



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

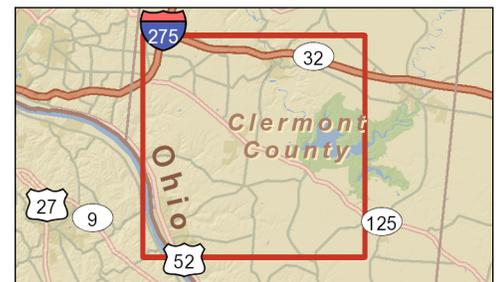
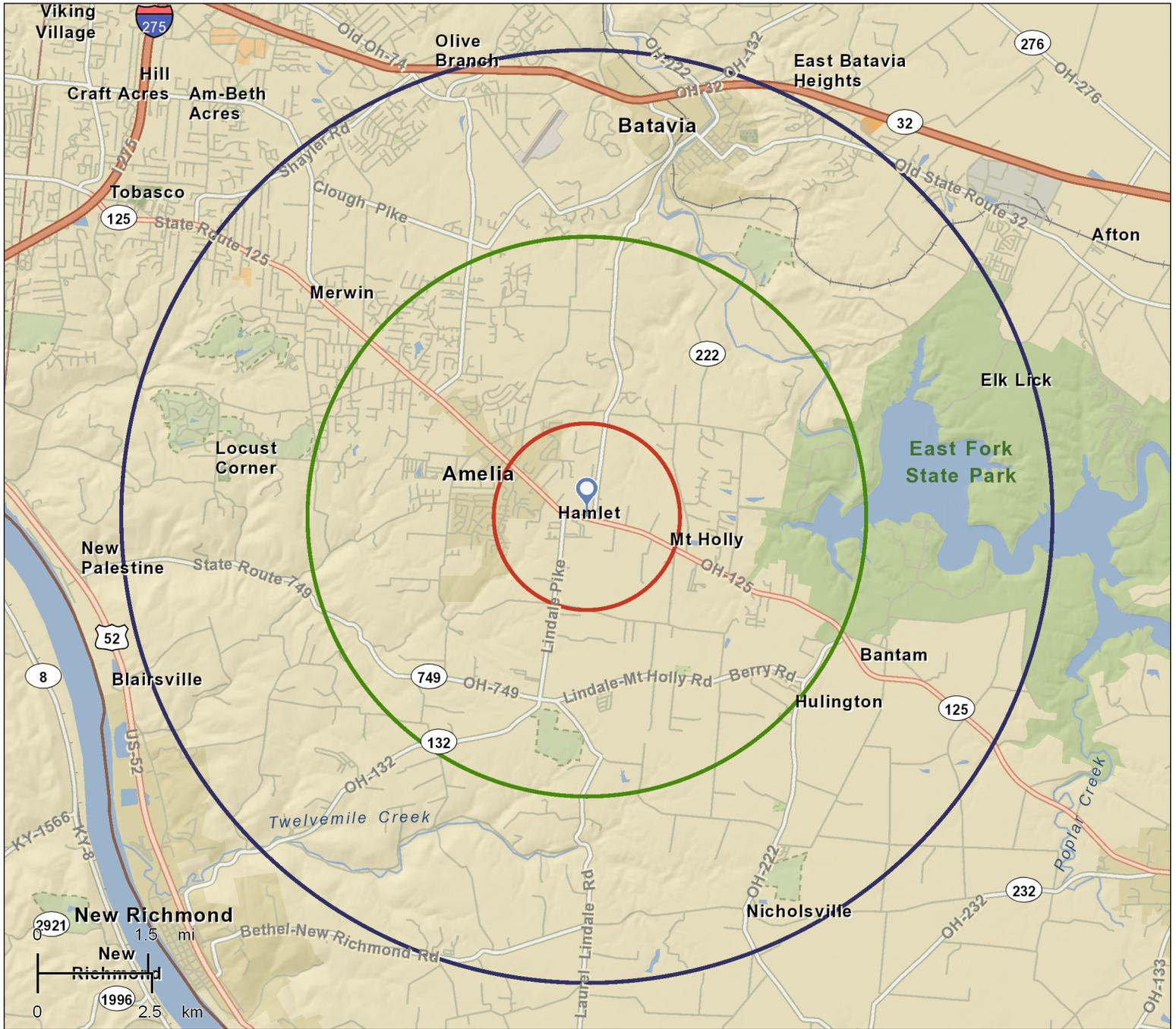
Site Map

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1, 3, 5 Miles

www.clermontcountyohio.biz

Latitude: 39.01917

Longitude: -84.20134



April 18, 2013

Made with Esri Business Analyst



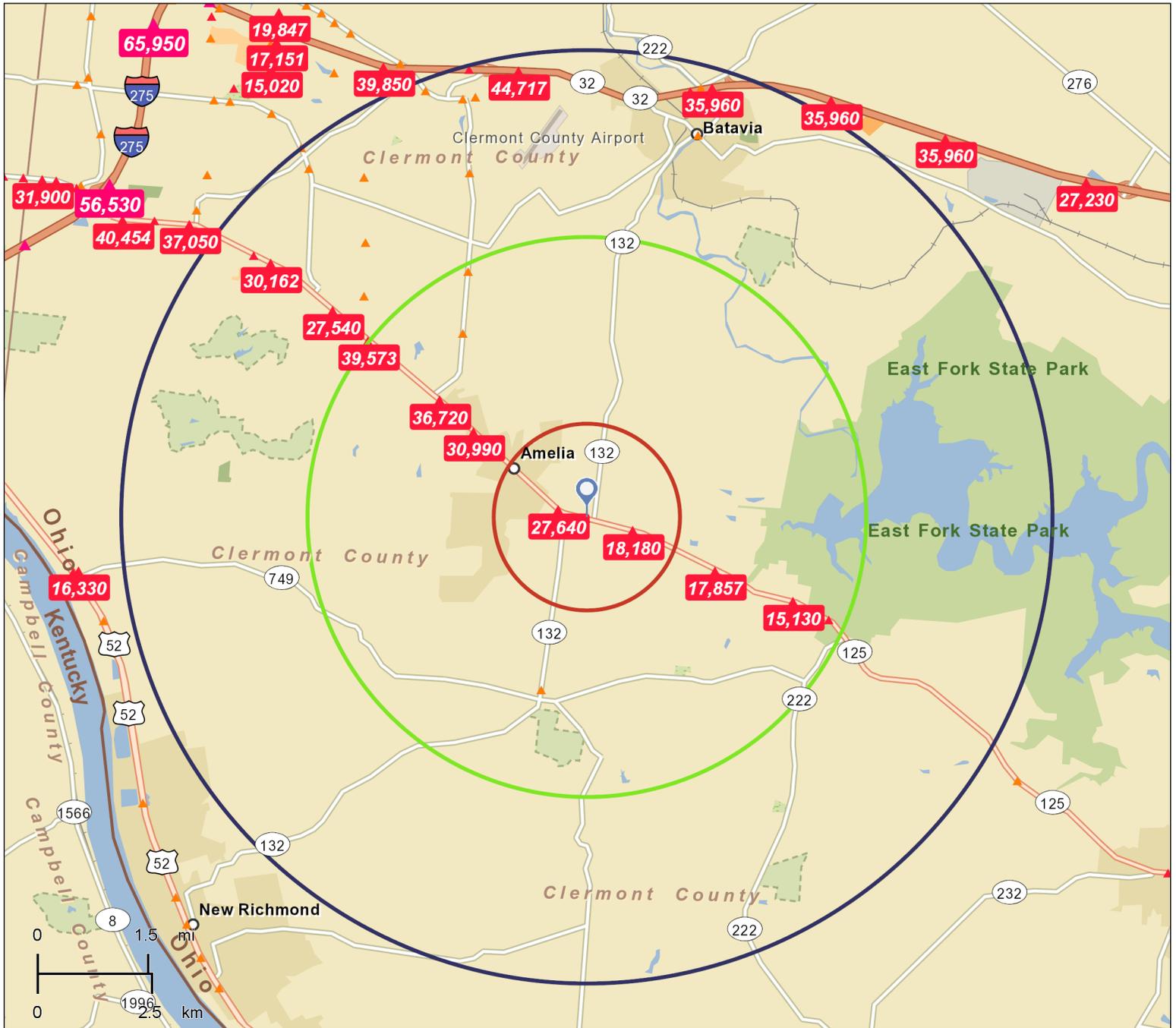
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Traffic Count Map

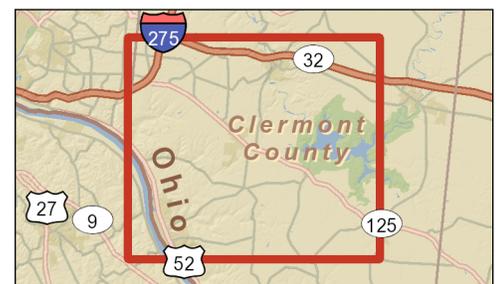
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,829	17,669	38,147
2010 Total Population	2,458	21,920	45,055
2012 Total Population	2,400	22,136	45,831
2012 Group Quarters	9	72	246
2017 Total Population	2,337	22,653	47,397
2012-2017 Annual Rate	-0.54%	0.46%	0.67%
Household Summary			
2000 Households	763	6,594	14,132
2000 Average Household Size	2.39	2.67	2.68
2010 Households	984	8,257	17,073
2010 Average Household Size	2.49	2.65	2.62
2012 Households	958	8,304	17,306
2012 Average Household Size	2.50	2.66	2.63
2017 Households	940	8,557	18,052
2017 Average Household Size	2.48	2.64	2.61
2012-2017 Annual Rate	-0.39%	0.60%	0.85%
2010 Families	647	5,982	12,308
2010 Average Family Size	3.04	3.07	3.06
2012 Families	628	6,003	12,438
2012 Average Family Size	3.04	3.07	3.06
2017 Families	606	6,129	12,840
2017 Average Family Size	3.05	3.07	3.06
2012-2017 Annual Rate	-0.70%	0.42%	0.64%
Housing Unit Summary			
2000 Housing Units	837	7,017	14,975
Owner Occupied Housing Units	49.2%	68.0%	68.2%
Renter Occupied Housing Units	42.1%	26.0%	26.2%
Vacant Housing Units	8.7%	6.0%	5.6%
2010 Housing Units	1,084	8,968	18,467
Owner Occupied Housing Units	56.8%	67.8%	68.0%
Renter Occupied Housing Units	33.9%	24.2%	24.5%
Vacant Housing Units	9.2%	7.9%	7.5%
2012 Housing Units	1,071	8,976	18,598
Owner Occupied Housing Units	54.8%	67.2%	67.6%
Renter Occupied Housing Units	34.6%	25.3%	25.5%
Vacant Housing Units	10.6%	7.5%	6.9%
2017 Housing Units	1,055	9,143	19,146
Owner Occupied Housing Units	56.3%	69.4%	69.7%
Renter Occupied Housing Units	32.8%	24.2%	24.6%
Vacant Housing Units	10.9%	6.4%	5.7%
Median Household Income			
2012	\$41,964	\$49,354	\$51,490
2017	\$49,151	\$54,447	\$57,267
Median Home Value			
2012	\$130,097	\$141,398	\$149,976
2017	\$141,376	\$156,058	\$167,121
Per Capita Income			
2012	\$20,466	\$21,634	\$24,704
2017	\$22,950	\$23,923	\$27,719
Median Age			
2010	33.0	34.5	36.2
2012	33.0	34.6	36.4
2017	33.2	34.9	36.8

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2012 Households by Income			
Household Income Base	958	8,304	17,306
<\$15,000	16.8%	12.7%	11.9%
\$15,000 - \$24,999	13.4%	12.3%	11.3%
\$25,000 - \$34,999	7.3%	8.9%	9.1%
\$35,000 - \$49,999	22.2%	16.6%	15.5%
\$50,000 - \$74,999	23.3%	24.6%	22.6%
\$75,000 - \$99,999	7.7%	12.6%	12.6%
\$100,000 - \$149,999	4.8%	8.6%	10.9%
\$150,000 - \$199,999	3.4%	2.2%	3.2%
\$200,000+	1.0%	1.5%	2.8%
Average Household Income	\$51,874	\$58,467	\$65,248
2017 Households by Income			
Household Income Base	940	8,557	18,052
<\$15,000	15.6%	11.8%	11.0%
\$15,000 - \$24,999	10.1%	9.9%	8.7%
\$25,000 - \$34,999	5.4%	7.1%	7.0%
\$35,000 - \$49,999	19.6%	13.5%	12.9%
\$50,000 - \$74,999	28.5%	28.7%	26.2%
\$75,000 - \$99,999	9.8%	15.5%	15.6%
\$100,000 - \$149,999	5.6%	9.5%	12.0%
\$150,000 - \$199,999	4.0%	2.5%	3.6%
\$200,000+	1.2%	1.6%	3.0%
Average Household Income	\$57,823	\$64,241	\$72,637
2012 Owner Occupied Housing Units by Value			
Total	587	6,030	12,564
<\$50,000	3.2%	2.7%	2.7%
\$50,000 - \$99,999	19.3%	15.9%	15.2%
\$100,000 - \$149,999	45.8%	38.0%	32.1%
\$150,000 - \$199,999	21.1%	25.0%	24.4%
\$200,000 - \$249,999	4.4%	9.4%	12.1%
\$250,000 - \$299,999	2.6%	4.3%	6.0%
\$300,000 - \$399,999	2.0%	3.2%	4.4%
\$400,000 - \$499,999	1.0%	0.8%	1.7%
\$500,000 - \$749,999	0.7%	0.6%	1.0%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$142,121	\$156,439	\$171,291
2017 Owner Occupied Housing Units by Value			
Total	594	6,341	13,341
<\$50,000	1.3%	1.2%	1.2%
\$50,000 - \$99,999	12.5%	10.3%	9.6%
\$100,000 - \$149,999	43.8%	34.6%	28.6%
\$150,000 - \$199,999	29.8%	32.3%	30.9%
\$200,000 - \$249,999	6.1%	12.1%	15.4%
\$250,000 - \$299,999	2.9%	4.6%	6.4%
\$300,000 - \$399,999	2.0%	3.3%	4.6%
\$400,000 - \$499,999	1.0%	0.8%	1.8%
\$500,000 - \$749,999	0.8%	0.7%	1.1%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$154,469	\$167,972	\$184,547

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,459	21,919	45,051
0 - 4	9.7%	8.7%	8.0%
5 - 9	7.4%	8.0%	7.7%
10 - 14	6.7%	6.9%	7.0%
15 - 24	12.1%	12.2%	12.2%
25 - 34	17.6%	14.9%	13.6%
35 - 44	13.5%	14.1%	13.8%
45 - 54	15.0%	14.9%	15.5%
55 - 64	9.5%	11.1%	12.0%
65 - 74	4.5%	5.6%	6.3%
75 - 84	2.8%	2.6%	3.0%
85 +	1.1%	0.9%	1.0%
18 +	73.0%	72.6%	73.4%
2012 Population by Age			
Total	2,399	22,135	45,833
0 - 4	9.7%	8.7%	7.9%
5 - 9	7.4%	8.0%	7.6%
10 - 14	6.5%	6.7%	6.8%
15 - 24	11.9%	12.0%	12.0%
25 - 34	18.2%	15.2%	13.8%
35 - 44	13.1%	13.7%	13.4%
45 - 54	14.5%	14.5%	15.0%
55 - 64	9.9%	11.6%	12.6%
65 - 74	4.8%	5.9%	6.7%
75 - 84	2.8%	2.6%	3.1%
85 +	1.1%	1.0%	1.0%
18 +	73.4%	73.0%	73.8%
2017 Population by Age			
Total	2,336	22,650	47,398
0 - 4	9.8%	8.7%	7.9%
5 - 9	7.4%	8.0%	7.6%
10 - 14	6.6%	6.8%	6.9%
15 - 24	11.1%	11.3%	11.2%
25 - 34	18.5%	15.4%	13.9%
35 - 44	13.0%	13.5%	13.1%
45 - 54	13.4%	13.4%	13.9%
55 - 64	10.3%	12.1%	13.1%
65 - 74	5.8%	7.1%	8.1%
75 - 84	3.0%	2.8%	3.2%
85 +	1.2%	1.1%	1.1%
18 +	73.3%	73.1%	74.0%
2010 Population by Sex			
Males	1,190	10,850	22,156
Females	1,268	11,070	22,899
2012 Population by Sex			
Males	1,166	10,990	22,602
Females	1,235	11,146	23,229
2017 Population by Sex			
Males	1,137	11,254	23,394
Females	1,199	11,399	24,003

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,457	21,919	45,055
White Alone	95.6%	95.8%	95.9%
Black Alone	1.2%	1.2%	1.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.8%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.4%	0.3%
Two or More Races	1.2%	1.6%	1.5%
Hispanic Origin	1.6%	1.4%	1.3%
Diversity Index	11.4	10.7	10.4
2012 Population by Race/Ethnicity			
Total	2,400	22,136	45,832
White Alone	95.0%	95.2%	95.4%
Black Alone	1.7%	1.6%	1.6%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.8%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.4%	0.4%
Two or More Races	1.3%	1.6%	1.5%
Hispanic Origin	1.9%	1.6%	1.6%
Diversity Index	13.1	12.2	11.8
2017 Population by Race/Ethnicity			
Total	2,337	22,653	47,398
White Alone	93.2%	93.6%	93.7%
Black Alone	2.9%	2.8%	2.9%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	0.9%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	0.6%	0.5%
Two or More Races	1.4%	1.7%	1.6%
Hispanic Origin	2.6%	2.2%	2.2%
Diversity Index	17.5	16.1	15.7
2010 Population by Relationship and Household Type			
Total	2,458	21,920	45,055
In Households	99.6%	99.7%	99.5%
In Family Households	83.2%	86.6%	86.2%
Householder	26.0%	26.9%	27.3%
Spouse	18.3%	20.1%	20.5%
Child	32.7%	34.0%	33.3%
Other relative	3.1%	2.7%	2.5%
Nonrelative	3.2%	2.9%	2.7%
In Nonfamily Households	16.4%	13.1%	13.2%
In Group Quarters	0.4%	0.3%	0.5%
Institutionalized Population	0.3%	0.3%	0.2%
Noninstitutionalized Population	0.0%	0.1%	0.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	983	8,257	17,073
Households with 1 Person	28.1%	21.6%	22.2%
Households with 2+ People	71.9%	78.4%	77.8%
Family Households	65.8%	72.4%	72.1%
Husband-wife Families	46.5%	54.2%	54.2%
With Related Children	23.6%	26.0%	24.5%
Other Family (No Spouse Present)	19.3%	18.3%	17.8%
Other Family with Male Householder	5.9%	5.9%	5.3%
With Related Children	4.0%	3.9%	3.5%
Other Family with Female Householder	13.4%	12.4%	12.5%
With Related Children	9.4%	8.6%	8.7%
Nonfamily Households	6.1%	6.0%	5.7%
All Households with Children	37.3%	39.2%	37.4%
Multigenerational Households	3.8%	4.3%	3.8%
Unmarried Partner Households	9.1%	8.6%	8.2%
Male-female	8.4%	8.0%	7.6%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	982	8,259	17,072
1 Person Household	28.1%	21.6%	22.2%
2 Person Household	29.3%	32.5%	34.4%
3 Person Household	19.1%	18.6%	18.0%
4 Person Household	14.1%	16.3%	15.0%
5 Person Household	5.5%	7.0%	6.6%
6 Person Household	3.3%	2.9%	2.6%
7 + Person Household	0.6%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	984	8,257	17,073
Owner Occupied	62.6%	73.7%	73.5%
Owned with a Mortgage/Loan	50.5%	58.3%	57.1%
Owned Free and Clear	12.1%	15.4%	16.4%
Renter Occupied	37.4%	26.3%	26.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

