	\$14,461.25	\$287,899,816
Mortgage Interest		125	\$5,819.01	\$115,846,905
Mortgage Principal		123	\$2,437.10	\$48,518,640
Property Taxes		121	\$2,673.10	\$53,217,099
Homeowners Insurance		115	\$519.39	\$10,340,252
Ground Rent		103	\$75.05	\$1,494,168
Maintenance and Remodeling Services		122	\$2,412.45	\$48,027,878
Maintenance and Remodeling Materials		113	\$421.86	\$8,398,591
Property Management and Security		120	\$103.02	\$2,050,972
<b>Rented Dwellings</b>		117	\$4,008.63	\$79,805,288
Rent		117	\$3,815.99	\$75,970,216
Rent Received as Pay		103	\$94.39	\$1,879,197
Renters' Insurance		120	\$15.60	\$310,654
Maintenance and Repair Services		106	\$22.49	\$447,796
Maintenance and Repair Materials		113	\$60.15	\$1,197,425
<b>Owned Vacation Homes</b>		124	\$578.43	\$11,515,507
Mortgage Payment		126	\$257.11	\$5,118,688
Property Taxes		121	\$136.05	\$2,708,497
Homeowners Insurance		119	\$17.67	\$351,782
Maintenance and Remodeling		126	\$146.71	\$2,920,680
Property Management and Security		122	\$20.89	\$415,860
Housing While Attending School		125	\$101.44	\$2,019,556
<b>Household Operations</b>		118	\$1,861.99	\$37,069,123
Child Care		127	\$587.48	\$11,695,712
Care for Elderly or Handicapped		121	\$87.20	\$1,736,054
Appliance Rental and Repair		117	\$28.40	\$565,318
Computer Information Services		119	\$290.69	\$5,787,260
Home Security System Services		123	\$32.19	\$640,853
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.23	\$123,939
Housekeeping Services		121	\$184.98	\$3,682,618
Lawn and Garden		115	\$482.34	\$9,602,553
Moving/Storage/Freight Express		117	\$71.06	\$1,414,697
PC Repair (Personal Use)		112	\$9.91	\$197,206
Reupholstering/Furniture Repair		121	\$9.62	\$191,559
Termite/Pest Control		116	\$28.14	\$560,285
Water Softening Services		94	\$5.27	\$105,016
Internet Services Away from Home		123	\$3.28	\$65,383
Voice Over IP Service		122	\$8.14	\$162,133
Other Home Services (1)		118	\$26.90	\$535,580

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	115	\$5,199.50	\$103,513,648
Bottled Gas	84	\$56.78	\$1,130,492
Electricity	114	\$1,929.00	\$38,403,331
Fuel Oil	104	\$117.01	\$2,329,505
Natural Gas	119	\$780.11	\$15,530,653
Telephone Services	115	\$1,662.94	\$33,106,331
Water and Other Public Services	118	\$647.01	\$12,880,987
Coal/Wood/Other Fuel	81	\$6.97	\$138,859
<b>Housekeeping Supplies</b>	115	\$809.50	\$16,115,840
Laundry and Cleaning Supplies	115	\$219.24	\$4,364,782
Postage and Stationery	115	\$235.23	\$4,682,972
Other HH Products (2)	116	\$355.11	\$7,069,583
<b>Household Textiles</b>	118	\$156.97	\$3,125,030
Bathroom Linens	120	\$21.24	\$422,789
Bedroom Linens	119	\$73.75	\$1,468,214
Kitchen and Dining Room Linens	119	\$3.68	\$73,177
Curtains and Draperies	117	\$33.84	\$673,794
Slipcovers, Decorative Pillows	121	\$5.16	\$102,752
Materials for Slipcovers/Curtains	112	\$17.20	\$342,454
Other Linens	121	\$2.12	\$42,137
<b>Furniture</b>	120	\$723.80	\$14,409,683
Mattresses and Box Springs	117	\$93.31	\$1,857,631
Other Bedroom Furniture	121	\$129.47	\$2,577,476
Sofas	121	\$183.71	\$3,657,441
Living Room Tables and Chairs	119	\$98.57	\$1,962,445
Kitchen, Dining Room Furniture	121	\$74.94	\$1,492,013
Infant Furniture	123	\$13.72	\$273,051
Outdoor Furniture	124	\$33.09	\$658,669
Wall Units, Cabinets, Other Furniture (3)	122	\$97.06	\$1,932,260
<b>Major Appliances</b>	114	\$347.19	\$6,912,069
Dishwashers and Disposals	116	\$31.67	\$630,427
Refrigerators and Freezers	114	\$93.45	\$1,860,437
Clothes Washers	116	\$57.92	\$1,153,160
Clothes Dryers	116	\$44.46	\$885,172
Cooking Stoves and Ovens	116	\$54.78	\$1,090,591
Microwave Ovens	117	\$14.94	\$297,458
Window Air Conditioners	99	\$6.98	\$138,947
Electric Floor Cleaning Equipment	110	\$24.78	\$493,389
Sewing Machines and Miscellaneous Appliances	113	\$18.24	\$363,140