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Ring: 1 mile radius

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Summary	Census 2010	2012	2017
Population	2,458	2,400	2,337
Households	984	958	940
Families	647	628	606
Average Household Size	2.49	2.50	2.48
Owner Occupied Housing Units	616	587	594
Renter Occupied Housing Units	368	371	346
Median Age	33.0	33.0	33.2
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	-0.53%	0.14%	0.68%
Households	-0.38%	0.28%	0.74%
Families	-0.71%	0.07%	0.72%
Owner HHs	0.24%	0.48%	0.91%
Median Household Income	3.21%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	161	16.8%	147	15.6%
\$15,000 - \$24,999	128	13.4%	95	10.1%
\$25,000 - \$34,999	70	7.3%	51	5.4%
\$35,000 - \$49,999	213	22.2%	184	19.6%
\$50,000 - \$74,999	223	23.3%	268	28.5%
\$75,000 - \$99,999	74	7.7%	92	9.8%
\$100,000 - \$149,999	46	4.8%	53	5.6%
\$150,000 - \$199,999	33	3.4%	38	4.0%
\$200,000+	10	1.0%	11	1.2%
Median Household Income	\$41,964		\$49,151	
Average Household Income	\$51,874		\$57,823	
Per Capita Income	\$20,466		\$22,950	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	239	9.7%	233	9.7%	229	9.8%
5 - 9	182	7.4%	177	7.4%	172	7.4%
10 - 14	164	6.7%	157	6.5%	155	6.6%
15 - 19	133	5.4%	124	5.2%	115	4.9%
20 - 24	165	6.7%	162	6.8%	144	6.2%
25 - 34	434	17.7%	436	18.2%	433	18.5%
35 - 44	332	13.5%	315	13.1%	303	13.0%
45 - 54	369	15.0%	349	14.5%	314	13.4%
55 - 64	234	9.5%	237	9.9%	240	10.3%
65 - 74	110	4.5%	115	4.8%	135	5.8%
75 - 84	70	2.8%	68	2.8%	69	3.0%
85+	26	1.1%	26	1.1%	27	1.2%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,350	95.6%	2,279	95.0%	2,178	93.2%
Black Alone	29	1.2%	40	1.7%	68	2.9%
American Indian Alone	13	0.5%	13	0.5%	13	0.6%
Asian Alone	19	0.8%	20	0.8%	22	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	16	0.7%	18	0.8%	24	1.0%
Two or More Races	30	1.2%	30	1.3%	32	1.4%
Hispanic Origin (Any Race)	39	1.6%	45	1.9%	61	2.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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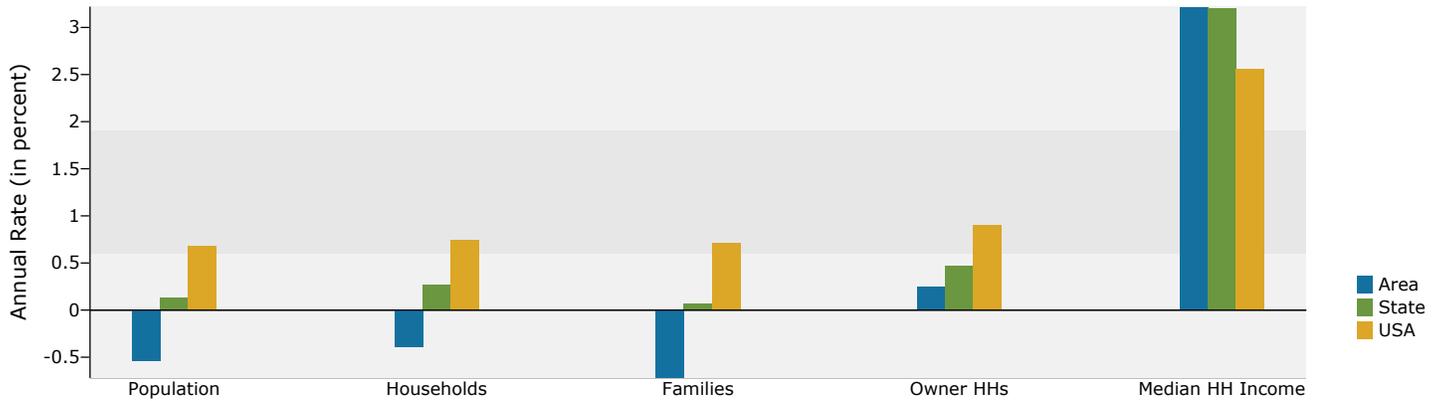
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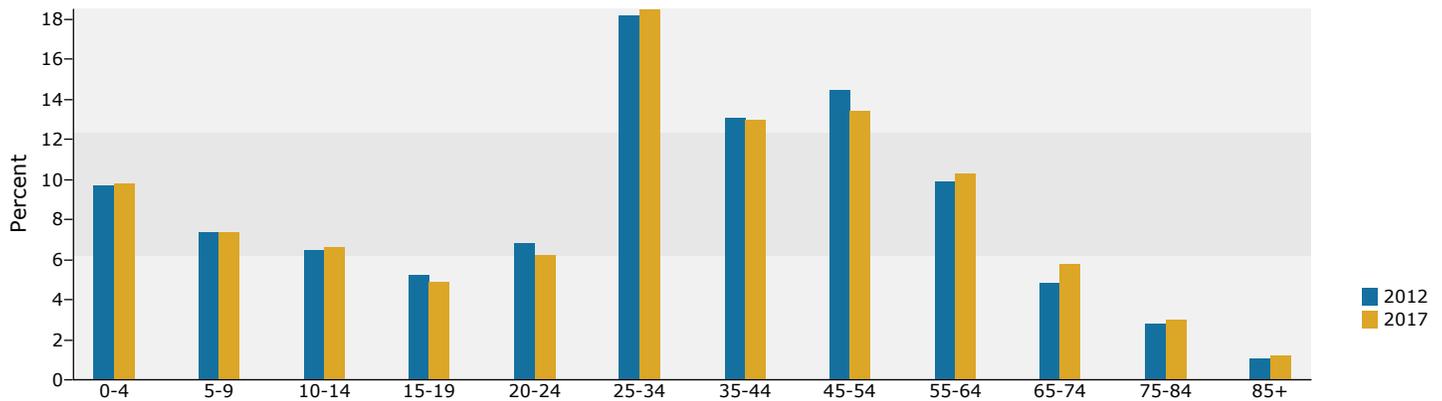
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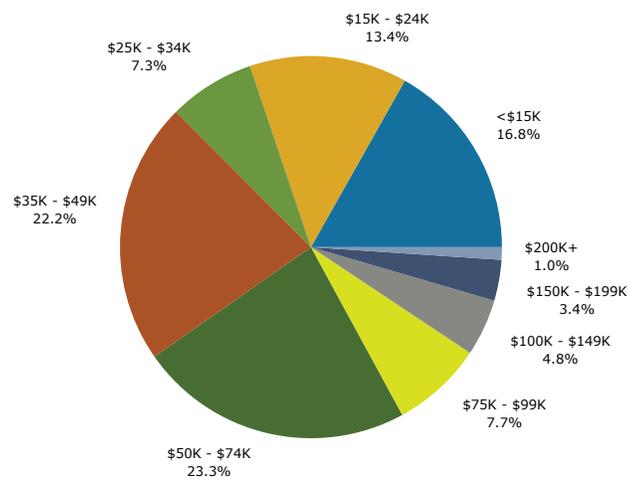
Trends 2012-2017



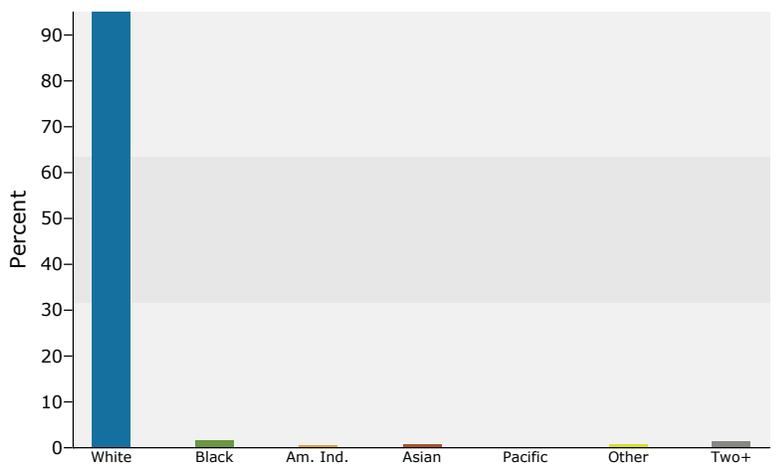
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Summary	Census 2010	2012	2017
Population	21,920	22,136	22,653
Households	8,257	8,304	8,557
Families	5,982	6,003	6,129
Average Household Size	2.65	2.66	2.64
Owner Occupied Housing Units	6,083	6,030	6,341
Renter Occupied Housing Units	2,174	2,274	2,216
Median Age	34.5	34.6	34.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.46%	0.14%	0.68%
Households	0.60%	0.28%	0.74%
Families	0.42%	0.07%	0.72%
Owner HHs	1.01%	0.48%	0.91%
Median Household Income	1.98%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	1,058	12.7%	1,013	11.8%
\$15,000 - \$24,999	1,024	12.3%	845	9.9%
\$25,000 - \$34,999	737	8.9%	605	7.1%
\$35,000 - \$49,999	1,376	16.6%	1,152	13.5%
\$50,000 - \$74,999	2,044	24.6%	2,452	28.7%
\$75,000 - \$99,999	1,044	12.6%	1,328	15.5%
\$100,000 - \$149,999	715	8.6%	811	9.5%
\$150,000 - \$199,999	184	2.2%	215	2.5%
\$200,000+	121	1.5%	135	1.6%
Median Household Income	\$49,354		\$54,447	
Average Household Income	\$58,467		\$64,241	
Per Capita Income	\$21,634		\$23,923	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,902	8.7%	1,918	8.7%	1,968	8.7%
5 - 9	1,759	8.0%	1,766	8.0%	1,802	8.0%
10 - 14	1,505	6.9%	1,493	6.7%	1,539	6.8%
15 - 19	1,382	6.3%	1,332	6.0%	1,301	5.7%
20 - 24	1,294	5.9%	1,327	6.0%	1,250	5.5%
25 - 34	3,274	14.9%	3,370	15.2%	3,488	15.4%
35 - 44	3,097	14.1%	3,039	13.7%	3,054	13.5%
45 - 54	3,265	14.9%	3,202	14.5%	3,033	13.4%
55 - 64	2,437	11.1%	2,572	11.6%	2,743	12.1%
65 - 74	1,219	5.6%	1,313	5.9%	1,607	7.1%
75 - 84	579	2.6%	584	2.6%	626	2.8%
85+	206	0.9%	219	1.0%	239	1.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	21,001	95.8%	21,082	95.2%	21,207	93.6%
Black Alone	255	1.2%	357	1.6%	642	2.8%
American Indian Alone	71	0.3%	74	0.3%	83	0.4%
Asian Alone	160	0.7%	172	0.8%	204	0.9%
Pacific Islander Alone	4	0.0%	4	0.0%	7	0.0%
Some Other Race Alone	79	0.4%	91	0.4%	126	0.6%
Two or More Races	349	1.6%	356	1.6%	384	1.7%
Hispanic Origin (Any Race)	300	1.4%	360	1.6%	508	2.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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ECONOMIC DEVELOPMENT

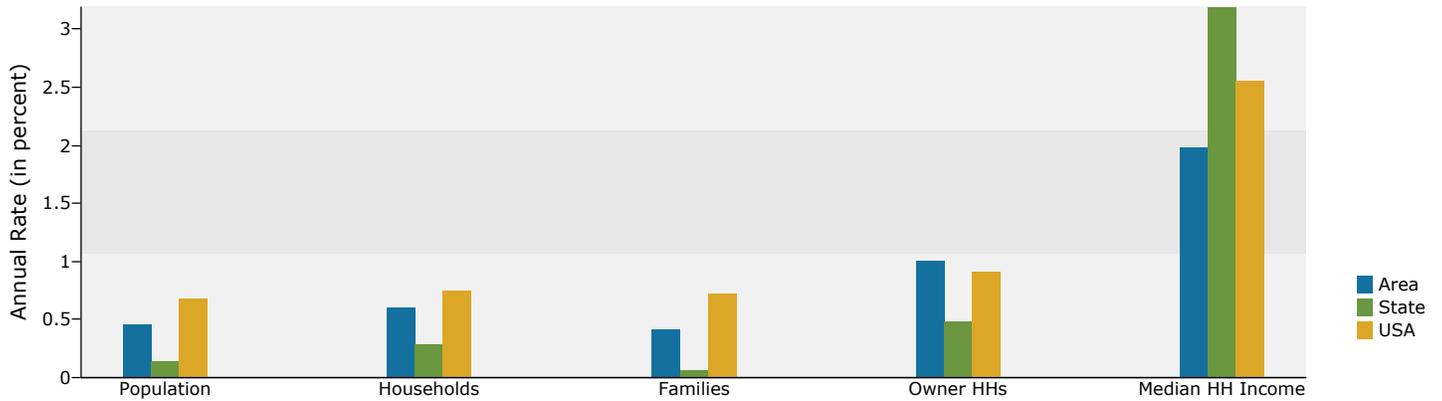
Demographic and Income Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

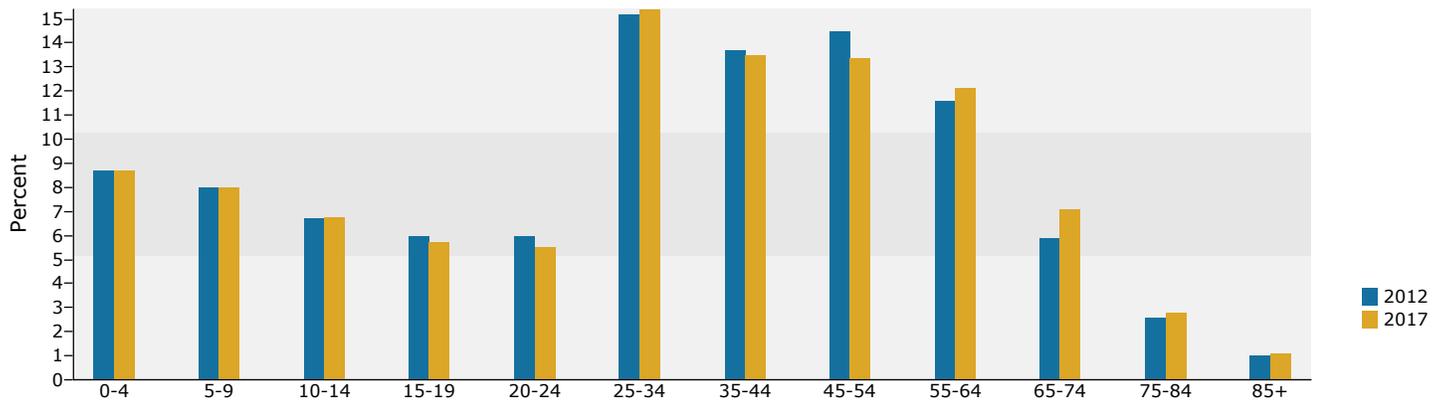
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Latitude: 39.01917
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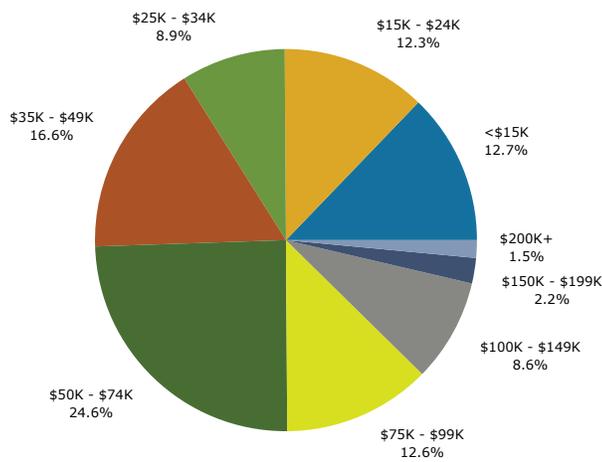
Trends 2012-2017



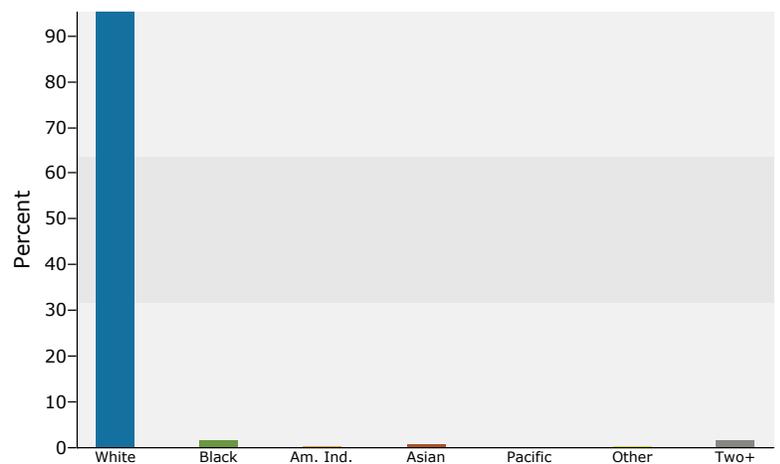
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

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Summary	Census 2010	2012	2017
Population	45,055	45,831	47,397
Households	17,073	17,306	18,052
Families	12,308	12,438	12,840
Average Household Size	2.62	2.63	2.61
Owner Occupied Housing Units	12,549	12,564	13,341
Renter Occupied Housing Units	4,524	4,742	4,710
Median Age	36.2	36.4	36.8
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.67%	0.14%	0.68%
Households	0.85%	0.28%	0.74%
Families	0.64%	0.07%	0.72%
Owner HHs	1.21%	0.48%	0.91%
Median Household Income	2.15%	3.19%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	2,062	11.9%	1,980	11.0%
\$15,000 - \$24,999	1,960	11.3%	1,570	8.7%
\$25,000 - \$34,999	1,580	9.1%	1,262	7.0%
\$35,000 - \$49,999	2,688	15.5%	2,322	12.9%
\$50,000 - \$74,999	3,905	22.6%	4,733	26.2%
\$75,000 - \$99,999	2,183	12.6%	2,811	15.6%
\$100,000 - \$149,999	1,879	10.9%	2,170	12.0%
\$150,000 - \$199,999	557	3.2%	655	3.6%
\$200,000+	492	2.8%	547	3.0%
Median Household Income	\$51,490		\$57,267	
Average Household Income	\$65,248		\$72,637	
Per Capita Income	\$24,704		\$27,719	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,591	8.0%	3,636	7.9%	3,752	7.9%
5 - 9	3,467	7.7%	3,501	7.6%	3,599	7.6%
10 - 14	3,138	7.0%	3,137	6.8%	3,262	6.9%
15 - 19	2,896	6.4%	2,806	6.1%	2,764	5.8%
20 - 24	2,603	5.8%	2,685	5.9%	2,546	5.4%
25 - 34	6,113	13.6%	6,324	13.8%	6,590	13.9%
35 - 44	6,213	13.8%	6,145	13.4%	6,219	13.1%
45 - 54	6,978	15.5%	6,885	15.0%	6,572	13.9%
55 - 64	5,415	12.0%	5,764	12.6%	6,220	13.1%
65 - 74	2,832	6.3%	3,078	6.7%	3,822	8.1%
75 - 84	1,370	3.0%	1,401	3.1%	1,530	3.2%
85+	439	1.0%	471	1.0%	522	1.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	43,218	95.9%	43,701	95.4%	44,432	93.7%
Black Alone	534	1.2%	750	1.6%	1,352	2.9%
American Indian Alone	119	0.3%	125	0.3%	144	0.3%
Asian Alone	356	0.8%	387	0.8%	469	1.0%
Pacific Islander Alone	13	0.0%	16	0.0%	26	0.1%
Some Other Race Alone	143	0.3%	165	0.4%	228	0.5%
Two or More Races	672	1.5%	688	1.5%	747	1.6%
Hispanic Origin (Any Race)	597	1.3%	717	1.6%	1,024	2.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 18, 2013

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CLERMONT COUNTY, OHIO
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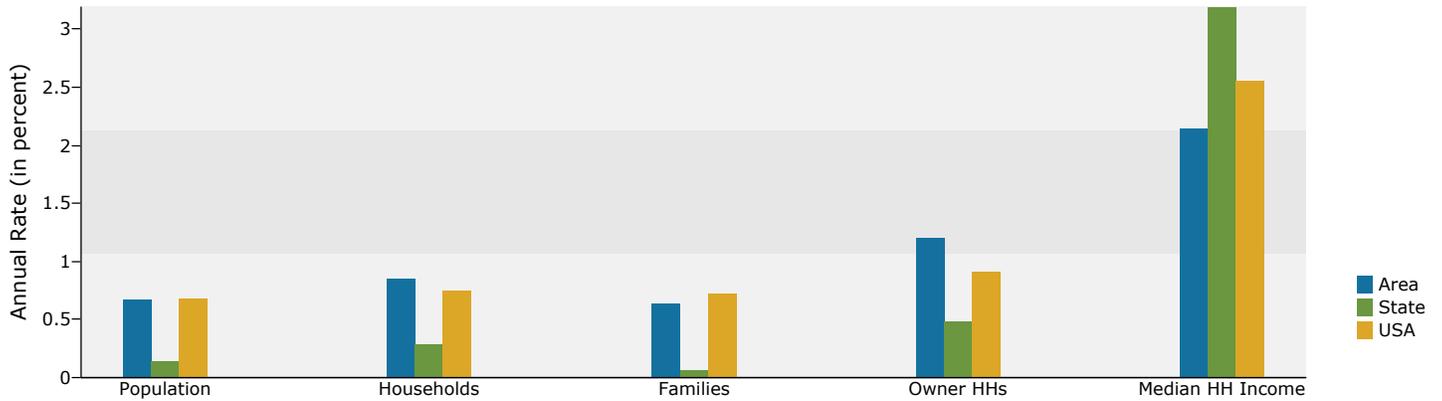
Demographic and Income Profile

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762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

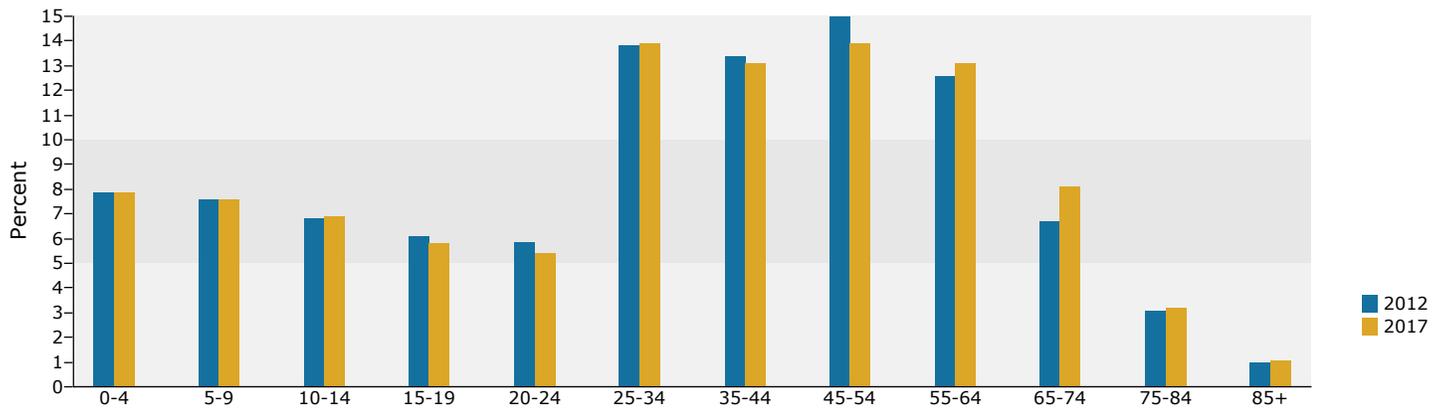
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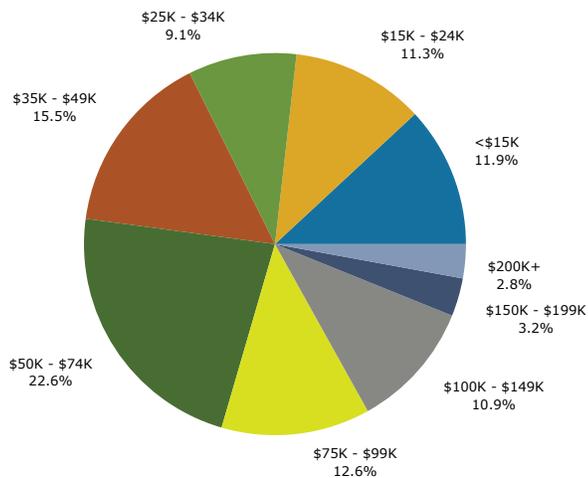
Trends 2012-2017



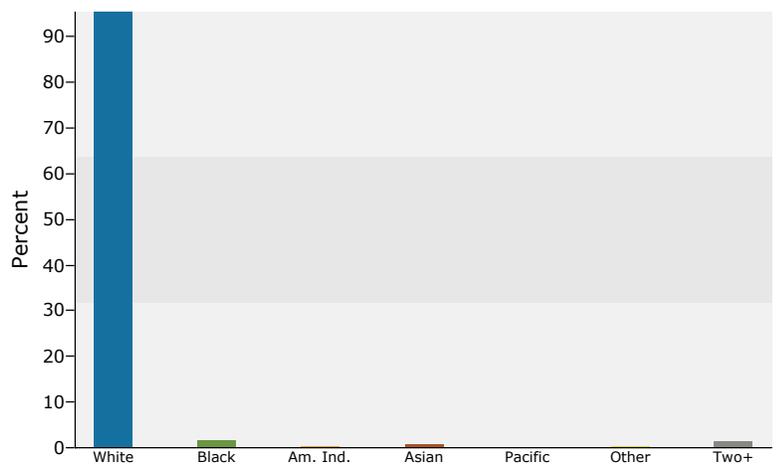
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Summary Demographics

2010 Population	2,205
2010 Households	942
2010 Median Disposable Income	\$32,570
2010 Per Capita Income	\$20,624

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	\$17,509,714	\$47,608,374	-\$30,098,660	-46.2	38
Total Retail Trade	44-45	\$14,980,682	\$41,787,294	-\$26,806,612	-47.2	26
Total Food & Drink	722	\$2,529,032	\$5,821,080	-\$3,292,047	-39.4	12

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,505,758	\$7,457,961	-\$3,952,204	-36.0	6
Automobile Dealers	4411	\$2,987,857	\$6,684,396	-\$3,696,539	-38.2	3
Other Motor Vehicle Dealers	4412	\$245,490	\$742,703	-\$497,212	-50.3	2
Auto Parts, Accessories & Tire Stores	4413	\$272,410	\$30,863	\$241,548	79.6	0
Furniture & Home Furnishings Stores	442	\$238,954	\$343,336	-\$104,382	-17.9	1
Furniture Stores	4421	\$122,748	\$0	\$122,748	100.0	0
Home Furnishings Stores	4422	\$116,206	\$343,336	-\$227,130	-49.4	1
Electronics & Appliance Stores	4431	\$611,713	\$246,587	\$365,126	42.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$519,080	\$191,774	\$327,306	46.0	3
Bldg Material & Supplies Dealers	4441	\$488,290	\$181,814	\$306,476	45.7	2
Lawn & Garden Equip & Supply Stores	4442	\$30,790	\$9,960	\$20,830	51.1	0
Food & Beverage Stores	445	\$2,674,245	\$12,947,034	-\$10,272,789	-65.8	4
Grocery Stores	4451	\$2,564,682	\$12,895,530	-\$10,330,848	-66.8	3
Specialty Food Stores	4452	\$37,992	\$0	\$37,992	100.0	0
Beer, Wine & Liquor Stores	4453	\$71,571	\$51,503	\$20,068	16.3	1
Health & Personal Care Stores	446,4461	\$304,210	\$864,773	-\$560,563	-48.0	3
Gasoline Stations	447,4471	\$2,592,146	\$7,443,654	-\$4,851,508	-48.3	3
Clothing & Clothing Accessories Stores	448	\$426,220	\$27,774	\$398,447	87.8	0
Clothing Stores	4481	\$309,736	\$27,774	\$281,963	83.5	0
Shoe Stores	4482	\$69,353	\$0	\$69,353	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$47,130	\$0	\$47,130	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$70,176	\$24,662	\$45,514	48.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$54,004	\$24,662	\$29,342	37.3	0
Book, Periodical & Music Stores	4512	\$16,172	\$0	\$16,172	100.0	0
General Merchandise Stores	452	\$2,449,593	\$11,976,973	-\$9,527,380	-66.0	2
Department Stores Excluding Leased Depts.	4521	\$1,040,862	\$11,499,539	-\$10,458,677	-83.4	1
Other General Merchandise Stores	4529	\$1,408,731	\$477,434	\$931,297	49.4	1
Miscellaneous Store Retailers	453	\$209,319	\$262,767	-\$53,448	-11.3	3
Florists	4531	\$11,406	\$105,609	-\$94,203	-80.5	2
Office Supplies, Stationery & Gift Stores	4532	\$69,921	\$144,989	-\$75,068	-34.9	0
Used Merchandise Stores	4533	\$4,743	\$12,169	-\$7,426	-43.9	1
Other Miscellaneous Store Retailers	4539	\$123,249	\$0	\$123,249	100.0	0
Nonstore Retailers	454	\$1,379,268	\$0	\$1,379,269	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,294,758	\$0	\$1,294,758	100.0	0
Vending Machine Operators	4542	\$1,968	\$0	\$1,968	100.0	0
Direct Selling Establishments	4543	\$82,542	\$0	\$82,542	100.0	0
Food Services & Drinking Places	722	\$2,529,032	\$5,821,080	-\$3,292,047	-39.4	12
Full-Service Restaurants	7221	\$894,487	\$1,918,008	-\$1,023,521	-36.4	5
Limited-Service Eating Places	7222	\$1,408,549	\$3,604,292	-\$2,195,743	-43.8	6
Special Food Services	7223	\$177,707	\$272,653	-\$94,946	-21.1	1
Drinking Places - Alcoholic Beverages	7224	\$48,289	\$26,127	\$22,162	29.8	0

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

Source: Esri and Infogroup

April 18, 2013

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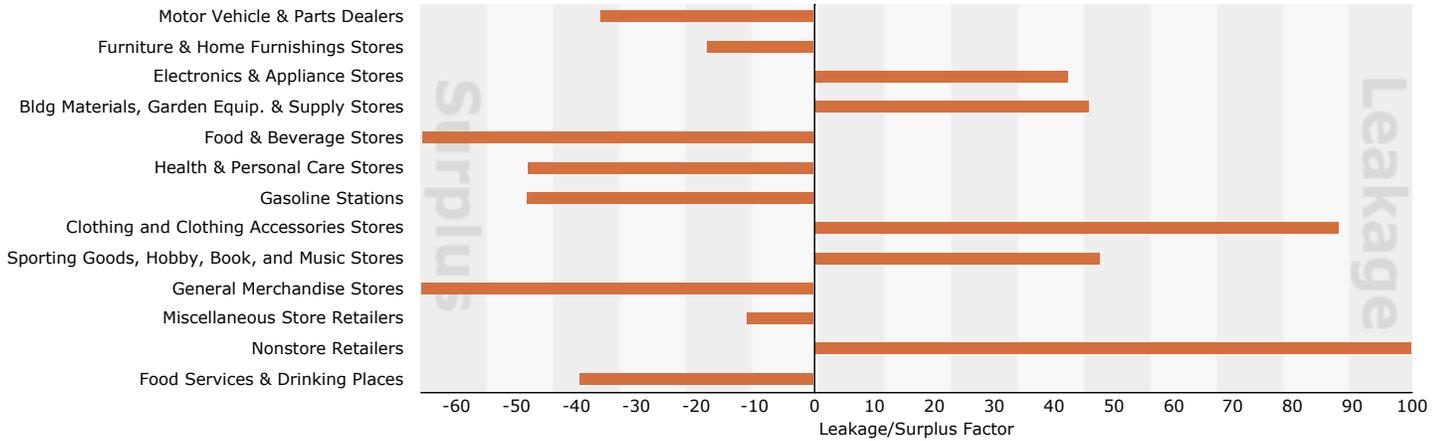


Retail MarketPlace Profile

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Ring: 1 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

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Latitude: 39.01917
Longitude: -84.20134

Summary Demographics

2010 Population	20,647
2010 Households	7,757
2010 Median Disposable Income	\$44,815
2010 Per Capita Income	\$23,860

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	\$184,255,002	\$117,223,944	\$67,031,058	22.2	101
Total Retail Trade	44-45	\$157,557,565	\$107,652,151	\$49,905,414	18.8	80
Total Food & Drink	722	\$26,697,437	\$9,571,792	\$17,125,644	47.2	21

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,598,820	\$19,252,677	\$18,346,143	32.3	19
Automobile Dealers	4411	\$31,950,133	\$15,332,989	\$16,617,144	35.1	10
Other Motor Vehicle Dealers	4412	\$2,753,608	\$2,192,101	\$561,507	11.4	5
Auto Parts, Accessories & Tire Stores	4413	\$2,895,079	\$1,727,587	\$1,167,492	25.3	4
Furniture & Home Furnishings Stores	442	\$2,633,029	\$4,612,116	-\$1,979,087	-27.3	6
Furniture Stores	4421	\$1,356,402	\$3,528,564	-\$2,172,163	-44.5	2
Home Furnishings Stores	4422	\$1,276,627	\$1,083,551	\$193,076	8.2	4
Electronics & Appliance Stores	4431	\$6,556,216	\$960,798	\$5,595,418	74.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,941,897	\$577,406	\$5,364,490	82.3	6
Bldg Material & Supplies Dealers	4441	\$5,603,771	\$462,868	\$5,140,903	84.7	5
Lawn & Garden Equip & Supply Stores	4442	\$338,126	\$114,538	\$223,588	49.4	1
Food & Beverage Stores	445	\$27,666,364	\$25,938,848	\$1,727,516	3.2	10
Grocery Stores	4451	\$26,528,177	\$25,718,769	\$809,408	1.5	7
Specialty Food Stores	4452	\$393,680	\$48,401	\$345,279	78.1	1
Beer, Wine & Liquor Stores	4453	\$744,507	\$171,678	\$572,829	62.5	2
Health & Personal Care Stores	446,4461	\$3,160,009	\$3,028,947	\$131,063	2.1	6
Gasoline Stations	447,4471	\$26,458,763	\$20,106,972	\$6,351,790	13.6	5
Clothing & Clothing Accessories Stores	448	\$4,504,947	\$731,205	\$3,773,741	72.1	3
Clothing Stores	4481	\$3,274,899	\$182,942	\$3,091,957	89.4	2
Shoe Stores	4482	\$721,101	\$0	\$721,101	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$508,946	\$548,263	-\$39,317	-3.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$742,745	\$249,199	\$493,546	49.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$575,068	\$64,885	\$510,182	79.7	2
Book, Periodical & Music Stores	4512	\$167,678	\$184,314	-\$16,636	-4.7	1
General Merchandise Stores	452	\$25,715,916	\$16,061,683	\$9,654,233	23.1	4
Department Stores Excluding Leased Depts.	4521	\$11,045,993	\$11,499,539	-\$453,546	-2.0	1
Other General Merchandise Stores	4529	\$14,669,923	\$4,562,144	\$10,107,779	52.6	3
Miscellaneous Store Retailers	453	\$2,206,569	\$749,331	\$1,457,238	49.3	10
Florists	4531	\$125,957	\$294,262	-\$168,305	-40.1	4
Office Supplies, Stationery & Gift Stores	4532	\$747,095	\$280,723	\$466,372	45.4	1
Used Merchandise Stores	4533	\$50,467	\$70,572	-\$20,106	-16.6	3
Other Miscellaneous Store Retailers	4539	\$1,283,051	\$103,773	\$1,179,277	85.0	2
Nonstore Retailers	454	\$14,372,291	\$15,382,969	-\$1,010,678	-3.4	1
Electronic Shopping & Mail-Order Houses	4541	\$13,552,274	\$15,338,932	-\$1,786,658	-6.2	1
Vending Machine Operators	4542	\$20,508	\$44,038	-\$23,530	-36.5	0
Direct Selling Establishments	4543	\$799,510	\$0	\$799,510	100.0	0
Food Services & Drinking Places	722	\$26,697,437	\$9,571,792	\$17,125,644	47.2	21
Full-Service Restaurants	7221	\$9,467,329	\$3,691,137	\$5,776,192	43.9	8
Limited-Service Eating Places	7222	\$14,877,206	\$5,238,192	\$9,639,014	47.9	9
Special Food Services	7223	\$1,868,879	\$477,143	\$1,391,736	59.3	2
Drinking Places - Alcoholic Beverages	7224	\$484,023	\$165,320	\$318,703	49.1	2

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

April 18, 2013

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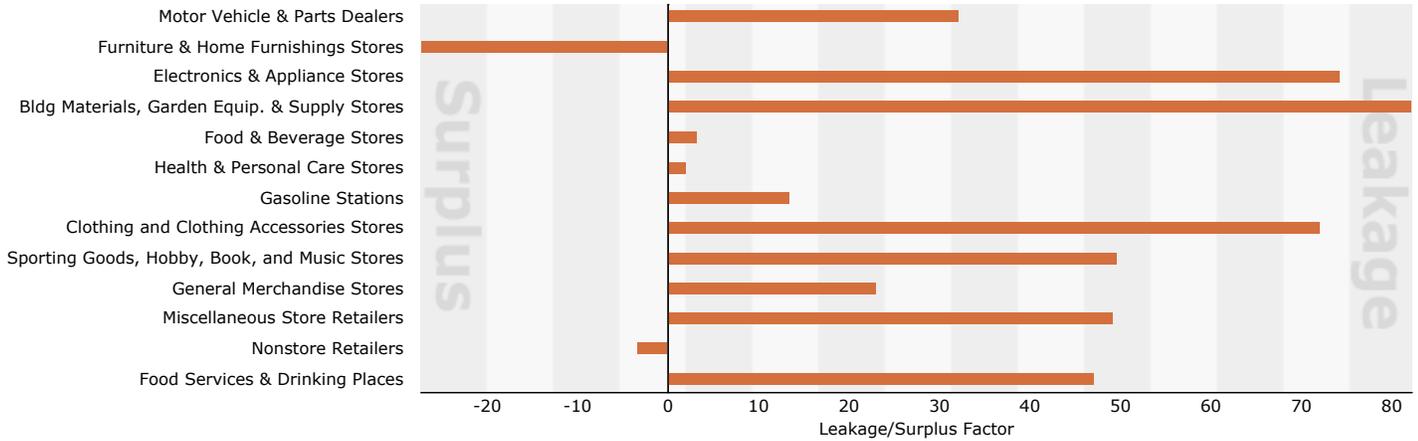


Retail MarketPlace Profile

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
 Ring: 3 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

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Ring: 5 mile radius

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Latitude: 39.01917
Longitude: -84.20134

Summary Demographics

2010 Population	45,222
2010 Households	17,051
2010 Median Disposable Income	\$46,453
2010 Per Capita Income	\$25,823

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	\$436,512,760	\$391,783,549	\$44,729,211	5.4	218
Total Retail Trade	44-45	\$373,139,745	\$361,222,458	\$11,917,287	1.6	163
Total Food & Drink	722	\$63,373,015	\$30,561,091	\$32,811,924	34.9	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$89,192,686	\$60,591,848	\$28,600,838	19.1	37
Automobile Dealers	4411	\$75,777,555	\$54,203,773	\$21,573,783	16.6	22
Other Motor Vehicle Dealers	4412	\$6,525,143	\$3,976,085	\$2,549,058	24.3	8
Auto Parts, Accessories & Tire Stores	4413	\$6,889,988	\$2,411,990	\$4,477,998	48.1	6
Furniture & Home Furnishings Stores	442	\$6,274,804	\$8,337,428	-\$2,062,625	-14.1	14
Furniture Stores	4421	\$3,240,997	\$4,797,155	-\$1,556,158	-19.4	6
Home Furnishings Stores	4422	\$3,033,807	\$3,540,273	-\$506,467	-7.7	8
Electronics & Appliance Stores	4431	\$15,568,785	\$5,493,238	\$10,075,547	47.8	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,201,627	\$1,892,082	\$12,309,545	76.5	16
Bldg Material & Supplies Dealers	4441	\$13,400,114	\$1,691,641	\$11,708,473	77.6	13
Lawn & Garden Equip & Supply Stores	4442	\$801,513	\$200,441	\$601,073	60.0	3
Food & Beverage Stores	445	\$65,449,889	\$46,669,001	\$18,780,888	16.8	18
Grocery Stores	4451	\$62,750,219	\$46,003,411	\$16,746,808	15.4	13
Specialty Food Stores	4452	\$931,729	\$142,380	\$789,349	73.5	2
Beer, Wine & Liquor Stores	4453	\$1,767,940	\$523,209	\$1,244,731	54.3	3
Health & Personal Care Stores	446,4461	\$7,454,884	\$3,740,260	\$3,714,624	33.2	7
Gasoline Stations	447,4471	\$62,350,538	\$48,446,156	\$13,904,382	12.5	12
Clothing & Clothing Accessories Stores	448	\$10,710,666	\$1,273,005	\$9,437,661	78.8	6
Clothing Stores	4481	\$7,784,921	\$724,741	\$7,060,180	83.0	5
Shoe Stores	4482	\$1,712,118	\$0	\$1,712,118	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,213,626	\$548,263	\$665,363	37.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,759,934	\$337,133	\$1,422,801	67.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,361,583	\$152,819	\$1,208,763	79.8	4
Book, Periodical & Music Stores	4512	\$398,351	\$184,314	\$214,037	36.7	1
General Merchandise Stores	452	\$60,928,797	\$33,181,236	\$27,747,561	29.5	9
Department Stores Excluding Leased Depts.	4521	\$26,210,689	\$12,723,587	\$13,487,102	34.6	2
Other General Merchandise Stores	4529	\$34,718,107	\$20,457,649	\$14,260,459	25.8	7
Miscellaneous Store Retailers	453	\$5,223,819	\$7,729,313	-\$2,505,494	-19.3	24
Florists	4531	\$298,622	\$427,381	-\$128,759	-17.7	6
Office Supplies, Stationery & Gift Stores	4532	\$1,774,737	\$6,278,340	-\$4,503,602	-55.9	3
Used Merchandise Stores	4533	\$120,103	\$141,406	-\$21,303	-8.1	6
Other Miscellaneous Store Retailers	4539	\$3,030,356	\$882,187	\$2,148,170	54.9	9
Nonstore Retailers	454	\$34,023,317	\$143,531,757	-\$109,508,440	-61.7	6
Electronic Shopping & Mail-Order Houses	4541	\$32,117,657	\$143,397,054	-\$111,279,397	-63.4	5
Vending Machine Operators	4542	\$48,587	\$134,703	-\$86,116	-47.0	1
Direct Selling Establishments	4543	\$1,857,073	\$0	\$1,857,073	100.0	0
Food Services & Drinking Places	722	\$63,373,015	\$30,561,091	\$32,811,924	34.9	55
Full-Service Restaurants	7221	\$22,476,931	\$13,292,348	\$9,184,584	25.7	26
Limited-Service Eating Places	7222	\$35,321,823	\$16,109,680	\$19,212,143	37.4	23
Special Food Services	7223	\$4,434,273	\$945,679	\$3,488,594	64.8	3
Drinking Places - Alcoholic Beverages	7224	\$1,139,989	\$213,385	\$926,604	68.5	3