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	121	\$90.92	\$1,810,085
Housewares	105	\$90.35	\$1,798,642
Small Appliances	115	\$37.74	\$751,370
Window Coverings	126	\$49.08	\$977,108
Lamps and Other Lighting Fixtures	121	\$28.50	\$567,359
Infant Equipment	33	\$6.74	\$134,226
Rental of Furniture	107	\$4.94	\$98,282
Laundry and Cleaning Equipment	114	\$25.55	\$508,675
Closet and Storage Items	24	\$6.05	\$120,375
Luggage	123	\$11.37	\$226,308
Clocks and Other Household Decoratives	34	\$70.51	\$1,403,730
Telephones and Accessories	81	\$34.68	\$690,349
Telephone Answering Devices	115	\$0.96	\$19,163
Grills and Outdoor Equipment	31	\$16.44	\$327,234
Power Tools	107	\$34.16	\$680,155
Hand Tools	116	\$12.02	\$239,259
Office Furniture/Equipment for Home Use	123	\$20.16	\$401,450
Computers and Hardware for Home Use	120	\$229.66	\$4,572,222
Software and Accessories for Home Use	121	\$34.58	\$688,413
Other Household Items (4)	115	\$119.49	\$2,378,930

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

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

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

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

2010 Housing Summary		2010 Demographic Summary		
Housing Units	47,178	Population	112,756	
2010-2015 Percent Change	5.13%	Households	44,003	
Percent Occupied	93.3%	Families	30,842	
Percent Owner HHS	70.7%	Median Age	37.2	
Median Home Value	\$154,668	Median Household Income	\$68,755	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		129	\$15,265.13	\$671,710,582
Mortgage Interest		132	\$6,151.77	\$270,695,908
Mortgage Principal		130	\$2,578.84	\$113,476,615
Property Taxes		127	\$2,810.92	\$123,688,648
Homeowners Insurance		122	\$548.62	\$24,141,025
Ground Rent		108	\$78.68	\$3,462,164
Maintenance and Remodeling Services		128	\$2,544.09	\$111,947,381
Maintenance and Remodeling Materials		120	\$445.66	\$19,610,260
Property Management and Security		125	\$106.62	\$4,691,391
<b>Rented Dwellings</b>		112	\$3,847.76	\$169,312,733
Rent		112	\$3,657.44	\$160,937,847
Rent Received as Pay		98	\$90.41	\$3,978,480
Renters' Insurance		117	\$15.31	\$673,767
Maintenance and Repair Services		105	\$22.19	\$976,421
Maintenance and Repair Materials		118	\$62.41	\$2,746,219
<b>Owned Vacation Homes</b>		130	\$603.67	\$26,563,085
Mortgage Payment		132	\$269.80	\$11,871,978
Property Taxes		126	\$141.97	\$6,247,294
Homeowners Insurance		124	\$18.40	\$809,723
Maintenance and Remodeling		130	\$151.68	\$6,674,302
Property Management and Security		127	\$21.81	\$959,787
Housing While Attending School		131	\$106.53	\$4,687,497
<b>Household Operations</b>		123	\$1,942.34	\$85,468,565
Child Care		132	\$611.52	\$26,908,565
Care for Elderly or Handicapped		127	\$91.36	\$4,020,039
Appliance Rental and Repair		122	\$29.79	\$1,310,918
Computer Information Services		123	\$301.18	\$13,252,968
Home Security System Services		129	\$33.84	\$1,489,249
Non-Apparel Household Laundry/Dry Cleaning		16	\$6.20	\$273,009
Housekeeping Services		127	\$193.80	\$8,527,788
Lawn and Garden		121	\$506.65	\$22,294,262
Moving/Storage/Freight Express		120	\$72.67	\$3,197,550
PC Repair (Personal Use)		116	\$10.28	\$452,188
Reupholstering/Furniture Repair		127	\$10.08	\$443,632
Termite/Pest Control		122	\$29.66	\$1,305,282
Water Softening Services		99	\$5.55	\$244,335
Internet Services Away from Home		127	\$3.40	\$149,615
Voice Over IP Service		124	\$8.30	\$365,399
Other Home Services (1)		123	\$28.08	\$1,235,553