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

April 18, 2013

Made with Esri Business Analyst

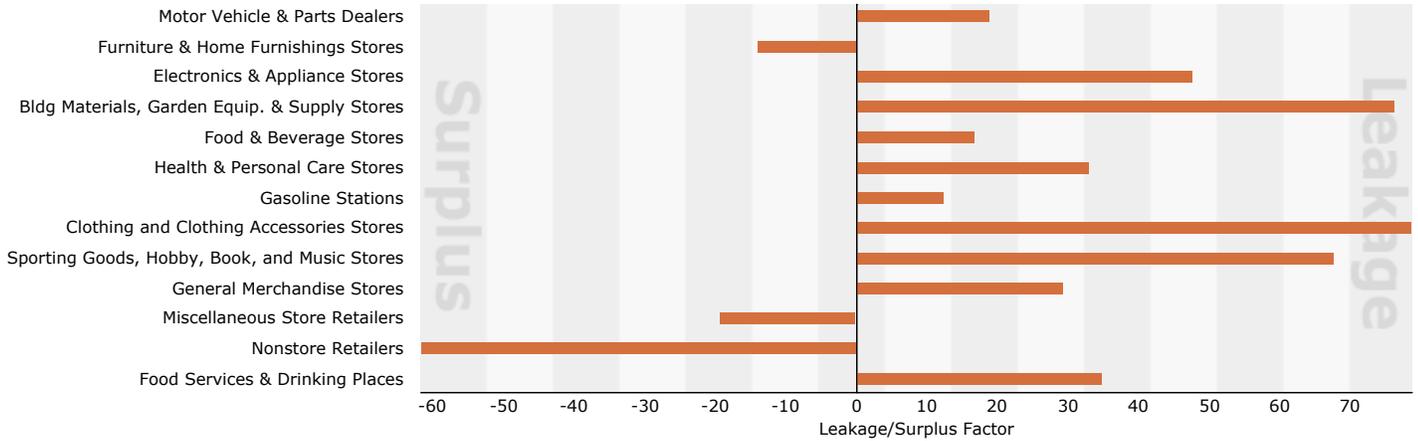


Retail MarketPlace Profile

SR 125/SR 132
 762 STHY 125, Amelia, OH, 45102
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

	2000	2010	2000-2010 Annual Rate
Population	1,829	2,458	3.00%
Households	763	984	2.58%
Housing Units	837	1,084	2.62%

Population by Race	Number	Percent
Total	2,457	100.0%
Population Reporting One Race	2,427	98.8%
White	2,350	95.6%
Black	29	1.2%
American Indian	13	0.5%
Asian	19	0.8%
Pacific Islander	0	0.0%
Some Other Race	16	0.7%
Population Reporting Two or More Races	30	1.2%
Total Hispanic Population	39	1.6%

Population by Sex	Number	Percent
Male	1,190	48.4%
Female	1,268	51.6%

Population by Age	Number	Percent
Total	2,459	100.0%
Age 0 - 4	239	9.7%
Age 5 - 9	182	7.4%
Age 10 - 14	164	6.7%
Age 15 - 19	133	5.4%
Age 20 - 24	165	6.7%
Age 25 - 29	212	8.6%
Age 30 - 34	222	9.0%
Age 35 - 39	182	7.4%
Age 40 - 44	150	6.1%
Age 45 - 49	185	7.5%
Age 50 - 54	184	7.5%
Age 55 - 59	131	5.3%
Age 60 - 64	103	4.2%
Age 65 - 69	74	3.0%
Age 70 - 74	36	1.5%
Age 75 - 79	36	1.5%
Age 80 - 84	34	1.4%
Age 85+	26	1.1%
Age 18+	1,794	73.0%
Age 65+	206	8.4%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	33.0
Male	32.5
Female	33.6
White Alone	33.3
Black Alone	30.8
American Indian Alone	23.3
Asian Alone	32.5
Pacific Islander Alone	0.0
Some Other Race Alone	17.5
Two or More Races	22.5
Hispanic Population	20.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

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Latitude: 39.01917
Longitude: -84.20134

Households by Type

Total	983	100.0%
Households with 1 Person	276	28.1%
Households with 2+ People	707	71.9%
Family Households	647	65.8%
Husband-wife Families	457	46.5%
With Own Children	224	22.8%
Other Family (No Spouse Present)	190	19.3%
With Own Children	115	11.7%
Nonfamily Households	60	6.1%
All Households with Children	367	37.3%
Multigenerational Households	37	3.8%
Unmarried Partner Households	90	9.2%
Male-female	83	8.4%
Same-sex	7	0.7%
Average Household Size	2.49	

Family Households by Size

Total	646	100.0%
2 People	236	36.5%
3 People	181	28.0%
4 People	137	21.2%
5 People	54	8.4%
6 People	32	5.0%
7+ People	6	0.9%
Average Family Size	3.04	

Nonfamily Households by Size

Total	336	100.0%
1 Person	276	82.1%
2 People	52	15.5%
3 People	7	2.1%
4 People	1	0.3%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.20	

Population by Relationship and Household Type

Total	2,458	100.0%
In Households	2,449	99.6%
In Family Households	2,046	83.2%
Householder	638	26.0%
Spouse	450	18.3%
Child	803	32.7%
Other relative	76	3.1%
Nonrelative	78	3.2%
In Nonfamily Households	403	16.4%
In Group Quarters	9	0.4%
Institutionalized Population	8	0.3%
Noninstitutionalized Population	1	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
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Family Households by Age of Householder

Total	648	100.0%
Householder Age 15 - 44	359	55.4%
Householder Age 45 - 54	132	20.4%
Householder Age 55 - 64	92	14.2%
Householder Age 65 - 74	40	6.2%
Householder Age 75+	25	3.9%

Nonfamily Households by Age of Householder

Total	336	100.0%
Householder Age 15 - 44	116	34.5%
Householder Age 45 - 54	87	25.9%
Householder Age 55 - 64	58	17.3%
Householder Age 65 - 74	32	9.5%
Householder Age 75+	43	12.8%

Households by Race of Householder

Total	984	100.0%
Householder is White Alone	950	96.5%
Householder is Black Alone	12	1.2%
Householder is American Indian Alone	4	0.4%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.5%
Householder is Two or More Races	10	1.0%
Households with Hispanic Householder	9	0.9%

Husband-wife Families by Race of Householder

Total	456	100.0%
Householder is White Alone	443	97.1%
Householder is Black Alone	5	1.1%
Householder is American Indian Alone	3	0.7%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	3	0.7%
Husband-wife Families with Hispanic Householder	4	0.9%

Other Families (No Spouse) by Race of Householder

Total	189	100.0%
Householder is White Alone	182	96.3%
Householder is Black Alone	3	1.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.5%
Householder is Two or More Races	1	0.5%
Other Families with Hispanic Householder	3	1.6%

Nonfamily Households by Race of Householder

Total	337	100.0%
Householder is White Alone	325	96.4%
Householder is Black Alone	3	0.9%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.6%
Householder is Two or More Races	6	1.8%
Nonfamily Households with Hispanic Householder	1	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
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Ring: 1 mile radius

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Latitude: 39.01917
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Total Housing Units by Occupancy

Total	1,079	100.0%
Occupied Housing Units	984	91.2%
Vacant Housing Units		
For Rent	50	4.6%
Rented, not Occupied	4	0.4%
For Sale Only	10	0.9%
Sold, not Occupied	2	0.2%
For Seasonal/Recreational/Occasional Use	2	0.2%
For Migrant Workers	0	0.0%
Other Vacant	27	2.5%
Total Vacancy Rate	9.2%	

Households by Tenure and Mortgage Status

Total	984	100.0%
Owner Occupied	616	62.6%
Owned with a Mortgage/Loan	497	50.5%
Owned Free and Clear	119	12.1%
Average Household Size	2.75	
Renter Occupied	368	37.4%
Average Household Size	2.06	

Owner-occupied Housing Units by Race of Householder

Total	616	100.0%
Householder is White Alone	599	97.2%
Householder is Black Alone	10	1.6%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	3	0.5%
Owner-occupied Housing Units with Hispanic Householder	3	0.5%

Renter-occupied Housing Units by Race of Householder

Total	368	100.0%
Householder is White Alone	351	95.4%
Householder is Black Alone	2	0.5%
Householder is American Indian Alone	3	0.8%
Householder is Asian Alone	2	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.8%
Householder is Two or More Races	7	1.9%
Renter-occupied Housing Units with Hispanic Householder	5	1.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.48
Householder is Black Alone	2.67
Householder is American Indian Alone	2.75
Householder is Asian Alone	4.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.00
Householder is Two or More Races	1.90
Householder is Hispanic	3.00

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

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Latitude: 39.01917
Longitude: -84.20134

	2000	2010	2000-2010 Annual Rate
Population	17,669	21,920	2.18%
Households	6,594	8,257	2.27%
Housing Units	7,017	8,968	2.48%

Population by Race	Number	Percent
Total	21,919	100.0%
Population Reporting One Race	21,570	98.4%
White	21,001	95.8%
Black	255	1.2%
American Indian	71	0.3%
Asian	160	0.7%
Pacific Islander	4	0.0%
Some Other Race	79	0.4%
Population Reporting Two or More Races	349	1.6%
Total Hispanic Population	300	1.4%

Population by Sex	Number	Percent
Male	10,850	49.5%
Female	11,070	50.5%

Population by Age	Number	Percent
Total	21,919	100.0%
Age 0 - 4	1,902	8.7%
Age 5 - 9	1,759	8.0%
Age 10 - 14	1,505	6.9%
Age 15 - 19	1,382	6.3%
Age 20 - 24	1,294	5.9%
Age 25 - 29	1,587	7.2%
Age 30 - 34	1,687	7.7%
Age 35 - 39	1,582	7.2%
Age 40 - 44	1,515	6.9%
Age 45 - 49	1,606	7.3%
Age 50 - 54	1,659	7.6%
Age 55 - 59	1,363	6.2%
Age 60 - 64	1,074	4.9%
Age 65 - 69	740	3.4%
Age 70 - 74	479	2.2%
Age 75 - 79	343	1.6%
Age 80 - 84	236	1.1%
Age 85+	206	0.9%
Age 18+	15,912	72.6%
Age 65+	2,004	9.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	34.5
Male	33.8
Female	35.3
White Alone	34.9
Black Alone	31.5
American Indian Alone	39.2
Asian Alone	33.9
Pacific Islander Alone	40.0
Some Other Race Alone	21.3
Two or More Races	16.1
Hispanic Population	23.6

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
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Households by Type

Total	8,257	100.0%
Households with 1 Person	1,781	21.6%
Households with 2+ People	6,476	78.4%
Family Households	5,982	72.4%
Husband-wife Families	4,474	54.2%
With Own Children	1,991	24.1%
Other Family (No Spouse Present)	1,509	18.3%
With Own Children	893	10.8%
Nonfamily Households	494	6.0%
All Households with Children	3,239	39.2%
Multigenerational Households	356	4.3%
Unmarried Partner Households	712	8.6%
Male-female	664	8.0%
Same-sex	48	0.6%
Average Household Size	2.65	

Family Households by Size

Total	5,983	100.0%
2 People	2,277	38.1%
3 People	1,479	24.7%
4 People	1,321	22.1%
5 People	573	9.6%
6 People	237	4.0%
7+ People	96	1.6%
Average Family Size	3.07	

Nonfamily Households by Size

Total	2,276	100.0%
1 Person	1,781	78.3%
2 People	404	17.8%
3 People	60	2.6%
4 People	23	1.0%
5 People	6	0.3%
6 People	1	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	21,920	100.0%
In Households	21,848	99.7%
In Family Households	18,987	86.6%
Householder	5,888	26.9%
Spouse	4,403	20.1%
Child	7,453	34.0%
Other relative	601	2.7%
Nonrelative	641	2.9%
In Nonfamily Households	2,861	13.1%
In Group Quarters	72	0.3%
Institutionalized Population	60	0.3%
Noninstitutionalized Population	12	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Family Households by Age of Householder		
Total		5,983 100.0%
Householder Age 15 - 44	2,857	47.8%
Householder Age 45 - 54	1,345	22.5%
Householder Age 55 - 64	1,046	17.5%
Householder Age 65 - 74	495	8.3%
Householder Age 75+	240	4.0%
Nonfamily Households by Age of Householder		
Total	2,275	100.0%
Householder Age 15 - 44	732	32.2%
Householder Age 45 - 54	483	21.2%
Householder Age 55 - 64	462	20.3%
Householder Age 65 - 74	304	13.4%
Householder Age 75+	294	12.9%
Households by Race of Householder		
Total	8,257	100.0%
Householder is White Alone	7,989	96.8%
Householder is Black Alone	95	1.2%
Householder is American Indian Alone	23	0.3%
Householder is Asian Alone	45	0.5%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	21	0.3%
Householder is Two or More Races	81	1.0%
Households with Hispanic Householder	78	0.9%
Husband-wife Families by Race of Householder		
Total	4,474	100.0%
Householder is White Alone	4,343	97.1%
Householder is Black Alone	45	1.0%
Householder is American Indian Alone	14	0.3%
Householder is Asian Alone	32	0.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	12	0.3%
Householder is Two or More Races	26	0.6%
Husband-wife Families with Hispanic Householder	43	1.0%
Other Families (No Spouse) by Race of Householder		
Total	1,508	100.0%
Householder is White Alone	1,451	96.2%
Householder is Black Alone	17	1.1%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	6	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.3%
Householder is Two or More Races	27	1.8%
Other Families with Hispanic Householder	19	1.3%
Nonfamily Households by Race of Householder		
Total	2,275	100.0%
Householder is White Alone	2,195	96.5%
Householder is Black Alone	33	1.5%
Householder is American Indian Alone	7	0.3%
Householder is Asian Alone	7	0.3%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	5	0.2%
Householder is Two or More Races	27	1.2%
Nonfamily Households with Hispanic Householder	16	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 125/SR 132
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Latitude: 39.01917
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Total Housing Units by Occupancy

Total	8,950	100.0%
Occupied Housing Units	8,257	92.3%
Vacant Housing Units		
For Rent	296	3.3%
Rented, not Occupied	23	0.3%
For Sale Only	147	1.6%
Sold, not Occupied	30	0.3%
For Seasonal/Recreational/Occasional Use	20	0.2%
For Migrant Workers	0	0.0%
Other Vacant	177	2.0%
Total Vacancy Rate	7.9%	

Households by Tenure and Mortgage Status

Total	8,257	100.0%
Owner Occupied	6,083	73.7%
Owned with a Mortgage/Loan	4,811	58.3%
Owned Free and Clear	1,272	15.4%
Average Household Size	2.72	
Renter Occupied	2,174	26.3%
Average Household Size	2.44	

Owner-occupied Housing Units by Race of Householder

Total	6,083	100.0%
Householder is White Alone	5,931	97.5%
Householder is Black Alone	56	0.9%
Householder is American Indian Alone	12	0.2%
Householder is Asian Alone	33	0.5%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	13	0.2%
Householder is Two or More Races	36	0.6%
Owner-occupied Housing Units with Hispanic Householder	53	0.9%

Renter-occupied Housing Units by Race of Householder

Total	2,175	100.0%
Householder is White Alone	2,058	94.6%
Householder is Black Alone	39	1.8%
Householder is American Indian Alone	11	0.5%
Householder is Asian Alone	12	0.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	9	0.4%
Householder is Two or More Races	45	2.1%
Renter-occupied Housing Units with Hispanic Householder	25	1.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.64
Householder is Black Alone	2.65
Householder is American Indian Alone	2.74
Householder is Asian Alone	2.96
Householder is Pacific Islander Alone	3.33
Householder is Some Other Race Alone	3.33
Householder is Two or More Races	2.56
Householder is Hispanic	3.04

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

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	2000	2010	2000-2010 Annual Rate
Population	38,147	45,055	1.68%
Households	14,132	17,073	1.91%
Housing Units	14,975	18,467	2.12%

Population by Race	Number	Percent
Total	45,055	100.0%
Population Reporting One Race	44,383	98.5%
White	43,218	95.9%
Black	534	1.2%
American Indian	119	0.3%
Asian	356	0.8%
Pacific Islander	13	0.0%
Some Other Race	143	0.3%
Population Reporting Two or More Races	672	1.5%
Total Hispanic Population	597	1.3%

Population by Sex	Number	Percent
Male	22,156	49.2%
Female	22,899	50.8%

Population by Age	Number	Percent
Total	45,051	100.0%
Age 0 - 4	3,591	8.0%
Age 5 - 9	3,467	7.7%
Age 10 - 14	3,138	7.0%
Age 15 - 19	2,896	6.4%
Age 20 - 24	2,603	5.8%
Age 25 - 29	3,012	6.7%
Age 30 - 34	3,101	6.9%
Age 35 - 39	3,089	6.9%
Age 40 - 44	3,124	6.9%
Age 45 - 49	3,455	7.7%
Age 50 - 54	3,523	7.8%
Age 55 - 59	2,992	6.6%
Age 60 - 64	2,423	5.4%
Age 65 - 69	1,665	3.7%
Age 70 - 74	1,167	2.6%
Age 75 - 79	813	1.8%
Age 80 - 84	557	1.2%
Age 85+	439	1.0%
Age 18+	33,066	73.4%
Age 65+	4,641	10.3%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.2
Male	35.4
Female	36.9
White Alone	36.6
Black Alone	32.2
American Indian Alone	37.5
Asian Alone	34.3
Pacific Islander Alone	30.0
Some Other Race Alone	23.1
Two or More Races	15.1
Hispanic Population	25.0

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



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Households by Type

Total	17,073	100.0%
Households with 1 Person	3,784	22.2%
Households with 2+ People	13,289	77.8%
Family Households	12,308	72.1%
Husband-wife Families	9,262	54.2%
With Own Children	3,894	22.8%
Other Family (No Spouse Present)	3,046	17.8%
With Own Children	1,836	10.8%
Nonfamily Households	981	5.7%
All Households with Children	6,386	37.4%
Multigenerational Households	645	3.8%
Unmarried Partner Households	1,404	8.2%
Male-female	1,305	7.6%
Same-sex	99	0.6%
Average Household Size	2.62	

Family Households by Size

Total	12,307	100.0%
2 People	5,047	41.0%
3 People	2,974	24.2%
4 People	2,526	20.5%
5 People	1,122	9.1%
6 People	436	3.5%
7+ People	202	1.6%
Average Family Size	3.06	

Nonfamily Households by Size

Total	4,765	100.0%
1 Person	3,784	79.4%
2 People	820	17.2%
3 People	107	2.2%
4 People	38	0.8%
5 People	13	0.3%
6 People	1	0.0%
7+ People	2	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type

Total	45,055	100.0%
In Households	44,809	99.5%
In Family Households	38,841	86.2%
Householder	12,287	27.3%
Spouse	9,246	20.5%
Child	14,981	33.3%
Other relative	1,132	2.5%
Nonrelative	1,194	2.7%
In Nonfamily Households	5,967	13.2%
In Group Quarters	246	0.5%
Institutionalized Population	93	0.2%
Noninstitutionalized Population	153	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder		
Total		12,307 100.0%
Householder Age	15 - 44	5,422 44.1%
Householder Age	45 - 54	2,860 23.2%
Householder Age	55 - 64	2,260 18.4%
Householder Age	65 - 74	1,173 9.5%
Householder Age	75+	592 4.8%

Nonfamily Households by Age of Householder		
Total		4,765 100.0%
Householder Age	15 - 44	1,492 31.3%
Householder Age	45 - 54	1,021 21.4%
Householder Age	55 - 64	983 20.6%
Householder Age	65 - 74	625 13.1%
Householder Age	75+	644 13.5%

Households by Race of Householder		
Total		17,074 100.0%
Householder is	White Alone	16,526 96.8%
Householder is	Black Alone	210 1.2%
Householder is	American Indian Alone	39 0.2%
Householder is	Asian Alone	104 0.6%
Householder is	Pacific Islander Alone	5 0.0%
Householder is	Some Other Race Alone	38 0.2%
Householder is	Two or More Races	152 0.9%
Households with	Hispanic Householder	161 0.9%

Husband-wife Families by Race of Householder		
Total		9,262 100.0%
Householder is	White Alone	9,004 97.2%
Householder is	Black Alone	85 0.9%
Householder is	American Indian Alone	22 0.2%
Householder is	Asian Alone	74 0.8%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	20 0.2%
Householder is	Two or More Races	55 0.6%
Husband-wife Families with	Hispanic Householder	83 0.9%

Other Families (No Spouse) by Race of Householder		
Total		3,045 100.0%
Householder is	White Alone	2,922 96.0%
Householder is	Black Alone	46 1.5%
Householder is	American Indian Alone	7 0.2%
Householder is	Asian Alone	13 0.4%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	9 0.3%
Householder is	Two or More Races	47 1.5%
Other Families with	Hispanic Householder	38 1.2%

Nonfamily Households by Race of Householder		
Total		4,765 100.0%
Householder is	White Alone	4,600 96.5%
Householder is	Black Alone	78 1.6%
Householder is	American Indian Alone	10 0.2%
Householder is	Asian Alone	16 0.3%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	9 0.2%
Householder is	Two or More Races	50 1.0%
Nonfamily Households with	Hispanic Householder	39 0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Total Housing Units by Occupancy

Total	18,457	100.0%
Occupied Housing Units	17,073	92.5%
Vacant Housing Units		
For Rent	542	2.9%
Rented, not Occupied	39	0.2%
For Sale Only	297	1.6%
Sold, not Occupied	60	0.3%
For Seasonal/Recreational/Occasional Use	81	0.4%
For Migrant Workers	0	0.0%
Other Vacant	365	2.0%
Total Vacancy Rate	7.5%	

Households by Tenure and Mortgage Status

Total	17,073	100.0%
Owner Occupied	12,549	73.5%
Owned with a Mortgage/Loan	9,749	57.1%
Owned Free and Clear	2,800	16.4%
Average Household Size	2.70	
Renter Occupied	4,524	26.5%
Average Household Size	2.41	

Owner-occupied Housing Units by Race of Householder

Total	12,549	100.0%
Householder is White Alone	12,230	97.5%
Householder is Black Alone	113	0.9%
Householder is American Indian Alone	23	0.2%
Householder is Asian Alone	78	0.6%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	22	0.2%
Householder is Two or More Races	80	0.6%
Owner-occupied Housing Units with Hispanic Householder	104	0.8%

Renter-occupied Housing Units by Race of Householder

Total	4,524	100.0%
Householder is White Alone	4,295	94.9%
Householder is Black Alone	97	2.1%
Householder is American Indian Alone	16	0.4%
Householder is Asian Alone	26	0.6%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	16	0.4%
Householder is Two or More Races	72	1.6%
Renter-occupied Housing Units with Hispanic Householder	56	1.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.62
Householder is Black Alone	2.49
Householder is American Indian Alone	2.92
Householder is Asian Alone	2.96
Householder is Pacific Islander Alone	3.60
Householder is Some Other Race Alone	3.16
Householder is Two or More Races	2.59
Householder is Hispanic	2.85

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
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Demographic Summary		2011	2016
Population		2,387	2,378
Population 18+		1,748	1,746
Households		957	949
Median Household Income		\$39,954	\$50,886

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	889	50.9%	102
Bought any women's apparel in last 12 months	760	43.5%	96
Bought apparel for child <13 in last 6 months	566	32.4%	114
Bought any shoes in last 12 months	916	52.4%	101
Bought costume jewelry in last 12 months	361	20.7%	99
Bought any fine jewelry in last 12 months	349	20.0%	91
Bought a watch in last 12 months	335	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	826	86.3%	100
HH bought/leased new vehicle last 12 mo	58	6.1%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,547	88.5%	102
Bought/changed motor oil in last 12 months	1,041	59.6%	115
Had tune-up in last 12 months	570	32.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,004	57.4%	93
Drank regular cola in last 6 months	968	55.4%	109
Drank beer/ale in last 6 months	701	40.1%	94
Cameras & Film (Adults)			
Bought any camera in last 12 months	186	10.6%	83
Bought film in last 12 months	313	17.9%	94
Bought digital camera in last 12 months	105	6.0%	88
Bought memory card for camera in last 12 months	91	5.2%	68
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	620	35.5%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	341	19.5%	92
Avg monthly cell/mobile phone/PDA bill: \$50-99	579	33.1%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	300	17.2%	81
Computers (Households)			
HH owns a personal computer	628	65.6%	88
Spent <\$500 on most recent home PC purchase	88	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	173	18.1%	101
Spent \$1000-\$1499 on most recent home PC purchase	91	9.5%	72
Spent \$1500-\$1999 on most recent home PC purchase	55	5.7%	80
Spent \$2000+ on most recent home PC purchase	42	4.4%	70

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 2011 and 2016.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,120	64.1%	107
Bought cigarettes at convenience store in last 30 days	390	22.3%	145
Bought gas at convenience store in last 30 days	707	40.4%	121
Spent at convenience store in last 30 days: <\$20	162	9.3%	96
Spent at convenience store in last 30 days: \$20-39	158	9.0%	89
Spent at convenience store in last 30 days: \$40+	751	43.0%	120
Entertainment (Adults)			
Attended movies in last 6 months	974	55.7%	95
Went to live theater in last 12 months	174	10.0%	75
Went to a bar/night club in last 12 months	326	18.7%	98
Dined out in last 12 months	800	45.8%	93
Gambled at a casino in last 12 months	202	11.6%	72
Visited a theme park in last 12 months	356	20.4%	95
DVDs rented in last 30 days: 1	54	3.1%	116
DVDs rented in last 30 days: 2	83	4.7%	103
DVDs rented in last 30 days: 3	32	1.8%	57
DVDs rented in last 30 days: 4	67	3.8%	100
DVDs rented in last 30 days: 5+	268	15.3%	116
DVDs purchased in last 30 days: 1	79	4.5%	91
DVDs purchased in last 30 days: 2	98	5.6%	119
DVDs purchased in last 30 days: 3-4	85	4.9%	105
DVDs purchased in last 30 days: 5+	87	5.0%	96
Spent on toys/games in last 12 months: <\$50	106	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	52	3.0%	108
Spent on toys/games in last 12 months: \$100-\$199	123	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	212	12.1%	112
Spent on toys/games in last 12 months: \$500+	89	5.1%	89
Financial (Adults)			
Have home mortgage (1st)	242	13.8%	72
Used ATM/cash machine in last 12 months	815	46.6%	92
Own any stock	89	5.1%	55
Own U.S. savings bond	73	4.2%	61
Own shares in mutual fund (stock)	103	5.9%	63
Own shares in mutual fund (bonds)	70	4.0%	68
Used full service brokerage firm in last 12 months	66	3.8%	61
Have savings account	563	32.2%	89
Have 401K retirement savings	242	13.8%	78
Did banking over the Internet in last 12 months	434	24.8%	91
Own any credit/debit card (in own name)	1,170	66.9%	91
Avg monthly credit card expenditures: <\$111	273	15.6%	114
Avg monthly credit card expenditures: \$111-225	126	7.2%	93
Avg monthly credit card expenditures: \$226-450	113	6.5%	86
Avg monthly credit card expenditures: \$451-700	69	3.9%	62
Avg monthly credit card expenditures: \$701+	136	7.8%	58

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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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,313	75.1%	106
Used bread in last 6 months	1,713	98.0%	102
Used chicken/turkey (fresh or frozen) in last 6 months	1,367	78.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	878	50.2%	95
Used fresh fruit/vegetables in last 6 months	1,482	84.8%	97
Used fresh milk in last 6 months	1,586	90.7%	100
Health (Adults)			
Exercise at home 2+ times per week	460	26.3%	88
Exercise at club 2+ times per week	161	9.2%	74
Visited a doctor in last 12 months	1,288	73.7%	95
Used vitamin/dietary supplement in last 6 months	744	42.6%	88
Home (Households)			
Any home improvement in last 12 months	243	25.4%	80
Used housekeeper/maid/prof HH cleaning service in the last 12 months	94	9.8%	62
Purchased any HH furnishing in last 12 months	296	30.9%	103
Purchased bedding/bath goods in last 12 months	534	55.8%	102
Purchased cooking/serving product in last 12 months	295	30.8%	112
Bought any kitchen appliance in last 12 months	175	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	777	44.5%	94
Have medical/hospital/accident insurance	1,134	64.9%	91
Carry homeowner insurance	751	43.0%	82
Carry renter insurance	109	6.2%	101
Have auto/other vehicle insurance	1,417	81.1%	98
Pets (Households)			
HH owns any pet	489	51.1%	99
HH owns any cat	233	24.3%	102
HH owns any dog	339	35.4%	94
Reading Materials (Adults)			
Bought book in last 12 months	769	44.0%	88
Read any daily newspaper	713	40.8%	99
Heavy magazine reader	350	20.0%	101
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,199	68.6%	95
Went to family restaurant/steak house last mo: <2 times	453	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	408	23.3%	87
Went to family restaurant/steak house last mo: 5+ times	338	19.3%	100
Went to fast food/drive-in restaurant in last 6 mo	1,574	90.0%	102
Went to fast food/drive-in restaurant <6 times/mo	552	31.6%	90
Went to fast food/drive-in restaurant 6-13 times/mo	532	30.4%	106
Went to fast food/drive-in restaurant 14+ times/mo	490	28.0%	113
Fast food/drive-in last 6 mo: eat in	585	33.5%	89
Fast food/drive-in last 6 mo: home delivery	199	11.4%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	1,042	59.6%	114
Fast food/drive-in last 6 mo: take-out/walk-in	346	19.8%	81

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

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	541	56.5%	88
HH average monthly long distance phone bill: <\$16	242	25.3%	92
HH average monthly long distance phone bill: \$16-25	72	7.5%	66
HH average monthly long distance phone bill: \$26-59	54	5.6%	61
HH average monthly long distance phone bill: \$60+	31	3.2%	73
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	192	20.1%	101
HH owns 2 TVs	278	29.0%	110
HH owns 3 TVs	206	21.5%	96
HH owns 4+ TVs	156	16.3%	78
HH subscribes to cable TV	519	54.2%	93
HH Purchased audio equipment in last 12 months	116	12.1%	124
HH Purchased CD player in last 12 months	50	5.2%	135
HH Purchased DVD player in last 12 months	108	11.3%	116
HH Purchased MP3 player in last 12 months	174	10.0%	97
HH Purchased video game system in last 12 months	98	10.2%	95
Travel (Adults)			
Domestic travel in last 12 months	737	42.2%	81
Took 3+ domestic trips in last 12 months	175	10.0%	67
Spent on domestic vacations last 12 mo: <\$1000	223	12.8%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	71	4.1%	60
Spent on domestic vacations last 12 mo: \$1500-\$1999	61	3.5%	85
Spent on domestic vacations last 12 mo: \$2000-\$2999	50	2.9%	69
Spent on domestic vacations last 12 mo: \$3000+	44	2.5%	50
Foreign travel in last 3 years	281	16.1%	62
Took 3+ foreign trips by plane in last 3 years	38	2.2%	45
Spent on foreign vacations last 12 mo: <\$1000	62	3.5%	59
Spent on foreign vacations last 12 mo: \$1000-\$2999	38	2.2%	53
Spent on foreign vacations last 12 mo: \$3000+	38	2.2%	44
Stayed 1+ nights at hotel/motel in last 12 months	587	33.6%	83

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Demographic Summary	2011	2016
Population	22,025	22,989
Population 18+	16,036	16,802
Households	8,299	8,673
Median Household Income	\$50,991	\$57,108

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,281	51.6%	104
Bought any women's apparel in last 12 months	7,712	48.1%	106
Bought apparel for child <13 in last 6 months	5,261	32.8%	116
Bought any shoes in last 12 months	8,598	53.6%	103
Bought costume jewelry in last 12 months	3,542	22.1%	106
Bought any fine jewelry in last 12 months	3,678	22.9%	104
Bought a watch in last 12 months	3,077	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	7,483	90.2%	105
HH bought/leased new vehicle last 12 mo	796	9.6%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,645	91.3%	105
Bought/changed motor oil in last 12 months	9,070	56.6%	109
Had tune-up in last 12 months	5,272	32.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,872	61.6%	100
Drank regular cola in last 6 months	8,505	53.0%	104
Drank beer/ale in last 6 months	6,790	42.3%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,938	12.1%	94
Bought film in last 12 months	3,226	20.1%	106
Bought digital camera in last 12 months	1,023	6.4%	93
Bought memory card for camera in last 12 months	1,150	7.2%	94
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	5,962	37.2%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,289	20.5%	96
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,587	34.8%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	3,683	23.0%	108
Computers (Households)			
HH owns a personal computer	6,527	78.6%	106
Spent <\$500 on most recent home PC purchase	763	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	1,670	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	1,110	13.4%	102
Spent \$1500-\$1999 on most recent home PC purchase	594	7.2%	100
Spent \$2000+ on most recent home PC purchase	521	6.3%	100

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,218	63.7%	106
Bought cigarettes at convenience store in last 30 days	2,988	18.6%	121
Bought gas at convenience store in last 30 days	6,245	38.9%	117
Spent at convenience store in last 30 days: <\$20	1,432	8.9%	93
Spent at convenience store in last 30 days: \$20-39	1,585	9.9%	97
Spent at convenience store in last 30 days: \$40+	6,503	40.6%	113
Entertainment (Adults)			
Attended movies in last 6 months	9,565	59.6%	101
Went to live theater in last 12 months	1,990	12.4%	94
Went to a bar/night club in last 12 months	3,241	20.2%	106
Dined out in last 12 months	8,201	51.1%	104
Gambled at a casino in last 12 months	2,407	15.0%	93
Visited a theme park in last 12 months	3,551	22.1%	103
DVDs rented in last 30 days: 1	524	3.3%	123
DVDs rented in last 30 days: 2	900	5.6%	121
DVDs rented in last 30 days: 3	474	3.0%	92
DVDs rented in last 30 days: 4	614	3.8%	100
DVDs rented in last 30 days: 5+	2,459	15.3%	116
DVDs purchased in last 30 days: 1	898	5.6%	113
DVDs purchased in last 30 days: 2	887	5.5%	117
DVDs purchased in last 30 days: 3-4	845	5.3%	114
DVDs purchased in last 30 days: 5+	809	5.0%	97
Spent on toys/games in last 12 months: <\$50	1,022	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	497	3.1%	113
Spent on toys/games in last 12 months: \$100-\$199	1,214	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	1,995	12.4%	115
Spent on toys/games in last 12 months: \$500+	1,020	6.4%	111
Financial (Adults)			
Have home mortgage (1st)	3,424	21.4%	111
Used ATM/cash machine in last 12 months	8,871	55.3%	109
Own any stock	1,337	8.3%	91
Own U.S. savings bond	1,093	6.8%	100
Own shares in mutual fund (stock)	1,424	8.9%	95
Own shares in mutual fund (bonds)	939	5.9%	99
Used full service brokerage firm in last 12 months	857	5.3%	86
Have savings account	6,352	39.6%	109
Have 401K retirement savings	3,137	19.6%	111
Did banking over the Internet in last 12 months	4,971	31.0%	113
Own any credit/debit card (in own name)	12,192	76.0%	103
Avg monthly credit card expenditures: <\$111	2,289	14.3%	104
Avg monthly credit card expenditures: \$111-225	1,246	7.8%	100
Avg monthly credit card expenditures: \$226-450	1,260	7.9%	105
Avg monthly credit card expenditures: \$451-700	1,008	6.3%	99
Avg monthly credit card expenditures: \$701+	1,903	11.9%	88

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,970	74.6%	106
Used bread in last 6 months	15,573	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	12,729	79.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	8,536	53.2%	101
Used fresh fruit/vegetables in last 6 months	14,077	87.8%	101
Used fresh milk in last 6 months	14,822	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	5,072	31.6%	105
Exercise at club 2+ times per week	1,831	11.4%	92
Visited a doctor in last 12 months	12,544	78.2%	101
Used vitamin/dietary supplement in last 6 months	7,641	47.6%	98
Home (Households)			
Any home improvement in last 12 months	2,730	32.9%	104
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,142	13.8%	88
Purchased any HH furnishing in last 12 months	2,652	32.0%	106
Purchased bedding/bath goods in last 12 months	4,661	56.2%	103
Purchased cooking/serving product in last 12 months	2,486	30.0%	109
Bought any kitchen appliance in last 12 months	1,529	18.4%	106
Insurance (Adults)			
Currently carry any life insurance	8,036	50.1%	106
Have medical/hospital/accident insurance	11,554	72.1%	101
Carry homeowner insurance	8,630	53.8%	103
Carry renter insurance	1,034	6.4%	104
Have auto/other vehicle insurance	13,865	86.5%	104
Pets (Households)			
HH owns any pet	4,821	58.1%	113
HH owns any cat	2,204	26.6%	111
HH owns any dog	3,631	43.8%	116
Reading Materials (Adults)			
Bought book in last 12 months	8,281	51.6%	103
Read any daily newspaper	6,226	38.8%	94
Heavy magazine reader	3,358	20.9%	105
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,097	75.4%	105
Went to family restaurant/steak house last mo: <2 times	4,070	25.4%	99
Went to family restaurant/steak house last mo: 2-4 times	4,443	27.7%	103
Went to family restaurant/steak house last mo: 5+ times	3,584	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	14,580	90.9%	103
Went to fast food/drive-in restaurant <6 times/mo	5,371	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/mo	4,774	29.8%	103
Went to fast food/drive-in restaurant 14+ times/mo	4,435	27.7%	111
Fast food/drive-in last 6 mo: eat in	5,881	36.7%	98
Fast food/drive-in last 6 mo: home delivery	1,841	11.5%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	9,475	59.1%	113
Fast food/drive-in last 6 mo: take-out/walk-in	3,743	23.3%	95

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,369	64.7%	100
HH average monthly long distance phone bill: <\$16	2,218	26.7%	97
HH average monthly long distance phone bill: \$16-25	922	11.1%	97
HH average monthly long distance phone bill: \$26-59	642	7.7%	84
HH average monthly long distance phone bill: \$60+	369	4.4%	100
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,422	17.1%	86
HH owns 2 TVs	2,181	26.3%	100
HH owns 3 TVs	1,996	24.1%	108
HH owns 4+ TVs	1,849	22.3%	107
HH subscribes to cable TV	4,717	56.8%	98
HH Purchased audio equipment in last 12 months	859	10.4%	106
HH Purchased CD player in last 12 months	337	4.1%	105
HH Purchased DVD player in last 12 months	916	11.0%	114
HH Purchased MP3 player in last 12 months	1,794	11.2%	109
HH Purchased video game system in last 12 months	970	11.7%	108
Travel (Adults)			
Domestic travel in last 12 months	8,494	53.0%	101
Took 3+ domestic trips in last 12 months	2,381	14.8%	100
Spent on domestic vacations last 12 mo: <\$1000	2,084	13.0%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,143	7.1%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	695	4.3%	106
Spent on domestic vacations last 12 mo: \$2000-\$2999	649	4.0%	98
Spent on domestic vacations last 12 mo: \$3000+	706	4.4%	87
Foreign travel in last 3 years	3,769	23.5%	90
Took 3+ foreign trips by plane in last 3 years	571	3.6%	74
Spent on foreign vacations last 12 mo: <\$1000	842	5.3%	88
Spent on foreign vacations last 12 mo: \$1000-\$2999	485	3.0%	74
Spent on foreign vacations last 12 mo: \$3000+	655	4.1%	82
Stayed 1+ nights at hotel/motel in last 12 months	6,753	42.1%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Demographic Summary	2011	2016
Population	45,346	47,228
Population 18+	33,371	34,898
Households	17,183	17,980
Median Household Income	\$51,542	\$57,954