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	119	\$5,392.43	\$237,282,603
Bottled Gas	89	\$60.18	\$2,648,239
Electricity	118	\$2,000.20	\$88,014,731
Fuel Oil	107	\$119.80	\$5,271,631
Natural Gas	124	\$812.44	\$35,749,651
Telephone Services	119	\$1,717.06	\$75,555,859
Water and Other Public Services	123	\$675.32	\$29,716,061
Coal/Wood/Other Fuel	85	\$7.33	\$322,565
<b>Housekeeping Supplies</b>	120	\$840.05	\$36,964,740
Laundry and Cleaning Supplies	119	\$227.20	\$9,997,380
Postage and Stationery	119	\$244.04	\$10,738,415
Other HH Products (2)	120	\$368.79	\$16,228,022
<b>Household Textiles</b>	123	\$163.20	\$7,181,069
Bathroom Linens	124	\$21.93	\$964,780
Bedroom Linens	123	\$76.43	\$3,363,324
Kitchen and Dining Room Linens	124	\$3.82	\$168,203
Curtains and Draperies	123	\$35.41	\$1,558,111
Slipcovers, Decorative Pillows	125	\$5.36	\$235,742
Materials for Slipcovers/Curtains	118	\$18.05	\$794,457
Other Linens	125	\$2.19	\$96,275
<b>Furniture</b>	125	\$752.83	\$33,126,799
Mattresses and Box Springs	121	\$96.70	\$4,255,057
Other Bedroom Furniture	125	\$134.39	\$5,913,704
Sofas	125	\$190.08	\$8,364,100
Living Room Tables and Chairs	124	\$102.67	\$4,517,722
Kitchen, Dining Room Furniture	126	\$78.16	\$3,439,205
Infant Furniture	128	\$14.27	\$627,888
Outdoor Furniture	131	\$34.87	\$1,534,594
Wall Units, Cabinets, Other Furniture (3)	128	\$101.67	\$4,473,707
<b>Major Appliances</b>	120	\$363.48	\$15,994,060
Dishwashers and Disposals	122	\$33.27	\$1,463,973
Refrigerators and Freezers	119	\$98.00	\$4,312,250
Clothes Washers	121	\$60.71	\$2,671,636
Clothes Dryers	122	\$46.60	\$2,050,453
Cooking Stoves and Ovens	122	\$57.45	\$2,528,036
Microwave Ovens	121	\$15.41	\$678,260
Window Air Conditioners	102	\$7.15	\$314,540
Electric Floor Cleaning Equipment	115	\$25.84	\$1,137,004
Sewing Machines and Miscellaneous Appliances	118	\$19.03	\$837,535

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	127	\$95.05	\$4,182,649
Housewares	109	\$93.43	\$4,111,084
Small Appliances	119	\$39.15	\$1,722,563
Window Coverings	133	\$51.79	\$2,278,809
Lamps and Other Lighting Fixtures	126	\$29.79	\$1,310,680
Infant Equipment	34	\$6.94	\$305,576
Rental of Furniture	105	\$4.87	\$214,092
Laundry and Cleaning Equipment	119	\$26.51	\$1,166,564
Closet and Storage Items	25	\$6.27	\$275,764
Luggage	128	\$11.86	\$521,904
Clocks and Other Household Decoratives	36	\$73.71	\$3,243,247
Telephones and Accessories	84	\$35.79	\$1,574,797
Telephone Answering Devices	119	\$1.00	\$43,957
Grills and Outdoor Equipment	33	\$17.22	\$757,651
Power Tools	111	\$35.53	\$1,563,238
Hand Tools	120	\$12.38	\$544,785
Office Furniture/Equipment for Home Use	129	\$21.09	\$927,878
Computers and Hardware for Home Use	124	\$237.88	\$10,467,540
Software and Accessories for Home Use	126	\$35.77	\$1,573,850
Other Household Items (4)	120	\$124.18	\$5,464,223

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		9,667	9,883
Households		4,381	4,517
Families		2,676	2,721
Median Household Income		\$64,159	\$72,793
Males per 100 Females		92.3	92.3
<b>Population By Age</b>			
Population <5 Years		8.0%	8.1%
Population 5-17 Years		15.3%	15.3%
Population 65+ Years		11.3%	12.4%
Median Age		34.0	33.9
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	94	\$3,508.51	\$15,371,779
<b>Medical Care</b>	95	\$1,703.44	\$7,463,256
Physician Services	102	\$231.16	\$1,012,770
Dental Services	96	\$310.58	\$1,360,722
Eyecare Services	101	\$50.46	\$221,065
Lab Tests, X-Rays	99	\$54.50	\$238,766
Hospital Room and Hospital Services	106	\$145.85	\$639,025
Convalescent or Nursing Home Care	83	\$19.20	\$84,116
Other Medical services (1)	96	\$107.12	\$469,332
Nonprescription Drugs	98	\$100.73	\$441,349
Prescription Drugs	89	\$443.09	\$1,941,304
Nonprescription Vitamins	97	\$54.93	\$240,675
Medicare Prescription Drug Premium	75	\$37.30	\$163,431
Eyeglasses and Contact Lenses	99	\$75.96	\$332,821
Hearing Aids	70	\$15.18	\$66,488
Medical Equipment for General Use	108	\$6.80	\$29,808
Other Medical Supplies (2)	98	\$50.28	\$220,303
<b>Health Insurance</b>	93	\$1,805.87	\$7,912,030
Blue Cross/Blue Shield	97	\$541.03	\$2,370,415
Commercial Health Insurance	105	\$394.22	\$1,727,184
Health Maintenance Organization	105	\$349.85	\$1,532,774
Medicare Payments	76	\$314.55	\$1,378,139
Long Term Care Insurance	84	\$70.39	\$308,418
Other Health Insurance (3)	81	\$136.68	\$598,852

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

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

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

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

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



# Medical Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Households		19,908	20,657
Families		13,476	13,850
Median Household Income		\$67,305	\$76,238
Males per 100 Females		94.0	93.8
<b>Population By Age</b>			
Population <5 Years		6.9%	6.8%
Population 5-17 Years		17.4%	17.3%
Population 65+ Years		12.8%	14.2%
Median Age		37.7	37.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	112	\$4,178.05	\$83,178,238
<b>Medical Care</b>	112	\$2,015.13	\$40,118,011
Physician Services	115	\$261.50	\$5,206,053
Dental Services	116	\$376.78	\$7,501,175
Eyecare Services	115	\$57.68	\$1,148,233
Lab Tests, X-Rays	113	\$62.08	\$1,235,841
Hospital Room and Hospital Services	116	\$158.63	\$3,158,162
Convalescent or Nursing Home Care	110	\$25.45	\$506,622
Other Medical services (1)	115	\$128.69	\$2,561,931
Nonprescription Drugs	110	\$113.74	\$2,264,412
Prescription Drugs	108	\$539.26	\$10,735,729
Nonprescription Vitamins	113	\$64.25	\$1,279,212
Medicare Prescription Drug Premium	98	\$48.72	\$969,931
Eyeglasses and Contact Lenses	118	\$90.43	\$1,800,376
Hearing Aids	98	\$21.35	\$425,105
Medical Equipment for General Use	120	\$7.57	\$150,703
Other Medical Supplies (2)	115	\$58.93	\$1,173,130
<b>Health Insurance</b>	112	\$2,163.11	\$43,063,998
Blue Cross/Blue Shield	115	\$642.66	\$12,794,398
Commercial Health Insurance	120	\$448.89	\$8,936,574
Health Maintenance Organization	118	\$394.73	\$7,858,358
Medicare Payments	100	\$412.95	\$8,221,094
Long Term Care Insurance	111	\$92.87	\$1,848,989
Other Health Insurance (3)	101	\$171.22	\$3,408,628