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	17,334	51.9%	104
Bought any women's apparel in last 12 months	16,042	48.1%	106
Bought apparel for child <13 in last 6 months	10,757	32.2%	114
Bought any shoes in last 12 months	17,939	53.8%	103
Bought costume jewelry in last 12 months	7,382	22.1%	106
Bought any fine jewelry in last 12 months	7,788	23.3%	106
Bought a watch in last 12 months	6,354	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	15,444	89.9%	105
HH bought/leased new vehicle last 12 mo	1,698	9.9%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,381	91.0%	105
Bought/changed motor oil in last 12 months	18,590	55.7%	108
Had tune-up in last 12 months	10,871	32.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,435	61.2%	99
Drank regular cola in last 6 months	17,463	52.3%	103
Drank beer/ale in last 6 months	14,249	42.7%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,133	12.4%	97
Bought film in last 12 months	6,716	20.1%	106
Bought digital camera in last 12 months	2,209	6.6%	97
Bought memory card for camera in last 12 months	2,516	7.5%	99
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	12,196	36.5%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,965	20.9%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	11,364	34.1%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	7,715	23.1%	109
Computers (Households)			
HH owns a personal computer	13,549	78.9%	106
Spent <\$500 on most recent home PC purchase	1,581	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	3,511	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	2,346	13.7%	104
Spent \$1500-\$1999 on most recent home PC purchase	1,239	7.2%	101
Spent \$2000+ on most recent home PC purchase	1,100	6.4%	102

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	21,164	63.4%	106
Bought cigarettes at convenience store in last 30 days	5,915	17.7%	115
Bought gas at convenience store in last 30 days	12,746	38.2%	115
Spent at convenience store in last 30 days: <\$20	3,118	9.3%	97
Spent at convenience store in last 30 days: \$20-39	3,314	9.9%	98
Spent at convenience store in last 30 days: \$40+	13,358	40.0%	112
Entertainment (Adults)			
Attended movies in last 6 months	19,878	59.6%	101
Went to live theater in last 12 months	4,238	12.7%	96
Went to a bar/night club in last 12 months	6,875	20.6%	108
Dined out in last 12 months	17,418	52.2%	106
Gambled at a casino in last 12 months	5,236	15.7%	98
Visited a theme park in last 12 months	7,384	22.1%	103
DVDs rented in last 30 days: 1	1,064	3.2%	120
DVDs rented in last 30 days: 2	1,871	5.6%	121
DVDs rented in last 30 days: 3	1,023	3.1%	96
DVDs rented in last 30 days: 4	1,287	3.9%	101
DVDs rented in last 30 days: 5+	5,085	15.2%	115
DVDs purchased in last 30 days: 1	1,893	5.7%	114
DVDs purchased in last 30 days: 2	1,818	5.4%	115
DVDs purchased in last 30 days: 3-4	1,727	5.2%	112
DVDs purchased in last 30 days: 5+	1,660	5.0%	96
Spent on toys/games in last 12 months: <\$50	2,085	6.2%	103
Spent on toys/games in last 12 months: \$50-\$99	1,021	3.1%	111
Spent on toys/games in last 12 months: \$100-\$199	2,549	7.6%	107
Spent on toys/games in last 12 months: \$200-\$499	4,182	12.5%	116
Spent on toys/games in last 12 months: \$500+	2,166	6.5%	113
Financial (Adults)			
Have home mortgage (1st)	7,445	22.3%	116
Used ATM/cash machine in last 12 months	18,564	55.6%	109
Own any stock	2,956	8.9%	96
Own U.S. savings bond	2,400	7.2%	106
Own shares in mutual fund (stock)	3,206	9.6%	102
Own shares in mutual fund (bonds)	2,079	6.2%	105
Used full service brokerage firm in last 12 months	1,969	5.9%	95
Have savings account	13,382	40.1%	111
Have 401K retirement savings	6,784	20.3%	115
Did banking over the Internet in last 12 months	10,496	31.5%	115
Own any credit/debit card (in own name)	25,651	76.9%	104
Avg monthly credit card expenditures: <\$111	4,874	14.6%	106
Avg monthly credit card expenditures: \$111-225	2,662	8.0%	103
Avg monthly credit card expenditures: \$226-450	2,598	7.8%	104
Avg monthly credit card expenditures: \$451-700	2,146	6.4%	101
Avg monthly credit card expenditures: \$701+	4,247	12.7%	95

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	24,713	74.1%	105
Used bread in last 6 months	32,456	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	26,468	79.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	17,770	53.3%	101
Used fresh fruit/vegetables in last 6 months	29,461	88.3%	101
Used fresh milk in last 6 months	30,819	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	10,685	32.0%	107
Exercise at club 2+ times per week	3,935	11.8%	95
Visited a doctor in last 12 months	26,362	79.0%	102
Used vitamin/dietary supplement in last 6 months	16,167	48.4%	100
Home (Households)			
Any home improvement in last 12 months	5,913	34.4%	109
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,503	14.6%	93
Purchased any HH furnishing in last 12 months	5,515	32.1%	107
Purchased bedding/bath goods in last 12 months	9,638	56.1%	103
Purchased cooking/serving product in last 12 months	5,047	29.4%	107
Bought any kitchen appliance in last 12 months	3,186	18.5%	106
Insurance (Adults)			
Currently carry any life insurance	17,054	51.1%	108
Have medical/hospital/accident insurance	24,472	73.3%	102
Carry homeowner insurance	18,361	55.0%	105
Carry renter insurance	2,118	6.3%	103
Have auto/other vehicle insurance	28,866	86.5%	104
Pets (Households)			
HH owns any pet	9,868	57.4%	112
HH owns any cat	4,577	26.6%	111
HH owns any dog	7,560	44.0%	117
Reading Materials (Adults)			
Bought book in last 12 months	17,434	52.2%	104
Read any daily newspaper	13,302	39.9%	97
Heavy magazine reader	6,911	20.7%	104
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	25,269	75.7%	105
Went to family restaurant/steak house last mo: <2 times	8,544	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	9,357	28.0%	104
Went to family restaurant/steak house last mo: 5+ times	7,366	22.1%	114
Went to fast food/drive-in restaurant in last 6 mo	30,239	90.6%	102
Went to fast food/drive-in restaurant <6 times/mo	11,249	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/mo	9,857	29.5%	103
Went to fast food/drive-in restaurant 14+ times/mo	9,133	27.4%	110
Fast food/drive-in last 6 mo: eat in	12,451	37.3%	99
Fast food/drive-in last 6 mo: home delivery	3,807	11.4%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	19,435	58.2%	112
Fast food/drive-in last 6 mo: take-out/walk-in	7,898	23.7%	96

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	11,298	65.8%	102
HH average monthly long distance phone bill: <\$16	4,696	27.3%	99
HH average monthly long distance phone bill: \$16-25	1,923	11.2%	98
HH average monthly long distance phone bill: \$26-59	1,393	8.1%	88
HH average monthly long distance phone bill: \$60+	763	4.4%	100
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	2,947	17.2%	87
HH owns 2 TVs	4,466	26.0%	99
HH owns 3 TVs	4,140	24.1%	108
HH owns 4+ TVs	4,017	23.4%	112
HH subscribes to cable TV	10,076	58.6%	101
HH Purchased audio equipment in last 12 months	1,783	10.4%	106
HH Purchased CD player in last 12 months	708	4.1%	107
HH Purchased DVD player in last 12 months	1,858	10.8%	111
HH Purchased MP3 player in last 12 months	3,758	11.3%	110
HH Purchased video game system in last 12 months	2,027	11.8%	109
Travel (Adults)			
Domestic travel in last 12 months	18,082	54.2%	104
Took 3+ domestic trips in last 12 months	5,075	15.2%	102
Spent on domestic vacations last 12 mo: <\$1000	4,411	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,453	7.4%	109
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,507	4.5%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,408	4.2%	102
Spent on domestic vacations last 12 mo: \$3000+	1,632	4.9%	97
Foreign travel in last 3 years	8,173	24.5%	94
Took 3+ foreign trips by plane in last 3 years	1,282	3.8%	80
Spent on foreign vacations last 12 mo: <\$1000	1,838	5.5%	92
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,119	3.4%	82
Spent on foreign vacations last 12 mo: \$3000+	1,420	4.3%	86
Stayed 1+ nights at hotel/motel in last 12 months	14,420	43.2%	107

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Demographic Summary	2011	2016
Population	2,387	2,378
Population 18+	1,748	1,746
Households	957	949
Median Household Income	\$39,954	\$50,886

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,199	68.6%	95
Family restaurant/steak house last month: <2 times	453	25.9%	101
Family restaurant/steak house last month: 2-4 times	408	23.3%	87
Family restaurant/steak house last month: 5+ times	338	19.3%	100
Family restaurant/steak house last 6 months: breakfast	226	12.9%	99
Family restaurant/steak house last 6 months: lunch	409	23.4%	94
Family restaurant/steak house last 6 months: snack	47	2.7%	96
Family restaurant/steak house last 6 months: dinner	859	49.1%	93
Family restaurant/steak house last 6 months: weekday	616	35.2%	92
Family restaurant/steak house last 6 months: weekend	749	42.8%	97
Family restaurant/steak house last 6 months: Applebee's	384	22.0%	87
Family restaurant/steak house last 6 months: Bennigan's	42	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm	95	5.4%	120
Family restaurant/steak house last 6 months: Cheesecake Factory	77	4.4%	66
Family restaurant/steak house last 6 months: Chili's Grill & Bar	169	9.7%	83
Family restaurant/steak house last 6 months: Cracker Barrel	198	11.3%	103
Family restaurant/steak house last 6 months: Denny's	156	8.9%	98
Family restaurant/steak house last 6 months: Friendly's	30	1.7%	44
Family restaurant/steak house last 6 months: Golden Corral	175	10.0%	139
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	163	9.3%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse	54	3.1%	115
Family restaurant/steak house last 6 months: Old Country Buffet	48	2.7%	98
Family restaurant/steak house last 6 months: Olive Garden	266	15.2%	86
Family restaurant/steak house last 6 months: Outback Steakhouse	149	8.5%	75
Family restaurant/steak house last 6 months: Perkins	55	3.1%	87
Family restaurant/steak house last 6 months: Red Lobster	190	10.9%	81
Family restaurant/steak house last 6 months: Red Robin	83	4.7%	84
Family restaurant/steak house last 6 months: Ruby Tuesday	117	6.7%	81
Family restaurant/steak house last 6 months: Ryan's	100	5.7%	154
Family restaurant/steak house last 6 months: Sizzler	48	2.7%	90
Family restaurant/steak house last 6 months: T.G.I. Friday's	143	8.2%	79
Went to fast food/drive-in restaurant in last 6 months	1,574	90.0%	102
Went to fast food/drive-in restaurant <6 times/month	552	31.6%	90
Went to fast food/drive-in restaurant 6-13 times/month	532	30.4%	106
Went to fast food/drive-in restaurant 14+ times/month	490	28.0%	113
Fast food/drive-in last 6 months: breakfast	450	25.7%	94
Fast food/drive-in last 6 months: lunch	1,027	58.8%	100
Fast food/drive-in last 6 months: snack	279	16.0%	92
Fast food/drive-in last 6 months: dinner	953	54.5%	113

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April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,180	67.5%	102
Fast food/drive-in last 6 months: weekend	898	51.4%	107
Fast food/drive-in last 6 months: A & W	71	4.1%	90
Fast food/drive-in last 6 months: Arby's	462	26.4%	130
Fast food/drive-in last 6 months: Boston Market	46	2.6%	55
Fast food/drive-in last 6 months: Burger King	678	38.8%	108
Fast food/drive-in last 6 months: Captain D's	117	6.7%	132
Fast food/drive-in last 6 months: Carl's Jr.	50	2.9%	45
Fast food/drive-in last 6 months: Checkers	43	2.5%	77
Fast food/drive-in last 6 months: Chick-fil-A	236	13.5%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	65	3.7%	60
Fast food/drive-in last 6 months: Chuck E. Cheese	94	5.4%	120
Fast food/drive-in last 6 months: Church's Fr. Chicken	93	5.3%	124
Fast food/drive-in last 6 months: Dairy Queen	331	18.9%	120
Fast food/drive-in last 6 months: Del Taco	36	2.1%	60
Fast food/drive-in last 6 months: Domino's Pizza	261	14.9%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	104	6.0%	52
Fast food/drive-in last 6 months: Fuddruckers	38	2.2%	77
Fast food/drive-in last 6 months: Hardee's	174	10.0%	149
Fast food/drive-in last 6 months: Jack in the Box	165	9.4%	90
Fast food/drive-in last 6 months: KFC	514	29.4%	107
Fast food/drive-in last 6 months: Little Caesars	189	10.8%	148
Fast food/drive-in last 6 months: Long John Silver's	162	9.3%	148
Fast food/drive-in last 6 months: McDonald's	988	56.5%	102
Fast food/drive-in last 6 months: Panera Bread	107	6.1%	63
Fast food/drive-in last 6 months: Papa John's	151	8.6%	99
Fast food/drive-in last 6 months: Pizza Hut	425	24.3%	111
Fast food/drive-in last 6 months: Popeyes	78	4.5%	61
Fast food/drive-in last 6 months: Quiznos	133	7.6%	84
Fast food/drive-in last 6 months: Sonic Drive-In	230	13.2%	112
Fast food/drive-in last 6 months: Starbucks	161	9.2%	61
Fast food/drive-in last 6 months: Steak n Shake	111	6.4%	126
Fast food/drive-in last 6 months: Subway	518	29.6%	94
Fast food/drive-in last 6 months: Taco Bell	608	34.8%	109
Fast food/drive-in last 6 months: Wendy's	645	36.9%	119
Fast food/drive-in last 6 months: Whataburger	91	5.2%	107
Fast food/drive-in last 6 months: White Castle	98	5.6%	141
Fast food/drive-in last 6 months: eat in	585	33.5%	89
Fast food/drive-in last 6 months: home delivery	199	11.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	1,042	59.6%	114
Fast food/drive-in last 6 months: take-out/walk-in	346	19.8%	81

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April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Demographic Summary		2011	2016
Population		22,025	22,989
Population 18+		16,036	16,802
Households		8,299	8,673
Median Household Income		\$50,991	\$57,108
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,097	75.4%	105
Family restaurant/steak house last month: <2 times	4,070	25.4%	99
Family restaurant/steak house last month: 2-4 times	4,443	27.7%	103
Family restaurant/steak house last month: 5+ times	3,584	22.4%	115
Family restaurant/steak house last 6 months: breakfast	2,375	14.8%	113
Family restaurant/steak house last 6 months: lunch	4,135	25.8%	104
Family restaurant/steak house last 6 months: snack	355	2.2%	79
Family restaurant/steak house last 6 months: dinner	9,250	57.7%	109
Family restaurant/steak house last 6 months: weekday	6,656	41.5%	108
Family restaurant/steak house last 6 months: weekend	7,836	48.9%	110
Family restaurant/steak house last 6 months: Applebee's	4,457	27.8%	110
Family restaurant/steak house last 6 months: Bennigan's	399	2.5%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	834	5.2%	115
Family restaurant/steak house last 6 months: Cheesecake Factory	933	5.8%	87
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,152	13.4%	115
Family restaurant/steak house last 6 months: Cracker Barrel	2,157	13.5%	122
Family restaurant/steak house last 6 months: Denny's	1,423	8.9%	98
Family restaurant/steak house last 6 months: Friendly's	428	2.7%	68
Family restaurant/steak house last 6 months: Golden Corral	1,463	9.1%	127
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,070	12.9%	110
Family restaurant/steak house last 6 months: Lone Star Steakhouse	483	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet	434	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden	3,194	19.9%	112
Family restaurant/steak house last 6 months: Outback Steakhouse	1,930	12.0%	106
Family restaurant/steak house last 6 months: Perkins	652	4.1%	113
Family restaurant/steak house last 6 months: Red Lobster	2,233	13.9%	104
Family restaurant/steak house last 6 months: Red Robin	1,020	6.4%	113
Family restaurant/steak house last 6 months: Ruby Tuesday	1,424	8.9%	107
Family restaurant/steak house last 6 months: Ryan's	605	3.8%	101
Family restaurant/steak house last 6 months: Sizzler	427	2.7%	87
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,743	10.9%	106
Went to fast food/drive-in restaurant in last 6 months	14,580	90.9%	103
Went to fast food/drive-in restaurant <6 times/month	5,371	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/month	4,774	29.8%	103
Went to fast food/drive-in restaurant 14+ times/month	4,435	27.7%	111
Fast food/drive-in last 6 months: breakfast	4,519	28.2%	103
Fast food/drive-in last 6 months: lunch	9,956	62.1%	106
Fast food/drive-in last 6 months: snack	2,567	16.0%	92
Fast food/drive-in last 6 months: dinner	8,555	53.3%	111

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April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	11,317	70.6%	106
Fast food/drive-in last 6 months: weekend	8,037	50.1%	104
Fast food/drive-in last 6 months: A & W	765	4.8%	106
Fast food/drive-in last 6 months: Arby's	3,991	24.9%	122
Fast food/drive-in last 6 months: Boston Market	656	4.1%	85
Fast food/drive-in last 6 months: Burger King	6,219	38.8%	108
Fast food/drive-in last 6 months: Captain D's	850	5.3%	105
Fast food/drive-in last 6 months: Carl's Jr.	745	4.6%	73
Fast food/drive-in last 6 months: Checkers	495	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	2,651	16.5%	128
Fast food/drive-in last 6 months: Chipotle Mex. Grill	962	6.0%	98
Fast food/drive-in last 6 months: Chuck E. Cheese	788	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	679	4.2%	99
Fast food/drive-in last 6 months: Dairy Queen	3,078	19.2%	121
Fast food/drive-in last 6 months: Del Taco	433	2.7%	79
Fast food/drive-in last 6 months: Domino's Pizza	2,154	13.4%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	1,473	9.2%	80
Fast food/drive-in last 6 months: Fuddruckers	586	3.7%	129
Fast food/drive-in last 6 months: Hardee's	1,025	6.4%	95
Fast food/drive-in last 6 months: Jack in the Box	1,578	9.8%	93
Fast food/drive-in last 6 months: KFC	4,513	28.1%	103
Fast food/drive-in last 6 months: Little Caesars	1,429	8.9%	122
Fast food/drive-in last 6 months: Long John Silver's	1,139	7.1%	114
Fast food/drive-in last 6 months: McDonald's	9,385	58.5%	105
Fast food/drive-in last 6 months: Panera Bread	1,533	9.6%	98
Fast food/drive-in last 6 months: Papa John's	1,659	10.3%	119
Fast food/drive-in last 6 months: Pizza Hut	3,943	24.6%	112
Fast food/drive-in last 6 months: Popeyes	1,130	7.0%	96
Fast food/drive-in last 6 months: Quiznos	1,609	10.0%	110
Fast food/drive-in last 6 months: Sonic Drive-In	2,295	14.3%	122
Fast food/drive-in last 6 months: Starbucks	2,294	14.3%	95
Fast food/drive-in last 6 months: Steak n Shake	960	6.0%	119
Fast food/drive-in last 6 months: Subway	5,660	35.3%	112
Fast food/drive-in last 6 months: Taco Bell	5,844	36.4%	114
Fast food/drive-in last 6 months: Wendy's	5,684	35.4%	114
Fast food/drive-in last 6 months: Whataburger	996	6.2%	128
Fast food/drive-in last 6 months: White Castle	568	3.5%	89
Fast food/drive-in last 6 months: eat in	5,881	36.7%	98
Fast food/drive-in last 6 months: home delivery	1,841	11.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	9,475	59.1%	113
Fast food/drive-in last 6 months: take-out/walk-in	3,743	23.3%	95

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April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Demographic Summary		2011	2016
Population		45,346	47,228
Population 18+		33,371	34,898
Households		17,183	17,980
Median Household Income		\$51,542	\$57,954
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	25,269	75.7%	105
Family restaurant/steak house last month: <2 times	8,544	25.6%	100
Family restaurant/steak house last month: 2-4 times	9,357	28.0%	104
Family restaurant/steak house last month: 5+ times	7,366	22.1%	114
Family restaurant/steak house last 6 months: breakfast	4,857	14.6%	111
Family restaurant/steak house last 6 months: lunch	8,708	26.1%	105
Family restaurant/steak house last 6 months: snack	769	2.3%	82
Family restaurant/steak house last 6 months: dinner	19,449	58.3%	110
Family restaurant/steak house last 6 months: weekday	14,072	42.2%	110
Family restaurant/steak house last 6 months: weekend	16,285	48.8%	110
Family restaurant/steak house last 6 months: Applebee's	9,407	28.2%	112
Family restaurant/steak house last 6 months: Bennigan's	829	2.5%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	1,781	5.3%	118
Family restaurant/steak house last 6 months: Cheesecake Factory	2,076	6.2%	93
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,577	13.7%	118
Family restaurant/steak house last 6 months: Cracker Barrel	4,474	13.4%	122
Family restaurant/steak house last 6 months: Denny's	2,967	8.9%	98
Family restaurant/steak house last 6 months: Friendly's	1,112	3.3%	85
Family restaurant/steak house last 6 months: Golden Corral	2,940	8.8%	123
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,262	12.8%	109
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,045	3.1%	116
Family restaurant/steak house last 6 months: Old Country Buffet	934	2.8%	99
Family restaurant/steak house last 6 months: Olive Garden	6,749	20.2%	114
Family restaurant/steak house last 6 months: Outback Steakhouse	4,180	12.5%	110
Family restaurant/steak house last 6 months: Perkins	1,320	4.0%	110
Family restaurant/steak house last 6 months: Red Lobster	4,687	14.0%	105
Family restaurant/steak house last 6 months: Red Robin	2,306	6.9%	123
Family restaurant/steak house last 6 months: Ruby Tuesday	3,103	9.3%	112
Family restaurant/steak house last 6 months: Ryan's	1,210	3.6%	97
Family restaurant/steak house last 6 months: Sizzler	884	2.6%	87
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,758	11.3%	109
Went to fast food/drive-in restaurant in last 6 months	30,239	90.6%	102
Went to fast food/drive-in restaurant <6 times/month	11,249	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/month	9,857	29.5%	103
Went to fast food/drive-in restaurant 14+ times/month	9,133	27.4%	110
Fast food/drive-in last 6 months: breakfast	9,474	28.4%	104
Fast food/drive-in last 6 months: lunch	20,741	62.2%	106
Fast food/drive-in last 6 months: snack	5,548	16.6%	95
Fast food/drive-in last 6 months: dinner	17,760	53.2%	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 2011 and 2016.