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

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

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

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

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



# Medical Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		112,756	117,030
Households		44,003	45,811
Families		30,842	31,848
Median Household Income		\$68,755	\$77,482
Males per 100 Females		94.3	94.1
<b>Population By Age</b>			
Population <5 Years		7.3%	7.2%
Population 5-17 Years		18.6%	18.6%
Population 65+ Years		11.5%	13.0%
Median Age		37.2	37.1
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	117	\$4,346.18	\$191,244,671
<b>Medical Care</b>	117	\$2,096.88	\$92,269,077
Physician Services	120	\$272.44	\$11,988,077
Dental Services	121	\$392.32	\$17,263,101
Eyecare Services	120	\$60.12	\$2,645,448
Lab Tests, X-Rays	118	\$64.85	\$2,853,536
Hospital Room and Hospital Services	121	\$165.18	\$7,268,296
Convalescent or Nursing Home Care	111	\$25.74	\$1,132,505
Other Medical services (1)	121	\$134.93	\$5,937,409
Nonprescription Drugs	115	\$118.11	\$5,196,987
Prescription Drugs	113	\$561.26	\$24,697,018
Nonprescription Vitamins	117	\$66.50	\$2,926,252
Medicare Prescription Drug Premium	101	\$50.04	\$2,202,068
Eyeglasses and Contact Lenses	123	\$94.34	\$4,151,396
Hearing Aids	101	\$21.96	\$966,226
Medical Equipment for General Use	125	\$7.90	\$347,410
Other Medical Supplies (2)	120	\$61.23	\$2,694,153
<b>Health Insurance</b>	116	\$2,249.25	\$98,973,424
Blue Cross/Blue Shield	120	\$670.75	\$29,515,055
Commercial Health Insurance	125	\$469.11	\$20,642,015
Health Maintenance Organization	123	\$409.27	\$18,009,014
Medicare Payments	103	\$425.41	\$18,719,121
Long Term Care Insurance	116	\$96.75	\$4,257,286
Other Health Insurance (3)	105	\$177.91	\$7,828,687

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

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

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		9,667	9,883
Households		4,381	4,517
Families		2,676	2,721
Median Age		34.0	33.9
Median Household Income		\$64,159	\$72,793
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	106	\$656.61	\$2,876,801
Admission to Movies, Theater, Opera, Ballet	111	\$168.95	\$740,221
Admission to Sporting Events, excl.Trips	108	\$64.46	\$282,419
Fees for Participant Sports, excl.Trips	105	\$111.89	\$490,238
Fees for Recreational Lessons	105	\$143.28	\$627,772
Membership Fees for Social/Recreation/Civic Clubs	102	\$167.13	\$732,246
Dating Services	116	\$0.89	\$3,905
Rental of Video Cassettes and DVDs	118	\$48.65	\$213,128
<b>Toys &amp; Games</b>	110	\$159.62	\$699,323
Toys and Playground Equipment	110	\$154.89	\$678,638
Play Arcade Pinball/Video Games	105	\$1.98	\$8,656
Online Entertainment and Games	121	\$2.82	\$12,348
<b>Recreational Vehicles and Fees</b>	89	\$288.14	\$1,262,404
Docking and Landing Fees for Boats and Planes	94	\$6.70	\$29,337
Camp Fees	93	\$26.96	\$118,108
Purchase of RVs or Boats	88	\$245.41	\$1,075,215
Rental of RVs or Boats	108	\$9.21	\$40,331
<b>Sports, Recreation and Exercise Equipment</b>	84	\$151.75	\$664,840
Exercise Equipment and Gear, Game Tables	90	\$73.52	\$322,117
Bicycles	115	\$22.69	\$99,401
Camping Equipment	47	\$6.85	\$29,990
Hunting and Fishing Equipment	58	\$22.27	\$97,555
Winter Sports Equipment	102	\$6.58	\$28,812
Water Sports Equipment	85	\$5.70	\$24,967
Other Sports Equipment	104	\$9.86	\$43,184
Rental/Repair of Sports/Recreation/Exercise Equipment	109	\$4.36	\$19,118
<b>Photographic Equipment and Supplies</b>	108	\$111.53	\$488,642
Film	97	\$7.14	\$31,283
Film Processing	101	\$22.61	\$99,066
Photographic Equipment	114	\$48.59	\$212,887
Photographer Fees/Other Supplies & Equip Rental/Repair	108	\$33.23	\$145,584
<b>Reading</b>	99	\$152.72	\$669,121
Magazine/Newspaper Subscriptions	90	\$57.09	\$250,120
Magazine/Newspaper Single Copies	98	\$18.86	\$82,615
Books	106	\$76.85	\$336,704

**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

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		49,904	51,573
Households		19,908	20,657
Families		13,476	13,850
Median Age		37.7	37.7
Median Household Income		\$67,305	\$76,238
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	125	\$770.96	\$15,348,635
Admission to Movies, Theater, Opera, Ballet	123	\$186.79	\$3,718,769
Admission to Sporting Events, excl.Trips	126	\$75.05	\$1,494,175
Fees for Participant Sports, excl.Trips	123	\$130.87	\$2,605,309
Fees for Recreational Lessons	128	\$174.70	\$3,477,956
Membership Fees for Social/Recreation/Civic Clubs	124	\$202.64	\$4,034,181
Dating Services	119	\$0.92	\$18,245
Rental of Video Cassettes and DVDs	121	\$49.72	\$989,870
<b>Toys &amp; Games</b>	119	\$172.50	\$3,434,103
Toys and Playground Equipment	119	\$167.51	\$3,334,771
Play Arcade Pinball/Video Games	116	\$2.20	\$43,769
Online Entertainment and Games	121	\$2.81	\$55,881
<b>Recreational Vehicles and Fees</b>	109	\$351.26	\$6,993,068
Docking and Landing Fees for Boats and Planes	125	\$8.88	\$176,789
Camp Fees	125	\$36.19	\$720,516
Purchase of RVs or Boats	106	\$295.80	\$5,888,892
Rental of RVs or Boats	122	\$10.42	\$207,512
<b>Sports, Recreation and Exercise Equipment</b>	94	\$170.07	\$3,385,866
Exercise Equipment and Gear, Game Tables	100	\$82.17	\$1,635,809
Bicycles	125	\$24.68	\$491,400
Camping Equipment	50	\$7.19	\$143,043
Hunting and Fishing Equipment	66	\$25.48	\$507,240
Winter Sports Equipment	113	\$7.30	\$145,345
Water Sports Equipment	109	\$7.28	\$144,934
Other Sports Equipment	119	\$11.25	\$223,871
Rental/Repair of Sports/Recreation/Exercise Equipment	119	\$4.75	\$94,536
<b>Photographic Equipment and Supplies</b>	120	\$124.72	\$2,482,906
Film	111	\$8.20	\$163,210
Film Processing	116	\$26.10	\$519,680
Photographic Equipment	123	\$52.77	\$1,050,470
Photographer Fees/Other Supplies & Equip Rental/Repair	122	\$37.66	\$749,728
<b>Reading</b>	118	\$181.99	\$3,623,171
Magazine/Newspaper Subscriptions	116	\$73.24	\$1,458,012
Magazine/Newspaper Single Copies	113	\$21.65	\$430,937
Books	120	\$87.13	\$1,734,557

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

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

SR 125/I-275  
I 275 N, Cincinnati, OH, 45245  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.06843  
Longitude: -84.29919

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		112,756	117,030
Households		44,003	45,811
Families		30,842	31,848
Median Age		37.2	37.1
Median Household Income		\$68,755	\$77,482
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		130	\$35,392,172
Admission to Movies, Theater, Opera, Ballet		128	\$8,508,589
Admission to Sporting Events, excl.Trips		132	\$3,461,719
Fees for Participant Sports, excl.Trips		128	\$6,016,002
Fees for Recreational Lessons		134	\$8,073,091
Membership Fees for Social/Recreation/Civic Clubs		129	\$9,292,249
Dating Services		120	\$40,522
Rental of Video Cassettes and DVDs		125	\$2,259,424
<b>Toys &amp; Games</b>		123	\$7,875,724
Toys and Playground Equipment		123	\$7,649,421
Play Arcade Pinball/Video Games		120	\$99,556
Online Entertainment and Games		124	\$126,556
<b>Recreational Vehicles and Fees</b>		114	\$16,268,730
Docking and Landing Fees for Boats and Planes		131	\$408,469
Camp Fees		133	\$1,683,688
Purchase of RVs or Boats		112	\$13,698,293
Rental of RVs or Boats		127	\$477,899
<b>Sports, Recreation and Exercise Equipment</b>		98	\$7,813,572
Exercise Equipment and Gear, Game Tables		105	\$3,774,234
Bicycles		129	\$1,126,509
Camping Equipment		52	\$328,125
Hunting and Fishing Equipment		70	\$1,176,279
Winter Sports Equipment		118	\$335,488
Water Sports Equipment		114	\$335,668
Other Sports Equipment		124	\$518,162
Rental/Repair of Sports/Recreation/Exercise Equipment		124	\$218,916
<b>Photographic Equipment and Supplies</b>		125	\$5,715,438
Film		116	\$375,210
Film Processing		121	\$1,198,713
Photographic Equipment		128	\$2,408,714
Photographer Fees/Other Supplies & Equip Rental/Repair		128	\$1,732,691
<b>Reading</b>		122	\$8,313,393
Magazine/Newspaper Subscriptions		121	\$3,361,517
Magazine/Newspaper Single Copies		116	\$980,820
Books		125	\$3,970,872

**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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