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	23,614	70.8%	107
Fast food/drive-in last 6 months: weekend	16,676	50.0%	104
Fast food/drive-in last 6 months: A & W	1,644	4.9%	109
Fast food/drive-in last 6 months: Arby's	8,268	24.8%	121
Fast food/drive-in last 6 months: Boston Market	1,455	4.4%	91
Fast food/drive-in last 6 months: Burger King	12,839	38.5%	107
Fast food/drive-in last 6 months: Captain D's	1,743	5.2%	103
Fast food/drive-in last 6 months: Carl's Jr.	1,556	4.7%	73
Fast food/drive-in last 6 months: Checkers	999	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	5,606	16.8%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,061	6.2%	100
Fast food/drive-in last 6 months: Chuck E. Cheese	1,578	4.7%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,366	4.1%	96
Fast food/drive-in last 6 months: Dairy Queen	6,387	19.1%	121
Fast food/drive-in last 6 months: Del Taco	919	2.8%	81
Fast food/drive-in last 6 months: Domino's Pizza	4,367	13.1%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	3,298	9.9%	86
Fast food/drive-in last 6 months: Fuddruckers	1,167	3.5%	124
Fast food/drive-in last 6 months: Hardee's	2,190	6.6%	98
Fast food/drive-in last 6 months: Jack in the Box	3,284	9.8%	93
Fast food/drive-in last 6 months: KFC	9,340	28.0%	102
Fast food/drive-in last 6 months: Little Caesars	2,910	8.7%	119
Fast food/drive-in last 6 months: Long John Silver's	2,350	7.0%	113
Fast food/drive-in last 6 months: McDonald's	19,397	58.1%	105
Fast food/drive-in last 6 months: Panera Bread	3,476	10.4%	107
Fast food/drive-in last 6 months: Papa John's	3,454	10.4%	119
Fast food/drive-in last 6 months: Pizza Hut	8,006	24.0%	109
Fast food/drive-in last 6 months: Popeyes	2,333	7.0%	96
Fast food/drive-in last 6 months: Quiznos	3,334	10.0%	110
Fast food/drive-in last 6 months: Sonic Drive-In	4,687	14.0%	119
Fast food/drive-in last 6 months: Starbucks	4,917	14.7%	98
Fast food/drive-in last 6 months: Steak n Shake	2,044	6.1%	122
Fast food/drive-in last 6 months: Subway	11,607	34.8%	110
Fast food/drive-in last 6 months: Taco Bell	11,961	35.8%	112
Fast food/drive-in last 6 months: Wendy's	11,677	35.0%	113
Fast food/drive-in last 6 months: Whataburger	2,002	6.0%	123
Fast food/drive-in last 6 months: White Castle	1,181	3.5%	89
Fast food/drive-in last 6 months: eat in	12,451	37.3%	99
Fast food/drive-in last 6 months: home delivery	3,807	11.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	19,435	58.2%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,898	23.7%	96

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

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 2011 and 2016.

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

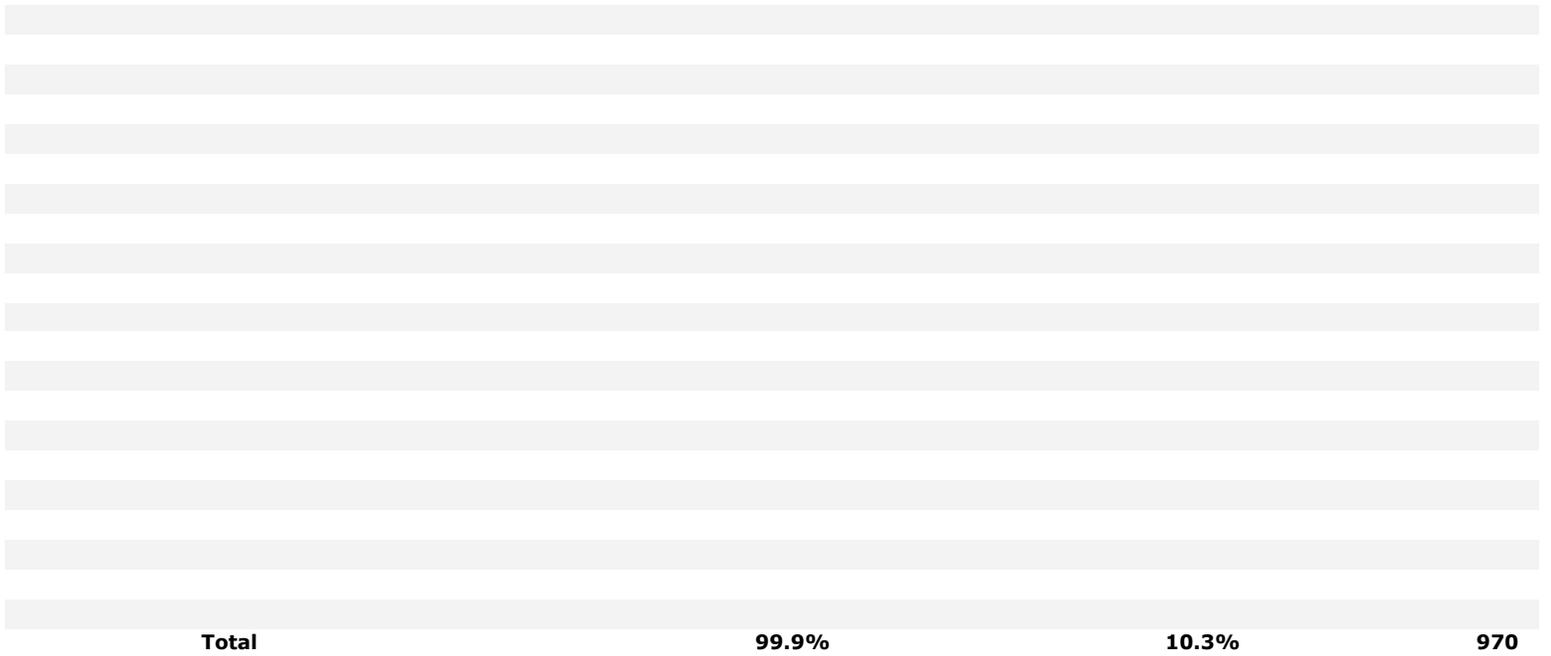
Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

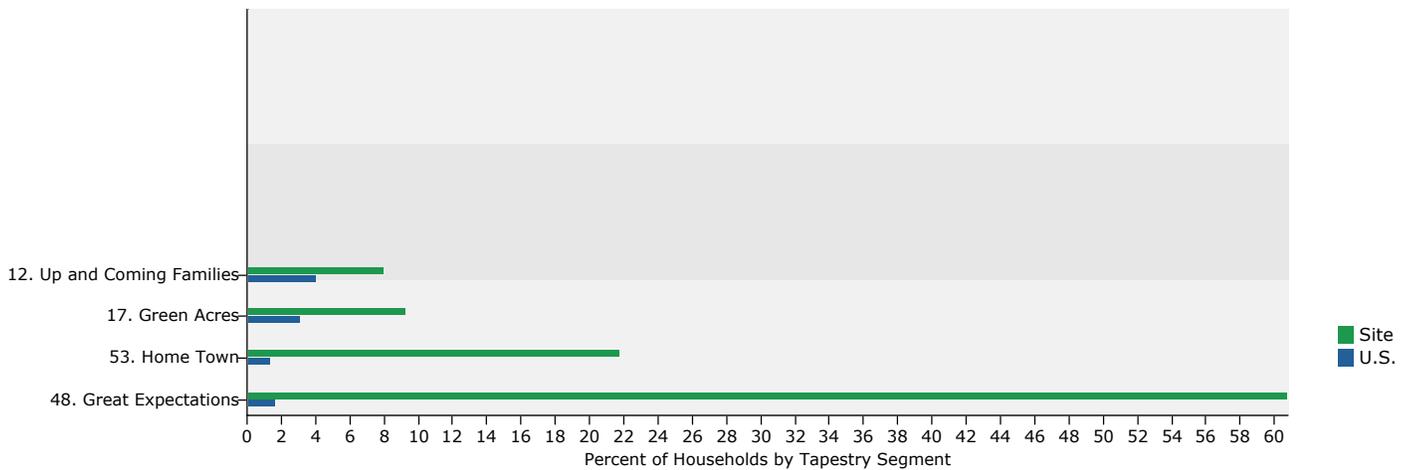
www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	48. Great Expectations	60.8%	60.8%	1.7%	1.7%	3576
2	53. Home Town	21.8%	82.6%	1.4%	3.1%	1,557
3	17. Green Acres	9.3%	91.9%	3.1%	6.2%	300
4	12. Up and Coming Families	8.0%	99.9%	4.1%	10.3%	195
Subtotal		99.9%		10.3%		



Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

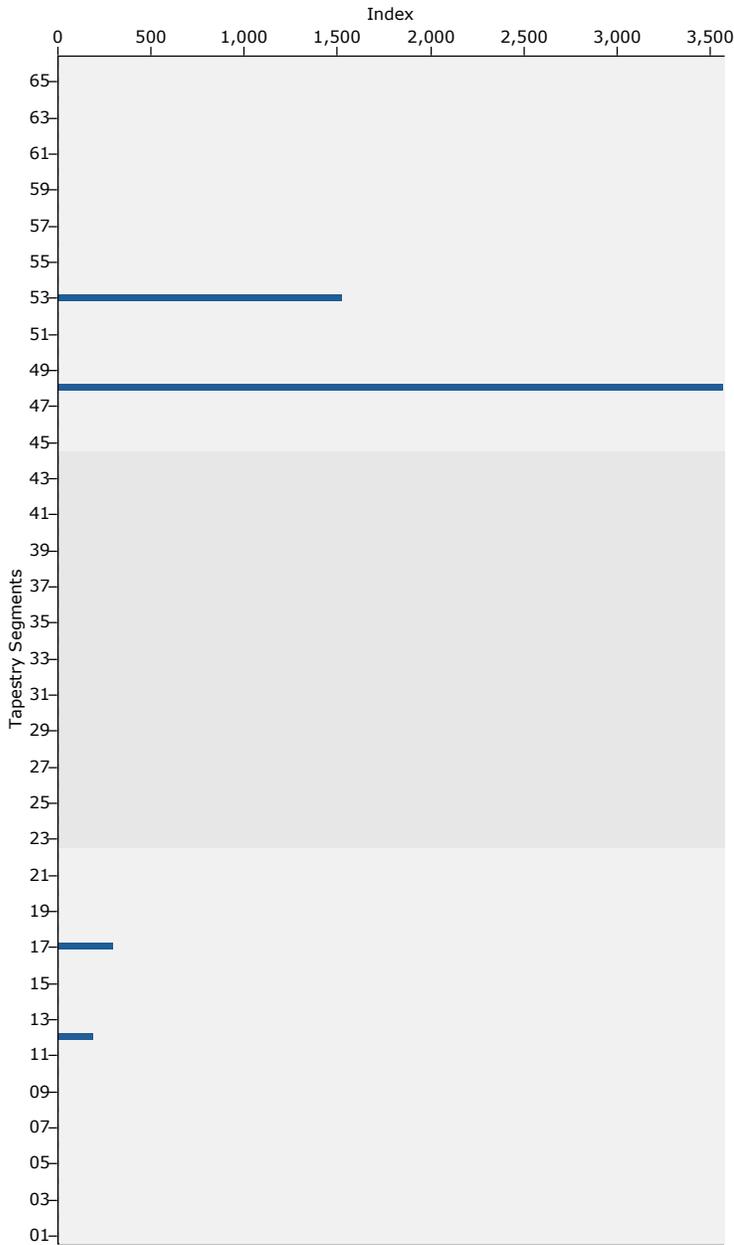
Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

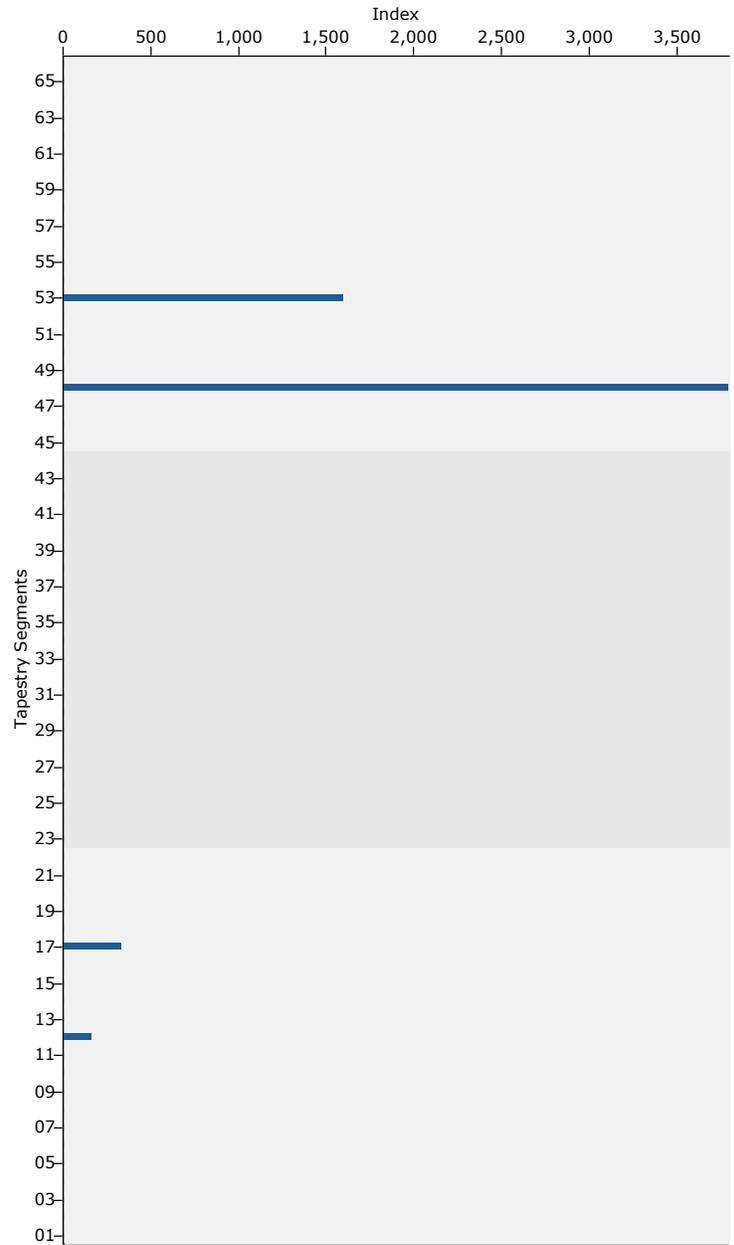
www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	956	100.0%		2,388	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	89	9.3%	70	260	10.9%	83
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	89	9.3%	303	260	10.9%	343
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	956	100.0%		2,388	100.0%	
L7. High Hopes	582	60.9%	1507	1,405	58.8%	1529
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	582	60.9%	3576	1,405	58.8%	3801
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	76	7.9%	90	184	7.7%	74
12 Up and Coming Families	76	8.0%	197	184	7.7%	165
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	209	21.9%	233	539	22.6%	243
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	209	21.8%	1529	539	22.6%	1603
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	956	100.0%		2,388	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	582	60.9%	582	1,405	58.8%	527
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	582	60.9%	3576	1,405	58.8%	3801

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	956	100.0%		2,388	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	76	7.9%	49	184	7.7%	46
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	76	8.0%	197	184	7.7%	165
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	209	21.9%	244	539	22.6%	271
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	209	21.8%	1529	539	22.6%	1603
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	89	9.3%	87	260	10.9%	103
17 Green Acres	89	9.3%	303	260	10.9%	343
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

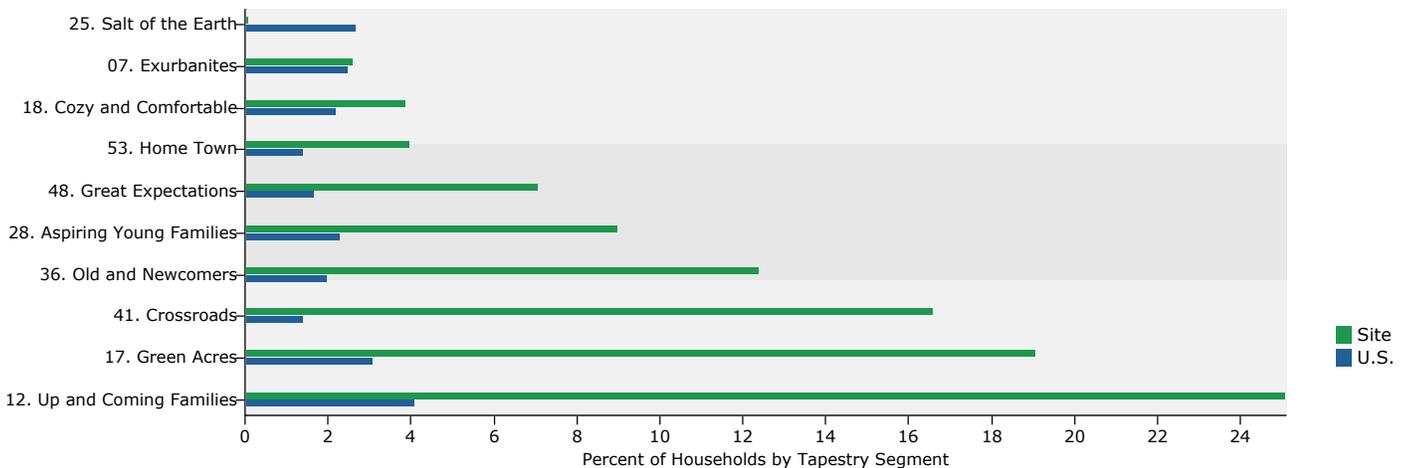
SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	25.1%	25.1%	4.1%	4.1%	612
2	17. Green Acres	19.1%	44.2%	3.1%	7.2%	616
3	41. Crossroads	16.6%	60.8%	1.4%	8.6%	1,186
4	36. Old and Newcomers	12.4%	73.2%	2.0%	10.6%	620
5	28. Aspiring Young Families	9.0%	82.2%	2.3%	12.9%	391
Subtotal		82.2%		12.9%		
6	48. Great Expectations	7.1%	89.3%	1.7%	14.6%	418
7	53. Home Town	4.0%	93.3%	1.4%	16.0%	286
8	18. Cozy and Comfortable	3.9%	97.2%	2.2%	18.2%	177
9	07. Exurbanites	2.6%	99.8%	2.5%	20.7%	104
10	25. Salt of the Earth	0.1%	99.9%	2.7%	23.4%	4
Subtotal		17.7%		10.5%		
Total		99.9%		23.4%		427

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

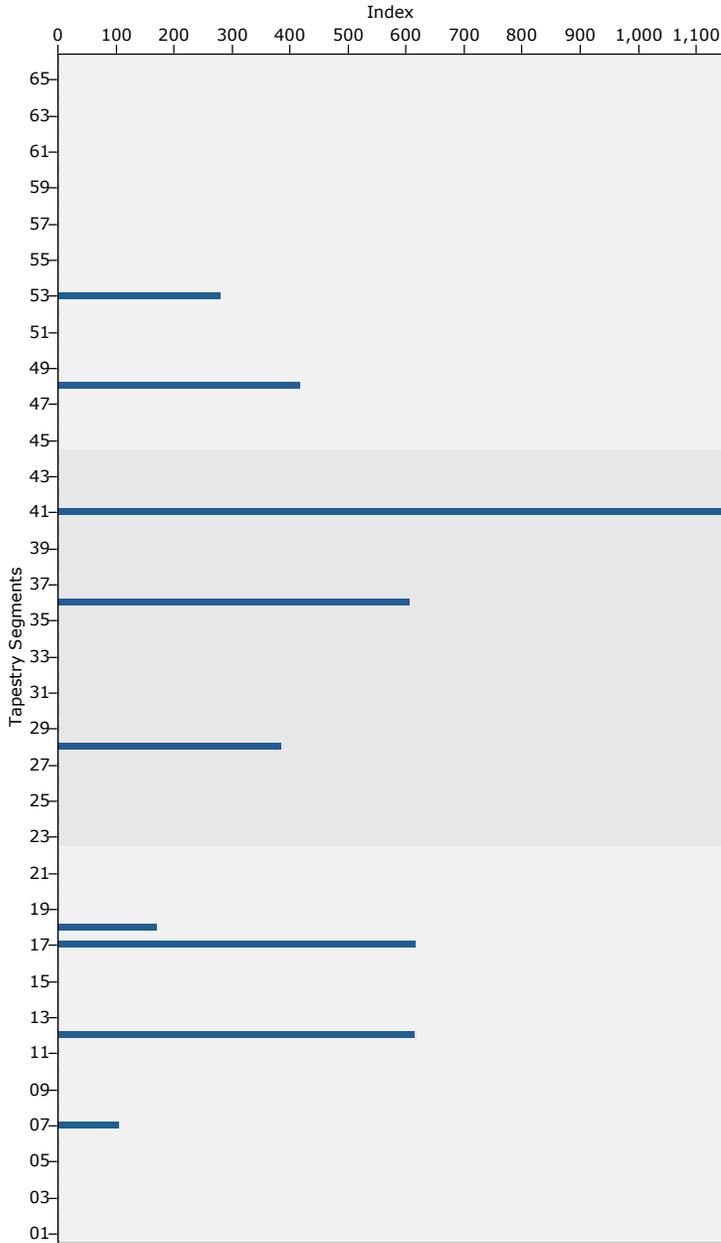
Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

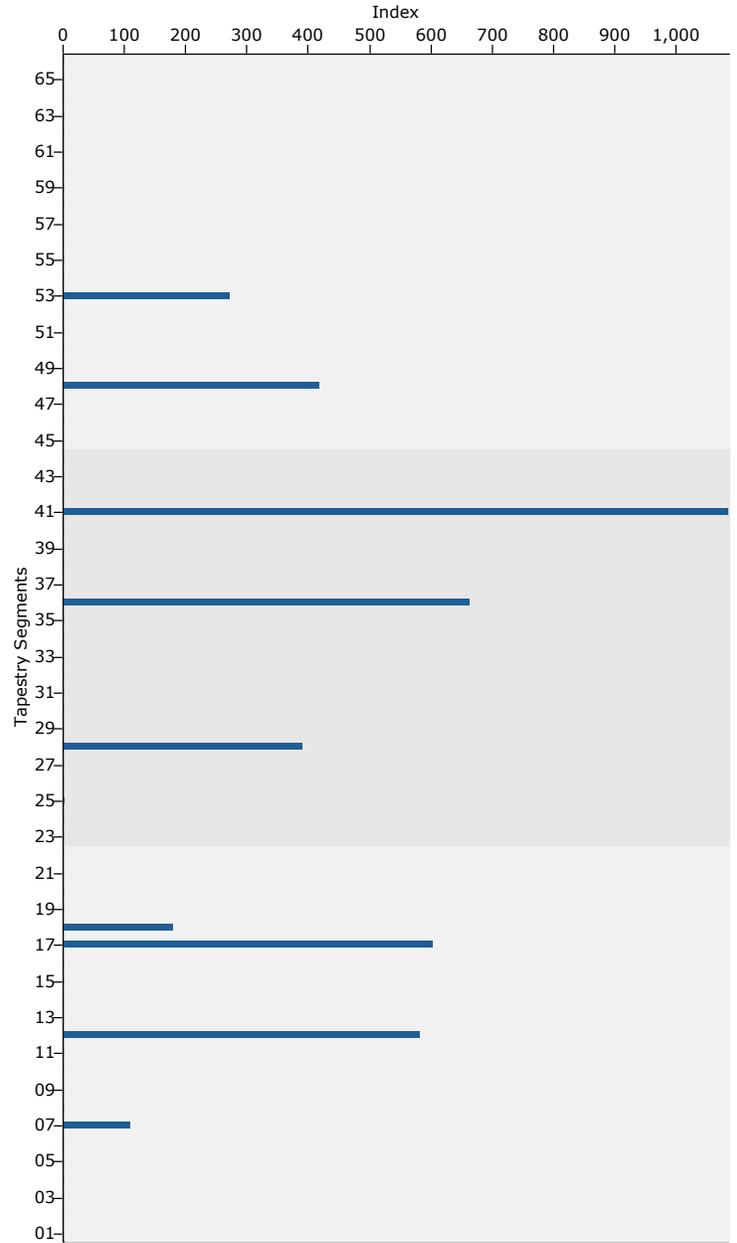
www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,299	100.0%		22,025	100.0%	
L1. High Society	218	2.6%	21	609	2.8%	20
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	218	2.6%	107	609	2.8%	113
L2. Upscale Avenues	1,909	23.0%	174	5,101	23.2%	177
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	1,588	19.1%	620	4,226	19.2%	604
18 Cozy and Comfortable	321	3.9%	173	875	4.0%	180
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,026	12.4%	169	2,322	10.5%	191
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,026	12.4%	608	2,322	10.5%	666
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,299	100.0%		22,025	100.0%	
L7. High Hopes	1,341	16.2%	400	3,419	15.5%	404
28 Aspiring Young Families	749	9.0%	386	1,987	9.0%	392
48 Great Expectations	592	7.1%	419	1,432	6.5%	420
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	2,084	25.1%	284	6,016	27.3%	262
12 Up and Coming Families	2,084	25.1%	617	6,016	27.3%	585
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	342	4.1%	44	877	4.0%	43
25 Salt of the Earth	7	0.1%	3	24	0.1%	4
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	335	4.0%	283	853	3.9%	275
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	1,379	16.6%	192	3,681	16.7%	195
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,379	16.6%	1148	3,681	16.7%	1087
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

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Latitude: 39.01917
Longitude: -84.20134

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,299	100.0%		22,025	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,775	21.4%	194	4,309	19.6%	195
28 Aspiring Young Families	749	9.0%	386	1,987	9.0%	392
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,026	12.4%	608	2,322	10.5%	666
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	592	7.1%	68	1,432	6.5%	58
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	592	7.1%	419	1,432	6.5%	420

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,299	100.0%		22,025	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	2,302	27.7%	172	6,625	30.1%	181
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	218	2.6%	107	609	2.8%	113
12 Up and Coming Families	2,084	25.1%	617	6,016	27.3%	585
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	656	7.9%	88	1,728	7.8%	94
18 Cozy and Comfortable	321	3.9%	173	875	4.0%	180
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	335	4.0%	283	853	3.9%	275
U9. Small Towns	1,379	16.6%	359	3,681	16.7%	382
41 Crossroads	1,379	16.6%	1148	3,681	16.7%	1087
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,595	19.2%	180	4,250	19.3%	182
17 Green Acres	1,588	19.1%	620	4,226	19.2%	604
25 Salt of the Earth	7	0.1%	3	24	0.1%	4
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

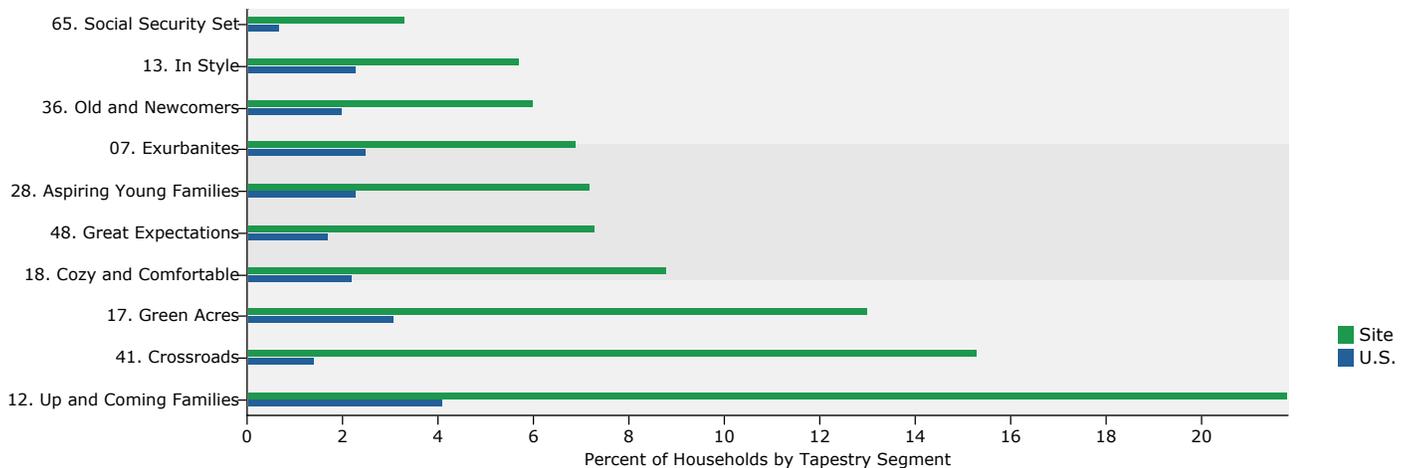
SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	21.8%	21.8%	4.1%	4.1%	532
2	41. Crossroads	15.3%	37.1%	1.4%	5.5%	1,093
3	17. Green Acres	13.0%	50.1%	3.1%	8.6%	419
4	18. Cozy and Comfortable	8.8%	58.9%	2.2%	10.8%	400
5	48. Great Expectations	7.3%	66.2%	1.7%	12.5%	429
Subtotal		66.2%		12.5%		
6	28. Aspiring Young Families	7.2%	73.4%	2.3%	14.8%	313
7	07. Exurbanites	6.9%	80.3%	2.5%	17.3%	276
8	36. Old and Newcomers	6.0%	86.3%	2.0%	19.3%	300
9	13. In Style	5.7%	92.0%	2.3%	21.6%	248
10	65. Social Security Set	3.3%	95.3%	0.7%	22.3%	471
Subtotal		29.1%		9.8%		
11	53. Home Town	1.9%	97.2%	1.4%	23.7%	136
12	25. Salt of the Earth	1.7%	98.9%	2.7%	26.4%	63
13	26. Midland Crowd	0.9%	99.8%	3.2%	29.6%	28
14	50. Heartland Communities	0.2%	100.0%	2.0%	31.6%	10
Subtotal		4.7%		9.3%		
Total		100.0%		31.6%		316

Top Ten Tapestry Segments Site vs. U.S.



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April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

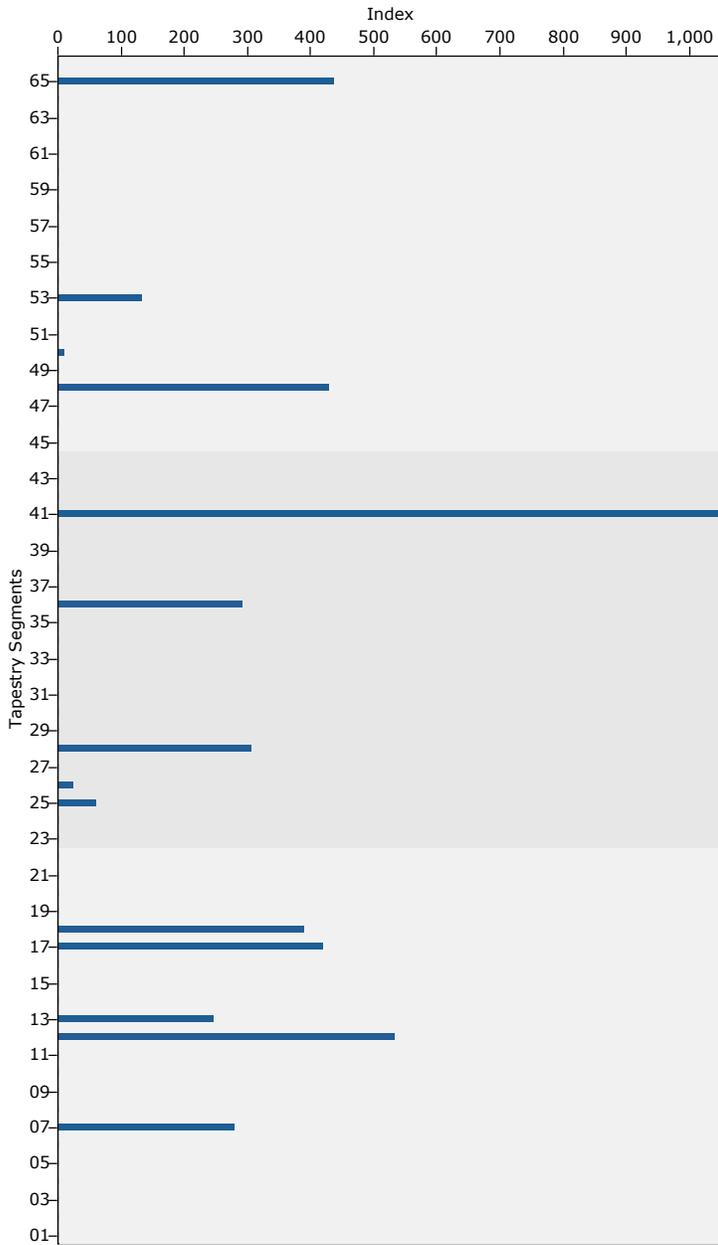
Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

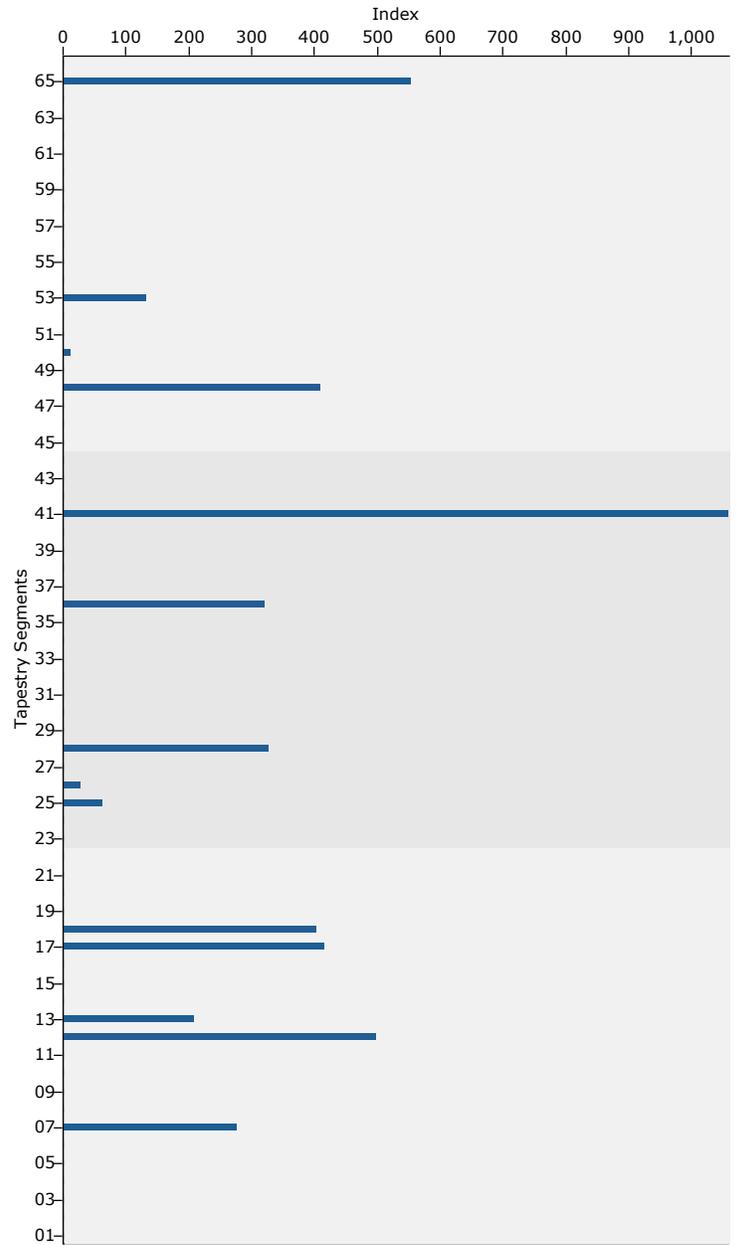
www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Indexes by Households



Tapestry Indexes by Population



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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,183	100.0%		45,346	100.0%	
L1. High Society	1,191	6.9%	55	3,071	6.8%	50
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,191	6.9%	282	3,071	6.8%	277
L2. Upscale Avenues	4,725	27.5%	208	12,103	26.7%	204
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	986	5.7%	248	2,034	4.5%	211
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,235	13.0%	421	6,016	13.3%	418
18 Cozy and Comfortable	1,504	8.8%	392	4,053	8.9%	406
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,026	6.0%	82	2,322	5.1%	93
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,026	6.0%	294	2,322	5.1%	323
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	601	3.5%	28	1,478	3.3%	31
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	42	0.2%	12	127	0.3%	15
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	3.3%	440	1,351	3.0%	556
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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April 18, 2013

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ECONOMIC DEVELOPMENT

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,183	100.0%		45,346	100.0%	
L7. High Hopes	2,497	14.5%	360	6,311	13.9%	362
28 Aspiring Young Families	1,237	7.2%	308	3,423	7.5%	328
48 Great Expectations	1,260	7.3%	431	2,888	6.4%	411
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	3,745	21.8%	246	10,589	23.4%	224
12 Up and Coming Families	3,745	21.8%	535	10,589	23.4%	500
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	6	0.0%	0	16	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	6	0.0%	1	16	0.0%	2
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	619	3.6%	38	1,618	3.6%	38
25 Salt of the Earth	284	1.7%	62	765	1.7%	64
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	335	1.9%	136	853	1.9%	134
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	2,773	16.1%	186	7,838	17.3%	202
26 Midland Crowd	150	0.9%	27	453	1.0%	30
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,623	15.3%	1055	7,385	16.3%	1060
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	17,183	100.0%		45,346	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	559	3.3%	68	1,351	3.0%	55
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	3.3%	440	1,351	3.0%	556
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,263	13.2%	119	5,745	12.7%	126
28 Aspiring Young Families	1,237	7.2%	308	3,423	7.5%	328
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,026	6.0%	294	2,322	5.1%	323
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,260	7.3%	70	2,888	6.4%	57
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,260	7.3%	431	2,888	6.4%	411

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 125/SR 132
762 STHY 125, Amelia, OH, 45102
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.01917
Longitude: -84.20134

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,183	100.0%		45,346	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	5,922	34.5%	214	15,694	34.6%	209
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,191	6.9%	282	3,071	6.8%	277
12 Up and Coming Families	3,745	21.8%	535	10,589	23.4%	500
13 In Style	986	5.7%	248	2,034	4.5%	211
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,845	10.7%	120	4,922	10.9%	130
18 Cozy and Comfortable	1,504	8.8%	392	4,053	8.9%	406
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	6	0.0%	1	16	0.0%	2
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	335	1.9%	136	853	1.9%	134
U9. Small Towns	2,665	15.5%	335	7,512	16.6%	379
41 Crossroads	2,623	15.3%	1055	7,385	16.3%	1060
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	42	0.2%	12	127	0.3%	15
U10. Rural I	2,669	15.5%	146	7,234	16.0%	150
17 Green Acres	2,235	13.0%	421	6,016	13.3%	418
25 Salt of the Earth	284	1.7%	62	765	1.7%	64
26 Midland Crowd	150	0.9%	27	453	1.0%	30
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

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Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified